



New homes snapshot – Croydon's popularity shows no signs of dwindling

Posted 4 May 2017 by Keith Osborne

With many new homes built and many more to come, Croydon continues to grow in size and reputation for house-hunters ...



Credit: Croydon's Tram

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With its skyline showing its progress in terms of regeneration and new homes, it is no wonder that house-hunters will currently find a number of developments providing a range of new build properties that provide easy access to city and countryside without the prime prices they might expect to find elsewhere.

Croydon's ambition's are clear, having applied for city status numerous times – **so far, without success** – in order to demonstrate its creation of its own identity on the southern fringe of Greater London. It recently received **major investment interest from China** to reinforce its importance as a place to build new business and the homes to support the necessary workforce. Projects such as the updating of its cultural centre **Fairfield Halls**, set to re-open next year, and the redevelopment plans of the **Croydon Partnership** for creating a new Westfield shopping centre, leisure facilities and jobs at a cost of well over £1bn clearly show there's more to Croydon than a satellite town for The City and West End.



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apart from the spectrum of housing taking shape across the town and borough right now from established developers, Croydon's council has created **Brick by Brick**, a housebuilding arm to build some 1,000 new homes by 2019.

It is strategically well placed, with quick access into central London (as little as 16 minutes into London Victoria on National Rail) and direct to two airports by rail (Gatwick to the south and Luton to the north). The Croydon area is also served by many buses and a tram service.

Among the **new homes for sale in Croydon** now are:

Redrow Homes has a range of one-, two- and three-bedroom apartments available to reserve now at **Morello**, its development adjacent to East Croydon station. Currently priced from £365,000 to £635,000, the properties come with an excellent interior specification as standard and offer use of a concierge service, residents' gym, landscaped grounds and play area. The development is open daily for visitors, from 10.00am to 5.30pm.

Places for People is building 161 new one- and two-bedroom apartments at Vita, with a luxury touch to the whole building and well-appointed, spacious properties across the board. Each property has its own outdoor area, as a terrace, balcony or garden. The current selection starts at £510,000.

Spicerhaart is marketing **The Island**, a 20-storey tower with a range of one- and two-bedroom apartments to choose from. Located close to Croydon's centre, the building has its own gym and offers residents at 24-hour concierge service and free Zipcar membership. Prices start at £350,000. Private car parking spaces are available at extra cost.



Foxtons is selling a mix of apartments at Fifteen Lansdowne, with 98 properties in all and one- or two-bedroom options, available on a 250-year lease. The open-plan homes are located close to all the main shopping, leisure and transport facilities. With prices starting at £335,000, there is also the option to purchase one of 40 parking spaces at extra cost.

Having won a **WhatHouse? Award for a Croydon regeneration scheme** in 2016, now sold out, **Inspired Homes** is now currently working on two more residential projects in the town, both offering sales with the **Help to Buy London** scheme that offers a 40% equity loan for a 5% deposit. Impact House is a conversion of a former office building into apartments priced from £304,950, with open-plan design and ultra-fast broadband two major selling points. Central Cross is another of the company's conversions, with one-, two- and three-bedroom options from £287,950 close to Croydon's Restaurant Quarter, and residents here will also have access to the facilities at nearby Green Dragon House, with its roof garden and lounge.



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