



81
BLYTHE
ROAD

W14

CONSENTED PRIME WEST
LONDON RESIDENTIAL
DEVELOPMENT OPPORTUNITY



OPPORTUNITY SUMMARY

- ⊠ Exceptional, consented, residential development opportunity in Brook Green, prime west London.
- ⊠ Planning consent (2022/02439/FUL) for demolition of the existing building and construction of x8 duplex apartments, extending to 8,782 sq ft (815.88 sq m) NIA 9,745 sq ft (905.37 sq m) GIA.
- ⊠ All apartments will benefit from their own front door and private outdoor space.
- ⊠ No on-site Affordable Housing.
- ⊠ A variety of parking solutions are available for residents by separate negotiation.
- ⊠ The site currently comprises a two-storey commercial building extending to 3,107 sq ft (288.6 sq m) NIA 3,956 sq ft (367.55 sq m) GIA over ground and first floor, with undercroft parking.
- ⊠ 450 metres from the ongoing Kensington Olympia regeneration project, completing in 2025 and receiving over £1bn of private investment.
- ⊠ Approx. 10 mins walk to Hammersmith Broadway and Shepherd's Bush stations, and 6 mins to Kensington Olympia.
- ⊠ Freehold with vacant possession.

LOCATION

The site is located in the heart of Brook Green, in the London Borough of Hammersmith and Fulham (LBHF). Situated at the western end of Blythe Road, a primarily residential street, the site benefits from being in close proximity to an attractive retail parade, comprising a number of local boutiques and cafes.

The surrounding area is characterised by substantial Victorian terraces and tree lined streets. Brook Green, which provides green open space, a playground and tennis courts is located approximately 300m to the south.

Kensington Olympia, approximately 450 metres (0.3 miles) to the east, is receiving £1.3bn of private investment to create a world-class events space including; two new hotels, cinema, theatre, jazz-club style restaurant and venue, office space, 2.5 acres of pedestrianised public space, new cafés, restaurants and diverse retail.

Kensington Olympia station is located approximately 600 meters (0.3 miles) to the east (District line and Overground services). Hammersmith Underground Station is located approximately 900 meters (0.7 miles) to the south (Piccadilly, District, Hammersmith & City and Circle line services). Shepherd's Bush Underground station is located approximately 1.2 km (0.8 miles) to the north (Central line and Overground services). There are also a number of bus services from Hammersmith Station.



Map not to scale. For indicative purposes only.

DESCRIPTION

The site is broadly rectangular in shape extending to approximately 0.04 hectare (0.1 acre), with primary frontage onto Blythe Road. The existing building comprises ground and first floor office accommodation, extending to approximately 288.6 sq m (3,107 sq ft) NIA, with undercroft parking for approximately 4 cars.

The site is adjacent to a 2 storey commercial building to the east and single storey garages to the west along Blythe Road. The surrounding area is characterised by 3-5 storey Victorian terraced houses.

RIVER
THAMES

HAMMERSMITH
STATION
(10 min walk)

LEXINGTON
HOUSE

50 BROOK
GREEN

SHEPHERD'S
BUSH ROAD

BROOK
GREEN

HAMMERSMITH
ROAD

KENSINGTON
OLYMPIA
(5 min walk)

WESTFIELD
LONDON
(13 min walk)

THE
ATELIER

81
BLYTHE
ROAD



LOCAL SCHEMES



LEXINGTON HOUSE, 10 -14 AURIOL ROAD, W14 0SS

- ⊗ A prominent, high quality scheme being developed by Mountwood Homes. Completions are ongoing with approximately 16 of the 24 apartments sold.
- ⊗ The 6 duplex ground and lower ground floor units are known as “City Houses” and benefit from gardens and individual front doors.
- ⊗ Current asking prices for the remaining City Houses is circa £1,500 per sq ft, with apartments above asking circa £1,700 - £1,900 per sq ft.



