44 to 45 THE BROADWAY

EALING W5

PRIME LONDON FREEHOLD FOR SALE WITH FULL VACANT POSSESSION AND RESIDENTIAL-LED PLANNING PERMISSIONS

savills

44-45 THE BROADWAY, LOCATED IN THE LONDON BOROUGH OF EALING THE THIRD LARGEST BOROUGH IN LONDON, LOCATED 9 MILES (14.5 KM) WEST OF CENTRAL LONDON.

OPPORTUNITY SUMMARY

A RARE OPPORTUNITY TO ACQUIRE A PRIME LONDON FREEHOLD BENEFITING FROM A RESIDENTIAL LED PLANNING PERMISSION AS WELL AS SIGNIFICANT BREAK UP POTENTIAL WITH FULL VACANT POSSESSION.

- A rare opportunity to acquire a prime London freehold with mixed use break up/redevelopment potential with full vacant possession.
- Affluent and densely populated West London borough with a resident population of over 340,000.
- The property benefits from planning permissions to deliver 10 residential dwellings (Use Class C3), together with a resubmitted Prior Approval application for a further 2 dwellings. Access is provided via Oak Road.
- Located in the London Borough of Ealing, the third largest Borough in London, located 9 miles (14.5 km) west of Central London.
- Strong demographic profile with above-average household incomes and significant professional workforce.
- Established retail and leisure destination anchored by Ealing Broadway, one of West London's principal town centres.
- Benefiting from substantial regeneration and ongoing inward investment across the town centre.
- Located on a prominent trading position on The Broadway, the property benefits from return frontage onto Oak Road.
- Proven tenant demand with offers already received on the whole and parts of the commercial element.
- Freehold.

We are instructed to seek offers in excess of £3,750,000 (Three Million Seven Hundred and Fifty Thousand Pounds) subject to contract which reflects a capital value of £652 per sq ft based upon the existing demise, and £485 per sq ft on the consented scheme.

THE TOWN ENJOYS EXCELLENT CONNECTIVITY, WITH ACCESS TO THE ELIZABETH LINE, CENTRAL LINE, DISTRICT LINE AND NATIONAL RAIL SERVICES, PROVIDING FAST JOURNEY TIMES TO CENTRAL LONDON.

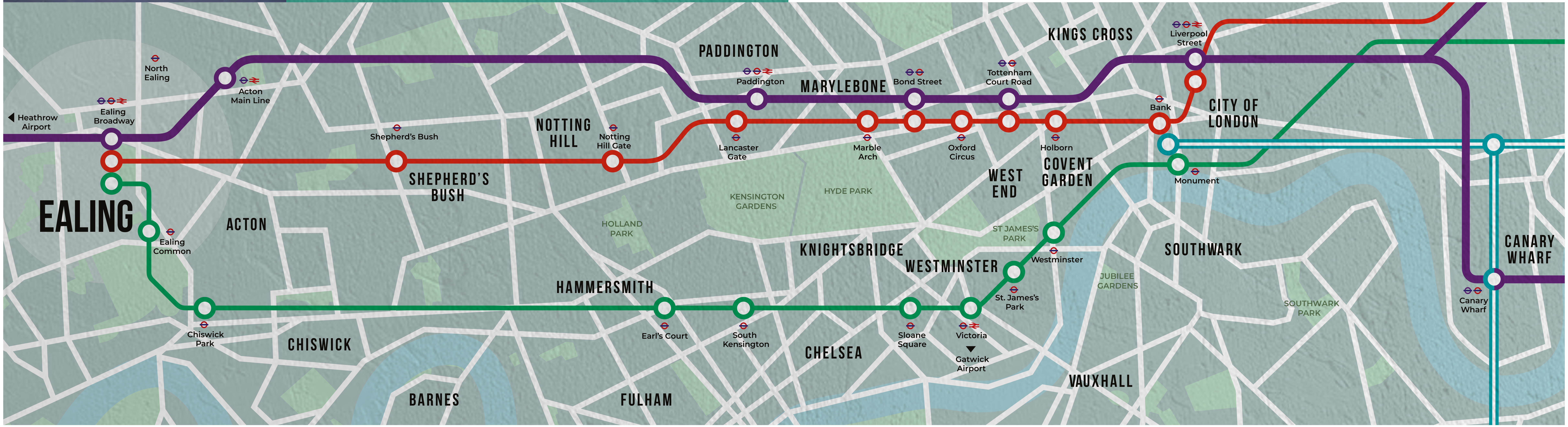
LOCATION

EALING IS AN AFFLUENT AND VIBRANT WEST LONDON DISTRICT, LOCATED APPROXIMATELY 9 MILES WEST OF CENTRAL LONDON. RECOGNISED AS ONE OF THE CAPITAL'S PRINCIPAL METROPOLITAN CENTRES, EALING BENEFITS FROM A STRONG DEMOGRAPHIC PROFILE, SUBSTANTIAL RESIDENTIAL DENSITY AND AN ESTABLISHED RETAIL AND LEISURE OFFERING CENTRED AROUND EALING BROADWAY.

The town enjoys excellent connectivity, with access to the Elizabeth Line, Central Line, District Line and National Rail services, providing fast journey times to Central London, Heathrow Airport and the wider South East. Ealing also benefits from strong road communications via the A40 and M4 motorway network.

Ealing Broadway serves as the dominant retail destination within the borough, attracting a wide range of national and independent occupiers alongside a thriving food and beverage scene. The area continues to benefit from significant regeneration and residential development, further enhancing footfall and consumer demand.

The combination of affluent catchments, strong transport infrastructure and continued investment has established Ealing as one of West London's most attractive retail and leisure destinations.



Map is for indicative purposes only.

SITUATION

THE SUBJECT PROPERTY OCCUPIES A PROMINENT AND HIGHLY VISIBLE POSITION ON THE BROADWAY, AT THE JUNCTION WITH THE MALL, IN THE HEART OF EALING TOWN CENTRE.

Situated directly opposite Ealing Broadway Station, the location benefits from exceptional levels of pedestrian footfall generated by the Elizabeth Line, Central Line, District Line and National Rail services.

