



Avenue Road, St John's Wood, NW8

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RESIDENTIAL

A rare opportunity to purchase an apartment of circa 4,000 sq ft/ 367 sq m of accommodation, with its own private entrance and 2 secure underground parking spaces.

The property features 3 balconies as well as a large roof terrace and is located in a purpose built block with porterage, a few hundred yards from both Regent's Park and Primrose Hill Park with St John's Wood High Street less than 0.5 miles away.

The apartment which provides flexible accommodation, benefits from a private internal lift and is located on the internationally prestigious Avenue Road with the entrance to the property being on the quieter frontage of St Edmunds Terrace.

GUIDE PRICE £3,495,000

Tenure

Leasehold – 999 years FROM 1988 with share of Freehold

EPC RATING: C

Council Tax

Band H

Ground Rent

£250 per annum

Service Charge

£10,977.12 annually ending September 2025

ARLINGTON

R E S I D E N T I A L

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Avenue Road, London NW8

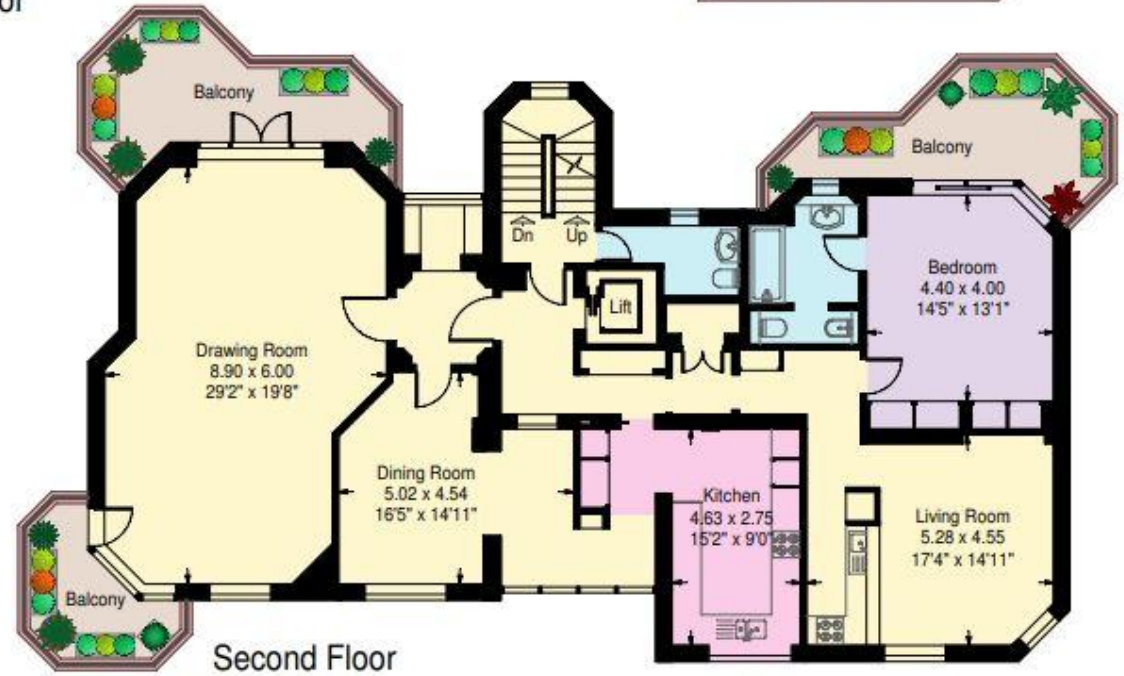
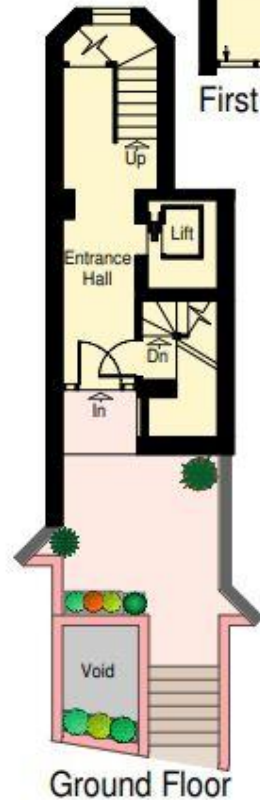
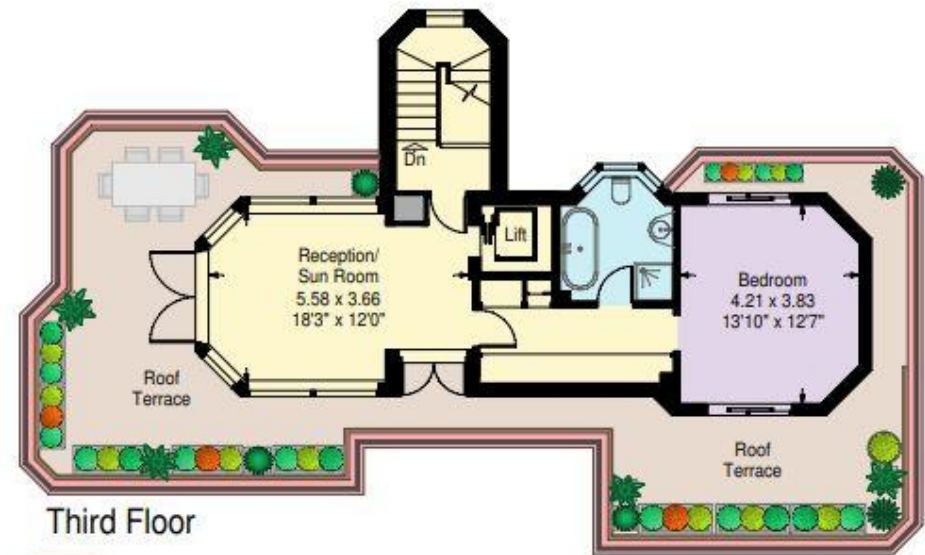
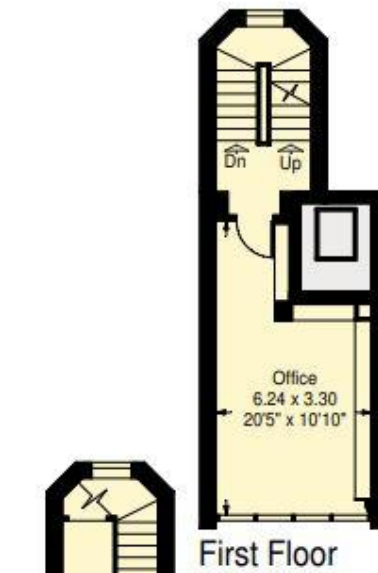
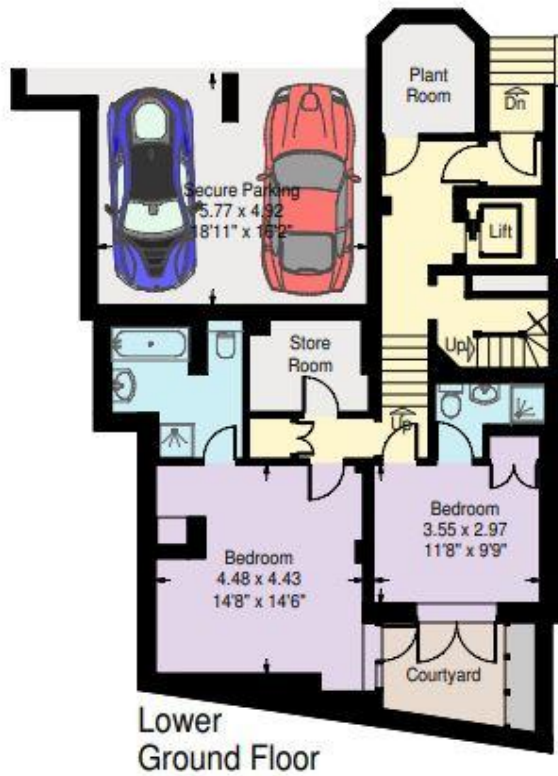
Approximate Gross Internal Area:
 367.1 sq.m. / 3951 sq.ft.
 (Not including secure parking
 - 29.5 sq.m. / 317 sq.ft.)

