



# FITZROVIA HOUSE

153-157 CLEVELAND ST, FITZROVIA,  
LONDON W1T 6QW

FREEHOLD CORNER BUILDING FOR SALE –  
CLASS E

RESIDENTIAL CONVERSION APPROVED |  
SUITABLE FOR MEDICAL USE

RIB

ROBERT IRVING BURNS

# EXECUTIVE SUMMARY

- A rare opportunity to acquire a prominent corner freehold commercial building extending to approximately 8,500 sq ft (NIA) arranged over lower ground, ground and four upper floors.
- The property currently generates short-term rental income from two tenants.
- Attractive to investors, developers and owner-occupiers, with potential to reposition the asset depending on end-use strategy.
- 3/4 car spaces at basement level park is sold off on a long lease.
- Prior approval granted for conversion to 15 residential units extending to 8,077 sqft (NSA).
- Exceptionally located in Fitzrovia with excellent connectivity and strong local amenity provision.
- Suitable for a Medical Building under Class E.



# DESCRIPTION

Fitzrovia House comprises a six-storey corner building at the junction of Cleveland Street and Greenwell Street. The property provides flexible Class-E accommodation over lower ground to fourth floors, served by a 7-person passenger lift.

Typical floorplates are approximately 1,400 sq ft. (NIA), with natural light from three sides.

The property is currently occupied by two short-term office tenants and the asset presents significant repositioning potential, with permitted development consented for conversion to 15 units.



# ACCOMMODATION & TENANCY SCHEDULE

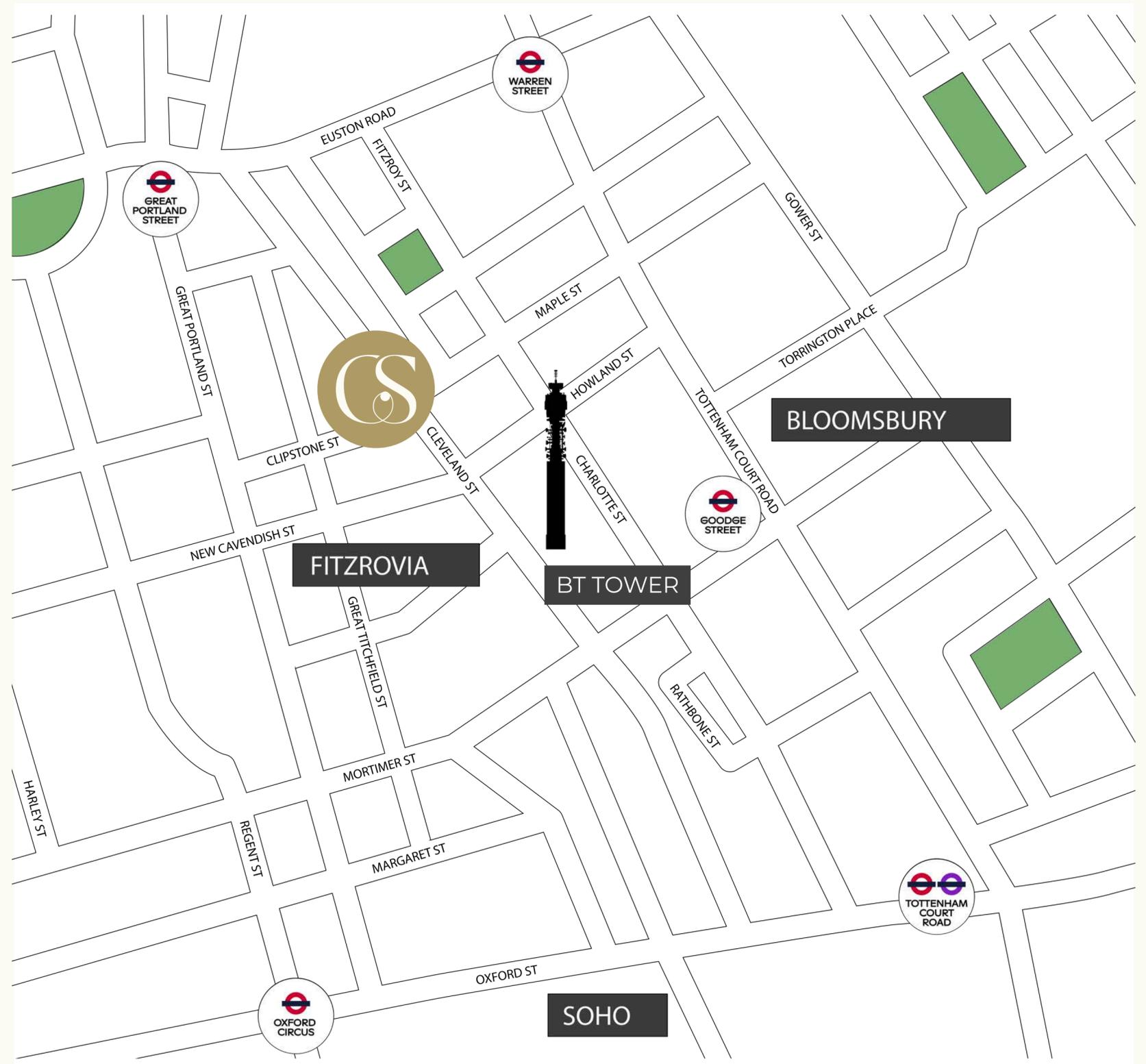
Floor	Tenancy	Term	Sq Ft (NIA)	Sq M (NIA)	Rent pa	Notes
Basement	Vacant	N/A	1384	129		
Ground	Vacant	N/A	779	72		
1st floor	Vacant	N/A	1700	158		
2nd floor	Producers Alliance for Cinema & Television	Expiry date: 14/11/2026	1498	139	£96,432	Outside the Landlord & Tenant Act 1954
3rd floor	Vacant	N/A	1629	151		
4th floor	Arthur G Mead Limited	Expiry date: 09/08/2030 with a 6-month rolling break clause	1510	140	£86,250	Outside the Landlord & Tenant Act 1954
			<b>8500</b>	<b>790</b>	<b>£182,682</b>	

