

# THE DRAYCOTT

— Sloane Square —

Apartment One





## The Draycott Collection

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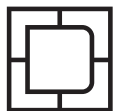
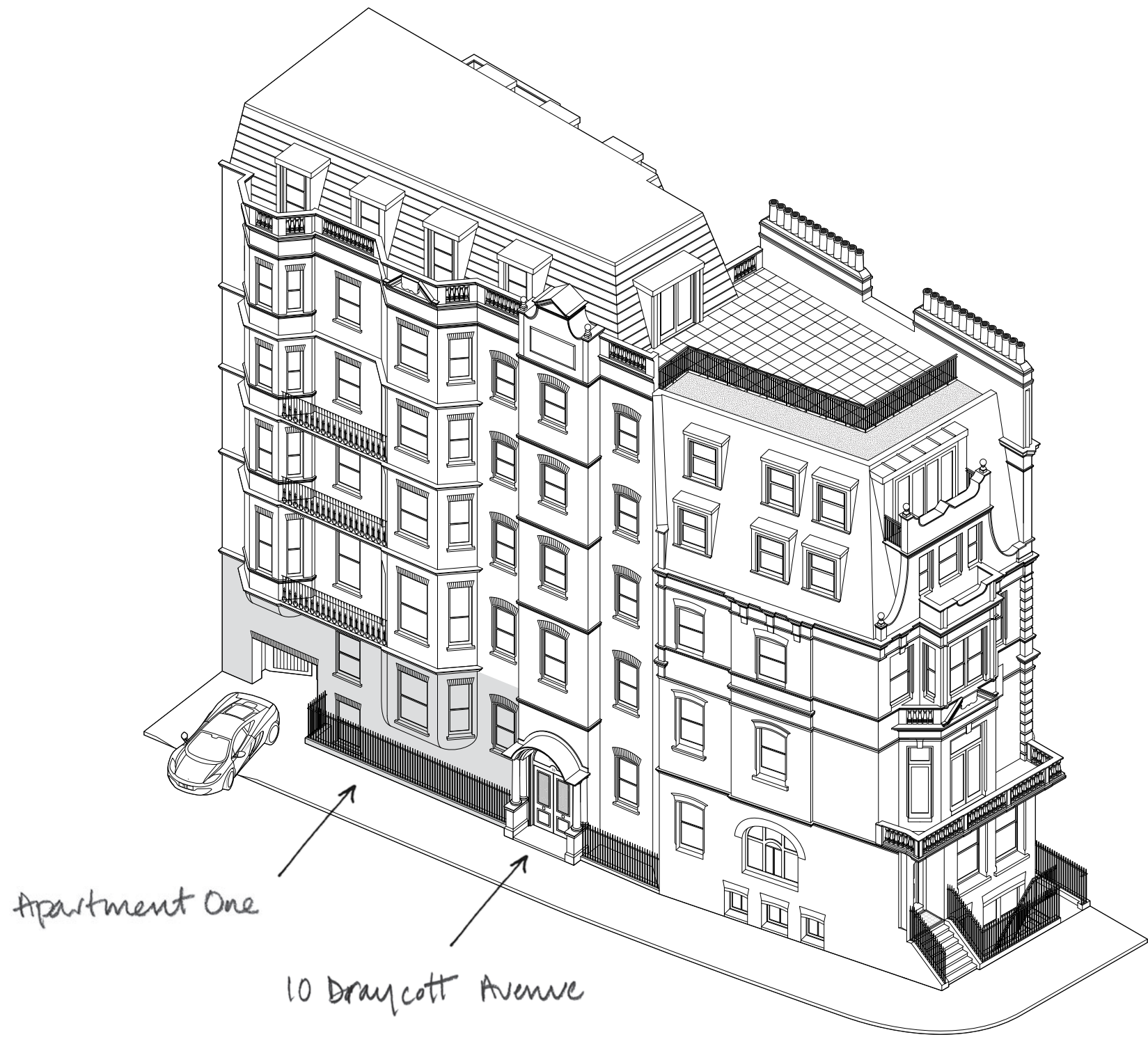
The Draycott is a revival collection of limited edition apartments situated within two minutes of London's iconic Sloane Square. The imposing façade of this Dutch-inspired 19th century corner building disguises an all new interior structure comprising ten individually designed, purpose-built residences.



