

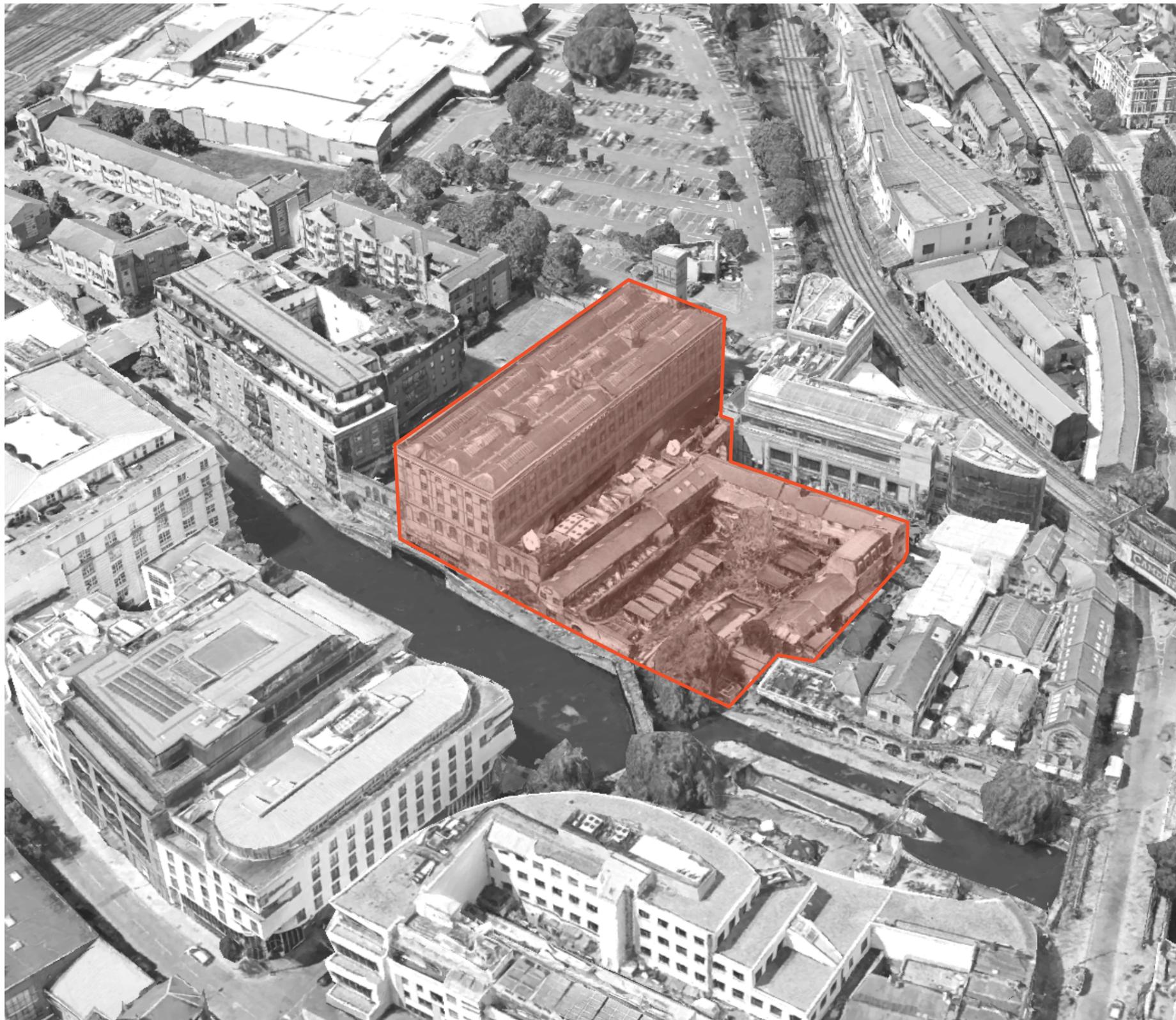
Camden Lock Market

West Yard, East Vaults & Dead Dog Basin

Design & Access Statement
August 2022



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Camden Lock began its present journey in the 1970s as a small collection of market stalls. These would only be temporary, as a motorway would be built cutting through north London.