# LOCATION

Fitzrovia House is located on Cleveland Street in the heart of Fitzrovia, one of Central London's most desirable mixed-use districts, positioned between Soho, Bloomsbury and Marylebone. The area is a well-established commercial and residential hub, home to a diverse mix of creative, media, technology and professional occupiers, supported by an excellent range of cafés, restaurants, hotels and retail amenities.

Recent regeneration and landmark developments, including the proposed conversion of the BT Tower into a luxury hotel, have further enhanced Fitzrovia's profile.

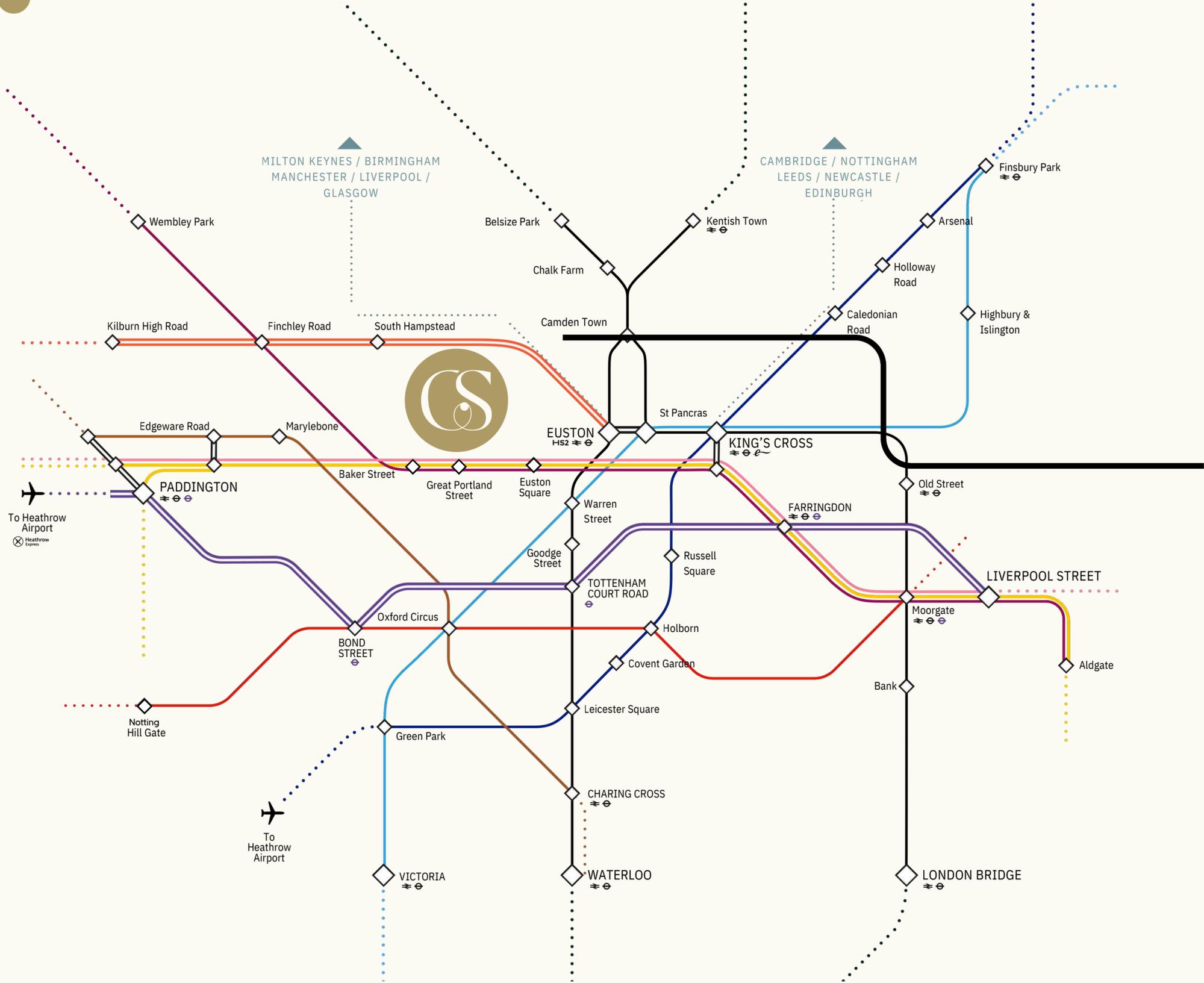