External area: 124.0 sq.m (1335 sq.ft)



www.ProplanUK.co.uk

This plan is for guidance only and must not be relied upon as a statement of fact.



Flat 3, 12 Avenue Road

Feasibility Study - November 2025



RIBA 
Chartered Practice

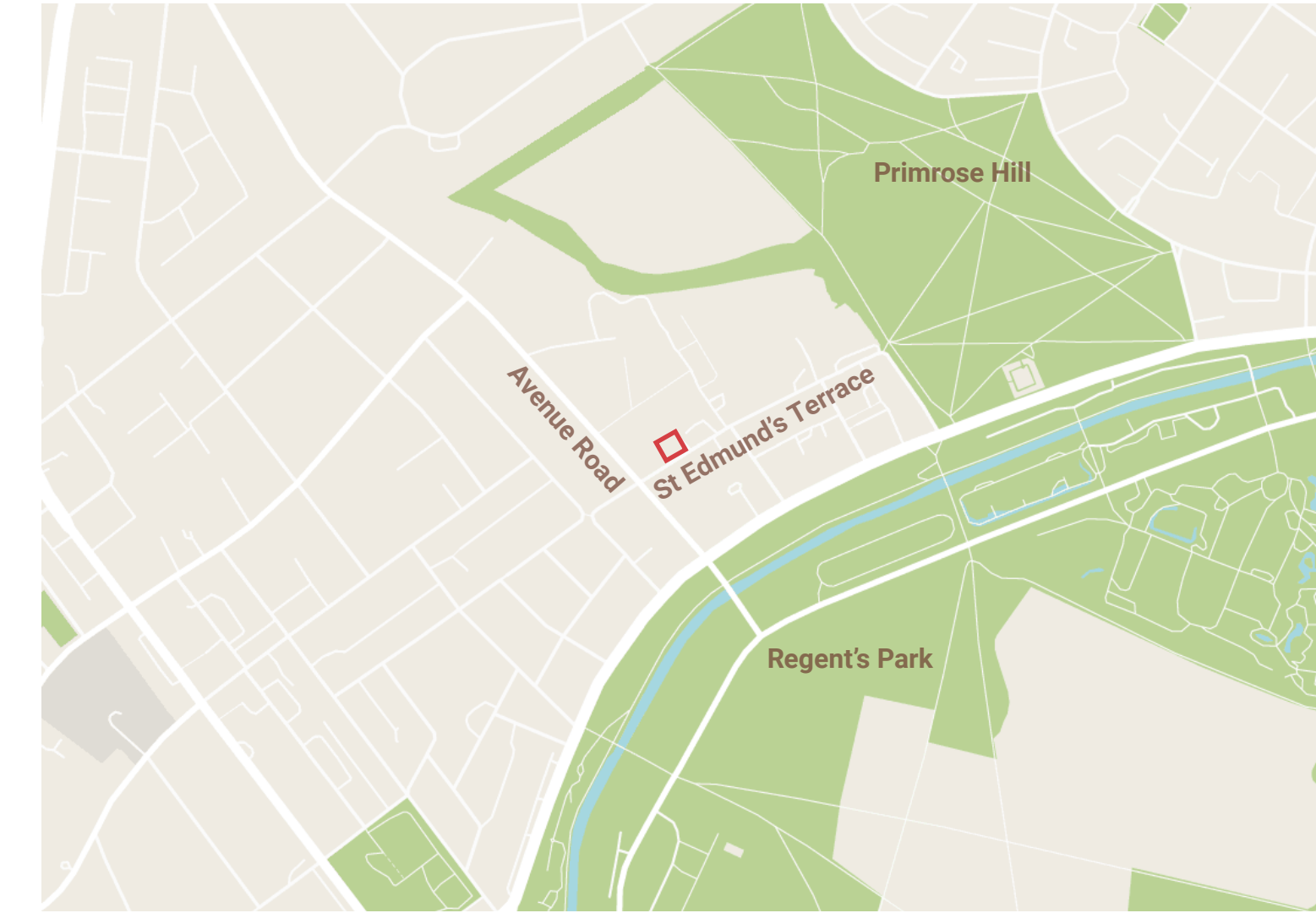
XUL
ARCHITECTURE

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The Location



Situated on the prestigious Avenue Road, with its private entrance discreetly positioned on the quieter St Edmund's Terrace, this exceptional residence offers both distinction and privacy.

The apartment provides approximately 4,000 sq ft (367 sq m) of refined accommodation, complete with two secure underground parking spaces.

Perfectly placed just a few hundred yards from both Regent's Park and Primrose Hill, and less than 0.5 miles from St John's Wood High Street, the property enjoys the rare balance of tranquil park-side living and immediate access to one of London's most vibrant neighbourhoods.

Avenue Road remains synonymous with architectural elegance and exclusivity, making this location one of the capital's most desirable addresses.

The Property & Vision

In collaboration with Arlington Residential, XUL Architecture proudly presents Flat 3, 12 Avenue Road. This exceptional property of approximately 4,000 sq ft (367 sq m) offers a refined blend of space, privacy, and comfort. The property provides flexible living space, enhanced with a private internal lift, and features three balconies alongside a generous roof terrace that extends the living areas outdoors.

Flat 3, 12 Avenue Road presents an exceptional opportunity to transform a well-located property into a refined, contemporary home that truly reflects its prime address. Whilst the current layout offers generous square footage across five levels, the internal arrangement feels fragmented and underutilised, with outdated finishes and excessive circulation spaces which limits its sense of cohesion and flow.

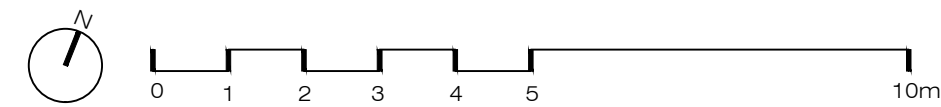
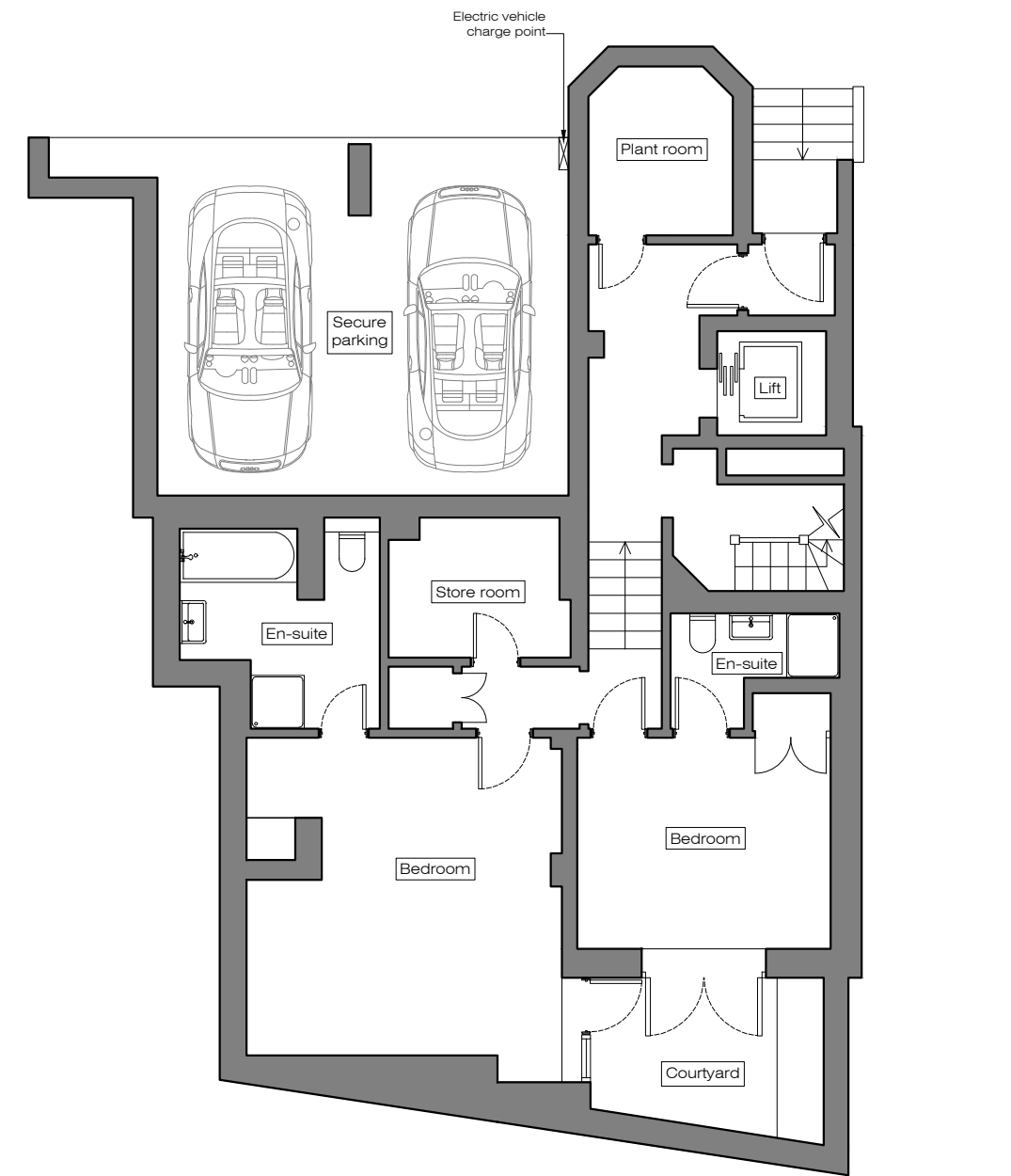
Our vision is to reimagine the home as a seamless, light-filled residence, where every floor serves a clear purpose and contributes to a balanced lifestyle. By enhancing natural light, improving spatial connections, and introducing modern amenities, the property can be transformed into a sophisticated and functional family home.

