



FITZROVIA HOUSE

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

CLASS-E FREEHOLD FOR SALE

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 16 residential units extending to 8,077 sqft (NSA).
- 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 for Office occupiers, Medical end users under Class-E.
- Offers are invited at a guide price of £6,200,000 (Six Million Two Hundred Thousand Pounds) reflecting a low capital value of £729psf





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 16 units.

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	Vacant	N/A	1,498	139	N/A	
3rd floor	Producers Alliance for Cinema & Television	Expiry date: 14/11/2026	1,629	151	£96,432	Outside the Landlord & Tenant Act 1954
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
			8,500	790	£182,682	

FITZROVIA



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

2. Lantana Fitzrovia

3. Blank Street Coffee

4. The Penny Drop

5. Store Street Espresso

6. Six by Nico London

7. Lisboeta

8. Berners Tavern

9. Circolo Popolare

10. ROVI

11. ROKA Charlotte Street

12. Mr Fogg’s Botanical Tavern & Treehouse

13. Mortimer House Kitchen
14. The Riding House Cafe

15. Kaffeine

16. Reverend J W Simpson

17. Attendant Coffee Roasters – Fitzrovia

18. Sushi Atelier

19. Harris + Hoole

20. The Lucky Pig Cocktail Bar

21. Lore of the Land

22. Honey & Co. Daily

LOCAL OCCUPIERS

1. Facebook

2. Estee Lauder

3. Boston Consulting Group

4. Take-Two Interactive

5. Apollo
6. G-Research

7. Arup

8. Make Architects

9. Heineken

10. Motorway

11. Netflix



CONNECTIVITY

153–157 Cleveland Street is s 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.

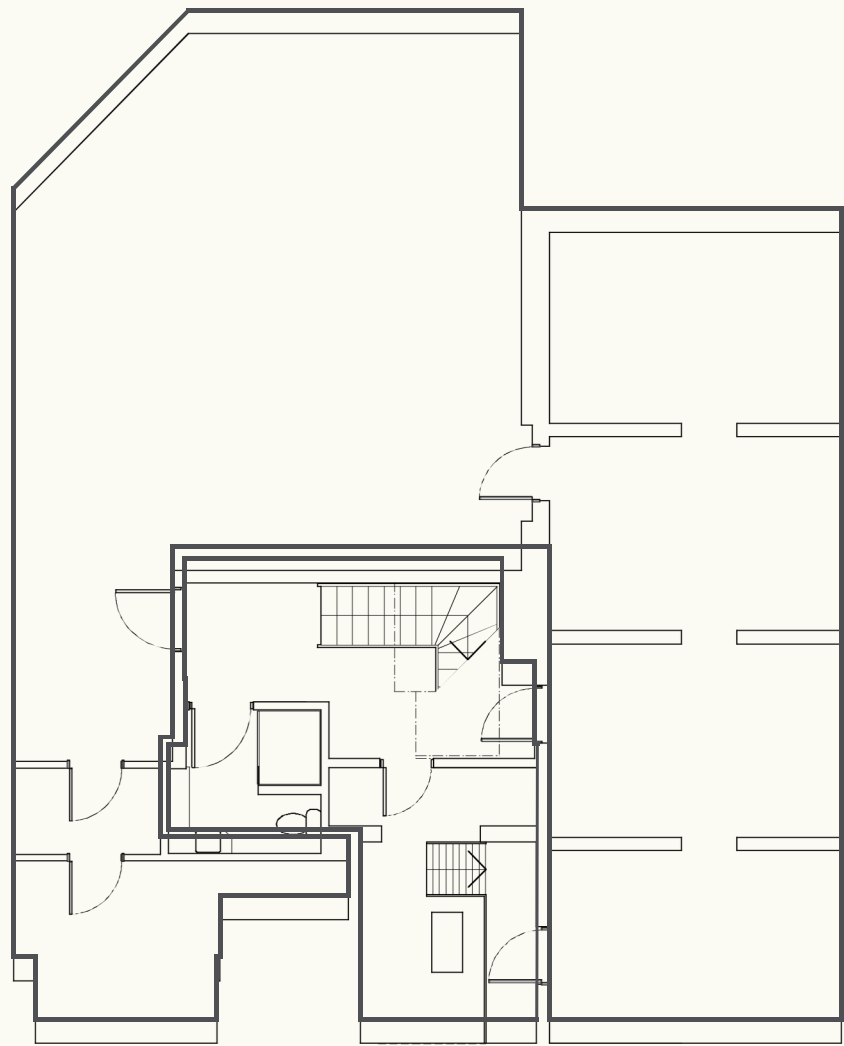
This prime location offers fast connections across the West End, City, King’s Cross and Canary Wharf, while major bus routes and cycle links place the entire capital within easy reach, with Soho, Bloomsbury and Marylebone all close by.

