



UPDATE – 33-35 JAMESTOWN ROAD, LONDON, NW1 7DB

(PLANNING PERMISSION 2024/4953/P)

The project is located at 33-35 Jamestown Road to the North and 211 Arlington Road to the East. The site wraps around the existing corner building at 31 Jamestown Road, a late 19th century public house. The project will comprise of 178 student bedrooms with associated amenity space, 27 affordable homes and nearly c.3,500 sqft GIA of flexible commercial space. The two buildings, designed in collaboration with Morris+Co will reach six stories at the highest point.

The project will feature a striking façade adorned with horizontal bands and fluted panels, paying homage to the historical context of the area. A shared garden with play space will be provided at podium level, accessible by both residents and students. This development is committed to BREEAM Excellent whilst targeting BREEAM Outstanding and is set to be amongst the first UK Purpose Built Student Accommodation projects to be accredited WELL Platinum.

ON-SITE WORKS

Last month we progressed with the hard demolition, up to ground level, to the existing buildings along Jamestown Road, including separation from the pub's west elevation. Following these works, the scaffolding has been dismantled. Dust, noise, vibration and ground monitoring sensors are in place to monitor demolition, and construction works, to ensure the acceptable levels are not exceeded.

A monthly report will be issued to London Borough of Camden and, if requested, to the local community. This will also be displayed on the site notice board.

The most recent meeting of the Construction Working Group, formed by residents and local businesses, took place on the 9th December 2025. The next meeting is expected to take place during the second week of February 2026.

In January the demolition of remaining basement structures will be carried out, including the removal of below ground obstructions. Enabling works will follow to allow piling works to take place. Site hoarding installation will start later in the month.



ABOUT ARADA LONDON

Arada London, part of the Arada Group since 2025, is dedicated to shaping high-quality, integrated and sustainable places across the capital. With a pipeline of more than 10,000 homes, the business is one of London's leading mixed-use developers, with expertise spanning residential, student accommodation, workspace and complex regeneration projects.

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KEY MILESTONE DATES Q1 2026

- DEMOLITION OF STRUCTURES
- HOARDING INSTALLATION
- REMOVAL OF BELOW GROUND OBSTRUCTIONS
- PILING MAT INSTALLATION
- ENABLING WORKS AND PILING START
- GROUNDWORKS START
- POWER TBS WORKS ON JAMESTOWN ROAD