RESIDENTIAL RESEARCH

FOCUS ON: KING'S CROSS

2016

REGENERATION | RETAIL AND AMENITY | RESIDENTIAL UPLIFT

"The uplift in retail offering around King's Cross, which has seen a 340% increase in the number of retail units over the last five years, is mirrored in residential activity and pricing."

GRÁINNE GILMORE
Head of UK Residential Research

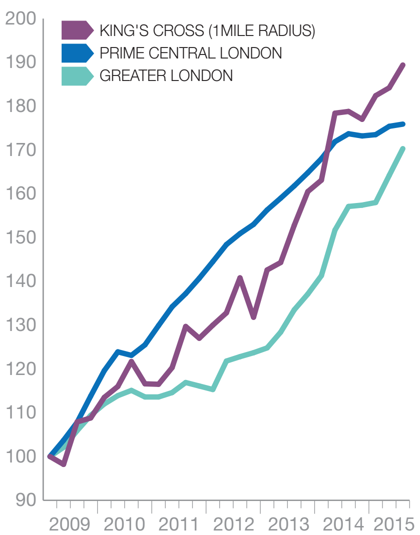
The regeneration and development in and around King's Cross over the last decade is striking. The process has not yet been fully completed, but this placemaking is already having a notable impact on the local residential property market.

Residential prices across London have grown strongly in recent years, but many areas which have seen large-scale regeneration and redevelopment have outperformed, and have the potential to continue to do so.

This has been the case in King's Cross, with high-specification development coupled with an augmentation in the public realm and amenity helping underpin values, as can be seen in figure 1. Average prices in prime central London rose by 70% between Q1 2009 and the beginning of Q3 2015, whereas average prices in King's Cross and within a mile radius have climbed by more than 80%.

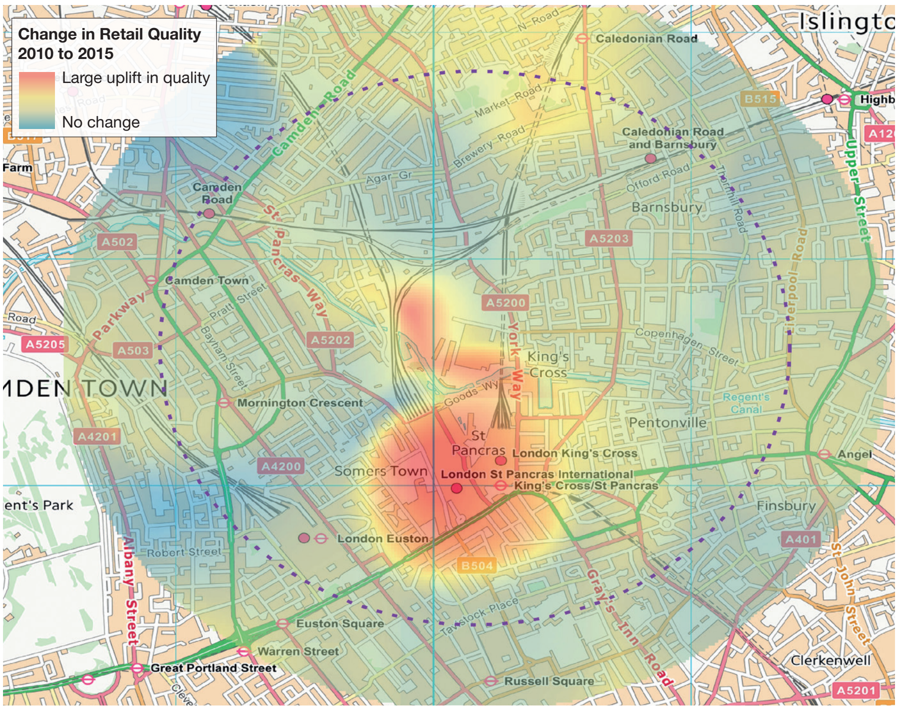
The regeneration of King's Cross is unique in its scale, with 20 new streets

FIGURE 1
House price growth compared
Indexed 100=Jan 2009



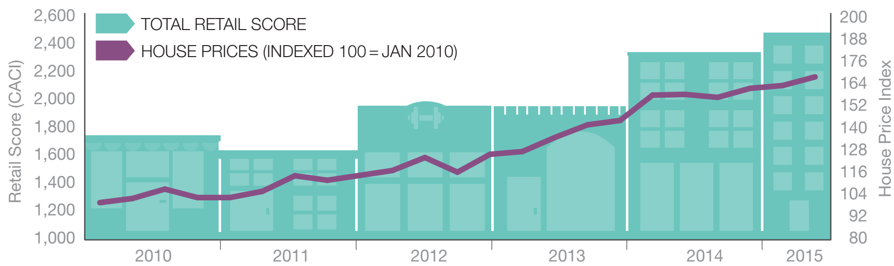
Source: Knight Frank Research

FIGURE 2 **Uplift in retail quality 2010 vs 2015**



Source: Knight Frank Research / CACI

FIGURE 3
Change in retail quality and house prices within 1 mile of King's Cross



Source: Knight Frank Research / CACI and 10 new public parks and squares, creating not only a new residential hub, but a thriving commercial centre for London, attracting firms such as Google, Universal Music and Louis Vuitton to open UK headquarters in the area.

