



Prime West London residential
redevelopment opportunity, with Prior
Approval for conversion to 58 apartments



HYTHE
HOUSE

200 SHEPHERDS BUSH ROAD | BROOK GREEN | W6 7NL

INVESTMENT SUMMARY

- Rare opportunity to acquire a prominent West London office with Prior Approval for a conversion to residential through Permitted Development Rights and extensive alternative use potential, including hotel, student accommodation and self storage.
- Prime location, situated within the highly sought-after urban village of Brook Green, whilst also being a short walk away from the extensive amenity offer and transport links at Hammersmith Broadway.
- Hythe House extends to 55,076 sq ft NIA, and 70,533 sq ft GIA, with uniform floorplates of circa 11,500 sq ft NIA.
- 40 secure onsite parking bays to the rear.
- It is to be sold with full vacant possession.
- Freehold.
- Prior Approval for the conversion of the building to 58 units (47,825 sq ft), retaining 2 commercial units at ground floor level extending to 5,124 sq ft (NIA).
- The existing building is below the 7 storey / 18m threshold and is therefore not considered a Higher Risk Building under the Building Safety Act 2022.
- There is potential to substantially increase massing, with feasibility studies supporting a scheme of circa 95,000 sq ft (subject to planning) through two additional storeys and infilling part of the rear car park.



We are instructed to seek unconditional offers in excess of **£18,000,000** for the Freehold interest, subject to contract and exclusive of VAT. A purchase at this level reflects a **capital value of £327psf** on the existing NIA, and **£255psf** on the GIA.

