

30

---

Curzon Street

---

MAYFAIR | LONDON W1



# Executive Summary

EXTREMELY RARE, OUTSTANDING  
FREEHOLD OPPORTUNITY,  
ON ONE OF MAYFAIR'S BEST  
KNOWN STREETS

30 Curzon Street (“the Property”) is an exceptional Grade I listed building, with prominent frontage on Curzon Street, and access to the rear from Market Mews.

Originally constructed between 1750-1755, the Property has been operated as a casino consistently since 1974, most recently trading as Crockfords, which was one of the world’s most exclusive and prestigious casino clubs.

Located in the heart of Mayfair, surrounded by some of London’s most desirable hotels, restaurants, luxury retail offerings and private members’ clubs.

The Property comprises approximately 2,250 sq m / 24,225 sq ft gross internal area (GIA), including a number of magnificent principal rooms, as well as three external terraces.

The existing planning use is Casino (Sui Generis), however the Property would be suitable for a number of alternative uses, subject to obtaining the necessary consents.

For sale Freehold, with the benefit of full vacant possession.



Hyde Park

30  
Curzon Street  
MAYFAIR | LONDON W1

Hyde Park Corner

Green Park

*Locations for indicative purposes only*

*Photo of the Property from Curzon Street, dated 1957.*



*Source: London Picture Archive*

# History of 30 Curzon Street

## 1750

30 Curzon Street was originally constructed in 1750-1755 and has been over its life subject to a wide-ranging remodelling, alteration and extension.

## 1771

Two original properties were amalgamated to create a grand residence for the Hon. H. F. Thynne undertaken by Robert Adam in 1771-2. As part of these works, two principal interior spaces were created within the property. These include the spectacular circular former dining room on the ground floor at the rear and the equally impressive first floor dining room.

## 1890

During the first half of the 19th Century the Property was occupied by Princess Sophia Matilda. Sometime thereafter, extensions and alterations to the building were undertaken by H. T. Hare in 1890, which included the creation of a circular apse in the first floor drawing room, alongside the creation of a ballroom to the rear of the first floor.

## 1939

In the 20th Century Messrs Gunters, the caterers and confectioners, occupied the building with reception rooms and offices and basement kitchens, but by 1939 the building had been vacant for some time.

## 1946

The Property suffered limited war damage and in 1946 another significant period of alteration occurred under the occupation by the Royal Worcester Porcelain Company.

## 1974

Further major alterations were carried out in 1974 when the Property was first use as a gaming club. Crockfords Casino have maintained and redecorated the Property since occupation, which has resulted in the buildings impressive surviving appearance today.



---

A view of the spectacular first floor rear ballroom of 30 Curzon Street. The room dates from 1890, and was formerly used by Crockfords as the main gaming and dining area.

---

# Mayfair London's Premier Address

Mayfair is an area steeped in history and London's most exclusive hotel, office and residential district, complemented by its unique luxury retail offer, high profile art galleries and world famous private members' clubs.

The unparalleled clustering of world class amenity has cemented its appeal as the place to live, work and play for the world's wealthiest and most high profile individuals, which further emphasises the rarity of this freehold opportunity.

NOTABLY, MAYFAIR IS LONDON'S,  
IF NOT THE WORLD'S,  
PRE-EMINENT AND BEST KNOWN  
PRIVATE MEMBERS' CLUBS DISTRICT.

These include historic establishments such as Annabel's, Mark's Club, Harry's Bar and The Arts Club.

Plus, more recently opened and equally as popular 5 Hertford Street, Oswald's, Maison Estelle, Little House Mayfair and The Twenty Two.



Maison Estelle

The Arts Club

5 Hertford Street

St James's Park

Oswald's

Mark's Club

Little House Mayfair

Green Park

Annabel's

30

Curzon Street

MAYFAIR | LONDON W1

*Locations for indicative purposes only*

# Amenity & Connectivity



## Hotels

- 01 Claridges
- 02 The Ritz
- 03 The Connaught
- 07 The Athenaeum
- 09 The Peninsula
- 04 The Westbury
- 05 The Dorchester
- 06 1 Hotel Mayfair
- 08 Four Seasons
- 10 The Twenty Two

## Restaurants

- 01 Mark's Club
- 02 Hide
- 03 Bellamys
- 04 Scott's
- 05 Gaia
- 06 George Club

The Property is located in Mayfair, situated toward the south west end of Curzon Street, with Market Mews to the rear.

Transport communications are excellent with Green Park, providing Piccadilly, Jubilee and Victoria lines, approximately 400 metres from the Property.

