



Mayfield launches boutique Kensington development Logan House

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London developer Mayfield has launched Logan House, a boutique luxury development of 10 apartments at 1 Logan Place, Kensington, W8 6QN.

The development comprises a mix of one to four bedroom, new build apartments, each with a grand entrance hallway and outdoor terrace. All apartments have been designed to provide the very best living environments, utilising premium materials worked on by leading craftsmen, as well as top-of-the-range fittings and appliances. The latest smart home technology is also incorporated, comprising environmental, audio-visual and entertainment remote controls. In addition, Logan House is served by an underground car park and an elevator to all levels.

A concierge will be on hand to look after reception, car parking, social reservations and housekeeping, while the management team will maintain the building's impeccable condition. Security has been an overriding consideration and woven into the architecture of the building directly, comprising the latest alarm systems, strategically reinforced entry points, as well as 24/7 monitored CCTV cameras, which all provide for residents additional peace of mind.



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Joseph Mansour, Managing Director of Mayfield, said: "Few boutique developments come close to Logan House in terms of design, quality or historical importance. This new build scheme strikes the perfect balance between tradition and innovation; sitting seamlessly amongst local period buildings, whilst adding a vibrant new landmark to the street scene. The development has been further complemented through the incorporation of the latest home technologies and security systems, coupled with the finest materials and workmanship."

The site that Logan House occupies boasts a fascinating and illustrious history. Prior to making way for this development, the site was home to the Michael MacOwan Theatre and the location of LAMDA, the oldest drama school in the UK, founded in 1861. Names such as David Suchet, Patricia Hodge, Richard Harris and Benedict Cumberbatch are all part of the rich history of Logan House. In recognition of the site's important history the building has been awarded a Blue Plaque from The Heritage Foundation which is proudly displayed on its façade.

Further along this quaint traditional Kensington Street is Garden Lodge, the former home of Freddie Mercury, the legendary leader of rock group Queen. Celebrated the world over, the deceased star now has a permanent shrine at the entrance to Garden Lodge that is routinely visited by adoring fans. Even in London, very few streets can boast such a recent colourful heritage as Logan Place.

Priya Black, Partner at Knight Frank residential development, said: "Logan House is a rare new build situated in the Royal Borough of Kensington and Chelsea. New apartments within a small development are highly desirable and we anticipate buyers will be attracted by the scheme's attention to detail and proximity to all that London has to offer."

Mayfield designed Logan House in conjunction with award-winning Hamiltons Architects. Mayfield also acted as main contractor implementing all construction works directly through its in-house construction team.



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Robert Emery, Director at Hamiltons Architects, added: "We are delighted to have worked together with Mayfield on this one-of-a-kind development. It is fantastic to see the designs for Logan House now completed in bricks and mortar. We are thrilled to be involved in helping to create a unique, boutique scheme, which truly is the pinnacle of west London living – and a fantastic addition to Kensington's rich streetscape."

Logan Place is in the heart of West Kensington, surrounded by some of the best hotels and shopping London has to offer. Kensington Palace, Hyde Park and Holland Park are also within easy reach, as is South Kensington's Cultural Quarter with its world-renowned galleries and museums.

The nearest London Underground station is Earl's Court (District and Piccadilly lines) which is just eight minutes' walk away. Logan House also benefits from its close proximity to Heathrow Airport which is 20 minutes' away by car and 30 minutes on the London Underground.

Prices at Logan House start at £1.375 million.