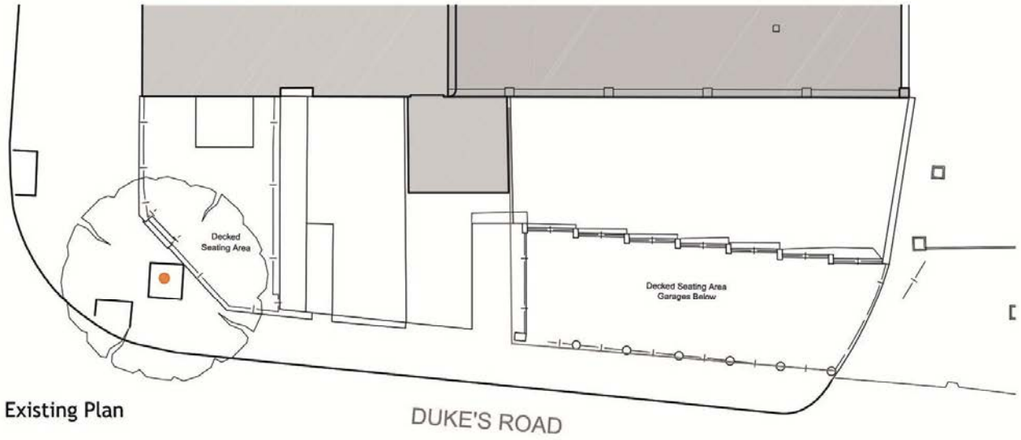
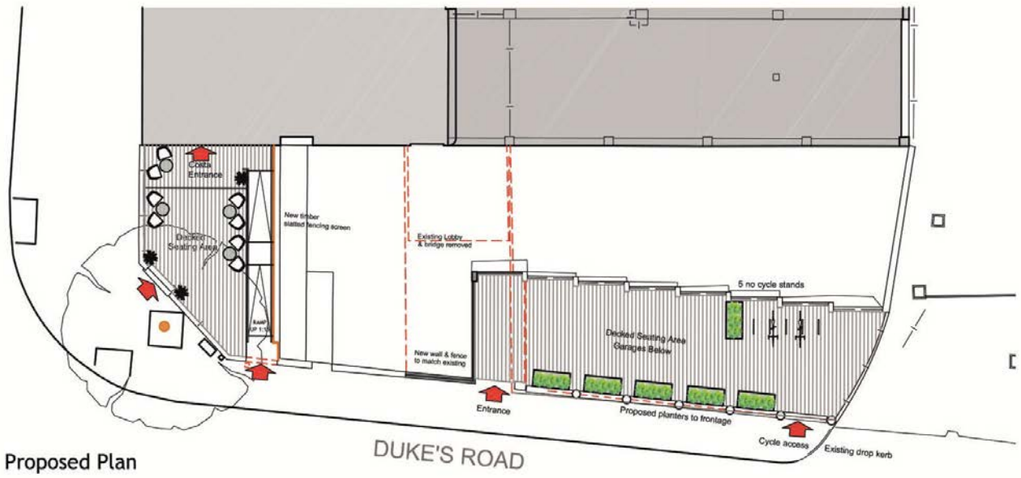
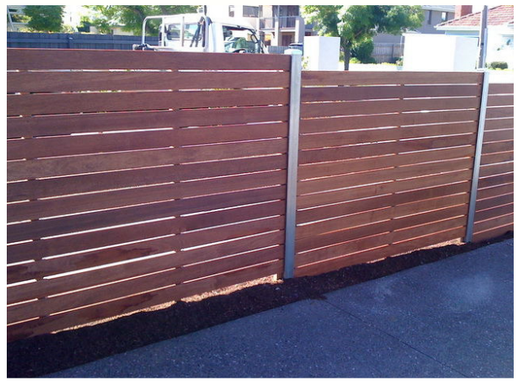


Existing Plan



Proposed Plan



3.2.6 Duke's Road Frontage

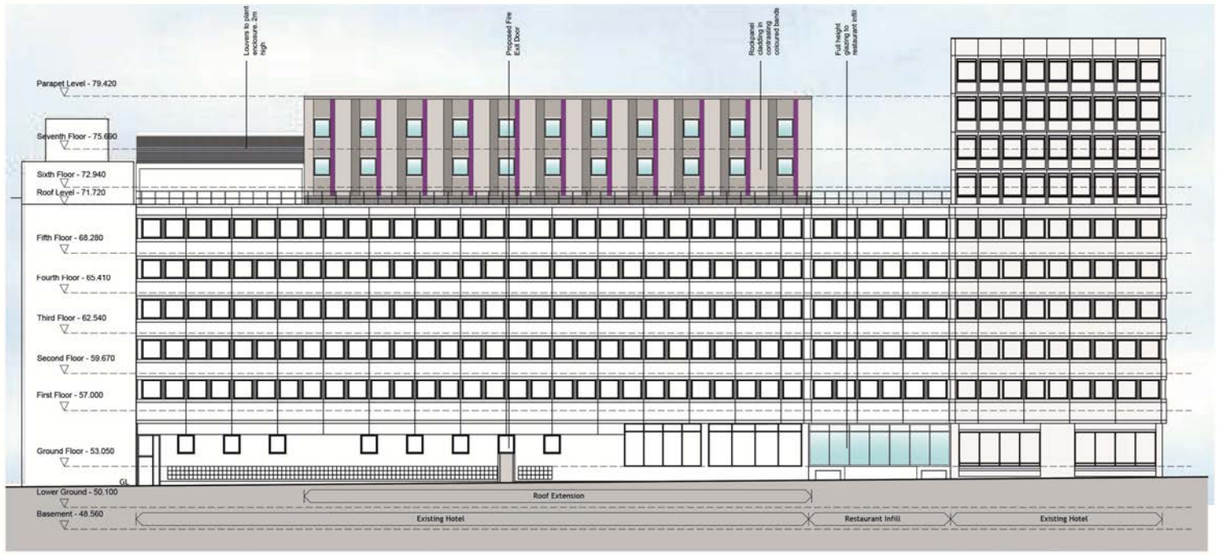
The relocation of the hotel entrance onto Euston Road will move guest and some operational activity away from Duke's Road. This is seen as a positive move in keeping with the character of the southern section of Duke's Road which is quieter and more intimate. The entrance location is more appropriate on the main road frontage where it will be more visible and recognisable to hotel and restaurant users. This move will render the existing single storey entrance lobby redundant and it's removal along with the bridge link will be a positive improvement to the Duke's Road frontage. The Duke's Road aspect is also more appropriate for guest bedrooms which will be created by converting the current reception, colleague office accommodation and guest toilets.

