

130-134 SOUTHAMPTON ROW MERCURE LONDON BLOOMSBURY

DESIGN AND ACCESS STATEMENT
AUGUST 2018

dexter
moren
associates

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INTRODUCTION

This Design and Access Statement has been prepared by Dexter Moren Associates on behalf of Waverley House Hotel Limited, to introduce the extension and alteration works of the Mercure London Bloomsbury Hotel.

A series of extensions to the existing building are proposed to increase the number of rooms from the existing 114 to a total of 132.

These extensions include:

- A 7 storey north-east side extension along Cosmo Place
- The enlargement of some of the rooms to the rear plus the addition of 1 floor to the north-east rear wing
- The raising of the existing roof level to accommodate extra rooms in the roof space

The following document shows an analysis of the building's context and the newly proposed massing.



TEAM

WAVERLEY HOUSE HOTEL LTD.

Applicant

Kanta House
Victoria Road
Ruislip HA4 0JQ
T 020 8842 2011

dexter
moren
associates

DEXTER MOREN ASSOCIATES

Architect

57d Jamestown Road
London NW1 7DB
T 020 7267 4440



DP9 LTD

Planning Consultants

100 Pall Mall
London SW1Y 5NQ
T 020 7004 1700



ICENI

Heritage

Flitcroft House
114–116 Charing Cross Road
London WC2H 0JR
T 020 3640 8508

wadsworth**3d**

WADSWORTH 3D

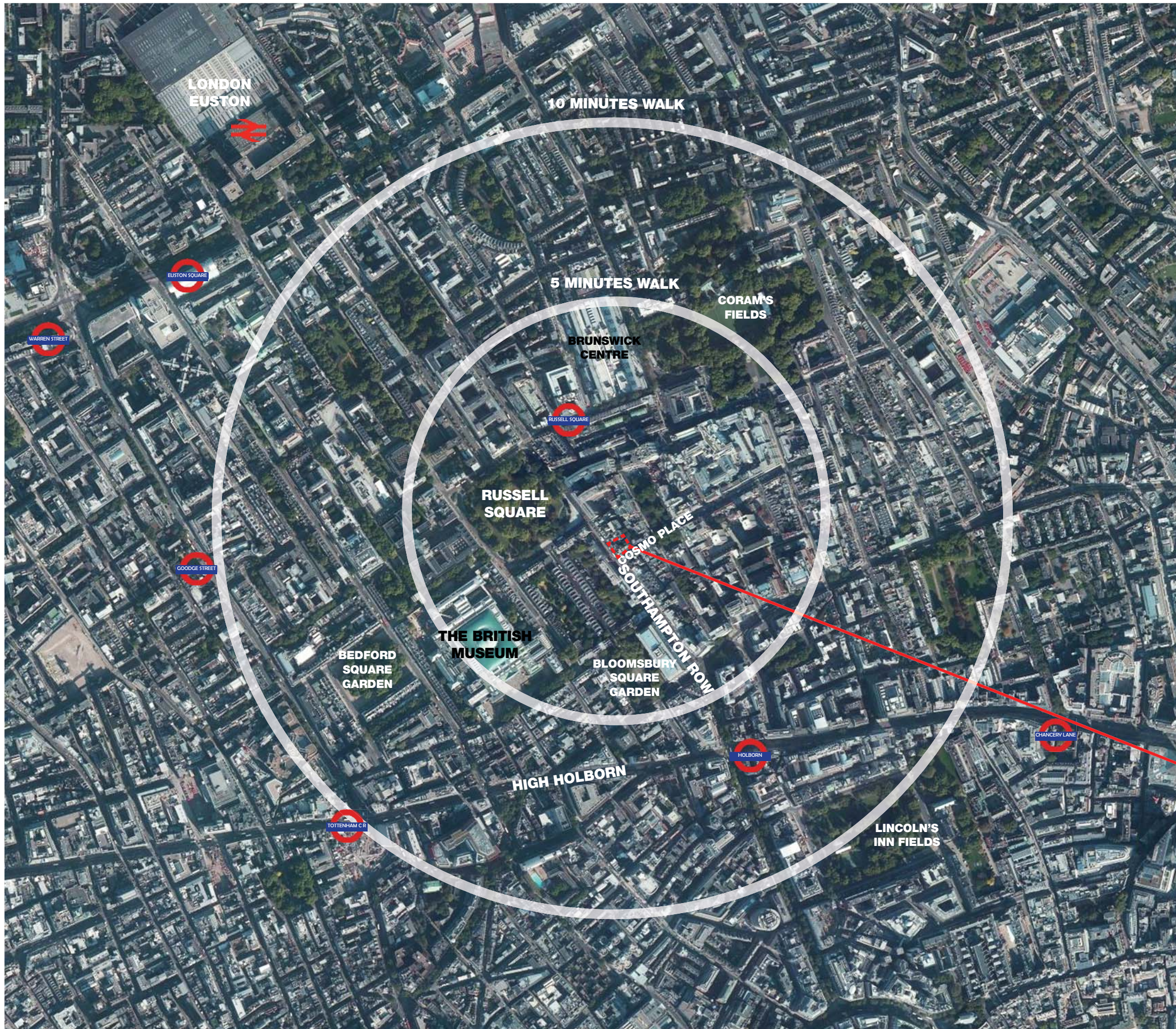
Visualisations

Middle Paddock
18 King Street
Over
Cambs CB24 5PS
T 01480 385185

LOCATION AND SITE OVERVIEW

The existing building on 130-134 Southampton Row is within walking distance from Holborn and Russel Square tube stations.

