



Fig 4.34 Massing view from corner of Ashburn Gardens and Courtfield Road

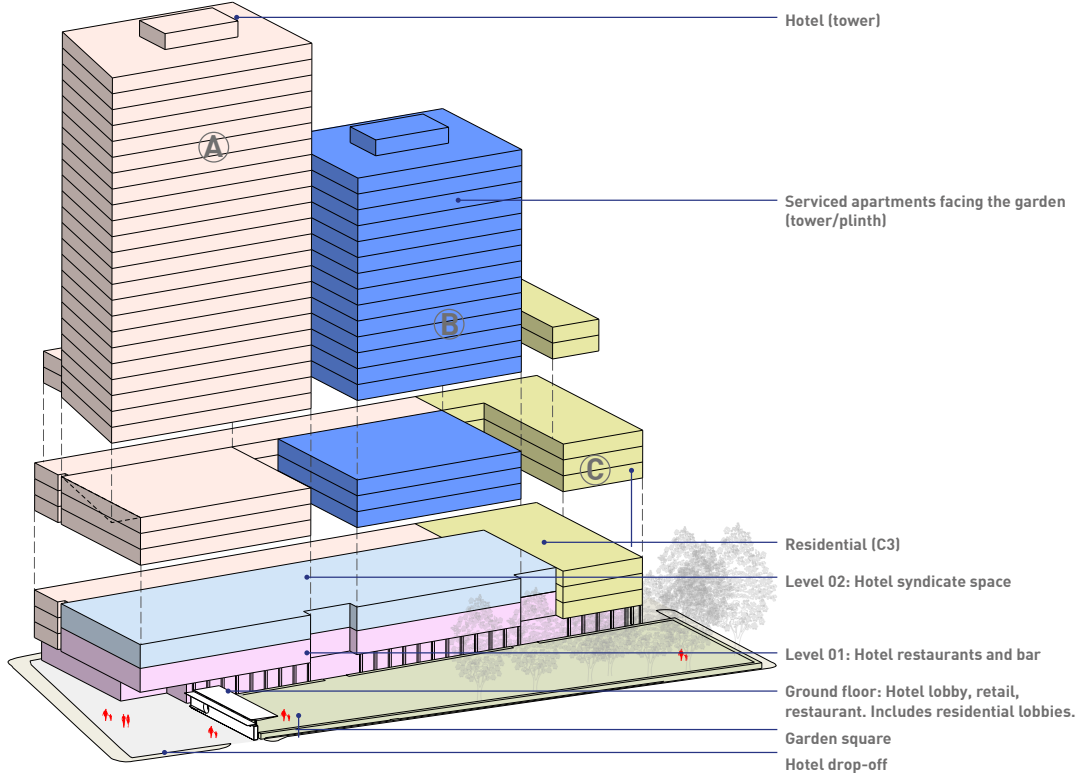


Fig 4.37 Axonometric view of the proposed functional distribution



Fig 4.35 Elevation sketch studies of the terrace



Fig 4.36 Computer rendered view of the proposal onto Courtfield Road at the junction with Ashburn Gardens



Fig 4.38 Massing views of the proposal looking east and west along Cromwell Road

4.5.7 Courtfield Road Building absorbed into a terrace with 2 buildings above

As the hotel operator and his consultants reviewed the developing design a clear briefing requirement emerged that the serviced apartments would function more successfully if they were located in their own cluster served by their own core. The alternative to the garden terrace of serviced apartments, therefore, was to locate them in their own tower, the second middle tower provided the right amount of accommodation for the brief. Operationally the taller northern tower of hotel rooms, the middle tower of serviced apartments and the residential in the southern wing became a fixed strategy.

As the southern building had now been reduced in height and the towers had been connected at the lower levels (to meet the brief requirement for rooms) a new formal strategy emerged; that of two taller buildings and a podium.

Several arrangements for this were tested and discussed at the Pre-App nos 11. The main debate was around the expression and justification for the towers above the podium. An idea to locate front of house conference facilities at level 7 in a 'joint' between the towers and the podium was tested with the hotel operators but was considered to be commercially un-viable as a result of the disconnect between lobby and function rooms.

A preferred option emerged where the towers interlocked, above and to the east of the lower podium element which was seen as a terrace wrapping around from Courtfield Road to edge the Garden Square.

The elevation on Courtfield Road went through a number of iterations as illustrated in on these pages. The design in Fig 4.36 was considered to be too much of a pastiche of the existing buildings and so was moved away from towards a more contemporary interpretation of a bay window. This is explored and explained in more detail in the next chapter.

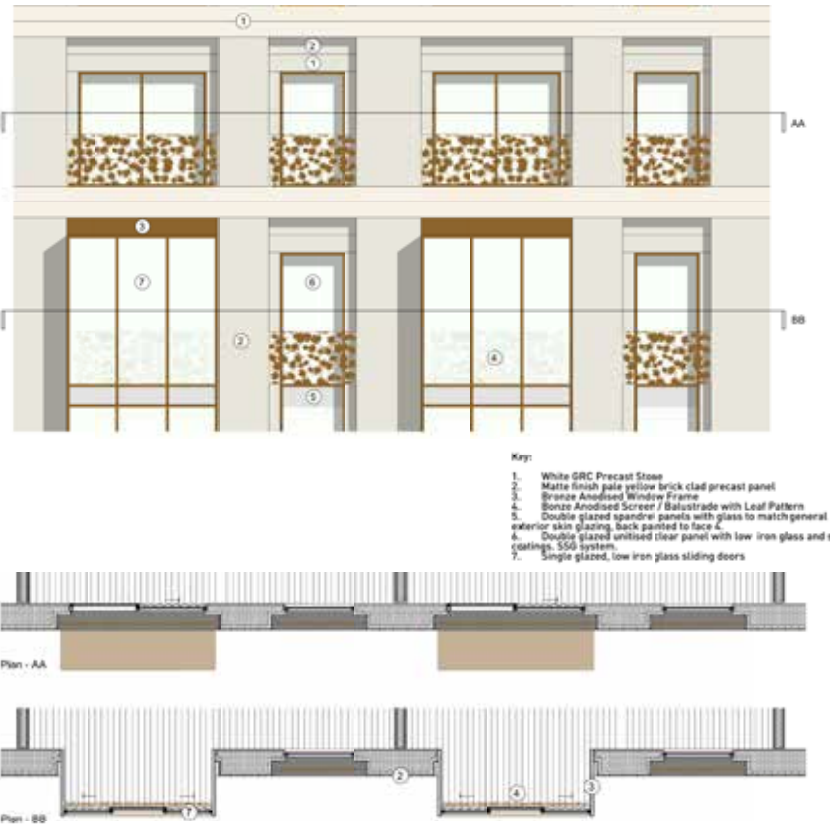


Fig 4.39 Typical elevation bay study of the building onto Courtfield Road

DESIGN PROCESS – EVALUATION AND EVOLUTION

4.7.8 Singular podium below 2 offset towers, final arrangement

Further reflection and review of this scheme exposed an awkwardness in this arrangement; the terrace was asymmetrical in cross section, part below and alongside the towers. One final formal amendment was made to the scheme which was to extend the terrace onto the eastern side of the site along Ashburn Place and to offset it in relation to the towers. This offered more legibility to the formal composition as the towers were now clearly independent of the podium resulting in a series of more compelling and elegant townscape compositions from all four corners of the site.

This arrangement was agreed with the case officers at Pre-App meeting Nos 12 and has become the basis of the submitted proposal which will be described in more detail in the following chapters. The facade detail in particular Courtfield Road elevation continued to be developed following the last Pre-App meeting nos 13 as the final submission detail was articulated.

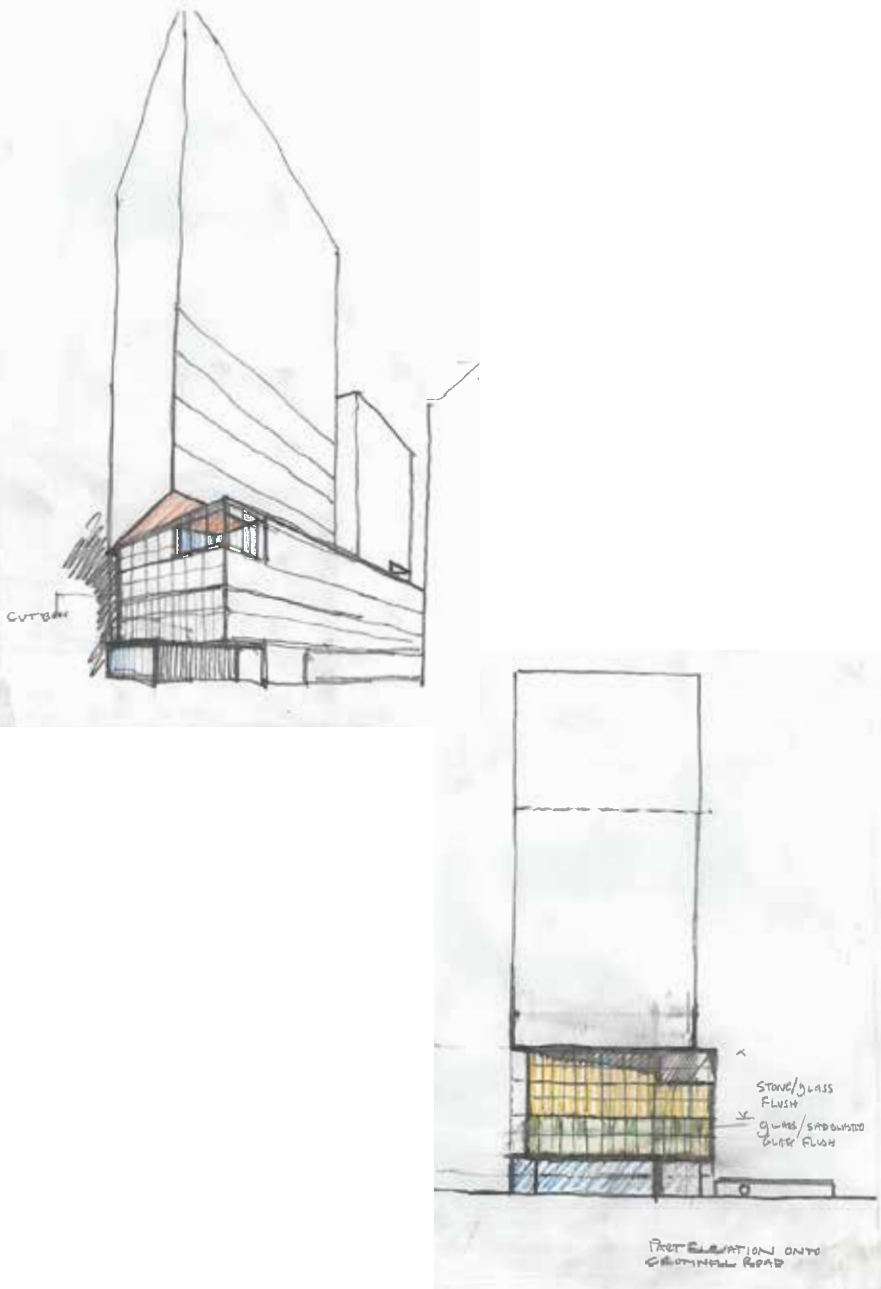


Fig 4.40 Conceptual sketches of the final formal amendment to the formal composition; to offset the towers from the podium and to reinforce this off set with cut-outs and cantilevers

