

Fenton Whelan reveals £450m Bayswater scheme overlooking Kensington Palace

Leading the transformation of Queensway, 'Park Modern' will deliver 57 super-prime residences plus a new Royal Gateway & Royal Gates for Kensington Gardens

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Fenton Whelan, PLP Architecture

Property Developer News

Luxury London property developer Fenton Whelan has lifted the lid on its latest project: an ambitious super-prime mixed-use scheme overlooking Prince Harry & Meghan's new digs in Kensington Palace.

"Park Modern", located in a block bordered by Queensway, Bayswater Road and Inverness Terrace, is being pitched by the developer as "London's most prestigious residential development". The site is directly opposite Kensington Gardens and less than 400 metres from the Palace - which houses the London homes of the Duke & Duchess of Cambridge, the Duke & Duchess of Sussex, the Duke & Duchess of Gloucester, the Duke & Duchess of Kent and Prince & Princess Michael of Kent; it should offer some pretty regal views from upper floors.



With a GDV of around £450m, the 190,000 square foot scheme is set to deliver 55 spectacular apartments and two mews houses alongside 30,000 square feet of commercial space, and some statement public realm improvements including a £2.6m new Royal Gateway into Hyde Park at South Queensway, and the creation of a new junction at Bayswater Road.

The striking new building, designed by PLP Architecture, will rise nine storeys (plus three basement levels and ground floor), and features an “undulating” facade that accommodates floor-to-ceiling windows, balconies and roof terraces, and a double-height “hotel-like” entrance foyer.





Residential units will range from a 739 square foot one-bed (expected to go on the market for c.£2m) up to a 5,205 square foot five-bed duplex penthouse – with an anticipated guide price of c.£30m. That would make these top-end apartments the most expensive new homes ever built on the north side of the park.





The 0.4 acre site was assembled from eight separate freehold properties, and represents the largest consented development site on the park. Fenton Whelan acquired one of the big chunks – the former Royal Bayswater Hotel, which came with planning in place for a different 22-unit resi scheme – back in 2014. Planning permission for the whole peninsula site was granted in November 2017 (15/10671/FULL); demolition works have already begun, and main construction is expected to kick off in October. The developer is anticipating a three-year build, with completion due sometime in 2021.

FW has previously tried to sell the whole development, bringing in Knight Frank and Cushman & Wakefield to market the site as “a rare opportunity to deliver a landmark building overlooking London’s most famous Royal Park.”

This scheme ties into a wider transformation of Queensway into “Bayswater Village”. Bourne Capital recently revealed plans for a £40m “refresh” of its 164,000 square

foot Queensway Estate – which sits next-door to Fenton Whelan’s block. Further up the road, Meyer Bergman is working on a £1bn overhaul of Whiteleys Shopping Centre, which currently promises to deliver 129 residential apartments.



FW’s Park Modern will make a total public contribution of £18.3m (including £11m for affordable housing).

Sanjay Sharma, co-Founding Director at Fenton Whelan: “Prime London mixed use schemes don’t get any better than this, a unique offering of Royal neighbours, a parkside address and Palace and garden views. ‘Park Modern’ will be Central London’s finest new luxury development, representing the culmination of our vision for the regeneration of Queensway into Bayswater Village. The new

Royal Gateway will provide a unique opportunity to join Hyde Park to Queensway and deliver a legacy monument for the area.”

James Van Den Heule, co-Founding Director at Fenton Whelan: “‘Park Modern’ is one of the best real estate assets to be unveiled in Prime Central London in the last decade. We are proud that the development will spearhead the long awaited regeneration of Queensway and W2.”

In Pictures

Further Reading

- [*The Right Side of the Park: How Bayswater became PCL’s hottest ticket March 2018*](#)