

DESIGN & ACCESS STATEMENT

Carlton Court, 120 Maida Vale, W9 1QA



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“OUR LOCATION IN THE HEART OF MAIDA VALE WILL
MEAN THAT WE CAN PROVIDE A GREAT EXAMPLE
OF CONTEMPORARY URBAN SUSTAINABLE DESIGN,
IMPROVING THE QUALITY, VARIETY AND DISTRIBUTION
OF VISITOR ACCOMMODATION WITHIN THE ST JOHN’S
WOOD CONSERVATION AREA.”

AC DESIGN SOLUTIONS





INTRODUCTION

01



INTRODUCTION

This Design and Access Statement has been prepared by AC Design Solutions Ltd. On behalf of Wy Developments Ltd. ("The applicant") in support of a full planning application to the Westminster City Council, for the proposed retention of the existing 5 storey building and removal and replacement of the existing 3 storey rear extension to provide a 31 room apart-hotel at Carlton Court 120 Maida Vale, W91QA ("the site").

The proposal (Scheme 2) consists of the retention of the existing 5 storey building on site and removal and replacement of the existing 3 storey extension to the rear to provide a 31 room apart-hotel (C1), together with associated landscaping, refuse storage and car and cycle parking.

The proposal responds to the feedback presented in the pre-application P21/00520 (Scheme 1) for the demolition of the existing buildings and construction of a new part 5 storey and part 3 storey building to provide new residential dwellings (C3). Given the councils emphasis on sustainable buildings and the schemes similar scale and appearance to the existing 5 storey building, the council thought a retrofit would be more appropriate to reduce the carbon footprint, resources and materials. Hence the proposal changed to a apart-hotel.

The proposal includes a mixture of both 1 and 2 bedroom suites. One the ground floor there is a 1 bedroom suite and an interchangeable 2 bedroom or two 1 bedroom suites for guests with accessibility needs. The accommodation is accessed via the main entrance on Maida Vale road, as well as two side entrances along the southern boundary. One for access into the dining hall and the other to allow quick access for guests to accessible suites. The entrances will tie

into the major arterial circulation spaces to allow for easy movement. Circulation spaces connect to main stair and lift. To the rear of the site is guest parking and private garden areas.

The proposed design aims to be an exemplar for contemporary urban sustainable construction, through a strong emphasis on retention and retrofitting the existing 5 storey building, rather than demolishing it, as encouraged in Policy 38 of the City Plan (2019-2040). The awkward existing 3 storey extension will be demolished and materials re-used to create a new extension of architectural merit, which will unify the existing and new building forms through the use of high quality design detailing, materials and composition. Thus sitting well within the character of its neighbouring properties and bringing the building into the 21st century. The proposed extension will also give opportunities for additional biodiversity through green roofing and renewable energy and the rear garden will enhance green space on site as there is currently limited landscaping. The project will provide a varied, high-quality distribution of guest accommodation in the St John's Wood Conservation Area.

This document sets out the process and rationale that has led to the proposed design, It focusses on the response to the site location and context, the design development history, how it is integrated into the neighbourhood, and the approach taken to materials, massing, layout and external appearance.

The purpose of this Design and Access Statement is to explain the design, as well as illustrating the processes considered for the application which determines the development proposal. It should be read in conjunction with the accompanying technical information and the full set of planning drawings.

PROFESSIONAL TEAM

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SITE ASSESSMENT

02



SITE LOCATION AND CONTEXT

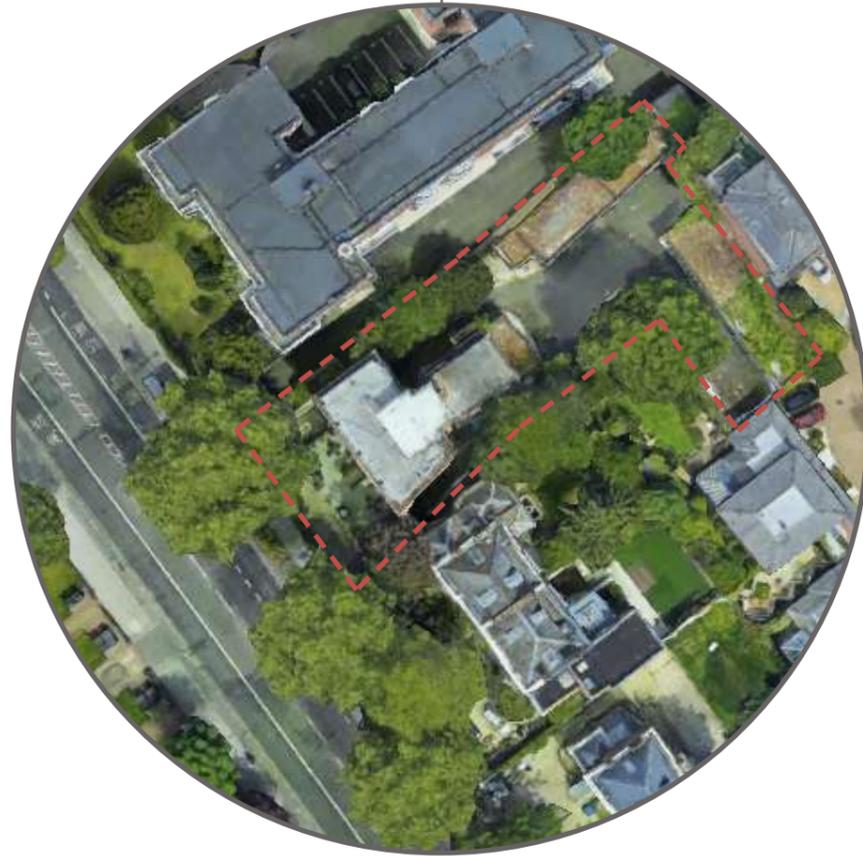
The site is Carlton Court 120 Maida Vale, London W9 1QA and is situated in a predominantly Residential Area within the administrative borough of Westminster City Council.

Carlton Court is located on the eastern side of Maida Vale in the St John's Wood Conservation Area. The main building and outbuildings are unlisted, however the neighbouring buildings to the south are Grade II Listed. The site is located outside of the Central Activities Zone (CAZ) and is not on a CAZ frontage or within a special policy area.

The existing building comprises of two parts, a five-storey building which fronts onto Maida Vale and a rear three storey extension which extends back into the application site. To the rear of the site there are existing garage structures, some of which have been converted to ancillary storage and office space for the hotel.

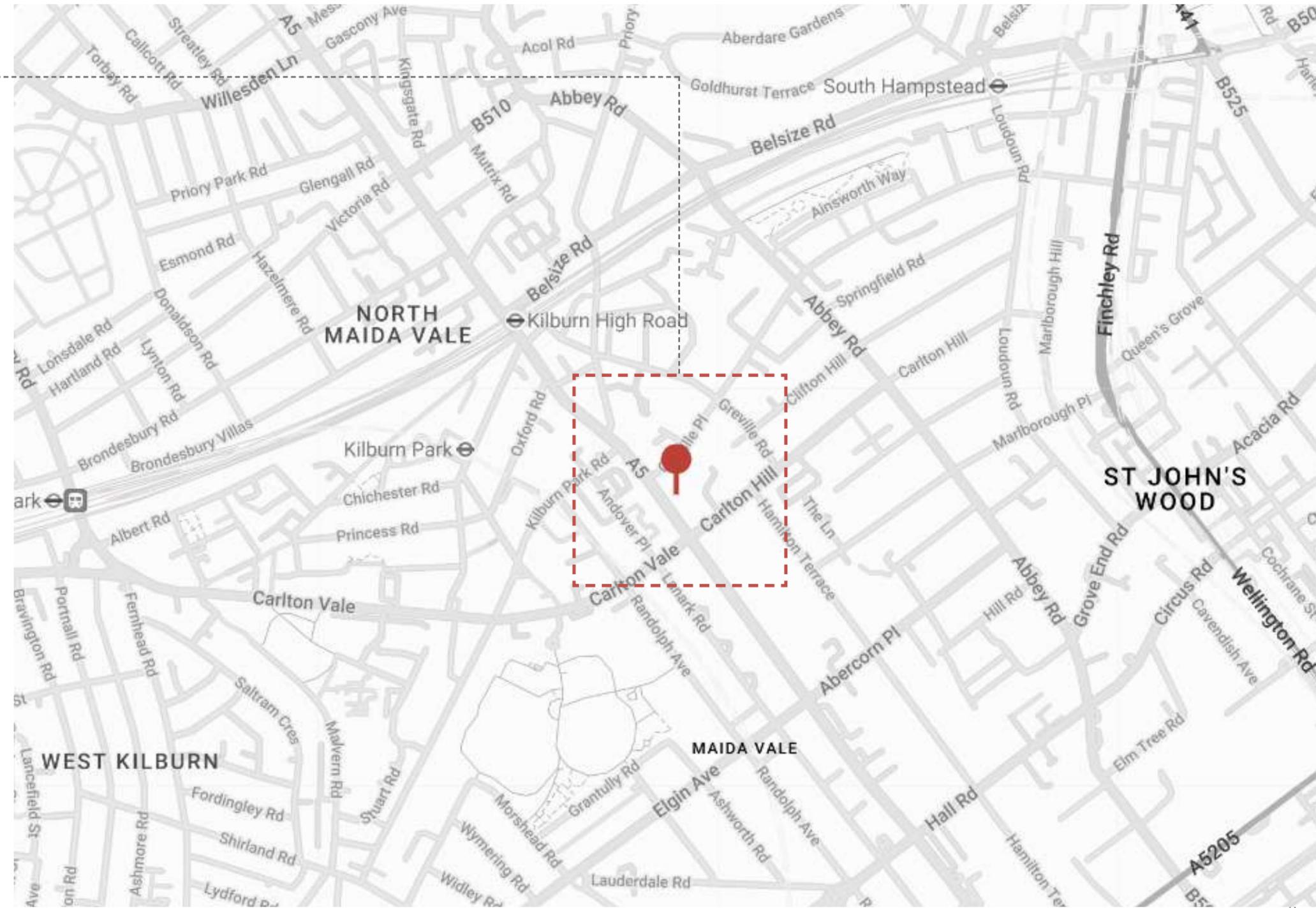
To the north of the property on Maida Vale road is a residential block of flats called Greville Hall, which face onto both Maida Vale and Greville Place, which runs between the application site and Greville Hall. To the east on Maida Vale are large two and three-storey residential dwellings, within a private development called Hillside Close.

The site itself is in a sustainable location. It is close to London Zoo and Baker Street and approximately 1.9 miles from Marble Arch and 2 miles from Park Lane . It is within walking distance of Maida Vale, Kilburn Park, St Johns Wood and Kilburn High Road London Underground Stations.



ABOVE:
FIGURE 1. THE SITE

RIGHT:
FIGURE 2. LOCAL CONTEXT





SITE SETTING

The Building is currently Vacant and was previously occupied by a mid 20th century hotel building (Carlton Hotel). Fronting Maida Vale, the Carlton Hotel is set over ground and four upper levels to the front elevation and three storeys high to the rear elevation. There is also a plant room at sixth floor roof level. The building mass steps back slightly with the use of a mansard roof at fifth floor level.

To the rear of the site there are existing single storey garage structures, which line the party walls on the north-west and north-east boundaries. The garages provide parking, with some having been converted to ancillary storage and office facilities for the hotel. There are currently two access routes to the rear, down either side of the building. The rear area is currently all hard standing and used for parking.

In terms of architectural presence, Maida Vale is a mostly residential Conservation Area with an eclectic mixture of residential architectural building types, which consists of many large late-Victorian and Edwardian blocks of mansion flats sometimes surrounded by large internal communal gardens. The main road to the south-west of the site comprises of this typology.

The newer contemporary structures add to the varied architectural landscape, which leads to a redevelopment of the highest standard, illustrating a contemporary design that respects the character, scale and hierarchy of the existing context.

The site has a good PTAL (Public Transport Accessibility Level) with St Johns Wood (Jubilee), Kilburn Park and Maida Vale (Bakerloo) being the nearest Tube stations and Kilburn High Road being the nearest Overground Station. 24 hour bus routes are in close proximity along Maida Vale to the west and Abbey Road to the east. Access to LCN (London).

The area has good public amenities with bars, restaurants, religious buildings, libraries, primary and secondary schools, supermarkets, theatres, sports and recreation grounds and gyms in the immediate vicinity - ideally placing the site for a hotel at the proposed capacity. The site is located outside of the Central Activities Zone (CAZ) and is not on a CAZ frontage or within a special policy area.

