

115 - 119 CAMDEN HIGH STREET



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1. Introduction

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1.1 Introduction

Demar Holdings recognised an opportunity to substantially enhance the ever-growing character and local economy of Camden through the provision of a high quality hotel. Morris+Company Architects were approached in August 2018 to develop a vision for the redevelopment of 115–119 Camden High Street.

In recent years, there have been a number of closures and vacancies along the High Street. The site provides potential to contribute towards Camden Town’s status as an internationally recognised destination.

The proposed redevelopment allows the site to substantially enhance the ever-growing character and local economy of Camden. With the intention that the proposal will act as a catalyst for further improvements to Camden High Street wrapping around onto Delancey Street.

The genesis of this project has stemmed from the character and appearance of the conservation area, which is defined by its variety and eclecticism. The choice of materials and detailing have been similarly chosen through a careful understanding of the different material palettes that makes up the neighbouring properties.

The key features of the proposals include:

- + High quality architecture
- + A new hotel with 80 hotel rooms
- + 3 high quality new social rented homes
- + New and improved shop front on Camden High Street wrapping around onto Delancey Street
- + New hotel entrance on Delancey Street
- + Improved public space along Delancey Street



Right - CGI view of the proposal

1. Introduction

1.2 The Project Team

This document has been prepared through a process of collaboration by the full design team. The team and their roles include:

Client	Demar (BVI) Holdings
Project Manager	JLL
Architect	Morris+Company
Architect (Interior)	Axiom
Planning Consultant	Gerald Eve
Engineering (M&E) and Sustainability	PSH
Structural Engineer	Clancy Consulting
Acoustic Consultant	24 Acoustics
Air Quality Consultant	Phlorum
Daylight / Sunlight Consultant	Point 2 Surveyors
Traffic & Transport Consultants	RGP
Heritage / Streetscape Consultants	KM Heritage
PR and Communication Consultant	Four Communications
Cost Consultant	Baqus
Verified Views and Visualisations	AFI Studio
Advisor to Principal Designer	Pick Everard
Retail Property Specialists	Lewis Craig



1. Introduction

1.3 Morris+Company

Morris+Company was established in 2018 and is the evolution of Duggan Morris Architects. Their work is the product of craft and humanity and demonstrates a strong portfolio of completed projects across workplace, housing, education and public buildings; delivering award-winning projects.

The practice’s methodology provides new perspectives on a brief allowing them to deliver landmark schemes with unique mixed uses, from the award-winning R7 office and commercial building in London’s Kings Cross development to the new Energy Hub, part of the Elephant Park regeneration project in South London.



Top Left - R7, Office and Commercial
Top Right - Brentford Lock West, Residential
Bottom Left - Blossom Street, Office and Retail
Bottom Right - Morris + Company Office