

38 GROSVENOR SQUARE

Welcome

38 Grosvenor Square is a Grade II* listed townhouse that has been vacant for a number of years.

The emerging proposals seek to restore the building and bring it back into active use through a heritage-led approach that respects its historic character and architectural significance.

THE PROPOSALS INCLUDE:

- Restoration of the building and its historic features
- New publicly accessible hospitality and event spaces throughout the historic building
- Improvements to the rear of the building on Adam's Row



THE TEAM

A specialist team has been brought together to carefully restore and bring 38 Grosvenor Square back into use. The proposals have been developed in collaboration with leading architects, heritage specialists, planners and engineers with experience delivering projects involving historic buildings across London and the UK.

FINCHATTON

Finchatton was founded in 2001 to create the most exceptional homes in the world. Today, after two decades at the pinnacle of luxury property design, interior design and development, Finchatton remains dedicated to pushing the boundaries of ever greater excellence and innovation.

Finchatton's portfolio includes ▼



53 - 56 Hans Place



Twenty Grosvenor Square



Eldon Road



Argyll Road

THE TEAM



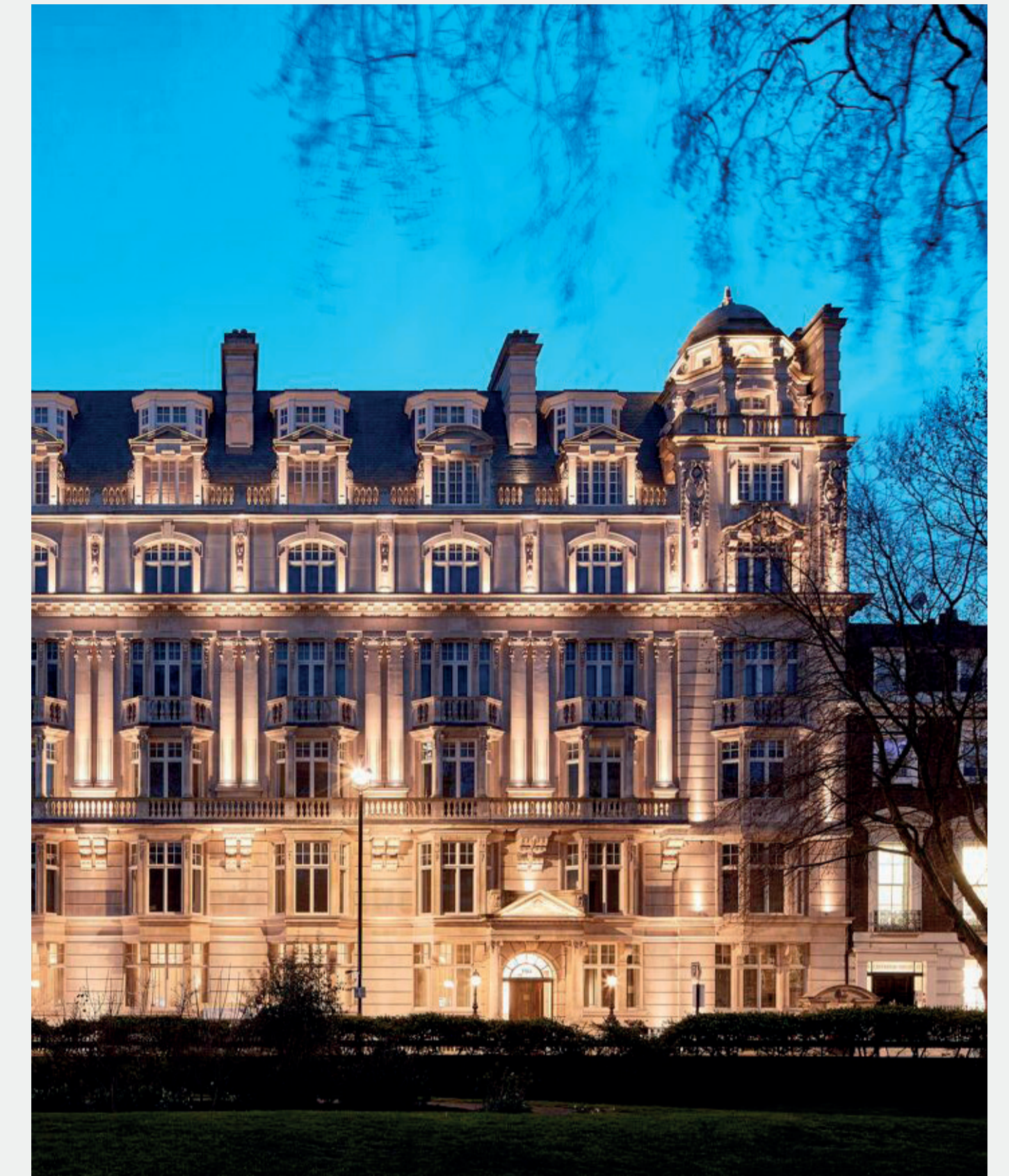
Darling Associates Architects is an award-winning architectural practice with experience delivering residential, commercial and mixed-use developments within sensitive historic settings.



Axtell House



33 St James Square



Harcourt House



Savills Planning provides planning and development advice across London, including projects involving listed buildings and conservation areas.



Eight Versa advises on sustainability and environmental performance, supporting a retrofit-first and long-term approach to the building's future.



Form Consulting Engineers is providing structural and civil engineering advice, with experience working on refurbishment and heritage projects within complex urban environments.



CSG Design advises on building services and infrastructure, helping integrate modern systems within historic buildings.

SITE CONTEXT

38 Grosvenor Square is located within the Mayfair Conservation Area, overlooking Grosvenor Square and extending through to Adam's Row.

The surrounding area is characterised by a mix of historic buildings, hotels, restaurants, offices and residential properties, contributing to the distinctive character of Mayfair.

The building forms part of the historic townscape of Grosvenor Square and is one of the few surviving early Georgian buildings within the square.

