

STATEMENT OF
COMMUNITY
INVOLVEMENT

OCTOBER 2024

JAMESTOWN ROAD

REGAL

Meeting
Place

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Introduction

This Statement of Community Involvement (SCI) sets out the consultation and engagement that 4C – Jamestown Road Ltd has undertaken with local residents and other stakeholders on the Proposed Development for 33-35 Jamestown Road and 211 Arlington Road.

This document demonstrates how the Applicant has met and exceeded pre-application consultation guidance contained in the National Planning Policy Framework and the London Borough of Camden's Statement of Community Involvement (SCI).

This SCI gives an overview of all consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.

The Applicant is committed to ongoing engagement. It ensured the community was made aware of the Proposed Development and had multiple avenues to find out more and share their feedback. It will continue to engage throughout the determination process and beyond.

This report has been prepared on behalf of the Applicant by Meeting Place, a specialist in stakeholder engagement in support of an application for full planning permission for:

Demolition of existing buildings and structures to facilitate redevelopment comprising a Purpose Built Student Accommodation (Sui Generis) block over the basement, ground, plus six storeys and seventh-floor plant room with flexible commercial (Class E) on the ground floor and a residential (Class C3) block over the ground plus five storeys, each block has two private courtyards with hard and soft landscaping, cycle parking, and associated works.



Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised version of the National Planning Policy Framework.

Paragraphs 39 – 41 of the December 2023 highlights that early engagement has “significant potential to improve the efficiency and effectiveness of the planning application system for all parties”. It also sets out that good quality preapplication discussion “enables better coordination between public and private resources and improved outcomes for the community”.

LBC’s Statement of Community Involvement, which was adopted in 2016, outlines the council’s expectations on how the local community should be involved during the pre-application process. The SCI emphasises the council’s desire to see all sections of the community shape new development proposals within the city and indicates that effective pre-application engagement and consultation is central to achieving this.

Section 3.7 of the SCI states:

It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals were:

- the proposals are likely to have a significant impact on the environment or on the local community, and
- the nature of the development is likely to attract significant local interest.

This SCI will demonstrate that the Applicant has adhered to, and exceeded, LBC’s requirement for community engagement at pre-application stage.



Consultation requirements

2.1 Our response to the consultation requirements

The Applicant recognised the importance of involving the community and a wide range of other stakeholders so has provided multiple avenues for engagement. In response to national and local guidance as well as the Applicant's desire to create the right plans for the site, activity included:

- Four public consultation events
- Direct engagement with political and community representatives
- Opportunities for near neighbours to meet with the team for 1-2-1 meetings
- Newsletter to advertise engagement events sent to local addresses
- Dedicated website with an online version of the feedback form

These elements and the feedback received are detailed in the following sections.



Above: picture taken at the consultation event held on Saturday 13 July 2024

About the Development

3.1 About the Developer

Regal has been appointed by the Applicant as development manager and delivery partner for the transformation of the existing site which was purchased the site when Camden Council disposed of the asset in 2021.

Regal are one of the capital's leading privately owned mixed-use developers with a focus on unlocking value from complex urban settings to transform London's landscape. Regal has delivered successful developments across London over the last 25 years, from Brent to Tower Hamlets, Barnet to Lambeth.

Its developments are characterised by bespoke design and exceptional quality and are built to unlock value, enhance the local environment, and respect and engage local communities.

Unlike many other developers, Regal is a fully integrated business operating across all stages of the development process from land acquisition and the planning and design stages through to physical project completion. This also means that as both the developer and contractor, Regal has delivered every project for which it has secured planning permission for over its 25 year plus history.

Regal is committed to playing its part in tackling the climate crisis, and to delivering better outcomes for the environment and its local communities through creating positive social value. Regal's sustainability strategy focuses on four areas: transitioning to net zero carbon; investing in innovation; going beyond biodiversity net gain and helping disadvantaged groups into employment in real estate and construction through Regal Academies.



About the Development

3.2 Site location

The existing site is located on 33-35 Jamestown Road and 211 Arlington Road London. The site wraps around the existing corner building on 31 Jamestown Road, a late 19th century public house which is not part of the application site. The buildings were last used by Camden's Cleansing Services team as a mix of offices and waste depot.

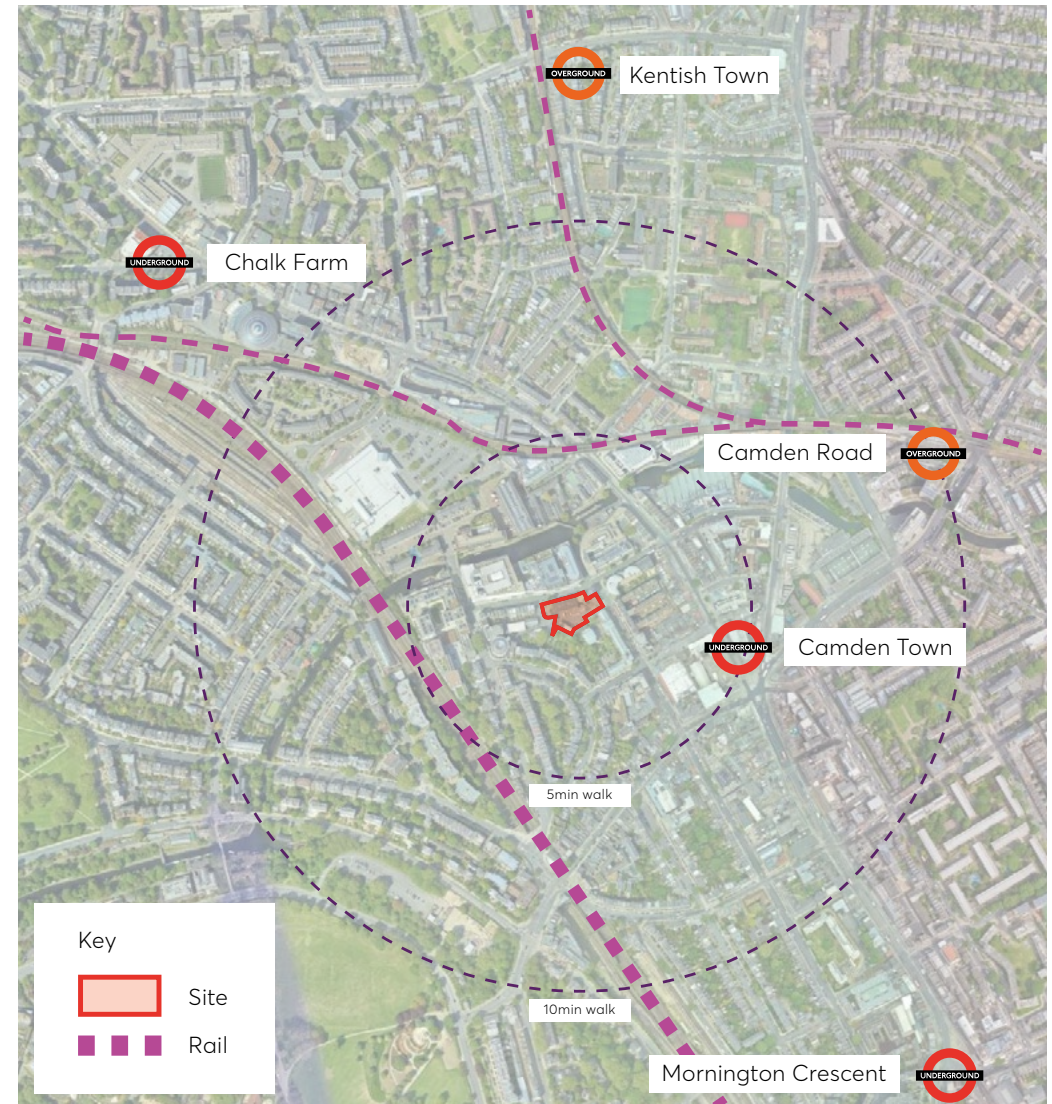
To the south the site has an intricate geometry facing neighbouring buildings and rear gardens of surrounding plots.