The Draycott  
Apartment One

A three-storey townhouse-style apartment. Comprising open plan-living, three bedroom suites, a fourth bedroom, media/TV room, gym, second kitchen, utility room and traditional wine cellar.

In addition, a terraced garden for all seasons, with generous seating and separate dining area, and a standalone frameless glass garden room with log burning fire and external gas fire.

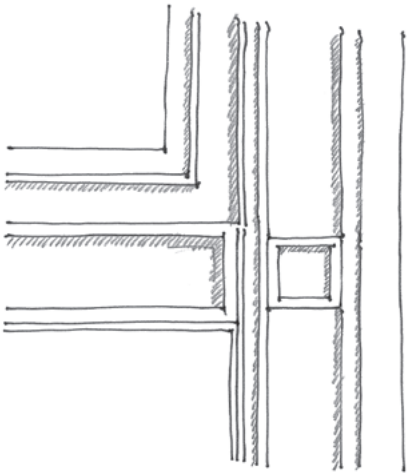
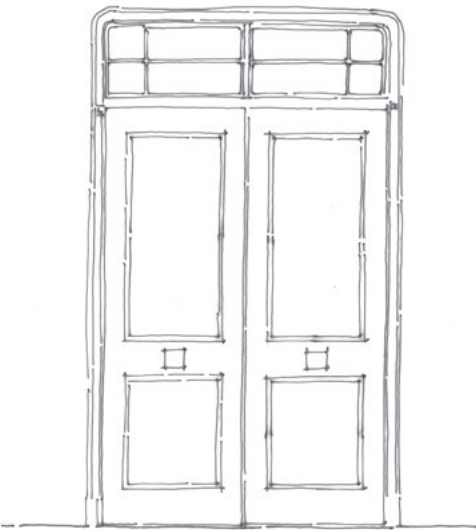


The Draycott  
Story

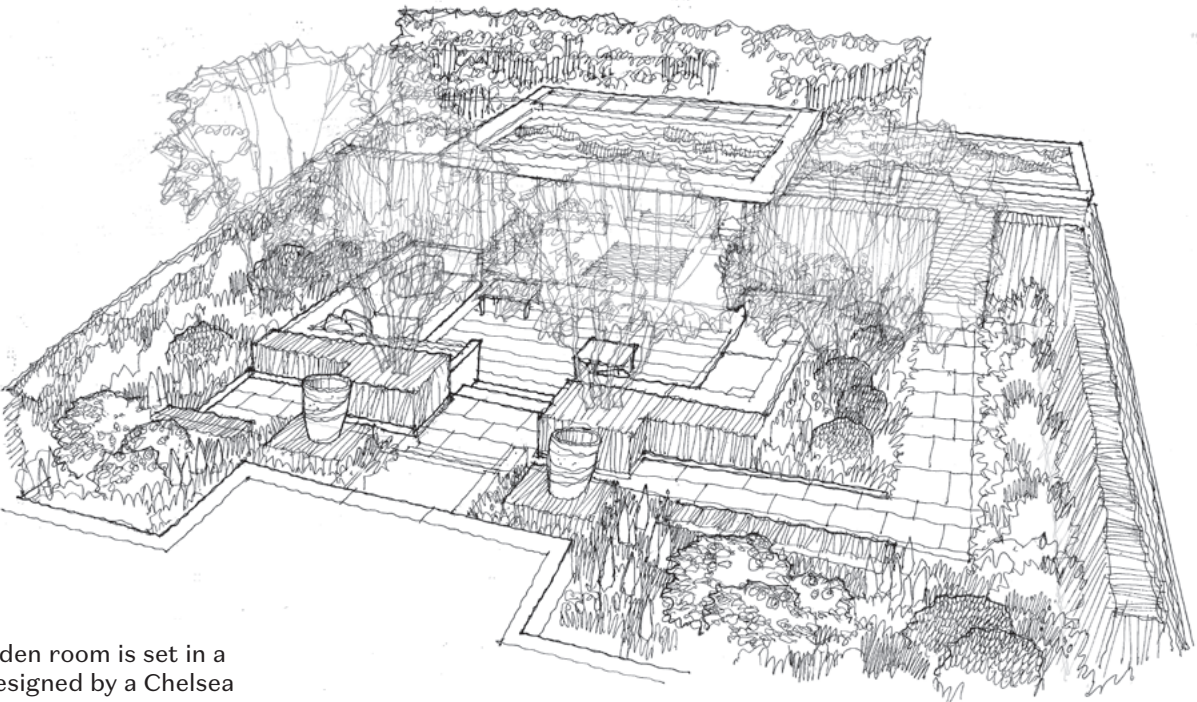
Hans Sloane, after whom Sloane Square is named, was an 18th century physician whose extensive collection of artefacts from around the world formed the foundation of the British Museum. The art of collecting has appropriately inspired the design and concept scheme for The Draycott.

