

RESIDENTIAL RESEARCH

CHELSEA & SOUTH KENSINGTON

Knight Frank



Although they share many similarities, Chelsea and South Kensington appeal to a wide range of different residents. Chelsea, with the famous King's Road running through its centre, retains much of its 'old village' feel and is predominantly made up of family houses. In contrast, South Kensington is largely made up of apartments in mansion blocks or converted buildings and appeals more to young professionals. Both, however, are well known for their many bars, cafes and restaurants. So much so that we are never surprised to come across kitchens that have barely been used.



South Kensington has always been strongly influenced by continental Europe and many of its shops and bars are French, Italian or Spanish in style.

The nightlife is also exceptional, with high-profile haunts including Bouji's and Maggie's. The shopping is second to none – the King's Road first gained popularity in the 'Swinging Sixties' and has now established itself as one of London's finest shopping districts, particularly with the redevelopment of the Duke of York's barracks.

Cultural attractions include the Natural History Museum, the V&A, the Physic Garden, National Army Museum and Royal Hospital to name but a few. Chelsea has always been popular with artisans and has its own renowned Arts Club in Old Church Street.

Despite their central location, we are lucky to have plenty of open spaces providing some beautiful views across London, from timeless

garden squares, to Hyde Park in the north, and Battersea Park in the south. Also appealing to families is the abundance of excellent schools, including the renowned Lycée on Harrington Road.

As Chelsea and South Kensington tick so many boxes, it is therefore little surprise that it was one of the first areas to see prices bounce back after the financial crisis. Both sales and rental prices continue to rise.

Although we sell and rent a relatively large number of properties, supply is becoming tight as more and more buyers and tenants enter the market from abroad.

Our King's Road office has been operating for nearly five years and was joined last year by a new office on Gloucester Road.

If you are thinking about selling or renting a property and would like us to come and give you a free market appraisal, please do not hesitate to contact a member of our team.

“SUPPLY HAS BECOME VERY TIGHT AS MORE AND MORE BUYERS AND TENANTS ENTER THE MARKET FROM ABROAD.”

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James Pace, Head of Knight Frank Chelsea and South Kensington Sales, discusses a bumper year, who's buying, and the trend for paying significant premiums for unmodernised properties.

How has your market been performing?

This past year has been our most successful since opening in 2007. This strong performance has been driven largely by international buyers looking either for a safe investment or, at the other end of the scale, a trophy asset.

What different types of buyers are attracted to the area?

Most of the properties in Chelsea are houses, making it very popular with families. South Kensington's apartments and mews houses tend to attract young professionals and the corporate market – those moving for work reasons. In the past, the majority of buyers have been from the UK and Europe. But the spectrum of nationalities buying here has widened significantly in recent times as London has become a popular safe haven during the global economic turmoil and geopolitical concerns.

What's the most interesting sale you and your team have been involved in recently?

This year people have been willing to pay significant premiums for unmodernised properties. We marketed a house in Gilston Road at a guide price of £8.5m. While we did expect to attract a lot of interest and predicted a sale price around £11m, we

sold it for £13m. Similarly, we marketed a mews house on Roland Way for £1.85m and achieved over £2.5m. Both were record-breaking prices per square foot for the road, despite their condition.

Where are the 'hidden gems'?

I'm not sure we could class anywhere as 'hidden' these days, but there are some fabulous houses in 'Old Chelsea' that many people will not be aware of. In South Kensington, Queen's Gate Gardens has some of the best apartments overlooking the Square.

What advice would you give to a homeowner thinking about selling?

Be conservative when it comes to setting your asking price. This will generate more interest, competition between buyers, and an optimum sale price. You should also present your property in its best possible light, whatever its condition.

How does your local market differ from the prime London market as a whole?

Unlike areas such as Knightsbridge and Mayfair, most people see their Chelsea or South Kensington property as their main residence, even if they do have another property in the UK or abroad. This means the area has a strong sense of community and a secure residential feel.

