

WITH A PRIME London location adjacent to Regent's Park, St John's Wood owes much of its housing stock today to the Eyre family, who developed the area in the late 18th and early 19th centuries. According to London agents Beauchamp Estates, who recently published a full report on the area, "while it catered and appealed to relatively affluent merchants and successful authors, artists, and scientists, the gentry considered it just outside their orbit. However, the then relatively inexpensive villas, with large gardens and tree-lined avenues, have never lost any of their appeal and St John's Wood has steadily established itself as a discrete, 'under the radar,' part of ultra-prime central London."

It is these very houses of course which still draw people in today. Daniel Dagers, founder of Daniel Dagers Real Estate, has been in the business for over 20 years and has managed the sale of more than £3bn of residential property. He loves this area: "It's that great mix of beautiful housing stock. Many, if not most of the super-prime houses have been refurbished over the years, so while the façades are usually stunning originals, the internals have often

been completely, and uniquely renovated. Residents thus enjoy every modern convenience in a beautiful historic building."

Ian Green, Director of Ian Green Residential says, "The broad, tree-lined avenues and stucco-fronted villas are the trademarks of this well-heeled district of north-west London, with new developments and redevelopments popping up all the time for those with contemporary tastes. The biggest changes in the last five years have been along Avenue Road where houses have been demolished and new mansions built that will one day sell for between £30 million and £75 million. To the west, there are wide streets of early and mid-Victorian white stucco and brick villas and terraces. Along the busy thoroughfares, numerous apartment blocks range from Victorian mansion flats to Art Deco edifices and others built in every decade since."

He adds: "There are many attractions that draw people here – the American School, Lord's Cricket Ground and a high street with its designer boutiques and restaurants. Mainly though the area is the first suburb north from the West End and central London, offering spacious tree lined roads with family houses and large gardens. Its public green spaces plus its proximity to Regent's Park make it a lovely place to live and it also has great transport facilities with easy access to the city and Heathrow airport."

Jeremy Rosenblatt, Director of Vantage Residential states that "Living in St John's Wood provides the best of both worlds. You feel like you could be far from the hustle and bustle of town but are very close to it. It has a warm village feel about it and having sold properties in the area for the past 28 years, I often find that my clients move within the area and seldom move out." Similarly, Marc Schneiderman founded Arlington Residential in the area over 30 years ago: "Today prices range from £2.5m plus for a 3 bedroom apartment in an established quality building, to larger detached houses on streets such as Hamilton Terrace or Avenue Road requiring a budget of £20m upwards. There are a handful of homes in the area able to achieve £60m plus if you are fortunate enough to be able to persuade the owner to part with it – some of the more special houses have been in the same family occupation for many decades. The owners of these super rare homes know they are almost irreplaceable, and a privilege to own."

Rosy Khalastchy, Head of Office in St John's Wood for Beauchamp Estates, says in their report: "Both buyers and tenants are placing an ever-greater emphasis on space, green space and living local, particularly since the pandemic, which has meant that people spent more time at home. The market for houses in St John's Wood, sales and lettings, has steamed ahead, outperforming every area of central London. The combined price advantage, lifestyle benefits and location of St John's Wood all conspire to indicate that there remains substantial scope for further growth in this evergreen market." »



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