

GROSVENOR CREDENTIALS

MONTROSE PLACE



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Record sales values achieved on 18 contemporary apartments in Belgravia.



TYPE OF DEVELOPMENT

A contemporary development of 18 new build apartments over 90,000 sq ft on lower ground, ground and four upper floors. Further accommodation provided included eight affordable housing units, 32 car parking spaces and four staff studios.

CONSTRUCTION START DATE / END DATE

Started 2005. Completed in 2007.

BACKGROUND

The development site incorporated 10-14 Montrose Place and 11-35 Headfort Place, London, SW1. Due to the condition of the existing buildings and the sites location outside the Belgravia conservation area, an opportunity arose to demolish and recreate a contemporary residential scheme in the heart of Belgravia.

KEY SUCCESS MEASURES

- Record sales values.
- The design and use of quality materials.
- Excellent working relationship with Dominon Housing Group (RSL), to provide eight affordable housing units.

TARGET MARKET

Super prime residential market offering the best in contemporary accommodation.

STAKEHOLDERS/PARTNERS

- 50/50 joint venture between Grosvenor/Native Land.
- Funding: Royal Bank of Scotland.

ISSUES RESOLVED

- Worked very closely with Westminster planners and local stakeholders to develop a design in which the City Council embraced the wishes of all parties.
- Complex design and construction issues resolved through a team ethos of partnering and a 'can do' attitude.

TEAM INVOLVED

Developer:	Grosvenor
Development Advisor:	Native Land
Architects:	Hamiltons
Contractor:	Sir Robert McAlpine

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