

# 14 BEDFORD ROW & 12-14 JOCKEY'S FIELDS

WC1R 4ED, LONDON

Design and Access Statement

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A heritage-led repositioning in the heart of Georgian London.

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# 1.0 INTRODUCTION



# 1.1 SUMMARY

This design and access statement is prepared by White Red Architects to support the planning application for 14 Bedford Row and 12-14 Jockey’s Field. A new aparthotel with 65 high quality rooms , indoor and outdoor amenity, in the heart of Bloomsbury, to cater for business travellers (including legal practitioners), tourists, and academic visitors.

This full planning application follows two pre application submissions in January 2024 and March 2024.

The previous occupier, the Chartered Institute of Physiotherapy (CSP), vacated the site at the start of the first Covid lockdown in 2020 to seek more appropriate office premises. Since August 2021 CBRE have been running a marketing campaign for prospective tenants to lease the buildings but this has been unsuccessful and the buildings have remained unoccupied since 2020

This document seeks to provide insight into the buildings’ rather unique history including that of the Grade II listed 14 Bedford Row, which was demolished and rebuilt in the middle of the 20th Century to fit into the existing Georgian terrace. The proposals for this site are to sensitively transform a collection of dated unoccupied office buildings into a new apart-hotel that offers high quality visitor accommodation for LB Camden in the heart of the Central Activity Zone.





# 1.2 TRUE NORTH MANAGEMENT

True North Management is a purpose-led investment and management company with a passion for creating quality spaces that enable mindfulness for people on the go.

Its founding team, led by CEO Jill Ju, has deep sector knowledge, and is dedicated to making a lasting positive impact on London’s built environment.

Between them, the True North team has been responsible for delivering and operating dozens of exceptional projects across the hospitality, workspace, student and residential sectors. With each project comes an unwavering commitment to sustainability and inclusivity.



Vernon House - Primrose Hill



Blenheim Terrace



Holm Wimbledon Park



# 1.3 WHITE RED ARCHITECTS

Founded by Dicky Lewis, Joe Haire and Jesus Jimenez, the practice is built upon the values of innovation, collaboration and entrepreneurship. The practice delivers architecture, interior design and urban design.

White Red believe in focusing on the correct architectural response to the context, use and surroundings.

Some of our relevant experience within the London Borough of Camden can be seen to the right.



Heal & Son Tottenham Court Road



Whitfield Street - Virgin HQ



Francis Gardner Apartments West Hampstead



## 2.0 SITE AND CONTEXT