



We're looking to invest further in our existing Premier Inn London Euston hotel on Duke's Road.

In response to consistently high occupancy levels and demand from our guests in the area, we're proposing to:

- Extend our existing hotel to add an additional 67 bedrooms
- Introduce our latest branded restaurant, Bar + Block Steakhouse
- Reconfigure the ground floor to create a new reception area and a new main entrance to the hotel from Euston Road
- Enhance the external façade of the hotel and restaurant to improve the overall appearance of the building

Our proposals have been carefully designed to complement the complex site and ensure minimal impact on existing hotel operations and our neighbours.

Not only will the extension allow us to welcome more guests to the area, but it will also increase the employment opportunities we offer in the London Borough of Camden

You can find out more about our proposals for the Premier Inn London Euston on the following pages, and please just get in touch with us if you'd like any further information.

GET IN TOUCH

If you have any comments about our proposals, or would like to speak to a member of the team, please contact:

✉ info@onedukesroadextension.co.uk

James Anderson, Whitbread Property Communications Manager on 07850 944798

Emily Barnes and Richard Pia, Camargue on 020 7636 7366



Our Proposals

Whitbread is seeking to extend its existing Premier Inn hotel on Euston Road to provide an additional 67 bedrooms for guests, as well as improve the external appearance of the building and reconfigure the ground floor with a new restaurant, reception and main entrance to the hotel.

The proposed changes represent a multimillion-pound investment into the hotel and comprise the following:

THE ROOF EXTENSION

The proposed two-storey extension to the roof of the existing hotel would remain lower than the western wing of the property (Somerton House), as well as other neighbouring buildings. The roof extension will be visible from certain Somerton House residences, however it will be 10 metres away from the nearest existing property and no hotel windows will overlook existing Somerton House residences.

Current rooftop plant and equipment will be relocated further away from Somerton House and will be screened by the new roof extension.

The extension faces onto Euston Road, but will not significantly change the view along the main Euston Road or the Bloomsbury Conservation area, given the height of neighbouring buildings. The finish of the extension is intended to be in keeping with the rest of the hotel façade.

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Proposed North West Elevation - Euston Road plan



Proposed South East Elevation - To Service Area plan

THE REAR EXTENSION

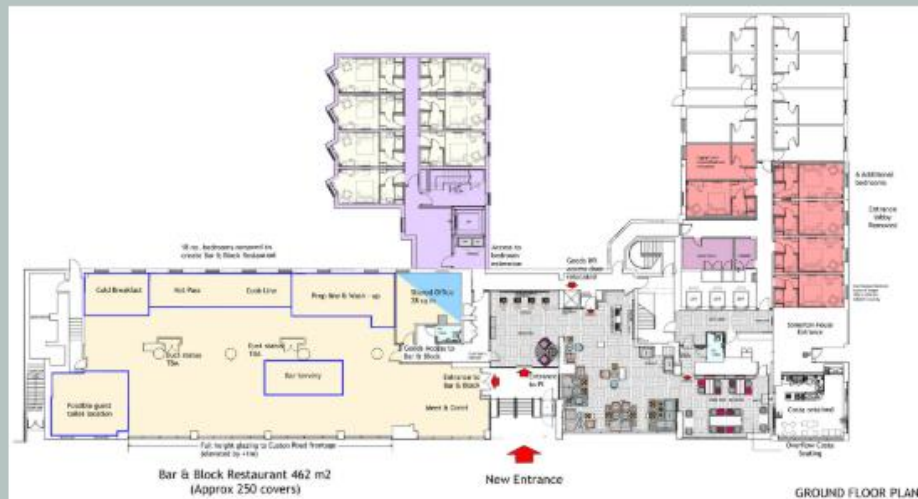
The six-storey rear extension would be built on stilts in the service yard at the rear of the hotel. The roof of the proposed annex is one floor below the lowest residential floor of Somerton House. It would not be visible from Euston Road and is mainly obscured from Duke's Road.



PLANS FOR THE GROUND FLOOR

The ground floor will be reconfigured with a new 200-cover Bar+Block Steakhouse to replace the existing Thyme restaurant. The new restaurant will create an active frontage onto Euston Road, improving the appearance of the building at street level.

A new reception area will also be created, with a new main entrance to the hotel from Euston Road. The existing entrance via the bridge on Duke's Road will be removed, with access solely from the new Euston Road entrance.



IMPROVING THE EXTERNAL FAÇADE

As part of our plans to extend the hotel, we are proposing to refresh the external façade of the hotel and restaurant to improve the attractiveness of the building.



FAQs

Why does Whitbread want to make these improvements?

The hotel currently has 265 bedrooms. It trades at an above average occupancy rate and is one of the most popular Premier Inn hotels in our network due to its prime location near Euston, King's Cross and St Pancras International rail stations.

To continue to meet demand from our customers at this major transport hub – and particularly ahead of the arrival of the new HS2 terminal in Euston – we want to extend our existing hotel to add additional bedrooms and make improvements to our restaurant offer and ground floor facilities.

When would the works take place?

Premier Inn's extension team is currently working on a planning application for the proposals, due to be submitted to the London Borough of Camden later this summer. We expect that, following registration of the planning application, the Council will make a decision on the application within approximately 13 weeks.

The development can't proceed until the Council grants planning permission, and feedback can be submitted as part of the planning process.

If planning permission is granted, the construction work will take approximately 65 weeks to complete.

Will I be impacted during construction?

Whitbread is committed to being a good neighbour and will try to minimize disruption as far as possible.

If the planning application is approved, there will be an opportunity to submit feedback specifically on the draft Construction Management Plan (CMP). The CMP will have full details on the construction plans, including information on working hours and the ways of working on site.

Contact details for the project team would be made available before and during the construction process to discuss any concerns.

Would the hotel close during construction?

During construction, the hotel would still be open as usual and any disruption to guests will be kept to a minimum. The work on the ground floor will require temporary closure of the in-house restaurant, however breakfast will continue to be available to hotel guests throughout the works.

Will fire escape routes be affected?

All existing fire escape routes will be maintained during the proposed extension construction phase and following completion of the works.

Will car parking spaces be lost?

Under the proposals, the number of car parking spaces for Premier Inn guests will be reduced from ten to eight spaces. There will be no permanent impact to those Somerton House residents who have a right to use the car park.

During construction of the proposed development, all Premier Inn guest parking will be suspended, but access for Somerton House residents with parking rights will be maintained.

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Emily Barnes and Richard Pile, Camargue on 020 7636 7366







News and updates

We are currently in the process of discussing the proposals with our neighbours and preparing a planning application, which will be submitted to the London Borough of Camden later this summer.

We're expecting that, following registration of the planning application, the London Borough of Camden will be making a decision on the application within 13 weeks.

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