

# 80

# Fulham Palace Road

LONDON W6 9PL



PLANNING CONSENT GRANTED FOR A 40-BED HOTEL SCHEME  
WITH A PRIME PUB/RESTAURANT SPACE

# Investment Summary

## PLANNING CONSENT GRANTED FOR A 40-BED HOTEL SCHEME WITH A PRIME PUB/ RESTAURANT SPACE

- Freehold
- Situated in Hammersmith, in a prominent position on Fulham Palace Road, which is characterised by a mix of retail, leisure, offices and residential uses.
- Excellent transport connectivity, within 5 minutes walk of Hammersmith Underground and Bus Station, and the Hammersmith Apollo Theatre.
- The existing building comprises of 5,640 sq ft (523.9 sq m) (GIA) of pub and residential accommodation arranged over basement, ground, and 1st floor, overlooking Frank Banfield park.
- Planning consent granted for a new build scheme with partial façade retention to create a five storey, 13,304 sq ft (1,236 sq m) 40-bed hotel with a prime pub/restaurant across the ground & basement floors.
- The consented scheme, which has progressed to RIBA Stage 3-4, features the opportunity to deliver a high quality pub/restaurant across the basement and ground floor.
- The opportunity may also be of interest to co-living operators/ investors due to the planning permission obtained not having any restrictions on maximum length of stay.
- Offers are invited with a guide price of £5,250,000 subject to contract and exclusive of VAT, reflecting a low capital value of £395 a foot on the consented GIA.





# Location

The property is located in the London Borough of Hammersmith and Fulham. Hammersmith is located approximately 4 miles southwest of Central London, with Shepherd's Bush to the north, Kensington and Earls Court to the east, the River Thames to the south and Chiswick and Ravenscourt Park to the west.

Prominently positioned on Fulham Palace Road, the building is situated within 5 minutes walking distance of Hammersmith Underground and Bus Station, and the Hammersmith Apollo Theatre. The building is also in close proximity to Charing Cross Hospital and Assembly London, which comprises of 220,000 sq ft of office, retail and restaurant accommodation. Both require a significant workforce and attract a vast amount of visitors to the area.







