

# Vauxhall Nine Elms Battersea

UK Living Research | February 2020



*Achieve  
Ambitions*



## *Vauxhall Nine Elms Battersea*

This neighbourhood is making huge strides forward. Nine Elms will very soon take on the mantle of vibrant and exciting locale as the dominance of building works diminishes.





# The local story

This quickly evolving new London neighbourhood will come of age in 2021.

The Vauxhall Nine Elms Battersea area is the fastest changing neighbourhood in Zone 1. Almost 5,000 residential units have been completed over the past five years as well as retail, leisure and office space. These have all played their part in creating an even more engaging, inclusive and busy community.

While there is still plenty of residential development ahead – some underway and more in the planning pipeline – arguably the most critical influences that will lift the area are yet to come. Both the Northern Line Extension and the Battersea Power

Station building itself are set to open in the second half of 2021.

The Northern Line Extension will be key to making the neighbourhood more accessible, paving the way for further development and expansion. The Power Station will not only deliver around 250 new homes it will also become Central London's third largest shopping destination. The additional employment, together with millions of visitors, will help to transform the area from its current strong, but not yet fully fulfilled, position.

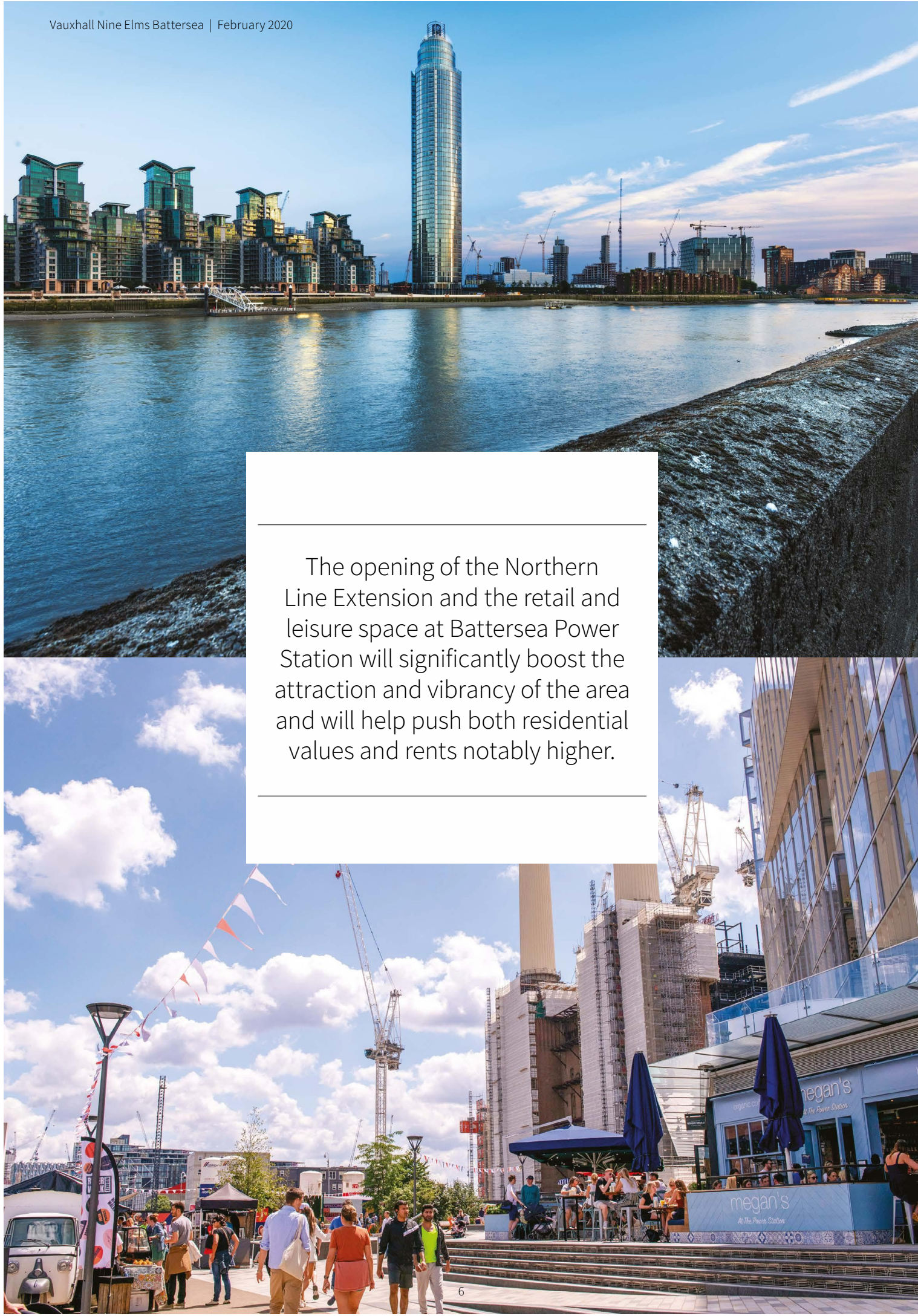
Add to this the occupation of around 500,000 sq ft of office space in the Power Station by Apple in 2021 and it is easy to conclude that 2021 will be the year when the Vauxhall Nine Elms Battersea area comes of age.

While much of the development and excitement is in Nine Elms, there is real continuity of progression with both Vauxhall and Albert Embankment neighbourhoods changing too.

We're currently in the heart of the Vauxhall Nine Elms Battersea narrative. This neighbourhood can now indisputably be called a community.







The opening of the Northern Line Extension and the retail and leisure space at Battersea Power Station will significantly boost the attraction and vibrancy of the area and will help push both residential values and rents notably higher.

