



THE DIORAMA

18 PARK SQUARE EAST, REGENT'S PARK

LONDON NW1 4LH

The Savills logo consists of a solid brown square. Inside the square, the word 'savills' is written in a white, lowercase, sans-serif font, positioned towards the bottom of the square.

savills



DIORAMA

A UNIQUE OPPORTUNITY TO ACQUIRE ONE
OF LONDON'S MOST HISTORICALLY SIGNIFICANT
BUILDINGS, COMBINING EXCEPTIONAL OWNER-
OCCUPIER APPEAL WITH SIGNIFICANT
REPOSITIONING POTENTIAL

*Originally conceived in 1823 as Britain's first purpose-built Diorama,
The Diorama has evolved over two centuries into one of London's
most fascinating and historically significant buildings*



City of London

Farringdon

Bloomsbury

The British Museum

Tottenham Court Road

Oxford Street

Soho

BBC Broadcasting House

Fitzrovia

Portland Place

Marylebone

Harley Street

Marylebone Road

1 minute walk
Regent's Park

1 minute walk
Great Portland Street

Park Square East

Regent's Place

Outer Circle

The Regent's Park

SITE LOCATIONS NOT TO BE RELIED UPON.

EXECUTIVE SUMMARY

- Rare opportunity to acquire a landmark Grade I listed building overlooking The Regent's Park.
- Striking Regency architecture with exceptional heritage character.
- Impressive double height reception and central internal atrium providing excellent natural light throughout.
- Flexible open plan accommodation extending to 17,047 sq ft (NIA) and 22,082 sq ft (GIA).
- Offered with full vacant possession.
- Previous planning consent for a comprehensive office redevelopment, additional massing and new roof terrace, subject to a S106 Legal Agreement.
- Significant repositioning and alternative use potential, subject to the necessary consents.
- Dual access arrangement providing operational flexibility.
- Off street parking and access to the private landscaped gardens of Park Square.
- Held long leasehold from The Crown Estate for a term of 125 years expiring in August 2144, at a peppercorn rent, providing approximately 118 years unexpired.
- Offers are invited for 100% of the shares in the company that holds the long leasehold interest, subject to contract.



PARK SQUARE

SITE BOUNDARY NOT TO BE RELIED UPON.



THE DIORAMA

THE LOCATION

Located on the southern boundary of The Regent's Park, the property occupies no. 18 Park Square East, a Grade I listed John Nash designed terrace overlooking Park Square. The property benefits from a convenient position adjacent to the northern border of London's West End, and forms part of the North of Oxford Street sub-market. The immediate area is characterised by an attractive blend of parkland and some of London's most opulent architecture, including Park Square East and West, Park Crescent to the south and British Land's Regent's Place immediately to the east.

Under the Crown Estate's stewardship, The Regent's Park continues to be one of London's most prestigious addresses, rich in cultural heritage and offering access to an abundance of lifestyle amenities in neighbouring Marylebone and Fitzrovia.



THE REGENT'S PARK

Widely regarded as the 'jewel in the crown' of the Royal Parks. The Regent's Park covers 410 acres and is acclaimed as being a masterpiece in landscape design and town planning.

Prior to The Regent's Park and Park Square's development in the early 19th Century, the land formed part of King Henry VIII's 554 acre hunting estate, known as Marylebone Park. London's rapid expansion during the late 18th Century resulted in Marylebone Park becoming valuable land for development, leading to the construction of properties such as Park Square East.



THE DIORAMA



LOCAL OCCUPIERS & INSTITUTIONS

The Diorama is strategically positioned between London's globally recognised medical, educational, knowledge and corporate districts, surrounded by a diverse range of leading institutions, occupiers and operators including those associated with Harley Street, The Regent's Park, Fitzrovia and the King's Cross Knowledge Quarter.



OCCUPIERS

1. HUMANOID
2. TED BAKER
3. ANTHROPIC
4. GILEAD SCIENCES
5. DENTSU
6. ARUP
7. BBC BROADCASTING HOUSE
8. BNP PARIBAS
9. RUBICON PARTNERS
10. LENDLEASE
11. PIMCO EUROPE LTD
12. LONDON & REGIONAL PROPERTIES
13. NETFLIX
14. SAVILLS
15. PERELLA WEINBERG PARTNERS



INSTITUTIONS & UNIVERSITIES

1. ROYAL COLLEGE OF PHYSICIANS
2. EMBASSY OF CHINA
3. EMBASSY OF POLAND
4. EMBASSY OF CROATIA
5. ROYAL COLLEGE OF GENERAL PRACTITIONERS
6. ROYAL INSTITUTE OF BRITISH ARCHITECTS
7. LONDON BUSINESS SCHOOL
8. WELLCOME TRUST



HOTELS & RESTAURANTS

1. THE LUCKY PIG
2. THE MARYLEBONE HOTEL
3. THE LANGHAM
4. CARLOTTA
5. PORTLAND
6. THE LEVEL AT MELIÁ WHITE HOUSE
7. THE LANDMARK HOTEL



MEDICAL

1. THE LONDON GENERAL PRACTICE
2. FITZROVIA MEDICAL CENTRE
3. CAVENDISH HEALTH CENTRE
4. THE PRINCESS GRACE HOSPITAL
5. WEYMOUTH STREET HOSPITAL
6. UNIVERSITY COLLEGE HOSPITAL
7. RANDOX HEALTH

