

Welcome to the public consultation on **5-9 Great Newport Street**

Welcome to our public exhibition for the proposed redevelopment of 5-9 Great Newport Street to deliver a **high-quality, highly affordable visitor accommodation with enhanced theatre provision.**

This event has been organised to share our proposals with the local community.

We welcome your feedback on our proposals.

There are members of the project team available to answer any questions you may have.

Once you have looked around the exhibition boards, please do fill in a survey.



About The Team

MELFORD.

MELFORD

ADVISORS TO GREAT NEWPORT ST LTD.

Melford is a creative investor in UK real estate, focused on London. Melford has built operational real estate businesses in a number of sectors and Great Newport Street is the second site in its new affordable hospitality concept. The first, 92 Dean Street, was granted planning in 2021 (21/04390/ FULL) and is currently under construction.

Melford has completed numerous redevelopments and has deep experience and an excellent track record within the hospitality sector.



81 Dean Street & 3 Richmond Buildings

SC
DA

SODA STUDIO

PROJECT ARCHITECTS

SODA Studio are a multi-award-winning studio working across various scales and sectors.

The studio has completed numerous projects within Westminster and more specifically within Soho. This includes Walker's Court and Boulevard Theatre which features a purpose-built theatre, boutique shops, nightclubs and bars, plus residential apartments and offices.



Walker's Court & Boulevard Theatre



JLL
PLANNER

ALFORD PORTER

ALFORD
PORTER
PROJECT
MANAGER

CONCILIO

CONCILIO
COMMUNITY
ENGAGEMENT

POINT

POINT 2
DAYLIGHT /
SUNLIGHT

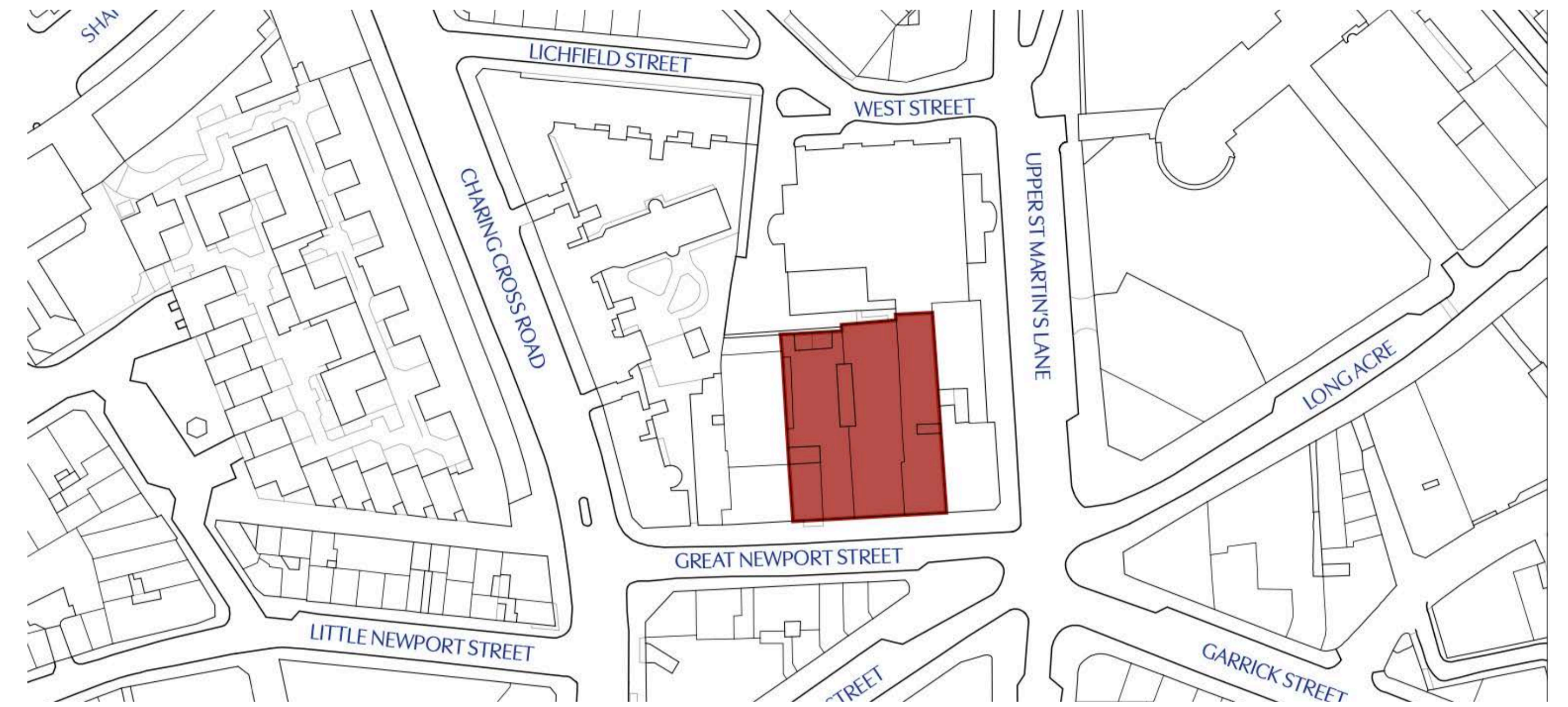


JON LOWE
HERITAGE
HERITAGE
CONSULTANT

The Site

5-9 Great Newport Street is located in the Covent Garden Conservation Area in the heart of **Westminster** and consists of three buildings set centrally within a city block: 5, 6-7 and 8-9 Great Newport Street. The site has a rich heritage with 5 Great Newport Street being Grade II listed and 6-7 Great Newport Street being home to The Arts Club since 1926.

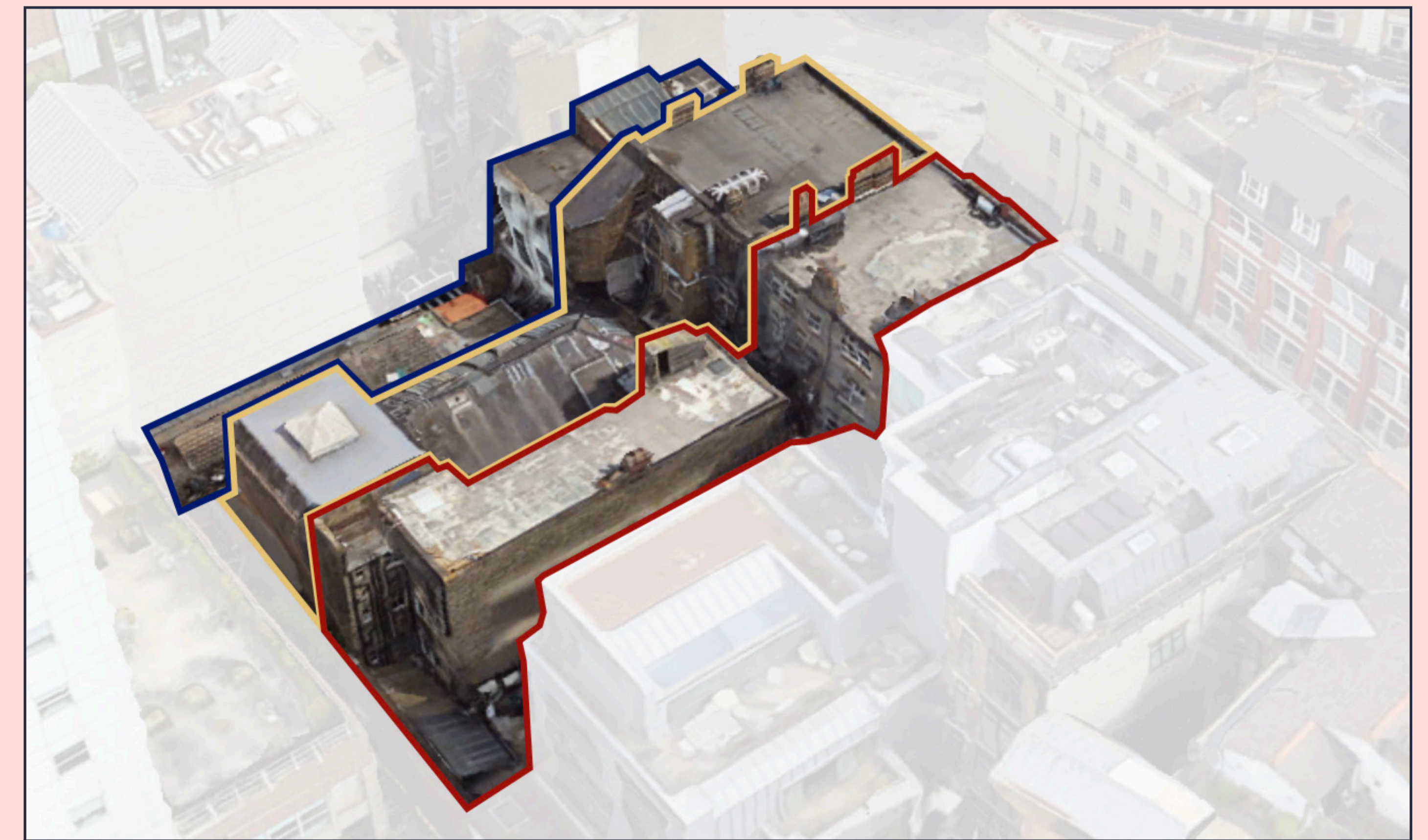
At present, the site is significantly underutilised, with an implemented planning consent granted in 2016 for near full demolition and redevelopment to provide a hotel use. Our emerging proposals intend to improve the consented scheme, minimising environmental and construction impacts and retaining the existing heritage assets while introducing new high-quality, affordable visitor accommodation and an enhanced cultural offer through renewed investment in the existing Arts Theatre at Number 6-7.



