

33 – 35  
JAMESTOWN  
ROAD

July 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 a team, with significant local knowledge and experience, to help revitalise this important area of Camden Town.**

This is the second round of public engagement following our introductory events that took place in May this year. At this event you will be able to view more of the details of the plans, which the project team has been working on since those events. You will have an opportunity to leave your feedback with us today, which will be analysed during the next phase of design.

## 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.



[info@jamestown-road.co.uk](mailto:info@jamestown-road.co.uk)



**0800 148 8911** (freephone)



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33 – 35 JAMESTOWN ROAD

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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.

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



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# 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.**

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.

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.

Grade II listed local architecture

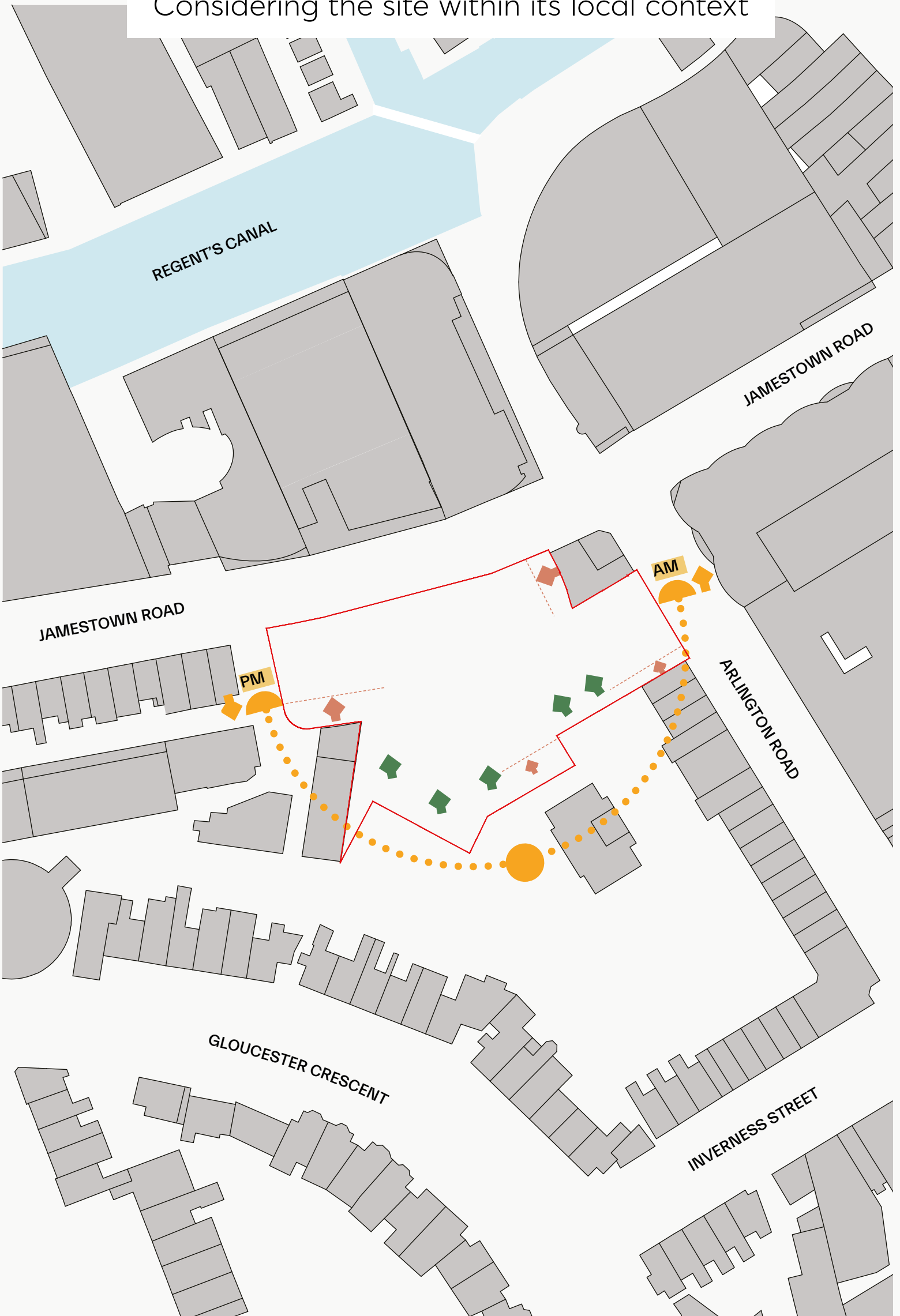


Arlington House



Gloucester Crescent

Considering the site within its local context



Emerging local developments



100 Chalk Farm Road



Morris & co hotel on Camden High Road



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# Student accommodation and affordable housing

