

# Camden Town's

## Economic, Commercial and Demographic Study

### *Executive Summary*



AVISON  
YOUNG



# Introduction

Avison Young was appointed by the London Borough of Camden (LBC) to produce an Economic, Commercial and Demographic Study for Camden Town ('the Study'). The Study, which was supported by Futurecity, Pexmas and MAKE Associates, provides a holistic view on these three topics while also offering recommendations to inform a future Place Making Strategy for the area.

A *separate* document has been produced to capture the Study which is structured around the following areas:

1. **Macro Trends:** Provides an overview of macro-trends influencing town centres, including those that are particularly pertinent to Camden Town.
2. **Development Context:** Sets out information on major developments that have come forward or are in the pipeline in Camden Town, as well as mapping of ownership patterns.
3. **Evidence Base:** Presents detailed evidence about Camden Town's economic, commercial and demographic context. It draws on preceding chapters to explain observed trends and patterns.
4. **Recommendations:** Delivers recommendations on future ambitions, land uses, sub-area roles, policies and practices for Camden Town. It includes case study examples of best practice, including where initiatives have secured social value outcomes.

The most detailed element of the work is the Evidence Base which provides a granular view on local economic, commercial and demographic trends in Camden Town. It is structured around ten key questions:

1. How is Camden Town's **retail market** performing and how does this vary across the area?
2. How strong is Camden Town's **cultural, creative and heritage offer** and has this changed over time?
3. What are the strengths and opportunities of Camden's **markets** and how have they changed over time?
4. What are the characteristics of Camden Town's **economy** and which **sectors** present opportunities?
5. How is Camden Town's **office market** performing and what infrastructure exists to support small businesses?

6. What are the characteristics of Camden Town's **hotel market** and what do demand signals show?
7. Who **visits** Camden Town and where are they from?
8. What is the **population profile** of Camden Town's catchment and what **socio-economic challenges** does the area face?
9. What is the nature of Camden Town's **residential market** and how does this relate to the area's **socio-economic profile**?
10. What types of **physical opportunities** exist to introduce new meanwhile and/or permanent uses to Camden Town?

A wide range of qualitative and quantitative data sources were used to answer these questions alongside consultations with local stakeholders.

*This* document provides an Executive Summary of the Study. It covers the main areas set out in the main report in a more accessible and digestible format. Providing this document is important because the main Study acts as encyclopaedia setting out all relevant information related to Camden Town but does not necessarily tie everything together in a concise way.



# Introduction

This Study focuses on Camden Town as a whole, incorporating all the areas covered under the Camden Local Plan (2017) definition:

1. **Chalk Farm Road:** Covers Chalk Farm Road from Chalk Farm Tube Station down to and including Camden Lock, Camden Stables and Hawley Wharf. The area is characterised by a mix of markets, cafés, restaurants and retail units.
2. **Camden High Street North:** Core part of Camden High Street that runs from Regent's Canal down to Pratt's Street to the south of Camden Underground Station. It is a colourful and vibrant area dominated by retail units targeted at tourists and visitors.
3. **Parkway:** Runs between Camden Town Tube Station and Regent's Park. It is home to a mix of restaurants, pubs, grocery shops and music venues.
4. **Camden High Street South:** Covers the area from Pratt Street down to Mornington Crescent Tube Station. It provides a more 'traditional' high street offer associated with district centres and serves a more local market, bar a couple of high-profile music venues.