Location of the site shaded in red



Great Newport Street View



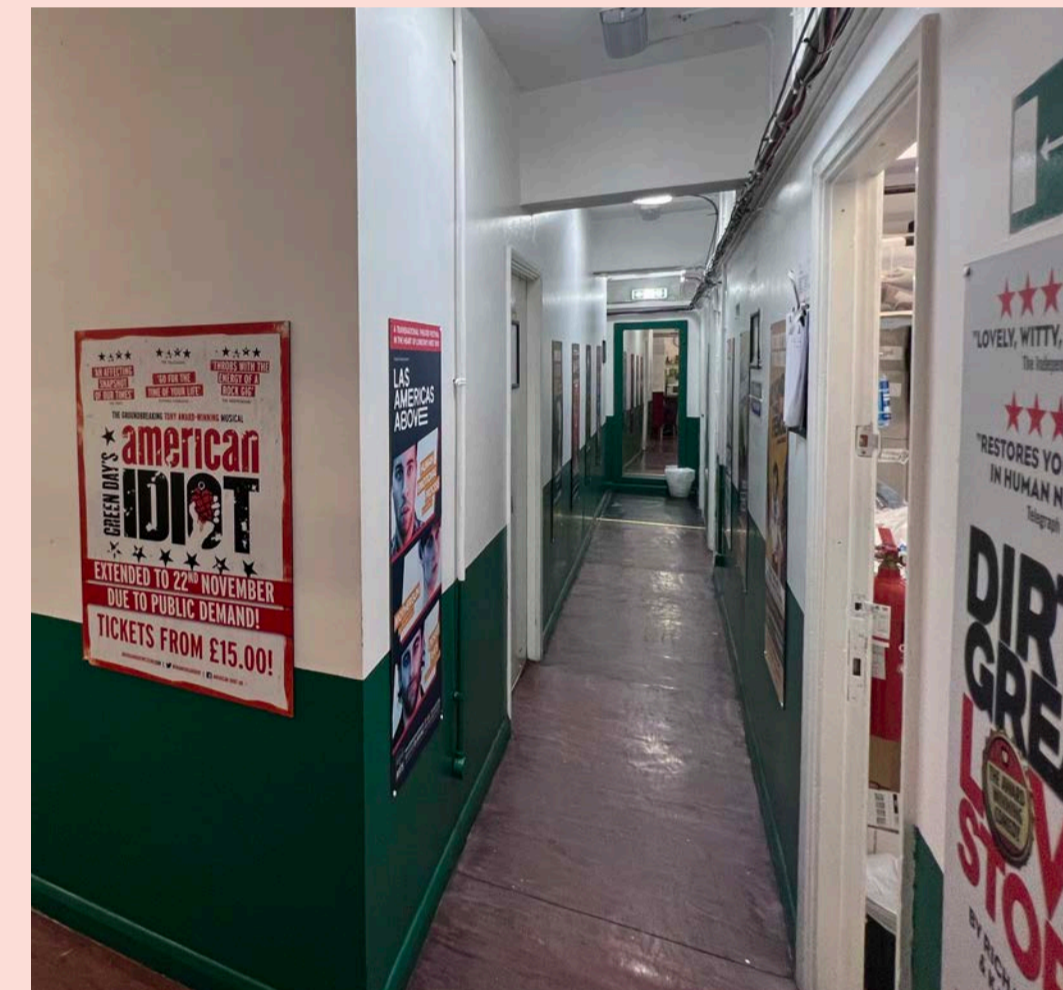
Rear View of Site Looking South East

Current Building

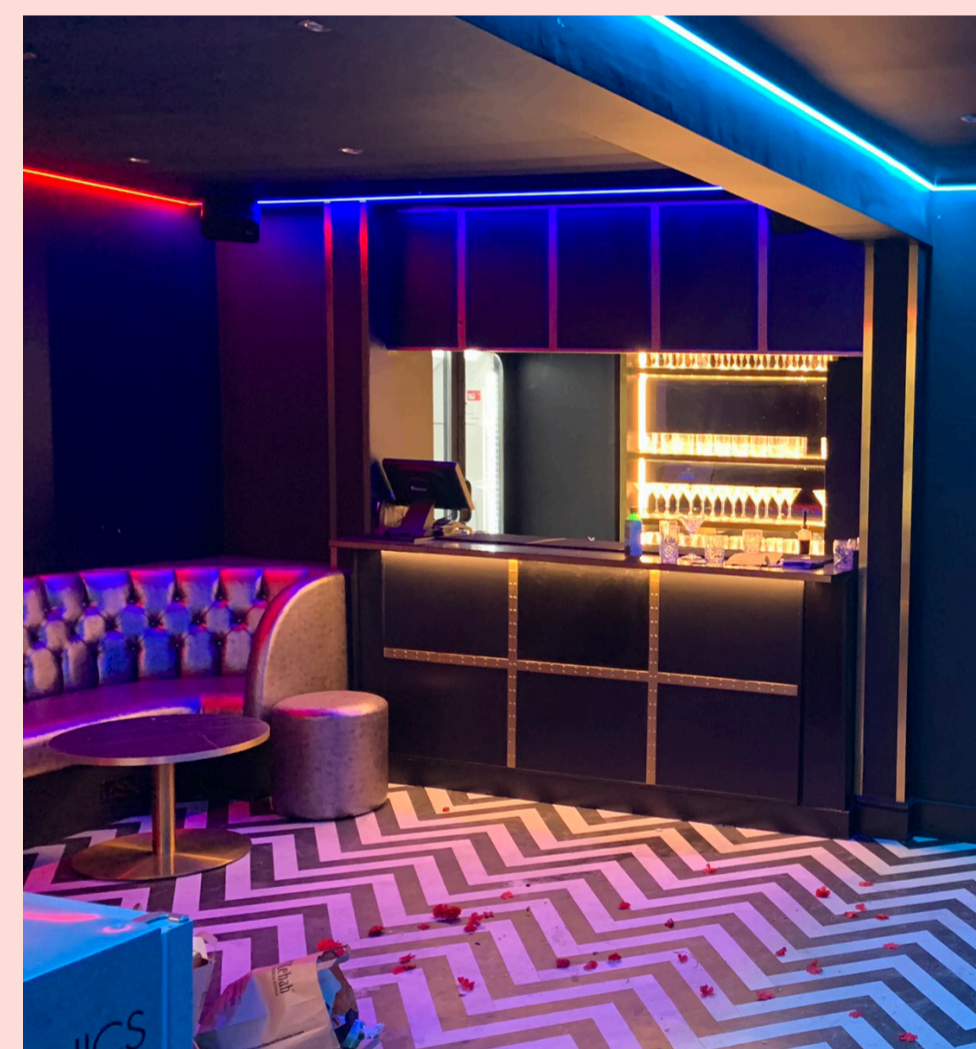
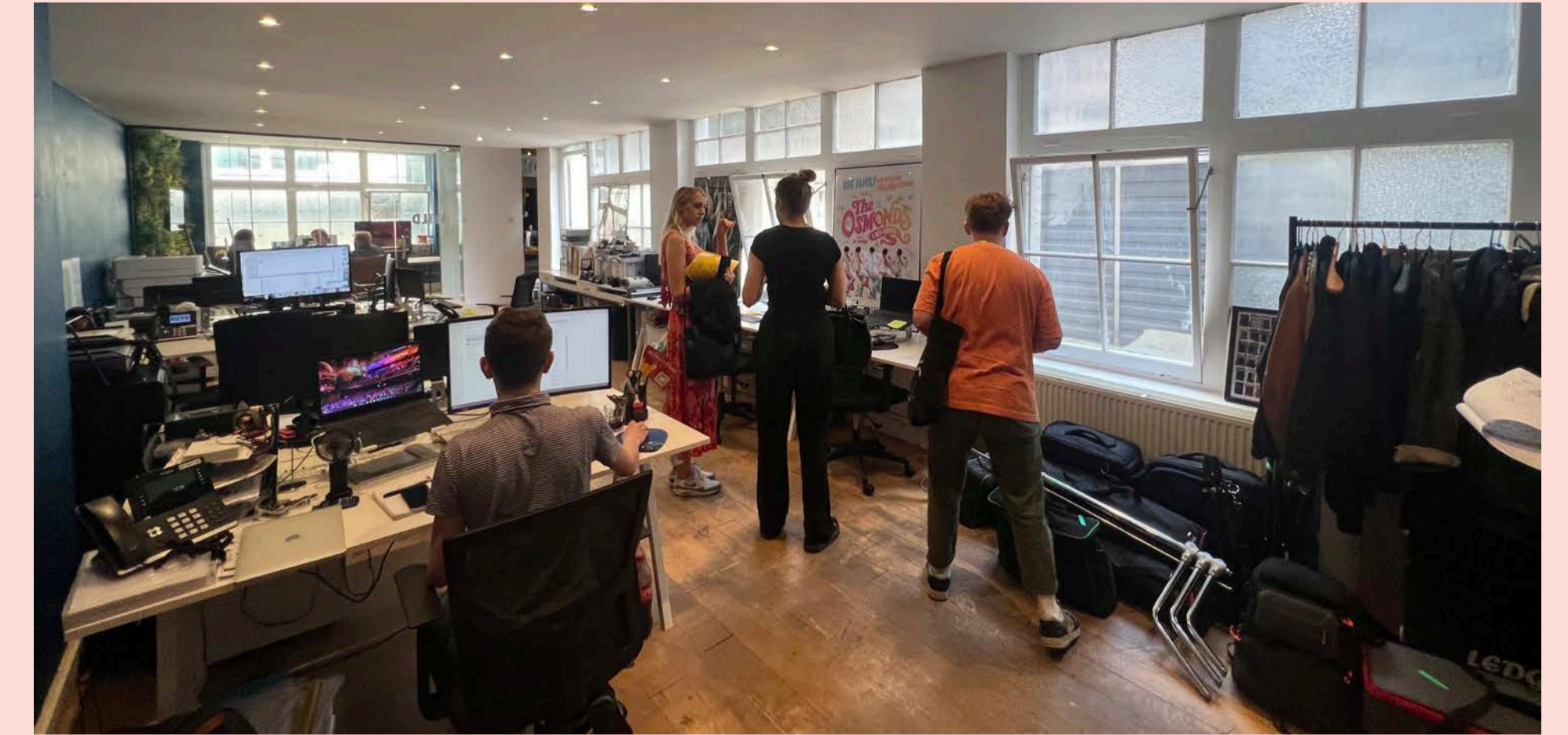
NO.5



NO.6-7



NO.8-9



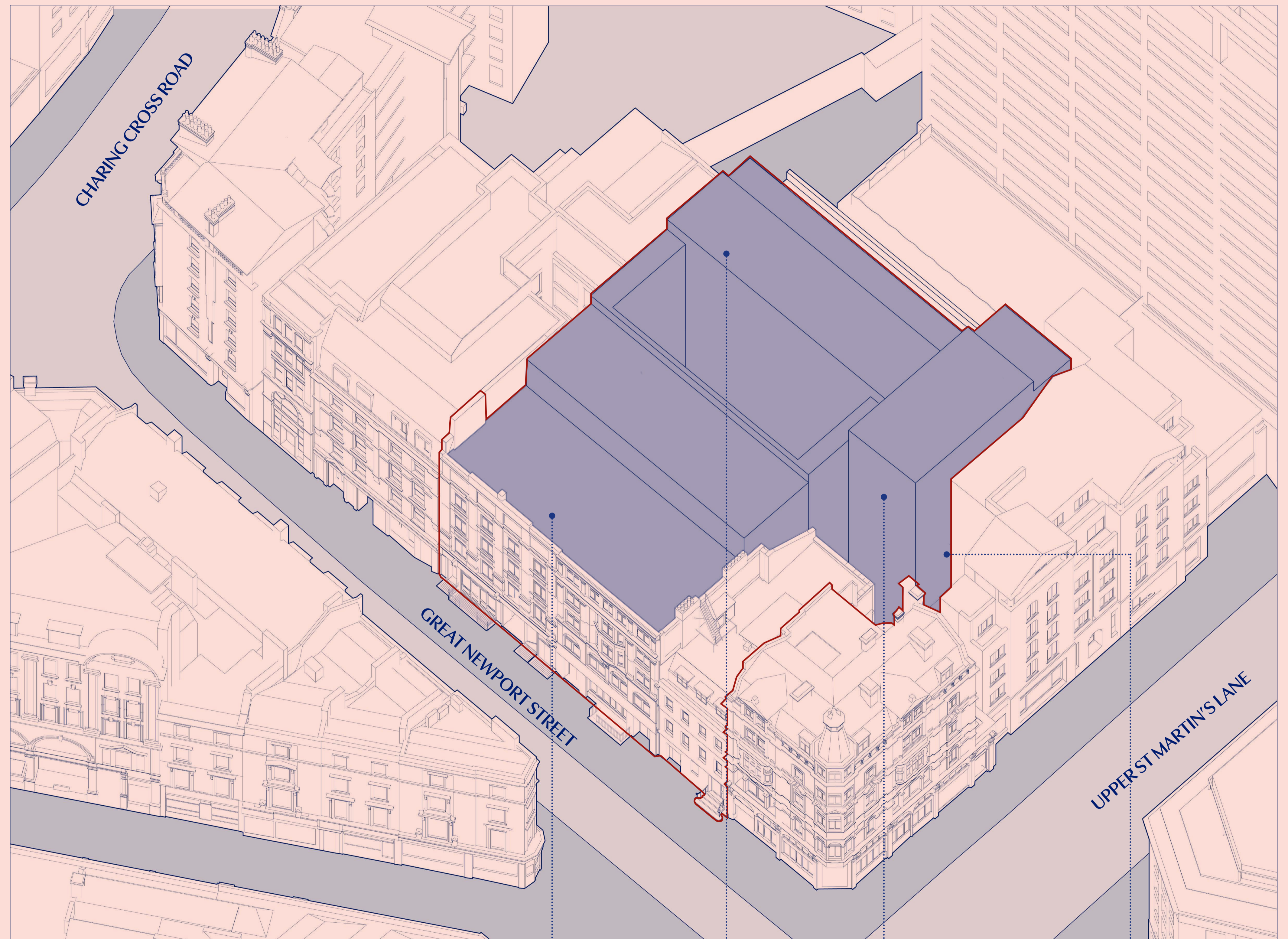
- This building consists of a Listed Building facing Great Newport Street and a 1980s extension to the rear of the site, separated by an external lightwell.
- The current building reflects the variety of retrofits and adaptations over time. The existing original staircase remains.