The site is currently vacant and has remained largely unoccupied since the Indonesian Embassy vacated the premises in 2017. The building is currently considered to have a nil use.

Over time, the building has been altered and extended, including changes to the rear of the site facing Adam's Row.

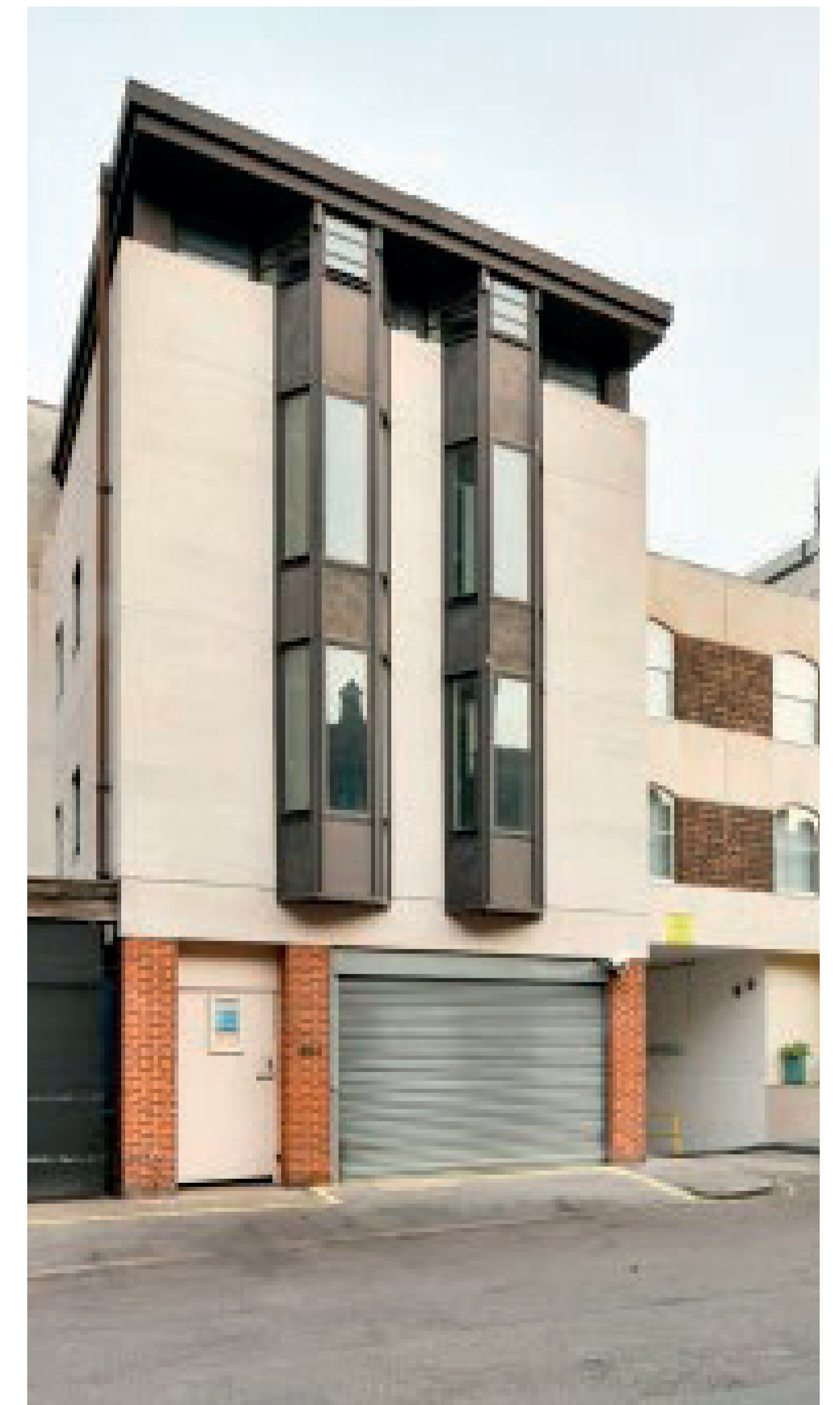
The proposals seek to carefully restore the building and improve its long-term use while respecting the surrounding streetscape and historic setting.



