
WELCOME

WELCOME TO THIS PUBLIC EXHIBITION HOSTED BY LONDON & REGIONAL PROPERTIES LIMITED (“L+R”), THE OWNERS OF THE PORTMAN HOTEL.

The Hotel was built in 1969 and we are displaying plans for the beautiful and sensitive refurbishment of the Hotel to deliver major improvements for guests and local residents alike.

Members of the project team are on hand should you have any questions, and you can also view these materials on the project website: www.PortmanHotelProposals.co.uk

We would value your feedback and you can let us have your comments by:

- Completing a comments card here today and popping it in the post box provided
- Sending comments via the consultation website www.PortmanHotelProposals.co.uk
- Emailing us at: PortmanHotelProposals@londoncommunications.co.uk
- By calling our consultation Freephone line on **0800 307 7993**

WHO WE ARE

L+R has an extensive Hotel portfolio, with more than 15,000 rooms including iconic luxury Hotels, independent properties, branded Hotel resorts in the Caribbean and Europe, and the UK’s Atlas Group of select service hotels.

A number of these are situated in the local area, including the Hilton Park Lane, Hilton Green Park, the London Marriott Hotel in Marble Arch, the Cumberland, the Trafalgar St James, and Strand Place Hotel. L+R’s head office is based in Baker Street, London.



