

WALTHAM CROSS

*a collection of
92 luxurious apartments*

mi land & new homes





THE EMBASSY

welcome to waltham cross

luxury apartments offering connected living, unrivalled design, and outstanding investment potential

step into a world where modern luxury meets seamless convenience. located in the heart of waltham cross, these stunning apartments – comprising 92 units for sale – offer a range of sophisticated layouts, carefully designed to suit any lifestyle.

high-end finishes, spacious interiors, and state-of-the-art amenities elevate everyday living, while thoughtfully crafted communal spaces foster a sense of community and comfort. with effortless connectivity to london, diverse leisure options at your doorstep, and substantial investment growth on the horizon, waltham cross is more than just a home—it's a lifestyle of unparalleled comfort, opportunity, and lasting value.

apartment types *luxury living redefined*

a new standard of luxury living at waltham cross. these exclusive apartments have been thoughtfully designed with modern elegance in mind, offering a range of layouts to suit every lifestyle. from sleek, open-plan kitchens and spacious living areas to high-end finishes and premium materials, each apartment is crafted with meticulous attention to detail. residents can also enjoy a host of on-site amenities, ensuring a lifestyle of comfort, convenience, and sophistication in this vibrant community.



manhattan *apartments*

priced from
£281,111 – £376,106

interior finishes

the interior finishes of the embassy include lvt flooring throughout contrasting with neutral matt painted walls and handpicked silk grey fully prefinished luxury quality doors complimented by brushed steel hardware to create a highly contemporary interior that perfectly balances modernity, freshness and warmth.





one bedroom *apartments*

priced from
£281,111 – £376,106

the one bedroom apartments have been designed with dual occupancy in mind, the spacious luxury interiors perfectly convey the embassy concept and bring a sense of calm and comfort.

the interiors and specification of the one bedroom apartments have been meticulously designed by a highly creative multi-award winning team of architects and designers, resulting in a coordinated palette of modernity and sophistication, in addition to exceptional levels of comfort, sophistication and warmth.

materials have been specified and sourced from suppliers across the globe to create a specification that focuses on design, durability and practicality in equal measure to ensure an exceptional ownership proposition for future owners and occupiers. these include designer italian kitchens and tiles, german engineered taps and shower fittings and lvt flooring throughout.

two bedroom apartments

priced from
£306,257 – £452,999

the two bedroom apartments deliver modern, luxury living in the largest format the the embassy offers. the warm harmonised spaces are popular with those that are looking for comfort and growing families alike.

the interiors and specification of the two bedroom apartments have been meticulously designed by a highly creative multi-award winning teams of architects and designers, resulting in a coordinated palette of modernity and sophistication, in addition to exceptional levels of comfort, sophistication and warmth.

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interior finishes

for one and two bedroom apartments

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bedroom

for one and two bedroom apartments

the bedroom sleeping area mixes a light and smooth material pallet to offer exceptional standards in comfort and relaxation. the inclusion of lvt flooring in the bedroom areas leads to a seamless visual experience whilst offering all the benefits of enhanced wear characteristics and durability.



kitchen

for one and two bedroom apartments

the kitchen and dining areas continue the warm palette, with luxury vinyl flooring (lvt) complimented by malto and oak coriandolo italian cabinets. the integrated appliances blend seamlessly and complete the modern kitchen aesthetic.



bathroom

for one and two bedroom apartments

the cohesive interior design is fully in harmony with the other areas of the manhattan apartments with the choice of quality materials perfectly displaying the no compromise approach taken at the embassy. with white china fittings, a stone resin shower tray, lvt flooring, italian wall tiles and german taps the fittings are designed to outlast inferior specifications and lead to a worry free ownership proposition.

