

CULTURAL BACKGROUND

1900



1914 or 1911. Purfleet Wharf (from Regent's Canal and Dock Co booklet of 1916, reproduced in A. Paulsen, The Regent's Canal - London's Hidden Waterway, 2005)

Purfleet Wharf (1904 or 1911)
Purfleet Wharf, today also known as Dingwall's Dock, was built in the mid 19 century along the canal. It was served by a short dock, situated just above Hampstead Road Locks.



Dingwall's Wharf, belonging to T. E. Dingwall Ltd, a firm of shippers and specialist packers, which had been on site since 1946

1960s



Dingwall's and head of locks from W. mid/late 19th century (Diana Gurney, LCM DGuide, 1977)

1970s

Creative studios and workshops
Bill Pafford and Peter Wheeler discovered the land around Dingwall's Wharf and set up a collection of creative studios and workshops. These focused on production Monday to Friday shifting to markets Saturdays and Sundays.

Dingwall's Wharf
On April 4th 1973 Dingwall's Wharf was officially opened, with craft workshops in Victorian horse stables, and a restaurant, 'Le Router', followed by Dingwall's Dance Hall in an empty packaging warehouse, one of Camden's first music venues.



View of Dingwall's before its development into a music venue

Appearance of the market
Planning permission was granted to use the East Yard of Dingwall's Wharf as a Saturday antiques market with around 12 stalls. In March 1979 'Dingwall's Market at Camden Lock' hosted its first market. A second restaurant 'The Lockside Lounge' opened.



White Heron on the Camden Market Stall in the early 80s

1980s



Punk style became popular in the 1970-80s and was seen on the streets of London, in particular in Camden

Fashion, music, murals and events
The name Camden Lock had overtaken the historic name of Dingwall's Wharf. The place with its mix of small workshops had become an ideal place to launch new ideas. The Body Shop opened its second franchise.
Fashion designers started their trade on the expanding market. These were defining the club fashion look of the mid-1980s, with a mix of left over punk styles and remnants of the New Romantic era and the Blitz Kids. Camden Lock had a major influence on the international fashion scene.



Ironie Camden Lock sign on the south face of the Chalk Farm Road Bridge

1990s



Development, comedy and tourists
The cultural success of the 80s prompted the rise of land values and new development including Suffolk Wharf, the Holiday Inn, Stables Market. In 1991 a new Market Hall was developed at Camden Lock Market.
By the mid-1990s, Camden Town had become a major international visitor destination, and its retail offer slowly adapted to fit, the focus shifting away from unique, handmade and designed products to mass produced imported goods; the areas cultural energy was on decline.



Camden Lock Live 2014



Food stall trader 2014

2000



Tourists walking towards Camden Lock Market

TODAY

Drugs, parodies and more tourists
Camden Lock continued to have a cultural pull. Anthony Minghella (Breaking and Entering, 2000) and Mike Leigh (Happy Go Lucky, 2000) both shot scenes for upcoming films on site, and the comedy series Ropers (2000) affectionately named its spaceship HMB Camden Lock.



The Night Market 2014



The Hatch Jostery 2014

WELCOME



Welcome and thank you for coming to this public exhibition of our proposals to secure the future of Camden Lock Market.

Piercy and Company architects have been appointed by Market Tech Holdings to work on the proposals to sensitively refurbish and improve the famous Camden Lock Market. A scheme has been formulated to improve the existing historic buildings, to provide vibrant new market spaces and to improve the access and routes through the market.

Stuart Piercy is a local architect who lives and works nearby the market. In 2014, he won a Camden Design Award for its designs for Wakefield Street Townhouses located in the Bloomsbury Conservation Area.

We've organised this exhibition to give you an opportunity to:

- Learn more about the cultural and built heritage of the site
- Find out about our emerging plans to transform open spaces, buildings and the public realm
- Ask the project team any questions
- Tell us what you think about the plans

THE MARKET HOUSE



scheme looking from the Roving Bridge towards the new Middle Yard Building



MATERIALS AND CHARACTER

ection of possible materials and detailing that could be used to refurbish and rejuvenate the market.



ed and lated
ed openings
ticated
balconies and
al metal work.

Vertical transition
Vertical transition
according to use and
order. Rhythm of base
to top transition.

Texture & patina
Texture & patina of
the existing buildings
and the relationship
with the new
materials.

Design inside out
Designed from inside
out - expressive of
use.

Framing views
Opening up and
framing existing
views.