Hilton Green Park



The Trafalgar, St James



Strand Palace Hotel



The Cumberland, Marble Arch



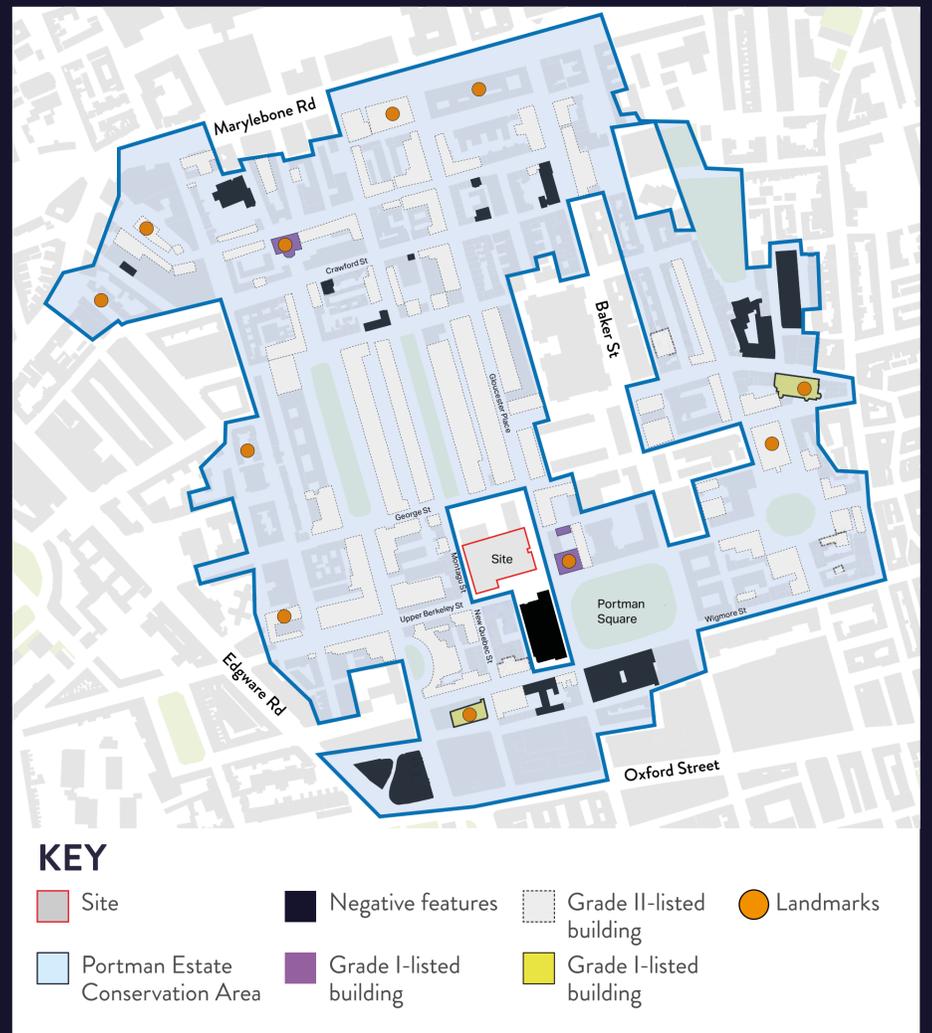
London Hilton on Park Lane



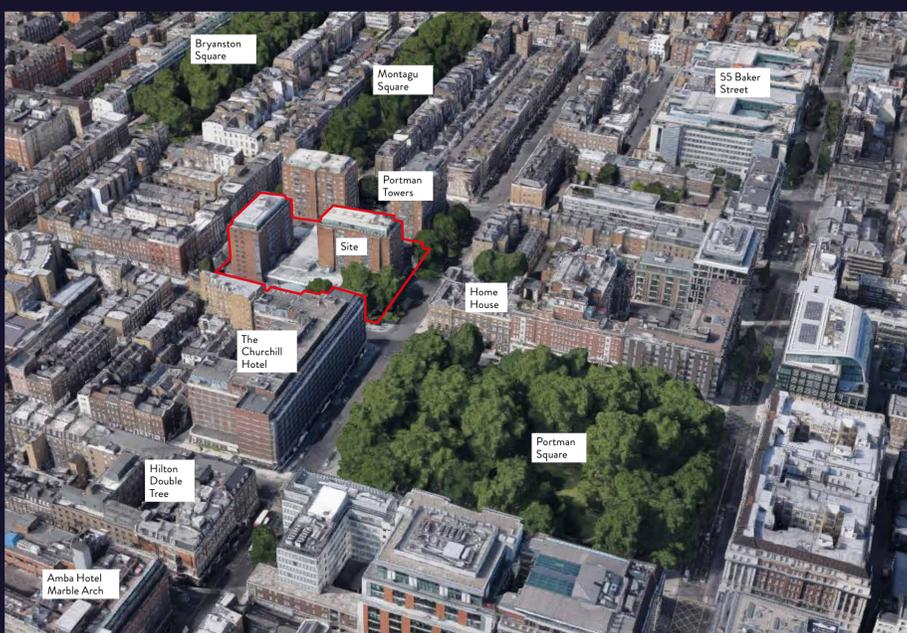
London Marriot, Marble Arch

ABOUT THE SITE

- The Portman Hotel is situated at the north-west corner of Portman Square, ideally located next to the shops, theatres and visitor attractions of the West End and close to Marble Arch and Bond Street station.
- It is within the heart of the 110-acre Portman Estate, one of the Great Estates of London, which covers 68 streets, 650 buildings and four garden squares.
- Although the Hotel itself does not fall within the Portman Estate Conservation Area, this does surround the site. Our design team has therefore been careful to ensure the plans are in keeping with the area and we have been consulting with Westminster City Council, as well as Historic England and the Portman Estate.
- The site also sits within the Baker Street Quarter, a Business Improvement District (BID) which was established in April 2013. The Hotel renovation programme seeks to support the aims of the BID through the creation of high-quality public realm and developing a prime location to support local businesses.