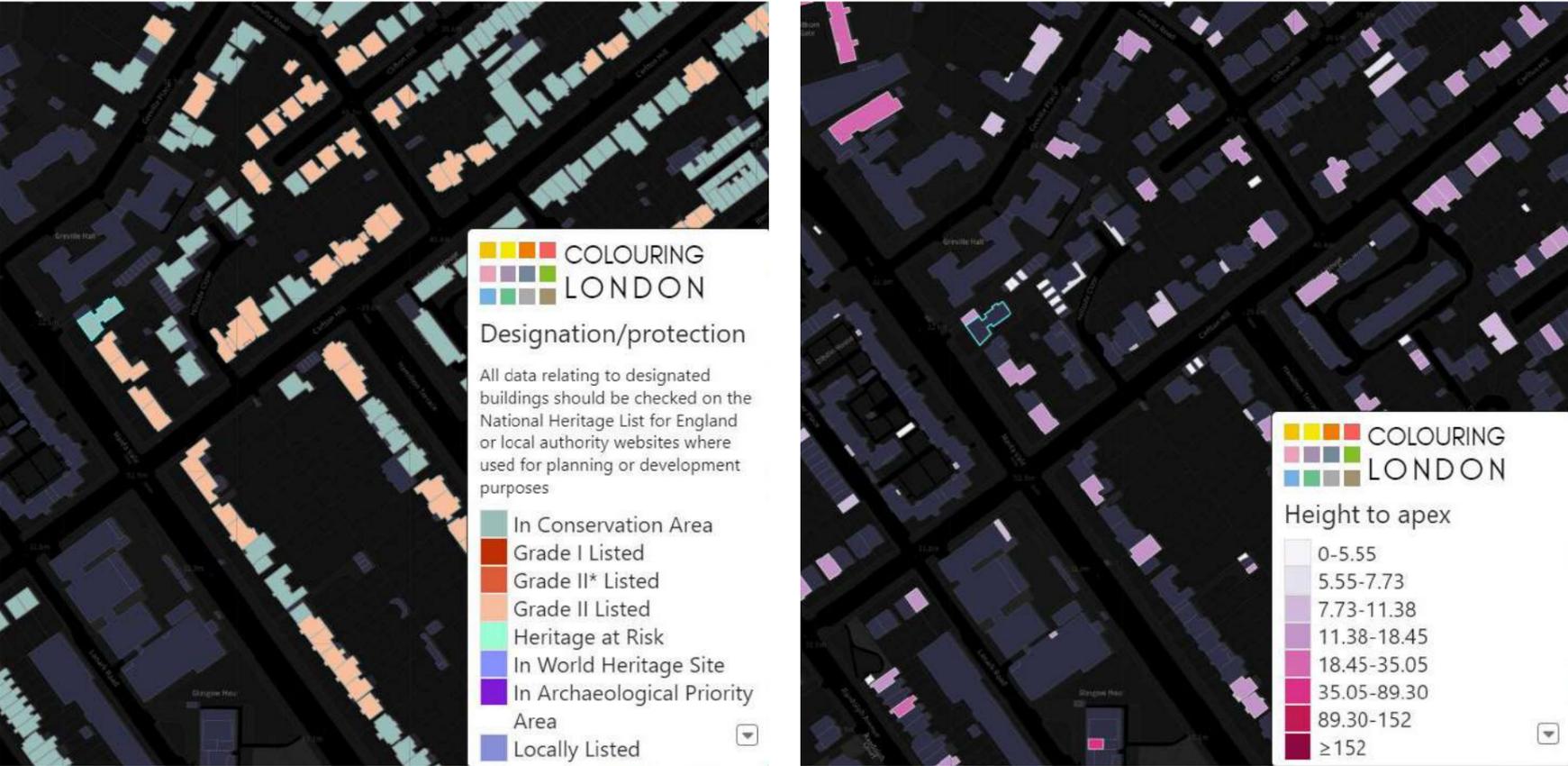


FIGURE 3. MAPS BY COLOUR LONDON SHOWING LOCAL PROTECTION AREA AND APPROXIMATE BUILDING HEIGHTS



SITE HISTORY

The site lies within the Archaeological Priority Area (APA) encompassing the route of the Roman road (Tier 2) at Watling Street as designated by the City of Westminster. Watling Street was one of the most important roads in Roman Britain and ran from Dover to London and then from London to St Albans and onwards to Wroxeter.

The route of the road is still followed by Edgware Road, Maida Vale, Kilburn High Road and several other roads until it reaches the boundary of Greater London. The site is located on the north-eastern side of Maida Vale.

Kilburn Priory was a small monastic community of nuns, likely Augustinian canonesses, established around 1130 AD in the area c. 400m north/west of the site near the Kilburn river crossing on Watling Street. Today that area lies at the junction of Kilburn High Road and Belsize Road.

The location on the major route of Watling Street helped popularity of the priory as the resting stop for pilgrims on their way to St Albans and Willesden.

The priory lands included a mansion and a guest house but after The Dissolution none of those survived

Maida Vale was developed in the early 19th century as middle class housing by Ecclesiastical Commissioners. Maida Vale took its name from a public house named after John Stuart, Count of Maida, which opened on Edgware Road soon after the Battle of Maida in 1806.

Topographically the site is located within a relatively level at c. 32m² above ordnance Datum (OD) on a land gently falling toward the south-west.

The British Geological Survey (BGS) records that the site is located upon sedimentary bedrock formed of the London Clay Formation, which comprises of clay, silt and sand, formed approximately 48 to 56 million years ago in the Palaeogene Period when the local environment previously dominated by deep seas. No superficial deposits are recorded in the immediate area of the site.

FIGURE 4. SITE TIMELINE





SITE PHOTOS



IMAGE 1. REAR OF BUILDING FROM NORTH-WEST BOUNDARY LINE, SHOWING THE ADDITION OF THE REAR 4 STOREY BUILDING, TO THE FRONT 5 STOREY BUILDING FACING THE ROAD MAIDA VALE

IMAGE 2. ANCILLARY GARAGES ALONG THE NORTH-WEST BOUNDARY PREVIOUSLY USED BY THE CARLTON HOTEL

IMAGE 3. BUILDING VIEWED FROM SOUTH-EAST BOUNDARY SHOWING SIDE ENTRANCE

IMAGE 4. REAR ELEVATION AND HARD STANDING CAR PARK TAKEN FROM NORTH-EAST BOUNDARY

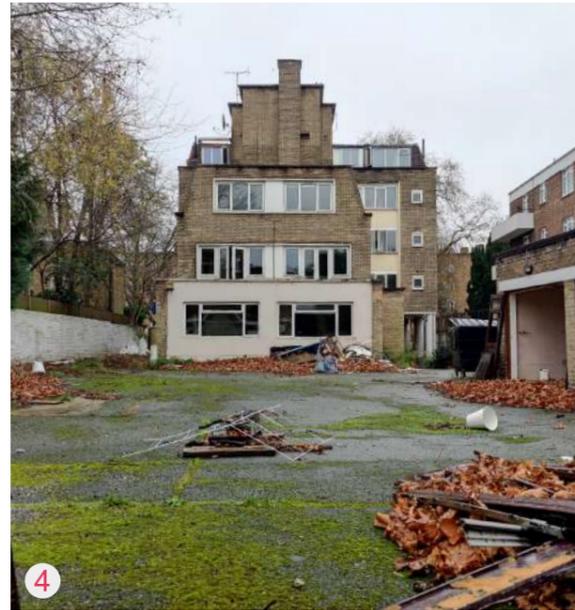


IMAGE 5. SIDE SERVICE ENTRANCE TO EXISTING HOTEL ALONG THE NORTH-WEST BOUNDARY

IMAGE 6. POORLY MAINTAINED BOUNDARY LINE ALONG THE SOUTH-EAST BOUNDARY WALL

IMAGE 7. NORTH-WEST BOUNDARY LINE, SHOWING PORTE-COCHÈRE VEHICLE ENTRANCE TO REAR CAR PARK

IMAGE 8. LIFT CORE CONNECTING THE FRONT AND REAR BUILDING FROM THE NORTH-WEST ELEVATION

IMAGE 9. EDWARDIAN MANSION HOUSE WITH BLACK RAILING FENCE OF 118 MAIDA VALE TAKEN FROM THE MAIN MAIDA VALE ROAD





LOCAL CHARACTER

The wider area of Maida Vale is both culturally and architecturally diverse, with buildings of different scales and typologies. The local character is an eclectic mixture of residential architectural building types.

The area is typically large late-Victorian and Edwardian red-brick mansion blocks containing flats, sometimes surrounded by large internal communal gardens. The buildings are commonly low-rise and face onto wide tree-lined avenues. The wider area surrounding the site is both Edgware Road is predominantly low rise residential terraces with retail frontages at ground floor. Church Street Market offers a vibrant daily market.

St. Johns Wood is an affluent neighbourhood, predominantly residential and home to Lords Cricket Ground. The waterways of Regents Canal and the Grand Union Canal offer two distinct environments from the surrounding grain.

Immediately surrounding the site is a mixture of two to four storey residential buildings and the hotel. To the north, the four storey inter-war brick residential block of 1-38 Greville Hall built in approximately 1940, is the most substantial immediate neighbour. 3 and 2 Hillside Close to the east and south respectively are two storey detached family houses built in 1970's brickwork.

The 4 storey Carlton Court Hotel fronting onto Maida Vale was also built within the last 60 years and completes the post war architectural styles of the immediate vicinity. To the west, the 3 storey semi-detached Victorian grade 2 listed villas of 112-118.



1



2



3



4



5



6

RIGHT:
IMAGE 1. TYPICAL LATE VICTORIAN RED-BRICK MANSIONS OF MAIDA VALE WHICH WERE LATER CONVERTED INTO FLAT

IMAGE 2. ANCILLARY GARAGES ALONG THE NORTH-WEST BOUNDARY PREVIOUSLY USED BY THE CARLTON HOTEL

IMAGE 3. THE PREVIOUS FACADE OF CARLTON COURT HOTEL

IMAGE 4. TYPICAL EDWARDIAN MANSIONS IN MAIDA VALE LATER CONVERTED INTO FLATS

IMAGE 5. THE HERITAGE ENTRANCE TO MAIDA VALE STATION LOCATED NOT FAR FROM THE ROAD MAIDA VALE

IMAGE 6. THE SIDE ENTRANCE TO GREVILLE HALL LOCATED OFF GREVILLE PLACE



CONSERVATION AREA

The area is characterised by its picturesque residential buildings and street-scenes with an architectural diversity that developed in tune with contemporary tastes during the age of its extensive construction from the mid 1820's to 1950

Buildings in the St John's Wood Conservation Area are considered to be of architectural merit, which contains a large portion of Grade II buildings. The Conservation Map, shows the villas fronting the road Maida Vale to the south are Grade II listed. Greville Hall although within Westminster's boundary, is outside of the conservation area.

Twentieth Century developments such as the Carlton Court Hotel and the detached houses of Hillside Close are deemed to have a neutral impact, yet nonetheless buildings of all periods contribute to the diversity and interest of the area.

The neighbouring gardens have examples of mature trees. Measures shall be taken to mitigate any detrimental impact upon them during the proposal's development. In addition, the scheme aims to enhance the other mature gardens in the vicinity, by establishing a landscaping strategy and adding further green areas. An Arboricultural Implications Assessment and trial pits have been undertaken with full reports attached within this document.

■ WESTMINSTER BOUNDARY ■ CONSERVATION BOUNDARY

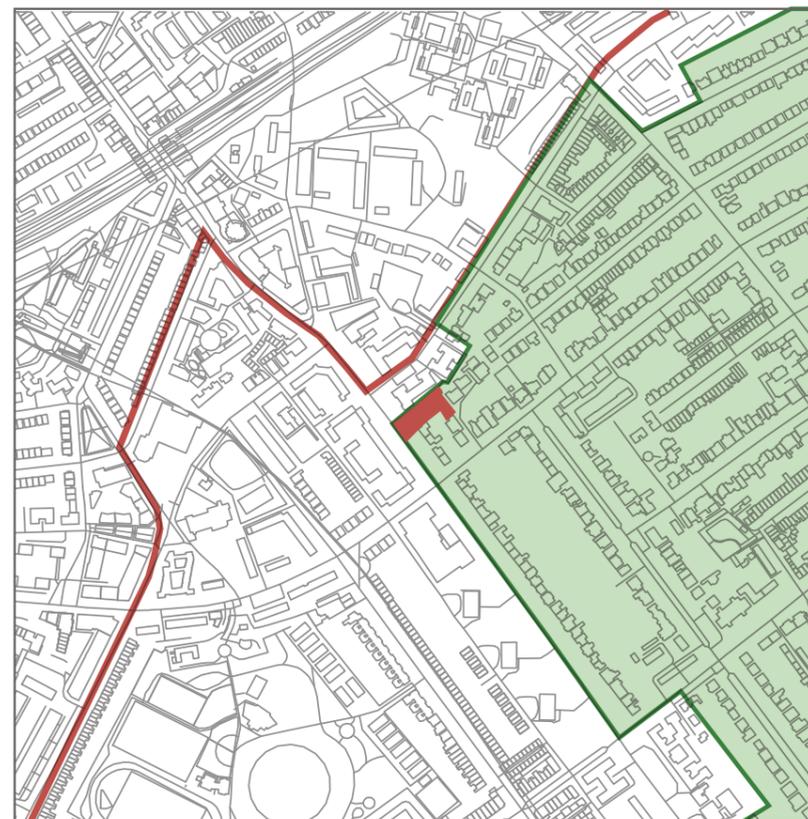


FIGURE 5. CONSERVATION AREA

MASSING

The rear of the existing site is entirely urbanised with tarmac, garages and out buildings with no garden or green relief to neighbours or the hotel building itself. All walls lining the boundary are of at least 2.5m/single storey height making the site invisible from rear gardens until at first floor.

The proposal (Scheme 2) aims to retrofit the existing 5 storey building, used for the previous hotel, thus having no

change to mass and scale to the front elevation. A new 3 storey rear extension will replace the existing awkward addition to the rear, with careful consideration to mass to be ensure the building is subordinate to the original building on site. The proportions will be similar and additional heights are offset with the benefits of green roofing added to enhance biodiversity. The rear will be slightly wider in-line with

the previously approved scheme (Ref 16/12165/FULL).

When viewed from the surrounding properties and views within the St John's Wood Conservation Area, the building will appear relatively similar as existing with no larger mass than current forms and not project beyond the building lines of the surrounding area.



FIGURE 6. MASSING



NEIGHBOURING AMENITY

The site's close proximity to neighbouring buildings requires consideration to ensure no adverse reductions in amenities to neighbouring occupiers. Measures taken through the design to mitigate these potential impacts. They are outlined briefly as follows:

- The proposed (Scheme 2) hotel retains the same stepped nature as the existing building (former Carlton Hotel), along the Maida Vale frontage. This is achieved by retaining the existing 5 storey building, with the new rear extension to occupy the same 3 storeys as the existing. The width of the proposal will be slightly wider and longer than the existing rear building, but no more than the approved scheme (Ref 16/12165/FULL). This additional bulk will be offset with a further setback, pulling away from Greville Hall (north) by approximately 3.3m at ground level to respect daylight and sunlight levels, with each additional level reduced in size. These setbacks are further than the ones set for the pre-application proposal P21/00520 (Scheme 1) for the demolition of the existing buildings and construction of a new part 5 storey and part 3 storey building to provide new residential dwellings (C3), where the building was only set back 1m from the boundary and the rear extension was not stepped back.

