



# FITZROVIA HOUSE

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

CENTRAL LONDON FREEHOLD CORNER  
BUILDING FOR SALE – CLASS E

PRIOR CONSENT FOR RESIDENTIAL  
CONVERSION

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.
- Prior approval granted for conversion to 15 residential units extending to 8,077 sqft (NSA). Permitted development application has been submitted to subdivide one unit to create a total of 16 apartments.
- The property has consent for enlarged windows allowing for an abundance of natural light and the creation of lightwells into the basement
- Located in the heart of Fitzrovia, W1 location, with excellent connectivity and strong local amenity provision.
- Suitable as a Medical Building under Class E.



# CGI IMAGES FOR THE PROPOSED DEVELOPMENT



# 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. The property also has air conditioning throughout (not tested).

Flexible floorplates, 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. An application has been submitted to sub-divide one of the units to create a total of 16 apartments.

Fitzrovia house has prior consent for conversion to Residential use. The building could also suite alternative uses, such as a medical facility.

The property has potential for an additional storey, where there is potential to create 2 penthouses, subject to planning.

The property benefits from planning for enlarged windows (Decision No. 2504848), and the creation of a lightwell (Decision No. 24/08909).





# ACCOMMODATION & TENANCY SCHEDULE

Floor	Tenancy	Term	Sq Ft (NIA)	Sq M (NIA)	Rent pa	Notes
Basement	Vacant	N/A	1,384	129	N/A	
Ground	Vacant	N/A	779	72	N/A	
1st floor	Vacant	N/A	1,700	158	N/A	
2nd floor	Producers Alliance for Cinema & Television	Expiry date: 14/11/2026	1,498	139	£96,432	Outside the Landlord & Tenant Act 1954
3rd floor	Vacant	N/A	1,629	151	N/A	
4th floor	Arthur G Mead Limited	Expiry date: 09/08/2030 with a 6-month rolling break clause	1,510	140	£86,250	Outside the Landlord & Tenant Act 1954
			<b>8,500</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.

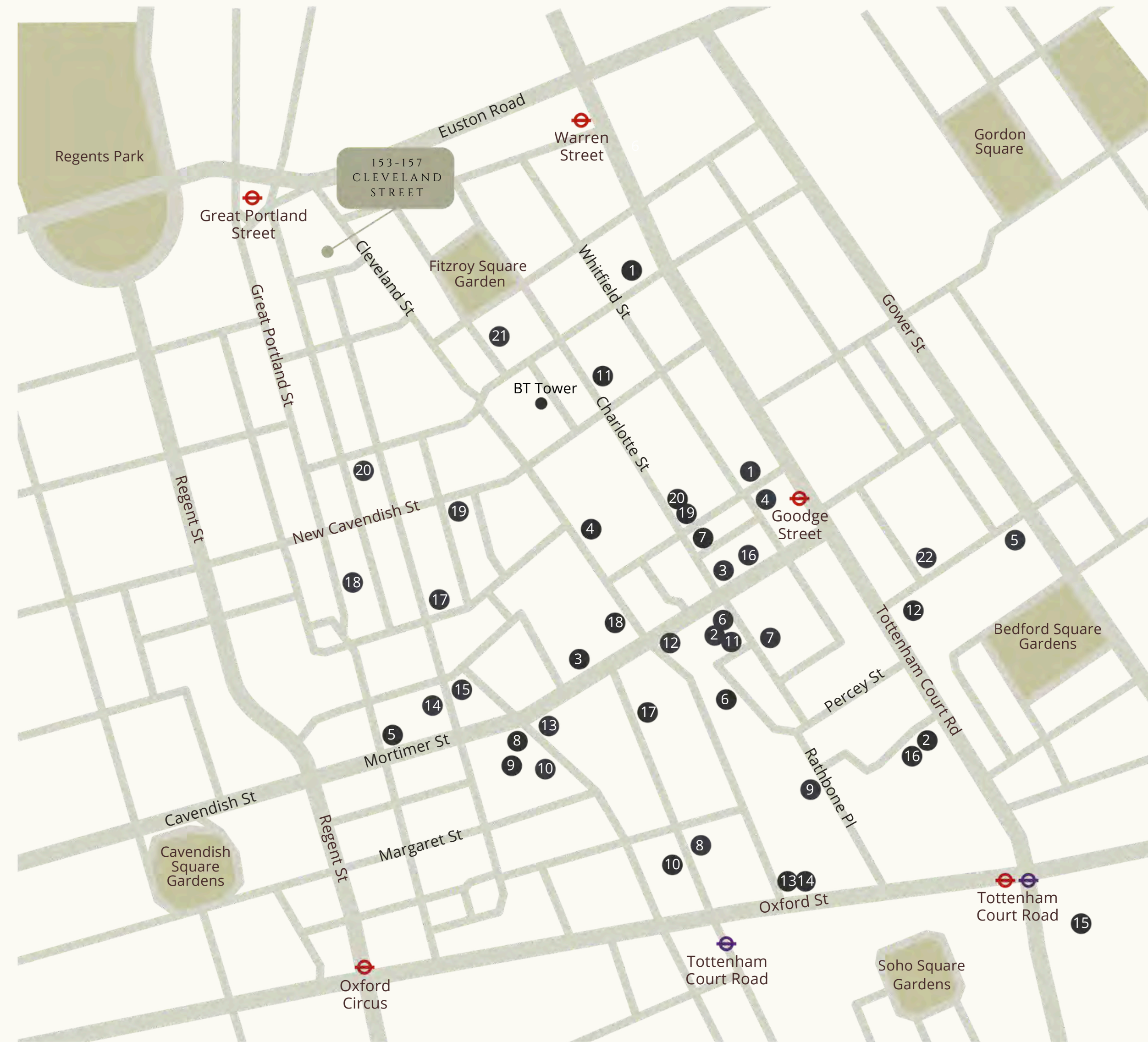
The property benefits from strong transport links, with Warren Street, Goodge Street and Great Portland Street underground stations all within walking distance, as well as Tottenham Court Road and the Elizabeth Line nearby.

