

100 SOUTHAMPTON ROW

SUPPORTING STATEMENT

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Prepared by:

Mida Architecture

On behalf of:

Lapid Developments Ltd



1.0 INTRODUCTION

This Supporting Statement has been prepared by Mida Architecture Ltd in support of the full planning application and change of use application for the partial conversion of an existing commercial property to 1.no duplex residential unit at 100 Southampton Row, London, WC1B 4BB

The statement is to be read in conjunction with the following documents:

- Location Plan
- Existing and Proposed Drawings



2.0 SITE CONTEXT

100 Southampton Row sits in the London Borough of Camden, within the Bloomsbury Conservation Area and the Holborn Growth Area.

Southampton Row (A4200) is a key north-south route through the borough, and is a major linear urban space. The site sits a short walk away from Holborn and Russell Square Stations, and is on several bus routes.

The entire site is occupied by the existing 100-112 Southampton Row buildings which serve as retail units on the ground level with residential units on the levels above and on the lower ground level. Primary access to 100 Southampton Row, the application site is from Southampton Row, with secondary access to the lower ground level from a communal entrance point on Southampton Row.

The site has a PTAL rating of 6b, and is well served by public transport.

3.0 PROPOSAL

- 3.1** This statement is prepared in support of the Full Planning Application for the partial conversion of an existing commercial property to 1.no duplex residential unit at 100 Southampton Row.

The application will repurpose the basement, which serves as a store to the ground floor retail unit and part of the ground floor to provide a new, self contained, once bedroom duplex apartment.

Consideration has been made to Core Strategy Policy CS14 which states that “the Council will require development to be of the highest standard of design that respects local context and character”.

The proposed residential units comply with the London Plan’s minimum space standards and The Nationally Described Space Standards. The proposed residential unit has a GIA of 71 sqm, complying with the minimum requirement of 58 sqm for one bed, two person flats across two levels.

The unit will benefit from a courtyard terrace at lower ground level and a large glazed opening at ground level, providing good quality light to the bedroom and living spaces. At ground level generous private amenity space is provided at the back of the property.

It is considered that the proposed scheme meets the requirements set out in CS6 (Providing Quality Homes) of Camden’s Core Strategy as well as the requirements of DP5 of the LDF.

3.2

CURRENT PLANNING STATUS

The current use of the buildings at 100 Southampton-Row is A1 Retail.

A similar application (ref. 2004/0563/P) was granted in March 2005, and implemented shortly after.

Existing Schedule of Areas			
	Use	Area sqm	Area Sqft
Level OO			
	Retail Use	97.1	1,045.1
	Store	26.2	282.0
Basement			
	Store	36.2	389.6
TOTAL		159.5	1,716.7

Existing Area by Use		
	Area sqm	Area Sqft
Retail Use	97.1	1045.1
Store	62.4	671.6
TOTAL	159.5	1,716.7

Proposed Schedule of Areas			
	Use	Area sqm	Area Sqft
Level OO			
	Retail Use	58.9	633.9
	Residential	33.6	361.6
Basement			
	Store	37.5	403.6
TOTAL		130.0	1,399.3

Proposed Area by Use		
	Area sqm	Area Sqft
Retail Use	58.9	633.9
Residential *	71.1	765.4
TOTAL	130.0	1,399.3

* An additional 25 sqm of private amenity space to be provided at the rear.

4.0 PLANNING POLICY

Camden's Core Strategy policy CS6 (Providing Quality Homes) states that the Council will aim to make full use of Camden's capacity for housing by "maximising the supply of additional housing to meet or exceed Camden's target of 8,925 homes from 2010 to 2025, including 6,550 self-contained homes". Furthermore, it refers to housing as "the priority land-use of Camden's Local Development Framework". Consideration should also be given to Development Management policy DP2 of the LDF which states that "the Council will seek to maximise the supply of additional homes in the borough".

The proposed partial conversion of the existing A1 unit to one self-contained flat (C3 use) will therefore make a positive net contribution to the Council's housing target in line with Policy CS6 and reflects the priority land use within the borough.

There is also a precedent for conversion into lower ground floor flats at this location, with a similar change of use gaining consent and implemented in 2005.

Policies CS7 (Promoting Camden's centres and shops) and DP10 (Helping and promoting small and independent shops) of Camden's Local Development Framework (LDF) seeks to promote, protect and enhance centres throughout the borough and protect shops outside centres.

Given the impact of covid on retail performances across this retail parade and the broader area it is considered that a reduced size retail unit will attract local SME's into the area looking for good value retail units in central locations.

It is therefore considered acceptable in planning terms to convert the ground floor of the property into a residential use on the site should be seen as a greater asset to the community than the existing retail unit.



Lower Ground Courtyard



Interior View of Adjoining converted lower ground flat



View towards 100 Southampton Row from rear courtyard.