



Discover
**HORNSEY
TOWN HALL N8**



FIRST
INTERNATIONAL PROPERTY
第一國際物業



HORNSEY TOWN HALL N8

Set around the restoration of the iconic Grade II* listed Hornsey Town Hall, this vibrant new development brings together modern apartment living alongside leading entertainment, culture, renowned restaurants and first class service - all while honouring the building's distinguished legacy.

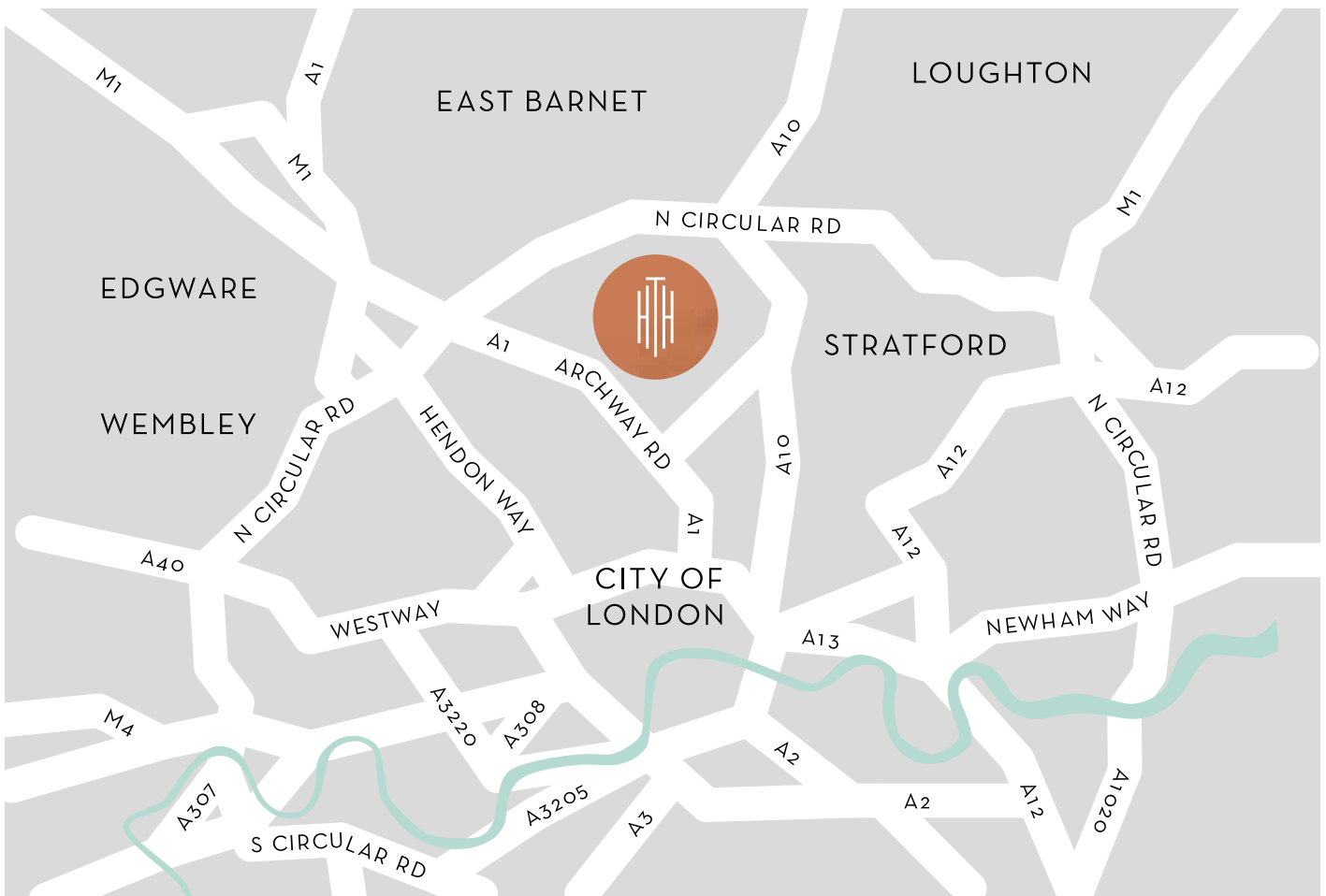
The Town Hall will house a new arts centre, a co-working space and a hotel operated by Dorsett Hospitality International with a rooftop bar for all to enjoy. In the grounds, the landscaped Town Hall Square will host public cultural events, which can be enjoyed from the lively cafés and outdoor seating.

