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In September 2023, following three phases of public consultation, we submitted a planning application to Westminster City Council to transform the former Belgravia Police Station to create a new hospitality offering.

Our intention has always been to deliver a considerate proposal which genuinely complements the locality, protecting neighbouring amenity whilst providing a second home for residents as well as our guests. To this end, following discussions with Westminster City Council, we have withdrawn our application to incorporate several adjustments to ensure further protection and consideration for neighbouring residents.

Having incorporated several amendments to ensure utmost consideration for our neighbours, we are now pleased to share our amended plans.

C

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WELCOME TO THE OTHER HOUSE



INSPIRATIONAL SPACES

The Other House guests are part of the community, and the community are part of The Other House.

We create inspirational spaces which are cool, intriguing and bold. The Other House offering includes a local all day cafe, signature cocktail bar and hireable dining/meeting rooms, as well as a club with spa focussing on fitness and well being.

Sustainable regeneration of existing sites is key to our brand strategy, both reducing environmental impact and breathing new life into the community.



VIBRANT INTERIORS



UNIQUE ROOMS



THE OTHER HOUSE SOUTH KENSINGTON



THE OTHER HOUSE COVENT GARDEN

OUR KEY VALUES

TO BE YOUR OTHER HOUSE

Combining flexible stay accommodation with access to hotel style services on demand and club facilities, this innovative concept will feel like a 'second home' for guests as long as they are in town

TO ENHANCE THE LOCALITY

Creative re-use of the existing building with an intention to add to the Belgravia neighbourhood character, taking inspiration from the Belgravia cityscape and creating a social hub

TO INVOLVE THE NEIGHBOURHOOD

Creating inspirational spaces to bring in local residents to shape plans and enhance the local area with bar, bistro, club, spa and fitness areas

TO HAVE LIFE-LONG SUSTAINABILITY

State-of-the-art technology and sustainable development from design stage and operations, to futureproof the life of the building and make a long term positive impact on the environment

TO REUSE THE EXISTING BUILDING WITH MINIMAL CARBON COST

Redeveloping and reconfiguring existing buildings, with considered decision making to reduce environmental impact

WHO



THE TEAM

Our design leads, EPR Architects, have a wealth of experience delivering sympathetic, heritage-led designs to adapt, complement and reinvent some of Westminster's most celebrated buildings.



THE OWO | WHITEHALL

Conversion + Extension



55 BROADWAY | ST JAMES'S

Conversion



NOMAD LONDON | COVENT GARDEN

Conversion + Extension

We have appointed a first-class team to work across all aspects of the project:

EPR ARCHITECTS

HEYNE
TILLETT
STEEL

Introba

GT GARDINER
& THEOBALD

CONCILIO

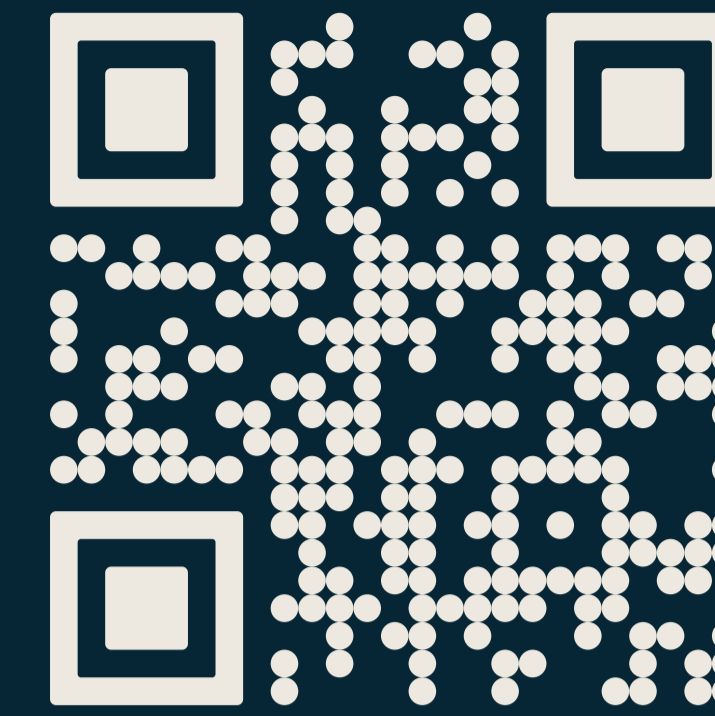
Glanville
CELEBRATING 50 YEARS

POINT

dp9

ANDYSTURGEON DESIGN

THE CONSULTATION PROCESS



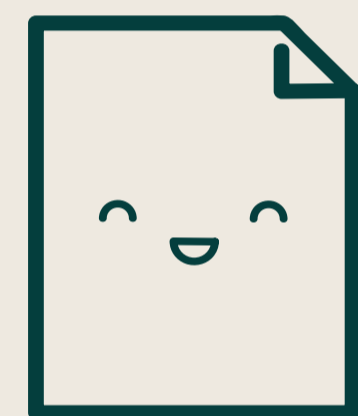
SCAN THE QR CODE TO VISIT OUR CONSULTATION REPORT

The Other House is committed to engaging with our neighbours to ensure that our proposals reflect local priorities. Our plans have been shaped across three phases of public consultation with local residents and stakeholders.



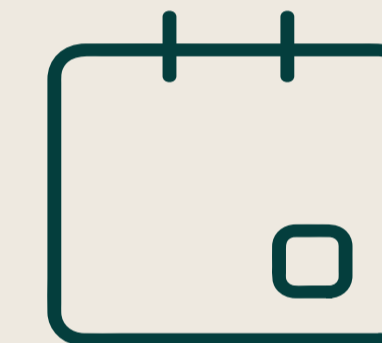
2000

unique visitors to the consultation website across both phases of consultation



26,221

flyers sent to local residents across both phases of consultation



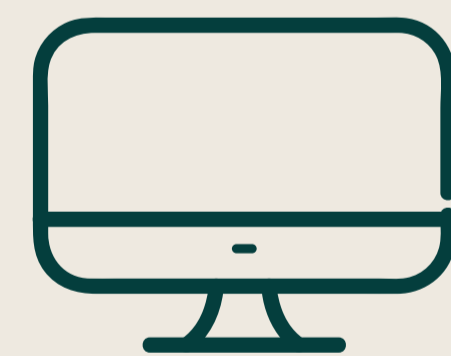
22,870

Social media ads reached 22,870 users with 725 click throughs across both phases of consultation



114

in-person event attendees across both phases of consultation



01

online webinar



05

in person exhibitions across three phases of public consultation

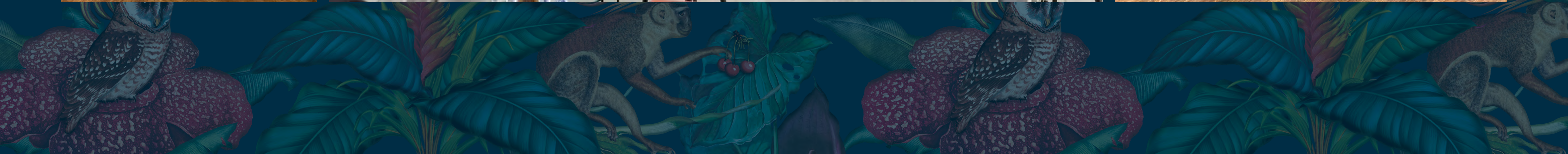
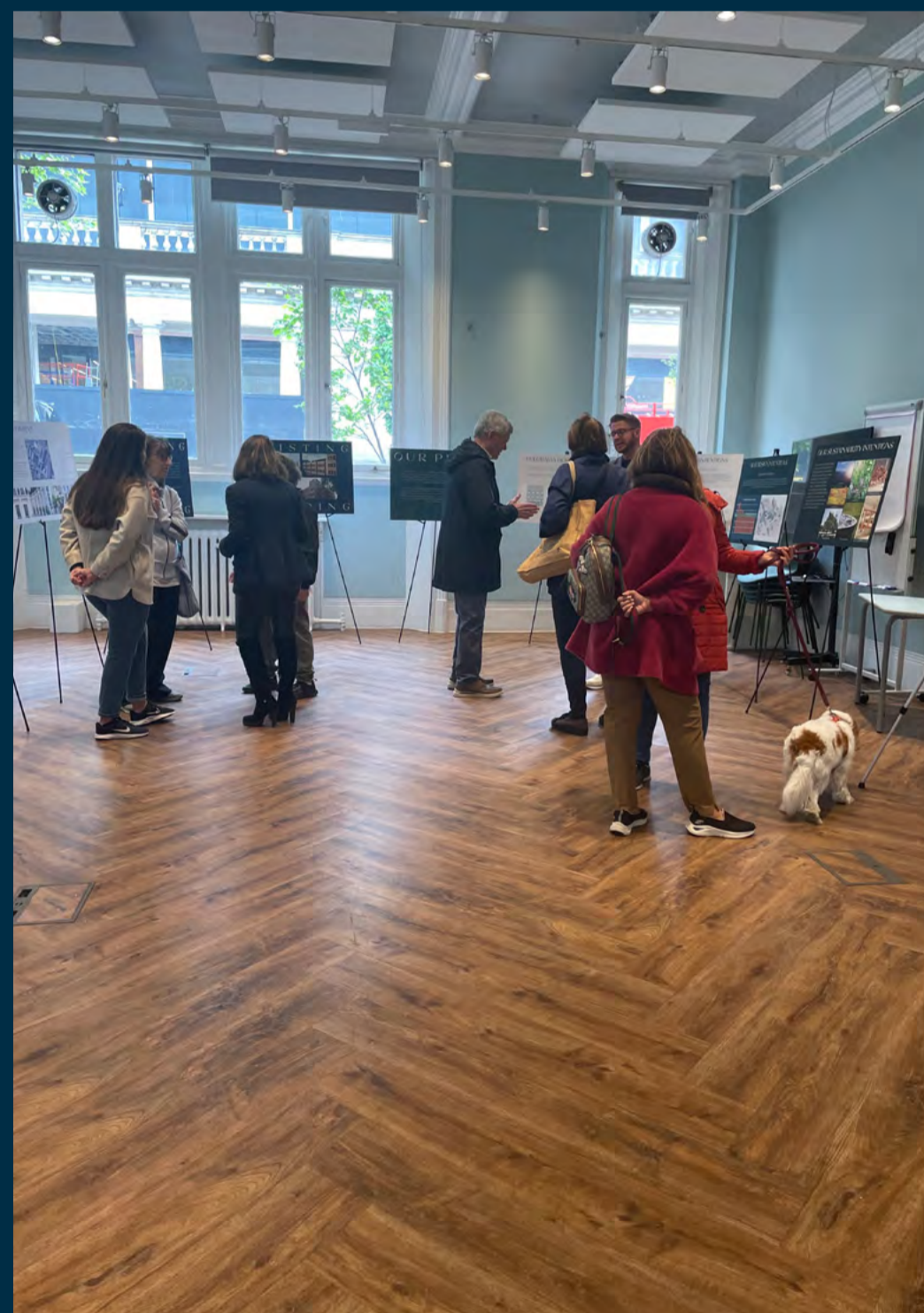


