

**CLARENDON**  
LONDON N8

INVESTOR FACTSHEET



# A NEW CHAPTER AT CLARENDON, FULL OF *opportunity*

Clarendon is all about opportunity. It has the space, facilities and quality to provide the sleek London lifestyle that people want, in a location with the amenities and connections they need. It is a prime investment opportunity: a high quality product in an area of regeneration with excellent rental yields and price growth forecasts.



## £500M REGENERATION

Clarendon is part of the £500m Haringey regeneration, taking place over the next 10 years. This will bring new homes, amenities, infrastructure and public open spaces to the area, attracting more people to the area and boosting its popularity.



## Excellent Connections



THE CITY IN JUST  
**14 MINUTES\***



**4**  
KEY STATIONS  
NEARBY



HEATHROW AIRPORT  
VIA PICCADILLY LINE IN  
**UNDER 1 HOUR\***



KNIGHTSBRIDGE  
IN JUST  
**28 MINUTES\***

\*Travel times are indicative only.



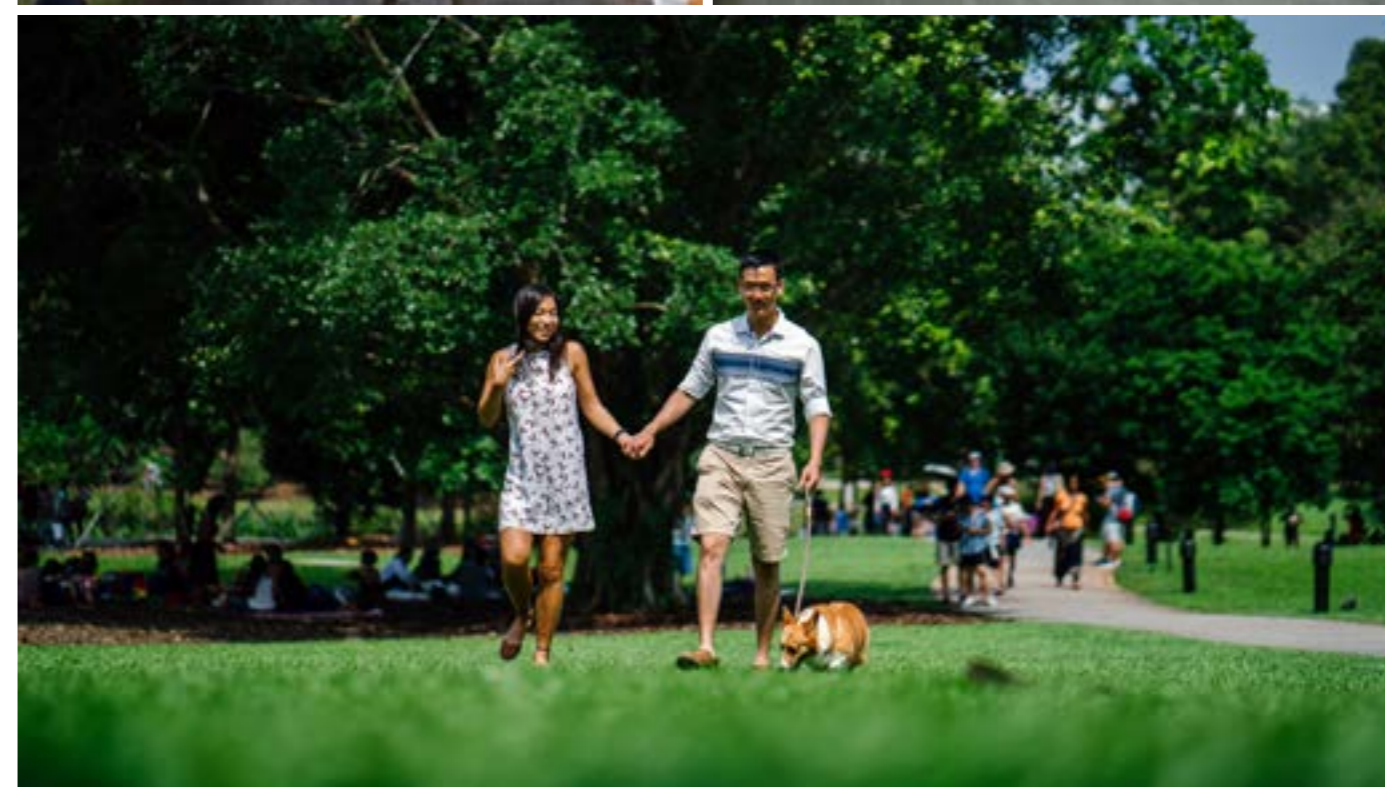
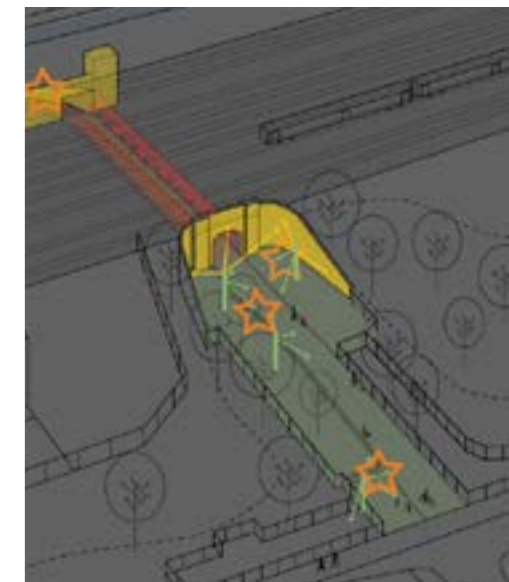


