





*Rare reversionary  
Freehold Investment.*

# Investment summary.



11,146

SQUARE FEET NIA

14,376

SQUARE FEET GIA

ARRANGED OVER

# 6 FLOORS

PRIME FREEHOLD BLOOMSBURY SQUARE  
OFFICE BUILDING.

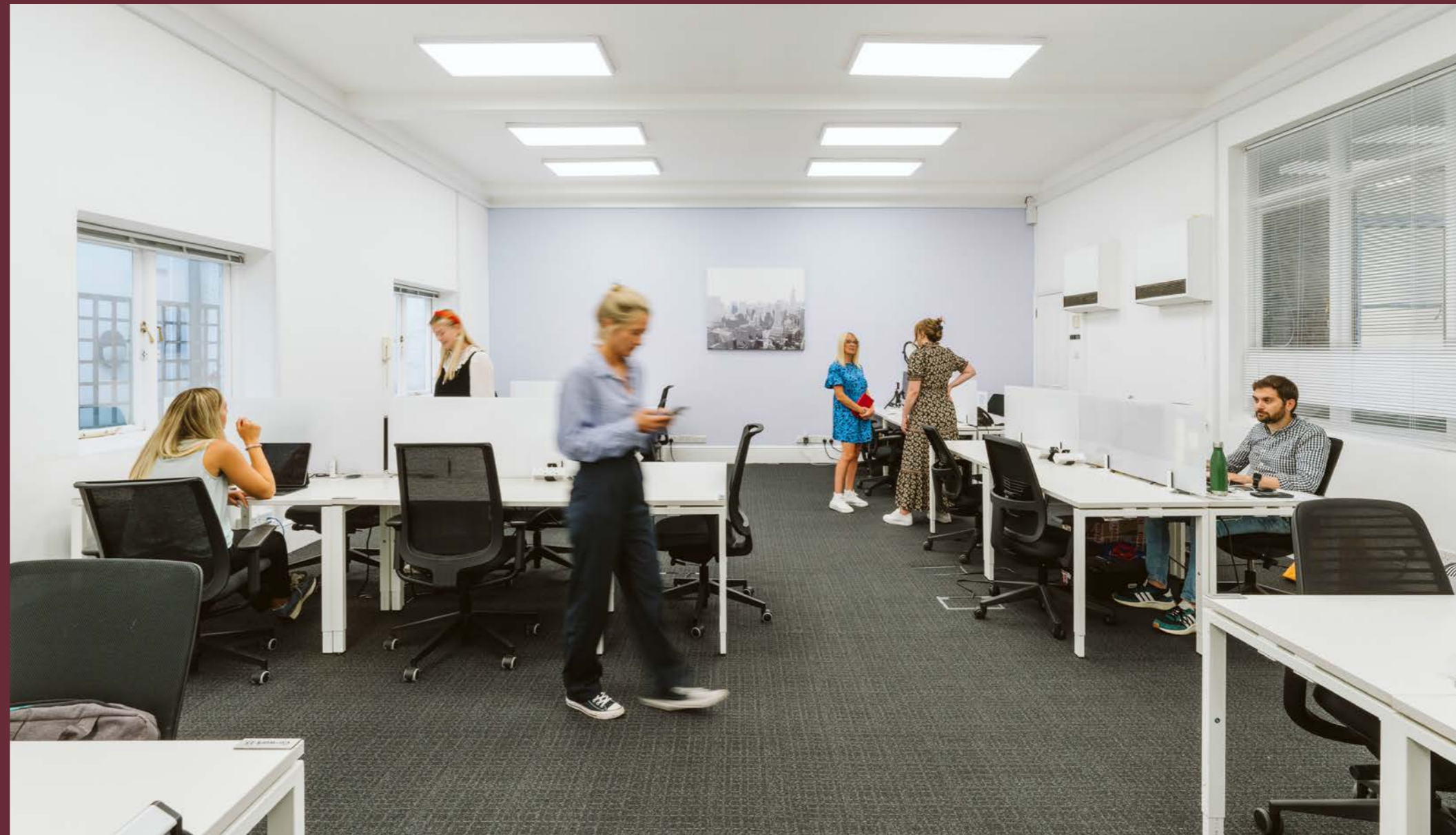
- Let to MWB Executive Centres (Bloomsbury) Limited trading as HQ Business Centre for a term until 16th June 2024. The Parent Company is IWG Plc (formerly Regus).
- Passing rent of the greater of £100,000 per annum (£8.97 per square foot), or 30% of the centre's net turnover income.
- The lease is contracted outside the Landlord and Tenant Act 1954.
- Vacant possession can be made available by the landlord upon serving 6 months' notice.