What started in a run-down timber yard belonging to T.E. Dingwalls, in an area generally seen as tough, deprived, damaged and empty, has become a globally renowned market that keeps Camden in the world map.

The rebel spirit, the sometimes-outrageous attitudes, the constant innovation and reinventing ourselves, the extended family of our traders and customers, this is Camden Market.

Our success is interwoven with that of Camden Town as a whole and we have the responsibility to drive positive change. And to do so while remaining true to our roots and rich cultural heritage and bringing real social value to our community.

This planning application is a big step in our vision for an ever more relevant and successful Camden Market.

A vision that can tackle the key business challenges that we face using our history, our identity, and our people as its foundation. A vision that will re-establish Camden Market, and by proxy Camden Town, as a leading destination for culture and leisure in London.

The proposal includes exciting plans to open up a part of the market known as Dead Dog Basin – a unique covered water space – to the public for the first time, alongside the creation of a cultural exhibition and gallery space within the historic East Vaults underneath the Listed G11 Interchange Warehouse. In addition, and for 5 years only, a temporary Observation Wheel in the West Yard, that will capture the imagination of a wider and diversified audience.

Evoking old-age glamour and above all, Camden's inherent fun, this classic ride has been seen in classic films such as Grease in 1978, and featuring in songs like Joni Mitchell's "Both Sides Now" where she sings about the mystical and dazzling allure of a Ferris wheel ride.

We aim to create a community feel and a renewed sense of pride and connection with the area, facilitating previously unseen views of the heritage within and beyond the lock, and retelling our communal history from a new perspective.

50 years ago we were an industrial dead zone. A reminder of a thriving past with an outlook to a bleak future. And despite all the odds, we are still here Proud to be a place of diversity in every sense of the word. Proud to inspire and be inspired. Proud to be inclusive, a place for each and everyone. Proud to continue providing a common place that offers unconventional experiences, leisure, access to culture, local employment, and ensures a successful future for the borough.



Summary of proposals:

- Refurbishment of the Dead Dog Basin to service canal boats
- Refurbishment of East Vaults into ancillary and public uses
- Installation of a temporary observation wheel in West Yard
- Installation of temporary decking and a temporary bridge within close proximity of the wheel
- Refurbishment of shopfronts on the west side of West Yard ground floor stalls

Applicant

Camden Lock Market Ltd.

Application Site Address

Camden Lock Market Site
Chalk Farm Road
London
NW1 8NH

Site Area

0.433 ha

Use

The proposed development comprises the Introduction of new exhibition space, flexible events and market uses through a change of use of the existing East Vaults, installation of new retail shop fronts within West Yard; creation of a new jetty within Dead Dog Basin and erection of a temporary observation wheel together with ancillary works and alterations to existing structures, surfaces and other public realm improvements and associated works

A submitted Listed Building Consent Application also includes internal and external alterations to the East Vaults to facilitate new exhibition, events and market uses together with ancillary uses

Layout & Scale

The proposal includes a temporary c.40-metre observation wheel placed adjacent to the existing basin within Camden Lock Market's West Yard. The wheel would be surrounded by new decking, ramped access to the wheel, and a temporary bridge linking the east and west parts of the canal towpath. A pavilion building is proposed to the south of West Yard, replacing the existing storage structure, and will house three F&B units. Shop fronts along the western facade of the surrounding buildings will be refurbished.

The East Vaults will contain a total of 117 sq.m of cultural space, and 377 sq.m of flexible sui generis space, with entrances proposed directly from West Yard and Camden Lock Place. Back-of-house, ancillary and public facilities are also proposed within the East Vaults.

Minimal additional mass is proposed in the form of the lobby to the East Vaults, and the pavilion building, which totals to 54 sq.m of additional Gross Internal Area (GIA).

Appearance

The colour of the proposed observation wheel would be black, borrowing from the appearance of steel work from the industrial heritage, and victorian-era structures. The tones and colours are also reflected in the additional facades, fenestration and doors across the proposals. The proposals seek to minimise any impact within the fabric of the listed structures by retaining all original detailed features.

Landscaping

Proposed fixed landscaping is minimal, not to disrupt the pedestrian traffic across the open West Yard. New landscaping is proposed around the existing tree pits to the north and west of the yard, and a deceased tree will be replaced with a newly planted healthy tree.