- The results of our analysis of the Sunlight and Daylight Report shows that the neighbouring habitable windows/rooms analysed satisfy the target requirements of the BRE Guide in terms of daylight and sunlight.

- The Vertical Sky Component (VSC) Analysis demonstrates that there is a minimal change between the access to daylight to the existing buildings after the proposed development. The BRE guidelines state regarding the APSH test "any windows facing within 90 degrees due

north does not need to be analysed as there is no expectation of sunlight". As such the results show that all other windows that do not face within 90 degrees due north pass the test.

- The results of this report show that there is limited adverse effect on the sun lighting levels to the neighbouring properties and spaces at 118, Maida Vale and Greville Hall.

In conclusion, the daylight and sunlight report highlights that the development would have a noticeable reduction on daylight and sunlight and will be BRE compliant.

PLANNING HISTORY

The proposal (Scheme 2) responds to the feedback presented in the pre-application (P21/00520) for the demolition of the existing buildings and construction of a new part 5 storey and part 3 storey building to provide new residential dwellings (C3). Given the councils emphasis on sustainable buildings and the schemes similar scale and appearance to the existing 5 storey building, the council thought a retrofit would be more appropriate to reduce the carbon footprint, resources and materials. Hence the proposal changed to a apart-hotel.

Ref 16/12165/FULL

In June 2021 Planning permission was granted in relation to the demolition of the existing five storey hotel (Class C1) and single storey ancillary garage buildings to the rear and to erect a part five and part three storey serviced apartment hotel building (Class C1) with associated restaurant and spa facilities in newly excavated basement. It is also proposed to erect a single storey structure in rear garden to provide an alternative access to the basement.

Prior to this approval three applications were submitted, in 2014, 2015 and 2016, which each included the demolition of the existing building and redevelopment, to provide a mixture of serviced apartments and new residential dwellings. All the applications were withdrawn following comments from officers that they were unacceptable on various grounds including design, amenity, affordable housing, substandard accommodation, tree works and on sustainability grounds.

14/07701/FULL

Application withdrawn 23 December 2014 for "Demolition of existing five storey hotel (Class C1) on Maida Vale and single storey ancillary buildings to the rear, to provide a new building of five storeys plus

double basement level comprising 11 serviced apartments on Maida Vale and three two storey plus double basement houses detached family dwelling houses to the rear (Class C3) set within a landscaped amenity area, together with basement leisure facilities, 13 car parking spaces, 34 cycle stands and plant."

15/06138/FULL

Application withdrawn 2 December 2015 for "Demolition of existing five storey hotel (Use Class C1) on Maida Vale and single storey ancillary buildings to the rear, to provide a five storey building with single storey basement comprising 9 serviced apartments (TSA) on Maida Vale and one detached family dwelling to the rear (Use Class C3) set within a landscaped amenity area, together with 10 car parking spaces, 26 cycle stands and plant."

16/052--/FULL

Application withdrawn 05 September 2016 for "Demolition of existing five storey building and outbuildings and erection of a part five and part three storey serviced apartment hotel building (Use Class C1) with restaurant and spa facilities in newly excavated basement and erection of single storey stair structure in rear garden to provide access to the basement."

A lawful development certificate was granted on 13 August 2009, which established the lawful use of the building as a hotel (Class C1). It is considered that this remains to be the lawful use.

Records indicate that enforcement action was taken in 2012 in relation to a marquee which was erected to the rear of the site, used for shisha smoking. The marquis and associated activities stopped prior to the issuing of a formal enforcement notice.



PROJECT BRIEF



EVOLUTION OF THE DESIGN PROPOSAL

1. The Previous Proposal (Scheme 1)

The previous proposal presented at pre-application P21/00520 was for the demolition of the existing buildings and construction of a new part 5 storey and part 3 storey building to provide new residential dwellings (C3) and responds to the earlier approved (16/12165/FULL).

The proposal had been developed in response to concerns by the council and local residents, through pre-application meetings, regarding massing and scale on site, which was reduced significantly compared to earlier design iterations submitted.

The proposal was to provide a contemporary home for a number of residents, providing 21 units split across 4 floors, each bedroom averaging 11-12m². 8 units were to provide 2 Bedroom (4 people) and one unit being 3 bedroom (6 people), providing 50% of family sized units within the development.

The architectural styling for the design was to be a complimentary addition to the street-scene, with reference to the architectural details, scale and materials found in the surrounding context, the proposal was to be a sympathetic and modern addition to the street. Although the proposal intends to take inspiration from the existing historical street-scene, it was important to include a modern approach to the local architectural aesthetic. The proposal was to enhance the local features with a careful selection of both modern and traditional materials.

All units were designed to meet Building Regulation requirements M4 (2) "accessible and adaptable dwellings" and 10% of the units will meet Building Regulation requirement M4 (3) "wheelchair user dwellings".

The design would meet BREEAM domestic refurbishment or equivalent standard.

Green infrastructure would have been provided in the form of a green roof on both front and rear building forms in order to contribute to the greening of Westminster by incorporating trees, green roofs, rain gardens and other green features and spaces into the design of the proposal.

PROPOSED UNITS	
UNIT TYPE	NUMBER
STUDIO	4
1 BEDROOM (2 PERSON)	2
2 BEDROOM (3 PERSON)	6
2 BEDROOM (4 PERSON)	8
3 BEDROOM (6 PERSON)	1

1. The Current Proposal (Scheme 2)

The current proposal (Scheme 2) consists of the retention of the existing 5 storey building on site and removal and replacement of the existing 3 storey extension to the rear to provide a 31 room hotel (C1), together with associated landscaping, refuse storage and car and cycle parking.

This new proposal is a direct response to the City Plan 2019-2040 guidelines, which adamantly oppose any demolition of existing sites. The current building cannot be adapted for residential use without resorting to demolition due to challenges such as low head height, inadequate layout, and the constraints of being an RC (reinforced concrete) structure. As such the proposal changed from residential use to an apart-hotel C3.

The proposal includes a mixture of both 1 and 2 bedroom suites. On the ground floor there are rooms for accessibility needs. Providing 1 bedroom suite and an interchangeable 2 bedroom or two 1 bedroom suites for guests.

The architectural style is to compliment the street-scene. Given much of the building is retained then previous proposals, this is easier to achieve. The existing 5 storey front building is to remain and only the existing 3 storey extension is to be replaced with a new extension of somewhat similar proportions, whilst not expanding beyond the footprint of the approved proposal previously submitted.

Similar architectural detailing, materials and mass are to be used as Scheme 1, with modernisation of the building to update the building and give it new life.

It's crucial to highlight that aligning with the City Plan 2019-2040 is a must, and the proposed changes aim to ensure compliance with these stringent directives while addressing the limitations of the existing building. The proposal makes use of retrofitting and utilising the existing layout and core, whilst providing more room for the premise of a new apart-hotel. The new extension and upgrades will allow the hotel to provide a high quality design, whilst ensuring the building is updated and modernised.

PROPOSED SUITES	
SUITE TYPE	NUMBER
ACCESSIBLE SUITES	3
1 BEDROOM SUITE (2 PERSON)	25
2 BEDROOM (3 PERSON)	4
TOTAL ROOMS	32
% OF ACCESSIBLE ROOMS	10%



DESIGN DEVELOPMENT

04

THE DEVELOPMENT PROCESS

1. The Previous Scheme and the facade

The proposal has developed over time in response to extensive engagement with the client and planning advice following pre-application meetings. These were used to inform the proposal and ensure the expectations of all parties were met, while refining the scheme. The mass and height have both been reduced since earlier design iterations to reflect the concerns of both planners and impact on local residents.

The previous proposal (scheme 1) for the demolition of the existing buildings and construction of a new part 5 storey and part 3 storey building to provide new residential dwellings (C3), already contained the following reductions:

- The overall size of the proposed basement by 30% from the approved planning application (16/12165/FULL)
- Units - 21
- Cycle spaces min. 40
- Car park spaces - 2
- 2 floors reduced to the east
- Passivhaus Energy Standard target
- Materials Redefined
- Reduction of 11 windows to South Elevation

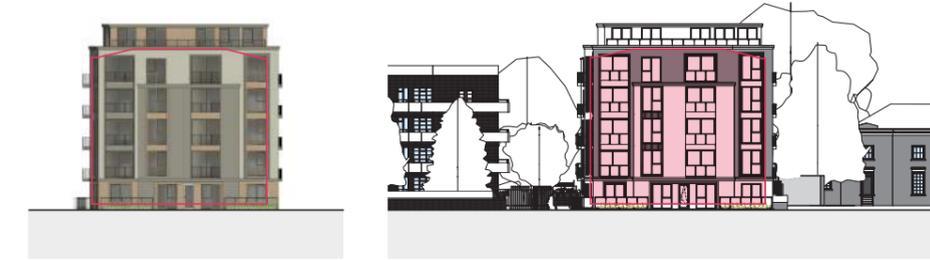
The current proposal (Scheme 2) now consists of the retention of the existing 5 storey building on site and removal and replacement of the existing 3 storey extension to the rear to provide a 31 room apart-hotel (C1). Feedback from the planning team indicated the importance

Westminster places on sustainability and carbon emissions. Given scheme 1 was similar in scale and mass to the existing building on site, (particularly to the front 5 storey building), we were encourage to retain the existing building. As such the proposal was changed from residential serviced residences to a apart-hotel, given the previous building use and the limitations in size the existing structure presents.

The proposal contain many of the features of scheme 1. The primary building material is London Yellow Brick, however this time most of the stock is provided by preserving the existing 5 storey building on side. A previously done Portland Stone will be used mainly on the front facade. Rather than stucco, the side and rear elevations will use off-white reclaimed brickwork to give the building a fresh updated look and break the building mass.

The windows are reduced in fenestration and are symmetrically aligned and arranged in a vertical grid-like openings. The window openings will have a distinct rhythm of frames to highlight their verticality. Bronze coated aluminium will be used for door and window frames and highlight sections between levels. Some windows will be set into the brick framework, where frames are not used. The new rear 3 storey extension will be an updated addition to the existing building retaining a similar scale in height and creating a wider profile on the sides, maintaining their size within the previous approved scheme.

The current proposal will also contain landscaping to the front and rear, a green roof, cycle storage and bin refuse areas. The current proposal removes the basement level entirely.



FIRST PROPOSAL WEST ELEVATION
PRE-APP 22.05.2021



SECOND PROPOSAL WEST ELEVATION
PRE-APP 26.07.2021



THIRD PREVIOUS PROPOSAL (SCHEME 1) WEST ELEVATION
PRE-APP RESPONSE 07.06.2022



NEW CURRENT PROPOSAL (SCHEME 2) WEST ELEVATION - TEST



NEW CURRENT PROPOSAL (SCHEME 2) WEST ELEVATION - FINAL

The current scheme went through a couple iterations as seen in the test image the intention was to keep the original facade which would be enhanced with bronze glazing and panels with stone frame extrusions to group windows in a similar fashion to that of the existing. After renders were produced this seemed overbearing and was lacking in architectural interest. The final iteration now highlights, through the stonework running above the ground floor - the entry point. Windows are articulates with soldier courses above and windows on either end have framed extrusions. Dormers are now aligned to the windows set out below, which coincide with the entrance being highlighted.



2. Response to planners comments

During the previous proposal (Scheme 1) comments arose in response to the scheme's concerns to the following:

- Building Height
- Overall building mass
- Elevation Studies and Balcony Treatment
- Decrease in quantum
- Building fabric to be more in keeping with the street

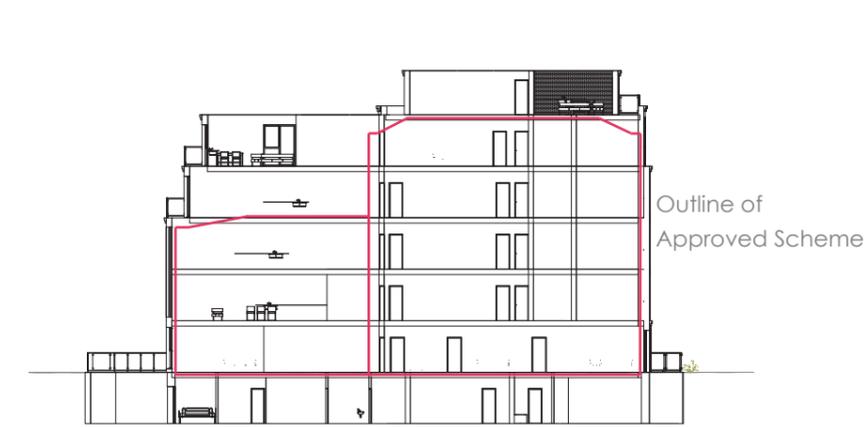
As the current proposal (Scheme 2) uses the same existing levels as on site, the building height is maintained. A similar mass is used, with the rear extension providing a wider profile to accommodate more space required for the use of the hotel, however reduced from the approved footprint. This new width is better suited to the original building form and modernises the entire building form, without appearing awkward or out of place and appears subordinate to the original building form. Issues in balconies have been removed, as the site is now proposed for the use of a apart-hotel the need for balconies is no longer required. Guests will be able to use the landscaped private gardens to the rear of the site. Concerns over the building fabric and its context within the greater street-scene are mitigated as the existing building fabric is used. The facade is then enhanced with the use of Portland Stone and other high end materials presented in Scheme 1.

3. Building Height

When the previous proposal went through planning the building's height was reduced by two storeys to the rear extension. This reduction in mass was a reflection of the comments and concerns expressed at the first pre-app meeting. The rear was reduced back to the approved planning application with the addition of the green roof.

In the current proposal the original building on site is maintained and the new rear extension is the same as used in Scheme 1, this time governed by the existing building levels on site. As a result the building mass is relative to that of the existing site levels. The addition of the green roof to the rear will of course increase mass slightly however, this is offset by the benefits to biodiversity this will play.

