

DRUCE

PRIME LONDON RESIDENTIAL PROPERTY

DRUCE ACQUISITIONS Investment Development and Acquisition

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Due to Simon Hedley's detailed local knowledge and 'can do' approach he and his team consistently manage to secure the lions share of the best instructions from local business and individuals. When there is a joint instruction, time and time again it is Druce that secures the winning transaction. It is for this reason that it is not surprising that Druce are year upon year, without exception, one of our top two performing residential agents.

Simon Baynham – Property Director, Howard de Walden Estate



DRUCE.COM



INVESTMENT
& DEVELOPMENT



HELPING YOU DEVELOP MARYLEBONE/ FITZROVIA

Druce has been established since the 1970s as property consultants for Marylebone/Fitzrovia.

Originally based in Baker Street, the first office was opened in 1822. As a result of the company's growing reputation and development, the office moved to Manchester Square and then Weymouth Street. Since 1997, Druce reached new and exciting heights as Marylebone/Fitzrovia's premier residential agent, as a result of strategic relationships with the main land-owning estates. Having successfully promoted the High Street and surrounding areas, Druce helped the area's development rise in value from 250 per sq. ft to 3,000 per sq. ft.

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Their invaluable insight into the local micro market in terms of values and ascertaining buyers requirements have allowed us to forge a hugely successful track record together. We are confident our businesses will be working alongside each other for many years to come.

Chris Murray – Managing Director, Ridgeford

OUR SERVICES

Druce Investment & Development, are happy to advise with investment, development and acquisition. Druce can help at the pre-purchase, planning, design and eventual marketing and sales stages of the development process.

The company would be delighted to discuss any development situations with you in confidence, either onsite or in our offices.

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We found Druce and in particular Simon Hedley, helpful and extremely knowledgeable of the local market ...although we were not successful with our first attempt we all persevered with the search and Druce sourced us an excellent Mews house. We felt that the agency were extremely professional and trustworthy and we would not hesitate to recommend them for Marylebone.

David Taylor – Renowned regenerationist

THE DRUCE APPROACH



In a high-profile and prestigious area, Druce excel themselves as experienced professionals who understand and have been involved in the locality from both a personal and professional perspective. They have important business alliances and are familiar with these exceptional high-end properties, the micro-markets and niche aspects which are essential for accurate valuations which maximise property potential.

Discerning clients looking for advice with respect to investment, development and acquisition, the Druce highly-qualified and experienced team with full director level liaison are pleased to assist at any stage from pre-purchase, planning, design to eventual marketing and sales.

LANGHAM STREET APARTMENTS

Langham Street Apartments,
London W1

Client: Devonshire Property
Year: 2012
Value: £3.2 – £4.5m

Scheme

The conversion of a former BBC occupied office building converted into a high class, high profile flagship showroom with four superior, lateral apartments and a duplex penthouse with extensive terracing. An open plan New York loft-style was combined with bespoke styling and finish to produce a product that warrants this landmark location.

Involvement

Druce was introduced to the scheme immediately after purchase and was involved in the planning procedure, configuration and layout, styling and finish, marketing and preparation for sales release in September 2012.



FITZROVIA APARTMENTS



Fitzrovia Apartments, Bolsover Street, London W1

Client: Manhattan Loft Corporation & Ridgeford
Year: 2008 – 2014
Value: £750,000 – £11.5m

Scheme

Seventy seven new build apartments plus four duplex penthouses, a listed office scheme and a diagnostic centre for R.O.H.

Involvement

With client throughout the bid process and subsequent design.

Heavily involved in marketing strategy and eventual sales with Druce outperforming Knight Frank and Hamptons.

Developments sold over three years in two phases, mainly from plan with achieved prices ranging from 900 psf to 1,980 psf. Penthouses to be marketed shortly at in excess of 3,000 psf.

THE PENTHOUSES



10 Weymouth Street, London W1

Client: Ridgeford
Year: 2009
Value: £1.7 – £3.8m

Scheme

Part new build, part refurbishment of existing building ultimately creating 24 flats and three stunning penthouses, set within a ground-breaking Ken Shuttleworth brass-clad façade.

Involvement

The brief was to sell the three penthouses at premium prices and to co-ordinate the letting of all the 24 flats which we did successfully.



5 PORTLAND PLACE

5 Portland Place, London W1

Client: Amazon Properties plc
Year: 2011 – 2012
Value: £2.9 – £7.5m

Scheme

Office to high end residential development creating seven bespoke apartments. Close to Regents Park.

Involvement

Early site consultation in regard to design and marketing strategy. Direct sales alongside Knight Frank. Development 80% sold from plan, ranging from 1,860 psf to 3,000 psf.

10 QUEEN ANNE STREET

10 Queen Anne Street, London W1

Client: Artesian Property Group
Year: 2011 – 2012
Value: £2.9 – £5.2m

Scheme

The conversion of the previous Erinaceous Property headquarters through substantial rebuild creating five totally bespoke apartments finished and styled to a standard considerably above previous market levels for Marylebone/Fitzrovia. A very contemporary building with exquisite minimalistic energy. 'More Prada than Dolce Gabbana'.

Involvement

Again from pre-purchase and involved in initial design layout and finishes, helping Artesian create something totally unique with terracing to achieve precedential sales levels averaging £1,737 psf and topping £2,000 psf for the first time in East Marylebone. Joint agent J.S.S. Development 80% sold from plan, ranging from 1,860 psf to 2,000 psf.



Invest in one of the world's most loved cities.

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HALLAM
STREET



50 Hallam Street, London W1

Client: Amazon Properties plc
Year: 2009 – 2010
Value: £5.35 – £7.5m

Scheme

The conversion of the Royal Society of Paediatricians headquarters into three quite extraordinary and unique, premium quality, lateral duplexes with concierge service, terracing and featuring the sensational Regent with 23ft high ceilings and six floor to ceiling windows.

Involvement

We advised client on re-sales and worked with their design team on configurations, styling density etc before quantifying potential values and marketing with joint agent Knight Frank. Involving our PR agency and international television coverage resulted in achieved sales at an average of well in excess of £2,000 psf.

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Since our first dealings with Druce on the Great Portland St Project, we have always found them knowledgeable and in touch with both the local market and the key players within it. Time and time again we have successfully worked together from conception to completion enabling us to maximise each opportunity.

Charles Gourgey – Managing Director, Amazon Property Group