



79-87 Westminster Bridge Road

PUBLIC CONSULTATION
INFORMATION BOOKLET FOR
OUR PROPOSED DEVELOPMENT

pphe
HOTEL GROUP

Lifschutz Davidson Sandilands
Architects Design consultants Urban planners

introduction

We are pleased to update you on our proposals for the development of 79-87 Westminster Bridge Road. This booklet provides our latest ideas for transforming this neglected, vacant site into a new mixed use building, including a hotel and complementary office space. At this unprecedentedly challenging time for the economy, our development promises to create hundreds of new jobs and provide Lambeth with a much-needed economic boost.

This round of consultation follows our earlier booklet and webinar, which took place in May. During this period we have taken on their feedback, as well as from local groups and politicians who we have met, to enhance our scheme.

Public health concerns have unfortunately prevented us from holding an indoor consultation event, so we hope this booklet and associated consultation will provide you with the information you need.

We will also be hosting two webinars where residents can hear a presentation on the final proposals between 6-7pm on Thursday 13 August and 11-12pm on Saturday 15th August with details to register on our website, www.wbr.pphe.com

The enclosed feedback form enables you to share your views, which can be returned using the prepaid Freepost envelope. Full contact details for our team are available on the back cover of this booklet.

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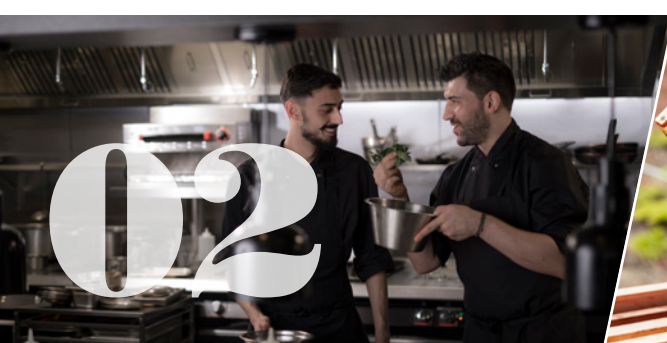
PPHE is one of the largest hotel employers in Lambeth. We own, co-own, develop, lease, operate and franchise hospitality real estate, including the Park Plaza and art'otel brands. We are proud to be actively involved in the Lambeth community, supporting local charities, working with local businesses, and providing employment to our neighbours.

We are passionate about helping Lambeth residents into employment opportunities with us, and work closely with local employment organisations and the Council to provide job opportunities, apprenticeships, work trials, work experience and training to local people.

In 2019 our Lambeth hotels supported local charities including Oasis Farm, Evelina Children Hospital, St John's Church, Waterloo Food Bank, and Wrap Up London. Our hotel on Hercules Road has provided a rooftop home to 150,000 bees. During the COVID-19 pandemic, Park Plaza Westminster Bridge Hotel has remained open to accommodate essential workers during the crisis.

LIFSCHUTZ DAVIDSON SANDILANDS

The proposals are being designed by award winning architects Lifschutz Davidson Sandilands who have over 30 years' experience of working on development projects in central London.



the site

Despite being in a prominent central London location, most of the site has been vacant for around one hundred years. Currently 79-87 Westminster Bridge Road is concrete hardstanding obscured by advertising billboards. Our proposals offer the first opportunity to fill the gap in the buildings and provide an active use in such a conspicuous location.

The site is at the junction of Westminster Bridge Road, Kennington Road, Baylis Road and Hercules Road. It has very strong transport links: directly opposite Lambeth North Underground Station, on several bus routes, and a ten minute walk from Waterloo Station, the South Bank and the River Thames.

Several buildings within the vicinity of the site are Grade II listed buildings, including the tower of the former Christchurch and Upton Chapel on Kennington Road. In addition to the proximity to the Bakerloo Line, we are taking all these constraints into consideration. The main roads in the area are generally wide, with active frontages, medium-scale buildings, and no dominant architectural type or style. There are several taller buildings in the vicinity, including the Park Plaza on Hercules Road and the Perspective Building on Westminster Bridge Road.

The site does not include 2-4 Hercules Road, which is not under our ownership. There is already planning permission for these two terraced houses to be replaced by an eight storey building.



■ location of new multi-purpose development





key principles

- 186 well-designed compact lifestyle hotel rooms, filling the gap between the existing 4* and budget hotels in North Lambeth, providing upscale quality at an affordable price.
- Two storeys of “next-generation” modern office space, including affordable workspace. This affordable workspace will help support local businesses, entrepreneurs and start-ups and help Lambeth to fulfil its ambition to support the economic area of Waterloo and the South Bank.
- Vibrant multi-zonal bar, cafe and flexible co-working space will be open to all, with an improved offer for the local community on the ground floor.
- Modern gym, with studio space open to non-residents
- Revolving collaboration with local independent retailers for lobby retail merchandise
- Activating the existing dead frontage at the junction of Kennington Road and Westminster Bridge Road. Keeping the hotel reception entrance discrete on Newnham Terrace, yet providing strong public areas fronting onto Westminster Bridge Road, with substantial upgrades to the roadway, footways and adjacent public realm
- Sustainable design, targeting a BREEAM ‘Excellent’ environmental standard

View from Kennington Road looking north west - view illustrates the 2-4 Hercules Road planning approved scheme 2019



