

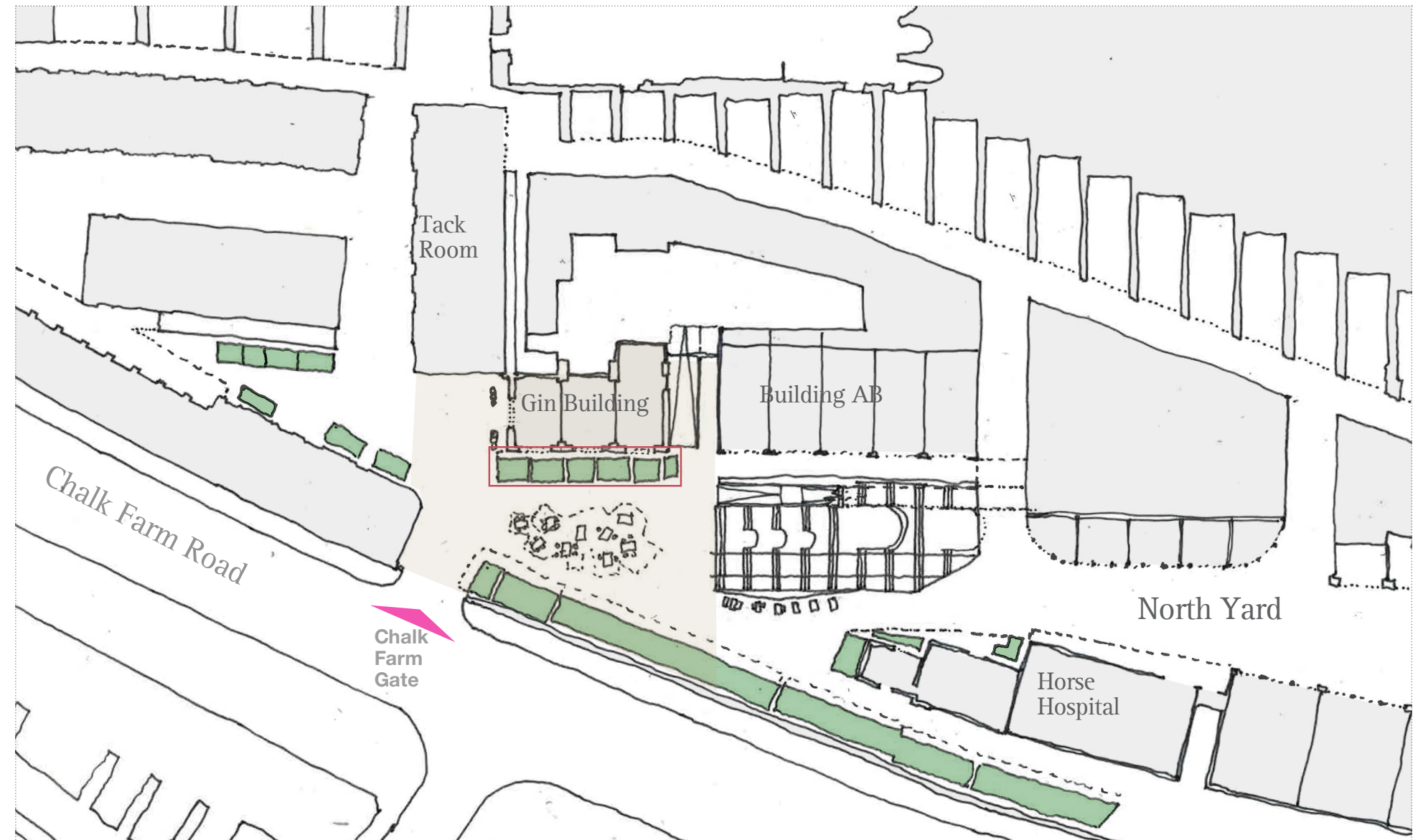
## 2.3 Existing Layout & Use

Poor quality signage highlights the main entrance to Area 05 from Chalk Farm Road. The Gin House and Tack Rooms form a historic backdrop to market activity.

Food stalls line the Gin House and the boundary wall to Chalk Farm Road. The food stalls are used as hot food takeaways, which has a Class A5 Planning Use classification.