Duke's Road benefits from two external outside areas. The corner of Euston Road and Duke's Road provides a small decked area of outside seating in front of the coffee shop (Costa) concession unit. The semi mature tree on the corner provides welcome softening. Within the proposals this area will be refurbished and a new accessible ramp provided for disabled visitors. A 1.5m high timber screen is proposed alongside the metal railings which separate the current seating area from the Somerton House access.

The additional external space to the south is also used by the coffee shop customers for seating and as a smoking area. It is proposed that this space will be refurbished and extended over the garage roof currently under the entrance bridge. Large metal box planters will be provided to the footpath edge to create a welcoming space for guest use. There is also potential for these planters to be adopted by the Somerton House Residents who have shown enthusiasm in creating a micro garden space along their access walkway. With outdoor space at a premium, in such a central location, there is a real opportunity to make this semi private space a quiet contemplative space for the benefit of hotel visitors and the wider community.
This area will also accommodate short term cycle parking.

Fig. 20: Duke's Road Outside Space

Fig. 20: Artist's Sketch View of Existing Euston Road Frontage



Proposed North West Elevation - Euston Road

3.3 Appearance

3.3.1 Scheme Development

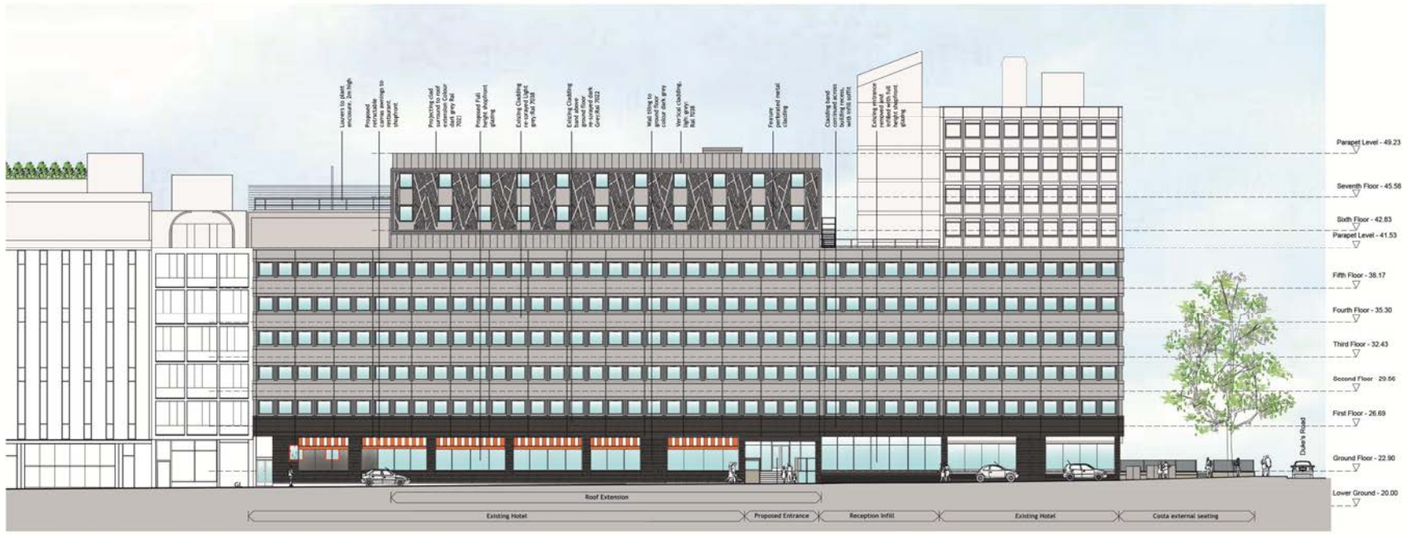
The treatment of the Euston Road frontage has evolved through the detailed design process and following the Pre Application discussions with Camden Council Planning Department. Originally minimal changes were proposed to the existing building. Ground floor changes consisted of removal of the restaurant entrance and infilling the building recess with an in line canopy and full height glazing in line with the main building frontage. The roof extension was treated as a simple clad box with vertical variations in cladding colour.

The rear extension was one storey lower, however was treated in a similar way to the current proposals.

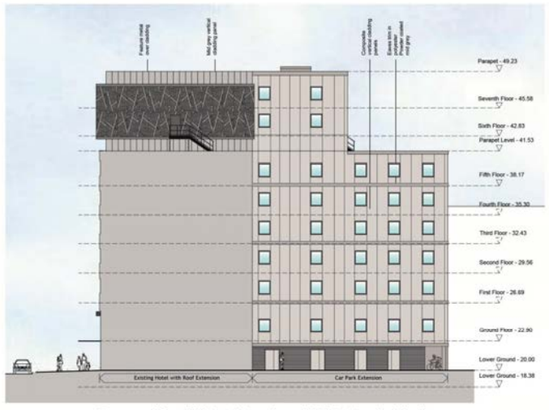
Examples of the elevation treatment and images discussed at the Pre-Application meeting are shown in Figure 21 below.

Fig. 21: Early Design Proposals for Roof Extension – Presented at Pre- Application Meeting

Fig. 22: Artist's Sketch View of Proposed Euston Road Frontage

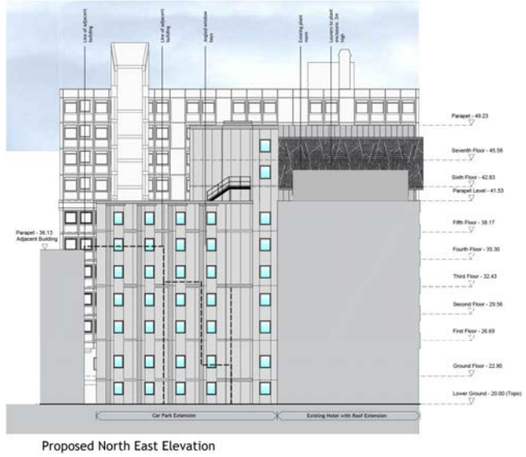


Proposed North West Elevation - Euston Road



Proposed South West Elevation - Within Service Yard

Proposed South West Elevation - Duke's Road



Proposed North East Elevation

Fig. 23: Proposed Hotel Elevations

3.3.2 Elevation Approach

The existing 1960's building is typical of its age and presents alternating horizontal bands of cladding and window fenestration. The ground floor element whilst treated in different materials below the cladding line remains indistinct to the façade. Many buildings in the area including the historic Georgian terraces make a feature of a contrasting ground floor element. A strong treatment was therefore considered important and this has been achieved by making the base a darker contrasting colour. The cladding band above the glazing level will be included in this, improving the proportions of this element in relation to the whole façade. The ground floor is covered in more detail in Section 3.3.4 'Euston Road Frontage'.

