

# ABode Hotel Salisbury 4\*

PROJECT PROFILE



Client Abode Hotels  
Location Salisbury, UK  
Size / Cost 50 bedrooms / £7.5 Million  
Team Structures - SKM Anthony Hunts  
MEP - John Dallimore & Partners  
Cost - Davis Langdon  
Planning - Studio Atkins



Hotelier Andrew Brownsword and Michelin star chef Michael Caines joined forces in 2007 and commissioned Consarc to design a new 50 bedroom boutique ABode Hotel with a restaurant in Salisbury. The proposed site, located within a conservation area, involved a row of four buildings including a Grade 2 Listed post office and a Grade 2\* Listed Georgian building. We worked closely with both English Heritage and the client in the course of the scheme design to ensure the proportions and materiality were sensitive to the site whilst maximising the value to the client and enhancing the Hotel brand.

However, as a result of the success of the first proposal, the client approached us again in 2009. Full Planning was gained for an altered scheme, with 42 bedrooms, responding to the client's revised needs.

**“Working closely with the client we have advised them on ways of pushing their brand further, updating their offer to be more contemporary and stylish and improve their operations and management.”**

Liz Pickard, Director, Consarc Architects

The proposal involved relocating the post office in order to convert the two listed buildings and replace the two adjoining dilapidated buildings with a new build, linking the listed buildings with a new in-fill building fronted by the retained facade. The gourmet restaurant occupied the key location on the corner, on the ground floor of the former post office. The new link also provided retail space at ground level to create active frontage.

The development of numerous physical models and visualizations of the evolving proposal significantly helped in discussions with the Local Authority Conservation Officers. Full Planning and Listed Building consent was gained in late 2007. Then, the project was put on hold.

## Revised Scheme

In 2015, we were asked to revisit the site once again and complete a feasibility study for a reduced scheme involving the listed post office, the adjoining Georgian listed building and retaining the old stable building previously marked for demolition. Careful analysis of the existing buildings allowed us to link the three buildings internally in order to provide a 36-bedroom hotel with a restaurant and bar. Due to the financial recession, the project was never realised. However the numerous successful planning proposals are testament to our expertise of designing within conversion and heritage contexts.

Lead Consultancy  
Specialist Planning

ARCHITECTURE