The property benefits from strong transport links, with Warren Street, Goodge Street and Great Portland Street underground stations all within walking distance, as well as Tottenham Court Road and the Elizabeth Line nearby.



# CONNECTIVITY

153–157 Cleveland Street is positioned in the heart of Fitzrovia, one of Central London’s most connected neighborhoods. Within a short walk are Tottenham Court Road, Goodge Street and Warren Street stations, providing access to the Elizabeth, Central, Northern, Victoria and Metropolitan lines.

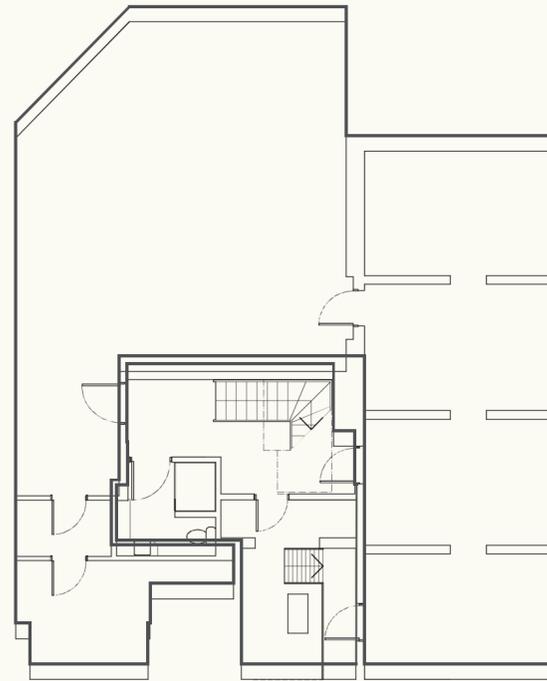
This prime location offers fast connections across the West End, City, King’s Cross and Canary Wharf, while major bus routes and cycle links place the entire capital within easy reach, with Soho, Bloomsbury and Marylebone all close by.



