

2 Context

2.6 Conservation Areas

The project site is located within the Regent’s Canal Conservation Area and borders the Camden Town Conservation Area.

The historic industrial architectural landscape and railway features along the Regent’s Canal’s Camden section are of exceptional interest and quality. The surrounding townscape largely turns its back on the canal creating a distinct and tranquil space. The canal’s route generates constantly changing, picturesque views. A great variety and contrast in townscape elements, aspect, level, scale, orientation and in the nature and function of adjacent buildings and landscape unfolds along the path. Bends in the canal and the bridges which cross it continually frame new and distant views.

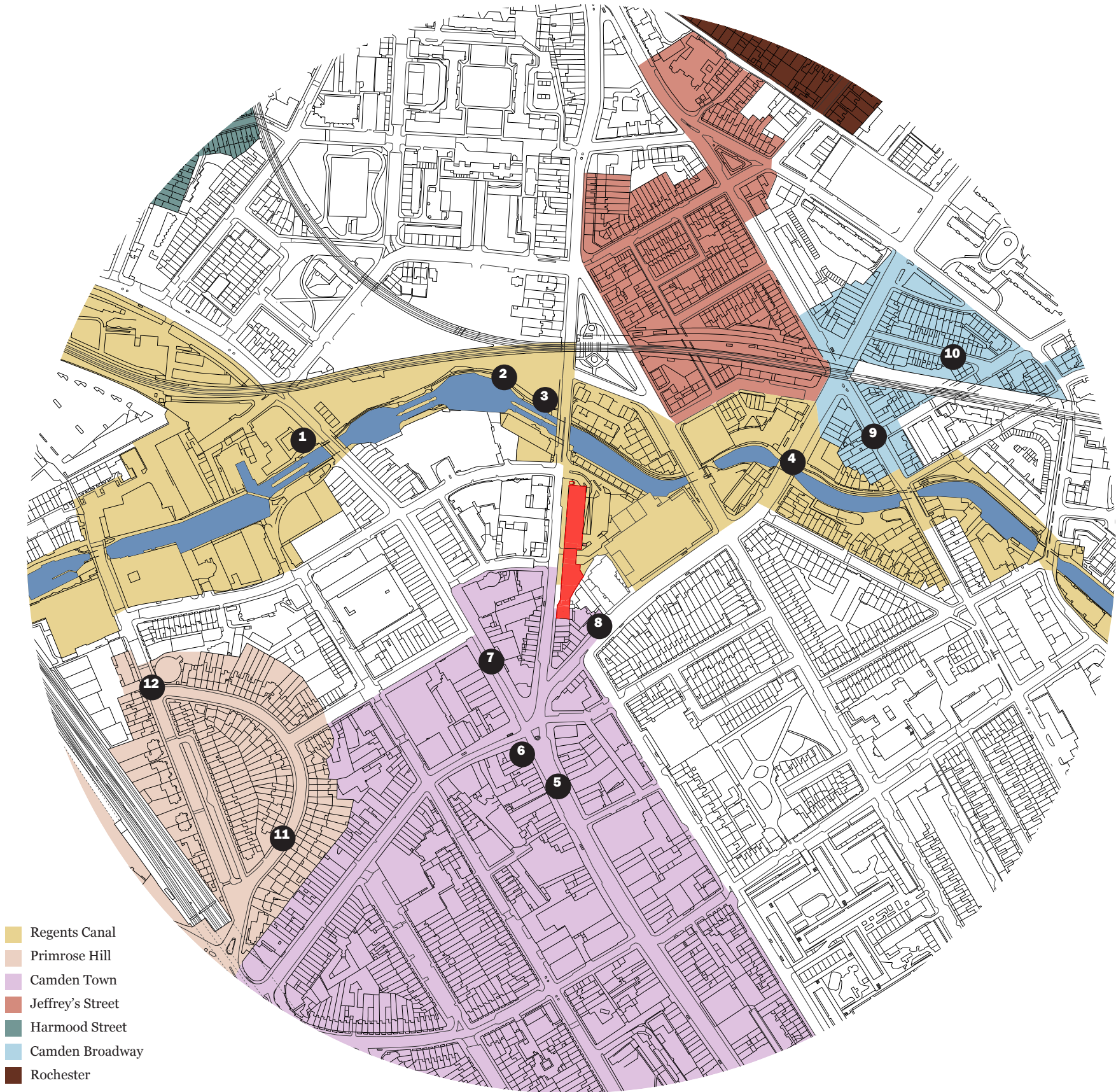
The Regent’s Canal is designated as public open space, metropolitan walk, green corridor and Metropolitan site of Nature Conservation. Any application proposal must therefore be sensitively designed so as to enhance the contributions the area makes to the overall canal environment.

