

Riverside living in London

A unique opportunity for riverside living in London awaits investors as a new residential project makes its debut at the Royal Docks.

A joint development by the award-winning developer of London homes, HUB, and reputed property company Strawberry Star, Hoola is a major gateway to London's Royal Docks, a highly promising regeneration area in the UK that could well become the capital's next business hub.

Mrs. Doris Tan, Strawberry Star's Regional Director (Singapore & Hong Kong) points out that Hoola is particularly attractive to Hong Kong and other Asian investors, because it is the gateway to the Asian Business Port

(ABP), which is a Stg1 billion development aimed at Asian businesses looking to establish themselves in London. The ABP comprises 6m sq. ft. of office space, with numerous leisure facilities, and is expected to create 20,000 new jobs in the area.

"As London's Royal Docks are the focus of major investment with exciting new opportunities for jobs and enterprise, we feel it is the right time for people to invest in a residential scheme like this one from a rental income perspective, as well as from the point of view of a potential future home," says Tan.

"If investors need any confidence booster, we are happy to provide a 3-year rental return guarantee at 5%," she adds.

Tan points out that the pound sterling has been in steady decline for at least two years, so overseas investors are now buying more with their local currency. For those who are worried

about the impact of Brexit, Tan says they can reserve their unit first subject to the final outcome of the referendum.

Hoola comprises two virtually identical 23- and 24-storey residential towers featuring rippling glass balconies and floor-to-ceiling windows. They sit on a landscaped hill with a commanding 360-degree view of the Royal Docks, the Thames, O2 Arena, the Olympic Park, the skyline vista of Canary Wharf and the City of London.

The property offers a multitude of facilities, including a gym, residents' business lounge, plus the comfort and security of concierge services. The surroundings have been landscaped to make the most of its unique setting between the city and the water, with courtyards, gardens and quiet spots to sit and relax. There is also a series of planted terraces which elegantly conceal the basement car and cycle parks and service areas, and, at the same time, provide a sheltered plateau for the garden and children's play areas.



"London's increasing population and chronic undersupply of housing will result in capital growth," Tan observes. "In view of Hoola's high rental yields, its close proximity to Custom's House station and the forthcoming Cross rail project, it is set to outperform comparable hotspots."

A Crossrail impact study has forecast that residential capital values immediately around London Crossrail stations may increase by 25% above baseline prices.

Strawberry's end-to-end property services in London include onsite lettings and management, making it easy for home owners to maintain their Hoola apartments which are due for completion in September/October 2016.