



A LONDONSUPER



104-110 Charing Cross Road, London **WC2H**

Prime development opportunity:
Planning permission for two luxury penthouses.



SELFRIDGES

HYDE PARK

REGENCY STREET

 OXFORD CIRCUS

ST ANNE'S CHURCHYARD

SOHO SQUARE GARDENS

TRAFALGAR SQUARE

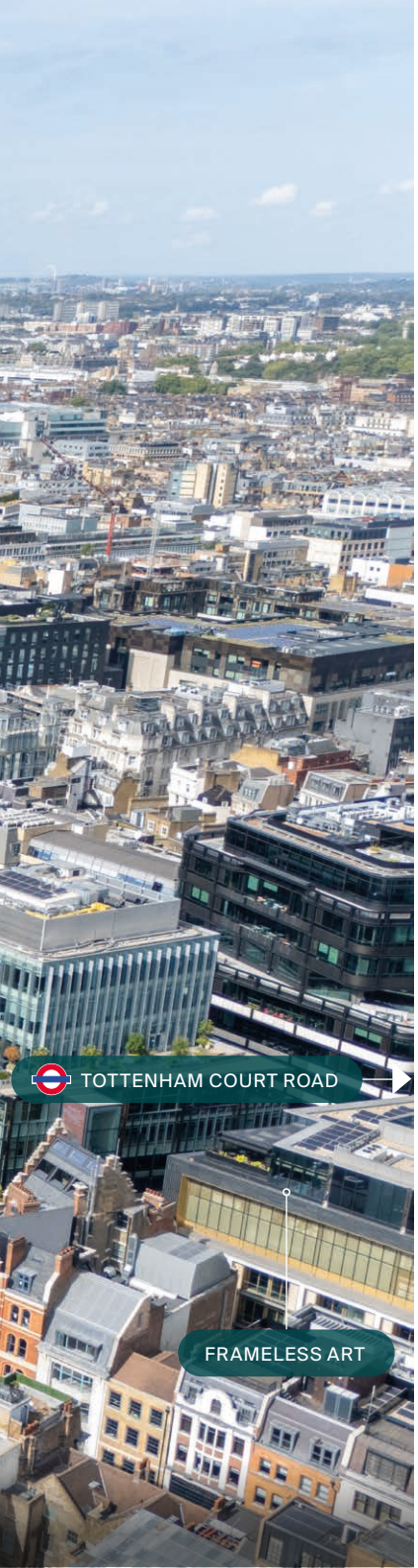
LEICESTER SQUARE

 CHARING CROSS

FOYLES LIBRARY

Phoenix House

Red line site boundary for indicative purposes only

An aerial photograph of a dense urban area in London, showing a mix of historic and modern buildings. A green circular icon with a white 'no entry' symbol is positioned over a road labeled 'TOTTENHAM COURT ROAD'. Another green circular icon with the text 'FRAMELESS ART' is located in the lower-left corner of the image.

The opportunity.

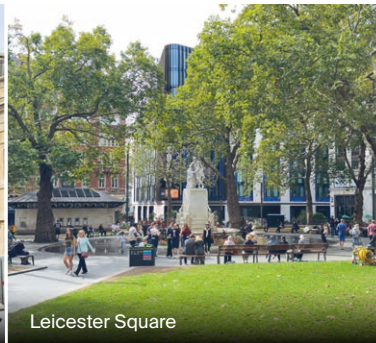
104-110 Charing Cross Road, London WC2H 0JN

An outstanding rooftop development opportunity in prime Central London.

- Sale of a 999-year airspace lease with freeholder consent for development on top of the Phoenix Theatre
- Planning permission for two triplex penthouse apartments featuring private roof terraces
- Spectacular views over London's West End, The City, and beyond
- The proposed apartments extend to approximately 1,634 sq ft NSA and 1,640 sq ft NSA respectively, the total GIA is 3,400 sq ft
- The Property benefits from excellent transport links and is located approximately 200m from Tottenham Court Road Underground Station - served by the Elizabeth, Central, and Northern Lines. Charing Cross National Railway Station is approximately 0.4 miles away
- Immediate proximity to Covent Garden and Soho, hosting some of the finest hospitality and entertainment establishments in the UK