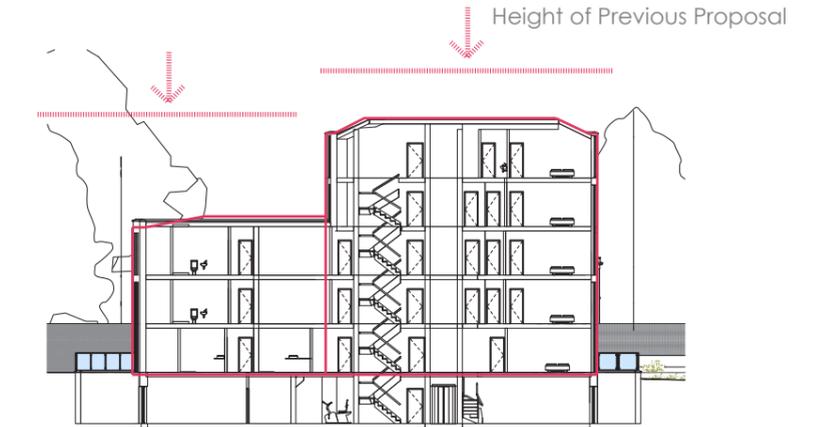
The proposal uses reduced parapets at roof levels with a man-safe system for safe maintenance access. The plant room on the sixth floor is the same as existing as to not add any additional height.



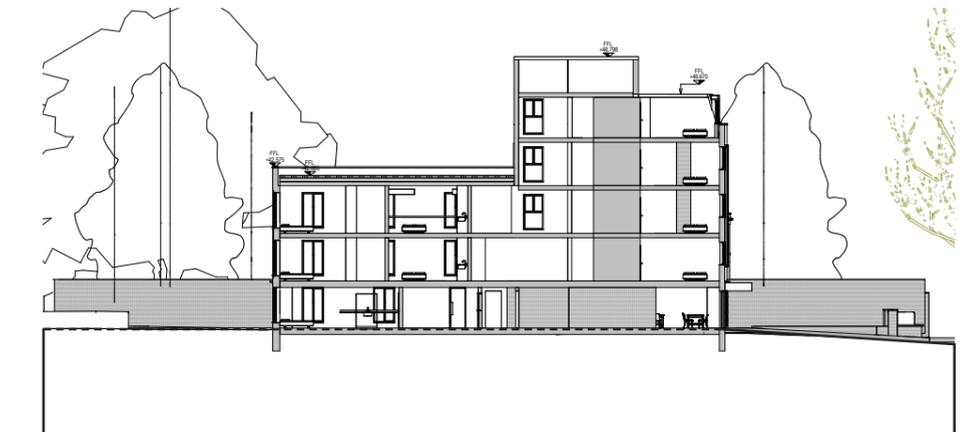
FIRST PROPOSAL WEST ELEVATION
PRE-APP 22.05.2021



THIRD PREVIOUS PROPOSAL (SCHEME 1) WEST ELEVATION
PRE-APP RESPONSE 07.06.2022



SECOND PROPOSAL WEST ELEVATION
PRE-APP 26.07.2021



NEW CURRENT PROPOSAL (SCHEME 2) WEST ELEVATION



FIGURE 7. BAY STUDY DEVELOPMENT



PROPOSAL

05



RELEVANT PLANNING POLICY

The development proposed as part of this application will be assessed against, but not limited to the National Planning Policy Framework (NPPF) (July 2021), the London Plan (March 2021), The Westminster City Plan (Adopted April 2021) and polices contained within the Development and Demolition in Conservation Areas SPG .

National Planning Policy Framework:

Paragraph 38 confirms that Local Planning Authorities should approach decisions on proposed developments in a positive and creative way. They should work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision makers at every level should seek to approve applications for sustainable development where possible.

Paragraph 55 advises that planning conditions should be kept to a minimum and only imposed where they are necessary, relevant to planning and to the development to be permitted, enforceable, precise and reasonable in all other respects. Conditions that are required to be discharged before development commences should be avoided.

Paragraph 130 states that the creation of high quality buildings and places is fundamental to what the planning and development

process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

London Plan:

Policy SD6 Town centres and high streets

Policy SD6

G Tourist infrastructure, attractions and hotels in town centre locations, especially in outer London, should be enhanced and promoted (see Policy E10 Visitor infrastructure).

The current scheme encourages the use of visitor infrastructure, within the local area. Located close to the CAZ zone, the current scheme is perfectly situated to areas of interest. Furthermore the existing use of the site already caters to the use of a Hotel (C1), previously occupied by a mid 20th century hotel building (Carlton Hotel). This approach ticks many boxes, retaining the existing use of the site, being sustainable through the approach of retrofitting and retaining the existing 5 storey building and enhancing and modernising the current site which currently is run down. The proposal will also look to respecting the character of the area, by providing materials and architectural details contributing to the heritage of the building.

Policy D3 Optimising site capacity through the design-led approach

Policy D3

The design-led approach

A. States that all development must make the best use of land by following a design-led approach that optimises the capacity of Sites, including site allocations. Development should enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.

This has been applied to the proposal, through continuous collaboration between designers and council to ensure the scheme fits within the context of the locality and reflects the scale, mass and appearance of the surrounding area. Additionally the current scheme looks to keep the building classification of the sit and reuse the original 5 storey building, reduce the overall footprint of the previously approved scheme and overall scale and mass to the new proposed rear extension (retaining similar heights to the existing extension on site).

Policy D3

Quality and character

11) the development must respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character

Despite its context outside the CAZ zone and not being listed, the emphasis on heritage is a priority for Westminster. The current scheme looks to retain the existing 1950s 5 storey hotel building, which has a similar character to the surrounding area. The existing 3 storey extension will be replaced to provide a more suited to the use of a hotel. Whilst modernising the existing structure, architectural elements of the existing site and local character will be used to tie both the existing and new structures on site. Empathising the heritage of the locality.

Policy E10 Visitor infrastructure

Policy E10

6.10.2 Given the importance of tourism to London's economy, London needs to ensure that it is able to meet the accommodation demands of tourists who want to visit the capital. It is estimated that London will need to build an additional 58,000 bedrooms of serviced accommodation by 2041, which is an average 274 The London Plan 2021 – Chapter 6 Economy To table of contents of 2,230 bedrooms per annum.¹²⁵ In addition to leisure visitors the needs of business visitors require consideration, including provision of suitable facilities for meetings, conferences and exhibitions in both hotels and purpose-built convention and exhibition centres.

The proposal supports the needs for providing the accommodation demands for tourists visiting London capital as presented in the London Plan, by providing a range of high quality accommodation suites for the needs of the guests.



Policy G1 Green infrastructure

The London Plan recognises the protection of London's green open spaces and trees. Green infrastructure is at the forefront and should be planned, designed and managed allowing for multiple benefits.

As part of the application an Arboricultural Report has been carried out to consider the effect of the proposed development on nearby trees. Green Roof infrastructure will also be incorporated along with a full landscape plan to both the front and rear of the property , increasing the biodiversity and sustainability of the site. Additionally the new scheme does not provide a basement level, reducing the potential impact to tree root systems on site.

Policy G5 Urban greening

Major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.

The project aims to achieve a high level of urban greening by providing full landscaping to the existing site. This will provide a stark contrast to the existing conditions of the site which consists of mostly hard standing surfaces. The rear car parking will provide most of the greening in the form of hard and soft landscaping and a lawn. A green roof will be provided to add a higher level of urban greening and contribute to the sustainability and biodiversity of the site.

The Westminster City Plan:

ECONOMY AND EMPLOYMENT

15. Visitor Economy

Hotels And Conference Facilities

G. New hotels and conference facilities will be directed to: 1. Commercial areas of the CAZ; and 2. Town centres that are District Centres or higher in the town centre hierarchy.

Although not directly within the CAZ area, the existing site is close by. Presumably in coming years the CAZ area will expand to include the current site as areas, such as Paddington, are already within its boundary. As such the area is already suited to a hotel, given its previous occupation by the Carlton Hotel.

H. Applications for extensions and upgrades to existing hotels will have regard to impacts on the wider area. Development proposals should improve accessibility and enable the extended lifetime of buildings by incorporating principles and measures of sustainable design wherever possible. Development proposals should, where appropriate, reveal the historic significance of hotels located within heritage assets.

The current site is currently well accessible, as its position along Maida Vale. Sustainability is encouraged through the Urban Greening of the site and the refurbishment of the existing 5 storey building.

15.2

Any significant decline in the extent of visitor accommodation in Westminster would have significant impacts on strategically important central London activities and levels of employment. Therefore, a strong level of protection is given to existing hotels.

The proposal not only aims to protect the current classification and use of the site for a Hotel (C1), but aims to enhance the existing building on site, through the refurbishment and retainment of the existing 5 storey building. The existing 3 storey extension will be replaced with a building of similar mass and size and contribute to the much needed upgrade to the 1950s building. The proposal will not only modernise the current layout, but will bring biodiversity to the site for the first time. Included in the use of the green roof and through the landscaping scheme, replacing much of the existing hard-standing surfaces on site.

ENVIRONMENT

36. Energy

A. The council will promote zero carbon development and expects all development to reduce on-site energy demand and maximise the use of low carbon energy sources to minimise the effects of climate change. CARBON REDUCTION

B. All development proposals should follow the principles of the Mayor of London's energy hierarchy. Major development should be net zero carbon and demonstrate through an energy strategy how this target can be achieved.

36.2

We recognise that a large portion of Westminster's carbon emissions are produced by existing buildings. We will therefore support proposals that seek to sensitively refurbish or retrospectively improve the performance of current buildings to reduce their energy use and improve comfort. Interventions to upgrade historic buildings will be undertaken sensitively in recognition of their heritage value. Applicants should refer to our latest guidance on sustainable retrofitting.

During pre-application meetings with the council following our previous proposal (scheme 1), we have decided to follow their guidance and propose a new development (scheme 2), which promotes the use of refurbishing and retrofitting the existing building to improve the performance, rather than completely demolish the existing 5 storey building on site. A replacement 3 storey extension to the rear, which will update the 1950s building and provide biodiversity in the form a green roof, will help to bring the building into the 21st century, whilst taking into consideration respect to the existing character of the site and surroundings. The new extension will make use of materials and architecture details to match the existing building and will incorporate a significant amount of recycled materials.



SUSTAINABLE DESIGN

15. Visitor Economy

E. Applicants will demonstrate how sustainable design principles and measures have been incorporated into designs, utilising environmental performance standards as follows:

1. Non-domestic developments of 500 sq m of floorspace (GIA) or above will achieve at least BREEAM "Excellent" or equivalent standard.

38.11 / As new developments are large consumers of resources and materials, the possibility of sensitively refurbishing or retrofitting buildings should also be considered prior to demolition and proposals for substantial demolition and reconstruction should be fully justified on the basis of whole-life carbon impact, resource and energy use, when compared to the existing building. All development should ensure the reduction, reuse or recycling of resources and materials, including water and waste and minimise energy use and emissions that contribute to climate change.

The proposal will include a BREEM assessment to show how the proposal will achieve an 'excellent' standard rating.

The proposal will achieve this through the retainment and retrofit of the existing 5 storey building on site, to maintain a high level standards. The replacement extension, which will recycle many building materials on site and provide a green roof for biodiversity and the application of urban greening to a large portion of the site , to name a few.

Development and Demolition in Conservation Areas SPG

DES 7E - Demolition The City Council will seek the retention of buildings which in the opinion of the City Council make a significant contribution to the character or appearance of a conservation area. Proposals involving the total demolition of unlisted buildings will be considered against the following criteria: 1. The contribution the existing building makes to the character or appearance of the area, in relation to the potential contribution of the proposed replacement development and its anticipated ability to preserve or enhance the character or appearance of the area; 2. The condition of the existing building and its capacity for adaptation

Highlighted Policies

National Planning Policy Framework (NPPF):
Paragraph 38
Paragraph 55
Paragraph 130

London Plan 2021:
Policy SD6 Town centres and high streets
Policy D3 Optimising site capacity through the design-led approach
Policy E10 Visitor infrastructure
Policy G1 Green infrastructure
Policy G5 Urban greening

The Westminster City Plan:
Policy 8
Policy 10
Policy 15.5
Policy 39

Development and Demolition in Conservation Areas SPG



DESIGN LAYOUT

LAYOUT AND SCALE

The proposed site comprises of the previously used Carlton Hotel building in Carlton Court 120 Maida Vale, W91QA in Westminster. The site is currently empty and is much need of repair and renewal.

The intention is to rejuvenate the site and bring it back to life, presenting a staple for the Maida Vales road by refurbishing and retrofitting the existing 5 storey building on site and replacing the existing 3 storey extension to the rear to modernise the building, provide a higher quality piece of architecture and provide space for the increased needs of the apart-hotel in a site which is currently limited. The proposal will have the added benefits of providing biodiversity through its landscaping approach and present an architecture style that is reflective of Maida Vale road, ultimately enhancing the site and providing temporary accommodation for multiple user needs. Unlike the scheme before it, this approach does not involve the complete demolition on site and is more conscious of sustainability.

The proposal is to include 32 hotel suites, three of which are for the use of guests with accessible needs. The ground floor will contain the accessible rooms, along with all accompanying services of the apart-hotel and landscaped gardens to the front and rear of the site, along with bin refuse and cycle storage to the front boundary and 2 disabled car parks, with an electrical charging point.

In response to the local character the proposal will relate to site and context and the local history of the area. This is achieved firstly by retaining the existing 5 storey building on site. The new replacement 3 storey extension will be subordinate and sympathetic to the main building. The new extension will be made with a mixture of recycled and new materials on site to reduce carbon emissions and ensure

the appearance of the two forms read as one. Architecture details present on the existing building and within the local area both traditional and modern will be incorporated, as seen in the Maida Vale street-scene.

The building relates to both traditional and contemporary architecture within the area, through its approach to respect the heritage of the site, while upgrading the existing form and providing a high quality building of the 21st century.

The architectural extrusions and frames already seen on the existing building are a response to a combination of brick and Portland stone typical of the late-Victorian architecture with high levels of detail. The windows are all aligned vertically a common style of Edwardian architecture and the many apartment mansions present. The building relates to contemporary examples by incorporating new and traditional materials in a modern application and the simplification of building form. The vertically aligned windows are offset horizontally in order to highlight the entrance to the building.