detailed specifications: *for all apartments*

kitchens

- doimo cucine kitchen in malto and oak coriandolo
- tiled back splash
- stainless steel sink
- grohe chrome kitchen tap
- integrated oven and hob
- integrated cooker hood
- integrated dishwasher
- integrated washer dryer
- lvt flooring throughout
- integrated down lights
- integrated fridge with ice box or tall fridge freezer (where applicable)

interior finishes

- locking prefinished grey front door set
 - prefinished grey door sets
 - lvt flooring throughout living areas, hallways, kitchens and bathrooms
 - double glazed casement windows or sliding doors (where applicable)
 - walls to be finished in neutral matt paint
 - ceilings finished in brilliant white emulsion
 - skirting finished in white eggshell paint (where applicable)
 - metal door furniture throughout
-





bathroom

- stone resin shower tray or steel bath
 - back to wall toilet with soft close seat
 - wall mounted sink with hansgrohe tap
 - hansgrohe shower mixer or bath taps
 - heated towel rail
 - glass shower or bath screen (where applicable)
 - grohe concealed cistern with push button
 - tiled wet areas inside shower or above bath complimented with neutral grout (where applicable)
 - lvt flooring throughout
 - integrated down lights
 - continuous ventilation with boost function
-

communal areas

- entrance lobby with individual steel mail boxes
 - three communal terraces to the first, fifth and sixth floors finished with composite decking flooring (where applicable)
 - stainless steel clad lifts
 - carpet throughout hallways
 - integrated downlighting
-

electrical fittings

- video door entry
- brushed stainless steel in living areas or white socket outlets (where applicable)
- electrical heating and hot water generation
- high level socket for tv to living areas (where applicable)
- data line direct to network



detailed specifications: *for all apartments, continued*

exterior finishes

- sliding double glazed flush doors (where applicable)
 - composite decking to balconies (where applicable)
 - solid facing brick or block outer leaf with silicone render (where applicable)
-

security

- access to apartments via video door entry
 - mains supply heat/smoke detector with battery back up to apartments
 - smoke detectors to common areas
 - sprinkler systems installed to apartments
 - 10 year new build warranty
-

car park

- secure access to under croft car park via electric entry system
- bicycle storage
- lift from carpark to all floors in the building

*specifications correct at time of printing
actual built specification may vary based
on material availability.*





waltham cross, en8 *a prime location with unmatched connectivity*

welcome to waltham cross, where modern living meets seamless connectivity. perfectly positioned just north of central london, these luxury apartments provide effortless access to vibrant shopping, excellent dining, and world-class transport links. whether you're commuting into the city, exploring the local leisure opportunities, or enjoying the abundant green spaces, waltham cross offers a lifestyle defined by both convenience and tranquility.



waltham cross town centre is located 11.5 miles north of central london and forms part of the metropolitan area of london and the greater london urban area. the location is unique in its ability to offer excellent shopping, commuting, leisure, education and open green spaces in its current form with the huge upside of substantial regeneration and investment that is currently underway.



effortless *road access*

strategically situated near the a10, reaching cambridge, huddersdon, enfield, and central london is effortless.

the m25, just a 3-minute journey away, provides easy access to greater london and serves as a gateway to the m1 (linking to the midlands and the north), the m11 (direct route to cambridge), and the a12 (your route to east anglia).



convenient *rail connectivity*

waltham cross train station, located within an 8-minute walk from the embassy and offers seamless rail travel options. in under 30 minutes, you can find yourself at liverpool street station, whisking you away to the heart of london. a change at tottenham hale connects passengers into oxford street in a total of 31 minutes connecting the embassy to the city and the west end.



global *reach*

for those seeking international travel, the embassy's location is unbeatable. stansted airport is less than 30 minutes away, providing easy access to worldwide destinations. heathrow airport is also readily accessible in around 60 minutes away. embrace a lifestyle of convenience and endless opportunities, where connectivity is second to none.



local *shopping*

there are numerous chances to indulge in some retail therapy nearby. the pavilions shopping centre boasts an extensive array of shops, and the town centre offers supermarkets such as sainsbury's, iceland, and lidl.

thanks to its excellent connectivity to central london, you can reach the vibrant atmosphere and flagship stores of oxford street within just 30 minutes by train. enfield town is also conveniently a short 10-minute drive from the development, featuring its own thriving town centre, including the palace gardens shopping centre.