## BARS & RESTAURANTS

- |  |   |
|--|---|
| 1. HIX's Street Food                       | 14. The Riding House Cafe                 |
| 2. Lantana Fitzrovia                       | 15. Kaffeine                              |
| 3. Blank Street Coffee                     | 16. Reverend J W Simpson                  |
| 4. The Penny Drop                          | 17. Attendant Coffee Roasters – Fitzrovia |
| 5. Store Street Espresso                   | 18. Sushi Atelier                         |
| 6. Six by Nico London                      | 19. Harris + Hoole                        |
| 7. Lisboeta                                | 20. The Lucky Pig Cocktail Bar            |
| 8. Berners Tavern                          | 21. Lore of the Land                      |
| 9. Circolo Popolare                        | 22. Honey & Co. Daily                     |
| 10. ROVI                                   |   |
| 11. ROKA Charlotte Street                  |   |
| 12. Mr Fogg's Botanical Tavern & Treehouse |   |
| 13. Mortimer House Kitchen                 |   |

## LOCAL OCCUPIERS

- |                            |                    |
|----------------------------|--------------------|
| 1. Facebook                | 6. G-Research      |
| 2. Estee Lauder            | 7. Arup            |
| 3. Boston Consulting Group | 8. Make Architects |
| 4. Take-Two Interactive    | 9. Heineken        |
| 5. Apollo                  | 10. Motorway       |
|                            | 11. Netflix        |



# FITZROVIA



Lore of the Land



Sixes Social Cricket



Caravan



BT Tower

# 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.

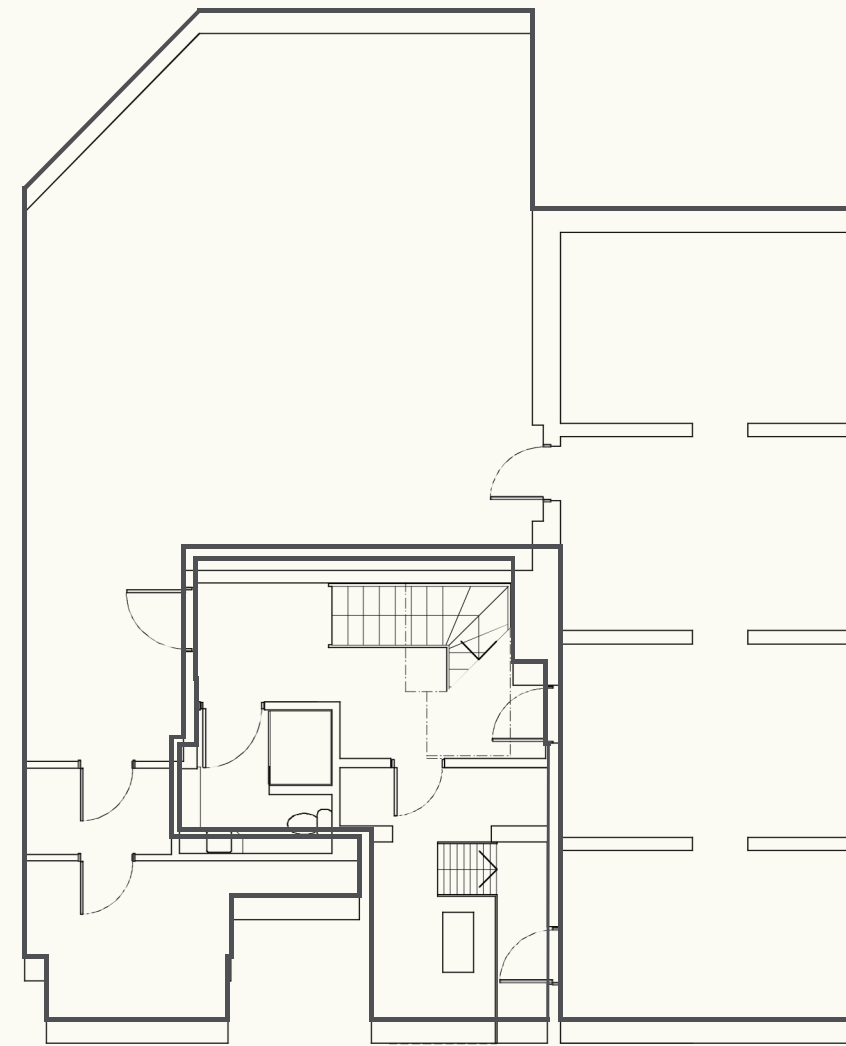
This prime location offers fast connections across the West End, City, King's Cross and Canary Wharf, while major bus routes and cycle links place the entire capital within easy reach, with Soho, Bloomsbury and Marylebone all close by.