To this end, we have proposed two design options. There are several differences between the two, with the primary difference being in the locations of the bedrooms and living spaces on the upper floors.

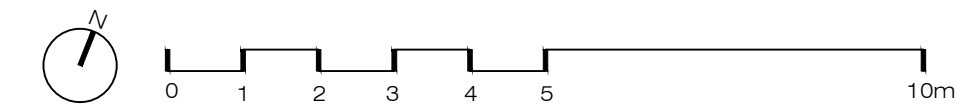
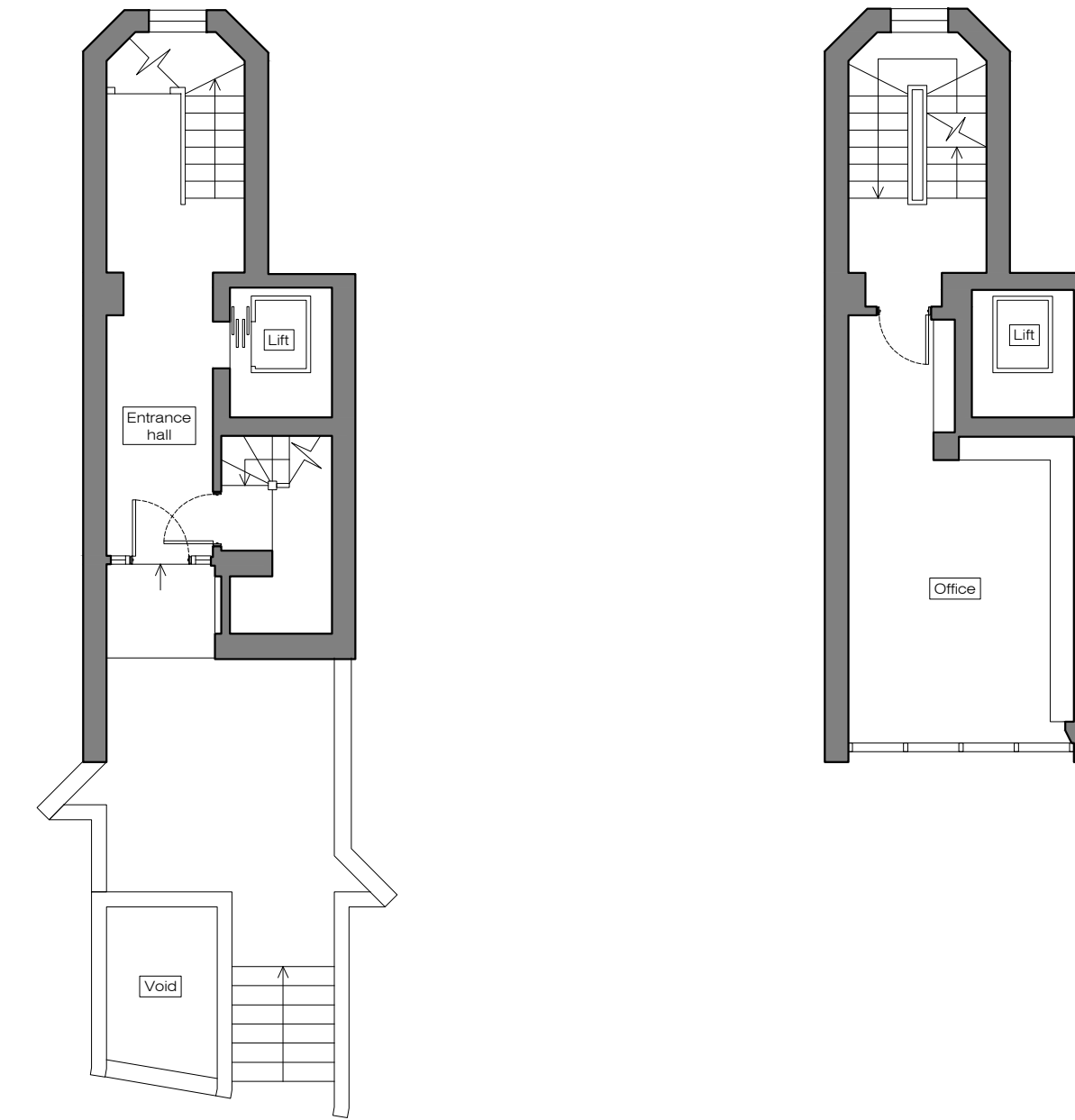
In Option 1, the third floor is dedicated to a spacious open-plan kitchen and reception area, whilst the second floor features a formal living and dining room together with three bedrooms. In Option 2, the principal suite is relocated to the third floor, and the second floor becomes a generous open-plan kitchen, living, and dining space, complemented by two bedrooms.