Site map



Entrance 38 Grosvenor Square



Access from Adam's Row

HERITAGE & HISTORY

38 Grosvenor Square is a Grade II* listed townhouse of significant historic and architectural importance.

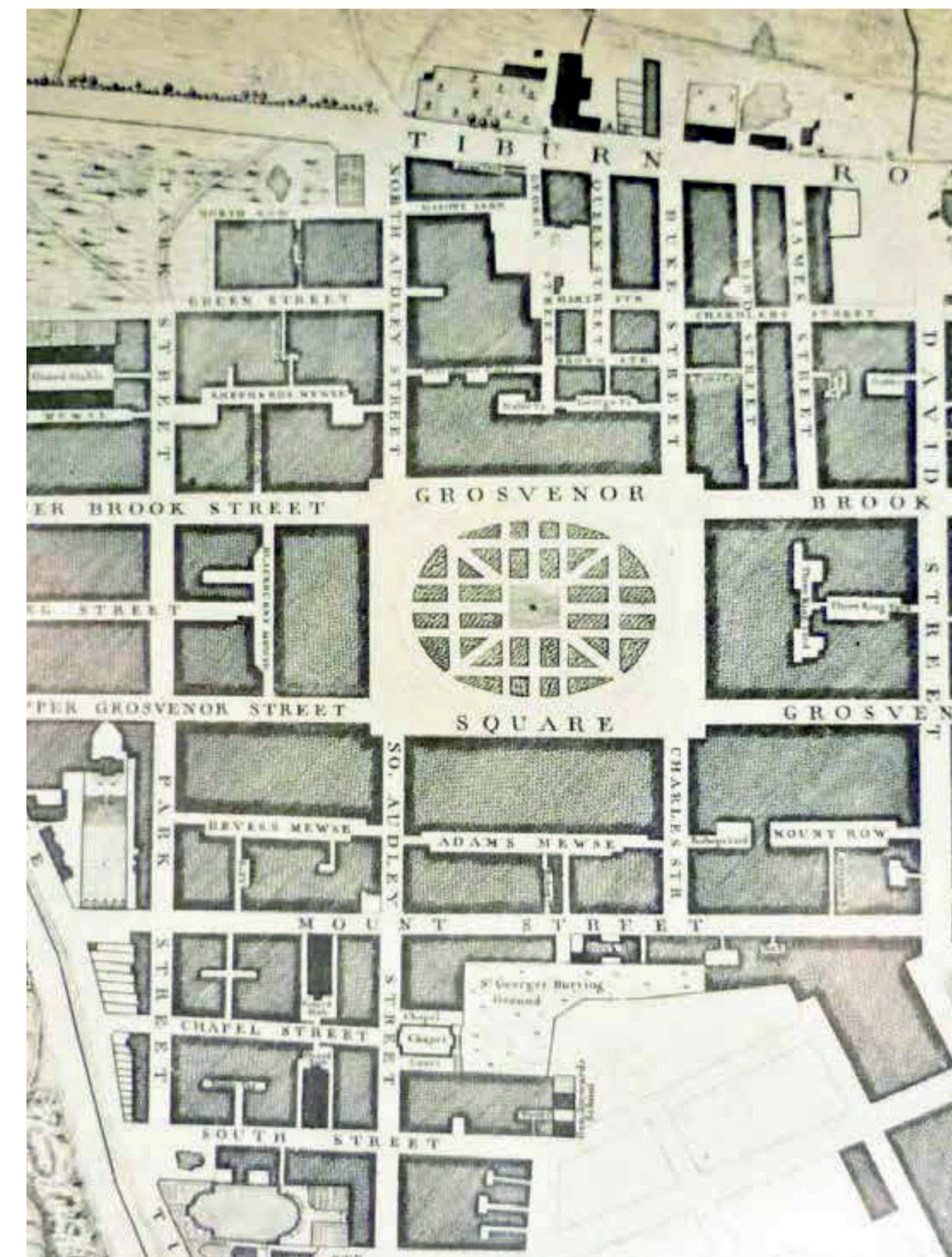
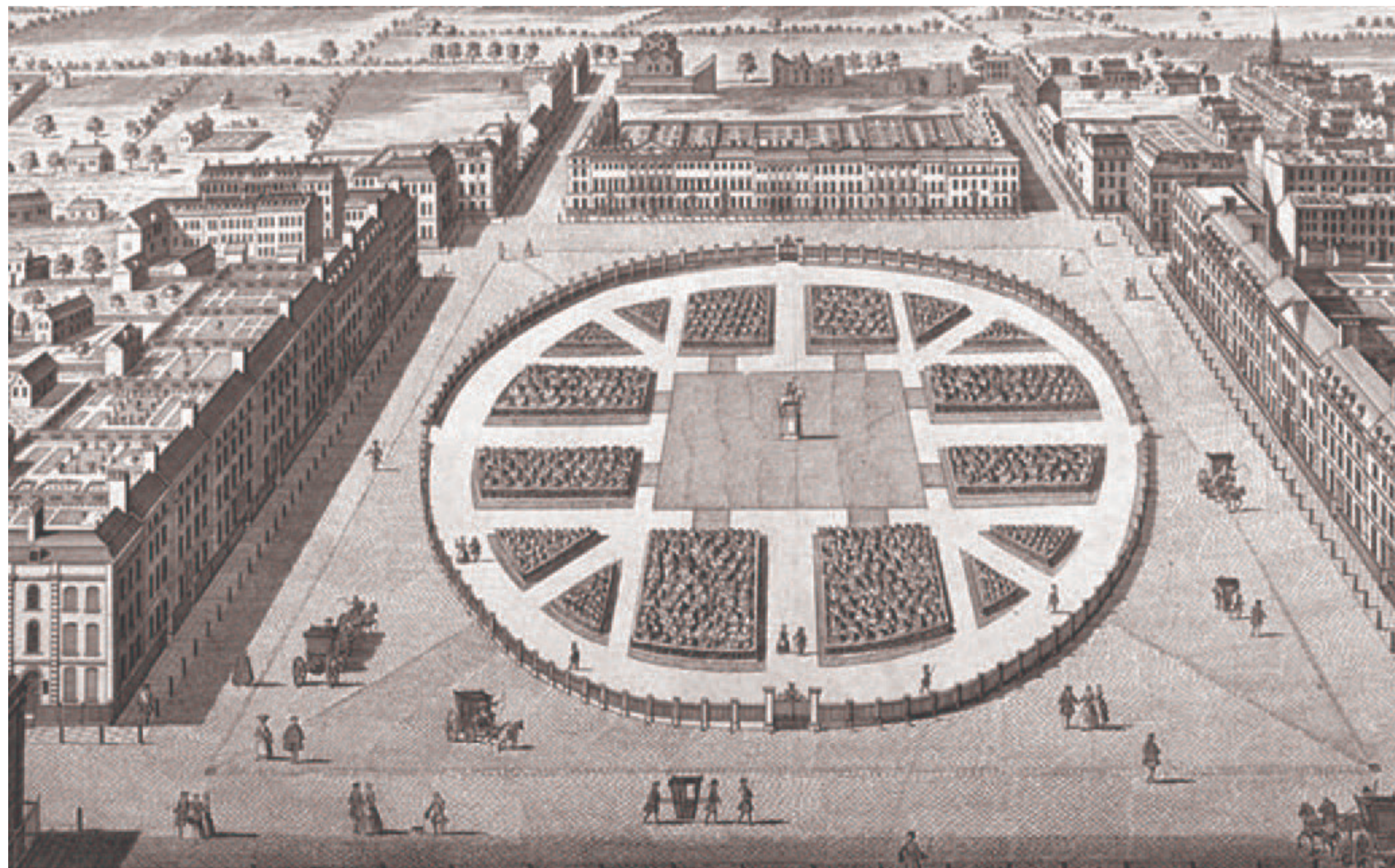
Originally constructed in the early 18th century, the building was later remodelled in the 1770s by architect John Johnson, introducing many of the historic interiors and architectural features that remain today.

