

**THE KENSAL**  
**RD. STUDIO**

**LONDON W10**

RARE FREEHOLD WEST LONDON OPPORTUNITY SUITED FOR OWNER OCCUPIERS OR INVESTORS



# EXECUTIVE SUMMARY

- Located moments from Portobello Road and Notting Hill, home to some of the most exciting names in design, music & fashion.
- Local high-end residential enclaves of Notting Hill, Queen's Park, Maida Vale and Holland Park provide an affluent catchment.
- Offered with full vacant possession, suitable for owner-occupiers or investors.
- Comprises two buildings (A & B), totalling 19,475 sq ft of office accommodation.
- Benefitting from a dedicated reception and excellent end of trip facilities.
- Good ESG credentials with EPC B.
- Various opportunities for repositioning or alternative uses subject to the necessary planning consents.

## BUILDING A *(15,464 sq ft)*

- ▶ Prominent frontage to Kensal Road.
- ▶ Ground floor showroom office with self-contained access and glazed frontage.
- ▶ First floor with large terrace overlooking the courtyard.
- ▶ Top floor benefits from a striking saw-tooth roof design, providing an abundance of natural light.

## BUILDING B *(c. 3,450 sq ft)*

- ▶ Located at the rear, providing a stunning view overlooking the Grand Union Canal.
- ▶ Features open balconies at 2nd & 3rd floors, plus canal-facing terraces at 1st & 3rd floors.
- ▶ Flexible ground floor space suitable for offices, meeting rooms, or event use.



OFFERS IN EXCESS OF **£7,000,000** (SEVEN MILLION POUNDS) ARE INVITED FOR THE FREEHOLD INTEREST, SUBJECT TO CONTRACT AND EXCLUSIVE OF VAT. THIS PRICING REFLECTS A **VERY LOW CAPITAL VALUE** OF AROUND **£359 PER SQ FT**.

ST JOHN'S WOOD

MAIDA VALE

MAYFAIR

HYDE PARK

BAYSWATER

NOTTING HILL GATE

HOLLAND PARK

QUEEN'S PARK

MARYLEBONE

PADDINGTON

WESTBOURNE GROVE

NOTTING HILL

KENSINGTON

WESTBOURNE PARK



GOLBORNE ROAD

PORTOBELLO ROAD

LADBROKE GROVE



GRAND UNION CANAL

THE STUDIO

Overlooking the Grand Union Canal, amongst the affluent, bustling and creative neighbourhoods of Notting Hill, Portobello Road and Westbourne Grove



**Located in the suburbs of Notting Hill, a district long associated with creativity, counterculture & artistic innovation.**

Situated next to the recently redeveloped Gramophone Works, currently occupied by Kindred Studios and Emilia Wickstead. Kindred have transformed their accommodation into an Arts Club centred on sustainability, collaboration and nurturing creativity, reinforcing the area's identity as one of London's most distinctive creative quarters. A ground floor restaurant will open in December 2025 opposite the Studio.

Following the gentrification of the neighbourhood there is a vibrant mix of independent cafés, restaurants, bars, shops and market stalls, making it an appealing place to both work and live. To the north, Kensal Green and Chamberlayne Road provide a strong sense of community, while to the south the world-famous Portobello Road and Golborne Road add an internationally recognised cultural energy.





Transport links are excellent, with Kensal Rise Overground Station and Kensal Green Underground Station only a short walk away, and the Grand Union Canal offering a unique setting and an alternative east-west route for walking and cycling.



