

A scenic view of a coastal town, likely in the Mediterranean. The foreground shows lush greenery and a stone wall. In the middle ground, there are several tall palm trees and a row of yellow buildings with white window shutters. The background features a clear blue sky and a harbor filled with numerous sailboats and yachts. The overall atmosphere is bright and sunny.

# The World's most expensive addresses

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**1stavenue**  
Managing London™

Last year, Dow Jones identified the most expensive and notably prestigious locations around the globe.

We take a peek at the exclusive addresses you can buy if your financial advisor can swing it.

**Number 8**  
**Wolseley Road, Point Piper, Sydney**  
*Price: £1200 per sq ft*



The recent sale of respected Australian business leader Andrew Banks' home for £33 million shows the exclusivity and resilience of this enclave.

Sales last year of properties with harbour views achieved an average of £1200 per square foot.

However a new development seems destined to overtake Wolseley Road. Sienna which sits at the water's edge, is touted as the ultimate address

with framed views of the Opera House and the Harbour Bridge and is purportedly selling at £1900 per square foot.

**Number 7**  
**Ostozhenka Street, Moscow**  
*Price: £1800 per sq ft*

Moscow's golden mile is an art nouveau wonderland of property dating from the late 19th and early 20th century.

It is also a historic district with a treasure trove of pre-Revolutionary architecture; the neighborhood itself oozes with prestige, expensive cars and curious tourists.

Home of Russia's elite, the popularity of the road is due to its superb location, being right in the heart of Moscow next to Christ the Savior cathedral and just 5 minutes drive to the Kremlin.



## PROPERTY TRENDS OF 2011

Wealthy buyers returned to Prime Central London fuelled by concerns about the flagging Euro and looking to put their money somewhere secure.

No one under 35 could afford to buy, so they all had to rent. This meant that BTL landlords who hadn't gone bust a few years ago, were suddenly back in business.

The rise of the special offer; Vendors started coming up with incentives for people to buy their house: everything from a free Fiat to complete post-purchase re-painting.

With a personal deposit of only 4% and government backed lending of up to a further 20%, the new FirstBuy scheme provided a glimmer of hope for would-be young homeowners finding their way on to the property ladder.

Memories of the 2010 ash clouds from the Icelandic volcano Eyjafjallajokull put a dampener on people's overseas holiday plans, leading to the birth of the "staycation". The sun shone for holiday homeowners in the south west, provided you were selling your house to people looking for a UK holiday retreat.

**Number 6**  
**Rue Bellot, Geneva**

*Price: £2000 per sq ft*



Prices on Switzerland's most expensive street, bolstered by tight selling restrictions, are at least £2000 per square foot.

Local agents said rising prices were buoyed by demand from the super-wealthy looking to relocate to Switzerland, especially from countries such as the UK, where governments are increasing tax rates for the rich.

**Number 5**  
**Fifth Avenue, New York**

*Price: £3100 per sq ft*



With its iconic views of Central Park and boasting the most expensive shops in the world, some of the most coveted penthouses are perched atop the buildings on Fifth Avenue.

For generations this exclusive address has remained the home of the well-healed and super-wealthy and continues to be the ultimate New York address.

**Number 4**  
**Chemin De Saint Hospice, Cap Ferrat**

*Price: £4000 per sq ft*



Located in the South of France just outside of Nice, Chemin De Saint Hospice only has 15 houses lining the road so supply is limited and property rarely comes on to the market.

Home of the elite, the location features beautiful views from an exclusive peninsula jutting out into the Mediterranean.



**Number 3**  
**Avenue Princess Grace, Monaco**

*Price: £4000 per sq ft*

Steeped in history and considered to be home to one of the most prestigious automobile races in the world, the Principality of Monaco is the most densely populated city in the world and a place where space is at a premium.

Where this is most apparent is on one of the world's most expensive streets, Avenue Princess Grace, which lines Monaco's iconic waterfront.

The most recent apartment sale was £22 million

**122%**

Rise in average property prices in  
The City of London since 2001

**38%**

Rise in property prices inside  
Prime Central London since 2009



**Number 2**  
**Severn Road, Hong Kong**  
*Price: £4900 per sq ft*

Decamped from its position as the most expensive address on the planet last year, Hong Kong's Severn Road is a winding street of mansions and apartments wrapped around Victoria Peak.

With fewer than 60 residences on the road it is still one of the priciest addresses on the planet with its ultra luxurious homes boasting panoramic views of the harbor. Renting a 4 bedroomed house with 4 bathrooms on the peak will set you back around £31,000 per calendar month.

**Super Prime London buyers by nationality**

The strong demand has been underpinned by the ongoing weak pound still delivering discounts to dollar based buyers of 25% against peak market pricing in 2008.

- 1) Russia
- 2) China
- 3) India
- 4) UAE

Source Knight Frank Residential Research



**Number 1**  
**One Hyde Park, London**  
*Price: £7000 per sq ft*

One Hyde Park is the most exclusive address in the world and an important 21<sup>st</sup> century addition to London's architectural landscape.

With the elegance and excitement of bustling Knightsbridge to the south and the tranquility of Hyde Park to the north offers an incomparable

experience for those that want the ultimate in luxury, elegance, security and service.

86 apartments across 4 blocks have sold for in excess of £1.4 Billion and boasts 3 mega luxury brands at street level, one of which is a McLaren dealership relocated from its previous Hyde Park address.

Service is provided by internationally acclaimed hotel chain Mandarin Oriental.

One Hyde Park took 5 years to build and employed an army of workers totalling 2500 during peak construction times.

It is rumoured that only 80 apartments were constructed as some purchasers bought more than one and merged them together.

The Super Prime developments success was designed and executed to meet a specific requirement for the new internationally wealthy.



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