The building retains a number of important historic elements including:

- Decorative plaster ceilings
- Marble chimneypieces
- Historic reception rooms
- The central staircase
- Original architectural detailing

Over time, parts of the building have been altered through later additions and refurbishment works. The proposals seek to carefully restore the historic fabric of the building while removing unsympathetic modern interventions where possible.

The restoration approach focuses on preserving the building's historic character and securing its long-term future.



1727
Original construction of the townhouse

1770s
Remodelling by architect John Johnson

19th and 20th Centuries
Further alterations and extensions to the building

Present Day
Proposals to restore and bring the building back into use

THE VISION

The proposals seek to carefully restore 38 Grosvenor Square and bring the building back into active use as a boutique hotel through a heritage-led approach.

The vision for the building focuses on:

- Restoring historic interiors and architectural features
- Bringing vacant spaces back into long-term use
- Reintroducing public access to parts of the building
- Delivering seven hotel suites within the restored building
- Creating new hospitality, exhibition and event spaces within the restored building
- Delivering a sensitive and sustainable refurbishment

The proposals include publicly accessible spaces at ground floor, alongside hospitality, wellness and event spaces within the building.

The design approach seeks to balance the careful restoration of the historic building with new interventions that support its long-term future and ongoing maintenance.

Key Principles

Celebrate the interiors

Restore and preserve the building's historic rooms, ceilings and architectural details.

Open the doors

Reintroduce public access to important spaces within the building.

Design with care

Ensure new interventions respect the character of the listed building and surrounding conservation area.

Secure the future

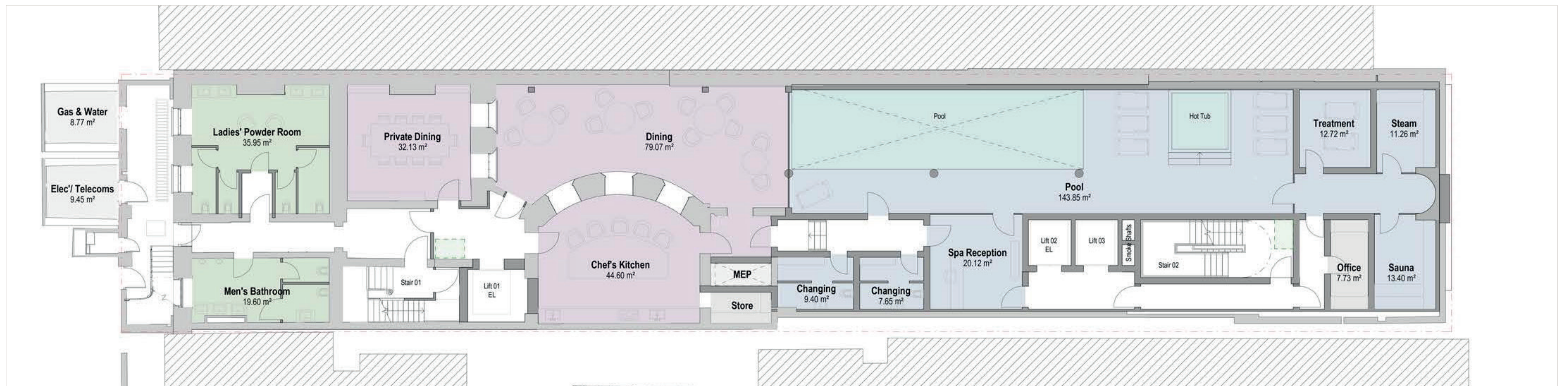
Bring the building back into active use through a long-term sustainable approach.



