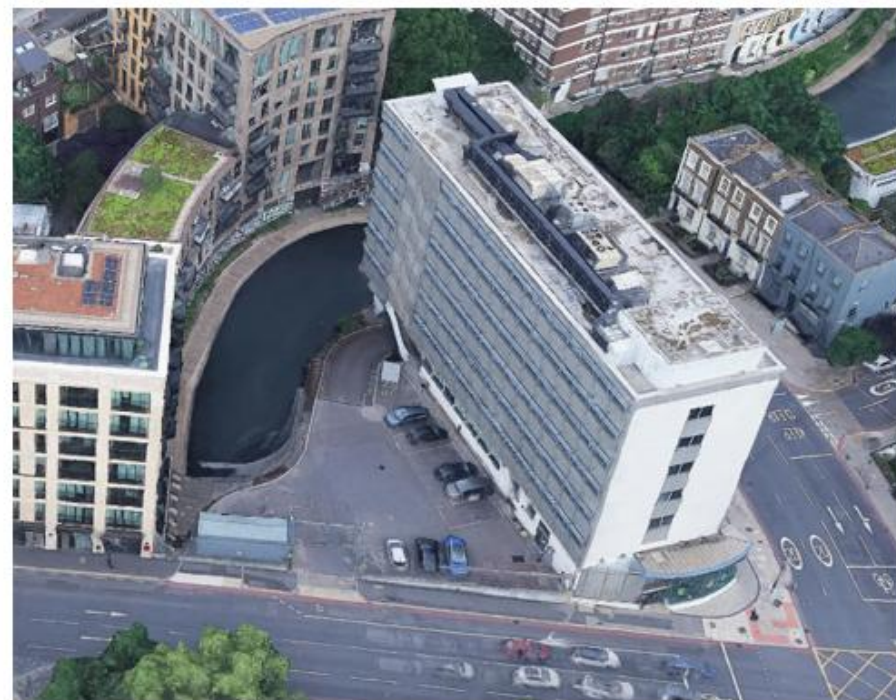


Shirley House, 25 - 27 Camden Road

Development Management Forum - 14 July 2026

Sofie Fieldsend: Principal Planner

Birds' Eye View





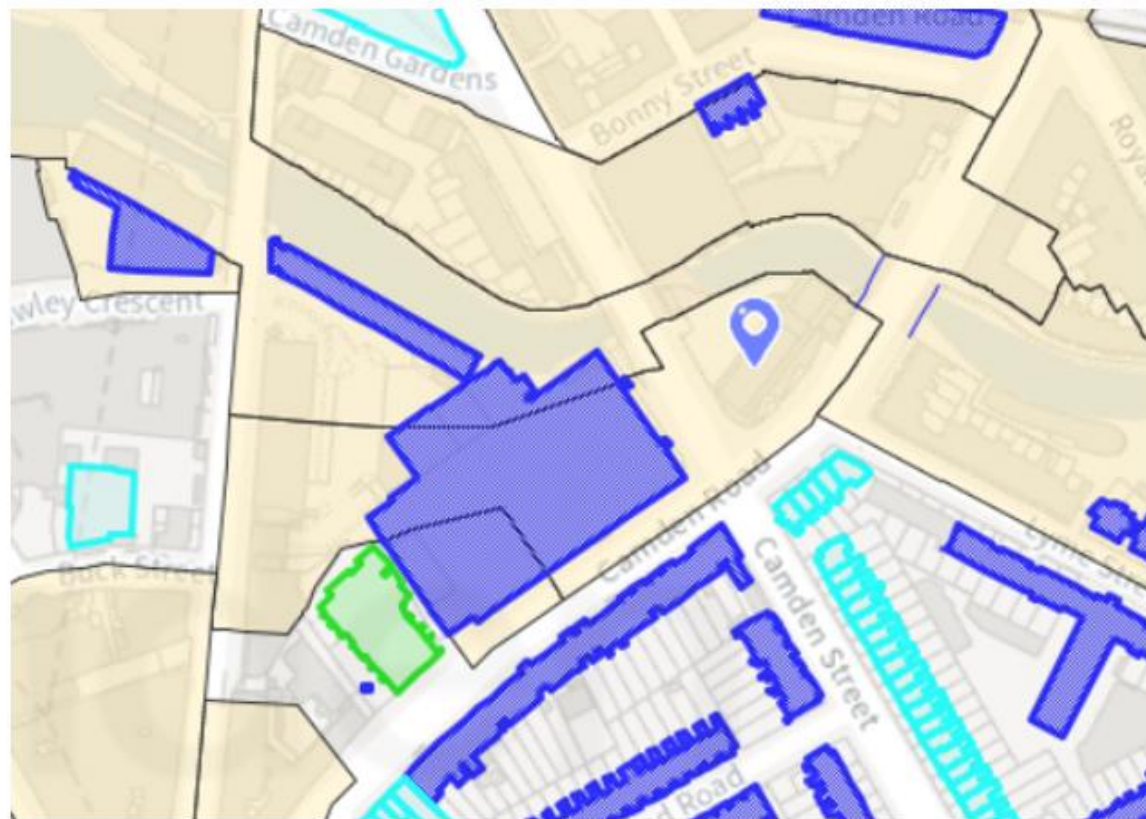
View from junction of Camden Road and Camden Street

View from Camden Street





View from Regent's Canal



Listed Building

I

II

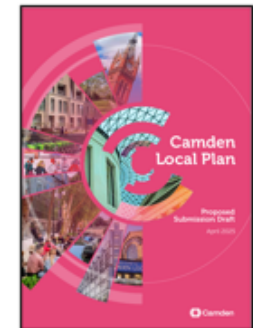
II*

Local List

Conservation Area
- Regent's Canal

Conservation Areas and Listed Buildings

Planning Decision Making Framework



Development
Plan

Supplementary
Plans



Address	Shirley House; 25 -27 Camden Road
Area	0.18 hectare
Allocated Use	Student accommodation
Indicative Housing Capacity	197 student units

Development and Design Principles

Development must:

1. support the delivery of student accommodation in accordance with Policy H9 (Student Accommodation);
2. ensure the design, layout and orientation of development positively relates to the Canal and local character;
3. Seek to improve the visual relationship with the street frontage to enhance the street scene, provide activity and natural surveillance;
4. contribute to improvements in the biodiversity of the Canal, which is designated as a Site of Importance for Nature Conservation; and
5. explore opportunities to incorporate measures to manage the effects of lighting on the Canal, to avoid light pollution, protect biodiversity and allow for the continued use of the canal corridor by protected bat species.

