

# CAMDEN GOODS YARD

MORRISONS, GILBEY'S YARD, JUNIPER  
CRESCENT AND NETWORK RAIL LAND

# Planning Framework

July 2017

# CONTENTS

	<b>Forward</b>	<b>3</b>
<b>1.</b>	<b>Introduction to the framework</b> Purpose of the planning framework Status of the planning framework Local engagement and consultation	<b>4</b>
<b>2.</b>	<b>Area context</b> Location Land ownerships and drivers for the planning framework History, character and culture Planning designations Existing building heights Social context Community facilities Existing transport and movement network Site analysis - physical constraints	<b>6</b>
<b>3.</b>	<b>The vision and strategy</b> The vision The strategy	<b>25</b>
<b>4.</b>	<b>Place based guidance</b> Chalk Farm Road Morrisons Market Edge and the Interchange Gilbey's Yard and Regent's Canal Juniper Crescent Railway edge Network Rail site and Primrose Hill Station	<b>45</b>
<b>5.</b>	<b>Future-proofing</b>	<b>60</b>

## FOREWORD

Camden Goods Yard is a once in a generation opportunity to create a new mixed-use neighbourhood at the heart of the borough.

The site is a large, historically significant area, partially within the town centre of Camden Town. It has the scope to provide a substantial number of much needed new homes, affordable homes and a range of commercial space in a setting of significantly improved public realm with new open spaces and community facilities.

With so much character and history to draw on, the area has great potential to create a thriving and inclusive new place. It is also a chance to connect this area back in with its surrounding neighbourhoods and provide a place that delivers benefits for existing and future communities and a great place to live, work and visit.

**Councillor Theo Blackwell**  
**Cabinet Member**

# 1 Introduction to the framework

## INTRODUCTION TO THE FRAMEWORK

### Purpose of the planning framework

Significant redevelopment is likely to take place in the Camden Goods Yard area in the coming years. When this occurs, the London Borough of Camden wants to ensure a strategic and coordinated approach is taken to deliver the best outcomes for our communities.

This framework sets out the vision and key objectives for this part of the borough. Prepared with input from the public and local stakeholders, it will help guide any future development of the area and its surroundings.

A crucial element of the framework is to consider the opportunities and challenges in a coordinated and holistic way. It aims to shape development, to enhance the area for existing communities and to guide the provision of new homes, affordable homes, jobs, open space and facilities to create an integrated and attractive place to live, work and visit.

### Status of the planning framework

The London Borough of Camden's Local Plan sets out the Council's planning policies covering the period from 2017-2031. Proposals for development will be considered against the policies in the Local Plan.

This planning framework for Camden Goods Yard is an adopted Supplementary Planning Document (SPD). The aims of the planning framework are consistent with the Local Plan, providing additional advice and area specific guidance to support its application in the framework area.

The framework is a 'material consideration' when assessing planning applications and in decision making.

### Local engagement and consultation

Public consultation and engagement has fed into the development of the framework. This included a full six week public consultation held in spring 2017. Full details of the consultation can be found in the supporting consultation report on our website at:

[www.camden.gov.uk/camdengoodsyardpf](http://www.camden.gov.uk/camdengoodsyardpf)

# 2 Area context

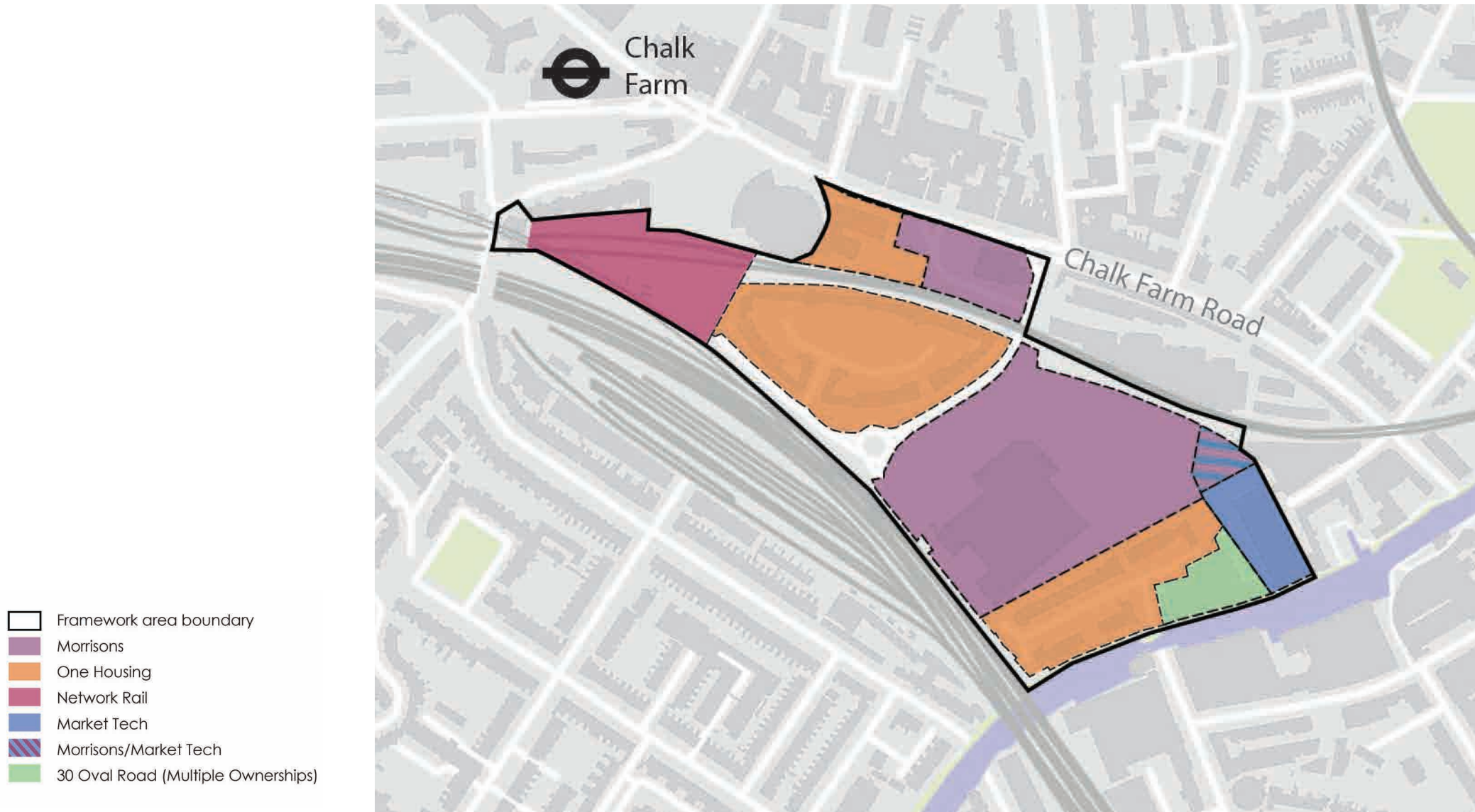
## LOCATION

The framework area covers almost nine hectares and is at the heart of the borough between Camden Town, Chalk Farm and Primrose Hill

The area is located next to the Regents Canal, is a short distance from both Chalk Farm and Camden Town tube stations and Primrose Hill open space. The area is not far from King's Cross to the east, and Euston and central London to the south.



## LAND OWNERSHIPS AND DRIVERS FOR THE PLANNING FRAMEWORK



Land Ownership



## Morrisons

The Morrisons landownership currently comprises the petrol filling station on Chalk Farm Road and the large supermarket store and associated car park.

Morrisons have teamed up with Barratt London and are developing proposals for the redevelopment of the land in their ownership. Emerging proposals show the replacement of the supermarket and petrol filling station within a mixed use development of homes and employment space.

## One Housing

The housing estates at Gilbey's Yard and Juniper Crescent include 202 homes that are primarily owned and managed by One Housing.

One Housing are beginning to explore options for the estates including opportunities to provide better homes and services for existing residents, new homes for future residents and new community facilities.

One Housing have their office headquarters at 100 Chalk Farm Road, between the Roundhouse and the Morrisons petrol filling station. Planning

permission was granted in 2015 for the redevelopment of this building to provide housing above commercial uses.

## Network Rail site & Primrose Hill Station

Network Rail owns the triangular area of land between the West Coast Mainline Railway and the North London Line, the railways and the stabling sidings to the south west. The unbuilt site is used for railway storage and maintenance and includes the former Primrose Hill Station and former platforms. Passenger services ceased to operate on this section of the line in 1992 and it currently serves as a freight line.

The Network Rail site and the Juniper Crescent access road is safeguarded for a High Speed 2 (HS2) construction compound until 2033, but the site is a potential development opportunity.

## Camden Markets & the Interchange

Market Tech own and manage Camden Lock, Stables Markets and other various holdings in the area which form part of the major visitor attraction of Camden Town. Market Tech also own the listed Interchange building fronting the canal. Planning permission was granted in 2016 for significant

alterations to Camden Lock Market including a new restaurant and exhibition space in the basin beneath the Interchange. Market Tech are also redeveloping the nearby Hawley Wharf site to create a mixed use area including employment, housing, markets and a cinema along with a new school.

## HISTORY, CHARACTER AND CULTURE

The area in and around Camden Goods Yard has a rich and varied history, character and culture. This includes its historic context of conservation areas, listed buildings and industrial heritage alongside residential neighbourhoods, Camden town centre with its vibrant visitor attractions of Camden Markets and bustling high streets, synonymous with creative and alternative culture. The following sections provide an overview of some of the important elements that make up this areas special character and culture.

### Conservation areas and heritage assets

#### ETON CONSERVATION AREA

- Residential area centred around St Saviours Church
- Predominantly two or three storeys in height
- Mostly mid nineteenth century semi-detached or terrace houses
- Topography affords some longer views towards central London



#### HARMOOD STREET CONSERVATION AREA

- Quiet residential character along Harwood Street
- Mid Victorian two or three storey stock brick houses



#### CAMDEN TOWN CONSERVATION AREA

- Dynamic commercial and retail area of diverse architectural styles
- Quieter tree lined residential streets to the west
- Predominantly 19th century character



#### REGENT'S CANAL CONSERVATION AREA

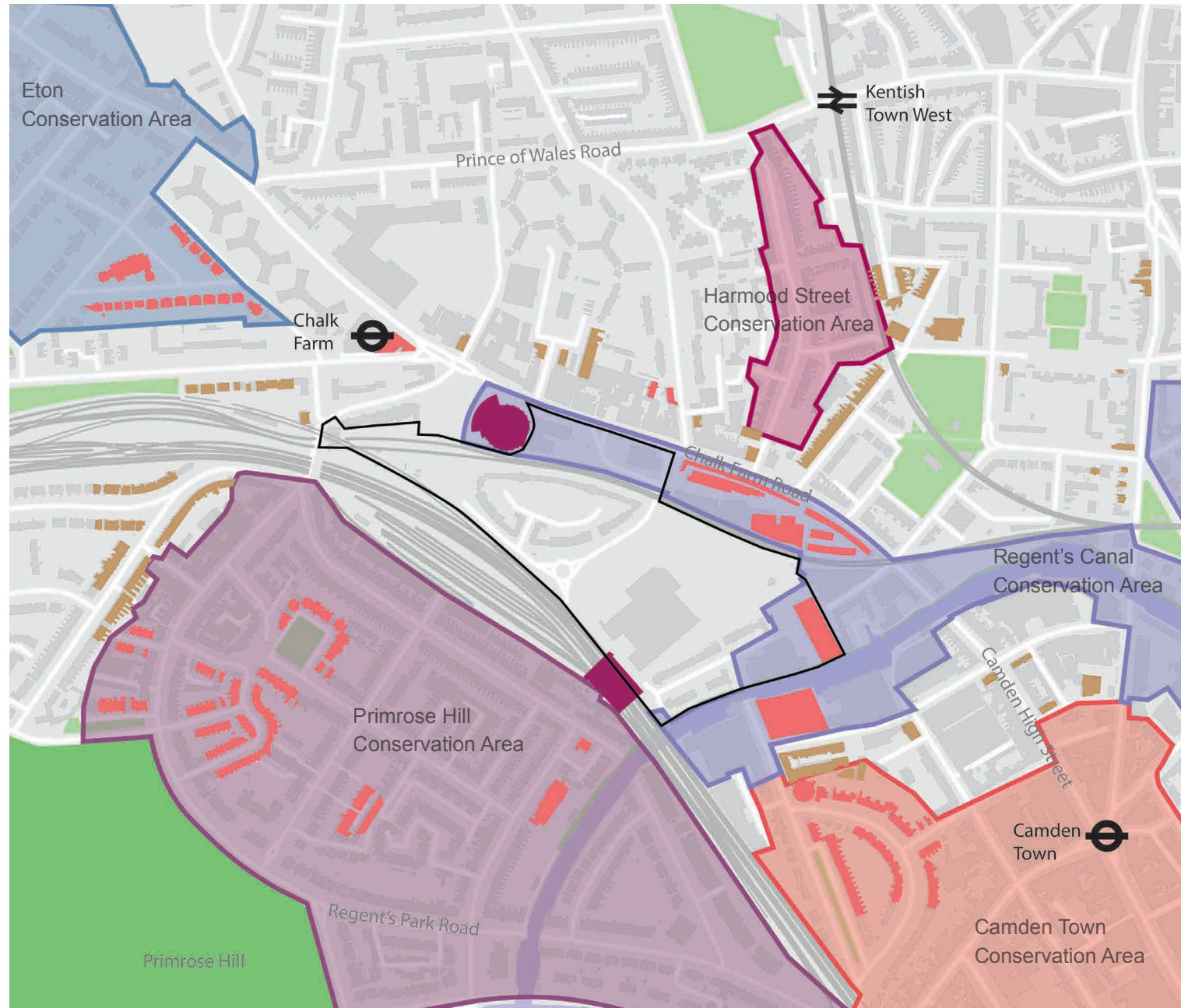
- Provides unique piece of townscape
- Reminder of Britain's industrial heritage
- A number of important listed buildings and features above and below ground.
- Site of important canal/railway goods interchange



#### PRIMROSE HILL CONSERVATION AREA

- Predominantly residential area interspersed with shops and pubs
- Developed in the nineteenth century
- Generally three or four storeys in heights
- Mixture of stucco and brickwork
- Long straight streets allows longer views of the surrounding area





-  Framework area boundary
-  Grade 2\* listed building
-  Grade 2 listed building
-  Locally listed building
  
-  Primrose Hill Conservation Area
-  Camden Town Conservation Area
-  Regent's Canal Conservation Area
-  Harmood Street Conservation Area
-  Eton Road Conservation Area

Conservation areas and heritage assets

## Industrial Heritage

The framework area has a rich historic past, being the location of the former Camden Goods Depot. It comprises a complex of railway and canal structures that are considered to be one of the best preserved examples of 19th Century transport infrastructure in England. Of national and perhaps international significance, the area provides insight into the evolution and pioneering years of mass freight and passenger rail.

Industrial transport infrastructure arrived in Camden Town with the development of the Regent's Canal (completed in 1820) and the London and Birmingham Railway (1830s). Camden Goods Depot was constructed as the original London terminus for railway goods traffic.

The extension of the railway to Euston Square required the negotiation of a steep incline, requiring a winch to haul trains as far as Chalk Farm. This was in operation from 1837 to 1844 and the subterranean Stationary Winding Vaults (Grade II\* Listed) are all that remains of this feature today.

In the 1840's, the Roundhouse (Grade II\* Listed) was built as a locomotives engine house. To the north, the Goods Depot was securely enclosed by the wall sometimes referred to as the 'Great Wall

of Camden', and which still survives in part on Chalk Farm Road today.

Storage, haulage and ancillary industry grew in and around the Goods Yard during the 19th Century. In the 1850's the dock basin to the west of Camden Lock was formed, serving as a storage facility for the transfer of goods from primarily rail to road and canal to rail. At the turn of the 20th Century, the current Interchange Building (Grade II Listed) was constructed to enhance this transfer capacity, replacing a 1860s warehouse.

Gin and wine merchants, Gilbey's, are strongly associated with the depot. The Gilbey's distillery and bottling plant occupied buildings between Oval Road and Jamestown Road and at times used the dock basin vaults and the Roundhouse as a bonded store or warehouse.

Horses and road traffic were critical to the workings of the Goods Yard. Adjacent to and beneath the Goods Yard, the stables complex (Grade II/II\* Listed) comprises a series of spaces and tunnels constructed for haulage and other processes involving working horses, built from the 1850s onwards. Behind the canal retaining wall on the southern edge of the Yard are extensions of the vaults surrounding the dock and a horse tunnel that ran from the Stables complex to facilities,

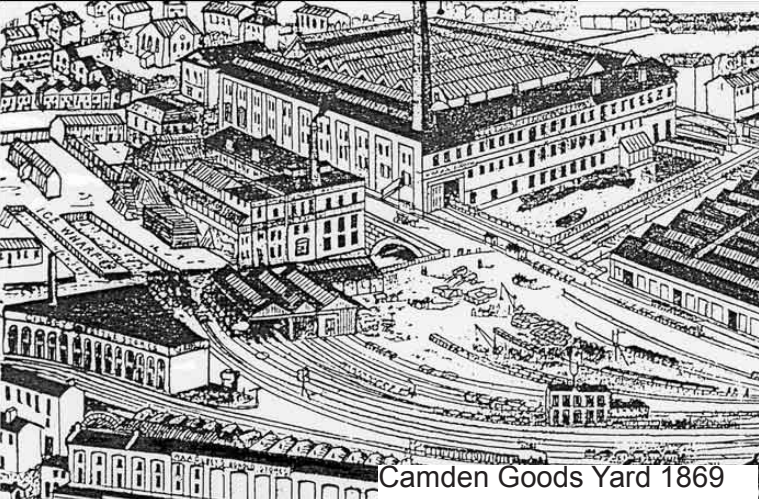
now demolished, off Princess Road. The tunnel surfaces in the basement of the building at 30 Oval Road and opens onto the canal towpath beside an access to the Winding Vaults. On the surface, the historic granite setts survive and extend from the Interchange Building to the railway mainline, with associated rails and weighing mechanisms set amongst them.

