Knight Frank

# CHELSEA RIVERSIDE

MARKET INSIGHT REPORT

# INTRODUCTION

WELCOME TO THE KNIGHT FRANK INSIGHT REPORT FOR CHELSEA RIVERSIDE IN LONDON. HERE YOU WILL FIND INFORMATION THAT SERVES AS AN INTRODUCTION TO THE AREA IN TERMS OF ITS HISTORY, HERITAGE AND CULTURE, EDUCATION, CONNECTIVITY LINKS AND THE EXCEPTIONAL NEW RIVERSIDE SURROUNDINGS AROUND THE LOTS ROAD POWER STATION AND CHELSEA CREEK.

IN ADDITION, MARKET INSIGHT FROM KNIGHT FRANK'S HIGHLY RESPECTED RESEARCH TEAM, CREATED SPECIFICALLY FOR THIS REPORT, WILL HELP GUIDE YOUR DECISIONS REGARDING BUYING OR RENTING IN CHELSEA RIVERSIDE.

FOR MORE INFORMATION, A MEMBER OF THE KNIGHT FRANK RESIDENTIAL DEVELOPMENT TEAM WOULD BE DELIGHTED TO HELP YOU.

# ARRIVAL

With a marina, shops, restaurants and bars, Chelsea Riverside is just a stroll from the vibrant heart of old chelsea, with its legendary boutiques, michelin-starred restaurants and nightlife.

Chelsea is one of the oldest areas in London, and derives its name from an old English term meaning "landing place on the river". It is therefore appropriate that the long-running regeneration of this former industrial site includes a yacht-filled marina at Chelsea Harbour, along with a series of premium residential developments, all set amongst landscaped parks, waterways and river frontage.




Exterior, Chelsea Creek*


Chelsea Creek bridge*


Kitchen, Chelsea Creek


Interior reception, Chelsea Waterfront*


Swimming Pool, Chelsea Creek


Aerial view, Chelsea Waterfront*

*Computer generated images for indicative purposes only

CHELSEA RIVERSIDE

# A NEW STANDARD OF LIVING

CHELSEA RIVERSIDE COMPRISES SOME OF THE MOST EXCEPTIONAL NEW RIVERSIDE DEVELOPMENTS IN LONDON, INCLUDING CHELSEA WATERFRONT AND CHELSEA CREEK. THESE SOUGHT AFTER HOMES NEIGHBOUR ESTABLISHED CHELSEA HARBOUR AND IMPERIAL WHARF.

## CHELSEA WATERFRONT

Chelsea Waterfront is a development of 434 luxury apartments built around the iconic Lots Road Power Station opened in 1904.

With its distinctive twin turrets, the power station – now called the Metropolitan Building, it forms the centerpiece of the Chelsea Waterfront development, along with two residential towers sitting beside the river. Designed by leading architect Sir Terry Farrell, it occupies over 11 acres of land, with three new bridges crossing the landscaped gardens and waterways.

Residents will benefit from a private health and fitness club, with spa and a pool, and many apartments will have some of the most extraordinary views in London.

Set for completion in 2020, the high specification apartments will include kitchens with stone work surfaces, marble bathrooms, underfloor heating and comfort cooling, with direct lift access to each apartment from the underground car park. There is also a 5 star concierge service.

## CHELSEA CREEK

Chelsea Creek by St George has created a new waterside quarter offering a stunning selection of apartments and penthouses all within minutes of the King's Road. In total the mixed-use development will deliver 489 homes with half the site dedicated to public open space, including canal side gardens and tree lined avenues.

The latest phase, Fairwater House, features a beautiful selection of one, two and three bedroom apartments and duplex penthouses. All have custom designed kitchens, open plan living areas and balconies or terraces off the main living space. The development also offers a selection of completed 3 bedroom duplex penthouses in Lockside House, furnished by award winning interior designers. These high specification penthouses come complete with expansive terraces and a private garage.

Exclusively for residents, Chelsea Creek offers a spa, gym, sauna and swimming pool with a steam room as well as a 24 hour concierge for your convenience and underground car parking. With restaurants, bars, shops and transport at Imperial Wharf right on the doorstep, it is a perfectly positioned location with views of tranquil waterways and easy access to Chelsea Old Town and the King's Road.

# A BRIGHT FUTURE

Chelsea Riverside has seen demand increase as buyers have sought out better value homes than those within the traditional prime London locations. Properties in Chelsea Riverside provide a seamless extension to the prime Chelsea postcodes, but with a more competitive price per square foot.