Infrastructure Requirements

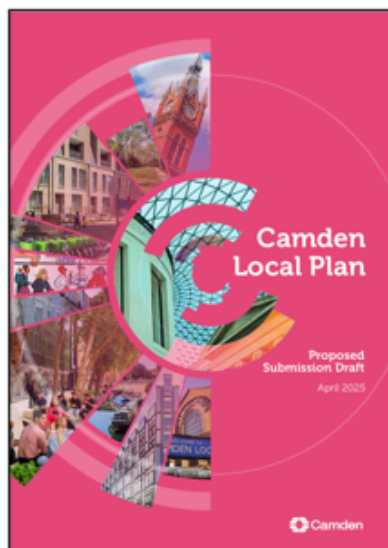
Development must:

6. consider the provision of infrastructure for canal moorings alongside the site.

Other Considerations

- The capacity on this site is based on the retention and extension of existing buildings. Where substantial demolition is proposed this will need to be justified in accordance with Policy CC2 (Retention of Existing Buildings).
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).
- A Flood Risk Assessment will be required in accordance with Policy CC10 (Flood Risk), as the site is within an area identified by the Council as being at risk of flooding. Recommendations in the Flood Risk Assessment will be secured by planning condition.
- There is a critical trunk sewer running through this site which would need to be appropriately considered through the planning and design stage.

Allocation C16



Key Planning Issues

- **Land use** (provision of student housing, affordable housing and appropriate commercial uses)
- **Design and heritage** (impact on Conservation Areas and nearby listed buildings, the street, height and massing, architectural quality)
- **Amenity** (Light, noise and disturbance)
- **Energy and sustainability** (carbon reduction, energy efficiency)
- **Transport and highway impacts** (construction, cycle parking, servicing)
- **Community benefits** (contributions to employment and training, public realm and its management)

14th July 2026

Camden Point Development Management Forum

**KILBURN
& DISTRICT**

GENERAL
PROJECTS

**ALLFORD
HALL
MONAGHAN
MORRIS**

dp9

Project brief and aspirations

The project supports Camden Council's **ambition to rebalance Camden Town beyond the markets**, through a once in a generation regeneration, strengthening its south eastern edge and connections to the King's Cross corridor.

Our vision is to transform Camden Point into a vibrant and sustainable destination, reactivating a prominent but underused site through a once-in-a-generation opportunity for redevelopment by:



Delivering **345 high-quality student beds**, helping to relieve pressure on the private rental market and to support Camden's role as a centre for education.



Adopting a **retrofit-first approach**, reusing and extending the existing structure to significantly reduce embodied carbon.



Repairing the site's relationship with its surroundings, introducing **active frontages** and bringing Camden Road and Camden Street to life.



Reconnecting the site to Regent's Canal, transforming a neglected edge into an active, accessible and enhanced waterside setting.



Delivering **new public realm and improved permeability**, creating a safer and more welcoming environment through activity, visibility and natural surveillance.



Creating a **bold and characterful architectural marker** that **reflects Camden's identity** and reinforces the site's prominence within the townscape.