# Outlook

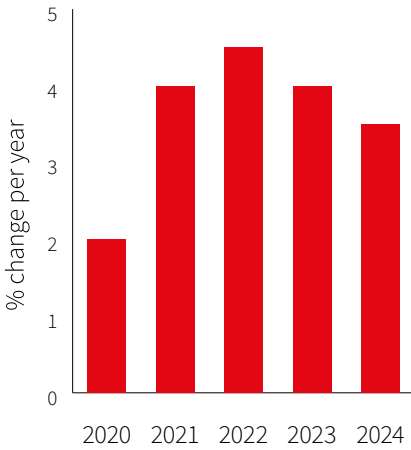
The next five years will undoubtedly be the most exciting and defining for the Vauxhall Nine Elms Battersea area.

The Vauxhall Nine Elms Battersea neighbourhood is now approaching critical mass. The area has already become more vibrant but the key events of the opening of the Northern Line Extension stations and the Power Station building, which will include retail, leisure and Apple occupying office space, will be defining moments for the area.

These will help fill the restaurants and bars and create a far greater footfall which, in turn, will make the whole area a more appealing place to live. We therefore expect demand in both the sales and lettings markets to increase notably over the next five years. The improved connectivity will provide a step-change for rental demand when it becomes operational.

The outlook for prices and rents will remain dependent on the progress of Brexit, trade discussions and the UK economy, but we expect price and rental growth to accelerate over the next five years, with particular boosts around 2021 when the key openings occur.

Price growth to accelerate as area comes of age

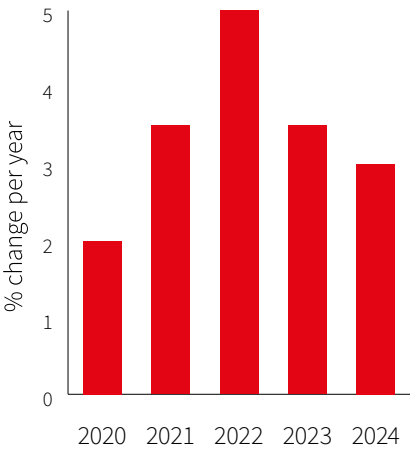


Source: JLL

**19%**  
Five year sales price growth forecast

**18%**  
Five year rental growth forecast

Rental growth to be boosted by Northern Line opening



Source: JLL



# New-build market

An exciting and diverse array of residential development that is unrivalled in Central London.

The Vauxhall Nine Elms Battersea area has been rejuvenated in recent years. A raft of new residential developments has been the driving force behind this change. 4,996 private new-build units have been completed over the last five years with a further 4,810 units under construction.

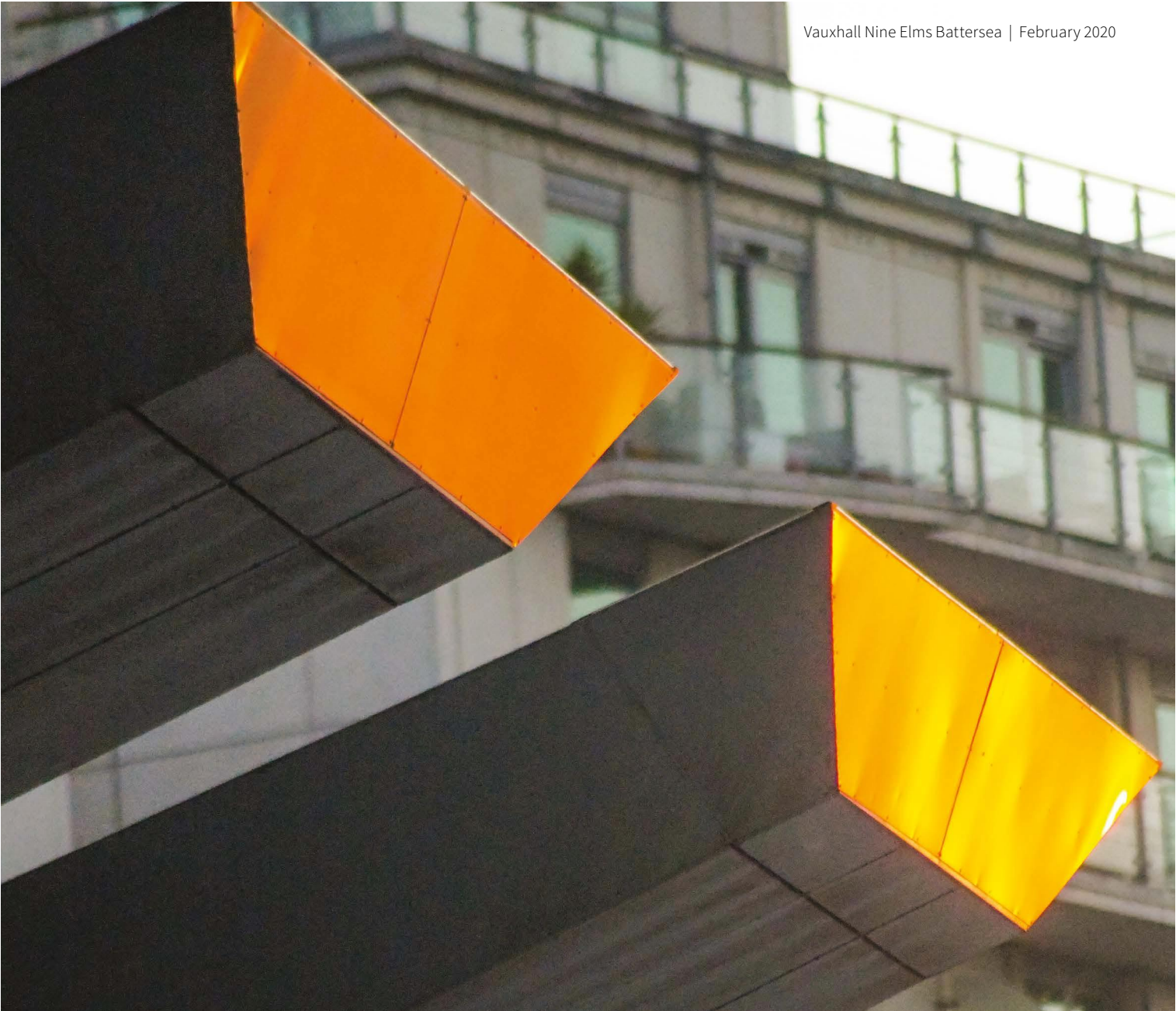
The majority of new units have been in the Nine Elms area but there have also been several new schemes along the Albert Embankment and in Vauxhall, helping to revitalise the whole area rather than just Nine Elms. Furthermore, there are 8,105 units in the development pipeline, which will ensure the area continues to evolve and grow further over the next decade. Included in these are plans for around 900 private units in the hitherto undeveloped Oval area.

