



*the residence*

|  
CLAPHAM



## A superior collection

The Residence is a superior collection of luxury 1-, 2- and 3-bed apartments in the heart of Clapham – one of London's most desirable and popular areas.

Located a few minutes' walk from Clapham North Underground Station and Clapham Common, the best of London is right on the doorstep of The Residence. These stunning properties deliver a stylish, convenient lifestyle in the heart of the capital.

# Modern luxury living with elegant period style

The Residence comprises a stunning Grade II listed building at the front and a state-of-the-art new-build block to the rear, which makes innovative use of the space to create an exceptional modern development.

The unique mixture of conversion and new-build apartments leads to a range of layouts which all nevertheless share certain key characteristics – large, bright living spaces, a commitment to the highest quality fixtures and fittings, and an exquisite attention to detail throughout.

Bedrooms are large and airy; living spaces are open-plan and inviting; kitchens are ideal for cooking and socialising alike. Selected apartments also contain balconies, and residents can enjoy landscaped communal gardens.





Courtyard



Courtyard



Living Area



Master Bedroom



Each apartment at The Residence provides open-plan living built around space, light and comfort. Large windows provide a welcoming living environment, and every element throughout these homes have been meticulously designed to create a one-of-a-kind experience.

The bedrooms are large and tastefully decorated to form a relaxing, natural space that is a pleasant escape from the hustle and bustle of city life. Furthermore, selected apartments have spacious en-suites to the master bedroom to complete the picture.



Living Area





Apartments include stylish open-plan kitchens with seamlessly integrated appliances and bespoke, premium worktops. A full complement of white goods has been provided which meets high environmental standards.

Kitchen



Bedroom



Balcony

The natural, refined design of the bedrooms promotes an air of beauty and comfort which perfectly suits these luxury homes. Master bedrooms are equipped with en-suite bathrooms for maximum convenience.

## Balcony



The Residence is built around a set of stunning landscaped communal gardens which offer a tranquil, relaxing environment for residents to enjoy. Likewise, selected apartments feature large balconies that allow private outdoor space which is always in high demand in London.



## Courtyard

## The location

Clapham is one of London's most vibrant and exciting areas which is packed with bars, restaurants, shops and beautiful green spaces. London is a city where you can find anything and everything, and Clapham is the perfect example of this.

Popular local pubs such as The Landor, Belle Vue and No. 32 are within walking distance; restaurants including Minnow, Megans, Sorella and Tsunami provide exceptional food from around the world; and the nearby high street is packed with a whole range of shops.

The nearby Venn Street Market offers something different again by providing an award-winning community food market where locals can meet directly with farmers and small independent producers every week.

Theatre and art lovers could not ask for a better place to live than The Residence. In the immediate area alone, you can make the most of Battersea Arts Centre, the Omnibus Arts Centre, 575 Wandsworth Road, the Soseki Museum, Clapham Grand, Clapham Picturehouse, the Lavender Print School and so much more.

It's easy to see what makes Clapham such an exciting, popular area. It has everything you could want and so much more – making it the perfect place to buy property.





Covent Garden

Trafalgar Square

Houses of Parliament

The London Eye

Vauxhall & Nine Elms

Clapham Old Town

Larkhall Park

The City of London

The Shard

Olympic Park

the residence  
CLAPHAM

Canary Wharf



## Clapham Common

The 220-acre Clapham Common is one of London's largest, oldest and most beloved parks, and can be found just an eight-minute walk from The Residence. Its welcoming green spaces complement and enhance the first-class urban environments that surround it, creating a neighbourhood that is the envy of London.

In addition to its open fields, Lambeth Council notes that the Common contains many other interesting landscapes such as "avenues of mature trees, three ponds used for a mixture of fishing, model boating and wildlife conservation, two woodlands, species-rich meadows and grasslands, and a network of paths."

As well as being the sort of wide-open green space which makes city centre life so much better, the Common also includes a number of cafes, playgrounds and a skatepark, as well as a historic bandstand which was restored in the 1960s and now hosts open-air concerts in the summer.

## Connectivity

The Residence is minutes from several of London's most useful underground and overground lines. Clapham North and Clapham Common stations give access to the Northern Line, from there you can easily reach the City and West End. Next door to Clapham North, you will find Clapham High Street Overground Station, which allows you to travel even further afield. A short walk in the opposite direction from The Residence, Stockwell Underground Station can get you to Oxford Circus, London's busiest retail street, in just 10 minutes.

The local bus network offers even more options to residents of Clapham, providing a cheap and convenient way to get around the city, with particularly strong links to popular local cultural hotspots like Brixton and Dulwich. The nearby Santander bikes are another efficient way of getting around, and are not available outside of Zone 2.