Kings Street Regeneration



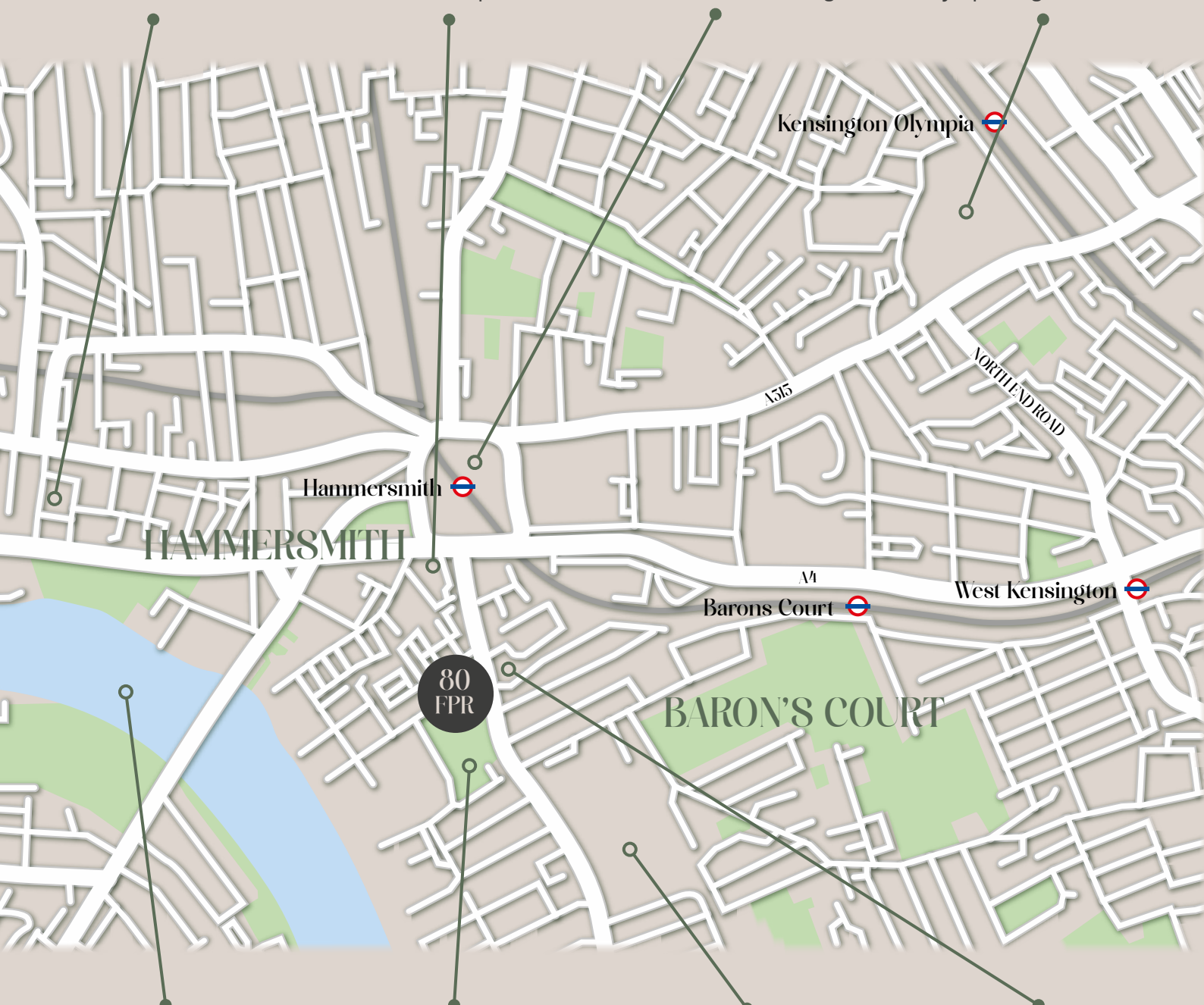
Hammersmith Apollo



Hammersmith Underground



Olympia Regeneration



River Thames



Frank Banfield Park



Charing Cross Hospital



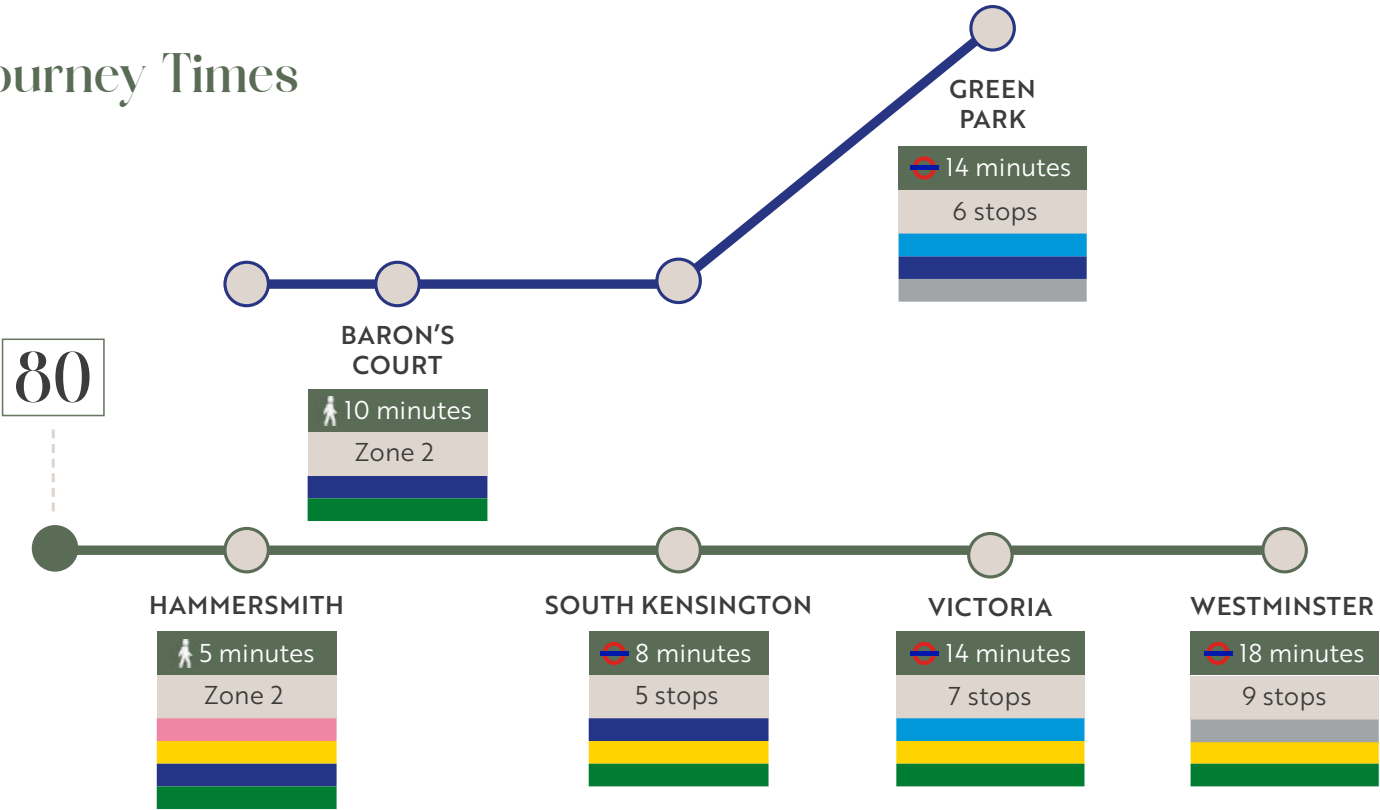
Assembly

# Connectivity

The building is well served by public transport. Hammersmith Underground Station (Piccadilly, Circle & District lines) is situated approximately 300 metres from the site providing direct access to South Kensington (8 mins), Victoria (14 mins), Green Park (14 mins) and Westminster (18 mins). The site has achieved a PTAL rating of 6a given its immediate proximity to Hammersmith Underground Station.

The site is also well served by multiple bus routes from Fulham Palace Road. Furthermore, Hammersmith Bus Station is within a similar distance of the site and provides a wide range of services to central and wider London.

## Journey Times





## Existing Accommodation

The building currently comprises of 5,640 sq ft (523.9 sq m) (GIA) of pub and residential accommodation arranged over basement, ground, and 1st floor. The pub accommodation is arranged over basement and ground floor with the residential accommodation on 1st floor.



## Area Schedule (GIA)

FLOOR	AREA (SQ FT)	AREA (SQ M)
1st	1,636	121.0
Ground	2,702	251.0
Basement	1,302	152.0
<b>Total</b>	<b>5,640</b>	<b>524.0</b>





# Planning

Located in the London Borough of Hammersmith & Fulham, the property does not contain any listed structures but is within the Crabtree Conservation Area.