THE ATELIER, 45-53 SINCLAIR ROAD, W14 0NS

- ⊗ A high quality scheme completed by Regal London in 2021. The scheme comprises a boutique development of 43 apartments with concierge, gym and cinema.
- ⊗ The scheme sold well off-plan and sold out shortly after completion.
- ⊗ Resale data recorded online shows second hand sales achieving circa: £1,500 - £1,950 per sq ft.



THE OLD SCHOOL, 50 BROOK GREEN, W6 7BJ

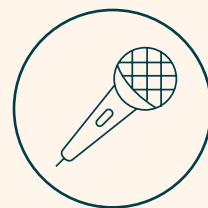
- ⊗ Exceptional, private gated site on Brook Green. Formerly, comprising a gated set of listed school buildings set within 5 separate blocks.
- ⊗ Planning granted for a change of use from office to 33 private residential apartments, with landscaped gardens. The scheme will be car free.
- ⊗ Expected residential pricing is circa: £1,800 - £1,900 per sq ft.

OLYMPIA LONDON REGENERATION

Kensington Olympia is receiving £1.3bn of private investment for a comprehensive mixed use redevelopment of the Olympia exhibition centre to create a world-class events space and London's newest cultural landmark across seven new buildings. The site is 14 acres in total with the scheme set to open in 2025. The project plans to deliver:

Two globally renowned lifestyle hotels with a 204 room Hyatt hotel including a restaurant, suites, lounge and gallery space managed by Hyatt and a 146 room boutique hotel managed by citizenM

- 100,000 sq ft of restaurants, bars and eateries across the Olympia Roof Garden, Pillar Hall and Olympia Way
- A 4,000 person capacity live music venue run by AEG Presents
- 1,575 seat theatre run by Trafalgar Entertainment
- 26,000 capacity exhibition space run by ASM Global and Olympia London
- Signature office building at One Olympia with 550,000 sqft of office, 12,000 sqft meeting & breakout areas, 6,000 sq ft conferencing, 6,500 sq ft tech hub and event space and 50,000 sqft of rooftop terraces
- 62,000 sqft of office and education space at Emberton House with a performing arts school and community theatre
- 2.5 acres of new public realm



**4,000 PERSON
CAPACITY LIVE
MUSIC VENUE**



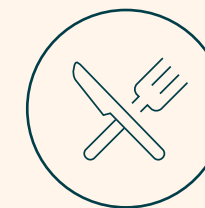
**1,575 SEAT
THEATRE**



**26,000 CAPACITY
EXHIBITION
SPACE**



**62,000 SQFT
OF OFFICE &
EDUCATION
SPACE**



**100,000 SQ FT OF
RESTAURANTS,
BARS & EATERIES**



**2.5 ACRES OF
NEW PUBLIC
REALM**



CONSENTED SCHEME

The site falls within the jurisdiction of the London Borough of Hammersmith and Fulham (LBHF). The site is located in the Lakeside, Sinclair and Blythe Road Conservation Area. None of the existing structures on site are statutory or locally listed.

The site benefits from planning permission (ref: 2022/02439/FUL) for:

Redevelopment of the site, comprising demolition of the existing building and, provision of 8no. residential apartments (Class C3) across four floors including at lower ground level together with associated cycle parking, refuse stores, and associated amenity space at lower ground and roof top level.

The development is subject to the following key CIL and S106 financial contributions. However, it will be for the purchaser to confirm exact figures.

COMMUNITY INFRASTRUCTURE LEVY

Mayoral	£49,675
Borough	£158,231
TOTAL	£207,906

S106 FINANCIAL CONTRIBUTION

	SUM
Affordable housing contribution	£130,000

CONSENTED AREAS

FLOOR	UNIT NO.	BEDS	NIA (SQ M)	NIA (SQ FT)
Lower Ground & Ground	1	2B4P	112.59	1,212
First and Second	2	3B5P	118.86	1,266
Lower Ground & Ground	3	2B4P	110.99	1,195
First & Second	4	3B5P	121.26	1,289
Lower Ground & Ground	5	1B2P	75.48	813
First & Second	6	3B4P	97.90	1,044
Lower Ground & Ground	7	1B2P	83.69	901
First & Second	8	2B4P	95.11	1,019
Total			815.88	8,782

Areas not to be relied upon.

