

New scheme of luxury apartments set to launch in Southall



A new luxury development of contemporary apartments will be launched this Saturday in the north-west London suburb of Southall.

Greenview Court, located on Merrick Road, received a £47 million investment from London-based property firm Strawberry Star Group and consists of studio suites and 1, 2 & 3-bedroom apartments

arranged across 11 levels. Broken down, the apartment units include 13 studios, 42 1-bedrooms, 46 2-bedrooms and 17 3-bedrooms. Prices start from £340,000.

Once completed, the luxury development will also include multi-level roof gardens and will benefit from close access to improved transport links. Southall's upgraded station is set to appear on the Elizabeth Line (or Crossrail 1) when the high-speed transport project becomes fully operational in late 2018.

When the Elizabeth Line is up and running, journey times from Southall to Liverpool Street will be 24 minutes while it will take just 17 minutes to get to Bond Street.

The development is largely aimed at first-time buyers, investors, owner-occupiers and off-plan investors. Strawberry Star Group will be solely responsible for marketing Greenview Court in both the UK and global property markets.

"This investment strengthens our position in London's residential property market," Santhosh Gowda, chairman of Strawberry Star Group, said.

"Greenview Court offers buyers an opportunity to acquire property in an exciting and dynamic part of the capital that is undergoing a dramatic regeneration with a massive inward investment in terms of infrastructure. We expect this spectacular development to be of great interest to both domestic and international buyers."

The apartments will be launched on November 4 2017 at the Hilton Metropole, Edgware Road.