The ground floor of the Gin House, located outside the planning boundary provides a Class A1 retail entrance to the basement area currently let by Cyberdog.

Until recently, there were a number of poor quality food stalls situated outside the Gin House (see images on opposite page). This planning application seeks to replace the unattractive stalls which were demolished only very recently in June 2016.





## 2.4 Constraints and Opportunities



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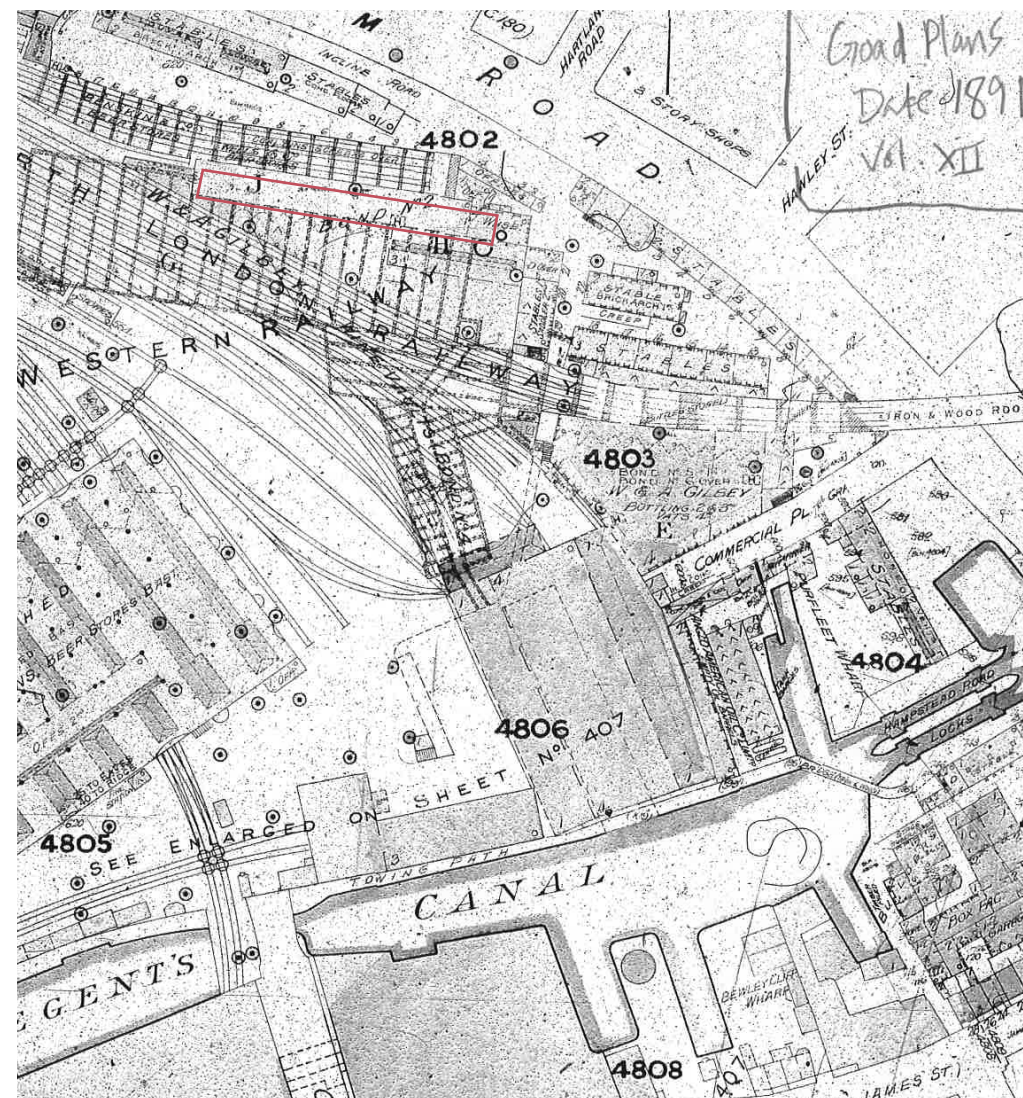
01. Recently demolished food stalls in front of the Gin House were of ad-hoc and poor construction, with uncontrolled signage creating visual obscurity and clutter.
02. Public seating in front of the Gin House is sporadic, with limited canopy coverage, creating visual clutter and reducing circulation space at a key public intersection point for visitors entering from Chalk Farm Road Gate.
03. Construction, signage and furniture is poorly fabricated and in varying degrees of disrepair.
04. As a key entrance and orientation space, visual 'clutter' makes navigation difficult.
05. A key location to set the quality for future architecture and retail.
06. Original cobbled granite sets should be protected by reducing impact of new constructions





