W1K 2NQ

41 Upper Grosvenor Street

An Immediately Deliverable Freehold Prime Residential Development Opportunity with Planning Consent and Further Enhancement Potential



AN ICONIC
MAYFAIR ADDRESS

EXECUTIVE SUMMARY

Heritage Reimagined on Upper Grosvenor Street.

- The Property is offered freehold, with no subsisting tenancies or occupiers in situ, presenting a rare opportunity to acquire and reposition an entire Mayfair block.
- Existing residential accommodation comprises 8 units extending to 15,339 sq ft NSA / 22,723 sq ft GIA.
- Planning consent has been secured to increase accommodation to 19,095 sq ft NSA / 24,778 sq ft GIA.
- Further feasibility work has identified the potential for a 10-unit residential scheme extending to 19,225 sq ft NSA.
- The property is not listed, simplifying future alterations and implementation of the consented scheme.
- Positioned within the heart of Mayfair, adjacent to Grosvenor Square and the newly opened The Chancery Rosewood.
- The property occupies a complete block, extending from 41 Upper Grosvenor Street through to 41 Reeves Mews.
- Benefiting from a substantial private internal courtyard, providing exceptional outdoor amenity space rarely found in central Mayfair. Total proposed external amenity measures approximately 1,400 sq ft.
- Excellent floor-to-ceiling heights throughout create a strong sense of volume and enhance the quality of the accommodation, with particularly impressive proportions at Ground and First Floor level where ceiling heights reach up to 4.1m.
- 37 car parking spaces are held under a separate title and are to be included with the sale.

Indicative CGI


OXFORD CIRCUS
BOND STREET
TOTTENHAM COURT ROAD
GROSVENOR SQUARE
CITY OF LONDON
CHANCERY ROSEWOOD
41 Upper Grosvenor Street
ST JAMES PARK
HYDE PARK

The World's Most Desirable District.

LOCATED IN THE HEART OF MAYFAIR, THIS RARE DEVELOPMENT OPPORTUNITY SITS WITHIN ONE OF LONDON'S MOST EXCLUSIVE AND INTERNATIONALLY RECOGNISED ADDRESSES.



A PRESTIGIOUS SETTING

Surrounded by elegant period architecture, luxury hotels, fine dining, and designer boutiques, Mayfair offers a perfect balance of heritage and sophistication.

UNRIVALLED CONNECTIVITY

Within walking distance of Bond Street, Green Park, and Piccadilly Circus stations, the area provides fast access across London and beyond with Heathrow reachable in under 40 minutes.

EXCEPTIONAL OPPORTUNITY

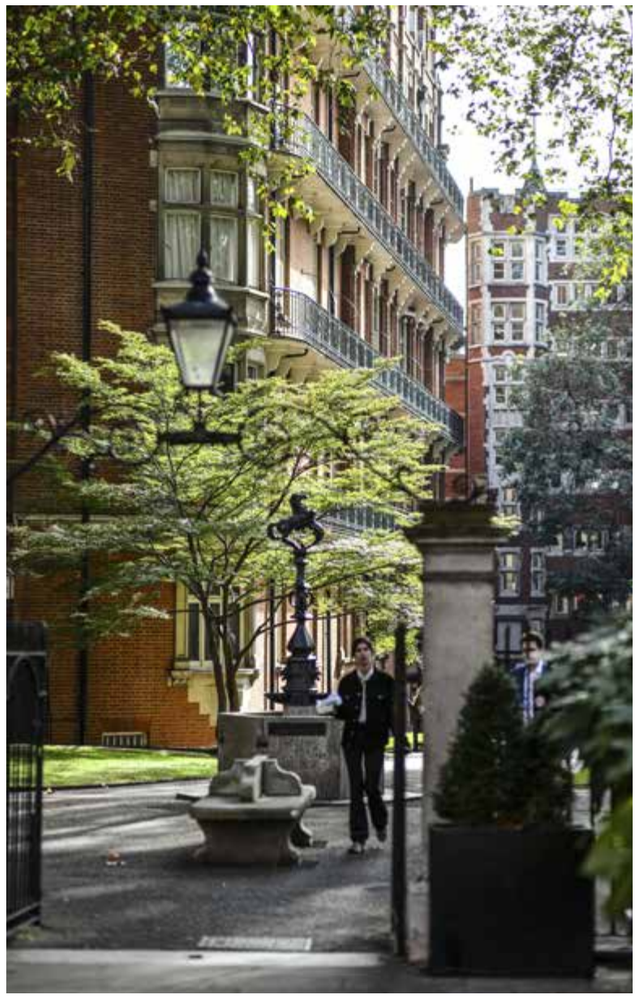
Combining prestige, convenience, and timeless appeal, this address represents a truly exceptional setting for future development.