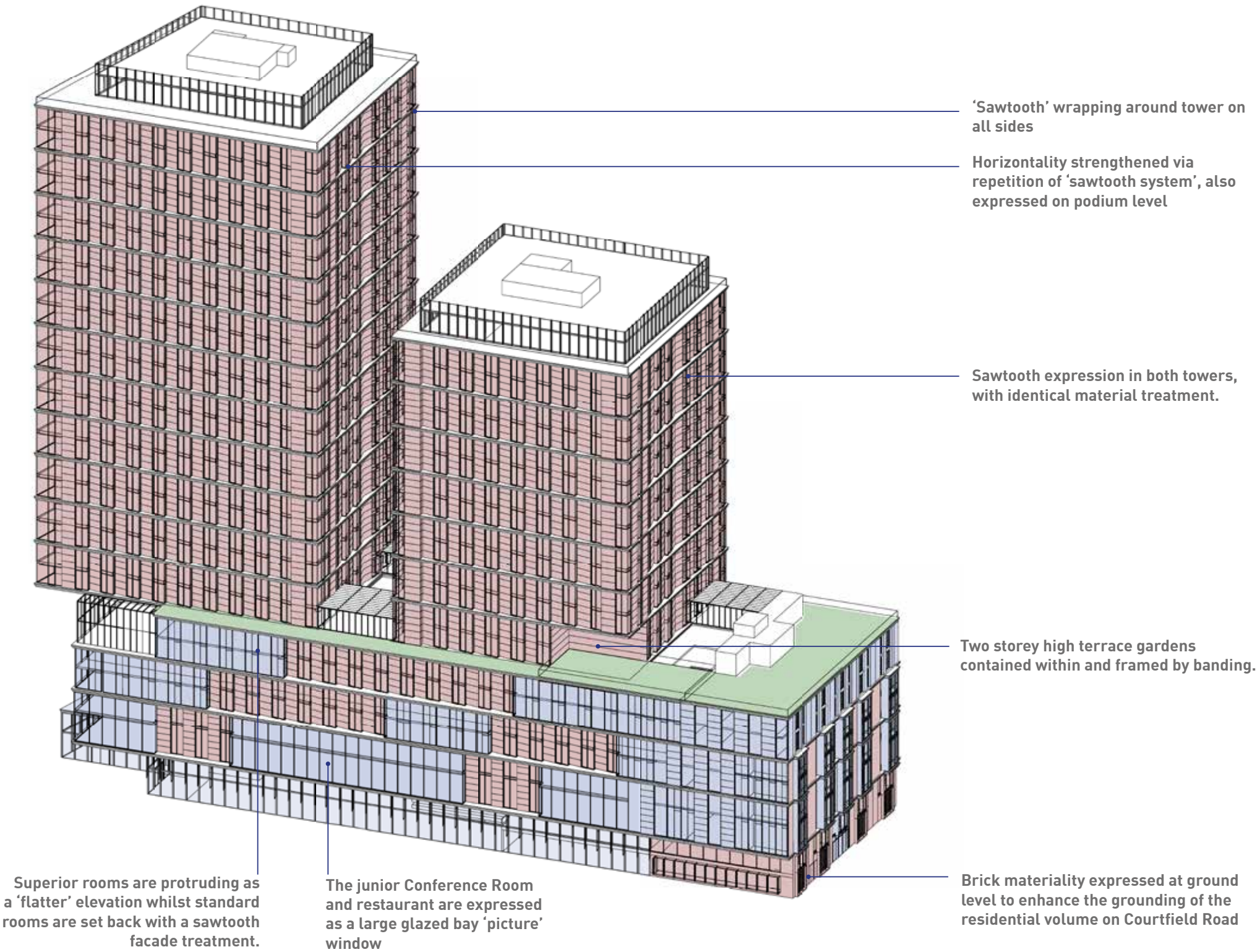


Fig 4.41 Annotated axonometric view of the final formal arrangement



Fig 4.42 Sketch design studies of elevation to Courtfield Road presented at Pre-App 12 & 13. Design development continued up to the submission of the final scheme.



Fig 4.44 Massing view of the final formal composition from the corner of Ashburn Place and Courtfield Road. The design of the elevation continued in detail following Pre-App 12 & 13.



Fig 4.43 Massing view of the final formal composition from Cromwell Road looking west illustrating the off set towers



Fig 4.45 Massing view of the final formal composition from the corner of Ashburn Gardens and Courtfield Road

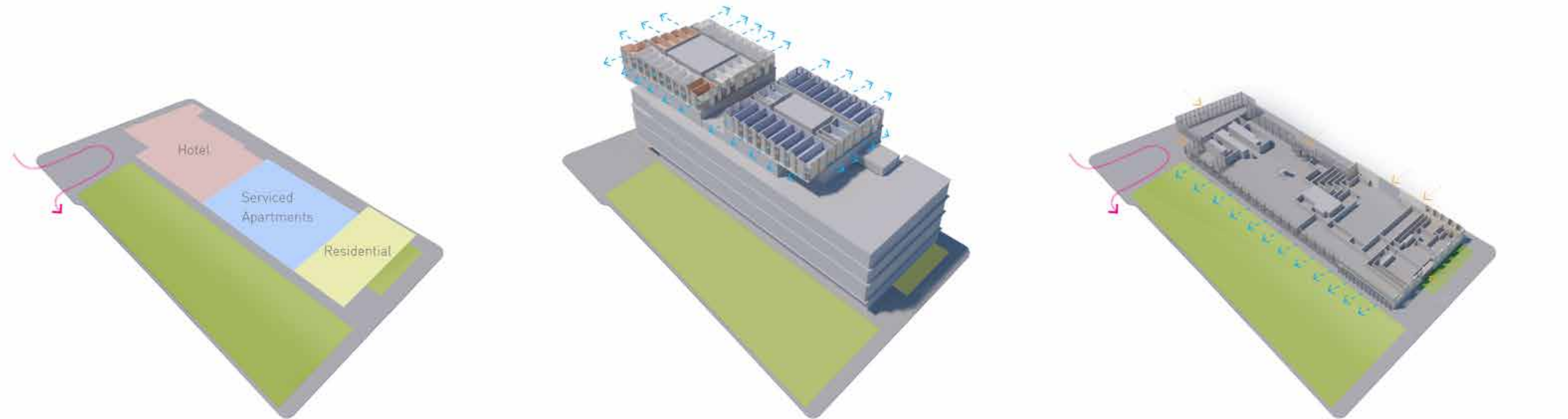
SECTION 5

The Design Proposal

5.1 Scheme configuration and overview

The diagrams on this double page provide an overview of the key strategies of the proposal for the demolition and re-development of the city block bounded by Cromwell Road, Ashburn Gardens, Ashburn Place and Courtfield Road.

Fig 5.1 Scheme configuration diagrams: site arrangement, plan strategy and frontages



GENERAL SITE CONFIGURATION

- > The hotel and serviced apartment accommodation is orientated towards Cromwell Road and Ashburn Place.
- > The residential accommodation is located towards Courtfield Road.
- > The Garden Square is located along Ashburn Gardens and onto Courtfield Road.
- > An arrivals square for the hotel is located at the junction of Cromwell Road and Ashburn Gardens.
- > A private residential garden space sits between the Residential accommodation and Courtfield Road.
- > A basement containing hotel conference and back of house facilities as well as parking storage and plant rooms occupies the footprint of the existing building over two levels.

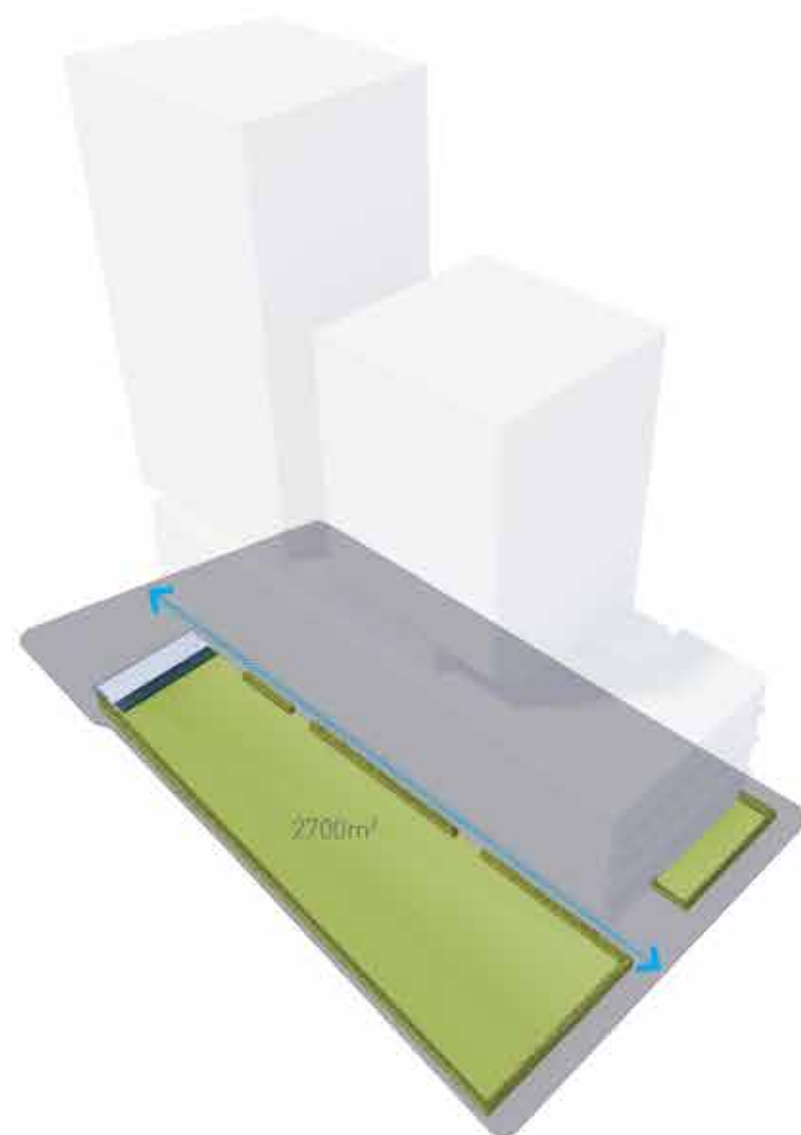
GENERAL PLAN CONFIGURATION

- > The accommodation is massed onto the eastern side of the site to maximise the area of garden around the mature existing London Plane trees located predominantly to the west of the site.
- > The tower forms are determined by the depth of hotel guest rooms and serviced apartments arranged around the perimeter of a central core.
- > Roofs of the podium are landscaped as visual amenity whilst access is provided to the roof of the residential building to provide external residential amenity space.