Hyde Park Corner, Piccadilly Circus, Bond Street and Oxford Circus Underground stations are all within a short walking distance, providing access to the Elizabeth, Piccadilly, Bakerloo, Central, Jubilee and Victoria lines.

The key arterial routes of Piccadilly, Park Lane and Knightsbridge are close to the Property, further enhancing its connectivity via private car and public transport.

In addition, the extensive open spaces provided by the Royal Parks of Hyde Park and Green Park surround this quadrant of Mayfair.



*Clockwise from top: The Connaught, The Ritz and Oswald's*

# The Property

Until recently, the Property operated as a prestigious private members' gambling club known as Crockfords Casino.

The Property extends over six -storeys and as already highlighted is a historic Grade I listed building extending to approximately 2,250 sq m / 24,225 sq ft sq m GIA.

The Property comprises:

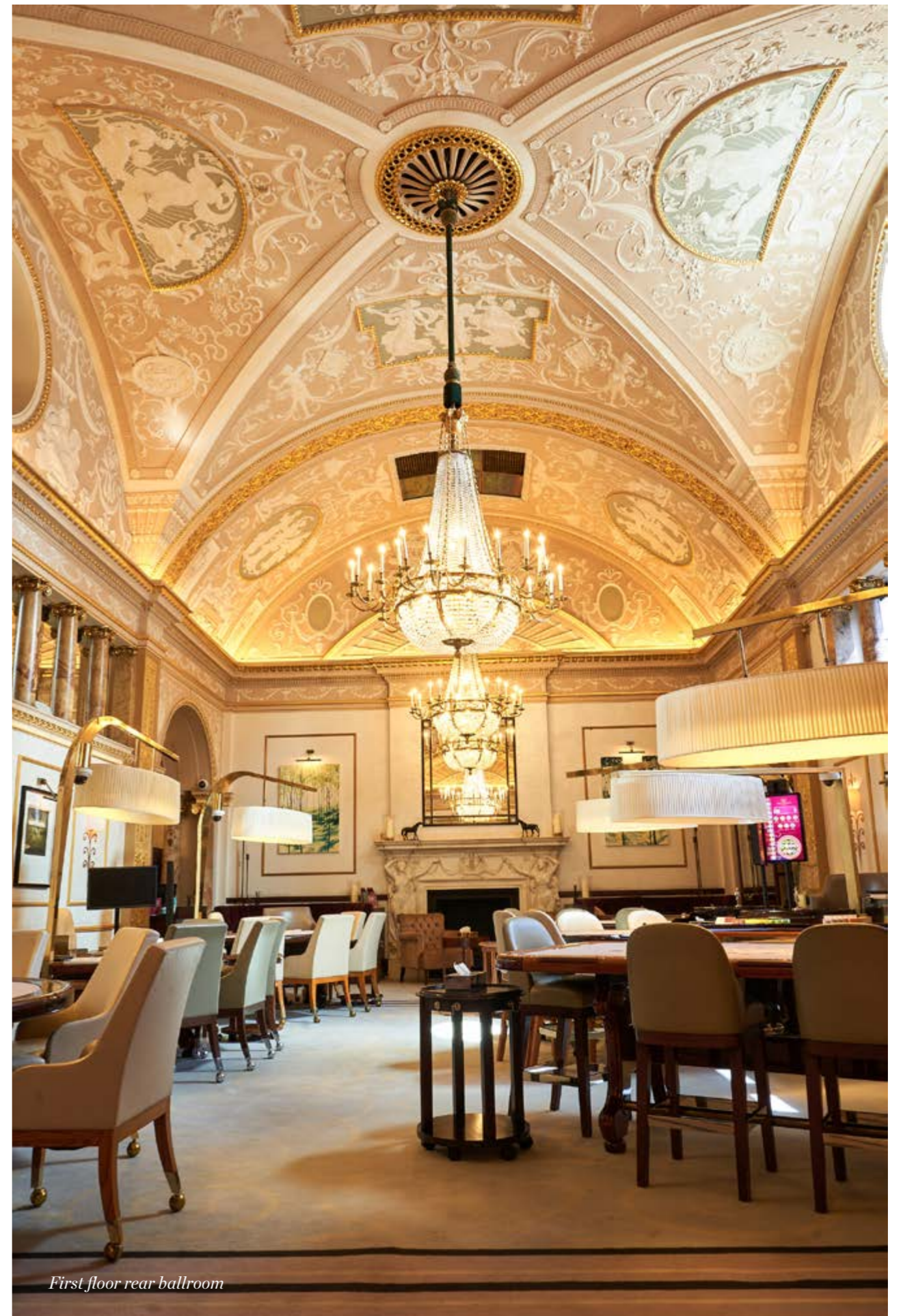
- Over 10 principal rooms historically used for gambling, lounges and dining;
- 2 large commercial kitchens and associate back of house areas; and
- 2 expansive dining rooms. The first floor front dining room is shown to the right;
- Staff accommodation including changing rooms, bathrooms, staff kitchen, office and meeting rooms
- 3 external terraces;



