

A Trophy Asset

28 Berkeley Square

Mayfair, London W1

An exceptional Georgian townhouse overlooking Berkeley Square, presenting a rare opportunity to secure control of one of Mayfair's most prestigious assets



Executive Summary

28 Berkeley Square, Mayfair, London W1

A rare opportunity to acquire a trophy long leasehold interest in one of Mayfair's most prestigious and tightly held addresses, prominently positioned overlooking Berkeley Square. The property presents an exceptional opportunity to create a flagship hospitality, private members' club or lifestyle-led destination within one of the world's most recognised and sought-after locations.

Grade II Listed Georgian Townhouse

Flexible accommodation, together with a first-floor balcony and roof terrace potential STP.

Approximate GIA of 941.3 sq m | 10,131 sq ft

Arranged over lower ground, ground and four upper floors with a first-floor balcony overlooking Berkeley Square.

123-Year Long Leasehold Remaining

From the Grosvenor Estate at a Peppercorn rent.

Established Late-Night Premises Licence

Existing members' club planning consent together with an established late-night premises licence in place till 03:30hrs.

Passenger Lift & Dumbwaiter

Serving multiple floors, supporting a broad range of hospitality, lifestyle and cultural uses.



The view from the 1st floor overlooking Berkeley Square

Long Leasehold

£27.5M

Guide Price

For the purchase of the existing 125-year Long-Leasehold that commenced 16 May 2024, with 123 years remaining.

£2,714

Per sq ft GIA

A significant discount to prime Mayfair office and townhouse capital values, providing purchasers with embedded future optionality.

Leasehold

£1.2M

Per Annum

For a new lease term to be agreed.

A Curated Experience: Lifestyle at 28 Berkeley Square

Step into a world where timeless elegance meets contemporary luxury. 28 Berkeley Square has the potential to offer an unparalleled lifestyle, blending historic grandeur with the finest modern amenities. Imagine bespoke experiences, sophisticated gatherings, and an address that signifies true distinction in the heart of Mayfair, London.



These visuals from the recent Louis Vuitton Hotel activation provide a glimpse into the potential and prestige embodied by 28 Berkeley Square, inviting discerning individuals to envision its next illustrious chapter as a landmark destination.

Location & Market Context

Mayfair is The Global Benchmark for Club & Hospitality Concepts

Berkeley Square sits in London's premier cluster of ultra-prime hospitality, retail and members' clubs. 28 Berkeley Square occupies a prime south facing position at the very heart of Mayfair's most coveted address. The environment provides access to the most discerning audience, supporting high-value and destination concepts. Few locations offer this depth of demand and brand adjacency.



HOTELS

- 01 The Ritz London
- 02 Claridge's
- 03 The Connaught
- 04 Brown's Hotel

RESTAURANTS

- 05 Sexy Fish
- 06 Cipriani
- 07 Amazónico
- 08 Annabel's
- 09 Bacchanalia
- 10 Novikov
- 11 The Wolseley
- 12 Scott's

