

## Decorex and Focus

The big shows  
come to town

**Page 26**



Wednesday 13 September 2017

# Homes & Property

VICTORIA REIGNS: NEW HOMES **P6** COMMUTERS GO WEST **P12** DESIGN FESTIVAL DIARY **P20** SPOTLIGHT ON SHOREDITCH **P32**

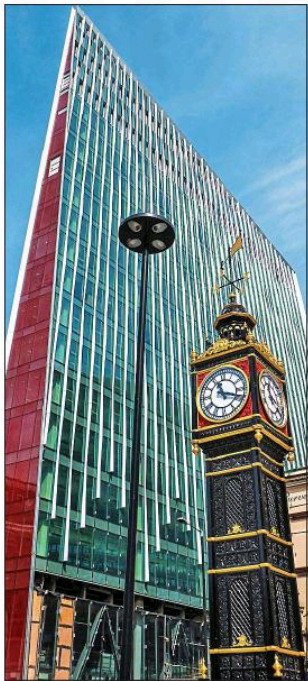
## A new way of working

Designer offices for start-ups: **Page 8**



London's best property search news: **homesandproperty.co.uk**

## Homes &amp; Property | New homes



From £720,000: studios and flats at Nova, Landsec's signature development in Victoria. Call 020 8012 2684



From £1.5 million: above and below, Barratt three- and four-bedroom flats at Chapter Street, SW1 (0844 811 4321)



Above: Cardinal Place retail and office hub near Victoria station. Right: The Albert pub's a Victorian gem

Left: Timmy Green, one of 18 top new eateries at Nova's restaurant quarter, Nova Food

# A very good reason why we should learn

A £2.2 billion regeneration project is transforming this prime central London spot, realising its potential with luxury

LONDONERS don't like to dawdle. It's just not in our nature. When we commute we're eyeing up the quickest, most direct route before you can say Citymapper. And for years, there have been few areas more frustrating to navigate than Victoria.

The station is one of the biggest and best-connected transport hubs in London but take a wrong turn as you step outside and before you know it, you are lost in a complex network of back streets lined with high-rise blocks – or face to face with a wall of dust and building machinery.

The latter, at least, is all part of a solution to the problem Victoria has struggled with for years: how to shake off its label as an enduring no-man's-land.

Given its advantages of two Tube lines and main line rail, it is odd that the district has built up such a bad reputation for accessibility. Not even a prime central location, with the Thames to the south and the Royal Parks to the north, has been able to mitigate this albatross around Victoria's neck. It doesn't help that the area is clumsily carved up by a number of choked-up main roads including Vauxhall Bridge Road between the station and the river and

Buckingham Palace Road to the north. Until recently, most of the food and shopping options were concentrated in Victoria Street, referred to by Mark Fisher of local commercial property agents Union Street Partners as "a Sixties canyon". Historically an uninspiring area of government buildings, Victoria has done little to charm us. Until now...

## BIRTH OF A HOTSPOT

Victoria is at last learning from its mistakes. The civil servants have moved out, bars and restaurants have moved in and residential developers are seeing the value of this central London location. Victoria is three years into a £2.2 billion regeneration project that could turn it into one of the hottest addresses north of the river.

As with any urban build, initial disruption means you can't see the future for the dust. However, home buyers would do well to consider Victoria's excellent transport links, proximity to some of the most coveted green space in the city, and fine new-build homes.

Traditionally, it has suffered from a basic lack of housing stock, usurped by neighbouring Pimlico and Belgravia. But Victoria's major overhaul is starting to take shape in terms of new homes

Thinking of moving?  
Start your search on  
**rightmove**  
find your happy

and a changing vibe for the whole district, with developer Landsec in the driving seat. The regeneration is anchored by Nova, the 130,000sqft mixed-use development completed last year.

Unhelpfully voted ugliest building in the UK, taking the 2017 Carbuncle Cup, Nova is nevertheless Victoria's vehicle for transformation, a £350-million game changer. Its 170 studios and flats are priced from £720,000 (call Garton Jones on 020 8012 2684), while its 18 headline restaurants include Timmy Green, Riding House Café and the high-end Aster.

