Agar Grove, NW1 October 2019

Agar Grove, NW1

Comparable Analysis



Comparable Analysis



1.1. Agar Grove Summary

Developer:	London Borough of Camden			
Overall Av £/sq ft:	£844 (Proposed Asking)			
Total Units:	493 (240 private across 3 phases)			
Units Remaining	Not launched			
Completion Date:	Q2 2020			
Transport Links:	0.6 miles to Camden Road Station			
Local Authority:	London Borough of Camden			

Current Status:

At the end of Q3 2019 the situation is as follows: - Phase 1 (Block A) is 38 affordable units and is complete.

- Phase 2 (Blocks F, G and H) is 34 affordable plus 23 private units. Construction is progressing and will run through to end of Q2 2020. Savills will launch the phase during Q2 2020.



Indicative Asking Prices based on latest pricing of blocks J,K,L in July 2019

Type	Floor	Unit Type	Area Sq Ft	Asking Price	Asking £/sqft	Date
WCA Type 05	G	1	614	£515,000	£839	Pre Launch
Duplex 03	G	2	893	£675,000	£756	Pre Launch
Type 01	1	1	667	£525,000	£787	Pre Launch
Type 17	1	2	700	£612,500	£875	Pre Launch
Type 05	2	2	753	£632,500	£839	Pre Launch
Duplex 01	G	2	1044	£765,000	£733	Pre Launch
Type 20	5	3	926	£740,000	£799	Pre Launch

Comparable Analysis



1 Bedroom

No. of units	LOW AREA	AV AREA (SQ FT)	HIGH AREA
49	398	398	667

Asking Prices

LOW	AV	HIGH	LOW	AV PRICE
£/FT SQ	£/FT SQ	£/FT SQ	CAPITAL VALUE	
£787	£887	£1,023	£407,500	£532,500

2 Bedroom

No. of units	LOW AREA	AV AREA (SQ FT)	HIGH AREA
27	657	763	883

Asking Prices

LOW	AV	HIGH	LOW	AV PRICE
£/FT SQ	£/FT SQ	£/FT SQ	CAPITAL VALUE	
£748	£837	£899	£555,000	£636,111

2 Bedroom Duplex

No. of units	LOW AREA	AV AREA (SQ FT)	HIGH AREA
8	882	996	1,173

Comparable Analysis



Asking prices

LOW	AV	HIGH	LOW	AV PRICE
£/FT SQ	£/FT SQ	£/FT SQ	CAPITAL VALUE	
£673	£746	£774	£675,000	£740,000

3 Bedroom

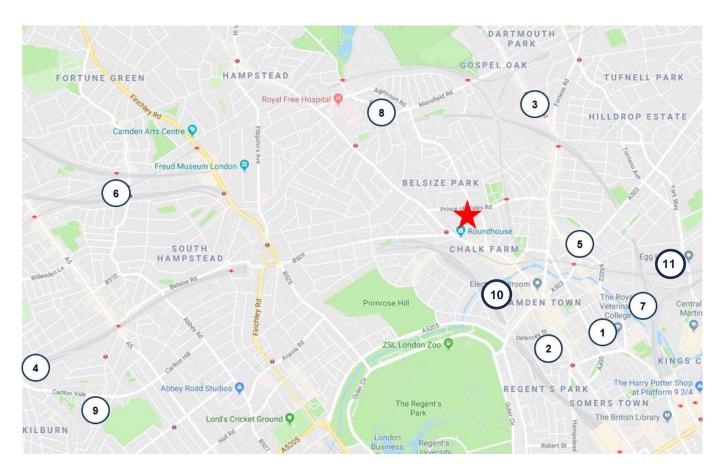
No. of units	LOW AREA	AV AREA (SQ FT)	HIGH AREA
1	926	926	926

Asking Prices

LOW	AV	HIGH	LOW	AV PRICE
£/FT SQ	£/FT SQ	£/FT SQ	CAPITAL VALUE	
£799	£799	£799	£740,000	£740,000

Comparable Analysis





Map Ref	Scheme	Av £/sqft
1	Plender Street	£917 (Achieved)
2	Euston Reach	£1,270 (Achieved)
3	Maple Building	£1,157 (Achieved)
4	Queens Park Place	£906 (Achieved)
5	Camden Courtyards	£1,090 (Achieved)
6	West Hampstead Square	£995 (Achieved)
7	ONYX	£1,460 (Achieved)
8	Thirty2	£1,065 (Achieved)
9	Kilburn Quarter	£756 (Achieved)
10	Mode	£1,157 (Asking)
11	XY	£1,142 (Asking)

