

## 4.0 Design Proposals

### 4.11 PBSA Building - Student Housing Building





## 4.0 Design Proposals

### 4.11.1 PBSA Building- Access and Servicing

Residents of the Purpose-Built Student Accommodation (PBSA) are welcomed into a residence that boasts direct accessibility from the lively Chalk Farm Road and the neighbouring Roundhouse, set against the backdrop of a newly crafted public realm. With ground floor commercial uses and a planned youth space, this area is destined to exude vibrancy throughout the day.

Following the materiality of the Camden Wall, the PBSA's distinctive brick plinth artfully guides students along the curve of the accommodation, leading them to the entry points. The brick plinth, featuring varying heights, opening sizes, and setbacks, imparts an open, public, civic, and industrial ambiance to the ground floor, departing from the typical feel of a housing complex. This architectural approach seamlessly extends into the PBSA lobby and further into the courtyard, creating an inviting entrance sequence.

The building's form strategically allocates space for private amenities at the plinth level, while the public space facing the Roundhouse is meticulously designed. The cylinder forms of the structure present a welcoming gesture at every building entry point, enhancing the overall architectural appeal.

View from Chalk Farm Road Looking West



Approach from the planned youth space



Access via the podium landscape



View from Chalk Farm Road Looking East



New public space created between the PBSA and The Roundhouse



Access via the podium landscape



## 4.0 Design Proposals

### 4.11.1 PBSA Building - Access and Servicing

#### Access









The gracefully curved facade facing north along Chalk Farm Road not only presents an aesthetically pleasing aspect but also facilitates direct pedestrian access into the building through numerous entry points. The Purpose-Built Student Accommodation (PBSA) ensures seamless accessibility with direct entry into the main lobby, a convenient connection to the bike store via the adjacent new public realm near the Roundhouse, dedicated entry points for servicing to the Generator and UKPN room, and direct access to the shared private amenity at the podium level. In addition, the PBSA provides direct escape routes from both cores to external spaces, enhancing safety measures. The commercial spaces feature both main entry points and secondary escape doors, adding an extra layer of accessibility and safety.

This design results in a permeable building within the brick plinth, contributing to a dynamic and accessible environment. For more detailed information on access and servicing, please refer to:

For further information on access & servicing please see:

- Student Housing Management Plan, by CRM;
- Delivery and Servicing Plan, prepared by Iceni
- Travel Plan, prepared by Iceni
- Transport Assessment, prepared by Iceni

#### Key:

	Vehicles		Delivery bay
	Cyclist		Vertical Access
	Deliveries		Waste Storage
	Commercial Space		
	PBSA		





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## 4.11.12 PBSA Building - Design Principles

### Local Guidance

Local guidance specific to student housing projects is set out in the March 2019, Camden Planning Guidance ‘Student Housing’. This section focuses on how this guidance has shaped the design of 100 Chalk Farm Road in response to the following topics:

- Securing a supply of student housing - Identifying student needs and market trends through research and consultation
- Creating a mixed, inclusive and sustainable community - Creation of diverse accommodation & adaptable spaces
- Design, standards and facilities - Design that meets the requirements of diverse users and creates spaces with identity.
- Planning obligations for student housing - by for-filling the expectations of the local authority.

### Supply of Student Housing - Identifying Student Needs

In advance of design work commencing on 100-100a Chalk Farm Road, Regal London commissioned JTP to conduct research in the changes in the PBSA market, lifestyle trends and create benchmarking using a number of local case studies. This work has informed the design process and helped the design team prioritize desirable amenities for the future residents.

This process has informed the overall design and also informed the principals behind the ‘Student Housing Management Plan’, prepared by CRM for this planning application. This ensures that the supply of student housing that this proposal is bringing to the area is well suited to the local demand.

**Camden Student Housing** - The images below capture a summary of the developments examined and the trends that were brought to light by the research.



Urbanest  
St Pancras



Urbanest  
King's Cross



Garden Halls



Hawley Crescent  
Camden



Victoria Hall  
King's Cross



Stay Club  
West Kentish Town

### Cultural Shifts in Gen Z

**WANING TRUST IN AUTHORITY**  
Individuals within the media and institutions have time and again been exposed for abusing their positions of power. Likewise, brands are increasingly being pulled up for greenwashing. In this post-truth world, Gen Z are sceptical at best, and ready to upturn traditional hierarchies.

