

HOTEL RUSSELL

London

Heritage and Design and Access Statement

Rivermeade Signs Limited

September 2016

1.0 INTRODUCTION

1.1 Purpose of Statement

This Heritage and Design & Access Statement has been prepared by Rivermeade Signs Limited (**“Rivermeade”**) **on behalf of Starwood** Capital. The owners of the Hotel Russell.

This report responds to requirements under Article 4c of the Town & Country Planning (Development Management Procedure) (England) Order 20-10 (**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.

The extent of the works included within this application solely involves the replacement of existing high level lettering to the Russell Square (i.e. west) facing frontage to the Hotel Russell.

It accompanies an application for Listed Building Consent for an alternation to the building.

A related application for Advertising Consent has been submitted - ref. PP-05488737.

1.2 Consultation

Rivermeade have been advising on various signage refurbishment works to the Hotel Russell over a number of months. We have been working in conjunction with the wider design team and consultants – principally EPR Architects.

1.3 Project Team

Client – Starwood Capital

Project Manager – Tower 8

Architect - EPR Architects Limited

Signage consultants, manufacturers and installers – Rivermeade Signs Limited

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 greatly enhance the overall appearance.

1.6 Quality

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

2.0 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 and Herbrand Street.

A diverse mix of architectural styles now exists around the square with a mixed business and 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 following page shows photos of neighbouring buildings, showing diverse mix of architectural styles and functions.



The Ingens Hotel, Trondheim Square



The Ingens Hotel, External Seating Area



Osloen Park, Sluppen Station,
Strømforsknings Huset



Rosenborg Square House



Rosenborg Square Cafe



Rosenborg Square Station



Strømsvik Shopping Centre



The Olden Museum - View from Hald Park



Institute of Advanced Legal Studies

2.2 Building Context

The Hotel Russell is a Grade II* Listing Building, designed by the architect Charles Fitzroy Dell and opened by Frederick Hotels in 1898.

It was one of the first propose built hotels in London with en-suite bathrooms and was originally considered to be high-end luxury with “**conservative architectural taste**”.

The architecture is an adaptation of the German renaissance style and an example of late renaissance architecture in London. The Hotel was damaged during World War II and has since undergone several refurbishments most noticeably in the 1970s and 20905,.

The following page shows photos of the Hotel Russell and the its main entrance facing Russell Square.



Hotel Plaza - Aerial View



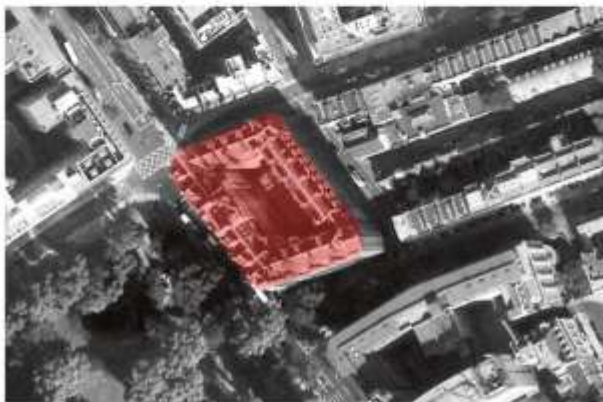
Hotel Plaza - Aerial View



Hotel Plaza - Aerial View



Hotel Plaza - Revised Square Section



3.0 ANALYSIS

3.1 Existing external high level sign

The existing external high level sign is shown on the attached three photographs.

Each individual letter is **540mm high and the sign reads “Hotel Russell”**. Illumination is by neon.

This signage was installed over 20 years ago and is showing signs of corrosion in particular on the supporting rails.

The illumination is starting to fail and due to the age of the components and the corrosion our client would like to replace this lettering and the supporting rails. Our client is concerned that without being replaced the signage could be a health and safety risk to third parties, in particular pedestrians in and around the hotel entrance.





