

6-10 Market Place

Fitzrovia London W1

Investment Summary

- Three adjoining mixed-use freeholds in the heart of the West End.
- First time available in over 40 years.
- Prominently located in Fitzrovia London's coolest address and home to some of the boldest, brightest, and most prestigious names in global business.
- Superb connectivity less than 250m from Oxford Circus Underground Station and 400m from the new Elizabeth Line at Tottenham Court Road.
- 19,001 sq ft of mixed-use office and restaurant accommodation.
- 10,771 sq ft NIA of multi-let offices passing off £63.36 psf (inc. vendor rent guarantees) a 37% discount to prime Fitzrovia office rents of £100.00psf.
- 8,230 sq ft GIA of prime restaurant & café accommodation with rare and valuable outdoor terraces fronting Market Place.
- Active asset management & value-add opportunities.

■ Price: £28,000,000

■ Net Initial Yield: 4.13%

(assuming purchasers' costs of 6.80%)

■ Capital Value: £1,474 psf









Investment Overview

9/10 Market Place

Total A	Area:	6,256 sq ft
Total F	Rent:	£446,435 pa
Office	NIA:	3,783 sq ft
Office	Rent:	£256,435 pa (£67.79 psf)
Restau	rant GIA:	2,473 sq ft
Restau	urant Rent:	£190,000 pa (£76.83 psf)
Wault	To Expiry (Break):	5.56 yrs (4.08 yrs)

7/8 Market Place

Total Area:	10,242 sq ft
Total Rent:	£598,779 pa
Office NIA:	5,792 sq ft
Office Rent:	£348,779 pa (£60.22 psf)
Restaurant GIA:	4,450 sq ft
Restaurant Rent:	£250,000 pa (£56.18 psf)
Wault To Expiry (Break):	4.42 yrs (4.39 yrs)

6 Market Place

Total Area:	2,503 sq ft
Total Rent:	£190,440 pa
Office NIA:	1,196 sq ft
Office Rent:	£77,190 pa (£64.54 psf)
Restaurant GIA:	1,307 sq ft
Restaurant Rent:	£113,250 pa (£86.65 psf)
Wault To Expiry (Break):	2.25 yrs (2.04 yrs)







First-class local amenities with some of London's best restaurants, cafés, hotels & bars



The Sanderson Hotel



Berners Tavern at The London EDITION



Home to some of the boldest, brightest and most interesting names in global business, film, television & music



ESTĒE LAUDER

facebook.

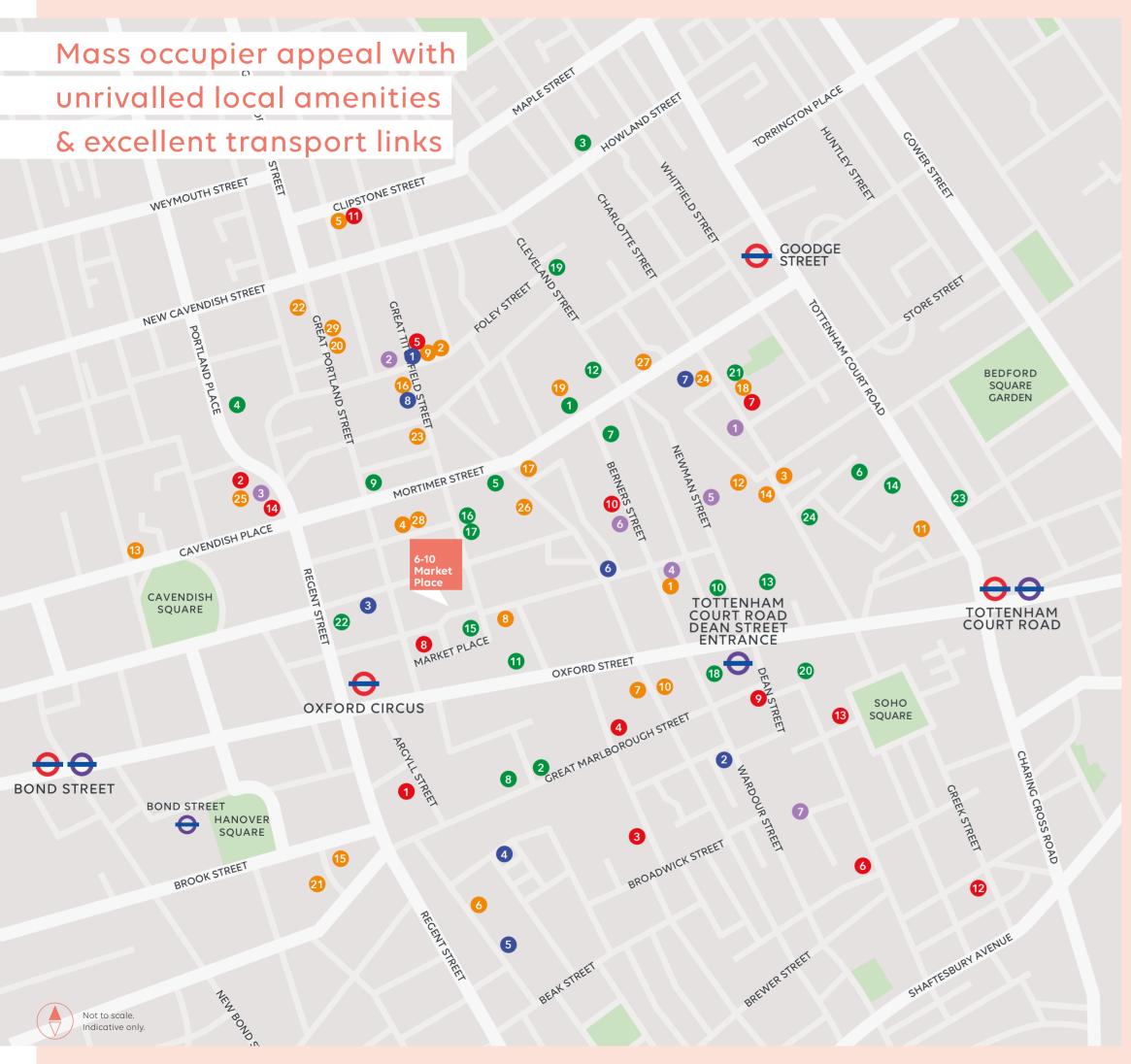


LIONSGATE









Local Occupiers

OCCUPIERS

-				_	
Δ	Hfi	In	de	Ba	nk

- 2 Sony Interactive Entertainment
- 3 ARUP
- 4 BBC
- 5 Brown Forman + Lionsgate
- 6 British Film Institute
- 7 Capita
- 8 Turner / CNN

- 9 The Engine Group
- 10 Elizabeth Arden 11 Essence Digital
- + Schibsted 12 Estée Lauder
- 13 Facebook
- 14 FreemantleMedia + Freud Communications
- 15 Web MD
- 16 Hakkasan (Head Office)

- 17 Heineken
- 18 King
- 19 Make Architects
- **20** MoneySuperMarket
- **21** Rebecca Hossack Gallery
- 22 Richemont
- 23 Skyscanner
- + William Hill
- 24 Sony DADC

RESTAURANTS

- 1 Berners Tavern
- 2 Bonnie Gull
- 3 Bourne and Hollingsworth
- 4 Burger and Lobster
- 5 Clipstone
- 6 Dishoom
- 7 Ember Yard
- 8 Ethos
- 9 Foley's
- 10 Franco Manca

- 11 Hakkasan
- 12 Koba
- 13 Les 110 de Taillevent London
- 14 Lima
- 15 Little Social 16 Mac and Wild
- 17 Mortimer House Kitchen
- 18 The Ninth
- 19 Percy & Founders
- 20 Picture Fitzrovia

- 21 Pollen Street Social 22 Portland
- 23 The Riding House Café
- 24 ROKA 25 Roux at the Landau
- 26 ROVI
- 27 Salt Yard
- 28 The Social
- 29 Sushi Atelier

BARS

- 1 Aqua Spirit
- 2 Artesian Bar
- 3 The Social Eating House
- 4 BrewDog Soho
- 5 Crown and Sceptre

- 6 Dean Street Town House 7 The Fitzroy Tavern
- 8 London Cocktail Club
- 9 The London Gin Club
- 10 The Long Bar
- 12 Soho House
- 13 The Toucan

