

# 54 THE BROADWAY, EALING

savills

LONDON, W5 5JN

A Prime Development Opportunity in a Well-Connected and Desirable London Suburb



## EXECUTIVE SUMMARY

- Prime West London location - London Borough of Ealing
- Excellent opportunity for change of use to Residential (C3) through Class MA Permitted Development
- Alternative opportunity for change of use to Purpose-built Shared Living (Sui Generis)
- Historic planning consent for conversion and upward extension of the existing building
- 2 minute walk from Ealing Broadway Station
- Central and District Line London Underground Services, Elizabeth Line (Crossrail) Services, National Rail Services and multiple bus routes
- Suitable for both saleable and rental products
- Long leasehold with vacant possession



Site boundary for indicative purposes only

## LOCATION & CONNECTIVITY

- Vibrant and well-connected area located at the heart of the affluent West London Borough of Ealing.
- Popular urban town centre that incorporates a mix of residential, commercial, leisure and cultural uses combined with excellent transport links.
- Ealing Broadway Shopping Centre, The Broadway, New Broadway, High Street, Dickens Yard and Ealing Filmworks offer a range of shops, restaurants, cafes and bars, with a mix of high-street brands and independent operators.
- One of the most accessible locations in West London, benefiting from Central and District Line London Underground Services, Elizabeth Line (Crossrail) Services, National Rail Services and multiple bus routes.





Building Reception (image provided by client)



First Floor Lift Area (image provided by client)



Second Floor (image provided by client)



Plant Room (image provided by client)

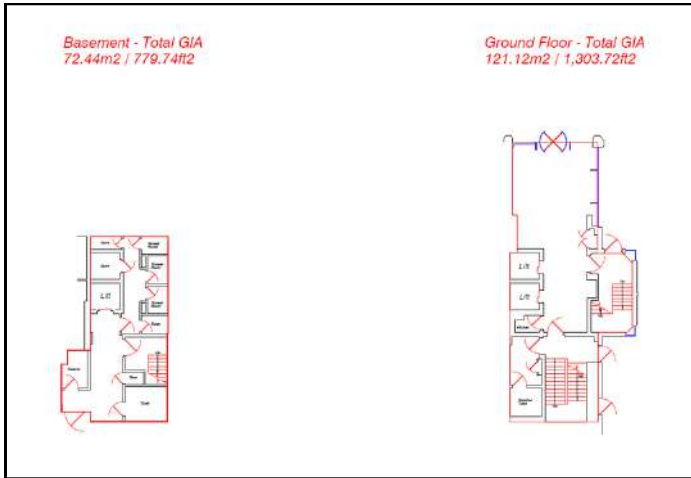
## THE EXISTING BUILDING

- Office refurbished to Grade A specification in 2020. The tenant vacated the building in March 2024 and further refurbishment works have been undertaken following their departure.
- The existing office accommodation extends to approximately 3,076 sqm (33,112 sqft) GIA.
- Arranged over basement (storage and showers), ground floor (reception) and upper floors (office accommodation and plant room).
- Landscaped courtyard at first floor, extending to approximately 269 sqm (2,895 sqft).
- The existing offices are subject to service charge contributions relating to management of the wider Ealing Broadway Shopping Centre, of which the property forms part. Further details of these contributions will be provided in due course.

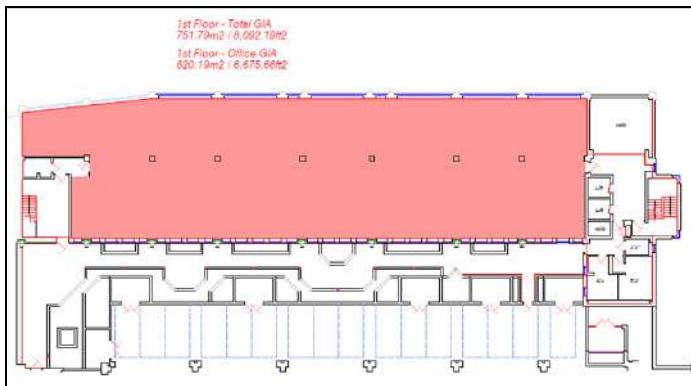
Floor	GIA (sqm)	GIA (sqft)
Basement	72	780
Ground	121	1,304
First	752	8,092
Second	784	8,438
Third	784	8,442
Fourth	563	6,056
<b>TOTAL</b>	<b>3,076</b>	<b>33,112</b>