**FLUID IDENTITY**  
Individuals are no longer defined by distinct and individual tribes like Millennials and Gen Xers before them. Having grown up online, they're happy to adopt multiple and fluid identities depending on the situation — making behaviour increasingly hard to predict.

**ANXIOUS BUT OPEN**  
Mental positivity is the new body positivity. With increasing social pressures and a failing health system causing an epidemic of mental health crises, young people are turning to peer-to-peer groups and learning to break through stigma by sharing their worries.

**SELF RESTRAINT**  
This generation are partying less than those before. Increasing concern for their health, the danger of unsavoury images appearing online and increasing financial insecurity mean that Gen Z are looking for alternative ways to get their kicks.

**LEARNING AS LEISURE**  
Leisure time is no longer about checking out, decompressing and relaxing — it's precious time that can be put to good use developing a side hustle, learning new skills and developing personal and professional currency.

**DIGITAL NARRATIVES**  
Social media and access to digital tools has always been a part of their lives meaning this generation are highly cognitive and able to collect and cross-reference information from multiple sources. They're used to being constantly switched on and expect services to reciprocate — being instant and intuitive, with digital and real-world experiences being well-integrated.

Extracts from JTP research





4.11.3 PBSA Building - Student Living

Identifying Student Needs

The research and benchmarking identified the need for a strong internal amenity offering so that the students are able to mix and form a community within their living place. A diverse range of facilities are provided on the ground floor, care has been given to the formality and privacy of each space in relation to the surrounding spaces.

PBSA Level	Total GIA m2	Amenity m2
Level -1	993	
Level 00	1521	407
Level 01	902	27
Level 02	902	27
Level 03	902	27
Level 04	902	27
Level 05	902	27
Level 06	720	
Level 07	720	
Level 08	720	
Level 09	360	
Level 10	360	
Level 11	360	
Level 12	360	
Total No.	10,624	542
No. of Beds: 265	Amenity/Bed:	2.04

Key:

Commercial Space

Student Amenity

Student – Studio Room

Student – Cluster Room

Affordable Resi – 2 bed

Affordable Resi – 3 bed

Affordable Resi - 1 bed

Ancillary / Plant





# 4.0 Design Proposals

## 4.11.3 PBSA Building - Student Living

### Identifying Student Needs


The point of entry to the PBSA was treated as a key space to the building. As well as containing the reception which provides the interface with the management of the building, it also sits at the point where two cylinders of the building come together and therefore offers opportunity to glimpse into the surrounding amenity spaces as well as navigating the user to the building cores.

The edges of the cylinders in the architectural finishes, furniture and lighting design. Glazed partitions allow visibility between the internal spaces.

### Ground Floor Key Plan



Key:

 Student Amenity





# 4.0 Design Proposals

## 4.11.3 PBSA Building - Student Living

### Identifying Student Needs



As well as visibility between the building uses created by the glazed partitions, informal breakout and workspaces are brought into the lobby to create vibrant and well utilized spaces.

In addition to the internal amenity spaces for the PBSA residents, the ground floor offers a South-facing courtyard with hard surface, planting and seating around the edge of the planter. Surrounding amenity spaces face onto the courtyard.

### Ground Floor Key Plan



### Key:

-  Student Amenity
-  External Student Amenity



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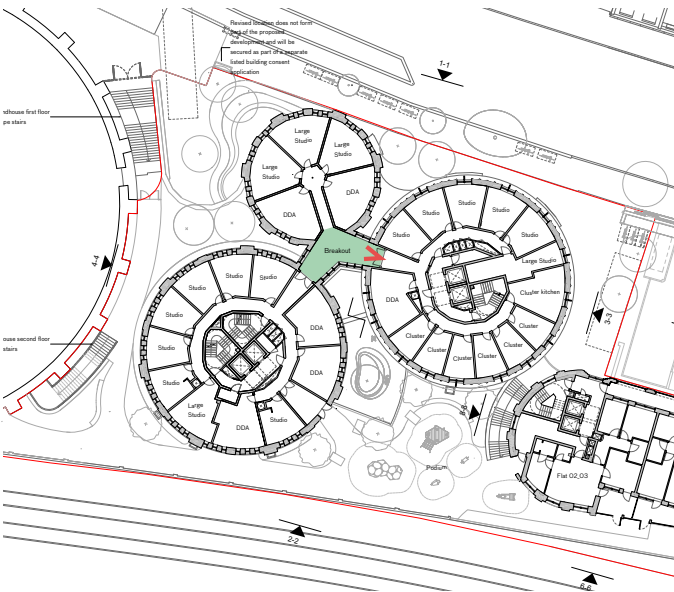
## 4.11. PBSA Building - Student Living

### Identifying Student Needs


On floors O1 to O5 all three of the cylinders are connected by a connection space that also double as small scale breakout opportunities for individuals or small groups.

