

The Penthouse

353 Strand | London WC2



*tavistock*bow

Long before its current iteration as a boutique residential building, 353 Strand formed part of the working fabric of one of London's great thoroughfares.

During the early 19th century it was associated with specialist trades including, from 1812, a workshop for royal trunk maker William Day, who supplied trunks for the travels of both the Dukes of York & Sussex.

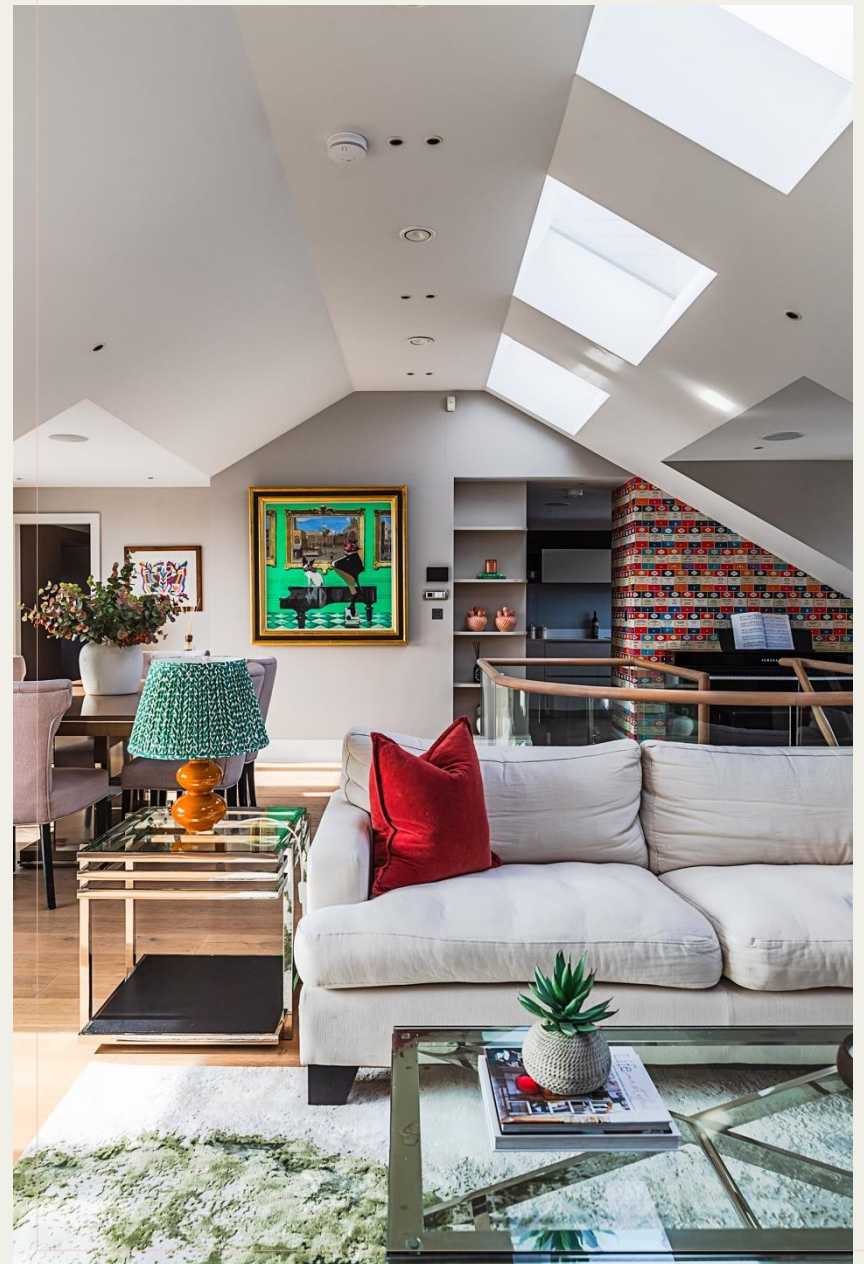
Over time it shifted from specialist retail and workshop use to a more fragmented multi-tenant commercial address, housing everyone from stamp dealers to artists, accountants and a tutorial college by 1940.