In response to biodiversity and sustainability landscaping and renewable energy will be heavily influenced on site and incorporated not only on the site itself but into the building framework to integrate seamlessly.

In response to the slight fall in ground levels to the front of the site on the south-west boundary paving will be sloped from ground to road level. This will remove the need for steps and allow for step free access for disabled users. Portland stone applied to the facade at ground floor, along with landscaping will create an active frontage, whilst tying into the surround context.

Internal Layout

The internal layout of the building is governed by the retainment of the existing 5 storey building on site. The main entrance is located in the same position as the existing one, on the principle south-west elevation of the building. Upon entering the direction of movement is straight. Towards the left guests will be greeted by a concierge, with a sitting area to the left side, before entering the guest toilets. Towards the right the existing lift and stair core are at the end of the corridor, centrally located within the building between the existing wing and the proposed replacement 3 storey extension. On the right of the corridor is the guest dining hall. In the new rear wing, accommodation is provided for guests with accessible needs to avoid the need for stairs and lift travel. Additionally two of the accessible rooms can be connected as one large accommodation suite, through a separating door. Hotel areas for services are located between the new and old wing to the north-west boundary of the building.

The lift and stair provide access to the upper floors, which contain all remaining suites 29 suites. The suites are arranged around arterial corridors that lead to the centrally located lift and stair core. All rooms are 1 bedroom suites, with one 2 bedroom suite on each level, situated in the main building towards the northern boundary.

The building's internal layout was carefully considered by grouping all rooms around the central corridor, allowing for ease of access to all users, without having to walk unnecessarily far, with the accessible rooms on ground floor to provide a level threshold and ease of access.

Horizontal Circulation

Where corridors are provided, they will meet the provisions in 9.1.2 of BS 8300-2, with corridor widths being no less than 1.2m, with passing / turning spaces provided, being at least 1.8m x 1.8m.

All internal doors along approach circulation routes, are to have doors with an 800mm mini-mum ECW, and a minimum 300mm unobstructed space on the pull side of the door meeting the requirements of AD M and BS 8300-2.

Vertical Circulation

Vertical circulation is achieved with the existing set of stairs. Where stairs are provided with a lift, they are to meet the provisions of AD K/AD M. Both AD K and AD M with min stair goings of 250mm and max risers of 190mm. Detail of the stair nosing and handrails are to be detailed during design development.

The lift provided will allow access to all internal floors of the building and will comply with the relevant requirements.

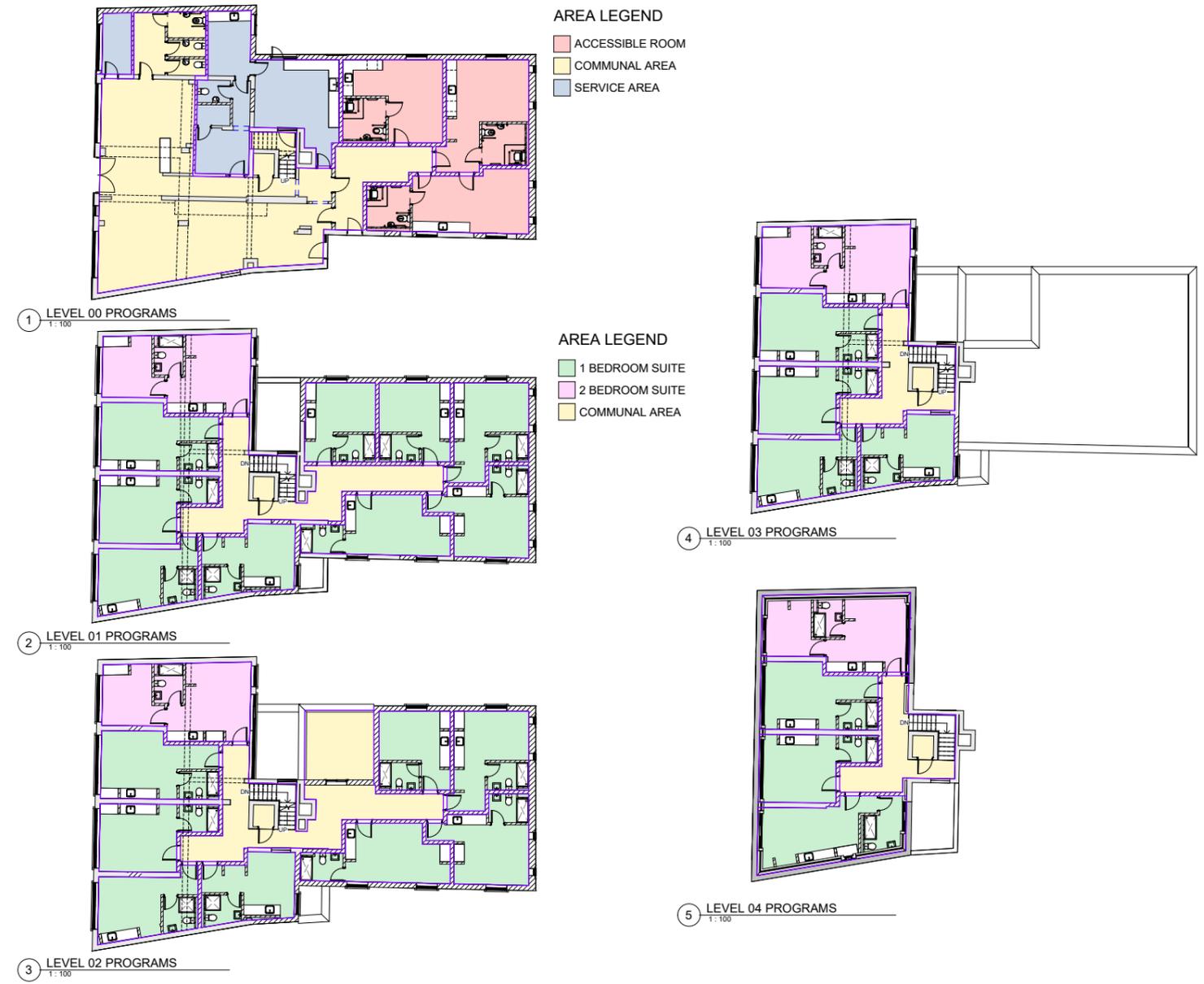


FIGURE 8. PROGRAMS

APPEARANCE

Extensive research was conducted in regards to materiality and conservation of the existing building, following several meetings and design proposals with the council (Design Development). It was important to liaise with the council given the building is located within the Conservation Area of St Johns Woods and to ensure the appropriate setting of the building within the wider Maida Vale and Westminster districts.

It was determined with the previous proposal (Scheme 1) presented to the council, that the proposal was similar in scale and form, particularly the existing 5 storey building facing Maida Vale. This combined with the council's emphasis on sustainable design, led to the need for the building to be retrofitted and refurbished.

The current proposal (Scheme 2) aims to retain the existing front building on site and reduce carbon emissions, while replacing the existing rear 3 storey extension with a new wing to compliment the existing form, while modernising the building and updating it to the 21st century. The proposed extension will comprise of a mixture of new and reused existing Yellow London Stock Brick taken from the existing extension to reduce material waste. Architecture features such as the ground floor frontage, large frames around windows and cornice detailing along the parapet will use Portland stone features to reflect the wider context, enhance the architectural character and tie both the existing and new building form together as one.

The proposed roof on the extension will be flat with a similar height to that of the existing extension, with the incorporation of a green roof typology used to enhance the natural biodiversity of the site.

The green roof typologies and the landscaped front and rear gardens will add natural elements to a site, which previously had minimal landscaping. They will help to minimise the environmental impact of the development and increase the biodiversity. PV panels will also help to contribute to the sustainability of the site.

The intention of the roof form and the use of materials would help to create a more unified and coherent architectural presence.

The front principle elevation incorporates a modernised grid of windows. Originally arranged symmetrically, the windows keep their vertical alignment, whilst shifting horizontally to highlight the nature of the entrance. The fenestration of windows is relative to the building scale and the extruded frames used on end windows with the band course are reflective of its context and provide character. The other elevations, particularly in the new proposal use the same principles to ensure architectural integrity and unison of the building form.

Rather than using Portland stone, off-white reclaimed brickwork will be on the ground floor and Capri Stonework used on extruded window frames, will be matched to the Portland Stone and reduce building costs on other elevations, other than the primary facade.

The internal layout of the building is typical of a apart-hotel building, whereby a central circulation space and core, is surrounded by suites. Internal walls are expected to follow the minimum fire rating and sound requirements as followed in the Fire and Sound Reports.



MATERIAL ANALYSIS

As seen in the material palette of the surrounding area, the eclectic mix of architectural styles present in the surrounding area is reflected in the use of material present in the existing building. The use of brick and light stone is present throughout the borough, with Maida Vale a patchwork of contemporary and traditional styles reflected in material choice.

To the North, Greville Hall uses brick, stone and render with white UPVC windows. To the South East, the buildings of Hillside Close use a similar palette of materials. The Grade II Listed dwelling houses to the south are made up of a similar Yellow London Stock Brick to the existing building on site.

Further South along Maida Vale is the modern residential complex - Garrett Mansions, which makes use of a Portland stone band course and parapet course, with Bronze aluminium detailing and inset balconies.

On reflection, our proposed material palette acts as a contemporary interpretation of the urban grain in which the site sits, incorporating many features as the surrounding area.

The existing 5 storey building will remain on site and the 3 storey rear extension will be replaced with a wider proposal at a similar height to the existing. The predominant building / facing material governed by the existing building fabric will be the Yellow London Stock Brick in a stretcher bond pattern. This consists of a high percentage of recycled brickwork, taken from the existing extension on site. This step is taken to lower the carbon impact during the building process.

On the principle facade brick soldier courses will be used on window openings to add architectural detail. Windows at the ends are then grouped by framed extrusions.

On the ground floor the principle facade will consist of Portland Stone cladding with horizontal reveals, the brickwork on the ground floor of all other frontages to use reclaimed off-white stock brick, with the rear facade on the replacement extension to be completely painted in off-white brick. This will give the building a brighter fresh update, whilst being coherent with the earthy material palette.

As with the existing site, large frame extrusions around windows will be used and updated in the proposal, identifying with the Portland Stone framed windows of both mansion houses of the late-Victorian and Edwardian area and the detailed windows of the Grade II Listed dwelling houses to the southern boundary, while a Portland Stone band course and parapet will also be used to reference the details present in the Edwardian Dwellings. The choice of materials and architecture details will be applied to both the existing and proposed building, to unify the two building forms and create one cohesive building form.

Bronze aluminium framed windows and doors with bronze panel work will be added to give the building a contemporary feel reflecting on the modern materiality present in the area, whilst their Edwardian placement on the façades is seen in their alignment both vertically and horizontally. The choice of colour softens the building appearance along with the Portland framed extrusions and brick soldier courses.

MATERIAL PALETTE

The palette of materials for the proposed scheme will be sympathetic to the houses that make up most of the surrounding conservation area.

1. PORTLAND STONE

Portland stone is common to the borough of Westminster and very reflective of the neighbourhood character. We are proposing that Portland stone would be used to clad the front principle elevation of the building at ground level. Recess details will be used to reference architectural detail found in the area and add interest. Window frame extrusions, a band course and parapets will also make use of this material.

2. CAPRI STONE

Window frame extrusions used to group rear windows will make use of stone material similar in appearance to Portland Stone such as Capri Stone.

3. SLATE TILES

A common characteristic of the area slate tiles. The slate tiles present on the existing 5 storey building will be replaced with similar new tiles to give the building a fresh updated look.

4. RECYCLED MULTI STOCK - FLEMISH BOND

London Yellow Multi Stock Brick in Flemish bond, as seen in the 5 storey existing building will be used in the new replacement extension, most of which will be recycled from the original extension and building. Any new bricks used will be reclaimed from supplier to match, this will ensure the brickwork is sympathetic to the area.

5. RECLAIMED OFF-WHITE MULTI STOCK - FLEMISH BOND

At ground floor the principle facade will make use of Portland Stone, all other façades at this level will make use of reclaimed off-white brickwork, this will highlight the ground floor elevation as the level of entrance, break up the building form and allow for architectural interest, whilst complimenting the earthy tones of the overall colour palette. On the principle facade brick soldier courses will also be used over window openings to add architectural detail.

6. ALUMINIUM BRONZE WINDOW AND DOOR FRAMES

Bronze window and door frames will be used to update the current building into the 21st century and compliment the colour scheme. Bronze Aluminium frames will be used on all windows and doors to unify both building forms and provide visual interest.



