

The Masefield

MAIDA VALE W9



City of Westminster

The Masefield

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Situated on a quiet residential road in the heart of Maida Vale, The Masefield is a collection of 31 contemporary homes within the City of Westminster.

Designed to emulate the local Victorian mansion blocks, The Masefield offers a range of properties with a choice of one, two and three bedroom apartments and duplexes.

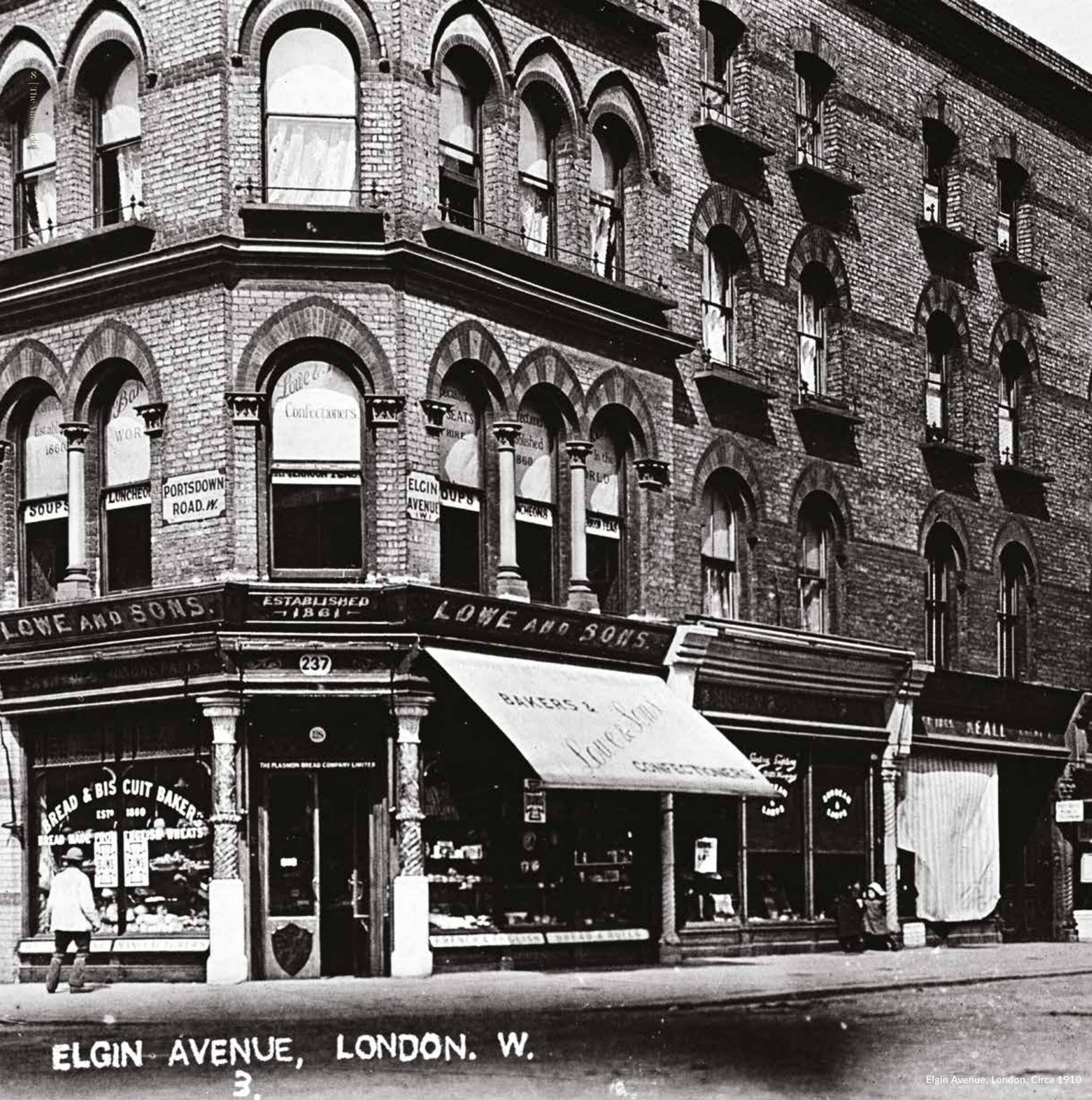
As the first residential development created and offered for sale by The City of Westminster, The Masefield is part of the Borough's wider housing plan and has been designed as a new addition to the local neighbourhood.





Welcome home

Set behind a stone and brick clad facade
The Masefield has been sympathetically designed to complement Maida Vale's historic buildings. Residents enter via a light and airy lobby, offering a striking entrance with a tiled floor, setting a sense of style continued throughout the apartments.



John Masefield

“I must down
to the seas
again, to the
lonely sea and
the sky, and all
I ask is a tall
ship and a star
to steer her by”

Celebrating local heritage

A property on Maida Avenue has been recognised with a blue plaque to commemorate former occupant, John Masefield, one of the UK’s longest serving Poet Laureates. The Masefield has been named to commemorate this illustrious resident and to recognise the creative heritage of Maida Vale.

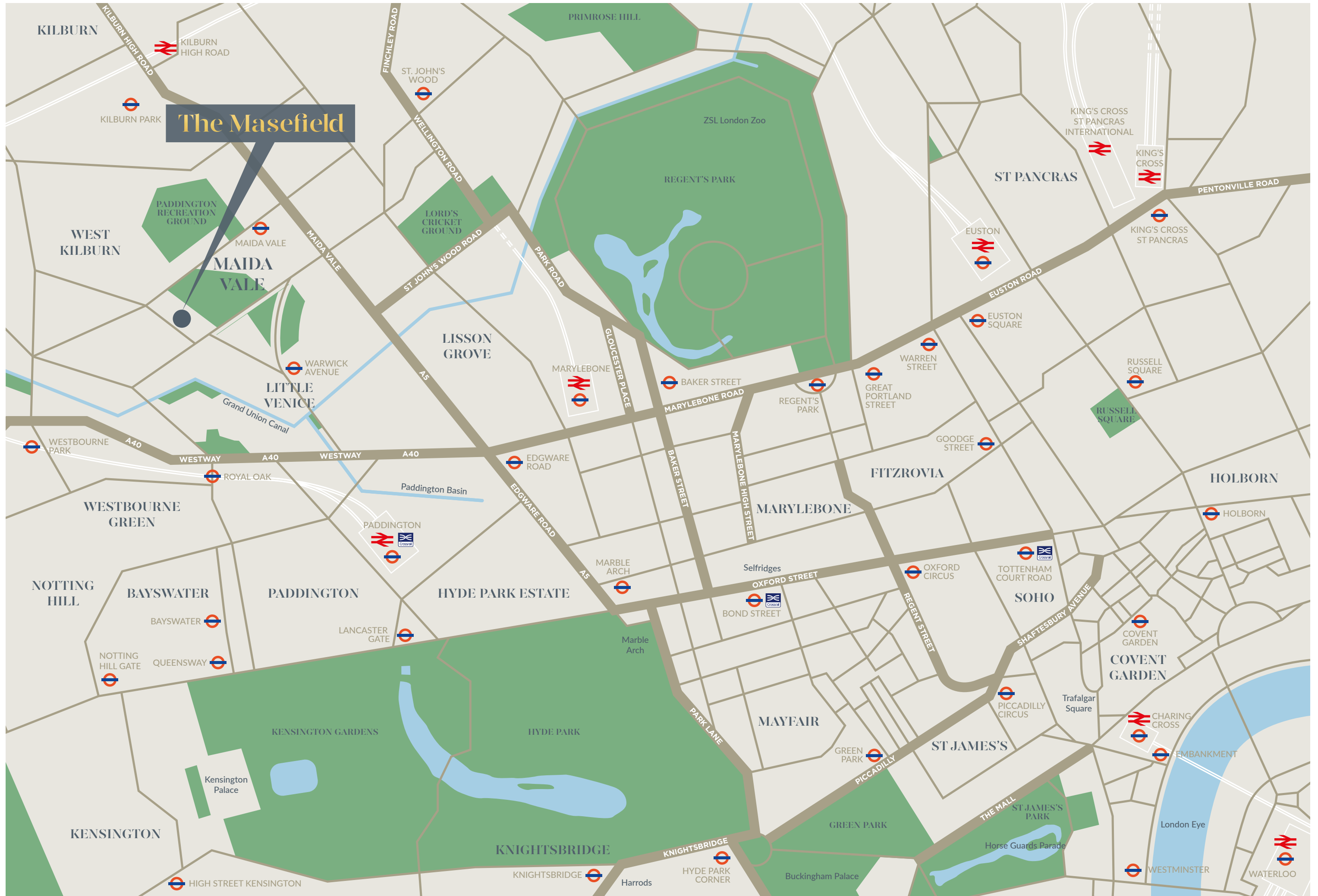
This corner of W9 has a global reputation as home to the BBC Studios at Maida Vale, a location integral to the most recent history of British music. Known for broadcasting John Peel’s Radio 1 Peel Sessions and more recently home to the BBC Symphony Orchestra, the studios have put Maida Vale on the map. The creative heritage of the area pre-dates the arrival of the studios, with the streets around Elgin Avenue proving popular with writers and illustrators of the 19th and early 20th centuries.

