

642

KING'S ROAD
LONDON

MIXED-USE TROPHY ASSET ON
LONDON'S ICONIC KING'S ROAD



*The King's Road -
London's most
fashionable street*



Executive Summary & Proposal

Rare opportunity to acquire a **freehold trophy asset on London's iconic King's Road**.

Located in one of London's most affluent and desirable neighbourhoods, offering unparalleled amenity and endless opportunity.

Exceptional connectivity to Central London and beyond, with two underground stations within easy reach along with excellent road, river and air communications.

Highly prominent building fronting the King's Road, London's most fashionable street with London's finest retail, leisure and dining offerings on the doorstep.

Fully repositioned mixed-use property totalling 8,168 sq ft (758.9 sq m).

642 King's Road comprises **retail** on the ground floor, **office** on the first floor, three **residential** apartments on the second floor and a **penthouse** with an extensive terrace on the third floor.

Fully let with a total passing rent of **£505,081 per annum**.

WAULT of **3.8 years** to earliest determination.

Offers are sought in excess of **£7,450,000** (Seven Million, Four Hundred and Fifty Thousand Pounds) subject to contract and exclusive of VAT.

A purchase at this level reflects a **net initial yield of 7.25%** exclusive of purchaser's costs on the commercial and a **capital value of £975 per sq ft** on the residential.





Investment Highlights



Scarcity Value

Rare opportunity to acquire a freehold trophy asset on the King's Road, one of London's most affluent and desirable neighbourhoods



Prime Residential

Exceptional residential offering, including a penthouse with an extensive terrace benefitting from panoramic views



Future Proofed

Redevelopment of the property in 2016 mitigates the need for short/medium term capital expenditure



Income Diversification

Fully let, mixed-use property providing exceptional spread of risk across three sectors - retail, office and residential



Tenant Commitment

Drummonds' lease extension and Onside Law not serving their break option demonstrates tenant commitment to the property



Reversionary Potential

Attractive demand/supply fundamentals provide a compelling backdrop for continued rental growth



Chelsea & Fulham

Chelsea and Fulham are London's most desirable and affluent neighbourhoods, with endless amenities to explore. Boutique high streets of the King's Road and Sloane Square take residence here along with the headquarters of designer shops and department stores.



Bluebird Restaurant & Café

Duke of York Square

Saatchi Gallery



Established in the swinging sixties, the art and fashion world were central to the popularity of Chelsea. Today the area attracts people of all ages with a variety of interests. The Chelsea Arts Club, the National Army Museum, The Royal Court Theatre and The Saatchi Gallery are all located within close proximity to 642 King's Road. In addition, Chelsea is home to Chelsea Football Club, Burton Court and a short walk from Chelsea Embankment.



Chelsea Football Club



Sloane Square



Chelsea is notable for having the largest community of American expats living in London, demonstrating the truly global appeal of this affluent West London neighbourhood.

Chelsea and Fulham are well connected to the rest of London with quick and fast transportation. The Circle and District lines connect the City to the east, and Richmond and Wimbledon to the west. In addition, the Piccadilly Line serves as the gateway to the West End and Heathrow Airport.

RHS Chelsea Flower Show



The King's Road

Throughout the ages, the King's Road has been a nexus for reinvention, culture and creativity. Since its inception, the road has possessed an unparalleled allure.



The King's Road in present times is known as a destination for sophisticated shopping, dining and culture.



