

# Developer's Briefing

33-35 Jamestown Road



# The Site



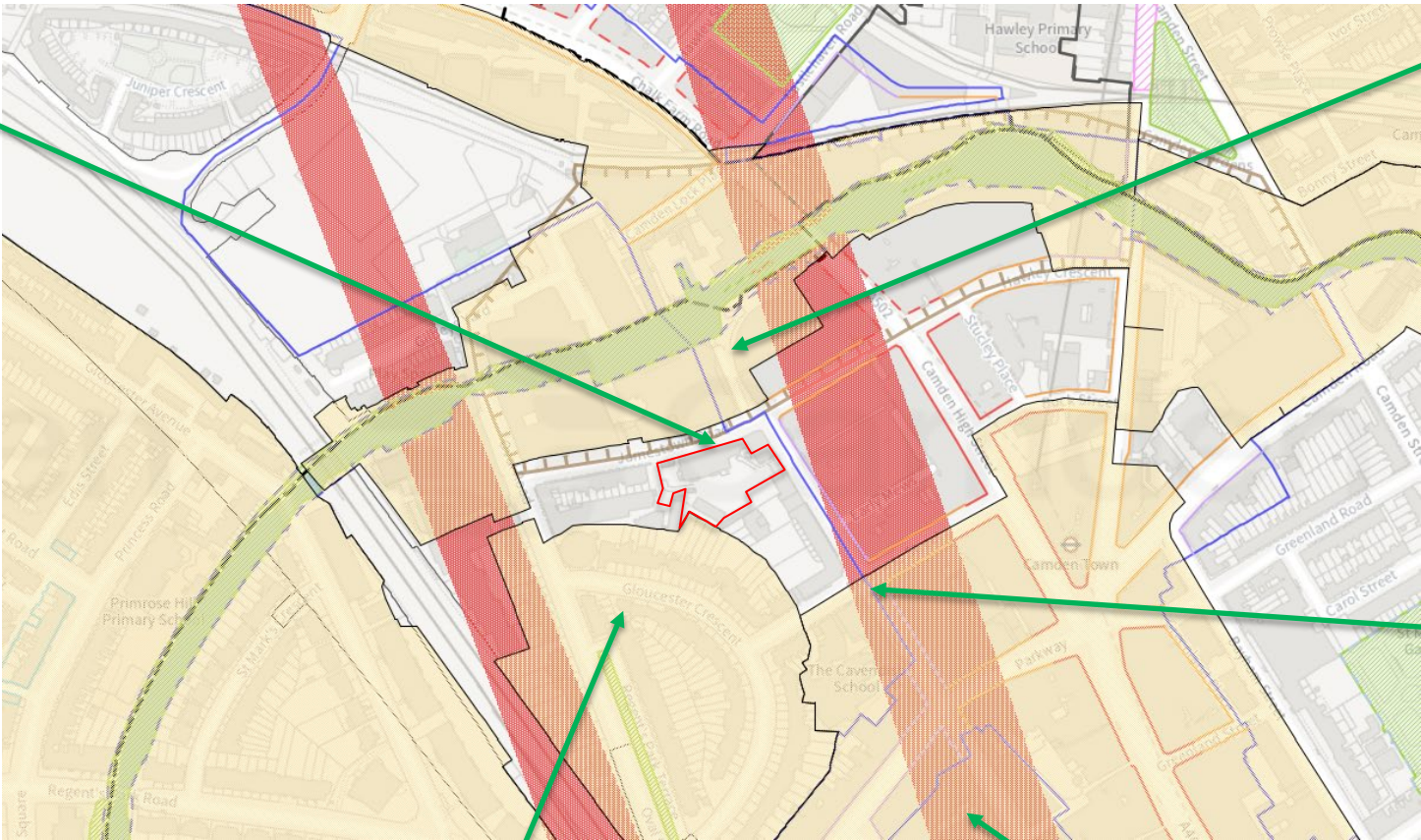


# The Site



# Site designations map

The Site



Regents Canal  
Conservation  
Area

Boundary of  
Camden  
Town Centre

Primrose Hill  
Conservation Area

London View  
Management  
Corridor



# Heritage



Figure 4 - Heritage Assets & Access

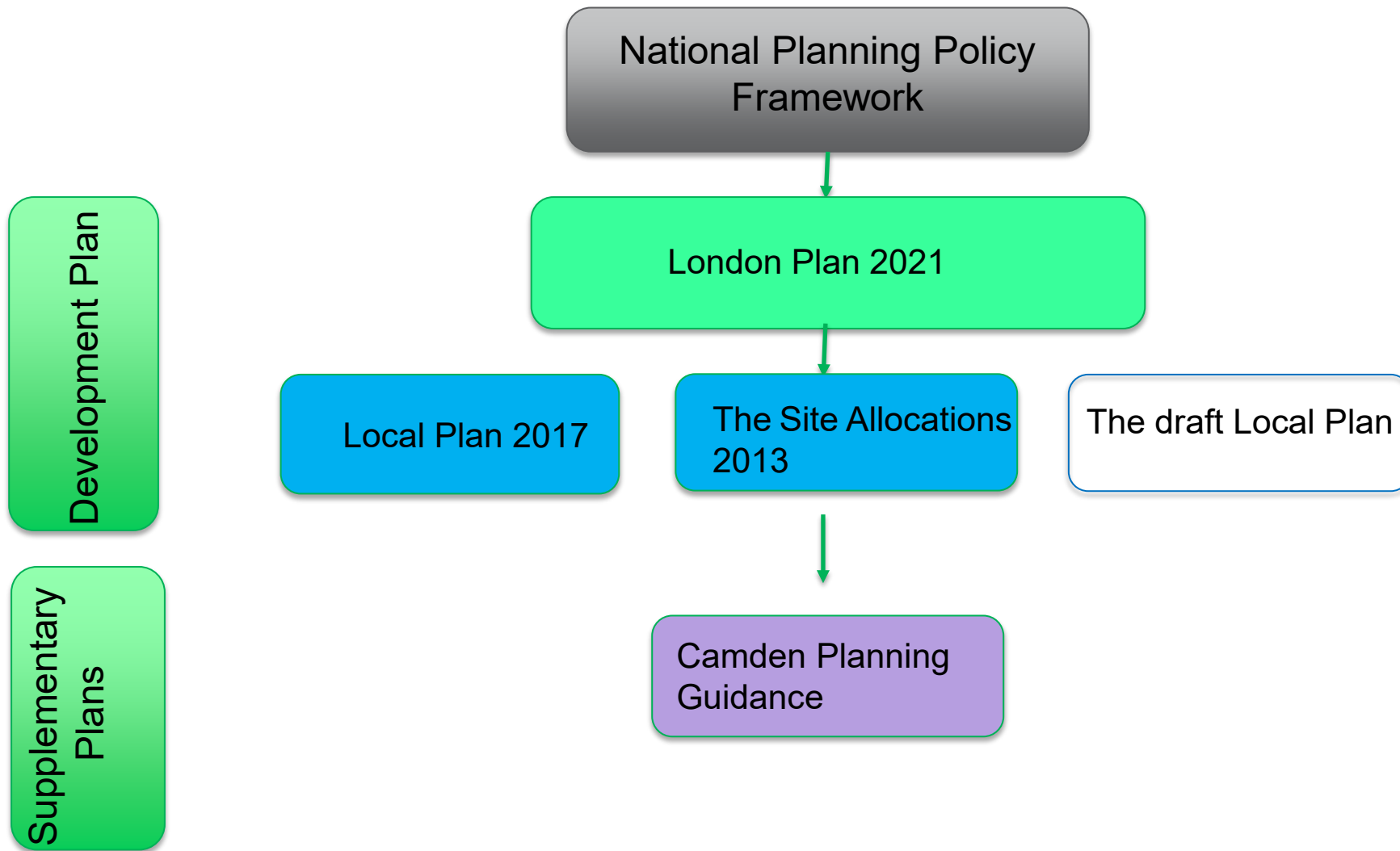
# Proposal

A mixed-use redevelopment comprising:

- Demolition of existing office/depot buildings.
- Construction of blocks centred around two internal courtyards which range from 6 to 8 storeys to provide approximately 200 student bedrooms and 30 residential dwellings delivered as affordable housing
- Flexible workspace at ground floor level fronting Jamestown Road



# Planning decision making framework



## Main planning considerations

- **Land use** (loss of employment space, provision of student housing and affordable housing, impacts on the ongoing operation of the pub)