Elgin Avenue, London, Circa 1910



Show home photography is indicative only

At the heart of a global city





Located in the centre of national treasures, national monuments and national galleries. Westminster is at the heart of London.



At the epicentre of the capital, the City of Westminster represents one of London's most historic boroughs and, as a result, is home to the city's most iconic landmarks. The nation's seats of power - the Palace of Westminster and Buckingham Palace - are both within the borough, whilst some of the country's most impressive museums, including the National Gallery, Natural History Museum, Tate Britain, the Serpentine and V&A are all close by.

Although in the heart of the city, green space abounds, with Paddington Recreation Ground, Hyde Park, Green Park, Regent's Park and St James's Park all offering space to relax and exercise. Whilst steeped in history, the City of Westminster continues to expand its contemporary offer, with areas like Covent Garden and Oxford Circus offering some of the best shopping in the capital and Soho drawing crowds for its nightlife.



The Masefield

London life

1. Camden Lock 2. Paddington Recreation Ground 3. Regent's Park 4. Lord's Cricket Ground
 5. The City 6. The Shard 7. Marylebone Village 8. West End 9. Paddington Sports Club
 10. Maida Vale Studios 11. Paddington Basin 12. Little Venice 13. Hyde Park

From left to right:  Maida Vale Station  Warwick Avenue Station   Paddington Station



Calling Maida Vale home

Maida Vale offers the sought-after combination of excellent accessibility and village-like community feel, with independent food shops, one-of-a-kind boutiques, locally run coffee shops, award winning restaurants and outstanding local schools. The area holds a cachet as a place people want to both live and spend their leisure time. With London's business and financial hubs all an easy commute, Maida Vale is popular with professionals looking for a home which represents more than just a place to sleep.





A local high street

Home to thriving independent shops and local markets, residents of Maida Vale are able to shop locally and sustainably from their local high street with ease. Provenance, a modern interpretation of a traditional family butcher, Clifton Greens, an award winning greengrocer, and Queen's Park Farmers' Market, held every Sunday, all offer local options for picking up sustainably sourced groceries.

Independent wine merchant, The Winery, local florist, Absolute Flowers and Home, Clifton Nurseries and Appleby's vintage clothing shop further complement the local offering of independent shopping.





“THE REGENERATION
IN THE AREA HAS BEEN
GREAT FOR BUSINESS
AND WE KNOW A LOT
OF OUR CUSTOMERS AS
THEY ARE LOCAL.”

Finding your local

The thriving local pubs are at the heart of the Maida Vale community and draw in customers from near and far. The Cow, opened in 1995, attracts a crowd for its excellent seafood, and The Hero of Maida and The Cleveland Arms are also well-known local favourites. Buzzy independent coffee shops Golborne Deli, D1 Coffee and The Peppermint are popular day time options. Foodie residents of the area are spoilt for choice, with a number of restaurants offering a wide selection of cuisines within easy reach, including award winning Persian restaurant Kateh.



“IT’S VERY CLOSE-KNIT,
I WOULD SAY IT’S GOT A
VILLAGE FEEL. IT’S GOT A
GREAT COMMUNITY VIBE
AND PEOPLE TEND TO
KNOW EACH OTHER AND
ARE REALLY FRIENDLY.”



Julia, Formosa Flowers & Chocolaterie



The team at Boca Cha Cha



David Motion, The Winery

“I HAVE LIVED HERE FOR
MORE THAN 15 YEARS AND
HAVE SEEN THE CHANGES
IN THE AREA, IT JUST
KEEPS GETTING BETTER
AND BETTER!”





Cultural fix

Maida Vale residents are lucky enough to be able to get home from the theatres of London's West End in under half an hour, but the neighbourhood itself also boasts home-grown cultural hubs. Residents can catch an independent performance or new release at the Canal Cafe Theatre or Everyman Cinema and the Puppet Theatre Barge, with attractions around the Little Venice canals, including boat trips, are popular with young families.



“THERE’S A GREAT
SENSE OF COMMUNITY
WITH A MIX OF PEOPLE.
IT IS GREAT FOR LIKE-
FOR-LIKE LOCAL
BUSINESSES TOO.”

“THERE’S SO MANY INTERESTING PEOPLE HERE, WE LIKE TO PROMOTE THE COMMUNITY SPIRIT AND HOST FREE FITNESS TRIALS, SOCIAL NIGHTS AND BBQS IN SUMMER.”



It's easy being green

Maida Vale is home to 27-acre Paddington Recreation Ground, including secluded rose gardens, running track and tennis courts. Within a mile are Regent's Park, Lord's Cricket Ground and Little Venice's Rembrandt Gardens. Slightly further afield but still within easy reach are Kensington Gardens, Hyde Park, the Kyoto Garden at Holland Park, Primrose Hill and Hampstead Heath.



Education

Maida Vale is perennially popular with young families thanks to the quality of its local schools. The Masefield is 0.3 miles from a number of local state primary schools, including St Saviour's and Ark Atwood (both Ofsted rated "outstanding") and Essendine (Ofsted rated "good"), with Abercorn School and L'Ecole Bilingue Elementaire offering popular independent options. Paddington Academy, Westminster Academy and St Augustine's (all Ofsted rated "outstanding") offer state secondary options, all within one mile of The Masefield.

London's world-leading universities, including the London School of Economics, King's College, Imperial College and University College London are all situated within 30 minutes of The Masefield.

Primary:

St Saviours C of E Primary School (*Ofsted outstanding*)
 Ark Atwood Primary Academy (*Ofsted outstanding*)
 Essendine Primary School (*Ofsted good*)
 St Joseph's RC Primary School (*Ofsted good*)

Secondary:

Paddington Academy (*Ofsted outstanding*)
 Queen Elizabeth II Jubilee School (*Ofsted good*)
 St George's Catholic School (*Ofsted outstanding*)
 St Augustine's High School (*Ofsted outstanding*)
 Westminster Academy (*Ofsted outstanding*)

Connectivity

Maida Vale tube station is just a nine minute walk from The Masefield and offers convenient connections into central London via the Bakerloo line. Paddington Station, on the Elizabeth (Crossrail) line, is just two minutes away by tube offering access to Bond Street in just one stop, as well as easy access to Heathrow Airport, taking less than half an hour.

The Masefield is within easy reach of the Westway, offering direct access out of London via road: Heathrow Airport is a 40 minute drive. Alternatively enjoy the fresh air Maida Vale has to offer by cycling to Portobello Road Market in just six minutes, or Little Venice in three minutes.

Walking

(From The Masefield)



Paddington Recreation
8 minutes



Maida Vale
9 minutes



Warwick Avenue
10 minutes



Clifton Nurseries
11 minutes



Little Venice Canal
12 minutes



Kilburn
Park
15 minutes



Queen's
Park
17 minutes



Kilburn High
Road
18 minutes



Portobello Road
Market
21 minutes



Paddington
Station
21 minutes



Lord's Cricket
Ground
27 minutes



Regent's
Park
32 Minutes

Tube

(From Maida Vale Station)



Paddington
2 minutes



Marylebone
6 minutes



Oxford Circus
11 minutes



Piccadilly Circus
14 minutes



Victoria
17 minutes



Waterloo
17 minutes



Euston
19 minutes



Bank
24 minutes



King's Cross
25 minutes



Liverpool Street
27 minutes



Heathrow
29 minutes

Cycling

(From The Masefield)



Little Venice
3 minutes



Kilburn Park
4 minutes



Paddington
5 minutes



Portobello Road Market
6 minutes



St John's Wood
7 minutes



Regent's Park
10 minutes



Marylebone
11 minutes



Hyde Park
13 minutes



Primrose Hill
16 minutes



Hampstead Heath
20 minutes



Green Park
22 minutes

Distances and travel times are approximate only. Times are taken from Google maps and tfl.gov.uk.

