



611 Kings Road, **SW6**



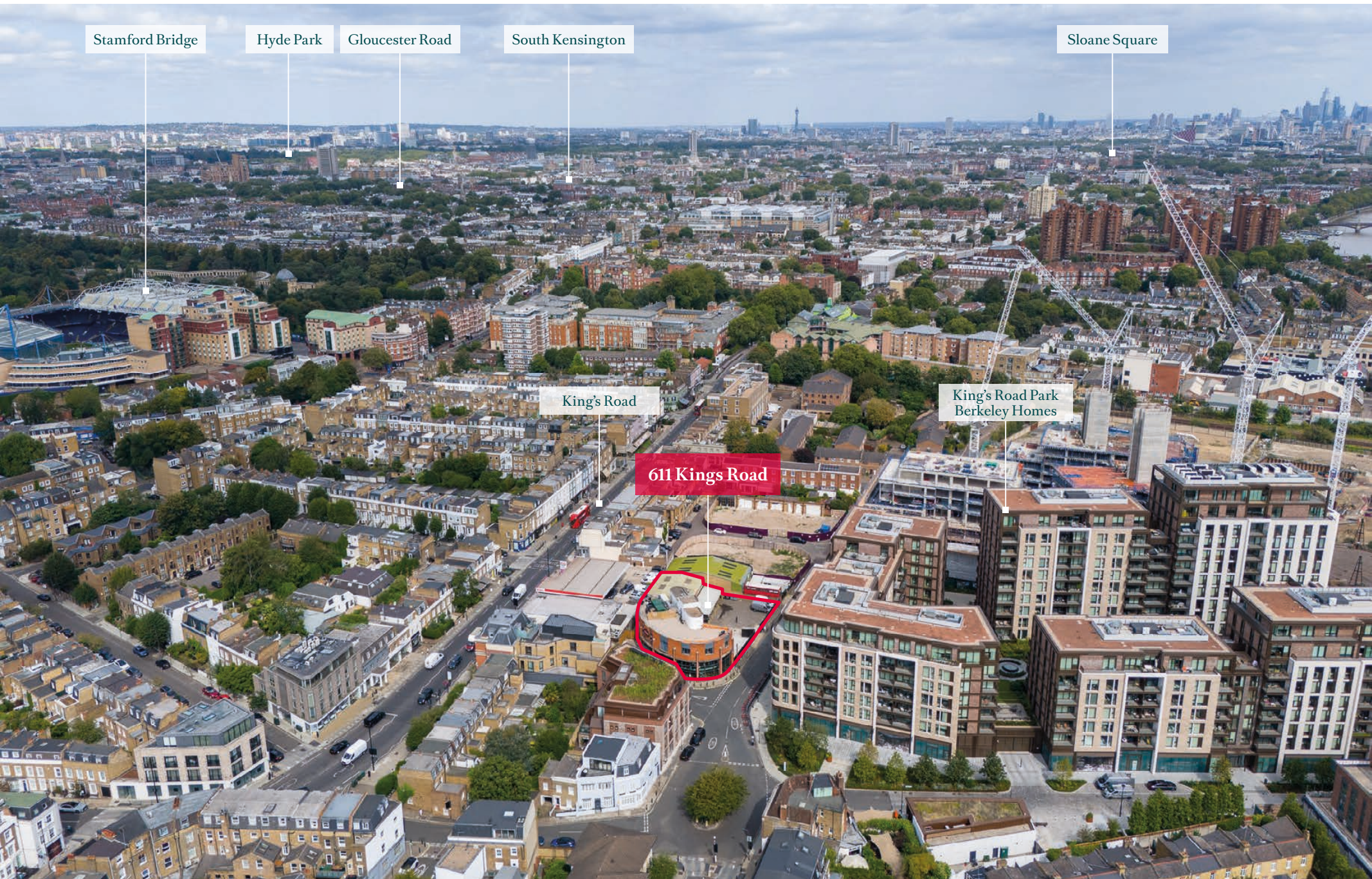
The opportunity .

Rare opportunity to acquire a prime London site with development potential located on the prestigious Kings Road.

- Freehold site of 0.33 acres (0.13 hectares).
- Prime location within The London Borough of Hammersmith and Fulham close to the River Thames, Imperial Wharf and Stamford Bridge Stadium.
- Existing building is arranged across ground, mezzanine level, and first floor, extending to approximately 11,570 sq ft (GIA).
- The Site accommodates Warr's Harley-Davidson, Europe's oldest and biggest selling Harley-Davidson dealership, with associated showroom, office and workshop areas.
- Upon separate negotiation and post purchase Warr's are willing to discuss a potential lease on a current or future new build commercial unit.
- To be sold with full vacant possession.
- Significant prime residential development potential supported by the development of King's Road Park opposite, subject to necessary consents.
- A Jo Cowen Architects feasibility study (July 2024) comprises a new build scheme of 35 residential (C3) units, with 5,022 sq ft NIA of commercial space on the ground floor, totaling 42,786 sq ft GIA.
- The site benefits from two previous planning applications:
 - **Application Ref. 2019/02662/FUL**
Approved 18/03/2021. Includes a conversion and an extension to the existing building plus two additional new floors, mixed-use residential lead scheme, comprising 9 units. Scheme has been implemented.
 - **Application Ref. 2013/00474/FUL**
Erection of new build six storey scheme comprising 18 units Approved 27/2/2018.

Proposal

Unconditional offers sought in excess of £10,000,000.



Stamford Bridge

Hyde Park

Gloucester Road

South Kensington

Sloane Square

King's Road

King's Road Park
Berkeley Homes

611 Kings Road



Location.

The site is located a short walk away from the Thames and Chelsea Harbour, with a prestigious King's Road address.



Located in the heart of South West London, within the vibrant King's Road Park regeneration area, the site is surrounded by residential development and an eclectic boutique retail and restaurant offering.

The immediate neighbourhood is highly desirable and has long been recognised as one of London's most prime residential locations.