*First floor front dining room*



*Ballroom detail*

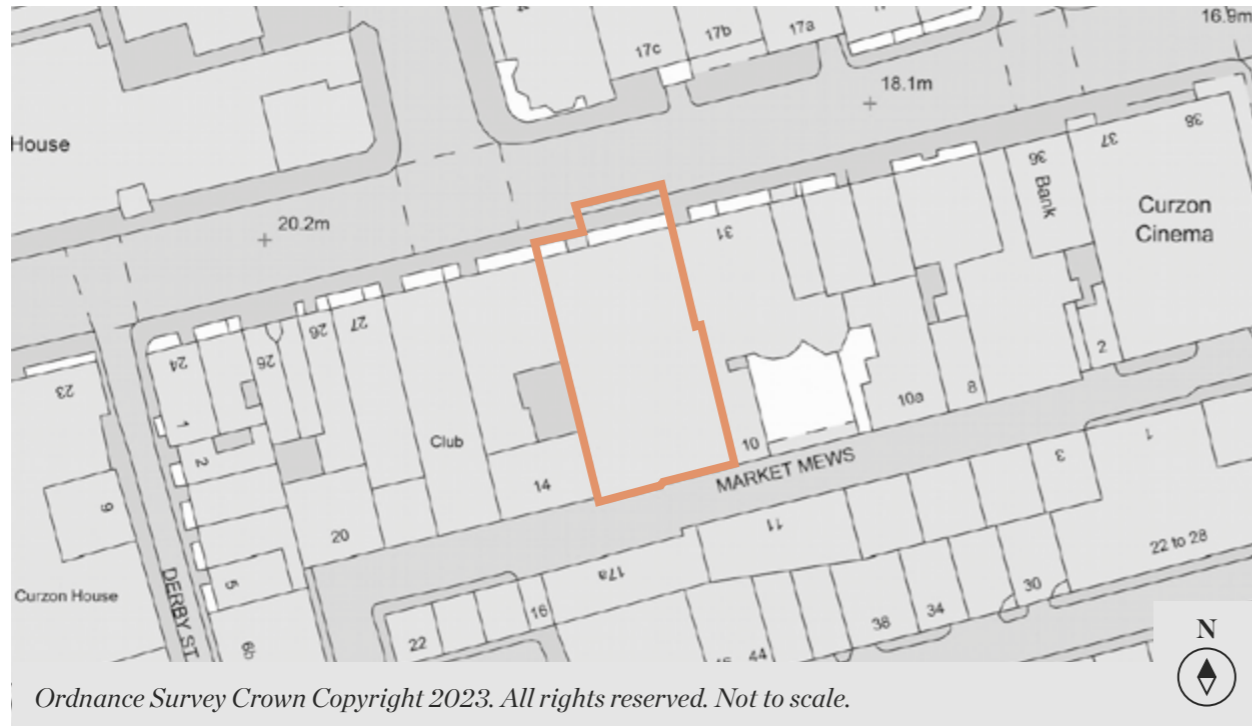


*First floor rear ballroom*

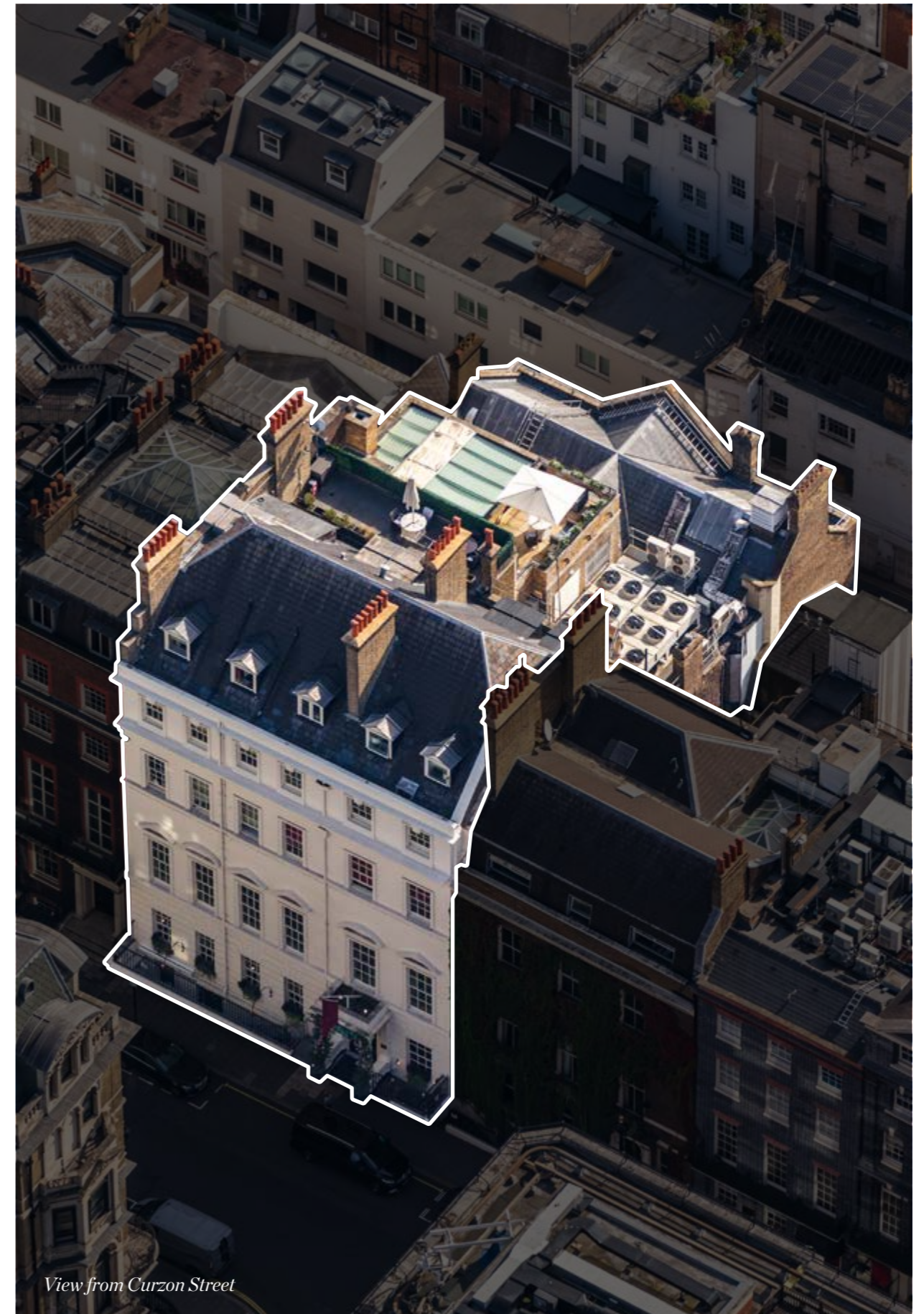


