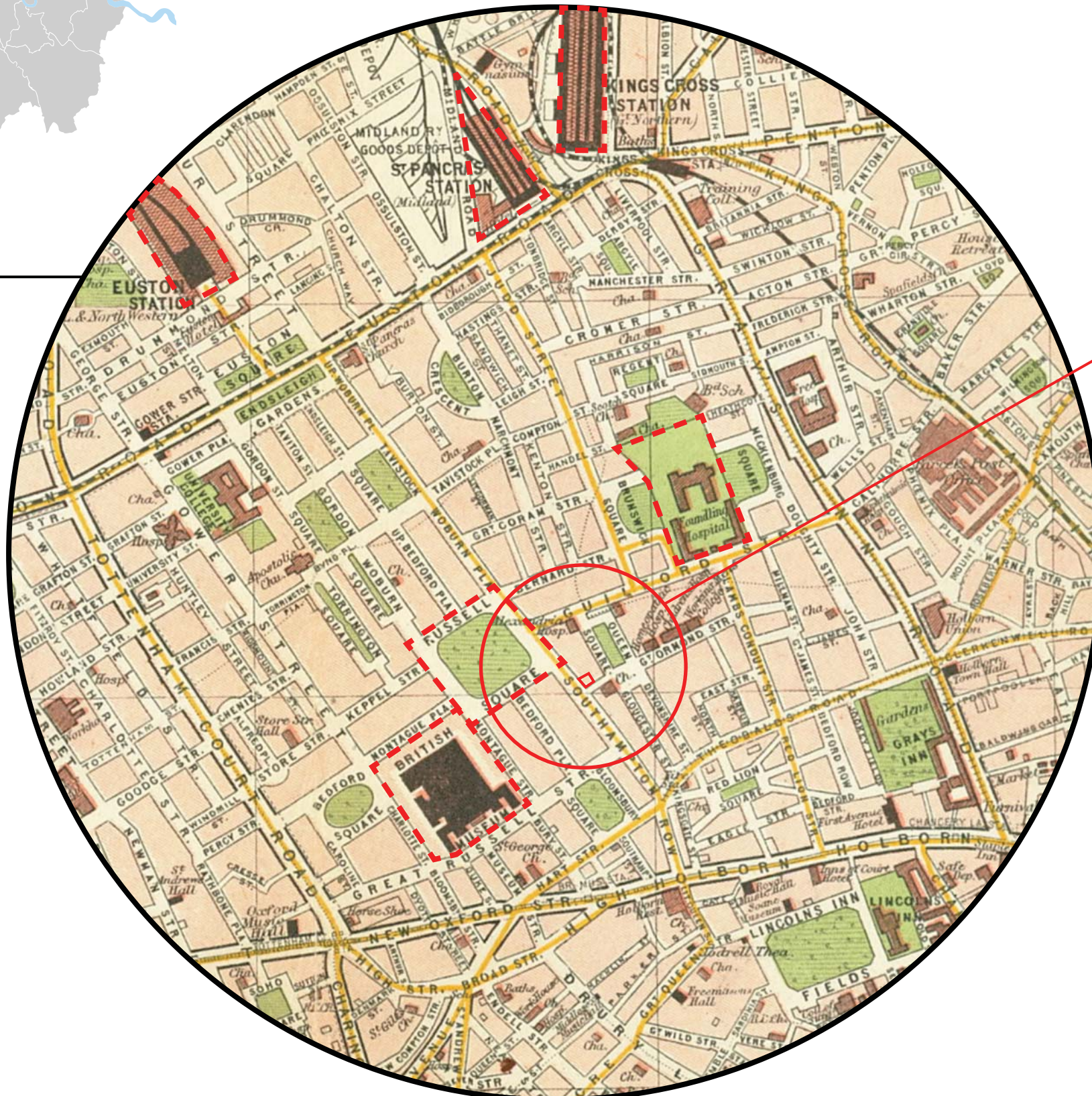
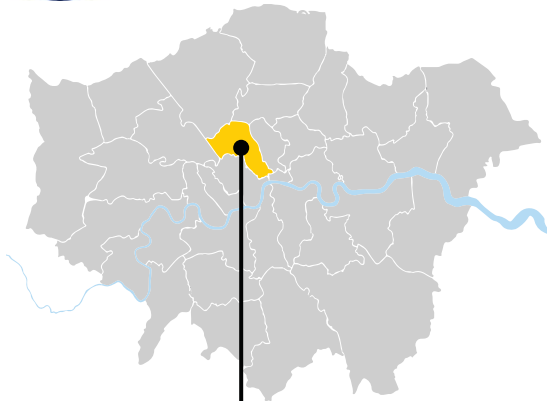






# SITE HISTORY



**HISTORIC SITE**

Originally occupied by terraced houses, the historic site experienced a redevelopment at the turn of the 20th century.