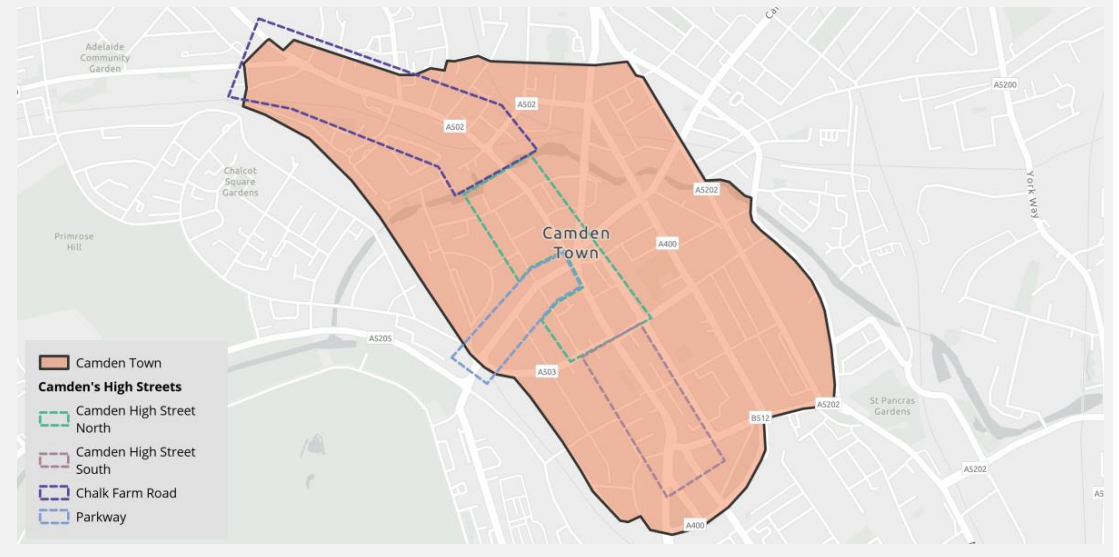
These exact boundaries depart slightly from those used in local policy – notably Camden High Street North which extends below Camden Underground Station down to Pratt Street. This 'extension' has been introduced because:

- The units between the Underground Station and Pratt Street are predominantly leisure, service and comparison units similarly to the 'core' area to the north. Units to the south of Pratt Street are primarily convenience and comparison units.
- The units between the Underground Station and Pratt Street are mixed in size (i.e. small, medium and large) which mirrors the 'core' area to the north. Units to the south are smaller and more akin to a district centre.
- The units between the Underground Station and Pratt Street are largely chain multiples which is an increasing focus of the 'core' area to the north, excluding the markets.

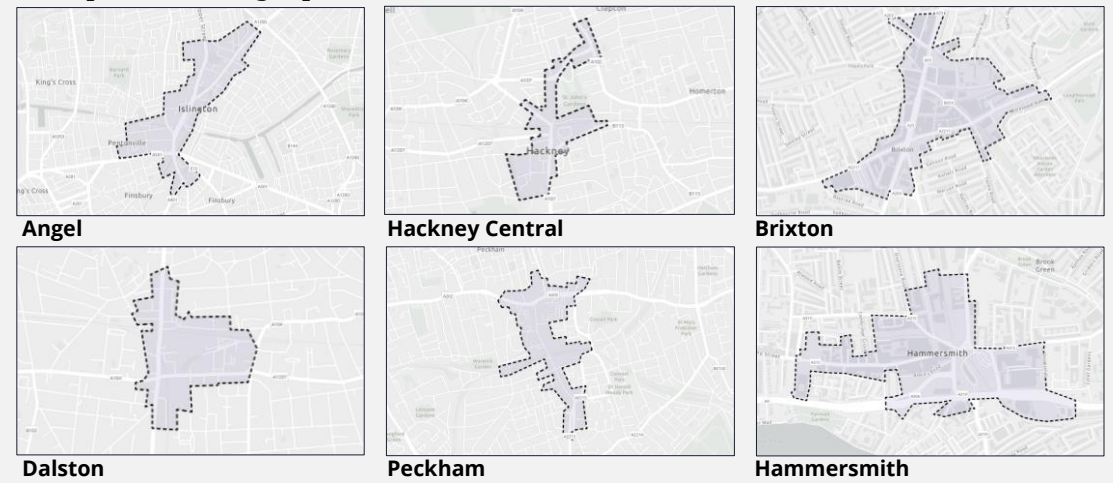
While most of the data presented in the Evidence Base chapter looks at these sub-areas in aggregate, the retail analysis is broken down at these granular scales to provide a detailed understanding of the characteristics and performance of these places. These sub-areas are also disaggregated on maps to allow spatial and geographical trends to be considered.