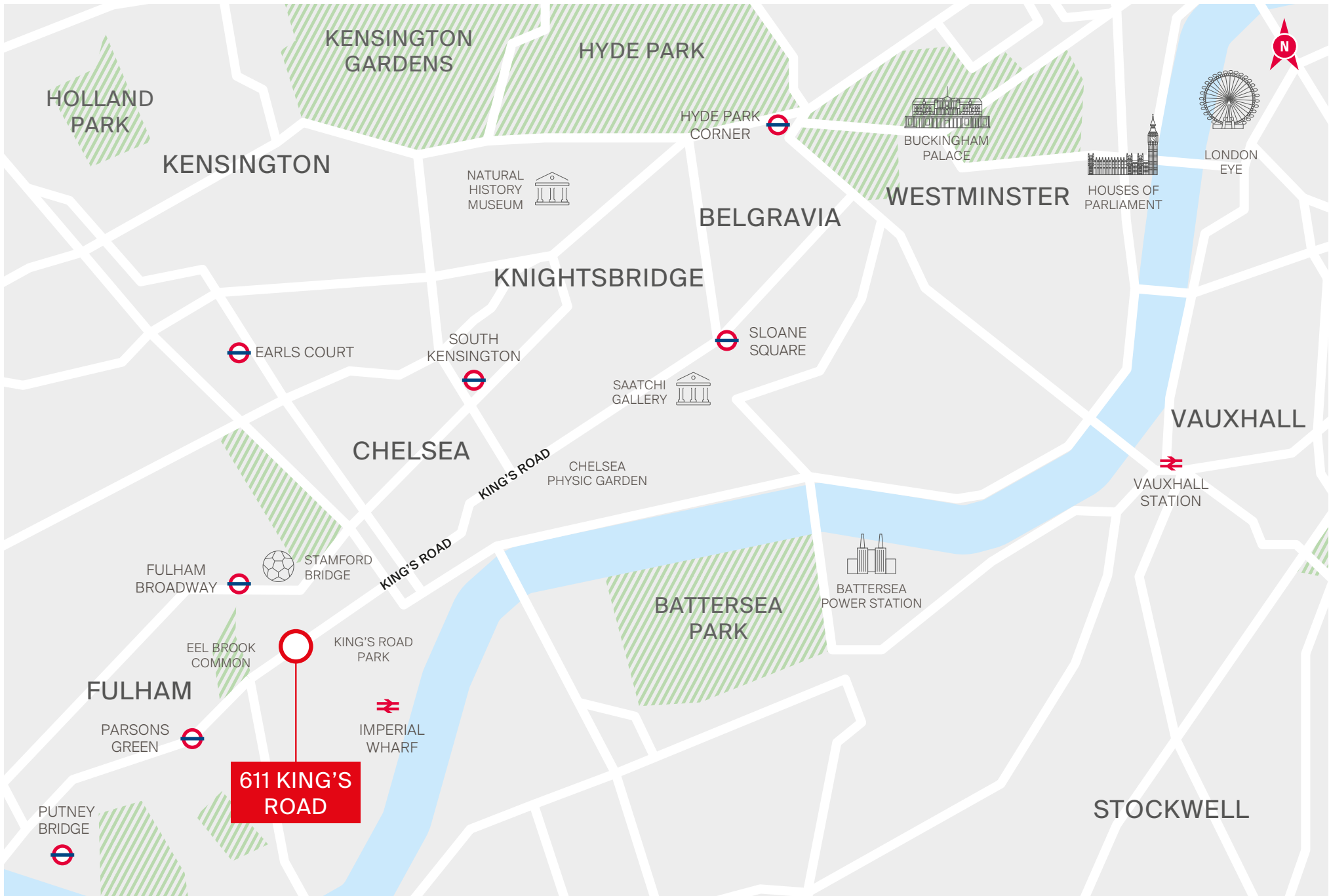
With Imperial Wharf and Fulham Broadway within a 1-mile radius away, the Site benefits from easy access into central London, in addition to the abundant luxury amenities within Knightsbridge, Kensington, Sloane Square and Westfield.

Lying between Chelsea and Fulham, at a walking distance from the River and Imperial Wharf, the Site acts as a riverside destination within an affluent West London area,

Additionally, sports fans will appreciate the Site's proximity to both Chelsea and Fulham Football Stadiums.

Opposite lies the Rose Pub, that acts as the local village pub for the residents of Fulham.





HOLLAND PARK

KENSINGTON

KENSINGTON GARDENS

HYDE PARK

HYDE PARK CORNER

BUCKINGHAM PALACE

WESTMINSTER

LONDON EYE

HOUSES OF PARLIAMENT

BELGRAVIA

KNIGHTSBRIDGE

EARLS COURT

SOUTH KENSINGTON

SLOANE SQUARE

SAATCHI GALLERY

CHELSEA

KING'S ROAD

CHELSEA PHYSIC GARDEN

VAUXHALL

VAUXHALL STATION

FULHAM BROADWAY

STAMFORD BRIDGE

KING'S ROAD PARK

BATTERSEA PARK

BATTERSEA POWER STATION

FULHAM

EEL BROOK COMMON

PARSONS GREEN

IMPERIAL WHARF

611 KING'S ROAD

STOCKWELL

PUTNEY BRIDGE

Connectivity.

The site benefits from great transport links.

Fulham Broadway (0.4 miles) (District and Circle Line), Parsons Green (0.6 miles) (District and Circle Line), and Imperial Wharf Overground (0.5 miles) (Overground) are all nearby.

Sloane Square is c.2km away offering an abundance of shopping and restaurant opportunities, as well as the Circle Line tube station.

Bus routes stop on Kings Road, with buses 11, 14, 22, 295, 414, 306, N11, N22, 28, N28 and 424 all servicing the area.

The nearest bus stops are Harwood Terrace (N), 2-minute walk, Rumbold Road (GC), 3-minute walk, Tyrawley Road (GK), 4 minutes' walk, and Chelsea Football Club (W), 7-minute walk.

Alternatively the River Bus RB2 and RB6 can be accessed from Chelsea Harbour.



Public Transport

- Chelsea **10 minutes**
- South Kensington **20 minutes**
- West End **25 minutes**
- Kings Cross (Eurostar) **35 minutes**
- City of London **30 minutes**
- Kensington Olympia **15 minutes**
- Heathrow **40 minutes**
- Gatwick **1 hour**



Walking

- 7-minute walk**
Fulham Broadway
Underground station
(District Line)
- 10-minute walk**
Imperial Wharf
Overground station
(Overground)
- 12-minute walk**
Parsons Green
Underground station
(District Line)



Car

- Knightsbridge **12 minutes**
- Mayfair **20 minutes**
- Wimbledon **18 minutes**
- City of London **42 minutes**
- Imperial Wharf **5 minutes**
- Heathrow **1 hour**
- Gatwick **1 hour**





Existing property.

The site comprises

- The owner occupier (Warr's) have been in situ at 611 King's Road, since the late 1990's. The current building is a bespoke construction built in 2000 for Warr's.
- The current use class is Sui Generis.
- Existing building is arranged across ground, mezzanine level, and first floor, extending to 11,570 sq ft GIA.
- External yard space and covered motorcycle parking totals 5,951 sq ft.
- External roof terrace totals 2,568 sq ft.
- The building is not listed.
- The Warr's building is recognised as a landmark within this affluent part of Fulham. With the site having recently benefitted from the adjacent Berkley Homes King's Road Park Regeneration with improved public realm and retail offering.



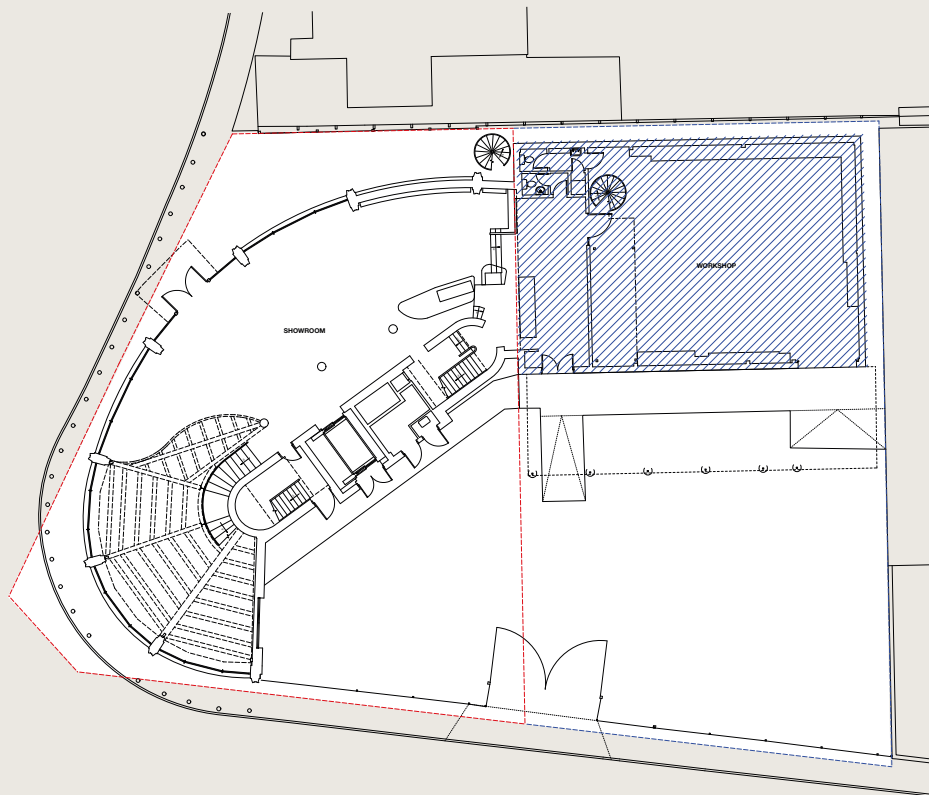
Existing building accommodation schedule