dining & *entertainment*

the town centre offers many casual dining options and if you're looking for a pub experience, wheelwrights is only a 7-minute drive away, serving locally brewed real ales. the prince of wales, another local option, provides fine dining and an impressive selection of wines.

for those craving authentic indian and bangladeshi cuisine, joy bangla is just a 7-minute drive. cheshunt offers italian and mediterranean flavours at vince's kitchen, pizzeria, and shish kitchen. additionally, quality thai and chinese cuisine await at mai thai kitchen and peking house, all are within 5 minutes of the embassy.



leisure activities

for leisure activities, the neighbouring area is sure to satisfy. a mere 8 minutes away, you'll find enfield's david lloyd club, which offers a gym, tennis courts, badminton courts, a spa, and pools. you're also conveniently close to a variety of golf courses, including crews hill golf club, the hertfordshire golf and country club, west essex golf club, and enfield golf club, all reachable within 15 minutes.

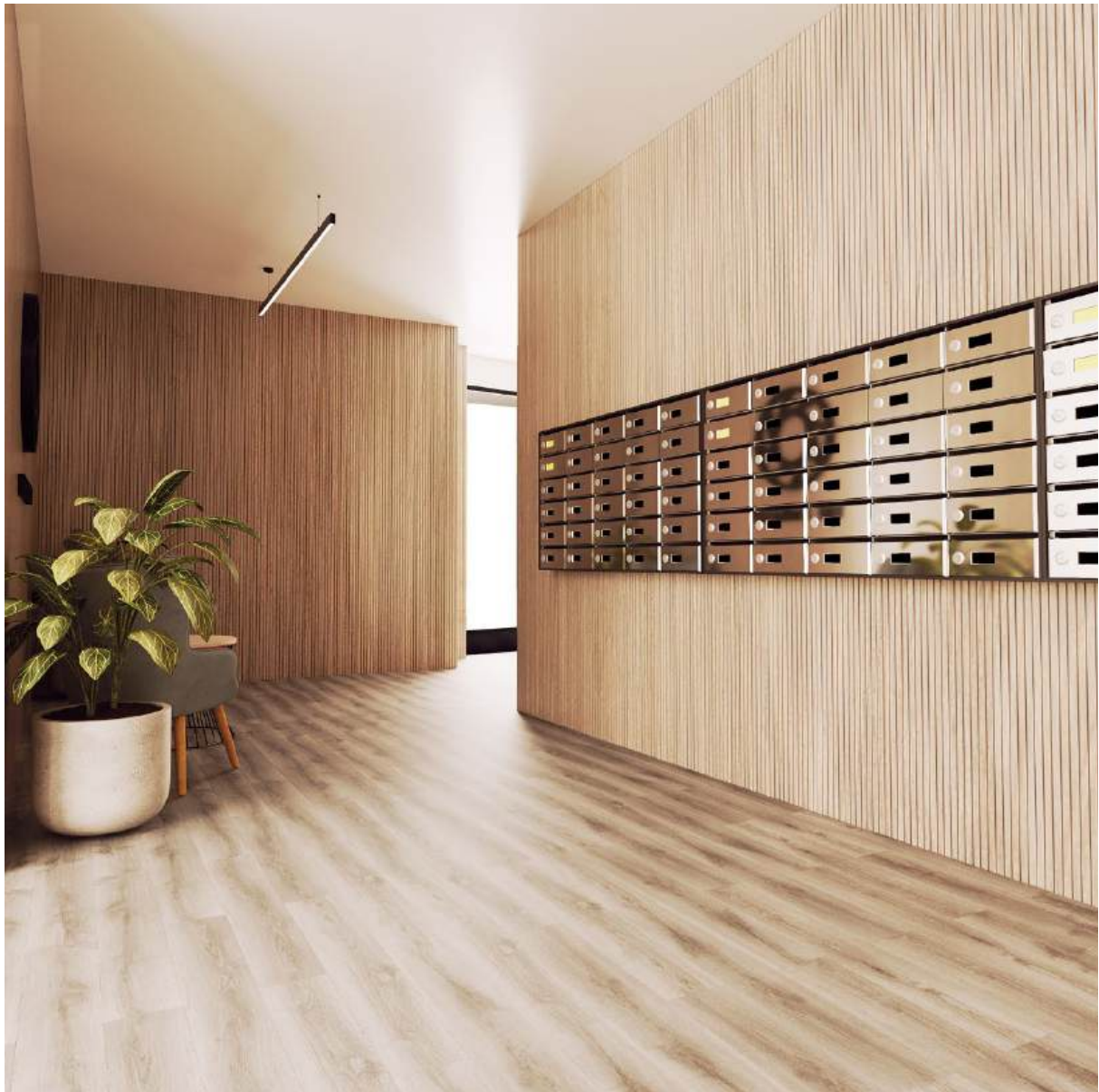
there are opportunities to enjoy tennis at northaw and cuffley tennis club, as well as support local sports teams like cheshunt and broxbourne borough football clubs and cheshunt rugby club.