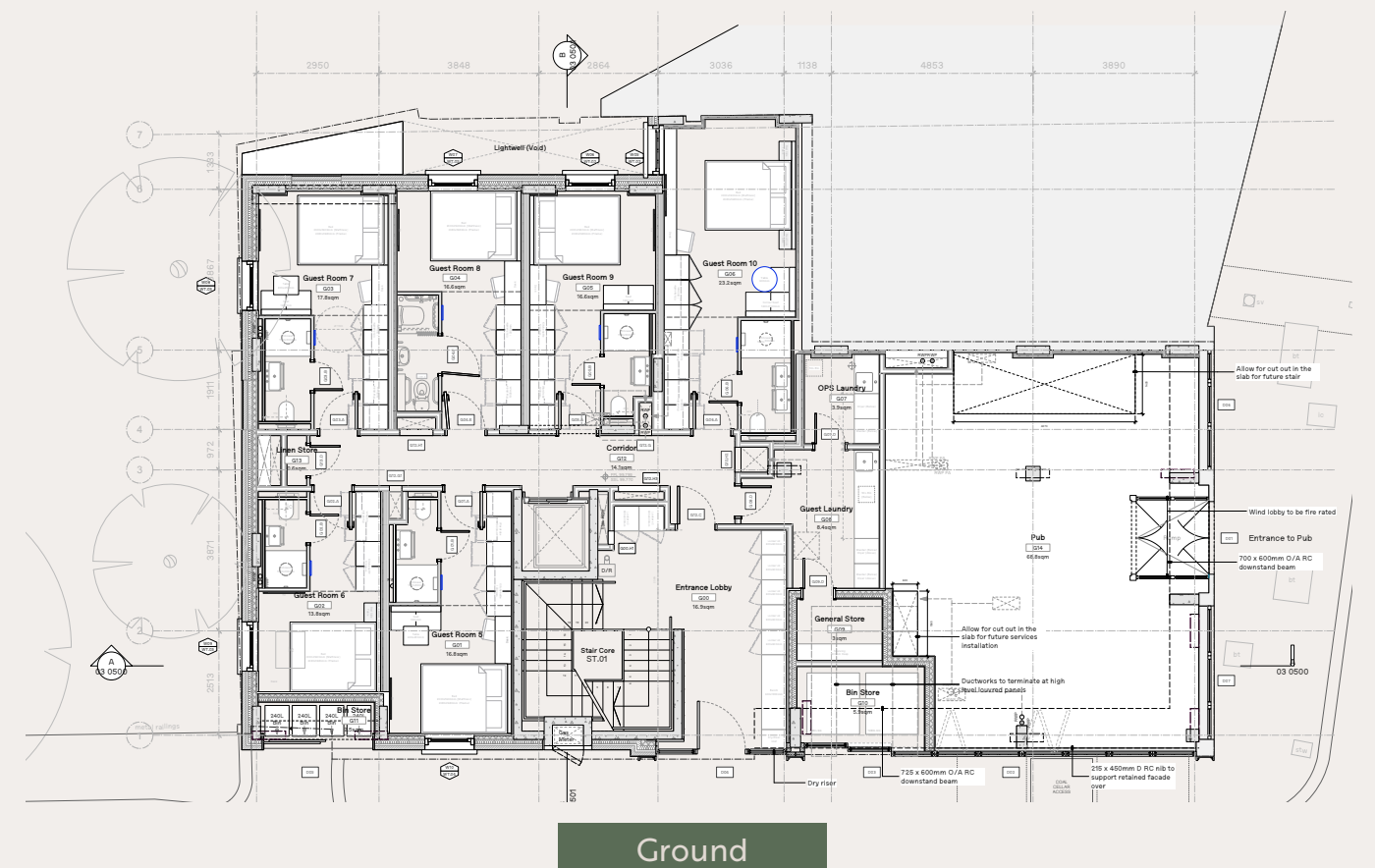
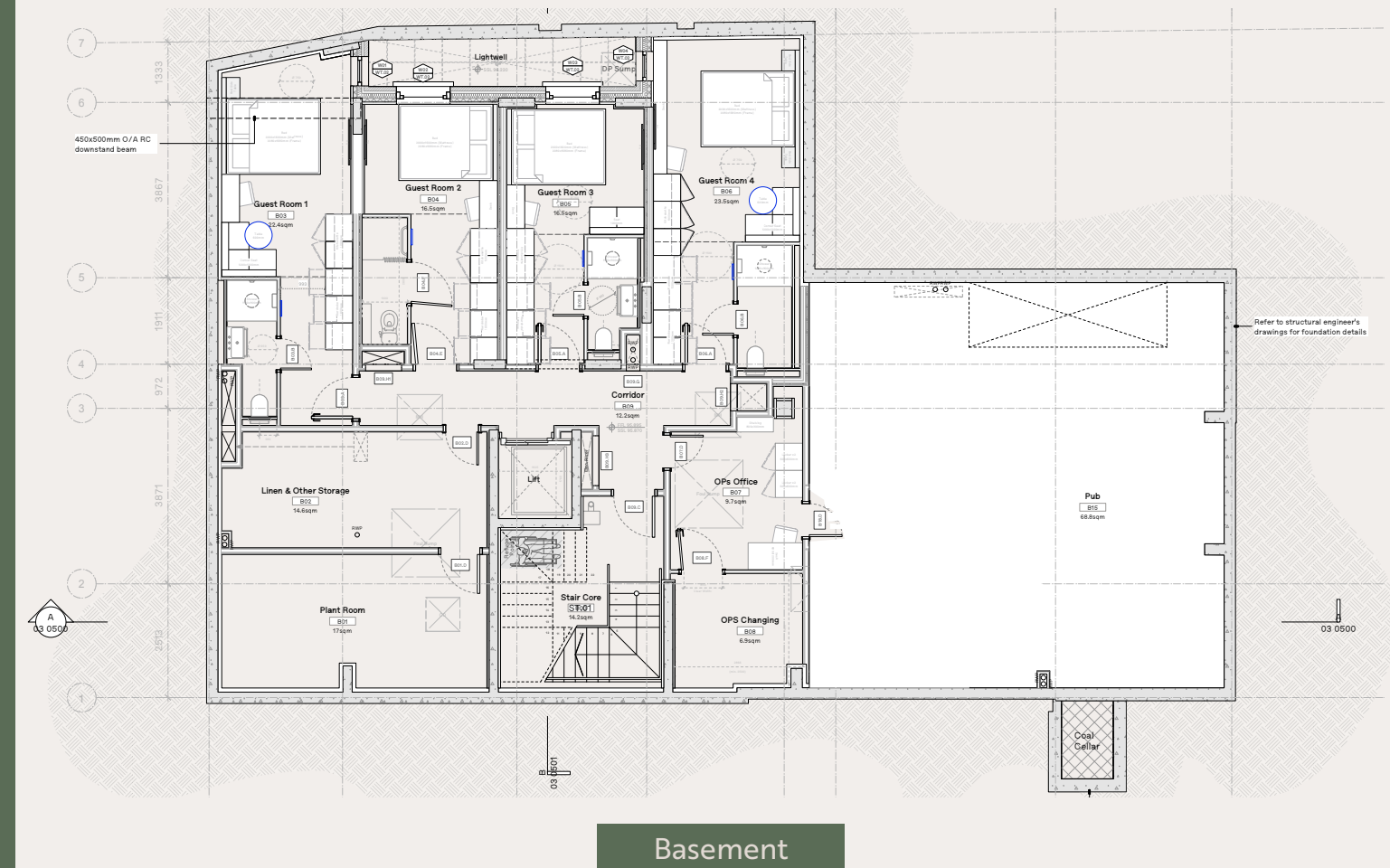
Full Planning Permission was granted on 15th December 2022 (Ref: 2021/03522/FUL) for the demolition of the existing building except retention of existing front and side facades; and erection of a five storey hotel building with public house accommodation arranged over basement and ground floors. The new scheme has progressed to RIBA Stage 3 – 4.