In addition, the property benefits from return frontage onto Oak Road, which provides access to the multi-storey car park serving Ealing Broadway Shopping Centre.

The principal entrance to Ealing Broadway Shopping Centre is located in close proximity to the west of the property.

The property is adjacent to HSBC and The North Star Public House. Opposite occupiers include Sainsbury's Local and Metro Bank, whilst M&S Foodhall is located a short walk away adjacent to the station.

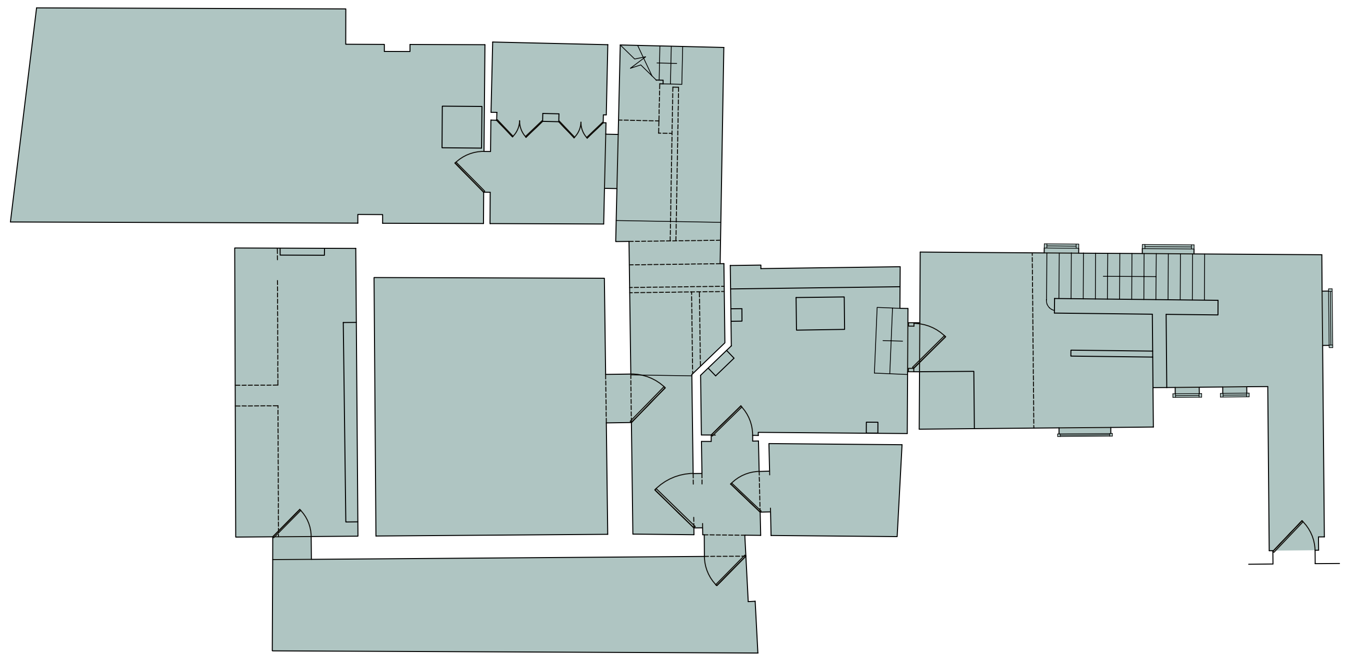
DESCRIPTION

THE PROPERTY COMPRISES A SUBSTANTIAL AND PROMINENT FORMER BANKING PREMISES ARRANGED OVER GROUND, BASEMENT AND UPPER FLOORS, OCCUPYING A CORNER POSITION WITH EXTENSIVE FRONTAGE ONTO THE BROADWAY AND RETURN FRONTAGE ONTO OAK ROAD.

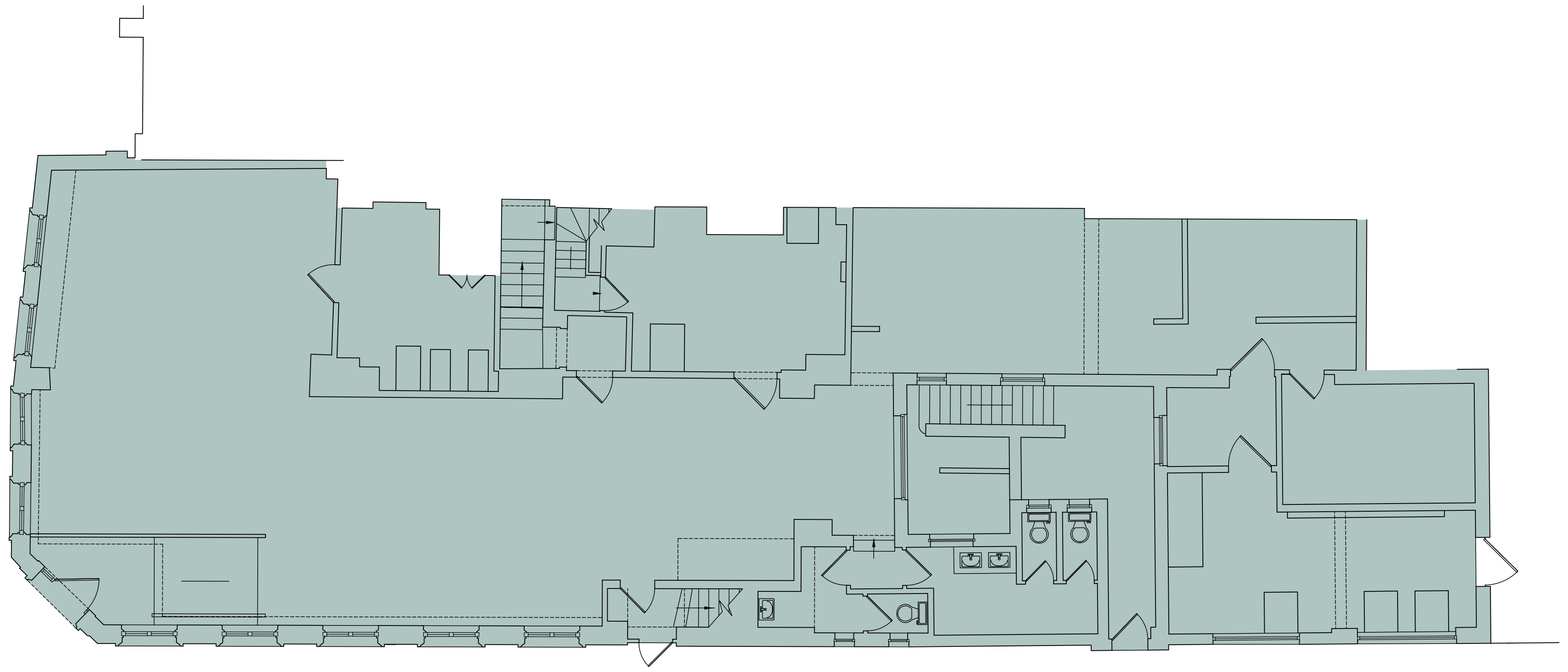
The ground floor provides a large open-plan banking hall/retail sales area with ancillary offices and storage accommodation, benefiting from excellent natural light and prominent glazed frontage. The upper floors provide additional ancillary accommodation, suitable for office, storage or staff facilities, whilst the basement provides further storage and plant space.

