

Living in London

Report on the latest trends, property opportunities and affordable places to live in London.

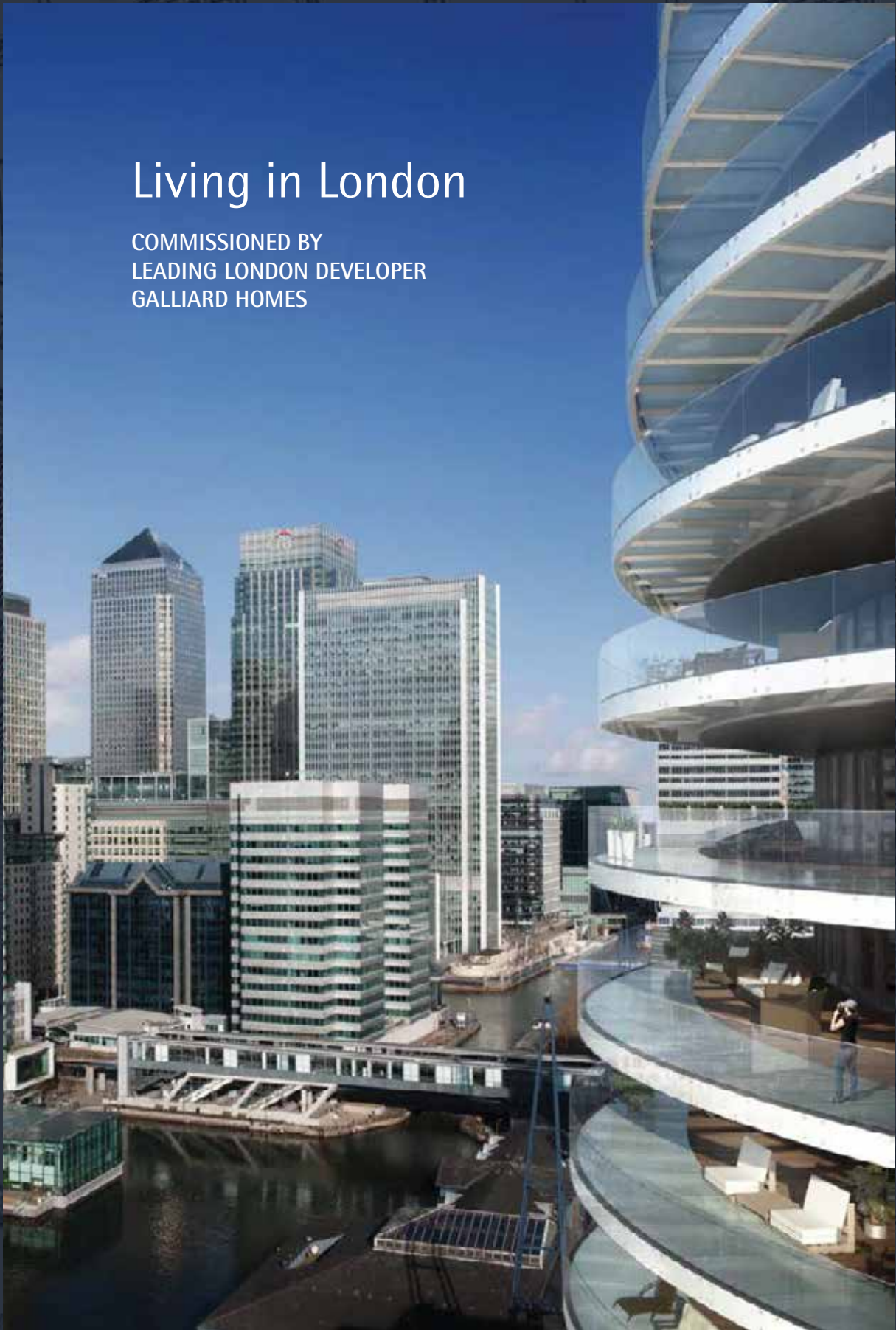
By David Spittles, Property Correspondent, London Evening Standard

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Living in London

COMMISSIONED BY
LEADING LONDON DEVELOPER
GALLIARD HOMES



Introduction



THIS IS THE FIRST OF AN ONGOING SERIES OF REPORTS COMMISSIONED BY GALLIARD HOMES THAT PROVIDE AN INDEPENDENT AND AUTHORITATIVE REVIEW OF THE LATEST TRENDS, PROPERTY OPPORTUNITIES AND AFFORDABLE PLACES TO LIVE IN LONDON.

Drawing on the latest research from leading property advisors and Government economic figures, the report is written by David Spittles, an award winning property writer who has reported for the London Evening Standard for more than 25 years.

Founded in 1827, the Evening Standard is the dominant regional newspaper for London, a voice for the capital covering London specific, national and international news stories complete with a highly regarded weekly residential property supplement.



Galliard Homes

Founded in 1992, Galliard Homes is London's largest privately owned residential developer and the second largest housebuilder in the capital.

The company focuses on building high quality residential and mixed use developments across the city with a philosophy of providing affordable homes for owner/occupiers, investors and parents investing for their adult children allowing them to study, work and live in the Capital.

Galliard Homes is a leader in urban regeneration and has established an enviable reputation for undertaking highly affordable, value for money, developments in undervalued locations which are set to benefit from inward investment in the form of new transport facilities, homes, shops and leisure facilities.

As an area benefits from inward investment it is transformed into a desirable address and as a result property prices rise and purchasers benefit from enhanced capital values.

The company's developments are designed to provide buyers with an exclusive lifestyle and a home, so within the Galliard Homes property portfolio buyers will find developments that not only provide homes, but also a concierge service, landscaped gardens, new shops, superstores, hotel, riverside bars, restaurants, cafes, commercial space, museum and art gallery space.

www.galliardhomes.com





Baltimore Tower, Crossharbour E14

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London

A global magnet for investment



A global magnet for investment

LONDON'S POPULATION JUMPED BY MORE THAN 100,000 LAST YEAR TO A NEW POST-WAR HIGH, AND AT THE CURRENT RATE OF INCREASE THE CAPITAL WILL GROW BY THE EQUIVALENT OF AN EXTRA BOROUGH EVERY THREE YEARS, HITTING NINE MILLION PEOPLE BY 2019, OVER 10 MILLION BY 2030 AND 11.3 MILLION BY 2050 (SOURCE: OFFICE FOR NATIONAL STATISTICS).

Never before has London been such a magnet. London is the financial and the tech capital of Europe and new waves of wealth are rippling through the city due to its "safe haven" status - a stable and transparent place to do business and invest in.


Yet London's draw is even wider. It has unrivalled diversity, a high-calibre education sector, a ground-breaking arts, theatre and fashion scene, world-class architecture, unique heritage and fine Michelin restaurants, collectively making London a compelling place to live and work.

In tandem with this, the capital is undergoing its biggest physical change in generations, a programme of awesome regeneration and new transport infrastructure that is comparable to the mighty achievements of the Victorians.

Beyond expectation, the pace of change has accelerated since the dark days of the credit crunch in 2008.

Not only is London alive with iconic construction projects, new business hubs, digital and creative clusters are rejuvenating neighbourhoods such as Shoreditch where old trades have perished, bringing a fresh vibe to the streets.

Cultural and demographic shifts are opening up new property hotspots and triggering buying opportunities for people who want to live in the thick of it and for those searching for a more affordable address beyond the centre.



new waves of wealth are rippling through the city due to its "safe haven" status

Opportunities for buy to let investors

For buy-to- let investors, too, London is full of promise. Demand for rental homes is growing due to a culture change making renting, rather than buying, a long-term lifestyle choice.

With its population spiralling, London needs at least 400,000 new homes over the next decade alone. Despite the building boom, supply is unlikely to keep pace with demand, and this "imbalance" is one factor that will push prices higher. London's mainstream property market will increase by 24.4 per cent over the 2014-18 period, predicts Savills.

The longer-term outlook for London property, supported by economic fundamentals, remains sunny. The economy is growing and unemployment is falling. Crucially, interest rates are low and likely to stay low, with only small incremental increases expected. Buyers are not borrowing as much as they were on a loan-to-value basis, and any lingering heat in the market is being absorbed by those with cash, or equity, rather than by people borrowing more and gearing up.