03

public consultations



DESIGNED TOGETHER



OUR DESIGN INTENTIONS

We continue to have a number of shared goals, driven by our scheme ethos and our commitment to the local community. We want to:

01

Contribute to the local area with the sustainable redevelopment of a vacant and redundant building.

02

Develop a scheme together that works for everyone - balancing a viable development with a considerate neighbourly presence.

03

Provide a building that improves the streetscape and relationship with the Belgravia townscape through a sympathetic and beautiful design.

04

Provide local facilities in the hotel for community enjoyment, with a quiet internal courtyard for hotel guests.



OUR PLANS

PROPOSED SCHEME

Retention of Existing Basement, Ground, 1st and 2nd floors

Replacement of 3rd and 4th floors

Addition of new floors 5-7



FOOD AND BEVERAGE

The Other Kitchen

The Owl & Monkey Bar



ROOMS

A variety of high-quality accommodation options with separate sleeping and living space



THE MEMBERS' CLUB

The Keeping Room lounge & bar

The Library

The Den



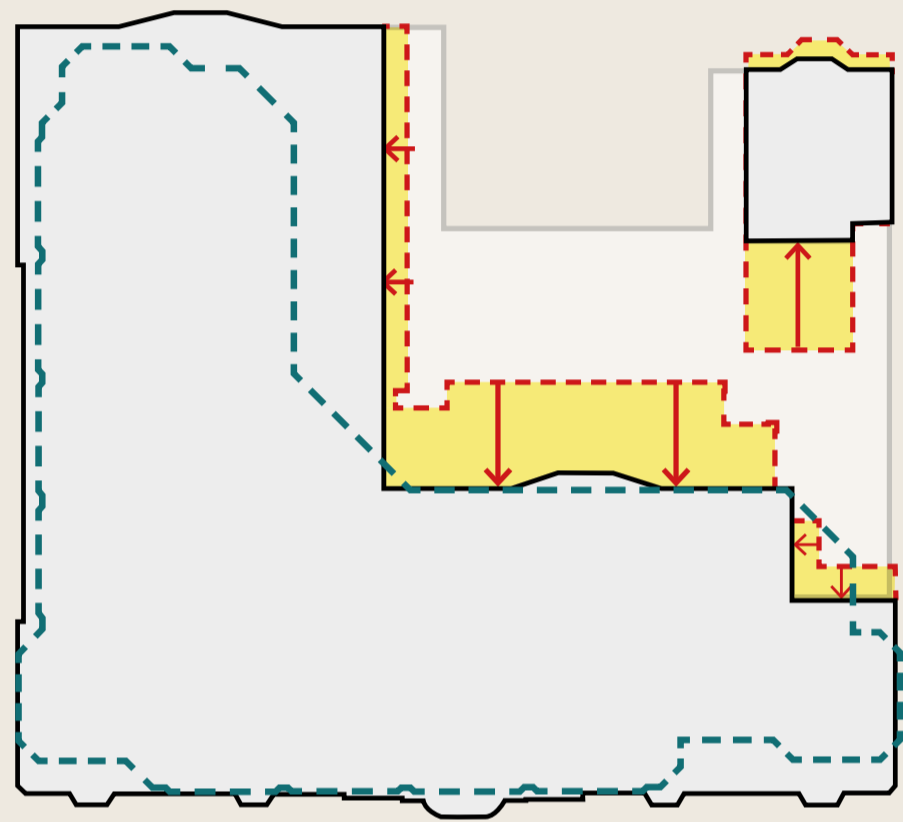
WELLNESS

Spa with pool, jacuzzi, steam and sauna

Gym and wellness studio

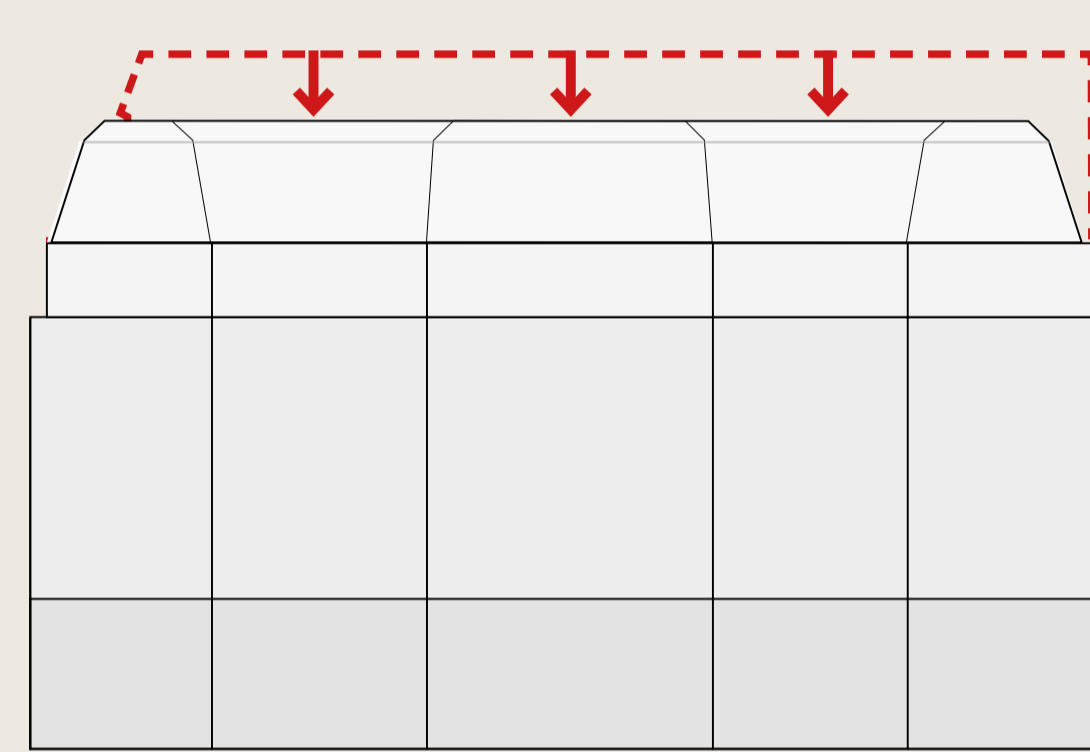
KEY SCHEME UPDATES

NEW PLANNING APPLICATION IMPROVEMENTS



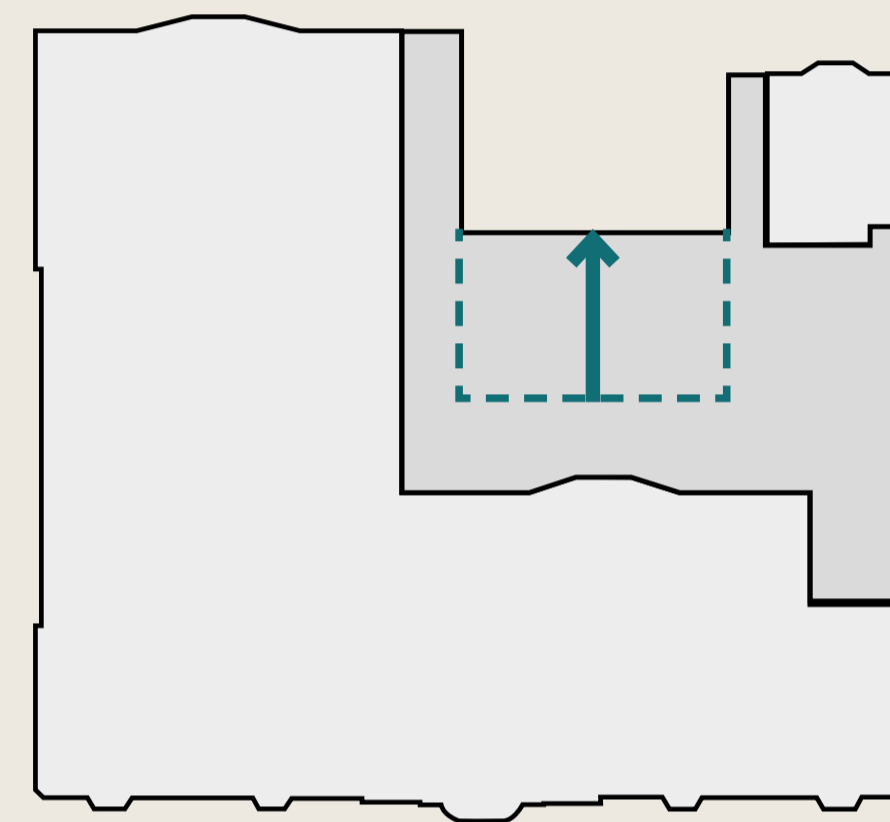
1. Reduced Scheme Massing

The height of the building and its proximity to Fountain Court was perceived to create a sense of enclosure to neighbouring residents. Our new scheme significantly reduces this and has been re-designed from the viewpoint of the affected residences. The courtyard facade massing has been pulled back to the line of the existing Police Station at 1st floor.



