

welcome

to the first community exhibition event on the future of Nobel House

Criterion Capital have arranged this drop-in event to provide residents and the local community with an opportunity to meet the project team and provide their thoughts on our vision to transform the site into a new hotel. Our proposals will result in the best use of an end-of-life building, ensuring the preservation of its heritage assets and making key areas of the building available to the public for the first time in its history.

Please review the information displayed around the room and fill out a feedback form—we would love to hear your thoughts. Our expert team is here to address any queries you may have.

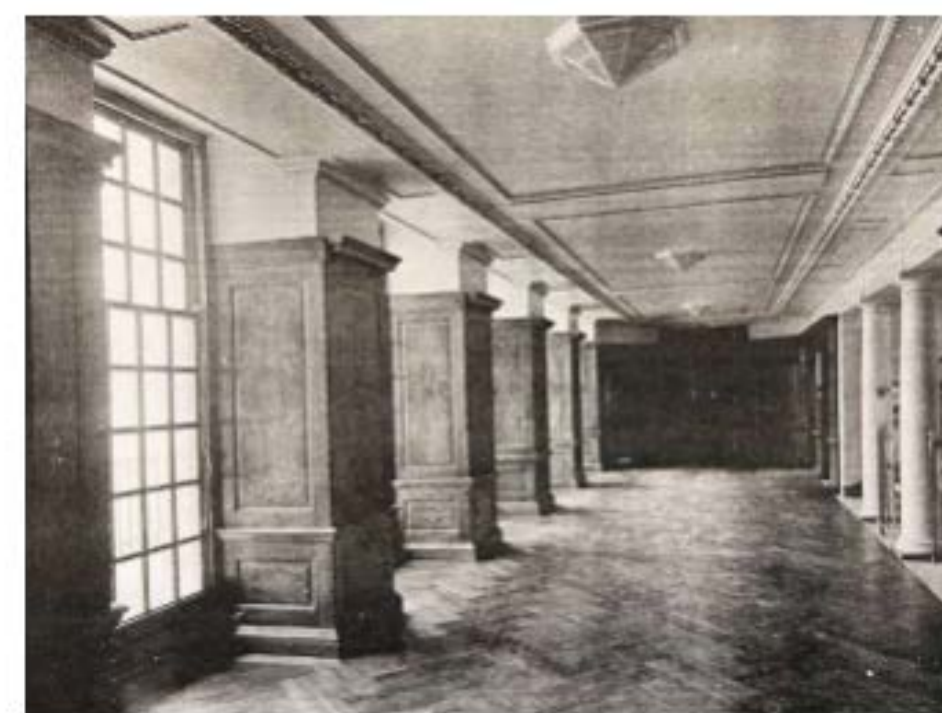
Nobel House is a Grade II listed building located between Millbank and Smith Square in the City of Westminster. It was built between 1927 and 1929 as the headquarters for Imperial Chemical Industries (ICI), and was most recently occupied by the Department for Environment, Food, and Rural Affairs (DEFRA). It has been vacant since summer 2024 as it no longer meets the requirements of a modern office, and this current status is having an adverse impact on its long-term preservation. Criterion's desire to convert the building to hotel use is borne of a clear demand for new high-quality hotels in this part of Westminster and will both ensure both the long-term survival of this stunning heritage