Features

- Duplex Penthouse
- Three Bedroom Suites
- Beautiful Open-Plan Living Space
- Separate Kitchen
- Guest WC
- Utility Room
- Contemporary Specification
- Two Terraces
- Views Towards The Thames
- South Facing
- Exceptional Natural Light





Today, that layered history gives the building a particular sense of character, unmistakably central London, yet still individual: a building shaped by adaptation, reworked in 2014 by boutique developer Seastar as a high-quality residential scheme set above one of the capital's most storied streets.







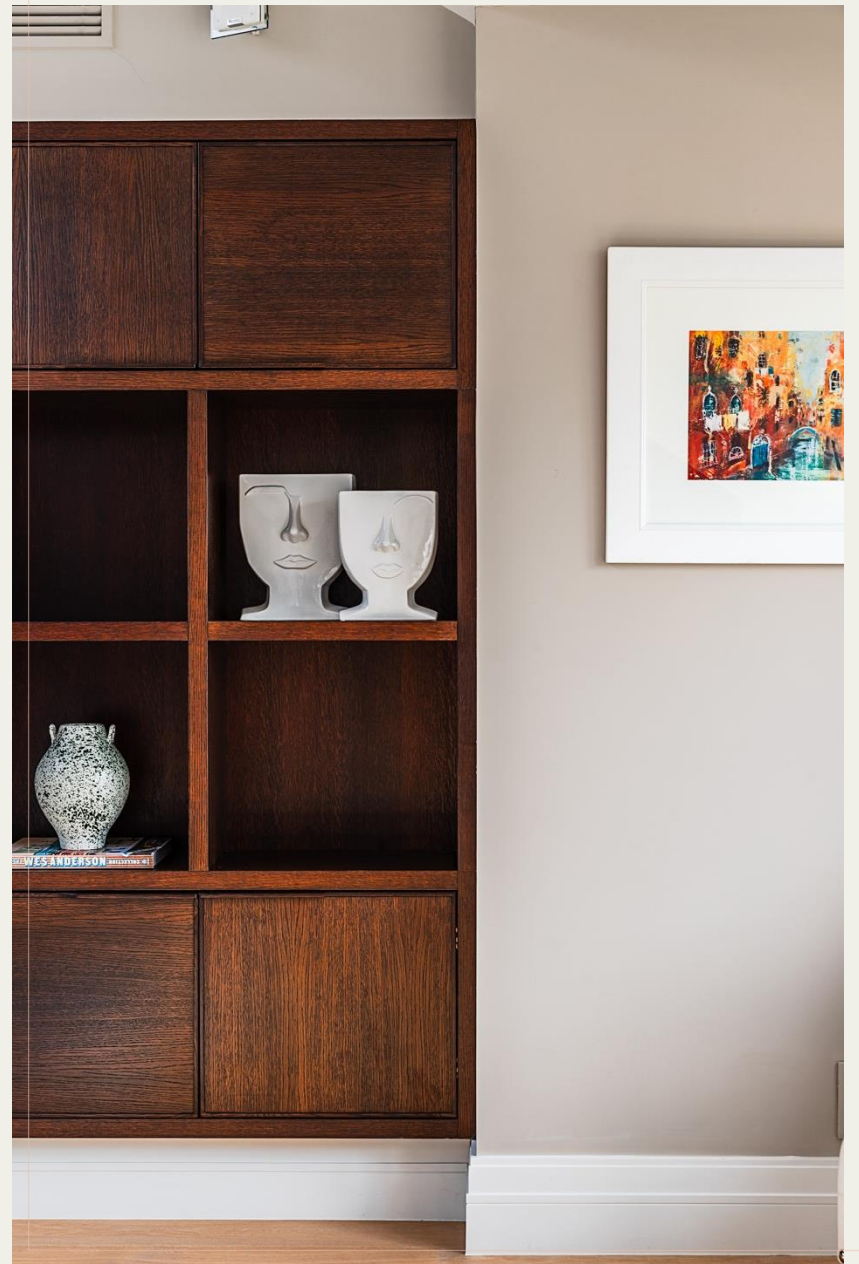
Arranged over the fourth and fifth floors, the penthouse has a natural sense of separation between living and sleeping spaces.

