



LONDON
SQUARE

NINE ELMS

SW11

LONDON SQUARE INTELLIGENCE PRESENTS

NINE ELMS

A NEW AREA OF PRIME CENTRAL LONDON

CGI IS INDICATIVE ONLY.

£1.1b

EXTENSION TO THE
NORTHERN LINE

bringing Zone 1 Underground
access to Nine Elms

TRANSPORT FOR
LONDON

18,500

NEW JOBS

to be delivered
by 2041

GREATER LONDON
AUTHORITY

3.1%

OUTPERFORMANCE

on property prices within
regeneration Opportunity Areas

LAND REGISTRY,
DATALOFT

LONDON SQUARE NINE ELMS

A NEW AREA OF PRIME CENTRAL LONDON



LONDON LIVING BEAUTIFULLY ELEVATED

London Square Nine Elms is a luxury development within Nine Elms Park and part of the wider Vauxhall, Nine Elms, and Battersea regeneration area.

Offering 186 private apartments and penthouses over 23 storeys, London Square Nine Elms is perfectly located within London for easy access to employment centres and leisure amenities.

Currently, apartment sale values of over £1,000psf tightly match the traditional consensus of where the established Prime Central London is. As a result of high-quality redevelopment, proximity to the Thames and improved access to Central London, areas along the south bank of the Thames are now comfortably within this definition, extending Prime Central London southwards from Tower Bridge to Battersea Bridge.

London Square Nine Elms is located on the frontier of these new, establishing prime areas.

SOURCE: DATALOFT, LAND REGISTRY (EPSQFT, 2023)



REGENERATION

The Vauxhall, Nine Elms, and Battersea Opportunity Area was designated almost 20 years ago and during the life of the plan, aims to deliver 18,500 new homes and 18,500 new jobs by 2041 as part of the Central London Growth Corridor. Key to the regeneration is the £1.1b extension to the London Underground Northern Line from Kennington to Battersea via Nine Elms, providing residents with direct Zone 1 trains into Waterloo (4 mins), Embankment (6 mins), Charing Cross (7 mins), Leicester Square (9 mins), and Tottenham Court Road (10 mins).

Research by Dataloft shows that London Opportunity Areas, where regeneration is coordinated, have outperformed the average annual growth in house prices by 3.1%* reflecting the attraction of living in areas with new homes, transport infrastructure, and jobs.



THAMES PREMIUM

Homes along the world-famous River Thames are highly sought after and London Square Nine Elms is just 200 metres from the riverbank, providing excellent views of the iconic Grade II listed Battersea Power Station and the top of the historic Houses of Parliament to the east.

New apartments along the River Thames command a 34% premium over the London average, exposing the desirability of being near the river.

Every metre counts and proximity to the riverbank matters. Along the southern bank between Putney Bridge and Tower Bridge, apartments within 200 metres of the Thames are on average 12% higher than the values 200-500 metres from the Thames.

SOURCE: DATALOFT, LAND REGISTRY (EPSQFT, 2023)

34%

PREMIUM

new riverside apartments compared to London average

12%

PREMIUM

apartments within 200 metres of the Thames on the southern bank vs apartments 200-500 metres from the Thames



KEY STATS

- £1.1b extension to the Northern Line bringing Zone 1 Underground access to Nine Elms
- 18,500 homes to be delivered by 2041
- 18,500 new jobs to be delivered by 2041
- 3.1% outperformance on property prices within regeneration Opportunity Areas