The existing buildings are a variety of 1-2 storey masonry buildings with basements – all are currently vacant other than for car parking use. There is also outdoor car parking space provision in use within.

The site is well connected to key destinations in London including Regents Park and Camden Market. The site enjoys a privileged location in the Camden Town area, with a Public Transport Accessibility Levels (PTAL) rating of 6A.

A large portion of the immediate context is dedicated to retail and residential use, with localised portions of workspace in some of the larger buildings. This diversity is relevant to Jamestown Road, whilst Arlington Road remains primarily residential.

Right: red line map and surrounding area



About the Development

3.3 The Proposed Development

The Proposed Development seeks to optimise a previously developed brownfield site for a mix of high quality student accommodation and affordable housing and flexible commercial space.

The formal application is:

Demolition of existing buildings and structures to facilitate redevelopment comprising a Purpose Built Student Accommodation (Sui Generis) block over the basement, ground, plus six storeys and seventh-floor plant room with flexible commercial (Class E) on the ground floor and a residential (Class C3) block over the ground plus five storeys, each block has two private courtyards with hard and soft landscaping, cycle parking, and associated works.



Above: inspiration for the Site

Engagement

4

This section details the Applicant's programme of engagement. Two stages of engagement were held. A first round of engagement to gain initial thoughts from the community; and a second round of engagement which allowed the community to review an updated version of the Proposed Development.

4.1 Stakeholder engagement

Local political stakeholders were written to informing them about the Proposed Development and consultation programme at both Stage 1 and Stage 2. A copy of the correspondence can be found at **Appendix 1**.

The following local groups were also written to:

- All about Eve
- TriYoga
- Camden Town CAAC
- Primrose Hill CAAC
- Camden Town Unlimited (BID)
- Arlington Hostel
- The Pirate Castle
- Labtech
- The Roundhouse
- Primrose Hill Community Association

Engagement

4.2 Community newsletter – Stage 1

A community newsletter was posted via Royal Mail to 5,763 addresses in the immediate area (pictured below) w/c 29 April. The newsletter provided information on the Proposed Development at the Site and invited residents to attend the consultation events.

The newsletter also promoted the dedicated project website and freephone, email and freepost details were included for people to contact the team.

A copy of the newsletter is available at **Appendix 2**.



Above: Newsletter distribution area to 5,763 addresses surrounding the Site

4.3 Website

A dedicated project website: <https://jamestown-road.co.uk>, was launched to act as an online hub of information on what is proposed and to provide channels for feedback. The website has had 263 page views and 51 unique users since it went live on 17 May.

The website contained information on the Proposed Development and how to engage in the consultation. It also included online version of the feedback form available at the consultation events.

Screenshots from the website can be found at **Appendix 3**.

4.4 Community engagement events – Stage 1

Two consultation events were held, to showcase the Proposed Development, allow the opportunity for residents to have discussions with the project team and provide feedback. The events had 20 attendees in total.

The event details were the following:

- Saturday 18 May 2024, 10:00am – 2:00pm, Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU
- Thursday 23 May 2024, 3:00pm – 7:00pm, Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU

Exhibition boards were present at the events, providing more detail on the Proposed Development. These can be found at **Appendix 4**.

Engagement

4.5 Contact details

Ensuring people were able to get in touch with the team to ask any questions and make any comments was vital. The freephone telephone number and freepost address, also provided an important opportunity for people unable to access the online channels to engage.

The freephone number: 0800 148 8911 and the email address: info@jamestown-road.co.uk were staffed between 9:00am and 5:30pm from Monday to Friday. Both were answered and managed by a member of the Meeting Place team. The Meeting Place freepost address was also managed by Meeting Place.

These contact details were promoted through all communications including the newsletter and website.

4.6 Community newsletter – Stage 2

A community newsletter was posted via Royal Mail to 5,763 addresses in the immediate area (pictured below) w/c 1 July. The newsletter provided information on the Proposed Development at the Site and invited residents to attend the consultation events. The newsletter also promoted the dedicated project website and freephone, email and freepost details were included for people to contact the team. It also included details of the Camden Development Management Forum which was being held on 17 July. A copy of the newsletter is available at **Appendix 5**.



Above: Newsletter distribution area to 5,763 addresses surrounding the Site

4.7 Community engagement events – Stage 2

Two consultation events were held, to showcase the Proposed Development, allow the opportunity for residents to have discussions with the project team and provide feedback. The events had 21 attendees in total.

The event details were the following:

- Tuesday 9 July 2024, 2:30pm – 6:30pm, Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU
- Saturday 13 July 2024, 10:00am – 2:00pm, Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU

Updated exhibition boards were present at the events, providing more detail on the Proposed Development. These can be found at **Appendix 6**.