This collection of new residential buildings, designed by renowned and award winning Make Architects, takes inspiration from the original design of both the listed Town Hall and Hornsey Library buildings. This new design creates world-class architecture while complementing the historic surroundings.

The collection of studio, one, two and three bedroom apartments are spread across two newly built blocks, a mews building and a carefully restored Broadway annex in the Town Hall grounds.

*“A new place for living, working,
visiting and creativity in the heart
of Crouch End”*

LOCATION



With a number of transport options close by, Crouch End is well connected to all of London and beyond.

VICTORIA LINE

12 minutes by W7 bus to Finsbury Park

King's Cross St. Pancras	16 minutes
Euston	18 minutes
Oxford Street	21 minutes
Green Park	23 minutes

NORTHERN LINE

13 minutes by 41 bus to Archway Station

Camden Town	18 minutes
Angel	26 minutes
Bank	32 minutes
London Bridge	33 minutes

OVERGROUND GREAT NORTHERN

14 minutes by 41 bus to Hornsey Station

Alexandra Palace	17 minutes
Old Street	29 minutes
Moorgate	33 minutes

BY AIR

London City Airport	12 miles
Heathrow Airport	28 miles

* Journey times are indicative only and are estimated using tfl.gov.uk.



THE SQUARE

Town Hall Square has long been the heart of the Crouch End community. In line with the wider restoration of the building, the Square will be rejuvenated to celebrate its original features, including the distinctive fountain and period street lighting.

The central green space will still host the existing shady mature trees and lawn garden. Lining the Square, cafés and restaurants will serve al fresco diners as seating spills outside, and local traders and stall owners will set up shop on market day. A variety of cultural and social events will create a vibrant, inclusive space for all to enjoy.

THE HOTEL & CO-WORKING HUB

Opening up from the hotel reception, operated by Dorsett Hospitality International, you will find the main co-working hub. This open-plan space will unite entrepreneurs, freelancers,

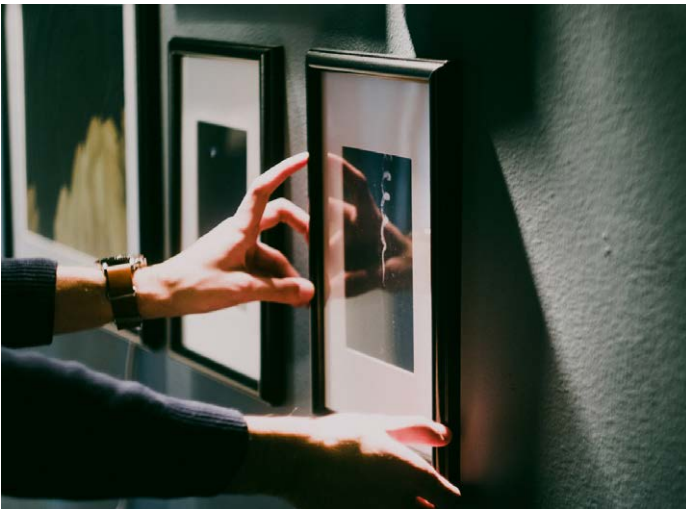
creatives and small business owners from the Crouch End community. A concierge will also be on hand 24/7 in the Town Hall building.



THE ARTS CENTRE

The Town Hall will be home to a modern, new Arts Centre hosting a diverse programme of high quality performances and events, from theatre and film to music, dance, comedy and cabaret shows.

Run by cutting-edge arts and media specialists, Time + Space Co., the Arts Centre will push the boundaries of live entertainment, drawing on future-proofed technologies to host 3D hologram performances and live streams of international ballet, theatre and opera.