### Gilbey's No. 2 Bond and the Gin House

Gilbey's No. 2 Bond was a narrow four storey warehouse built in the mid-1880s, in between the elevated 1846-7 vaults and the now demolished c1856 coal drop viaduct. The building was mostly demolished in 1985, apart from a short section at the east end renamed commercially as the "Gin House", subject of this application. The building is a positive contributor to the Regent's Canal Conservation Area.



Historic Map with Gilbey's No.2 Bond indicated  
Plans dated 1891



Gilbey's No. 2 Bond (Gin House to left).  
Photograph taken 1975

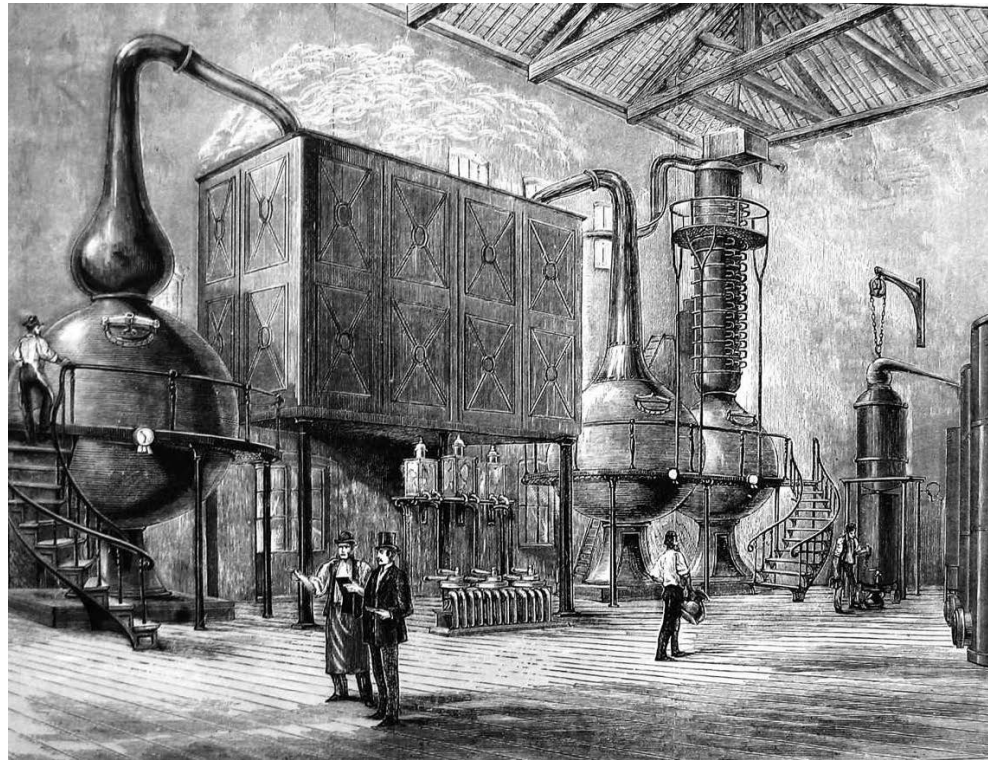


Gin House (Post demolition)  
Photograph taken 1992



End Elevation Gin House & Tack Room  
Photograph taken 1975





**Historic Image**  
 Illustration of Gilbey's Distillery

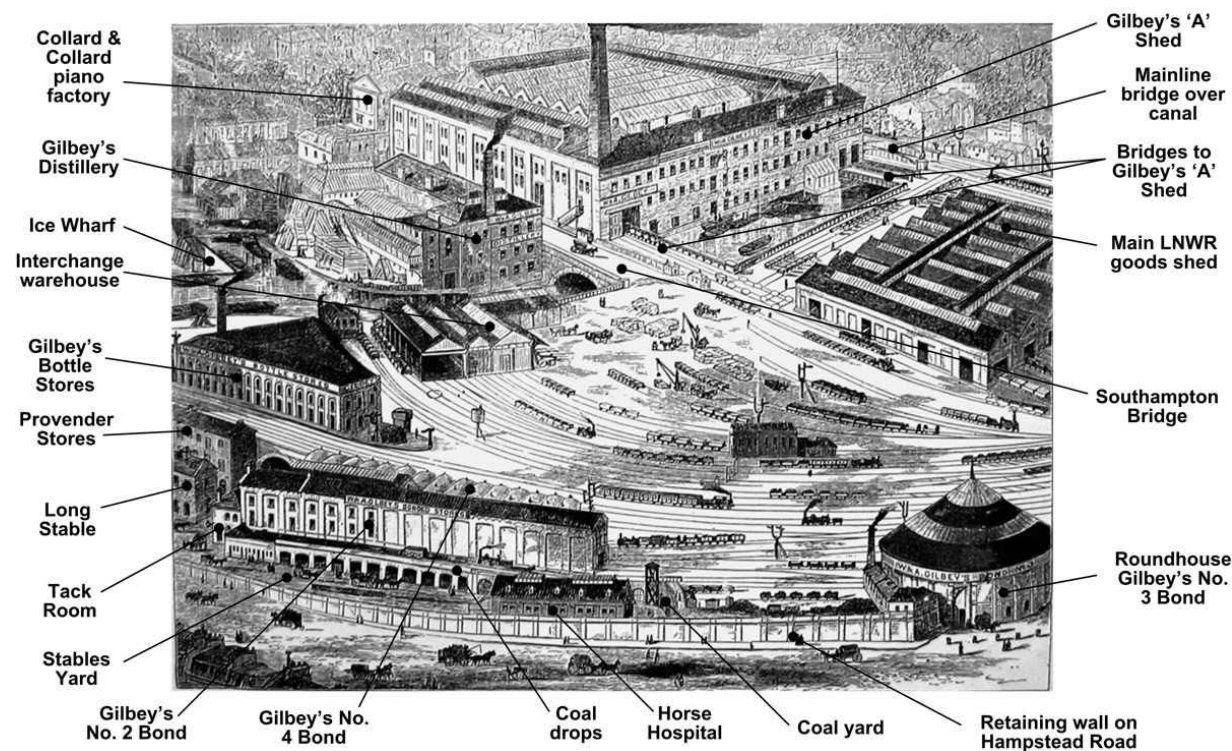
## 2.5 Site History

The application site is part of the Stables Market, set within the Regent's Canal Conservation Area.

The Regent's Canal Conservation Area, originally designated in 1974 due to its unique character, was extended in 1981 to include the Stanley Sidings and the Stable Buildings.