# LOCAL OCCUPIERS

Surrounded by an abundance of high end restaurants, luxury boutique retailers and global corporate occupiers

Connectivity from Paddington



BOND STREET  
3 Minutes

TOTTENHAM COURT ROAD  
5 Minutes

FARRINGDON  
8 Minutes

LIVERPOOL STREET  
10 Minutes

CANARY WHARF  
17 Minutes

HEATHROW AIRPORT  
30 Minutes



## OFFICE

- |                              |                      |
|------------------------------|----------------------|
| 1 Innocent drinks            | sports consulting    |
| 2 Canalot studios            | 11 CM delta limited  |
| 3 Ovo energy                 | 12 Sign salad        |
| 4 The Office Group           | 13 ARG Talent Agency |
| 5 Orlebar Brown HQ           | 14 Lisa Redman       |
| 6 What3words                 | 15 Avalon Television |
| 7 Frescobol carioca          | 16 Plenish           |
| 8 Catherine Wilman Interiors | 17 XL recordings     |
| 9 Bulldog skincare           | 18 Kindred Studios   |
| 10 International             | 19 Emilia Wickstead  |

## RESTAURANTS / CAFES / PUBS / GYMS

- |                     |                        |
|---------------------|------------------------|
| 1 Cable Co Coffee   | 15 Daylesford          |
| 2 Bel and Nev       | 16 Granger & Co        |
| 3 The Rise          | 17 Gold                |
| 4 Sacro Cuore Pizza | 18 CORE by Clare Smyth |
| 5 Wildcard          | 19 Casa Cruz           |
| 6 Paradise          | 20 The Ledbury         |
| 7 Vicki's           | 21 Clarke's            |
| 8 Parlour Kensal    | 22 Gails               |
| 9 Laylow            | 23 The Chamberlayne    |
| 10 The Good Oak     | 24 Jaego's house       |
| 11 The Cow          | 25 Ida restaurant      |
| 12 Osteria Basilico | 26 Panella             |
| 13 Electric Cinema  | 27 Pichi               |
| 14 Ottolenghi       |                        |

## RETAIL

- |                         |                        |
|-------------------------|------------------------|
| 1 Nooki                 | 13 Weekend by Max Mara |
| 2 Scarlet & Violet      | 14 Smythson            |
| 3 Sangye Yoga           | 15 James Perse         |
| 4 Paul Yacomine Atsutsh | 16 Orlebar Brown       |
| 5 Sirplus               | 17 Aesop               |
| 6 PedalShed             | 18 Diptyque            |
| 7 Bordelle              | 19 Derek Rose          |
| 8 Sister Jane           | 20 Jigsaw              |
| 9 Cubitts               | 21 Aimé                |
| 10 Sézane               | 22 Zadig & Voltaire    |
| 11 Sunspel              | 23 American Vintage    |
| 12 Paul Smith           | 24 Wild at Heart       |

# LOCAL DEVELOPMENTS



## 1 PROJECT FLOURISH



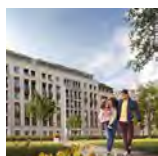
**Developer:** Ballymore  
**Scheme:** Landmark development to provide approximately 2,800 homes, new high street retail and commercial spaces, new Sainsbury's store and vast public realm works including a new town centre and a potential proposed Crossrail station  
**Status:** Construction start in 2026.

## 2 THE GRAMOPHONE WORKS



**Developer:** Resolution  
**Architect:** Studio RHE  
**Scheme:** 65,000 sq ft NIA timber office  
**Status:** Completed 2022.

## 3 PORTOBELLO SQUARE



**Developer:** Catalyst  
**Architect:** PRP  
**Scheme:** Residential: 1,000 private and affordable units  
**Status:** Completed 2025.

## 4 CHAPTER PORTOBELLO, 1 ALDERSON STREET



**Developer:** Greystar  
**Scheme:** Student accommodation: 271 bedrooms  
**Status:** Completed 2019.

## 5 GRAND UNION STUDIOS, 322 LADBROKE GROVE



**Developer:** Taylor Wimpey & Workspace Group  
**Architect:** Allford Hall Monaghan Morris  
**Scheme:** 70,500 sq ft  
**Status:** Completed 2025.

## 6 CANALOT STUDIOS, 222 KENSAL ROAD



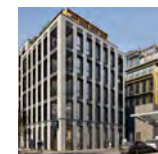
**Developer:** Workspace Group  
**Scheme:** Offices and production studios: 49,513 sq ft NIA  
**Status:** Completed 2022 (Tenants include Catherine Wilman Interiors, Kit and Caboodle & Lifelike Flowers).