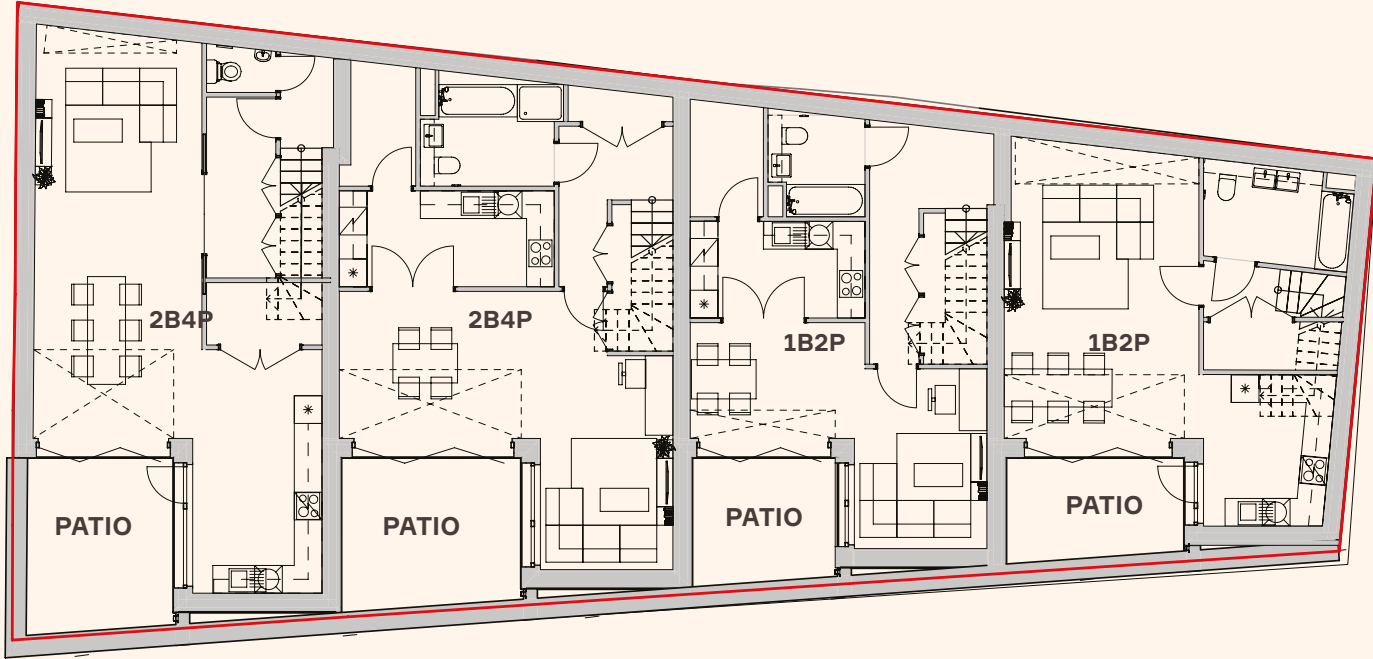




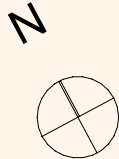
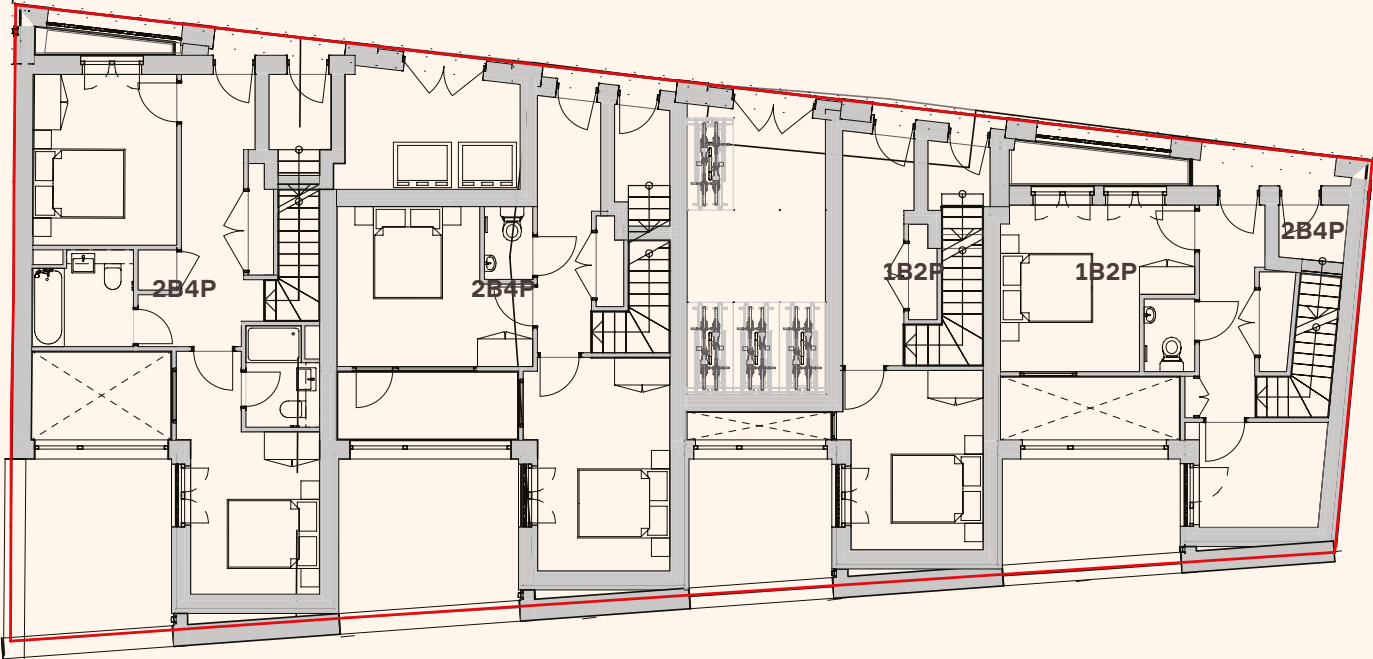
CONSENTED PLANS

Further optimised internal layout plans are provided in the dataroom.