An open vessel
A market building as
an open vessel with
the linear market
providing animation
and articulation.

3.6 Local Stakeholders



The Applicant has undertaken a comprehensive programme of local consultation with the surrounding communities ahead of submitting this application. The objectives of this consultation were to fully explain the context for the proposals, present the designs for the Application Site and to engage with a wide cross-section of local stakeholders, and properly consider and respond to comments and questions raised.

The consultation included a series of meetings with community groups, one to one sessions with market traders and employees and a two day public exhibition, taking place in June 2015, which was open to all.

The aim of the exhibition was to present the revised designs and vision for the market following the change of ownership of the market and appointment of new architects Piercy&Company to replace JMP, who had worked up and consulted on proposals for the previous owners. Building on the consultation feedback received in 2014 for the previous plans and incorporating the market retail manifesto, the exhibition showcased the advanced plans and model of the scheme to invite further comments on the proposals for the site.

Tailored materials were produced for the presentations and exhibition including screen presentations, large-scale display boards and A4 comments cards for attendees to log their feedback. A broad variety of channels were used to promote the exhibition in order to maximise engagement with local communities.

In total the exhibition was open to the public for a total of nine hours (four hours on the weekday and five on the Saturday) and was visited by a total of 569 people over the two sessions. There was also a separate session, one hour long, for traders to attend.

In addition, a number of meetings (excluding the public exhibition) were held with key local stakeholders including councillors, community groups and market traders, to view the proposals and ask any questions they had regarding the emerging designs.

There were some concerns about specific aspects of the proposals from traders in regards to their future, particularly during construction works. These concerns are further addressed in the Market Management Plan accompanying the Application.

Overall, the consultation saw public support for the scheme and numerous positive comments on the design and vision of the market.

For further information, please refer to the Statement of Community Involvement prepared by LCA on behalf of the Applicant.

3.7 Market Context

Camden Lock has made a significant contribution to contemporary London culture over its 40 plus years. Its contributions to culture have spanned the worlds of film, television, music & events, art, craft, fashion, and the founding of retail empires.

As a space of both production and consumption it has influenced London's material culture – the artefacts and products made and brought together on site and then distributed throughout the world. Today it stands as one of the most diverse and inclusive parts of London. As a social space, it has pulled together people from different backgrounds, contributing to London's non-material culture through the emergence and support of independent cultural phenomena.

At times Camden Lock Market has played a major supporting role in these cultural phenomena -Dingwall's Music Hall and the emergence of punk, 1977 – and at other times it has been the cultural phenomenon – the London club fashion scene of the mid-1980s.

This cultural energy led a renaissance that saw unprecedented economic growth in Camden Town and the area was established as a major creative force. By the mid-1990s, Camden Town had become a major international visitor destination and its retail offer slowly adapted to fit the focus, shifting away from unique, handmade and designed products to mass produced imported goods as the area's cultural energy was on the decline.

By the mid-2000s Camden Town had become, in the eyes of many, a caricature of past glory, increasingly criticised by locals, avoided by swathes of Londoners, and openly ridiculed in the press and media. By 2010, publication of the Camden Town Place Plan, Camden Council's core place-shaping strategy document, had put the drive for culture and creativity at the heart of stimulating a second Camden Town renaissance.

The proposals are cognoscente of what has been achieved and lessons learnt in broader cultural terms since the inception of the market. Ultimately the proposals set out in this document see to revitalise Camden Lock Market by responding to changing cultural demands and put Camden Lock Market – and by proxy Camden Town – once more back on the cultural map.





THE EARLY YEARS: 1970-80: WORKSHOPS, MUSIC & FOOD

Camden Lock was founded by school friends Bill Fulford and Peter Wheeler in 1972 as a collection of creative studios and workshops. With no existing footfall, workshops were a way of bringing activity to the site that did not require a constant stream of customers. These were workshops with the focus on production Monday-Friday shifting to consumption Saturdays and Sundays. As word spread, the number of workshops quickly grew to more than 50, and now included a café and an art gallery

THE MIDDLE YEARS: 1980-1990: FASHION, MUSIC, MURALS & EVENTS

With its mix of small shops, workshops, creative studios and burgeoning weekend market, Camden Lock had become an ideal place to experiment and launch new ideas. In such an environment, fashion and retail would start to play a greater role, but events continued to be an important part of the mix, particularly during the week, with ever more varied stunts and attractions, including a five-week Festival of Entertainment, a Festival of Clocks, and a performance by Gerry Cottle's Circus held on the derelict site of the old bottle store. There were also coffee concerts and buskers as music continued to play an important cultural role at Camden Lock, but the 1980s was all about fashion designers plying their trade on the rapidly expanding market.