To contextualise Camden Town's performance, datasets are compared with competing Major town centres in London that similarly have a reputation for being creative hotspots - Angel, Hackney Central, Brixton, Dalston, Peckham and Hammersmith. While none of these are *directly* comparable to Camden Town, given its distinctiveness, they are all classified as Major centres by the Greater London Authority (GLA) and all serve both visitors and locals.

## Study Geography



## Comparator Geographies



# Overarching Findings

The evidence set out in the main Study illustrates that Camden Town has a rich history associated with counterculture and a wide range of cultural revolutions including Punk, Goth, New Wave, Brit Pop and Indie. Iconic institutions such as the Roundhouse, Electric Ballroom, Jazz Café, KOKO, Camden Lock and Camden Stables are intimately connected to this history and are still in operation today.

This legacy has given the area an enduring cultural identity and brand which has made it highly attractive for certain groups in recent decades. These include visitors, tourists, entrepreneurs, retailers and new residents – particularly from younger, affluent and socially mobile groups. To illustrate:

- Over **180m** people visited Camden Town between May 2022 and September 2024 - of which **c80m** did not live or work in the area.
- Camden Town's creative sector employs almost **8,000** people across a range of sub-sectors including Music, Performance & Visual Arts, Film, TV, Radio & Photography, Publishing, Advertising & Marketing, Architecture and Information Communication.
- There are around **87,000** people living within a 20-minute walk of Camden Town and around **60%** are classified by Experian as being 'high status individuals with substantial salaries'.

The interest from these groups is reflected in Camden Town's economic, commercial and residential offer which has evolved to meet the needs of these groups over time. For example:

- The retail offer is dominated by **leisure services** (i.e. bars, pubs, restaurants, cafes, venues) and **comparison retailers** (i.e. fashion, music, gift, book stores) targeted at visitors and tourists. These groups support relatively strong retail performance across both the High Street and markets in terms of both occupancy and rents.
- The residential market is made up of Victorian, post-war and contemporary homes which are mainly privately owned and/or rented. These are typically occupied by wealthy groups with average sale prices currently at **£1.2m** and average monthly rents at **£3,900**. Most contemporary developments have specifically targeted affluent and/or younger demographics (e.g. Haverstock, Latitude House and the Henson).
- The office and workspace offer is extensive particularly given the area's size and status. There is a mix of typologies with most focusing on **knowledge-based businesses**. Rents have traditionally been comparatively high but have started to correct in recent years.

Camden Town's popularity has, however, brought a range of challenges. Most notably it has become increasingly unaffordable with the most commercial uses crowding out other activities. To illustrate:

- There is a limited **'day-to-day' offer** in the Town Centre which is characterised by an underrepresentation of dry cleaners, opticians, post offices, butchers, bakers and legal services among others. The mix of uses does not serve the local population as well as it could, and this has been a pervasive challenge over the past decade.
- **Commercialisation** has meant that there are few low- or no-cost activities for local residents or lower income visitors to participate in within the Town Centre. The dominance of commercial retail, food, beverage, leisure and venue uses has made the offer exclusive intensified by the proliferation of chain retailers.
- The population has become increasingly **polarised** in recent decades and is characterised by high income households living cheek by jowl with long term social renters. Rising housing costs within the private sales and rental market have pushed groups with more modest incomes out of the area.
- The cultural and creative economy has weakened in recent decades which is likely to link to increasing costs and the rise of other more affordable creative clusters in other parts of London. Most notably sub-sectors such as **Music, Performance & Visual Arts** and **Publishing and Information & Communication** have shrunk in recent years. Other knowledge economy sectors such as Financial & Insurance and Professional, Scientific & Technical Services have also declined over the same period while sectors associated with the Visitor Economy have prospered.
- The office and retail market in Camden Town has a notable absence of Grade A **EPC ratings**. There is a critical need to improve energy efficiency in the coming years. Failing to meet new government regulations could lead to increased vacancy rates as landlords will be unable to let out their spaces.

