

CLARENDON
LONDON N8

A Dynamic New Chapter
FOR NORTH LONDON

INVESTOR GUIDE



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REASONS TO BUY AT CLARENDON

AT CLARENDON, LIFE IS 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.



CLARENDON'S *Heritage*

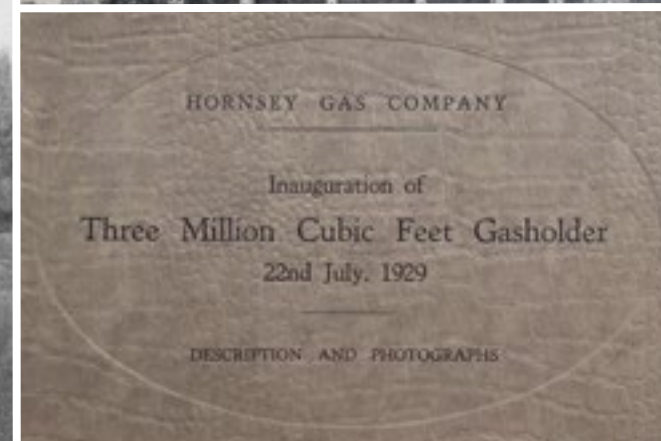
CLARENDON IS A MAJOR REGENERATION SCHEME,
TAKING A FORMER INDUSTRIAL SITE AND TRANSFORMING
IT INTO A VIBRANT AND CREATIVE COMMUNITY.



1981, Her Late Majesty Queen Elizabeth II officially opened Wood Green shopping centre, The Mall.



1869, Aeronaut Henry Cowell makes a balloon ascent from Hornsey Gas Works.



Opportunity has always been part of the story of this area. The site was formerly home to gas holders owned by the Hornsey Gas Company, which was built as demand for domestic gas grew, enabling homeowners in the area to enjoy the comfort and convenience it brought. The gas works also provided employment opportunities for the local community. Clarendon mirrors this heritage by delivering new opportunities and the best in modern living. This heritage is celebrated with the use of industrial-style finishes and details within the new buildings, and the stunning new water feature.

The area has long been a place of connections too, from balloon ascents to royal visitations. Once a small hamlet that acted as a welcome stop for people taking their livestock into London, Wood Green began to grow dramatically with the advent of the railways. Clarendon will be a meeting point, connecting people with each other, the surrounding area, and the rest of London.

As Alexandra Palace brought art and culture to the residents of North London in the 19th century, Clarendon will support this spirit of creativity, with shared co-working spaces for residents and Clarendon Yards, a home for artists, entrepreneurs and small businesses.

CLARENDON
LONDON N8

WHAT'S THE INVESTMENT STORY?



OVER
1,700
NEW
HOMES



12-ACRE
NEW CITY
VILLAGE



AND NEW
1-ACRE
PARK

125,000
SQ FT

COMMERCIAL SPACE
INCLUDING NEW



NEW NURSERY

COMMUNITY CENTRE

WATERSIDE
CAFÉ

ZONE 3
4 KEY
STATIONS

WITHIN WALKING
DISTANCE



WOOD
GREEN



HORNSEY



ALEXANDRA
PALACE



TURNPIKE
LANE



OVER
700
SOLD
SINCE
LAUNCHING
IN 2018



NEW
LANDSCAPED
WALKWAYS

A CENTRAL
COURTYARD AND
PRIVATE ROOF
GARDENS



STRONG
RENTAL
YIELD

ACHIEVING
UP TO

5.7%

the
Park
Club



EXTENSIVE
RESIDENTS'
FACILITIES

LOCATION MAP



Computer enhanced image is indicative only

FAST ACCESS

TO KEY LONDON DESTINATIONS



THE CITY 20 MINS



THE WEST END 23 MINS



CANARY WHARF 33 MINS



KING'S CROSS ST PANCRAS 14 MINS



KENSINGTON 29 MINS



KNIGHTSBRIDGE 31 MINS



WHY NORTH LONDON?

A place of opportunity

An aerial night-time rendering of a city regeneration project. The image shows a cluster of modern, multi-story apartment buildings with warm interior lighting visible through the windows. The buildings are arranged in a grid-like pattern with some variations in height and design. Interspersed among the buildings are green spaces, including lawns and trees, which are also illuminated. In the background, a large, dark, curved structure, possibly a bridge or a large roof, spans across the scene. The overall atmosphere is one of a vibrant, modern urban environment.

£3.5 BN REGENERATION

Clarendon is part of the £3.5 bn 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 and boosting its popularity.*

*Source: JLL - 2022



£3.5 BILLION HARINGEY REGENERATION



Innovation

Blue House Yard is an award-winning hub for local creatives and entrepreneurs, offering workspaces, studios and offices to rent, a public meeting space, and a bus café and bar.

**60,000^{sq}
ft**
of affordable
workspace



designed for creatives, entrepreneurs and local businesses at Clarendon Yards, Wood Green's innovative new community and cultural centre.

Infrastructure upgrades



Work to Penstock Tunnel will improve pedestrian and cycle access between Wood Green and Alexandra Palace and Park, with new lighting, wayfinding, landscaping and artwork.

Up to 6,400 new homes and new amenities

As well as Clarendon, developments such as the Chocolate Factory, Iceland development, Caxton Road and High Road West scheme are delivering new homes, commercial and retail space, public realm and other amenities.

5,000 new homes



delivered though regeneration in Tottenham Hale.

Culture



£27m restoration of Alexandra Palace's East Wing.

New Tottenham Hotspur Stadium

- Supporting 3,500 new jobs
- Estimated £293 million pumped into the local economy each year
- 258 new affordable homes, a new primary school, a supermarket, gym, shops and a new Sixth Form college

