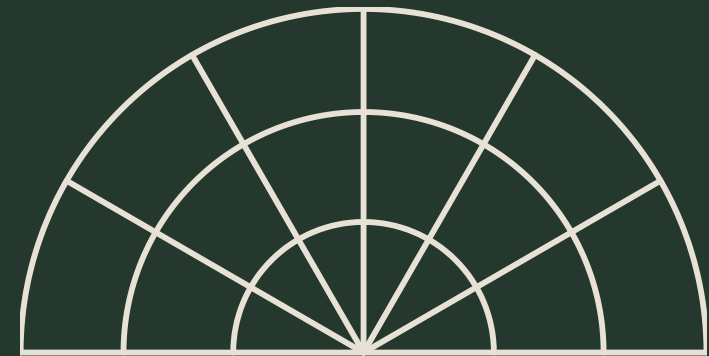




104

NEW KING'S ROAD

Parsons Green · London SW6 4LP

622.8 sq m | 6,703 sq ft (GIA)

Landmark corner office building for sale
with Vacant Possession

Freehold For Sale



Daniel Watney
Partnership

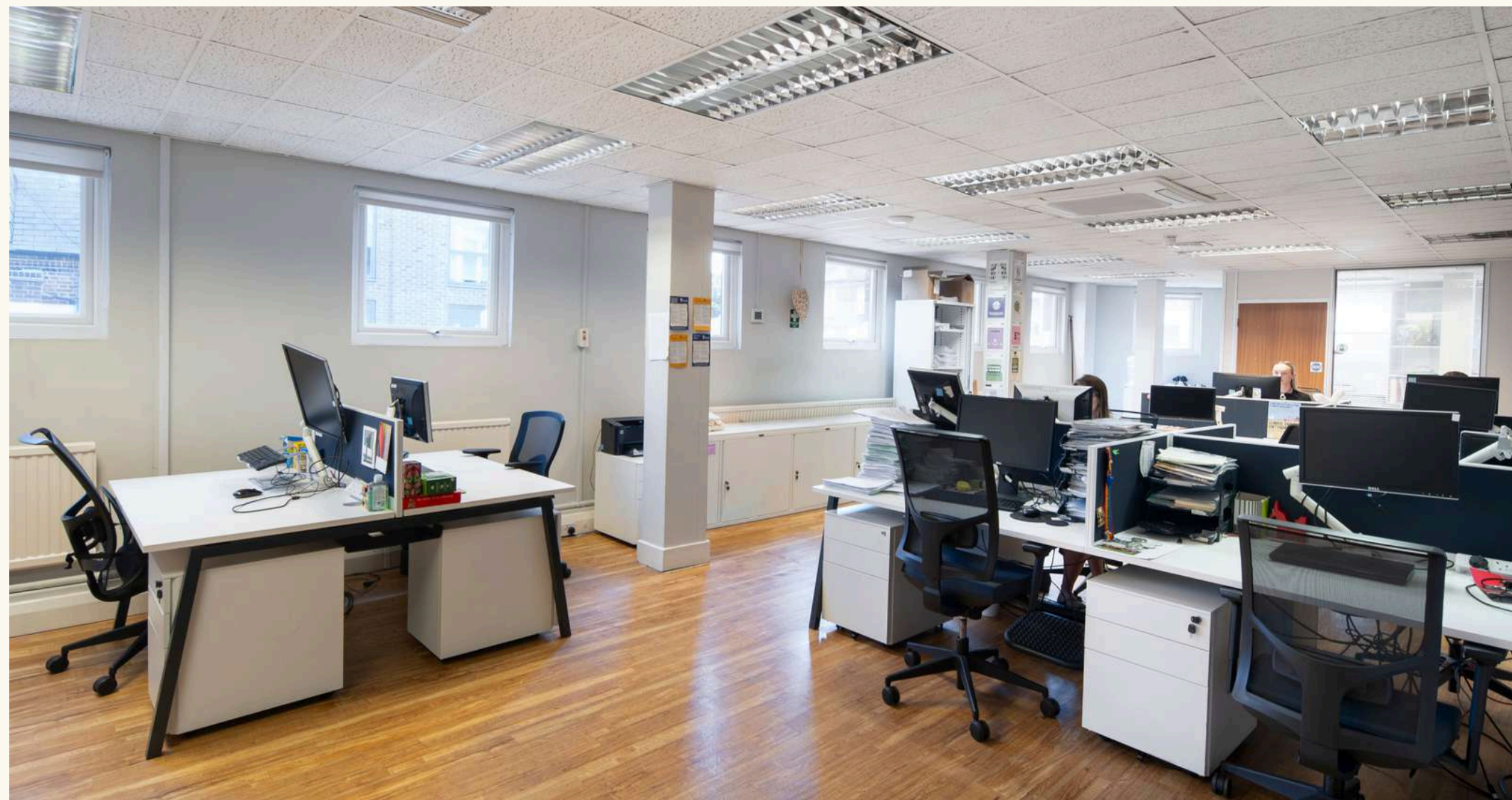
01 — THE BUILDING

A handsome building, in a prominent corner position.

