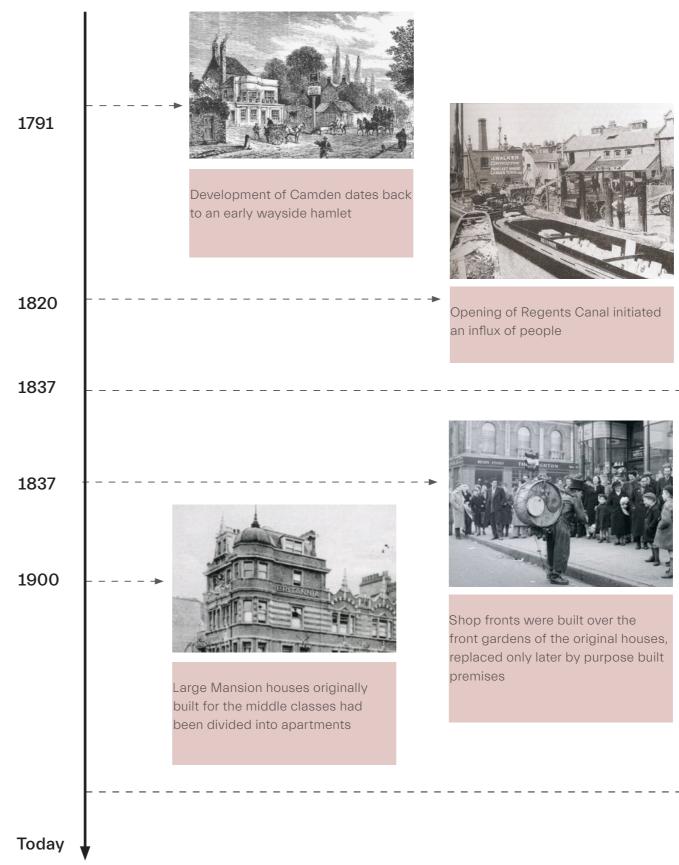
4. The Context of Camden

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4. The Context of Camden The Development of Camden High Street 4.1

Camden High Street has seen a gradual evolution over the past century. What was once a prime export and industrial area has developed into an internationally recognised vibrant neighbourhood, with a rich offer of tourist attractions and retail.

Development within Camden needs to respond to this change of use and provide much needed facilities to accommodate the growing number of visitors. Whilst also recognising the conglomerate of architectural styles that have facilitated as a result of this evolution.





Extension of Railway encouraged more people to migrate too Camden and with industry a substantial working class population



An internationally recognised vibrant neighbourhood with a rich offer of tourist attractions and retail

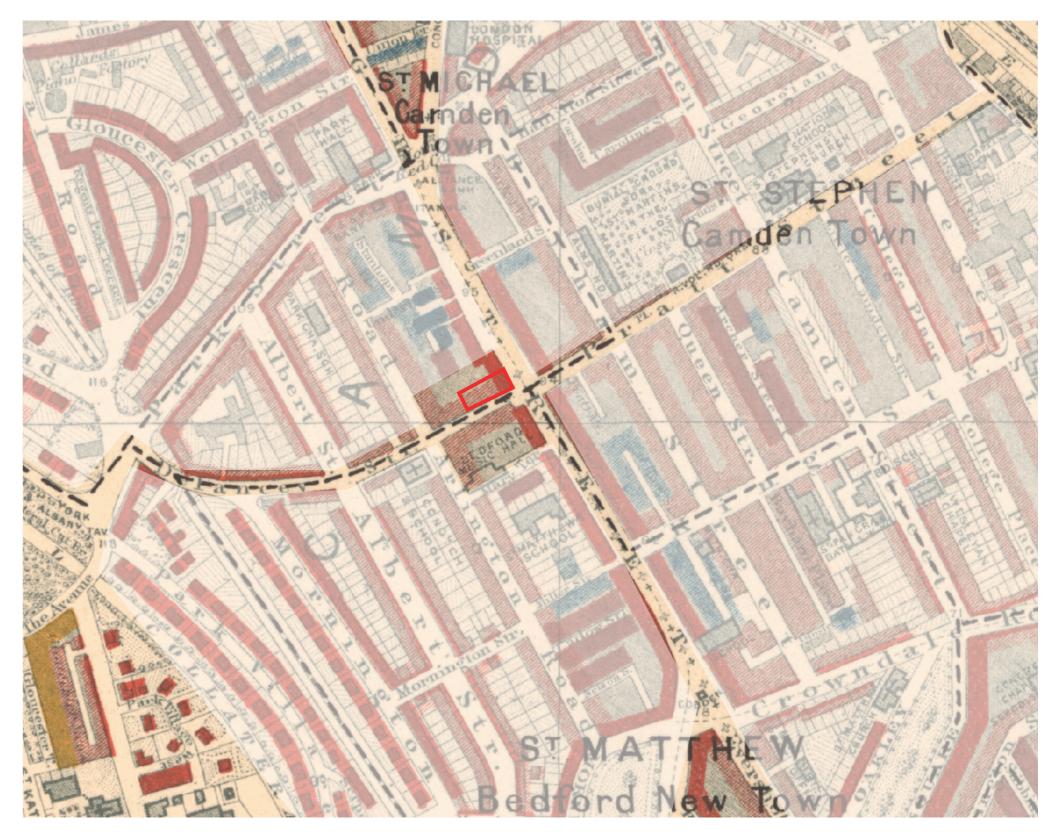
4. The Context of Camden4.2 Map of Camden 1889

