

# LOCAL VIEW

Hampstead | Islington | St John's Wood



# WELCOME TO THE SPRING/SUMMER EDITION OF LOCAL VIEW 2013

In the following pages, we provide an insight into the unique London property market and showcase a selection of the most impressive London properties currently for sale and to rent with Knight Frank.

The prime London property market continues to outperform, despite continued economic uncertainty. The clarity provided by December's draft finance bill around the taxing of £2m+ properties owned through companies, resulted in a surge in activity in the early part of the year after months of uncertainty in the wake of the March 2012 budget.

Activity levels are robust across all price bands in the market, and prices are still increasing, with levels already more than 20% higher than the previous peak in prices back in March 2008.

However, it is interesting to note that growth at different price levels is moving at slightly different speeds. Since stamp duty for £2m+ purchases was raised from 5% to 7% in March last year, prices for properties under this threshold are advancing more quickly than those above the threshold. The exception is for properties worth £5m+, where prices are also climbing more steadily.

London retains its reputation as a leading global hub and international demand remains a key factor driving price growth. Overseas buyers continue to view London property as a safe haven to invest in.

Over the past 12 months, Knight Frank has expanded its global network, both in London and overseas, attracting more buyers and tenants from around the world. Our relationships with our overseas offices have never been stronger. Not only do all offices share a central database, but we have established teams looking after Russian, South Asian and Chinese buyers. We have also developed associations with leading real estate agents across Europe and America.

Our acquisition of additional premises in Lower Belgrave Street means that we are the only national agent with dedicated sales and lettings offices in Belgravia. All our offices are supported by our continued investment in technology, allowing people to view Knight Frank properties from wherever they are in the world in one of 16 languages, including Russian and Mandarin. Moreover, our global website receives over one million web visits a month, giving our clients' properties maximum exposure.

I trust you will enjoy reading the articles contained within this edition of Local View and leafing through the many pages of wonderful properties that our clients have asked us to find buyers or tenants for.

If you see any properties that interest you, or if you would like advice on any property matter then please do not hesitate to get in touch with any one of our offices.



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This Local View is one of a series of five publications covering the London area.

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Cover image: Elsworthy Road, see page 38



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## SALES MARKET IN NUMBERS

Prime London price change  
in April 2013

0.7%

Annual price change,  
to April 2013

7.7%

Three month price change  
to April 2013

2.5%

## LONDON SALES MARKET

Prime central London residential property prices have continued their strong growth over the last 12 months. Prices are now more than 57% higher than the post-crisis market low in March 2009 and are around 20% higher than the previous market peak in March 2008.

In April, property values in prime central London rose by 0.7%, taking the annual growth to 7.7%. Prices for London's best homes have risen 2.9% in 2013 to date.

Interest among buyers for prime central London homes remains strong. The number of new buyers entering the market rose by 22% in the first four months of the year compared to the same period in 2012. Property viewings were also up by 47% over this time.

The market has faced some headwinds over the last year, however.

The increase in Stamp Duty last March to 7% had a noticeable impact, with the price growth for properties valued at under £2m and over £5m outperforming houses between these price bands. Our view is that the long term impact of the higher rate will be to reduce transactions in the £2m-£3m bracket by around 5% below the level they would otherwise have been.

The changes to the tax regime for £2m+ properties owned through a company announced by the Chancellor last March also led to buyers adopting a more cautious approach. However, clarification regarding the tax environment in December resulted in 'pent up' demand returning to the market, leading to higher levels of activity in the early months of 2013.

International demand for the very best London homes remains strong with overseas buyers viewing property in London as a safe haven investment. Over the 12 months to April 2013, overseas buyers accounted for 52% of all £2m+ prime central London sales.

In addition, the fall in value of the pound against rival currencies has made the prospect of owning luxury homes in the capital even more appealing to international buyers who can benefit from the effective discount of buying a London property in their own currency.

Who is buying? Top 20 nationalities buying £2m+ homes in prime central London, Q1 2012 to Q1 2013					
1	United Kingdom	47.8%	11	Italy	1.7%
2	Russia	8.5%	12	South Africa	1.1%
3	France	3.1%	13	Greece	1.1%
4	United States of America	2.8%	14	Sweden	1.1%
5	China	2.8%	15	Switzerland	1.1%
6	United Arab Emirates	2.8%	16	Singapore	1.1%
7	India	2.6%	17	Saudi Arabia	1.1%
8	Nigeria	2.0%	18	Germany	0.9%
9	Turkey	1.8%	19	Ireland	0.9%
10	Hong Kong	1.8%	20	Australia	0.9%

Source: Knight Frank Residential Research

### A sharp divide

Residential price change, indexed from March 2009



## RENTAL MARKET IN NUMBERS

Prime London rental change in  
April 2013

**-0.1%**

Annual rental change,  
to April 2013

**-3.2%**

Year-on-year growth  
in new lettings volumes,  
January to April 2013

**30%**

## LONDON RENTAL MARKET

Rents in prime central London have been falling for the last ten months. Despite this, they remain 22% higher than the trough of the market in the second quarter of 2009.