‘ London's mainstream property market will increase by 24.4% over the 2014-18 period ’

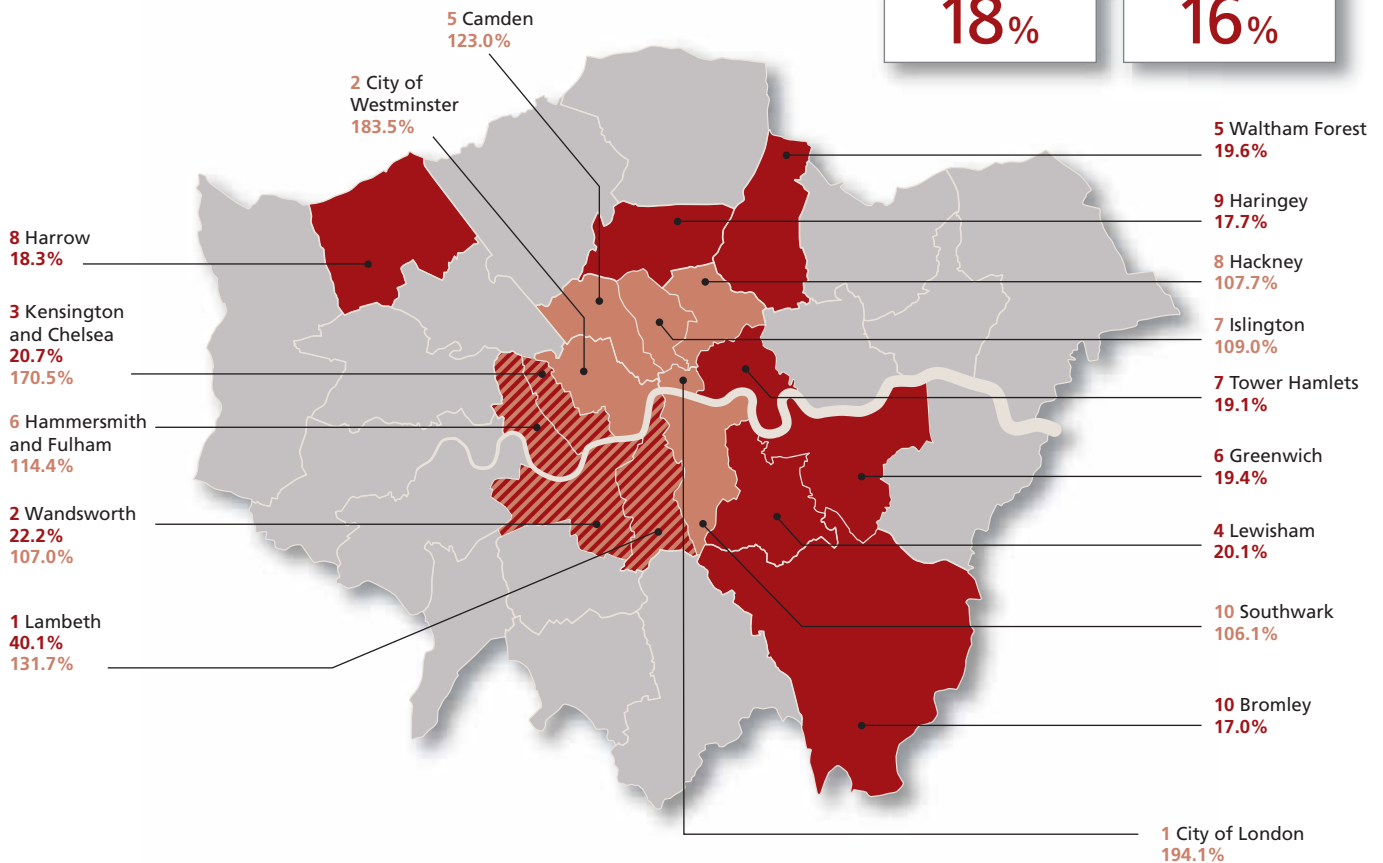
Get in the Zone

LONDON, OF COURSE, IS NOT ONE MARKET BUT A COLLECTION OF MICRO MARKETS WHERE LOCAL FACTORS AND DYNAMICS CAN LIFT PRICES ABOVE THE NORM.

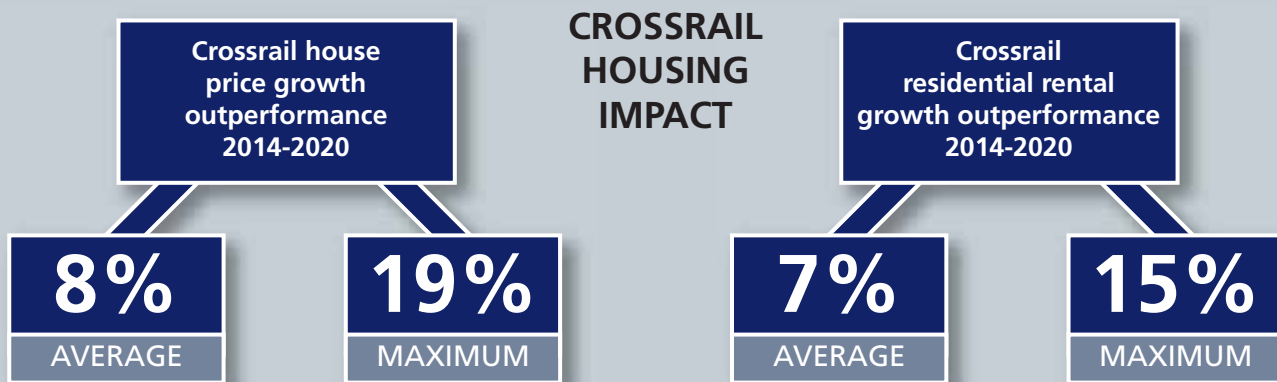
For example, homes surrounding stations along the east-west Crossrail route are outperforming growth in the rest of the capital ahead of the line's opening in 2018. Docklands is another area of London where ambitious regeneration is driving up values.

Even in posh postcodes there are pockets of opportunity plus there are emerging districts where prices have not reached their full potential. Other places are under a veil, poised to be uncovered, and could be future hotspots.

House Price Growth



Over last year	%	Over last decade	%
1 Lambeth	40.1	1 City of London	194.1
2 Wandsworth	22.2	2 City of Westminster	183.5
3 Kensington & Chelsea	20.7	3 Kensington & Chelsea	170.5
4 Lewisham	20.1	4 Lambeth	131.7
5 Waltham Forest	19.6	5 Camden	123.0
6 Greenwich	19.4	6 Hammersmith & Fulham	114.4
7 Tower Hamlets	19.1	7 Islington	109.0
8 Harrow	18.3	8 Hackney	107.7
9 Haringey	17.7	9 Wandsworth	107.0
10 Bromley	17.0	10 Southwark	106.1



SOURCE: JLL

CROSSRAIL BIGGEST WINNERS

 WHITECHAPEL
  WOOLWICH
  EALING BROADWAY
  WEST DRAYTON

Central London

Central London continues to cast a spell over buyers. Since the 1960s, prices in prime locations have roughly doubled every eight years. Wealthy international buyers continue to snap up luxury homes in central London and this is causing property ripples, with developers bringing better homes to

bordering districts. Striking is the “value gap” between some central London areas lying in close proximity to each other, such as the difference between Knightsbridge and Belgravia and the increasingly coveted neighbourhoods of Marylebone and St John’s Wood.

The City & Outer London

Money is spilling over into other parts of London, creating a “domino” effect that is invigorating the market. The hunt for good-value locations is seeing Fulham residents crossing the river to put down roots in Battersea and Balham; others are moving from Parsons Green to Putney, from Hammersmith to Shepherd’s Bush, from Clapham to Greenwich, from Highbury to Finsbury Park.

Southwark, Shoreditch and “Midtown”, the Holborn business and legal district between the West End and City, are examples of areas opening up to residential development.

Many other homebuyers are now playing the regeneration game and searching for growth

areas beyond zone one where they can get more for their money.

These “migratory” trends and the changes they spark are what makes London such a fascinating property tapestry.

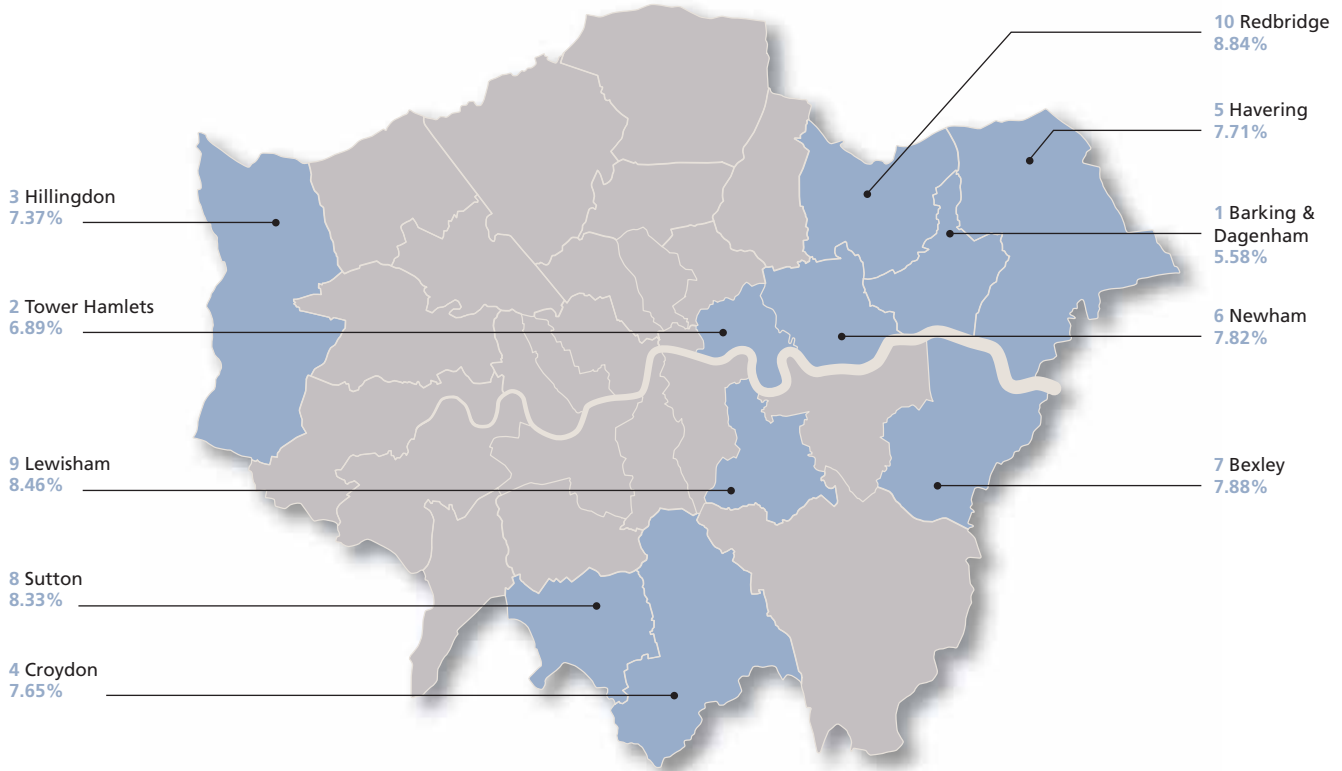
A “heat map” of the capital shows prices exceed £4,000 per sq ft for the very best central addresses. Yet circa £2,000 per sq ft is more typical for prime, as opposed to “super-prime”, properties. And the average price across the wider central London area, which includes Pimlico and Paddington, Earl’s Court, Nine Elms and the South Bank, is nearer to £1,500 per sq ft.

