

A Look Inside The New Bishops Avenue Development Set To Transform Billionaire's Row

We take a first peek into Valouran's new Hampstead development: Bishops Avenue Gardens



Credit: Recent Spaces

Bishops Avenue. Billionaire's Row. Of all the places in London that need regenerating, this leafy strip of Hampstead may seem the most unlikely candidate.

Formerly the Bishop of London's hunting park, by the early 20th century wealthy city slickers had begun to set down their hefty roots along the sparsely-populated road. Soon the likes of supermarket heir George Sainsbury and sugar magnate William Park Lyle were moving in, earning it the moniker of 'Millionaire's Row'. And by the second half of the century, that 'million' upgraded to a 'billion' as the king of Greece and Sultan of Brunei adopted the N2 postcode.



Credit: Recent Spaces



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Ever since, Hampstead has continued to attract celebrities and business tycoons to its hilly lanes. Its proximity to the Heath and village-like feel makes it the perfect spot for those looking for privacy close to the buzz of the capital. Justin Bieber, for one, previously rented out a home on Bishops Avenue, while [Ariana Grande's Wicked era penthouse](#) on the road has recently come to the market.

'It's on one of the best-known streets in the world, up there with Rodeo Drive, Wall Street and Kensington Palace Gardens,' explains Trevor Abrahmsohn, founder of Glentree Estates, who has sold more than 100 houses on the road. 'It's the Rolls Royce of North London. Many buyers only want to be on The Bishops Avenue; they don't want to see anything else.'



Credit: Nick Rochowski

That said, in recent decades the street has entered a slow decline. Take a stroll down Bishops Avenue today and you'll be greeted with red brick mansion after red brick mansion, each decked out in classical columns and overpriced sculptures. But behind the sash windows, and the towering (threatening) security gates, many of these properties lie derelict. As the Middle Eastern elite and Russian oligarchs who once ruled the street are forced back abroad, their gleaming mega-mansions have been left to dilapidate. Inside: crumbling pools, collapsing ballrooms and ivy growing up the staircases.

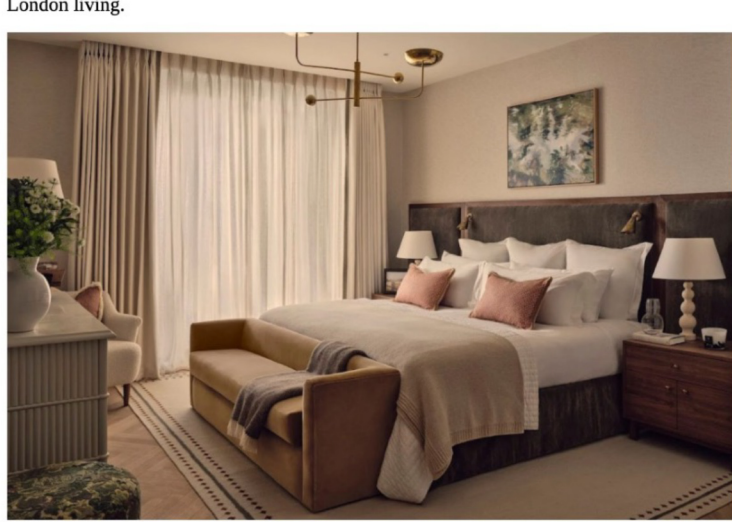
And they're not the only harbingers of the road's ruin. Those who have resided on Bishops Avenue for generations can no longer maintain their oversized homes. And the younger couples and families looking to make the move to Hampstead want something in between the manor houses, the dark terraces and the stingy, small flats – something that feels high-end, bright, homely and ripe with green space.



Credit: Albion Nord

'The wealthy no longer require 11 bedrooms and a dining room that seats 20,' confirms Alex Michelin, the CEO of Valouran and the man behind the street's next chapter. 'They still want somewhere imposing and elegant, but they're looking for minimal maintenance. They'd rather have a concierge who can arrange everything than the responsibility for a retinue of staff.'