THE AREA

MAYFAIR'S PRESTIGE

Renowned as one of the most distinguished neighbourhoods in the world, Mayfair offers an exceptional blend of heritage, sophistication, and global appeal. This iconic London enclave is synonymous with luxury home to flagship fashion houses, landmark hotels, refined private clubs, and acclaimed Michelin-starred dining.





A LANDMARK LONDON SETTING

Framed by Park Lane, Oxford Street, Piccadilly, and Regent Street, Mayfair occupies a prime position at the very heart of the West End. Its elegant streetscape, rich in architectural character, continues to evolve through a new wave of world-class development, including Grosvenor and Mitsui Fudosan UK's transformation of the South Molton Triangle, due for completion in 2027.

At the centre of this vibrant district lies Grosvenor Square, surrounded by a wealth of cultural, commercial, and lifestyle destinations, all within moments of the address. Mayfair remains a timeless symbol of prestige, where history and modernity meet in perfect balance.

Around The Square.

1



The Twenty Two

DEVELOPER: BLAKES HOTEL | PC DATE: 2022

New private member's club and 31-room hotel set in a fully refurbished Edwardian manor.

2



The Chancery Rosewood

DEVELOPER: QATARI DIAR | PC DATE: 2025

Transforming the former US Embassy into London's second Rosewood hotel, the £1 billion project delivers a world-leading hotel featuring five restaurants, 137 rooms, six retail units, a spa and a 1,000-capacity ballroom.

3



Grosvenor Square

DEVELOPER: GROSVENOR | PC DATE: 2026

The square has undergone a multi-million-pound redevelopment to create a garden that truly meets the needs of a modern city, to be enjoyed and cherished for decades to come.

4



Twenty Grosvenor Square

DEVELOPER: FINCHATTON | PC DATE: 2020

In partnership with the renowned Four Seasons brand, Finchatton transformed the former European Headquarters of the US Navy into 37 luxury residences.

5



One Grosvenor Square

DEVELOPER: LODHA GROUP | PC DATE: 2020

Former Canadian High Commission repositioned into 44 exclusive, luxury residences benefitting from a full suite of best-in-class facilities and amenities.