Arranged over lower ground, ground and three upper floors the building presents bright, regular floorplates behind a period frontage, with good natural light to three elevations and a self-contained entrance directly off New King's Road.

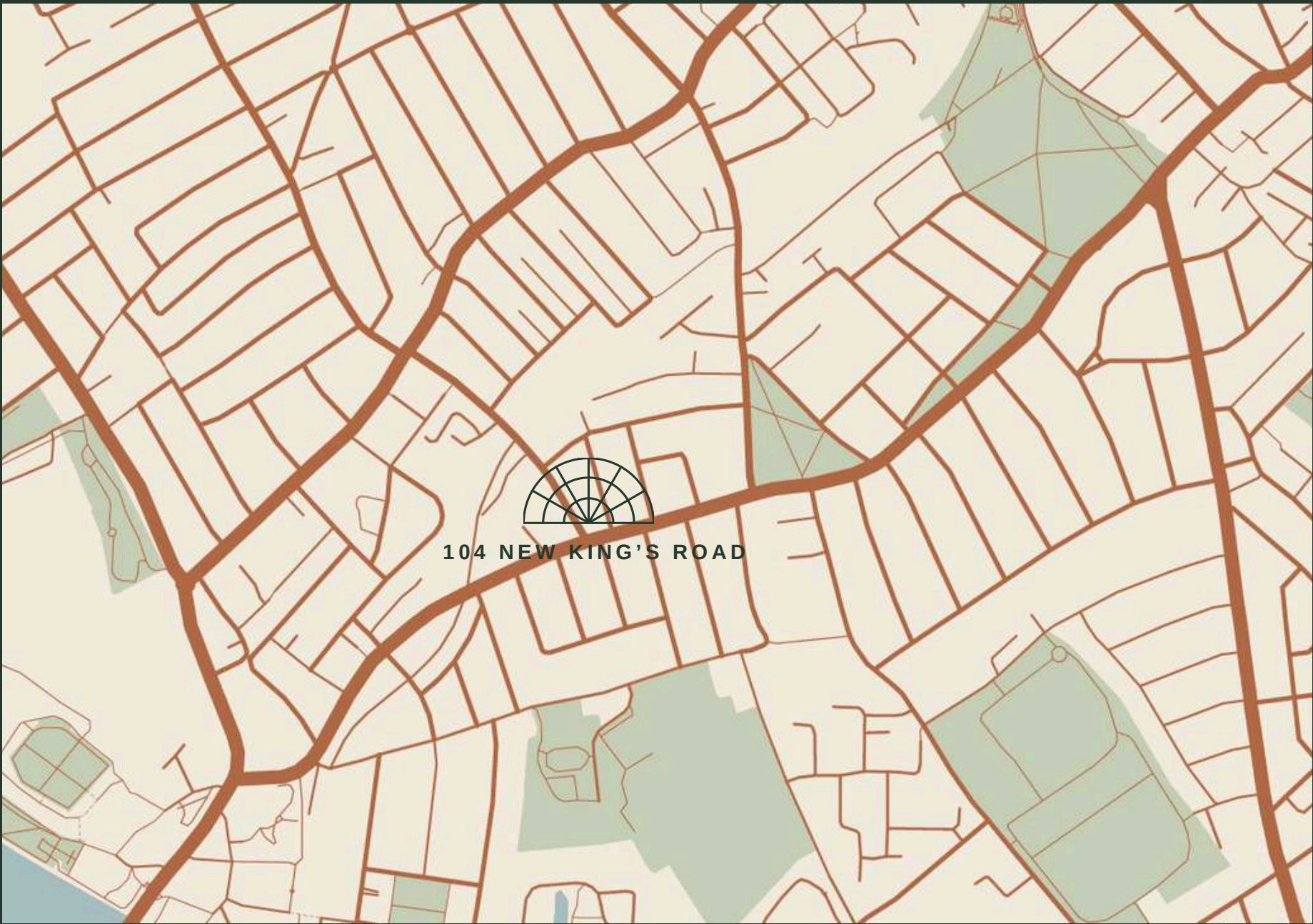
The building has historically been occupied as offices and the building offers an opportunity to refurbish for office use, suitable for both investment or owner occupiers, or conversion to residential.