The National Gallery



Leicester Square



Seven Dials Market



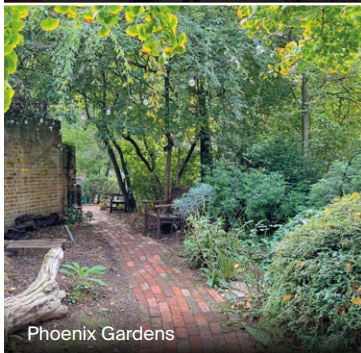
Covent Garden Market



China Town



Seven Dials



Phoenix Gardens



Frameless Art

Location

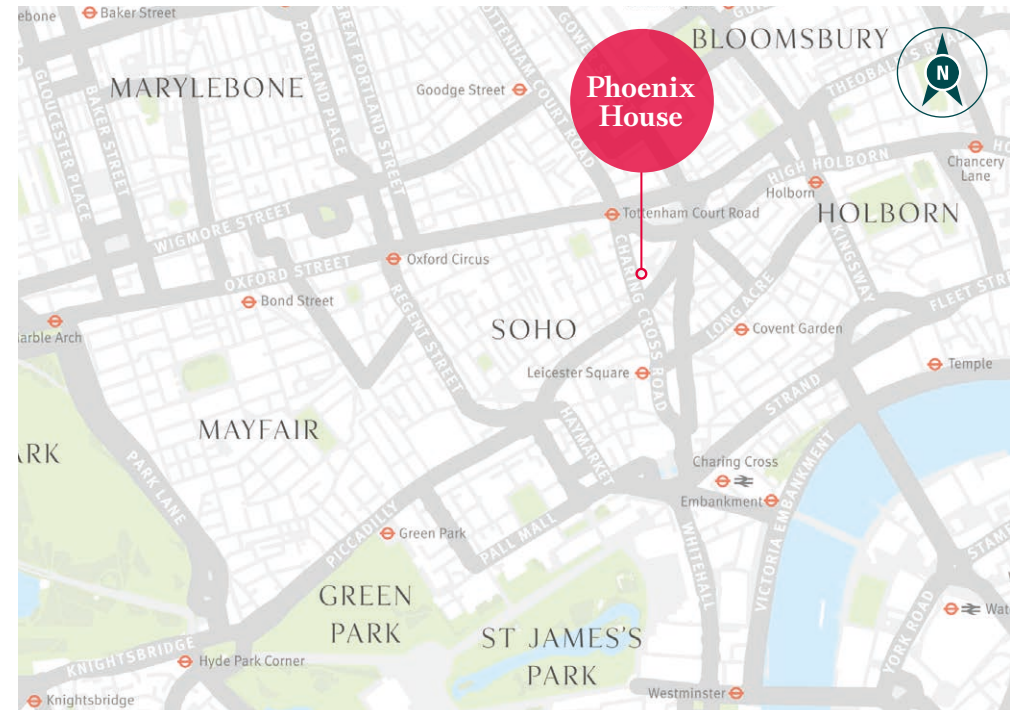
The site is located on Charing Cross Road in London's vibrant West End, on the border of The City of Westminster and The Borough of Camden.

Charing Cross Road and London's bustling West End is bordered by Soho to the west, Covent Garden to the east, Fitzrovia to the north, and Leicester Square to the south. The site's surroundings are synonymous with London's cultural and entertainment scene, featuring theatres, historic architecture and lively streetscapes.

The building itself is situated in a prime location on Charing Cross Road, while still offering easy access to green space

in The Phoenix Garden and Soho Square Gardens. Quality retail offerings are within walking distance in Covent Garden, while Seven Dials offers a variety of restaurant, cafe, and shopping experiences. The West End's iconic venues and the world-famous Shaftesbury Avenue are within walking distance, providing unrivaled access to entertainment.

Phoenix Theatre is a partial Grade II Listed building, however the proposed development is not subject to listed status, and is situated within the Denmark Street Conservation Area.



Transport

Phoenix Theatre is centrally located in the heart of London's West End with excellent transport links to central London and The City. Tottenham Court Road Underground Station is only a 3-minute walk away, while Charing Cross Station is accessible in 12 minutes.

Tottenham Court Road serves as a key interchange for the Elizabeth line, which provides up to 30 trains per hour in each direction offering swift access to the City and West End.



