

HOLIDAY INN EXPRESS WIMBLEDON SOUTH

200 High Street, Colliers Wood, London
July 2023 // P4



1 CONTENTS

Revision	Author	Checked	Date
P1	IB	AJ	20-07-23
P4	AB	AB	09-12-24
P5	AB	AB	30-01-25

1 CONTENTS

2 INTRODUCTION

3 THE SITE

- 3.01 SITE LOCATION
- 3.02 SITE DESCRIPTION
- 3.03 EXISTING BUILDING PHOTOS
- 3.04 SITE PHOTOS
- 3.04 EXISTING SITE PLAN
- 3.05 EXISTING FLOOR PLANS
- 3.06 EXISTING ELEVATIONS
- 3.07 CONTEXT ANALYSIS
- 3.08 HISTORIC CONTEXT
- 3.09 PLANNING CONTEXT
- 3.10 MORRIS AND CO
- 3.11 PRECEDENTS

4 DESIGN STRATEGY

- 4.01 OPPORTUNITIES AND CONSTRAINTS
- 4.02 MASSING STRATEGY
- 4.03 PROPOSED FLOOR PLANS

5 DESIGN CONCEPT

- 5.01 KEY FEATURES
- 5.02 FACADE DEVELOPMENT
- 5.03 MATERIALS
- 5.04 PROPOSED ELEVATIONS
- 5.06 ROOF TERRACE

6 ACCESS STRATEGY

- 6.01 SITE ACCESS

7 CONCLUSION

2 INTRODUCTION



The Design and Access Statement has been written in support of an application for Full Planning Permission for the extension, renovation and partial conversion of the Holiday Inn Express, 200 High Street Colliers Wood to provide an additional 18no bedrooms and remodelling of the ground floor accommodation.

The site is within the commercial centre of Colliers Wood, as identified in the Merton Character Appraisal, and forms a terminus to the high street building frontage at the boundary of Wandle Park. The site sits within the Wandle Valley Conservation area, Wandle Valley / Colliers Wood Archaeological Priority Area tier 2 and on the boundary of the Stane Street Archaeological Priority Area. There are a number of nationally and locally listed buildings and assets in the local area, although the immediate vicinity is dominated by the Britannia Point (formally the Brown and Root) Tower.

The site has a history of light industrial and commercial use until the construction of the mixed-use development of an office and flats. The office building was converted and extended for use as a hotel in 1998, occupying the back of the site. A series of further extensions have been added since a planning application in 2008 to develop the street frontage. The latest extension added a third floor to the rear part of the hotel, taking the total number of rooms to 156. The hotel continues to be successful and popular and the development aims to add much needed extra guest accommodation.

Currently the hotel is of limited architectural merit. Having been extended over several phases the building form is disjointed and inconsistent. The 2008 application aimed to set back the corner of the hotel to respect the regressive building line of the Charles Holden public house (formally Colliers Tap) adjacent. Subsequent phases of development have undermined this original intention, creating a “leaky” corner to the site and contributing to the fractured feel of the urban grain to the north of the High Street. The proposed development aims to address these issues by unifying and updating the frontage, infilling the corner and reinforcing the street scene, and enlivening the street frontage by improving the hotel's relationship to the high street in line with Colliers Wood Local Planning Policies.

The document explores the opportunities and constraints of the site, alongside a study of the surrounding architectural features, and responds to the Collier Wood Character Appraisal. It also looks at the ways in which the proposed conversion and extension will provide high quality, affordable accommodation to visitors, positively enhancing the local community and businesses.

3 SITE LOCATION



Wimbledon Holiday Inn Express is situated within Colliers Wood which forms part of Merton, a London Borough in South West London. Colliers Wood has a population of approximately 11,560 residents and is largely dominated by residential areas.

Colliers Wood High Street (A24) runs on the line of Stane Street, a Roman road, with evidence of continuous occupation through the roman, medieval and Victorian periods. During the medieval period the area was dominated by Merton Abbey and its supporting industries. By the early 19th century the Wandle valley supported a range of industries and the area has a rich heritage in textiles with links to William Morris and Liberty. The 20th century brought the development of the underground tube station and the increasing urbanisation of the area.

Colliers Wood is now recognised as a 'sub-area mainly dominated by Wandle Park and mixed-use retail and residential development including the bus garage and a number of public Houses along the north side of the two High Streets.' The pattern of post-industrial, suburban development has led Colliers Wood to be characterised by a varied urban grain with a number of historically significant buildings, including the Scheduled Monument remains of Merton Abbey. While this organic development has bequeathed a number of interesting buildings and terraces it also means Colliers Wood lacks a clear centre; the locally contentious gyratory system, singularly tall Britannia Point building and fragmented nature of the streetscape to the northwest of the high street mean Colliers Wood has been identified as an area in need of "intensive re-imagining".

Colliers Wood is well served by public transport links with a Transport Accessibility level of PTAL5, as of 2021. Colliers Wood tube station, positioned on the High Street Colliers Wood, is on London Underground's Northern Line. This service provides direct connection to Central London (Zone 1), and duration of travel is approximately 30 minutes from Colliers Wood (Zone 3). Additionally, there are eight bus services provided by TFL from Colliers Wood: 57, 131, 152, 200, 219, 470, N155, 655. Cycle Network route 2036/37 runs along High Street Colliers Wood, immediately adjacent to the Holiday Inn Express, with a proposed cycle hub identified within the Local Plan at Britannia Point (CS18).

3 SITE LOCATION



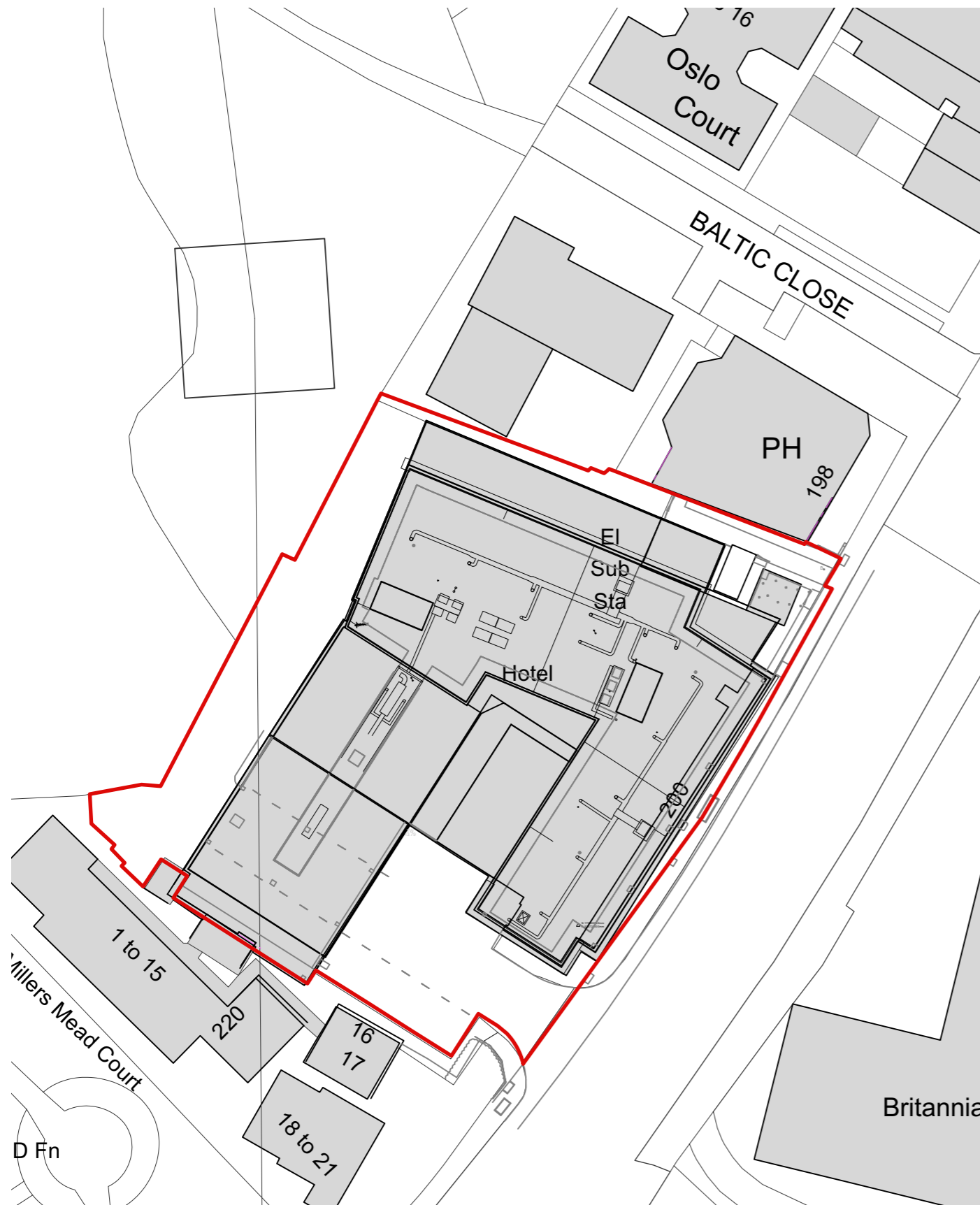
3 SITE LOCATION



Local Context

- 1 Holiday Inn Express South Wimbledon
- 2 Wandle Park
- 3 Britannia Point
- 4 Colliers Wood Underground Station
- 5 Charles Holden Pub
- 6 Colliers Wood Library
- 7 Merton Bus Garage

3 SITE DESCRIPTION



The existing Holiday Inn Express comprises 156no guest rooms, including 1no accessible room, restaurant and meeting rooms across 4 storeys. A coffee concession operated by Coffee Republic is situated at the eastern corner of the site, and a commercial gym is operated from a retail unit on the ground floor. Car parking for the hotel is positioned within the building under-croft and lower ground floor level, to the south and west of the site. Access is shared with the adjacent flats.

Immediately to the West is Wandle Park, a National Trust Nature Park within the Wandle Valley Conservation Area and designated 'green corridor' (Ridge Road to Wimbledon Park). The park contains 2no grade II listed fountains.

To the southwest lies the locally listed Millers Mead and flats which formed part of the original mixed-use development in the 1970s. There is then a break in the streetscene where Wandle Park and the river meet the road. Further to the southwest is a 19th century building currently occupied by Istanbul Mexe Mangal restaurant formed with yellow stock brick and with a shallow slate pitch roof.

To the north of the site is the Charles Holden Public House (formally The Colliers Tup), which comprises yellow stock brick with red brick string courses and detailing around the windows. An underdeveloped plot lies beyond Baltic Close next to a parade of shops and the locally listed Royal Standard public House.