# NEW PUBLIC REALM

## *Penstock Tunnel*

Penstock Tunnel is a key link connecting Wood Green town centre and Clarendon with Hornsey and Alexandra Palace and Park. Plans to upgrade the tunnel, which runs under the railway line, will improve pedestrian and cycling access around the area.

As well as infrastructure improvements to the tunnel, including new drainage and lighting, the plan encompasses landscaping, artwork, wayfinding and seating in the roads leading to the tunnel entrances. This will make walking more enjoyable, and provide attractive outside space for the local community to use.



## EVEN BETTER CONNECTIONS WITH

### *Moselle Walk*

Moselle Walk is a beautifully landscaped new civic boulevard that leads from Clarendon towards Wood Green Tube station. It will reduce the walking journey time to the station from 12 minutes to eight minutes, connecting residents with the Tube service to central London even faster.

 **8**  
minutes



**Wood Green**



# Regeneration in WOOD GREEN

The transformation of Wood Green is on a par with other major London regeneration areas such as Brent Cross (6,700 new homes) or White City (6,000 new homes).

Clarendon is part of the broader Wood Green Area Action Plan, which aims to regenerate Wood Green's town centre with over 6,400 new homes, 4,000 new jobs and a redeveloped green town centre.

SOURCE JLL, 2022



# Investing in WOOD GREEN



The London Borough of Haringey

**35%** PRICE GROWTH OVER THE LAST 5 YEARS



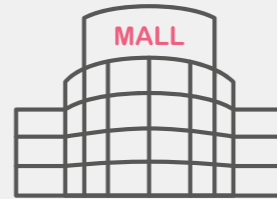
