



 MARVIN ONUMONU · CASE STUDIES · DEVELOPMENT FINANCE · 23/04/2025

## Valouran plans 28-home and retail development in Notting Hill

[Valouran](#) has unveiled plans to redevelop a 100,000 square foot mixed-use site on Westbourne Grove in Notting Hill.

The project will deliver 28 bespoke homes along with retail space at street and lower ground levels, with a gross-development-value (GDV) of over £225m.

The development is located at the junction of Westbourne Grove and Hereford Road.

Valouran expects to submit a planning application in late 2025.

Leading the project are co-founders Alex Michelin and Matthew Robertson, who have experience developing in west London.

The scheme will include a new addition to Westbourne Grove, a mansion block on Hereford Road and reimagined mews houses at Hereford Mews.

Valouran also plans to refurbish the former Redan pub on Westbourne Grove into a restaurant, bar and apartments.

Michelin said: “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.”

Michelin added: “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 square feet of development with a combined GDV of some £1.1bn.”