To the southeast of the site is Britannia Point Tower (formally Brown and Root Tower), refurbished as a glass clad 150 unit apartment block with shops and gym to the ground floor. The tower forms an island plot with open hard landscaping to the north and a coach park to the south. The coach park is designated as a tall building development plot. Further north, on the east side of the high street, is the 1926 grade II listed Colliers Wood tube station and the 2018 developed 7-storey mixed-use building comprising a public library, community spaces, retail and residential apartments. The library building features a combination of buff brick, glazed blocks and coloured metal panelled cladding. Another notable building within the surrounding context is the Grade II 1897 Singlegate School of a Gothic Style.

The extension could bring opportunities to improve the key high street elevation meeting aims to enhance and intensify the High Street corridor while creating a high quality welcome to the area through the inclusion of a corner in-fill extension.

3 BUILDING PHOTOS



3 SITE PHOTOS



Millers Mead, Wandle Park



Locally Listed Istanbul Restaurant



Colliers Wood Library



Priors Retail Park



Premier Inn London Wimbledon South



Charles Holden Pub



Colliers Wood Underground Station



Listed Singlegate Primary School



Pizza Hut & KFC Retail Park



Tandem Centre Retail Park



Britania Point



Millers Mead Residential



Vista House Watermill Way

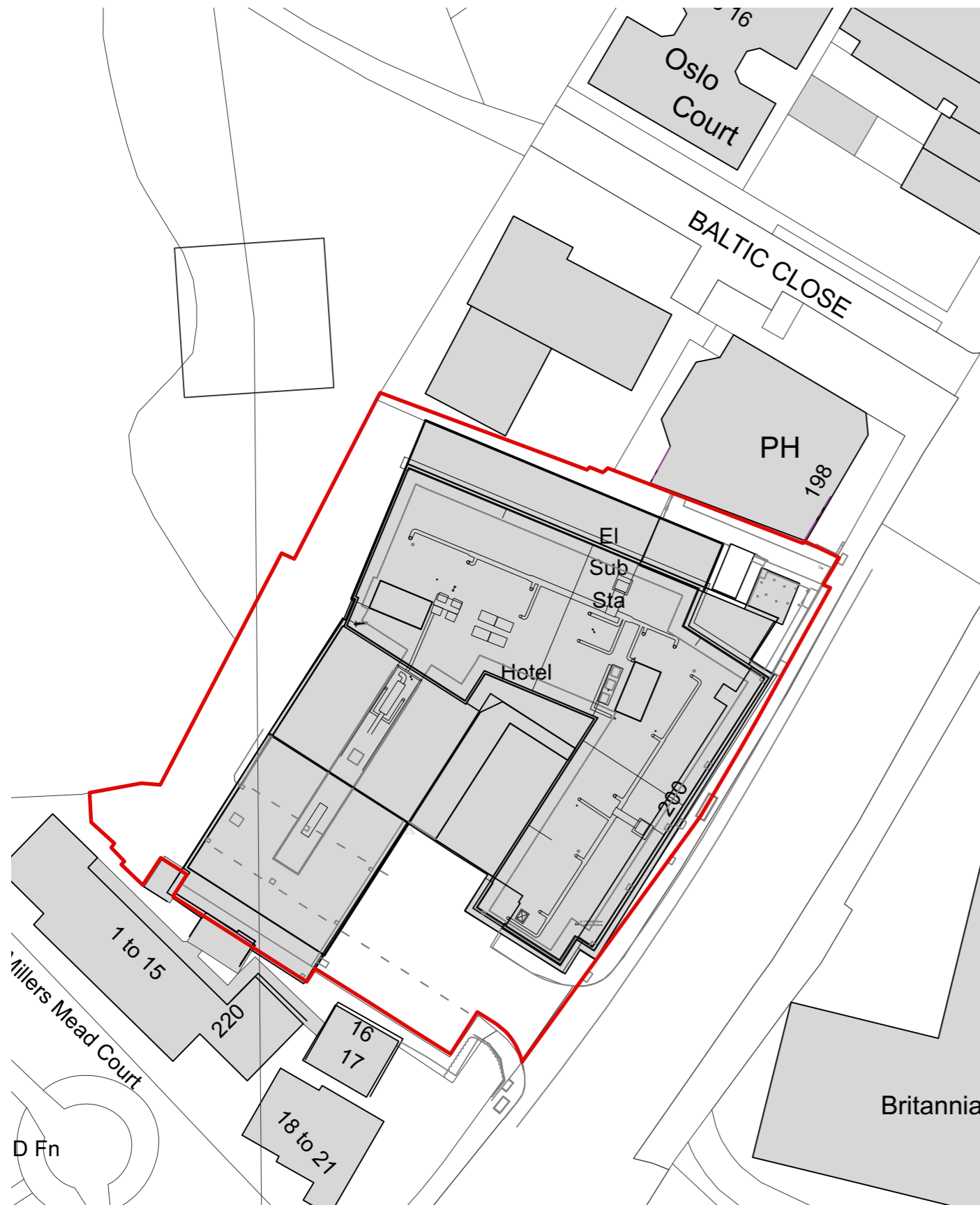


Merton Priory Chapter House



Local Housing

3 EXISTING SITE PLAN



The existing hotel is positioned on a prominent urban corner on High Street Colliers Wood and forms part of the arrival experience for visitors and residents using the Colliers Wood Underground Station. Therefore, the proposed extension would act as a catalyst for the regeneration of High Street Colliers Wood and respond to 'Connecting Colliers Wood' key planning policy.

Currently, vehicles can access the site via Merton High Street and High Street Colliers Wood, and parking is positioned within the building's under-croft and lower ground floor. Pedestrian access is also provided from Merton High Street, with the current reception entrance positioned on High Street Colliers Wood. Pedestrians can also access the hotel from Wandle Park, which features various paths.

Due to the Holiday Inn Express building's previous use as a commercial building, it features a flat roof line which juxtaposes against the adjacent residential and pub dwellings.