**STRONG RENTAL YIELD**

**ESTIMATED 4.2%-5%**



## BLUE HOUSE YARD & CLARENDON YARDS

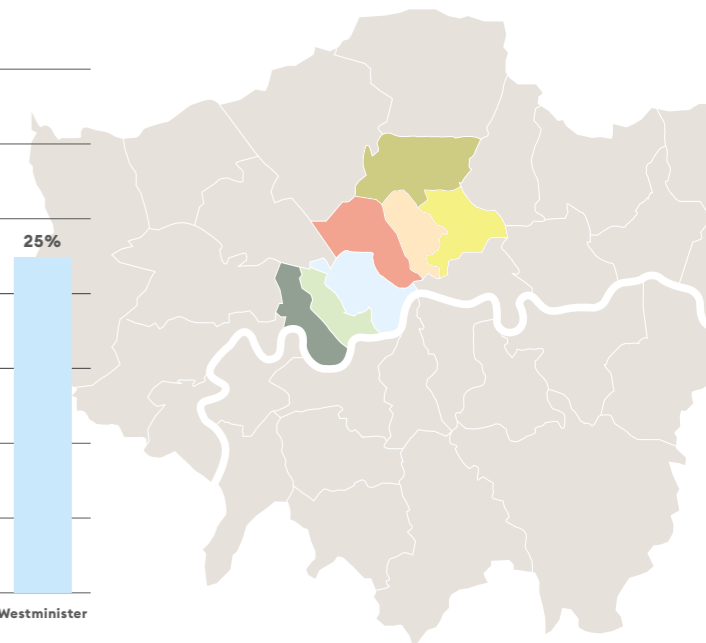
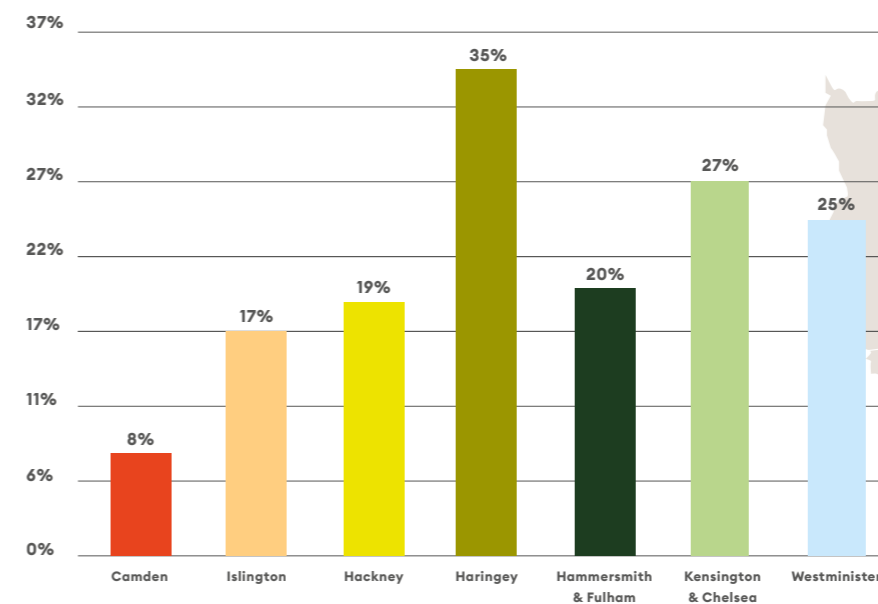
Innovative workspaces and studios for local creatives, entrepreneurs and small businesses



Large shopping centre with over 100's of shops, places to eat and drink, and a 12-screen Cineworld cinema

### BOROUGH BY BOROUGH

House price growth over the last 5 years



**INVESTMENT**  
IN SOCIAL  
AND COMMUNITY  
INFRASTRUCTURE



**4,000**  
Estimated number of  
new jobs in Wood Green

**125,000 SQ FT**  
COMMERCIAL SPACE  
INCLUDING NEW



**GROCERY STORE**



**HAIR SALON\***



**NEW NURSERY**



**WATERSIDE CAFE**



**JLL ESTATE AGENT**



**6,400**

Estimated number of  
new homes to be  
delivered in Wood Green



**£3.5 BILLION**

public funds invested  
into the Wood Green  
regeneration



Source: CBRE Haringey Area Guide, 2022

Subject to planning\*

## CASH FLOW FORECAST

Apartment Cash Flow (1 Bed at 485k)	2023	2024	2025	2026	2027	TOTAL
10% Deposit	£48,500					
10% Staged Payment		£48,500				
5% Staged Payment			£24,250			
75% Completion Amount				£363,750		
<b>Your Investment</b>	<b>£485,000</b>					<b>£485,000</b>
JLL 5 year forecast (Greater London)	6%	5.5%	3.5%	4%	4.5%	24%
Capital Appreciation	£29,100	£28,275	£18,983	£22,454	£26,272	£125,084
<b>Your Equity</b>	<b>£514,100</b>	<b>£542,375</b>	<b>£561,358</b>	<b>£583,812</b>	<b>£610,084</b>	<b>£610,084</b>