- **Design and heritage** (impact on neighbouring Conservation Areas and listed buildings, the street, height and massing, architectural quality)
- **Impact on neighbouring land uses** (light, privacy, outlook, noise and disturbance)
- **Energy and Sustainability** (carbon reduction, demolition and circular economy principles)
- **Transport and Highways** (construction impacts, cycle parking, car free development, servicing)
- **Community benefits** (Section 106 contributions to secure local employment and training, Community Infrastructure Levy)




MORRIS+COMPANY

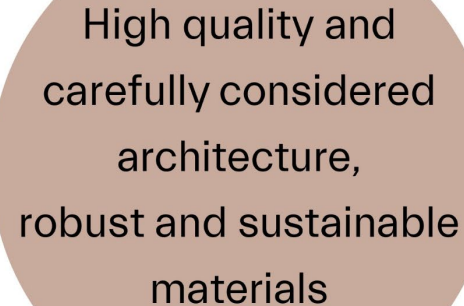
# JAMESTOWN ROAD

Morris + Company Ltd.  
215 Mare Street  
London E8 3QE  
+44 (0)20 7566 7440  
[info@morrisandcompany](mailto:info@morrisandcompany)  
[www.morrisandcompany](http://www.morrisandcompany)

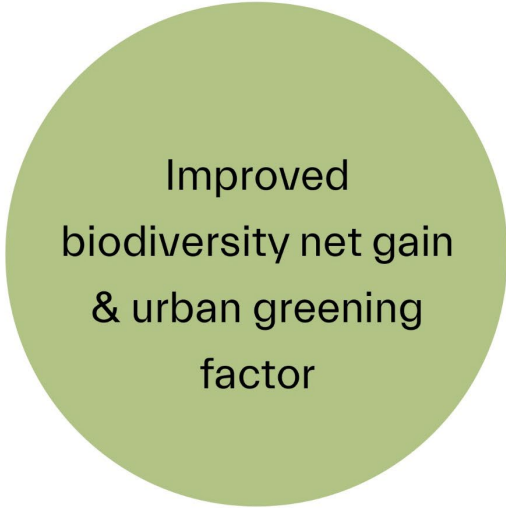
1. Jamestown Road
2. Brief & Project Ambitions



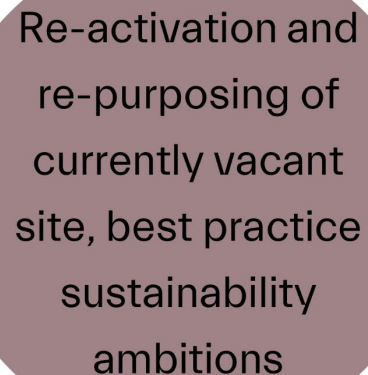
+ Student  
Accommodation  
+ Affordable Housing  
+ Commercial