3 EXISTING FLOOR PLANS



00 Existing Ground Floor Plan



02 Existing Second Floor Plan

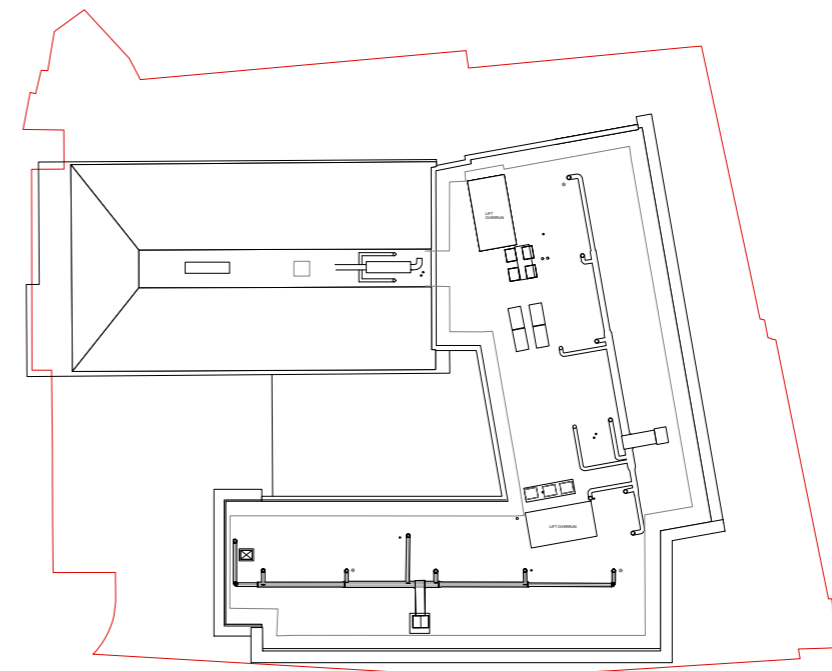


01 Existing First Floor Plan

3 EXISTING FLOOR PLANS

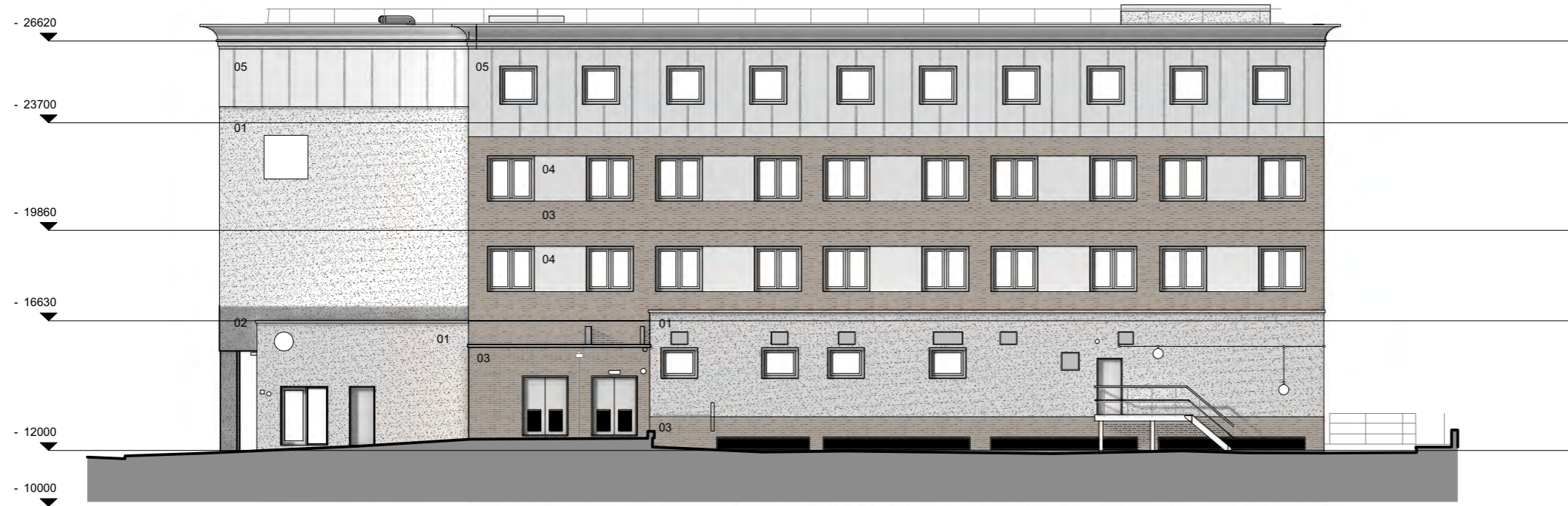


03 Existing Third Floor Plan

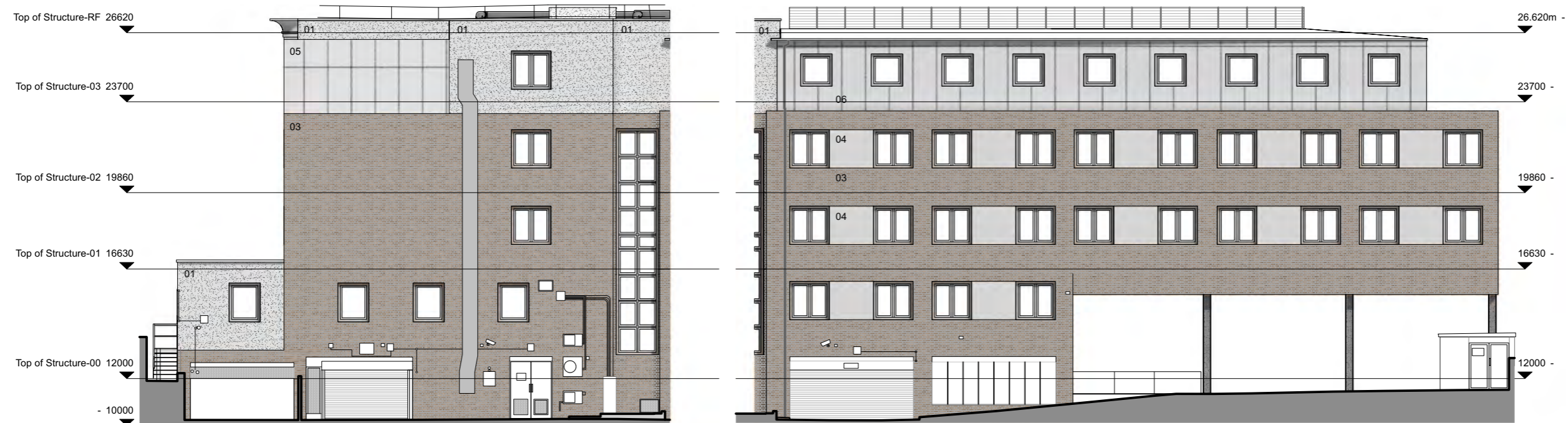


04 Existing Roof Plan

3 EXISTING ELEVATIONS



Existing North East Elevation



Existing North West Elevation 1

Existing North West Elevation 2

3 EXISTING ELEVATIONS



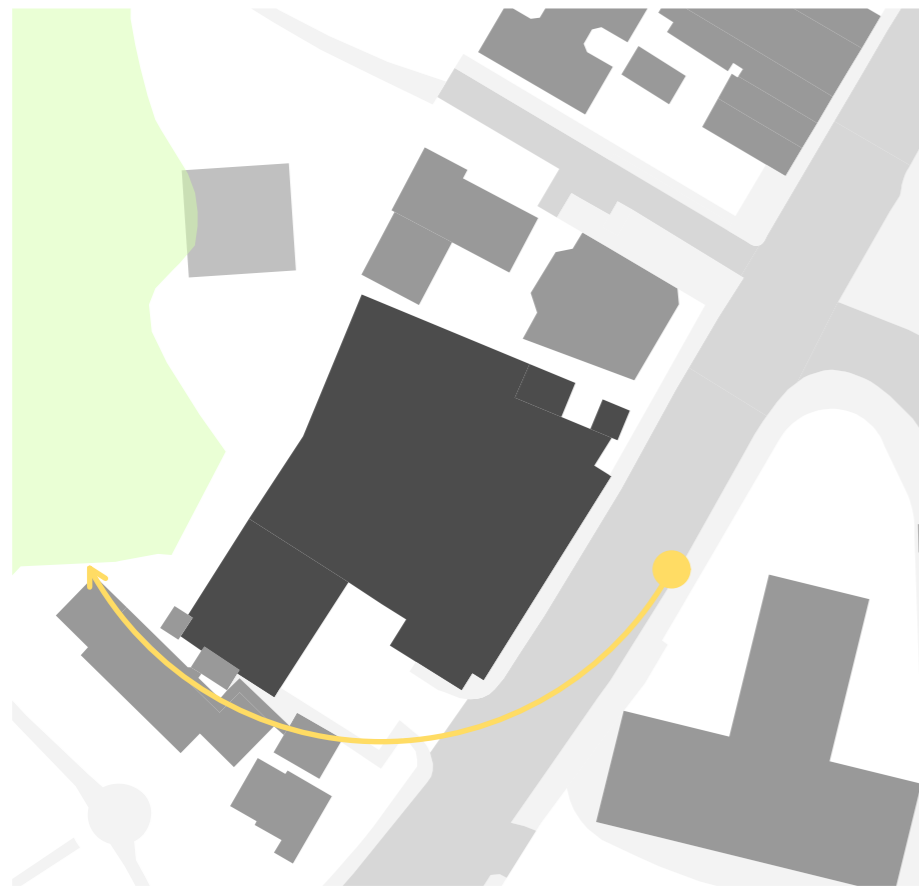
Existing South East Elevation

The existing elevations are dominated by concrete render and white uPVC window frames. Red brick and render panels are present to earlier phases of development, alongside lightweight cladding to the top floor of the building. A curved cornice juxtaposes against the flat roof structure of the later rooftop extension which sits behind the main hotel block.

Phased remodelling has moved the main hotel entrance. This has had a detrimental effect on the building's legibility as it no longer sits below the render surrounds to the windows of the floors above.

Incremental amendments to the street facing extension have undermined the hotels relationship with the neighbouring public house, no longer working to the pub's set back building line but leaving a leaky corner which forms a gap in the street frontage.

3 CONTEXT ANALYSIS

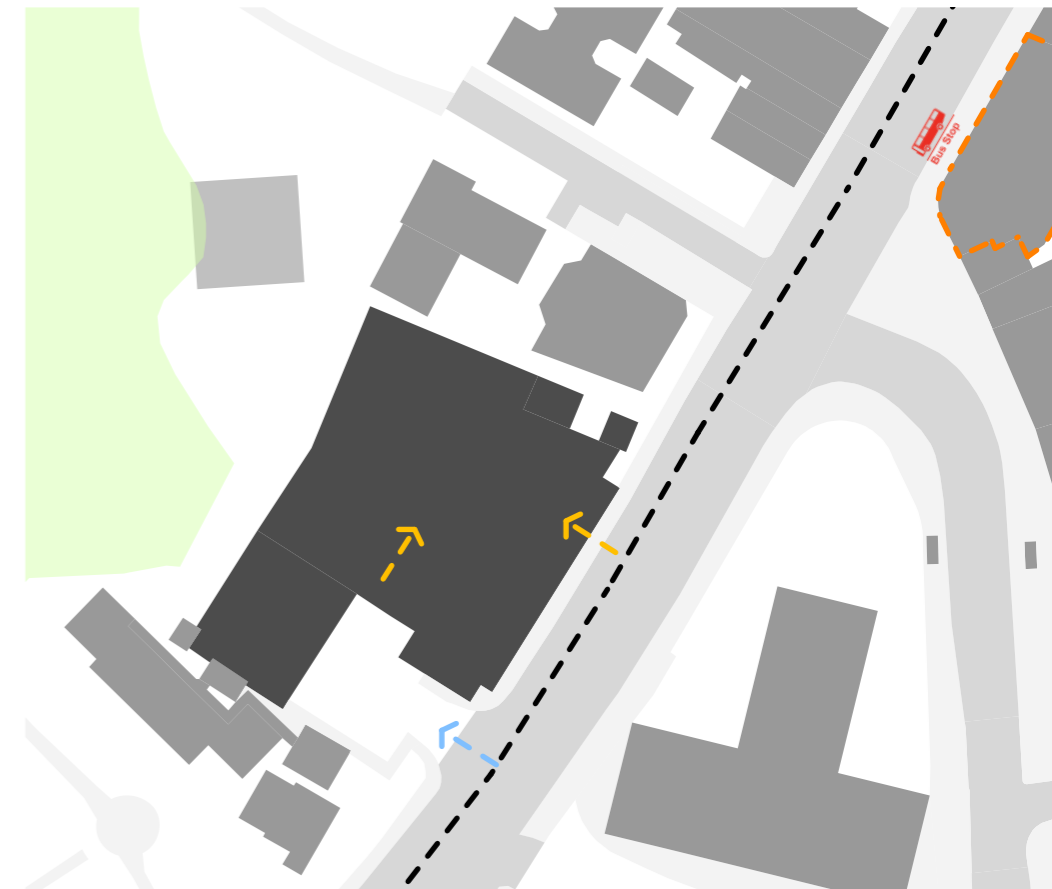


Orientation & Sun Path



- Car Parking
- Pedestrian Access

Amenity Green Space & Parking



- Bus
- Railway
- Major Road
- Vehicular Access
- Pedestrian Access

Access & Movement

3 CONTEXT ANALYSIS



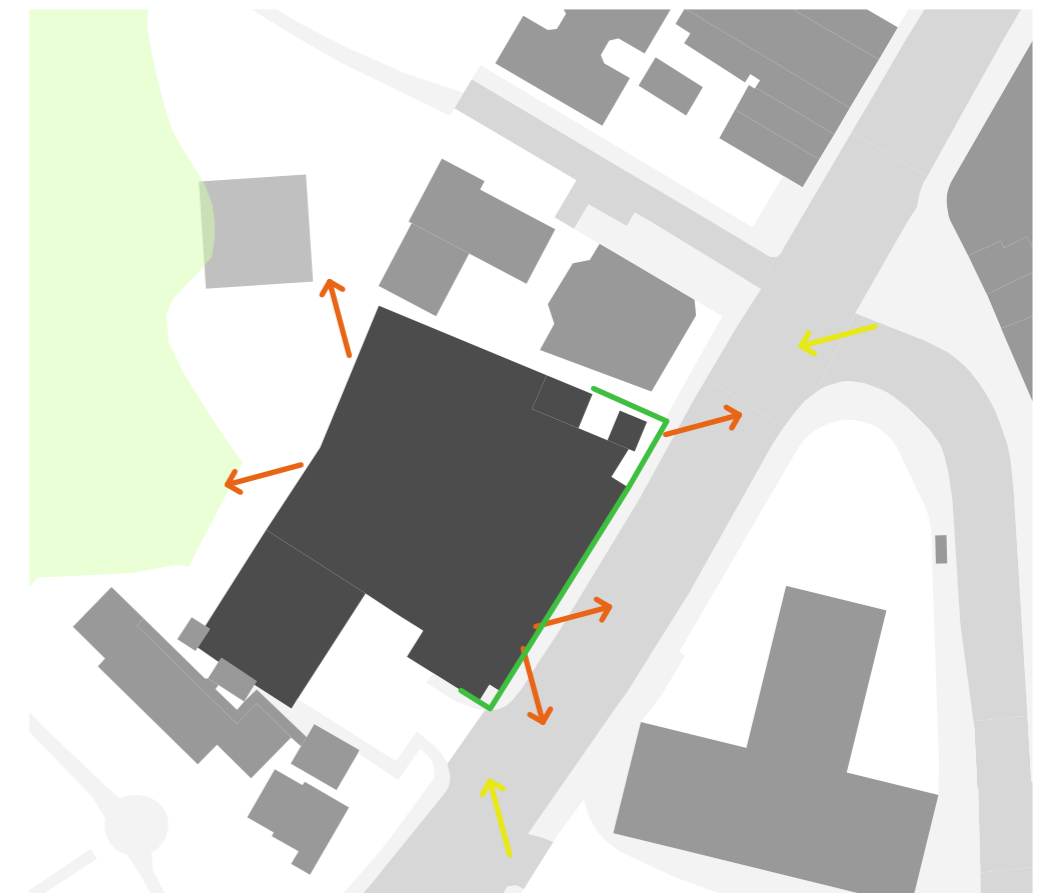
- 19 Storey
- 6 Storey
- 4 Storey
- 3 Storey
- 2 Storey
- 1 Storey