Get in the Zone

South Bank, North and East London

SOUTH BANK RIVERSIDE DISTRICTS ARE TIPPED TO JUMP IN PRICE DURING THE NEXT FIVE YEARS. BOOSTED BY SHARD OF GLASS, THE LONDON BRIDGE/BERMONDSEY/BOROUGH TRIANGLE IS RED HOT, WHILE VICTORIA AND WESTMINSTER'S "PARLIAMENTARY QUARTER" ARE BOTH GETTING A NEW LEASE OF LIFE WITH TOP-QUALITY APARTMENT SCHEMES AND HISTORIC HOUSE RESTORATIONS.

Top 10 most affordable boroughs to buy



	House price to earnings ratio	%
1	Barking & Dagenham	5.58
2	Tower Hamlets	6.89
3	Hillingdon	7.37
4	Croydon	7.65
5	Havering	7.71
6	Newham	7.82
7	Bexley	7.88
8	Sutton	8.33
9	Lewisham	8.46
10	Redbridge	8.84

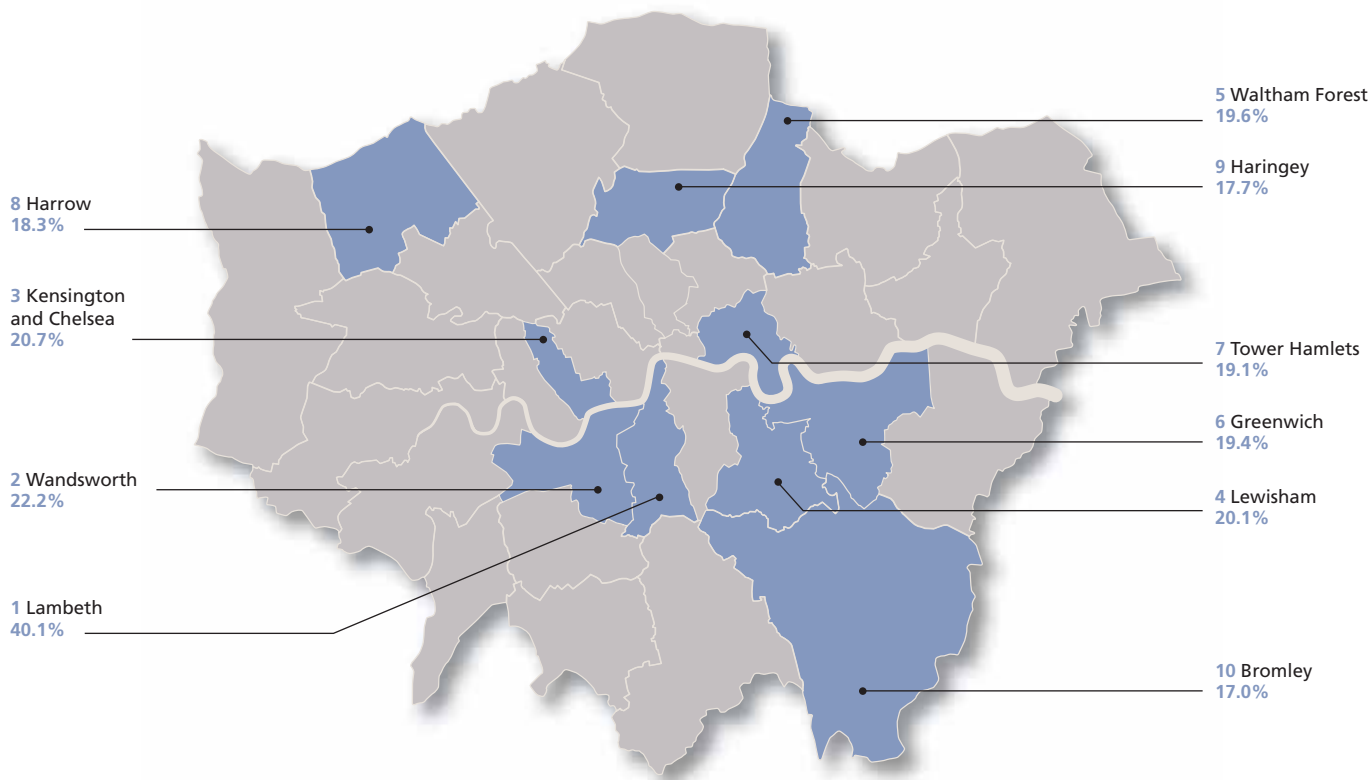
SOURCE: CBRE RESIDENTIAL

Beyond the bullseye of zone one, there are fast improving inner-city districts - among them Deptford, Lewisham, Stockwell and Woolwich - where values are much lower (less than £700 per sq ft).

Parts of north and west London, traditionally the most expensive sides of the capital, have up-and-coming areas where flats are priced from about £300,000 and houses from £450,000, with a lot of choice below £1m.

Canalbank industrial sites are also being unlocked for attractive waterfront living, while a second wave of regeneration has kicked in at Canary Wharf and Royal Docks, a giant tract of land, the size of Venice, with 12 miles of waterfront and only a short hop from born-again Stratford, a mini-town in the making, with wonderful sporting amenities, a legacy of the 2012 Olympic Games.

Top 10 best performing boroughs



Over last year	%
1 Lambeth	40.1
2 Wandsworth	22.2
3 Kensington & Chelsea	20.7
4 Lewisham	20.1
5 Waltham Forest	19.6
6 Greenwich	19.4
7 Tower Hamlets	19.1
8 Harrow	18.3
9 Haringey	17.7
10 Bromley	17.0

Get in the Zone the London Suburbs

The spotlight is also falling on outer zones and London suburbs, areas such as Hounslow and Eltham, where property is even cheaper (sub £500 per sq ft), and the prospects for capital growth are good because of transport upgrades and focused regeneration.

Areas move at different speeds. Certainly, once uncool districts are swinging into fashion and others are being rediscovered. Sometimes you cannot define why an area is on the up but you can detect it, feel the vibe. It is not always because of carefully planned regeneration, rather a confluence of people and bargains that make a place special; it could be a new source of wealth (say, bankers moving to Bayswater) or, more likely, property opportunities. As with Soho before it, Shoreditch has become a furnace for stylish entrepreneurialism because of cheaper commercial rents.

So buyers (and developers) who cherry pick areas with potential can profit handsomely.

One of the keys to success is knowing about the changes happening in an area or improvements that are earmarked.

*Opposite:
Galliard Homes'
Grove Place development,
Eltham town centre.*







Distinct

the Galliard approach

Papermill Wharf, released 1993

Burrells Wharf, released 1994

The County Hall, released 1995





The penthouse, Ludgate Broadway.

Galliard has had its finger on the property pulse of London for three decades and its gift for unlocking areas of hidden value has paid off handsomely for buyers. Galliard was the first developer to spot the potential of South Bank, Shad Thames and Westminster. It has built pioneering Canary Wharf developments, boutique apartments in Belsize Park, Borough and Bermondsey and has undertaken major regeneration schemes in Deptford and historic Greenwich.

All are among the most recognisable London locations. To consolidate its central London presence in this new era, Galliard has launched a "Platinum Collection" a portfolio of new-build, conversion and refurbishment projects in the beating heart of London that takes luxury and lifestyle to a new level.