The Apartments

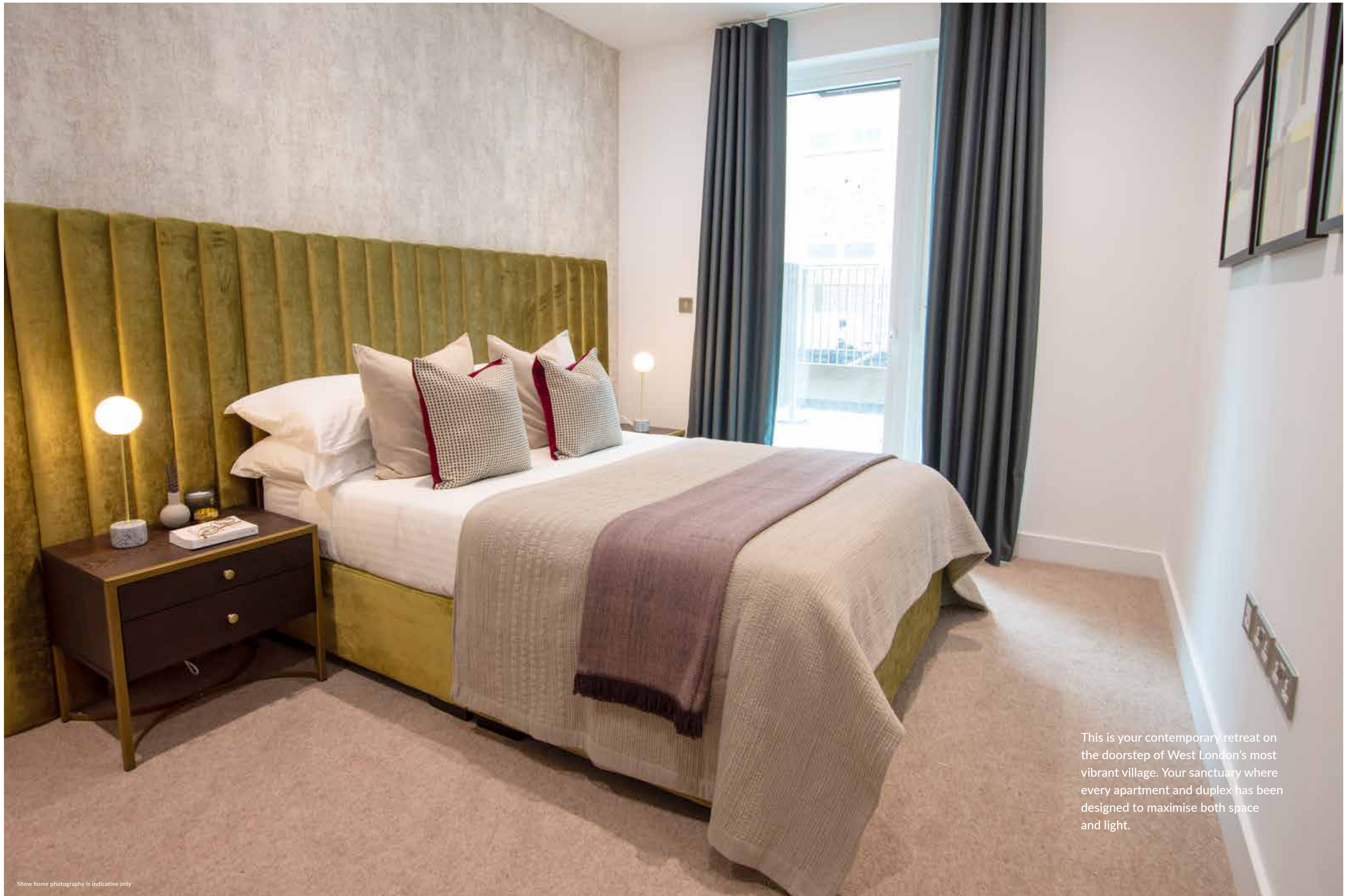
Attention to detail

Featuring high-quality timber flooring in the living areas, tiled floors in the bathrooms and carpeted bedrooms. Interiors have been carefully considered to maximise space and to offer functional yet stylish spaces.

The apartments, have been designed to work for a range of buyer requirements, whether that be couples, families, down-sizers or professional sharers.

A combination of duplex and lateral apartments are on offer, with all properties offering a balcony or terrace. Studies are included in some of the larger units, with work from home requirements in mind. Living spaces are open plan and flooded with light via oversized windows.





This is your contemporary retreat on the doorstep of West London's most vibrant village. Your sanctuary where every apartment and duplex has been designed to maximise both space and light.



Show home photography is indicative only



Apartments at The Masfield have been designed with quality at the heart.

Siemens appliances are fitted in all kitchens and Villeroy & Boch and Hansgrohe sanitaryware and finishes in the bathrooms. In-built storage units are incorporated within bedrooms and bathrooms. Kitchens are finished with composite stone worktops and thermostatic controls are integrated throughout to maximise energy efficiency.



Specification

General

- Tiled entrance lobby flooring
- Brushed stainless steel ironmongery internal apartment doors and communal doors
- Carpeted communal areas and wallpaper feature walls to elevator openings
- Engineered timber flooring to apartment hallway, kitchen and sitting room
- Digital zoned thermostatic control underfloor heating
- Electrical fittings – Deta brushed stainless steel switches, sockets, BT and fused sockets to lounge and living areas. White fittings to kitchens
- Video entry system
- Lockable post box
- CCTV for communal areas
- Smoke detectors/ fire alarms/ built-in sprinkler system
- Elevators by Stannah Lifts

Kitchen

- Engineered timber flooring
- Dekko cabinets
- Composite Silestone worktops
- Under-mounted stainless steel sink
- Chrome taps
- Siemens fridge/ freezer
- Siemens integrated dishwasher
- Siemens integrated oven, hob and cooker hood
- Siemens microwave
- Caple integrated wine cooler
- Glass splashback
- Pull out waste kit

Living room

- Satellite TV point
- Phone point

Balconies/ balcony doors

- Sliding glass doors
- Concrete flooring
- Powder coated metal balustrades to the surround
- Wall-mounted outdoor light

Bathrooms

- Tiled floors, walls and bath panels
- Villeroy & Boch white sanitaryware
- Hansgrohe wash basin taps
- Kaldewei Puro bath tub
- Hansgrohe bath taps
- Mirrored bathroom cabinet and vanity tops
- Single square shower screen
- Hansgrohe shower head
- Toilet roll holder
- Coat hook
- Towel rail

En-suite

- Tiled flooring
- Wall tiling
- Villeroy & Boch wall wash hand basin
- Hansgrohe wash hand basin taps
- Shower screen
- Hansgrohe shower
- Villeroy & Boch pan and seat
- Villeroy & Boch mirror cabinet
- Chrome toilet roll holder
- Bathroom rail
- Chrome electric towel rail

Bedroom

- Carpet
- Built in wardrobes

Utility/ Cupboard*

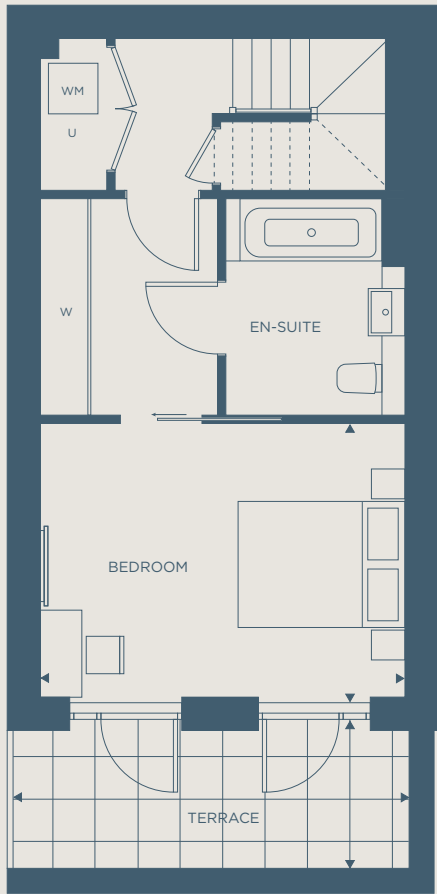
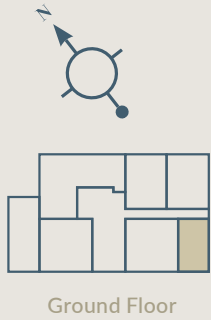
- Siemens free standing washer/ dryer