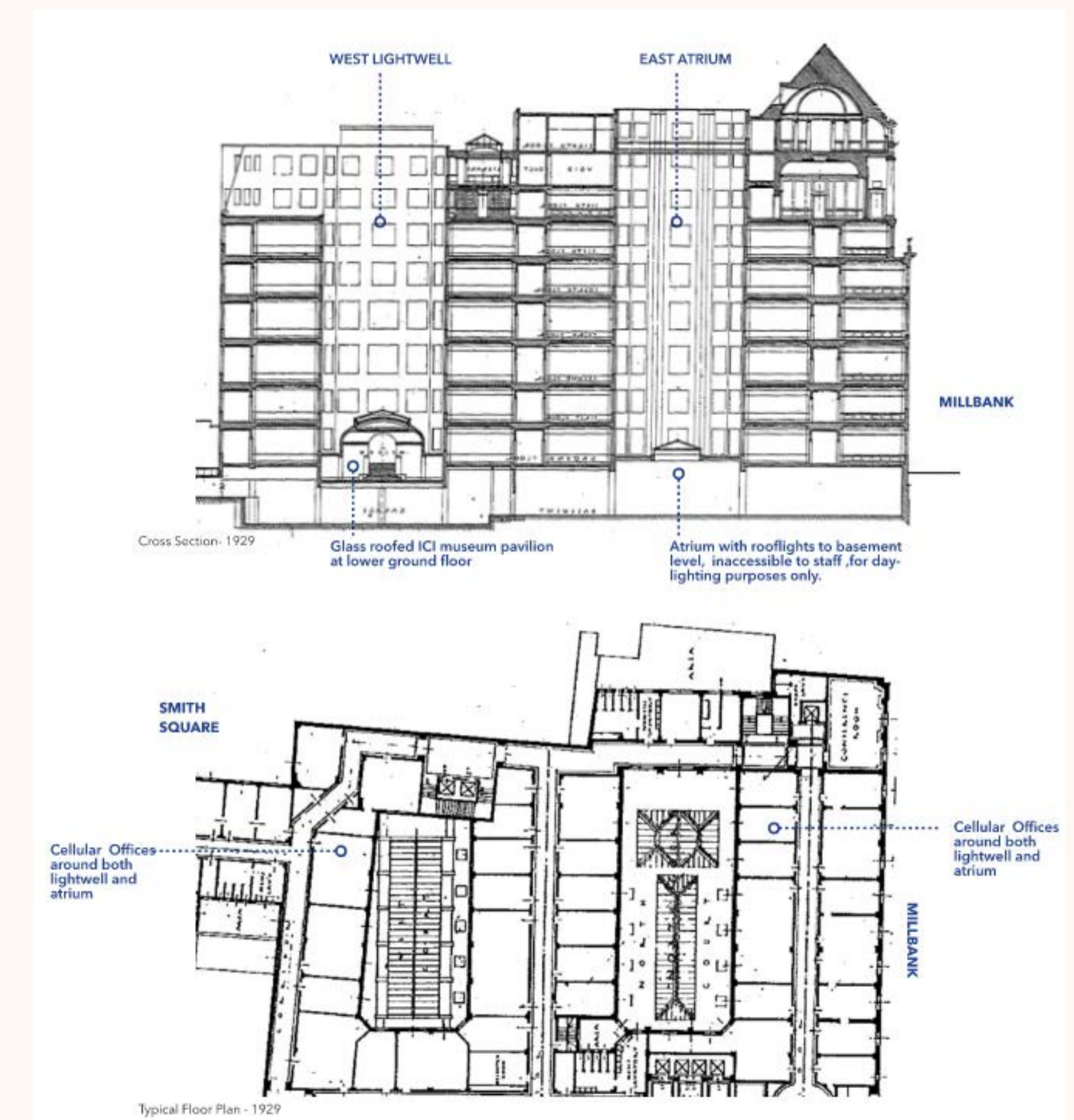
View from Millbank



Ground floor central lobby



Internal corridor



Cross Section - 1929

WEST LIGHTWELL

EAST ATRIUM

MILLBANK

SMITH SQUARE

Cellular Offices around both lightwell and atrium

Cellular Offices around both lightwell and atrium

Typical Floor Plan - 1929

about the developer

Criterion Capital

We are a forward-thinking real estate owner, developer and platform operator that uses decades of industry experience to transform obsolete buildings into high-value, vibrant and sustainable assets. At our core we are a family business committed to challenging industry norms with innovative design that contributes to long-term economic growth and community development. Our portfolio stretches across London and as far afield as Edinburgh, and we have a track-record in successfully delivering and operating hotels, residential and commercial properties.