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



**£3.5
BILLION**

Public funds
invested into
the Wood Green
regeneration



4,000

Estimated number
of new jobs in
Wood Green

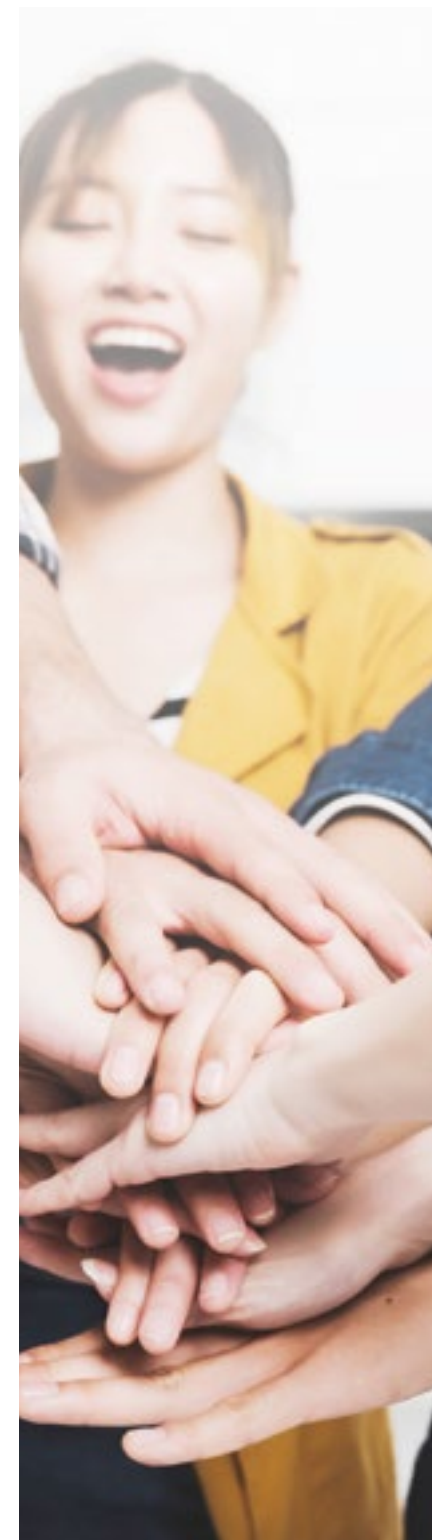


6,400

Estimated number
of new homes to
be delivered in
Wood Green



**INVESTMENT
IN SOCIAL
AND
COMMUNITY
INFRASTRUCTURE**



**BLUE HOUSE
YARD
&
CLARENDON
YARDS**



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



**THE
MALL**

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

A fresh creative OUTLOOK FOR WOOD GREEN

WOOD GREEN HAS ITS OWN CREATIVE SPIRIT THAT IS LEADING THE WAY IN THE AREA'S REGENERATION.

Re[Imagine] Wood Green

A call for local artists to submit designs for large scale works of art for public spaces in Wood Green. A total of 34 local artists responded, from which three were chosen by a community stakeholder group to bring their designs to life.



Blue House Yard

This colourful, award-winning community and creative hub provides a home for artists and small businesses, as well as a place for people to meet and spend time in. Tenants include the Knit Knack Shack, a wool and knitting store; illustrator and visual artist Edward Quigley; Jules & Gems handmade jewellery and fashion accessories; Crop Drop, a local veg box scheme; graphic design agency Tattersall Hammarling & Silk; and Ludos, a café and bar in a red bus.



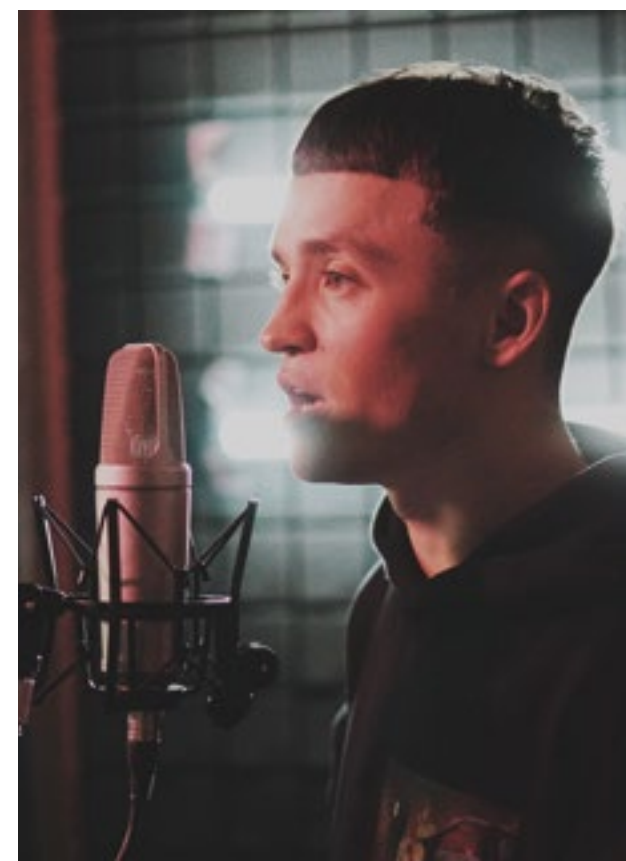
Green Rooms Hotel

This arts hotel offers affordable rooms in a setting that inspires creativity. It has a restaurant and bar and several dramatic spaces that are hired for events, workshops and exhibitions.



The RecordShop

A dynamic social enterprise that helps young people from low-income families to nurture their personal and professional skills through its music programme and facilities. These include workshops, talent showcases, music tuition and access to a recording studio. It has also partnered with top brands such as Samsung, Dr Martens and Red Bull.



Collage Artspaces

These five studios provide 80,000 sq ft of affordable space for creatives, including craft makers, musicians, videographers and garment-makers. They are run by Collage Arts, an arts charity that works with these creatives to sustain and develop a thriving community at the heart of Wood Green's cultural quarter.

Famous Faces

This area of North London has always been associated with celebrities from the creative sectors. Best-selling music artist Adele was born in Tottenham, while Harry Styles owns a property in Hampstead. Highgate has been home to many celebrities, including actor Jude Law, model Kate Moss and singer Liam Gallagher.

EVEN BETTER CONNECTIONS WITH *Moselle Walk*

Moselle Walk is a beautifully landscaped new pedestrian walk way that leads from Clarendon towards Wood Green Tube station. It will reduce the walking journey time to the station from 12 minutes to 8 minutes*, connecting residents with the Tube service to central London even faster.

12*
minutes



>

Wood Green



A NEW PUBLIC ART TRAIL WITH CULTURE



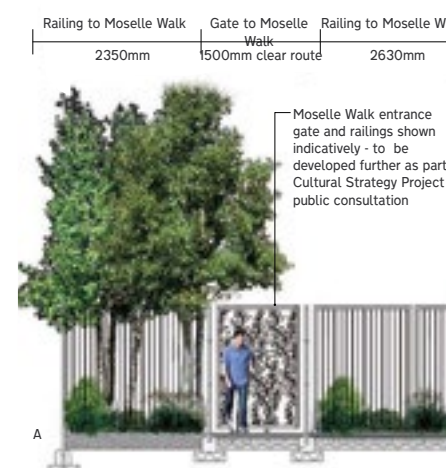
A cultural strategy has been developed for the Eastern Quarter of Clarendon. This will use culture and the arts to engage with the existing and new communities, to strengthen Clarendon's sense of place, and to help create a sustainable community. Three themes will be developed through the cultural strategy: the gasworks heritage, the River Moselle and biodiversity.