LOWER GROUND FLOOR

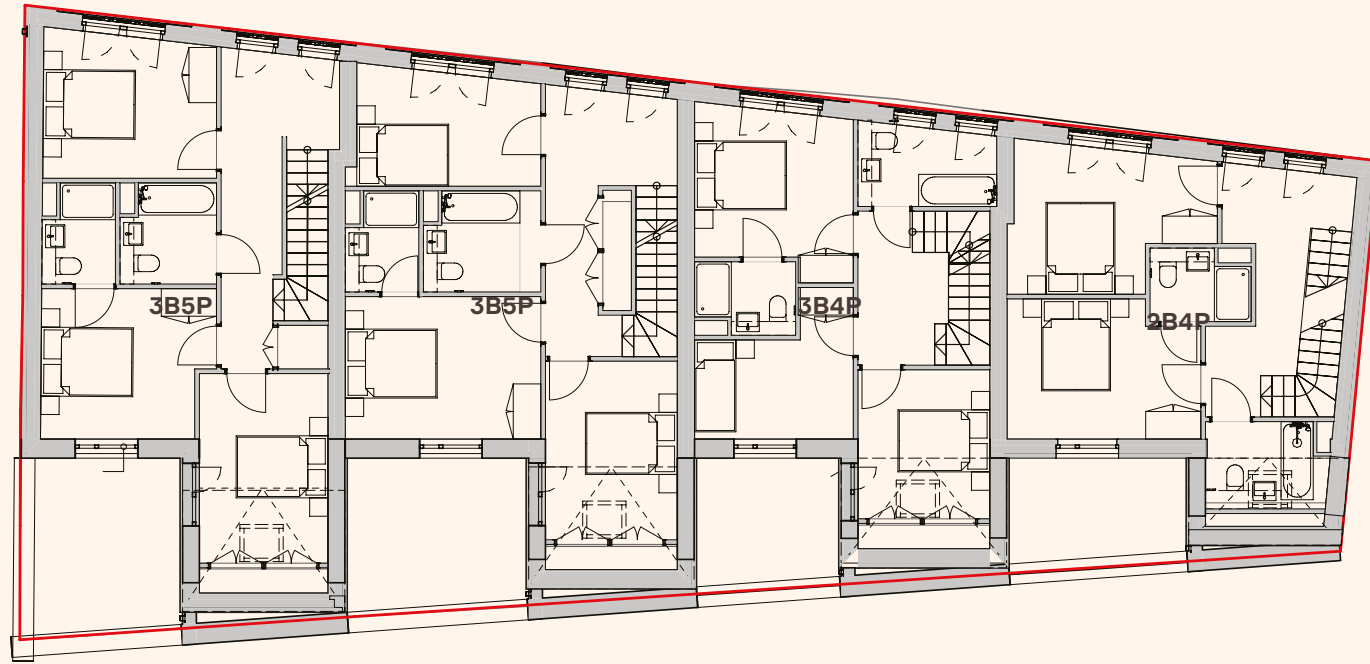


GROUND FLOOR

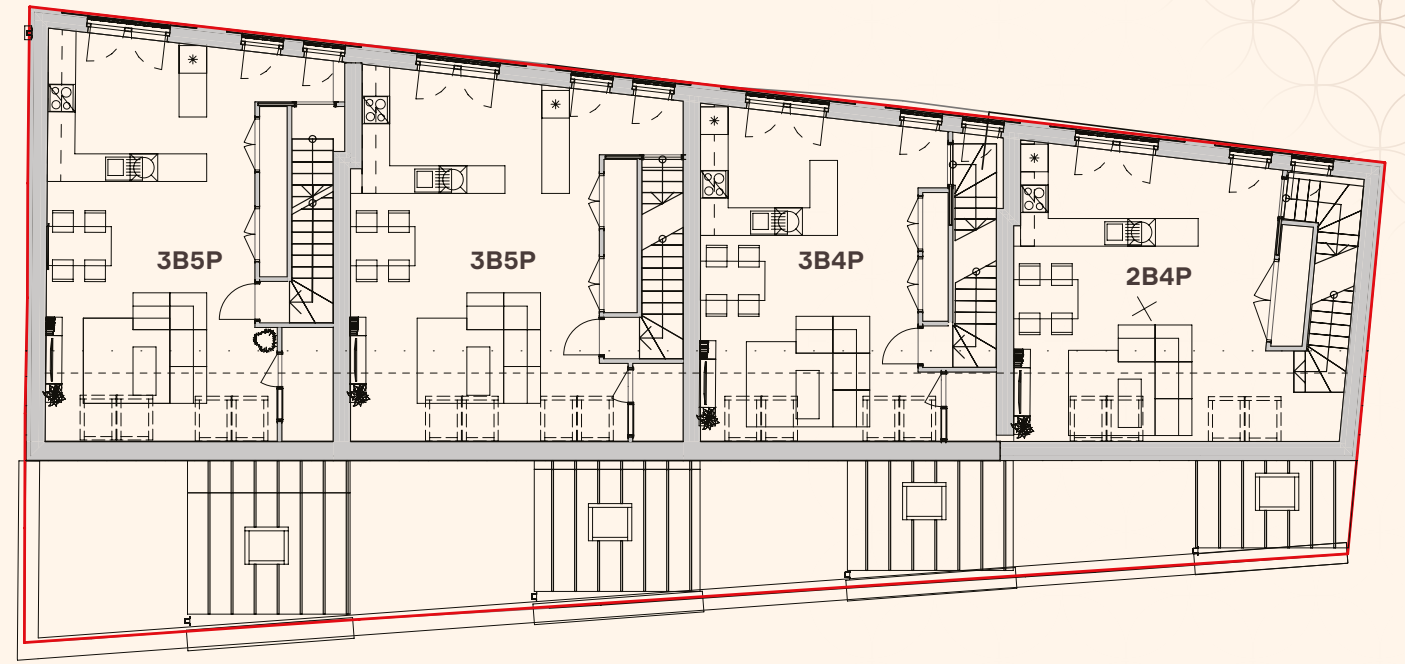


Plans not to scale. For indicative purposes only.