**Ward member
presentation
image?**

zedwell hotel

Our hotel rooms

zedwell was conceived to provide well-designed, sleep-focused accommodation in prime city locations. To minimise outside disruption and focus on sleep, zedwell's soundproofed Cocoons are designed without windows or traditional hotel amenities such as TVs or telephones. The acoustic properties of the walls and doors are built to a far higher standard than standard hotel rooms.

The first zedwell opened in 2020 in Piccadilly Circus, London and since then it has pioneered a new hotel typology, allowing end-of-life buildings to be efficiently reused, striking a chord with travellers who prioritise a good night's sleep in addition to a great location.

- The rooms are designed without distraction such as TVs and telephones.
- Class-leading sound insulation to ensure that guests get an uninterrupted night's sleep.
- High footfall, city centre, iconic locations.
- Innovative Self-Check-in and Checkout technology.
- Cocoons rooms have beds enveloped with timber, featuring high quality Hypnos mattresses and carefully considered lighting and temperature controls.
- Next-gen keyless entry system with a 24-hour manned reception.
- AI-led guest communication.
- Sustainable material palette.
- Soundproof, windowless design ensuring maximum energy efficiency

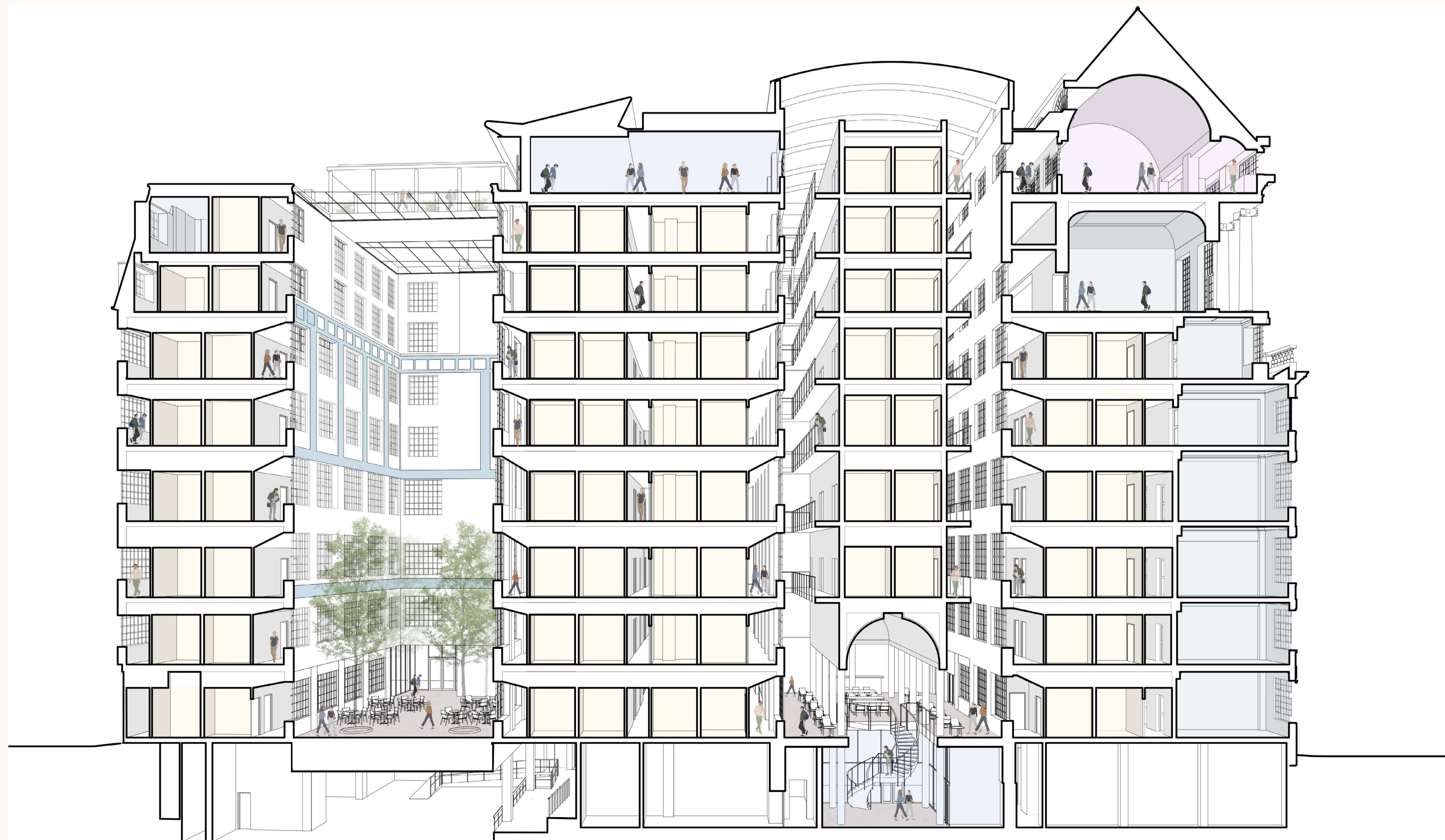


design direction

Our vision for Nobel House

We are a forward-thinking real estate owner, developer and platform operator that uses decades of industry experience to transform obsolete buildings into high-value, vibrant and sustainable assets with a long-term future.

At our core we are a family business committed to challenging industry norms with innovative design that contributes to long-term economic growth and community development. Our portfolio stretches across London and as far afield as Edinburgh, and we have a track-record in successfully delivering and operating hotels, residential and commercial properties.



Sustainability zedwell practises a retrofit-not-demolition policy, a strategy that aligns with Westminster City Council's priorities. Zedwell is guided by sustainable design principles to improve the building's environmental performance, helping to mitigate the effects of climate change over its lifespan.