Chelsea and South Kensington sales market at a glance

Figure 1
Buyers, past 12 months

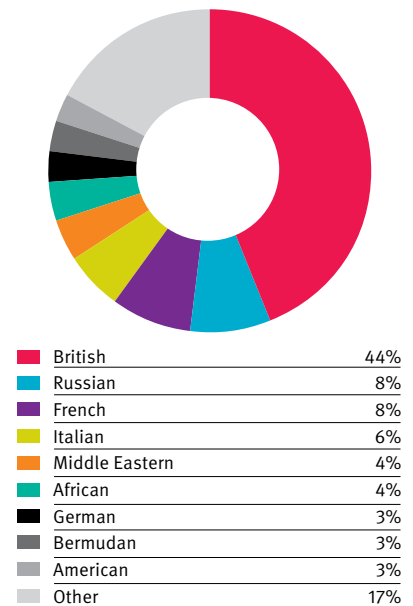
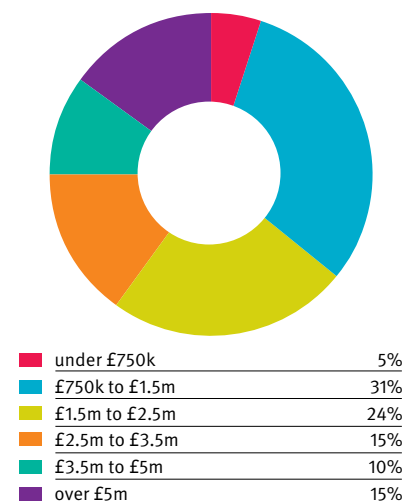


Figure 2
What do our applicants want to spend?
New applicants, past 12 months



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RESIDENTIAL RESEARCH


CHELSEA & SOUTH KENSINGTON SALES

Knight Frank




Chelsea and South Kensington properties


FOR SALE
First floor flat with communal garden
BEAUFORT MANSIONS
🏠 3
£825,000



SOLD
Detached unmodernised house with garage
GILSTON ROAD
🏠 5
£8.5m



FOR SALE
Exquisite low-built house with garage
JUSTICE WALK
🏠 5
£11.5m




SOLD
Unmodernised garden square house
CARLYLE SQUARE
🏠 5
£6.25m




FOR SALE
Large family house requiring modernisation
GLEBE PLACE
🏠 6
£5.5m




SOLD
Chelsea house in need of refurbishment
UPPER CHEYNE ROW
🏠 2
£1.4m




FOR SALE
Spacious flat in smart mansion block
RICHMOND MANSIONS
🏠 1
£1.15m




SOLD
Beautifully restored freehold house
ONSLow GARDENS
🏠 7
£14m




FOR SALE
Maisonette with private garden
EARL'S COURT SQUARE
🏠 5
£2.95m




SOLD
Spectacular first-floor apartment
QUEEN'S GATE
🏠 2
£5.5m



FOR SALE
Spacious mansion block apartment
ALEXANDRA COURT
🏠 3
£1.795m



SOLD
Family house with west-facing garden
LAMONT ROAD
🏠 3
£3.25m





David Mumby, Head of Knight Frank Chelsea and South Kensington Lettings, discusses who's renting, hidden gems, and the positive outlook for the year ahead.

How has your market performed so far this year?

It's been a very good year for landlords. Demand in the form of new tenant registrations rose by 20% over the past year and the number of new rental instructions increased by just 6%, demonstrating that demand is by far exceeding supply. The best properties are setting new benchmarks for rental prices achieved and we have managed to rent out many properties before even launching a full marketing campaign. We expect to see rental price growth in central London to equate to around 4% or 5% in 2012.

What types of renters are attracted to the area?

This area has always been very popular with UK, mainland European and North American tenants. It's great to rent a flat to a single person or young couple and then, over the years, help them find bigger properties as their family, and income, grows. We rent out everything from stunning artist studios to some of the largest houses available to rent in London.

What's the most interesting property you've rented recently?

One of the delights of this job is being invited to see a property and finding it to be utterly different from what you were expecting. We recently rented a house in the area referred to as "Old Chelsea" that looked unassuming

from its contemporary exterior, but opened up to some 8,000 sq ft of vaulted ceilings and suspended glass stairs – breathtaking.

Where are the 'hidden gems'?

Over the last 10 years I've seen so many hidden gems that it's hard to recall where the best ones are. The area around Wetherby Gardens and Gledhow Gardens offers some truly stunning lateral conversions with outstanding volume. We are currently marketing an exquisite listed house on Cheyne Walk in Chelsea that features a discreet terrace from which some of the best views in London can be seen.

What advice do you have for landlords?

Presentation is key if top rents are to be achieved. Any potential weaknesses in a property will provide scope for negotiations on the guide price. I would always advise that landlords seek a professional viewpoint when refurbishing a property. It's important to cater to the target market rather than one's personal taste.

How does your local market differ from the prime London market as a whole?

We have a larger percentage of tenants from the UK and America compared to other parts of prime London. I know several tenants who commute back to their homes in Europe for the weekend.

