



# • HERTFORD HOUSE •

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12-13 HERTFORD STREET MAYFAIR, LONDON W1

PRIME CENTRAL LONDON RESIDENTIAL INVESTMENT OPPORTUNITY FOR SALE



ROBERT IRVING BURNS

## EXECUTIVE SUMMARY

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- Exceptional Prime Central London location on a quiet residential street in Mayfair, just off Park Lane.
- The Freehold property comprises 16 self-contained residential apartments within two interlinked Grade II listed Georgian townhouses, arranged over lower ground to fourth floors, served by a passenger lift.
- There is a significant opportunity for asset management through light refurbishment works to enhance rental tone.
- The total Net Saleable Area is 10,215 sq ft (942.4 sq m).
- The property falls within planning use class C3.

**Offers are invited for the property in excess of £14,000,000 (Fourteen Million Pounds), subject to contract reflecting c.£1,370 psf on the NSA.**

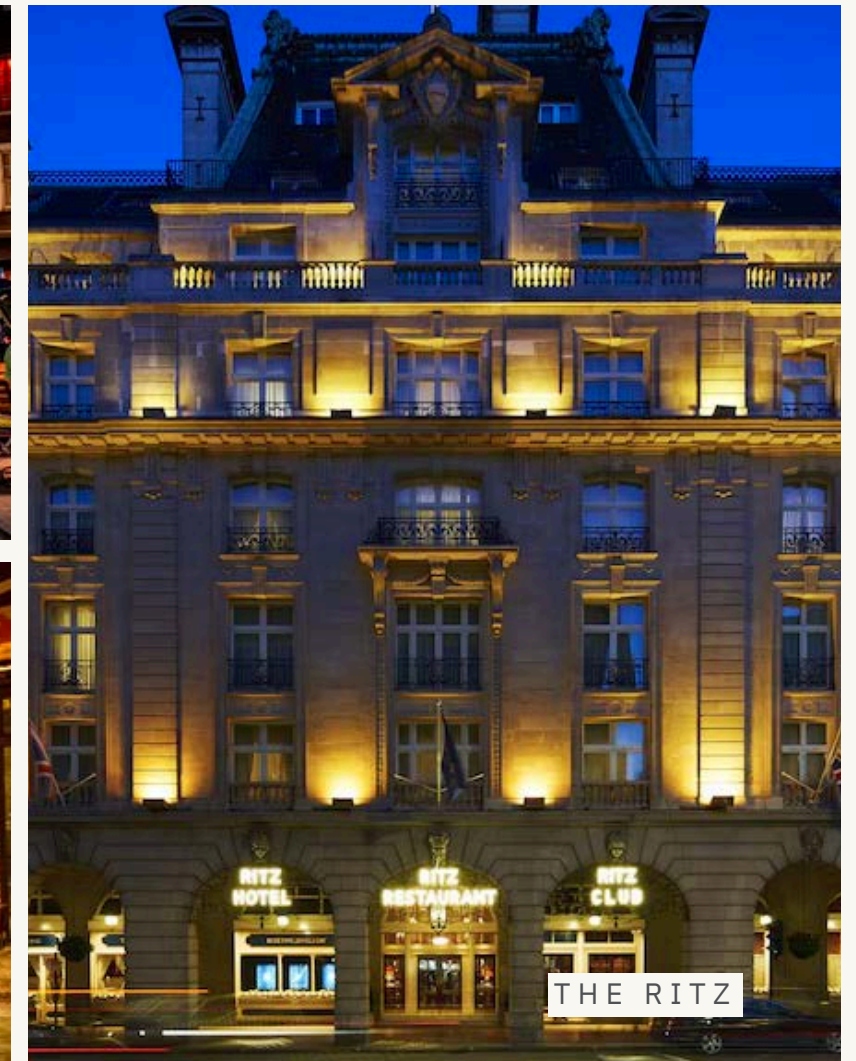




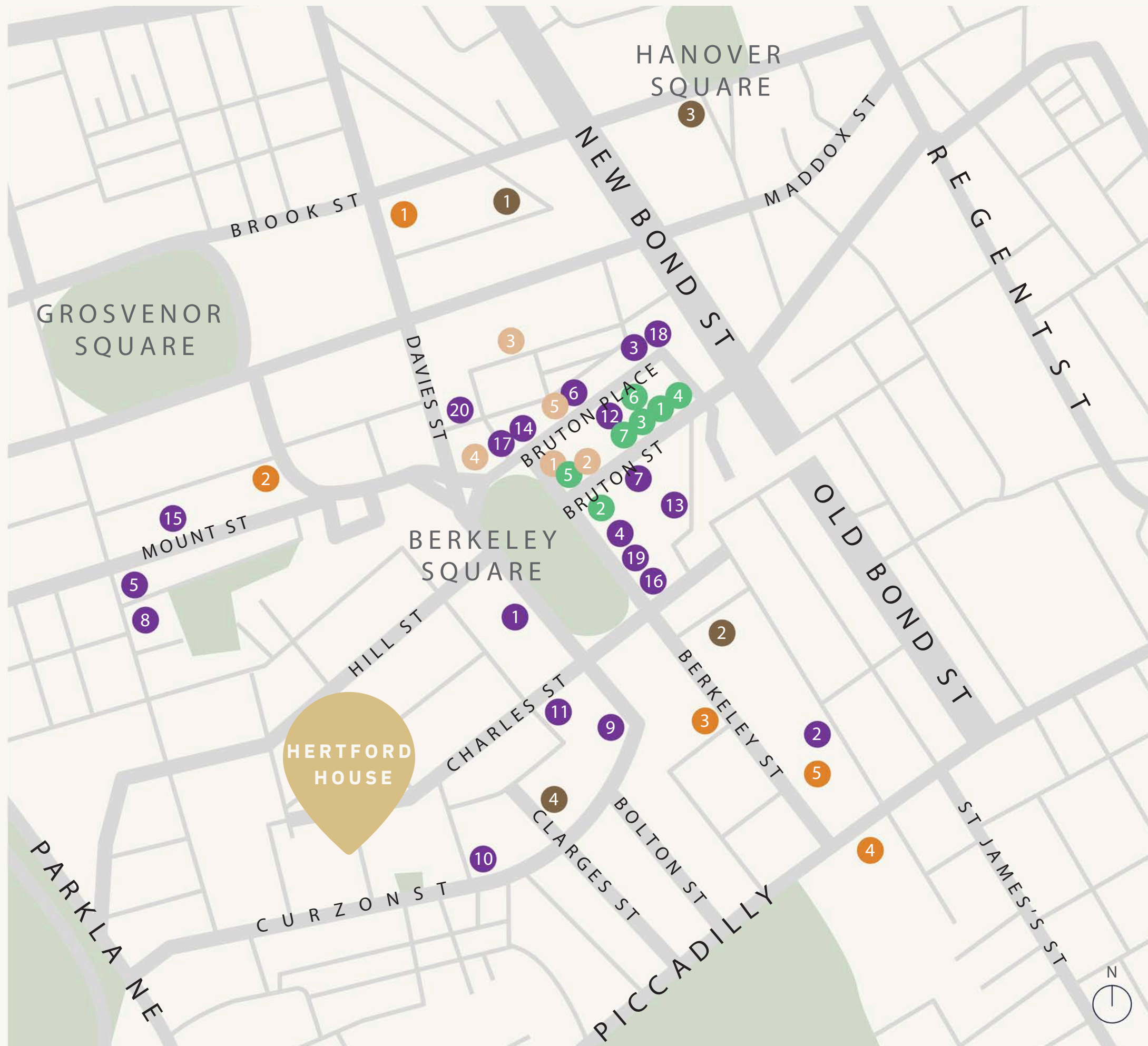
## MAYFAIR

Mayfair is internationally recognized as one of the world's most prestigious and exclusive destinations. Steeped in history, it exudes timeless elegance, where exquisite period architecture blends seamlessly with cutting-edge modern design.