The property benefits from dual access points and a highly prominent corner entrance, together with strong branding opportunities across the extensive frontage.

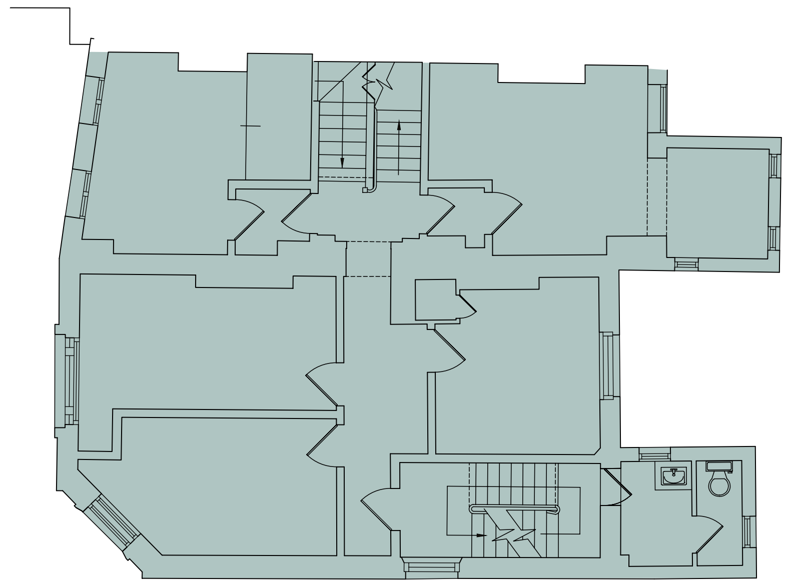
EXISTING ACCOMMODATION



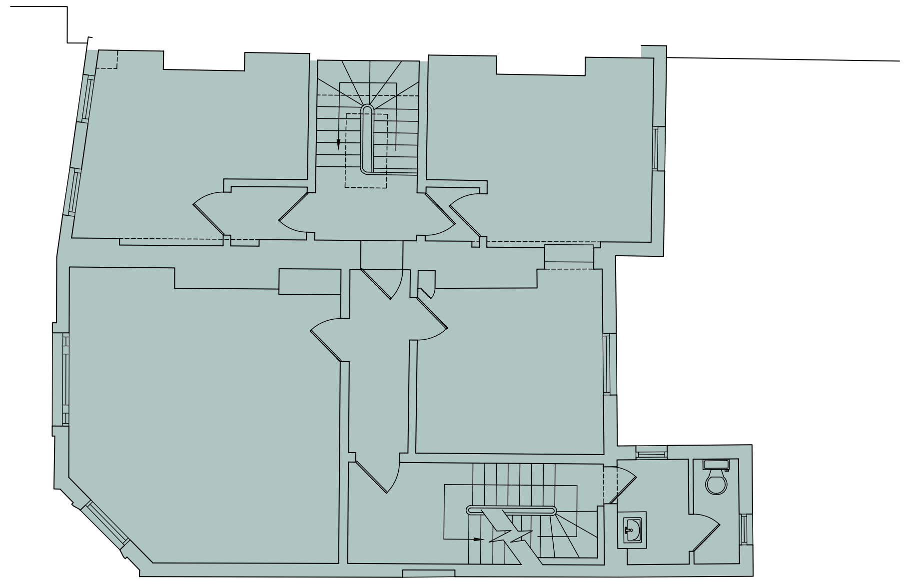
BASEMENT FLOOR



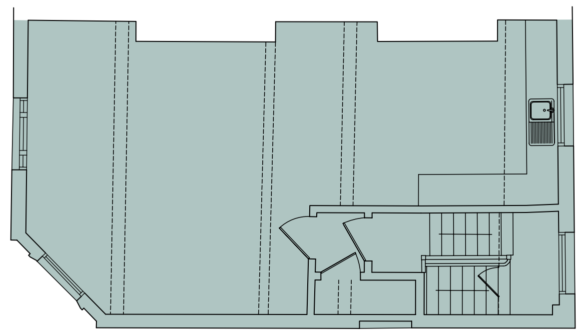
GROUND FLOOR



FIRST FLOOR



SECOND FLOOR



THIRD FLOOR

Floorplans are for indicative purposes.