While the building has itself a familiar Sloane Square prominence, the interior fabric has been stripped away, subtly replaced with an all-new structure that reinterprets the key traditional principles, while at the same time introduces a new interplay of classical and contemporary design styles.

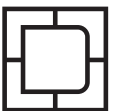
For a welcoming sense of arrival, each of the apartments accessed from 10 Draycott Avenue have imposing double-panelled front doors, made from ash and inlaid veneer. These characterful doors are topped with a curving fanlight that's distinct to The Draycott.



To further forge a sense of identity, square symbols of The Draycott are strategically applied to door heads and wall treatments.



The frameless glass garden room is set in a private walled garden, designed by a Chelsea Flower Show award winner.







UPPER GROUND FLOOR			
Room	m	ft	Ceiling height
Main reception / Dining	8.3 × 7.1	27 × 23	2.5m / 8.2 ft
Kitchen	4.3 × 6.5	14 × 21	3.0m / 9.8 ft
Master bedroom	4.6 × 4.1	15 × 13	2.6m / 8.5 ft
Garden room	3.5 × 4.9	11 × 16	2.4m / 7.8 ft
Garden	7.4 × 12.1	40 × 24	
Shed	2.5 × 5.1	8 × 17	
Total net saleable area (excluding shed)	293 sq m	3,154 sq ft	

