

Regeneration Statement:
13 Britannia Street and 146-146A Wicklow Street

On behalf of Raag St Pancras Ltd

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1 Introduction

1.1 This Statement has been prepared by Gerald Eve to accompany the planning application that is being submitted to develop 13 Britannia Street and 146-146A Wicklow Street to provide market and affordable housing and a hotel. This statement addresses the issues set out by the Council as constituting Regeneration matters:

- details of the relative floor space totals for each proposed use (where known)
- details of any new jobs that might be created or supported by the proposed development
- details of any intended community benefits that the proposed development will bring
- references to any regeneration strategies that might lie behind or support the proposed development

2 Details of the proposal

2.1 The breakdown of the development floor space is as set out below:

Hotel Rooms

Level	Bedrooms		
Standard	Accessible	Total	
+0	18	0	18
+1	24	3	27
+2	20	1	21
+3	20	1	21
+4	20	1	21
+5	13	0	13
Total	115	6	121

Residential Rooms

4No. One bed, 2 person Units
 4No. Two bed, 4 person Units
 5No. Two bed, 3 person Units

SITE
AREA: 1022m² (11000 sq ft)

Floor Areas

Gross Areas: Scheme 5 (Pre-Application)		
Level	Hotel Area (m ²)	Residential Area (m ²)
+0	503	330
+1	487	423
+2	397	200
+3	397	100
+4	397	100
+5	239	104
Total	2420	1257

Hotel to Residential Split - 34%

3 Job creation

- 3.1 The proposed hotel will result in a beneficial local economic impact in terms of construction and construction related jobs.
- 3.2 The construction work to the hotel would employ an average of circa 70 persons over a circa 24 week period.
- 3.3 Once developed the hotel would provide 18 full-time equivalent (FTE) posts and add to the range of permanent full time and part time jobs, which would be available to local people.
- 3.4 Businesses within the local area have benefited from introduction of Tune hotels. A good quality, affordable and accessible hotel encourages people into an area where they will use local facilities and amenities. Value hotels, which do not include supporting services such as bars / restaurants etc. normally result in a much higher local spend than full service hotels. This situation has been evidenced for Tune Hotels' existing operations, where nearby shops, restaurants and bars have experienced an upsurge in trading since the opening of a Tune Hotel.
- 3.5 There is clear evidence of positive knock-on effect on trading for local businesses as a result of guests at Tune Hotels requiring goods and services off site as these are not provided in the hotel.
- 3.6 A survey of local businesses following the opening of the first Tune hotel in Lambeth identified that the introduction of the hotels has resulted in increased trading for local businesses, with a number employing additional staff to respond to this.

4 Benefits

- 4.1 Regeneration – The proposal will make a positive contribution to the character and appearance of the immediate surroundings including the King's Cross St Pancras Conservation Area;
- 4.2 Hotel use – The provision of a significant and appropriate new hotel development located within the CAZ, (an appropriate location for a hotel development), will contribute to London's stock of visitor accommodation and support its role as a key tourist destination;
- 4.3 Employment - The new hotel will create employment opportunities for local people at a variety of levels
- 4.4 Housing - The creation of new dwellings, including affordable housing on-site will provide new accommodation, to help meet the Borough's housing needs
- 4.5 Sustainability - the proposed hotel will meet the BREEAM "very good" standard and the residential dwellings will meet Code for Sustainable Homes "Level 3".

5 Strategies for Regeneration

- 5.1 The Planning Statement sets out the relevant planning policy in respect of this proposal. Within these policies there are the reoccurring themes of growth, the provision of employment opportunities and the provision of new housing, both market and affordable housing. This proposal fully accords with these policies and will add significantly to the long awaited regeneration of this area.
- 5.2 Previous proposals to develop this site have failed, notwithstanding the grant and renewal of planning permission. This has been because of the underlying difficulties with viability associated with the particular complexities of the construction works and the uncertainty which results.

6 Conclusion

6.1 Having regard to the above, the following conclusions have been reached.

- (i) This proposal will provide a vibrant mix of uses, a significant number of jobs and housing where currently none exist, on a site which has been blighted for development.
- (ii) Significant regeneration benefits will be provided as a result of this development.