The White House, released 1997



Tea Trade Wharf, released 2001

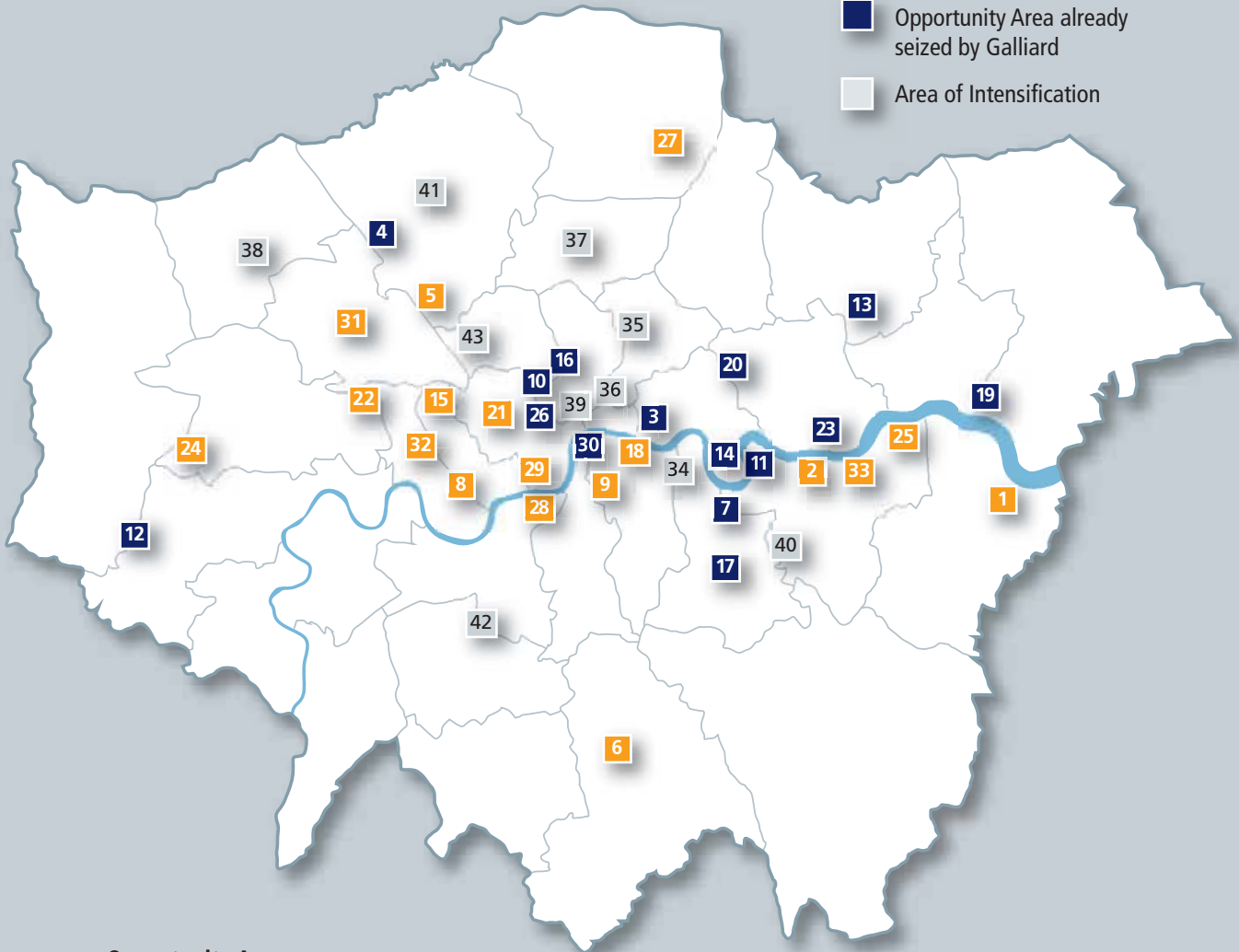


New Palace Place, released 2002



Representation of Mayor of London's Opportunity Areas

- Opportunity Area
- Opportunity Area already seized by Galliard
- Area of Intensification



Opportunity Areas

- | | |
|--|---|
| <ul style="list-style-type: none"> 1 Bexley Riverside 2 Charlton Riverside 3 City Fringe 4 Colindale/Burnt Oak 5 Cricklewood/Brent Cross 6 Croydon 7 Deptford Creek/Greenwich Riverside 8 Earl's Court & West Kensington 9 Elephant & Castle 10 Euston 11 Greenwich Peninsula 12 Heathrow 13 Ilford 14 Isle of Dogs 15 Kensal Canal side 16 King's Cross 17 Lewisham, Catford & New Cross | <ul style="list-style-type: none"> 18 London Bridge & Bankside 19 London Riverside 20 Lower Lea Valley (inc. Stratford) 21 Paddington 22 Park Royal/Willesden Junction 23 Royal Docks & Beckton Waterfront 24 Southall 25 Thamesmead & Abbey Wood 26 Tottenham Court Road 27 Upper Lea Valley (inc. Tottenham Hale) 28 Vauxhall, Nine Elms & Battersea 29 Victoria 30 Waterloo 31 Wembley 32 White City 33 Woolwich |
|--|---|

Areas for Intensification

- 34 Canada Water/Surrey Quays
- 35 Dalston
- 36 Farringdon/Smithfield
- 37 Haringey Heartlands/Wood Green
- 38 Harrow & Wealdstone
- 39 Holborn
- 40 Kidbrooke
- 41 Mill Hill East
- 42 South Wimbledon/Colliers Wood
- 43 West Hampstead Interchange

Opportunity Knocks

ONE WAY OF IDENTIFYING A DISTRICT ON THE UP IS TO STUDY THE MAYOR OF LONDON'S "OPPORTUNITY AREAS". THERE ARE MORE THAN 30 OF THESE, INCLUDING CRICKLEWOOD, CROYDON, CATFORD, COLINDALE, LEWISHAM, LOWER LEA VALLEY, SOUTHALL, WHITE CITY AND WOOLWICH.

Opportunity Areas are the focus of co-ordinated regeneration and investment. By working with local councils and partner agencies on a strategic level, fast-tracking development and infrastructure projects, Boris Johnson aims to bring about huge change.

Most population growth in the next decade is expected to be in outer London, partly because it is cheaper for people to rent and get on the housing ladder. London has 19 outer boroughs – from Sutton in the south to Enfield in the north, from Havering in the east to Hillingdon in the west – and suburbs extend into the Home Counties, where commuter towns were created by railway expansion in the early 20th century.

Though often depicted as a place for happy families, outer London is enormously varied in terms of wealth, housing stock, ethnicity, education and culture.

The Greater London Authority is facilitating better quality housing and improved transport, not just Crossrail, to ferry workers into the centre, where the jobs are.



New Capital Quay Peninsula Site 2007



New Capital Quay 2014

An entire new community on Greenwich Riverside with over 1000 apartments developed by Galliard Homes, providing a landmark example of regeneration within a specified opportunity area.

The Heathrow Quarter



Central House, Hounslow Town Centre



Traditionally, the Hammersmith to Heathrow M4 corridor has been a key commercial zone, popular with global corporations such as Glaxo Smith Kline. Over the years, airport expansion has boosted the growth of satellite towns such as Hounslow. Sixties town planning hastened their demise, but they are staging a comeback and the objective is to give this transport-rich territory a fresh identity - a new geographical entity dubbed Heathrow Quarter - that is as recognisable as Docklands is in the east.

Hounslow is ready for take off, with new apartments attracting style-conscious, value-minded homebuyers.

The Balfour Building, formerly offices for Alitalia and Sri Lankan Airlines, was designed in the 1980s by Richard Seifert, architect of iconic Centre Point. It is being transformed into a sparkling new address known as Central House, providing 160 apartments, moments from the tube station, plus communal roof terraces for residents.

The Heathrow Quarter also radiates north of the M4 encompassing Hayes - a regenerating town stimulated by the arrival of Crossrail in 2018, which will enable a journey time from Hayes into the heart of the West End in just 20 minutes. Galliard's latest developments in Hayes are both within 3 minutes walk of the forthcoming Crossrail service.

Waterside and Trident House, Hayes Town Centre





SNAPSHOT

Central House, Hounslow TW3



CENTRAL HOUSE
HOUNSLOW



Located at 3 Lampton Road in Hounslow town centre, Central House provides 160 studio, one and two bedroom apartments and penthouses complete with covered parking facilities. The four storey building has a contemporary glass and granite-panel façade with access provided by two prominent double height glass fronted reception foyers.



Prospective buyers queuing at the UK release of Central House October 2014.



The new apartments provide spacious living spaces, bespoke interiors and joinery, luxurious designer kitchens and plush bathroom suites. The new development has high-speed lifts serving all floors and communal rooftop terraces for the private use of residents.

Each apartment will provide a spacious living area, open plan fully fitted kitchen and master bedroom with fitted wardrobes.





SNAPSHOT

Trident House & Waterside, Hayes UB3



Trident House is a former office building conversion, comprising 98 designer suites arranged from second to eighth floor.

The scheme is ideally suited for young singles or buy to let investments with each suite having its own bedroom area, living area with integrated kitchen and luxurious shower room.

Trident House is a 2 minute walk from Hayes & Harlington station with direct services into Paddington and London Heathrow. The station will also benefit from becoming a Crossrail interchange from 2018.



 **Trident House**


waterside



Waterside is situated adjacent to the Grand Union Canal in the heart of Hayes regeneration zone a stone's throw from Trident House.

The conversion offers 46 brand new and highly specified 1, 2 & 3 bedroom apartments priced for the property ladder or investor wishing to cash in on a new Galliard 'hot spot' for long term growth potential.

Both schemes were released in January 2015 with near sell out success.


Galliard
Homes



Eastern Promise

London's centre of gravity is moving east



Eastern Promise

LONDON'S CENTRE OF GRAVITY IS MOVING EAST. MORE PEOPLE NOW LIVE EAST OF LONDON BRIDGE THAN WEST OF IT. ABOUT A THIRD OF THE 130,000 NEW HOMES DUE TO BE BUILT IN LONDON DURING THE NEXT FIVE YEARS WILL BE IN FOUR BOROUGHES EAST OF THE CITY - NEWHAM, TOWER HAMLETS, GREENWICH, BARKING AND DAGENHAM.

An area once synonymous with slums, villains, brawny dockers, jellied eels and cockney rhyming slang has morphed into the capital's most compelling corner, not one district but a sprawling mass, big and diverse, with raw and more refined neighbourhoods appealing to an expanding group of homebuyers and renters.



Stretching from hip Shoreditch through the Hackney hinterland to the terraces of West Ham United FC and the Docklands waterfront, east London has been on a gold run since its Olympic bid success in 2005, with property prices jumping by £1,000 a month and still rising, according to Lloyds TSB analysis based on Land Registry data.

Up to £10 billion of new infrastructure was bound to make a difference. Stratford's Olympic Park is the largest recreational space to be created in Europe for 150 years, while the land next door, which includes Westfield shopping mall, is a new commercial centre for east London - 184 acres and 13.5 million sq ft of space overall - connected by green infrastructure, and boosted by Europe's fastest-growing cluster of digital and technology companies.

