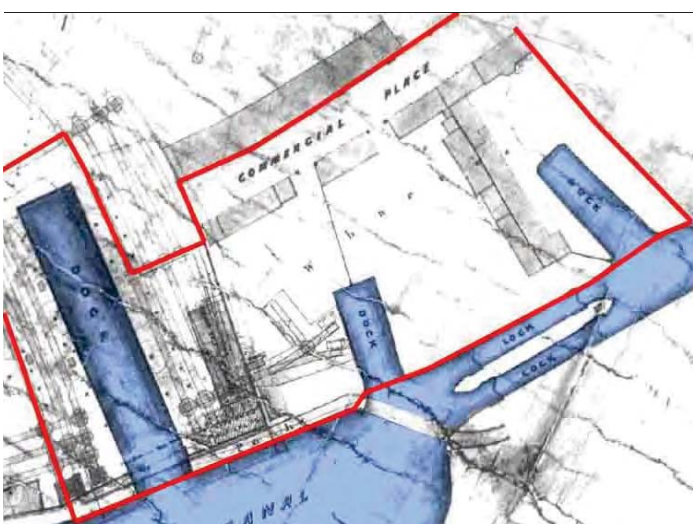

3.0 Development Context



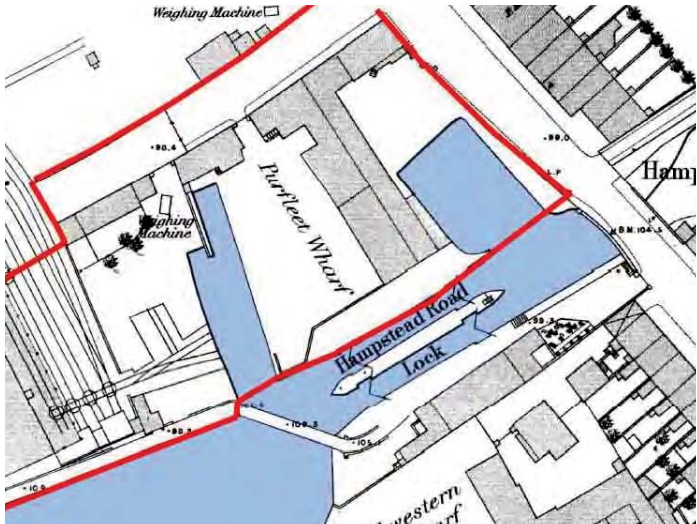
Davies 1834

By 1834, Camden has developed into a residential area, with rows of terrace houses having been built along Camden High Street. The area north of the Regents canal has as yet remained undeveloped. The subject site is shown partly occupied by wharf buildings served by three docks. The alley that is now Camden Lock Place was called Commercial Place and used as a towpath.



L&NWR site plan 1856 revision

The plan above shows the western dock enlarged, realigned for railway to canal interchange and flanked on both sides by rail tracks. It was during this redevelopment that it was also raised to a higher level on an embankment and vaults and covered overall by a goods shed. The range of buildings previously along the west side of the western wharf is also shown demolished – a retaining wall to the higher-level railway tracks had been built along the site boundary here and this remains today.



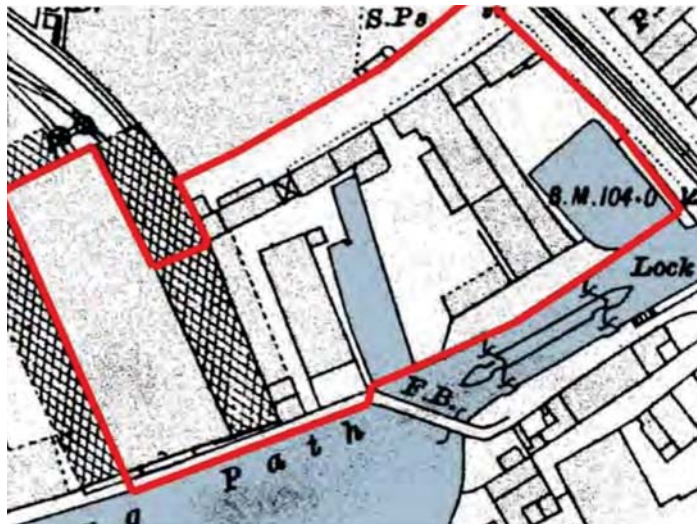
OS 1870

The 1870 OS map shows the site reconfigured: the eastern part of the Purfleet Wharf (now middle yard) has been rebuilt and both eastern and middle docks enlarged. The railway goods yard has extended to the canal.