PROPOSED FLOOR PLANS

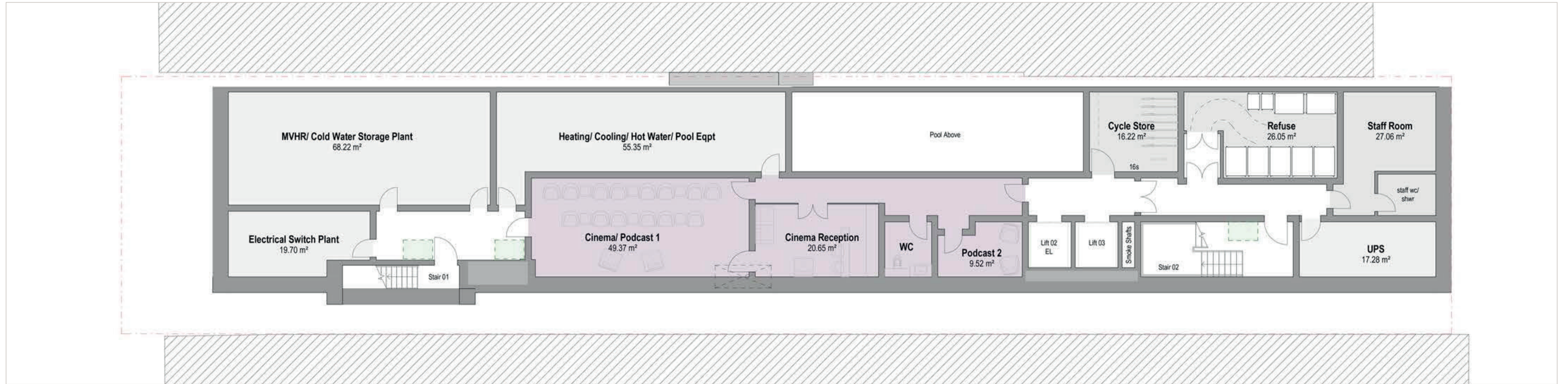


Proposed Ground Floor Plan

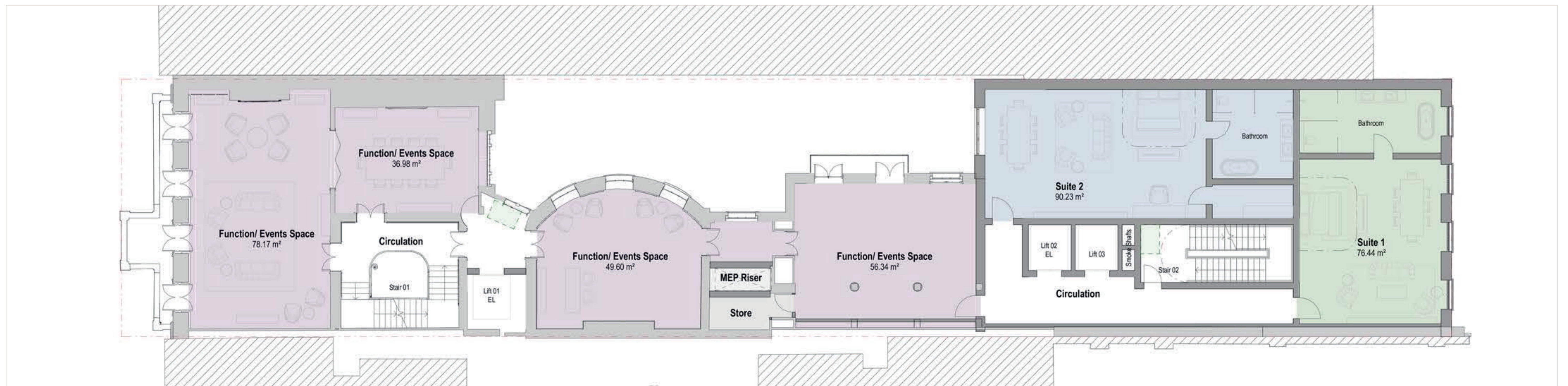


Proposed Lower Ground Floor Plan

PROPOSED FLOOR PLANS

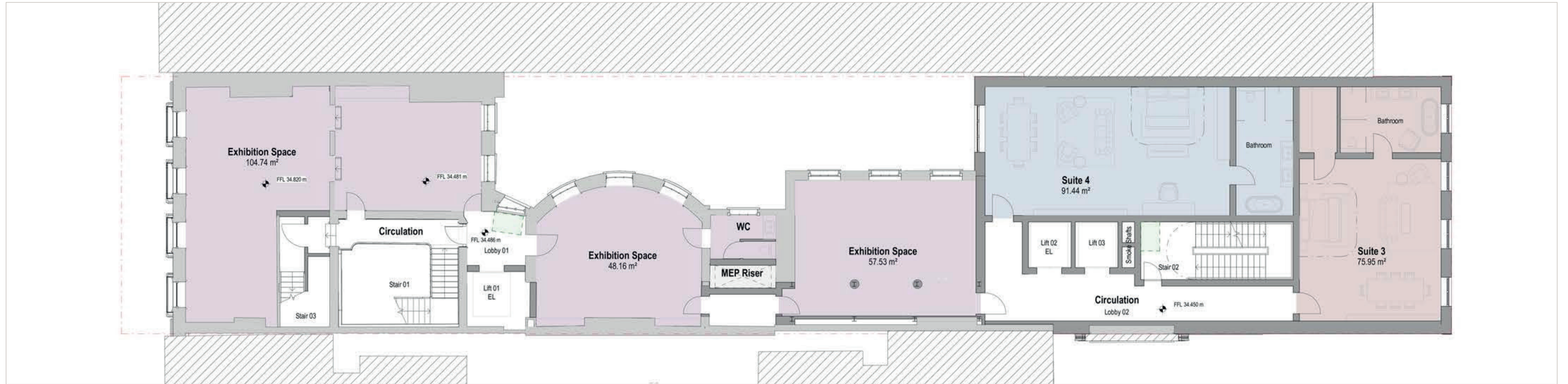


Proposed Basement Floor Plan

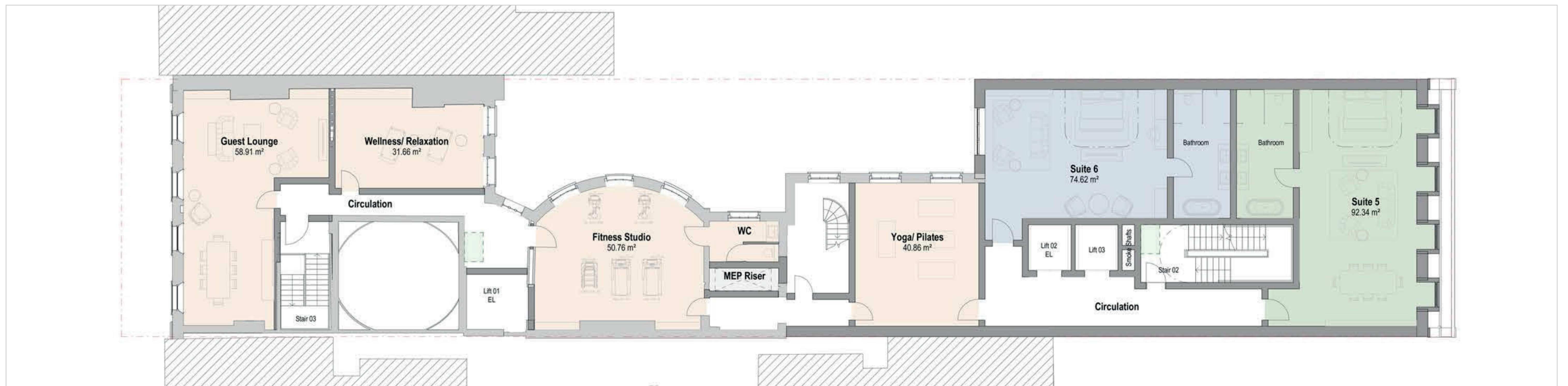


Proposed First Floor Plan

PROPOSED FLOOR PLANS

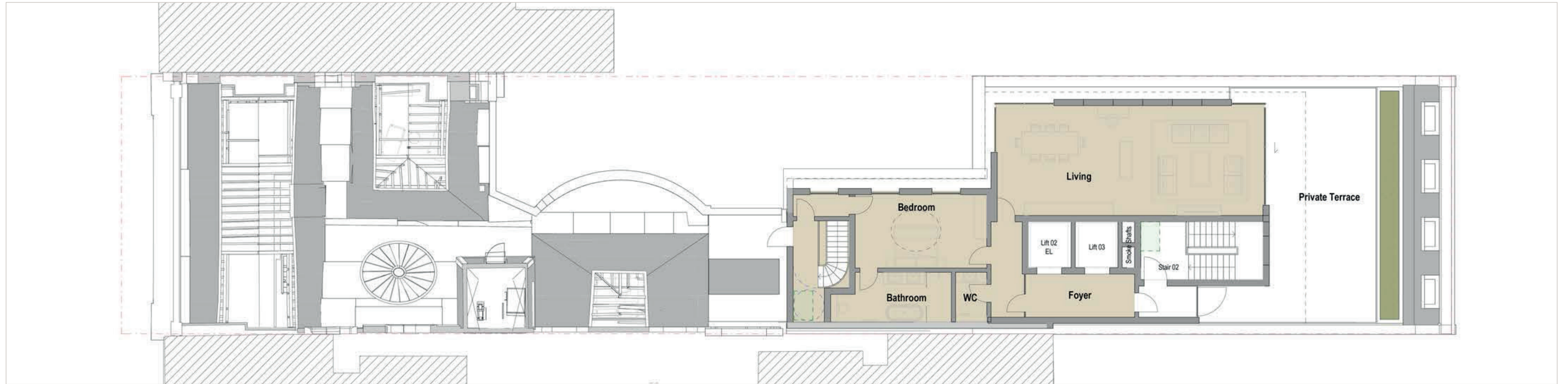


Proposed Second Floor Plan

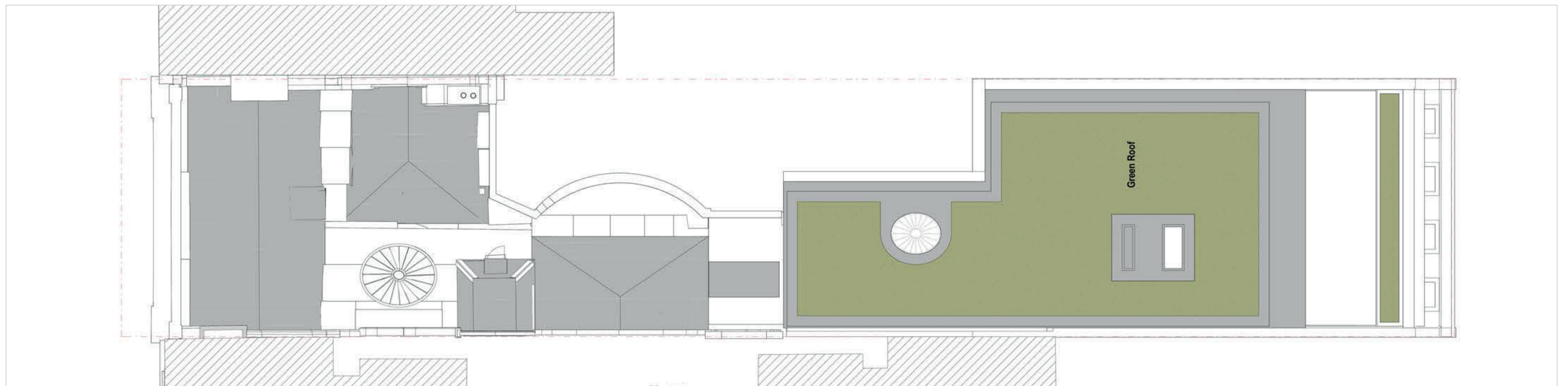


Proposed Third Floor Plan

PROPOSED FLOOR PLANS



Proposed Fourth Floor Plan



Proposed Roof Plan

PROPOSED DESIGN - FRONT ELEVATION

The proposals seek to carefully restore the Grosvenor Square façade while preserving the building's historic character and architectural detailing.

The proposals include:

- Restoration of the existing façade and historic features
- Repair of masonry and decorative detailing
- Removal of unsympathetic modern alterations
- Sensitive roof-level interventions

The design approach seeks to retain the building's contribution to Grosvenor Square and the wider Mayfair Conservation Area.



Proposed elevation & existing elevation



Existing façade

PROPOSED DESIGN - REAR / ADAM'S ROW

The proposals include improvements to the rear of the building on Adam's Row, replacing later additions with a more carefully designed elevation.

The proposals include:

- A new rear elevation facing Adam's Row
- New materials and architectural detailing
- A new lift and stair core

The design has been developed in response to the surrounding townscape and conservation area.