These layers of development have been adapted and added to with the reuse of the Roundhouse as an iconic cultural and music venue, the reuse of the stables complex by the markets and use of the Interchange building as offices.

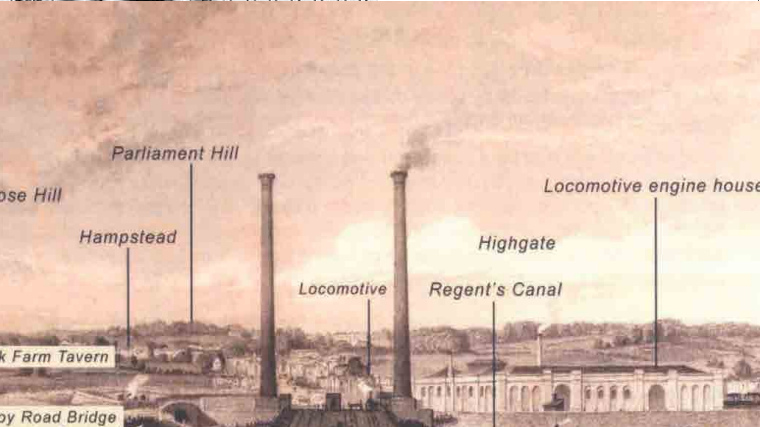
Much of the late 20th Century development in the area provides a limited response to this historic industrial landscape. The quality of conservation and interpretation merited has not so far been realised.



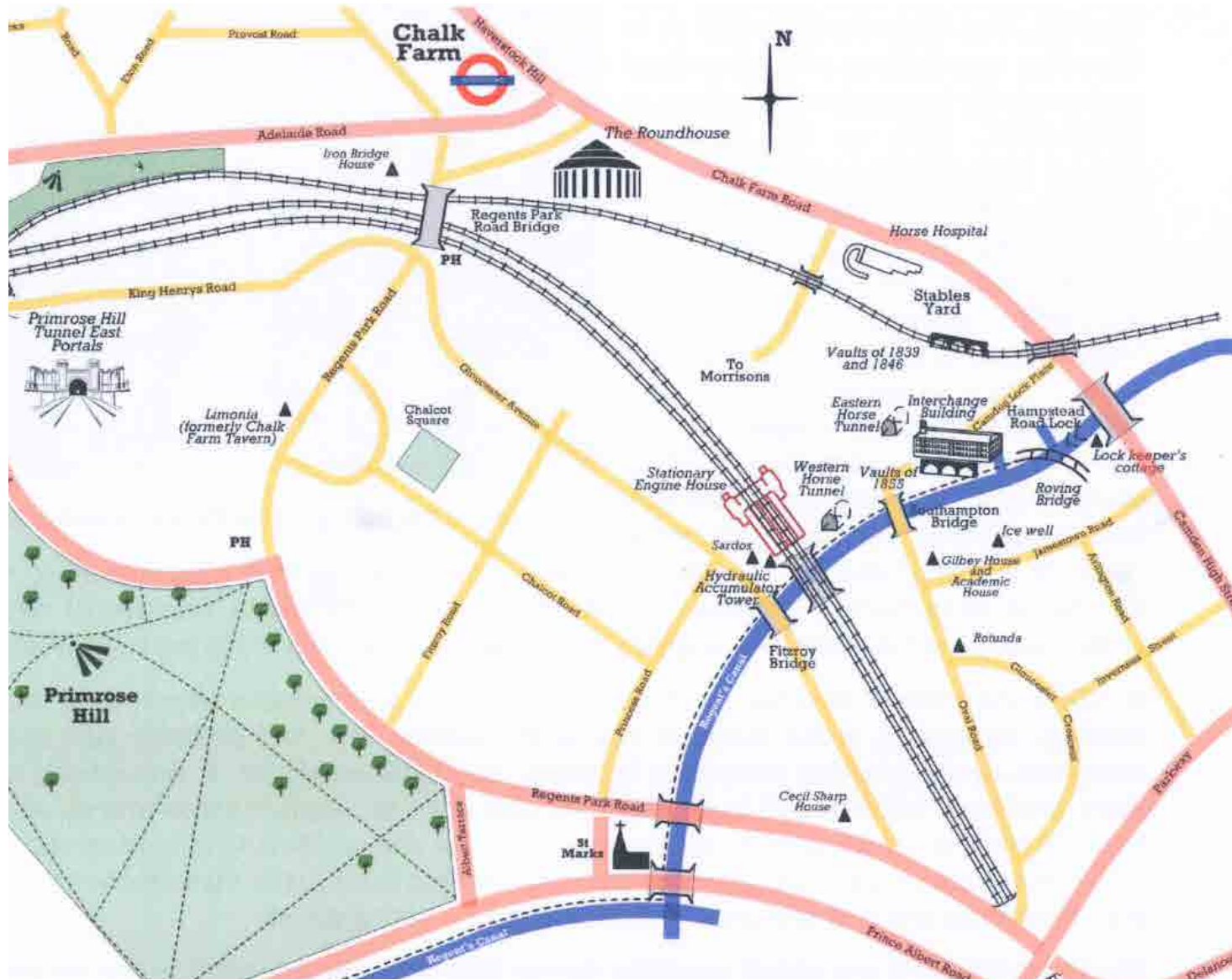
Horse Tunnel



Camden Goods Yard 1869



Camden Incline and Stationary engine chimneys, c1838



Images: Historic England

## Character areas

### CHALK FARM ROAD

- Roundhouse - landmark building and cultural centre
- More local, less tourist focus than Camden High Street
- Active frontage on one side only
- Lacks distinctive character
- Mixed architecture



### JUNIPER CRESCENT

- Residential estate of 120 units
- Established community
- Communal play space and private gardens
- Inward facing layout that feels separated from surroundings
- High security gates installed to address anti-social behaviour (ASB)



### MORRISONS

- Lacks character
- Relates poorly to the local environment and to neighbouring uses.
- Isolated and separate from town centre
- Low intensity use with large areas of carpark



### GILBEY'S YARD AND REGENT'S CANAL

- Residential estate of 82 units
- Established community
- Canal front location
- Private gardens
- Ambiguous & cluttered cul-de-sac
- Poor quality play space
- Close to the town centre
- Location experiences ASB



### MARKET EDGE AND THE INTERCHANGE

- Grade II listed Interchange building
- Local landmark
- Adaptive reuse as office space
- No public access
- Poor setting for listed building
- Poor relationship with the markets



### CAMDEN MARKETS

- Renowned international tourist destination
- Alternative creative culture and thriving night time economy
- Small creative businesses, retail, food and entertainment
- Large number of people
- Sense of discovery



### CAMDEN HIGH STREET

- Distinctive vibrant place of energy and eccentricity.
- Crowded and young environment
- Late 20th century alternative culture
- Celebrated music venues
- Lack of local amenities

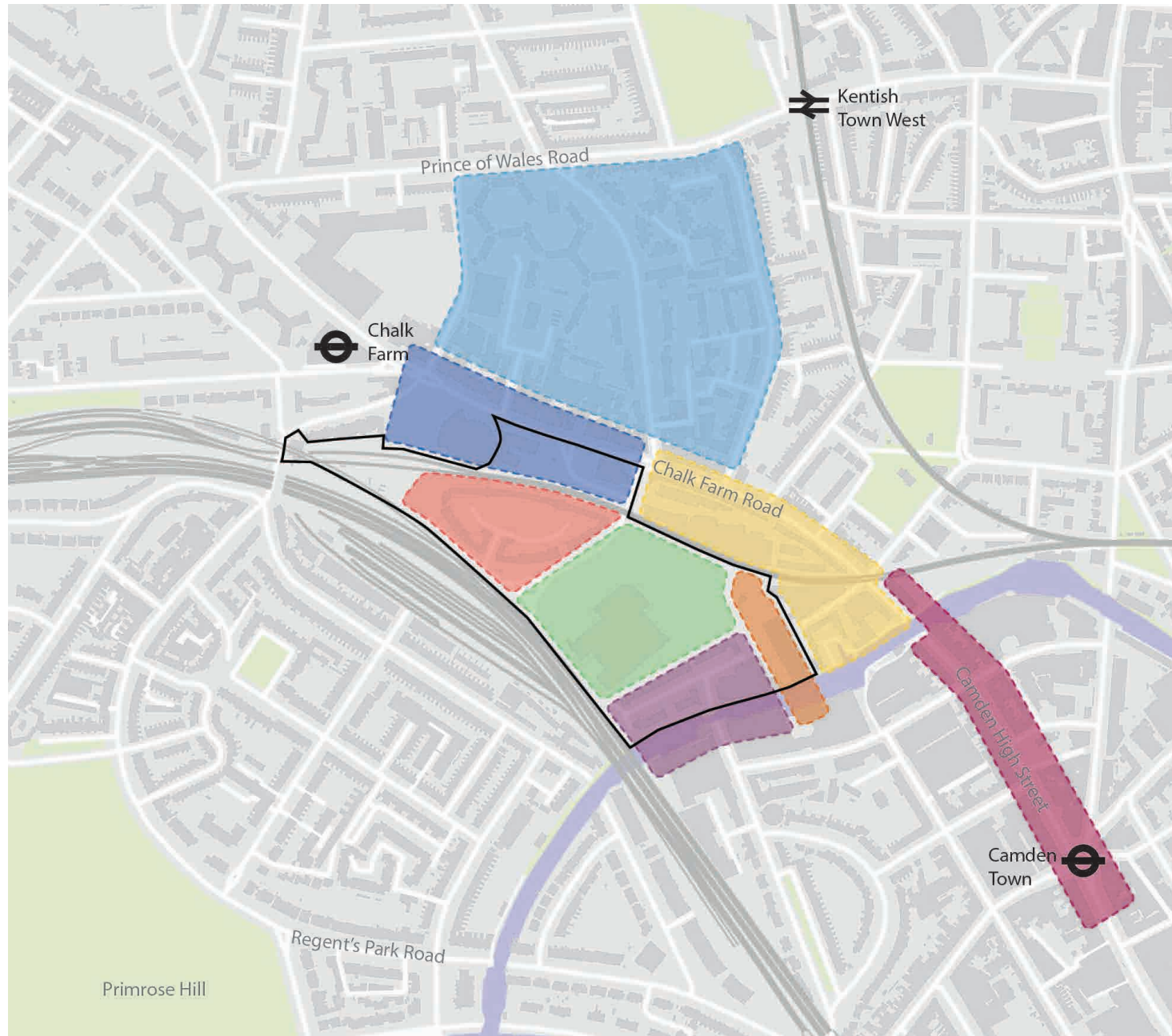


### HOUSING ESTATES TO THE NORTH

- Mixture of postwar residential estates and traditional streets
- Variation in building height.



-  Framework area boundary
-  Chalk Farm Road
-  Juniper Crescent
-  Morrisons
-  Gilbey's Yard and Regent's Canal
-  Market Edge and the Interchange
-  Camden Markets
-  Camden High Street
-  Housing Estates to the North



Character Areas

## Today's Culture

In the late 20th Century, the area re-emerged as a cultural centre and became synonymous with live music, creative and alternative culture. The 1960's and 70's saw the re-opening of the Roundhouse as an arts centre, dancehall Dingwalls hosted some of the most infamous live music acts of the era and the Camden Markets began as a small Sunday antiques, jewellery and arts and crafts fair.

This richly creative cultural environment remains an important part of the area's character today. The colourful markets attract thousands of visitors from across the globe and the town centre is a destination for live music and entertainment. The area hosts an important cluster of cultural and creative industries and has one of the highest numbers of start-up businesses in London.

The character of Camden Town is evolving. With major development underway and planned for the area including Camden Lock Village and Camden Town underground station. The area is looking to the future as a diversified, cultural and inventive destination, attracting an array of businesses and visitors alongside residential communities.



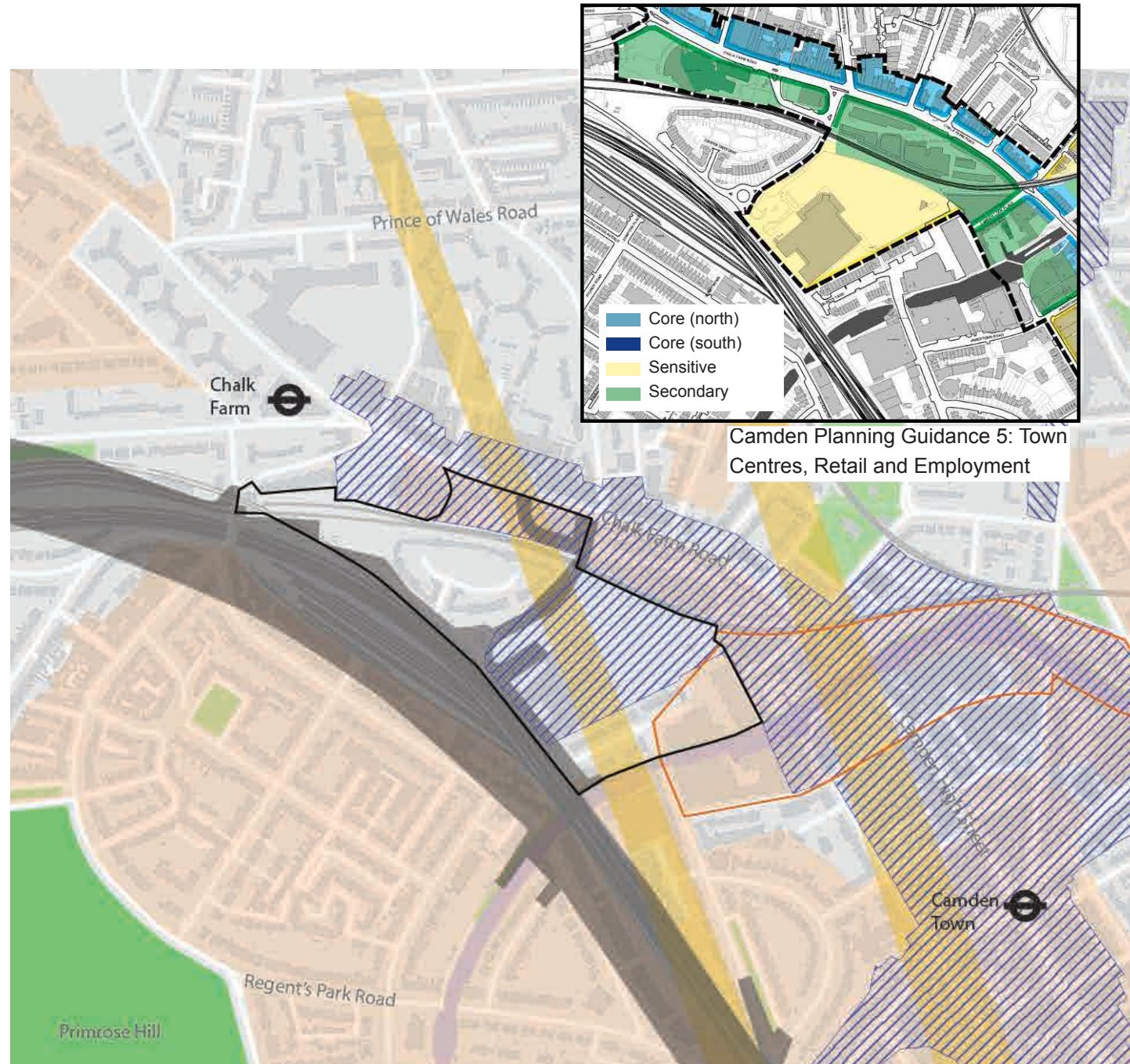


## PLANNING DESIGNATIONS

There are a number of planning/ environmental designations in the area that are relevant. These include:

- Part of the area is located within designated Camden Town Centre. The London Plan identifies Camden Town as a 'Major Town Centre'.
- Camden Planning Guidance 5: Town Centres, Retail and Employment identifies part of the area being within a 'secondary frontage' and part within a 'sensitive frontage'.
- A London View Management Framework corridor from Parliament Hill summit runs through the framework area.
- Part of the area is safeguarded for HS2, this includes the Network Rail site and access Roads.
- Part of the area is also identified by Camden's Strategic Flood Risk Assessment 2014 as being at risk of flooding.