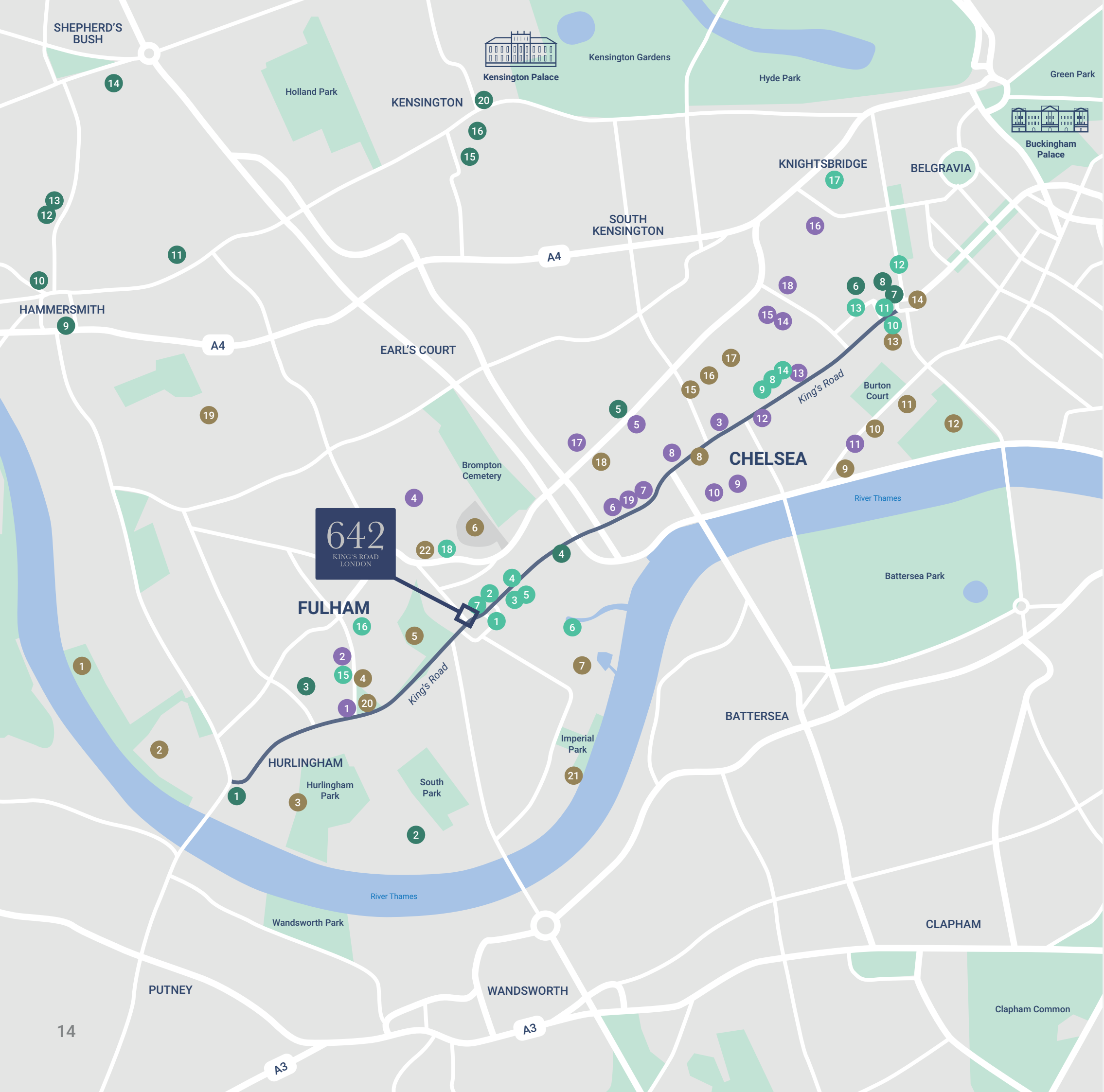
Global fashion brands, cosmetic boutiques, antique stores, jewellers, upholsters, restaurants and cafés like the prestigious Bluebird and The Ivy in Chelsea Garden now line the streets of Chelsea and Fulham.



Backed by a rich history and distinctive royal approval, the King's Road was originally King Charles II's private lane for when he visited his palace at Kew.



The King's Road took a different turn at the heart of Swinging London in the 1960s when it became dominated with influential fashion designers and frequented by the likes of the Beatles, the Rolling Stones and Jimi Hendrix.