Existing building and site



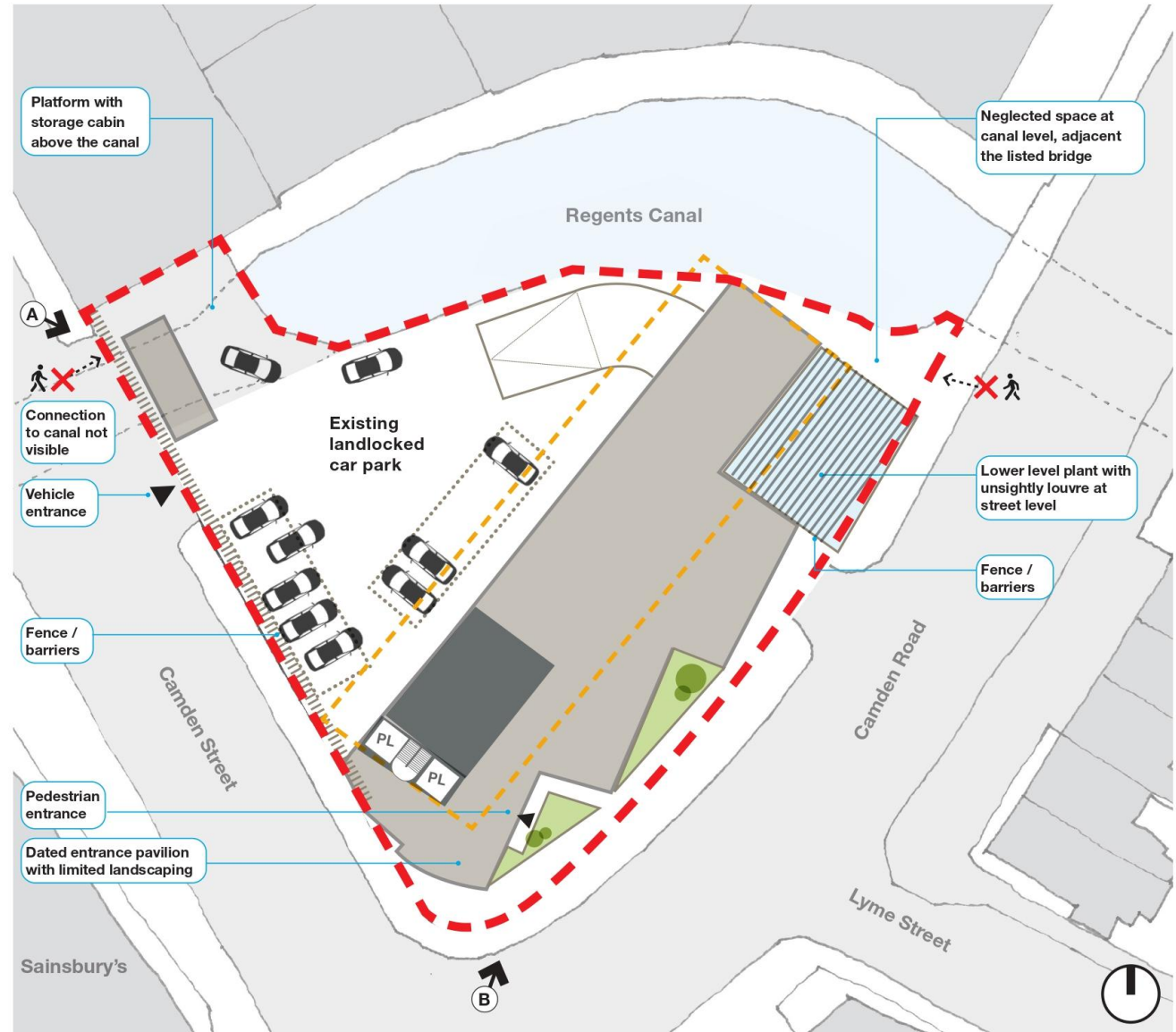
Existing building and site

The existing site is in poor condition and does not address the streetscape or the Canal, including:

- ① No public realm
- ② No canal facing amenities
- ③ Existing bridge podium with gas storage cabin
- ④ 45% of site area given to car parking
- ⑤ Architecturally incoherent
- ⑥ Dated building interior and exterior
- ⑦ Negative impact on the streetscape
- ⑧ Poor energy performance of the existing building and its deteriorating condition.

As noted by the *The Regent's Canal Conservation Area Appraisal*:

'This very short section of the canal to North Road Bridge is flanked by some rather undistinguished 1950's and 60's office developments. Those on the north bank of the canal at least have a reasonably defined edge, whilst Camden Point pays no regard to the canal at all, leaving an ill-defined hostile edge and a rather perfunctory and unused viewing platform hiding the attractive brick arched bridge below.'



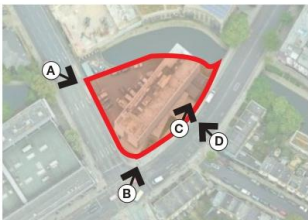
Existing building and site



(C) Unsightly louvre over the plant space adjacent the listed bridge, Camden Road



(D) Brick wall, railings and dated extension, Camden Road



(A) View from Camden Street



(B) View from Camden Road

Existing building and site



(E) View from the Canal towpath

Unused neglected space at canal level, adjacent to the listed bridge

Substation

Ramp down to parking space

External maintenance stair

Plant louvres in poor condition

Fence / barrier

Dated deck covering the canal

Storage cabin above the canal

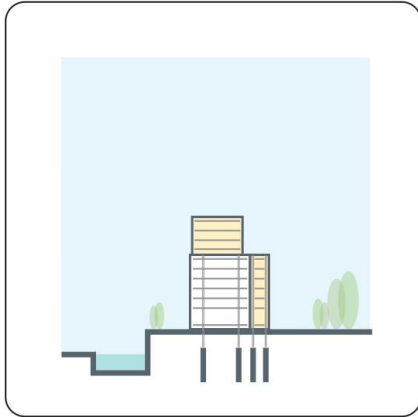


(F) View from Camden Street towards the canal, storage cabin blocking the view of the canal



(G) View from the Canal towpath looking north-east

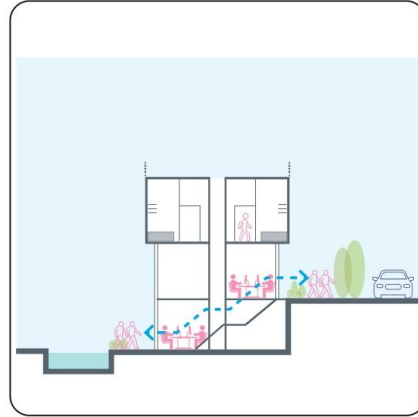
Scheme summary



Retain existing structural frame + build additional 3 floors

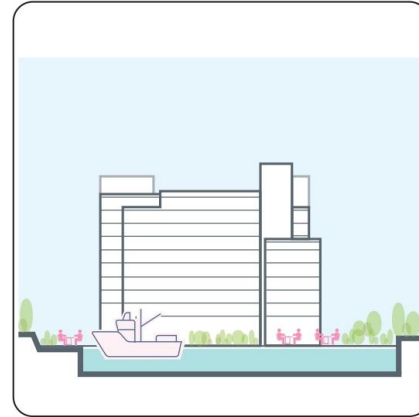
Optimising the existing concrete frame and site area.

Height reduced by one storey following discussions with LB Camden and DRP, ensuring the scale and massing respond appropriately to the surrounding context and the character of the Canal Conservation Area.



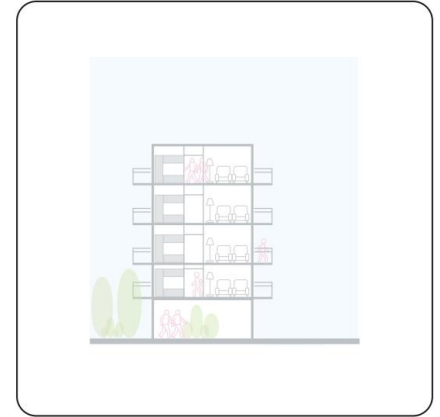
345 student bedrooms

With thriving student amenity activating the street and the canal frontage.



Canal and public realm improvements + Public route across the site + Two active/community use units at street level

Promoting ecological enhancements, improved lighting and an active and vibrant canal experience.



Affordable housing Payment in Lieu towards existing site in need of funding

Affordable housing will be delivered through financial contribution towards existing Camden sites in need of funding, ensuring policy compliant provision.

