

# Bricks & Mortar



## How to pick a winner

LOCATIONS AND PROPERTIES  
SET FOR GROWTH  
pages 8-9

Step into the new sitting room [pages 4-5](#)

Why the future is yellow [page 11](#)

## COVER STORY



Cleveland Court Mews houses, St James's, on sale from £6.65 million with Savills

## Just turn the key and move straight in

**T**urnkey properties are aimed at those who are cash-rich and time-poor, the idea being that you turn the key in the door to your home and that is it. Nothing more is required. No removal men, no unpacking endless boxes or trying to shoehorn furniture from your previous home into your new one. Everything is provided, from the finest Egyptian-cotton bed linen to the coolest cutlery.

This degree of decadence is usually associated with aristocracy, or perhaps gentlemen's clubs, yet it is a trend that is growing in popularity among modern-day wealthy homeowners for whom kitting out multiple abodes is a bore.

The neighbourhood of St James's, in Westminster, plays host to all three: aristocracy, gentlemen's clubs and turnkey properties. The latest example of the last is a short stroll from St James's Palace, the Reform Club, The Wolseley and Green Park. Tucked between Little St James's Street and Russell Court, Cleveland Court Mews is a small, but perfectly formed collection of new-build homes.

Richard Osborne-Young, the director of residential development sales for Savills in Westminster, says: "There isn't a great deal of residential property in St James's. It used to be the smartest residential address in London, but after the war [the Second World War] much of it was converted to offices because the city was so bombed. Now some of it is reverting back to residential."

It is a movement that is part of the Crown Estate's strategy to "gently uplift" the neighbourhood. The estate, which owns half the properties in the area, is in the middle of a £500 million investment programme in St James's and is spending £1 billion in Regent Street. The plans include doubling the width of the pavement in Lower Regent Street, renamed Regent Street St James's, and the redevelopment of St James's Market.

It is not only the Crown Estate that has spotted the neighbourhood's development potential. Next door to the mews, the Carlyle Group is putting the finishing touches to a collection of eight

apartments in St James's House, which is due to launch shortly through Strutt & Parker and Christie's Real Estate. The duplex penthouse in nearby Bennet House, by Amsprop, is on sale for £9.75 million through Savills, while apartments in Dukelease's Beau House, on Jermyn Street, will start at £2 million through CBRE and Carter Jonas.

Mark Dorman, the head of London residential development and investment at Strutt & Parker, which will bring the apartments in St James's House to market, says: "Until now, St James's has lacked the quality of product to send its values into the super-prime league, despite its illustrious location."

St James's has been waiting in the wings while Mayfair, Belgravia and Knightsbridge bask in the limelight.

"A number of hedge funds and private banks are based on or near to St James's Street, so the district tends to appeal to domestic businessmen looking

for a property close to the action, yet in a quiet spot."

Osborne-Young has similar aspirations for the homes in Cleveland Court Mews, where he believes the turnkey style will suit those looking for a pied-à-terre

rather than a family home. These are not the first turnkey developments in the neighbourhood though. Walpole Mayfair — furnished by the interior designer Oliver Burns — sold its six apartments in 2012 (from £11 million), with everything from Versace cutlery to Thomas Goode tableware. Despite property prices in the area having risen 11 per cent in the year the development went on sale, there was a queue of 40 potential buyers keen to bid for the flats. That was then; today the prices have risen and the queues are longer. As a consequence Beau House will include four turnkey homes in its collection of seven flats.

There is no shortage of demand to live in St James's, with Cleveland Court, a development of five main apartments and three staff apartments, selling swiftly off-plan. The mews homes next door will share an entrance and concierge with Cleveland Court. There are three houses for sale, priced from £6.65 million to £6.95 million, through Savills, with one mews apartment already under offer.

The mews, built in 1790 as stabling for the grand houses near by, had to be razed, but the rebuild has been done in traditional brick and the layout of the cobbled cul-de-sac street preserved.

The Crown Estate commissioned different interior designers for each of two and three-bedroom mews houses to give them a bespoke feel. So all the homes, although roughly the same size at about 2,450 sq ft, have unique layouts. The first house has a private entrance on Little St James's Street as well as through the mews, giving it a dual aspect. The colour theme is neutral and highlights include a luxurious James Bond-themed cinema room in the basement and the key location at the end of the cul-de-sac. The second has a large top-floor living space with terrace and a basement bar and media room. The third has a top-floor master bedroom suite and a more opulent feel.

Yes, it is easy to imagine turning your key in the front door and moving straight in to this quiet corner nestled among the gentlemen and aristocracy of St James's.

Carol Lewis



Inside one of the Cleveland Court Mews homes and, inset, the cobbled cul-de-sac