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CHELSEA
FORWARD
INSIDE THE
CADOGAN
ESTATE

ST JAMES'S
NEW STYLE
ELEGANCE AND
EXCITEMENT

BORIS

GIVES US
SIX
OF
THE
BEST

THE MAYOR'S
FAVOURITE
LONDON
BUILDINGS

FITZROVIA
PUBS, POETS AND
PENTHOUSES

Colliers
INTERNATIONAL

FITZROVIA:

*Independent
Unique
Bohemian*

poets, pubs & penthouses



Exemplar's Daniel Van Gelder and Richard Shaw.



CGI of Fitzroy Place Penthouse apartment.



"The areas of London owned by the great estates generally have a prevailing architectural style: it's glorious but tends to be repetitive. When you come to Fitzrovia the architecture is very varied and very different.

"Walk around a corner and you can't tell that you're actually just one street away from where you were before. That makes it fun and a lot more adventurous area. I think that's why Fitzrovia's appealed to the creative industries. Historically it's been the rag trade, the fashion trade. Now, it's very much 'new media' and those with a creative edge who are settling here.

"It makes it a vibrant place. You walk around and you see exhibitions opening, photo-shoots taking place, filming, and people just enjoying their day. It's not just about 'suits'."

Against this backdrop, the developers were keen to get a scheme which was in sync with the neighbourhood.

"Our very first priority was to seek feedback from the local residents," Van Gelder recalls.

"We felt that the existing proposals for the site which had been drawn up by the previous owners did not reflect Fitzrovia.

"So we discarded those and designed a scheme which we hoped that from the outset people would come here and think: 'Yes, this works. This is not just some monolithic block of real estate but a place I personally would like to live and/or work'."

The result is Fitzroy Place. Architects Lifschutz Davidson Sandilands and Sheppard Robson produced a masterplan that envisaged more than 230 private residences and two new office addresses with shops and restaurants around a central square.

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In a space-starved West End the offices have been quick to attract attention. The 140,000 sq ft 1 Fitzroy Place has been let to Estée Lauder ahead of the building's completion in the autumn. This leaves only the 80,000 sq ft 2 Fitzroy Place available.

With rents in the West End steadily moving upwards, market experts are predicting that the remaining space could well command more than £90 per sq ft.

And perhaps it goes without saying that sales of the luxury homes in the scheme have been going like a train.

In the past 18 months, the developers have sold 95% of the flats to buyers representing 28 different nationalities. However, over a third of the homes have gone to UK buyers which slightly explodes the received wisdom about there only being overseas buyers active in the London market.

Exemplar has been precise in the detailing and quality of finish in the apartments. Interestingly, although there is a sizeable gym, there is no swimming pool provided on-site. Instead there is 'The Fitzroy Club' - a luxurious space where residents can entertain friends, hold dinner parties or business meetings, have drinks and socialise with other residents.

Exemplar's residential development director, Richard Shaw, explains: "If you own a one-bedroom flat, it's wonderful to have access to another space. This is the Fitzroy Club - an exclusive extension of your own home.

"We purposely haven't put a TV in there or any form of media. What we have got in there, for example, is a high-end record deck and a personally selected extensive record library which in itself will promote interaction between people and make social media properly sociable."

Conversation, music, food and drink - it certainly sounds more in keeping with the Fitzrovia ethos than just a pool.

One bed apartments in the development have been selling for around £1.4m while the sale of the penthouse achieved more than £3,300 per sq ft - a record for Fitzrovia.

This feeling of being 'at home' extends even to the offices. The reception area of 1 Fitzroy Place will have a real fire while the open-air terraces on every floor of 2 Fitzroy Place will convey that these are living as well as working spaces.

This relationship between the offices and the residential components will also influence the management of the estate. As Van Gelder explains: "When you arrive at Fitzroy Place, you'll see one unified presence: the quality of the residential will be reflected in the style and delivery of the management of the commercial space.

"You are certainly not going to see security guards walking around in yellow vests: we have our own sartorial advisor on the scheme choosing outfits for our teams! It's about keeping it stylish but in a relaxed and fun way.

"Because there will be people in the environment 24/7 there will be an element of 'self-management'. The more people you have the less anti-social behaviour you get."

Creating the development has clearly proved absorbing for Exemplar and its partners.

"Developing a three-acre site in central London is a once in a lifetime opportunity and one we've certainly relished and enjoyed. Likewise the reception that we've had from the locals has been exceptional and we can't wait to show them the finished product.

"It's certainly been a privilege to help write a new chapter for what is one of the most fascinating areas of London."

"A LUXURIOUS SPACE WHERE RESIDENTS CAN ENTERTAIN FRIENDS... AND SOCIALISE"