In April, rents declined by 0.1% taking the annual fall to 3.2%. Underpinning this trend is the weakness of the financial sector employment market which continues to bear the brunt of weak economic activity in the UK and Europe.

Indeed, while the headline figures confirm that rents in prime central London continue to fall, it is worth noting the differing performance across areas.

High stock volumes combined with low applicant levels means rents in St John's Wood have declined by 5.2% so far this year, while in Notting Hill and Mayfair average rents have declined since January by 1.8% and 1.2% respectively.

In contrast, prime rents in Kensington and Marylebone bucked the overall trend and increased over the first

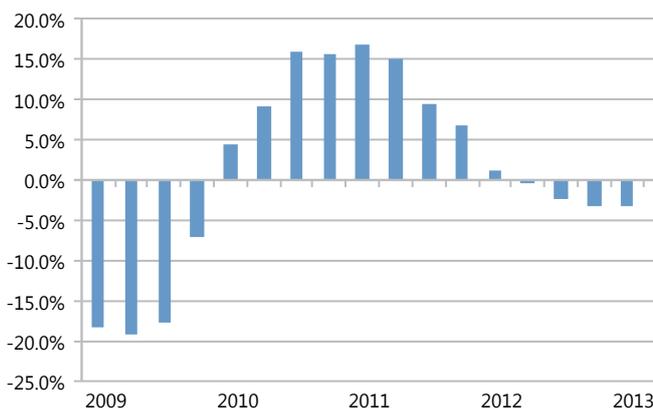
four months of 2013 and are up by 2.5% and 1.9% respectively. Other areas which have seen rents climb include Belgravia and Knightsbridge, although by a more modest 0.3% and 0.2%.

Activity levels suggest a healthier picture is emerging across the prime central London market. The number of new tenancies agreed in prime central London is up 30% since January compared to the same period in 2012. Additionally, the number of applicant viewings is up in the first four months of the year, albeit by just 2%.

Our view, informed by a positive outlook for employment and business sentiment, is that rents in prime central London will increase by 1% this year, before posting growth of 3%, 5%, 3.9% and 3.9% in the years to 2017.

### London rental growth

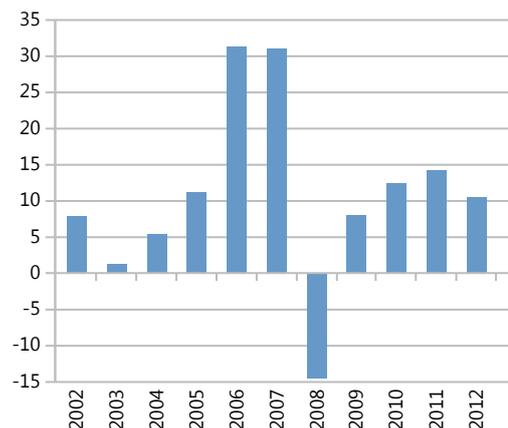
Annual growth in prime central London rents



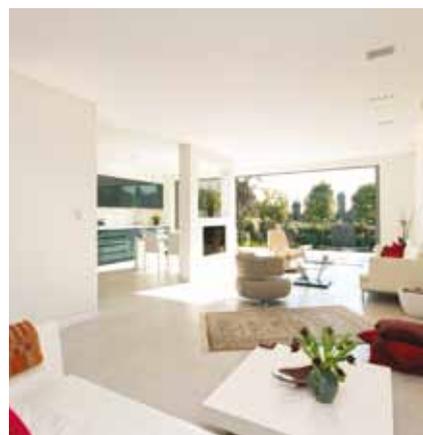
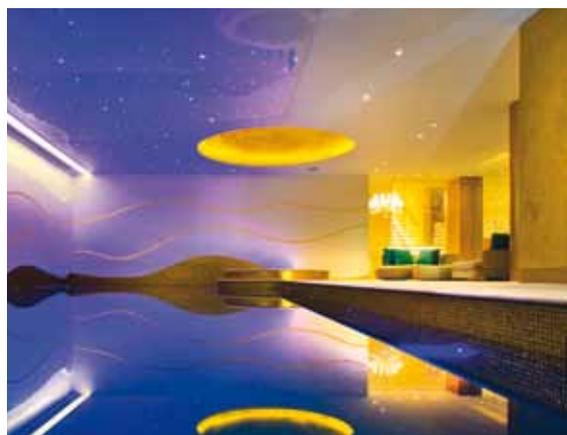
Source: Knight Frank Residential Research

### Total investment returns

Annual total returns on prime central London property, capital growth and net income return



Source: Knight Frank Residential Research



# HAMPSTEAD

## AREAS COVERED

NW3 N2 N6 NW5 NW6 NW11

**Best known for:** Hampstead Heath, Kenwood House, hill-top position, an abundance of large detached mansions, literary alumni and a bohemian vibe.