The high barriers to participation mean its commercial and residential offer is not as accessible as it once was to groups that have traditionally made a positive contribution to the area's creative and cultural identity. Consultees argue that this has impacted the area's diversity and authenticity.

This is exacerbated by the fact that there has limited change in the area over the last decade beyond private sector investments in the markets, Hawley Wharf and, mostly commonly, higher-end residential schemes.

*Continues overleaf...*



# Overarching Findings

The area is trading on its past history and relatively little has come forward to enhance and diversify the offer for residents, visitors, tourists and businesses in recent years. The area has been relatively 'static'.

To illustrate Camden Town has a larger economy than its comparators, with high concentrations of jobs and businesses in and around High Street North and South. The number of businesses operating in the area has, however, fallen over the last five years and employment has flatlined.

Similarly:

- Total **office floorspace** has **not changed** over the last decade with very little space refurbished or upgraded over this period.
- Only **two hotels** have been opened in the area over the last ten years despite significant visitor interest in the area.
- There has been no substantial additions to the **music venue offer** though a small number have closed (e.g. Shaka Zulu and Proud).
- The number of **people living in the area** appears to have **decreased or at least remained static** over the last decade.
- A significant number of commercial stock are **not compliant with energy performance standards**.

Consultees feel that the area has struggled to evolve beyond its 'Golden Age' between the 1960s and 1990s. Relatively little has come forward to enhance, diversify and move forward the offer.

Visitor numbers have, however, increased exacerbating **management challenges** that are impacting all user groups. These challenges include rising **crime, overcrowding** and an **ever-degrading public realm**. These issues are becoming more pertinent and reflect an overheating of the area.

These are fundamental issues for the area and threaten its attractiveness as a place to visit, live or locate a business. Consultees report that people feel increasingly threatened in the area, particularly at night, due to a lack of management, crime prevention and activation

All of these trends are compounded by macro-economic issues impacting town centres – for example:

- Inflation and the cost-of-living crisis have reportedly reduced expenditure per head in the markets according to the owners.
- The national night time economy has suffered from reduced visitation and expenditure following the COVID-19 pandemic which has impacted some of Camden Town's venues.
- The shift from buying goods to experiences has started to impact the performance of retail traders in the market according to the owners.
- Other parts of London are increasingly investing in their cultural and night time offer which is presenting competition for Camden Town.

This information signals a need to intervene to address the area's weaknesses and threats and build on its strengths and opportunities.

**The following pages summarise the findings of the Study and include a specific SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis highlighting this in further detail.**

Given the scale of the challenges facing the area there is a stronger case than ever for LBC to play a more proactive role in shaping and influencing what happens in Camden Town moving forward. The development of a new Camden Town Vision and Placemaking Strategy will be an important first step in this journey.

The main opportunity is to harness the ingredients that made Camden so popular in the first place – its **creative, cultural and night time scene**. There is a unique opportunity to nurture the area's strengths to deliver a **creative and cultural renaissance** that enhances authenticity, continues to attract visitors and drives more value for local residents.

This will require bold thinking and action particularly in relation to planning and licensing policy, as well as the types of uses being brought forward by the Council and other landowners.

