



THE DRAYCOTT

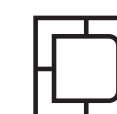
Sloane Square

50A Draycott Place



The Draycott Collection

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.



50A Draycott Place
SW3 2SA

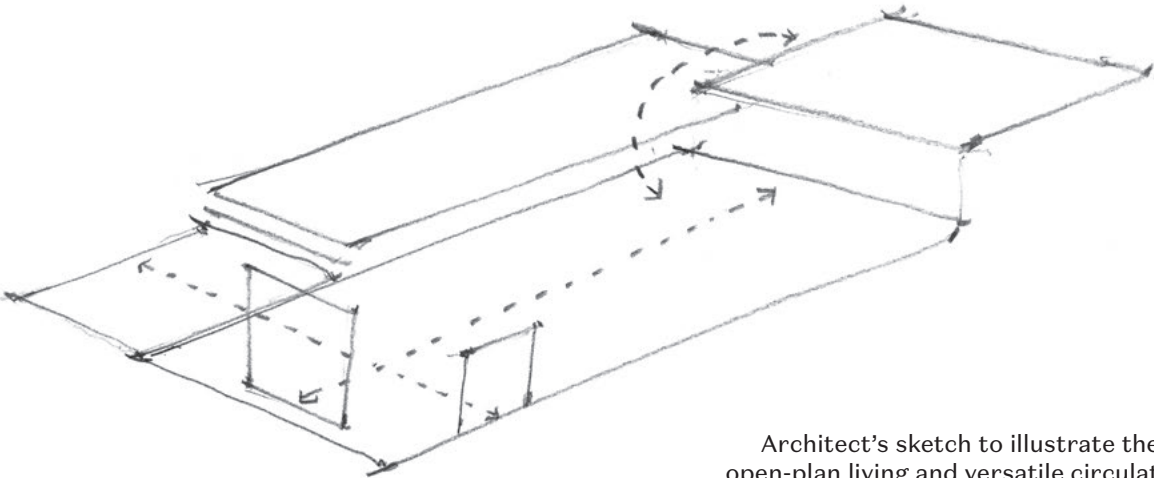
An unusually generous triple-aspect, two-bedroom apartment on the lower ground floor, with its own private street entrance.



The Draycott
Story

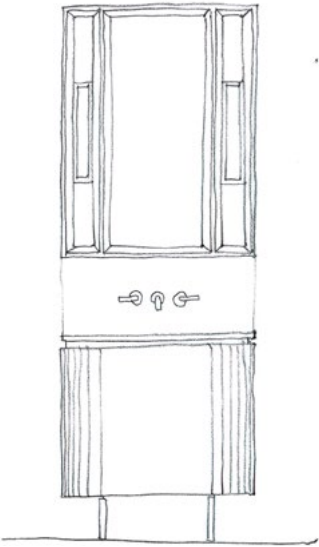
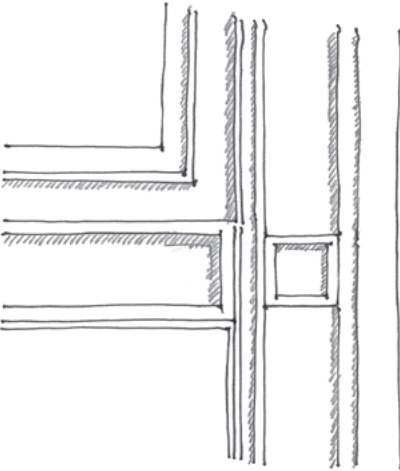
Hans Sloane, after whom Sloane Square is named, was an 18th century physician whose extensive collection of artefacts from around the world formed the foundation of the British Museum. The art of collecting has appropriately inspired the design and concept scheme for The Draycott.

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.



Architect's sketch to illustrate the open-plan living and versatile circulation of this secluded, efficient pied-à-terre.

