

Unmod mansion in Primrose Hill resold for £16mn

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Arts and Crafts pile with huge potential on Elsworthy Road received multiple offers.

An unmodernised mansion in Primrose Hill has been sold for the second time in under eight months, *PrimeResi* hears.

Having changed hands in November at around £16mn, the Arts and Crafts project just off Elsworthy Road has just been resold for a similar sum, having attracted “multiple offers”.



The double-fronted 6,500 sq ft seven-bed – backing directly onto and overlooking Primrose Hill Park – had previously been in the same ownership for over 50 years. It’s in need of the full works, but has the potential to become one of the finest houses in the area, given the coveted parkside position, period features and scope for further extension.

Sales agents Ian Green Residential said the deal “clearly shows there is still strong demand for unmodernised houses in the best locations”.





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.