WALKING TIMES TO STATIONS

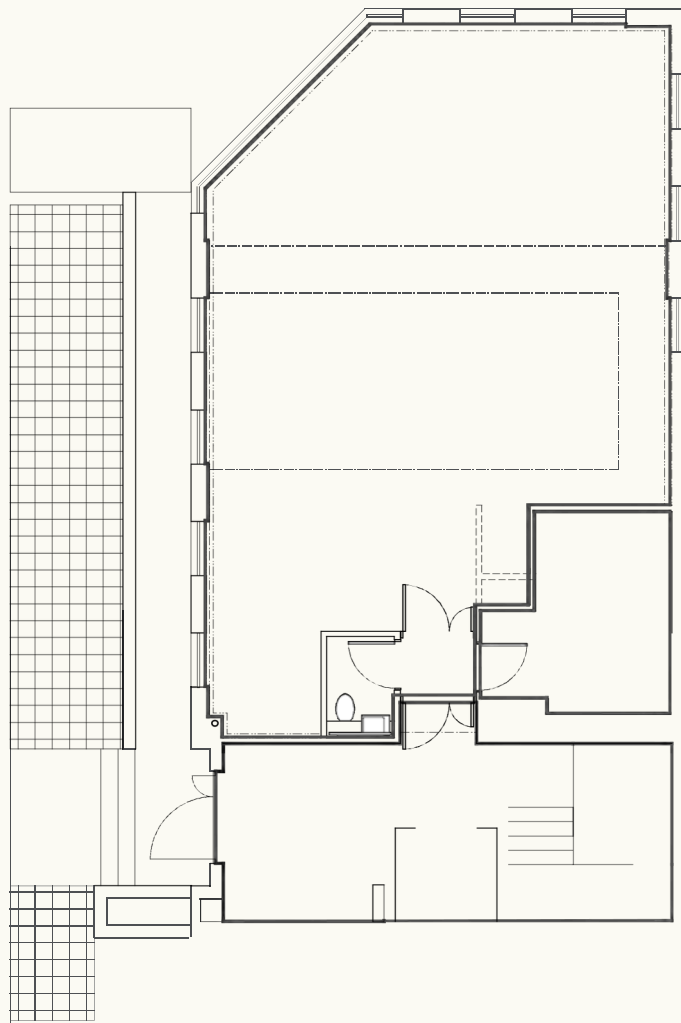
Great Portland Street ● ● ●	2 mins (0.1 mile)	 
Warren Street ● ●	5 mins (0.2 mile)	 
Goodge Street ●	11 mins (0.5 mile)	 