Bordered by Hyde Park to the west, Oxford Street to the north, Regent Street to the east, and Piccadilly to the south, Mayfair offers an unrivalled lifestyle. Its tree-lined streets are home to world-renowned five-star hotels, private members' clubs, Michelin-starred restaurants, and luxury flagship boutiques, making it a true global destination.







## RESTAURANT, BARS & CLUBS

- 1 Annabel's
- 2 The Arts Club
- 3 Bellamy's
- 4 Benares Restaurant
- 5 George
- 6 The Guinea Grill
- 7 Hakkasan Mayfair
- 8 Harry's Bar
- 9 The Lansdowne Club
- 10 Little House Mayfair
- 11 Mark's Club
- 12 The Gentlemen Baristas
- 13 Mr Fogg's Residence
- 14 Lali Lifestyle
- 15 Scott's
- 16 Sexy Fish
- 17 OSI Wine and Gorgonzola Bar
- 18 Umu
- 19 Amazonica London
- 20 The Alfred Dunhill Club, Mayfair

## RETAIL

- 1 Brioni UK Ltd
- 2 Jack Barclay Bentley
- 2 H.R. Owen Ferrari
- 3 KENZO
- 4 Holland & Holland
- 5 Maison Margiela London
- 6 Rupert Sanderson Shoes
- 7 Temperley London

## HOTELS

- 1 Claridge's
- 2 The Connaught Hotel
- 3 The May Fair Hotel
- 4 The Ritz London
- 5 1 Hotel London

## ART GALLERIES

- 1 Delahunty Fine Art
- 2 E & R Cyzer
- 3 Gagosian
- 4 Phillips
- 5 Sladmore Contemporary

## WELLBEING / WELLNESS

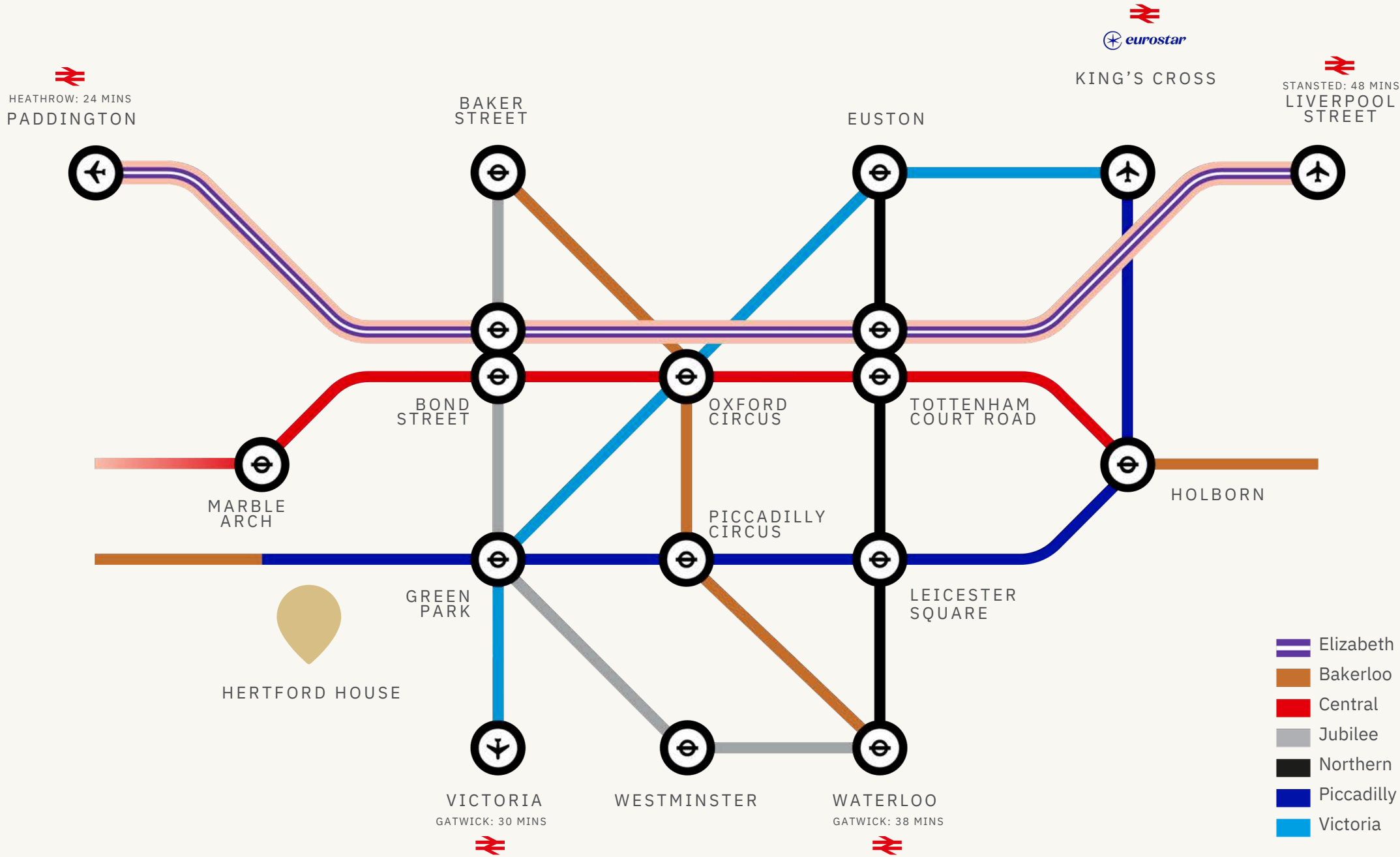
- 1 Bath & Racquets Club
- 2 Matt Roberts Personal Training
- 3 Ten Health & Fitness Mayfair
- 4 Third Space Mayfair