*First floor front dining room*

# Site Plan

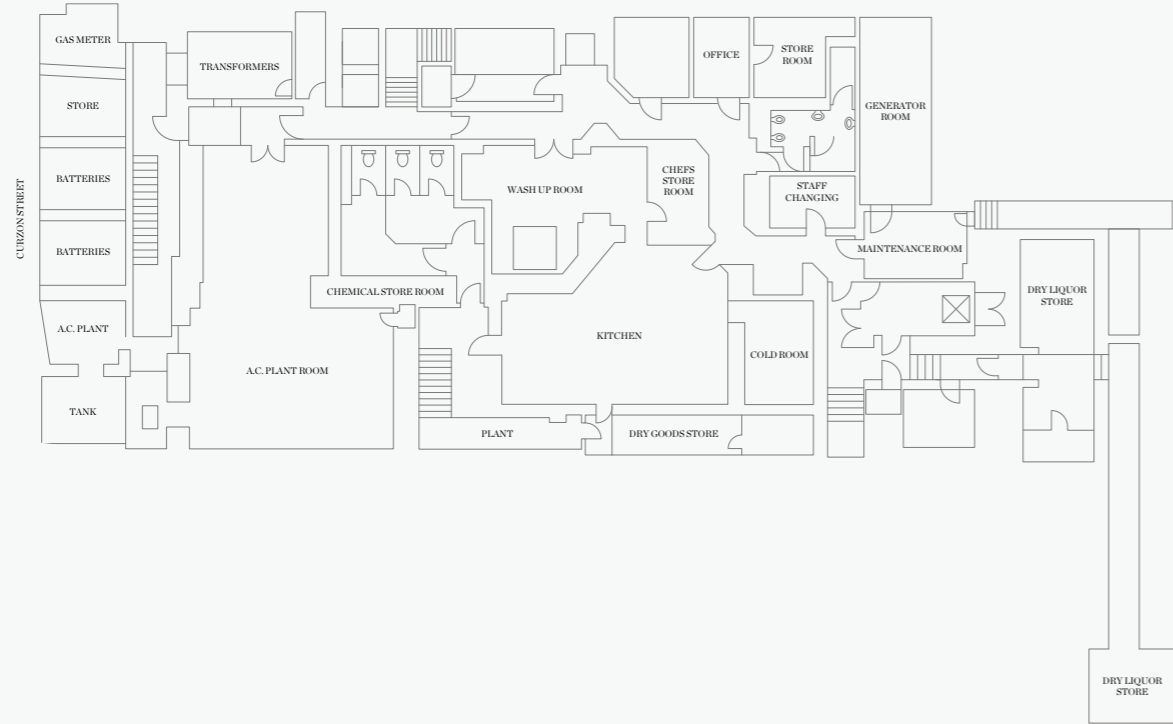


Site boundary for indicative purposes only

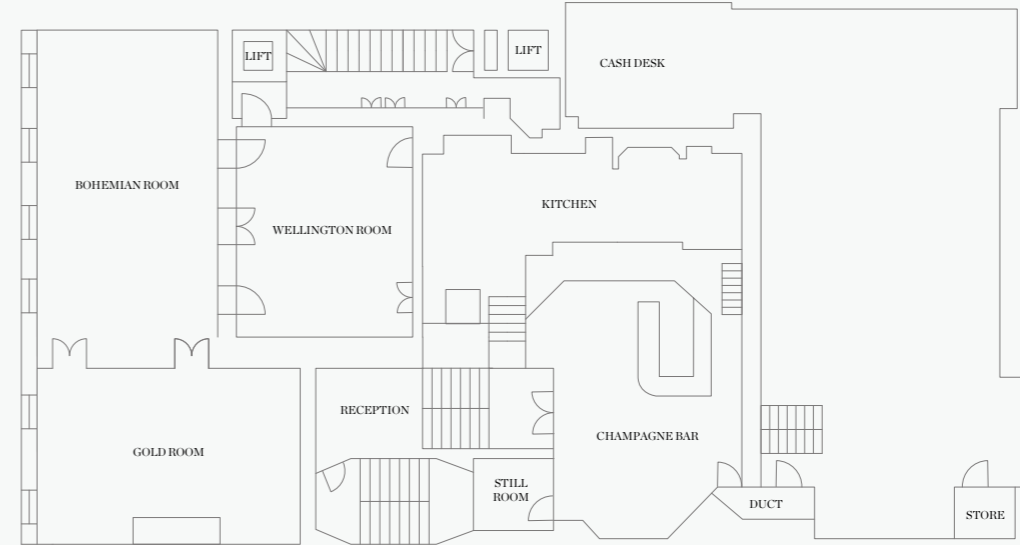