## Student accommodation

Camden is home to some of the UK's most prestigious higher education institutions, which not only provide world-class education but help to stimulate the local economy.

There are an estimated 30,000 students currently living in Camden, however only 10,900 purpose built student beds, meaning many students have to find alternative accommodation, which puts increasing pressure on housing supply within the borough.

The development of new purpose built student accommodation would give perspective students a fit for purpose, state of the art place to call home while they are studying, while also providing an economic boost to the local area.

Following an analysis of the site, we are proposing c.200 student beds as part of the development.

## Affordable housing

In addition to providing new student accommodation, Regal is committed to building much-needed affordable housing on the site. As part of our project, we will work to find the right registered provider and help to deliver the affordable homes that Camden needs.

The affordable homes will benefit from private amenity and also overlook a central courtyard, which will give residents their privacy while also encouraging a sense of community.





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# Enhancing Jamestown and Arlington Roads

**A key aspiration is to connect the courtyard experience and greening back to Jamestown Road.**

On Arlington Road, a series of front doors are proposed in keeping with the street scene.

Along Jamestown Road a communal entrance will provide access to the other homes above and to the courtyard. The student accommodation will host a dynamic, activated frontage further along the street with the ground floor offering public uses and interaction.



**Arlington Road:**  
Affordable housing  
maisonette entrances



**Jamestown Road:**  
Affordable housing  
communal entrances



**Jamestown Road:**  
Student elevation





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# Residential experience

## Arrival experience

- Welcoming and well-defined front entrance for residents.
- Visual permeability to courtyard, south light and greenery.
- Defensible space from pavement and set-back frontages.
- Lighting, gateway and sightlines from street and passageway to aid safety and security.
- Design responds to cycle movements, post and deliveries.
- Views of greenery from the communal lift lobby.



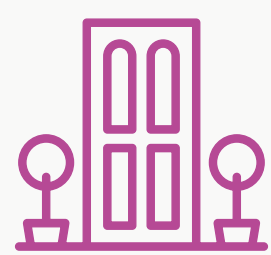
## Communal courtyard

- Vibrant, lush planting featuring a range of heights, textures and seasonality, including significant specimen trees.
- Planting to optimise biodiversity, water management and visual amenity.
- Trees will be utilised to mitigate overlooking.
- Meandering route around, creating zoned spaces for informal play, socialising and relaxation.
- Prioritise natural play.
- Spaces to sit and rest.
- Courtyards will be secure to prevent anti-social behaviour.



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# Student experience



Welcoming and well-defined front door to student lobby and out of hours use.



Enliven the street with visual permeability through to the lobby, employment uses, green and active courtyard.



Enhance the street with attractive materials to blank frontages and service doors.



Safe and secure cycling storage.



Designed with post deliveries in mind.





# Design development

Regal has worked closely with Camden Council through a series of design workshops. A Design Review Panel has also been undertaken with a group of independent architects, urban designers and planners. This close engagement has informed the design development of the proposals.

The emerging proposals are seeking to follow these key principles:

1. Respond sensitively to the locally listed houses to the western end of Jamestown Road and to the homes along Arlington Road.
2. Focus height centrally to Jamestown Road frontage in response to the existing townscape precedent on the opposing side of the road.
3. Navigate suitable height and massing around the corner public house, respecting urban grain.
4. Create new courtyard spaces that visually open through to Jamestown Road.
5. Provide high quality naturally lit accommodation.
6. Incorporate local materiality and design features to respond to the surrounding context.

**Building height** will vary from 5-8 storeys. Various iterations of massing study and development have taken place to ensure height and massing are placed carefully to respond to the neighbouring buildings.