*"It is an important feature of historic and visual interest in the wider townscape and, following the decline of traditional canal-related commercial activities, has been increasingly recognised as a valuable resource for water-based leisure activities, for its tranquil seclusion, for its ecological value and its potential for transportation and informal recreation" (Regent's Canal Conservation Area Appraisal and Management Strategy, adopted 11 September 2008, pp.5).*

The complex of multi-storey stables that give shape to the Stables Market was developed by the London and North Western Railway Company (LNWR) from 1854. The horses stabled here supplied much of the power for the large LNWR goods yard at Chalk Farm.



**Historic Image**  
 Illustration of Camden Goods Yards, including  
 Gilbey's No. 2 Bond

### W&A Gilbey Ltd, Wine & Spirit Merchants

In 1857 W&A Gilbey Ltd started in the retail wine and spirit trade, importing South African wines, from a small retail business in a basement in Oxford Street, London. Within 15 years of the firm's establishment sales had risen to over nine million bottles a year. In 1895 W&A Gilbey began to distill gin and Gilbey's Gin became a well-known brand.

Its premises in Camden covered a floor area of 20 acres (8 hectares) with the bottle and bonded warehouses capable of storing 800,000 gallons<sup>1</sup>. By the turn of the century W&A Gilbey was the largest distributing company in the UK.