**An overview of the recommendations emerging from the Study is provided at the end of this document.**

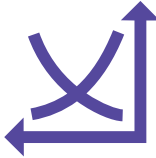
# Key Messages: Data Analysis

## How is Camden Town's retail market performing and how does this vary across the area?

- Camden Town's retail mix is dominated by destination-oriented '**leisure services**' (i.e. bars, pubs, restaurants, cafes) and '**comparison goods**' (i.e. fashion, music, book and gift stores).
- In contrast, Camden Town has a more limited '**day-to-day**' offer compared to traditional local town centres reflecting its status as a destination for people that do not necessarily live in the area.
- Camden Town's vacancy rates (**10.3%**) are below the national average and most of the comparators considered. This is despite having relatively poor-quality stock and high average rents of around **£55.50** psf. Chalk Farm and High Street South do, however, have elevated rates (**13%** and **11.5%**) which are closer to the national average.
- Each of Camden Town's sub-areas plays a distinct role:
  - **Chalk Farm** has a strong 'destination' offer largely driven by food, drink, gift and fashion activity at Camden Stables, Camden Market and Hawley Wharf.
  - **High Street North** also has a strong 'destination' offer and is dominated by food, drink, gift and fashion activity.
  - **High Street South** plays a mixed 'destination' and 'day-to-day' role, though the 'local' offer is primarily defined by health and beauty uses.
  - **Parkway** has a mixed offer but is dominated by property services such as estate agents, commercial agents and property management companies

## How strong is Camden Town's cultural, creative and heritage offer and has this changed over time?

- Camden Town has a rich cultural heritage and has played an important role in shaping a wide range of cultural revolutions including **Punk, Goth, New Wave, Brit Pop** and **Indie**. It has a strong association with **counterculture**.
- Many of Camden Town's high-profile venues remain open and active including the **Roundhouse, Jazz Café, Underworld, KOKO** and the **Electric Ballroom**.
- Camden Town's venue and music offer has not, however, really '**evolved**' or moved on in recent years with the area relying on its historic legacy. Very few new venues or concepts have come forward, and the area is no longer at the forefront of shaping and making cultural trends.
- The area's broader cultural scene, defined by '**production**' based activity, is also weaker than might be expected given its reputation and history. While there is a mix of **recording studios, media studios, co-working spaces, fashion production etc**, the offer is relatively diffuse with limited provision to the south and east of the area.
- The increasing **commercialisation** of the area is a threat to the area's cultural and creative identity. There is little to do beyond spending money on goods and services, and rising residential and commercial prices are acting as a barrier to creative people.



Average retail vacancy rates are **10.3%** compared to a national average of **15.5%**