The lower floor is given to three bedroom suites, including a principal suite with dressing room and a generous en-suite bathroom with steam room, while a utility room adds further practicality to the plan.

Above, the apartment opens out into a dual-aspect reception and dining room, connected by a sweeping glass and oak staircase.







Natural light is a defining feature throughout. The upper floor in particular feels open and elevated, with two terraces accessed via French doors from the main living space, looking south towards the Thames, the South Bank and the surrounding skyline of central London.









Windows to the rear and a run of generous skylights overhead ensure light enters the living space from all angles, creating wonderful light-play across the open-plan space and its natural smoked oak floors as the sun makes its way from east to west.









The Hacker Systemat ART kitchen is contemporary, understated and finished with white satin lacquer and terra oak cabinetry, with diamond white composite stone worktops and integrated Siemens appliances, designed to feel practical and visually calm.







Positioned just off the principal living space, the kitchen works equally well for day-to-day use and more informal hosting, sitting naturally within the well-considered flow of the upper floor of the apartment.







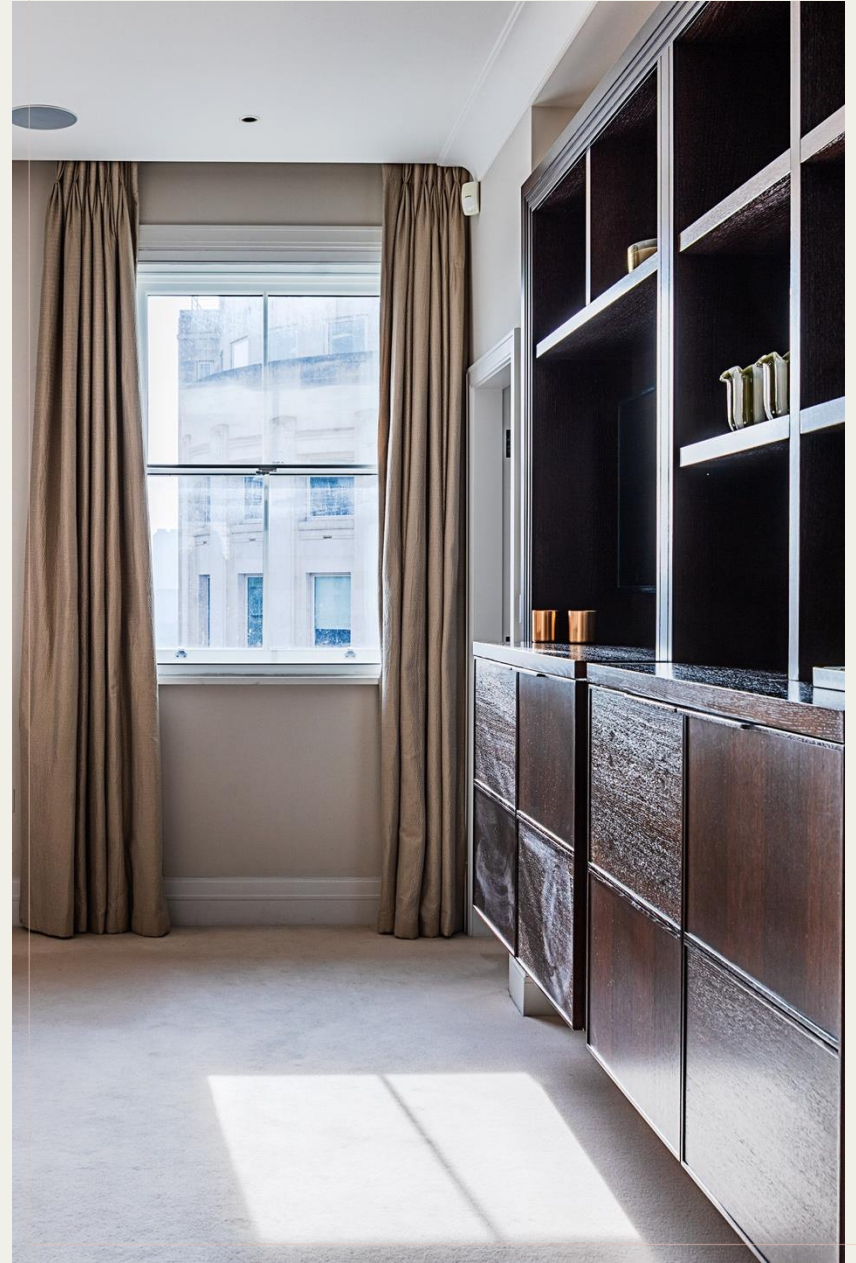




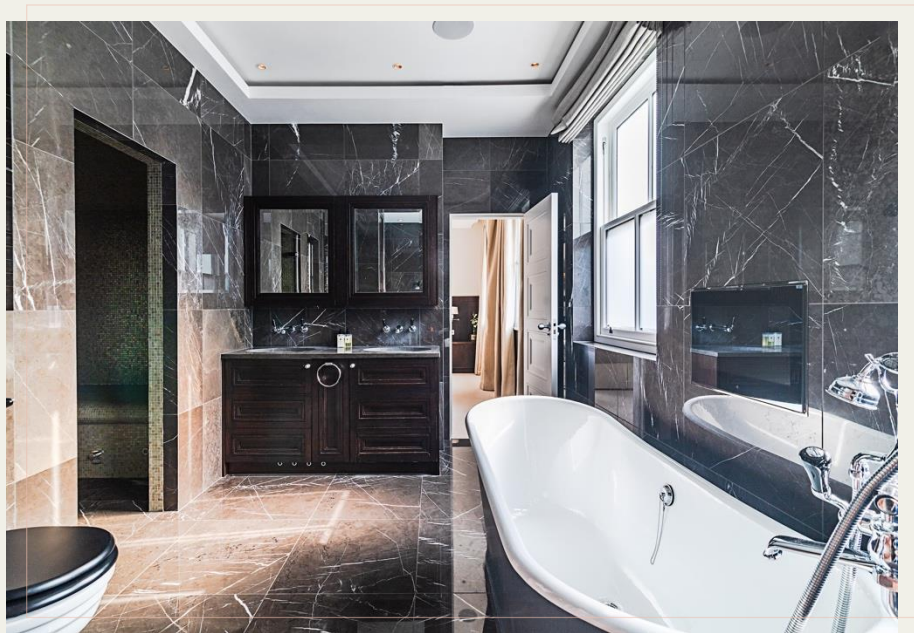
Bedrooms are finished in a calm, contemporary palette, with bespoke joinery and plentiful wardrobe and storage space. Bathrooms combine contemporary natural materials including hand selected marble, with polished fittings from Lefroy Brooks and Villeroy & Boch sanitaryware, augmented with mirrored cabinetry and underfloor heating bringing a clear sense of quality.

