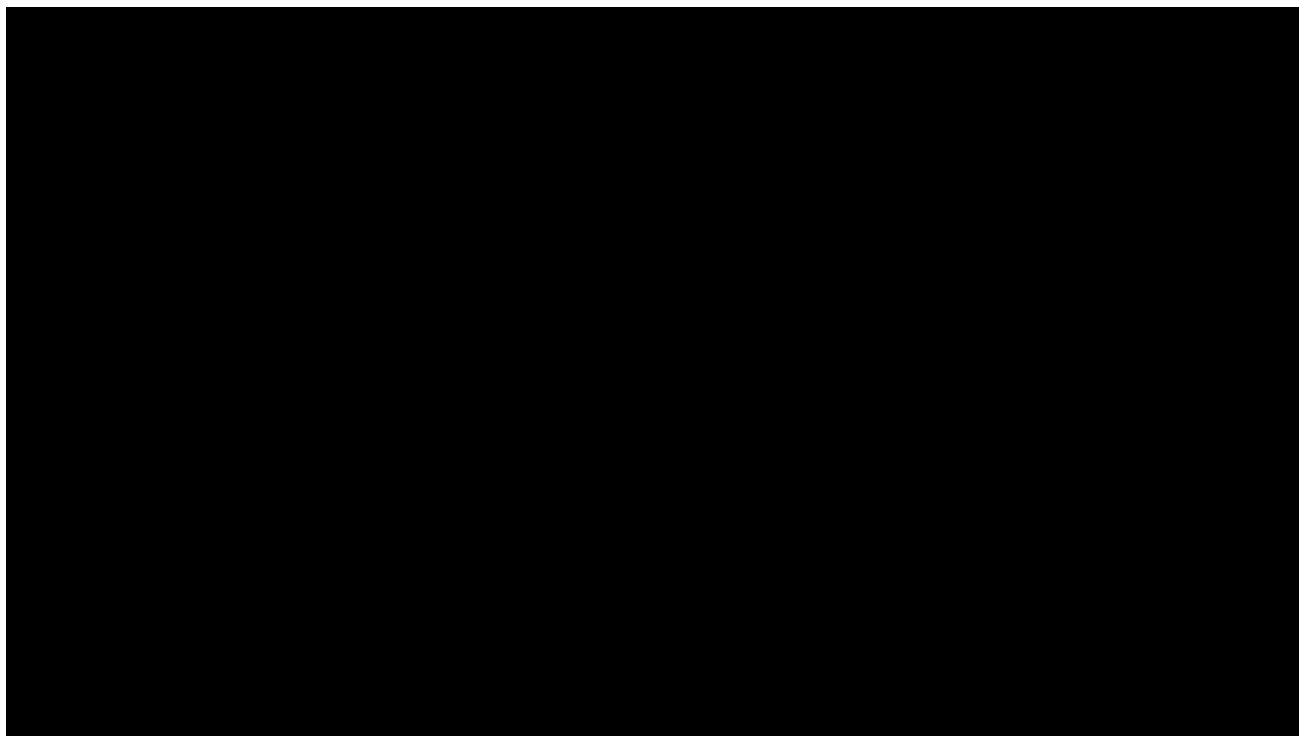




The Retail Crystal Ball: Where are the Development Opportunities?

RYAN BEECHINOR, Chief Operating Officer



Long Term Vintage



- Grosvenor is a privately-owned property group, active in some of the world's most dynamic cities
- Our aspirations for the cities in which we operate are encapsulated in our strapline 'Living cities'

300 Acres of Central London: Mayfair and Belgravia



- Long term ownership of the highest valued urban villages in the world
- Through our “Living cities” approach, we create vibrant and resilient places





THE GRENADEER PUB, WILTON ROW (complete with sentry box outside) used to be frequented by officers from the local barracks.



THE BELFRY, WEST HALKIN STREET, was built in 1830 as a Presbyterian Church and is now **MOSMANN'S**, a private club and restaurant.



Both **HALKIN ARCADE** and **WEST HALKIN STREET** are named after **HALKYN CASTLE**, originally a Grosvenor family property in Flintshire.



CHOPIN gave his first concert at N° 99 **EATON PLACE**.