The proposed elevations for the scheme are shown in Figure 23 opposite. It was considered important that the design of the roof extension did not simply replicate the floors below, but had a distinctive character of it's own in recognition that this is an addition to the building. The design has evolved from the simple vertically clad box, which was presented at the pre-application meeting with the council. Their comments are given below.

'The proposed extension, although set back marginally from the existing front building line, would be highly prominent in views from the adjacent and surrounding streets and it would appear as an incongruous, box-like addition to the rooftop. The fenestration would not align with existing fenestration at the lower levels and it is considered that the use of cladding with a vertical emphasis would draw further attention to the extension and further highlight its incompatibility with the existing building. Again, this is contrary to the aims of Policy D1, which seeks development which respects local context and character and which is of a high quality.'

The form has been articulated by setting back the upper and lower elements and forming a strong horizontal frame element around the bedroom windows, to connect with the horizontal emphasis of the existing building elevations. The frame will project forward of the main building line creating depth and shadow to the façade. These changes to the form break up the visual massing of the whole structure creating a lighter more elegant feature. This is further emphasised by the contrasting materials to the sides of the box frame which is treated in a non - directional intricate cladding material, which provides additional interest and depth to the facades. Panels of the same material are proposed between the windows on the front façade. A computer generated photomontage of how the proposed elevation treatments will appear in the streetscape is provided in Figure 24.

The existing horizontal cladding bands above ground floor will be refurbished and refinished in a light grey contrasting colour, which will freshen the facades. The vertical structural elements between the windows will be refinished in a slightly darker grey colour.

The rear extension is contained within the rear service area courtyard and is not visible from the Duke's Road. The treatment of this building is quiet and understated with smooth vertically orientated cladding panels in a light grey colour to match the main hotel. A horizontal band at alternate floor levels will break up the overall cladding façade. A brick plinth to the lower ground floor is proposed to present a robust material to the working service area.

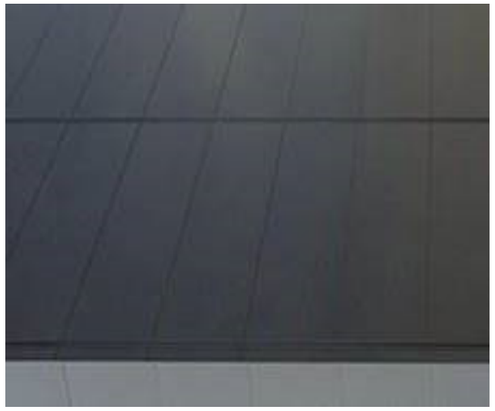
Fig. 24: Photomontage View from Euston Road

3.3.1 Materials

The existing building is treated in a limited pallet of materials of horizontal cladding bands and Upvc white framed windows. The existing cladding bands will be refinished with a light grey colour. Light grey cladding is proposed to the new rear extension and to the top and base of the roof projection. The sides of the roof element will be treated in a perforated metal cladding, with a bespoke abstract non-directional pattern. Some examples of a similar approach are shown in the images below in Figure 26. The surface of the metal panels will be finished in a metallic silver finish with a dark background behind to emphasise the positive and negative spaces within the pattern design. The dark grey continues on to the face and edges of the frame feature providing a contrasting colour palette to the roof element.
At ground floor level the render and bands of grass bricks will be over clad with a new tiled finish, in horizontal bands of varying height slate, grey coloured tiles. This material will unify the whole ground floor plinth and columns and provide a robust finish that is easy to maintain in this busy urban environment. The roof plant area above the existing brick plant room will be enclosed with a louvered screen as seen in the image below.

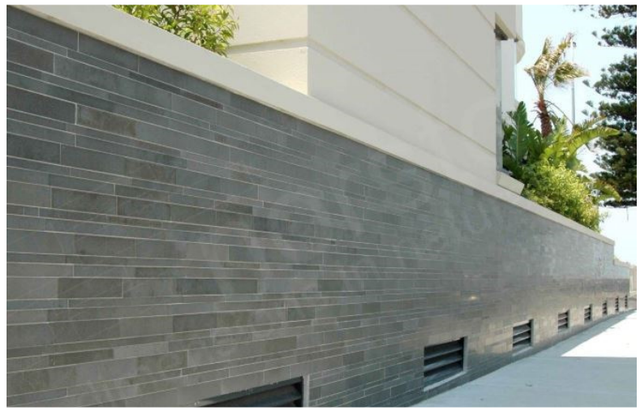
Fig.25: Proposed South East Elevation to Service Area Southern Boundary

Louvres to Roof Mounted Plant Enclosure



Vertical Metal Cladding
to rear extension and roof

Feature Perforated Metal Cladding to Roof Extension



Tiling to Ground Floor- Euston Road

Fig. 26: Proposed Materials

NORTH WEST ELEVATION

NORTH WEST ELEVATION

NORTH WEST ELEVATION

Fig. 27: Euston Road Ground Floor Elevation Study and Entrance Area Views

3.3.4 Euston Road Frontage

Figure 27 shows a study of the Euston Road ground floor frontage as existing and a proposed daytime and night time view. Approximately half of the existing frontage presents a blank inactive streetscape, consisting of a dark grey rendered wall, grass brick band and a row of single bedroom windows. The western end of the façade is active with full height glazing to the hotel restaurant and coffee shop. The restaurant entrance is shown in Figure 28 below, and is marked by a canvas awning within the building recess. The open arrangement of handrails, louvers, stairs and lift is confused and unwelcoming.

The internal re-configuration of the ground floor will replace the bedrooms with a branded, Bar & Block, restaurant. This will enable the entire frontage to be opened up with full height glazing. Restaurant branded, retractable awnings, above each section of window will provide interest and depth to the façade. The plinth below the windows increases in depth towards the eastern end of the buildings as the level of Euston Road falls. The plinth and columns will be clad in a slate grey tiled finish as described above in Section 3.3.3. 'Materials'. This finish will give texture to the façade at pedestrian level.

The new entrance recess is shared by the hotel and restaurant and will be marked by a slight projection of the ceiling soffit from the main cladding line. A clear brand identity will be given to each entrance. Light materials are proposed to the ceiling soffit, floor, walls and surfaces within the recess along with soffit lighting to create a light welcoming environment. Vision into this area, from the hotel reception and restaurant, is provided by panels of full height glazing on all three sides.

The existing entrance will be infilled with the main cladding line above brought forward to form a small section of flat roof over the infill.

Fig. 28: Existing Restaurant Entrance

Fig. 29: Photomontage View from Euston Road

3.3.5 Key Views

Key views were reviewed in the surrounding Conservation Area, to establish any viewpoints from where the development proposals would be visible. The analysis showed that this would be limited to a few streets in the immediate vicinity of the development at the northern edge of the Conservation Area. Figure 30 below shows the results in relation to the whole Conservation Area boundary.