*Buyers appreciate the wide range of accommodation on offer – from excellent-value, well-appointed, efficiently-sized studio apartments to state-of-the-art, prestigious riverside penthouses.*

Ben Walden-Jones  
Residential Development

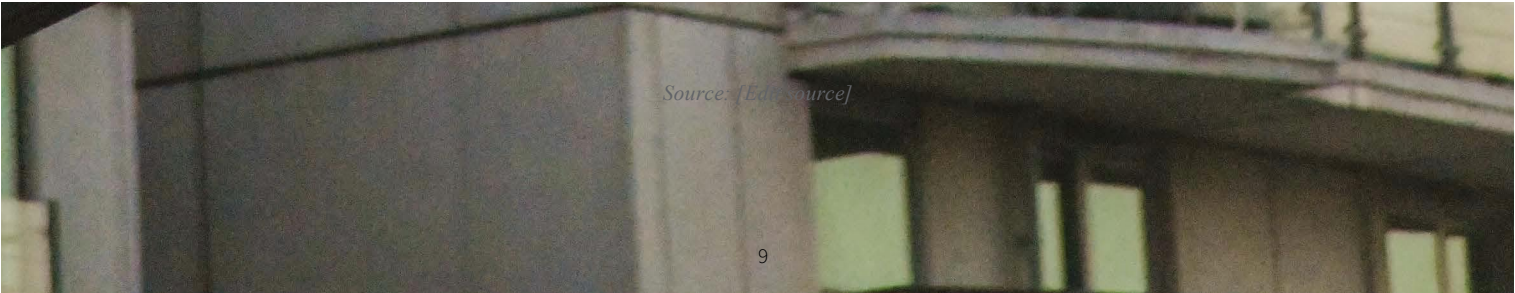
The abundance of new developments has meant a very active new-build sales market. Buyer demand continues to be strong with many taking a long-term view of the area as well as enjoying the steady improvement in the environment and amenities.

Pricing can vary widely in the area. It is generally highest along the Albert Embankment, typically ranging from £1,300 to £1,800 psf. It is a little lower, on average, in Nine Elms and Vauxhall, typically in the £1,000 to £1,600 and £1,100 - £1,600 psf ranges respectively. Importantly, pricing can vary within areas, and even within buildings, especially given that aspect can be as diverse as a high-rise apartment with fantastic views along the Thames to poorer locations overlooking train tracks or main roads.



Typical pricing of new-build apartments

£1,000 - £1,600 psf Nine Elms	£1,100 - £1,600 psf Vauxhall	£1300 - £1,800 psf Albert Embankment
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Source: [Eco source]



Nine Elms

The Nine Elms area is continuing to evolve but the scale of residential and commercial development has now created critical mass and a far more vibrant neighbourhood.

There are 3,996 private units under construction in Nine Elms but fewer than 600 units are likely to complete this year.

As well as 792 units underway at the Battersea Power Station sites, works have also now begun on the 733 unit Telford and Greystar multifamily element of the Nine Elms Parkside site.

There are a further 6,337 units in the development pipeline. These include 1,951 units at One Thames City, 2,073 units at Battersea Power Station sites and 1,632 units at Nine Elms Parkside.

Key developments

- Battersea Power Station (UC,PP, FS)
- Embassy Gardens (UC, PP, FS)
- One Thames City (UC, PP)
- Nine Elms Parkside (UC, PA, MF)

Vauxhall

The Vauxhall area will change markedly over the next five years. A number of residential developments are altering the landscape while the bus station will also be reconfigured.

The first phase of Keybridge is the largest scheme under construction and will complete this year. The scheme includes 159 multifamily units which will be run by A2Dominion. Also under construction is the iconic DAMAC Tower which will also complete this year.

There are a number of important sites in the planning pipeline. These include the Vauxhall Cross Island site, Belmont Tower and Vauxhall Square, although the planning permission has now lapsed on this scheme.

