

# CLARENDON

LONDON N8




## The Perfect Investment Opportunity in North London

  
**18% £psf**

price saving (£psf) at Clarendon compared to new build average within a 30-minute commute of Central London\*

Dataloft, Land Registry, DLUHC, St William \*Holborn

  
**196 acres**

10-minute walk to 196-acre, award-winning Alexandra Park

Dataloft, Ordnance Survey

  
**14 minutes**

travel time to King's Cross tech hub – home to Google and Facebook

Dataloft, TfL

Analysis by **dataloftconsult**

**St William**  
Designed for life

# NORTH LONDON *Renaissance*

## Perfectly positioned

North London, a part of London known for its open green space and its excellent transport links within the capital and internationally, is undergoing a renaissance. At the heart of this is the 12-acre Clarendon city village. Set in landscaped gardens and featuring retail, leisure and community facilities, it is part of the Wood Green/Haringey Heartlands Opportunity Area.

### Why invest in London property?

#### House price and rental growth

A lack of stock and strong demand are key drivers of the record performance seen in both the London sales and lettings markets.

KEY STATS: LONDON 2022

**10.7%**

average price increase:  
new build

Dataloft, UK HPI

**8.8%**

average price increase: second hand property

Dataloft, UK HPI

**15.4%**

rental growth in past year

Dataloft Rental Market Analytics

#### North London outperforms London

Over the past three years, price growth in North London has exceeded the London average.

#### AVERAGE 3-YEAR INCREASE

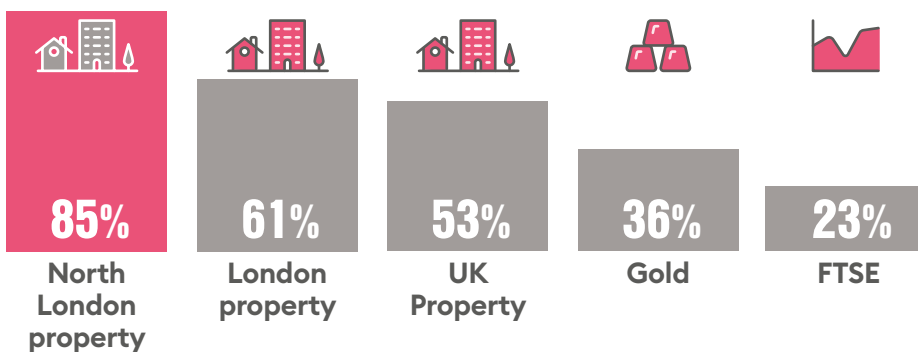
	£PSF	VALUE
North London	+18%	+£130,000
London	+14%	+£114,000

Dataloft, Land Registry, DLUHC, based on property sales August to October 2019 v 2022

#### London property compared to other assets

Residential property in London has outperformed other asset classes over the past 10 years.

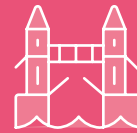
#### 10-YEAR GROWTH



Dataloft, Land Registry, based on sales August-October, 2012 v 2022, ukinvesting.com, LBMA

### Why London?

The UK and London has a global reputation for its dynamic, resilient economy and world-class museums, art galleries and theatres.



**No. 1**

World's Best City 2023

Resonance 2022



Top city in Europe for real estate investment

CBRE 2022



Best Student City 2023

QS World University Rankings 2022



**Top 10**

World's most sustainable cities

Arcadis Sustainable Cities Index 2022



## Why invest in Clarendon?

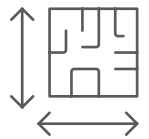
### Space and value

Clarendon is situated in the popular Zone 3 travel zone and is less than a 30-minute commute from Central London<sup>1</sup>. Just one in eight stations in this zone offers a commute of less than 30 minutes.

The development also offers a price and space advantage compared to other new build properties within this journey time.