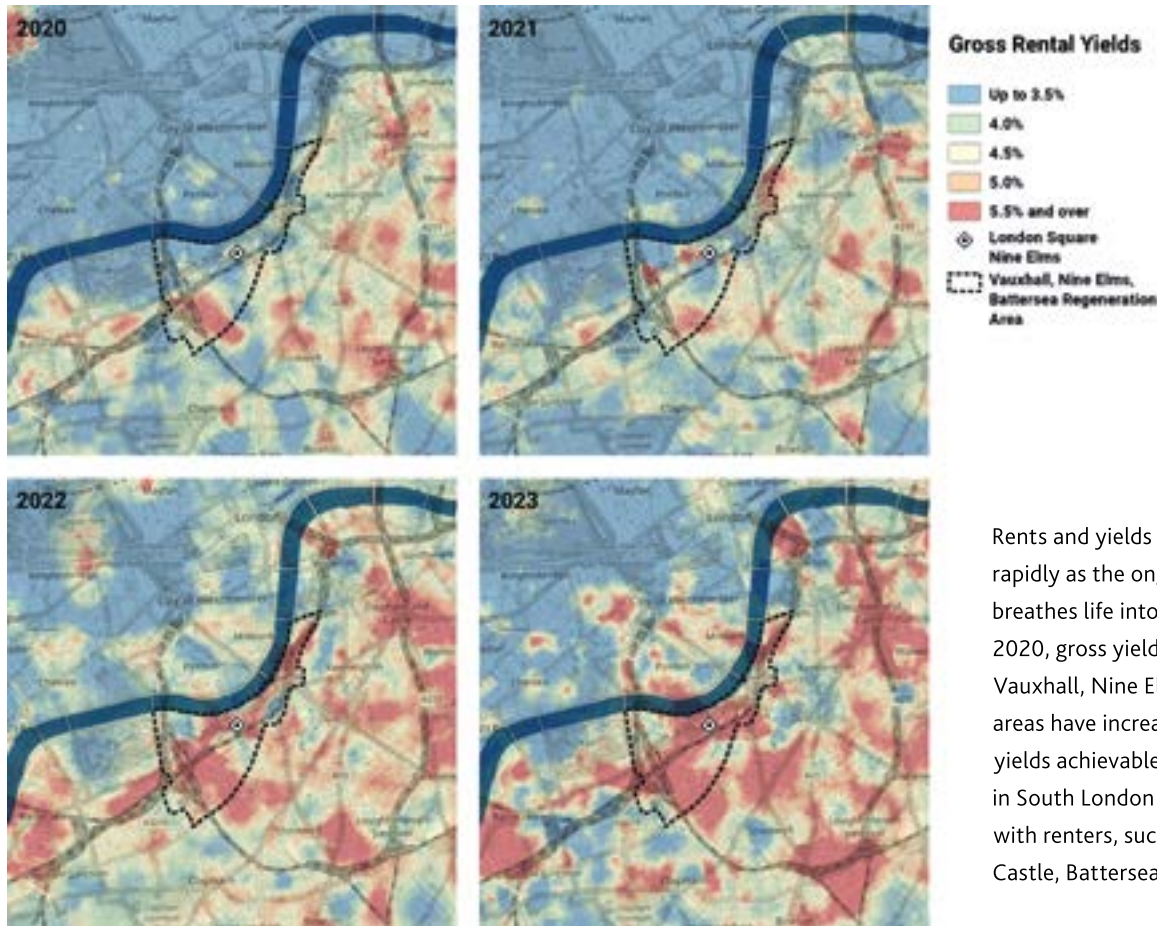
SOURCES:
GREATER LONDON AUTHORITY, TRANSPORT FOR LONDON, LAND REGISTRY, DATALOFT.
*BASED ON 22 OPPORTUNITY AREAS ACROSS LONDON USING THE BEST 7-YEAR PERIOD OF SALE PRICE GROWTH SINCE REGENERATION STARTED





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BATTERSEA POWER STATION EFFECT



SOURCE: DATALOFT RENTAL MARKET ANALYTICS, LAND REGISTRY

Rents and yields have grown rapidly as the ongoing regeneration breathes life into the area. Since 2020, gross yields across the Vauxhall, Nine Elms, and Battersea areas have increased to match the yields achievable in other areas in South London which are popular with renters, such as Elephant and Castle, Battersea, and Brixton.

Monthly achieved rents across the regeneration area have risen since 2020 and outperformed Prime Central London and the Greater London average.

SOURCE: DATALOFT RENTAL MARKET ANALYTICS, TOTAL MONTHLY RENT GROWTH FOR NEWER PROPERTIES BETWEEN 2020 AND 2023

	VAUXHALL, NINE ELMS, BATTERSEA	PRIME CENTRAL LONDON	GREATER LONDON
1 BED APARTMENT	37%	46%	33%
2 BED APARTMENT	47%	44%	34%
3 BED APARTMENT	66%	41%	30%

Typical monthly rents for newer apartments across Vauxhall, Nine Elms, Battersea in 2023 and comparison areas:

SOURCE: DATALOFT RENTAL MARKET ANALYTICS, TOTAL MONTHLY RENT FOR NEWER PROPERTIES 2023

	VAUXHALL, NINE ELMS, BATTERSEA	PRIME CENTRAL LONDON	GREATER LONDON
1 BED APARTMENT	£2,722	£2,910	£1,992
2 BED APARTMENT	£3,618	£3,754	£2,382
3 BED APARTMENT	£4,788	£4,617	£2,887



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SOURCE: LAND REGISTRY, DATALOFT, DATALOFT RENTAL MARKET ANALYTICS

London Square Nine Elms is part of Nine Elms Park. This is a prestigious community within the wider regeneration area which aims to create a new Central London prime residential district of around 1,950 new homes. Research at Dataloft has shown that buying early into a new regeneration project allows owners to benefit from the additional uplift in values as the scheme becomes more established.

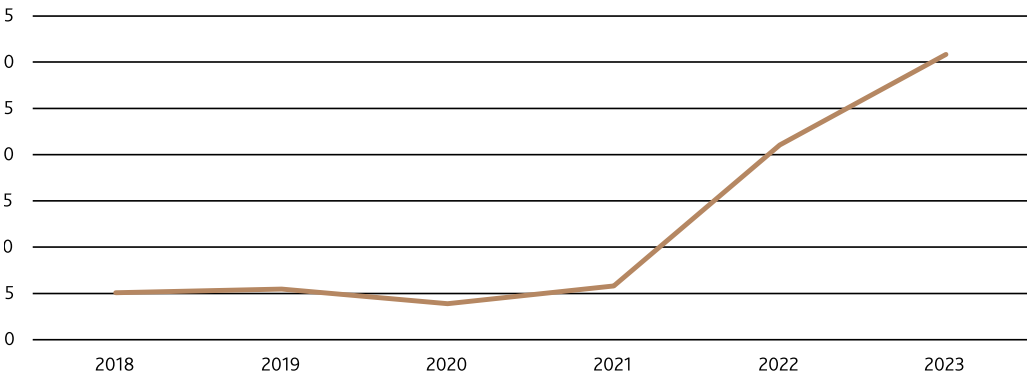
66%
GROWTH

Monthly achieved rents for 3 bed apartments in Vauxhall, Nine Elms, and Battersea since 2020

COMMUTER ADVANTAGE

Over the past five years, Google search interest in Battersea Power Station has increased by over 500%.

GOOGLE SEARCH INTEREST "BATTERSEA POWER STATION"



SOURCE: GOOGLE

This increasingly popular destination in London has a number of premium, luxury and unique experiences that contribute to its attraction:

- Uber Boat pier – 20 minutes into Central London
- Two new Zone 1 London Underground stations
- New Covent Garden Market
- Battersea Power Station with retail and restaurants
- Vibrant nightlife
- Cinemas and theatre
- Lift 109
- Virtual reality experiences



London Square Nine Elms benefits from being within a fast commute distance to Central London using the London Underground. For those wishing to cycle, it is also possible to get to the West End in 15 minutes and the Houses of Parliament in 9 minutes. This access to the West End comes at a premium, but compared to apartments in areas with similar cycling times such as Mayfair and Kings Road, there is a saving at London Square Nine Elms:

29%

SAVING

Up to 29% saving compared to similarly distanced Prime Central London areas such as Mayfair

	1 BED APARTMENT	2 BED APARTMENT	3 BED APARTMENT
LONDON SQUARE NINE ELMS	£1,321	£1,705	£1,777
MAYFAIR	£1,869	£2,095	£2,082
SAVING	29%	19%	15%
KINGS ROAD	£1,567	£1,796	£1,698
SAVING	16%	5%	-5%

SOURCE: DATALOFT, LONRES, LONDON SQUARE

COMMUTER
ADVANTAGE

The investment into extending the London Underground Northern Line to Nine Elms created a rapid means of accessing Central London employment. Door-to-door, 33% of all London jobs are accessible within 30 minutes from London Square Nine Elms. This includes key high paying sectors such as financial and insurance (70% of all sector jobs), professional, scientific and technical (58% of all sector jobs), information and communication (52% of all sector jobs) and public administration and defence (47% of all sector jobs).



