

Address:	33-35 Jamestown Road, London, NW1 7DB		3
Application Number(s):	2026/0285/P	Officer: Connie Marinetto	
Ward:	Camden Town		
Date Received:	23 rd January 2026		
Proposal:	<p>Non-material amendment to planning permission ref. 2024/4953/P dated 30/07/2025 (for 'Demolition of existing buildings and structures to facilitate redevelopment comprising a Purpose Built Student Accommodation (Sui Generis) block over the basement, ground, plus five storeys and sixth-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') to amend the tenure of the approved affordable housing from a mixed tenure of 16 social affordable rent units and 11 intermediate units to 27 social affordable rent units.</p>		
<p>Background Papers, Supporting Documents and Drawing Numbers:</p> <p>Existing Drawings: None relevant.</p> <p>Proposed Drawings: None relevant.</p> <p>Documents: Cover letter by Arada dated 23/01/2026 and Jamestown Road Accommodation Schedule.</p>			
<p>RECOMMENDATION SUMMARY:</p> <p>Grant non-material amendment subject to a deed of variation to the Section 106 Legal Agreement</p>			
Applicant:	<p>Arada London 4-5 Coleridge Gardens London NW6 3QH</p>		Agent:
			Not relevant.

EXECUTIVE SUMMARY

- i) The original permission was for redevelopment of the site to deliver a mixed-use scheme comprising a Purpose Built Student Accommodation block to provide 178 studio beds, a residential block providing 27 affordable homes, and flexible commercial space. All 27 homes approved in the residential block were affordable homes. The affordable homes were split between 16 Social Affordable Rent, and 11 Intermediate Rent.
- ii) This application is to alter the affordable housing tenures, so the 11 Intermediate Rent homes would become Social Affordable Rent, meaning 100% of affordable homes in the residential block would be Social Affordable Rent.
- iii) This is part of a portfolio approach by Arada (formerly Regal) across three sites (100 Chalk Farm Road, 35 Jamestown Road, and 100 Avenue Road) now they have engaged with a Registered Provider of affordable housing for all three sites, namely Clarion Housing. The tenure change is to meet the needs of the Registered Provider ("RP" - Clarion) and this portfolio approach enables these schemes to all move forward in terms of delivery and completion. Across the three sites, Arada propose to switch the tenure of 58 intermediate units to social affordable rent units for transfer to Clarion.
- iv) There would be no overall change to the amount of affordable homes, in number or floorspace, and there is no change proposed to overall mix of dwelling sizes, or to the approved layouts.
- v) The mix of homes is considered acceptable for the tenure overall. Two-bedroom homes for social-affordable rent are in high demand, as are three-bedroom homes whilst there is a lower demand for the remaining fifteen one-bedroom homes. Although 1-bedroom homes are lower demand proportionately, there is still a high demonstrable demand for such homes within the tenure which the scheme will help to meet. The layouts and mix have also been developed with the RP in mind, to facilitate the portfolio approach to all three sites.
- vi) The tenures were set out in the head of term in the s106 agreement, so this would be varied accordingly.
- vii) The change to the affordable tenures involves changing all affordable homes to the most affordable housing type and whilst there is a conflict with the guideline mix set out in Local Plan Policy H4 of 60% social-affordable rent and 40% intermediate housing, there are sound reasons for this change being considered acceptable in this case. Securing a Registered Provider to take affordable homes delivered through S106 is becoming increasingly more challenging, so amending the mix of affordable housing in order to secure Clarion Housing is supported and there is flexibility to do so set out in the policy.
- viii) The development will still provide 27 affordable homes and 178 purpose built student accommodation studio beds with the same overall level of affordable housing.

- ix) Although the changes (intermediate rented homes changed to social affordable rented homes) are material in terms of the head of term which is the vehicle for securing the affordable housing tenure type, they are not considered material in terms of the planning permission overall, with the proportion of affordable housing unaffected, and the homes remain Class C3 self-contained affordable residential properties. The scheme continues to comply with the development plan as a whole and the non-material amendment and deed of variation to the s106 legal agreement is recommended for approval.

