



## Planning • Heritage

Specialist & Independent Advisors to the Property Industry

Mixed Use  
Student/Housing  
accommodation

### Client

UNITE GROUP PLC

### Location

Bartholomew Road, Kentish  
Town, London

### Services Provided

Planning  
Historic Buildings

### Date of Completion

2010

### Key Issues

Planning and historic building consultancy for a mixed-use student accommodation scheme.

Reduction in employment floorspace;

High density student accommodation;

Conservation Area;

Constrained, inner city site;

Significant local opposition including John Snow.

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Through detailed negotiation with the Council's Planning and Urban Design Officers and adjacent landowners, CgMs, working with Jestico & Whiles, achieved consent for the demolition of the existing office building at the site and the erection of a contemporary 5 storey building. Key elements of the scheme included:

- a 75% reduction in employment floorspace despite the limited marketing of the site;
- a high density scheme which fits sensitively in a residential neighbourhood;
- 100% studios and no affordable provision.

Despite vociferous opposition from the neighbouring residents the scheme was unanimously supported by the Council's Members at its first planning committee.