

DP6771/AM/LLJ/AT
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Planning and Development
London Borough of Camden
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FAO: Josh Lawlor – Principle Planning Officer

Dear Josh,

33-35 Jamestown Road, London, NW1 7DB and 211 Arlington Road, London, NW1 7HD
Full Planning Application

This Cover Letter has been prepared by DP9 Limited in support of an application for full planning permission on behalf of 4C - Jamestown Road Ltd (the “Applicant”) for the development site of 33-35 Jamestown Road and 211 Arlington Road, London (the “Site”).

The proposed Description of Development 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”.

Summary of the Proposed Development

Camden is home to a rich mix of uses and vibrant history and local community. As Camden grows, the community and the Council have come together in new and inspiring ways to tackle some of the most pressing issues facing the borough. “We Make Camden” is the Council’s updated vision for the Borough centred around six key ambitions:-

- 1) Camden is a Borough where every child has the best start in life
- 2) Camden’s local economy should be strong, sustainable, and inclusive – everyone should have a secure livelihood to support them to live a prosperous life
- 3) Camden actively tackles injustice and inequality, creating safe, strong and open communities where everyone can contribute
- 4) Camden communities support good health, wellbeing and connection for everyone so that they can start well, live well, and age well;
- 5) Everyone in Camden should have a place they call home; Camden should be a green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency



The Proposed Development is considered to fully align with the We Make Camden vision through the provision of on-site self-contained affordable housing with new open spaces, and rejuvenation of this brownfield Site, alongside retention of employment floorspace and local training opportunities.

Regal have 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 disposed of the asset in 2021.

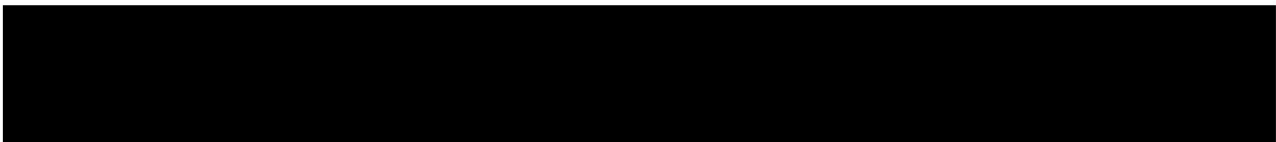
Regal are one of the capital's leading privately owned mixed-use developers with a focus on unlocking value from complex urban settings to transform London's landscape. Regal has delivered successful developments across London over the last 25 years, from Brent to Tower Hamlets, Barnet to Lambeth.

The Proposed Development would bring forward much needed housing on a vacant, brownfield site with an emerging allocation. It would transform these dilapidated buildings to deliver a mix of purpose built student accommodation and affordable housing along with employment floorspace.

The proposals for Jamestown Road will deliver substantial and demonstrable public benefits including:-

- Transformation of a brownfield site for new student accommodation and affordable housing, providing high quality accommodation for London's growing number of students, and much needed social rented homes;
- Provide 187 student rooms, and 27 affordable homes in the form of high priority unit sizes, equal to delivery of 102 housing units per the Government Housing Delivery Test;
- Provide exemplar design quality for the residents and students, centred around two courtyards for private amenity space. The development will enhance the streetscape through high quality architectural design which is highly response to context.
- Retention a portion of flexible commercial space to contribute to the local economy;
- Removal of all car travel to the Site with a focus on cycle facilities, and implement measures to secure a sustainable mode shift towards active travel, including regularising deliveries and servicing;
- Highly sustainable development, achieving carbon emissions reductions and BREEAM "Excellent" for the student accommodation.

It is considered that the proposals are in full accordance with the development plan, and in line with Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended), there are no material considerations that indicate that planning permission for the Proposed Development should not be granted.





The submission comprises the following documents:

- Completed Application Form, submitted via the planning portal;
- Covering letter, prepared by DP9;
- Additional CIL Information Form;
- Planning Statement, prepared by DP9;
- Suite of drawings including Site Location Plan, Existing and Proposed Plans, Sections and Elevations, and Landscape Plans; prepared by Morris + Company, New Practice and Context Office;
- Design and Access Statement, prepared by Morris + Company, including;
 - a) Landscape Statement, by New Practice and Context Office;
 - b) Crime Impact Assessment, by Morris + Company;
- Affordable Housing Statement, prepared by Regal;
- Financial Viability Assessment, prepared by BNP Paribas;
- Student Housing Management Plan, prepared by Homes for Students;
- Preliminary Ecology Appraisal, prepared by Greengage;
- Arboricultural Impact Assessment, prepared by TMA;
- Biodiversity Net Gain Report (including BNG Spreadsheet), prepared by Greengage;
- Detailed Health Impact Assessment, prepared by Volterra;
- Air Quality Assessment, prepared by AQC;
- Acoustic Report, prepared by RBA;
- Land Contamination Report/Geotechnical Assessments, prepared by HDR;
- Basement Impact Assessment, prepared by HDR;
- Statement of Community Involvement, prepared by Meeting Place;
- Draft Construction Management Plan, prepared by Regal London;
- Healthy Streets Transport Assessment, prepared by Iceni;
- Framework Travel Plan, prepared by Iceni;
- Delivery and Servicing Management Plan, prepared by Iceni;
- Flood Risk/SUDS Strategy/Drainage Report, prepared by HDR;
- Fire Statement and London Plan Fire Statement, prepared by Jenson Hughes;
- Energy Statement and Overheating Assessment, prepared by Wallace Whittle;
- Sustainability Statement (incl BREEAM Pre-Assessment, Whole Life Carbon and Circular Economy), prepared by Wallace Whittle;
- Daylight and Sunlight Assessment, prepared by GIA; and,
- Economic Regeneration and Employment and Skills Strategy (Including Student Housing Needs Assessment) , prepared by Volterra.



We look forward to receipt of validation and should you have any queries in the meantime please do not hesitate to contact Alexandra Milne, Liam Lawson Jones or Annie Timms at this office.

Yours faithfully



DP9 Ltd.