

# PARK LANE MEWS HOTEL & RESIDENCES

## WELCOME

Welcome to our community event to share the proposals for the Park Lane Mews Hotel and the adjacent residential properties at 16 Stanhope Row, 36-37 Hertford Street and 16-17 Market Mews.

Bain Capital and Orka Investments, the joint owners, purchased the site in June 2021 and have been working with an experienced project team to develop plans which will breathe new life into the properties.

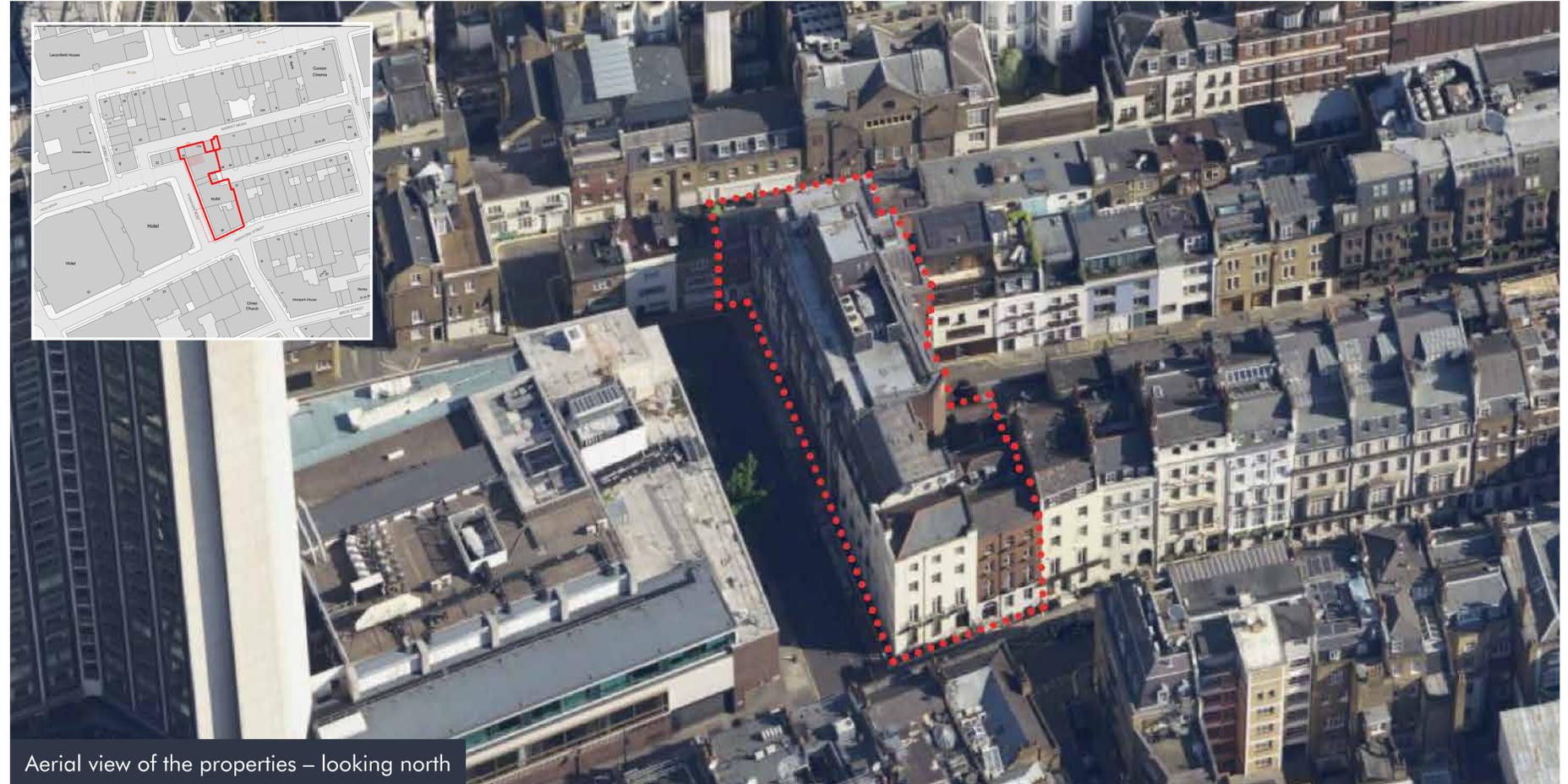
We welcome your feedback on the proposals and would be grateful if you could complete a questionnaire to ensure all comments are captured.