This offers a space with opportunities for interaction with people traveling between the cylinders.

Level 1 Key Plan



Key:

 Student Amenity





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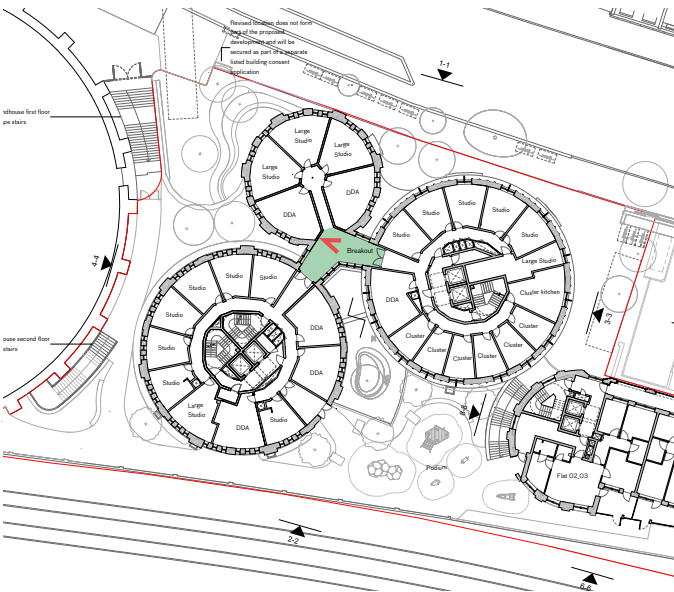
## 4.11.3 PBSA Building - Student Living

### Identifying Student Needs


The facade in this central area to the plan is has a larger proportion glazing to let more light in.

The finishes are indicative of the quality of space to be provided however natural finishes that support wellness are preferred with careful consideration to fire rating compliances and acoustic qualities.

Level 1 Key Plan



Key:

 Student Amenity





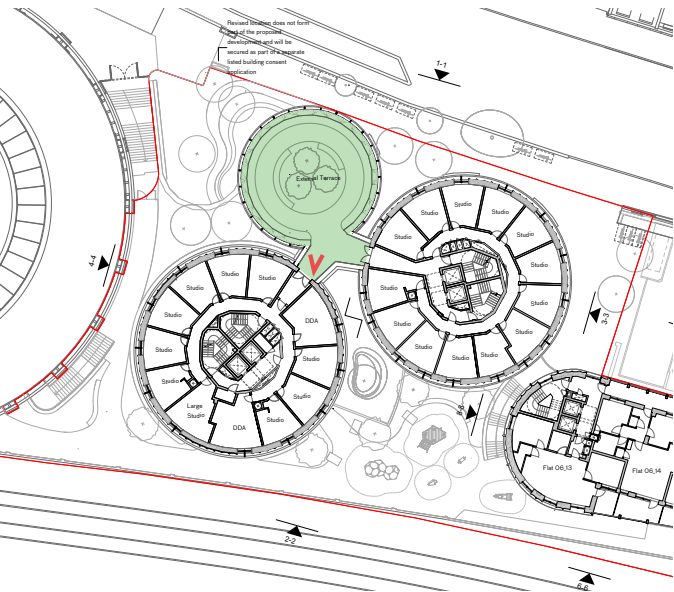
4.11.3 PBSA Building - Student Living

Identifying Student Needs

In addition to the internal amenity for the residents of the PBSA, at 6th floor there is access to a large roof terrace with paved and planted areas with integrated seating.

This is a valuable space for students to utilize an outdoor area without leaving the premises.

Level 6 Key Plan



Key:

Outdoor Student Amenity





4.0 Design Proposals

4.11.4 PBSA Building - Internal Planning

Creating a mixed, inclusive and sustainable community

The regular studio, large studio and DDA studio rooms are distributed relatively evenly across the proposal.