Amenities

Occupiers

1. Clarion Events
2. Genesis Imaging
3. Cargo Records
4. King's Road Medical Centre
5. easyGroup
6. Cadogan Estates
7. Europa Capital Partners
8. XIX Entertainment
9. Disney
10. UKTV
11. Silence Therapeutics
12. Fever-Tree
13. dunnhumby
14. Banijay UK
15. Warner Music UK
16. Daily Mail Group

Retail

1. Warr's Harley Davidson
2. Loomah
3. Waterworks
4. Claybrook
5. John Cullen Lighting
6. The Rug Company
7. Coach House Chelsea
8. ARKET
9. Chelsea Farmer's Market
10. Duke of York Square
11. Peter Jones & Partners
12. Sloane Street
13. Lululemon
14. ba&sh
15. Waitrose & Partners
16. Darlings of Chelsea
17. Harrods
18. Fulham Broadway Retail Centre

Culture

1. Craven Cottage (Fulham FC)
2. Fulham Palace
3. The Hurlingham Club
4. The White Horse
5. Eel Brook Common
6. Stamford Bridge (Chelsea FC)
7. Roca London Gallery
8. Everyman Chelsea
9. Chelsea Physic Garden
10. National Army Museum
11. Royal Hospital Chelsea
12. Ranelagh Gardens
13. Saatchi Gallery
14. Royal Court Theatre
15. Chelsea Arts Club
16. Chelsea Square Garden
17. Royal Brompton Hospital
18. Chelsea and Westminster Hospital
19. Queens Club
20. Parsons Green
21. Harbour Club
22. David Lloyd

Dining

1. Koji
2. Megan's by the Green
3. Alley Cats Pizza
4. The Harwood Arms
5. Josephine Bouchon
6. La Famiglia
7. Medlar
8. Bluebird Café
9. No. Fifty Cheyne
10. The Cross Keys
11. Restaurant Gordon Ramsey
12. The Ivy Chelsea Garden
13. Rabbit
14. Villa Mamas
15. Elystan Street
16. Dinings SW3
17. Rosa's Thai
18. Daylesford Organic
19. Myrtle

Connectivity

The King's Road benefits from exceptional connectivity, boasting a PTAL rating of 5.

Within easy reach of two London Underground stations, an Overground station and a nearby bus terminal at Hammersmith Broadway, Chelsea and Fulham are well connected to the rest of London, the wider UK and international airports.



Rail



Fulham Broadway
6 minutes' walk



Imperial Wharf
11 minutes' walk



Parsons Green
15 minutes' walk

River



Chelsea Harbour Pier
15 minutes' walk

Air



Heathrow
13.9 miles



London City
13 miles

Road



A3
2.3 miles



A40
3.5 miles



M4
5 miles



M3
12.8 miles



M25
15 miles



Situation



The property occupies a prominent position on the King's Road, 1.7 miles south west of the road's origin at Sloane Square, and benefits from dual aspect with Britannia Road.

The surrounding area is characterised by an abundance of high-end designer boutiques and attractive residential properties.

Tenure

The property is held freehold.

Description

642 King's Road comprises a mixed-use trophy asset providing retail space on the ground floor, office space on the first floor and residential accommodation on the second and third floors.

The property underwent extensive repositioning and refurbishment in 2016. The works were carried out by the current landlord to a high specification with Drummonds remaining in occupation on the ground floor throughout. Initial works included the removal of the existing first floor followed by a three storey extension, alongside other new build design elements.

A Matterport video of the property is available [here](#).

RETAIL
Fully glazed dual aspect frontage
Expansive showroom
Exceptional tenant fit out
OFFICE
Modern exposed ceilings
Air conditioning
LED lighting
Separate entrance with lift access
RESIDENTIAL
Three apartments and a penthouse
Unrivalled panoramic views from the terraces
Separate entrance and stairwell with lift access







Accommodation

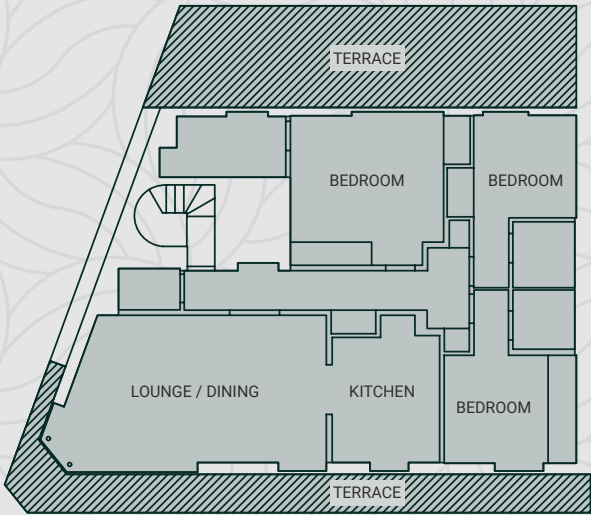
The property has been measured by Lane & Frankham in accordance with the RICS Professional Statement on Property Measurement 2nd Edition (2018) and provides a total net area of 758.9 sq m (8,168 sq ft).