- 13 Harry's Bar

- 14 Hide
- 15 Gaia

MEMBERS' CLUBS

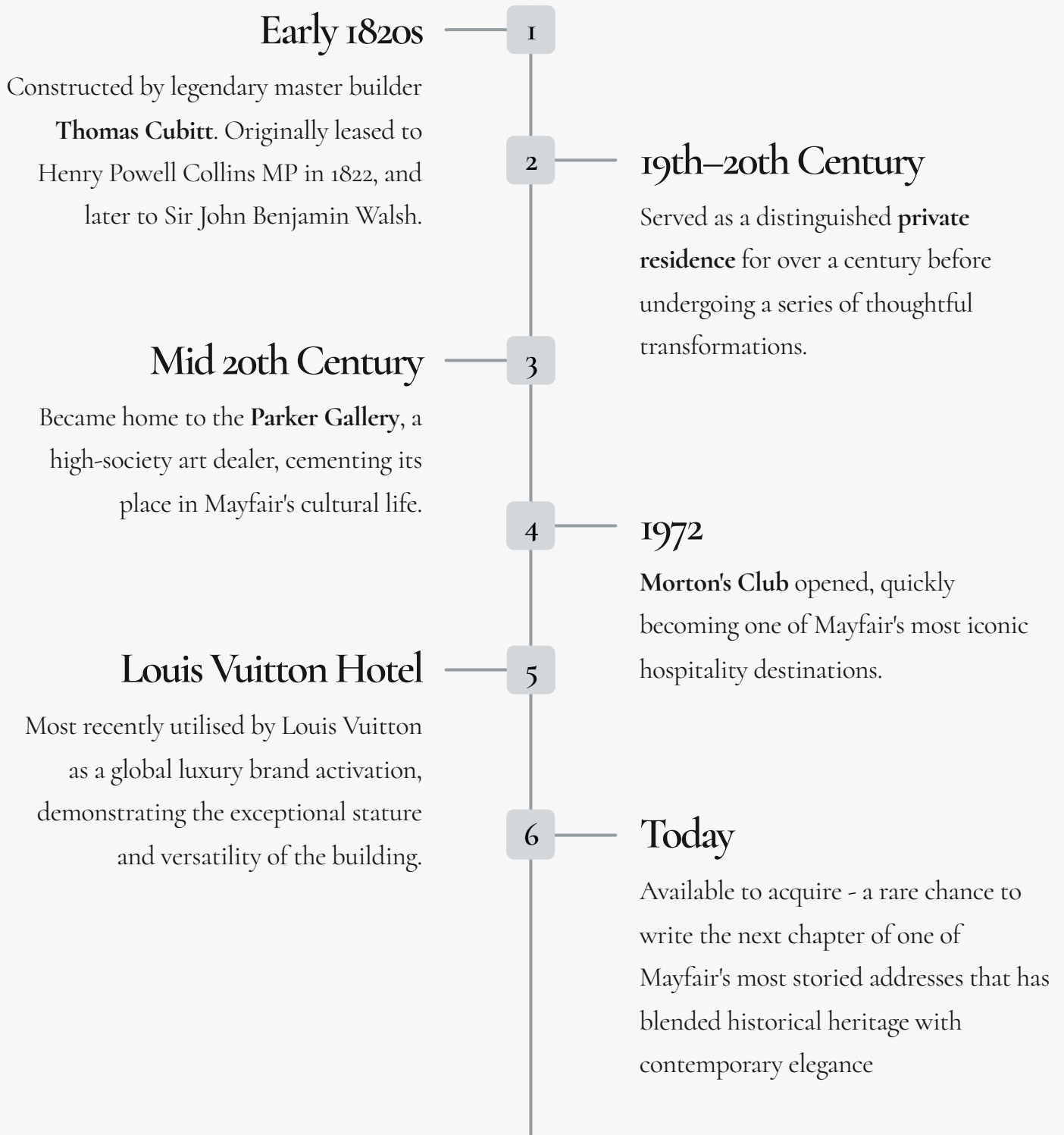
- 16 The Lansdowne
- 17 The Arts Club
- 18 Little House
- 19 5 Hertford Street
- 20 Mark's Club
- 21 Hay Hill
- 22 Maison Estelle

LUXURY RETAILERS

- 23 Oscar de la Renta
- 24 Lanvin
- 25 Christian Louboutin
- 26 Balmain
- 27 Kenzo
- 28 Miu Miu
- 29 Balenciaga
- 30 Burberry
- 31 Hermès
- 32 Louis Vuitton
- 33 Dior
- 34 Chanel
- 35 Gucci
- 36 Gagosian
- 37 Dunhill

A Heritage of Distinction

Constructed in the early 1820s by Thomas Cubitt, 28 Berkeley Square has transitioned from aristocratic residence to one of Mayfair's most recognised hospitality destinations.



The building carries a proven track record as a successful venue for luxury brands and operations over both short and long terms, with established recognition among the global communities.

Configuration

With Exceptional Versatility

Arranged over lower ground to fourth floors, with potential roof terrace conversion subject to planning, the building provides endless opportunity. This represents a rare opportunity to secure long-term control of a trophy Mayfair asset.



Roof Terrace

Potential conversion to an extraordinary addition to any hospitality concept and a first of its kind for Berkeley Square*.



Fourth Floor

The top floor offering flexible hospitality spaces with retractable roofs or residents-style suites associated with the club space*.



Third Floor

The upper levels are well suited for additional hospitality spaces for private dining rooms, offices, residents-style suites associated with club space.



Second Floor

The upper levels are well suited for additional hospitality spaces for private dining rooms, offices, residents-style suites associated with club space.



First Floor

First-floor is a stunning high ceiling restaurant and club space that has a balcony overlooking Berkeley Square, a signature feature of the building's identity.



Ground Floor

Principal reception and entrance level, ideal for bar, lounge or members' arrival experience.



Lower Ground Floor

Historically a club and bar space for operators to maximise the 03:00 premises licence.

GIA approx 10,131 sq ft (941.3 sq m) | Balcony terrace: first floor overlooking Berkeley Square of approx 122 sq ft (11.3 sq m) | Roof terrace potential STP | Passenger lift and dumbwaiter serving multiple floors | * Subject to necessary third party consents.

