

# Invest London

Prices for property in London are soaring at an astronomical rate and are showing no signs of slowing down. We take a look at some of the capital's leading property developments to find out what next to snap up



London is an incredible cultural hub, made up of an eclectic throng of designer shops, five-star restaurants, plus a wealth of unparalleled business opportunities, so it is no surprise that it continues to attract property investors from across the world. With a string of high-profile residential developments currently

in the pipeline, the European capital is becoming more lucrative than ever for the wealthy investor.

At the core of London's newest neighborhood Nine Elms (www.onenineelms.com) development by real estate giants Wanda. Already home to the City Tower, which successfully launched in

2014, the development is set to expand to house the River Tower, featuring additional luxurious private apartments, as well as a world-class five-star hotel.

Soaring over 50 storeys into the sky, residents will be able to enjoy spectacular views across the capital, from either the residents viewing deck on the 42nd floor, or in the privacy of the luxury 77 one-to-three bedroom apartments.

Service is high on the agenda for Wanda and residents will not be disappointed with the concierge and butler service on offer, or the state-of-the-art facilities at the neighboring Wanda Vista Hotel, including gym, spa, swimming pool and countless bars and restaurants. The apartments are now available

to buy and are on the market for US\$1.9m/€1.7m for a one-bedroom home.

Meanwhile, further along the riverfront lies the new Battersea Power Station development (www.batterseapowerstation.co.uk).

Set to be a vibrant commercial and residential hub for London, the development will boast a 160-room hotel, and numerous retail spaces, as well as two spectacular residential properties: Battersea Roof Gardens and Prospect Place.

The innovative Battersea Roof Gardens, designed by leading design firm Foster + Partners, takes inspiration from its surroundings, drawing on a subtle 1930s theme that runs throughout the building, mirroring that of the Power Station. Each apartment will feature ▶

**Main: One Nine Elms provides sleek city living for those who want to be at the centre of it all (Inset)**



its own private garden or sun terrace, offering views across Battersea Park, and soon-to-be bustling hub, the Electric Boulevard.

Proposed to be a vibrant pedestrianised high-street, the boulevard will be packed full with luxury retail spaces, as well as various restaurants and leisure facilities.

Meanwhile, residents of the Battersea Roof Gardens will be able to enjoy exclusive amenities within the building, such as a private residents lounge on the top two floors, complete with bar and private dining rooms with expansive views of the city.

The crowning jewel, however, is the roof garden itself. Set to be one of the largest roof gardens in London, with views across Battersea Power Station, it will provide the perfect space for quiet reflection, or for entertaining.

Homes vary in price from US\$900,947/€802,125 for a one-bedroom apartment to US\$4.9m/€4.3m for a four-bedroom apartment.



Running along to the east of the Electric Boulevard is architect Frank Gehry's first permanent building, Prospect Place. Destined to become an architectural landmark for the capital, the development will consist of a cluster of five striking buildings, each containing unique, high-spec homes.

Each apartment will have its own style, with no two apartments the same, with residents able to choose between either an 'LA'

look, featuring sawn-wood kitchen cabinets, or a 'London' finish with rich chevron-wood flooring and metallic state-of-the-art kitchens.

Adding to the impressive array of new properties in the area is Southbank Place (<http://southbank-place.com/>). A joint venture between the Canary Wharf group and the Qatari Diar, it has recently announced its first residential phase – One York Square.

The first of seven residential properties, the apartments will offer contemporary living right in the midst of the South Bank, where they will boast spacious, dual aspect homes. Now available to buy, the apartments are currently selling from between US\$1m/€935,751 for one-bedroom apartments and US\$1.5m/€1.3m for two bedroom properties.

Expected to be completed by Autumn 2019, the development, situated on the former site of the Festival of Britain and the iconic 5.25-acre Shell Centre will house an impressive 530,000sq ft of office space as well as 48,000 sq ft of shops, restaurants and cafes.

Away from the Southbank and its surrounding areas, property investors should also take note

of Rathbone Square ([www.rathbonesquare.com](http://www.rathbonesquare.com)) as well as South Quay Plaza ([www.southquayplaza.london](http://www.southquayplaza.london)), which are set to be two impressive addresses in the capital.

Those who wish to be immersed in the sounds, sights and soul of innermost London will be best placed at Rathbone Square where 142 luxury apartments are situated right in the heart of London's exclusive Fitzrovia.

Meanwhile, those who prefer to be on the waterfront will feel right at home at Canary Wharf's South Quay Plaza where one of the tallest residential towers in Europe is set to reside. Designed by leading architects Foster + Partners the slender 68-storey glass and steel tower will bring a new focal point to the capital's skyline and provide a new reason to base yourself in Canary Wharf, the city's prestigious, modern financial district. ■



**Above: Enjoy dynamic views of the city**

**Above left: Expect spacious, dual aspect homes at Southbank Place**

**Bottom left: Live in style at Frank Gehry's landmark building Prospect Place**