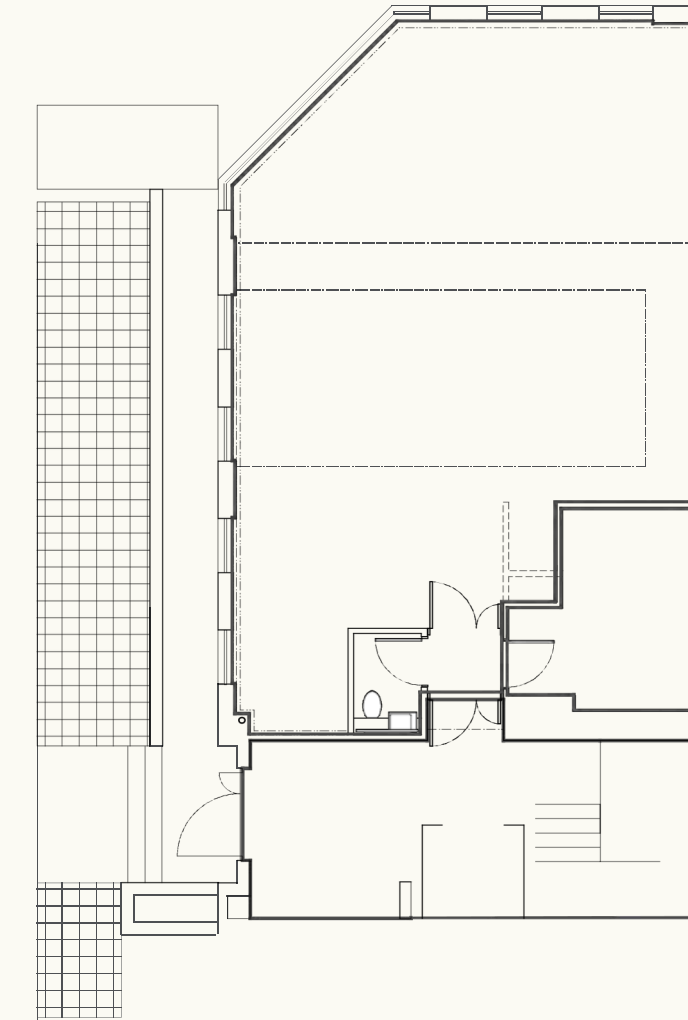
## WALKING TIMES TO STATIONS

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