A TREAT FOR THE SENSES

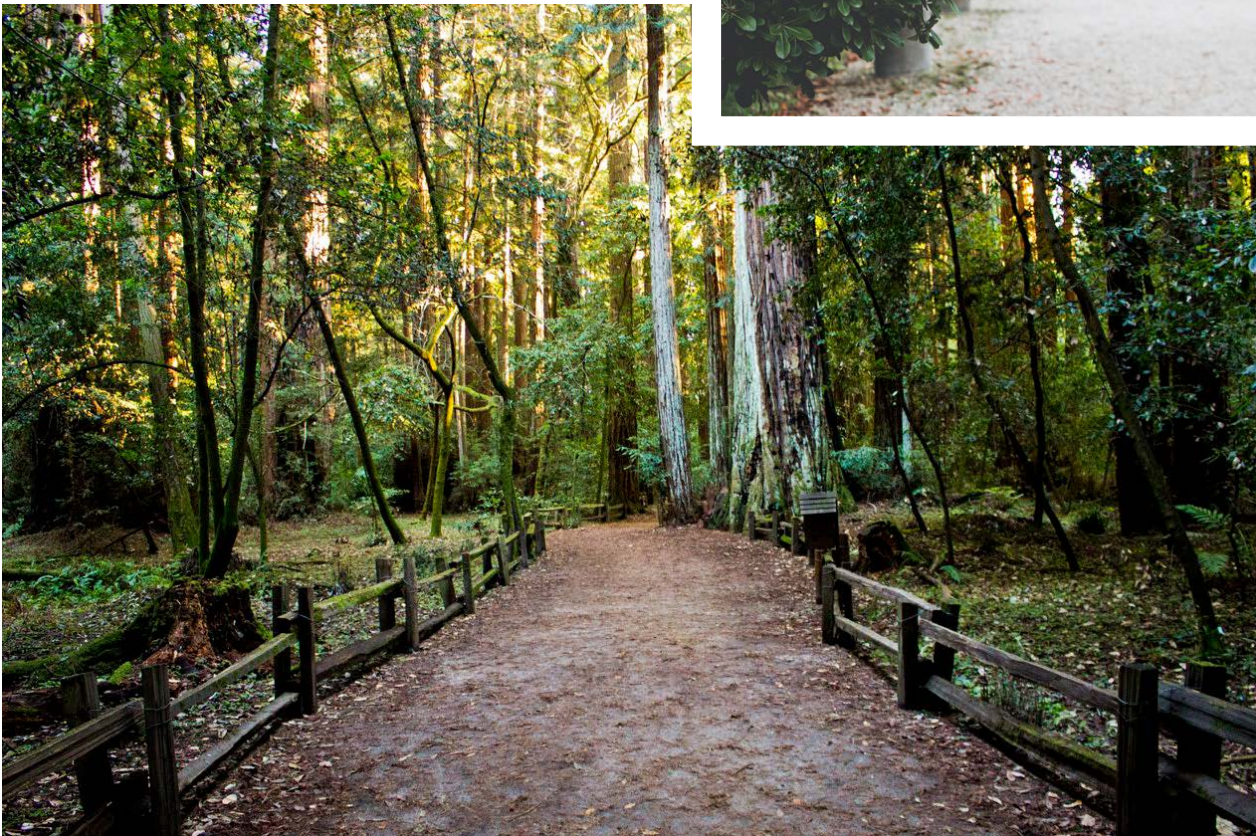
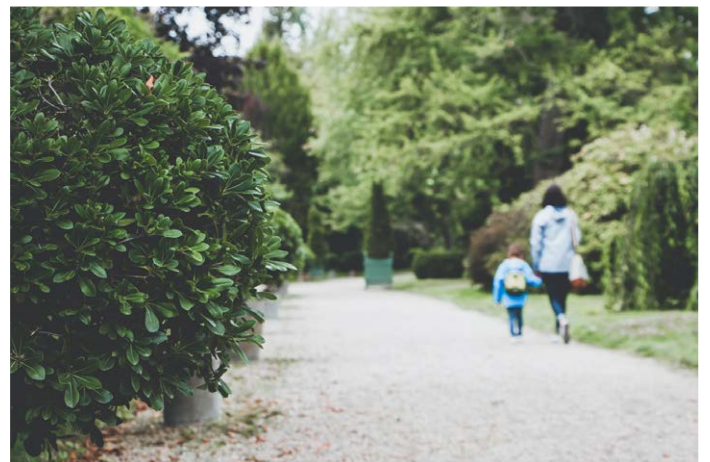
When it comes to eating out, Crouch End caters to every taste and occasion. Its streets are home to cuisines from all corners of the world, with Thai restaurants, Mediterranean cafés, steakhouses and pizzerias sitting side by side.

