



Westminster approves Valouran retrofit scheme in West London

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Luxury developer to bring The Whiteley site offices back into use as a mix of 'design-led' homes, a restaurant and a bar.

Planners have green-lighted a new mixed-use scheme by developer Valouran on the corner of Queensway in West London.

The firm, headed by Alex Michelin and Matthew Robertson, [launched a public consultation in 2023](#) on proposals to “restore and enhance” the set of properties at 1-3 Westbourne Grove – formerly the site of well-known pub, The Redan.

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

With the OK now secured from Westminster, a brand new building will be created behind the retained stucco façade, returning the heritage site to its original use. The finished article will house a restaurant, bar and set of chunky apartments on the upper floors. A basement extension will allow the new commercial spaces to operate over two levels.



The resi element has been designed “with a focus on environmental sustainability, ensuring energy efficiency to meet the high standards of contemporary living”. Measures include clean energy for heating and cooling from air-source heat pumps, a “fabric-first” approach to environmental performance and building efficiency, bird and bat roof boxes to increase biodiversity, and a sub-basement level attenuation tank for water management. A pre-demolition audit will also identify fabrics that will be reused in the wider build programme.

Plans show a trio of three-bed laterals, along with a two-bed housed in a mansard roof extension. Each will come with open-plan living spaces, access to private outside space and dual-aspect views. Various public realm improvements are also to be delivered as part of the endeavour.

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

The project is Valouran’s fourth development since being [founded](#) by Finchatton co-founder Michelin and its former CFO Robertson in 2023; others underway across the capital include the restoration of the former Grade II listed [Connaught Chapel](#) in St John’s Wood, and a 30-unit apartment scheme on [The Bishops Avenue](#). Now at c.500,000 sq ft, the portfolio has a combined GDV of over £1bn.

Queensway itself is in the midst of a £3bn regeneration spearheaded by the Queensway Joint Steering Committee. Improvements underway on the street involve the widening of pavements and re-greening, two tube station upgrades, new pavilions for all-day outdoor dining, public art installations and a new entrance to Hyde Park. [PrimeResi explored the origins of this transformation back in 2019](#).