### BACKGROUND

The existing buildings are a mix of uses including hotel (2-6 Stanhope Row) and residential (16 Stanhope Row, 36-37 Hertford Street and 16-17 Market Mews).

The oldest building, 36 Hertford Street, is a Grade II Listed Georgian townhouse at the corner of Stanhope Row and Hertford Street.

Historic plans for the redevelopment of the site with a mix of hotel, casino, office and residential uses were granted planning permission, but did not come forward and the previous owners, Genting PLC, later sold the properties.



### SUMMARY OF THE PROPOSALS

- Comprehensive refurbishment and extension of the existing building at 2 - 6 Stanhope Row to create an 84-room hotel.
- 15 hotel rooms will be created in the converted Market Mews buildings and 69 in the main hotel building.
- Retention of the majority of the existing structure and reduction in the extent of demolition compared to the previous proposals.
- Refurbishment and reconfiguration of the Grade II Listed 36 Hertford Street building to create nine apartments.
- Refurbishment and extension of 37 Hertford Street to create seven apartments.
- Delivering high-quality residential accommodation in 36 and 37 Hertford Street which meets modern housing and space standards.
- A car-free development in a highly accessible location.
- Improved public realm around the site and introducing new urban greening.
- Significantly improved sustainability, with the hotel targeting BREEAM 'Excellent' rating.



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## THE SITE

Located within the Mayfair Conservation Area, the overall site comprises a mix of buildings and uses. The hotel site dates back to 1618 and was once the site of a shepherd's cottage – known as Mayfair's oldest house – which was destroyed during the Blitz in 1940.

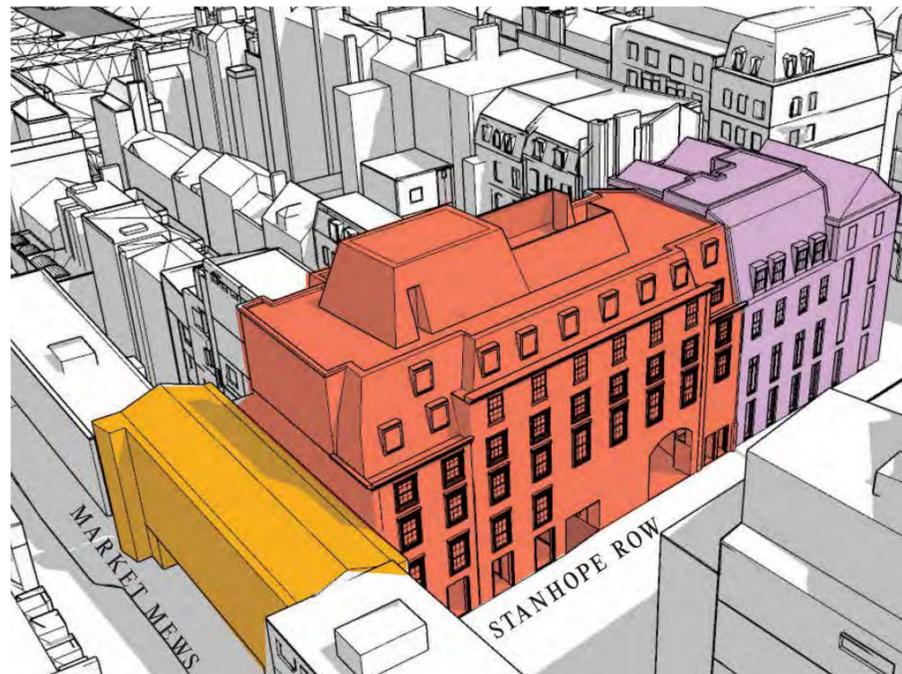
Whilst 36 Hertford Street is Grade II Listed, the other buildings are not listed and do not offer the same positive contribution to the Conservation Area.



