

BUCKINGHAM PALACE QUARTER

LONDON'S MOST DISTINGUISHED ADDRESS

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Buckingham Palace Quarter is defined as the area bordered by Buckingham Gate to the north and north east, Palace Street to the south west and Wilfred Street to the south east.

Buckingham Palace has been the official residence of the British Monarchy since 1837: home to Queen Victoria and our subsequent five monarchs, including Queen Elizabeth II and members of her family. Within sight and just 0.2 miles away (a four minute walk), is Buckingham Gate: the select location for a host of foreign embassies and a suite of high class eateries. Conversion of stunning buildings in recent years is creating an opportunity for buyers to purchase homes with perhaps the world's most distinguished neighbours.

House prices

	2015/2016	2013/2014	% change
 Number of sales	100	43	132.6%
 Sales price	£1.7m	£1.46m	16.4%
 Total value	£177m	£62.9m	181.4%
 Average £psf	£1,829	£1,294	41.3%

Source: Land Registry/LonRes/dataloft

Profile of sales by property type, age and value band

(January 2015 to December 2016)

	 Previously owned	 New build
Flat	98.9%	100%
Terraced house	1.1%	0%
Under £1m	46.1%	36.2%
£1m-£2m	38.5%	42.0%
£2m-£5m	15.4%	17.4%
£5m+		4.4%

Source: dataloft/LonRes

Buckingham Palace

The facts

- Original structure 'Buckingham House' built in **1703** by John Sheffield
- **775** rooms
- Largest private garden in London
- **1851** First ever public appearance by a monarch on the balcony
- **+500,000** visitors to the palace each year during its summer opening
- Surrounded by the **two largest London Parks**

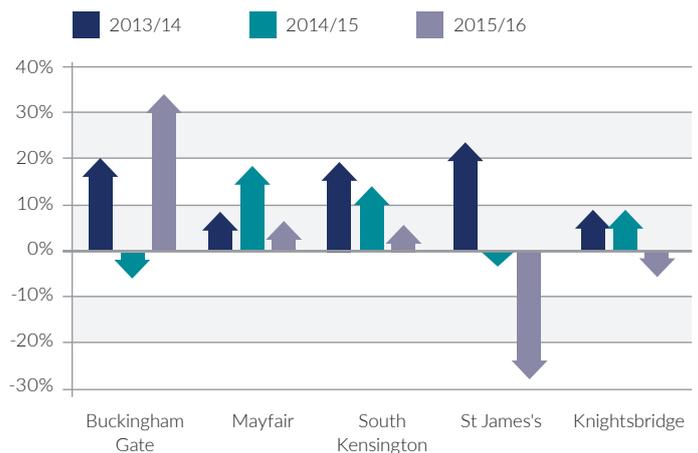
Revitalisation

- Located in the South Western corner of St James's, the Buckingham Palace Quarter is the last pocket of the district to be regenerated and transformation is underway. The area of St James's on the other side of The Palace and Green Park, bordered by Pall Mall and Piccadilly has undergone substantial regeneration, while the area bordered by St James's Park and Parliament Square is already a prestigious London location.
- The grand white stucco mansions and buildings bordering Buckingham Palace are some of the grandest in the capital. They offer buyers the opportunity of homes with outstanding lateral space, high ceilings and large rooms with grand proportions, which are not always readily available elsewhere.
- This revitalisation of the Buckingham Palace Quarter offers a final opportunity for buyers to invest in the regeneration of the distinguished St James's district.
- St James's is home to long established luxury brands such as Royal Warrant-holder, Fortnum and Mason, and the high class retailers on Jermyn Street in the heart of London's Luxury Quarter. New areas are emerging on its borders. To the south of the Buckingham Palace Quarter, Crossrail 2 will improve connectivity and Victoria is being transformed into a brand new retail destination and residential address with a flagship Hugo Boss, Jo Malone store and Curzon Cinema, together with a new Waitrose and two pedestrian boulevards lined with cafes and restaurants.
- With Buckingham Palace as one of its closest neighbours, 'The Buckingham', comprising the stunning house and six luxury apartments, will be keeping fine company.