Comparable Analysis



1.2. **67 - 72 Plender Street**

Developer:	London Borough of Camden			
Overall Av £/sq ft:	£955 (Achieved 2017) £917 (Achieved on whole scheme)			
Private Units:	31			
Completion Date:	Q2 2016			
Transport Links:	0.2 miles to Mornington Crescent			
Local Authority:	London Borough of Camden			
Amenity Provision:	Convenience store and dry cleaners/laundrette in Block A.			
Current Status:	Completed and sold out. Construction began in Q2 2015 and completed in Q2 2016. The scheme launched in Q1 2016 and sold out in Q3 2017.			



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
A102	1	1	540	£515,000	£953	Jul 2017
A202	2	1	540	£515,000	£953	Jun 2017
A203	2	1	540	£517,500	£958	Feb 2017
A101	1	1	540	£510,600	£945	Nov 2016
A402	4	1	540	£525,000	£972	Nov 2016
A303	3	1	540	£530,000	£981	Oct 2016
B301	3	1	551	£515,375	£936	Aug 2016
B101	1	1	551	£515,000	£935	Jun 2016
B201	2	1	551	£526,975	£957	Jun 2016
B401	4	1	551	£537,000	£975	Jun 2016
A302	3	1	540	£547,500	£1,014	Feb 2016
A403	4	1	540	£552,500	£1,023	Feb 2016
A104	1	2	733	£636,500	£868	Oct 2016
B204	2	2	657	£575,000	£876	Sep 2016
B304	3	2	657	£600,000	£914	Sep 2016
B402	4	2	785	£680,000	£867	Aug 2016
B403	4	2	657	£605,000	£921	Aug 2016
A204	2	2	733	£635,000	£866	Jul 2016
A304	3	2	733	£645,000	£880	Jul 2016
B203	2	2	657	£590,000	£899	May 2016
A101	1	2	763	£700,000	£917	Mar 2016
A201	2	2	763	£715,000	£937	Mar 2016
A401	4	2	763	£730,000	£957	Feb 2016
B202	2	2	785	£695,000	£886	Feb 2016
B302	3	2	785	£697,950	£889	Feb 2016
B303	3	2	657	£599,000	£912	Feb 2016
A301	3	2	763	£710,000	£930	Jan 2016
B404	4	2	657	£625,000	£952	Jan 2016
B305	3	3	926	£784,000	£847	Sep 2016

Comparable Analysis



1.3. Euston Reach- Carlow House

Developer:	Galliard Homes
Overall Av £/sq ft:	£1,270 (Achieved)
Total Units:	86
Units Remaining	86
Completion Date:	Q2 2016
Transport Links:	0.1 miles to Mornington Crescent
Local Authority:	London Borough of Camden
Amenity Provision:	12 hour concierge
Current Status:	Complete and sold out



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
1.11	1	Studio	454	£521,000	£1,148	2014
1.12	1	Studio	471	£521,000	£1,106	2014
1.13	1	Studio	382	£480,000	£1,257	2014
1.23	1	Studio	360	£495,000	£1,375	2014
2.12	2	Studio	473	£530,000	£1,121	2014
2.13	2	Studio	381	£495,000	£1,299	2014
2.17	2	Studio	377	£480,000	£1,274	2014
2.18	2	Studio	403	£482,500	£1,197	2014
2.19	2	Studio	346	£460,000	£1,329	2014
3.06	3	Studio	406	£520,000	£1,287	2014
3.11	3	Studio	454	£534,000	£1,176	2014
3.12	3	Studio	468	£500,000	£1,068	2014
3.13	3	Studio	383	£500,000	£1,305	2014
3.17	3	Studio	377	£485,000	£1,287	2014
3.23	3	Studio	362	£492,000	£1,359	2014
1.03	1	1	469	£625,650	£1,334	2014
1.14	1	1	562	£680,000	£1,210	2014
1.15	1	1	471	£625,650	£1,328	2014
1.21	1	1	481	£620,000	£1,289	2014
2.01	2	1	556	£700,000	£1,259	2014
2.14	2	1	562	£680,000	£1,210	2014
2.15	2	1	473	£650,000	£1,374	2014
2.21	2	1	483	£625,000	£1,294	2014
3.01	4	1	562	£700,000	£1,246	2014
3.03	4	1	474	£628,800	£1,328	2014
3.14	4	1	561	£686,000	£1,223	2014
3.15	4	1	475	£635,000	£1,337	2014
3.16	3	2	692	£965,000	£1,395	2014
3.26	3	2	817	£1,115,000	£1,365	2014