CONNECTIVITY

The property benefits from a Public Transport Accessibility Level (PTAL) rating of 6b (the highest possible rating), and a Walk Score of 99, meaning daily errands do not require a vehicle.

TRAVEL TIMES

Charing Cross	1 min
Holborn	4 min
Waterloo	4 min
Victoria	6 min
Euston	6 min
King's Cross	8 min
Bank	13 min
Paddington	13 min
Liverpool Street	15 min
Canary Wharf	16 min
Heathrow	45 min



Green Park  
4 minute walk  
(Jubilee, Piccadilly & Victoria line)

Bond Street  
10 minute walk  
(Jubilee, Central & Elizabeth line)

Hyde Park  
4 minute walk  
(Piccadilly line)

London Bridge  
15 minutes  
(via Jubilee line)

Heathrow Airport  
35 minute drive

Euston  
12minutes  
(via Victoria line)



## DESCRIPTION

Hertford House comprises two adjoining, interlinked Grade II listed Georgian townhouses, numbers 12 and 13 Hertford Street. Constructed of traditional brick with stucco detailing beneath mansard tiled roofs, the property offers sixteen self-contained residential apartments arranged across lower ground, ground, and four upper floors.

The building is accessed via a private entrance at Number 12 Hertford Street, which leads to a reception lobby with concierge desk, passenger lift and stairwell. The apartments are presented in traditional style with high ceilings, sash windows, fitted kitchens and bathrooms.

## KEY FEATURES

- Concierge reception area
- Passenger lift serving all floors
- Elegant period architecture and proportions
- Located within the Mayfair Conservation Area
- Good natural light and ceiling heights throughout