- General environment in poor condition.
- No wheelchair access from primary entrance to main auditorium. Wheelchair access is via adjacent office building making the current wheelchair user experience poor.
- Inefficient circulation and disjointed relationship between back and front of house areas using up valuable theatre space.
- Access to fly tower currently external and not within theatre demise line.
- Adhoc servicing strategy could be improved upon.
- Security issues relating to subletting of disjointed spaces has been a problem for the theatre operator.
- There is very limited WC provision, and staff amenity is also poor, with outdated and precarious backstage infrastructure.

- 8-9 Great Newport Street is occupied by a series of small to medium (1-15 person) office tenants and a vacant comic book shop and is split spatially between front and rear buildings.
- At present, there are smaller offices available fronting onto Great Newport Street, with more medium scale provision to the rear at number 8A. All current office space is in need of significant upgrades to comply with the standards of modern commercial occupiers.
- There is no lift provision, with a front and rear staircase serving the front and rear building components.
- The entrance hallway provides ramped wheelchair access and emergency fire escape egress to the theatre auditorium in the next door building via a door to the party wall.

Existing Permission - 2016 Consented Scheme

- In 2016 Planning Permission was granted for the site (12/03930/FULL), with a certificate of lawful development granted in 2019 (19/05429/CLOPUD). This makes the permission extant, which means that it can be built out at any time in perpetuity.
- The adjoining building No.10-11, recently developed, achieved planning concurrently with the current extant permission for the site.
- Design proposals contained on these boards use the consented scheme as a basis comparison to aid with evaluating any changes to design and massing.



- SITE
- Massing approved under existing permission (19/05429/CLOPUD)

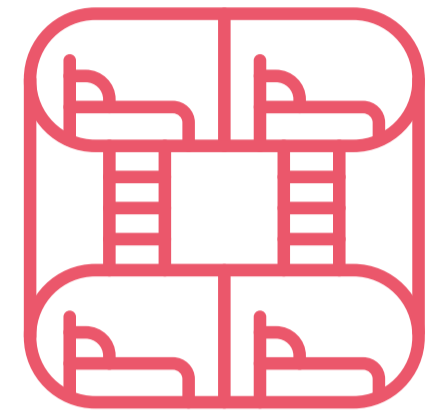
Fabric behind existing facade is replaced

Increased massing to the rear of the site

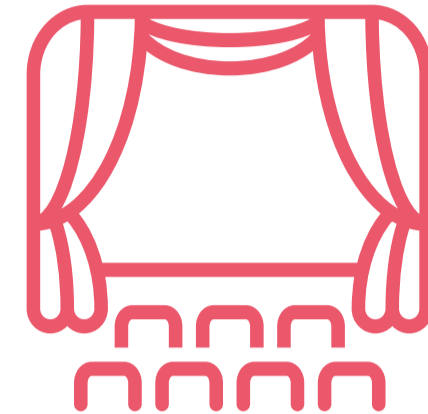
Increased massing behind Listed building

Significant 3-storey basement development (beneath site)

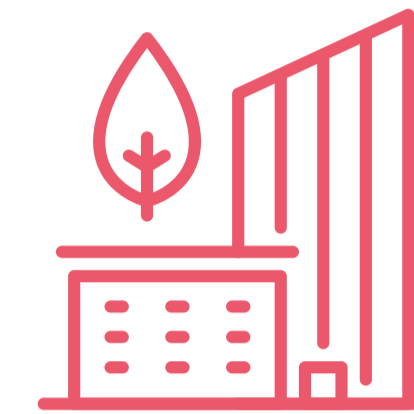
Our Proposals



Creating a pod-hostel to provide a modern, accessible option for visitors in Westminster



Providing a valuable cultural contribution to the West End with enhanced theatre space



Creating a building with high levels of sustainability



Exploring heritage improvement possibilities for the listed façade



487sqm of modern office space to support small businesses



Be long-standing landlords in the area creating long-term relationships



Designing a high-quality and sympathetic extension



Pursuing a less intrusive development with minimised demolition and basement excavation compared to the 2016 approved scheme

Protecting Residential Amenity

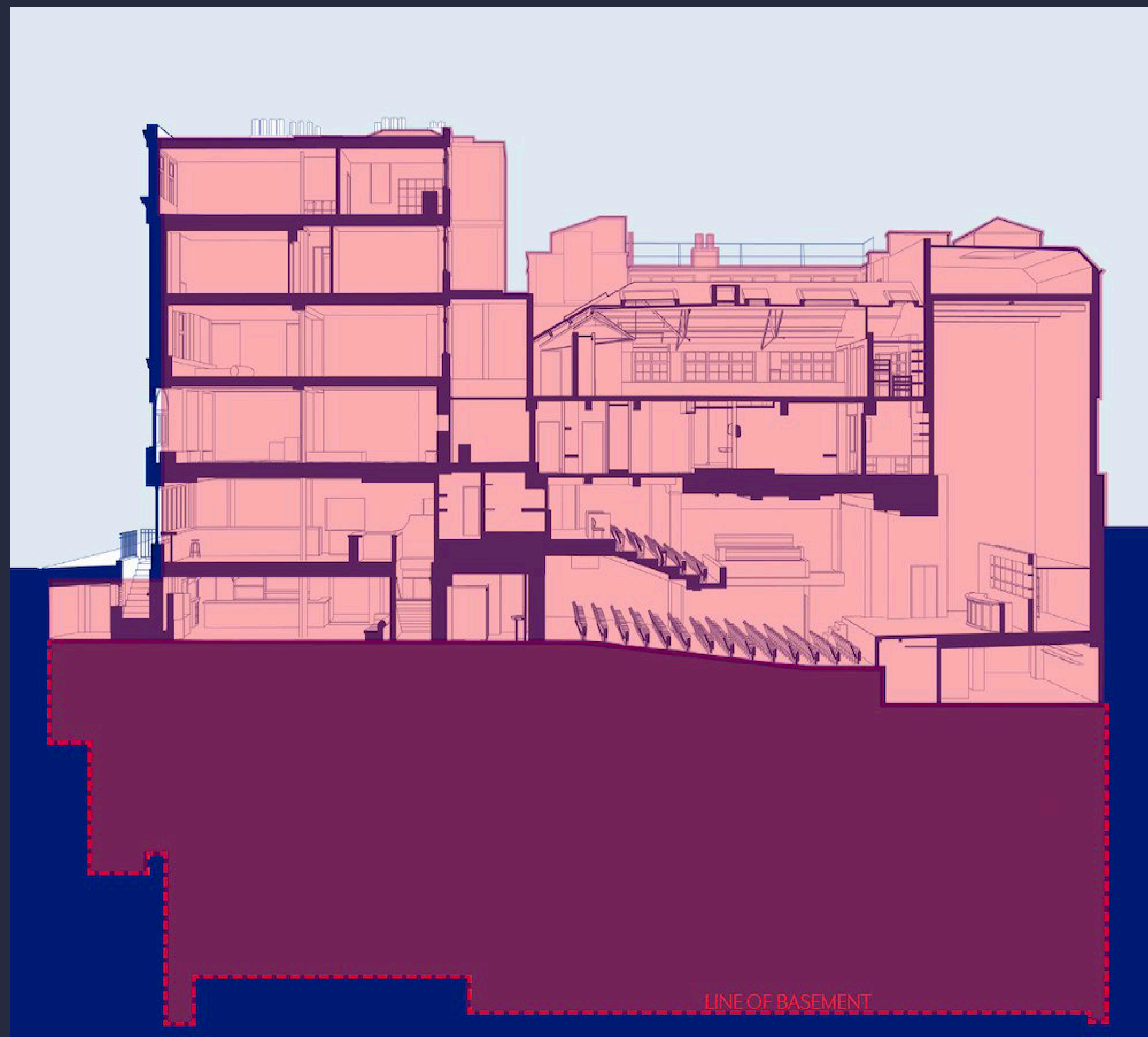
There is a consented scheme for the full redevelopment of 5-9 Great Newport Street. This consent (Reference: 12/03930/FULL) for extensive demolition and basement excavation works, permits near total demolition of 6-9 Great Newport Street and equivalent 4 storeys of basement excavations. Our revised scheme significantly reduces demolition and excavation, with works conducted to a more concise construction timescale to ensure consideration for our neighbours.

The benefits of the new proposals compared to the extant permission can be seen in the adjacent table.

	2016 approved scheme	Our new proposals
Extent of works	<ul style="list-style-type: none"> • Equivalent 4-storey basement excavations • Total demolition of 6-9 Great Newport Street, retaining facades only • 42 month construction period expected • Extensive piling and noisy works 	<ul style="list-style-type: none"> • Retention of existing 1-storey basement with localised second basement behind No.5 • 80% (approx.) retention of existing buildings • 24 month construction period expected • Reduced piling and noisy works
Theatre	<ul style="list-style-type: none"> • Demolition and full reconstruction of the theatre • Lengthy closure of theatre for works 	<ul style="list-style-type: none"> • Significant upgrades to existing theatre space • Reduced closure of theatre to minimise disturbance • Support from Theatre Trust
Entertainment space	<ul style="list-style-type: none"> • Large hotel entertainment spaces • Outdoor pool and bar proposed on roof terrace 	<ul style="list-style-type: none"> • New, publicly accessible bar for theatre-goers • No roof terrace or public bar is proposed
Use	<ul style="list-style-type: none"> • Luxury hotel 	<ul style="list-style-type: none"> • Affordable and accessible pod-hostel • Creation of modern office space
Sustainability	<ul style="list-style-type: none"> • Limited environmental standards compared to 2023 	<ul style="list-style-type: none"> • Modern approach to energy, carbon and net zero • Significant retention of embodied carbon • Climate-resilient architecture • More energy-efficient hospitality offering
Daylight/Sunlight	<ul style="list-style-type: none"> • Not fully BRE compliant 	<ul style="list-style-type: none"> • Fully compliant with BRE and Westminster City Council guidance regarding daylight/sunlight impacts to neighbouring properties • Ongoing engagement with neighbouring residents