OFFICER REPORT

Reason for Referral to Committee: Development involving the making of an obligation or agreement under Section 106 of the Town and Country Planning Act 1990 or other legislation (“the obligation”) where the terms of the obligation are materially different from any previous obligation approved by the committee in relation to the same site. [Clause 3. iv]]

1. BACKGROUND

The parent permission

1.1 The parent permission was for:

1.2 **2024/4953/P:** Demolition of existing buildings and structures to facilitate redevelopment comprising a Purpose Built Student Accommodation (Sui Generis) block over the basement, ground, plus five storeys and sixth-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. **Approved 30/07/2025**

1.3 This granted permission for 27 affordable homes. The approved tenure mix was for 16 social affordable rent and 11 intermediate rent homes, and this was set out in the associated s106 agreement.

The proposal

1.4 This application is for a Non-Material Amendment (NMA) to alter the affordable housing tenures so the approved 11 Intermediate Rent homes would become Social Affordable Rent, meaning 100% of affordable homes would be Social Affordable Rent.

1.5 This is part of a portfolio approach by Arada (formerly Regal) across three sites (100 Chalk Farm Road, 35 Jamestown Road, and 100 Avenue Road) now they have engaged with a Registered Provider of affordable housing for all three sites, namely Clarion Housing. The tenure change is to meet the needs of the Registered Provider (Clarion) and this portfolio approach enables these schemes to all move forward towards completion and delivery of each of them. Across the three sites, Arada propose to switch the tenure of 58 intermediate units to social affordable rent units for transfer to Clarion.

1.6 There would be no overall change to the amount of affordable homes, in number or floorspace, and there is no change proposed to overall mix of dwelling sizes, or to the approved layouts.

Relevant other history

1.7 None.

2. PLANNING POLICY

National and regional policy and guidance

[National Planning Policy Framework 2024 \(NPPF\)](#)
[Draft National Planning Policy Framework \(2025\)](#)
[National Planning Practice Guidance \(NPPG\)](#)
[London Plan 2021 \(LP\)](#)
[London Plan Guidance](#)

London Plan 2021 (LP)

[GG1 Building strong and inclusive communities](#)
[GG4 Delivering the homes Londoners need](#)
[Policy D6 Housing quality and standards](#)
[Policy H4 Delivering affordable housing](#)
[Policy H6 Affordable housing tenure](#)
[Policy H9 Ensuring the best use of stock](#)
[Policy H10 Housing size mix](#)

Camden Local Plan (2017) (CLP)

[Policy G1 Delivery and location of growth](#)
[Policy H4 Maximising the supply of affordable housing](#)
[Policy H6 Housing choice and mix](#)
[Policy H7 Large and small homes](#)

Supplementary Planning Documents and Guidance

Most relevant Camden Planning Guidance (CPGs):

[Housing - January 2021](#)

Proposed Submission Draft Camden Local Plan (DCLP)

- 2.1 The [Proposed Submission Draft Camden Local Plan](#) was submitted to the Secretary of State for Housing, Communities and Local Government on the 3 October 2025 for independent examination, in accordance with Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended). The Plan will now be examined by a Planning Inspector in Spring 2026.
- 2.2 Previously, the Council published the draft new Camden Local Plan for consultation in January 2024 and published an updated Proposed Submission Draft Camden Local Plan for consultation from 1 May to 27 June 2025.
- 2.3 The Proposed Submission Draft Local Plan (DCLP) is a significant material consideration in the determination of planning applications but has limited weight at this stage. The weight that can be given to an emerging plan increases as it progresses towards adoption. In line with paragraph 49 of the National Planning Policy Framework (NPPF), the degree of weight to be given is a matter for the decision-maker, having regard to the stage of

preparation, the extent of unresolved objections, and the consistency of the draft policies with the NPPF.

3. PROPOSED CHANGE IN AFFORDABLE HOUSING TENURE

The proposed change

3.1 This application does not seek any physical changes to the scheme at all. Nor does it seek to change the amount or proportion of affordable housing which remains at 27 affordable homes, or 33% by floorspace.