If you're partial to an afternoon spent meandering through vintage boutiques, gift stores and craft shops, with a pause for coffee in between, Crouch End is the ideal destination. Traditional shopping centres Brent Cross and Westfield Stratford are easily accessible.



GREEN SPACES

North London is blessed with an abundance of greenery. From the undulating sprawl of Hampstead Heath to the shady paths of Highgate Wood. With the Victorian grandeur of Alexandra Park to the north, and the landscaped gardens of Finsbury Park to the south, Crouch End sits in between some of the city's best loved green spaces.



A DAY IN

THE LIFE AT CROUCH END



1

Wake up and wander through the heart of Crouch End and you will be spoilt for choice for breakfast, with several independent cafes to choose from including Café Beam, Haberdashery, The Blue Legume, the list goes on.

2

As you continue your walk through the high street you can't fail to notice the striking red brick clock tower at the centre of Crouch End Broadway which was erected in memory of local politician Henry Reader Williams (1822-97). He worked tirelessly to preserve the character of Crouch End and saved Highgate Wood from development.

3

Check out the wide range of independent shops, pop into Flashback Records where you will find all musical genres, head to Mini Kin for the latest contemporary children's clothing and what shopping trip could be complete without a trip to Of Special Interest Interiors to furnish your new apartment!



4

Time for coffee, you can enjoy a cream cake as big as your face from Dunn's Bakery, a Crouch End institution run by a family who have been baking since 1820.

5

Enjoy the breathtaking views across London and walk off that cake through Alexandra Park, with 196 acres of woodland, you will find a boating lake, Sunday farmers' market, pitch and putt course, skate park and ice rink.

6

Next onto Hornsey Library which is home to two art galleries, The Original Gallery and The Promenade Gallery, as well as the Community and Youth Music Library, with its extensive collection of musical scores.

7

Head to Banners for dinner, established by Juliette Banner in 1992, Banners quickly became one of Crouch Ends' favourite restaurants. Urban legend has it that Bob Dylan dined at Banner's restaurant, where there is now a plaque commemorating his visit.

8

Finish the day with a trip to Crouch End Picturehouse where you can enjoy cinema at its best in a beautiful 22-seat screening room.



INTERVIEW WITH THE ARCHITECT

WHAT WAS YOUR INSPIRATION FOR THIS DEVELOPMENT?

The architectural design of the apartment buildings was inspired directly by both the beautiful art deco listed Town Hall building as well as the listed Library building. The colour of the original heritage brick combined with the metal balustrade detailing and relief pattern of the cladding panels create an architectural language which is an evolution of the historic buildings.