	15 MINS	30 MINS	45 MINS
FINANCIAL & INSURANCE	0%	70%	93%
PROFESSIONAL, SCIENTIFIC & TECHNICAL	2%	58%	83%
INFORMATION & COMMUNICATION	2%	52%	81%
PUBLIC ADMINISTRATION & DEFENCE	15%	47%	68%



70%
of all London financial and insurance jobs are within 30 minutes door-to-door

SOURCE: BRES 2022, TRANSPORT FOR LONDON

EASY ACCESS

JOURNEY TIMES BY PUBLIC
TRANSPORT TO EMPLOYMENT
HOTSPOTS OF PEOPLE EARNING
OVER £100K

Investment into public transport at Nine Elms and Battersea has made key employment sites for higher earners easily accessible. Important employment destinations are accessible within 15 to 25 minutes from Nine Elms Station via the London Underground. The Uber Boat is another option from Vauxhall (St George Wharf) and is only a 5-minute walk away, with journey times to Westminster and Blackfriars also within 20 minutes.

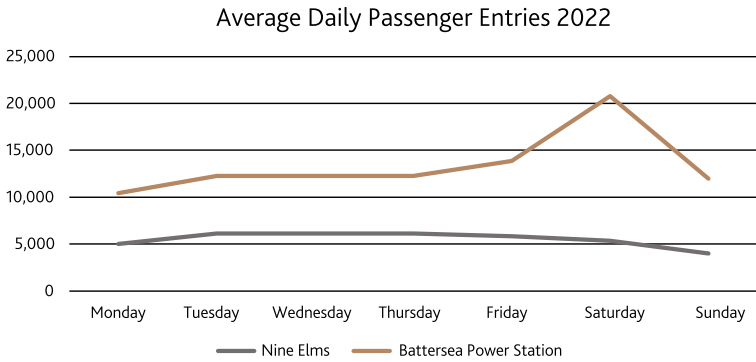
SOURCE: GOOGLE, TRANSPORT FOR LONDON, DATALOFT RENTAL MARKET ANALYTICS

	TUBE VIA NINE ELMS STATION (MINS)	UBER BOAT VIA VAUXHALL, ST GEORGE WHARF (MINS)
WESTMINSTER	13	10
BANK	15	
GREEN PARK	15	
OXFORD CIRCUS	17	
MOORGATE	17	
VICTORIA	17	
CANNON STREET	18	
BLACKFRIARS	18	16
KING'S CROSS	22	
CANARY WHARF	22	
LIVERPOOL STREET	22	
CITY THAMESLINK	23	
TOWER	23	38
NORTH GREENWICH	24	71

ANNUAL TUBE STATION ENTRIES

Almost 3.5m passengers passed through Nine Elms Station in 2022 and 8.6m through Battersea Power Station. Battersea is a particular weekend hotspot with passenger numbers peaking on a Saturday. People are attracted from across London, and further afield, by the diverse retail and leisure offerings. Nine Elms is quieter on the weekend; it is a more self-contained, amenity-rich community with almost everything within walking distance. From Nine Elms, Battersea Power Station is just a 2-minute tube journey, a 3-minute cycle ride or a 25-minute walk.

SOURCE: TRANSPORT FROM LONDON



	ANNUAL ENTRIES 2021	ANNUAL ENTRIES 2022	GROWTH
NINE ELMS	1,163,116	3,473,689	199%
BATTERSEA POWER STATION	2,177,911	8,651,589	297%



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Founded in 2010, the company has already created
a development pipeline worth over £2 billion.

By focusing solely on the capital and its surrounding areas, we are specialists in developing homes that are worthy of this magnificent city and the demands of its residents.

We take our name from the ethos of London's famous squares and the sense of community and enduring legacy they have provided over the centuries. Respectful of the past and inspired by the future, we are committed to creating exceptional properties which reflect the aspirations of our residents, stimulate thriving communities and set a new benchmark for modern living in the capital.

LONDON SQUARE NINE ELMS

LONDON LIVING BEAUTIFULLY ELEVATED

Discover a new London address where every home is rich in design and elegance. Set within bold and modern elevations; opulent, contemporary interiors give way to dazzling balcony vistas.

nineelms@londonsquare.co.uk

0333 666 4343

One Linear Place, Ponton Road, London SW11 7BA
[LONDONSQUARE.CO.UK](https://www.londonsquare.co.uk)

dataloftconsult

Dataloft is an established property market intelligence company with a long track record of analysing and reporting on the housing market. We are committed to stripping away the mystique of complex data analysis and adding value for clients through interpretation, insight and creativity.

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