

# ENCHANTING CHISWICK

Superb schools, champion eateries and an admirable housing mix are luring residents to this west London district, finds Cheryl Markosky



## CHISWICK LANE W4

£2,750,000

Five-bed Edwardian house with original corning, tiles and stained glass, alongside modish media room and off-street parking.

[www.featherstoneleigh.co.uk](http://www.featherstoneleigh.co.uk)

Harry Potter would be hard pushed to better Chiswick's magic formula – a High Street where shops are opening rather than closing, Michelin-starred restaurants alongside retro diners, and first-rate educational establishments.

It's hardly surprising then that families, young professionals, retirees and celebrities wanting a slower pace of life all call Chiswick home.

"The main reason families flock here is because W4 has some of the best schools in London," says Christopher Bramwell of Savills.

He notes chart-spiking St Paul's Girls' School and Latymer Upper for boys, state Chiswick School, The Swedish School just over the river, and a drama college supported by Andrew Lloyd Webber.

Most of Christopher's clients are upsizing from Kensington or returning to London from Devon.

"They want 18th-century houses on Chiswick Mall, Edwardian terraces with large gardens in Grove Park, or Norman Shaw Arts-and-Crafts villas in Bedford Park," he remarks.

With prices dipping 15-20% at the lower end of the market, Chestertons' Charlotte Writer-Maguire argues that for the first time in years, first-time buyers can get in on the act.

"They can afford two-bedroom apartments under £500,000 and the stamp duty threshold. Mid-terrace houses are better value now, too – up to 30% off previous values."

Ramsey Conyers, head of Knight Frank's Chiswick office, reports sellers are accepting more price sensitivity in the market. Equally, "buyers just want to get on with it".

As rates are likely to rise soon, he points out that now's the time to buy "while you can still get a three- to five-year fixed mortgage.



## THE BROOK W6

£2,950,000

Artist Lucien Pissarro lived in this five-double-bedroom, Grade II-listed house that comes with a separate artist's studio, large garden and off-street parking.

[www.finlaybrewer.co.uk](http://www.finlaybrewer.co.uk)



## SUTTON LANE NORTH W4

£1,250,000

Completely redecorated four-bed Victorian house with parquet wood flooring and useful cellar, within easy walking distance of Chiswick High Road.

[www.chestertons.com](http://www.chestertons.com)



## FAUCONBERG ROAD W4

£1,400,000

Four-bed house in heart of Grove Park, with south-facing garden and only a three-minute walk to Falcons School for Boys.

[www.hortonandgarton.co.uk](http://www.hortonandgarton.co.uk)

Chiswick's bucking the trend with people feeling more confident," Ramsey adds.

Property prices aren't the only consideration for purchasers, however. According to Mani Sheibani of Featherstone Leigh, the energy permeating from shops, bars and restaurants in the area draws in a large crowd.

"There are cool alternative concepts, such as Evans & Peel Pharmacy – a detective-themed cocktail bar – and there's talk of a branch of The Ivy arriving soon," he explains.

Outstanding retail, leisure and entertainment spaces bring a chillaxing vibe to Chiswick.

"At the same time, you breathe clean air and notice the green spaces as soon as you get off the Tube," Mani declares.



#### WEDGWOOD VILLAS W4 FROM £2,000,000

Six new, terraced townhouses by Martin's Properties with four bedrooms, air conditioning, roof terraces, and a lift from an underground parking zone to the homes.

[www.knightfrank.co.uk](http://www.knightfrank.co.uk)



#### HATFIELD ROAD W4 £1,200,000

Charming period terrace with three bedrooms – one in the converted loft space – family room and garden, near Turnham Green Tube.

[www.knightfrank.co.uk](http://www.knightfrank.co.uk)



#### CHISWICK QUAY W4 £1,999,950

Riverfront, four-bed house with top-floor suite offering Thames views and a large paved entertaining area outside.

[www.harrodestates.com](http://www.harrodestates.com)

Another key feature is the Thames running through Chiswick. Phillip Cannon of Riverhomes notes that the Council's currently renovating conservation areas at Strand on the Green and Grove Park.