London Underground

The property is located just 0.1 miles from Tottenham Court Road Underground Station, offering access to Bond Street in 5 mins and London Bridge in 14 mins via the Jubilee Line.



National Rail

Rail services from Charing Cross Station provides access to the rest of the UK.



Heathrow Airport

Heathrow Airport is accessible in 35 minutes via the Elizabeth Line or by car in 55 minutes.



Bus

There are also 12 bus routes operating within a 5-minute walk of the site.

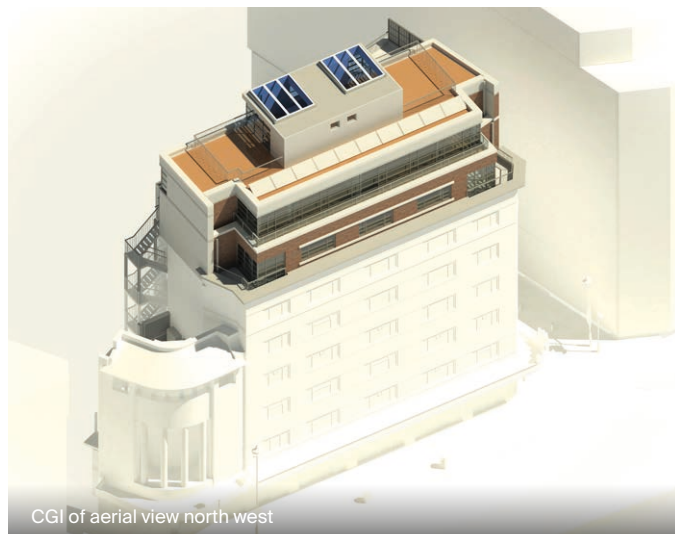


Phoenix House

Description

Phoenix House is a well maintained, six-storey mansion block built in the 1930s comprising 25-studio apartments, with the ground floor occupied by the Phoenix Theatre's Box Office, Bar, and Restaurant.

The Site comprises the rooftop fronting Charing Cross Road. The building already has two staircases and is fire safety compliant. The existing roof area comprises an assortment of structures that house water tanks, ventilation shafts, and lift over-runs.



CGI of aerial view north west



CGI of entrance



CGI of flat 1 towards kitchen



CGI of street level looking north

Planning and building safety regulations

Planning permission was granted in June 2017 (2016/5190/P) for the 'Erection of a 2 storey roof extension with garden room and terrace at rooftop level to provide 2 x 2 bedroom flats'. A certificate of lawfulness was granted in May 2020 to certify the commencement of works against this application and CIL has been paid in full. Building control have confirmed the development can be completed against pre-October 2023 fire safety regulations. Please see the dataroom for the 'Building Safety Regulator' letter confirming this.

The consented and implemented scheme (2016/5190/P) is currently undergoing a S73 amendment (2024/5617/P), which is expected to reach committee stage imminently and covers variations to approved drawings, cycle storage, materials, and PV panel installation. These proposed plans are included overleaf.

The proposed triplex penthouse apartments extend to approx. 1,634sq ft NSA and 1,640sq ft NSA respectively, with a total 3,400sq ft GIA.

The site will be sold on a new, 999-year long leasehold with freeholder consent for development.