Main Reception Room

Kitchen/Breakfast

Dining

Master bedroom suite

Lift

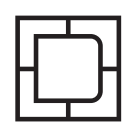
ONE

No 50

No 10

Draycott Avenue

Draycott Place



Client  
Draycott Development Ltd

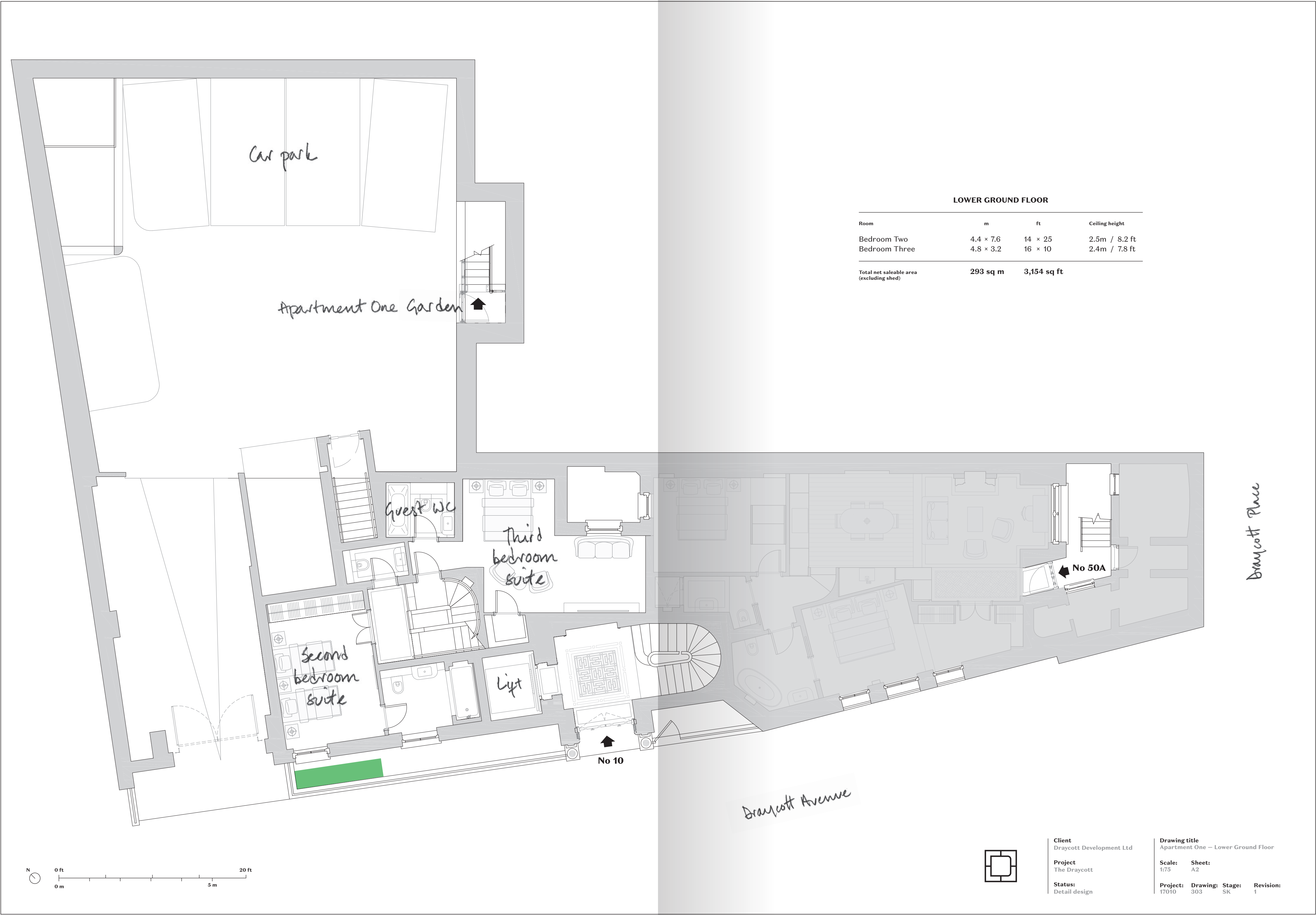
Project  
The Draycott

Status  
Detail design

Drawing title  