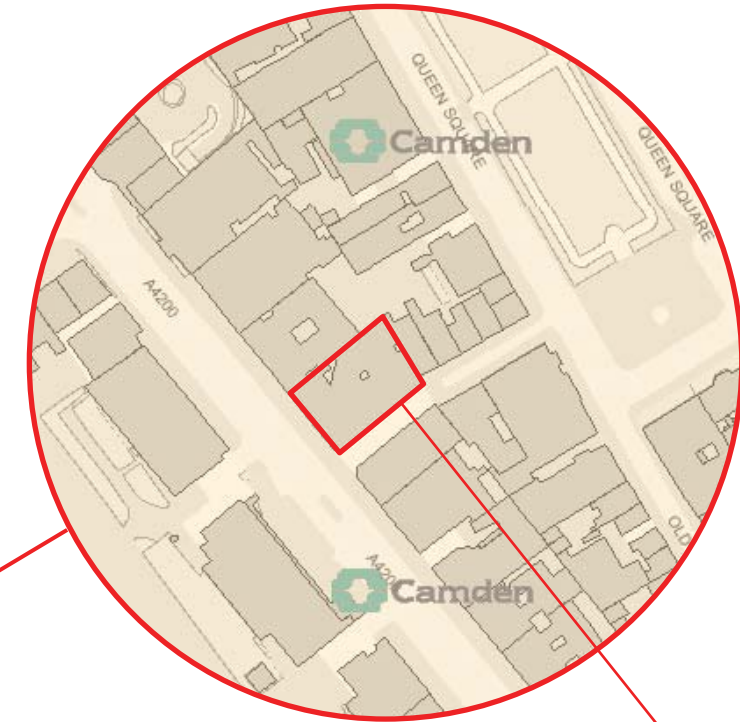
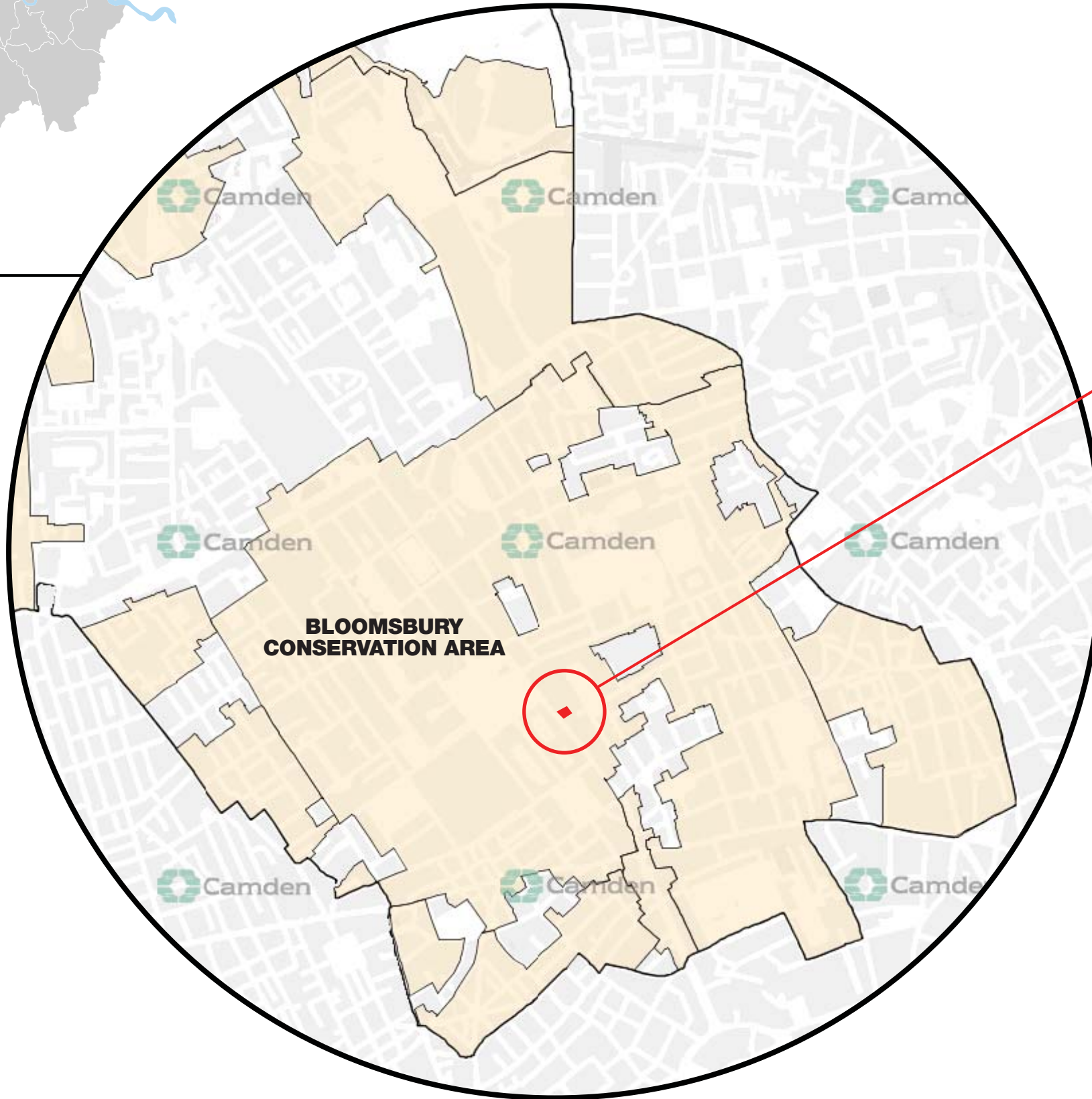
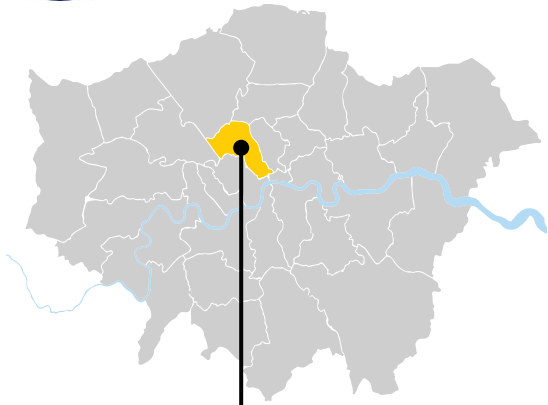
According to the Camden History Society, the formerly known as the Waverley Hotel was built on the site in 1903.

The Waverley Hotel remained the sole occupier of the site for the rest of the century until 2008 when Mercure Hotel took over the premises.

— Historic Site



# CONSERVATION AREA



**SITE**

**BLOOMSBURY  
CONSERVATION AREA**

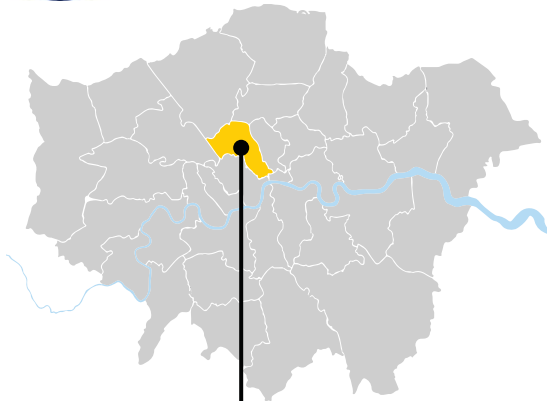
The site is located in the Bloomsbury Conservation Area of Camden.

