

SUPER PRIME, WEST LONDON FREEHOLD ISLAND SITE

FULHAM ISLAND

SW6 1AX

forge



Proposal

Offers are sought in excess of:

£17,000,000

(Seventeen Million Pounds), subject to contract and exclusive of VAT.

Allowing for standard purchaser's costs, a purchase at this level would reflect an attractive **Net Initial Yield of 10.54%** on the topped up commercial income.

This can be apportioned as follows:

Retail	**8.00% Net Initial Yield**
Vacant Office	**£210 per sq ft**
Residential - Flats 115 & 215	**£834 per sq ft**
Residential Ground Rents	**4.75% Net Initial Yield**

Investment Summary

- Extremely rare opportunity to acquire a **Super Prime, freehold island** site in one of West London's most **affluent and established locations**.
- Fulham occupies a prime West London position between Chelsea, Putney and Hammersmith, benefiting from an **affluent residential catchment and exceptional local amenities**.
- **Prominently situated** on the northern side of Fulham Road, approximately 150 metres from Fulham Broadway Underground Station.
- **Substantial, self-contained mixed-use development** comprising retail, leisure, office and residential accommodation.
- **0.75-acre freehold site** offering significant medium to long-term redevelopment and alternative-use potential, subject to planning.
- The property totals approximately **75,000 sq ft (6,968 sq m)**, with the commercial element accounting for 41,600 sq ft (3,865 sq m).
- Strong and diversified retail and leisure tenant line-up, including PureGym, Get Set Go Swim Academy, STRONG Pilates and Honi Poké with a **WAULT of 14.1 years to lease expiry and 12.3 years to tenant break options**.
- **54% of the retail and leisure income is secured to PureGym until May 2044**, with annual RPI-linked rent reviews subject to a 2% collar and 4% cap.
- The Property offers scope for numerous asset management initiatives, including:
  - Affordable passing rents in respect of the retail/leisure accommodation offer significant scope to drive rental growth.
  - Potential to amalgamate/sub-divide retail units to meet unsatisfied tenant demand for the location.
  - Potential to re-gear a number of the occupational leases, both commercial and residential.
  - The currently vacant office accommodation provides significant scope to enhance value either via refurbishment and re-letting or through potential to convert to residential or other alternative use (STPP).
- The residential element includes one company-let apartment and one vacant apartment, with a combined vacant possession value of circa £1.3 million.
- The property generates a total **Net Operating Income of £1,791,513 per annum**.


CITY OF LONDON
CHELSEA FOOTBALL CLUB
VUE
Fulham Broadway Station
M&S
SUBJECT PROPERTY
GAIL's
FULHAM ROAD
CAFFÈ NERO



81,244 households
in just 16km²





Fulham

A prime West London position between Chelsea, Putney and Hammersmith

74.5% of residents are of working age, compared with 62.9% across Great Britain



Median age of 34, 6 years less than the UK average



450 metres from Stamford Bridge, home to Chelsea FC and with a stadium capacity of 40,000



Fulham Broadway Underground Station records over **6.9 million passengers per annum**



73.3% of residents aged 16–64 hold RQF Level 4+ qualifications, compared with 63.7% across London



39% of residents within the most affluent AB social group, compared with a UK average of around 26%





