



PROPERTY

Luxury flats? I'll take three

HOWTO explain the abiding appeal of St John's Wood and Hampstead? Gideon Gold, who has recently taken over as manager for Hamptons International's office in St John's Wood, says: "A lot of international investors are keen to buy here while the pound is weak. London has been a good investment for a while. It's a very international market here. You tend to find that people own three or four properties in the block and we get a lot of people from out of town buying *pieds-à-terre* here."

He admits that St John's Wood is busy while Hampstead is comparatively quiet. "There is some caution in the air, but we won't be as badly affected [by the downturn in the market] as other areas in London."

Hamptons recently sold a two-bedroom property in Alma Square, NW8 for £1.099 million. The agent has handled the last four properties sold in that square. "Prices have slightly tailed off," says Mr Gold. "But with people back from holiday, we expect them to put their property hats back on."

Part of the appeal of these areas is the quality of property available. Agent Glentree Estates and developer Albany Homes International have launched West Heath Place, NW11, on the Finchley Road, offering a range of apartments, penthouses and a unique cottage.

Designed by architect Igal Yawetz, the 48 contemporary apartments and penthouses have a concierge, on-site gym, underground parking and CCTV. Every apartment features a terrace or balcony, some measuring more than 1,000 sq ft, almost as big as the apartments. The development stands in landscaped grounds and communal gardens.

Karen Morris of Glentree Estates New Homes comments: "The wide range of homes have been designed to suit everyone's needs, from two-bedroom apartments ideal for couples and professionals to larger three- and four-bedroom apartments, perfect for families and those seeking more space. We expect to receive a lot of interest in this exciting new development."

The homes at West Heath Place feature a high specification, with oak engineered flooring in the entrance hall and living rooms, built-in custom wardrobes for the master and second bedroom; fitted walk-in wardrobes to the dressing rooms (in selected apart-

ments); brushed chrome light switches and sockets; recessed downlighters (of which 25 per cent are low-energy); mood lighting (in some apartments); Sky Plus; pre-wiring for wall-mounted televisions and touch panels to control heating, blinds and lighting.

Kitchens come with custom-made Poggenpohl cabinetry, Miele appliances, granite worktops and porcelain floor tiles. All have an integrated dishwasher, fridge/freezer, oven and microwave and some include a washer/dryer.

Bathrooms offer Villeroy & Boch sanitaryware with chrome fittings, Duravit baths with mirrored bath panels, wall-hung wood veneer Vanity units with stone tops and an Aqua television, while walk-in wet rooms have glass screens. Prices start from £795,000 for a two-bedroom apartment.

At Camden, The Henson is a development by Londonewcastle. Designer Tara Bernerd of Target Living is responsible for all interior architecture, including the two-bedroom show apartment. Architect Tate Hindle has sympathetically renovated the building while retaining the original façade.

The six-storey canalside building comprises 46 apartments of one to three bedrooms; two two-bedroom penthouses and two four-bedroom duplex penthouses. Most properties have terraces/balconies and the duplex penthouses will have roof terraces.

One-bedroom apartments start from £450,000; two-bedroom apartments from £650,000; three-bedroom apartments and two-bedroom penthouses from £1 million. Agents are Pilcher Hershman and Aston Chase.





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Above: West Heath Place, designer living on the Finchley Road. Agent: Glentree Estates. Left: living area at The Henson, in Camden, where prices are from £450,000. Agents: Pilcher Hershman and Aston Chase