Projects include:

- Signposting the River Moselle
- Mapping the route of the River Moselle
- Revealing the retained gas holder structures
- Gateway entrance artwork
- Wildlife signage
- Artwork hoarding



1. Northern entrance to Moselle Walk: railings with decorative lockable gates. Design to form part of Project 4 of the Cultural Strategy
2. D4 building with commercial ground floor use
3. Access to energy centre (permitted personnel only)
4. Resin-bound footpath linking the Community Park with Brook Road (public access when gates open)
5. Steel mesh fence boundary
6. Retained trees along Moselle Walk
7. Location of former gas holder structure highlighted as part of Cultural Strategy / interface with D4 amenity
8. Meadow planting along western edge
9. Woodland trees, shrubs and understorey planting along eastern edge
10. Trees retained along Moselle Walk
11. Gated resident access to D2 amenity from Moselle Walk
12. Route continues to Community Park



Source: Haringey.gov.uk

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.

Integration of public realm, artwork and lighting

The diagram to the right illustrates the three strands of the Penstock Tunnel and Eastern Entrance design proposals.

Artwork

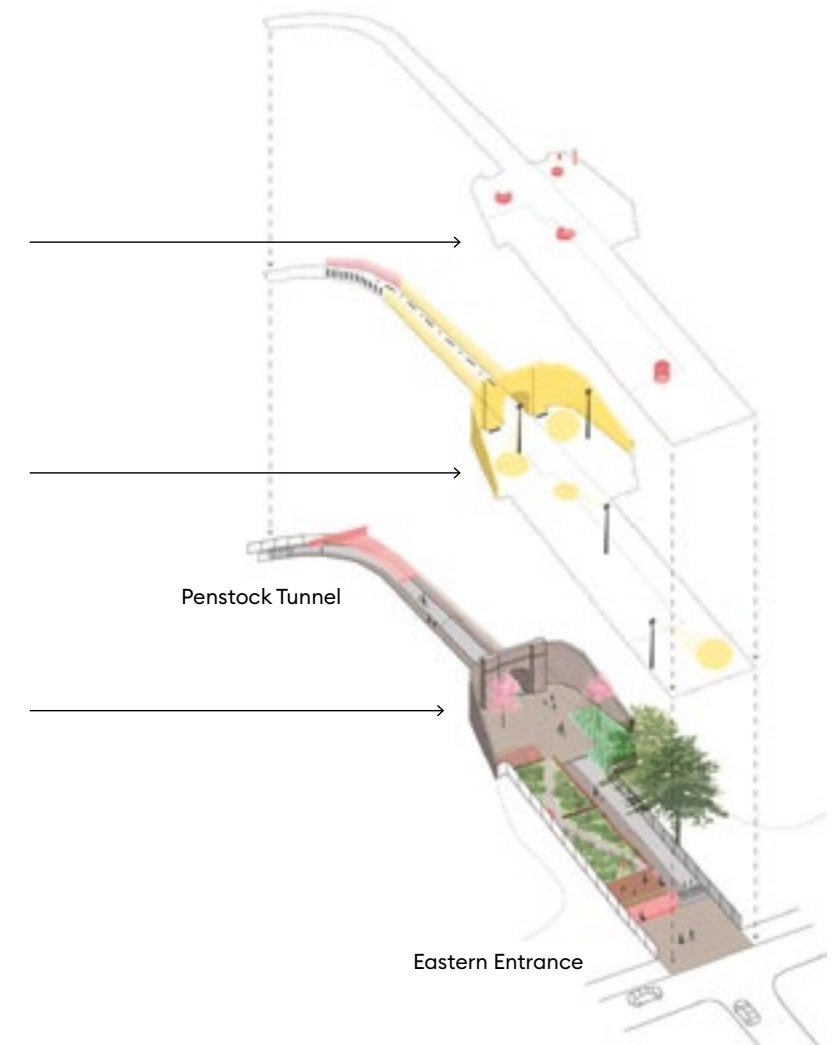
Proposals include individual and group seating spaces, designed as positive and negative 'water tanks', in response to in-depth research about the history of New River.

Lighting

Proposals include general lighting in the Eastern Entrance and within Penstock Tunnel, as well as feature lighting of the artwork, tunnel portals and Western Entrance.

Public realm

Proposals include resurfacing of the pathway and cycleway, soft landscaping and sustainable urban drainage systems, signage and wayfinding, social spaces and play furniture, as well as improved accessibility.



A PLAYABLE LANDSCAPE

'Special' material palette



Inset cut signage - Objectit, Clarendon Road

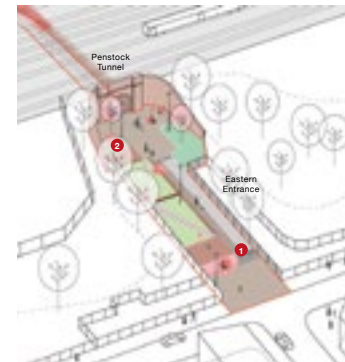
Perforated metal elements - Precident image sourced online - credit unknown

Embedded steel lettering - Precident image - Adams Sutherland, The Olympic Greenway

Powder coated elements

Green oak sleepers

Illustration of design proposal



Views of proposal



1 View from Western Road



2 View across social space within wing walls



Source: Haringey.gov.uk - Plans for Penstock Tunnel 2022

A NEW CULTURAL QUARTER –

125,000 SQ FT COMMERCIAL SPACE

The northern part of Clarendon will feature an exciting and buzzy cultural quarter, with 125,000 sq ft of commercial space.

This will include:



Unique waterside café



Restaurants



Hair salon*



Grocery store



Nursery



JLL estate agent

These spaces and amenities will provide a place for residents to meet and socialise, creating a welcoming and vibrant atmosphere that will enhance the appeal of Clarendon. There will also be spaces to accommodate activities and events, helping to make Clarendon a real destination.



ENTERPRISE, CREATIVITY AND CULTURE

Clarendon Yards is an exciting new creative and community hub for Wood Green. Combining studios, small business facilities, outdoor space and places to socialise, it brings together artists, entrepreneurs and hospitality operators for a unique destination that all local residents can enjoy.

Tenants include local business Turnaround Publisher Services; The Goodness Brewing Company, a microbrewery set up by three Wood Green locals that makes ales and sell them in the taproom. Clarendon Yards was also previously home to CrossFit North London, a holistic fitness business that focuses on group strength and conditioning classes and Goodwin & Goodwin, a leading creative sign making company.



