# Landmark Properties makes its UK debut with prime London student housing development



Landmark Properties, the largest student housing developer in the United States, is making its debut entry into the UK rental market with a strategic acquisition in central London. The company has secured a prime site on William Road in Camden, NW1, through the facilitation of Knight Frank. This acquisition will see the development of 225 purpose-built student beds complemented by high-quality amenity spaces. Positioned in London’s Zone 1, the site is within a ten-minute walk of University College London (UCL), Euston Station, and Regent’s Park, placing the development at the heart of a vibrant academic and transport hub.

This London project represents a significant milestone for Landmark as it marks their first UK investment. Landmark, which manages over 72,000 beds across the US, has articulated its ambition to become a leading player in the European purpose-built student accommodation (PBSA) sector. The company’s expansion into the UK forms part of a broader national strategy to develop student housing in prime regional university cities as well as super-prime central London locations. Landmark’s pipeline already includes more than 3,000 beds earmarked for future development in the UK market.

In this venture, Landmark is partnering with Centurion Corporation, a well-established UK student accommodation provider, underscoring the collaborative approach to its UK market entry. Landmark’s chief executive, Wes Rogers, described this first UK development deal as “a huge milestone” and expressed excitement about delivering much-needed high-quality PBSA to the UK, where demand continues to outstrip supply. Rupert Strutt, a partner in Knight Frank’s Student Property team, highlighted that Landmark’s choice to enter London signals strong confidence in the sector’s resilience and long-term growth potential. Overseas investors, attracted by the imbalance between demand and supply for well-located, premium student accommodation, are increasingly investing in the UK market.

Landmark’s expansion into the UK and Ireland also involves building a dedicated local team to lead regional developments. Tom Banning has been appointed as Director of UK & Ireland Development to spearhead this strategy. This move builds on Landmark’s record-setting US performance, where it delivered 25% of off-campus student housing in 2023. The company’s European ambitions are further supported by the recent appointment of Alex Katsnelson as Senior Director of European Investment, bringing deep expertise in European real estate markets and student accommodation deals.

Industry analysts view Landmark’s entry as a positive signal for the UK student housing sector, which faces consistent demand driven by rising university enrolments and a general shortage of quality purpose-built accommodation. As the UK student accommodation market continues to prove robust, Landmark’s cross-border investment and planned developments could help ease some of the supply pressures while offering investors promising yields amid a competitive landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/), [[2]](https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/), [[4]](https://www.cremediaeurope.com/news/landmark-properties-enters-uk-market-with-london-site~eOl2oS6p/), [[7]](https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/)
* Paragraph 2 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/), [[3]](https://www.landmarkproperties.com/landmark-properties-expands-into-uk-and-ireland-markets/), [[4]](https://www.cremediaeurope.com/news/landmark-properties-enters-uk-market-with-london-site~eOl2oS6p/), [[7]](https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/)
* Paragraph 3 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/), [[2]](https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/), [[4]](https://www.cremediaeurope.com/news/landmark-properties-enters-uk-market-with-london-site~eOl2oS6p/), [[7]](https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/), [[5]](https://www.pbsanews.co.uk/2024/05/21/landmark-properties-expands-into-uk-and-ireland-pbsa-market/)
* Paragraph 4 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/), [[3]](https://www.landmarkproperties.com/landmark-properties-expands-into-uk-and-ireland-markets/), [[5]](https://www.pbsanews.co.uk/2024/05/21/landmark-properties-expands-into-uk-and-ireland-pbsa-market/), [[6]](https://www.landmarkproperties.com/landmark-properties-expands-european-team-with-appointment-of-alex-katsnelson-as-senior-director-of-european-investment/)
* Paragraph 5 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/), [[4]](https://www.cremediaeurope.com/news/landmark-properties-enters-uk-market-with-london-site~eOl2oS6p/), [[5]](https://www.pbsanews.co.uk/2024/05/21/landmark-properties-expands-into-uk-and-ireland-pbsa-market/)