Existing hotel building from Shepherd Street



View in the existing passage



### EXISTING HOTEL, 2-6 STANHOPE ROW (C1 HOTEL USE)

The existing building is an imitation style and falls short of modern hotel standards for a number of reasons:

- Guest rooms are too small
- Floor to ceiling heights are low
- Entrances are cramped
- Communal facilities are poorly configured and inadequate
- Back of house areas are below standard
- Existing building is inefficient.



### 36 AND 37 HERTFORD STREET (C3 RESIDENTIAL USE)

Built in 1764 and Grade II Listed, the existing layout of 36 Hertford Street includes seven apartments across six storeys. The building requires significant refurbishment to reflect its listed status.

37 Hertford Street was significantly damaged during the Second World War and whilst later rebuilt, much of the historic structure was demolished. It comprises six apartments across five storeys.



### 16 STANHOPE ROW AND 16 TO 17 MARKET MEWS (C3 RESIDENTIAL USE)

These terraced mews are two adjoining buildings comprising garages at ground floor with residential accommodation above, with the frontage of 16 Stanhope Row adjacent to the hotel frontage. In contrast to the wider Market Mews and the immediate surroundings, these buildings are in a poor state and could be significantly improved.

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## PREVIOUS PLANS AND OPPORTUNITIES

**Planning permission was granted in March 2016 (15/07611/FULL) for a comprehensive redevelopment of the buildings in question, along with 46 Hertford Street.**

### THE PREVIOUSLY APPROVED SCHEME INCLUDED:

- Demolition of the existing hotel building, 16 and 17 Market Mews and 37 Hertford Street
- A new six-storey hotel building with 29 guest rooms and associated facilities
- Introduction of a casino on the first floor, with a separate entrance on Stanhope Row
- Incorporation of a rebuilt block on Market Mews into the hotel to provide off-street servicing and additional guest rooms
- Restoration of 36 Hertford Street to modern residential standards and retention of the listed features
- Redevelopment of 37 Hertford Street with a six-storey building and aligning the floor levels with No. 36, to provide shared access arrangements.

### OPPORTUNITIES

- Retain the long-standing hotel use in line with Council policy and create a quality, boutique hotel
- Significantly improve the appearance of all the buildings, particularly the existing hotel and Market Mews block
- Align the proposed massing with the previously approved scheme
- Remove the previously proposed casino use and associated licensing
- Activate the vacant buildings and surrounding area with significant investment
- Create modern, high-quality residential accommodation in 36 and 37 Hertford Street
- Introduce new greening and enhance the public realm
- Improve energy performance and reduce CO2 emissions
- Create new employment opportunities
- Generate spin-off spend in the area from guests and visitors to the hotel.



Views of the previously approved scheme (2016)



Extent of proposed demolition

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## PROPOSED HOTEL BUILDING

**We are seeking to create a boutique 84 room hotel, with modern rooms and facilities befitting a hotel in the heart of Mayfair.**

The proposals retain the majority of the existing building structure, incorporate the Market Mews block and extend it by one additional level.

Incorporating Market Mews into the hotel and extending it upwards allows the layout to be rationalised, creating appropriately-size guest rooms and an overall increase of 10 rooms from the existing hotel.

A café and restaurant flank the passage on the ground floor, with a new hotel lobby providing access to lifts and stairs serving the rooms above. A bar area is proposed in the basement, with access from the lobby.

The existing service access will be relocated, in line with the previously approved plans, introducing active café and restaurant uses along Stanhope Row and the passage to Shepherd Street.