Home to major employers such as the BBC Television Centre

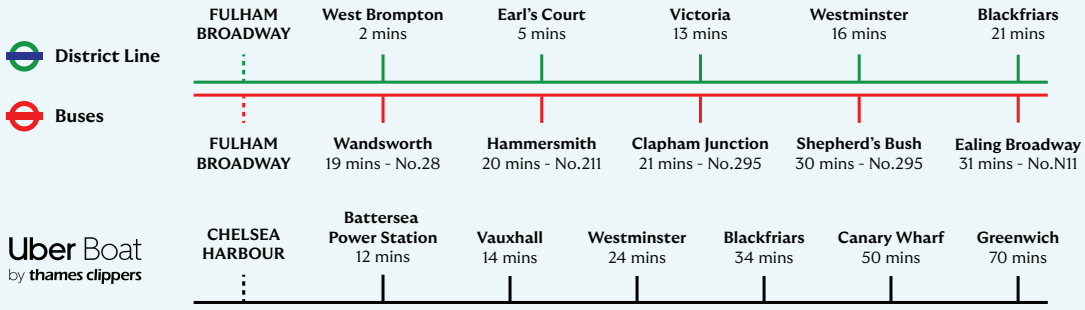


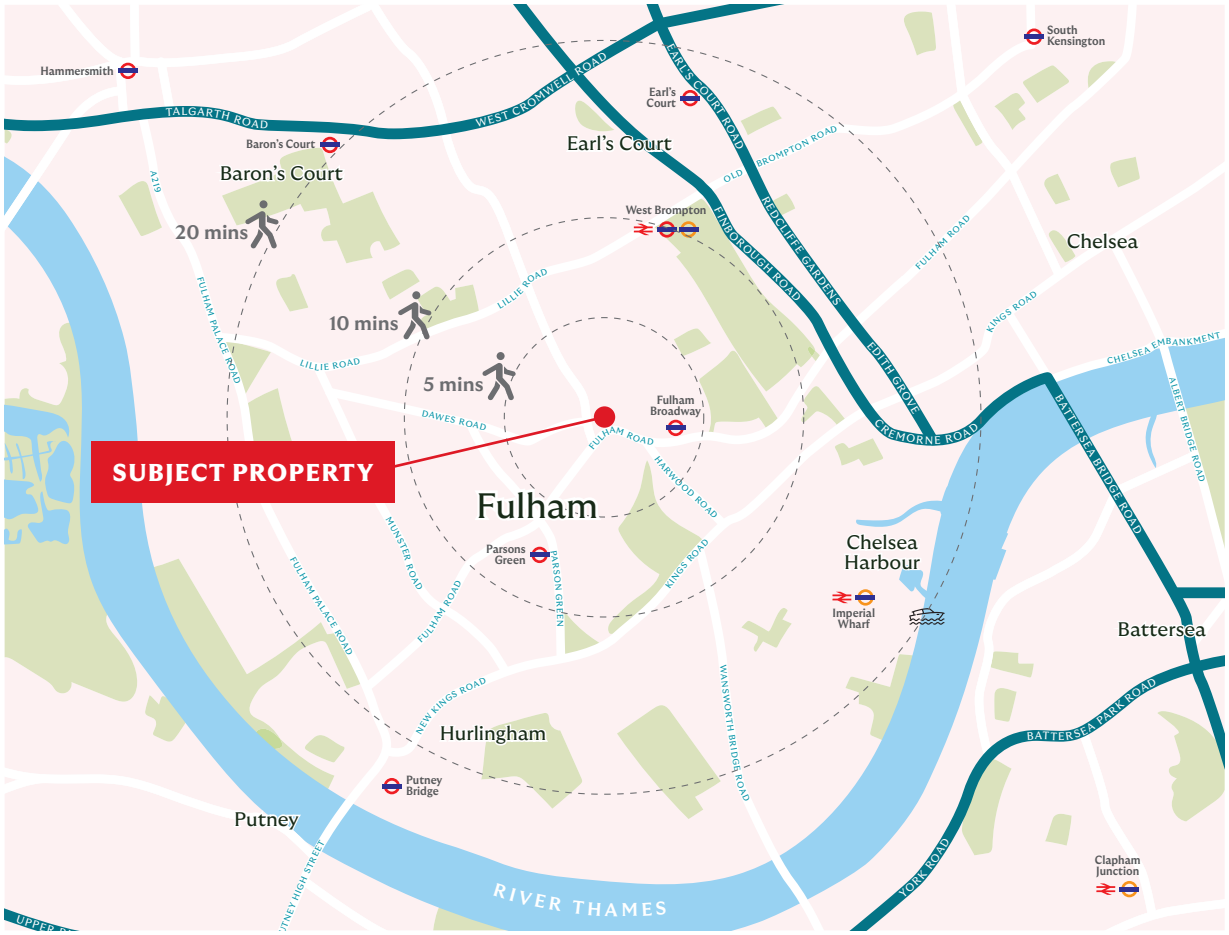
Location

Fulham is one of London's most desirable urban neighbourhoods, blending riverside living with a thriving commercial and leisure scene.

The area is anchored by Fulham Broadway, Stamford Bridge, and residential developments including the award winning Fulham Reach development.

Its excellent transport links provide easy connections across London, with Chelsea reachable in under 10 minutes, the West End in around 15 minutes, and the City in just over 20 minutes.