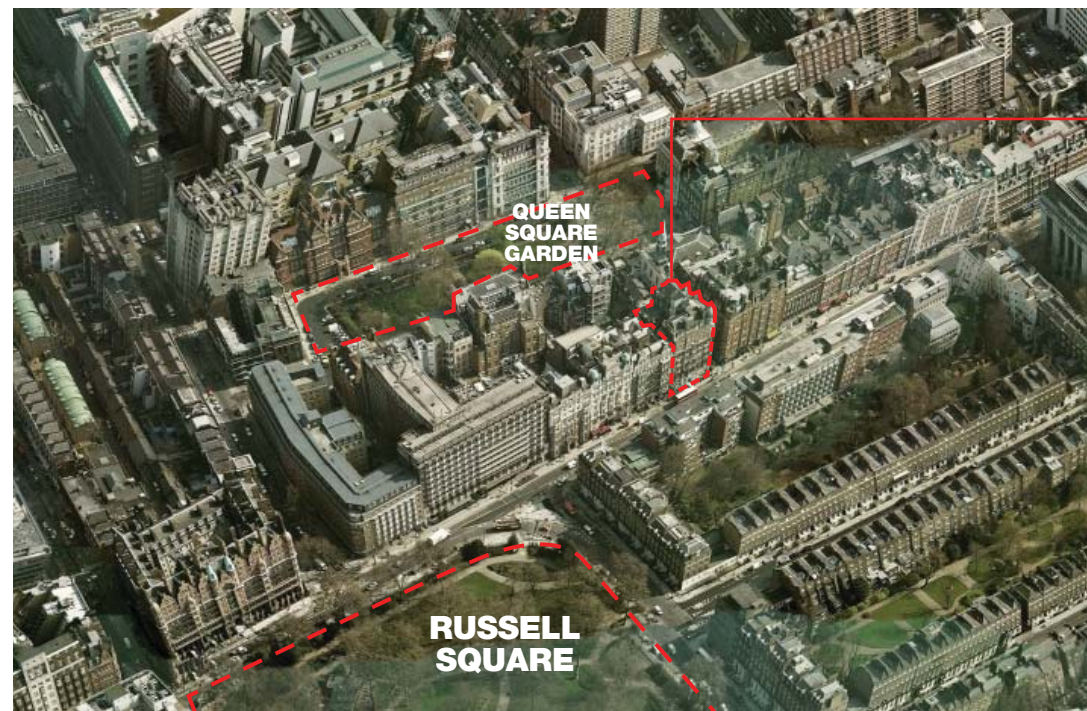
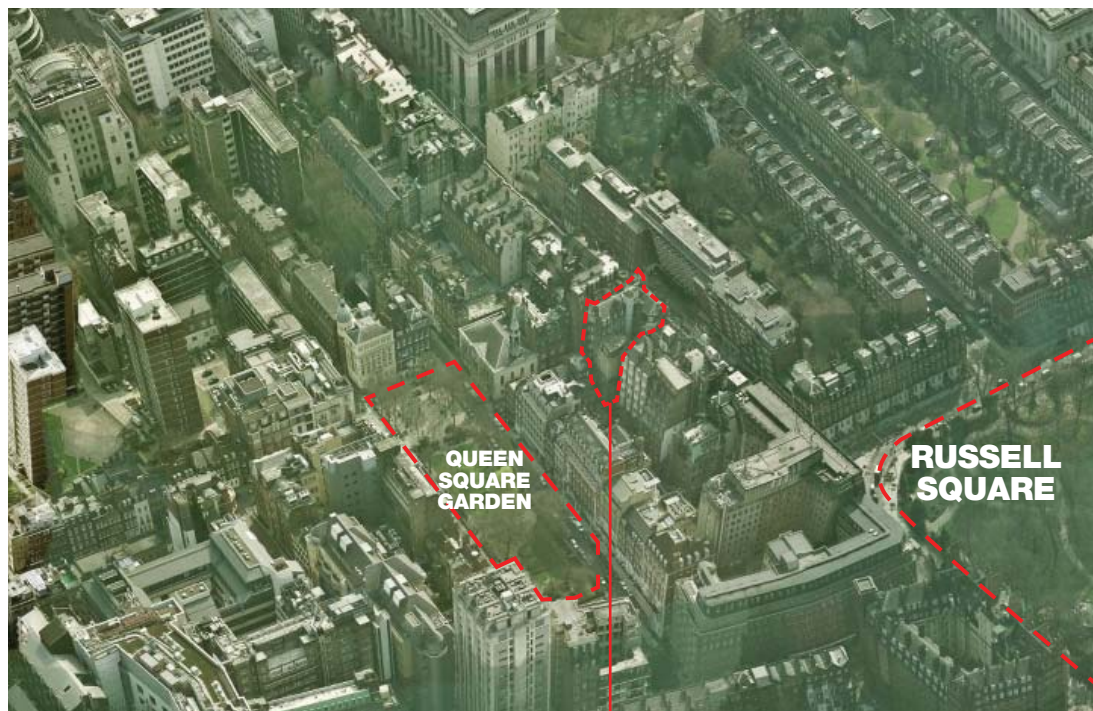