3.2 The only change is to alter the tenure of the affordable homes to be 100% Social Affordable Rent which is the most affordable tenure of affordable housing. This will mean the 16 Social Affordable homes already approved will remain, but the 11 Intermediate Rent homes will change to also be Social Affordable Rent.

3.3 The following table shows the proposed change to the tenure of the affordable housing at 33-35 Jamestown Road.

Tenure	Parent permission (Approved 2025)	Proposed amendment (Current NMA)	Difference
Market homes	0	0	0
Student Accommodation	178	178	0
Social affordable homes	16	27	+ 11
Intermediate homes	11	0	- 11
Total affordable homes	27	27	0
Total homes	27	27	0

Table 1 - Proposed affordable housing tenure changes

3.4 The plans and layouts remain the same, as do all other requirements of the permission. The details of the tenure split are set out and secured in the associated s106 agreement and so this head of term would be amended under a deed of variation.

Impact of the proposed change

3.5 The applicants have stated the following in support of the application:

- The proposal to change the tenure of the 11 Intermediate Rent homes to Social Affordable Rent was made in recognition of the very high demand for Social Affordable Rent housing in the borough.
- By increasing the number of Social Affordable Rent homes within the scheme, this amendment will provide an enhanced affordable housing offer. This proposal supports the Council's objectives to maximise delivery

of genuinely affordable housing, improve access for households on lower incomes, and contribute positively to meeting identified housing needs within the Borough.

- The RP was attracted to getting involved in all three sites because of their relationship with Arada London and the prospect of also building a strategic partnership with Camden across three key sites.
 - Part of the attraction for the RP is due to their close proximity to each other, meaning the sites will be managed together, which will be less burdensome for the RP than managing several smaller sites.
 - By taking on all three sites together, it was considered advantageous to the GLA to grant fund all three together given the combined number of homes.
 - The GLA's Accelerated Housing Delivery Planning and Housing Practice Note published in December 2024, promoted the availability of additional funding to convert existing planned affordable homes to more affordable tenures, and the proposed change is being brought forward further to this.
- 3.6 The Camden Local Plan 2017 (CLP) sets out the Council's affordable housing objectives in Policy H4. This policy provides a guideline mix for affordable housing types rather than rigid requirements, this being a mix of 60% social-affordable rent (Social Rent or London Affordable Rent) and 40% intermediate rent. Affordable housing targets are assessed on the basis of residential floorspace.
- 3.7 More detail is set out in the supporting paragraphs of the CLP, and paragraph 3.105 states that the guidelines will be applied flexibly, and that the Council may support proposals that only provide social-affordable rented housing in certain circumstances, such as where the overall proportion of affordable housing is below the 50% affordable housing target.
- 3.8 33-35 Jamestown Road involves 178 student homes and 27 affordable homes in total. By residential floorspace, the approved market (student) / affordable mix is 67% market housing and 33% affordable housing. The current tenure mix of affordable housing in the Parent Permission is 59% social affordable and 41% intermediate rent.
- 3.9 However, the mix as shown in the policy is a guideline only and several factors must be taken into account when considering whether a proposed housing mix is acceptable.
- 3.10 Tenures of affordable housing can also have an impact on the size of dwellings needed. CLP policy H7 seeks a mix of large and small homes and expects developments to contribute to the priorities set out in the Dwelling Size Priorities Table.

	1-bedroom (or studio)	2-bedroom	3-bedroom	4-bedroom (or more)
Social-affordable rented	lower	high	high	medium
Intermediate affordable	high	medium	lower	lower
Market	lower	high	high	lower

Table 2 - Dwelling Size Priorities (Local Plan Table 1)

3.11 The priorities table above shows the higher priorities for **social affordable rented homes** are for 2 and 3-bed homes, and priorities for **intermediate rent homes** being high for 1-bed homes, and medium demand for 2-bed

3.12 Of the 11 intermediate homes which are proposed to be changed to social affordable rent, six are 2-bedroom homes. The Housing Register shows that 2-bedroom homes are now in the highest demand for social affordable rent (see table below), representing more than a third of all applicants.