Building Heights



- Commercial/Pub
- Residential
- Retail
- Office

Building Use



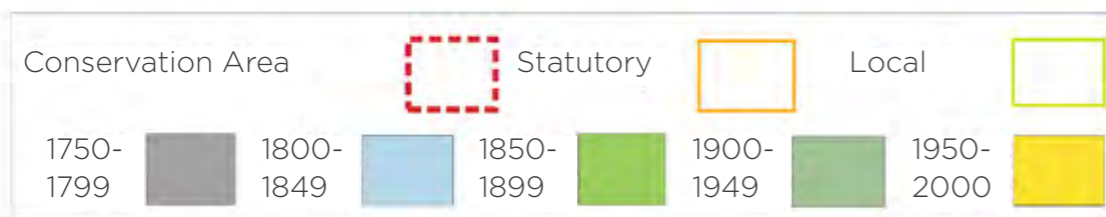
- Key Views of Site
- Key Views from Site
- Key part of facade that will have an impact on Colliers Wood High Street

Views, Vistas. Setting

3 HISTORICAL CONTEXT

The plan has been extracted from the Colliers Wood Character Appraisal Document and shows the age and listings of buildings within 'Sub-Area 2' of Colliers Wood.

There are several notable buildings of historic buildings identified within the Character Appraisal, which include the following:



*Image taken from Character Appraisal document

8



1 London General Transport Services



2 Listed Housing



3 Colliers Wood Underground Station



4 Singlegate Primary School



5 The Royal Standard Pub



6 Istanbul Restaurant

3 PLANNING CONTEXT

The planning history suggests the site was occupied by a 5 and 6 storey mixed-use building in 1974, which was later redeveloped into an office building. In 1998, the office building was converted into a hotel and several material alterations have been made since this date:

- MER88/74 - outline erection of a 5 and 6 storey complex comprising library, flats and offices, car park. - 21-11-1974
- MER324/78 - redevelopment of site by the erection of 30000 sq ft of office accommodation, basement car park, 21 flats. etc. - 12-02-1979
- 97/P1419 - change of use of existing office building (B1) to 79 bed hotel with breakfast room and ancillary parking involving the erection of two third floor extensions and external alterations - 06-10-1998
- 08/P1272 - Three storey front extension to existing hotel, extension and alterations at third floor to provide 42 extra bedrooms, new entrance area, enlarged hotel restaurant and separate A1 use fronting high street - 11-02-10
- 10/P1216 - NMA to 08/P1272 involving reduction in retail floorspace, installation of full height glazing to single storey extension, formation of new roof top plantroom and linen chute extension. Retention of brick wall, changes to bedroom arrangement and retention of groundfloor lightweight extension - 16-05-13
- 12/PO447 - Alterations elevations, amendments to internal layout, extensions at ground and third floors to provide additional 17 bedrooms, enlarged A1 retail unit, to scheme approved under 08/P1272 - 09-05-12
- 12/P4677 - Change of Use from Retail (A1) to gym (D2) and hotel (C1) - 10-02-15
- 15/P1420 - Installation of portable building for use as a cafe kiosk - 12-06-15
- 16/PO090 - Erection of new escape stairwell and third floor extension to provide 18 additional bedrooms - 03-05-16
- 17/P1983 - single storey extension to form coffee shop. Unbuilt - 05-07-17
- 18/PO697 - extension to existing laundry chute duct by one storey on rear elevation - 22-03-2018

The key objectives from the Merton Council Colliers Wood Local Plan are as follows:

- 'Create a new district centre'
'Building on the improvements led by 'Connecting Colliers Wood', support the redevelopment of retail outlets to create new streets and attractive public spaces providing homes above shops, and help make Colliers Wood easier to navigate for pedestrians and cyclists.'
- 'Better access to heritage'
'Improve access to heritage assets, conserving and enhancing archaeological sites and recognising their positive contribution to regeneration and new development.'
- 'Promote active travel'
'Support improvements to the Wandle Trail and other transport infrastructure that will help to reduce road congestion and improve the public realm, particularly for pedestrians and cyclists.'

The New Local Plan's vision is to treat Colliers Wood as a District Centre and 'build upon improvements led by "Connecting Colliers Wood", supporting the redevelopment of retail outlets, the provision of high quality homes and creating new streets and public spaces for all residents.'

The proposed extension and conversion of Holiday Inn Express South Wimbledon supports Policy N3.1b, which states: 'to build on the improvements led by "Connecting Colliers Wood" by requiring development to help create coherent spaces of high-quality design, reconfiguring the centre to create a focus and making the environment more attractive to town centre users, prioritising pedestrians and cyclists.'

There is opportunity to improve the look and feel of the town centre, particularly the point of arrival from the underground station (3.1.4), through the extension and conversion of the Holiday Inn Express Hotel. The site is positioned closely to Britannia Point, which has been recognised as the 'catalyst for redevelopment', thus, the project could further enhance Colliers Wood through high quality design and extensions that reconnect the building to the street.

As stated under Policy 3.1.3, the local context has 'excellent public transport and road links. Colliers Wood underground station and the frequent bus services give residents, visitors and workers a variety of travel options with excellent Public Transport Accessibility Level (PTAL). Colliers Wood is situated on the A24 road and is the start of the Mayor of London's Cycle Superhighway 7, an 8.5-mile cycle trail starting from Colliers Wood to the City of London.'

Hotel users of the Holiday Inn Express have a range of public transport options, reducing car parking demand.

3 MORRIS & CO

Morris & Co moved to the Merton Abbey Works in 1881, site of an existing Calico printing works itself established in 1752. The move to Merton brought all of the Morris & Co activities under one roof and carried on a tradition of textile manufacture in Merton.

The local council has a keen interest in using the Wandle Valley's industrial history, including the Morris and Liberty operations, to establish a local character.

Previous applications for the development of the CW2 site opposite have been criticised for not making these links explicit enough or relying on references which are considered too obscure. We believe that a strong visual reference to these local links provide a distinct and expressive character to the facade treatment and would find support with the local planning authority.

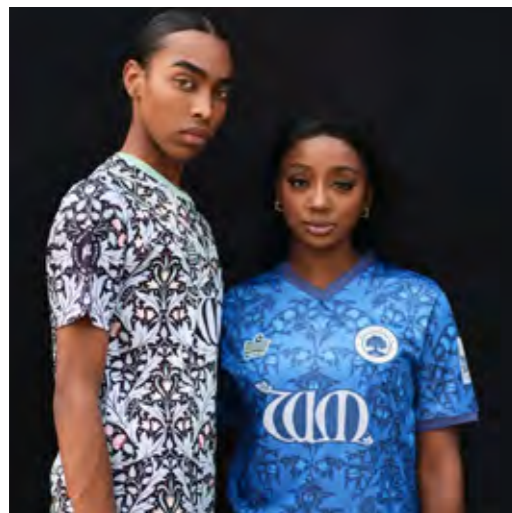
The works of William Morris are having a contemporary renaissance with Walthamstow Football Club recently launching a new kit celebrating links between the area and the founder of Morris & Co



William Morris



Morris & Co Wandle print named after the river which flows to the south of the site



Morris & Co St James Ceiling more graphic, less floral pattern better suited to architectural cladding design

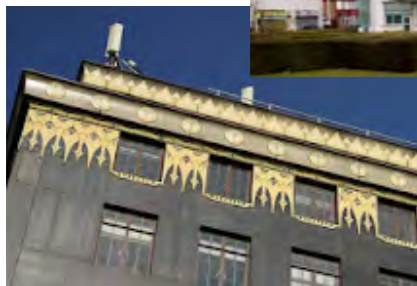
3 PRECEDENTS



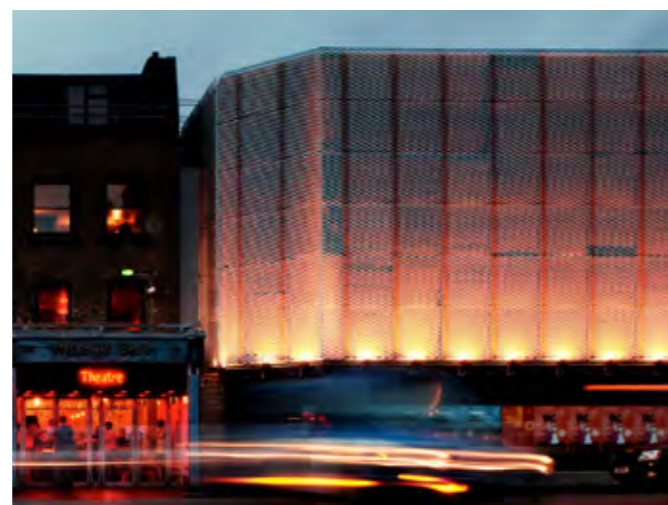
Existing building features a classic Art Deco cornice motif, as seen on former Carerras Cigarette factory