for those seeking exhilaration, the lee valley olympic-standard white-water course is a mere 6 minutes away, guaranteed to set hearts racing and bring smiles to faces. if you're in the mood for walks and outings, the 235-acre cheshunt park is less than a 10-minute car ride away. here, you can enjoy play areas, football and basketball facilities, and historical trails. it's an ideal destination for a day spent exploring an array of wildlife, including wildflower meadows, a restored pond, and an orchard.

paradise wildlife park, featuring an interactive zoo showcasing some of the world's most exotic wildlife species. the park also offers a farmyard, miniature golf course, woodland walks, and even an open-air splash pool is only 14 minutes away.

investment opportunity
a future-proof investment

waltham cross is not just a place to live – it's a smart investment for the future. with substantial public and private investment driving the regeneration of the area, including the development of new homes, retail spaces, and landmark projects like sunset studios and google's data centre, waltham cross is poised for exciting growth. for those looking to capitalize on this transformation, the luxury apartments offer an exceptional opportunity to benefit from rising property values and increased demand in a thriving, forward-thinking community.



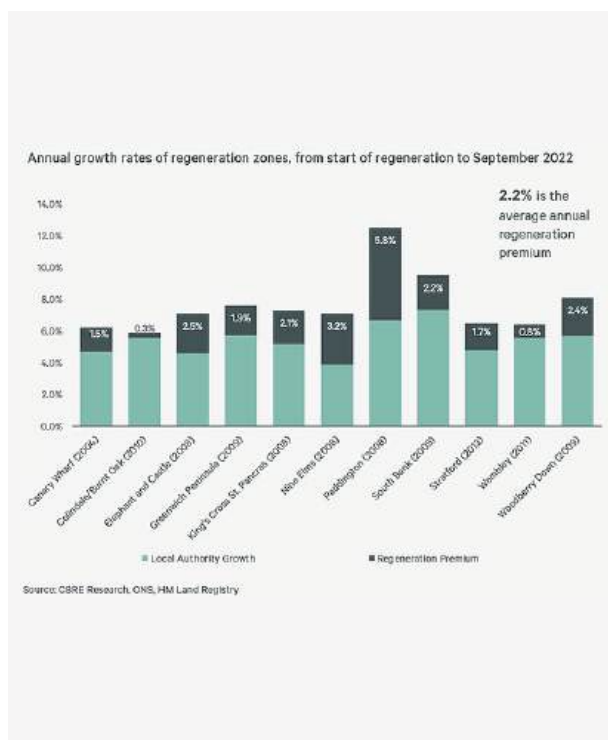
the embassy presents an excellent opportunity to take advantage of the extensive public and private investment that is driving the holistic regeneration of waltham cross town centre and the wider area in the near and medium term.



the regeneration *effect*

there are clear advantages to investing in regeneration areas and projects. urban regeneration projects benefit from substantial investment from both public and private sectors. by significantly improving the infrastructure, ambience and quality of life for residents, there is a predictable increase in demand for property. this translates into a marked uplift and outperformance in rental yield performance for developments within these areas, as well as leading to increased capital growth.