This conservation area was firstly designated in 1968 and it is considered of very high architectural interest.

— Site



# LISTED BUILDINGS & HERITAGE ASSETS



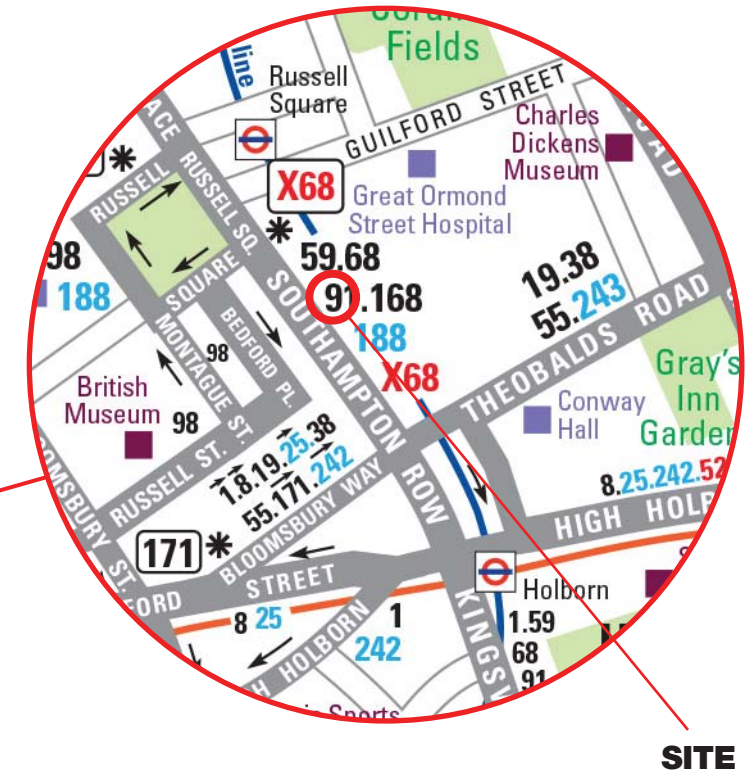
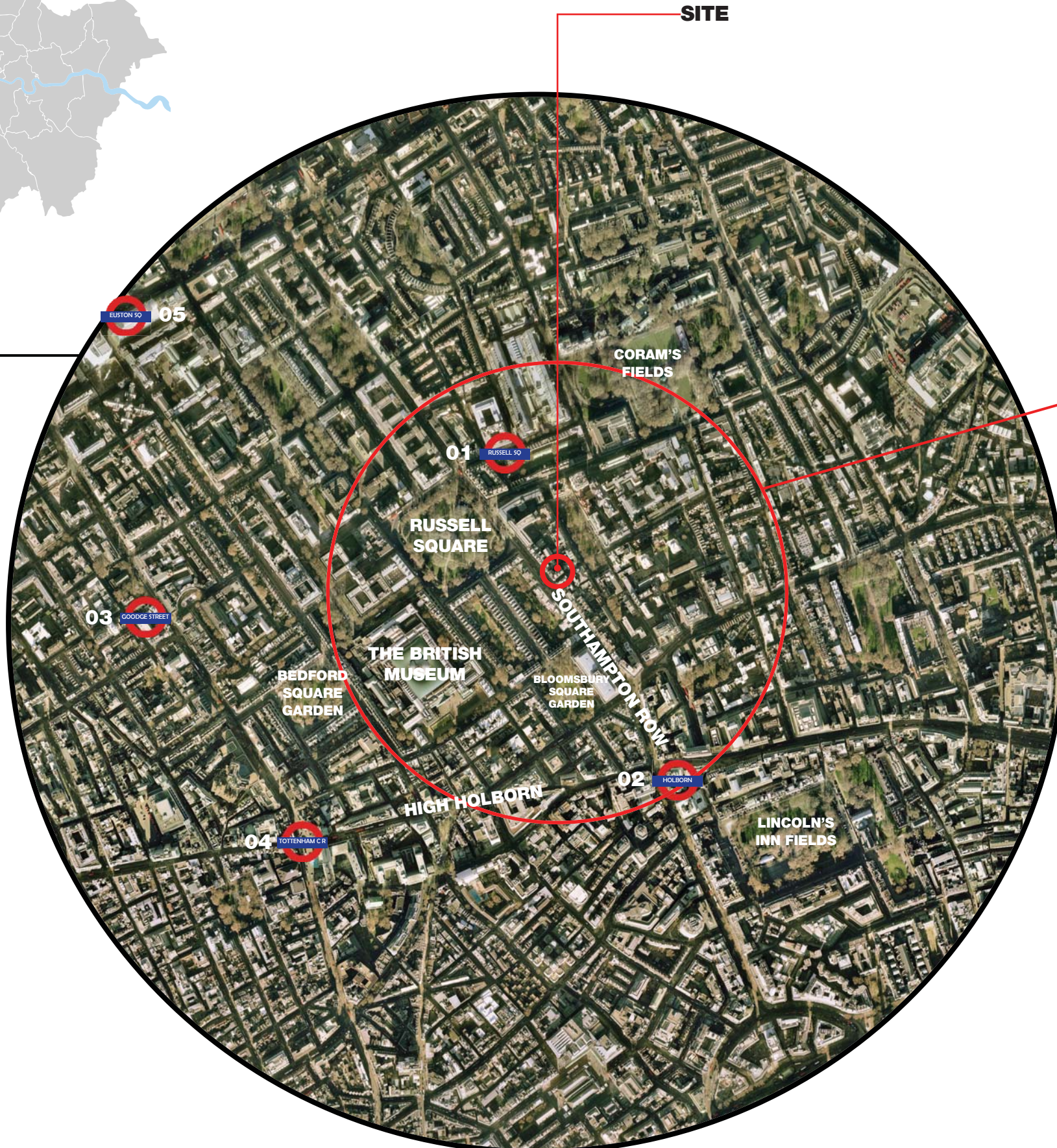
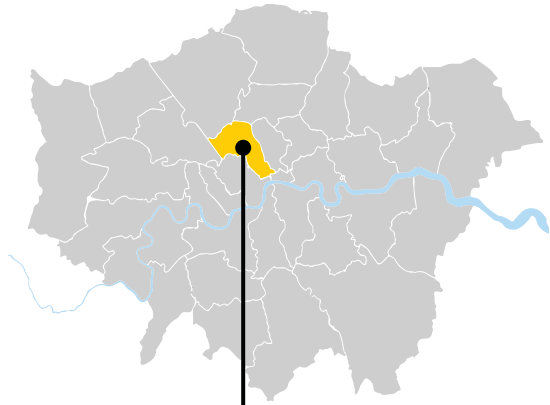
Even though the existing building is not listed, it is considered to be 'a positive building' within the Bloomsbury Conservation Area.