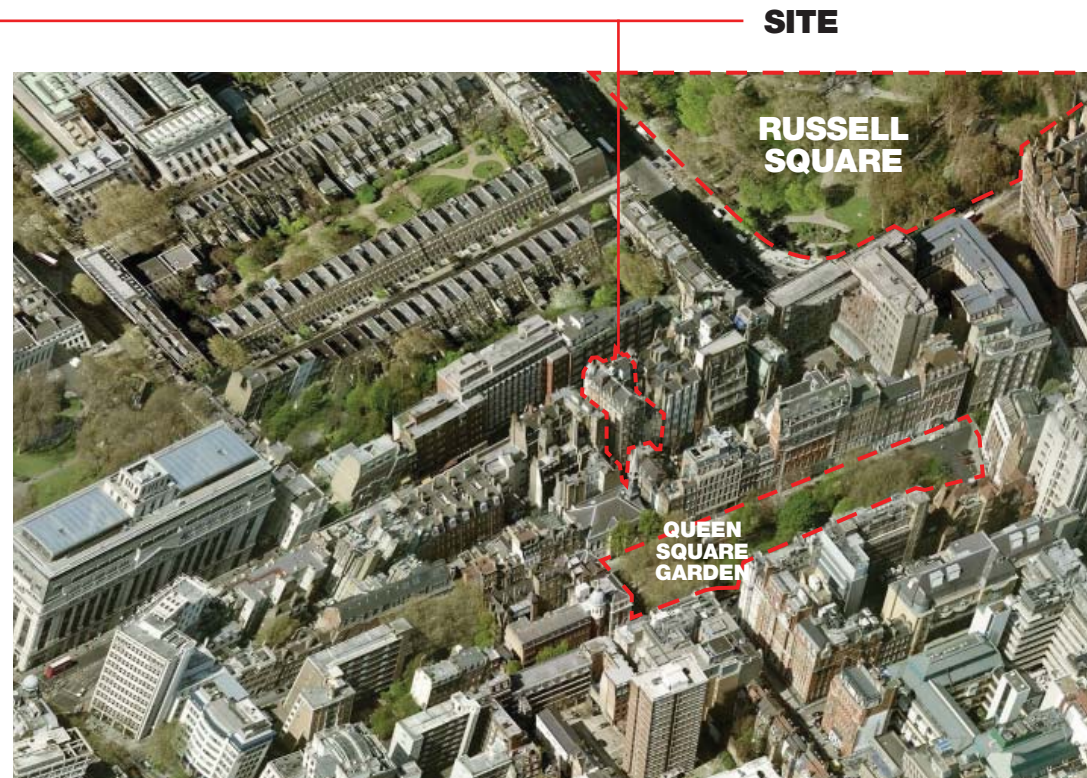
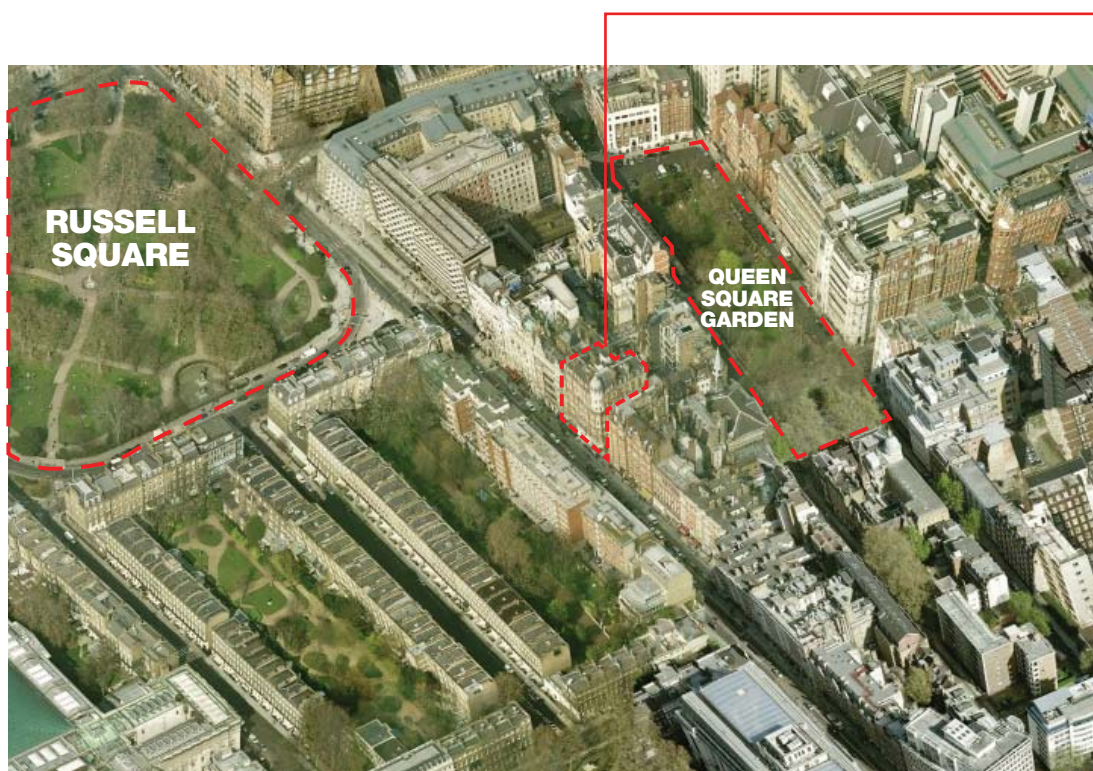
The hotel is located in an accessible area for guests visiting the local tourist attractions.