Apartment One – Upper Ground Floor

Scale: 1:75 Sheet: A2

Project: 17010 Drawing: 303 Stage: SK Revision: 1



Car park

Apartment One Garden

Guest WC

Third bedroom suite

Second bedroom suite

Liqt

No 10

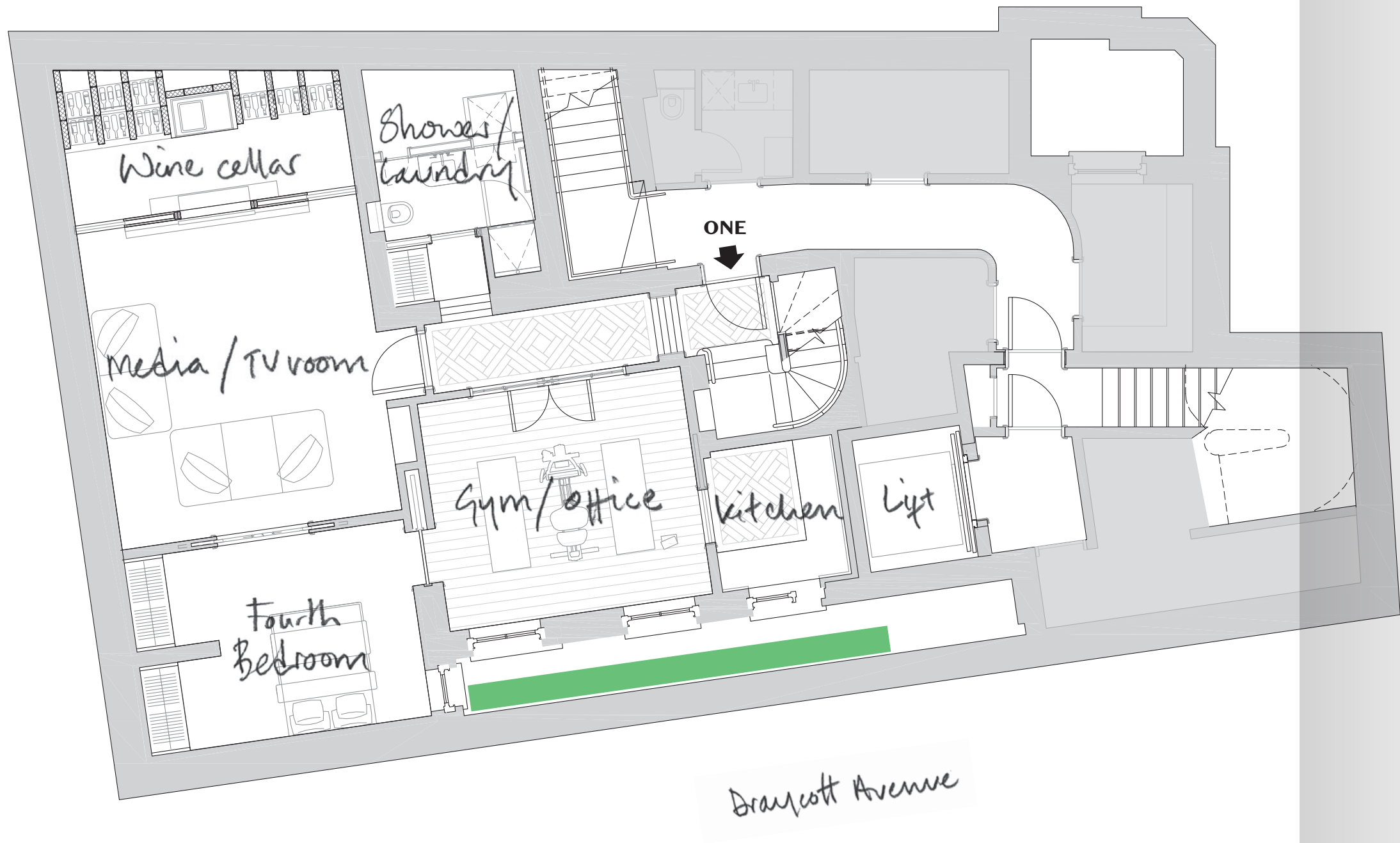
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Draycott Avenue