More developments in the area are planned, one in particular encompassing the gasholder site on Imperial Road, which will effectively close the gap between the King's Road and the River Thames, whilst the Chelsea Island development by Hadley Property Group will provide further vibrancy.

Riverside locations remain popular with owner occupiers in all market conditions, while the thriving retail and leisure offerings in the development – and proximity to Chelsea's King's Road – makes it an attractive area for renters who want to experience the lifestyle. As such, property in the area is likely to be an excellent long-term investment.

## EDUCATION

Some of the UK's best universities and colleges are easily accessible from Chelsea Riverside. The London School of Economics is less than 30 minutes away by train, and the Royal College of Art, the only postgraduate university dedicated to art and design in the world, is just a 15 minute commute.

Parents are spoilt for choice when looking for schools: every one in the borough of Kensington & Chelsea was rated 'Good' or 'Outstanding' in 2017 by Ofsted, the UK government's education inspector, making it the best-performing area in London.

Many of the top fee-paying schools are also close by, including Chelsea's Garden House Prepatory School, less than ten minutes drive away, and Eaton Square Upper School – a 20 minute drive or 30 minute commute.

Chelsea Academy, an Outstanding-rated state funded school for 11-18 year olds, is just a five minute stroll away on Lots Road, whilst Thomas's Battersea, another Outstanding-rated independent preparatory school for 5-12 year olds, is only a 16 minute commute by car.

Timings are approximate.

CHELSEA RIVERSIDE



Exterior, Chelsea Creek*



Interior reception, Chelsea Creek



Aerial view, Chelsea Waterfront*

*Computer generated images for indicative purposes only

# HERITAGE AND CULTURE

CHELSEA IS ONE OF THE OLDEST AND MOST COLOURFUL AREAS OF LONDON, FOR HUNDREDS OF YEARS ASSOCIATED WITH ROYALTY, ARISTOCRACY, ARTISTS AND ENTREPRENEURS. WITH FORMER RESIDENTS RANGING FROM OSCAR WILDE TO MICK JAGGER, MARK TWAIN TO JW TURNER, AND ROYALTY FROM HENRY VIII TO THE DUKE AND DUCHESS OF CAMBRIDGE, IT REMAINS A TRULY INTERNATIONAL NEIGHBOURHOOD.











CHELSEA RIVERSIDE






The most famous street in the area is the King's Road. It was the epicenter of a cultural revolution in the 1960s, where legendary figureheads such as Mary Quant and Vivienne Westwood made their names. It was frequented by almost every famous rock band, from the Rolling Stones to the Beatles. The Sex Pistols partied here after helping start the punk movement in Vivienne Westwood's boutique, and it was home to numerous recording studios where some iconic 60s and 70s bands recorded their most famous albums.

Originally King Charles II's private road, leading from St James's Palace to Fulham, it is now home to some of London's most fashionable restaurants, bars and designer shops.

A true international neighbourhood, Chelsea Riverside is a location that provides every possible amenity. With a number of popular gastro pubs, Mediterranean and Middle Eastern restaurants, cafes and coffee shops, any taste and occasion can be accommodated.

Children are also well catered for with Gambardo, an indoor soft play centre, which attracts families from across London. In addition, a wide boardwalk along the Thames and Imperial Wharf has large areas of public parkland with playgrounds.

Adults have the opportunity to work out at ONE LND, a boutique gym, with personal trainers available and a myriad of different classes.

For those who are after some culture or an enjoyable day or night out, there is the nationally-renowned 606 Jazz Club on Lots Road, the Karen Hardy Dance Studios, Chelsea Fine Arts or Chelsea Physic Garden for example, but for a more lively night out, there's Jak's or Embargo Republica. And with useful facilities such as a local supermarket, Hilton Double Tree Hotel, flower stalls and neighbourhood shops, you have everything that you could need, close by.

# CONNECTIVITY

With Imperial Wharf Overground Station close by, Chelsea Riverside is just one stop from Clapham Junction Station to the south; one of the busiest stations in Europe, it provides direct trains to Waterloo and Victoria, Gatwick Airport, and the South East and West.

To the north, West Brompton Station is just over five minutes' walk away providing access to the District Line on the London Underground network. The Thames Clipper service, accessible from Chelsea Harbour Pier, provides an alternative, more scenic commute into the City's financial district and Canary Wharf.

