

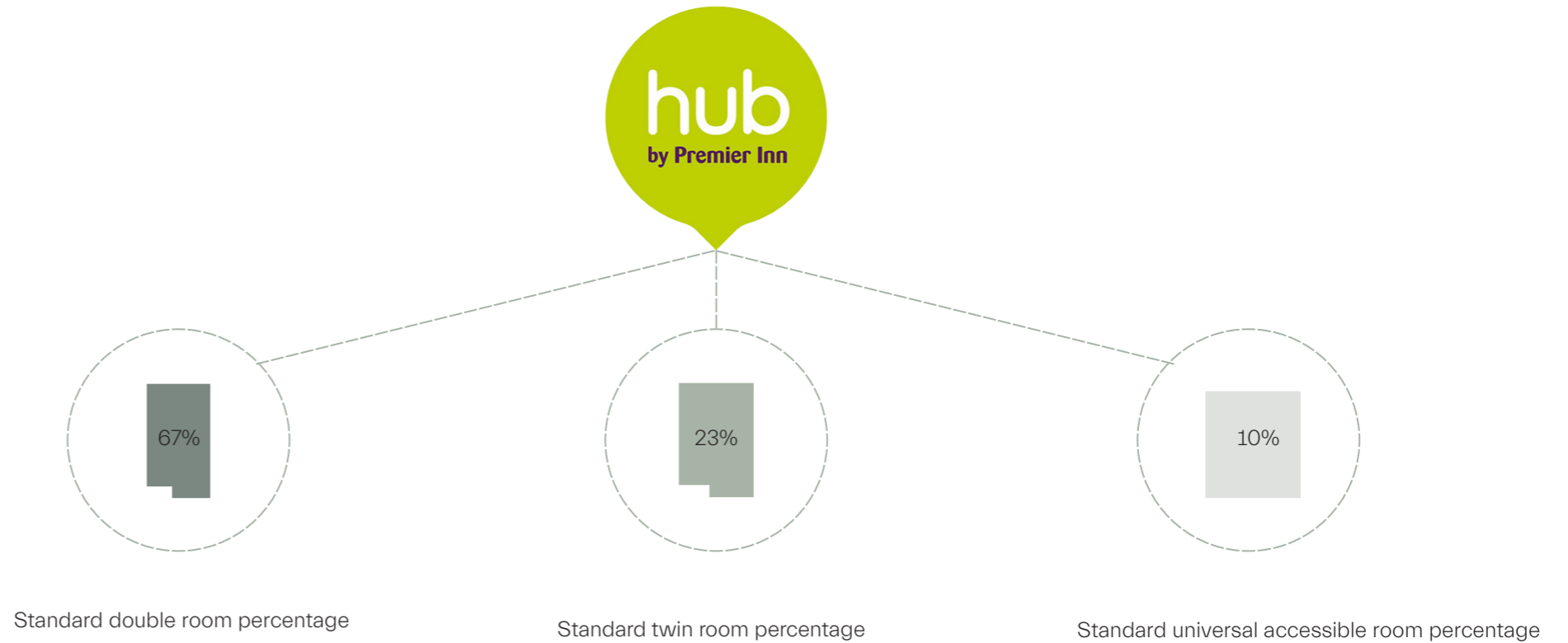
2. Brief

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2.1 Hub by Premier Inn

Hub by Premier Inn is the latest concept in city centre hotels from Whitbread. Compact, contemporary and connected, hub hotels are an innovation in high quality, great value hotel design and are all about taking the comfort, convenience and consistency of Premier Inn and putting it into a smaller package.

- + Provides rooms at an affordable price in connected, central locations with high footfall
- + Offers contemporary style combined with excellent connectivity
- + Space-efficient design with compact bedrooms meticulously designed around guests needs
- + Modern food and beverage and lounge area
- + Successful format which appeals to business and leisure travellers
- + Positive guest feedback and Trip Advisor scores



Left - Hub Kings Cross, restaurant and bar



Middle - Hub Kings Cross, entrance lobby



Right - Hub Westminster, main entrance signage

2. Brief

2.1 Hub by Premier Inn

Hub by Premier Inn offers smart, stylish rooms across London and Edinburgh at great prices. The room and bed sizes are an established product, providing the tenants with familiarity and comfort. Each room includes:

- + Double bed (king size in bigger rooms)
- + Free tea and coffee 24/7
- + Private bathroom
- + 40" Smart TV
- + Free Wi-Fi
- + Pull out desk and storage (plus chairs in bigger rooms)



Top Left - Standard double room layout

Top Right - Standard double bed

Bottom Left - Standard double lightbox room

Bottom Right - Standard bathroom

2. Brief

2.2 Retail

Retail

Integral to the brief was the provision of a retail unit that would compliment the powerfully urban, commercial area of the Camden Conservation Area. The brief included:

- + Unit to be located on the High-street
- + Retail unit to be a sufficient size (150sqm)
- + Shop frontage should be dramatically improved from the poor quality of the existing building
- + Retail unit to be category A1 building use. Ensuring that the tennant is one that benefits the locals.



