

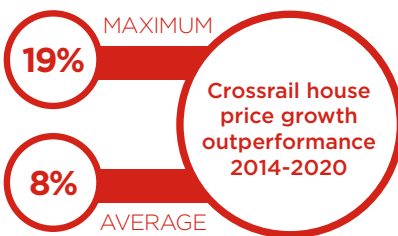
CROSSRAIL: IDENTIFYING OPPORTUNITIES

Crossrail has already triggered land purchases, development activity and price growth along its route but plenty of opportunities and gains still remain.

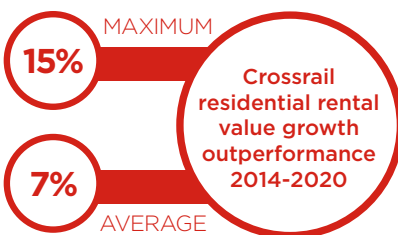
UK Research, January 2015

#Crossrail

CROSSRAIL HOUSING IMPACT



CROSSRAIL BIGGEST WINNERS



Source: JLL

- Areas experiencing significant regeneration to combine with the Crossrail effect will benefit most, but all Crossrail locations will reap the rewards of a higher profile alongside greater consumer and developer interest.
- The biggest winners from Crossrail will be Whitechapel, Woolwich, West Drayton and Ealing Broadway.
- Some locations such as Woolwich, Iver, Langley and Slough are worth another look.
- Longer-term, but more opportunistic, locations are Ilford, Forest Gate, Abbey Wood, Slough and Southall.
- It is a misconception that Crossrail will deliver notable journey time savings throughout its route. The primary savings will be through the Central Section and on the South Eastern Section. The journey time impacts from the west into Paddington and from the north east into Liverpool Street will be marginal.



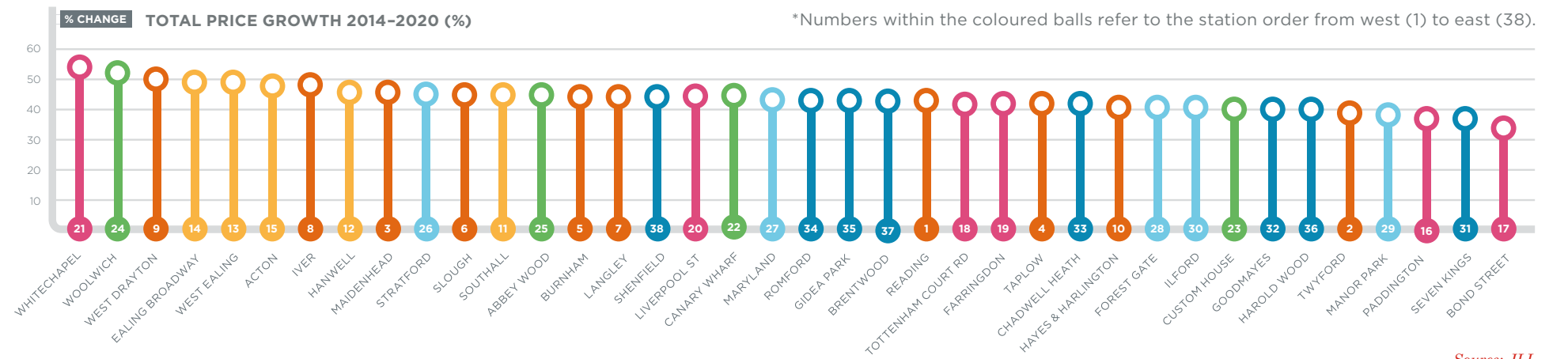
The JLL Crossrail Webtool provides information and analysis on the following variables, as well as many others, for every station along the Crossrail route. Explore our interactive Webtool at

jll.co.uk/residential-crossrail

- OVERALL CROSSRAIL IMPACT SCORE
- JOURNEY TIME SAVINGS
- DEVELOP TO SELL PREFERENCES
- NEW TRAVEL TIMES
- BUILD TO RENT BENEFICIARIES
- RENTAL GROWTH FORECASTS
- HOUSE PRICE FORECASTS
- CURRENT PRICING
- RESIDENTIAL UNITS IN PLANNING PIPELINE
- PEAK TIME TRAINS PER HOUR
- CURRENT RENTS