THOMAS CUBITT designed **EATON SQUARE** (one of the jewels in Belgravia's crown) in the palazzo style. Construction began in 1826 and wasn't completed until 1855. The grand facades with their Corinthian style column capitals overlook private gardens, part of the 6 hectares (16 acres) of garden within Grosvenor's Belgravia and Mayfair Estates.



QUEEN VICTORIA gave **BELGRAVE SQUARE** the royal seal of approval when she rented a house (N° 36) for her mother, **THE DUCHESS OF KENT**, for £2,000 a year.



LUMLEY FLATS, PASSMORE STREET, were built in 1875 at the instigation of the 1st **DUKE OF WESTMINSTER**. Lumley Flats was one of a large number of 'model dwellings' built by philanthropists to house the poor in the 19th century. The archways, open stairwells, brickwork and contrasting tiling round the entrance



LORD KITCHENER lived at N° 17 **BELGRAVE SQUARE**. By 1860, three dukes, 13 other peers and 13 Members of Parliament had lived in the Square. Today, the houses are occupied mainly by embassies, institutions and offices, with only nine remaining as private homes.



At the junction of **GROSVENOR CRESCENT** and **WILTON CRESCENT**, is a statue of **THE 1st MARQUESS OF WESTMINSTER**. This statue was commissioned by the present **DUKE OF WESTMINSTER** to commemorate his ancestor, the man originally responsible for planning and developing the Five Fields into the Belgravia we know today.



ST PETER'S CHURCH was the first building in **EATON SQUARE**, designed by **HENRY HAKEWELL**. In 1824, St Peter's was badly damaged by fire in 1987, but is now fully restored.



WOLFGANG AMADEUS MOZART lived at N° 180 **BURY STREET** from April 1764 to July 1765 while on a grand tour of Europe with his father. There the eight-year-old prodigy composed his first two symphonies.



A study known as 'Tom Brown's' in Rugby School

MATTHEW ARNOLD, poet and critic lived at N° 2 **CHESTER SQUARE**. In 1851 he was appointed Inspector of Schools and is credited with greatly improving the education system. His father, **THOMAS ARNOLD**, Headmaster of **RUGBY SCHOOL**, became as famous for his portrayal in 'Tom Brown's School Days' as for his efforts to reform public school education in England.



Actor and singer **NOEL COWARD** lived at N° 17 **GERALD ROAD** from 1930 to 1956.



The Belgravia Estate



In 1948 the British memorial to **PRESIDENT ROOSEVELT** was unveiled in **GROSVENOR SQUARE**.



53 **DAVIES STREET**, home of the **GROSVENOR OFFICE** between 1836 and 2000.



DAVIES STREET is named after **MARY DAVIES**, who married **SIR THOMAS GROSVENOR** in 1677, forging a family dynasty which would make the Grosvenors owners of some of London's most valuable real estate.



AVERY ROW, a narrow, intriguing lane lined with cottages runs along the eastern boundary of the **GROSVENOR ESTATE** following the line of the **OLD RIVER TYBURN**.

P.G. WODEHOUSE lived at N° 17 **DUNRAVEN STREET**.



N° 9a **SHEPHERDS PLACE**, at the junction with **UPPER BROOK STREET** was the home of **STANLEY BALDWIN** between his second and third terms as Prime Minister. As a Conservative MP he was instrumental in ending the 1926 General Strike. In his third term, leading the National Government, he weathered the abdication crisis and the period of 'appeasement' before retiring in 1937.



N° 16 **UPPER GROSVENOR STREET** was where **SIR ROBERT PEELE** - twice Prime Minister (in the 1830s and 40s) and creator of the London police force when Home Secretary - lived in 1829. From him, the police derived their nicknames, 'peelers' or 'bobbies'.



THE GROSVENOR CHAPEL in **SOUTH AUDLEY STREET**, was built by Sir Richard Grosvenor in 1730 to service the new residential area of Mayfair. In 1873, rented pews here provided an annual income of over £1,000. Among those buried in its vaults - sealed in the 19th century and no longer accessible - is the 4th **EARL OF CHESTERFIELD**, who wished to be buried "at the nearest place where this could be done for under £100."