6 Sanderson Hotel

11 The Lucky Pig Cocktail

14 The Wigmore

HOTELS

- 1 Charlotte Street Hotel
- 2 Grange Langham Court
- Hotel

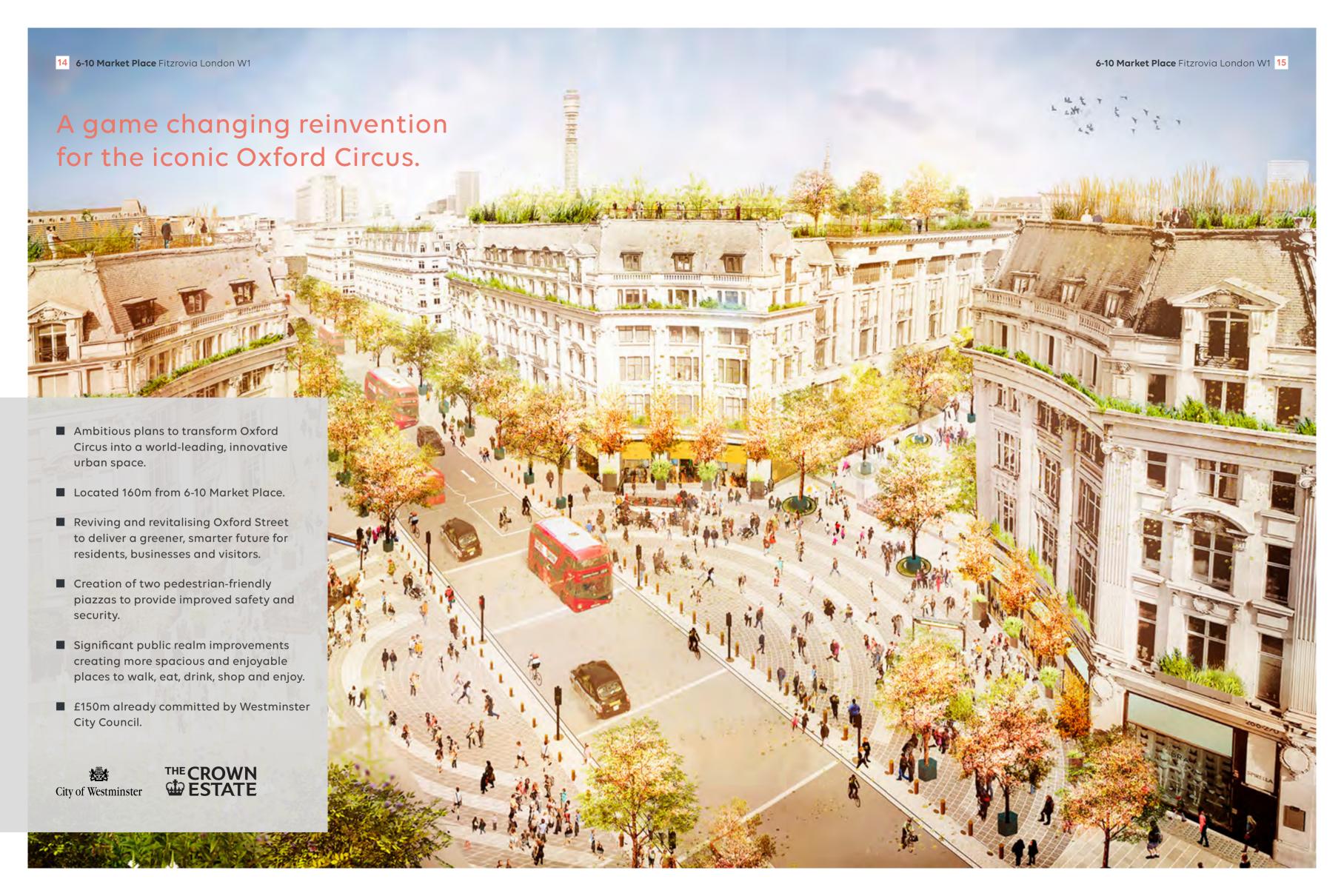
- 3 The Langham Hotel
- 4 The London EDITION
- 7 The Soho Hotel
- 5 The Mandrake

CAFÉS

- 1 Attendant
- 2 The Breakfast Club
- 3 Curators Coffee Gallery
- & Social Affairs 5 The Detox Kitchen

4 Department of Coffee

- 6 Kaffeine
- 7 Lantana Café
- 8 Scandinavian Kitchen



Local Developments

Major development activity fuelled by the arrival of the Elizabeth Line at Bond Street & Tottenham Court Road **Underground Stations less** than 400m away



1 22 Hanover Square, W1 Development of a new 5* Mandarin Oriental along with 80 luxury private

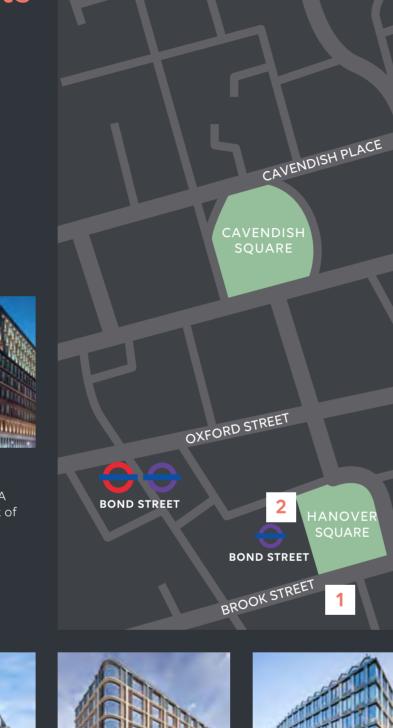
residential apartments

Due Q2 2022



2 Hanover, W1

167,200 sq ft of Grade A offices and 39,150 sq ft of retail/restaurant Offices 100% let Top Rent: £127.50 psf Completed 2020



Wells House, 138-140 Oxford Street & 77-84 Wells Street, W1 155,474 sa ft of Grade A offices & prime retail Due Q3 2023



Due Q3 2025



5 One Newman Street, 70-88 Oxford Street, W1

81,000 sq ft of Grade A offices & 41,800 sq ft of prime retail Top Rent: £100.00 psf (May-20) Completed 2021



6 73-89 Oxford Street & 1 Dean Street, W1

42,500 sa ft of Grade A offices (33,000 sq ft pre-let to MoneySuperMarket.com) & 47,100 sq ft of prime retail prelet to Benetton & New Look Top Rent: £79.56 psf (Nov-17) Completed 2018



7 Rathbone Square, W1

418,698 sq ft comprising 242,785 sq ft of Grade A offices (pre-let to Facebook), 24,222 sq ft of retail & 142 private apartments Top Rent: £74.34 psf (Sep-15) Completed 2017



8 Fitzroy Place, W1

8

3

OXFORD STREET

6-10

Place

Market

MORTIMER STREET

MARKET PLACE

OXFORD

CIRCUS

230,000 sq ft of Grade A offices (pre-let to Estée Lauder), 20,000 sq ft of retail/restaurant accommodation & 289 apartments Completed 2014



GOODGE STREET OTHER RANGOURT POR

7

TOTTENHAM COURT ROAD

DEAN STREET

9

9 127-143 Oxford Street, W1

40,00 sq ft of Grade A offices, 26,000 sq ft of prime retail & a 5,000 sq ft nightclub. Due 2022



TOTTENHAM COURT ROAD

SOHO

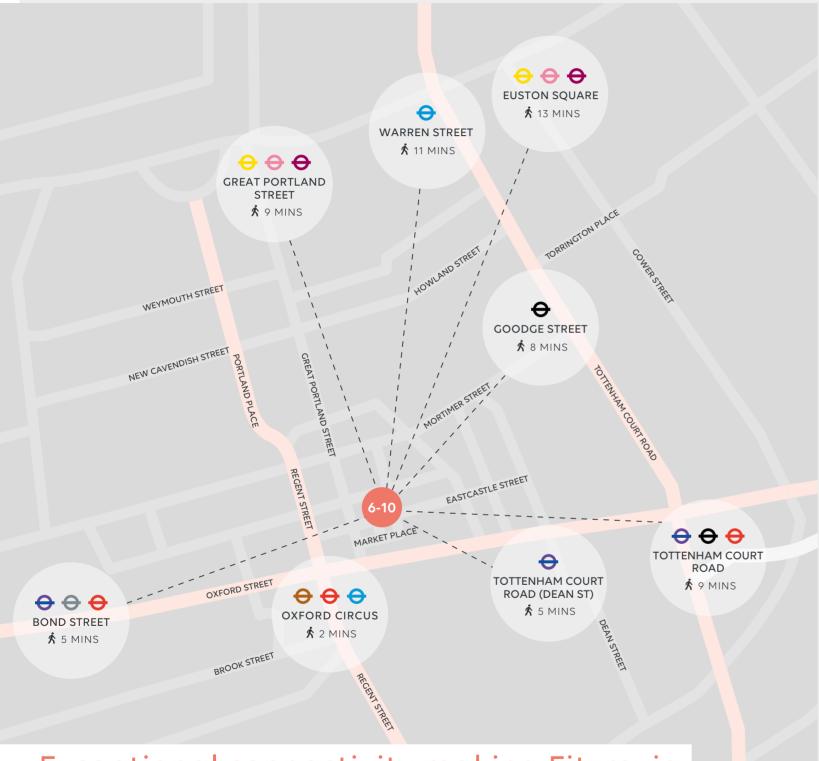
SQUARE

GARDEI

10 Arthur Stanley House, Tottenham Street & Tottenham Mews, W1

52,224 sq ft of Grade A offices, & 8,934 sq ft of private residential Due 2021

Connectivity



Exceptional connectivity making Fitzrovia
the location of choice for an ever-growing
list of prestigious financial, TMT, creative
occupiers and an unrivalled restaurant amenity