40,000 sq ft of affordable creative workspace



Outdoor bar and yard



Hop garden



Street food market



Events and performance space



SUPER CONNECTED ACROSS LONDON

 **Moselle Walk**
A new civic boulevard to
Wood Green tube station



Zone 3

4 KEY STATIONS



WOOD GREEN
PICCADILLY LINE

12 MINUTE WALK*



0.4 MILES/0.6 KM

Turnpike Lane
1 min

Finsbury Park
6 mins

King's Cross St Pancras
14 mins

Piccadilly Circus
23 mins

Knightsbridge
29 mins

South Kensington
31 mins



HORNSEY

13 MINUTE WALK

0.5 MILES/0.8 KM

King's Cross
17 mins
(change at Finsbury Park)

St Pancras International
19 mins
(change at Finsbury Park)



**ALEXANDRA
PALACE**

12 MINUTE WALK

0.6 MILES/1 KM

Finsbury Park
6 mins

Highbury & Islington
11 mins

Old Street
16 mins

Moorgate
20 mins

Stevenage
43 mins



**TURNPIKE
LANE**
PICCADILLY LINE

13 MINUTE WALK

0.7 MILES/1.1 KM

Finsbury Park
5 mins

King's Cross St Pancras
13 mins

Piccadilly Circus
22 mins

Knightsbridge
28 mins

South Kensington
30 mins

Earl's Court
33 mins

*Walking times to Wood Green Station vary between a 10-12 minute walk but with the new Moselle Walk, this will be reduced to just 8 minutes. Travel times are indicative only. Sources: Google Maps and tfl.gov.uk

THE PLACE TO LIVE, WORK & PLAY

Source: JLL

BROADBAND SPEED

PRIVATE WORKSPACE

PERSONAL OUTDOOR SPACE

are now ranked the most important features of the home.



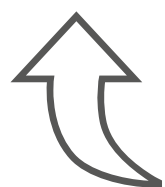
HEALTHY LIVING

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.



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



Strong sense of community

93% OF RESIDENTS

of Wood Green, including Clarendon, feel that their local area is a place where people from different backgrounds are happy together.



Excellent broadband

100% OF HOMES

at Clarendon have access to ultra-fast broadband.



A good place to live

91% OF RESIDENTS

of Wood Green, including Clarendon, are satisfied with their local area as a place to live, primarily for its:

- Access to public transport (39%)
- Location (32%)
- Peace and quiet (32%)
- Parks and open space (28%)

Residents' survey undertaken for Haringey Council by BMG Research



Computer enhanced image is indicative only



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

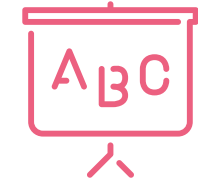
Heartlands High School
Ofsted – Good
11 mins

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 Harringay Primary School
Ofsted – Good
14 mins

Campsbourne Infant School
Ofsted – Good
15 mins

Trinity Primary Academy
Ofsted – Outstanding
16 mins



A VIBRANT lifestyle

Wood Green is well positioned for an exciting and vibrant lifestyle. Tarshish is a glamorous Mediterranean restaurant just a few minutes' walk from Clarendon, while Hornsey is home to the stylish No. 5 Dining & Lounge bar and restaurant, and popular Italian restaurant La Gioconda. There are two multiplex cinemas in Wood Green, and The Mall Shopping Centre, which was opened by the late HM Queen Elizabeth II in 1981. It has a range of popular retail brands, cafés and eateries such as Five Guys and Pret.

With the excellent transport connections, top shopping destinations such as Knightsbridge and Kensington are within easy reach, while commuting into Zone 1 is quick and seamless. And for top-level sport, the new Tottenham Hotspur Stadium is just 2.5 miles/4 km away.



The Mall
5 mins



Tarshish
10 mins



Crouch End
11 mins



Go Ape Alexandra Palace
12 mins



Tottenham Hotspur Stadium
13 mins



Coal Drop Yards
20 mins



SURROUNDED BY VIBRANT NEIGHBOURHOODS

Clarendon is well positioned to enjoy some of North London's desirable villages and neighbourhoods.

Hornsey 0.6 MILES / 1KM

An attractive Victorian suburb with a High Street lined with a variety of shops, bars and restaurants, offering something for every taste.



Crouch End 1.1 MILES / 1.8 KM

A leafy neighbourhood much loved by families, artists and professionals. Independent restaurants and cafés abound, along with local festivals, an arthouse cinema, delicatessens and galleries.

Crouch End named best place to live in London 2023 – The Sunday Times.




THE SUNDAY TIMES

Muswell Hill 1.7 MILES / 2.7 KM

Nestled between Highgate Woods and Alexandra Palace, Muswell Hill has plenty of green spaces and a village atmosphere, with specialist stores, independent book shops, local restaurants and craft beer pubs.





Alexandra Palace

1.1 MILES / 1.8 KM

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



Highgate

2.6 MILES / 4.2 KM

One of London's most prestigious villages, Highgate is renowned for its ancient woods, famous cemetery, elegant Georgian streets and vibrant high street. It is also an area popular with celebrities: Kate Moss, Liam Gallagher and Jude Law all have homes in Highgate.