Key developments

- Keybridge 1 (UC,FS, MF)
- Keybridge 2 (UC,FS)
- DAMAC Tower (UC, FS)
- Vauxhall Cross Island Site (PP)

Albert Embankment

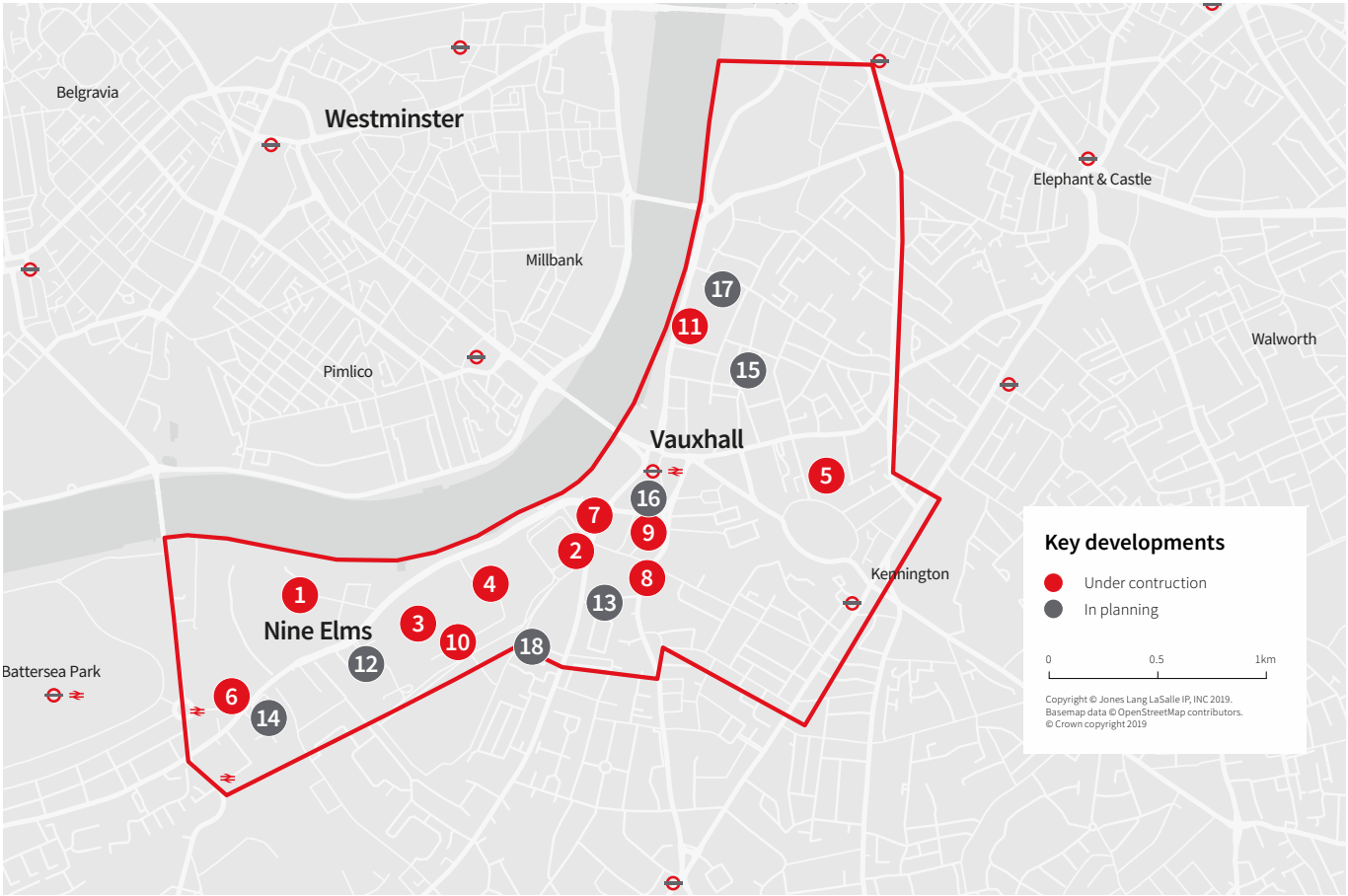
The Dumont is expected to complete this summer. This is the only scheme underway in the area and will complete the string of St James developments along the Albert Embankment. There are two further sites in planning along the Thames one of which includes the redevelopment of Lambeth Fire Station.

These have all helped transform this somewhat nondescript area into a highly sought-after, high-end residential location.

Key developments

- The Dumont (UC,FS)
- Graphite Square (PP)
- Eight Albert Embankment (PA)

C = Complete, UC = under construction, FS = for sale, PA = planning application, PP = planning permission, FA = Failed Application, MF = multifamily (rental)



Map ref	Scheme	Developer, multifamily operator	Private units	Status
1	Battersea Power Station	Battersea Power Station DC	3,603	Part complete, part under construction, for sale
2	One Thames City (New Covent Garden Market)	R&F Properties, CC Land	2,525	Part under construction, not launched
3	Nine Elms Parkside	Royal Mail, Telford, Greystar	1,632	Part under construction, for sale, part multifamily
4	Embassy Gardens	EcoWorld, Ballymore	1,493	Part complete, part under construction, for sale
5	Oval Village	Berkeley Homes Central London	900	Part under construction, for sale
6	Prince of Wales Drive	St William	726	Part complete, part under construction, for sale
7	One Nine Elms	R&F Group	435	Under construction, for sale
8	Keybridge	Mount Anvil, A2Dominion	484	Part under construction, for sale, part multifamily
9	DAMAC Tower	DAMAC Properties	360	Under construction, for sale
10	Lexington Gardens	Bellway, L&Q	264	Under construction, for sale, part multifamily
11	The Dumont	St James	168	Under construction, for sale
12	Booker & BMW Sites	Kent County Council	230	Permission
13	Belmont Tower	Alchemi Group	220	Permission
14	Palmerston Court	London & Argyll Group	122	Permission
15	Graphite Square	bmor	122	Permission
16	Vauxhall Cross Island Site	Rassmal Investments	234	Application
17	Eight Albert Embankment (Lambeth Fire Station + Southbank House)	U+I	271	Application
18	Nine Elms Station	TfL	350	Opinion sought

Source: JLL, Molior. Schemes of more than 100 private units.