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



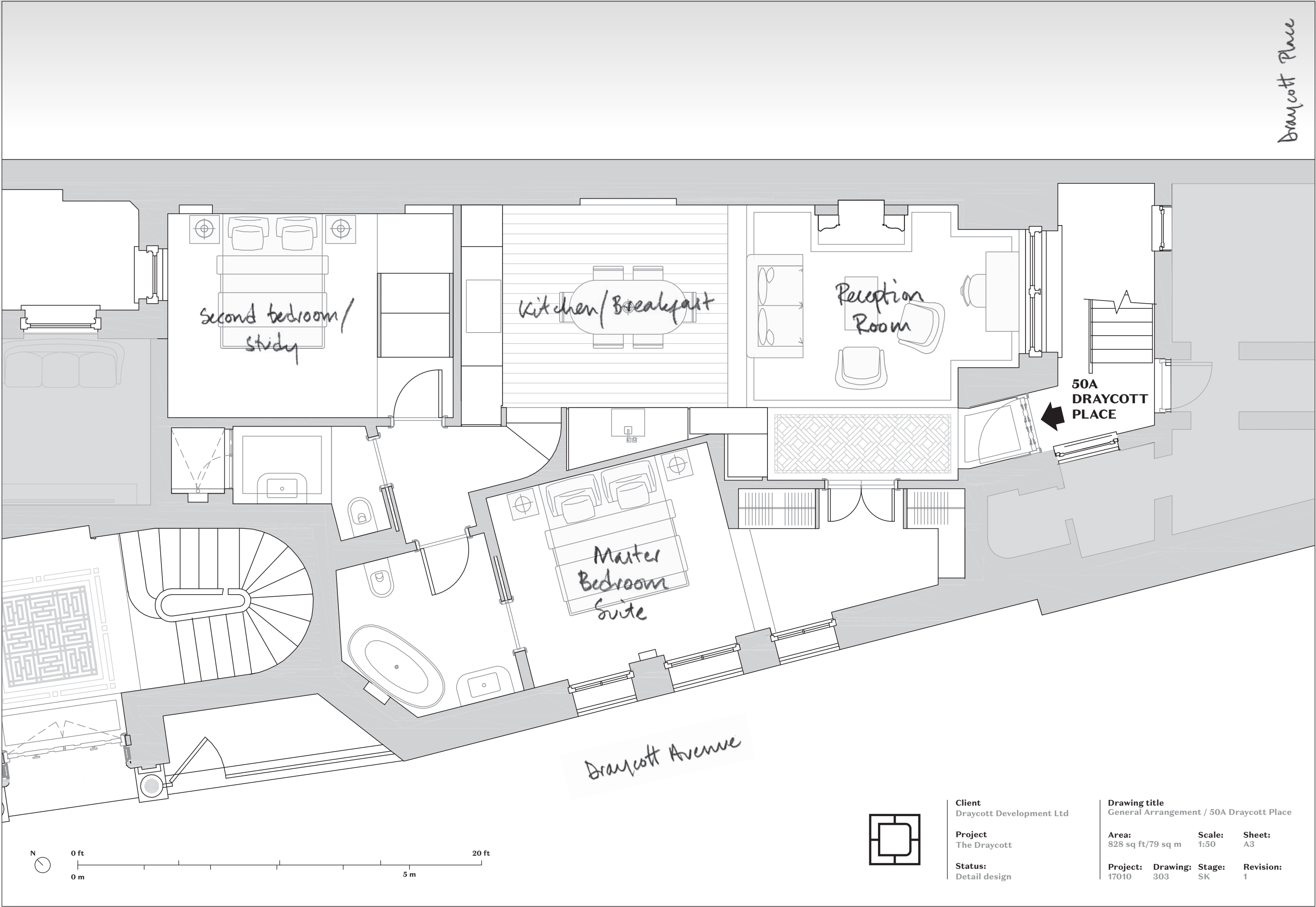
Walnut and birch veneer vanity units and wall-mounted mirrored medicine cabinets with satin brass trim and legs.