SURROUNDING DEVELOPMENTS

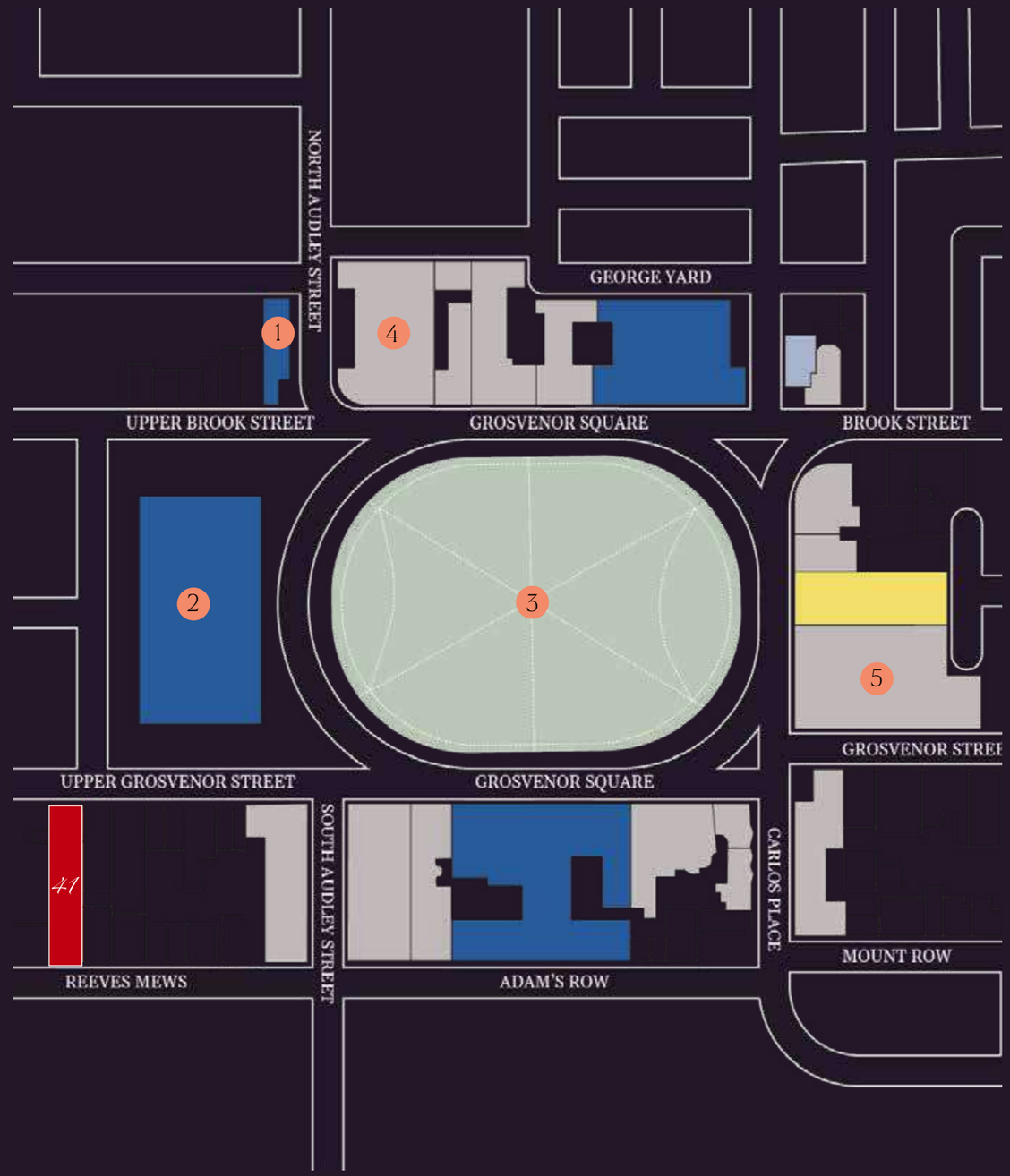
EMBASSY

OFFICE

RESIDENTIAL

41 UGS

HOTEL/PRIVATE MEMBER'S CLUB





Unrivalled Connections

Perfectly positioned in the heart of central London, the development benefits from exceptional transport links. Bond Street, Oxford Circus, Marble Arch, and Green Park Underground stations are all within a short 15-minute walk, providing direct access across the capital. Connectivity has been further enhanced by the Elizabeth Line at Bond Street's new Davies Street entrance, offering rapid links from the West End to Heathrow Airport in under 40 minutes.

Underground Lines	Elizabeth Line	National Rail	Airport
Victoria 20 mins	Paddington 17 mins	London Bridge 15 mins	Heathrow Airport 40 mins
King's Cross St Pancras 20 mins	Farringdon 25 mins	King's Cross St Pancras (Eurostar) 15 mins	City Airport 50 mins
London Bridge 25 mins	Liverpool Street 27 mins	Waterloo 18 mins	Gatwick Airport 55 mins
Bank 27 mins	Canary Wharf 32 mins	Euston 20 mins	Stansted Airport 70 mins

Source: Google & Citymapper.



Indicative CGI

A Rare Mayfair Masterpiece

EIGHT BOUTIQUE RESIDENCES AWAIT YOUR VISION

- Ready for redevelopment and modernisation, the apartments present an unparalleled opportunity for further development and bespoke interior fit-out, offering discerning purchasers the freedom to craft interiors perfectly tailored to their vision.
- The existing building is not listed, significantly simplifying the redevelopment process, but is located within the Mayfair conservation area.
- Nestled in the very heart of Mayfair, one of London's most prestigious and storied addresses, this grand Edwardian landmark represents a unique opportunity to shape a legacy property of timeless elegance.
- At its heart lies a private internal courtyard, an elegant and tranquil open-air sanctuary. An exceptional luxury seldom found in central Mayfair.
- The permitted development application can be found on Westminster's Planning Portal under reference 24/05340/P3JPA, with confirmation of implementation under reference 24/03082/CLEUD.
- Occupying an entire block, from 41 Upper Grosvenor Street through to 41 Reeves Mews, the property spans 0.18 acres, a rare expanse in central Mayfair.
- The current configuration comprises eight residential units, totalling approximately 15,339 sq ft NSA / 22,723 sq ft GIA, arranged across the main building and adjoining mews.