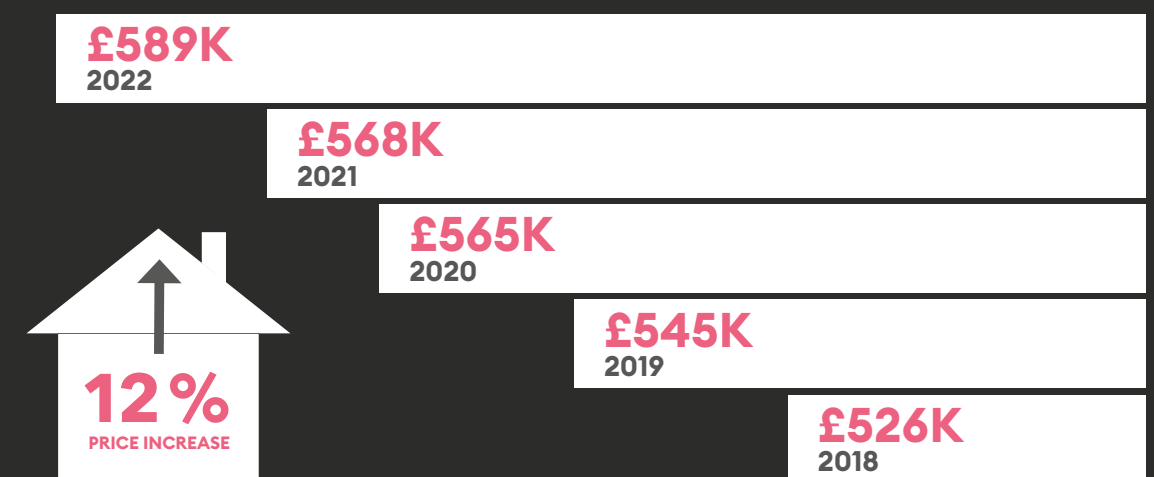
HARINGEY PROPERTY PRICE GROWTH

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

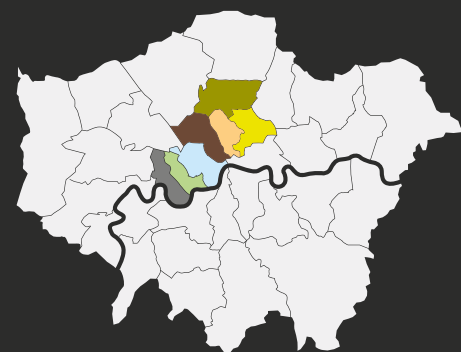
Source: JLL - 2022

AVERAGE HISTORIC PRICE GROWTH FOR A TWO BEDROOM APARTMENT AT CLARENDON SINCE LAUNCH



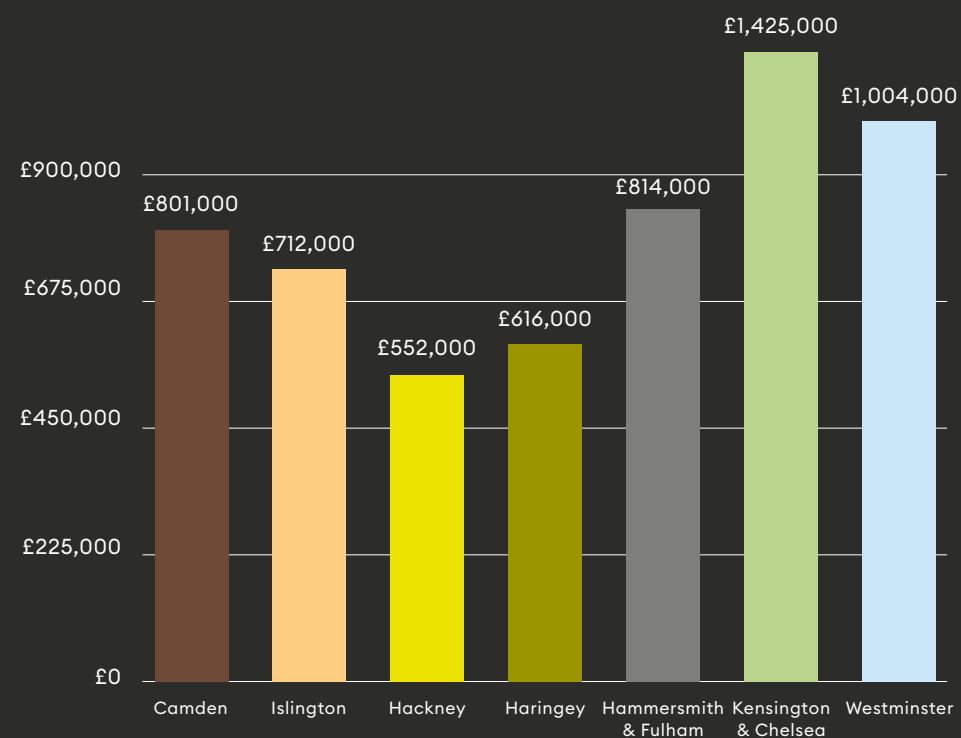
Key

- Camden
- Hackney
- Haringey
- Islington
- Kensington & Chelsea
- Hammersmith & Fulham
- Westminster