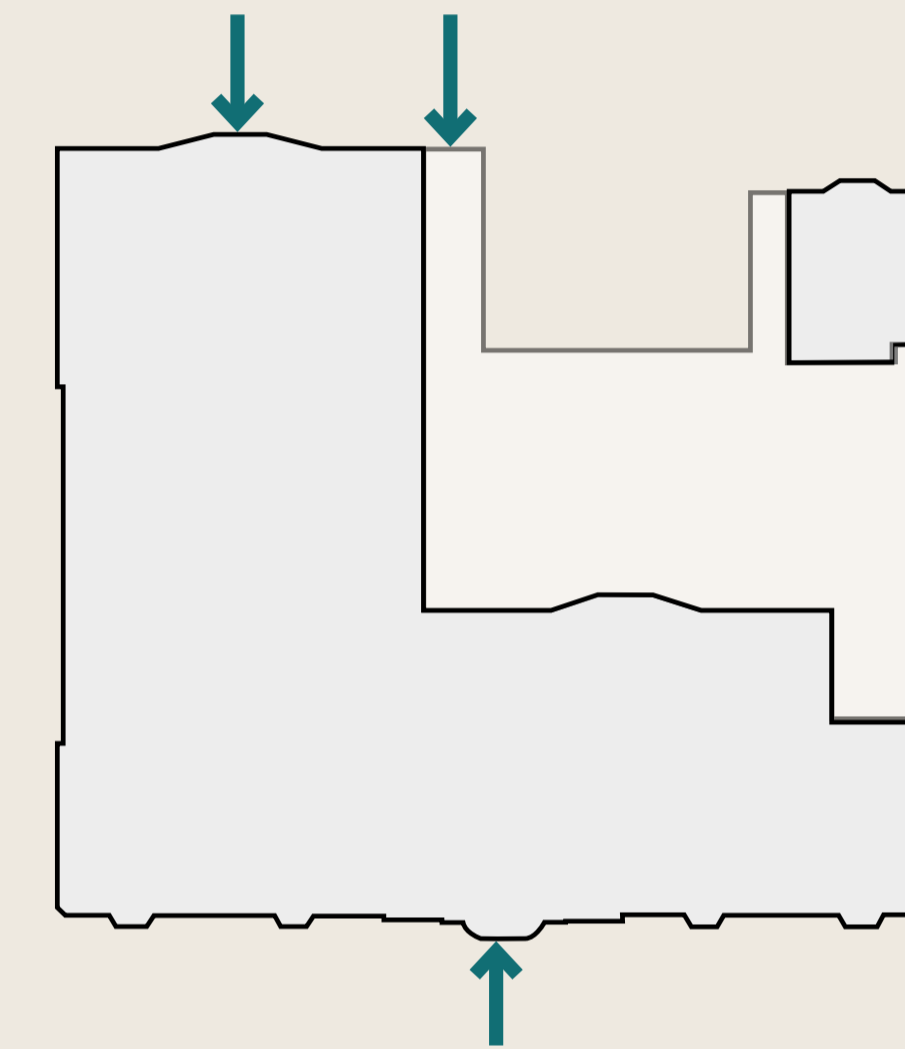
2. Townscape Improvements and Reduced Height

The previous application was considered to be too tall in its immediate environment, and the two-storey roof mansard was viewed to contribute to this. Our new scheme removes a full-storey, and offers an amended roofscape to relate better to neighbouring buildings.



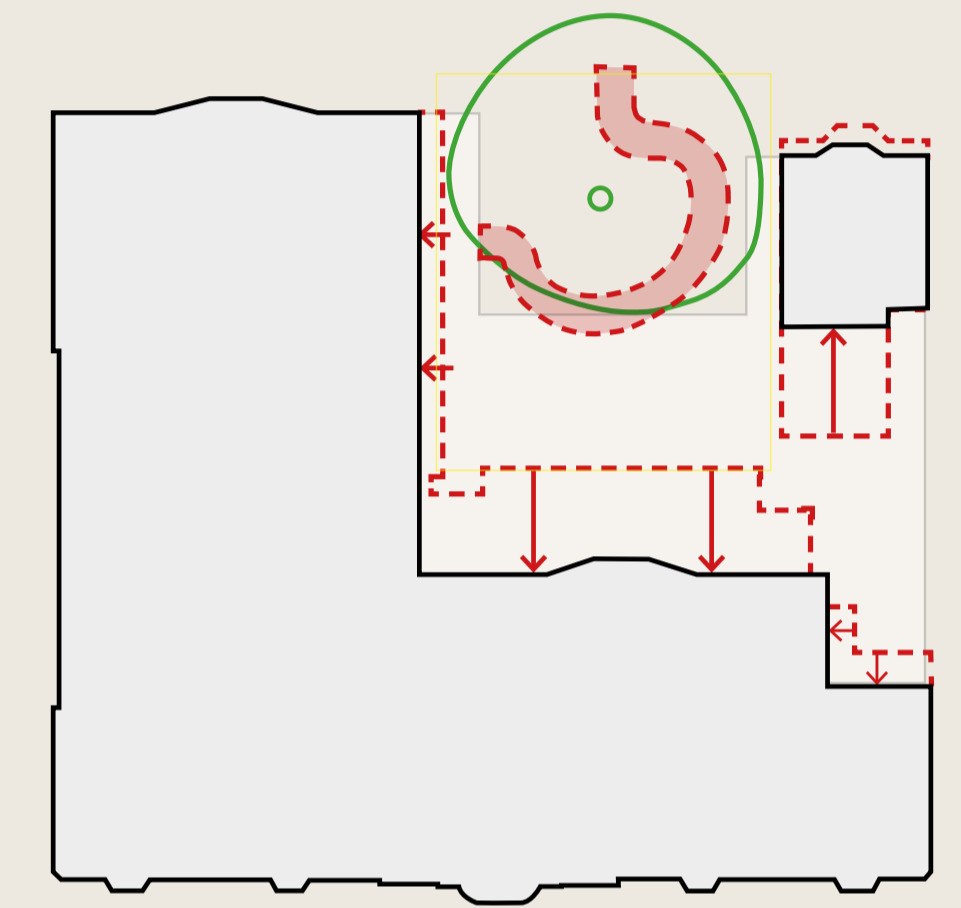
3. Improved Noise Management

Access to the hotel through the external courtyard and the provision of a garden terrace for guests and hotel residents was considered a source of potential disturbance to neighbours. Our new scheme has been re-planned to no longer provide access through the courtyard, and enclose the previously external courtyard space.



4. Improved Accessibility

The previous access to the bar and restaurant was through an external ramp through the courtyard. Our new scheme provides level access through the main restaurant entrance, and accommodates the change in level inside the building.



5. Reduced potential tree impact

The previous application was considered to be too close to the existing tree canopy. Our new scheme has reduced the size of the building and the pruning required has significantly reduced. The external ramp close to the tree has also been removed.

REDUCED SCHEME MASSING

The height and massing of the new proposal have been significantly reduced, with:

01

The removal of one storey from the roof level, to reduce the overall height of the building significantly, so it relates better with Fountain Court.

02

New step backs in the massing to allow more light into the courtyard and distance between the buildings.

03

The new reduced building massing contributes to a notable improvement on the daylight and sunlight levels into Fountain Court, compared to the original application.

04

A major reduction to the building cores to improve the proportions of the roofscape



REDUCED SCHEME MASSING

Initial proposed garden wall location



**MASSING:
FROM BUCKINGHAM PALACE ROAD
PREVIOUS APPLICATION**

Outline of Previous
Application

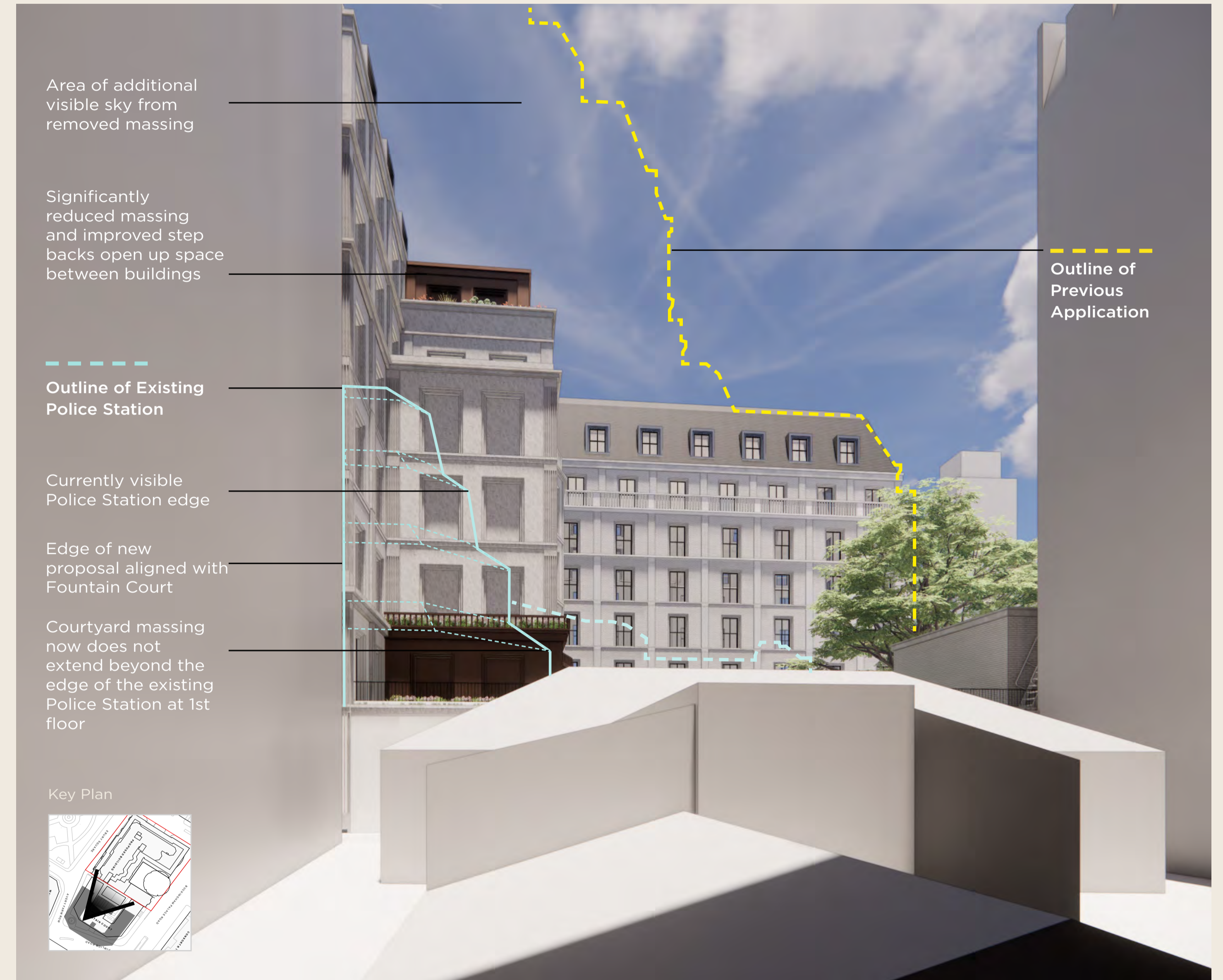
Massing significantly reduced and courtyard
façade pushed back to materially reduce the
proposed mass of the building