Site in relationship to local conservation area



Site in relation to local points of interest



Site in relation to local transport links

THE PORTMAN HOTEL



Hotel when viewed from Portman Square



Current hotel entrance



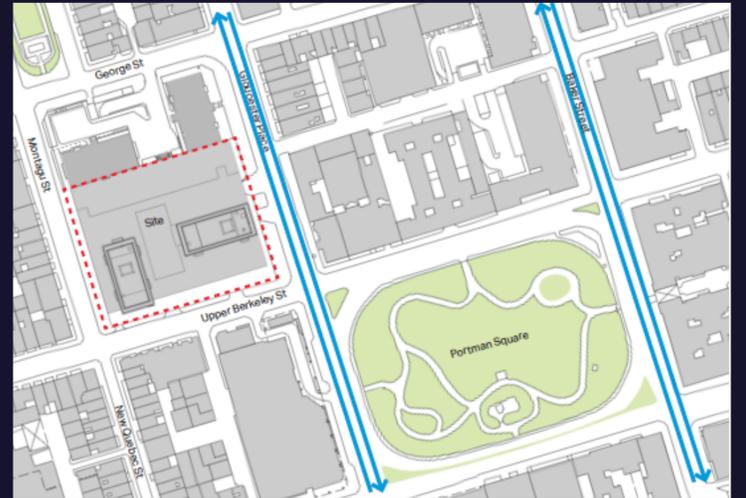
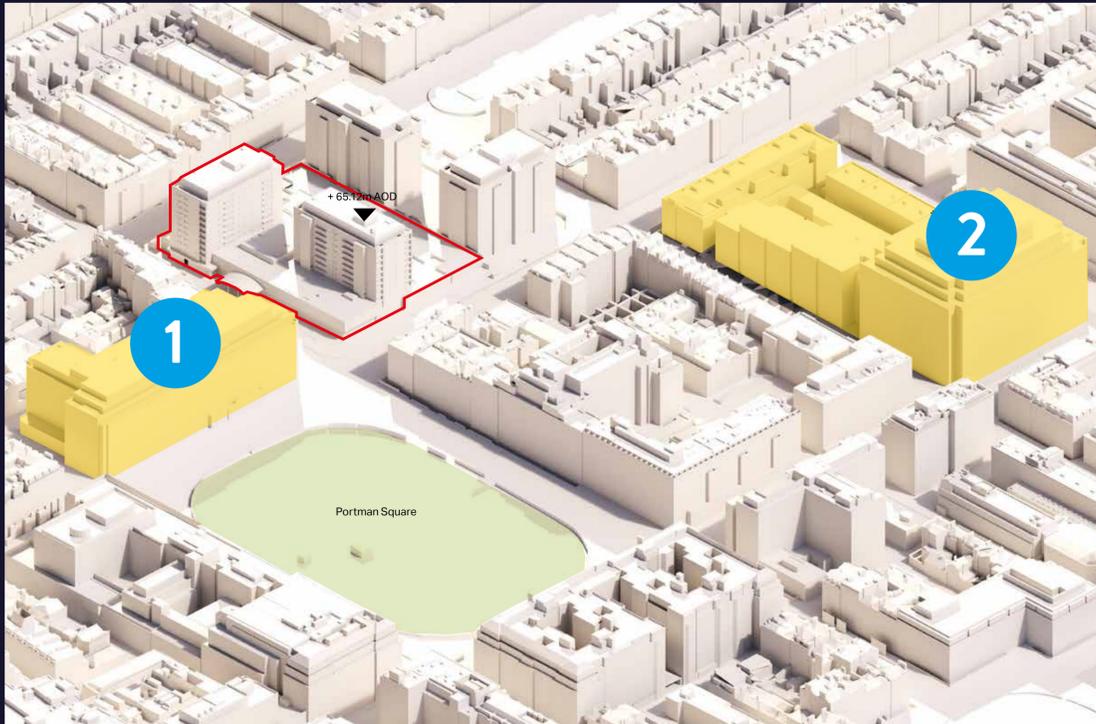
Current hotel reception area