NET INTERNAL AREAS	NIA sq m	NIA sq ft
GROUND FLOOR		
Showroom	297.42	3,201
Storage	5.48	59
Ground total	302.90	3,260
MEZZANINE		
Boutique	75.25	810
Office	8.15	88
Mezzanine total	83.40	898
FIRST FLOOR		
Office	96.58	1,040
Storage	138.25	1,488
First floor total	234.83	2,528
OVERALL TOTAL	621.13	6,686

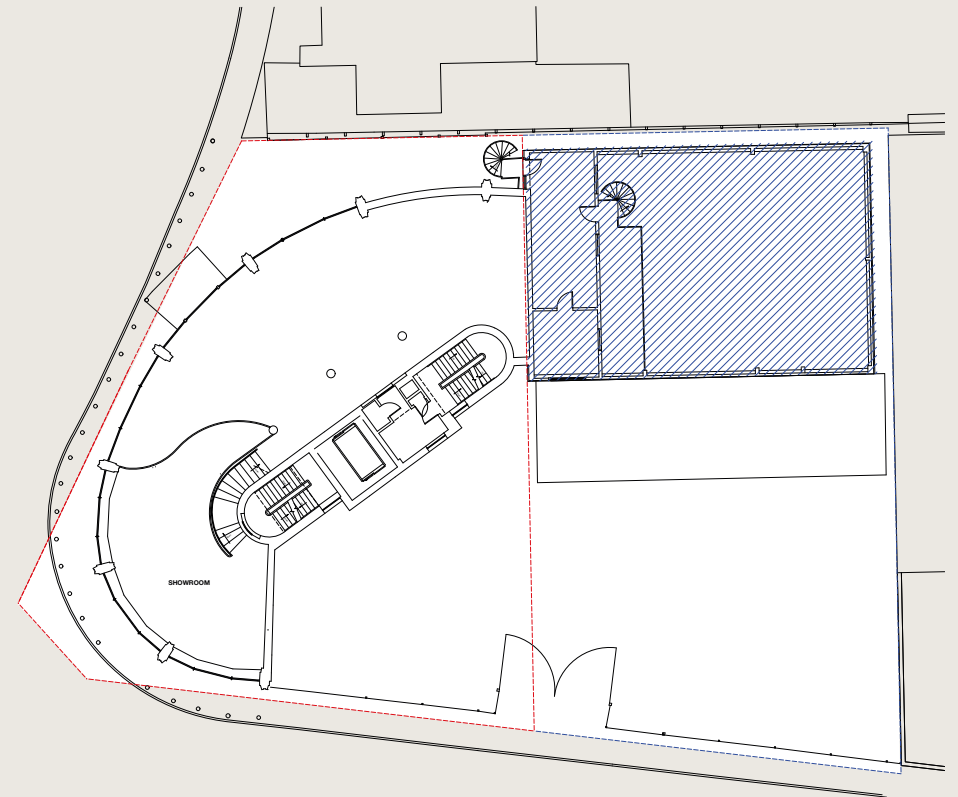
GROSS INTERNAL AREAS	GIA SQ M	GIA SQ FT
GROUND FLOOR		
Showroom	368.71	3,969
Workshop	171.79	1,849
Ground total	540.50	5,818
MEZZANINE		
Boutique	123.37	1,328
Workshop	42.15	454
Workshop mezzanine	20.13	217
Mezzanine total	185.65	1,999
FIRST FLOOR		
Office	302.77	3,259
First floor total	302.77	3,259
ROOF		
Plant	45.91	494
Roof total	45.91	494
OVERALL TOTAL	1,074.83	11,570



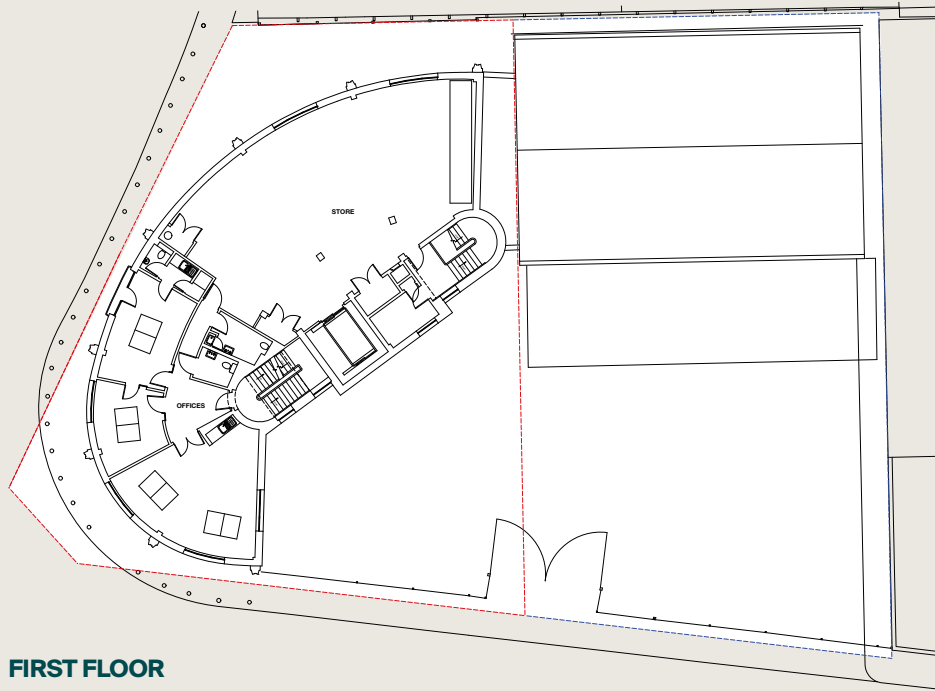
Existing floor plans.



