

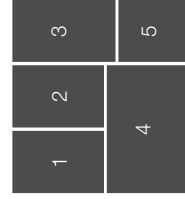
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## 3.0 Design Response

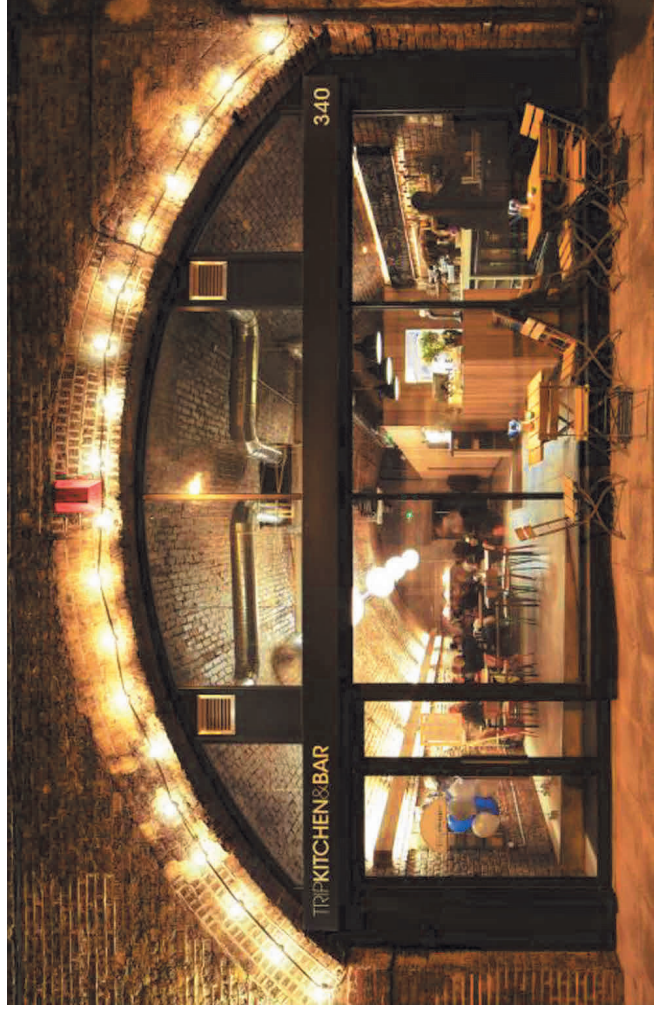
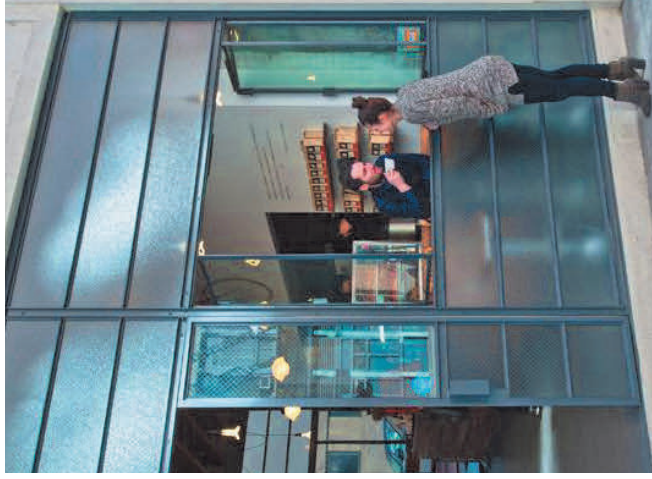
### 3.1 Project brief & scope

The key objective is to replace the existing facades along the Viaducts with more organised and aesthetically pleasing units, the design of which references the industrial heritage of the Camden Stables Market.

The ambition of the project is that the redesign of the frontages will re-animate the entirety of the walkway and bring a refined commercial and architectural approach that would become a common language throughout the wider Stables Market also.



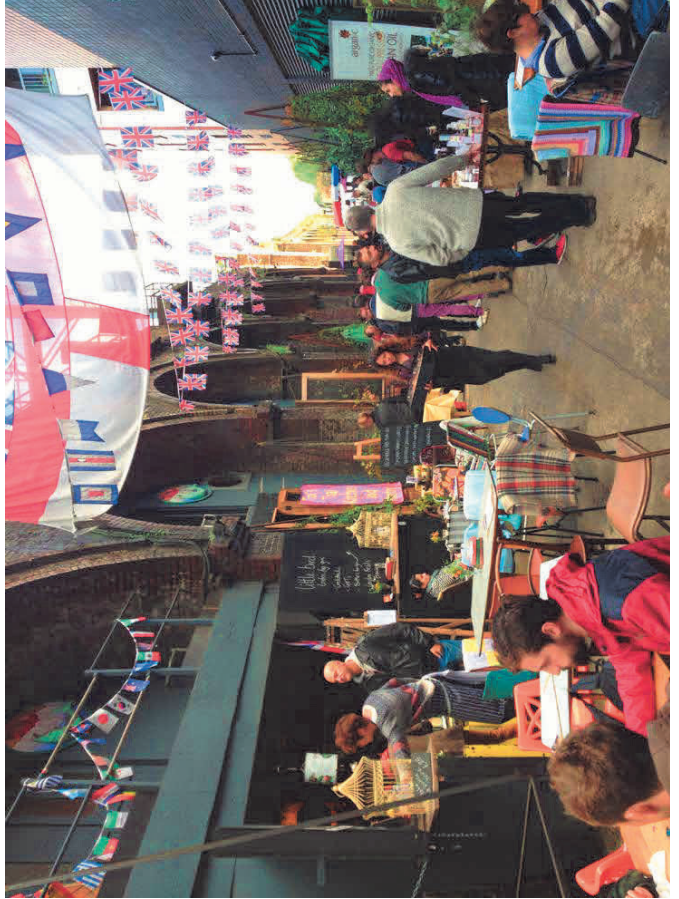
1. 'August No. 13', Wellington
2. 'GAC' Cafe, by Manifold Arch Studio, New York
3. Chinese Night Market
4. 'Aesop' Shop, New York
5. 'Beltgens' Fashion Shop, Maastricht





### 3.2 Area 6 Character

The design for the facades of the Viaducts fits into the overall strategy to re-establish the character of the Railway Viaduct Archway, aimed at providing a more unified frontage along the length, with clearly defined areas for signage. Designs should promote the visibility of the brick arches, which are currently obscured by signage, canopies and ad-hoc pieces of dilapidated structure (added by the tenants). The arches are a key defining feature of the Regent's Canal Conservation area, and unique to the market.



1	2
3	4

1. 'Arch7' granted planning permission in March 2017
2. 'Tozino' at Maltby Street Market, London
3. Maltby Street Market, London
4. I. J. Mellis Cheesemonger, Edinburgh

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### 3.3 Viaducts Arches Design Approach

The design proposal seeks to retain the vibrancy of the passage along the South face of the Viaduct, whilst establishing clear structural order and visual hierarchy.

The modest aesthetic of the new shop fronts that references the industrial heritage of the site, respects the historic setting of the Provender Store along the North face of the Viaduct.