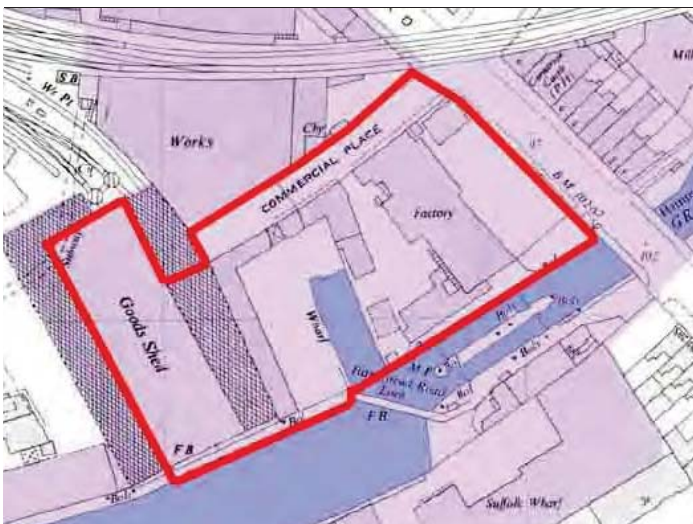
OS London 1894

By 1894 a range of buildings has been erected along the western side of the western wharf. The buildings of the middle wharf remain unchanged apart from some extensions on its eastern range. A horse ramp has been added to the southern building of the middle range. This implied that the upper floor will have been rebuilt with a solid floor and taller, with a roof lantern for ventilation.



OS 1913

The interchange sheds have been replaced with the present Interchange Building (1901-5). This is shown as having glazed canopies over the sidings. No changes are shown on the western wharf. On the middle wharf, the northern half of the eastern range has been rebuilt after 1894. The upper level will have been accessed from a ramp built on its southern half. The middle wharf also shows the beginnings of a second range next to the dock, in the form of a small 2-storey building.



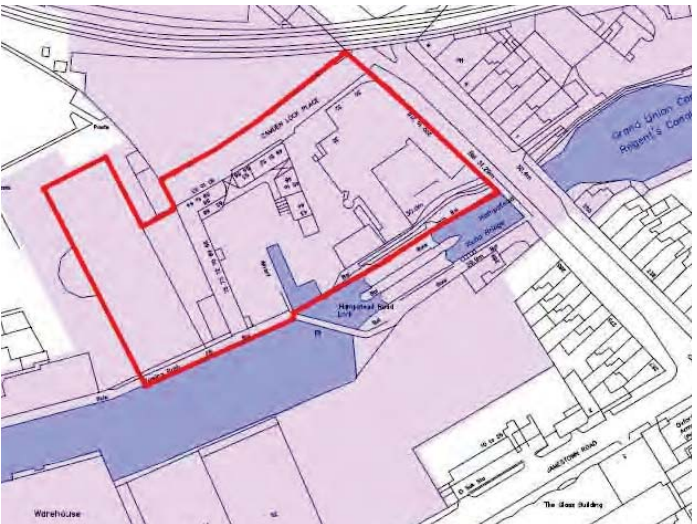
OS 1963

By 1963 a new building has been built to the eastern side of the West Yard. The basin in East Yard appears filled in; and the narrow northern end of the middle yard dock extension from the second half of the 19th century is also now filled.



OS 1975

An extension has been built onto the end of unit 43-44 (eastern range of Western Yard). Camden Lock Market began to function 2 years before and small changes can be noticed to the buildings on site. The most noticeable is a new extension built on the southern end of the middle yard building range.



OS 2000

Shows the reconfiguring of the East Yard with the now familiar Market Hall buildings fronting the High Street, built in the early 1990s.



3.1 Site History and Cultural Background

Once part of the Manor of Kentish Town, Camden Town was named after Charles Pratt, the first Earl of Camden (after Camden Place in Kent). In 1791, he began issuing leases for the construction of houses within the estate, initiating its development.