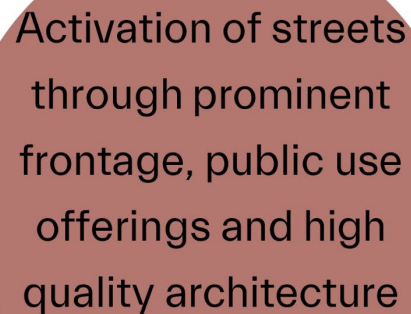
High quality and  
carefully considered  
architecture,  
robust and sustainable  
materials



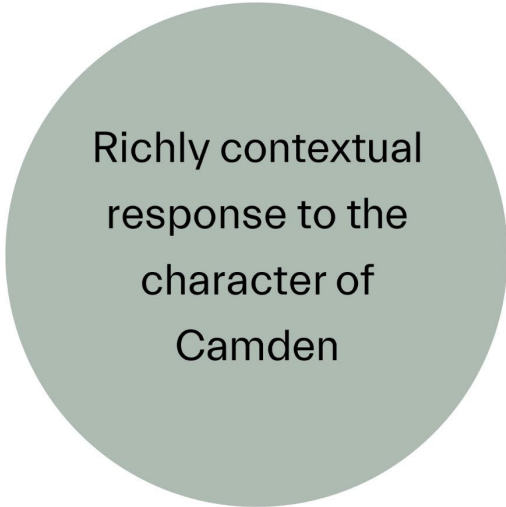
Improved  
biodiversity net gain  
& urban greening  
factor



Re-activation and  
re-purposing of  
currently vacant  
site, best practice  
sustainability  
ambitions



Activation of streets  
through prominent  
frontage, public use  
offerings and high  
quality architecture

