

2
BLOOMSBURY
SQUARE

LONDON, WC1

RARE REVERSIONARY BLOOMSBURY FREEHOLD
INVESTMENT OPPORTUNITY

FROM PAST TO
PRODUCTIVITY HERE BLOOMS
A NEW OASIS



INVESTMENT SUMMARY

Prime Freehold
Bloomsbury Square building



6,241 square feet NIA
9,583 square feet GIA



Arranged over 4 floors



Let to Bonnington
Bloomsbury Limited until
6th September 2031



The tenant is not
in occupation



Vacant possession available,
subject to negotiation

Low passing rent of £185,732
which equates to
£29.76 per square foot overall



Rent review on the
7th September 2026



The building has recently
undergone an upgrade



Previously used as a conferencing
facility. Could be used for
gallery, museum, education,
and training centre use



Good potential for alternative uses
including member or society clubs,
residential, and office use
(subject to planning)





- I PRINCES CIRCUS (CGI)
CREDIT: CENTRAL DISTRICT ALLIANCE
- II SICILIAN AVENUE (CGI)
CREDIT: MICA ARCHITECTS
- III PRINCES CIRCUS (CGI)
CREDIT: CENTRAL DISTRICT ALLIANCE
- IV VICTORIA HOUSE (CGI)
CREDIT: VICTORIA HOUSE

THE OPPORTUNITY

A RARE OPPORTUNITY TO PURCHASE THE FREEHOLD OF THIS UNIQUE VICTORIAN GRADE II LISTED BUILDING OVERLOOKING BLOOMSBURY SQUARE.

Whilst the property is steeped in history with many period features, the second floor is completely open plan with a stunning barrel vaulted ceiling and ceiling height of over 6 metres.

LOCAL REGENERATION

The surrounding area is currently undergoing a significant amount of regeneration including the following:

- The transformation of Victoria House in Bloomsbury Square into over 300,000 sq ft of accommodation for the Life Sciences industry, brought forward by Pioneer and Oxford Properties.
- Two major mixed use developments are proposed either side of the famous Sicilian Avenue, which will provide 16,000 sq ft of retail and 70,000 sq ft of offices.
- Planning consent granted in 2020 for a mixed use, hotel led scheme on the site of the former Central St Martin's School of Art. Plans include a 400 bedroom hotel with ground floor uses including retail, restaurant, co-working and cultural space.
- Ongoing public realm improvements to neighbouring streets by Camden Council & Central District Alliance (CDA).
- Princes Circus is one of the partnership's most recent projects, which saw the area between Covent Garden and the British Museum transformed into a green, vibrant new public square with improved pedestrian routes facilitating travel while enhancing biodiversity.

BLOOMSBURY INWARD INVESTMENT

THE HOXTON HOLBORN HOTEL
220 bedroom hotel which opened in 2014 and was refurbished in 2019.

THE POST BUILDING
Flagship building with retail, restaurant, and office space with a 7,500 sq ft panoramic rooftop. Tenants include McKinsey & Company.