SERVICING AND FRONTAGES

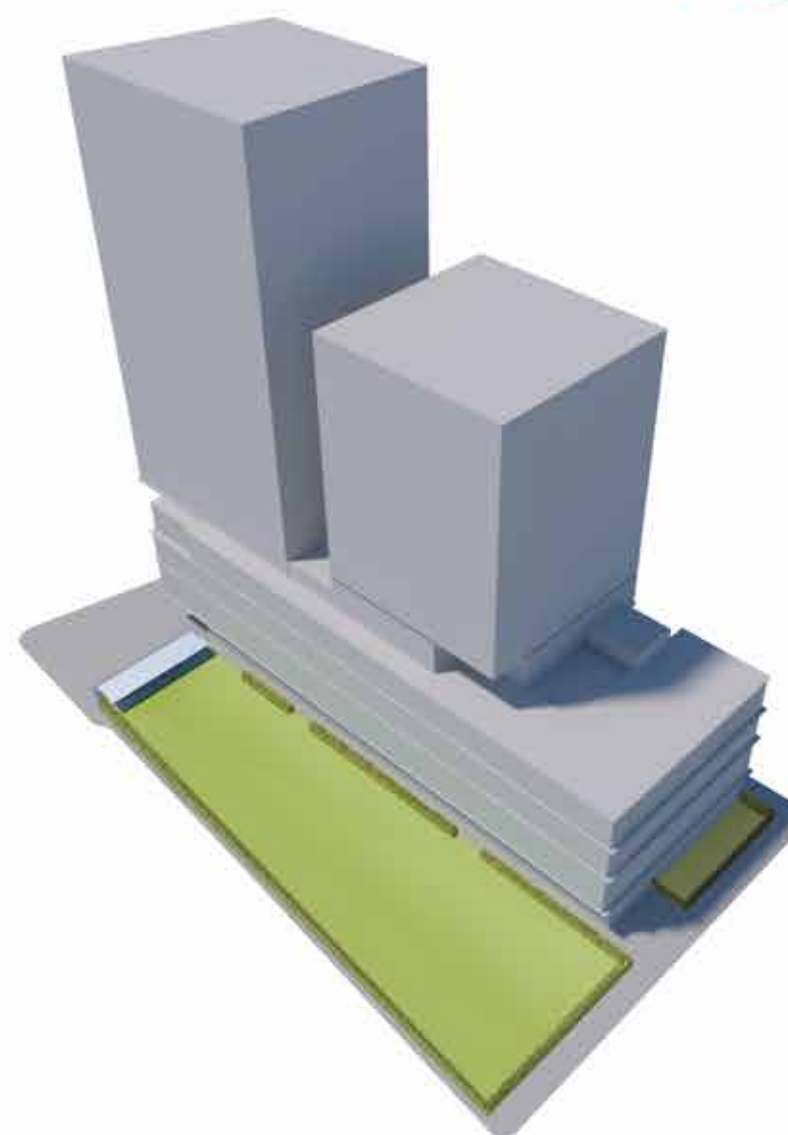
- > Active frontages are provided along the entire length of the Garden Square, Cromwell Road and Courtfield Road.
- > The majority of Ashburn Place also has active frontages serving the hotel lobby space.
- > A loading bay on Ashburn Place provides the servicing space for the development and allows for lorries and vans to pull off the highway, turn to drive out onto the highway.
- > Coaches and buses servicing the hotel are located in a pull-in area on Ashburn Place. This can also accommodate taxi drop-off.
- > The arrivals space allows for taxi's and car's to drop-off/collect on the site in a spacious safe environment.

Fig 5.2 Scheme configuration diagrams: Garden Square, massing elements and building heights



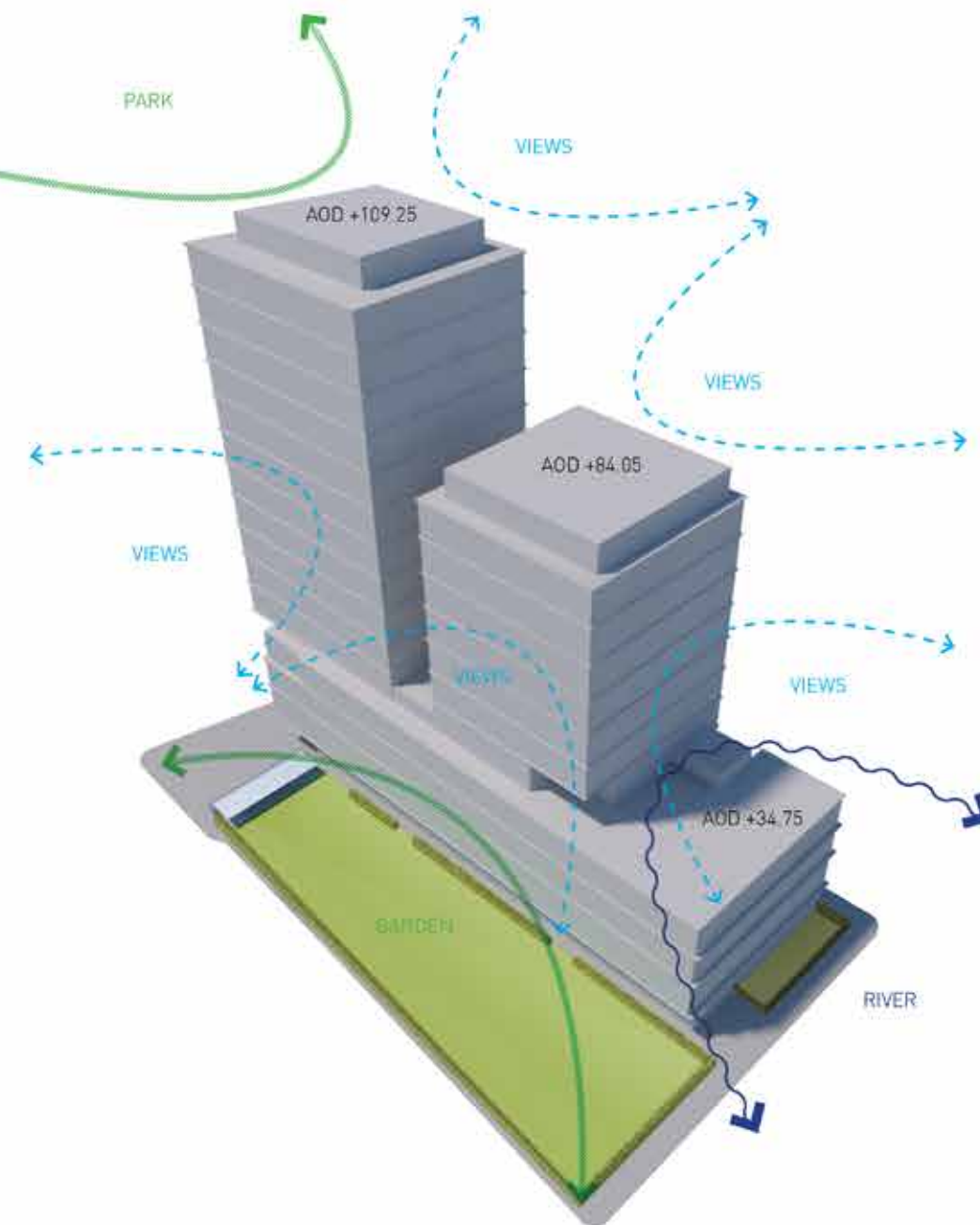
GARDEN SQUARE CONFIGURATION

- > The Garden is contained and defined on three sides by perimeter railings. The northern side is enclosed by a single storey 'screen' wall with supporting canopy to provide protection from the noise of Cromwell Road.
- > The Garden Square achieves an area of 2702m²
- > A public walkway extends along the eastern edge of the garden between the hotel lobby space and the Garden.
- > The Garden is accessed in 3 locations along Ashburn Gardens, one location on Courtfield Road and 3 location along the new pedestrian route.



MASSING ELEMENTS

- > The massing is formed of three components; a podium and two towers which step in height from the south to the north to minimise their impact on the neighbouring residential properties on Ashburn Gardens and Courtfield Road.
- > The podium forms a rectilinear perimeter block of accommodation with external lightwells.
- > The tower forms are offset from the podium and align with the street edges of Cromwell Road and Ashburn Place.



BUILDING HEIGHTS

- > The podium is ground plus 7 storeys and is related to the roof line of the neighbouring terraces
- > The smaller tower is ground plus 21 storeys
- > The taller tower is ground plus 29 storeys.

5.2 Proposed Massing and Townscape Impact

5.2.1 Context

As described in the chapter 4 the final massing of the submitted proposal is the result of a thorough analysis of the site; its opportunities and constraints, together an evaluation of the clients brief. The extensive 18 month long consultation process has also has a significant input into the proposed general arrangement of the massing on the site.

In overview the proposed massing is a response to the existing building that has occupied the site for nearly 50 years and therefore established the principle of a tall building on the site. During that time London has changed much and will continue to change as it continues to expand. The possibility to demolish and comprehensively re-develop the Kensington Forum site offers a major opportunity for the Royal Borough of Kensington and Chelsea.

The existing building is the second tallest building in the Borough at 14 metres lower than the 98m Trellick Tower in North Kensington. It is described in the September 2010 SPD, 'Building Height in the Royal Borough' as 'a highly prominent, bulky building' that 'does not relate to its immediate context'. The opportunity, therefore, is to replace the bulk and massing of this building with an arrangement that is more sympathetic to 'its immediate context' and to do this alongside the creation of a London Garden Square. The challenge has been to do this to integrate an accommodation brief that will make the comprehensive site re-development financially viable.

The key views of the exiting building that have influenced the development of the massing are those from the north in Kensington Palace and Launceston Place, both east and west along Cromwell Road and to the south particularly from Courtfield Road. In all these views the geometry, at an angle to the set-out of the existing streets has generated an imposing mass that increases its impact, by broadening its elevations to the streets whilst extending its height towards the large plane trees and Courtfield Road and Ashburn Gardens.

The proposed approach therefore is to align the massing in a simple arrangement where the building is parallel to the streets it edges and that steps in height away from Courtfield Road and Ashburn Place to a high point on Cromwell Road. This strategy allows the building to offer 'traditional' elevations to the streets that will not be as imposing as the oblique angles of the existing buildings.