Fast, efficient travel with trains every 2.5 minutes during rush hour and London Heathrow Airport in 28 minutes

Elizabeth Line (Crossrail)



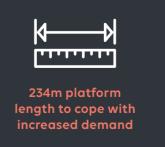






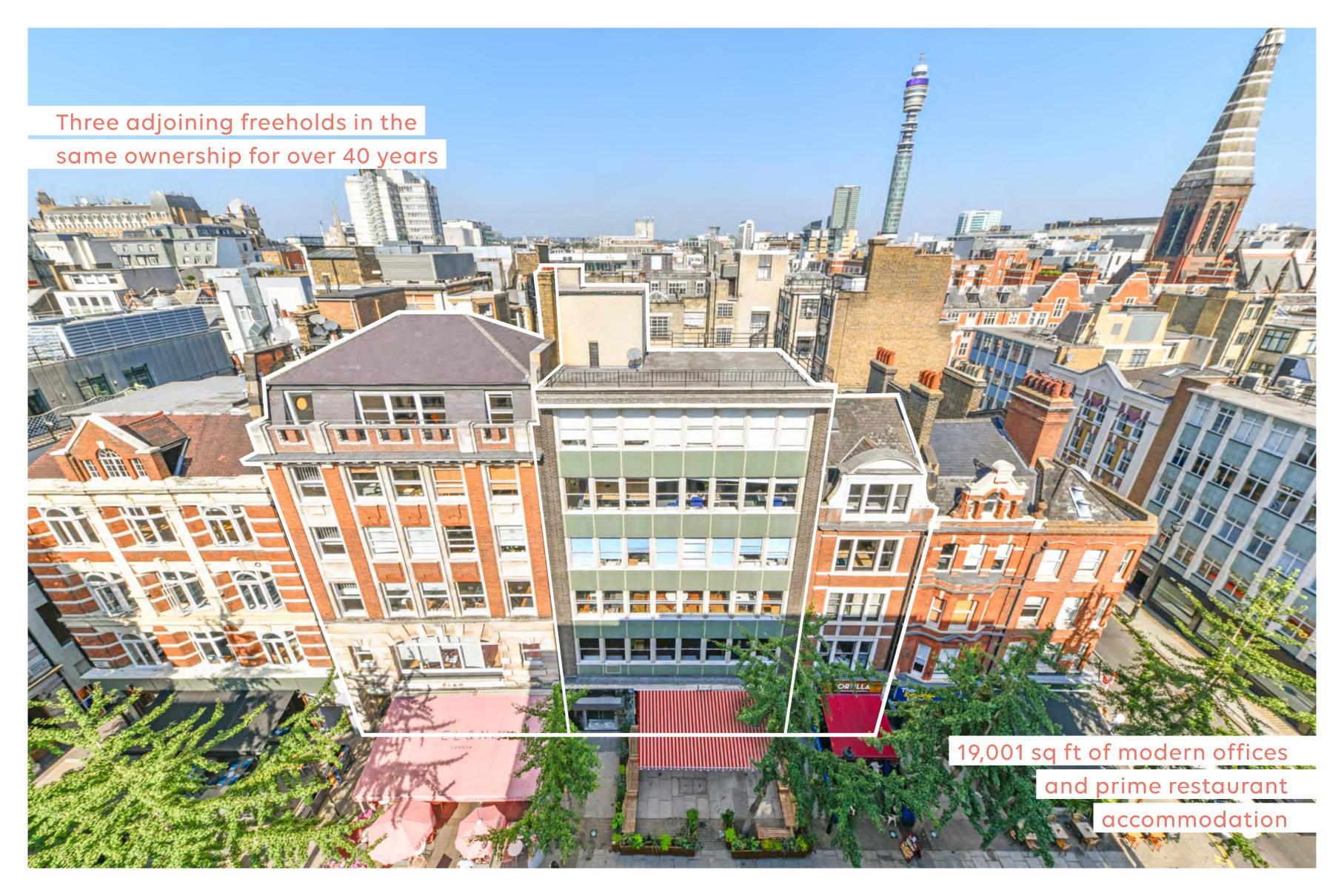


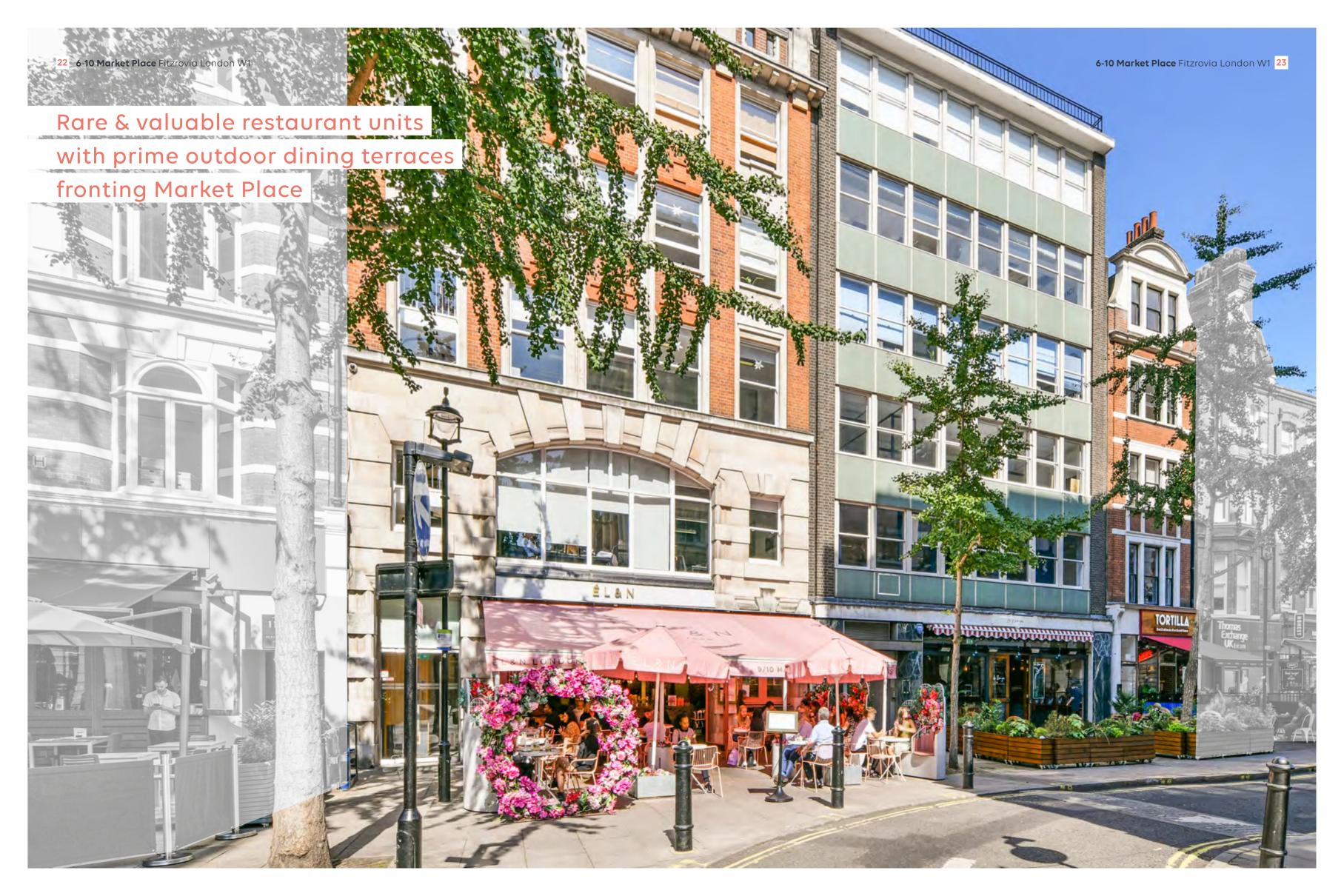


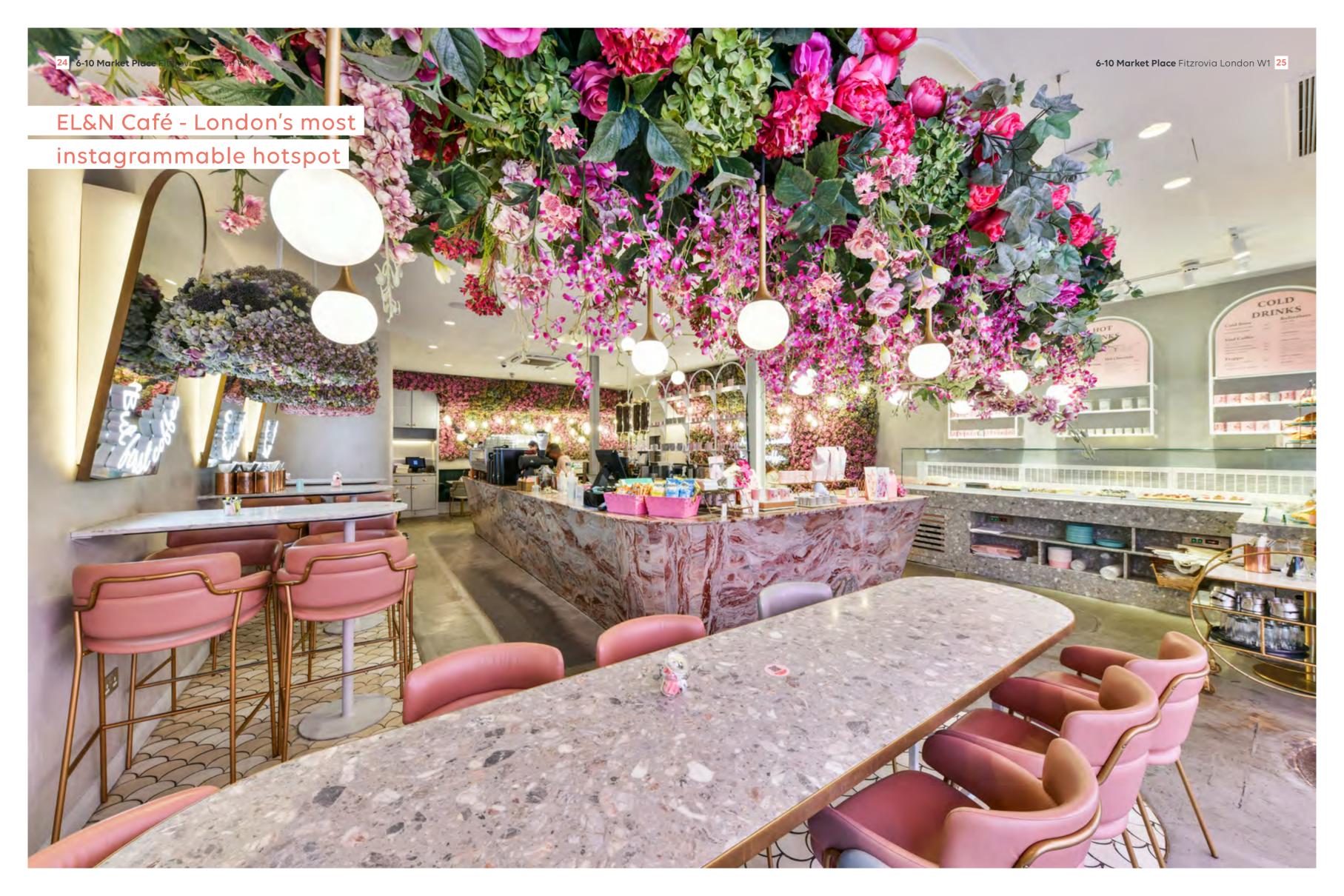


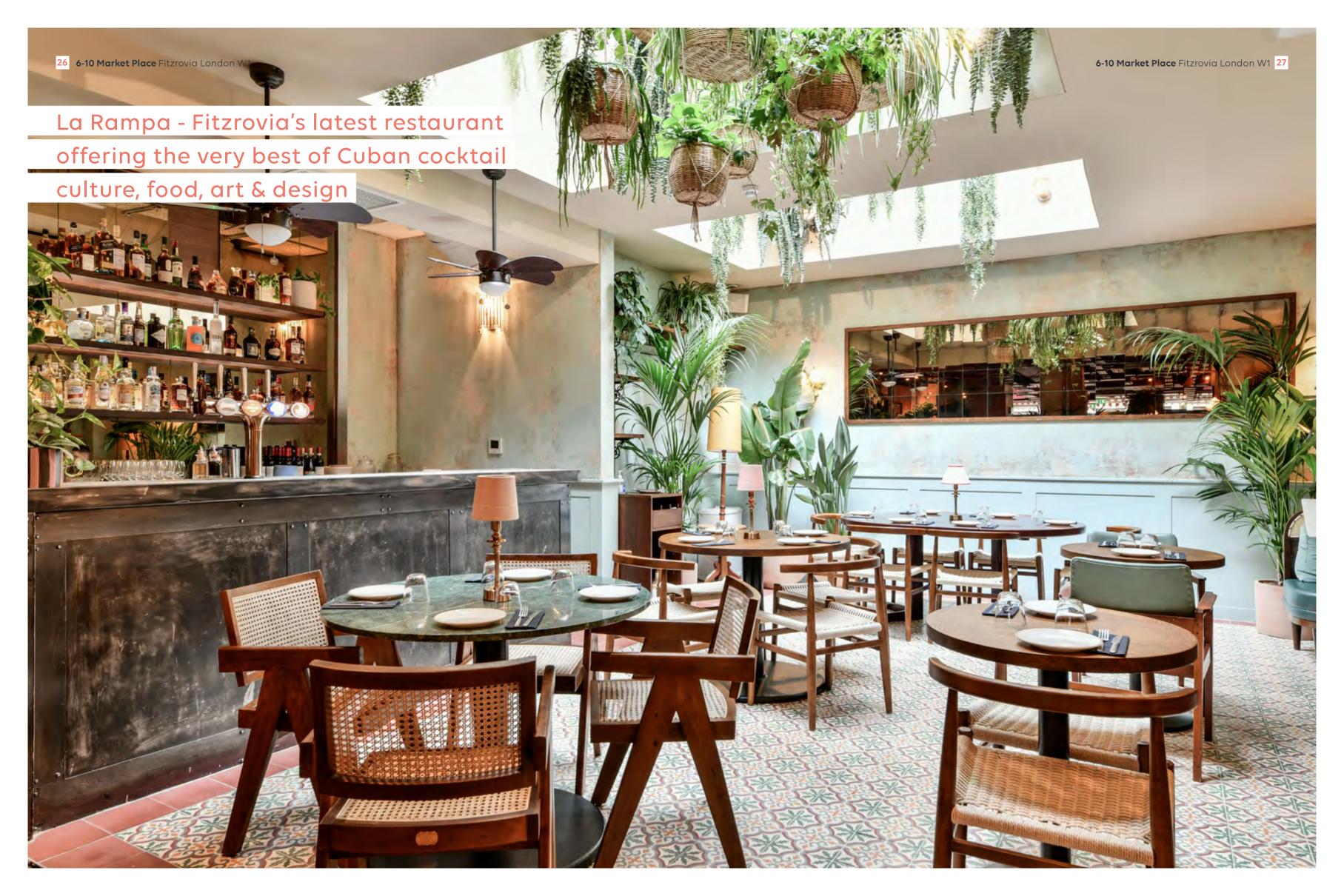


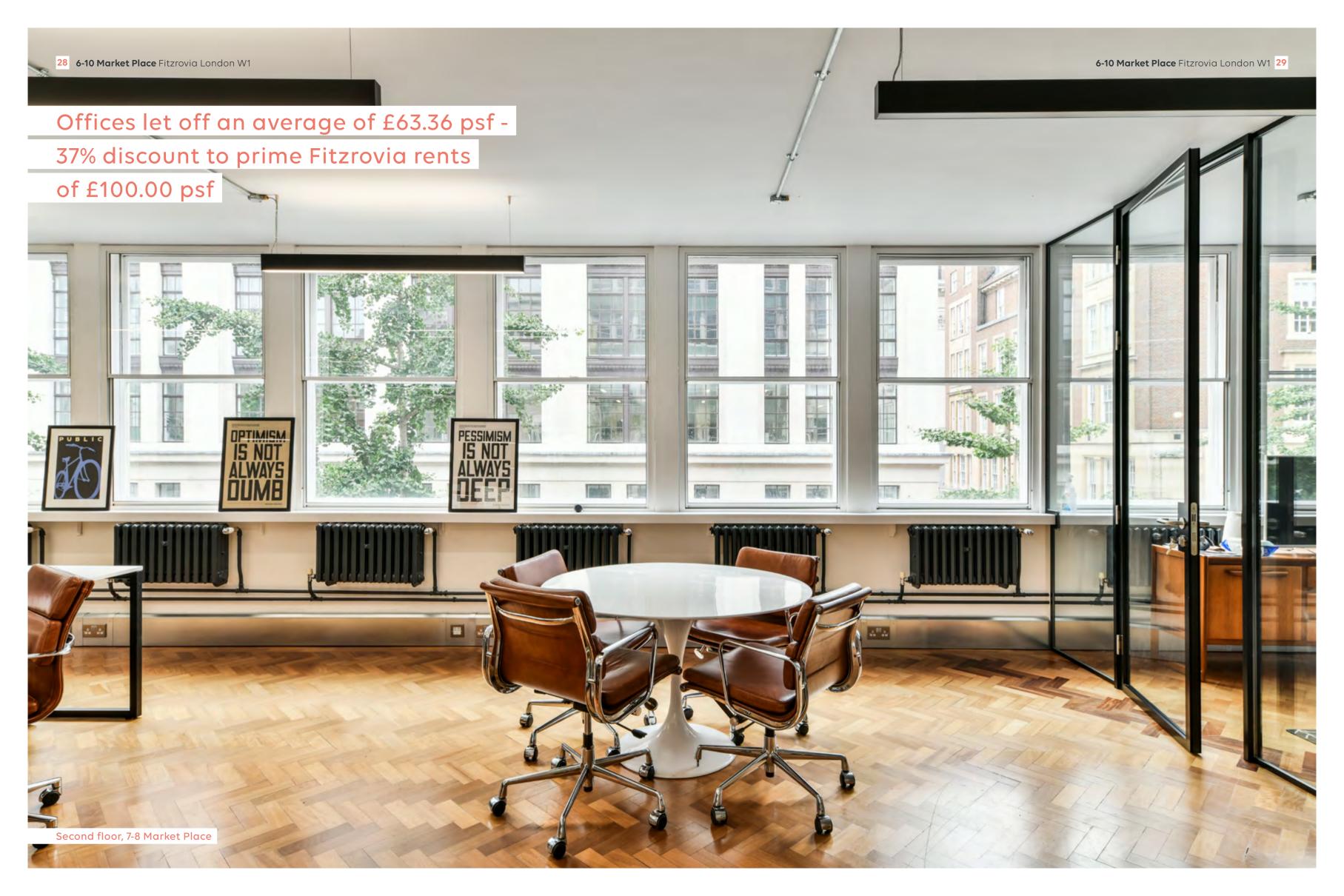