3.2 Proposed high level sign

The proposal is to remove the existing sign and install a newly fabricated sign and supporting rails in the same location.

The new sign would read “PRINCIPAL”. Each letter is 540mm high and would be illuminated by internal LEDS. The side of each letter is manufactured from aluminium painted to suit and the face is opal acrylic for illumination.

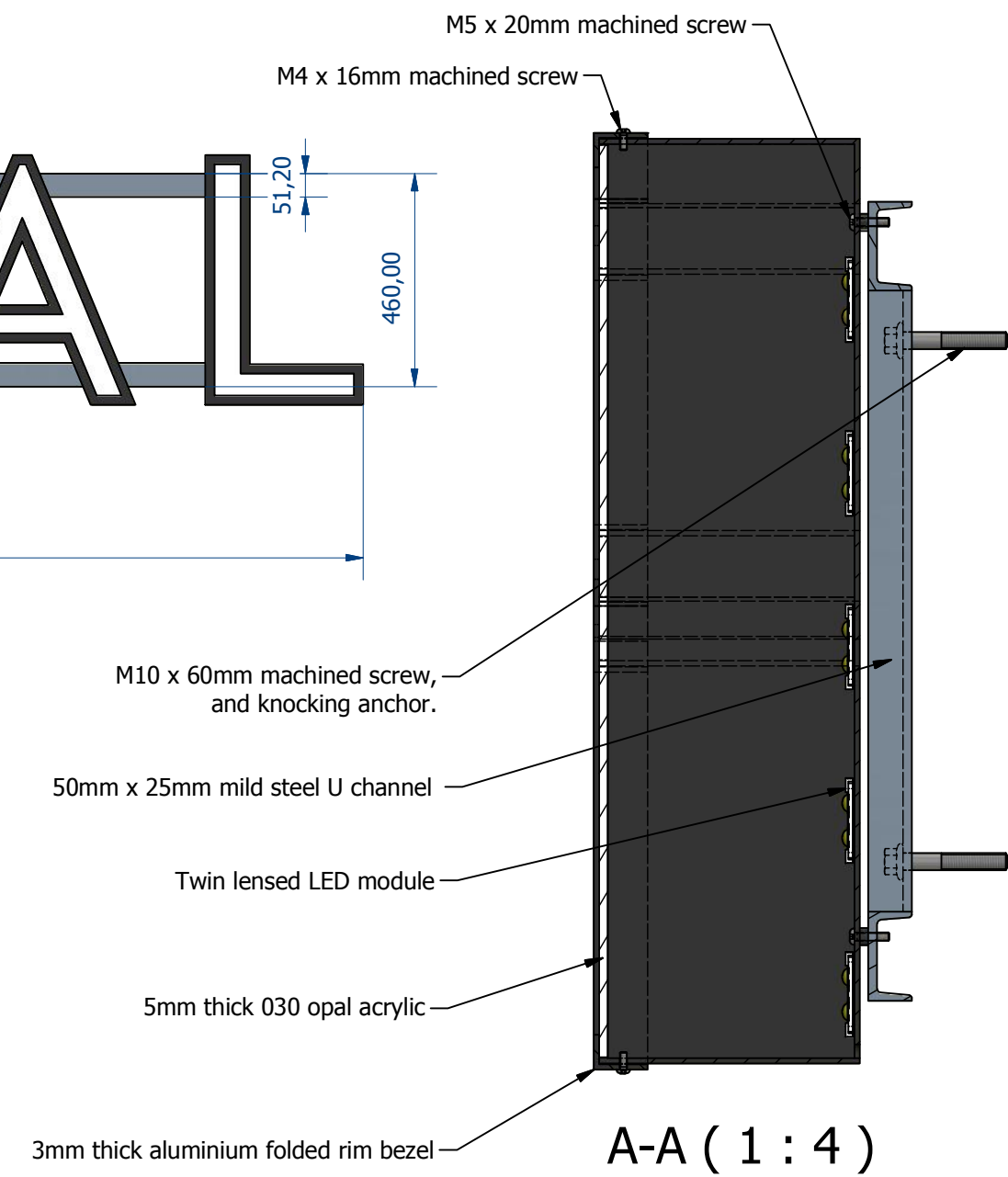
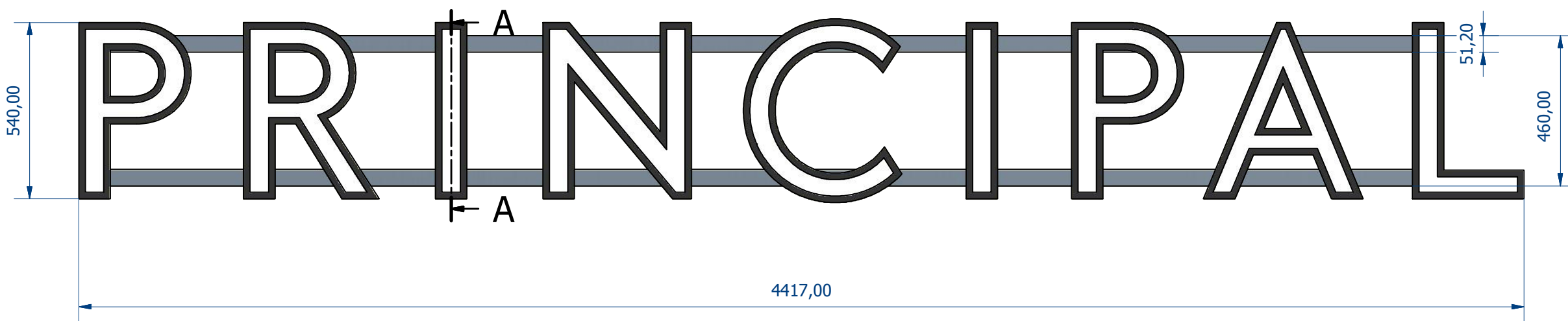
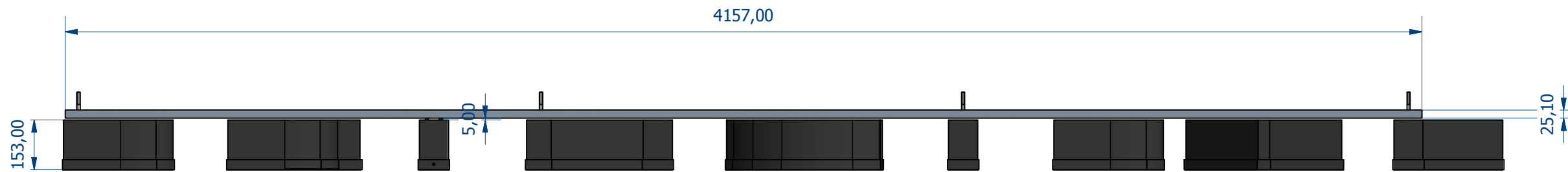
The proposed materials are as per the existing sign with the exception of the lighting system which will now be by LEDS to improve efficiency and energy usage.