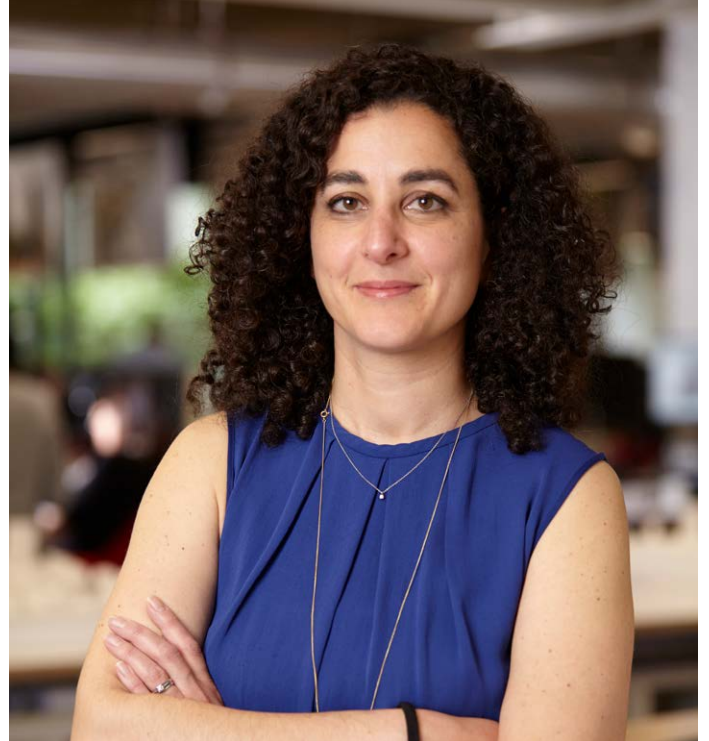
The interior design of the apartments is a contemporary interpretation of the elegant interiors of the Town Hall building. Features such as bespoke light fittings and door handles are unique to the project and are crafted based on the original designs in the Town Hall.

HOW IMPORTANT WAS BALANCING THE OLD WITH THE NEW DURING THE DESIGN OF THIS PROJECT?

The historic listed buildings on the site were truly inspirational and critical to our design thinking. However, we felt it was important to create a new design which was the third evolution of the site - the first being the creation of the Town Hall in the 1930s and the second the building of the Library building in the 1960s. The new residential buildings take these incredible assets and create a design for the 21st century which respects its heritage and provenance.

WHAT WERE THE IMPORTANT ISSUES, CONSIDERATIONS AND CHALLENGES OF THIS PROJECT?

The design has been created to work with the features currently on the site to define public and private gardens and spaces. Taking advantage of the level differences across the site, we were able to create private children's play-space and residential gardens. It was also important to create pedestrian routes into and through the site - whether it is access from the Town Hall, through the public gardens to the private residential spaces or the pedestrian connection from



Haringey Park through to Weston Park. Balancing the private and public needs of the apartments with the surrounding neighbouring areas formed one of the main considerations for the masterplanning of the site.

HOW SUSTAINABLE IS THE DESIGN?

Double glazing, creating light and bright spaces and good insulation will mean that the energy usage within the apartment will be minimised. Photo-voltaics on the roof as well as an energy centre in the basement all work together to provide a sustainable energy source for the residents.

WHAT CAN BUYERS EXPECT TO SEE FROM THE TOWN HALL INTERIORS?

The Town Hall interiors will be respectful of the original features and fittings. We are restoring much of the original furniture to be re-used in the existing spaces. The main lobby space is envisaged to be a vibrant and lively hub for arts centre visitors, hotel guests and people working in the building. Our passion is to create flexible and multi-function spaces in the building which will ensure a sustainable and successful future for the building.

WHAT IS YOUR FAVOURITE PART OF THE DEVELOPMENT AND WHY?

My favourite part of the development is the roof top bar in the Town Hall. It will have fantastic views of Alexandra Palace and over Town Hall Square as well as towards both the new residential buildings. I hope and imagine that from here, people will be able to enjoy the evolution of the site from a civic and formal town hall to an exciting mixed-use place where people are working, living and playing.

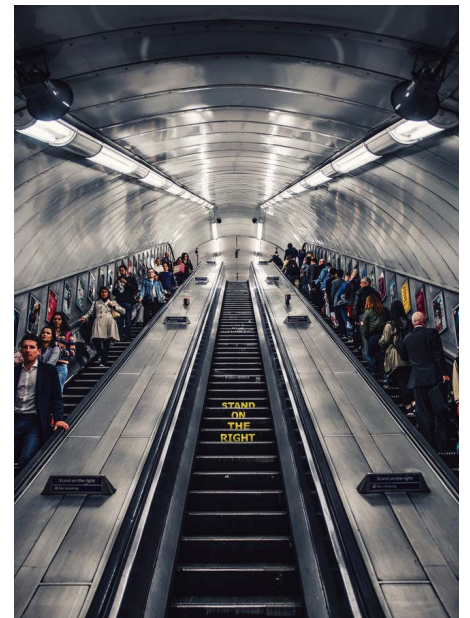
Katy Ghahremani
Make Architects

WHY LONDON?