**MASSING:
FROM BUCKINGHAM PALACE ROAD
NEW APPLICATION**



**MASSING:
FROM FOUNTAIN COURT
PREVIOUS APPLICATION**



**MASSING:
FROM FOUNTAIN COURT
NEW APPLICATION**

TOWNSCAPE IMPROVEMENTS AND REDUCED HEIGHT

SUMMARY OF IMPROVEMENTS

01 The height of the building to the top of the mansard roof has been reduced from 33.77m to 30.62m, a height reduction of -3.15m.

02 The mansard roof has been reduced from two separate elements over two storeys, to a single storey roof, which reduces the presence of the building from key views.

03 The single mansard roof now chamfers around the extent of the roof profile, improving the visual proportions and neighbourly presence.

04 The building is now lower at the interface with Fountain Court, and the party wall edge of the building has reduced by 9.09m.





PREVIOUS APPLICATION

The height of the previous application was **33.77m** to the top of the mansard roof.

In the original scheme, the second storey of the mansard was deemed to give the building a top-heavy proportion which was inconsistent against buildings within the townscape.

The edge of the building adjacent to Fountain Court also appeared too tall, as the lift core was previously located on the edge of the building, creating a sheer wall adjacent to Fountain Court.



NEW APPLICATION

The height of the new application is **30.62m** to the top of the mansard roof, a **reduction of -3.15m**.

1. Top storey of the building removed, reducing the maximum height of the building
2. The mansard roof has been reduced to a single storey, improving the visual proportions and townscape views
3. The core has been relocated away from the edge of the building, allowing the single mansard to chamfer and step back from Fountain Court with the building edge reduced by **-9.09 m**.

NEW REDUCED APPLICATION: IN CONTEXT

THE NEW SCHEME SITS APPROPRIATELY IN THE CONTEXT
OF THE SURROUNDING BUILDINGS.

SEMLEY HOUSE

NEW SCHEME

FOUNTAIN COURT



EBURY SQUARE

Height measurements taken relative to Ground level of Ebury Sq at elevation section line.

IMPROVED NOISE MANAGEMENT

SUMMARY OF IMPROVEMENTS

01

The new entrance to the bar and restaurant has been relocated to Buckingham Palace Road, removing the need for public external access through the courtyard ramp.

02

The public access to the courtyard has been removed, based on Westminster City Council feedback that this could have caused disturbance to Fountain Court residents.

03

The previous garden terrace has been replaced by a new internal lounge space, removing the potential for outside noise.

04

The eighth-floor garden has been removed entirely from the scheme.

05

Roof terrace removed to ensure consideration for neighbouring residents



COURTYARD DESIGN

PREVIOUS / NEW APPLICATION

Previous Application: Courtyard Design:



- External garden ramp directly from street with planting, publicly accessible
- Upper garden terrace area for guest use

New Application: Indicative Courtyard Design:



- Simplified garden area, now not publicly accessible based on WCC feedback
- Previous upper garden terrace now enclosed as an internal lounge, reducing external noise
- Full landscape proposal to be developed by Andy Sturgeon Design.

IMPROVED ACCESSIBILITY

SUMMARY OF IMPROVEMENTS

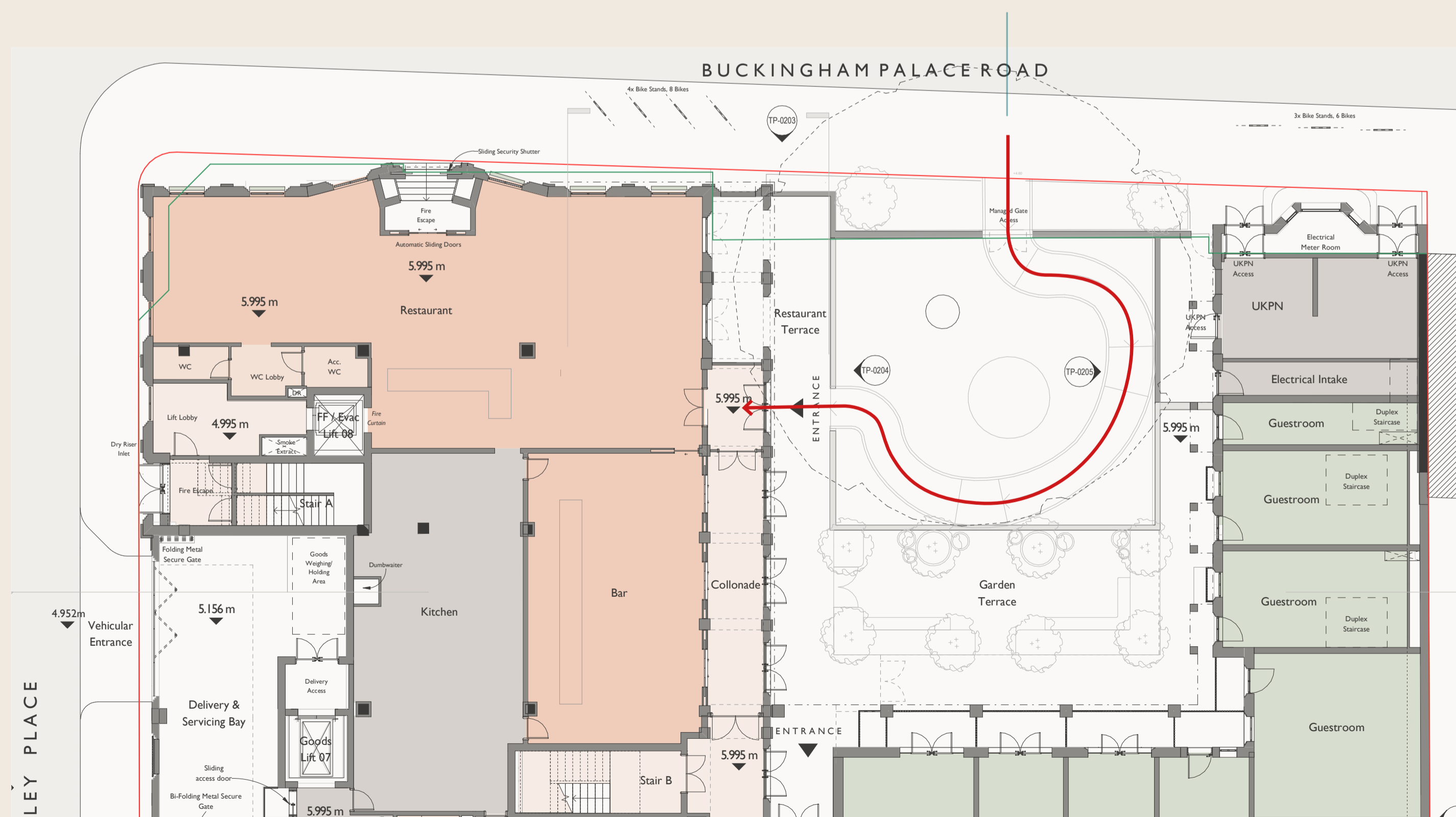
01

A new level access public entrance to the bar and restaurant from Buckingham Palace Road has been introduced to manage guest entrance and exits better.