Current hotel bedroom

- Historically, the site at 22 Portman Square was home to Montagu House, built by the famed literary hostess Mrs Elizabeth Montagu between 1777 and 1781. It served as her London residence until her death in 1800 at which point it was used by the Portman family as their London base.
- In 1942 the house was bombed during the blitz and the remnants demolished, with only the original gated piers surviving and now on display at Kenwood.
- The current Portman Hotel was constructed in 1969 with two hotel bedroom towers as part of a collection of four blocks, with the two residential 'Portman Towers' to the north.
- Today the Hotel offers 272 upscale hotel rooms and suites, with function and amenity spaces including a bar, gym, ballroom and conference and banqueting suites. It also houses the separately-run NCP car park.
- Although the Hotel is operated to a high standard, the last major refurbishment was back in the early 2000s.
- The air-conditioning and plant equipment still date back to the building's original construction and will soon no longer be fit for purpose.
- The servicing area is too small, leading to servicing vehicles blocking up the local roads and requiring more frequent deliveries due to the lack of adequate storage areas within the Hotel.
- Access for disabled people needs to be improved with the top floor only accessible via stairs.
- There is also a lack of animation at the ground floor and over time the building has aged in appearance.

THE LOCAL CONTEXT



Westminster City Council
& TfL highways proposals

Local development proposals including for the Churchill Hotel

- 1 Churchill Hotel
- 2 19-35 Baker Street
- The Site

A number of local development proposals have been brought forward nearby which provide important context for the refurbishment plans at the Portman Hotel.

The Churchill Hotel secured planning permission in October 2017 for an additional 42 bedrooms with a two-storey roof extension, new three-storey rear central wing and a single-storey side extension for a restaurant and retail kiosk.

There is a further development site at 19–35 Baker Street for new buildings of varying sizes which is currently being considered by Westminster Council.

A two-way traffic scheme is also currently being implemented by Westminster City Council and Transport for London along Baker Street and Gloucester Place to reduce the dominance of traffic, making it safer and easier to access and these improvement works will continue into early 2019.

At Bond Street Station, the new Elizabeth Line (Crossrail) opens in Spring 2019.

OUR VISION – A BEAUTIFUL HOTEL RENOVATION

WE ARE PROPOSING THE SENSITIVE REFURBISHMENT OF THE HOTEL TO IMPROVE ITS OVERALL APPEARANCE, PROVIDE A BETTER ENVIRONMENT AT STREET LEVEL AND IMPROVE THE FACILITIES AND BEDROOMS FOR GUESTS AND STAFF.

Designed by the award-winning Make Architects, the proposals specifically include:

- A stunning new entrance overlooking Portman Square, with a bright, spacious reception area.
- New restaurants, a café and a workspace on the ground floor, all to enhance the guest experience.
- New landscaping to the existing concrete podium roof to act as a much-improved visual amenity for the residents of Portman Towers and Montagu Street as well as hotel guests. This space is not accessible to guests or residents, and will not be used for events or activities.
- Replacement of the existing 11th floor and addition of a new 12th floor that will provide a new plant room and accessible rooms, including duplex penthouses. The plant room, located on the roof, will be fully shielded from view and dramatically improve soundproofing.
- New electrical and mechanical plant for the building that operates to the latest standards, with a new sprinkler system throughout the building.
- A 3-storey hotel extension between the two towers. In total there will be 46 additional bedrooms throughout the hotel, all completely refurbished with new furnishings, new air conditioning and services, and completely new bathrooms.
- An enlarged servicing area to reduce the potential for vehicles to block the street, with increased storage areas to reduce the total number of daily deliveries.
- Introduction of lift access to the uppermost floors, as part of wider measures to improve accessibility throughout the hotel.
- Protecting the mature trees located around the site and all these trees will remain here.

These proposals do not include any additional digging or basement works, and L+R is committed to making these improvements as efficiently as possible, ensuring minimal disruption and impact on the local area.

Where possible, we intend to continue to operate the hotel throughout construction and minimise any disruption to operation. An outline construction management plan will be submitted with the planning application that is aimed at minimising nuisance, controlling noise and dust, and maintaining good transport access throughout the works. The works will comply with Westminster City Council's Code of Construction Guide.