Grand Union House is present in views from the conservation area between Hawley Locks and Kentish Town Locks. At this point the canal drops over three flights of lock adjacent to the former TV-AM buildings. Hawley Wharf has recently been re-developed and now provides a strong urban physical containment to the north. The lower TV-AM building presents a more open aspect to the south.

The site also sits at the northern end of the commercial part of the Camden Town Conservation Area. The urban character of this part of Camden reflects a diverse range of architectural styles from the last two hundred years. These include 19th century terraces fronted by shops, Victorian stucco, gothic, Edwardian red brick, formal banking halls, entertainment venues and public houses, as well as 20th century buildings.

Britannia Junction is an important historic junction of six roads that is the busy, dynamic focal point of Camden Town. The street blocks forming the junction present distinctive triangular corner plots. Larger retail units and commercial buildings, alongside single shops, form a more loose and irregular grain than elsewhere in the town centre.

The three-storey corner building on the corner of Kentish Town Road and Camden Road has a distinctive mock-Tudor gabled façade. Later development at the turn of the 20th century around Britannia Junction breaks with the smaller scale of earlier development. It introduced commercial buildings of four or five storeys, with taller storey-heights and larger footprints. Their rich architectural treatment, in a range of late Victorian and Edwardian Revival styles, accentuated the importance of these new building types.



- 1-4 Regent’s Canal Conservation Area looking east
- 5-8 Camden Town Conservation Area
- 9-10 Camden Broadway Conservation Area
- 11-12 Primrose Hill Conservation Area

Above: Conservation areas that fall within a 500m radius of the site



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1-4 Regents Canal Conservation Area looking east

5-8 Camden Town Conservation Area

9-10 Camden Broadway Conservation Area

11-12 Primrose Hill Conservation Area

2 Context

2.7 Listed Buildings

The only building whose setting is directly affected by Grand Union House is the adjacent St Michael’s Church. St Michael’s Church is a Grade II* Listed building designed by George Bodley in 1894 in an early English Gothic Revival style. It is currently recorded on Historic England’s Heritage at Risk Register due to the state of its decay. The War Memorial in the Church’s garden off Camden Road is listed Grade II. St Michael’s has an urban character and setting. It sits tightly among its neighbours