Applicant



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CAMDEN LOCK MARKET, CAMDEN, LONDON

Masterplan vision for the regeneration of Camden Lock Market, including the refurbishment of the East Vaults, Dead Dog Basin, West Yard, Middle Yard and Market Hall. Planning consent 2016.



CAMDEN GOODS YARD, CAMDEN, LONDON

Working alongside the masterplan architects Allies and Morrison, we designed two key landmark residential buildings within the 570 unit masterplan. Niall McLaughlin Architects also joined the design team and all three studios worked in close collaboration to secure a planning consent.



HAVERSTOCK HILL, CHALK FARM, LONDON

Conceived as two elegantly proportioned 7-storey buildings; one fronting Adelaide Road and the other addressing Haverstock Hill, these two blocks step down to form a generously landscaped courtyard that, together with the proposal's light toned facades creates a complementary foil to the distinctive ox blood red tiles and prow of the adjacent Grade-II listed Chalk Farm Station.

0.4
PIERCY & COMPANY

Piercy&Company is part of a new generation of leading British architectural practices. The studio has carved a reputation for carefully crafted contemporary residential, commercial and civic projects in sensitive historic environments.

Influenced by the British Arts & Crafts tradition, Piercy&Company's buildings have a strong sense of materiality linked to the local. As well as looking to the past, the practice looks forward, engaging with new technologies and techniques in the exploration of more generous, expressive forms of architecture.

An emphasis on a direct response to the conditions of each site has led to a diverse portfolio. From an award-winning house formed of two Core-Ten volumes inserted behind a nineteenth century stable wall to the twenty-first century re-imagining of a Victorian warehouse for the new build Turnmill building in Clerkenwell; each project is shaped by a rigorous investigation of the particularities of people and place.

At the heart of the studio's ethos is the concept of 'designing through making'. A digital fabrication centre and the studio's own workshops provide a testing ground for new ideas, whilst collaborative relationships with artists and makers continually invigorate the studio.

The 70-strong studio is led by a team of four directors: Stuart Piercy; Henry Humphreys; Pete Jennings; and Matti Lampila. The studio has strong academic connections, with Stuart Piercy teaching at Westminster University and a number of the Senior Team holding academic posts alongside their work at Piercy&Company.

The studio's work regularly attracts awards and industry accolades. Piercy&Company has been the recipient of RIBA National Awards, the National Civic Trust Award, a finalist for both RIBA House of the Year (2015) and the Manser Medal (2010) as well as being included on the Stirling Prize Midlist in 2016. Recently, Piercy&Company's work has been recognised by FX Design Award's 'UK Project of the Year' for two years in 2014 and 2016, the Blueprint Best Non-Public Use Project in 2014 and BD Architect of the Year Award in 2014.

1.0 Introduction

1.1 INTRODUCTION



Camden Market is a family of markets incredibly diverse, with an ever changing and innovating ecosystem of over 650 start-ups and independent brands spread over 16 acres of Camden real estate. They are part of a proud social and cultural history that embraces rebellion and innovation – a place where there is always something new to discover.

Our tenants and traders are our partners and friends, and their success is the foundation of our success. Working with them we draw visitors from all over the country, and the world, offering them a unique set of experiences that sets us apart from other destinations.

We have never resisted change: hugely successful brands have all forged their roots in the market, bringing something new and innovative. Their ability to bring their ideas to life is supported by the flexibility and accessibility the market offers fledgling businesses. Even as we plot the next step of our evolution it is our goal to sustain the heritage of the market, retaining its arts and crafts roots and allowing small, independent businesses to grow and develop.

We strive to be a place with something for everyone, a place that brings people together and brings out the rebel within, whether you are trendsetter looking for the next big thing or a local family looking for a day out. We are open to all, and each of our projects aim to make Camden Market and Camden Town as a whole an ever more vibrant and successful destination.

1.2
OUR HERITAGE



In the early 1970s, Camden Lock was mainly made up of run-down yards and a few market stalls, all destined to be demolished to make way for a new high-speed road that would link more affluent and exciting areas.

But when plans for the road were shelved, Camden Lock got the chance to evolve. It became a space known for eclectic entertainment, spontaneous performances, and fun in all its forms. A trip to Camden Lock became an adventure into the alternative and unexpected.