Comparable Analysis



1.4. Maple Building

Developer:	Linton Group
Overall Av £/sq ft:	£1,157 (Achieved)
Total Units:	50
Units Remaining	50
Completion Date:	Q4 2016
Transport Links:	0.3 miles to Kentish Town
Local Authority:	London Borough of Camden
Amenity Provision:	24 hour concierge and public on-site gym.
Current Status:	At the end of Q4 2017 there were 14 units remaining.



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
310	3	1	446	£540,000	£1,212	Jul 2017
305	3	1	475	£530,000	£1,117	Jun 2017
410	4	1	445	£540,000	£1,215	May 2017
209	2	1	662	£638,000	£964	Feb 2017
113	1	2	736	£775,000	£1,053	Nov 2017
203	2	2	805	£815,000	£1,012	Nov 2017
212	2	2	820	£874,000	£1,066	Nov 2017
308	3	2	855	£809,600	£947	Nov 2017
403	4	2	830	£835,000	£1,006	Nov 2017
408	4	2	855	£823,400	£963	Nov 2017
108	1	2	844	£810,000	£960	Oct 2017
112	1	2	844	£950,000	£1,126	Apr 2017
506	5	2	1204	£1,700,000	£1,412	Jan 2017
507	5	2	1273	£1,950,000	£1,532	Jan 2017
501	5	3	1967	£2,640,000	£1,342	Oct 2017
201	2	3	1183	£1,255,000	£1,061	Jun 2017
401	4	3	1217	£1,380,000	£1,134	Mar 2017
411	4	3	1341	£1,575,000	£1,174	Mar 2017

Comparable Analysis



1.5. Queens Park Place

Developer:	Londonnewcastle
Overall Av £/sq ft:	£906 (Achieved)
Total Units:	144
Units Remaining	116
Completion Date:	Q2 2016
Transport Links:	0.1 miles to Queen's Park Station
Local Authority:	London Borough of Brent
Amenity Provision:	24/7 concierge, secure underground car parking, landscaped courtyard gardens, housekeeping services (at an additional cost).
Current Status:	At the end of 2015 three penthouses remained and the scheme fully sold out in Q3 2017.



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
A11	1	1 Bed	547	£490,000	£896	2015
A16	1	1 Bed	552	£490,000	£888	2015
A35	3	1 Bed	618	£535,000	£866	2015
A42	4	1 Bed	546	£515,000	£943	2015
A45	4	1 Bed	618	£530,000	£858	2015
B02	G	1 Bed	623	£505,000	£811	2015
B03	G	1 Bed	556	£510,000	£917	2015
B04	G	1 Bed	558	£507,000	£909	2015
B07	G	1 Bed	540	£530,000	£981	2015
B19	1	1 Bed	555	£505,000	£909	2015
B48	4	1 Bed	540	£510,000	£944	2015
B52	5	1 Bed	685	£547,500	£799	2015
B56	5	1 Bed	556	£520,000	£934	2015
B57	5	1 Bed	744	£600,000	£806	2015
C02	G	1 Bed	677	£520,000	£768	2015
A13	1	2 Bed	911	£735,000	£807	2015
A17	1	2 Bed	854	£665,000	£779	2015
A21	2	2 Bed	1125	£870,000	£773	2015
A27	2	2 Bed	757	£700,000	£925	2015
A39	3	2 Bed	851	£685,000	£805	2015
A49	4	2 Bed	862	£670,000	£777	2015
A56	5	2 Bed	773	£732,500	£948	2015
B01	G	2 Bed	794	£675,000	£850	2015
B05	G	2 Bed	1002	£865,000	£863	2015
B09	G	2 Bed	972	£740,000	£761	2015
B10	1	2 Bed	814	£645,000	£792	2015
B13	1	2 Bed	798	£630,000	£789	2015
B17	1	2 Bed	933	£797,900	£855	2015
B20	2	2 Bed	814	£655,000	£805	2015
B23	2	2 Bed	798	£625,000	£783	2015
B30	3	2 Bed	813	£665,000	£818	2015