## 7 FORMER WHITE KNIGHT LAUNDRY SITE, 253-259 KENSAL ROAD



**Developer:** Kensal Developments  
**Scheme:** Mixed-use scheme consisting of student accommodation, retail and commercial space  
**Status:** Demolition complete.

## 8 316-324 KENSAL ROAD



**Developer:** Material Works  
**Scheme:** New Build Mixed-use Development comprising 58,125 sq ft  
**Status:** Planning Granted 2024.

Ongoing multi-million pound regeneration and development continues to improve the location

# THE STUDIO: A BRIEF HISTORY



## 1920s

The front building facing Kensal Road, now called The Studio was built over existing warehouse buildings to house a creative workspace. A decade later, an additional rear building was added, extending the site to the canal's edge.

## 1960s

In the 1960s, Marcel Rodd of Art & Sound Ltd acquired The Studio, using it to press vinyl records under the Saga label, later evolving into Trojan Records in 1975. The Studio became a key hub for London's emerging reggae music scene. After Marcel's retirement in 1980, his daughter repurposed the site into a business centre, leasing offices and workshops to a variety of creative tenants until the property was sold for redevelopment in 2015.

## 2018 – 2020

Between 2018 and 2020, The Studio underwent a major transformation into a contemporary workspace, blending restored heritage architecture with modern design. The redevelopment retained many of the building's original industrial features while opening up and activating its canal-side frontage.



# THE STUDIO

Comprising two office buildings, A & B, and a total of 19,475 sq ft, there are character features and natural light in abundance throughout both buildings. There is cycle storage and shower/ changing facilities in the basement with direct outside access.

## BUILDING A

**Building A**, formerly known as the **Saga Centre**, fronts Kensal Road and provides 15,464 sq ft over ground and 3 upper floors. Of note, the top floor benefits from a feature north light warehouse style roof and the 1st floor has access to a large terrace overlooking the central courtyard. The ground floor 'showroom' office can be self-contained with its own access and prominent glazed frontage to Kensal Road, in addition to the access from the main reception.

## BUILDING B

**Building B**, known formerly as **The Cube**, is situated at the rear of the property and overlooks the Grand Union Canal. Of particular note the 2nd and 3rd office floors are configured to provide open balconies overlooking the 1st floor, whilst the 1st and 3rd floors benefit from outside terraces overlooking the canal. The ground floor is accessed from the main reception and lends itself to office or ancillary meeting/break out or event space.



# SPECIFICATION



Spacious, contemporary designed, office reception with option of adjoining event space



13 person passenger /goods lift for Building A



3 roof terraces across 1st & 3rd floors totalling 1,200 sq ft.



Exposed concrete brick structure



Exposed ceiling mounted VRF heating & cooling system combined with fresh air supply