**17%** of retail units are occupied by multiples – more than in Brixton (12%), Peckham (14%) and Hackney (15%)

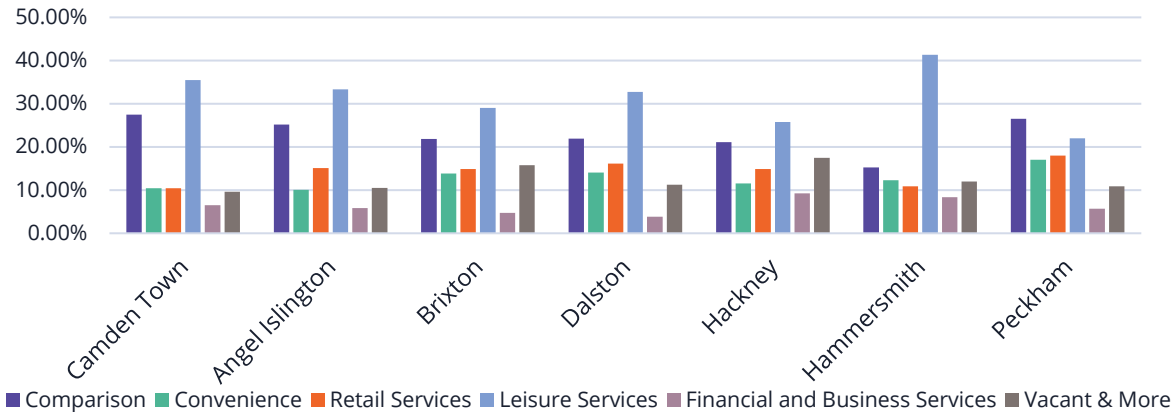


**36%** of units within Camden Town are leisure services including pubs, bars, restaurants, cafes etc



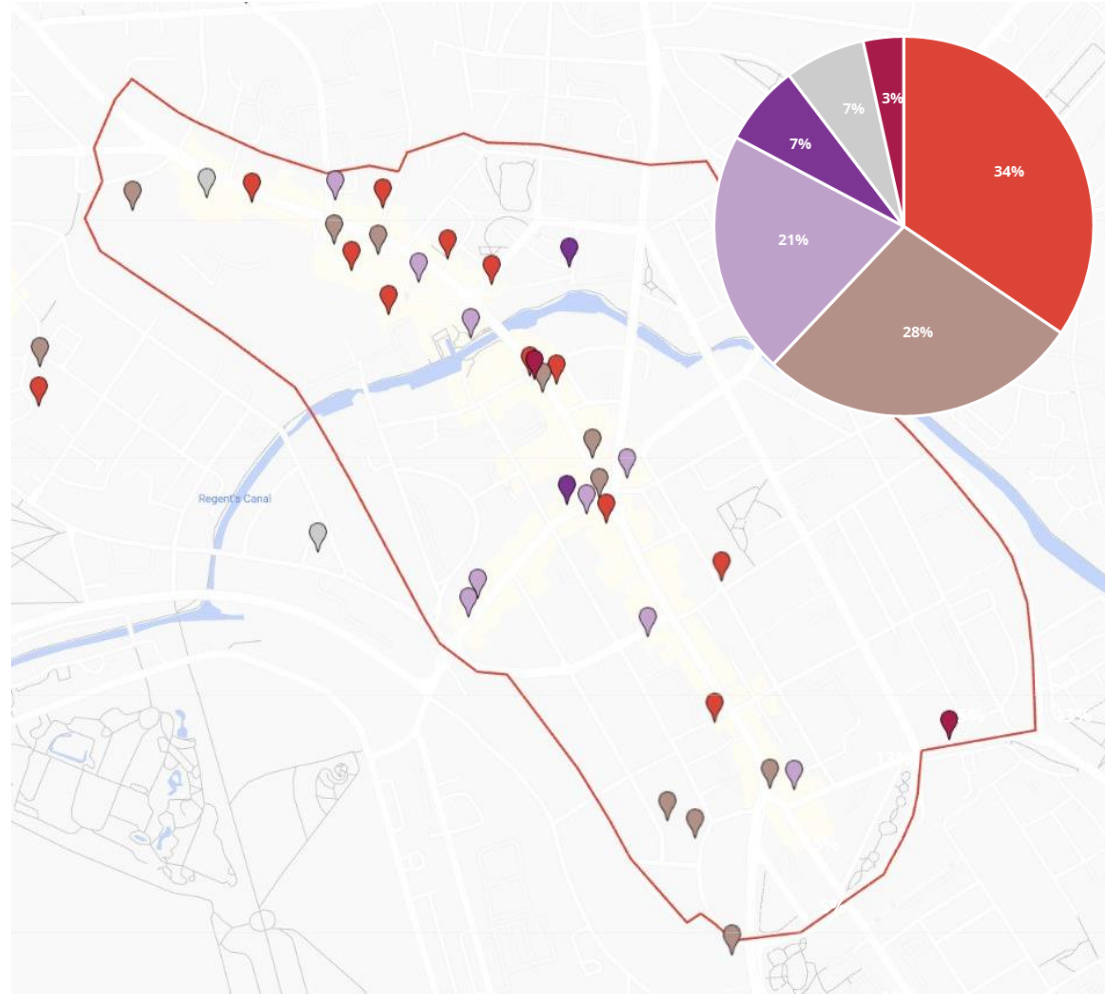
**27%** of units host comparison goods retailers, notably women and menswear as well as gift and craft shops