A detailed review of the resultant areas was considered recognising ten key viewpoints from where the development would be fully visible or partially visible, these locations are indicated in the detailed section of map shown in Figure 31. A record photograph was taken from each of these ten viewpoints and are included in the images below. This clearly identified two main areas where the development would be fully visible Location 1 and 4. Verified views were commissioned to cover these two areas as follows, sight line location 1 from the edge of the Conservation Area looking east along Euston Road and a series of four viewpoints in location 4 around the junction of Burton Street and Flaxman Terrace. These sight line locations are shown in Figures 32- 37 as existing and proposed as a verified view. As can be seen from this analysis views of the extension is very limited and when visible is viewed against the skyline line of the existing Euston Road buildings. These views, and their relationship to the Conservation Area, are discussed in more detail in the 'Heritage Statement' that accompanies this application.

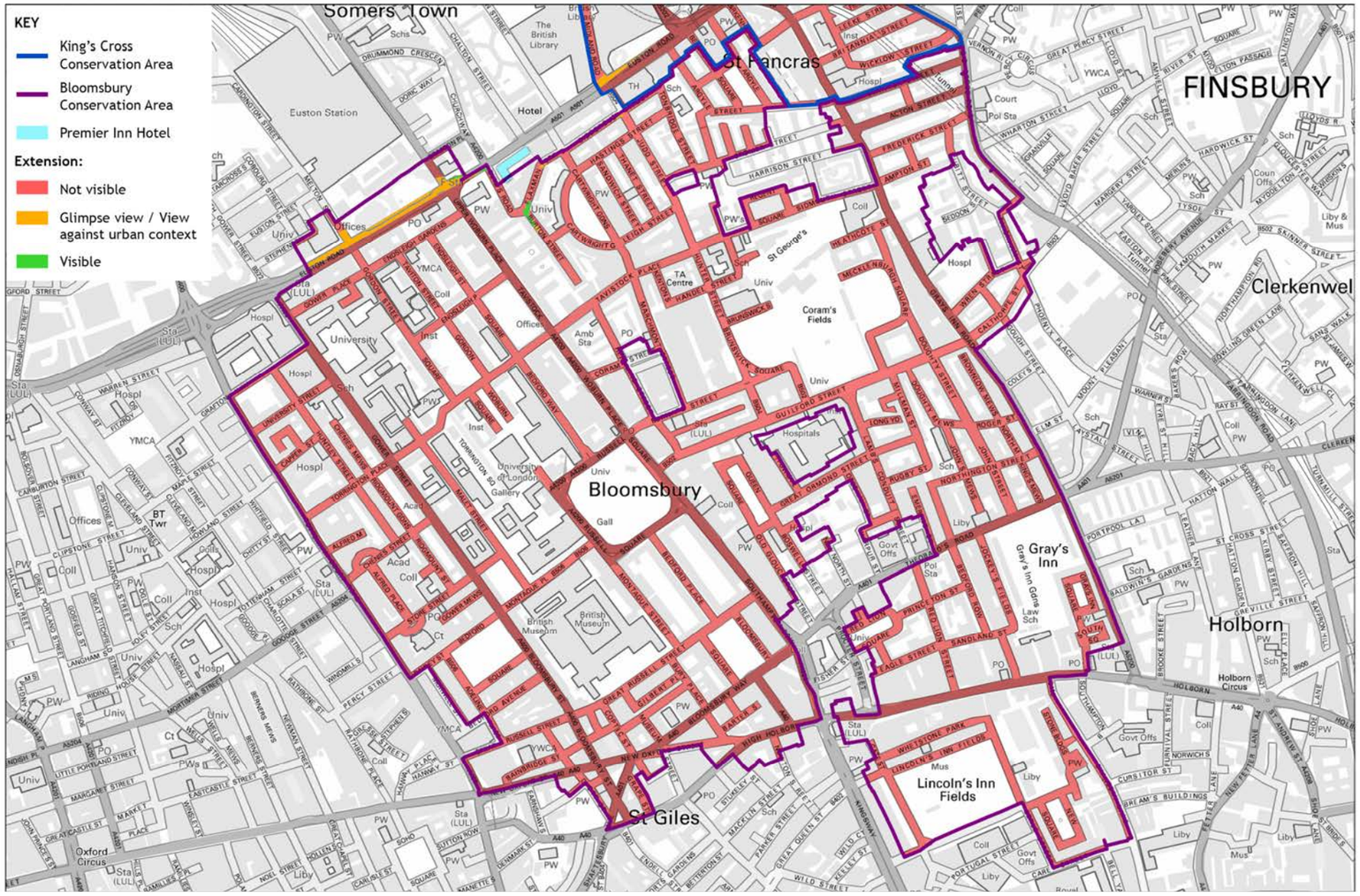


Fig. 30: Bloomsbury Conservation Area Heritage Sight Lines

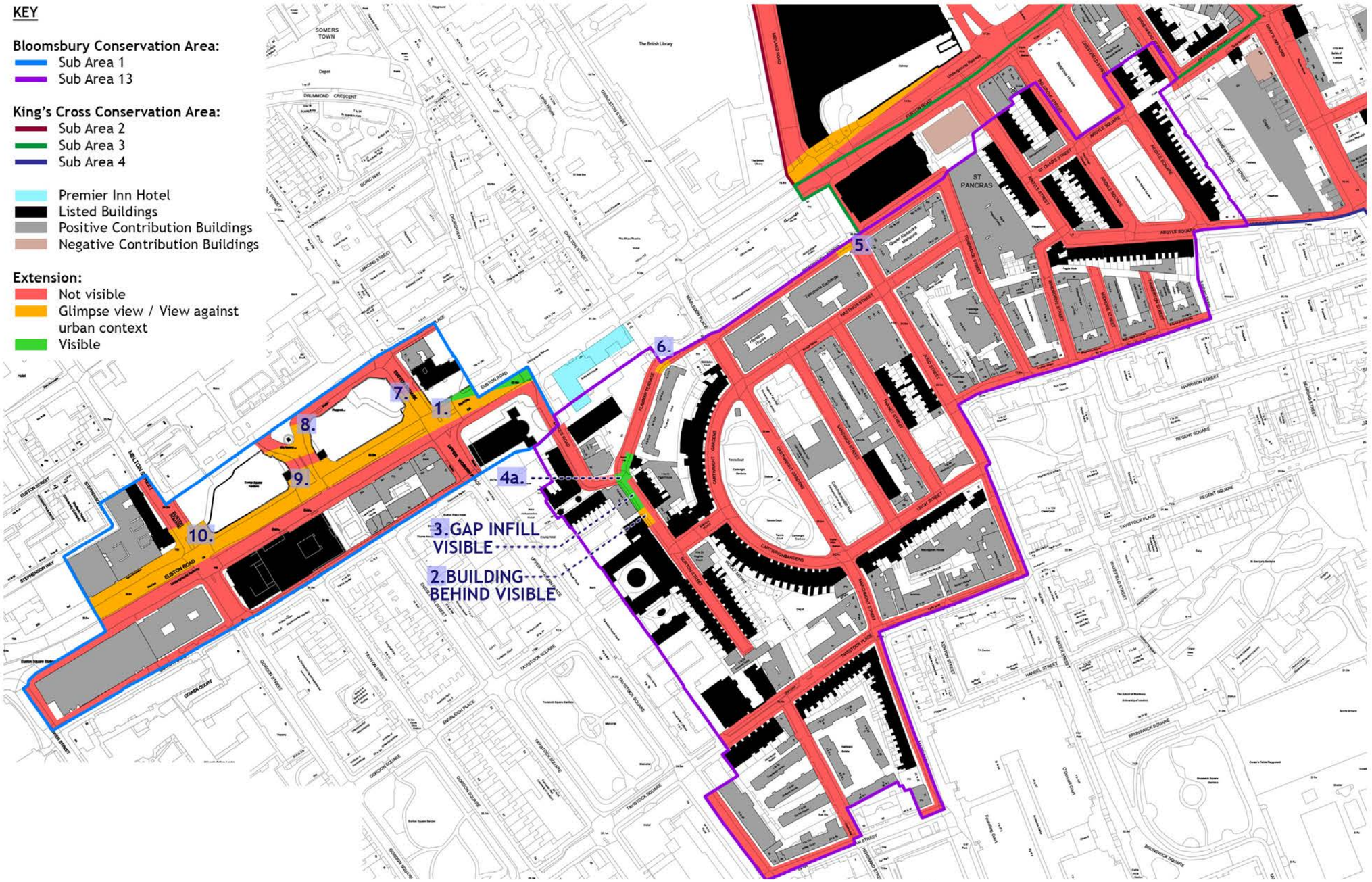
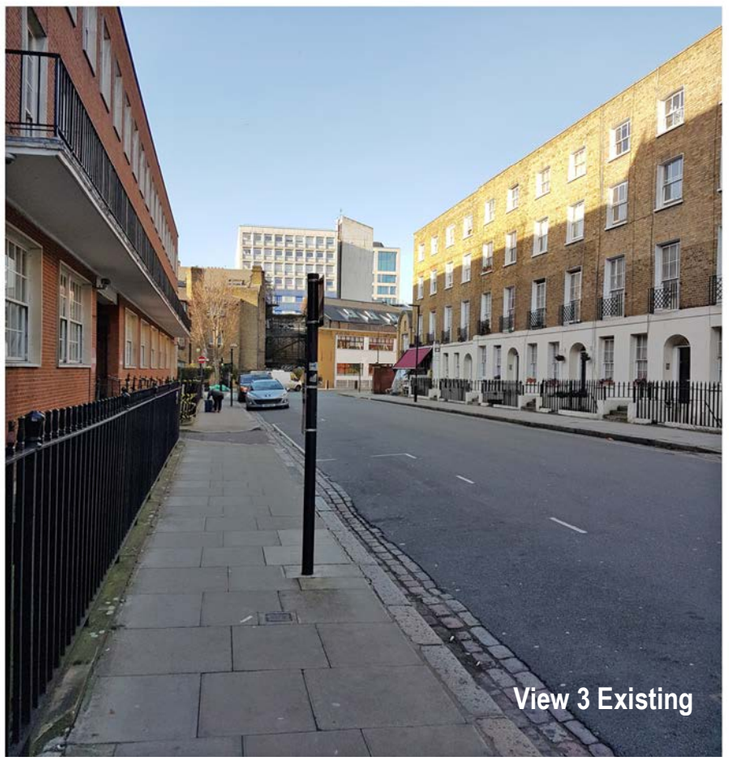
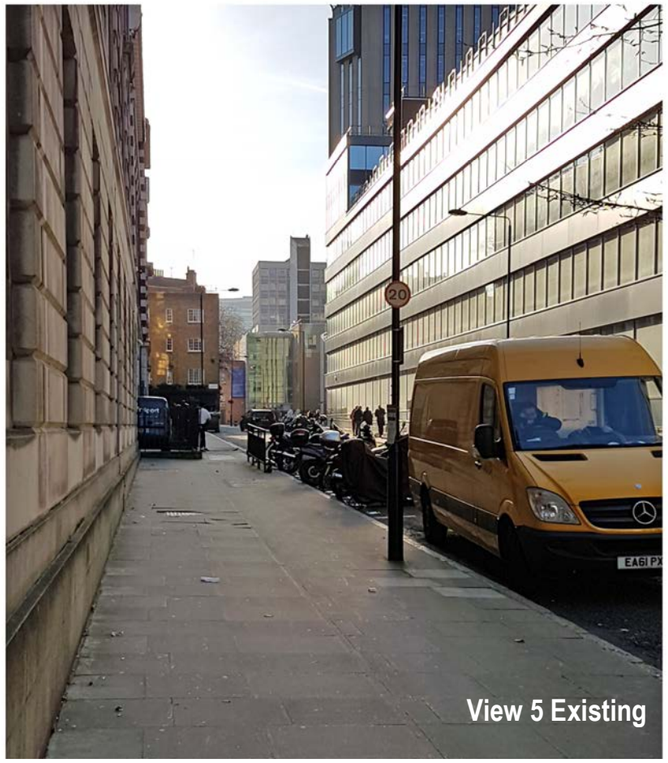