Heritage All additions and repairs associated with the transformation of Nobel House will be both sympathetic and in line with the heritage practices applicable to a Grade II listed building.



New Public Spaces We aim to enable public access to the building for the first time in its lifespan by repurposing the two existing atriums into spaces made available the public and local community. We will work with local stakeholders to determine how these spaces could function.



Creating a Memorable Stay We focus on simplicity and comfort, ensuring each guest enjoys restful sleep in our thoughtfully designed Cocoons. Our public areas are designed to create calming and pleasurable spaces for guests and local community.

amenity spaces

Our proposals will include ancillary facilities which will be available to the public and local community for the first time

Atriums The proposals will repurpose the two existing atriums into spaces which will be made available to the public and local community for the first time since it was built. These will offer amenities such as meeting spaces, a café or an indoor garden. The exact uses of these spaces are still being con-

Rooftop Amenity Space We are proposing to adapt the former canteen and kitchen space on the top floor into a guest amenity and events space, which would be available for public hire. The detailed design of this space will be mindful of concerns regarding overlooking and privacy concerns for neighbouring properties.



Existing Condition



Key Plan



where next?

Your feedback will help shape the future of Nobel House

We are delighted to be sharing our initial proposals with you

We are still in the early stages of the design process, but we would value your feedback on the initial proposals. This will help us as we develop our ideas further and we intend to return with a more detailed presentation at our next consultation later this spring.

Further feedback will be used to develop our final planning application submission later in the summer.

We will continue to engage with the public on these proposals. You can sign up to our mailing list to keep up to date with the project.

Thank you for attending our event.

- February 2025- Community drop-in event
- April 2025- Detailed design public exhibition
- May 2025- Planning application submission
- September 2025- Expected planning committee
- January 2026- Commencement of works on site
- January 2028- Begin operational use

