



66 & 67 Princes Square, London W2

Freehold residential investment and refurbishment opportunity.



Site boundary is for indicative purposes only.



Investment summary.

Knight Frank LLP have been instructed by Joint Administrators to dispose of this residential investment and refurbishment opportunity on Princes Square.

- The Property comprises 12 self-contained residential apartments, measuring 7,137 sq ft NSA. The total Property floor area extends to 8,198 sq ft GIA
- The Property is arranged across lower ground, ground and four upper floors with some apartments benefiting from outside space
- 67 Princes Square is vacant and ready for refurbishment. Five of the 6 apartments in 66 Princes Square are occupied. Four are let on Assured Periodic Tenancies (APTs), with one flat being subject to a regulated tenancy
- Current passing rent of £107,436 per annum with an opportunity to enhance income through the refurbishment of the apartments, achieving a fully refurbished Estimated Rental Price (ERP) of £453,717 per annum
- Located between Princes Square and Leinster Square within Zone 1, benefitting from excellent transport links (PTAL 6a)
- The Property is Grade II listed and sits within the Bayswater Conservation Area
- The Freehold is for sale by private treaty via informal tender
- Offers are invited in excess of £5,250,000 reflecting an attractive £736 per sq ft



Notting Hill



Kensington Gardens



Hyde Park

Location

Princes Square is located in Bayswater, a highly desirable residential area characterised by grand period architecture and elegant garden squares within the City of Westminster. The Property is situated directly between Leinster Square to the north east and Princes Square to the south east.

Notting Hill is located to the north west of the Property, distinguished by fashionable boutiques and cafes. To the north east lies Little Venice and Regent's Canal and directly to the east within easy reach is the vibrant West End. Bayswater runs across the northern border of Hyde Park and Kensington Gardens offering vast green open spaces and landscaped gardens.

Queensway is a 5-minute walk east of Princes Square. The regeneration of this area has given Bayswater's main retail thoroughfare a new lease of life. At the heart of this regeneration lies Westminster City Council's proposed regeneration of the public realm, outlined in their vision 'Bayswater Village – Redefining Queensway'. The regeneration will ultimately offer a vastly improved shopping and pedestrian experience and will provide a more attractive pedestrian-friendly environment and further reduce the current vehicle dominance.



London Underground

8-minute walk to Bayswater Underground Station (Circle and District Line).



8-minute walk to Notting Hill Gate Underground Station (Central, Circle and District Line).



10-minute walk to Queensway Underground Station (Central Line).



20-minute walk to Paddington Underground Station (Bakerloo, Circle, District, Hammersmith & City Line).



The Elizabeth Line is accessed via Paddington Station which provides express services to the West End (Bond Street in 3 minutes) the City (Liverpool Street in 10 minutes) and Canary Wharf (17 minutes).

The Property is Grade II Listed and lies in the Bayswater Conservation Area.

Transport

Princes Square is located in Zone 1 and is well connected with transport links to the West End and the City. The Property has one of the highest Public Transport Accessibility Level (PTAL) ratings of 6a, with both Bayswater (Circle and District Line) and Notting Hill Gate Underground Station (Central, Circle and District Line) being 0.2 miles away, south east and south west respectively. Queensway Underground Station (Central Line) is situated 0.5 miles south east towards Hyde Park.

Paddington Underground and Train Station is located 0.9 miles north east of the Property, providing access into Central London via the Bakerloo, Circle, District, Hammersmith & City and Elizabeth Line and gives excellent transport links across the South of England.



Rail

Rail services from Paddington Station provide access to the west of England and to Wales.



London Bus

Numerous bus routes operate within a 5-minute walk of the site.



Heathrow Airport

The Heathrow Express offers a direct shuttle service every 15-minute to the airport from Paddington Station. Alternatively travel by car via the M4 to arrive within 40 minutes.



The Asset

Nestled in the heart of W2, 66 & 67 Princes Square is an impressive white stucco fronted terraced building. Uniquely positioned between Princes Square and Leinster Square, this sought-after location offers an abundance of green space with Kensington Gardens within a five minute walk.