Specifically, the redevelopment of the existing building will provide a brand new, five storey building, comprising of a re-provided pub and a 40 guest room hotel with associated front and back of house space. All hotel guest rooms are designed to include double beds and en suite bathrooms, with the majority of hotel rooms providing compact kitchenettes and overlooking a park to the rear. A schedule of accommodation setting out the proposed areas is provided below:

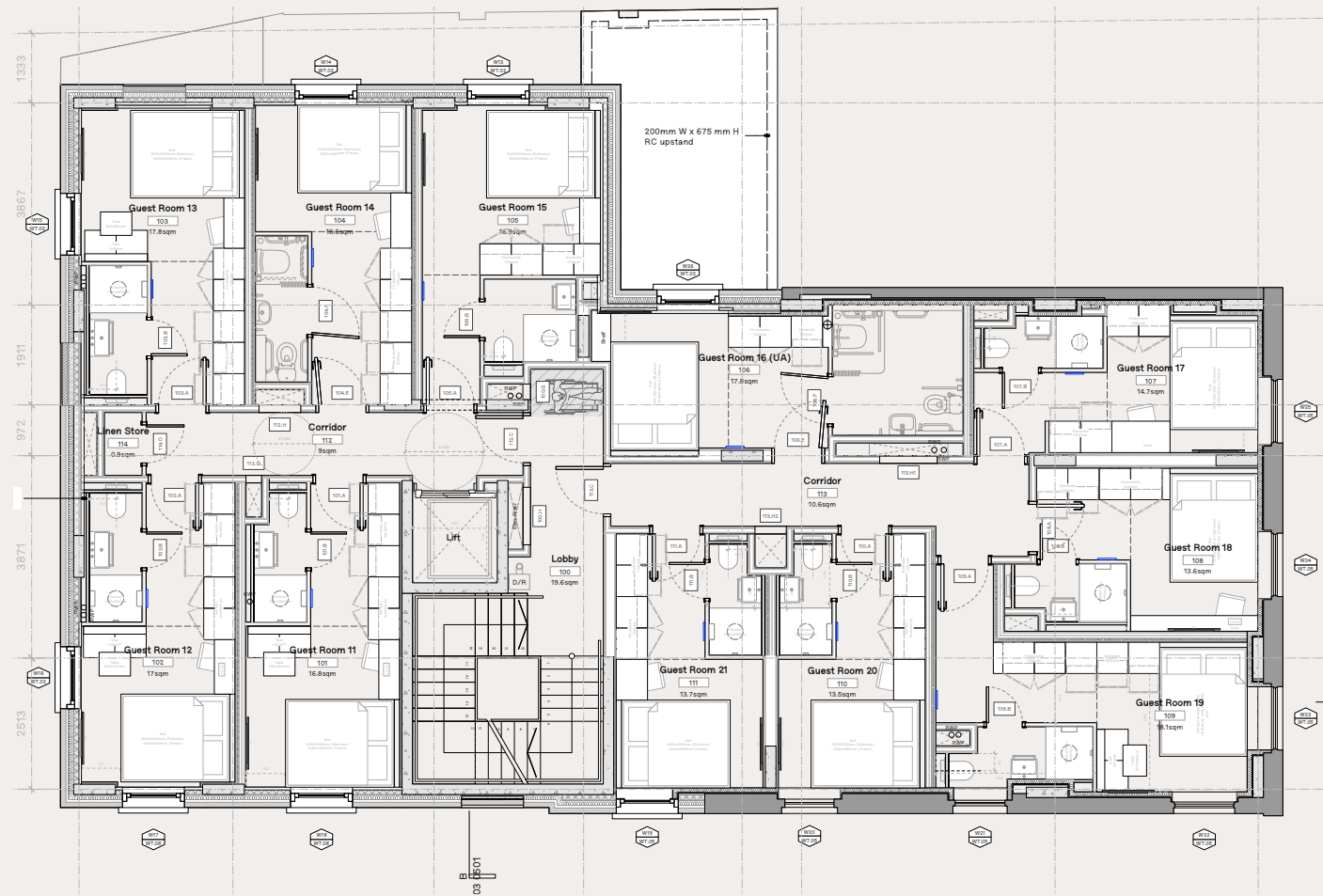
## Planning Approved Area Schedule (GIA)

FLOOR	AREA (SQ FT)	AREA (SQ M)
3rd	2,185	203.0
2nd	2,713	252.0
1st	2,713	252.0
Ground	2,906	270.0
Basement	2,787	258.9
<b>Total</b>	<b>13,304</b>	<b>1,236.0</b>