# Floor Plans

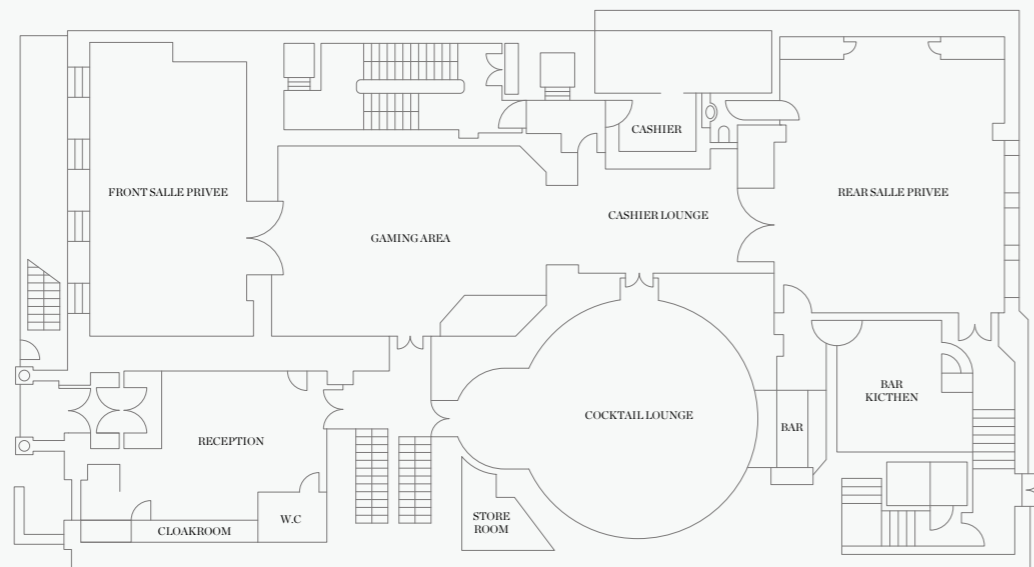
### Basement



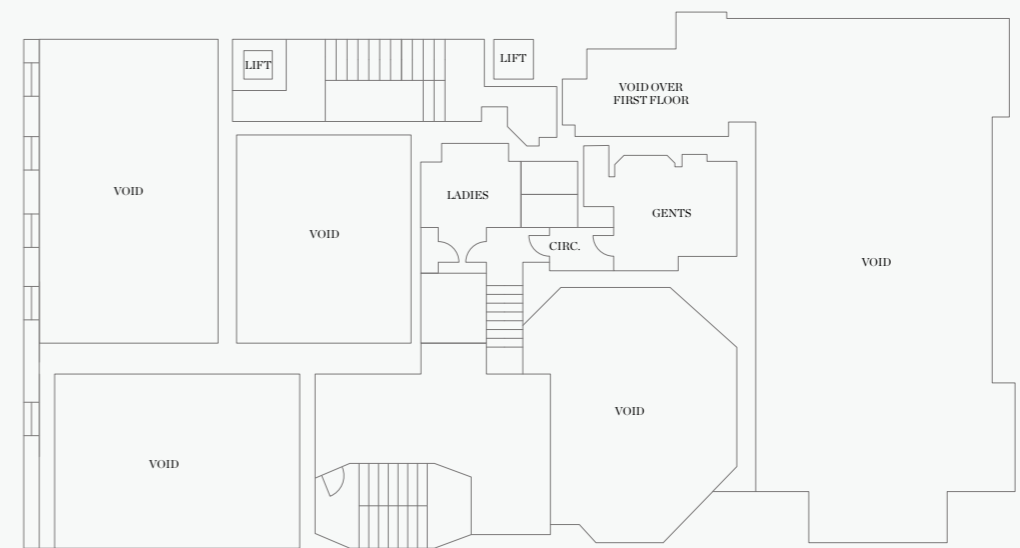
### First floor



### Ground floor