Source: JLL, 2022

## 5 YEAR FORECAST FOR GREATER LONDON (PRICE INCREASE %)

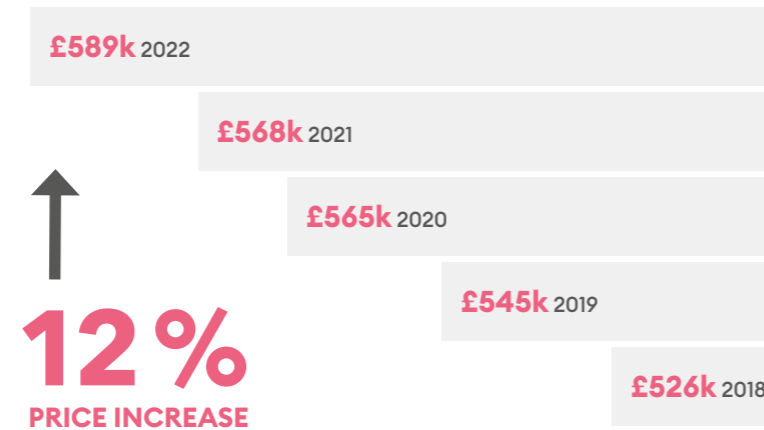
Agent	2023	2024	2025	2026	2027	5 Year Compound Growth
JLL	6%	5.5%	3.5%	4%	4.5%	<b>23.5%</b>



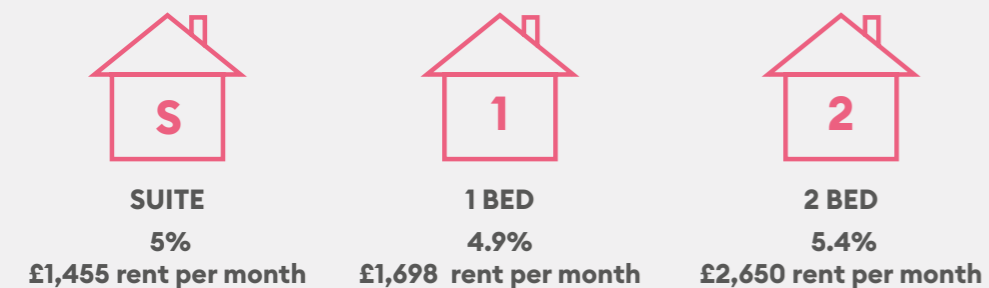
## LENGTH OF TENANCY

- Majority of contracts agreed for 2 years
- Minimal void periods
- On average apartments are rented within the first two weeks of going online

Average historic price growth for a two bedroom apartment in Clarendon



## RENTAL YIELDS ACHIEVED AT CLARENDON



## TENANT PROFILE

Professionals looking for affordability alongside fast transport links into Central London.

# FANTASTIC

*facilities*

*the Park Club*

Exclusive collection of residents' facilities located at the heart of Clarendon

- Residents' Lounge
- Intensity Studio
- Gym
- Zen Studio
- 16m Swimming Pool
- Treatment Room
- Sauna
- Flexible workspaces
- Steam Room
- 24-hour concierge

**TOTAL AREA CIRCA 10,000 SQ FT**

## TERMS OF PAYMENT

£2,500 reservation fee (pounds sterling) will be required upon the point of reservation.

- A 10% exchange deposit will be required after 21 days
- Further 10% 12 months after exchange
- Final 5% deposit payable 18 months after exchange
- Balance on completion



# THE PLACE TO *live, work and play*

Source JLL, 2022

**BROADBAND SPEED**

**PRIVATE WORKSPACE**

**PERSONAL OUTDOOR SPACE**

are now ranked the most important features of the home.



## HEALTHY LIVING

People have a **50% greater** likelihood of a longer healthier lifestyle when they enjoy a sense of community.



## 68% OF PEOPLE

said that proximity to public **green space** is very important.



## EXCELLENT BROADBAND

**100% of homes** at Clarendon have access to ultra-fast broadband.



Research for Haringey Council shows that Clarendon and Wood Green perform strongly against these measures, offering an enhanced living environment compared to Greater London.

# EDUCATION

Clarendon is located **less than 30 minutes from London's world-class educational** institutions. There are also several Ofsted-rated Good and Outstanding primary and secondary schools in the area – many of them walking distance from Clarendon.



## HIGHER EDUCATION

 From Wood Green Underground Station

- University College London **21 mins**
- School of Oriental and African Studies **23 mins**
- King's College London **26 mins**
- London School of Economics and Political Science **28 mins**
- Royal Academy of Arts **29 mins**
- Imperial College London **38 mins**



## SECONDARY EDUCATION

 Walking from Clarendon

- Heartlands High School Ofsted – Good **11 mins**
- Greig City Academy Ofsted – Good **15 mins**
- Greek Secondary School of London Ofsted – Good **17 mins**
- St Thomas More Catholic School Ofsted – Outstanding **26 mins**
- Alexandra Park School Ofsted – Outstanding **33 mins**



## PRIMARY EDUCATION

 Walking from Clarendon

- Alexandra Primary School Ofsted – Good **6 mins**
- St Paul's RC Primary School Ofsted – Good **11 mins**
- North Haringay Primary School Ofsted – Good **14 mins**
- Campsbourne Infant School Ofsted – Good **15 mins**
- Trinity Primary Academy Ofsted – Outstanding **16 mins**

# LOCAL AREA

*Spotlight*



## *Alexandra Palace*

**£27M RESTORATION**

Surrounded by 196 acres of parkland, this historic palace is home to famous firework displays, must-see concerts and fascinating events.



