



WHITFIELD STREET

FITZROVIA W1

Rare lateral workspace with private gardens, ideal for owner occupation. Situating in the heart of Fitzrovia, W1.



Office HQ, available with full vacant possession



Located in heart of Fitzrovia, close to **Oxford Circus** and **Tottenham Court Road** underground stations



9,167 sq ft NIA of expansive, fully-fitted office space



Currently configured to accommodate **108 workstations**, with a **meeting room**, **boardroom**, **6 privates offices** and **generous break-out space**



Manicured vertical gardens in the main terrace area providing unique external break-out space



Exceptional floor-to-ceiling height of 4.8m



Excellent natural light provided via full height glazed elevations



Virtual Freehold – unexpired term of circa 985 years at a peppercorn

Price

Guiding **£6,000,000** (Six Million Pounds) reflecting a low capital value of **£655 psf**.







HYDE PARK

REGENT'S PARK

MARYLEBONE

Regent's Park Station

Great Portland Street

Warren Street

9
W S

Goodge Street

Chenies Street

FITZROVIA

Bedford Square

HYDE PARK

Bond Street

MAYFAIR

Oxford Circus

Regent Street

Great Portland Street

Eastcastle Street

Berners Street

Rathbone Street

Charlotte Street

Whitfield Street

Tottenham Court Road

SOHO

Oxford Street

Rathbone Place

Percy Street

Crabtree Place

Tottenham Court Road

The Location

Fitzrovia is one of the capital's most cosmopolitan and thriving districts.

The property is located in prime southern Fitzrovia on the West side of Whitfield Street. Fitzrovia is bordered by Euston Road to the north, Oxford Street to the south, Tottenham Court Road to the east and Great Portland Street to the west and is an **active and vibrant village sub-market** in central London. Within a short walk of **Regent Street, Oxford Street, Regent's Park, Fitzroy Square** and **Bloomsbury**.

The unique space benefits from a discreet frontage on to Whitfield Street, which sits adjacent to Tottenham Court Road with the bustling Charlotte Street immediately to the southeast.

The immediate location is predominantly mixed-use retail and residential Georgian buildings with a mixture of Victorian architecture and a number of more modern purpose-built office and retail assets.

The area consists of many renowned restaurants and hotels including **Roka, Hakkasan, Circolo Popolare, ROVI, The Charlotte Street Hotel** and **The London Edition Hotel**, which is home to the **Berners Tavern**.

Charlotte Street and Rathbone Place provide an eclectic mix of independent coffee shops, cafés and restaurants serving the local workers and residents. National multiples can be found towards Oxford Street.