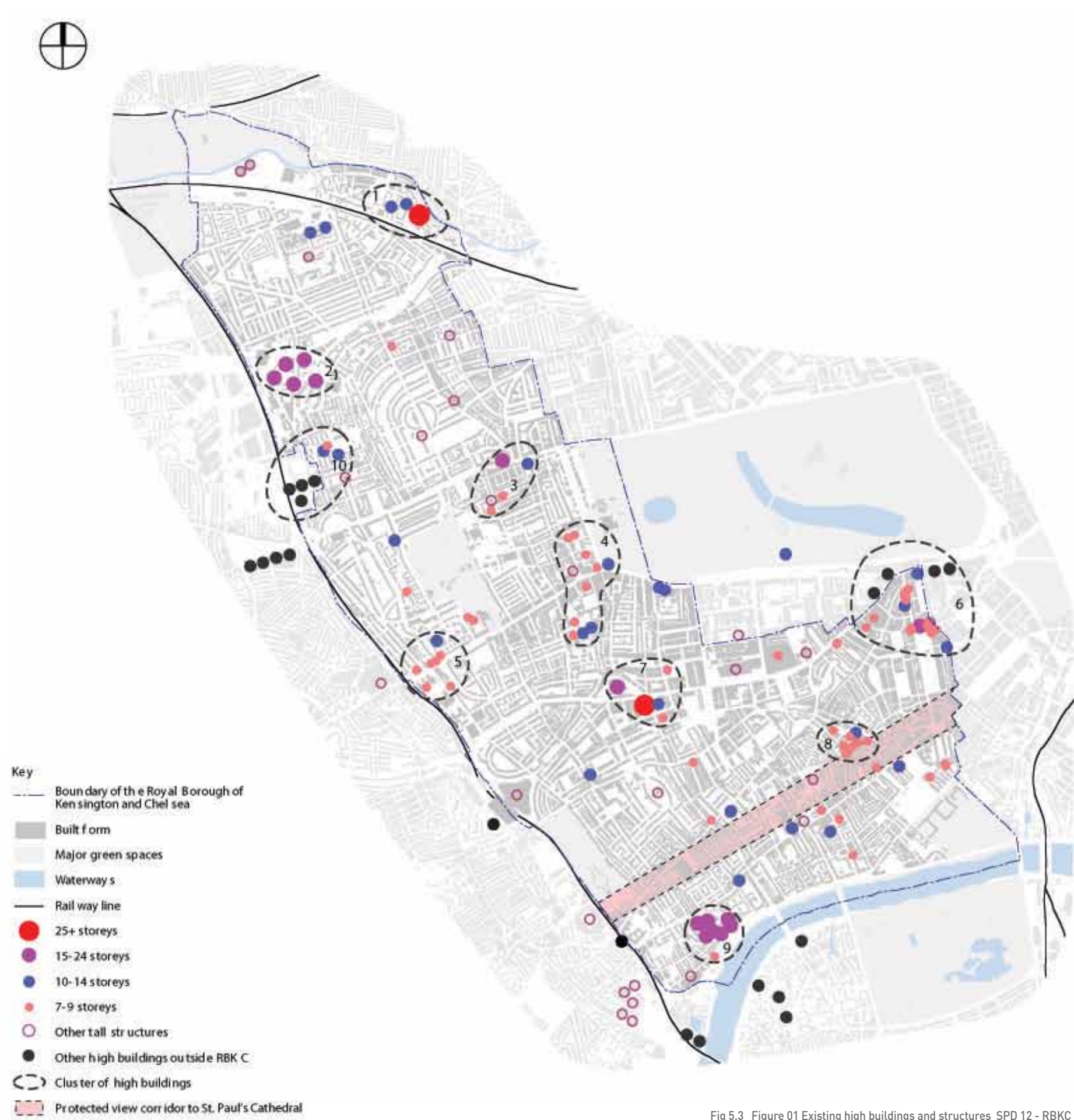


Fig 5.3 Figure 01 Existing high buildings and structures SPD 12 - RBKC Local Plan



Fig 5.4 Existing view from Launceston Place and Victoria Grove



Fig 5.6 Existing view from Kensington Palace



Fig 5.5 Existing view from Collingham Road and Courtfield Gardens



Fig 5.7 Existing view from Courtfield Road, near Gloucester Road Underground Station

THE DESIGN PROPOSAL

5.2.2 Formal Composition

The proposed formal arrangement is to edge Ashburn Place and Cromwell Road with a podium building that is ground plus 7 storeys high. On its western side this edges the Garden Square whilst to the south it is set-back from the back of pavement along Courtfield Road by 7.0m. The eastern edge of the podium is set-back 3.0 metres from the back of pavement along Ashburn Place. The scale of the podium is a response to the neighbouring terraces on Courtfield Road and Ashburn Gardens, set slightly above the roof-line of these buildings the podium ‘mediates’ between the scale of this context and the towers which sit above them.

There are two towers above the podium stepping in height a further 15 and 23 storeys respectively above the podium from south to north. They also increase in plan as the taller tower aligns with the geometry of Cromwell Road which is 102 degrees to Ashburn Place . They are located to be as far away as possible from the residential terraces on Courtfield Road and Cromwell Road. The tallest tower defines the corner of Cromwell Road and Ashburn Place, its plan width is determined by a grid of hotel bedrooms arranged around a central core and the study of its external proportion from the street as a prominent marker for the new development.

The second tower is located 10.6 metres away from the hotel tower allowing for them to be read clearly as two individual elements as well as offering privacy between hotel guest rooms and for light and sky views to pass between the buildings to the neighbouring properties on Ashburn Gardens. Its height is determined by it’s compositional relationship to both the taller tower and the lower podium between which it mediates.

A maximum height of the existing building was set as an initial design objective, however as the final designs emerged, in consultation, with both residents and the local authority planning and design officers it was decided that the tallest building should be increased in order to achieve the set-back in the massing on Courtfield Road. The proposed height is 9.7 metres higher than the existing building.

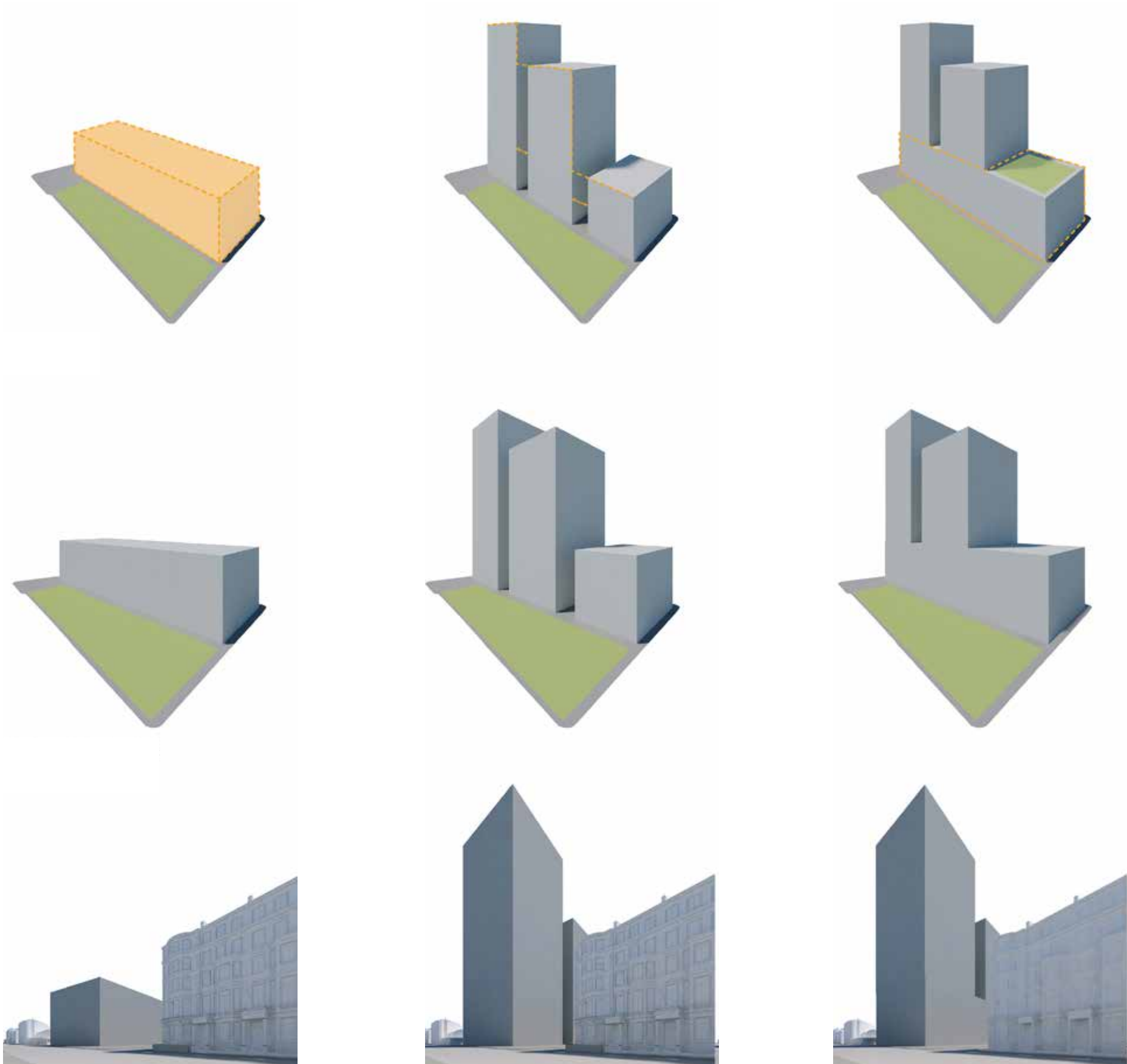


Fig 5.8 Diagram illustrating the particular steps of the building massing

STEP 1
SITE EDGED BY MASS TO CREATE GARDEN

STEP 2
MASSING IS BROKEN AND STEPS IN HEIGHT TO CROMWELL ROAD

STEP 3
A TERRACE IS INTRODUCED TO RELATE TO THE HEIGHTS OF THE EXISTING BUILDINGS WITH TOWERS ABOVE

5.2.3 Articulation of the Massing

The basic massing arrangement of a podium with two towers has been articulated to generate the following benefits:

- > A clear articulation of tower elements, which address the wider city, and the podium which address the neighbouring streets.
- > A reference to the non-rectilinear geometry of the Cromwell Road and Ashburn Place.
- > A clear legibility to the expression of the different functions within the development.
- > Elegant proportions of the overall formal composition.
- > A visual ordering of the tower that is influenced by it's context.