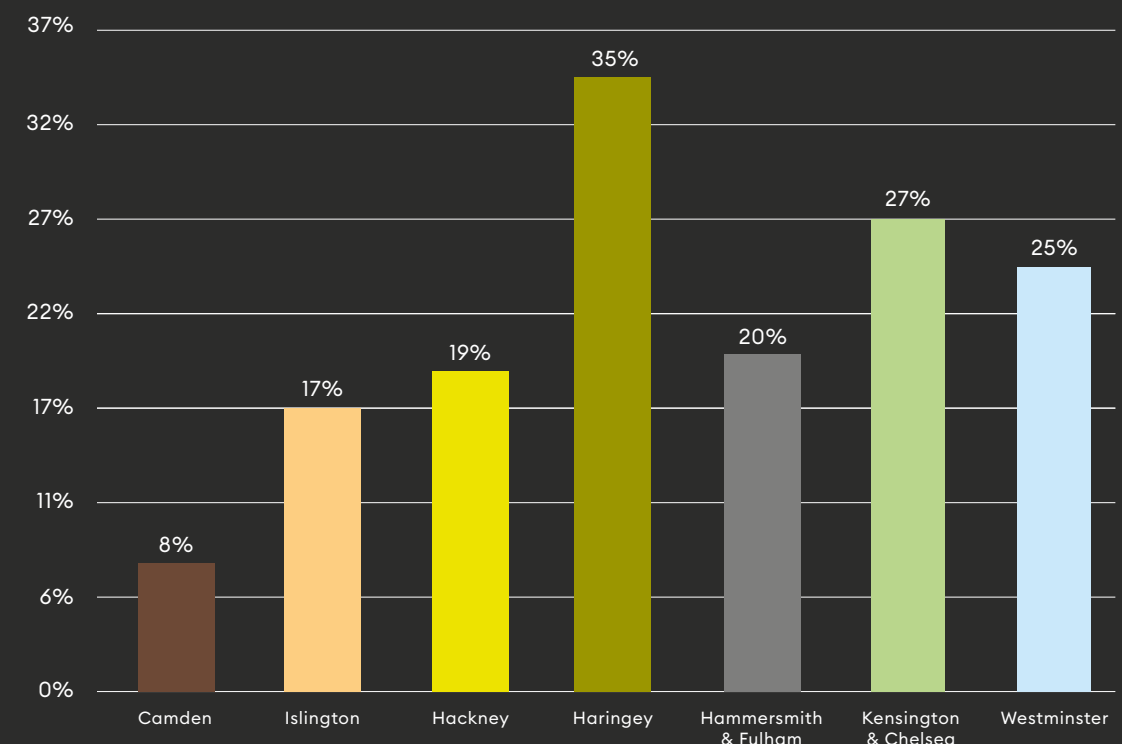


BOROUGH BY BOROUGH

Average house prices



House price growth over last 5 years

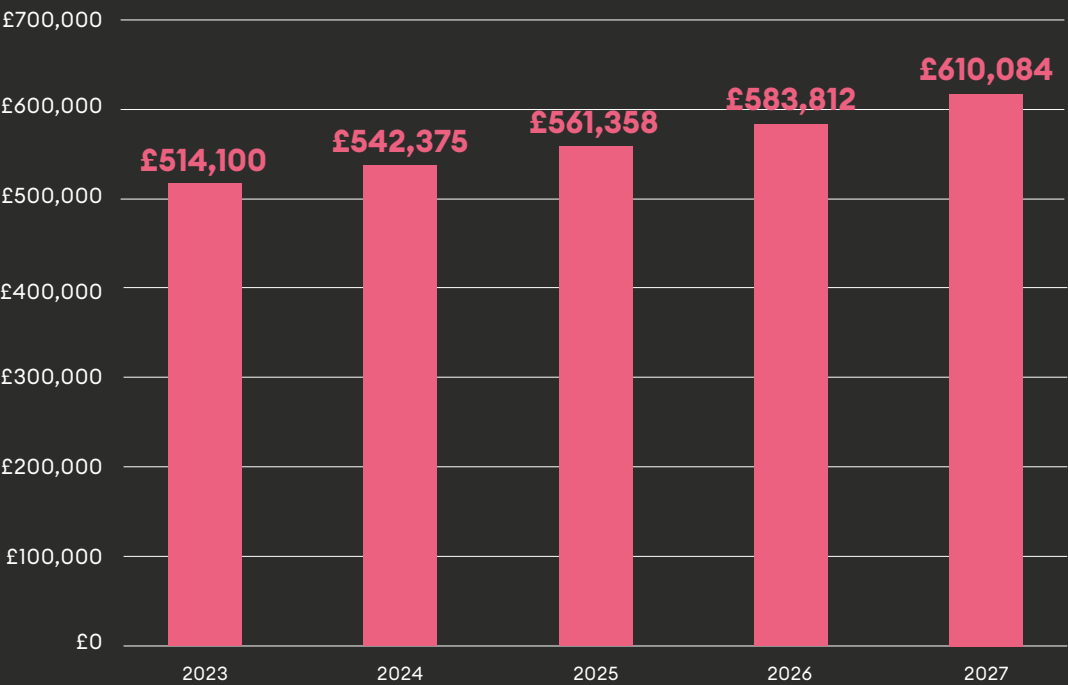


CLARENDON VS HARINGEY PROPERTY MARKET & FORECAST

	HOUSE PRICE	AVE. RENT	AVE. GROWTH YIELD
LONDON BOROUGH OF HARINGEY	£544K Average House Price vs	£1,500 PCM Average Rent vs	4% Average Yield vs
CLARENDON	£502K	£1,800 PCM	4.7%

