

# Hotel Residences



## introduction

The purpose of this precedent study is to illustrate examples of a new form of hotel development that integrates a range of land uses. Examples are located in areas of the highest amenity predominantly in cities of national or global significance. All of the examples are from 'alpha' global cities (e.g. London, New York, San Francisco and Los Angeles). Some aspects of these projects may not be suitable for Double Bay but they offer to provide a better understanding of this new form of development, that has not previously been seen in Australia.

### Suitable Locations

The location of these examples attracts this form of development through a combination of factors that result in appropriate conditions for high quality hotel developments including:

- Principle economic centres which have benefited from sustained economic growth;
- Large labour markets, witnessing continued strong employment growth .In particular in the professional and business service sectors with high average earnings.
- High rental returns and large tenant markets for retail uses and hotels;
- Centres of employment, social and cultural activities;
- Historical educational, cultural and business links, with many foreign investors

This form of development has not been provided in Australia. Double Bay offers a suitable location close to the amenity of Sydney Harbour, within a highly desirable and accessible location close to Central Sydney. Double Bay is well connected to Sydney's regional road and rail infrastructure and is a suitable location to establish this new concept of hotel development integrated with hotel residences.

### The new model of integrated residential development

Several years ago, a San Francisco based developer, Millennium Partners and Ritz Carlton saw these complimentary trends and pioneered the hotel residences concept. The concept is a mixed used development, generally with a traditional hotel on the lower floors of the building, and residential apartments on the higher floors. The residential is designed and constructed to stand alone as a traditional strata style residential development, however it has the ability to draw on all the services of the hotel – room service, concierge, house keeping. The residential component of the development is branded by hotel, the Ritz Carlton Residences for example. These services are on an on demand and user pays basis.

As the concept developed it was seen that the attraction to these developments was increasing not just as a result of the branding, but because of the ease and service level provided. The key purchaser demographics were high end "empty nesters" or affluent young professionals, both of whom have high levels of disposal income, but see themselves as time poor. The ability to have the more mundane aspects of your life organised all with one phone call to a reputable hotel operator was seen as a key attraction to these markets.



The concept has grown rapidly in North America, and is starting to be developed in the European market. To date, it has not been undertaken in Australia, however the Raptis development in the Gold Coast in association with Hilton is undertaking a variation on the model.

This is a new development concept in Australia that integrates hotel accommodation with other uses including retail and hotel residences. Hotel services and facilities are extended to residential apartments that are referred to as Hotel Residences. Services and facilities extended to Hotel Residences include:

- 24 hour concierge and security service;
- CCTV monitoring and personalized building access;
- Private lifts from underground parking to apartments;
- Chauffeur and porter service provision at under ground parking sites;
- Underground secure parking;
- Integrated audio-visual entertainment control panel within each hotel residence, utilized for lighting control, entertainment systems, concierge, laundry service, theatre and restaurant booking, shopping order service, climate control.
- Access to hotel gymnasium and dining areas;
- Access to communication facilities, office and meeting and conference facilities in order to function as a working base for business people including:
  - Business meeting and conference facilities
  - Broad band internet access
  - Video-conferencing
  - Lap-top access
  - Multi-media facilities
  - Office facilities

Retail uses are often integrated with the primary hotel use offering hotel guests convenient high quality retailing experiences.

### Advantages

The benefits of the model are clear :

- It allows hotel development in areas where it generally would not be feasible.
- The branding of the development creates an iconic property both for the residents but also the wider community – they are seen as "centres of luxury".
- The mixed use nature of the developments increases urban diversification and sustainability – services are shared, people can live close to where they work.

The socio-economic profile of the eastern suburbs makes it a suitable place to pioneer this new model of integrated hotel in Sydney. The residential hotel model could also lessen the strain of the aging population on the Australian economy and aged care services industry as an intermediate step could become available prior to moving to aged care facilities. This proposal provides an opportunity for this new model of development within a suitable location well serviced by existing community infrastructure to encourage aging in place.

The proposed hotel development has significant potential with regards to social and economic benefits. In addition, the hotel industry generally has high exposure to external factors such as the number of tourists and their disposable income, exchange rates and seasonal variations. It is considered that the proposal will create internal diversification by providing multiple revenue streams. It is expected that this multiple source of revenue through providing hotel residences that are serviced by hotel facilities, staff and ancillary retail will create a more financially stable hotel better able to ride out unfavourable conditions as they occur and will be more likely to provide stable and sustainable employment opportunities.

