



SOUTH STREET

MAYFAIR

A GRADE II LISTED BLUE PLAQUE HOUSE
OVERLOOKING MOUNT STREET GARDENS



A rare opportunity to purchase a Grade II Listed Freehold house overlooking Mount Street Gardens.

This palatial blue-plaque townhouse on South Street W1 is for sale for the first time in twenty years, the seven-storey 6,477 sq. ft townhouse overlooking Mount Street Gardens was once the home of Lord Ashfield, the celebrated First Chairman of London Transport and founder of London Underground. The plaque bearing his name is almost unique, recognising his life's work by using the iconic London Underground typeface that he helped to design.





An extravagant space for luxury family living and entertainment

This classically elegant Grade II Listed freehold house was built by J.J Stevenson, master of the Queen Anne revival style, between 1896 and 1898, and retains many of its original features. Located on "one of Mayfair's

most architecturally beautiful streets," it provides an impressive family home with its six sumptuous bedrooms and a lavish space for entertaining with ceiling heights of 3.5m in the formal reception rooms.

Its two rear balconies offer magnificent views over Mount Street Gardens, which pre-date the house by nine years and house a variety of exotic plants including a Canary Island date palm and three dawn redwoods from China.





A breathtaking example of Queen Anne Revival Style architecture

The house is laid out over seven levels, comprising lower ground, ground and five upper floors connected by an impressive cantilevered staircase and offers a breathtaking example of Queen Anne Revival Style architecture. Guided by the Victorian obsession with looking back and seeking to improve styles of the British past, the architect Stevenson emulated the grand buildings of Queen Anne's reign designing with a focus on classical beauty - balance, harmony and light. As a result the house is characterised by high ceilings, impressive windows and elegant corning to achieve an effect of symmetry and order.

The lower ground floor contains an impressive family kitchen/dining room with a large central island, aga-style ovens and a great ornate fireplace. To the front there are staff quarters and an assortment of storage rooms and facilities. The ground floor has an entrance hall with diamond-patterned marble flooring, and leading off it are the elegant study with bay windows and grand formal dining room capable of seating eighteen guests.

Like many rooms in the house, it benefits from a stately original marble fireplace, ceiling corning and impressive windows.

The first floor contains a huge drawing room and enormous 11m x 4m reception room with high ceiling and floor-to-ceiling windows, while the second is dominated by the extravagant principal bedroom suite. This luxury living space is large enough to be used as another room for entertainment in the day and gives access to the main bathroom and vast walk-in dressing room with its own bay windows. There are five further bedrooms on the third, fourth and fifth floors while the impressive fifth-floor roof terrace offers stunning panoramic views over Mayfair.



A plaque commemorating Lord Ashfield (1874-1948) was erected in 1984 and bears the legend 'First Chairman of London Transport'

Ashfield lived at South Street between 1918 and 1940, at the peak of his fame and influence, overseeing what became the 'golden age' of the London Underground in 1919 and continuing in that post into the Second World War. An early pioneer of modern branding and design, one of Ashfield's first moves had been to encourage the use of a common recognisable symbol. His illuminated design, spelling 'UNDERGROUND' with a large 'U' and 'D,' was officially adopted in 1908 and retains its iconic status to this day.

Though he was born in Derbyshire in 1874 Ashfield, or Albert Stanley as he was then, emigrated to Detroit with his family in 1880. Leaving school at just fourteen allowed him to play a part in the infrastructure boom taking place in the US, and his talents were spotted quickly. He became General Superintendent of the Detroit Street Railways Company at the age of just

twenty, before taking a break to serve in the US navy during the Spanish-American war of 1898. His highly successful career in America was noticed across the Atlantic at a time when the messy, uncoordinated and chaotic public transport systems in London badly needed an overhaul.

As a result he was appointed as managing director of Underground Electric Railways Company of London in 1907, where he was an instant success. One of his many innovations was the launching of the Bakerloo line to give access to underdeveloped parts of London.

Ashfield's organisational talents were such that he was given a cabinet role organising munitions during the First World War, though he returned to the Underground in 1919 and, after years of lobbying, managed to standardise all London transport under one

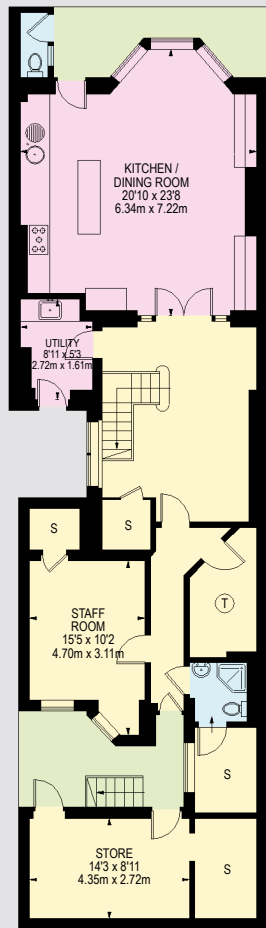
organisation in 1930. This era between the wars was undoubtedly the apogee of London Transport's international prestige. Ashfield's biographer considers it 'almost impossible to exaggerate the high regard in which LT was held during its all too brief heyday, attracting official visitors from around the world eager to learn the lessons of its success and apply them in their own countries.'

