

Valouran Announces Redevelopment Of New West London Site In Notting Hill

The global pioneering property developer and placemaker, Valouran, announces their next project - the comprehensive redevelopment of a 100,000 sq. ft. mixed-use site on Notting Hill's fashionable Westbourne Grove. This news will see the delivery of 28 bespoke homes and complementary retail space at street and lower ground levels, with a GDV in excess of £225 million.



Situated on the junction of the desirable streets of Westbourne Grove and Hereford Road in Notting Hill, Valouran is preparing a planning application which will be submitted in late 2025. The development project will be led by Valouran co-founders Alex Michelin and Matthew Robertson, specialists in this west London postcode. Plans for the site are set to include a new addition to Westbourne Grove, a new Mansion block on Hereford Road and a re-imagination of Hereford Mews. The announcement reinforces Valouran's ongoing commitment to revitalising the area, including the planned retrofit of the former Westbourne Grove pub, The Redan, into a restaurant, bar and design-led apartments. This is further complemented by Alex Michelin's pivotal role in the landmark redevelopment of The Whiteley - an entire city block transformation that has spearheaded Queensway's £3 billion regeneration.

Co-founder of Valouran, Alex Michelin, comments: *"At Valouran, we are driven by a relentless pursuit for excellence. This development epitomises our pledge to not only craft exceptional living spaces but also enhance the communities and the surrounding environment of our projects. Our ambition for 90 Westbourne Grove is to deliver beautiful homes people will want to live in for a lifetime. A major play for us in West London, this venture adds to our prime central London portfolio, which includes schemes in Hampstead and St. Johns Wood. This latest asset will extend our prime central London portfolio to over 445,677 sq. ft. of development with a combined GDV of some £1.1 billion."*



Architecture studio Pilbrow & Partners has been appointed to realise Valouran's vision. Delivering lateral, duplex and mews residences ranging in size from one to four bedrooms, the homes will be integrated across a blend of retained and newly constructed buildings, including high street frontages. The designs will draw inspiration from the classic elegance of traditional mansion blocks and quintessential mews houses, combining London's heritage with the best of contemporary living.

With 93% of the homes set to offer direct access to outdoor space, the development will be further enhanced by lush, planted terracing and complemented by new trees to re-green the public realm. Having unveiled five significant prime London schemes since Valouran's inception in 2022, this announcement marks the company's sixth landmark development in the capital's most desirable locations.

The scheme is set to be completed in 2028. QP, a luxury hospitality concierge consultant, with offices in Malta, Dubai and London and decades of residential development design and delivery experience, have been entrusted to act as Client Representative.