Feedback

5.1 Feedback summary

Seven feedback responses were received during Stage 1 and nine responses were received during Stage 2.

In total, 16 residents filled out our consultation feedback form, 12 via our online form and four using the paper form available at the consultation events.

The responses can be found in this section. Not all questions have answers from all respondents as one respondent did not answer every question. A copy of the feedback form can be found at **Appendix 7**, with the form asking the following questions, which were the same for both Stage 1 and Stage 2:

- Do you live near the site?
- Are you a member of a local group?
- How frequently do you visit Jamestown Road and Arlington Road?
- How would you rate the quality of the street scene along Jamestown Road and Arlington Road?

- Do you support proposals that prioritise sustainable transport measures?
- Do you support providing active frontages at ground level?
- Do you agree there is a need for high-quality student accommodation and affordable housing in Camden Town?
- Are there any other ideas you would like to share as we progress our design work?

All respondents lived near to the Site, including representatives from three local groups:

- Primrose Hill Conservation Area Advisory Committee
- Albert Street North Residents Association
- Gloucester Crescent Neighbourhood Association

Most respondents stated they were daily visitors to Jamestown Road and Arlington Road, and rated the street scene to be 'average'. They mostly supported proposals that prioritise sustainable transport measures and were in favour

of providing active frontages at ground level. Responses were mixed on whether there was a need for high-quality student accommodation and affordable housing in Camden Town.

How the team has responded to all the feedback received is included in **Section 6**.



Feedback

5.2 Feedback form responses Stage 1 – May 2024

(charts depict the number of respondents)

Question 1: Do you live near the site?

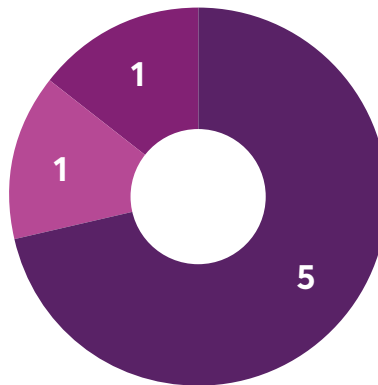
(Pick one from 'yes', 'no')



● Yes

Question 2: Are you a member of a local group?

(Pick one from 'yes – please specify', 'no')



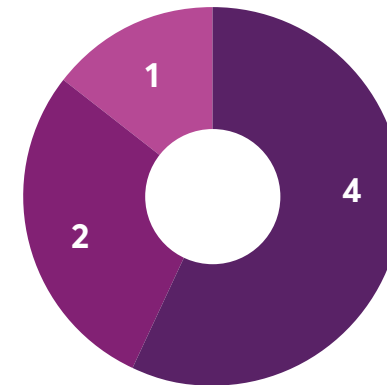
● No local group

● Primrose Hill Conservation Area
Advisory Committee

● Albert Street North Residents Association

Question 3: How frequently do you visit Jamestown Road and Arlington Road?

(Pick one from 'every day', 'every week', 'every month', 'not at all')



● Every day

● Every week

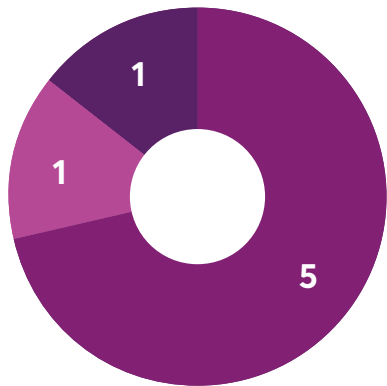
● Every month

Feedback

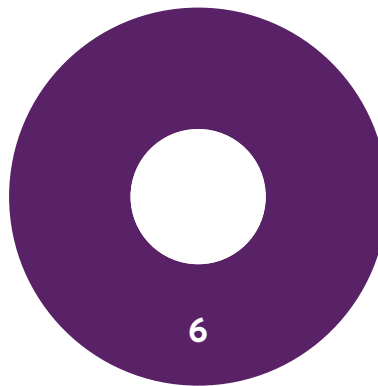
5.2 Feedback form responses Stage 1 – May 2024

(charts depict the number of respondents)

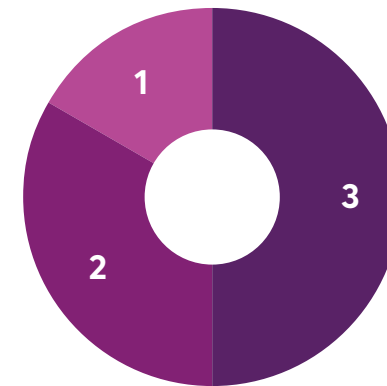
Question 4: How would you rate the quality of the street scene along Jamestown Road and Arlington Road? (Pick one from 'very good', 'good', 'average', 'bad', 'very bad')



Question 5: Do you support proposals that prioritise sustainable transport measures? (Pick one from 'yes', 'no', 'unsure')



Question 6: Do you support providing active frontages at ground level? (Pick one from 'yes', 'no', 'unsure')

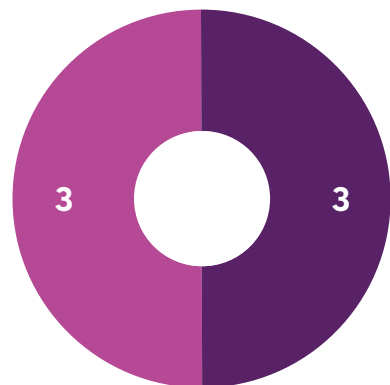


Feedback

5.2 Feedback form responses Stage 1 – May 2024

(charts depict the number of respondents)

Question 7: Do you agree there is a need for high-quality student accommodation and affordable housing in Camden Town?
(Pick one from 'yes', 'no', 'unsure')



● Yes
● No

Question 8: Are there any other ideas you would like to share as we progress our design work?
(free text response)

Verbatim comments for this question can be found in **Appendix 8**.

From the comments received and conversations had at the event, there was support for the proposed design of the proposals. Some attendees expressed concerns over increasing heights, which were fed back to the design team and amends to the final proposals reflected this by a reduction in height.

There was also support for the on-site affordable housing offer, which is in demand in Camden. While some questioned the need for student accommodation, there was a general acceptance that there is a demand for supply for PBSA and an increase of it could relieve some of the pressures on the private rental market as it gives students an opportunity to move out of rented accommodation, freeing this up for families.