*'The heart of Stables Market was previously a part of the Camden Goods Yard and a large area was occupied by warehousing for W. A. Gilbey's wines and spirits from the mid-19th century. The remaining buildings on the site comprise the stables for railway horses known as Stanley Sidings [...], a later block of 1883-85, and the surviving bonded warehouse, Gilbey's No.2 Bond, built c.1885' (Regent's Canal Conservation Area Appraisal and Management Strategy, adopted 11 September 2008, pp.17).*

W&A Gilbey Ltd was diluted as a family company in 1962 when they merged with United Wine Traders to become International Distillers & Vintners. The firm was taken over by Watneys in 1972, and subsequently taken over by Grand Metropolitan in the same year.

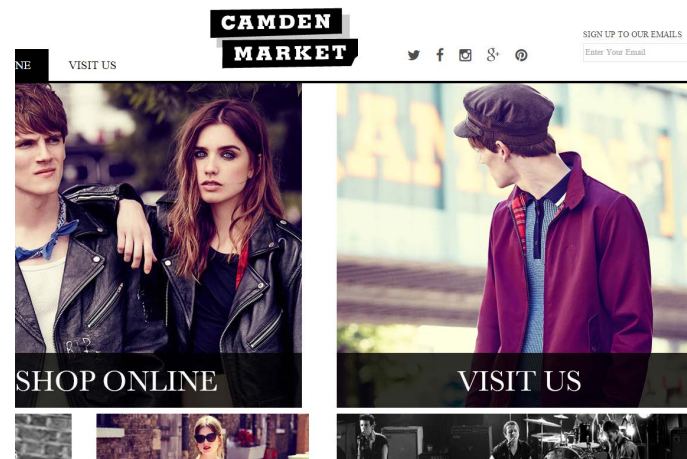


## 2.6 Market Character

The Market now offer a wide range of activities and services to the general public. In particular, the market celebrates its independent, alternative unique style with long-standing tenants such as The Modfather in North Yard and Cyberdog underneath the Gin House.

Music and record shops are common, alongside vintage clothes stores and a growing collection of independent food retailers.

Camden's industrial heritage is continued through the Half Hitch Gin Distillery.







## 2.7 Design Brief & Objectives

Market Tech Holdings Limited acquired the various markets in Camden with a view to enhancing the unique character of this area, and reinforcing the markets as the cultural hub of Camden Town. Market Tech also recognise the value in the historic setting of these markets and see this an opportunity to maintain differentiation between the individual markets and their character areas.

With the markets under a single ownership their are opportunities for improved connections and better legibility. Access between the different markets is available where once invisible ownership boundaries divided the public realm.

The Applicant would like to establish Camden Markets as a major London landmark that attracts a wider community. In doing so, the wider refurbishment and sensitive new build elements seek to create attractive places for locals, Londoners and tourists alike. The markets will embrace all ages and work throughout the day from morning to night and offer a mix of activities that are embraced by its local community.

As the first application specifically for the Stables Market, not related to the listed buildings, the brief for the food stalls is simple and clear. The design should provide adequate space for traders to offer a quality product and have an architectural sensitivity that respects the historic setting whilst providing a high quality canvas for the activity of the market.