An attractive place to live and work:

- > Stable legal and political system
- > World class educational system
- > Access to global financial markets
- > Exceptional cultural amenities
- > Robust jobs market, with employment expected to grow by 10% over the next 10 years

Despite recent political and economic uncertainty as a result of the UK's vote to leave the EU, the factors that make London a premier world city remain unchanged over the long-term. The city's appeal is a result of the amenities, quality of life and opportunities offered. London is also renowned for its global standing in terms of business and trade, as well as stability and transparency in terms of tax, policy and housing tenure.



Savills Research

CROUCH END - A LOCAL AREA FOCUS

Located in Crouch End, within the London borough of Haringey, the impressive Grade II listed modernist Hornsey Town Hall is one of the notable landmarks of the busy town centre. Crouch End centre is one of London's most artistic areas with a reputation for independent and specialist shops. Numerous well-known, popular retailers have also established here including Heirloom, Gail's Bakery and a Picturehouse cinema.

The town centre is surrounded by quiet and affluent residential roads, many of which are late Victorian and Edwardian in style, which give the neighbourhood its urban village feel. Despite being only five miles from the city centre, there are expanses of green space within close proximity to Hornsey Town Hall, including Alexandra Park, Finsbury Park and Highgate Wood.

OUTPERFORMING SALES MARKET

Over the past 10 years, property values in the borough of Haringey have increased by over 96% and currently average £655,000, 6% above the London average. At a more local level, house prices in Crouch End averaged £648,000 during the 12 months to August 2019 which is broadly in line with the borough but at a considerable discount to the neighbouring areas of Highgate and Islington.¹

AVERAGE TRANSACTION VALUES, 12 MONTHS TO NOVEMBER 2018



Source: ¹ HM Land Registry

LOCAL DEMOGRAPHICS

WHO LIVES IN THE LOCAL AREA?

In the immediate area around Hornsey Town Hall, residents are predominantly comprised of city sophisticates and many are young, affluent professionals working in the City or West End.² The majority of Crouch End residents are employed as directors, managers or professionals.³ Over the past ten years, the number of people working in the professional, scientific and tech sector in Haringey has more than doubled and it is set to outperform all other sectors in the borough over the next decade.

Crouch End is well-known for being a leafy, family-centric north London suburb with a village feel. A range of high performing state-funded and independent schools can be found in the local area, including Ofsted-rated outstanding Coleridge primary school and the independent Channing School.

GROWING TENANT DEMAND

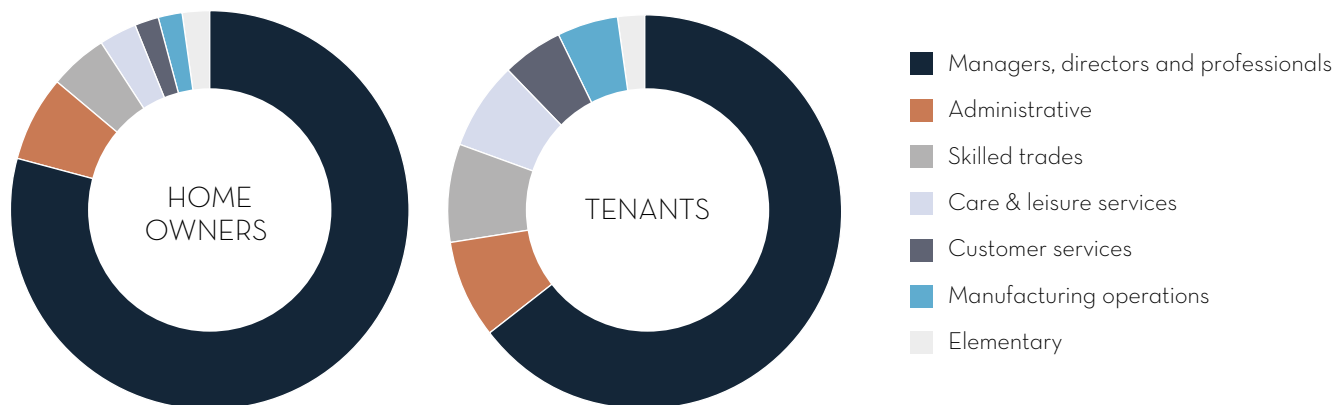
Although half of properties in Crouch End belong to owner occupiers, the number of tenants in the area grew by 50% over the past ten years, more than owned and socially rented households. Much like homeowners in this area, the majority of tenants are employed as managers or professionals.

