

PRINCE OF WALES DRIVE

BATTERSEA · LONDON SW11

PROUD TO BE A MEMBER OF THE



Berkeley
Group

St William
Designed for life

Computer generated image, indicative only and subject to change.

WHAT'S THE INVESTMENT STORY AT PRINCE OF WALES DRIVE?



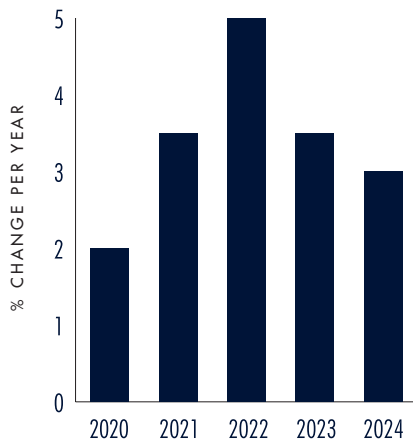
01 BRAND NEW ZONE 1 UNDERGROUND STATION

With the introduction of the new Northern Line extension, journey times rapidly accelerate into central London and the City, reaching Leicester Square in just 10 minutes. Prince of Wales Drive is the ideal commuter hotspot.

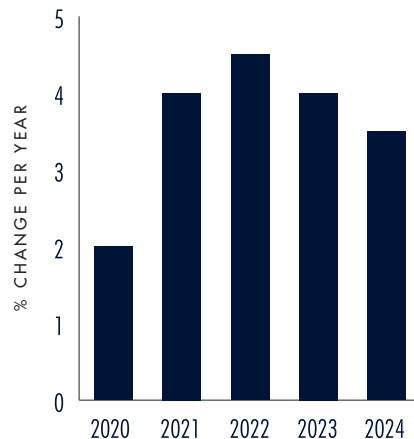
02 THE ZONE 1 EFFECT

With Prince of Wales Drive based in Zone 1 London, both rental yields and sales prices are uplifted by being within the Battersea area.

Rental growth to be boosted by Northern Line opening*



Price growth to accelerate as area comes of age*



*Source: JLL UK Residential forecasts 2020-2025

03 GREAT CONNECTIONS

With remarkable access to transport connections, Prince of Wales Drive provides excellent navigation throughout London and beyond.



* From Battersea Park station

** From Battersea Power Station, Northern line extension

† From Queenstown Road station

Source: Transport for London. Train times represent peak journey times.

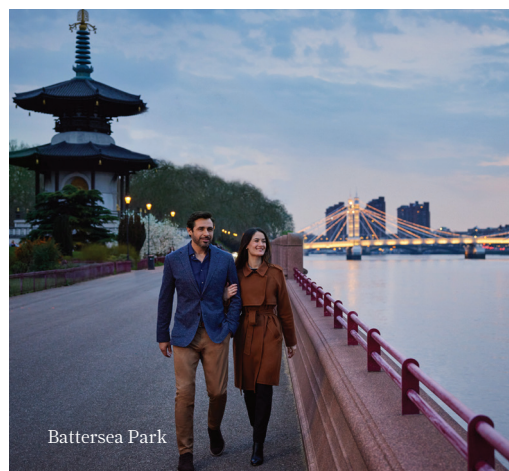


Prince of Wales Drive

04 IT'S ALL ABOUT LIFESTYLE

Battersea Park and the River Thames are a short walk away, as well as Chelsea Bridge which provides access to the Kings Road and Sloane Square with their abundance of shops, restaurants and the popular Saatchi Gallery. The world-renowned department store Harrods is also a 9 minute* drive away.

*Source: Google Maps December 2021.



Battersea Park



Harrods, Brompton Road, Knightsbridge









King's Road, Chelsea



05 EDUCATION, EDUCATION, EDUCATION

This part of London is home to some of its top private and state schools while there is easy access to a number of the country’s leading world-class universities.

UNIVERSITY	ESTIMATED COMMUTE FROM BATTERSEA POWER STATION	STATION
 King’s College University	8 minutes	Embankment
 London School of Economics	12 minutes	Tottenham Court Road
 University College London	13 minutes	Goodge Street
 King’s College London, Guy’s	12 minutes	London Bridge
 Central Saint Martins	24 minutes	King’s Cross St. Pancras
 Northern line extension opened 2021		



06 BATTERSEA POWER STATION

Situated next door to one of London’s most iconic landmarks. The Battersea Power Station development is helping the whole regeneration of the local area.

CINEMA
& HOTEL

THEATRE

LONDON’S THIRD LARGEST
SHOPPING CENTRE

REGENERATION
OF 30,000 NEW JOBS

RESTAURANTS
& BARS

APPLE INC
HEADQUARTERS



All above information provided on the Battersea Power Station website.

Rentals Returns in the Battersea area remain buoyant despite the global pandemic with professional tenants looking for best in class homes. Prince of Wales Drive has been a favourite with tenants due to its close proximity to Battersea Park, its own landscaped gardens and every apartment has its own outside space which has become increasingly more important for tenants.

As international travel starts to open up, our local office is seeing an increase in demand from international tenants which we believe will drive an increase in Zone 1 rental values.

With the upcoming opening of the Apple London Head Quarters and Northern Line underground station at Battersea Power Station, along with the recently opened American Embassy, we expect lettings demand to increase year on year over the next five years with high quality tenants and strong rental returns.

Prince of Wales Drive is perfectly placed for landlords seeking professional tenants wanting good travel connections, easy access to green spaces and the best of London's shopping, culture and entertainment.

JLL, 2021



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*Source: JLL UK Residential forecasts 2020-2025

07 STRONG RENTAL MARKET

Alongside Battersea Power Station itself and the immediate vicinity of Vauxhall Station, Prince of Wales Drive offers strong rental returns, whilst the price point remains competitive.

ESTIMATED RENTAL VALUES:

 1 BEDROOM:
£475 - £575 PW

 2 BEDROOM:
£675 - £1,150 PW

 3 BEDROOM:
£1,250 - £2,250 PW

 4 BEDROOM:
£2,500 - £3,000 PW

 **3.5%**
ESTIMATED GROSS YIELD

Source: JLL

08 SERVICE CHARGE

Prince of Wales Drive offers an extremely competitive service charge compared with other local developments.



Data collected June 2021. Subject to change annually. Charge shown is per sq ft an annum.

09 BEST IN CLASS

St William is part of the Berkeley Group, the UK's leading house builder which is consistently recognised for the quality and excellence of its developments. The 'Berkeley Effect' is known to increase capital growth and rental yields in the geographical areas where it works.

We recently won the following awards:



Outstanding
Achievement for
Customer Satisfaction



Gold Award for
Customer Satisfaction



Best Interior Design
Award 2019



Computer generated image of karaoke room



Photography of swimming pool



Computer generated image of music room

CONTACT DETAILS:

ST WILLIAM HOMES SALES AND MARKETING SUITE

Kensington House
Prince of Wales Drive
London SW11 4FA

Telephone: (+44) 020 3053 6901

sales@princeofwalesdrive.co.uk
www.princeofwalesdrive.co.uk

DISCLAIMER

The information in this document is indicative and is intended to act as a guide only. St William are not financial advisers and professional advice should be sought. Actual photography and computer generated images of the development and showhome used. All travel times are taken from TFL or Google Maps. Rental values are approximate only and subject to change.