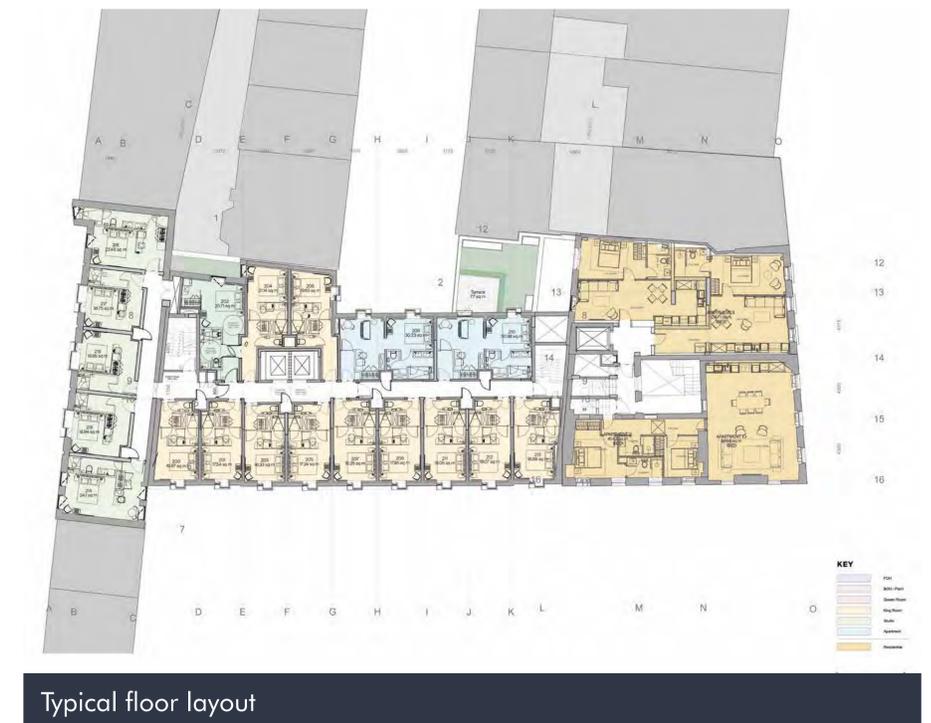


Proposed view of the hotel looking along Stanhope Row

Proposed view of the hotel looking west along Shepherd Street



Ground floor layout



Typical floor layout

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## DESIGN AND ELEVATIONS

**A key aspect of the proposals is the revised elevational treatment and external design of the hotel building using high-quality materials. This will improve the appearance of the building, as well as its relationship with nearby properties and the Conservation Area.**

**With sections of the existing upper floors removed, the new upper levels (fifth and sixth floors) will be set back to maintain relationships with nearby properties.**

### GUIDING PRINCIPLES

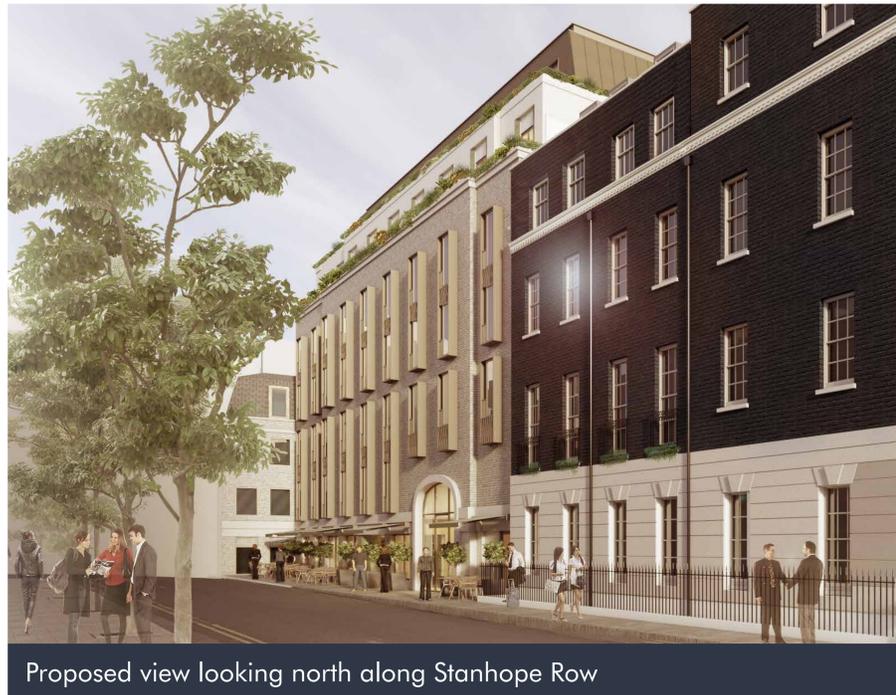
- Improve the street scene with distinguished entrances and active frontages which evoke a sense of place.
- Balance the main frontage of the hotel across the elevation and introducing a hierarchy to the frontage.
- Increase the size of windows and introduce projecting bay windows to provide good levels of natural light.
- Create a new roof line which is sympathetic to the Conservation Area whilst delivering modern accommodation.