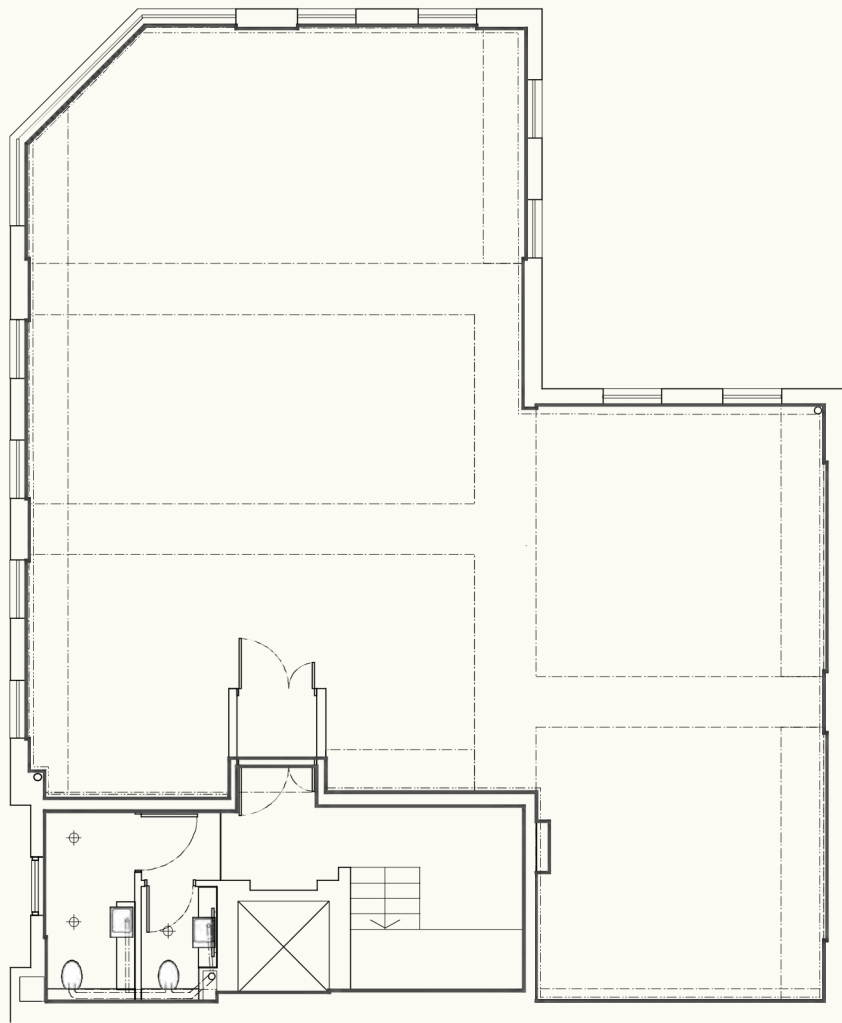
EXISTING FLOOR PLANS



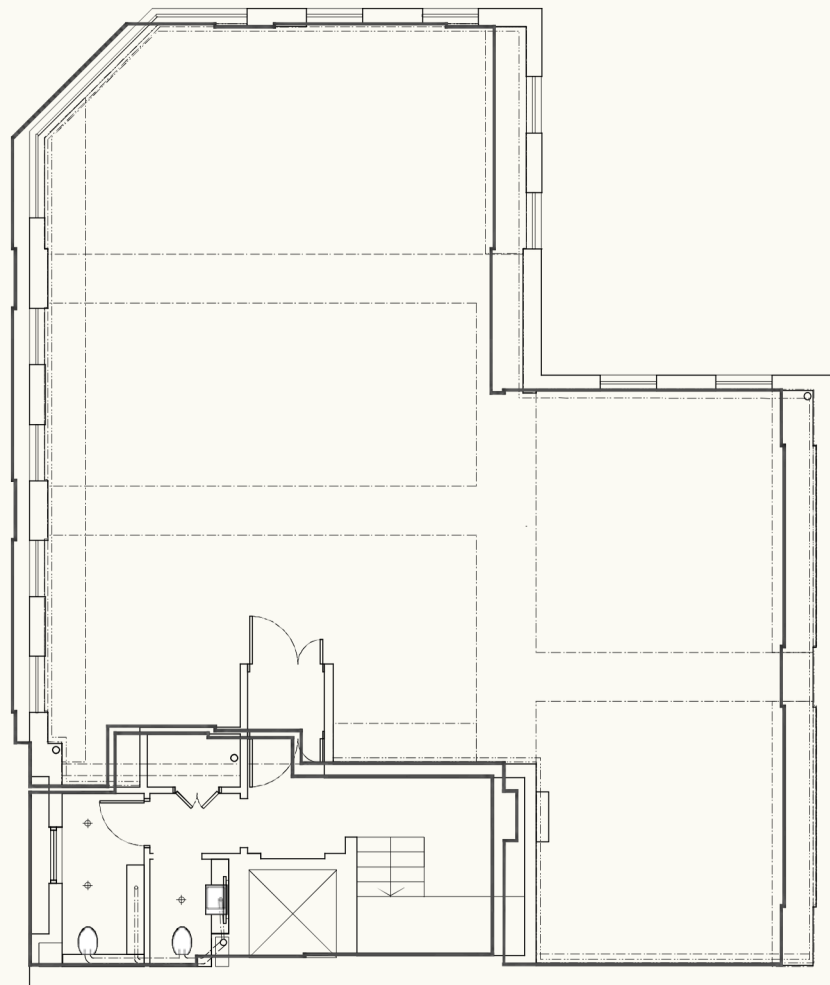
LOWER GROUND FLOOR



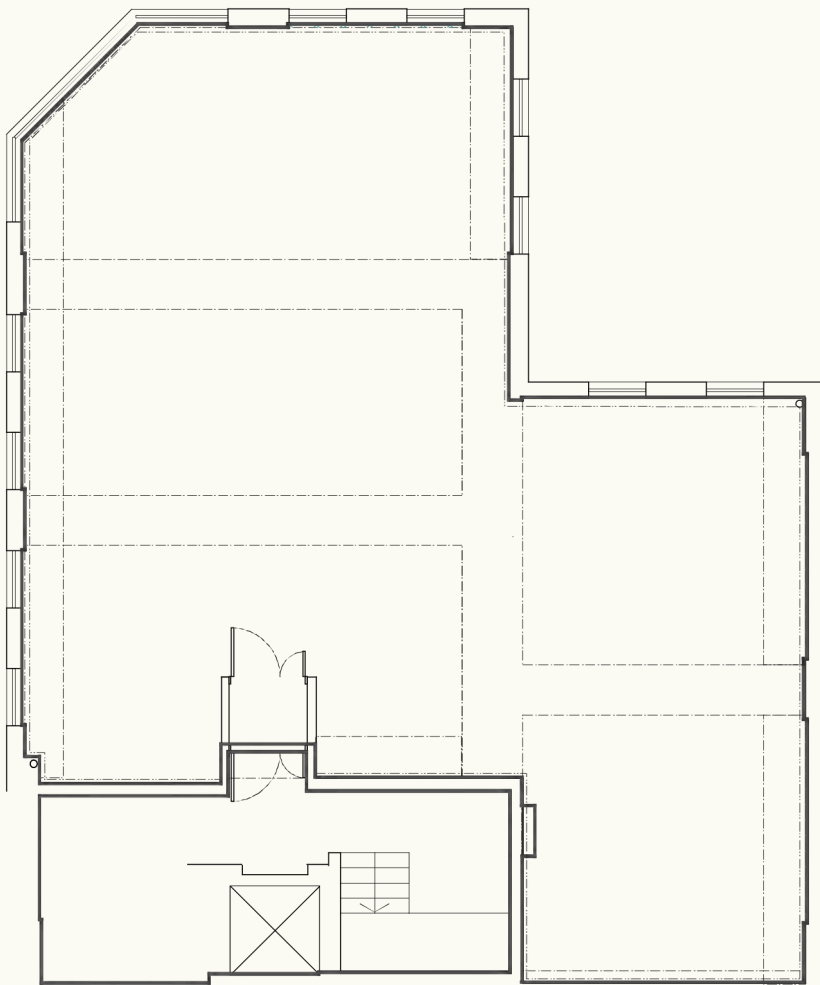
GROUND FLOOR