Slate Tile



Bronze Frames



Portland Stone



Capri Stone to Match
Portland Stone

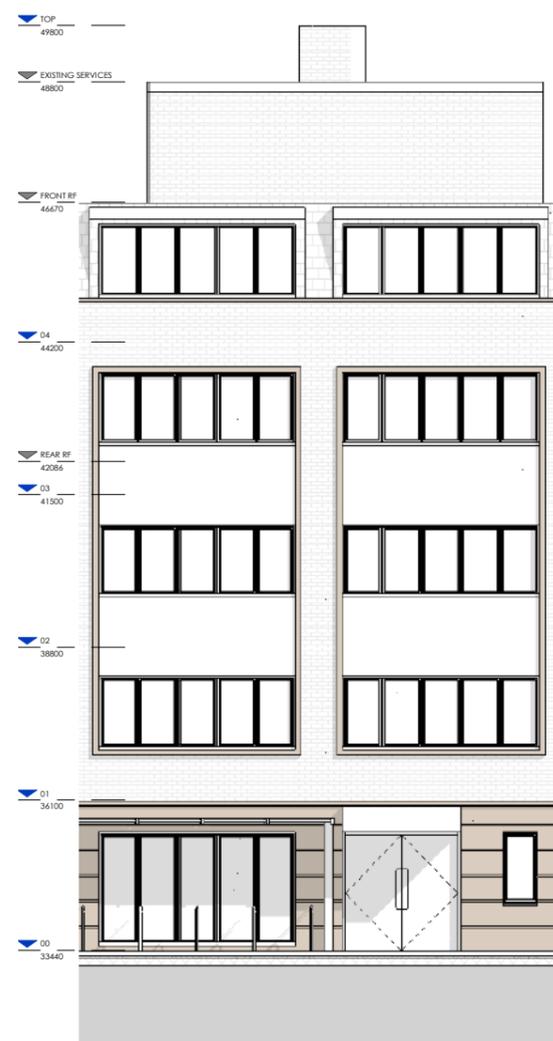


London Reclaimed Multi
Stock Yellow Brick

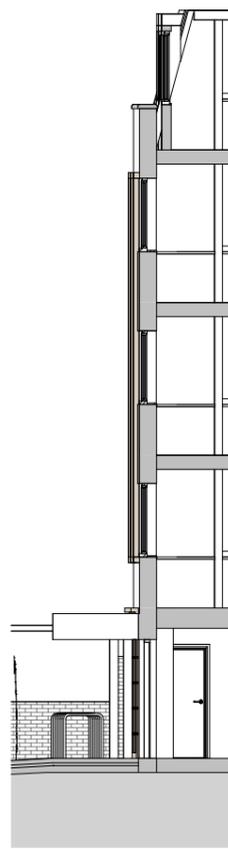


Reclaimed Off-White
Brickwork

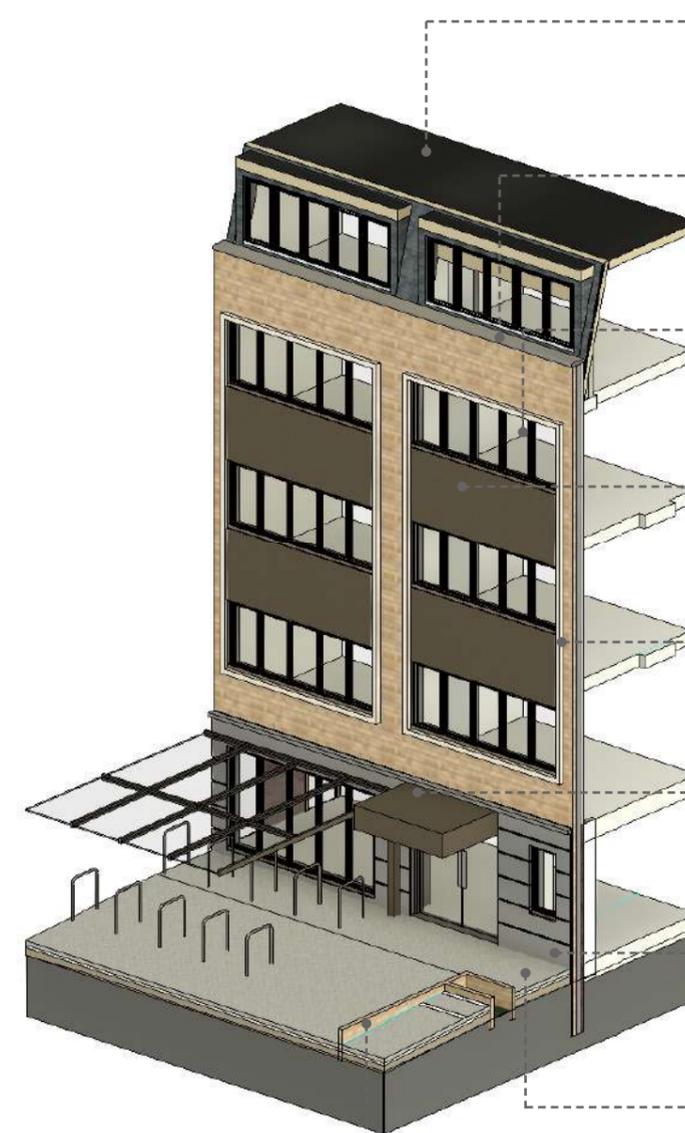
FIGURE 9. BAY STUDY AND MATERIALS



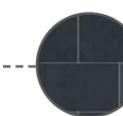
1 BAY STUDY 1 - Elevation
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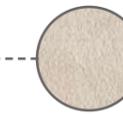
2 BAY STUDY 1 - Section
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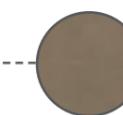
3 BAY STUDY 1



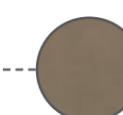
SLATE TILES
New dark grey slate tiles will be used to replace the tiles to the existing 5 storey front building to give the building a fresh update



PORTLAND STONE
Portland coping stone to be used on the building on both the existing front building and on the proposed rear extension



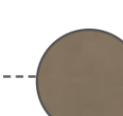
ALUMINIUM DOOR AND WINDOW FRAMES
New aluminium door and window frames in a bronze colour finish to give the building a fresh modern feel. Windows façades will match the existing windows



ALUMINIUM PANELS
As with the window frames, aluminium bronze coloured panels will be used vertically between windows to group them and add architectural interest



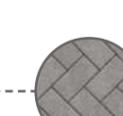
PORTLAND STONE
Window frame extrusions in a similar fashion to the existing building will surround groups windows. Rather than a horizontal arrangement a vertical layout is used



ALUMINIUM PORCH
An aluminium metal bronze coloured porch will be added to define an entry point



PORTLAND STONE
The ground floor principle facade will use Portland Stone cladding to activate the street level and reflect the architectural presence of the area



PERMEABLE BLOCK PAVERS
Permeable paving is to be used on both the pedestrian pathways through the gardens and the driveway accessing the rear of the site



BRICK GARDEN EDGE
The same brickwork used on the main building will be used to create edges to garden beds



ENTRANCE AND BOUNDARY TREATMENT

The site boundary along the perimeter is relatively well concealed. All walls lining the boundary are of at least 2.5m/single storey height making the site invisible from rear gardens until at first floor and above.

The front boundary on the principle west elevation is exposed to Maida Vale and as such proper boundary treatment is included to conceal the risks associated with overlooking.

The proposed front boundary treatment looks to use a low-level brickwork fence to provide a boundary for a front garden and add to the character of the building within the conservation area and sympathise with its surroundings. The fence will have a similar appearance to neighbouring buildings. Natural planting in the form of hedging behind the fence will be used to soften the impact, along with the rest of the landscaping applied. A dense 1.6m high hedging (type of buxus or similar) is to form a natural boundary between the road and the entrance to the building. A gate will also be added to prevent uninvited guests from overusing the hotel, similar in style to the fencing used in the area.

Remaining boundaries (large brick walls) to the site are to be left intact and repaired then integrated into the landscaping design to create a sense of enclosure within the site's rear portion. Any planting used for this purpose will be selected as to prevent undermining the structural integrity of these walls.

Existing garages along the boundary will be retained and repaired if necessary to provide ancillary use for the hotel, including storage (as used with the previous Carlton Hotel).

DESIGN CONSIDERATIONS

Secure By Design

To ensure the security of the property and its users, it was essential to liaise with Secure By Design to ensure that these requirements were met.

In summary Secure By Design believes "there is no reason why this project cannot achieve a Secured by Design accreditation" and ongoing consultation would be beneficial. As the design has changed to a hotel a new meeting has been arranged to ensure new needs are met.

Currently we are still awaiting this report, below are some of the main points covered in the proposal

The main concerns / alterations Secure By Design raised as part of their feedback regarding the original proposal were as follows:

- Cycle parking must be relocated to the front of the building along with the bin stores. The side road leading to the rear existing garages has a concealed dogleg which leaves any users vulnerable. These areas will not be safe for use by hotel staff or guests. Instead they will leave bikes in cycle parking provided in the front yard of the hotel, close to the main entrance.
- Bin facilities will also be located at the front of the property for the same reasons stated for cycle storage. The bin refuse will be next to the cycle store at the front of the property and also accessible along the main path to the main entrance.
- The rear communal garden to be gated and secured for users only to provide safety.



LANDSCAPING TREES

The tree stock in the area surrounding the site is characterised by large mature and early mature London plane highway trees situated along Maida Vale, the closest of which are situated outside of the main apart-hotel entrance.

A large London Plane is situated in the rear garden of the adjacent property (outside of site boundary), and overhangs the south eastern area of the site. It is the subject of a Westminster City Council Tree Preservation Order and will be of utmost importance for the design and during construction. An 'Arboricultural Implications Assessment' has been undertaken by Landscape Planning Ltd which identifies any potential issues with the design and site.

The planting proposals will respond to the site conditions and provide for low maintenance planting, offering all year round interest for visitors and residents. Planting will be chosen to provide ecological value including those that produce flowers, seeds, fruits and berries.

The rear and western proportion of the site is heavily shaded by existing mature trees, restricting planting to shade tolerant, woodland edge style planting that are suited to dry shade in particular. Planting in these locations will be predominantly shades of greens with contrasting foliage and any flowers being less significant.

Previous advice given for Scheme 1, included the 1m -1.5m of soil being provided above the basement level. The current proposal of Scheme 2 has removed the application of a basement.

The mature and semi-mature trees that have been specified for the project will be bought to site pre-grown to provide cover from the beginning. These trees will be brought to the site by trucks and craned into position during the construction process.

Rain harvesting will be incorporated into the irrigation system to further limit water consumption for the new green spaces.

Along with trees and foliage the use of hard landscaping scheme will provide access for all users of the hotel and create a coherence with the architecture on site, provide interest and enhance the use of biodiversity.

HARD AND SOFT LANDSCAPING



PRIORA CHARCOAL



DRIVESET ARGENT PRIORA



Large Paver Slabs



BOUNDARY GREY BRICK WALL



IVY 'GOLD CHILD' SCREEN
180X120cm H



GOLDEN PRIVET
HEDGE - 1m & 1.5m



RIBBON GRASS



EUPHORBIA



HYDRANGEAS



DUSTY MILLER



BLACK MONDO
GRASS



HEUCHERA



HOSTA



BIN STORE



TIMBER BENCH ON
CONCRETE BASE
(built into planter
boxes)



CONCRETE
PLANTER BOXES



LANDSCAPING STRATEGY

The landscape proposals seek to offer a mature landscape setting for the new development by the introduction of new grass, shrubs and bushes to the east.

New ornamental planting and low formal hedges will provide an attractive backdrop to a central focal space which will provide opportunity for seating

A generous swath of ornamental planting contained by boundary planting will provide a buffer between ground floor suites and an attractive outlook all year round. New tree planting will be provided where space allows and consideration is given to potential off-site contributions to support tree planting in suitable locations.

The hard landscape materials palette is selected to compliment the architectural treatments, principally light warm colours are used for pedestrian paving and vehicular access. A subtle range of pedestrian paving offers interest and focus to key areas, helping to define different uses through an harmonious warm stone coloured surface treatment.

Light stone permeable paving to vehicular overruns provide robust and hard wearing threshold off the highway whilst complimenting the pedestrian paving and building materials palette. Materials will be selected to provide durable, low maintenance, and slip resistance surfaces.

Following the City Plan 2019-2040 "BIODIVERSITY AND ACCESS TO NATURE" Developments should achieve biodiversity net gain, wherever feasible and appropriate. Opportunities to enhance existing habitats and create new habitats for priority species should be maximised. Developments within areas of nature deficiency should include features to enhance biodiversity, particularly for priority species and habitats.

CITY GREENING

Developments will, wherever possible, contribute to the greening of Westminster by incorporating trees, green walls, green roofs, rain gardens and other green features and spaces into the design of the scheme.

The scheme seeks to encourage thriving habitats within the vicinity and the larger urban realm. The proposal aims to provide year round havens for an eclectic mix of urban flora and fauna by providing an active roof garden and overall landscaping scheme on site, strictly for the use of hotel guests, with the street frontage at the benefit of neighbouring properties, visitors and people passing through the area.

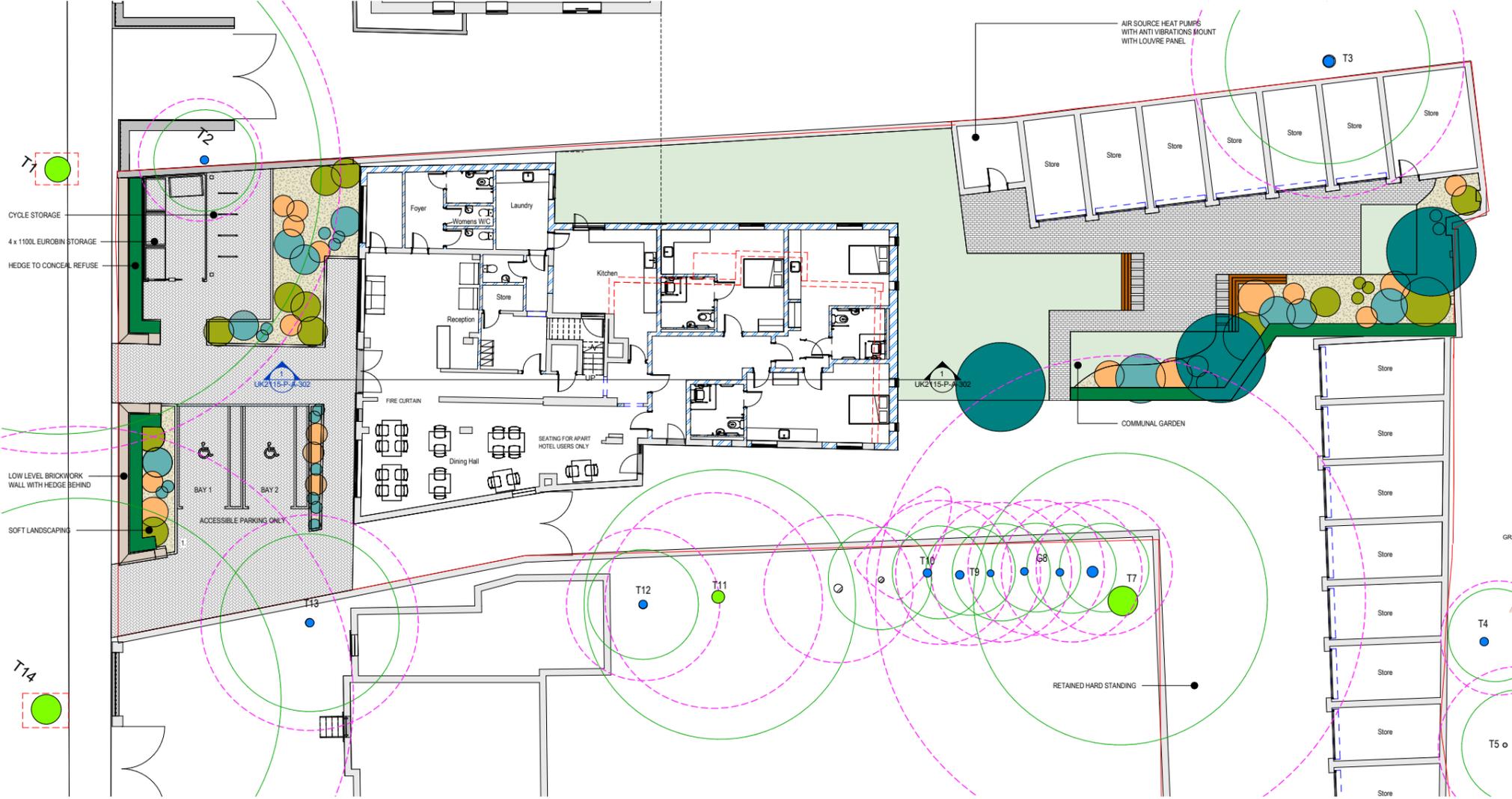


FIGURE 10. LANDSCAPE PLAN



LANDSCAPING LEGEND	
	Permeable rectangular concrete blocks in Herringbone pattern
	Permeable rectangular concrete blocks in Running Bond pattern
	Permeable rectangular concrete blocks 600x300mm
	Garden Bed
	Tree Planting
	Evergreen Shrub
	Hedge Planting
	Perennial Plants
	Grass Area