At the junction of **SOUTH STREET** and **SOUTH AUDLEY STREET**, **CATHERINE WALTERS**, the last Victorian courtesan, lived at N° 15 from 1872 until



At the crossroads of **MOUNT STREET** and **SOUTH AUDLEY STREET** you can see **PURDEY'S GUN SHOP** which still produces individually crafted, made - to - measure hunting guns and holds a **ROYAL WARRANT**.



In 1844 **OSCAR WILDE** rented rooms at the **CONNAUGHT HOTEL** (on the corner of **CARLOS PLACE** and **MOUNT STREET**). Built in 1815 and re-built in 1894-96 it was originally the **PRINCE OF SAXE-COBURG HOTEL** - named for the **PRINCE CONSORT**, but in 1916, with anti-German feeling running high, it was renamed after **QUEEN VICTORIA'S** son, **THE DUKE OF CONNAUGHT**.



FLORENCE NIGHTINGALE lived at N° 10 **SOUTH AUDLEY STREET**.

The Mayfair Estate

Continuum Across Centuries

- Involved in London's evolution, which has ingrained lessons over 300 years



Grosvenor Square, circa 1753

- History shaped Grosvenor future development
- £6.0 BN planned pipeline across the Grosvenor Group
- \$2.0 BN under development in Grosvenor Americas



Grosvenor's Crystal Ball

Initial layout

Creating Community

Social mix and affordability

Evolution of style

Flexibility within the built structure

Conservation of style

Public open space **Public Realm**

Active Management



GROSVENOR

Active Management



Retail Development Credentials

Liverpool: Paradise One



**The
Beatles
at
The
Cavern
Club**

- 42 acre urban retail regeneration
- Largest development in Europe at the time
- ICSC 2011 Project of the Year