COMMUNICATIONS

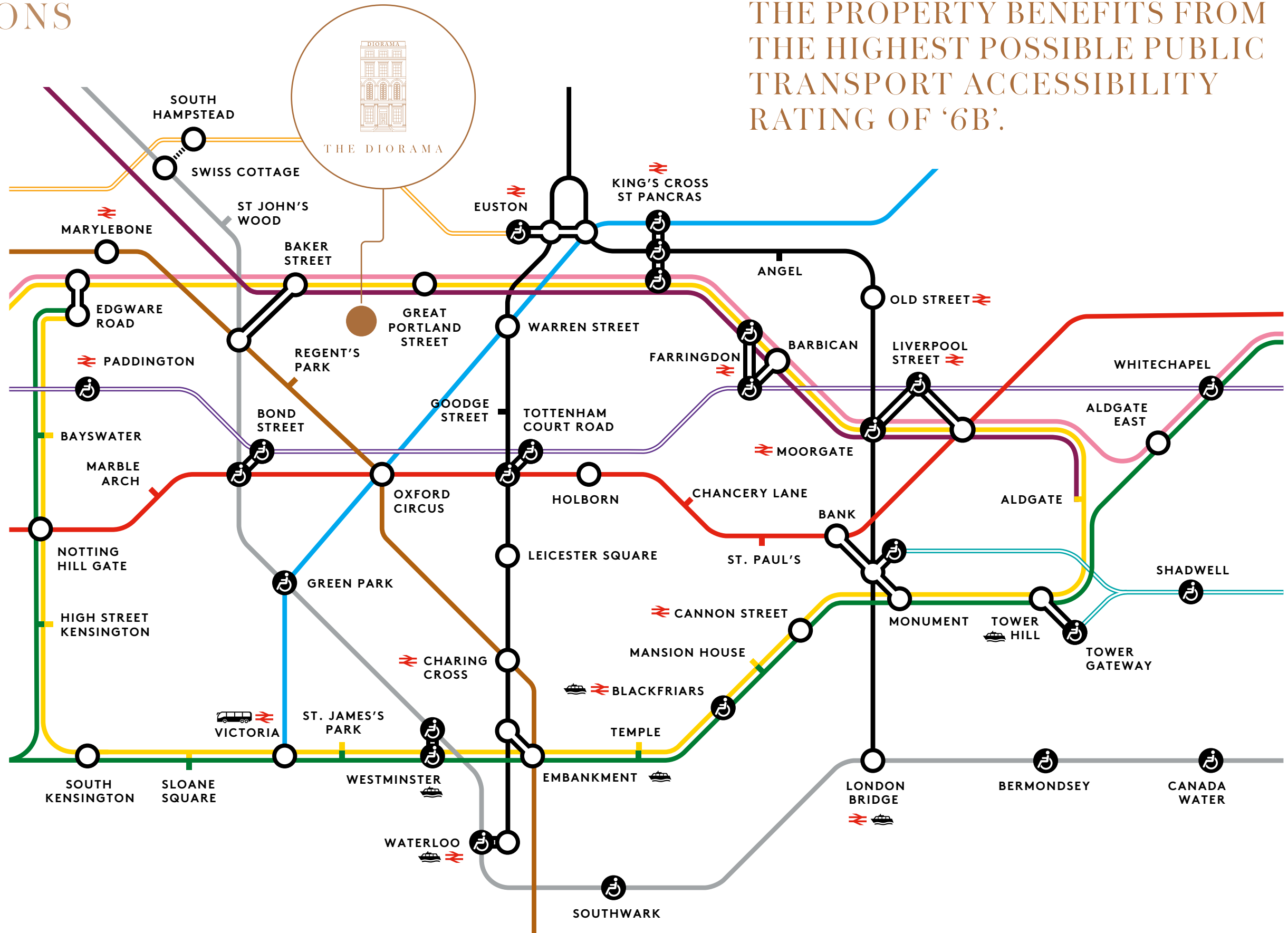
Positioned adjacent to Marylebone Road, one of Central London's principal arterial routes, The Diorama benefits from exceptional accessibility and connectivity across London and the wider motorway network.

The property is within walking distance of six Underground stations, providing access to multiple Underground lines and Central London's wider transport infrastructure.

THE PROPERTY BENEFITS FROM THE HIGHEST POSSIBLE PUBLIC TRANSPORT ACCESSIBILITY RATING OF '6B'.

Key:

- Hammersmith & City
- Circle
- Metropolitan
- Bakerloo
- Elizabeth (Crossrail)
- Jubilee
- Northern
- Central
- Victoria
- District
- DLR