Current main entrance to the hotel



Proposed entrance and reception area



Current view of hotel from Portman Square



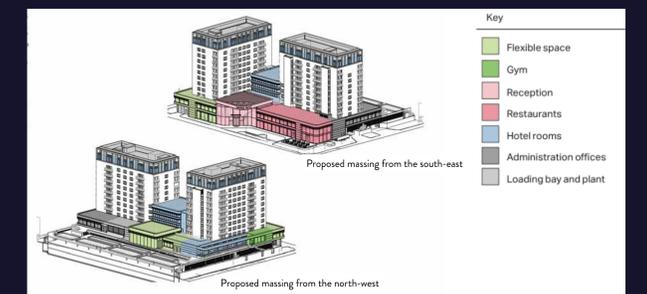
Proposed view of hotel from Portman Square



Current hotel massing (southern elevation)



Current hotel massing (northern elevation)



Proposed extensions and uses

DESIGN EXCELLENCE

THE DESIGN TEAM IS COMMITTED TO DELIVERING EXCEPTIONALLY HIGH DESIGN QUALITY, BOTH INTERNALLY WITHIN THE HOTEL AS WELL AS THROUGHOUT THE EXTERNAL PUBLIC SPACES.

The design is sympathetic to the character of the area and wider conservation area, referencing a number of local features. For example:

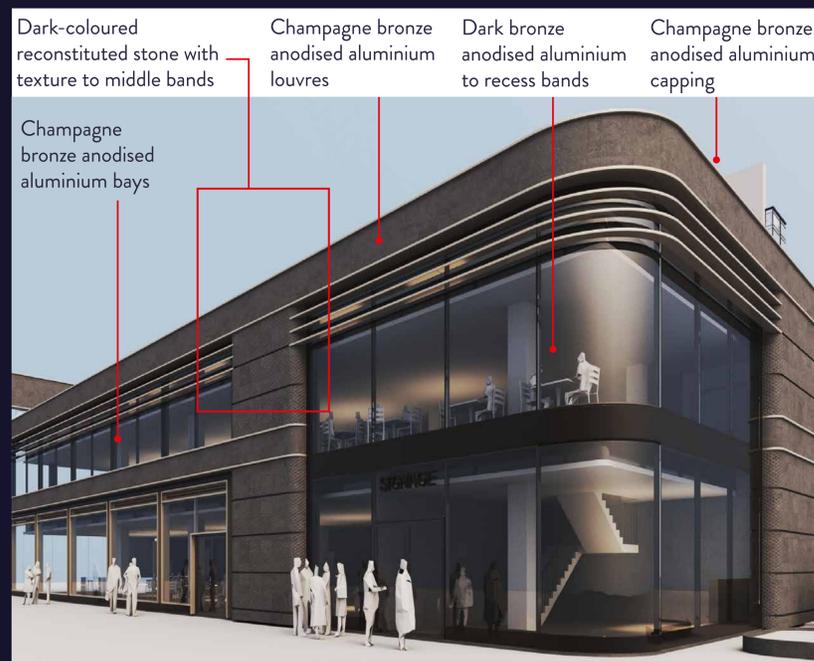
- The solid bands wrapping around the base of the hotel are made of a reconstituted stone, charcoal in colour, that reflects the darker tones of the neighbouring Grade I-listed Home House.
- The solid walls sections are split to respond to the horizontal channelled stucco/ashlar joints evident in many of the surrounding Georgian townhouses and stone-clad buildings, and have an additional layer of texture and finesse, drawing on the castings evident in the guilloche bands of Home House.
- The curved corners around the base of the building respond to the character of the area and improve pedestrian flow.
- The corner opening facing Portman Square is framed by the historic London Plane trees, possible.