- Framework area boundary
- LVMF protected view
- HS2 safeguarding (approximate)
- ▨ Town centre
- Conservation areas
- ▭ Archaeology priority area
- Open space
- Metropolitan open land



Planning Designations

## EXISTING BUILDING HEIGHTS

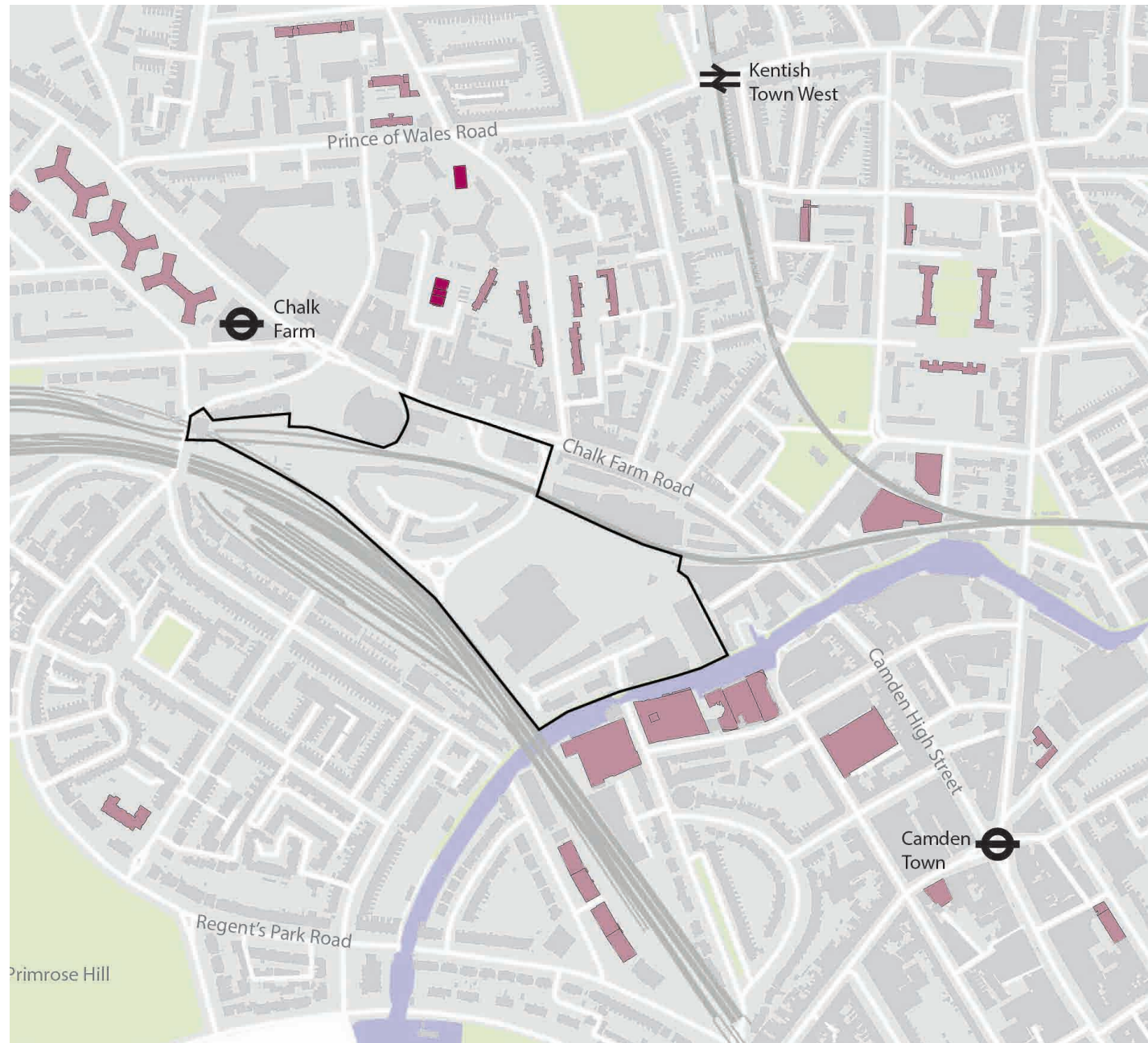
1-5 STOREYS  
(TYPICAL HEIGHT)



6-9 STOREYS  
(UPPER HEIGHT RANGE)



10 STOREYS AND ABOVE  
(TALLER BUILDINGS)



Existing building heights  
Map is a guide based on storeys. Actual height of buildings may vary.

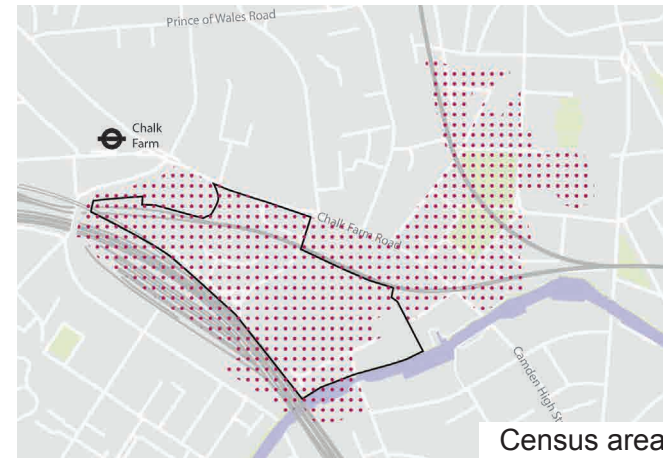
## SOCIAL CONTEXT

Community safety and anti-social behaviour were identified by some local residents as a concern.

Issues such as misuse of children's play areas, drug use and dealing, abandoned vehicles and public urination are described as causing nuisance to local residents.

### Key statistics

2011 census



There is a high population of young people  
49.1% under 30  
(42.7% Camden average)



There is a large population (42%) of Black and minority ethnic groups  
(33.7% Camden average)



There is a low density of people compared to the rest of Camden - 85 people/hectare  
(101 people/hectare Camden average)

**62%**

of working age adults are

**economically active**

(Camden average 68.1%)



**21.2%**

of adults have

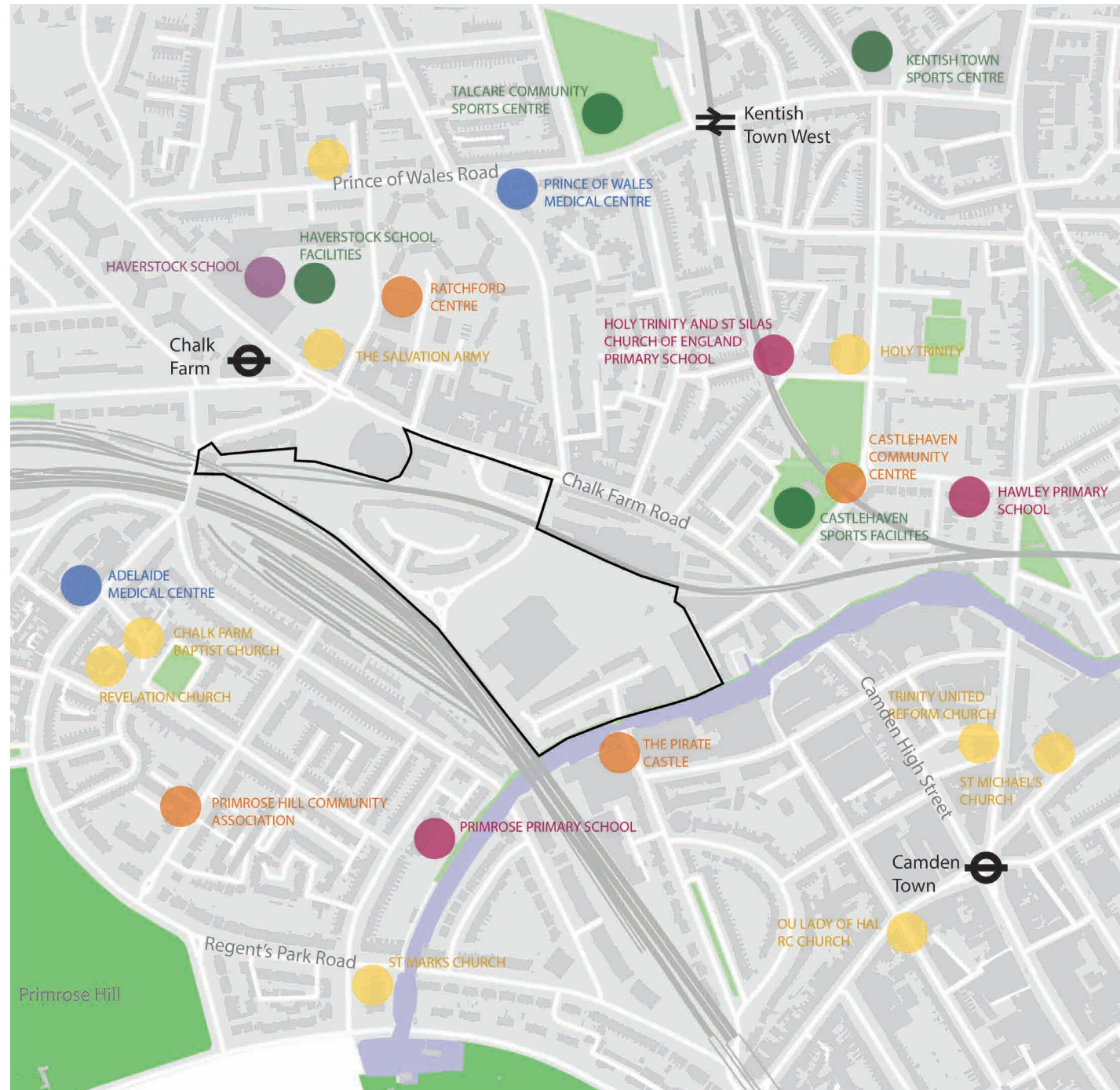
**no qualifications**

(Camden average 12.7%)



# COMMUNITY FACILITIES

-  Framework area boundary
-  School - Primary
-  School - Secondary
-  Community Facilities
-  Health facilities
-  Sports Facilities
-  Places of Worship
-  Open Space



Community facilities

## EXISTING TRANSPORT AND MOVEMENT NETWORK

There are a number of public transport connections in and around the framework area. The Public Transport Accessibility Level (PTAL) ranges from 6A (excellent) to 3 (good). The lower accessibility levels, whilst still classified as good in the overall scale, are relatively low for the location. This is the result of only two access points serving the majority of the framework area- the junction at Chalk Farm Road (serving pedestrians, cycles and vehicles) and Oval Road (pedestrian and cycle only).

The number of people using Camden Town Tube Station has risen significantly in recent years and crowding and congestion are a significant problem at this station. TfL have consulted on plans to establish a new entrance to Camden Town tube station on Buck Street, intended to improve capacity and accessibility to the station. The proposals also include the development of new homes, commercial space and improved public realm outside the new station entrance.

Bus routes serving the town centre are numerous. The 27 and 393 run into the Morrisons supermarket where there are associated bus stops and a bus stand.

Alongside local footfall, the markets draw large numbers of pedestrians to the area, particularly along the southern end of Chalk Farm Road and over the weekend. However, the pedestrian environment in the area is poor, it is dominated by vehicles and pedestrian crossings are convoluted in places.

Existing cycle infrastructure in the framework and wider area is limited, junctions are often difficult for cyclists to traverse safely and there are a lack of wider connections particularly east/ west routes. There are currently no cycle hire stations in the framework area with the Castlehaven Road dock being the most northern cycle station in the borough. The Council is working with TfL to expand and improve the network.

There are a number of other planned transport improvements. These include the Council's emerging plans for improvements to Chalk Farm Road, Prince of Wales Road and Ferdinand Street junctions, to provide a simplified and safer environment for pedestrians and cyclists, allowing for improved east west connections for cyclists. This has potential to tie in with other cycling improvements within the Borough and beyond, such as Cycle Superhighways, Quietways, the Central London Grid and local borough routes.

The Network Rail site at the north western corner of the framework area includes the former Primrose Hill Station and platforms. Passenger services ceased to operate on this line in the 1990's and this section serves as a freight line.

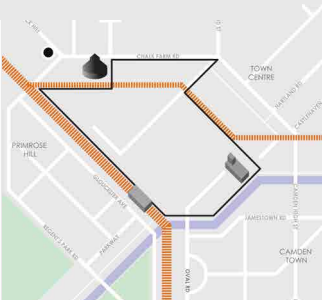
- Framework area boundary
- Cycling**
  - Implemented scheme
  - - - Planned and funded scheme
  - Cycle superhighway
  - Quiet way schemes
  - Santander Cycles docking stations
- Pedestrian**
  - Regents Canal Tow path (Jubilee Greenway)
  - Proposed Camden Highline
  - Legible London
- Public Transport**
  - Main Bus Routes
  - Bus route and bus stand within Framework area
  - Future proof Primrose Hill Station
  - Planned improvement works
  - PTAL 2
  - PTAL 3
  - PTAL 4
  - PTAL 5
  - PTAL 6A



Existing transport and movement network

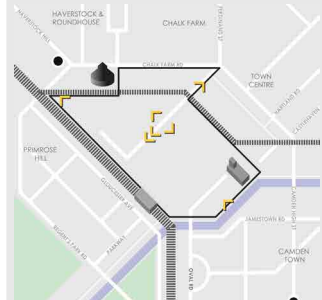
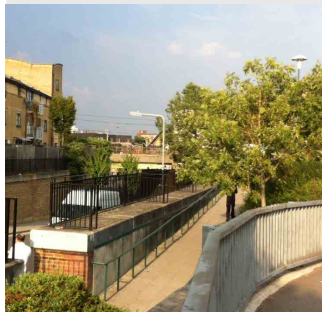
# SITE ANALYSIS - PHYSICAL CONSTRAINTS

## RAILWAY INFRASTRUCTURE



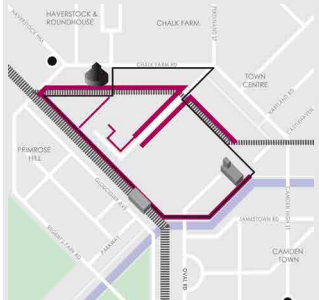
The existing railways act as a barrier segregating the area from its surroundings. The former Goods Yard and petrol station create a risk of land contamination.

## SIGNIFICANT LEVEL CHANGE



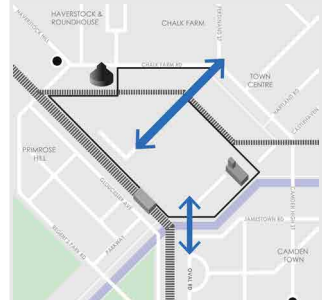
Level change between the Chalk Farm Road/canal levels and the raised Goods Yard / Oval Road levels.

## HIGH RETAINING WALLS AND GATES



The access road, high retaining walls, gates and railings further segregates and isolates the existing housing from its surroundings and divides the area.

## LIMITED ACCESS



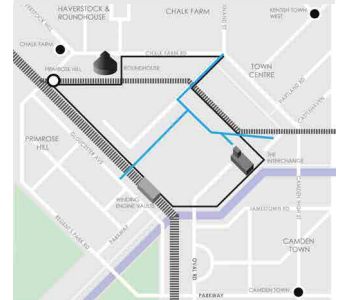
One vehicle route into the site and only one other pedestrian/ cycle connection. There are no clear or legible routes into or through the area.

## PRIVATE LAND NO ACCESS



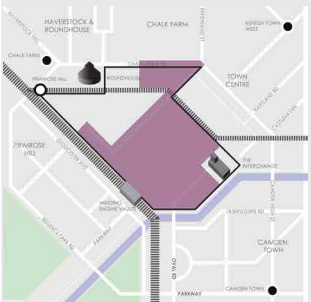
Self-contained built up areas of the markets and the Roundhouse are part of the character but are impermeable, disconnecting the area from the high street.

## BELOW GROUND SERVICES

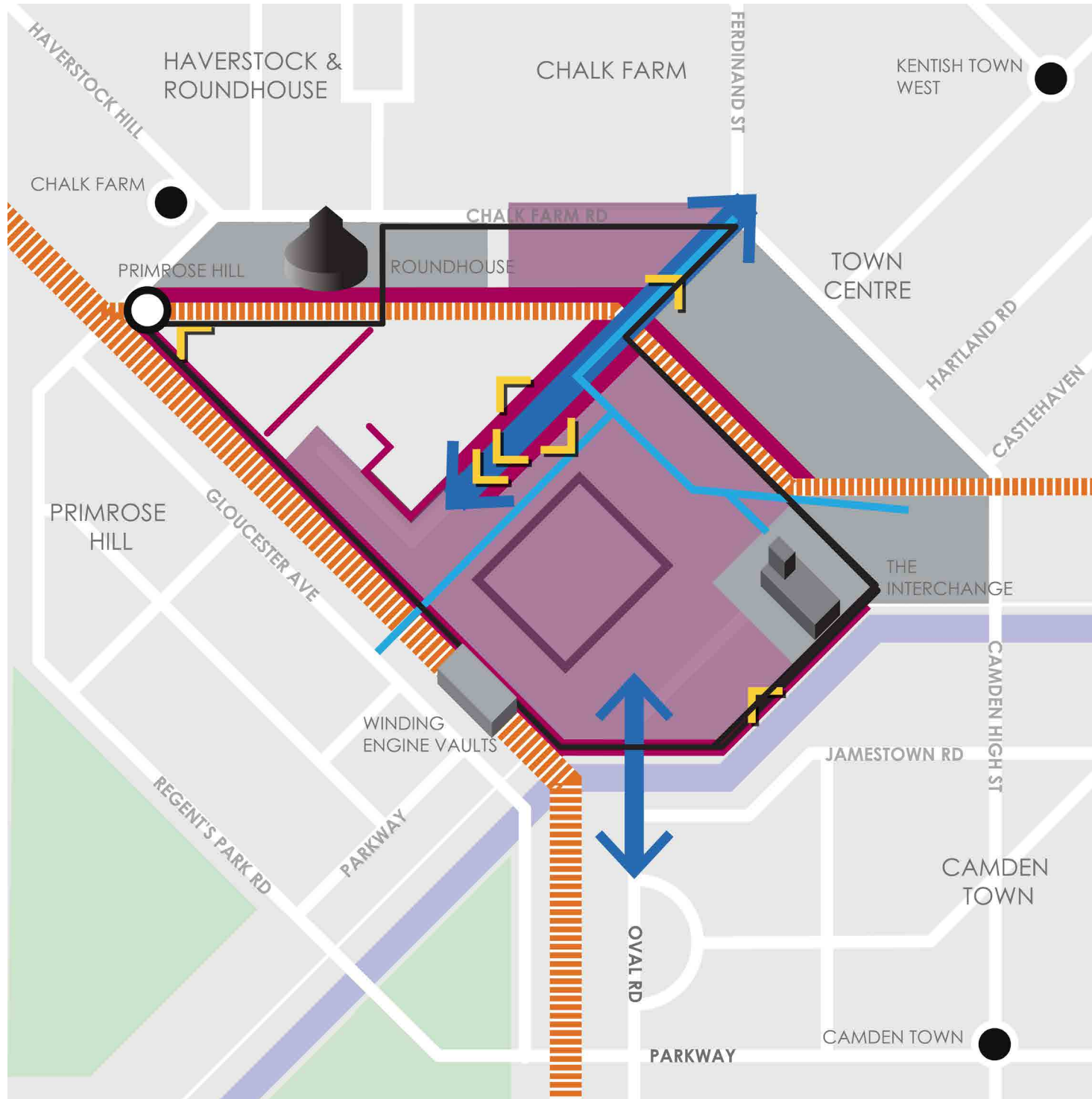


Large sewer runs below ground.

