

# CAMDEN GOODS YARD

LONDON NW1

# INVESTOR FACTSHEET



**St George**  
Designed for life



# THE DEVELOPMENT

A high quality, mixed-use regeneration project; Primrose House at Camden Goods Yard presents a unique opportunity to invest early in the first phase of this exciting TFL Zone 2 development.



## 8 ACRE SITE

featuring landscaped  
public open space



## 441 PRIVATE HOMES

minutes from  
Camden Market



## 178,000 SQ FT

of space for shops,  
restaurants and cafés



## 48,000 SQ FT

new 'urban' Morrisons  
supermarket



## FARM-TO-FORK

rooftop  
restaurant

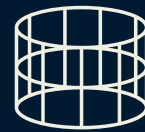


7,250 SQ FT  
of affordable  
workspace



## EXCLUSIVE FACILITIES

including concierge,  
wellness suite and  
business centre



## £3BN REGENERATION

of King's Cross,  
just 3km away



6 MINUTES

walk to Chalk  
Farm Station\*



9 MINUTES

walk to Camden  
Town Station\*

# WHY INVEST?



## Strong market demand

Projected population growth of 12% in the next 10 years + limited availability of land for development = property value appreciation.

Source: Oxford Economics.



## International appeal

Camden is home to the 2nd highest number of businesses in London, after Westminster, and is the 3rd highest in the UK.

Source: camden.gov.uk, 2023.



## Rental income

Asking rent of £3,950pcm in NW1 with rents up 19% since March 2020 in Camden.

Source: Savills using Rightmove, Q2 2023. Savills Prime Index, Q2 2023.



## Transport infrastructure

Zone 2 location  
3 mainline railway stations  
7 underground stations  
London cycle network



## Cultural and lifestyle amenities

41 art venues  
102 music venues  
108 performing arts venues  
387 social venues



## Educational institutions

Camden is home to the 3rd largest student population in London with nearly 30,000 higher education students.

Source: camden.gov.uk, 2023.



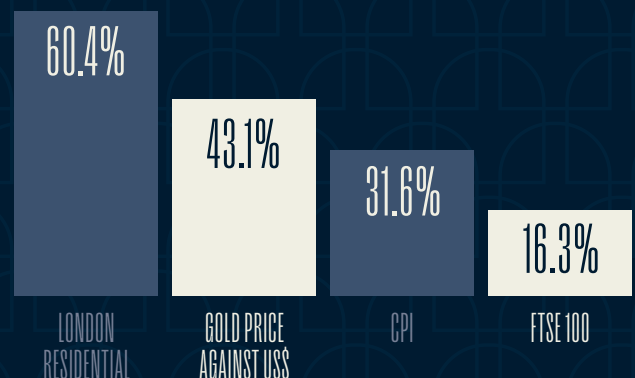
## Capital appreciation

Average house prices in NW1 are the 3rd highest nationally at 3.6% annual growth. Early investment taps into potential without rising price urgency.

Source: HM Land Registry, May 2023.

## London residential property outperforms other assets

Growth over 10 years



Source: ONS, LBMA, Yahoo Finance.

# INVEST IN NW1

London is experiencing a surge in demand coupled with a lack of available high quality rental homes, meaning rental prices are on the rise.

As the number of affluent young renters seeking well-connected, premium homes continues to grow; Camden Goods Yard is well positioned to capitalise on the increasing demand.