Proposed elevation & existing elevation



Proposed Adam's Row elevation



Rear elevation and garage parking access from Adam's Row

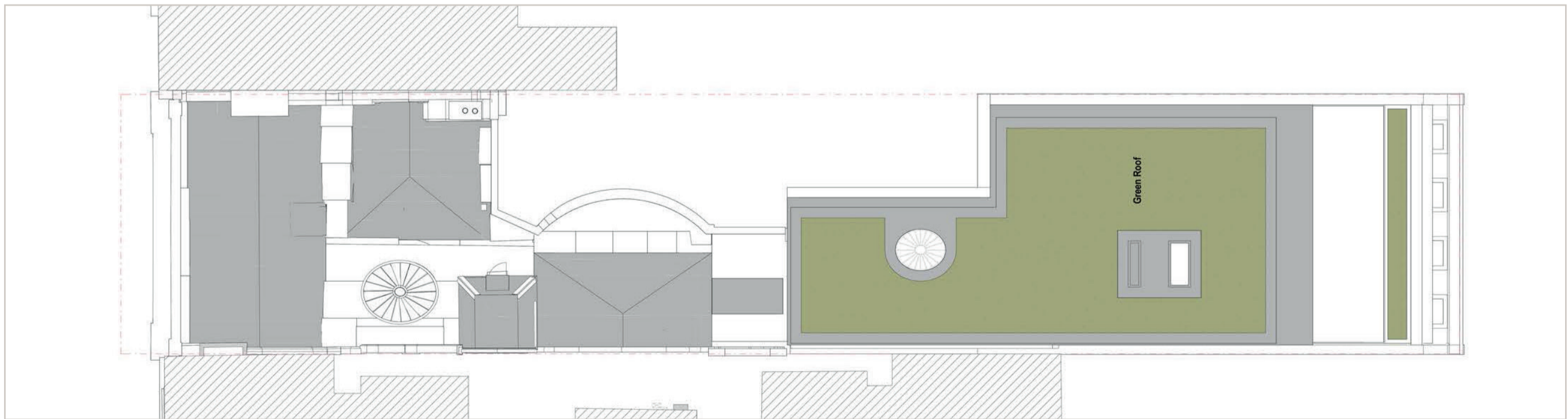
ROOF-LEVEL PROPOSALS



Aerial view



View from across street, Adam's Row



Proposed Roof Plan

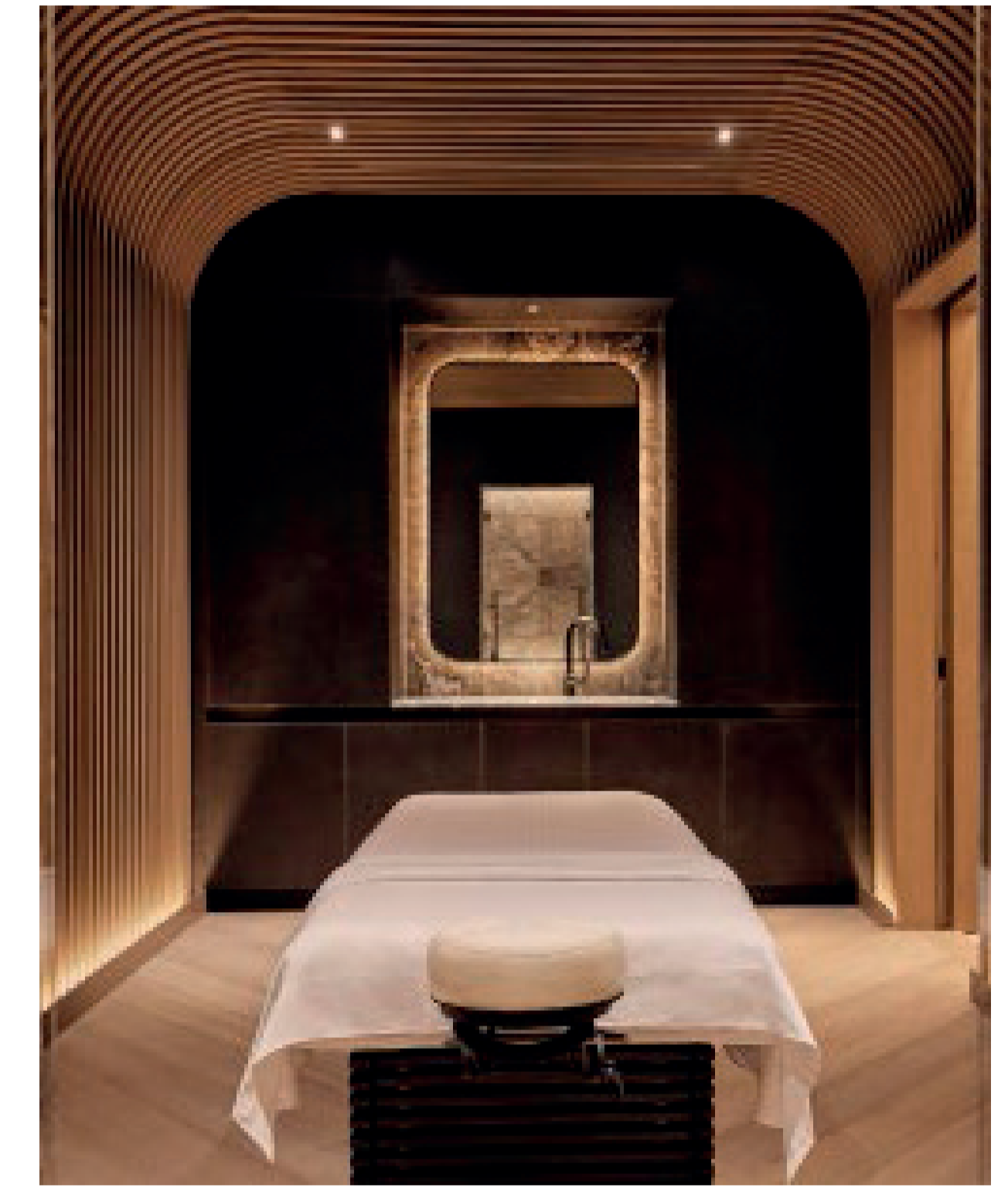
BENEFITS OF THE PROPOSALS

The proposals seek to carefully restore and bring 38 Grosvenor Square back into active use.

The proposals include:

- Restoration of the building and its historic features
- New publicly accessible hospitality and event spaces throughout the historic building
- Bringing a vacant building back into long-term use
- Improvements to the rear of the building on Adam's Row
- A retrofit-first and sustainability-led approach

Illustrative precedent images



Events and Exhibition Space



Restoration of the Building and Historic Features



Public Bar, Cafe & Courtyard



Guest Rooms & Spa Pool

OPERATIONAL MANAGEMENT PLAN

38 GROSVENOR SQUARE W1

PROPOSED HOTEL SUITES AND EVENTS CENTRE

OPERATIONAL MANAGEMENT PLAN

1. Summary

In summary, 38 Grosvenor Square (38 GS) will provide three distinct facilities:

- 7 large hotel suites together with ancillary guest's swimming pool, wellness and spa facilities.
- A series of events spaces that will be hired by individuals or organisations to promote products or services. These include a recording studio space for podcasts and other promotional events.
- Lounge bar and restaurant facilities associated with the wider hospitality operation, subject to licensing restrictions. It is intended that these be fully open to the public.