Curved elements
Decorative architrave
Vertical Emphasis
Gilt detail and flourish



Library of Birmingham



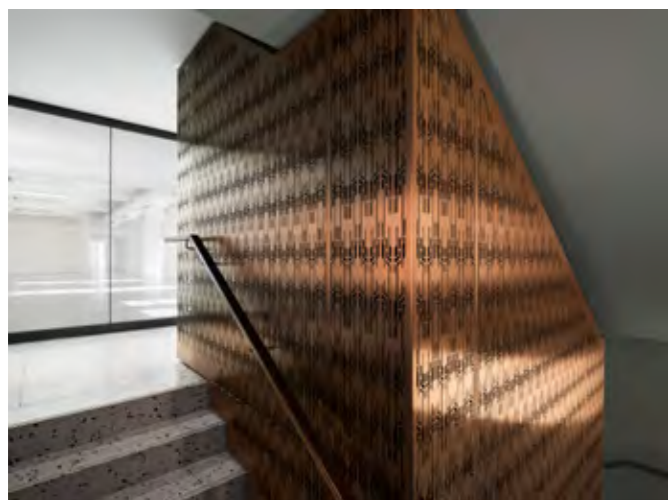
Young Vic Theatre, back lit architectural mesh cladding



Perforated anodised aluminium cladding



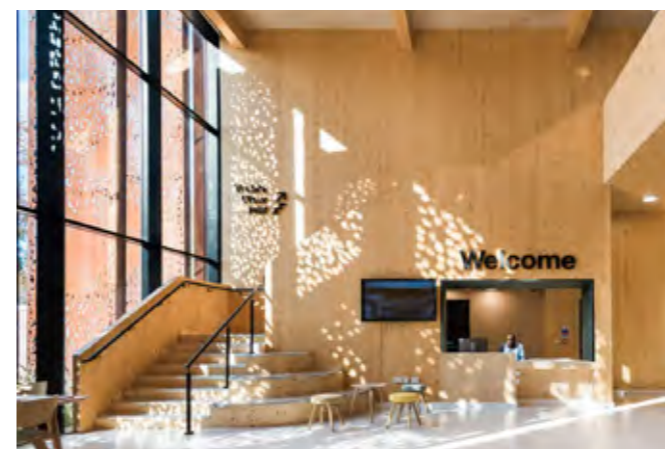
Perforated cladding over glazing



Detailing of The Gaslight, Rathbone Street
by Bureau de Change

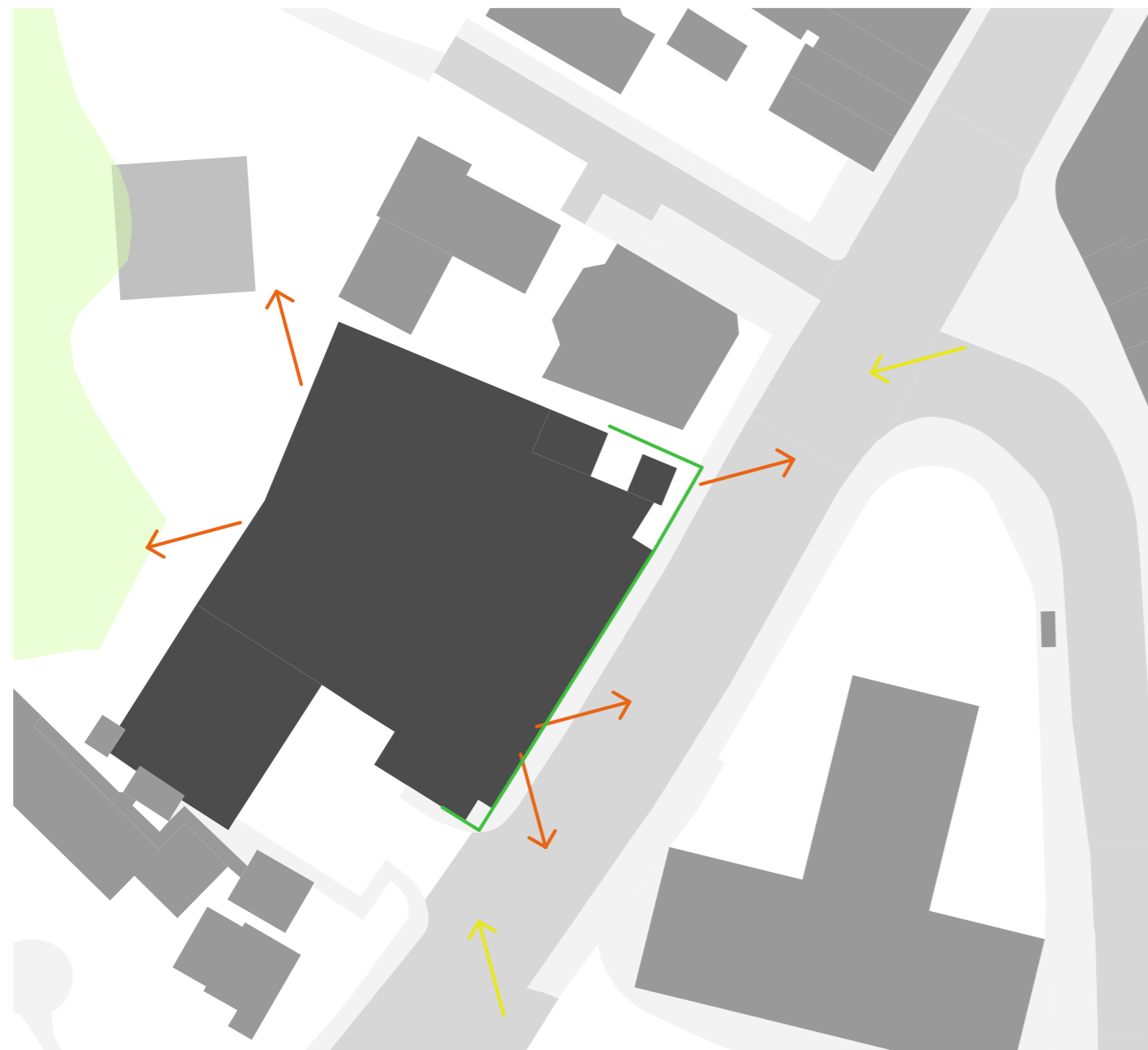


Mulberry Park Community Hub, Bath



Play of light internally

4 OPPORTUNITIES & CONSTRAINTS



- Key Views of Site
- Key Views from Site
- Key part of facade that will have an impact on Colliers Wood High Street

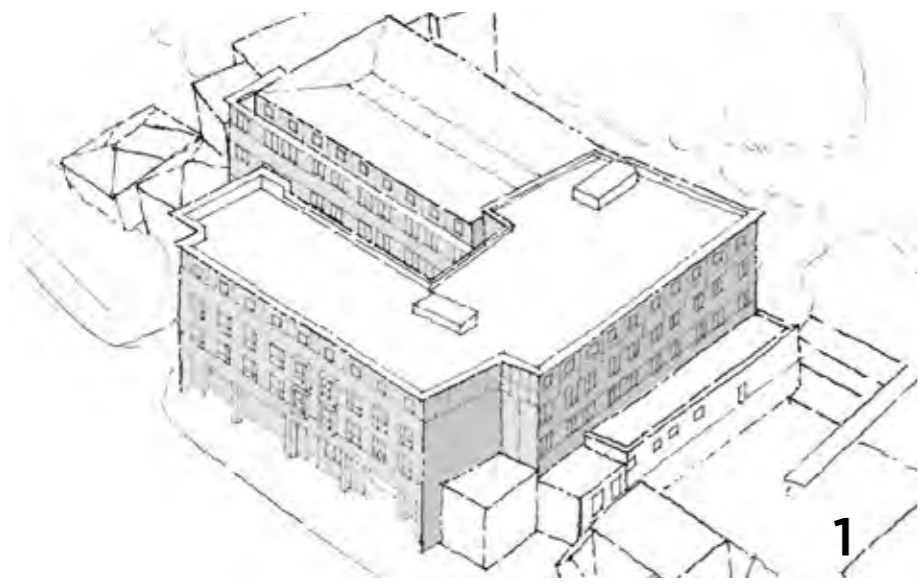
Opportunities

- 1 Opportunity to support - N3.1.F - 'Enhancing heritage assets' through the proposed materials and key features incorporated into the proposed elevations.
- 2 Scope for the infill extension to transform prominent corner of Colliers Wood High Street and improve arrival experience for residents and visitors using Colliers Wood Underground Station, in-turn supporting policy N3.1.B - 'Connecting Colliers Wood'.
- 3 The corner in-fill extension utilises a redundant part of the site and removes the existing incoherent single-storey structure positioned at street level.
- 4 Good transport links from Colliers Wood Tube Station.

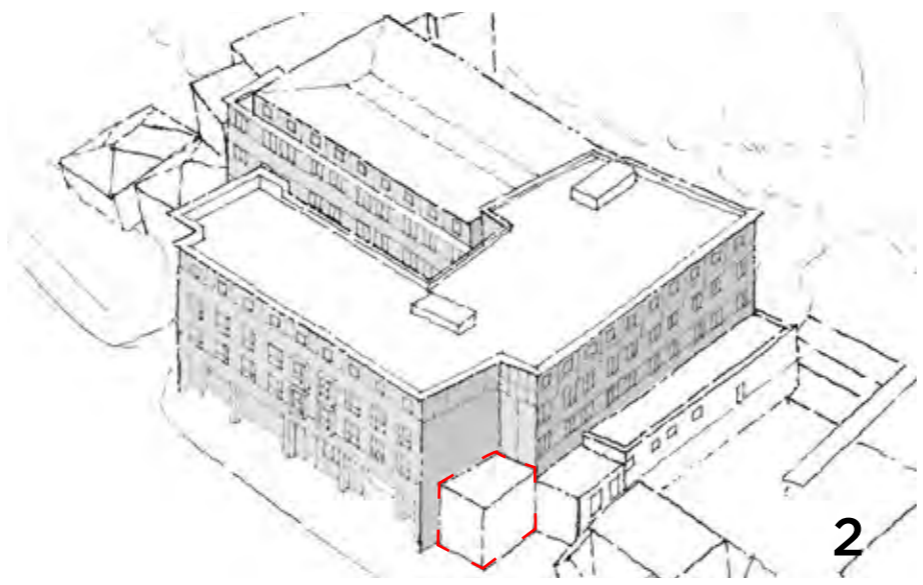
Constraints

- 5 The only opportunity for an extension is within the NE corner of the site - other parts are constrained by the existing car park and service yard.
- 6 The site sits within the 'Colliers Wood - Sub Area 2' Conservation Area.