# Existing property sales market

The re-sales market has become increasingly active now that the number of completed units has grown.

There is a real mix of old and new property in the Vauxhall Nine Elms Battersea area. Much of the higher value riverfront property is relatively new – both in the Nine Elms area and along the Albert Embankment, while the majority of the older stock is in the Oval and Kennington neighbourhoods.

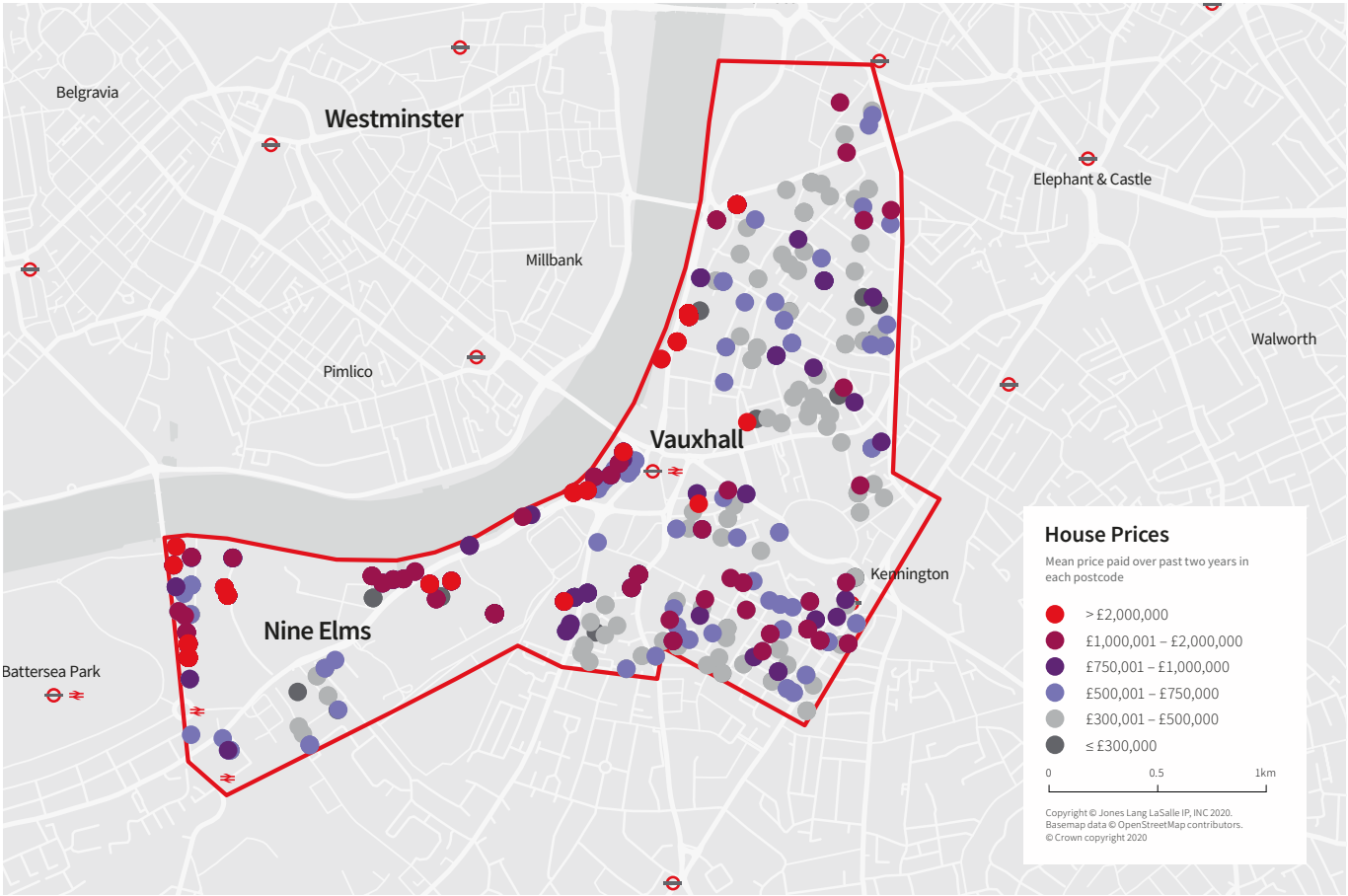
A good deal of the existing (not new) property market is re-sales in the circa 5,000 new units built over the past five years. Demand for these units is

*Most of the buyers of existing property are owner-occupiers moving from elsewhere in London. They're attracted to this new residential area that is becoming increasingly full of life.*

Kyle Spence, Residential Sales

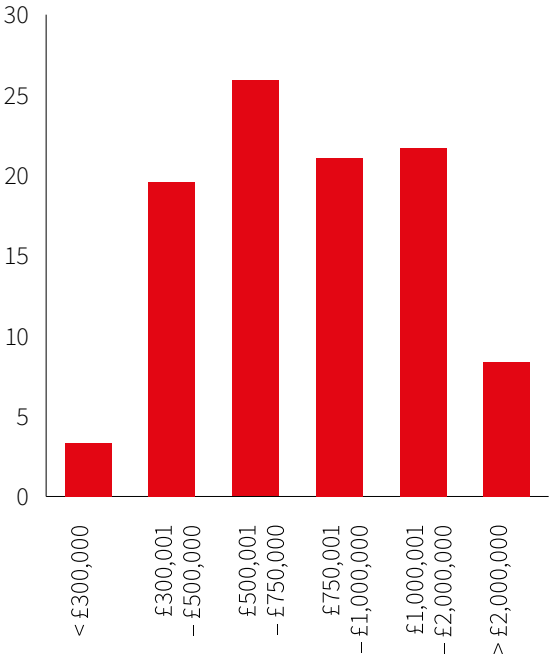
predominantly domestic – many of whom have moved within Wandsworth or Lambeth or from elsewhere in London. The vast majority of buyers over the past year have been owner-occupiers which has helped to create a greater sense of place in the Nine Elms area in particular.

