

— 139 —

PICCADILLY

LONDON W1

A GRADE II LISTED BUILDING ARRANGED OVER SIX FLOORS,
DATING BACK TO THE MID-18th CENTURY



THERE ARE FOUR QUESTIONS OF VALUE
IN LIFE, DON OCTAVIO. WHAT IS SACRED?
OF WHAT IS THE SPIRIT MADE? WHAT IS WORTH
LIVING FOR AND WHAT IS WORTH DYING FOR?
THE ANSWER TO EACH IS THE SAME.
ONLY LOVE.

LORD GEORGE BYRON (1788-1824)
RESIDENT & OWNER FROM 1815 UNTIL HIS DEATH IN 1824



139 PICCADILLY IS A GRADE II LISTED BUILDING ARRANGED OVER SIX FLOORS, DATING BACK TO THE MID-18th CENTURY.



View from 139 Piccadilly of Green Park

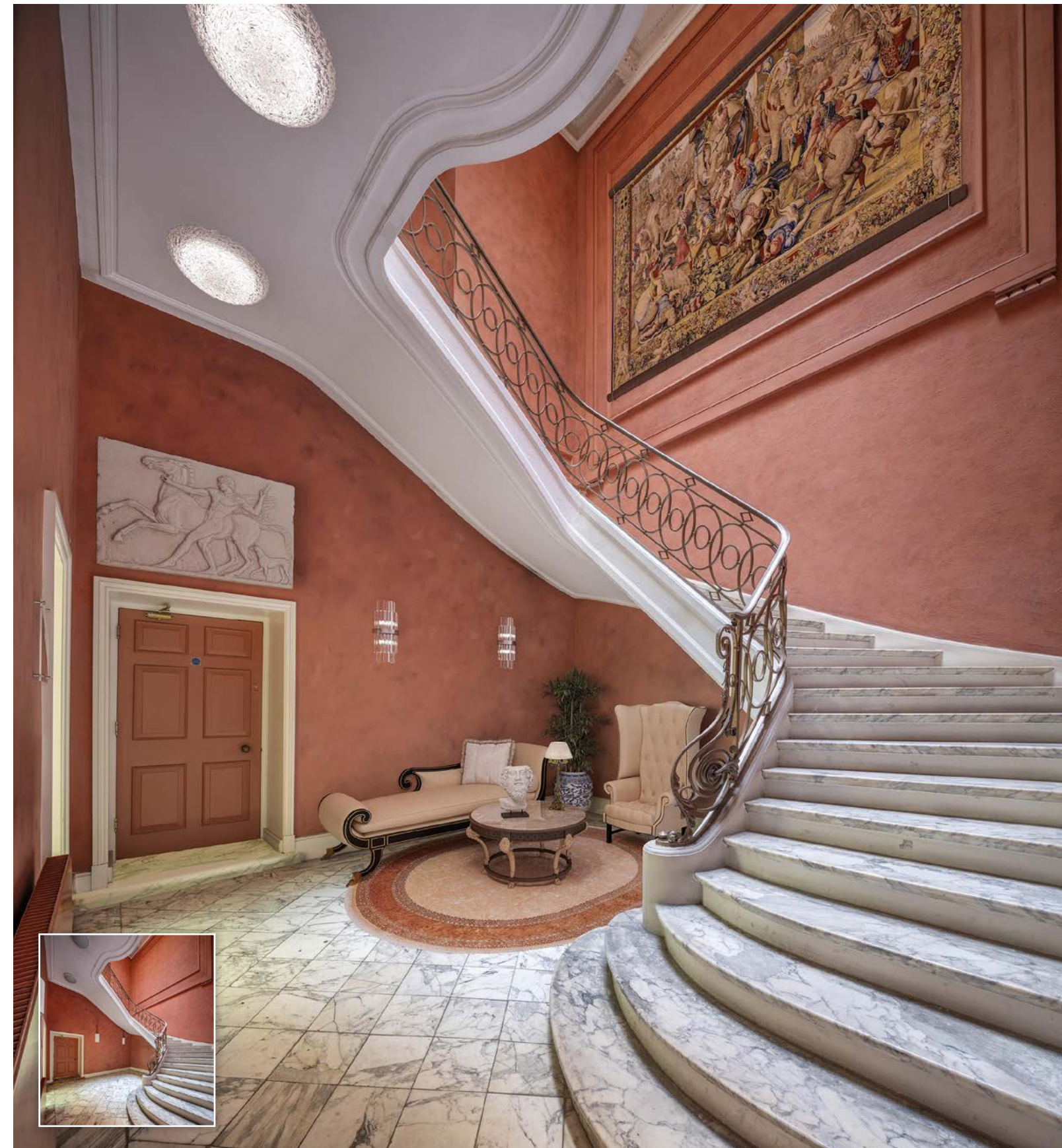
This grand, former townhouse offers over 14,624 sq ft of accommodation and showcases a smart period façade, beautifully preserved original features throughout and far-reaching views over Green Park.