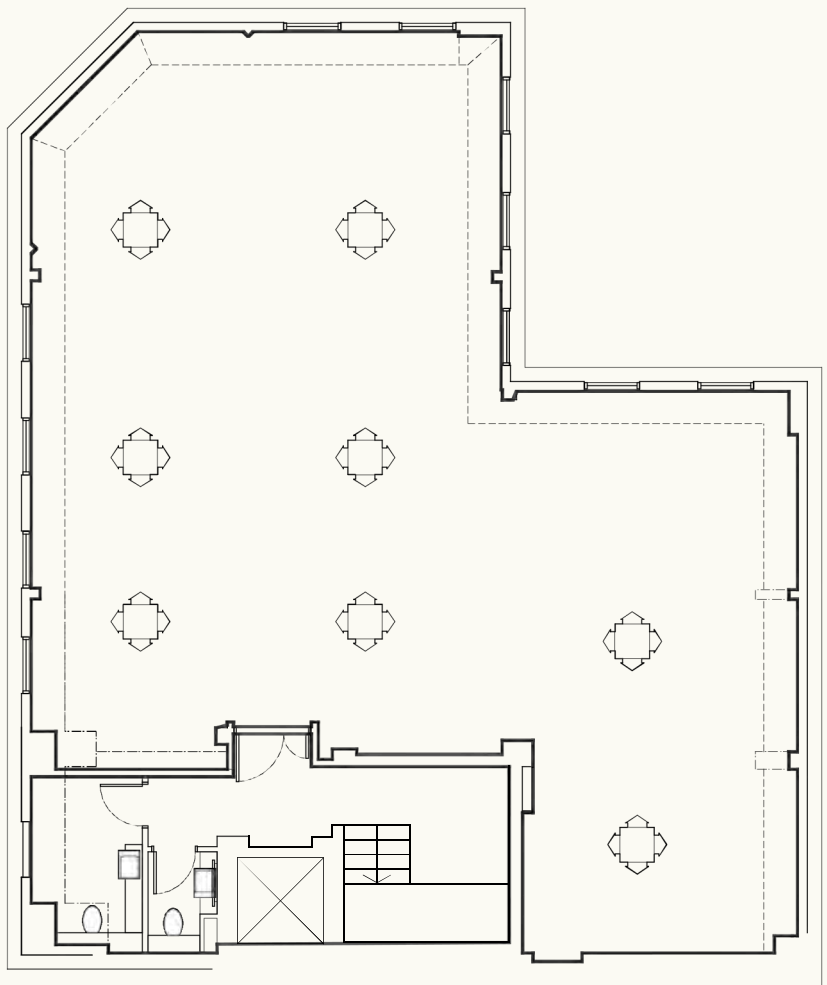
FIRST FLOOR



SECOND FLOOR

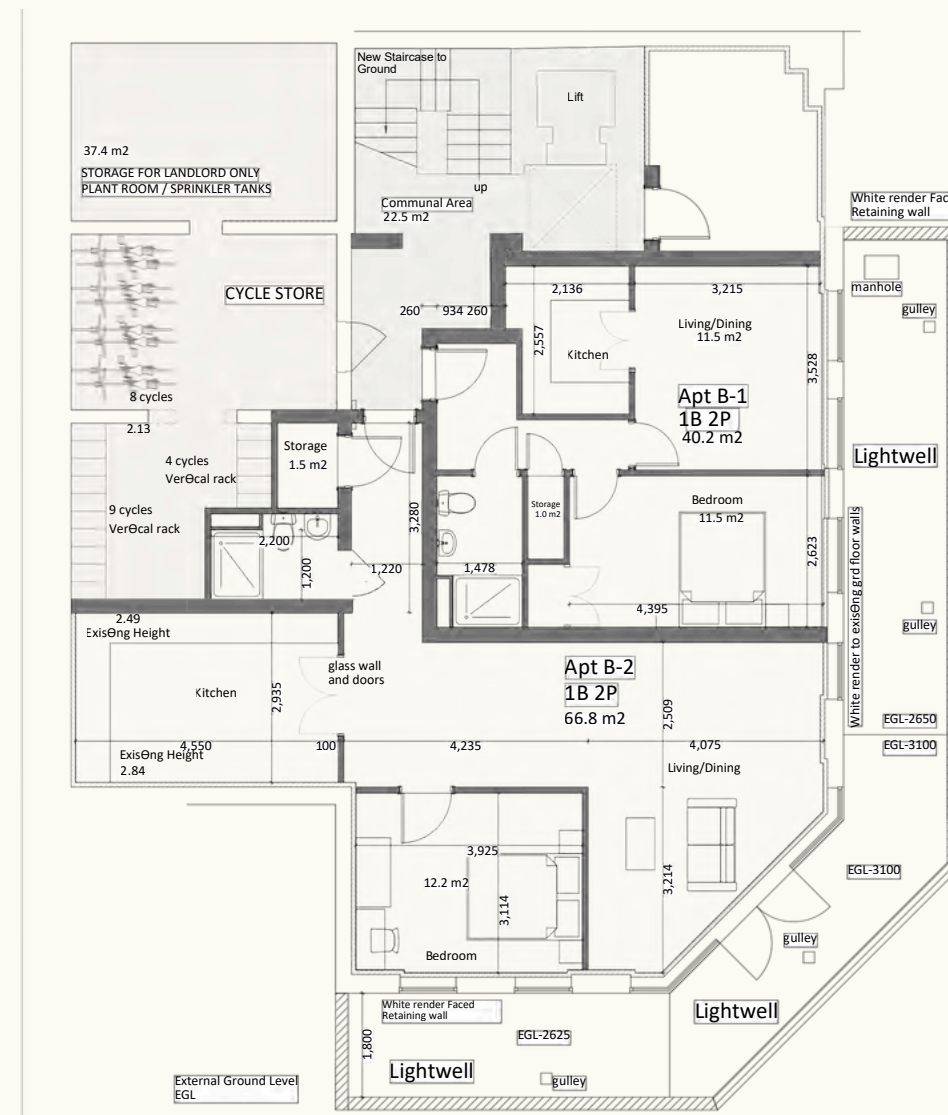


THIRD FLOOR

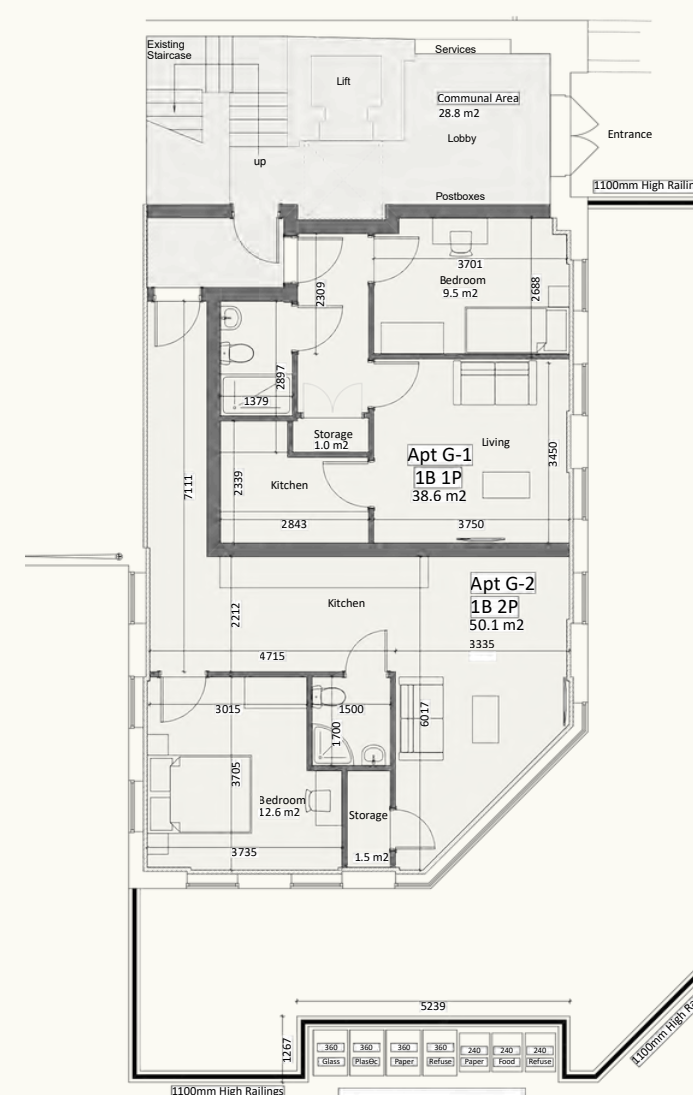


FOURTH FLOOR