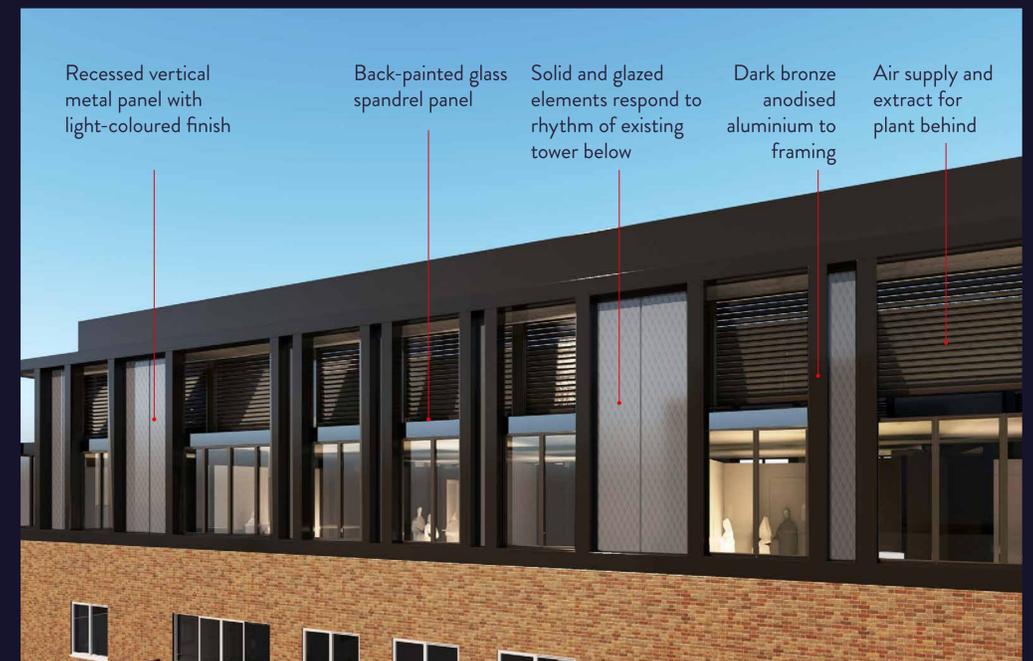
View of proposed hotel from Gloucester Place with new visual amenity



View of proposed hotel from corner of Upper Berkeley Street and Montagu Street



Close up of proposed ground floor renovations



Close up of proposed rooftop extension

IMPROVED ACCESS & SERVICING

THE DESIGN PROPOSALS WILL RESULT IN MUCH IMPROVED ACCESS TO THE HOTEL AND SERVICING OPERATIONS AND HELP TO ALLEVIATE PRESSURE ON LOCAL ROADS