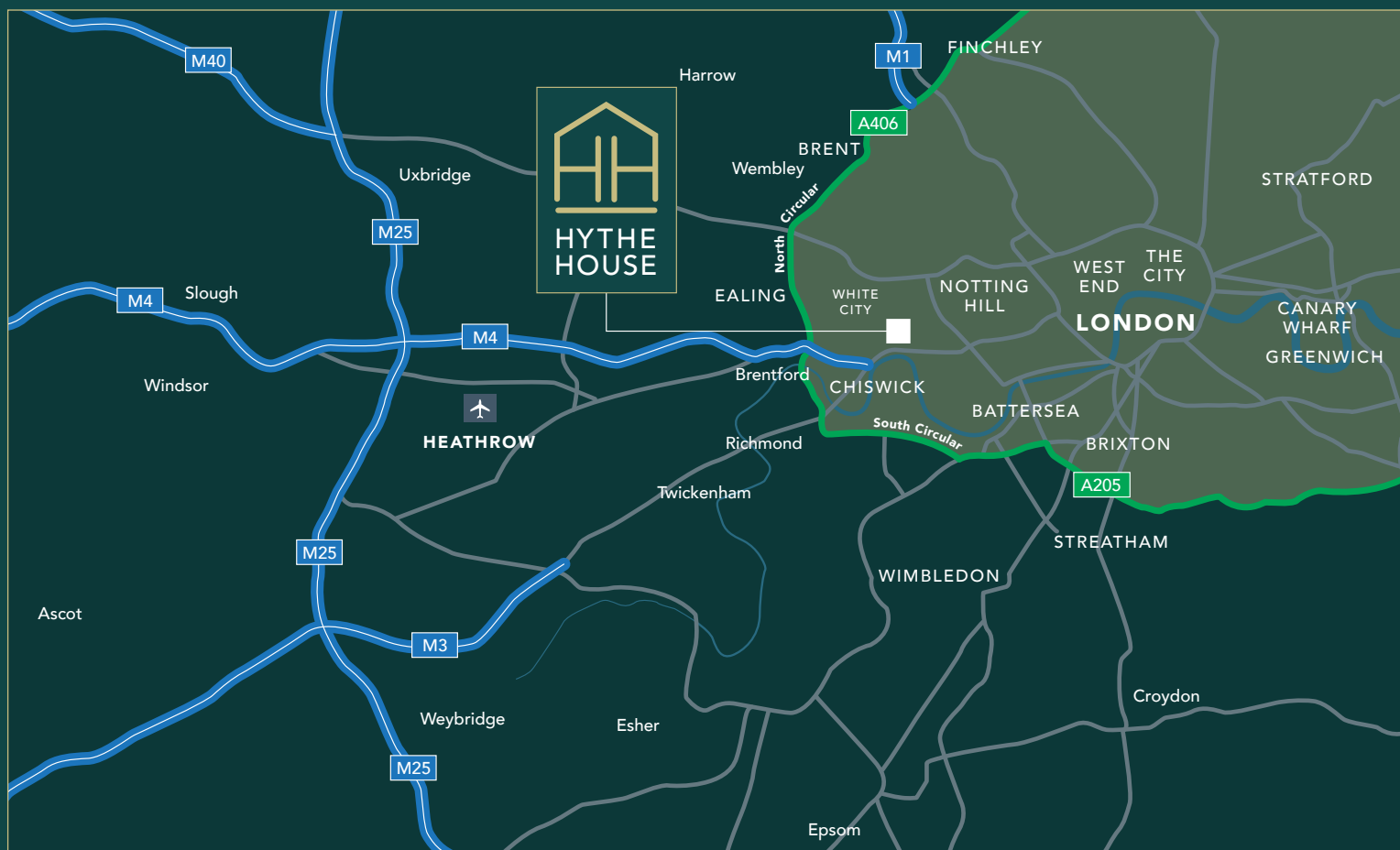


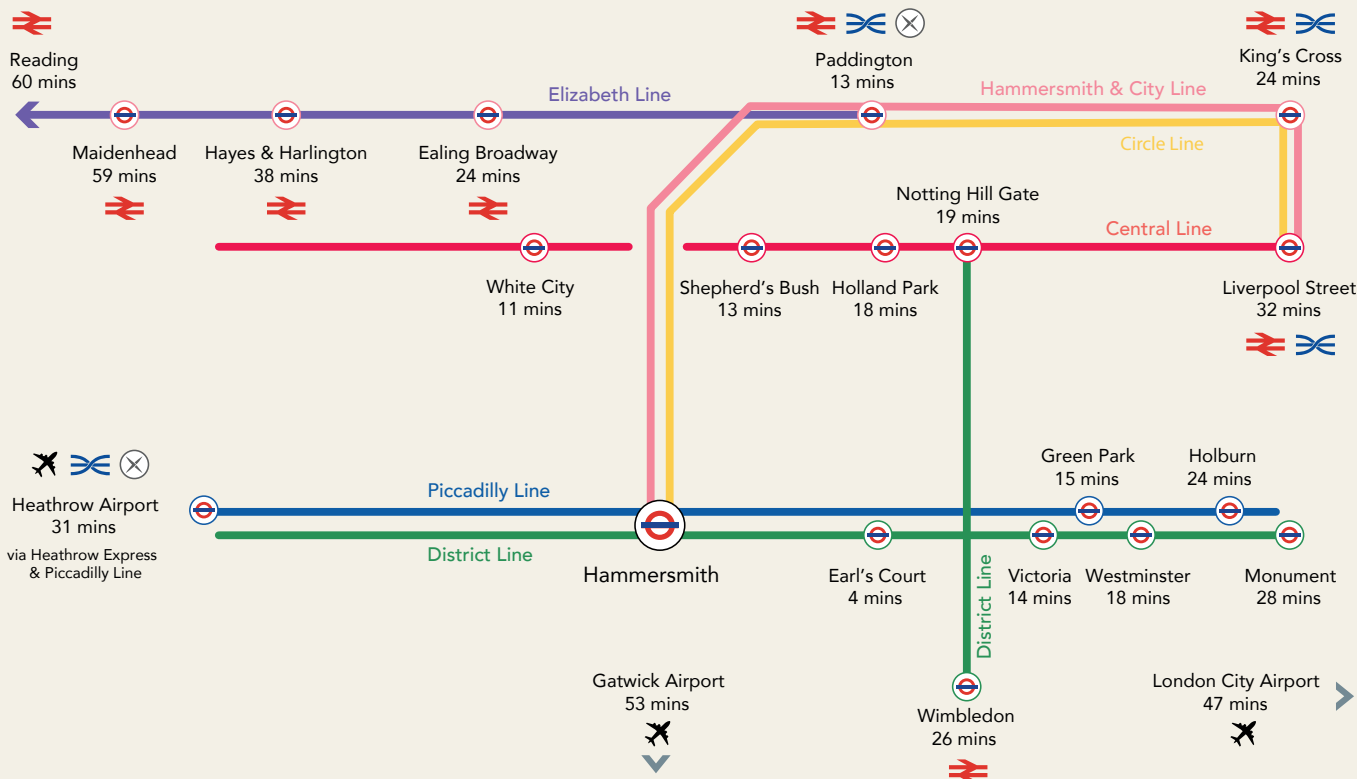
LOCATION

COMMUNICATIONS

Brook Green is an affluent West London suburb, to the north of Hammersmith Broadway. The area is positioned on the north bank of the River Thames, 4 miles west of Central London and 12.5 miles east of Heathrow Airport. Nearby towns include Fulham (2 miles to the south), Chiswick (3.6 miles to the south west), White City (3.3 miles to the north west) and Chelsea (3 miles to the south east).