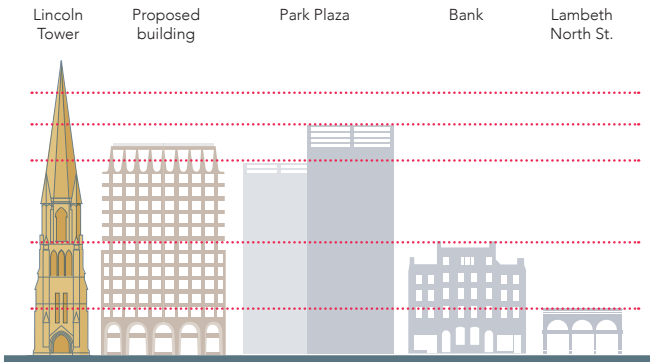
massing

The development will be a prominent corner site at a major junction with several buildings to consider that are nearby. Most notably building heights in the vicinity build up towards the junction and the Lincoln Tower spire

In order to fit into its local surroundings the development will therefore be subservient to the Lincoln Tower at 14 storeys plus ground. The proposed massing is intended to be calm and the bulk minimised so it does not compete with the spire and to

maintain the spire height as the dominant height at the junction. The development also has to relate to:

- The Bank, 89 Westminster Bridge Road - locally listed six storey building
- 2-4 Hercules Road - with planning permission for an eight storey residential building
- Park Plaza Waterloo, Hercules Road - 53 metres tall



design

The proposals will have the highest quality design that reflects its local surroundings and provides a new landmark building within the North Lambeth area.



The top of the building is angled back to reduce its impact, with inverted arches forming an elegant decorative crown.



A regular window grid continues down the building, with generous square window sizes. Curved corner windows wrap around the facade.



There are proposed double height arches to project a presence to the street and ground the building. The extensive glazing along the road indicates the ground floor public uses.

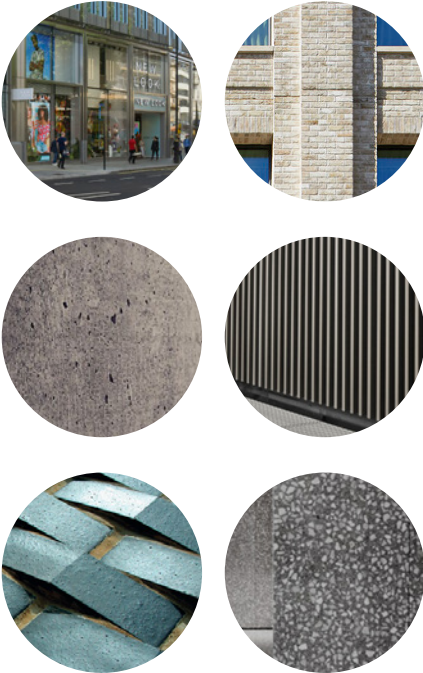
materials

The materials within the building that have been selected use variegated stock brick, which responds to the local and historic context. This brickwork will contrast with high quality precast concrete. The Westminster Bridge Road facade will have decorative accents, through the use of textured facing brick, metalwork and carefully detailed windows treatments.

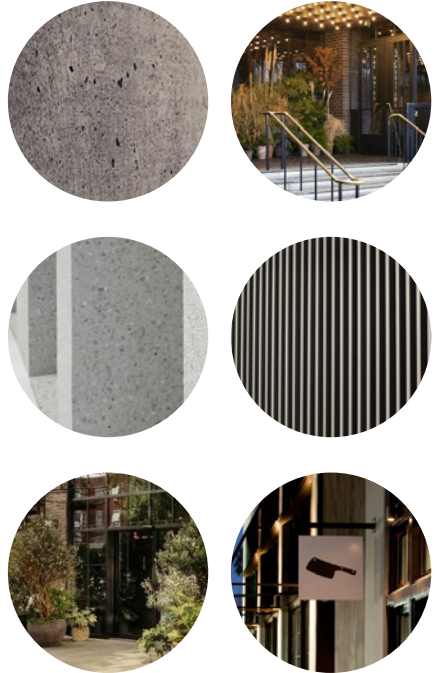
MATERIALS INCLUDE:

- Buff brick on the Westminster Bridge Road facade
- Mid tone brick for the office floors on Newnham Terrace
- Masonry elements to match tone of adjacent brick
- Matt grey coloured window frames to all windows, shopfront frames and entrance fins
- Masonry window cill matching natural stone tone

WESTMINSTER BRIDGE ROAD



NEWNHAM TERRACE





feedback and next steps

We invite you to complete our short feedback form. You can do this online at www.wbr.pphe.com or complete the enclosed form and post it back free of charge using the Freepost envelope.

Copies of this booklet are also available to download at www.wbr.pphe.com

We will carefully consider all feedback received. Following this round of consultation we plan to submit a planning application to Lambeth Council by the end of the summer.

If you have any questions, please email wbr@pphe.com or telephone **020 3633 9221**

In addition to this booklet and feedback form we are pleased to be hosting two online webinars, where our consultants will talk through our final proposals in greater detail, and will provide you with the opportunity to ask any questions. This will be hosted between 6-7pm on Thursday 13 August and 11-12pm on Saturday 15th August with details to register on our website www.wbr.pphe.com.

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