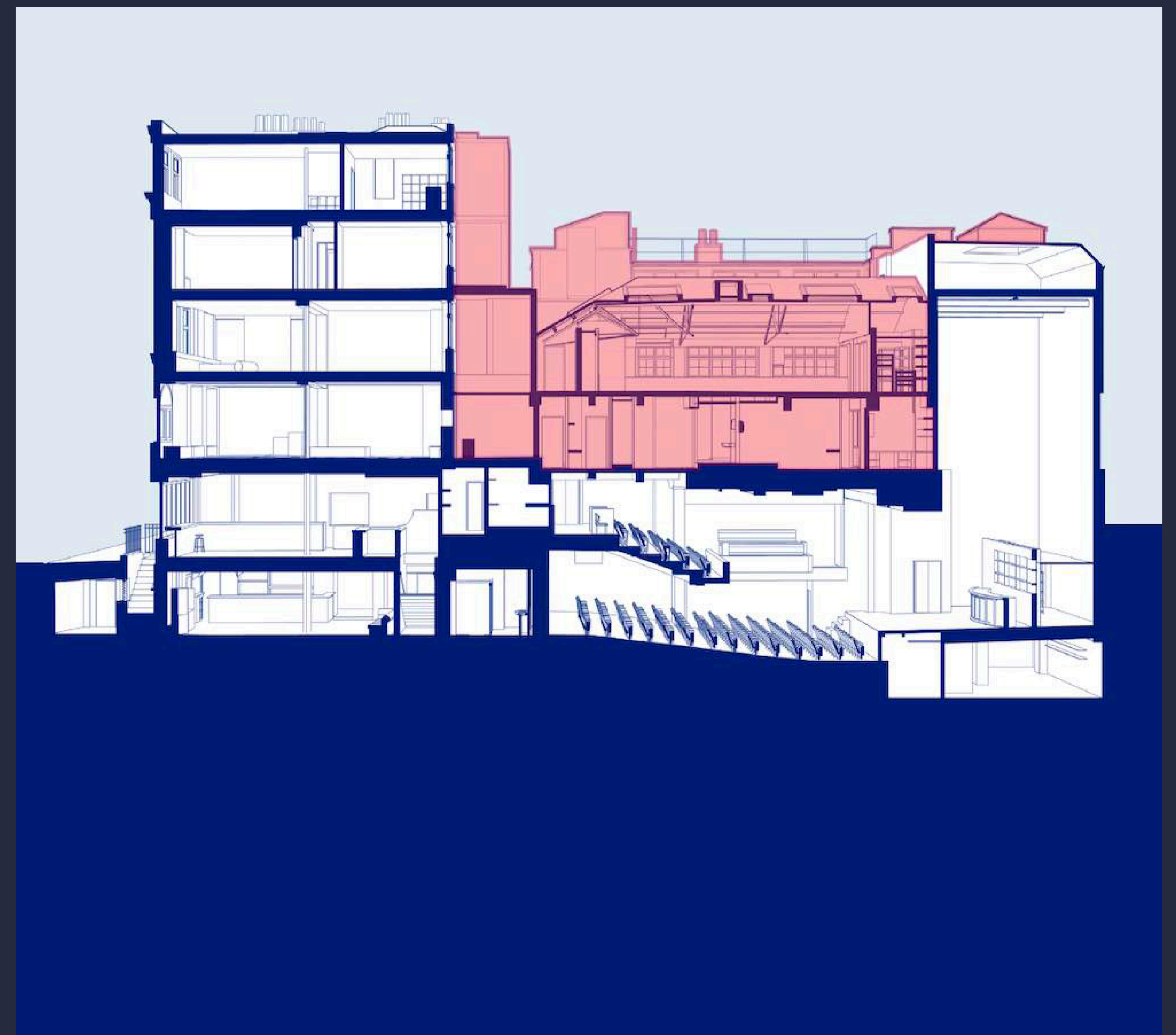
Demolition comparison

Consented Demolition Under 2016 Permission



2016 consented scheme demolition highlighted in red with basement excavation

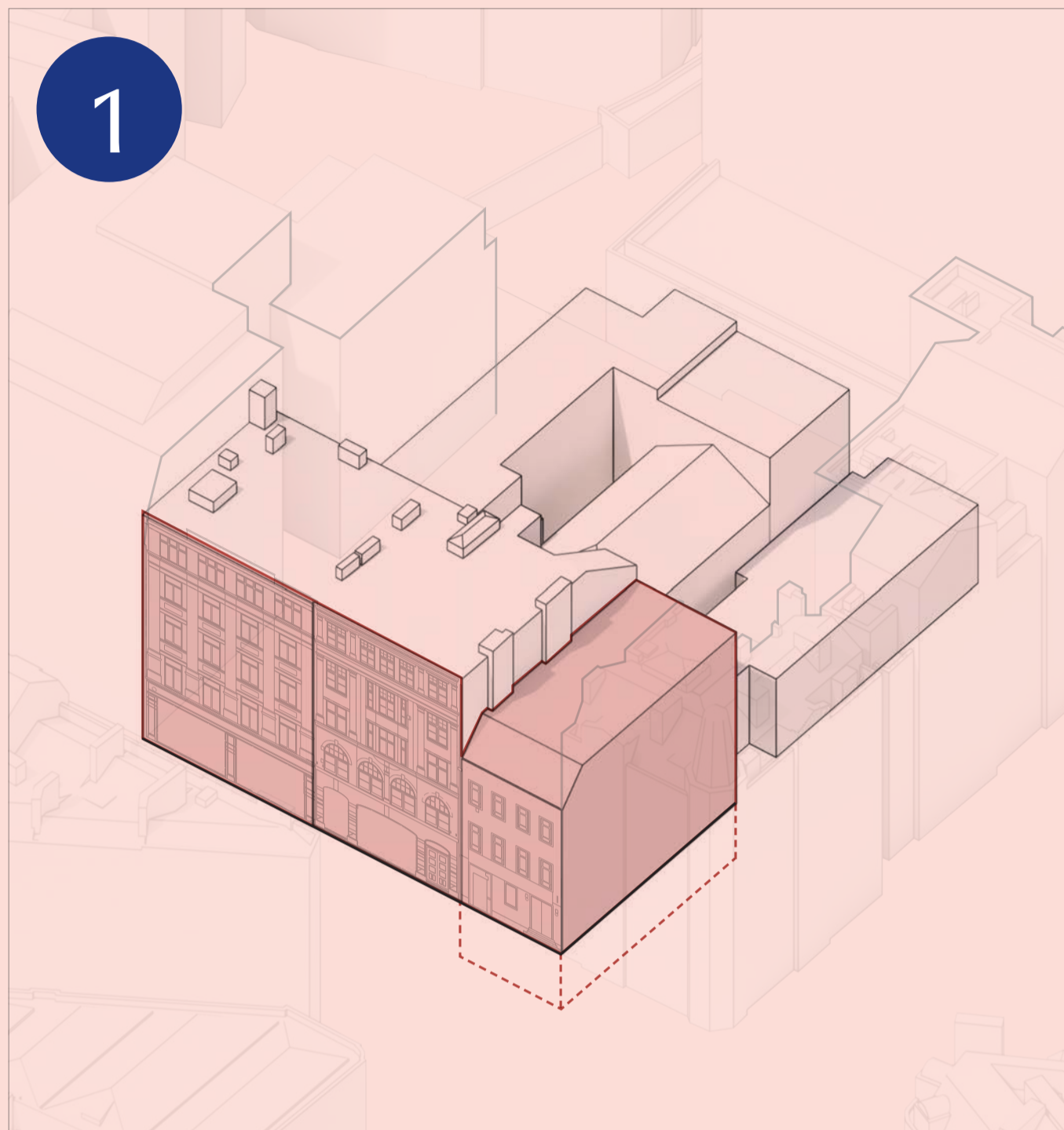
Proposed Demolition



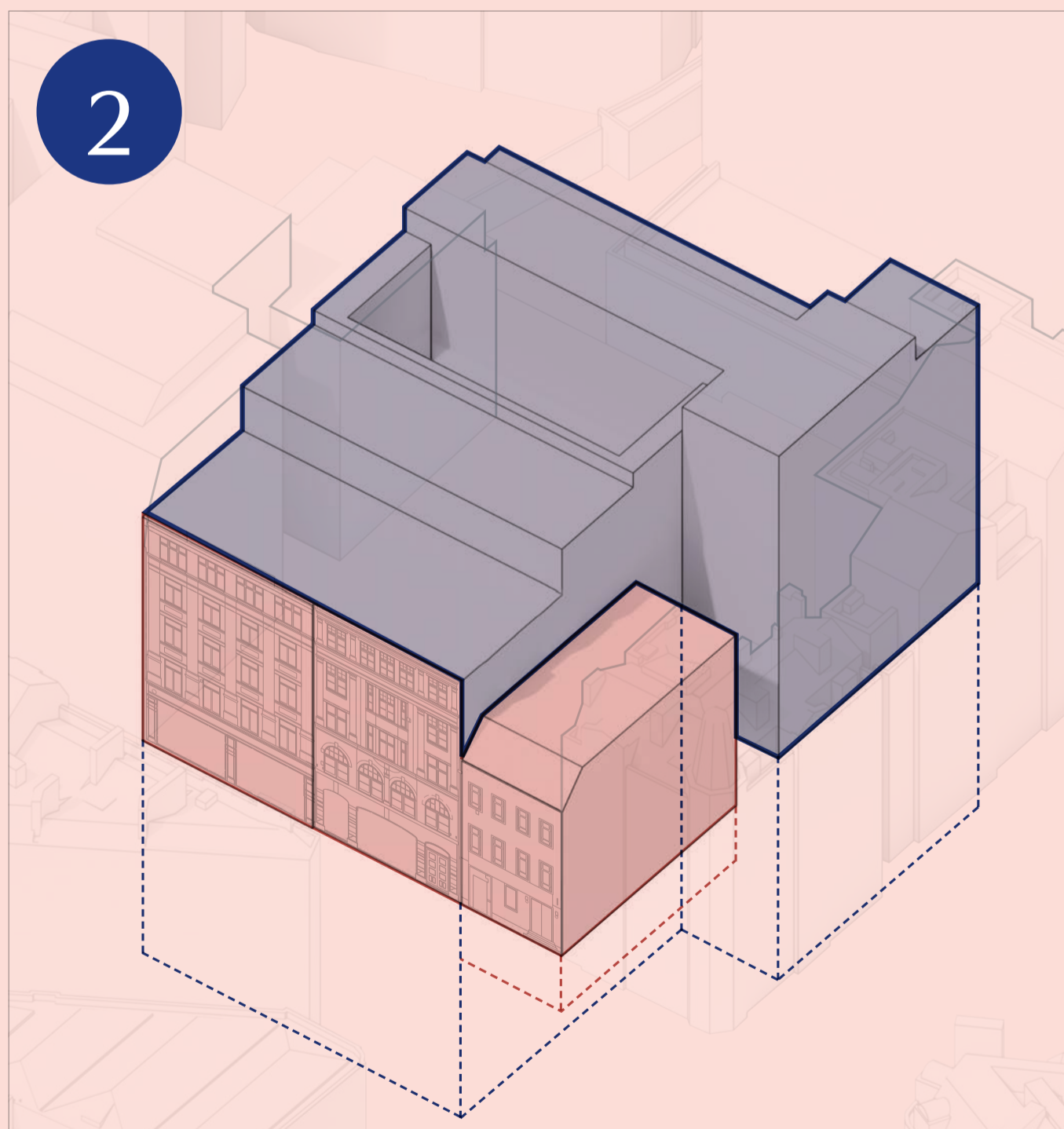
Proposed scheme demolition highlighted in red with limited basement excavation

