

FOR SALE

42  
BRV

42 PEMBRIDGE VILLAS,  
NOTTING HILL GATE,  
LONDON, W11







# A rare chance to acquire seven beautifully refurbished apartments in Notting Hill.

- **Six studio apartments and one two-bedroom** apartment for sale in **central Notting Hill**.
- Investment opportunity achieving approximately **£300,000 per annum** with a net return after management costs of approximately £220,000.
- The property has recently been **fully refurbished to a high specification**.
- Vacant possession is achievable with **one months notice**.
- Potential to let to a **serviced apartment** operator on a management agreement.
- Offers invited in excess of **£3,500,000** unconditionally reflecting a gross initial yield (GIY) of **6.3%**.

**Offers in excess of:      £3,500,000**





# Notting Hill Gate London

The property is located within the royal Borough of Kensington and Chelsea. It is positioned in a prominent location on the corner of Pembridge Villas and Pembridge Mews which many consider to be “prime Notting Hill”.

One of London’s most popular and affluent neighbourhoods, Notting Hill is home to some of London’s most fashionable retailers, cafes, restaurants and bars.

The world famous Portobello Road provides a wide variety of independent record stores, artisan bakeries, vintage furniture. The property also benefits from being within walking distance to the amenities of Holland Park Avenue, Westbourne Grove, Kensington High Street and the green spaces of both Holland Park and Kensington Gardens.





# Transport & Connectivity

3

Minutes walk to Portobello Market

5

Minutes walk to Notting Hill Gate Station

9

Minutes drive to Paddington Station (National Rail)

35

Minutes drive to Heathrow International Airport

With excellent road and rail connectivity, 42 Pembridge Villas is accessed directly from Notting Hill Gate underground station just off Holland Park Avenue (A402). The property is 0.3 miles from Notting Hill Gate Underground which offers circle and district line services to Paddington in 5 minutes.

Notting Hill Gate also benefits from Central line services to Bond Street in approximately 6 minutes and access to Bank in the city in approximately 15 minutes. The property is 35 minutes from Heathrow Airport. The site is also served via numerous bus routes with services toward Kensington High Street, Marble Arch, Hampstead, and Shepherds Bush.





Restaurants, cafes, pubs & gyms

- 1

Bertie Blossoms
- 2

White City House
- 3

Laylow
- 4

The Oak
- 5

The Cow
- 6

Pizza East
- 7

E&O
- 8

Osteria Basilico
- 9

Electric Cinema
- 10

Ottolenghi
- 11

Bodyism
- 12

Spring To Go
- 13

Chucs
- 14

Daylesford
- 15

Granger & Co
- 16

Gold
- 17

Core by Clare Smyth
- 18

Casa Cruz
- 19

The Ledbury
- 20

Clarke's
- 21

Soul Cycle
- 22

Sundays in Brooklyn

Retail

- 1

P.Yacomine Atsutshi
- 2

Sirplus
- 3

Camilla Elphick
- 4

Pedalshed
- 5

Bordelle
- 6

Sister Jane
- 7

Cubitts
- 8

Sézane
- 9

Sunspel
- 10

Paul Smith
- 11

Joseph
- 12

Max Mara
- 13

Smythson
- 14

James Perse
- 15

Orlebar Brown
- 16

Aesop
- 17

Diptyque
- 18

Anya Hindmarch
- 19

Derek Rose
- 20

Jigsaw
- 21

Aimé
- 22

Zadig & Voltaire
- 23

American Vintage
- 24

Wild at Heart







Paddington



Lancaster Gate



Hyde Park

Queensway



Royal Albert Hall

Kensington Palace

Bayswater



Pembroke Sq. Garden

Portobello Market

Notting Hill Gate



42  
PV

PEMBRIDGE ROAD

PEMBRIDGE ROAD



42 Pembridge Villas is a 4-storey semi-detached Georgian building with a rear garden. The property consists of six studio-style apartments and one two-bedroom apartment. The two-bedroom apartment is located on the lower ground floor

and benefits from a private entrance with an outside terrace space. The ground, first and second floors consist of studio style apartments with two units on each floor. Studio apartments on the ground and first floor also benefit from outside terrace space.

The property has been managed for the last 4 years on a management agreement between the landlord and a serviced apartment operator, managing a short let operation within the bounds of the building’s C3 use class. This agreement has

seen a multitude of short and longer let tenants over the period. The property generates from between £20,000 - £30,000 per month in revenue depending on the season with the gross rent sitting around £300,000 before management costs.