What started as a run-down timber yard belonging to T.E. Dingwalls, in a deprived, deserted area, quickly became a place where trends were started and people from all walks of life were accepted and welcomed.

There was a rebellious spirit in Camden Lock that kept it thriving through the 1970s and 80s. In December 1985, Gerry Cottle's circus took over Camden in a charming, chaotic phenomenon that saw a big top erected roadside, elephants in the streets and costumed riders on horseback.

Soon, performers and visitors arrived, from Bob Dylan to the Clash, Blondie and Amy Winehouse. This showmanship has become emblematic of what Camden Market is all about - a living, breathing showcase of talent, music, trends, and visual spectacles.

Without the risk-taking, trend-setting, larger-than-life showmanship that defines Camden Market's history, it would have never earned its place on the global map.



Clockwise from top left; Camden Lock in the early 1900's; The Clash; Gerry Cottle's Circus, 1985.

1.3
CAMDEN MARKET TODAY

At the start, as today, the market was a great place to meet people, both old friends and new. Part of what makes Camden special is that it is a melting pot of diverse cultures and a home to outcasts. It is a living embodiment and celebration of diversity.

The pandemic has created major changes in the way we live, some which may be temporary and some which are likely to have a lasting effect: more people are working from home and staying local, increasing the importance of local centres like ours. We play a crucial role in community life. A place where residents, workers and visitors shop, work, socialise and access culture.

Our challenge is to adapt, to change in order to continue to be relevant. We need to think big, try new activities that truly respond to the needs of our traders and community not only thinking of thriving commerce but of building social value, providing variety and stimulating community life.

Camden Market has in it all the potential for greatness. We have the people, ambition and wherewithal to make it happen. Our proposals for Camden Lock Market embody all our learning process and previous experiences to once more bring success to Camden Market and by proxy, Camden Town.



Clockwise from top left; Camden Lock Market West Yard in the 1970's; 1980's; Camden's punk scene; Camden Lock Market, December 2021.



Despite the many creative institutions that make the London Borough of Camden (LBC) such a dynamic and engaging place to work, there is a distinct lack of places to play - just 8% of industries in LBC are dedicated to the arts, entertainment, and recreation industries.

For the last 50 years, Camden Market has always been a dominant cultural landmark of the North London landscape. It has made a significant contribution to contemporary London culture, spanning the worlds of film, television, music and events, arts, craft, fashion, and the founding of several retail empires. Prior to Covid 19, the market was the fourth-most visited tourist destination in London, but we are not a museum; we are a living, working Market. The Applicant's goal is to sustain the heritage of the Market, retaining its arts and crafts roots and allowing small, independent businesses to grow and develop into cornerstone brands in Camden Market.

Having matured from a small collection of market stalls to a sprawling 6.2-acre development, it is imperative that the Applicant sustains the retail community, bolstering it with the additional factors that the modern customer has come to expect: high quality food and beverage, events, and experiences. Retail across London has seen a 2% decline since 2012 whilst other service-related industries have grown by as much as 25%, as consumer interests shift towards the experiential.

Progressing forward over the next five years, the Applicant aims to trigger a Camden renaissance, moving away from the current local perception that Camden has faded from its former glory by updating and improving the offer for the modern customer. As part of this, and in line with the postponed Regent's Canal Bicentenary celebration, The Applicant has developed the proposals in this application. The improvement of the West Yard as a public space and better units for our traders, the opening of the East Vaults and Dead Dog Basin for the first time, and an Observation Wheel that unites the experience; showing our history and neighbourhood from above, reminding us where we came from and how we came to be.

The Observation Wheel has been conceptualised to celebrate Camden's heritage, transforming from deserted buildings and yards to a thriving community of traders, artisans, retailers and residents. It will be sensitively designed and aims to evoke the glamour and fun of the classic fairground ride, elevating people above the market to see how we came to be - from the creation of Regents Canal, to the first few market stalls, all the way through to the present day destination we have become.

As well as attracting community members and an audience from further afield to the Camden High Street and the markets, it will also serve as an important educational tool. The Applicant already has a positive relationship with local schools and charities, and the intention is to elevate their offering to them by providing tickets for local families and children to experience the wheel, where they can learn more about the history of the Regent's Canal and how it revolutionised London's trade in the 19th Century.

