appealing personal much.

The drive towards "amall is beautiful" developments is being boosted by crowd funding, a form of financing that raises modest amounts of cash from thrusands of individuals to provide a processed or indroducts to provide a pool of more that builders can use. Funding Grels, one of the new crowd funding firms, raised \$100 million last year, belying to build more than \$00 homes in the capital, including a seven uportment otherne in Ealing by developer Uplift Property, which made use of a £2.1 million loan fluanced by

Typically, the schemes have fewer than 20 homes and appeal to buyers who want to be part of a community with more individuality.

\*They would rather be one of 10 They would rather be one of 10 has one of 20%, Says Jamie Gunning, director of property constitutes CBRE, which reports there are more such London projects that any time in living manners, and the living manners, but the property of the constitute of the constitut

wasse than larger projects.

The jump in the number of boutique homes is also finited to the revival of city-centre living. For ity-wass, London has been undergoing a form of what American commentators call the American commentators call the Great inversion. the return of people, housing and highly-paid jobs to city centres. Often, buyers work in the City or the creative sector. They are not tirst-time.

buyers, and include downsteers whose lids have flown the nest and who want to enjoy an interesting home and the London Hestyle.

NICHE HOMES BOOM Developers in this mould are not searching in the traditional rich searching in the traditional rich encloses for land, but turning to areas such as Westminster, Cowest Garden and Holborn, sometimes with selling prices starting from £500,000.
Buyers who want bigger developments tend to have different needs and motives. The package of arrentites on offer - £64 has a symma under-

offer - such as a gym, spa, under-ground parking on site bars and eater



Crowd funding is driving a new demand for individual architecture as buyers turn away from big schemes, says David Spittles

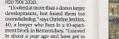
more interested in the architecture of a building and the quality of the interest or a building and the quality of the interest or a building and the quality of the interest or a building and the quality of the interest to the interest of the interest of

while a Camden pub conversion project, in Pakenham Street, has fore apartments priced from £495,000. Call 020 7106 2020



£1,375,000: for a three-besksom flat at Upper Lawn, above. This 21st-century tabe on a traditional Potney mansion block also offers (see and four-bedroon flats, plus a shared garden. Through Savilis (020 3324 9223)







Vale, left, are enjoying more interest through thoughtful development

## CHARACTER COUNTS

"Often they are listed period buildings and, when imaginatively refur-bished, provide a wonderful mix of

by local people rather than sold at

by one people rather than soon at readshows overpeas to investors."

The address One Highgate says everyining about the status of this boutique scheme of 15 boutes on the stopes of north London. Fig. Idental flass in a bandsome red-brick manrion. block with underground parking, a swimming pool and conclerge cost from £1.6 million, Call 020 8458 7311. St John's Wood is an unblighted



hoosing to live in small, individual ses that are at the cents





residential district with a high street resourns currier with a figh street full of cafes, boutques and biston bordering Regent's Park. At 15 Grove End Road there are five apartments, each with a terrace. Arrive by car and, at the press of a button, the ground

The Villas in nearby Maida Vale are eight modern townhouses clad in mellow brick and bronze. Set behind artist-designed gates in a pretty court-yard, the lasmes have large rooftextuces and basement media rooms. From £1,395,000, Csfl 020 7724 4724