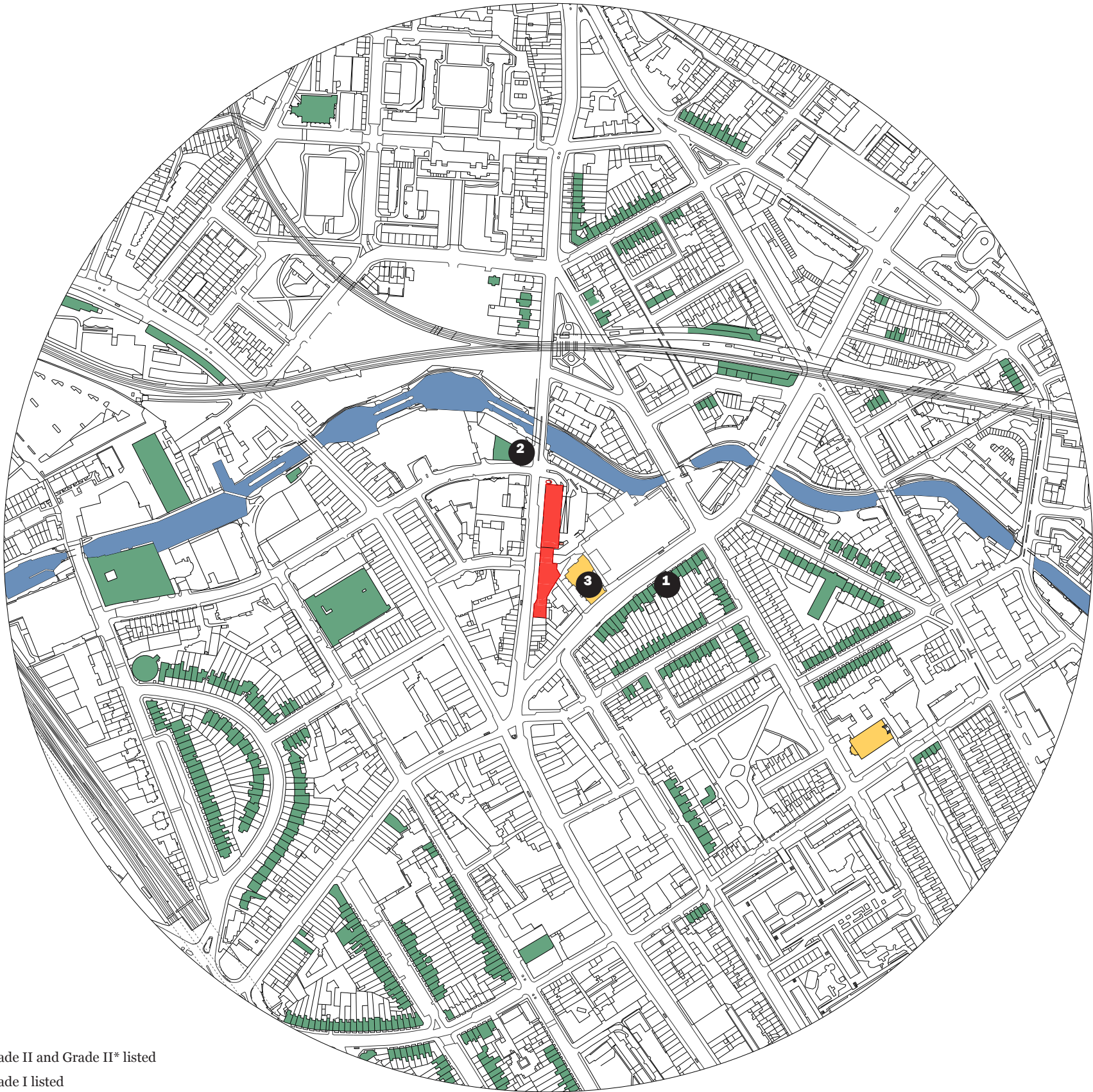
The existing Grand Union House’s blank expanse of corrugated metal cladding on the south eastern façade sits precisely on the site boundary with St Michael’s. It turns its back to the Church. The new development will remediate the existing blank east elevation by opening up and providing both overlooking of the public realm and the creation of a visual link with the Church through architectural expression. The setting of the church will be significantly improved by the proposed development.

The proposed development has no impact on other listed buildings in the wider area. The setting of The Elephant House is not affected by Grand Union House but nonetheless forms part of our assessment of the quality of Camden’s historic architecture.