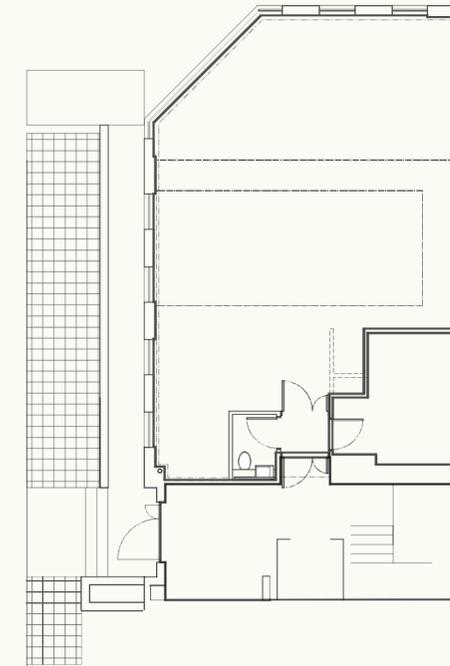
## WALKING TIMES TO STATIONS

- Great Portland Street
2 mins (0.1 mile)
- Warren Street
5 mins (0.2 mile)
- Goodge Street
11 mins (0.5 mile)

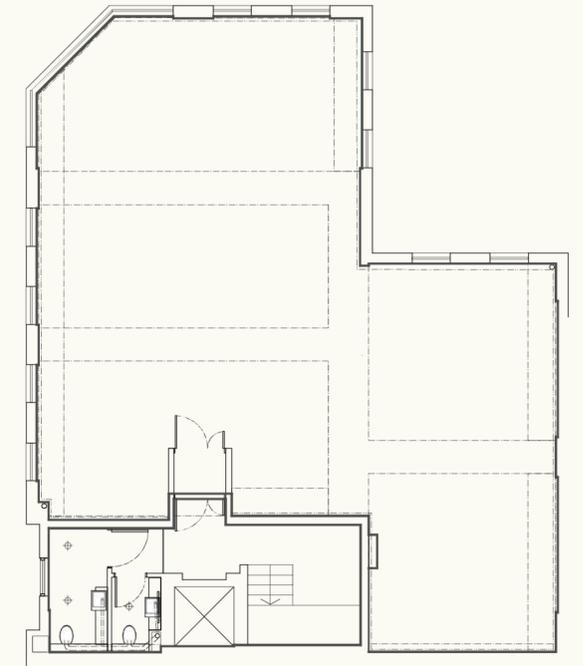
# EXISTING FLOOR PLANS



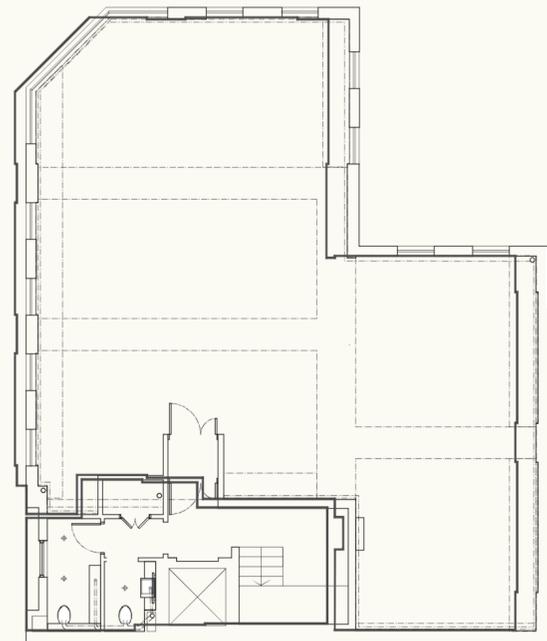
LOWER GROUND FLOOR



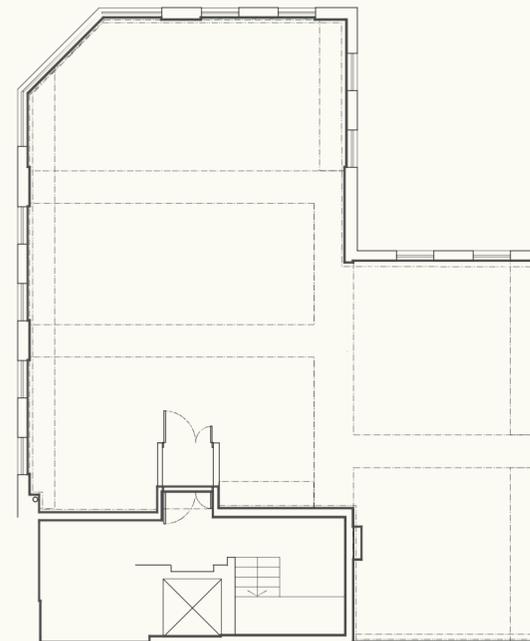
GROUND FLOOR



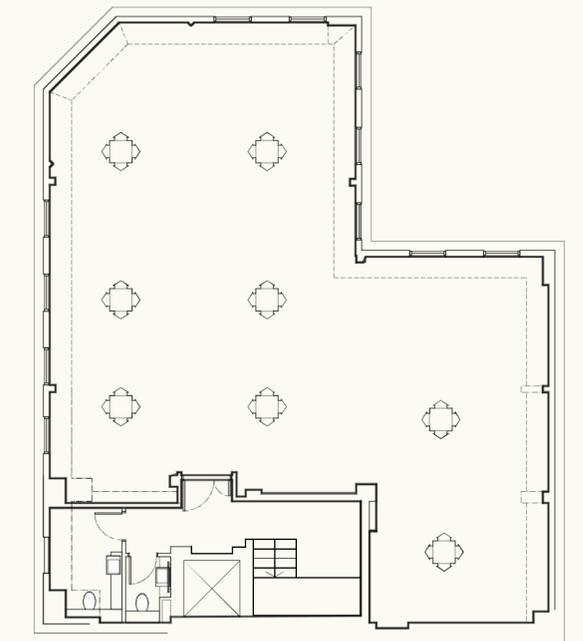
FIRST FLOOR



SECOND FLOOR

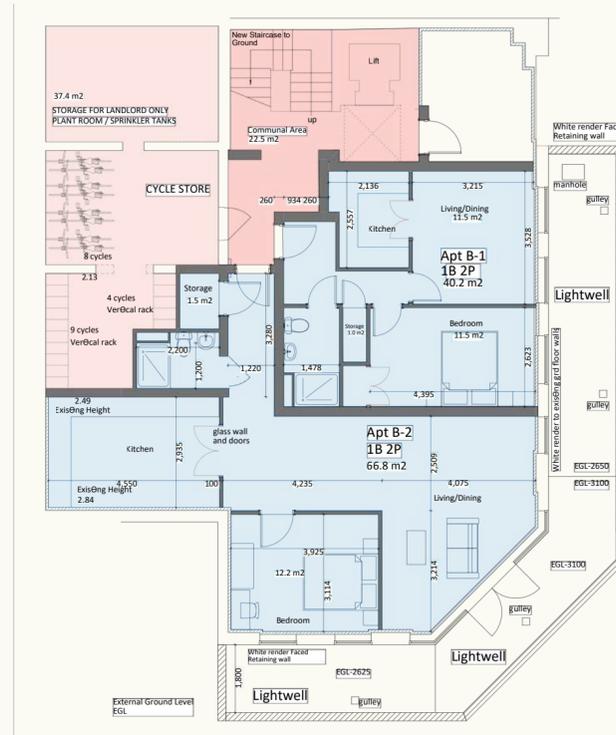


THIRD FLOOR

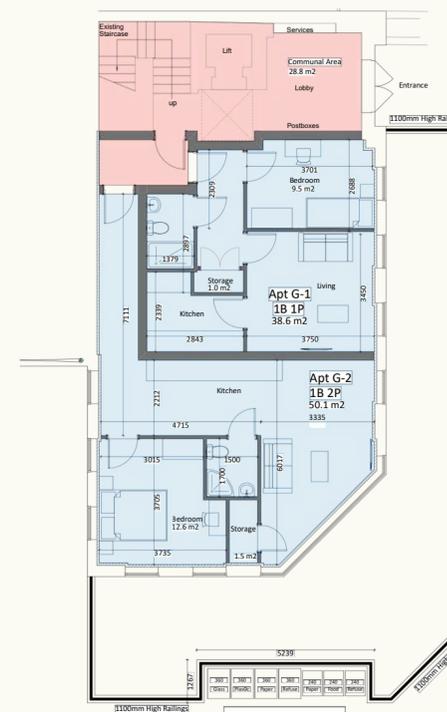


FOURTH FLOOR

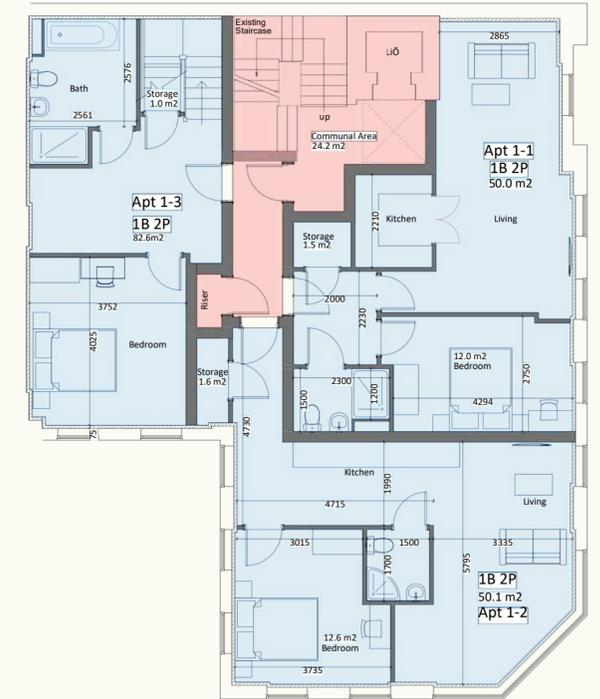