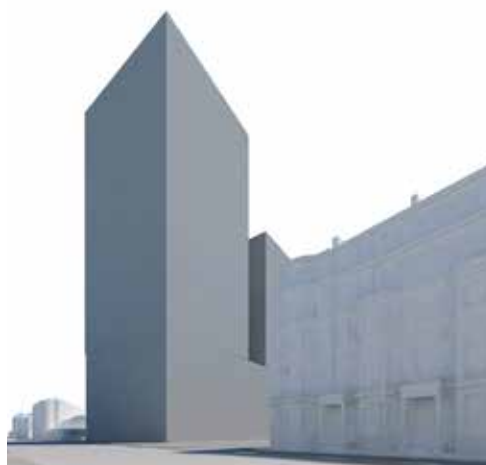
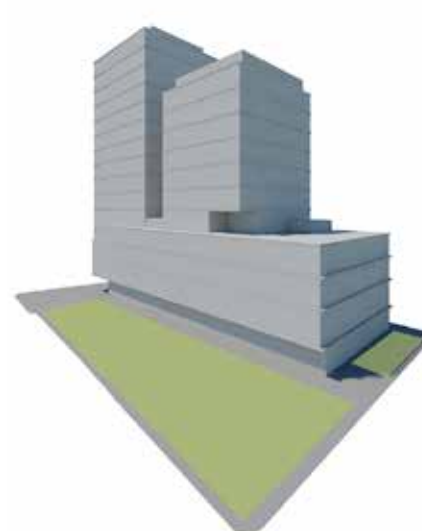
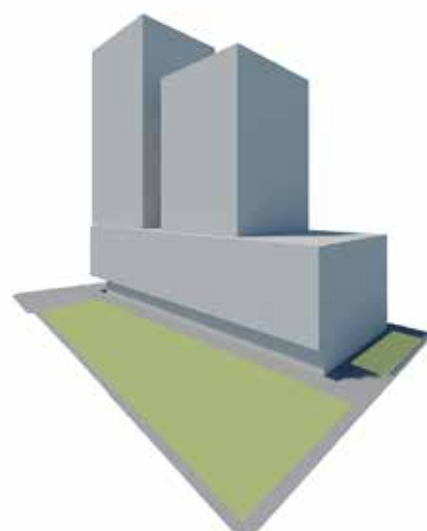
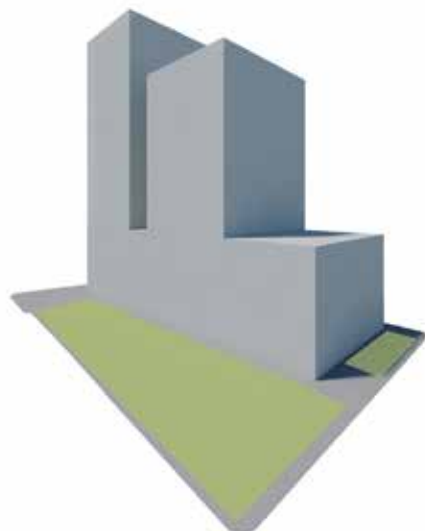
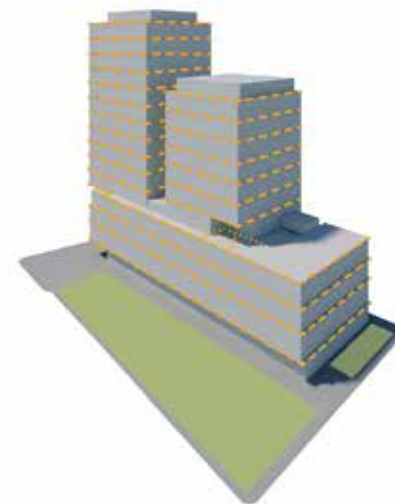
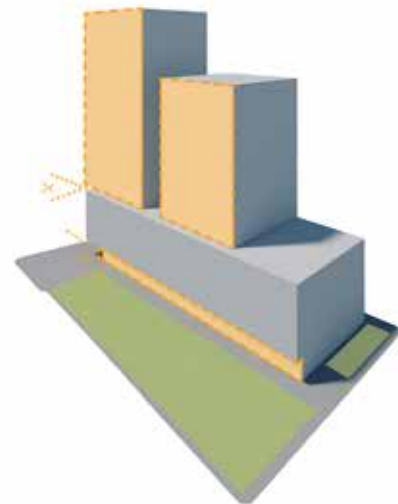
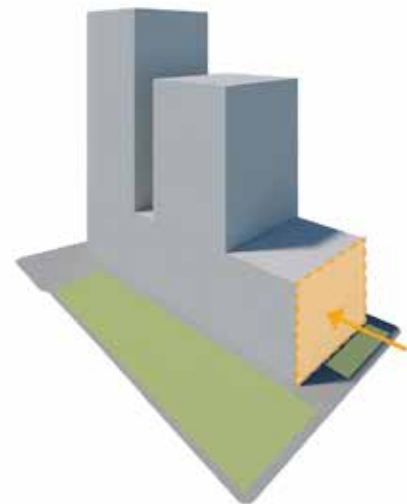
The articulation of the towers as distinct elements is achieved by off-setting them in plan from the podium. On the east they cantilever 3.0 metres to the back of pavement line above the recessed podium facade. On the west they are 3.7 metres inside the perimeter of the podium. This minimises their impact on the Garden Square and means also that it is the podium, with its scale of the neighbouring terraces that defines the urban block, its streets and the Garden Square. The towers do not 'come to ground' and are intended to be their own forms cantilevered above the podium addressing the distant views city beyond.

The articulation of the cantilevering towers is further reinforced by the alignment of the northern tower with Cromwell Road which is at a 12 degree angle to the podium facade facing Cromwell Road. This allows for the composition to acknowledge the geometry shift on the northern edge of the site: the podium is rectilinear and in conversation with the neighbouring terrace and the Garden Square it opens onto; the angled form of the tower continues the street line of the Cromwell Road. This is particularly effective when viewed from the east and west along this important arterial road, and anchors the massing composition into its urban context.

The massing is articulated further through two key concepts: the use of cut-backs on the north-western and south-western corners of the two towers; and the use of an expressed horizontal every two storeys. These devices add an elegance to the overall proportions of the composition as well as further allowing the towers to feel that they 'hover' above the podium when from either Courtfield Road/Ashburn Gardens or Cromwell Road. The two storey grid with recessed facades between allows for a range of contextually appropriate materials to be used that express the different building functions within an controlling order. This horizontal 'grain' is a reference to the string course of the neighbouring buildings in the Borough. The elevation design will be explained in more detail later in this chapter.

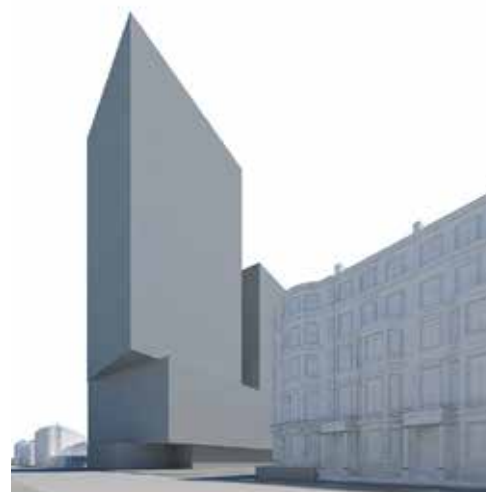
The proposed massing is illustrated in the massing views from each corner of the site in Figs 5.9 - 5.12 overleaf.

A full townscape impact assessment has been carried out by Peter Stewart Consultants and is included in the EIA. The proposed massing from the same four existing view points shown in Figs 5.4 - 5.7 are illustrated in Figs 5.13 - 5.16, also overleaf.



STEP 4

TERRACE IS SET-BACK FROM COURTFIELD ROAD



STEP 5

TOWERS ARE OFFSET FROM THE TERRACE IN EAST AND WEST DIRECTIONS AND CANTILEVERED ON THE NORTH



STEP 6

FURTHER SET-BACKS INTRODUCED ON CORNERS OF THE TOWER AND HORIZONTAL ORDER GIVEN TO THE BUILDING



Fig 5.9 View of the final massing from the corner of Ashburn Gardens and Courtfield Road



Fig 5.11 View of the final massing looking east along Cromwell Road



Fig 5.10 View of the final massing from the corner of Ashburn Place and Cromwell Road



Fig 5.12 View of the final massing from the corner of Ashburn place and Courtfield Road