**Boroughs:** London Boroughs of Camden, Barnet and Haringey

**Area:** Hampstead and Highgate overlook London from their lofty hill-top position and offer residents the country lifestyle, while being in sight of the City. Steeped in history, the area has numerous intellectual, artistic, musical and literary associations – from John Keats and George Orwell to Ridley Scott and George Michael. Schooling is also excellent with junior schools such as Devonshire House, The Hall, St Anthony's and senior schools such as University College School, South Hampstead, Highgate and Channing.

**Social and cultural attractions:** The area is home to The Freud Museum, Keats House, Kenwood House, Fenton House, The Isokon Building, Burgh House and the Camden Arts Centre. There are also many highly regarded restaurants, gastropubs and bars alongside four theatres and a cinema. A series of open-air concerts take place in the summer at Kenwood.

**Sports and leisure facilities:** Hampstead Heath is one of London's most popular open spaces and a great spot for summer picnics and days out with friends. It has three outdoor public swimming ponds and its vast green spaces offer a beautiful setting for runners. Sports enthusiasts can join a range of clubs, from skittles and golf to tennis and rugby. Kite flying on Parliament Hill is a particular attraction.

**Our favourite places:** The Wells, an excellent gastropub; Villa Bianca, for fabulous Italian food; The Holly Bush, a well-renowned pub; and Jin Kichi, a popular Japanese restaurant.

## Getting around:

⊖ Hampstead, Belsize Park, Finchley Road, Swiss Cottage

⇒ Hampstead Heath, Finchley Road, Frognal



## SALES OVERVIEW

**The market:** We have had great demand for smaller houses and garden apartments between £1.5m–£3m. As we go into the spring, the supply to the Kenwood House Market remains buoyant.

**Our outlook:** The Prime and Super Prime market are still adjusting to the new taxation regime and sales are generally being concluded at realistic prices. The market under £1m is extremely strong.

**Who buys here:** Pop stars, media people and we are seeing more bankers as they seek refuge from the prices in Notting Hill/Kensington.



### OUR TEAM IN ACTION:

Willoughby Road and Kemplay Road, Hampstead Village NW3. The three properties had been held as an investment in a family trust for many years and the titles needed a lot of work to resolve before mortgaging. All the sales went through with the help of a firm of local solicitors to three very happy buyers and one relieved vendor.

## SALES BY NUMBERS

# 52%

of our sales in the last six months were under £1.5m

We concluded three of the four single house sales over

# £10M

in Kenwood in the last 12 months

In the last six months alone, potential buyers from

# 160

countries have viewed properties through Knight Frank

## SALES INSIGHT

“The most exciting area is Belsize Park where we are regularly achieving over £1,000 per sq ft for second-hand property, particularly when there is good outside space and parking.”

**Grant Alexson** Head of Sales





# BELSIZE SQUARE

## Impressive contemporary house

Super contemporary remodelled house with a garage, off street parking, 75' rear garden, staff accommodation and a double height media room.

Master bedroom with en suite bathroom and dressing room, 5 further bedrooms (3 with en suite), family bathroom, double reception room, kitchen, family room, studio/games room. EPC rating C.

Approximately 455 sq m (4,893 sq ft)

## BELSIZE PARK NW3

Share of freehold  
Guide price: £6,950,000





# DALEHAM GARDENS

## Handsome and immaculate detached Victorian House

This imposing house has been developed with flair and imagination to create a stunning 21st Century property of exceptional quality.

Master bedroom with en suite bathroom and dressing room, 5 further bedrooms, 3 en suite bathrooms, family bathroom, large family kitchen/breakfast room, grand drawing room, family/music room, dining room, steam room and spa, terrace, garden. EPC rating D.

Approximately 967 sq m (10,409 sq ft)

**HAMPSTEAD NW3**

Freehold

Guide price: £13,500,000





# GRANGE ROAD

## Exceptional new residence

This imposing residence has just been completed and offers a truly exceptional contemporary interior behind a brick façade.

Master bedroom with en suite bathroom and 2 dressing rooms, 6/7 further bedrooms, 6 further bathrooms (5 en suite), drawing room, dining room, study, cinema, kitchen/family room, leisure with swimming pool, gym, steam and changing room, large rear garden (97'6 x 56'8), gated off street parking for 4 cars. EPC rating E.

Approximately 901 sq m (9,703 sq ft)

### KENWOOD N6

Freehold

Guide price: £12,950,000



## LETTINGS OVERVIEW

**The market:** In terms of deal transactions we have had another record year, but an over-supply of available stock has forced rental prices down for seven consecutive months. While rents have remained under pressure due to high competition, those properties that are priced conservatively and represent good value are attracting offers and deals are being agreed.

