



RE: HOTEL RUSSELL, LONDON
Planning Statement for Reception Area

To whom it may concern,

The current proposed reception area with relocated reception desk, reconfigured lifts and extended lounge area is considered fundamental to the new proposals for creating a high quality four star hotel.

The current design has been very carefully orchestrated in order to address the existing operational issues relating to the reception and to provide a higher level of service and improved guest experience to this hugely important part of the hotel. Having reviewed options for retaining the 'Business Room', it is clear that its retention would seriously compromise both the hotel function and guest experience. Existing waiting time, guest orientation issues, queuing to check-in and blocking of the circulation routes would then remain as issues within the proposed scheme. Space and visibility would also be significantly compromised, affecting the grandeur of the space which is considered essential in creating a flagship hotel reflective of a new high quality hotel brand.

Our key objectives with the current proposed scheme and concerns regarding retention of the plan form of the original 'Business Room' are as follows:

Guest Arrival Experience & Circulation

The current hotel has a poor guest arrival experience and poor circulation which the current scheme seeks to address and which we suggest would be significantly affected by the retention of the 'Business Room' and reconfiguration of this reception and lounge area. Service would also be affected by the reception desk needing to reduce in size or relocating to its existing location out of immediate view to the guest.

Public Interaction with the Building

Creating life and activity along the frontage is considered essential for bringing the building back to the street and making it more accessible to the public, and it is a concern that retaining the 'Business Room' would create 'dead' frontage in this location which its removal seeks to address. Visibility from the street through to the new double height public space would become restricted.

Aesthetics & Hotel Service

It is felt that the retention of the 'Business Room' would affect the proposed symmetry to the reception and the sense of space and grandeur created within the new lounge area. The current scheme, including seating area, is also thought to sit comfortably and work harmoniously with the adjacent historic entrance area and ensures operations occur seamlessly and invisibly throughout.



This proposed space would enable a much more relaxed, informal and personable hotel service desirable for development of the new hotel brand.

It is generally considered that retaining the form of the original 'Business Room' would considerably compromise both the aesthetics and function of this newly created space. And it would therefore be much appreciated if these key factors could be reconsidered in more detail, in conjunction with the overall proposals and ambitions for a quality hotel and food & beverage offering for the local area.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Cody Bradshaw", is written over a light blue horizontal line.

Cody Bradshaw
Senior Vice President, Head of European Hotels