Fig 5.13 Proposed cumulative view from Launceston Place and Victoria Grove



Fig 5.15 Proposed cumulative view from Kensington Palace

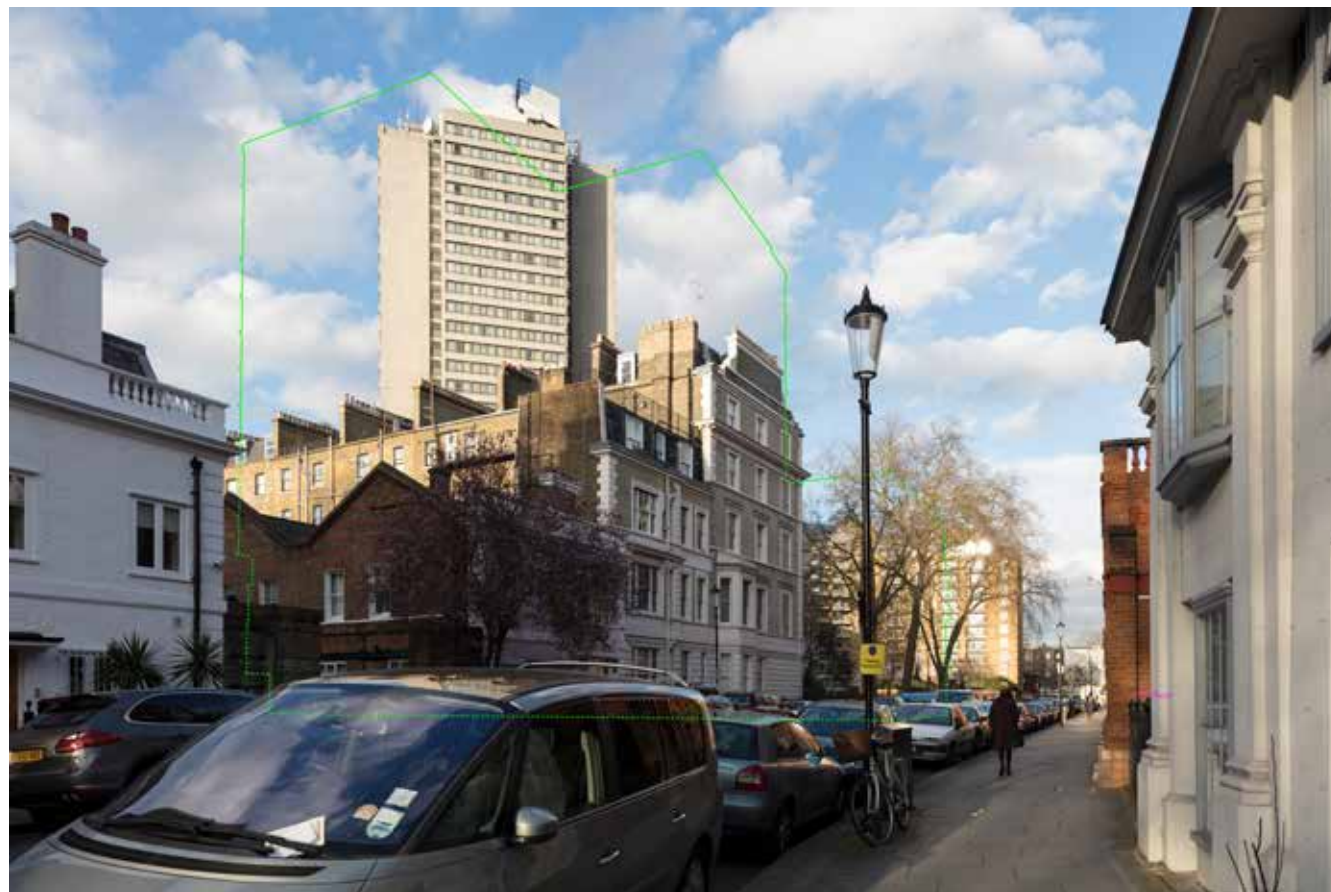


Fig 5.14 Proposed cumulative view from Collingham Road and Courtfield Gardens



Fig 5.16 Proposed cumulative view from Courtfield Road, near Gloucester Road Underground Station

5.3 Functional Arrangement

5.3.1 Site Plan

The arrangement of pedestrian and vehicular movement across the site has been a fundamental driver in the functional arrangement of the scheme.

The existing building locates the main entrance to the hotel on Courtfield Road , a predominately residential street. The proposed arrangement shifts the emphasis of the scheme towards the main arterial east-west route, Cromwell Road in support of the massing strategy and in order to create a more significant 'address' and prominence for the hotel. The main hotel entrance is supported by an 'drop-off square' which gives offers a sense of arrival for the hotel users at the base of the tallest building that will be a dignified address for the hotel.

The main hotel entrance is supported by a secondary entrance on Ashburn Place where coaches and buses can park off the highway. This can also serve as a taxi drop-off when not in use.

The residential entrances to both the affordable and private accommodation are located alongside each other on Courtfield Road. The entrances are supported by small enclosed garden which is accessed from Courtfield Road and on its western edge where a pedestrian walkway links to the arrivals 'drop-off square'.

A loading bay servicing the entire development is located on Ashburn Place and adjacent to the access to an automated car stacker system.

There is generally a 1.0 metre level change across the site from north to south. The NE corner is at 7.3m AOD, the SE corner is at 8.25m AOD, the NW corner is at 7.6m AOD and the SW corner is at 8.5m AOD.

The hotel lobby is set at 7.5m AOD, the residential lobbies are at 8.1m AOD and the loading bay is 7.75m AOD. Accessible ramps are integrated into the walkways to ensure that all entrances are step free and accessible to all.

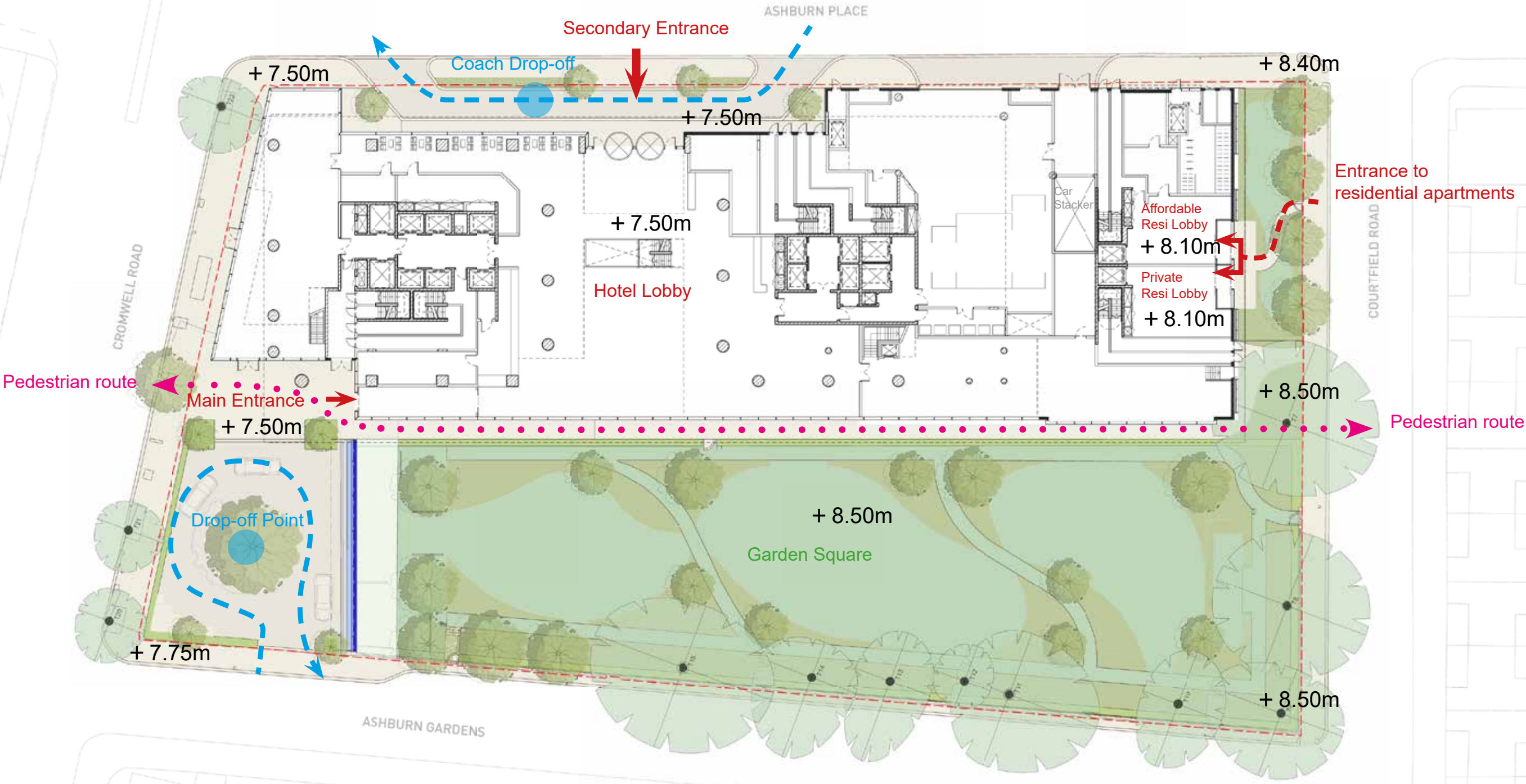


Fig 5.17 Ground floor open space plan of the proposed development

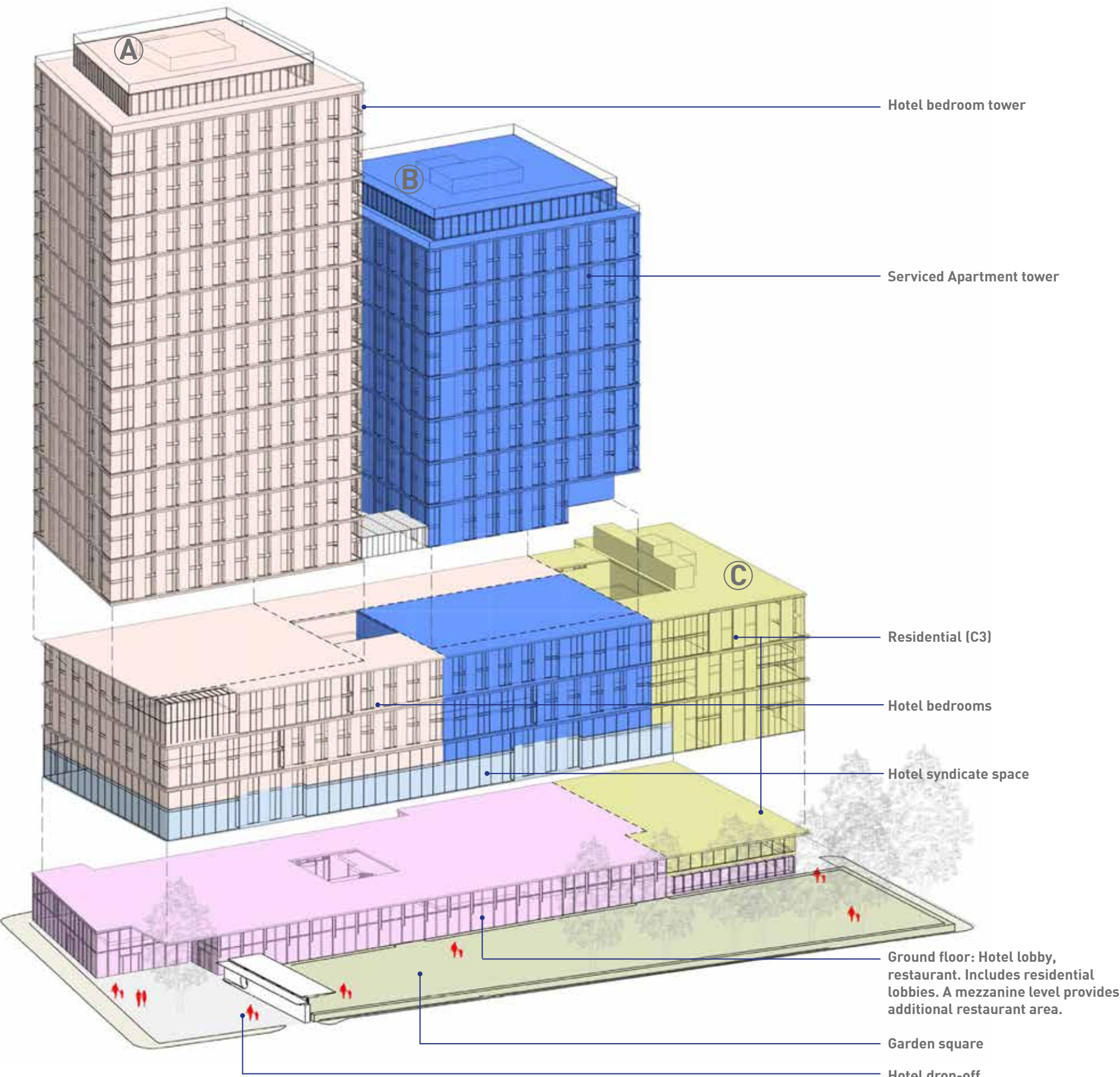


Fig 5.18 Functional axonometric of the building illustrating the distribution of the main building elements

5.3.2 Functional Area Summary

The area tables illustrated on this page provide a summary of the areas for each function within the building.