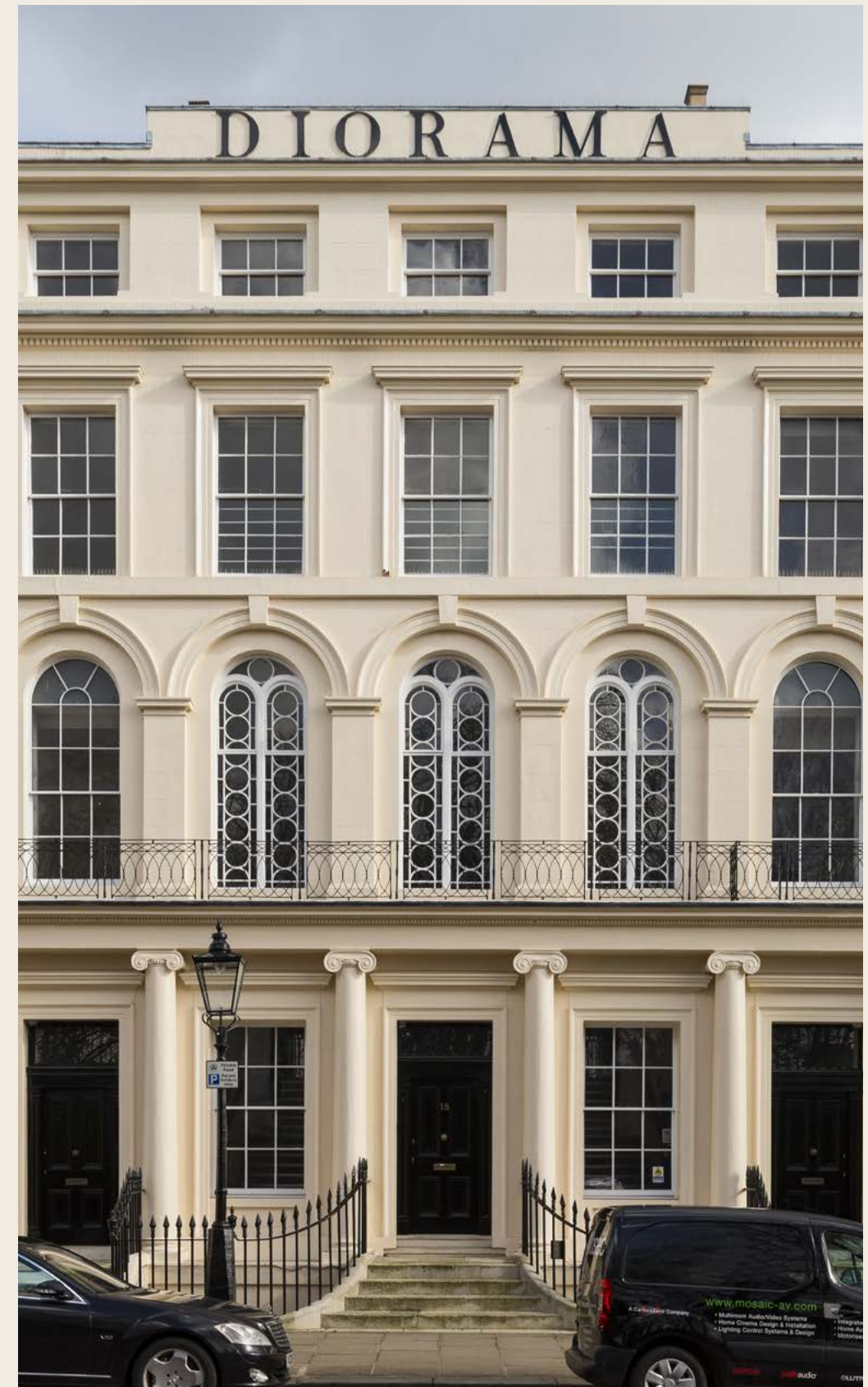


THE DIORAMA



THE DIORAMA

Originally built as an early 19th Century Diorama, the property retains its Regency façade whilst offering flexible accommodation within its open-plan internal layout.





THE DIORAMA



THE HISTORY

The Diorama was the first venue of its kind to be built in England. Based on the original Diorama, built in Paris by Louis Daguerre in 1822, the Diorama provided a revolutionary theatrical experience, relying on a combination of translucent and opaque colouring, further assisted by lighting effects.

Located behind the John Nash designed stucco façade of 18 Park Square East, the property included an auditorium that housed an audience of over 200 spectators.

In 1852 the building was purchased by Sir Samuel William Peto, who extensively remodelled it to be used as a Baptist chapel. The building remained in this use until the 1920s and subsequently The Diorama has had a range of uses, including educational and hospital uses, an artists' co-operative and, more recently, as the headquarters of The Prince's Trust.



DESCRIPTION

Constructed in 1823, the property forms part of a detailed and uniform stucco façade and is inscribed at roof level with 'Diorama', sitting slightly taller than the rest of the terrace. The property provides a grand, double height reception with elegant symmetrical staircases leading to the first floor and benefits from entrances onto both Park Square East and Peto Place.

Entering from Park Square East, the property leads into a three storey brick-built polygonal building which extends into Peto Place. A glass roof covers a triple-height central atrium extending down to the lower ground floor, providing excellent natural light to the centre of each of the three open plan floors. The property benefits from a passenger lift, together with on-site parking.

EXISTING ACCOMMODATION

The building has been stripped back to a shell condition





THE DIORAMA

EXISTING AREA SCHEDULE

The building has been fully measured by Lane & Frankham in accordance with the RICS Code of Measuring Practice (1st Edition) 2015 and provides the following areas:

FLOOR	NIA SQ FT	NIA SQ M	GIA SQ FT	GIA SQ M
Third	520	48.3	725	67.4
Second	4,731	439.6	5,862	544.6
First	4,858	451.3	6,936	644.4
Upper Ground	5,471	508.3	6,117	568.3
Lower Ground	470	43.7	1,323	122.9
Basement	997	92.6	1,119	104.0
Total	17,047	1,583.8	22,082	2,051.6

