

COMMERCE

Peninsula to open London hotel as part of global strategy

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Rendering of The Peninsula London entrance

By STAFF REPORTS

The Peninsula Hotel chain is furthering its expansion into Europe with a London property that will be built in the city's Belgravia neighborhood.

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After establishing its first European property in Paris last year ([see story](#)), Peninsula has turned its sights on London working with Grosvenor Britain & Ireland and The Hong Kong and Shanghai Hotels (HSH), to develop the plans. Peninsula announced Dec. 9 that the Westminster City Council has granted consent for the construction of a 190-room hotel at 1-5 Grosvenor Place, Hyde Park Corner, Belgravia in central London.

I see London, I see France

The Peninsula London will replace office space originating from the 1950s and 1960s with a high-quality hotel and residential apartments that will be designed by Hopkins Architects, a British-based firm.

With the construction of The London Peninsula, the hospitality brand aims to bring a "new level of distinction" to the city's current hotel offerings, for both guests and local Londoners.

The Peninsula London, in addition to its guestrooms, has plans to include a spa, shops, bars, restaurants and a ballroom. Inspired by the Belgravia area's heritage, the property will feature a grand pedestrian entrance on Grosvenor Place linking an internal Palazzo-style courtyard.



Rendering of The Peninsula London

To account for locals, the property will offer 24 to 28 residential apartment units with access to a private leisure and spa facility and separate entrance on Halkin Street. In addition, Peninsula plans to build 23 intermediate affordable homes nearby Buckingham Palace Road, thus adding to the area's housing options.

Construction is scheduled to begin in summer 2017 and will be completed in 2021. Research conducted by Volterra estimates that The Peninsula London will support more than 2,000 jobs and generate \$91 million for the London economy annually.

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