Lower Ground Floor

Unit 1: 688 ft²



Ground Floor

Unit 2: 198 ft²

Unit 3: 185 ft²



First Floor

Unit 4: 220 ft²

Unit 5: 192 ft²



Second Floor

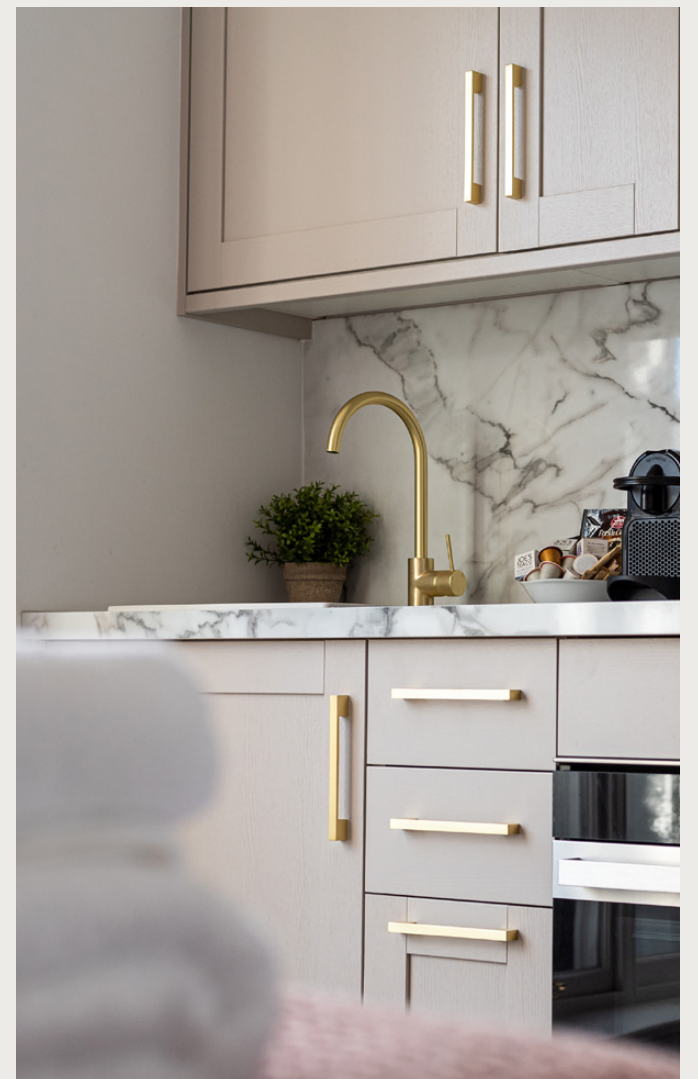
Unit 6: 228 ft²

Unit 7: 154 ft²





The property was fully refurbished to a high specification in 2019 and has been rigorously maintained.





Further information

### Guide price

Offers invited in excess of £3,500,000 reflecting a gross initial yield (GIY) of 6.3% after management costs. The property will be available for purchase within an SPV.

### Method of sale

The property is for sale via Private Treaty. The Vendor is not obliged to take the highest or any offer, and reserves the right to change the sale format and request offers via Informal Tender in due course.

### Sale format

The asset is held in an offshore SPV.

### Tenants

Currently the property is fully let on AST's.

### Tenure

Freehold

### VAT

The property is not elected for VAT.

### Identity checks/AML

To comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.

### Dataroom

All relevant property information can be accessed via the following data room link:  
[www.42pembbridge.com](http://www.42pembbridge.com)

## Contact

### Will Agnew MRICS

t. +44 (0) 7917 673 233  
e. [willagnew@brayfoxsmith.com](mailto:willagnew@brayfoxsmith.com)

### Grant Beasley MRICS

t. +44 (0) 7793 221 054  
e. [grantbeasley@brayfoxsmith.com](mailto:grantbeasley@brayfoxsmith.com)



### Matt Glazer

t. +44 7879 774 584  
e. [matt.glazer@glpg.co.uk](mailto:matt.glazer@glpg.co.uk)

### Marcus Godfrey

t. +44 7949 990 901  
e. [marcus.godfrey@glpg.co.uk](mailto:marcus.godfrey@glpg.co.uk)

# GLPG

Disclaimer. Bray Fox Smith Living give notice to anyone who may read these particulars as follows: 1. These particulars are prepared for the guidance only of prospective purchasers. They are intended to give a fair overall description of the property but are not intended to constitute part of an offer or contract. 2. Any information contained herein (whether in the text, plans or photographs) is given in good faith but should not be relied upon as being a statement or representation of fact. 3. Nothing in these particulars shall be deemed to be a statement that the property is in good condition or otherwise nor that any services or facilities are in good working order. 4. The photographs appearing in this brochure show only certain parts and aspects of the property at the time when the photographs were taken. Certain aspects may have changed since the photographs were taken and it should not be assumed that the property remains precisely as displayed in the photographs. Furthermore no assumptions should be made in respect of parts of the property which are not shown in the photographs. 5. Any areas, measurements or distances referred to herein are approximate only. 6. Where there is reference in these particulars to the fact that alterations have been carried out or that a particular use is made of any part of the property this is not intended to be a statement that any necessary planning, building regulations or other consents have been obtained and these matters must be verified by any intending purchaser. 7. Descriptions of a property are inevitably subjective and the descriptions contained herein are used in good faith as an opinion and not by way of statement of fact. September 2024.