THE PROPERTY COMPRISES OF THE FOLLOWING APPROXIMATE AREAS:

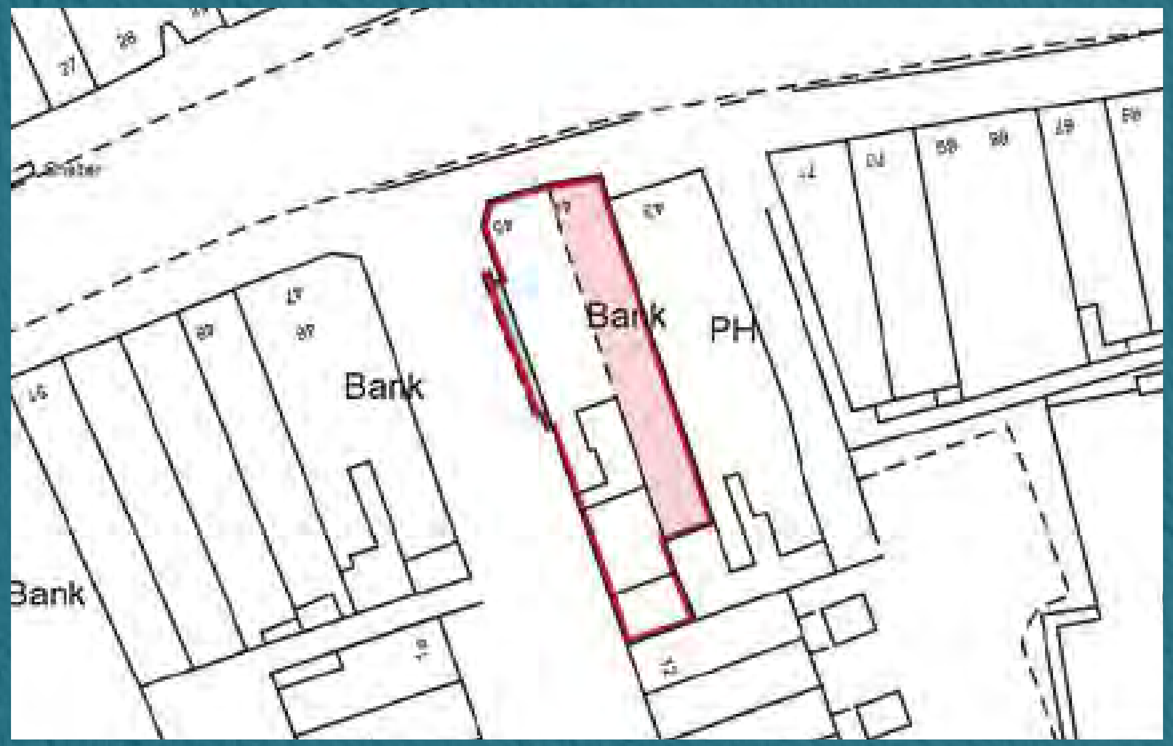
DEMISE	NIA (SQ FT)	NIA (SQ M)
Ground Floor	2,423	225
Basement	1,223	114
First Floor	824	77
Second Floor	785	73
Third Floor	488	45
TOTAL	**5,744**	**534**

TENURE

Our client is seeking to dispose of the freehold interest in the property outlined in red on the map below.

TITLE NUMBER:

AGL50279.



TENANCY

The property is being sold with full vacant possession.

RESIDENTIAL DEVELOPMENT

NEW BUILD	FLOOR	BEDS	(SQ FT)	(SQ M)
Flat 1	First	2B3P	656	61
Flat 2	First	1B2P	539	50
Flat 3	Second	2B3P	656	61
Flat 4	Second	1B2P	502	47
Flat 5	Third	2B3P	656	61
Flat 6	Third	1B2P	502	47
Flat 7	Fourth	2B3P	656	61
Flat 8	Fourth	1B2P	538	50
Flat 9	Third / Fourth	3B4P	948	88
CONVERSION			(SQ FT)	(SQ M)
Flat A	First	2B3P	775	72
Flat B	Second	2B3P	861	80
Flat C	Third	1B1P	441	41
TOTAL			**7,731.1**	**719**

Full details of the scheme, including the planning consent and supporting documentation, are available within the data room.

PLANNING CONTEXT

The property benefits from an implemented planning permission (Ref: 204954FUL) for the development of 9 residential units (Use Class C3) and a ground-floor commercial unit (Use Class E) fronting Oak Road, comprising a part fourth and fifth-floor extension and a five-storey rear extension.

Minor amendments were made to this permission via a S73 application (Ref: 252348VAR). Prior Approval has also been granted (Ref: 244893PACBSD) for the conversion of the existing first-floor office accommodation to 1 residential unit.

A further Prior Approval (Ref: 222104PACBSD) was previously granted for the conversion of the second and third floors to 2 residential units, increasing the total scheme size to 12 units.

Whilst this consent has lapsed, a replacement Prior Approval application has been submitted (Ref: 262305PACEC3), with a decision anticipated in August 2026. Full details relating to all relevant applications are available in the data room.