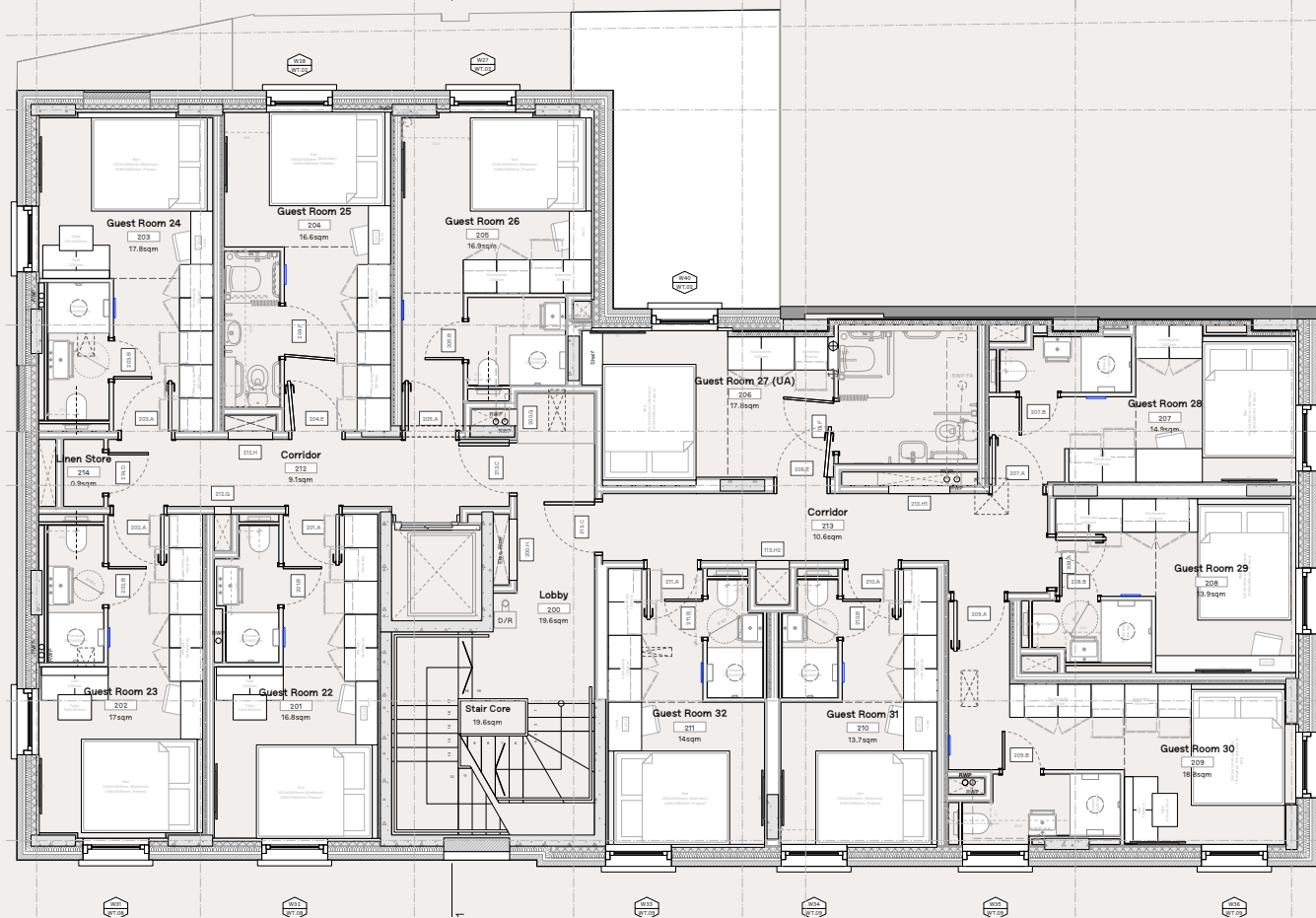
# Proposed Plans



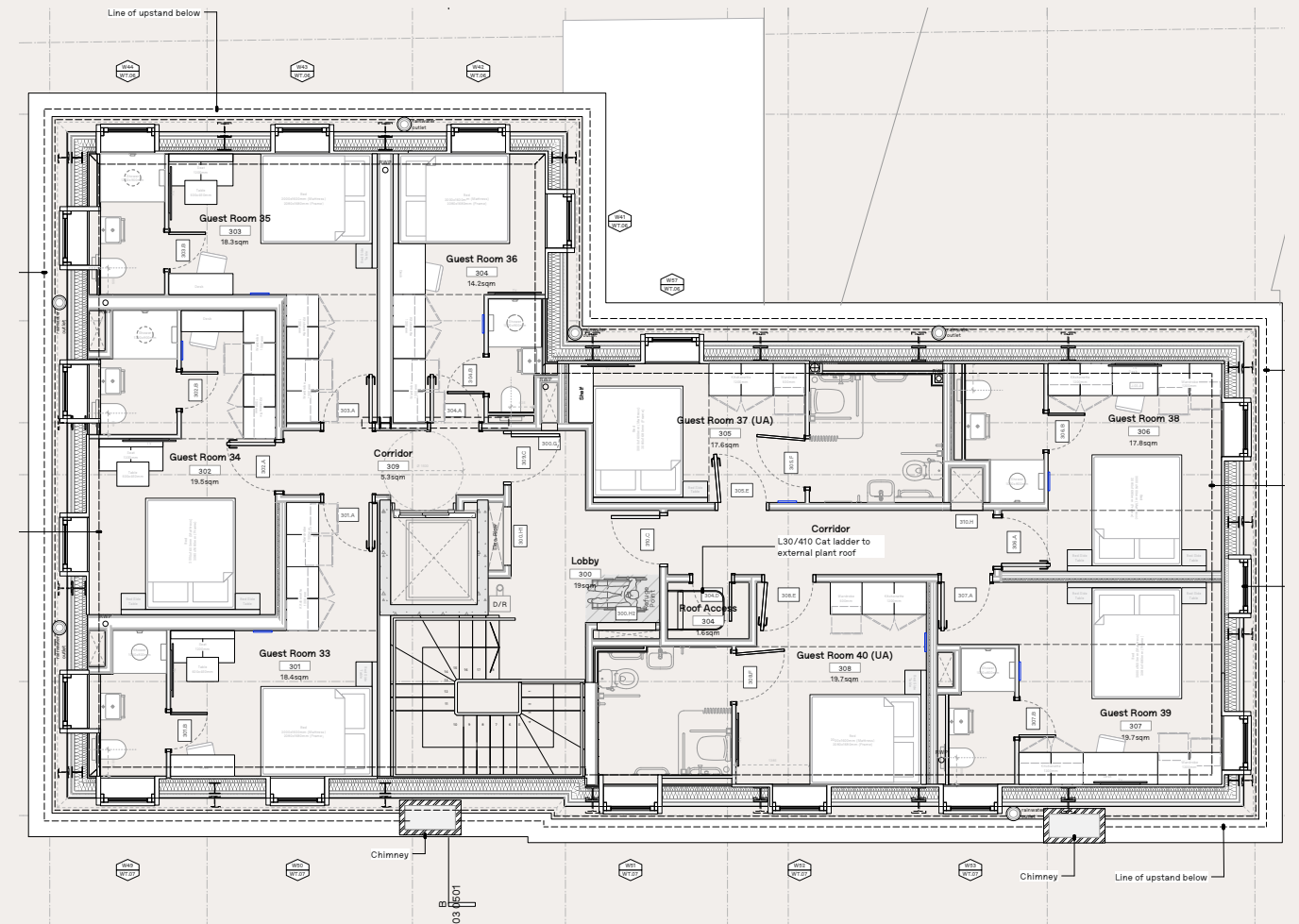




First



Second



Third



# Kensington Olympia Regeneration



Located within 1 mile of 80 Fulham Palace Road, the £1 billion regeneration of Kensington Olympia is set to be London's newest cultural landmark.

The area will become a destination for art, culture, education, entertainment, exhibitions, music, food, drink and work.



**4,400**  
capacity live  
music venue



**100,000**  
sq ft of  
restaurants,  
and bars



**2.5**  
acres of  
public realm



**4**  
major  
exhibition  
halls with  
26,000  
capacity



**550,000**  
sq ft of  
offices

# Hotel Market Commentary

## Occupancy

- London hotel occupancy was recorded as being above 80% in December 2023 which is in line with the levels recorded pre COVID-19.

## Tourism

- London is one of the top hotel markets in the world due to its unrivalled and diverse range of tourist attractions.
- London is consistently one of the most visited cities globally with 19.2 million international visitors in 2023 encouraged by the excellent retail offering and vibrant culture.
- London is home to over 67 Michelin starred restaurants.

## Corporate

- London is the leading global financial and corporate centre the world with over 40% of the World's top companies choosing London as their European headquarters and over 50% of the UK's top FTSE 100 listed companies being based within London.
- The fundamentally strong tourist and corporate demand, together with the easy access to Central London from Hammersmith Underground Station, creates significant international investor demand to capture opportunities such as 80 Fulham Palace Road.



# Tenure

The property is held Freehold under title number NGL137988.



## Planning

The property is located in the London Borough of Hammersmith and Fulham.

The property is located within the Crabtree conservation area.

The property is not listed.

## EPC

A copy of the EPC is available upon request

# Proposal

Offers are invited with a guide price of £5,250,000 subject to contract and exclusive of VAT, reflecting a low capital value of £395 a foot on the consented GIA.

The vendor is open to a sale of the SPV.

We have been advised that the property is not elected for VAT.

## Contacts



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