



11/03/2016

Hotel Russell London

DESIGN & ACCESS STATEMENT
MARCH 2016

Ground Floor Reception
Lower Ground Floor
Guest Lifts

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Introduction

Introduction

1.1 Purpose of Statement

This Design & Access Statement has been prepared by EPR Architects on behalf of Starwood Capital. It accompanies an application for full Planning Permission and Listed Building Consent for the alteration of the building.

The extent of works included within this application involves the reconfiguration of the ground floor reception, lower ground floor and lifts.

This report responds to requirements under Article 4c of the Town & Country Planning (Development Management Procedure) (England) Order 2010 (the "DMPO") for most planning applications to be accompanied by a Design & Access Statement that explains the design principles and concepts that have been applied to the development; and how issues relating to access within the development is dealt with.

Introduction

1.2 Consultation

EPR Architects have been advising on various refurbishment works to the Hotel Russell over a number of months, in conjunction with the wider design team and RPS CgMs Planning and Heritage Consultants.

A number of planning and listed building applications were submitted in 2015 as follows:

- **Mock Up Room** - Ref 2014/7634/L Listed Building consent granted Feb 2015 (works completed)
- **Hard Refurbishment of Guestrooms** - Ref 2015/0052/L Listed Building Consent granted March 2015 (strip out works commenced)
- **Works to Lower Ground Floor and Lifts** - Ref 2015/1344/L Listed Building Consent granted June 2015 and 2015/1031/P Planning Permission granted June 2015
- **Ground Floor and External Works** – Ref 2015/1673/P Planning Permission subject to a Section 106 agreement due to be completed shortly. Ref 2015/2013/L Listed Building consent granted November 2015

As a result of various issues, a number of changes are now proposed comprising;

- reception area
- lower ground floor (gymnasium reduced, screening room added, back of house reconfigured)
- guest lifts

This Design and Access Statement has been prepared to cover these changes.

The concept remains the same, but the material adaptations to the existing building have been reduced. The new proposals now seek to address concerns raised by the Conservation Officer during the previous consultation period.

Introduction

1.3 Project Team

- Client - Starwood Capital
- Project Manager - Tower 8
- Architect - EPR Architects Limited
- Interior Designer (Public Areas) - Tara Bernerd & Partners
- Interior Designer (Food & Beverage) - Russell Sage Studio
- Planning Consultant - CGMS
- Heritage Consultant - CGMS
- Access Consultant - Jane Simpson Associates
- Structural Engineer - Simpson Associates
- Services Engineer - Elementa Consulting
- Lighting Designer - Lighting Design International
- Facade Specialist - Harrison Goldman
- Landscape Consultant - Viewpoint
- Quantity Surveyor - Arcadis
- Principal Designer - Butler & Young

Introduction

1.4 Character & Continuity

To develop the building respectful of its original design and heritage importance, and in a manner that is in keeping with the surrounding buildings and area.

1.5 Market Demand

The proposal is part of a much needed refurbishment programme initiated by the owner of the hotel with the intention of reinvigorating the already special nature of this building. The aim is to enhance the overall facilities offered by the hotel, as well as the service and operation, to support the current activities in the area.

1.6 Quality

To ensure a high quality design appropriate for a Grade II* Listed Building and high level 4 Star Hotel.