Some of the neighbouring Listed buildings are the St George The Martyr Church (Grade II\* Listed) and no. 9 Cosmo Place (Grade II Listed) shown in the pictures above.

- Site
- Grade II listed buildings
- Grade II\* listed buildings



# TRANSPORT



With a PTAL of 6b, which is considered 'excellent', the site is located in a very well connected area of central London.

The transport links are numerous. A few of them are listed below:

<b>01</b> Russell Square Station	2 min
<b>02</b> Holborn Station	5 min
<b>03</b> Goodge Street Station	10 min
<b>04</b> Tottenham Court Road Station	10 min
<b>05</b> Euston Station	18 min

Main bus routes include:

59, 68, 91, 168, 19, 38, 55, 243







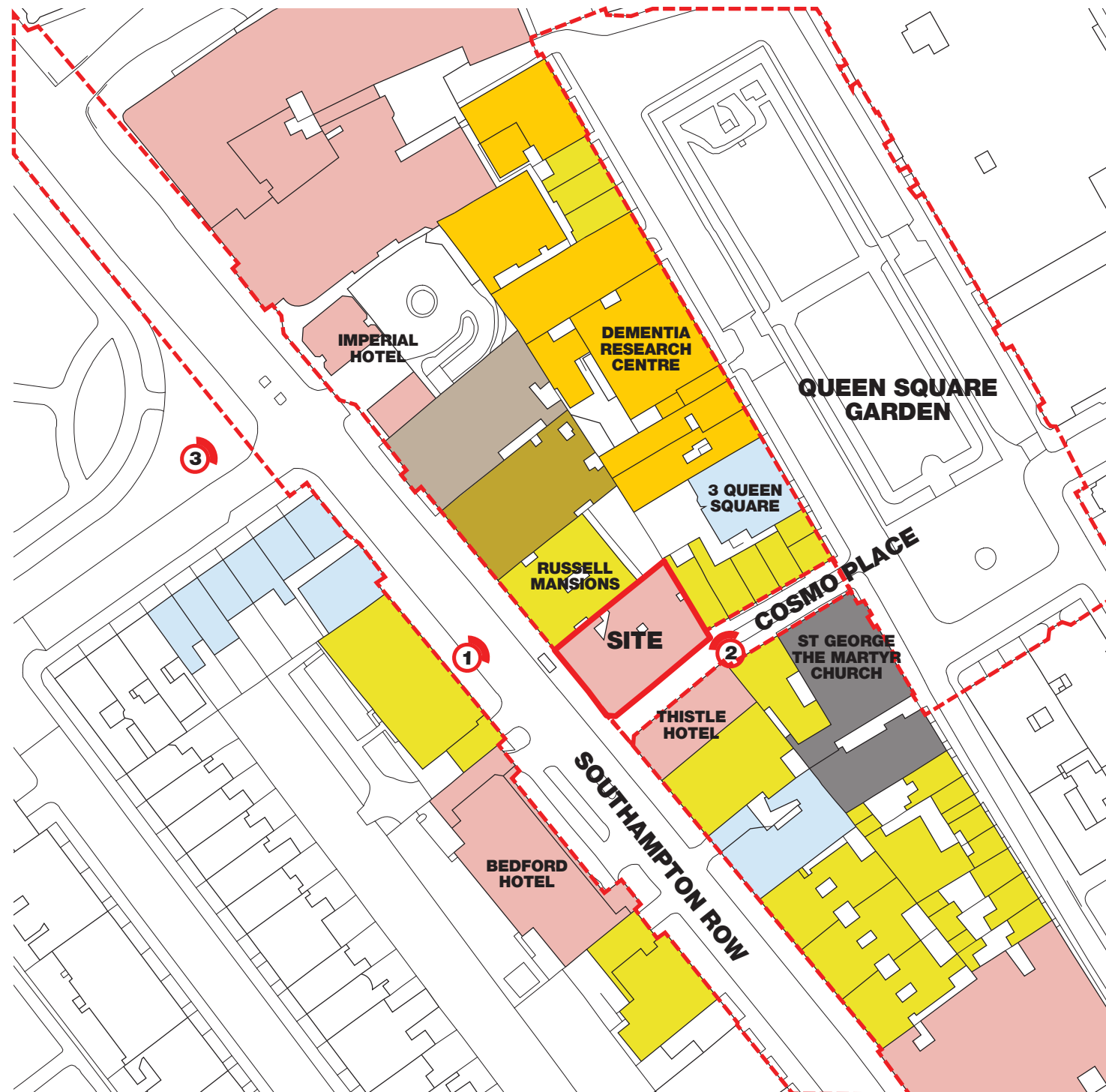


Originally of a more residential character, this area of Bloomsbury has evolved throughout the 20th century to provide a wider diversity in use.

Nowadays the current site is surrounded by a mix of residential buildings (Russell Mansions), hotels (Thistle Bloomsbury Park Hotel, Bedford Hotel,...), offices (3 Queen Square) and health research buildings (Dementia Research Centre on 8-11 Queen Square).

The proposed extension will be visible from **Southampton Row**, **Cosmo Place** and **Queen Square Garden**.

- Site
- Hotel
- Residential
- Office
- Research
- Educational
- Student Residence
- Church



## LAND USES



[01] Russell Mansions on Southampton Row.  
 [02] The Swan on Cosmo Place.  
 [03] The Imperial Hotel on Russell Square.



