

33 DAVIES STREET IS A HIGH-SPECIFICATION OFFICE AND RETAIL SCHEME MORE ON A PAR WITH A LUXURY HOTEL OR PRIME RESIDENTIAL BLOCK - WITH HOSPITALITY AND CUSTOMER SERVICE HIGH ON THE AGENDA

LOCATED OPPOSITE Claridge's hotel and a stone's throw from the Connaught and Mount Street, 33 Davies Street is a new 29,000 sq ft office development, with 7,000 sq ft of retail by international property investment, development and management companies Grosvenor and Stow Capital Partners.

In the heart of Mayfair, on the corner of Davies Street and Grosvenor Street, the retail element, comprising two units, has already been let to French cashmere company Franck Namani. June will see the opening of the brand's first store outside Paris.

"We wanted a destination famed for its fashion credentials and in the heart of traditional Mayfair," said founder Franck Namani. "33 Davies Street was the obvious answer, combining both tradition and some of the world's most renowned fashion brands into one sensational shopping destination."

The office space at 33 Davies Street has also attracted considerable interest and it's easy to see why. Aside from its superb location with Mayfair's top restaurants, bars, private members' clubs, art galleries and high-end shops on its doorstep, not to mention the proximity of Bond Street tube station and the arrival of Crossrail in 2018, the development

itself is testament to what today's office occupiers are looking for.

"Our strategy was very much orientated towards understanding what customers actually want and responding to their needs," says Philip George, Project Director at Grosvenor.

"Design, architecture and customer needs were the three elements of our vision for 33 Davies Street when we were putting the business plan for the development together back in 2007.

"We wanted to move the office environment to a better, higher quality place, through elements of hospitality and customer service. Through the interior design, we wanted to move it beyond your standard office space."

Julian Milne, managing director of Stow Capital Partners, added: "Our objective was to deliver one of the highest quality retail and office developments in the West End and to meet the requirements of the most discerning of Mayfair occupiers.

"The basis for the original design concept was the Bentley Continental GTC – with its contemporary design with classic lines, cutting-edge engineering, high levels of performance and comfort, quality

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Office evolution



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8 facts on 33

- Dedicated concierge
- High performance simultaneous heating and cooling
- Floor to ceiling height: 2,675mm (2,700mm on fifth floor)
- Raised floor (100mm overall)
- Breeam 2008 “Excellent” rating with an EPC “B” rating
- Passenger and services lifts
- Cycle provision (38 cycle racks)
- 38 lockers, changing room, laundry and three shower rooms

materials and excellent workmanship.”

The result is a landmark development with Grade A high-specification offices on ground to fifth floors for single or multi-letting and two retail units on the ground floor and basement. Designed by HOK architects, using traditional brick and Portland stone façade materials, it has an imposing street entrance leading to a stunning reception area.

As part of Grosvenor’s commitment to investing in public realm and art, three bronze portcullis gates, approximately 3.6 metres in height and designed by artist Wendy Ramshaw have been installed at the entrance of the building to create “a sense of arrival”. Inspired by the scale and proportions of the entrances, the flowing lines and intersecting arcs reflect the vibrancy of Mayfair and its ability to react to change.

“My overriding intention was to shape these impressions and elements with 21st century sensibility, to bring a positive contemporary feeling to the whole design, to hold together, in one idea, both past and present,” said Wendy.

The gates also offer a practical use, being lowered to pavement level at night and raised during the day for security.

Once inside, the welcoming reception area – a warm mix of marble, limestone, American walnut and leather – is more akin to a five-star hotel or super prime apartment block than an office, with seating areas, a reception desk, manager’s office and guest WCs. The lifts are leather, with stone and bronze detailing, although the open staircase – a stunning piece of architecture in itself – with windows on each level providing natural light, is a pleasant alternative.

All five floors are designed to provide a light, flexible and functional space. “One of the great things about this is that it has a big frontage but it’s not a very deep site so you have loads of windows, which gives access to lots of natural light,” says Philip.

One of the standout features of 33 Davies Street is the view across to the City from one side, and towards the Mayfair streetscape at the other. While, historically, the first floor would usually have been the last to have been occupied, here, with its full height windows and views down into the heart of Mayfair, it has already attracted strong interest.

Another highlight of the scheme is a locker room in the basement on a scale not normally found in Mayfair, with 38 bike racks, 38 lockers, changing room with four showers and even a washer/dryer. There’s also a special service lift, for those who run or cycle to work via Grosvenor Street.

The aim of 33 Davies Street, according to Philip, is “to create a great experience throughout the building, with no compromise in terms of quality of design and attention to detail”.

“Hopefully, this is a reflection of what people are looking for now,” he said. “These days, offices are much more an extension of people’s lives and I think responsible employers are interested in both their staff and customer. Staff needs have become much more important.

“I hope through this project, along with other public realm enhancements such as Brown Hart Gardens, and initiatives such as Summer in the Square, occupiers can feel a sense of place.

“We want to work much harder with our partners to deliver a more diverse and responsible community.”