Communal

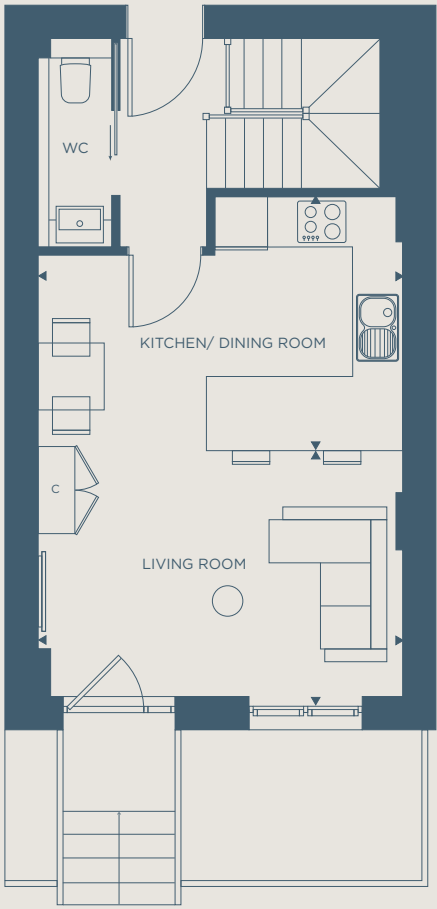
- Bike store
- Bin store

*Subject to layout

Duplex Floorplans



Lower Ground Floor



Ground Floor

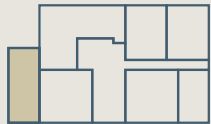
One Bedroom Duplex

APARTMENT NO. 4

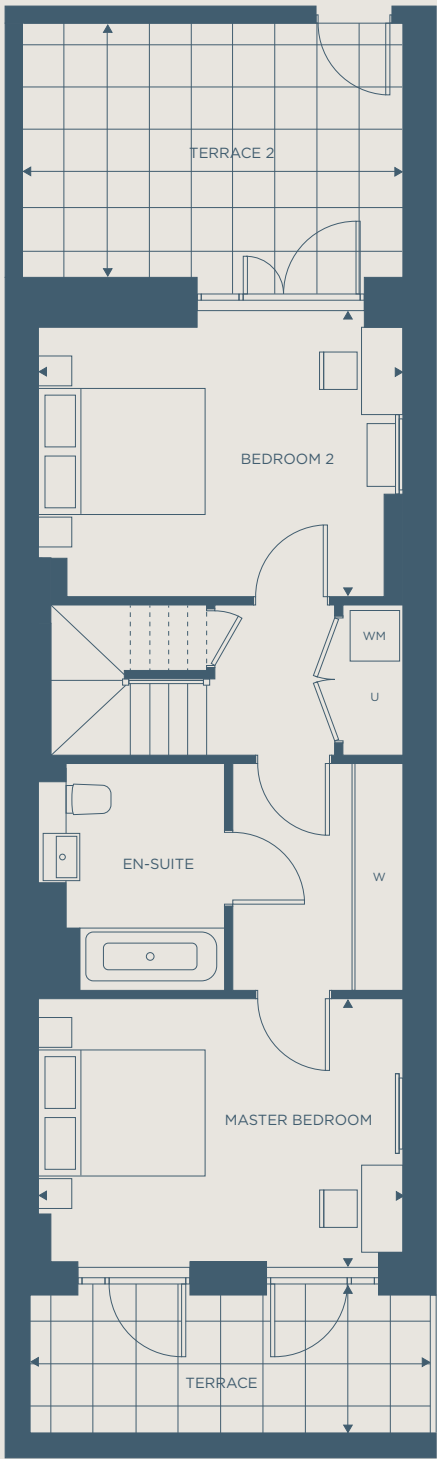
LIVING ROOM	4.43 m	x	2.95 m	14'6"	x	9'8"
KITCHEN/ DINING ROOM	4.43 m	x	3.05 m	14'6"	x	10'0"
BEDROOM	4.43 m	x	3.28 m	14'6"	x	10'9"
INTERNAL AREA	69.5 sq m			749 sq ft		
TERRACE	7.8 sq m			84 sq ft		

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

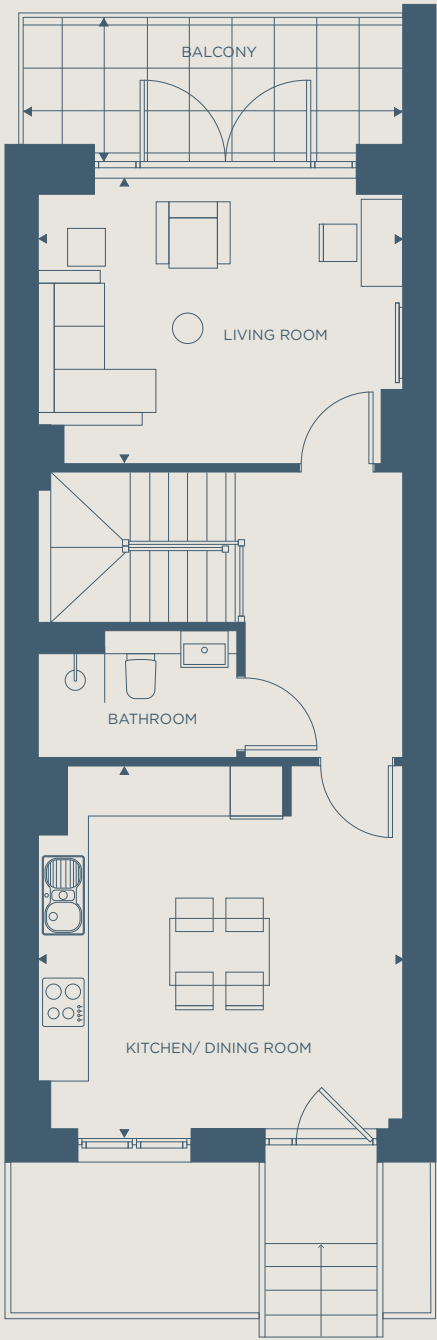
Floorplans are not to scale and are indicative only. Location of windows, doors, bathroom fittings, kitchen units and appliances may differ.
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Balcony and terrace sizes and locations may differ from those illustrated.



Ground Floor



Lower Ground Floor



Ground Floor

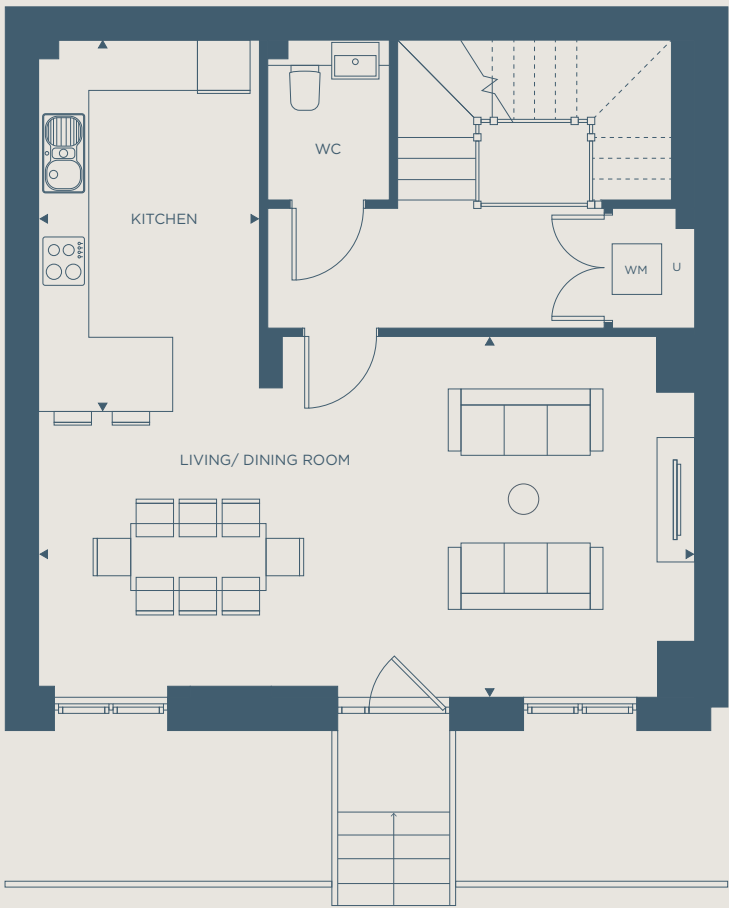
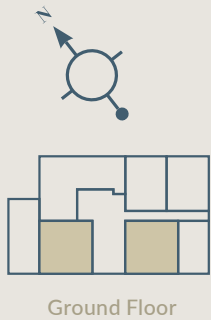
Two Bedroom Duplex

