



FOR SALE

CONSENTED CO LIVING

DEVELOPMENT SITE

Royal Crescent Road
Southampton SO14 3TT



Executive Summary

Royal Crescent Road represents an exceptional investment / development opportunity in Southampton's thriving city centre.

This consented co-living scheme delivers 397 studio units across a landmark 17-storey development, strategically positioned to capitalise on Southampton's robust demographic growth, limited BTR pipeline, and record rental expansion.

Planning Permission: 23/00649/FUL (March 2024)

Location: Royal Crescent Road, Southampton, SO14 3TT

Site Area: 0.47 hectares (1.16 acres)

Configuration: 17-storey tower, 7-storey stack, 5-storey base

Unit Count: 397 studio units

Average Unit Size: 20.6 sqm

Investment Grade: Institutional-quality BTR asset with ESG credentials



THE LOCATION

City Centre Proximity

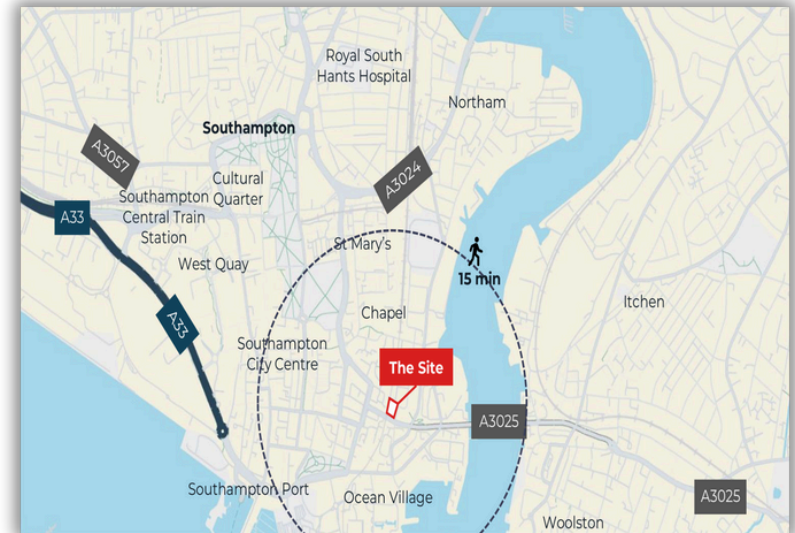
- 10-minute walk to Southampton city centre
- Direct pedestrian connection to shopping, leisure, and cultural amenities
- Immediate vicinity to Ocean Village waterfront regeneration

Transport Connectivity

- Southampton Central railway: 30-minute walk / 15-minute drive
- London: 1 hour 15 minutes via rail
- M3 motorway: immediate access linking to London, Bristol, the South Coast
- Southampton Airport: 8 minutes by train
- Comprehensive local bus network with frequent city-wide services

Neighbouring Amenity

- West Quay Shopping Centre
- Mayflower Theatre
- St Mary's Football Stadium
- Southampton University and Solent University (40,000+ students)



Why Southampton, Why Now

Demographic Tailwinds

- Population forecast to grow 19,000+ (2023-2033)
- 15-24 age demographic expanding 12.9% vs UK average of 10.7%
- 33% of local population aged 15-34 (vs 23% South East average)
- 42.1% of private renters are 18-34 years old—premium co-living target market

Economic Momentum

- Central to £3 billion Mayflower Quarter regeneration
- 40,000+ university students across Southampton and Solent universities
- Major employers including P&O Cruises, Cunard, Princess Cruises, BAE Systems, Hitachi, Airbus
- Emerging tech hub: autonomous vehicles, marine technology, cybersecurity
- Europe's leading cruise port handling 500+ annual calls
- UK's No.1 vehicle handling port driving logistics employment

Rental Market Strength

- 31% cumulative rent growth over five years
- 9.1% annual growth (last 12 months)—resilient 6% CAGR (2019-2024)
- 17.6% of population in private rental (highest in South East)
- Only 47% of renters satisfied with current landlord service—institutional BTR opportunity
- Corporate lets demand surged from 46,249 to 103,455 rooms per night (2022-2023)

Supply Constraint

- Limited BTR, PBSA, serviced apartment, and co-living pipeline
- 18,300-bed shortfall in student accommodation against demand
- Acute HMO pressure on family housing stock
- Few sites offering this scale, this close to city centre

Scheme Overview

Architecture & Design Excellence

The development has been meticulously designed to deliver institutional-grade accommodation whilst fostering authentic community.