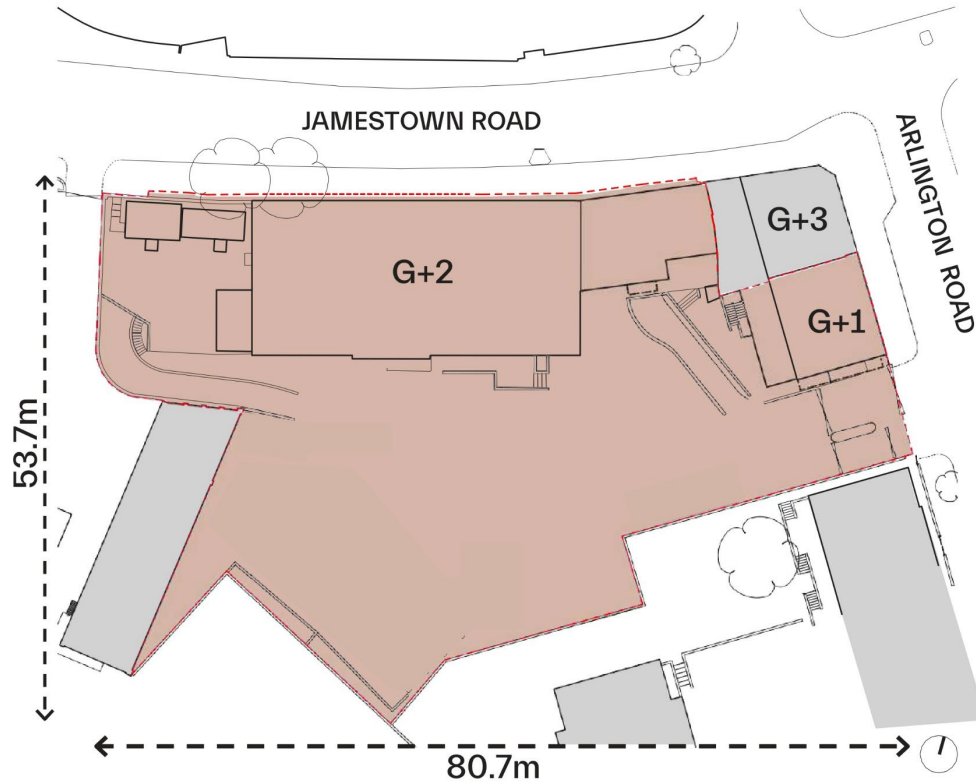


Richly contextual  
response to the  
character of  
Camden



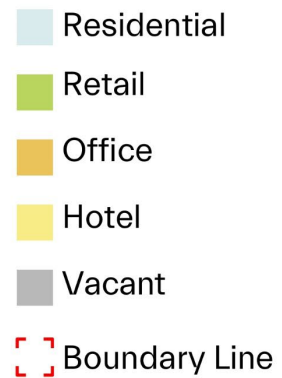
# 1.0 Jamestown Road

## 1.2 Site & Existing Buildings



## 1.0 Jamestown