

# Regis Road, Kentish Town

## Development Management Forum – 13<sup>th</sup> October 2025

Kristina Smith – Deputy Team Leader

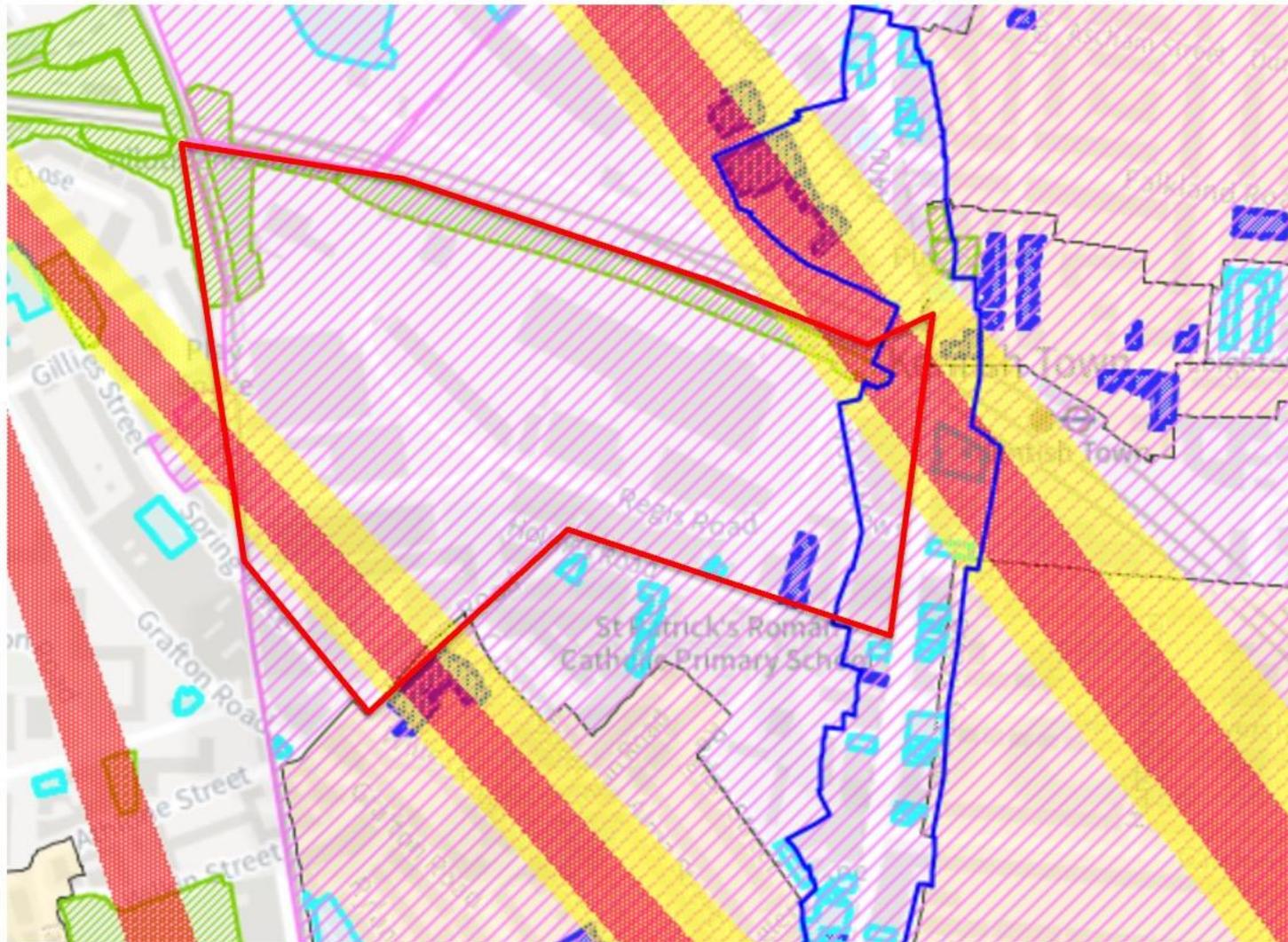


## Overview of Proposals:

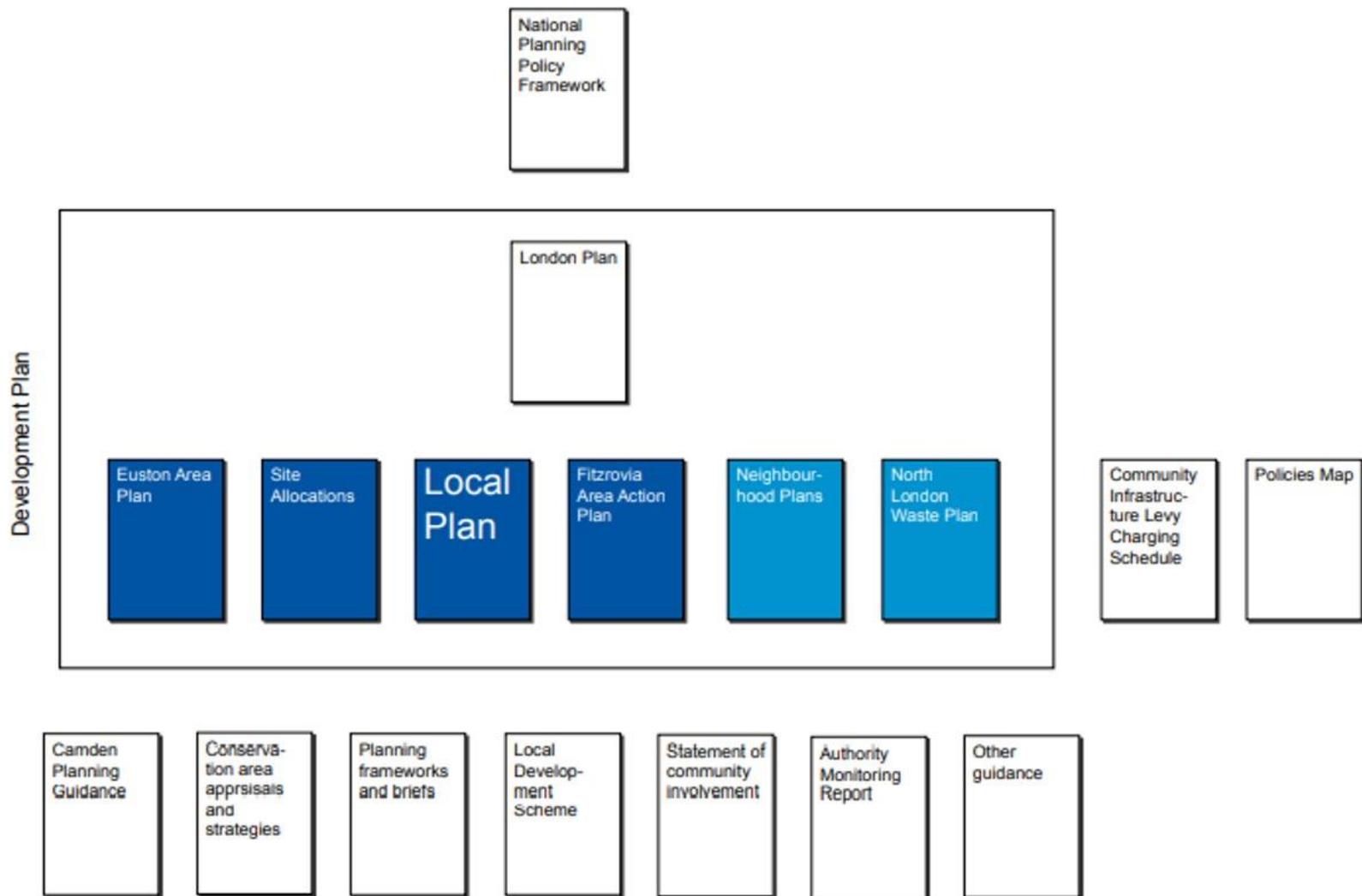
- Demolition of existing buildings and structures
- Development of:
  - the Camden Film Quarter comprising studio and workshop space with active commercial frontages
  - two housing sites providing approx. 500 homes plus the re-provision of the Holmes Road Depot housing
  - re-provided Reuse & Recycling Centre
  - further commercial, community and education uses
  - new routes through the site, public and private open space, play space and landscaping.





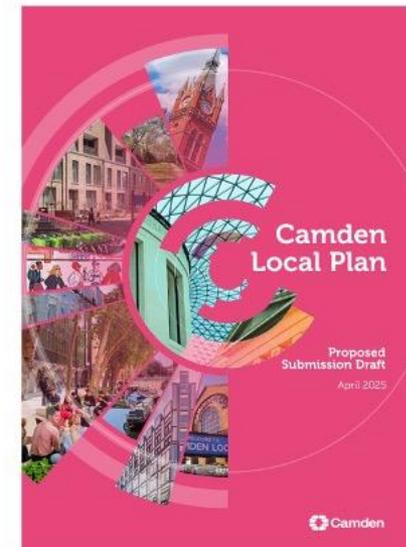
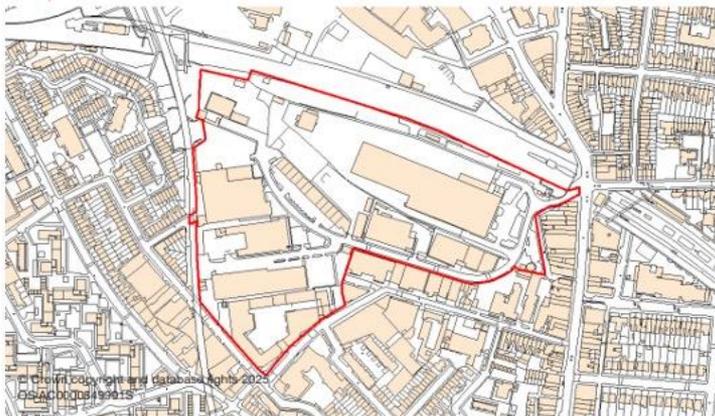


- Local List
- Listed Building
- I
- II
- II\*
- Conservation Area
- Local Plan Open Space
- Neighbourhood Plan Adopted
- Metropolitan Walk
- Local Plan Centres
- NC
- Protected Vistas LVMF 2010
- VC



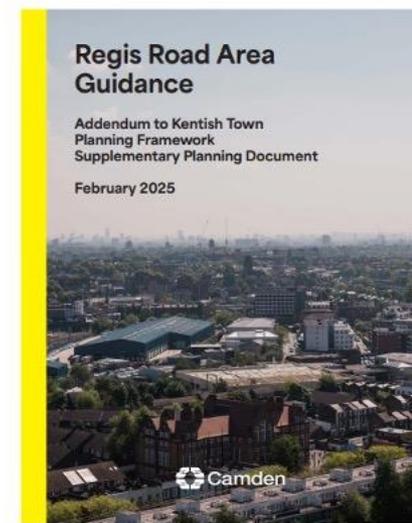
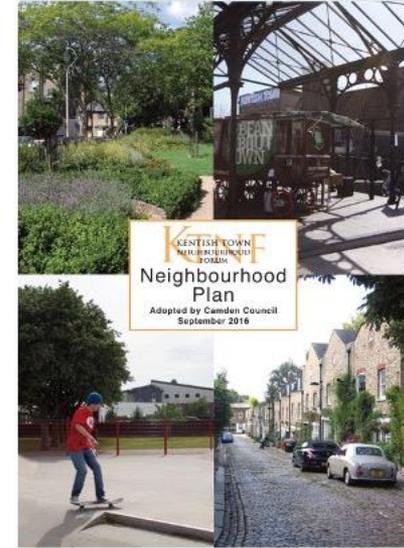
# Policy background:

- Camden Local Plan (2017) - identifies Regis Road as a Growth Area.
- The Proposed Submission Draft of the new Camden Local Plan (2025) includes development and design principles for Regis Road and Holmes Road Depot as Site Allocation C2.