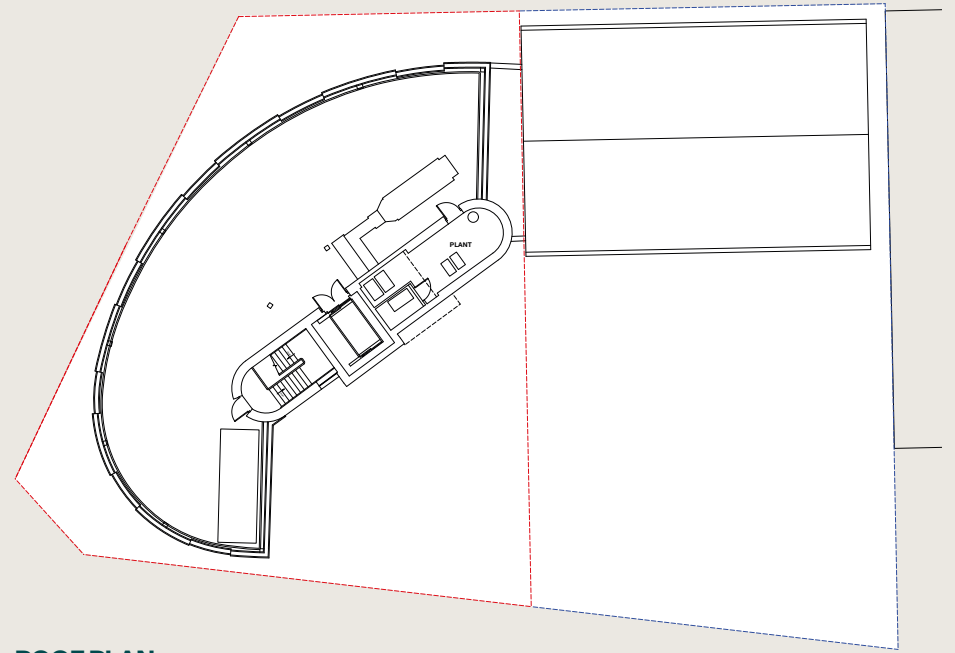
GROUND FLOOR



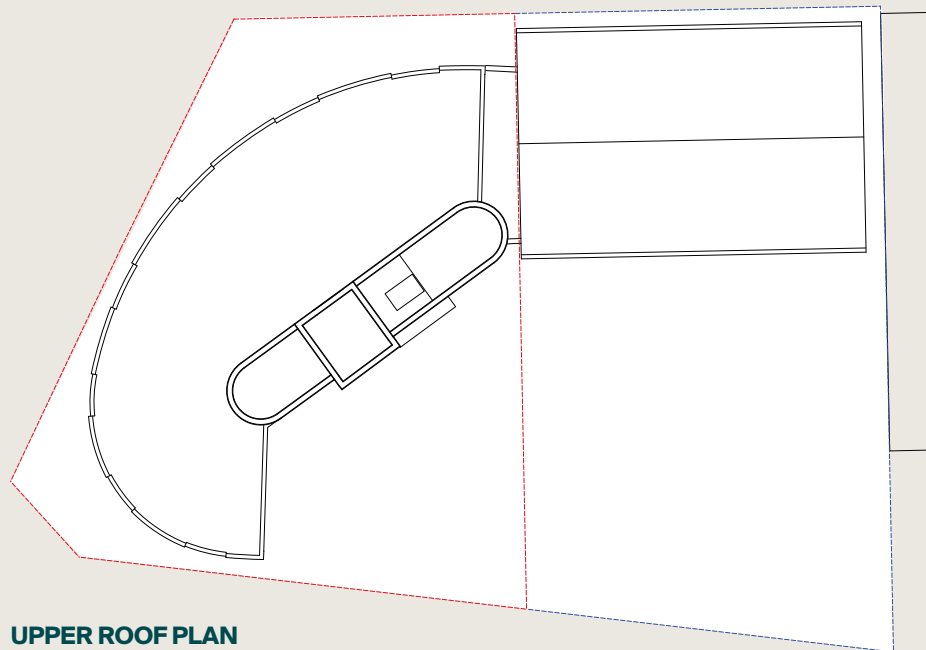
MEZZANINE FLOOR



FIRST FLOOR



ROOF PLAN

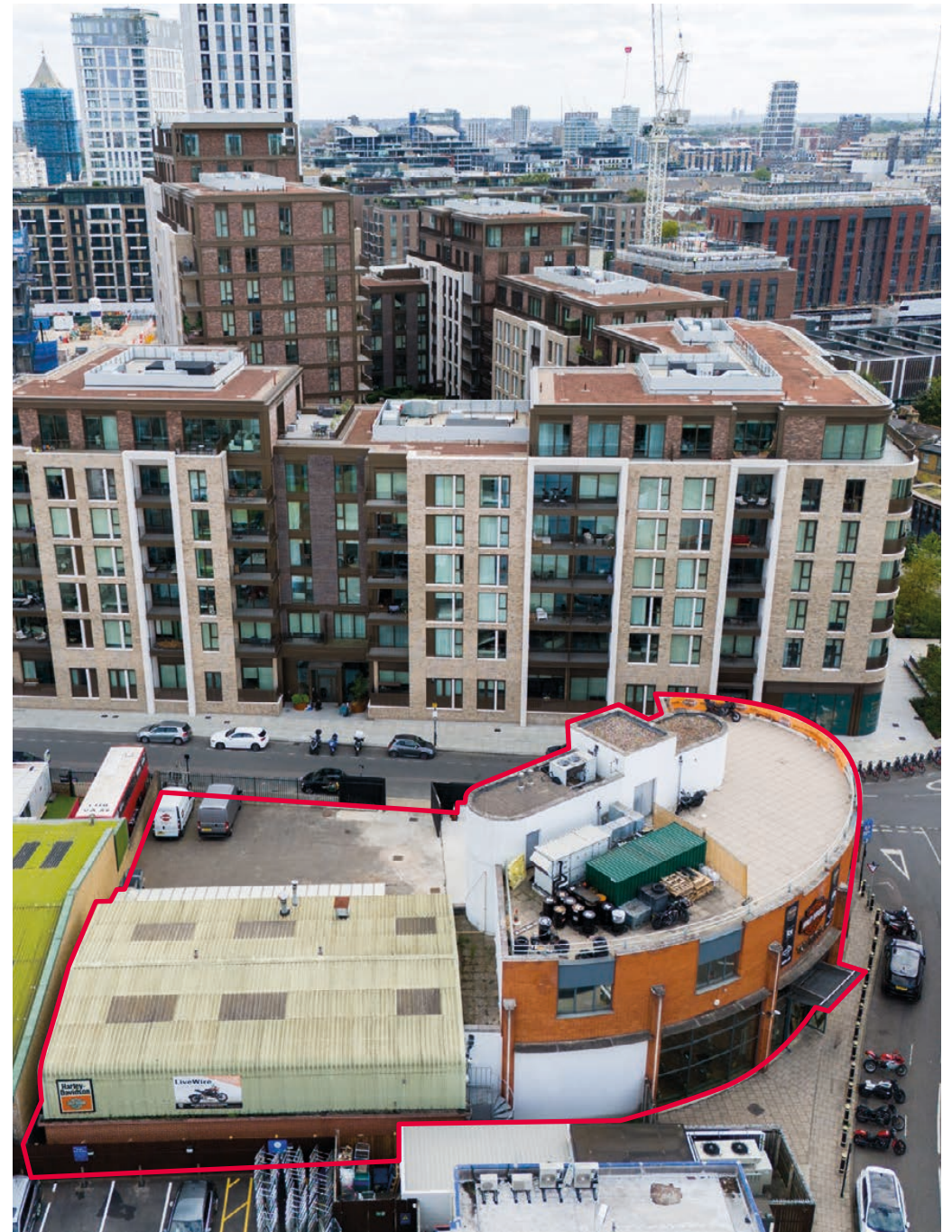