Proposed ground floor

Key

- Accessible and stepped public access
- Student amenity space
- Active/community use units
- Fire-fighting core
- Back of house
- 1 Public access to canal level
- 2 Landscaped public access to canal level
- 3 Active/community use unit
- 4 Student reception
- 5 Management office
- 6 Post boxes
- 7 Parcel deliveries
- 8 Communal social space
- 9 WC
- 10 Accessible cycle and public access to canal level
- 11 Student bin store
- 12 Active/community use bin store
- 13 Plant
- 14 External loading bay
- Primary entrance
- Secondary access points: cycle facilities, fire escapes, waste/recycling management



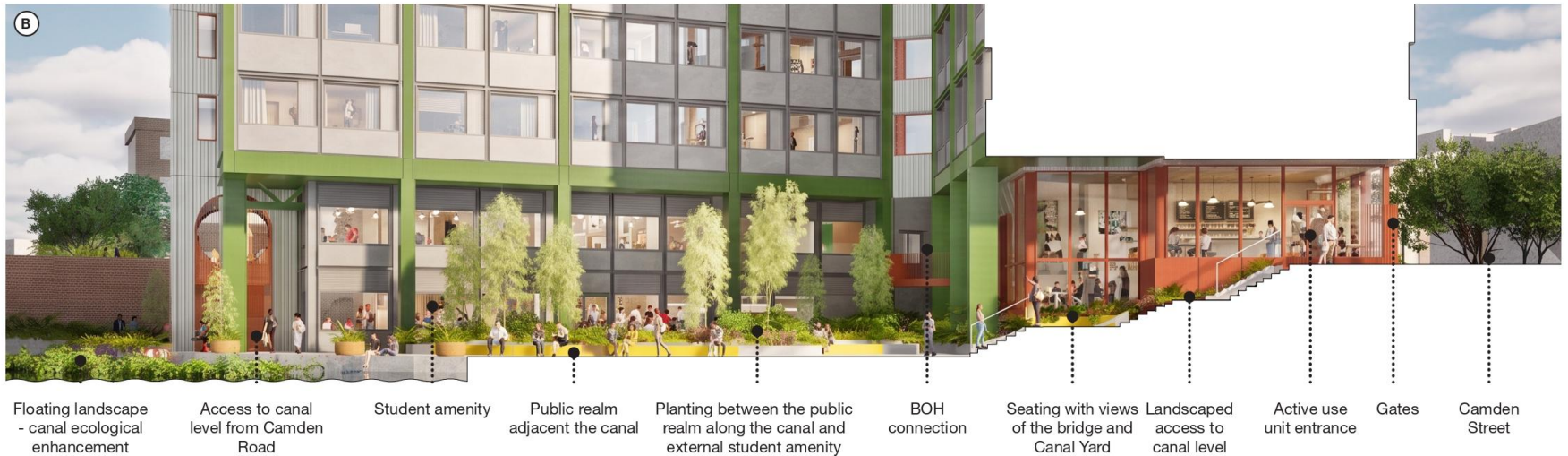
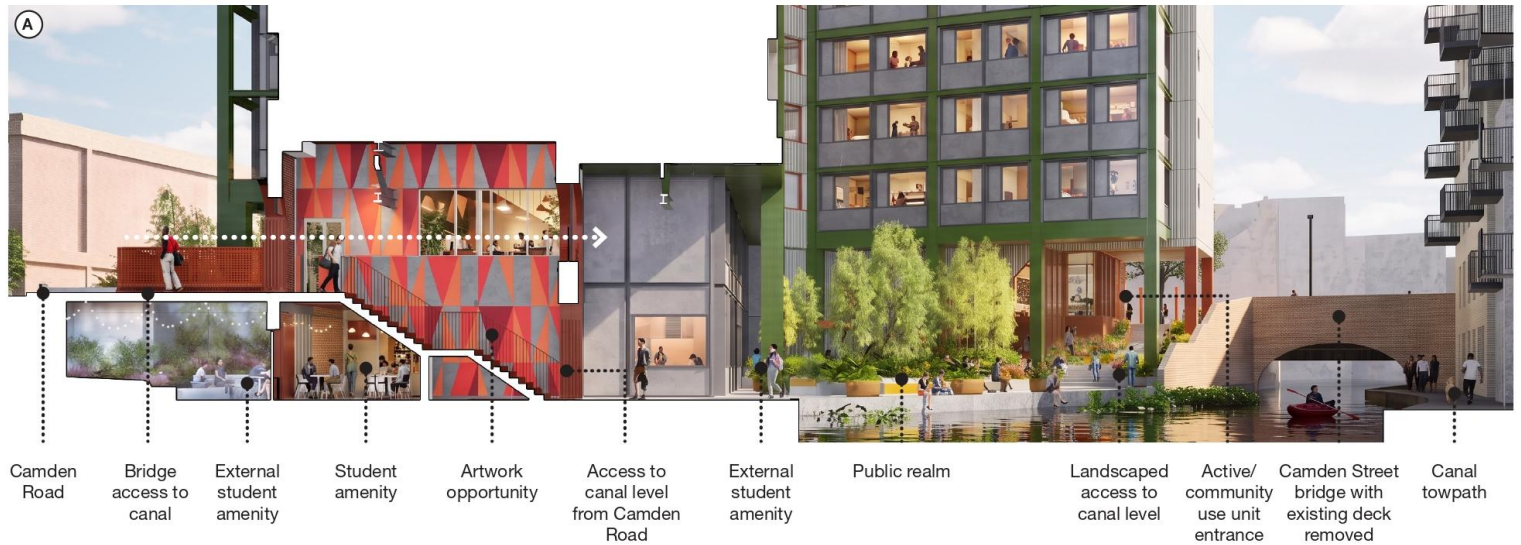
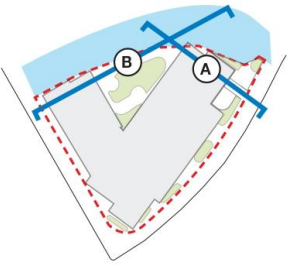
Proposed lower ground floor

Key

- Accessible and stepped public access
- Student amenity space
- Active/community use units
- Fire-fighting core
- Back of house
- 1 Public access to canal level from Camden Road
- 2 Landscaped public access to canal level from Camden Street
- 3 Accessible cycle and public access to canal level
- 4 Public realm at canal level
- 5 External student amenity
- 6 Communal study and social space
- 7 Gym
- 8 Yoga studio
- 9 Laundry room
- 10 Staff BOH
- 11 WC
- 12 Cycle store
- 13 Plant
- 14 Active/community use unit
- 15 Ecological enhancement of the Canal
- Primary Entrance
- Secondary access points: cycle facilities, fire escapes, waste/recycling management