Road

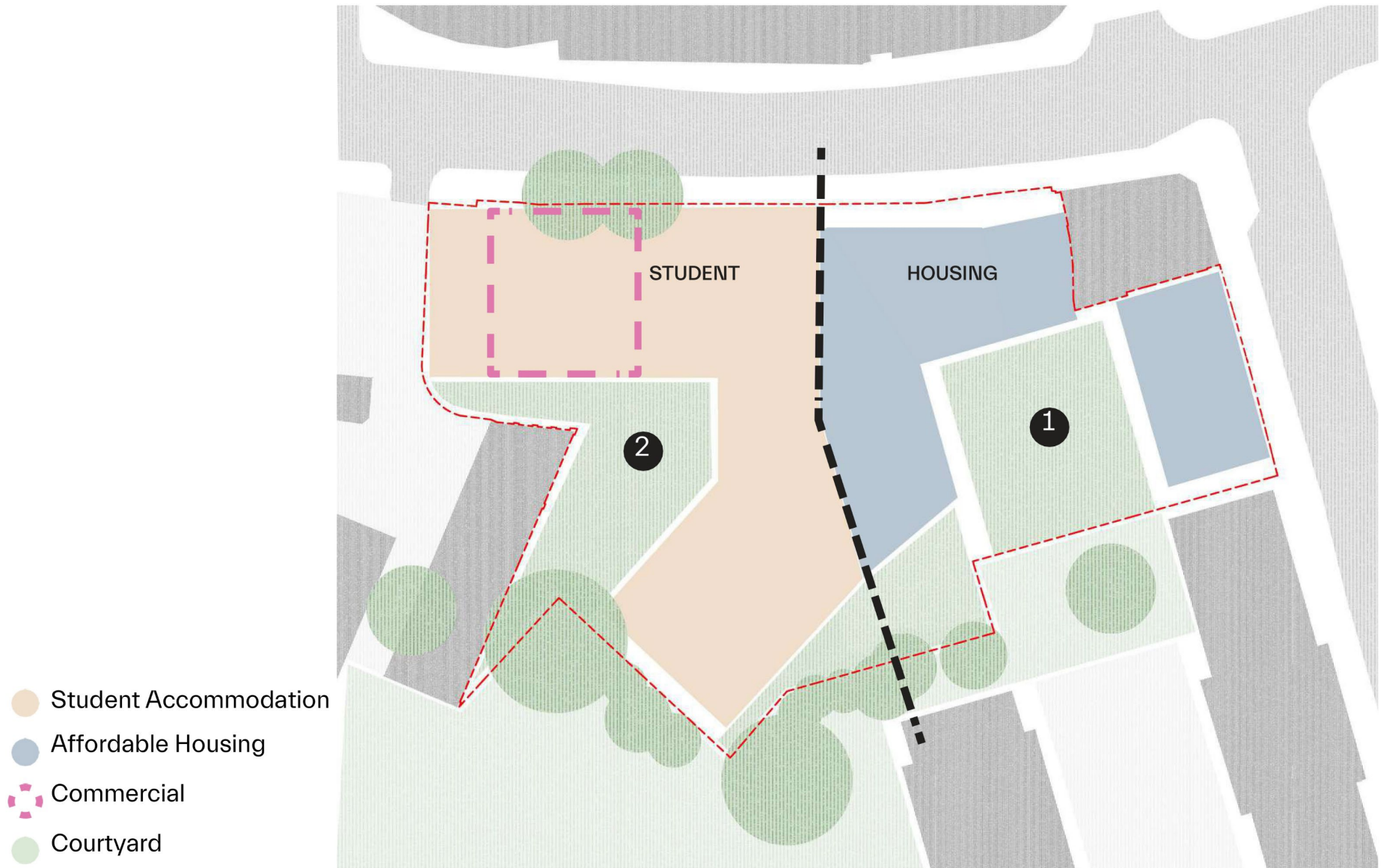
### 1.3 Existing Uses





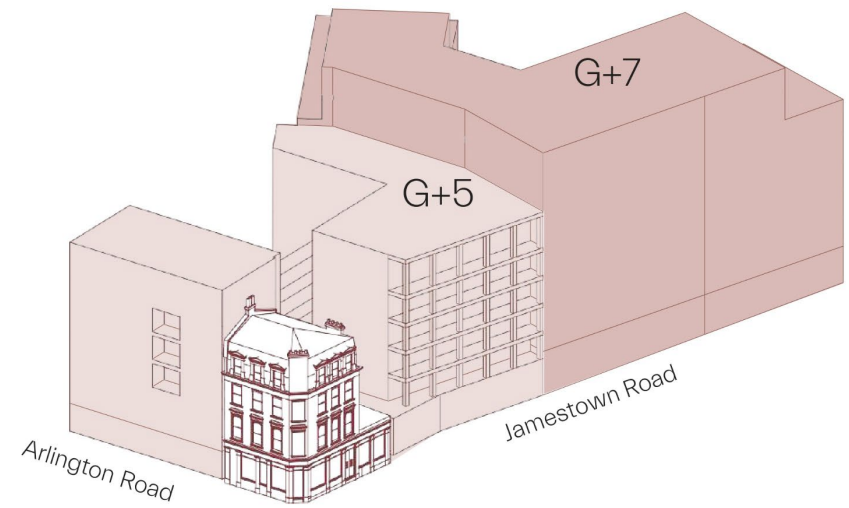
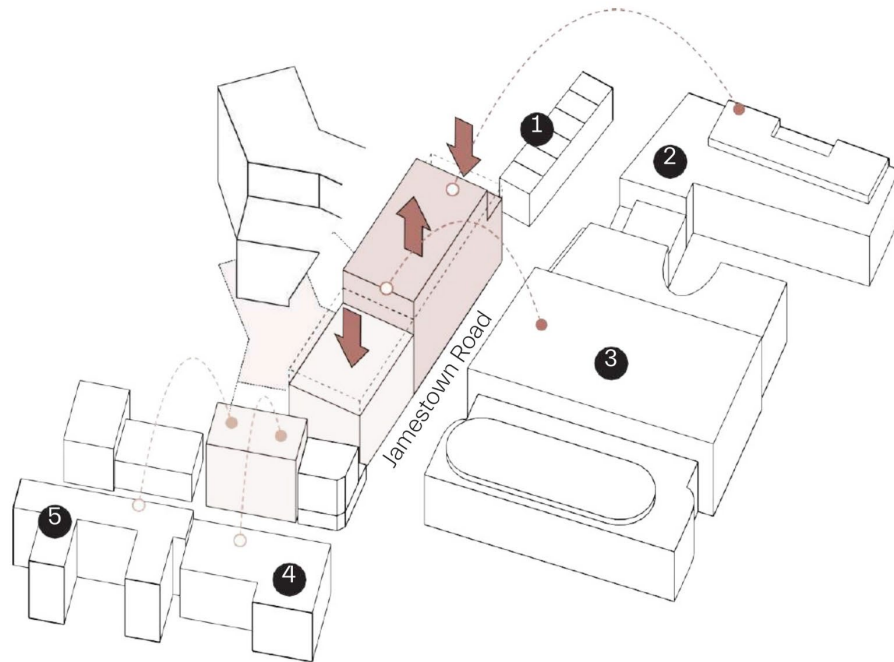
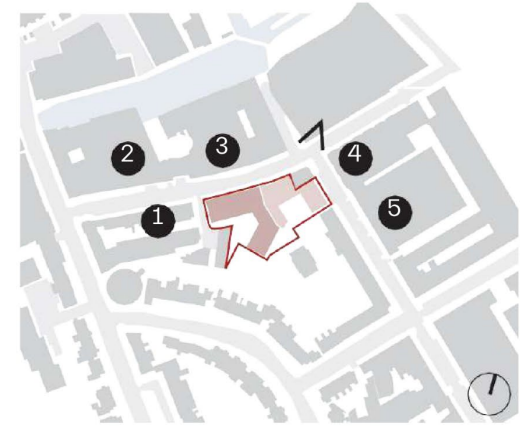
## 1.0 Jamestown Road