Artist's impression from Arlington Road



Artist's impression from Jamestown Road



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# Landscaped spaces

**The courtyard spaces will be richly verdant sound facing spaces for the residents to relax, socialise and play.**

The residential courtyards will provide a protected space which offers great opportunity to create a sense of identity and community. Gallery access overlooks the garden.

The student accommodation surrounds a courtyard which allows amenity to open up to the planted areas, creating a dynamic collective space for all users.

**KEY**

Semi-natural vegetation (e.g. trees, species rich grassland)

Open water (semi natural, not chlorinated)

Intensive Green Roof

Tree planted in connected tree pits with soil volume >2/3 of projected canopy area of the mature trees

Extensive Green Roof

Flower rich perennial planting

Hedges

Tree with soil volume <2/3 of projected canopy area of the mature trees

Groundcover Planting

Amenity Grassland

Permeable Paving: semi-bound grave /pea gravel

Sealed Surface

Sand





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# Sustainability and wider 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 student accommodation.

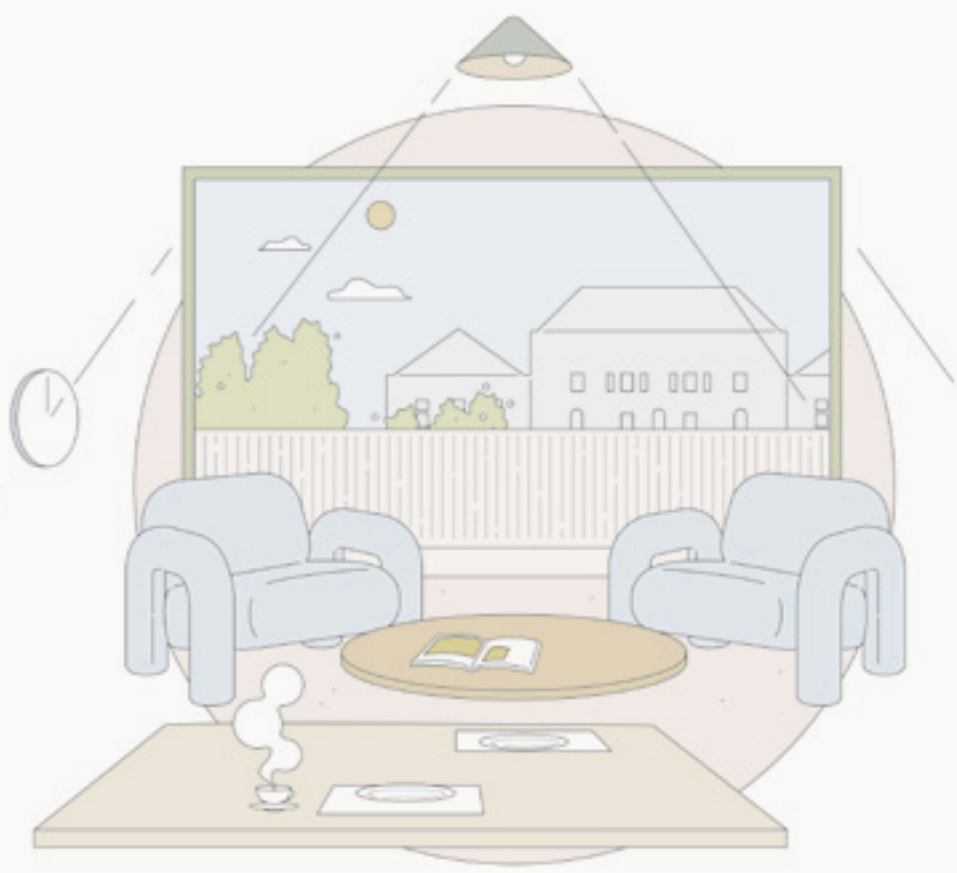
High quality affordable housing, including family homes.

Improved biodiversity net gain and 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



# Next steps

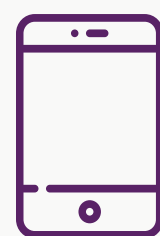
**Regal will continue to engage with the community following this event via our bespoke consultation website.**

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

