

## £22m unmod mansion in Primrose Hill ‘could be one of the finest in the area’

*Arts and Crafts stunner on Elsworthy Road is available for the first time in over half a century*

• By PrimeResi Editor • 15th March 2022

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A massive unmod mansion in Primrose Hill is about to hit the open market at £22m, PrimeResi hears.

The Arts and Crafts affair on Elsworthy Road has been in the same hands for over 50 years and requires “complete modernisation”, according to agents Ian Green Residential.

It should be well worth the effort; the firm thinks it has the potential to become “one of the finest houses in the area” given the coveted position backing directly onto the park - and sheer scale. There are also some glorious period features to savour...





Right in the sweet spot between St John's Wood and Primrose Hill Village, Elsworthy Road was built in various phases between 1875-81 and 1896-1911.

Both neighbourhoods have proven especially popular since the onset of the pandemic, as buyers continue to seek out the magic combo of green space, good connections and a village atmosphere. Sales have "absolutely rocketed" over the last 18 months, according to local agents, with a number of new price records set.





**Further Reading**

[String of townhouses snapped up by the new Primrose Hill set Dec 2021](#)