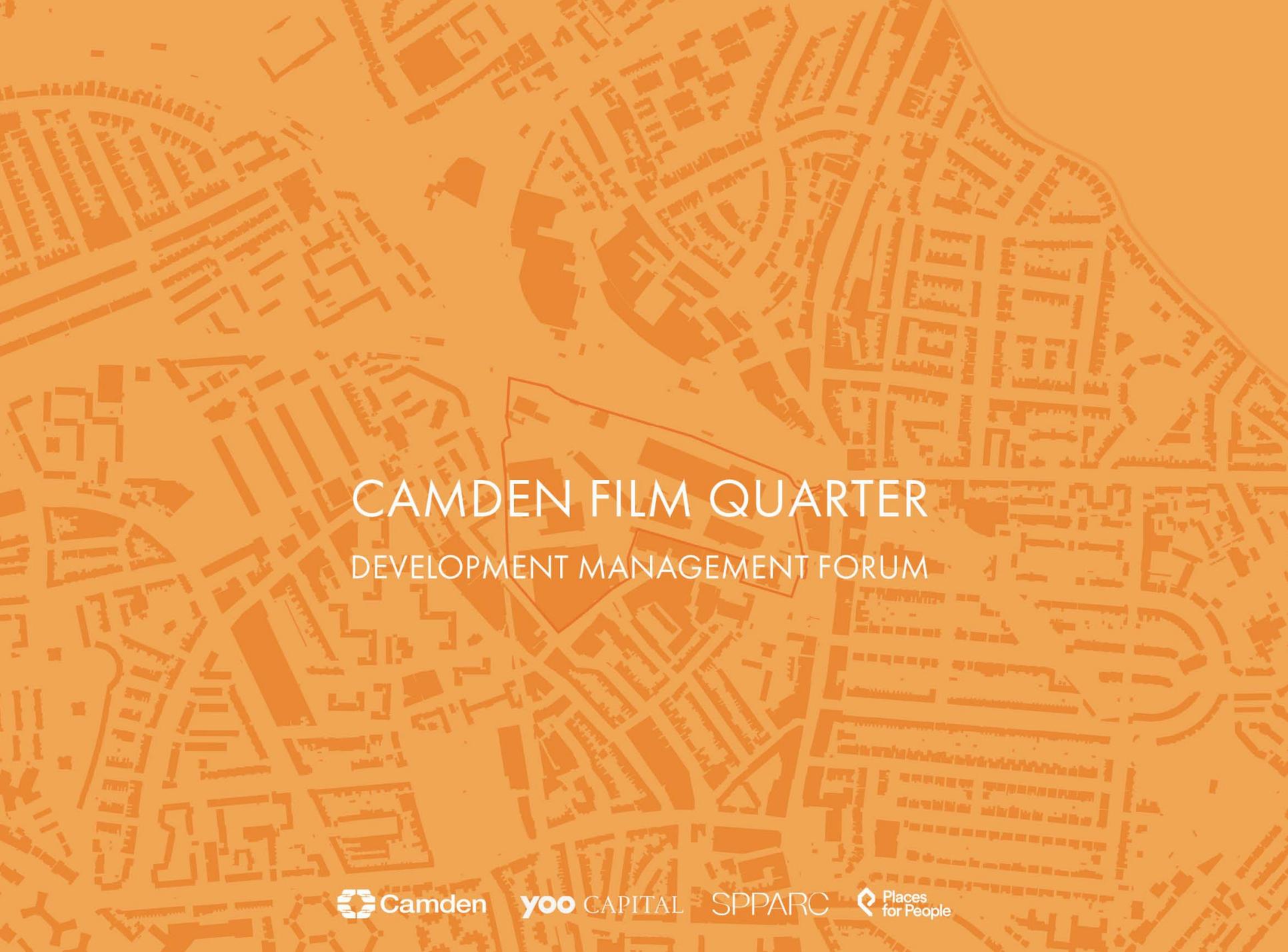
## Policy background (cont):

- Kentish Town Neighbourhood Plan (2016) includes spatial policies and development criteria for Regis Road under policies SP2 and SP2a alongside site specific policies for the Council Depot Site (SSP6) and York Mews and Land around the Police Station (SSP2)
- Kentish Town Planning Framework (2020) and Regis Road Area Guidance SPD (2025) provide more detailed principles and guidance to deliver on development aspirations.



## Main Planning Considerations:

- Land uses
- Housing type and quality
- Design and placemaking
- Heritage and conservation
- Transport and highways
- Residential amenity
- Environment – sustainability, energy, flooding & drainage, air quality, biodiversity
- Inclusive Economy
- Social value and public benefit



# CAMDEN FILM QUARTER

## DEVELOPMENT MANAGEMENT FORUM



# THE TEAM

## YOO CAPITAL

Yoo Capital buys, develops and owns buildings across London, and specialises in working with communities to create inspirational spaces.

Yoo Capital has led the design and development process which will retain the iconic exhibition halls, and providing a variety of arts, cultural, leisure and commercial uses. Architect: SPPARC co-designed with Heatherwick Studio

In February 2024, Yoo Capital received planning

permission for an improved Market, life sciences workspace for Imperial College London, 40 new affordable homes (no private housing), and commercial office space. Yoo Capital did this with the support of the overwhelming majority of traders.

Yoo Capital is working on proposals to honour the history of the West End building and return it to a live performance venue, transforming it into Cirque du Soleil's first permanent home in Europe along with a hotel for Citizen M. Architect: SPPARC



Olympia, Hammersmith and Fulham



Shepherds Bush Market, Hammersmith and Fulham



Saville Theatre, London Borough of Camden

## SPPARC

Based in Camden, SPPARC is an award-winning Masterplanning, Architecture and Design studio who enjoy working across varied scales. Recent schemes include the co-design of the £1.3bn regeneration of Olympia London, the 2023 RIBA Award winning redevelopment of Borough Yards adjacent to the capital's iconic Borough Market and the reimagining of the Grade II\* Listed Royal Masonic Hospital in Ravenscourt Park.

Following receipt of the town planning award for design excellence and a recognition for creating exceptional public space by the Royal Commission of Fine Arts, SPPARC are currently leading several complex Masterplan projects across the UK including the employment-led regeneration of the last remaining working dock at Chatham and a large City Centre quarter of Glasgow. SPPARC's recent workplace project 'Southworks', was named the World's Smartest Building by the Futureproof Awards.



Kensington Church St, Kensington and Chelsea



Rushworth St, Southwark



Borough Yards, Southwark



Music Box, Southwark

# THE TEAM

## OUR PARTNERS

### OXYGEN STUDIOS

Oxygen Studios specialises in strategic planning and promotion of film and TV studios, managing operations, and securing leases. With decades of experience and 95 production titles, they are industry leaders in the UK.

### Places for People

Places for People is the UK's leading Social Enterprise, specialised in homes & communities, regeneration & development, investment, property management, and leisure, to enrich and support thriving communities.

### MONTAGU EVANS

Oxygen Studios specialises in strategic planning and promotion of film and TV studios, managing operations, and securing leases. With decades of experience and 95 production titles, they are industry leaders in the UK.

### BroadwayMalyan<sup>BM</sup>

Broadway Malyan is a global design practice dedicated to improving the future of the built environment worldwide. With a comprehensive suite of interrelated design disciplines from masterplanning to architecture and interiors, we are active in the world's key development markets and growth areas.

## OUR COLLABORATORS

### NFTS | NATIONAL FILM AND TELEVISION SCHOOL

The National Film, Television and Games school is among the top 15 ranked international film schools worldwide, by the Hollywood Reporter in 2021.

### LSA | LONDON SCREEN ACADEMY

The London Screen Academy is a free sixth form specialising in film and television. Founded by some of the UK's most successful film producers, it equips young students from diverse backgrounds with the knowledge, skills and behaviours they need to go out and change the world.

### SPACEHUB

Spacehub is a London-based practice in landscape architecture, urban design, and ecology. Their team will help create high-quality, memorable designs that respond to site, nature, and culture.

### Volterra

We are a market leading consultancy delivering services across the UK. We are experts in understanding how regeneration and infrastructure projects affect economies and communities.

### momentum transport consultancy

Momentum is a transport consultancy. Momentum builds an in depth understanding of transport in their areas of work and creates detailed strategies to improve transport an access for communities.

### atelier ten

We help clients create smart buildings that work with the natural laws of physics. Buildings that lift the spirit and make people feel good. Buildings that give back to the wider environment and don't waste energy or resources. High-performance, sustainable, award-winning buildings.

### Thornton Tomasetti

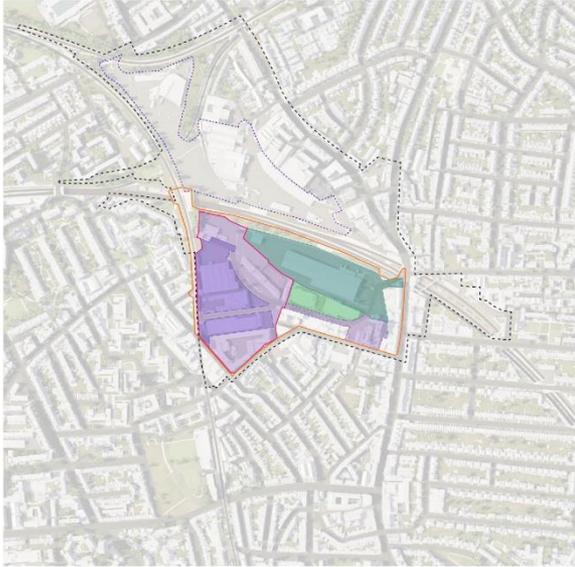
Thornton Tomasetti optimises the design and performance of structures, materials and systems for projects of every size and level of complexity. We are committed to being a sustainable, diverse and enduring organization and the global driver of change and innovation in our industry.

### OFR FIRE + RISK CONSULTANTS

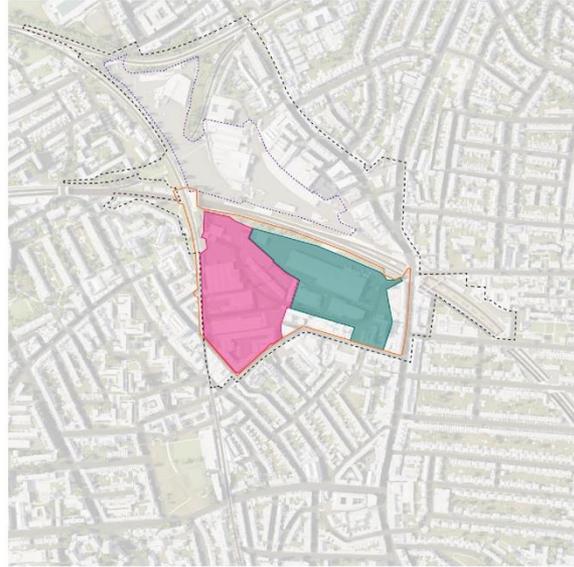
An independent consultancy dedicated to addressing fire safety challenges. Founded in 2016, in nine years we have grown to the UK's leading fire risk consultancy.



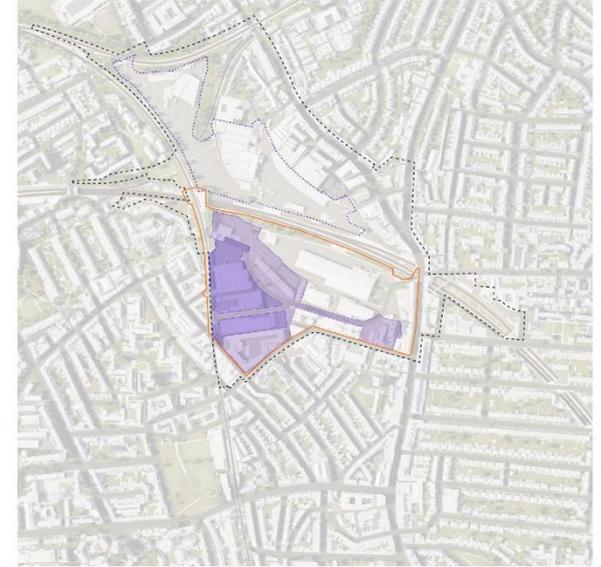
# A PHASED APPROACH



- KTFF Area
- Murphy's Yard Boundary
- Regis Road Masterplan Vision Boundary
- RRMV Western Parcel
- Yoo Capital Land (Parcel A2)
- Joseph Homes Land (Parcel A1)
- South East Parcel (Parcel B)
- North East Parcel (Parcel C)



- RRMV Western Parcel
- RRMV Eastern Parcel



- Yoo Capital Land (Parcel A2)
- Joseph Homes Land (Parcel A1)

# YOO CAPITAL CONTROLLED LAND



# RELEVANT PLANNING DOCUMENTS

## Regis Road Area Guidance

### Addendum to Kentish Town Planning Framework Supplementary Planning Document

February 2025

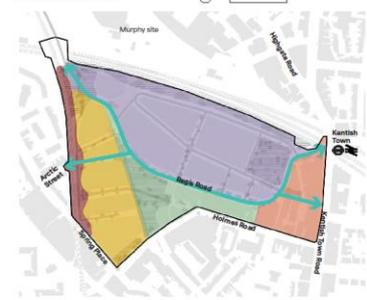


3. Strategy Draft Regis Road Area Guidance (SPD Addendum)

### 3.1 Design and Character A Distinct New Neighbourhood

As set out in the 'Vision' section of this document, development in the Regis Road Area is expected to consist of a mix of uses in order to deliver a comprehensive masterplan, where buildings, streets and uses all come together to form a cohesive block of use. This large site is divided into 6 character areas, defined by their specific context, potential uses and design ambitions.