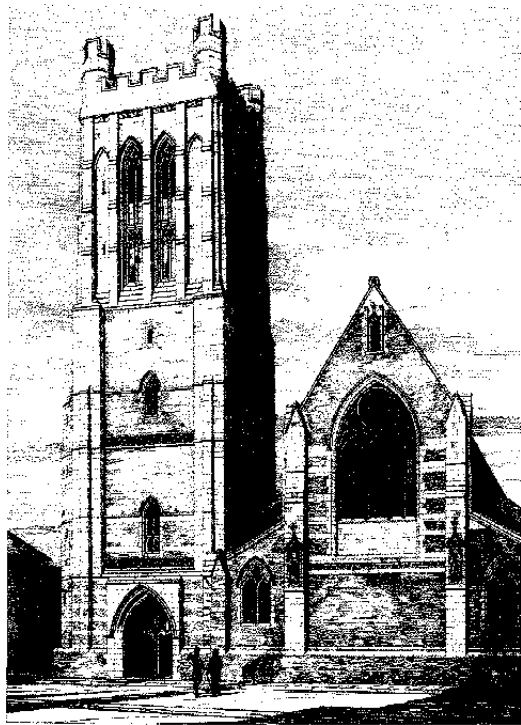
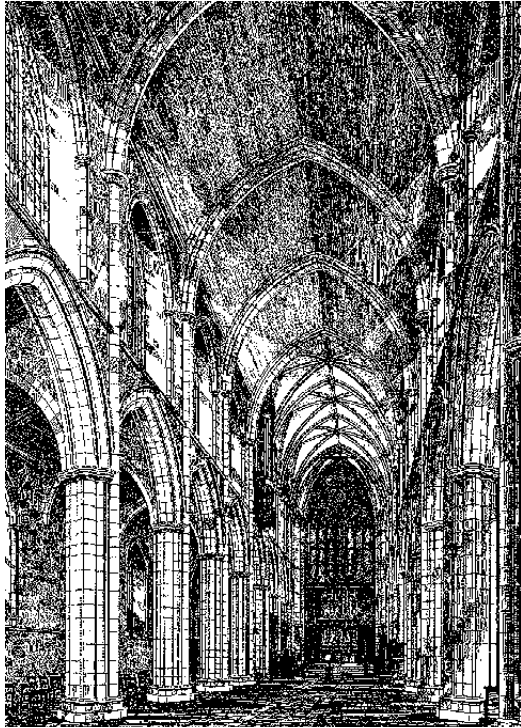
On the corner of Kentish Town Road and Hawley Crescent, The Elephant House was originally a bottle store with an adjoining Coopers’ building. It was designed by William Bradford in 1901 and is listed Grade II. Elephant House incorporates rhythmic curved elevations with giant order pilasters and decorative panels of terracotta.



- Listed Buildings
- 1. 18-62 Camden Road, Grade II
 - 2. The Elephant House, Hawley Crescent, Grade II
 - 3. St Michaels Church, Grade II*