### PROPOSED MATERIALS

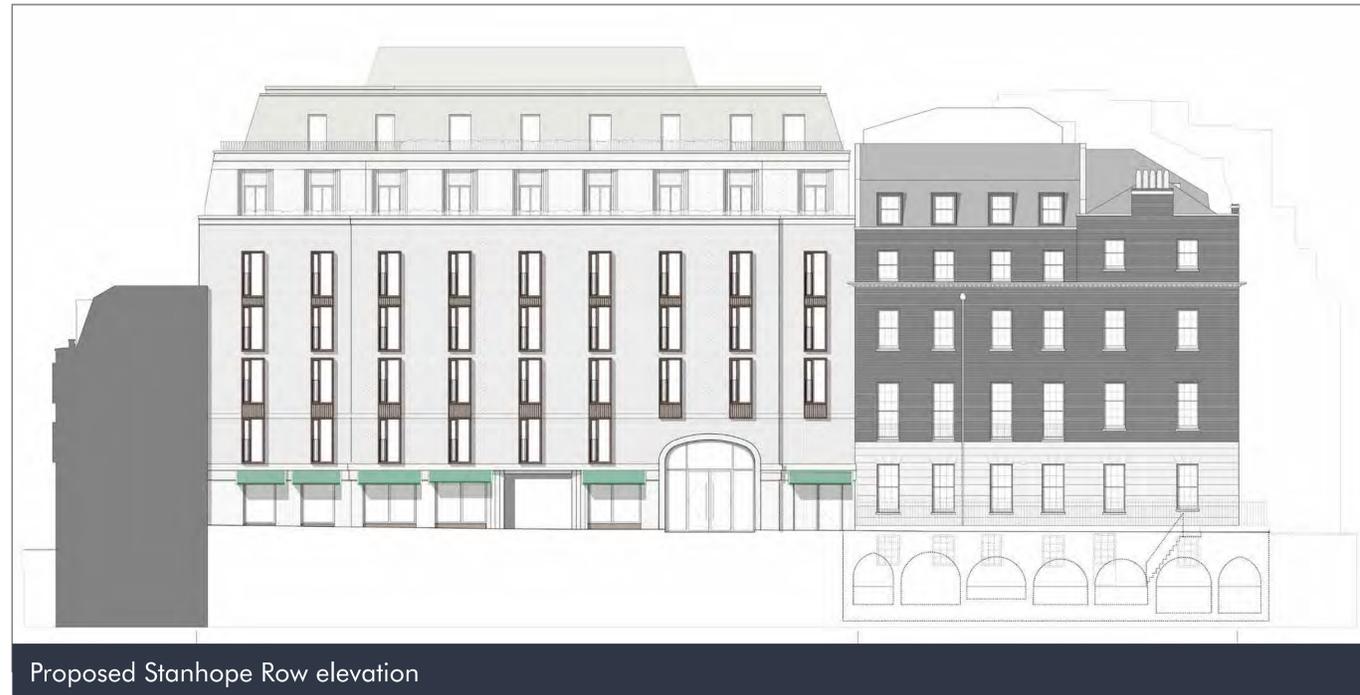
We plan to introduce a light staining to the existing dark and tired brickwork. Tactile, high-quality finishes such as crackled glazed tiles will elevate the refurbished brickwork and breathe new life into the tired façade.

The projecting bay windows will be constructed with an aged bronze finish, adding interest to the frontage and providing the opportunity to introduce planting.

The glazed tiles and bronze would be repeated on the glazing through the passage, to link with the public realm improvements.



Proposed view looking north along Stanhope Row



Proposed Stanhope Row elevation



Close-up of the proposed bay windows

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## DESIGN

### The Hotel

From arrival directly into the heart of Mayfair's Shepherd Market, visitors to the new Park Lane Mews Hotel are dropped into a unique experience through the central arcade, into the hotel and its restaurant.

The hotel is the new gateway into one of London's most exclusive and historic marketplaces.