In 1816 the construction of Regent's Canal through the area, including the construction of Hampstead Lock, brought industry to Camden. By 1824 there were three operating wharves with a number of associated buildings and warehouses on the site. Commercial Place (now Camden Lock Place) is established as a tow path to circumnavigate the wharves. In 1846 the construction of Roving Bridge created a shorter route for the tow path and avoided a route through the developing railway goods yard. In 1901 The Interchange Building is constructed and is a fine example of late-Victorian warehouse construction with bold detailing and fire-proof construction. It is completed around 1905 and is one of only two largely intact 'interchange' buildings in the country.

Trade started to slow in the 1940's and the east dock was infilled leaving Northside Wharf as the sole operating dock. The early 1970's saw canal trade cease and the Northern Urban Motorway infrastructure project threatened to cut through the site. The plans were scrapped and in 1973 Dingwall's Wharf began operating as a market selling custom designed and hand made goods. The site also contained two restaurants and one of Camden's first music venues, Dingwalls Music Hall.

Up until at least the mid-20th Century, Camden was considered an unfashionable locality but the mix of workshops became an ideal place for the fostering of new ideas. During the 1970's and 80's fashion designers in the area began to define the club look and so evolved the internationally renowned 'punk' style, placing Camden Town firmly on the international tourist circuit.

The cultural success of the 1980's prompted further development in the area. In 1991 the construction of the mock-Victorian Market Hall building saw the expansion of Camden Lock Market as it had then become known. The surrounding markets also flourished to become one of the most visited tourist attractions in London.

This increase in tourist numbers subsequently lead to a shift in the retail offering from unique hand made crafts towards mass produced imported goods aimed more directly at the tourist market.



3.2 Heritage and Archaeological Designation

The site lies within the Regent's Canal Conservation Area and is designated as an Archaeological Priority Area. The Conservation Area runs in a line that stretches from Oval Road (to the west) to York Way (to the east). Unique in character, the Canal is a valuable asset of historic and visual interest. The view from Hampstead Lock (opposite page) is described by Pevsner as providing “a fine industrial landscape, framed by the LNW Railway warehouse (the Interchange Building) and Gilbey’s and culminating in a distant accumulator tower”. As such, it is important that the character of the canal is conserved and enhanced.

Attributed to the rich history of Camden Lock Market and the importance of the Regent's Canal Conservation Area, there exists a number of significant structures on or adjacent to the site forming an important and integral part of the Regent's Canal historic infrastructure.

The application site contains within it one listed structure, the Interchange Building. It was developed in the early 1900's and given Grade II listing in 1974 (further information can be found in the supporting heritage statement). Currently the ground floor of the eastern part of the building, known as the East Vaults, is vacant and public access blocked off. As a result, Dead Dog Basin is ‘hidden’ from public and private view. Both the vaults and the basin are important Heritage Assets with significant potential but are currently inaccessible and neglected. The opportunity to open these areas to the general public and reveal this heritage to all aligns closely to the 6 key principles set out in Historic England's Conservation Principles, Policies and Guidance.

A further basin on the site is located within West Yard. Formerly known as Purfleet Wharf, it is also somewhat ‘hidden’ given that it is bordered by the rears of market stalls for much of the time. The adjacent pedestrian routes around this basin are subsequently squeezed through lack of space between the stalls, the basin and the edge of the buildings to West Yard's eastern side.

Several of the remaining structures on the site, while not listed, are considered as positive contributors to the character of the Regent's Canal Conservation Area. These comprise of all those defining the south side of Camden Lock Place, the Dingwall's building to the eastern edge of Middle Yard and the 1990's Market Hall building. These are largely two to three storey buildings of yellow stock brick either of Victorian or a Victorian pastiche design. The older buildings have however been subjected to considerable alteration over the years, some of which have been less than sensitive to the character of the original buildings, and many original feature no longer exist. The 1990's Market Hall and subsequent additions cover, rather than reveal the heritage value of the older buildings.

The public realm that the buildings frame is considered to be as important as the buildings themselves in terms of providing urban quality and historic character, with the built form and open space a more interesting reflection of the site's industrial past.