50A Draycott Place

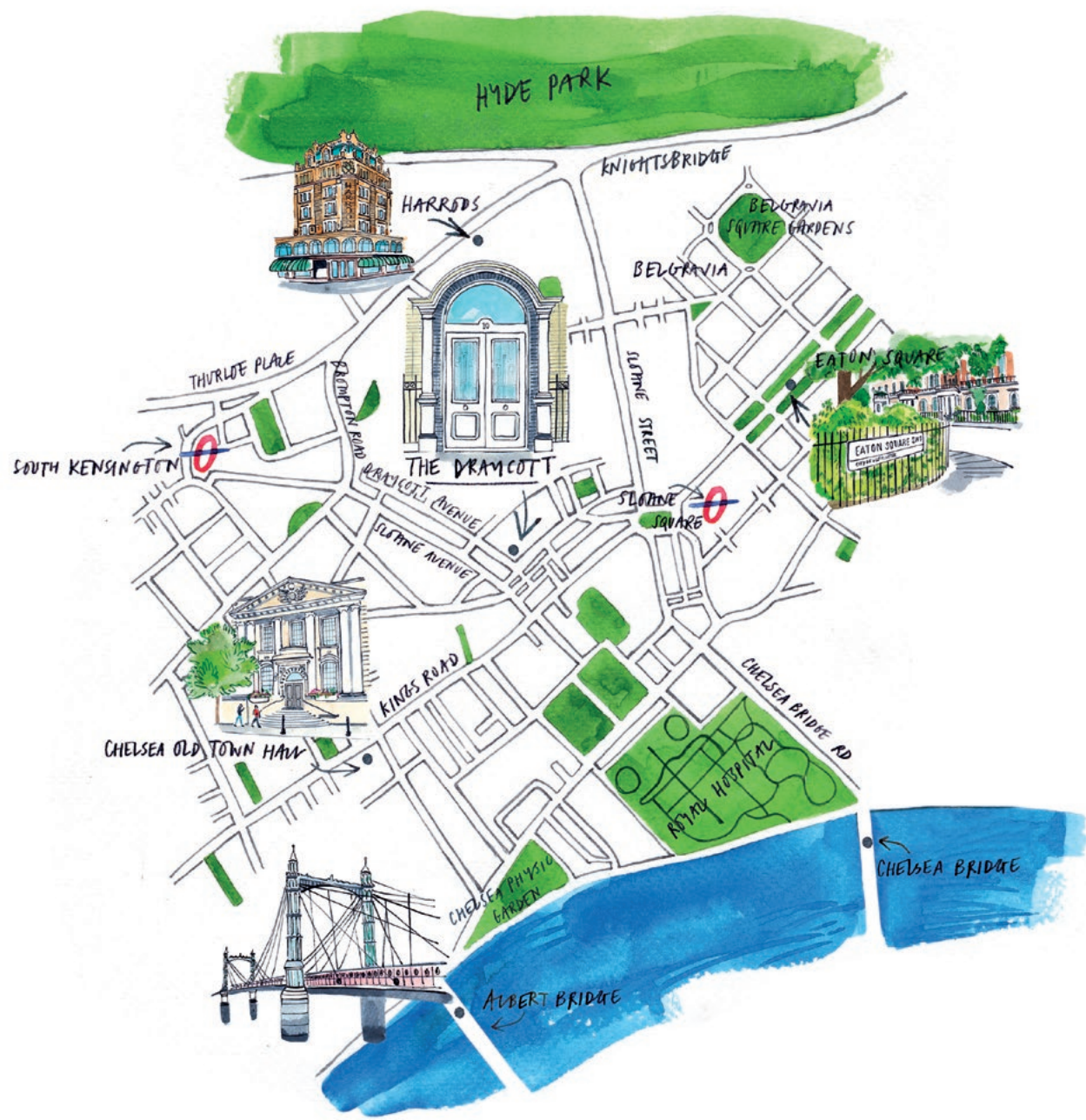
A well-proportioned two-bedroom apartment on the lower ground floor; efficiently designed for informal open-plan living.

LOWER GROUND FLOOR			
Room	m	ft	Ceiling height
Main reception	4.1 × 8.4	13 × 28	2.6m / 8.5 ft
Master bedroom	3.0 × 6.8	10 × 22	2.3m / 7.5 ft
Bedroom two	3.1 × 4.3	10 × 14	2.2m / 7.2 ft
Net saleable area	79 sq m	828 sq ft	



Client Draycott Development Ltd		Drawing title General Arrangement / 50A Draycott Place		
Project The Draycott	Area: 828 sq ft/79 sq m	Scale: 1:50	Sheet: A3	
Status: Detail design	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.



50A Draycott Place
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 backed 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

APARTMENT FINISHES

- Private staircase entrance from Draycott Place
- Purple high-gloss front door with glazed panels and fan light
- White powder-coated internal doors with birch tabu veneered inlays fitted with bronze and leather ironmongery
- Hand-carved Rainforest Green feature fireplace with Bianco Neve stone hearth
- Fumed oak random plank flooring
- Bespoke fitted walnut and birch wardrobes and joinery, with integrated internal lighting
- Fibrous cornicing to main reception and kitchen

BATHROOMS

- Landmark lacquered 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
- Master ensuite with Fior de Pesco book-matched marble flooring, vanity tops and splashbacks
- Master ensuite walnut veneer vanity unit with bespoke wall-hung brass mirrored medicine cabinet
- Second shower room of Grigio Billiemi slab marble with Tundra Grey borders, dark oak veneer vanity unit and wall-mounted mirrored medicine cabinet with satin brass trim and legs
- Wired for total WCs

KITCHEN

- Bespoke hand-crafted ash veneered kitchen with pull-out and racked storage units
- Grey St Laurent splashback and worktop, incorporating a stainless steel sink
- Integrated appliances, with integrated stainless steel extractor
- Fumed oak random plank flooring with bronze kick plate and lighting

MECHANICAL INSTALLATION

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

ELECTRICAL INSTALLATION

- LED lighting system with programmable scene setting
- Control Four for 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



+44 (0)20 7409 8756
newhomessp@savills.com

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