<sup>1</sup>Based on travel Turnpike Lane Underground to Holborn Underground station



# Up to 17%



more space in Clarendon properties than the new build average for apartments in Zone 3

## 30-minute commute of Central London<sup>1</sup>

### More value

	AVERAGE £PSF CLARENDON	AVERAGE £PSF NEW BUILD	THE CLARENDON ADVANTAGE
 1-bed apartment	£889	£1,083	18%
 2-bed apartment	£856	£992	14%
 Studio	£1,037	£1,543	33%

### More space

	AVERAGE SQFT CLARENDON	AVERAGE SQFT NEW BUILD	THE CLARENDON ADVANTAGE
	570	528	8%
	771	688	12%
	447	383	17%

Dataloft, Land Registry, DLUHC, Berkeley St William  
<sup>1</sup>Holborn Underground station

## Regeneration rewards

Clarendon is a major part of the Wood Green/Haringey Heartlands Opportunity Area. Research shows the benefits of investing in Opportunity Areas in London, where regeneration is co-ordinated. The outperformance of 3.1 percentage points compared with the average is likely to be due to the investment in infrastructure, jobs and homes.

### AVERAGE ANNUAL SALES PRICE GROWTH

4.0%

Greater London average



7.1%\*

Regeneration Opportunity Areas

Land Registry, Dataloft

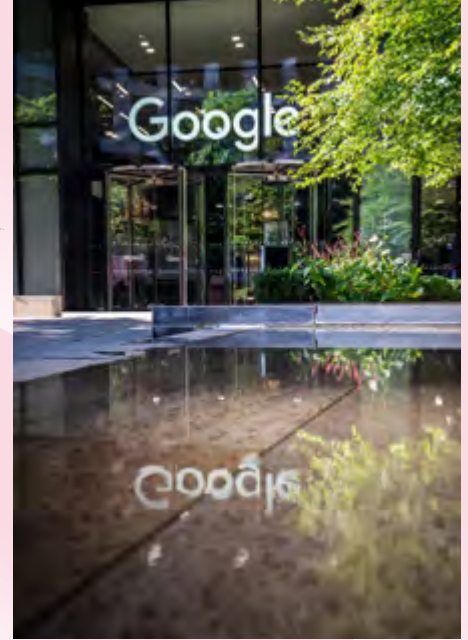
\*Study of 22 regeneration areas in Greater London, using the best 7-year period of sale price growth since the regeneration started

