



iceni

A new 124-bedroom hotel

Watford Junction, Bridle Path, Watford, WD17 1UE

Drax Investments on behalf of Whitbread (the owners of the Premier Inn)

ICENI PROJECTS – CASE STUDY

A new 8-storey, 124 bedroom hotel just a stone's throw from Watford Junction station.

Iceni Projects was instructed by Drax Investments Limited to apply for a detailed planning application for a 124-bedroom hotel on behalf of the Whitbread (the owners for the Premier Inn) in Watford town centre.

The site was allocated for office-led employment uses; however, Iceni Projects successfully made the case that with Watford's ambitious growth plans of delivering at least 7,000 new jobs by 2031 there was an unmet need for additional hotel beds. Iceni emphasised that Watford was becoming a destination in its own right; with Harry Potter World, a Premiership football club, and wide retail offer.

Notwithstanding the above, this existing garage site did have constraints, including right-to-light; overlooking; and access. The proposals were within close proximity of a listed building; the building will also appear within local strategic views. As such heritage and townscape were important factor.

The application received unanimous support from Members in November 2016 and, when constructed, will provide the Premier Inn with a strong footing in Watford as well as creating approximately 40 full-time jobs. Iceni advised on planning and heritage.

5 interesting facts about the project

1: HQ PRESENCE

Watford is home to a large number of head offices, including: JD Wetherspoon; Camelot Group; Mothercare; Bathstore, and Caversham Finance. Watford is also the UK base for various multinationals including Hilton Worldwide; Total Oil; TK Maxx, Costco, and Warner Bros.

2: NEARBY FILM STUDIOS

Warner Bros. Studios, Leavesden is one of only a few places in the United Kingdom where large scale film productions can be made. The studios contain approximately 50,000 m² (538,196 sq ft) of flexible space which includes stage space, one of the largest filtered and heated stage-based water tanks in Europe, production office space, workshops and support buildings

3: EXCELLENT CONNECTIVITY

Watford Junction is just 14 minutes from London Euston station with approximately six trains per hour.

4: EXTENSION TO THE METROPOLITAN LINE

The extension will divert Metropolitan Line trains to serve the existing Watford Junction and Watford High Street stations.

5: ...DON'T FORGET HARRY POTTER

One of the main attractions in the area is the Warner Bros Studio Tour - The Making of Harry Potter, which when opened in 2012 created 300 new jobs in the local area and now receives over 6,000 visitors a day.

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

www.iceniprojects.com | [in](#) iceni-projects | [t](#) iceniprojects | [@](#) iceniprojects