02 — LOCATION

On the green edge of Fulham.



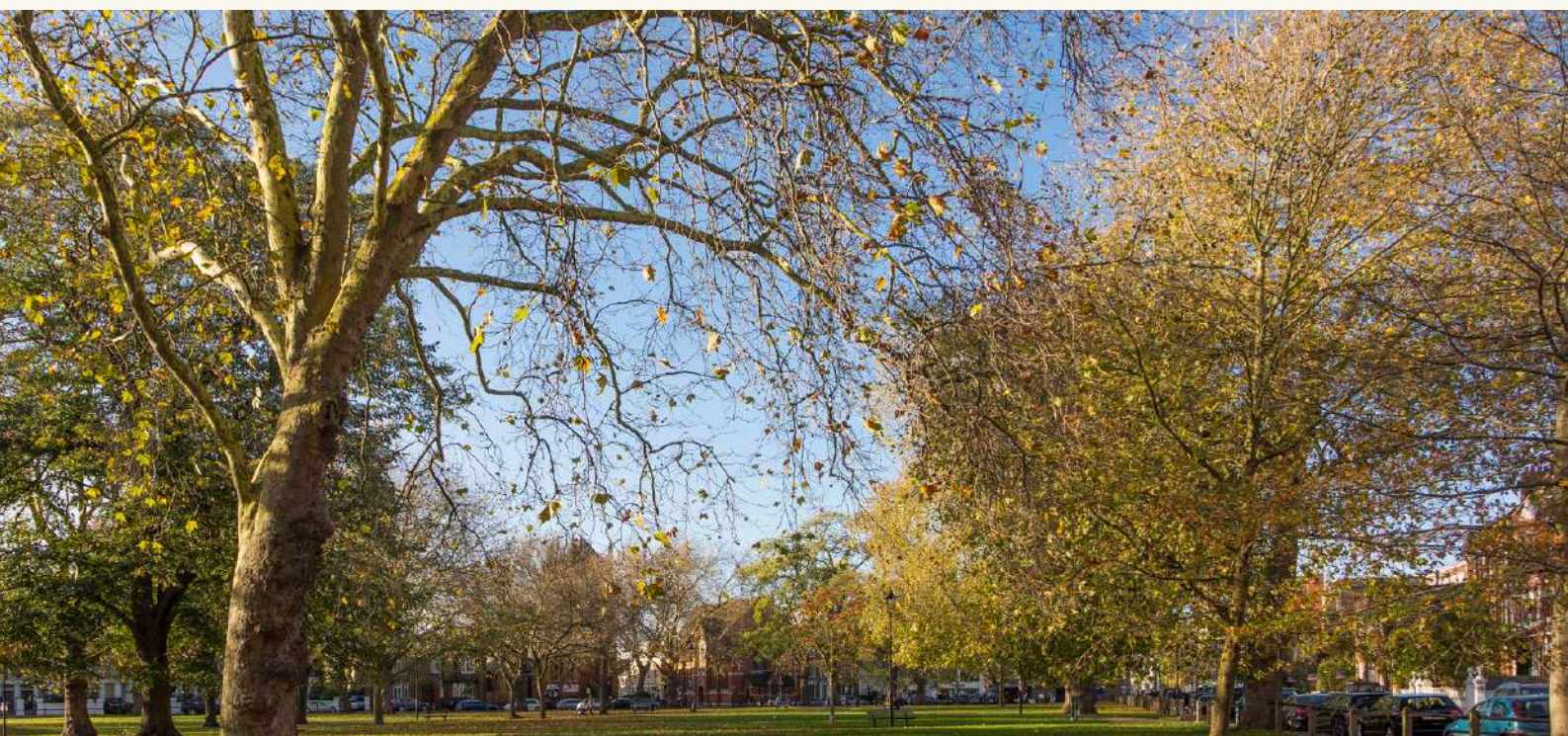
PARSONS GREEN · SW6

New King's Road runs along the southern edge of Parsons Green, a few minutes' walk from the District line and a short reach of the river. The address sits among independent shops, the green itself, and one of west London's most settled residential quarters.

The green, the White Horse, independent cafés and the King's Road retail pitch — all within a few minutes' walk.

CONNECTIONS

Parsons Green	5 mins	
Putney Bridge	7 mins	
Imperial Wharf	20 mins	
West End	35 mins	



03 — THE OPPORTUNITY

PARSONS GREEN · SW6

PLANNING

It lies within the London Borough of Hammersmith & Fulham.