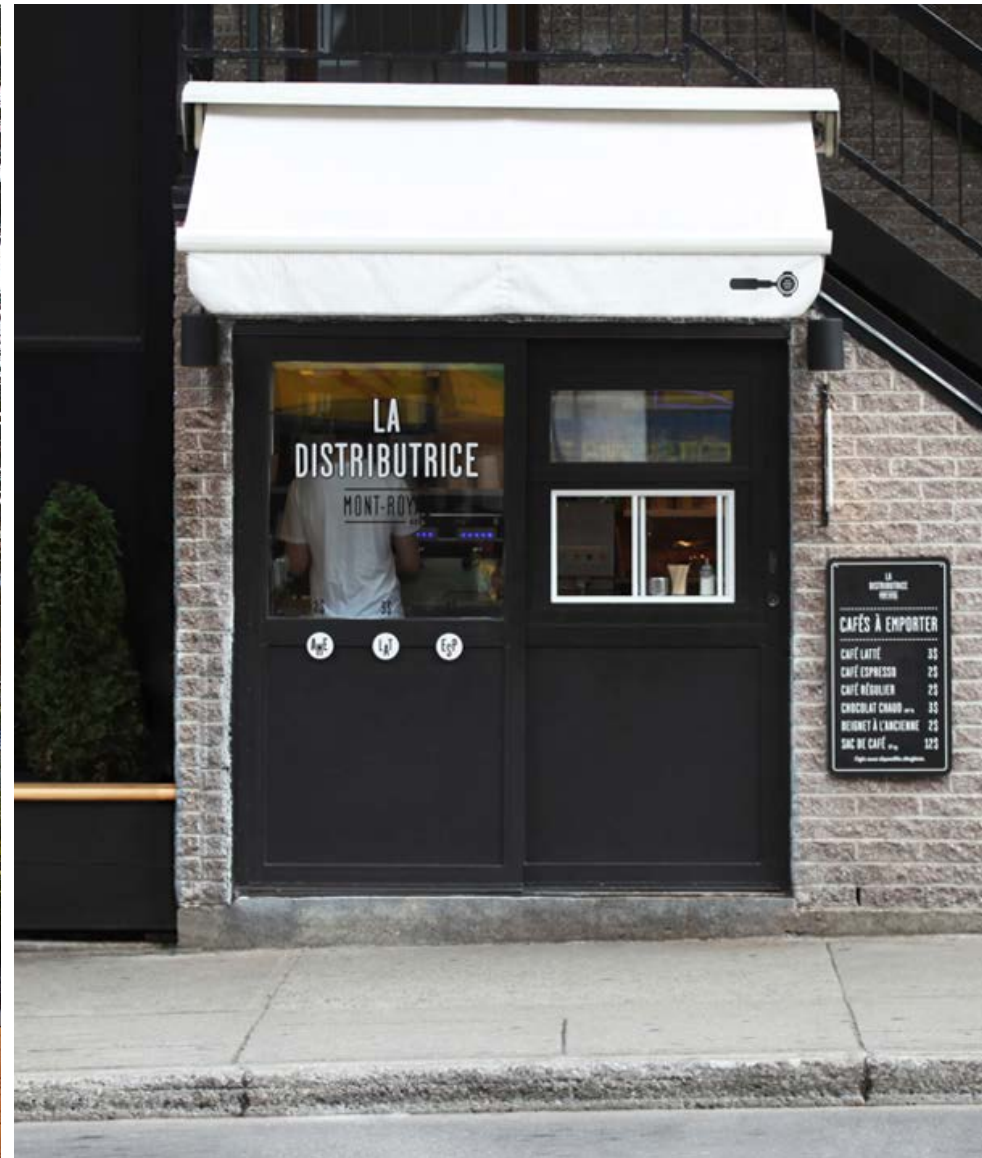
The brief sets out that the units are to have minimal impact on the historic fabric of the market including the granite setts of the ground plane public realm. The units are to line the blank wall of the Gin House and create an active frontage to this important entrance.

Also the units are to be modest in scale and have an architecture that reflects the robust industrial setting.





Interface



Servery



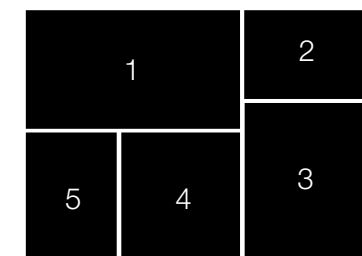
Robust Detail



## 2.8 Design Approach

The design for the eight food units is approached from the core principles of providing a robust, simple and ultimately functional module. The architecture should seek inspiration from an industrial aesthetic, in relation to the historic industry of the site, with a small palette of materials that compliant and enhance both the visitor and operator's experience.

The images to the left are given as precedent examples of ideas for materiality, form and scale, exploring how materials such as steel can interface with brick and timber.



1. Staggered frontage, Deklab Market, NYC
2. Painted steel & timber inserts. Ronan & Erwan Bouroullec's Kiosque, Paris.
3. Split-door servery hatch. GAC Cafe, Manifold Architecture Studio
4. Perforated display wall. Kropka Tiny Bar, Poland
5. Profiled timber door with painted signage