#### 1.4 Uses Distribution & Open Space Strategy



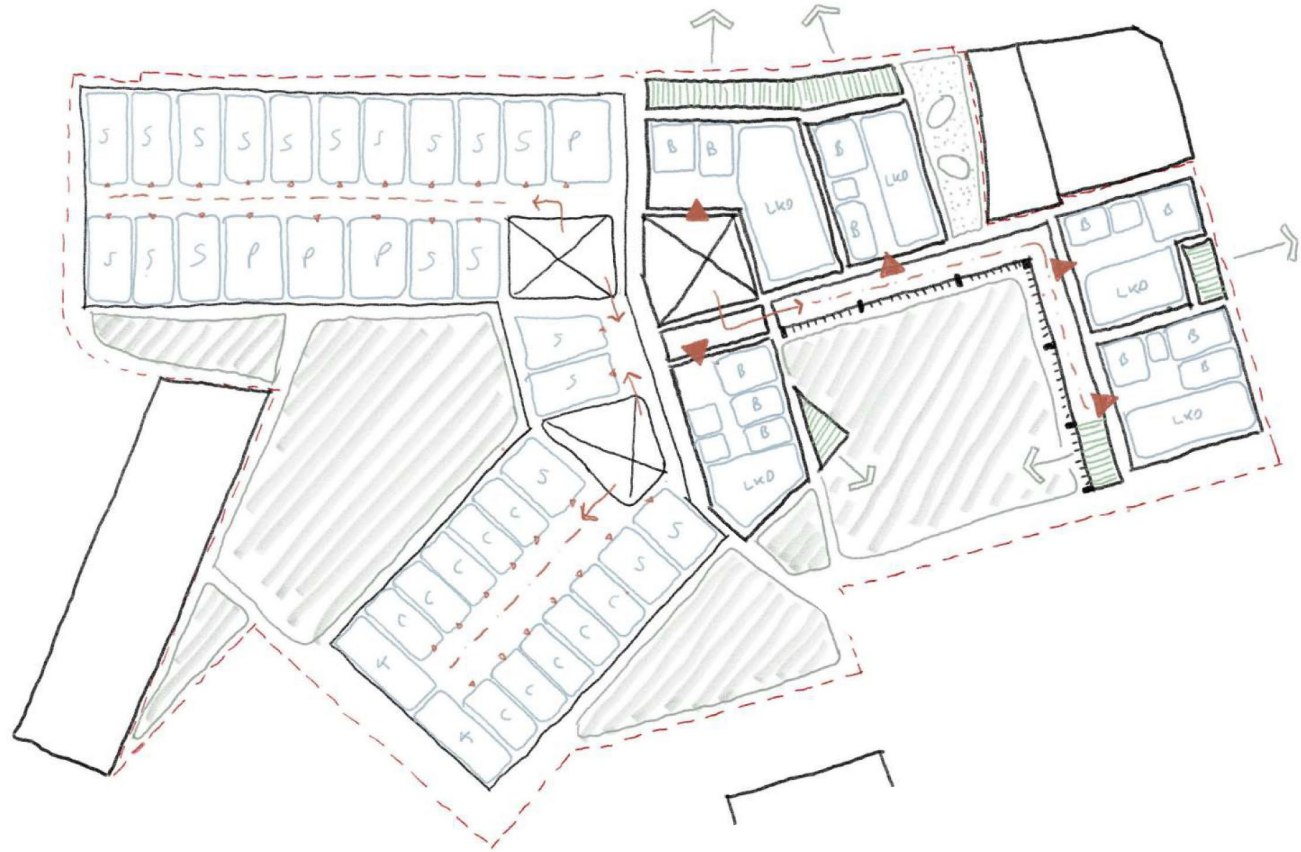
# 1.0 Jamestown Road

## 1.5 Massing & Height



## 1.0 Jamestown Road

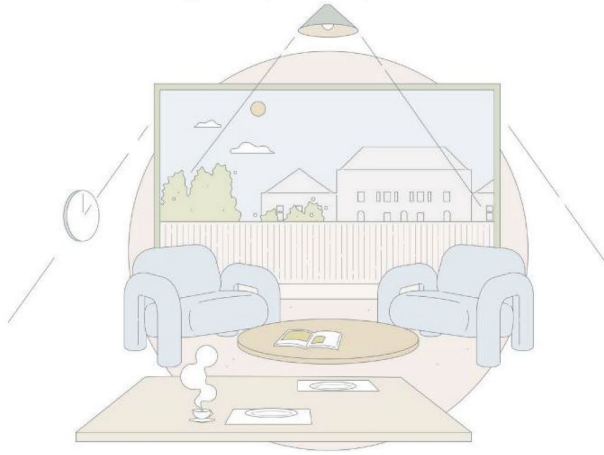
### 1.6 High-quality Homes: Student and Residential