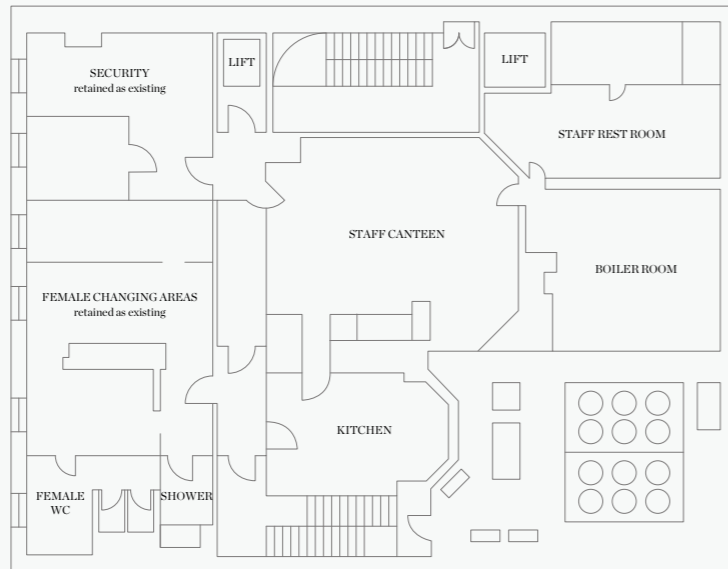


### Mezzanine

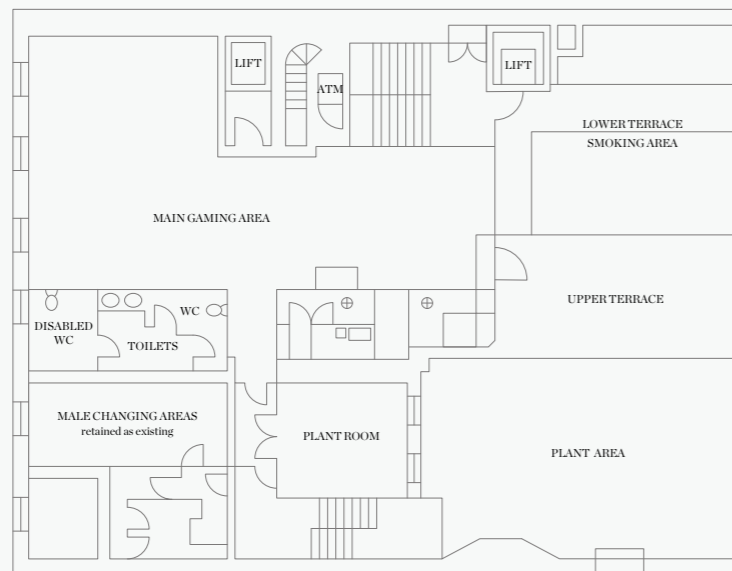


Plans have been amended for display. Not to scale and for indicative purposes only

