

33 – 35
JAMESTOWN
ROAD

May 2024

REGAL

WELCOME



Aerial view of 33 – 35 Jamestown Road

Regal has partnered with 4C Group to bring forward proposals for 33 – 35 Jamestown Road in Camden. Regal has appointed an ambitious and experienced team, with significant local knowledge and experience, to help revitalise this important area of Camden Town.

Regal is bringing forward a planning application for a mixed-use development that will deliver thoughtfully designed student housing, alongside new affordable homes. We are dedicated to creating a development that respects Camden Towns' character, positively impacts the local community and enhances the vibrancy of the area. Your participation and input are invaluable to us as our plans evolve.

Get involved



We are inviting members of the local community to join our public consultation on the future of the site at Jamestown Road. This is our first public consultation where we will display our emerging plans.



Email us:
info@jamestown-road.co.uk



Call us:
0800 148 8911 (freephone)



Write to us:
Freepost MEETING PLACE CONSULTATION
(no stamp required)

You can also share your views by scanning the QR code with your smartphone or visiting our website:
www.jamestown-road.co.uk



33 – 35 JAMESTOWN ROAD

For more information visit **www.jamestown-road.co.uk**

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Introducing the team

REGAL

Regal

Regal is one of the Capital's leading privately owned mixed-use developers, based in Camden. Our focus on complex urban settings has enabled us to transform London's landscape and deliver high-quality beautifully designed places for people to live, play, visit and work in. We have delivered successful projects across the Capital, from Brent to Tower Hamlets and from Barnet to Camden. We understand our city's challenges and see the opportunities – we're agile and engaged, steeped in London's history and the wants and needs of local communities.

MORRIS+COMPANY

Morris+Company

Morris+Company are a London and Copenhagen-based practice that works on housing, schools, healthcare, workplaces, tall buildings, neighbourhood masterplans, research, campaigns and much more.

The team's rich, cross-sector experience informs every stage of the project journey – connecting environmental sustainability with economic, social, and cultural resilience.

New Practice

New Practice

New Practice is a women and LGBTQ+ led architecture practice based between Glasgow and London.

We exist to develop the community, creative and cultural capacity of cities and to connect people with the decision making processes that underpin the urban experience.



Meeting Place

Meeting Place is an integrated communications agency that specialises in community engagement and the built environment. We deliver communications and public relations campaigns to create positive change for our clients and local communities.

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Understanding the site

The site is situated at 33-35 Jamestown Road with additional frontage along Arlington Road to the East, presenting a unique opportunity for redevelopment. Adjacent to the site is the historic corner building at 31 Jamestown Road, originally a public house dating back to the late 19th century, it is not included within our proposals and will be carefully considered as part of our evolving design. To the South, the site's boundary faces neighbouring buildings and rear gardens.

Encompassing 0.24 hectares, the site currently comprises a variety of structures. These include buildings ranging in height from 1-2 storeys.

Given these attributes, the site offers significant potential for redevelopment. Our objective is to sensitively integrate the local area into our proposed plans, paying homage to their historical significance while meeting contemporary needs.

Connections

The site is well connected including Regents Park and Camden Market, as well as close to several key international train stations including Euston and Kings Cross St. Pancras. The site is within the Camden Town area, with a PTAL 6a. The site is within walking distance to several popular destinations and local landmarks including the Camden Lock Market and Regent's Park.