cbre states residential property surrounding london's key regeneration zones benefit from an additional annual growth premium of 2.2% on average.



waltham cross *strategy*

broxbourne council is committed to the regeneration of waltham cross town centre, this is extensively detailed within the town centre strategy, they have shown substantial commitment to this with the acquisition of half of the northern high street (earmarked for a mixed use development of new commercial spaces and circa 150 homes). in 2020 they acquired the pavilions shopping centre for £13.75 million, a previous planning application detailed the redevelopment of the car park to provide an additional 119 homes.

the councils waltham cross strategy sets out details for £600+ million of investment between 2022 and 2030. part of this strategy involves the creation of circa 600 additional homes.

google *waltham cross*

google has invested \$1bn (£790m) to build its first uk data centre. the tech giant said construction had started at a 33-acre site in waltham cross, hertfordshire, and hoped it would be completed by 2025.

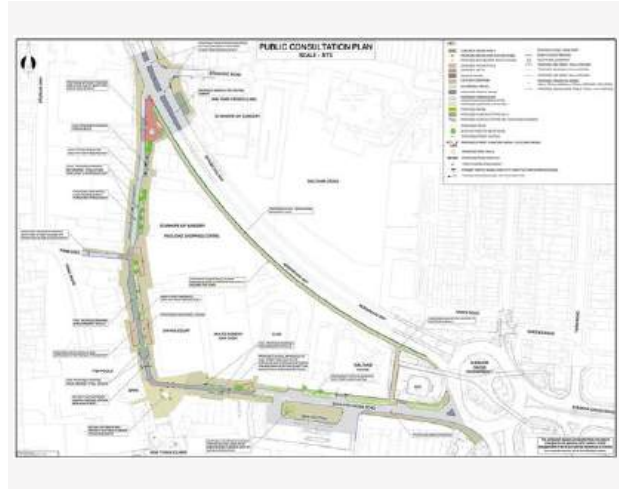
uk prime minister rishi sunak said: "the uk is a fantastic place to invest, and google's \$1 billion investment is testament to the fact that the uk is a center of excellence in technology and has huge potential for growth." councillor lewis cocking, leader of broxbourne council said: "i am delighted that google has chosen broxbourne for its new data center. this is a sign of broxbourne's growing importance as a hub for technology and innovation. through this development and others, this part of the borough is attracting millions of pounds of investment which will improve the local economy and create thousands of jobs."

levelling up *fund*

the broxbourne borough council successfully secured £14.3 million from the government's levelling up fund, specifically for the regeneration of waltham cross town centre.

the main objective for the development is to achieve:

- a vibrant town centre through the day time and into the evening
- redevelopment of the northern high street and other key sites within the town centre
- additional homes in and around the town centre
- public realm improvements throughout the high street and beyond
- conserving and enhancing the historic environment.



sunset *studios*

sunset studios based in california with history right back to the earliest days of hollywood are investing £700 million to develop a 91 acre site next to the a10 at junction 25 on the m25.