For the increasing number of cyclists now on London's roads, Chelsea Riverside is next to a Cycle Superhighway, a dedicated cycle lane from Chelsea, along the Victoria Embankment next to the Thames right through to the City of London.

**3 mins**
**West Brompton Rail Station** from **Imperial Wharf Rail Station**

**7 mins**
**Clapham Junction Rail Station** from **Imperial Wharf Station**

**25 mins**
**Gatwick Airport** from **Clapham Junction**

**30 mins**
**Bond Street** from **Imperial Wharf Station**

**53 mins**
**Heathrow Airport** from **Clapham Junction Rail Station**

**55 mins**
**Heathrow Airport** from **Imperial Wharf Station**

**17 mins** → **Imperial College from Chelsea Riverside**

**10 mins** → **King's Road** from **Imperial Wharf Station**

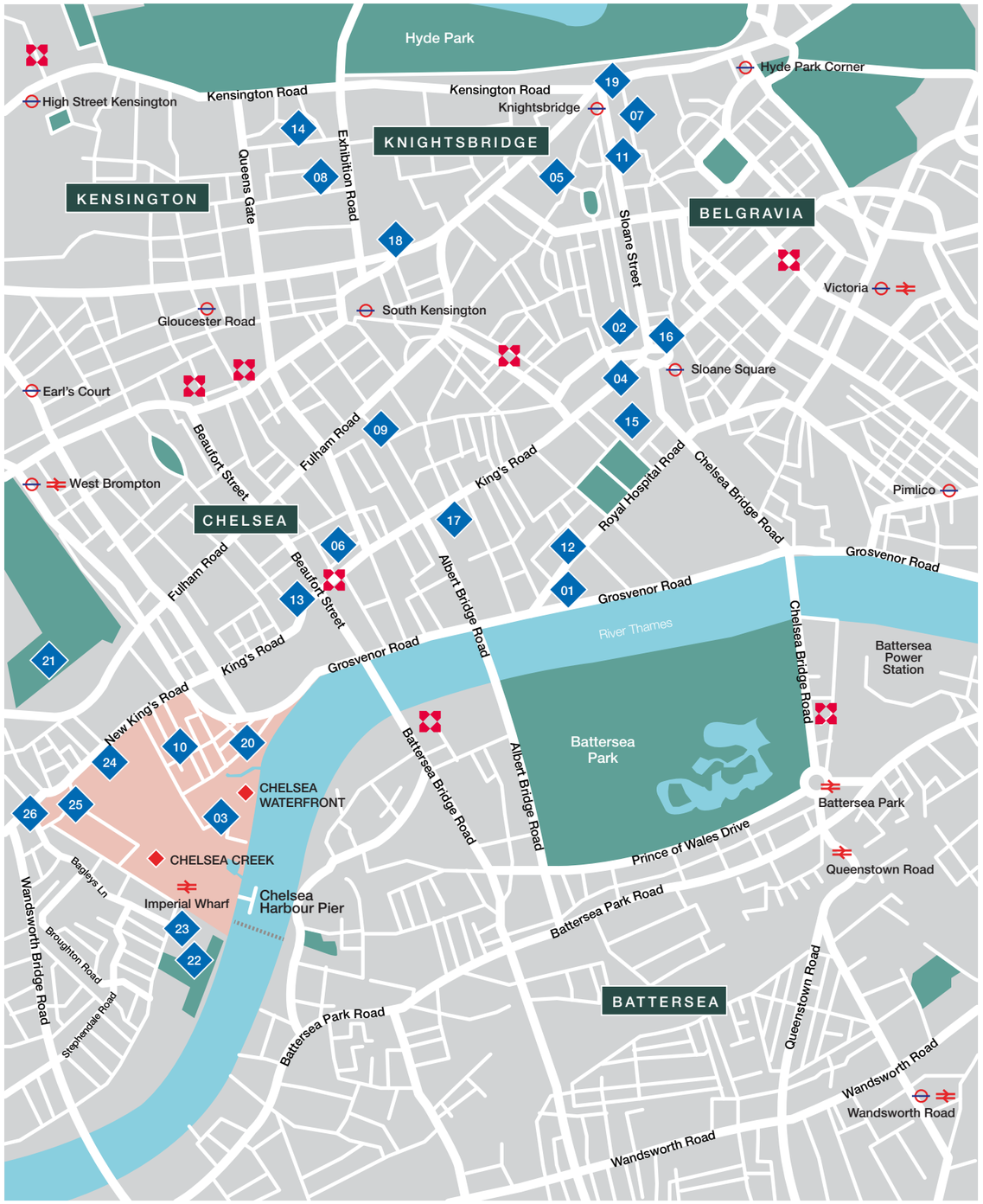
**30 mins** → **Heathrow Airport**

**35 mins** → **London Bridge** by **Thames Clipper riverboat service**

Timings are approximate.