Wealth and opportunity are spreading across this hectic and eclectic swathe of London. Unusually, the business world and the arts happily co-exist, side by side. It is a place for fashionistas, finance-sector workers and families alike. It has a rooted community of artists, a burgeoning cultural scene, with galleries, museums and pop-ups plus new noted restaurants and fashion boutiques, homeware stores, farmers' markets and designer hotels.

Fusion on Cygnet Street, betwixt Shoreditch and the City, offers a selection of apartments plus a residents-only landscaped roof garden with stunning views of the City skyline.





BALTIMORE
TOWER

The Docklands

more than a rival to the Square Mile



Docklands is merely the umbrella name for a vast riverside swathe, once the greatest port in the world, that is made up of several distinct districts. It stretches from Tower Bridge to Beckton and to get an idea of its scale, if

If Docklands were overlaid on central London, it would cover the City and West End, Hyde Park, Hammersmith and Chiswick combined.

The area has evolved in a way beyond the dreams of the cautious planners who plotted its course back in the 1980s, and who at the time were castigated for wild enthusiasm.

The DLR has been virtually rebuilt to cope with a fivefold rise in passenger numbers; the Jubilee line extension provides a direct link to the leafy avenues of St John's Wood, beloved by bankers and lawyers, while Crossrail will bring a direct 44-minute service to Heathrow, a game-changer for the area.

Since emerging as a rival to the Square Mile financial centre in the 1980s, Canary Wharf has grown spectacularly. The working population has risen from 8,000 to more than 100,000 and this figure is projected to double by 2025. There are over 300 shops, bars and restaurants, a multi-screen cinema and concert hall.

In reality, this part of Docklands is an alternative London, more in common with downtown Chicago or Singapore than with the City, Kensington, Putney or Highgate.

Average earnings per head are above £100,000, the highest of any postcode in the country, and the population is young - 85 per cent are in the 16-44 age bracket, predominantly singles and childless couples.

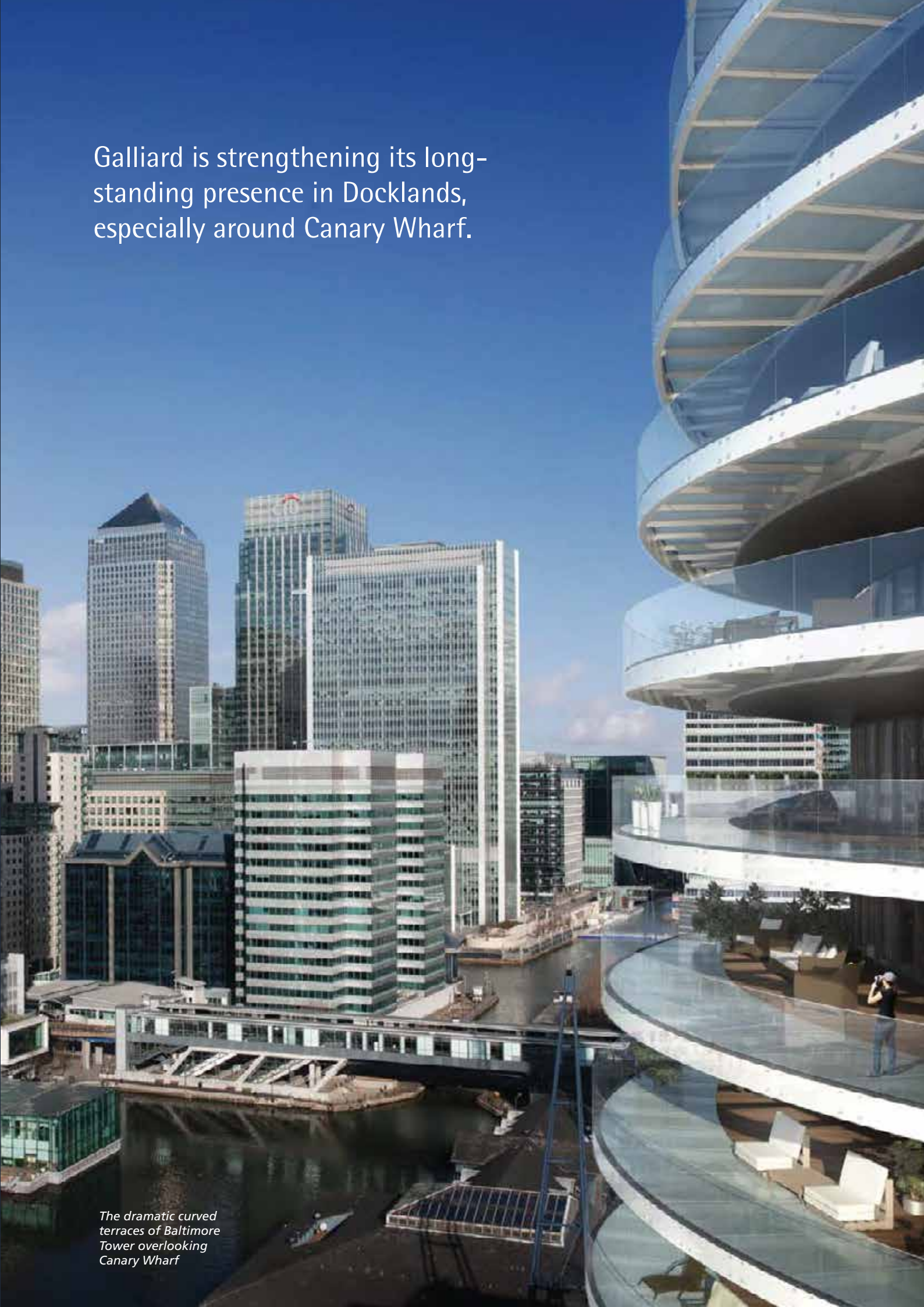
Homes within the Canary Wharf "halo", a 10-minute walk of the dealing rooms, are the most sought after. Galliard has Lincoln Plaza, at South Quay, combines 380 homes, a hotel and shops.

Another Galliard project is Baltimore Tower, next to Crossharbour DLR station, another architectural treat for Docklands with a design by Skidmore Owens Merrill, a Chicago-based firm whose speciality is slick skyscrapers. Homes in a dazzling 46-storey "twisting tower" with 330 apartments and spectacular penthouses.

A forthcoming new venture for Galliard will be 2 Millharbour near Canary Wharf. This flagship site has planning potential for up to 900 luxury apartments together with ancillary facilities.



Galliard is strengthening its long-standing presence in Docklands, especially around Canary Wharf.



The dramatic curved terraces of Baltimore Tower overlooking Canary Wharf



SNAPSHOT

Baltimore Tower, Crossharbour E14



Core construction January 2015



BALTIMORE TOWER

The £200 million Baltimore Tower, at 492 ft/151m tall is Canary Wharf's tallest and most prestigious residential address, designed by Skidmore Owings & Merrill (SOM), the skyscraper specialists behind the Burj Khalifa, the world's tallest tower.

Baltimore Tower is an iconic 45 storey high landmark for luxury living, containing 330 spectacular apartments and penthouses, with a distinctive twist design providing large wrap around private terraces.

Baltimore Tower provides residents with access to hotel style facilities including a double height reception foyer with concierge, café, restaurants, private club-lounge for residents, health spa and fitness complex with swimming pool and gymnasium and underground parking. Baltimore Tower is one of the largest and most complex residential construction projects undertaken in Docklands. Some 2,000 metres of concrete piles have been placed to a depth of 26 metres below ground to create the foundations for the tower.

Above this, 51,500 tonnes of concrete; plus 1.32 million metres (823 miles: the equivalent of London to Valencia) of reinforced steel rods; over 4,300 windows and 350,000 metres (217 miles: the equivalent of London to Paris) of state-of-the-art communications/security wiring and cabling; floors; walls; kitchens and bathrooms will be assembled over 45 storeys to create the tower.



A JOINT DEVELOPMENT BY



All change at Waterloo

A MAYORAL VISION FOR A REVITALISED QUARTER AROUND THE STATION - LONDON'S BUSIEST COMMUTER HUB AND THE UK'S LARGEST (24.5 ACRES) TERMINUS - IS COMING TO FRUITION.



Beyond the station, Waterloo appears workaday but has a charming urban residential mix - pretty Victorian terraces such as Roupell Street, charitable and church housing, cared-for council estates and small pockets of new apartments as well as sweeping waterfront developments.

Despite its growing cachet, the area might still be described as a "discount district", meaning buyers have not missed the boat.

Relocation of Eurostar services from Waterloo to St Pancras has paved the way for long-overdue improvements to Waterloo station and the immediate vicinity including Lower Marsh, a 160-year old street market which has been given a facelift and is attracting more up-market shops and boutiques.

For many years, this patch was deemed the wrong side of the tracks but architects and design companies are moving into refurbished railway arches while outdated offices are being redeveloped into flats.

The conservation area wrapping around Trinity Church Square, where Waterloo fades into Borough, is one of the capital's best-kept secrets - a period gem comprising 300 homes, popular with Guys' surgeons, barristers and City bankers.

Brand new homes in this desirable pocket are in the pipeline with a forthcoming Galliard project which will provide new homes at the Old Crown Court site on Swan Street.