£3,950PCM

NW1 overall upper quartile asking rent

Source: Savills using Rightmove, Q2 2023

1 & 2 bedroom rental listings are

**DOWN 29%**

compared to Q2 2019, creating competition in the market

Source: Savills using Rightmove, Q2 2023

Rental growth in Camden

**UP 19%**

since March 2020

Source: Savills Prime Index, Q2 2023

Primrose Hill rentals

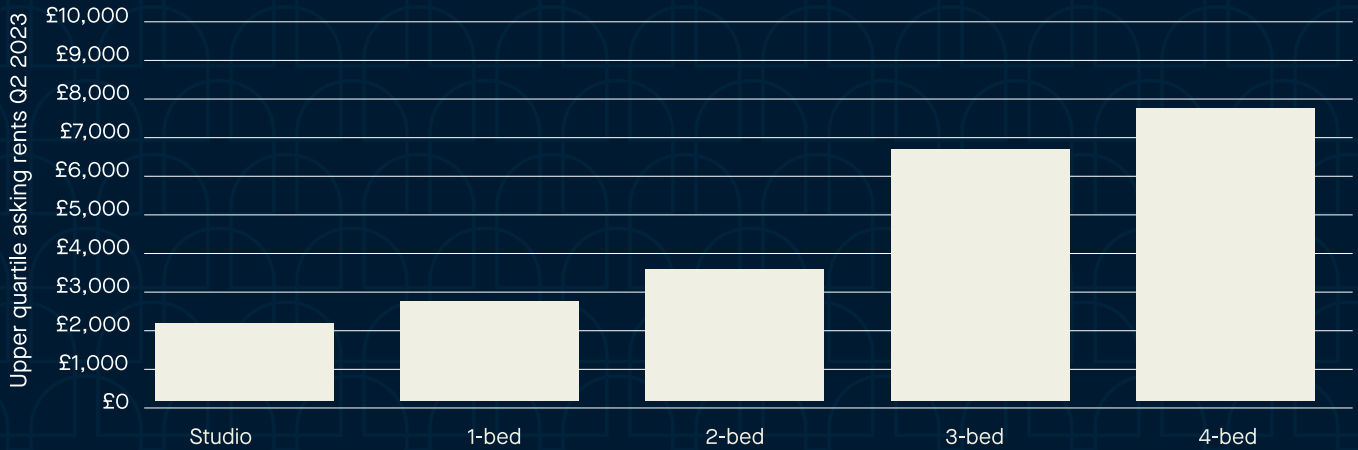
**UP 27%**

since March 2020

Source: Savills Prime Index, Q2 2023

# RENTAL VALUES

## Upper Quartile Asking Rents in NW1



Source: Savills Research using Rightmove Q2 2023

## Prime London Rental Forecasts

Year	Forecasted Growth
2023	+5%
2024	+3%
2025	+2%
2026	+1.5%
2027	+1.5%
<b>5 Year Total</b>	<b>+13.6%</b>

(As at November 2022)  
Source: Savills Research. Note: These forecasts apply to average rental values in the second hand market. New build rental values may not move at the same rate.

**+6%**

Gross yield for flats  
in London  
H1 2023, up from 5.2%  
in H1 2022

Source: Foytons.

# CAPITAL VALUES

In the face of the economic difficulties that have influenced the world in the aftermath of the pandemic, property values in North London have shown resilience with capital values in the borough of Camden in particular outperforming other parts of the market.



Capital values in Camden and nearby Primrose Hill rose between 2020 and 2022, outperforming other prime North and Central London locations by as much as

12%\*

\*Savills 2023

Primrose Hill has seen the **HIGHEST GROWTH** in the prime North West region since the pandemic

Source: Savills Prime Index Q2 2023

Flats made up **79% OF SALES** in the year to April 2023

Source: Land Registry, EPCs

Annual growth of **3.6%** in the borough of Camden year to May 2023

Source: HM Land Registry



# A PLACE FOR BUSINESS

The Federation of Small Businesses named the borough ‘the most entrepreneurial part of London and home to more new start-ups per capita between 2020 and 2021 than any other area’.

Source: [camden.gov.uk](https://camden.gov.uk) and Camden Business Board.



NW1 has the 2nd highest number of businesses in London including:

facebook Google



SAMSUNG

“Camden is a more diverse, multicultural environment than either of the world’s bigger tech areas, the Bay Area or Beijing. It’s one of the best places in the world to start a business.”

SAUL KLEIN

Founder, LocalGlobe Venture Capital Firm Evening Standard, 2021



# KING'S CROSS REGENERATION

The regeneration of the King's Cross area is the largest inner-city development in Europe, and being 3km away from Camden Goods Yard, it will continue to positively impact property values in the area.

The regeneration project is delivering:

## EMPLOYMENT OPPORTUNITIES



**400,000 SQM**  
of employment  
space



**25,000**  
newly created  
jobs

## A TECHNOLOGY HUB

- Google's new headquarters will welcome 7,000 new professionals to the area
- Facebook's new HQ will see 6,000 tech-focused experts take residence
- Huawei has also opened a new research and development facility employing computer vision engineers

## LEISURE OPPORTUNITIES

- Coal Drops Yard is a new social hub with 45 luxury stores and 15 restaurants
- 30,000 people are expected to be working here on completion







“CAMDEN IS A PLACE  
WHERE ANYTHING IS  
POSSIBLE, AND WHERE  
CREATIVITY AND  
INNOVATION THRIVE”

**Richard Branson,**  
Entrepreneur and Founder  
of Virgin Group