He reckons that newer waterfront apartments start at £800,000 to £1 million, while period riverside homes are valued from about £1.5 million. Larger houses on Chiswick Mall are more likely to cost around £10 million plus.

"There are fewer transactions at the moment, but once purchasers commit to the idea of getting a waterside home, they do it wholeheartedly," Phillip suggests.

Waterfront homes rarely come up for sale – "they remain in families for decades," he points out – but when they do, they command a huge

premium. "It's all about quality and not quantity." The most popular stretches, with more substantial, period properties oozing character, are Strand on the Green and Chiswick Mall.

"And you don't necessarily need to be a multi-millionaire to be able to afford to live on the river, as there's a wide mixture of building styles from different decades," adds Phillip.

Jamie Browne of Haus Properties sums up the appeal of Chiswick. "What people love is that it's an individual suburb with its own identity and culture that keeps evolving – right in the middle of London."

Good schools and places to eat, appealing stretches of the Thames and a terrific amalgam of homes for all. Looks like Chiswick has the magic touch. 🏠



## FACT FILE

### What's special...

Chiswick High Road with high-end chains Cath Kidston, Jigsaw and Space.NK.apothecary, next to indie haunts The Old Cinema antiques emporium, bicycle stockists Fudge & Sons (that's been going since the Twenties) and women's fashion boutique Iris. Two Michelin-starred restaurants: Hedone and La Trompette. Picnicking, dog walking and strolling at Chiswick House (a Baroque villa built in 1729), Chiswick Common, Turnham Green, Dukes Meadows, Gunnersbury Park and along the river.

### What's new...

500 Chiswick High Road (Redrow Homes), Chiswick Gate (Berkeley Homes), Wedgwood Villas (Martin's Properties and Black Onyx) and Hideaway Mews (Heronsbrook Homes).

### Celebrities...

Ant and Dec, Colin Firth, David Tennant, Dara O'Briain, Clare Balding, Alice Arnold and Matt Dawson.

### Connections...

Turnham Green Tube (District and Piccadilly lines), Chiswick Park Tube (District), Stamford Brook (District), Chiswick mainline station that whisks you to Waterloo and Victoria (via Clapham Junction) in about 30 minutes. A4 and M4 arteries guide you to Heathrow, only 20 minutes away.

### Schools...

Belmont, Grove Park and St Mary's Catholic Primaries, state secondary Chiswick School, Arts Educational School, private Chiswick & Bedford Park Preparatory, Latymer Upper, Godolphin and Latymer Girls, St Paul's, The Swedish School and The Orchard.

### Sports and leisure...

Rocks Lane Multi Sports Centre, Hogarth and Roko Health Clubs, Virgin Active Chiswick Park, Dukes Meadows, and Chiswick Riverside Health & Racquets Club. Rowing clubs: Cygnet, Quintin Boat and British Rowing. Chiswick Theatre Arts provides dance and drama for children and adults.

### Property prices...

According to Zoopla, the average property price is £1.55 million. Savills Research puts the average prime value at £860 a square foot, compared to £1,800 in central London.

## DID YOU KNOW...

- Chiswick got its name from the Old English for 'cheese farm'.
- The Battle of Turnham Green, an early English Civil War skirmish of 1642, ended in stalemate – saving London from Royalist attack.
- Fuller's Griffin Brewery – London's only remaining family brewery – has been concocting beer for 350 years.
- Ultravox frontman Midge Ure penned "Do They Know It's Christmas?" at his Chiswick home.
- Poet William Butler Yeats lived in Bedford Park.
- Painter Johan Zoffany spent his later years in Strand on the Green.
- The finish line of the Boat Race, where crews from Oxford and Cambridge universities paddle it out on the Thames, is at Chiswick Bridge.



#### MARLBOROUGH CRESCENT W4 £3,250,000

Six-bed, Grade II-listed Norman Shaw family house in Bedford Park with double reception room, open-plan Poggenpohl kitchen and summerhouse.

[www.savills.com](http://www.savills.com)