### Precedent Studies of Hotel Residences

1. One Hyde Park London
2. The Montage Hotel, Beverly Hills
- 3.
4. Mandarin Oriental, New York City

### Aspects

These projects are described in terms of the following aspects:

- Key project facts
- Proximity to urban centres and amenities
- Mix of uses
- Services and facilities
- Environmental benefits, improvements and performance
- Built form and urban design
- Economic effects on surrounding areas



# One Hyde Park, London

## Project details

**project name:** One Hyde Park London

**address:** One Hyde Park London

**architect:** Richard Rogers Partnership

**developer:** Candy and Candy

**number of hotel suits:** 200 hotel rooms

**number of hotel residences:** 80

## Introduction

One Hyde Park London contains 80 hotel residences that are serviced via an underground tunnel connecting to the adjoining Mandarin Oriental Hotel. This project is modern in style whilst being fully in keeping with the adjoining heritage structures due to its form, scale and similar proportions of its fenestration.

## Proximity to urban services and amenities

The hotel residences are within walking distance from the following:

- luxury boutiques on Sloane Street,
- theatres of the West End
- the Victoria and Albert and Natural History museums.

## Economic benefits

- The increased permanent residential density is expected to support the retailing activities at Sloan Street and its surrounds.



## Built form + urban design

- The development consists of 4 pavilion buildings that are located on the edge of Hyde Park in London.
- The development adjoins heritage buildings on either side.
- The form of the development gives it a verticality which is in keeping with the form and fenestration of the adjoining heritage buildings.
- The pavilions generally conform to the streetscape and height of surrounding buildings.
- Each building has a slightly different height to create a more visually interesting aesthetic which makes the structures more individual due to alternate heights and proportions.

## Mix of uses

- The development contains hotel residences and has an affiliation with the adjoining Mandarin Oriental Hotel, a 5 star hotel, which is an international hotel operator.
- The adjoining Mandarin Oriental Hotel enables residents of the One Hyde Park development the ability to utilise the services and facilities of the Hotel.

## Services and facilities

- The site is serviced by the adjacent Mandarin Oriental Hotel
- The hotel provides 36 staff members who provide 24 hour services to the 80 hotel residences.
- An underground tunnel links the Mandarin Oriental hotel and residences, to enable the residents the ability to easily access the hotel.
- The development also contains a spa, squash court, private wine cellar and a wine tasting facility for residents.

## Relevance to 33 Cross Street, Double Bay

- The proposal is relevant to the subject development as it incorporates hotel residences with a high quality hotel in a highly desirable central location.
- The variable building heights offers the best environmental and aesthetic outcome, which is a similar approach taken by the proposed 33 Cross Street development.
- One Hyde Park London illustrates that the use of colour, materials and appropriately proportioned fenestration can effectively create cohesion in a streetscape that possesses a mix of contemporary and historic buildings.



# The Montage Hotel, Beverly Hills

## project details

**project name:** The Montage Hotel  
**address:** The Golden Triangle, Beverly Hills, Los Angeles, US  
**architect:** HKS/Hill Glazier Studios  
**developer:** The Athens Group  
**number of hotel suits:** 201 with 55 suites  
**number of hotel residences:** 20  
  
[www.athensdevco.com/montage](http://www.athensdevco.com/montage)

## Introduction

Located in the Golden Triangle of Southern California's premiere neighborhood.

## Mix of uses

- 201 hotel units with 55 suites
- 20 hotel residences
- 420sq.m of retail space
- spa
- restaurant
- patisserie,
- pool bar and grill,
- underground shared use car park

## Proximity to urban services and amenities

The hotel is located in the golden triangle near Rodeo Drive which offers some of the most prestigious retail shopping locations in Beverly Hills.



## built form + urban design

"Inspired by the Spanish Revival architecture that is prevalent in Southern California, the building will be a modern translation with plaster walls, clay tiled roofs, plaster columns, arches and authentic Spanish tile details. The interiors will also reflect this historic style, evoking a residential, yet sophisticated ambiance."



## Services and facilities

The hotel provides the following facilities:

- 1,765sq.m full-service spa with 17 treatment rooms
- a three meal restaurant
- a signature fine dining restaurant
- a lobby lounge; a patisserie
- a pool bar and grill
- a rooftop pool;
- 880sq.m of meeting space;
- 420sq.m of retail space;

Professional servers will provide in-room dining, and chefs will be available to cook in the residences.

State of the art technology will include video-conferencing and high-speed Internet access, etc. An on-site audio-visual department will coordinate technical needs for residents and hotel patrons.

## Relevance to 33 Cross Street, Double Bay

The Montage Hotel has been selected as a precedent for 33 Cross Street due its the simalar location close to the high quality retail precinct of Beverly Hills. In addition the mix of uses includes a hotel, hotel residences, high quality retail and restaurant facilities similar to those proposed at 33 Cross Street Double Bay.



# The Plaza Hotel, New York

## Project details

**project name:** The Plaza Hotel, New York

**address:** 768 5Th Avenue, New York, USA

**architect:** Henry Janeway Hardenbergh (original)

**recent architect:** Costas Kondylis and Partners

**developer:** El Ad Properties

**number of hotel suits:** 130

**number of hotel residences:** 152

<http://www.theplazaresidences.com/index.php>

## Introduction

The Plaza hotel is a well known building that is located on Fifth Avenue adjacent to Central Park. El Ad properties purchased the Plaza Hotel in 2004 and renovated the building to accommodate a change of use that includes a hotel and hotel residences. The Plaza Hotel formally reopened on the 1 March 2008.