Design Evolution

2016 CONSENTED SCHEME

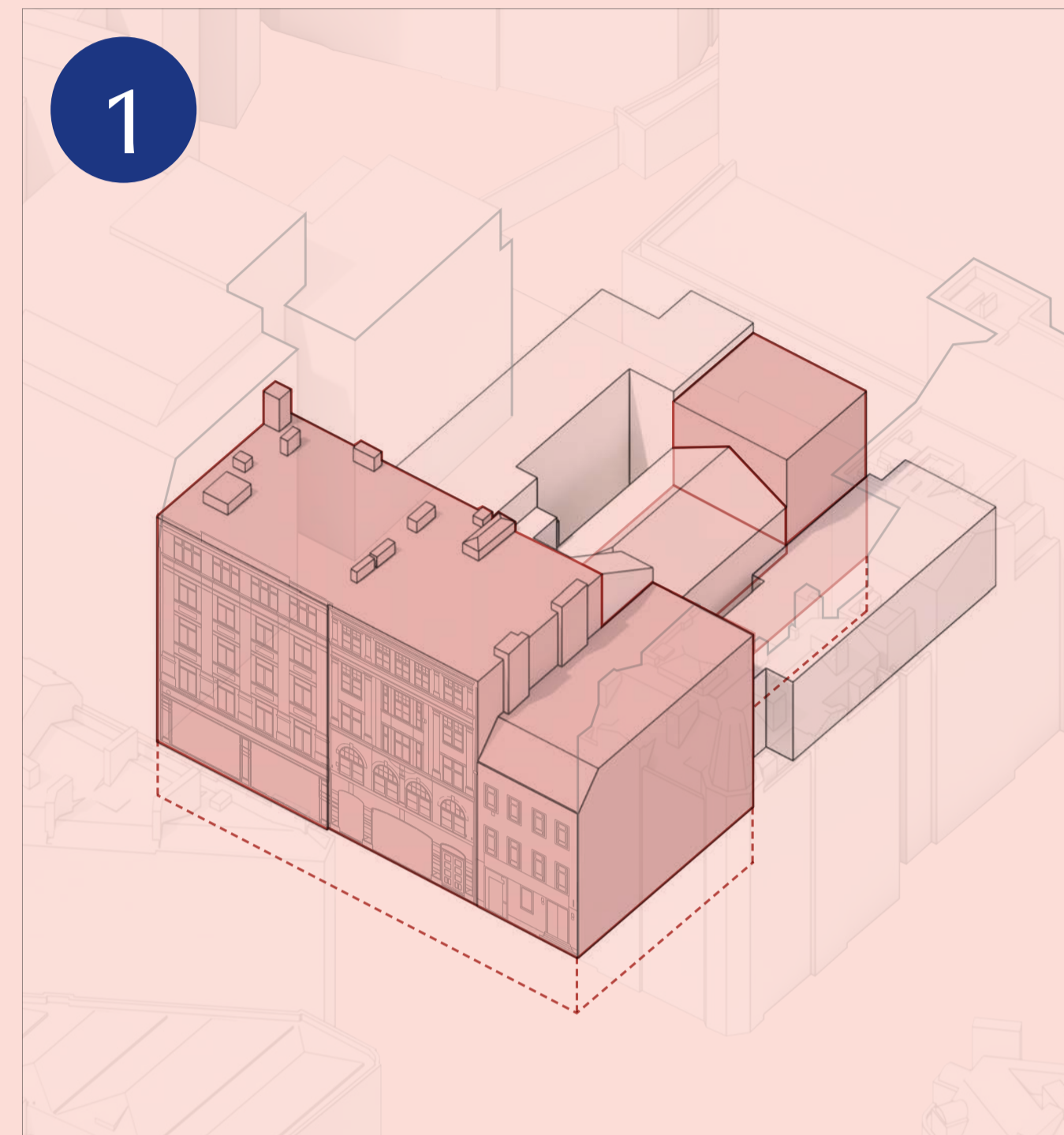


1 FACADE RETENTION
DEMOLITION BEHIND NO.5 AND FACADES OF 6-9

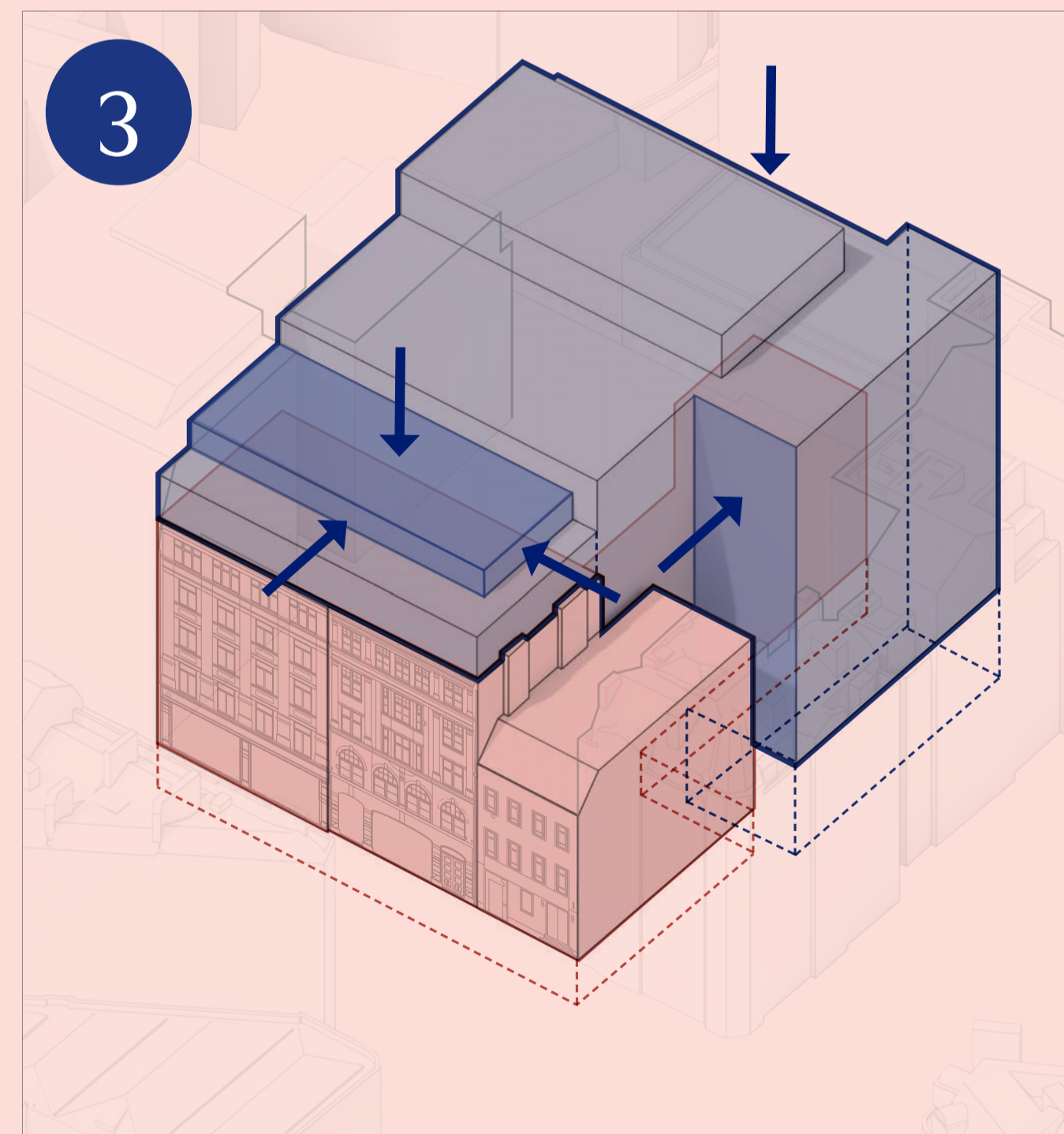


2 EXTANT MASSING
NEW 6-STOREY MASSING ABOVE GROUND AND
3-STOREY BASEMENT EXCAVATION

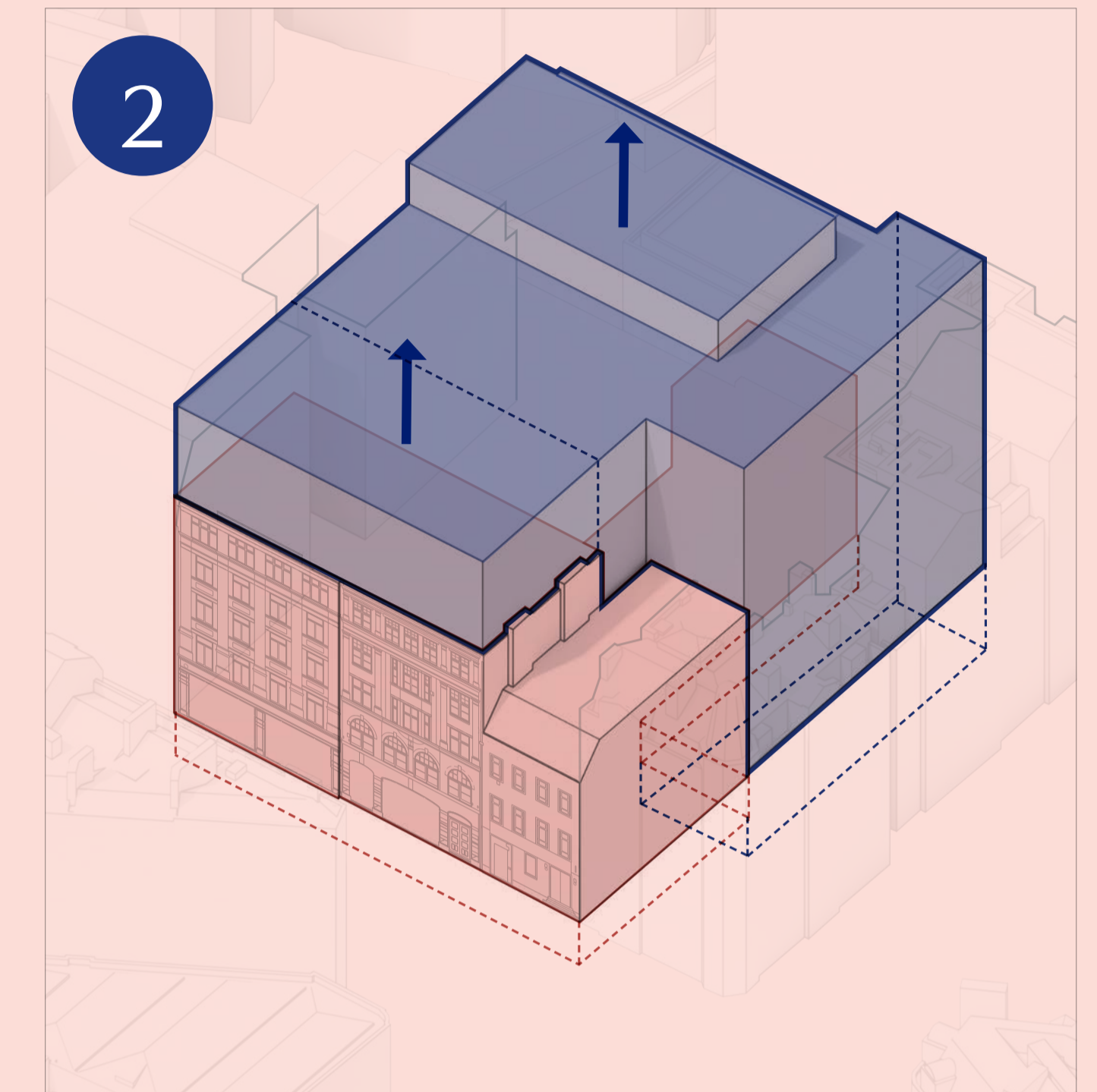
DESIGN EVOLUTION



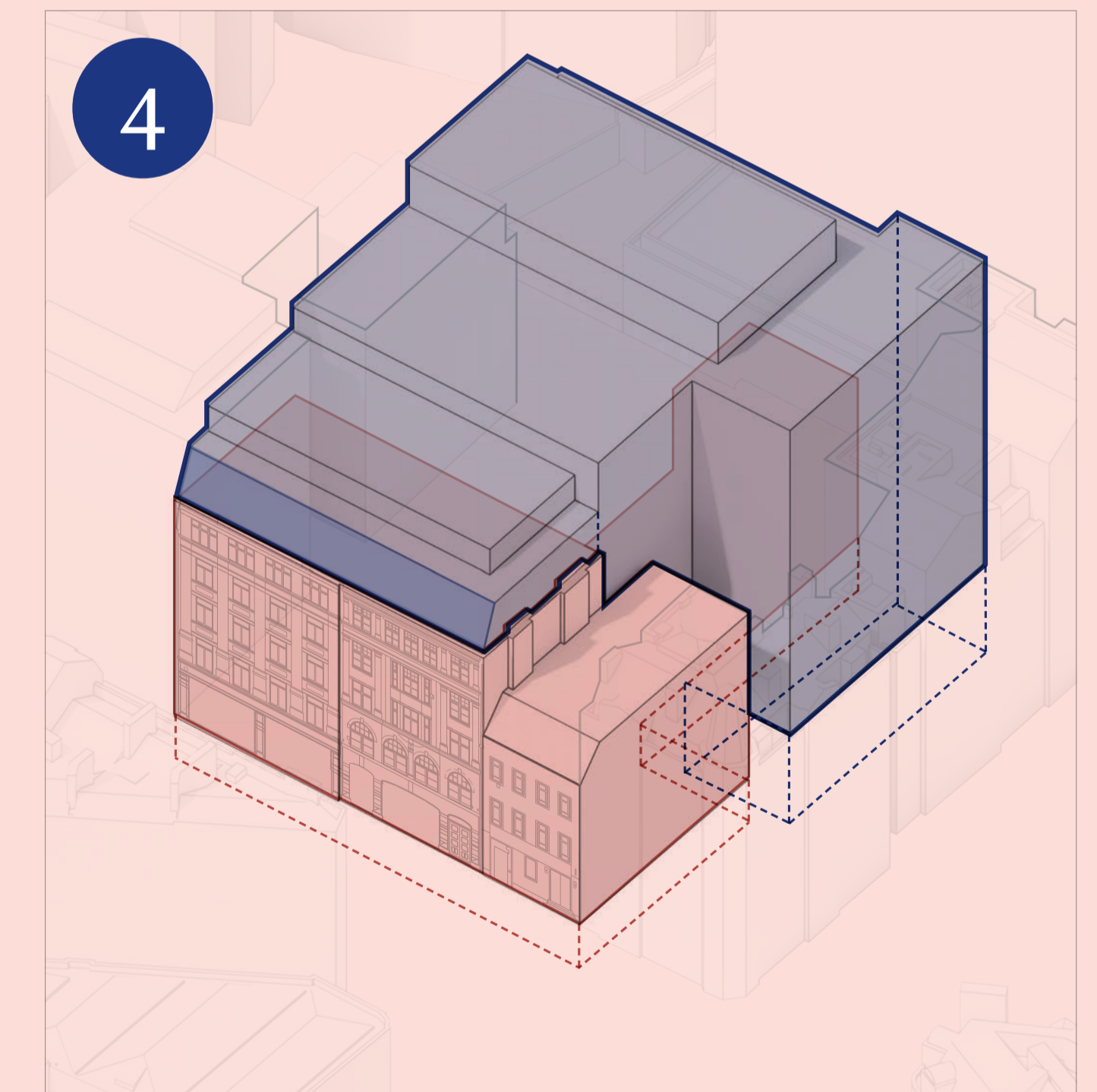
1 RETAIN EXISTING
BUILDINGS FACING GREAT NEWPORT ST &
ARTS THEATRE



3 SET BACK MASSING
REFINE SETTING IN LOCAL CONTEXT &
RELATIONSHIP TO LISTED BUILDING

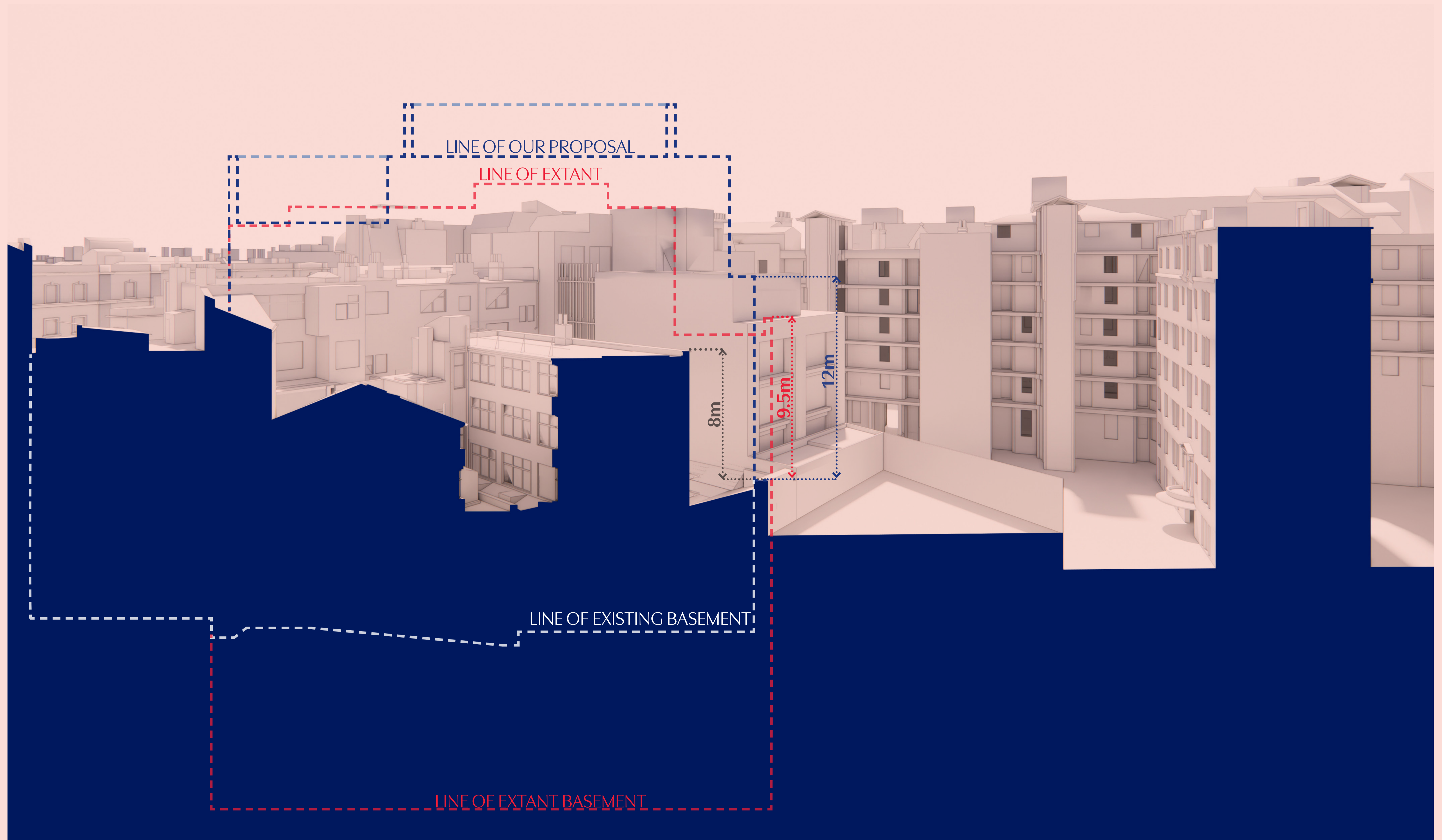


2 INCREASE ENVELOPE
5TH & 6TH FLOOR ROOF EXTENSION &
INFILL AROUND ARTS THEATRE



4 MANSARD EXTENSION
RESPOND TO LOCAL BUILDING GRAIN &
CREATE NATURAL TERMINATION TO EXISTING BUILDINGS

Relationship to Sandringham Flats



High-quality, highly affordable visitor accommodation in the heart of **Westminster**

We are proposing to deliver an **innovative pod-hostel** at **5-9 Great Newport Street**, meeting growing demand for affordable visitor accommodation in central London to support tourism in the West End.

The offer will expand and diversify tourism in the area, enabling those who wish to visit central London to do so – whatever their budget. The pod-hostel offers a higher quality experience than its traditional hostel competitors by providing a secure, safe sleep environment, with direct fresh air ventilation, secure storage, temperature and lighting controls.

The proposed hostel will be operated by 92 Dean, an innovative new hospitality brand that builds on Melford's strong track record of successful offers and community partnership. Alongside the hostel, our proposals will deliver c. 487 sqm of modern, high-quality office space to support small businesses in Westminster.



Precedent images of pod-hostel space

Effective pod-hostel management



