



6<sup>th</sup> March 2008

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6/03/08

16 pages of prime property including **livingabroad**

Designer living in Deptford

Move into the brand-new hot-spot for arts and culture

the art of London river living

SALES EXHIBITION Saturday 8th and Sunday 9th of March 2008  
11am - 4pm / Marriott Hotel, 140 Park Lane, London W1  
Max Wilkinson / max.wilkinson@kingsturge.com / +44 (0)20 7715 9700

KingSturge  Paynes & Borthwick  
[www.paynesandborthwick.com](http://www.paynesandborthwick.com)

6<sup>th</sup> March 2008

# The riverside hot-spot artists can't seem to get enough of



Deptford is one of London's most vibrant cultural hubs and a new development is already very popular – before its official launch

**M**ARKET slowdown? What market slowdown? More than half of a stunning collection of 257 riverside apartments and penthouses in West Greenwich, opposite the Isle of Dogs and close to the City, have sold before they have even had a chance to launch on the UK market.

So, due to this popular demand, residential developer Lane Castle will press ahead with its unveiling, by inviting potential homebuyers to an early launch on 8 and 9 March.

Paynes & Borthwick Wharves, with their magnificent Italianate arches, will consist of luxury one-, two- and three-bedroom apartments and penthouses, an 18-storey tower and 3,500 sq m of new

The view from the Deptford waterside is one of the best in London

commercial space, which will provide new art and workspace amenities for local talent, as well as restaurants, cafes and an impressive gallery.

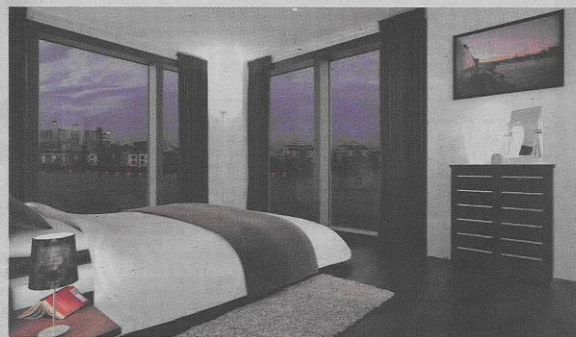
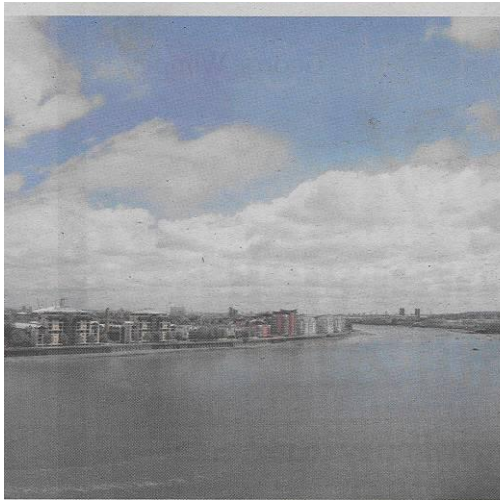
**DISCERNING PURCHASER**

Mark O'Grady of Lane Castle comments: "The product we're offering is of the highest quality which is reflected in both the sales success it's received already and in our decision to press ahead with an offi-

cial launch to stay ahead of the game. So long as the product and location are right, it will continue to sell, whatever the market conditions.

"Paynes & Borthwick Wharves sits in a prime location in terms of links to the City and Canary Wharf, it's right on the River Thames, enjoys fantastic views across the water and offers a high specification that will impress any discerning purchaser. We're looking forward to the launch." One

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The Paynes and Borthwick Wharves development will consist of luxury one-, two- and three-bedroom apartments as well as penthouses

emerging. Lane Castle has highlighted its approach to the development, to preserve the area's unique cultural identity.

O'Grady adds: "We are absolutely determined that this should not happen in Deptford: to overdevelop the area and trigger excessive property inflation would be counter-productive in the extreme."

"In my view, we will only have succeeded in our vision of true and sustainable regeneration if Deptford's status as a cultural hub is nurtured and developed, and its existing community thrives."

**CREATIVE BUZZ**

"We aim to build more than just buildings. We intend to marry the historic with the contemporary and are also determined that arts, culture and the best of design will enrich the Paynes and Borthwick environment and capitalise on the creative buzz of the area."

Work at the Paynes & Borthwick Wharf

development is now well underway, and Lane Castle has confirmed that the scheme is right on schedule.

In total, the development will comprise some 32,500 sq m and will open up a groundbreaking on-line arts magazine, known as the p&b cultural showcase.

Over and above the creation of the physical space, Lane Castle has also set up a groundbreaking on-line arts magazine, known as the p&b cultural showcase.

Promoting the very best artists and creative endeavours in Deptford, Greenwich and Lewisham, the showcase can be viewed at [www.pandbshowcase.com](http://www.pandbshowcase.com). The launch of the scheme takes place on Saturday 8 and Sunday 9 March between 11am and 4pm at The Marriott Hotel, Park Lane. For information please call 020 7715 9700 or visit [www.paynesandborthwick.com](http://www.paynesandborthwick.com).

For information on commercial opportunities call Hindwoods Hunter Payne on 020 8858 9303.

of London's oldest areas has officially become its newest property hotspot. With investor activity already red-hot in the area, wannabe owner-occupiers are now starting to get in on the act.

**CULTURAL DEPTFORD**

While situated close to Canary Wharf, The City and central London, it is also within equally easy reach of its own collection of globally acclaimed local attractions such

as The Royal Naval College, Royal Observatory and Cutty Sark.

Deptford's reputation as a cultural centre also continues to grow. It has one of the highest concentrations of artists in the capital and has been designated as a "cultural hub" by the London Development Agency – an incentive to help optimise its huge potential.

With more and more artistic businesses and community-based creative projects

Well located in west Greenwich, Paynes & Borthwick provides stunning riverside apartments boasting fantastic views towards Canary Wharf, Greenwich and the City.

- Highly specified 1, 2 & 3 bedroom apartments set behind restored listed buildings and a landmark new tower
- Stunning views across the River Thames
- Gallery, bars, restaurant and retail all proposed on-site
- Commercial occupier and retail all proposed on-site
- 24hr concierge, secure underground car-parking
- Residents private lounge area and meeting rooms
- In the heart of the Deptford and Greenwich regeneration areas
- 23 mins to Bond Street / 14 mins to Canary Wharf / 7 mins to London Bridge
- Completions approx 18 - 24 months away

Prices start from **£299,000**

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