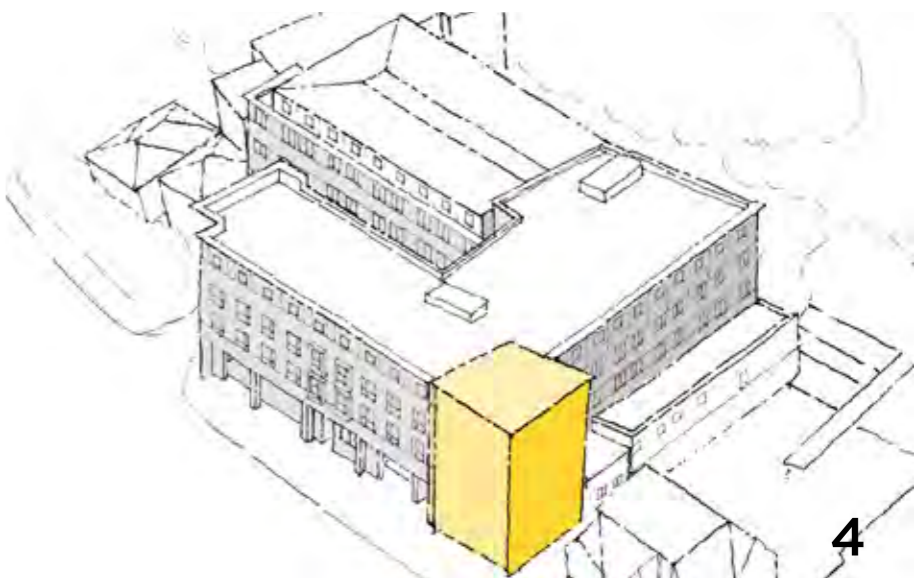
4 MASSING STRATEGY



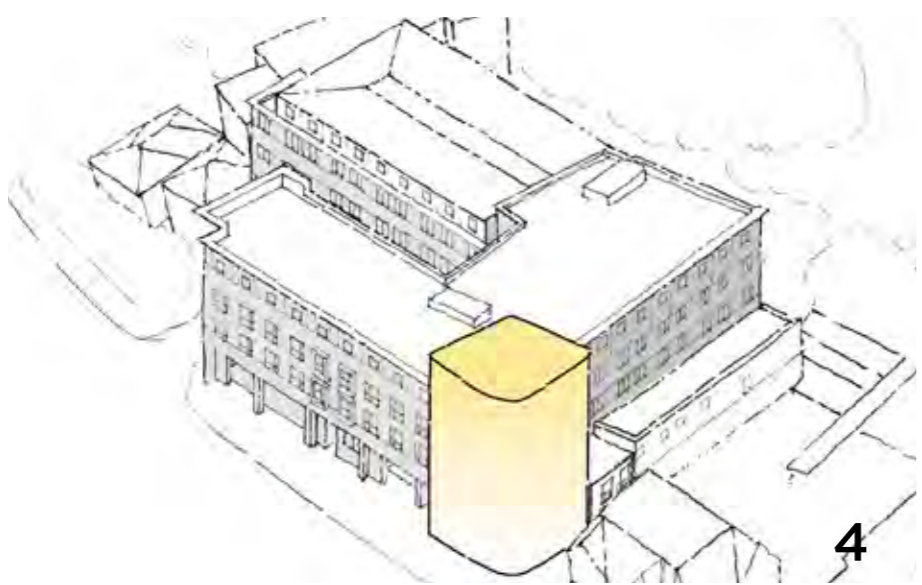
Existing massing.



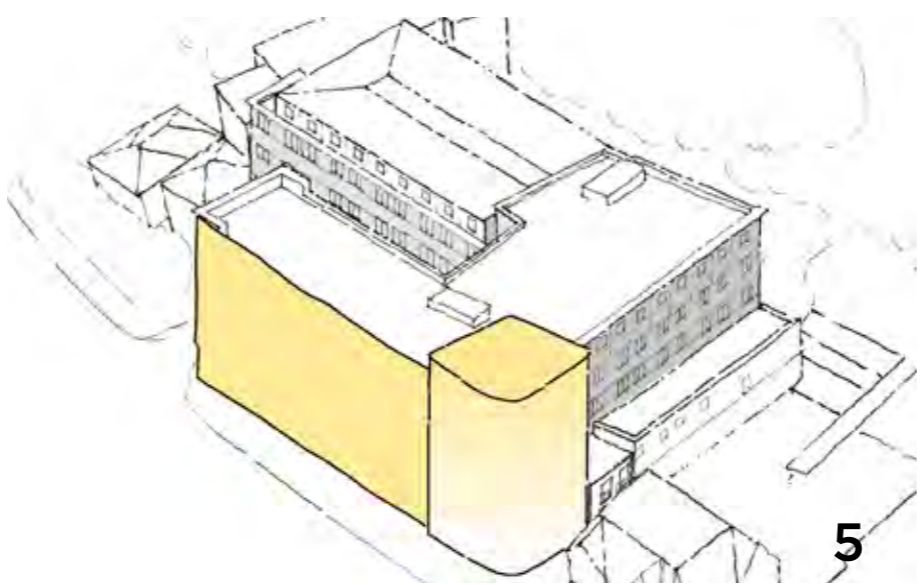
Demolition of existing single-storey element of building on N.E. corner.



3-storey infill extension to provide additional bedrooms and transform prominent High Street corner.



Curving of 3-storey infill extension to soften the building corner junction.



Redevelopment of the main street facade to create visual continuity between the extension and the existing building.

4 PROPOSED PLANS



00 Proposed Ground Floor Plan



01 Proposed First Floor Plan

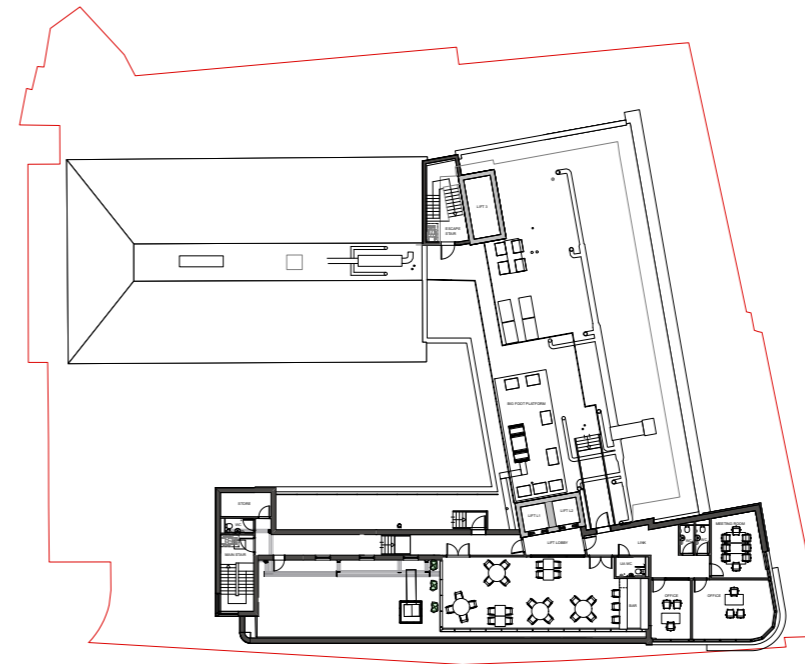


02 Proposed Second Floor Plan

4 PROPOSED PLANS



03 Proposed Third Floor Plan



04 Proposed Roof Level

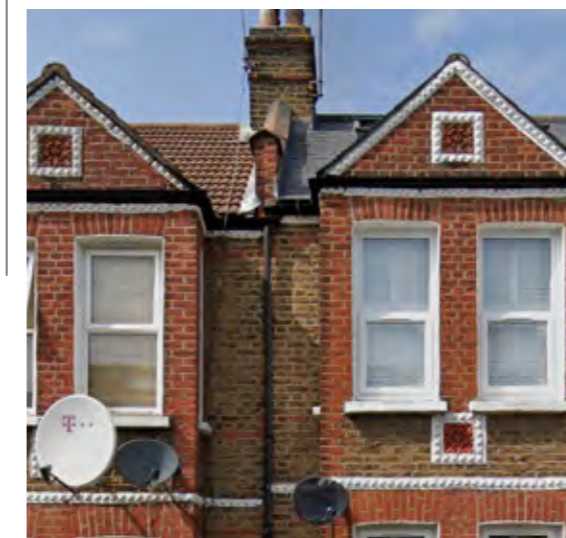
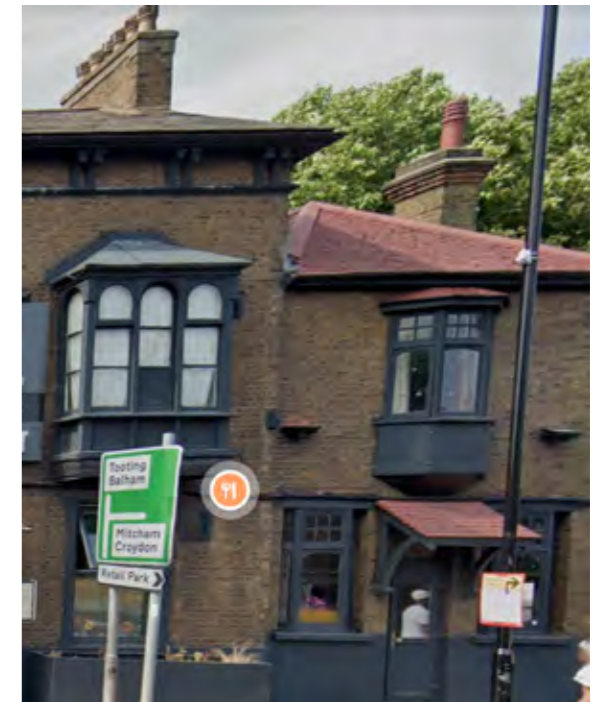
5 KEY FEATURES



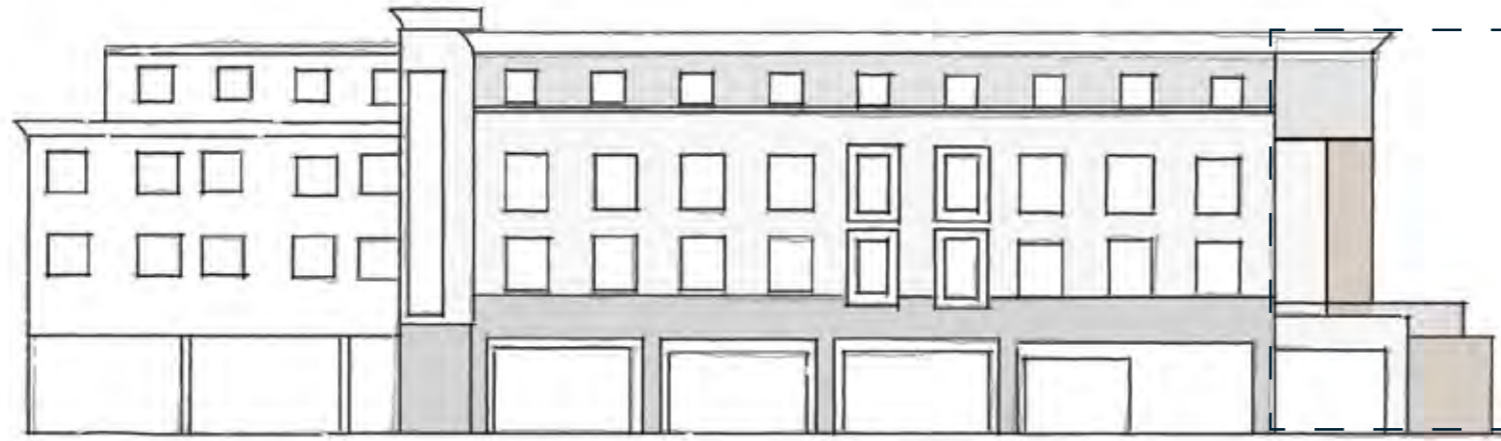
London Stock brick is a prominent feature, expressive of the Victorian Era vernacular.