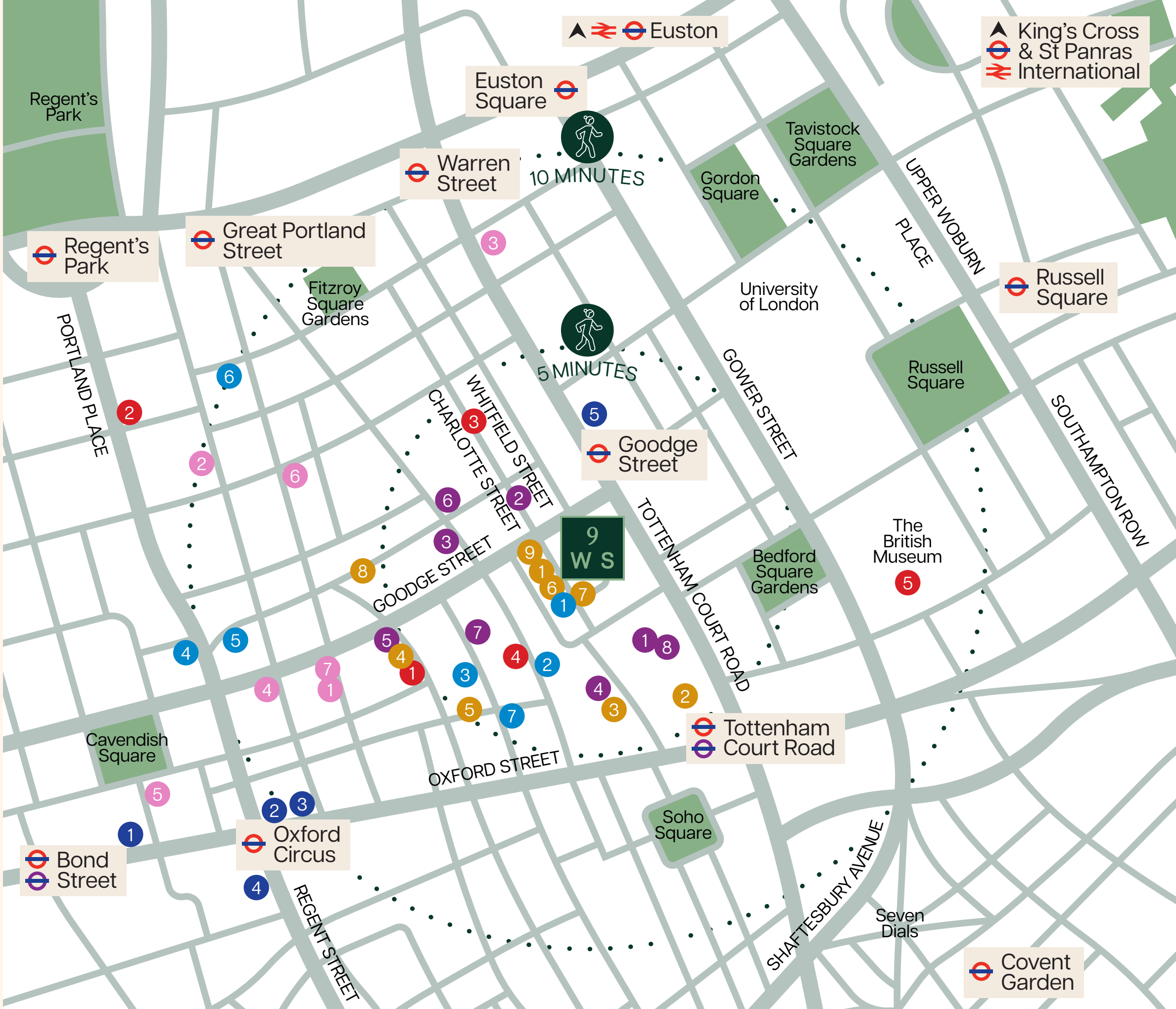
Fitzrovia

Fitzrovia is nestled between Marylebone to the west, Bloomsbury to the east and Soho to the south. Its position in the context of these other well-established neighbourhoods in the West End have helped develop an innovative and creative community within a village style environment. Fitzrovia has seen a marked uptick in development and investment over the last decade, which has helped secure its position as one of the most desirable submarkets within central London.

The area benefits from an attractive mix of architectural styles, as well as being the situation for a number of the West End's most efficient and sustainable, best in class mixed use buildings such as Rathbone Square and Fitzroy Place. It is this blend of new and old that has been the catalyst for the area capturing a whole new list of major occupiers.

Fitzrovia has significant historical value, given its name was indirectly chosen after Duke Henry Fitzroy, who was the only one of Henry VII's illegitimate sons that he acknowledged. Despite this, the area does not suffer to the same degree as it neighbours Soho and Mayfair with restrictive planning laws and the proliferation of conservation areas. It is this difference that makes it possible for the development / repositioning of these larger buildings that provide floorplates which are more attractive to the modern business setting Fitzrovia apart from its neighbours.

Until the 1990s, Fitzrovia was occupied primarily by the historic rag trade in low-quality, affordable space with a sprinkling of PR businesses such as Saatchi & Saatchi. However, this has since changed with the well-established markets of Mayfair and Soho becoming unaffordable for some traditional occupiers. This presented an opportunity for landlords in Fitzrovia to modernise their buildings and take advantage of this demand.



OFFICES	SHOP	EAT & DRINK	GYM	HOTELS	MUSEUMS / GALLERIES
1 British Film Institute 2 Virgin 3 Estée Lauder 4 Meta 5 Lionsgate 6 T2 7 Netflix 8 Fremantle	1 John Lewis 2 Nike 3 Ikea 4 Apple 5 Heal's	1 Roka 2 Hakkasan 3 Circolo Popolare 4 ROVI 5 Kaffeine 6 Carousel 7 The Fitzroy Tavern 8 The Green Man 9 The Queen Charlotte	1 F45 2 Fitness First 3 Pure Gym 4 Psyche 5 1Rebel 6 Rumble 7 FS8 Oxford Circus	1 Charlotte Street Hotel 2 The Mandrake 3 Sanderson London Hotel 4 The Langham 5 Treehouse Hotel 6 Fitzrovia Hotel – Gem Hotels 7 The London Edition	1 The Cartoon Museum 2 Royal Institute of British Architects 3 Woolff Gallery 4 Zari Gallery 5 The British Museum