# FLOOR PLANS

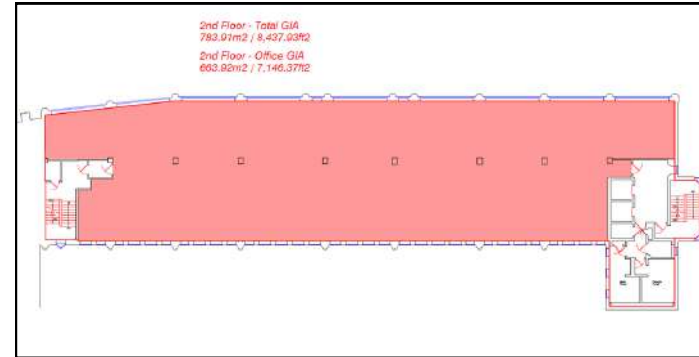
## BASEMENT AND GROUND FLOOR



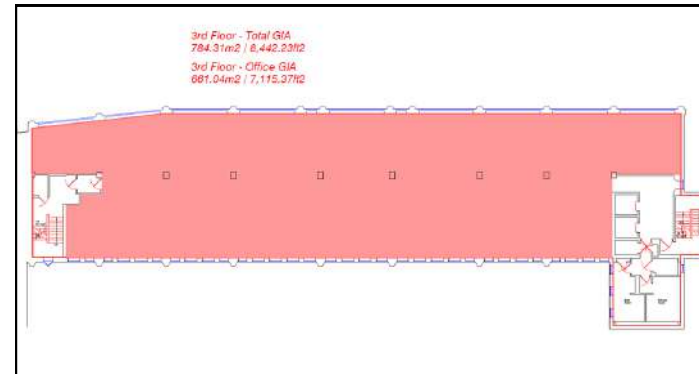
## FIRST FLOOR



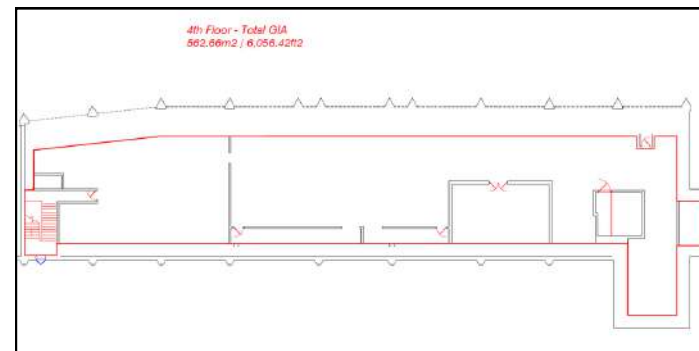
## SECOND FLOOR



## THIRD FLOOR



## FOURTH FLOOR



## PLANNING

### General Planning Policy:

- Current Use Class: Flexible office use and/or education use (within Use Classes E(g)(i) and/or F1(a))
- No Listed Building status
- No Article 4 Directions
- Ealing Town Centre Conservation Area

### Justification for Class MA Permitted Development

Opportunity for change of use to residential (C3) under Class MA permitted development rights, subject to Prior Approval from Ealing Council.

Permitted Development conditions required under the General Permitted Development Order (GPDO):

- Transport and access
- Land contamination
- Flood risk
- Commercial noise impact
- Adequate natural light within units
- Compliance with minimum space standards

The site is well-suited for Class MA permitted development with no apparent concerns relating to the conditions above.

### **105-113 Broadway, West Ealing**

Ref: PP-13848854

Proposal: Change of use from retail and offices first and second floors (Use Class E) to 18 self-contained residential units (Use Class C3) (Class MA, 56-day Prior Approval Process).

**Prior Approval Given - May 2025**



### **International House, 7 High Street Ealing**

Ref: PP-13899195

Proposal: Change of use of second, third and fourth floors from offices (Use Class E(g)(i)) to 148 residential units (Use Class C3) (Class MA, 56-day Prior Approval Process).

**Prior Approval Given - May 2025**



### Planning History

In 2016, planning permission (ref: PP/2015/1727) and subsequent non-material amendment (ref: 163797NMA) was secured for change of use of the office accommodation and upward extension to provide 55 residential dwellings in a total of 4,165 sqm (44,832 sqft).

### Justification for Change of Use to Purpose Built Shared Living

- Opportunity for a co-living scheme (Sui Generis) – subject to planning approval.
- Under Policy H16 of Ealing's New Local Plan (Regulation 22), large-scale purpose-built shared living schemes are supported exclusively within the Ealing Metropolitan Town Centre.
- Purpose-built shared living schemes are not permitted in other town centres across the borough.
- Central location and alignment with local planning policy presents opportunity to explore alternative use as a co-living scheme (Sui Generis).

### **Sandringham Mews, Ealing, W5 5DG**

Ref: PP-10493384

Proposal: Construction of two buildings ranging in height from 3 - 8 storeys, to create a mixed use development comprising shared living rooms and associated communal amenity space.

**Permission Granted - March 2024**



### **1a & 3 The Mall, Ealing, W5 2PJ**

Ref: PP-09370004

Proposal: Construction of a ten storey building to provide 81 units consisting of co-living accommodation (Use Class Sui Generis) including shared communal areas and kitchens, terrace area, cycle spaces and refuse / recycling storage area.

**Permission Granted - August 2021**



**54 The Broadway, Ealing** London, W5 5JN

## TENURE

It is proposed that a new 250 year lease will be granted as part of concluding the transaction, with the proposed demise to be arranged over part-basement, part-ground and upper parts, including communal terrace and associated plant. No parking is proposed to be included within this interest. This new premises will fall under the larger freehold title number NGL522163, with the vendor retaining the residual interest of that title, including the ground floor retail units. Further detail will be agreed between Vendor and Purchaser in due course.

## VIEWINGS

The Property can be viewed externally from The Broadway. No attempt should be made to access the properties without authorisation from the owners or Savills. If particular access is sought, please contact the Savills agents listed below.

## METHOD OF SALE

The property will be sold by way of informal tender (unless sold prior).

A successful bidder will be required to provide information to satisfy the requisite AML requirements when Heads of Terms are agreed.

## VAT

We understand that the property has been elected for VAT.

## EPC

EPC rating B. The full report is available on the dataroom.

**DATAROOM**

## CONTACT

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Outdoor Space (image provided by Client)

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