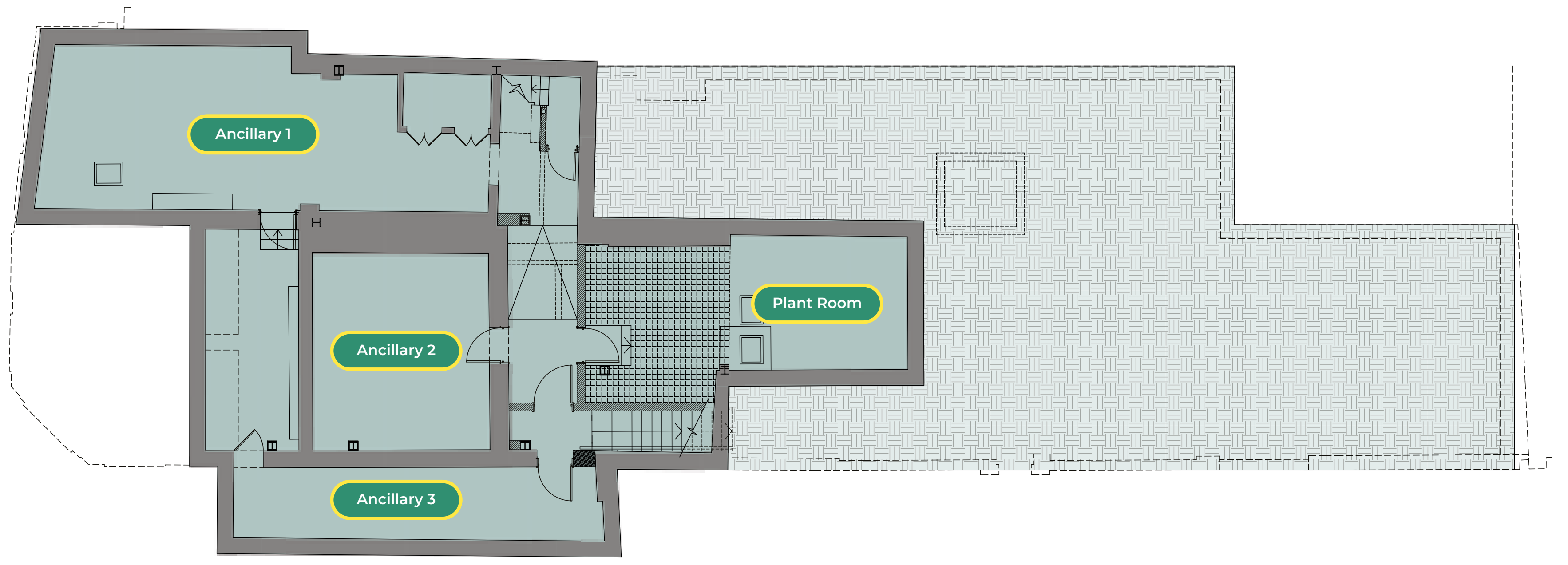
S106 & CIL

The development is subject to a Section 106 Agreement, as varied by a Deed of Variation, which secures the development as a low-car scheme, preventing residents (other than eligible Blue Badge holders) from obtaining Controlled Parking Zone permits, and requires notification of this restriction to all future occupiers.

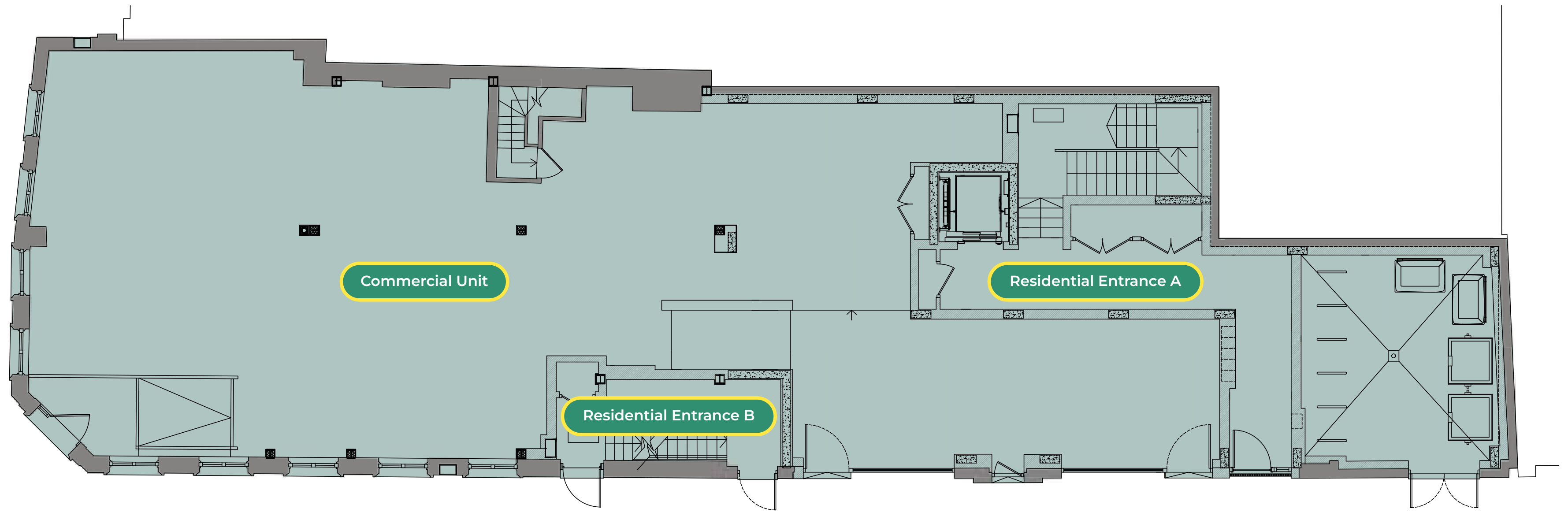
The Agreement also secures an Energy Monitoring Contribution of £2,591 which has been paid by the vendor, with no further obligations relating to affordable housing or other financial contributions. The S106 and DoV are available in the data room.

The CIL liability of £43,310 has been paid by the vendor as part of their implementation works. Confirmation of this is provided within the data room.