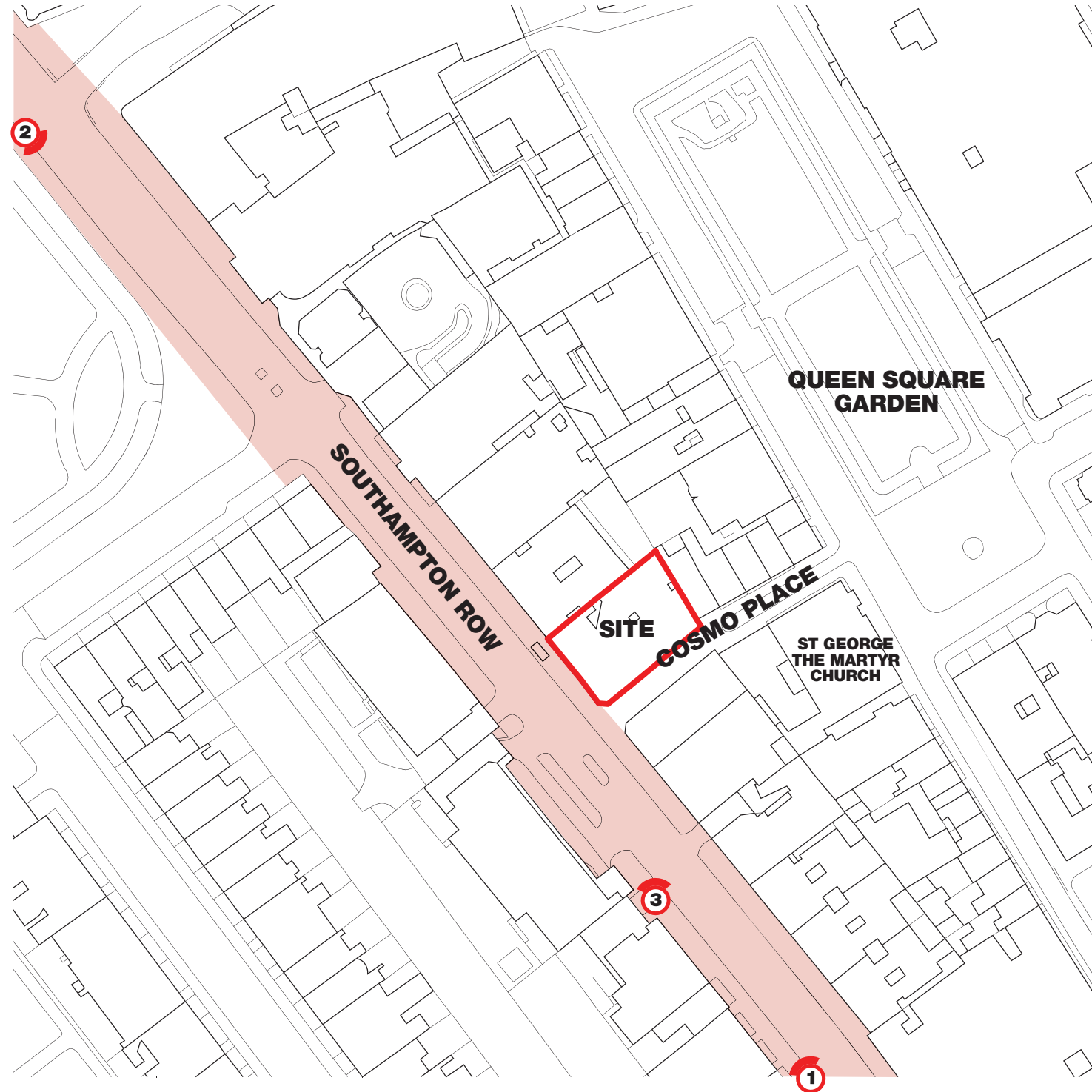


Southampton Row is a major thoroughfare connecting Russell Square to the north and Holborn tube station to the south.

— Site

This street presents a characteristic streetscape formed of a collection of buildings of different styles and periods and a average height of 7 to 8 storeys.

The predominant uses in the street have varied from its original residential character to the current office and commercial uses.