By Road

Fulham Palace Road provides direct access to Hammersmith and the A4, which connect to Central London, the M4 and the M25.

By Train

Fulham Broadway Underground Station is approximately 150m from the property, providing frequent services to Earl's Court Via the District Line and onward connections across Central London.

By Boat

The Thames Clipper service frequently runs from Chelsea Harbour to Greenwich in just 70 minutes.

By Bus

The property is situated on several bus routes including the 295 from Shepherds Bush to Clapham Junction, the 14 from Putney to Green Park, the 28 & N28 from Wandsworth to Notting Hill Gate, the 306 from Acton Vale to Sands End, the 211 from Hammersmith to Battersea Power Station and the 11 to Waterloo.

By Air

Heathrow Airport is situated 12 miles to the West, providing flights to approximately 230 destinations in over 80 countries.







Demographics

Fulham is one of the most sought-after residential locations in West London, ideally positioned between Chelsea, Putney and Hammersmith.

Its riverside position, high-end new developments and strong transport connectivity attract young professionals, families and international buyers seeking proximity to Central London while retaining a strong neighbourhood feel.

Across the wider borough Hammersmith and Fulham has a resident population of over 190,000, with a demographic profile heavily weighted towards working age professionals. The borough benefits from a strong local economy and hosts major employers such as the BBC Television Centre. It also offers access to some of West London's most respected state and independent schools.

Fulham is one of London's most affluent residential districts, Hammersmith & Fulham recorded the fifth-highest average house price of any London borough in June 2026, with terraced houses averaging approximately £1.11 million.

The borough also has a comparatively strong income profile, with average household incomes of £61,181, around 10% above the London average.

This aligns with the area's demographic profile, with approximately 39% of residents within the most affluent AB social group, compared with a UK average of around 26%.



Retailing in Fulham

Fulham supports a substantial retail catchment, driven by a resident population of over 190,000 across the London Borough of Hammersmith & Fulham and some of the highest household incomes in West London.

The area benefits from strong weekday and weekend footfall driven by dense residential accommodation, heavy commuter traffic into Central London and regular surges linked to matchdays at Stamford Bridge, which has a capacity of 40,000 people.

The entrance to Fulham Broadway Underground Station (District Line) is contained within the centre and records in excess of 6.9 million passengers per annum.







Fulham Road forms one of the borough's principal retail thoroughfares, extending approximately 2 miles from Putney Bridge towards Chelsea. The location is anchored by multiple national operators including Waitrose, M&S Foodhall, Joe & the Juice and GAIL's.

WAITROSE & PARTNERS · M&S · JOE & THE JUICE · GAIL's

Fulham Broadway is the area's principal commercial centre, comprising a mixed-use retail and leisure scheme incorporating Aldi Local, Sainsbury's, Boots, Vue Cinema and David Lloyd, alongside a strong food and beverage offer including Nando's, Wagamama, Pret, Starbucks and Black Sheep Coffee.

Sainsbury's · PRET A MANGER · wagamama · Boots · Nando's · vue CINEMAS · BLACK SHEEP COFFEE

Situation

The subject property occupies a prominent island site, situated on the northern side of Fulham Road in close proximity to Fulham Broadway London Underground Station.

This highly visible position sits in the heart of Fulham's retail area and benefits from strong pedestrian footfall.

The surrounding area has undergone significant regeneration, with several major residential developments nearby, including Kings Road Park and Fulham Reach.



Local Developments



FULHAM REACH

Landmark riverside regeneration delivering premium homes with extensive lifestyle amenities.

Size: 744 homes across a 7.25-acre master plan

Completion: From 2014

Developer: St George (Berkeley Group)



THE LANDAU

Boutique luxury residential scheme of high spec apartments and penthouses arranged around private courtyards.

Size: 90 flats

Completion: 2016

Developer: Mount Anvil



HURLINGHAM WALK

Contemporary low density residential development of flats set around landscaped communal spaces.

Size: 68 flats

Completion: 2016

Developer: Berkeley Group



LILLIE SQUARE

Major residential led scheme forming part of the Earl's Court Masterplan, delivering 808 homes with premium amenities.

Size: 1 million sq ft GEA across multiple phases)

Completion: Phased from 2017

Developer: Lillie Square LP (JV between Capco and KFI)



CHELSEA CREEK

High end Canalside neighbourhood with curated retail, landscaped public realm and resident amenities.