Located in the London borough of Hammersmith and Fulham, the area neighbours Holland Park, Kensington and Hammersmith. By road, the property is well served by the A4 to the south (leading to the M4) and A40 to the north, leading to the M25 13.3 miles to the west. There is also a large multi-destination bus station, a short walk away by Hammersmith Broadway.





JOURNEY TIMES

WALKING

Hammersmith & City Line	4 mins
District & Piccadilly Line	5 mins
River Thames	13 mins
Kensington Olympia	15 mins
Westfield (White City)	17 mins

RAIL/TUBE

Paddington (Crossrail)	13 mins
Victoria	14 mins
Green Park	15 mins
Oxford Circus	20 mins
Heathrow	31 mins
Liverpool Street	32 mins

ROAD

M4	3.5 miles
Heathrow	12.5 miles
M25 (J15)	13.3 miles

SITUATION

OFFICE

- 01 General Electric
- 02 Medidata
- 03 Walt Disney
- 04 Harrods
- 05 Virgin Media
- 06 Shazam
- 07 Qantas Airlines
- 08 UKTV
- 09 Fever Tree HQ

GROCERIES

- 10 Tesco Superstore
- 11 Sainsbury's Local

PUBS & BARS

- 12 The Grove Pub
- 13 The Richmond Pub
- 14 The Stonemasons Arms
- 15 Brewdog
- 16 The William Morris (JD Wetherspoon)
- 17 Be at One
- 18 The Queen's Head

RESTAURANTS

- 19 Zia Lucia
- 20 Wagamama
- 21 Bill's Restaurant

CAFES

- 22 Starbucks
- 23 Pret a Manger
- 24 Gail's Bakery

HEALTH & LEISURE

- 25 Fitness First
- 26 Ravenscourt Tennis Courts
- 27 Brook Green Tennis Courts
- 28 Hammersmith Library
- 29 PureGym
- 30 F45 Training

HOTELS

- 31 Holiday Inn
- 32 Novotel
- 33 Premier Inn
- 34 Royal London Hotel

OTHER

- 35 Hammersmith Station
- 36 Hammersmith Bus Station
- 37 Hammersmith Shopping Centre
- 38 St. Pauls Church

Hythe House is situated in a prominent position on Shepherds Bush Road in Brook Green, less than a 5 minute walk north of Hammersmith Broadway. It benefits from the 'village' amenity offering of Brook Green, as well as the major infrastructure at Hammersmith Broadway.

Owing to this, Brook Green and Hammersmith are highly sought-after commercial and residential locations.



EXISTING ACCOMMODATION

Hythe House was redeveloped by Derwent in 1999 to provide a modern office building arranged over ground and four upper floors, comprising 55,076 sq ft NIA (70,533 sq ft GIA) of accommodation.

Between 2019-2022, the common parts and entire 4th, entire 3rd, part 2nd and part ground floors had undergone an extensive rolling refurbishment, including a remodelled reception area at an overall cost of £5.13m.

The unrefurbished floors are fully air conditioned, with raised floors and LG7 lighting, whilst the refurbished floors benefit from exposed services, new raised floors, HVAC and LED lighting.

With 2 service cores the floorplates of circa 11,750 sq ft are highly divisible, and can be split into 5 separate demises to suites as small as 1,000 sq ft.

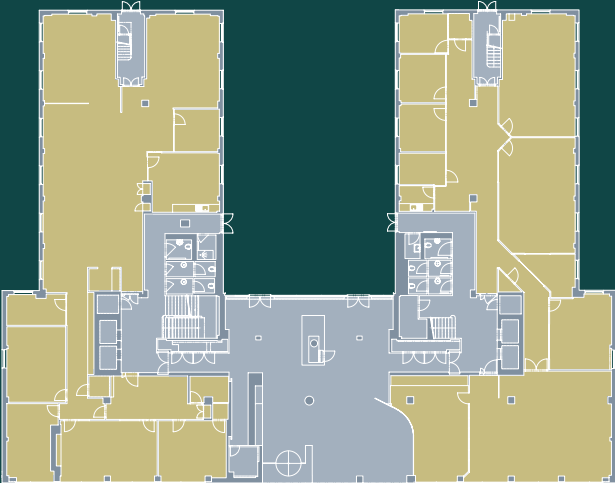
SCHEDULE OF ACCOMMODATION

Hythe House has been measured in accordance with the RICS Code of Measuring Practice by Armada Surveys. The full report is available in the dataroom.