View A

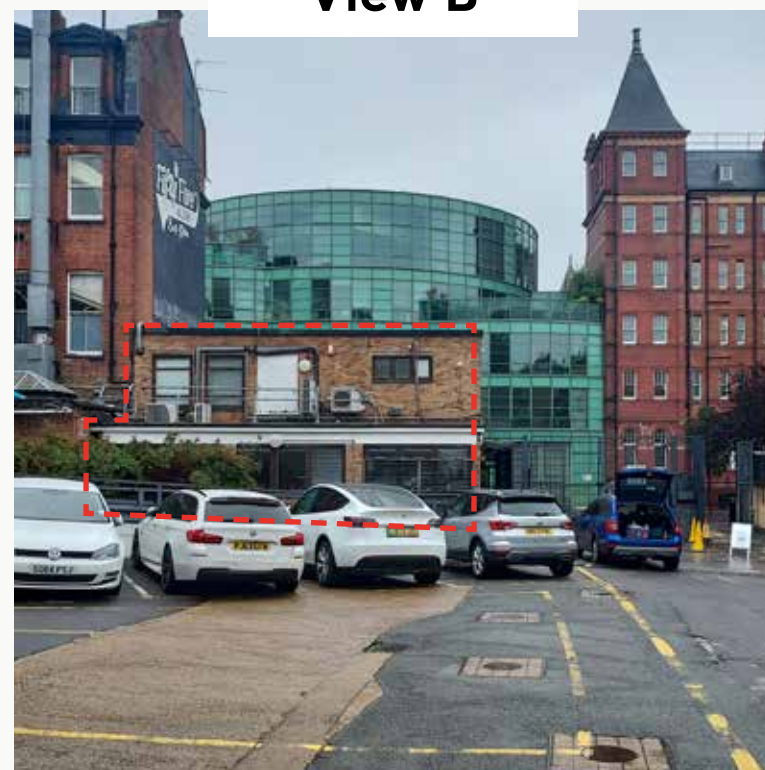


View West from
Arlington Road.



View South from
Jamestown Road.

View B



On site looking East
towards Arlington Road.



View North towards
Jamestown Road.



Key

Site
Rail

Emerging design

At Regal, we're dedicated to crafting a sustainable scheme that conscientiously responds to the distinctive context of our local area. Sustainable design takes centre stage in our approach, ensuring our development not only enhances the environment but also enriches the community.

Servicing and access

Regal's access and servicing plan for the Jamestown Road site prioritises efficiency and minimal disruption to the local area. Servicing areas are planned to manage deliveries and waste collection discreetly. Additionally, we are incorporating pedestrian pathways and cycle storage to promote sustainable transport options.

From utilising energy-efficient building materials to incorporating green spaces that promote biodiversity, every aspect of our scheme is meticulously planned to minimise environmental impact and maximise long-term sustainability.

By integrating with the local landscape and embracing innovative green technologies, our goal is to create a development that not only meets the needs of today but also safeguards the well-being of future generations.

Grade II listed local architecture



Arlington House



Gloucester Crescent

Emerging local developments



100 Chalk Farm Road



Morris & co hotel on Camden High Road

Site plan



May 2024

Sustainability and opportunities

We want to ensure that we improve the areas in which we live and work for future generations – socially, environmentally and economically.

This approach is fundamental to our design and strategy at Jamestown Road.

We are engaging with community organisations close to Jamestown Road to ensure this development will have a positive impact on those existing residents in the area.

The site in its modern day context has significantly evolved and notably increased in density along Camden High Street and Jamestown Road, with a series of contemporary additions. Notwithstanding the 19th century historical fabric that remain key influences to Camden and its townscape.

Project ambitions

High quality PBSA (purpose build student accommodation)