The survey provides the following net internal floor areas:

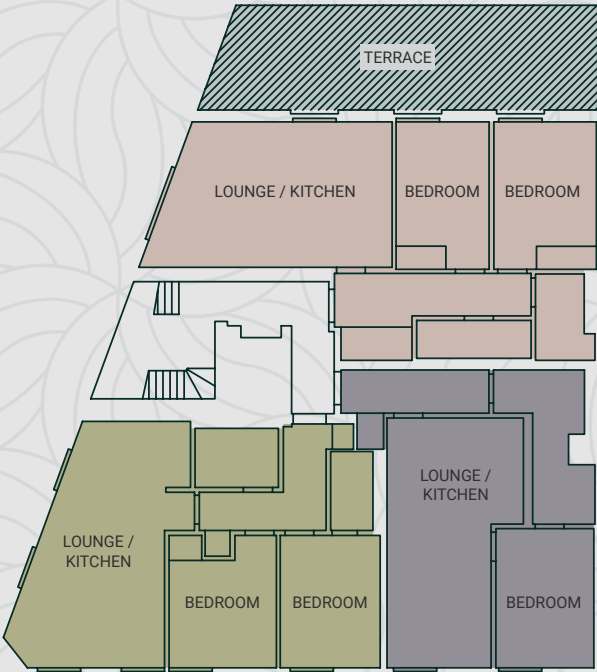
Residential				
FLOOR	NSA (SQ M)	NSA (SQ FT)	IPMS 3B (SQ M)	IPMS 3B (SQ FT)
Third - Penthouse	121.4	1,307	121.4	1,307
Second - Flat 3	65.9	709	66.7	718
Second - Flat 2	51.1	550	51.3	552
Second - Flat 1	69.1	744	69.8	751

Office				
FLOOR	NIA (SQ M)	NIA (SQ FT)	IPMS 3 (SQ M)	IPMS 3 (SQ FT)
First	232.9	2,507	235.1	2,531

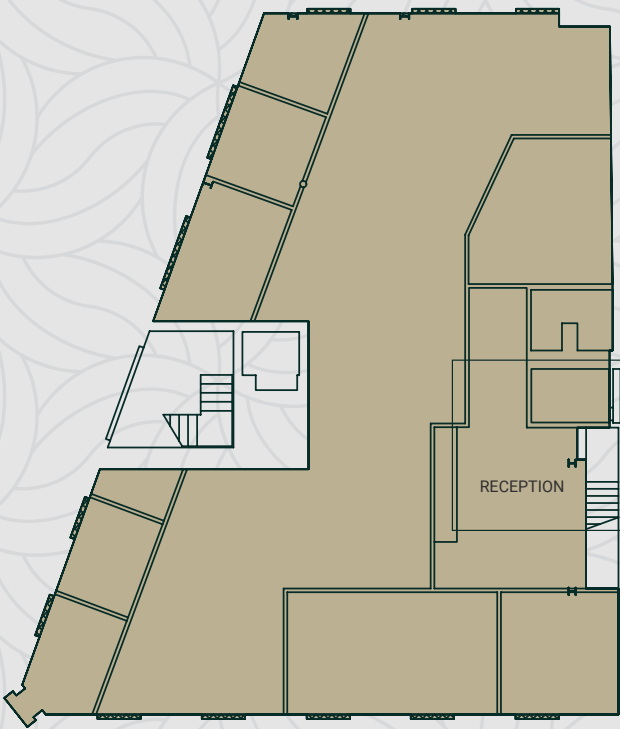
Retail				
FLOOR	NIA (SQ M)	NIA (SQ FT)	ITZA (SQ M)	ITZA (SQ FT)
Ground	218.5	2,351	135.5	1,458