Chelsea and South Kensington lettings market at a glance

Figure 1
Nationality of our tenants
Tenants, past 12 months

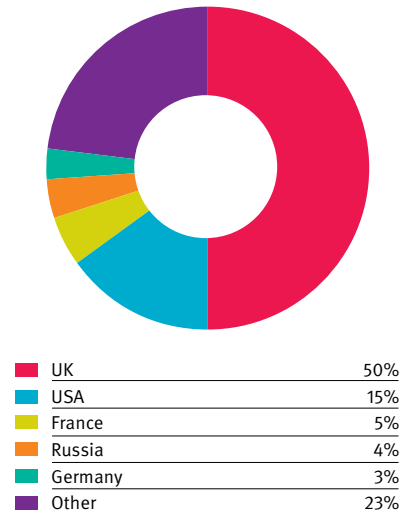
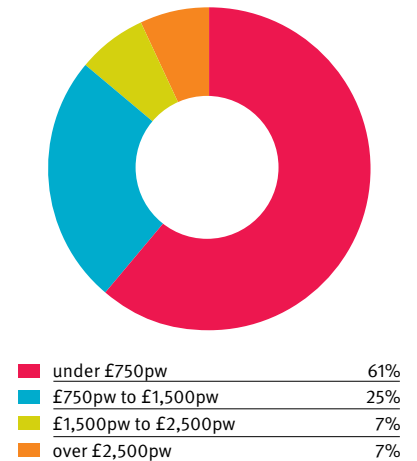


Figure 2
What do our applicants want to spend?
New applicants, past 12 months



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Chelsea and South Kensington properties


TO LET
Split-level apartment
ELVASTON PLACE
3
£1,100pw




LET & MANAGED
Heart of SW7
ROLAND GARDENS
2
£850pw




TO LET
Stylish apartment
QUEEN'S GATE GARDENS
3
£1,195pw




LET
Immaculate gardens
BRECHIN PLACE
1
£475pw




TO LET
Large lateral flat
QUEEN'S GATE
3/4
£2,400pw




LET
Newly refurbished mews
CRANLEY MEWS
3
£1,200pw



TO LET
Immaculate family house
ELM PARK ROAD
4
£4,750pw




LET
Contemporary flat
PARK WALK
2
£850pw




TO LET
Large house with garden
PAULTONS SQUARE
4
£4,500pw




LET
Stunning modern house
CRESSWELL PLACE
3
£1,700pw

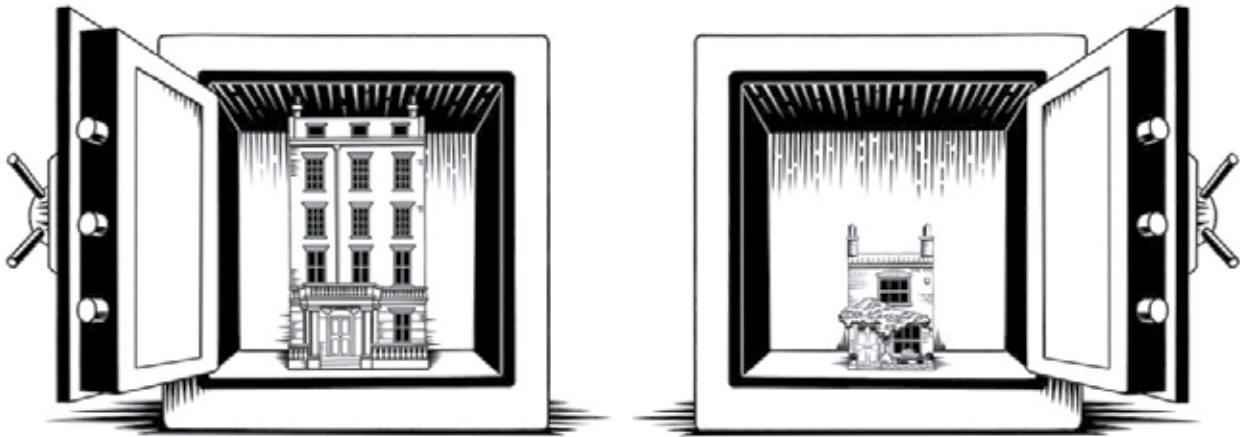


TO LET
Large patio garden
HOLLYWOOD ROAD
4
£2,750pw



LET
Immaculate apartment
FAWCETT STREET
2
£675pw





ALL OUR PROPERTIES ARE PRECIOUS TO US, NO MATTER WHAT SIZE.

Whether you're selling or letting an historic stucco fronted townhouse or a garden flat, we believe that all our clients deserve the same personal attention and first-rate service. But those aren't the only aspects that set Knight Frank apart. Our local market insight, global network and tailored property search are all to your advantage. And naturally, you can expect a professional approach and expert advice from start to finish.

Your property and Knight Frank are the perfect combination, so call us today for a market appraisal.

[KnightFrank.co.uk/chelsea](https://www.knightfrank.co.uk/chelsea) Tel: 020 7349 4300

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