Chelsea Harbour Pier

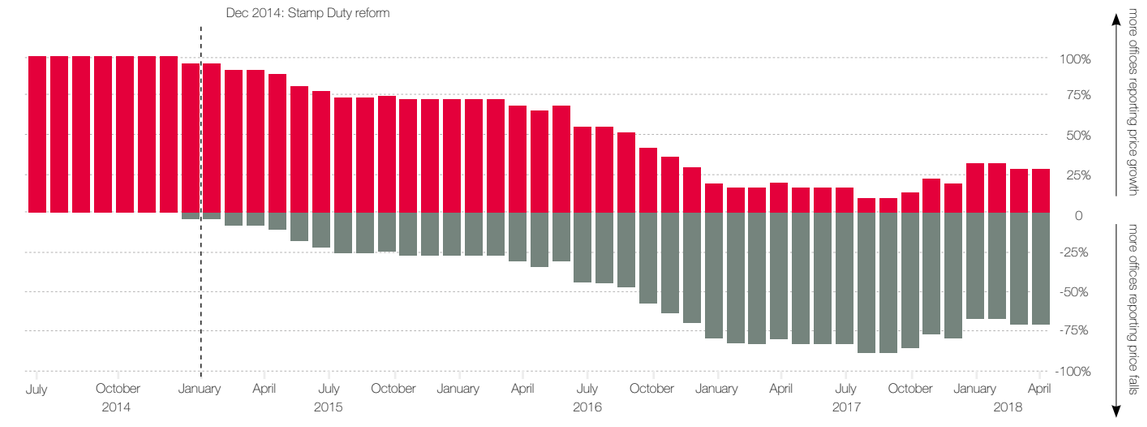



01 CHELSEA PHYSIC GARDEN
02 CADOGAN GARDENS
03 CHELSEA DESIGN CENTRE
04 DUKE OF YORK SQUARE
05 HARRODS
06 BLUEBIRD CHELSEA
07 HARVEY NICHOLS
08 IMPERIAL COLLEGE LONDON
09 LE COLOMBIER
10 LOTS ROAD AUCTIONS
11 MIU MIU
12 GORDON RAMSAY RESTAURANT
13 PARTRIDGES
14 ROYAL ALBERT HALL
15 SAATCHI GALLERY
16 THE BOTANIST
17 THE IVY CHELSEA GARDEN
18 VICTORIA AND ALBERT MUSEUM
19 DINNER BY HESTON BLUMENTHAL
20 606 CLUB
21 CHELSEA FOOTBALL CLUB
22 ONE LDN
23 TESCO EXPRESS
24 CLIP N CLIMB
25 THE ROSE PUB
26 SANTA MARIA PIZZERIA