In this report we focus on the changing retail offering in and around King's Cross, and its impact on the residential market.

Access to shops and other amenities and transport links are key concerns for Londoners when choosing where to live. Firm evidence of this was provided by the Knight Frank Tenant Survey, which canvassed the views of more than 5,000 people living in the private rented sector across Great Britain, with around 20% of these living in the Capital.

Londoners said that the main priorities for them when choosing where to live were proximity to transport links, being near to where they work or study and access to amenities and shops, as shown in figure 7 overleaf. Those with higher annual incomes placed more emphasis on amenities available and having good local shops when choosing an area in which to live.

The increase in the scale and quality of retail around King's Cross over the last five years is shown in figure 2. The retail data takes into account the type of outlet, including restaurants and shops, and rates it according to its popularity with shoppers. The red in the map indicates the strongest growth in retail rating over the last five years.

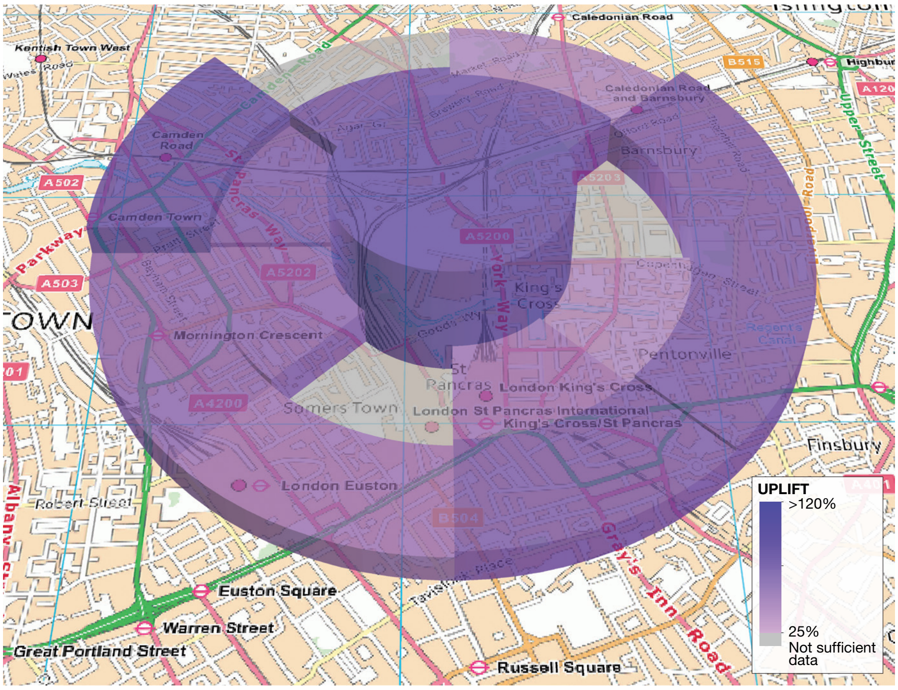
The sheer growth in retail outlets is also demonstrated in figure 5, showing the scale of the uplift in the number of restaurants, bars and shops since 2010. The number of retail units within the zone marked in the map has risen by 340% in the past five years. The growth in the number of retail and other amenities has been accompanied by an upgrade in the quality of retail offering – which together have improved the retail score in the wider areas. As figure 3 shows, the retail rating for 1 mile around King's Cross, as measured by CACI, has risen from just over 1,700 in 2010 to around 2,400 in 2015.

The number of retail units is set to rise even further in the coming years, with, for example, the opening of Coal Drops Yard in 2018, which will host an array of independent shops in 94,000 square feet of retail space.