HOUSE PRICE GROWTH WINNERS

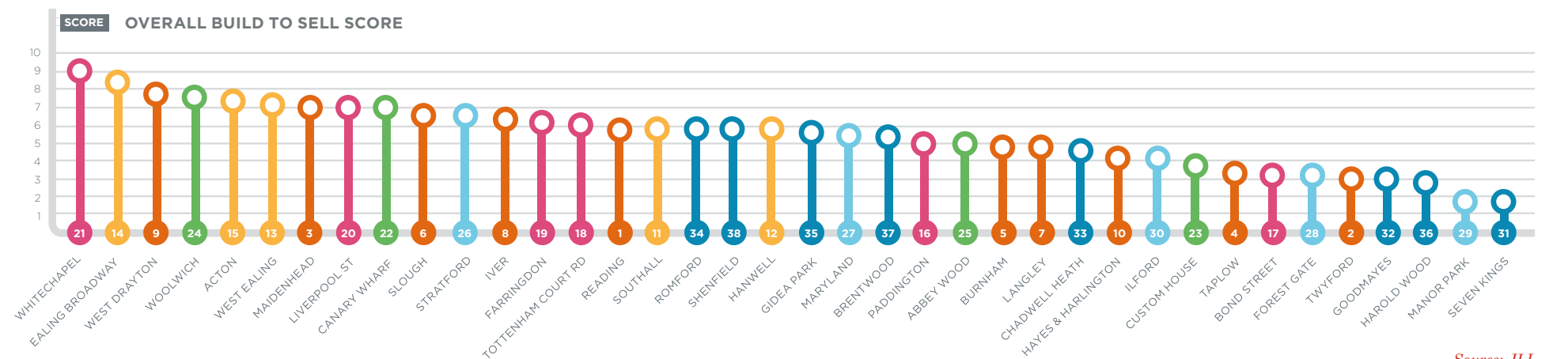
- The diagram opposite shows the stations around which we forecast the greatest house price growth over the period end-2014 to end-2020.
- The overall price growth forecast combines a base forecast, the broad regeneration impact and the direct Crossrail influence.
- Whitechapel, Woolwich and West Drayton are expected to see the highest price growth.
- To put these forecasts into context, we are expecting Greater London prices to rise by 36% during this period.



Source: JLL

DEVELOP TO SELL PREFERENCES

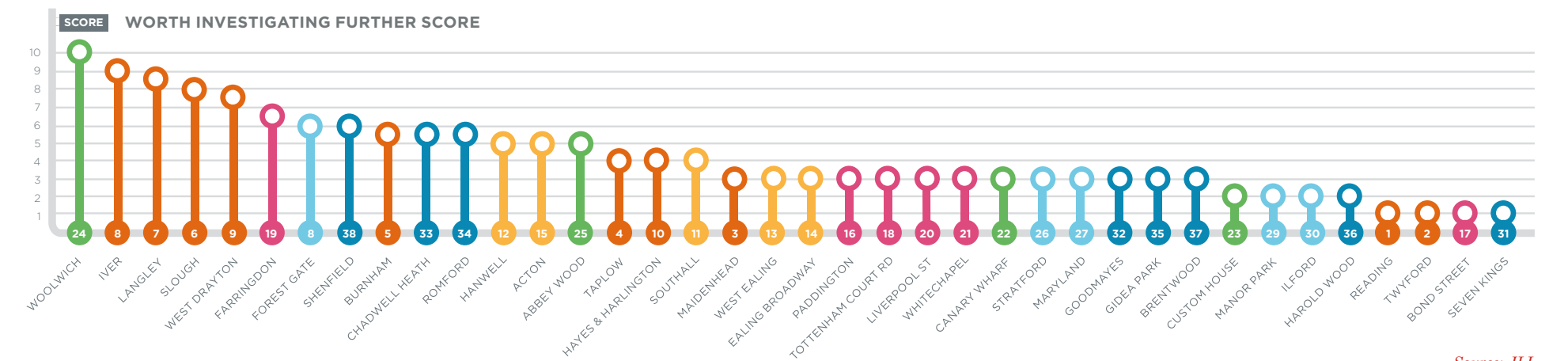
- The desirability to develop, the opportunity to build, the development risk and the projected price growth all contribute to the overall develop to sell score.
- Highest on the list of places to develop for sale are Whitechapel, Ealing Broadway and West Drayton.