1990-2000: DEVELOPMENT, COMEDY AND TOURISTS

The 1990s was a time of rapid change built on the back of the cultural successes of the 1980s. Land values had increased substantially prompting development further development. Fuelled by the increasing profile of Camden Town, the number and nature of visitors to the market had started to change. The area was now best known for fashion over crafts. Price points and products started to shift towards a more transient footfall, changes emphasised when some of the original 1970s craft and jewellery traders came back to trade as part of Camden Lock's twentieth anniversary.

THE LATER YEARS - 2000-2011: DRUGS, PARODIES & MORE TOURISTS

As Camden Lock entered the second Millennium it was in good financial shape. The site was close to full capacity, the market was moving to trading seven days a week. However, as the value of these leases grew, more and more of the original quality occupiers were tempted to sell. With hefty price tags, those capable of purchasing the leases were more likely to be catering to higher volume lower margin products. Management was unable to refuse an assignment except on legal grounds, and as a result, quality control was lost.

3.8 Design Brief & Objectives

Having previously acquired the surrounding markets in Camden Town, Market Tech Holdings Limited purchased Camden Lock Market in 2014 with a view to enhancing the unique character of this particular market as cultural hub of Camden Town by returning it to it's Arts & Crafts based beginnings. In doling so it is intended that this will help maintain the differentiation between the individual markets.

There are however many benefits to the markets being under one ownership. New opportunities for improved connections, better legibility and access between the different markets are available where once invisible ownership boundaries divided the public realm.

The Applicant would like to establish Camden Lock Market as a major London landmark destination that attracts a wider community. In doing so, the proposals seek to create an attractive place for locals, Londoners and tourists alike. It is hoped the return to quality and craftsmanship will ensure this market is the focal point of a vibrant Town Centre for independent retail, Arts & Crafts, food and beverage, and dynamic entertainment.

It is intended that the market will become a home to local businesses and a space to shop, relax and enjoy for local people, Londoners and visitors. Also important to the cultural character of Camden Lock Market is the retention of its venues. Spaces are required to embrace all ages and work throughout the day from morning to night which offer a mix of activities that are embraced by its local community. The proposed spaces would be welcoming and laid-back, beautifully designed and enticing throughout the week. By night these spaces should inspire creativity, attract audiences to enjoy local live music and be brought to life with photography and art.

The design brief for an improved and revitalised Camden Lock Market was carefully considered in early 2015 and the following design objectives agreed:

ACCESSIBILITY

The proposal should improve the level of accessibility throughout the site by improving access routes wherever possible.

OPPORTUNITY

The refurbishment of the market should provide an opportunity to start, grow and sustain small businesses.

FUNCTIONALITY

The refurbishment of the market must in the first instance create a functional yet emotively engaging market experience.

HERITAGE

The proposal should respect the built and cultural heritage of the site.

ARCHITECTURE

The proposal should provide a framework for an iconic experience and environment through fine quality architecture and design.

NIGHT-TIME ECONOMY

The proposal should support social events in a public and flexible space.

DIVERSITY

The proposal should create a multiple and diverse spaces allowing for a variety of public uses.

CREATIVITY

The proposal should support the 'making and crafting' of products as opposed to just selling.



3.9 Rejuvenation Manifesto

The physical proposals are designed to create a vessel for the market that facilitates trade that follows the founding principles of an Arts & Craft market. The concept of 'Made in Camden' is important to engendering a sense of quality and craftsmanship above quantity. The new market manifesto celebrates making and selling on site above all others. The proposals aim to encourage and continue the offering provided by existing shops, business and eateries that support this key ethos. The Applicant has developed the following 10 point retail manifesto to guide it's future market activities:

1. Make Camden Lock Market more relevant to the local residents and the working community
2. Re-engage with a wider London audience
3. Enhance the eclectic and attractive mix of small, niche, independent retailers
4. Be a centre of local production and consumption – 'making, doing, selling'
5. Provide a range of occupancy offers – from pop-ups to market stalls to shop units
6. Increase quality in everything we do, whilst maintaining the diversity of the offer
7. Enrich and grow the food and drink, and leisure offer, thereby also enhancing the evening offer
8. Inspire the formation of a hub for creative enterprise and cultural industries
9. Expand on our engagement with local charities and organisations
10. Encourage people to come and enjoy Camden Lock Market for its cultural diversity and retail integrity