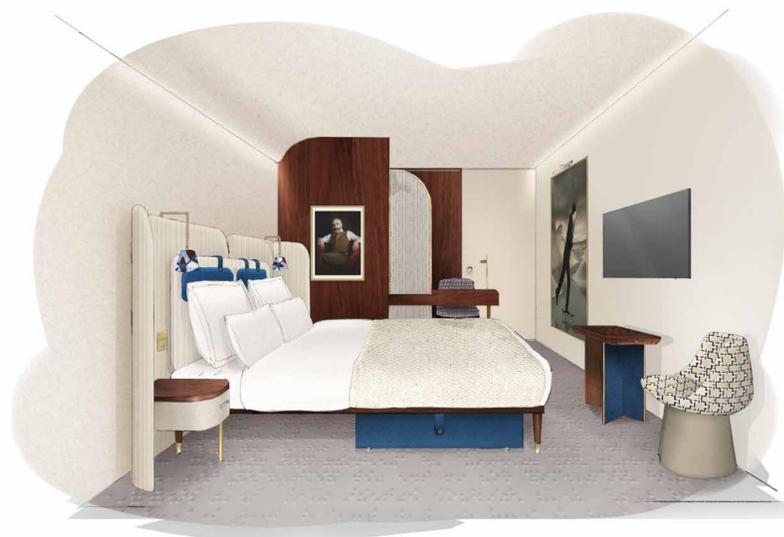
The look of the hotel should have familiarity yet be innovative in delivery. The detailing of the new hotel is crafted, stylish and restrained yet characterful. This is much like the English persona it portrays and truly reflects a place to reside, do business and entertain in a traditional and engaging way.

A palette of colours and textures has been carefully selected to relate to the narrative of an exceptional hotel of this quality. The new Park Lane Mews Hotel is inextricably linked to the way that guests lead their lives and, therefore, why they stay at the hotel.

The new hotel would sit within the existing Mayfair Market comfortably. A true lifestyle hotel, designed to offer every element of a traditional luxury hotel in a modern and subtle way.

### THE ROOMS

Our guest rooms and suites are tailored and refined in detail, not mass-market brand products, playful but not over-embellished. Everything is in its place, accommodating the expectations of the guests in all areas.



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## MARKET MEWS

**The existing buildings at 16 and 17 Market Mews are in a state of disrepair and are of a poor build quality, resulting in numerous defects.**

They will be replaced with a new, modern four-storey building which will link into the hotel and provide service access for deliveries by small vans and refuse collection at ground floor.

Cycle storage, a goods lift and new sub-station will also feature at ground floor level. A security post will also feature, to monitor staff and service vehicle movements from the hotel. The existing basement will be extended to link with the hotel basement, to house back-of-house facilities and plant.

The three floors above will provide hotel rooms overlooking the mews. The proposed materials include a light-grey brickwork, with bronze projecting windows, reflecting the main hotel frontage.