- 1. The Interchange Building (Grade II Listed)
- 2. Northside Wharf
- 3. West Yard Buildings
- 4. Dingwalls Warehouse
- 5. Roving Bridge (Grade II Listed)
- 6. Hampstead Lock (Grade II Listed)
- 7. Information Centre (Grade II Listed), formally Grand Union Lock Keepers Cottage
- 8. Road Bridge (Grade II Listed)
- 9. Interchange Bridge (Grade II Listed)

3.3 Existing Land Use

The site is located within an ‘inner London’ urban context. It is also a major ‘tourist’ destination known broadly as Camden Market. Camden Town benefits from five distinct markets and the predominant land use in the area. Traditional High Street shopping parades line the long retail spine of Camden High Street and the eastern edge of Chalk Farm Road as well as both sides of Parkway, which extends in a linear form to the west, with a mix of commercial and residential uses occupying the upper floors. By comparison, the canal is predominantly lined by a series of large individual buildings, comprising a mix of commercial and residential uses, in the area between Oval Road and Kentish Town Road and of a larger looser grain than that of the High Streets.

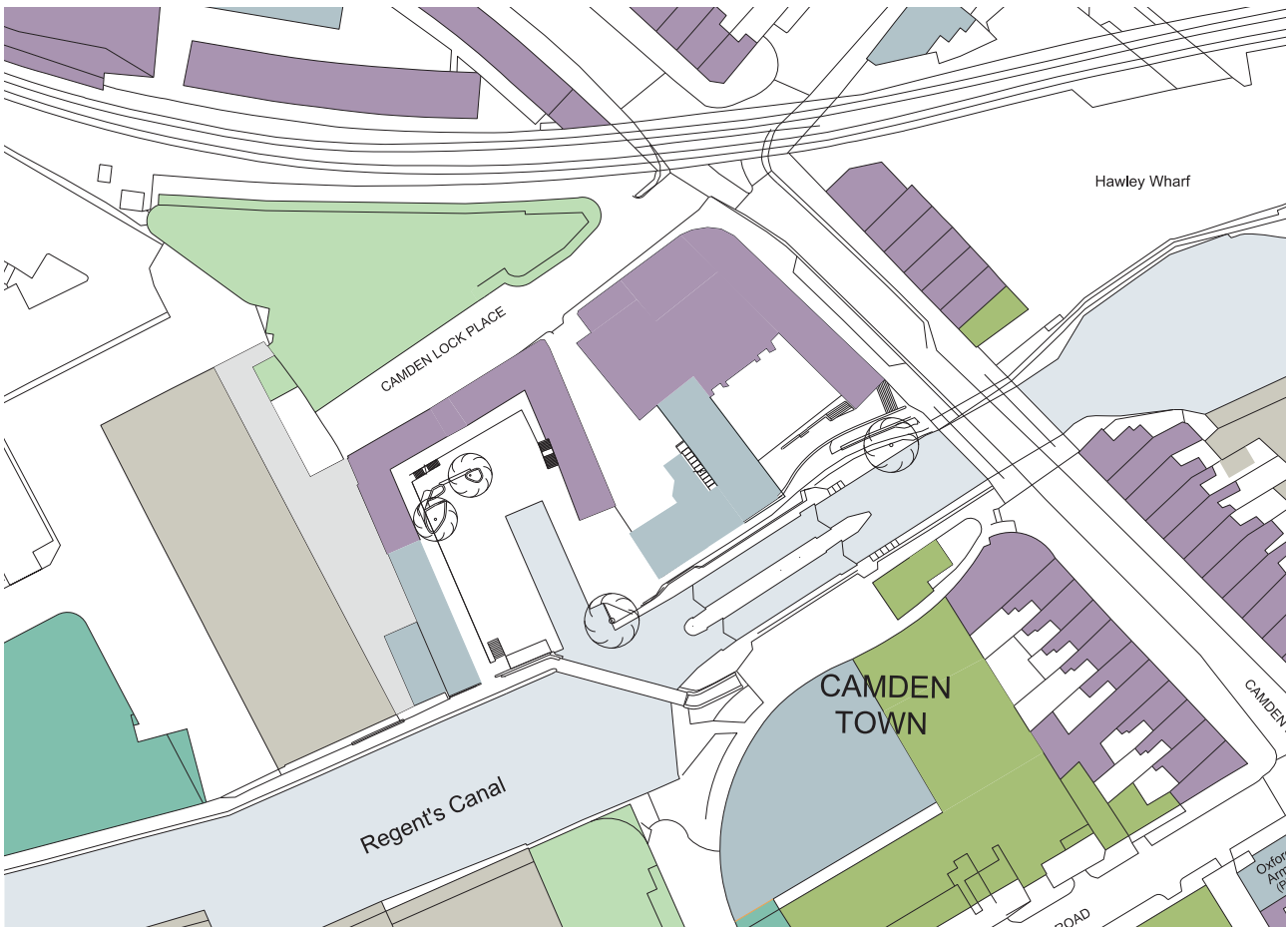
To the north west of the site is a large single storey Morrison’s supermarket surrounded by an expanse of hard surface car parking, an anomaly in terms of form and use in such a highly urban context.