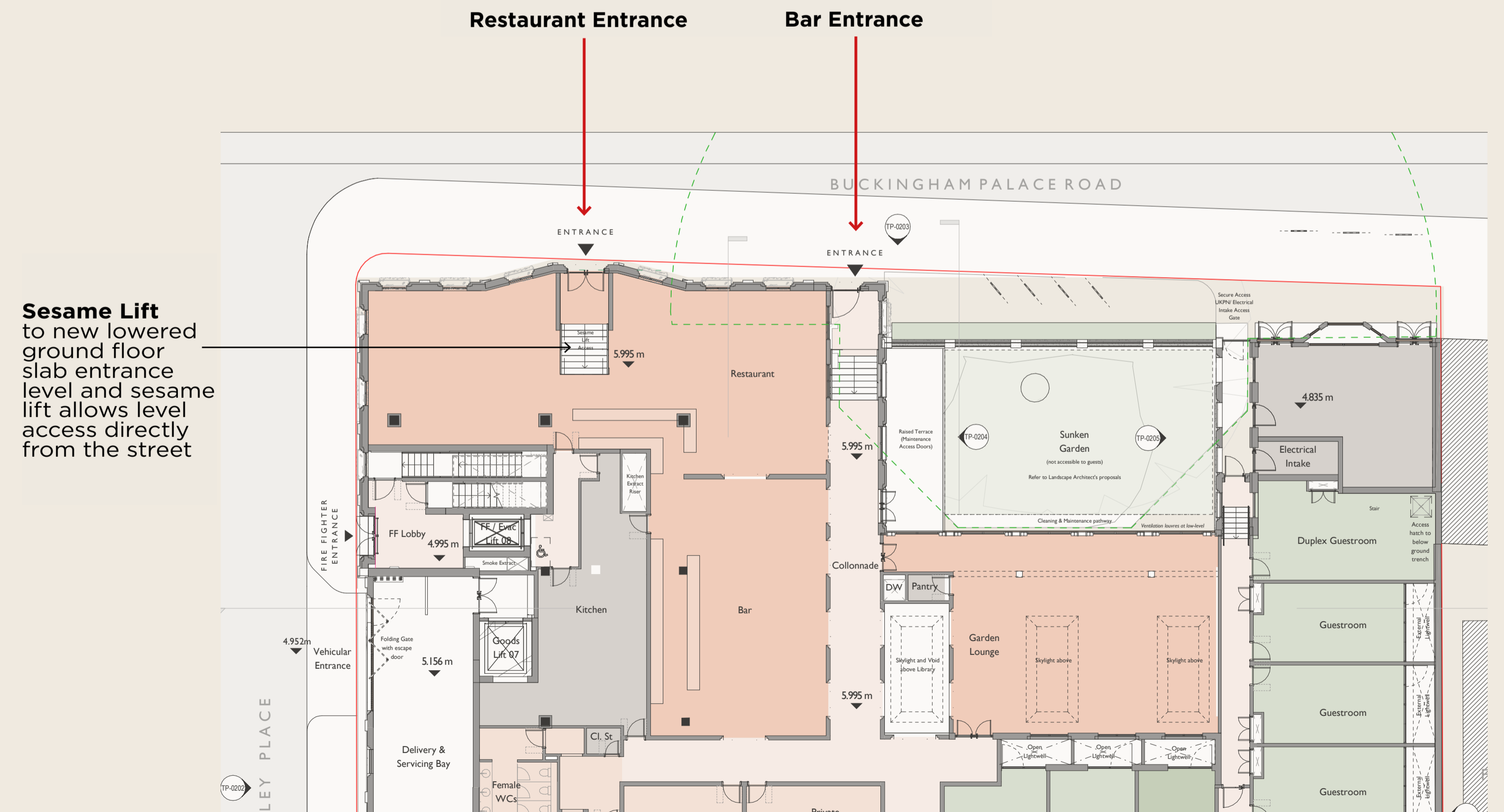
02

The level change is accommodated inside the building through a sesame lift through the main restaurant entrance, removing the need for an external ramp

Previous public and guest entrance into bar & restaurant:
External ramp through the garden had potential to cause disturbance to neighbouring residents



New public entrances for the bar & restaurant:
directly off Buckingham Palace Road and away from the courtyard



Sesame Lift
to new lowered ground floor slab entrance level and sesame lift allows direct access directly from the street

REDUCED TREE IMPACT

SUMMARY OF IMPROVEMENTS

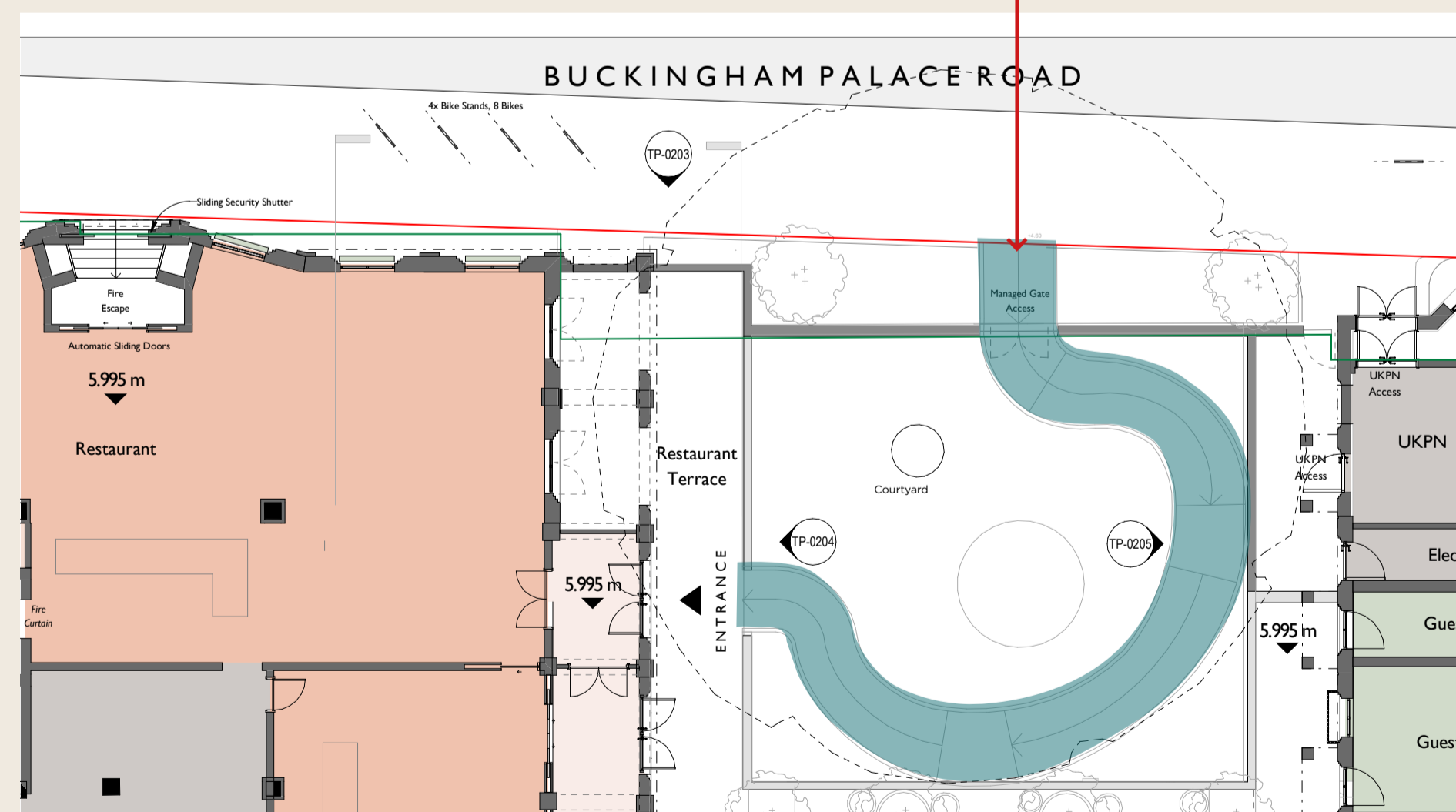
01

The internal courtyard facade has been pushed back 1.4m further away from the existing tree than the original application, requiring less pruning so that it will not exceed the 2m advised allowance.

02

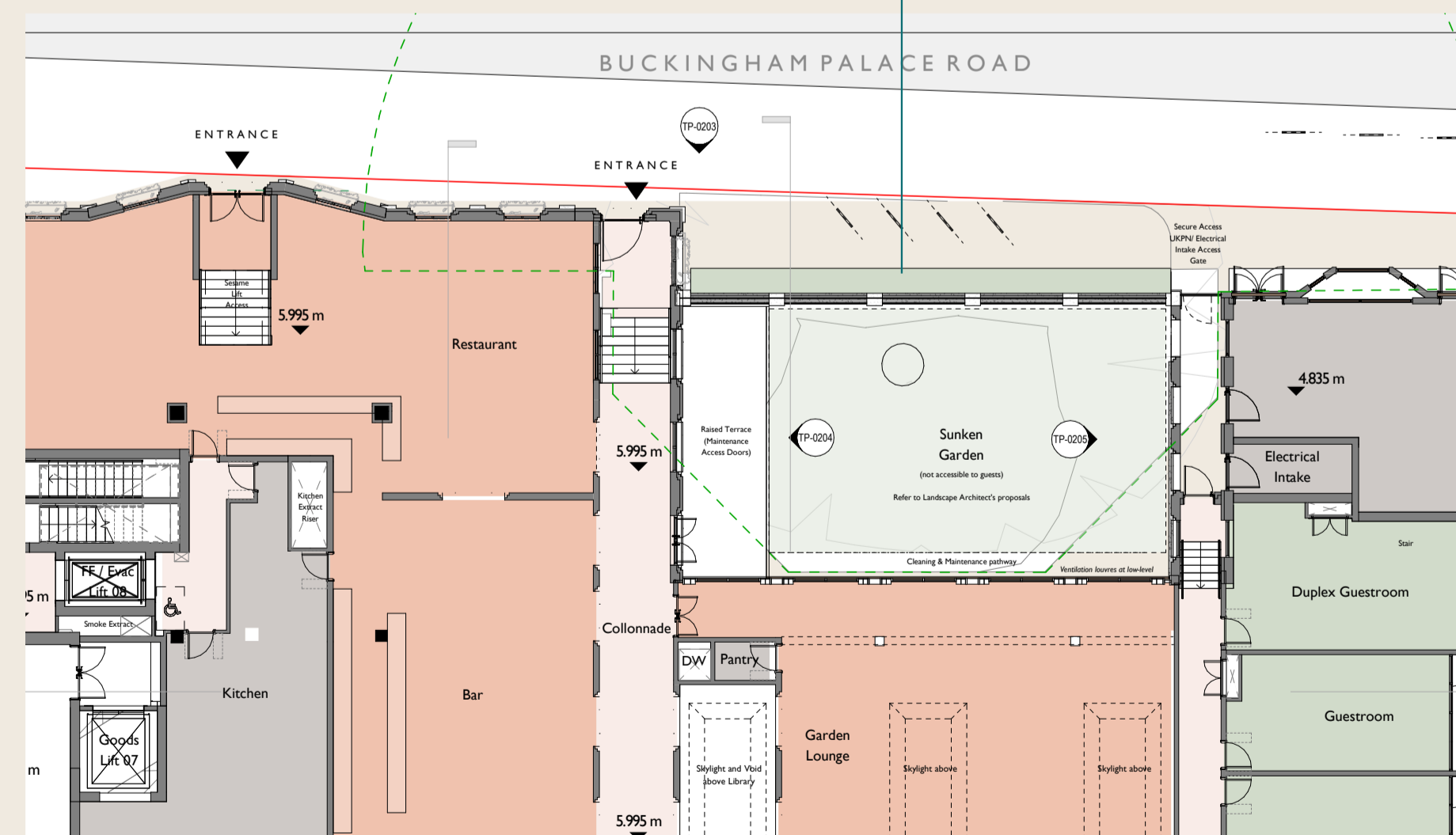
The courtyard will no longer be used as the guest and public access route to the bar and restaurant, reducing any risk of disturbance to the tree through the installation of the ramp.