Proposed Market Mews elevation



Proposed view looking east along Market Mews

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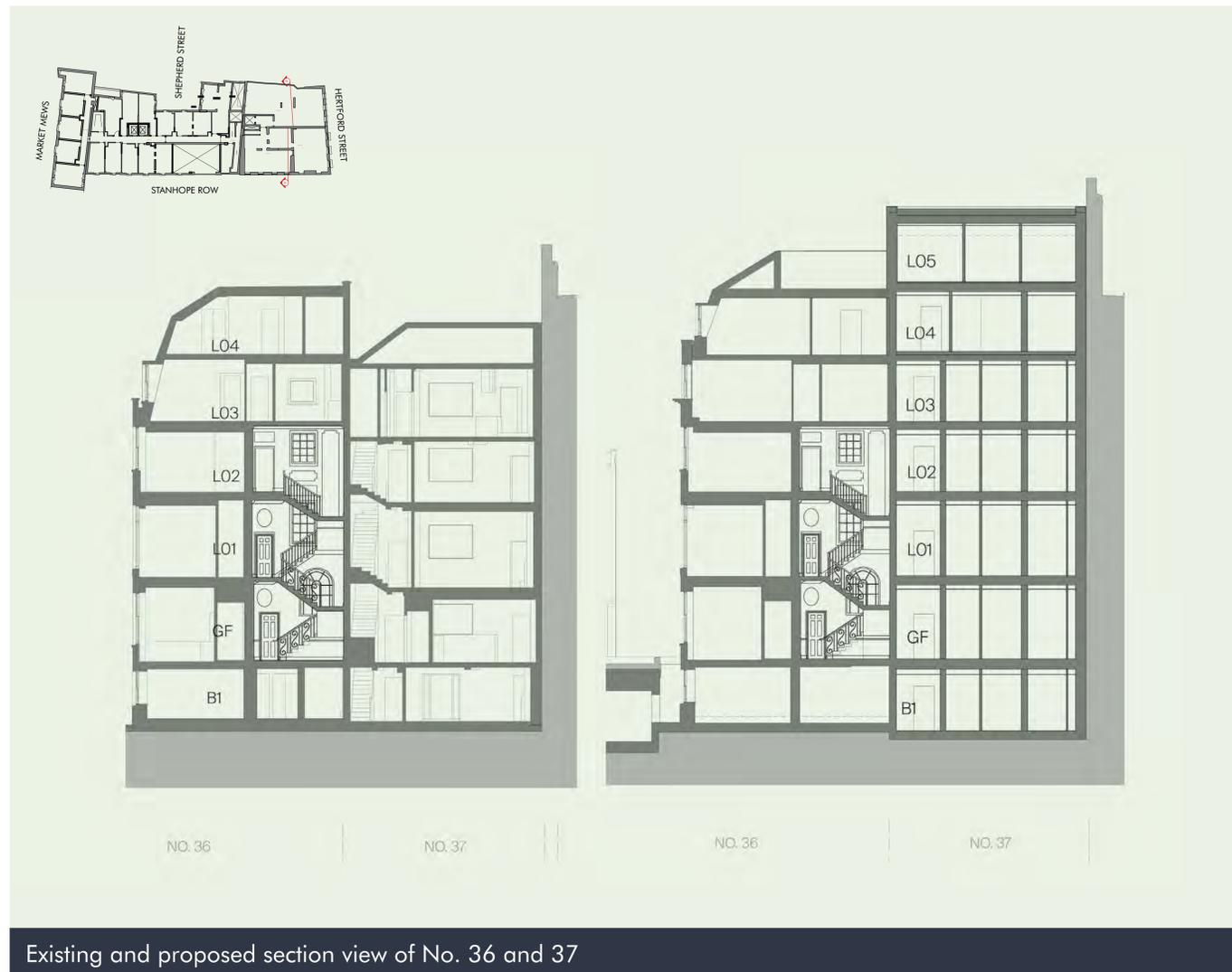
## 36 AND 37 HERTFORD STREET

**Guided by the previously approved plans, the proposals feature a new combined entrance for 36 and 37 Hertford Street to rationalise circulation, tie the floor levels and provide lift access throughout.**

37 Hertford Street will be rebuilt and extended to the rear and roof level. The interior will be built to a high standard and the existing staircase and lobbies will be removed to increase the space available for residential accommodation. The reconstruction of 37 Hertford Street gives the opportunity to replace a poorer quality, thermally inefficient post war building with more generous high performing apartments, matching the quality and finishes with the listed main corner building at 36 Hertford Street. Much needed improved lift access and amenity provision, such as adequate bike storage, are at the heart of the proposal, matching floor levels as much as practicable.

36 Hertford Street will be retained and enhanced as a prominent building at the corner with Stanhope Row. The elevations will be restored to the early 18th century appearance, with the careful restoration of the brick facing and the removal of the non-original stucco finish above the ground floor. The interior will be extensively refurbished to a high standard and reconfigured, with elements of high significance such as the 18th century plasterwork and principal staircase preserved.

The design team are looking to protect and refurbish this heritage asset by providing 16 high quality residential units when incorporating the neighbouring terraced 37 Hertford Street, which was severely bomb-damaged during WWII, into the proposal and rationalising shared access and circulation. This reconfiguration improves on the number of 3-bed units.



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## 36 AND 37 HERTFORD STREET - APPEARANCE

The existing white render will be removed from 36 Hertford Street to expose the brickwork, with a dark 'soot-wash' stain applied to create a distinctive corner and prominent ground floor by retaining the white banding of the channelled stucco base.