The property comprises two buildings, offering a collection of 12 apartments; 5 x one-bedroom and 7 x two-bedroom units, averaging 595 sq ft. Spanning from the lower ground to the 4th floor, eight apartments (67%) have terraces or balconies, contributing to the building's charm and residential appeal.

66 & 67 Princes Square is aesthetically very attractive and offers good scale in a highly desirable location. Central London capital values have come under pressure since their peak in 2015 but are expected to grow, on average across PCL by 16.8% over the next 5 years (Knight Frank, 2026). Rents have performed extremely well over the same period with 5 year cumulative growth in PCL forecast to be 16.5% (Knight Frank, 2026).

595 SQ FT

Average unit size

67%

Outside Space

Refurbishment and Asset Management

There are a number of refurbishment and asset management opportunities to explore at 66 & 67 Princes Square.

67 Princes Square is currently vacant, with each unit requiring varying levels of refurbishment to bring it up to a high-quality rental standard. This presents an incoming purchaser with the opportunity to undertake works immediately and accelerate the letting process. Successfully refurbishing and letting 67 Princes Square would establish a higher rental tone for the immediate area, creating a benchmark for the future refurbishment and letting of 66 Princes Square.

66 Princes Square is all occupied save for one of the apartments. Whilst refurbishment is underway at 67 one could look to prepare 66 for a more comprehensive refurbishment programme or opt for a more passive rolling programme as and when units become vacant.

We are of the view that the asset has a fully refurbished ERP of £453,717 per annum.

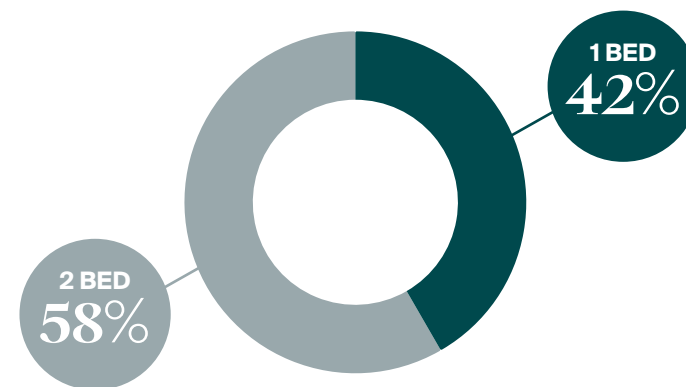
7,137 SQ FT

Net Saleable Area

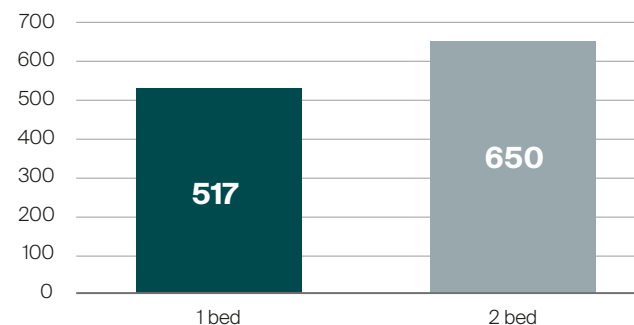
8,198 SQ FT

Gross Internal Area

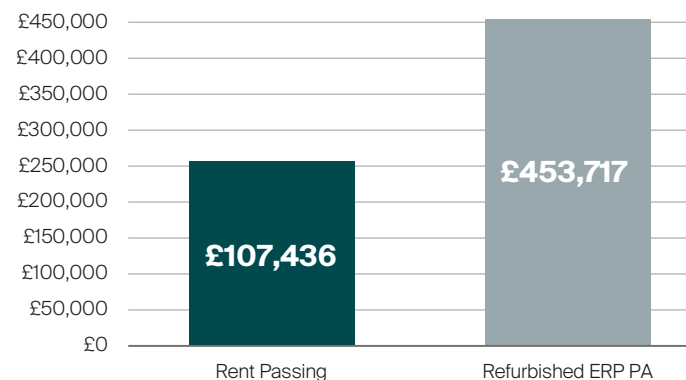
Unit composition



Average unit size (SQ FT)