Raised floor (125mm void) on the ground floor



Building designed to an occupational density of 1:10 sq m



Industrial double-glazed heritage style windows



Low energy LED linear suspended up/down lighting offering flexibility



30 cycle spaces with lockers and maintenance area in the basement



Changing facilities including 7 showers

reception

**19,475 SQ FT OF STUDIO  
ACCOMMODATION**

**SUITED TO  
OWNER OCCUPIERS**



**INDUSTRIAL STYLE**

**RECEPTION**



**INDUSTRIAL WORKSPACE**

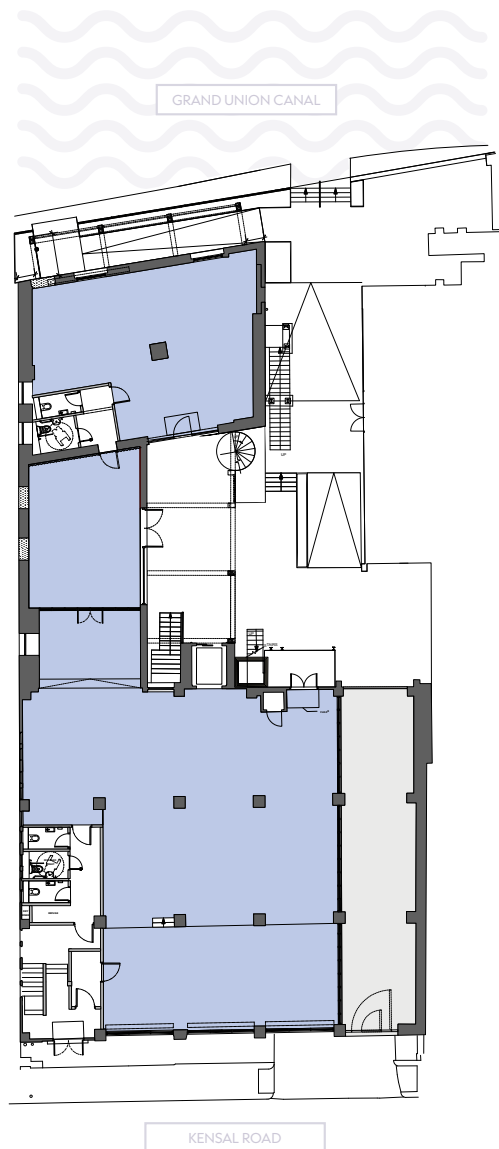
**AESTHETIC**



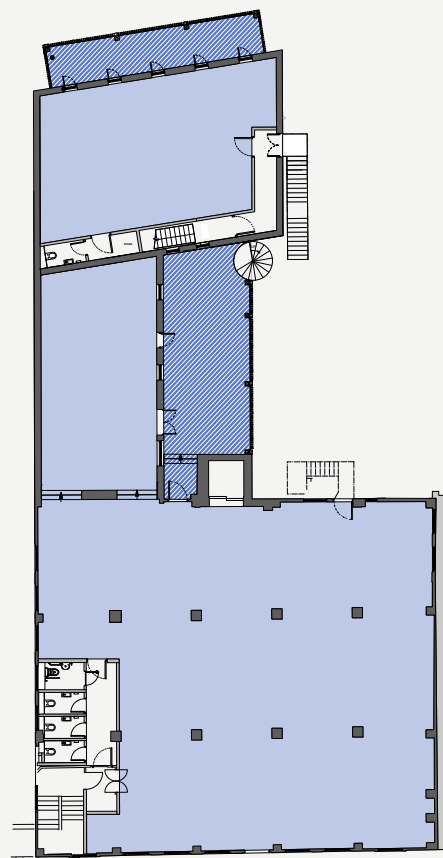
**3 ROOF TERRACES**

**TOTALLING 1,200 SQ FT**

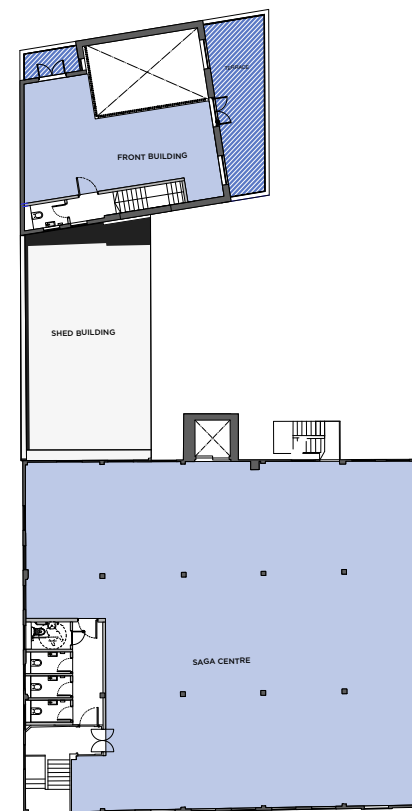
# FLOOR PLANS



**GROUND FLOOR**



**1ST FLOOR**



**3RD FLOOR**

# ACCOMMODATION

FLOOR	AREA (NIA) SQ M	AREA (NIA) SQ FT	EXTERNAL SQ M	EXTERNAL SQ FT
<b>BUILDING A, KENSAL ROAD</b>				
3RD FLOOR	335.6	3,828	-	-
2ND FLOOR	353.6	3,806	-	-
1ST FLOOR	432.9	4,660	63.5	683
GROUND	294.5	3,170	-	-
<b>SUB-TOTAL</b>	<b>1,436.6</b>	<b>15,464</b>	<b>63.5</b>	<b>683</b>
<b>BUILDING B, CANAL</b>				
3RD FLOOR	51.5	554	29.0	312
2ND FLOOR	78.4	844	-	-
1ST FLOOR	96.9	1,043	18.6	200
GROUND	93.7	1,009	-	-
<b>SUB-TOTAL</b>	<b>320.5</b>	<b>3,450</b>	<b>47.6</b>	<b>512</b>
RECEPTION	52.1	561	-	-
BASEMENT CYCLE STORAGE AND SHOWERS	-	-	-	-
<b>TOTAL</b>	<b>1,809.2</b>	<b>19,475</b>	<b>111.0</b>	<b>1,195</b>



# INVESTMENT EVIDENCE

DATE	ADDRESS	P/CODE	TENURE	NIA (SQ FT)	PRICE	YIELD	CAP VAL (£ PSF)
JUN 25	163-173 PRAED ST	W2	FH	5,513	£7,900,000	N/A	£1,433