Connectivity

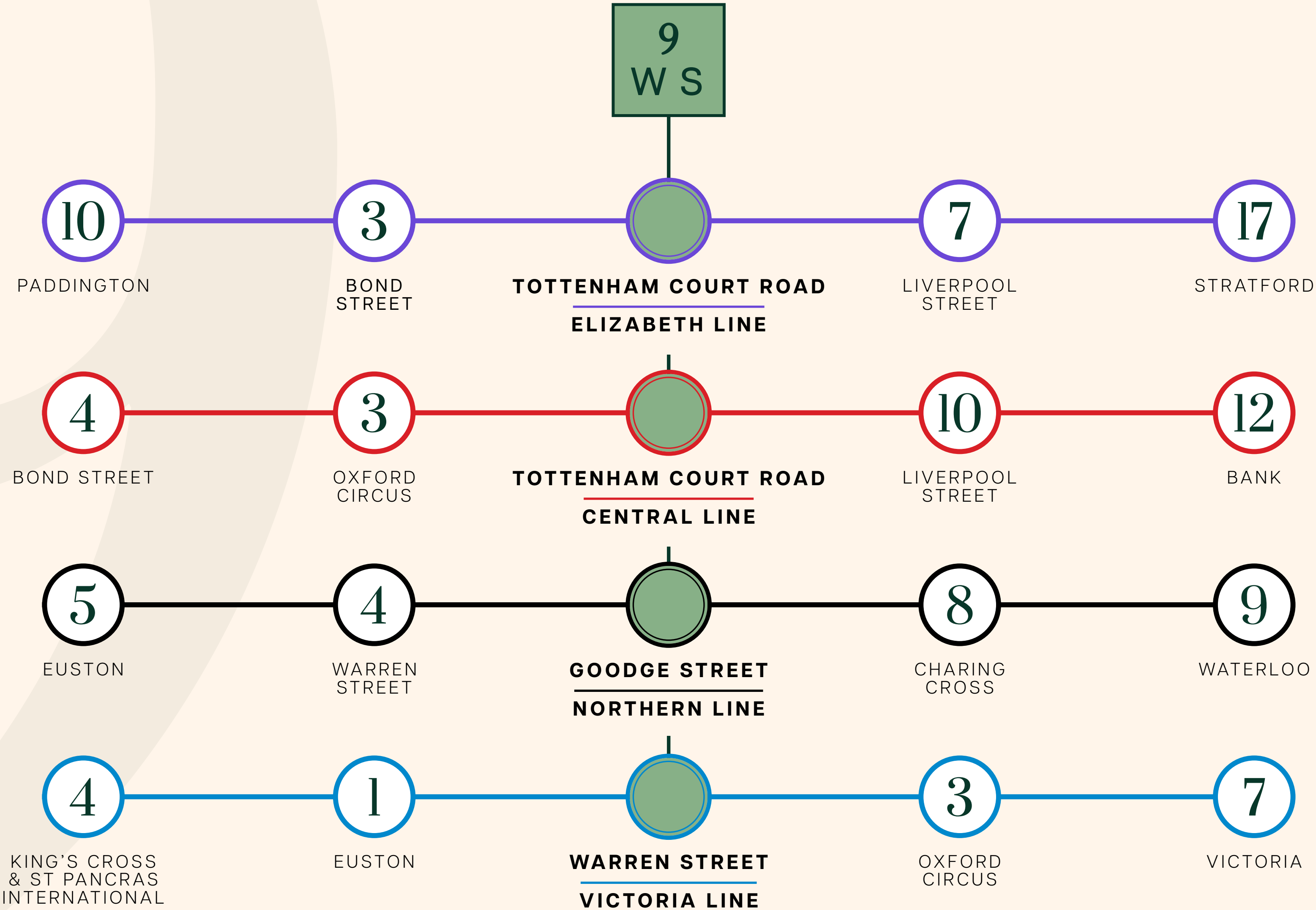
The building benefits from excellent transport links.

ELIZABETH LINE

Whitfield Street is well connected with Tottenham Court Road, Oxford Circus, Warren Street and Goodge Street Underground Stations all within close proximity.

Tottenham Court Road Station has undergone a major transformation and has become one of the West End's most important transport hubs.