The uplift in residential property prices over the same period illustrates the correlation. Figure 4 also shows the uplift in the average prices of all transacted residential units in 2015 compared to 2010. This data includes all new stock and second-hand

FIGURE 4

Uplift in average transacted residential prices 2010 vs 2015

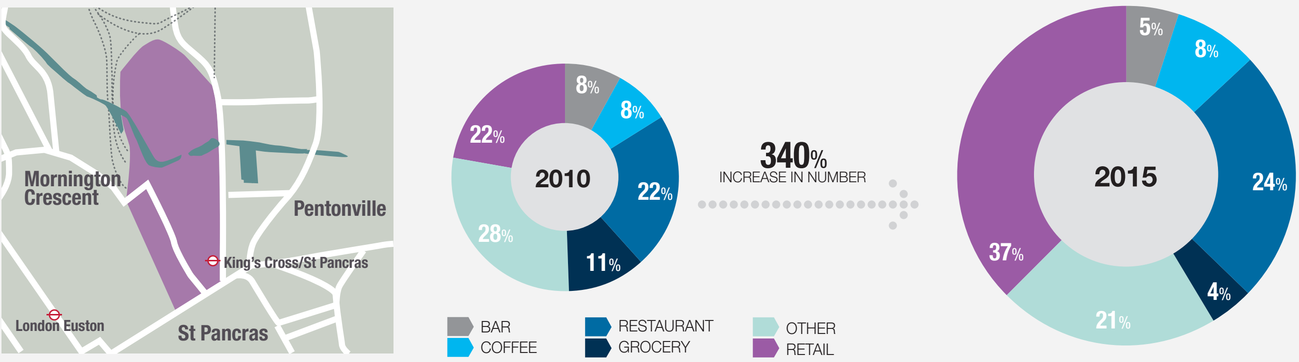


Source: Knight Frank Research

FIGURE 5

Change in retail mix 2010 to 2015

AREA EXAMINED

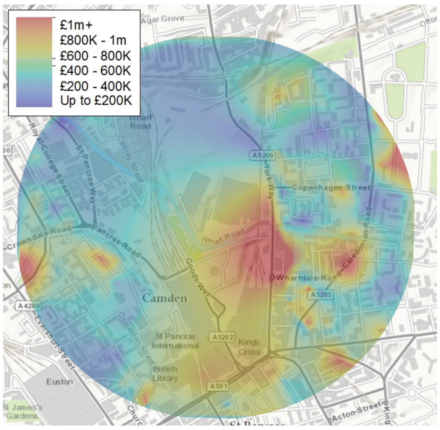


Source: Knight Frank Research / CACI

stock, and is influenced by the type of units sold in each year. As a result, it is an indication not only of the average change in prices, but also of the nature of homes being sold in the area, incorporating the new residential developments being completed. There are also strong indications of a "ripple effect" of the price uplift from the heart of King's Cross regeneration area, with price uplifts being seen in every direction. The grey boxes indicate where there is insufficient data to produce a comparison, so no conclusions should be drawn from their omission.

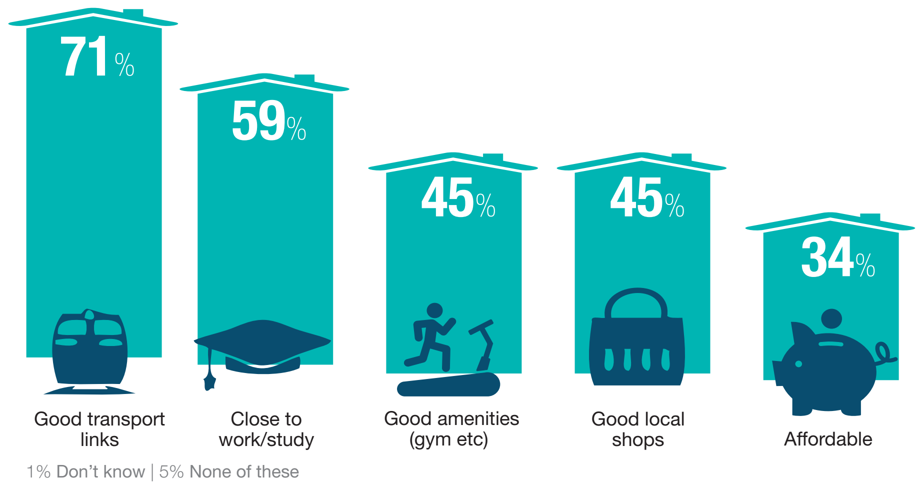
We recognise that other factors, not least the release of high-specification homes into the market as part of the new developments being created, as well as other factors – such as a new primary school – will have an impact on pricing. But there seems little doubt that the increase in range and type of amenity attracts buyers to this area of London and maintaining a thriving hub for businesses and residents.

FIGURE 6 **Average house prices 2015**



Source: Knight Frank Research

FIGURE 7
Londoners' top 5 priorities when choosing where to live
Knight Frank Tenant Survey 2015/2016



Source: Knight Frank Research

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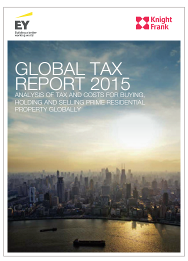

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