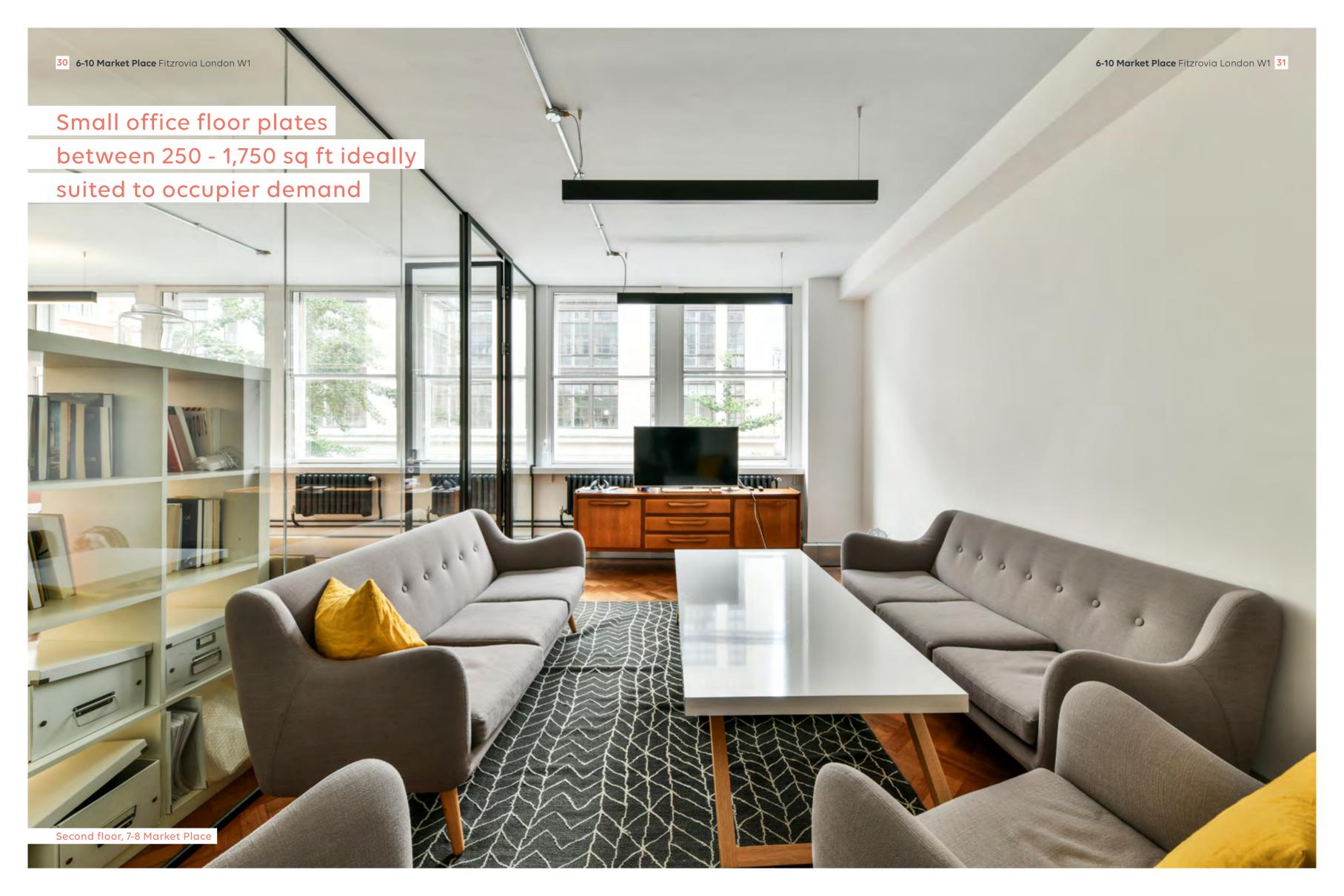


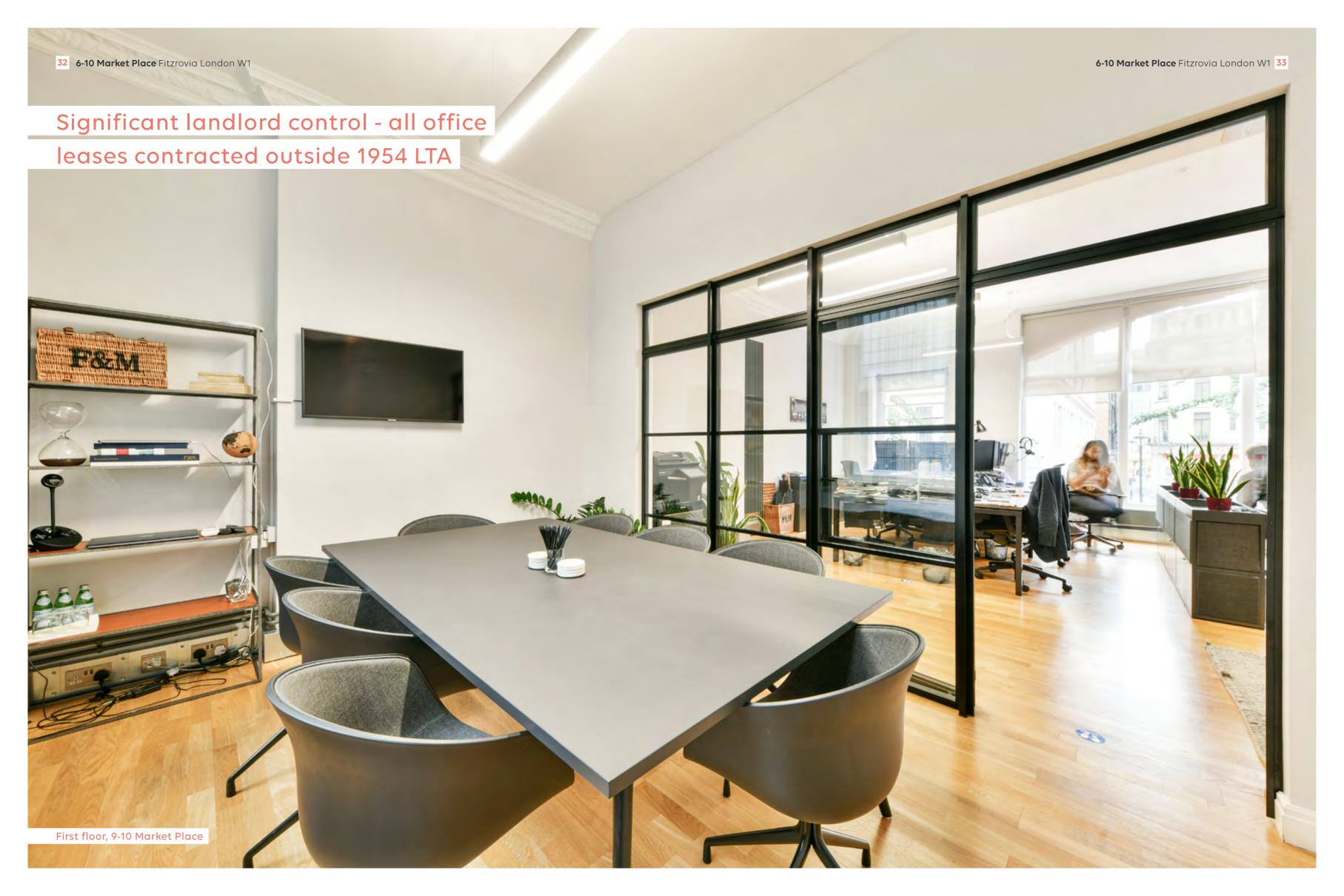












Accommodation 9-10 Market Place

The building provides the following floor areas:

			9-10 MARKET PLACE				
		N	IA	G	IA		
FLOOR	USE	SQ M	SQ FT	SQ M	SQ FT		
5th	Office	61.3	660	83.9	903		
4th	Office	73.7	793	97.8	1,053		
3rd	Office	73.5	791	97.2	1,046		
2nd	Office	71.1	765	94.2	1,014		
1st	Office	71.9	774	94.9	1,021		
OFFICE SUB-TOTAL		351.5	3,783	468.0	5,037		
Ground	Restaurant	-	-	101.5	1093		
Basement	Restaurant	-	-	128.2	1,380		
RESTAURANT SUB-TOTAL		-	-	229.7	2,473		

Total area: 6,256 sq ft (581.2 sq m)







Accommodation

7-8 Market Place

The building provides the following floor areas:

			7-8 MARK	ET PLACE		
		NIA		G	IA	
FLOOR	USE	SQ M	SQ FT	SQ M	SQ FT	
5th	Office	79.1	851	107.1	1,153	
4th	Office	96.1	1,034	127.6	1,373	
3rd	Office	97.9	1,054	128.3	1,381	
2nd	Office	99.6	1,072	130.1	1,400	
1st	Office	165.5	1,781	201.6	2,170	
OFFICE SUB-TOTAL		538.2	5,792	694.7	7,477	
Ground	Restaurant	-	-	196.9	2,119	
Basement	Restaurant	-	-	216.6	2,331	
RESTAURANT SUB-TOTAL		-	-	413.5	4,450	

Total area: 10,242 sq ft (951.5 sq m)









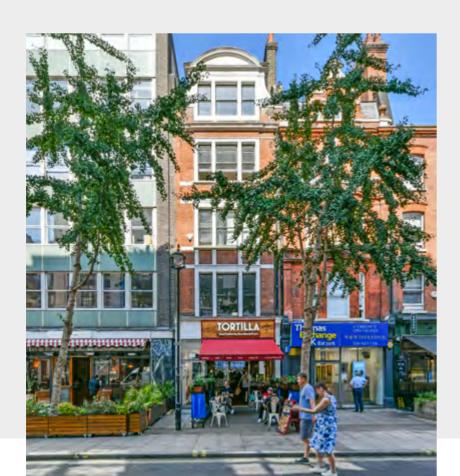
Accommodation

6 Market Place

The building provides the following floor areas:

			6 MARKE	6 MARKET PLACE			
		NIA		G	IA		
FLOOR	USE	SQ M	SQ FT	SQ M	SQ FT		
4th	Office	24.0	258	32.2	347		
3rd	Office	28.7	309	39.2	422		
2nd	Office	29.1	313	39.7	427		
1st	Office	29.4	316	39.8	428		
OFFICE SUB-TOTAL		111.2	1,196	150.9	1,624		
Ground	Restaurant	-	-	51.8	558		
Basement	Restaurant	-	-	69.6	749		
RESTAURANT SUB-TOTAL		-	-	121.4	1,307		

Total area: 2,503 sq ft (232.5 sq m)





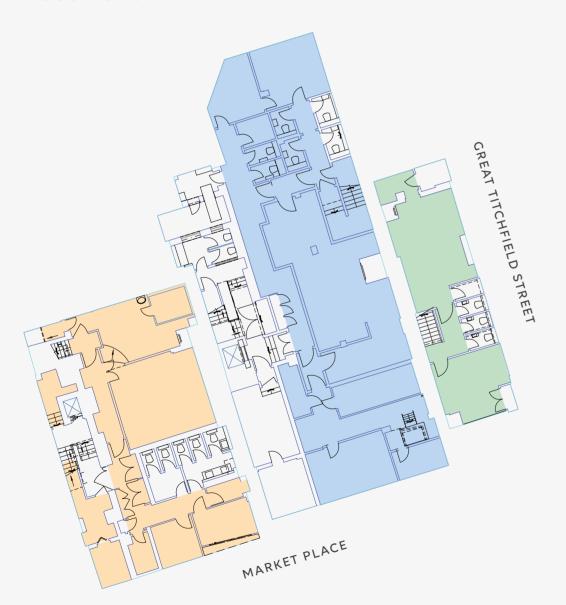


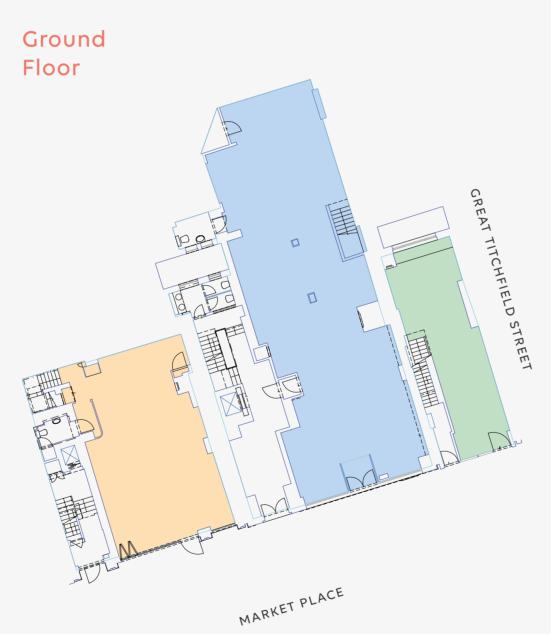


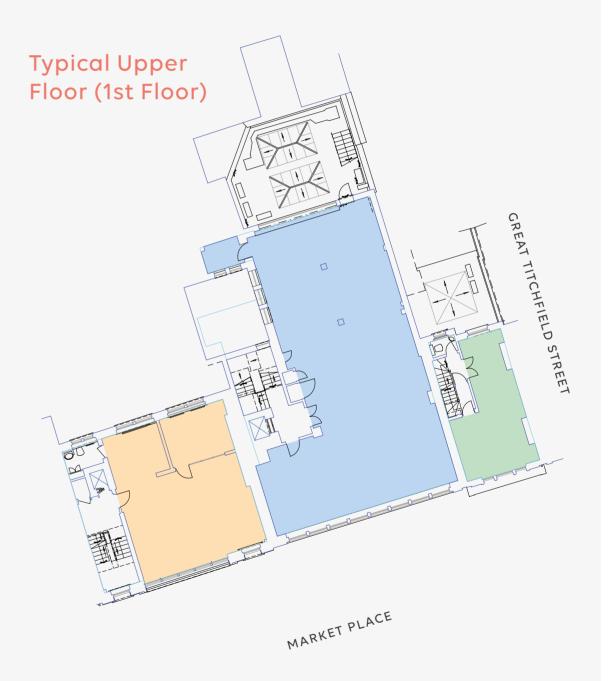
40 6-10 Market Place Fitzrovia London W1 41

Floor Plans

Basement







9-10 MARKET PLACE 7-8 MARKET PLACE 6 MARKET PLACE



6-10 Market Place Fitzrovia London W1

Tenancies

Multi-let in accordance with the tenancy schedule below producing a topped-up rent on sale of £1,235,654 pa