Size: 1,239 homes (multiple phases)

Completion: From 2014 onwards

Developer: St George (Berkeley Group)



KING'S ROAD PARK

Flagship residential led regeneration, featuring extensive gardens and retail.

Size: 1,800 homes across a 16-acre masterplan

Completion: From 2022

Developer: St William (Berkeley Group)



RIVERSTONE FULHAM

Premium later living development offering luxury age exclusive residences with extensive wellbeing and healthcare amenities.

Size: 161 flats / 185,000 sq ft

Completion: 2022

Developer: Riverstone

SUBJECT PROPERTY

Kensington

Hammersmith

TALGARTH ROAD

WEST CROMWELL ROAD

Baron's Court

Earl's Court

EARL'S COURT ROAD

OLD BROMPTON ROAD

REDCLIFFE GARDENS

FINBOROUGH ROAD

West Brompton

FULHAM ROAD

LILLIE ROAD

FULHAM PALACE ROAD

DAWES ROAD

Fulham Broadway

EDITH GROVE

CREMORNE ROAD

A219

Fulham

MUNSTER ROAD

Parsons Green

PARSON GREEN

KINGS ROAD

Chelsea Harbour

Imperial Wharf

NEW KINGS ROAD

Hurlingham

WANDSWORTH BRIDGE ROAD

Putney Bridge

PUTNEY HIGH STREET

RIVER THAMES

YORK ROAD

Putney

Description

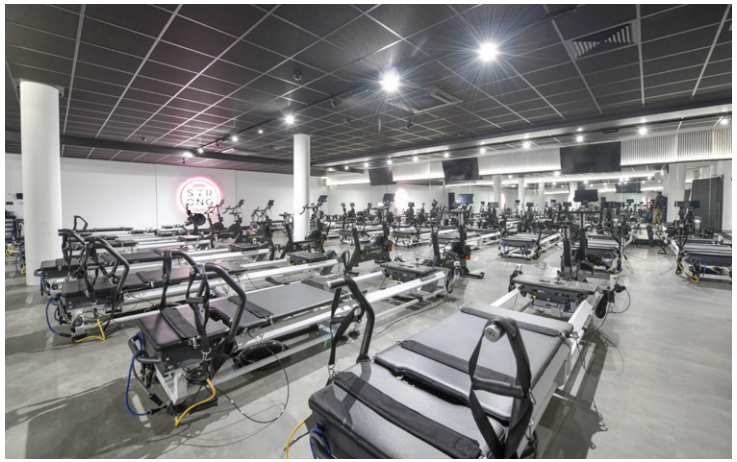
Fulham Island is a prominent, self-contained mixed-use development comprising a total of 75,000 sq ft (6,968 sq m), offering a well-balanced mix of commercial and residential accommodation.

The commercial element comprises 41,600 sq ft (3,865 sq m) of retail, leisure and office space.

The office accommodation, arranged over lower ground, ground and three upper floors, is currently vacant which offers significant scope to enhance value either via refurbishment and re-letting or through potential to convert to residential or other alternative use (subject to obtaining the necessary planning consents).









The retail component consists of 11 units, with 54% of the income secured to PureGym. Other occupiers include Get Set Go Swim Academy, STRONG Pilates and Honi Poké creating a diverse and complementary tenant mix.

The residential accommodation comprises 33,400 sq ft (3,103 sq m). The majority of the units have been sold off on long leases, leaving only two units within the freehold interest; one company-let apartment and one vacant apartment, with a combined vacant possession value of circa £1.3 million.

Tenure

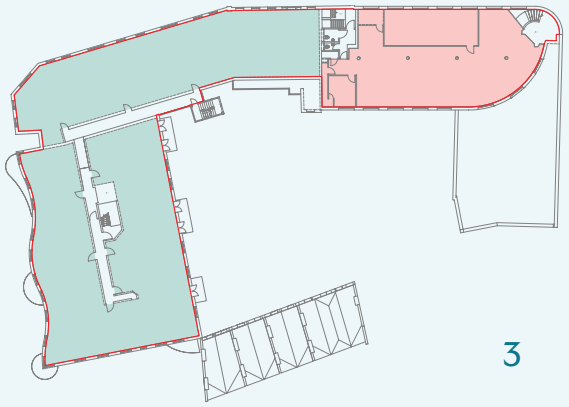
Freehold.