## 1.0 Jamestown Road

### 1.7 High-quality Homes: Student and Residential



**GENEROUS, LIGHT SPACES**



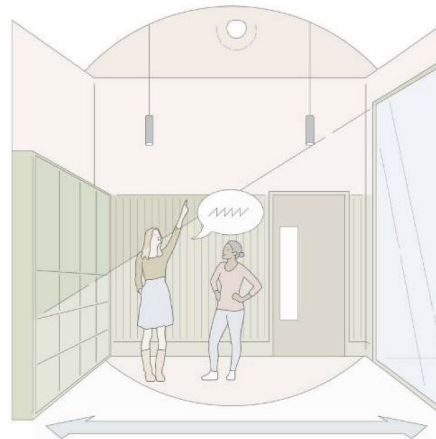
**QUALITY OUTDOOR  
AMENITY**



**CONNECTION TO  
OUTDOORS**



**GENEROUS, HIGH QUALITY  
ROOMS**



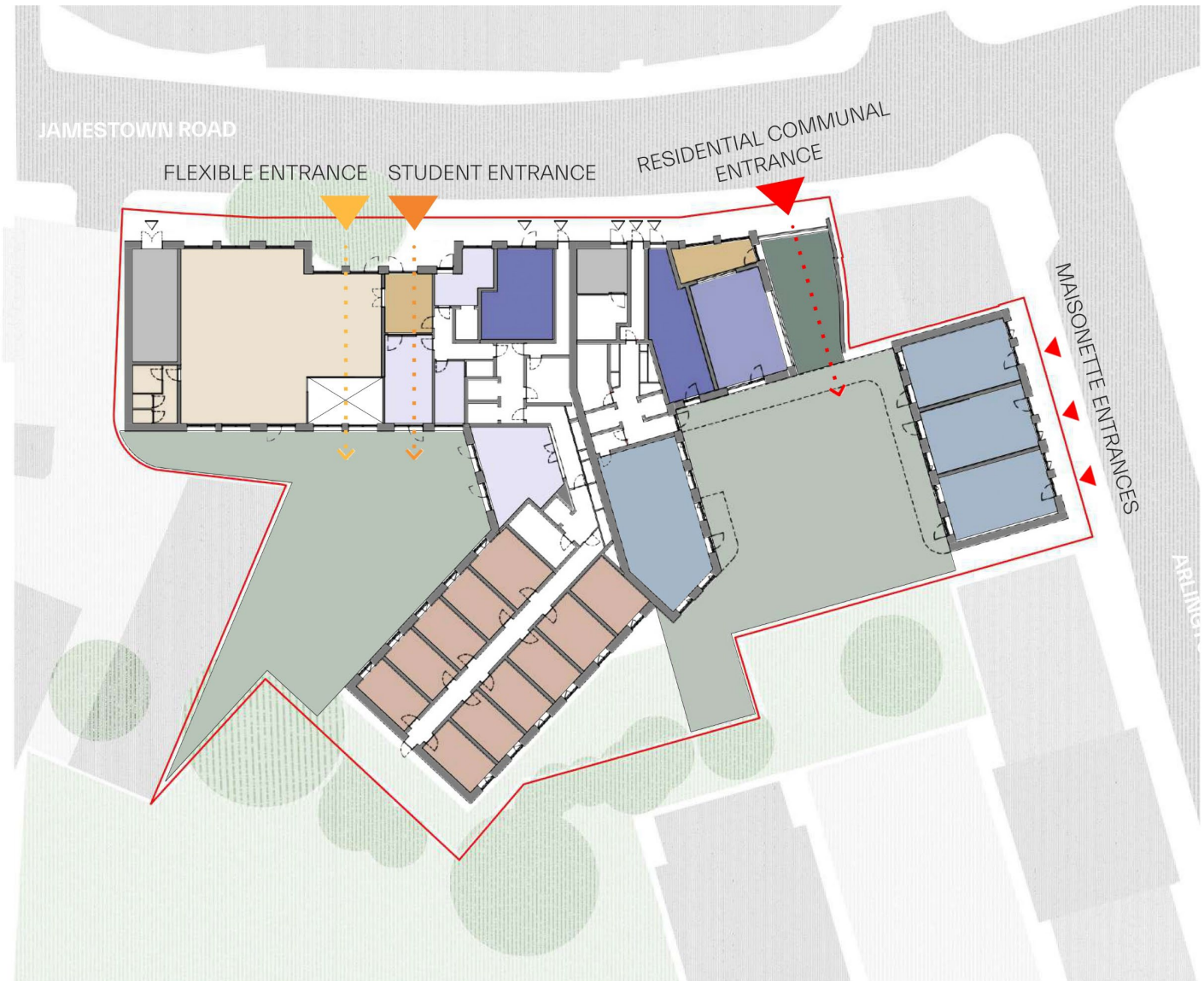
**COMMUNAL  
CONGREGATION**



**INDOOR - OUTDOOR  
CONNECTION**

## 1.0 Jamestown Road

### 1.8 Ground Floor - Permeable Frontage





## 1.0 Jamestown Road

### 1.9 Ground Floor - Entrances Principles



**Arlington Road:**  
**Affordable Housing Maisonette**  
**Entrances**



**Jamestown Road:**  
**Affordable Housing Communal**  
**Entrances**



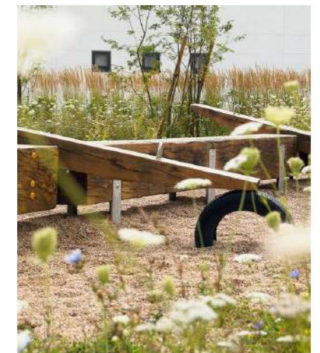
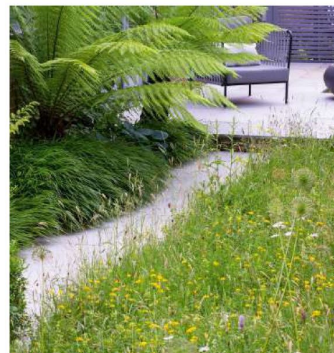
**Jamestown Road:**  
**Student Residential & Amenity**





# 1.0 Jamestown Road

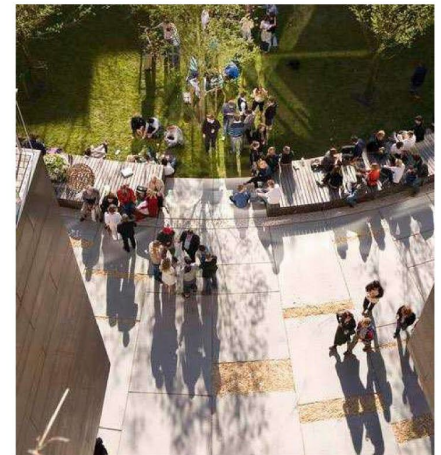
## 1.10 Open Space - Affordable Residential





## 1.0 Jamestown Road

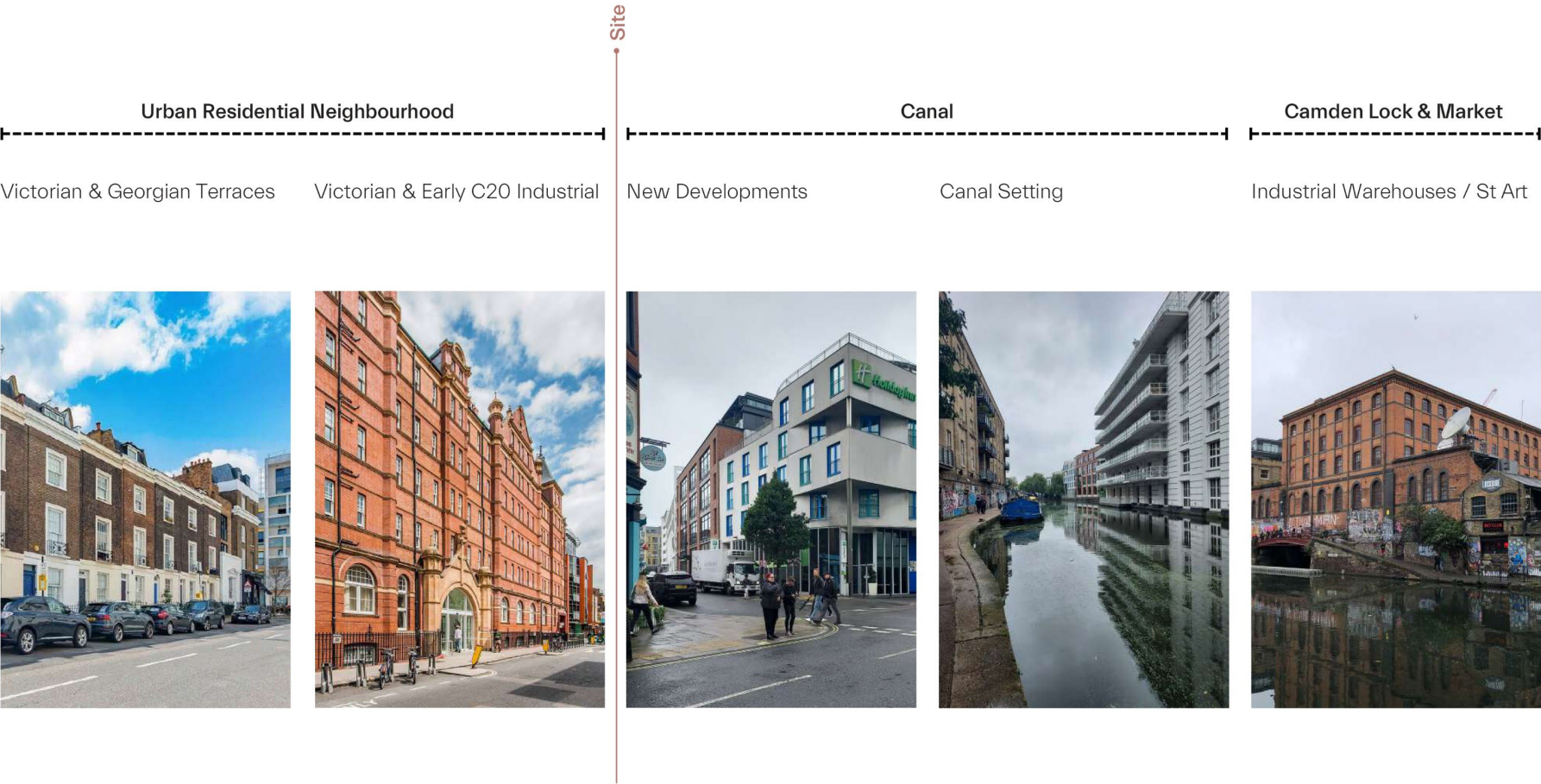
### 1.11 Open Space - Student Accommodation