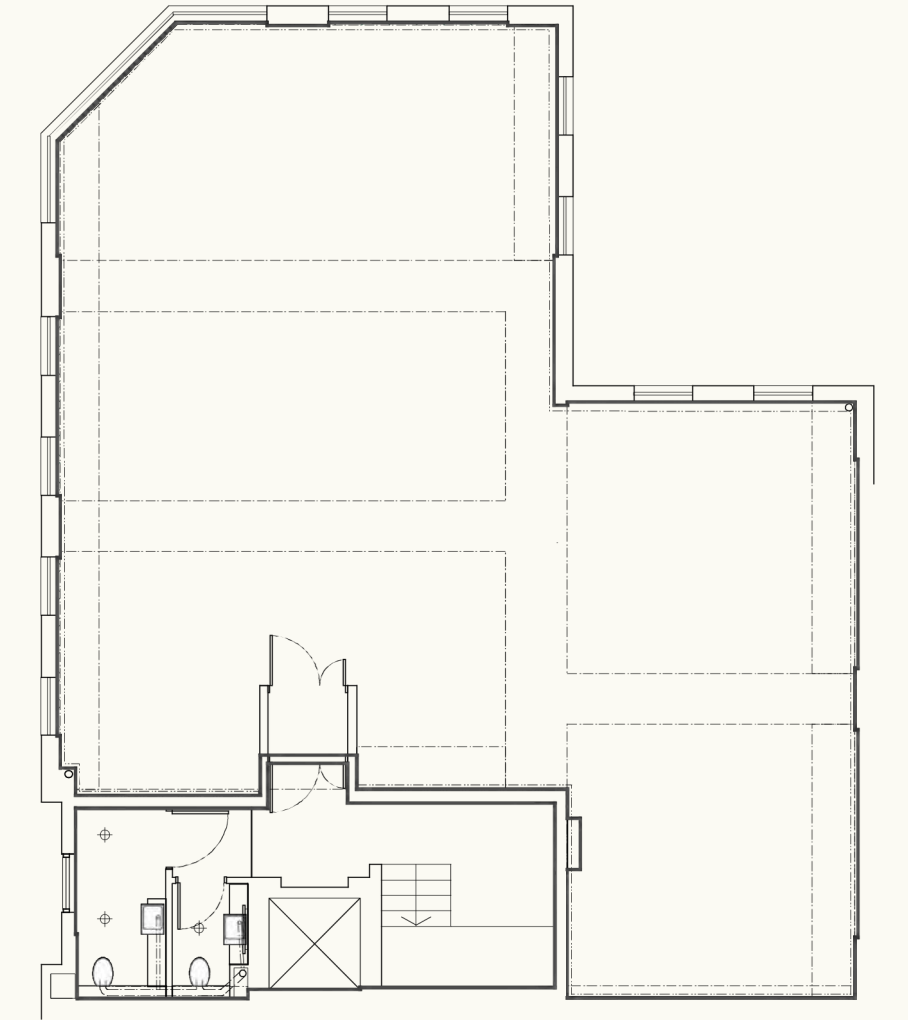
# EXISTING FLOOR PLANS



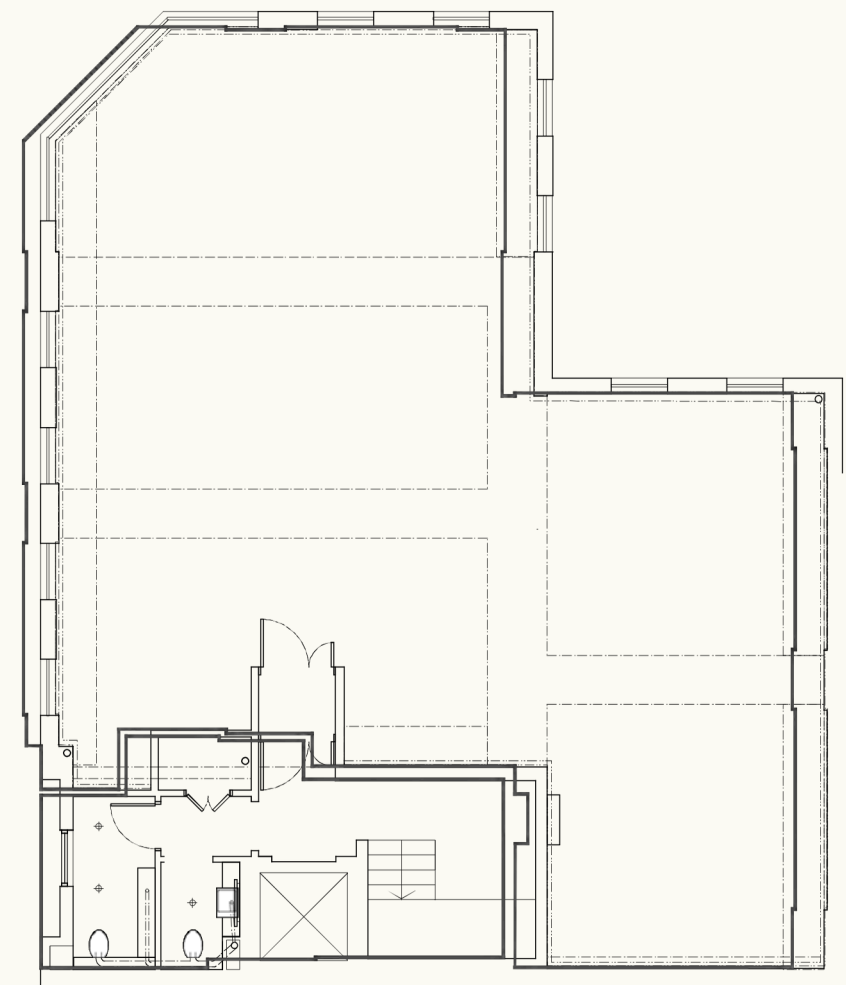
LOWER GROUND FLOOR



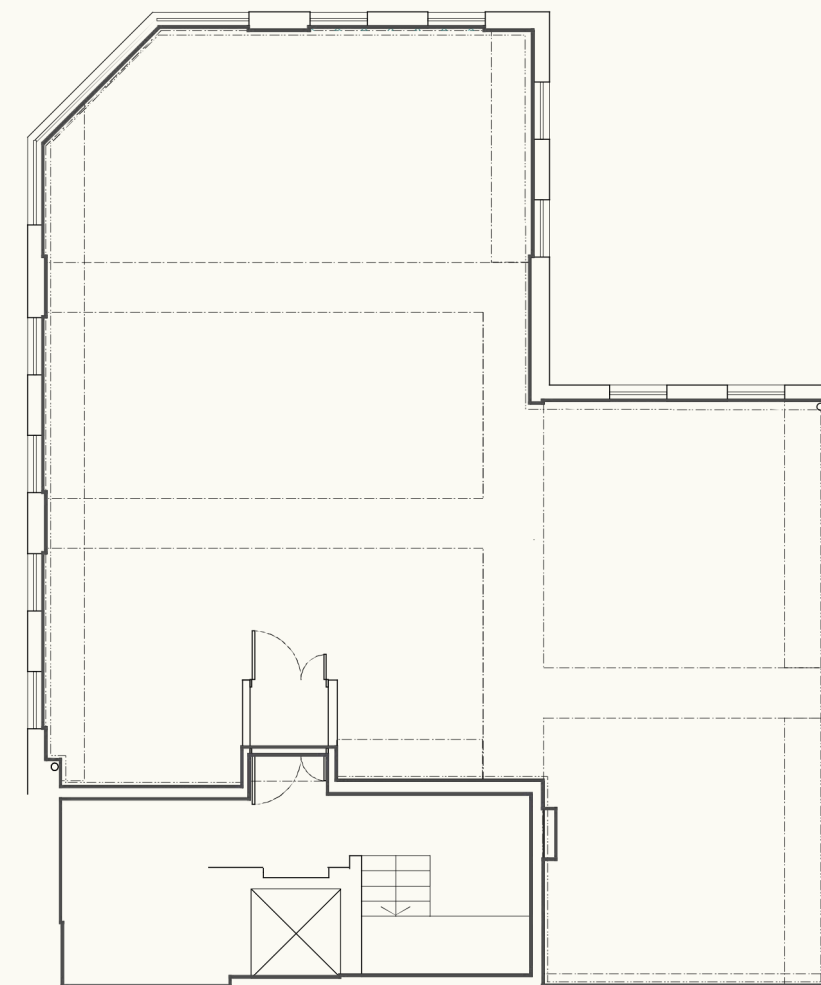