SITE

- [Main] Location aerial map of site.
- Site.
- Closest tube stations.
- London Euston train station.

LOCATION AND SITE OVERVIEW



The site is also located within walking distance from green urban spaces like Russell Square, Queen Square Garden and Coram's Fields.

SITE

[Main] Site aerial views.

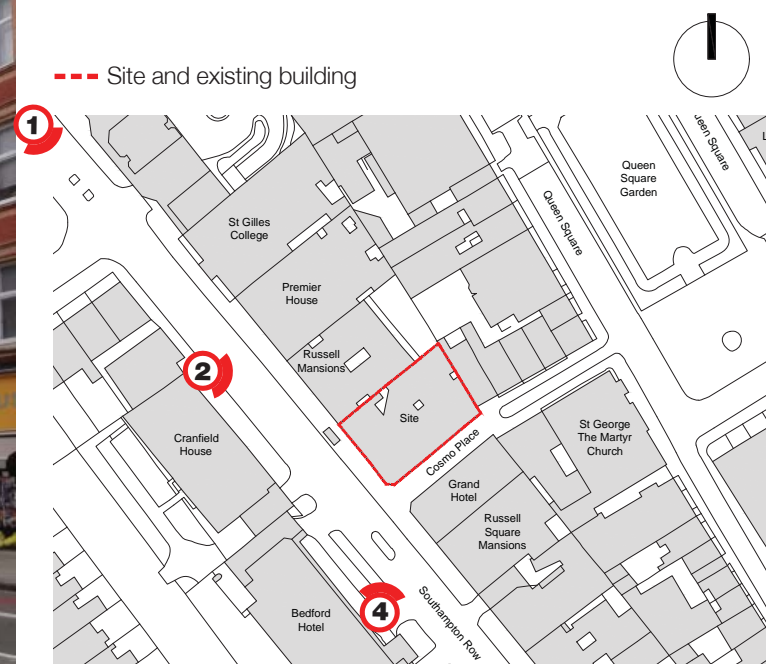
SITE

[1 & 2] View of Southampton Row looking South.
 [3 & 4] View of Southampton Row looking North.

LOCATION AND SITE OVERVIEW



On Southampton Row, the existing hotel is part of a collection of buildings of different styles and periods of an average height of 7 to 8 storeys.



[1 & 2] Building site from Southampton Row.
 [3] Building site from Cosmo Place.



01



02

The existing building occupies a corner plot at the junction between Southampton Row and Cosmo Place.

The hotel is a 8 storey high building with two main facades combining red and cream brick with Portland stone ornaments.

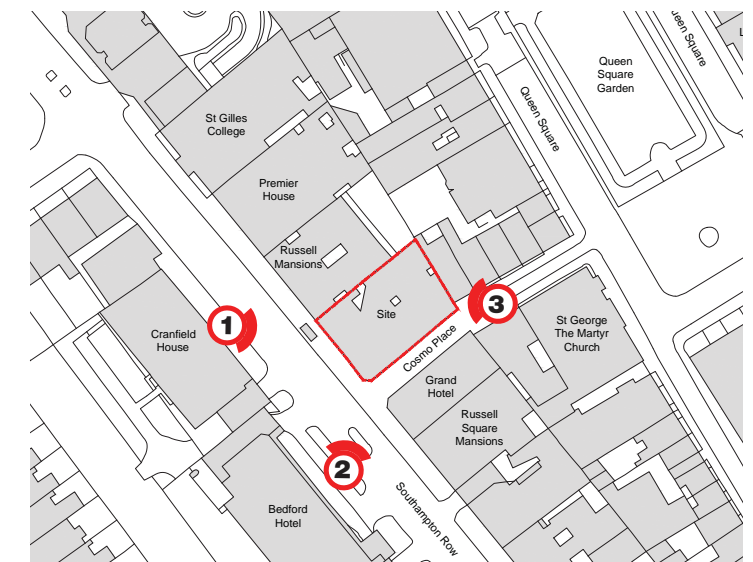
03

LOCATION AND SITE OVERVIEW



03

--- Site and existing building



PLANNING POLICY CONTEXT & HISTORY

MECURE HOTEL, 130-134 SOUTHAMPTON ROW, LONDON, WC1B 5AF

The site comprises the existing Mecure Hotel, Bloomsbury which is a 7 storeys late Victorian/ Edwardian building. The building's main frontage is onto Southampton Row and is bound by Cosmo Place which is a pedestrian street connecting Southampton Row with Queens Square to the east. The Swan Public House is located to the rear of the site.

The building is located within the Bloomsbury Conservation Area and is identified as making a positive contribution to the Conservation Area. The site is located within the London Borough of Camden.