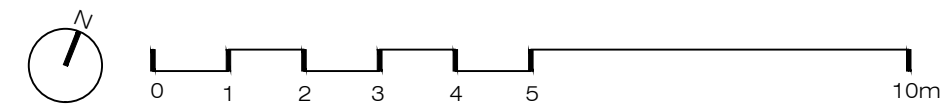
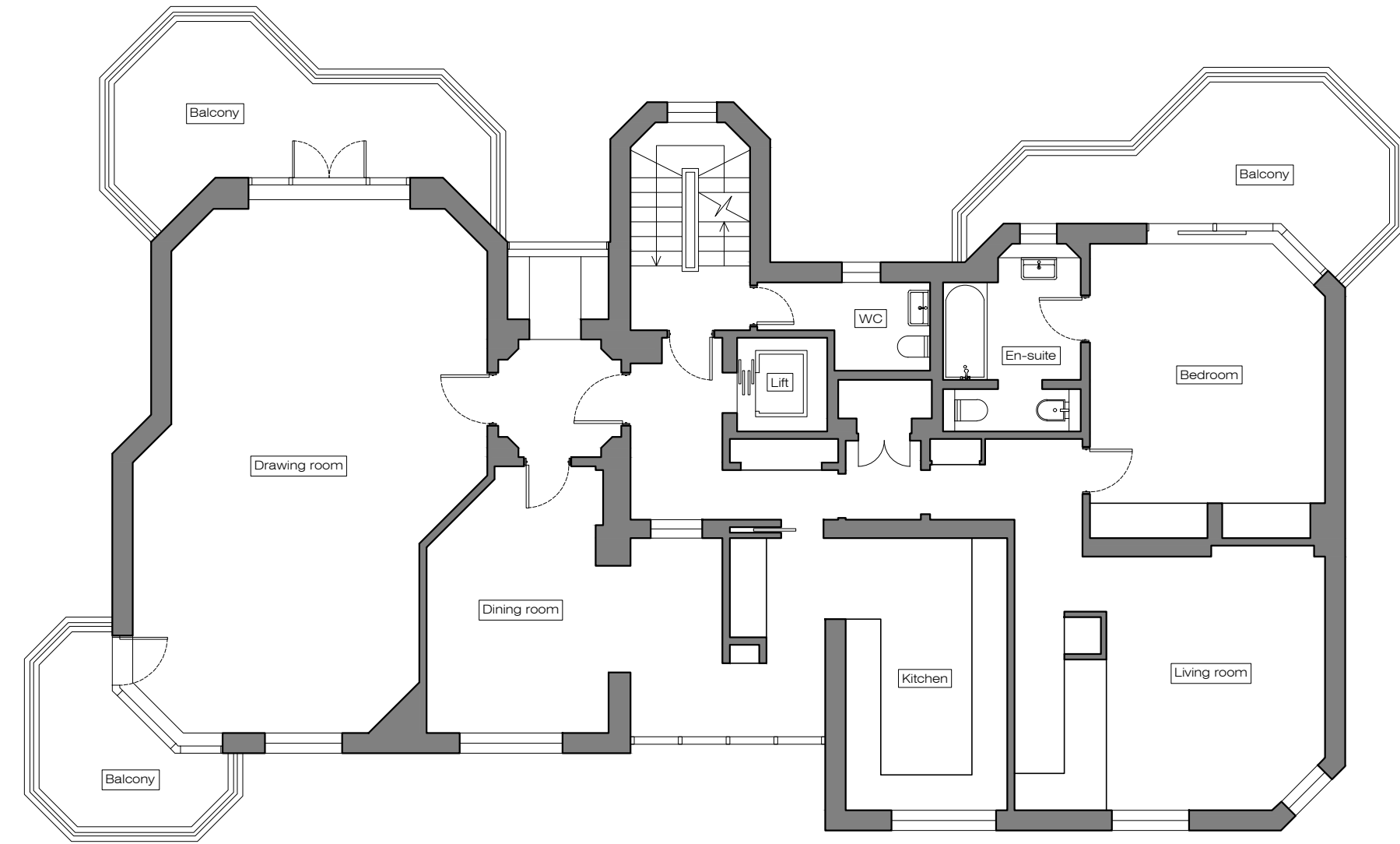
Existing Lower Ground Floor



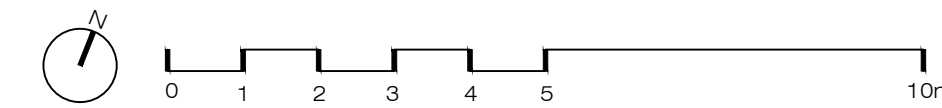
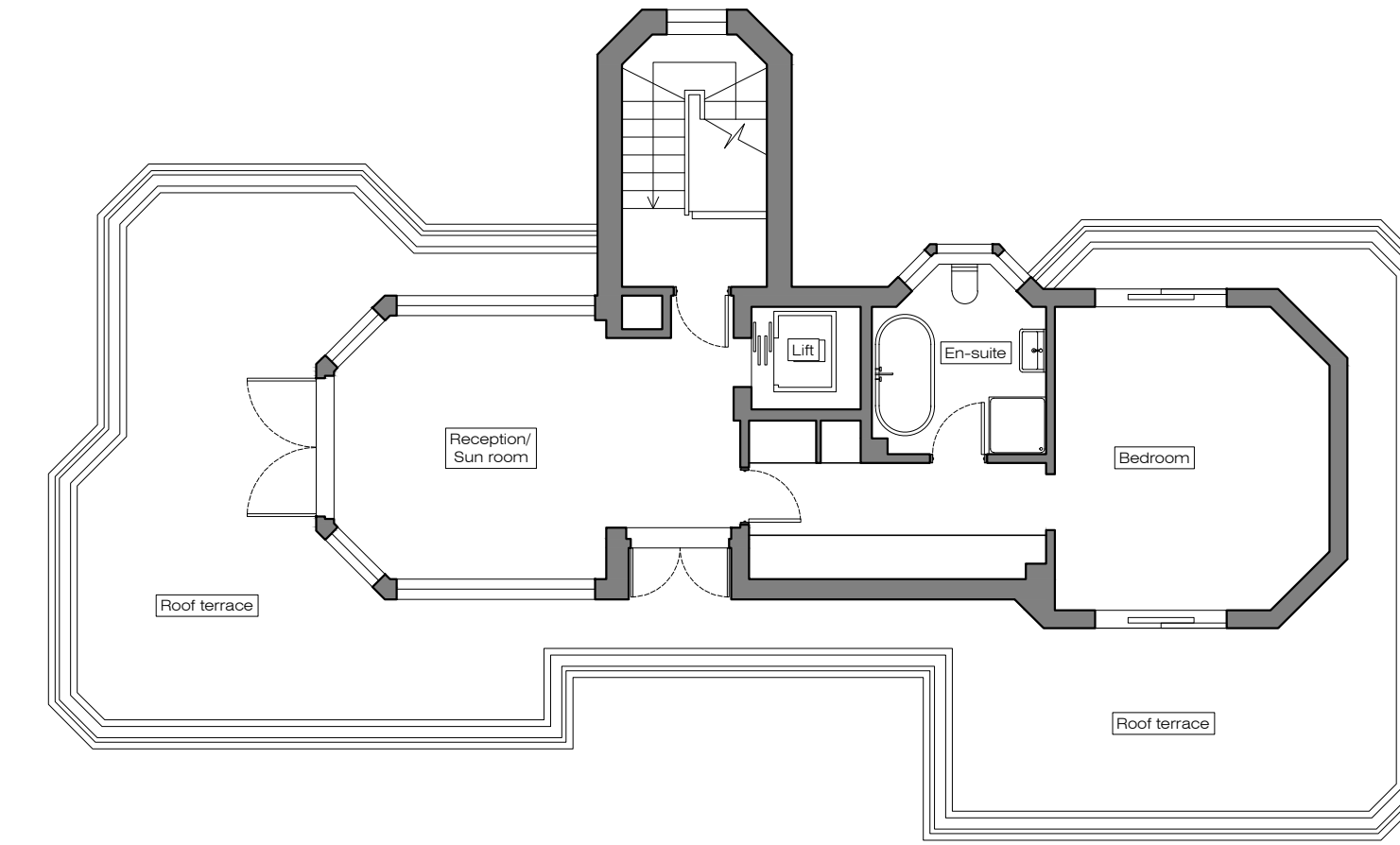
Existing Ground & First Floors