GROUND FLOOR



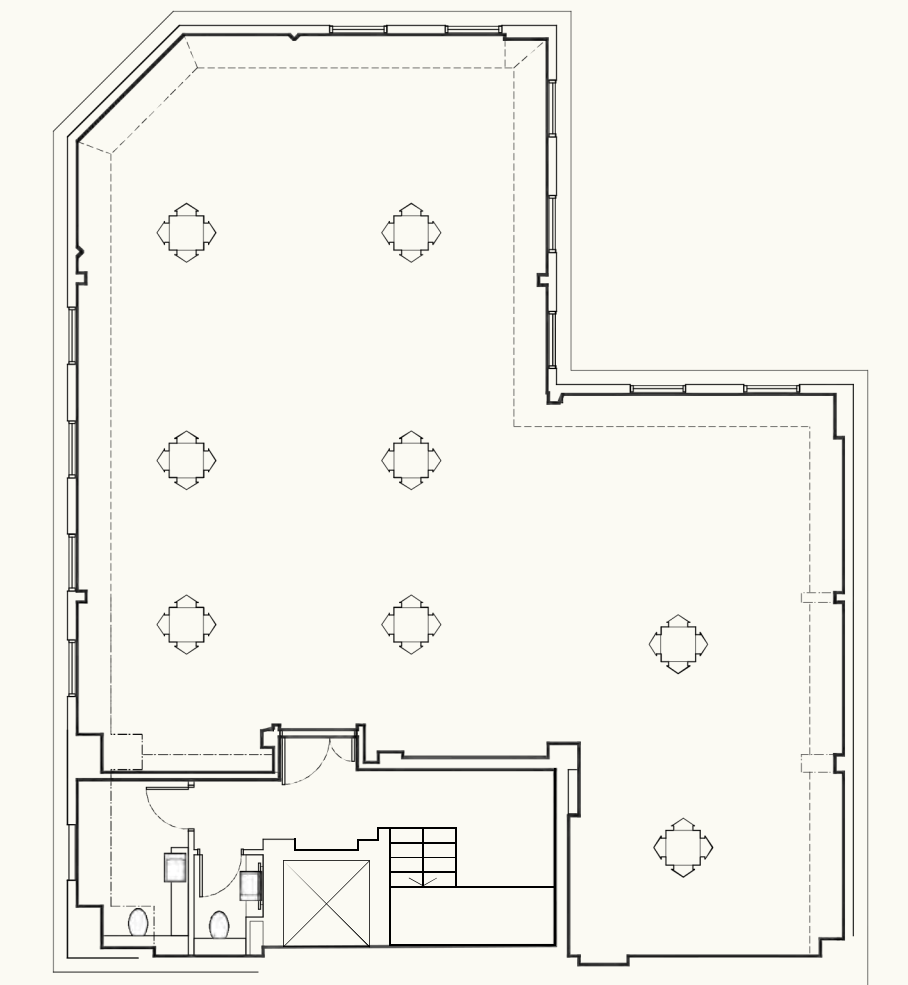
FIRST FLOOR



SECOND FLOOR

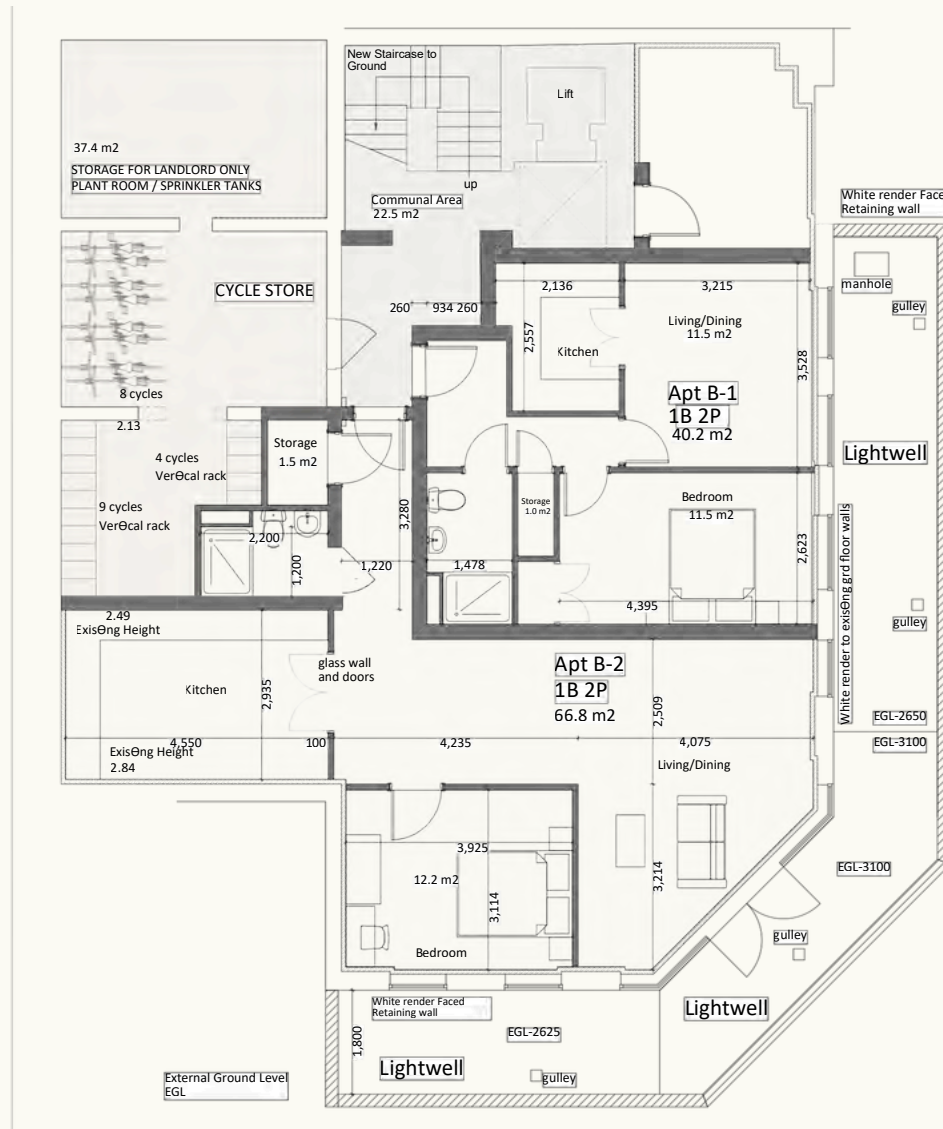


THIRD FLOOR