MAR 25	50 NOTTING HILL GATE	W11	LLH	4,558	£3,700,000	N/A	£812
OCT 24	DORLAND HOUSE, 121-141 WESTBOURNE TERRACE	W2	FH	85,457	£63,500,000	6.39%	£743
AUG 24	31 <sup>ST</sup> PETERSBURGH PL	W2	FH	22,020	£24,000,000	3.75%	£1,090
AUG 24	72 CHANCELLORS RD	W6	FH	27,775	£11,650,000	N/A	£419
JUL 24	THE WILLIAM, 28-34 QUEENSWAY	W2	FH	68,697	£50,000,000	1.88%	£728
MAY 24	181 HARROW ROAD	W2	FH	15,089	£15,809,000	N/A	£1,000
FEB 24	THE COLONNADES ESTATE	W2	FH	58,456	£33,500,000	6.68%	£573
FEB 24	RUBY ZOE, 146-164 NOTTING HILL GATE	W11	FH	74,271	£52,854,000	5.61%	£712
AUG 23	ESCA HOUSE, 34 PALACE COURT	W2	LLH	13,536	£14,000,000	N/A	£1,034

# OCCUPATIONAL EVIDENCE

ADDRESS	P/CODE	FLOOR	SIZE (SQ FT)	TERM YEARS (BREAK)	RENT (£ PSF)
21 EVESHAM ST	W11	2	2,044	5	£40.00
WOOD LN	W12	G	3,652	5	£50.00
1 NICHOLAS RD	W11	4	18,000	10	£45.00
87 LANCASTER RD	W11	2	1,162	5	£45.00
87 LANCASTER RD	W11	B,G	3,291	7	£45.00
LONSDALE RD	W11	G,1	1,436	-	£62.50
87 LANCASTER RD	W11	3	1,122	5	£41.89
323-327 LATIMER RD	W10	G	305	-	£39.34
135 SALUSBURY RD	NW6	1	1,095	3	£50.00

## FURTHER INFORMATION

### EPC

Certificates available on request.

### VALUE ADDED TAX (VAT)

The property has been elected for VAT.

### DATA ROOM

Further information is available through an online data room. Access can be provided upon request from the sales team.

### PROPOSAL

Inviting offers in excess of **£7,000,000**, subject to contract and exclusive of VAT. A purchase at this price reflects a capital value of **£359 per sq ft**.