The site marks a key historical east-west route across Camden High Street, connecting Regents Park and the Regents canal. The site is situated in the mid-point along Camden High Street between Camden Town and Mornington Crescent.

Historically the site falls near the site of the Bedford Music Hall, once a national landmark building on Camden High Street. The original main entrance was situated in a court that ran between the High Street and Arlington Road; Highlighting the historic importance of the junction, forming a historic gate way to regents park.



Above - Bedford Music Hall c.1898 Left - Charles Booth's Poverty map, 1889



The Context of Camden 4. 1893–2019 Development of Site 4.3

Historic plans of Camden High Street depict a street that has gradual evolved away from a primarily residential area with smaller plots into the vibrant high street, characterised by the conglomerate of architectural styles.

1893 - 1896

Historic plans show hierarchy of larger grain buildings on Camden High Street than on Delancey Street.



Current day

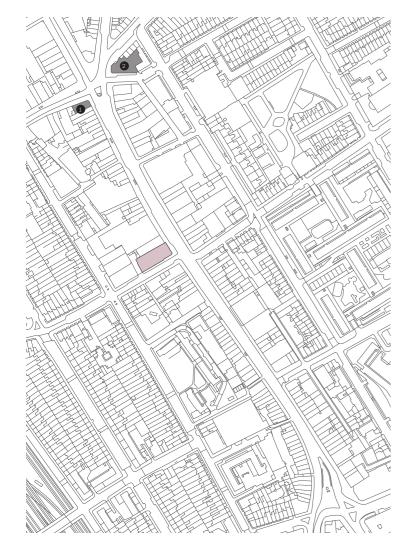
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Hierarchy and grain not evident in existing bundling.



4. The Context of Camden4.4 A Street of Celebrated Corners

Camden High Street has a number of impressive elaborate corner buildings that reflect the grandeur and historic importance of the High Street through the use of decoration and additional height.





1 Camden High Street, Britannia Pub 1905

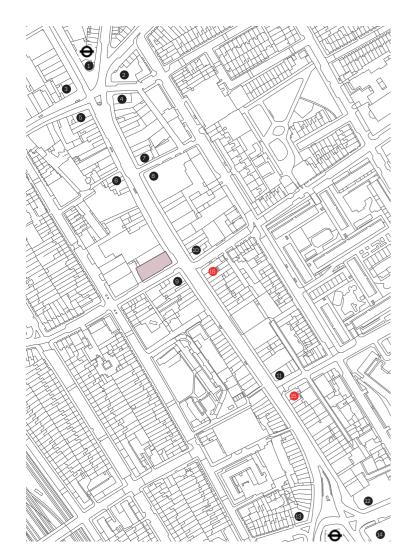
2 Camden High Street, Mother Red Cap 1904

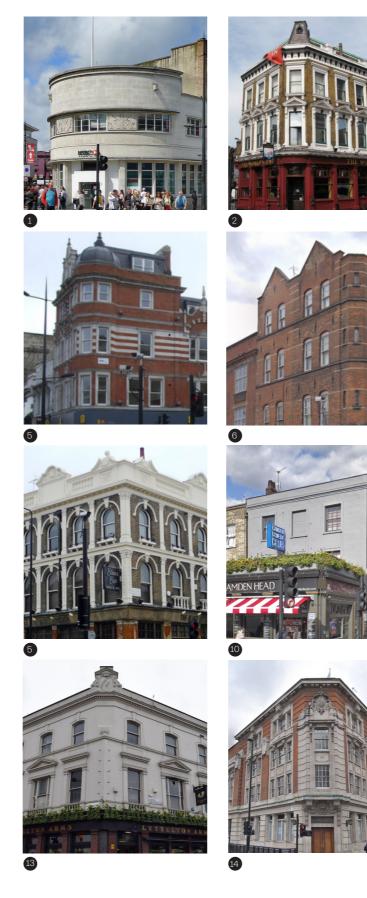
4. The Context of Camden4.5 Key Corner Buildings Taxonomy

Camden High Street, stretching from Camden Town Station to Mornington Crescent has a number of elaborate corner buildings that reflect the diverse and changing architectural styles over the last two hundred years.

Britannia Junction and Mornington Crescent are characterised by late Victorian and Edwardian red brick parades four and five storeys high with decorative gables occupying key corner junctions on Camden High Street.

