

**BOSTON SQUARE
SENSORY PARK,
PROPERTY VALUATIONS**
Average values for 5
bedroom semi-detached house

	Location 1 'On park'	Location 2 'Off park'	Location 3 'In area'
	Boston Square	Northgate	Cliff Terrace
Average value	£231,667	£216,667	£216,667
Value indexed	107	100	100
Premium for being on/off park	7%	0%	



Parts of the park are gravel, shingle and planting appropriate to the coastal location

All the experts spoken to felt that the impact of Sensory Gardens is localised to the properties found directly on the square and all said that they would mention the gardens in the marketing of those properties.

The commercial property market

Several guest houses and holiday homes look out over Boston Square Sensory Park. Most of them now mention the garden in their advertising. Armando Guardado has run the Miramar Guest House on the north side of the square for 10 years.

'Obviously, it's a big improvement. It's created a talking point for this part of the town. From my point of view, I see people coming and having a look at the square, and it helps to advertise my business. I get a lot more passing trade. They say, 'We saw your place when we came to see the square'. The mood for making improvements is spreading', says Guardado. 'Appearances are everything... people are now trying to do more with their properties to stay in keeping with the square'

Not long after the square was completed, the dilapidated Garden House Hotel was purchased by a local building company and extensively refurbished to a high standard as flats. Now known simply as Garden House, the building completes the view of the square from the seafront.

Local property experts believe the improvements to the square were instrumental in encouraging the redevelopment, as the building had stood empty for over a decade.

Jill Cairns of Birds Estate Agents in the town centre has no doubts about the square's value. 'If the square hadn't happened I don't think Garden House would have been converted to that high a standard, or for the market it's aimed at,' she explains.