

PrimeResi

West End office building set for boutique luxury resi conversion

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Dukelease & BST England have teamed up to transform a handsome period block on Hallam Street into six high-end apartments.

PCL developer Dukelease has teamed up with BST England on a new luxury resi project in London's West End, *PrimeResi* hears.

The firms have bought a vacant office building on Hallam Street for £7.56mn, which they plan to turn into a new boutique scheme.

Measuring over 10,500 sq ft (GIA), the period building – called Hallam House – was sold by property developer and asset manager Oval Real Estate.

An application for change of use under Class MA went in early this year to allow for six resi units; consent was granted before the sale completed.



Hallam House

CBRE acted for Dukelease and BST England; the vendor was represented by Colliers.

Tom Moore, Senior Director in CBRE's Land Transactions team:

"The sale of Hallam House represents a shift in demand for property types in W1. We've seen a pattern of secondhand office stock being repurposed to support the delivery of new homes which London undoubtedly needs. Changes in planning rules around permitted development rights have made this easier for asset owners to bring to fruition."

Richard Leslie, CEO of Dukelease:

"Dukelease have successfully developed over 100 units in Fitzrovia in the last few years and we are excited about keeping the tradition going with this acquisition."

Guy Halperin, CEO of BST England:

"We believe in Central London's residential market and are delighted to be partnering with Dukelease on this venture — hopefully the first of many successful collaborations. The joint venture has funds available to deploy in two to three additional Central London residential or permitted development deals this year."

Dukelease has been operating for over 30 years and counts a £1bn portfolio of projects; notable endeavours to date have included Beau House (<https://primeresi.com/the-ultimate-exercise-in-delivering-commercial-value-designing-the-penthouse-at-beau-house/>) on Jermyn Street, 101 on Cleveland (<https://primeresi.com/dukelease-launches-190m-fitzrovia-scheme/>) in Fitzrovia, 12 Curzon Street and 25 Buckingham Gate.