



## Developer plans revamp of ‘prominent’ Westbourne Grove site

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Valouran is looking to bring the site offices for The Whiteley project back into use as high-end apartments and an improved pub.

Super-prime developer Valouran has unveiled plans for a new project at the corner of Westbourne Grove and Queensway.

The firm, headed by Alex Michelin and Matthew Robertson, has launched a public consultation on proposals to “restore and enhance” the set of properties at 1-3 Westbourne Grove – site of well-known pub, The Redan.

Lately, the “prominent” buildings have housed the site offices for The Whiteley – the Finchatton-led transformation of London’s first department store into a new mixed-use “destination” with luxury apartments, a Six Senses hotel and spa, and 20 new shops, cafes and restaurants.



But now, with The Whiteley fast approaching completion, Valouran is looking to bring the site back into use.

The plan is to create a brand new building behind the retained facade with combined floorplates, returning it to its original previous uses: a pub at ground and basement, below four family-sized apartments on the upper floors.

The resi element has been designed “with a focus on environmental sustainability, ensuring energy efficiency to meet the high standards of contemporary living”. Various public realm improvements would also be delivered as part of the endeavour.



Consultation documents describe how Queensway is undergoing “revolutionary change”, and explain how the revamp will “re-establish this corner as a welcoming pub for the public that enhances and reflects the spirit of the local neighbourhood.”

On the team sheet are architects MorenoMasey, community engagement specialists Concilio and planning consultants Turley.



Michelin, co-founder of luxury property firm Finchatton, and Robertson, its former CFO, teamed up to launch their development company earlier this year, promising “best-in-class residential-led developments that push the boundaries of innovation and enhance the surrounding natural environment”. The pipeline includes a £200mn luxury resi scheme on The Bishops Avenue, and another high-end project in St John’s Wood.