It has most recently been used as an office building but is currently vacant from the ground floor up, with only the apartment at lower ground level occupied.

This is an excellent opportunity for the regeneration of an impressive period building and there is residential planning permission in place to convert the property back into a Mayfair Mansion.

There are four sizeable garages included within the sale, located on nearby Down Street Mews.

"HALL & STAIRCASE"
The following CGIs depict the vision



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PICCADILLY
LONDON W1



THE PROPERTY

The current use of the property is Use Class E and therefore, could change use to:

- **RETAIL** Display or retail sale of goods, other than hot food
- **RESTAURANT** Sale of food and drink, for consumption on the premises
- **LEISURE** Indoor sport, recreation or fitness
- **MEDICAL** Medical or Health Services
- **CRÈCHE** Nursery or day centre
- **OFFICES** Research and light industrial

RESIDENTIAL POTENTIAL

- Full planning permission was granted on 26 August 2015 for the change of use from office space (Use Class E) to a single family dwelling house (Use Class C3).
- The planning grants a rare opportunity to convert 139 Piccadilly into an impressive townhouse measuring circa. 15,339 sq ft.
- The planning also grants for the excavation of a part basement, creation of terrace on the roof and creation of courtyard at the rear ground floor level.
- Planning was granted under reference 14/11168/FULL and implemented on 29 May 2018 under reference 18/02453/CLEUD.
- The listed building consent runs alongside the main planning application under reference 14/11168/LBC
- The development is free of any Section 106 or CIL contributions.
- There is no affordable housing

VALUE ADD OPPORTUNITIES

- Each floor has exceptional floorplates of circa. 2,500 sq.ft. and with an existing lift, the property lends itself well for a subdivision into apartments subject to necessary planning consent.

DEVELOPMENT POTENTIAL

Running from Piccadilly Circus in the east to Hyde Park Corner in the west, Piccadilly is home to several well-known landmarks including Fortnum & Mason department store, the Ritz hotel and the Royal Academy of Arts.

It is well positioned for all that Mayfair and the West End have to offer, with easy access to the world-class shopping of Mount Street and Bond Street, as well as most of London's Michelin starred restaurants.

Steeped in history and tradition, Mayfair is the sophisticated and luxurious epicentre of cosmopolitan London, with its boutique shops, art galleries, designer labels and café culture.

It is also home to the capital's largest concentration of 5-star hotels and private members' clubs.

The property is ideally located for the open spaces of Green Park and Hyde Park and there are excellent transport links nearby, including Hyde Park Corner and Green Park Tube Stations.





"DRAWING ROOM"



"SPA / WELLNESS SUITE"



"LORD BYRON LIBRARY & STUDY"



"PRINCIPAL BEDROOM SUITE"

139 PICCADILLY WAS ORIGINALLY BUILT IN 1760-64 AND SERVED AS THE MAYFAIR HOME OF WILLIAM DOUGLAS, THE 4th DUKE OF QUEENSBERRY (1725-1810).

PLANNING FOR MANSION

Planning was granted some years ago for conversion and expansion of the building into a single 8 bed residence.