The average price of an existing home over the past two years was £1.015m. Around 23% of homes purchased were below £500,000 with 26% priced between



Source: JLL, Land Registry

Local transactions by value  
% of transactions in last 2 years



Source: JLL, Land Registry

£500,001 and £750,000. 21% were between £750,001 and £1m, 22% were between £1m and £2m with 8% of purchases above £2m. 97% of purchases over the past two years have been apartments.

Prices in nearly-new stock have fallen over the past year but over the last 20 years prices have increased substantially. House prices in the London Borough of Lambeth have increased by 312% during this time, an average of 7.3% pa while in the London Borough of Wandsworth prices have risen by 273%, an average of 6.8% pa. These compare with the Greater London average of 311% and 7.3% pa respectively.

312%  
the 20 year increase in house prices in LB of Lambeth

Source: JLL, Land Registry







*The regeneration of Nine Elms and Vauxhall is no longer just a vision as the area becomes more of a destination as each year passes. The supply of good quality modern apartments to let are increasingly popular and the central location appeals to a wide range of tenants.*

Daniel Turner,  
Residential Lettings

Typical rental pricing of one bedroom apartments

£450  
-  
£575  
pw

Nine Elms

£450  
-  
£575  
pw

Vauxhall

£550  
-  
£650  
pw

Albert Embankment



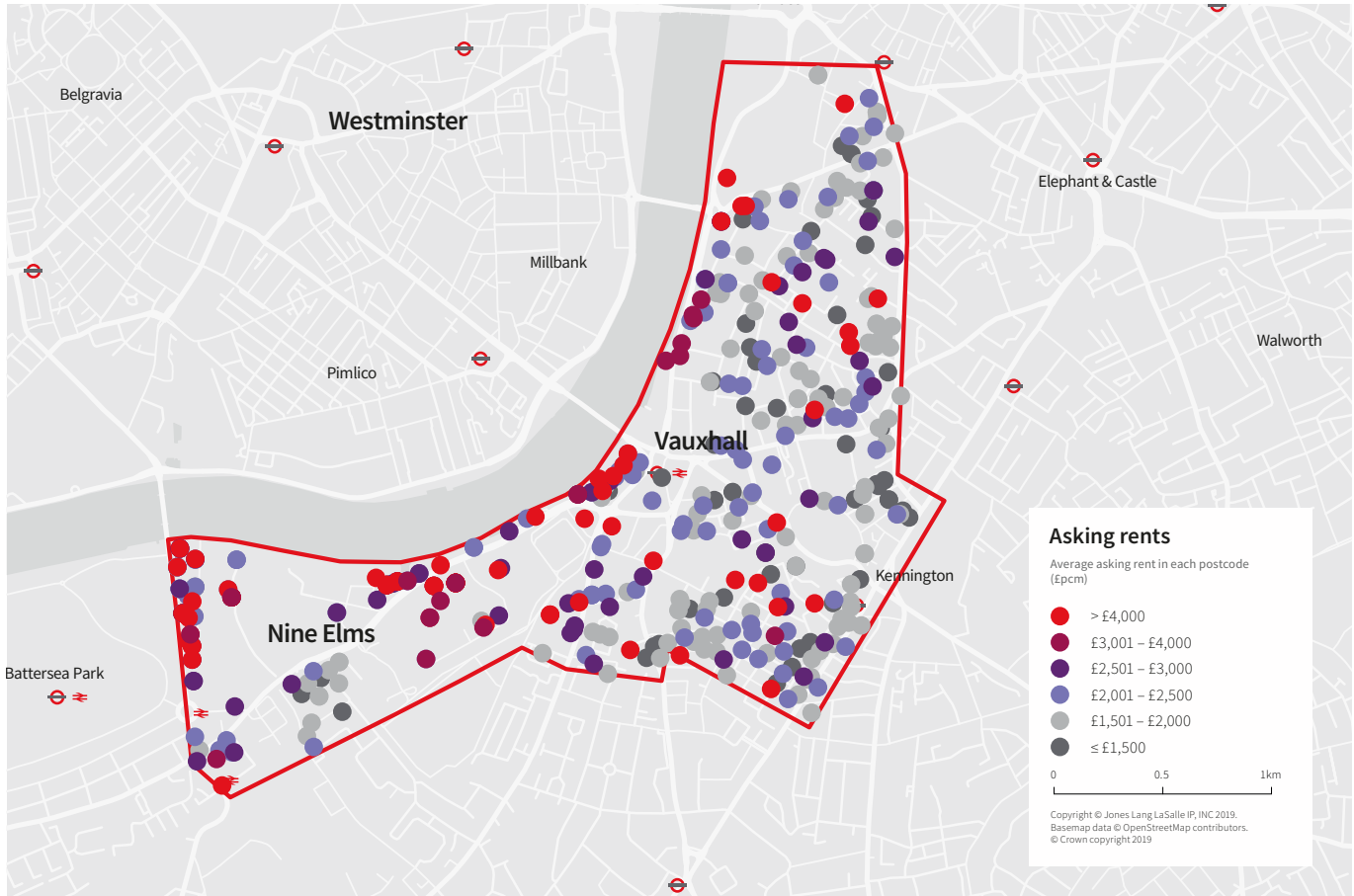
# Lettings market

We forecast that the already active lettings market will step up a gear when the new underground stations open.