Camden Market began with 15 stalls, providing employment for 15 families. The markets provide 660 tenants - some of them with employees of their own. The new entertainment and leisure venues we are proposing will provide further employment and opportunities for local people, as well as boosting footfall on the high street and surrounding areas. By re-imagining the offering in this way, while staying deeply connected to our past, we look forward to a bright future for the Market and wider Camden community.



Clockwise from top; Labtech's Camden Stables Market, Buck Street Market, and Hawley Wharf

This Design and Access Statement has been prepared by Piercy&Company on behalf of Camden Lock Market Ltd. (the Applicant) in support of an application for full planning permission and listed building consent at Camden Lock Market (the Site) within the London Borough of Camden (LBC).

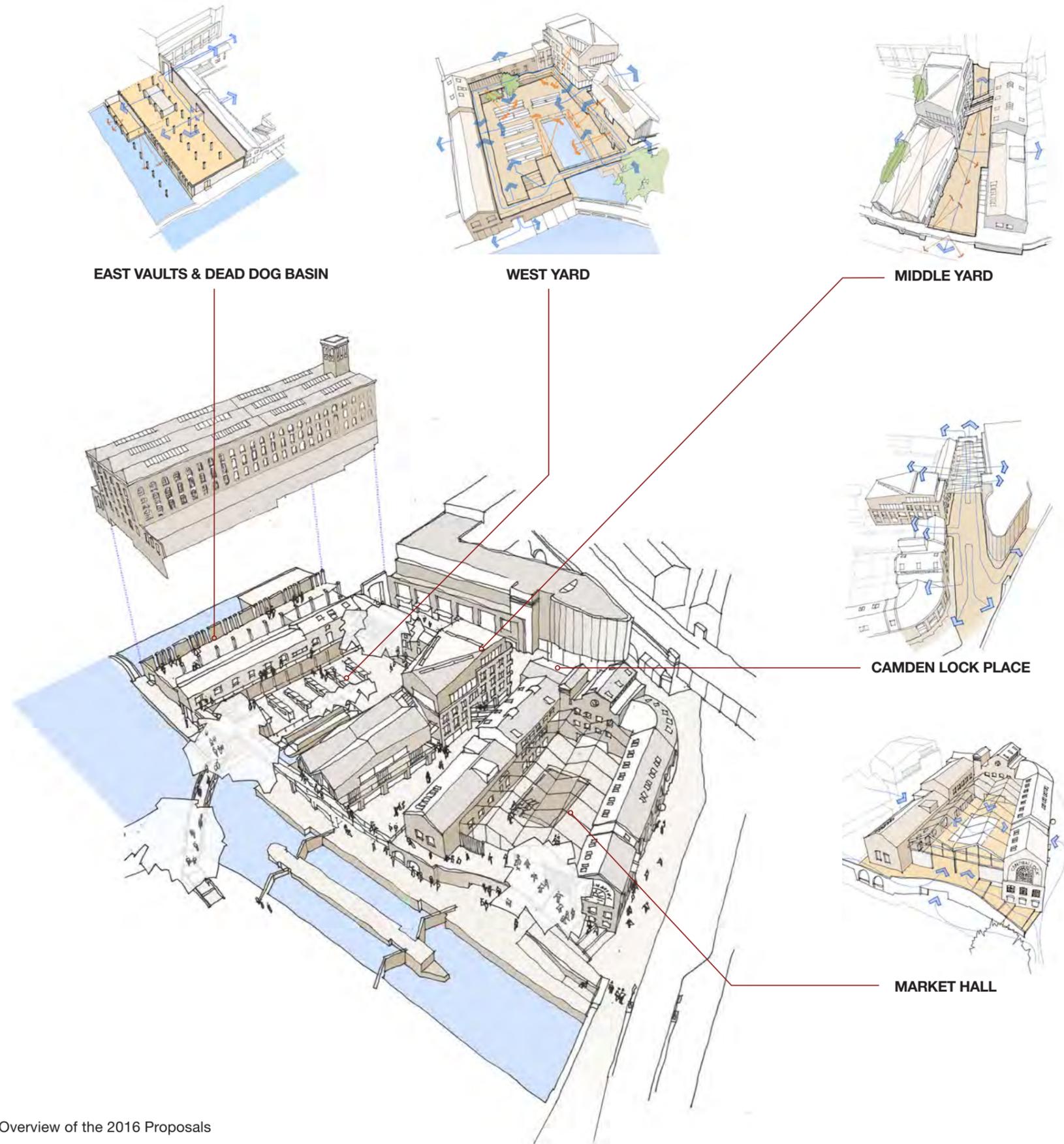
Planning Permission and Listed Building Consent was approved in 2016 under the references 2015/4774/P and 2015/4812/L. This extant permission has expired in June 2022 and was granted prior to the London Plan, therefore a new permission is sought. The 2016 Approved Scheme Description was as follows:

Demolition of existing timber Pavilion building, Middle Yard buildings and canopy structures and internal floors in East Yard. Construction of new Middle Yard building comprising basement and part three, part five storeys; single storey Pavilion building; bridge over the canal basin; deck area over Dead Dog Basin; and double pitched roof structure over East Yard. Change of use of existing East Vaults for flexible market uses (Classes A) and exhibition/events use (Classes D1 and D2); use of Middle Yard basement as exhibition/events venue (Classes D1 and D2); and use of the rest of the site for market uses (Classes A and B1). Ancillary works and alterations to existing structures and surfaces and other public realm improvements.

The Applicant's aspiration is to realise the original development plan as close as possible, comprising over three phases:

- Redevelopment of the East Vaults, Dead Dog Basin, and West Yard with the installation of a temporary observation wheel.
- Redevelopment of the Market Hall building with a new canopy
- Redevelopment of the Middle Yard buildings

This Application focuses on Phase 1, which includes the introduction of new exhibition space, flexible events and market uses through a change of use of the existing East Vaults, installation of new retail shop fronts within West Yard; creation of a new jetty within Dead Dog Basin and erection of a temporary observation wheel together with ancillary works and alterations to existing structures, surfaces and other public realm improvements and associated works.



Overview of the 2016 Proposals

1.5
PLANNING HISTORY

2016 Proposals - Ground Floor Plan





* Phase I

Phase 01 (2022-2023)

1. Development of the East Vaults as a publicly accessible exhibition space, and open up Dead Dog Basin with a new jetty to the public.
2. Refurbishment of the Sui Generis Market surrounding West Yard, with food & beverage and retail predominantly on the ground-first floors.
3. Refurbishment of the existing paving on West Yard to enhance accessibility.
4. The installation of the temporary observation wheel on West Yard, and a temporary bridge across over the basin, leaving a majority of the basin open, for 5 years.

Phase 02 (2023-2025)

1. Refurbishment of Market Hall to the east.
2. Installation of a new roof to the centre of the Market Hall.
3. Lower floors upgraded for Sui Generis Market Hall use.
4. Upper floors for Sui Generis Market use

Phase 03 (2025-2027)

1. The development of the two new buildings in between Middle Yard and West Yard, with retail and food & beverage predominantly on the lower floors, offices on the upper floors.
2. Removal of the temporary Observation Wheel and the temporary bridge.

Proposal Summary & Phasing Strategy

The current proposal builds on the principles of the 2016 permission. The intention is to retain as much of the previous proposal as economically viable. The market was greatly impacted by the downturn related to Covid-19, and the aim is to amend the 2016 proposal to meet the Applicant's current needs to sustain income from the market in the short term. The Applicant's aim is to develop the proposal in the following three phases;



THE PRINCIPLES FOR THE APPLICANT'S VISION ARE CURRENTLY BEING DEVELOPED, HOWEVER CAN BE SUMMARISED AS FOLLOWS:

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To stabilise and grow the market character, retaining its position as one of London's top attractions for UK and International tourists.

• • •

To rebalance the food, retail and leisure mix across sites according to consumer trends to create jobs, businesses, and cultural opportunities for traders and the local community.

• • •

To continue to attract tourists, but to attract more local audience, particularly families.

• • •

To give visitors more reasons to come back more often.

• • •

To find ways to generate more interest in the historic fabric of Lock and Stables while meeting the needs of modern retail and leisure.