FLOOR	NIA		GIA	
	SQ M	SQ FT	SQ M	SQ FT
4th Floor	1,058.29	11,391	1,304.25	14,039
3rd Floor	1,074.08	11,561	1,293.64	13,925
2nd Floor	1,075.88	11,580	1,289.20	13,877
1st Floor	1079.31	11,618	1,284.01	13,821
Ground Floor	807.86	8,695	1,269.80	13,668
Basement Storage Room	21.46	231	-	-
GRAND TOTAL	5,116.88	55,076	6,552.70	70,533

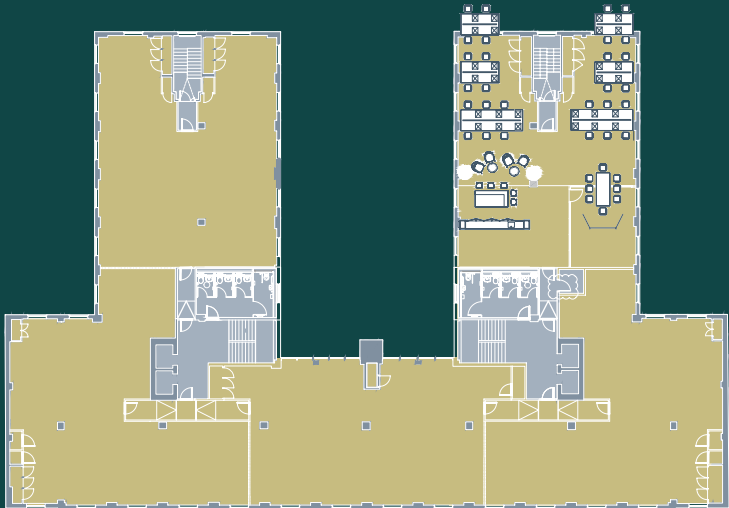
FLOOR PLANS

GROUND FLOOR PLAN



SHEPHERDS BUSH ROAD

TYPICAL UPPER FLOOR PLAN



SHEPHERDS BUSH ROAD

AMENITIES WITHIN THE BUILDING INCLUDE


4 ground floor shower facilities


40 x parking bays
1:1,399 sq ft


30 x cycle racks


Lockers


Concierge/
manned
reception


4 x 600kg,
8 person
passenger lifts


New LED
lighting
(in part)


New HVAC
systems
(in part)


New raised
floors
(in part)

SITE

The site area extends to approximately 0.70 acres.

TENURE

Freehold.

PERMITTED DEVELOPMENT

Prior Approval for the conversion to 58 residential units was granted in October 2025.

Planning ref:2025/01419/PMA56: Change of use of the ground (part), first, second, third and fourth floor levels from commercial, business and service use (Class E) into 58 no. self-contained residential flats (Class C3).



PRIOR APPROVAL

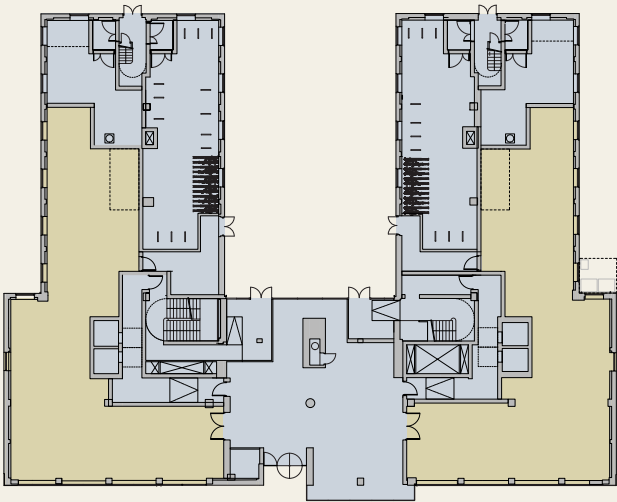
Click the icon to view the full suite of PDR documentation on the LBHF portal.