The lettings market in Vauxhall Nine Elms Battersea has been very active over the past year. Demand has been broad-based with a mix of domestic and international tenants as well as some HNW students. Importantly, we expect a significant increase in rental levels and demand once the Northern Line Extension stations at Nine Elms and Battersea Power Station open, as these key transport facilities will make the area far more appealing and accessible.

The distribution of rents across the area is shown in the accompanying map, which shows that the highest rents are mainly along the Albert Embankment with more now appearing within the heart of Nine Elms, especially along the River Thames. Rents for a modern one bedroom apartment are typically in the £450-£575 pw range in both Nine Elms and Vauxhall while on the Albert Embankment rents are higher and more typically in the £550-650 pw range.

There have been a number of developments to include multifamily (purpose-built rental) elements in recent years. These include The Residence and Nine Elms Point. There are three schemes under construction with multifamily blocks. By far the largest is at one of the Royal Mail's Nine Elms Parkside sites where Greystar will operate the 733 unit rental scheme. The other two multifamily developments are at Keybridge and Lexington Gardens.












Source: JLL, Rightmove



# Connectivity & landmarks

## Train and underground stations and piers

Station/pier	Service
Lambeth North	 Bakerloo
Vauxhall	 Victoria, Rail
Oval	 Northern
Battersea Park	 London Overground, Rail
Queenstown Road	 Rail
Battersea Power Station	 Northern Line (2021)
Nine Elms	 Northern Line (2021)
Vauxhall St George Wharf Pier	 River Bus
Battersea Power Station Pier	 River Bus

## Landmarks

- Battersea Power Station
- Nine Elms Park
- Thames River Path
- Oval Cricket Ground
- US Embassy





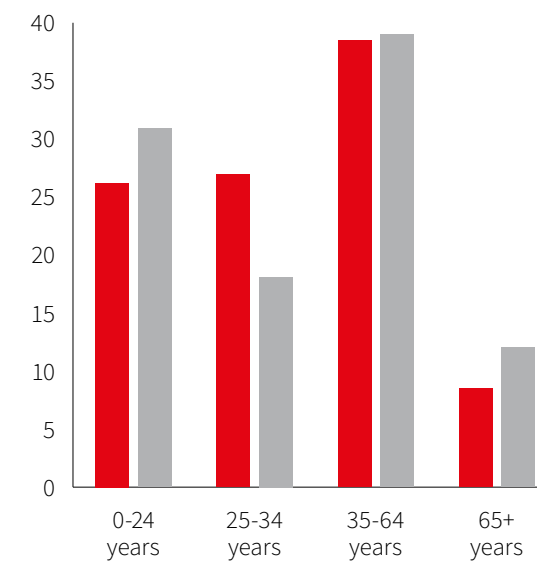
# Who lives here?

There are a far higher proportion of 25-34 year olds in Nine Elms and Vauxhall compared with London as a whole, with a notably lower proportion of people aged 34 and above. 57% of households are characterised as young professional (Rising Prosperity), notably higher than the London average. There are a higher proportion of households earning less than £40,000 pa and a higher proportion of private renters compared with Greater London.

With around 7,000 new homes likely to be completed over the next five years, the population of Nine Elms and Vauxhall is forecast to increase by more than 10,000 over the next five years. The circa 30% increase will mean around 35,000 people residing in this evolving neighbourhood.