Understanding the Context



Aerial View



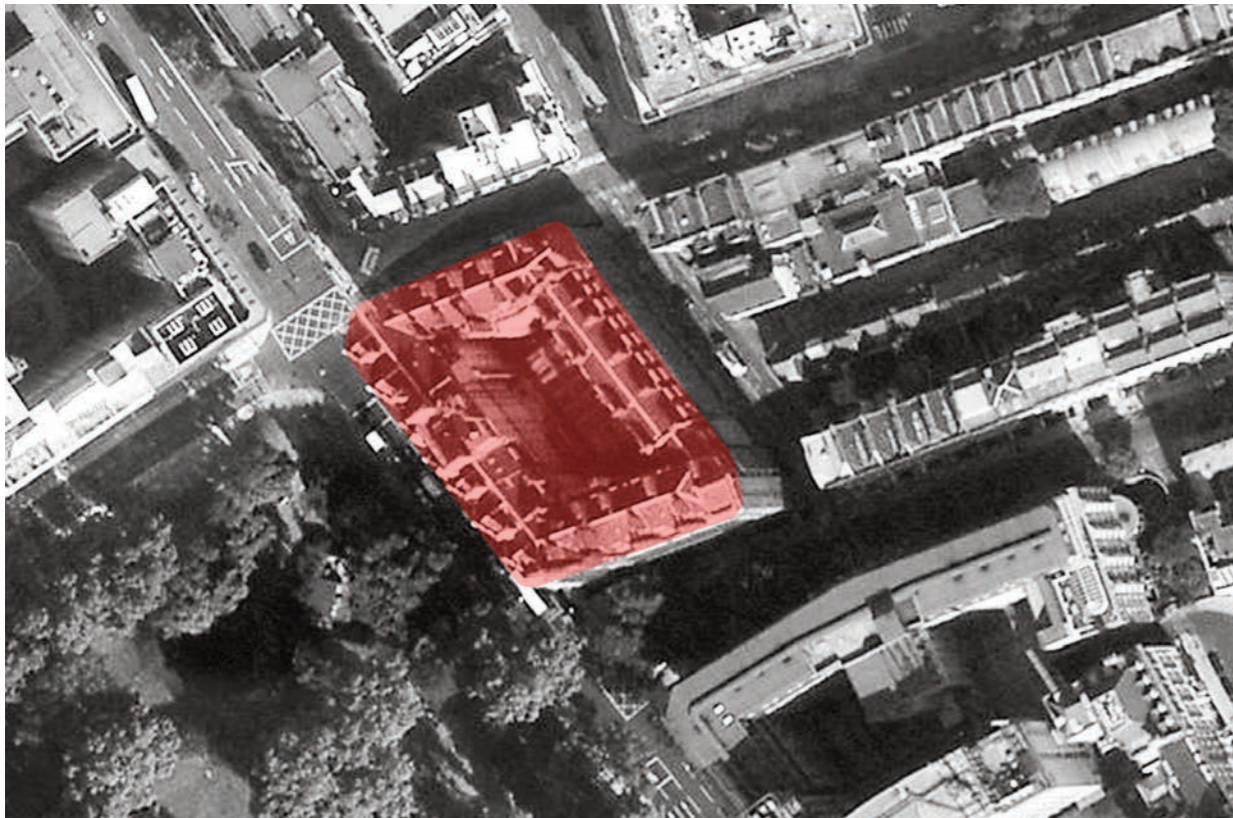
Hotel Russell - Aerial View



Hotell Russel - Aerial View



Hotel Russell - Russell Square Elevaton



Understanding the Context

2.1 Urban Context

The Hotel Russell is prominently located on the north-east corner of Russell Square within the Bloomsbury Conservation Area. Its four key external elevations face Russell Square, Bernerd Street, Guilford Street & Herbrand Street.

A diverse mix of architectural styles now exists around the square with a mixed business & residential usage. The prime business usage includes The University of London, a number of other hotels, banks and some supporting retail. It is also close to and overlooks the British Museum.



The Imperial Hotel, Russell Square



The Imperial Hotel, External Seating Area



'Sicilian Avenue' Market Entrance, Southampton Row



Russell Square House



Russell Square Cafe



Russell Square Station



Brunswick Shopping Centre



The British Museum - View from Hotel Russell



Institute of Advanced Legal Studies

Understanding the Context

2.1 Urban Context

Photos of neighbouring buildings, showing diverse mix of architectural styles and functions.

Understanding the Context

2.2 Building Context

The Hotel Russell is a Grade II* Listed Building, designed by the Architect Charles Fitzroy Doll and opened by Frederick Hotels in 1898.

It was one of the first purpose built hotels in London with en-suite bathrooms, and was originally considered to be high-end luxury, although of 'conservative architectural taste'.

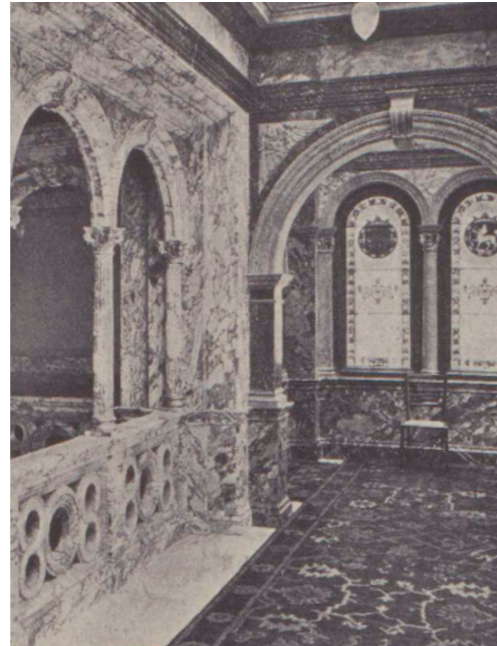
The architecture is an adaption of the German renaissance style and a rare example of late renaissance architecture in London. The hotel interior design were replicated by Doll with his work on the RMS Titanic's first class lounge and dining room.