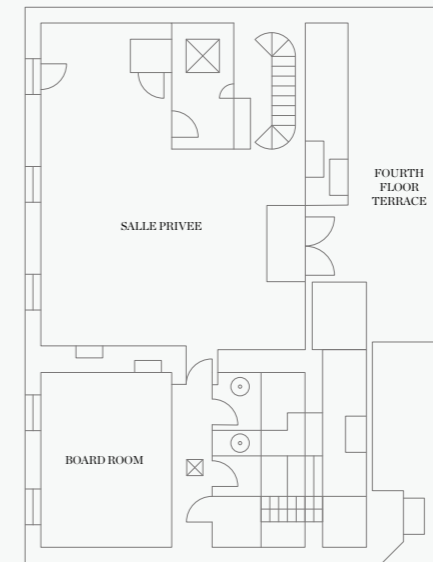
### Second floor



### Third floor



### Fourth floor



### GIA AREA SCHEDULE: (not to be relied upon)

Lower ground	572.5 sq m	6,162 sq ft
Ground floor	460.9 sq m	4,961 sq ft
First floor	469.5 sq m	5,054 sq ft
Mezzanine	116.1 sq m	1,250 sq ft
Second floor	289.4 sq m	3,115 sq ft
Third floor	205.3 sq m	2,210 sq ft
Fourth Floor	136.8 sq m	1,473 sq ft
<b>Total</b>	<b>2250.5 sq m</b>	<b>24,225 sq ft</b>

(Includes: plant and dry liquid store)

(Excludes: terraces and external plant areas)

Plans have been amended for display. Not to scale and for indicative purposes only

# Heritage & Planning

The Property lies within the West End ward of the City of Westminster and the Mayfair Conservation area.

The Property was included on the statutory list of buildings of special architectural or historic interest at Grade I on 24th February 1958. However, it should be noted that the list description pre-dates a number of extensive alterations to the listed building (including the relocation of a decorative ceiling from the first floor to the ground floor reception areas).

## THE PROPERTY LENDS ITSELF TO A NUMBER OF ALTERNATIVE USES SUBJECT TO OBTAINING THE NECESSARY PLANNING CONSENTS, INCLUDING BUT NOT LIMITED TO:

- Private Members' Club, with potential ancillary overnight accommodation (use class 'Sui Generis')
- National Embassy & High Commission (use class 'Sui Generis')
  - Single residential dwelling (use class C3)
    - Private Office (use class E(g))
- Boutique Hotel/ Serviced Apartments (use class C1)

A Planning Report prepared by **DP9** highlighting the relevant National and Local Planning Policies, plus a Heritage Summary prepared by **Giles Quarme Architects** are available on the dedicated [dataroom](#).

# The Opportunity

There is no explicit policy protection for the current Casino use ('Sui Generis'), with a range of incredibly attractive alternative potentially acceptable land uses, subject to the necessary consents. Design and technical considerations (e.g. heritage impact and neighbouring amenity) will be equally important to consider.

Given the current configuration and exceedingly well maintained infrastructure and facilities within the Property, it would lend itself to becoming a new and exclusive private members' club. However, the potential to pivot the Property towards one of the alternative uses outlined could also be highly desirable.



*First floor mezzanine bar*



Ground floor circular lounge

# Further Details

## TENURE

Freehold with vacant possession  
(Title Number LN48639).

## VAT

The Property is not elected for Vat.

## MARKETING DATAROOM

Further information relating to  
the Property including planning,  
technical and legal documents are  
available on the dedicated [dataroom](#).

## SERVICES

The Property is connected to all mains  
services. However, any interested parties  
must satisfy themselves that all services  
are suitable for their intended use.

## PROPOSAL

Offers are invited for the freehold interest,  
subject to contract and exclusive of Vat.

## AML COUNTERPARTY CHECKS

A successful bidder will be required  
to provide the usual information to  
satisfy the AML requirements when  
heads of terms are agreed.