Home type	Total applicants	% of applicants
Studio	1660	18.60%
1-Bed	1599	17.92%
2-Bed	3019	33.83%
3-Bed	2067	23.16%
4-Bed	514	5.76%
5-Bed	59	0.66%
6-Bed	6	0.07%
Total	8924	100.00%

Table 2 - Demand for homes, by home type (size), on Camden's General Needs Housing Register (March 2026)

3.13 This is reflected in the increased 2-bed priority for social-affordable in the DCLP (now referred to as “low-cost rent”). Six of the 11 homes to be changed to social-affordable rented homes will be two-bedroom homes and five will be one-bedroom homes. Two-bedroom homes for social-affordable rent are in high demand, as are three-bedroom homes, whilst there is a lower demand for the remaining five one-bedroom homes.

3.14 Although 1-bedroom homes are lower demand proportionately, there is still a high demonstrable demand for such homes within the tenure which the scheme will help to meet. The layouts and mix have also been developed with the RP in mind, to facilitate the portfolio approach to all three sites. Additionally, the approved scheme did not previously include any 1-bed homes within this tenure and therefore this would be acceptable in this context.

- 3.15 All six of the 2-bed intermediate units proposed to be changed are 2-bed 4-person homes which is the preferred occupancy for social affordable rent and is therefore welcomed. Overall, 9 of the 2-bed homes will be 2B4P homes which meet the guidance in Camden Planning Guidance Housing (2021) paragraph 3.37 which seeks a high proportion of two-bedroom homes designed for four occupiers where it is not possible to achieve 50% larger homes.
- 3.16 Overall, the scheme continues to provide a balanced mix of homes within the affordable tenure which still aligns with the development plan.

Other matters

- 3.17 Other potential benefits of providing these 11 homes for social-affordable rent are:
- **The homes better meet the needs of the tenure** - whereas the majority of those on the Intermediate Housing Register of Interest are seeking a one-bedroom home. It is notable that there are currently 1385 entries on the Council's Intermediate Housing Register of Interest. The majority, 970, are looking for a studio or 1-bedroom property. However, these are registrants that are looking for rented housing in the borough but do not have an assessed housing need as is required to join the Council's General Needs Housing Register for Social Rented/London Affordable Rented housing.
 - **Simpler and more efficient long-term management of the homes** – The affordable housing block will be more readily managed as a block formed entirely of homes for social-affordable rent by the RP. Mixed-tenure developments can most readily be managed to meet differing tenant expectations where each tenure occupies different floors or is accessed separately, however the 11 intermediate homes were to have been interspersed between social-affordable rented homes on the first, second, third, fourth and fifth floors of the affordable housing block.

4. CONCLUSION

- 4.1 The proposed amendments to the planning permission are non-material in nature and so are the changes to conditions. There is no change to the proposed land use, mix and layout of residential properties. However, there is a change in the tenure of 11 of those homes from intermediate to social affordable rent which is a material change to a head of term in the associated s106 agreement.
- 4.2 Whilst it could be argued that the change to head of term conflicts with policy H4 of the Local Plan, it is considered for the reasons set out in the report that the proposal accords with the Development Plan as a whole. The proposed amendment will provide housing for which there is an identified need, the supporting text to the policy envisages it being applied flexibly and across

the scheme there would continue to be a range of tenure types supporting a mixed and balanced community. The changes would therefore not be material, but would require changes to the relevant heads of terms.

5. RECOMMENDATION

5.1 Grant the Non-Material Amendment subject to the following amendment to reflect the revised affordable housing tenures:

- a deed of variation to the Section 106 Agreement.