Following the opening of the Elizabeth Line in 2022, Tottenham Court Road has become one of the busiest stations in London, with approximately 175,000 passengers passing through every day. As such, Tottenham Court Road is now used by more TFL passengers than Waterloo and Liverpool Street Stations. In addition to the Elizabeth Line, Tottenham Court Road provides an interchange between Northern and Central Lines.



Accommodation

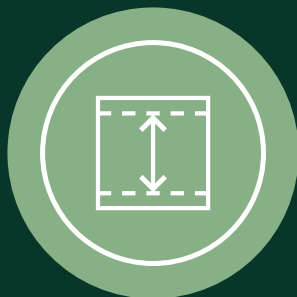
The property was comprehensively refurbished, and comprises a dedicated self-contained entrance, leading to an expansive workspace with a private manicured garden.

This unique office benefits from circa 4.8m floor to ceiling heights, and lateral floor plates of circa 38m.

The property will be sold with full vacant possession.



SPECIFICATION



UP TO 4.8M
FLOOR TO
CEILING HEIGHT



DEDICATED
SELF-CONTAINED
ENTRANCE



EPC
B RATING



LATERAL
OPEN-PLAN
FLOORPLATES



FULLY-FITTED
OFFICE &
RECEPTION



SHOWER
FACILITIES



SECURE
BIKE STORAGE



RAISED ACCESS
FLOORS



PRESENTATION
READY MEETING
SPACE



VRF AIR
CONDITIONING



BIOMASS
BOILER



GRASS SEDUM
ROOF

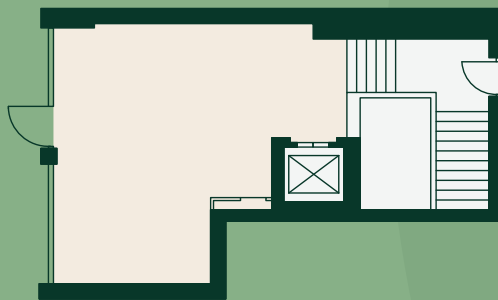