# SOUTHAMPTON ROW CHARACTER STUDY





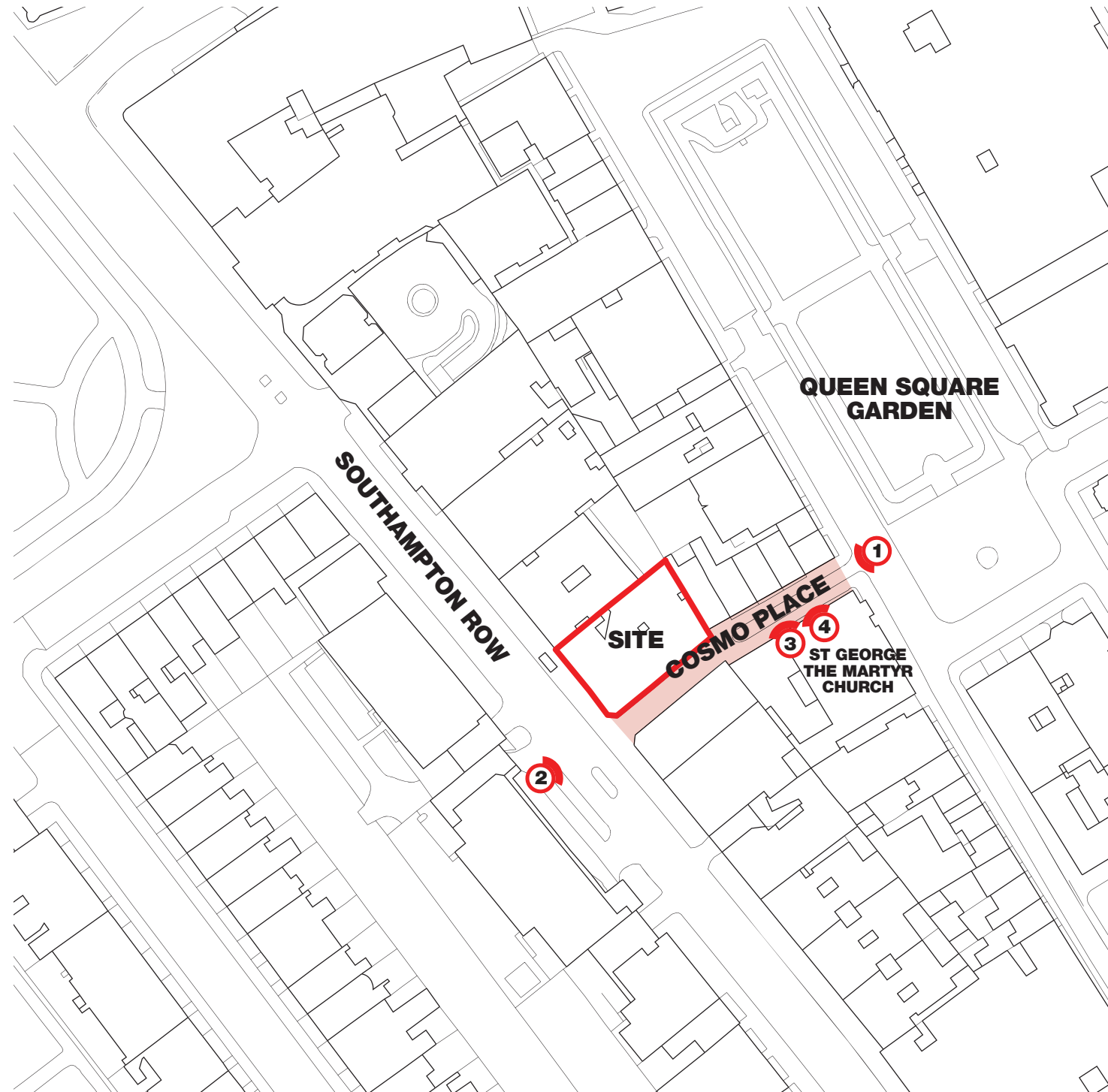


Cosmo place is a pedestrianised passage connecting Southampton Row and Queen Square Gardens.

— Site

In contrast to the busy Southampton Row, the buildings to this side of the site are significantly smaller.

The uses of the buildings on Cosmo Place vary from pub and restaurants with residential use above to the church of St George The Martyr.



# COSMO PLACE CHARACTER STUDY



01



02



03



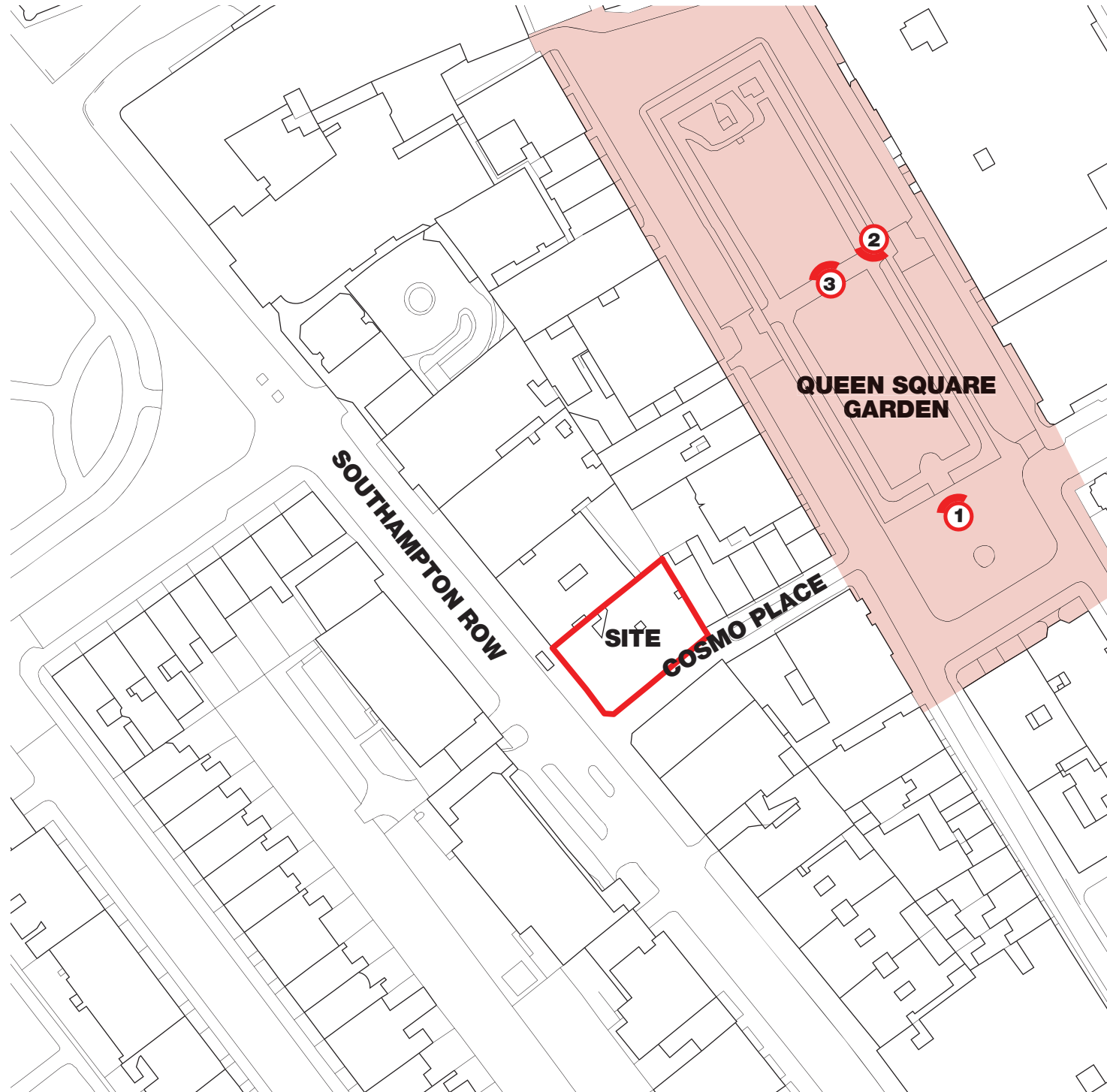
04





Originally built in the 18th century, Queen Square Garden is now a garden square surrounded mostly by buildings associated with medical and health care research.