# The opportunity.



A RARE OPPORTUNITY TO ACQUIRE THE FREEHOLD OF THIS UNUSUALLY LARGE VICTORIAN OFFICE BUILDING OVERLOOKING BLOOMSBURY SQUARE AS AN INVESTMENT OR POTENTIAL OWNER OCCUPATION.

Whilst the property is steeped in history with many period features, it has been modernised throughout and provides an open plan rear extension across the whole of the rear of the building.



knockbox  
coffee

A  
1887  
D

*Positively  
Bloomsbury.*





# Bloomsbury regeneration.

THE SURROUNDING AREA IS CURRENTLY UNDERGOING A SIGNIFICANT AMOUNT OF REGENERATION INCLUDING THE FOLLOWING:

- The transformation of Victoria House in Bloomsbury Square into over 300,000 sq ft of accommodation for the Life Sciences industry, brought forward by Pioneer and Oxford Properties.
- Two major mixed use developments are proposed either side of the famous Sicilian Avenue, which will provide 16,000 sq ft of retail and 70,000 sq ft of offices.
- Planning consent granted in 2020 for a mixed use hotel led scheme on the site of the former Central St Martin's School of Art. Plans include a 400 bedroom hotel with ground floor uses including retail, restaurant, co-working and cultural space.
- Ongoing public realm improvements to neighbouring streets by Camden Council & Central District Alliance (CDA).
- Princes Circus is one of the partnership's most recent projects, which saw the area between Covent Garden and the British Museum transformed into a green, vibrant new public square with improved pedestrian routes facilitating travel while enhancing biodiversity.

SICILIAN AVENUE (CGI)  
CREDIT: MICA ARCHITECTS



VICTORIA HOUSE (CGI)  
CREDIT: VICTORIA HOUSE



PRINCES CIRCUS (CGI)  
CREDIT: CENTRAL DISTRICT ALLIANCE

# Bloomsbury Inward Investment.

**THE HOXTON HOLBORN HOTEL**  
220 bedroom hotel which opened in 2014 and was refurbished in 2019.

**THE POST BUILDING**  
Flagship building with retail, restaurant, and office space with a 7,500 sq ft panoramic rooftop. Tenants include McKinsey & Company.