The new brickwork on 37 Hertford Street is proposed to match that of No.36, whilst a slate mansard roof is proposed to blend with the wider streetscape.

Projecting balconies are proposed across both building elevations on Hertford Street, in keeping with the wider street scene. Balconies are proposed to the rear of 37 Hertford Street, with appropriate screening to prevent loss of privacy to neighbouring properties.



Proposed materials



Detailed bay study elevation of 36 Hertford Street

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## PUBLIC REALM AND SUSTAINABILITY

### QUALITY PUBLIC REALM AND URBAN GREENING

In line with the aspirations of the Mayfair Neighbourhood Plan, the proposals seek to improve permeability across the site.

The existing passage between Stanhope Mews and Shepherd Street is tired, dark and unwelcoming. Coupled with new glazing and entrances, the passage will be repaved to provide a welcoming and sheltered space.

The plans seek to use external space along Stanhope Row to provide outside amenity for the restaurant and café, whilst maintaining ample space for pedestrian access.

In developing the plans, we have proactively sought opportunities to introduce new greening. Planting and green roofs are proposed at the upper levels of the hotel and Market Mews block, with planting also introduced within the projecting bay windows.

### PROMOTING SUSTAINABILITY

The environmental performance of the existing buildings is poor and both the internal heating and air conditioning systems are outdated.

The introduction of high-quality glazing and insulation, coupled with modern heating and ventilation across the properties, will ensure significantly improved sustainability across the site. The hotel is targeting a BREEAM 'Excellent' rating as a commercial building.

The sensitive introduction of solar panels is being considered, along with the use of ground-source heat pumps.

The projecting bay windows are essential to rejuvenate the hotel façade but will also provide significantly enhanced environmental performance, along with increased levels of natural light and ventilation.



Precedent examples



Examples of urban greening



Proposed greening of the Stanhope Row elevation

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## CONSTRUCTION

**The proposals retain a large proportion of the existing hotel building frame, in turn reducing the construction period and sustainably utilising the existing embodied energy of the building.**

Subject to planning, an overall construction period of 16 months is anticipated, and initial strip-out works have already begun to support this programme.

Construction vehicle access routes to and from the site are being considered to minimise traffic disruption and pinch points. The management of the construction traffic will be agreed with Westminster City Council before works commence.

### RESPECTING OUR NEIGHBOURS DURING CONSTRUCTION

We recognise the sensitive nature of the location, for residents and businesses alike, and our contractors will identify the most appropriate methods to mitigate noise, vibration and dust.

These will include dust suppression and acoustic screening which will be put in place before works commence.

By reducing the overall timescale of the project, we believe this will significantly reduce the potential disturbance to neighbouring residents.

Noise and vibration levels will be monitored throughout the works and will comply with levels established with the Council.



Indicative Construction Layout

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## NEXT STEPS

Thank you for visiting our event to learn about the proposals for the Park Lane Mews Hotel and adjacent residential properties.

### IN SUMMARY, THE PROPOSALS WILL:

- Retain and refurbish the existing building to create a quality 84-bedroom boutique hotel
- Significantly improve the appearance of the hotel, befitting its location in the West End, Mayfair Conservation Area and close to listed buildings
- Restore and enhance the Grade II Listed building at 36 Hertford Street
- Reconfigure much of the existing building at 37 Hertford Street and extend to create residential accommodation of a modern standard.

## PROGRAMME

### SUMMER 2022

Submission of a planning application to Westminster City Council

### LATE SUMMER 2022

Westminster City Council will consult with residents and stakeholders once the application has been submitted

### AUTUMN/WINTER 2022

Anticipated planning decision

### SPRING 2023

Construction works begin

### WINTER 2024

Targeted completion of the development



Proposed view looking north along Stanhope Row

### PLEASE LET US KNOW YOUR FEEDBACK

You can complete one of our feedback forms today, or you can take a feedback form away and return it by Freepost. You can also scan the QR code below to complete it using your smartphone.

All the information displayed at this event will be available to view on our website from Friday 24 June and you can also register for updates.

### CONTACT US

If you have any questions or would like to speak to our team, please get in touch.

**Visit:** [www.parklanemews-consultation.co.uk](http://www.parklanemews-consultation.co.uk)

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