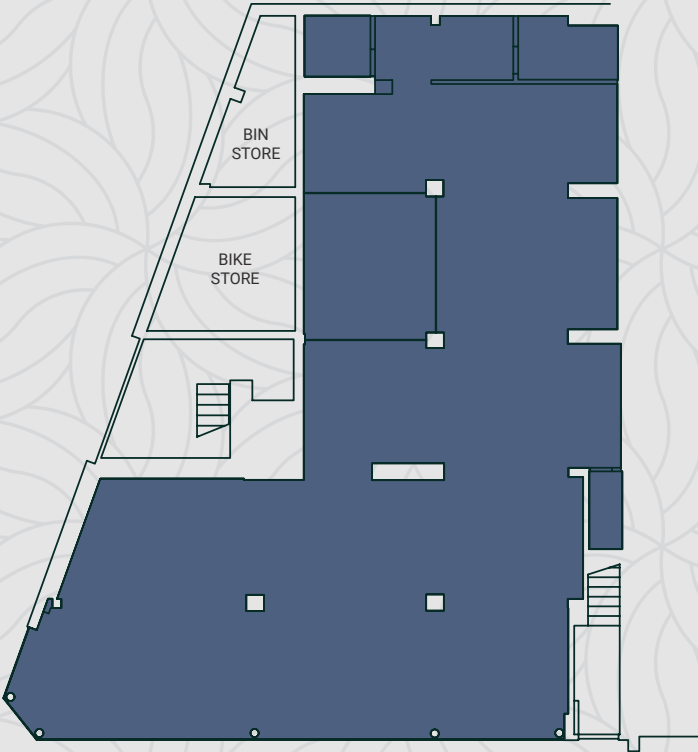
Third Floor - Residential



Second Floor - Residential



First Floor - Office



Ground Floor - Retail

Tenancy Schedule

The commercial is multi-let to two tenants, while the residential is let as three self-contained flats and a penthouse. The passing rent on the property totals £505,081 per annum. The WAULT on the commercial element is 3.8 years to expiry.

The retail is single let to Drummonds Bathrooms Ltd at £190,000 per annum equating to £130.32 per sq ft (ITZA). The lease expiry has been extended by 3 years to 2 May 2031. The 2023 rent review is outstanding.

The office accommodation is single let to Onside Law LLP at £137,085 per annum equating to £54.68 per sq ft overall. Onside Law LLP did not exercise their 2022 break option. The 2022 rent review is outstanding.

FLOOR	USE	AREA (SQ FT)	TENANT	START	BREAK	EXPIRY	REVIEW	RENT (PA)
Third (Penthouse)	Residential	1,307	Private	16/09/2024	15/09/2025	15/09/2027	-	£64,200
Second (Flat 3)	Residential	709	Private	02/09/2023	01/09/2026	01/09/2027	-	£39,996
Second (Flat 2)	Residential	550	Private	25/10/2025	24/10/2026	24/10/2027	-	£28,800
Second (Flat 1)	Residential	744	Private	08/09/2022	07/09/2026	07/09/2028	-	£45,000
First	Office	2,507	Onside Law LLP	20/10/2017	20/10/2022	19/10/2027	20/10/2022	£137,085
Ground	Retail	2,351	Drummonds Bathrooms Ltd	03/05/2013	-	02/05/2031	02/05/2023	£190,000
		8,168			3.8 years	3.8 years		£505,081

Covenant Overview

Drummonds Bathrooms Ltd

Onside Law LLP



Ground Floor

First Floor

Founded in 1988, Drummonds is a leading manufacturer and retailer of classic, luxury bathroom products.

642 King’s Road operates as the company’s flagship show room.

Drummonds head office and warehouse is located in Surrey and in 2016, a further show room was opened in New York.

Onside Law is a boutique commercial law firm providing world class legal services to global clients across sport, media and entertainment.

In addition to 642 King’s Road, the company has offices in Geneva and Sydney. Following the firm’s creation in 2005, Onside Law has risen rapidly to become ranked as one of the top sports and media law firms in the UK.



*Strategically
positioned close to
landmark residential
developments*



Residential Market Commentary

A road fit for royalty, the allure of the King's Road beckons residents to call the street their home. Surrounded by designer boutiques, bars and independent restaurants, the amenity of the location is unmatched. The area has a strong character and community whilst the subject property fronts the amenity rich King's Road.