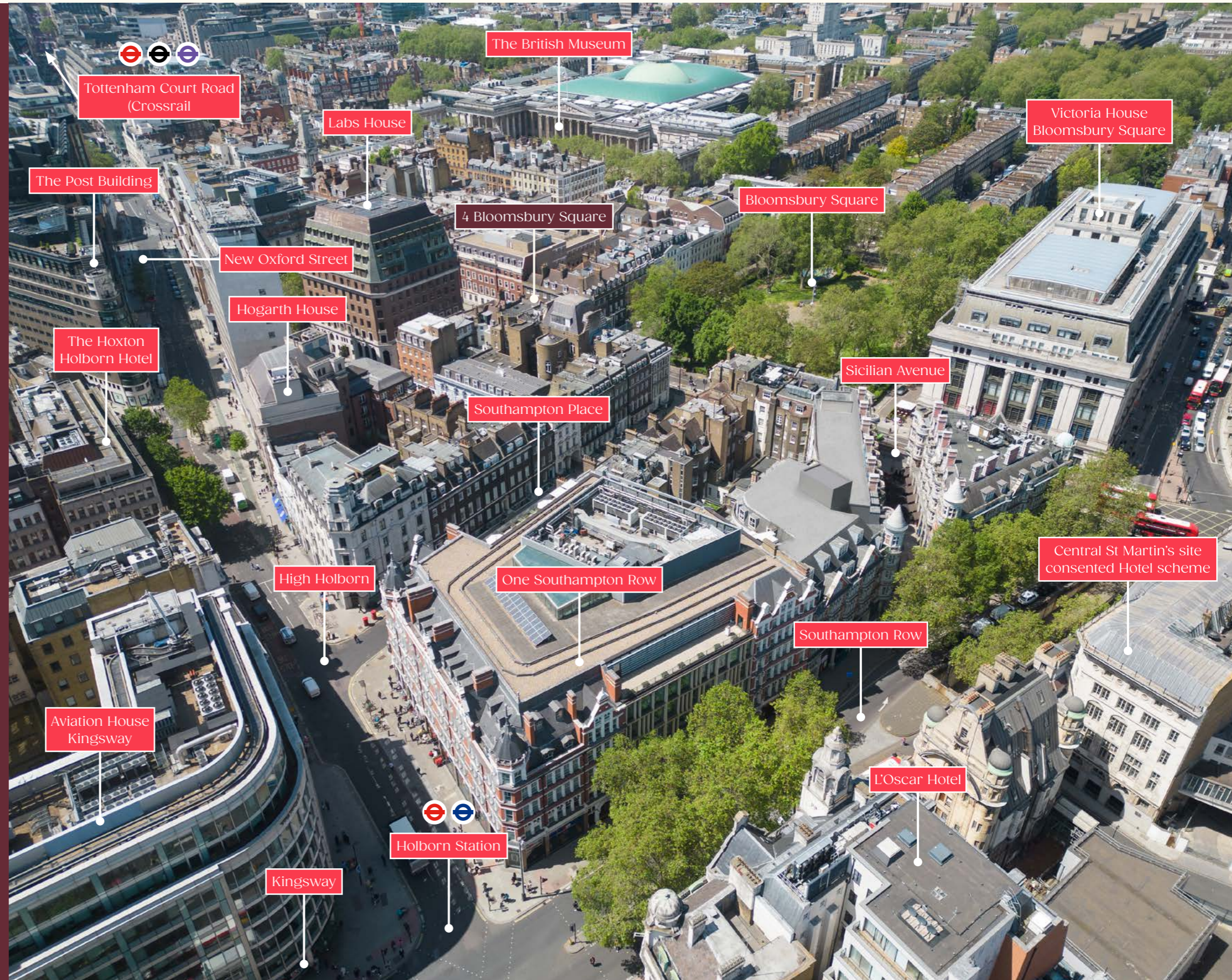
**THE BRITISH MUSEUM**  
The Museum has been open for more than 260 years and has thousands of visitors per day with approximately 6 million annual visitors from around the world.

**SICILIAN AVENUE**  
Plans are proposed to refurbish and reposition the avenue to include 16,000 sq ft retail space and 70,000 sq ft offices.

**BLOOMSBURY SQUARE GARDEN**  
One of London's first garden squares dating back to the 17th century.

**L'OSCAR HOTEL**  
39 bedroom hotel set within the former headquarters of the Baptist Church, restored by world leading decorator Jacques Garcia. Opened in June 2018.

**HOLBORN TUBE**  
The station has an annual footfall of over 30 million passengers. It is served by both the Piccadilly and Central lines.





# Location.

THE BLOOMSBURY AREA OF CENTRAL LONDON IS FAMOUS FOR ITS LANDSCAPED GREEN SQUARES AND PERIOD BUILDINGS, SOME OF WHICH DATE BACK TO THE LATE 1600'S. BLOOMSBURY SQUARE WAS DEVELOPED BY THE 4TH EARL OF SOUTHAMPTON IN THE EARLY 1660'S.



The building is located on the south side of Bloomsbury Square, close to its junction with Southampton Place. The opening of the Elizabeth Line at Tottenham Court Road provides a swift east west railway service with Holborn station also closely connecting into the underground network.

The property enjoys all of the benefits of Bloomsbury as well as being within easy reach of Covent Garden and the West End. The area also forms part of the Central District Alliance, a local Business Improvement district working in partnership with Camden Council to deliver local events, public realm improvements and an enhanced clean and safe environment.