6. LEGAL COMMENTS

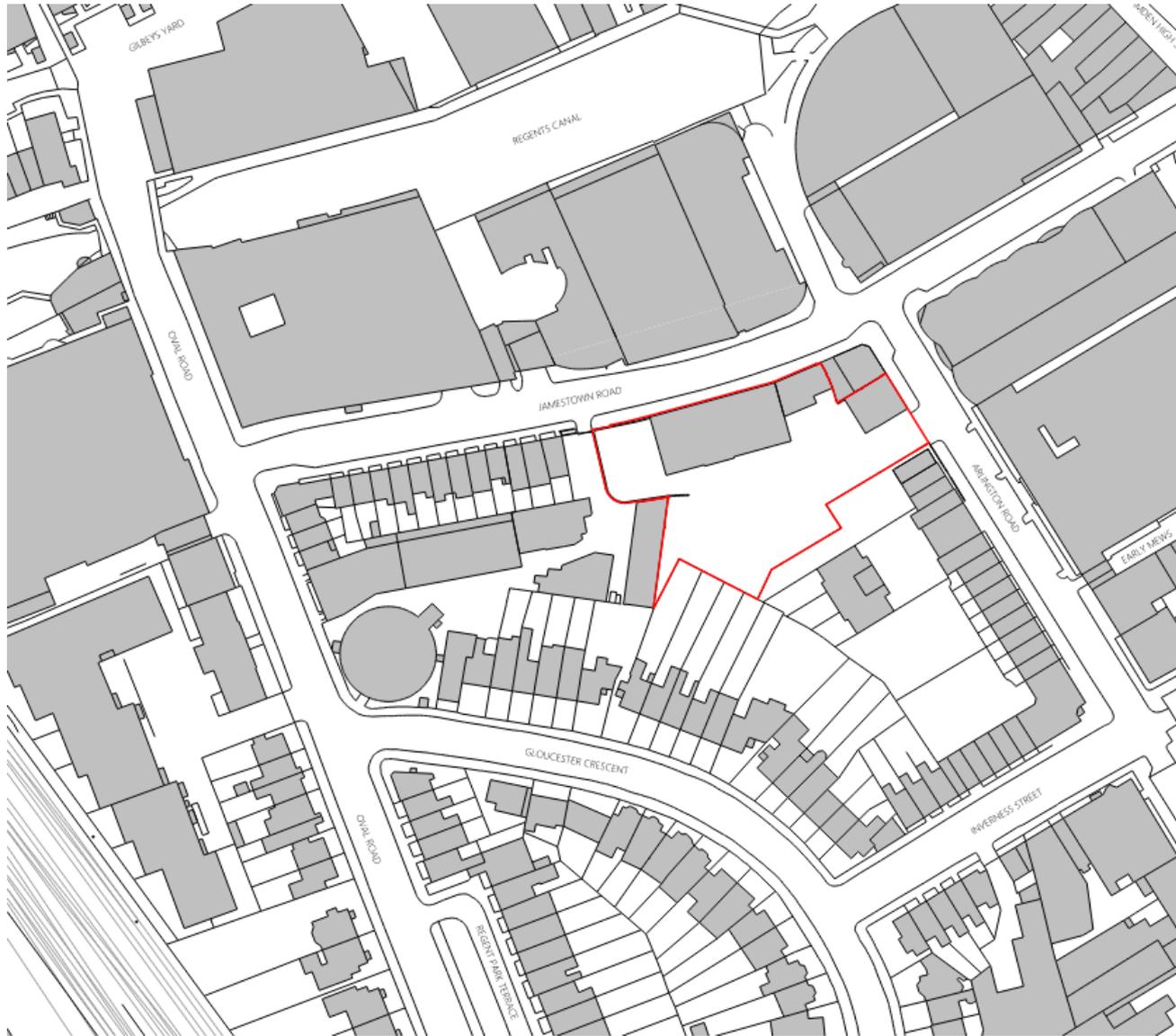
6.1 Members are referred to the note from the Legal Division at the start of the Agenda.

Planning Committee

26th March 2026

2026/0285/P

33-35 Jamestown Road, NW1
7DB







Jamestown Road Accommodation Schedule**Social Rent - SR
Intermediate Rent
- IR**

Occupancy	Consented	Proposed
1B2P	0 x SR	5 x SR
	5 x IR	
2B3P	4 x SR	4 x SR
	0 x IR	
2B4P	3 x SR	9 x SR
	6 x IR	
3B4P	4 x SR	4 x SR
	0 x IR	
3B5P	3 x SR	3 x SR
	0 x IR	
3B6P	2 x SR	2 x SR
	0 x IR	
Total	27	27