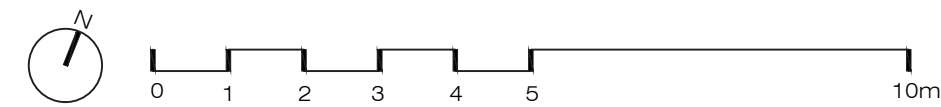
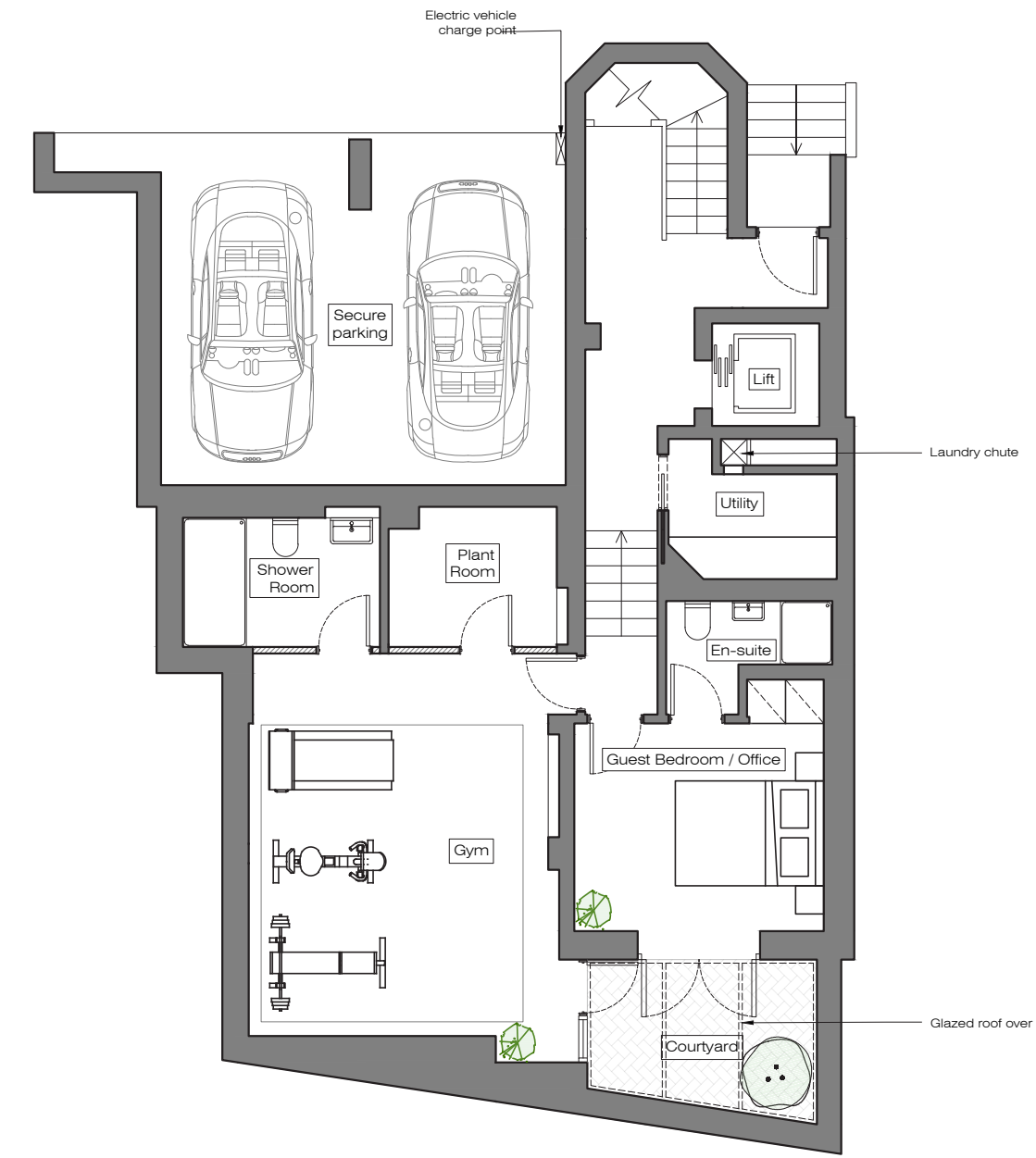
Existing Second Floor



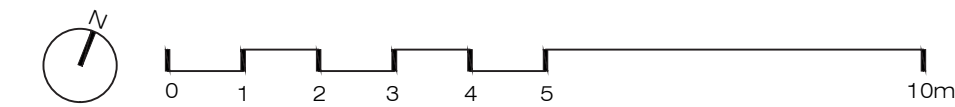
Existing Third Floor



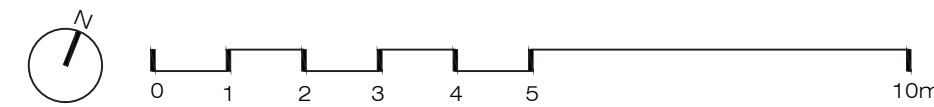
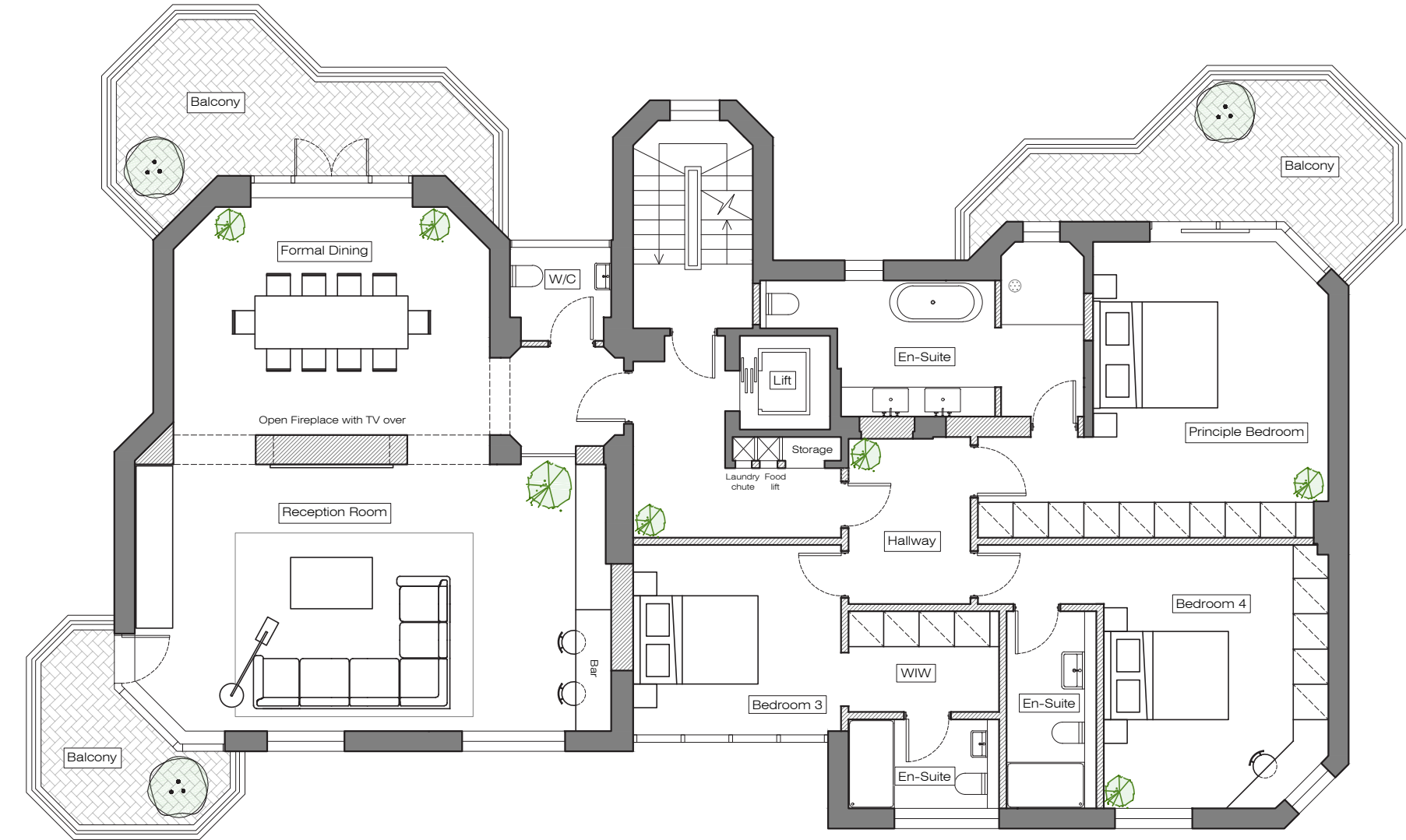
Proposed Lower Ground Floor - Option 1