St James's Park

Green Park

Hyde Park

Mayfair

Piccadilly Circus

Centre Point

Oxford Circus

St James's Square

Oxford Street

Soho Square

Central Saint Giles

Tottenham Court Road (Crossrail)

Bedford Square

Covent Garden Piazza

Covent Garden Station

Seven Dials

New Oxford Street

British Museum

Post Building

4 BLOOMSBURY SQUARE

Bloomsbury Square Garden

Space House

Labs House

Victoria House

High Holborn

Hogarth House

Kingsway

Holborn Station



Waterloo Station

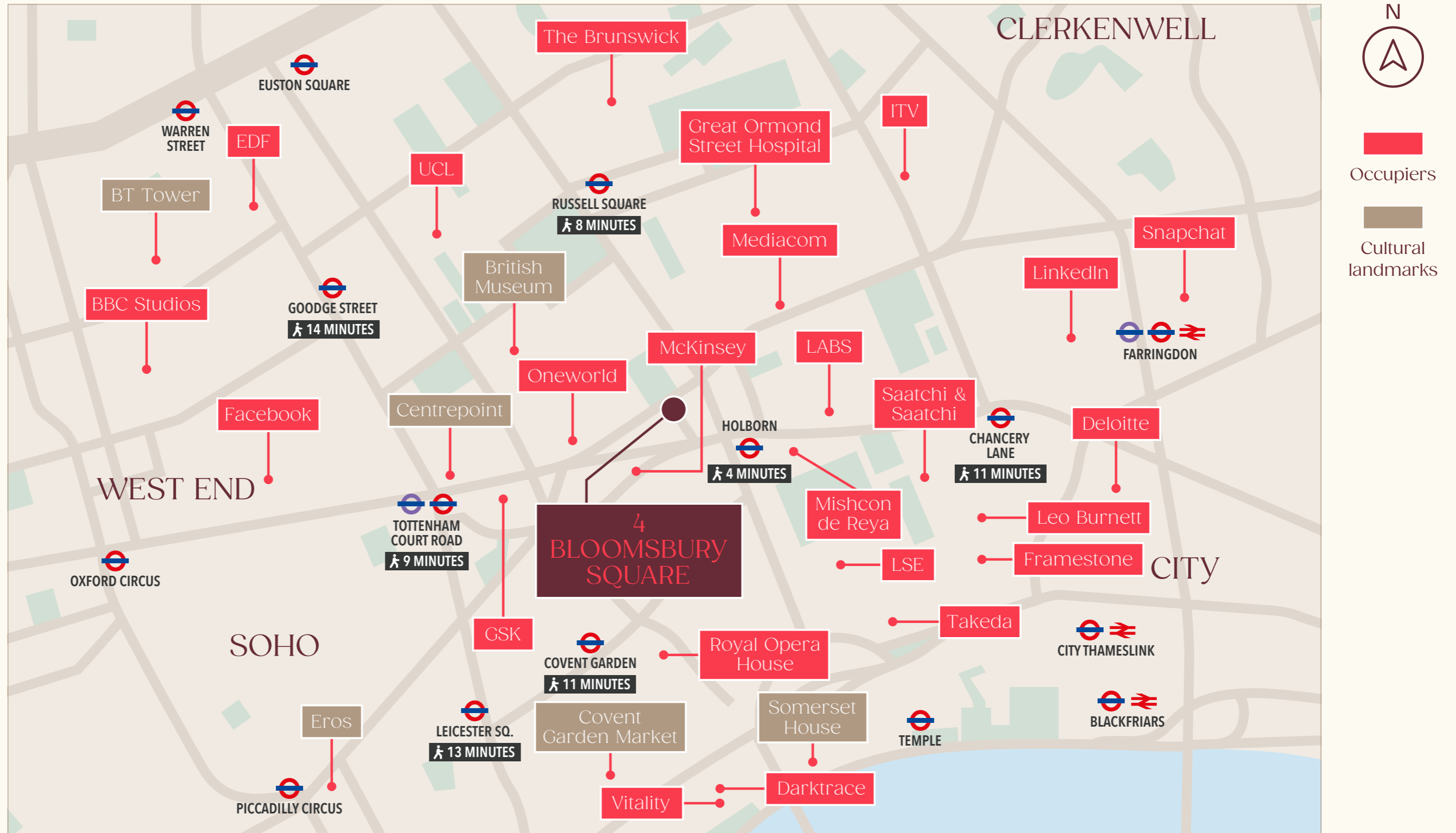
Lincoln's Inn Fields

Chancery Lane Station

Red Lion Square

# Local occupiers

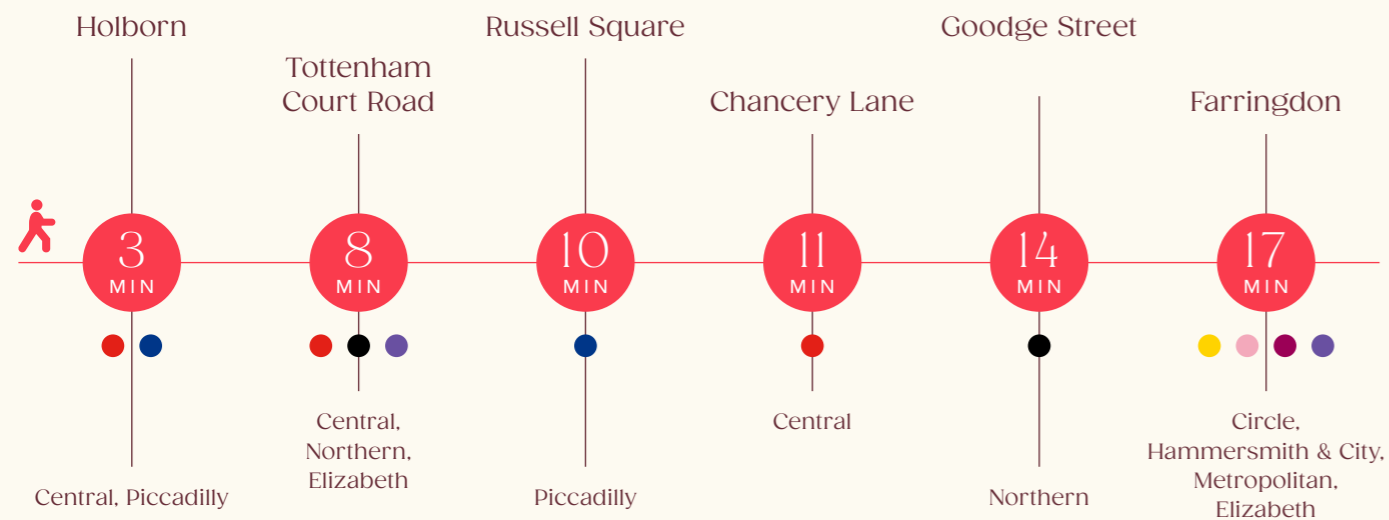
A PREMIER LOCATION FOR GLOBAL OFFICE OCCUPIERS,  
AND RENOWNED HOTELIERS & RESTAURATEURS ALIKE.



# Connectivity.

BLOOMSBURY'S CONTINUED POPULARITY IS BOLSTERED BY ITS EXCEPTIONAL CONNECTIVITY WITHIN LONDON AND BEYOND.

The property benefits from superb accessibility via its proximity to critical transport nodes, with several underground stations within a 10-minute walk of the property. Key walking times in minutes to Underground Stations detailed below;



Waterloo, Kings Cross and Euston overground stations are also within a 25 minute walk.

In addition, 4 Bloomsbury Square benefits from Crossrail access via Tottenham Court Road station, providing direct services to Heathrow Airport within 45 minutes. Newly renovated, including ticket halls, entrances and step free access – Tottenham Court Road has also been designated as a future Crossrail 2 station, forming the only interchange with the Elizabeth Line (or Crossrail 1).

# The Crossrail effect.

THE RECENTLY OPENED ELIZABETH LINE WAS EUROPE'S LARGEST INFRASTRUCTURE PROJECT AND NOW PROVIDES HIGH-SPEED, HIGH FREQUENCY TRAIN SERVICES THROUGH CENTRAL LONDON.