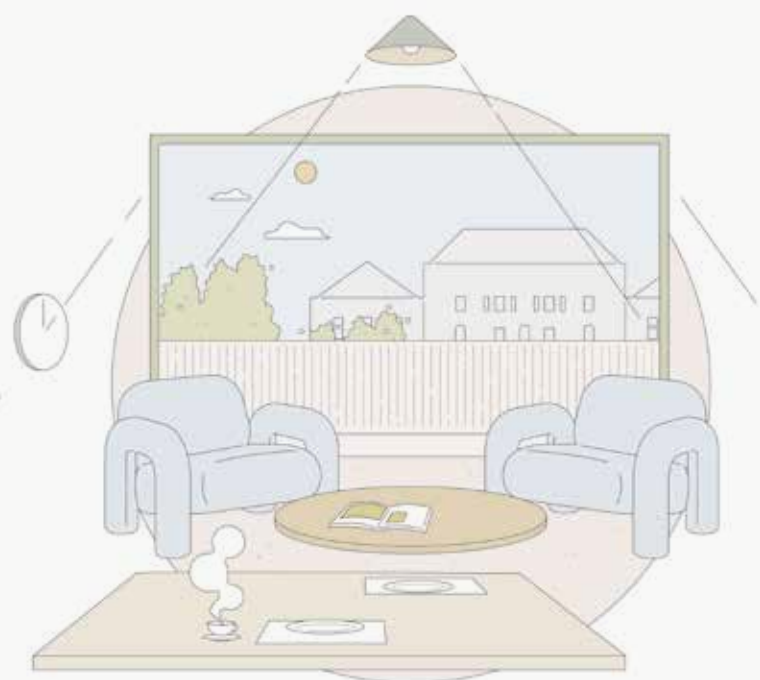
High quality Affordable Housing C3

Improved biodiversity net gain & urban greening factor

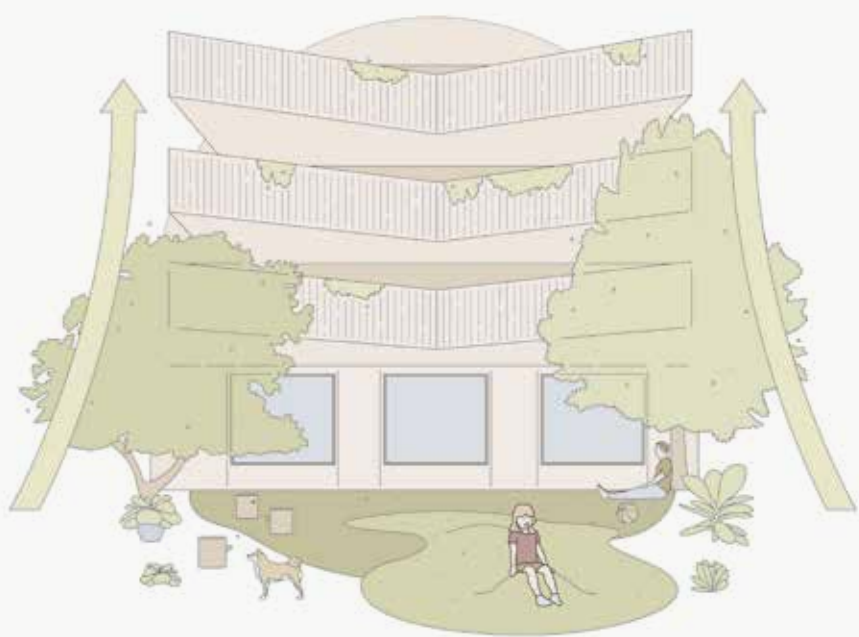
Richly contextual response to the character of Camden

Re-activation and re-purposing of currently vacant site, best practice sustainability ambitions

Two landscaped courtyards at the heart of the proposal, creating fully accessible, safe and welcoming open space.