This trend is observed throughout the High Street, with the only exception in two corner sites, where we can find two recent development buildings of less architectural relevance.

















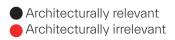
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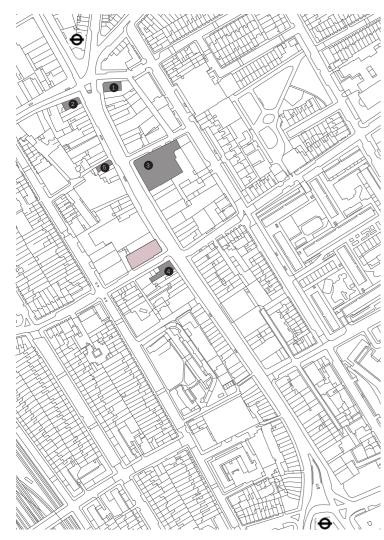




4. The Context of Camden4.6 Key Corner Building Heights

Throughout Camden High Street, a general trend of a gradual increase in height towards these corner junctions can be observed and gives precedent for a potential increase in building height on the site.

- 166 Camden High Street
- 2 187 Camden High Street
- Bowman Brothers Department Store (126–138 Camden High Street)
- The Blues Kitchen (125–133 Camden High Street)
- 5 155–157 Camden High Street



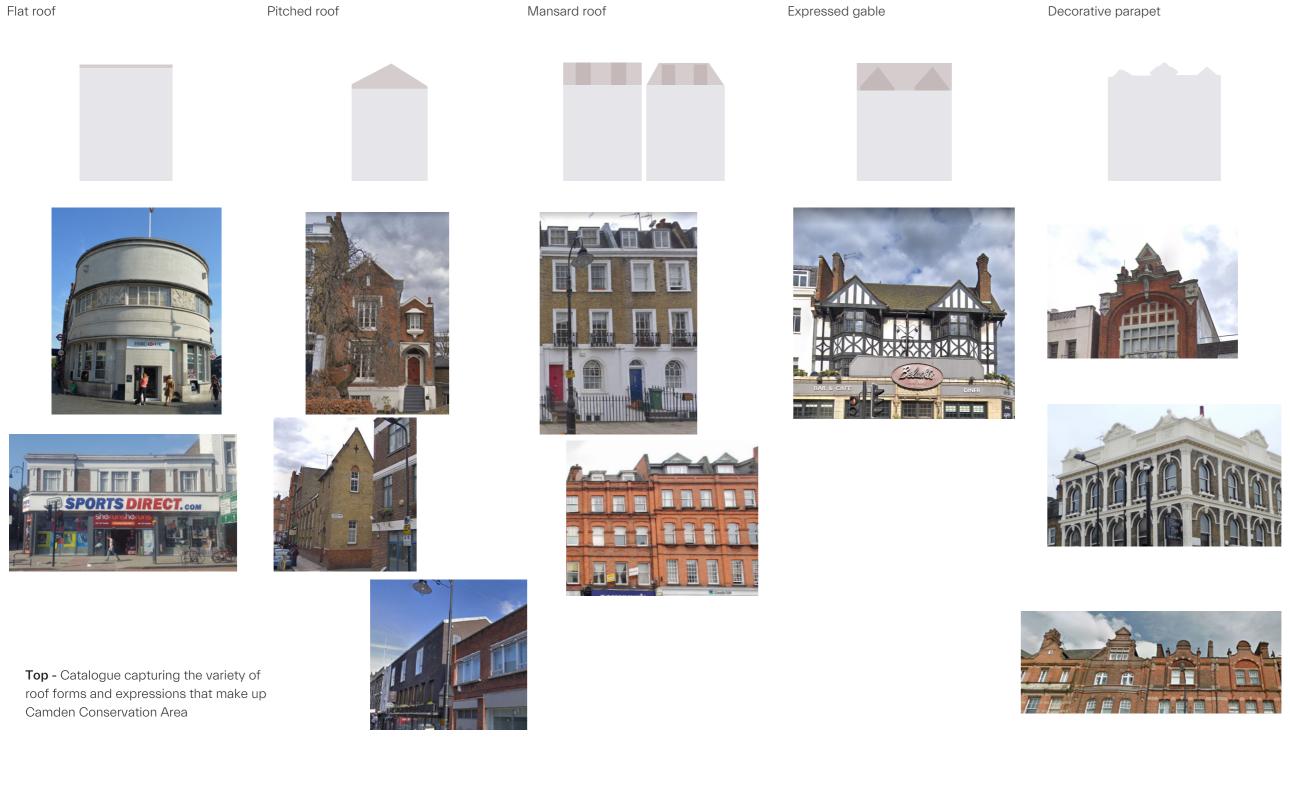




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4. The Context of Camden4.7 Roofscape Taxonomy

The Camden Conservation Area skyline boasts a great variety of roof forms which has been reinterpreted through a modern architectural language in the proposal.



Decorative mansard roof with parapet