APARTMENT NO. 1

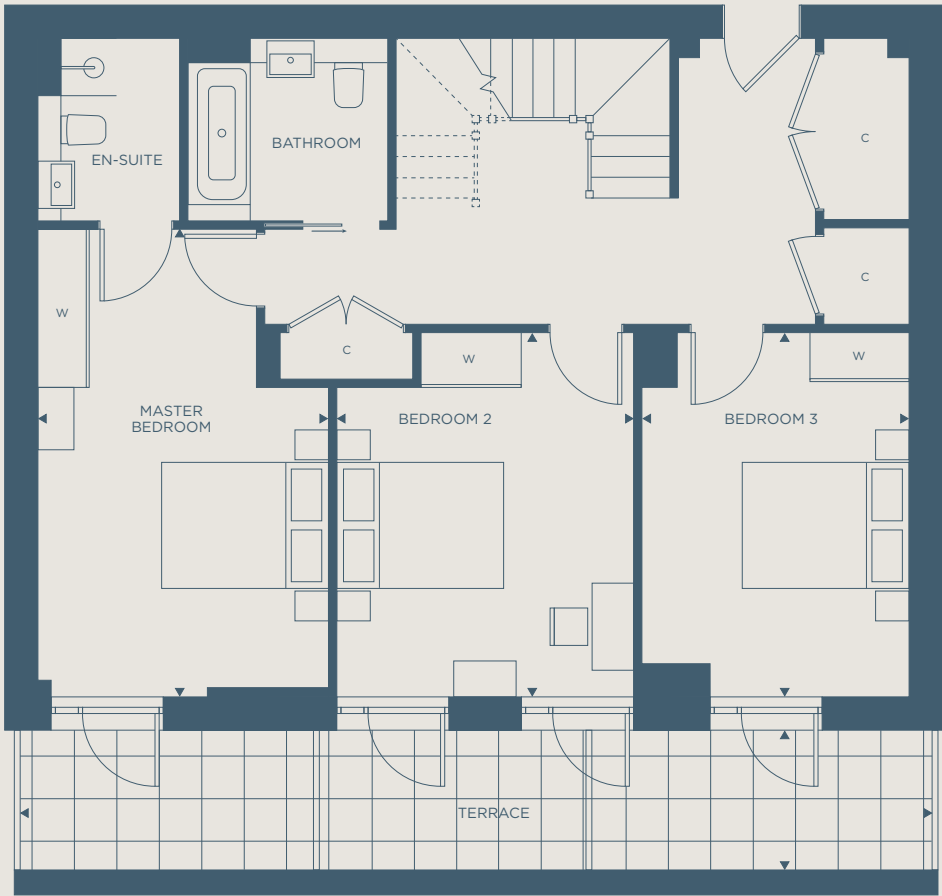
LIVING ROOM	4.38 m	x	3.28 m	14'4"	x	10'9"
KITCHEN/ DINING ROOM	4.38 m	x	4.36 m	14'4"	x	14'3"
MASTER BEDROOM	4.38 m	x	3.01 m	14'4"	x	9'10"
BEDROOM 2	4.38 m	x	3.28 m	14'4"	x	10'9"
INTERNAL AREA	98.6 sq m		1,062 sq ft			
TERRACE	7.4 sq m		80 sq ft			
TERRACE 2	14.5 sq m		156 sq ft			
BALCONY	6.9 sq m		74 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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Ground Floor



Lower Ground Floor

Three Bedroom Duplex

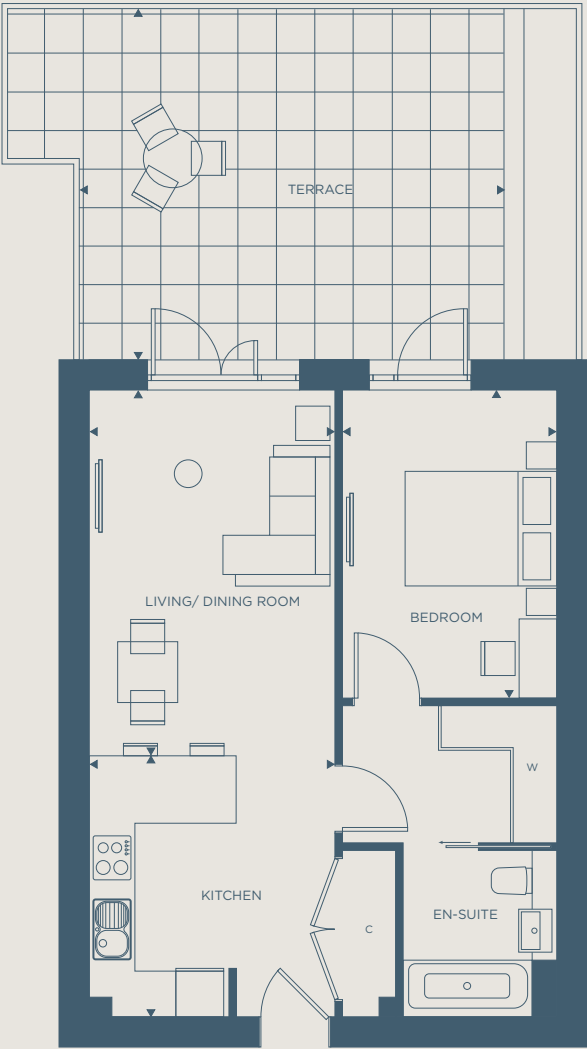
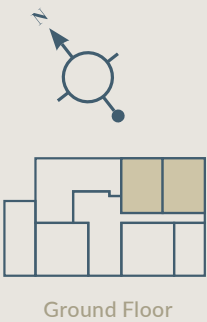
APARTMENT NO. 2 | 3

LIVING/ DINING ROOM	7.88 m	x	4.36 m	25'10"	x	14'3"
KITCHEN	2.64 m	x	4.47 m	8'7"	x	14'7"
MASTER BEDROOM	3.48 m	x	5.48 m	11'5"	x	17'11"
BEDROOM 2	3.60 m	x	4.36 m	11'9"	x	14'3"
BEDROOM 3	4.36 m	x	3.22 m	14'3"	x	10'6"
INTERNAL AREA	144.7 sq m		1,557 sq ft			
TERRACE	17.3 sq m		186 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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Apartment Floorplans



One Bedroom Apartment

APARTMENT NO. 6 7 (11)					(11 – HANDED)	
LIVING/ DINING ROOM	3.25 m	x	4.78 m	10'7"	x	15'8"
KITCHEN	3.25 m	x	3.45 m	10'7"	x	11'3"
BEDROOM	2.82 m	x	4.01 m	9'3"	x	13'1"
INTERNAL AREA	50.8 sq m		546 sq ft			
TERRACE	31.0 sq m		334 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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One Bedroom Apartment

APARTMENT NO. 9 (11) | 10 | 11 | 16 (11) | 17 | 18 | 23 (11) | 24 | 25 (11 – HANDED)