Fig. 31: Bloomsbury Conservation Area Heritage Sight Lines 1-10

Fig. 32: Sight Line View 1 – Existing & Proposed Verified View





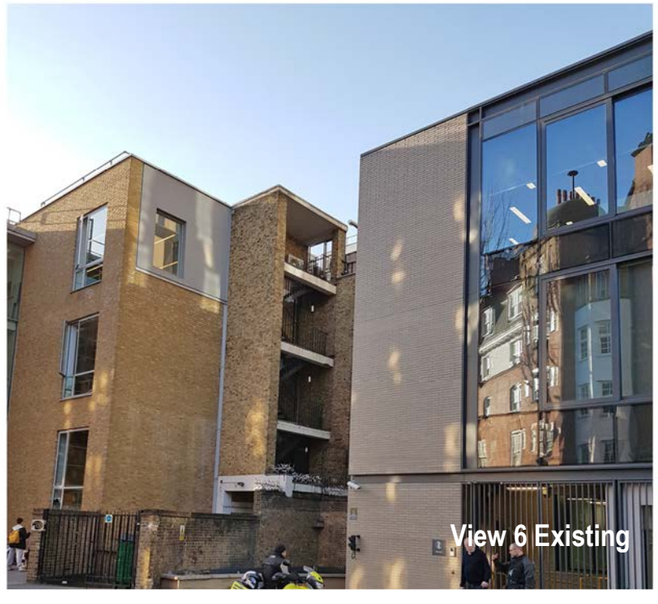


Fig. 33: Sight Line Views 2, 3, 5 and 6

Note: For detailed sight lines View 4 see Figure 35 & 36

Fig. 34: Sight Line Views 7-10 - Existing

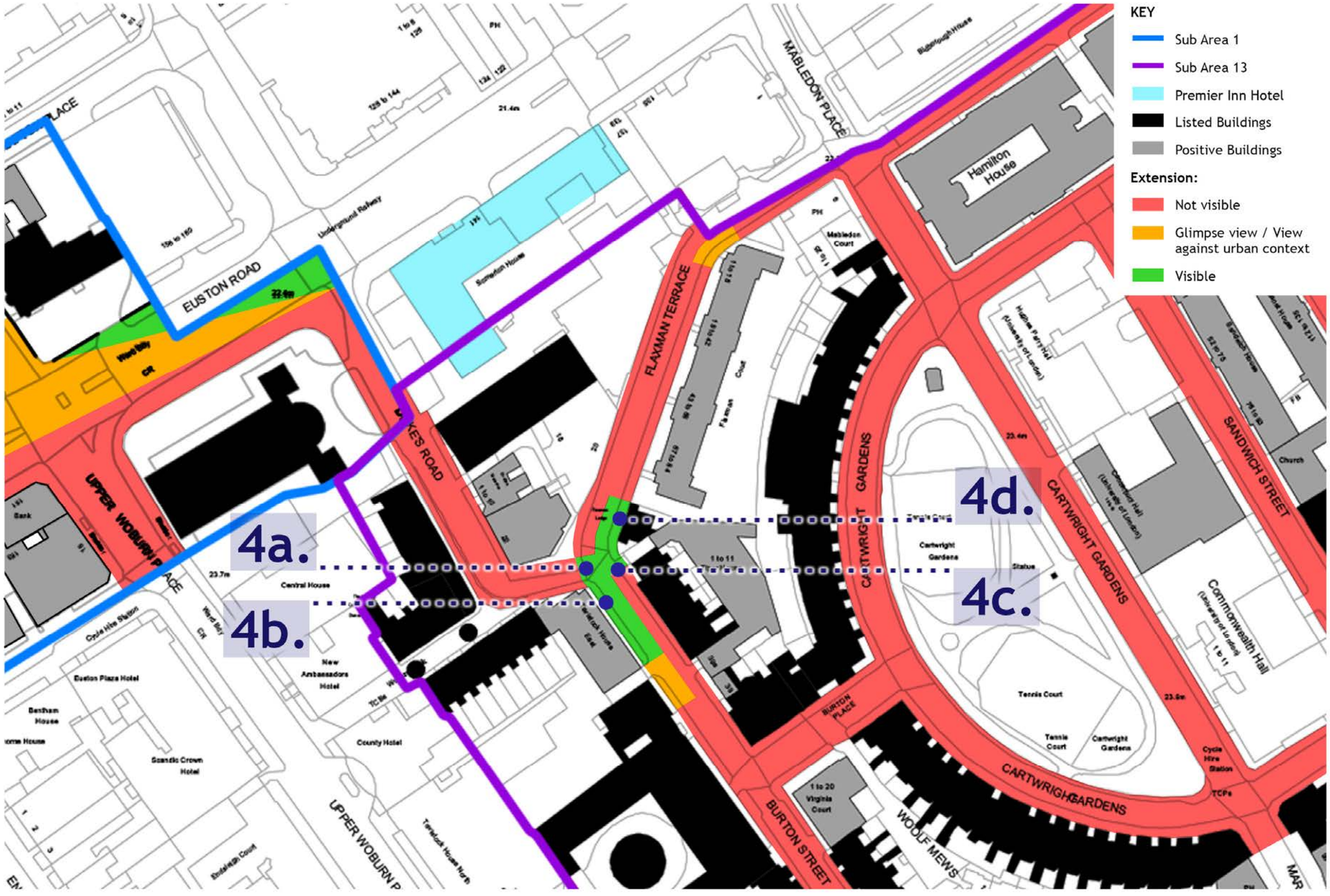


Fig. 35: Map Showing Detailed Sight Line Viewpoints at Location 4

Fig. 36: Sight Line Viewpoints 4a/4b Existing & Proposed

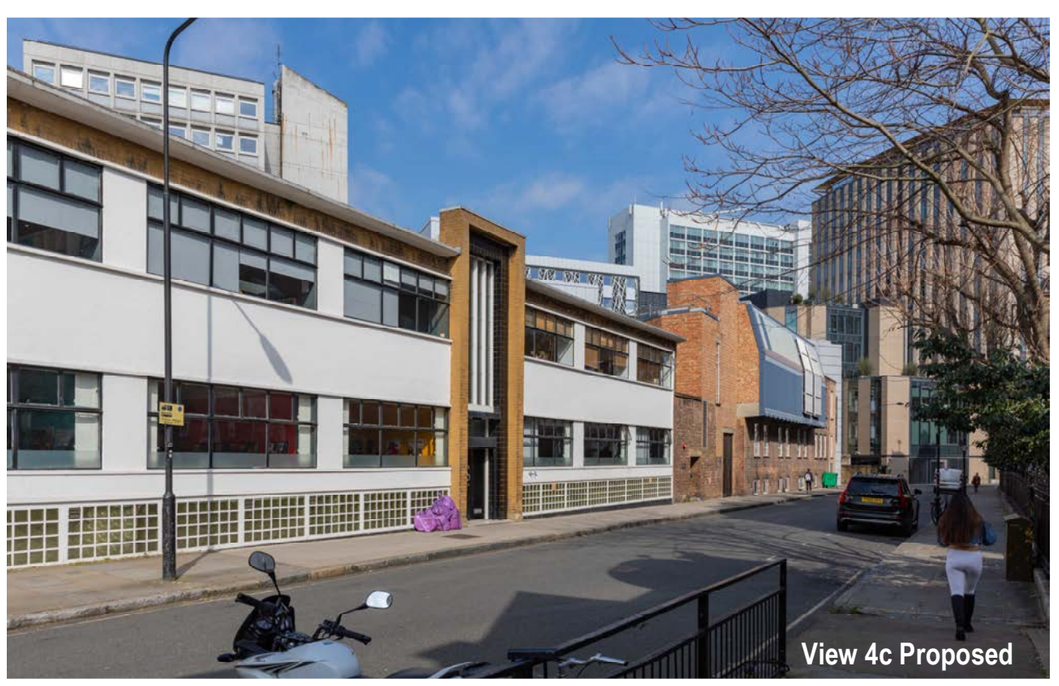


Fig. 37: Sight Line Viewpoints 4c/4d Existing & Proposed

Fig. 38: Sustainable Initiatives

3.4 Sustainability

This section gives a summary of the sustainable measure to be included in the Proposed Development.