'The past 10 years has seen significant investment in Colliers Wood which has transformed the look and feel of the town centre, particularly at the point of arrival from the underground station. The catalyst was the redevelopment of Britannia Point.'

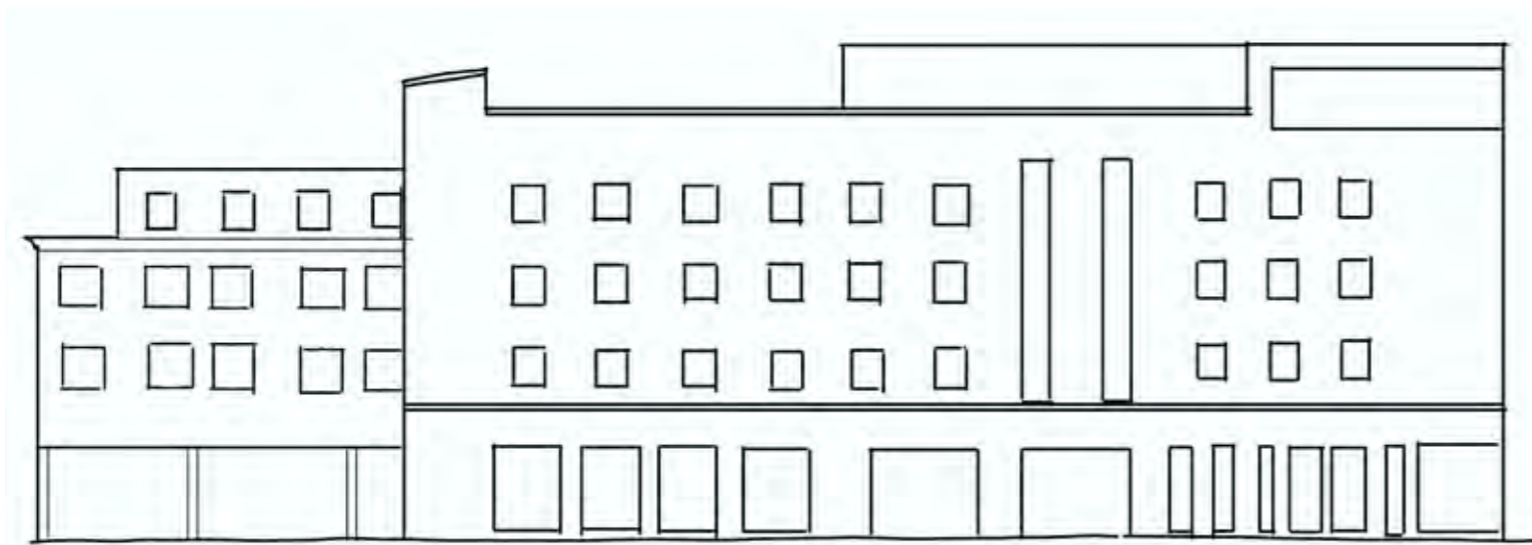
High Street Colliers Wood now features a wider range of materials, including glass bricks, glazing, concrete, brick and white render.



5 FACADE DEVELOPMENT

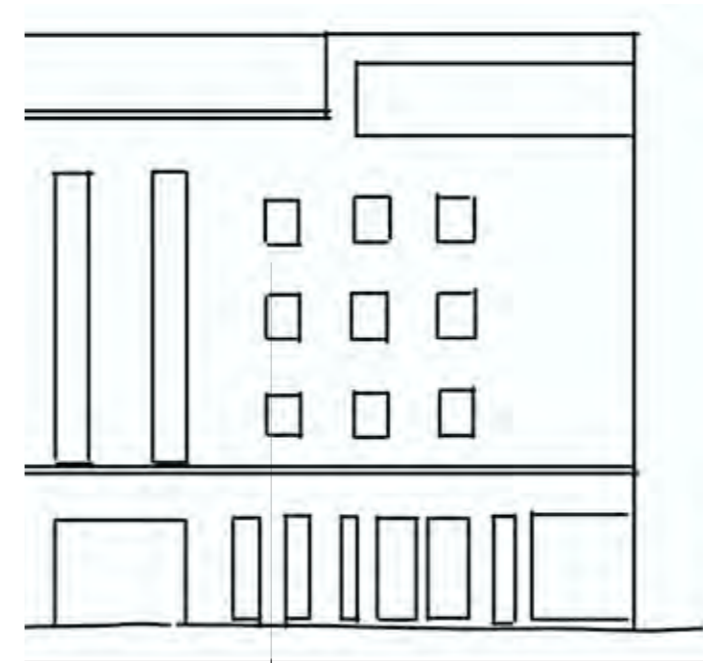
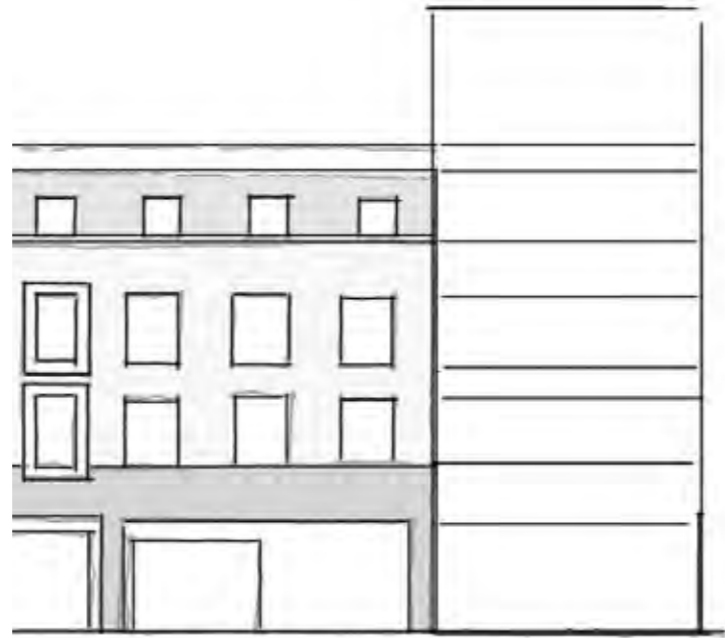


Existing South East Elevation comprises concrete render and white uPVC window frames. Red brick is also present to elements set back from the principle facade, alongside light weight cladding at the top floor of the building. A curved cornice juxtaposes against the flat roof structure of the later addition which sits behind the main hotel block.

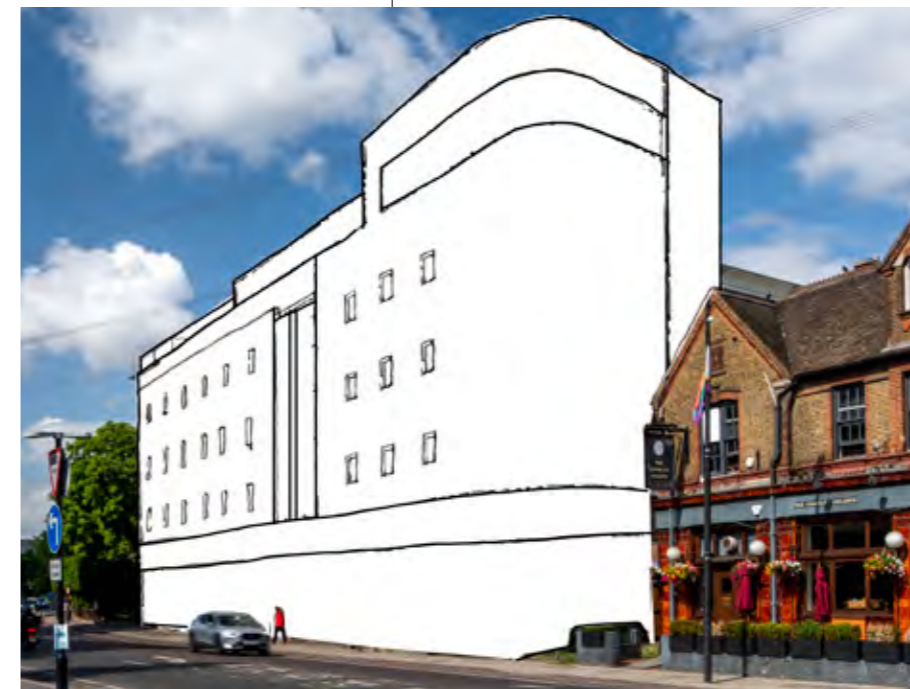


3-storey infill extension and redevelopment of main street facade. Vertical grouping of proposed windows and larger expanses of glazing at ground floor.

5 FACADE DEVELOPMENT



Initial massing of 3-storey infill extension.



Redevelopment of the main street facade to create a coherent elevation and initial grouping of windows and materials.