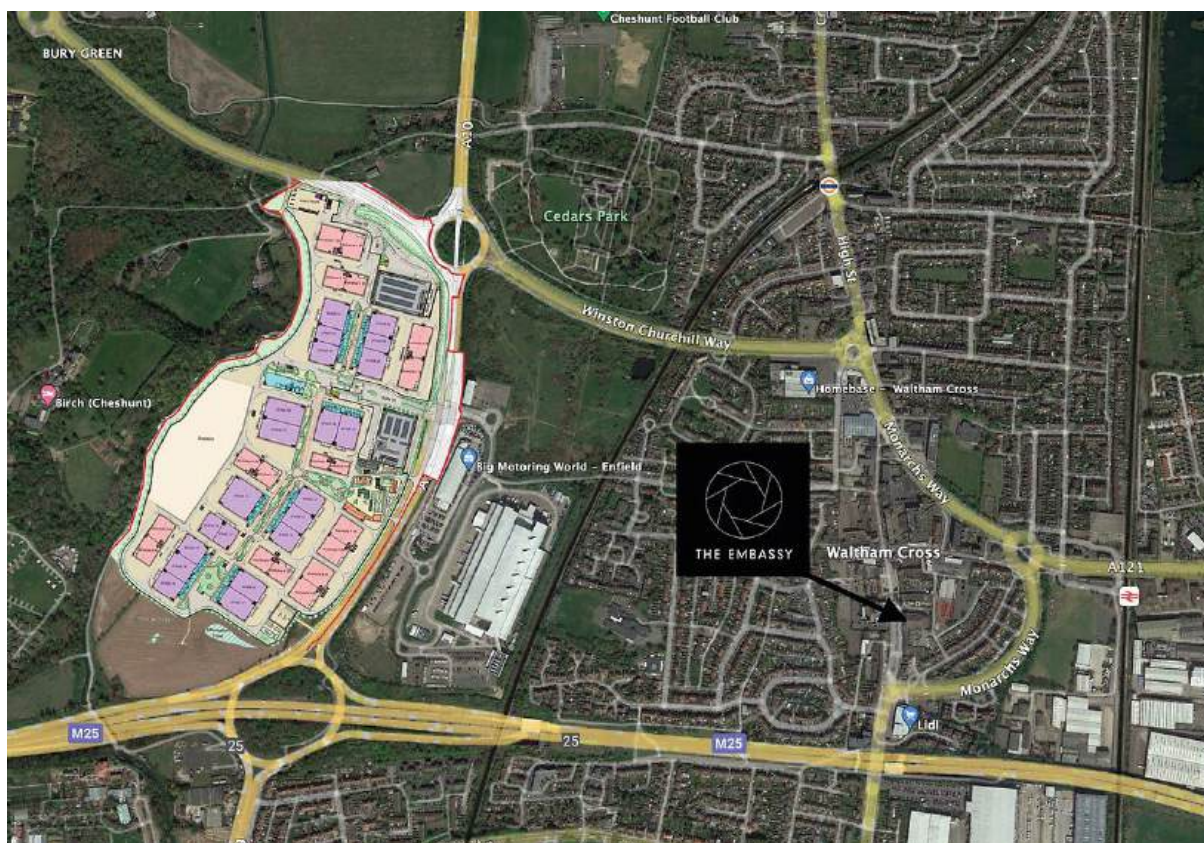
the scheme with around 125,000 sq meters of production space including 21 sound stages plus workshops offices and amenities is set to open in 2025. the vision is to develop a world class studio complex to draw globally recognised media and film brands to broxbourne. the new sunset studios are only a 5 minute drive from the embassy and will bring transformational regeneration to the town.

- expected to create more than 4,800 jobs.
- economic boost for the broxbourne community
- apprenticeship opportunities for young people
- increased visibility of broxbourne to other companies
- increased demand for permanent housing, short and long term rental
- second expansion phase already planned





sunset studios brings several advantages, particularly in terms of attracting skilled professionals who prefer to reside close to the studios, making the embassy an ideal location. this increased proximity is leading to higher demand in both the rental and buying market. moreover, the presence of larger studios exerts an even more substantial positive impact on surrounding house prices.



this can be attributed to their larger physical footprint, renowned name recognition, the allure of being associated with a major studio, and increased awareness due to extensive media coverage. notably, media outlets often cover various events hosted by these studios, further elevating their influence and appeal.

in addition, due to the pound being weaker and the well-known film industry tax breaks the country offers, hollywood stars, production teams and crew are renting apartments and houses across london and its surrounding areas that are close to their respective studios. tenancies from the film and tv industry are usually in the six months to two years range because of production. tenants are also seen as very reliable making the embassy a great location for a hassle free buy to let investment.

first floor
floorplan





second floor *floorplan*



5 reasons you can trust us *to secure your new home:*

1

dedicated whatsapp group for effective sales progression

2

low fall through rate (just 6.5%) compared to a
national average of over 35%

3

an average of 9 weeks between sale
agreed and completion

4

outstanding client service
(4.9/5 stars from over 400 google reviews)



5

over 80% of business generated solely by recommendations

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dream a reality. let's talk.*