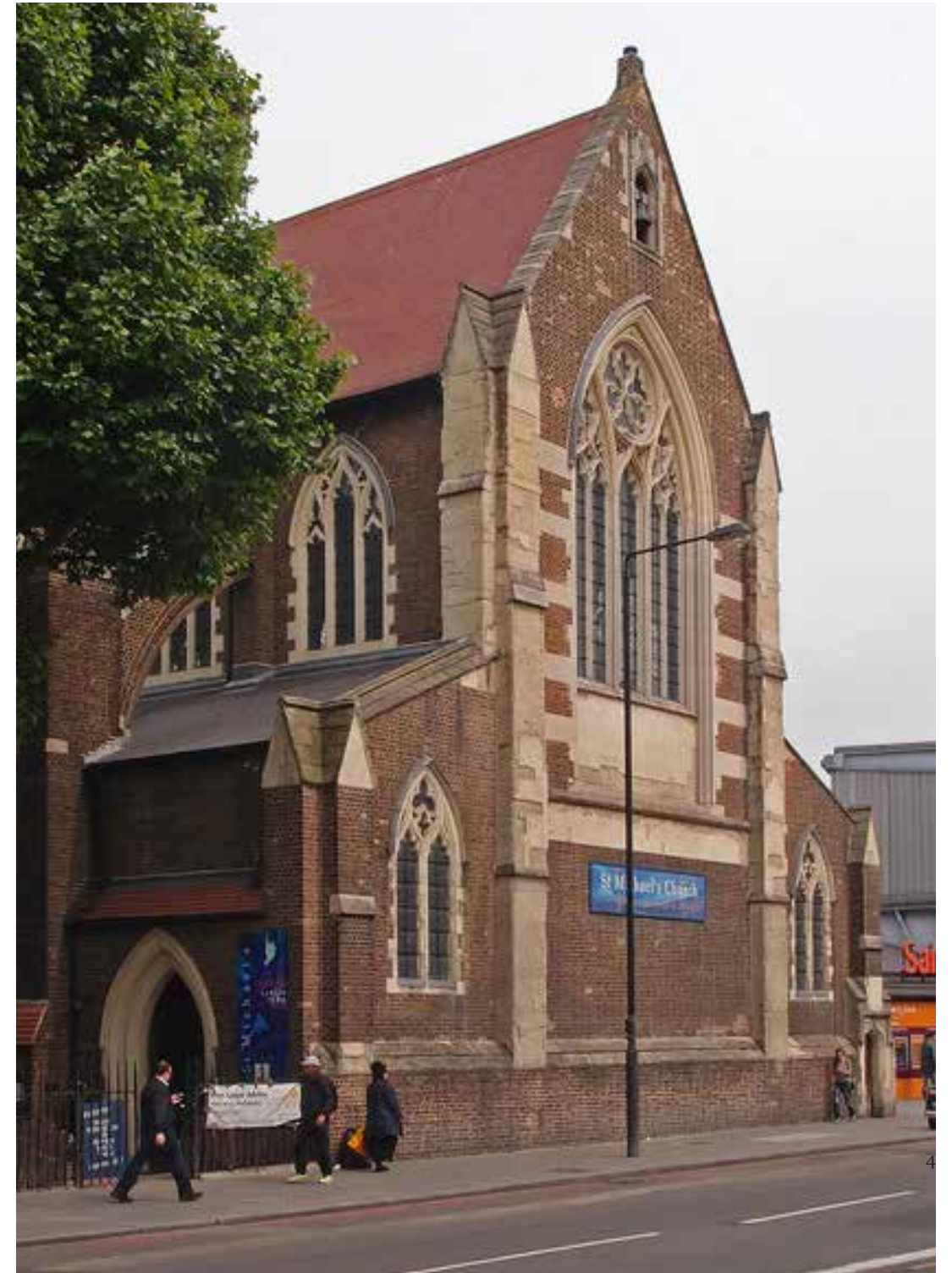


Not to scale



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Left: Engravings of George Bodley's St Michael's Church, 1880
 Middle: Interior view of St Michael's Church
 Right: St Michael's Church as viewed from Camden Road



3 Site History

3.1 Site History

The London Borough of Camden was created in 1965 from an amalgamation of the London Metropolitan Boroughs of Hampstead, Holborn, and St Pancras. The borough was named after Camden Town, in turn named after Charles Pratt, 1st Earl Camden in 1795. His title was based on his home, Camden Place in Chiselhurst. That home had been built in the 17th century by William Camden a historian who was author of *Britannia* in 1586, the first topographical and historical survey of Great Britain. Camden was laid out as a residential district from 1791 and was previously part of the manor of Kentish Town and the parish of St Pancras, Middlesex.

In 1820 Camden’s stretch of the Regent’s Canal was constructed to link the Grand Junction Canal at Paddington to the London Docks. By the 1830s, with the arrival of the railways, Camden had become a major exchange point. Wharves and warehouses lined the Regents Canal and the town’s urban morphology was punctuated by the viaducts, canals, bridges and tunnels of the railway and water infrastructure. Large residential developments infilled the remaining property and have characterised Camden’s housing stock ever since.