The following pages will provide a description and guidance for each area.



Map 6. Regis Road Illustrative character areas plan. The Council acknowledges that the LPS site will not come forward in the near future.

3. Strategy Design & Place Team

### Character Area 1 Regis Road

A key principle of the KTPF, Regis Road will become the central spine within the site and a new local connector, providing new public access through the site and linking Kentish Town Road with the new neighbourhood and Gospel Oak. It should provide a welcoming and accessible pedestrian and safe cycling street, lined with trees, supporting green ambitions for the area.

Key guidance for the area:

1. Connecting all the character areas, Regis Road will respond to different characters along its length and offer many opportunities along its route: an improved north-south junction, new links to York Mews, to the biodiversity railway edge and to Holmes Road, a reinstated connection to Arctic Street, new eastern and western parks, and a bridge over the railway eventually leading to the Heath through Murphy's site.
2. A much improved and enhanced Kentish Town Gateway at the north-east junction will create an accessible and lighter entrance to the area and enable a safe and pleasant entry from the High Street. This should include a safe street for walking and cycling, space for pedestrians to move around, planting and a civic space to linger. Key local views and good sightlines to the tube station entrance should be considered.
3. Regis Road must be transformed into a safe, active and sustainable travel route for pedestrians and cyclists from the outset. As a main route through the site, larger vehicles should be removed and relocated from constrained parts of the road to separate service routes to the back of large commercial buildings.
4. As a local connector, Regis Road should provide new public access through the site to all pedestrians who wish to pass through the area, without the need to be a resident or business within the Growth Area.
5. Regis Road must be an active and green street. Buildings should provide active uses and frontages on both sides of Regis Road, and ensure enough space for spill out activity as well as for trees and greening, including Sustainable Drainage Systems (SuDS). Uses location and design should ensure passive surveillance and a sense of safety.
6. A new green space as well as a new bridge in the north-west area will connect to Gospel Oak and Hampstead Heath via the Murphy's site. This new public open space that ends Regis Road should be well overlooked by permanent homes, creating a sense of ownership and safety. Community uses should be encouraged including play and via the creation of a potential new entrance to the Kentish Town City Farm.

3. Strategy Draft Regis Road Area Guidance (SPD Addendum)

### Character Area 4 The Western Gardens and Holmes Road

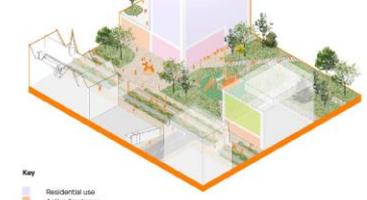
Ambitions for this area include an improved Holmes Road and a new green public open space at the west of the site to create an accessible park serving the existing and new communities of residents, workers and visitors, with its footprint following the deeply buried current of the River Fleet.

Key guidance for the area:

1. This key new green public open space will provide multi-functional amenities including green semi-natural environment for residents and visitors to socialise and seek respite from busy city environment, play provision for all ages and enhanced biodiversity. Its design should use best practice so that it feels safe and pleasant, and be well overlooked by active frontages, including new buildings ending the Regis Road-Holmes Road blocks. See JLB Client Space guidance.
2. Stitching the new development into the existing context, views from and around the open space should be carefully considered and framed by high quality design, for example, enhancing the setting of listed College on 67 Holmes Road through long views across the park. The open spaces should connect with the existing Inverman Gardens to the south and pedestrian streets including Holmes Road passage to the East and Makers Lane to the West.
3. The new link to Holmes Road and Cathcart Street will transform the existing passage at the east into a key green cycling and pedestrian route connecting to the new development. Improvements should include widening of the passage towards the new park to create space for active ground floor uses to spill out and dwell.
4. The ground floors of buildings around the new park should provide a sense of destination as well as amenity spaces for the local community. Mixed-uses, including retail, cafes, community uses could provide activation at key moments such as on the corner of Holmes Road passage, south corner of Inverman Gardens and north west corner on Regis Road. Residential entrances should have a civic and generous character.
5. Improvements to buildings and the public realm along Holmes Road should create a welcoming setting and a better relationship with the Regis Road area.
6. A varied townscape should be promoted across the whole Regis Road Area. In particular, the new housing-led development to the west of the gardens should be of varied heights, creating a neighbourly character, providing good level of daylight and views to the sky and avoiding conspicuous large scale skyline assemblages. See JLB Camden Building Height Study.

3. Strategy Design & Place Team

### Character Area 4 The Western Gardens and Holmes Road



Key: Residential use, Active frontages, Mixed use, Cultural facility use

Concept axonometric of the green public open space and its relationship to streets and buildings



Buildings fronting the open space Elephant Park. Public open space in Mayfield Park, Manchester.

# AN ADOPTED CAMDEN VISION

## 2.3 Spatial Strategy

The spatial strategy for the Regis Road Area has evolved since the adoption of the KTFP for the reasons previously outlined. The new Spatial Strategy demonstrates how the key principles of the KTFP are delivered by ensuring infrastructure is delivered in a coordinated way, the best use of land is achieved to deliver new homes and jobs and good growth is delivered to benefit existing and new residents.

The diagram (Map 4) shows how the Regis Road Area could look if all the landowners bring forward their sites in line with this Area Guidance, with a new strong pedestrian and cycle route connecting Arctic Street and Holmes Road. Makers Lane will connect Spring Place to the North of the site and facilitate a new bridge connection to the Heath. The creation of an attractive new neighbourhood park alongside new access points around the Regis Road Regis Road Area perimeter will connect better into the surrounding area so it becomes fully integrated to its surroundings.

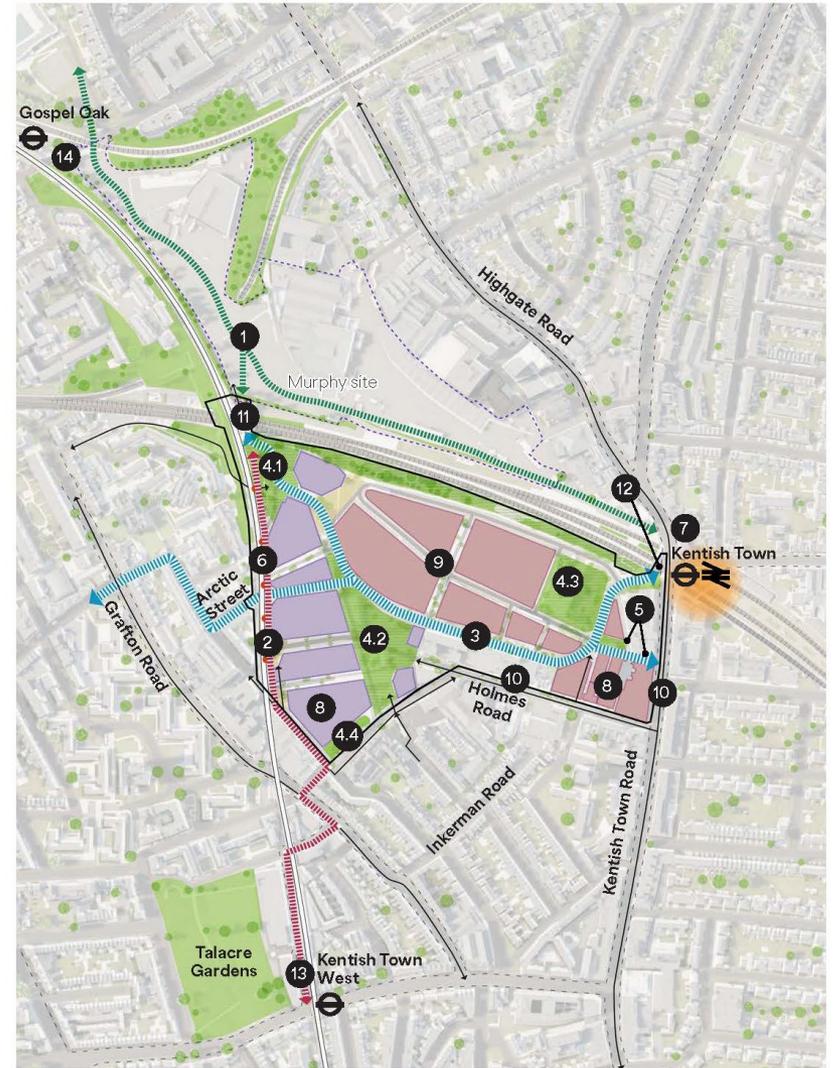
**Key**

- 1 Heath Line
- 2 Makers Lane
- 3 Regis Road
- Public Open Space:
- 4.1 Heathgate
- 4.2 The Western Gardens
- 4.3 Eastern Park
- 4.4 Inkerman Gardens
- 5 York Mews
- 6 Active railway arches
- 7 New Kentish Town Thameslink Station entrance
- 8 Holmes Road development
- 9 Industry with high vehicle traffic
- 10 Public realm improvements to Kentish Town Road
- 11 Heath Line Bridge
- 12 Enhanced Kentish Town Gateway and potential town square (ambition from Kentish Town Neighbourhood Plan)
- 13 Potential station accessibility improvements at Kentish Town West Station
- 14 Gospel Oak Station access improvements

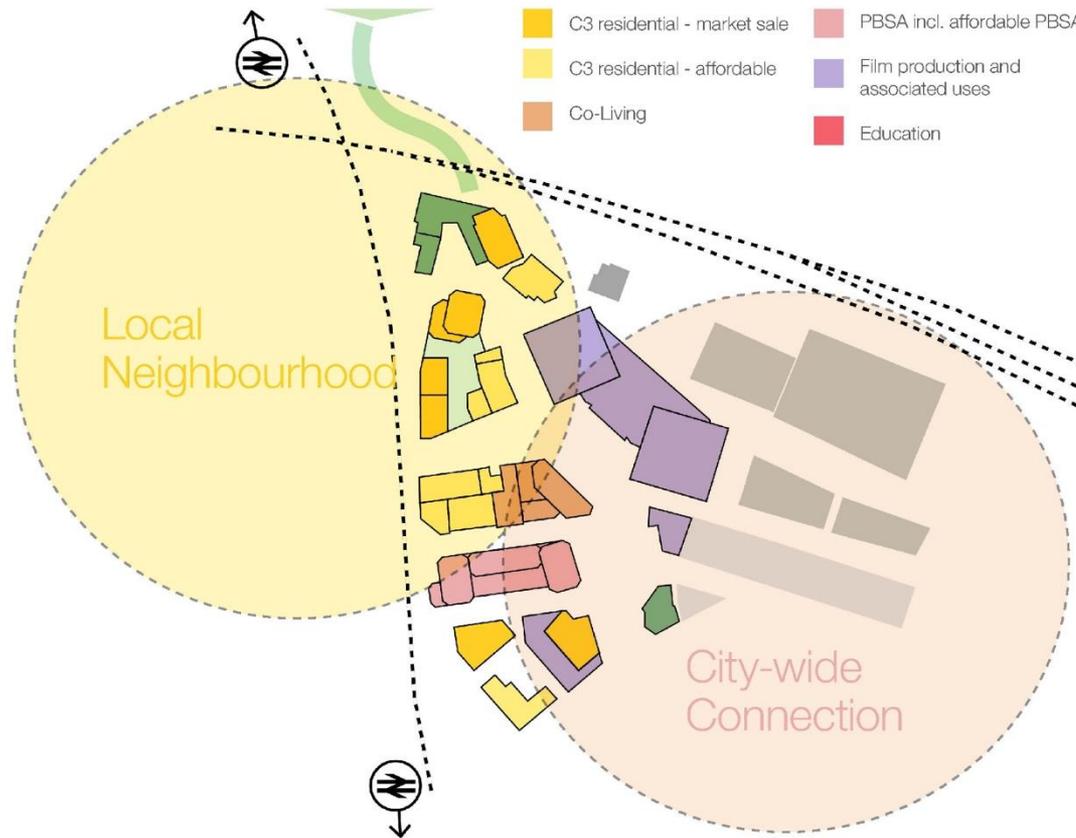
  

- Employment led mixed-use buildings
- Residential led mixed-use buildings
- New Public Open Space
- Potential station accessibility improvements
- Makers Lane - North to South Link
- Heath Line
- Regis Road - East to West Link
- Pedestrian links
- Murphy site boundary (LSIS)
- Regis Road Area

Plans and diagrams within the document are indicative and illustrate ambitions of the guidance for the Regis Road Area.



# A CONNECTED NEIGHBOURHOOD





# WHY CAMDEN FILM QUARTER MATTERS



## Camden: A Creative Powerhouse

- Camden has **over 3,700 creative businesses** (of which 900+ are film related), supporting a workforce of over 40,000 workers. Camden has consistently been the second-highest borough by share of creative industries enterprises (second to Westminster).
- **Key businesses** like Google and YouTube are in a strategic location to reap the benefits of Camden's Knowledge Quarter. Camden provides **strong access to highly skilled talent pipelines** and innovative organisations (such as UCL, SOAS, the Alan Turing Institute, the British Library etc.).