UNIT MIX

FLOOR	STUDIO	1 BED	2 BED	3 BED
4	2	10	4	-
3	2	7	3	2
2	2	7	3	2
1	2	7	3	2
TOTAL	8	31	13	6

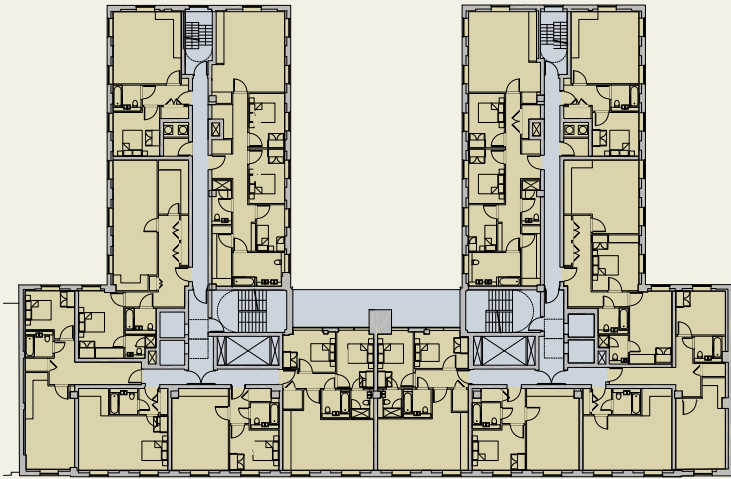
PROPOSED FLOOR PLANS

GROUND FLOOR PLAN



SHEPHERDS BUSH ROAD

2ND FLOOR PLAN



SHEPHERDS BUSH ROAD

FLOOR	NO. OF UNITS / SQ FT																TOTAL	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	SQ FT	NO.
4	636	575	560	641	553	890	552	825	638	586	562	645	553	920	553	839	10,525	16
3	1,232	593	996	632	466	549	818	1,244	596	987	659	467	553	824	-	-	10,617	14
2	1,232	593	996	632	466	549	810	1,244	596	987	659	467	553	816	-	-	10,601	14
1	1,232	593	996	632	466	549	971	1,244	596	987	659	468	553	1,011	-	-	10,958	14
GF (commercial)	2,573	2,551	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,124	-
																	47,825	58

PLANNING

ALTERNATIVE USE POTENTIAL

Local Planning Policy is supportive of alternative use conversion including student, hotel and residential, subject to alignment with the below criteria:

- the development being well located in relation to public transport;
- the development and any associated uses not having a detrimental impact on the local area;
- no loss of priority uses such as permanent housing;
- provision of adequate off street servicing and pick up points for the type of facility proposed;
- at least 10% of hotel bedrooms designed as wheelchair accessible;
- the facility being of a high standard of design; and
- the scheme adding to the variety and quality of visitor accommodation available locally. (Policy E3, Provision for visitor accommodation and facilities)

Further details on the planning context can be provided on request.



HOTEL

Proximity to Hammersmith Broadway provides excellent transport links to Heathrow and Central London. The site also benefits from high footfall and connectivity.

London's hotel market has remained resilient, with occupancy rates exceeding 80% with investor confidence remaining strong due to limited supply. Local planning policy (Policy E4) supports visitor accommodation in well-connected areas like Hammersmith, provided design, amenity, and transport criteria are met. With flexible floorplates and modern infrastructure, Hythe House is well-positioned to meet these requirements.



STUDENT ACCOMMODATION

Located just minutes from Imperial College, King's College, London School of Economics and University of Arts campuses and other higher education institutions.

Additionally, the student housing market in Hammersmith is undersupplied, with high demand and premium rents supporting development. Local planning policy (Policy HO8) encourages student accommodation in well-connected areas like town centres, provided schemes contribute to mixed-use neighbourhoods and meet design, amenity, and affordability criteria. Hythe House's scale and location make it ideal to meet this growing need.



SELF STORAGE

The site benefits from strong visibility and accessibility, with onsite ingress and egress and off-street loading. Both of which are key considerations for self-storage providers.

With the expansion of the UK self-storage market, driven by occupancy rates stabilising above 75% and rents rising. Local planning precedent supports B8 use, and importantly, self-storage retains employment use on-site, aligning with Policy E2 of the Hammersmith & Fulham Local Plan, which promotes the retention and enhancement of employment land.



RESIDENTIAL

Hythe House has potential to be repurposed to build to sell, build to rent and co-living residential, the latter two emerging due to prevailing affordability pressures on home buyers.