Union Street Partners' Fisher says the new restaurants 'have elevated Victoria to new heights. It is definitely



From £899,000: above and below, Westminster Quarter, 01 studios and flats with up to three bedrooms (020 3004 4434)







Coming soon to SW1: 64 flats including one- to three-bedroom homes and two four-bedroom lateral flats at Buckingham Green by London & Oriental



**CLISSOLD QUARTER**  
STOKE NEWINGTON

NOW 95% SOLD

STAMP DUTY REFUND FOR RESERVATIONS OF THREE BED APARTMENTS\*

## to love Victoria

flats, top restaurants and cool shops. By **Emily Wright**

becoming more interesting and carving itself a place on the London map as a destination."

### THE HIDDEN VICTORIA

But will Victoria ever feel like home? The trouble is, the high street slicing through its centre, and those tall, soulless office blocks hide the little streets of attractive Victorian terraces and elegant red-brick mansion blocks. There are homely corner pubs, and the hugely well-received and popular local theatre The Other Palace – which opened five years ago as the St James Theatre – has a restaurant that's packed every night, plus a jazzy basement cabaret café. "These are the parts of Victoria people forget," says Fisher.

However, they are interesting to young professionals and also to empty nesters looking to downsize, and prospective home buyers should walk around them and take a look.

"Up towards Belgravia there are places hidden away down backstreets," adds Fisher. "Not just homes but small, tucked-away bars and restaurants that are really much more for local people. They are the places that commuters and office workers wouldn't stumble across. These are places with a much quieter,

tion of Belgravia is enough to fuel an obvious question around price. Victoria is in an SW1 postcode bordering some of the most expensive residential areas in the city. And while the juxtaposition between Victoria's prime location and its rough diamond status led a Knight Frank agent to refer to it as "good value for money" back in 2014, an influx of new, luxury development has seen average prices soar to £1.7 million, Estates Gazette research shows. This lofty figure is boosted by new homes at the likes of super-prime developer Northacre's No.1 Palace Street project, with 72 apartments completing in 2019.

**H**OMES are to be had for less eye-watering prices, including a studio at **Grosvener Waterside** for £525,000 (Garton Jones, as before). Taylor Wimpey's **Westminster Quarter** flats start at £899,000 (call 020 3004 4434) and at Barratt's **Chapter Street**, three- and four-bedroom homes start at £1.5 million (0844 811 432). Victoria is finding its way as home prices are keeping up the pace. Act now before the area reaches it's full potential.

■ Emily Wright is features and global

## BRAND NEW 3 BEDROOM SHOW APARTMENT LAUNCHING 16TH SEPT

BOOK YOUR APPOINTMENT NOW!

- SAVE UP TO £26,875 STAMP DUTY\*
- MAJOR HOUSE TUBE STATION IN 12 MINUTES WALK
- DIRECTLY OPPOSITE CLISSOLD PARK
- HIGH END SPECIFICATION
- OCCUPATIONS FROM AUTUMN 2017
- PRIVATE OUTSIDE SPACE TO ALL APARTMENTS

FINAL 1 BED AT £532,500

3 BED APARTMENT FROM £720,000

FINAL 2 BED DUPLEXES FROM



FOR FURTHER DETAILS OR TO ARRANGE AN APPOINTMENT  
**CALL 0208 108 4543**  
OR VISIT [www.CLISSOLD-QUARTER.com](http://www.CLISSOLD-QUARTER.com)

FUNDING SOCIAL HOUSING  
[WWW.HACKNEY.GOV.UK](http://WWW.HACKNEY.GOV.UK)

\*ON 3 BED RESERVATIONS TAKEN AFTER 05/09/2017 & EXCLUDING THOSE PURCHASED AS ADDITIONAL PROPERTIES BASED ON A PURCHASE PRICE OF £725,000. \*SOURCE: GOOGLE MAPS