

Riverside Living Goes West With Launch Of Milestone Development

Tuesday 8 October, 2013

A new development of riverside apartments has launched in Brentford (TW8), across The Thames from the picturesque Kew Royal Botanic Gardens. Opening its doors less than a week ago, almost 30% of apartments have already been snapped up.

Created by Notting Hill London, The Boardwalk is the latest new development to launch on Brentford High Street, which is central to a £4.8m regeneration scheme. Buyers can choose from a selection of one, two and three bedroom apartments, each boasting well-sized interiors and a high specification, including engineered oak flooring, quartz kitchen worktops, ceramic floor and wall tiling in the bathroom and, where applicable, en-suites, and contemporary downlighting throughout.

Situated on the former site of a disused office block, on the banks of The Thames, the new development is expertly designed to make full use of its prime setting; ensuring the apartments enjoy the best possible views and improving access to the riverside. Meanwhile, a Podium Garden, situated at the heart of the development, will provide a peaceful waterside space for residents.

Emma Maddick, head of marketing at Notting Hill London, said: "Brentford is becoming an increasingly popular location with buyers looking a little further west from the neighbouring districts of Chiswick and Kew to get more for their money. As one of the first new developments within the High Street regeneration, The Boardwalk represents the ideal opportunity to get in ahead of the curve and enjoy optimum value."

All apartments at The Boardwalk comprise an open plan living and dining room, plus a fully fitted kitchen complete with the latest appliances including ceramic hob with touch controls, and integrated microwave, dishwasher and fridge/freezer. A washing machine is located in the storage cupboards of most apartments. Master bedrooms are finished with built-in sliding door wardrobes, while two and three bedroom apartments also include an en-suite shower room by Roca with ceramic floor and wall tiling.

Every apartment enjoys its own private terrace or balcony, while some offer an extra-large storage cupboard off the hallway, spacious enough to use as a laundry room. Two and three bedroom apartments come complete with allocated under croft parking, while one bedroom homes offer the option to purchase one of 22 spaces. The development also comprises secure bicycle storage and there is the option to purchase dedicated motorcycle parking space.

The Boardwalk is surrounded by some of the capital's most desirable neighbourhoods: Chiswick with its renowned café and restaurant scene; Richmond with its luxury boutique shopping and fine dining; and Kew with its village feel and famous Royal Botanic Gardens, which are situated across the water from the development. A little further along the river is Richmond Park - the largest of the Royal parks with facilities for running, cycling and rugby, and Syon Park – a Grade I listed landscaped featuring the Great Conservatory.

The Boardwalk is also superbly placed for travel by air, road and rail. Kew Bridge overground station is a 13 minute walk from the development, while Kew Gardens underground station, on the district line, is just over a mile away. The M4 is also within quick and easy reach for routes both into and out of London and Heathrow Airport is a little as 22 minutes by car, and less than an hour by Tube or bus.

Prices at The Boardwalk start from £325,000 for a one bedroom apartment. For further details, contact 020 8357 4800 or visit www.theboardwalktw8.com.

- Ends -

Notes to editors

Notting Hill London is the private sales arm of Notting Hill Housing Group (NHH), which is one of London's largest housing associations with more than 27,000 homes across the capital. It is a social enterprise with the purpose of providing affordable housing for those who could not otherwise afford them.

Founded in 1963, today NHH has assets worth more than £2 billion, has an annual turnover of more than £300 million and has offices across London in King's Cross, Hammersmith and Vauxhall. It offers a range

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of tenancies to suit the needs of London's diverse population.

The group has several businesses including:

- Notting Hill Housing Trust - provides social, affordable and intermediate market rented housing
- Notting Hill Home Ownership - the commercial arm of the organisation offering a range of property solutions including Shared Ownership sales and re-sales, open market sales, commercial property sales and leasehold management
- Notting Hill London - Notting Hill London is the private sales arm of Notting Hill Home Ownership
- Notting Hill Pathways - provides personal care across three service types (extra care, supported living and rehabilitation services) and offers a range of housing options for people who need additional support
- Home Options - works in partnership with local authorities across London to house tenants on shorter term leases

NHH has won several awards for creative, sustainable and high-quality design. It strives to be innovative and has achieved many firsts - it was the first housing association to pioneer shared ownership and the first to set up a women's refuge.

Now in its 50th year, NHH is the seventh largest developer in London alongside some of the country's largest developers - Berkeley, Taylor Wimpey and Barratt.

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