38 GS will be managed by an on-site Building / Hotel Manager supported by assistant and operational staff, providing an active on-site management presence between 08:00 and 23:00 daily.

During operational hours the building will additionally be supported by:

- reception and concierge staff;
- valet staff as required;
- events co-ordination personnel;

- housekeeping and cleaning staff; and
- Additionally, 24-hour security personnel.

In summary, the current operational hours are planned to be:

The Bar is available from 10.00 until 00.00 for external guests and 10.00 to 00.00 for Hotel guests.

The Restaurant is available on a 24 hours daily for hotel guests and 06.00 to 00.00 for external guests.

The Event Space shall be used at the following times:

08.00-01.00 Thursday to Saturday

08.00-00.00 Sunday to Wednesday

Administrative functions including reservations, accounts, HR and wider operational support may be provided partly from off-site corporate facilities.

Typical day-to-day staffing is anticipated to comprise approximately:

- 1-2 management staff;
- 2-4 reception/concierge / valet personnel;
- housekeeping and cleaning staff proportionate to occupancy and operational requirements;
- 1 security operative on duty at all times;
- restaurant and bar staffing appropriate to operational demand; and
- additional temporary staff associated with specific pre-

booked events where required.

Staffing levels will vary depending on occupancy levels, events programming and operational requirements. The building will maintain an active on-site management and operational presence throughout operational hours, supported by concierge, housekeeping, security, food and beverage and events personnel as required.

All functions of 38 GS will be operated as a highly managed, appointment-led and low-intensity hospitality environment.

2. Hotel suites

Guest arrivals by pre-booked vehicle will be managed in a coordinated manner using Adam's Row and the enclosed parking facility where appropriate, minimising waiting and vehicle dwell times. Guests arriving via Adam's Row will generally have a pre-arranged arrival time and will be greeted by staff upon arrival before proceeding directly to their suites.

Guests may also enter from Grosvenor Square where they will be greeted by permanent reception staff and directed accordingly.

The operational model is expected to primarily attract medium-stay guests, with many bookings anticipated to exceed 7 nights.

The swimming pool and wellness facilities at lower ground floor level will operate under appropriate management and supervision protocols, including CCTV monitoring and controlled guest access.

A security room will be provided at lower ground floor level.

Cleaning of suites will be undertaken daily.

OPERATIONAL MANAGEMENT PLAN

Laundry will be collected by staff and processed externally, with deliveries and collections managed via Adam's Row, predominantly using the enclosed parking facility.

3. Events spaces

The events spaces will be bookable in advance and it is intended that there will generally be significant lead times associated with bookings.

Events are intended to be small-scale and curated in nature, focused on brand presentations, private functions, recordings and similar hospitality-led activities rather than large public gatherings.

Deliveries and set-up associated with each event will be managed in advance via Adam's Row and will generally take place during daytime hours.

Additional staff as required will be provided either by 38 GS management or by the event organisers.

Guests will enter via the Grosvenor Square entrance and will be directed to the appropriate event space by staff using the grand staircase or adjacent lift.

Toilet facilities will be provided at lower ground floor level.

Guest arrival and dispersal will be appropriately managed by staff to minimise noise and disturbance to surrounding occupiers.

External queuing will not be permitted.

Deliveries and collections associated with events will be scheduled and coordinated in advance via Adam's Row.

4. Lounge bar and restaurant

Following the grant of planning permission, appropriate applications to the licensing authorities will be made.

Public access will be solely via Grosvenor Square, with only servicing and deliveries managed via Adam's Row.

It is intended that these spaces will generally operate between 11:00 and 23:00.

The restaurant will provide approximately 36 covers and is intended to primarily serve hotel guests, event attendees and pre-booked visitors. The menu offering will be limited in scale and supported by a compact chef's kitchen appropriate to the boutique nature of the operation.

The lounge bar will operate as a high-quality hospitality offering associated with the wider building use and intended to provide a calm and refined environment for guests and visitors.

5. Servicing and operational management

Deliveries, servicing, refuse collection and operational logistics will be managed via Adam's Row on a scheduled basis in order to minimise disruption to Grosvenor Square and neighbouring occupiers and residents. These deliveries will be restricted to between 8am-6pm on weekdays and 8am-1pm on Saturdays with no Sunday deliveries permitted. An internal refuse / recycling facility is provided at lower ground level. No refuse bins will be stored externally. Management will transfer refuse in enclosed euro bins to the Adams Row servicing/parking bay coordinated with target pick up times under a contract with a specialist private refuse collector, between set hours on a daily contracted basis. No rubbish including bottles will be moved, crushed, removed or placed in outside area prior to collection.

Deliveries will generally occur during daytime hours and will be coordinated by on-site management staff.

Management staff will monitor guest behaviour, arrivals/ departures and event operations to ensure the continued protection of neighbouring residential amenity.

A dedicated management contact will be maintained for operational matters and any neighbour concerns.

6. Overall operational aspirations

All functions of 38 GS will be managed consistently as a very high-quality hospitality experience supported by highly trained and experienced staff.

The operational ethos will embrace sustainability through responsibly sourced consumables, environmentally conscious management practices and an aspiration towards low or zero carbon emissions.

The overall operational approach is intended to provide a discreet, highly managed and low-intensity hospitality environment appropriate to the character of Grosvenor Square and the surrounding Mayfair area.

THANK YOU

Thank you for taking the time to visit our consultation event. We hope you found it insightful.

We would be very grateful if you could fill out a comment form and hand it to one of the team.

Alternatively, you can get in touch via email, or by post.

 38grosvenorsquare.co.uk

 feedback@38grosvenorsquare.co.uk

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