# PROPOSED FLOORPLANS



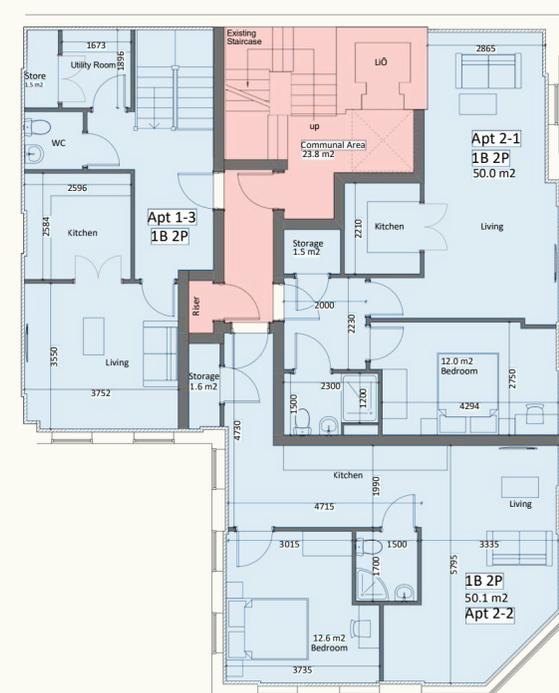
OPT 4 BASEMENT PLAN



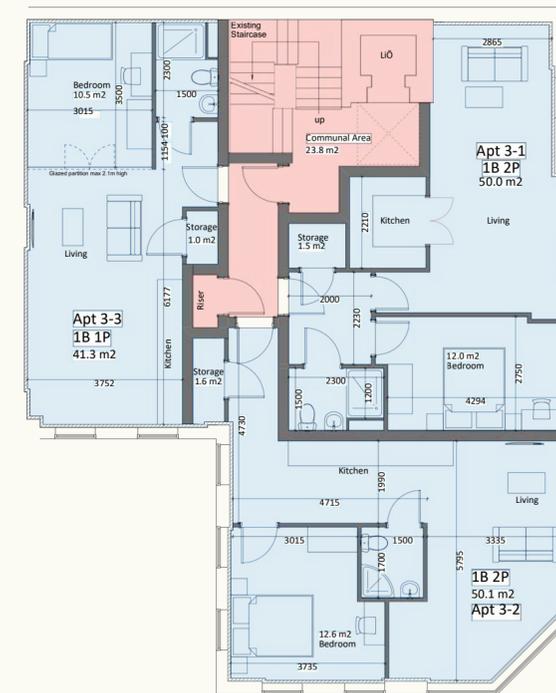
PD GROUND FLOOR PLAN



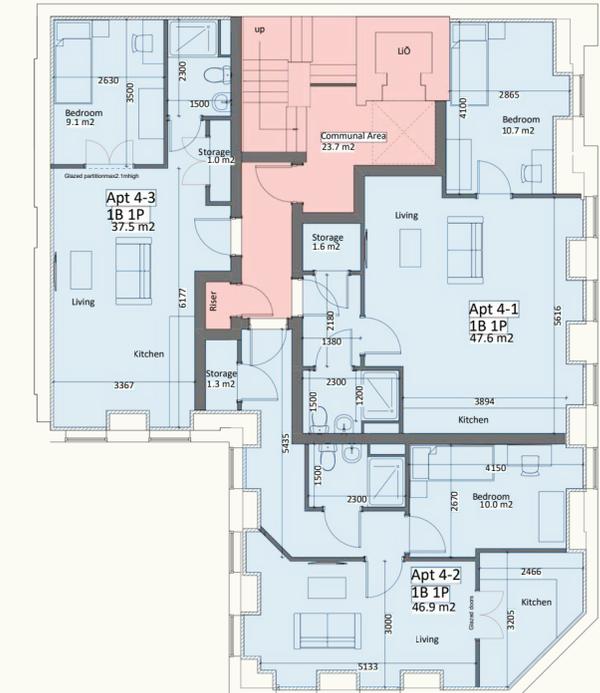
PD FIRST FLOOR PLAN



PD SECOND FLOOR PLAN



PD THIRD FLOOR PLAN



PD FOURTH FLOOR PLAN

# PRIOR APPROVAL PERMITTED DEVELOPMENT

Prior approval granted to convert the office space into 15 apartments.

Floor	Apartment	Beds / Persons	Sqft (NSA)	Sqm (NSA)
LG	Apt B-1	1B / 2P	433	40
LG	Apt B-2	1B / 2P	719	67
G	Apt G-1	1B / 1P	414	39
G	Apt G-2	1B / 2P	538	50
1	Apt 1-1	1B / 2P	537	50
1	Apt 1-2	1B / 2P	538	50