# Contacts

FOR FURTHER INFORMATION OR TO ARRANGE AN INSPECTION  
PLEASE CONTACT THE FOLLOWING JOINT AGENTS:



## NICHOLAS MARKS

Director  
+44 (0) 7850 258 338  
nm@ncmprojects.co.uk



## ROBERT STAPLETON

Director, Head of UK Hotel  
Capital Markets  
+44 (0) 7972 000 230  
rstapleton@savills.com

## ALEX STURGESS

Director,  
UK Hotel Capital Markets  
+44 (0) 7796 185 197  
alex.sturgess@savills.com

## LUKE HAWKESBURY

Director,  
Development  
+44 (0) 7967 555 820  
lhawkesbury@savills.com

## JAMES DONGER

Associate Director,  
Development  
+44 (0) 7890 098 087  
jdonger@savills.com

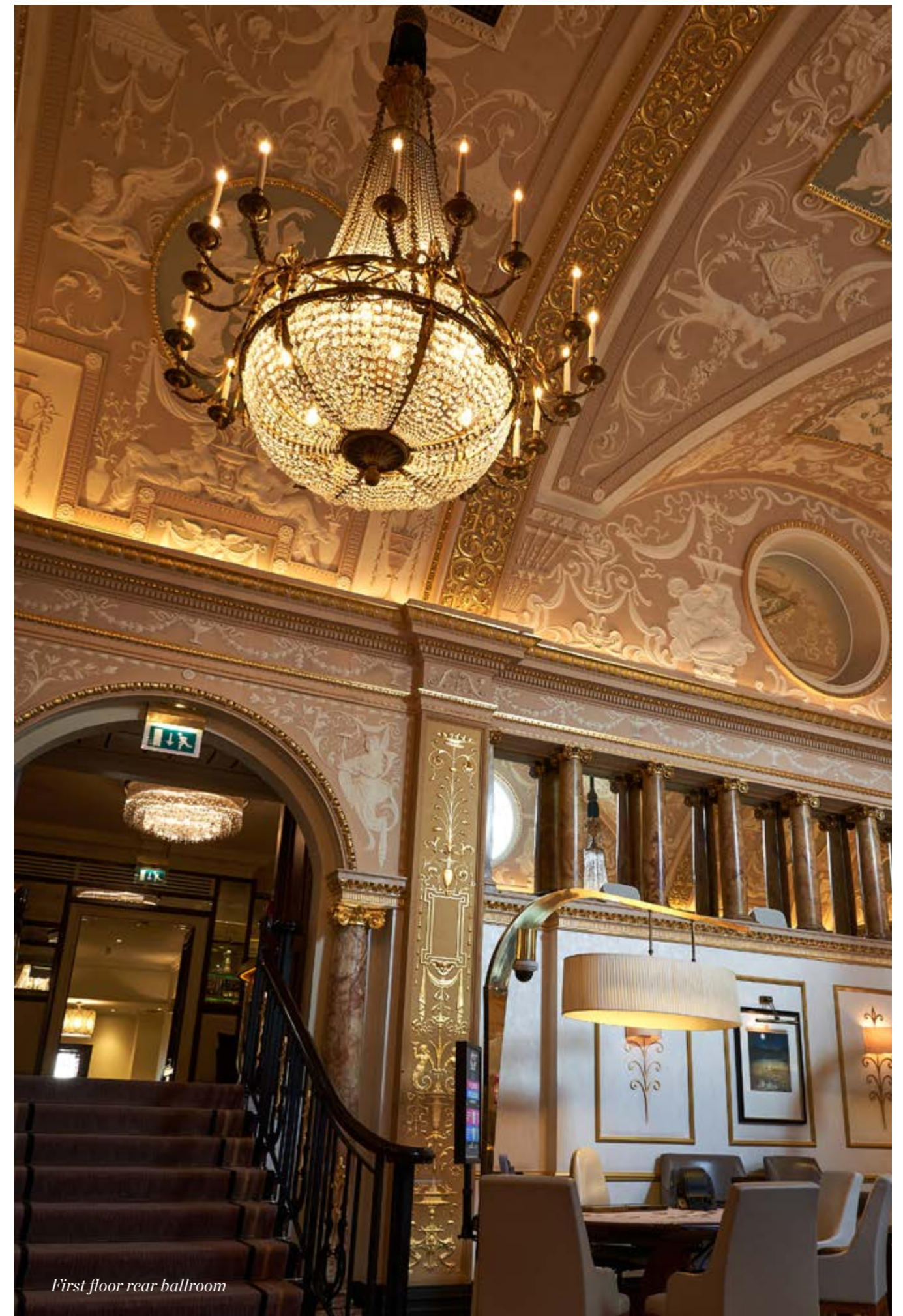
### IMPORTANT NOTICE

Savills, their clients and any joint agents give notice that:

1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.
2. Any areas, measurements or distances are approximate. The text, images and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Savills have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.

Maps are reproduced from the Ordnance Survey Map with the permission of the Controller of H.M. Stationery Office. © Crown copyright licence number 100022432 Savills (UK) Ltd, and published for the purposes of identification only and although believed to be correct accuracy is not guaranteed.

Designed and produced by Savills Marketing: 020 7499 8644 | 13.11.2023



*First floor rear ballroom*