Clapham Junction – one of the busiest railway stations in Europe – is reached easily from anywhere in Clapham by walking or by catching a nearby bus. From there, the national rail system opens up and you can get direct trains straight into London Waterloo, or head further afield and explore England's beautiful South West.



Imperial College London



University College London



## Education

London is an academic hotspot, with the most universities of any city in the UK. Many of these institutions rank highly in the QS World University Rankings 2022, including Imperial College London (7th), University College London (8th), King's College London (35th) and London School of Economics (27th).

As well as the quality of its education, students from around the world are also attracted to London due to the city's diversity, entertainment, culture and history. All of these combined make London the UK's number one university destination.

Places like Clapham are extremely popular with students for all of the above reasons. The area has everything that a student could ever want, and on top of that the aforementioned transport links into Central London put all of the city's best universities within an easy, convenient journey.

Whether you are an investor or are looking to move your family close to London's universities, Clapham should be at the top of your list.





# Why purchase in Clapham?

London has long been known as a first-class property investment market, and Clapham is one of the most desirable rental markets in the city among young professionals looking for a first-class luxury home.

## London property market

The London market is established and proven. This means that the capital grows in a reliable way which offers large profits for investors without the ups and downs that can characterise some newer markets. London is a mature prospect which you can rely on, no more so than in places like Clapham which have delivered steady growth for years and will continue to in the future

The latest residential property forecasts from JLL demonstrate this with projections showing that London can expect property price growth of 25.8% by 2026. This follows recent reports from Zoopla which show London's average house price is now more than half a million pounds – more than double the national average, and a sign of the capital's strength.

London's rental market has also maintained its underlying good health, and the recovery from Covid-19 is expected to see rents in the capital increase rapidly. Research undertaken by Savills, City Hall and the London Mayor's office has estimated that we may see London rents increase by as much as 19% over the next five years – which is more good news for property investors.

## 25.8%

Property values in London expected to grow 25.8% by 2026 (JLL)

## x2

London house prices are twice as high as the national average (Zoopla)

## 19%

London rents predicted to rise 19% in five years (Savills/City Hall)



## Population growth

London is by far the biggest city in the UK and one of the most populous in Europe. It is the heart of the UK and its economy is so large that people from around the globe relocate to the city and invest here. Consequently, more people are moving to London all the time, and the population of 9 million will keep growing.

The latest data from the Greater London Authority (GLA) anticipates that London's population will grow by up to 70,000 people a year going forward, and it would be no surprise to see that figure increase as the economic recovery kicks in following Covid-19.

This is very good news for investors as it means that demand for rental property will continue increasing, and the foundations for the whole sector will be shored up annually by all the new arrivals. Areas like Clapham with outstanding transport links, world-class culture and an unbeatable living environment will become increasingly desirable to the thousands of young professionals moving to the city.

## 9m

Current population of London (Greater London Authority)

## 11m

London's projected population by 2050 (Greater London Authority)

## 70,000

Estimated yearly population growth (Greater London Authority)

## Economy & business

London is the centre of the UK economy in every way which counts. It is home to one of the largest populations in Europe, multinational companies from around the world compete to be in the city, and a rolling programme of major investments is designed to keep the capital on top.

The capital's economy is worth more than £500bn annually, and it is set to grow much more in the coming years. Analysis from GLA Economics and the Mayor's Office shows growth of 5.4% in 2021 in spite of Covid-19, and a further 6.9% projected over 2022. London's average household income and expenditure are both forecasted to expand in similar terms over the same period.

London's workforce is estimated to be more than 4 million people strong, and its economy is heavily based around future-proof industries which will help the city maintain its pre-eminence in the future. For example, its technology sector is by far the largest in the UK and supports 46,000 tech companies and 240,000 jobs, while generating more than £32bn annually.

*"One of the strongest regions and cities on the planet is London. It's highly attractive, and it offers one of the best prospects for business development and innovative thinking"*

Finsphere Corporation



# £500bn+

The size of London's economy  
(Office for National Statistics)

# 12.7%

Economic growth anticipated  
by the end of 2022 (GLA Economics  
& London Mayor's Office)

# 25%

London is responsible for almost  
a quarter of the UK's economy  
(Office for National Statistics)





## About Alliance Investments

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Headquartered in Manchester, AIL is a key contributor to the growth of the UK's top property locations – including London – and maintains an unrivalled level of customer service which has become its trademark.

With local experts on hand across Europe, the Middle East, Asia and Africa, our experienced Sales and Aftersales teams are dedicated to offering a clear and transparent service at every stage of the process.

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[theresidenceclapham.co.uk](http://theresidenceclapham.co.uk)

02045 272 001