Previous ramp access through courtyard



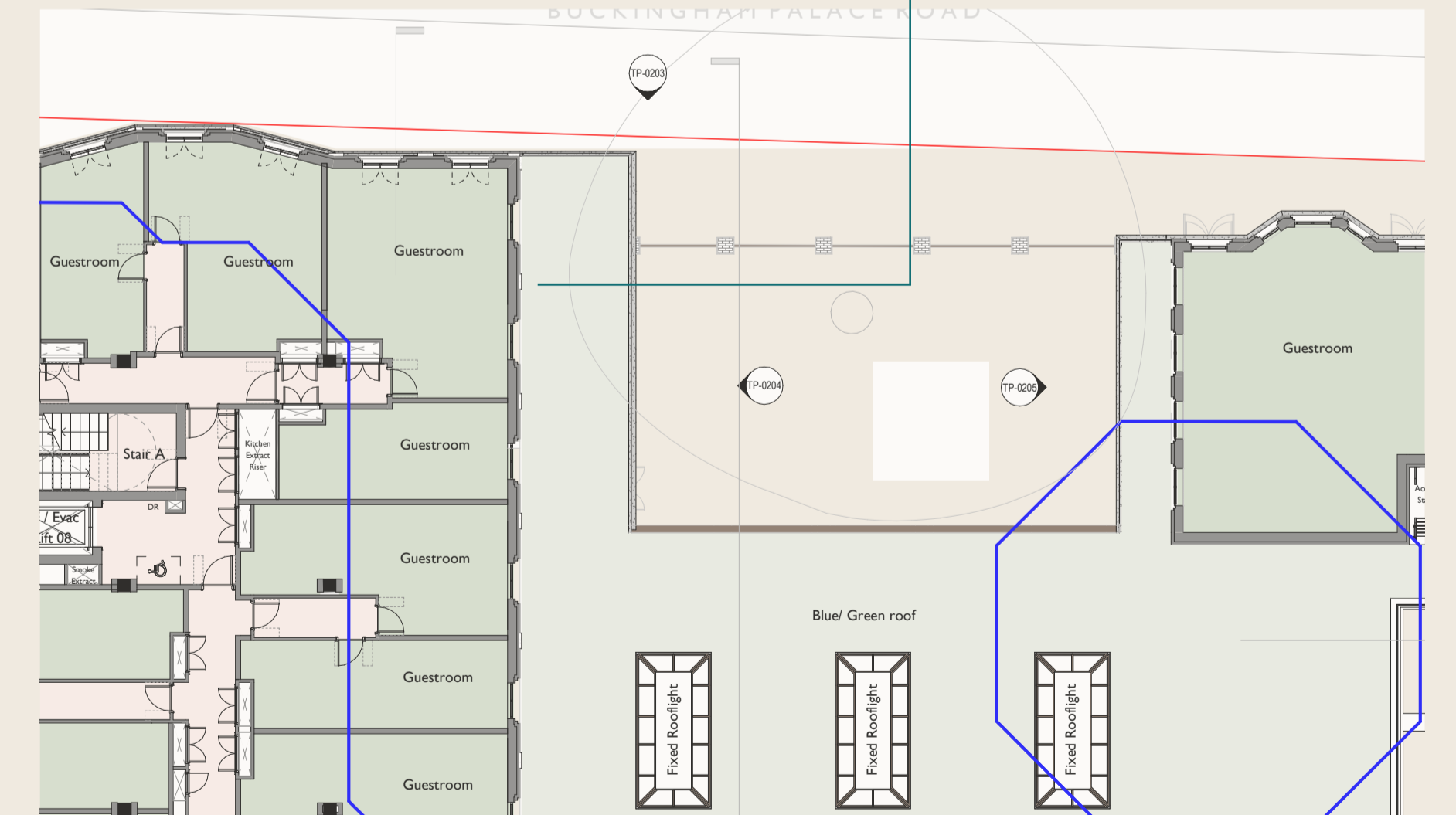
PREVIOUS APPLICATION
GROUND FLOOR

Garden space now enclosed from public



NEW APPLICATION
GROUND FLOOR

Courtyard facade adjacent to tree pushed back by 1.4m to allow for growth



NEW APPLICATION
FIRST FLOOR

SCHEME SUMMARY COMPARISON

SCHEME SUMMARY COMPARISON



PREVIOUS APPLICATION

GIA: 15,146 sqm

Number of Storeys: 9

Mansard Roof Height : 33.77m
(From Ground Floor Level)

Key Count: 252 keys



NEW APPLICATION

GIA: 13,443 sqm (-1,703 sqm)

Number of Storeys: 8 (-1)

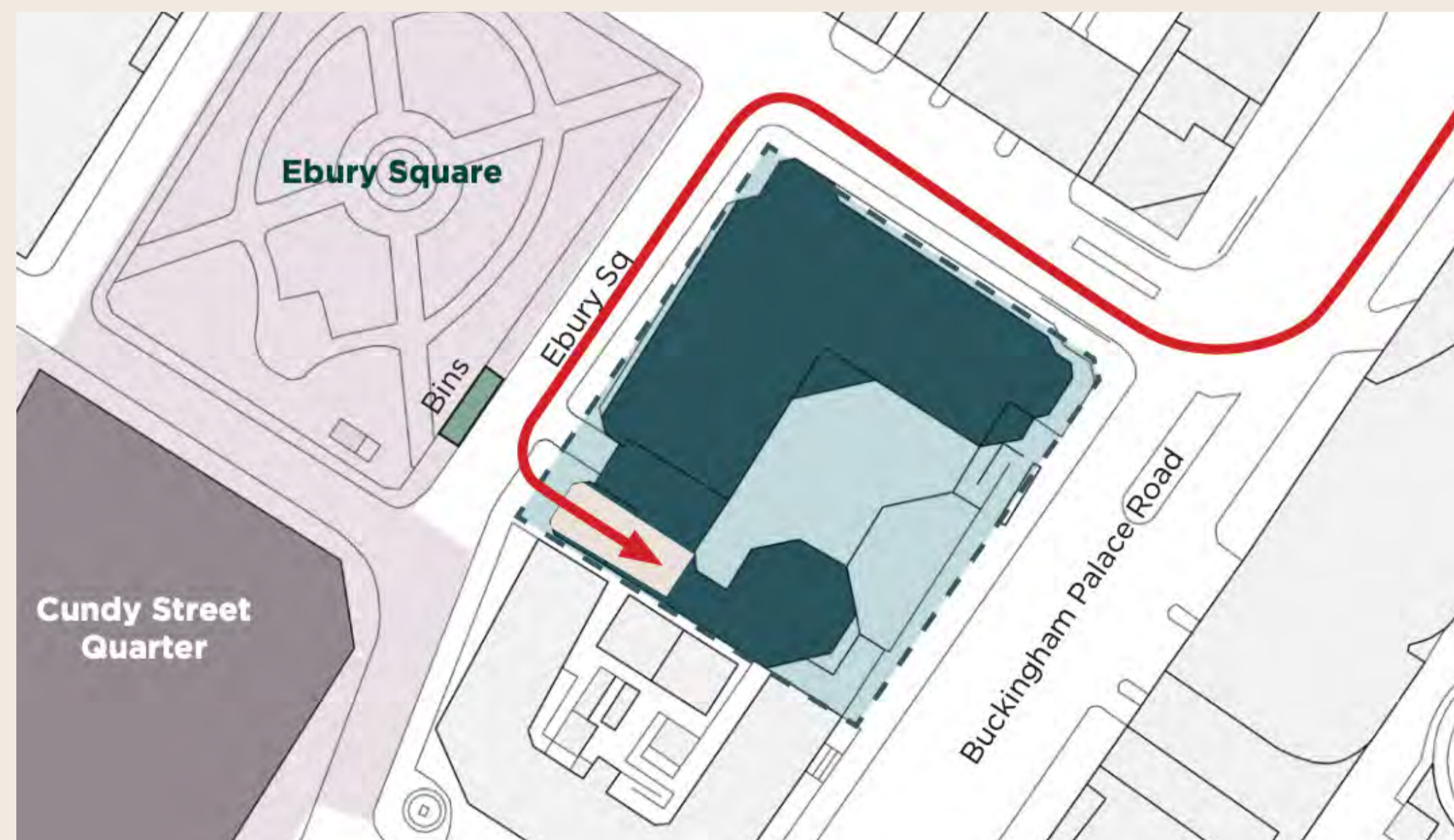
Mansard Roof Height: 30.62m (-3.15m)
(From Ground Floor Level)

Key Count: 206 keys (-46 keys)

