

Bishops Avenue not just for billionaires

BY MARTIN BENJAMIN

HAMPSTEAD HAS long been known as an affluent residential area, favoured by artists, academics and celebrities, with more millionaires within its boundaries than any other area of the UK.

Many people, when they think of Hampstead, picture the Heath, with its vast meadows, woodland and swimming ponds, as well as the panorama of London from the top of Parliament Hill. But the area is also noted for its active property market.

Developer Niveda Realty is launching Crossways, a luxury apartment scheme, on The Bishops Avenue.

With prices starting from £2.25 million, Crossways is setting a surprisingly low price point for one of London's elite streets, where the average property price usually hits the £8 million mark.

There are seven high-end three-bedroom apartments in the development and two three-bedroom penthouses.

The Bishops Avenue is world-renowned for homes to the rich and famous. Stemming from the 1960s where the demand for luxury living was high, the road soon became known as "Billionaires Row". Many of the original houses from the 1980s have since been demolished for more modern mansions.

Popular with high-net-worth individuals and royalty, homes along the avenue have been known to be left abandoned and used only on trips to London. Until now.

Karen Morris, associate director at Glentree Estates, says: "We have seen



The Crossways, from £2.25 million. Agents Goldschmidt & Howland and Glentree. Right: the lobby

a real shift in the market and buyer requirements for luxury property on The Bishops Avenue.

"In previous years, people have been searching for generous mansions or large apartments situated on generous plots and, although there is still some appetite for this, we are experiencing high demand for luxurious, secure, yet smaller lateral apartments, for which we are contributing to stamp duty costs, among other factors.

"At Crossways, the luxury homes

will feature interiors by renowned Oliver Burns and be situated within gated grounds, yet with prices starting from £2.25 million, the scheme is expected to draw professionals, downsizers and couples looking for a lock-up and leave."

The apartments have private balconies and include open-plan living and dining space, leading on to a private balcony.

The bespoke British-made kitchens feature Miele appliances. Wide cor-

ridors lead to the bedrooms, which have high-quality faux silk carpets and Hansgrohe-designed, en-suite bathrooms with underfloor heating, porcelain floor and wall tiles, under-mounted bath with marble top and "mist-free" mirrored cabinets including LED lighting.

The building is reached via a gated entrance and there is CCTV monitoring the building, as well as a concierge. Secure underground parking provides two spaces per apartment and electric



car points. Crossways is a five-minute walk from East Finchley Tube and close to high-achieving schools such as South Hampstead High and Highgate.

Agents for Crossways are Goldschmidt & Howland and Glentree.

Neir Gigi, sales director at Goldschmidt & Howland, says: "The luxury residential market in London has become extremely specialised. It is now driven by high-quality newly built or newly refurbished homes.

"Today's buyers are extremely astute and they want to buy homes of exceptional quality. Hampstead continues to remain the area magnet for London's elite."

He adds that buyers are drawn to the "charming village atmosphere, access to the best schools in London and no shortage of beautiful green space thanks to nearby Hampstead Heath."