Comparable Analysis



1.6. **Camden Courtyards**

Developer:	Barratt London
Overall Av £/sq ft:	£1,090 (Achieved)
Total Units:	164
Units Remaining	82
Completion Date:	Q1 2018
Transport Links:	0.1 miles to Camden Road
Local Authority:	London Borough of Camden
Amenity	12 hour concierge service, rooftop terrace,
Provision:	landscaped courtyard.
	Only 2 penthouses remain for sale.
Current Status:	The majority of units have completed and the last
	two are due to complete in Q1 2018.



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
110	1	1	548	£670,000	£1,223	Aug 2017
113	1	1	544	£660,000	£1,213	Aug 2017
115	2	1	549	£560,000	£1,020	Aug 2017
118	2	1	554	£555,000	£1,002	Aug 2017
154	3	1	553	£620,000	£1,121	Aug 2017
87	1	2	783	£750,000	£958	Dec 2017
88	1	2	783	£745,000	£951	Dec 2017
89	2	2	763	£757,500	£993	Dec 2017
93	3	2	765	£765,000	£1,000	Dec 2017
106	G	2	948	£857,500	£905	Dec 2017
108	G	2	1035	£897,500	£867	Dec 2017
111	1	2	766	£755,000	£986	Dec 2017
112	1	2	771	£755,000	£979	Dec 2017
135	G	2	903	£810,000	£897	Dec 2017
139	G/LG	2	934	£822,500	£881	Dec 2017
105	G	2	1090	£915,000	£839	Aug 2017
117	2	2	765	£762,500	£997	Aug 2017
132	6	2	890	£922,500	£1,037	Aug 2017
140	1	2	809	£799,500	£988	Aug 2017
150	3	2	809	£819,500	£1,013	Aug 2017
163	6	2	914	£1,275,000	£1,395	Aug 2017
160	5	3	962	£1,170,000	£1,216	Aug 2017
161	5	3	992	£1,170,000	£1,179	Aug 2017
162	5	3	982	£1,150,000	£1,171	Aug 2017

Comparable Analysis



1.7. West Hampstead Square

Developer:	Ballymore
Overall Av £/sq ft:	£995 (Achieved)
Total Units:	198
Units Remaining	145
Completion Date:	Q2 2017
Transport Links:	0.1 miles from West Hampstead
Local Authority:	London Borough of Camden
Amenity Provision:	Concierge, studio gym, health spa, sauna and steam room.
Current Status:	The scheme sold out in Q2 2014 and the units completed during Q2 2017.



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
E801	8	1	567	£620,000	£1,093	2014
C206	2	1	552	£575,000	£1,042	2014
C301	3	1	577	£595,000	£1,031	2014
Ctbc1	8	1	556	£615,000	£1,106	2014
E701	7	1	567	£595,000	£1,049	2014
Etbc1	9	1	548	£610,000	£1,113	2014
A202	2	2	820	£800,000	£976	2014
A204	2	2	804	£770,000	£958	2014
A301	3	2	805	£777,000	£965	2014
B404	4	2	799	£799,950	£1,001	2014
C104	1	2	880	£810,000	£920	2014
D1001	10	2	805	£820,000	£1,019	2014
D1003	10	2	818	£840,000	£1,027	2014
D102	1	2	820	£810,000	£988	2014
D103	1	2	818	£780,000	£954	2014
D104	1	2	804	£735,000	£914	2014
D202	2	2	820	£820,000	£1,000	2014
D203	2	2	818	£790,000	£966	2014
D204	2	2	804	£760,000	£945	2014
D401	4	2	805	£790,000	£981	2014
D604	6	2	804	£810,000	£1,007	2014
D704	7	2	804	£820,000	£1,020	2014
D804	8	2	804	£815,000	£1,014	2014
Dtbc3	7	2	805	£820,000	£1,019	2014
E802	8	2	856	£850,000	£993	2014
A201	2	2	805	£760,000	£944	2014
B102	1	2	799	£800,000	£1,001	2014
B103	1	2	861	£795,000	£923	2014
C101	1	2	861	£815,000	£947	2014
C103	1	2	799	£800,000	£1,001	2014
D304	3	2	804	£755,000	£939	2014
D801	8	2	805	£800,000	£994	2014