**Our outlook:** We predict that although rents will only increase by around 1% in central London this year, our activity statistics represent a positive picture for our clients. Tenant registrations are up 23% year-on-year and while the majority of applicants are looking to spend under £1,000 per week, the relocation agents, who are always a barometer for our industry, are reporting that clients with larger budgets are also out looking for homes.

**Who rents here:** The profile of tenants that Hampstead attracts is fairly diverse, ranging from upwardly mobile young professionals attracted by the superb restaurants and shops, to families who find the schools and expansive green spaces appealing.



### OUR TEAM IN ACTION:

We were instructed to sell a client's family home next to Hampstead Heath, which had an enormous amount of sentimental value as it had been in the family for 50 years! The couple were looking to downsize and our negotiators managed to not only achieve an exceptional price for the client, but also seamlessly found a beautiful flat in the heart of Hampstead village for them to rent.

## LETTINGS BY NUMBERS

# 79%

of our tenancies are under  
£750 per week

We have had a

# 30%

increase in number of  
tenancies year-on-year

There is a

# 3.2%

annual decline  
in rental prices

## LETTINGS INSIGHT

“The biggest new trend in my market is the arrival of corporate tenants who want to get settled by midsummer, ready for the new school term in September.”

**Greg Bennett** Head of Lettings





# CANFIELD GARDENS

## Period conversion

Beautifully refurbished period conversion in South Hampstead NW6. Located just a short walk from Finchley Road shops, buses and tube (Jubilee & Metropolitan Line).

Double bedroom, family bathroom, large reception room, separate eat-in kitchen, fitted wardrobes, original period cornicing, high ceilings and access to communal garden. EPC rating D.

Approximately 79 sq m (848 sq ft)

## SOUTH HAMPSTEAD NW6

Available furnished

Guide price: £425 per week





## BUCKLAND CRESCENT

### Designer apartment

Interior designed period conversion in Belsize Park. Located moments away from Swiss Cottage Underground station (Jubilee Line) together with the cafés and restaurants of Belsize Village.

Master bedroom with en suite bathroom, 2 further bedrooms, family bathroom, 27 ft reception room with open plan kitchen, breakfast bar and ample storage. EPC rating D.

Approximately 122 sq m (1,306 sq ft)

### BELSIZE PARK NW3

Available with optional furnishings  
Guide price: £900 per week





# COLLEGE LANE

## Spacious family home

Beautiful recently renovated family home in Dartmouth Park. Located near Gospel Oak overground station, Kentish Town overground and Parliament Hill Fields.

5 bedrooms, 3 bathrooms, double reception room, kitchen/diner, self-contained studio flat which can be used as staff accommodation, additional bedroom or study, storage, period features and stunning garden. EPC rating C.

Approximately 233 sq m (2,510 sq ft)

### DARTMOUTH PARK NW5

Available furnished or unfurnished  
Guide price: £2,000 per week



## NORTH END

HAMPSTEAD NW3

Guide price: £1,500,000



SOLD

## LAWN ROAD

HAMPSTEAD NW3

Guide price: £2,000,000



SOLD

## STANHOPE ROAD

HIGHGATE N6

Guide price: £2,000,000



SOLD

## KIDDERPORE AVENUE

HAMPSTEAD NW3

Guide price: £1,050,000



SOLD

## HAMPSTEAD LANE

HIGHGATE N6

Guide price: £19,850,000



SOLD

## MANOR HOUSE DRIVE

BRONDESBURY NW6

Guide price: £3,695,000



SOLD

## FERNCROFT AVENUE

**HAMPSTEAD NW3**

Guide price: £350 per week



LET

## BRACKNELL GARDENS

**BELSIZE PARK NW3**

Guide price: £550 per week



LET

## CANFIELD GARDENS

**HAMPSTEAD NW6**

Guide price: £850 per week



LET

## WILLOW ROAD

**HAMPSTEAD NW3**

Guide price: £2,750 per week



LET

## OAK LODGE

**HAMPSTEAD NW3**

Guide price: £3,000 per week



LET

## FROGNAL

**HAMPSTEAD NW3**

Guide price: £8,950 per week



LET



# ISLINGTON

## AREAS COVERED

N1 N5 N7 EC1 WC1 N16 N1C

**Best known for:** Upper Street with its endless choice of restaurants and bars, high street shops and one-off boutiques. Its fabulous blend of garden squares, beautiful Georgian and Victorian terraces, excellent recreational areas at Highbury Fields, and vibrant and diverse selection of shops and restaurants to rival any of those across the capital.

**Borough:** Islington

**Area:** Islington is a wonderfully diverse area where you will find many different neighbourhoods such as leafy Canonbury and Barnsbury with its beautiful tree-lined roads and squares, Highbury with its lovely traditional village-like feel, De Beauvoir town, which is steeped in history and finally, Angel with its close proximity to The City. Islington has something for everyone with some of the capital's finest markets (Camden Passage, Exmouth Market, Chapel Market), sports and leisure facilities (including Highbury Fields) and, of course, the Emirates stadium (home of Arsenal Football Club).

