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Woods Bagot Propose Major Mixed-Use Scheme for Mid-town

London architectural firm Woods Bagot has developed a proposal for a dramatic mixed-use redevelopment of the Central Saint Martins campus at Southampton Row. Undertaken on behalf of the University of Arts, London (UAL) and Drivers Jonas, the design makes a virtue of the site's Grade II* listed buildings. The study proposal resolves the current site and layout, and proposes contemporary development with office, residential and a luxury hotel.

The listed building completed in 1907, it was designed under the supervision of W.R. Lethaby, as the Central School of Arts and Crafts. The proposal would see the Lethaby Building become the very heart of the new development that re-habilitates the listed building as a luxury hotel.

“This design is about linking spaces and making connections beyond the site itself,” said Rob Steul, Principal at Woods Bagot. “It’s about the City meeting the West End; a site-appropriate mix of residential, hotel, and commercial; and the relationship between a refurbished Grade II* listed building and a slim, restrained, and modern landmark development.”

“We are excited about the proposal and would love to see the site developed to its absolute fullest potential.”

The proposal restores the historic street pattern, creating a new public space “urban room” which provides accessibility and permeability at pedestrian level that connects with both Red Lion Square and Bedford Square.

“Mid-Town is the best possible place for a mixed-use development,” said Managing Director of Woods Bagot, Europe, Stephan Reinke. “The corridor between Theobald’s Road and Strand is where the West End and the City, and their respective interests meet.



“Southampton Row in particular has excellent transport links both East and West, so it’s vital that it serves the needs of both the City and the West End. Woods Bagot envisions this as a signature development, showing just how mixed-use can really maximise the potential of a site, whilst also being architectural significant and participating in urban regeneration.”

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About Woods Bagot

International design practice, **Woods Bagot** provides its clients with innovative design solutions that are both functional and inspiring. This is demonstrated by the successful delivery of a range of high profile projects within the commercial workplace, hospitality, mixed-use, education and science sectors.

Established in 2001, Woods Bagot’s London studio has a dynamic team of 85 professionals. Since its inception, its young, integrated team has developed a diverse portfolio of significant projects including:

- Piccadilly Tower, Manchester
- Liverpool Central Village
- Multiplex headquarters, London

- Rolls building, London
- Eversheds LLP new London headquarters



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- Minthis Hills Resort, Cyprus
- ANZ London
- Rolls building, London
- Walkers Cayman Islands