SERVICING AND DELIVERIES

EXISTING SERVICING

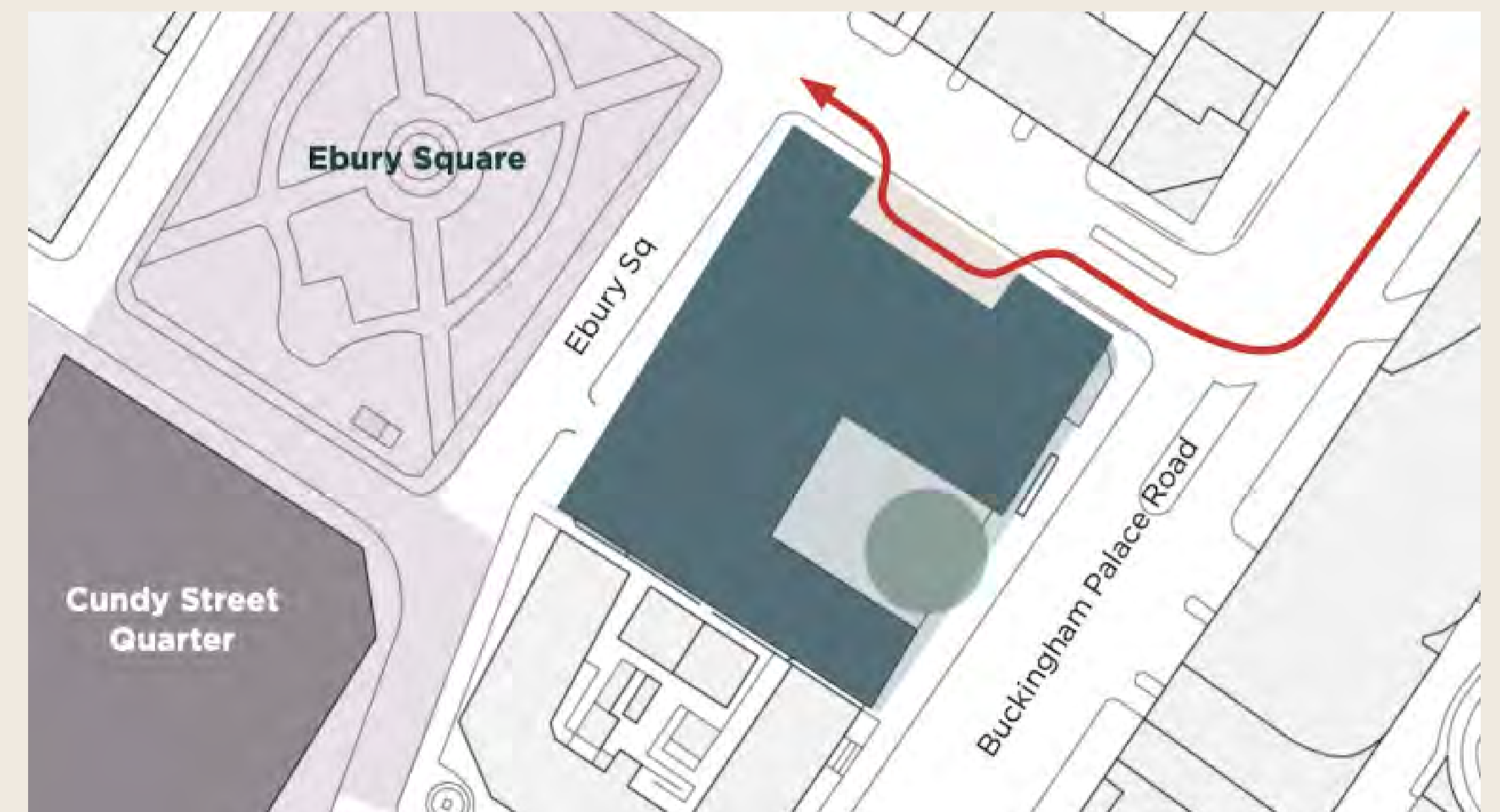
- ✓ Servicing vehicles must drive into Ebury Square causing disturbance
- ✓ Servicing vehicles must reverse into delivery bay creating noise
- ✓ Existing route impacts future Cundy Street Quarter residents.



EXISTING SERVICING IMAGE

PROPOSED SERVICING

- ✓ Proposed internal forward driving in and out of delivery bay
- ✓ Keeps servicing vehicles to Semley Place, where other large vehicles already travel
- ✓ Protects Ebury Square and future residents
- ✓ Restricts deliveries and drop-offs to internal space



PROPOSED SERVICING IMAGE

OUR SUSTAINABILITY INTENTIONS

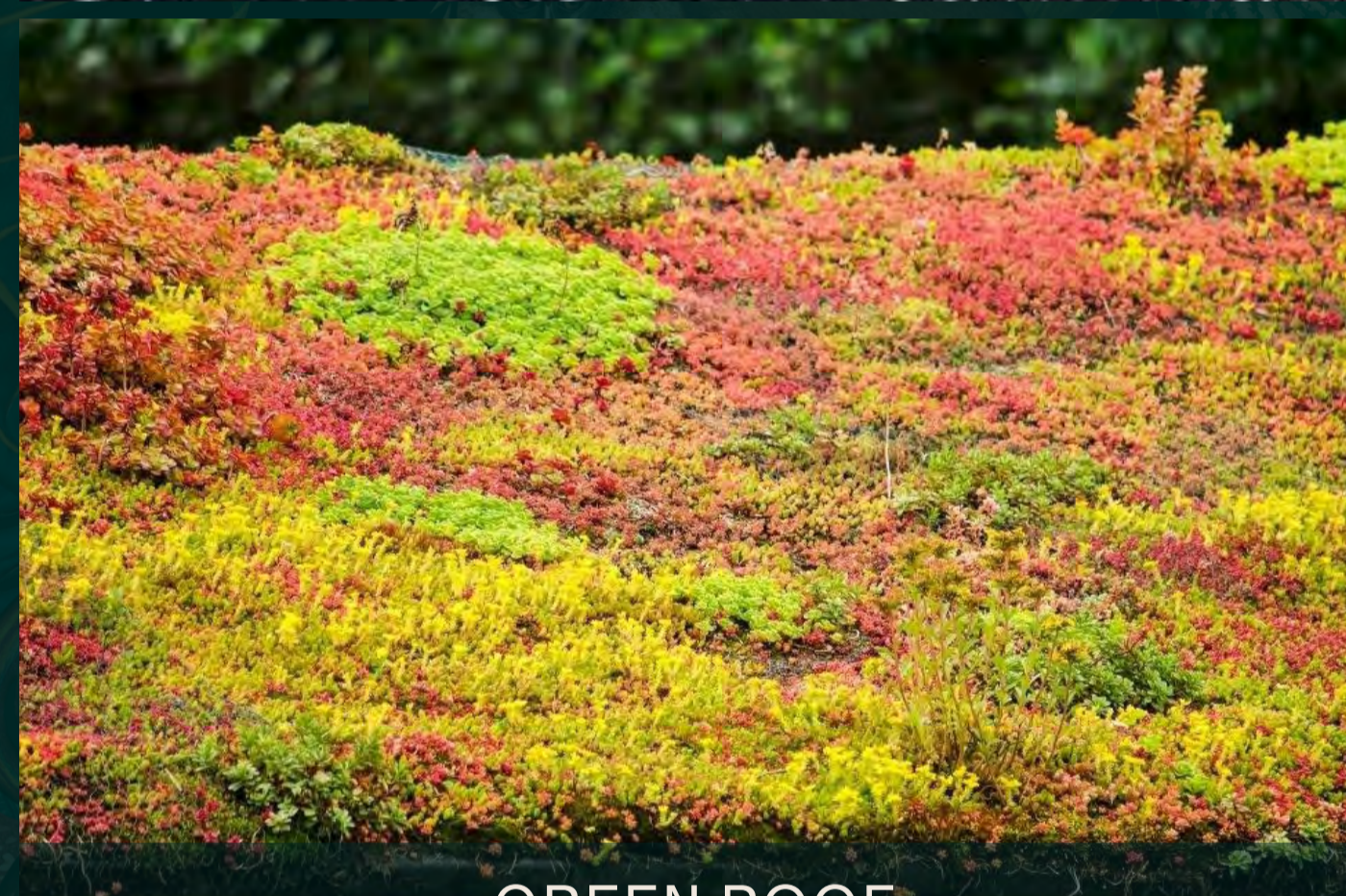
Our proposals for The Other House Belgravia will deliver a building with life-long sustainability.

We are proposing a fossil-fuel free development, utilising 100% renewable energy generation to achieve a minimum 35% reduction in onsite carbon emissions.

Our design will utilise state-of-the-art technologies to maximise opportunities for on-site energy generation, ensuring a building that is future-proofed, reducing its environmental impact across its whole lifetime.