## 8 MINUTE WALK

TRAVEL TIME TO TOTTENHAM COURT ROAD STATION FROM 4 BLOOMSBURY SQUARE

## £15 BILLION+ SPENT

CREATING EUROPE'S LARGEST INFRASTRUCTURE INITIATIVE



## 200 MILLION

PASSENGERS PER ANNUM ANTICIPATED TO USE THE SERVICE

## 10% INCREASE

TO LONDON'S RAIL CAPACITY

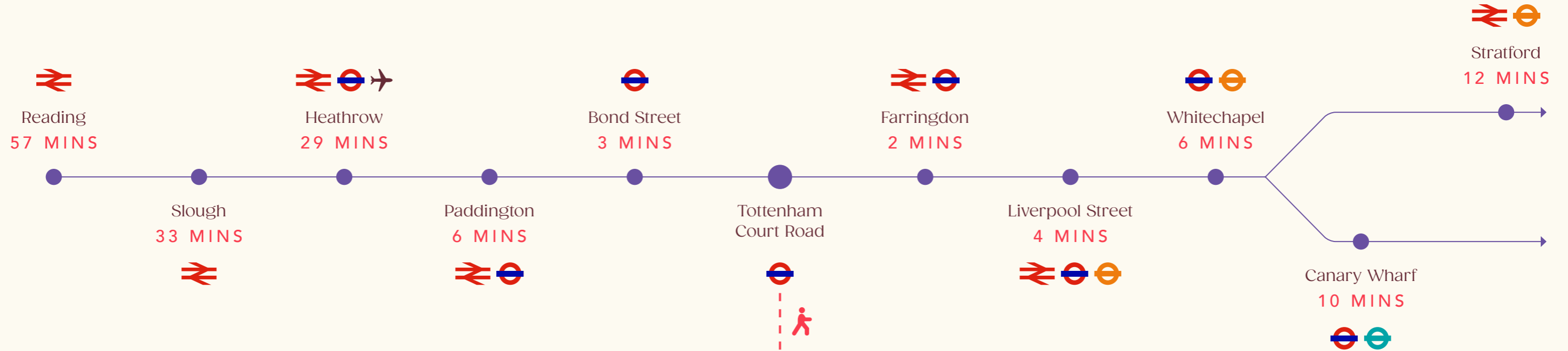
## 50% ADDITIONAL FOOTFALL

TO TOTTENHAM COURT ROAD STATION (HIGHEST OF ALL NEW STATIONS)

# Journey times.



JOURNEY TIMES EXCLUSIVE TO CROSSRAIL FROM TOTTENHAM COURT ROAD



Heathrow



4 Bloomsbury Square  
WALKING TIME: 8 MINS



Canary Wharf

# The building & accommodation.

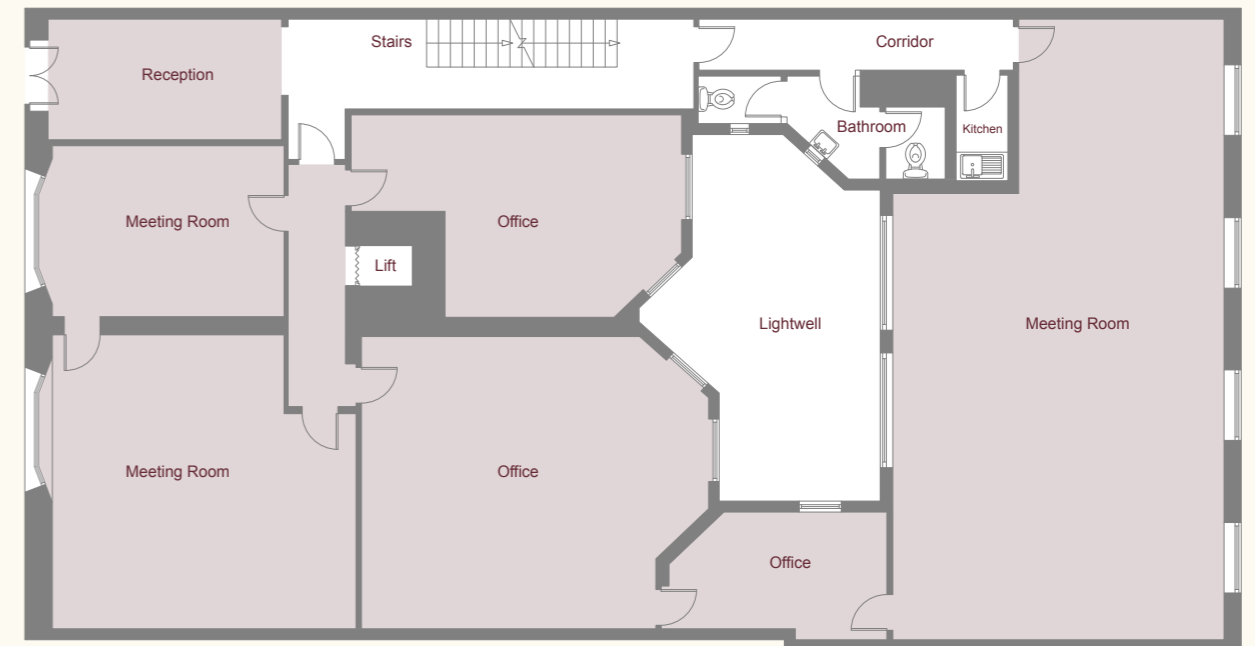
4 BLOOMSBURY SQUARE IS AN ATTRACTIVE VICTORIAN BUILDING, PROVIDING 11,146 SQ FT OF OFFICE AND ANCILLARY ACCOMMODATION ARRANGED OVER BASEMENT, GROUND AND FOUR UPPER FLOORS.

