

## Notting Hill ‘pub-to-palace’ conversion asks £17.5m

***In Pictures:*** *The Lonsdale – next door to the remarkable “Hidden House” – has been transformed into a grand townhouse residence with a £17.5m asking price*

News • By PrimeResi • 30th April 2018

📍 [London](#)

🏠 [Domus Nova](#), [Fenton Whelan](#), [Knight Frank](#)

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A former bar in Notting Hill has been transformed into what’s being billed as “London’s most expensive pub transformation” by Mayfair-based luxury property developer Fenton Whelan.

Once a 4,100 square foot traditional Victorian pub, The Lonsdale went through a trendy spell as a cocktail bar at the start of the century, patronised by Kate Moss and her ilk. But planning permission was granted for conversion into a single residence in 2014, and the site was offered for sale.

Fenton Whelan has been on site for over two years, and has now lifted the lid on the finished development: a fully-dressed five-bedroom, 6,225 square foot ultra-luxury “boutique mansion” in the heart of Notting Hill, sporting a £17.5m asking price.

48 Lonsdale Road’s grey-rendered façade looks largely as it did before (minus bouncers and awnings), but now there’s a particularly generous six-storey home behind the double-frontage rather than swigging socialites.

A 15-metre high entrance atrium – with four-storey custom-made chandelier and glorious feature staircase – sets the tone for this project, which occupies an unusually deep and wide plot for the area. A “triple-volume” reception room spans the entire first floor, with floor to ceiling glass folding doors opening onto a large terrace overlooking the rear garden. The master bedroom suite takes up the second floor, with another private terrace, sleeping area, fitted dressing space and bathroom. All floors are served by a passenger lift.



The property boasts one of Notting Hill's longest private swimming pools (at 15 metres, it's pipped by next-door's 20-metre pool), spa facilities, a private cinema, an integral garage with direct access to living areas, and 1,249 square feet of outside space. Folding glass doors connect the kitchen and family reception room with the south-facing garden, creating an indoor-outdoor entertaining space for up to 60

guests.



48 Lonsdale Road is next-door to the old Notting Hill Post Office (No.44), which has been sensationally transformed by developers Graham Hedger and Warren Todd.

The three-year project delivered an 8,000 square foot super-home called “Hidden House”, which sold for £25m earlier this year.

The conversions of No.48 and of the old Post Office have returned Lonsdale Road to its original residential state, and mark yet another example of Notting Hill stepping into the limelight as one of London's top super-prime locations. A glut of super-prime turn-key mansions have cropped up in W11 in recent months, with 12 £10m+ transactions going through in the last 18 months. Three of London's six £20m+ deals in Q1 2018 were in W11...

Another Graham Hedger project – an 8,300 square foot low-build house at 18 Queensdale Place – went for £21.5m in January, while an 8,700 square foot new-build by Konstantinos Diamantopoulos' Albert Bridge Properties on Pembridge Road is currently asking £25m.

48 Lonsdale Road is on the market with Knight Frank and Domus Nova.

#### **48 Lonsdale Road In Pictures**

**James Van Den Heule, co-Founding Director at Fenton Whelan:** “This spacious family house at 48 Lonsdale Road introduces a Mayfair quality property into the Notting Hill marketplace, behind the understated façade is a beautiful boutique-mansion with hotel-like leisure amenities and health spa. It is perfect for a successful family looking for a turn-key luxury home they can move into immediately and use as their London base.”

**Arthur Lintell, Partner at Knight Frank (Notting Hill):** “There is significant appetite for turn-key properties in Notting Hill at the moment and buyers are motivated and moving quickly when they find what they are looking for. This is a very exciting prospect because of the quality of finish and the originality of the property itself, not to mention the very impressive list of facilities.”

**Chris Shaw, Sales Manager at Domus Nova:** “Lonsdale Road is a shining example of exquisite craftsmanship, bespoke luxury and thoughtful layout, so it stands alone and far above the rest. The architecture and

palette of finishes make it an incredibly unique proposition, not only to Notting Hill, but within the surrounding postcodes. As more turn-key properties of this calibre are introduced to the market, it is increasingly clear just how much buyers at this level value the fastidious attention to detail and high-end design eye that Fenton Whelan has approached Lonsdale Road with.”