ADDITIONAL FLOORS / INCREASED MASSING

The site comprises an accessible brownfield opportunity situated within Hammersmith Regeneration Area, which promotes the following agenda:

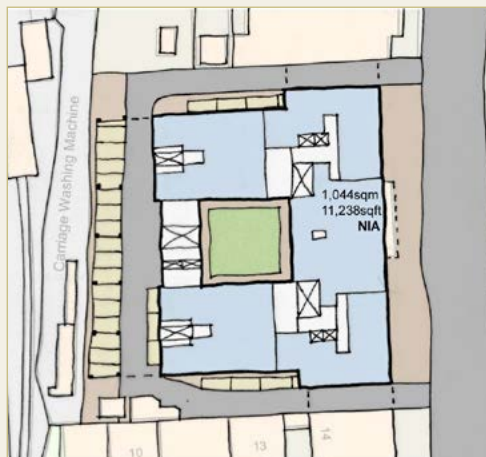
“The council will encourage the regeneration of Hammersmith Town Centre and seek development that builds upon the centre’s major locational advantages for office and retail development. Opportunities will be taken to secure more modern accommodation, to continually improve the environment and public realm, and to improve access between the town centre and the Thames.”

(Strategic Policy HRA).

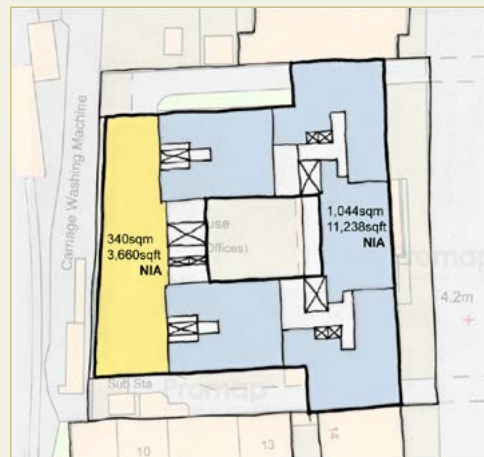
Subject to the necessary consents, there is an opportunity to take advantage of the current planning policy to increase massing and create an additional c.38,000 sq ft NIA of accommodation, by developing up to two additional storeys and infilling part of the rear car park. Through the provision of undercroft parking at ground floor level, the building is able to maintain the existing, favourable car parking allocation. These proposed works are illustrated in the indicative architects drawings detailed below.