## Mix of uses

The hotel has a mixture of hotel, hotel residences, retail tenancies, restaurants and bars.

## Proximity to urban services and amenities

Spectacular art, cultural activities, shopping, dining and nightlife are located within close proximity The Plaza.



## Built form + urban design

The Plaza hotel is a French renaissance style 19 storey building which is 76 metres in length. The Plaza hotel was registered as a National Historic Landmark by the New York City Landmarks Preservation Commission in 1988 and can be considered the equivalent of being a nationally listed heritage item in Australia.



## Services and facilities

### Sevices

Valet Parking  
Maid Service  
Private Conference Rooms  
Room Service  
Dry Cleaning and Laundry  
Theater and Restaurant Reservations  
Health Club/Gym  
Day Spa  
Limousine Services  
Currency Conversion and Exchange

### Facilities

Amenities include a world-class retail collection featuring exclusive boutiques and purveyors of fine food, as well as health and wellness facilities to include a Caudalie Spa, Fitness Center by Radu, and Warren Tricomi Salon. The fully restored Palm Court offers its timeless Afternoon Tea, as well as breakfast, lunch and dinner. The legendary Oak Room and Oak Bar will provide the quintessential New York experience. New to The Plaza is the elegant Champagne Bar and the stylish Rose Club. 24-hour In-Room Dining is also available.

## Relevance to 33 Cross Street, Double Bay

The relevance of the Plaza to 33 Cross Street is to provide evidence that the mixed use hotel, hotel residence and retail development model is trusted in the United States at a level where items of national heritage are refurbished to accomodate the mix use hotel with hotel residences model.

The other reason the plaza has been selected is because it is a well known building that has been an epicentre for social activities for approximatley 100 years. The redevelopment of the Plaza Hotel illustrates that the mixed use hotel model with hotel residence is an appropriate use in areas that focus on social activities.





# Mandarin Oriental, New York

## Project details

**project name:** Mandarin Oriental, New York

**address:** Levels 35 to 54, 80 Columbus Circle, 60<sup>th</sup> Street, Manhattan New York

**architect:** David Childs and Mustafa Kemal Abadan of Skidmore, Owings & Merrill

**developer:** The Related Companies

**number of hotel suits:** 251

**number of hotel residences:** 65

[www.mandarinoriental.com/newyork](http://www.mandarinoriental.com/newyork)

## Introduction

The **Time Warner centre** is a mixed-use skyscraper developed by the Related Companies in New York City. The development consists of two 229 m (750 ft) buildings bridged by a multi-storey atrium containing high quality retail shops. Construction began in November 2000, following the demolition of the New York Coliseum,



## Built form + urban design

- The Time Warner Center was the first major building to be completed in Manhattan after the September 11, 2001 terrorist attacks although it was already under construction in 2001.
- The design of Time Warner Center responds to the streets of New York. The curvature of the base helps frame Columbus Circle, the angle of the two towers aligns with Broadway, and the space between the towers gives the illusion that 59th Street passes through the site. The rectangular patterns on the glass curtain wall overlooking Columbus Circle suggest the Manhattan street grid.



## Proximity to urban services and amenities

Located on the top of the Time Warner Center at the Southwest tip of Central Park many attractions of New York are within close proximity of the hotel. Central Park is across the road, with the Zoo and Wollman Memorial Rink for summer roller blading and winter ice skating. Fifth Avenue shopping is a ten minute walk and music performances can be viewed at Carnegie Hall, the Lincoln Center or the Metropolitan Opera House. Broadway and Times Square are also close by.

## Services and facilities

### Restaurants & Bars

- The development incorporates the Asiate restaurant, Mandarin Oriental Lobby Lounge and MObar

### Meetings and Conferences

- A total of 650sq.m of meeting space including 4 meeting and function rooms
- State-of-the-art audio visual capabilities.

### Health & Fitness

- The development includes a 1,350 sq.m Spa and a high performance fitness center including a 25 metre naturally lit indoor lap pool.

## Mix of uses

The total floor area of the Time Warner centre totals 260,000 m<sup>2</sup> and comprises of offices, residential apartments, the Mandarin Oriental hotel and retail shops. The Shops at Columbus Circle is an high quality shopping mall located in a curving arcade at the base of the development, with a large Food Market grocery store in the basement level. The complex is also home to a 1,200 seat theater for Jazz at Lincoln Center as well as CNN studios.

## Relevance to 33 Cross Street, Double Bay

The Mandarin Oriental has a similar mix of uses to the proposed development. The New York development is substantiailly larger in scale than the proposal. The relevance is to illustrate how popular and accepted the hotel, hotel residences with retail mix model is in other parts of the world to illustrate the global trend and confidence in the mixed use hotel model.