Main Building	Use	NSA
Lower Ground and Ground	Three-Bedroom Duplex Apartment	5,274 Sq Ft
First Floor	One-Bedroom Lateral Apartment	2,185 Sq Ft
Second Floor	One-Bedroom Lateral Apartment	2,164 Sq Ft
Third Floor	Three-Bedroom Lateral Apartment	2,088 Sq Ft
Fourth Floor	Three-Bedroom Lateral Apartment	2,172 Sq Ft

Mews Building	Use	NSA
Ground Floor	One-Bedroom Apartment	775 Sq Ft
First Floor	Two-Bedroom Apartment	743 Sq Ft
First Floor	Two-Bedroom Apartment	797 Sq Ft

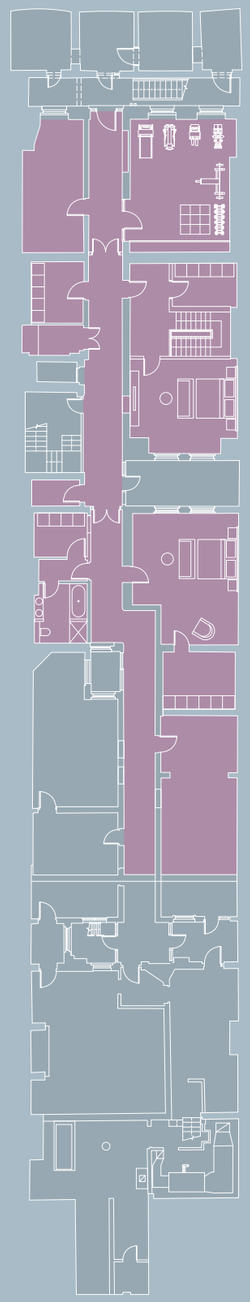


Existing Building

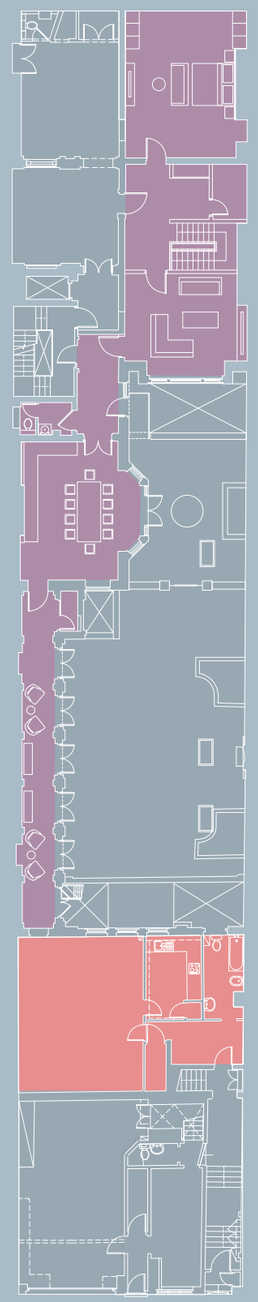
EXISTING BUILDING FLOORPLANS

UPPER GROSVENOR STREET

LOWER GROUND



GROUND

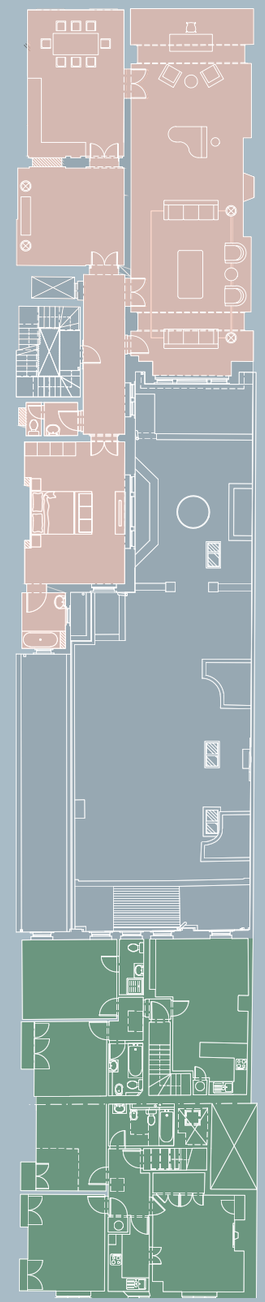


REEVES MEWS

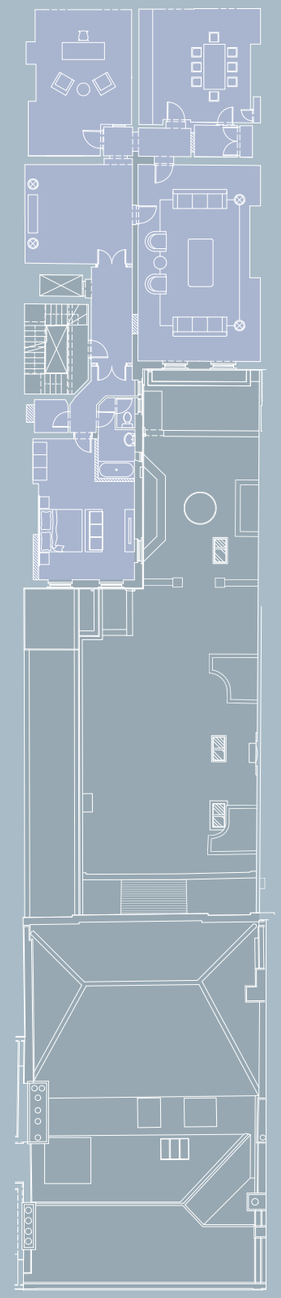
EXISTING BUILDING FLOORPLANS

UPPER GROSVENOR STREET

FIRST



SECOND

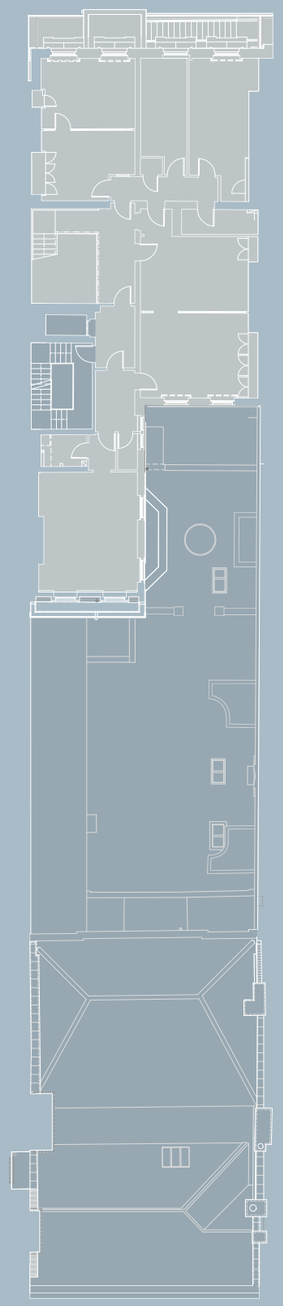


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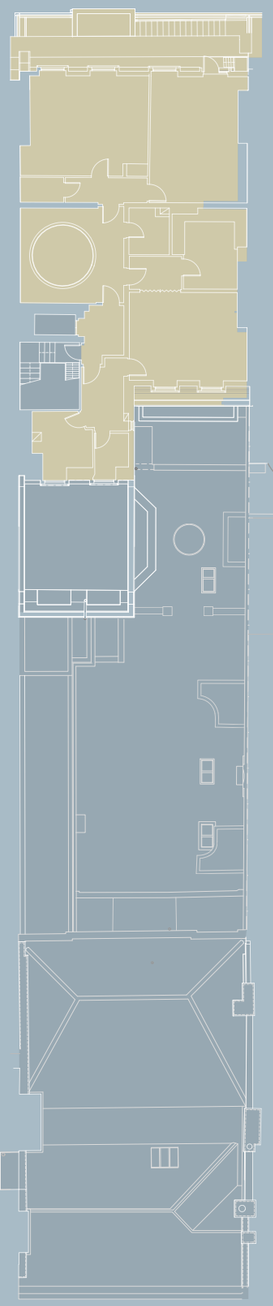
EXISTING BUILDING FLOORPLANS

UPPER GROSVENOR STREET

THIRD



FOURTH



REEVES MEWS





Indicative CGI

CURRENT PLANNING PERMISSIONS

Immediately Deliverable Development Opportunity

UNLOCK THE FULL VISION

Two approved planning applications enhance the design, increase floor area and introduce balconies and terraces, providing 1,372 sq ft of private amenity space alongside the central courtyard.

- Plans for the Mews include the excavation of a basement level to extend the floorplate, the addition of a mansard roof, and the installation of a lift serving all floors. The design introduces enhanced spatial efficiency and improved layout, creating a boutique collection of well-proportioned spaces.
- The main building's proposals include the extension of the rear wall to gain additional internal floor area and the introduction of private balconies overlooking the courtyard. The internal layouts are completely reimagined, creating excellent lateral apartments, with lift service direct to each apartment, concierge with welfare and fully specified units with comfort cooling to reflect the lifestyle expectations of prime Mayfair residents.
- The property is below 18 metres and therefore is not required to go through the gateway process.
- Two strategic planning applications have been granted for both the Main Building and Mews, designed to reconfigure layouts and increase Net Saleable Area, aligning the property with the quality and scale of Mayfair's most exceptional new developments.
- Together, the applications propose a refined configuration of eight residential units, increasing the total area to approximately 19,095 sq ft NSA / 24,778 sq ft GIA.
- The planning application for the main building can be found on Westminster's Planning Portal under reference 25/07262/FULL, and the mews application can be found under reference 25/04585/FULL.