Large scale manufacturing largely moved out after the Second World War and by the 1960s the canals use for commercial functions had ceased. 1970s artists and craftsmen moved into a declining neighbourhood. The first markets started in 1972 and soon catered for visitors rather than locals. Camden’s industrial heritage made way for retail, tourism and entertainment, including markets and music venues that are strongly associated with alternative culture.

The existing building at no 20 Kentish Town Road occupies the eastern side of Kentish Town Road and is located on the former site of the 4 storey Art Deco main production building of the ABC bakery (built in 1939 and demolished in the 1980s to make way for the Sainsbury’s development). The existing building is part of the 1980s Sainsbury’s supermarket development on Camden Road designed by Nicholas Grimshaw Architects.



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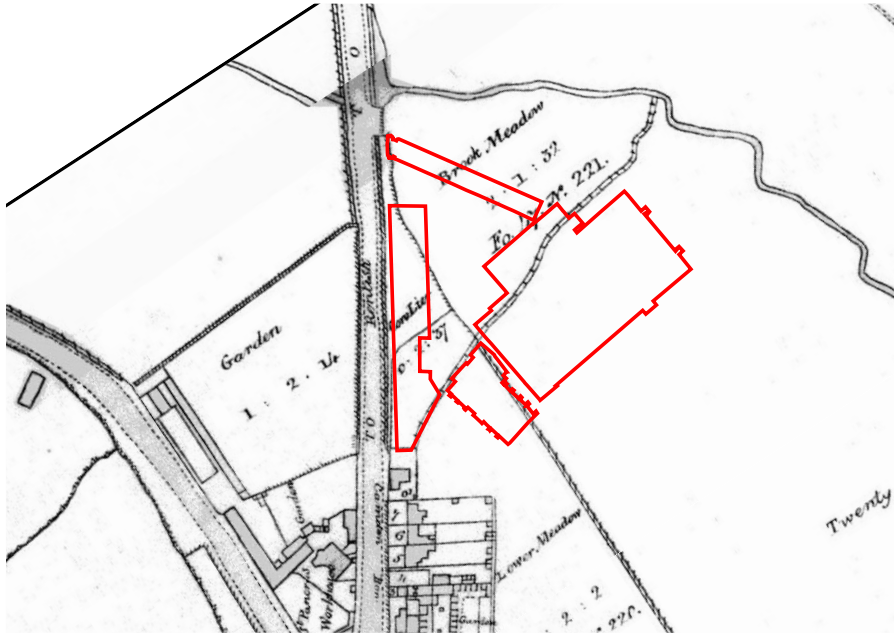


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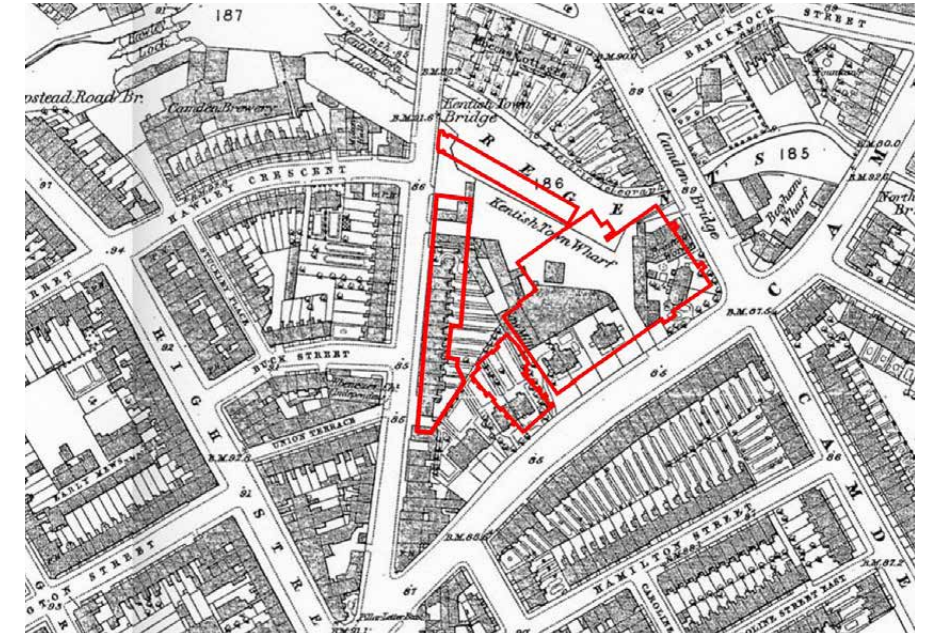
Above: Historic images of Camden Town
1. William Camden, author of *Britannia*, the first historical survey of Great Britain
2. Views from Britannia Junction looking north along Camden Road 1930's