UPPER ROOF PLAN

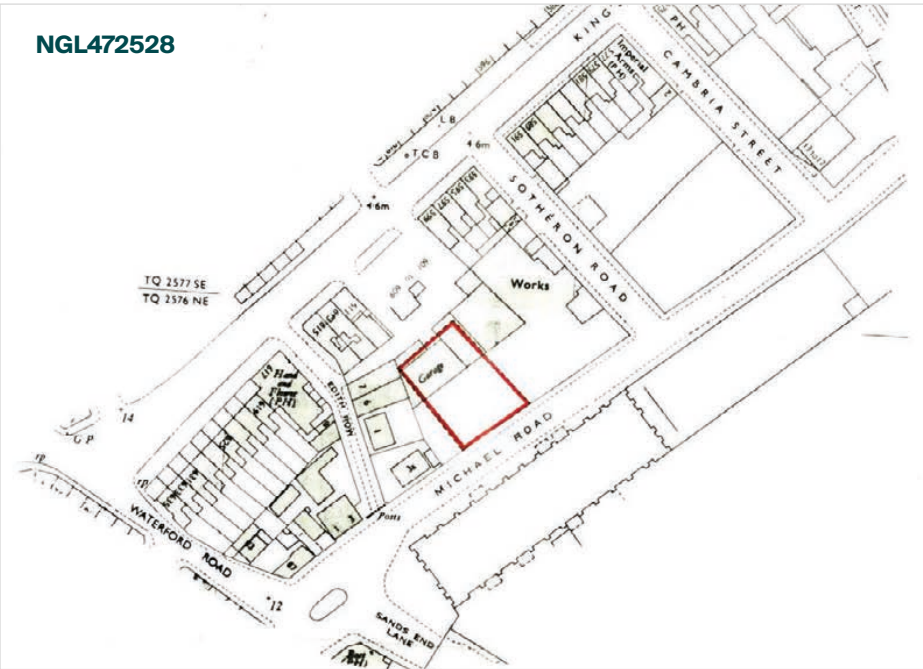
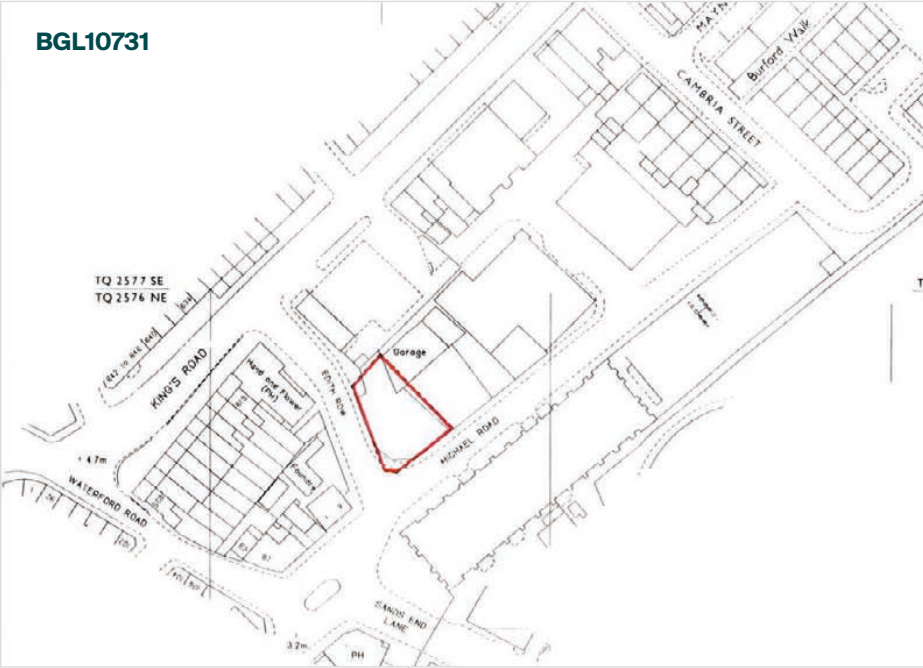
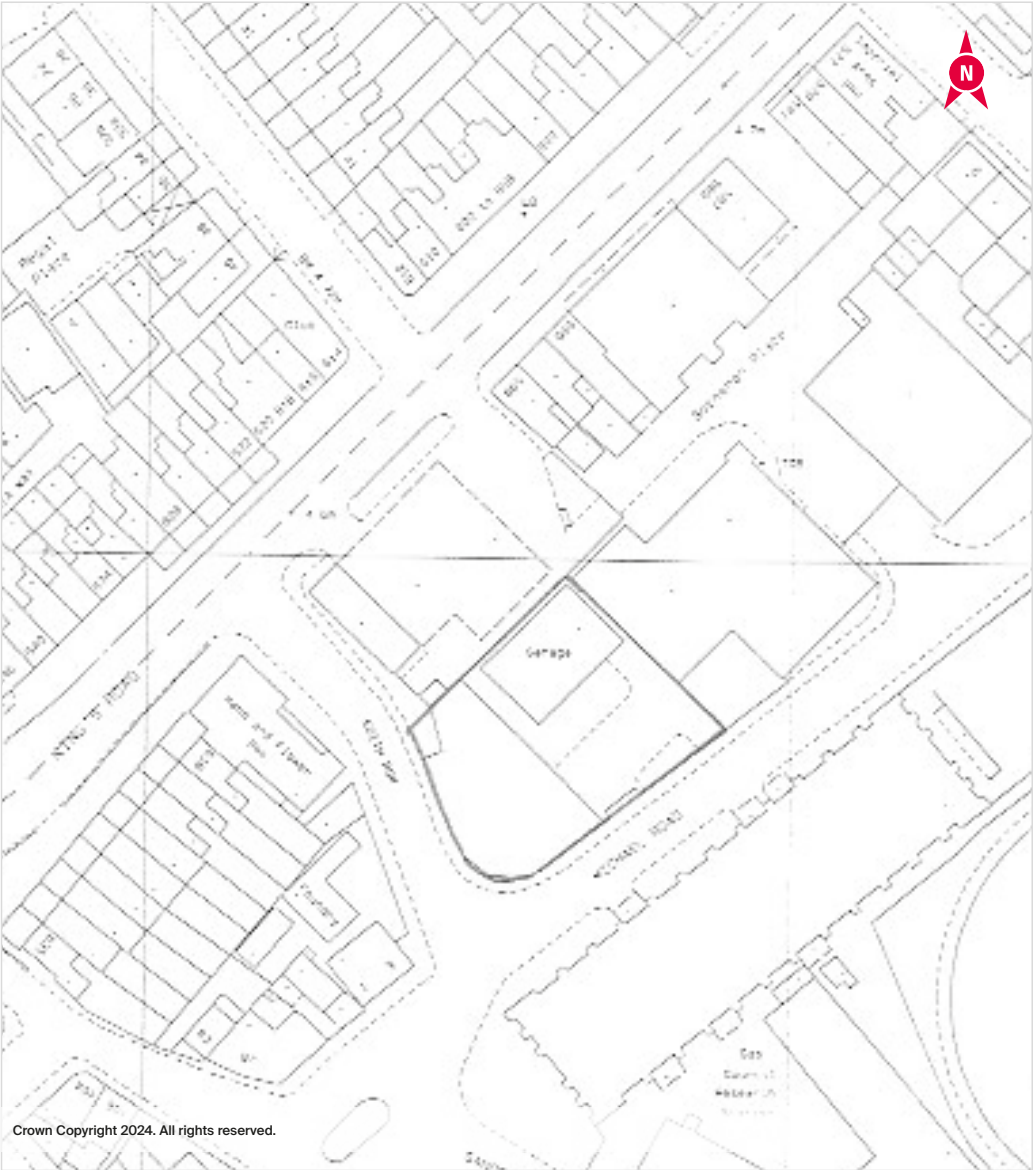
Investment considerations.