• • •

To celebrate the market's and Regent's Canal's heritage, but continue to be ambitious and optimistic about future change.

• • •

To re-use existing assets, and the new schemes the Applicant is proposing, to deliver real and lasting community benefits while contributing to a more sustainable environment.

• • •

The Applicant's intention is to use the current situation as a catalyst for change, creating a better urban experience and increasing opportunities for traders and the larger community.

THE APPLICANT'S KEY PRIORITIES IN RELATION TO BUSINESSES:

.....

A particular demand for new serviced and entry level workspace for start-up businesses is beginning as part of the COVID-19 recovery requiring flexibility and adaptability in units sizes to allow for growth.

• • •

New businesses starting up and relocating to Camden Town should be supported with low-cost accommodation and small incubator spaces to flourish in, especially in the creative industries sector.

• • •

Improving the quality of the food and drink offer, particularly during the daytime would increase the area's attractiveness for new creative enterprises.

• • •

Companies offering leisure and cultural programmes should be prioritised.

• • •

The future of Camden Lock Market is envisaged as a place that provides a high-quality environment and facilities to serve the communities that live in and around it, that is attractive to people of all ages and provides a range of opportunities for local people.

THE APPLICANT'S KEY PRIORITIES IN RELATION TO RESIDENTS

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Reducing antisocial behaviour, noise, disturbance, and litter associated with Camden Town's night-time economy is vital to improving local people's experience of the area.

• • •

Residents report that the market stalls, cafés, and bars that Camden Town is famous for appeal mainly to younger visitors in the 18 - 24 age group, while there is little to attract others including families with children.

• • •

Camden Town's streets and public spaces can become far too congested with both vehicular traffic and people on foot. Any new development in the area must be mindful of additional capacity requirements generated and social distancing.

• • •

The Regent's Canal is one of the features that make the area special. More could be done to improve people's access to, connectivity with, and overall enjoyment of the canal.

• • •

Providing quality employment opportunities is important to local communities and means adequately accommodating existing and new business providing opportunities for local employment.

• • •

Camden Town needs to be more sustainable in all its forms to survive and thrive. New development needs to be sustainable from its design through to inception and construction phases to the highest possible standards.

• • •

Camden Town's night-time economy of culture, entertainment, food, and drink should be broadened to appeal to the full range of visitors, especially older people and families.



The Observation Wheel will be re-used after it has served its purpose on Camden Lock Market and is designed to have a c.40 year lifespan.



We seek to use derelict spaces such as the Dead Dog Basin and East Vaults to their full potential for the benefit of the Market as well as the public.



The markets will carry on removing recycling and waste from the site via canal barges.

Sustainability is at the heart of the Applicant's agenda. The proposals seek to reuse maximum available space within existing buildings, minimise disruption to road traffic by using alternative means of removing waste generated by the markets, and ensuring that any proposals with new materials and constructions will fulfil the full extent of their lifespan even after their life within the market comes to an end.

The Applicant and the Design Team have worked with the market's long-term provider iRecycle to enable the new facilities to service waste from the markets efficiently, including Calmden Stables, and Buck Street Markets.

The Sustainability Performance of the building will be informed by using the BRE's BREEAM Non-Domestic Refurbishment (2014) manual.

Priorities for the scheme include:

- Prioritise refurbishment over new build, which will reduce waste and embodied carbon emissions
- Assess Whole Life Carbon at beginning of design to allow for low carbon alternatives to be adopted
- Adopt circular economy principles, including re-use of Observation Wheel.
- Improve operational energy use, including adopting low energy lighting equipment.

Impact of Materials

- The Circular Economy Statement will include the strategies for material efficiency, waste reduction, adaptability, durability and resilience. It will demonstrate the benefits of refurbishing the existing buildings over new build.

Climate change

- Consider potential future climate scenarios and identify aspects of the design where mitigation measures may be required.

Planning application deliverables to include (subject to scoping with LBC).

- Sustainability Assessment – to include BREEAM RFO 2014 pre-assessment, Circular Economy Statement and Whole Life Carbon assessment for refurbishment works and Observation Wheel.
- Energy Statement – to describe the reductions below Part L 2013 that can be achieved on the project and renewable energy sources adopted.

Please refer to ARUP's sustainability statement for further details.