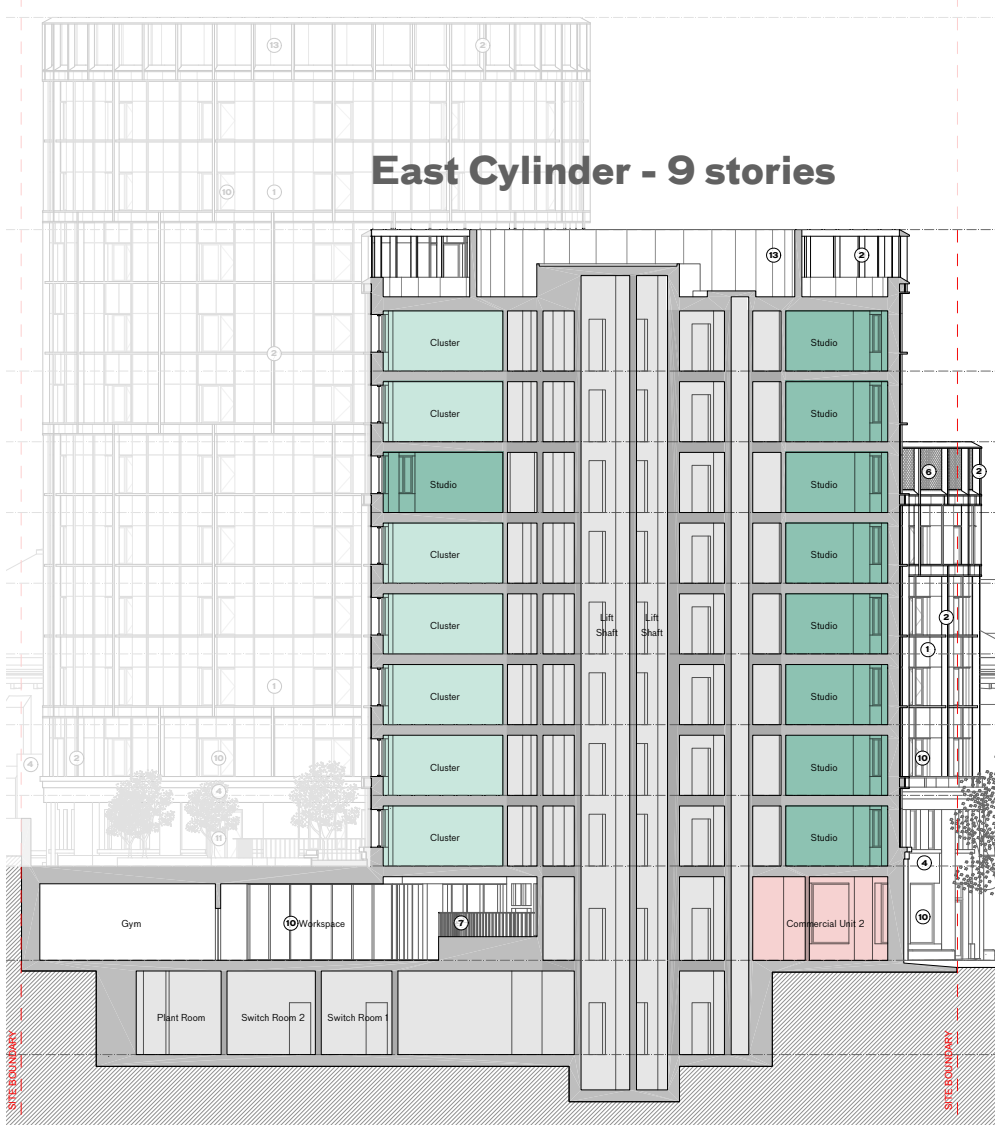
Generally the same room type occupies the same position in plan to ensure walls and services stack wherever possible.

Clusters are continuously stacked in the East cylinder with the exception of 6th floor where a continuous corridor is needed for the evacuation route which prevents cluster rooms at this floor.