**POOR PUBLIC REALM**



The area is vehicle dominated with a lack of active edges and natural surveillance resulting in poor quality public realm that is vulnerable to antisocial behaviour.



Site Analysis - Physical constraints



# 3 The vision and strategy

# THE VISION

## An confident identity

... for a vibrant inner London neighbourhood that enhances the distinctive cultural energy, community and heritage of Camden.



## An inclusive mixed-use place

... with an intensification of uses including a significant number of new homes and affordable homes, alongside a diverse range of commercial uses that build on the innovative and creative economy of Camden Town.



## Exemplary urban design and architecture

... that creates a welcoming series of neighbourhood places.



## An area that celebrates its rich heritage

...and preserves or enhances the setting of assets such as the Roundhouse, the Interchange and the Regent's Canal.



## A place that is well connected and accessible to all

... that prioritises pedestrians and cyclists, is easy to navigate and connects with public transport, reducing the need for vehicles.



## A neighbourhood that promotes health and well-being

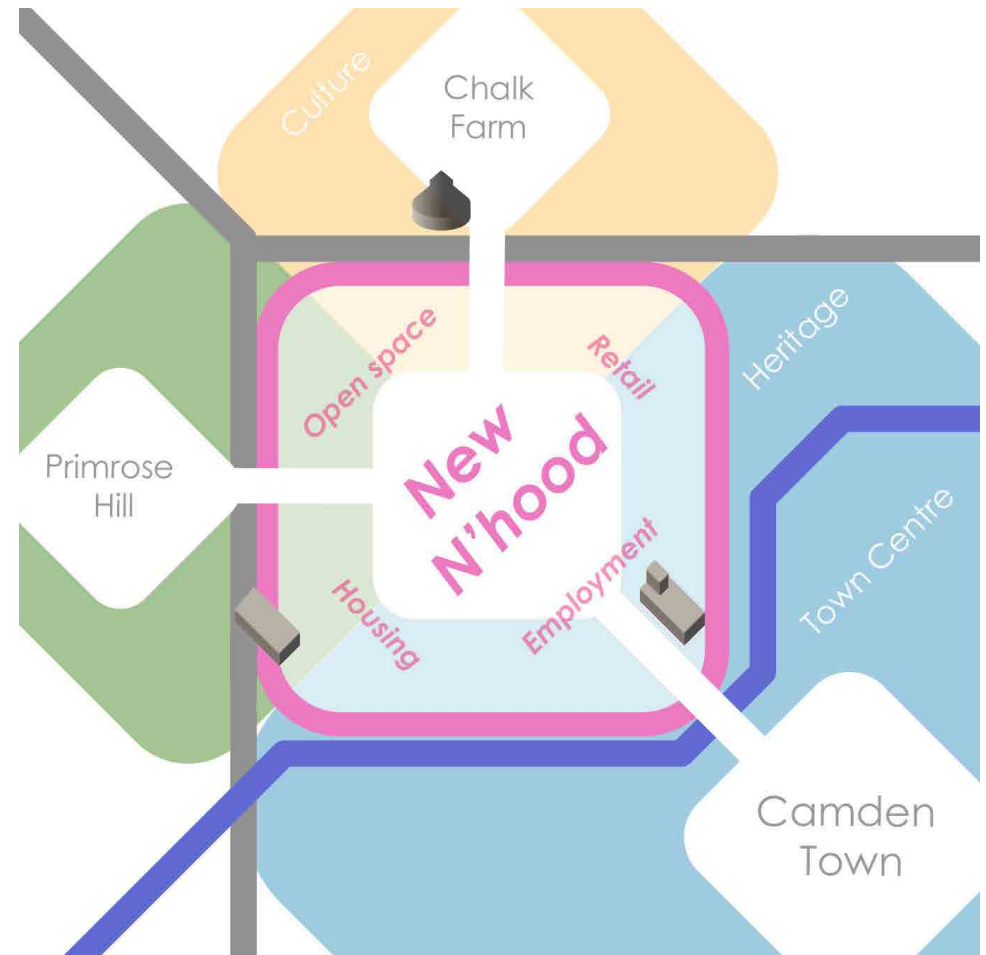
...of its communities and provides a range of open spaces, access to nature and community facilities.



## An environment that feels safe and welcoming by day and night.



## A green place that is environmentally sustainable and responsible.



## A CONFIDENT IDENTITY

This area brings together the traditional and the unconventional to make it one of London's most interesting and unique places.

The town centre is a place of energy, discovery and eccentricity. It has a strong identity based on alternative culture and is renowned for its creative industries, live music, entertainment, colourful markets and innovative enterprise.

The historic significance of the area cannot be understated, with its rich legacy of industrial, railway and canal heritage. This is embodied in the diverse wider townscape, which includes several listed buildings and conservation areas. New ambitious developments are adding a modern layer of character alongside the traditional.

In the framework area, new development should have an assured and confident identity that comes forward as part of a positive vision for community and place. To do this, it should draw from the area's particular heritage and culture. It should add to the appearance and vitality of its environment through its design and function.

The framework area is large enough that it can accommodate and create a character of its own and original design of the highest quality is encouraged. However, development must also be contextual with the setting, particularly where it connects with existing neighbourhoods. It should seek to deepen and spread appreciation of the area's historic significance and should feel like this part of Camden.



## INCLUSIVE MIXED USE PLACE

The Camden Goods Yard area has the potential to create a new dynamic and animated mixed-use neighbourhood, for existing and new communities to enjoy as a place to live, work and visit.

With population growth and increases in demand for housing and employment, the Mayor and Camden have challenging targets for the delivery of new homes and jobs in the borough. Camden Goods Yard will be expected to make a substantial contribution towards the delivery of much needed new homes, affordable homes and jobs in the borough.

The Local Plan seeks to meet Camden's borough wide objectively assessed needs to 2031 by:

- Maximising the supply of housing and exceeding a target of 16,800 additional homes.
- Supporting the delivery of 695,000sqm of office floorspace and
- 30,000sqm of retail floorspace

### Density

As set out in the Local Plan and the London Plan, accessible town centre locations are expected to deliver a significant proportion of the borough's growth. The framework area is located partially within/ adjacent to the Major Town Centre of Camden Town. Under the London Plan Sustainability Residential Quality Density Matrix, the whole of the Camden Goods Yard area would be classified as a 'central location', with a PTAL ranging from 3 (good) – 6a (excellent). The matrix only provides a guide but indicates that this area is appropriate for higher densities.

The existing density of development in the framework area is low and there is considered to be significant scope for intensification and more efficient land use. The Council would expect development to deliver optimal capacity and density levels subject to taking into account all aspects of local character including existing context, heritage assets, protected views and open spaces.

The Council expects that the delivery of infrastructure across the area to support optimal density levels in a sustainable way. For example, by improving accessibility, the provision of open space and community facilities, the area will be able to support more intensive use.



Corner House, Tottenham Street



Bourne Estate



Bacton Low Rise

## **New homes**

The area will be expected to deliver a significant number of new homes, including affordable homes. A range of accessible and adaptable units should be provided across the area having regard to household type, size, income and any particular housing needs.

The Council expects the delivery of the maximum reasonable amount of affordable housing in this area, as set out in the Local Plan and supplementary guidance. Provision of affordable housing will be required on-site, and should include a range of high quality unit types and tenures to meet priority housing needs.

New development must provide high quality environments that provide a good standard of residential amenity and promote health and wellbeing.

Development should promote inclusive, cohesive and resilient communities. It should seek to bring together existing and new communities creating a place and facilities that are accessible to all. It should help reduce inequality and create mixed, inclusive and sustainable neighbourhoods.

## **Existing housing estates**

At the existing housing estates of Juniper Crescent and Gilbey's Yard, the Council will support measures to improve the relationship of the estates with their surrounding environment and where possible to deliver additional homes.

Options for the estates need to be informed by a thorough appraisal process led by the landowner, in close consultation with existing residents. Developers are encouraged to follow the approach set out in the Mayor's Good Practice Guide to Estate Regeneration.

The Council supports the exploration of a range of options from repairs, servicing and public realm improvements, to partial or full redevelopment. The Council expects the landowner to engage with residents from early stages and throughout the process and to set out commitments to existing tenants.

Taking into account the established residential communities and the age and condition of the existing housing stock, demolition of existing homes will only be considered where there is a clear case for redevelopment that delivers regeneration benefits for the estate and the wider area in accordance with this framework.

If partial or full redevelopment is proposed, the Council will expect the re-provision of homes, with

no net loss of residential or affordable housing floor space, including no net loss of socially rented floor space. There are a number of homes on the estates that are designed or adapted to meet particular needs, including wheelchair accessible homes, and these should also be retained or replaced. Larger socially rented units (of three bedrooms or more) should generally be retained or re-provided. Camden Planning Guidance on housing currently indicates that the Council will aim for at least 50% of social-affordable rented dwellings to be large homes.

The Council expects landlords to offer existing residents the right to stay in or return to the area on similar terms and rent levels to the existing, and expects any redevelopment to provide an appropriate mix of dwelling sizes to allow them to do so. For any proposals that could affect vulnerable residents, the landlord should ensure an appropriate level of support is in place.

Alongside the re-provision of existing homes redevelopment will also be expected to provide additional homes (including the maximum reasonable amount of affordable housing). Development should contribute towards an improved mix of housing types, sizes and tenures to promote mixed, inclusive and sustainable communities.

Further objectives, specific to each of the estates are set out in the 'Placed based guidance' section.

## Commercial uses

Redevelopment creates an excellent opportunity to build upon the vibrant commercial environment of Camden Town and connect with its alternative character and culture. The part of the area within the designated Town Centre has the potential to provide a mix of space that builds on the diversity and vitality of this dynamic place and provide jobs and opportunities for local people.

The Local Plan sets out that the Council will promote significant additional provision of retail and other town centre uses in Camden Town Centre.

The creative industries are one of the borough's important growth sectors. Development should seek to cultivate this type of activity through the provision of a range of unit types and sizes including affordable workspace, light industrial workshops, space for small-scale creative industries and a range of office accommodation including move on space so businesses can remain in the area and grow.

Retail is an important function of the town centre. The existing large footprint supermarket plays an important role serving the community as well as a wider customer catchment. As part of any redevelopment, retail floor space serving the local community would need to be preserved or

re-provided. This should be in a form that is in keeping with the local character and promotes more sustainable transport modes.

Development in the framework area should diversify the local retail and commercial offer. Goods and services aimed at all local residents and workers and provision of units suitable for small and independent retail/ commercial occupiers will be particularly encouraged. Cafés, restaurants and other uses that add to the variety and diversity of the offer which bring activity to the neighbourhood at different times of the day and week may also be appropriate.

Given the reputation of the area for markets, provision of market style facilities could be considered, but such proposals would be expected to have a local resident/ worker customer focus and impacts on local residents would need to be taken into account.

The south side of Chalk Farm Road is identified as a 'secondary frontage' of the town centre (Camden Planning Guidance 5: Town Centres, Retail and Employment), but currently detracts from the area and there is significant scope to provide a new southern frontage which adds to the vitality, diversity and character of this part of the town centre.

The Morrisons is part of the 'sensitive frontage' as it is set back from the main activity of the high



Brixton Markets



Camden Collective



Mixed-use development at West Beat 1, Amsterdam

street and is located in close proximity to quieter residential neighbourhoods. The nature and distribution of town centre uses in the 'sensitive' area needs to be carefully considered so it is compatible with existing residential uses. An extension of the core visitor attraction centred around Camden High Street is less likely to be acceptable in this location, but a mix of uses that add to the diversity and character of the town centre should be included.

Outside of the Town Centre, small scale commercial uses may also be encouraged, where they add to the mix and activity of the area. Main streets may be particularly suitable locations for such uses.

Large developments must contribute towards employment and training opportunities for local people and will be expected to produce an Employment and Training Strategy providing opportunities during construction and end uses.

### Temporary and interim uses

Development in the framework area is likely to come forward in a number of phases over a period of time. It is important that the area is not blighted and that the neighbourhood can continue to function.

Development should be phased to minimise disruption, to maintain the occupation of buildings and provision of services. The Council will support the temporary use of vacant buildings for appropriate cultural, leisure, business or retail activities to maintain active uses.

### Distribution and mix of uses

Land uses should be planned to provide a compatible mix and to create streets and spaces with the appropriate levels of animation. There should be a clear transition in the nature of the commercial/ mixed-use environment from the core of the town centre into more residential areas. Areas within the town centre, with greater access to the high street/markets or located on main streets may be more appropriate for commercial uses, whilst other areas will be more suitable for a more residential environment.

Management of town centre and night time economy uses are likely to be more restrictive in the parts of the area identified as 'sensitive' and will be managed in accordance with the approach set out in Camden Planning Guidance.







Further information on the approach can be found under the strategic objective 'An environment that feels safe and welcoming by day and night'.

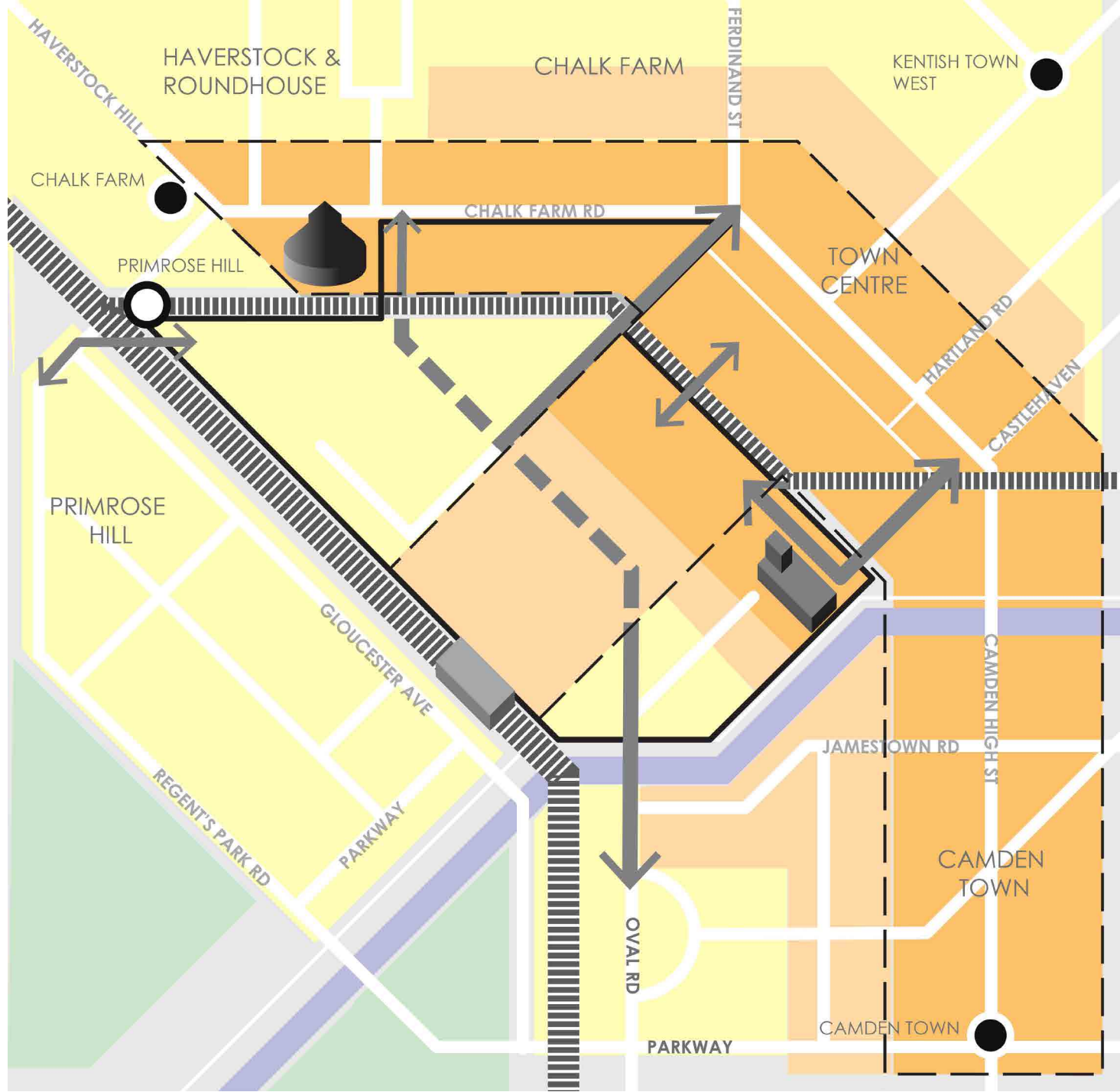


Camden Lock Market



Hawley Wharf Construction

-  Site Boundary
-  Town Centre boundary
-  Potential new and existing connections
-  Mixed use- commercial focus
-  Mixed use
-  Mixed use - residential focus



Land use



## EXEMPLARY URBAN DESIGN AND ARCHITECTURE

The Council will expect the highest quality urban design and architecture in this important historic and town centre location. Development should provide a series of welcoming neighbourhood places and spaces, connected by a legible street pattern and framed by well-designed buildings.