## Well connected.

- **Exceptional transport links:** 3 national rail termini and 7 tube lines place Camden Film Quarter within easy reach of millions of potential employees.
- Mixed housing (50% affordable), education facilities, and attractive amenities including bars, leisure facilities, gym, and community spaces make it an **appealing workplace**.



## From Sheds to Neighbourhoods

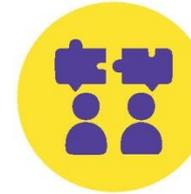
- Traditionally, film studios have been **isolated industrial sheds** in remote locations. Modern UK studio developments, however, are evolving into **vibrant mixed-use neighbourhoods**, integrating stages, offices, post-production, leisure, and public spaces. (Knight Frank, 2022)
- Camden Film Quarter represents this **new studio model**, combining creative workspace with residential, educational, and diverse amenities.



## Boosting Camden's Visitor Economy

- Camden already attracts significant visitor footfall, with Camden Market welcoming approximately 250,000 visitors weekly and the British Museum drawing millions annually.
- Camden Film Quarter's additional public exhibition spaces, screenings, festivals, and events will substantially **enhance local economic impact** by capturing and increasing visitor spend.

# WHY CAMDEN FILM QUARTER MATTERS



## Creating Opportunities for All

- Around **one-third of Camden's population is under 25**, and many young people here aspire to careers in film, TV, and the wider creative industries.
- However, the screen sector continues to face challenges around inequality and under-representation. Young people from diverse backgrounds, particularly those without industry connections, often lack the pathways into creative employment.
- Camden Film Quarter will work with local schools, colleges, and community groups to create a clear education-to-employment **pipeline**, opening

doors to training, apprenticeships, and long-term careers in production, post-production, content creation, and tech.

- **Purpose-built education and outreach facilities**, integrated into the CFQ campus, will ensure that local talent can engage with the industry and benefit directly from the opportunities on their doorstep.
- By actively supporting **inclusion and representation**, CFQ will help reshape the industry, ensuring it reflects the full diversity of the communities it serves.

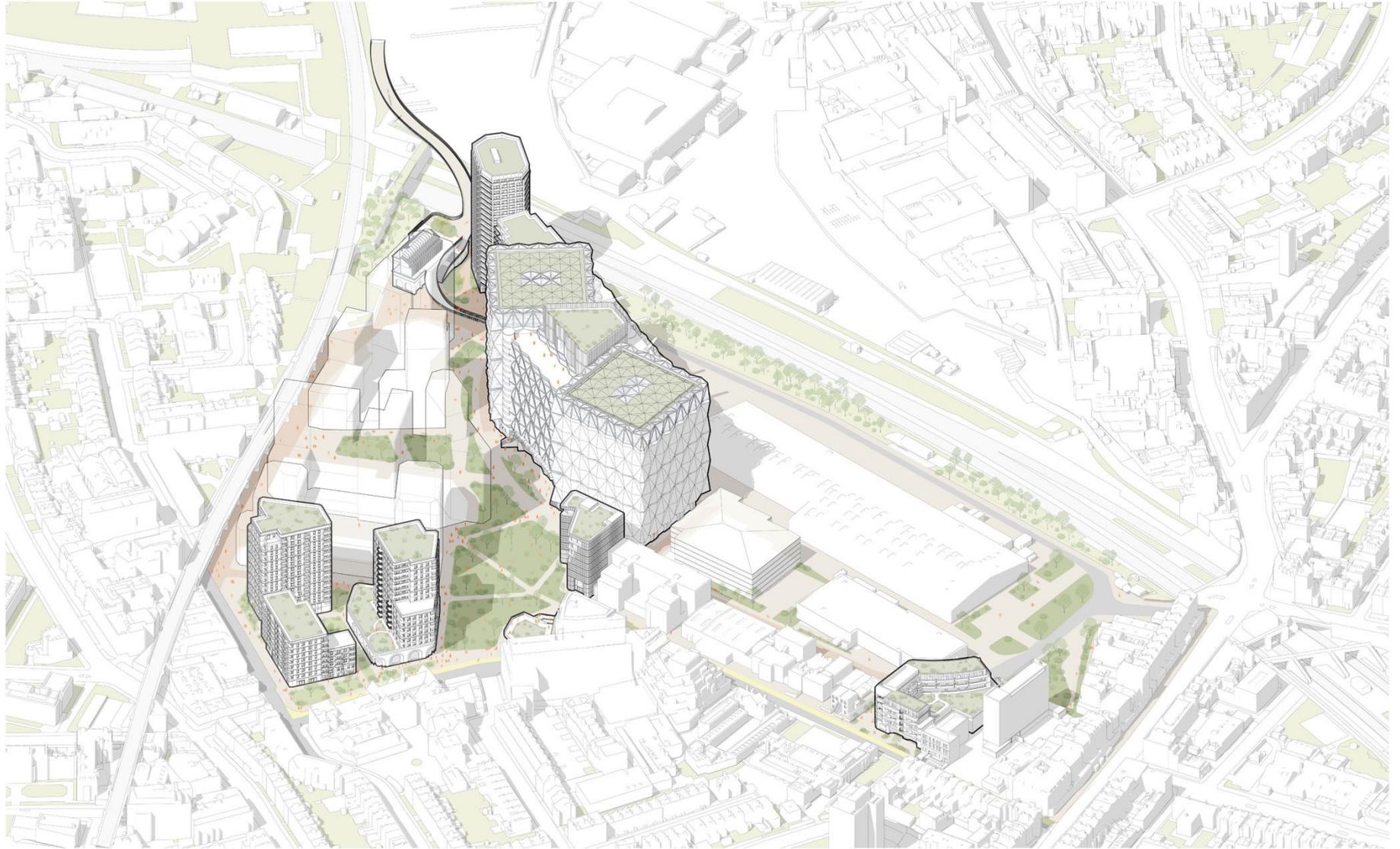
## Power of Collaboration

- Integrating film studios with exhibition space, education, post-production, start-ups, and community uses generates **significant productivity gains** through knowledge spill-overs, reduced production times, and innovation.
- The campus creates an environment which **supports collaboration**, allowing ideas to flow and supporting creative innovation.