The existing lawful use is Class E. The building is locally listed (a building of merit) but is not statutorily listed and sits outside any Conservation Area.

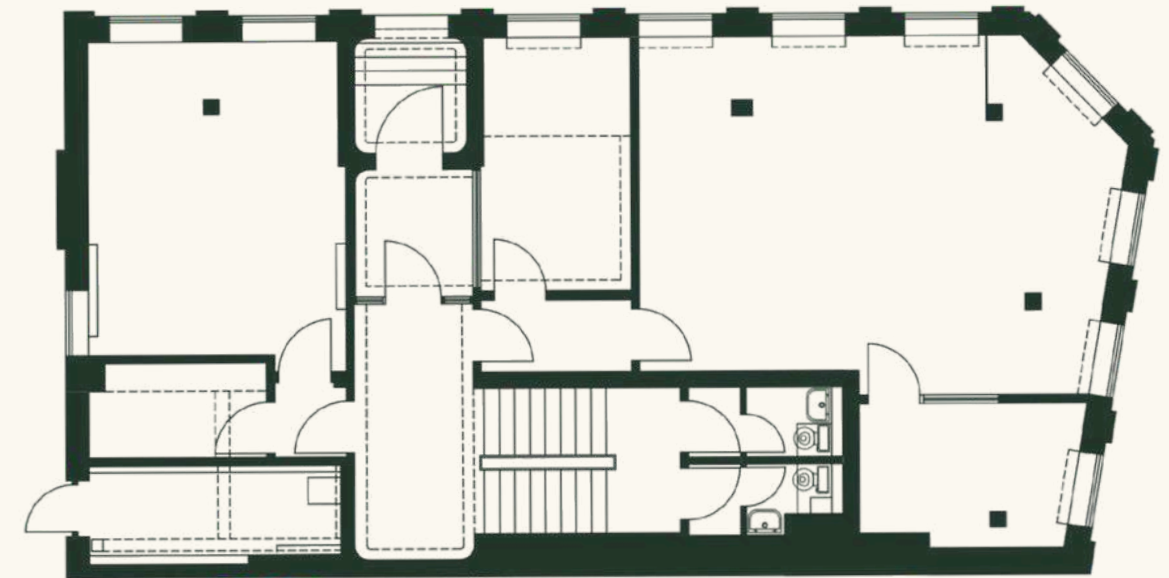
The property sits outside the Article 4 direction for change of use from office to residential, however sits inside the Article 4 direction relating to basement extensions.

AREA SCHEDULE

Floor	Gross Internal Area		Net Internal Area	
	sq m	sq ft	sq m	sq ft
3rd	104.3	1,122	86.3	929
2nd	129.7	1,396	107.3	1,155
1st	129.4	1,393	107.2	1,154
Grd	131.5	1,415	90.1	970
LG	128.0	1,377	105.0	1,130
TOTAL	622.8	6,703	495.9	5,338