# WELL-CONNECTED

## World-class transport

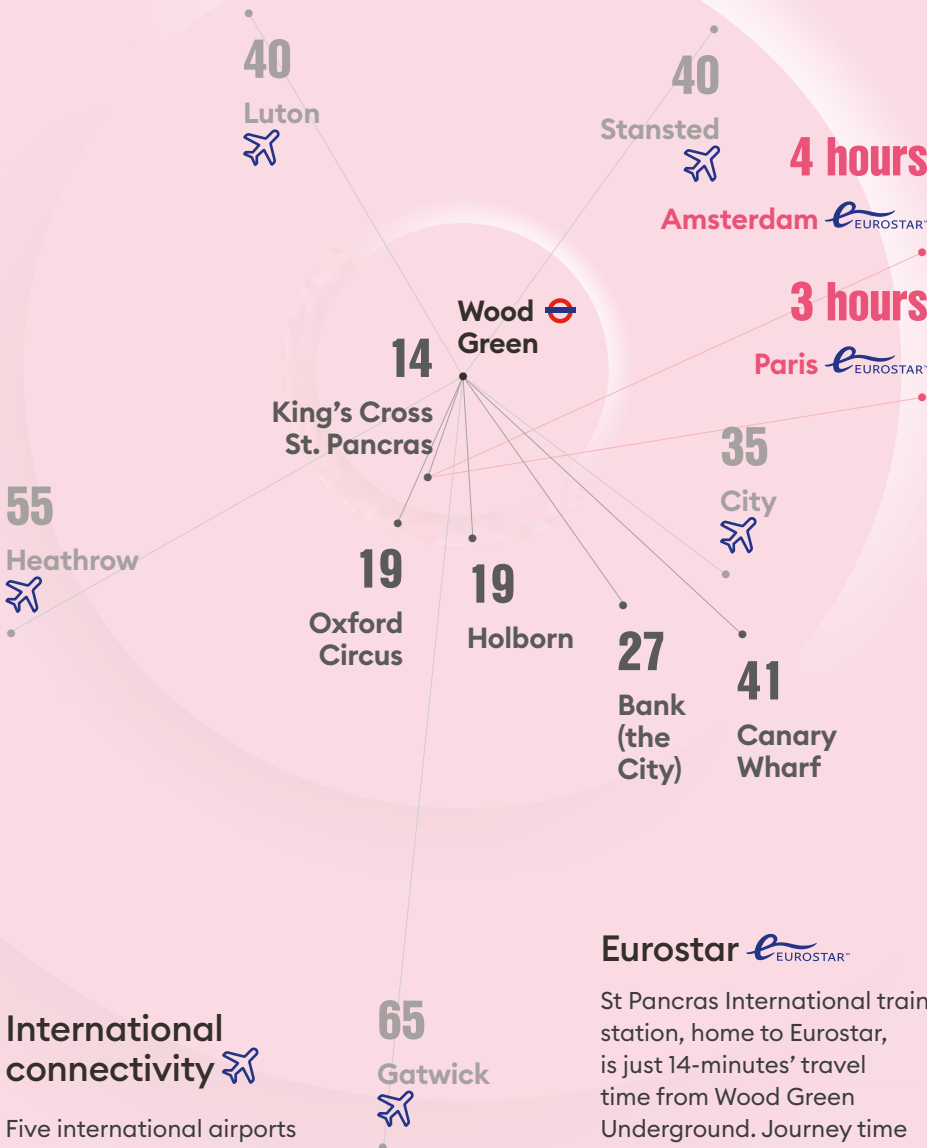
### Moving around

London benefits from a world-class public transport system of Underground, Overground and bus services, together with dedicated cycle routes. Clarendon is in close proximity to four key Zone 3 stations: Wood Green, Turnpike Lane, Hornsey and Alexandra Palace.



### Going places

JOURNEY TIME FROM WOOD GREEN TUBE STATION (MINUTES)  
 JOURNEY TIMES TO AIRPORTS BY CAR



### International connectivity

Five international airports are easily accessible by car or public transport.

### Eurostar

St Pancras International train station, home to Eurostar, is just 14-minutes' travel time from Wood Green Underground. Journey time to Paris is under three hours and to Amsterdam, around four hours.\*

### Spotlight on King's Cross

#### Coal Drops Yard

Just 14 minutes by tube from Clarendon, King's Cross is home to Coal Drops Yard, one of London's newest and most vibrant destinations. Traditional cobbled streets mix with parks and state-of-the-art performance venues to give the best of indoor-outdoor entertainment.

Over 50 shops, cafes, bars and restaurants make this the perfect meeting place.

#### Tech and creative hub

Anchored by global tech giant Google and attracted by the area's dynamism, international corporations sit side-by-side with innovative start-ups and the University of the Arts London, Central St Martins.

#### COMPANIES IN KING'S CROSS



Dataloft, St William, Google, midweek travel times

\*Trainline.com

# THE LIVING ENVIRONMENT

*Good living*

The Covid pandemic refocussed minds on our immediate living environment. How we interact with our local community and the importance of the natural environment is crucial to both physical and mental health.

## Placemaking

The 15-minute city concept embraces the idea that every resident should be able to meet most of their daily needs within a short walk or bike ride from their home. A recent survey by Dataloft and Property Academy revealed that 71% of people considered being close to amenities an important factor in choosing a property.

The cosmopolitan shopping destination of Wood Green and the village of Hornsey, with its independent shops, are within a 10-minute walk.

**+5%**

**outperformance of property in places with amenities compared to those with more limited amenities**

Dataloft

## Going green

Sustainability is at the core of the Clarendon development. Design features include rain water harvesting, responsibly-sourced timber, EV charging for all car bays<sup>1</sup> and BREEAM certified energy rating 'Very Good'.