Generous daylight spaces



Quality outdoor amenity



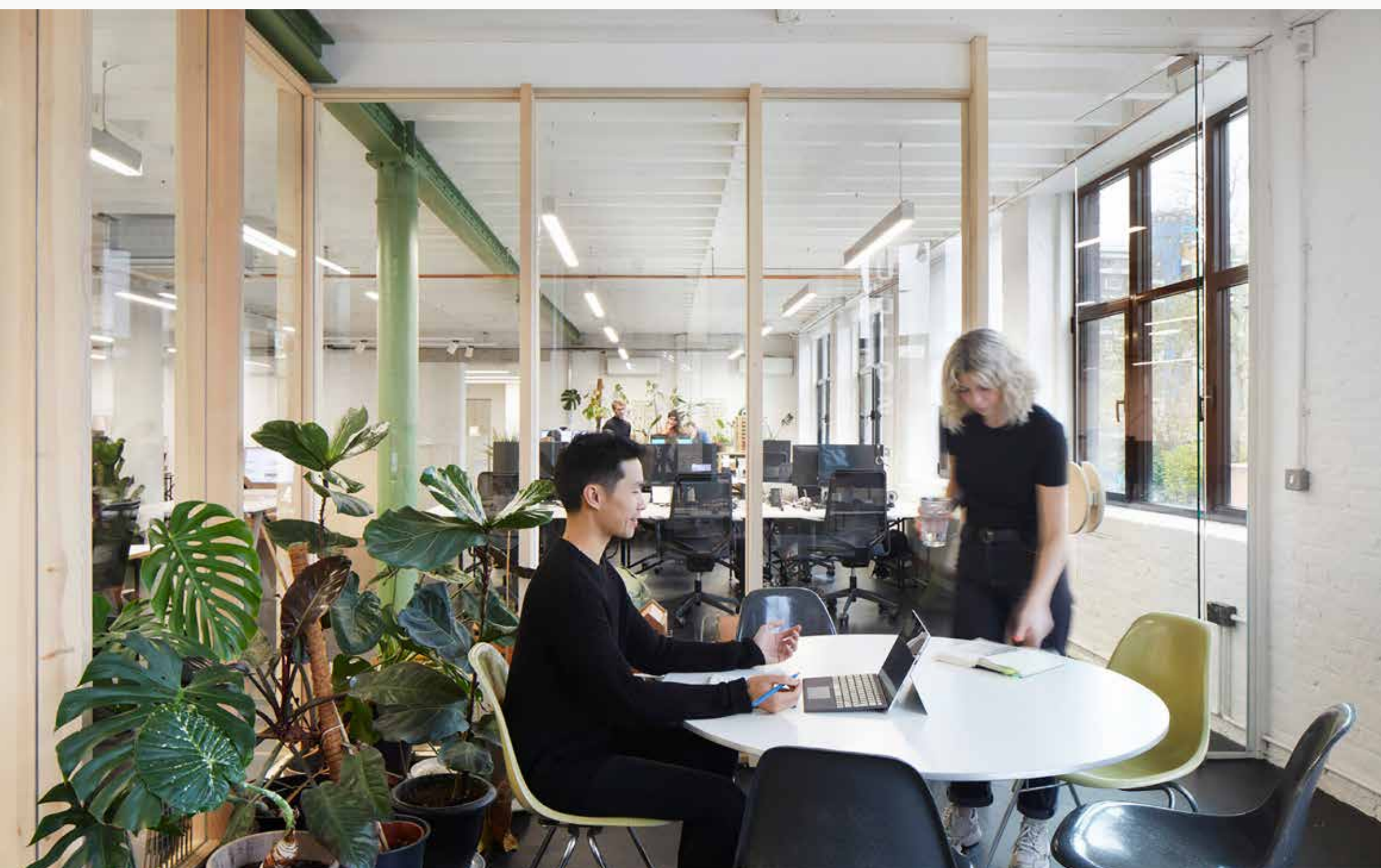
Connection to outdoors



Communal congregation

Student accommodation and affordable homes

- Camden is home to prestigious institutions like University College London, LSE, and the University of Westminster, creating high demand for student housing.
- There is a shortage of purpose-built student accommodation in London, with a projected need for 73,800 new beds by 2031.
- Despite Camden's 30,000 students, it offers only 10,900 bed spaces, falling short of both London and national averages.
- New student accommodation would address the shortfall but also inject an economic boost into the area.
- Regal has submitted a planning application for new student homes, at 100 Chalk Farm Road. We specialise in thoughtfully designed and well managed student housing with an emphasis on sustainability and wellbeing.
- Regal's plans prioritise affordable housing and will deliver much needed affordable homes onsite, including family accommodation in a well connected part of London.
- The proposals will include high quality separate outside spaces (including play areas) for the students and the residents.



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Public realm

Regal's vision for the public realm at Jamestown Road is centred around creating a vibrant and inclusive environment that enriches the local community.

The current buildings on site were established in circa mid-late 20th Century. They offer limited opening and access to the street and public realm whilst creating quite a hard, austere edge to Jamestown Road.

They are not deemed to be contributing to the architectural character, nor heritage significance to the area. In addition, due to the vacant occupation they are currently of poor state requiring significant repair.



Next steps

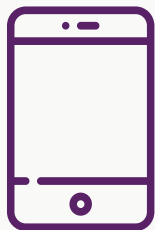
Regal will continue to engage with the community following this event via our bespoke consultation website.

Regal are excited to bring forward this opportunity and have included a broad timeline of the next steps. You can ask the team questions at one of our public exhibitions or via email, phone or through our website.

Get in touch



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Timeline



Spring 2024

- Public Consultation Round 1



Summer 2024

- Public Consultation Round 2



Autumn 2024

- Planning submission



Spring 2025

- Planning determination



Mid-2025

- Start on site



Mid-2028

- Residents move in early 2028 and students later in the spring