92 Dean is the current generic name for Melford's new, innovative and affordable hospitality concept. 92 Dean is developing a premium, shared accommodation, hospitality concept based on the tried and tested "pod-hostel" or micro-accommodation/capsule concept which offers upscale shared- accommodation in a secure and private environment.



The pod-hostel will embrace technology and prioritise security to create a new, forward thinking and enjoyable hostel experience. Protecting neighbours' amenity will also be vital, we will achieve this through the below measures:

- Security and privacy will be key priorities.
- Check-in and check-out will be a digital experience which will prevent peak times when guests need to leave/arrive.

- There will be a 24/7 staffing presence for the lobby area.
- Access to the building will only be for guests, there will be no public access (such as restaurants or bars).
- The hostel will employ a number of CCTV cameras for everyone's safety.
- We are proposing to use a doorman in peak times to ensure the smooth management of guests entering and exiting the premises and prevent tailgating and antisocial incidents.

- Implement soundproofing measures within the building structure and the theatre to minimise noise transfer between rooms and common areas.
- Establish a community liaison officer role to address any concerns or feedback from residents promptly.
- Provide information to guests about local customs and regulations to promote responsible tourism.

The Arts Theatre

We have begun early discussions with the Theatres Trust and potential theatre operators to ensure that the future operators' needs are fully met in the retention and refurbishment of the existing Arts Theatre.

We are fundamentally committed to bringing this historic theatre up to today's requirements from an operational and sustainability perspective whilst maintaining the thriving reputation that the theatre has enjoyed since 1927.