Public realm



Landscape Vision



Using the natural tall edges to create green high and volume



Creating Green & Lush Social Spaces

Shade / Part Shade Planting

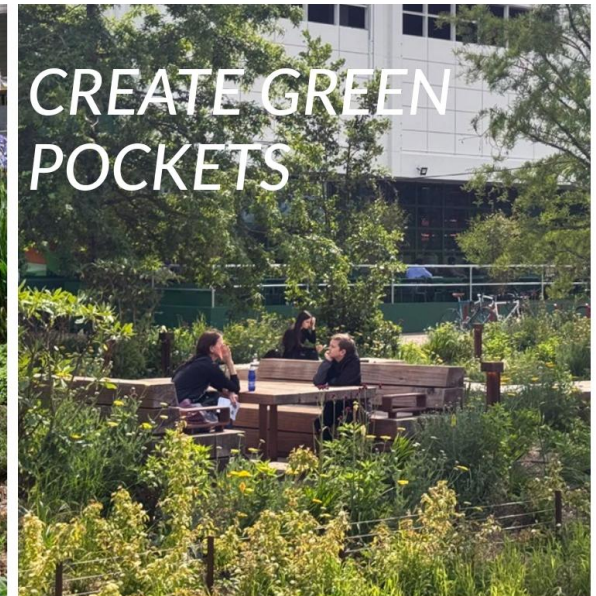
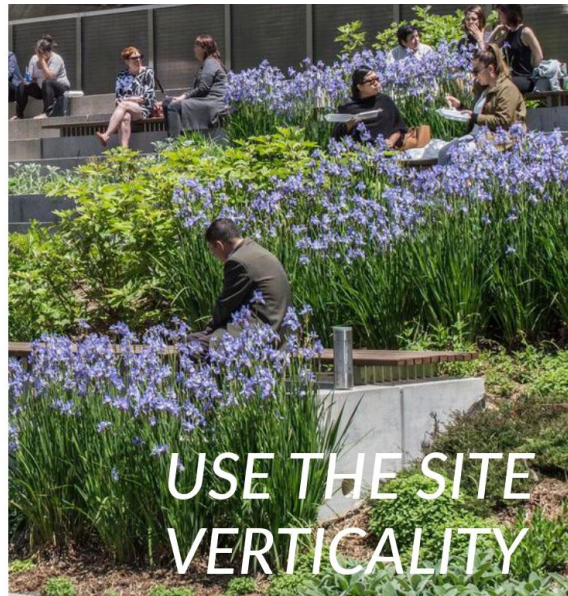
Verdant colours & deep textures to shaded spaces



Species to include:

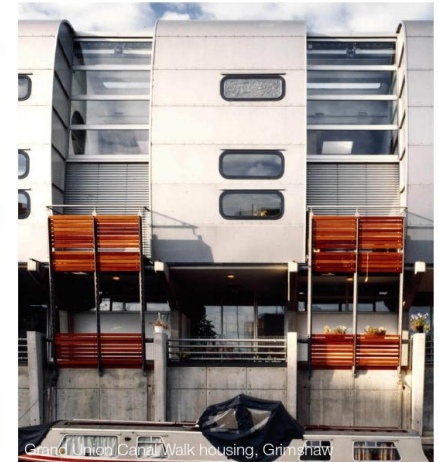
- Hakonechloa macra ●
- Mahonia eurybracteata ●
- Astrantia major 'Alba' or 'Roma' ●
- Geranium x cantabrigiense 'Cambridge' ●
- Helleborus 'Ice n Roses White' ●
- Sarcococca hookeriana var. humilis.
- Dryopteris dilatata. ●
- Athyrium Filix-Femina ●
- Aruncus dioicus ●
- Epimedium x rubrum

