

News · 13th Aug 2020

‘Well-designed’ new-build homes command an 11% price premium

PSF prices in the 15 most highly-rated resi developments for design in London on reviews platform HomeViews are an average of 11% higher than for comparable new-build sales in the same postcodes.



Well-designed new-build homes in London command an 11% price premium compared to less good-looking developments, according to some research by Dataloft and property reviews platform HomeViews.

Achieved per square foot prices in the 15 most highly-rated schemes for design in London on HomeViews are an average of 11% higher than for comparable new build sales. The research comes as the Government proposes a significant overhaul to the planning regime in England – including a [fast-track for “beautiful” building projects](#) that fit with local streetscapes.

A study by design-led estate agency The Modern House in 2018 found that [well-designed resale homes in London achieved a 19% price premium](#) over more prosaic properties.

A separate survey of 5,000 tenants carried out in 2019 and analysed by Dataloft on behalf of The Property Academy, found that 91% of renters said that design was either “very important” or “important” to them when it came to their homes.

Top 15 developments rated highest for design by owners on HomeViews

1. London Square, SW15
2. Hoxton Press, N1
3. Royal Wharf, E16
4. Park Heights, SW9
5. Highbury Square, N5
6. Deptford Foundry, SE14
7. Regents Place, BR1
8. Royal Arsenal Riverside, SE18
9. The Schoolyard, SW18
10. Brentford Lock West, TW8
11. The Waterman, Greenwich Peninsula, SE10
12. Putney Rise, SW15
13. East City Point, E16
14. St Marks Square, BR2
15. Bagel Factory, E9

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Some design feedback from home owners in the HomeViews top-15 schemes:



Hoxton Press by Anthology
 "Stunning but pared back building design which is followed through into communal areas and the thoughtful apartment designs. Nice residents who lend each other things and share recommendations in our social media groups. The balconies are large and usable, particularly in the summer months." – Sarah C (Owner), May 2020



The Waterman Greenwich Peninsula
 "I liked the design of the building from the first sight – it is sleek and modern, great colours of the lobby and the lift area." – Irina (Owner), April 2020

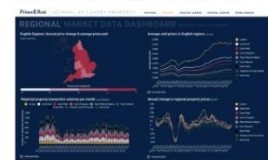
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Deptford Foundry by Anthology

"Fantastic development with great transport links and great sense of community. Artistic vibes, excellent attention to detail and great finish in the flats" – Owner, April 2020

"The build quality of the flat was above and beyond what I'd seen in dozens of viewings across London. Fitted appliances of a very high grade. No corners have been cut, which you'd be amazed how often you see that in flats priced upward of £430k. There have been snags on moving in, but these have been quickly resolved" – Adam (Owner), Feb 2019



Royal Arsenal Riverside by Berkeley Homes

"Spacious and ideal for couples who are working near the area. The balcony is nice and allows you to enjoy the weather. The build quality is very good and advanced which makes the property long lasting!" – Anon (Owner), September 2019

"The development is well built with long lasting materials which is convenient for people living here for long periods of time. Although there were a few problems when we first moved into the development, Berkeley have been great in fixing any dents or other issues we've had in the development!" – Anon Owner, August 2019

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