AIMS

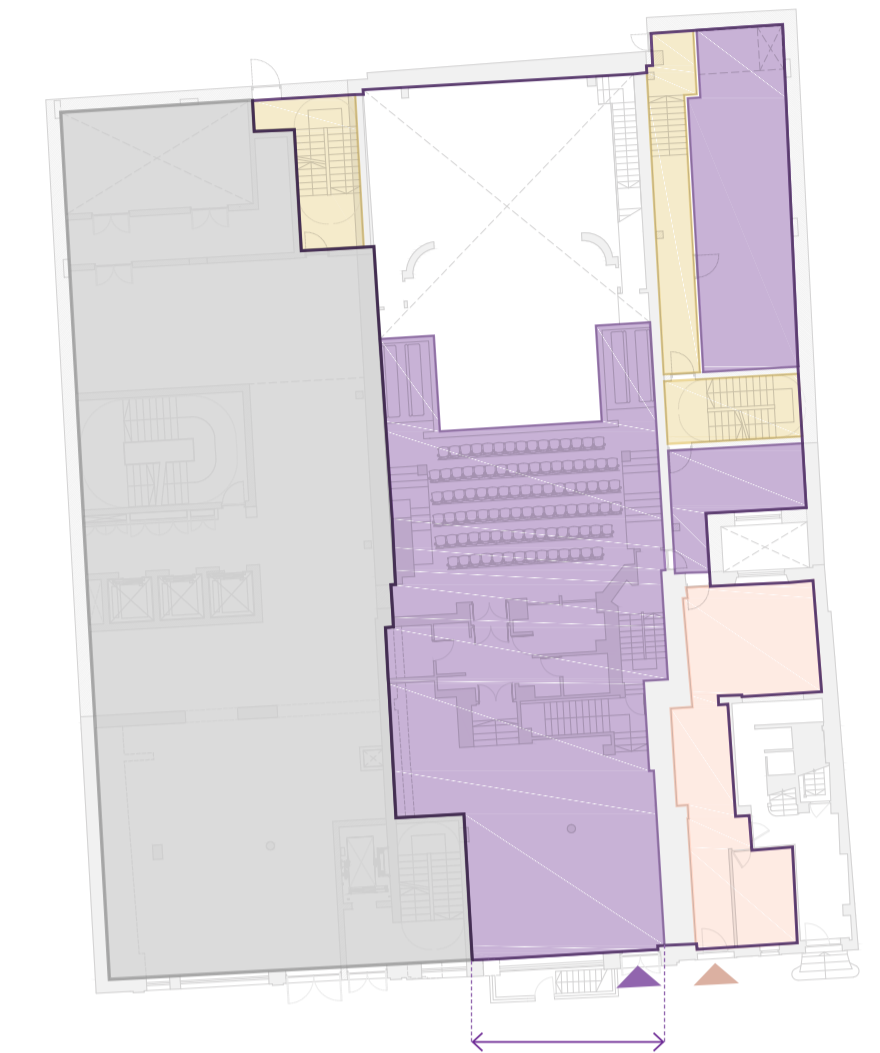
- Retain and enhance the existing theatre
- Provide a fully accessible user experience
- Provide efficient & purpose-built back of house spaces
- Minimise disruption during construction
- Future-proof the theatre for the next generation



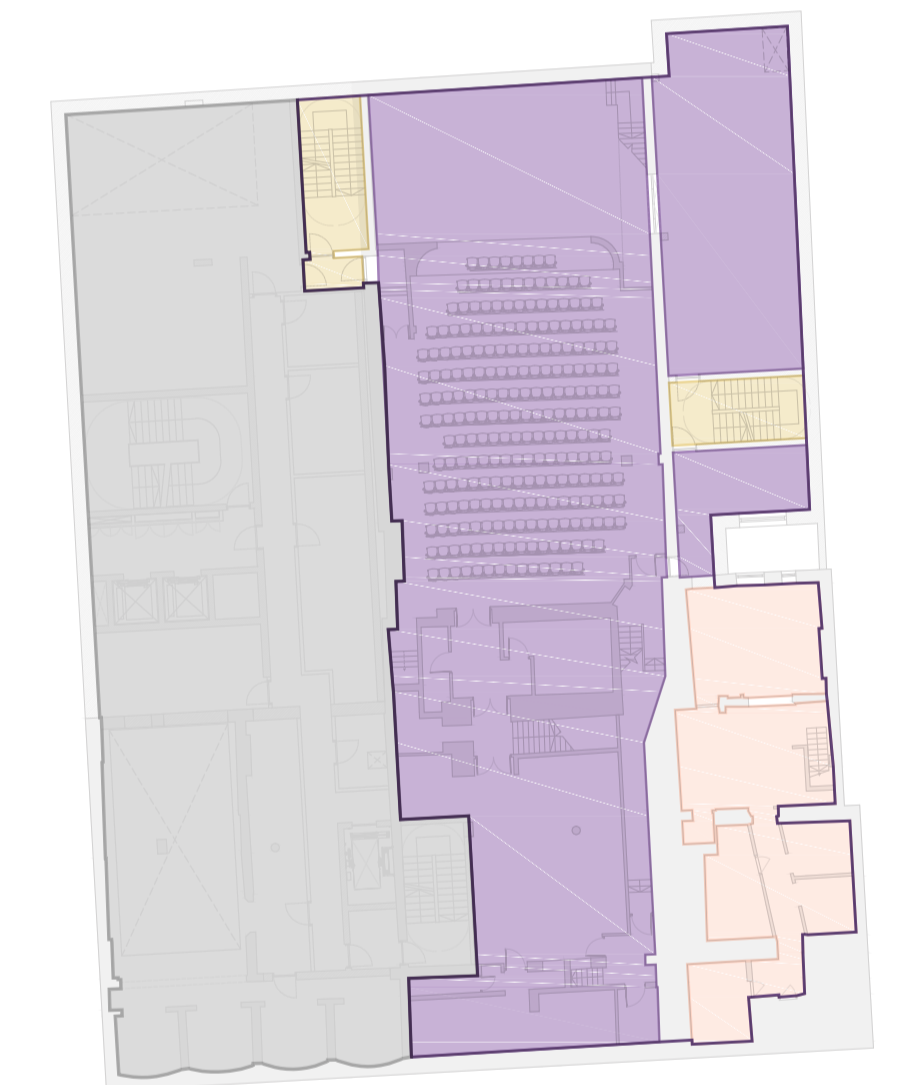
PROPOSED PLANS FOR ARTS THEATRE

Increase in Gross Internal Area from 626 sqm to 874 sqm

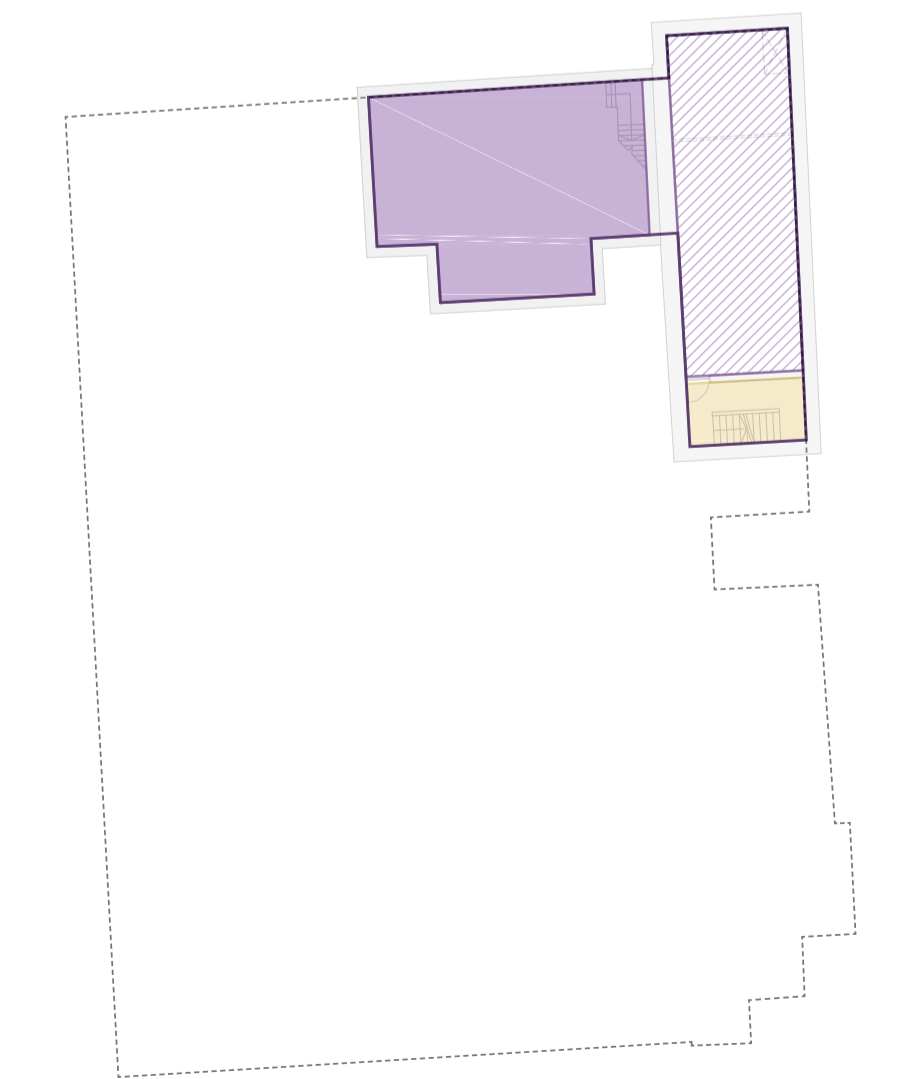
Ground floor



Basement 01



Basement 02



KEY

- Arts Theatre
- Theatre Plant
- Stair Cores
- Potential office for theatre operator

Sustainability

Our proposals will minimise the need for intrusive interventions and demolition.

Importantly we are only proposing one additional basement storey in a small section of the site compared to the 2016 consented scheme which grants permission for an 4-storey equivalent.

The reduction in demolition and basement excavation will not only reduce the impact

on our neighbours, but will be much more sustainable, reducing the embodied carbon association associated with intrusive works.

N.B Embodied carbon is the total carbon footprint involved in creating a building which includes all the CO₂ produced in building a new building including demolishing it, transporting the waste, and recycling it.

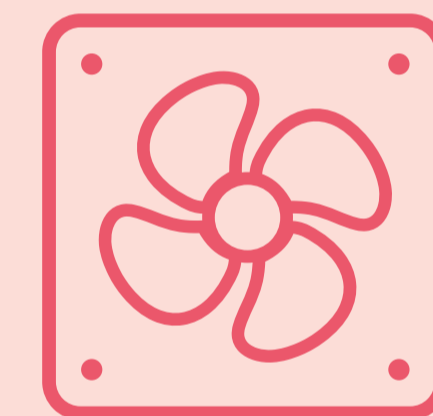
In addition to this, the proposals will also include the below initiatives to improve sustainability:



CO2 heat pump to minimise energy consumption



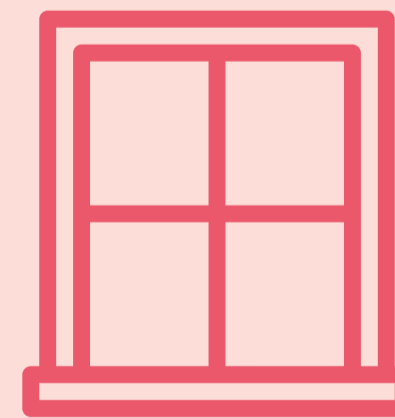
Energy efficient LED lighting



High performing mechanical ventilation with heat recovery



Wastewater heat recovery system, reducing the energy required to heat water in the building



