

Won't more people mean more crime?

We take our duty as members of the community very seriously and do not wish to be the cause of any negative impact on the amenity of surrounding residents. With this in mind the development has been designed according to the Secured by Design principles.

Bloomsbury is a historic area that needs preserving, won't the hotel affect the look and feel of the area?

Although the site is not within the Bloomsbury Conservation Area, we are conscious that it is adjacent to it. Accordingly we are making minimal alterations to the exterior of the property and as such preserving the visual environment of the area.

The public footpaths and crossings already need to be repaired, won't more people only make this worse?

The introduction of new hotel will increase the footfall around the area, which will produce significant benefits to the surrounding businesses. However we are also aware that the increase in footfall will have a detrimental impact on the condition on the already worn footpaths. After the site has been redeveloped we will enhance the pedestrian environment on Adeline Place by removing the existing ramp and reinstating the footpath.

Keeping you updated

Over the coming months, as part of our commitment to being a good neighbour we will be keeping the local community updated on the progress of the development. In the meantime, if you have any queries please do get in touch with a member of our community relations team:

Phone: 0800 955 1042 **I Email:** gtrussellst@yourshout.org

This leaflet is produced by Criterion Capital with reference to planning application 2015/3605/P. For further information please contact Jacob Lister at 0207 587 5093 or jacob.lister@thorncliffe.com

112a Great Russell Street Information Pack



Criterion Capital have submitted an application to convert levels -4 and -5 of the Car Park beneath the YMCA on Great Russell Street into a new hotel. You can view the application by going to tinyurl.com/gtrussellst and searching for application number **2015/3605/P**.

FREQUENTLY ASKED QUESTIONS

Will you sell the hotel once it is built?

No. Once the hotel is built it will be managed under the LDN hotel brand. Hotels are an important part of our business with a number of other hotels currently under development in Westminster along with various hotels already operating around Greater London. We are not interested in building it and then selling it off, we want to build a business that will become part of the local community and economy.

How many staff will the hotel employ?

We expect the hotel will provide around 24 new jobs for the Camden area. Part of our strategy is to train up new talent, and help provide young people with new and exciting opportunities. As such there will not only be jobs once the hotel is built, but we will also be taking on several apprentices throughout the build process.

Where will the coaches park?

The hotel will have a strict policy against taking group bookings, as such we will not accept coach parking and do not expect any need to provide coach parking. This policy will be maintained throughout the booking process with maximum booking sizes to be enforced through the online booking system.

Will the hotel have a bar or an entertainment space?

There is no provision for a bar or entertainment space, in addition to this we will not be providing any food service at the hotel. Consequently we will not be applying for either an entertainment licence or an alcohol licence. We believe the lack of amenity at the Hotel will greatly benefit the surrounding businesses and contribute to the overall economic benefit of the local area.

What about the servicing?

As the hotel will not provide any food service and will not have a bar the hotel will require limited servicing, as such we expect an average of one delivery per day for an average time of 10 minutes. Servicing would take place on-street from Adeline Place.

What impact will there be on noise levels of the surrounding area?

We take the amenity of our neighbours incredibly seriously, and we understand that neighbours already have concerns about the current noise levels. We have undertaken a noise impact assessment and we believe that with the reduction in vehicular traffic and the installation of a top of the range ventilation system, along with the appropriate noise reduction measures, there will be no further detrimental impact on the sound levels in the surrounding area.

What impact will there be on the air quality in the surrounding area?

The reduction in vehicular movements will result in improved air quality and reduced pollution levels in the area. As part of our application we have submitted an air quality assessment.

What consideration has been given to environmental sustainability?

Criterion Capital are committed to achieving the highest environmental and sustainability criteria. The environmental performance of all of our properties is important to us, as such we have ensured that the proposed plans would achieve a 'Very Good' BREEAM rating.

How long will the construction take?

As a part of the application we have submitted a draft Construction Management Plan to the Council. This plan suggests the overall construction period would be approximately 50 weeks and would include an on-site community relations officer. Once the development has been approved and prior to commencement on site, we will submit a full construction management plan to the Council for approval. We welcome your input to create a management plan that not only meets our commercial needs but also is acceptable to the members of the local community.

How will the guests get fresh air?

We will install a state of the art ventilation system to ensure all of the rooms are well ventilated. The ventilation system will be tested to the highest standards including testing of ambient noise levels from the system.

Why do we need another hotel in Bloomsbury?

We believe that our hotel will not be in direct competition with the existing Hotels in the Bloomsbury area as we are seeking to attract a different market to the current Hotel stock. In addition to this the London Plan Policy 4.5 (London's Visitor Infrastructure) seeks to achieve 40,000 net additional hotel bedrooms by 2031. Our proposal will help achieve this aim.

Why get rid of the Car Park?

Over recent years, the reduction in use of private cars in central London, due to the congestion charge and inner city traffic, has led to the car park becoming under used. We expect that this decline will only continue, given TfL's improvements to the travel network around the area. Furthermore, the proposed removal of the car park is in line with the aspirations of the Camden Council's West End Project which focuses on reducing traffic in the area and improving access for pedestrians and cyclists.