New development should seek to resolve the isolation and unwelcoming 'island site' feel of the area. Where development meets existing neighbourhoods it should integrate coherently with the surrounding urban grain in terms of building layout, street pattern and design response. It should, provide comfortable transitions from existing neighbourhoods into new ones and create a continuation of place.

New public realm and spaces should be well designed and activated by appropriate ground-level uses and frontages that promote street life. Curation of the public realm should be subtle and maintain the degree of informality characteristic of the area, avoiding a corporate feel with prominent signage.

Development should consider and positively respond to the character, setting, context, form and scale of their surroundings. This should include the varied townscape and historic character of the wider area.

The topography and visibility of the area means particular attention must be given to the creating a townscape and roof-scape that is complementary to its setting. Roof space should be utilised for amenity or green roofs and the roofscape should be a complementary feature of the wider townscape.

### Future-proofed design

With the potential that significant development may come forward in different parts of the area over different time periods, there is a need for development to consider both the existing and potential future context if the optimal regeneration benefits are to be achieved.

Further guidance is set out in the 'Future-proofing' section of the framework.



New contextual, contemporary architecture



“Cultures and climates differ all over the world, but people are all the same. They’ll gather in public if you give them a good place to do it” - Jan Gehl



## Height guidance

The existing building height context is set out on page 18. Whilst the surrounding context typically ranges from 1 - 5 storeys, there are a few examples of building heights in the upper range of 6-9 storeys, which tend to be clustered together in the area by the canal and to the north of Camden high street. There are two examples of 10 or more storeys in the area. Buildings of 10 or more storeys are considered tall buildings in this area. However, number of storeys should only be used as a guide, as storey heights vary. Actual building heights and site context must also be taken into account.

The Council expects this area to achieve densities of development appropriate to the location, as set out at in the 'Inclusive mixed use place' section. Increasing density may involve increased building height, although this is not the only way to achieve density.

The framework area is considered to be sensitive to increased building height due to the presence of listed buildings, conservation areas, the site topography and visibility in local street scenes and important views.

Building heights in the upper range of the existing context may be acceptable in the framework

area, subject to the considerations set out in the Local Plan and the site specific considerations set out here. The Council would expect variation in building heights across the area and some locations will be more suitable for taller buildings than others.

All buildings will be considered in accordance with the Local Plan and in particular Policy D1 Design. Taller Building, will be considered on a case by case basis and against the additional requirements set out in Policy D1 including:

- How the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline.
- The historic context of the building's surroundings.
- The relationship between the building and hills and views.
- The degree to which the building overshadows public spaces, especially open spaces and watercourses.
- The contribution a building makes to pedestrian permeability and improved public accessibility.

## Site specific considerations relating to building heights in the framework area:

- Preserving or enhancing the setting of the Roundhouse, the Interchange building and other heritage assets. For example, particular consideration should be given to development in the backdrop of the Roundhouse.
- Preserving or enhancing the setting of surrounding conservation areas. Particularly the Regent's Canal Conservation Area, which is within the framework area and important views from neighbouring conservation areas.
- Respecting the existing character, context and townscape. For example, drawing on the industrial character and building typology of the canal; or how development appears from the high street against the identifiable character of Camden Town.
- Consideration of the particular topography of the area. For example, buildings at the raised Goods Yard level would appear taller relative to the Chalk Farm Road and canal level and this must be taken into account.
- Set-backs of taller elements may be an effective way of reducing bulk and mass and is characteristic of buildings in the upper height range in the area.
- Whether the building is within the designated town centre.
- Preserves strategic and local views.

## Important views

There are two main categories of views in the area that development will need to consider:

- The London View Management Framework Corridor (LVMF) from Parliament Hill summit.
- Locally important views that contribute to the interest and character of the borough.

The approach for LVMF protected views is set out in the Local Plan, the London Plan and the Mayor's London View Management Framework supplementary planning guidance.

Locally important views contribute in different ways to the interest and character of the borough and can include views from large public parks and open spaces, views relating to the Regent's Canal, views into and from conservation areas and views of listed and landmark buildings.

As set out in the Local Plan, the Council will seek to ensure that development is compatible with such views and will resist proposals that would cause harm to them. The main locally important views relevant to the framework area are set out below, but other relevant views should also be considered.

## Haverstock Hill views of listed and landmark buildings including the Roundhouse

The view south down Haverstock Hill provides an important vantage point for viewing of some of London's most prominent buildings. Just south of Belsize Park Station there is a direct sight line towards St. Paul's Cathedral and the road curves to give prominent views of the Shard, the City of London and a distant view of the clock tower at St. Pancras Station. Further to the south, the townscape of Camden Town starts to feature, with skyline views of the Interchange building.

The Roundhouse becomes the focal point of the townscape a short distance south of the junction with Steeles Road, with striking views of its prominent roof form and profile on the skyline. This view of the Roundhouse is considered to be of particular value and interest in the street scene. Views and glimpses of the Roundhouse are also visible from a few other locations and add to the character of the area. These views need to be considered.



## Views of the Interchange building

Views of the listed Interchange building are available from a few vantage points around the town centre. Views from the Regents Canal and the associated conservation area are of particular significance, as are views of the water tower on its northeast façade, which provide an interesting roof profile and skyline feature in some longer views. The Morrisons car park currently provides uninterrupted views of the Interchange building. It is recognised that development of this area could affect views towards this heritage asset. However, the council would encourage opportunities to preserve, enhance or frame views of the Interchange, particularly its distinctive water tower roof form.



## Views and conservation areas

Development in the framework area is likely to be visible in views from a number of surrounding conservation areas. Further detail on important views is provided in the specific Conservation Area Appraisals and Management Strategies.

Examples of some of the important conservation area views include views from Fitzroy Road northeast towards the Roundhouse, the view southwest into Edis Street and views along the Regent's Canal. It is important that these views and other views to/ from conservation areas are carefully considered in the context of any emerging development schemes.



## View from Primrose Hill Metropolitan Open Space

The framework area is not within the LVMF protected views from Primrose Hill but sits off centre within the panorama of views from the open space.

The townscape and roof form of any development within this panorama would need to be carefully considered.



## AN AREA THAT CELEBRATES ITS RICH HERITAGE

Proposals should draw on the wide-ranging character of the surrounding conservation areas and heritage assets to inform contextual development.

Camden Goods Yard includes an industrial and railway heritage complex of substantial significance and is part of a varied historic townscape.

The Roundhouse and the Interchange are landmark buildings. The Roundhouse indicating the gateway to Camden Town from the north and the Interchange marking the important relationship with the Regent's Canal, contributing to orientation and sense of place. These features and the stables complex have played an important role in the industrial past and cultural evolution of the area.

Development must celebrate these cherished heritage assets, preserving and wherever possible enhancing their setting. It should support and respect the contributions of existing heritage features to local character and should not try and compete with them.

Development should also seek to deepen and spread appreciation of the area's historic significance. This could include measures to further reveal the area's characteristic historic arrangement, workings and topography, making a virtue of the area's historic layering and including exploration and preservation of subterranean archaeology.

The industrial landscape of the Canal and Goods Yard and the Georgian and Victorian townscapes of the surrounding streets and conservation areas each come with an identifying architecture and streetscape, which where appropriate can provide a reference or context for development. New development can achieve another phase of positive enhancement by avoiding pastiche, uniformity and creating a sense of place.

The Regents Canal, once vital to the industrial workings of the city, today provides an important walking and cycling route and a place for leisure, recreation and nature. Preserving and enhancing this environment is essential and there is scope for the accessibility of the canal to be improved.

### Opportunities to improve the setting of listed buildings in the framework area include:

- Refurbishment of the Windings Vaults and bringing them back into public use. Development could include the creation of an associated amenity space.
- Significant improvements to the public realm surrounding the Interchange building including the creation of a new public open space.
- Provision of an enhanced setting for the Roundhouse on Chalk Farm Road.

More details of improvements are provided in the 'Placed based guidance section'.



Industrial heritage as inspiration, Tallin



Contextual development, Manchester



Industrial heritage inspiration, Barcelona

## WELL CONNECTED AND ACCESSIBLE TO ALL

The Local Plan and Camden's Transport Strategy set out that excellent transport connections and accessibility for all must be achieved through prioritising sustainable modes of travel, such as walking, cycling and public transport.

New and improved access for pedestrians, cyclists and to public transport is a strategic priority that each development in the framework area will be expected to contribute towards.

As significant development comes forward, many more people will access the area for homes, jobs, and other facilities. To support increased densities development must build in additional sustainable transport capacity.

### Walking and cycling

New and improved walking and cycling routes through the area must connect with the established street network and create direct, accessible, attractive and safe routes that better connect with key transport nodes and destinations.

The Mayors' 'Healthy Streets' principles should be incorporated into designs. The environment should be pedestrian and cycle friendly and a place that is instinctively easy to understand and navigate.

Precise street networks and locations should be determined as part of detailed scheme design, but development should include provision for the following key walking and cycling provisions.

### Key walking and cycling provisions in the framework area:

- An extension to Oval Road for pedestrians and cyclists and a spine through the framework area connecting from the Regent's Canal to the Primrose Hill footbridge.
- New connections including connection with the town centre via Camden Lock Place; Primrose Hill footbridge; and the canal.
- Route(s), including level access routes, connecting the area with the town centre and surrounding neighbourhoods. The topography of the area poses a challenge, innovation in accessible design will be encouraged to create a fully accessible place.
- All new routes to be designed to be safe and accessible 24 hours a day.
- Measures to enhance capacity and improve the environment and public realm for pedestrians and cyclists at the two main gateways to the area, from Chalk Farm Road and Oval Road.
- Dedicated cycle routes that link with the wider network, including cycle superhighways, other London Cycle Grid routes and local cycle connections. Plus cycle parking of the required quantum and design.

- Green corridor walking/ nature routes along the railway edges, which could connect with wider green networks such as the existing Jubilee Walk along the canal and the Camden Highline proposal promoted by Camden Town Unlimited.
- Level/ improved access to the Regent's Canal, plus preserving or enhancing the canal as a key walking/ cycle connection.
- Permeable east west connections for cyclists and pedestrians.
- Future proof access to the winding vaults.
- Work with TfL to expand the cycle hire network and Legible London signage into the area.

### Public transport

Developers will be required to provide detailed information about the levels of increased demand for public transport which would arise from proposed development including bus journeys, London Underground journeys using Chalk Farm and Camden Town stations and Overground stations.

Public transport capacity needs to expand as the population of the area grows. Mitigation of the impact on the public transport and highway network may be required, including provision of additional on-site facilities and/ or financial contributions to enable additional capacity.

Upcoming developments should avoid adding significant additional pressure on Camden Town tube station, which already suffers from overcrowding issues. Measures to encourage the use of the alternative public transport modes and Chalk Farm Road Station would be beneficial.

Bus routes, stops and stands serving the framework area must be preserved or re-provided in suitable accessible locations. The location and nature of bus facilities should be designed to avoid adverse impacts on residential amenity and should have no major impacts on bus journey times.

TfL advises that there are no current plans to re-open Primrose Hill Station for passenger services and any such proposal would face significant operational and financial constraints. However, circumstances in the future may change creating a case for the re-opening of the station. Any development of the area and its surroundings should not preclude the re-opening of the station for passenger services in the future.

### **Vehicles and servicing**

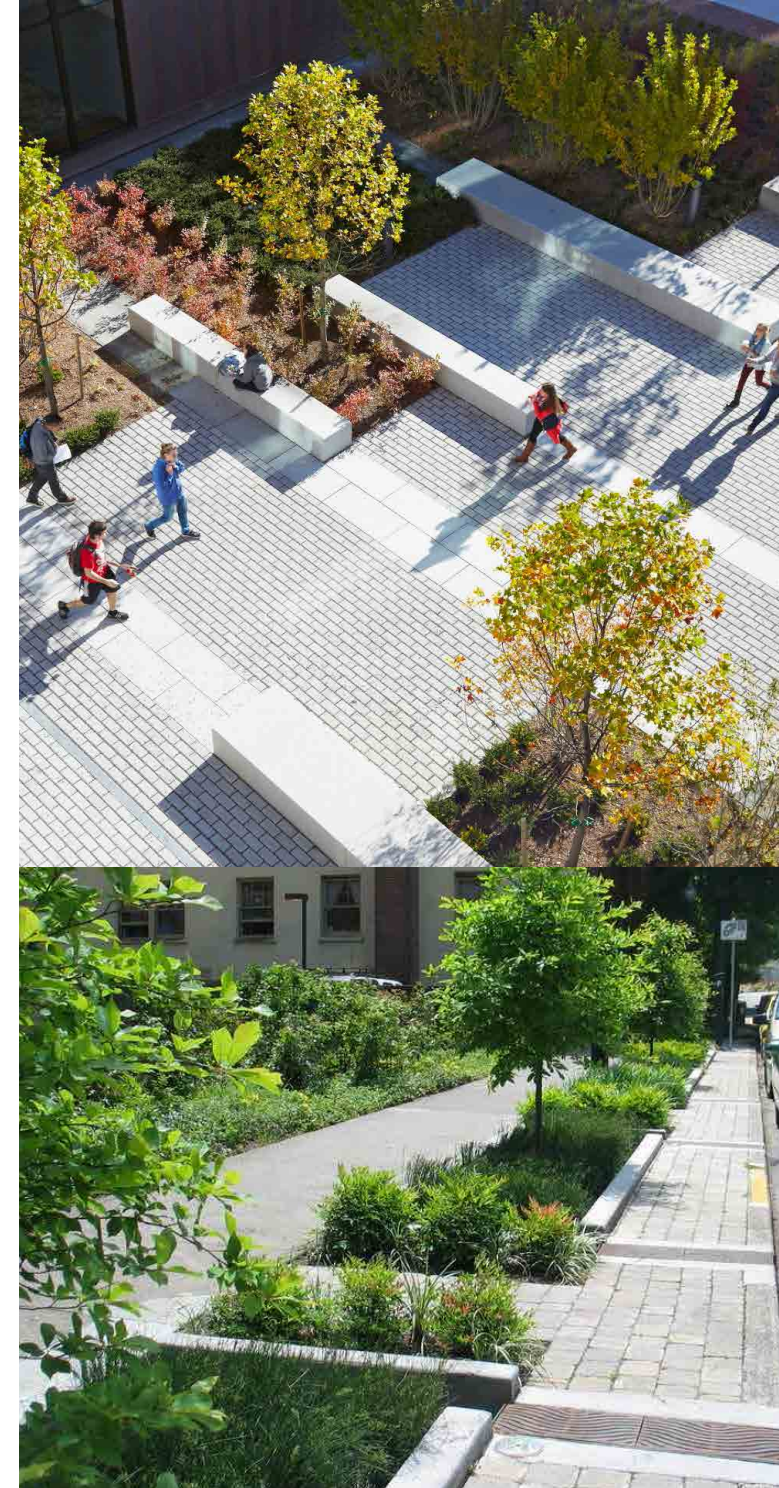
All new development within the framework area will be required to be car-free, with the exception of provision for disabled parking, in line with the approach set out in the Local Plan. The Council

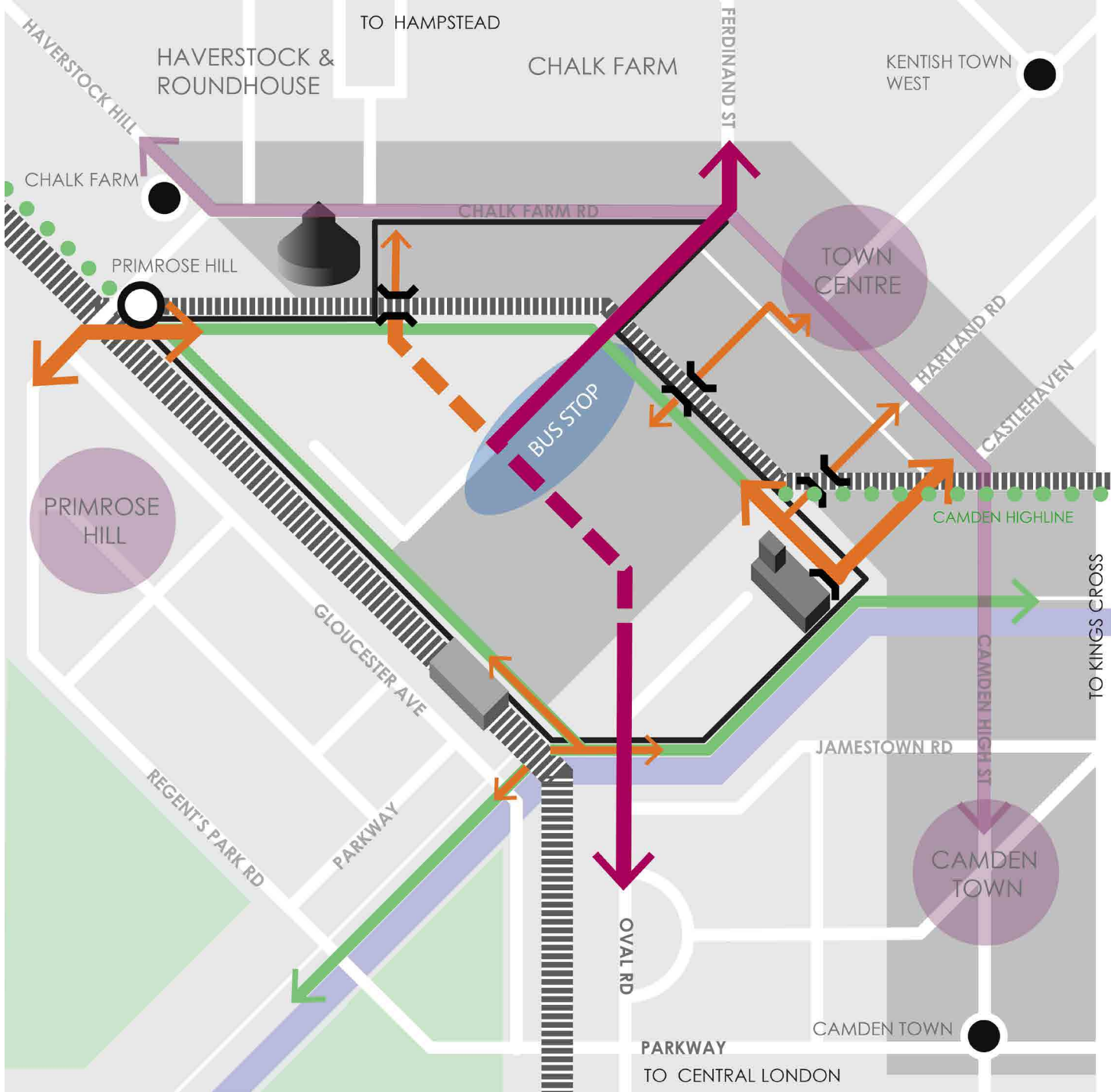
encourages the redevelopment of existing car parks for alternative uses. Existing landowners should implement sustainable transport and management plans that reduce dependency on cars and levels of parking in the area.