LIVING ROOM	4.38 m	x	2.94 m	14'4"	x	9'7"
KITCHEN/ DINING ROOM	4.38 m	x	3.08 m	14'4"	x	10'1"
BEDROOM	2.78 m	x	4.08 m	9'1"	x	13'4"
INTERNAL AREA	50.3 sq m		541 sq ft			
BALCONY	5.4 sq m		58 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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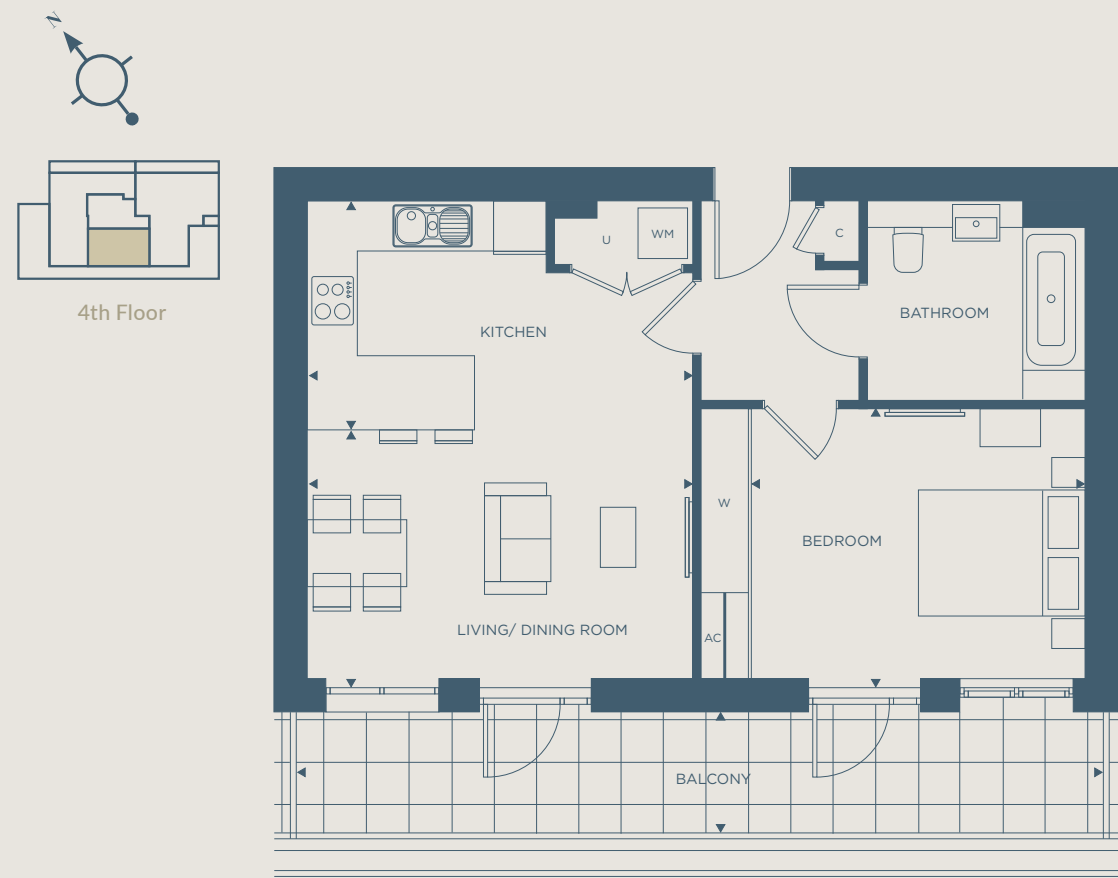
One Bedroom Apartment

APARTMENT NO. 13 | 14 (11) | 20 | 21 (11) | 27 | 28 (11) (11 – HANDED)

LIVING/ DINING ROOM	3.25 m	x	4.78 m	10'7"	x	15'8"
KITCHEN	3.25 m	x	3.45 m	10'7"	x	11'3"
BEDROOM	2.80 m	x	4.01 m	9'2"	x	13'1"
INTERNAL AREA	50.6 sq m		545 sq ft			
BALCONY	6.9 sq m		74 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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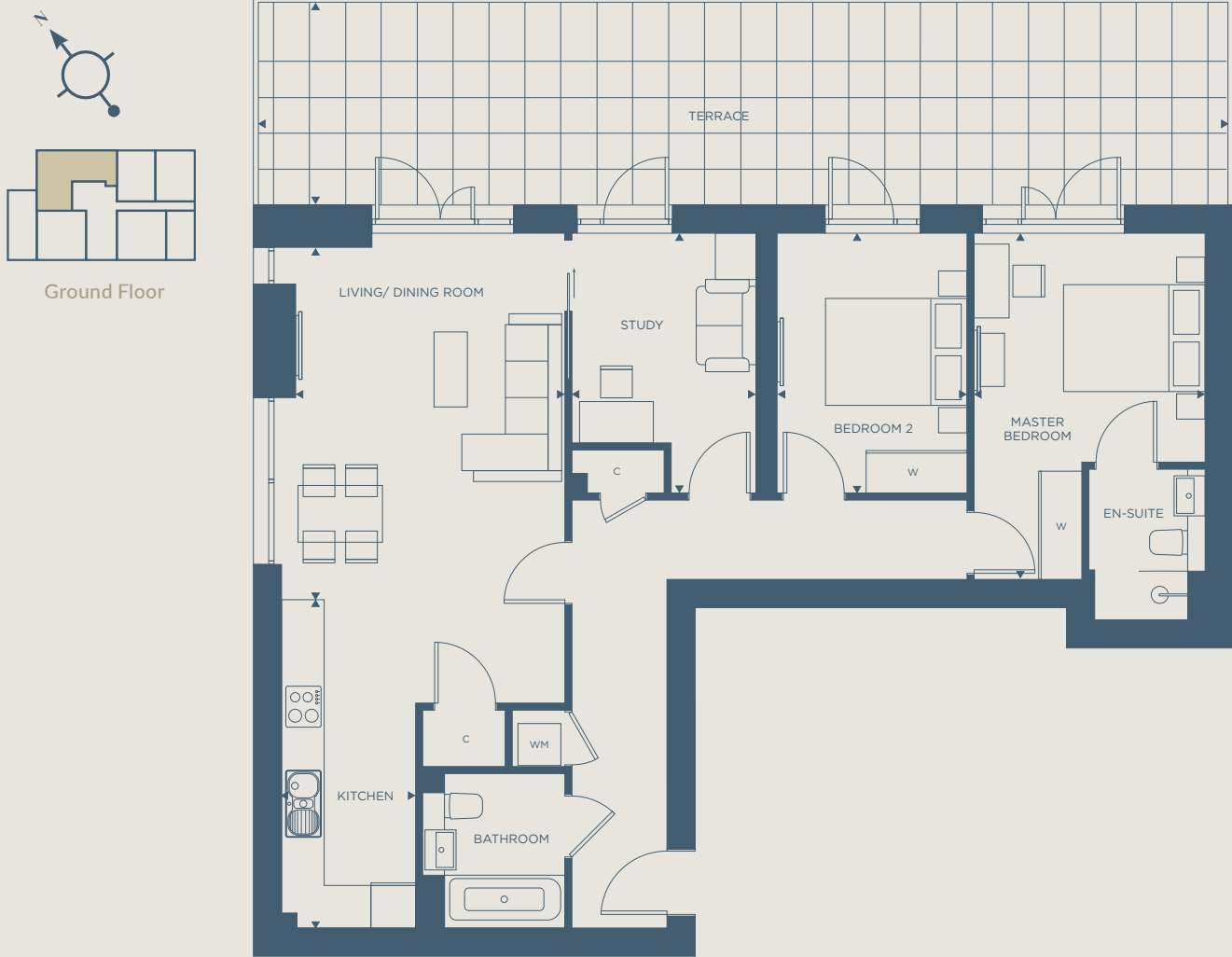
One Bedroom Apartment

APARTMENT NO. 30

LIVING/ DINING ROOM	4.62 m	x	2.98 m	15'1"	x	9'9"
KITCHEN	4.62 m	x	2.74 m	15'1"	x	8'11"
BEDROOM	4.02 m	x	3.23 m	13'2"	x	10'7"
INTERNAL AREA	52.4 sq m		564 sq ft			
BALCONY	12.7 sq m		137 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard | AC: Air Conditioning Unit