ADDRESS	FLOOR	AREA (SQ FT)*	TENANT	LEASE START	LEASE END	RENT REVIEW	BREAK	RENT (£ PA)	RENT (£ PSF)	OUTSIDE / INSIDE L&T ACT	COMMENTS	
	4th Floor	258	Vacant	-	-	-	-	£18,060	£70.00		Vendor to provide 18 month rent, rates & service charge guarantee.	
	3rd Floor	309	Vacant	-	-	-	-	£21,630	£70.00		Vendor to provide 18 month rent, rates & service charge guarantee.	
6 Market Place	2nd Floor	313	Tamain Holdings Ltd	19-Aug-19	18-Aug-24	19-Aug-20	19-Aug-22	£20,000	£63.90	Outside	Aug-19 & Aug-20 rent reviews outstanding.TBO exercised - tenant vacating 19-Aug-22.	
Piace	1st Floor	316	C&N Associates LLP	09-Jul-18	08-Jul-23	-	-	£17,500	£55.38	Outside		
	Ground	558	Mexican Grill Limited t/a Tortilla	15-Oct-09	14-Oct-24	_	_	£113,250	£86.65	Inside	Rent paid monthly from March 2021-22. Quarterly payments resume March 22.	
	Basement	749							200.00		nemperature neman, nemperature nemperature nemperature nemberature	
SUB TOTAL		2,503						£190,440				
	5th Floor	851	Claire Randall Consulting Limited	01-Apr-21	30-Sep-22	-	Rolling	£50,486	£59.33	Outside	 Reversionary lease granted from 01-Apr-22 expiring 30-Sep-22. Rolling TBO on 3m prior written notice. 	
	4th Floor	1,034	Publishers Audience Measurement Company Limited	1-Jan-22	30-Jun-22	-	-	£53,333	£51.58	Outside	Reversionary lease granted from 01-Jan-22 expiring 30-Jun-22.	
	3rd Floor	1,054	Guess UK Limited	08-Feb-16	07-Feb-23	-	-	£63,720	£60.46	Outside		
	2nd Floor	1,072	Vacant	-	-	-	-	£75,040	£70.00		Vendor to provide 18 month rent, rates & service charge guarantee.	
7/8 Market Place	1st Floor	1,781	Graham Ablett, Paul Williams & Thomas Gaunt	18-Mar-13	17-Mar-23	-	-	£106,200	£59.63	Outside	Rent paid monthly.	
	Ground	2,119	MJMK Bars Ltd t/a La Rampa	MJMK Bars Ltd t/a La Rampa	08-Jun-21	07-Jun-31	-	-	£250,000	£56.18	Outside	 Stepped rent profile: Year 1-3: £200,000 pa or 10% of turnover. Year 4: £225,000 pa. Year 5: £250,000 pa.
	Basement	2,331									 Initial 18 month RFP. Vendor to top-up any outstanding rent free periods. Capital contribution of £95,000 towards specific to fitting out works. Vendor to top-up stepped rents up to Yr 5 rent (£250,000). 	
SUB TOTAL		10,242						£598,779				
	5th Floor	660	Encore Capital Limited	09-Feb-22	08-Feb-32	-	08-Feb-27	£47,190	£71.50		 Initial 7m RFP expiring 08-Sep-22 to be topped-up by the vednor. TBO on 08-FEB-27 5m RFP if TBO not exercised. Rent deposit of £11,797.50 + VAT. 	
	4th Floor	793	Tess Management Limited	15-Oct-19	14-Oct-24	-	15-Oct-22	£52,000	£65.57	Outside		
	3rd Floor	791	The Promotions Factory Limited	23-Jun-19	22-Jun-24	-	Rolling	£53,273	£67.35	Outside	 Rolling TBO from 23-Dec-19 on 3m prior written notice. Tenant break penalty of £4,439.38 + VAT if TBO excercised between 23-Jun-21 and 23-Jun-23. 	
9/10 Market Place	2nd Floor	765	The Promotions Factory Limited	23-Jun-19	22-Jun-24	-	Rolling	£51,727	£67.62	Outside	 Rolling TBO from 23-Dec-19 on 3m prior written notice. Tenant break penalty of £4,310.62 + VAT if TBO excercised between 23-Jun-21 and 23-Jun-23. 	
	1st Floor	774	RMR Capital Limited	01-Nov-21	31-Oct-26	-	31-Oct-24	£52,245	£67.50	Outside	 Initial 12 m RFP expiring 31-Oct-22 to be topped-up by the vendor. TBO on 31-Oct-24 on 6m prior written notice. 	
	Ground	1,093	Market Place Patisserie Limited	nited		24 1 24		C100 000	67/ 07	المحادات		
	Basement	1,380	t/a EL&N Café	24-Jun-14	23-Jun-29	24-Jun-24	-	£190,000	£76.83	Inside		
SUB TOTAL		6,256						£446,435				
TOTAL		19,001						£1,235,654	£65.03			

^{*} Offices - NIA; Retail/ Restaurant - GIA

Tenure

Planning

Freehold.

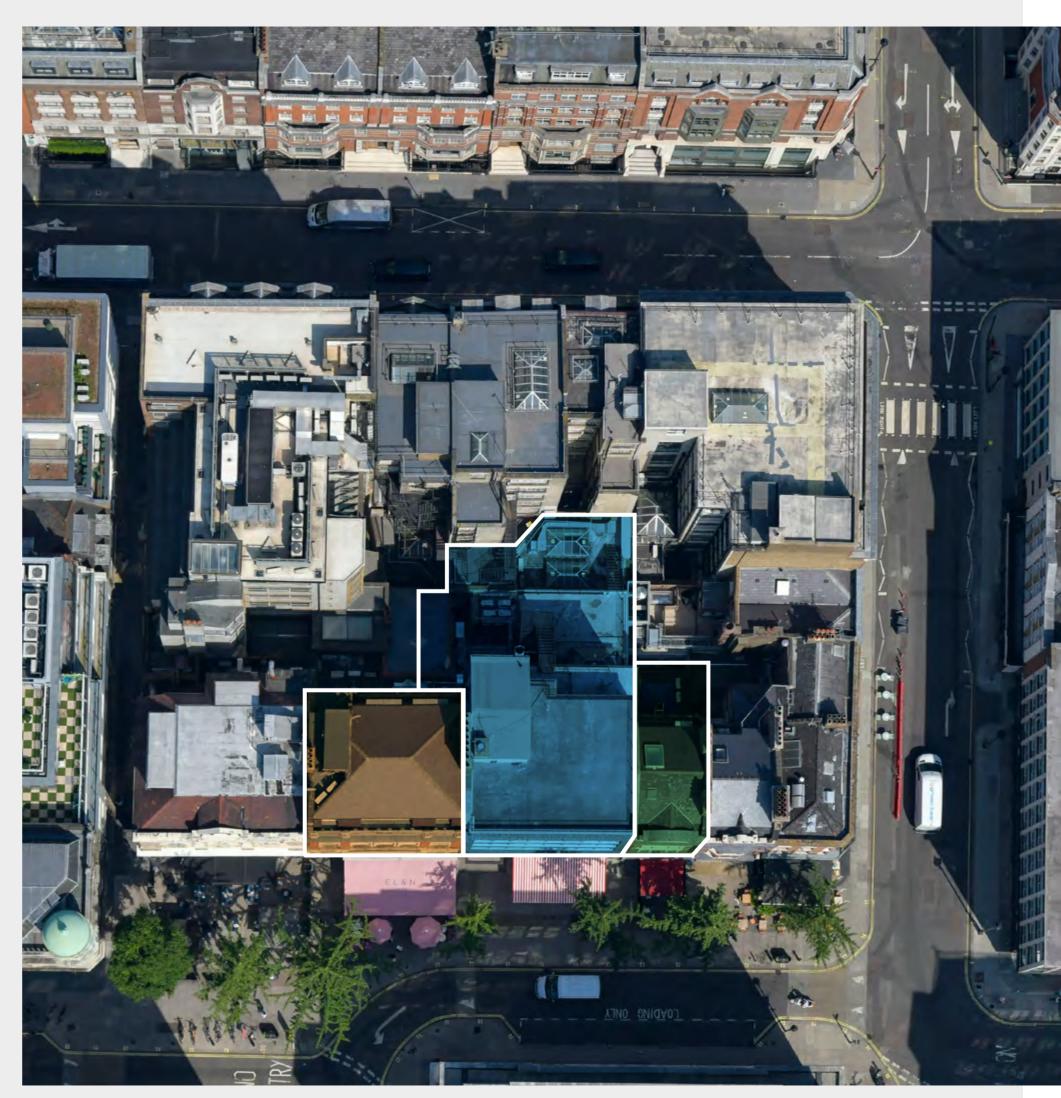
Located in the City of Westminster.

The buildings are not Listed but lie within the East Marylebone Conservation Area.





Not to scale. For identification purposes only. This plan is based upon the Ordnance Survey Map with the sanction of the controller of H.M. Stationery Office. Crown Copyright reserved.



Investment Market

- Unprecedented levels of demand from both domestic and international capital.
- Acute lack of supply maintaining downward pressure on yields.
- Relative value Vs other major European capital cities.
- Fitzrovia robust occupational and investment credentials, underpinned by a severe lack of supply.
- Prime West End yields of 3.25%.
- Prime Fitzrovia capital values of c. £2,000 psf.