Retrofitting facades and windows to reduce heat loss

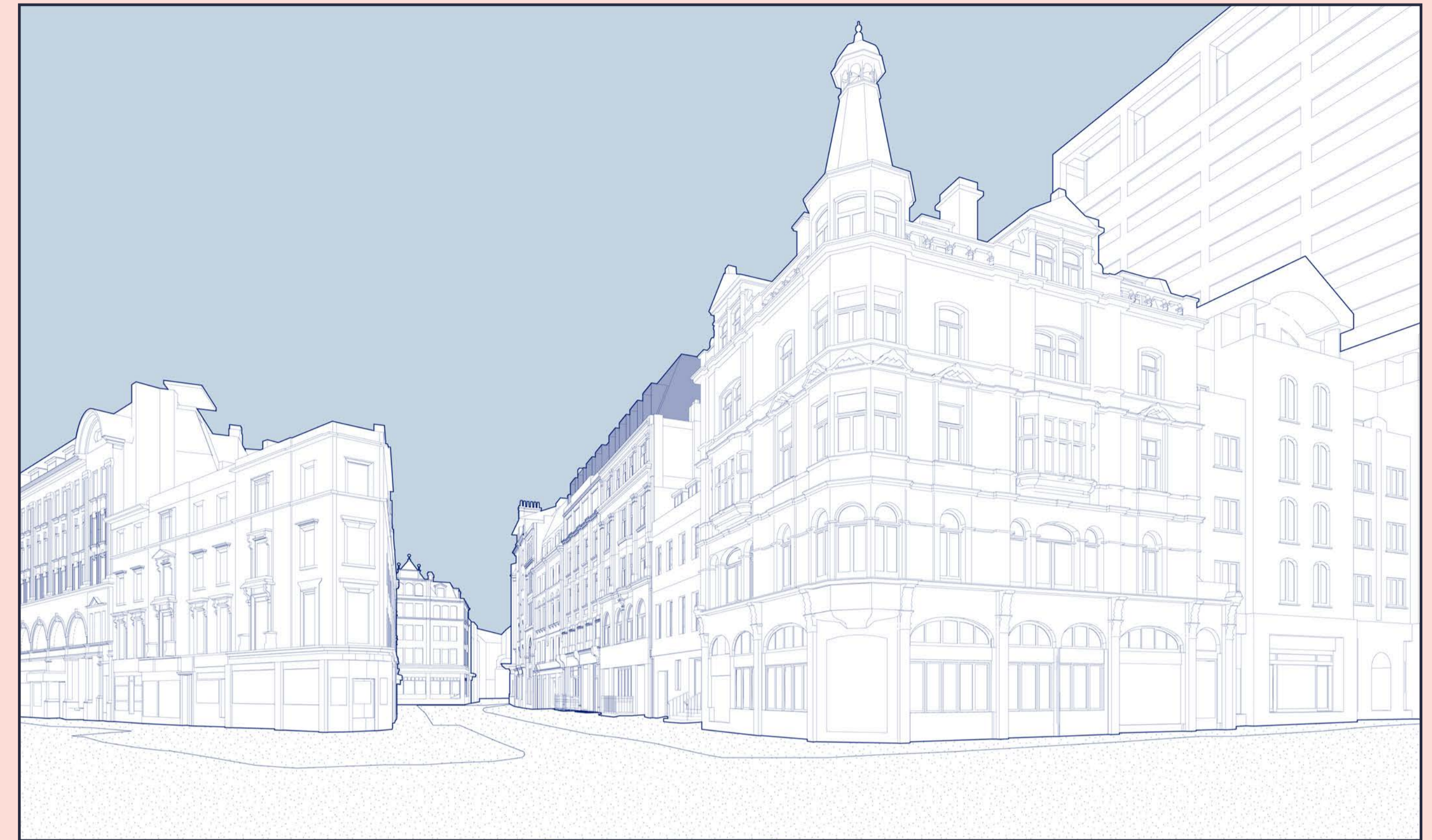


Pod-hostel format with reduced per-guest energy consumption achieved through leading systems

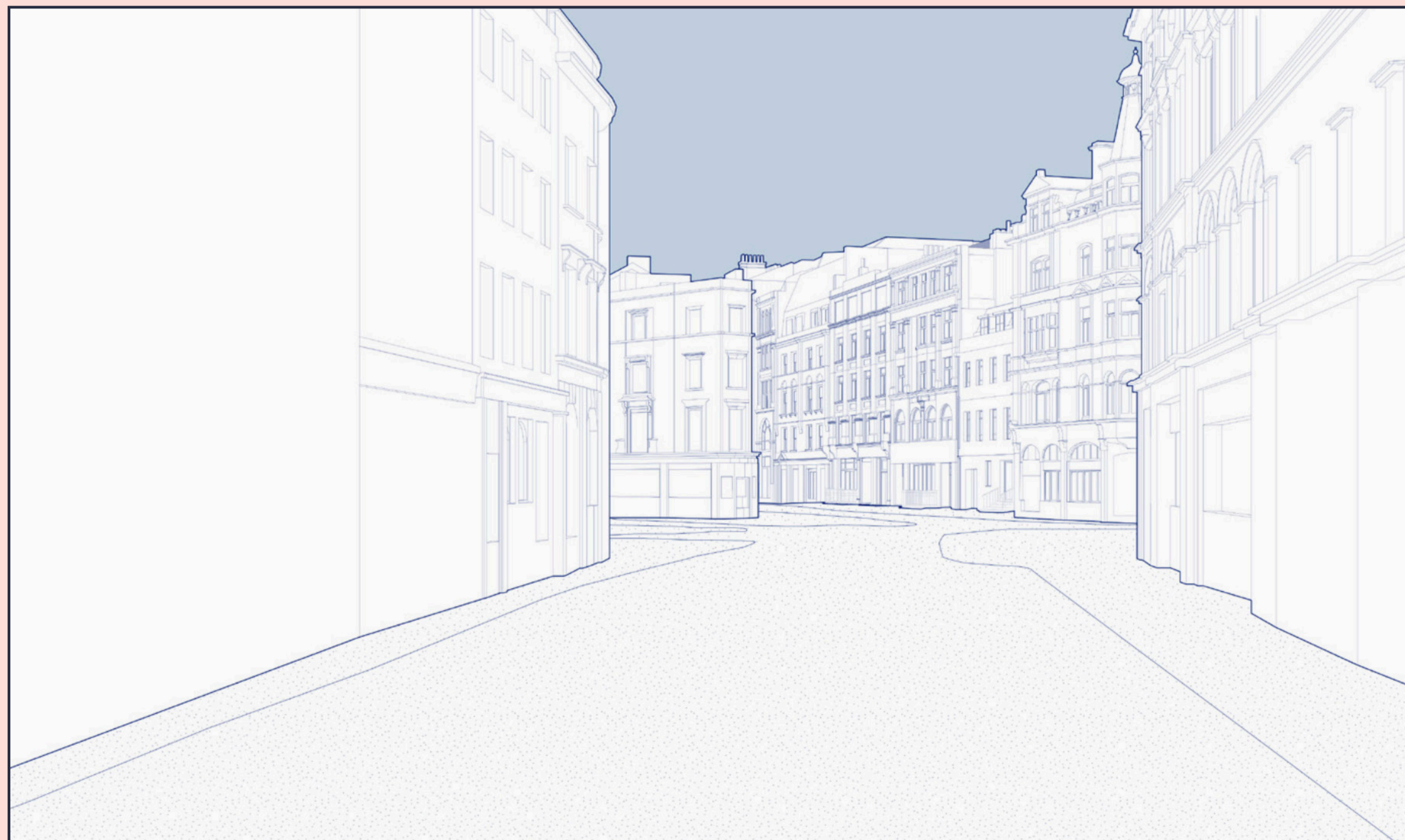
Existing and Proposed Views



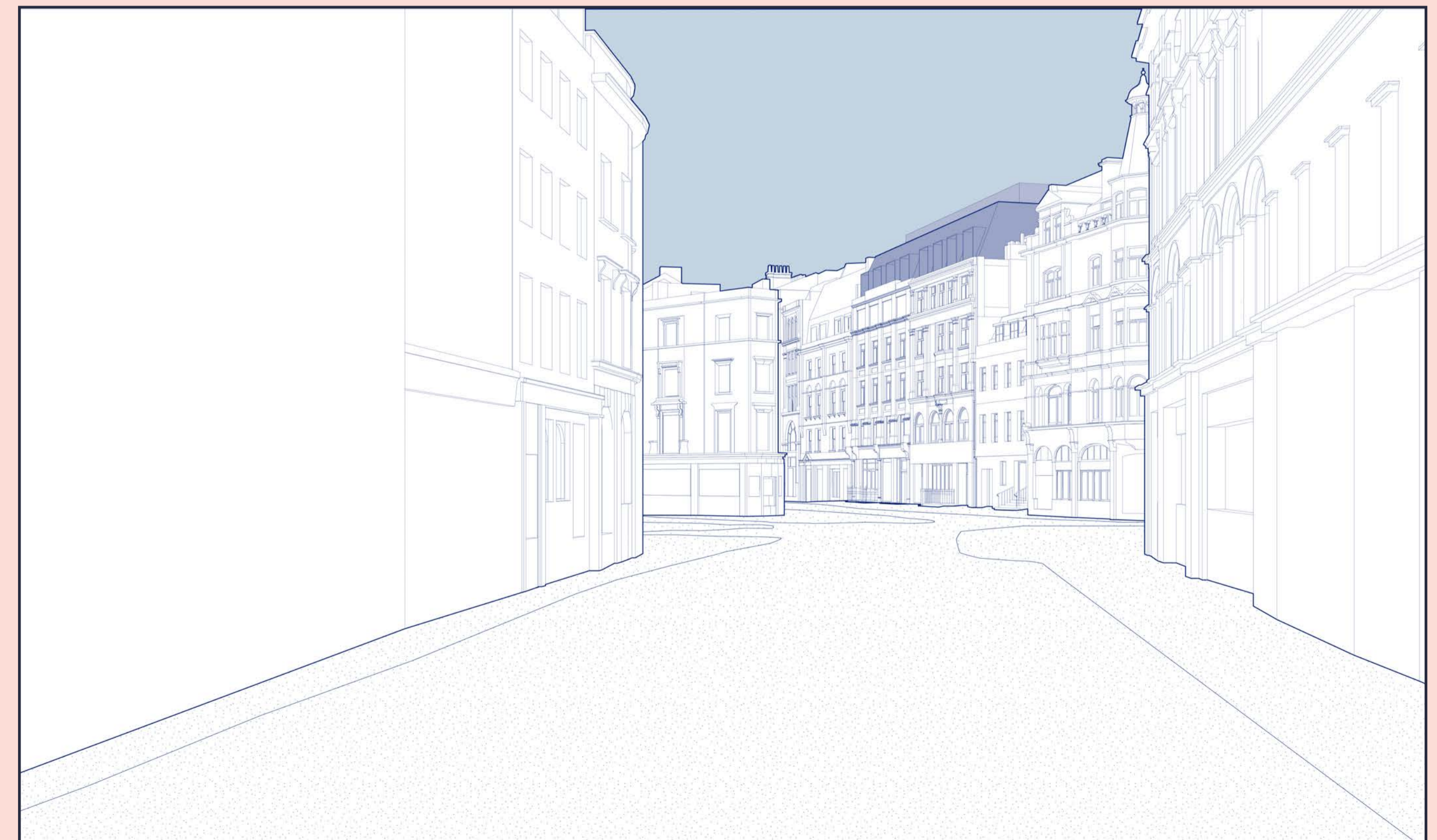
Current Site - viewed from St Martin's Lane junction looking West



Proposed scheme – viewed from St Martin's Lane junction looking West



Current Site - viewed from Garrick Street looking West



Proposed Scheme - viewed from Garrick Street looking West

We want to hear from **you**

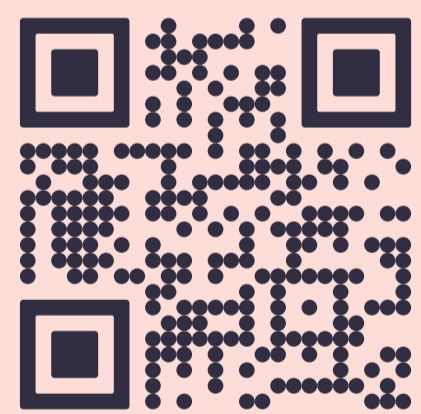
Thank you for attending our exhibition on the future of **5-9 Great Newport Street.**

Ahead of submitting a planning application to Westminster City Council next year, we want to hear your feedback to shape the development of our proposals. **Have your say** by **filling in our consultation survey** or **speaking to a member of the project team.**

If you would like to get in touch with the project team at any time you can call or email us using the below:

ifraser@conciliocomms.com

0800 193 9945



You can also get involved by visiting our website, where you can find an online version of our survey.
www.5-9greatnewportstreet.co.uk

The first stage of our consultation closes on **22nd December**, so please make sure to **provide your feedback** by this date.