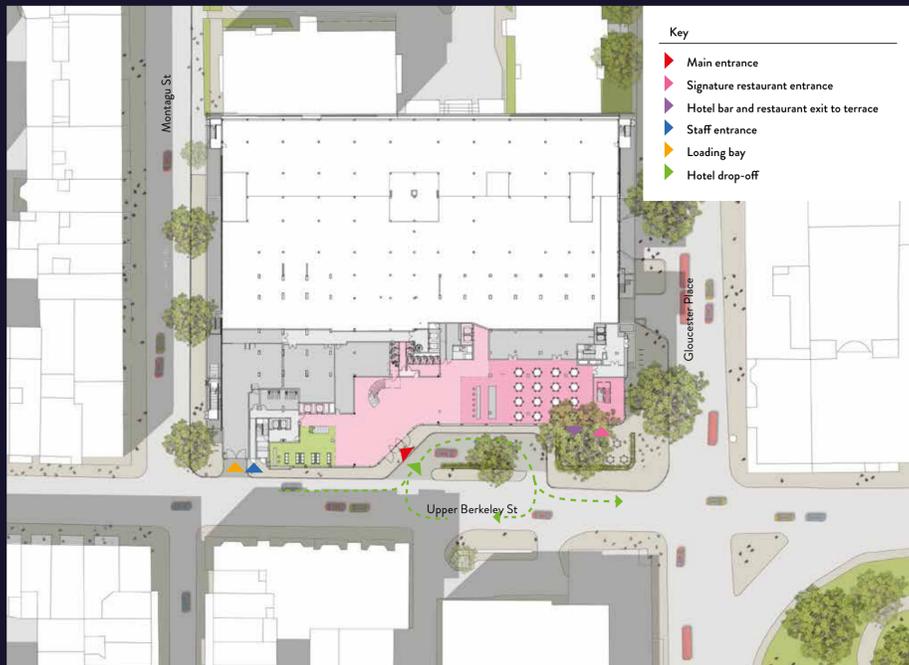


Diagram to show improved access to the hotel

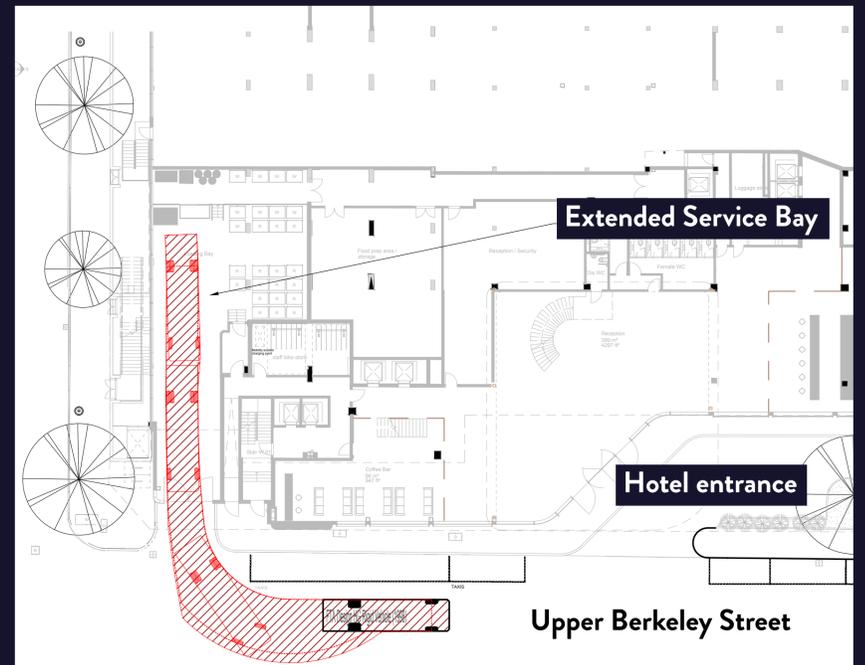


Diagram to show improved servicing arrangements

- The principle of the hotel's existing pick-up and drop-off area, accessed from Upper Berkeley Street, is retained with the capacity of the on-street taxis rank, increasing from three vehicles to four.
- The servicing bay will be extended to the south to accommodate the full length of a lorry allowing servicing to take place within the loading bay and not, as existing, straddling the pavement.
- Pedestrian safety will benefit from service bay arrangements as the pavements will be kept clear of overhanging vehicles.
- The bin storage areas have been increased which will allow for less frequent bin collection, with less disturbance for local residents.
- Storage areas have been significantly increased to enable a reduction in daily deliveries.
- Cycle provision has been improved with two new Sheffield stands added to the south west corner of the scheme. An internal cycle store is being provided to accommodate guest and staff cycle parking.

THANK YOU & NEXT STEPS



Proposed scheme as viewed from Portman Square.

Thank you for taking the time to visit our public exhibition and we hope you have found this information helpful.

Following this exhibition we will be collating all the feedback received to inform our planning application submission.

After the application has been submitted, Westminster City Council will then carry out its own consultation before considering the plans at a future Planning Committee.

As we are still consulting we would very much like your opinions and you can provide these by:

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