PLANNING POLICY CONTEXT

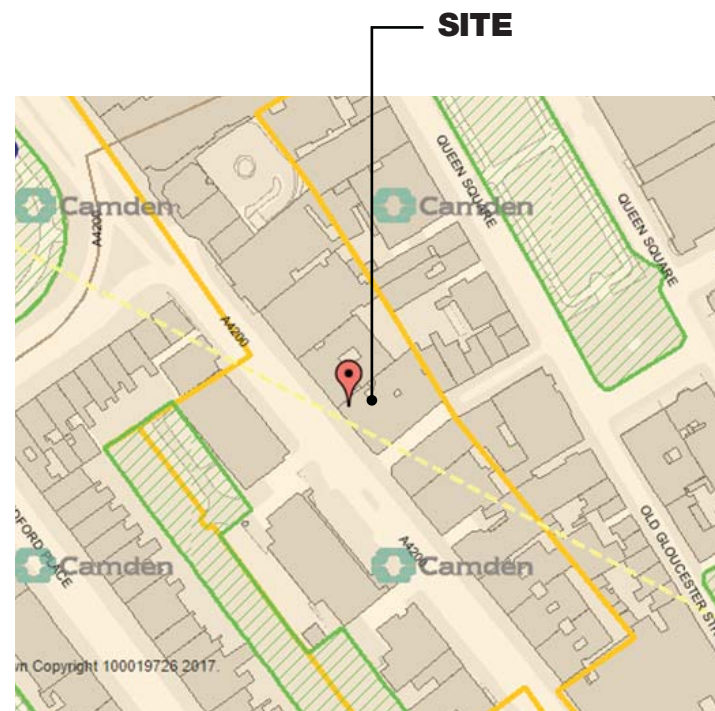
The Statutory Development Plan for the site comprises:

- London Plan (March 2016);
- Local Plan (adopted 3rd July 2017);
- Site allocations development plan (adopted 9th September 2013);

The Camden Core Strategy and Development Policies have been superseded following adoption of the Local Plan in July 2017. Proposals map extract (as amended June 2017)

The site falls within the following designations:

- Designated View (5A.2 Greenwich Park Wolfe statue to Tower Bridge – Right Lateral Assessment Area);
- Archaeology Priority Area – London Suburbs;
- Central London Area (Clear Zone Region);
- Bloomsbury Conservation Area;
- Holborn Growth Area;
- Mayors Central Activities Zone.



PLANNING HISTORY

The site has an extensive planning history, the relevant applications are set out below.

Planning permission (ref.2011/4011/P) for "Erection of a 7-storey side extension and 5 storey rear extension to provide enclosed fire escape stair and additional sitting rooms to guestrooms of existing hotel (Class C1)" was granted on 22nd November 2011.

Planning permission (ref.2014/0673/P) for "Erection of an infill enclosure over existing lightwell, with installation of 7 rooflights at ground floor level." Was granted on 27th March 2014.

Planning permission (ref.2014/4209/P) for "Erection of five storey rear extensions within lightwell and relocation of 46 x existing air conditioning units to the rear elevation of the proposed extension to hotel (Class C1)." Was granted on 4th November 2014.

These works approved were lawfully implemented and a Lawful Development Certificate application (ref. 2016/6783/P) for "Development works have commenced on site in relation to planning permission ref: 2014/4209/P (Erection of five storey rear extensions within lightwell and relocation of 46 x existing air conditioning units to the rear elevation of the proposed extension to hotel) works include: the installation of steel supporting beams to provide a supporting structure for the extension to the hotel (Certificate of Existing Lawful Development)." Was granted on 2nd February 2017.

An subsequent application (ref. 2016/4188/P) for "Erection of roof extensions and conversion (8th floor level), 3 storey rear extension to the existing rear wing (5th to 7th floor levels) and 8 storey side/rear extension (from 1st to 8th floors) with 5 storey rear projection (from 1st to 5th floors) to provide improved internal layout, additional bedrooms and enclosed fire escape stair to existing hotel (Class C1)." Was refused on 10th April 2017.

This application was refused for the following reasons:

1. Insufficient justification for appropriate contribution towards the supply of housing onsite and absence of a S106 Legal Agreement to secure this contrary to CS6 (Providing quality homes) and DP1

(Mixed Use Development), Policies H1 (Maximising housing supply) and H2 Maximising the supply of self-contained housing from mixed-use schemes).

2. Scale and height of the proposed rear extension would be an incongruous and over-dominant addition to the building. Impact of building and on CA. Contrary to Policies CS14, DP24 and DP25 and Policies D1 and D2.

3. Scale and design of the proposed rear roof extension would be an unsympathetic extension to the building which would harm the character and appearance of the roofline to the detriment of the character and appearance of the CA contrary to policies CS14, DP24, DP25, D1 and D2.

4. The scale and height of the proposed rear extension would be an overbearing and over dominant addition to the building which would result in the loss of outlook and increased sense of enclosure to the residential building to the rear at Russell Mansions to the detriment of residential amenity contrary to Policy CS5, DP26 and A1.