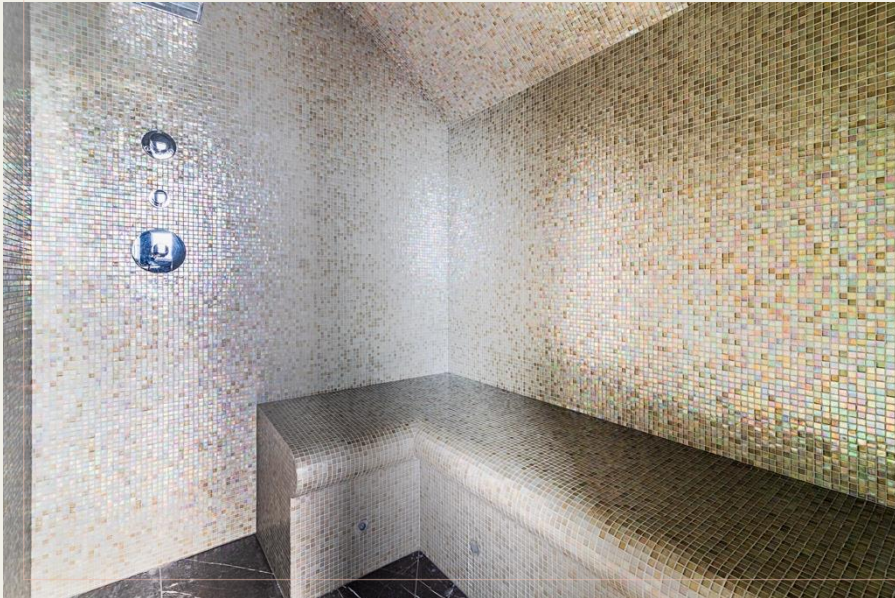
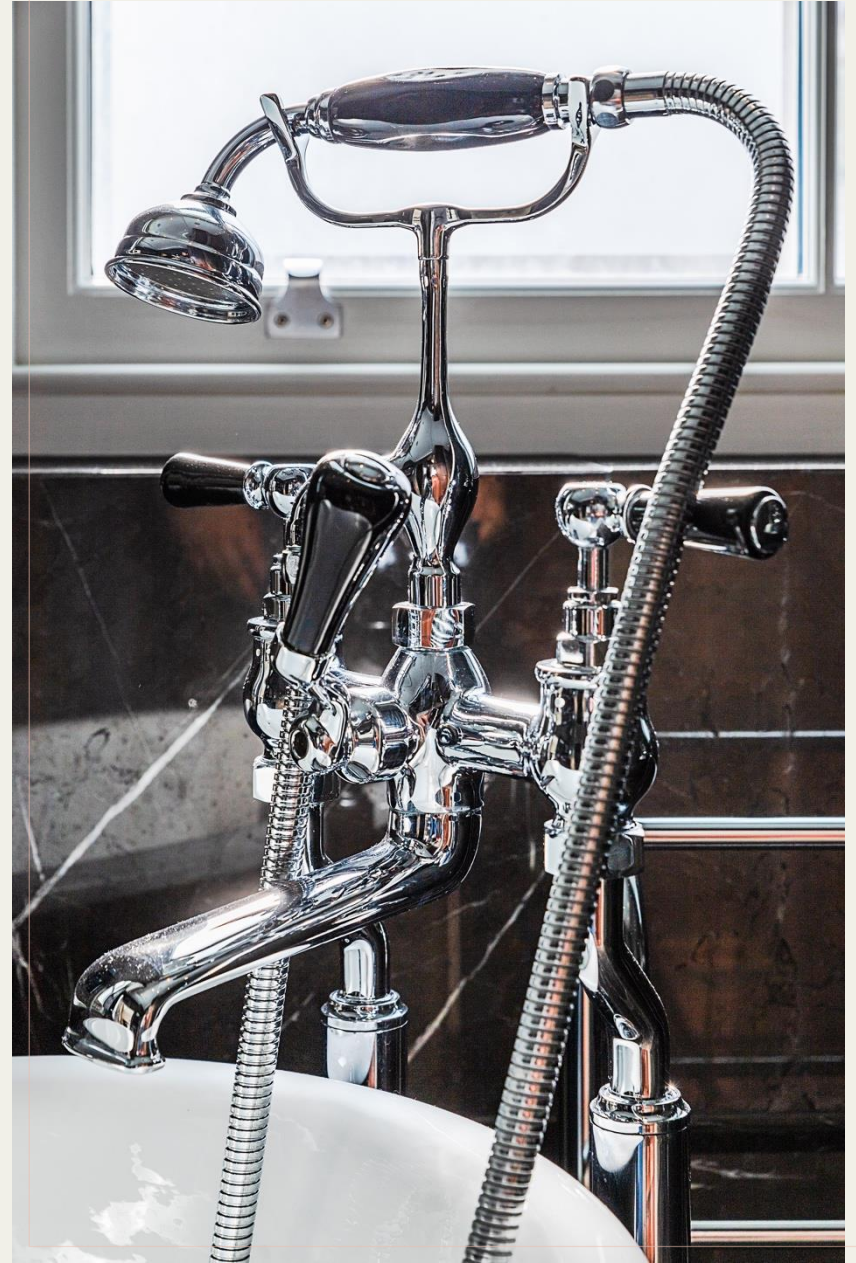