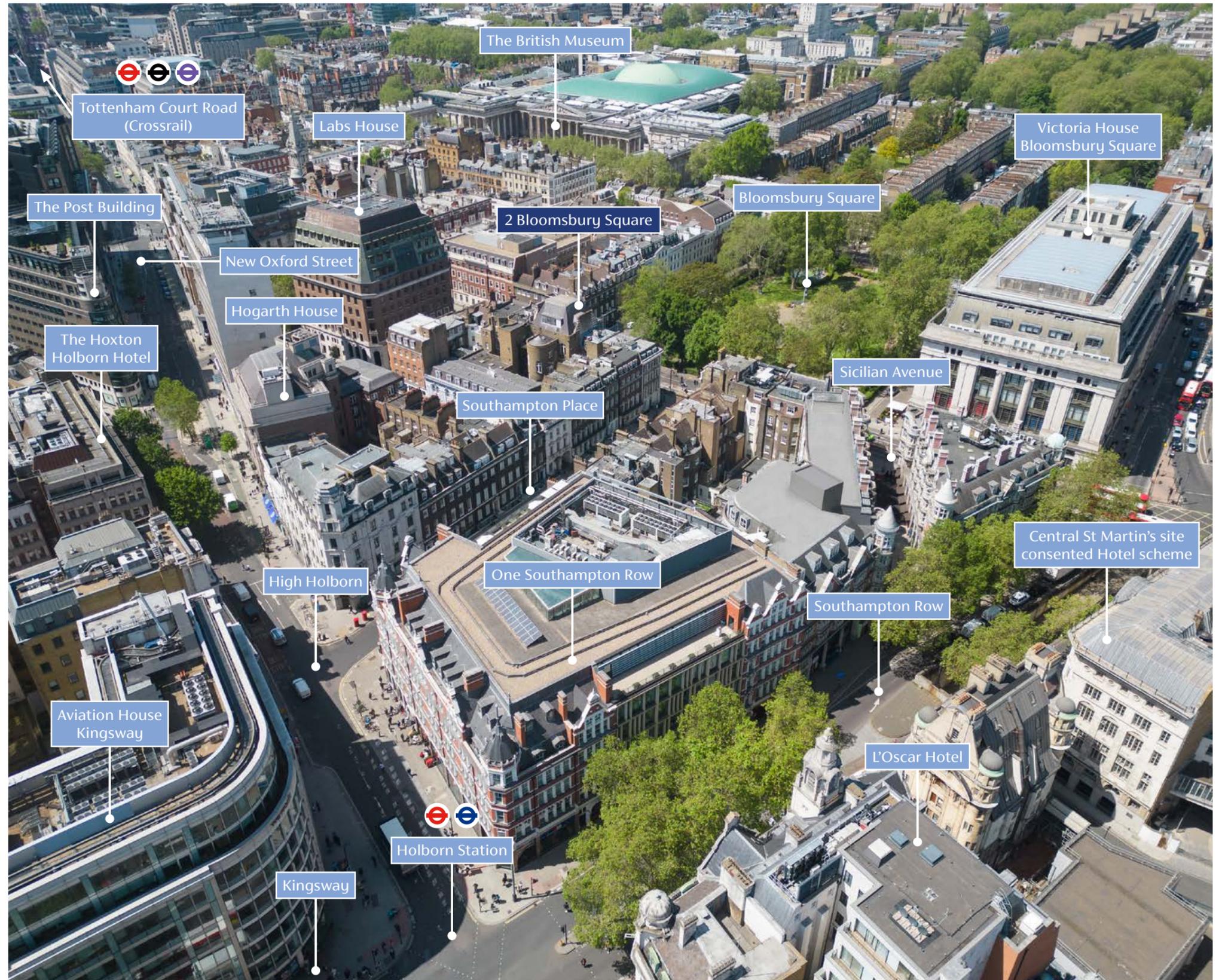
THE BRITISH MUSEUM
The Museum has been open for more than 260 years and has thousands of visitors per day with approximately 6 million annual visitors from around the world.

SICILIAN AVENUE
Plans are proposed to refurbish and reposition the avenue to include 16,000 sq ft retail space and 70,000 sq ft offices.

BLOOMSBURY SQUARE GARDEN
One of London's first garden squares dating back to the 17th century.

L'OSCAR HOTEL
39 bedroom hotel set within the former headquarters of the Baptist Church, restored by world leading decorator Jacques Garcia. Opened in June 2018.

HOLBORN TUBE
The station has an annual footfall of over 30 million passengers. It is served by both the Piccadilly and Central lines.



LOCAL OCCUPIERS

A PREMIER LOCATION FOR GLOBAL OFFICE OCCUPIERS,
AND RENOWNED HOTELIERS & RESTAURATEURS ALIKE.





SECOND FLOOR

THE LOCATION

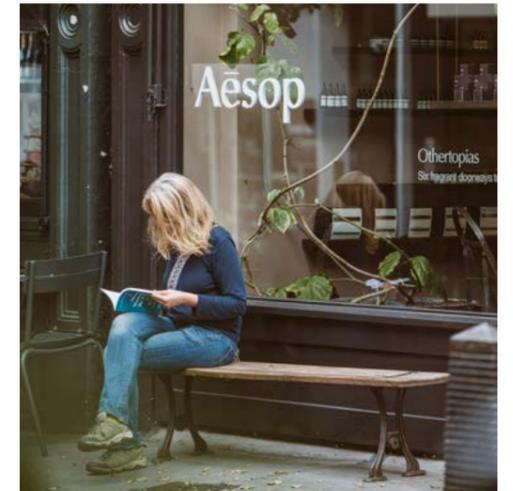
THE BLOOMSBURY AREA OF CENTRAL LONDON IS FAMOUS FOR ITS LANDSCAPED GREEN SQUARES AND PERIOD BUILDINGS, SOME OF WHICH DATE BACK TO THE LATE 1600'S.