## Kind on the pocket

**NEW BUILD v. OLDER PROPERTIES**  
AVERAGE ANNUAL SAVINGS

**£435** on household bills

**One third**  
less carbon generated

Home Builders Federation, March 2022  
<sup>1</sup>Phases 2 and 3

## Kind on the environment

The 196-acre, Green Flag-awarded Alexandra Park offers panoramic views across London and features cricket and football pitches, woodland walks, an ice-rink and play parks. A biodiversity hotspot, stretching from Alexandra Park to adjacent to Clarendon, is amplified by the landscaping at the development, which includes 250 trees, green and brown roofs and delivers a 71% net biodiversity gain.

**10-minute**

walk to Alexandra Park

### Wood Green High Street

Banks | Butchers | Cafés | Clothes shops | Dentists | GP Surgery  
Greengrocers | Gyms | Hairdressers | Library | Newsagents | Pharmacies  
Pubs | Restaurants | Supermarkets



### Clarendon (Onsite)

Waterside café\* | Central square | Rooftop and podium gardens  
Nursery | 16m swimming pool | Gym | Spa and yoga  
Flexible co-working space | One-acre park | 24-hour concierge  
Residents' community centre | Barbers | Cultural workspaces  
Supermarket | Brewery



### Hornsey High Street

Bakeries | Bars | Cafés | Hairdressers | Pubs | Restaurants | Supermarkets

# INVESTMENT

# opportunity

## Rental price growth and yields

London's growing population and well-documented shortage of homes, both to rent and buy, continues to underpin growth in the sales and rental market. With many currencies also performing well against sterling, London is an attractive investment.

### London

ANNUAL RENTAL GROWTH

**15.4%**

increase

**20%**

rise in top quartile rental threshold (apartments)

SCALE OF OPPORTUNITY

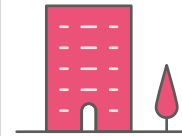
**25%**

households are in the Private Rented Sector

Dataloft, DRMA, Greater London all households, September 2022

### Stamp duty bonus

Recent changes in stamp duty provide an immediate saving on apartments in Clarendon, with up to £6,250 savings for first-time buyers, both domestic and overseas.



**£2,500**

### saving on all apartments

Up to £6,500 savings for first-time buyers—both domestic and overseas



**182,000**

students

### University appeal

London is home to some of the world's most prestigious universities.

Eight of the top 10 London universities are within an hour of Clarendon, including Imperial College, UCL, King's College and LSE. More than 182,000 students study at these universities, of which 43% are from abroad. Overseas students favour amenity-rich accommodation, including concierge facilities.

