

**Update on the development of Hilary House—
extracted from the Financial Times, 10/11 September 2011.**

Brighton's prime market has been given a further boost with the redevelopment of 22 Sussex Square, a Grade I-listed building that was originally built by Thomas Kemp, a London developer, as part of Brighton's desirable Kemp Town Estate 190 years ago.

The developer, Beaufort House, a firm that specialises in listed property in Kensington and Chelsea, has sought to reintroduce the grandeur and exclusivity of Brighton in the Regency period.

By marketing 22 Sussex Square as "Belgravia by the Sea", the developer has targeted wealthy buyers from London in the same way that Kemp attracted some of the leading families of the day two centuries ago. The Duke of Devonshire, Sir Lawrence Peel, Sir Samuel Courtauld and Lady Sackville-West are just a handful of the notable former residents of the Kemp Town Estate.

And its strategy has so far been successful. According to Hamptons International, the estate agent marketing the new development, three of the four apartments in 22 Sussex Square have already been sold since its launch in February. A second phase of the development launched this week with two lower ground flats made available, each priced from £550,000. "Buyers are getting a beautifully restored building to modern standards – the quality of the design is unprecedented in the local market," says Andrea Harding of Hamptons.

Harding believes buyers from London have been able to relate to the style of the building as Kemp replicated the front ele-

vation of Eaton Square, one of the most sought-after squares in Belgravia.

The attention to historical detail, including the use of original building materials such as Portland stone and the high specification of the development, has seen 22 Sussex Square break new ground in Brighton. One of the apartments was the first £1m-plus sale of a flat in Brighton this year, with another two sold at just under – £975,000 and £925,000.

"The people who have bought the apartments know they are paying more than the local market but they could see they were getting a better product – and paying less than they would in London," says Harding.

Buyers can still purchase the penthouse at Sussex Square, which comes with a price tag of £1.15m. It comes with three bedrooms, a private lift entrance and a large rooftop space of just over 1,000 square feet, encompassing views of the Downs.

The exclusive nature of the estate will also appeal to many buyers. Kemp Town has a private 6.5 acre enclosed garden for use by the estate's residents, and owners

will also have access to the beach via a tunnel from the gardens.

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