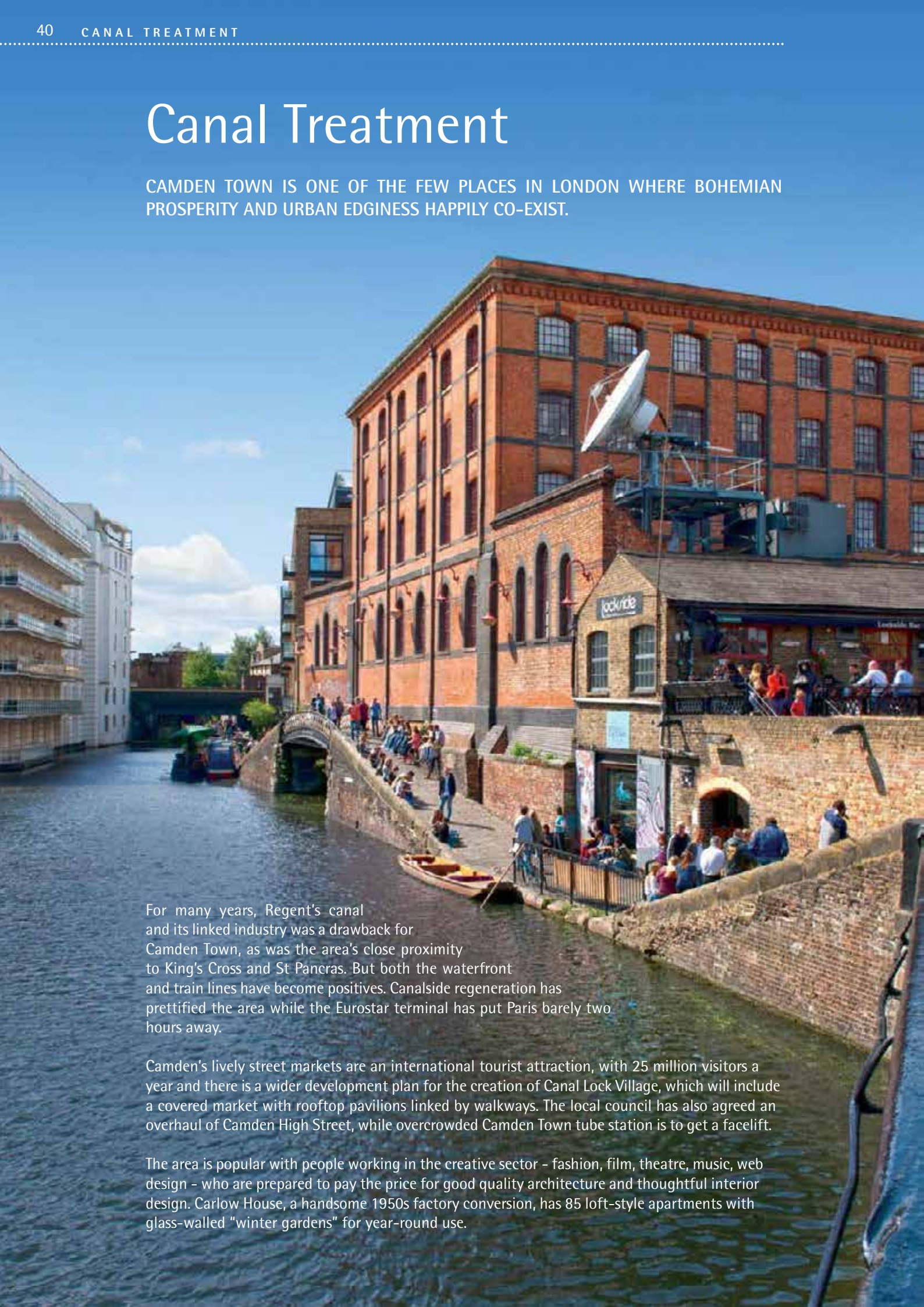
Galliard Homes realised the regeneration potential of the South Bank and Waterloo in 1995.





Canal Treatment

CAMDEN TOWN IS ONE OF THE FEW PLACES IN LONDON WHERE BOHEMIAN PROSPERITY AND URBAN EDGINESS HAPPILY CO-EXIST.



For many years, Regent's canal and its linked industry was a drawback for Camden Town, as was the area's close proximity to King's Cross and St Pancras. But both the waterfront and train lines have become positives. Canalside regeneration has prettified the area while the Eurostar terminal has put Paris barely two hours away.

Camden's lively street markets are an international tourist attraction, with 25 million visitors a year and there is a wider development plan for the creation of Canal Lock Village, which will include a covered market with rooftop pavilions linked by walkways. The local council has also agreed an overhaul of Camden High Street, while overcrowded Camden Town tube station is to get a facelift.

The area is popular with people working in the creative sector - fashion, film, theatre, music, web design - who are prepared to pay the price for good quality architecture and thoughtful interior design. Carlow House, a handsome 1950s factory conversion, has 85 loft-style apartments with glass-walled "winter gardens" for year-round use.





SNAPSHOT

Euston Reach, London NW1





EUSTON REACH

EUSTON LONDON NW1



With a specification and interior design created by award winning international designer Rabih Hage, the centrepiece of Euston Reach is a large communal glass roofed "winter garden" which rises from ground to top fourth floor, with large windows, galleried landings and gangways, glazed internal balconies and planters filled with foliage looking into the atrium space on each level.

Positioned around the atrium are a collection of 85 one and two bedroom Manhattan loft style apartments with sleek fittings and classic warehouse features and finishes.

The lofts have hardwood flooring throughout all the principal rooms, mood/dimmer lighting, LED lighting and contrasting finishes of brick, matt, brushed metal and polished chrome. The result is what designer Rabih Hage calls the "roughlux" look; a combination of the rough and the luxurious in the form of bold, expensively finished interiors that combine raw and polished finishes to create highly unique striking living spaces.



Euston Reach is accessed through an opulent entrance foyer with high coffered ceiling, commercial-style light fittings and fixtures, exposed brickwork and retained warehouse features. Daytime concierge is provided.

Bomb damage during WWII led to substantial redevelopment and refurbishment during the 1950s when the building was converted into offices. Now Galliard Homes are transforming the building back into a striking example of 1930s Art Deco architecture with a striking white façade, opulent entrance foyer, new glass roofed central garden and large industrial windows.



DEVELOPMENT PARTNERS



Model Homes

Stockwell comes to the fore



Stockwell struck lucky in the early 19th-century when an estate of Regency villas arrived. Enough survives to provide some gracious streets, though not enough to make Stockwell a fully-fledged gentrified inner suburb, one reason why it is about 20 per cent cheaper than its near neighbour Clapham despite being that bit closer to the West End (four stops to Green Park).

Twiggy, Lulu and Yasmin Le Bon used to work in Stockwell, doing fashion shoots at a printworks that also produced labels for luxury brands such as Fortnum and Mason.

The handsome factory, once owned by Freemans, the clothes catalogue company, is being converted into 71 loft-style apartments with generous ceiling heights original industrial architecture. Galliard has already built a complex of brand new apartments behind the factory, butting onto a prized conservation area with Georgian terraces and Regency villas.

A conservation area terrace, Stockwell





SNAPSHOT

Printworks, Clapham Road SW9

THE PRINTWORKS BY GALLIARD HOMES CONSISTS OF A LANDMARK EDWARDIAN BUILDING AT 139 CLAPHAM ROAD, SW9, BUILT IN 1903 AS A PRINTWORKS AND LATER THE HEADQUARTERS OF THE FREEMANS CATALOGUE COMPANY; WHICH IS BEING CONVERTED TO PROVIDE 71 LOFT STYLE APARTMENTS.



PRINT WORKS

Features include large windows, retained period features, opulent entrance foyer, lift access, piazza style rear terracing with landscaping and secure lower ground parking.

An outstanding example of Edwardian-era industrial architecture, the building has a grand five storey yellow brick façade with red-brick detailing, large warehouse-style windows, feature towers and elegant pediment.

The new loft style apartments will be created within the building's imposing and magnificently restored façade. They benefit from generous ceiling heights, retained period features and bright and airy interiors: a stylish fusion of Edwardian period architecture and contemporary design and specification creating cool loft style living spaces.

All the living areas will benefit from extensive natural light, with real Oak strip engineered wood flooring, mood lighting and the majority featuring the building's distinctive warehouse or classically styled arched windows.

The fully fitted designer kitchens have tobacco wood coloured base units and white lacquered wall units, reconstituted stone worktops and integrated appliances. The bedrooms have fitted wardrobes with contemporary style satin white sliding doors. The bath/shower rooms have large format porcelain floor and wall tiling with black reconstituted stone vanity tops and bespoke timber veneered vanity units with glass shelves, mirrored doors and feature lighting.



Common People



Clapham Old Town, the original Georgian quarter between the high street and the commons, was left behind during the 1980s wave of gentrification that turned the wider area into Nappy Valley, but it is now making up for lost time.

Gastropubs, gourmet food stores, galleries and fashion boutiques have opened. Twentysomethings like the gyms, the cinema and the Tube links,

while the pond, child-friendly cafes and gift shops attract yummy mummies from the Northcote Road side of the common.

Crescent House is a redevelopment of an imposing former trade union headquarters that is set to become a gated development of 29 luxury apartments and penthouses, an urban oasis, with its own carriage driveway and landscaped gardens.



SNAPSHOT

Crescent House, Clapham SW4



Built in 1937, Crescent House is a grand crescent shaped building constructed for and occupied by the Union of Post Office workers. Most recently the building served as offices for the Metropolitan Housing Trust before becoming vacant in 2012. Now Galliard Homes are adding an exciting new chapter to the history of the building.

The company will transform Crescent House into a prestigious residential address, creating 29 luxurious new apartments providing spacious living spaces, bespoke interiors and joinery, luxurious designer kitchens and plush bathroom suites. Crescent House will be one of the most sought after addresses in Clapham. The elegant manor-house style building will appeal to end user buyers wanting to live close to Clapham Common and High Street.