Land Use	Use Class	GIA		NIA		Net to Gross
		sqm	sqft	sqm	sqft	NIA to GIA
Hotel Accommodation only	C1	20,281.52	218,310.28	20,281.52	218,310.28	100.0%
Serviced Apartments Accommodation only	C1	12,329.41	132,713.77	12,329.41	132,713.77	100.0%
Hotel Concourse	C1	1,253.81	13,496.01	1,253.81	13,496.01	100.0%
Hotel Executive Lounge	C1	279.56	3,009.18	279.56	3,009.18	100.0%
Serviced Apartment Executive Lounge	C1	350.50	3,772.78	350.50	3,772.78	100.0%
Hotel BOH / Offices	C1	1,835.93	19,761.95	1,835.93	19,761.95	100.0%
Kitchens	C1	689.12	7,417.69	689.12	7,417.69	100.0%
Food & Beverage	C1	1,782.86	19,190.67	1,782.86	19,190.67	100.0%
Syndicate	C1	1,377.01	14,822.14	1,377.01	14,822.14	100.0%
Conference	C1	2,507.05	26,985.89	2,507.05	26,985.89	100.0%
Gym	C1	828.80	8,921.20	828.80	8,921.20	100.0%
Hotel Cores/Circulation/Ancillary Spaces	N/A	27,860.02	299,885.28	0.00	0.00	0.0%
Private Residential Accommodation only, inc. WG	C3	2,230.08	24,004.58	2,230.08	24,004.58	100.0%
Private Residential Cores/Circulation/Ancillary Spaces	C3	1,073.80	11,558.41	0.00	0.00	0.0%
Affordable Residential Accommodation only, inc. WG	C3	1,716.82	18,479.85	1,716.82	18,479.85	100.0%
Affordable Residential Cores/Circulation/Ancillary Spaces	C3	932.58	10,038.34	0.00	0.00	0.0%
Scheme Total GIA and NIA		77,328.88	832,368.02	47,462.47	510,885.99	61.4%

Accommodation Units Summary					
Residential	Studio (1p)	1 Bed (2p)	2 bed (4p)	3 Bed (4-6p)	Total
Total	5	12	18	11	46
%	11%	26%	39%	24%	100%
Average Internal Unit Area (m2)	43.71	53.06	84.91	109.13	
Average Internal Unit Area (ft2)	470.52	571.14	913.98	1174.64	
Total Apartment NIA (m2)	218.56	636.72	1,528.39	1,200.39	3,584.06
Total Apartment NIA (ft2)	2,352.58	6,853.65	16,451.59	12,921.00	38,578.82
Total Winter Garden NIA (ft2)					3,905.61

Serviced Residences	Studio	One Bed	Two Bed	Penthouse	Total
Total	70	201	67	2	340
%	20.6%	59.1%	19.7%	0.6%	100%
Average Unit Area (m2)	23.90	33.41	53.54	177.14	
Average Unit Area (ft2)	257.27	359.61	576.25	1906.68	
Total (m2)	1,673.09	6,715.18	3,586.87	354.27	12,329.41
Total (ft2)	18,009.14	72,282.20	38,609.07	3,813.36	132,713.77

Hotel	Standard	Superior	Deluxe	Suite	Penthouse Suite	Total
Total	434	156	122	35	2	749
%	57.9%	20.8%	16.3%	4.7%	0.3%	100%
Average Unit Area (m2)	22.66	26.14	34.49	48.31	234.07	
Average Unit Area (ft2)	243.96	281.38	371.29	520.03	2519.48	
Total (m2)	9,836.17	4,078.02	4,208.28	1,690.92	468.13	20,281.52
Total (ft2)	105,876.53	43,895.81	45,297.93	18,201.06	5,038.95	218,310.28

Notes:
*Areas measured according to RICS Code of Measuring Practice - 6th Ed.
*GIA and NIA figures DO NOT include External Terrace or External Areas.
*GIA measured up to internal face of party wall between spaces of different use type. Internal walls within the same use type included in GIA.
*NIA excludes structural columns within units, party walls between different use types and internal walls within use types. This figure should not be used as the residential net sales area which includes structural elements.
*GIA figure excludes Residential External Private Gardens.

Fig 5.19 Area summary of the key functional components of the scheme

THE DESIGN PROPOSAL

5.3.3 Hotel and Serviced Apartment arrangement

The functional distribution of the hotel is centred around the ground floor hotel lobby which is a part double height space and is the key connection area for hotel guests.

Restaurants are located at ground floor and mezzanine levels accessed directly from the lobby. A business centre is located at first floor level which has a direct circulation link to the lobby. The footprint of these three levels follows the massing of the podium element.

The basement contains additional front of house facilities, including a double height function room, a gym and swimming pool.

The basement also contains both hotel and residential back of house areas to service the building as well as plant rooms.

The lobby is served by two cores which are located at the centre of each ‘square’ format towers that rise above the podium element.

The northern core serves the hotel guest rooms which are located in the tallest northern tower. The southern core serves the service apartments which are arranged in the southern tower. The southern core extends into the basement providing access for the hotel guests using the front of house facilities at those two levels.

The range of hotel room types and service apartments together with their layouts and a summary of the overall mix is provided later in section 5.4.2 and 5.4.3.

5.3.4 Residential accommodation arrangement

The proposed development will provide a mix of residential accommodation with both market and private located on site. The accommodation is arranged over 7 floors at the southern end of the building fronting Courtfield Road. The residential building is designed as a holistic architectural component with no distinction between private and affordable apartments. Each tenure has its own entrance lobby located alongside each other entered from Courtfield Road.

The affordable accommodation occupies the entire mezzanine level and the south east corner of the building facing Ashburn Place and Courtfield Road on the first, second and third floors.

The private apartments are located on the south west corner of the building facing the new Garden Square and Courtfield Road on the first second and third floors. In addition they occupy the entire floors of the building on the fourth, fifth and sixth levels of the building.

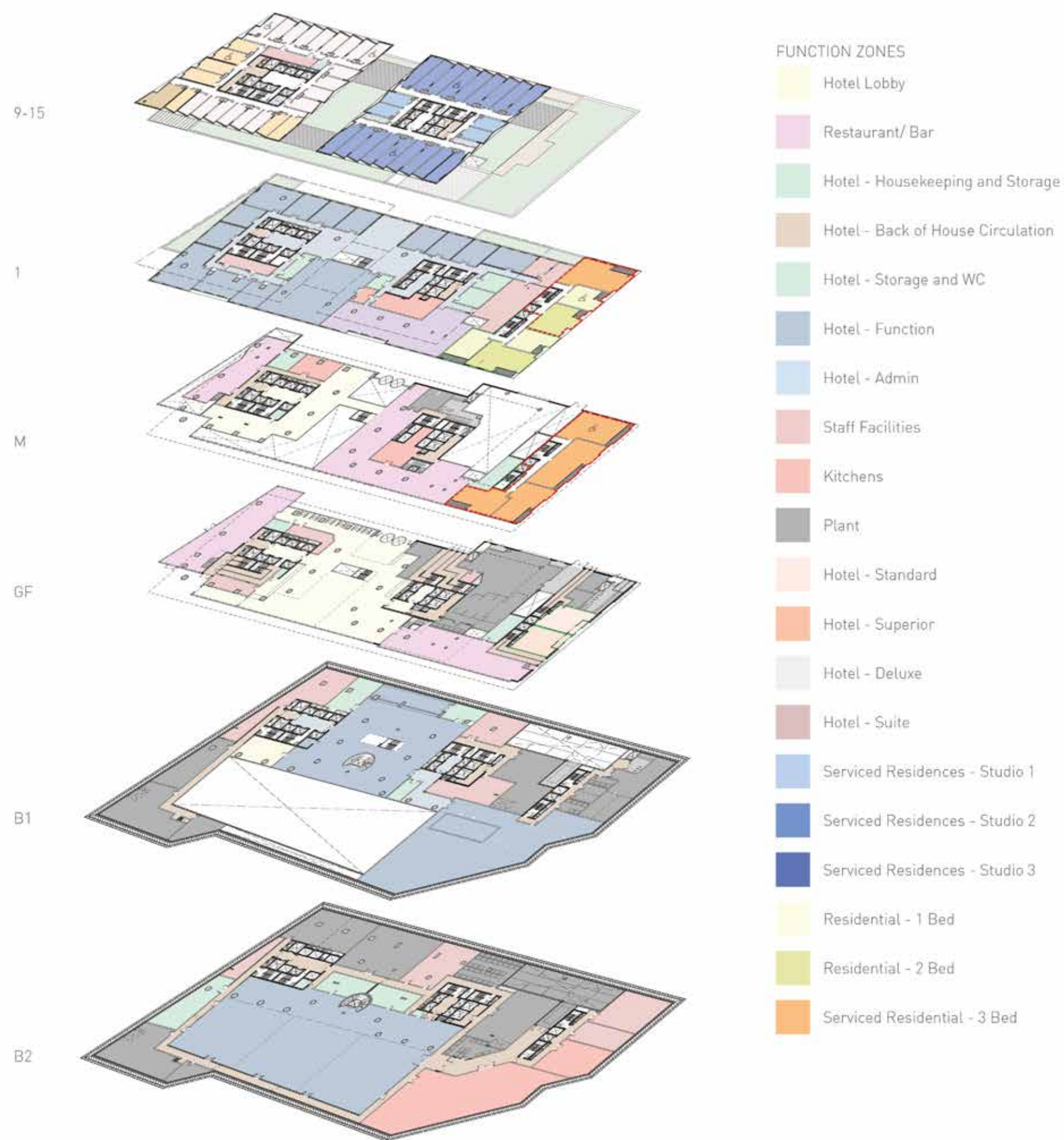


Fig 5.20 Exploded stack of hotel plans illustrating the distribution of the various hotel functions