**Social and cultural attractions:** As well as theatres including the Almeida and Sadler's Wells, Islington is home to The Estorick Collection, which is an Italian modern art gallery. For evening entertainment, Islington has a large selection of pubs, bars and restaurants on and around Upper Street. The Angel centre on the high street combines shopping with restaurants, a cinema and a music venue, and for everyday groceries there is a good choice of supermarket chains locally. The Business Design Centre (formerly the Royal Agricultural Hall) is one of London's iconic exhibition centres, playing host to over 80 exhibitions and 250 conferences every year, such as the London Arts Fair.

**Sports and leisure facilities:** Highbury has an impressive 27.5 acres of open space at Highbury Fields with tennis courts, leisure centre and pool. The Emirates Stadium also showcases music concerts as well as football matches.

**Our favourite places:** Fredericks Restaurant for modern European cuisine; The Drapers Arms and Elk in the Woods pubs for great pub food; Dollar Bar and Grill in Exmouth Market for delicious cocktails; Camden Passage for boutique shops and antique finds.

## Getting around:

⊖ Angel, Highbury & Islington, Arsenal

⇒ Highbury & Islington



## SALES OVERVIEW

**The market:** We have been surprised by the general positivity in 2013, given the economic forecasts, with buyers returning to the market after a somewhat frustrating end to 2012. Supply of good quality property is still in high demand and providing pricing is realistic, we are seeing multiple buyers on these sales. There is no doubt that the normal 'Spring Market' has been delayed, given the poor weather conditions, but with Easter behind us, we expect the market will gain momentum, aided by very favourable mortgage rates.

**Our outlook:** The demand for one and two bedroom properties as ever remains constant, with the very best family houses still achieving premium prices.

**Who buys here:** We are seeing many more buyers who are priced out of Notting Hill and Primrose Hill now considering Islington as a realistic and affordable option. There is renewed interest from the investor market, both locally and internationally given the spread of Prime Central London.



### OUR TEAM IN ACTION:

We were instructed on a beautiful flat in Barnsbury Street. Within three hours we had received five viewings, two offers, and agreed the sale in excess of the asking price.

## SALES BY NUMBERS

On average we have achieved

# 96%

of the guide price on sales in the past six months

In the last six months alone, potential buyers from

# 106

different countries have viewed properties for sale through Knight Frank Islington

On average

# 76%

of our traffic to our global residential search are by international visitors

## SALES INSIGHT

“*Islington has many buyer categories including first-time purchasers, those who are trading up locally, international investors and developers attracted by the excellent facilities and proximity to the City.*”

**Daniel Omell** Head of Sales





# CANONBURY STREET

## A unique house opposite the New River Walk

An exciting opportunity to acquire this substantial freehold house, with an entirely unique ground floor having been reconstructed to create a double height living/kitchen area spanning the entire raised and lower ground floor. There are three/four bedrooms including a magnificent master suite and a terrace off the top floor with wonderful views of both the City and historic Canonbury.

3 bedrooms, 3 bathrooms, reception room, kitchen/reception room, terrace, garden. EPC rating E.

Approximately 221.20 sq m (2,378 sq ft)

### CANONBURY N1

Freehold

Guide price: £2,050,000





# LONSDALE SQUARE

## A wonderful Victorian Gothic house

Set over five floors and overlooking beautiful square gardens, this property is extremely well located for all the amenities of Upper Street.

5 bedrooms, 3 bathrooms, double reception room, kitchen, dining room, guest WC, conservatory, garden, wine cellar. EPC rating E.

Approximately 247.81 sq m (2,664 sq ft)

### BARNSBURY N1

Freehold

Guide price: £2,650,000





# NORTHSTAND APARTMENTS

## Superb re-invention in Highbury

The Northstand Apartments, originally home to Arsenal Football Club, offer contemporary living in a fabulous setting either overlooking the gardens (originally the pitch) or courtyards. The apartments are bright and airy with a range of 1, 2 and 3 bedrooms available. The concierge is based in the East Stand. EPC rating B.

### HIGHBURY N5

Leasehold

Guide price: starting from £315,000



## LETTINGS OVERVIEW

**The market:** 2013 has seen a great increase in the amount of overseas, corporate relocations due to a number of blue chip companies relocating staff to the local areas. The budgets of these corporate applicants range from £600 per week up to £2,000 per week. This has put a strain on the properties within the core and prime market in Islington, as stock will continue to be outstripped by the number of applicants registering.

**Our outlook:** With the summer market fast approaching and the number of corporate applicants relocating, we predict that rental prices will hold or even increase within the coming months.