Ashfield's Underground performed another vital role during World War II when it housed thousands taking shelter as the Blitz raged above their heads. Much of this success rests with Ashfield, who was known for his charm and charisma as well as his ruthlessness and fierce negotiating skills. Despite marrying New Yorker Grace Lowrey in 1904 he was known as 'a dapper ladies' man, something of a playboy tycoon, who was always smartly turned out and enjoyed moving in high society'.

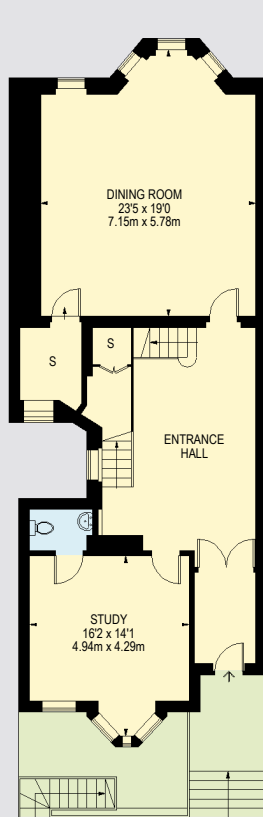


One of Mayfair's most architecturally beautiful streets

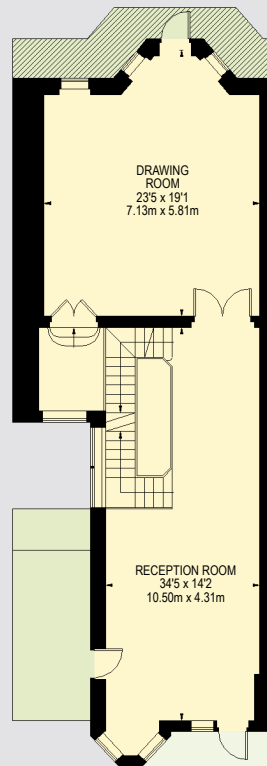
South Street lies close to the exclusive boutiques of Mount Street, Hyde Park and the West End, and forms a terrace of original design with no parallel in Mayfair with its mix of Gothic, François Premier, Jacobean and 'Queen Anne' sources. Famous past residents have included Catherine Walters, "one of the last great courtesans of Victorian London," whose lovers included Napoleon III and the future Edward VII, as well as another slightly more respectable Victorian lady, Florence Nightingale. London novelist and socialite Barbara Cartland also lived there from the 1930s to the 1950s.



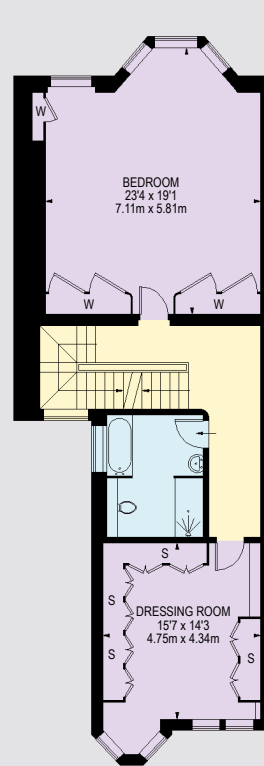
LOWER GROUND FLOOR



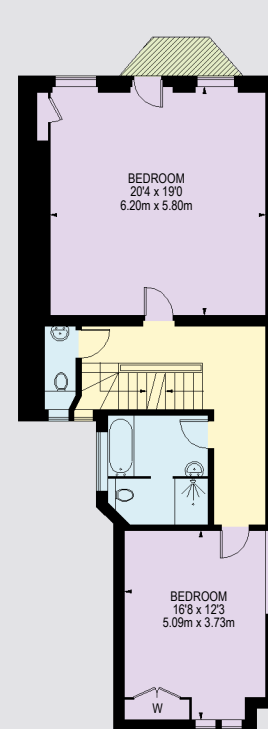
GROUND FLOOR



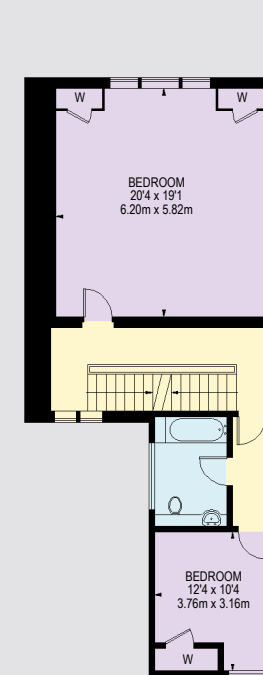
FIRST FLOOR



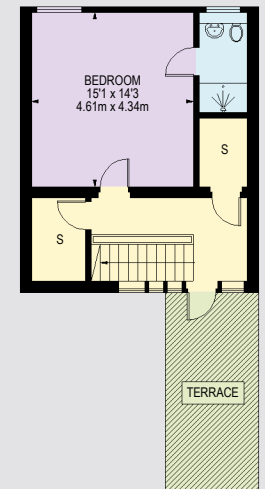
SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR



FIFTH FLOOR

TOTAL APPROX. FLOOR AREA 6,477 SQ. FT (601.76 SQ. M)
TERRACE 144 SQ.FT (13.38 SQ.M)

JOINT SOLE SELLING AGENTS

Terms

Tenure: Freehold

Local Authority: City of Westminster

Price: £14,950,000

Viewing: By appointment with Joint Sole Selling Agents Wetherell and Knight Frank

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