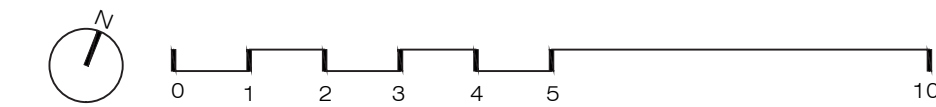
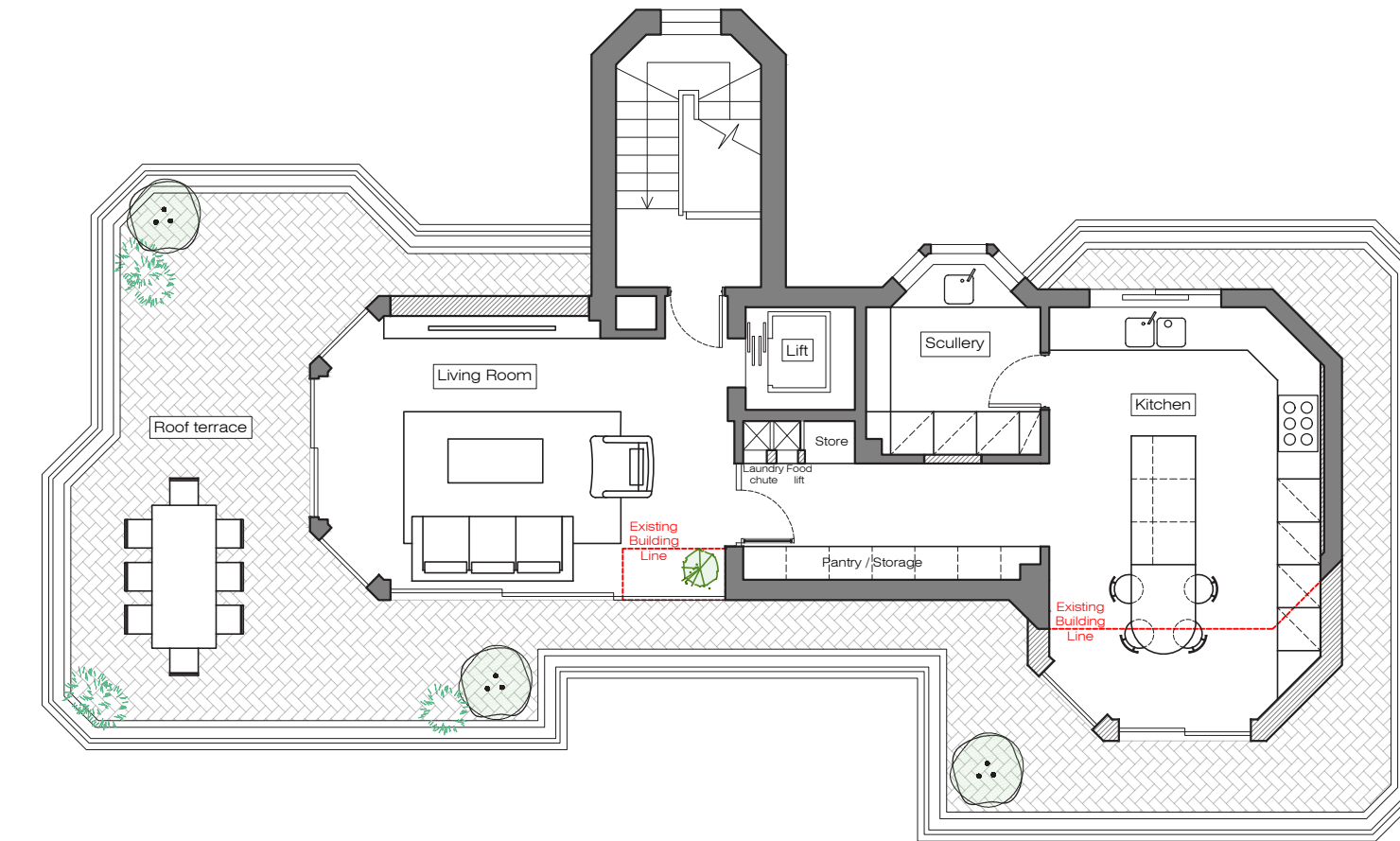
Proposed Ground & First Floors - Option 1