Feedback

5.3 Feedback form responses Stage 2 – July 2024

(charts depict the number of respondents)

Question 1: Do you live near the site?

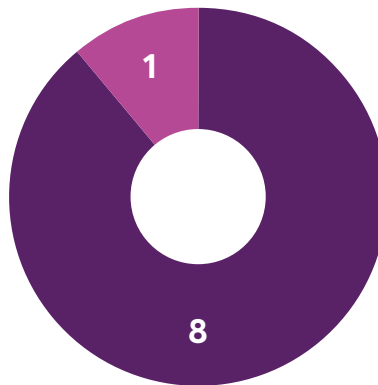
(Pick one from 'yes', 'no')



● Yes

Question 2: Are you a member of a local group?

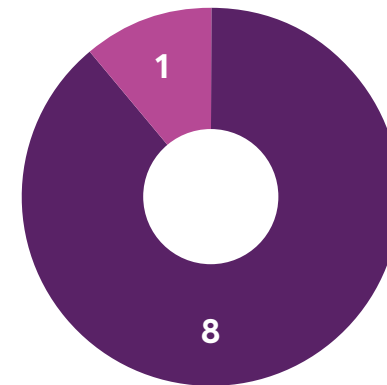
(Pick one from 'yes – please specify', 'no')



● No local group
● Gloucester Crescent
Neighbourhood Association

Question 3: How frequently do you visit Jamestown Road and Arlington Road?

(Pick one from 'every day', 'every week', 'every month', 'not at all')



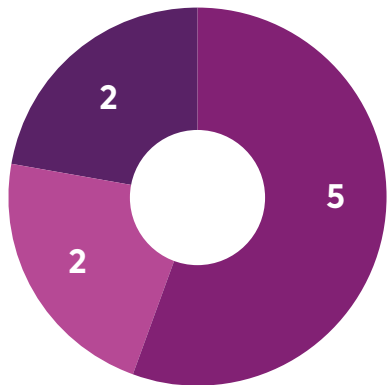
● Every day
● Every week

Feedback

5.3 Feedback form responses Stage 2 – July 2024

(charts depict the number of respondents)

Question 4: How would you rate the quality of the street scene along Jamestown Road and Arlington Road? (Pick one from 'very good', 'good', 'average', 'bad', 'very bad')



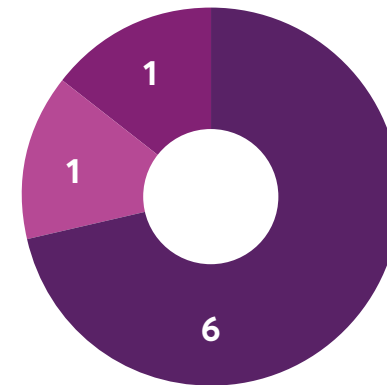
- Very good
- Average
- Bad

Question 5: Do you support proposals that prioritise sustainable transport measures? (Pick one from 'yes', 'no', 'unsure')



- Yes
- Unsure
- No

Question 6: Do you support providing active frontages at ground level? (Pick one from 'yes', 'no', 'unsure')



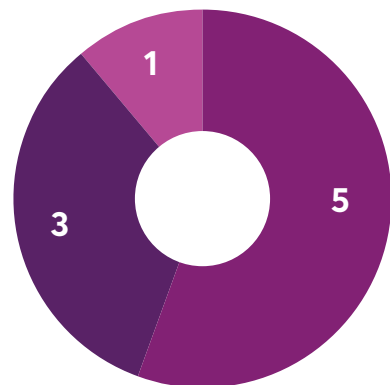
- Yes
- Unsure
- No

Feedback

5.3 Feedback form responses Stage 2 – July 2024

(charts depict the number of respondents)

Question 7: Do you agree there is a need for high-quality student accommodation and affordable housing in Camden Town?
(Pick one from 'yes', 'no', 'unsure')



- Yes
- Unsure
- No

Question 8: Are there any other ideas you would like to share as we progress our design work?

(free text response)

Verbatim responses to this question can be found in **Appendix 9**.

From the comments collated and the conversations had at the event, there was a desire to see improvements made to improve the quality of the street scene along Jamestown Road and Arlington Road, particularly the inclusion of active frontages at ground level.

The inclusion of the courtyards was also supported as it would provide spaces for both students and those living in the new affordable homes, while also creating a buffer between the new homes and existing buildings, minimising impact on existing residents in Arlington House.

Some concerns were raised regarding disruption to existing residents during the construction phase, and the Applicant confirmed that a construction management plan would be completed to minimise disruption.

The height of the proposals was once again raised by attendees and those who left feedback forms. Following analysis of the feedback, the design team has reduced the height of the tallest building by one storey in response to feedback.

Response to key issues

All feedback has been reviewed by the team. This section details how the plans have responded to several key issues that were raised with the team during the consultation.

Key theme	Applicant response
Height of the buildings	<p>Given the need to provide student accommodation and affordable housing in Camden, as well as the low capacity to add to the Borough's stock, when a brownfield site like 33-35 Jamestown Road comes along, it is important to take full advantage of it and the unit space it can deliver.</p> <p>To ensure this, the height of the building will need to be increased to maximise the space we can take advantage of. Policy strongly supports the intensification of existing land to optimise sites through the design led approach.</p> <p>However, we will ensure that the increased height of the buildings is still considerate of the impact on local neighbours, including sunlight. The height of the buildings has reduced by one storey as a response to feedback from our engagement efforts with stakeholders.</p>
Need for student accommodation	<p>There is significant need and demand for student accommodation in Camden.</p> <p>There are nine higher education institutions in Camden and the Borough has the third highest population of students in London. Despite this, there is a clear shortage of purpose-built student accommodation with just 1 in 3 purpose-built bed per each of the 30,000 students living within Camden.</p> <p>A large proportion of the growth in student numbers is expected to come from international students. The proportion of non-EU students in London has risen from 19% of total students to 24% since 2017/18. A 2019 report estimated that international students were responsible for £10.8 billion of UK export earnings and their spending supported just over 200,000 jobs. Therefore, student accommodation on this site provides an opportunity not only to meet the needs of students who otherwise might rent family-sized homes which are much needed, but also to give the local economy a substantial boost.</p>



Response to key issues

All feedback has been reviewed by the team. This section details how the plans have responded to several key issues that were raised with the team during the consultation.