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Two/Three Bedroom Apartment

APARTMENT NO. 5

LIVING/ DINING ROOM	3.78 m	x	5.03 m	12'4"	x	16'6"
KITCHEN	1.90 m	x	4.66 m	6'2"	x	15'3"
MASTER BEDROOM	3.28 m	x	4.85 m	10'9"	x	15'10"
BEDROOM 2	2.75 m	x	3.65 m	9'0"	x	11'11"
STUDY	2.59 m	x	3.65 m	8'5"	x	11'11"
INTERNAL AREA	91.2 sq m		982 sq ft			
TERRACE	31.8 sq m		342 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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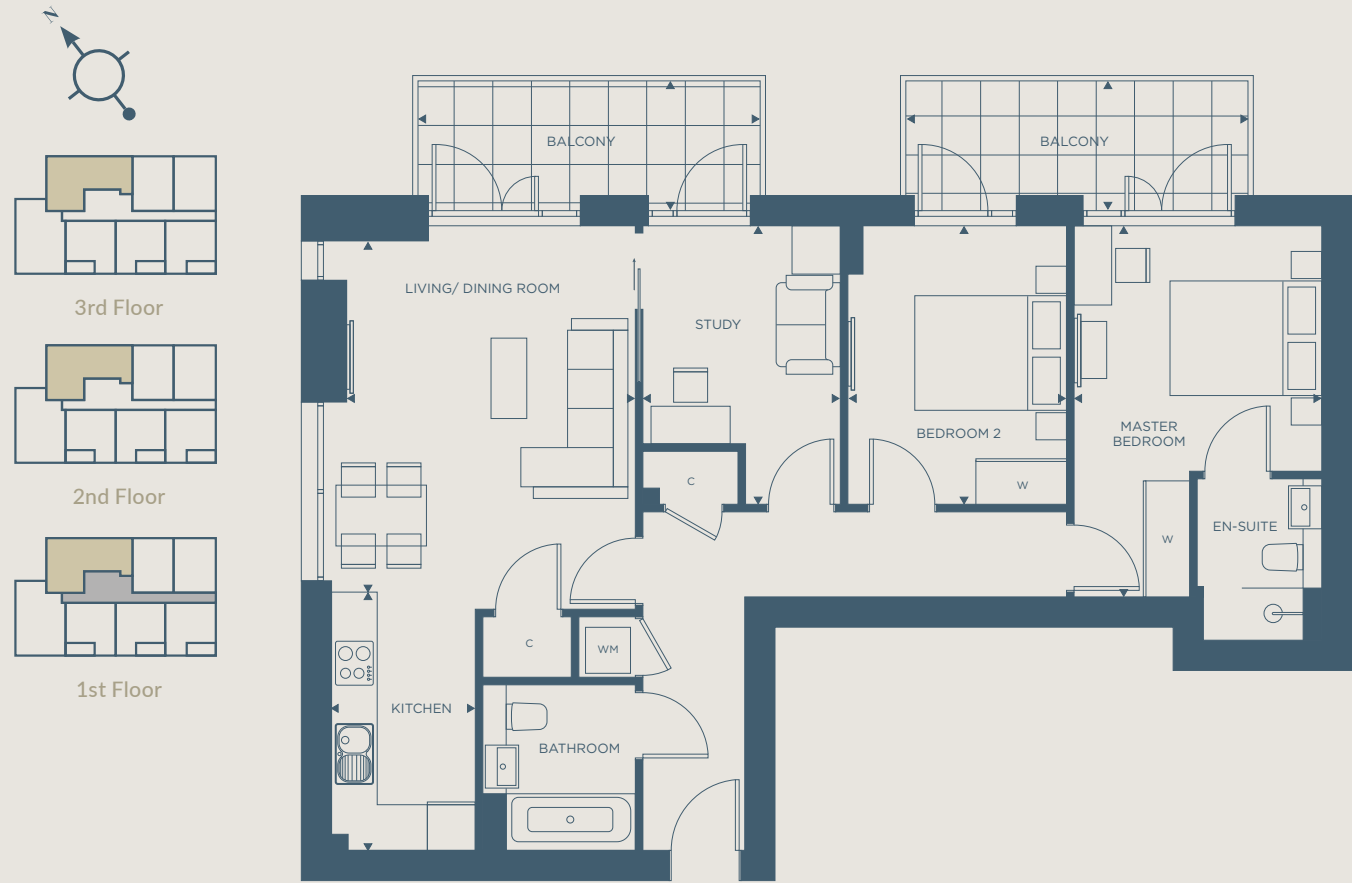
Two Bedroom Apartment

APARTMENT NO. 8 | 15 | 22

LIVING ROOM	4.40 m	x	2.70 m	14'5"	x	8'10"
KITCHEN / DINING ROOM	4.23 m	x	3.49 m	13'10"	x	11'5"
MASTER BEDROOM	2.92 m	x	3.56 m	9'11"	x	11'11"
BEDROOM 2	4.36 m	x	2.84 m	14'3"	x	9'3"
INTERNAL AREA	77.8 sq m		837 sq ft			
BALCONY	6.9 sq m		74 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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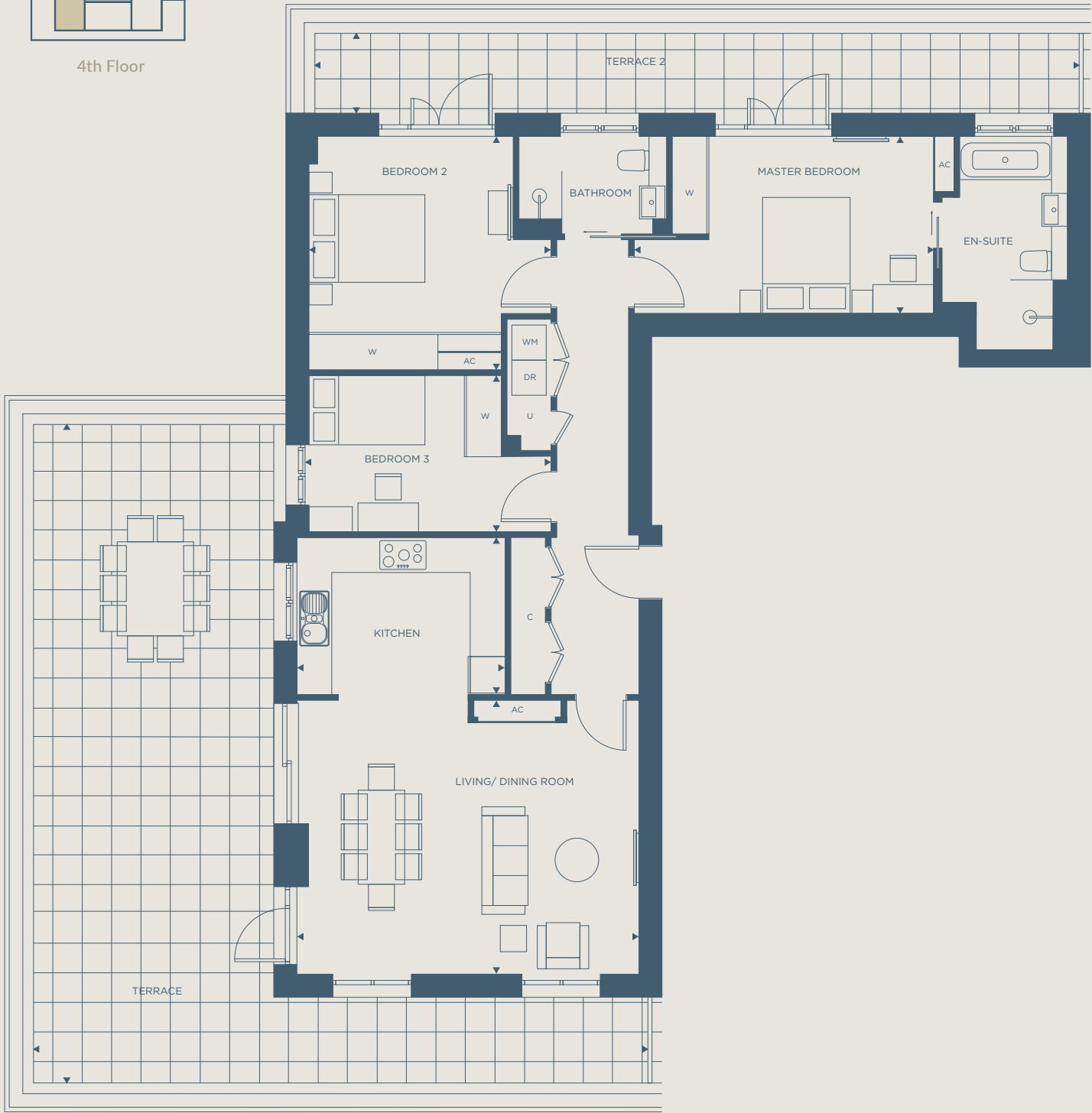
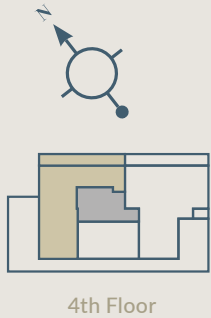
Two/Three Bedroom Apartment