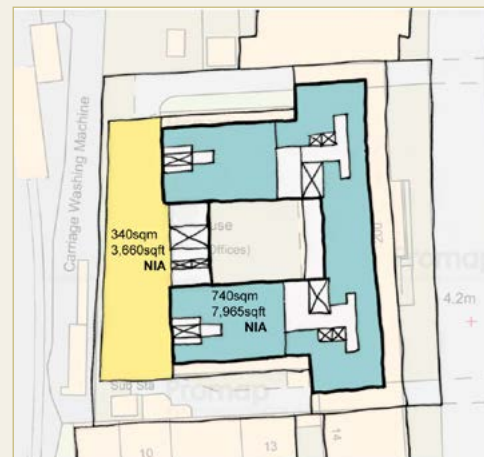
Ground Floor



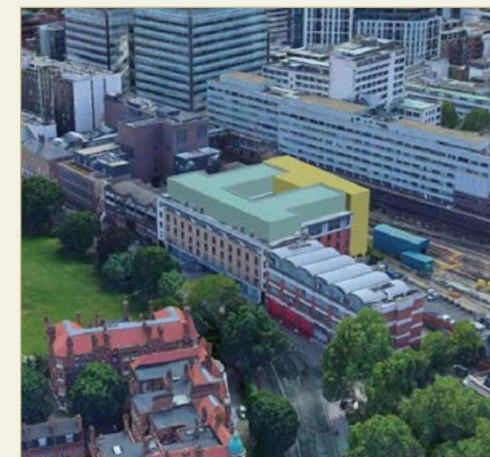
1st to 4th Floor



5th to 6th Floor



3D Massing



Existing Building Proposed Extension Proposed Top Floors Circulation

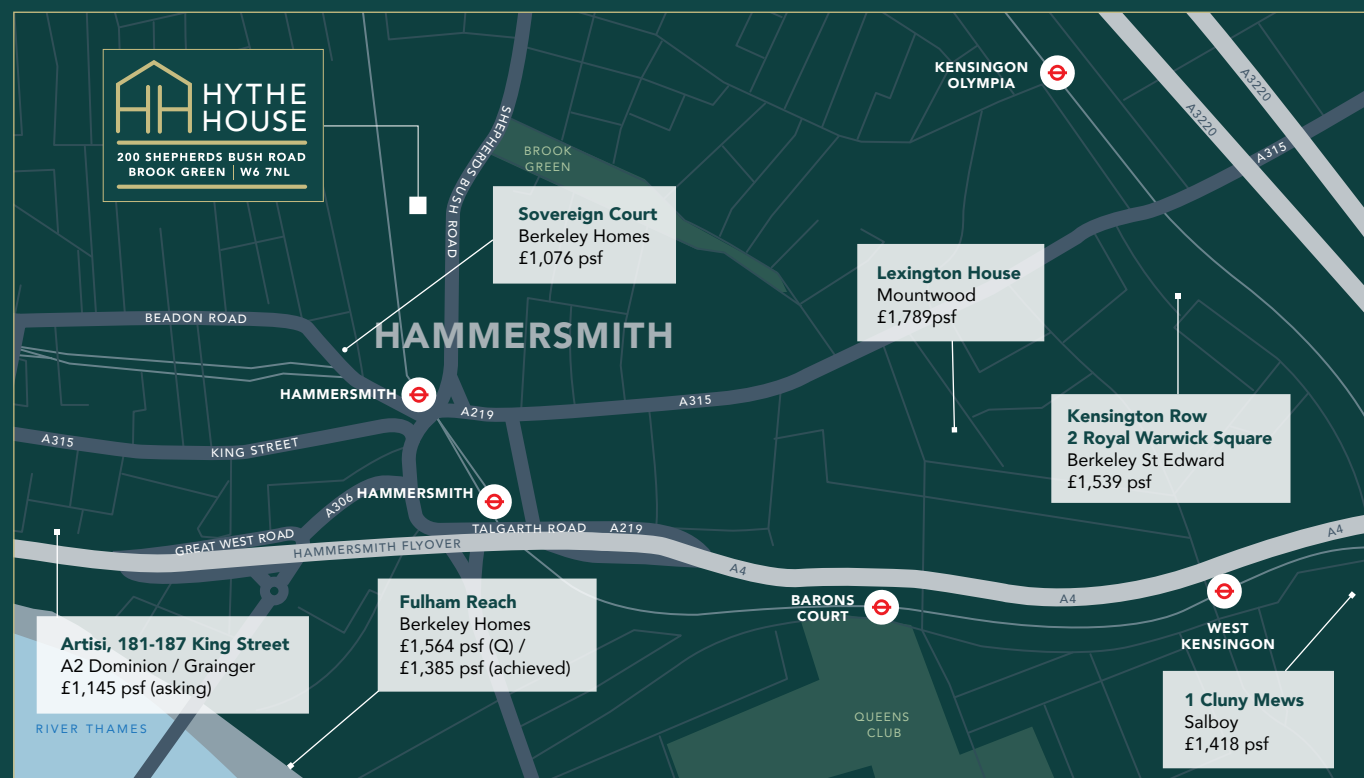
*Architectural drawings and CGIs are indicative and are for illustration purposes only.

RESIDENTIAL MARKET

The residential market in Hammersmith and Brook Green, W6, remains resilient. This can be attributed to the areas strong transport links, highly sought-after schools, vibrant local amenities, and green spaces, making it a consistently attractive choice for both families and professionals.

Average private sale prices in Hammersmith and Brook Green over the past year sit at c.£950,000. Approximately 75% of all sales have been for apartments, selling for an average of £600,000. New build developments in the vicinity have achieved in excess of £1,350psf, with some second-hand re-sale evidence also in excess of £1,200psf.

Affordability pressures have led to the emergence of rental alternatives, and the younger generations are opting for shorter-term rental products as opposed to home ownership. Residential rents in West London currently stand at an average of c.£2,750pcm, compared against an average of £2,250pcm across London, representing a significant premium. Within Hammersmith, average rents for 1, 2 and 3 bedroom flats are circa £2,550pcm, £3,900pcm and £6,250pcm respectively (home.co.uk). Studios can command in excess of £2,250pcm.



WEST LONDON REGENERATION

Brook Green and Hammersmith have evolved significantly in the past decade, with sustained investment reviving the area into a location renowned for its eclectic range of amenity offerings. Nearby, White City's Westfield has been transformed into one of the most exclusive shopping centres in Europe, home to high-class retailers including De Beers, Louis Vuitton and Mulberry.

The commencement of the £1.3bn redevelopment of Olympia is a further boost to the area with the scheme expected to complete in phases throughout 2025 and 2026. The ambition is to create a cultural hub in west London and transform Olympia into an around-the-clock leisure and entertainment destination. The development plan also includes a four-screen arthouse

cinema, a 1,575 seat performing arts theatre, a 4,400-capacity music venue, a "jazz club style" restaurant and venue, shops, cafés, two hotels and 2.5 acres of public space, including pedestrianised squares and a sky garden.

