

The Russell Simpson Guide to Prime Chelsea Lettings

Chelsea is one of the most exclusive and chic enclaves of London. In this guide, Russell Simpson describe how the area can be subdivided into eight unique lettings zones. Each of these ‘hamlets’ or micro-markets has its own distinct lettings profile, top addresses and unique features that attract a diverse range of tenants. Chelsea, which covers both the SW3 and SW10 postcodes, can be split into; Old Chelsea, Burton Court, Chelsea Green, The Boltons, Chelsea Town, West Chelsea, Chelsea Riverside and The Beach.

Whilst Chelsea enjoys a reputation for elegance and expense, Russell Simpson suggest that the variety of rental stock in Chelsea makes it unique. In the SW3 postcode alone, rental values range from under £300 per week to tens of thousands per week. Also within the area is a good mix of property sizes and styles; with around 40% of the market providing either one or two bedrooms, whilst around 20% of the market offers four bedrooms or more.

Russell Simpson highlight the cosmopolitan nature of the Chelsea lettings market; the area has been synonymous with expatriate Americans and French since the late 20th Century. Prior to this, Chelsea was the bohemian quarter of London, an atmosphere that still prevails today, artists such as Dante Gabrielle Rosetti and John Singer Sargent lived and worked in the area in the late Victorian era. From the 1960’s, Chelsea became synonymous with ‘swinging London’ with Malcolm McLaren and Vivienne Westwood opening the original ‘SEX’ fashion boutique in the heart of the fashionable King’s Road.



Ali Carter, Lettings Manager at Russell Simpson comments:

“Chelsea is a vibrant and buzzing area to rent within, far more accessible than many think and with a diverse array of nationalities. Our aim for this report was to show quite how many different types of property and people there are in one of London’s highest profile areas.”

**For further information, contact Russell Simpson on 020 7225 0277
or visit www.russellsimpson.co.uk**

Kensington Gardens

Chelsea Town

- Rental price range for apartments: £425-£1,800 per week
- Rental price range for houses: £2,500-£7,000 per week
- Best addresses: Chelsea Square, Carlyle Square, Manresa Road

Knightsbridge

The Boltons

- Rental price range for apartments: £650-£20,000 per week
- Rental price range for houses: £5,000-£30,000 per week
- Best addresses: The Boltons, The Little Boltons, Tregunter Road

West Kensington

West Chelsea

- Rental price range for apartments: £450-£1,000 per week
- Rental price range for houses: £800-£6,500 per week
- Best address: Chelsea Park Gardens

Chelsea Riverside

- Rental price range for apartments: £650-£2,000 per week
- Rental price range for houses: £800-£1,800 per week
- Best address: Within a Chelsea Harbour prestige development: Thames Quay

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Hyde Park

Chelsea Green

- Rental price range for apartments: £450-£1,750 per week
- Rental price range for houses: £950-£5,000 per week
- Best addresses: Markham Square, Astell Street

Green Park

Belgravia

Burton Court

- Rental price range for apartments: £800-£2,250 per week
- Rental price range for houses: £1,500-£6,000 per week
- Best addresses: Burton Court, Radnor Walk

Pimlico

Old Chelsea

- Rental price range for apartments: £450-£2,000 per week
- Rental price range for houses: £1,800-£10,000 per week
- Best addresses: Upper Cheyne Row, Cheyne Walk

Battersea Park

each

- Rental price range for apartments: £370-£1,000 per week
- Rental price range for houses: £800-£6,000 per week
- Best address: Paultons Square

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OLD CHELSEA

Old Chelsea has been popular with the wealthy throughout history and features The Rectory on Old Church Street, developed in 1752. Originally home to the rectors of the parish church, it has the second largest private garden in London.



BURTON COURT

Burton Court is popular with international tenants, with Russell Simpson reporting a rise in 2015 of both Russian and Italian tenants. The proximity to Sloane Square and the designer boutiques that line the King's Road are a big pull for international clientele. During the summer months, Burton Court comes to bloom with the RHS Chelsea Flower Show and the Chelsea Pensioners live nearby.

CHELSEA GREEN

Russell Simpson describes Chelsea Green, located in the Northeast corner of Chelsea, as a 'village within the city'. The low-rise and verdant area features a number of boutique shops and cafés, mostly independent, around the green itself.



THE BOLTONS

Home to the largest houses in Chelsea, The Boltons is highlighted by Russell Simpson as being a hotspot for international summer rentals, with large multi-generational families from Russia, America and the Middle East often renting within the micro-market.

CHELSEA TOWN

Located to the North side of the King's Road, nestled between Chelsea Green and West Chelsea is Chelsea Town, an area of genteel elegance. Think imposing lateral apartments with direct access to private gardens and the occasional new development, which are starting to take root in this otherwise traditional neighbourhood, enticing a younger demographic to the area. Another nod to its genteel past lies within the shops on Old Church Street, with one example being De Gournay, who sell some of the finest wallpaper in Britain.



WEST CHELSEA

For those looking to dip their toe into the Chelsea lifestyle, Russell Simpson highlight that West Chelsea, to the North of the King's Road and to the West of Beaufort Street, offers the best value with small apartments beginning at around £450 per week. The area is also popular for those who rent in Chelsea during workdays and then go back to their larger country houses as the area has good transport links to the M4 and M40.

CHELSEA RIVERSIDE

Extending into the SW10 postcode, Chelsea Riverside encompasses the area around Chelsea Harbour. The housing stock here is markedly different from the other micro-markets of Chelsea, with large architectural steel and glass towers with luxury amenities defining the skyline.



THE BEACH

The Beach was so-called due to the large amount of tanning salons within the area, which is located south of the King's Road down to the River Thames. It is the most 'trendy' area of Chelsea, with young professionals forming the bulk of rental clients in the area. The roads around Paultons Square attract families, lured by the value of the large houses that can be rented, whilst the Thameside ambience and proximity to the Western end of the King's Road are also large draws.

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