Appropriate servicing and arrangements for emergency vehicles must be designed into any scheme. Servicing arrangements should be designed to promote good levels of residential amenity.

Facilities for taxis should be considered within the framework area. If required, this must be located in an accessible location which avoids adverse amenity impacts on local residents. Provision should be limited to the minimum level required, in line with the Council's objectives to move towards sustainable transport and reduced car use.

The existing service road roundabout takes up a large area and adds to the vehicle dominance of the environment. Development should seek to reduce the area required for the roundabout and future-proof for possible removal in the longer term.





- Improved existing connections
- Possible new pedestrian and cycle connections
- Potential spine route (indicative location)
- Connection to the potential Camden Highline and Regent's Canal towpath
- Connect into existing street network
- Bus Stop location

Movement and Connections



## A NEIGHBOURHOOD THAT PROMOTES HEALTH AND WELL-BEING

Development should help to create places that facilitate healthy, happy and inclusive community life. The creation of healthy environments for families and people of all ages involves a range of factors including good quality housing, places that encourage healthy lifestyles, access to community facilities and air quality. Development in the framework area will be expected to create a place that supports health and wellbeing. Below are some of the key factors that should be considered.

Open and green space plays an important role in health and well-being. There is very limited green open space in the framework area at present and proposals should provide a range of spaces on-site. This should include quieter more tranquil space, active space in which people can socialise, play and take physical exercise and areas that are dedicated to food growing and wildlife. Spaces for younger people would be particularly beneficial in this area and doorstep play should be protected/provided in appropriate locations. Flexible and innovative approaches that achieve multi-functionality in open space and maximise benefits will be encouraged.

Open space and public realm should reflect the informal character of the area and should avoid the creation of overly formal, curated or managed spaces. Development should also provide suitably sized and designed private residential amenity space such as roof gardens, balconies, communal gardens and courtyards.

The railways and the canal offer an opportunity for the creation of significant habitat areas and extensions to strategic wildlife corridors, particularly extending a partial corridor between the canal and Adelaide Road Nature Reserve, both Sites of Nature Conservation Interest (SINCS).

Opportunities to integrate access to nature into the buildings and landscape will be encouraged. Green corridors along the railways edges offer the potential for green walking and cycle routes, that could tie in to a wider network including the canal and the Camden 'high-line' proposal being explored by the local Business Improvement District.

Development should provide community provision and infrastructure in line with local requirements. In terms of school provision, larger development schemes will need to provide details of anticipated child yield and the Council may require additional funds for expansion where necessary.

Other community facilities that contribute to the health and wellbeing of communities should be provided. Provision may include a flexible community space, sports facilities, health or other community facilities. Proposals should be developed in consultation with the local community and service providers.

Construction management plans will be required to minimise disturbance to existing occupiers and to protect residential amenity.



**“...most mixing across social groups takes place between children. . . Children provide a common ground and shared interest between people in different tenures.”**

## AN ENVIRONMENT THAT FEELS SAFE AND WELCOMING BY DAY AND NIGHT

Development in the framework area must promote an environment that feels safe and welcoming by day and night. Community safety and anti-social behaviour has been highlighted as an issue that adversely affects the area and existing residents. The Council will require developments to demonstrate that they have carefully considered these issues and incorporated design principles which contribute to community safety, security and inclusive neighbourhoods.

### Key measures for creating a safe and welcoming environment in the framework area:

- The environment should promote community safety through good design and natural surveillance.
- The design of buildings streets, public areas and the spaces between buildings needs to be accessible, safe and uncluttered. Street furniture such as bin stores should be integrated to avoid creating secluded areas. Dead-ends should be removed or addressed to minimise opportunities for anti-social behaviour.
- The area should have a clear hierarchy of public and private spaces, including defensible space that fosters a sense of ownership.
- Appropriate mix and distribution of uses and active frontages at ground floor level onto main

routes and open spaces to generate activity and passive surveillance during the day and the evening.

- Spaces, routes and places should provide a safe, accessible and inclusive environment 24 hours a day. Good design should remove the need for more invasive security measures such as gating and should preserve residential amenity, particularly where new or improved connections to/ from the town centre are proposed.
- Management of Town Centre uses in accordance with the Local Plan and Camden Planning Guidance 5: Town Centres, Retail and Employment.
- Provision of public toilet facilities in the area should be explored.

“This is something every-one knows: A well-used city street is apt to be a safe street. A deserted city street is apt to be unsafe” - Jane Jacobs



## A GREEN PLACE THAT IS ENVIRONMENTALLY SUSTAINABLE AND RESPONSIBLE

Development should meet the highest feasible environmental standards and be forward looking to meet future demands and requirements, in accordance with the approach set out in the London Plan and the Local Plan.

### Sustainability factors that are particularly relevant in the framework area include:

- Due to the Goods Yard historic land uses and the presence of a petrol filling station, there is the potential for land contamination. Developers will be required to submit relevant assessments and take appropriate remedial action to the Council's satisfaction if required.
- New development should maximise opportunities for renewable energy generation and secondary heat/cooling sources (for example heat from supermarket cooling systems and cooling utilising the canal). Camden is working with central Government on a new decentralised energy masterplan for the area. New development should take account of this study and help to realise its findings.
- All proposals involving substantial demolition and reconstruction should be fully justified in terms of the optimisation of resources and energy use in comparison with the existing building.

- Measures to maximise recycling, particularly food waste from the markets, should be incorporated into any scheme.
- As set out in the 'Well connected and accessible to all' section, any retained vehicle fuelling uses should include low emission charging infrastructure that it is compliant with the new Ultra Low Emission Zone for London.
- New development should minimise its impact on local air quality and meet the GLA's proposed Air Quality Positive standard.
- Parts of the area have a high risk of surface water flooding (as outlined in the London Borough of Camden Strategic Flood Risk Assessment). Developments will need to take this into account and provide adequate mitigation, particularly where excavation and basements are involved. Developments should follow the Sustainable Drainage (SuDs) hierarchy, including green infrastructure such as green roofs and drought resistant planting.
- There is the potential that a number of major construction activities could be happening at the same time in the wider area, including the major infrastructure project of HS2. Construction management plans should be coordinated with other major development projects and keep disruption to a minimum. This should where possible include arrangements for the removal of spoil by rail or canal.












Interaction with plants and nature, the High Line, NY

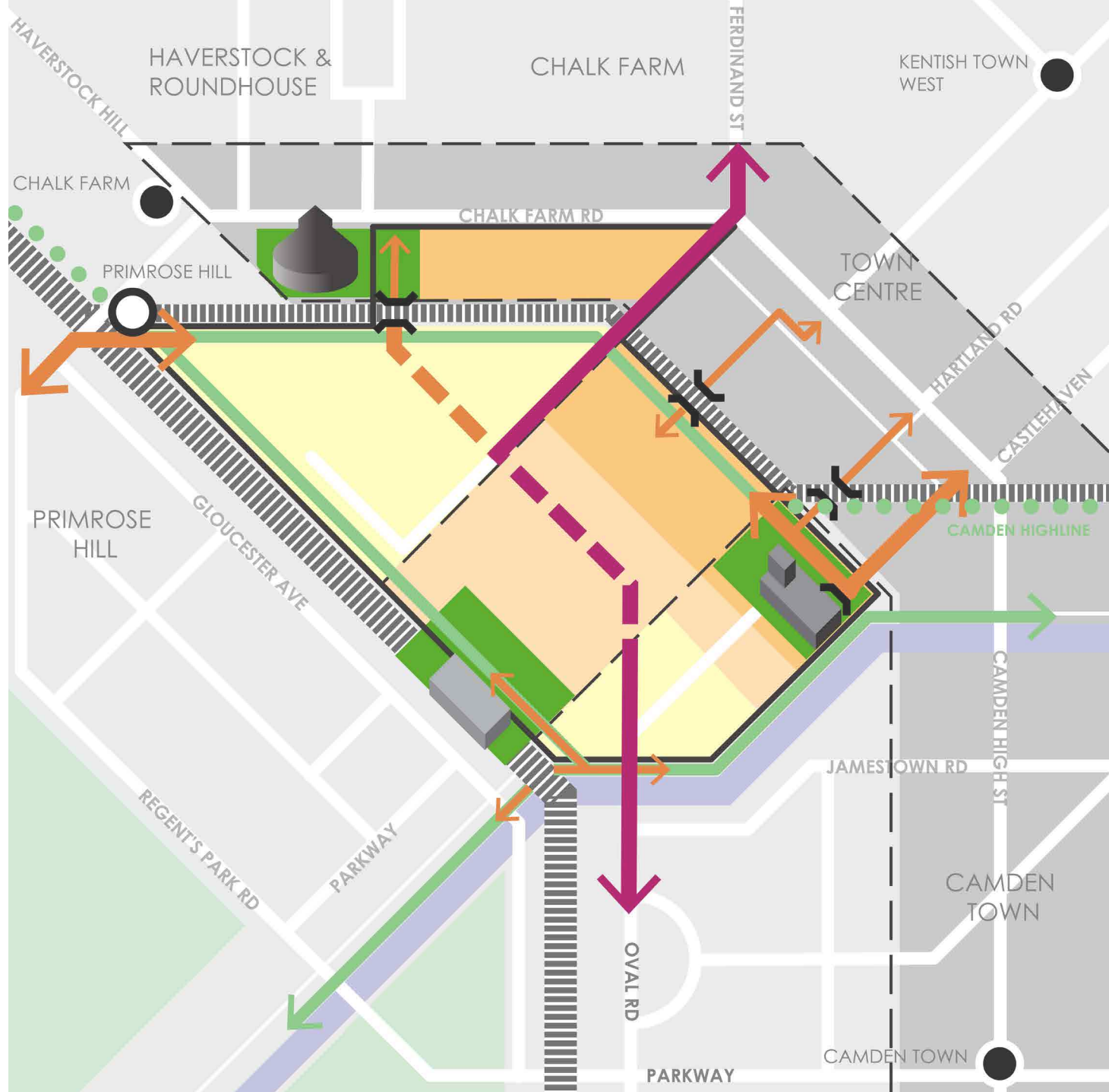


Space for nature, Camley Street Natural Park



# THE STRATEGY

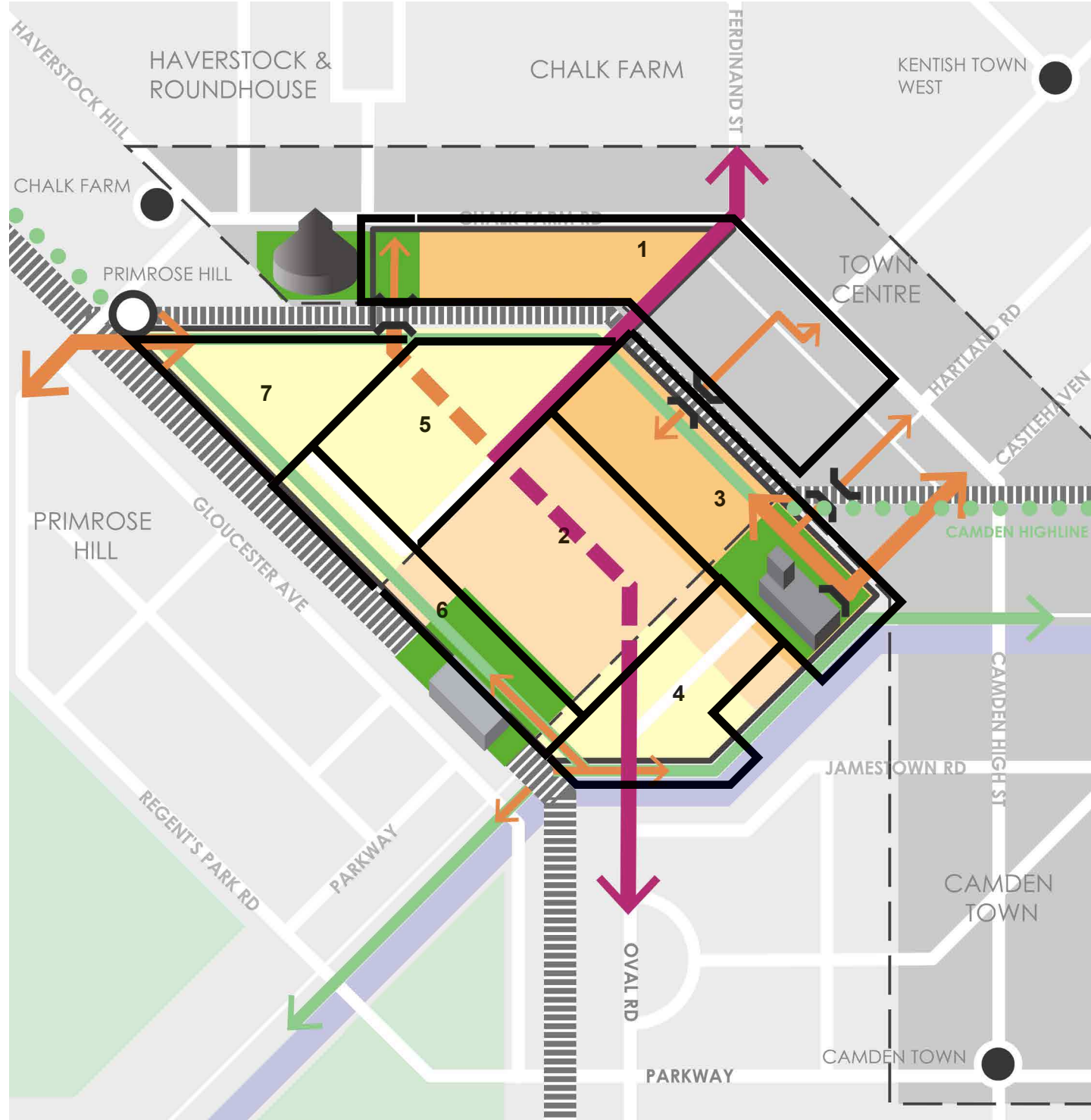
-  Site Boundary
-  Mixed use - commercial focus
-  Mixed use
-  Mixed use - residential focus
-  Improved existing connections
-  Possible new pedestrian and cycle connections
-  Connection to the potential Camden Highline and Regent's Canal towpath
-  Quality public realm to improve setting of listed buildings
-  Future-proof Primrose Hill Station



Strategy

# 4 Place based guidance

1. Chalk Farm Road
2. Morrisons
3. Market edge and the Interchange
4. Gilbey's Yard and Regent' canal
5. Juniper Crescent
6. Railway edge
7. Network Rail site and Primrose Hill Station



Placed based areas

## AREA 1: CHALK FARM ROAD

A short section of the high street on the south side of Chalk Farm Road is included in the framework area. It includes the current Morrisons petrol filling station and One Housing's office headquarters at 100 Chalk Farm Road. This whole area is part of the designated Camden Town Centre.