Working with an existing building of this age will always present a challenge when trying to achieve an energy efficient development. The London Borough of Camden's Local Plan (2017) Policy CC2 'Adapting to climate change' requires non-domestic developments of 500 sqm of floorspace or above to achieve 'Excellent' in BREEAM assessments. The Proposed Development has been assessed against the BREEAM 2014 Bespoke methodology to incorporate both the new extension and refurbishment areas. The pre-assessment stage has indicated a BREEAM 'Very Good' rating is achievable for this site. For full details refer to the BREEAM Pre-Assessment Report which accompanies this application.

The Applicant is committed to reducing its carbon footprint through reducing emissions, embodied energy and energy consumption. Intelligent design and sustainable initiatives, these are incorporated into all new hotels and restaurants, and wherever possible extensions, to not only reduce energy usage and emissions, but also to provide a more comfortable environment to work and stay.

Below is a brief summary of sustainable initiatives to be included within the proposed extension,

- Building 'U' values beyond the minimum standards of the Building Regulations
- Building air permeability of 5m3/m2h @50Pa or lower
- Use of glazing to restaurant and hotel reception to introduce natural light into the main sales area.
- All lighting to be based on LED lamps or low energy high frequency fluorescent lighting with efficiency exceeding Building Regulation requirements
- Occupancy controlled lighting circuits to guest bedrooms
- Occupancy sensors to corridors and ancillary areas
- Mechanical ventilation and heat recovery
- Highest efficiency and best energy rating white goods
- Inverter controls to all pumps and fan motors where appropriate.
- Low water taps and waterless urinals Passive infra-red sensor (PIR) operated taps and low capacity water cisterns in the toilet areas to minimise water usage
- Light weight sedum to rear extension roof and on the existing hotel roof between Somerton House and the proposed roof top extension.
- Introduction of planters to external areas on Duke's Road
- Local materials sourcing where practical

Full details of all the proposed sustainable measures are provided in the 'Sustainable Energy Strategy Report – SESR – PL4 SESR' that accompanies this application.

Figure 39 shows the access connections serving the site.

The Euston Road area is a northern gateway to London, facilitating journeys for many hundreds of thousands commuters and Londoners who pass through it's transport interchanges on a daily basis. The hotel site sits at the heart of the area with the three major rail termini of Euston, St. Pancras and King's Cross, within 500m. Underground stations at Euston, Euston Square and King's Cross St. Pancras, provide links to all major underground lines and are within a short walk of the site. In addition St. Pancras provides international rail services via Eurostar.

The existing hotel entrance will be removed on Duke's Road and replaced with a relocated and enhanced new access on the Euston Road frontage. This will become the primary pedestrian route serving the hotel and branded restaurant. The building frontage will be recessed to provide a covered open access. Due to the relationship of Euston Road with the ground floor level at this point stepped access is required. Disabled guest access will be via a new platform lift. Access to the Costa coffee shop on the corner of Euston Road/Duke's Road will be improved, from the current stepped access, with the introduction of a new pedestrian ramp, facilitating level access.

There is currently no cycle parking facilities within the site. 10 public cycle spaces are located in front of the hotel on Euston Road. The application proposes an improvement to the existing situation by providing 10 new, short term, cycle parking spaces on Duke's Road located on the improved decked seating area. A further 12 long term cycle parking spaces will be provided within the service yard in the rear extension undercroft for staff and guest use. By the nature of this location, these spaces will be covered and offer added security for long term parking.

Bus services are readily accessible to the site with a full range of services available from Euston Bus Station within 250m of the hotel entrance. Bus stops on Euston Road are in close proximity with west bound services located 70m to the east

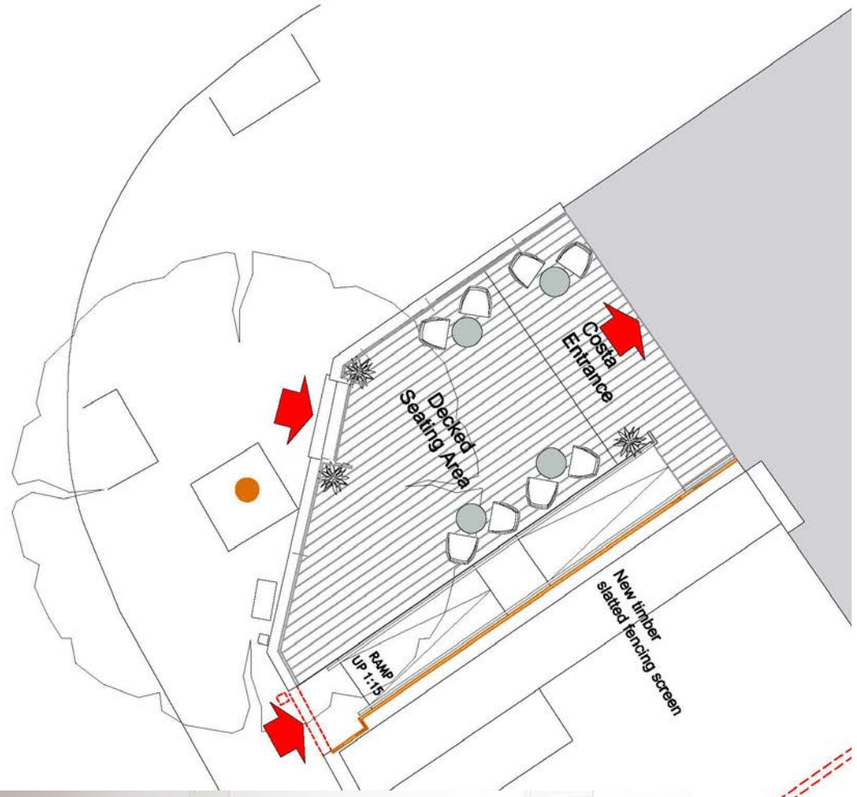
Euston Road (A501) is a red route, with a designated bus lane running in front of the site. The red route extends a short distance into Duke's Road, beyond which double yellow lines and loading restrictions are in force.

Service vehicles will continue to use Duke's Road entering the rear service area to the side of the hotel building. An access ramp leads down into the lower ground floor service yard, controlled by an access barrier, located at the top of the ramp with intercom to the hotel reception and security gates at the base of the ramp. Turning for service and refuse vehicles is maintained within the yard.

For further details of all transport matters refer to the 'Transport Statement' which accompanies this application.