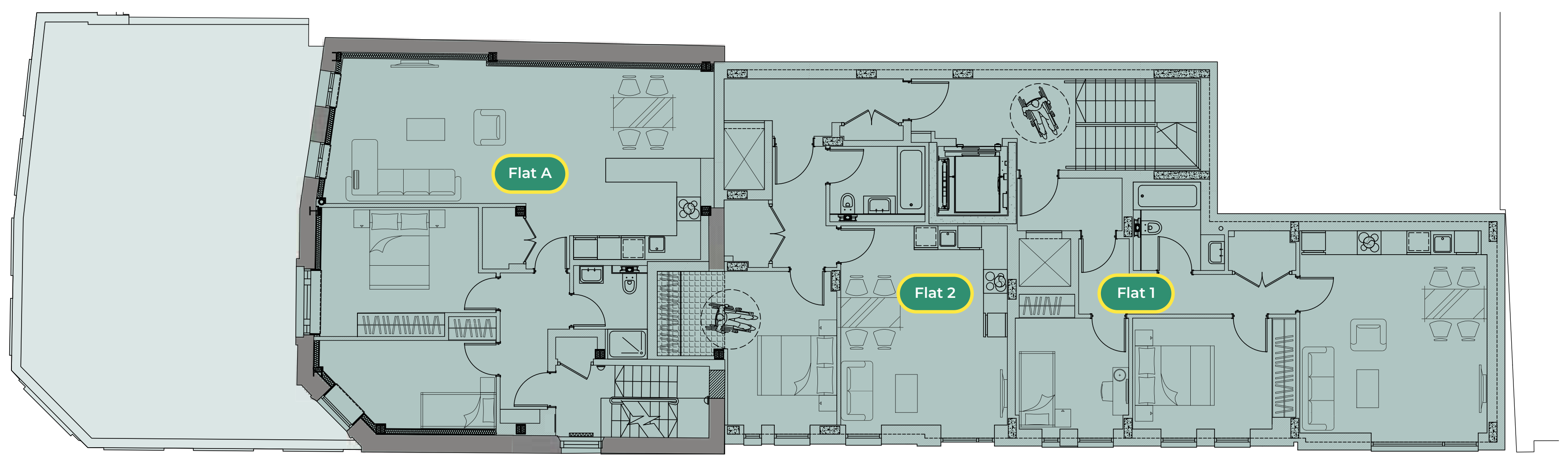
PROPOSED BASEMENT FLOOR



PROPOSED GROUND FLOOR

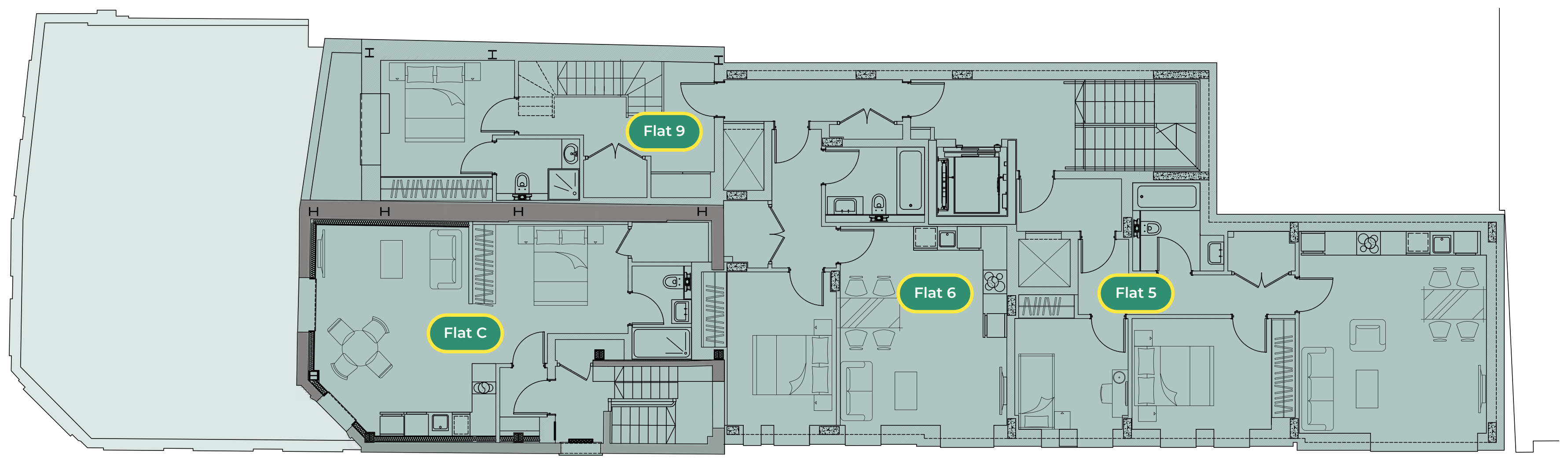


PROPOSED FIRST FLOOR

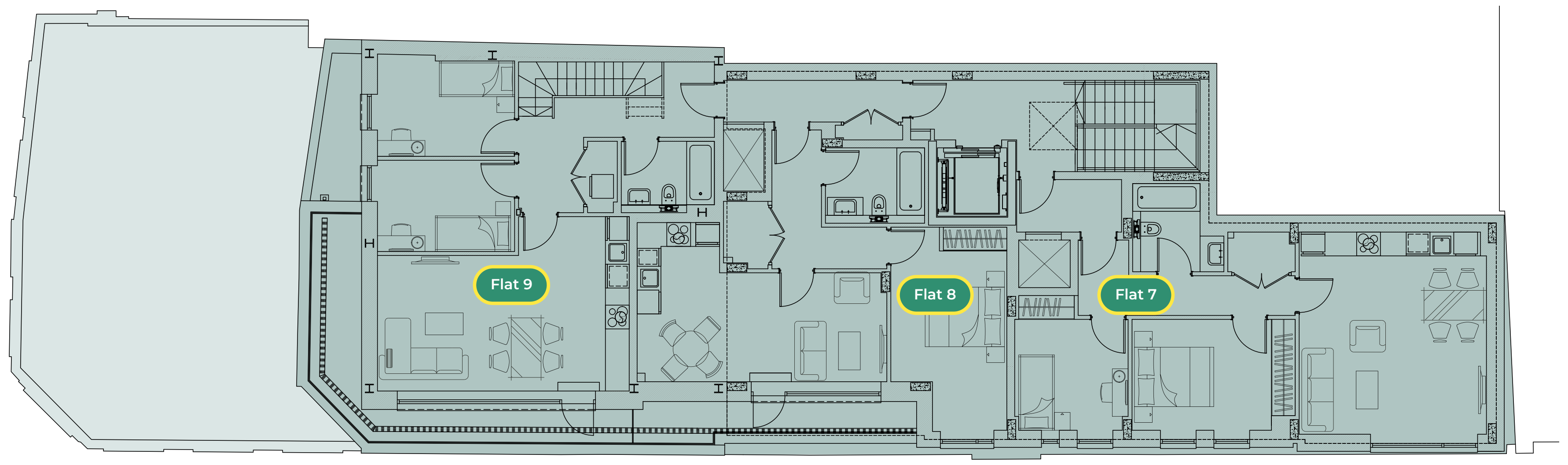


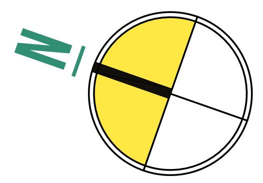
PROPOSED SECOND FLOOR

PROPOSED THIRD FLOOR



PROPOSED FOURTH FLOOR





Floorplans are for indicative purposes.

EALING RESIDENTIAL MARKET

EALING REMAINS ONE OF WEST LONDON'S MOST ATTRACTIVE AND LIQUID RESIDENTIAL MARKETS. WHILE CAPITAL VALUE GROWTH HAS MODERATED IN RESPONSE TO HIGHER INTEREST RATES, PRICING HAS GENERALLY STABILISED AND BUYER DEMAND REMAINS ROBUST FOR WELL-LOCATED FAMILY HOUSING AND QUALITY CONVERSION FLATS.