Dataloft, HESA, TfL



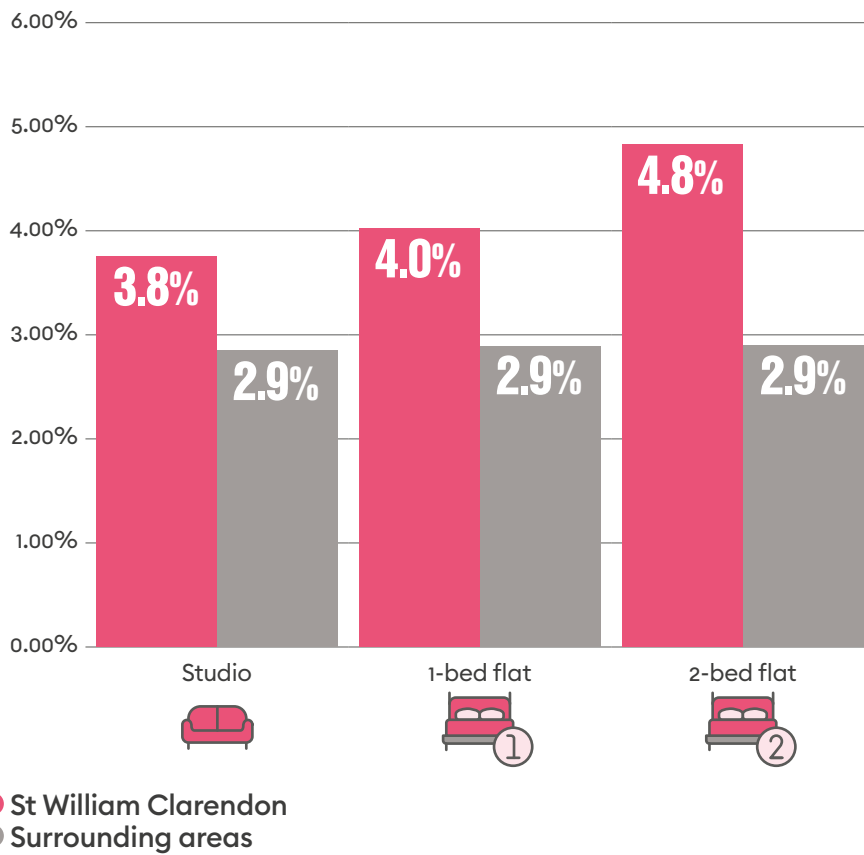
# A healthy rental sector

This is a popular area in which to rent a property. 91% of residents in and around Clarendon are satisfied with their local area\*, with 54% of renters having moved less than 5 miles from their previous homes.

\*BMG Research for Haringey Council  
N8 0 Dataloft, DRMA September 2022 (surrounding areas defined as postcode sectors of N22 6, N8 7, N8, 9, N4 1, N15 3, N22 7, N8 8, N4 4)

## Attractive yields

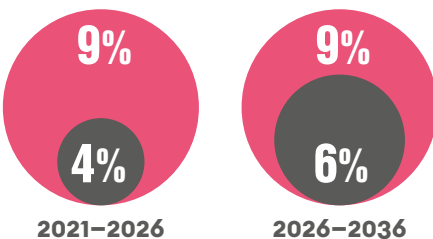
Potential capital growth is accompanied by attractive yields. This premium development can offer yields in excess of those achieved locally.



St William, Dataloft, Land Registry October 2021–2022 (surrounding postcodes of N22 6, N8 7, N8, 9, N4 1, N15 3, N22 7, N8 8, N4 4)

## Population growth

HIGHER THAN LONDON AVERAGE



● Clarendon  
● Greater London

\*GLA 2020 Population Projections



## Rental metrics

9.3%



rental growth past year  
(apartments, upper quartile rents)

85%



of properties let  
are apartments

33% 1-bed  
apartments

33% 2-bed  
apartments

55%



of renters aged  
between 20–29

£39k



average income  
of renters

44%



of households in  
private rented sector  
(London 25%)

DRMA, Clarendon postcode sector N8 0



- Over 1,700 apartments with private landscaped courtyards
- The heart of North London
- Close to four key Zone 3 stations
- The Park Club residents' facilities include gym, swimming pool, spa and sauna
- Flexible work space and rooms for meetings
- Amenities include a 24-hour concierge, new waterside café, grocery store and a nursery

## CLARENDON

LONDON N8

The St William Clarendon development is perfectly positioned to benefit from early investment in an Opportunity area. Clarendon offers more space and a competitive price when compared with other Zone 3 locations. Over the past year, North London has seen an 18% increase in £psf sales prices, exceeding the London average. Top quartile rental prices have increased by 9.3% in the past year.

### CONTACT DETAILS

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### OPENING HOURS

Monday to Saturday: 10am – 6pm  
Thursday: 10am – 7pm  
Sunday and Bank Holidays: 10am – 4pm

North London is defined as the boroughs of Haringey, Barnet and Enfield (as defined by The London Plan 2011)

## dataloft

Dataloft is an established property market intelligence company with a long track record of analysing and reporting on the housing market. We are committed to stripping away the mystique of complex data analysis and adding value for clients through interpretation, insight and creativity.

[dataloft.co.uk](http://dataloft.co.uk) | [dataloftinform.co.uk](http://dataloftinform.co.uk)

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