1	Apt 1-3	1B / 2P	887	83
2	Apt 2-1	1B / 2P	537	50
2	Apt 2-2	1B / 2P	538	50
3	Apt 3-1	1B / 2P	537	50
3	Apt 3-2	1B / 2P	538	50
3	Apt 3-3	1B / 1P	443	41
4	Apt 4-1	1B / 1P	511	48
4	Apt 4-2	1B / 1P	504	47
4	Apt 4-3	1B / 1P	403	38
			<b>8077</b>	<b>753</b>

## PROPOSAL

£9,750,000 (Nine Million Seven Hundred And Fifty Thousand Pounds), subject to contract, for the benefit of the Freehold Interest.

## DATA ROOM

Access available on request.

## EPC

Available Upon Request

## TENURE

The asset is held Freehold, under Title Number: NGL326941.  
An element of the basement is sold off on a Long-Leasehold



Misrepresentation Act 1967.

These particulars are intended only to give a fair description of the property and do not form the basis of a contract or any part thereof. These descriptions and all other information are believed to be correct, but their accuracy is in no way guaranteed. February 2025

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## FOR FURTHER INFORMATION CONTACT:

**Damien Field**  
07956 125 543  
Damien@rib.co.uk

**Tino Antoniou**  
07943 744 534  
Tino@rib.co.uk

**Charlie Boyce**  
07990 045 479  
Charles.b@rib.co.uk

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