Fig. 39: Transport Connections Plan

4.0 ACCESS



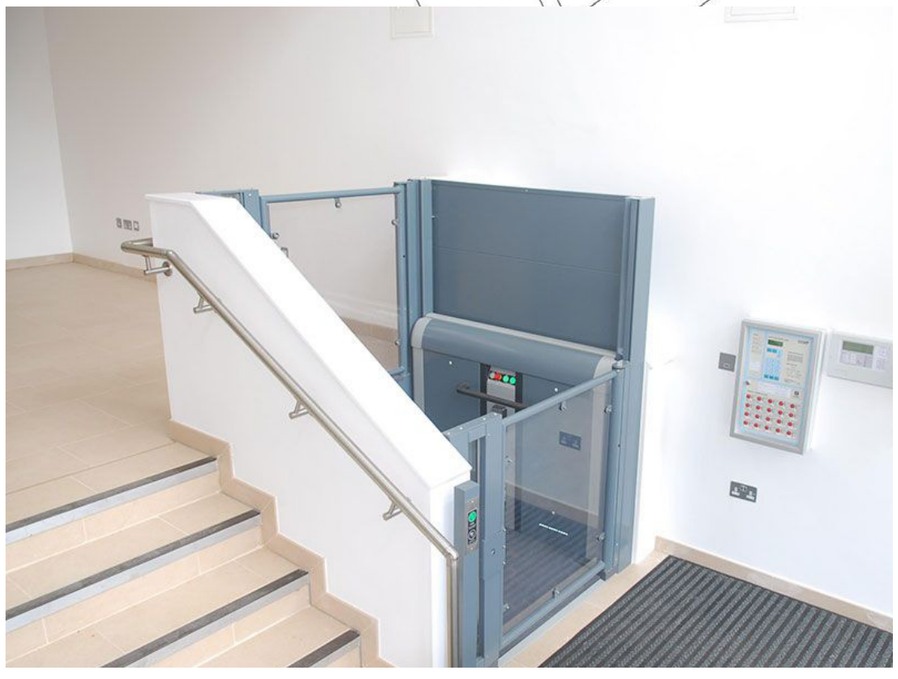
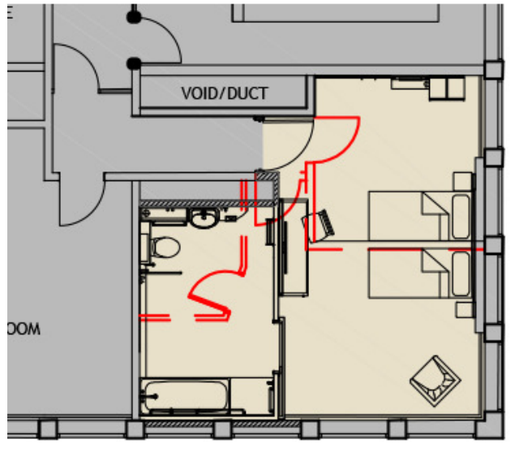


Fig. 40: Improved Access Proposals.



All elements of the hotel extension have been designed in accordance with Approved Document Part M of the Building Regulations and take into account the Disability Discrimination Act of 2004. As previously described, improvements will be made to the hotel and coffee shop access for disabled guests. Within the site facilities for disabled people will be provided including, guest bedrooms, toilets and parking spaces. Access from the car park will be on a level approach and be trip hazard free. A new platform lift will be included in the entrance proposals on Euston Road. Currently twelve accessible bedroom are located within the hotel, one will be removed to facilitate the ground floor conversion. Eight new accessible bedrooms will be provided within the hotel this represent 10% of the extended bedrooms and one replacement. Lift access is provided to all floors. An additional lift is proposed within the rear car park extension.

Escape from the building and car park, by guests and staff will be made by properly signed escape routes and fire exits.

Site security initiatives have been considered in the design of the layout with key items as outlined below,

Security – The rear service area access is controlled via vehicle barrier at the top of the ramp, with intercom, and security gates. These will be maintained within the extension proposals. A meeting was held on site with the Crime Prevention Officer in June 2019 to discuss any current issues and to highlight any recommendations. It was noted that incidents of crime in the rear service area had dropped significantly since the installation of the security gates. Some additional improvements to the gates were suggested. In addition a gate was recommended within the yard to close off the area behind the proposed extension, openable only from the direction of escape in the event of a fire and this has been incorporated in the scheme.

Surveillance – The hotel currently provides CCTV surveillance of the car park and service area, linked back to the 24hr manned reception. This will be adapted to suit the new proposals.

External Lighting – The car park will be well lit providing an illumination level of 30 Lux to the car park and 15 lux to pedestrian walkways.

SUMMARY 5.0

This document has been prepared to support the planning application for the proposed hotel extension at London Euston. A brief summary of all the sections within this report is given below.

Use – The site has established hotel use.

Amount – On the 0.31 ha (0.766 acre) site, the Premier Inn hotel currently has 265 bedrooms over the lower ground plus six storey building. The proposed extension will construct an additional 90 bedrooms and create an overall net increase of 66 bedrooms, bringing the total number of rooms post extension to 331. Five car parking spaces will be retained on site for hotel use. The 4 no. disabled spaces will be retained.

Layout – Following the context analysis, the proposed scheme will provide the following features,

- Comprehensive re-configuration of the ground floor to provide an new entrance from Euston Road, enlarged hotel reception and branded restaurant with separate entrance
- Rear service area extension comprising lower ground plus six floors of bedroom accommodation and a vertical circulation core serving the roof extension
- Two floors of bedroom accommodation above the hotel
- Rationalised plant room and roof mounted enclosure
- Removal of existing entrance and bridge link on Dukes Road
- External area improvements to Duke's Road

Scale – The proposed roof extension, will provide an additional two floors of accommodation, above the hotel. The increase in building height is totally appropriate within the context of the urban setting and follows many recent examples in the immediate vicinity. The rear extension has been set at a height to match the existing hotel building and will be hidden within the enclosed service area courtyard.

Appearance – The tired 1960's building will be refreshed with an emphasis on opening up the ground floor to provide an active streetscape to the Euston Road frontage. A new entrance will provide a recognisable access into the building and full height glazing will provide vision into the reception lobby and restaurant. The roof extension provides a modern addition to the building with a strong design and use of distinctive materials. The rear extension will follow a simple clad form within the enclosed service are courtyard.

Access – The site is fully accessible to all major transport connections, being in the heart of the Euston Road transport hub. The emphasis on the design has been to provide a simple, clear and accessible layout that is easy to use and fully inclusive. Facilities for disabled guests have been included in the hotel and car park. Internally facilities such as toilets and clear signage are incorporated in accordance with Approved Document M of the Building Regulations.