

The Chancery Rosewood – 30 Grosvenor Square

Adaptive re-use of listed U.S. Embassy
building into a new cultural destination and
luxury hotel



Client

Qatari Diar

LPA

Westminster City Council

Status

Complete

Services

Heritage, Townscape and
Landscape

Our role

- Supported Qatari Diar in preparing and submitting planning and listed building consent applications to Westminster City Council for the redevelopment of 30 Grosvenor Square, formerly the Embassy of the United States of America.
- Providing specialist Heritage and Townscape advice, working closely with David Chipperfield Architects to shape a sensitive and high-quality design response.
- Liaising with Historic England and presenting proposals to the London Advisory Committee, ensuring the scheme met national and local heritage expectations.

Results

- Our Heritage and Townscape expertise was an integral part of the strategy to secure planning permission and listed building consent, enabling the transformation of this highly significant grade II listed modernist building.
- Supported the adaptive re-use of the former U.S. Embassy completed in 1960 as London's first purpose-built chancery building and remembered as the backdrop to major anti-Vietnam War protests in 1968.
- Enabled the successful redevelopment of The Chancery Rosewood, a world-class luxury hotel and hospitality destination.
- The project is now fully completed and open, bringing the building back into active use while preserving and enhancing its architectural and historic value.