Permitted Use

Exceptional Flexibility Within a Landmark Building

The premises benefits from the use as a members club, bar and restaurant within Class E and Sui Generis (previously Class Sui Generis A3 and A4) of the Town and Country Planning (Use Classes) Order 1987 or for any of the below ancillary uses subject to the Tenant complying with any relevant planning acts, statutory obligations and any other requisite consents: members club rooms; night club; gallery; offices (professional only and not governmental or diplomatic or serviced offices); high class retail use; and such other use as approved in writing by the Landlord (in its absolute discretion).

Permitted Ancillary Uses Include



Members' Club Rooms

Core use reflecting the building's established hospitality heritage.



Night Club

Late-night entertainment use supported by the existing premises licence.



Gallery

Cultural and arts programming within a Grade II listed setting.



Professional Offices

High-quality professional office use (not governmental, diplomatic or serviced).



High Class Retail

Luxury retail activation consistent with the Mayfair estate context.



Category defining asset

This is an opportunity to create a category defining asset within Mayfair.

Gross Internal Area Schedule

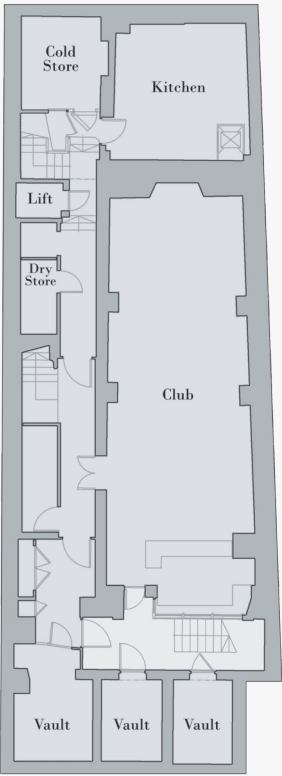
	Sq M	Sq Ft
Lower Ground Floor	173.4	1,867
Ground Floor	160.0	1,722
First Floor	164.2	1,767
First Floor Mezzanine	43.5	468
Second Floor	143	1,539
Second Floor Mezzanine	16	172
Third Floor	126.3	1,359
Fourth Floor	114.9	1,237
Totals	941.3	10,131

The **First Floor Balcony** is approximately 11.3 sq m | 122 sq ft in addition.

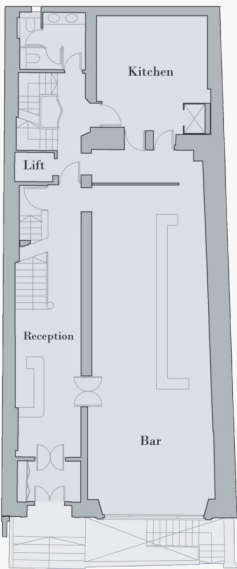
Other uses such as luxury retail or family office are subject to necessary third-party consents.

Floor plans

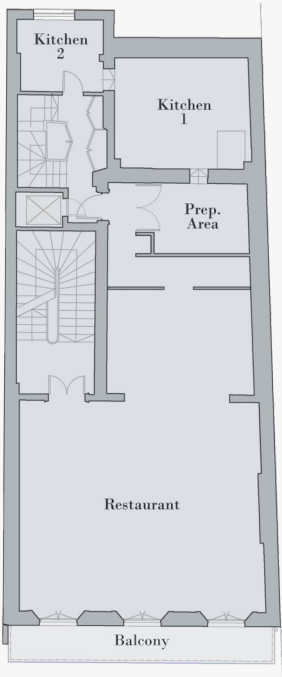
The plans show the building's current configuration; however, 28 Berkeley Square offers exceptional flexibility and naturally adapts to a wide range of hospitality, leisure, office, residential and mixed-use opportunities, subject to the necessary consents.



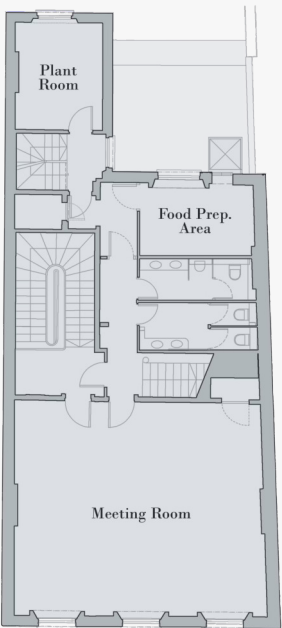
Lower Ground Floor
GIA 173.4 sq m | 1,867 sq ft