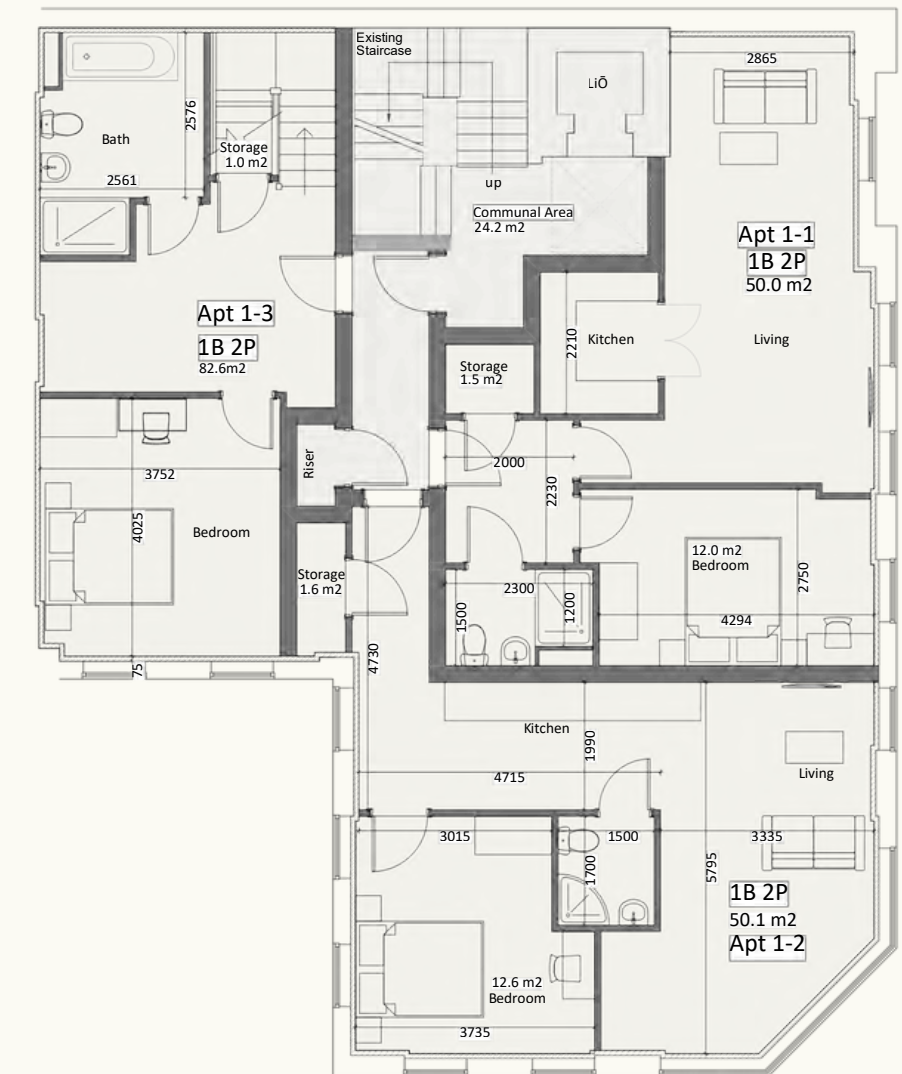
PROPOSED FLOORPLANS AS RESIDENTIAL USE



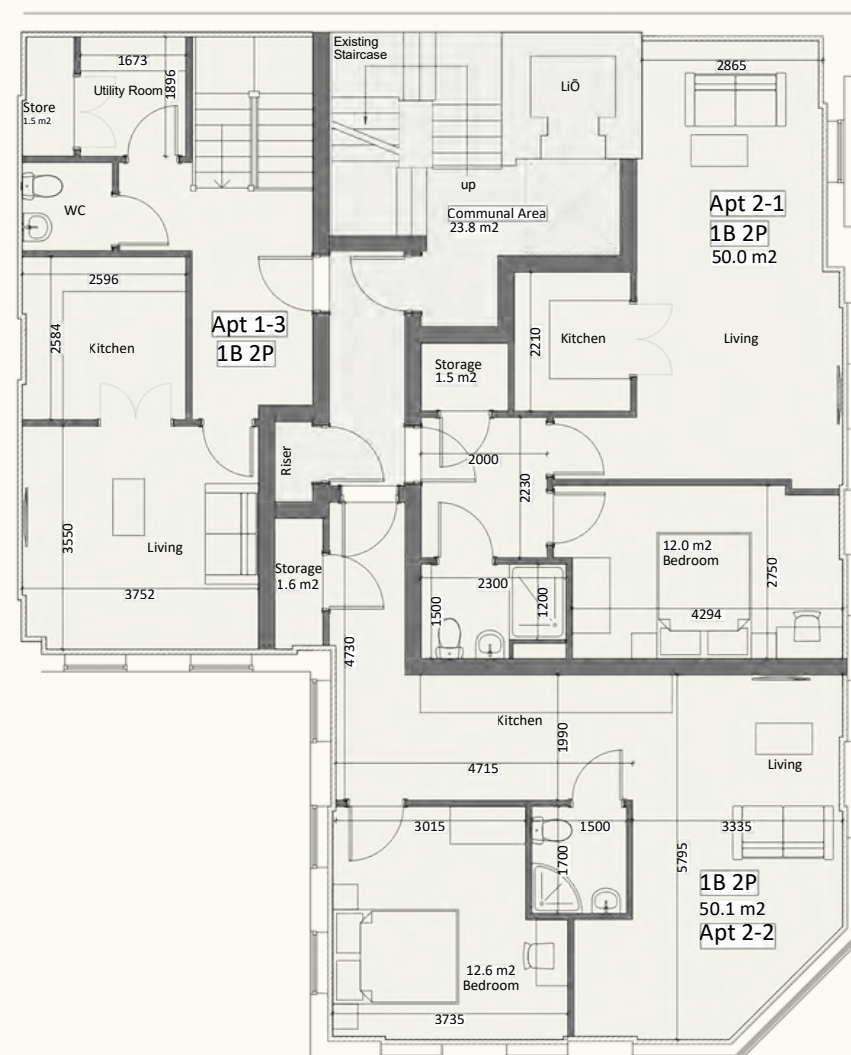
OPT 4 BASEMENT PLAN



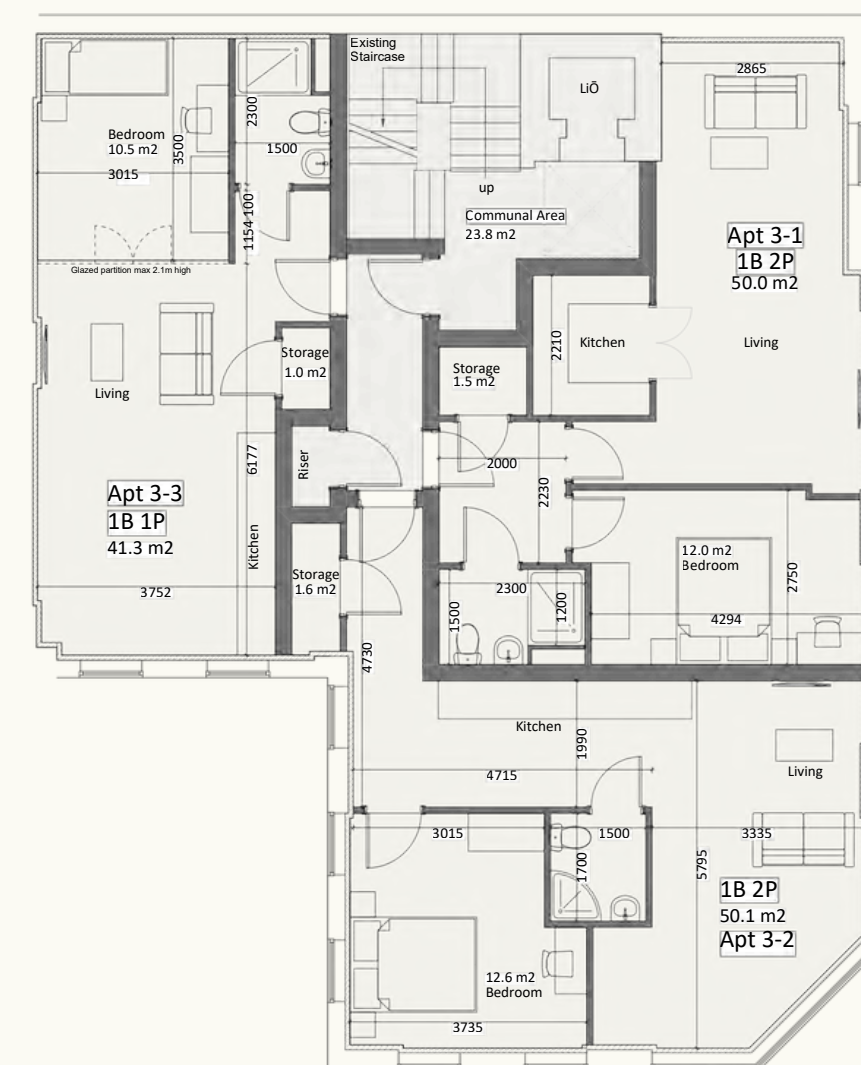