# 1.0 Jamestown Road

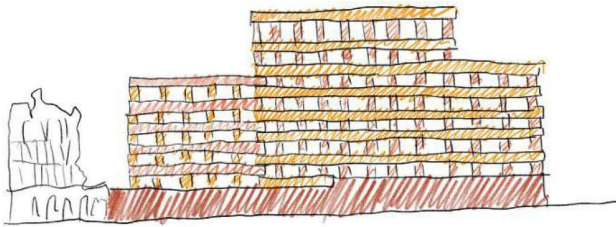
## 1.12 Context Character & Materiality





## 1.0 Jamestown Road

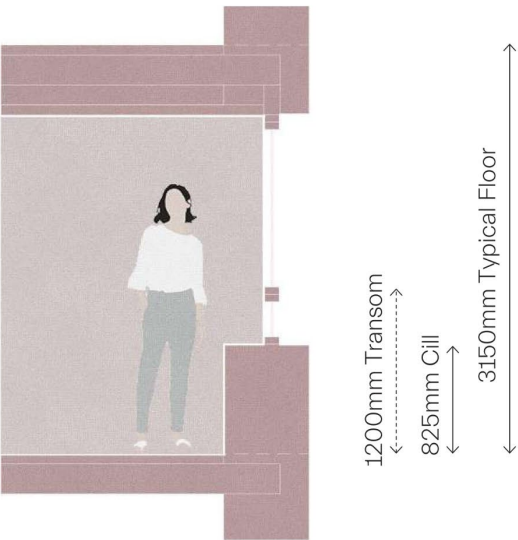
### 1.13 Facade concept



# 1.0 Jamestown Road

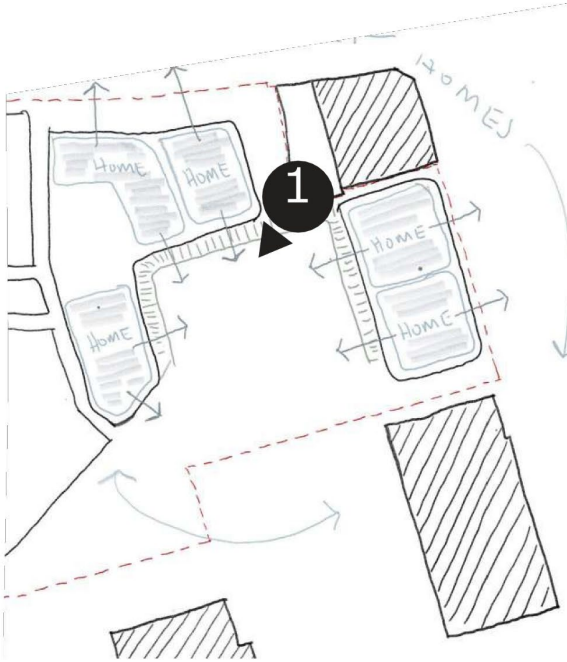
## 1.14 Window Size + Proportion

← 3150mm Typical Student Rm Width →



## 1.0 Jamestown Road

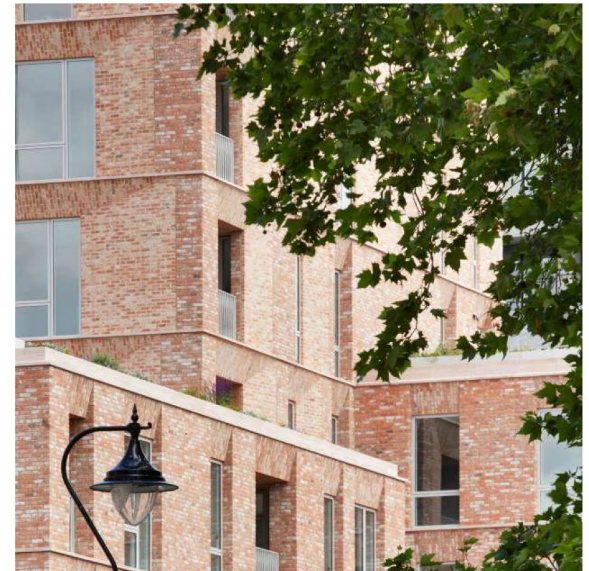
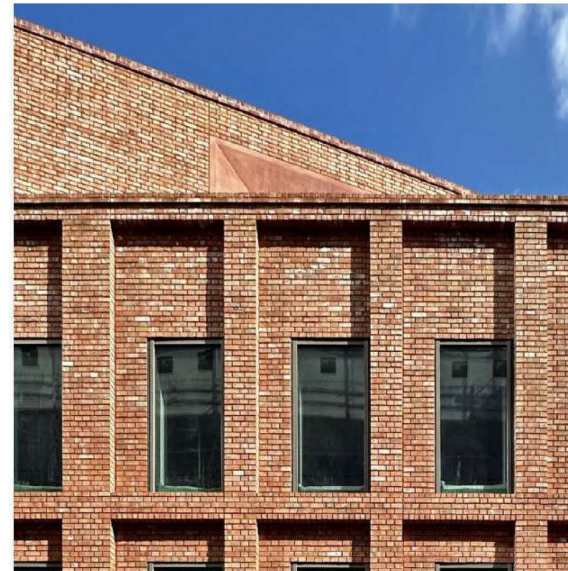
### 1.15 High Quality Affordable Housing





# 1.0 Jamestown Road

## 1.16 Materiality





## 1.0 Jamestown Road

### 1.17 Sketch: Jamestown Road & Arlington Road Frontage





## 1.0 Jamestown Road

### 1.18 Sketch: Arlington Road Frontage





1.0 Jamestown Road

1.19 Timeline