Key theme	Applicant response
Community use of the Site	Our plans will provide a range of active ground floor uses that will be of benefit to local residents including new retail units and an attractive public realm. Whilst this will not constitute a direct community facility, the Proposed Development will help provide new amenities that will enrich the area for local residents.
Impact on traffic	<p>The Applicant submitted a construction and traffic management plan as part of the planning application for the Site. The plan provides details regarding how work onsite will commence as well as how neighbours will be notified of major works. Regal construction team will manage the Site right through to completion and will be onsite throughout the project.</p> <p>Planning obligations include a construction working group to be set up for residents to ensure they are aware of what works are taking place and to be able to contact the construction team if any issues arise.</p> <p>Once construction has completed, due to the Proposed Development being car-free, we do not expect any impact on traffic. Additionally, we are incorporating pedestrian pathways and cycle storage to promote sustainable transport options.</p>
Anti-social behaviour	<p>As part of the conditions in any planning permission received, the student accommodation will have 24hr security/wardening to ensure that anti-social behaviour from the student accommodation is deterred and quickly cracked down upon if it takes place.</p> <p>On top of this, active frontages and front doors on Arlington Road will provide passive surveillance and deter anti-social behaviour.</p>



Conclusion

The Applicant is pleased with the response to the consultation which has demonstrated the value in a multi-channel approach to encourage people to engage.

Feedback has been generally positive with many keen to see this empty site be brought back to life. Residents raised important issues like the height of the Proposed Development, need for student accommodation and impact on traffic which we hope we have considered and responded to.

The Applicant looks forward to continuing to engage with the local community and other stakeholders on the Proposed Development.



Appendix

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Appendix 1

Stakeholder correspondence

Jamestown Road – Stakeholder Invitation

May 2024

Dear XXX

We are excited to invite you to our first public exhibition of the emerging plans for the redevelopment of 33-35 Jamestown Road.

Regal is bringing forward a planning application for a mixed-use development that will deliver thoughtfully designed student housing, alongside new affordable homes with new landscaping and open uses at ground floor to improve public realm.

As part of our commitment to community engagement, we value your input and feedback on this exciting project.

The exhibition which will be held on two dates:

- Exhibition 1 When: Saturday 18 May 2024 10:00am – 14:00pm Where: Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU
- Exhibition 2 When: Thursday 23 May 2024 15:00pm – 19:00pm Where: Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU

You are very welcome to come along to learn more about the proposals, offer feedback and meet members of the design team.

We would also like to offer a one-to-one meeting with our project team to brief you more directly on the plans and hear your views. Should this be of interest to you, please feel free to share your availability and we will arrange a time in the near future to meet and discuss the proposals.

Kind Regards

Appendix 2

Community newsletter – Stage 1

Community newsletter | May 2024
REGAL

33 – 35 Jamestown Road

Aerial view of 33 - 35 Jamestown Road

We are excited to invite you to our first public exhibition of the emerging plans for the redevelopment of 33-35 Jamestown Road.

Regal is bringing forward a planning application for a mixed-use development that will deliver thoughtfully designed student housing, alongside new affordable homes with new landscaping and open uses at ground floor to improve public realm.

As part of our commitment to community engagement, we value your input and feedback on this exciting project. At the exhibition, you will have the opportunity to:

- View the emerging plans for the redevelopment.
- Learn about the vision and objectives of the project.
- Meet with members of the project design team to ask questions and share your thoughts.
- Provide feedback and suggestions on the development.

We are dedicated to creating a development that respects Camden Town's 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

The exhibition which will be held on two dates to accommodate different schedules:

Exhibition 1
When: **Saturday 18 May 2024**
10:00am – 14:00pm
Where: **Castlehaven Community Association,**
23 Castlehaven Rd, Camden Town,
London, NW1 8RU

Exhibition 2
When: **Thursday 23 May 2024**
15:00pm – 19:00pm
Where: **Castlehaven Community Association,**
23 Castlehaven Rd, Camden Town,
London, NW1 8RU

Alternatively, information will be available on our website launching before our public exhibition.

In the meantime you can contact us at info@jamestown-road.co.uk

Spaces for new and current residents

About Regal

Regal is a Camden-based, mixed use developer with over 25 years' of experience of creating beautiful homes that enhance local communities.

Regal has a strong track record of development in Camden, having undertaken a number of projects within the borough.

Last year an official partnership was announced with the Roundhouse, one of Camden's most iconic venues and a true community and cultural asset. The partnership focuses on enhancing the extensive opportunities given to thousands of young creatives who take part in Roundhouse programmes through the additional engagement with the experienced Regal team across all departments.

Regal is committed to playing its part in tackling the climate crisis, and to delivering better outcomes for the environment and our local communities through creating positive social value.

Regal's sustainability strategy focuses on four areas: transitioning to net zero carbon by 2030; investing in innovation; going beyond biodiversity net gain and helping disadvantaged groups into employment in real estate and construction through the Regal London Real Estate Academies.

Join the conversation

We will be publishing our initial plans on our website following the engagement events. You will be able to view the exhibition boards and leave your feedback as well as signing up for reminders and updates.

You can also contact the team directly via:

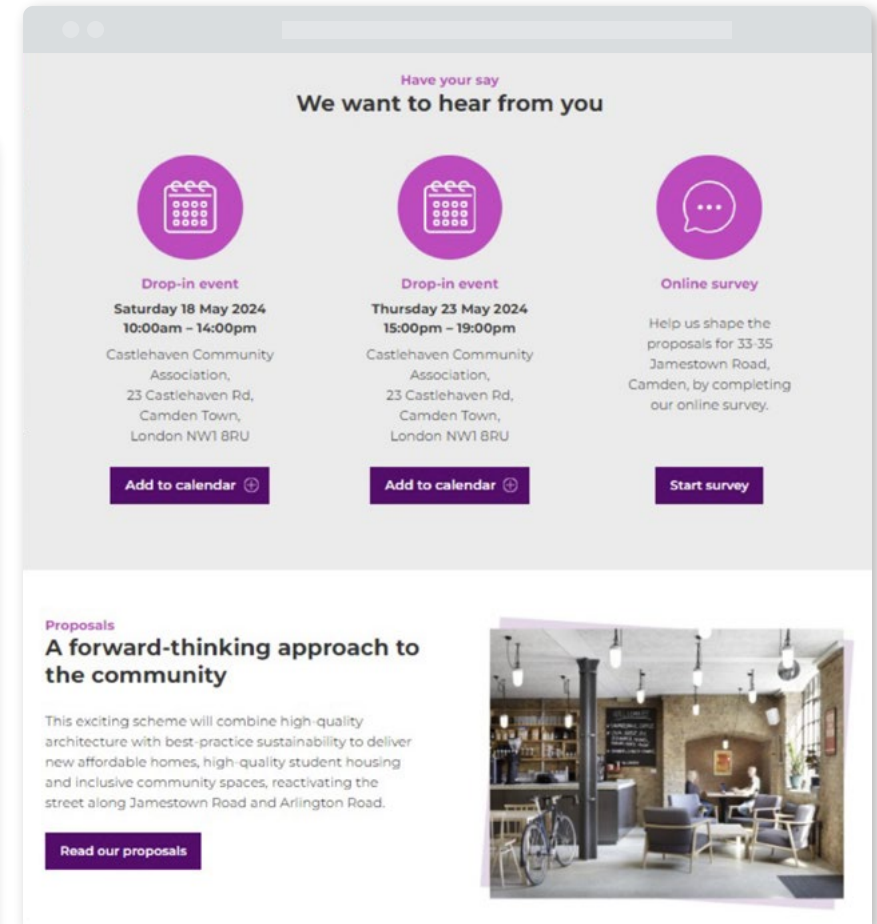
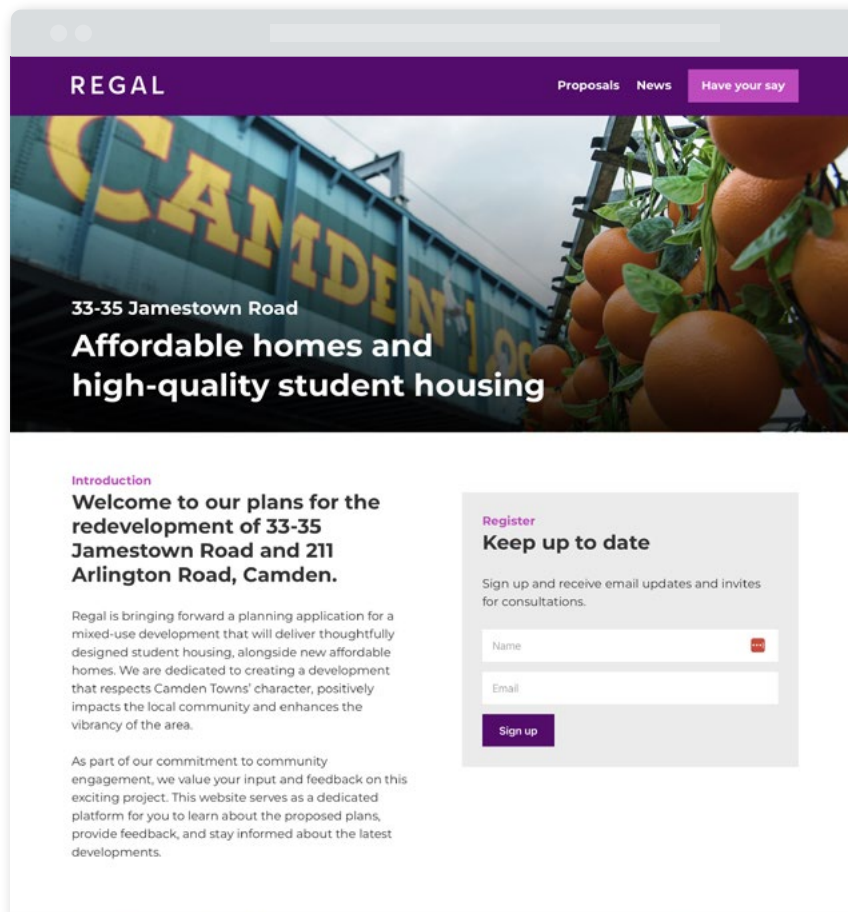
Email
info@jamestown-road.co.uk

Freephone
0800 148 8911

Mail
Freepost MEETING PLACE CONSULTATION
(no stamp required)

Appendix 3

Website



Appendix 3

Website


**About
Regal**

Regal is one of the capital's leading privately owned mixed-use developers with a focus on unlocking value from complex urban settings. With a legacy of over 25 years of success, Regal continues to shape vibrant places that reflect the diversity of our capital city. Regal builds long-term partnerships with like-minded parties, including landowners, councils and financial partners, to maximize their collective ambitions.

Regal's brand portfolio includes five sub-brands: 'Regal London', comprising the residential assets; 'Regal Students', the business's Purpose Built Student Accommodation portfolio; and 'Regal Workspace' its office portfolio. The developer's in-house construction arm is 'Regal Construction', and 'Regal Academies' includes onsite construction skills academies.


Unlike many other developers, Regal is a fully integrated business operating across the entire lifecycle of the asset, which means that it puts the customer at the centre of everything it does.

Regal strives for progress towards net zero and invests in innovative technologies to reduce its carbon footprint. Regal works with partners and collaborators to create positive social value, and in keeping with its own entrepreneurial spirit, particularly works with groups providing support for young people and those wanting to further their own careers.



**Have your say
Your voice matters**

We value your input and perspective. Your feedback will play a crucial role in shaping the final design, ensuring that the development reflects the aspirations and priorities of the community.




33-35 Jamestown Road

Affordable homes and high-quality student housing


**Our vision
Creating a vibrant and inclusive space**

At Regal, we believe in creating developments that not only enhance the built environment but also enrich the lives of the communities they serve. Our vision for 33-35 Jamestown Road and Arlington Road is to create a vibrant, sustainable, and inclusive space that respects the heritage and character of the local area while meeting the needs of its residents.



**The site
Providing for the local community of Camden**


The site is located at 33-35 Jamestown Road, in the heart of Camden Town. It will aim to deliver a mixed-use development that will benefit the local community.



Illustrated aerial view of the site area

Appendix 3

Website








Site location and red line boundary

Proposals

Key features


The development will bring high-quality architecture and best-practice sustainability to the area.

 High-quality student accommodation	 New affordable homes	 Reactivating the street front along Jamestown Road	 Improved biodiversity net gain and urban greening factor	 New landscaped space for residents on site
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Sustainability

Enhancing and enriching the local area

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.