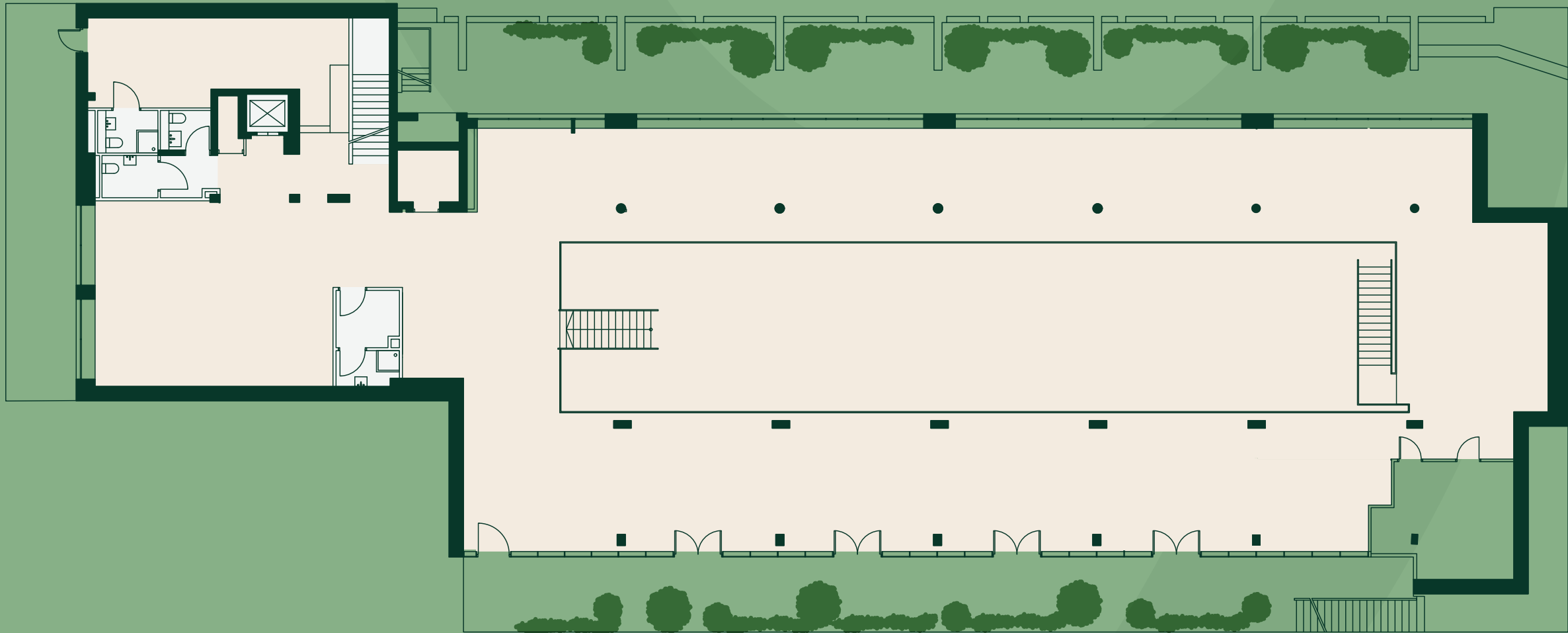


Floorplans

Reception



Garden Floor



Description	NIA sq ft	NIA sq m	GIA sq ft	GIA sq m
Reception & Garden Floor	9,167	851.6	11,004	1,022.3

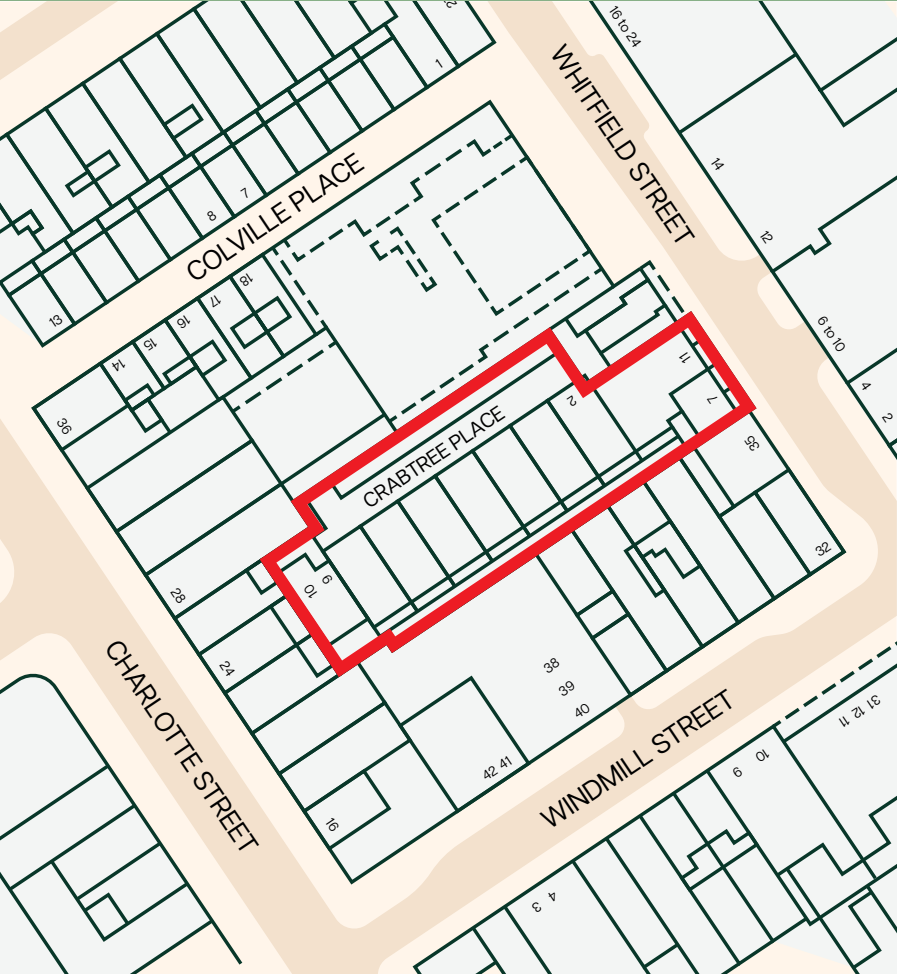
The above floorplans are for indicative purposes only. A full breakdown of areas is available upon request and the measured survey can be made available by way of assignment. The property was measured by Sterling Temple in January 2025 in accordance with the RICS Code of Measuring Practice (6th Edition) and comprises net internal areas.

Planning

The property is situated within the London Borough of Camden and sits within the Charlotte Street Conservation Area, but it is not listed.

Tenure

The property is held virtual freehold under title number NGL919578. 9 Whitfield Street is held on a 999 year lease at a peppercorn from 27 May 2011, which leaves an unexpired term of circa 985 years.



Market Commentary

The central London leasing and investment market has defied expectation over the last three years and has remained extremely attractive to both tenants and investors with new headline rents and yields being achieved.