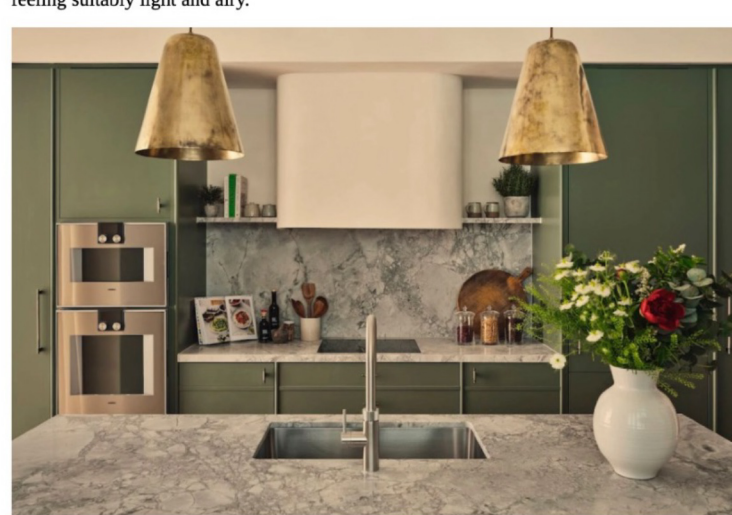
The answer? Bishops Avenue Gardens. Luxury but liveable, residents of this new development don't need to worry about maintaining their basement pool or keeping all 12 bedrooms dust-free. Roomy without being ridiculous, this offers a new route to affluent London living.



Credit: Nick Rochowski

Brought about by Valouran and designed by architects Pilbrow & Partners, the project centres around Oak Lodge – an Arts & Crafts manor constructed on the site in 1927 – now expanded with the new-build blocks, Bird, Cedar and Acer. Set within 2.5 acres, the gardens have been brought to life by PAD Landscapes to echo Virginia Woolf's garden at Monk's House in Sussex. And each element of the design is intent on keeping the outdoors in – the swimming pool, for example, has been freed from the usual basement spot to a glass-walled courtyard view. Beyond the pool, residents also gain access to a gym, function room, library, underground parking, 24/7 concierge and top-notch security.

With a 2027 completion date on the cards, the first fully-dressed apartment has now been revealed. Spanning a healthy 3,057 sqft, the four-bedroom duplex is set on the ground floor of Cedar, overflowing with terraces that keep the interiors close to the outdoors, while the high ceilings, tall doors, and glass doors throughout the lower-ground floor keep the space feeling suitably light and airy.



But with everyone from 19-year-old footballers to 81-year-old downsizers eyeing up the development, and prospective buyers ranging from London locals to far-flung foreigners, creating an eye-catching one-size-fits all look posed a challenge for the designers. Decked out by Albion Nord, the interiors draw on the Arts & Crafts heritage of Hampstead. Rid all thoughts of William Morris prints and Cotswold stone from your mind. It is rather the 'ethos' of the movement, founder and director Ben Johnson explains, that informed the design than the look: think natural materials, bespoke details, rustic patinas, boucle headboards, artistic tiles, and textured joinery, hand-crafted at every turn. As he so succinctly puts it: 'Beauty should arise from honest materials and fine workmanship.'

The palette, meanwhile, subtly swerves the greige that so often haunts the new developments, instead drawing on a earthy warm tones and dusky greens of the surrounding landscape. Cohesive without a samey hotel feel, it is, like all Albion Nord designs, first and foremost, liveable. The golden ostentation once associated with Bishops Avenue is here replaced with classy brass and well-worn bronze. And while prospective residents can choose whether they go turn-key or own-designed, this characterful space holds appeal for all.

Apartment on the market for £6,700,000. Find out more at [bishopsavenuegardens.com](#)