Draycott Place

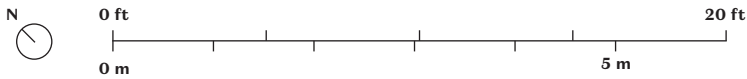






BASEMENT FLOOR

Room	m	ft	Ceiling height
Bedroom Four	3.1 × 4.4	10 × 14	2.8m / 9.1 ft
Gym	3.6 × 4.1	12 × 13	2.6m / 8.5 ft
Media Room	5 × 4.4	16 × 14	3.1m / 10.1 ft
Total net saleable area (excluding shed)	293 sq m	3,154 sq ft	



**Client**  
Draycott Development Ltd

**Project**  
The Draycott

**Status:**  
Detail design

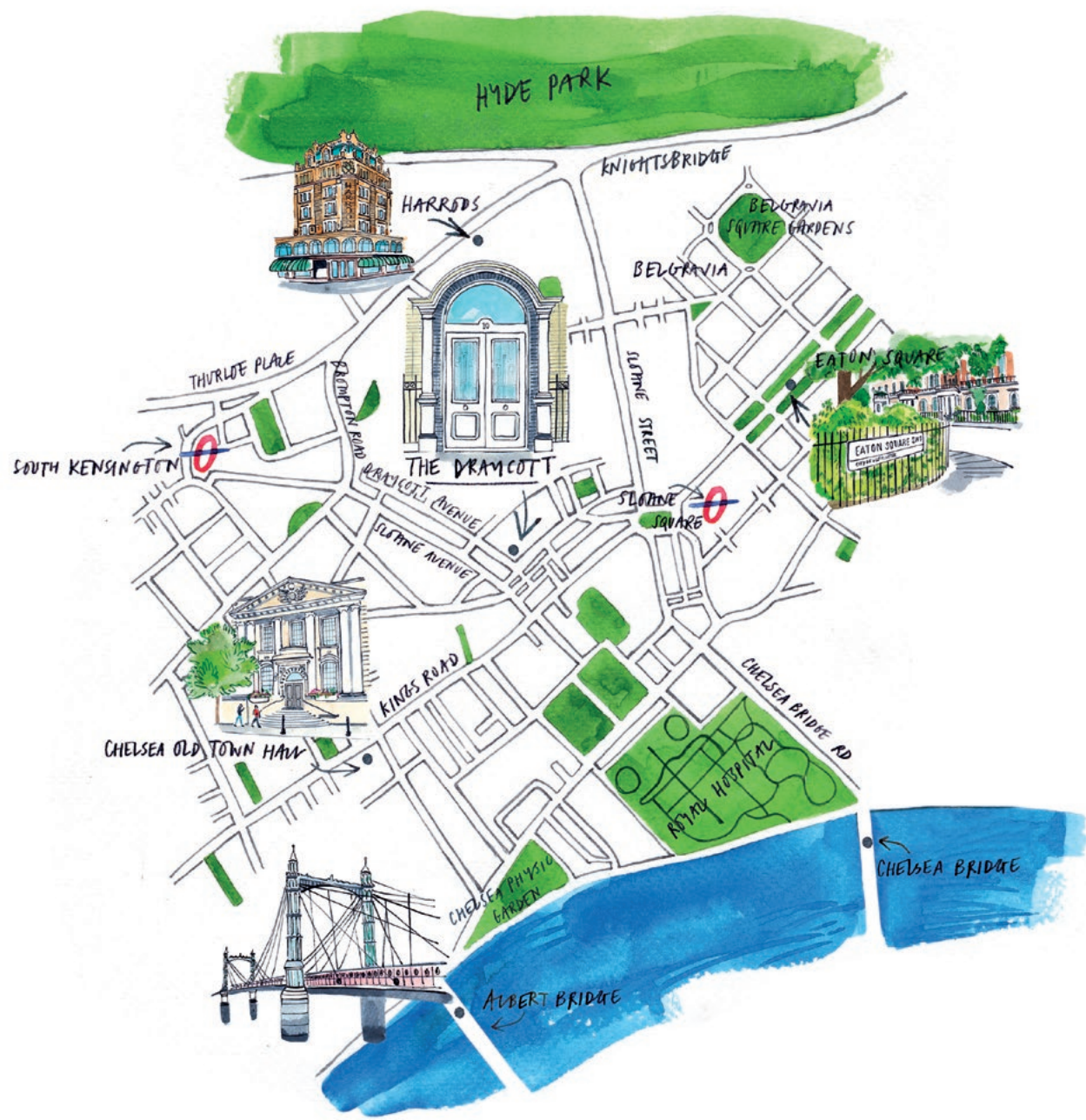
**Drawing title**  
Apartment One – Basement Floor

**Scale:** 1:75    **Sheet:** A2

**Project:** 17010    **Drawing:** 303    **Stage:** SK    **Revision:** 1



The Draycott  
Location



Since the early 18th century, Chelsea has been an enclave of distinctive character and charm, attracting people from the worlds of art, music, fashion and theatre. Chelsea also gave London the legendary Arts Club – a place to socialise and escape.



The Draycott  
Specification

The Draycott is a limited edition halo scheme of bespoke apartments, each of an individual specification. Designed to blend the best of, hand-crafted by a wide-range of UK suppliers.

MAIN ENTRANCE HALL

- Imposing double main entrance doors of glazed and etched upper panels
- Main lobby with double-height galleried staircase and The Draycott feature light
- Tundra Grey and Grigio Billiemi Italian marble bespoke hand-carved mosaic floor
- Button back pullman alcove seating for visitor reception area
- Fully integrated concierge desk with monitoring systems for access control and CCTV

LIFT AND CAR PARK

- One passenger lift from basement parking to the penthouse level
- Underground car spaces, managed by the concierge
- Restriction on RBKC resident permits

SECURITY

- Concierge and porter service with CCTV
- Small power and telephone points provided for the installation of intruder alarm systems
- Smoke and heat detectors for independent alarm activation
- Multi-point locking to apartment entrance double doors
- Monitored access control system with individual video entry control to each apartment

TENURE & MANAGEMENT

- Share of Freehold
- 10 year ICW building defects liability warranty
- Estate management by JPW Management
- Porterage and concierge service by The Draycott Hotel

MECHANICAL INSTALLATION

- Underfloor thermostatically controlled heating to hallways, reception rooms and bedrooms
- Panel-controlled comfort cooling to reception room, gym, master and second bedroom
- Communal heating and hot water supplied from The Draycott central plant system