Consultation

Join the conversation

There are several ways you can participate in the consultation process:

- Explore the proposed plans and designs when they are available.
- Share your thoughts, concerns, and ideas through our [online survey](#).
- Attend upcoming [public exhibitions](#) and events to meet the project team and ask questions.
- [Register to stay informed](#) about project updates and announcements through regular website updates and newsletters.

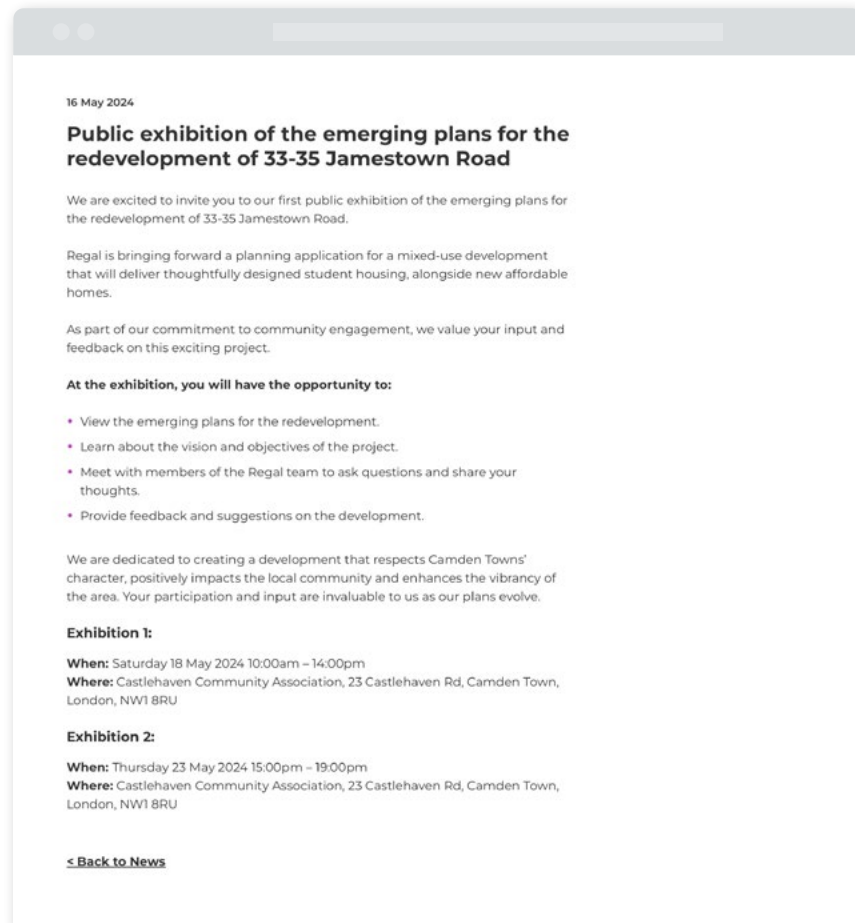


You will be able to find the latest plans and feedback questionnaire on this page when published.

Thank you for your interest and participation. We look forward to working together to make 33-35 Jamestown Road a place we can all be proud of.

Appendix 3

Website



Appendix 4

Consultation event – Stage 1

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 Town's 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.

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info@jamestown-road.co.uk

 Call us:
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Freepost MEETING PLACE CONSULTATION
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33 – 35 JAMESTOWN ROAD
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33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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.

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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.

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33 – 35 JAMESTOWN ROAD
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33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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

33 – 35 JAMESTOWN ROAD
For more information visit www.jamestown-road.co.uk

Appendix 4

Consultation event – Stage 1

33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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.





33 – 35 JAMESTOWN ROAD
For more information visit www.jamestown-road.co.uk

33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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

Connection to outdoors

Quality outdoor amenity

Communal congregation

33 – 35 JAMESTOWN ROAD
For more information visit www.jamestown-road.co.uk

33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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

Appendix 4

Consultation event – Stage 1

33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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.



Playspace


Planted courtyard


Dynamic levels allowing spaces for planting and connection


Courtyard


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

33 – 35
JAMESTOWN
ROAD
May 2024

REGAL

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

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

Call us:
0800 148 8911 (freephone)

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

Get involved

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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



33 – 35 JAMESTOWN ROAD
For more information visit www.jamestown-road.co.uk

Appendix 5

Community newsletter – Stage 2

Community newsletter | Summer 2024

REGAL

33 – 35
Jamestown
Road



Aerial view of 33-35 Jamestown Road

Following our first round of consultation in May, we are pleased to invite you to our second round of consultation events, where you can find out more about our plans for the redevelopment of 33-35 Jamestown Road.

Regal is bringing forward a planning application for a mixed-use development that will deliver thoughtfully designed student housing, alongside new affordable homes.

This second round of public engagement forms part of our commitment to community engagement, we value your input and feedback on this exciting project. At the exhibition, you will have the opportunity to:

- View the plans for the site and see how our designs have developed since our last events
- Learn about the vision and objectives of the project
- Meet with members of the wider project team to ask questions and share your thoughts
- Provide feedback on the development

We are dedicated to creating a development that respects Camden Town's 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 will be holding public exhibition events on the following dates:

Exhibition 1
When: **Tuesday 9 July 2024**
2.30pm – 6.30pm
Where: **Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU**

Exhibition 2
When: **Saturday 13 July 2024**
10.00am – 2.00pm
Where: **Castlehaven Community Association, 23 Castlehaven Rd, Camden Town, London, NW1 8RU**

We look forward to welcoming you to the exhibition.

For more information, please visit our website jamestown-road.co.uk or scan the QR code (right).





Spaces for new and current residents



About Regal

Regal is a Camden-based mixed-use developer focused on transforming London's landscape by delivering vibrant places in which people and communities can thrive.

Over the last 25 years, we have built thoughtful developments from Brent to Hackney, Camden to Lambeth. We pride ourselves on bespoke design and exceptional quality, working in partnership with local communities to enhance the environment in which they live and socialise.

Regal is committed to playing its part in tackling the climate crisis, and to delivering better outcomes for the environment and our local communities through creating positive social value.

Regal's sustainability strategy focuses on four areas: transitioning to net zero carbon by 2030; investing in innovation; going beyond biodiversity net gain and helping disadvantaged groups into employment in real estate and construction through the Regal London Real Estate Academies.

A message from Camden Council

Camden Council is hosting an online public meeting, referred to as the Development Management Forum, which is separate to Regal's consultation on Wednesday 17 July from 7.00pm to 9.00pm. You can ask questions and give comments about the pre application proposals for the former Jamestown Road Depot.