— Site



# QUEEN SQUARE GARDEN CHARACTER STUDY



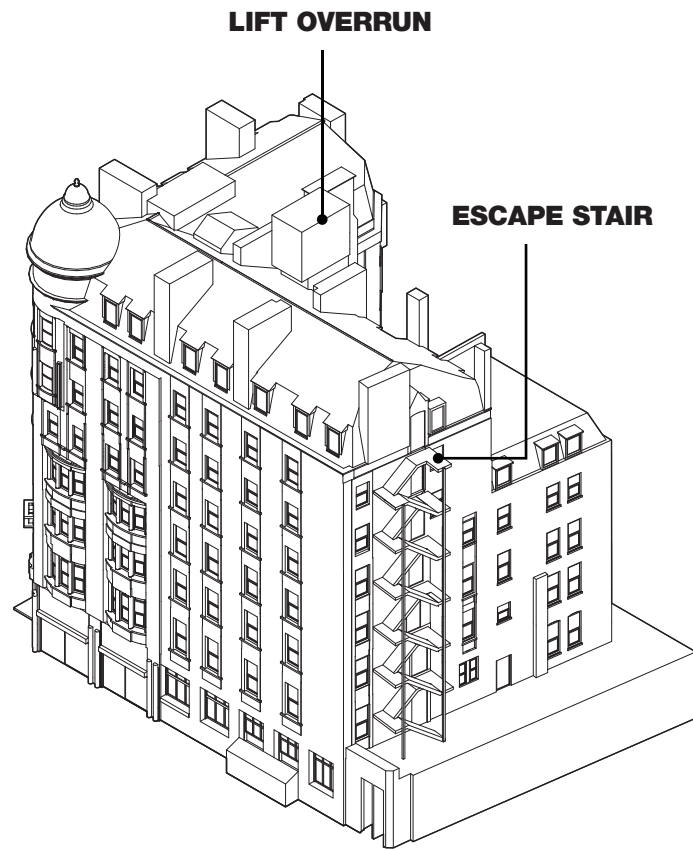






## PREAPP HISTORY

### EXISTING SCHEME

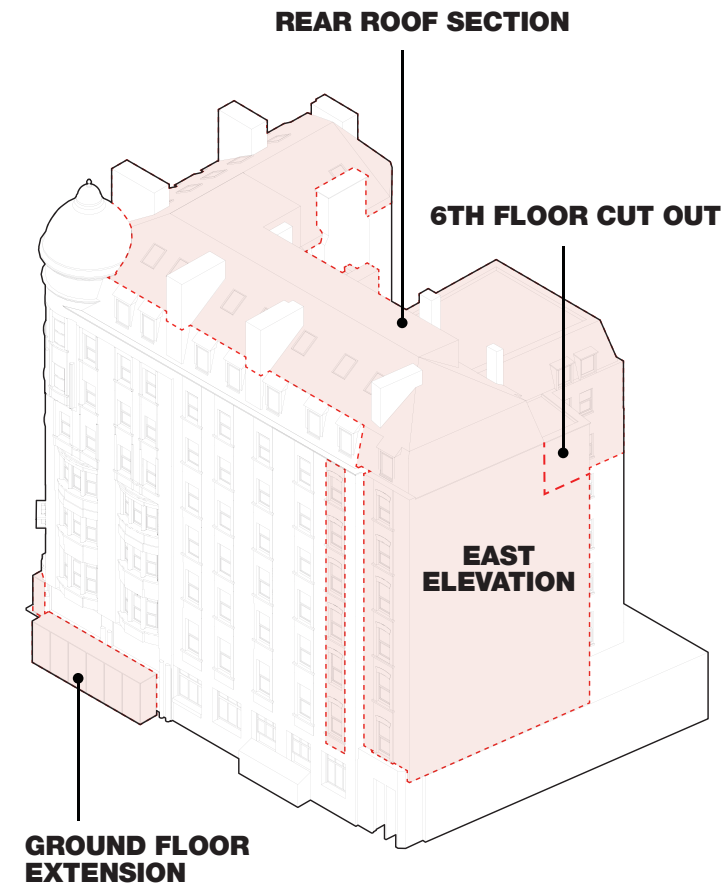


With a total of 114 rooms, the Mercure London Bloomsbury Hotel occupies the site on 130-134 Southampton Row. The hotel is a 8 storey high building with two main facades that combine red and cream brick with Portland stone ornaments.

The extension works will not have a significant impact on the building's appearance from Southampton Row. The proposed side and roof extension visible from Cosmo Place, will aim to complete the existing building in accordance with the character of the conservation area, replacing some of the secondary and detracting elements currently existing on the site.

What follows on this section is a summary of the conversations held during the pre-application process between the design team and the local authorities at the London Borough of Camden.

### 1ST PREAPP MEETING SCHEME 23.01.18



A pre-application meeting took place on 23rd January with the Planning and Design officers of Camden to discuss the proposed extensions of the hotel.

The officers commented on several points:

- A** Mixed-use payment in lieu to be agreed
- B** The connecting corridor between rooms at 8th floor level should be reviewed. Options should be explored that remove the full height dormer whilst still allowing dual access and 1.7m height
- C** The cut out at 6th floor level to be shown on the proposed model and plans
- D** Proposed ground floor conservatory infill to be reviewed
- E** More articulation should be explored to the blank east elevation
- F** Further analysis of the relationship between the proposals and the adjacent existing residential at Russell Mansions.