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## Bibliography

1. <https://www.lettingagenttoday.co.uk/breaking-news/2025/10/us-student-accommodation-giant-enters-uk-rental-market/> - Please view link - unable to able to access data
2. <https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/> - Landmark Properties, the largest US student housing developer, has acquired its first UK site on William Road in central London. The development will feature 225 purpose-built student beds and high-quality amenities. Located in Zone 1, the site is a 10-minute walk from University College London (UCL), Euston Station, and Regent’s Park. This acquisition marks the beginning of Landmark's strategy to develop student housing in prime regional university cities and central London locations, with a pipeline of over 3,000 beds. The project is a collaboration with Centurion Corporation, a leading UK student accommodation provider.
3. <https://www.landmarkproperties.com/landmark-properties-expands-into-uk-and-ireland-markets/> - Landmark Properties, a leading US student housing developer, has announced its expansion into the UK and Ireland markets. This strategic move builds upon a decade of industry-leading development, including delivering 25% of US off-campus student housing in 2023. The company is assembling a UK-based team, led by Tom Banning as Director of UK & Ireland Development, to develop purpose-built student housing in these regions. The expansion aims to address the supply-demand imbalance and rising enrollment numbers in the UK and Ireland.
4. <https://www.cremediaeurope.com/news/landmark-properties-enters-uk-market-with-london-site~eOl2oS6p/> - US student housing developer Landmark Properties has made its first land purchase in the UK, acquiring a prime site on William Road in central London. Facilitated by Knight Frank, this acquisition will lead to a new development offering 225 purpose-built student beds and premium amenities. Strategically located in Zone 1, the site is a short walk from University College London (UCL), Euston Station, and Regent’s Park, placing students near major academic and medical institutions. This London acquisition is the first of several UK projects Landmark has secured recently, as part of a national strategy to develop distinctive student housing in key university cities and prime central London areas. The company currently has over 3,000 beds in its UK development pipeline.
5. <https://www.pbsanews.co.uk/2024/05/21/landmark-properties-expands-into-uk-and-ireland-pbsa-market/> - Landmark Properties, a vertically integrated developer of student housing in the United States, has announced its expansion into the UK and Ireland. The news comes as the company celebrates its 20th anniversary. The strategic move builds upon a near-decade of industry-leading development volume, including record-setting 2023 performance (delivering 25% of US off-campus student housing in 2023). Landmark Properties is assembling a seasoned UK-based team, spearheaded by the recent hiring of development professional Tom Banning as Director of UK & Ireland Development. With the UK and Ireland offering attractive opportunities for student housing development, Landmark Properties is committed to developing high-quality student accommodation schemes to the UK market, leveraging its expertise to help offset the implications of the nation-wide supply and demand imbalance and creating strong yields for its partners.
6. <https://www.landmarkproperties.com/landmark-properties-expands-european-team-with-appointment-of-alex-katsnelson-as-senior-director-of-european-investment/> - Landmark Properties, a leading global real estate investment manager, has announced the appointment of Alex Katsnelson as Senior Director of European Investment. Mr. Katsnelson will be responsible for leading Landmark’s investment activities in Europe, executing on new student accommodation investments. 'We are thrilled to welcome Alex to the Landmark team,' said Wes Rogers, President and CEO of Landmark Properties. 'His deep knowledge of the European real estate markets, coupled with his extensive experience successfully executing on many student accommodation deals in Europe, will be invaluable as we continue to expand our European platform.'
7. <https://www.landmarkproperties.com/landmark-properties-secures-first-uk-site-in-london-in-partnership-with-centurion-corporatio/> - Landmark Properties, the largest US student housing developer, has closed on its first land acquisition in the United Kingdom, securing a prime site on William Road in central London. The sale, facilitated by the student property team of Knight Frank, will deliver a new development of 225 purpose-built student beds alongside high-quality amenity space. Located in London’s Zone 1, the site is just a 10-minute walk from University College London (UCL), Euston Station and Regent’s Park, placing future residents at the heart of one of the world’s leading academic and medical hubs. This milestone marks the first of several UK schemes Landmark has been securing in recent months, as part of a broader national strategy focused on delivering differentiated student housing product in prime regional university cities and super-prime central London locations. It has a pipeline of more than 3,000 beds.