

The eight villages that combine to create Prime Central London

Anderson Rose has provided an identity for each Prime Central London mini village, which encapsulates the character and personality that make them so coveted.

Anderson Rose's guide to Prime Central London is a definitive and informative review of the key features of each district, revealing notable residents, the best address, key characteristics and market data.



Central Prime

MAYFAIR



Grand Retail

KNIGHTSBRIDGE



Olde London

CHELSEA



Cultural Quarter

KENSINGTON &
NOTTING HILL



Garden Square

BELGRAVIA



Suburban Village

MARYLEBONE



Canalside

ST. JOHN'S WOOD



Parkside

TYBURNIA (W2)

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THE PCL REPORT

The eight villages that combine to create Prime Central London

Anderson Rose has delved into the characteristics of the eight inner city villages that make up Prime Central London (PCL). Despite their close proximity, each one has its own distinct features and unique identity, which makes them individually attractive to specific buyer profiles.

MAYFAIR - Central Prime

Once an area associated with debauchery, taking its name from the May Fair, which was established in the 17th Century by King James II and held on land that is now Shepherds Market, Mayfair has established itself one of the most sought-after global addresses for domestic and international Ultra High Net Worth Individuals (UHNWIs) looking for a statement home in the heart of London.

Known as the most expensive location on the Monopoly board, Mayfair lived up to its reputation in reality, recording the highest percentage of sales over £5 million in 2023 (25%) of all the PCL mini villages, whilst total sales increased by 16.9% compared to 2022.

Key Characteristics:

Grandiose buildings, exclusive garden squares and prime luxury hotels

Best Addresses:

Mount Street, Duke Street, Grosvenor Square, Clarges Street

Notable Residents:

Sir. Winston Churchill, George Frederic Handel, Jimi Hendrix, Sir. Stirling Moss and Queen Elizabeth II (born on Bruton Street)

Average Property Values:
£2.5 million

KNIGHTSBRIDGE - Grand Retail

Named after an ancient stone bridge used by the King's Knights crossing what was then marshland to the hamlet of Fulham seeking a blessing from the Bishop of London before travelling onto the Holy Land, Knightsbridge is nestled between the south side of Hyde Park, Kensington, Chelsea and Belgravia.

The area is now best known as the home to some of the world's most famous department stores. Total sales in Knightsbridge were down 1.2% in 2023 compared to the year previously, however, the area was second only to Mayfair for property sales over £5 million (23%), demonstrating its position as one of the most exclusive districts within Prime Central London.

Key Characteristics:

Luxury department stores, Parkside apartments and refined homes on peaceful inner-city streets

Best Addresses:

Hans Place, Ennismore Gardens, One Hyde Park

Notable Residents:

Kylie Minogue, Eric Clapton, Robbie Williams and Ava Gardner

Average Property Values:
£2.63 million

CHELSEA - Olde London

Chelsea has been an area popular with the wealthy throughout history. First used as a residential base for the Saxon maritime industry, transporting chalk from the River Thames, then a residential base for royals and their advisors during the Tudor reign before producing world famous Chelsea China from Lawrence Street porcelain works in the 18th Century. Today, Chelsea is a popular location for families due to the abundance of large homes that benefit from spacious gardens, which are close to some of the country's best collection of independent schools. The school system provides a constant demand for homes within catchment areas or easy walking distance for families, which saw property sales increase by 4.6% in 2023 compared to 2022 and 40.6% above pre-pandemic levels (2019). Last year also saw 12.7% of sales complete for over £5 million in the grand old PCL village of Chelsea.

Key Characteristics:

Large family homes, top-rated schools and the famous shopping street of the King's Road

Best Addresses:

The Boltons, Phillimore Gardens, Old Church Street and Sydney Street

Notable Residents:

Sir. Thomas More, Oscar Wilde, Elton John, Mick Jagger and David & Victoria Beckham

Average Property Values:
£2.1 million

KENSINGTON & NOTTING HILL - Cultural Quarter

Best known for its annual carnival, colourful buildings and bustling markets, Notting Hill is a cosmopolitan and multicultural neighbourhood that has become the go-to destination for the young creative set. Despite its tag as one of PCL's edgier districts, Notting Hill has become a prime village, with an array of grand townhouses, apartments with hidden rooftop terraces and pastel-hued homes. By contrast, Kensington is a well-established destination for those that desire an exclusive home in Prime Central London. The area, known internationally as the home of Kensington Palace, enjoys direct access to Hyde Park and Kensington Gardens, as well as close proximity to a set of excellent schools. Total sales in Kensington and Notting Hill were 4.3% lower last year compared to 2022, however, the cultural mini villages outstripped neighbouring Chelsea in terms of sales over £5 million, with close to 19% of all completions in 2022 over the threshold.