**michael elliot**

#### MARK SHIPMAN

Email: [markshipman@michaelelliott.co.uk](mailto:markshipman@michaelelliott.co.uk)

Phone No. : 07850 514 414

#### HOLLY NINEBERG

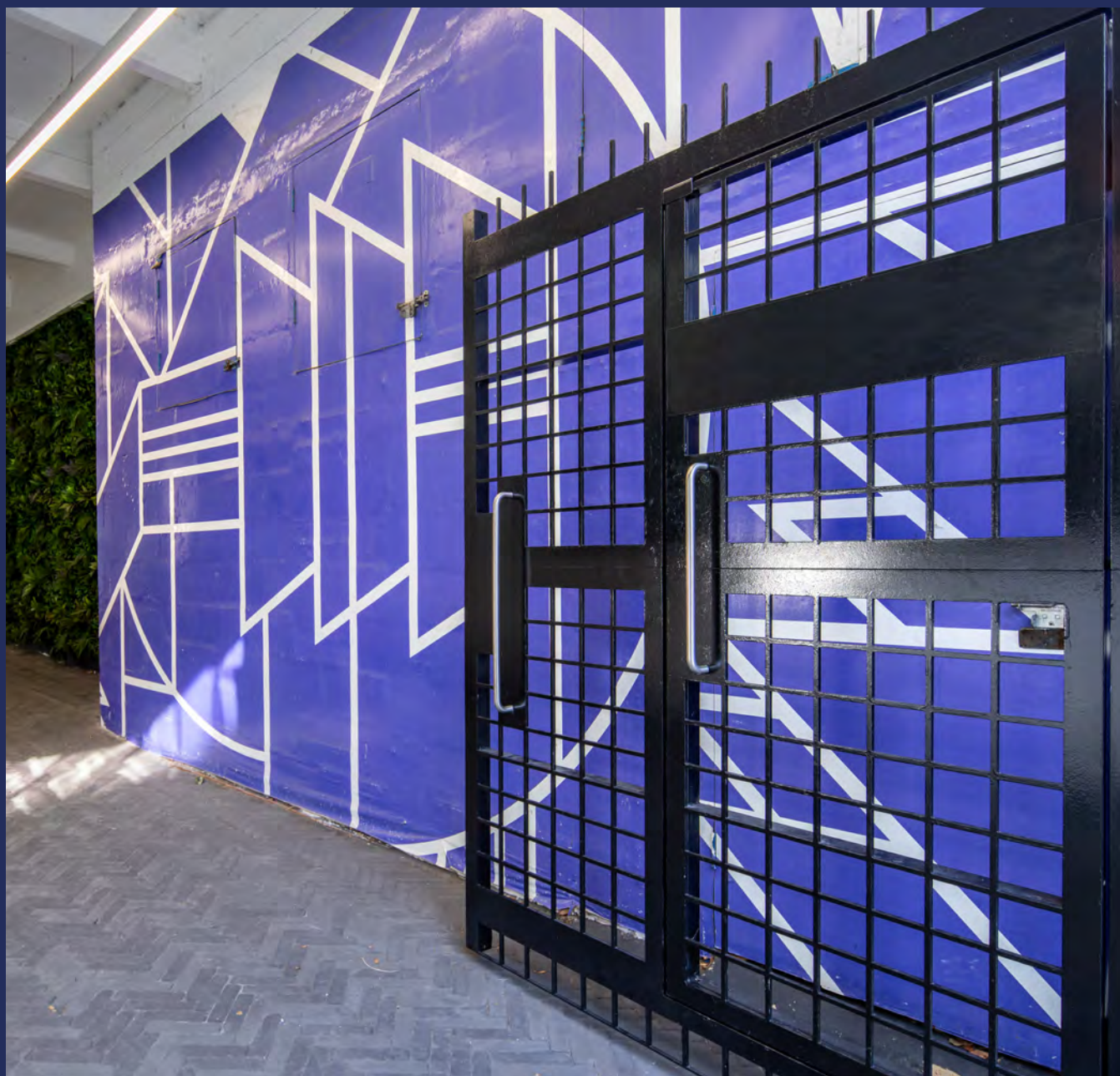
Email: [hollynineberg@michaelelliott.co.uk](mailto:hollynineberg@michaelelliott.co.uk)

Phone No. : 07769 251 490

#### WILLIAM HOPES

Email: [williamhopes@michaelelliott.co.uk](mailto:williamhopes@michaelelliott.co.uk)

Phone No. : 07842 727 989



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