

VALOURAN UNVEILS PRIMROSE HILL PROJECT

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Valouran to revitalise prestigious Primrose Hill property Valouran, the global pioneering property developer and placemaker, today announces that it has been appointed as development manager on 31 Elsworthy Road, a prominent property situated on a wide tree-lined avenue beside Primrose Hill park.

Valouran will be responsible for designing and managing the development of this substantial property, which is owned by the Marcus Cooper Group – a British investment, development, and property corporation renowned for its prestigious portfolio – to maximize its full potential.

Alongside architecture studio Moreno Masey, a London-based practice known for its expertise in exceptional and sustainable spaces, Valouran will expand the existing square footage from 6,840 sq. ft. to in excess of 10,000 sq. ft, inclusive of a newly added basement.

With a commitment to refined design and meticulous spatial planning, Valouran's vision for 31 Elsworthy Road includes reconfiguring and optimising the building's layout, creating a new entrance hall and adding a dining room, garden room and home office. Once completed, the transformation promises to add considerable value to the property.



This restoration project on one of London's most desirable roads marks the latest addition to Valouran's expanding and varied portfolio, which also includes the re-development of an existing heritage asset on The Bishops Avenue in Hampstead into a 30-apartment scheme, and the delivery of five luxury homes through the retrofit and renovation of The Chapel, a Grade II listed building with a unique history, in St John's Wood. Valouran's current projects extend to over 350,000 sq. ft. of development with a combined GDV of some £720m.

Co-founder of Valouran, Alex Michelin comments: "At Valouran we're fuelled by our dedication to deliver not only assets, but sustainable buildings of timeless elegance. Our reinvigoration of 31 Elsworthy Road showcases Valouran's versatility in undertaking a diverse array of projects, while maintaining an unwavering commitment to excellence. This property will set a new benchmark for the Primrose Hill neighbourhood, whilst also cementing Valouran's vision to shape the future of best-in-class London living."

Nestled within the tranquil streets of the Elsworthy Road Conservation Area, the property enjoys a large garden with direct access to Primrose Hill park, and is just moments from Primrose Hill village, offering an array of bespoke shops, boutiques, and eateries.

Poised to become a landmark new listing for the neighbourhood, preparations are underway for works to commence in Q3 2024.