Flexible investment opportunity.

- The property is occupied by Warr's, Harley Davidson's European Flagship dealership. Founded back in 1924, the brand has created a destination including a showroom, customising workshop, store and offices.
- Opportunity to acquire this site as a Freehold income-producing prime development opportunity.
- Upon separate negotiation and post purchase Warr's are willing to discuss a potential lease on current or future new build commercial unit. The commercial space measures: 11,570 sq ft GIA in total.
- External areas include:
 - yard space and covered motorcycle parking that total 5,951 sq ft.
 - roof terrace that totals 2,568 sq ft.
- Freehold site measures 0.33 acres.



Title.



Planning overview.

Implemented Consent 2021 Application Ref. 2019/02662/Ful - Approved 18/03/2021.

The Site has planning permission for the erection of a two-storey rear extension and partial change of use to provide 9no. residential units and additional accommodation (333sqm) ancillary to the existing motorcycle retail showroom on the ground floor and mezzanine floor levels and B1 office space (184sqm) at first floor level. A number of conditions have been discharged constituting implementation and the Council have provided written confirmation through S106 correspondence that development has commenced on Site.

In addition to the change of the use of existing ancillary office on the first floor level to provide:

- 2x 2-bedroom self-contained flats (Class C3);

The erection of a two-storey extension above the first floor level to provide:

- 1 x1-bedroom and 6 x 2-bedroom self-contained flats; formation of balconies at first, second and third floor levels.
- Roof terrace at fourth floor level.
- No on site affordable housing was provided as part of this application. The S106 contributions relating to the current implemented consent have been paid totaling £413,000.



The site has an extensive planning history, those we consider most relevant are listed below:

• **Application Ref. 2013/00474/FUL**

Erection of a six storey building plus basement; comprising of motorcycle showroom, workshop, storage and ancillary parking at basement; offices at mezzanine and first floors and 18 flats between second and fifth floors. Approved 27/2/2018.

No on site affordable housing was provided as part of this application. The S106 contributions towards affordable housing were £1,125,000.

• **Application Ref. 1997/02831/FUL**

Erection of a two storey building comprising a motorcycle showroom and workshop at ground floor level with ancillary storage and office floor space at first floor level, for use in connection with the existing adjacent single storey workshop building. Approved 30/03/1998.

• **Application Ref. 1994/02188/FUL**

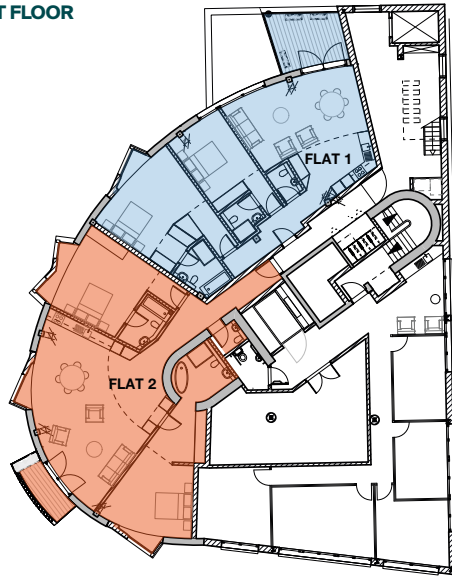
Erection of a four storey plus basement building comprising a motorcycle showroom and workshop with ancillary offices and 10 self-contained flats together with related car parking (23 spaces) and servicing. Refused 17/10/1995.

• **Application Ref. 1989/01747/FUL**

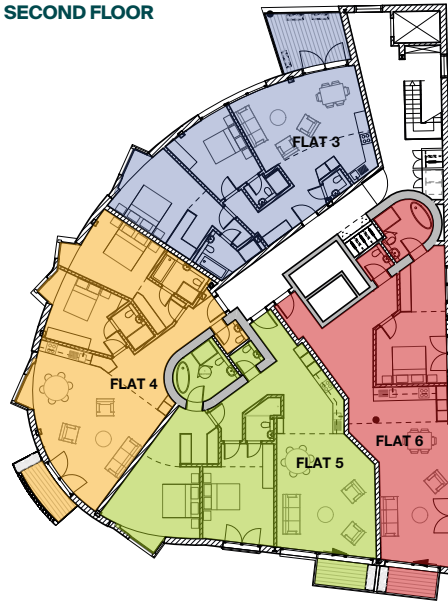
Redevelopment of the site with a predominantly 3/4 four storey building containing two retail units within part of the ground floor and class E on the remainder of the ground, first, second, third and fourth levels. There is parking for 43 cars at basement level. Refused, later Approved at Appeal 18/04/1990.

Floorplans for consent associated with Application Ref. 2019/02662/Ful

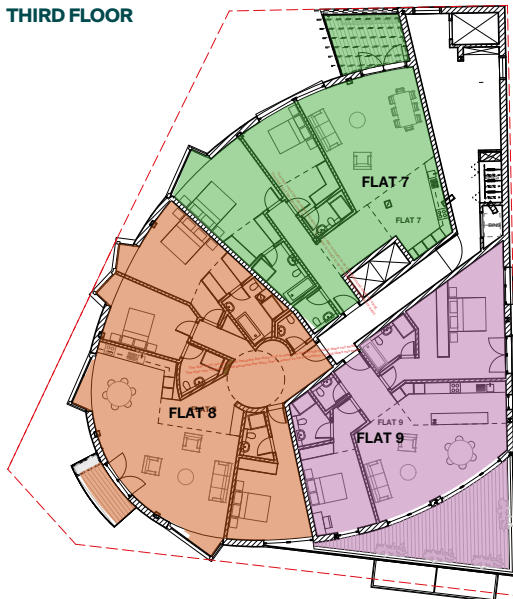
FIRST FLOOR



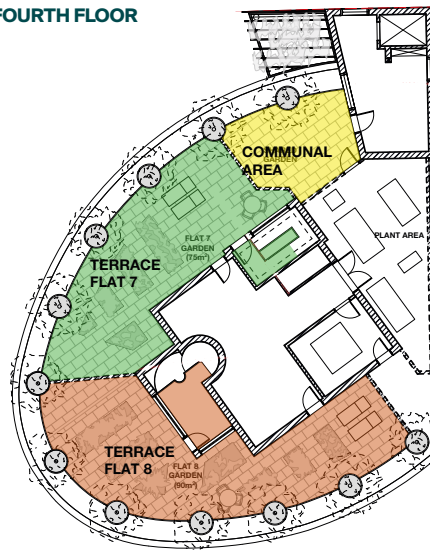
SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR



FIRST FLOOR

FLAT 1
INTERNAL: 105sqm
EXTERNAL: 30sqm



FLAT 2
INTERNAL: 131sqm
EXTERNAL: 4.5sqm



SECOND FLOOR

FLAT 3
INTERNAL: 94sqm
EXTERNAL: 8sqm



FLAT 4
INTERNAL: 101sqm
EXTERNAL: 4.5sqm



FLAT 5
INTERNAL: 121sqm
EXTERNAL: 4sqm



FLAT 6
INTERNAL: 90.5sqm
EXTERNAL: 4sqm



THIRD FLOOR

FLAT 7
INTERNAL: 125sqm
EXTERNAL: 75sqm



FLAT 8
INTERNAL: 170sqm
EXTERNAL: 90sqm



FLAT 9
INTERNAL: 112sqm
EXTERNAL: 26sqm



FOURTH FLOOR

FLAT 7
(Areas included above)



FLAT 8
(Areas included above)



COMMUNAL AREA
26sqm



TOTAL AREAS

INTERNAL: 1050sqm
EXTERNAL: 369sqm

ALL AREAS ARE GIFA

Planning context and policy.