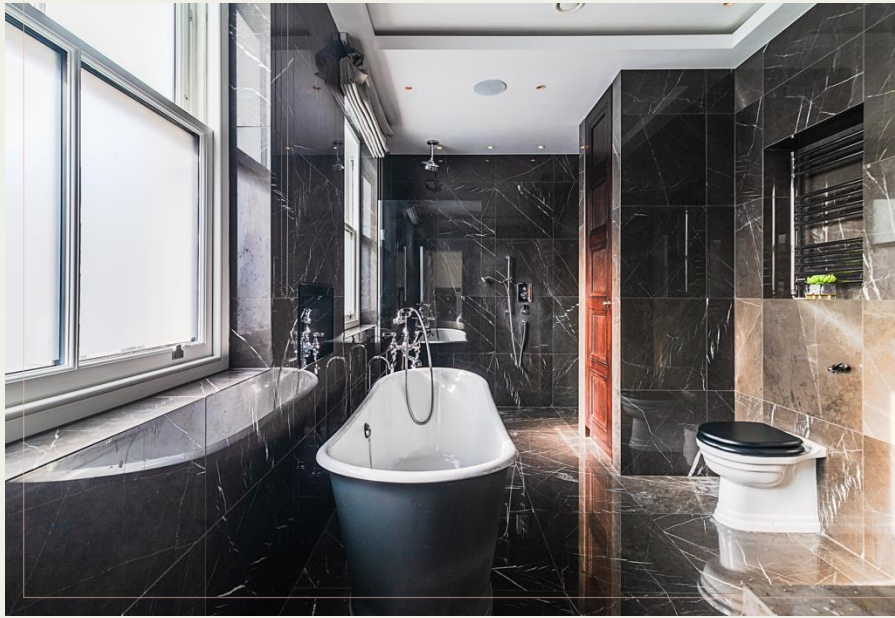