Retail Development Credentials

Vancouver: Cambie

The RISE



- 200K sf of urban retail
- 2010 ULI Global Award of Excellence

2 acres elevated environment on Winners/HomeSense rooftop



GROSVENOR

Grosvenor's Crystal Ball “Living cities” Dual Meaning

- Successful vibrant places

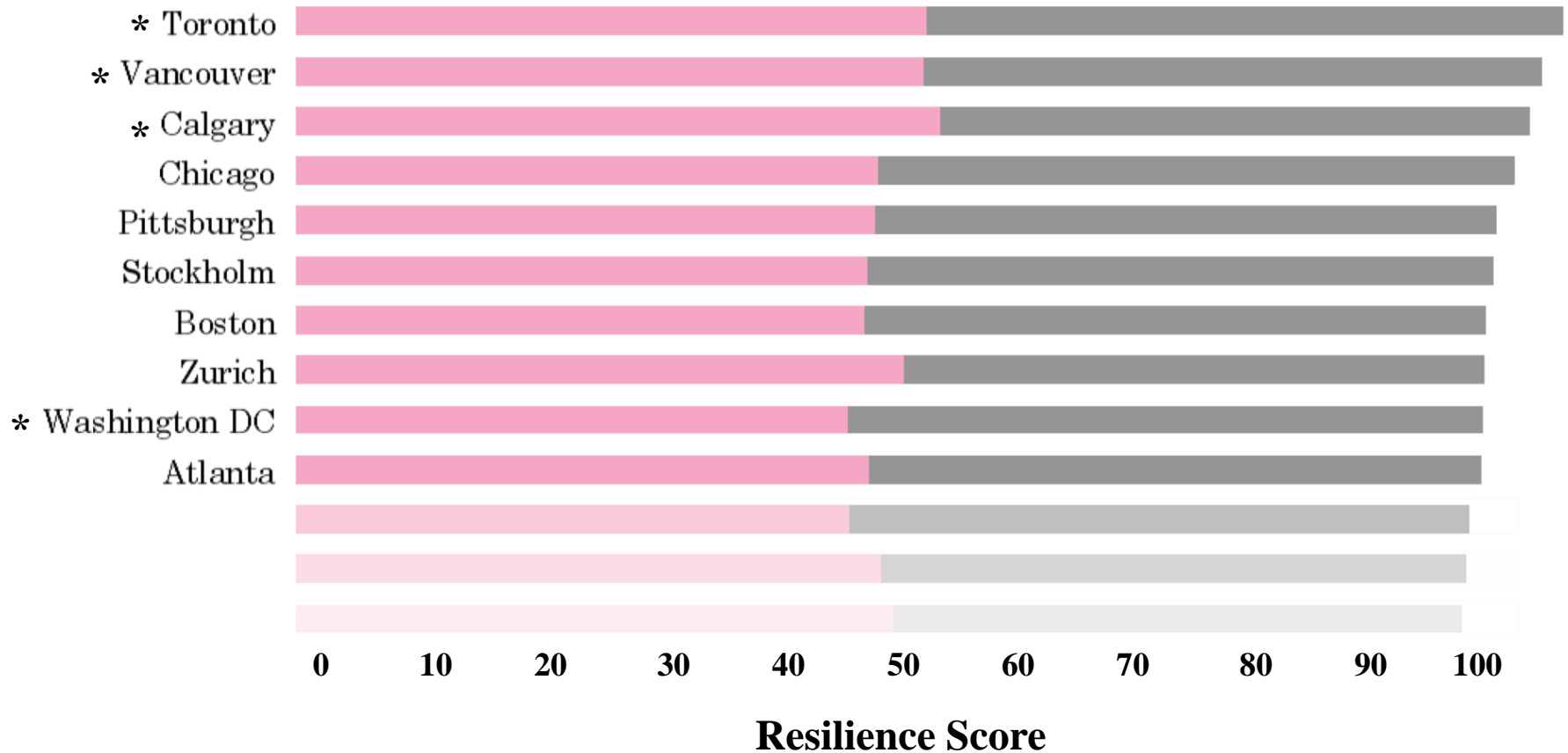


- Understanding what makes cities great



Grosvenor Research on Understanding Resilience

* Grosvenor Americas Markets



Retail Regeneration Along a Vibrant DC Corridor



1968 – Street riots after MLK assassination



2013 – District street front retail mixed-use



Grosvenor's Living Cities Crystal Ball View of Vancouver

Grosvenor Ambleside – Irreplaceable site



- Transformation and regeneration of an existing high street

- Goal of maintaining *Authenticity of Place* through public realm, engagement and appropriate design

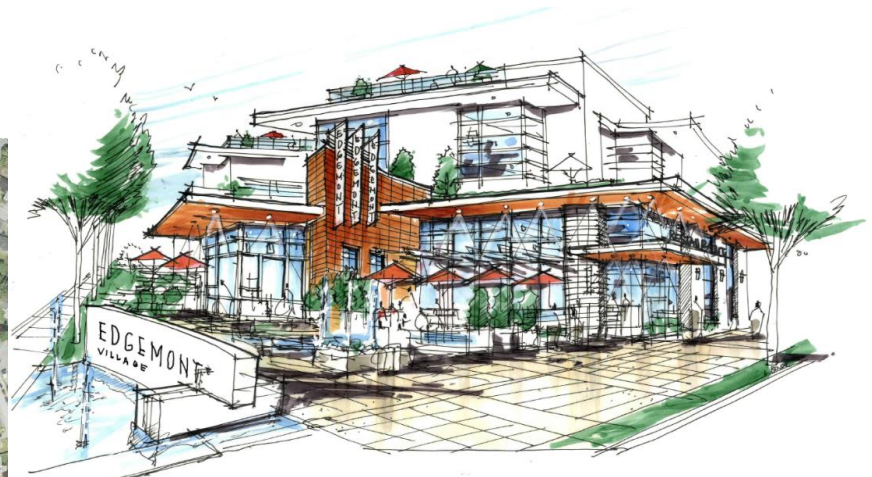


“Welcome back
to the Waterfront”



GROSVENOR

Edgemont Village – Neighbourhood Reinvigoration



- Strengthen established retail node
- Design, density and scale will enhance retail precinct
- New model of placing grocery in a village



Where Are The Retail Development Opportunities

- “Place Making” moves to *Authenticity of Place*
- Internet factor will be countered by humanity’s need for social interaction in city’s where we live



Chasing Desire by emerging artist Zio Ziegler