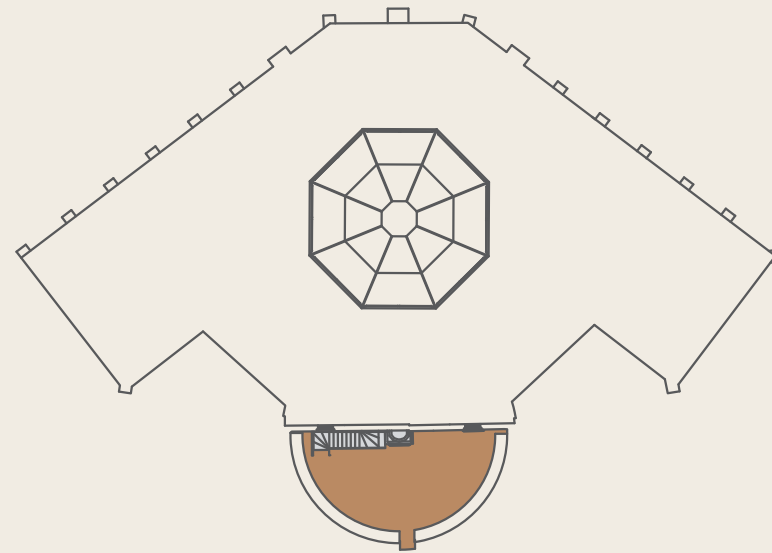




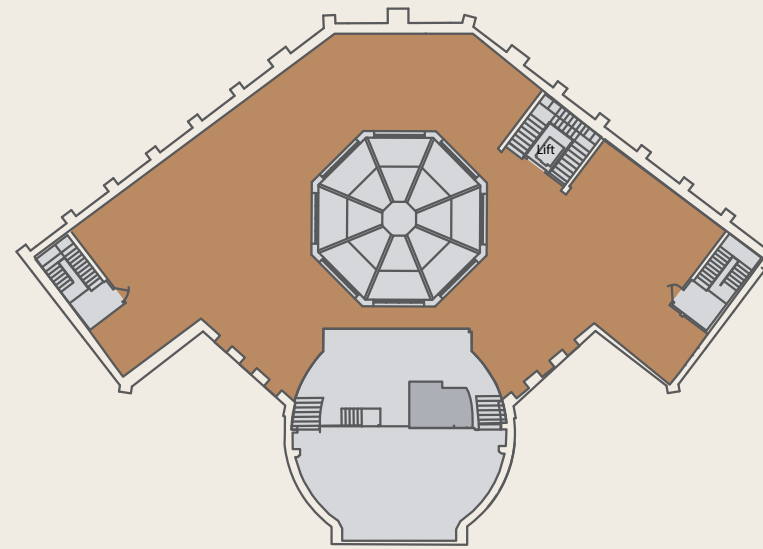
THE DIORAMA

EXISTING FLOOR PLANS

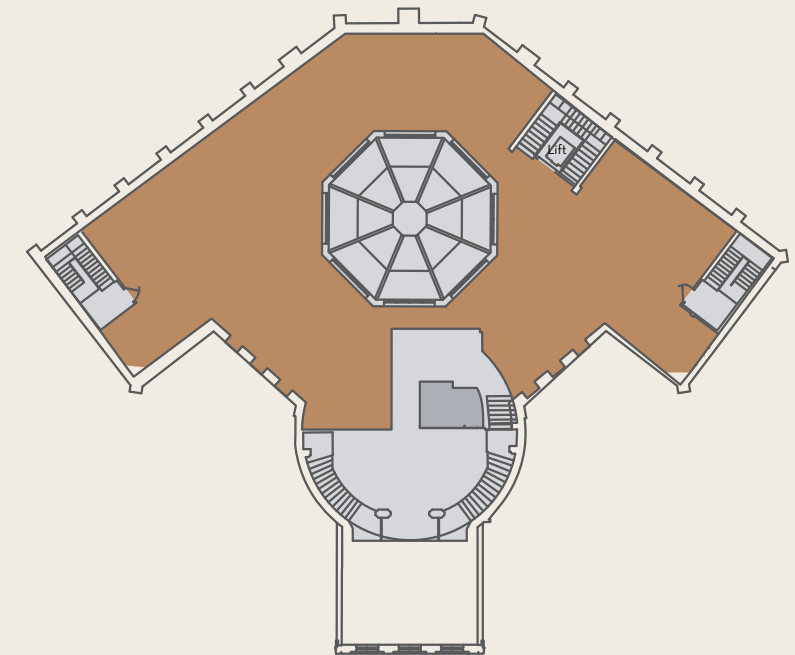
Third Floor



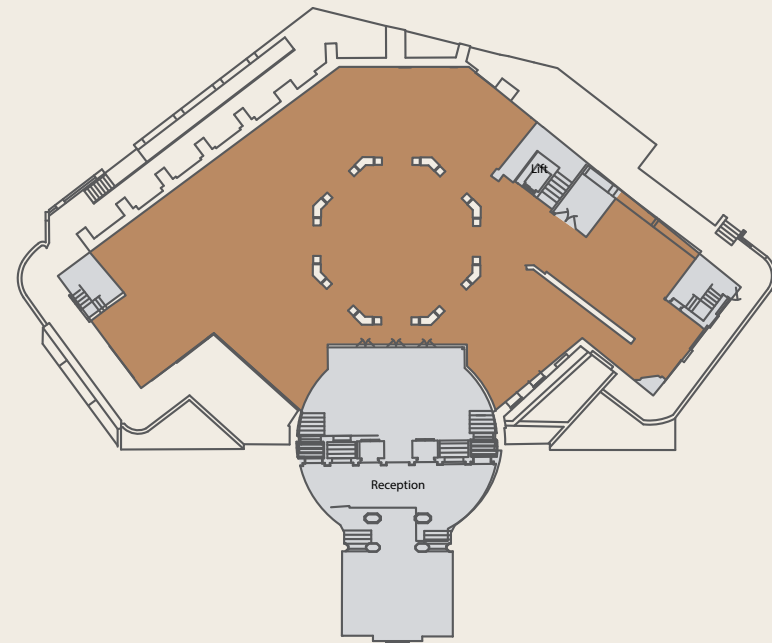
Second Floor



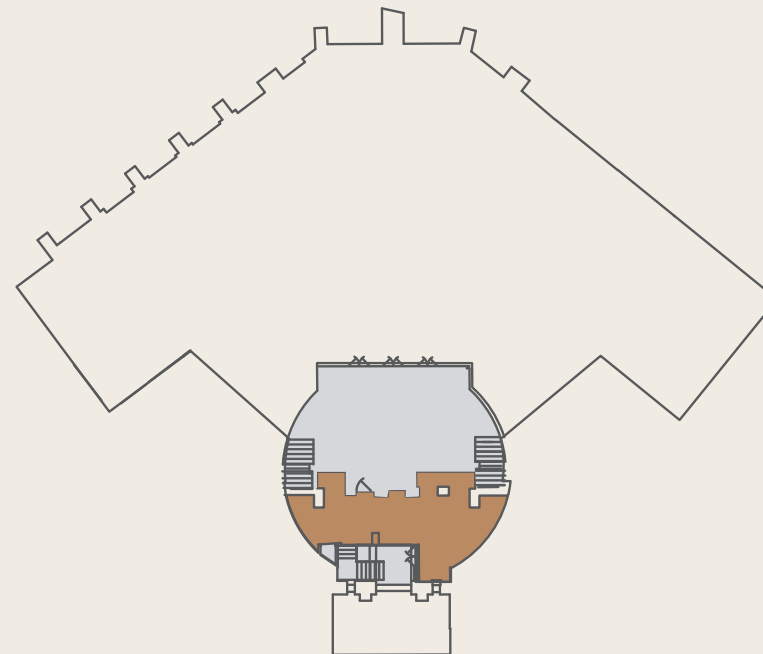
First Floor



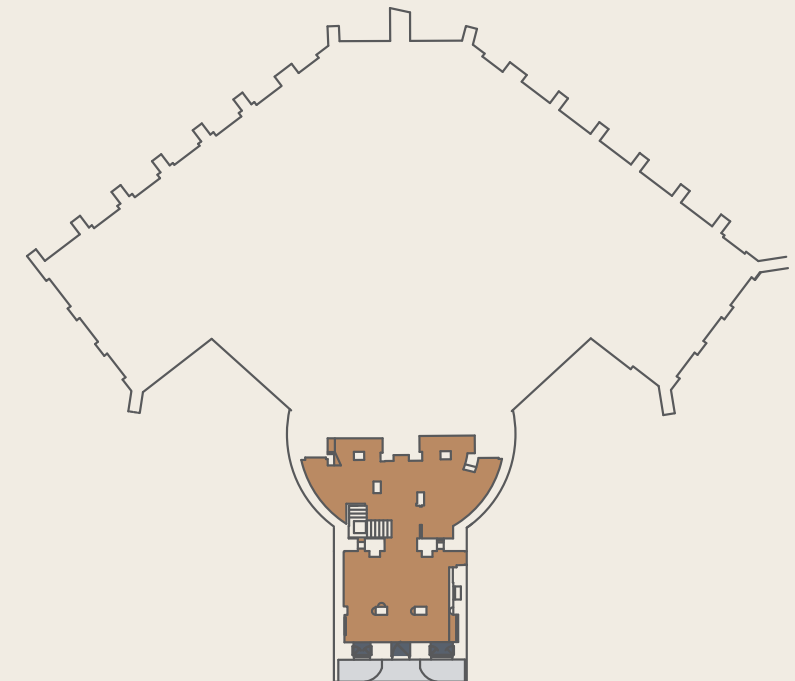
Upper Ground Floor



Lower Ground Floor



Basement





THE DIORAMA

PREVIOUSLY CONSENTED SCHEME

In 2021, The Diorama received planning consent, subject to a Section 106 Agreement, for a comprehensive refurbishment and repositioning of the building, including change of use from sui generis to office use, the creation of a new third floor and roof terrace, and extensive internal remodelling works.

Although the consent has now lapsed, the scheme demonstrates the significant potential to sensitively reposition this landmark building. The consented proposals sought to “peel back” later alterations and reveal the original fabric and spatial hierarchy of the historic Diorama building.

Previously approved scheme prepared by Marek Wojciechowski Architects alongside a project team of specialist consultants



