

Design Opportunities

Adaptive Reuse:
Transforming the old building, retaining a more domestic character and feel

Historical Value:
Re-purposing of 14 Bedford Row will allow for the preservation of the listed building

Support Local Business:
The buildings will deliver increased spend to support surrounding businesses

Rationalise Servicing:
The buildings will be serviced from Jockey's Field

Consolidate Plant:
Tying up existing plant supports, enhancement to the roof space and the opportunity to implement green roofs

Labels on map: residential neighbours, grade II listed, commercial neighbours, respect residential amenity, residential parking, service route, Bloomsbury conservation area

14 Bedford Row

Establishing Best Practice in Hybrid Hospitality

Our proposals for 14 Bedford Row will meet critical demand for high-quality visitor accommodation within the Central Activities Zone, providing new serviced apartments within a wellness-centric design aimed at the business traveller.

Community Connection
Communal spaces that are designed to foster a strong sense of community and social interaction

A comforting environment
We have seen a rise in consumer expectations in the quality, feel and experience of apart-hotels post Covid

Wellness Designed
A wellness-led design strategy which maximises comfort, natural light and outdoor space

14 Bedford Row

Sustainability and Urban Greening

At present, 14 Bedford Row has significantly poor energy performance with an EPC rating of D. Our refurbishment presents an exciting opportunity to secure the long-term future of the building with enhanced carbon efficiency and urban greening to promote biodiversity throughout.

The proposals will also provide a model of sustainable development in retaining and reusing the existing building fabric.

Energy Efficiency
Sedum roofs provide additional insulation, helping to regulate the temperature inside buildings. Sedum roofs also absorb rainwater, reducing the risk of flooding and helping to manage stormwater runoff

Wildlife Corridors
The new green spaces act as wildlife corridors, attracting native species which are beneficial for pollinators such as bees

Biodiversity Support
Planting a variety of native plants on the roof terrace can create habitats for insects, birds and other small wildlife

Sustainability Targets
Through a commitment to materially enhance the fabric of the building, and in working towards tangible sustainability targets, the proposals will deliver significant energy efficiencies on a long-term basis

Aesthetic & Psychological Benefits
By removing the plant on top of the link building and replacing it with a roof terrace, the site will accommodate a sizeable green space which will offer benefits both to visitors and for neighbours, with the visual aesthetic much improved

14 Bedford Row

Protecting Residential Amenity

Protecting residential amenity throughout construction and operation has been central to our proposals for 14 Bedford Row.

The RetrofitFirst design approach will minimise the disruption associated with construction, with a focus on internal refurbishment and all works completed to a clear construction timescale. All contractors will be procured via the Considerate Constructors scheme, with works aligning with LB Camden's core hours. A Construction Environmental Management Plan will also be submitted alongside any future planning application.

The professional team has prioritised design solutions which protect the privacy of neighbouring residents and minimise direct views from and into neighbouring windows. The apartment will primarily cater for a business traveller demographic. Ensuring a tranquil environment for guests, as well as neighbours, is key to the business model.



14 Bedford Row

Access and Servicing

Servicing Strategy

Servicing for the site will be undertaken via Jockey's Fields to the rear of the development. Vehicles will enter from Bedford Row and exit onto the A401 Theobalds Road.

Due to the width of Jockey's Fields the refuse collection vehicle will be no bigger than 6 metres in length.

Delivery Vehicles

Deliveries for the development will predominantly take place to the rear along Jockey's Fields.

Cycle Storage

Cycle parking for the development will be located on the ground floor to the rear of the development with access via Jockey's Fields.

- Cycle storage will be covered and secured via locks.
- The number of long-term spaces will adhere to standards.
- Short term cycle parking is currently located to the front of the site along Bedford Row.



14 Bedford Row

Key Benefits

- 1 Supporting the wider business function of the area through increased expenditure in the surrounding economy
- 2 Supporting a unique character and mix of uses within the area, promoting and enhancing tourism
- 3 Employment opportunities – construction jobs. Apprenticeships and daily operations of the building
- 4 Bringing the building back to life through a careful restoration, without any extensions
- 5 Grade II Listed Building brought back into use with substantial investment, ensuring its long-term viable use
- 6 Introduction of a more appropriate domestic character to 14 Bedford Row
- 7 Preventing a valuable asset from becoming "stranded"



14 Bedford Row

Economic Context

Changing working patterns in a post-Covid era have led to a significant oversupply of office space in London. The Borough of Camden has been hit especially hard, with vacancy rates in 2024 more than double what they were a decade ago. Increasingly, redundant office buildings like 14 Bedford Row are being adapted to support new economic uses, to help London thrive as a centre of commerce and culture.

14 Bedford Row is comprised of 16,100 sq ft of office space. It has been vacant for two and half years, having been the subject of a prolonged leasing campaign led by global property agency CBRE. Despite the space being offered on comparatively attractive rental terms, none of the occupiers that made enquiries were willing to lease space in the building, citing low environmental performance, awkward floor layouts and the poor quality of internal space.

LB Camden's Local Plan encourages the provision of tourist accommodation in the Holborn area to meet established local demand, and to support the borough's economic growth. True North is proposing the sensitive restoration and repositioning of 14 Bedford Row into a high-quality apart-hotel, putting sustainability and heritage at the forefront of its business plan to secure a viable future for the property.



14 Bedford Row

Timeline & Next Steps



14 Bedford Row

Have Your Say

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