

Iconic development Hoola London brought to market in Royal Docks

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- *Leading London property consultant Strawberry Star brings iconic towers to market at historic Royal Docks*
- *Developed by HUB, designed by CZWG Architects, with interiors by Johnson Naylor*
- *Hoola London produces 57% less CO2 emissions than regulations require*

Strawberry Star, the leading London property consultant, has brought Hoola London to market.

The two iconic towers in London's Royal Victoria Docks are positioned at the gateway to a major regeneration zone around the proposed £1.7 billion Asian Business Port.

Developed by mid-market housing specialist HUB in partnership with Strawberry Star, Hoola London has regenerated a brownfield site two minutes walk from Royal Victoria DLR. Transformed into two rippling glass towers, Hoola offers a mix of 360 apartments, including studios and one, two and three-bedroom homes. The development has been designed by CZWG Architects – renowned for their expertise in London based residential projects – and Johnson Naylor, interior specialists who have worked at Battersea Power Station and King's Cross Central. The two towers promise a "Zone 1 finish to Zone 3 pricing."

HUB's focus on smart design and technology ensures the homes will be great to live in and cheaper to run, meaning they are likely to outperform comparably sized properties nearby.

The twin towers are set in immaculate landscaped gardens and benefit from a range of facilities on-site including a gym, residents' business lounge and concierge services.

The developers have invested heavily in green technology from Siemens, which owns the neighbouring Centre for Urban Sustainability. Intelligent design – incorporating technology to actively manage the building systems – will greatly reduce carbon emissions. Independent assessments by HUB's technical team show Hoola is likely to produce 57% less CO2 emissions than current building regulations require.

While delivering a bold internal aesthetic, the building's concrete frame will act as a heat sink – absorbing heat on warm days and releasing it back into apartments when it cools.

An innovative link-up with the neighbouring ExCel Exhibition Centre will see excess heat piped directly into the 24 and 23-storey towers, to provide all the necessary heating and hot water requirements. This will significantly reduce maintenance costs for buyers, by removing the need for individual boilers, cutting bills and reducing waste as a result.

Hoola London reflects Strawberry Star's commitment to investing in previously overlooked areas of the UK capital, poised for regeneration. The planned Asian Business Port will transform a 35-acre site into a new portal for Asia-Pacific trade, positioning the area as London's third largest business district. It is estimated to generate around £6 billion for the UK economy and create 20,000 full-time jobs locally.

Hoola London is at the forefront of Strawberry Star's focus on fulfilling owner-occupiers' appetite for aspirational homes at mid-market prices. Their high-end design and strategic location ensures these properties have the potential to appreciate considerably in value. As well as high population growth, the Royal Docks' proximity to Crossrail, due for completion in three years, will further drive capital value in the area. Prices could rise by around 25% above baseline projections, according to an impact survey. [1]

Dorian Beresford, CEO of Strawberry Star, said:

"Hoola is a remarkable development in a remarkable location that is poised to thrive over the coming years. By partnering with HUB and utilising the creative expertise of CZWG Architects and Johnson Naylor, the new E16 development promises to deliver both exceptional design and unparalleled quality. Our firm dedication to delivering unprecedented performance value, ensures we continually strive for the highest standards. We are thrilled to be able to showcase our offer through this exceptional development."

Steve Sanham, development director at HUB, said:

"We're very proud of Hoola and we believe it will become a much loved icon as the regeneration of the Royal Docks continues. We passionately believe in offering a better quality of living through great design and also take our environmental commitments seriously. We've combined architectural beauty and energy efficiency, with some very practical technologies which don't just tick a box on a planning application, but boast real benefits to buyers both in terms of reducing their environmental impact but fundamentally, reducing their bills. With an interior specification not seen in this part of London, Hoola will be a fitting marker to the gateway of London's Royal Docks."

[1] <http://www.hoola-london.co.uk/location/>

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