



## **293-299 AND 301-305 KENTISH TOWN ROAD - DRAFT HOTEL OPERATIONAL MANAGEMENT PLAN**

### **Introduction**

1. This draft Hotel Operational Management Plan ('HOMP') has been prepared on behalf of Create Reit Commercial Ltd (the Applicant), to support a full planning application submitted to the London Borough of Camden (LBC).
2. The proposed development comprises the redevelopment of the existing office floor space (1,382sqm GIA) across the upper floors to provide a 74-room hotel while retaining retail use on ground and first floor.
3. This document relates to the operation of the hotel and its associated facilities and functions.
4. It is pertinent to note that the hotel operator is not yet known and the level of detail and management measures presented therefore reflects this. However, the hotel is known to be suitable and targeted for a 3\* lifestyle hotel operator, sitting between budget and high-end hotels and aimed predominantly at the local Camden business/university communities, whilst also being situated near to the Regis Road regeneration area which is proposed to house the Camden Film Centre. It is anticipated that there will be a named operator as part of the final HOMP to be secured by condition.

### **The Proposed Hotel**

5. The hotel comprises 74-rooms and will be accessed on ground floor from Holmes Road to the south of the site which leads to a main reception area. Guests can then make way to their room via either the stairs or lift access, which ensures step-free access across the site.
6. The hotel will be operational to guests 24 hours a day with staff available to assist with check-ins.

### **Staff**

7. It is expected that there will be around 3 – 5 members of staff on site at any one time during the day (07:00 - 19:00) and around 2 – 4 members of staff on site during nighttime hours (19:00 – 07:00).



8. Staff will be encouraged to travel to the hotel by sustainable modes, particularly walking and cycling if a viable option. Further information for routes and sustainable modes is set out in the Transport Assessment submitted with the planning application.
9. Staff will be provided with on-site cycle parking at ground level with access taken from Holmes Road. The site will be provided with 4 long-stay cycle parking spaces and 2 short-stay spaces.
10. Staff will be advised against smoking in the immediate vicinity of the hotel and/or in any areas frequented by guests and will be asked to maintain consideration for neighbours at all times, particularly during the night time hours when noise should also be kept to a minimum.

## **Travel Arrangements**

11. The site is situated in a highly accessible area to public transport with approximately 25 bus services, 27 underground services and 29 overground rail services operating each hour within the vicinity. The site is located 50m from a bus stop and 110m from Kentish Town Underground to the north.
12. The walking environment is of a good condition, pedestrians are well provided for in the vicinity of the site with wide footways along both sides of the carriageway on all surrounding road networks within the immediate vicinity of the site, such as the Kentish Town Road and Holmes Road.
13. Kentish Town Road is easy to cross for pedestrians of all abilities, with there being a signalised pedestrian crossing located 40m north of the site. This crossing is equipped with dropped kerbs, tactile paving and green man controls therefore providing a safe way to cross this road.
14. The quantum and type of sustainable modes available to both guests and staff ensures that they will travel to the site sustainably. Cycle parking will be provided within sheltered and secure storage at ground floor level for staff, with guests being able to hand their bicycle to staff who will wheel bikes to the visitor cycle store, guests will be able to request their bikes at anytime during their stay.
15. As part of the proposed development, a Blue Badge bay will be provided on Holmes Road within 50m of the main entrance. Guests will have to enquire to use the space when making their booking. Use of the bay would be required to be accompanied by a valid Blue Badge. Staff will be on-hand to assist with the transfer of luggage to/from the space.



16. Guests will be advised upon booking to not travel by car as due to the Controlled Parking Zone (CPZ) restrictions, guests will not be able to park locally and will therefore have to use sustainable modes of travel.

## **Taxis**

17. Owing to the highly accessible location of the site, arrivals and departures by vehicle will be heavily discouraged, and in any event, will form very few journeys by guests, employees and visitors. Notwithstanding, the arrival and departure of taxis is a pertinent consideration, owing to the nature of a hotel use. It is proposed that where taxi activity is necessary, it is accommodated on-street within available legal parking opportunities. Holmes Road benefits from single yellow line restrictions which would enable taxi drop-off and pick-up to occur, as well as from the double yellow lines on Kentish Town Road adjacent to the site.
18. An assessment of the number of expected taxi arrivals and departures is set out within the Transport Assessment.

## **Coaches**

19. The hotel will advocate itself as a destination unsuitable for coach parties. This is partly due to the nature of the hotel and its operations, but also the lack of any dedicated coach parking facilities.
20. The hotel does not provide any large-scale conferencing facilities or event space, or food and beverage services and would therefore not be able to cater for large coach tours or groups in general.
21. Hotel staff will be made aware of the hotel's policies on coach travel, which is to not accept group bookings travelling by coach (e.g. by phone, email and on the website). A coach-free agreement will be secured via a legal agreement between the applicant and LBC.
22. Coach operators will be made aware of the hotel's policies within this document.

## **Security**

23. A security presence will be maintained on-site 24/7 and provided by both staff and CCTV.



24. Surveillance will be present in each of the public areas within the hotel and in other areas where necessary and appropriate.
25. Relevant procedures will be in place regarding security and the well-being of guests and staff, and, also in emergencies such as in the event of a fire.

## **Waste and Servicing**

26. Holmes Road would be predominantly used for servicing and waste collection from the single yellow line, however in the event vehicles arrive during the current restricted hours (8.00am-10.00am & 2.00pm-4.00pm Monday to Friday during school term time), vehicles would utilise the double yellow line on Kentish Town Road immediately adjacent to the site, in-line with existing arrangements.
27. Waste will be stored at ground floor level immediately adjacent to Holmes Road which ensures that bin dragging distances are less than 10m.

## **Guest Behaviour**

28. Guests will be reminded of the need to behave considerately at all times, particularly late at night or in the early morning. Guests will be reminded that there are residential uses in close proximity of the site.
29. The vision for the hotel is to principally accommodate people travelling to events/meetings and for leisure and tourism purposes. It is not expected that the hotel will attract anyone likely to be carrying out antisocial behaviour – it will not be budget nor orientated by groups. Notwithstanding, there will be zero tolerance to any anti-social behaviour.