5. Absence of a legal agreement to secure the implementation of the Construction Management Plan and associated financial contribution resulting in unacceptable traffic disruption and dangerous situations for pedestrians and other road users and amenities of the local area. Contrary to Policy CS5, CS11, DP16, DP20, DP26, DP28, DP32, A1, CC4, T1, T2, T3, T4.

6. Absence of legal agreement to secure necessary financial contributions for public highway works. Contrary to CS11, CS19, DP16, DP17, DP21, A1 and T3.

PROPOSALS

The current proposals comprise the addition of 18 new hotel rooms. The proposals comprise 586sqm additional floorspace accommodated through a side extension, rear extension, roof extension and bar extension.

PRINCIPLE OF DEVELOPMENT

Increase in Hotel bedrooms

Policy 4.5 of the London Plan sets a target for 40,000 net additional hotel rooms by 2036 and the proposals will contribute to this aspiration.

The proposed uplift in visitor accommodation is supported in Policy E3, particularly within locations including the Holborn growth area. As identified, visitor numbers in London are expected to continue to increase and the proposals will contribute to a much-needed need within Central London.

The proposals will result in the increase in jobs within the Borough as supported by policy E1.

Mixed Use Policy

It is noted that the Council will promote the inclusion of self-contained homes as part of a mix of uses where non-residential development is proposed as set out in Policy H2 in order to secure a sufficient supply of homes in accordance with Policy H1. The site falls within the Central London Area, where development involving additional floorspace of more than 200 sqm (GIA) will generally require 50% of all additional floorspace to be self-contained housing, subject to the relevant considerations.

In this area, the Council will consider whether self-contained housing is required as part of the mix of uses taking into account the following relevant considerations: the character of the development the site and the area; the site size and any constraints on developing the site for a mix of uses; whether self-contained housing would be compatible with the character and operational requirements of the proposed non-residential use and other nearby uses.

The supporting text of Policy H2 clarifies examples of proposals that would not be required to provide housing and includes “an extension to an existing building (especially a listed building or a building that makes a positive contribution to a conservation area) that cannot accommodate new features necessary to support housing, such as entrances, windows, staircases and lifts.”

The proposals seek to extend an existing building which is identified as making a positive contribution within the Bloomsbury Conservation Area. The proposal site is small and physically constrained, therefore opportunities to extend the building are limited. The site would not be able to accommodate an acceptable level of residential amenity such as provision of dual aspect accommodation, and an appropriate level of daylight and sunlight and would not be able to provide a high quality residential environment for future residents. Moreover, the new features such as separate residential entrances and a separate stair/lift core could not be accommodated within the existing building. This would create operational and management issues and the uses would not be compatible alongside each other.

Furthermore, the proposals seek to extend the building to provide new hotel floorspace in order to meet an increased demand. As demonstrated in the planning history records there is a long-standing history of the hotel’s attempts to increase the level of hotel floorspace for this purpose. The proposed floorspace serves a demonstrated need for the hotel and it would therefore not be financially viable to deliver half of any additional uplift in floorspace as residential. As such, where housing is required as part of the proposals, this could not be practicably accommodated on site. The applicant does not own any additional sites capable of delivering a housing offer off-site, therefore an off-site requirement in the form of a payment in lieu is offered in order to meet the requirements of Policy H2 and support the aspirations of Policy H1 in delivering new housing.

DESIGN

In accordance with Policy D1, the proposals will deliver high quality design that respects local context and character; preserves and enhances the historic environment and heritage assets; will be sustainable in design and construction; is sustainable and durable construction; comprises details and materials that are of high quality and complement the local character; is inclusive and accessible for all; preserves strategic and local views. The proposals seek to deliver excellence in architecture and design.

The proposed extensions have been sensitively designed to take account of the surrounding Heritage assets and would not result in harm to the architectural quality or historic interest of the Bloomsbury Conservation Area in accordance with Policy D2 and as set out within the supporting Heritage report.

AMENITY

The proposed extensions are not considered to impact upon neighbouring residential amenity in terms of visual privacy, outlook; daylight, sunlight and overshadowing; artificial lighting levels; transport; noise and vibration; odour, fumes and dust; microclimate; contaminated land; and impact on water and wastewater infrastructure in accordance with Policy A1. A Construction Management Plan can be secured through a planning obligation