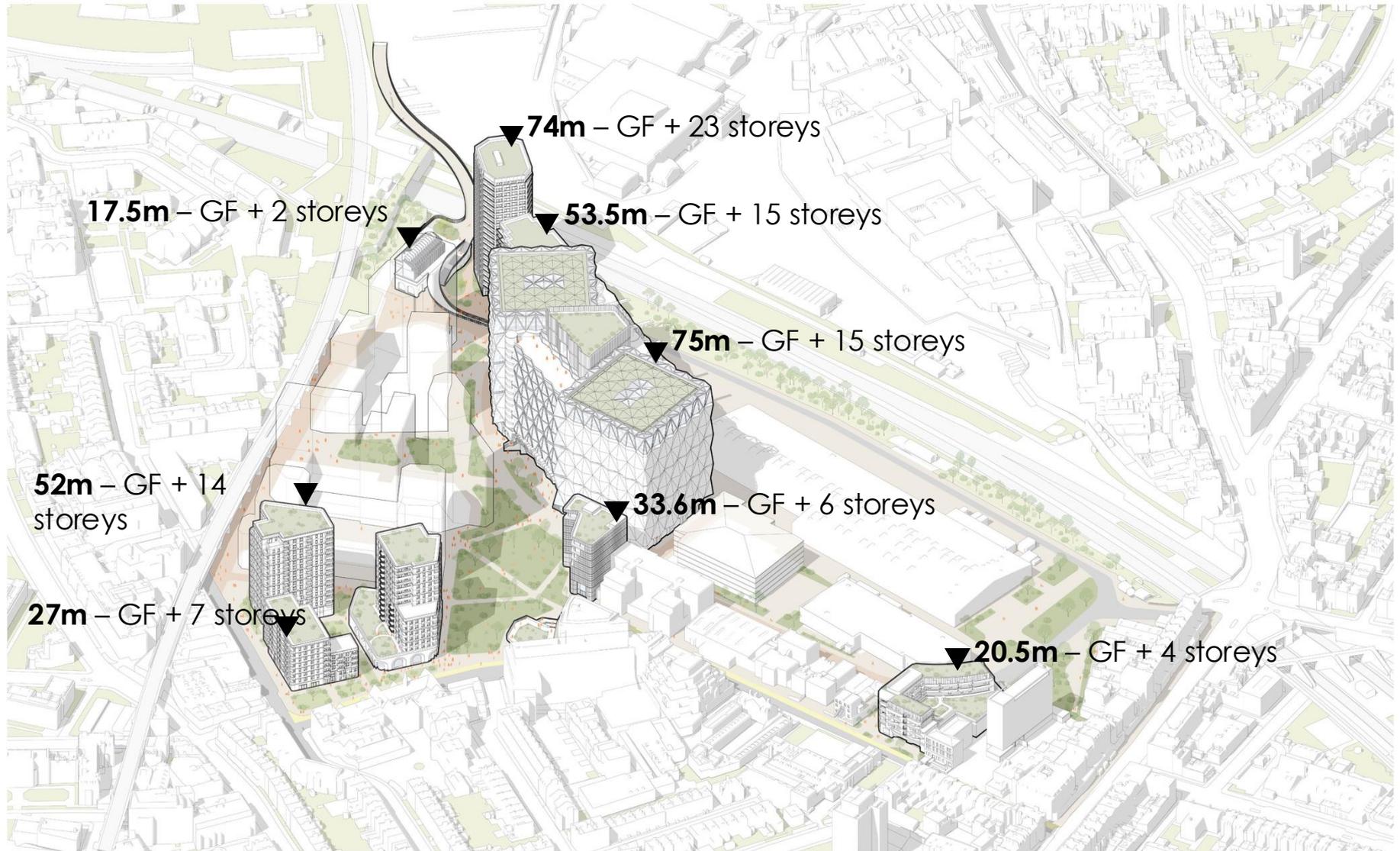
# GROUND FLOOR PLAN



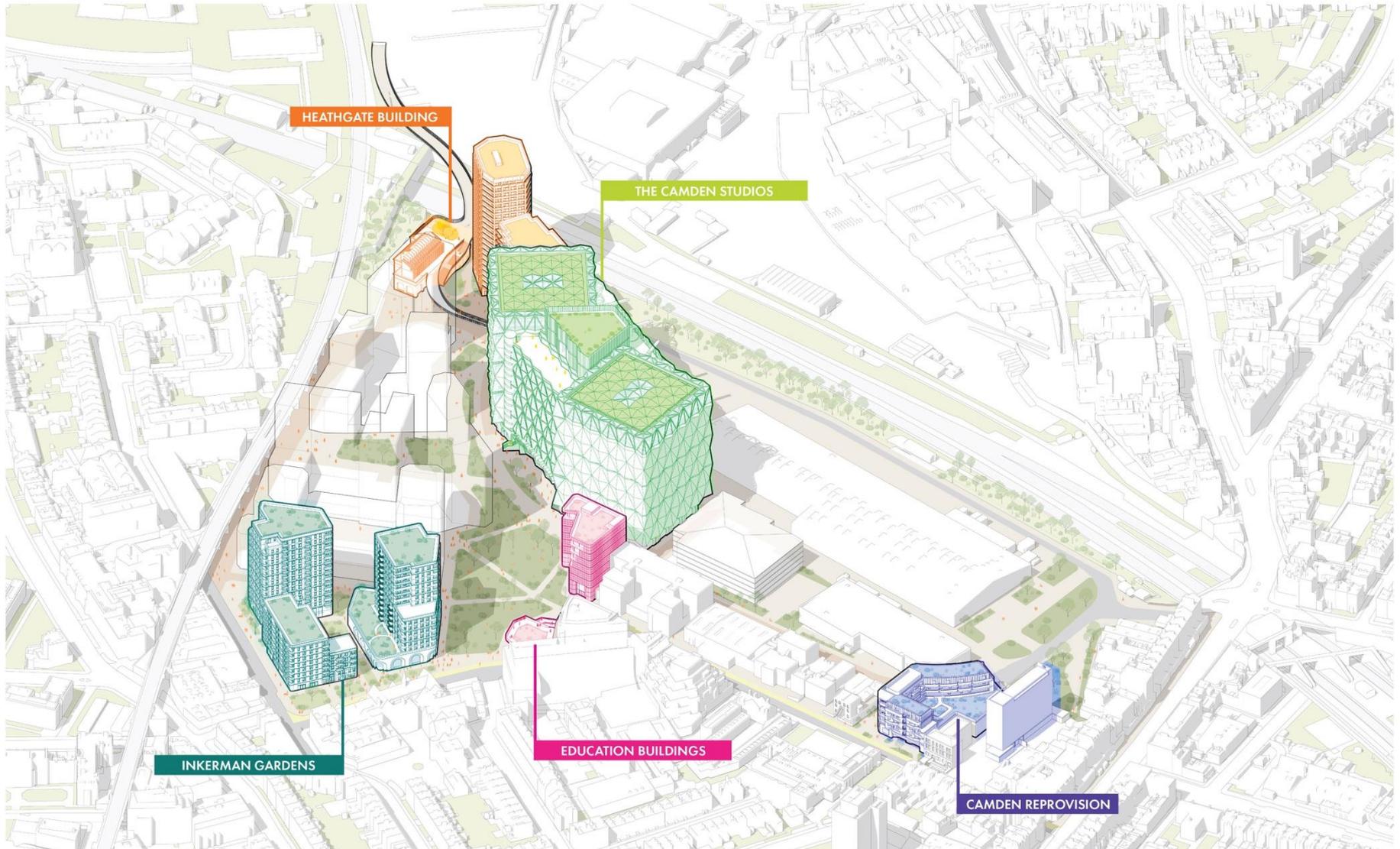
# MASTERPLAN AXONOMETRIC



# MASTERPLAN AXONOMETRIC



# DISTRIBUTION OF LAND USE





# PUBLIC REALM PRINCIPLES



# PUBLIC REALM PRINCIPLES

● Sitewide Landscape

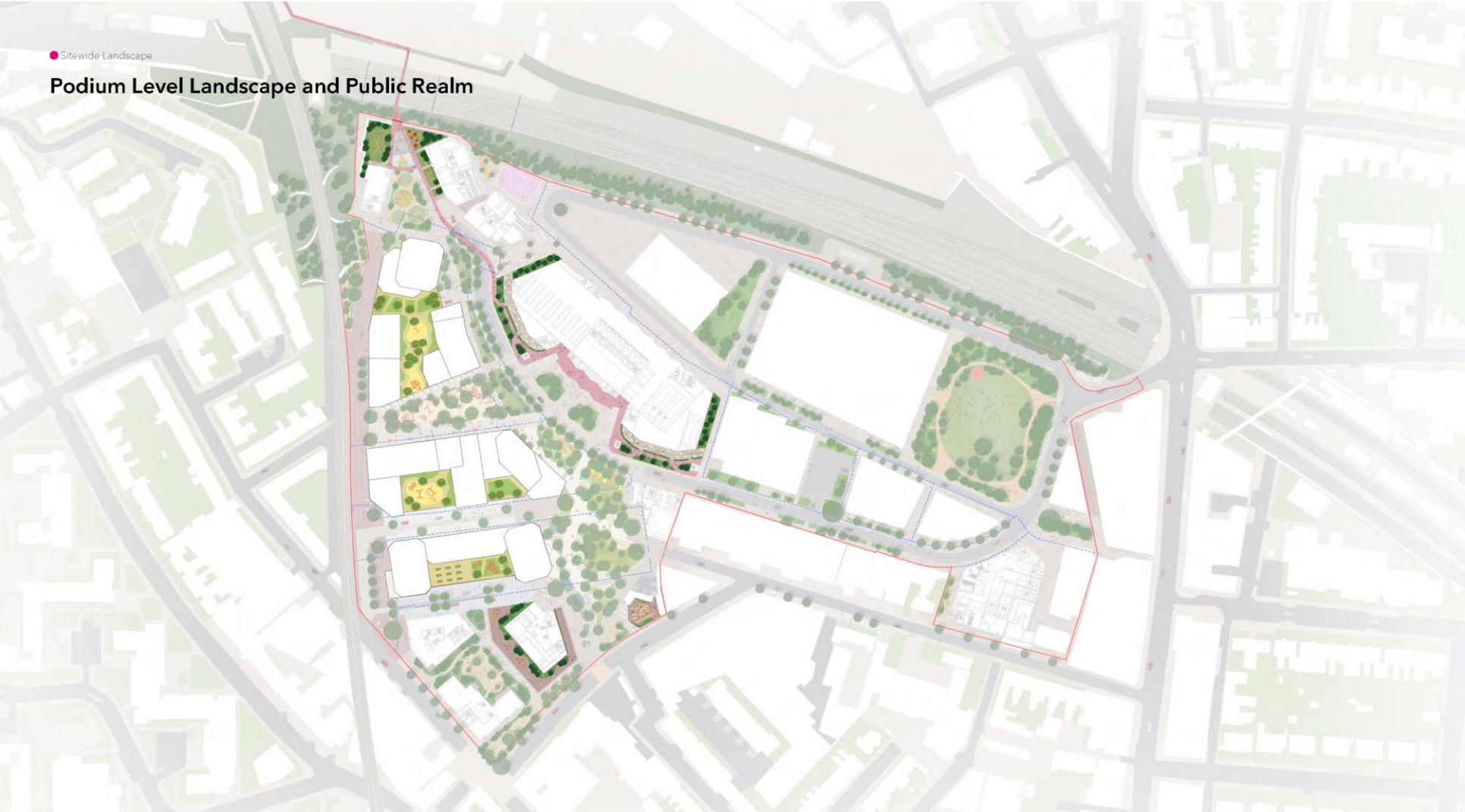
## Ground Floor Landscape and Public Realm



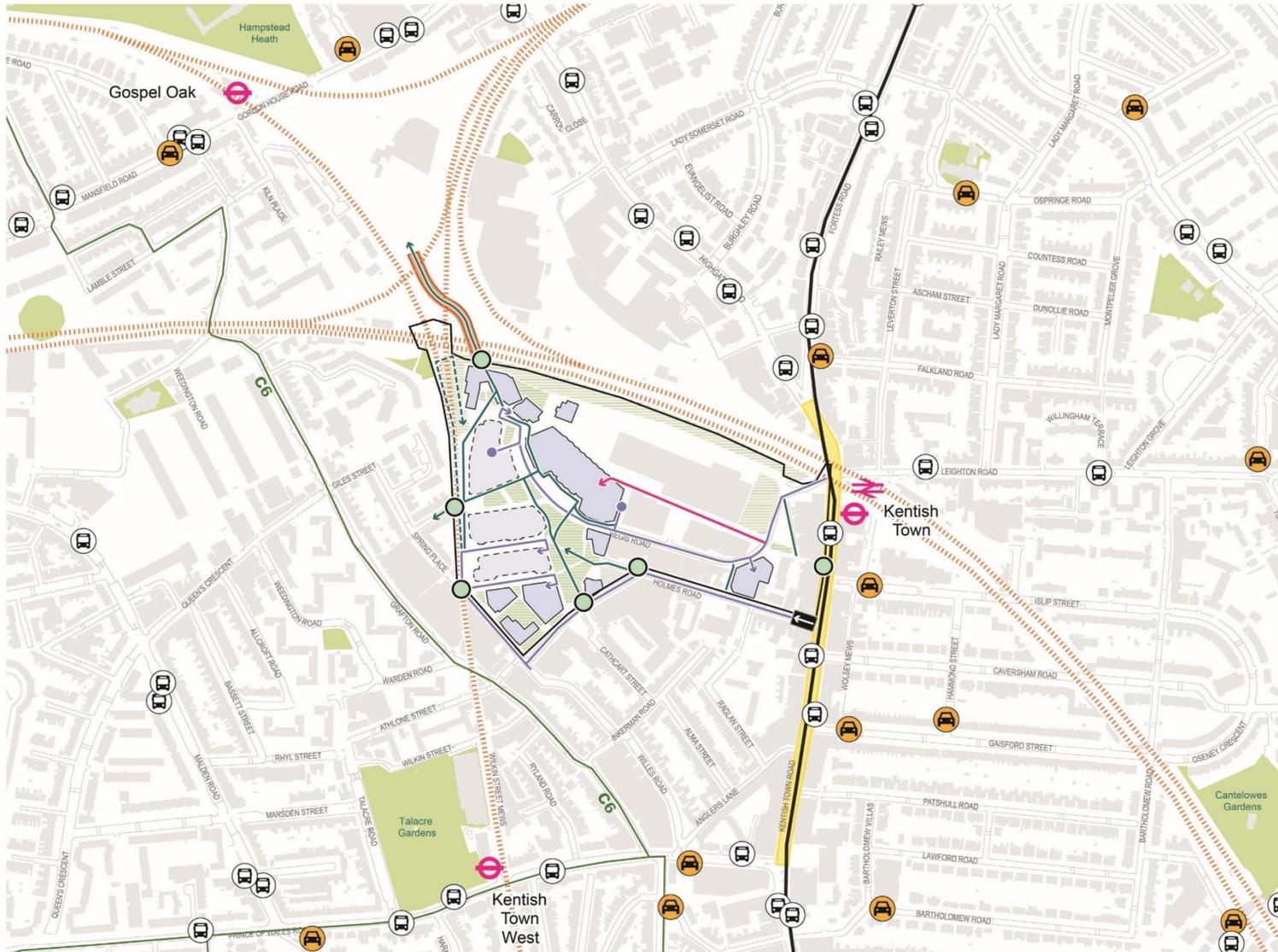
# PUBLIC REALM PRINCIPLES

● Sitewide Landscape

## Podium Level Landscape and Public Realm



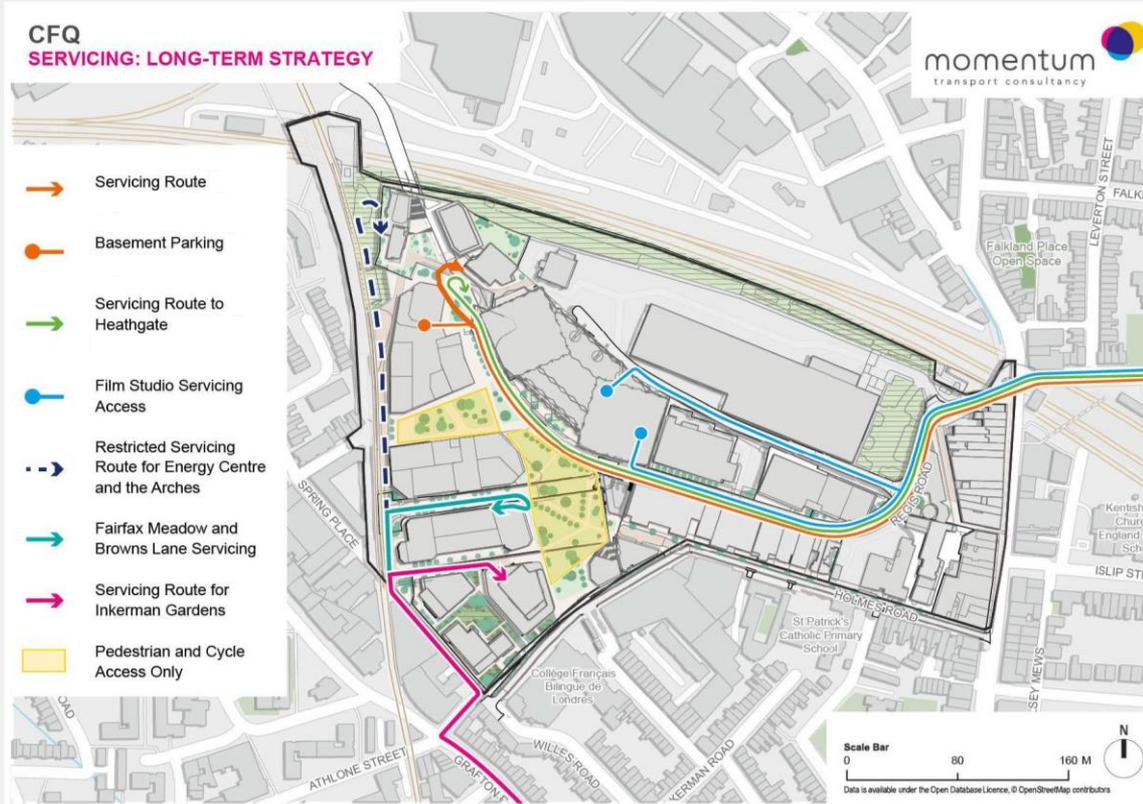
# RECONNECTING THE NEIGHBOURHOOD



-  Yoo Capital Buildings
-  Kentish Town Road
-  New Pedestrian Bridge Connection
-  Servicing only
-  Road with pedestrian/ cycle provision
-  Pedestrian/ cycle only
-  Pedestrian/ cycle during the day with limited servicing out of hours
-  New pedestrian and cyclist access point into the site
-  One way road restriction
-  Bus Stop
-  Car Club
-  Northern Line
-  Cycleway