**Who rents here:** 85% of our tenancies this year have been to corporate tenants, who are looking to live in a residential community with a short commute to their city work life.



### OUR TEAM IN ACTION:

We found the perfect tenant for this stunning apartment through our Residential Corporate Services department. Within 48 hours of the property going on to the market, they had agreed a let to a couple relocating from the United States.

## LETTINGS BY NUMBERS

We have achieved

# 98%

of asking prices  
since opening in 2012

Yields in Islington are at a high  
for London between

# 5%

and

# 6%

# 80%

of our applicants are looking  
for property between £350 per  
week and £800 per week

## LETTINGS INSIGHT

“The biggest new trend in my market is the number of corporate blue chip companies relocating staff. For example, a global oil and gas company is relocating 80 employees in the space of a few weeks.”

**Nicola Williams** Residential Lettings Manager



# FIELDWAY CRESCENT

## Split level penthouse apartment



A beautiful and spacious split level penthouse apartment overlooking Highbury Fields.

4 double bedrooms, 2 bathrooms, open plan kitchen, living room and dining room, private roof terrace. EPC rating D.

Approximately 141 sq m (1,517 sq ft)

### HIGHBURY N5

Available furnished  
Guide price: £1,100 per week

# ST PETER'S STREET

## The heart of Angel



Wonderful house to rent only moments from Angel station and vibrant Upper Street.

3 double bedrooms, 2 bathrooms, large kitchen, dining room, double reception room, secluded garden. EPC rating E.

Approximately 181 sq m (1,945 sq ft)

### ISLINGTON N1

Available furnished  
Guide price: £1,150 per week



## MELODY LANE

### Award-winning gated community

A beautiful end of terrace house within this award-winning gated community opposite Highbury Fields.

3 double bedrooms, 2 bathrooms, large open plan kitchen and dining room, spacious reception room, private roof terrace, garden, utility room, cloakroom, off street parking, underfloor heating and a bespoke Linn audio system. EPC rating C.

Approximately 177 sq m (1,905 sq ft)

### HIGHBURY N5

Available furnished

Guide price: £1,575 per week



# PIED BULL YARD

Gated courtyard



Located within the heart of Angel in a gated courtyard is this smart and spacious house.

2 double bedrooms, 2 bathrooms, cloakroom, study, large open plan kitchen and reception room, private garden. EPC rating C.

Approximately 97 sq m (1,043 sq ft)

## ISLINGTON N1

Available furnished

Guide price £825 per week

# PACKINGTON STREET

Superb apartment with views over Angel



A superb apartment set within this brand new development in the heart of Angel.

2 double bedrooms, modern bathroom, open plan kitchen and reception room with a large balcony and views over Angel. EPC rating C.

Approximately 57 sq m (611 sq ft)

## ISLINGTON N1

Available furnished

Guide price: £550 per week

## RIVERSDALE ROAD

HIGHBURY N1

Guide price: £1,150,000



## BARNSBURY STREET

BARNSBURY N1

Guide price: £2,350,000



## BARNSBURY STREET

BARNSBURY N1

Guide price: £895,000



## BROMFIELD STREET

ISLINGTON N1

Guide price: £1,150,000



## NORTHSTAND APARTMENTS

HIGHBURY N5

Guide price: £560,000



## ARTHOUSE

KING'S CROSS N1C

Guide price: £865,000



## BROOKSBY STREET

**ISLINGTON N1**

Guide price: £600 per week



LET

## BLACKTHORN AVENUE

**ISLINGTON N7**

Guide price: £850 per week



LET

## ANGELIS APARTMENTS

**ISLINGTON N1**

Guide price: £725 per week



LET

## THE BEZIER

**CITY ROAD EC1V**

Guide price: £500 per week



LET

## NEWINGTON GREEN ROAD

**ISLINGTON N1**

Guide price: £385 per week



LET

## CITY ROAD

**ISLINGTON EC1V**

Guide price: £625 per week



LET



# ST JOHN'S WOOD

## AREAS COVERED

NW1 NW8 W9

**Best known for:** Abbey Road Studios, Lord's Cricket Ground, Regent's Park, The American School in London and the exclusive Avenue Road.

**Borough:** City of Westminster

**Area:** As well as St John's Wood, which was one of the first parts of London to eschew Victorian terraces for large villas, we cover Primrose Hill, with its panoramic views and beautiful high street; Regent's Park, where properties are of an outstanding scale and elegance; and Little Venice, which impresses with scenes of weeping willows, swans and brightly coloured narrow boats.

**Social and cultural attractions:** Regent's Park is perfect for summer picnics and home to both London Zoo and an open-air theatre. For shoppers, St John's Wood High Street has a village feel while being home to names such as Whistles and Joseph. Abbey Road Studios, where the Beatles shot their iconic *Abbey Road* album cover, attracts visitors from far and wide.