LIMITED RESIDENTIAL SUPPLY

Despite being a desirable residential area, Crouch End has only seen a couple of new developments in recent years and has a limited future pipeline. In the past eight years, only four schemes have completed in the N8 postcode district, delivering just 364 private new homes to the area.

Currently, there are four schemes under construction and a further three with planning permission. Most of these schemes are comprised of less than 200 units and are predominantly located around Hornsey station.⁵

OCCUPATIONS OF HOMEOWNERS AND PRIVATE TENANTS IN THE N8 POSTCODE DISTRICT



Source: 2011 Census

“Within a 20 minute walk of Hornsey Town Hall there are 14 high performing primary and secondary schools.”

² ACORN
³ ONS 2011 Census
⁴ Oxford Economics
⁵ Molior

“Over two thirds of residents in Crouch End are employed as managers or professionals.”



Savills Research **OUTLOOK FOR THE MARKET**

A BUYING OPPORTUNITY

Following the overwhelming Conservative majority in the December 2019 general election, there is now much greater political certainty with regards to the UK leaving the EU. Although, with a leave date of 31st January in place, there is still significant work still to be done to agree the appropriate trade deals with the EU.

On top of the greater certainty, a weak sterling has opened up a significant buying opportunity for international buyers. The currency window is expected to soon begin to close as sterling is expected to strengthen in line with improved economic certainty, providing incentive for overseas buyers to

quickly take maximum benefit of the weakness of the pound. In addition, interest rates are still low in a historical context; and any further rate increases will be incremental and gradual given recent economic growth numbers.

Across the mainstream London market, buyers continue to stretch themselves further by borrowing more relative to their income. Over the last year, the average homebuyer in London borrowed 3.6 times their income. Looking forwards, Savills are forecasting values to increase by 4.0% over the next five years across the mainstream London market*.

* Savills house price forecasts apply to average prices in the second hand market. New build values may not move at the same rate. Forecasts as at November 2019

INVESTMENT LETTINGS

Savills Residential Development Lettings Department offers a bespoke service for any investor looking to purchase property in residential developments.

Whether a first time single unit investment or large scale institution, we offer professional consultancy services to assist you throughout the process. From choosing a property, furnishing it, finding tenants, management and eventually re-selling, the Residential Development Lettings Department will assist you all the way.

Key benefits for investors using Savills Residential Development Lettings Department include:

- > Professional residential lettings investment advice
- > A 20% discount on Savills standard lettings and management fees
- > A free post purchase/pre-let service including key handover and visual property checks
- > Dedicated personnel offering yearly face to face contact for international investment purchasers
- > The department has access to over 140 real estate service lines throughout the UK
- > Hong Kong and Singapore representatives and Mandarin speaker

Type	Size sqft	Estimated Rent £pw
Studios	461 - 564	£275 - £300
1 Beds	504 - 684	£325 - £390
2 Beds	725 - 1004	£450 - £600
3 Beds	1,028 - 1,513	£600 - £750

Whilst the above figures have been quoted with good faith and without prejudice, Savills cannot be held responsible whatsoever for the market conditions when the premises purchased is marketed on the open lettings market. This information is provided as advice at the time it is given and prior to the premises being marketed. It does not constitute a formal valuation and should not be relied upon for matrimonial, loan or security purposes. In a volatile market our advice can become outdated and accordingly we may wish to review our opinion over time.







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