5 MATERIALS



Anodised CNC aluminium guarding to roof

A2 rated satin finish cladding panels

Bronze Anodised CNC aluminium cladding panels

New windows

Anthracite Curtain walling

GRC cladding

Pre-patinated Copper Entrance Portico

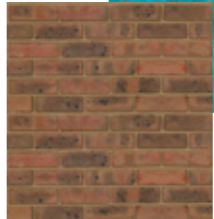
ROCKPANEL A2 CLADDING



ALUMINIUM PORTAL FRAMES & PROFILES



ALUMINIUM CURTAIN WALLING



FACE BRICK

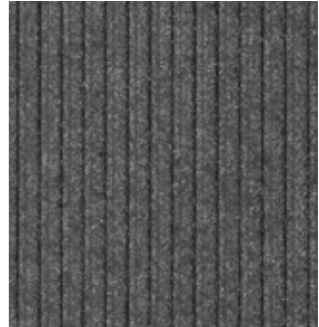


VERDIGRIS COPPER

MORRIS & CO



LASER CUT CLADDING










GRC CLADDING

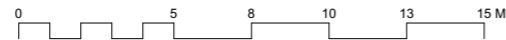
5 PROPOSED ELEVATIONS



PROPOSED MATERIALS KEY:

-  Dark grey GRC cladding to ground floor
-  Patinated copper cladding to entrance portico
-  Anodised aluminium laser cut cladding Dark Umber finish feature cladding and terrace guarding
-  Dark grey Rockpanel A2 cladding principle cladding
-  Feature stock brick, natural mortar to side return elevation
-  Aluminium feature cladding to profiles and copings
-  Aluminium curtain walling Dark grey

1 SOUTH EAST ELEVATION
Scale: 1:100



2 SOUTH WEST ELEVATION
Scale: 1:100



3 NORTH EAST ELEVATION
Scale: 1:100

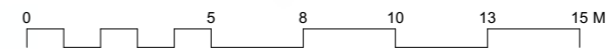
5 PROPOSED ELEVATIONS



4 NORTH WEST ELEVATION 1
Scale: 1:100



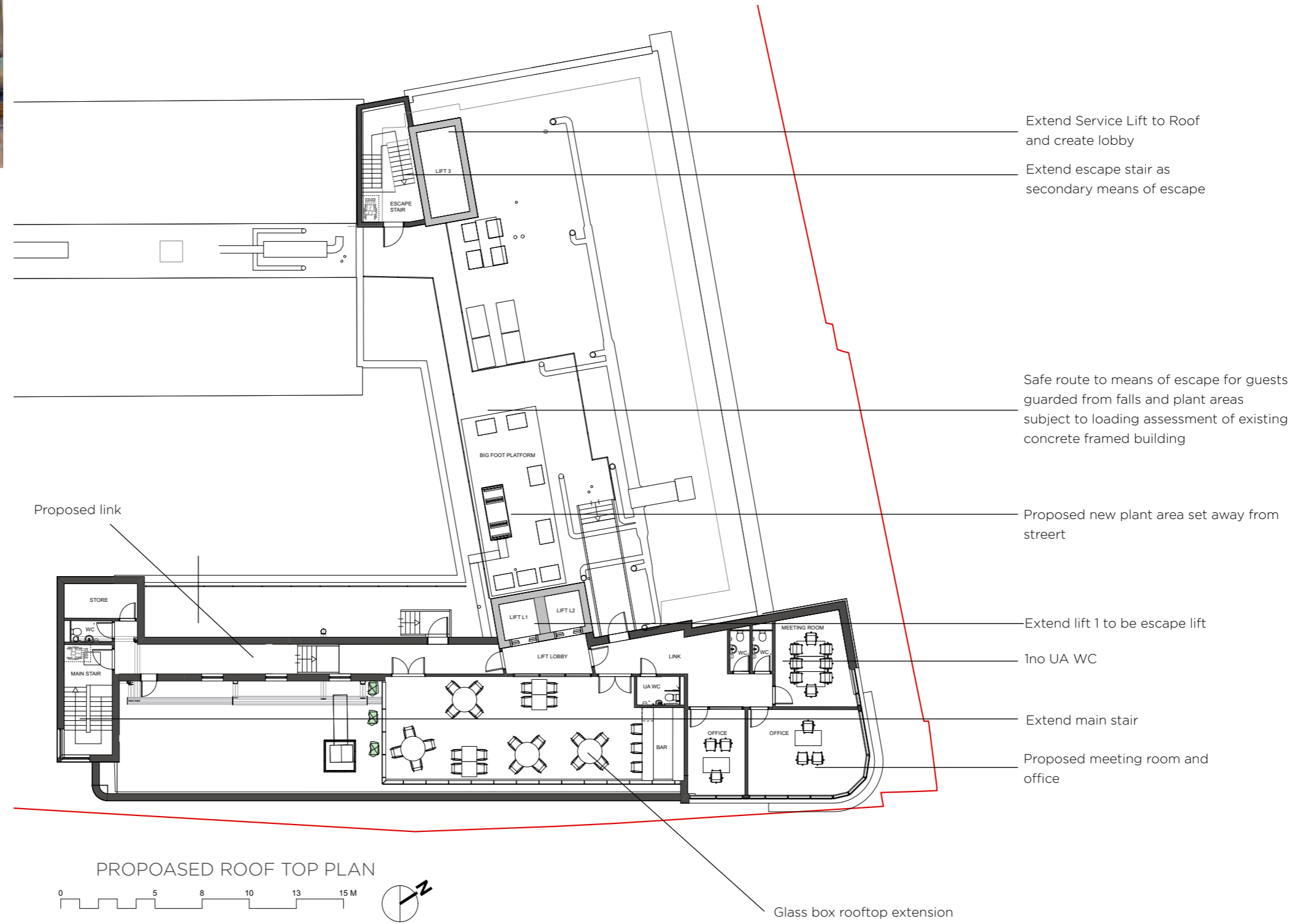
5 NORTH WEST ELEVATION 2
Scale: 1:100



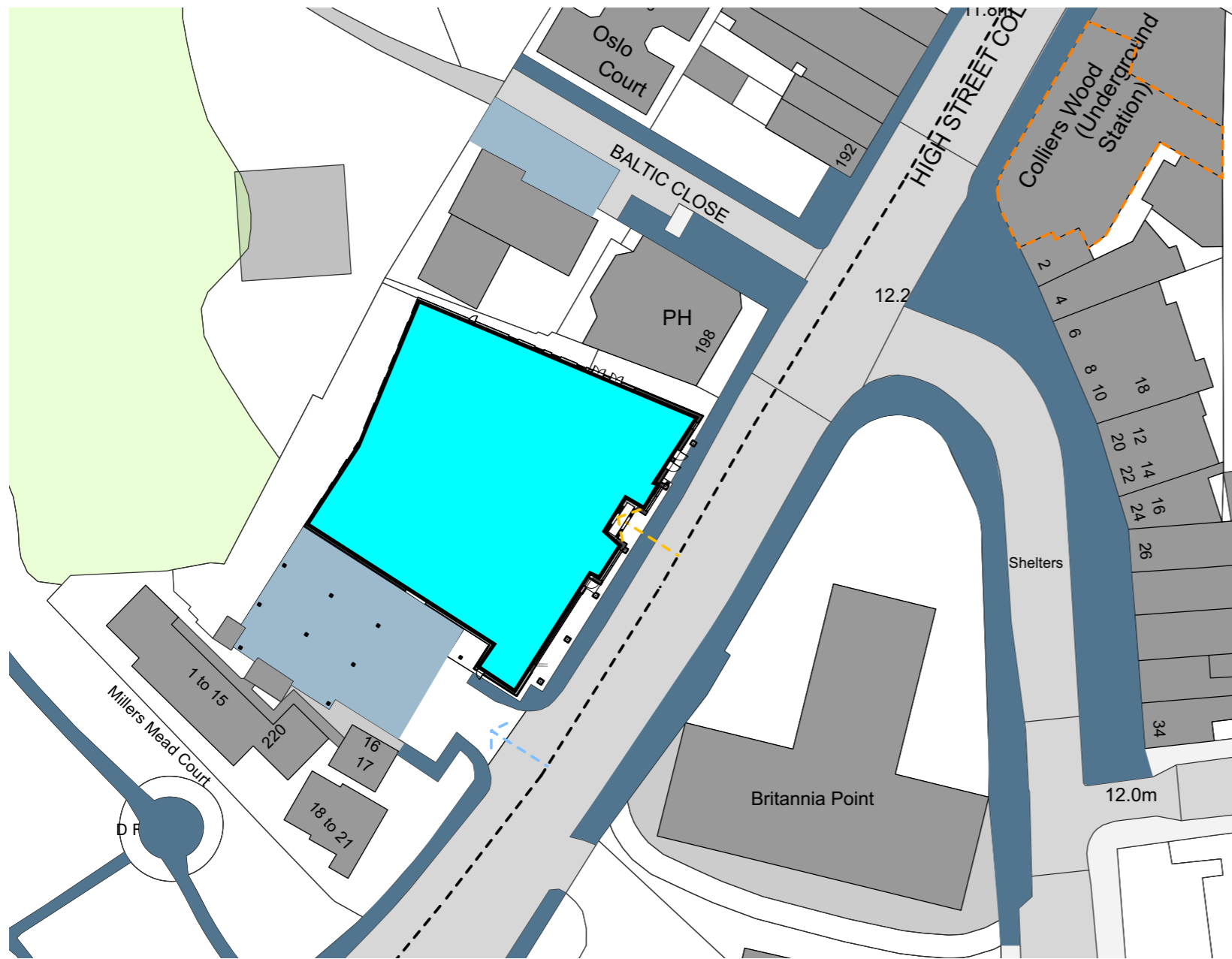
5 ROOF TERRACE



Covered back bar and canopy



6 SITE ACCESS



The extension of the reception at ground floor creates an active frontage and more connection to Colliers Wood High Street. This produces a more defined and inviting entrance for visitors, improving access and wayfinding of the existing hotel and addresses policy N3.1.

Site Plan Access

- Car Parking
- Pedestrian Access
- Hotel

- Bus Stop
- Railway
- Major Road
- Vehicular Access
- Pedestrian Access

Access & Movement

7 CONCLUSION

The proposed extension is an opportunity to both revitalise the High Street Colliers Wood and improve the quality of accommodation at the Holiday Inn Express Hotel. The site forms part of the 'new public square at the heart of the town centre' which includes a Library and Britannia Point, and there is scope for the Holiday Inn Express Conversion and Extension to further promote Colliers Wood as a District Centre.

ONLINE

www.axiomarchitects.co.uk
info@axiomarchitects.co.uk

TELEPHONE

Lewes +44 (0) 1273 479269
London +44 (0) 207 421 8866
Exeter +44 (0) 1392 368426

LEWES

Brooklands Yard
Southover High Street
Lewes
East Sussex
BN7 1HU

LONDON

2nd Floor
Block D
Morelands
5-23 Old Street
London
EC1V7DA

EXETER

Addlepool Business Centre
Clyst St George
Exeter
Devon
EX3 0NR

All rights reserved.
No part of this document may be reproduced in
any form without permission in writing from the
publisher.

Axiom Architects 2024