The borough continues to benefit from the transformational impact of the Elizabeth Line, strong educational provision and an enduring shortage of housing supply. Rental performance remains particularly strong, with above-average rents supporting investment demand. Looking forward, improving mortgage affordability and constrained supply are expected to support modest house price growth over the medium term.

The average house price in Ealing was approximately £576,000 at the end of 2025, representing annual growth of around 1.6%.

RENTAL VALUE

WE CONSIDER £135 ZONE A TO BE AN APPROPRIATE RATE TO APPLY TO THE COMMERCIAL ELEMENT AS PER THE CONSENTED PLANNING PERMISSION. THIS GENERATES AN ERV OF £178,516 PER ANNUM.

This is based upon the following leasing transaction set out below:

- Open Market Letting (OML) to Lloyds Bank at the former Amazon Fresh, 59 The Broadway, showing £131.50 headline Zone A and £120 net Zone A.
- 56 The Broadway (former Body Shop), currently under offer at a net Zone A rate of £120.
- OML to Admiral Casino at 68–69 The Mall, showing a headline Zone A rate of £167.
- 20 The Broadway (Costa Coffee), with a forthcoming rent review where agents anticipate settlement at circa £130 Zone A (noting this unit is subject to a service charge).

We have allowed for an allowance of +2.5% which was applied to reflect the benefit of the return frontage. However, this was fully offset by a deduction for hard frontage.

RAMPED AREAS:
A small allowance has been made for the ramp located within Zone A. This area measures 48 sq ft and has been discounted to 10% of Zone A, contributing 4.8 sq ft.

RETAILING IN EALING

EALING HAS A COMPACT CORE RETAIL AREA FOCUSSED AROUND THE THOROUGHFARE OF THE BROADWAY, THE MALL AND NEW BROADWAY WHICH RUNS EAST TO WEST THROUGH THE TOWN'S CENTRE. EALING'S RETAIL ENVIRONMENT BENEFITS FROM A STRATEGIC OWNERSHIP OF THE TOWN CENTRE, WHO HAVE LISTED REITS AND DEVELOPERS SHOWING LONG TERM INVESTMENT AND CREATIVE MANAGEMENT TO CREATE AND MAINTAIN A THRIVING CENTRE.

The retail floor space in Ealing is estimated at 0.83m sq ft, above average when benchmarked against similar Promis Centres. The majority of the multiple retail and leisure offer is focussed on the 470,000 sq ft Ealing Broadway Shopping Centre owned by British Land which has a footfall of c. 15m pa. The scheme comprises 85 units and is anchored by M&S and Primark with other tenants including JD Sports, H&M, Next, Tesco and River Island. Recent lettings include Oliver Bonas, Rituals, Hôtel Chocolat and Newbie.

The leisure offer includes a 15,000 sq ft Pure Gym and Nuffield Health Gym, a library and several restaurants, bars and cafés including Wagamama, Popeyes, Wasabi and Blank Street Coffee.

Gutter Ball recently opened an 8 lane bowling and competitive socialising offer within the ownership. The strong F&B and leisure is complimented by Dickens Yard which includes the Picturehouse cinema. The Filmworks development opened in November 2021.

LOCAL OCCUPIERS INCLUDE:

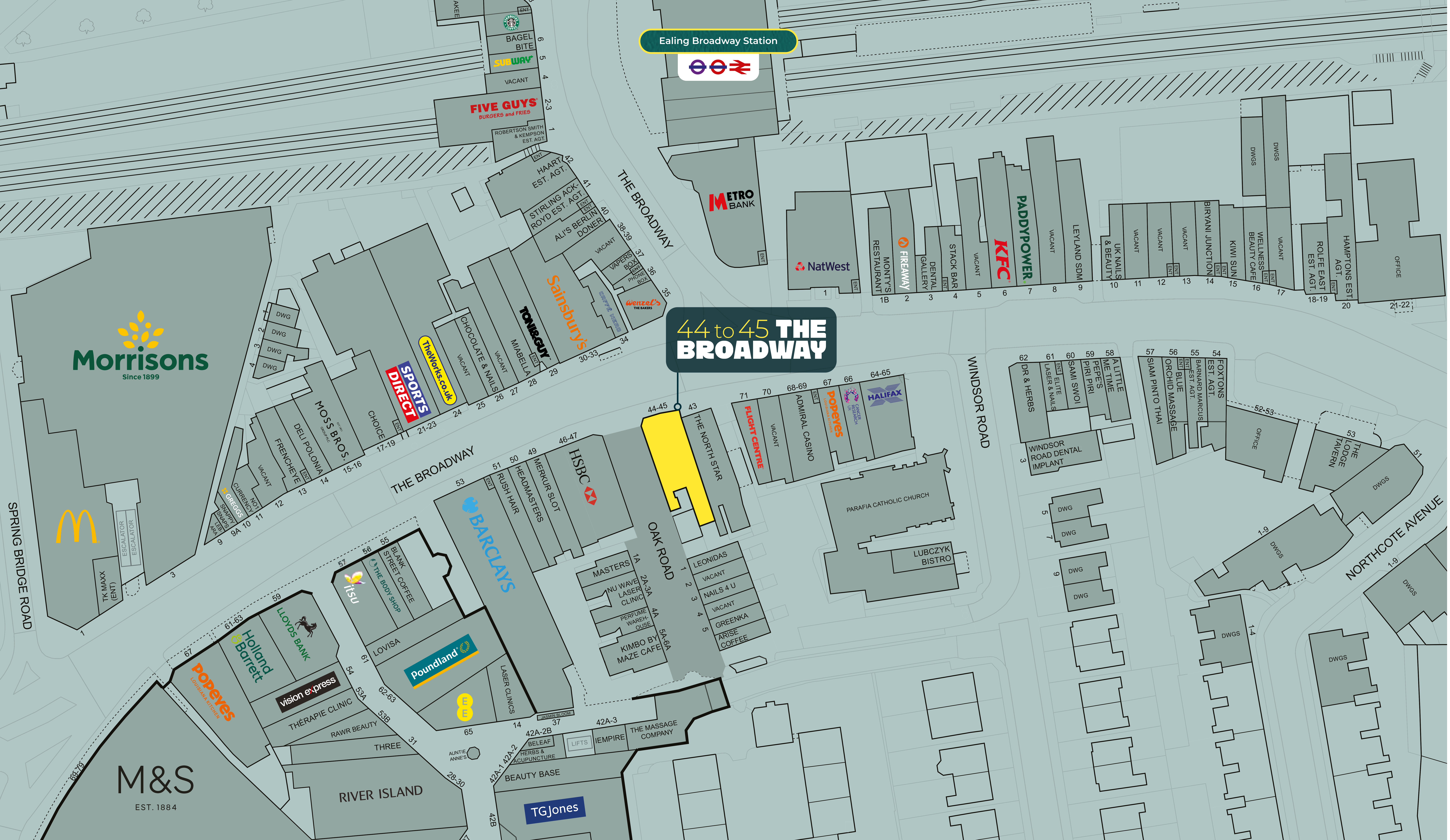
M&S · PRIMARK · JD · NEXT · H&M · TESCO · OLIVER BONAS · HOTEL Chocolat · wagamama

