



Client
Skillcrown Ltd.

Site
Bromley

Role
Architect, Town Planner and
Cost Consultant

Value
Confidential

Project
Mixed Use Development

OVERVIEW

Pellings were appointed by Skillcrown Limited to design a hotel on an urban brownfield site where redevelopment will improve the character and quality of the area.

The approved scheme comprises a 97 bed hotel with basement parking and provision for B1/A2 offices on the ground floor.

The appointment includes a 'risk share' agreement with the client linking payment to the outcome of the planning process.

Significant urban design issues included:

Corner Location - The site offers the potential to create a new landmark building along one of the principal routes into the town centre

Responding to Scale - The need to address the relationship between a busy commercial road which could accommodate substantial development and a residential street which is more modest in nature

Mixed Use - A location where a mixed use would be appropriate and which would create a more vibrant place

Residential Amenity - The development must respect the amenities enjoyed by adjoining owners

HOTEL, BROMLEY