- Excavation of lower ground floor to provide gym/pool with basement plant and maids room
- Rear extension at lower ground floor and roof terrace
- Family rooms to ground and 1st, principal suite to 2nd and 3 further bedrooms to 3rd/4th.
- 8 bedrooms in total

THE MAYFAIR MANSION MARKET

Mayfair was historically built as streets of substantial mansions radiating from noble garden squares.

- After WW1 the majority of the palaces were demolished and the commercialisation of Mayfair began
- The remaining mansions were utilised for commercial or professional use
- The ending of WWII continued with this trend to commercial use
- The 1990s saw the reversion of period office buildings back to private occupation
- The revival of Mayfair as London's No.1 residential area
- Wetherell have acted for Grosvenor and other landlords in selling over 100 buildings back to residential use
- The withdrawal of Diplomatic Embassies from period buildings brought further "Mansions" to market
- Wetherell sold the Brazilian Embassy in Green Street in 2013 at £40M for a substantial Mayfair Mansion
- Wetherell have been involved in 60% of these transactions
- Substantial houses now rarely come to market

DESIGN STATEMENT

In order to create the stunning marketing visuals for the 139 Piccadilly mansion Wetherell commissioned multi-award-winning design house Casa E Progetti to dress and style the landmark building.

Casa E Progetti researched historic photographs and plans of the building and used as their design inspiration the work of legendary French interior designer Stéphane Boudin of Paris interior decorating firm Maison Jansen. Boudin is best known for his Louis XVI and Empire style interiors created for the Duchess of Windsor's villa in the Bois de Boulogne and Jackie Kennedy's refurbishment of the White House.

For the 139 Piccadilly interiors Casa E Progetti have given the principal rooms a sense of style, elegance and grandeur through a fusion of English and French aristocratic styles with details including Louis XV and XVI style furniture pieces from Roberto Giovannini, classic Moissonier stools and dining room chairs and tables by Angelo Cappellini. These iconic pieces have been combined with more contemporary furnishings from Baker, Provasi, Christopher Guy and Zanaboni.

Other interior design details include rugs and tapestry from Aubusson, Pierre Frey and Tufenkian, Rococo decorative pieces by Baldi, Chippendale-period writing desk, Meissen and Ming porcelain, candelabra lamps and ornate Baccarat light fixtures. The carefully curated artwork includes limited edition reproductions of works by Philip de László, Giovanni "Canaletto" Canal and John Singer Sargent.

Upon the Duke's death the property was refurbished and in 1815 it became the London home of Lord George Byron (1788-1824) and his wife Lady Annabella Byron, where Byron wrote his tragic verse *Parsinia* and his narrative poem, *The Siege of Corinth*. In March 1816 Lord and Lady Byron divorced, and the scandal forced Lord Byron to leave 139 Piccadilly in April 1816 for Italy and later Greece, never to return.

In 1891 the mansion-townhouse was remodelled and the façade refaced in Portland stone by architect Ralph Selden Wornum in a neo-classical revival style with Louis XVI details. 139 Piccadilly was then let to one of the wealthiest families in France (who in 1891 had become naturalised British citizens), Baron Emile Beaumont d'Erlanger (1866-1939), whose family owned the French merchant bank Emile Erlanger and Company, and his wife Baroness Catherine d'Erlanger (1874-1959).

In 1910 the Baron and Baroness d'Erlanger purchased 139 Piccadilly and Catherine established a famous salon and was one of Mayfair's most important society hostesses of her time. Distinguished guests included writers William Butler Yeats and Hilaire Belloc, songwriter Cole Porter, Winston and Clementine Churchill, neighbour the Duchess of York (later HM The Queen Mother), the ballet dancer Serge Lifar, French author Paul Morand and society photographer Cecil Beaton. After the death of her husband and the declaration of World War Two in 1939 the Baroness vacated 139 Piccadilly and relocated to Los Angeles.