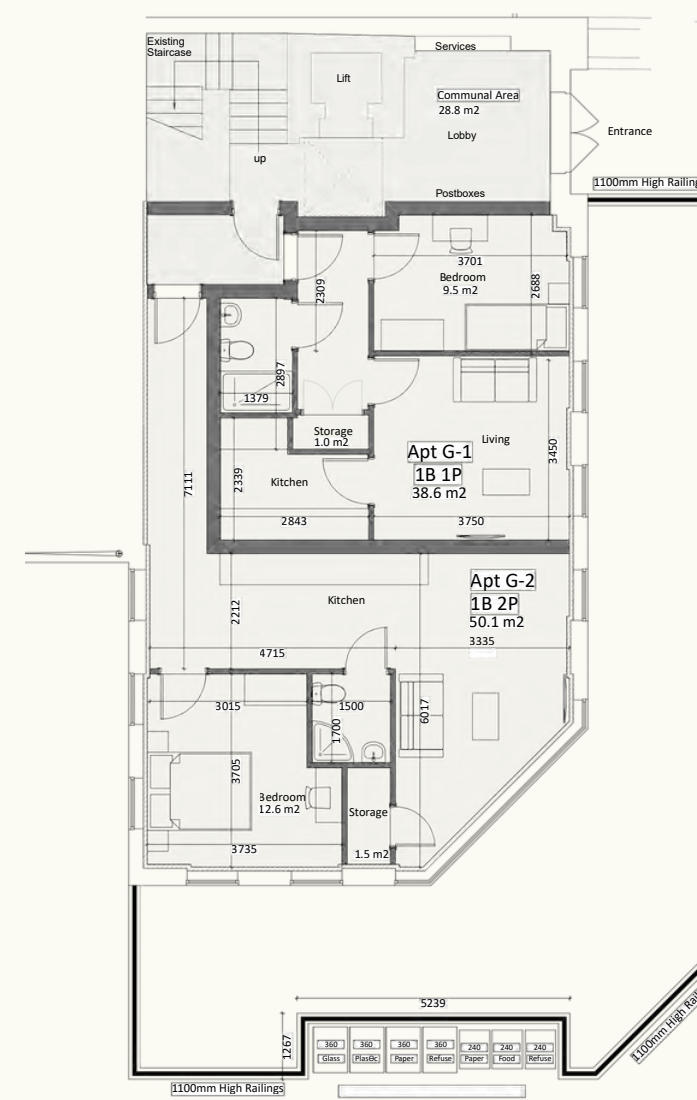


FOURTH FLOOR

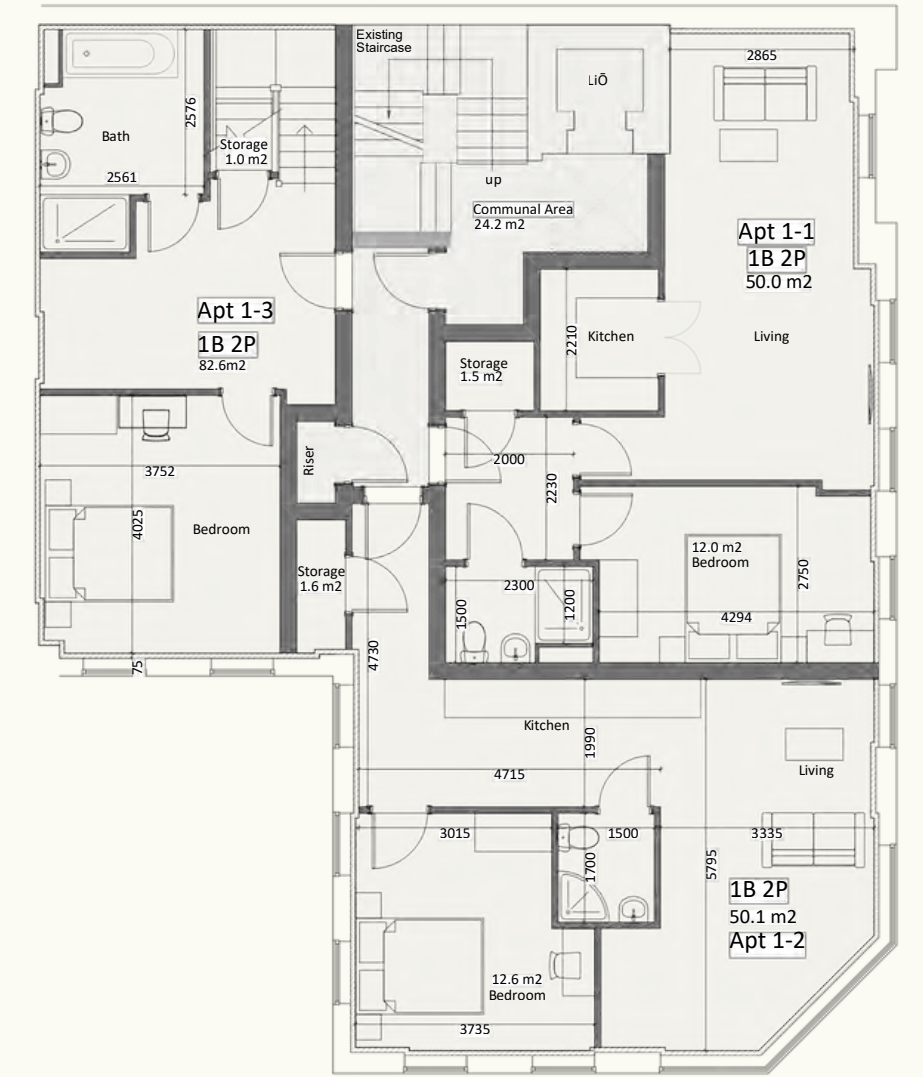
# PROPOSED FLOORPLANS AS RESIDENTIAL USE