The principal bathroom has the added benefit of a walk-in shower, freestanding rolltop bath and separate steam room.





All three generous bedroom suites are accessed from the main entrance hallway on the lower level, with the principal suite located to the front of the building and secondary suites situated to the rear.

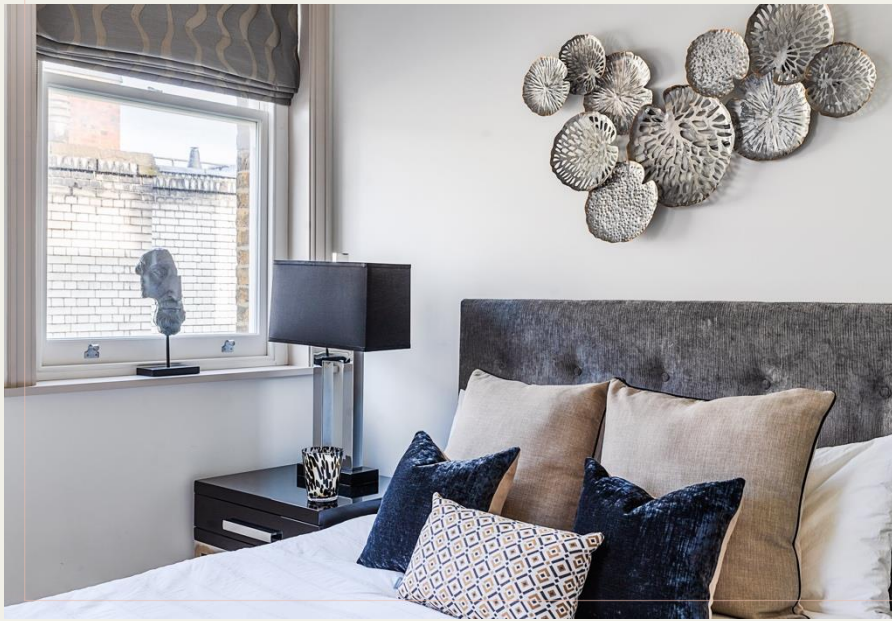






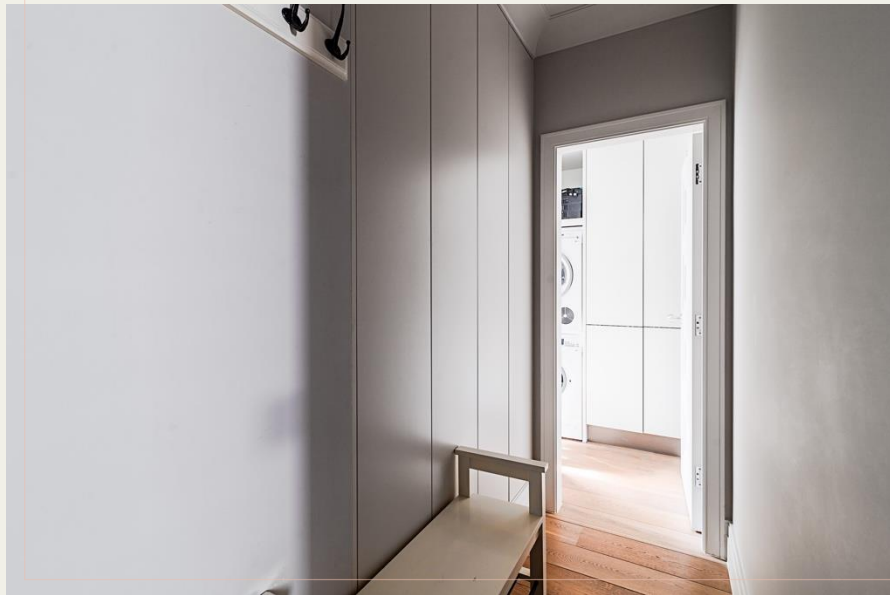






The lower level also benefits from a separate walk-in cloak cupboard, through which you access the well appointed and good-sized sperate laundry room.







The exterior front elevation of 353 Strand stands proud above the intersection of Strand and Aldwych, just across the street from the recently pedestrianised public space around the church of St. Mary le Strand and Somerset House, leading to Kings College London and 180 Studios, home to Soho House's WC2 outpost at 180 Strand.





Strand is the southern boundary of Covent Garden running parallel to the River Thames and linking the cities of London & Westminster. A neighbourhood that offers everything from river views and world class theatres, to green open space and village vibes. The link between Westminster and the City of London, modern Strand has shaken off it's reputation as a traffic congested artery to be avoided, now boasting a Soho House at 180 Strand, a number of luxury residential developments and a wonderful new public space at the eastern end where it meets Aldwych around St. Mary's Church opposite Kings College London.

Covent Garden is globally recognised as London's premier cultural, retail, leisure & entertainment destination. The Royal Opera House dominates the piazza with world renowned residents the Royal Ballet & Royal Opera, plus many of the world's most popular stage shows can be found at the numerous theatres within a few minutes walk. A short stroll across Waterloo Bridge takes you to the South Bank, one of the few London locations that can rival Covent Garden for culture, being home to the National Theatre, Hayward Gallery, British Film Institute, National Film Theatre, The Royal Festival Hall, Queen Elizabeth Hall and the Purcell Room.

This is an exceptionally well-connected part of London, with mainline rail services from Charing Cross to the southeast, as well as District, Circle, Bakerloo and Northern Line tube service from Embankment station and riverboat services to both West London and the City & Canary Wharf from nearby Embankment Pier.