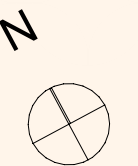
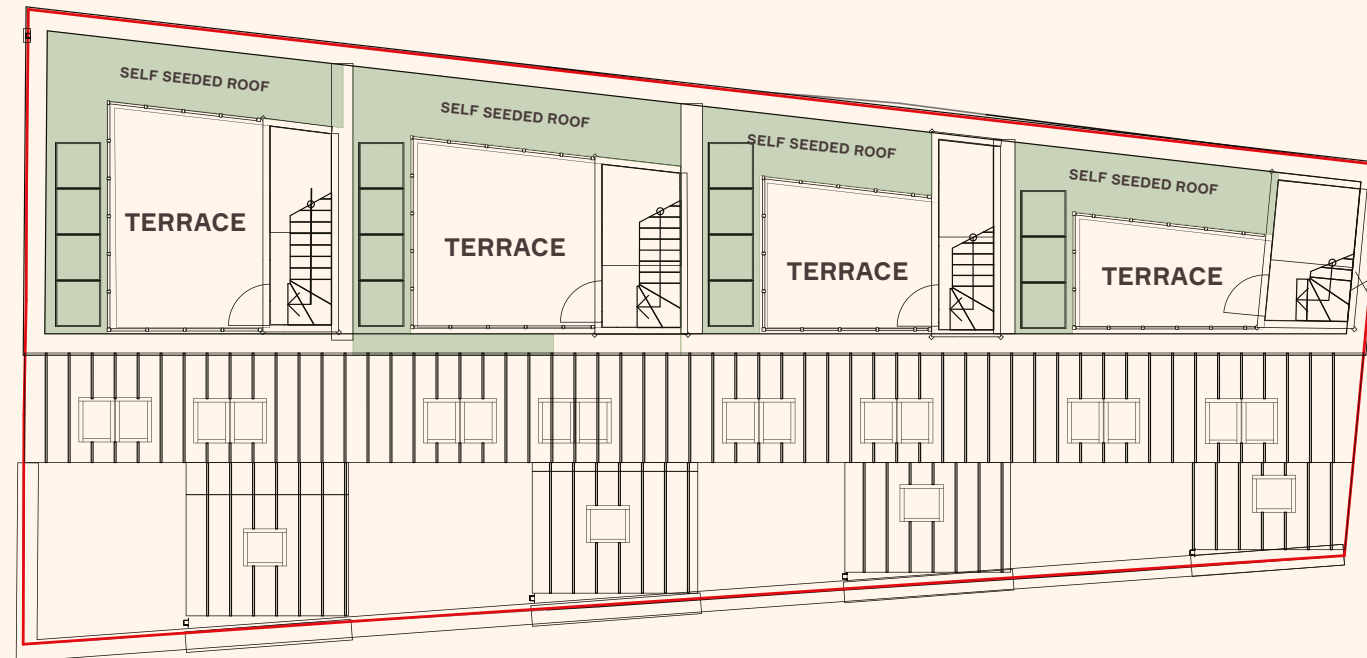
FIRST FLOOR