Comparable Analysis



1.8. **ONYX**

Developer:	Taylor Wimpey Central London
Overall Av £/sq ft:	£1,460 (Achieved)
Total Units:	154
Units Remaining	117
Completion Date:	Q4 2018
Transport Links:	0.5 miles to St Pancras and Kings Cross
Local Authority:	London Borough of Camden
Amenity Provision:	24 hour concierge and communal roof terrace.
Current Status:	The development launched in February 2016 and 46 units had sold by the end of Q4 2017. The development was taken to China during Q1 2017.



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
34	5	1	546	£830,000	£1,520	2017
38	5	1	526	£750,000	£1,426	2017
39	5	1	409	£650,000	£1,589	2017
57	6	1	502	£675,000	£1,345	2017
65	7	1	546	£815,000	£1,493	2017
67	7	1	539	£815,000	£1,512	2017
28	4	2	830	£1,110,000	£1,337	2017
35	5	2	853	£1,235,000	£1,448	2017
45	6	2	830	£1,155,000	£1,392	2017
60	7	2	853	£1,275,000	£1,495	2017
116	11	2	780	£1,450,000	£1,859	2017
78	8	3	964	£1,300,000	£1,349	2017
87	8	3	1012	£1,370,000	£1,354	2017

Comparable Analysis



1.9. **Thirty2**

Developer:	Fairview				
Overall Av £/sq ft:	£1,065 (Achieved)				
Total Units:	72				
Units Remaining	56				
Completion Date:	Q4 2017				
Transport Links:	0.3 miles to Hampstead Heath and Belsize Park				
Local Authority:	London Borough of Camden				
Amenity Provision:	Unknown				
Current Status:	The scheme sold out late 2017/early 2018.				



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
27	NKN	Studio	434	£510,000	£1,175	Oct 2017
60	NKN	1	548	£600,000	£1,095	Dec 2017
62	NKN	1	548	£598,000	£1,091	Dec 2017
1	G	1	540	£650,000	£1,204	Oct 2017
23	NKN	1	541	£685,000	£1,266	Oct 2017
47	NKN	1	549	£600,000	£1,093	Oct 2017
34	NKN	2	680	£660,000	£971	Dec 2017
37	NKN	2	745	£760,000	£1,020	Dec 2017
44	NKN	2	745	£785,000	£1,054	Dec 2017
53	NKN	2	856	£880,000	£1,028	Dec 2017
54	NKN	2	785	£830,000	£1,057	Dec 2017
3	1	2	736	£850,000	£1,155	Oct 2017
7	NKN	2	736	£740,000	£1,005	Oct 2017
15	NKN	2	800	£875,000	£1,094	Oct 2017
17	NKN	2	663	£800,000	£1,207	Oct 2017
19	NKN	2	663	£795,000	£1,199	Oct 2017
22	NKN	2	663	£800,000	£1,207	Oct 2017
32	NKN	2	698	£640,000	£917	Oct 2017
4	1	3	985	£1,000,000	£1,015	Oct 2017
6	NKN	3	985	£990,000	£1,005	Oct 2017
8	NKN	3	985	£995,000	£1,010	Oct 2017
14	NKN	3	963	£899,000	£934	Oct 2017
16	NKN	3	963	£995,000	£1,033	Oct 2017
18	NKN	3	963	£995,000	£1,033	Oct 2017

Comparable Analysis



1.10. Kilburn Quarter

Developer:	Network Homes			
Overall Av £/sq ft:	£756 (Achieved)			
Total Units:	229			
Units Remaining	126			
Completion Date:	Q2 2017			
Transport Links:	0.3 miles to Kilburn Park			
Local Authority:	London Borough of Brent			
Amenity Provision:	Private gated courtyard			
Current Status:	One unit remaining to be sold			



Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
N103	1	1	616	£515,000	£836	2017
N203	2	1	616	£535,000	£869	2017
N306	3	1	570	£530,000	£930	2017
W116	1	1	556	£535,000	£962	2017
W315	3	1	564	£540,000	£957	2017
W411	4	1	571	£550,000	£963	2017
N302	3	2	942	£715,000	£759	2017
N405	4	2	849	£650,000	£766	2017
N504	5	2	727	£670,000	£922	2017
N602	6	2	860	£700,000	£814	2017
NG03	G	2	731	£625,000	£855	2017
W114	1	2	1001	£775,000	£774	2017
N201	2	3	1284	£875,000	£681	2017
N301	3	3	1284	£880,000	£685	2017
W510	5	3	1391	£955,000	£687	2017
WG08	G	3	1163	£835,000	£718	2017
N101	1	3	1284	£870,000	£678	2017
W410	4	3	1478	£945,000	£639	2017
E4506pla	4/5	4	1631	£1,195,000	£733	2017
E4509pla	4/5	4	1631	£1,195,000	£733	2017
E4515pla	4/5	4	1631	£1,175,000	£720	2017
N501	5	4	1410	£999,999	£709	2017
E4512pla	4/5	4	1631	£1,195,000	£733	2017

Comparable Analysis



1.11. **Mode**

Developer:	Fairview New Homes				
Overall Av £/sq ft:	£1,157 (Achieved)				
Total Units:	49 private				
Units Remaining	45				
Completion Date:	Q1 2020				
Transport Links:	0.4 miles to Camden Town				
Local Authority:	London Borough of Camden				
Amenity Provision:	Communal terrace and children's play area				
Current Status:	At the end of Q3 2019, four units had sold, with the scheme completing in Q2 2019				



Plot	Floor	Unit Type	Area Sq Ft	Asking Price	Asking £/sqft	Date
30	1	3	958	£1,100,000	£1,148	Sept 2019
33	G	1	598	£665,000	£1,112	Sept 2019
34	1	2	814	£840,000	£1,032	Sept 2019
36	1	2	874	£885,000	£1,013	Sept 2019
38	1	2	873	£920,000	£1,054	Sept 2019
40	2	1	547	£680,000	£1,243	Sept 2019
44	2	2	877	£890,000	£1,015	Sept 2019
46	3	2	790	£870,000	£1,101	Sept 2019
28	G	2	804	£890,000	£1,107	Jun 2019
31	1	1	548	£678,000	£1,237	Jun 2019
48	3	3	958	£1,130,000	£1,180	Jun 2019
55	3	2	790	£875,000	£1,108	Jun 2019
58	4	1	548	£687,000	£1,254	Jun 2019

Source - Molior

Comparable Analysis



1.12. **XY**

Developer:	London Borough of Camden				
Overall Av £/sq ft:	£911 (Achieved)				
Total Units:	141 private				
Units Remaining	19				
Completion Date:	Q4 2017				
Transport Links:	0.6 miles to Caledonian Road & Barnsbury Station				
Local Authority:	London Borough of Camden				
Amenity Provision:	24 hour concierge				
Current Status:	The current pricelist shows 1-beds from £620,000, 2-beds from £722,500 and an average of £1,142 psf. Construction completed during Q4 2017.				



Asking

Plot	Floor	Unit Type	Area Sq Ft	Asking Price	Asking £/sqft	Date
A51	10	2	760	£815,000	£1,072	Sept 2019
A54	11	1	583	£630,000	£1,080	Sept 2019
A72	14	2	709	£730,000	£1,029	Sept 2019
A80	16	1	580	£650,000	£1,120	Sept 2019
A87	17	2	709	£752,500	£1,061	Sept 2019

Source - Savills Intel

Achieved

Plot	Floor	Unit Type	Area Sq Ft	Achieved Price	Achieved £/sqft	Date
A18	4	1	561	£527,512	£941	Dec 18
A20	4	1	580	£572,400	£987	Jul 18
A24	5	1	583	£581,875	£997	Oct 18
A33	7	1	561	£555,750	£991	Nov 18
A44	9	1	583	£600,000	£1,028	Nov 18
A48	10	1	561	£570,000	£1,016	Oct 18
A53	11	1	561	£580,000	£1,034	Jul 18
A63	13	1	561	£584,250	£1,042	Dec 18
A73	15	1	561	£593,750	£1,059	Jul 18
A85	17	1	580	£646,000	£1,113	Apr 18
A86	17	2	760	£850,250	£1,119	Jun 18
C15	5	2	718	£688,750	£959	Jan 19
C16	5	2	841	£760,000	£904	Jun 18