● RHS plants for pollinators



Architectural identity

Response to context



Facade principles

Proportion



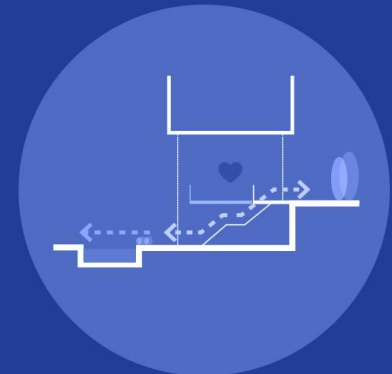
Diagram of use



Weight

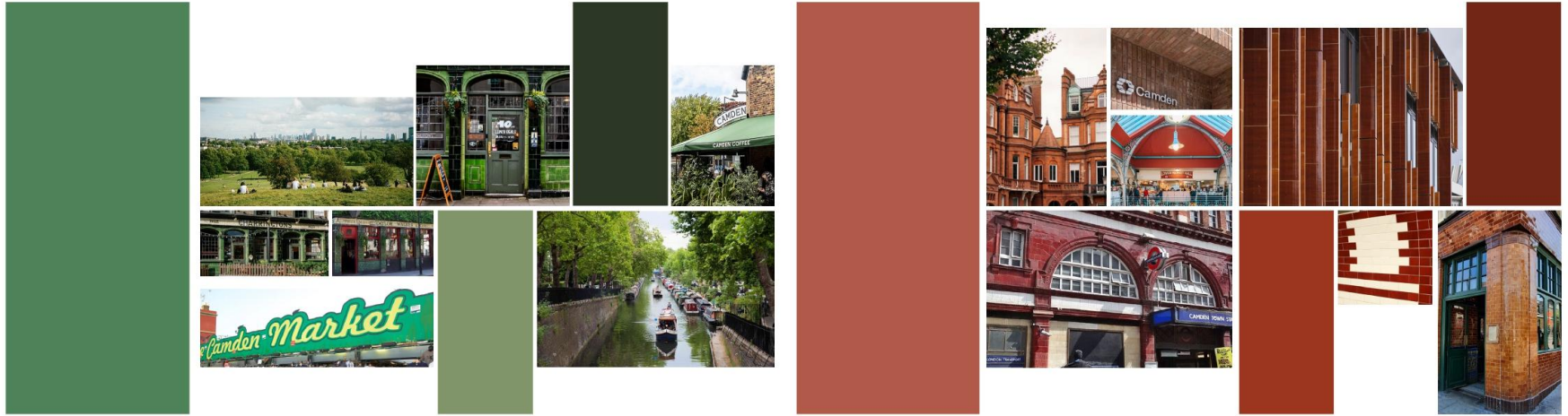


Layering



Architectural identity

Response to context



Facade materials

Aluminium rainscreen facade system

Sinusoidal profile
Anodised finish



MK Gallery, 6a Architects

Curtain wall spandrel panel

Flat mild steel
Galvanised finish



Bethnal Green Road, Carmody Groarke

Colour accent

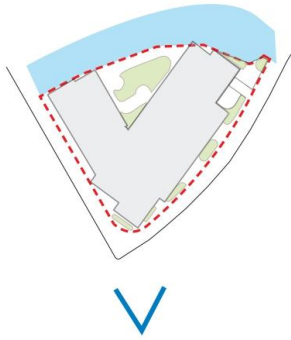
Green/terracotta PPC finish



Assembly Bristol, AHMM

Context views

Camden Road / Camden Street junction

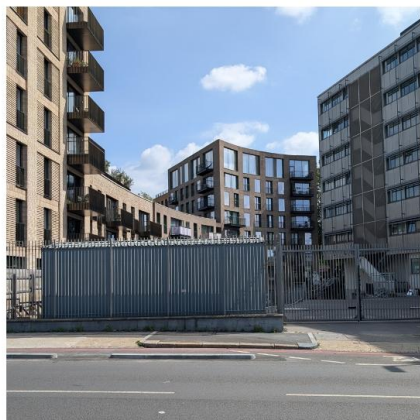
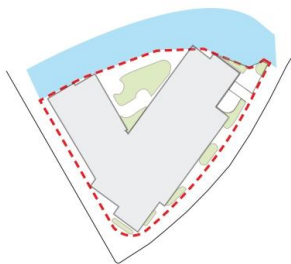


Existing Camden Road / Camden Street junction



Context views

Camden Street view

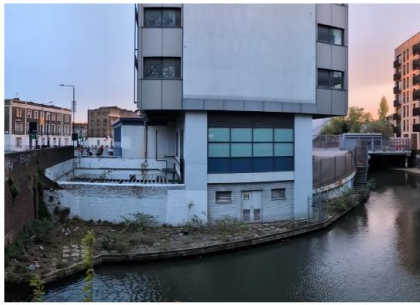
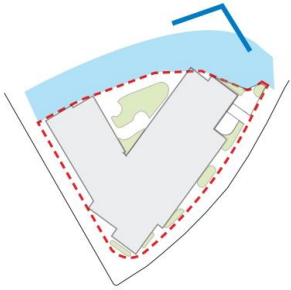


Existing Camden Street condition



Context views

Proposed canal-side amenity



Current condition - view from the north side of the Canal

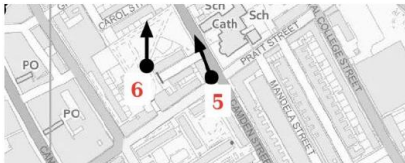


Current condition - deck over canal adjacent Camden Street bridge



Townscape views

**VIEW 5: CAMDEN STREET /
PRATT STREET**
EXISTING (PHOTO)



Townscape views

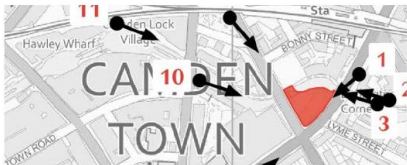
**VIEW 5: CAMDEN STREET /
PRATT STREET**
Proposed CGI *



* Proposed visualisation view taken from approximately the same location as the townscape view on the previous page.

Townscape views

**VIEW 10: KENTISH TOWN
ROAD**
EXISTING (PHOTO)



Townscape views

**VIEW 10: KENTISH TOWN
ROAD**
Proposed CGI *



* Proposed visualisation view taken from approximately the same location as the townscape view on the previous page.

Servicing and transport



Proposed ground floor plan



Proposed lower ground floor plan

Key

- | | |
|--|-----------------------------|
| 1 Loading bay | External cycle route |
| 2 Lift access to cycle store and canal level | Internal cycle route |
| 3 Bin store PBSA | Waste collection by service |
| 4 Bin store active use | Waste drop off by students |
| 5 Cycle store | |
| 6 Visitor cycle parking | |

Sustainability overview



The proposed Camden Point development aims to deliver a best-in-class PBSA scheme with sustainability credentials that reflect this ambition.

Retaining the maximum feasible extent of the existing building structure forms a key part of the development strategy, reducing embodied carbon and ensuring a sustainable redevelopment that aligns with a best-in-class PBSA offering.



GREEN/BLUE ROOFS



UGF: 0.44



ALL-ELECTRIC HEAT-PUMP SYSTEM



ENERGY EFFICIENT LIFTS



ENERGY EFFICIENT COOLING SYSTEM



SMART BUILDING CONTROLS



STORM-WATER ATTENUATION



HIGH QUALITY CYCLE PROVISION



EXTERNAL AMENITY SPACE



PUBLIC REALM LANDSCAPING



SOLAR CONTROL GLAZING AND FACADE DESIGNED FOR SOLAR SHADING



COMMUNITY USE SPACES



ROOF MOUNTED PHOTOVOLTAIC PANELS

// EXECUTIVE SUMMARY

Pre-app synthesis: decisions to protect



Board-level takeaway

Camden Point can align with London Plan, and exceed the base Part L requirements and BREEAM Excellent if the team protects: all-electric heat pumps, active cooling, and plant / riser space.

What this means

- BREEAM V7 Excellent remains the organising sustainability target.
- New-build Be Green scenario is the compliant energy route; retained-existing does not comply.
- Non-openable windows mean mechanical cooling is the robust TM52 answer.
- Plantrooms, roof plant, PV, thermal stores and risers need early spatial protection.