## Access and Routing – Long-term



**Regis Road** (deliveries encouraged outside of peak pedestrian hours)

- Royal Mail Residential
- Heathgate Residential and Retail
- Camden Studios operational parking

*The design of Regis Road will **prioritise pedestrian and cyclist movement.***

**Holmes Road**

- No servicing requirements

**Spring Place**

- Fairfax Meadows Shared Living and Retail/Commercial
- Browns Lane PBSA and Retail/Commercial
- Inkerman Gardens Residential, Retail and Exhibitions

**Spring Place – restricted hours on Makers Lane**

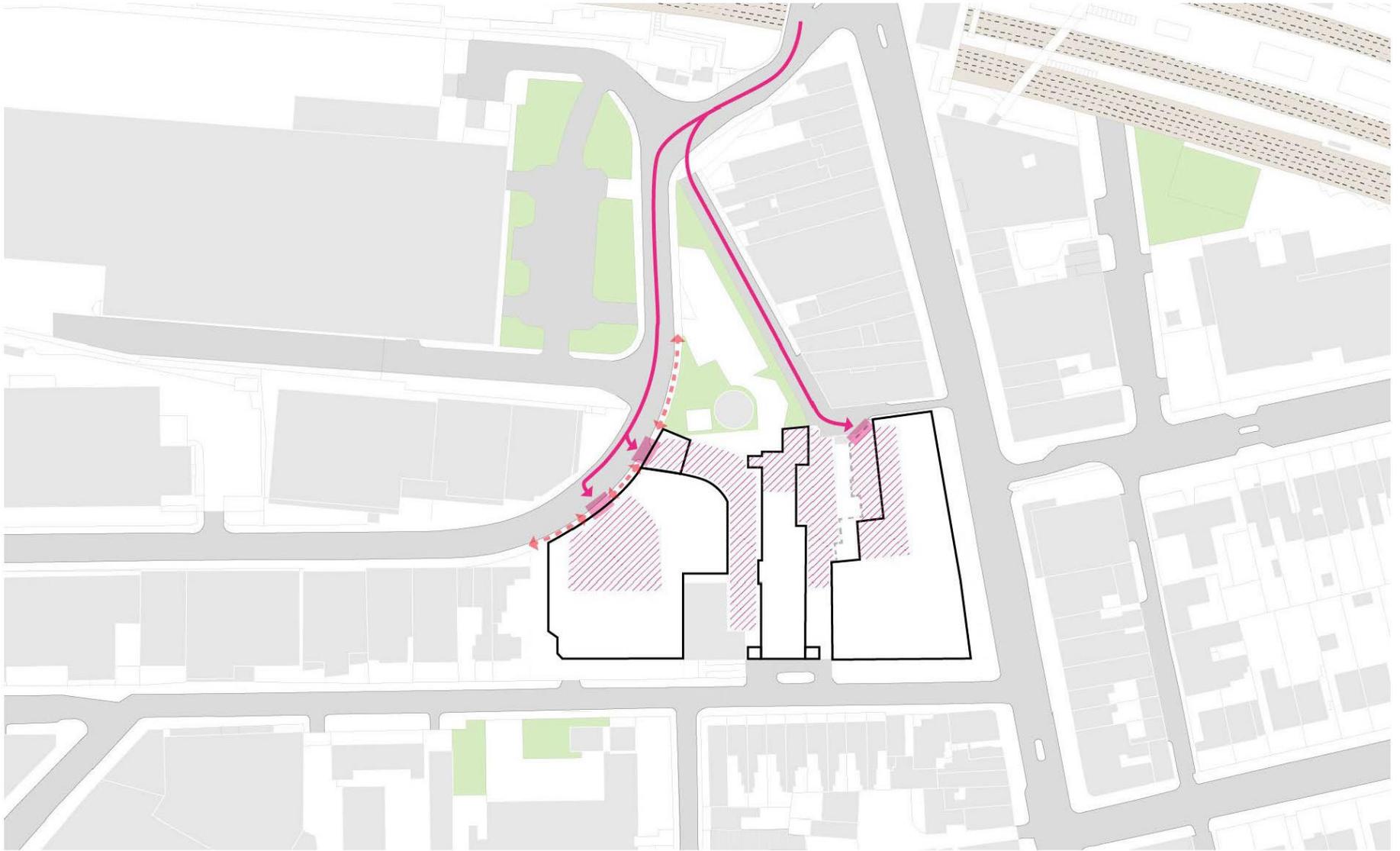
- Makers Lane retail/commercial
- Royal Mail retail/commercial
- Heathgate Energy Centre

There will be a **coordinated approach** to servicing of the Royal Mail and Heathgate sites with a **shared turning head**, reducing space requirements.

# A PLACE TO LIVE: HOLMES ROAD

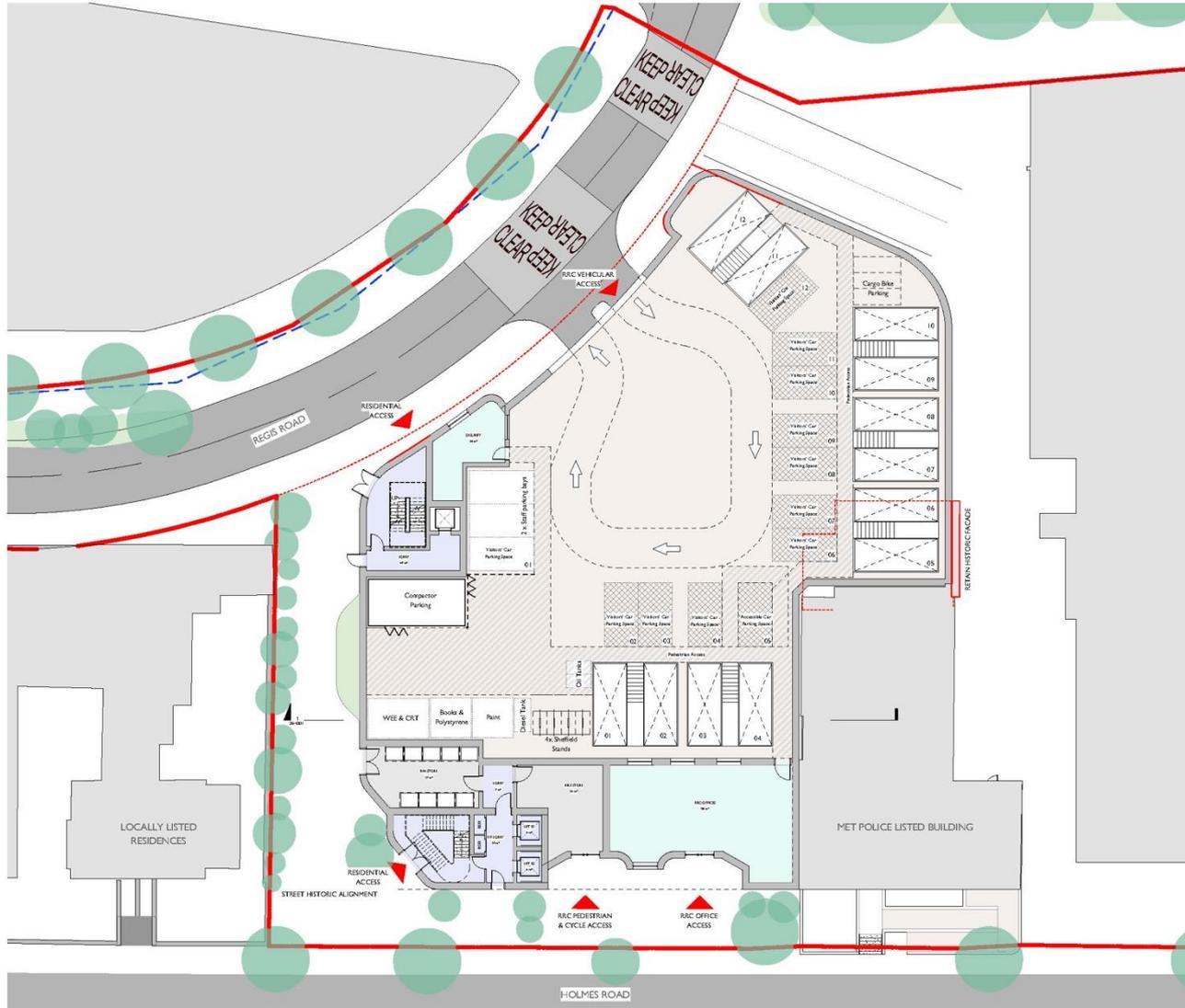


# SERVICING – A MASTERPLAN APPROACH



# CAMDEN REPROVISION - RECYCLING

Ground Floor Plan



# CAMDEN REPROVISION - HOMES

Floor 03 Plan



# A THOUGHTFUL COHABITATION OF USES



# A PLACE TO LIVE: HOLMES ROAD



# A CIVIC RECYCLING CENTRE: REGIS ROAD



# A PLACE TO LIVE: INKERMAN GARDENS

## Vision

1. 3 Blocks framing a garden
2. Buildings shaped to fit and frame each edge to the site
3. Create active corners on to Holmes Road and Western Park
4. Heights respond to context and provide relief to the central courtyard
5. Ground floor activation to central courtyard



# A PLACE TO LIVE: INKERMAN GARDENS



Ground Floor

# A PLACE TO LIVE: INKERMAN GARDENS



# A PLACE TO LIVE: HEATHGATE

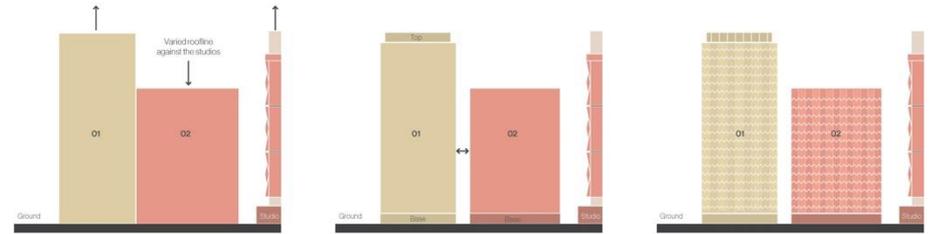
## Vision

1. 2 Blocks at the end of Regis Road, creating a gateway to Camden Film Quarter from the north and the Heath.
2. Buildings shaped to fit the site and direct views away from adjacent buildings
3. Create central break to link to visually break massing and create link between amenity spaces
4. Heights step up to create focal point next to future bridge over the railway
5. Ground floor activation to destination park and landscaping





# A PLACE TO LIVE: HEATHGATE



Block B facade study - using a contrast of red bricks and grey folded panels



Block A facade study - using a contrast of white bricks and green folded panels



Corner balconies continue the banding of the folded panels, whilst providing subtle colour and texture changes



Glazed brick precedents



Colour in the facade

# THE ENGINE SHED – ENERGY CENTRE



# THE ENGINE SHED – A PLACE TO PLAY



# A PLACE TO LEARN



2 schools  
1 academic  
1 professional



around 200  
students and  
professionals



private studios  
for training



shared  
cinema for uni  
projections and  
public events



the bridge, a social  
space to meet,  
boost networking,  
celebrate



2 spaces for  
ground floor  
activation fronting  
the western park



seminar rooms  
for informal  
lectures

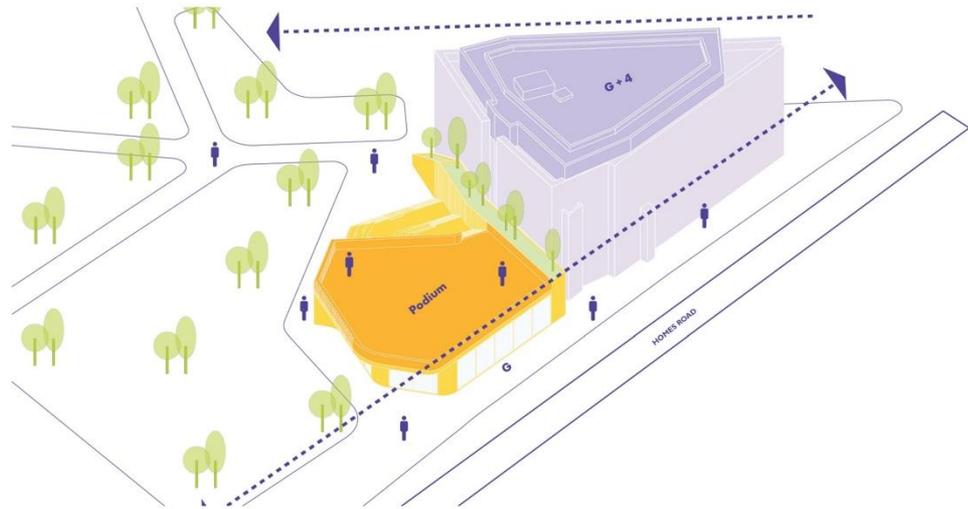
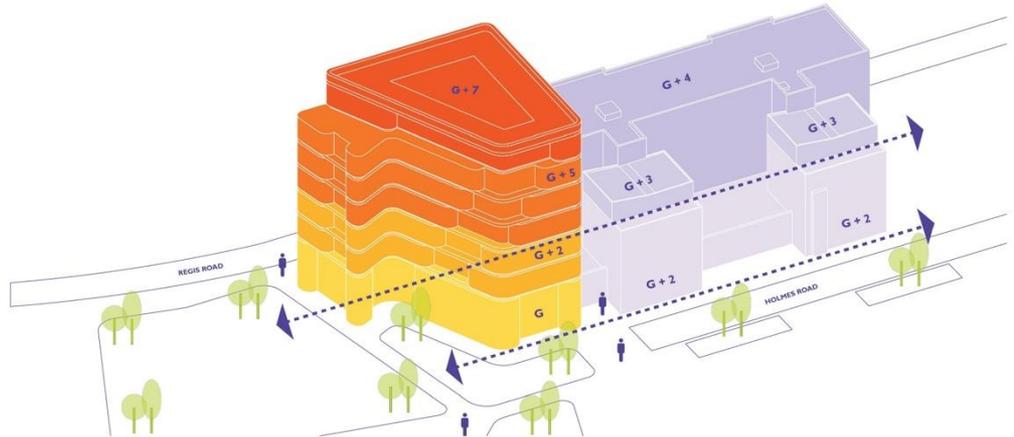