Rent passing vs Refurbished ERP PA (£)





Princes Square - Gardens

Tenancy schedule

Unit	Floor	Outside Space	Beds	NSA (sq ft)	EPC	Type of Tenancy	Rent (pcm)	Rent (pa)
66 Basement	LG	Rear paved courtyard / lightwell	2	785	C (75)	Regulated Tenant	£1,458	£17,496
66 A	G	Private walled garden	2	599	C (74)	APT	£1,920	£23,040
66 B	1st	Front balcony above portico	2	676	C (72)	APT	£2,250	£27,000
66 C	2nd		1	566	C (74)	APT	£1,590	£19,080
66 D	3rd	Small rear balcony	1	543	C (76)	APT	£1,735	£20,820
66 E	4th		1	335	D (67)	Vacant		
67 Basement	LG	Rear paved courtyard / lightwell	2	753	C (75)	Vacant		
67 A	G	Private walled garden	1	602	C (74)	Vacant		
67 B	1st	Front balcony above portico	2	682	C (72)	Vacant		
67 C	2nd		1	540	C (74)	Vacant		
67 D	3rd	Small rear balcony	2	546	C (77)	Vacant		
67 E	4th		2	510	D (67)	Vacant		
Total				7,137			£8,953	£107,436

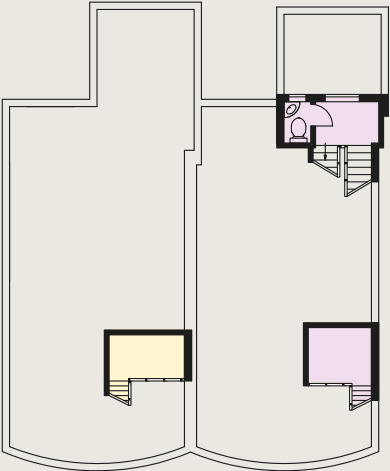
Floor plans



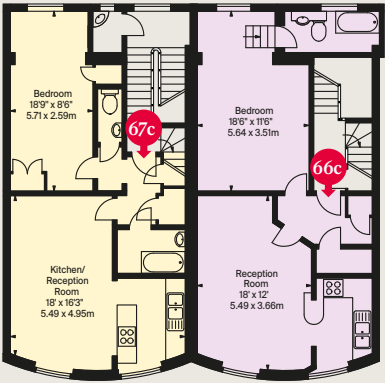
Lower ground floor

Ground floor

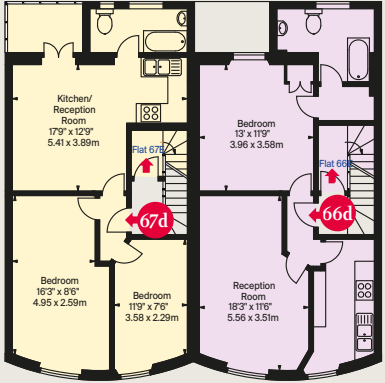
First floor



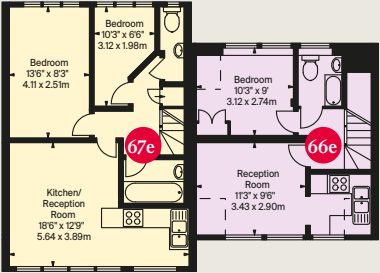
Second floor half landing



Second floor



Third floor



Fourth floor





Legal title and tenure

The property is sold freehold (Title No. LN169907) subject to the existing Assured Periodic Tenancies and Regulated Tenancy.

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 any proposed development.

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 agent.

EPC

These are available to view on the dedicated website.

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.

Further information

Further information is available on our dedicated website. Please contact the team for access.

Contact us.



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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.

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Particulars dated September 2026.

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