PD GROUND FLOOR PLAN



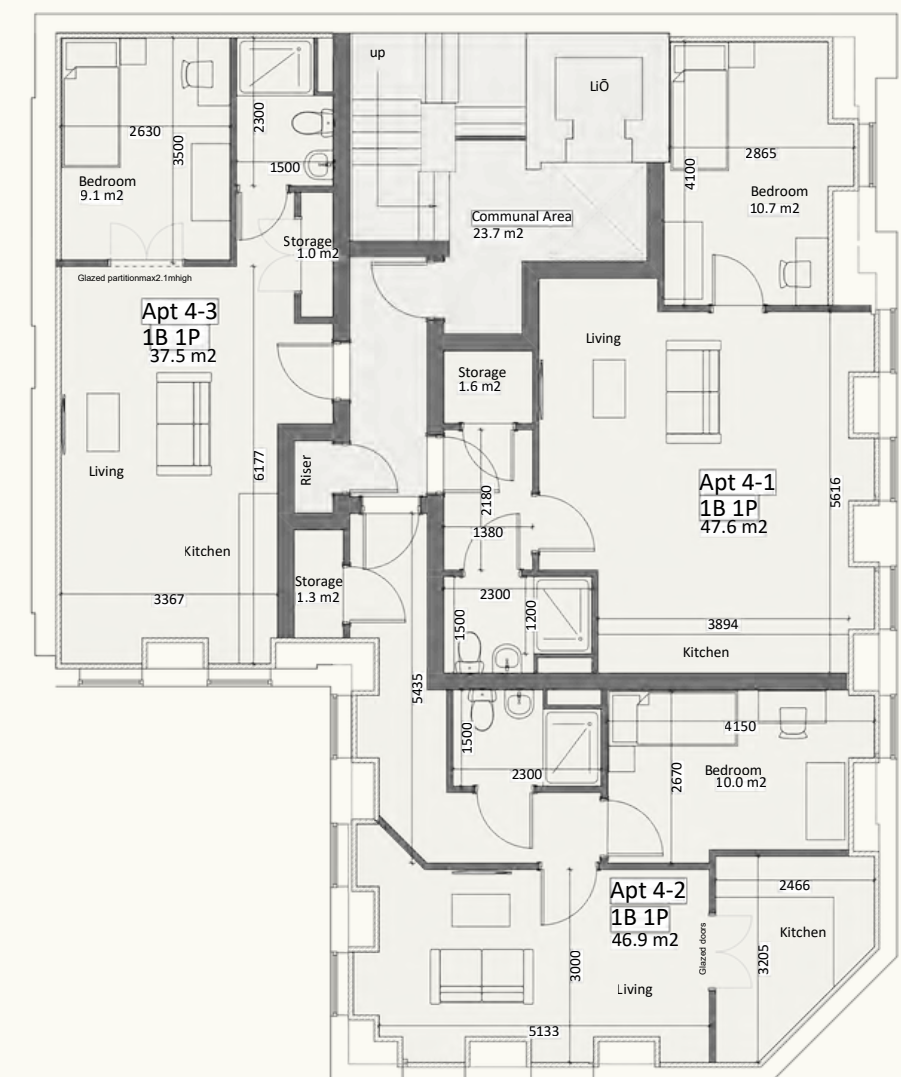
PD FIRST FLOOR PLAN



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
			8077	753

** prior approval to subdivide Apt 1-3 to create 2x 1-beds.

PRICE

Offers are invited at a guide price of £6,200,000
(Six Million Two Hundred Thousand Pounds)
reflecting a low capital value of £729psf

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.

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FOR MORE DETAILS, PLEASE CONTACT

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