The strength of the local amenity has ensured the residential market has remained buoyant despite recent headwinds. As buyer's preferences trend towards a renewed interest in outdoor spaces and walkable amenity, Chelsea and Fulham are well-positioned to benefit from their unmatched offerings.

A CHANGING SCENE

In the face of overwhelming demand for residential property in the highly sought-after neighbourhoods of Fulham, Kensington and Chelsea, substantial new developments have been undertaken. Just under 100 acres of land were earmarked for redevelopment in the South Fulham Riverside Regeneration area.

The resulting inward investment has been substantial and transformed the area from industrial use to high-end residential developments, new public spaces and a reconnection of the city with the riverside. King's Road Park is currently undergoing a large-scale transformation from its former 16-acre gasworks into a sustainable neighbourhood. The project will be set within 6 acres of landscaping including a public park and square in addition to 100,000 sq ft of commercial space that will include restaurants, bars and offices.

The significant uplift resulting from these developments has supported nearby redevelopment at a smaller scale such as the upper floors of 642 King's Road.



Retail Market Commentary

The King's Road is a leading retail destination, benefitting from one of the most affluent residential catchments in the UK drawing a large number of tourists attracted by a selection of landmark institutions.

The street is world renowned and comprises one of London's premier retail destinations, offering fine dining, art and culture. It is known for designer couture, unique boutique fashion, handcrafted leather goods, antiques, interior design and the finest cosmetics.

Key attractions on the King's Road include Saatchi Gallery, Duke of York Square, Chelsea Farmers Market and Peter Jones department store (John Lewis).

Key fashion brands represented on the King's Road include – Cos, the flagship Alo Yoga, H&M Concept Store, Russell & Bromley, Space NK, Arket, Nike, Soho Home, Self-Portrait, American Vintage, Lululemon, Anthropologie, Designers Guild, Astrid & Miyu, Waterstones, Zadig & Voltaire, Reiss and many more.

The landmark high street is also home to high end supermarkets Partridges, Marks & Spencer and Waitrose as well as popular restaurants, pubs and cafes including The Ivy Chelsea Garden, Ivy Asia, Bluebird Café, Cadogan Arms, Le Deli Robuchon, Ixchel, Chicama, Mestizo and much more.

Duke of York Square, King's Road



Peter Jones, Sloane Square



Office Market Commentary

The King's Road offers occupiers a smart, attractive headquarters location underpinned by compelling demographics, transport connections and exceptional amenity.

Chelsea and Fulham benefits from all that is required to live, work and play within the same neighbourhood, a factor of growing importance to office occupiers.

Central London's office market is buoyant with active demand 34% ahead of the long-term average (Source JLL, Q2 2025). Prime rents in Kensington & Chelsea now stand at £85 per sq ft with a new office development in nearby Parsons Green likely to seek at least £70 per sq ft on best space.

With rapid contraction of supply in the core, the new build vacancy rate stands at only 1.3% which may force occupiers to look further afield to areas such as Chelsea and Fulham in order to satisfy their occupational requirements.

Further west, the nearby Fulham Centre has achieved a rent of £55 per sq ft for a mid-floor with £60 per sq ft sought for upper floor space. This places 642 King's Road in an excellent position to capitalise on the rental growth and constrained supply of good quality space.

14-16 Peterborough Road, Parsons Green



The Fulham Centre, Fulham Broadway



Further Information

SERVICE CHARGE

There is a service charge for the building with a breakdown available in the data room.

EPC

642 King’s Road has an EPC rating of B. Individual EPCs are available in the data room.

VAT

The property is elected for VAT. However, it is anticipated that the sale of the property will be treated as a Transfer of a Going Concern (TOGC).

DATA ROOM

Access to the data room is available on request.

Proposal

Offers are sought in excess of **£7,450,000** (Seven Million, Four Hundred and Fifty Thousand Pounds) subject to contract and exclusive of VAT.

A purchase at this level reflects a **net initial yield of 7.25%** exclusive of purchaser’s costs on the commercial and a **capital value of £975 per sq ft** on the residential.

View from penthouse



Contacts



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