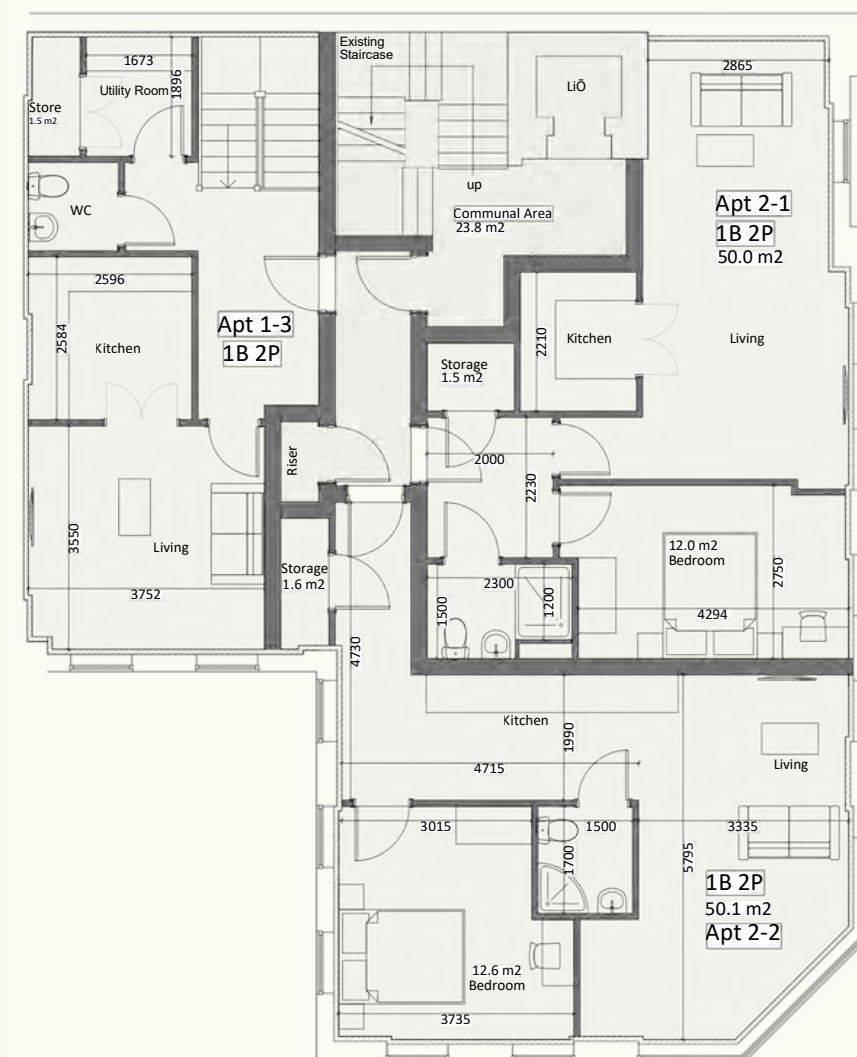
OPT 4 BASEMENT PLAN



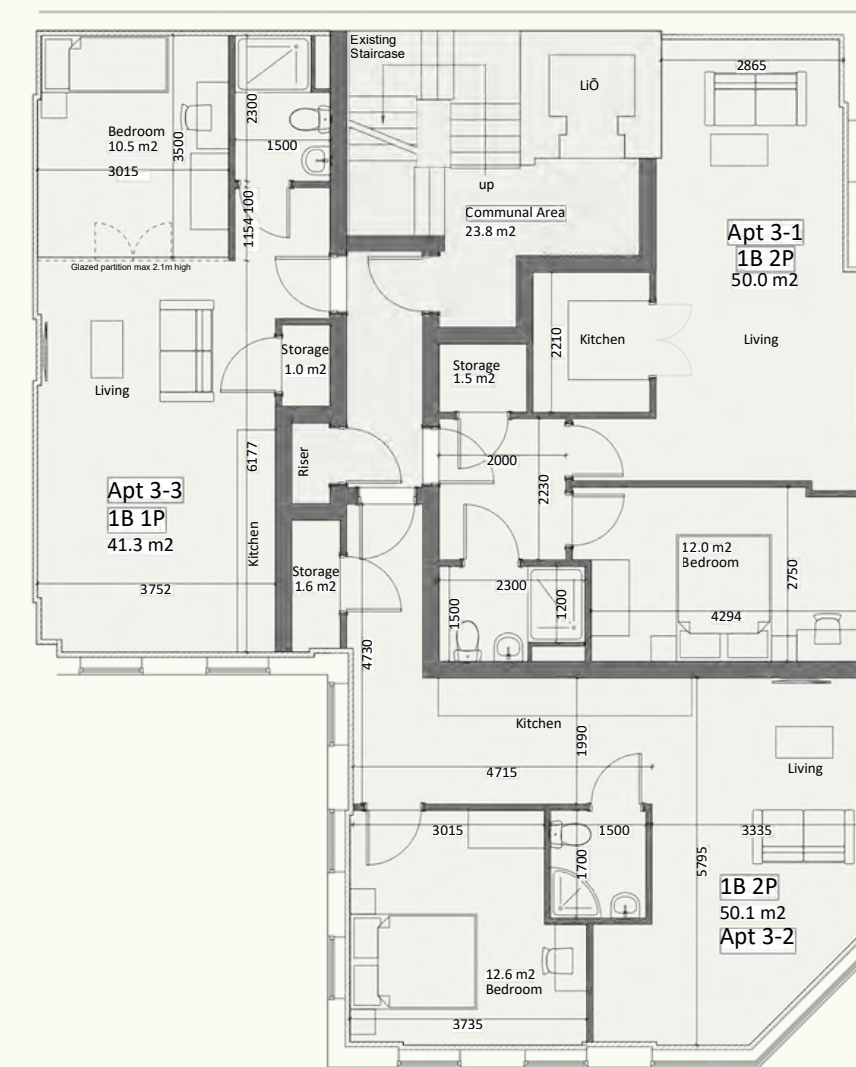
PD GROUND FLOOR PLAN



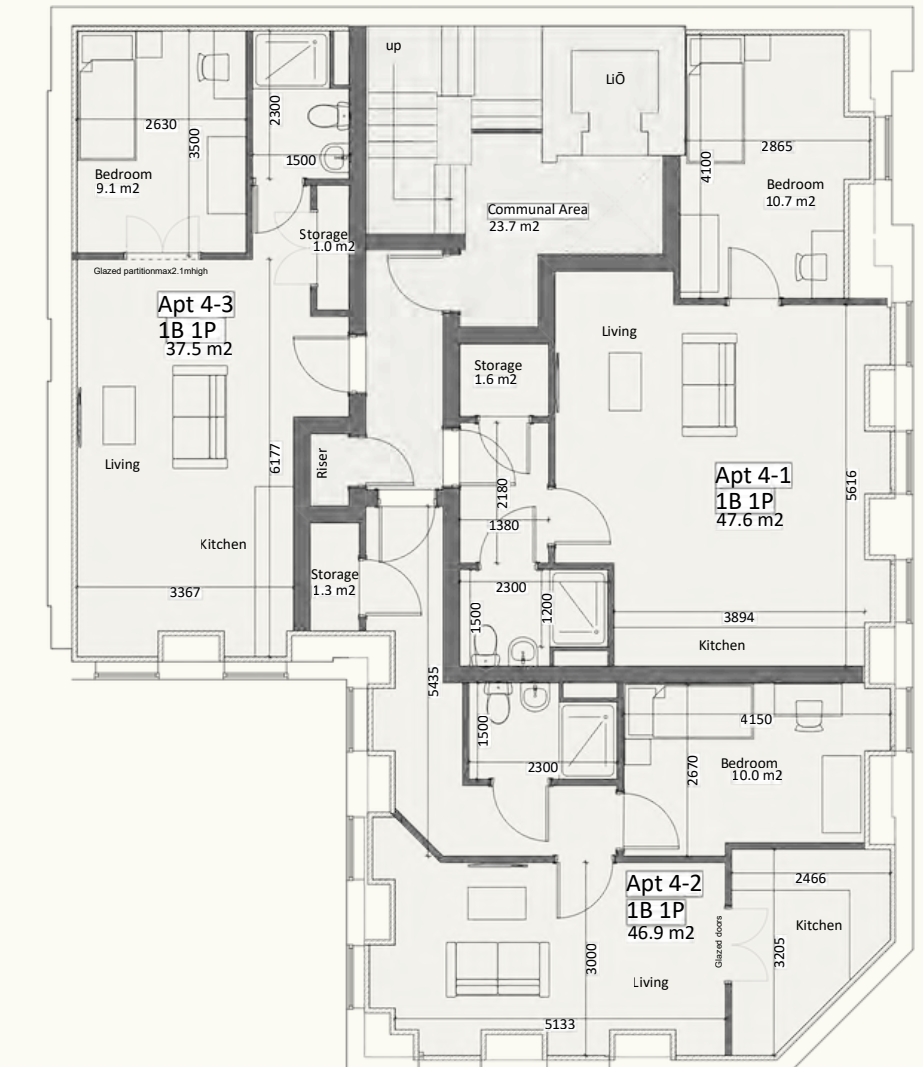
PD FIRST FLOOR PLAN



PD SECOND FLOOR PLAN



PD THIRD FLOOR PLAN



PD FOURTH FLOOR PLAN

# PRIOR APPROVAL/PERMITTED DEVELOPMENT FLOOR AREA SCHEDULE

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>8,077</b>	<b>753</b>

## PRICE

Offers in excess of £8,950,000 (Eight Million Nine Hundred And Fifty Thousand Pounds), subject to contract, for the benefit of the Freehold Interest.

## DATA ROOM

Access available on request.

## EPC

The building has an EPC rating of B.

## TENURE

The asset is held Freehold, under Title Number: NGL326941.

An element of the basement car park is sold off on a Long-Leasehold basis.



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. March 2026

WWW.RIB.CO.UK

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