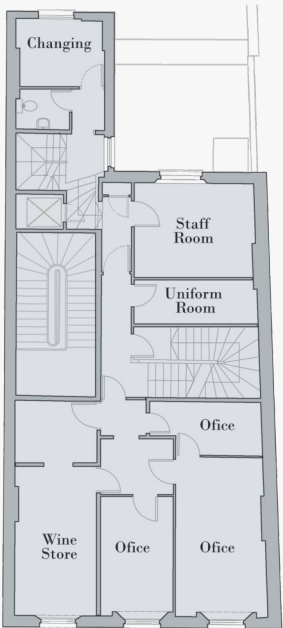
Ground Floor
160.0 sq m | 1,722 sq ft GIA



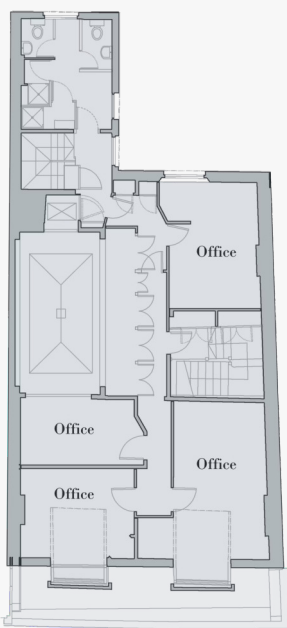
First Floor
164.2 sq m | 1,767 sq ft GIA



Second Floor
143.0 sq m | 1,539 sq ft GIA



Third Floor
126.3 sq m | 1,359 sq ft GIA



Fourth Floor
114.9 sq m | 1,237 sq ft GIA

These plans do not include the first and second floor mezzanine levels. Please refer to the data room for the full architectural plans and layouts.

Licensing & Asset Credentials

Late Trading Within a Heritage Asset

The premises benefits from an established and highly valuable late-night premises licence — an increasingly rare credential in central London. Combined with the building's Grade II listed status, this represents an asset of exceptional depth and defensibility.

Premises Licence Hours

[Link to existing premises licence](#)

Monday – Saturday

09:00 – 03:30

Extended late-night trading permitted across six days per week.

Sunday

09:00 – 03:00

Late-night trading permitted on Sundays, supporting seven-day operations.

Opportunities combining licensing, scale, heritage and location at this level are increasingly rare in Mayfair and central London.

Additional information on licencing and heritage available within the dataroom.

Heritage Credentials

[Link to English heritage listing](#)

Grade II Listed

The building retains key architectural features of national significance, reinforcing its position as a trophy Mayfair asset and providing long-term protection of its character.

Thomas Cubitt Provenance

Constructed in the early 1820s by one of London's most celebrated master builders, the building carries an architectural pedigree matched by very few assets in the capital.

Historic England Recognition

Listed on the National Heritage List for England, providing formal recognition of the building's architectural and historic importance.



Building details

Tenure

The Leasehold with Grosvenor Properties was agreed for a term of 125 years expiring on 15/05/2149 at a peppercorn rent.

Vacant Possession

The property is being offered with full vacant possession.

VAT

The property is currently not elected for VAT.

EPC

The property has achieved EPC C. The certificate is located on the Data Room.

Title

The asset is held 125 year Long-Leasehold under the following title number BB40621. The approximate extent of the title boundary is outlined in red to the right.



South East view from First Floor Balcony



South West view from First Floor Balcony



Secure Control of a Trophy Mayfair Asset

28 Berkeley Square offers the ability to secure and control a trophy asset within one of London's most coveted locations. The opportunity is offered as a Long-Leasehold purchase or leasehold basis.

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Joint Sole Agents

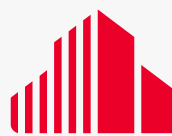
To arrange access or for further information please contact:

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Sources: for images for Louis Vuitton Hotel via www.uk.louisvuitton.com (<https://uk.louisvuitton.com/eng-gb/magazine/articles/louis-vuitton-london-hotel#neverfull>) | Disclaimer: These particulars are provided by Northstar Property Partners Limited and Cushman & Wakefield for guidance only and do not form part of any offer or contract. Whilst believed to be correct, no warranty or representation is made as to their accuracy or completeness and interested parties should undertake their own enquiries and due diligence. All descriptions, dimensions, measurements, plans, images and references to condition, use or permissions are indicative only and may be subject to change. Any areas or distances quoted are approximate and photographs may not reflect the current condition of the property. No statement contained herein should be relied upon as a statement of fact or as confirmation of planning, building regulation or other statutory compliance. Unless otherwise stated, all figures are exclusive of VAT. Prices, rents and other outgoings are subject to change without notice. No person acting on behalf of Northstar Property Partners Limited or Cushman & Wakefield has authority to make any representation or warranty in relation to the property.