## ACCOMMODATION SCHEDULE:

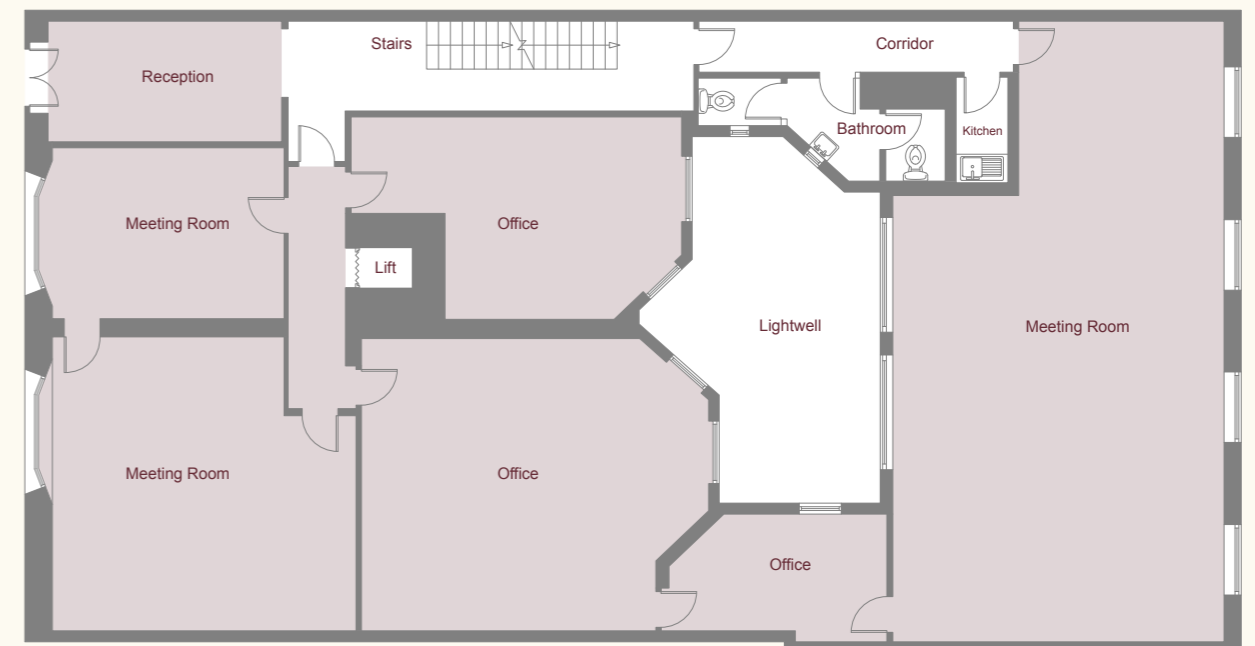
Floor	NIA		GIA	
	Area (sq m)	Area (sq ft)	Area (sq m)	Area (sq ft)
<i>Fourth</i>	112.5	1,211	181.2	1,950
<i>Third</i>	152.7	1,644	192.2	2,069
<i>Second</i>	152.7	1,644	192.3	2,070
<i>First</i>	236.4	2,545	284.3	3,060
<i>Ground</i>	234.9	2,528	284.5	3,062
<i>Basement</i>	146.2	1,574	201.1	2,165
<b>Total</b>	<b>1,035.4</b>	<b>11,146</b>	<b>1,335.6</b>	<b>14,376</b>