APARTMENT NO. 12 | 19 | 26

LIVING / DINING ROOM	3.78 m	x	4.66 m	12'4"	x	15'3"
KITCHEN	1.10 m	x	3.42 m	3'7"	x	11'2"
MASTER BEDROOM	3.28 m	x	4.85 m	10'9"	x	15'10"
BEDROOM 2	2.91 m	x	3.65 m	9'6"	x	11'11"
STUDY	2.59 m	x	2.85 m	8'5"	x	9'4"
INTERNAL AREA	82.3 sq m		886 sq ft			
BALCONY	6.9 sq m		74 sq ft			
BALCONY 2	6.9 sq m		74 sq ft			

W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard

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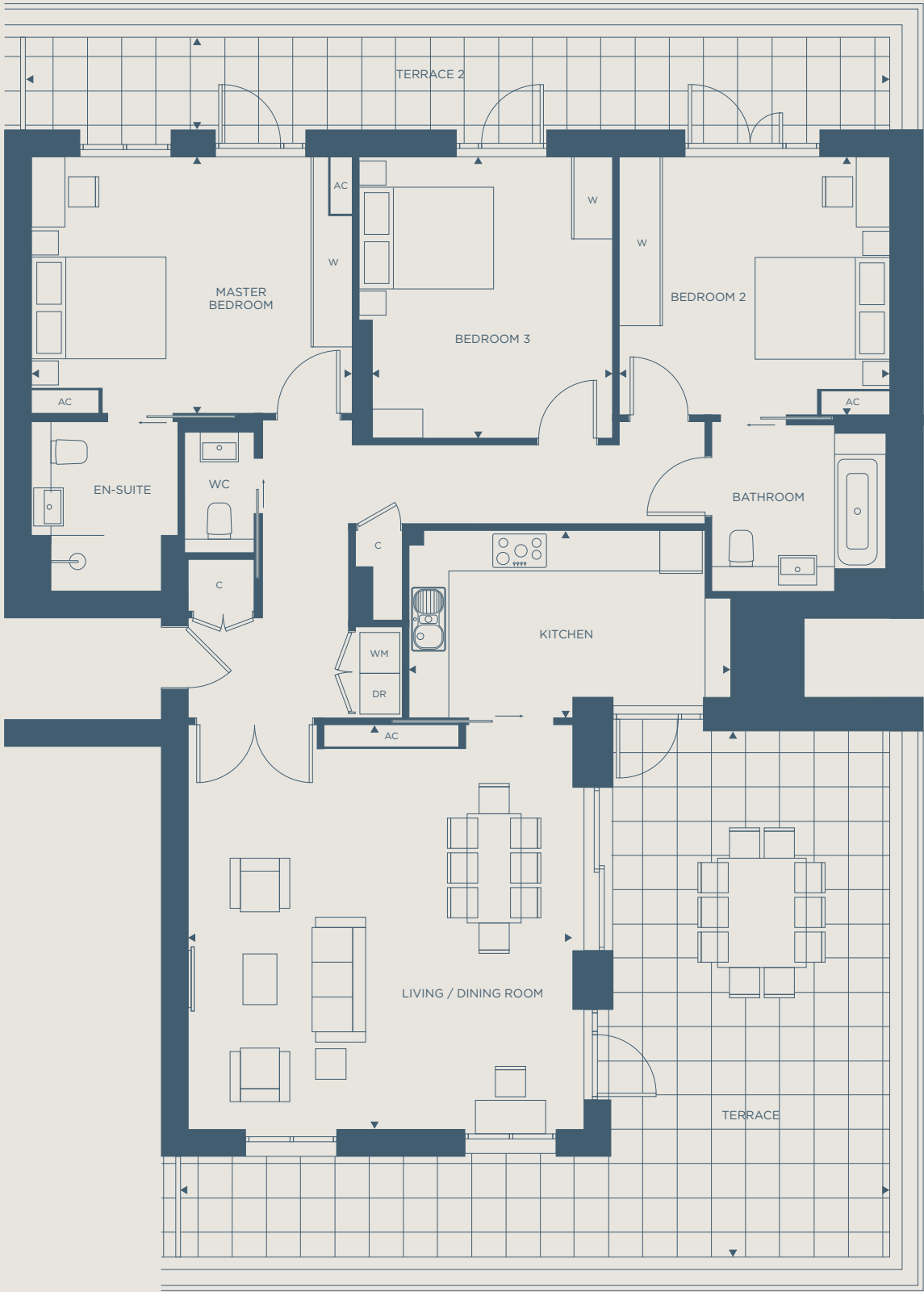
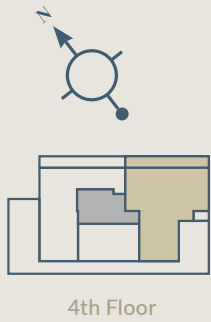
Three Bedroom Apartment

APARTMENT NO. 29

LIVING / DINING ROOM	4.78 m	x	5.79 m	15'8"	x	18'11"
KITCHEN	2.75 m	x	3.59 m	9'0"	x	11'9"
MASTER BEDROOM	5.26 m	x	3.08 m	17'3"	x	10'1"
BEDROOM 2	4.17 m	x	4.06 m	13'8"	x	13'3"
BEDROOM 3	4.17 m	x	2.73 m	13'8"	x	8'11"
INTERNAL AREA	104.4 sq m		1,124 sq ft			
TERRACE	53.3 sq m		574 sq ft			
TERRACE 2	16.0 sq m		172 sq ft			

DR: Dryer | W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard | AC: Air Conditioning Unit

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Dimensions given are approximate and should not be used to order carpets or furniture.
Balcony and terrace sizes and locations may differ from those illustrated.



Three Bedroom Apartment

APARTMENT NO. 31

LIVING / DINING ROOM	5.73 m	x	6.05 m	18'9"	x	19'10"
KITCHEN	4.69 m	x	2.80 m	15'4"	x	9'2"
MASTER BEDROOM	4.72 m	x	3.80 m	15'5"	x	12'5"
BEDROOM 2	3.60 m	x	4.14 m	11'9"	x	13'6"
BEDROOM 3	4.01 m	x	3.84 m	13'1"	x	12'7"
INTERNAL AREA	132.2 sq m		1,423 sq ft			
TERRACE	39.8 sq m		428 sq ft			
TERRACE 2	15.6 sq m		168 sq ft			

DR: Dryer | W: Wardrobe | WM: Washing Machine | U: Utility | C: Cupboard | AC: Air Conditioning Unit

Floorplans are not to scale and are indicative only. Location of windows, doors, bathroom fittings, kitchen units and appliances may differ.
Dimensions given are approximate and should not be used to order carpets or furniture.
Balcony and terrace sizes and locations may differ from those illustrated.



A City for All

Our 'City for All' initiative is a promise to all residents that we will provide safe, affordable and high-quality modern homes in thriving neighbourhoods across Westminster. We're proud to be a Council that is thinking differently to deliver on this promise.

By funding new affordable community projects and developments, The Masefield – alongside other schemes with homes for sale across Westminster - will play a very important role in meeting our ambitious plan to deliver 1,850 new affordable homes by 2023.

I'm delighted to see this exciting and pioneering development come to life.



Councillor Rachael Robathan
Cabinet Member for Development,
Finance & Regeneration



City of Westminster



City of Westminster

INVESTING IN **YOUR NEIGHBOURHOOD**

Westminster City Council has embarked on the most ambitious house-building programme in a generation, delivering contemporary, high-quality homes for all.

From modern apartments for first-time buyers to larger properties for families looking for more space, the Council's portfolio will comprise new homes of all tenures - in central London locations.

As well as providing much-needed new homes across Westminster, the income generated will be reinvested; it will fund brand new social and affordable homes, state-of-the-art community facilities and the rejuvenation of existing neighbourhoods. By leading its own developments, the council will prioritise local businesses and suppliers, repurpose under-utilised space and provide training and employment opportunities for students and apprentices.

The Masefield is Westminster's flagship development and the first to include homes for sale, making it a beacon of positive action within the local area.

The surplus income generated by these sales will directly fund Beachcroft House, an adjoining specialist dementia care facility comprising 84 private rooms, shared living space and a sensory garden.

Other schemes include Parsons North, a modern mixed-tenure collection of apartments on Edgware Road, as well as Luton and Fisherton Street, an upcoming development of mixed-tenure homes and a new gym facility which forms part of the wider regeneration of Church Street.





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City of Westminster