## Age distribution

% of population



Source: JLL, CACI

## Annual household income

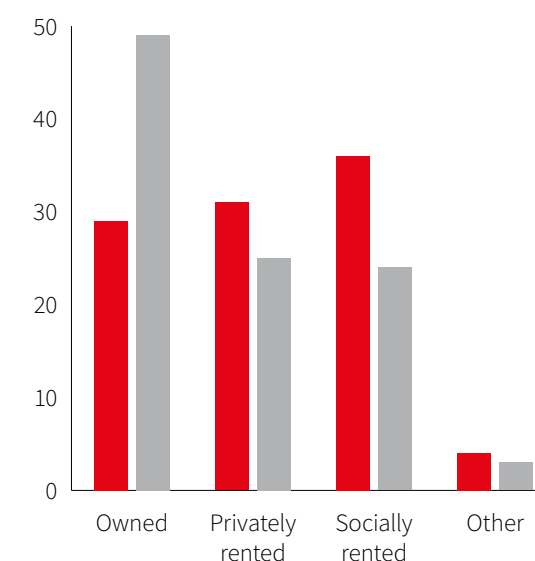
% of households



Source: JLL, CACI

## Household tenure

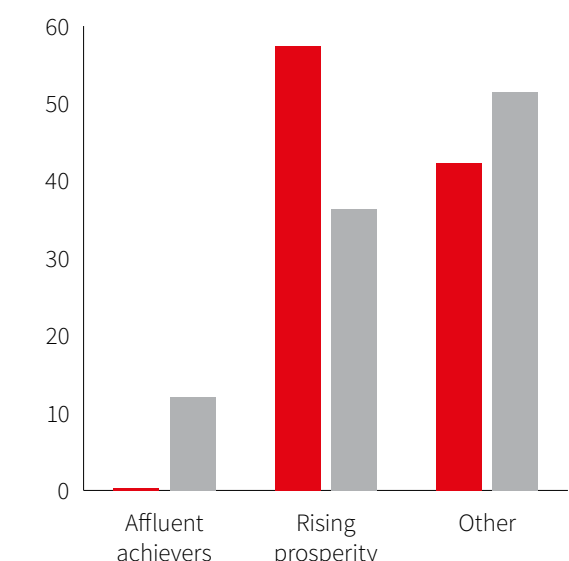
% of households



Source: JLL, CACI

## Household types

% of households



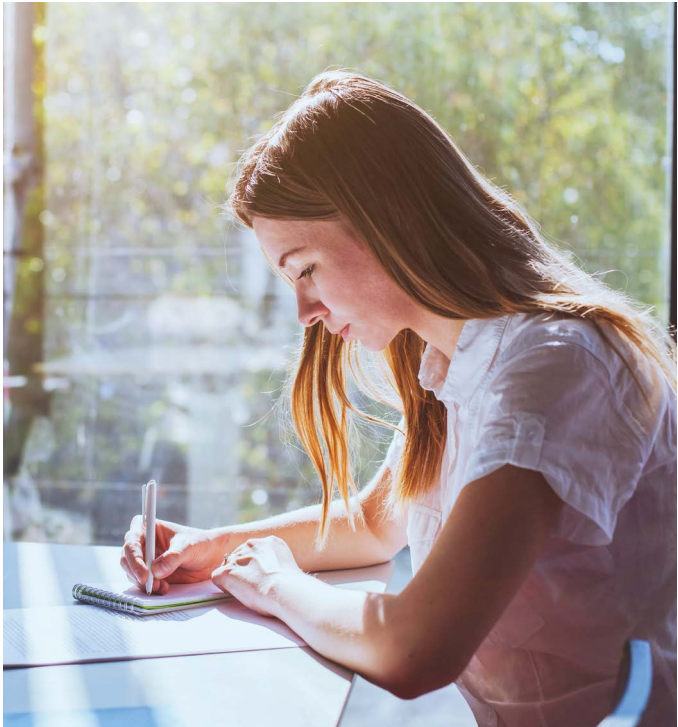
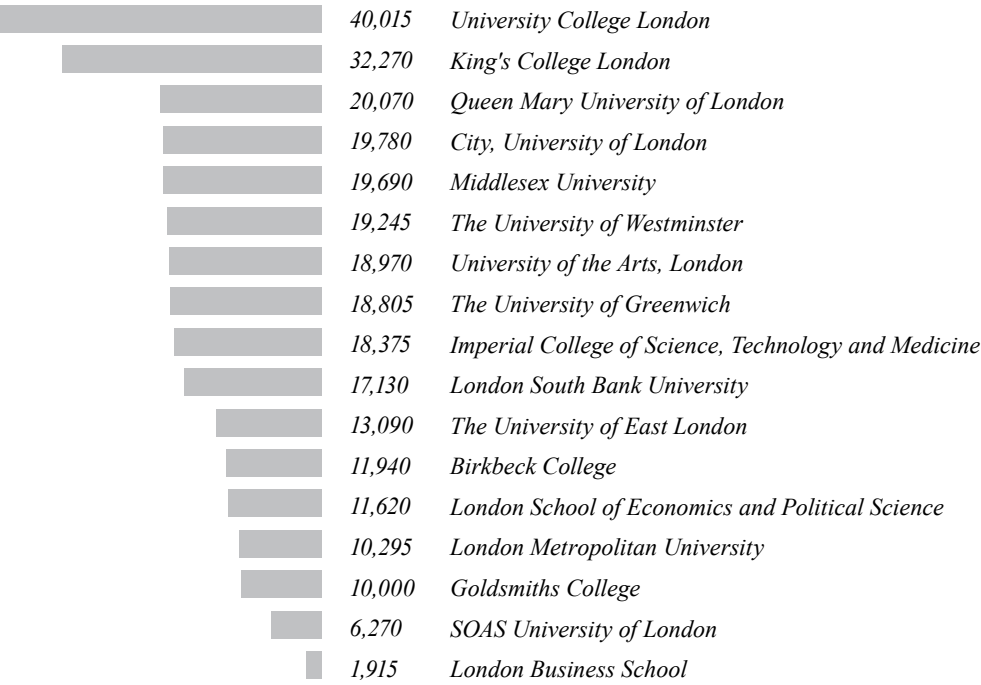
Source: JLL, CACI

■ Nine Elms and Vauxhall ■ Greater London



# Universities and schools

Selected universities across London  
(number of students)



## Schools located within the Vauxhall Nine Elms Battersea area

### Primary schools

School	Age
Ashmole Primary School	Maintained
Henry Fawcett Primary School	Maintained
Newton Preparatory School	Independent
Octavia House Schools	Special
St Anne's Catholic Primary School	Maintained
St Mark's Church of England Primary School	Maintained
St Mary's RC Voluntary Aided Primary School	Maintained
St Stephen's Church of England Primary School	Maintained
Vauxhall Primary School	Maintained
Walnut Tree Walk Primary School	Maintained
Wyvil Primary School*	Maintained

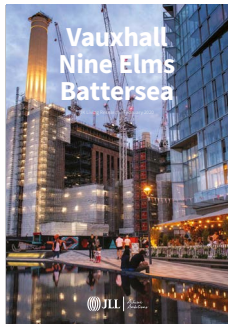
### Secondary schools

School	Type
Archbishop Tenison's School	Academy
King's College London Maths School	Academy
Lilian Baylis Technology School	Maintained
Newton Preparatory School	Independent
Octavia House Schools	Special
The Marine Society College of the Sea	College

\*Wyvil Primary School is also a Centre for Children with Speech and Language Impairment and Autism.







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