Next evidence gap: complete TM54 operational energy modelling.

BREEAM strategy

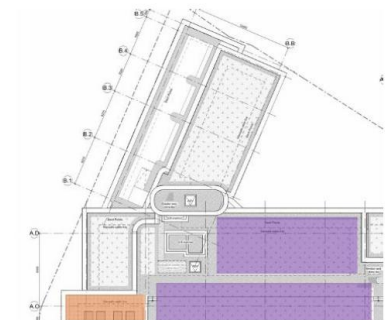
BREEAM Sustainability Strategy
BREEAM V7 Category Targets

 Waste Wat 01 — Construction waste management plan, diversion >75%	 Water Wat 01 — 20% reduction in water consumption in building; Water-efficient fittings throughout	 Pollution Pol 02 — All electric building Pol 03 — Surface water runoff managed to groundwaters (SuDS) 17 04 — 55%	 Energy Ene 01 — Op modelling as strategy and reduce space demand
 Materials Mat 01 — Whole life carbon assessments carried out to measure and reduce embodied carbon through material choice	 Health & Wellbeing Hea 01 — Daylight compliance to all occupied spaces Hea 04 — High indoor air quality; low VOC materials, ventilation	 Transport Tts 01 — PPA accessibility assessment completed Cyclic storage and end of life facilities provided	

Energy model



Plant-space plans



// ENERGY STRATEGY

All-electric heat-pump route under the GLA hierarchy



Low-energy road map

BE LEAN

Optimise orientation, glazing ratio and form factor; enhance U-values and thermal bridging beyond minimum Part L.

BE CLEAN

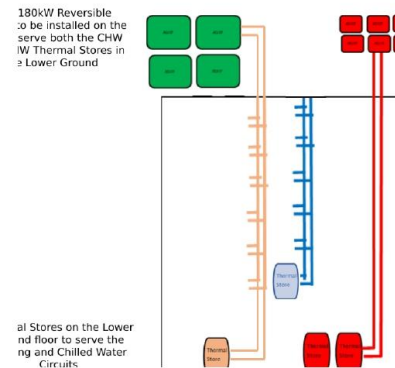
No adjacent district heat network is available; retain a future connection allowance.

BE GREEN

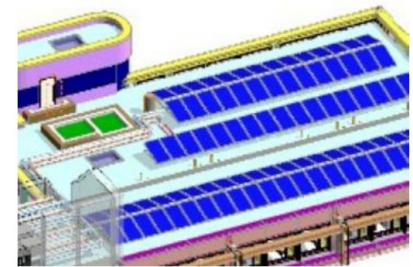
Maximise roof ASHPs and PV. New-build Be Green meets and exceeds the minimum requirements of Part L

Preferred technical strategy

4 × 180 kW reversible roof ASHPs + 6 DHW ASHPs, lower-ground thermal stores, LED controls, MVHR and demand-led services.



System schematic



Proposed roof plant / PV

Design implications

- Protect lower-ground thermal store space and roof plant zones.
- Keep the future heat-network connection location available.
- Complete TM54 modelling to evidence operational energy.

// BUILDING PHYSICS + MEP

Overheating and plant-space decisions are linked



Cooling hierarchy conclusion

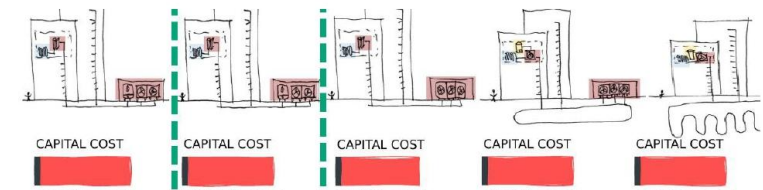


- Passive measures remain: solar control glass, lower glazing, hoods / shading, low-temperature pipework and vertical risers.
- Openable windows cannot be assumed because of acoustic and air-quality constraints due to the site location.
- Mechanical cooling gives standard airflows and passes TM52; peak-lop cooling results in Air Flows that are too High

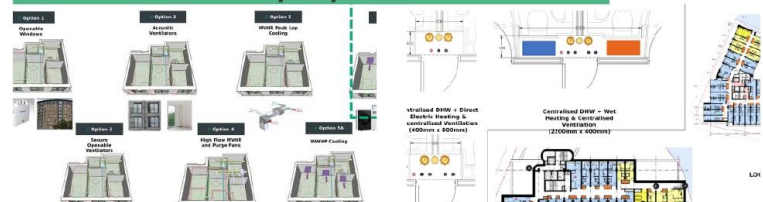
Iteration	Outcome	Airflow	Decision
Natural vent.	Mixed	80–120 l/s	Not robust
Ambient MVHR	Fails	100–240 l/s	Reject
Peak-lop	Partial	20–200 l/s	Prohibitive
Mech cooling	Pass	13 / 60 l/s	Carry forward

Mechanical cooling results in 0% hours >26°C across tested rooms.

Plant and distribution decisions



Proposed: communal electric / air-source heat pump



- **Ruled out:** boilers, GSHP, high-temp ASHP, ambient loop and district-heating extension.
- Protect plant allowances for water, power, heating, generator, ASHPs, comms, life safety and PV.
- Local pod risers and vertical routes minimise lateral distribution.