Source: JLL

WORTH INVESTIGATING FURTHER

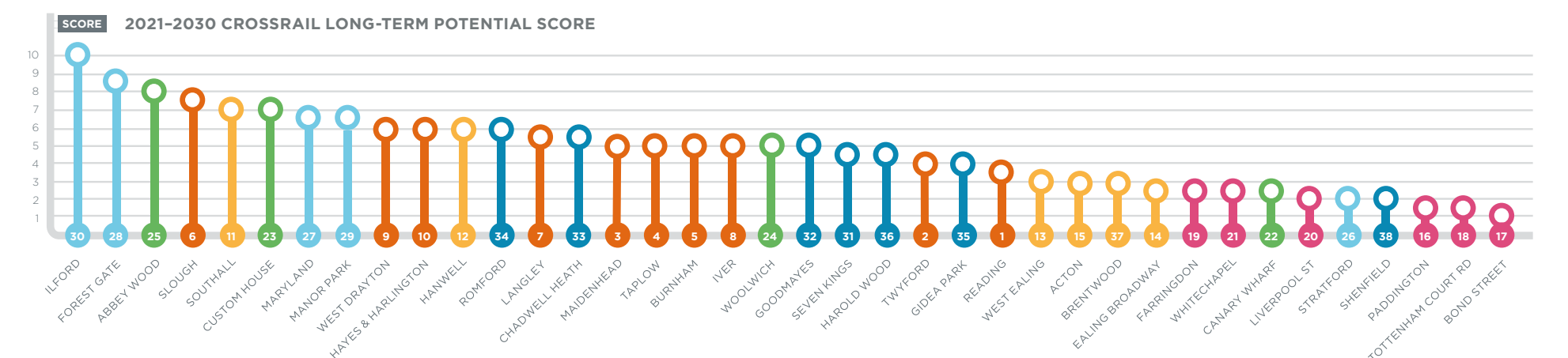
- Some Crossrail locations may not immediately appeal to certain developers, have already attracted significant interest or appear to offer very little development opportunity.
- Woolwich, Iver, Langley, Slough and West Drayton are areas worth another look.
- Woolwich, for example, may not immediately appeal to several developers because values are too low, especially away from the river, and there is already plenty of development activity. But a combination of shorter journey times, quality residential development and improved town centre aesthetics have the potential to significantly upgrade this location and raise residential values.



Source: JLL

LONG-TERM POTENTIAL

- Several of the locations identified as main beneficiaries of Crossrail in our research have already seen considerable land purchases and price growth.
- However, some destinations, in our opinion, offer longer-term, more opportunistic potential, but inevitably carry greater risk. They also require significant placemaking investment.
- Ilford, for example, is located close to central London, has a busy high street with the station central and has the potential for significant regeneration and gentrification, but it may not materialise. The Berkeley scheme at Southall has the potential to transform and upgrade the area, but there are obstacles to overcome and even then it is likely to take some time to evolve.



Source: JLL

RESEARCH NOTES

Research parameters

The period up to the end of 2020 is the main analysis timeframe. Only the area within a 750m radius of each Crossrail station has been analysed and we have principally considered the travelling of commuters.

In our research analysis we have assigned scores of 0-10 for various characteristics. The scores are subjective but are based upon JLL research and knowledge of each Crossrail location. While our research also applies to existing residential property, it principally considers new development opportunities of schemes of 30 or more units for private sale or for private rent to professional workers.

Travel information

The first Crossrail trains will run through the Central Section in late-2018 with the full service becoming operational in late-2019. The only

completely new sections will be the Central Section and the South Eastern Section. On Western and North Eastern Sections, Crossrail trains will run on existing tracks and replace the stopping services only. Fast train services from Reading and Shenfield, and some intermediate stations, will continue to be operated by First Great Western and Abellio Greater Anglia respectively.

There is perhaps a misconception regarding the time and journey saving benefits of Crossrail. The main savings will come via the Central Section with minimal benefit for mainline train travellers going no further than Paddington from the west or Liverpool Street from the east.

The principal journey time benefits of Crossrail will be for those travelling on from their main termini to the key employment hubs. Those travelling in to the West End, City and Canary

Wharf from the South Eastern Section will benefit most, followed by those alighting at the West End, City or Canary Wharf from the Western Section via Paddington.

Some people travelling from the North Eastern Section will work in the City and will therefore not benefit from the Central Section while those travelling to the West End and Canary Wharf will benefit but not by as much as those from the Western and South Eastern Sections.

A further factor is the frequency of Crossrail trains and how this compares with current services. Many locations in the Western Section will only see four Crossrail trains an hour during peak times while North Eastern and South Eastern Sections will have 12 trains per hour. The Central Section will see 24 trains per hour.



INTERACTIVE WEBTOOL

Please visit our dedicated website where the full version of our research and an interactive webtool can be found.

jll.co.uk/residential-crossrail

KEY CONTACTS

With over 300 professionals operating from a comprehensive network of UK regional offices, the Residential team at JLL is the most comprehensive full service advisor in the market.



This is our New Residential Thinking. Join the discussion on twitter #Crossrail / @NeilChegwidden / @Adam_Challis / @JLLUKResi



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