Affordable Housing Units	No.
Cluster Beds (12.8 m2)	42
Studio Beds (17.4 m2)	155
Premium Studio Beds (23.1 m2)	41
DDA Studio (23.1 m2)	27
Total No.	265

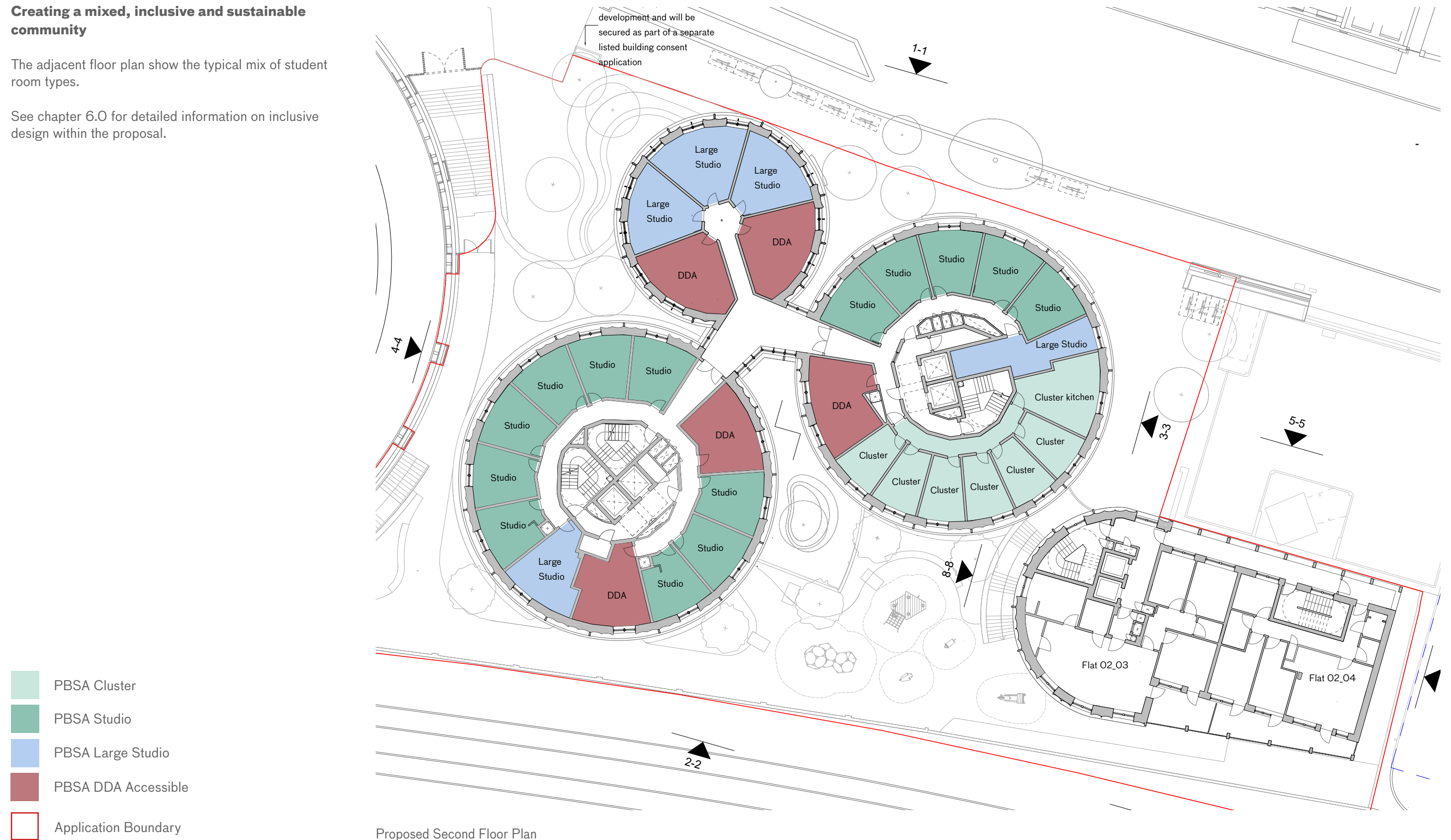
Key:

- PBSA Cluster
- PBSA Studio
- PBSA Large Studio
- PBSA DDA Accessible
- Commercial Space
- Ancillary / Plant



## Creating a mixed, inclusive and sustainable community

See chapter 6.0 for detailed information on inclusive design within the proposal.