Marek
Wojciechowski
Architects

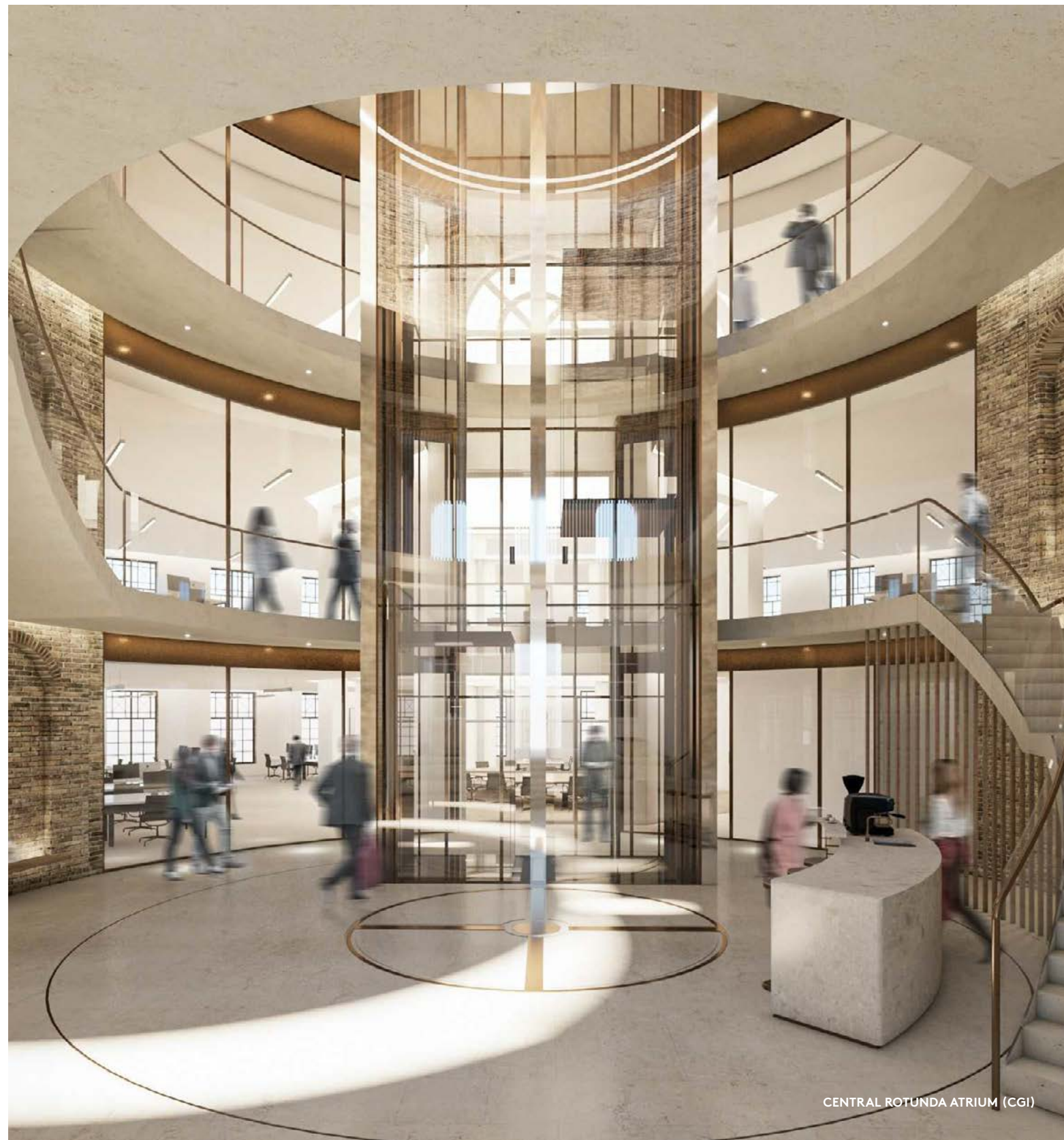


RESTORED FRONT ELEVATION (CGI)



THE DIORAMA

THE PROPOSED TRANSFORMATION



CGIS NOT TO BE RELIED UPON.





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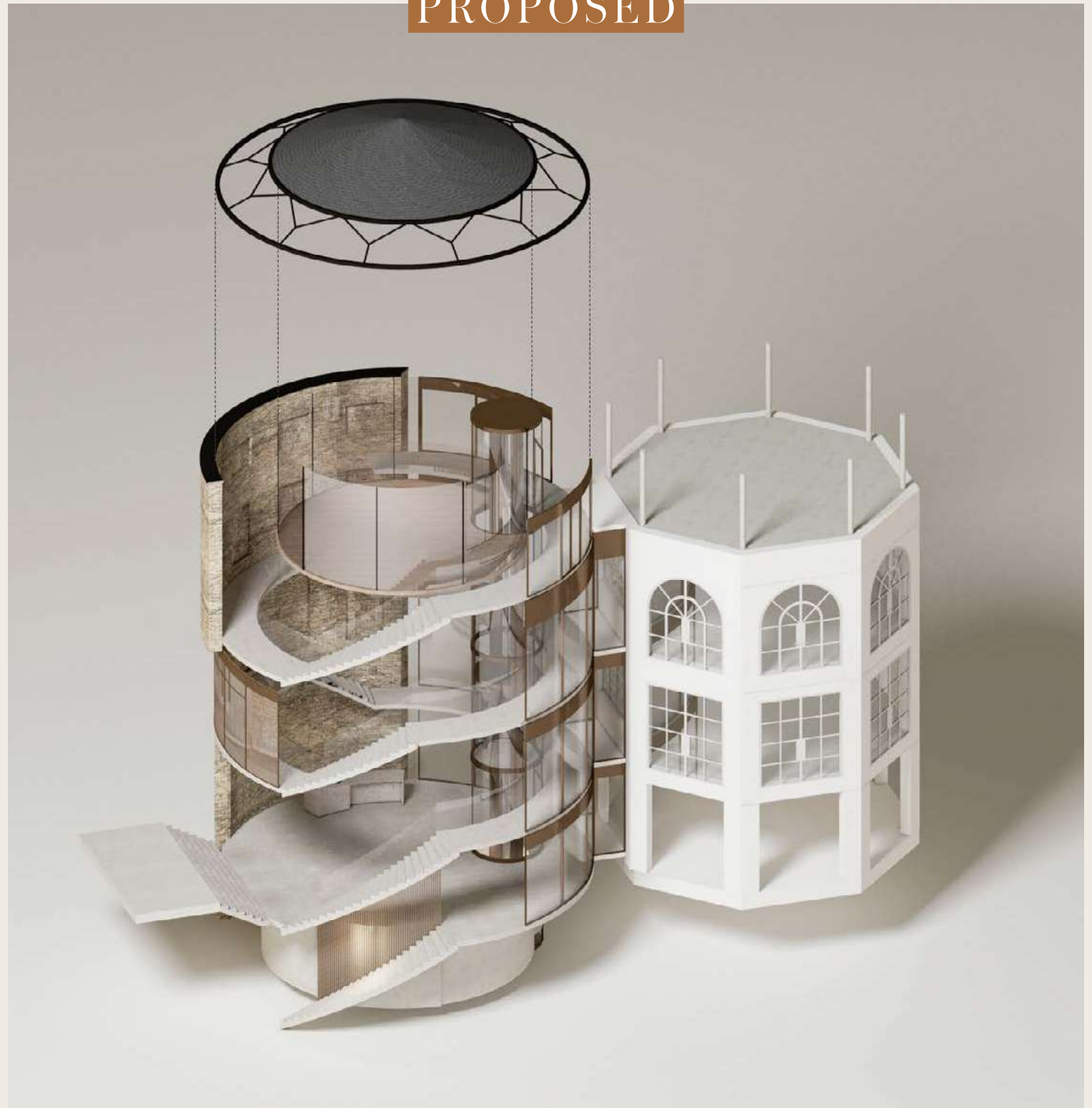
REIMAGINING THE HISTORIC ROTUNDA

CGI showing rear atrium's existing and proposed relationship with the Diorama Rotunda

EXISTING



PROPOSED





THE DIORAMA

ALTERNATIVE USE POTENTIAL

Subject to the necessary consents, The Diorama offers significant potential for a variety of alternative uses including:

- Boutique Hotel
- Private Members' Club
- Luxury Residential
- Educational / Institutional
- Hospitality & Cultural Uses