## **HORNSEY, MUSWELL HILL, ALEXANDRA PALACE, CROUCH END, HIGHGATE AND TOTTENHAM**

are North London neighbourhoods within easy reach of Clarendon. All have their own distinctive character and different attractions.



## *Tottenham*

is home to London's largest housing zone.

**Did you know Clarendon is just a 12 minute drive from the third largest football stadium in England, Tottenham Hotspur?**



# REASONS TO BUY AT CLARENDON



**14 MINUTES**  
to the City

## 4 KEY STATIONS

WITHIN WALKING DISTANCE



WOOD GREEN



HORNSEY



ALEXANDRA PALACE



TURNPIKE LANE



## 12 ACRE REGENERATION SCHEME

including new landscaped walk, central courtyard and private roof gardens



NEIGHBOURING

**196 ACRES**

Alexandra Park & Alexandra Palace

*the Park Club*



10,000 sq ft of residents' facilities



**MAJOR DEVELOPMENT**

IN A REGENERATION AREA



**STRONG RENTAL YIELD**

ESTIMATED  
**4.2%**  
TO  
**5%**



up to

**23.5% PRICE GROWTH FORECAST**

IN NEXT 5 YEARS



COMMUNITY CENTRE



NEW NURSERY

WATERSIDE  
**CAFÉ**



**NEW 1-ACRE PARK**



**125,000 SQ FT**  
OF LIFESTYLE AND RETAIL OFFERING



I love everything about my new home at Clarendon and I still can't believe it is my own.

Tammy,  
resident at Clarendon



# THE BERKELEY DIFFERENCE

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.

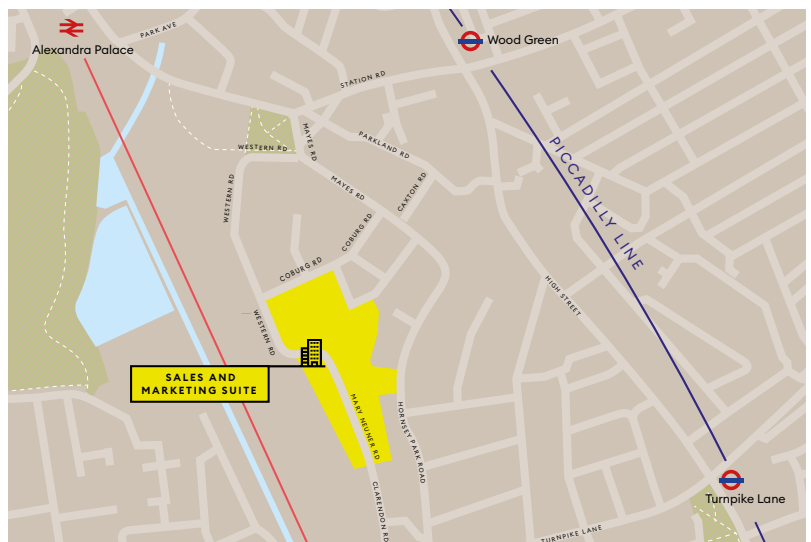


Computer generated image, indicative only.

## CONTACT US: CLARENDON SALES & MARKETING SUITE

Alington House, 1 Mary Neuner Road,  
London, N8 OES

[www.clarendonn8.co.uk](http://www.clarendonn8.co.uk)  
[sales.clarendon@stwilliam.co.uk](mailto:sales.clarendon@stwilliam.co.uk)  
+44 (0)20 3002 9464



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OUR VISION  
**2030**  
TRANSFORMING TOMORROW



**Berkeley**  
Group

Proud to be a member of the Berkeley Group of companies

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Investor in  
Customers'  
Gold 2022

**St William**  
Designed for life

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