The consented scheme comprises:

·4 Studio Types: 18.5 sqm to 27.0 sqm, optimised for tenant diversity

·Unit Breakdown:

- o Type 1 (18.5 sqm): 245 units (61.7%)
- o Type 2 (20.0 sqm): 77 units (19.4%)
- o Type 3 (24.0 sqm): 55 units (13.9%)
- o Type 4 (27.0 sqm): 20 units (5.0%)

Royal Crescent delivers 3.1 sqm internal amenity per unit (1,253 sqm total)—significantly exceeding market norms and creating genuine competitive advantage.

Shared Facilities:

- Dedicated co-working and study spaces
- Gym and fitness studio with changing facilities
- Community café (ground floor activation)
- Relaxation and entertainment spaces
- Wellness facilities
- Laundry and bike storage

Resident Terraces:

- The Glade: private resident terrace
- Amenity Roof Terrace: outdoor growing space
- South Yard: community event space (public activation)
- Chantry Road: public realm with sustainable drainage

Communal Kitchens & Living Areas: Distributed throughout the building to encourage tenant interaction and community building—the defining feature of aspirational co-living.

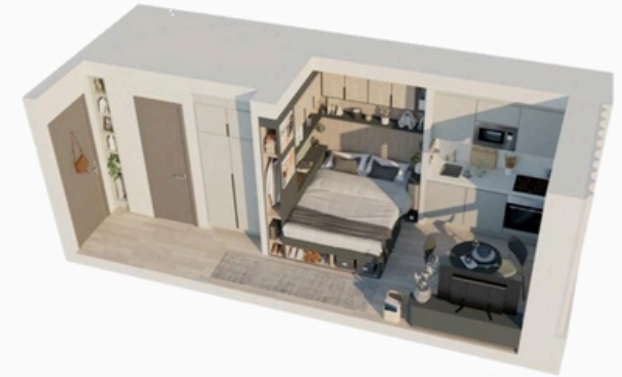
Consented Scheme

The approved scheme will introduce a diverse range of studio types, each designed to offer spacious, well-appointed living accommodation.

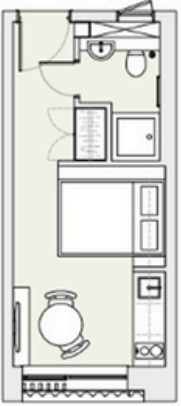
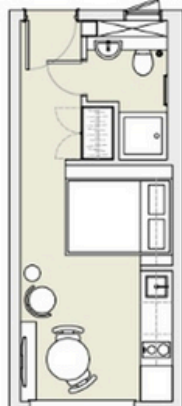

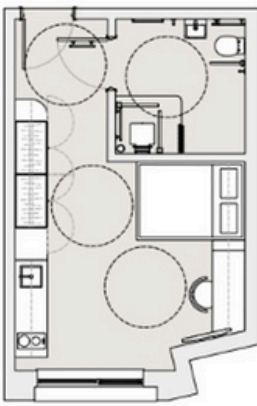
Every unit incorporates clever storage solutions to reduce clutter and thoughtfully planned kitchenette layouts to maximise functionality and comfort.

Central to the Co-Living concept are the shared amenities, including communal kitchens, lounges, and dining areas distributed throughout the development. These spaces strike a balance between privacy and social interaction, fostering a sense of community among residents.

In addition to the living and communal areas, the scheme includes practical facilities such as a dedicated laundry and secure bicycle storage.



Unit Types

Type 1 (min. 18.5 sqm)	Type 2 (min. 20.0 sqm)	Type 3 (min. 24.0 sqm)	Type 4 (min. 27.0 sqm)
			

Level 00

1. Back of house
2. Laundry
3. Work, Study, and Events Space
4. Cafe
5. Entrance and Lobby
6. Mail Room
7. Gym & Fitness Studio
8. Relaxation & Entertainment Space
9. Wellness Space
10. Staff Facilities
11. Back of House



Further Information

- Section 106 contribution: circa £1,785,000
- CIL Liability: TBC
- Viewings: Site is occupied - access strictly by appointment only
- Images: All images used are CGI for illustration only

Data room available [HERE](#) / Access code: coliving

Guide Price £8,000,000 Freehold



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