To the north west, Camden Lock Village Market has now closed and redevelopment at the Hawley Road Wharf site has begun. Immediate north of Camden Lock Market are the Stables Market and Gilgamesh building. The Gilgamesh building holds restaurant and employment uses whilst the Stables Market predominantly trades hot food takeaway.

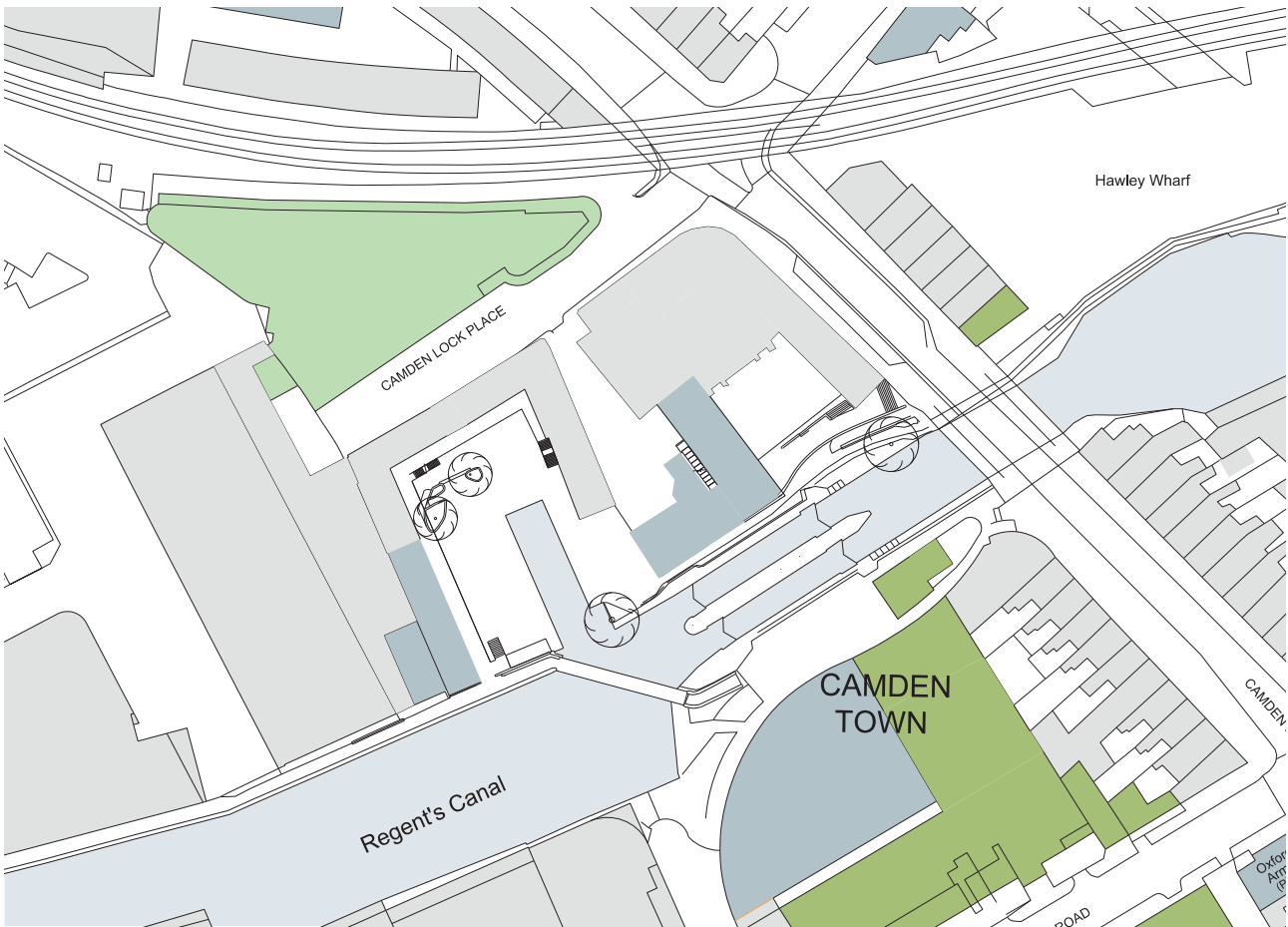
The primary use of Camden Lock Market is A1 retail, mostly comprising market stalls selling predominantly crafts and clothing, A3/A5 restaurants and cafes as well as hot food offerings from smaller stalls. In total there are approximately 270 individual stalls. These are located indoors, at ground and first floor levels, and as ‘open air’ stalls at ground level throughout the public realm.