Register and find out more at camdenplanning.councilsuk.live/JamestownRoadForummeeting or by scanning the QR code.

You can contact the project team directly via:

Email
info@jamestown-road.co.uk

Freephone
0800 148 8911

Mail
Freepost MEETING PLACE CONSULTATION
(no stamp required)



Appendix 6

Consultation event – Stage 2

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

📞 0800 148 8911 (freephone)

📄 **Freepost MEETING PLACE CONSULTATION** (no stamp required)

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33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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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

33 – 35 JAMESTOWN ROAD
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Appendix 6

Consultation event – Stage 2

33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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33 – 35 JAMESTOWN ROAD
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33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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

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JAMESTOWN
ROAD
July 2024

REGAL

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.

DOMESTIC
COMMUNAL
'CIVIC'








Arlington Road:
Affordable housing maisonette entrances

Jamestown Road:
Affordable housing communal entrances

Jamestown Road:
Student elevation

33 – 35 JAMESTOWN ROAD
For more information visit www.jamestown-road.co.uk

Appendix 6

Consultation event – Stage 2

33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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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33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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.



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JAMESTOWN
ROAD
July 2024

REGAL

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.





33 – 35 JAMESTOWN ROAD
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Appendix 6

Consultation event – Stage 2

33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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
- Trees 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 gravel /pea gravel
- Sealed Surface
- Sand

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33 – 35
JAMESTOWN
ROAD
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REGAL

Sustainability and wider opportunities

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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.

33 – 35 JAMESTOWN ROAD
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33 – 35
JAMESTOWN
ROAD
July 2024

REGAL

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Get in touch

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0800 148 8911 (freephone)

Freeport MEETING PLACE CONSULTATION (no stamp required)

Timeline

- Spring 2024
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33 – 35 JAMESTOWN ROAD
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Appendix 7

Feedback form

Feedback form | May 2024

REGAL

33 – 35 Jamestown Road

Have your say

We would like to understand your aspirations for the future of Jamestown Road and Arlington Road, and what you think could be done to improve the area.

We would welcome your comments to help us better understand the priorities of local residents.

Get in touch

You can contact the team directly via:

Email
info@jamestown-road.co.uk

Freephone
0800 148 8911

Mail
**Freepost MEETING
PLACE CONSULTATION**
(no stamp required)

1. Do you live near the site?

☐ Yes ☐ No

2. Are you a member of a local organisation or group?

☐ Yes (please specify) ☐ No

3. How frequently do you visit Jamestown Road and Arlington Road?

☐ Every day ☐ Every week ☐ Every month ☐ Not at all

4. How would you rate the quality of the street scene along Jamestown Road and Arlington Road?

☐ Very good ☐ Good ☐ Average ☐ Bad ☐ Very bad

5. Do you support proposals that prioritise sustainable transport measures?

☐ Yes ☐ No ☐ Unsure

6. Do you support providing active frontages at ground level?

☐ Yes ☐ No ☐ Unsure

7. Do you agree there is a need for high-quality student accommodation and affordable homes in Camden Town?

☐ Yes ☐ No ☐ Unsure

8. Are there any other ideas you would like to share as we progress our design work?

Your details

Name: _____


Email: _____

Address: _____

Do you wish to be contacted with updates on the development?

☐ Yes ☐ No

This information is being collected on behalf of Regal and will be shared with them and the project team, securely stored and destroyed at the end of the planning process.



Appendix 8

Feedback form responses – Stage 1

"Love the design."

"Interested in height issues."

"Affordable housing, and housing yes, not so sure we need student accommodation."

"Keep the height of buildings at the current level. We don't need high buildings in this sensitive location."

"Green space – no more student accommodation in Camden please – what about a park? The area is already a built-up area with its fair share of traffic – it is surrounded by 'affordable housing' that are now operating as Airbnb."

Appendix 9

Feedback form responses – Stage 2

"There needs to be some publicly accessible landscaped areas as part of the development, to increase community engagement.

The construction works must not reduce access along the pavement and pedestrians must be able to walk the full length of the pavement, on both sides of the roads, at all times. Pedestrians using the pavements may be disabled or elderly, so it would be dangerous for them to have to cross the street just to walk to their own homes."

"The height of any new building has a significant impact on this historic area. It is crucial to be sensitive to the low height historical buildings on Jamestown Road, Arlington Road, Gloucester Crescent and Inverness Street. Building materials should reflect the historical surroundings. Trees must be protected and if any have to be removed, they need to be replaced within this area like for like with mature trees, not saplings. Noise pollution is a major issue in Camden and any design work needs to be mindful of existing residents not being subjected to more noise from more people moving into the area."

"There is a lot of student accommodation in Camden already and even a brand-new hotel sitting empty for months on Delancy Street. I am in proximity to Arlington House where drug dealing is rife. You have made no mention of the police impact statement and who is the affordable housing for?

I have first-hand experience of overcrowding and substandard housing provided by Onehousing/ Riverside. At the previous exhibition I was assured that a wide area had been leafleted and informed of your plans, and yet when I visited Triyoga on Jamestown Road, the architects next door to them and residents of Gilbert House, they were totally unaware of the development. My estate houses a number of extremely vulnerable people who are directly next to the site. How will you mitigate noise, dust and disruption for these people?"

"This area has a lot of industrial-type architecture and it would be good to keep that feeling."

"I don't think this is a well-designed survey. I had to look up the definition of 'active frontage' and there should be separate questions about affordable housing and student accommodation."

"Do not block the High Street for traffic! This is the only option for us to drive north! We are residents, we want to live in peace with our family! We do not need more tourists, we do not need more drunk people, drugs, drug dealers, homeless people in Camden, it is disgusting as it is. Try to take your children to school along the Canal every morning. Animals in the zoo are cleaner than the drug addicts openly smoking crack in the early morning in front of my children, Is this your idea to teach the next generation? Clean this up first. Tackle the crime, improve Camden Station, before planning to bring in more tourists. The tube station is at dangerous levels as it is. Your survey is leading with questions to agree to your idea of blocking the road – this is not an open survey and should be disregarded."

"I think it is important that the development is not too dense. The developments around the area have been dense, and further substantial building will increase the perception of the height and weight of building."

"Leave it alone."

**33 – 35
JAMESTOWN
ROAD**

REGAL