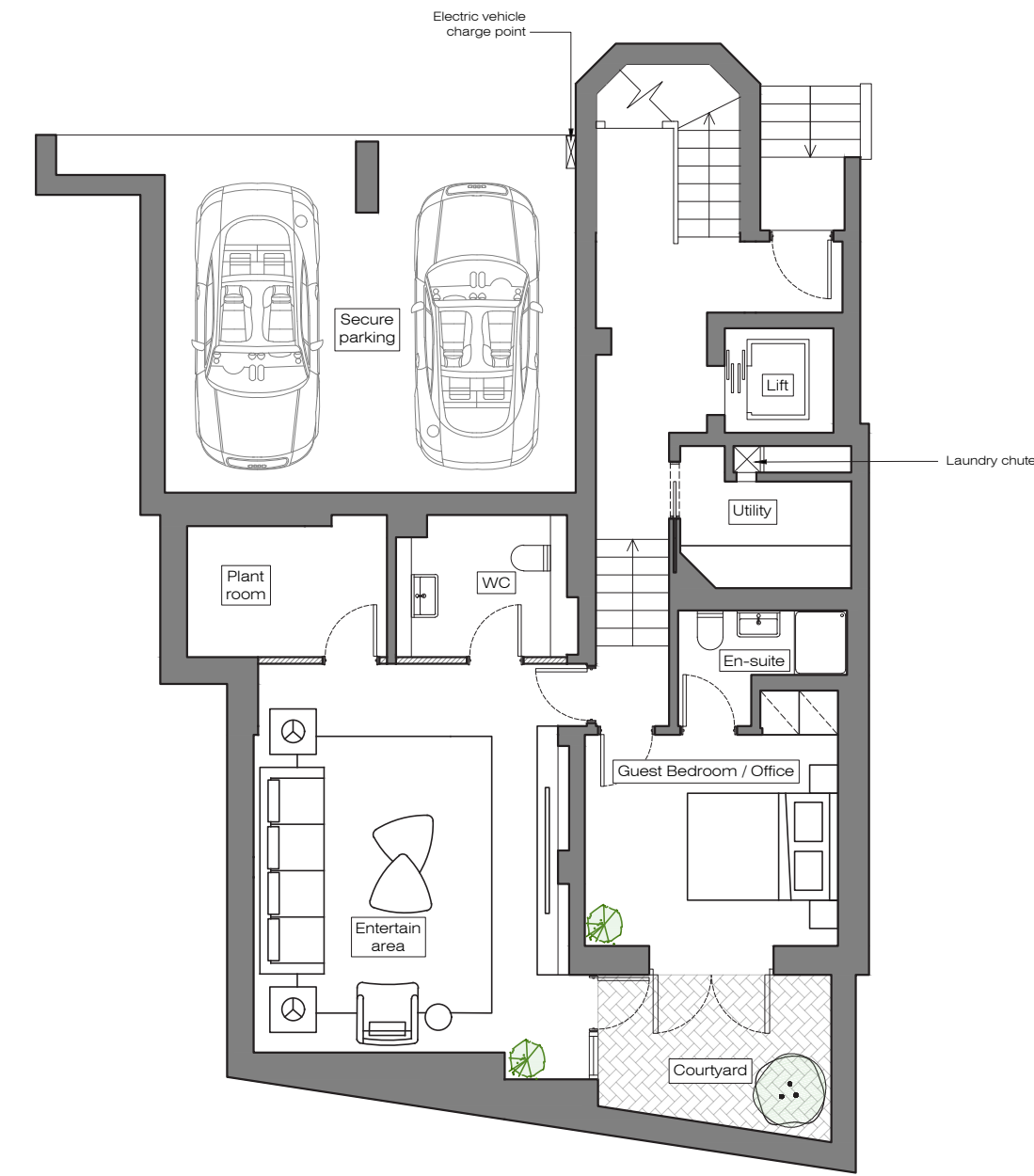
Proposed Second Floor - Option 1



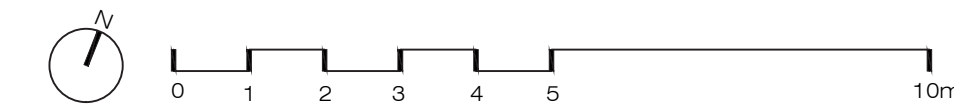
Proposed Third Floor - Option 1



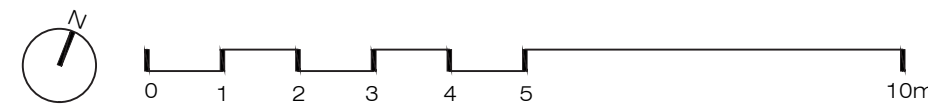
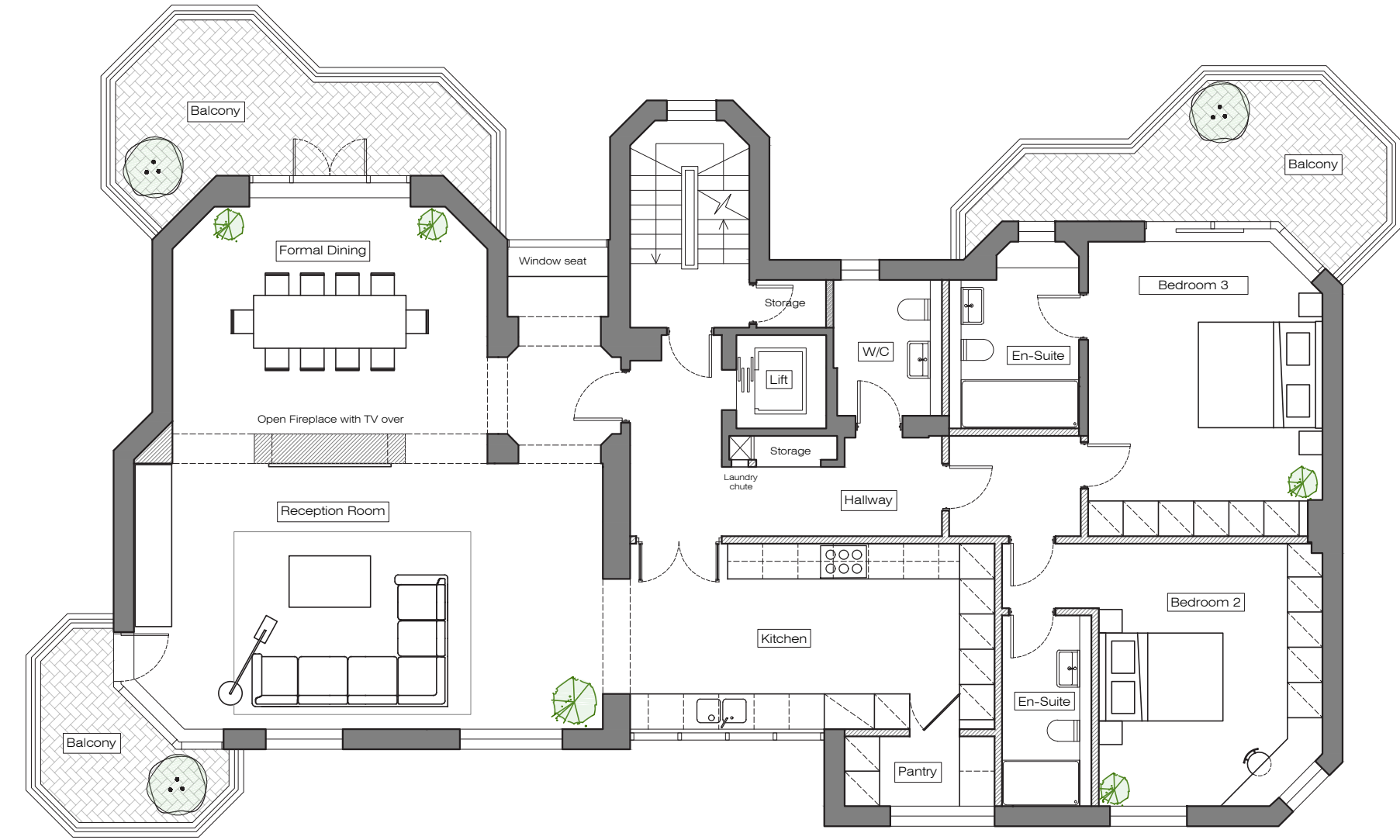
Proposed Lower Ground Floor - Option 2



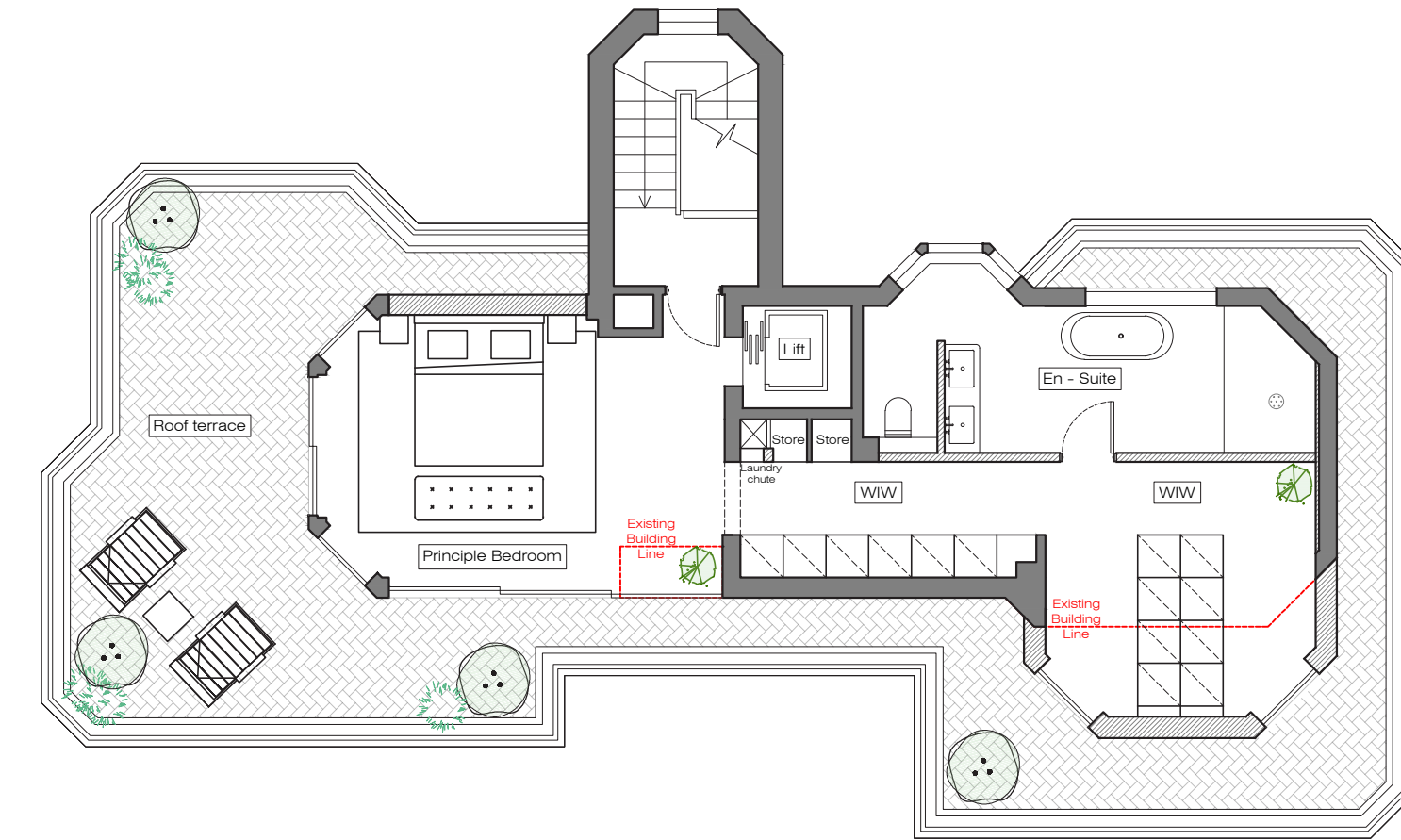
Proposed Ground & First Floors - Option 2



Proposed Second Floor - Option 2



Proposed Third Floor - Option 2



Planning Guidance



Overview

The proposed work that will require planning approval is to extend the top floor of the property on the right hand side. As such, we have consulted with a planning consultant who has advised that a modest roof extension to the right-hand side of the building (as viewed from the road), that extends the existing rooftop bedroom slightly towards the front elevation is both feasible and likely to be granted planning permission. This is in light of the following key planning considerations:

Existing Roof Form and Context

The existing rooftop bedroom already projects slightly forward of the left-hand side of the roof, resulting in a non-uniform roofline. Neighbouring properties also feature a variety of roof additions with no consistent alignment or defined building line. A modest extension in this location is therefore unlikely to disrupt the established roofscape or appear out of keeping with the surrounding context.

Street Scene and Visual Impact

Extending the bedroom closer to the front elevation may increase visibility from the public realm. However, elements of the existing roof are already visible from the street, and a small, well-integrated addition would not be expected to significantly alter the overall massing or visual impact.

Camden Planning Authority is likely to expect any roof extension to appear subservient to the main building form. It is therefore advisable to maintain a setback from the front elevation to reduce visual prominence and to remain consistent with the pattern of neighbouring roof extensions, which are generally stepped back from the outer facades.