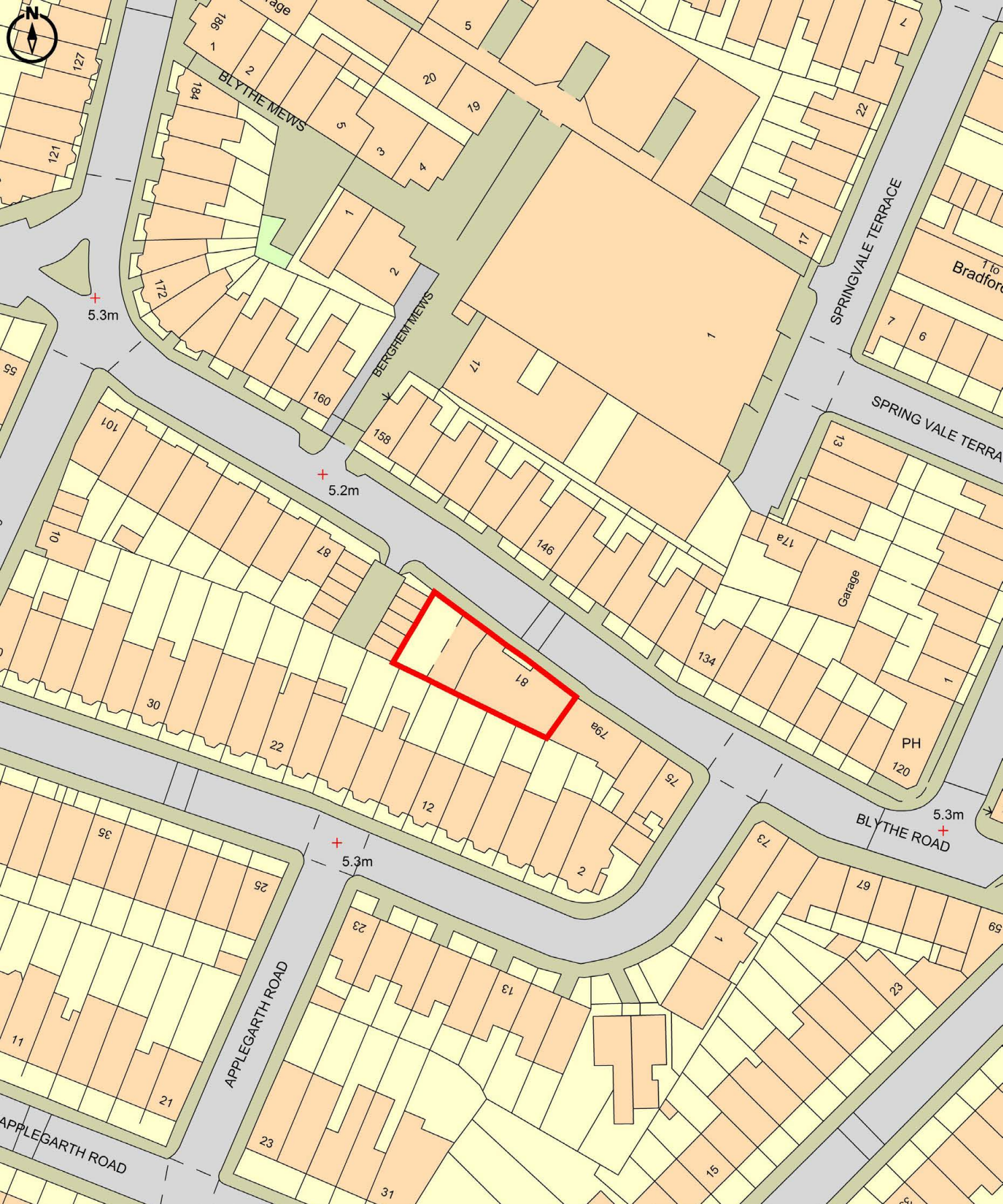


SECOND FLOOR



ROOF





FURTHER INFORMATION

TITLE & TENURE

The property is for sale freehold with vacant possession under Freehold Title no. NGL599476

METHOD OF SALE

The site will be sold by way of informal tender (unless sold prior)

VAT

The property is elected for VAT.

EPC

The existing property has an EPC rating of E.

PARKING SOLUTIONS

Car parking spaces are available nearby subject to availability. Further information available on request

DATAROOM

Further information including planning, technical and legal documentation can be found at:

https://sites.savills.com/81Blythe_Road

AML

A successful bidder will be required to provide the usual information to satisfy the AML requirements when Heads of Terms are agreed.

VIEWINGS

Please contact the sole selling agent, should you wish to make an appointment

Prospective purchasers should be made aware that inspections are made entirely at their own risk and no liability is accepted by the owner or their agents.

CONTACTS

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Designed and Produced March 2024