



LISTED BUILDING CONSENT DESIGN & ACCESS STATEMENT

White House Hotel
Albany Street, Regent's Park
London NW1 3UP

Melia Hotels International

Wing A-Apartment refurbishment
February 2025



01 INTRODUCTION

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DESIGN STATEMENT FOR APARTMENT REFURBISHMENT

This application proposes the comprehensive internal refurbishment of Wing A of the White House building, which houses a variety of apartment typologies that have remained largely unchanged since their original refurbishment in 2000. The proposed works aim to bring these apartments up to modern standards, improving their functionality, comfort, and aesthetic appeal. This includes a complete overhaul of the bathrooms and enhancements to the overall interior design, while meticulously preserving the historic character of the Grade II listed building. Importantly, the core services and structural integrity of the building will remain unaffected by the refurbishment.

The refurbishment project builds on the successful modernization of the hotel rooms in the White House building, completed under Listed Building Consent 2021/0140/L, granted in 2021. That phase of works elevated the quality of the hotel rooms to meet contemporary expectations while respecting the architectural heritage of the building. This new phase is designed to extend those improvements to the Apartments in Wing A, ensuring consistency in quality and design throughout the property. The goal is to achieve the same high standards of finish and functionality in Wing A that have already been realized elsewhere in the building.

The new interiors have been meticulously designed by the Melia Hotel Group's design team, ASAH, employing a carefully curated selection of materials and finishes. These elements have been chosen to meet the latest standards of luxury, comfort, and practicality, while harmonizing with the building's historic and architectural significance. Through this project, the Melia Hotel Group seeks to not only modernize Wing A but also enhance the overall guest and resident experience. The refurbishment underscores the hotel's commitment to maintaining its status as a premier accommodation venue, all while respecting and preserving the unique heritage of this listed building.



1. Melia White House

01 INTRODUCTION

DESIGN STATEMENT FOR APARTMENT REFURBISHMENT

The White House building is a distinguished Grade II listed, nine-story structure characterized by its unique star-shaped design. Originally constructed in 1936, it was intended to serve as serviced flats but has since evolved into The Melia White House Hotel. The building's façade is clad in pale cream faience tiles, with slightly darker tones on the ground floor and at the horizontal banding of each floor, adding to its visual prominence.

The transformation of the building from serviced flats to a hotel began in 1959 and was officially completed by 1970. In 1972, the property was acquired by the Rank Organisation, which implemented a comprehensive three-year renovation project. Throughout the 1980s, the building underwent further upgrades, including the installation of a new lift system and refurbishments to key areas such as the lobby, bar, and bedrooms. By 1990, additional facilities, including a business centre, leisure centre, and modern conference and banqueting suites, had been added to meet evolving demands.

Between 1974 and 1995, several single-story extensions were introduced between the west and east wings, modifications that remain evident upon inspection. Since 1999, the building has been operated by Sol Meliá, which undertook a significant renovation project in 2000. This renovation enhanced key areas such as the entrance lobby, bedrooms, meeting rooms, and restaurant facilities, contributing to the property's current configuration of 548 hotel bedrooms (C1 planning use) and 112 apartment type rooms (C3 Planning use).



1. Melia White House



2. TheWhite House, Regents Park 1946

01 INTRODUCTION

DESIGN STATEMENT FOR APARTMENT REFURBISHMENT

Current Apartment Layout

The existing 112 apartment type rooms are all located in Wing A of the building and are distributed across the floors as follows::

1st Floor:	15 apartments	10 single apartments	5 double apartments
2nd Floor:	15 apartments	9 single apartments	6 double apartments
3rd Floor:	19 apartments	16 single apartments	3 double apartments
4th Floor:	19 apartments	16 single apartments	3 double apartments
5th Floor:	11 apartments	11 double apartments	
6th Floor:	11 apartments	11 double apartments	
7th Floor:	11 apartments	1 single apartment	10 double apartments
8th Floor:	11 apartments	1 single apartment	10 double apartments
TOTAL:	112 Apartments	53 Single Apartments	59 Double apartments

Proposed Reconfiguration

The current distribution of apartments, which varies significantly across floors, has presented operational and management challenges for Meliá. To address these issues, this proposal aims to create a more uniform and efficient layout in Wing A while maintaining the total number of apartments at 112.