Surface Cover Type	Factor	Area (m2)	Score (Factor x Area)
Semi-natural vegetation (e.g. trees, woodland, species-rich grassland) maintained or established on site.	1	0	0
Wetland or open water (semi-natural; not chlorinated) maintained or established on site.	1	0	0
Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	0.8	235	188
Standard trees planted in connected tree pits with a minimum soil volume equivalent to at least two thirds of the projected canopy area of the mature tree	0.8	83.34	66.67
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7	0	0
Flower-rich perennial planting.	0.7	57.5	40.25
Rain gardens and other vegetated sustainable drainage elements.	0.7	0	0
Hedges (line of mature shrubs one or two shrubs wide)	0.6	67.8	40.68

Notes
Planting on roof terraces

Surface Cover Type	Factor	Area (m2)	Score (Factor x Area)
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6	0	0
Green wall – modular system or climbers rooted in soil.	0.6	0	0
Groundcover planting.	0.5	57.5	28.75
Amenity grassland (species-poor, regularly mown lawn).	0.4	176.5	70.6
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014.	0.3	0	0
Water features (chlorinated) or unplanted detention basins.	0.2	0	0
Permeable paving.	0.1	152	15.2
Sealed surfaces (e.g. concrete, asphalt, waterproofing, stone).	0.0	0	0

Total Site Area (m2): 1495.6 **Total Factor Score: 450.15**

UGF score (total factor score / total site area): 450.15/1495.6 = 0.3009

FIGURE 11. LANDSCAPING AND URBAN GREEN FACTOR (UGF)

REFUSE & ACCESS

REFUSE

The location of the refuse is to be based to north-west corner of the site (next to the low-level brickwork fence and concealed by the hedge, along the predominant south-west elevation). Additional fencing around the refuse store allows it to be out of site. The location was chosen based on proximity to the Maida Vale road for refuse collection and provides natural surveillance, placed near the main street as suggested by Secure By Design. The table shows the requirements used for the bin store, based on the Westminster - RECYCLING AND WASTE STORAGE REQUIREMENTS guide.

USE

The proposed site comprises of the previous Carlton Hotel, which is no longer in operation. The proposal is to inject life back into the site by retaining and retrofitting the existing 5 storey building on site and replacing the existing 3 storey extension with a new one to provide more space and green roof for the use of a new apart-hotel host. The new proposal will cater to 31 hotel suites, including 3 accessible rooms.

Visually the proposal enhances the life of the existing street-scene modernising the site, while ensuring unity and creating an architectural presence by referencing the architectural landscape of Maida Vale and overall contributing to the Maida Vale street-scene.

The proposal has a solid approach to sustainability by providing a form of similar proportions to the existing. Retaining and retrofitting the existing building and recycling materials for the new replacement extension, provides biodiversity in the form of a green roof and landscaping schemes and brings renewal and life to a building currently in a dilapidated state.

REFUSE STORE CALCULATION	
Proposed hotel developments that include a restaurant and/or other ancillary facilities should have a storage capacity of 3500litres for every 1000 m2.	
<ul style="list-style-type: none"> 70% of this capacity must be retained for the storage of separated waste for recycling 20% paper and cardboard 20% other dry recyclables 30% food waste 30% of this capacity must be allocated to residual waste. 	
TOTAL FLOOR AREA OF PROPOSAL (NIA)	1163.52m2
STORAGE CAPACITY =	3500L
REFUSE STORE CALCULATION	
70% RECYCLING =	2450L
20% Paper and Cardboard (R)	490L
20% Other Dry Recyclables (R)	490L
30% Food Waste (O)	735L
30% RESIDUAL WASTE (W) =	1050L
ADDITIONAL STROAGE FOR COOKING OIL MUST BE PROVIDED (WCO)	

FIGURE 12. REFUSE STORAGE REQUIREMENTS

ACCESS

The site is currently accessible from Maida Vale on the south-west boundary via two roads entering the site on either side of the facing road. To the north-west the vehicle entrance using the Porte-cochère, which was used for deliveries servicing the previous Carlton Court Hotel and the main road running into the rear of the site from the south-west corner.

The proposal will infill the current Porte-cochère with the building pad, providing more room on the ground floor for services. The existing road entering into the rear of the site along the southern boundary will be retained to keep the rear accessible. Parking garages will remain for ancillary use of the apart-hotel (mainly storage).

The site has a PTAL rating of 6a (second from best), with close access to Kilburn Park, Maida Vale, St John's Woods Underground and Kilburn High Road overground stations providing tube, overground and national rail services, and bus routes 139, 189 available from Abbey Road, bus routes 16, 98, 332 north of Carlton Vale and more bus routes on Cambridge avenue and Rudolph Road/Kilburn Park Rd including routes 32, 206 and 31, 316 and 328.

Maida Vale is a local distributor road, with restricted on-street parking.

Maida Vale is within a Controlled Parking Zone C1 (CPZ), operational between 8:30am - 6:30pm Monday - Friday. The surrounding streets are also within the C1 parking zone, whereby parking is restricted to resident bay hours of control.

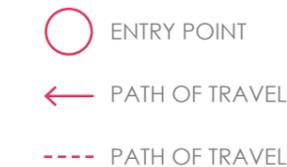
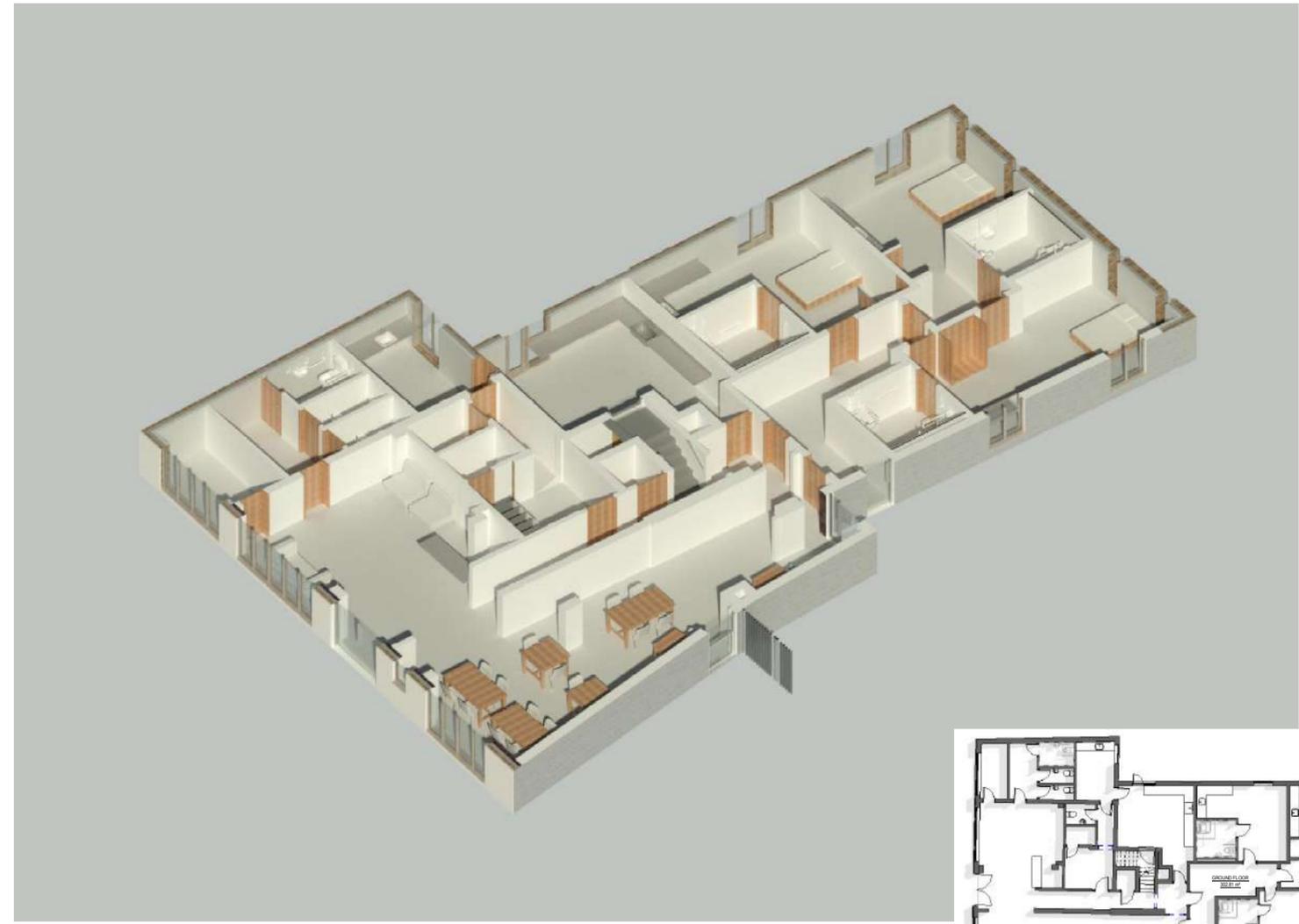


FIGURE 13. SITE ACCESS

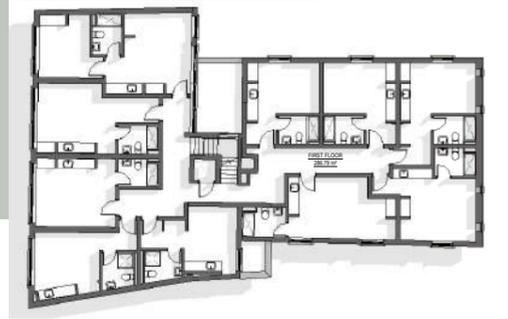
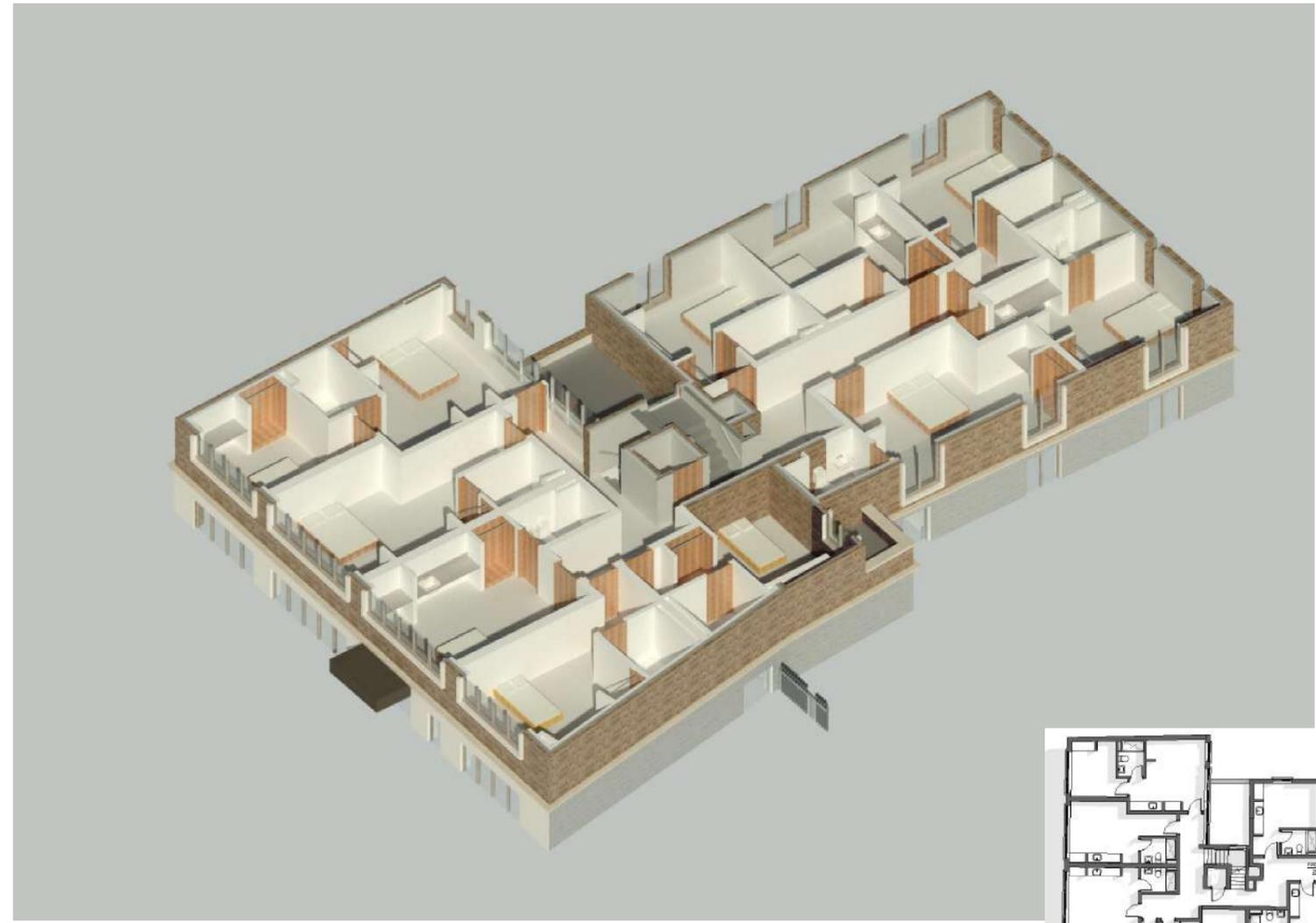