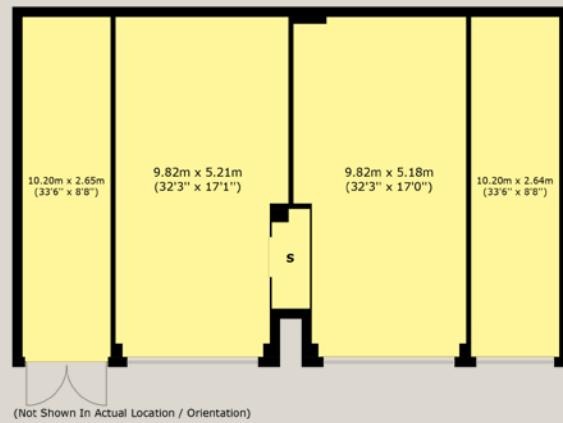
In 1948 139 Piccadilly was adapted externally and internally for use as commercial premises. Post-WWII it served as a private member's club and later commercial office premises. In 2011 the mansion-townhouse was acquired by the current vendors who obtained the planning consent for return to residential use.



Baroness Catherine d'Erlanger was one of the most vivid personalities of her time and was photographed in the property by the high society British photographer Cecil Beaton



View of the north side of Piccadilly c.1849 by George Frederick Sargent (1811-1864)



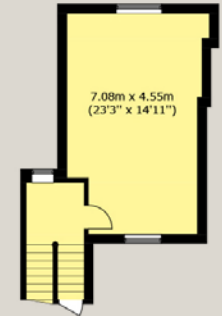
(Not Shown In Actual Location / Orientation)

GARAGES

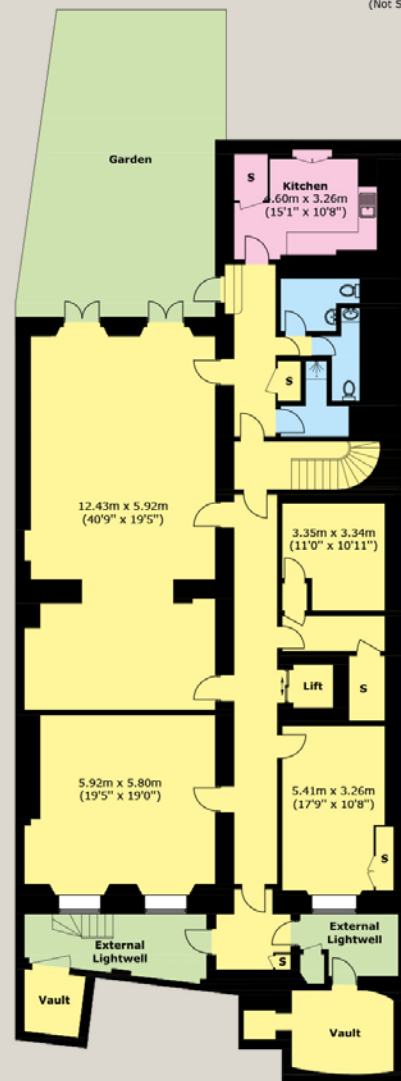
GROSS INTERNAL AREA 1,544.9 SQ.M. / 16,629 SQ.FT.
 (Including Limited Use Area & Vault 9.3 sq.m. / 100 sq.ft.
 and including the garages)

HOUSE Approximate Floor Area = 1,358.6 sq.m. / 14,624 sq.ft.
 (Including Lift / Excluding / Outside Space / Vault / Voids)

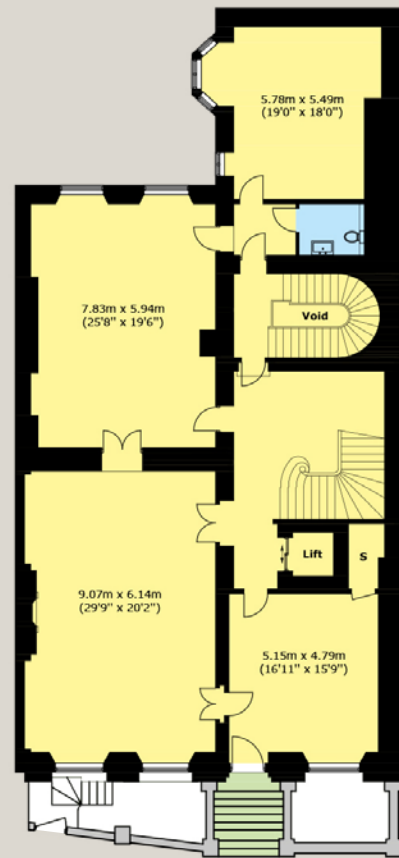
GARAGES 186.3 sq.m. / 2,005 sq.ft.