The hotel was damaged during the war and has since undergone several refurbishments, most noticeable in the 1970's and most recently in 2005.

[Refer to CgMs Heritage Assessment for further historical context.]



The Hall from the Main Entrance



Arcade Gallery to the Hall, First Floor



Sunken glass-roofed Winter Garden serving as a lounge to the ballroom.
Interior Design Journal 1972



Main Entrance



Entrance to the Banqueting Hall from the Winter Garden



Architect Charles Fitzroy Doll



Plaster-moulded female figures in the Entrance Hall

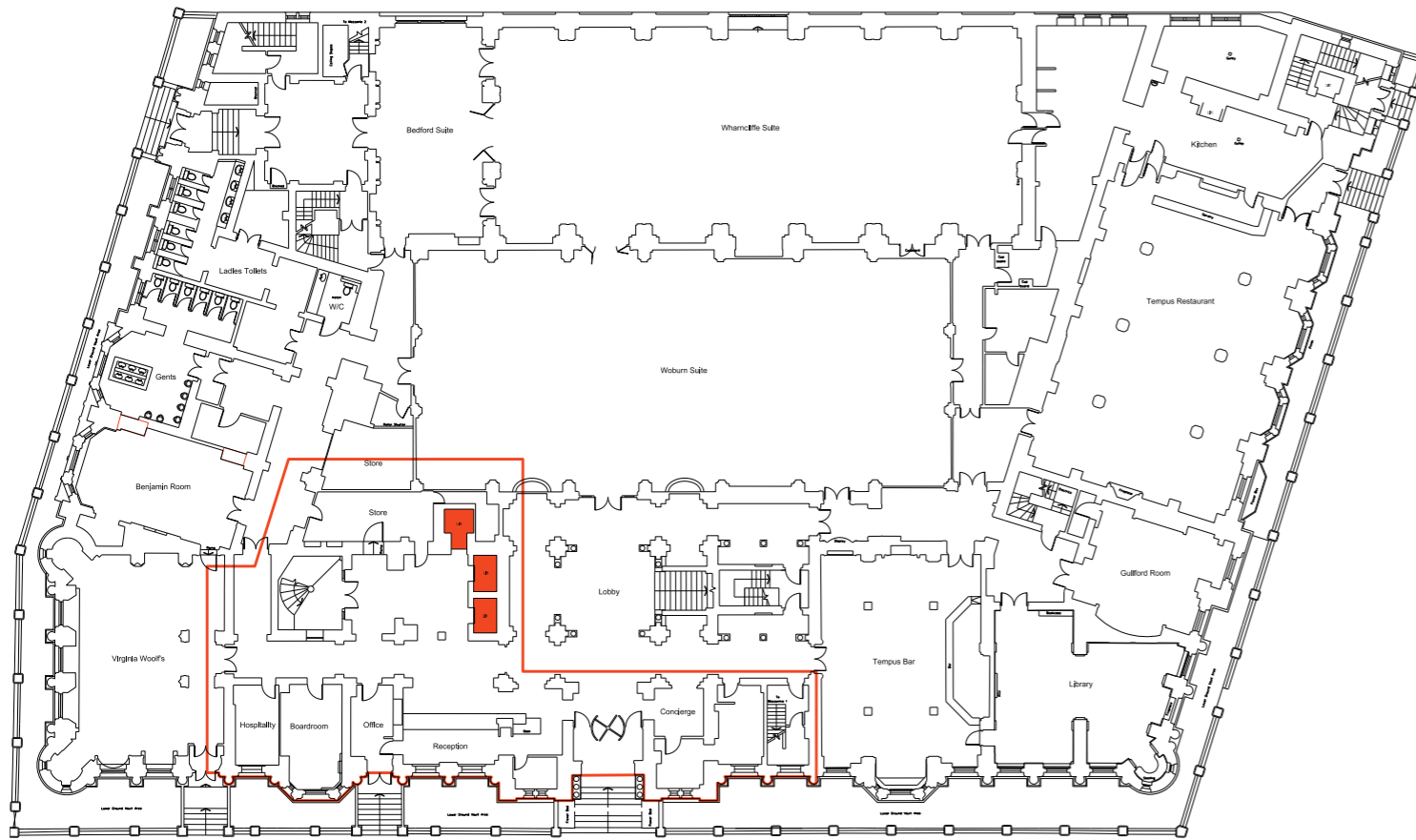
Analysis

Analysis

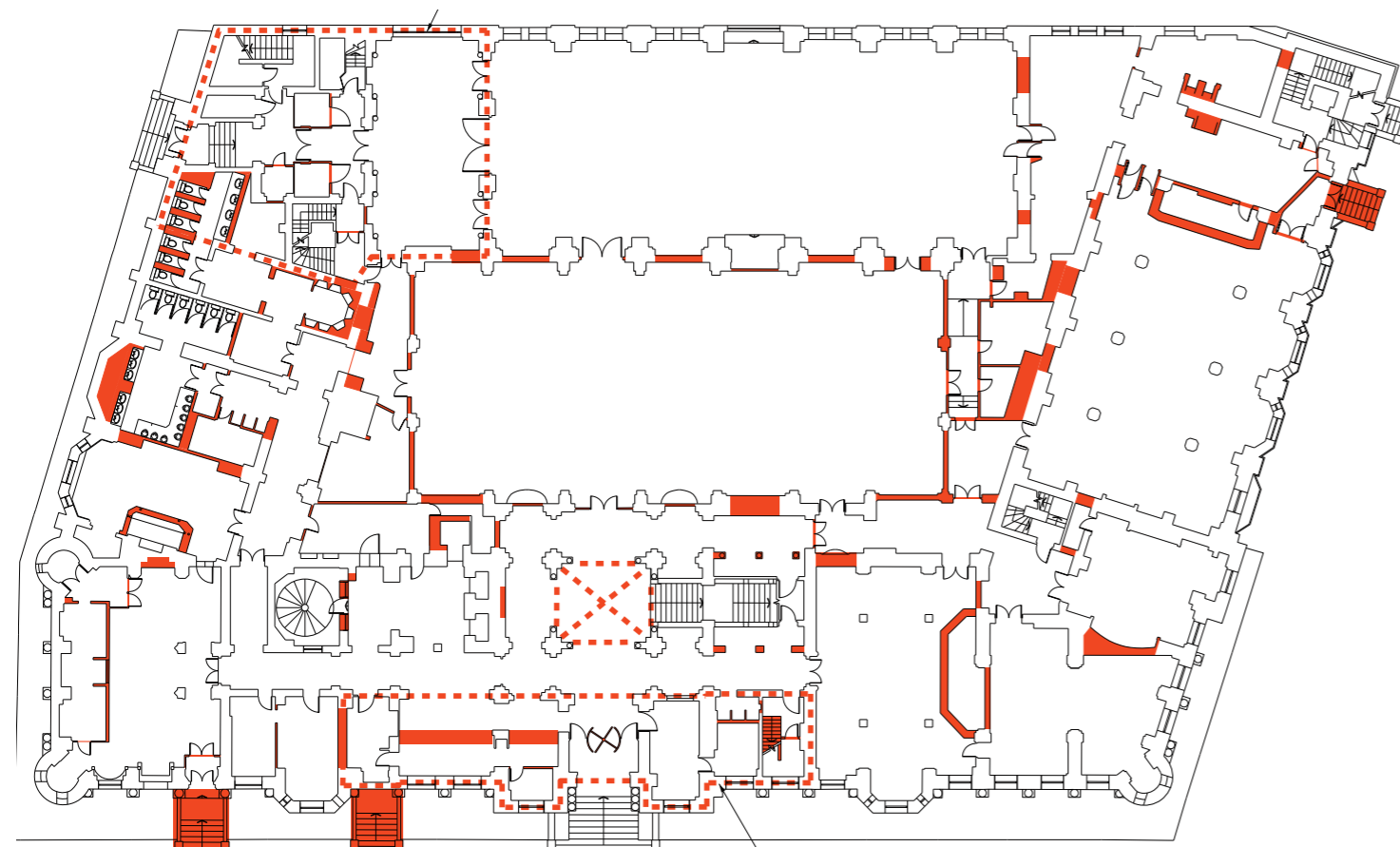
3.1 Existing Ground Floor

The existing ground floor has also undergone a number of significant architectural interventions over the years, but still retains many elements of historical significance that showcase the original Renaissance interior design. It is the most decorative part of the building containing the primary front of house spaces – food & beverage and meeting & banqueting spaces are all focused around a central courtyard occupied by the 'Palm Court'.

[Reference should be made to the CgMs Heritage Assessment for further detailed description of the ground floor interior]



Existing Ground Floor Plan (with existing guest lifts highlighted in red)
- red outline denotes extent of ground floor contained within this planning application



Existing Ground Floor Plan showing elements added since original construction