event & alumni  
space for  
flexible use



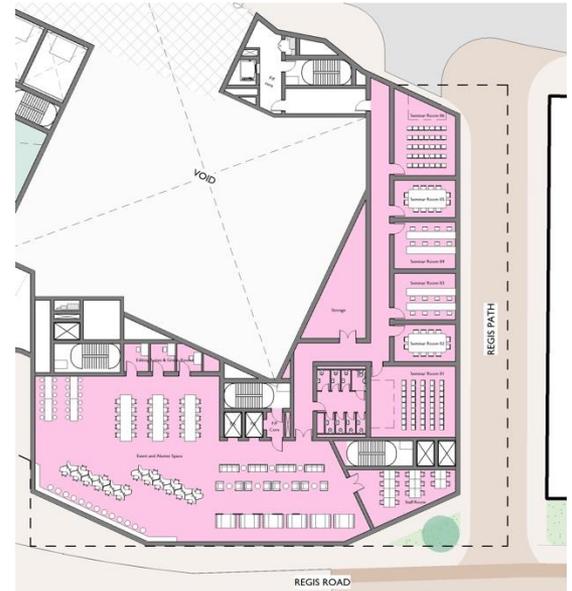
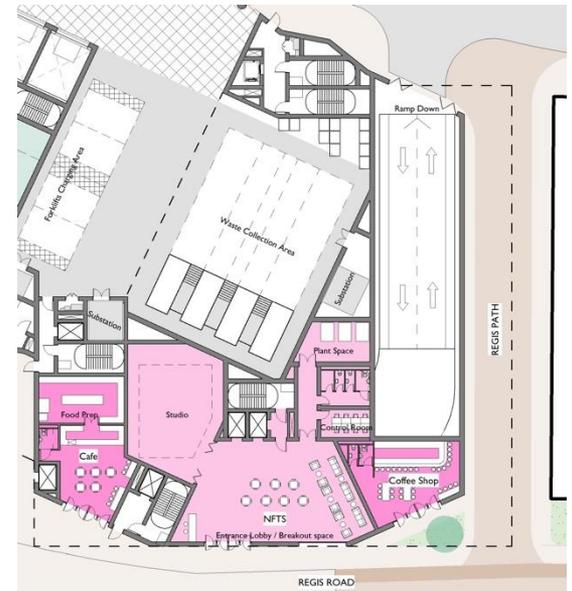
private editing  
rooms for  
training