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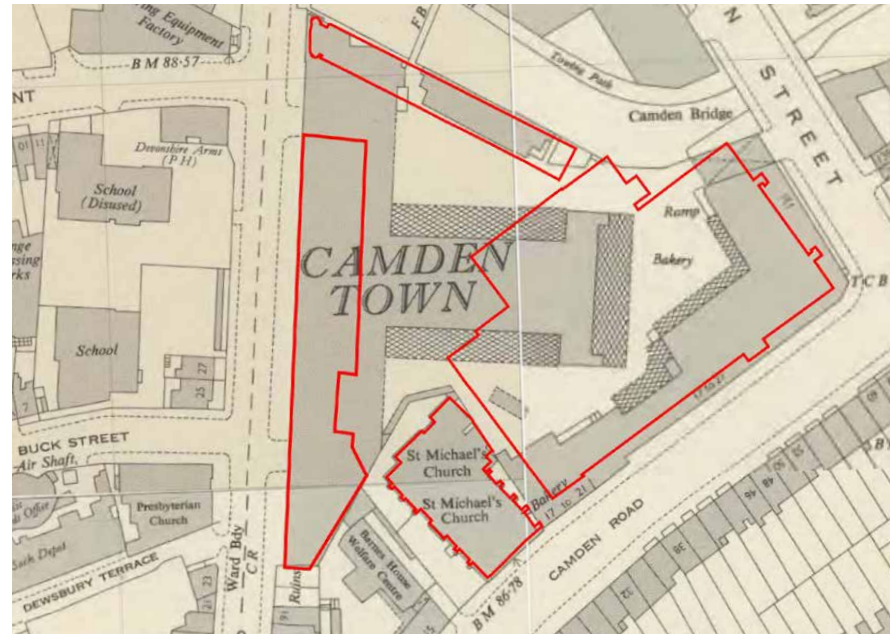
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Historic Maps

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|---------|---------|
| 1. 1800 | 4. 1934 |
| 2. 1862 | 5. 1962 |
| 3. 1870 | 6. 2018 |