### Proposed Second Floor Plan

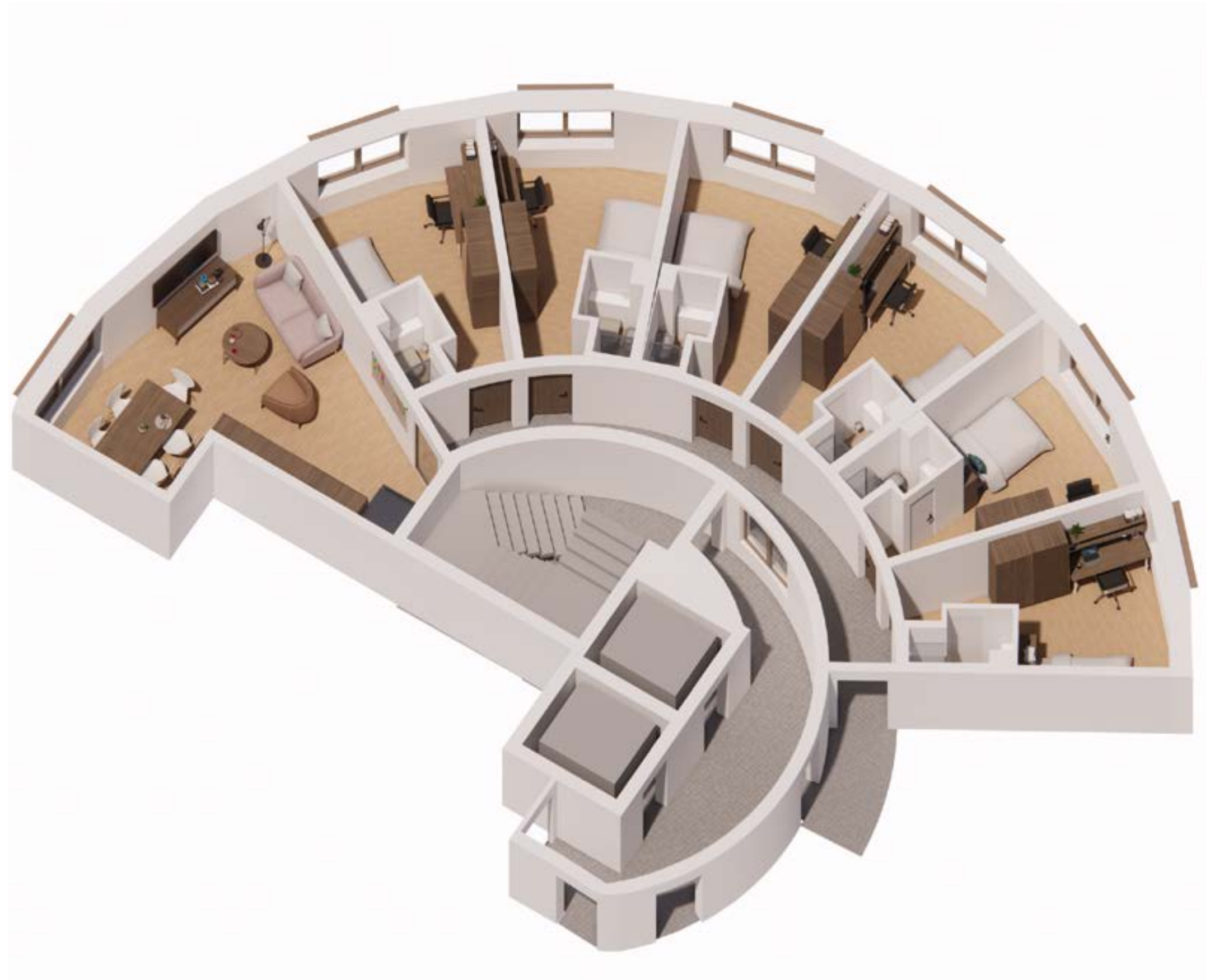


## 4.0 Design Proposals

### 4.11.5 PBSA Building - Accommodation

#### Clusters

3D View of the typical cluster arrangement



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### 4.11.5 PBSA Building - Accommodation

**Clusters** - Typical bedroom interior views



**Clusters** - Typical bedroom interior views





## 4.0 Design Proposals

### 4.11.5 PBSA Building - Accommodation

#### Studio

3D View of the typical Studio Room.



## 4.0 Design Proposals

### 4.11.5 PBSA Building - Accommodation

**Studio** - Typical studio interior views