Bloomsbury Square was developed by the 4th Earl of Southampton in the early 1660's. The building is located on the south side of Bloomsbury Square, close to its junction with Southampton Place.

The opening of the Elizabeth Line at Tottenham Court Road provides a swift east west railway service with Holborn station also closeby connecting into the underground network.

The property enjoys all of the benefits of Bloomsbury as well as being within easy reach of Covent Garden and the West End.

The area also forms part of the Central District Alliance, a local Business Improvement district working in partnership with Camden Council to deliver local events, public realm improvements and an enhanced clean and safe environment.





St James's Park

Green Park

Mayfair

Hyde Park

Piccadilly Circus

St James's Square

Centre Point

Oxford Circus

Oxford Street

Soho Square

Central Saint Giles

Tottenham Court Road (Crossrail)

Bedford Square

Covent Garden Piazza

Covent Garden Station

Seven Dials

Post Building

New Oxford Street

British Museum

2 BLOOMSBURY SQUARE

Space House

Labs House

Bloomsbury Square Garden

Victoria House

High Holborn

Hogarth House

Kingsway

Holborn Station

Waterloo Station

Lincoln's Inn Fields

Chancery Lane Station

Red Lion Square

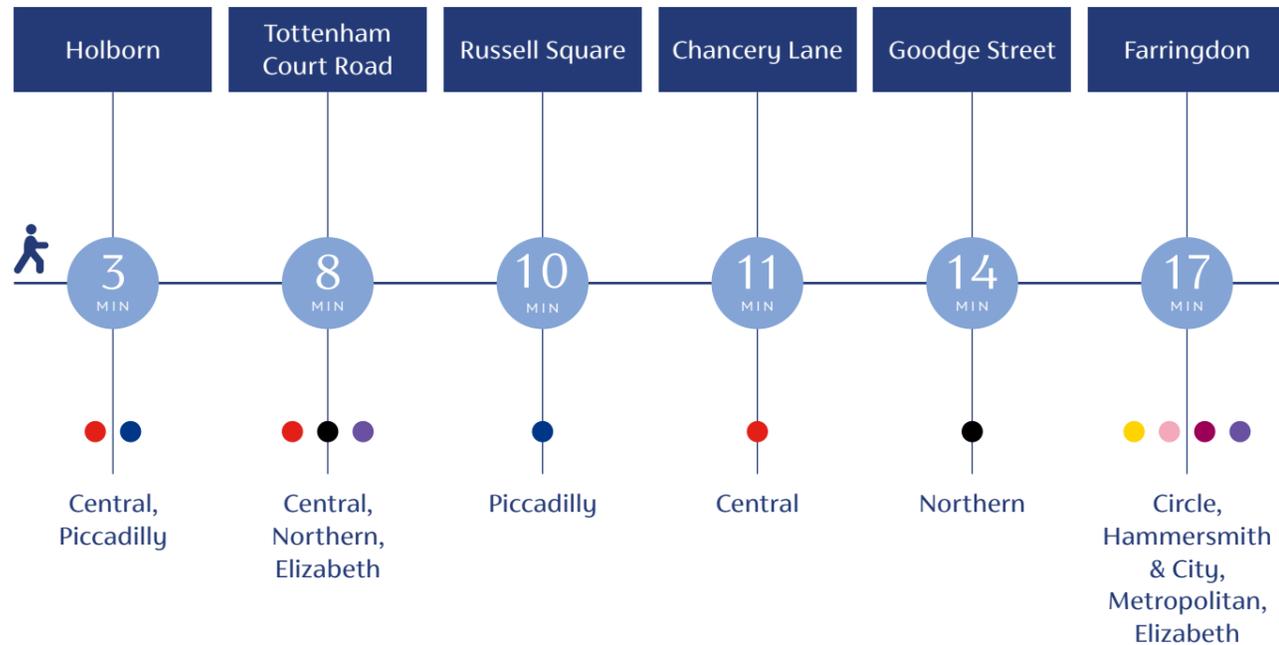
CONNECTIVITY

BLOOMSBURY'S CONTINUED POPULARITY IS BOLSTERED BY ITS EXCEPTIONAL CONNECTIVITY WITHIN LONDON AND BEYOND.

The property benefits from superb accessibility via its proximity to critical transport nodes, with several underground stations within a 10-minute walk of the property. Waterloo, Kings Cross and Euston overground stations are also within a 25 minute walk.