Lewisham

The up and coming destination





Lewisham has excellent rail links into central London, while the DLR provides a 15-minute hop to Canary Wharf. A council-led transformation of the town centre is under way – hundreds of new flats plus a new leisure centre, a reconfigured road system and a new bus station and shopping mall.

Riverdale House, a 1980s office building notable for its Modernist architectural style, is being converted into 137 flats and will have a hotel-style entrance foyer and rooftop communal terraces. Running alongside Ravensbourne River, the site includes a Victorian mill with water wheel.



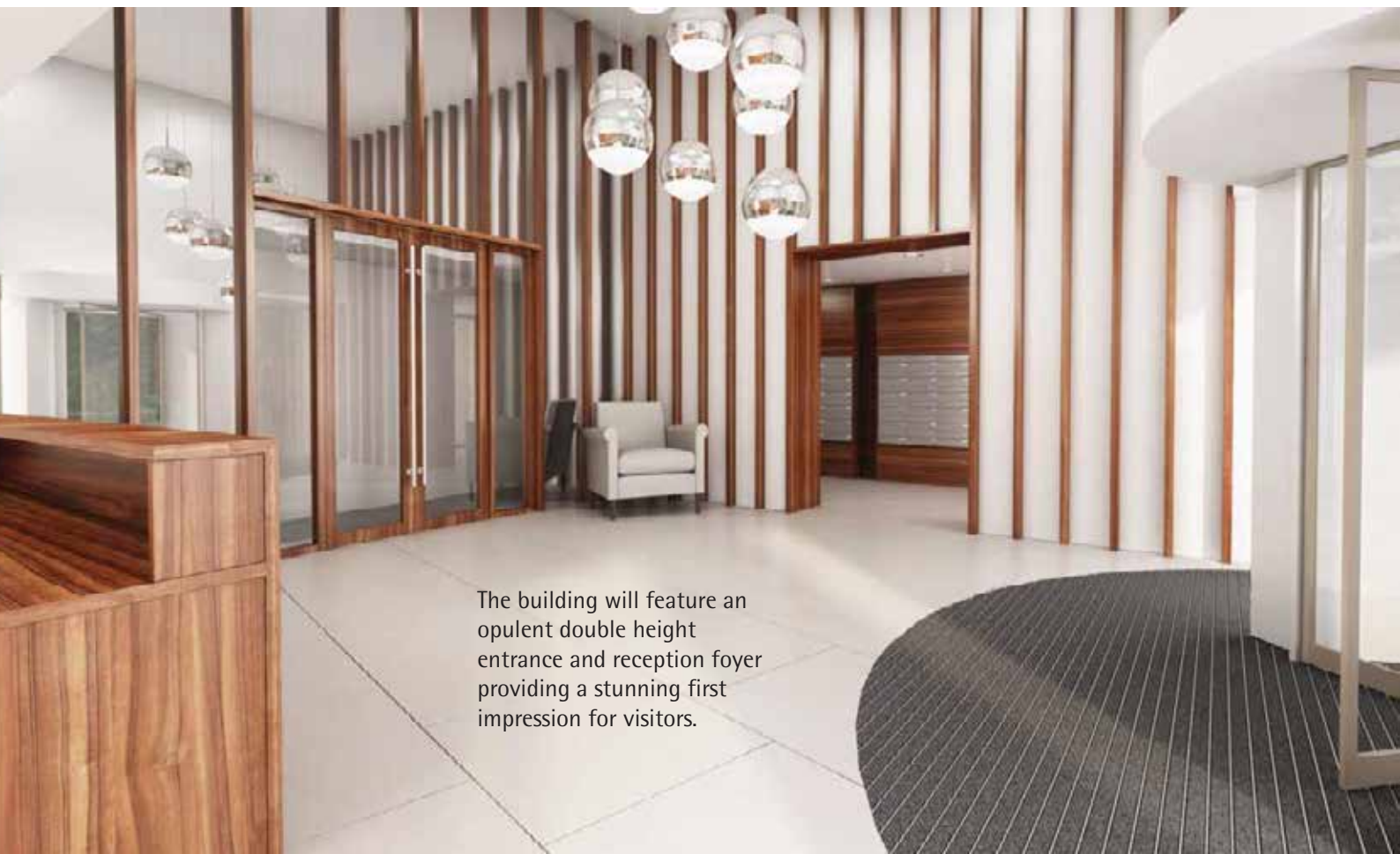
RIVERDALE HOUSE

LEWISHAM SE13



SNAPSHOT

Riverdale House, Lewisham SE13



The building will feature an opulent double height entrance and reception foyer providing a stunning first impression for visitors.



RIVERDALE HOUSE

Located in the heart of Lewisham Town Centre on Molesworth Street, overlooking the River Ravensbourne and parkland, Riverdale House was designed in 1981 by Sir Frederick Gibberd (1908-1984), one of the most significant British modernist designers of the 20th Century. Gibberd projects include Harlow, the HQ of Coutts & Co, Liverpool Cathedral, Heathrow Airport and Regent's Park Mosque.

Constructed during 1982-3, the building has the striking modernist style for which Gibberd is renowned.

Now Galliard Homes are transforming Riverdale House into a scheme of 137 stylish apartments, undertaking one of the company's most innovative conversion projects to date.

The new residential development will have high-speed lifts serving all floors including the lower ground car parking and cycle storage facility. There will be extensive landscaping and new planting to the spacious entrance area, and on the 4th and 5th level of the stepped building there will be large communal rooftop terraces for the private use of residents.

Within the grounds of the new development, across a large reflection pool, is Riverdale Mill, a retained Victorian mill building and water wheel. Built in 1828, Riverdale Mill will be converted into new homes and is the only one of the Ravensbourne River mills still surviving today. It was initially a leather mill and then became a corn mill in the 18th century.



Woodford Green

Woodford in north east London is a prosperous place with personality, a district where people want to put down roots. Buyers aspire to it on the way up the ladder and downsizers on the way back. And with good local schools and Epping Forest on the doorstep, it is also popular with families.

In the 1920s, suffragette Sylvia Pankhurst created a beautiful garden and tea house at Red Lodge in Woodford that was open to the public.



During World War Two, the house was demolished and later the garden was divided into four plots and a house built on each, but the Pankhurst connection has been reinstated with a new lodge-style property called Highbeam House comprising 14 flats on the original footprint and set in landscaped grounds designed by a Chelsea Flower Show award winner. A sculpture and plaque commemorate the site's history.



Suburban Surprise

Eltham is a well-connected south-east London suburb with a surprising showbiz side. Jude Law, Boy George, Kate Bush, Louise Rednapp and comic legend Bob Hope are among the entertainers who grew up there, while a recently unveiled plaque at the site of a new apartment block tells us this was where rock band Status Quo played their first gig back in 1967.



In Oyster card territory and only 20 minutes on the train from London Bridge, it is also one of the capital's greenest boroughs, with ancient Oxleas Wood, a 190-acre tract, and a medieval palace among the attractions.



London Bridge, 20 minutes direct from Eltham



Grove Place is a much needed high street scheme of 144 apartments in two stylish residential blocks overlooking a piazza and gardens plus there are hotel style entrance foyers and secure parking.



Eltham Palace and Gardens

Chiltern Street

the new centre of fashionable London

Up until the late 1990s Chiltern Street remained a local high-street and residential address, overshadowed by its more high profile neighbours Baker Street and Marylebone High Street. However from 2011 onwards, the landowner the Portman Estate, decided to give Chiltern Street a makeover, enhancing the address with wider pavement and repairs, and new shop front improvements and fit-outs.

This regeneration has attracted a wave of fashionable retailers including Trunk, John Simons, Mouki Mou, Prism, Cire Trudon and Sunspel.

This move upmarket helped to attract Hollywood hotelier Andre Balazs to open last year a new hotel, Chiltern Firehouse, whose opening and restaurant has attracted celebrities and huge publicity.

The hotel opening co-incided with the launch of Galliard's flagship development known as The Chilterns, a destination address providing new uber luxury apartments, a restaurant and leisure facilities.

Now Chiltern Street has become the most desirable address in central London. New retailers are queuing to open when premises become available, retail rents have improved and residential values on and around the street have risen and continue to rise.

Chiltern Street is now seen as London's newest fashionable shopping and dining destination, and was recently voted "London's Coolest Street" by Condé Nast Traveller.

VOTED "LONDON'S
COOLEST STREET"
BY CONDE NAST
TRAVELLER US







SNAPSHOT

The Chilterns, Marylebone W1



THE CHILTERNS

LONDON W1



Designed by world renowned architects Squire & Partners, with specification and interior design by international designer Rabih Hage, The Chilterns has been nicknamed by local agents as the "One Hyde Park" of Marylebone because inside resident's every wish has been anticipated.

Located at 74-76 Chiltern Street this most ultra-prime of developments provides 44 luxury residences for private sale within landmark architecture formed by a contemporary seven-storey glass and stone façade. Details include a striking stepped roofline, floor to ceiling windows with sun-shielding feature louvres, rooftop terraces and glass-fronted balconies.



Just off Marylebone High Street, The Chilterns overlooks the greenery of Paddington Street Gardens, and fronts onto Chiltern Street, now famous for its Chiltern Firehouse Hotel & Restaurant, trendy bars and boutique designer stores.

The initial collection of apartments were launched in October 2013 and rapidly sold off plan. Now with The Chilterns over 60% build complete, and a show apartment and marketing suite on nearby Wigmore Street, the developers have launched the premier and penthouse residences.