Low interest rate environment, diminished returns on UK Government bonds & devalued Sterling continues to make a compelling case for Central London real estate

DATE	ADDRESS	TENURE	PRICE	PRICE	NIY	CAPITAL VALUE (£ PSF)	COMMENTS	BUYER
Feb-22	6-10 Market Place, W1	FH	19,001	£28,000,000	4.13%	£1,474	Multi-let offices & retail.Offices let off £63.36 psf overall.	Available
Feb-22	40-44 Newman Street, W1	FH	20,081	£28,000,000	4.00%	£1,394	Multi-let offices passing off £57.17 psf overall.	Available
Feb-22	40 Strand, WC2	FH	141,000	c.£200,000,000	4.12%	£1,418	 Offices single let to Bain & Co unitl 24-MAR-32 at £58.15 psf. Multi-let ground floor retail passing off £330 Zone A. 	Under Offer
Jan-22	Central St Giles, WC2	FH	433,000	£762,500,000	-	£1,761	Multi-let offices & retail.	Google
Jan-22	Victoria House, 37 Southampton Row, WC1	FH	299,135	£420,000,000	-	£1,404	Multi-let offices & retail.	Oxford Propeties
Dec-21	Labs House, 15-19 Bloomsbury Way, WC1	FH	81,546	£108,000,000	4.60%	£1,324	 Single to to Labs Worldwide Ltd until 31-AUG-38 (TBO at year 10). Average passing rent of £65.00 psf. 	AM Alpha
Oct-21	112-116 New Oxford Street, WC1	FH	10,327	£15,000,000	3.99%	£1,453	 Multi-let offices passing off £71.25 psf. Retail unit let off £153 Zone A. 	Private Italian
Aug-21	1-5 Poland Street, W1	FH	27,016	£42,550,000	4.18%	£1,575	 Single let offices to Williams Lea Limited until 17-Jul-27. Average passing rent of £70.33 psf overall. 	Private Russian
Aug-21	11 Soho Square, W1	FH	3,435	£10,500,000	-	£3,057	VP offices & restaurant	Private Canadian
Jun-21	70 New Oxford Street, WC1	FH	25,429	£34,900,000	3.98%	£1,372	 Multi-let offices & retail let off £59.69 psf overall. WAULT of 3.75 years. 	State Street
Apr-21	10 Great Pulteney Street, W1	FH	44,116	£72,000,000		£1,632	44,116 sq ft of offices.2,928 sq ft of residential across 5 flats.	Boohoo
Apr-21	14-16 Great Portland Street, W1	FH	16,725	£28,150,000	-	£1,683	Refurbished Grade A offices.Full VP.	Campari Group
Apr-21	44-45 Great Marlborough Street, W1	FH	19,003	£30,500,000	2.64%	£1,605	Multi-let offices with 3 floor vacant.Retail let to Ping Pong until 13-Feb-30.	Royal London Asset Management
Feb-21	The Lightbox, 127 Charing Cross Road, WC2	FH	40,091	£59,300,000	3.34%	£1,479	Multi-let offices & retail with VP in 2021.Offices let off £48.00 psf overall.	Lothbury Investment Management/ Nomura

Occupational Market

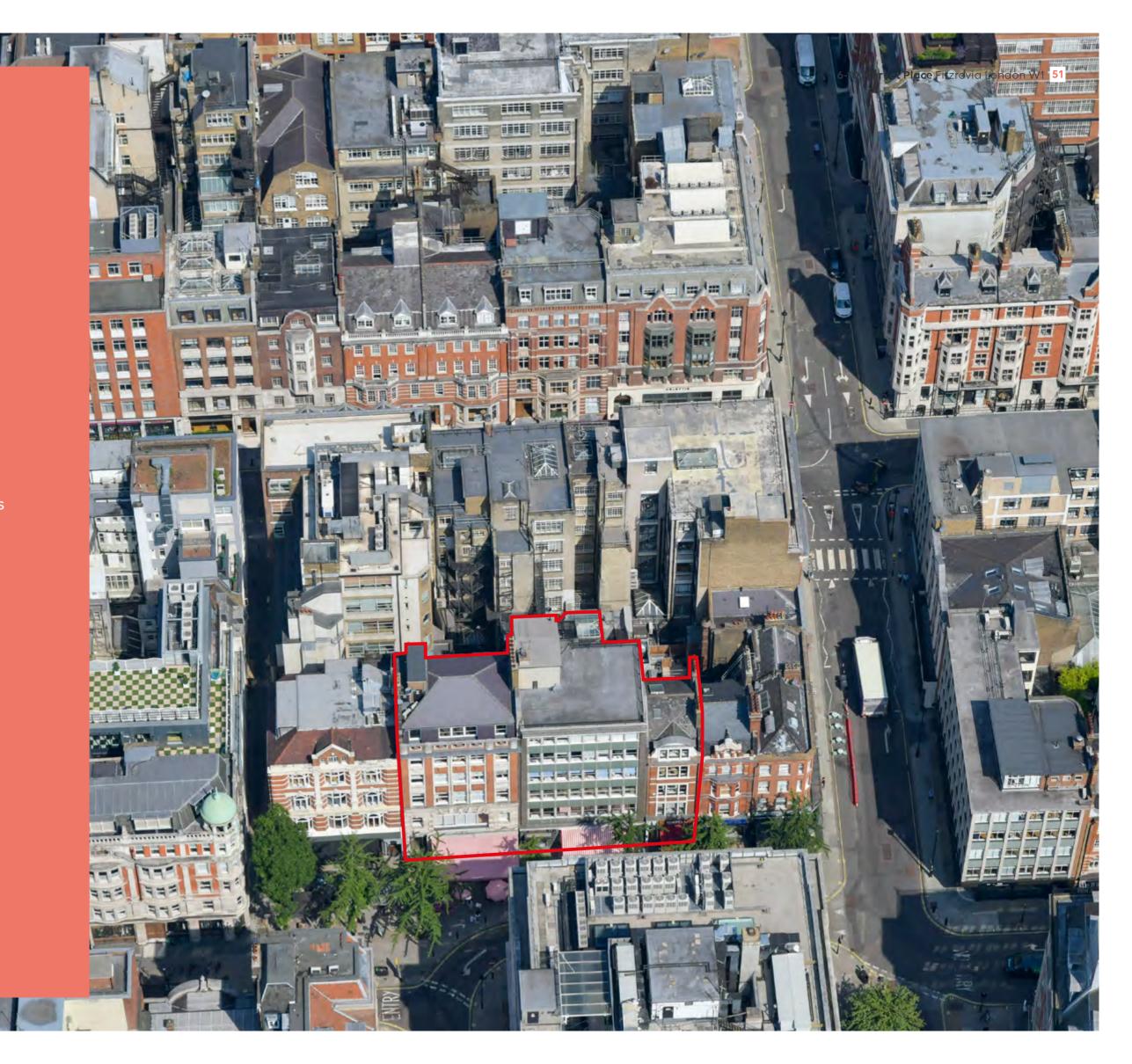
- Superb connectivity 9 London Underground Stations within a mile and less than 400m from the new Elizabeth Line at Tottenham Court Road West (Dean Street).
- Significant investment and development from numerous high-profile developers.
- Destination of choice for the boldest, brightest, and most exciting names in alobal business, film, television & music.
- Severe supply constraints.
- Prime rents Fitzrovia rents of £100.00 psf.

DATE	ADDRESS	AREA (SQ FT)	TENANT	RENT (£ PSF)
Feb-22	6-10 Market Place, W1	10,771	Multi-let offices	£63.36
Dec-21	Elsley Court, 20-30 Great Titchfield Street, W1	2,381	Northzone Ventures UK	£100.00
Nov-21	Colegrave House, 68-70 Berners Street, W1	96,956	Gamesys	£78.00
Nov-21	12-13 Wells Mews, W1	14,059	Adyen N.V.	£89.55
Sep-21	33 Foley Street, W1	6,283	Results International	£82.50
Jul-21	UK House, 2 Great Titchfield Street, W1	52,046	Octopus Energy	£78.50
May-21	1 Bedford Avenue, WC1	23,809	G Research	£87.25
May-21	19-23 Fitzroy Street, W1	4,611	Mission Media	£73.80
Apr-21	60 Charlotte Street, W1	9,200	Revcap LLP	£97.50
Mar-21	10 Rathbone Place, W1	1,869	Aniara	£87.70
Jan-21	55 Wells Street, W1	3,920	Kuvari	£90.00



Investment Rationale

- Rare opportunity to acquire three adjoining West End freeholds.
- First time available in over 40 years.
- Prominently located in the heart of Fitzrovia one of the West End's most desirable and sought-after sub-markets.
- Superb connectivity less than 250 metres from Oxford Circus Underground Station and 400 metres from the new Elizabeth Line at Tottenham Court Road.
- World class local amenities home to some of London's best restaurants and bars.
- Constant tenant demand from a broad occupier base.
- Offices let an average of £63.36 psf 37% discount to prime Fitzrovia rents of £100.00 psf.
- Small office floorplates of 250 1,750 sq ft ideally suited to occupier demand.
- Significant landlord control all office leases contracted outside 1954 LTA.
- Prime restaurant frontage to Market Place.
- Rare & valuable outdoor dining terraces.



Further information

VAT

The buildings are elected for VAT. It is anticipated that the transaction with be treated as a Transfer of Going Concern (TOGC).

EPC

Available on request.

DATA ROOM

Further information available on request.



Proposal

Offers in excess of £28,000,000 (subject to contract) reflecting a net initial yield of 4.13% (assuming purchasers' costs of 6.80%) and a capital value of £1,474 psf.

Contact

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