The property falls within the jurisdiction of The Borough of Hammersmith and Fulham and is not subject to any heritage destinations, located within a Conservation Area or a listed building.

Key Planning Policy Considerations

Having regard to the Development Plan and planning context as outlined above, the following key topics are important factors in shaping the scheme proposals prepared by Jo Cowen Architects and for alternative proposals:

- Principle of development;
- Loss of existing use;
- Principle of residential;
- Principle of co-living; and
- Principle of care home accommodation.

Loss of Existing Use

The Site currently operates various employment uses under Sui Generis use.

Local Plan Policy E2 protects existing employment uses (including Sui Generis uses), loss of these uses will only be accepted where it is demonstrated the continued use would adversely impact residential areas, an alternative use would provide demonstrably greater benefit that could not be provided on another site or evidence demonstrates the property is no longer required for employment purposes.

Planning Policy Considerations

A full overview of the planning policy context and the planning position pertaining to the site is included within the Knight Frank Planning Note within the dataroom.

The adopted development plan for LBHF comprises:

- The London Plan (2021);
- Hammersmith & Fulham Local Plan (2018); and
- Local Plan Policies Map (latest version).

Additionally, The National Planning Policy Framework ('NPPF') (2023) and National Planning Practice Guidance ('NPPG') provide planning policy guidance at a national level and are material considerations in the determination of planning applications.

LBHF scored 149% in the 2022 Housing Delivery Test and therefore presumption in favour of sustainable development does not apply. Evidence relating to the five year Housing Land Supply position was last published in 2017 and therefore substantially

outdated, however in a recent appeal from February 2024 the Inspector noted that "there is an indication that the Council cannot demonstrate a five-year housing land supply".

A revised Draft NPPF has recently been published for consultation, ending in September 2024. The document provides greater emphasis to development of brownfield land and proposes revisions to the standard method which forms the basis of calculations for a local housing need. Under the revised standard method, the proposed annual housing requirement for LBHF increases from 1,580 to 2,467.

Furthermore, in relation to alternative uses the GLA adopted the Large-scale purpose-built shared living London Plan

Guidance in February 2024 which will form a material consideration should these uses be proposed.

Alternative uses

This same envelope could be reworked into a care home or co-living scheme of similar scale. Please find further policy context within KF planning note.

Development potential.

Jo Cowen 2024 feasibility study

An architectural feasibility study has been undertaken by Jo Cowen Architects (July 2024) which assesses the site's redevelopment potential. There are two options for this study. The details of 'Option 2' proposed are summarised below.

A typical residential floor plan has been provided (across Floors 1-5) and detailed table in 1 below:

Proposed unit type	Number of units proposed per floor	Total number of units proposed	Size of units proposed
1-bed 2 person	1	5	545 sq ft
1-bed 3 person	1	5	679 sq ft
2-bed 4 person	3	15	755 sq ft 760 sq ft 816 sq ft
2-bed 4 person <i>*M4(3) complaint</i>	1	5	863 sq ft
3-bed 6 person	1	5	1,057 sq ft

Further detail of the proposed development option has been outlined below:

- Proposed building height of 6no. storeys;
- 35no. unit residential scheme (Use Class C3); and
- 6,835 sq ft (NIA) of commercial space.

Full details of the scheme are available in the data room, inclusive of the alternative option.





Site Area
1,315 sq m (14,154 sq ft)

Residential NET Saleable Total 35no. Units
2,595.5 sq m (27,938 sq ft)

Ratio GIA to NIA on typical floor
81%

Dual Aspect 57% by unit on typical floor, 64% by bedroom

Level	Type	Use	NIA (sq ft)
0	Commercial Unit	Commercial	4,903
	Post Room	Communal	185
	Entrance Lobby	Communal	574
	Bin Store	Back of House	463
	Plant	Back of House	450
	Cycle Store	Back of House	765
	Access Lobby	Back of House	93
	Plant	Residential	260
	Access Lobby	Back of House	114
	Lift Lobby	Communal	150
1	3B6P	Residential	1,065
	1B2P	Residential	545
	2B4P	Residential	788
	2B4P	Residential	786
	2B4P	Residential	785
	2B3P	Residential	754
2B4P M4(3)	Residential	865	
2	3B6P	Residential	1,065
	1B2P	Residential	545
	2B4P	Residential	788
	2B4P	Residential	786
	2B4P	Residential	785
	2B3P	Residential	754
2B4P	M4(3) Residential	865	
3	3B6P	Residential	1,065
	1B2P	Residential	545
	2B4P	Residential	788
	2B4P	Residential	786
	2B4P	Residential	785
	2B3P	Residential	754
2B4P	M4(3) Residential	865	
4	3B6P	Residential	1,065
	1B2P	Residential	545
	2B4P	Residential	788
	2B4P	Residential	786
	2B4P	Residential	785
	2B3P	Residential	754
2B4P M4(3)	Residential	865	
5	3B6P	Residential	1,065
	1B2P	Residential	545
	2B4P	Residential	788
	2B4P	Residential	786
	2B4P	Residential	785
	2B3P	Residential	754
2B4P M4(3)	Residential	865	
TOTAL			35,898

Option 1

Balanced commercial / servicing



Site Area
1,315 sq m (14,154 sq ft)

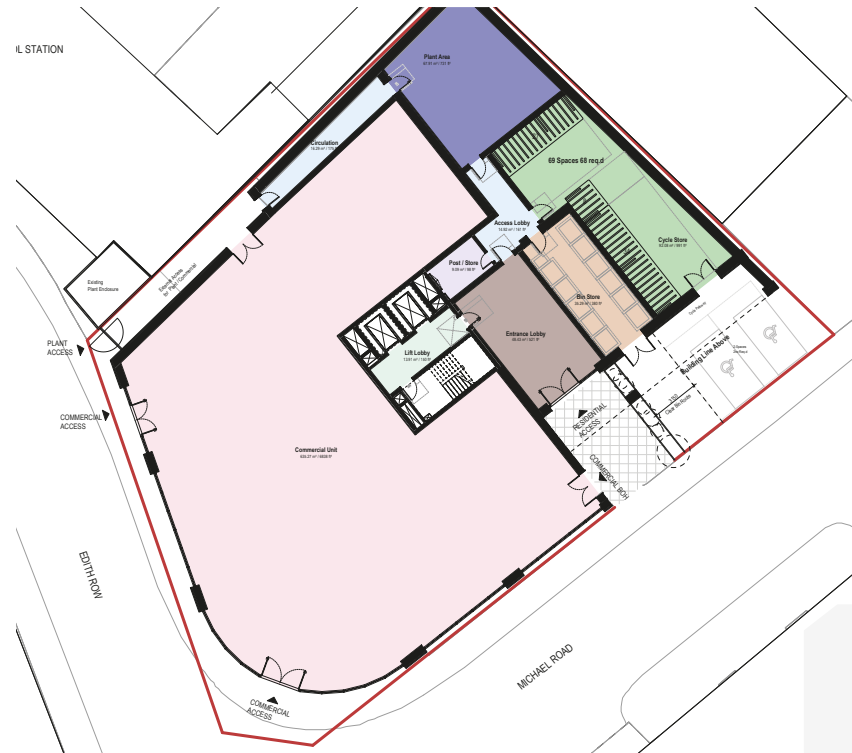
Ground Floor GEA
885 sq m (9,526 sq ft)

Ground Floor Commercial
455 sq m (4,902 sq ft)

Ground Floor Residential Communal and Apartments
84 sq m (904 sq ft)

Option 2

Maximising commercial / site usage



Site Area
1,315 sq m (14,154 sq ft)

Ground Floor GEA
1,081 sq m (11,636 sq ft)

Ground Floor Commercial
635 sq m (6,838 sq ft)

Ground Floor Residential Communal and Apartments
71 sq m (764 sq ft)

Residential development market commentary.