5 YEAR FORECAST for Greater London (price increase %)

Based on a two bedroom apartment at Clarendon



23.5%
PRICE
GROWTH

STRONG RENTAL MARKET

Rental price growth in Haringey



Source: CBRE London Living, Haringey Area Guide 2022

**STRONG
RENTAL
YIELD**

ACHIEVING
UP TO

5.7%

Rentals and yields achieved at Clarendon

STUDIO

up to **5.3%**

up to **£1,600 rent per month**

1 BED

up to **5.6%**

up to **£2,100 rent per month**

2 BED

up to **5.7%**

up to **£2,650 rent per month**

**TENANT
PROFILE**

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

Current achieving rentals, Clarendon 2023

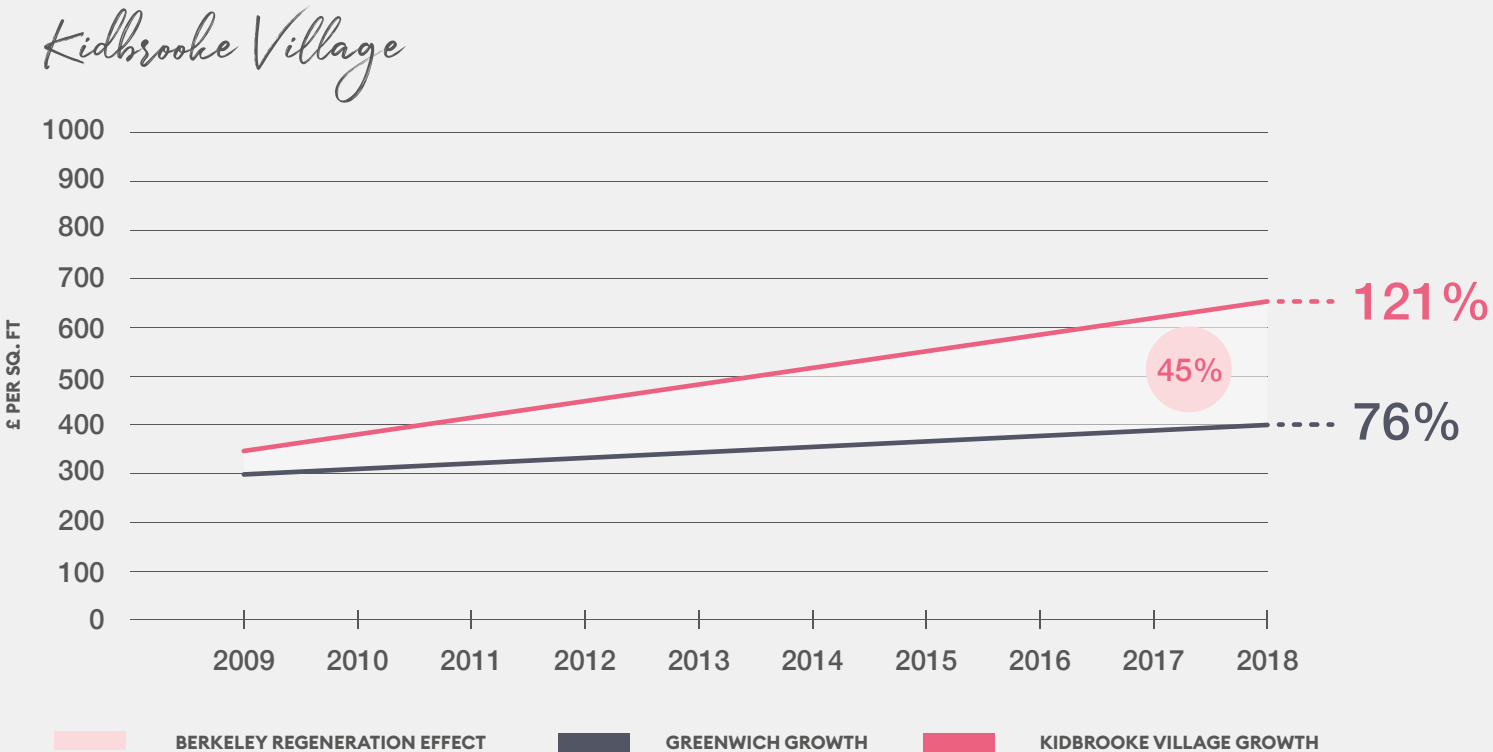
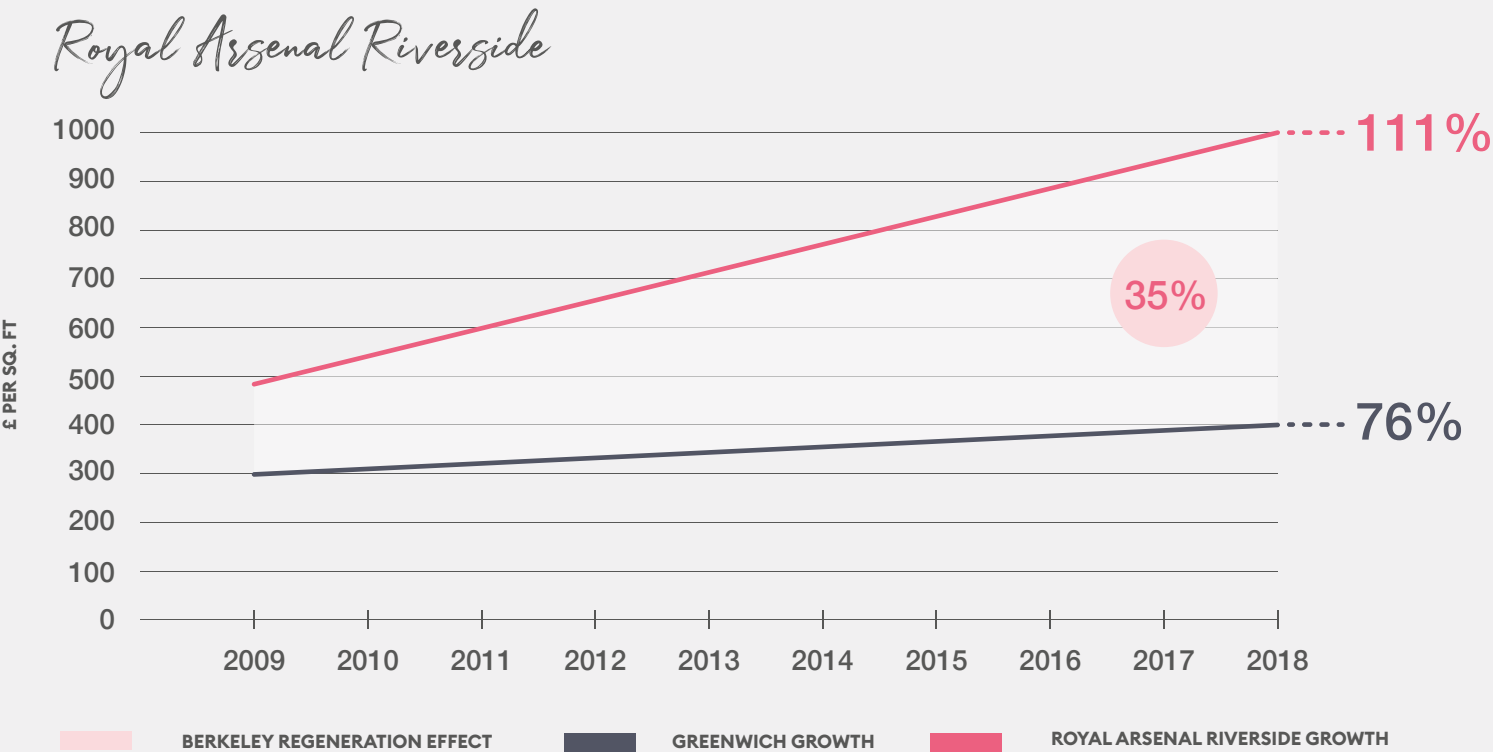
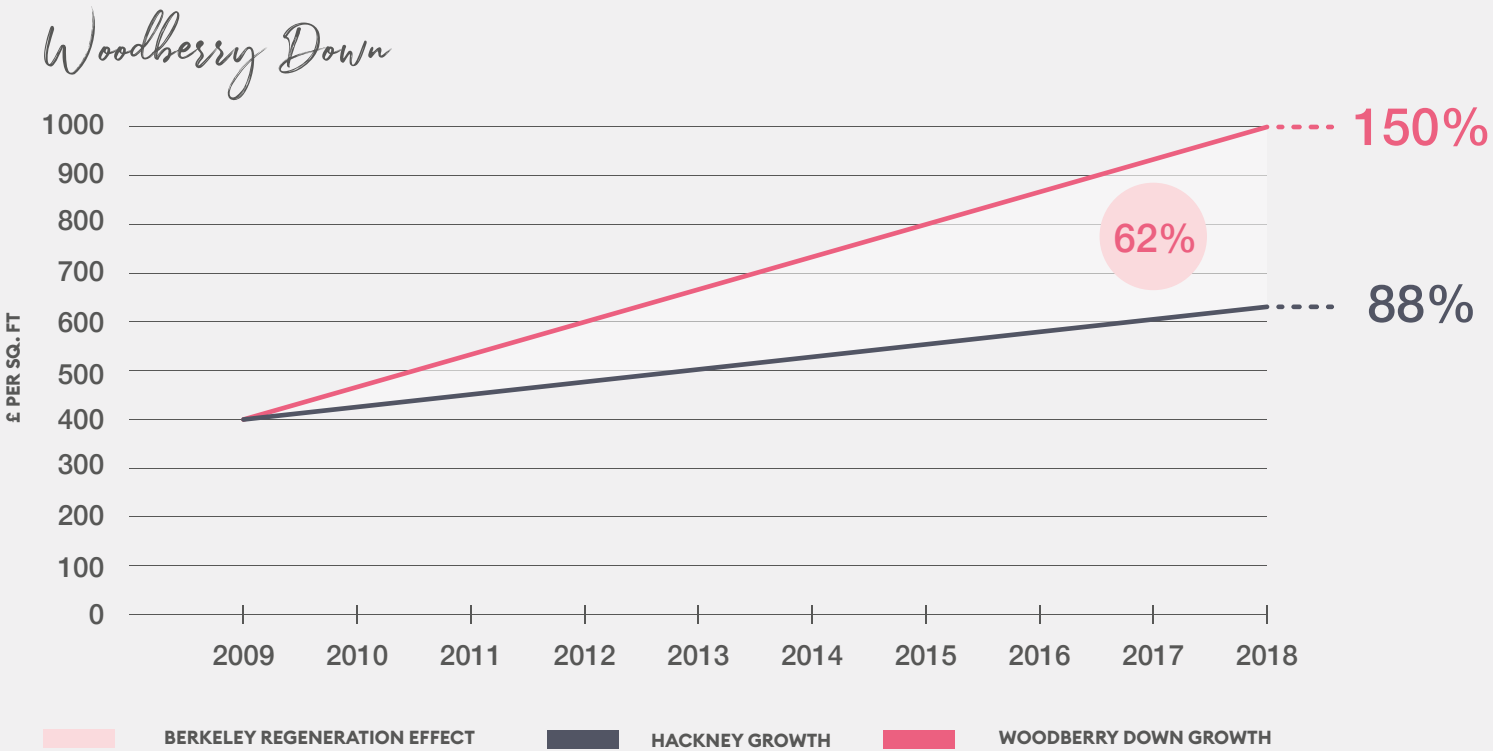
Type	Average Rental Price		Increase
	HORNSEY PARK PLACE PHASE 1	ALEXANDRA PALACE GARDENS PHASE 2	
Studio	£1,240	£1,500	21%
1 Bed	£1,340	£1,760	31%
2 Bed	£1,660	£2,350	42%
3 Bed	£2,000	£2,650	33%

The estimated rental figures provided is for guidance purposes only, it is subject to change and indicative only.