DEMOGRAPHICS

EALING HAS A POPULATION OF 344,000 AND IS THE 3RD LARGEST LONDON BOROUGH BY POPULATION AND ONE OF THE MAJOR RETAIL LOCATIONS IN GREATER LONDON. THE PRIMARY RETAIL CATCHMENT STANDS AT 222,000, WHILE THE CONSUMER BASE IS ESTIMATED AT 159,000. EALING'S TOTAL OVERALL CATCHMENT SIZE IS WORTH £8.8B IN SPEND.

Ealing's catchment is highly affluent with 61% of the catchment within the ABC1 Social Structure and an under representation of the DE categorisations. Average earnings are at 13% and 15% above the PMA comparative locations and also the Promis 200 ranking. There are in excess of 160,000 jobs in the Borough with the aim of creating a further 30,000 new jobs by 2027.

Ealing has more self-employed people than any other London Borough – 19% of its workforce. To maintain the strong level of economic activity in the borough, Ealing Council is committed to increasing mixed use developments with retail, office and residential to increase job opportunities. Major employers in the area include Glaxo Smith Kline (GSK).


Ealing Broadway Station
44 to 45 THE BROADWAY
THE BROADWAY
OAK ROAD
WINDSOR ROAD
NORTHCOTE AVENUE
SPRING BRIDGE ROAD
Morrisons
Since 1899
BAGEL BITE
SUBWAY
VACANT
FIVE GUYS
BURGERS and FRIES
ROBERTSON SMITH & KEMPSON EST. AGT.
HAART EST. AGT.
STIRLING ACKROYD EST. AGT.
ALI'S BERLIN DONER
VACANT
VAPERS BOX
PHONE BOX
Wenzel's THE BAKERS
Sainsbury's
TONI&GUY
MIABELLA
VACANT
CHOCOLATE & NAILS
VACANT
TheWorks.co.uk
SPORTS DIRECT
CHOICE
MOSS BROS.
DELI POLONIA
FRENCHEYE
VACANT
CURRENCY
GREGGS
SNAPPY SNAPS
DWG
ESCALATOR
TK MAXX (ENT)
METRO BANK
NatWest
RESTAURANT
MONTY'S
FIREAWAY
DENTAL GALLERY
STACK BAR
VACANT
KFC
PADDYPOWER.
VACANT
LEYLAND SDM
UK NAILS & BEAUTY
VACANT
VACANT
VACANT
BIRYANI JUNCTION
KIWI SUN
WELLNESS BEAUTY CAFE
VACANT
ROLFE EAST EST. AGT.
HAMPTONS EST. AGT.
OFFICE
DWGS
THE NORTH STAR
FLIGHT CENTRE
VACANT
ADMIRAL CASINO
Popeyes
CANCER RESEARCH UK
HALIFAX
DR & HERBS
ELITE LASER & NAILS
SAMI SWOI
PEPE'S PIRI PIRI
A LITTLE ME TIME
SIAM PINTO THAI
ORCHID MASSAGE
BLUE
BARNARD MARCUS EST. AGT.
FOXTONS EST. AGT.
WINDSOR ROAD DENTAL IMPLANT
OFFICE
THE LODGE TAVERN
PARAFIA CATHOLIC CHURCH
LUBCZYK BISTRO
HSBC
MERKUR SLOT
HEADMASTERS
RUSH HAIR
BARCLAYS
MASTERS
NU WAVE LASER CLINIC
PERFUME WAREHOUSE
KIMBO BY MAZE CAFE
LEONIDAS
VACANT
NAILS 4 U
VACANT
GREENKA
ARISE COFFEE
BLANK STREET COFFEE
THE BODY SHOP
itsu
LOVISA
Poundland
EE
LASER CLINICS
LLOYDS BANK
Holland & Barrett
Popeyes
vision express
THÉRAPIE CLINIC
RAWR BEAUTY
THREE
RIVER ISLAND
M&S
EST. 1884
AUNTIE ANNE'S
BELEAF
HERBS & ACUPUNCTURE
LIFTS
IEMPIRE
THE MASSAGE COMPANY
JASMIN BLOOM
BEAUTY BASE
TGJones

PROPOSAL

We are instructed to seek offers in excess of £3,750,000 (Three Million Seven Hundred and Fifty Thousand Pounds) subject to contract which reflects a capital value of £652 per sq ft based upon the existing demise, and £485 per sq ft on the consented scheme.

DATA ROOM

EPC
The property has a rating of C 57.

VAT
VAT will not be applicable on the sale of the property.

FOR FURTHER INFORMATION PLEASE CONTACT:

RETAIL

MICHAEL LOCKHART
07779 248780
michael.lockhart@savills.com

JESSICA HILL
07976 747891
Jessica.hill@savills.com

DEVELOPMENT

CHARLIE REDMAN
07901 917519
credman@savills.com

HARRY STEAD
07779 402653
harry.stead@savills.com

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