There are also 59 ‘permanent’ retail shops, cafes and restaurants on the site including those within the primary retail parade facing onto Camden High Street. Upper floors contain a mix of ancillary and independent office uses as well as retail outlets. In addition there is the renowned live music venue Dingwalls, located on Middle Yard, at the heart of the site. It has capacity for 500 people and has been in operation since 1973.

Daytime land use



Evening land use



Use class key:

- A1
- A3
- A1/A3/A4/A5
- B1
- D1/D2
- D1/D2/A1/A5

3.4 Socio-Economic Context

An Economic and Retail Report has been prepared by RPS to accompany the application. It provides a commentary on relevant national, regional and local economic and retail planning policies against which the proposals need to be considered.

Originally a Sunday market, Camden Lock Market was launched in the early 1970's with major redevelopment undertaken in the 1990's which led to the development of the concept of mixing market stalls, workshops, bars and restaurants into a cultural/retail destination that is evident today.

The Market has grown to become a major tourist attraction for both domestic and international visitors. It is acknowledged within the Camden Town Place Plan, that the establishment of Camden Lock Market set the tone for attracting a high concentration of creative industries to Camden Town.

Over time, the Market has proved extremely popular and has in many ways become a victim of its own success. Consequently the current market struggles to attract a wide participant audience and is seen as problematic by local residents.

There are a number of expected economic and social benefits the proposals will bring:

- The proposals are consistent with the Council's policies which seek to foster economic growth with particular support given to small businesses engaged in creative and cultural industries.
- The proposals will create a range of local job opportunities including those associated with both the construction and operational phases. These jobs are envisaged to comprise a mix of full and part time jobs, including those associated with the management of the market and those created through support given to small business start ups etc. The jobs created will involve different skill levels and therefore they will be attractive to a wide spectrum of local people seeking employment.
- Improved levels of enterprise including an increased level of young entrepreneurs/ more workshop space and opportunities for growth
- The market will have an improved appeal for local residents created by the mix of uses proposed and creation of new public spaces
- The market will provide improved flexibility in terms of the types, range and size of units/stalls available. This will support business growth e.g. transition from a market stall to a shop unit etc.
- There will be a greater diversity in the mix of operators within the market, however the overriding character will be comprised of small independent traders
- Reduced congestion and better resilience in terms of crime/anti social behaviour through improvements to design of spaces and circulation/ management of visitors.

3.5 Relationship to Surrounding Development

During construction the Applicant intends to retain and relocate all tenants who are aligned with the retail manifesto and overall vision for the Market. Their ownership across the Stables Market, Hawley Wharf and Union Street allows them greater flexibility in finding tenants and traders suitable trading positions that are still in prime locations within Camden Markets.

Market Tech Holdings Ltd are currently redeveloping the Hawley Wharf Market to the east of the site. The redevelopment will provide a new nursery and primary school, expected to open September 2016, together with 170 new homes, a new market place, shops, restaurants, office space, and a new local cinema. This represents a significant intensification of uses and buildings on the site, and compatible in terms of intensity and density with this inner urban town centre context.