PROPOSED CONFIGURATION

Main Building	Use	NSA	Terrace
Lower Ground and Ground	Four-Bedroom Duplex Apartment	5,221 Sq Ft	890 Sq Ft
First Floor	Three-Bedroom Lateral Apartment	2,357 Sq Ft	136 Sq Ft
Second Floor	Three-Bedroom Lateral Apartment	2,271 Sq Ft	
Third Floor	Three-Bedroom Lateral Apartment	2,303 Sq Ft	
Fourth Floor	Two-Bedroom Lateral Apartment	1,991 Sq Ft	

Mews Building	Use	NSA	Terrace
Lower Ground and Ground	Three-Bedroom Duplex Apartment	2,121 Sq Ft	347 Sq Ft
First Floor	Three-Bedroom Apartment	1,572 Sq Ft	
First Floor	Three-Bedroom Apartment	1,259 Sq Ft	

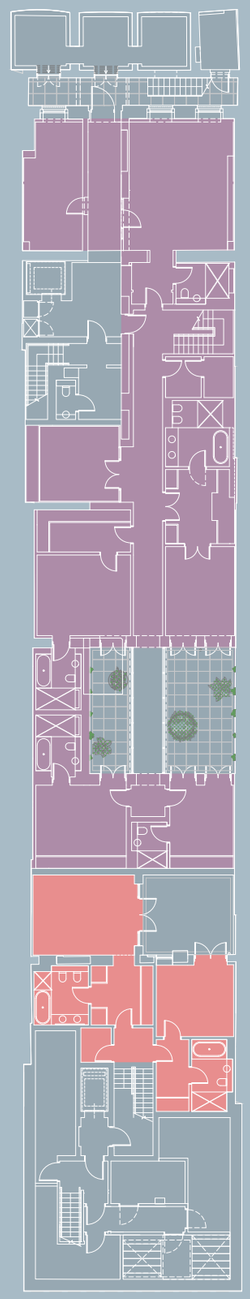


Indicative CGI

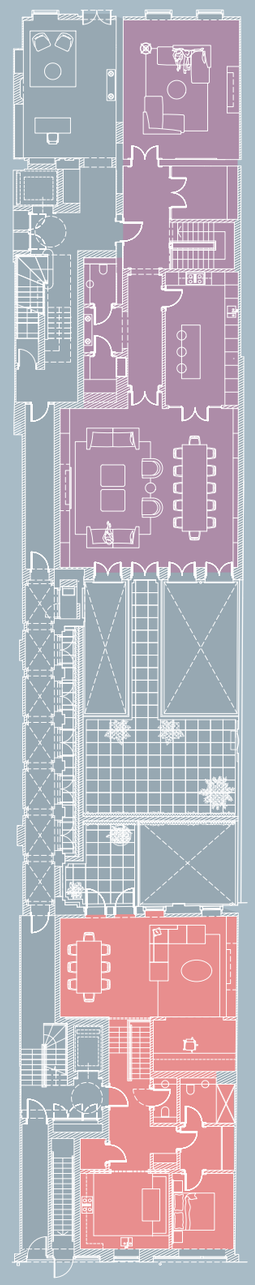
CURRENT PERMISSIONS

UPPER GROSVENOR STREET

LOWER GROUND



GROUND

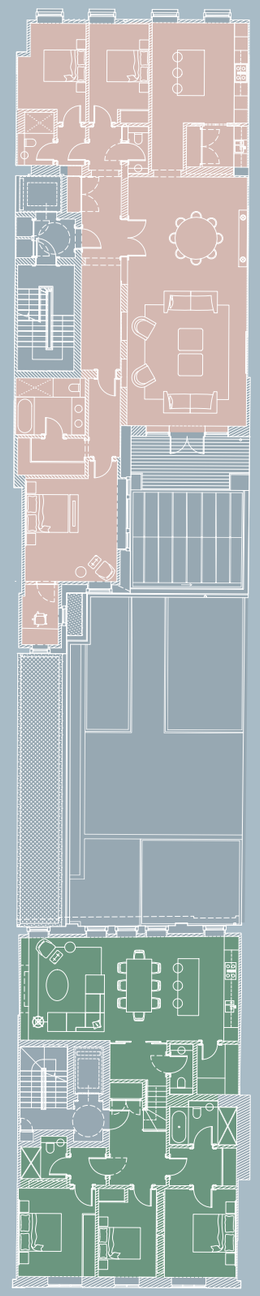


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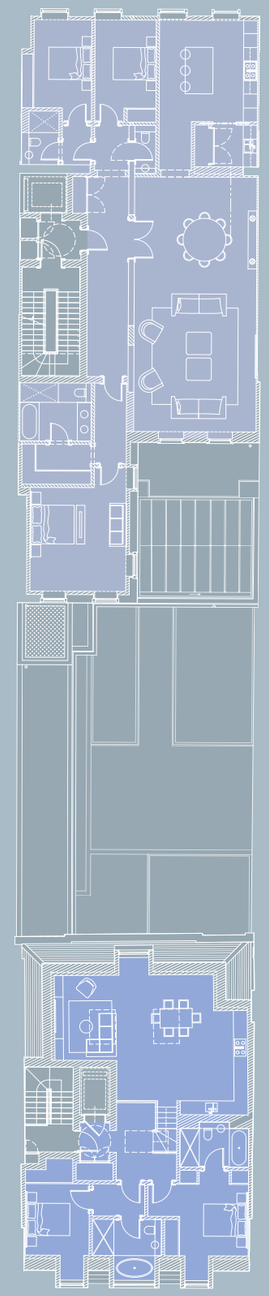
CURRENT PERMISSIONS

UPPER GROSVENOR STREET

FIRST



SECOND

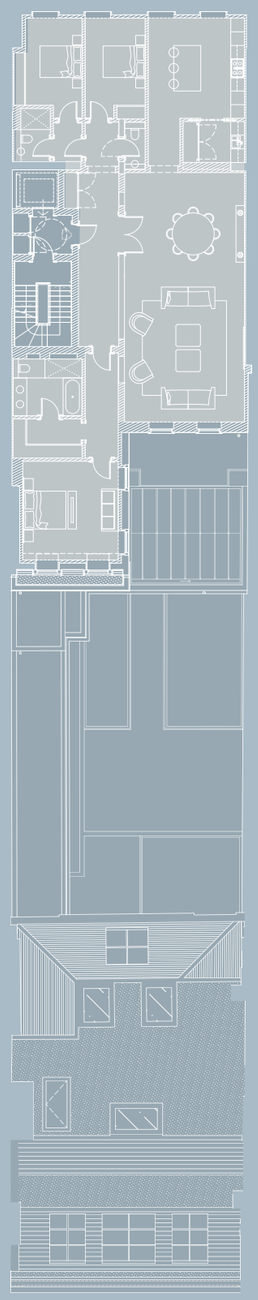


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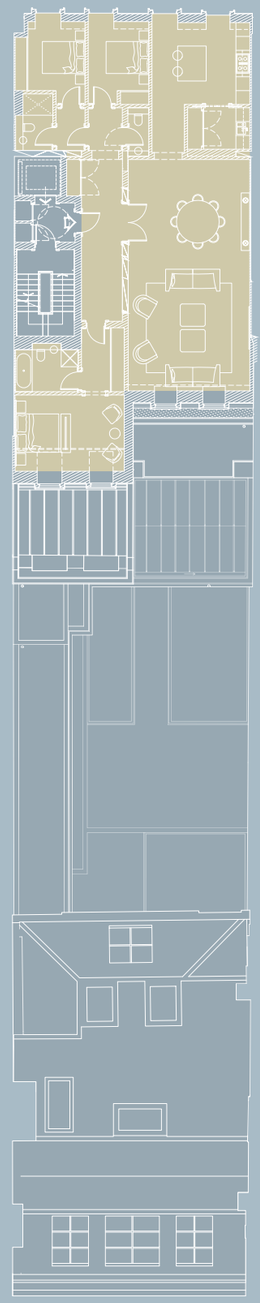
CURRENT PERMISSIONS