Comparison with other prime central London markets

- The rate of growth in Buckingham Palace Quarter has outperformed many areas of prime central London over recent years.
- In the last two years, average £psf values have increased by 26%. This compares to rises of less than 10% in Mayfair and negative growth in some other prime central London neighbourhoods.
- Consequently, average prices per square foot now exceed those of St James's and are approaching those of South Kensington.

Growth in average £psf in Buckingham Palace Quarter has outperformed other parts of prime central London



Source: dataloft/LonRes

Demographics

92% of flats in the neighbourhood are purpose-built, rather than converted, which is higher than the London average of 75%

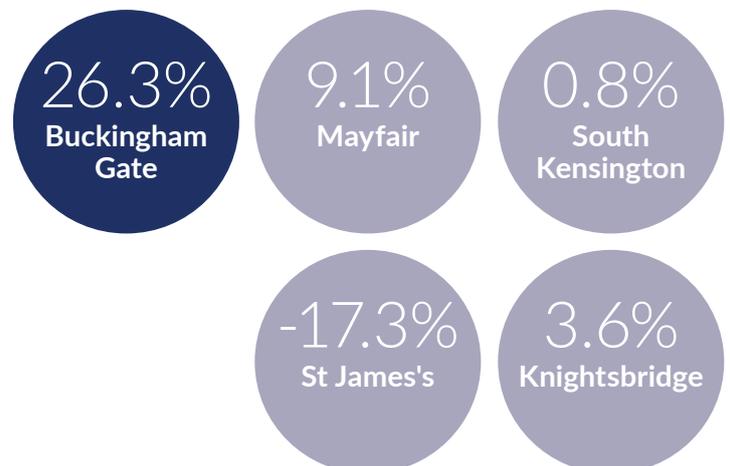
17% of all usual residents in employment are managers, directors or senior officials, compared to 12% for London

43% are qualified to degree level or above, compared to 38% for London



Source: dataloft/Based on SW1E 6 and SW1E, all based on Census 2011

Growth in average price paid per square foot in last two years



Source: dataloft/LonRes

The development market

- In total there are 15 schemes and 408 private residential units in the pipeline in the area around Buckingham Palace Quarter (here defined as SW1E). This includes all schemes which are under construction, have planning approval granted or have applied for planning permission.

	Schemes	Private units
Permission	15	408
Under construction	1	6

Source: dataloft/EGi

- Over 50% of all the residential units in the planning pipeline here are connected to the Land Securities scheme involving the remodelling and refurbishment of Portland House further west in Victoria, with a selection of smaller schemes around Buckingham Gate and St James's Park.

- Wellington House, 63-69 Buckingham Gate set a new benchmark in the emerging redevelopment of Victoria. Created by John McAslan and Partners, the sale of 36 apartments completed in the final quarter of 2012, with three-quarters of properties sold for prices between £1 million and £3.5 million. A re-sale apartment sold for £4.5 million in 2016.
- Kings Gate Walk, developed by Land Securities, represents the largest development in the Victoria area. This impressively designed building contains one hundred apartments. The average sales price was £1.52 million, with the penthouse suite sold for close to £9.5 million.
- The Buckingham, at 6-9 Buckingham Gate, a stunning house and collection of just six impressive lateral and duplex apartments, is currently being marketed. Apartments range from 1,718 to 5,189 sq ft and have set a new benchmark for exquisite design. Apartment designers include Rose Unilacke, Peter Leonard or David Collins Studio.

ABOUT BEAUCHAMP ESTATES

For nearly 40 years Beauchamp Estates has been at the core of the London property market. With the Mayfair head office nestled behind one of Curzon Street's imposing Georgian facades, Beauchamp Estates has become the heartbeat of prime central London.

Handling an exclusive property portfolio on behalf of a broad client base, Beauchamp Estates' principal activities involve the sale and purchase of exclusive residential and commercial property in prime central London; also undertaking acquisition, investment and letting on behalf of their valued clients.

Beauchamp Estates work closely with international investment purchasers and has unrivalled experience of selling prime central London property to this market.

Beauchamp Estates Private Office, also situated on Curzon Street, has been set up to handle the investment needs of High Net Worth Individuals from Europe, the CIS and Far East. Beauchamp Estates also have offices outside of the United Kingdom, located in Cannes, Florence and Mykonos. They also have real estate associate offices in New York and Herzliya, Israel.

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