1 EARLS COURT



- 69 acre regeneration project.
- Will deliver over 4m sq ft GEA of mix use floor area including 3,500 new homes, major new cultural venues and workspaces and extensive public open space.
- JV between Delancey, APG and Transport for London.

2 OLYMPIA LONDON



- £1.3bn regeneration.
- Developments include new 204 room Hyatt Hotel, 146 room citizenM hotel, 4,400 capacity live music venue, 1,575 seat theatre and 100,000 sq ft of retail/leisure floorspace.
- Phased completion throughout 2025 and 2026.

2 HAMMERSMITH TOWN CENTRE



- 43ha designated opportunity area.
- Including the redevelopment of Hammersmith Town Hall.
- The Local Plan identifies Hammersmith Town Centre as a regeneration area capable of delivering 2,800 new homes and 10,000 new jobs.

4 WHITE CITY



- £8bn, 110ha opportunity area.
- Mixed-use development across Shepherd's Bush Town Centre, the BBC and Queens Park Rangers Football Club.
- Seeking to attract new homes and employment, with a focus on creative industries, innovation and bio-medical research.



OFFICE MARKET

Owing to its strong rail and road connectivity to Heathrow, Central London and beyond, the location has established itself as a hub with an array of international businesses from a wide range of sectors. With its proximity to Hammersmith Hospital, Charing Cross Hospital and Imperial College London, Brook Green and Hammersmith has also proven increasingly popular with life science occupiers in recent years.

The strength of demand from this sector is exemplified by Legal & General speculatively developing laboratory enabled accommodation at 245 Hammersmith Road. The scheme has since successfully secured tenants including Orchard Therapeutics, Resolution Therapeutics and Achilles Therapeutics.

Sustained occupier demand is also underpinned by the relatively low occupational costs when compared to other London submarkets. This is demonstrated by a 5-year average take-up in excess of 270,000 sq ft per annum within Hammersmith and surrounds. Key recent deals include The Premier Leagues occupation of 73,200 sq ft at One Olympia and CFPs occupation of 13,800 sq ft at 245 Hammersmith Road.

Prime rents in Hammersmith have grown to over £62.50psf, with occupiers willing to pay more for fitted laboratory accommodation. This represents rental growth of over 10% since 2020, signifying resilient tenant demand in the submarket for the right stock, despite ongoing economic headwinds.

WEST LONDON OCCUPIERS



MEDIA & TV

- Publicis
- BBC
- Walt Disney
- Endemol Shine
- Formula E
- Dazn Group
- ITV
- Shazam
- UKTV
- Virgin Media
- The Premier League
- Dorothy Street Pictures



LIFE SCIENCES

- Achilles Therapeutics
- Novartis
- Gamma Delta Therapeutics
- Engitix Therapeutics
- Autolus Therapeutics
- Silence Therapeutics
- DNAe
- Puraffinity
- MiNA Therapeutics
- Orchard Therapeutics
- OpenCell
- My Personal Therapeutics



CONSUMER GOODS

- Ralph & Russo
- White Company Harrods
- Fever Tree
- Net-a-Porter
- Healf



PROFESSIONAL SERVICES & OTHER

- Dunnhumby
- GE Capital
- Paddy Power
- Betfair
- Qantas Airlines Etihad Airways

THE WHITE COMPANY
LONDON



PADDYPOWER.

ADDRESS	TENANT	DATE	TERM (BREAK)	NIA (SQ FT)	RENT £ PSF
245 Hammersmith Road, Hammersmith	Insulet International	May-25	10 (5)	12,700	£56.00
One Olympia, Kensington Olympia	The Premier League	Jun-25	20	73,200	£56.00
New Timber Yard, Hammersmith	Vinci Construction	Feb-25	5 (3)	2,884	£57.50
245 Hammersmith Road, Hammersmith	Mustard Systems	Feb-25	5 (3)	8,388	£54.00
245 Hammersmith Road, Hammersmith	CF Partners	Dec-24	12	13,753	£57.00
245 Hammersmith Road, Hammersmith	AccorInvest	Jun-24	5	5,796	£62.50

FURTHER INFORMATION

PLANNING

The building benefits from Permitted Development Rights under reference 2025/01419/PMA56.

VAT

We understand that the property has been elected for VAT.

DATAROOM

Available on request.

EPC

EPC certificates are available on the datasite.



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Misrepresentation Act 1967

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