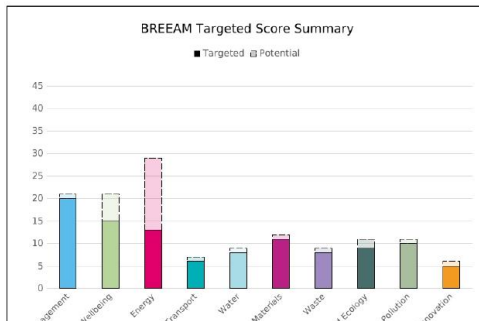
// SUSTAINABILITY

Sustainability targets and BREEAM evidence route



BREEAM V7 / Excellent ambition

Target Score >70%



Issue	Available	Targeted
Management	21	21
Health and Wellbeing	22	22
Energy	45	45
Transport	12	12
Water	12	12
Materials	14	14
Waste	10	10
Land Use and Ecology	13	13
Pollution	13	13
Innovation	10	10

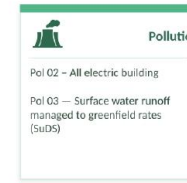
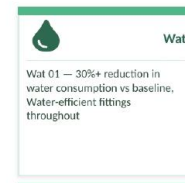
Circular Economy targets

- 95% reuse / recycling / recovery of construction and demolition waste
- 95% beneficial use of excavation waste
- 65% recycling of municipal waste by 2030

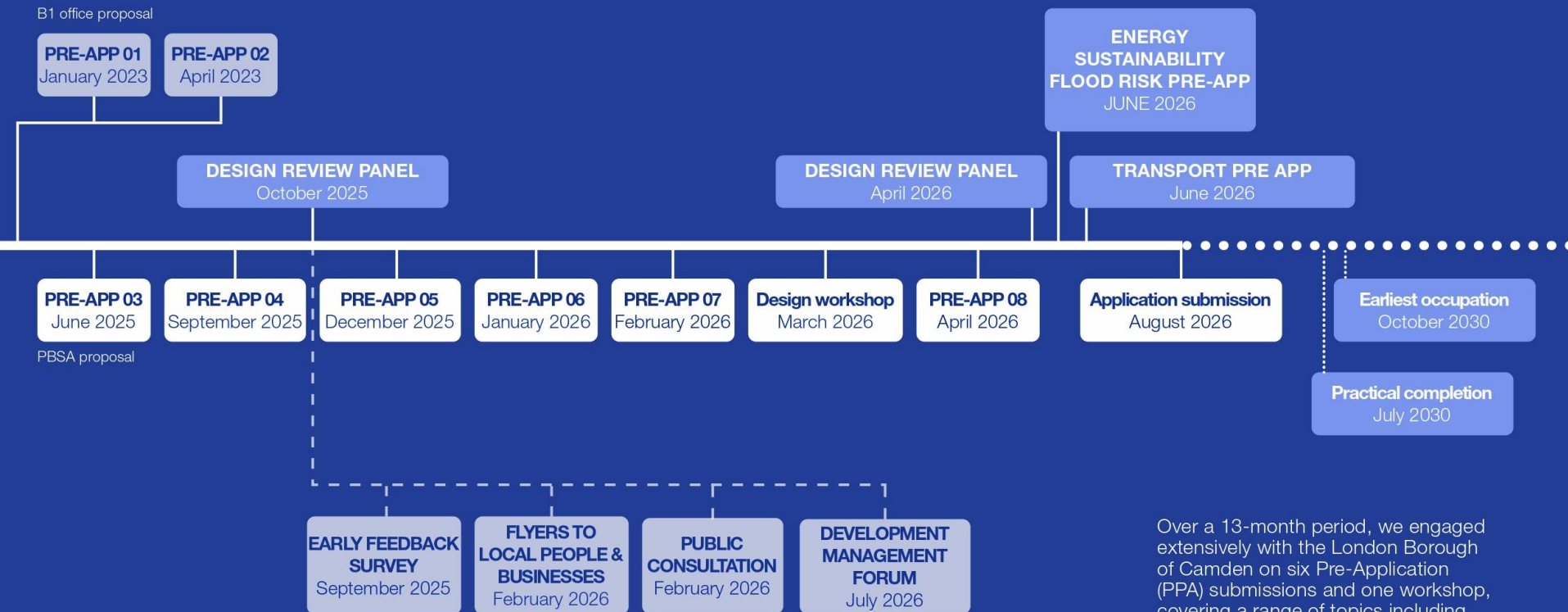
Design evidence should connect BREEAM credits, waste hierarchy decisions and whole-life carbon choices to the evolving specification.

Priority commitments to retain

- **Energy:** operational modelling and mitigation studies to reduce demand
- **Water:** 30%+ reduction vs baseline using efficient fittings
- **Materials:** WLC assessment, EPDs and BES 6001 sourcing
- **Health & wellbeing:** daylight compliance, low-VOC materials and ventilation strategy
- **Transport:** PTAL / accessibility plus cycle and end-of-trip provision
- **Ecology / pollution:** 10% BNG, all-electric building and SuDS runoff control



Project timeline



Over a 13-month period, we engaged extensively with the London Borough of Camden on six Pre-Application (PPA) submissions and one workshop, covering a range of topics including design, transport, and site suitability. This process included two Design Review Panels, detailed transport and energy, sustainability and flood risk workshops, as well as a structured period of public consultation to ensure community input was integrated.

These engagements have been instrumental in shaping a well-informed and contextually responsive proposal.

Thank you



Appendix

Key figures

Public offer

approx. 120 m²
active/community
use space

approx. 700 m²
proposed new
public realm



Public route through the site
connecting the site back to
Camden's urban grain.



**Two active/community use
units** on prominent site corners.



**Abundant greenery and
thoughtful landscaping**, with
designs that encourage active travel.



Spaces designed to support
wellbeing, social connection, and
everyday **community life**.



A welcoming destination
**enhancing the canal-side
experience** for residents and
visitors.



Removal of existing deck over
the canal to improve the towpath
daylight conditions and **reveal the
brick arched bridge**.

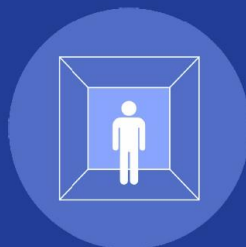
Key figures

High-quality student accommodation

230 studios
(67%)

115 ensuite rooms
(33%)

23 (7%) wheelchair
accessible
3% adaptable



Floor-to-floor height exceeding 3m, which is more generous than standard student accommodation.



Centralised social hub that contributes to student welfare.



Robust design and materials that are easy to maintain and delightful for occupants.



Generous external student amenity at canal level and south-west facing terrace.



Diverse range of **flexible social, study and amenity spaces**, catering to a wide variety of students and activities.



Generosity of shared amenity space compared to the average PBSA scheme, exceeding Camden Planning Guidance standards.



A **single secure front door**, providing one point of address, enhancing natural surveillance and ease of management.



Consultations with local groups and PBSA operators to inform a **design tailored to Camden student accommodation offer**.