Neighbouring Amenity

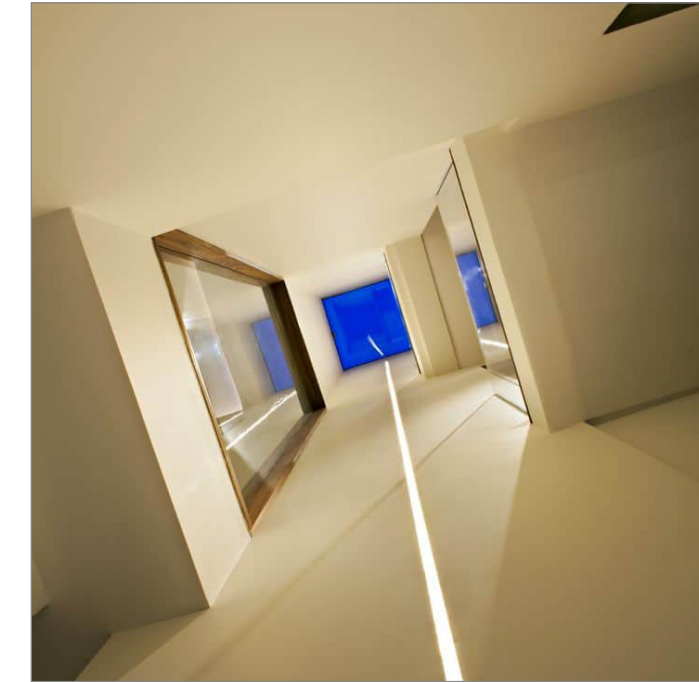
Based on the relationship with adjoining properties, the proposed extension is not anticipated to give rise to any adverse amenity impacts in terms of overbearing presence, loss of daylight, or sunlight.

XUL Architecture: Our Story



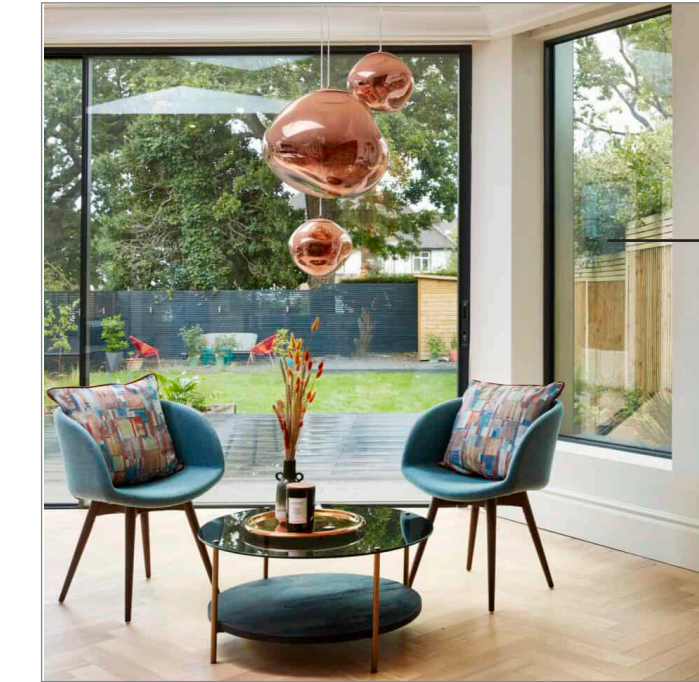
Using natural light and the science of neuroarchitecture (where neuroscience meets design), we create homes that transform your quality of life. Buildings and spaces have an undeniable impact on how we think and feel. As architects, we have a responsibility to not only prioritise these emotions, but delve into the science behind them. Beyond achieving your aesthetic vision, an XUL home is designed to support your health wellbeing and cognitive performance. Quite simply, we give you the light and space to thrive.

Neuroarchitecture



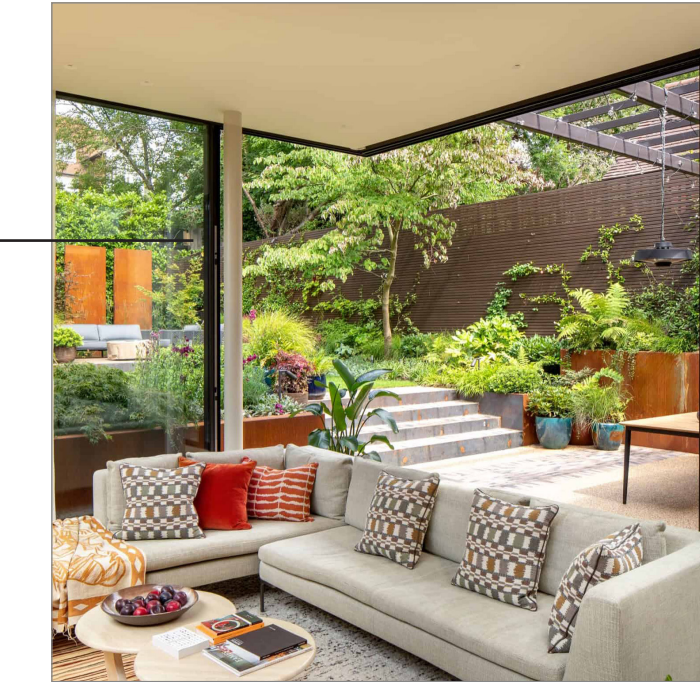
The Science of Light

Light is not simply illumination, but a tool for wellbeing. It profoundly shapes how we experience built environments. It acts as a biological cue that impacts our sleep, mood, and cognitive performance. By applying thoughtful techniques and design considerations, we align spaces with the body's natural rhythms to support our internal body clock as well as physical and mental wellbeing.



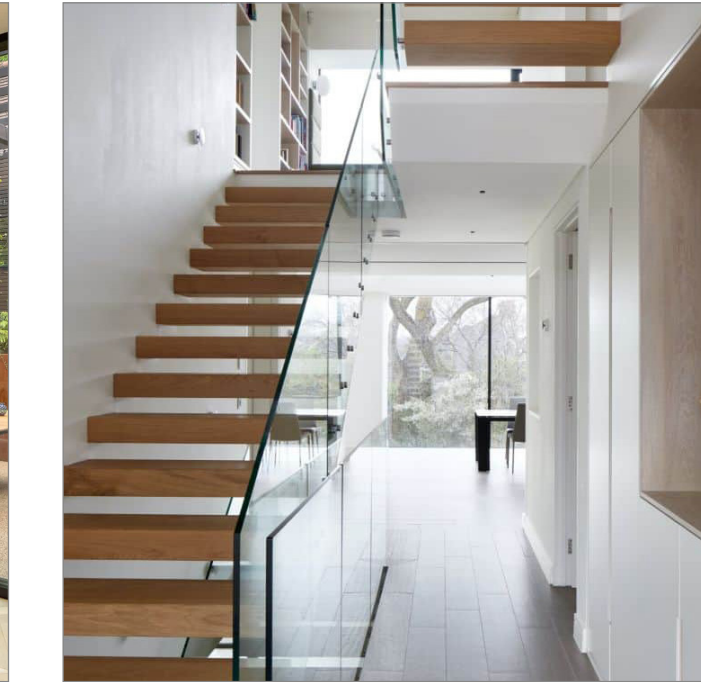
Emotional Response to Design

Our emotions respond to space in powerful ways. A room can soothe us, unsettle us, or lift our spirits, often without conscious awareness. Through thoughtful design, we can shape these emotional responses by drawing on the overall feel of a space; its layout, materials, light, acoustics, and how it engages the senses. By understanding these subtle cues, we can design spaces that feel instinctively comfortable, supportive, and attuned to the people within them.



Biophilic Design

Humans have an innate tendency to feel better when surrounded by nature. Whether it's the presence of plants and garden views, the dappled patterns of leaves, or the soft curves found in organic forms, these elements help reduce stress, boost mood, and support wellbeing. Through biophilic design, we weave nature into the built environment, shaping spaces that nurture wellbeing and cultivate a profound sense of harmony.



Flow & Space Perception

The way we move through a space influences how we experience it. When layouts flow naturally and areas connect intuitively, we feel greater comfort and clarity, freeing up mental energy for the things that truly matter to us. By designing spaces that communicate their purpose and gently guide movement through visual cues and thoughtful details, we create environments that feel welcoming and effortlessly show us where to go.

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