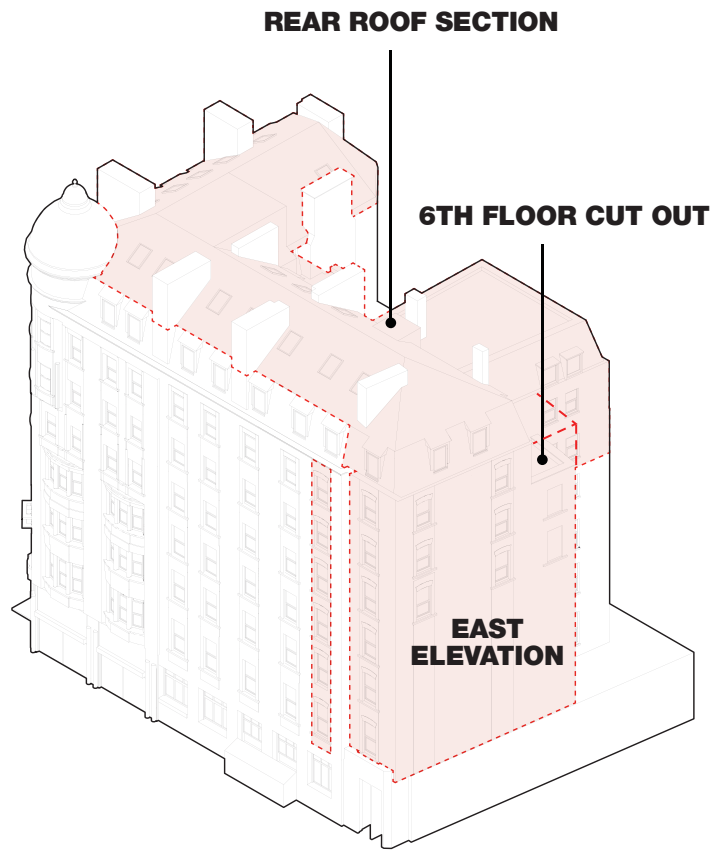
*[Bottom Left] South-East elevation on Cosmo Place as existing.  
[Bottom Right] South-East elevation on Cosmo Place as per first pre-app meeting on 23.01.18.*





## PREAPP HISTORY

### RESPONSE TO 1ST PREAPP MEETING FEEDBACK



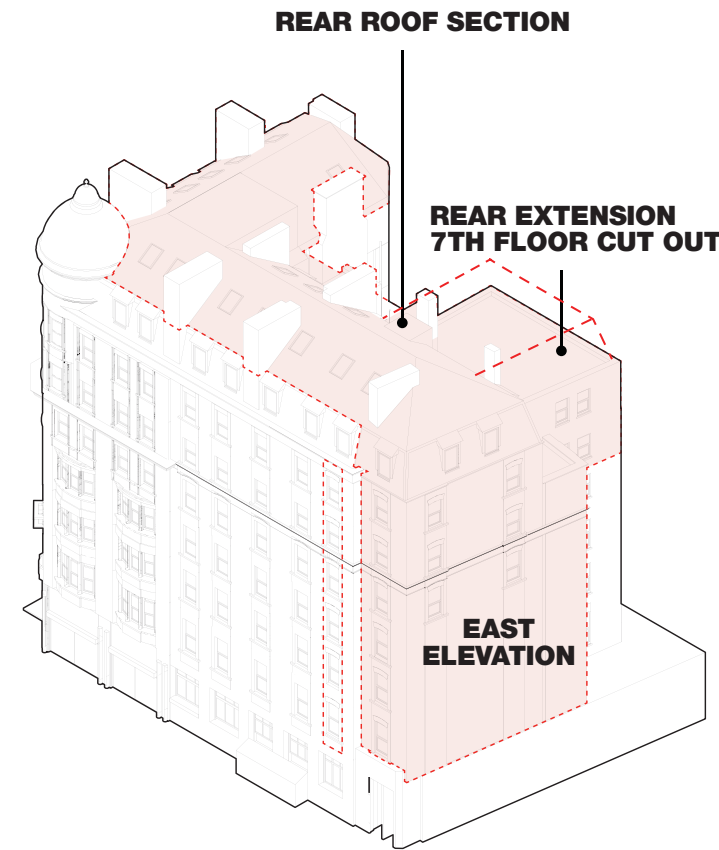
Following the initial meeting, the scheme was revised to reflect the officers comments as per below:

- A** Please see planning section for the justification for why residential cannot be accommodated on site. A payment in lieu is therefore offered to meet the requirements of mixed-use policy H2. The proposed payment in lieu has been calculated in accordance with Camden's Planning Obligations SPG as based on an uplift of 676 sqm GEA hotel floorspace. Estimate: £700 x 676 sqm x 0.50 = £236,600
- B** The 8th floor extension has been reviewed and the previously proposed dormer has been removed. The proposals now comprise a marginal increase in the height of the roof and maintain the existing roof form and are considered to be materially different to the previous proposals.
- C** The model has been updated to reflect the cut out at 6th floor and the verified views have been updated.
- D** This has been removed from current proposals.
- E** The proposals now comprise the introduction of windows on the east elevation.
- F** An assessment of the adjacent windows has been explored as shown in the photographs taken from the rear.



*[Bottom Left] Amended South-East elevation on Cosmo Place following first pre-app meeting response.  
[Bottom Right] Currently proposed South-East elevation on Cosmo Place.*

### CURRENT PROPOSAL



Further feedback received from the officers concluded in a further reduction of the massing.

What follows is an extract of the officers response to the previous scheme. Current proposal reflects all the comments regarding the design and massing of the scheme.

#### SIDE EXTENSION

The proposed 7 storey side extension to the north east of the building that would replace the existing external staircase is considered acceptable.

It is noted that the 6th floor rear projection has been removed to match former application and articulation/detailing has been added to the flank elevation as requested.

#### ROOF EXTENSION

The previously proposed dormer roof extension has been removed from the scheme. The alterations to the roof including the minor increase in the height would not conflict with Camden Local Plan Policies and would be therefore acceptable.

#### GROUND FLOOR FRONT / SIDE CONSERVATORY EXTENSION

This has been removed as advised in the meeting on the 23/01/18 which is a positive amendment to the scheme.

#### REAR EXTENSION

The design of this extension would integrate better with the existing building and would have less impact on the conservation area if it were 1 storey lower (below eaves level).

Further information needs to be submitted to demonstrate that there would be no amenity impact on windows in the adjacent residential block at Russell Mansions.

#### REAR LIGHTWELL EXTENSION

The proposed 6 storey rear lightwell extension would not conflict with Camden Local Plan Policies and would be acceptable.