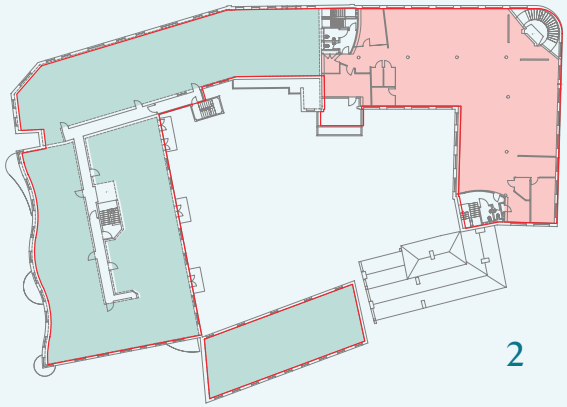
Tenancy Schedule

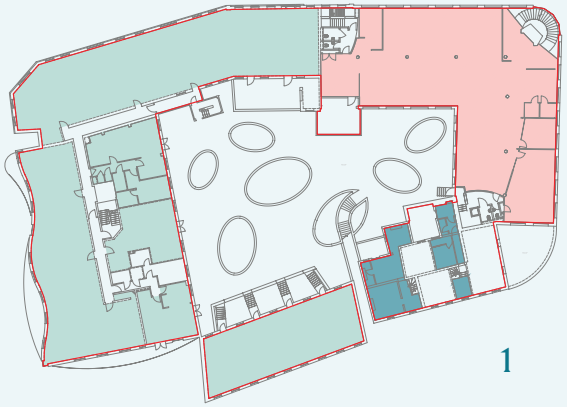
WAULT of 14.1 years to expiry and 12.3 years to tenant break options.

ADDRESS	TENANT	TRADING AS	FLOOR AREA (SQ FT)	LEASE START	LEASE END	BREAK DATE	NEXT RR DATE	PASSING RENT (PER ANNUM)	COMMENTS
RETAIL									
1 Farm Lane	GetSetGo! Group Ltd	Get Set Go Swim Academy	GF 3,878	05/12/2025	04/12/2040	05/12/2031	05/12/2030	£120,000	Initial 9 months' rent free, followed by 7 months at half rent (£60,000 pa). Tenant break option on six months' notice. Lease held inside 1954 Act. Rent deposit held equivalent to 6 months' rent plus VAT.
18/22 Vanston Place	Wineify Ltd	Vagabond	GF 1,171	25/03/2022	24/03/2032	24/03/2027	25/03/2027	£46,000	Tenant break option on six months' notice. Lease held outside 1954 Act. Rent deposit held equivalent to 6 months' rent plus VAT. Tenant has served notice to break. Unit is being re-marketed.
24-32 Vanston Place	Vacant - Landlord guarantee	-	GF 3,163	-	-	-	-	£115,000	One year landlord guarantee to include rent, rates and service charge.
9 Jerdan Place	Express Mailing & Shipping Ltd	Mailboxes Etc	GF 320	18/03/2021	17/03/2031	-	18/03/2026	£20,000	Rent deposit held (£12,000). Lease held outside 1954 Act.
11 Jerdan Place	Under Offer - Lumicornerone Ltd	Batch Note	GF 293	-	-	-	-	£30,000	New 10 year lease outside 1954 Act, tenant break option in Year 5. £30,000 pa, subject to 5 yearly upward only rent reviews. 3 months' rent free. 6 months' rent plus VAT deposit to be held.
13/15 Jerdan Place	SBFIT Fulham Ltd	STRONG PILATES	GF 3,263	16/03/2026	15/03/2036	16/03/2031	16/03/2031	£85,000	10 year lease inside 1954 Act, tenant break option in year 5, £85,000 pa, 6 months' rent free followed by 12 months at 50% rent. If the Tenant does not exercise their break, they receive an extra 5 months' rent free (total incentive of 17 months' rent free). The tenant will receive a further incentive of a 7.5% rent reduction until the new opening hours are in place (permitting a 6:00 opening and 6:30 classes) or 30 months, whichever is the earlier. Service charge cap of £10,713 plus RPI. Rent deposit equivalent to 6 months' rent plus VAT held.
17 Jerdan Place	Honi Poke Restaurant Group Ltd	Honi Poke	GF 446 FF 340 Total 786	25/02/2021	24/02/2031		25/02/2026	£35,000	Tenant pays rent monthly. Rent deposit held (£10,635). Lease held outside 1954 Act.
19 Jerdan Place	Infinite Ego Ltd	Becky Blooms (LHS) The Honest Barber (RHS) Alexander Sports Therapy and Wellness Clinic (FF)	GF 778 FF 763 Total 1,541	25/12/2015	24/12/2025		-	£53,500	Property is sub-let, and sub-divided into three units. Tenant pays rent monthly. Lease held inside 1954 Act. Tenant is holding over
25 Jerdan Place	Pure Gym Ltd	Pure Gym	GF 7,180 BT 6,835 Total 14,015	29/05/2019	28/05/2044		28/05/2027	£589,363	Rent reviewed annually in line with RPI. 2% - 4% cap and collar. Lease held inside 1954 Act. Tenant pays rent monthly.
OFFICE									
Lwr Grd, 1st, 2nd & 3rd Flrs, 40 Vanston Place	L Guarantee	-	FF 5,043 2F 5,063 TF 3,062 Total 13,168	-	-	-	-	£658,400	One year landlord guarantee to include rent, rates and service charge.
RESIDENTIAL									
36 Flats	Sold - LLH	-	-	-	-	-	-	£6,250	36 flats sold off on long leasehold interests.
Flat 115, 4 Farm Lane	Retained	-	769	02/07/2026	01/07/2029	-	-	£33,000	Company let. Mutual break option on and from 02/01/2027 on not less than 2 months notice.
Flat 215, 4 Farm Lane	Retained	-	789	-	-	-	-	£0	Vacant and in Landlord's possession.
MISCELLANEOUS									
Transformer Chamber, Fulham Island	London Power Networks plc (now EDF Energy Ltd)	-	-	11/01/2002	10/01/2101	-	-	£0	–
TOTAL								**£1,791,513**	

