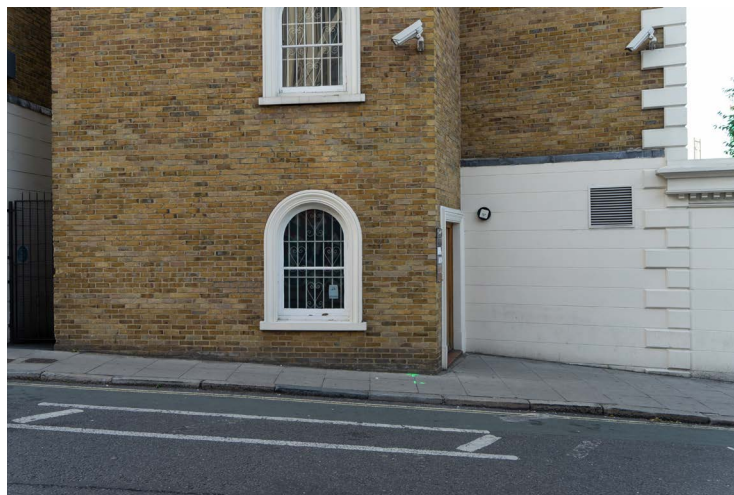




Evening view of main hotel entrance.



Regent's Park Road corner.



5.6.1

The existing public realm in need of a significant uplift which would be to the benefit of both the proposed development and of the wider context. The logistics of an existing delivery restaurant take up large part of the space. Similarly a public toilet and poor quality fixed street furniture render the space unattractive and inflexible.

5.6.2

There are limited options to develop landscaping and open spaces within the planning boundary of the site. However the Applicant is committed to improving the public realm in front of the building and working with the London Borough of Camden and their emerging transport / public realm designs to provide a high quality landscape setting that is beneficial not just to the hotel but also the public streetscape.



- 1. Hotel entrance - Public Bar / Cafe
- 2. Covered entrance.
- 3. Potential Outdoor seating area.
- 4. Proposed enhanced landscaping.
- 5. Retractable public toilet.
- 6. Light-well to LGF Rooms
- 7. Bike store.
- 8. Neighbouring Building
- 9. New Tree to be planted

5.6.3
The proposals will explore opportunities to deliver substantial improvements to the public spaces around Regent's Park Road and Adelaide Road. These improvements will help activate the street frontages and deliver an enhanced experience for pedestrians.



5.7 APPEARANCE & CHARACTER

5.7.1

The architectural character is developed from a deep understanding of Camden and its historic and present day architectural character. The site is a prominent corner site with significant public open space in front of the primary facade. As is the case with many of Camden's finest buildings, our proposals are expressive of the building's function. The fenestration pattern is reflective of the functional arrangement of hotel rooms and their corresponding size, in an efficient and logical layout.

5.7.2

The predominant base material is brick with arched window openings defining the window head. A simple window frame and panel sit within the opening. Arched window openings articulate the staircase in the rear facade, providing openings to both landing and half-landings from levels one to six. Recessed brick 'blind windows' have been introduced to the party wall above the neighbouring building along Regent's Park Road. Window opening sizes vary only to express the increase in height to reflect the more generous nature of the public areas of the ground floor.

5.7.3

Many of Camden's corner buildings are however more aesthetically expressive and flamboyant. In subtle acknowledgment of this, our proposals stagger the colour of brickwork with darker bricks towards the base of the building and lighter brickwork to the top. The colour of the concrete arches remains lighter and consistent throughout the facade therefore being more expressive at the lower levels of the building. The mortar course also remains consistent and therefore prominent at lower levels, adding secondary levels of visual interest and intrigue at a human scale. The lower northern block provides amenity space for the hotel guests and is accessed from the circulation corridor at level 04. This provides valuable amenity space for guests but also provides visual interest higher up the building.



East Elevation

5.8.1

The building embodies a simple elegance, that is expressive of its function but with a layering of further detail suitable to the prominence of buildings position and townscape setting. The illustrative colour elevations highlight the subtle variations in detail to achieve this effect.