Top Left - Everyman Cinema, R7

Top Right - The Loom

Bottom Left - Curtain Road

Bottom Right - Maple Place

2. Brief

2.3 Housing

Housing

Close collaboration with Camden Borough Council resulted in the development of the brief to capture the best interests of the council, this included the provision of housing on site

- + Three socially rented units will be delivered as part of the scheme
- + Unit mix of two bed three person
- + Borough Council
- + South facing
- + Double aspect
- + Located at the rear end of the site, accessed along Delancey street.



Top Left - Wilderness Mews, interior of living space

Top Right - Strand East Plot R3

Bottom Left - Guildford Plaza

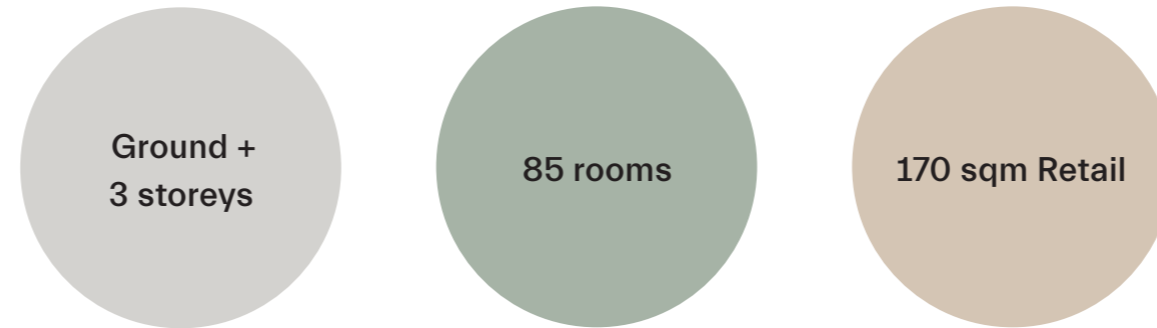
Bottom Right - Brentford Lock West

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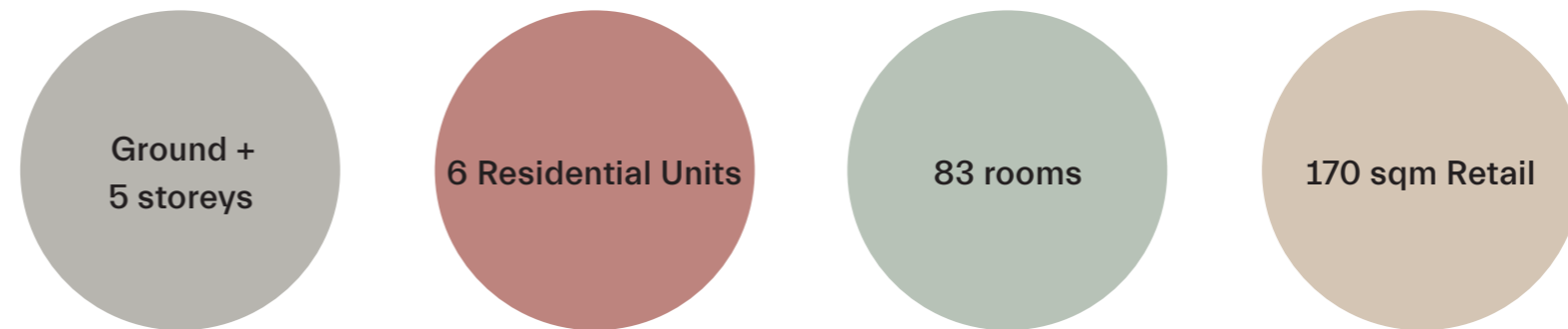
2.4 Scheme Evolution

Close collaboration with Camden Borough Council throughout the pre-application process resulted in a scheme that was carefully articulated to capture the best interests of the council, client and local residents. The development of the mass and architectural approach has stemmed from the development of the scheme and highlights the sensitivity of the scheme and its positive contribution to the Conservation area.

Initial scheme



Development of scheme in response to Camden Councils comments



Evolution of scheme in response to DRP and Public comments