THE BERKELEY REGENERATION EFFECT

Berkeley developments **outperform**
the capital growth of the local area by

47% on
average



Why Clarendon? A SUPERB INVESTMENT

INVESTOR CASE STUDY

Having grown up in North London, experienced property buyer Nrinder Gosal had previously only invested in second-hand homes. He came across Clarendon during a morning walk and wanted to find out more.

After visiting the major new development and viewing some of the available apartments, he decided to purchase a two-bedroom apartment with sweeping views of the surrounding area.



Nrinder says

When I first spotted Clarendon, I was intrigued to see what it had to offer so popped into the marketing suite that same day. I really had no intention of buying another property, especially not a new build, but I was so impressed by the scheme I decided to go ahead with the purchase there and then.

The location of the development is fantastic. There are excellent transport links nearby with Hornsey Station offering connections into the centre of London, and great bus routes too. It is already a vibrant community, and the development will soon be at the centre of it. Properties around this area are becoming more and more popular and as a result, they are going up in value. I knew it would be a good investment and that I'd be able to rent it out very easily.

Nrinder's top 5 reasons for investing

- ✓ Location
- ✓ Accessible price point
- ✓ St William reputation for quality
- ✓ Helpful and informative sales team
- ✓ On-site facilities

SURROUNDED BY GREEN



5 acres of open space



Private gardens and rooftop terraces with play areas



1 acre of landscaped gardens



Water feature with natural planting, walkways and decked seating area



196 acres of parkland just minutes away at Alexandra Palace and Park



WATERSIDE CAFÉ

CITY VIEWS



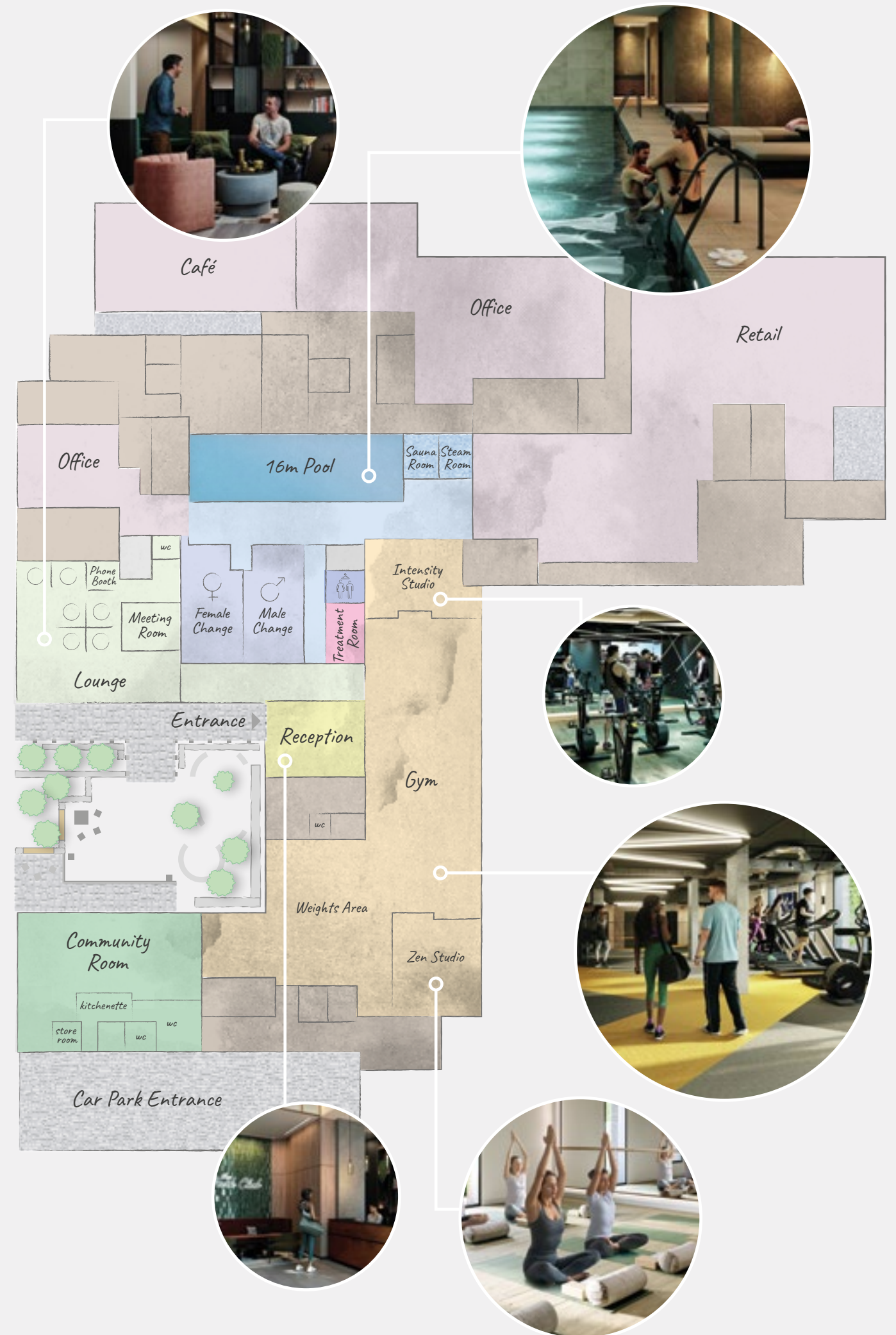
FANTASTIC FACILITIES

the Park Club

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

- ✓ Residents' Lounge
- ✓ Gym
- ✓ 16m Swimming Pool
- ✓ Sauna
- ✓ Steam Room
- ✓ Intensity Studio
- ✓ Zen Studio
- ✓ Treatment Room

TOTAL AREA CIRCA 10,000 SQ FT



ATTENTION TO DETAIL

Each home is crafted with careful attention to detail. Spacious balconies frame expansive views across green spaces and the city beyond. Interiors are designed to create the perfect backdrop for individual style, with premium appliances and well-considered storage.

REASONS TO BUY AT CLARENDON



**14
MINUTES**
to the City

4 KEY STATIONS

WITHIN WALKING
DISTANCE



WOOD
GREEN



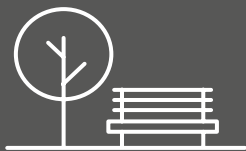
HORNSEY



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**

ACHIEVING
UP TO
5.7%



up to

**23.5% PRICE
GROWTH
FORECAST**

IN NEXT 5 YEARS



COMMUNITY
CENTRE



NEW NURSERY

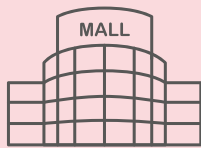
WATERSIDE
CAFÉ



**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

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