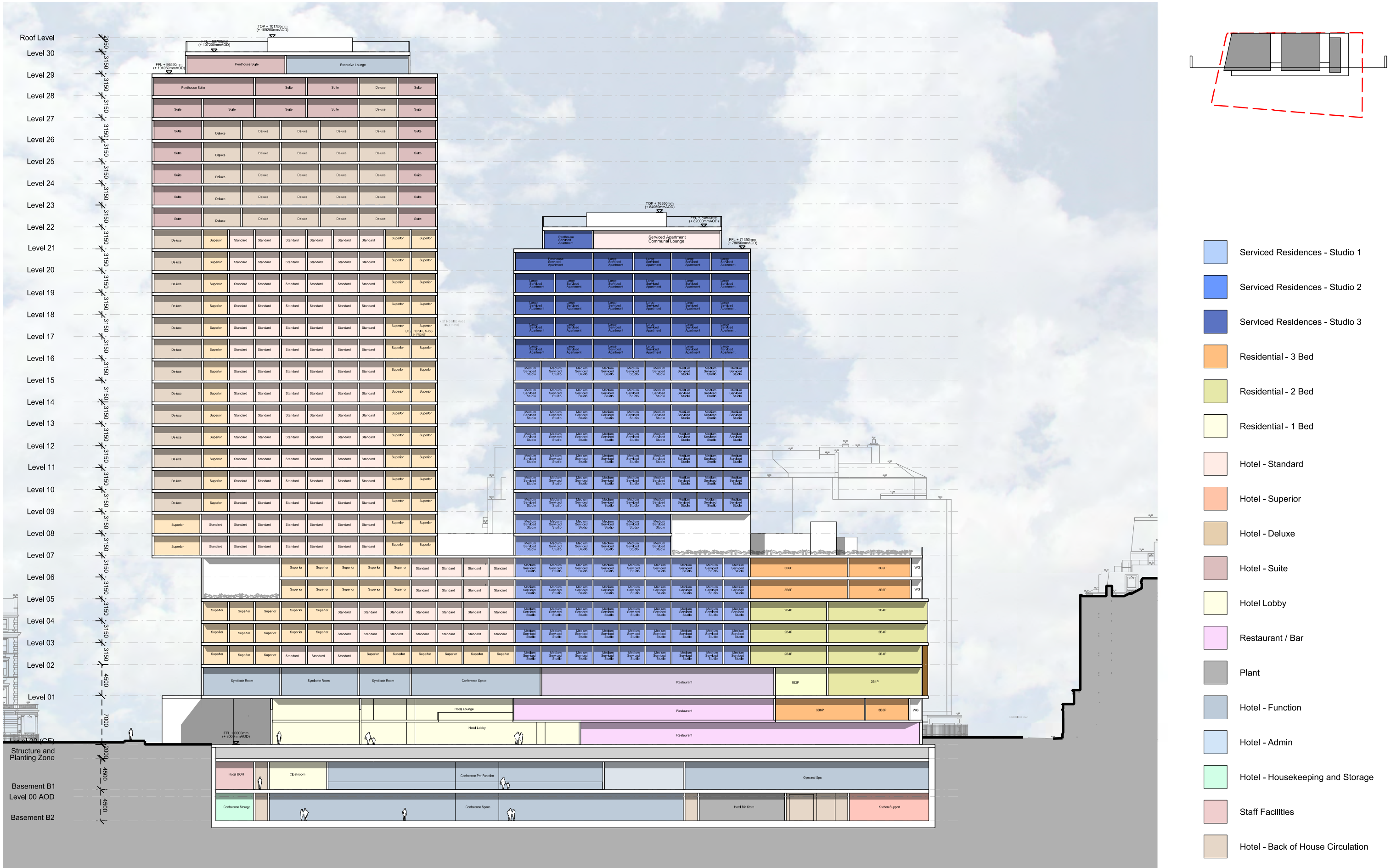


Fig 5.21 Longitudinal section through the Proposed Development indicating the functional distribution of key components

THE DESIGN PROPOSAL

5.4 Hotel and Serviced Apartment Design

5.4.1 The ground floor

The lobby is the focus of the hotel ground floor and extends over 2/3 of the ground floor. It is entered from two points from the arrivals drop-off and coach pull in area on Ashburn Place. It is served by two separate reception desks; one for hotel guests linked to the northern tower core, the second smaller is opposite adjacent to the southern tower core and is for the serviced apartments guests.

The lobby will contain seating areas offering and coffee bar facilities and is seen as an active concourse space that will bring much visual amenity to the streets and pedestrian routes it faces.

The entrance on Ashburn Place is located between the two towers and opens into a double height space offering visual links to the mezzanine floor where restaurants and additional lounge areas are located.

A feature stair is positioned on the axis of the entrance providing connections to the mezzanine in addition to the conference break-out space at basement level and the first floor business centre.

The main restaurant is located at the south of the lobby areas facing onto the pedestrian walkway to the garden. It has its a stair/lift link to the mezzanine where the space extends.

The restaurant extends as far as the southern boundary of the building but is glazed only along the pedestrian walkway offering views out to the Garden Square and London Plane trees and dappled western light into the space.

A speciality restaurant, owned and operated by the hotel is located onto Cromwell Road and is intended to be a stand alone 'offer' accessed from the street, with a connection to the lobby. It also extends over up to the mezzanine.

Back of house luggage stores, offices and WC's are clustered around the cores to maximise the area of open lobby space.

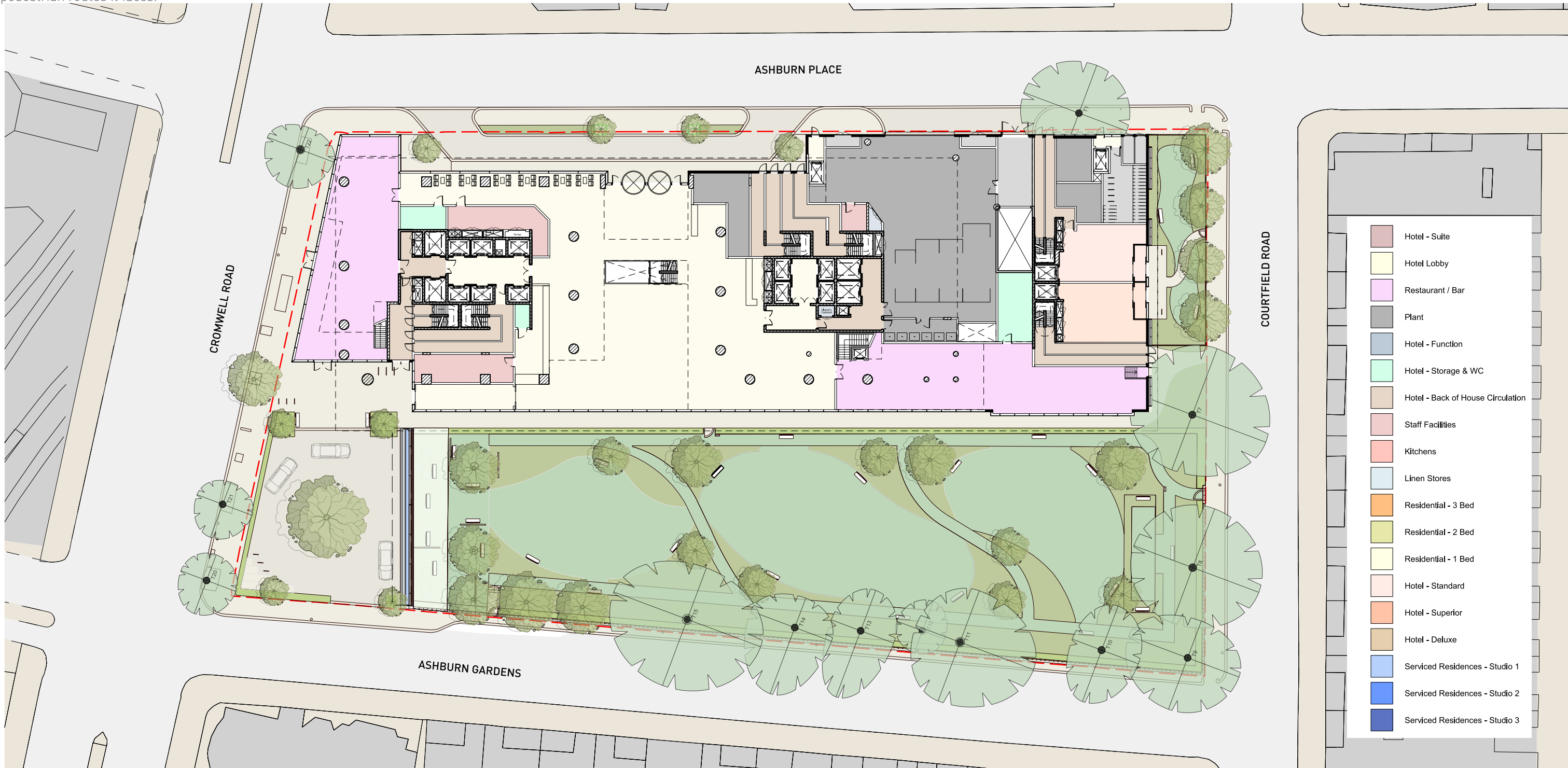


Fig 5.22 Ground floor plan of the proposed development

The loading bay has parking for 4 vehicles and is controlled by an office. It is connected to the basement back of house areas via two goods lifts located in the southern tower core.

Hotel and residential sub-stations are located on either side of the Loading Bay and the staff entrance is through a staircase exiting onto Ashburn Place an providing access to the basement changing rooms, offices and kitchens. These back of house areas for the basement are described further in more detail in the section 5.4.7.

5.4.2 The mezzanine floor

In addition to the extension of the main restaurant and speciality restaurant from the ground floor the mezzanine contains additional lounge space that look into the double height volume of the lobby and onto Cromwell Road and the Garden Square.

They are supported by WC's and kitchen clustered around the cores and connected to the main kitchen in the basement. The kitchens are conceived as re-heat kitchens.

Hotel cycle storage served by a lift is located on the mezzanine over the double height loading bay and the hotel generator is also located on this floor to minimise the impact on the active frontage at ground floor level.



Fig 5.23 First floor plan of the proposed development

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5.4.3 The first floor business centre

An important income generator for the hotel operator are the syndicate rooms providing conference facilities that draw business to the hotel. The brief for the syndicate rooms require a large 1500m² conference room and a 300m² junior conference room.

The large room is located in the basement and is explained in section 5.4.7. The junior conference room and smaller syndicate rooms are located at first floor level.

Key to the success of the facility is good connectivity within the hotel and so the feature the stair that runs in a void up the building from the lobby, basement break-out space and first floor mezzanine levels is extended to the first floor where it provides access to another break-out space.

This break-out space is located centrally in the podium plan and links all the smaller meeting rooms and the hotel and serviced apartment cores. The space is also directly in front of the junior conference room which is located on the western side of the plan.

The smaller syndicate rooms are grouped around the perimeter of each core providing natural light to the meeting rooms and animation from the street.

A additional restaurant is also located on the first floor to serve syndicate functions on this level as well as to provide additional capacity to the main mezzanine restaurant.

Both the junior conference room and main restaurant look onto the Garden Square and are expressed as large scale bay windows.

WC's and back of house areas providing stores and office space are clustered around the cores as for the ground floor arrangement.

A larger back of house space terminates the first floor hotel plan at the southern end of the podium and is intended to be used for office space benefitting from natural light through openings onto Ashburn Place.



Fig 5.24 Second floor plan of the proposed development