# A PLACE TO LEARN: LONDON SCREEN ACADEMY

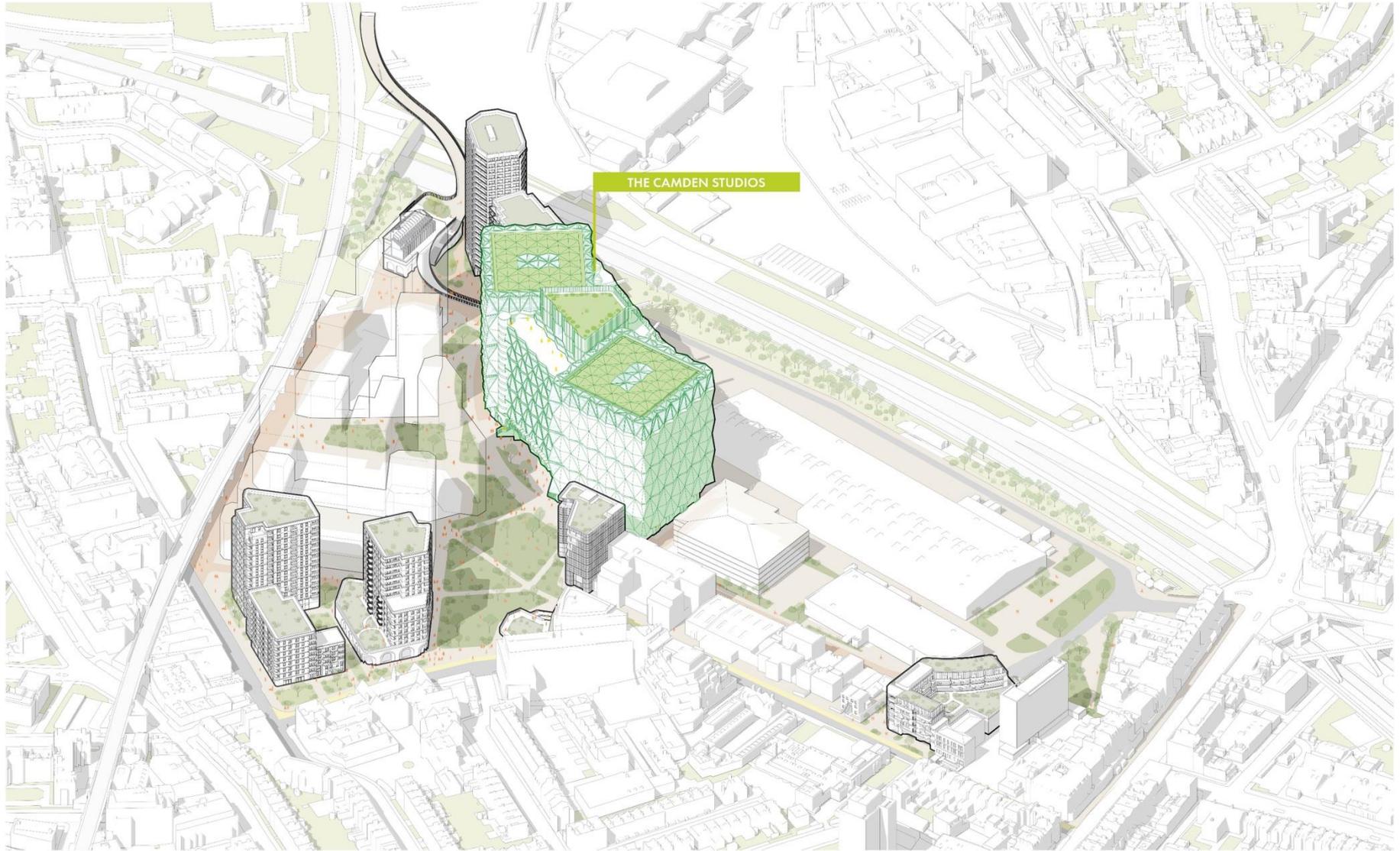




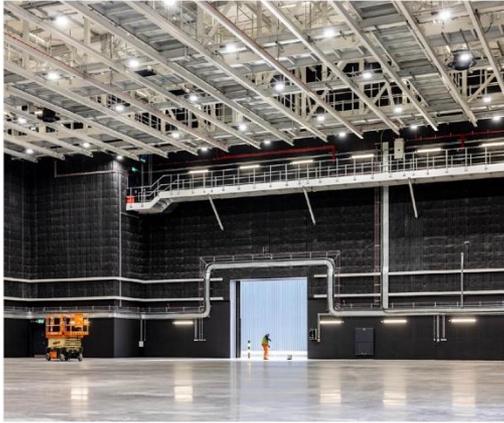
# A PLACE TO LEARN: NFTS



# A PLACE TO WORK: CAMDEN STUDIOS



# A PLACE TO WORK: CAMDEN STUDIOS



8 stages for 2  
film production  
companies



1 : 1 ratio of  
workshop space  
per studio



1 : 0.25 ratio of  
office space per  
studio



Logistics level  
access to all  
studios



Private and  
secured access  
to facilities



Support  
accommodation  
for studios'  
talent



Ground floor  
activation  
fronting Regis  
Road

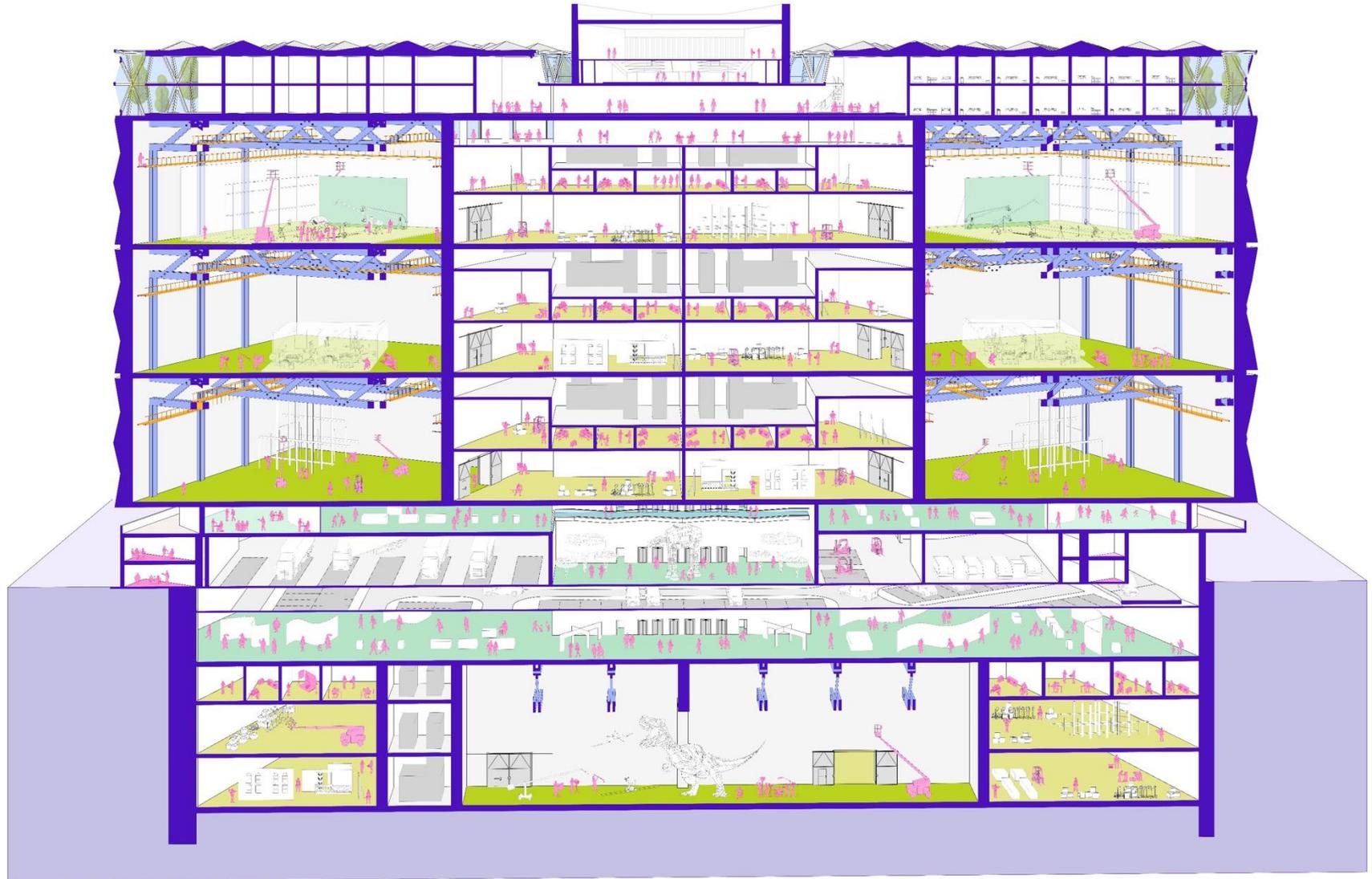


The Beehive,  
a social office  
to meet and  
collaborate



Flexible space  
for film related  
exhibitions

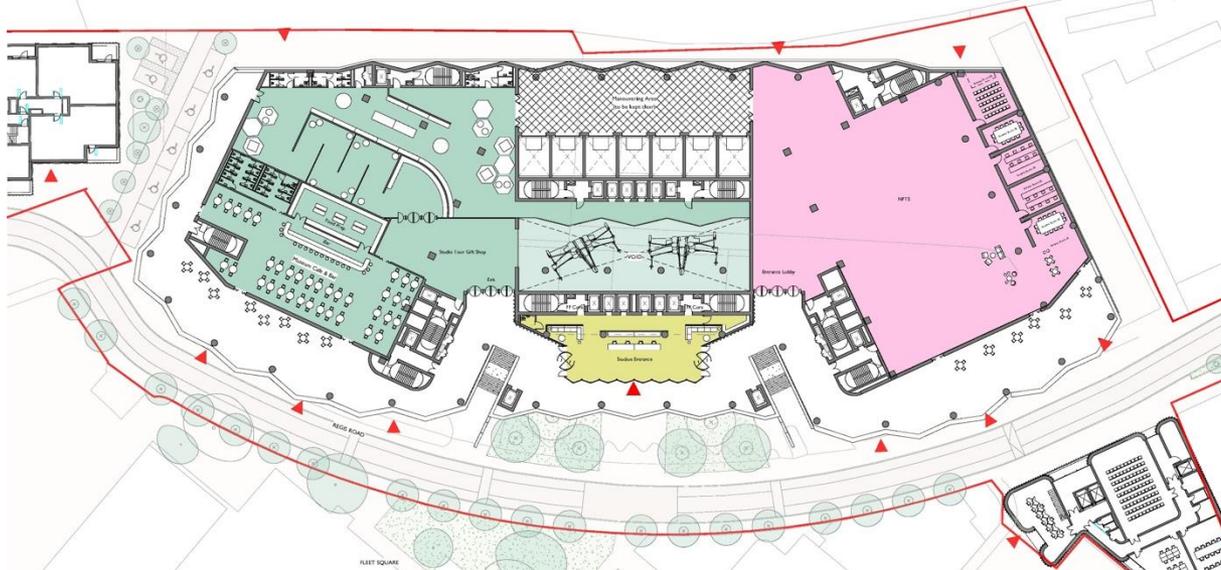
# A PLACE TO WORK: CAMDEN STUDIOS



# A PLACE TO WORK: CAMDEN STUDIOS

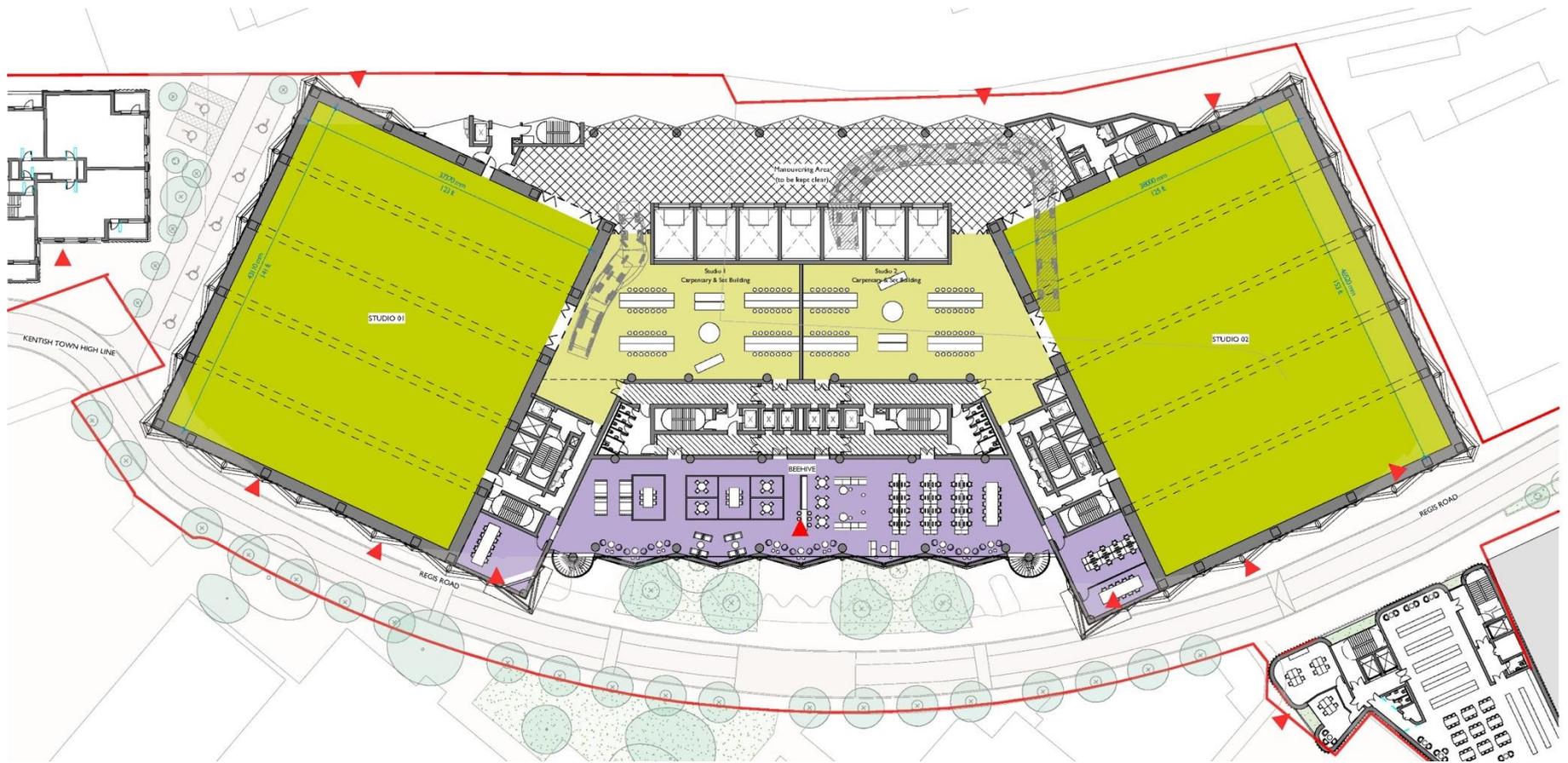


Ground Floor



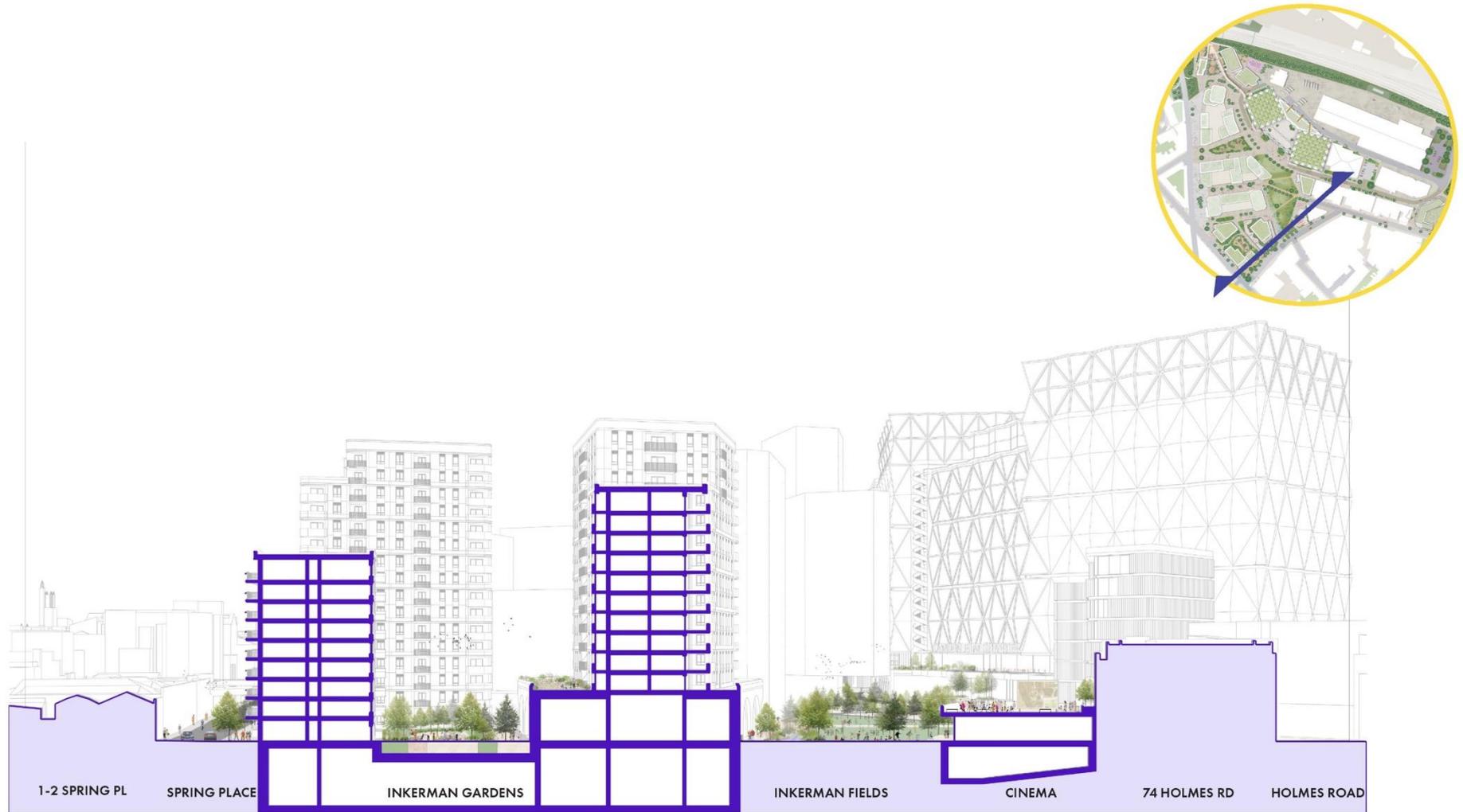
Level 01

# A PLACE TO WORK: CAMDEN STUDIOS



Typical Sound Stage Level

# NEIGHBOURHOOD SITE SECTION



# A WORLD CLASS FILM STUDIO FACILITY



# ECONOMIC BENEFITS OF CAMDEN FILM QUARTER

## Direct and additional employment



### 2,900

gross direct jobs onsite upon completion, corresponding to 2,500 full-time equivalent (FTEs). Of these, 2,000 FTEs would be additional.



### Variety of skills

Camden Film Quarter would offer roles in a variety of sectors such as from production and media, to retail and educational, providing opportunities to individuals with diverse backgrounds.



## GVA & tax

### £288m



in gross value added supported by the new workforce onsite each year, an uplift of £249m. GVA supported by the creative uses (studios, office space) 4% of Camden's arts and publishing, film and TV production sectors GVA.



### £87m - £115m

in tax revenues created by the site annually, an uplift of up to £75m-£99m.



## Additional economic benefits



### Visitor spending

CFQ would attract a considerable amount of visitors who would spend in the locality, boosting the local and borough-wide economy.



### Creative support

CFQ would provide high-quality spaces where Camden's creative businesses can flourish, providing a boost to the local creative economy.



# SOCIAL BENEFITS OF CAMDEN FILM QUARTER

## HOW CFQ WOULD DELIVER SOCIAL VALUE



### Inclusive economy & workforce development

- Partnership with Good Work Camden and LIFT to prioritise local recruitment.
- Inclusive recruitment processes, including guaranteed interviews and job trials.
- Employer-led pre-recruitment training programmes.



### Education, skills & STEAM talent pipeline

- Develop flagship educational opportunities for Camden schools, significantly contributing to the Camden STEAM strategy through tailored initiatives, diverse talent pipeline development, active participation in the Year 12 Work Experience programme, and provision of T-level placements.
- Opportunities to offer teaching and rehearsal spaces to Camden Music Service for community use.



### Community integration & cultural equity

- Workspace provision for creative SMEs and artists.
- Active public realm programming (free screenings, pop-ups, markets, workshops).
- Event space available for community use at minimal cost.



### Film & television industry access

- Film & TV Careers Hub offering apprenticeships, internships, and masterclasses.
- Industry taster events and shadowing opportunities.



### Meanwhile uses & community engagement

- Temporary workspaces and pop-up creative studios.
- Youth-focused film projects and community exhibitions.



### Local leadership & advocacy

- Formation of a Local Advocates Network.
- Regular engagement and storytelling campaigns highlighting local success.

# QUESTIONS