APARTMENT FINISHES

- The Draycott apartment double entrance doors of ash with curved metal and glass fan light
- White powder-coated internal doors with birch tabu veneered inlays fitted with bronze and leather ironmongery
- Bespoke metal and glass double doors to gym
- Hand-carved Moorcroft Cartoon feature fireplace with Bianco Neve stone hearth
- The Draycott Tundra Grey and Grigio Billiemi marble entrance floor. Hand-crafted fumed oak random plank and Versailles pattern flooring
- Bespoke fitted birch and walnut wardrobes and joinery, with integrated internal lighting
- Fibrous corning and applied mouldings for panelled effect to master bedroom, main reception and hallway
- Herringbone fabric upholstered walling
- Audio-insulated upholstered walling to TV/media room

BATHROOMS

- Landmark city bronze and urban brass fittings by Samuel Heath. White sanitaryware by Duravit and Villeroy & Boch
- Wall-mounted WCs with soft close seats and concealed cisterns
- Timer-controlled heated wall-mounted towel rails
- Shutters to windows in the master and second ensuite bathrooms
- Master ensuite bathroom of Breccia Van Gogh slab marble, with walk-in shower, walnut veneer double vanity unit, and wall-hung mirrored medicine cabinet with bronze trim and legs
- Second and third ensuite bathrooms of Fior de Pesco light marble, with walnut veneer vanity unit and wall-mounted mirrored medicine cabinet with satin brass trim and legs
- Fourth shower room/utility in White Emperador marble, with walnut veneer vanity unit and wall-mounted, mirrored medicine cabinet
- Wired for total WCs
- Cloakroom of Tundra Grey and Grigio Billiemi marble with hand-carved marble hand basin

KITCHENS

- Bespoke hand-crafted dark walnut veneered kitchen with pull-out storage units
- Miele integrated appliances, with integrated stainless steel extractor
- Spiderman Roma Imperiale slab marble worktop, wall cladding and kitchen island, incorporating a bespoke, hand-crafted sink
- Second kitchen with Necarado slab marble worktop and splashback, stainless steel sink and Bosch integrated appliances
- Hakwood random plank flooring with bronze kick plate and lighting

GARDEN

- Private garden designed by Hay Designs, a Chelsea Flower Show award-winning landscape designer
- Frameless glass garden room
- Porcelain tile floor incorporating a Griggio Belliemi marble inlay designed to integrate pair of gas and log fireplaces
- Attached plumbed 'garden shed' in shell-and-core for purchaser-designed fit-out, to include a catering and/or leisure facility
- Iroko slatted fencing to rear boundary wall, garden room sides and shed
- Direct stairway access to private underground carpark

MEDIA ROOM & WINE CELLAR

- Fully-fitted stadium-style TV/cinema room incorporating a surround-sound cinemascape ultra-HD Sony television
- Traditional-style cellar for 'laying down' wine or storage, including a plumbed and integrated sink unit and wine tasting marble bar

ELECTRICAL INSTALLATION

- LED lighting system with programmable scene-setting
- Control Four panel video entry and integrated audio/visual systems
- Star wired TV and TEL points to all reception rooms and bedrooms
- Master bedroom windows pre-wired for electric blinds
- Wired for audio to owner's preferred audio/visual equipment, also pre-wired for Bang & Olufsen multi-room system



# The Draycott Team

The Draycott brings together a highly-acclaimed and skilled team of developers, designers, professional consultants and trade contractors, each with a passion for creating exciting, high-impact spaces in which to live.

## A DEVELOPMENT BY

CAL

### CHEPSTOW ADVISORY LTD

CAL was founded by Annabel Cochrane in 2016 as a property advisory business. CAL uses its extensive network of contacts to identify special opportunities, curates the design concepts and thereafter provides development management services for generating enhanced returns.

## ARCHITECTURE

B3R

### B3R

B3R is an architectural practice dedicated to a design-led process, rather than process-led design. This is backed by the belief that both client and artefact are best served when the architect responsible for the initial design remains with the project for its duration; guiding the design from conception to completion.

## INTERIOR DESIGN

1508  
L O N D O N

### 1508 LONDON

1508 is a London-based design studio that creates exceptional residences and interior spaces. Their designs are not formulaic or style driven, but derived from measured principles and inspired by history, geography and the vernacular of the architecture – and therein lies their point of difference.

## CONTACT



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