UPPER GROSVENOR STREET

THIRD



FOURTH

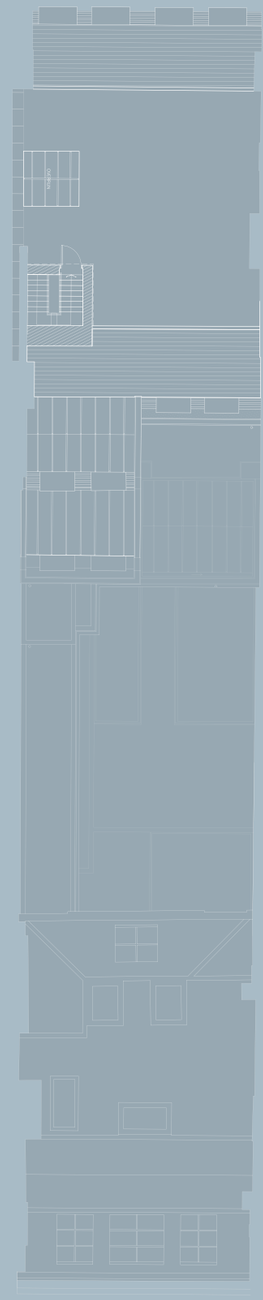


REEVES MEWS

CURRENT PERMISSIONS

UPPER GROSVENOR STREET

FIFTH



REEVES MEWS

Future Development Potential

Indicative CGI

The Final Evolution Perfecting The Vision

A FINAL ARCHITECTURAL REFINEMENT DESIGNED TO ENHANCE THE SCHEME

- These adjustments are considered minor in planning terms, enabling submission as a Non-Material Amendment, with an anticipated decision period of just 28 days.
- This final iteration presents a fully optimised and flexible scheme, yet still allows scope for bespoke adjustments to align with the purchaser's preferred layout, specification, or unit mix.
- The refined proposal envisions an increase to ten beautifully configured residential units, expanding the total area to approximately 19,225 sq ft NSA / 24,778 sq ft GIA.
- Key updates include the reconfiguration of the lower ground and ground floor duplex within the Main Building to create two additional studio apartments, ideal as pied-à-terres, guest suites, or staff accommodation. The layout of the Mews duplex has also been refined to enhance internal flow and increase net internal area, delivering a versatile mix of residences.

PROPOSED CONFIGURATION

Main Building	Use	NSA	Terrace
Lower Ground	Studio Apartment	420 Sq Ft	
Lower Ground	Studio Apartment	441 Sq Ft	
Lower Ground and Ground	Four-Bedroom Duplex Apartment	4,241 Sq Ft	890 Sq Ft
First Floor	Three-Bedroom Lateral Apartment	2,357 Sq Ft	136 Sq Ft
Second Floor	Three-Bedroom Lateral Apartment	2,271 Sq Ft	
Third Floor	Three-Bedroom Lateral Apartment	2,303 Sq Ft	
Fourth Floor	Three-Bedroom Lateral Apartment	1,991 Sq Ft	

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Indicative CGI



Indicative CGI

Disclaimers

JOINT FIXED CHARGE RECEIVERS

The Property is offered for sale by the Joint Fixed Charge Receivers, acting as agents for the Vendor and without personal liability. The Receivers reserve the right not to accept the highest or any offer received. No representation or warranty is given by the Vendor or the Receivers in respect of the Property, including its VAT status, and interested parties must rely on their own inspection and enquiries. The sale will be on standard terms applicable for a sale by Receivers to include indemnities in favour of the Vendor, the Receivers in relation to matters arising in respect of the Property, the assets sold (if any), VAT, together with an exclusion of liability of the Receivers' personal liability. The Receivers will not respond to standard preliminary enquiries or CPSEs.

VIEWINGS

The site can be externally inspected from the public highway. The Property may be inspected internally strictly through prior appointment. Prospective purchasers should be aware that inspections are made entirely at their own risk and no liability is accepted by the vendor or their agents.

SERVICES

The site can be externally inspected from the public highway. The Property may be inspected internally strictly through prior appointment. Prospective purchasers should be aware that inspections are made entirely at their own risk and no liability is accepted by the vendor or their agents.

CAR PARKING

Held under title number NGL835803 on a short lease of 34 years,37 car parking spaces are included in the sale. Further information in relation to the operation of the car park is available in the dataroom.

LEGAL TITLE AND TENURE

The Property, comprising 41 Reeves Mews, London, W1K 2EH and 41 Upper Grosvenor Street, London, W1K 2NQ is freehold held under Land Registry Title Number NGL976634.

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.

EPC

These are available to view on the dedicated website.

VAT

We understand that the property is elected for VAT. The information on the Option to Tax is in the dataroom.

FURTHER INFORMATION

Further information is available on our dedicated website. Please visit 41uppergrosvenorstreet.com for access.

Contacts

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