The proposed corporate type face is in line with the client’s brand style and is designed to be both fashionable and **sympathetic to the rest of the building’s development.**

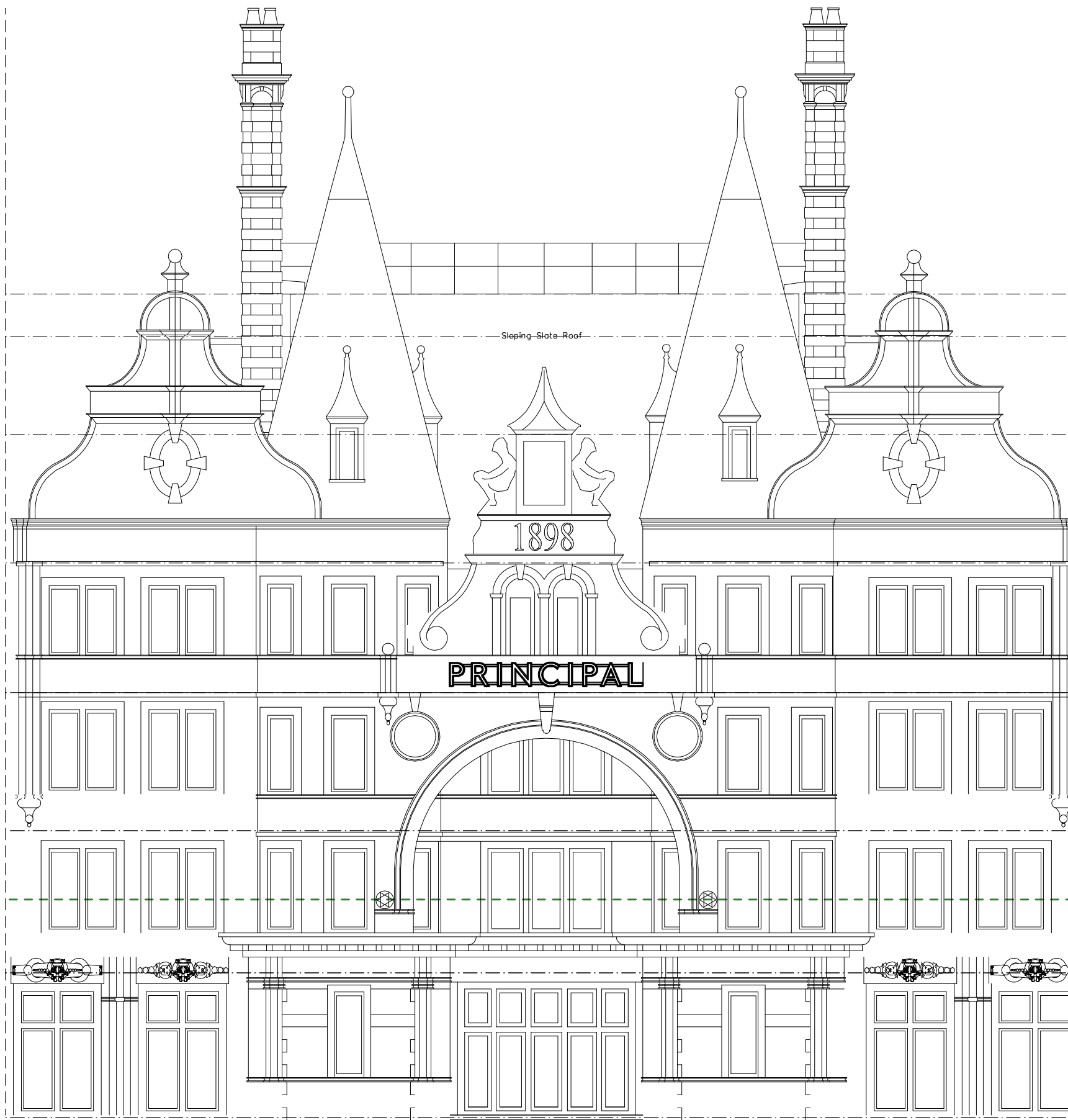
A drawing of the proposed sign is shown on the next page.

STARWOOD CAPITAL	
Hotel Russel	
Sch	9912
Ref	8
Type	High Level Sign
Loc	EXTERNAL
Rev	05/09/2016
Drn	WB
DIMENSIONS IN MILLIMETRES	
Scale	
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A-A (1 : 4)



STARWOOD CAPITAL

Hotel Russel

Sch 9912

Ref 8

Type Illuminated

Loc EXTERNAL

Rev 05/09/2016

Drn WB

DIMENSIONS IN MILLIMETRES

Scale 1 : 107

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