The epitome of opulence and style, the premier and penthouse residences provide an abundance of lateral living space, large private roof gardens or balconies (one penthouse has the largest roof gardens in the West End) and benefit from outstanding 5-star amenities.



Lifestyle facilities are planned to include a signature restaurant with in-room chef and dining; private gymnasium and sauna; private cinema; 21 basement wine cellars with wine tasting room; underground parking with valet; private art gallery lobby by David Bailey and 24 hour hotel style concierge.

An exceptional joint development by:



Across the metropolis

1 TRIDENT HOUSE Hayes Hillingdon UB3

2 WATERSIDE Hayes Hillingdon UB3

3 SARENA HOUSE Colindale NW9

PRINTWORKS
Clapham Road



GROVE PLACE
Eltham High Street



DISTILLERY PAVILION
Deptford Bridge



ST. MARY AT HILL
City of London



WAPPING RIVERSIDE
Wapping



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M4

LONDON
HEATHROW

10
HOUNSLOW

KEW

RICHMOND

10 CENTRAL HOUSE Hounslow TW3

11 CRESCENT HOUSE Clapham SW4

12 PRINTWORKS Clapham Road SW9


Galliard
Homes

4 THE CHILTERNS Marylebone W1

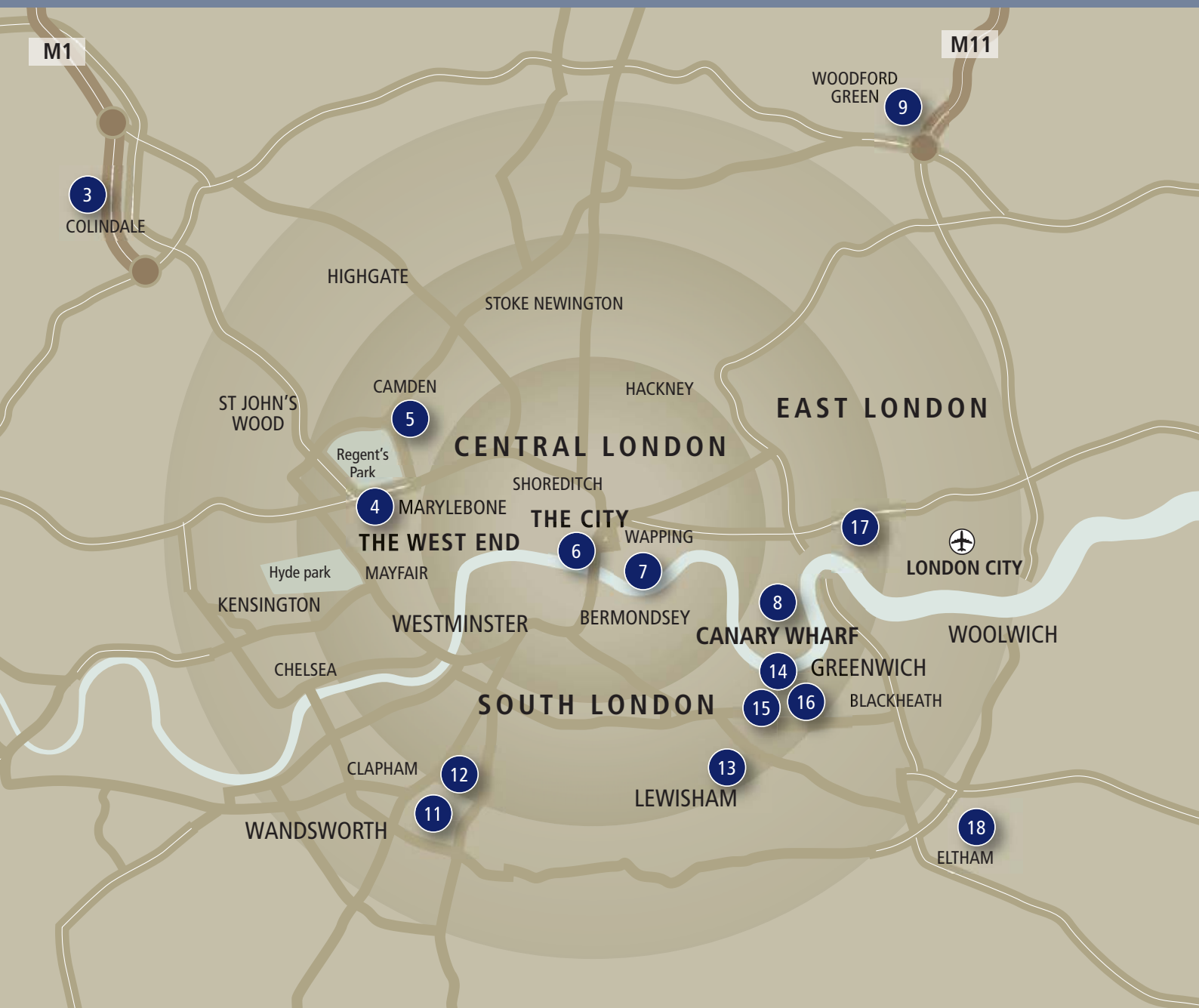
5 EUSTON REACH Camden NW1

6 ST. MARY AT HILL City of London EC3

7 WAPPING RIVERSIDE Wapping E1

8 BALTIMORE TOWER Crossharbour E14

9 HIGHBEAM HOUSE Woodford Green IG8



13 RIVERDALE HOUSE Lewisham SE13

14 NEW CAPITAL QUAY Greenwich Riverside SE10

15 DISTILLERY PAVILION Deptford Bridge SE8

16 MERRYWEATHER PLACE Greenwich SE10

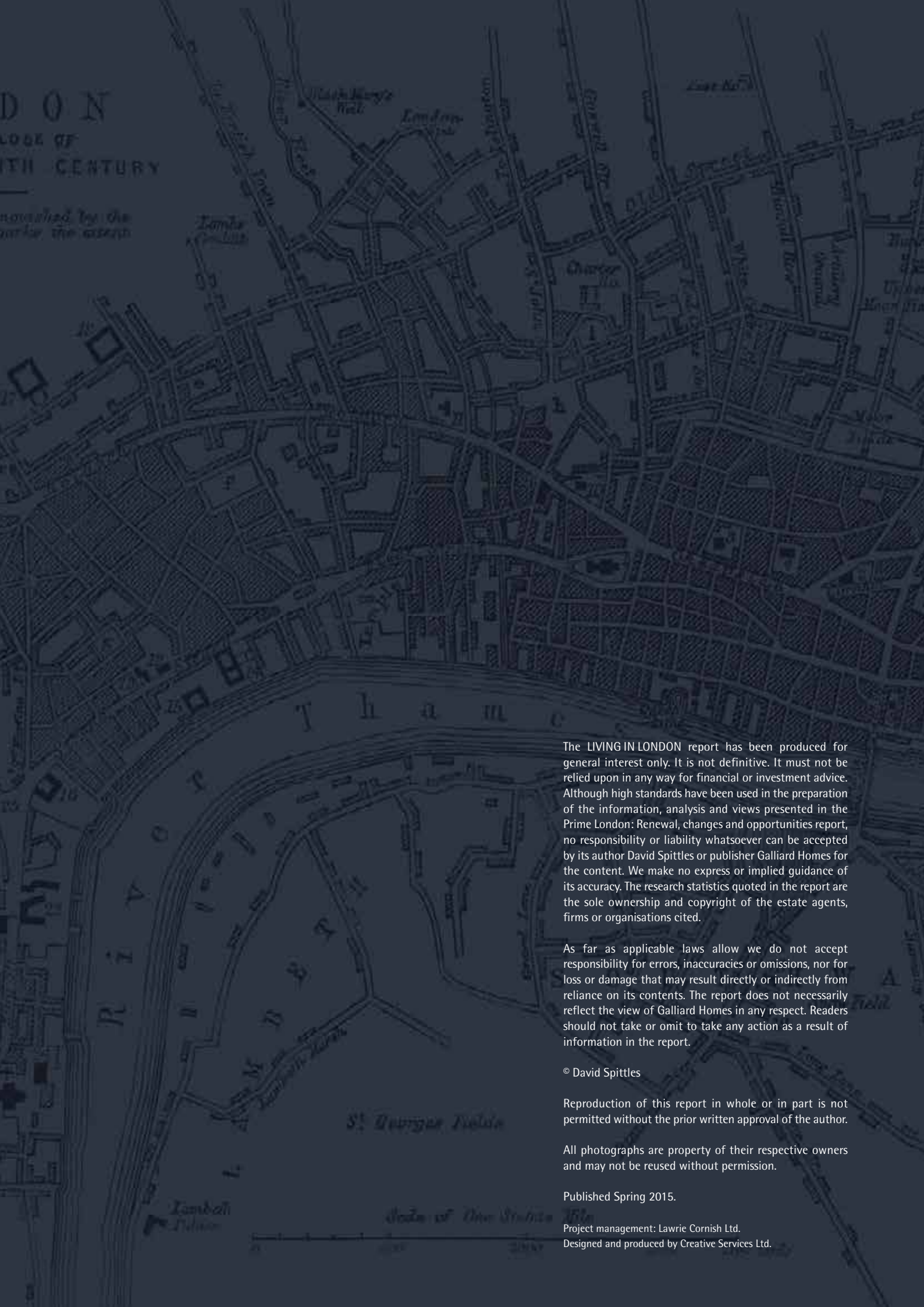
17 ROYAL GATEWAY Canning Town E16

18 GROVE PLACE Eltham High Street SE9



LONDON
PLANE OF
17TH CENTURY

Revised by the
author for the present



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