# Floor plans.

GROUND FLOOR



FIRST FLOOR



# The space.



# *Expertly Bloomsbury.*





## Tenure & tenancy.

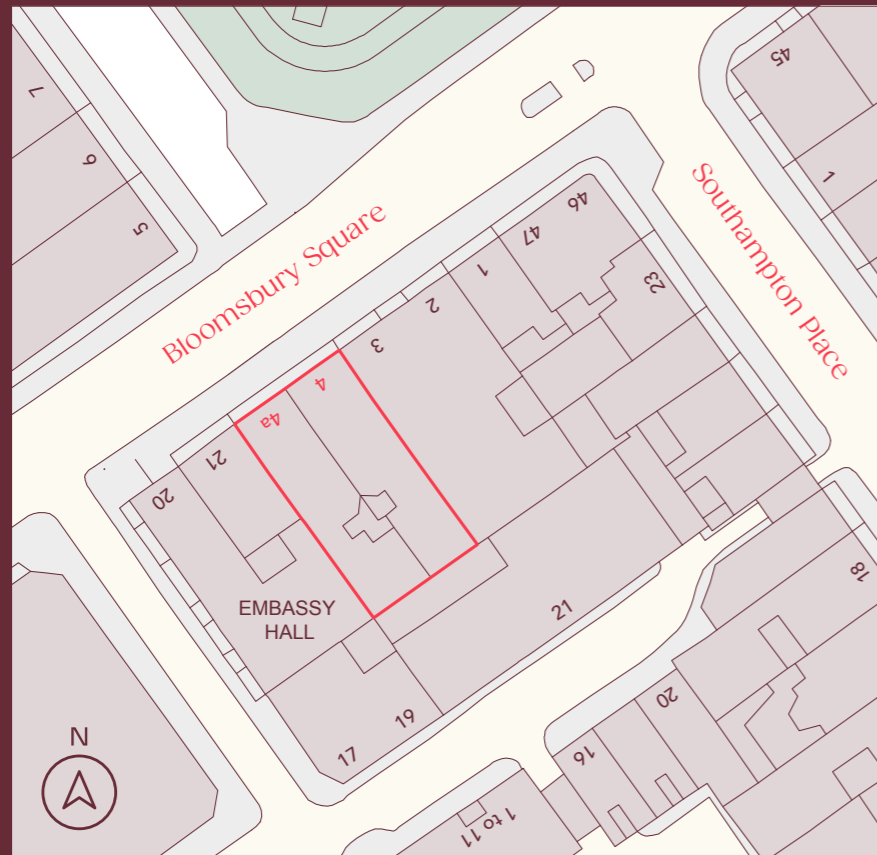
The building is owned freehold under title number NGL942924. It is let on a full repairing and insuring lease to MWB Executive Centres (Bloomsbury) Limited trading as HQ Business Centre for a term until 16th June 2024. The Parent Company is IWG Plc (formerly Regus).

Passing rent of the greater of £100,000 per annum (£8.97 per square foot), or 30% of the centre's net turnover income.

## Planning use.

The building's existing use is E (Commercial, Business and Service).

Change of use may be possible, subject to the necessary planning consents.



# Further information.

## EPC

EPC available on request.

## ANTI-MONEY LAUNDERING

Full information on any potential purchaser will be required in order to complete anti-money laundering and compliance checks.

## VAT

The property has been elected for VAT and it is anticipated that the sale will be treated as a Transfer of a Going Concern.

## PRICING

Offers are invited for the freehold interest, subject to the existing lease.

The adjacent property at 2 Bloomsbury Square is also available. This comprises 6,241 square feet. Further details upon request.

## DATA ROOM

A data room has been set up with further information available upon request.

## CONTACT

For further information, or to arrange a viewing, please contact:

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