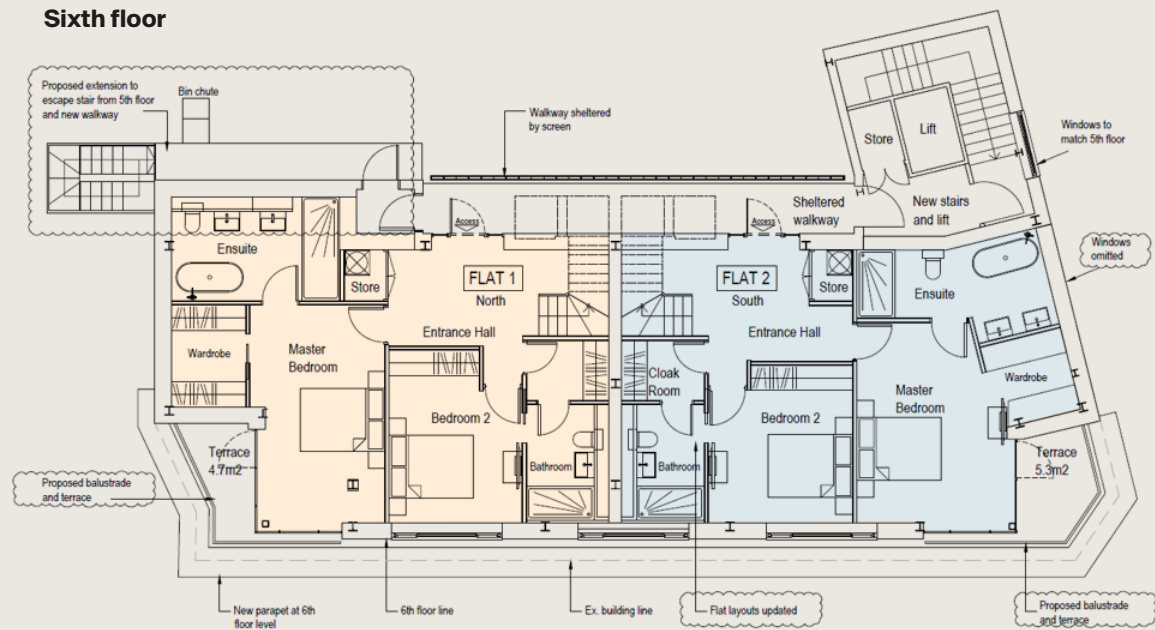
The S106 and CIL liabilities for this planning permission have already been paid as part of the commencement of works. Section 5 has already been served on this opportunity and the required time period for sign off has passed.

Building Control Sign Off confirmation

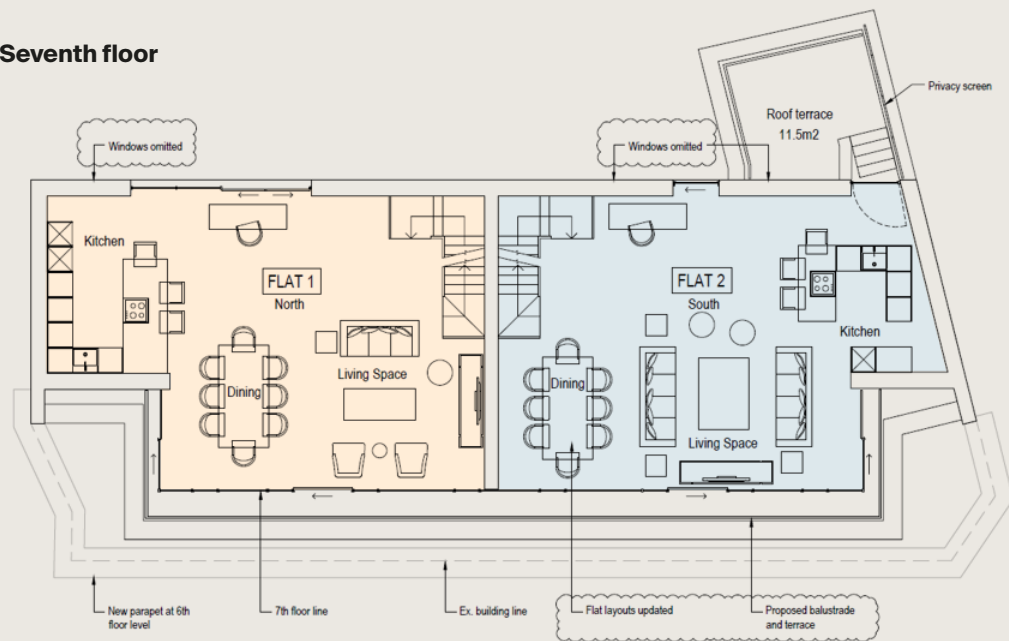
Building Control approved the development from the 2016 consent following an inspection of the site recently. Please see the dataroom for official documentation of Building Control Sign Off.