FIFTH FLOOR



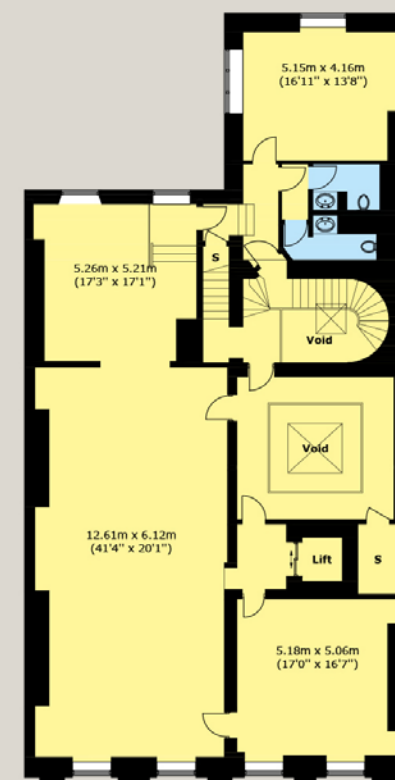
LOWER GROUND FLOOR



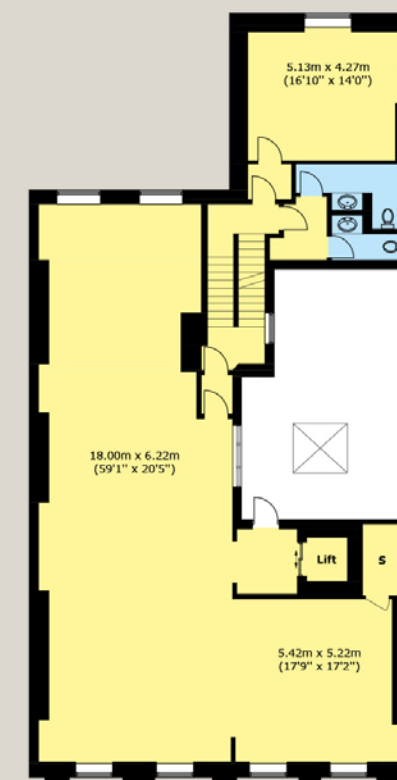
GROUND FLOOR



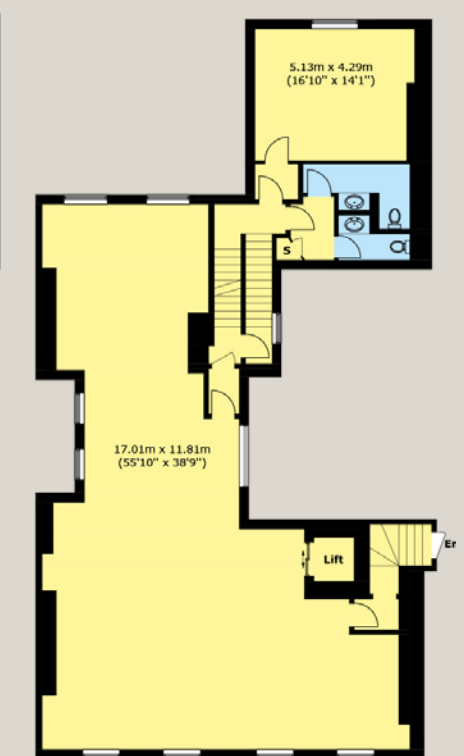
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR



TERMS

TENURE: FREEHOLD

EPC RATING: (LOWER GROUND FLAT): C

EPC RATING: (COMMERCIAL AREAS): F

LOCAL AUTHORITY: CITY OF WESTMINSTER

GUIDE PRICE: £29,950,000

JOINT SOLE AGENT



WETHERELL
MAYFAIR'S FINEST PROPERTIES

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wetherell.co.uk

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