

Frommer's



Frommer's Checks In: Z Hotel Soho

Posted by Fiona Quinn at 1/27/2012 5:08 AM EST

Budget chic in the West End

Situated slap bang in the middle of London's Theatreland, and currently next to the giant shiny yellow and red umbrellas of *Singin' in the Rain* at the grand Palace Theatre, the Z Hotel Soho is in a really plum location. So what more could you ask for?

Well add to the location, you have a chic style that oozes a soft sophistication with dark and pale wood veneers, white bedlinen, and frosted glass bathroom units with walk-in showers. What's even better is that all this comes at an affordable price. The converted rooms in the twelve adjoining townhouses cost from £85 for a single and up to £110 for a queen room for the night (not one room is the same), and all amenities are included -- clean towels, smart Thierry Mugler toiletries and hairdryers all part of the price.



There are single rooms with double beds whose tiny frosted windows face into the courtyard, and slightly larger queen-size rooms with windows looking out towards the Spice of Life pub (an old student haunt of mine). All beds are fixed against one wall so mobility issues might be a problem - there are however a number of rooms for less able guests.



On warm summer nights you can eat in the outdoor courtyard, or take to the roof to glimpse London Mary Poppins style. Apparently up here was the perfect place to watch London's New Year's Eve fireworks. Downstairs, the hotel's café/bar resembles a trendy coffee shop and stays open 24 hours for guests, providing a sensibly concise snack menu and serving drinks to late arrivals or night owls. Breakfast croissants are delivered fresh around 6:30am and although it's not included in your price, it's a good way to start a day of sightseeing.

The great thing about the Z Soho is that you don't need to schlep out to the edge of the city for cheap lodgings and can wander back to your hotel after a night out. For shoppers, clubbers, theatregoers you're steps away from everything: on the edge of Soho's restaurants, over the road from Chinatown and the cinemas of Leicester Square, and opposite the trendy vintage shops and boutiques of Monmouth Street and the Seven Dials area, next to Covent Garden. Obviously being in such a prime part of London and on a fairly busy intersection of Charing Cross Road and Shaftesbury Avenue at Cambridge Circus does bring the hum of city traffic, so if you're a light sleeper, bring earplugs.

The one thing that I found hard (literally) was the mattress. All handmade in Devon, they would be perfect if you have a bad back, but I like to sink in a little, so I found it difficult to get comfortable despite the fluffy feather pillows and 100% wool duvet. Fortunately the large shiny new plasma screens in the wall at the end of the bed kept me distracted as I flicked through all of the Sky TV channels.

The whole hotel also provides free Wi-Fi and there's no need for a password. Other room amenities include both UK and European plug sockets, an iPod charger, bottle of water, and a kettle with coffees, teas and hot chocolate. There's no storage or wardrobe but you can ask for more hangers if you haven't enough.

This place is all about location though so it's probably best to book well in advance. Saying that however, there were a couple of rooms free last Saturday night so you never know.

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