# RESEARCH

## KNIGHT FRANK OFFICES INCREASINGLY REPORTING POSITIVE GROWTH

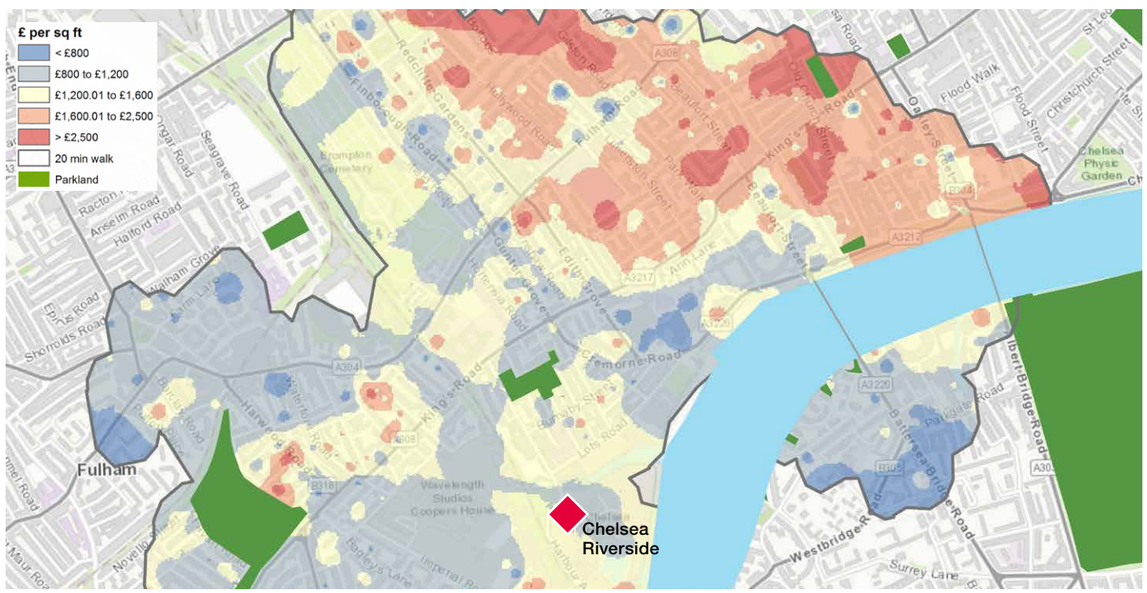
The proportion of Knight Frank's prime London offices reporting positive annual house price growth declined in the wake of reforms to Stamp Duty Land Tax. That trend is now showing signs of reversing, and in March the proportion of offices reporting positive house price growth reached 28%.




Source: Knight Frank Research

## PRICING COMPARED

Estimated current resale values within a twenty minute walk of Chelsea Riverside.




Source: Knight Frank Research

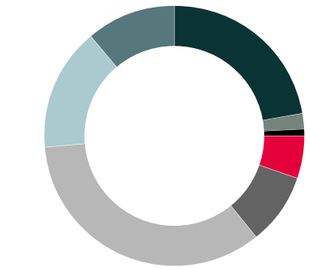


## CHELSEA AND CHELSEA RIVERSIDE BUYER PROFILE 2016-17

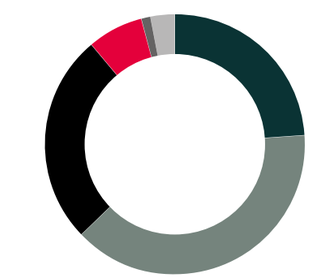
### BUYER AGE




### BUYER OCCUPATION




### SALES IN CHELSEA AND CHELSEA RIVERSIDE




Source: Knight Frank Research

## AGE AND TYPE OF HOUSING STOCK FOUND IN CHELSEA RIVERSIDE





### PROPERTY TYPE

| | |
|---|---|
| FLAT | 80% |
| TERRACED | 20% |

### PROPERTY AGE

| | |
|---|---|
| PRE 1900 | 48% |
| 1900-1939 | 5% |
| 1945-1972 | 7% |
| 1973-1999 | 17% |
| 2000-PRESENT | 23% |

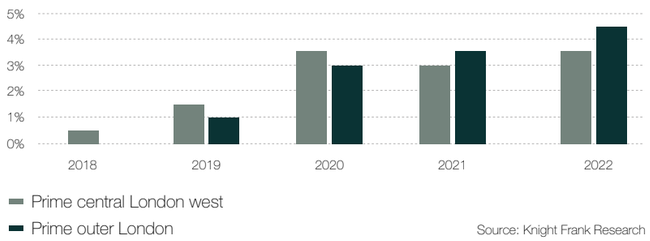
Source: VOA

## FORECASTS

Pricing in prime London appears to be stablising following two years of declines. Growth in house prices and rents are likely to be muted this year with rising momentum from 2019, according to Knight Frank forecasts.

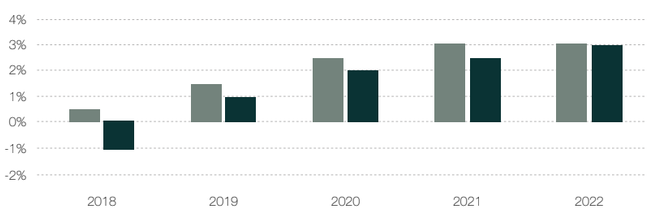
Prices in prime central London west are forecast to climb by 12.6% by 2022. Rents in prime central London are forecast to climb by 11% during the same period.

### SALES PRICE FORECASTS ANNUAL CHANGE




Source: Knight Frank Research

### RENTAL FORECASTS ANNUAL CHANGE




Source: Knight Frank Research




Manicomio Restaurant, Duke of York Square, Chelsea

**Important Notice**

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