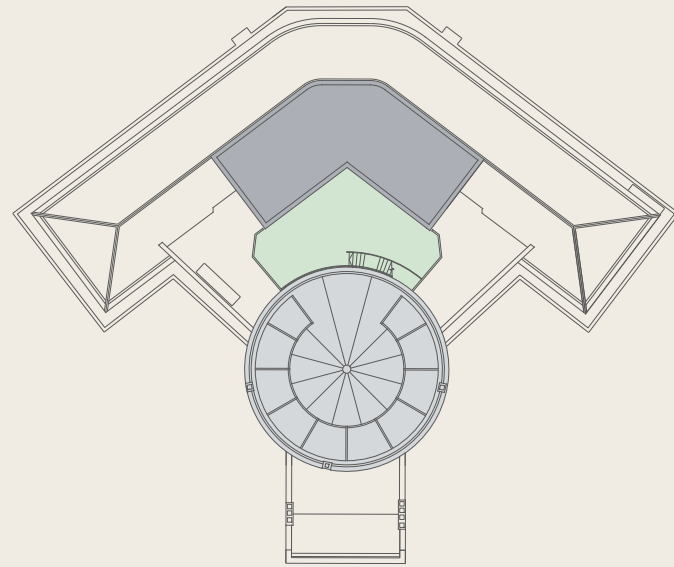
The building's large floorplates, exceptional volumes and landmark architectural character provide flexibility for a range of repositioning strategies. Its unique setting opposite The Regent's Park, combined with its Grade I listed status and historic significance, creates the opportunity for a truly distinctive Central London destination asset.



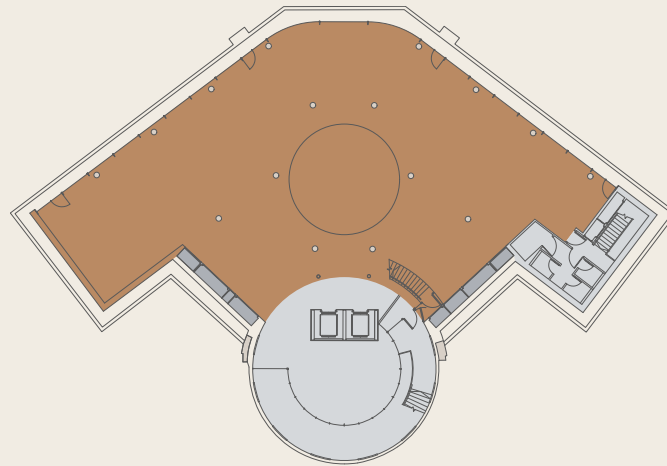


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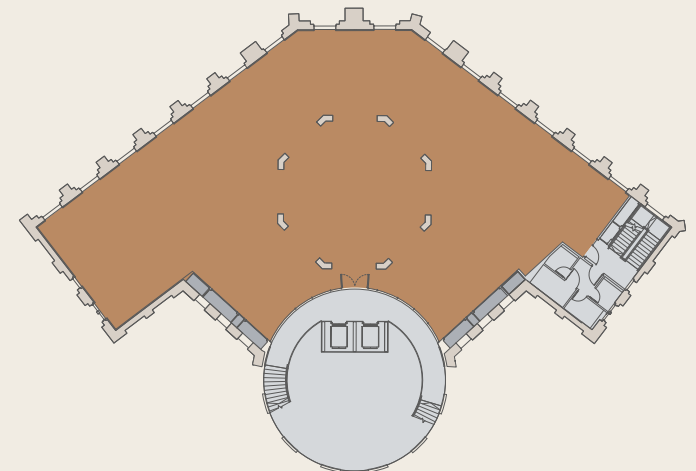
PROPOSED FLOOR PLANS