**Sports and leisure facilities:** Lord's Cricket Ground features a private gym, a cricket academy and historic 'real tennis' courts, while serious swimmers have an Olympic-size swimming pool in Swiss Cottage. Running, cycling, ball sports and boating all take place at Regent's Park.

**Our favourite places:** Lemonia, a family-run Greek restaurant; The Duke of York, a traditional pub; Oslo Court, for classic French cuisine; Harry Morgan, a New York style deli; and The Lansdowne Pub, a fabulous gastropub.

## Getting around:

🚶 St John's Wood, Maida Vale, Regent's Park



## SALES OVERVIEW

**The market:** Our market is exceptional and the busiest it has been since 2007. This is due to a combination of the weak pound, fluctuation in the price of commodities and general economic uncertainty in Europe, meaning that London is seen as a safe haven for foreign investment.

**Our outlook:** Our outlook is incredibly positive. We continue to see constant demand from international buyers.

**Who buys here:** The internet and new technology, for example Knight Frank's award-winning website and app, mean that both international and domestic purchasers are educated about North West London and its advantages. It attracts nationalities throughout the world due to its village-like atmosphere and open green spaces whilst still being in prime Central London and within easy reach of the West End.



### OUR TEAM IN ACTION:

This transaction displays the strength of the Knight Frank network. An international buyer who hadn't considered St John's Wood previously was introduced by our India desk and exchanged within seven days.

## SALES BY NUMBERS

Every day Knight Frank St John's Wood properties are viewed

1,036

times through our award-winning website

In the past six months our iPhone/iPad app has been downloaded over

28,400

times

On average

87%

of traffic to our global residential search are by international visitors

## SALES INSIGHT

“The fact that we have achieved on average over 95% of the guide price for sales over the last six months, and in some cases over the guide price, as well as setting record prices in all the areas we deal with, shows that you need an agent with a proven track record who has access to the international market and can give you experienced advice.”

**James Simpson** Head of Sales





# EGLON MEWS

## Unique and contemporary gated Mews house with parking

An exceptional and well-planned mews house tucked away in a secure and gated development in the heart of Primrose Hill Village.

4 bedrooms, 3/4 reception rooms, 4 bathrooms, kitchen, roof terrace, off street parking space for 1 car. EPC rating D.

Approximately 209.65 sq m (2,257 sq ft)

**PRIMROSE HILL NW1**

Freehold

Guide price: £4,250,000





# BLOMFIELD ROAD

Outstanding charm and period character on the banks of the Regent's Canal.

This exceptional property benefits from a glorious 150 ft private garden backing on to superb communal gardens with tennis courts, as well as off street parking for 3 cars. It has a wonderful bright aspect and is offered for sale in lovely condition.

6 bedrooms, 5 reception rooms, 4 bathrooms, kitchen. EPC rating E.

Approximately 422.1 sq m (4,543 sq ft)

## LITTLE VENICE W9

Freehold





## LETTINGS OVERVIEW

**The market:** We are seeing the market change now as we approach the summer months and whilst the applicants have had an overwhelming choice and have enjoyed lower rents, this will start to change as more applicants are starting to look now. We are already noticing an influx of families enquiring in St John's Wood because of the excellent schools.

**Our outlook:** Rents have decreased so applicants have really benefited from this. We have a very healthy property register ranging from £350 per week up to £8,250 per week and whilst we were noticing more activity in properties under £1,000 per week, we are now seeing budgets from £2,000 to £10,000 per week, which is encouraging.

**Who rents here:** Young professionals, families and students.



### OUR TEAM IN ACTION:

We were instrumental in achieving a record rent for a client and able to secure a tenant in record time without even marketing the property to its full potential. The landlord was extremely pleased with both the level of service and the achieved rental income.

## LETTINGS BY NUMBERS

# 60%

of our enquiries  
come from the internet

# 32%

of our properties that come  
to the market are priced  
at £1,500 or over

# 97%

of our tenants are  
corporate tenants

## LETTINGS INSIGHT

“The biggest new trend is that we are now seeing families relocating to our area to be close to the schools, so there is more interest in the housing market which is promising.”

**Louise O'Driscoll** Head of Lettings



## HARLEY HOUSE



A bright and spacious fifth floor apartment located close to Baker Street underground station.

2 bedrooms, 2 bathrooms (1 en suite), double aspect reception room, entrance hall, eat-in kitchen. EPC rating E.

Approximately 124.46 sq m (1,338 sq ft)

### REGENT'S PARK NW1

Available furnished

Guide price: £1,000 per week

## HAMILTON TERRACE



A spacious family home on a popular tree-lined street benefiting from a garage and large garden.

5 bedrooms, 3 bathrooms (2 en suite), 2 large reception rooms, kitchen/diner, utility room, 3 guest cloakrooms, cellar. EPC rating D.