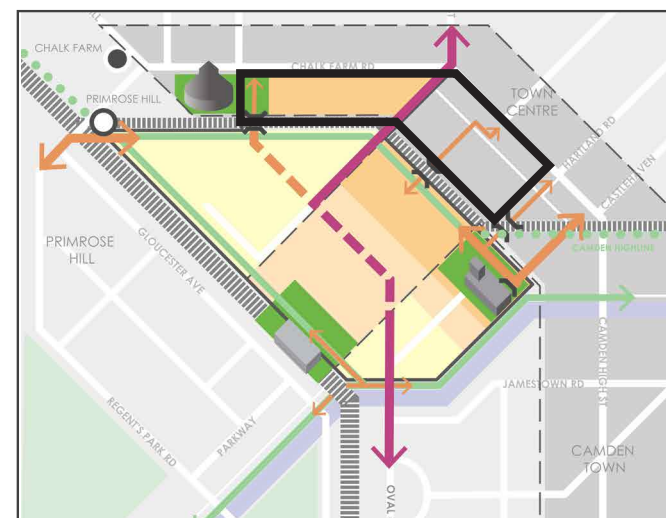
The south side of the high street is part of the secondary frontage. To the east of the Petrol Filling Station the Stables Market, housed within the listed 'Great Wall', contributes to the character and historic significance of the area. To the west of the 100 Chalk Farm Road building is the important cultural and heritage asset of the Roundhouse. The Roundhouse is a major landmark and focal point in architectural, townscape and cultural terms and marks the entry to the town centre on the approach from the north and west.

The north side of the street is part of the core shopping frontage and includes a mix of retail, restaurants, drinking and entertainment venues and other uses some with residential at upper levels. The frontage is of mixed character with modern and more traditional buildings of ranging forms and materials. The relatively low-rise nature of much of this part of the high street creates a sense of openness in the built form and street scene.

The section of the street within the framework area

is fragmented and detracts from the character and vitality of the town centre. Pastiche industrial high brick retaining walls, inactive frontages interrupted by wide vehicular access roads; vehicle dominance created by the petrol filling station; and associated traffic management all combine to result in a poor quality of place.

The entry road to the framework area is designed for vehicles and is uninviting for pedestrians and cyclists. The hard surfaced environment includes only a narrow pavement passing under the railway and with a relatively steep incline. There are no sight lines in to the area towards the Morrisons or the entry to Juniper Crescent and the area has an unwelcoming feel.



## FRAMEWORK OBJECTIVES: CHALK FARM ROAD ROAD

New development creates a significant opportunity to radically enhance this important part of Camden Town Centre and create an inviting gateway to existing and new neighbourhoods. Development in this area will be expected to:

- Create an engaging high street frontage on Chalk Farm Road south side and the access road. This should include an active frontage with new commercial uses at ground floor level that interact with the street and add to the character, diversity and vibrancy of the town centre. Uses should draw on the particular character of this part of the town centre.
- Significantly enhance the public realm creating a welcoming, safe and attractive environment.
- Improve the environment for pedestrians and cyclists and improve the capacity and safety of the junction, which is likely to remain the main access point to the area. This should also include the creation of clear attractive and safe routes and cycle lanes, improving junction arrangement and safety, diminishing vehicle dominance and if possible reducing the land required for the petrol filling station.
- Facilitate new access to Chalk Farm Road, if larger scale redevelopment options for Juniper Crescent and the Network Rail site

come forward. This access could be under or over the railway provided that it creates an attractive and safe connection. Subway-like environments would be discouraged, appropriate landing space would need to be provided and residential amenity, topographical constraints and viability considerations will be taken into account.

- All routes must be designed to provide attractive, safe and legible connections. This must include good levels of natural surveillance, linked by appropriate uses and levels of activity and should seek to protect the amenity of residents.
- Take the opportunity to enhance the setting of the Roundhouse, the Stables market and the listed historic wall. This could include the creation of enhanced public realm, widening of pavements and improved relationship with surrounding buildings. Development should also be sensitive of important local views.
- Be of high quality building design that is appropriate to its high street location and draws on the special character of this part of the high street and its historic context. Particular consideration will need to be given to the level of enclosure created by any development, ensuring that it is sympathetic to the surrounding urban form and character and the listed wall.





## AREA 2: MORRISONS

This part of the framework area comprises the Morrisons supermarket store and its associated car park, built in the 1990's. The supermarket sits on the raised land of the former goods yard, above the level of Chalk Farm Road. It is accessed by vehicles via the railway underpass from Chalk Farm Road in the north, and a pedestrian and cycle connection to Oval Road in the south.

The existing supermarket provides an important local retail function with a wide catchment. However, the use of the site is low intensity by current standards and the built form is incongruous within the wider townscape.

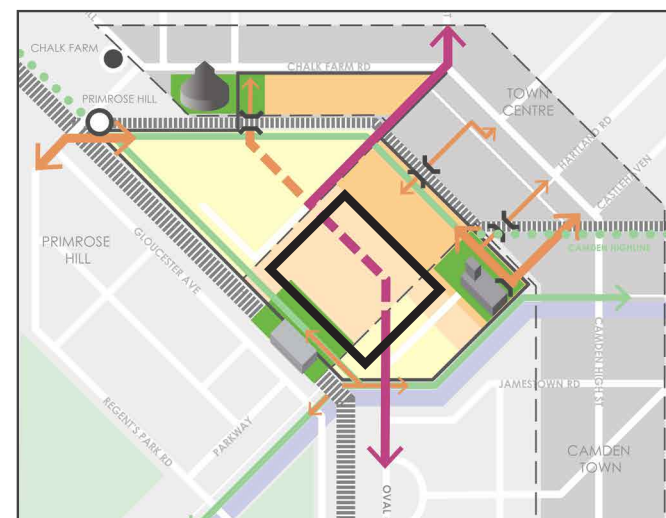
The raised location and limited accessibility gives the area the feel of an 'island site', which is disconnected and isolated from its surrounding neighbourhoods. The environment is generally hard paved, designed for vehicles, with hard surfaces, steep levels and barriers creating a challenging environment for pedestrians. Whilst the supermarket generates activity, parts of the area are secluded leaving it vulnerable to anti-social behaviour.

## FRAMEWORK OBJECTIVES: MORRISONS

The Morrisons area represents a major opportunity to create an exciting new mixed use neighbourhood within the Camden Town Centre. It is desirable to retain the existing retail whilst intensifying the land use to a level appropriate to the location and delivering a range of new homes, jobs and other facilities.

Development in this area must:

- Provide a successful new mixed-use neighbourhood that builds upon and adds to the special character of the area.
- Provide a significant number of new homes, including affordable homes on-site. Housing should include a range of unit types and tenures and provide a high level of amenity to all residents in accordance with policy.
- Provide a mix of commercial space that adds to the diversity and vitality of Camden Town Centre and provide jobs and opportunities for local people. This should include the retention/re-provision of a supermarket/ local retail and a mix of other uses suitable to the areas' status as a 'sensitive frontage'.
- Create a character of its own built on local context. Original design of the highest quality is encouraged but development must also be contextual with its setting, particularly where it meets with existing neighbourhoods, where



a comfortable transition should be provided. Development should make sense of its history as a Goods Yard and should feel like part of Camden.

- Integrate the area with its surrounding neighbourhoods through its form and connections, removing the 'island site' feel of the area.
- Provide an attractive and inviting gateway to the new neighbourhood from Chalk Farm Road, addressing the inactive frontage of the car park retaining wall.
- Provide high quality public realm and a range of open spaces and community facilities on-site and in appropriate locations that offer substantial benefits to existing and new communities.
- Provide new attractive, safe and legible pedestrian and cycle routes. This should include level access routes that innovatively address level changes, an extension of Oval Road and a spine route future-proofed for continuation towards Juniper Crescent and the Network Rail site, green routes along the railway edges and dedicated cycle routes that connect well with the wider network.
- Facilitate onward connections that support the strategic pedestrian link between the new neighbourhood and Camden Lock Place in a way that protects residential amenity.

- Retain or re-provide bus stops and facilities. If re-provided, the location and nature of bus facilities should be convenient and designed to avoid adverse impacts on residential amenity and should have no major impacts on bus journey times.
- Take opportunities to enhance the setting of listed assets including the Roundhouse, the Interchange and the Stables complex and seek to deepen and spread appreciation and interpretation of the areas' historic significance. This should include optimising local views wherever possible.
- Consider its role within its existing context and potential future context (if development of neighbouring sites was to occur). This should include how the area can contribute to an inclusive wider neighbourhood.



## AREA 3: MARKET EDGE AND THE INTERCHANGE

This area includes part of the Morrisons car park where it adjoins Camden Stables and Lock Markets and the Interchange building.

The markets are located at Chalk Farm Road/canal level with the Morrisons carpark and access to the Interchange from the raised level above. Parts of the Stables market and the associated network of tunnels extend beneath the railway and the Morrisons car park. The main activity of the markets is contained within the lower Chalk Farm Road level, with offices and affordable workspace at the upper levels. There is an access staircase and lift with associated enclosure to/ from the markets located in the eastern corner of the Morrisons car park.

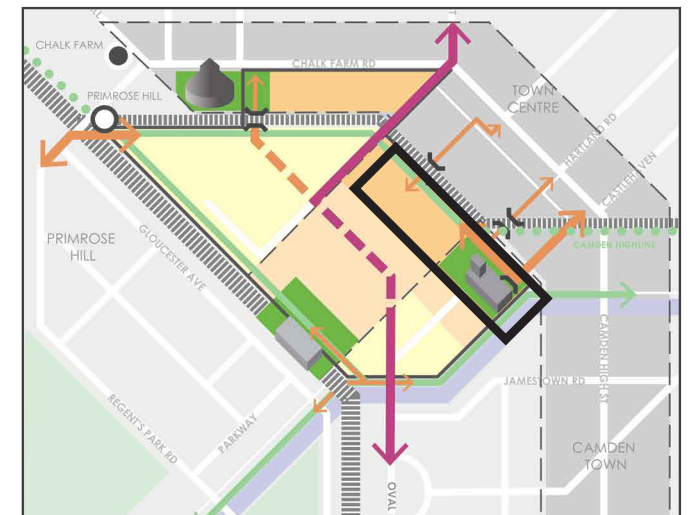
The Grade II listed interchange building has a prominent face onto this area. The building is currently in use as offices, accessed via a private gateway from Camden Lock Place. The building that houses Gilgamesh, a restaurant and entertainment venue, backs onto this area and uses it for servicing and taxis.

Planning permission was granted in 2015 for modifications and additions at Camden Lock Market to increase the commercial floorspace by just under 5,000 square metres. The proposals

formed part of a wider vision to make the market more appealing to locals, londoners and tourists and were aimed at improving the existing historic buildings, providing new market spaces and improving accessibility and routes. The proposals include the conversion of the lower levels of the Interchange building in the canal basin into a restaurant and exhibition space.

The privately owned area around the Interchange building is currently unattractive. Uneven surfaces, satellite dishes and substations, informal parking and vehicle movement, poorly maintained cobbles and the unattractive staircase enclosure leading to the markets combine to detract from the setting of the listed building. Servicing takes place in this area along with taxi pickups, which have been reported to cause disturbance to neighbouring residents.

The area currently serves as the back of house for the markets and the Interchange and is at the far corner of the Morrisons car park. However, if development of the surrounding areas comes forward the context of this area will considerably change.



## FRAMEWORK OBJECTIVES: MARKET EDGE AND THE INTERCHANGE

The market edge and the Interchange represent a strategically important opportunity to connect the framework area with the Town Centre.

Development in this area will be expected to:

- Enable a public pedestrian route between the new neighbourhood in the framework area and the Town Centre via Camden Lock Place; providing additional access options for residents, workers and visitors.
- Reconfigure the stepped area beside the Interchange to allow for the new route and create of an appropriate landing space and onward route within the new neighbourhood.
- Create a route that is designed to be open to the sky, with clear and inviting sight lines. There should be no secluded areas, and have good levels of natural surveillance and linked by appropriate uses and levels of activity. The route should seek to protect the amenity of residents.
- Provide a new lower level connection(s) via the Stables market which would add to the network of tunnels, spaces and sense of discovery, characteristic of the area.
- Cultivate a mixed use environment that builds on the alternative, creative and cultural character of Camden Town. This should add to the vitality, diversity and offer of the Town Centre, for example through provision

of affordable workspace, light industrial workshops, space for small-scale creative industries and spaces for growing businesses.

- Provide new uses that are compatible with nearby residential and a clear transition of uses between the core of the town centre and the new neighbourhood.
- Be informed by the historic significance of the area as a Goods Yard. New and adapted buildings should respect and enhance the setting of listed buildings and structures.
- Work with the historic layering of the site, considering how this relates to its historic use and the activities on the site today. Measures to further enhance or reveal the historic significance in this area are strongly encouraged.

### **The interchange and surrounds:**

- Development is an opportunity to significantly enhance the setting and public realm surrounding the Interchange building.
- Reactivating the area around the interchange to provide a more welcoming and attractive front-facing environment. This should include active frontages and appropriate ground floor uses in existing and new buildings.
- Support the route between the new neighbourhood and town centre.

- Creation of new public open space. The space should provides an improved and appropriate setting for the interchange building and provide amenity space for residents, workers and visitors.
- The new space should respect the historic significance of the interchange and surrounding stables complex and seek to deepen appreciation of the area's historic significance.
- The new public space must be designed to provide a safe, attractive and inclusive place for amenity. It must be well overlooked, designed without secluded areas, foster a sense of ownership and provide a level of activity that creates a safe environment.
- Redesign and relocation of the market access staircase/lift and associated enclosure, to provide a new attractive and integrated access point.
- Significant reduction of vehicle movement and parking and rationalising street furniture.
- Lessen the impact of level changes at the car park level and explore options for making uneven surfaces more accessible and inclusive.
- Removal of satellite dishes (if no longer required).

## AREA 4: GILBEY'S YARD AND REGENT'S CANAL

Gilbey's Yard is a brick built postmodern housing estate built in the 1990's. It comprises 3-4 storey socially rented flats and houses arranged in rows parallel to the Regent's Canal with cobbled yard space in between. There is a small public playground and viewing area facing onto the canal. The density of homes at the estate is relatively low for the location, but the accommodation is understood to be in reasonably good condition.

The building at 30 Oval Road faces onto the canal and the yard. This building was substantially redeveloped following planning permission in 2009 and comprises 70 flats with offices at ground and basement levels.

There is a wealth of subterranean heritage below the yard, including the former horse tunnels linking through to the stables and the Winding Vaults. The privately owned cobbled yard links through to the Interchange building.

The public realm in the yard is largely car dominated, with informal parking, uneven surfaces, damaged cobbles and protruding bin stores contributing to a cluttered pedestrian environment. Being located close to the town centre and the towpath, the cul-de-sac like arrangement makes the area secluded. The yard is in frequent use by servicing vehicles catering for the Lock Market, the Interchange Building and the other properties

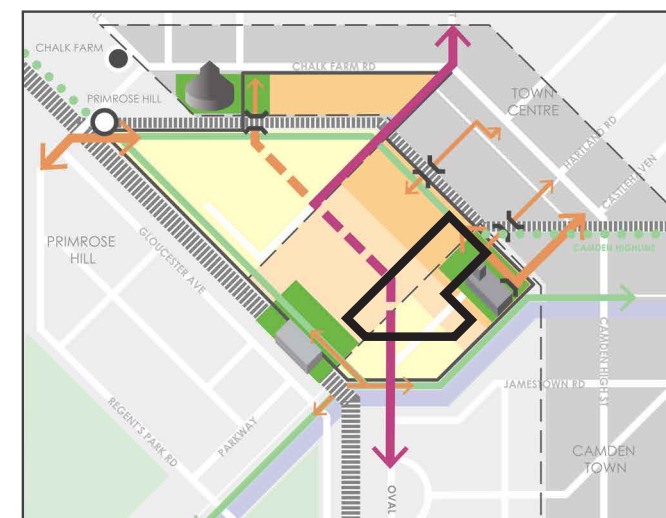
in the area. The area is also reportedly used for taxi collections. Anti-social behaviour is an issue in the yard, which causes a nuisance for existing residents.

Oval Road is the main route connecting to the south of Gilbey's Yard. This area has the more traditional street pattern of the Camden Town Conservation Area. To the south there are long views towards the BT Tower. Oval Road bridges the canal to meet the yards to its north. The road comes to an abrupt end at Gilbey's Yard with only a very narrow pedestrian and cycle link continuing between the Gilbey's Yard properties into the Morrisons car park.

The canal today is an important area for recreation, biodiversity, tourism and cultural activities. It has important links to the areas heritage and is an important part of the sustainable transport network, particularly for pedestrians and cyclists. The north bank of the canal is raised, in association with the areas industrial past where goods were transferred between the railways and the canal.

This part of the canal is predominantly residential, with the more commercial Camden Lock a short distance to the east. Buildings fronting the canal are typically robust industrial style buildings with large footprints and heights up to seven storeys, some with additional recessed upper levels.

The Richard Siefert designed Pirate Castle is located at the bridge over the canal. This important local community facility has been based in the area for 50 years and offers a range of activities for young people and the community associated with the canal.



## FRAMEWORK OBJECTIVES: GILBEY'S YARD

At Gilbey's Yard, the Council will support measures to improve the relationship of the estate with its surrounding environment and where possible deliver additional homes.