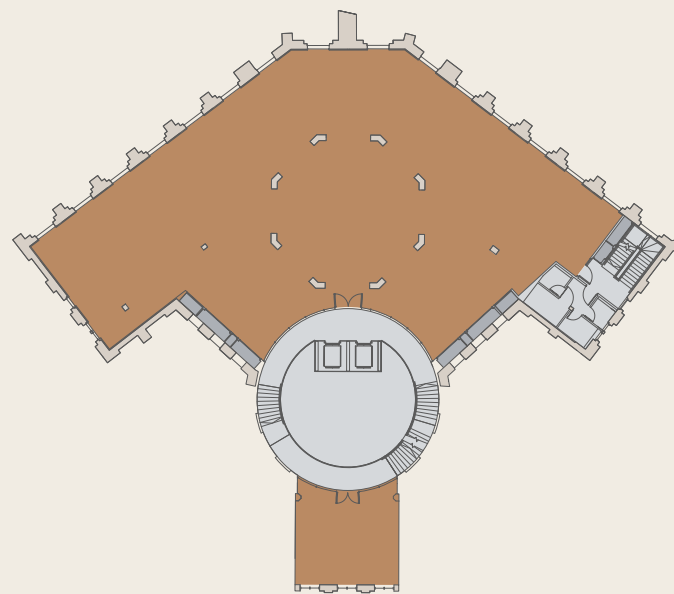
Roof



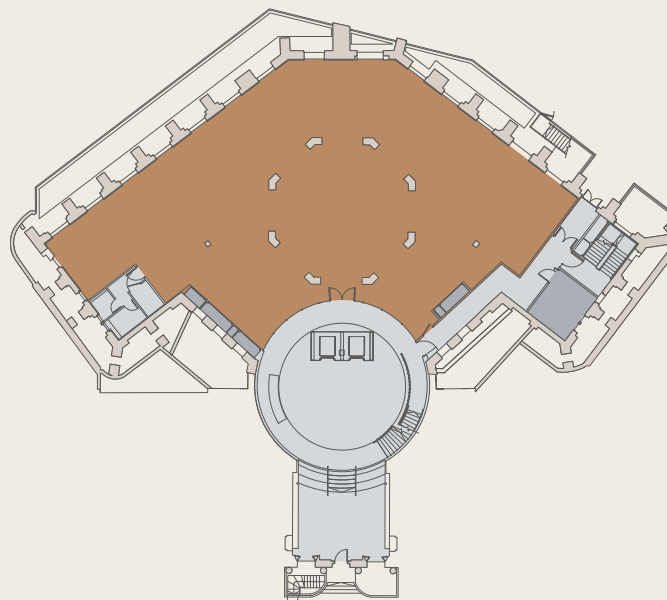
Third Floor



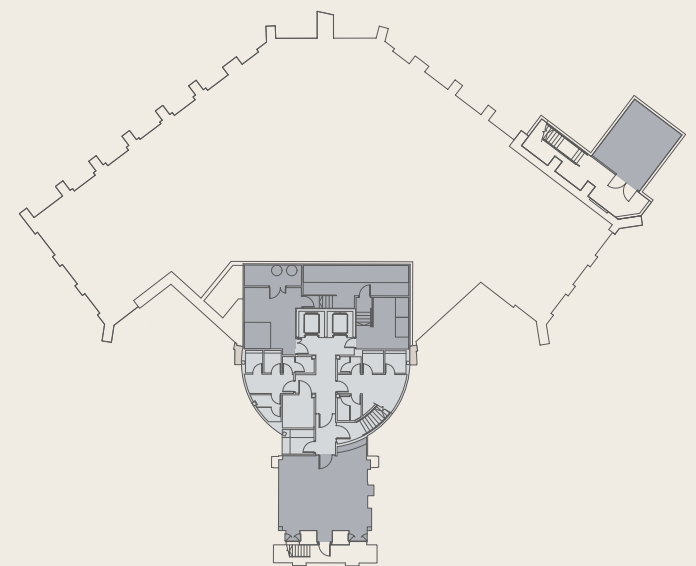
Second Floor



First Floor



Ground Floor



Basement

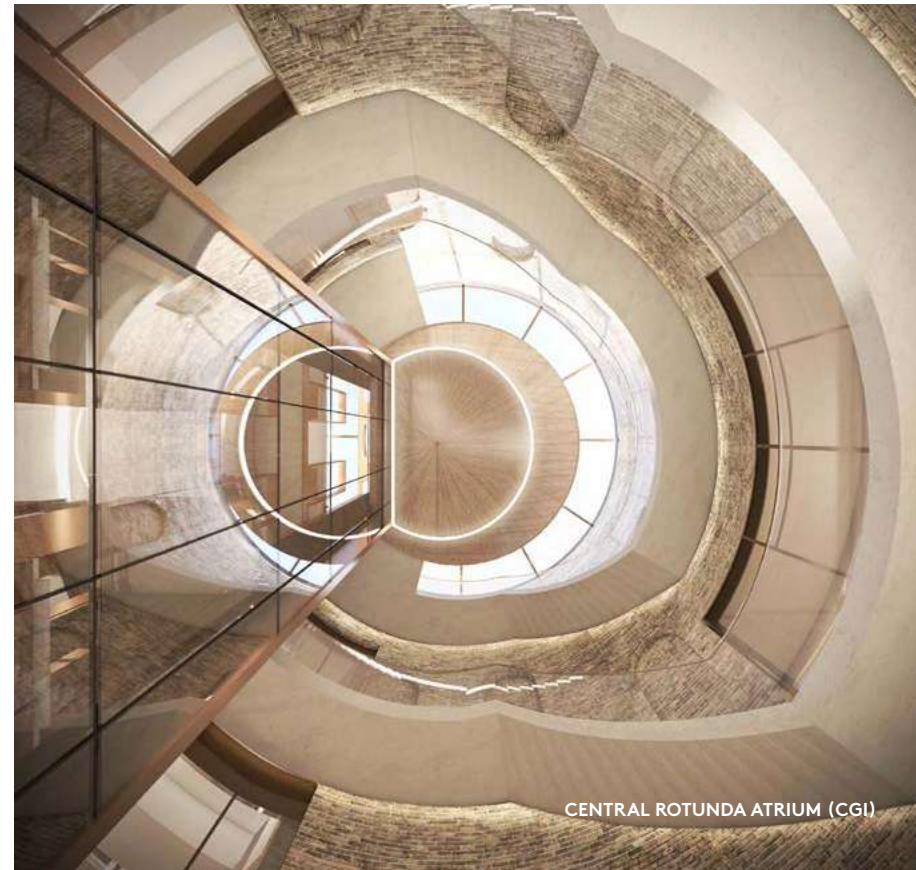
Office Ancillary Core



THE DIORAMA

PROPOSED AREA SCHEDULE

	Proposed NIA		Proposed GIA	
	Sq Ft	Sq M	Sq Ft	Sq M
Third Floor:	5,735	532.8	6,464	600.5
Second Floor:	5,468	508.0	6,883	639.4
First Floor:	5,965	554.2	7,399	687.4
Ground Floor:	5,061	470.2	7,994	742.7
Basement Floor:	476	44.2	2,249	208.9
Sub Totals:	22,706	2,109.4	30,988	2,878.9





THE DIORAMA

PLANNING

The property is Grade I listed and located within the London Borough of Camden in the Regent's Park Conservation Area.

The property has an existing lawful use for institutional purposes (sui generis).

TENURE

Held long leasehold on a 125-year term from The Crown Estate, expiring in August 2144, at a peppercorn rent, providing approximately 118 years unexpired. Title Number BB814.



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VAT DATAROOM

The property is not elected for VAT. Further information is available on the dataroom.

PROPOSAL

Offers are invited for 100% of the shares in the company that holds the long leasehold interest, subject to contract.

CONTACT

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