Approximately 325 sq m (3,798 sq ft)

### ST JOHN'S WOOD NW8

Available unfurnished

Guide price: £4,250 per week

## NUGENT TERRACE



A first floor apartment in a well-maintained period conversion benefiting from a large, decked terrace.

Double bedroom, bathroom, reception room, large fully fitted kitchen, utility area. EPC rating C.

Approximately 32 sq m (337 sq ft)

### ST JOHN'S WOOD NW8

Available furnished

Guide price: £425 per week

## ALMA SQUARE



A duplex apartment with a roof terrace and access to communal gardens.

2 double bedrooms, 2 en suite bathrooms, reception room, dining room, kitchen. EPC rating E.

Approximately 94 sq m (1,004 sq ft)

### ST JOHN'S WOOD NW8

Available furnished

Guide price: £950 per week



## ELSWORTHY ROAD

### An elegant and spacious family home

An elegant and spacious family home arranged over four floors, benefiting from a gym, terrace and private garden.

Master bedroom with en suite dressing room and bathroom, 6 further bedrooms, 2 further bathrooms, 3 shower rooms (2 en suite), 2 reception rooms, TV room, study, kitchen with dining area, utility room, guest cloakroom, self-contained studio apartment. EPC rating D.

Approximately 562 sq m (6,045 sq ft)

### PRIMROSE HILL NW1

Available furnished or unfurnished  
Guide price: £8,250 per week



## CHALCOT CRESCENT



A spacious first floor apartment set within a period property overlooking gardens.

Bedroom, bathroom, reception room with high ceilings and sash windows, kitchen, balcony. EPC rating D.

Approximately 40 sq m (425 sq ft)

### PRIMROSE HILL NW1

Available furnished

Guide price: £425 per week

## LINCOLN COURT



A newly refurbished fourth floor apartment with a balcony and use of communal gardens.

3 bedrooms, 2 en suite bathrooms, family bathroom, reception/dining room, kitchen, utility room. EPC rating D.

Approximately 183 sq m (1,970 sq ft)

### MAIDA VALE W9

Available unfurnished

Guide price: £1,325 per week

## PAVILION APARTMENTS



A bright and spacious sixth floor apartment with a balcony and use of communal gardens.

Bedroom with fitted wardrobes, en suite bathroom, reception room with open plan kitchen, guest cloakroom.

Approximately 70 sq m (760 sq ft)

### ST JOHN'S WOOD NW8

Available furnished

Guide price: £595 per week

NB All potential tenants should be advised that, as well as rent, administration fees will apply when renting a property. Please ask for details of our charges.

## SUTHERLAND AVENUE



A family home arranged over four floors with a roof terrace and use of communal gardens.

6 bedrooms, 5 bathrooms, (2 en suite), 2 reception rooms, play room, study, kitchen/dining room, further kitchen, utility room, guest cloakroom, roof terrace, communal gardens. EPC rating D.

Approximately 375 sq m (4,036 sq ft)

### MAIDA VALE W9

Available unfurnished

Guide price: £3,950 per week

## WARRINGTON CRESCENT

**LITTLE VENICE W9**

Guide price: £2,850,000



SOLD

## CHALCOT ROAD

**PRIMROSE HILL NW1**

Guide price: £2,950,000



SOLD

## CARLTON HILL

**ST JOHN'S WOOD NW8**

Guide price: £6,750,000



SOLD

## CHESTER TERRACE

**REGENT'S PARK NW1**

Guide price: £8,000,000



SOLD

## RANDOLPH CRESCENT

**LITTLE VENICE W9**

Guide price: £599,950



SOLD

## MARLBOROUGH PLACE

**ST JOHN'S WOOD NW8**

Guide price: £12,000,000



SOLD

## CLARENCE TERRACE

**REGENT'S PARK NW1** Guide price: £1,500 per week



## HAMILTON GARDENS

**ST JOHN'S WOOD NW8** Guide price: £1,550 per week



## CLIFTON HILL

**ST JOHN'S WOOD NW8** Guide price: £3,850 per week



## GLOUCESTER AVENUE

**PRIMROSE HILL NW1** Guide price: £995 per week



## AINGER ROAD

**PRIMROSE HILL NW3** Guide price: £1,100 per week



## BRUNSWICK PLACE

**REGENT'S PARK NW1** Guide price: £4,000 per week



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Whether you are buying a beautiful house for personal enjoyment or want to invest in a portfolio of rental properties, we can help.

We put clients at the heart of what we do and our service levels are driven by our clients' needs. As a result, we have created an environment that nurtures the best people in the business and genuinely allows us to give the best advice – the sort of advice you'd give your family. What can be a life-changing process for many people – buying, selling, renting, or letting a property – is handled with care, discretion, service, and professionalism at all times.

Below is an overview of our specialist teams and how they can help. If you can't find what you are looking for here, please visit [KnightFrank.co.uk/residential](http://KnightFrank.co.uk/residential)

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To find out more about our  
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