Proposed floor plan

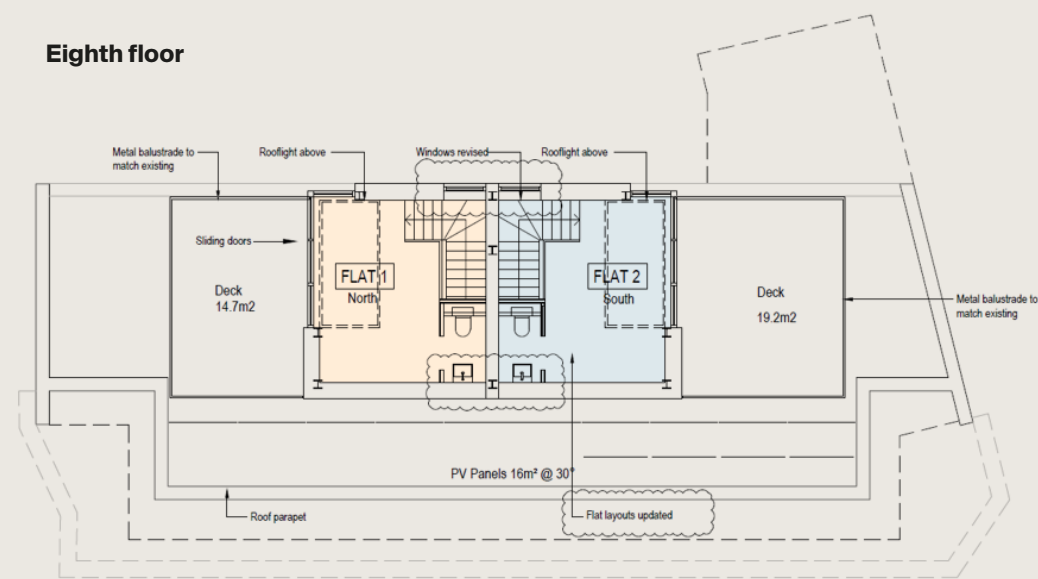
Sixth floor



Seventh floor



Eighth floor



Market commentary

The improved outlook following the recent interest rate cuts and stabilising inflation suggests a busy 2025-2028 for the new homes market.

The Bank of England Governor Andrew Bailey has overseen three interest rate cuts in 2025, bringing the cost of borrowing down to the lowest level in two years. Financial experts predict bank rates to fall to 3.5% in spring 2026 adding further momentum to house price growth.

Sales Forecasts

Knight Frank Research suggests there are 6.7 buyers for every new instruction in Prime Central and Prime Outer London.

Comparable apartment sales

Address	Floor	Property type	Tenure	Beds	NSA	Achieved price	Achieved price £/sq ft	Date
The West Penthouse, Saint Martins Lofts, Charing Cross Road WC2H	6	Penthouse	Leasehold	3	2,540	£6,250,000	£2,461	August 2025
Flat 10, 15 Hollen Street W1F 8AZ	6	Penthouse	Leasehold	3	1,466	£3,650,000	£2,490	July 2024
12 The Watch House, 106 Berwick Street W1F 0DX	3 & 4	Duplex Penthouse	Leasehold	3	1,574	£4,350,000	£2,764	April 2024
Flat 8, 5 Berners Street W1T 3LA	5 & 6	Duplex Penthouse	Leasehold	3	1,686	£4,250,000	£2,521	May 2022
Flat 801, 37 Rathbone Place W1T 1JZ	8	Penthouse	Leasehold	2	1,223	£3,250,000	£2,657	May 2022
Flat 17, 38 Langham Street W1W 7AR	4 & 5	Duplex Penthouse	Leasehold	2	1,730	£4,184,500	£2,419	December 2023
Flat 9, 64 Lincoln's Inn Fields WC2A 3JX	3	Penthouse	Leasehold	2	1,335	£3,050,000	£2,285	August 2023

Legal title and tenure

The airspace lease title is BB39785.

Services

Further information regarding mains, water, electricity, gas and drainage are provided in the dataroom.

Development obligations

The development obligations for the proposed works are outlined in the dataroom.

VAT

We understand that the property has not been elected for VAT.

Method of sale

The property is for sale by private treaty via informal tender.

AML

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

Further information

Further information is available on our dedicated website. Please visit <https://land.knightfrank.com/view/Phoenix%20House> for access.

Debt advisory

Knight Frank's Debt Advisory team advises those seeking to obtain real estate finance for developments or acquisitions. The team is on hand to guide and support clients throughout the financing process to make it simpler and faster and to secure optimal lending terms.

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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>.

Photographs dated September 2025.

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