Key Characteristics:

Colourful homes, famous museums, a grand palace with modern royal residents and excellent schools

Best Addresses:

Portobello Road, St. Luke's Mews, Victoria Road, Kensington Palace Gardens

Notable Residents:

Prince William and Princess Katherine of Wales, the Mittal family, Rowan Atkinson and Sir Richard Branson

Average Property Values:
£1.46 million

A BREAKDOWN OF PRIME CENTRAL LONDON'S INNER VILLAGES



ST. JOHN'S WOOD - Canalside

St. John's Wood is a suburban gem that offers a peaceful lifestyle on the north side of Prime Central London. First established as a wood belonging to the Knights of St. John, from which this eclectic mini village takes its name, the area belonged to the Crown until Oliver Cromwell sold it in 1649 to boost the treasury during the Civil War.

The prominent patch of PCL has since transformed into one of the most sought-after residential districts, desired for its canalside walks and links to famous bands, such as The Beatles, Pink Floyd, Oasis, Amy Winehouse and Ed Sheeran (producing music at Abbey Road studios).

The St. John's Wood property market has performed well in recent years. In 2023, the area recorded a significant increase in price per sq. ft. values in comparison to other prime London districts, registering a 5.8% rise through the year, whilst 12% of all homes sold in the year were worth over £5 million, with sales overall up 32% compared to 2019.

Key Characteristics:

Grand family homes, canalside walks, Lord's Cricket Ground and Abbey Road Studios

Best Addresses:

Acacia Road, Park Road, Abbey Road, Hamilton Terrace

Notable Residents:

Sir. Paul McCartney, Damien Lewis, Ewan McGregor and Bill Nighy

Average Property Values:
£1.562 million

BELGRAVIA - Garden Square

Belgravia is a prime pocket of PCL comprising a collection of exclusive gardens squares, including Eaton Square, which ranks as one of London's largest residential squares. The majority of the impressive stucco fronted villas and portico fronted terraces were designed and built in the early 1800s by prominent English architect Thomas Cubitt, who was responsible for developing a number of London's historic streets and squares.

Total sales were down by 1% in Belgravia compared to 2022, however, the UHNWI hotspot was one of the best performing PCL villages for sales of homes over £5 million, recording 23.2% of all completions above this prime price point.

Key Characteristics:

Super prime stucco fronted villas and grand private garden squares

Best Addresses:

Eaton Square, Eaton Terrace, Belgrave Square, Halkin Street

Notable Residents:

Margaret Thatcher, Sean Connery, Roger Moore and Ian Fleming

Average Property Values:
£3.8 million

MARYLEBONE - Suburban Village

Marylebone High Street has the ambience of a village thoroughfare, with an array of boutique shops, restaurants and cafes, all of which could be a world away from the bustling inner city that surrounds the area.

The first reference to the village of Marylebone appeared on a map of 1708 made for John Austen, lord of the manor of Marylebone. The area took its name from a medieval church dedicated to St. Mary the Virgin, becoming known as St. Mary-la-Bourne (St. Mary-by-the-stream – in reference to the Tyburn river), with the modern title of Marylebone the shortened form. There are currently a number of high-profile new-build developments in construction in the area, which will provide a boost to the market that saw a drop in sales by 2.2% compared to 2022, but up 22.5% compared to 2019 (pre-pandemic). A popular prime destination, over 11% of sales in Marylebone were above £5 million in 2022.

Key Characteristics:

Mansion blocks, village high street and close proximity to the spacious Regent's Park

Best Addresses:

Chiltern Street, Montagu Square, Marylebone High Street

Notable Residents:

John Lennon, David Cameron and Charles Dickens

Average Property Values:
£2 million

TYBURNIA - Parkside

Tyburnia is an area between Paddington Station and Hyde Park, which has some of the most competitively priced properties of all the PCL mini villages.

Bordering Marylebone, Tyburnia is named after the Tyburn river that once supplied water for the City of London through conduits of elm trunks, however, was eventually drained off by the sewer network to allow the construction of finely laid out residences. Modern day Tyburnia remains a popular residential address for domestic and international UHNWIs, though it is one of the least expensive patches of PCL, with only 3.2% of sales recorded in 2023 over £5 million.

Key Characteristics:

A mixture of mansion blocks, townhouses and prime new-build homes close to the prominent Hyde Park

Best Addresses:

Hyde Park Square, Bayswater Road, Gloucester Square, Hyde Park Gardens

Notable Residents:

Sir. Tony Blair, Mike Atherton, J.M. Barrie

Average Property Values:
£1.7 million