PLANS

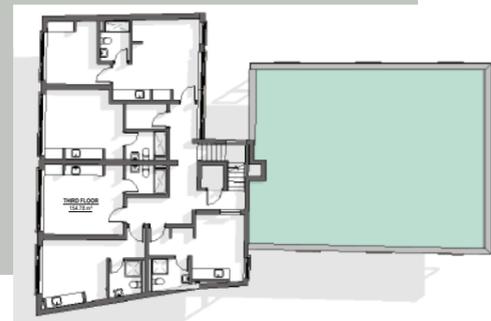
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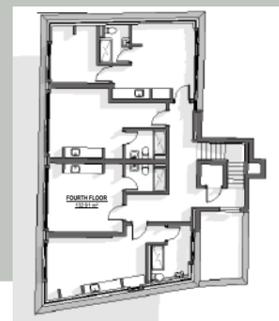
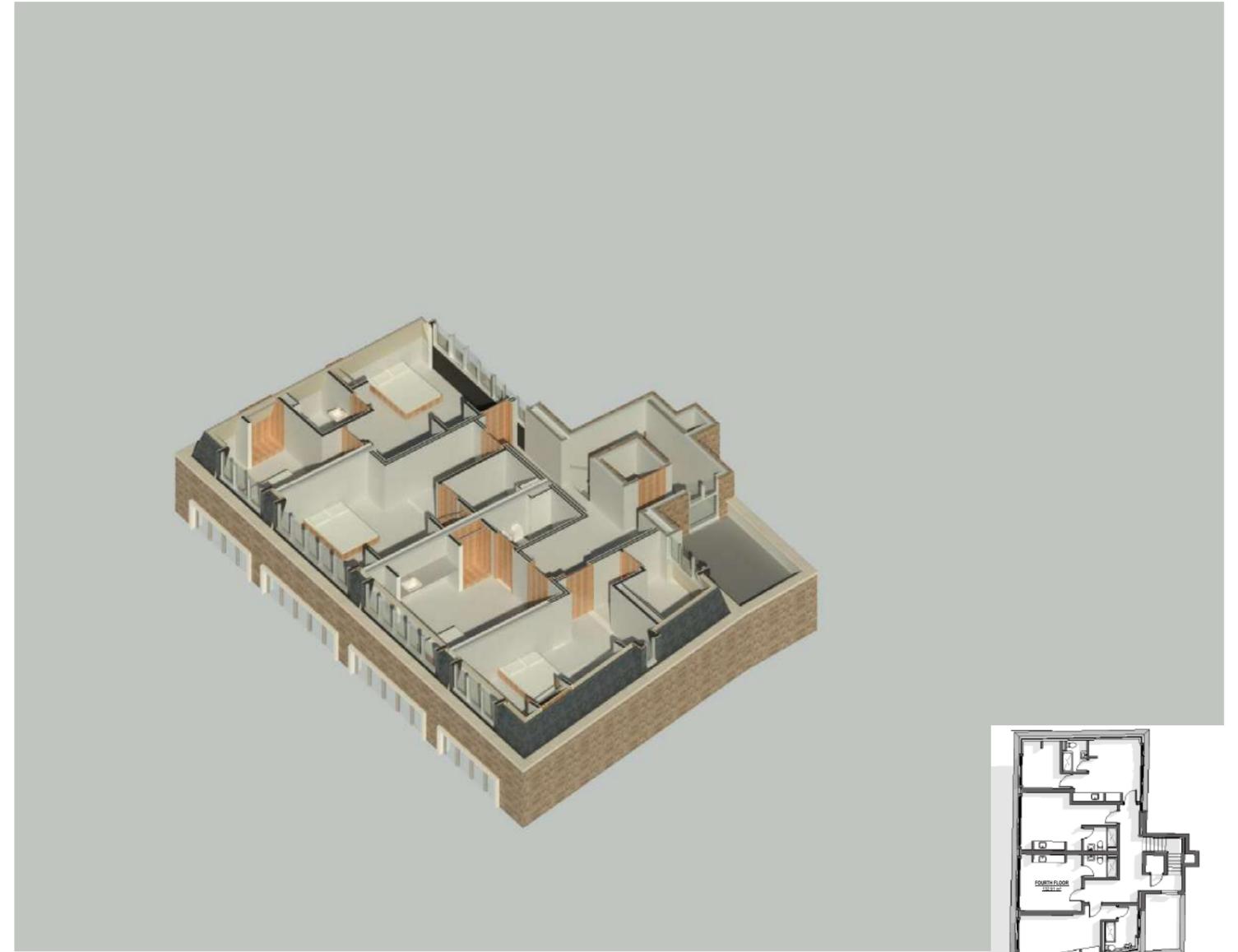
GROUND FLOOR PLAN



FIRST-SECOND FLOOR PLAN



THIRD FLOOR PLAN



THIRD FLOOR PLAN



STANDARDS

07



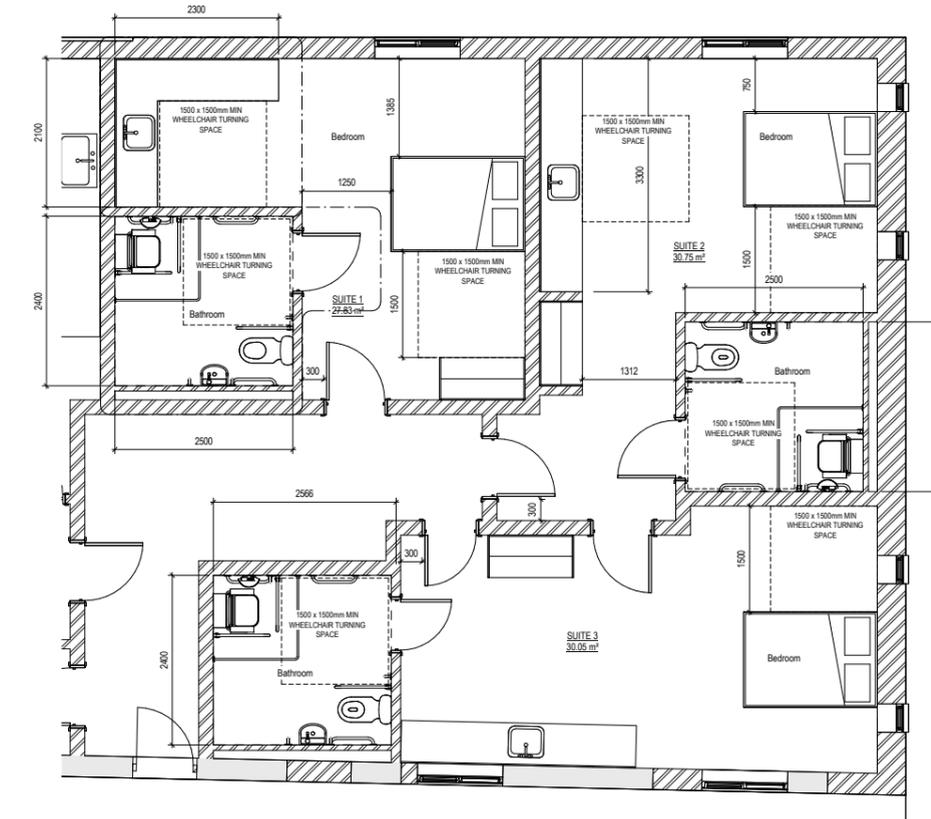
ACCESSIBLE HOTEL SUITES

This section of the report outlines the approach to inclusive design for the hotel suites and how they have been designed to meet the relevant standards and regulations. Of the total amount of hotel rooms being provided the number of accessible rooms sits at 3 or 10% of the total rooms. Adaptable suites will have the required spatial and structural provision so that they can accommodate the fittings and facilities required by wheelchair users. Two of the three rooms allow for the option of one large suite (connected through a lockable door) all to the standard of Volume 2 Part M1.

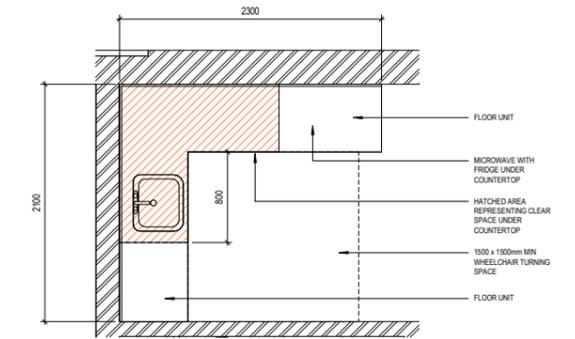
PROPOSED SUITES	
SUITE TYPE	NUMBER
ACCESSIBLE SUITES	3
1 BEDROOM SUITE (2 PERSON)	25
2 BEDROOM (3 PERSON)	4
TOTAL ROOMS	32
% OF ACCESSIBLE ROOMS	10%

Features incorporated into dwelling design will include:

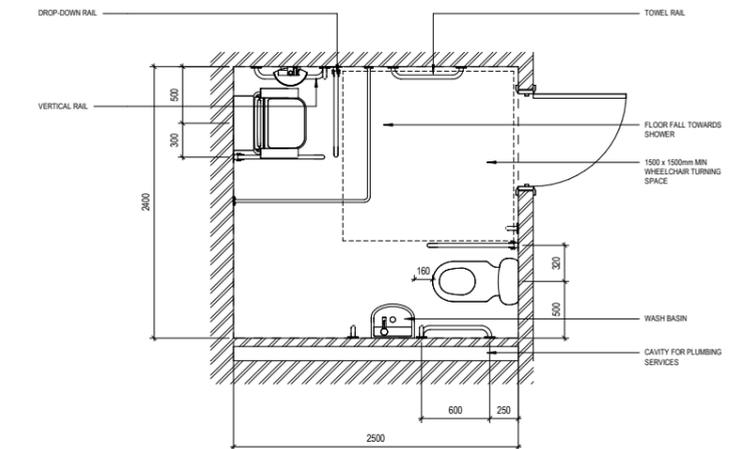
- Suitable approach routes, paths and clear manoeuvre spaces provided to the dwellings and apartment buildings
- Canopies over individual and communal entrances for shelter
- Communal entrance doors of 850mm minimum clear opening or 900mm clear opening where accessible rooms are provided
- Suitable dwelling entrance opening widths of 850mm clear with 300mm nib
- Level entry and flush thresholds from inside to outside
- Suitable internal door opening clear widths of 750 - 800mm relating to corridor width with 300mm nib to leading edge of door on pull sides on entry level
- Adequate manoeuvre space in accessible rooms including 1500mm turning circle
- Generous clearance around beds with at least 750mm clear to sides and end of bed
- Accessible bathroom at the same level as the bedroom
- Window sill height not exceeding 850mm to principal window in living room with some lower to facilitate viewing through the window for people sitting on the floor in the main living room
- Accessible detailed elements such as door ironmongery and positioning of switches and controls
- Refuse and recycling facilities will be designed and located to be accessible to as many people as possible, located where they can be reached without using steps and with the minimum practicable travel distance.
- No rooms within the development have stepped access only



1 ACCESSIBLE ROOMS
1:40



2 ACCESSIBLE KITCHEN
1:25



3 ACCESSIBLE BATHROOM
1:25



SUMMARY

08



SUMMARY

The proposal to retain and retrofit the existing 5 storey building on site and replace the existing 3 storey extension to the rear with a new extension, to provide a 31 room apart-hotel (C1), together with associated landscaping, refuse storage and car and cycle parking on the site of Carlton Court 120 Maida Vale, W91QA, should be accepted.

Given the proposal takes the following steps to:

- Take a sustainable design approach by retaining the main building on site
- Make use of recycled materials and incorporates a green roof on the extension to reduce the carbon footprint and enhance biodiversity
- Applies urban greening through detailed landscape scheme
- Stays within the outline of the previous approved scheme
- Enhances the architectural integrity and character of the Maida Vale street-front and the area at large
- Removes a basement level as presented at the pre-application meeting to ensure the protection to all present and future tree roots

The proposal is to provide guest facilities at ground floor including dining hall and concierge and landscaped gardens for relaxation. The site is also to include cycle and bin refuse according to standards and 2 disabled car parks, with an electrical charging point. All floors are to provide high quality hotel suites.

The proposal should be a continuation of the existing frontage along Maida Vale and the new extension is considered sympathetic to the existing surroundings, respecting the character of the existing building and area and is not detrimental to the native trees or environment which surround it.

The project aims to contribute to sustainability and biodiversity by replacing large areas of concrete with green landscaping. The large area of hand-standing along the north-west boundary facing Greville Hall, will be replaced by a large landscaped rear garden for hotel guests. The front courtyard will also include an increase in landscaping and natural hedge screening. The green roofs to the rear building mass will enhance biodiversity and produce renewable energy through the use of PV panels.

Given the necessary retention, retrofit, alterations and additions to create a safer, contributing and community relevant presence, the proposal as such should be considered to accord with the relevant plan policies.



DESIGN SOLUTION

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