The following core principles for the market offer are as follows:

MAKING AND SELLING

- A focus on independent, creative and unique market retailers
- Workshop spaces that enable people to make and sell in the same space, allowing businesses to grow
- A retail offer more relevant to the local audience and still true to our roots of creativity and originality

CREATING AND WORKING

- Business accommodation and self-employment opportunities for local residents
- More active workshops and studios, which are more integrated into Camden Lock Market and a greater variety of space to rent

FOOD AND DRINK

- A diverse and colourful mix of food and drink, which reflects Camden's multi-cultural society
- Improved facilities for our street-food traders
- A family friendly food and drink offer that appeals to residents as well as other visitors
- A welcoming and well-managed night-time economy



Expressive & Permeable



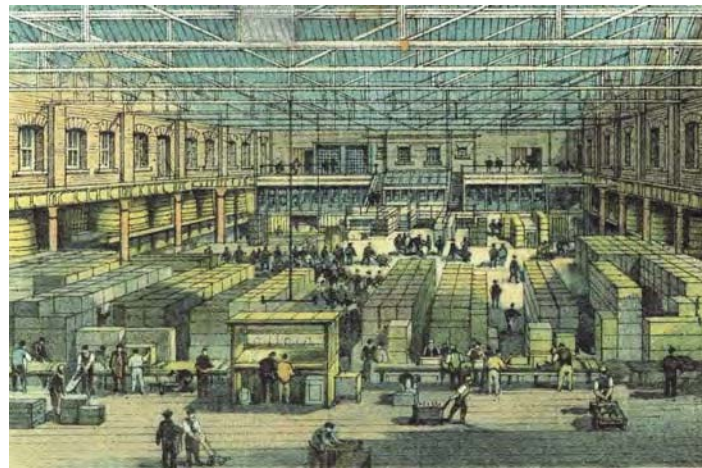
Circulation & Theatre



Fine Grain & Scale



Sculptural Circulation



Layering & Hierarchy - Solid to Light



Base, Middle & Top



Rustic Masonry & Brick



Bridges



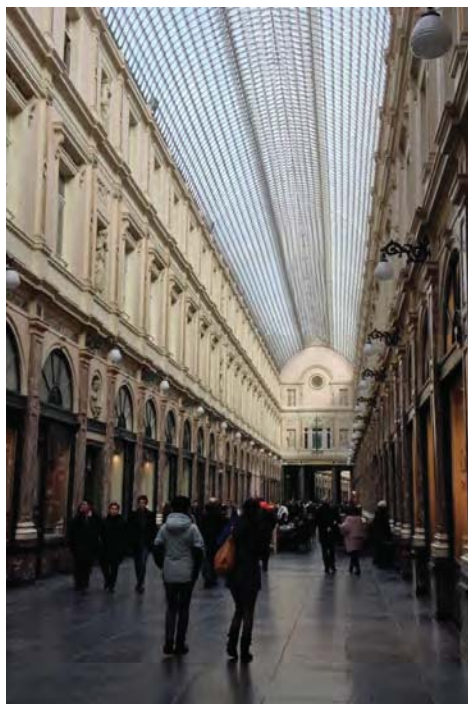
Double Skin



A Retail Flexible Space



Vertical & Horizontal Layering



Cover & Light



Pop-Up Performance



Human Scale

3.10 Design Approach

At an invited competition in 2014, Piercy&Company were successful because we presented a series of ideas and analysis of what a market could and should be about in a series of postcards that represent ideas rather than resolution.

We analysed the historic and cultural importance of the market, recorded its character and studied how people move around the market.

Some of the postcards presented are shown on this page. The images represent the following ideas:

- Expressive & Permeable
- Circulation & Theatre
- Fine Grain & Scale
- Simple Elegant Grid
- Punched & Decorated Windows
- Double Skin
- Open Weave
- Vertical & Horizontal Layering
- Layering & Hierarchy - Solid to Light
- Base, Middle & Top
- Rustic Masonry & Brick
- Bridges
- Human Scale
- Cover & Light
- A Flexible Retail Space
- Sculptural Circulation

Since the competition we have developed an attitude towards the design of the market that is driven more by an approach to good placemaking than that of architectural building design. The strong placemaking strategy is driven by the characterisation of the public realm which then informs the design of buildings. The placemaking strategy and masterplan principles are presented in Section 4.0 and the new build architecture is presented in Section 5.0.