Internal Video



Neighbourhood Guide



floorplan

Strand, WC2

Approximate Gross Internal Area 196.5 sqm/ 2115 sq ft

Excluding External Areas and Eaves Storage of 28 sqm/ 301 sq ft

1 Living/
Dining
7.97 x 7.97M
26'2" x 26'2"

2 Kitchen
4.10 x 2.72M
13'5" x 8'11"

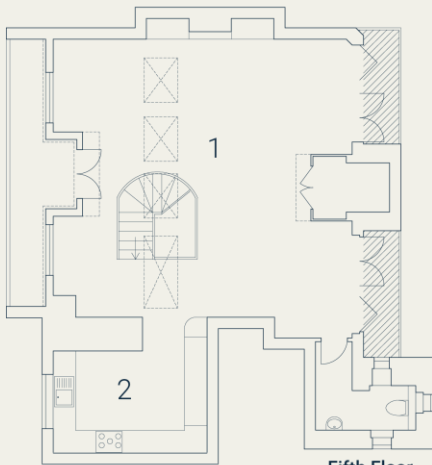
3 Bedroom
4.62 x 4.46M
15'2" x 14'8"

4 Bedroom
4.50 x 4.46M
14'9" x 14'8"

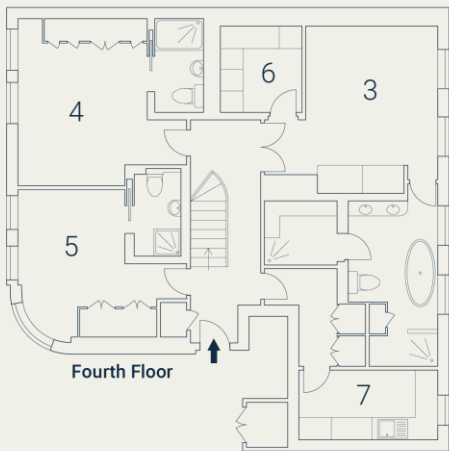
5 Bedroom
4.51 x 3.93M
14'10" x 12'11"

6 Walk-in Robe
2.30 x 2.17M
7'7" x 7'1"

7 Utility
3.70 x 1.86M
12'2" x 6'1"



Fifth Floor



Fourth Floor

Floorplan produced for Tavistock Bow. Illustration for identification purposes only and not to scale. All measurements are approximate and not to be relied upon.

epc

Score	Energy rating	Current	Potential
92+	A		
81-91	B		
69-80	C		
55-68	D		60 D
39-54	E	52 E	
21-38	F		
1-20	G		

terms

- Tenure | Leasehold – Approx. 986 years
- Service Charge | £17,252 per annum
- Ground Rent | £500.00 per annum
- Westminster Council Tax Band H: £2034.36 (2026)

guide price

£3,500,000 subject to contract



tavistockbow

about us

Tavistock Bow is an independent residential agency & consultancy based in London's vibrant West End.

We are niche, boutique, creative, knowledgeable, professional and approachable.

We love what we do and that's why we do it.



21 New Row
Covent Garden
London
WC2N 4LE

tavistockbow.com
020 7477 2177
hello@tavistockbow.com

Connect with us on



MISREPRESENTATION ACT (COPYRIGHT) DISCLAIMER: Tavistock Bow Ltd for themselves and for the vendor(s) or lessor(s) of this property whose agents they are, give notice that: 1. These particulars do not constitute, nor constitute any part of, an offer or contract. 2. None of the statements contained in these particulars as to the property are to be relied on as statements or representations of fact. 3. Any intending purchaser or lessee must satisfy themselves by inspection or otherwise as to the correctness of each of the statements contained in these particulars. 4. The vendor(s) or lessor(s) do not make or give and neither Tavistock Bow Ltd nor any person in their employment has any authority to make or give any representation or warranty whatever in relation to this property. Finance Act 1989: Unless otherwise stated all prices and rents are quote exclusive of VAT. Property Misrepresentations Act 1991: These details are believed to be correct at the time of compilation but may be subject to subsequent amendment.