



## SPACE: TRAVELODGE CHERTSEY

### CLIENT:

Travelodge

### LOCATION:

Chertsey, Surrey

### SERVICES:

Architecture

**“A 73 bedroom hotel conversion in a town centre conservation area.”**

This new 73 bedroom three-storey hotel and associated parking sits on a compact site within a conservation area in Chertsey town centre.

Prior analysis identified that the existing building, a discussed office block, was perceived negatively by locals due to the unattractive building frontage and street scene. Addressing this issue was recognised as an important consideration to ensure the hotel was perceived as a positive development for the local area.

Our design was developed to represent a group of buildings rather than a single monolithic block. By incorporating changes in scale, height, materials and architectural features, we created a successful visual transition between the larger commercial buildings to the south and the more domestic scale period buildings to the north.

Whilst the site was previously free from any landscaping, we took the opportunity to redress this balance by introducing soft landscaped areas at street level.

Combined with use of local materials and architectural features in line with the local style, this ensured the development addressed the environmental concerns of the local community whilst also delivering on the brand, budget and practical considerations of the client.



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