As we move into 2025, the market outlook has continued to look positive with another

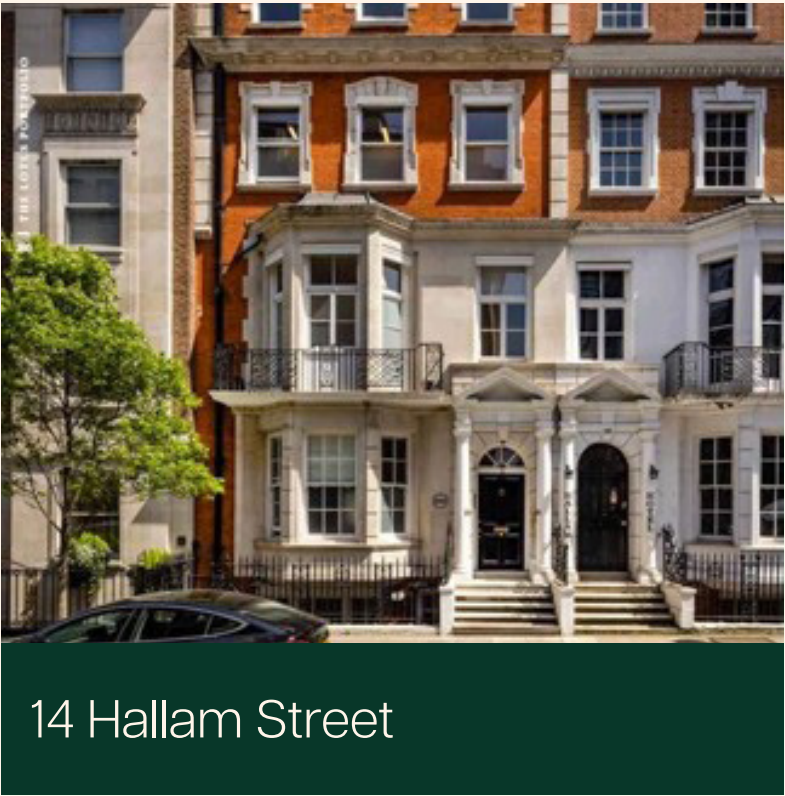
base rate cut from the Bank of England to 4.50%. There is a continued “flight to quality” with a strong investor focus for well-located, best in class amenity rich buildings. Fitzrovia continues to offer robust investment credentials, underpinned by world class local amenities and excellent transport links.

LEASING COMPARABLES

Date	Address	Sq Ft	Rent psf
Dec-24	The Heals Building, 22–24 Torrington Place, W1	3,446	£95.00
Dec-24	4–8 Maple Street, W1	4,075	£95.00
Dec-24	Woolverstone House, 61–62 Berners Street, W1	2,859	£87.50
Dec-24	9–10 Charlotte Mews, W1	1,463	£97.50
Oct-24	22–24 Percy Street, W1	4,496	£115.00
Aug-24	40 Tottenham Street, W1	5,274	£105.00
Jul-24	Berners & Wells, 60 Berners Street, W1	13,200	£95.00
May-24	The Garage, 7 Rathbone Street, W1	17,800	£100.00
Mar-24	Percy House, 33 Gresse Street, W1	1,582	£97.50

SALES COMPARABLES

Date	Address	Sq Ft	Price	Capital Value	Yield	Tenure
Feb-25	Ariel House, Charlotte Street, W1	23,820	£29,000,000	£1,217	5.44%	FH
Oct-24	19–23 Wells Street, W1	18,768	£19,000,000	£1,012	4.16%	LLH
Jul-24	53 Bolsover Street, W1	3,296	£3,000,000	£910	4.35%	FH
Jul-24	Asta House, 55–65 Whitfield Street, W1	11,010	£8,800,000	£799	7.05%	FH
Jun-24	Charlotte House, 11–14 Windmill Street, W1	28,790	£40,575,000	£1,409	5.75%	FH
Apr-24	Tudor House, 35 Gresse Street, W1	7,699	£8,700,000	£1,130	5.48%	FH
Apr-24	14 Hallam Street, W1	4,128	£3,850,000	£993	5.49%	FH
U/O	56–60 Hallam Street, W1	7,671	£8,000,000	£1,042	—	FH



Price

Guiding **£6,000,000** (Six Million Pounds)
reflecting a low capital value of **£655 psf**.

VAT

The property is elected for VAT.

For further information or to arrange
an inspection, please contact:



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