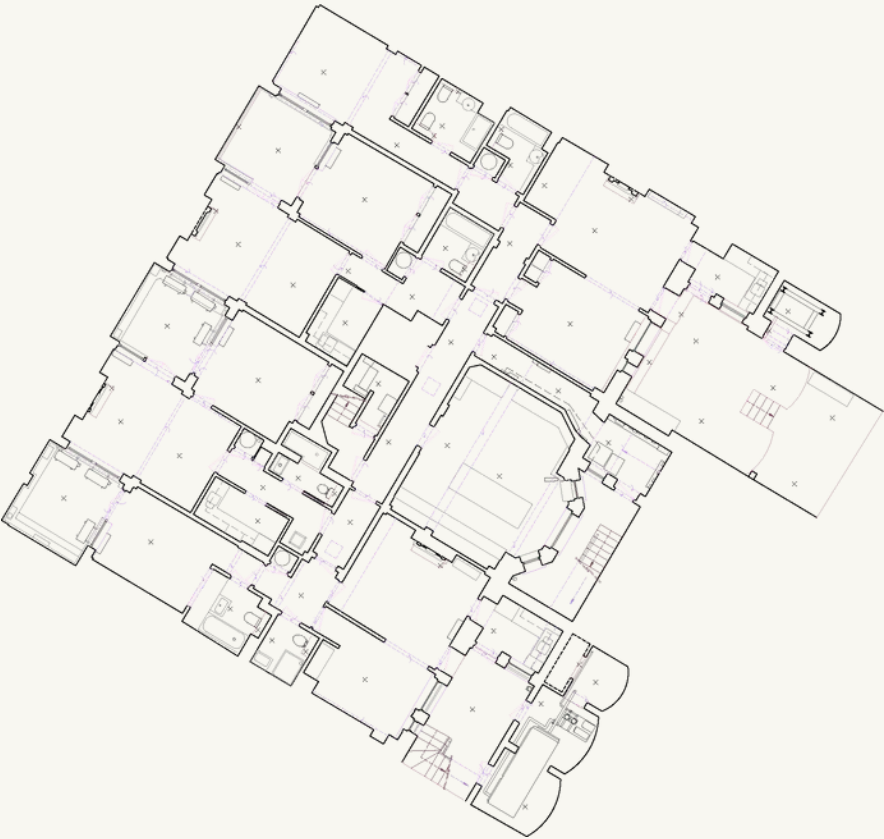
ACCOMMODATION SCHEDULE

The building is offered with vacant possession, with the exception of Flat 5, which is let on an Assured Shorthold Tenancy from 20/09/2024 to 20/09/2025, producing an annual rental income of £44,000, and Flat 16, which is let on a short-term holiday tenancy from 24/06/2025 to 23/07/2025, generating £8,000 for the period.

Flat No.	Beds	Size (sq ft)	Size (sq m)	Tenancy
1	1	810	74.7	Vacant
2	1	756	69.7	Vacant
3	1	655	60.4	Vacant
4	1	491	45.3	Vacant
5	1	688	63.4	Tenanted
6	1	748	69	Vacant
7	1	539	49.7	Vacant
8	1	735	67.8	Vacant
9	1	547	50.4	Vacant
10	1	468	43.1	Vacant
11	1	547	50.4	Vacant
12	1	561	51.7	Vacant
13	1	436	40.2	Vacant
14	2	932	85.9	Vacant
15	1	409	37.7	Vacant
16	1	893	83	Tenanted
Total	17	10215	942.4	

FLOOR PLANS

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First floor



Second floor



Third floor

All floorplans are available upon request  
Not to scale. For indicative purposes only



## ASSET MANAGEMENT POTENTIAL

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Hertford House presents an opportunity for asset enhancement through light refurbishment and strategic repositioning. The building, while currently well-maintained, would benefit from upgrades to internal finishes to align with the affluent local catchment.

Given the scarcity of stock and strong demand for quality period conversions in Prime Central London (particularly the Mayfair sub-market), these works could significantly uplift rental values or resale pricing on a per-unit basis.

Comparable refurbished units in the area have regularly sold for over £2,000 p/sqft in the past 12 months.



# FURTHER INFORMATION

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## TENURE

The property is held Freehold under title numbers NGL342386 & NGL360985.

## USE

The property benefits from Use Class C3 (Residential).

## PROPOSAL

Offers are invited for the property in excess of £14,000,000 (Fourteen Million Pounds), subject to contract reflecting c.£1,370 psf on the NSA.

## EPCs

Available upon Request.

## ANTI-MONEY LAUNDERING

In accordance with AML Regulations, the successful purchaser will be required to satisfy the Vendor on the source of funds for this acquisition.

In line with the regulatory Anti-Money Laundering requirements tenants and any beneficial owners with more than 25% vested interest will be asked to provide ID documents and Proof of Address. Further to this evidence of proof/ source of funds, showing how the transaction is going to be funded may be required.

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.  
July 2025.

# CONTACT US

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