The key change is that all single apartments will be designed with a flexible layout, allowing them to function as either standalone units or be seamlessly connected to form double apartments. This adjustment is driven by a significantly higher market demand for the double apartment typology, as identified by the operator. By incorporating this adaptability, the reconfiguration ensures that the building remains competitive, versatile, and responsive to evolving market needs, optimizing both occupancy and operational efficiency.

Design Consistency and Future Plans

The proposed reconfiguration will adhere to the design principles established during the recent renovations of the hotel rooms. By aligning the aesthetic and functional standards of Wing A with those of the rest of the property, the project ensures a cohesive and harmonious appearance throughout the building. Special attention will be paid to maintaining the historic character of the Grade II listed structure while incorporating modern amenities and finishes.

The revised apartment distribution is anticipated to optimize operational efficiency, enhance the guest and resident experience, and support the building's ongoing legacy as a premier accommodation venue. This application seeks approval for these carefully considered changes, which represent a sustainable and forward-thinking solution for Wing A of The Meliá White House Hotel.



1. Meliá White House. Current First floor plan . WING A



2. Meliá White House. Proposed First floor plan . WING A



02 SITE PHOTOS

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AERIAL VIEWS OF THE WHITE HOUSE HOTEL





03 EXISTING PHOTOS

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EXISTING PHOTOS OF THE INSIDE OF THE HOTEL APARMENTS



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04 PROPOSED PHOTOS

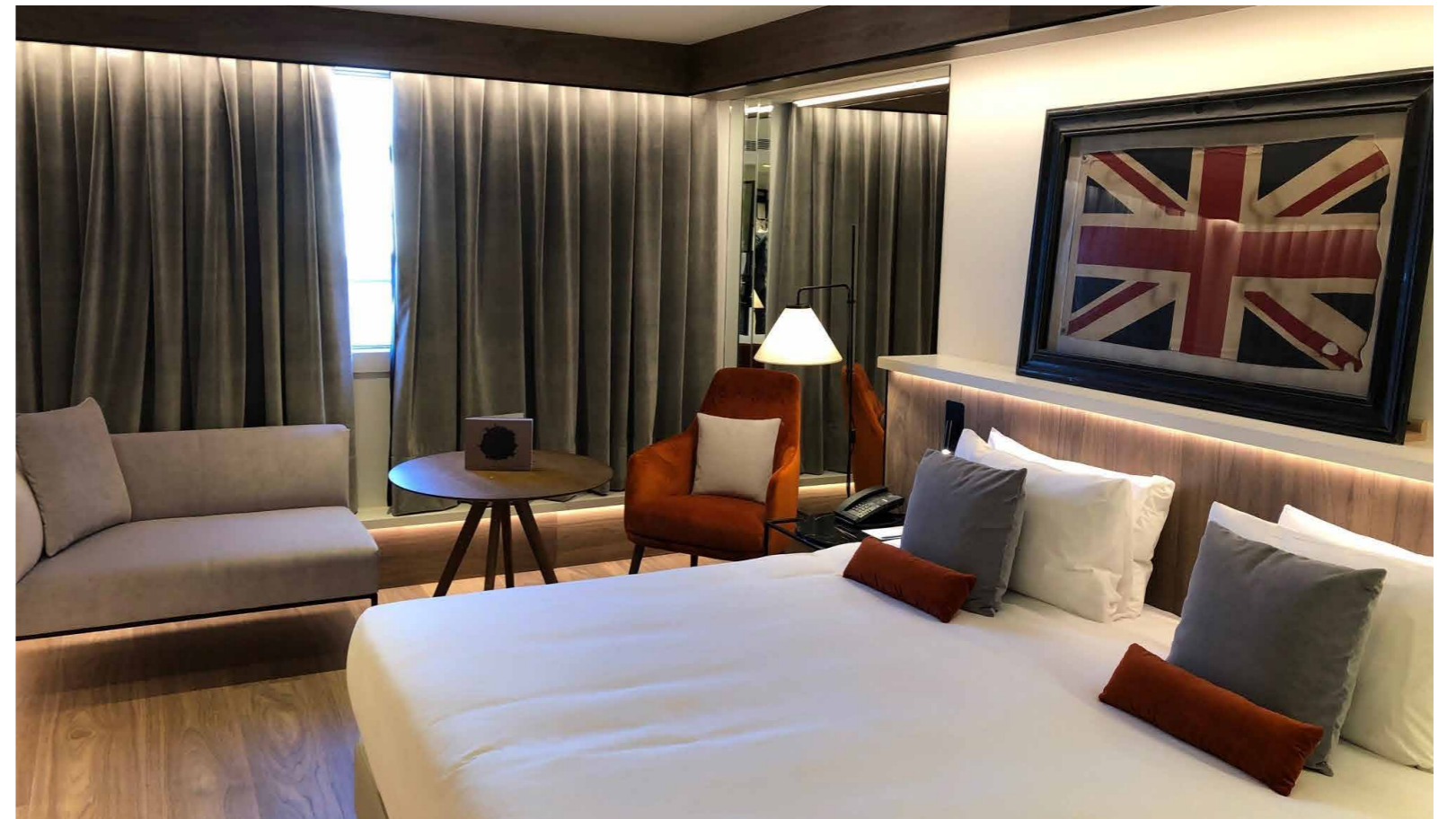
04 PROPOSED PHOTOS

PHOTOS OF THE PROPOSED DESIGN FOR THE APARTMENTS



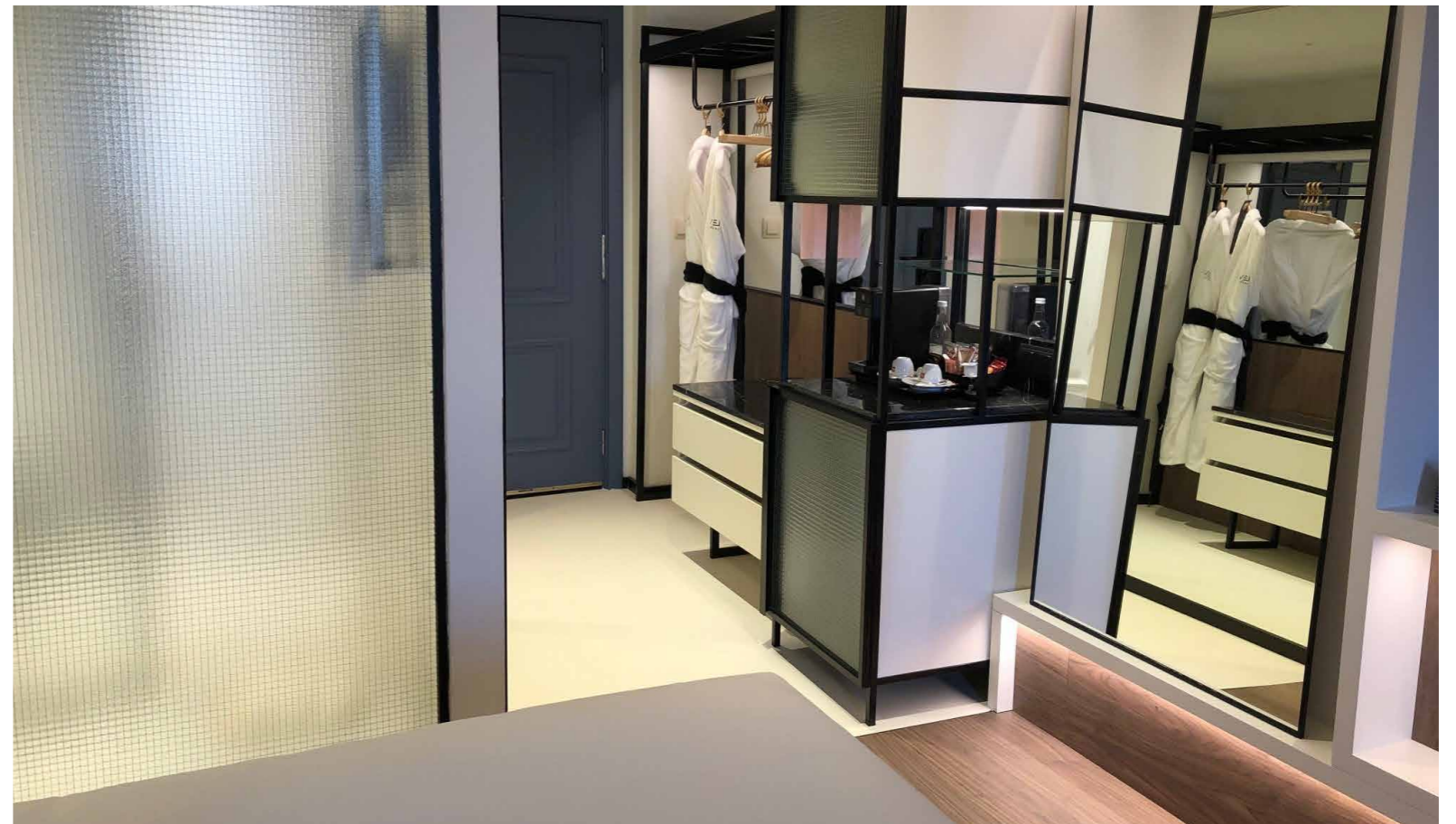
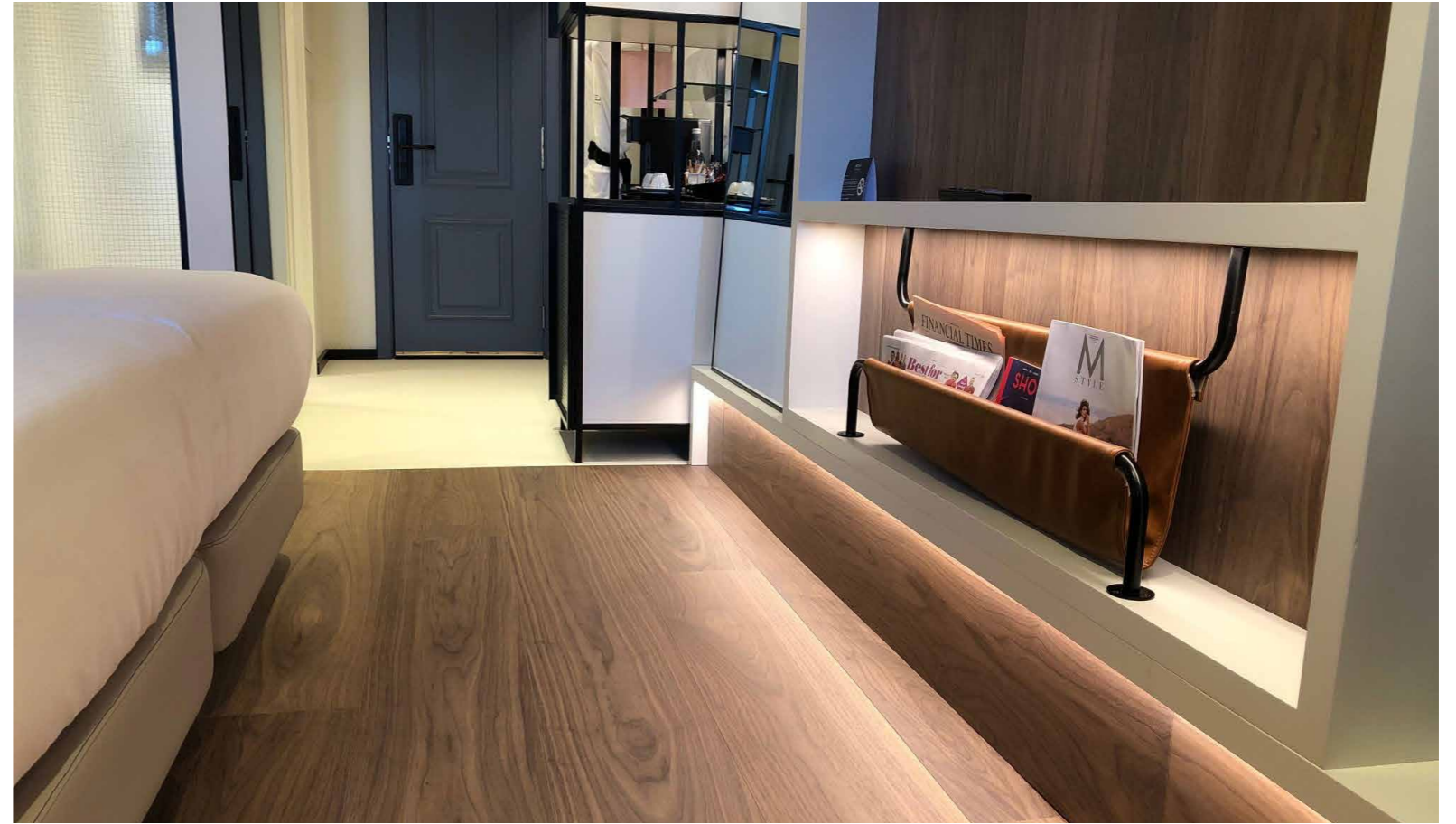
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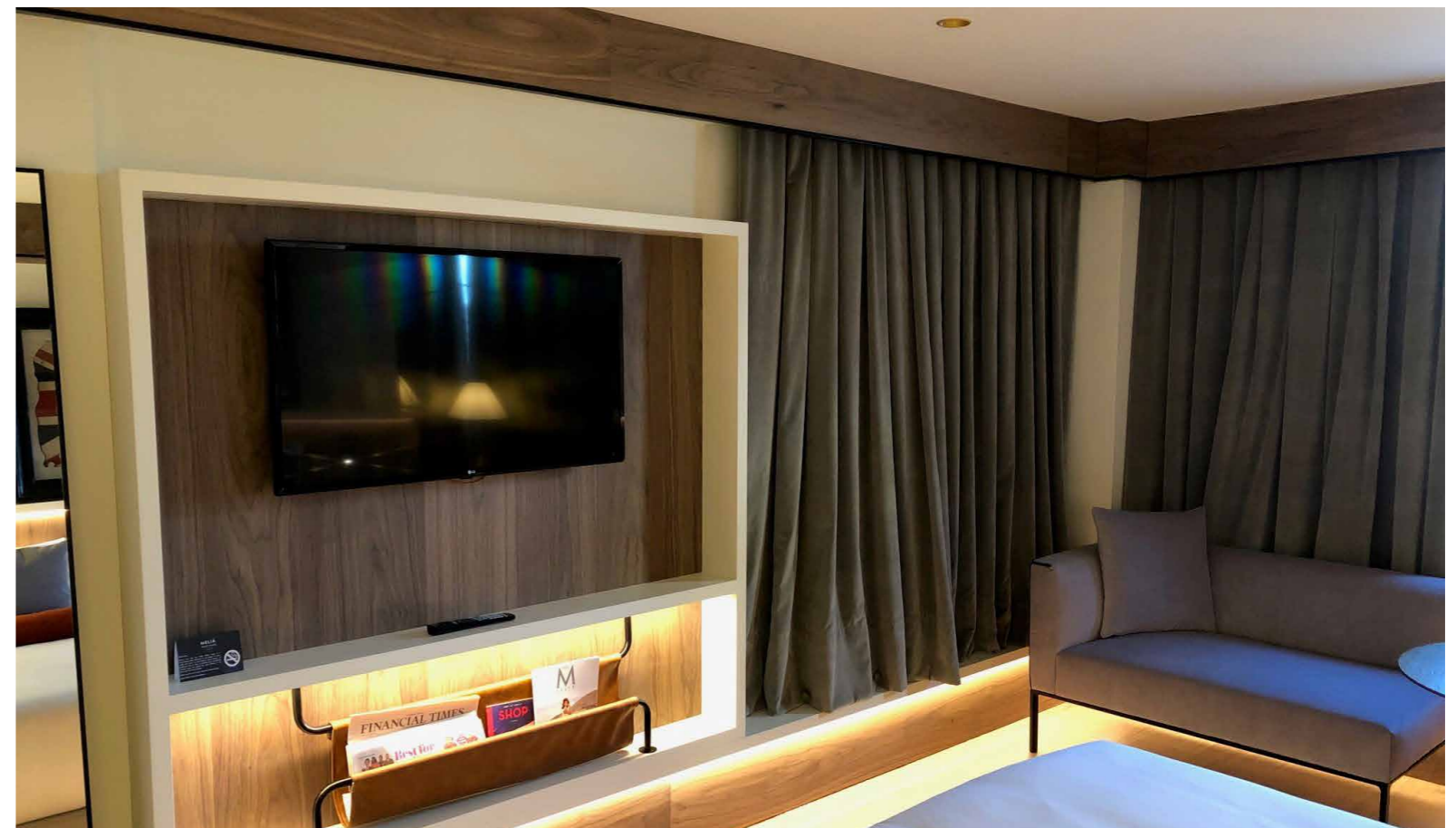
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05 PLANS



THE END