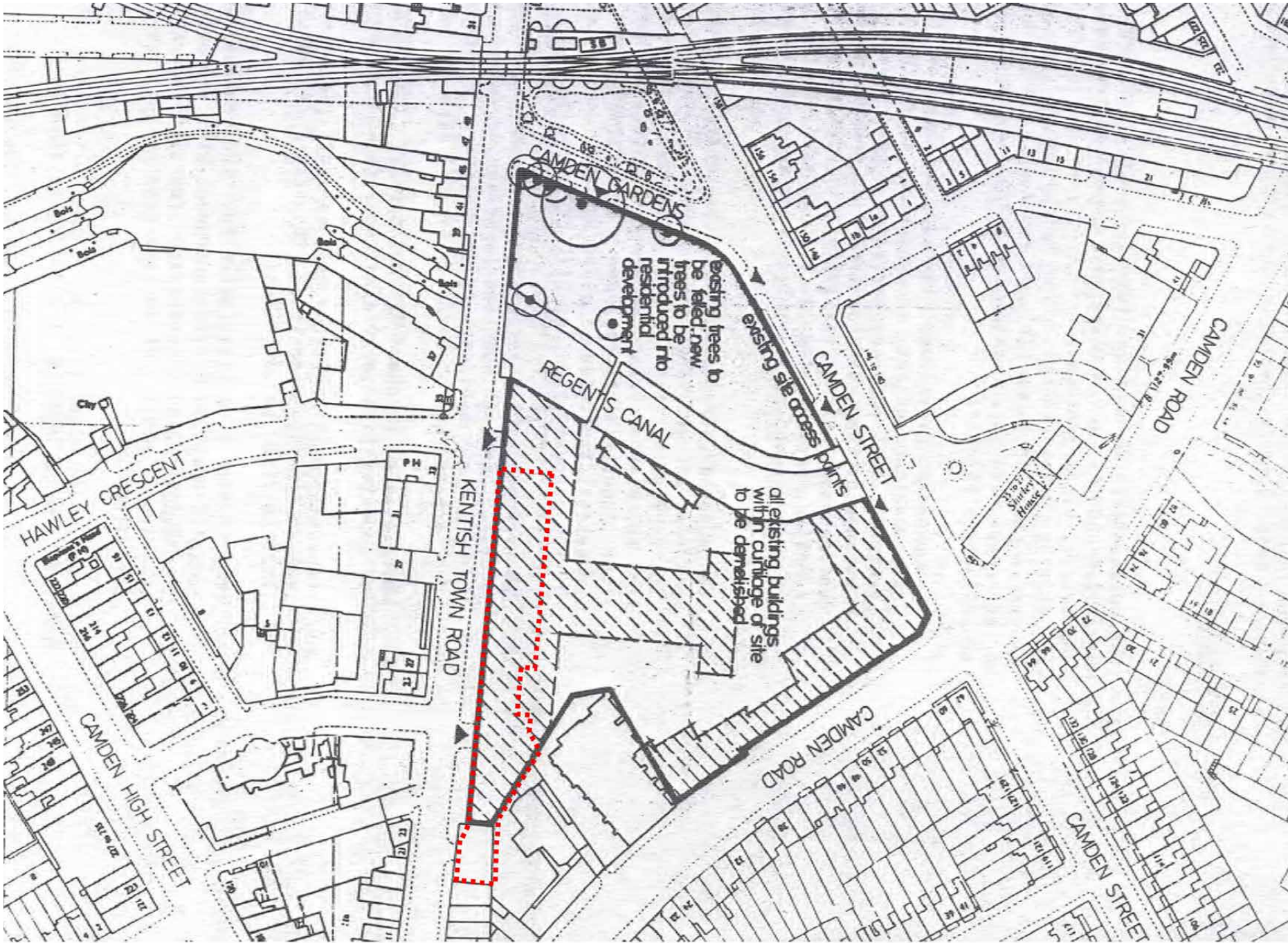
3 Site History

3.2 ABC Bakery

The ABC bakery consisted of several buildings extending between Kentish Town Road and Camden Road with some built on the canal. Two main buildings dominated the townscape. A 1920s building on the corner of Camden Road and Camden Street and an Art deco building on 1939 on Kentish Town Road, designed by CW Glover.

In 1939 terraces and a hospital on Kentish Town Road were demolished to allow the extension of the ABC Company. A new four storey building with a basement and a two storey rear spur extension was constructed in their place. This was to be the main production building of the ABC Bakery from then on.

In 1955 ABC was purchased by Allied Bakeries, now part of Associated British Foods. The site was used as a bakery until 1976. The company ceased trading in 1980s and the buildings were demolished.



Above: David Bailey’s photograph of the ABC Bakery self-service Tea Room in Camden Town.
Right: Original site plan of the ABC bakery, Camden.