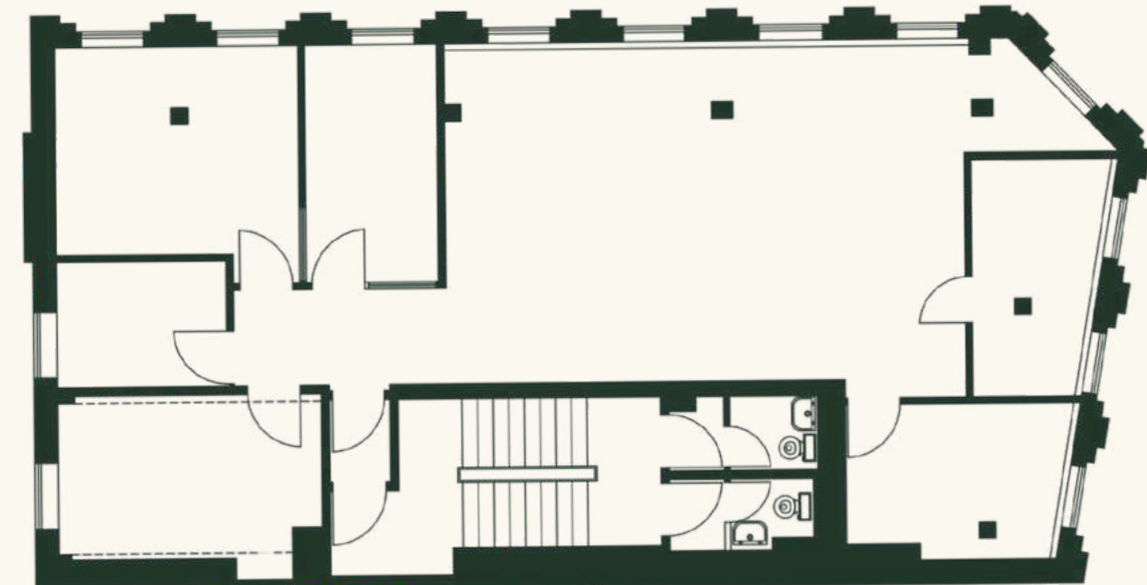
Ground Floor

Indicative only — not to scale



Typical Upper Floor

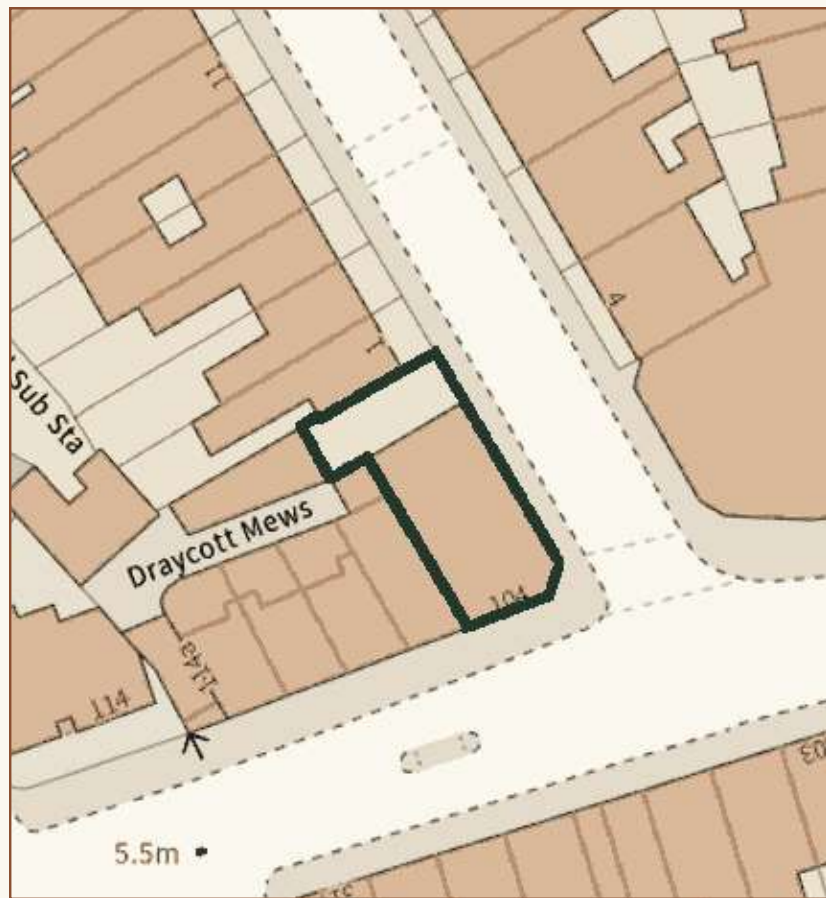
Indicative only — not to scale



04 — FURTHER INFORMATION

TENURE

The property is held Freehold (Title Number: SGL551497)



OFFERS

The property is for sale by way of an informal tender. The Vendor is inviting unconditional offers for the Freehold interest. Please note that the Vendor reserves the right not to accept the highest, nor any offer.

PRICE

On Application

VIEWINGS

To be arranged through the sole agents Daniel Watney LLP

DATA ROOM

Access to the data room, which contains further information, can be granted upon request.

PARSONS GREEN · SW6

ANTI-MONEY LAUNDERING

To comply with Anti-Money Laundering regulations, the successful bidder will be required to provide information to satisfy our standard compliance procedures.

VAT

We understand that the property is not elected for VAT.

EPC

D (98). Certificate available upon request.

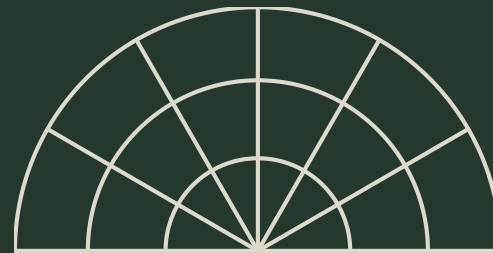
BUSINESS RATES

The estimated liability for 2026/2027 is £92,820. Please make your own enquiries to the Local Authority.

ENQUIRIES

104 New King's Road

For viewings and
further information.



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DW Daniel Watney
Partnership

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