Key walking times in minutes to Underground Stations detailed below.

In addition, 2 Bloomsbury Square benefits from Crossrail access via Tottenham Court Road station, providing direct services to Heathrow Airport within 45 minutes. Newly renovated, including ticket halls, entrances and step free access – Tottenham Court Road has also been designated as a future Crossrail 2 station, forming the only interchange with the Elizabeth Line (or Crossrail 1).



The CROSSRAIL EFFECT

THE RECENTLY OPENED ELIZABETH LINE WAS EUROPE'S LARGEST INFRASTRUCTURE PROJECT AND NOW PROVIDES HIGH-SPEED, HIGH FREQUENCY TRAIN SERVICES THROUGH CENTRAL LONDON.



8 MINUTE WALK

Travel time to Tottenham Court Road Station from 2 Bloomsbury square

£15 BILLION+ SPENT

creating Europe's largest infrastructure initiative

200 MILLION

passengers per annum anticipated to use the service

10% INCREASE

to London's rail capacity

50% ADDITIONAL FOOTFALL

to Tottenham Court Road station (highest of all new stations)

JOURNEY TIMES



JOURNEY TIMES EXCLUSIVE TO CROSSRAIL
FROM TOTTENHAM COURT ROAD



Heathrow



2 Bloomsbury Square
WALKING TIME: 8 MINS



Canary Wharf

THE BUILDING & ACCOMMODATION

2 BLOOMSBURY SQUARE IS AN ATTRACTIVE VICTORIAN GRADE II LISTED BUILDING

It comprises 6,241 sq ft accessed from a grand staircase spread over lower ground, ground and two upper floors.

FLOOR	NIA		GIA	
	AREA (SQ M)	AREA (SQ FT)	AREA (SQ M)	AREA (SQ FT)
Second	157.3	1,693	189.3	2,038
First	153.2	1,649	190.1	2,046
Ground	115.9	1,248	259.4	2,792
Lower Ground	153.4	1,651	251.5	2,707
TOTAL	579.8	6,241	890.3	9,583

THE PLANS

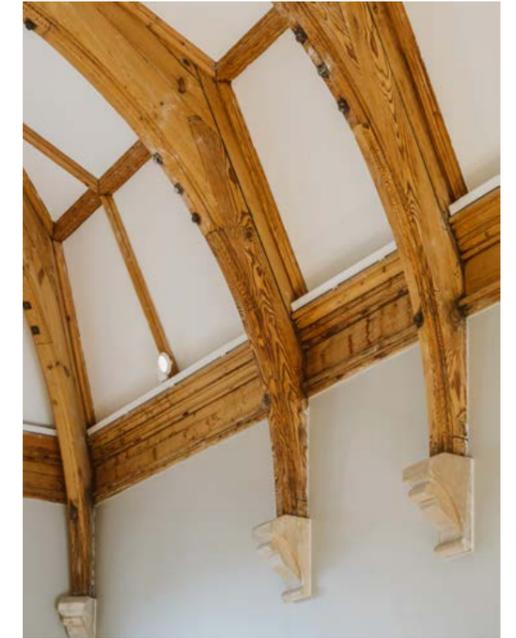


GROUND FLOOR

SECOND FLOOR

FIRST FLOOR





TENURE AND TENANCY

The building is owned freehold under title number NGL778587.

The property is let on a full repairing and insuring lease to Bonnington Bloomsbury Limited for a term until 6th September 2031. The lease is subject to an RPI linked upward only rent review on the 7th September 2026.

The passing rent is £185,732 per annum exclusive, which equates to £29.76 per square foot.

PLANNING USE

The building's existing use is F1- Learning & non-residential institutions (previously D1).

The building was previously used as a conferencing facility, and under the existing use it could be used as a gallery, museum, education or training centre.

Owing to the property's unique period features and stunning interior, we consider the space to be suitable for an events or members club operator for their own occupation. Other alternative uses include residential and office use which would all be subject to planning.

FURTHER INFORMATION

EPC

EPC available on request.

ANTI-MONEY LAUNDERING

Full information on any potential purchaser will be required in order to complete anti-money and compliance checks.

VAT

The property has been elected for VAT and it is anticipated that the sale will be treated as a Transfer of a Going Concern.

PRICING

Offers are invited for the freehold interest, subject to the existing lease.

The adjacent property at 4 Bloomsbury Square is also available. This comprises 11,146 square feet. Further details upon request.

DATA ROOM

A data room has been set up with further information available upon request.

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