SOLAR PANELS



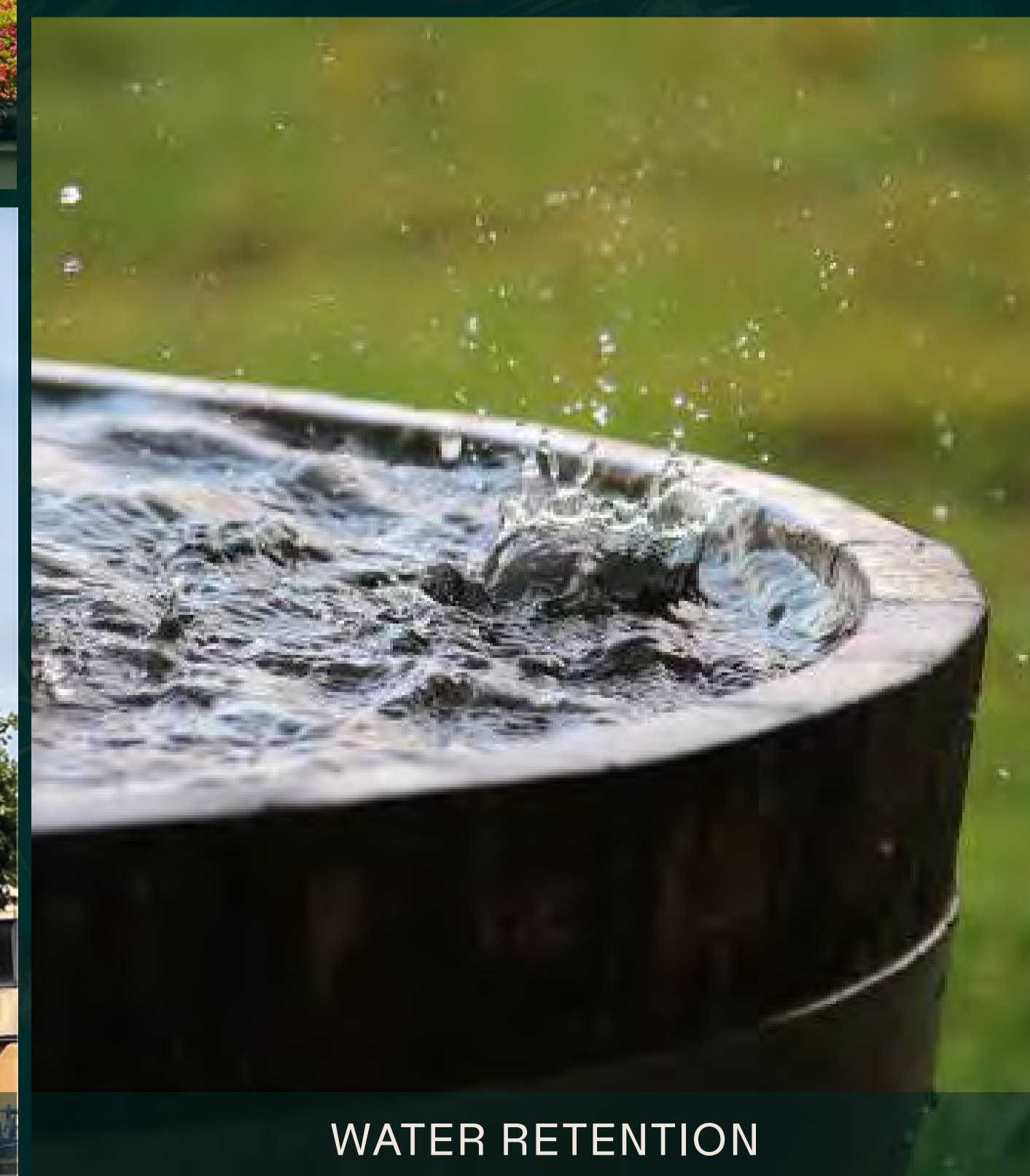
GREEN ROOF



TREE PROTECTION



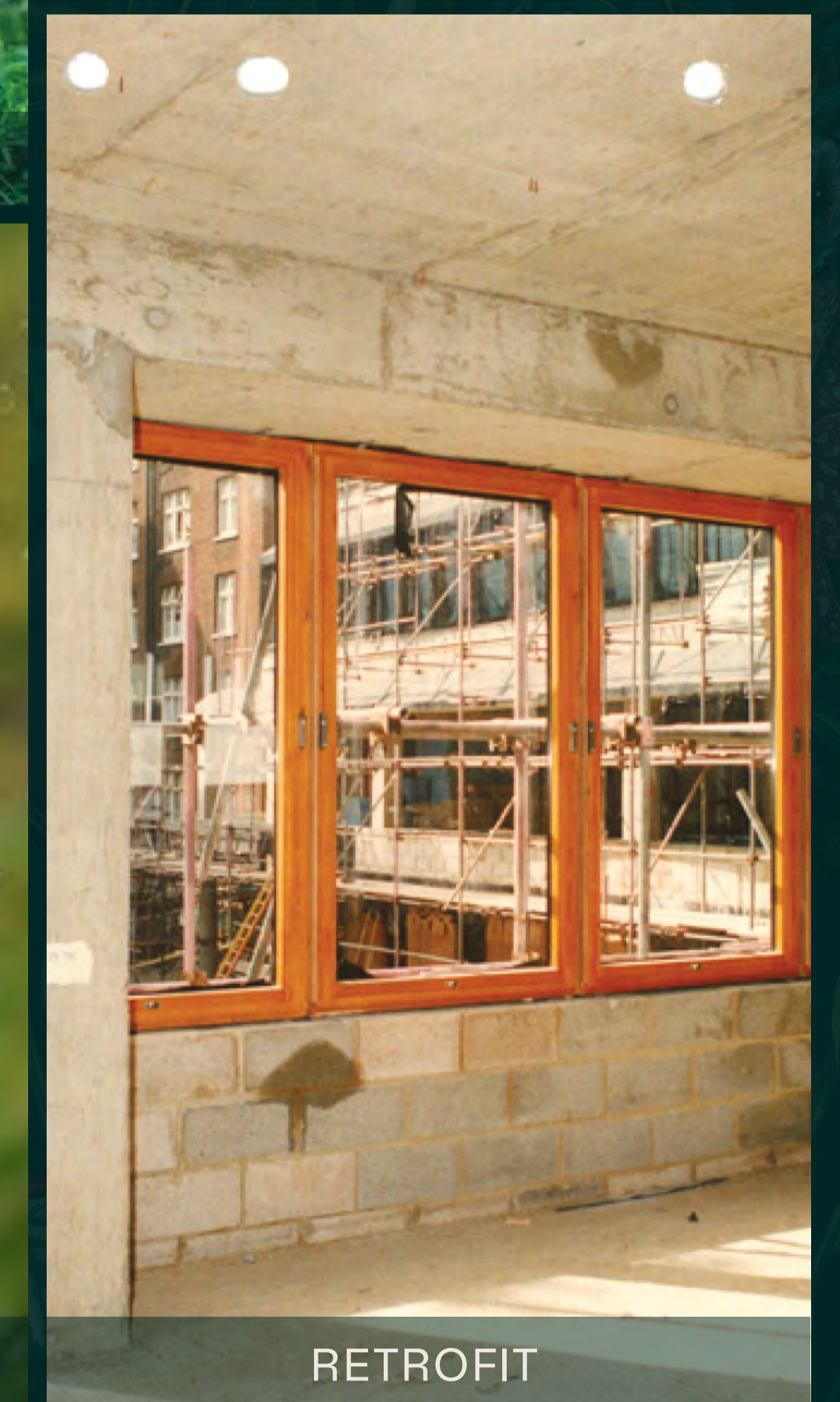
BIODIVERSITY



WATER RETENTION



MATERIAL RECYCLING



RETROFIT

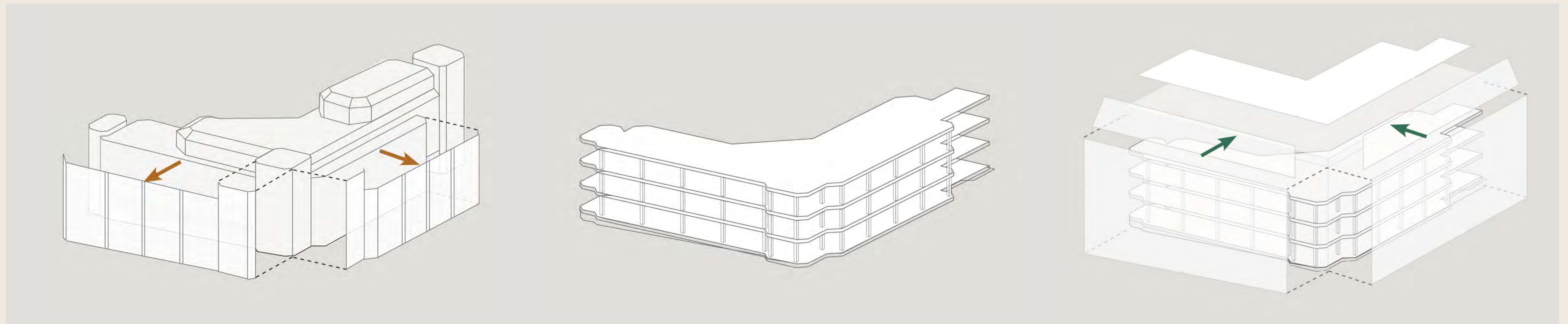
OUR SUSTAINABILITY INTENTIONS

RETENTION OF THE EXISTING STRUCTURE

The Other House believes in preserving and conserving existing buildings wherever possible, which in turn helps to minimise carbon emissions often associated with demolition.

We are proposing to retain a majority of the existing building, housing the structure, basement and foundations within a more elegant façade.

We will limit demolition to the roof structure and other discreet locations to ensure consistent levels across the building. This approach will lead to a 56% reduction in embodied carbon, saving approximately 2,310 equivalent tonnes of carbon dioxide.



REMOVE EXISTING FAÇADE

RETAIN STRUCTURE

ADD NEW FAÇADE AND EXTEND

CONSIDERATE CONSTRUCTION

The Other House is committed to working closely with local communities to minimise any disruption to the locality. Our approach to construction is guided by several core principles:



PROGRAMME

The construction programme is yet to be confirmed, however retaining a large portion of the existing structure and not excavating any additional basement floors will reduce the programme compared to a new build.



CONSIDERATE CONSTRUCTION

During construction, measures will be taken to mitigate disturbance such as dust control through monarflex scaffolding. We intend to procure the construction works under the considerate constructors scheme.



OPEN COMMUNICATION PLEDGE

Open communication with the residents and surrounding stakeholders will be sought to ensure that the local community is engaged with the project as it progresses.



THANK YOU

As a neighbour to the site, we would like to thank you for taking the time to participate in the consultation over the past year.

Your feedback has been instrumental in shaping our plans and ensuring The Other House provides a hub for residents as well as a second home for our guests.

We are committed to continuing our partnership with the local community throughout the application and beyond.