The general approach to existing estates in the framework area is set out on page 29. Development within the Gilbey's Yard area will be expected to contribute towards the following key objectives:

- Respond to the robust industrial character of the historic canal environment and architecture.
- Provide for a continuation of Oval Road through the yard and into the Morrisons site for pedestrians and cyclists, creating an important connection to the southern part of the framework area and connecting with surrounding communities.
- Knit into the surrounding urban grain, help integrate the framework area with surrounding areas and provide a comfortable transition from existing neighbourhoods into new.
- Development should significantly improve the environment of Gilbey's Yard, including the removal of informal parking, the rationalisation of street furniture such as bin stores, improved accessibility for all, general maintenance and repair works (including damaged cobbles). Development proposals will need to be

accompanied by parking and public realm management plans.

- The environment should promote community safety through good design and natural surveillance. The area should have a clear hierarchy of public and private areas and secluded areas and dead-ends should be removed or addressed to minimise opportunities for anti-social behaviour.
- Development should include improved servicing arrangements, so that they minimise impacts on residential amenity.
- Improve the open space and facilities for children's play, this could also include quieter open space areas. Door-step play is particularly important given the concentration of family housing.
- Preserving and enhancing heritage features above and below ground. Taking opportunities to connect with the heritage of the area for example by enabling the winding vaults to be opened to the public.
- Consider the role of the estate in its existing context and potential future context (if development of neighbouring sites was to occur). This should include how the estate could be adapted to form part of an inclusive wider neighbourhood.



## FRAMEWORK OBJECTIVES: REGENT'S CANAL

Key priorities in the canal area include preserving and enhancing the setting of the canal and improve public accessibility and enjoyment. This should include:

- Responding to the historic significance of the area, including the change in levels and towpath retaining wall.
- Development should be set back from the immediate towpath edge and retain a publicly accessible frontage onto the canal (unless there is a reasonable justification for not doing so).
- Creating a new level access to the canal towpath to the southwest corner of the Gilbey's Yard estate. The route should provide a safe and attractive environment and could connect with objectives for the winding vaults.
- Improvements to the existing public access steps to the canal from Oval Road beside the Pirate Castle.
- Preserve and enhance the status of the canal as a waterbody, area for biodiversity, recreation and sustainable transport.
- Supporting opportunities for the use of the canal for freight and spoil traffic during construction works.



## AREA 5: JUNIPER CRESCENT

Juniper Crescent is home to an established residential community. The estate comprises 3-4 storey socially rented flats and houses arranged around a central courtyard. There are a high proportion of larger 3-4 bedroom units, many of which benefit from private gardens and some have on-site parking spaces. There are four wheelchair accessible flats and two disabled accessible houses, plus a small number of other specialist units.

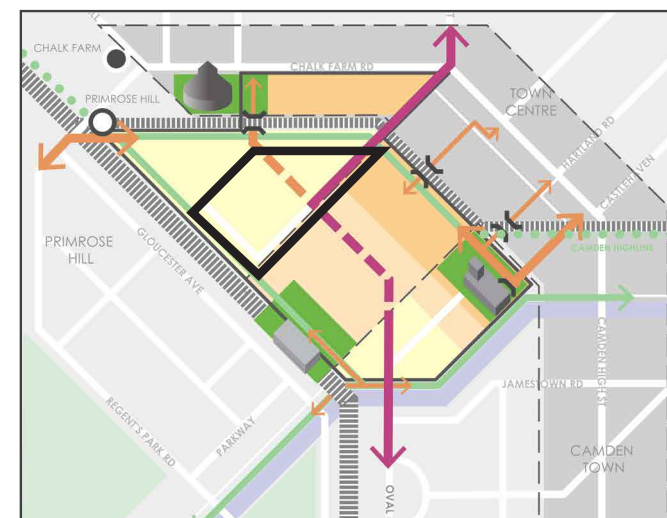
The estate was built in the 1990's and the accommodation is reported to be in reasonably good condition. By contemporary standards the density of homes on the estate is low for the location. Within the crescent there is an open space and children's play area for residents' use. Residents report that there is generally a good sense of community and the estate has a recently formed and active Tenants and Resident's Association.

Currently Juniper Crescent is a standalone estate, neighbouring the Morrisons site to the southeast and the unbuilt Network Rail site to the north. The estate is physically separated from the surrounding areas by the railways, and this is exacerbated by the significant level changes, which means the estate sits approximately 6m above the level of Chalk Farm Road.

The estate relates poorly with its surroundings with the inactive frontage of the high retaining wall characterising its relationship with the town centre and the access road. The estate faces inwards with most residential entrances accessed from the inside of the crescent. The internal area of the crescent serves many functions including open space, residents parking, bin stores and walled/fenced areas around private gardens. These elements often obscure the residential entrances.

Security gates and railings were retrofitted to the estate 2006 to respond to concerns regarding anti-social behaviour.

The context and setting of Juniper Crescent will change considerably if redevelopment of the neighbouring Morrisons and Network rail sites are bought forward. With increased built density and levels of activity on both sides, the character of the area would change.





## FRAMEWORK OBJECTIVES: JUNIPER CRESCENT

At Juniper Crescent, the Council supports measures to improve the relationship of the estate with its surrounding environment and where possible to deliver additional homes.

The general approach to existing estates in the framework area, is set out on page 29. Development within the Juniper Crescent area will be expected to contribute towards the following key objectives:

- Improve the relationship of the estate with surrounding areas, providing a more outward facing and inclusive environment that supports balanced and sustainable communities.
- Provide active frontages onto the main streets and areas, creating a more welcoming environment.
- Consider introducing small-scale commercial units such as workshops, retail or community facilities onto main street areas.
- Provision of safe and attractive routes, connecting with surrounding areas and improving accessibility. This should include the potential for a continuation of a route connecting with the Primrose Hill Station footbridge. In order to unlock development potential in this less accessible part of the framework area, larger scale redevelopment

options must include new accesses to/from Chalk Farm Road.

- An environment that promotes community safety through good design and natural surveillance, removing the need for more invasive measures such as gates.
- Improve the open space and facilities for children's play, this could also include quieter open space areas. Door-step play is particularly important given the concentration of family housing.
- Preserve the setting of the Roundhouse and where possible enhance its setting.
- Consider the role of the estate in its existing context and potential future context (if development of neighbouring sites was to occur). This should include how the estate could be adapted to form part of an inclusive wider neighbourhood.



## AREA 6: RAILWAY EDGE

The railway edge to the south west of the framework area includes the large roundabout, the access road to the Network rail site and the service road to the existing Morrisons. It includes the fenced/ walled area onto the railway siding and is the location of the subterranean grade II\* Listed Winding Vaults. It extends through private land at the rear of the Morrisons and along the western edge of the properties on Gilbey's Yard to a closed gate at the canal towpath.

The West Coast Mainline divides the area from the neighbouring streets of Primrose Hill. Some of the houses of Juniper Crescent face outwards on to the access road closest to the Network rail site entrance. Part of this area including the street and roundabout is safeguarded for HS2. There is a view from the area near the roundabout north west towards the spire of St. Saviour Church, which is a grade II listed building in the nearby Eton Conservation area.

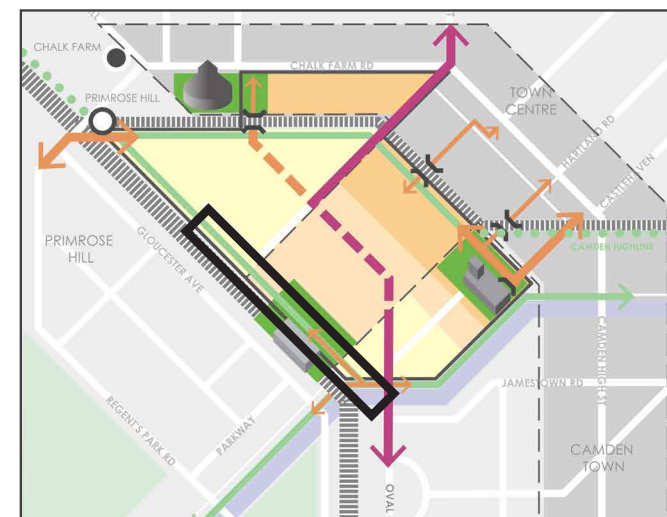
This area currently serves as the back of the area and it is used mainly for vehicle access, with the roundabout taking up a large area.

## FRAMEWORK OBJECTIVES: RAILWAY EDGE

This area closest to the Railway should provide an attractive, accessible and safe environment that takes advantage of its south-westerly aspect. Development in this area must:

- Provide a well-designed southwest frontage, which adds interest to the townscape and roof profile from views across and from the railway. Development should seek to preserve or enhance the setting and views from the nearby Primrose Hill Conservation Area.
- Create an active frontage and safe environment with good levels of passive surveillance active uses at ground floor level to ensure the area by the railway feels well used and safe.
- Facilitate the refurbishment and re-use of the Winding Vaults space and their opening to the public. This should include suitable access arrangement and could include the creation of an open public space.
- Provide a green pedestrian and cycle route along the railway edge connecting from the existing opening on the canal towpath through to the Primrose Hill footbridge. Subject to heritage and topographical considerations, preference will be for a level access route in this location.

- Reduce the area required for the roundabout and future-proof for its potential removal.
- Provide a possible biodiversity corridor that could link the Regent's Canal and Adelaide Road Nature Reserve (both existing SINC's). Food growing or other community focused activities may also be suitable in this area.



## AREA 7: NETWORK RAIL SITE AND PRIMROSE HILL STATION

The Network Rail site is a rail servicing and storage area, which is safeguarded for use as a HS2 construction compound until 2033. Prior approval was recently granted for the erection of a two storey temporary site office until September 2026.

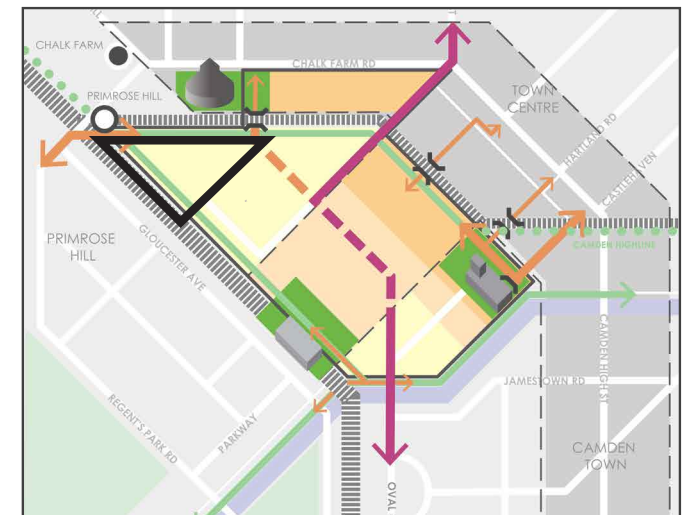
It includes the former Primrose Hill Station and associated platforms and track. The station building faces on to the Primrose Hill footbridge and is commercially let.

### FRAMEWORK OBJECTIVES: NETWORK RAIL SITE AND PRIMROSE HILL STATION

The Network Rail site represents a strategically important opportunity to connect the framework area with Primrose Hill and complete an integrated neighbourhood. Development in this area will be expected to contribute towards the following key objectives:

- Encourage the development of the area for residential led-mixed use.
- If a proportion of the land continues to be needed for railway operational purposes, this should be limited to the minimum area required and should be designed as part of an integrated mixed use scheme that contributes towards the framework objectives.

- Development must increase the accessibility of this isolated area, including the creation of a new pedestrian/ cycle access on to Primrose Hill footbridge.
- Future-proofing to allow for the potential re-opening of Primrose Hill Station for passenger services, if this became a desirable and viable prospect in the future. If development was to coincide with the re-opening of the station, a more commercial mix of uses could be considered.
- Provide a continuation of routes and green/ biodiversity corridors.
- If major redevelopment is not forthcoming in the short to medium term, interim pedestrian and cycle links should be provided where possible.
- Preserve or enhance the setting and views of listed buildings including the Roundhouse and St. Saviours Church.



# 5 Future-proofing

## FUTURE-PROOFING AND DELIVERY

The framework area includes sites that are in multiple land ownerships. If development comes forward, it is likely that this will be in the form of separate proposals and planning applications for each ownership area. It is also likely that this will come forward at different times over an extended time period.

Ownership	Current status	Potential development timeframe
Camden Lock Market	PP granted, works expected to start 2016/19	Short-medium term
Morrisons and PFS	Planning application submitted	Short-medium term
One Housing (Juniper Crescent and Gilbey's Yard)	Beginning option appraisals process	Medium term
Network Rail Land	Safeguard for HS2 construction compound until 2033	Short-long term

The best outcomes for Camden Goods Yard and surrounding communities will only be achieved through a holistic and coordinated approach. This framework sets out strategic objectives for the area, which each landowner will be required to integrate into any future development scheme.

Each development proposal will be required to stand alone in meeting policy requirements and obligations in their own right.

In addition, landowners will be expected to work together to achieve the optimal regeneration outcomes and future-proof for wider development beyond individual site boundaries.

There is a need for development to consider and respond to both the existing and potential future context within adjoining land ownerships. It should also consider how existing areas and new development can contribute towards an inclusive and cohesive wider community. Further details are provided on the approach on the next page.

### Planning contributions

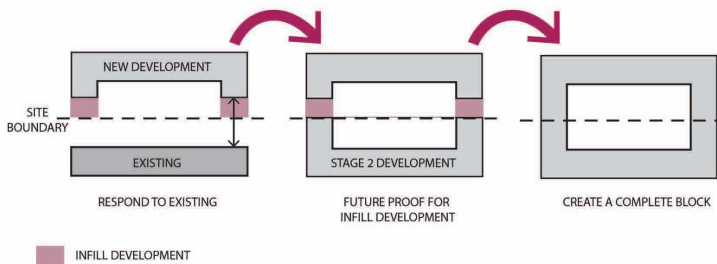
New development proposals should be sufficiently supported by infrastructure which addresses the impacts of development. Under the current system, CIL payments and Planning obligations secured through Section 106 agreements will be required for most developments in the framework area.

The Council sets out its approach to the CIL and Planning Obligations in the CIL Charging Schedule, Supplementary Planning Guidance, the Local Plan and supporting documentation. The CIL Regulation 123 list defines the strategic types of infrastructure projects to which CIL funding can be applied, including improvements to schools, community infrastructure, parks and sports pitches, health projects and transport infrastructure.

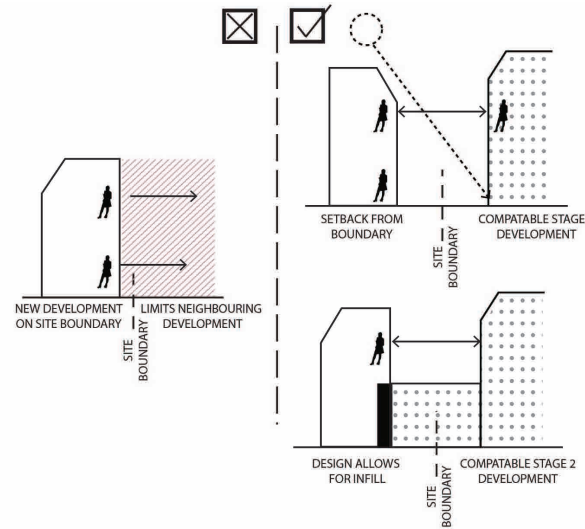
In Camden, 25% of CIL is to be spent in the local area and CIL Priority Lists set out the priorities in each ward. Given the potential scale of development in the framework area and the significant amount of local CIL this could generate, a review of the local priorities in this area will be required. Priorities will be taken forward in partnership with ward members and the local community.

**Developers should submit evidence that future-proofing measures have been incorporated. This may include evidence of the following:**

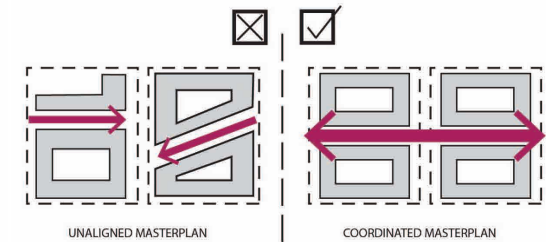
Proposals are compatible both in terms of the existing site context and a range of feasible future development scenarios for neighbouring sites. This may include master planning across ownerships and boundaries.



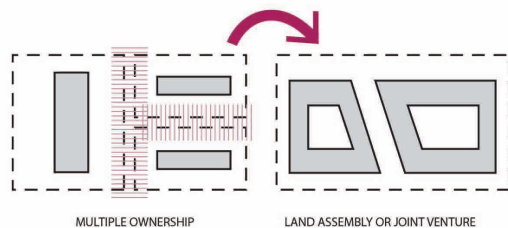
The future development of neighbouring areas will not be prejudiced (so far as reasonably possible). Development of an interim or temporary nature should generally be avoided.



Coordinated master planning and future-proofing of key routes, connections, open spaces, views, public transport facilities and other aspects of development as required.



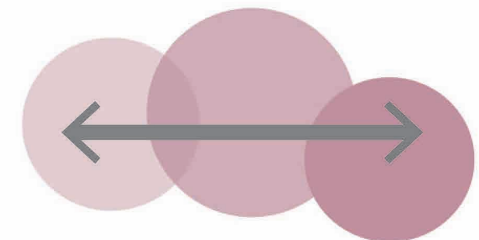
Where land transfer/ assembly or joint delivery could achieve enhanced capacity or regeneration outcomes, that this has been considered. Benefits from multi-site proposals may be secured through a legal agreement.



Phasing is coordinated across ownerships to minimise disruption to local communities and to support delivery.



Implementation plan with agreed timeframe and means of delivery demonstrating how elements requiring collaboration across ownerships will be delivered. Plans may be secured through a legal agreement.



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