The improved outlook following the recent interest rate cuts and the general election suggests a busy 2024 for the new homes market.

As Knight Frank figures show, a pick up in new inquiries chimes with other market data, with the latest RICS monthly market survey also showing that new buyer inquiries remained positive. The agreed sales indicator also hit a high, with much of that attributable to an increasing sense of stability. Buoyed by this improved outlook, there is an indication that potential purchasers are reviving their plans to deploy in 2024, having previously been stifled by the relative volatility that has characterised the market over the past 18-months.

Sales and rental forecasts

UK house prices climbed 0.3% in August, Halifax reported this morning. That brings the annual rate of growth to 4.3%, the most since November 2022. Amanda Bryden, Head of Mortgages at Halifax, said the company expects continued, modest house price growth through the remainder of the year, and we agree.

“We expect demand and transaction activity will be stronger this autumn than the last two years,” said Knight Frank’s Tom Bill. “People will continue to roll onto less favourable mortgage deals compared to recent years, which will keep house price growth in check, but rates are expected to head further down over the next 12 months.”

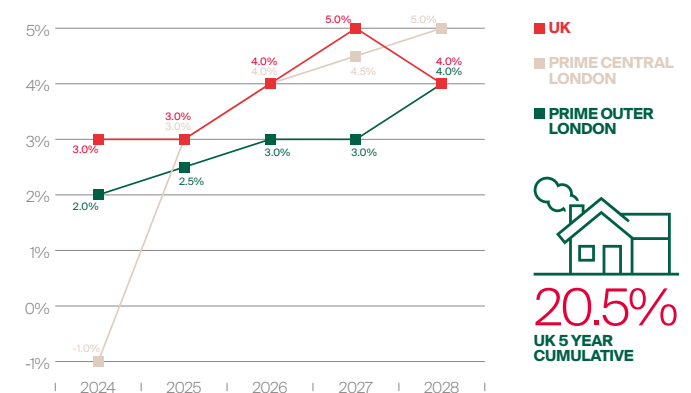
Shortage of future supply

The new homes residential market in Prime Central London (PCL) is currently facing an acute shortage of supply, the result of tougher planning policy and value growth across competing uses.

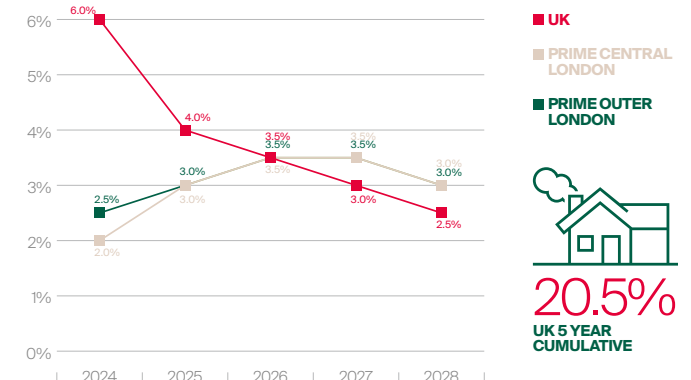
Residential property values in PCL have demonstrated unexpected resilience, instilling confidence among prime buyers that the worst of the downturn has passed. However, their appetite to purchase is being stifled by low supply, due in part to a reluctance among mortgaged households to move. This resilience in PCL will persist due to a shortage of available properties. A key factor sustaining this resilience is that average prices in PCL remain 16% below their 2015 peak.

Additionally, PCL prices are 2% lower than pre-pandemic levels. Notably, London’s property prices have exhibited less volatility than the national market amid the current economic turbulence, differing from the aftermath of the global financial crisis. Over the last few years, the Prime development pipeline has steadily reduced. Planning data reveals that there has been a sustained decrease in the number of new consented schemes entering the pipeline with the average number of units submitted for planning in the last five years having fallen 47% compared with the five years prior. The net result is that there is relatively little supply expected in the medium term once the current pipeline has been delivered.

SALES FORECAST



RENTAL FORECAST





Further information.



Legal title and tenure

The Property is held under title numbers: BGL10731 and NGL472528.

Services

It is our understanding that mains water, electricity, gas and drainage are provided. However, it is the responsibility of the Purchaser to ensure that services are available and adequate for their proposed use.

EPC

The EPC is available on the dedicated website.

Inspection

Inspections are by appointment only and can be arranged through the Vendor's sole agents Knight Frank LLP. Viewings are undertaken at the viewers own risk and no liability will be accepted by the freeholder or Knight Frank LLP.

Method of sale

Offers are invited for the freehold interest in the property. Please refer to the dedicated website for information on the method of sale, bidding procedure, bid date and the bid form. It is essential that the tender procedure is strictly followed, to ensure that your bid is compliant.

Purchaser notice

The Vendor, in its absolute discretion, does not undertake to accept the highest nor any offer received.

VAT

The property is not elected for VAT.

AML

A successful bidder will be required to provide the necessary information to satisfy AML requirements.

Dataroom

A project dataroom has been set up to host all relevant information on the Site. Please contact Vendor's sole agents Knight Frank LLP for access details.

Viewings

Viewings of the site to be arranged solely through Knight Frank LLP.

Development

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Phoebe Robertson
phoebe.robertson@knightfrank.com
+44 2078 611 771

Planning

Chris Benham
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+44 2078 611 289

Fixtures and fittings: A list of the fitted carpets, curtains, light fittings and other items fixed to the property which are included in the sale (or may be available by separate negotiation) will be provided by the Seller's Solicitors.

Important Notice: 1. Particulars: These particulars are not an offer or contract, nor part of one. You should not rely on statements by Knight Frank LLP in the particulars or by word of mouth or in writing ("information") as being factually accurate about the property, its condition or its value. Neither Knight Frank LLP nor any joint agent has any authority to make any representations about the property, and accordingly any information given is entirely without responsibility on the part of the agents, seller(s) or lessor(s). 2. Photos, Videos etc: The photographs, property videos and virtual viewings etc. show only certain parts of the property as they appeared at the time they were taken. Areas, measurements and distances given are approximate only. 3. Regulations etc: Any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained. A buyer or lessee must find out by inspection or in other ways that these matters have been properly dealt with and that all information is correct. 4. VAT: The VAT position relating to the property may change without notice. 5. To find out how we process Personal Data, please refer to our Group Privacy Statement and other notices at <https://www.knightfrank.com/legals/privacy-statement>. Particulars dated September 2024.

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