

Strawberry Star enters London's development market with £50m investment

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By Deborah Lewis



London-based international property company, Strawberry Star Group, has entered the London residential property development market with the launch of "BRONZE".

Set in Wandsworth, the £50 million scheme is designed to provide first-time buyers with new homes at lower capital values.

Founder chairman of Strawberry Star Group, Santhosh Gowda, said he saw the need to provide the opportunity to first-time buyers with the London market being "highly competitive" and "quality-conscious".

He said: "We have launched a dedicated development division, which will identify more opportunities for such schemes. BRONZE is a perfect addition to Wandsworth, one of the most desired places to live in London."

The development will provide 77 apartments, including one-bed (26), two-bed (44), three-bed (1), studio (1) and penthouses (5) with prices ranging from £465,000 to £1.5 million. The 25,000 square ft development and its available commercial space has been handed over to the vendor, Workspace.

Work on the scheme will begin soon, with completion expected in the fourth quarter of 2019.

Nick Stonley, managing director of Strawberry Star's development division, added: "We found the right place on Buckhold Road in Wandsworth, home to central London's biggest regeneration area – on the South Bank – where a multi-billion-pound investment programme is transforming this largely industrial district into a brand new residential and business quarter."

"Many areas of London have gone through a period of regeneration, but none has done as well as Wandsworth. The completion of our apartments at BRONZE will be part of this exciting regeneration."

The development will include communal areas, mechanical and electrical systems, kitchens, bathrooms and bedrooms. A centralised heating system will also be incorporated, which is separately metered to each apartment and zoned under-floor heating.

The majority of apartments in the development will feature private balconies, while the penthouses will include comfort cooling. Kitchens will have Siemens equipment, and the bathrooms will be fitted with top-quality fixtures and lighting – all aimed at enhancing the living experience.

The development is located a 12-minute walk from Wandsworth Town station, a 16-minute walk to the East Putney Tube station, a 49-minute tube ride to Canary Wharf, and 38 minutes to Oxford Street in the West End.

The planning for BRONZE has been achieved by established architecture firm, Rolfe Judd, while the detailed design is headed by ACG (Aye Chamberlain Gaunt).

Henry Construction Projects Ltd was announced as the project contractor, while Henry Riley LLP is the employer's agent.

BRONZE fits the theme of the lighting/lamp industrial heritage of the local area, but with a more abstract appeal, with its name reflecting the colour of the building's cladding.

The scheme will be marketed in the UK and abroad jointly by JLL and Strawberry Star. Ben Walden-Jones, director of JLL UK, remarked his delight on the association with Strawberry Star in bringing BRONZE to the London housing market.

"This is an exciting and beautifully designed scheme with fantastic views, which will be well received by the buying public," he said. "Wandsworth is one of the most promising regeneration areas of London and BRONZE will further strengthen housing in the borough."

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