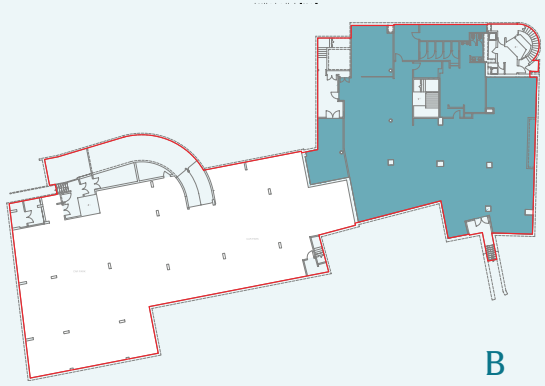
Accommodation











KEY

- Retail
- Offices
- Residential



Asset Management Initiatives

In our opinion, the currently vacant office accommodation provides significant scope to enhance value either via refurbishment and re-letting or through potential to convert to residential or other alternative use, subject to planning.

There is also a medium-term asset management opportunity to build on top of the first-floor courtyard to provide additional residential accommodation.

Fulham Island is situated within the popular residential area of West London. Values for premium residential stock in the location are estimated to be between £900 - £1,100 per sq ft.

Additionally, the retail and leisure accommodation benefits from affordable passing rents, which present a clear opportunity to drive future rental growth. There is also scope to enhance the offer by amalgamating or sub-dividing existing retail units, allowing the accommodation to better align with current market demand and attract a broader range of occupiers.

There are also two flats within the freehold interest. One company-let apartment and one vacant apartment. In our opinion these have a combined vacant possession value of circa £1.3 million.

Proposal

Offers are sought in excess of:

£17,000,000

(Seventeen Million Pounds), subject to contract and exclusive of VAT.

Allowing for standard purchaser's costs, a purchase at this level would reflect an attractive **Net Initial Yield of 10.54%** on the topped up commercial income.

This can be apportioned as follows:

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Residential - Flats 115 & 215	**£834 per sq ft**
Residential Ground Rents	**4.75% Net Initial Yield**



Data Room

Access available upon request.

Energy Performance Certificate

EPCs are available on request.

VAT

The Property has been elected for VAT and we anticipate that the transaction will be treated as a transfer of a going concern (TOGC).

Anti Money Laundering

In order to comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.

Further Information

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