



THE AURIA

NOTTING HILL

Investor Guide

*1-bedroom apartment estimated gross rental yields of up to 5.11%**



Why The Auria?

14-year heritage

The Auria at the multi-award winning Portobello Square is part of an already established and highly successful regeneration project that first launched in 2011.



Commercial Opportunities

The Auria will extend the iconic Portobello Road, delivering new commercial spaces for shops, cafés and restaurants.



Amenities

Premium amenities** include a concierge service, residents' lounge, co-working spaces and a residents-only gym.



Lifestyle

An iconic neighbourhood offering an exciting and eclectic mix of shopping, drinking and dining destinations.



Neighbourhood

Notting Hill is one of London's most famous and desirable residential neighbourhoods with a strong sense of community and village-like feel.



Culture

Notting Hill is renowned for its independent and creative approach to life and is an area alive with a mix of cultures.



Connections

A prime Zone 2 location with excellent connections to the rest of London and beyond.



Green Space

Overlooking a brand new public park, The Auria is also close to many green spaces including Holland Park and Kensington Gardens.



Learning

Close to many 'outstanding' Ofsted rated nurseries, primary and secondary schools and some of London's most prestigious universities.



Expertise

Peabody is one of the UK's oldest and largest housing associations and one of the most respected in the housing industry for its high quality, innovative design.



Rental Returns

Strong rental growth is forecast to continue, driven by a young, affluent rental base seeking excellent quality of life and quick links to London's employment hubs.



Rental yield is up to

5.11%*

making it an excellent choice for investors.

Rental demand in London is high, but supply is low.

28%
decrease in London rental listings since Q2 2019.

21.1%
forecast rental price increase for Prime Central London in the next 5 years.

Statistics supplied by Knight Frank research team.
Please speak to a Sales Advisor for further information.

The Auria – Top Picks

Plot No.	Apartment Type	No. of Bedrooms		Floor Aspect	Internal sq ft	External Space	Asking Price	ERV P/W	Estimated Gross Yield
108	The Athlone	1	1	NW, SW	772	Balcony	£730,000	£650	4.63%
109	The Athlone	1	1	SW	555	Balcony	£595,000	£600	4.99%
115	The Athlone	1	2	SW	555	Balcony	£682,500	£600	4.57%
304	The Faraday	1	2	SW, SE	538	Balcony	£625,000	£600	5.11%
307	The Faraday	1	2	SW	555	Balcony	£682,500	£600	4.57%
309	The Faraday	1	3	NW, SW	538	Balcony	£695,000	£600	4.49%

The Auria at Portobello Square is the next phase in an already established and highly successful regeneration project that first launched in 2011.

Portobello Square is a multi-award-winning urban renewal project that embodies the best in housing, large-scale urban design and placemaking.



WINNER
Best Urban Regeneration Project First Time Buyer Awards 2020



WINNER
Regeneration Project of the Year RICS Awards 2019



WINNER
Sustainable New Build Project of the Year SHIFT Sustainability Awards 2018



theauria.london



Terms and Conditions

*Rental values and yields are subject to market movement and are for indicative purposes only. **Amenities are subject to change and to be delivered in future phases. SDLT based on current rates at 27.10.25. Distances and travel times are approximate and taken from Google Maps. Prices are correct as of 27.10.25. CGIs are indicative only.