Camden Town's Retail Composition, 2023/24



# Key Messages: Data Analysis

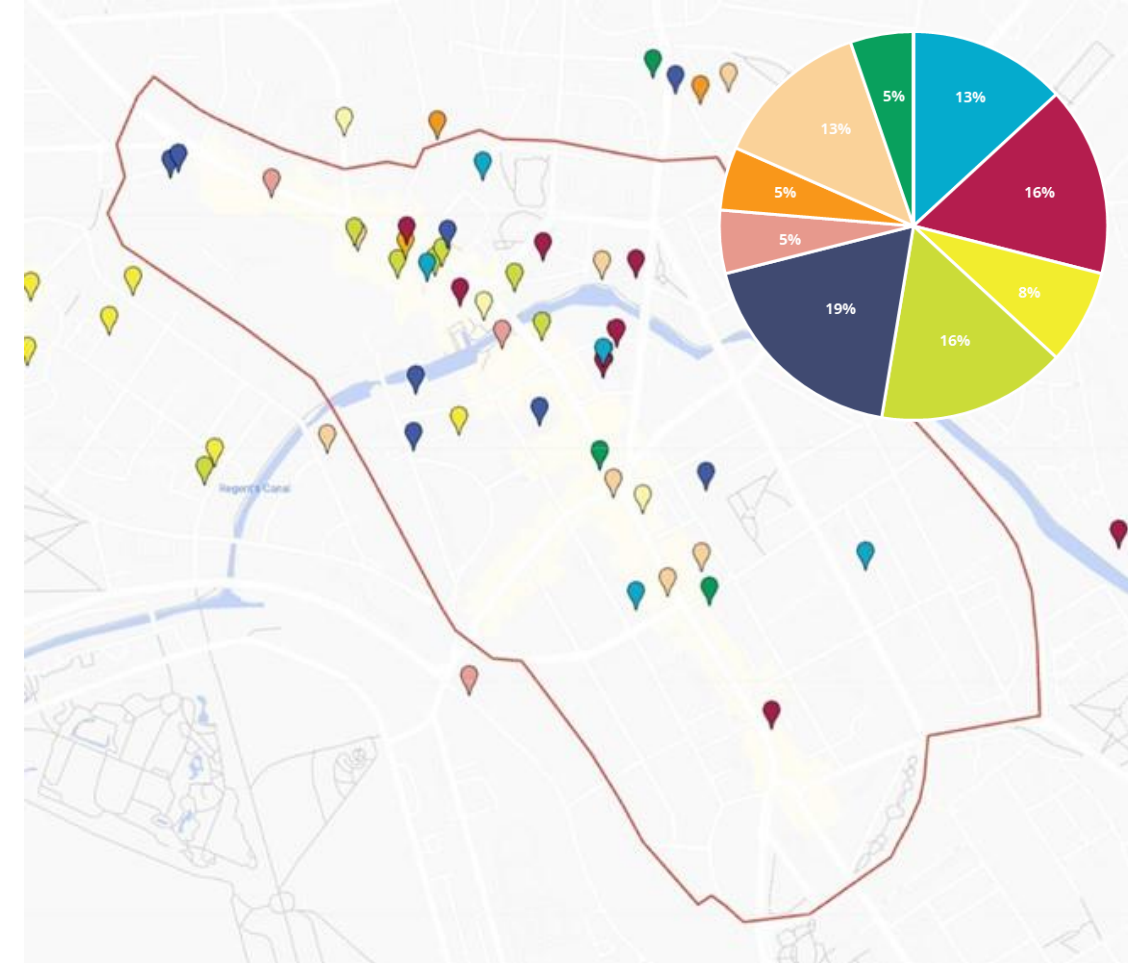
## Camden Town's Venues, 2023/24



Source: GLA Cultural Infrastructure Map, 2023

- Visual Art
- Heritage
- Music Venue
- Cinema
- Mixed Use
- Theatre

## Camden Town's Creative Production Assets, 2023/24



Source: GLA Cultural Infrastructure Map, 2023

- TV/Radio/Film
- Co-Work
- Dance Studio
- Recording Studio
- Fashion
- Digital Design
- Artist Studio
- Publishing
- Makerspace

# Key Messages: Data Analysis

## What are the strengths and opportunities of Camden's markets and how have they changed over time?

- **Employment:** The Markets represent one of the biggest employment opportunities locally with 1000+ stalls. This workforce is diverse, international and creative. These people are the lifeblood of the area and local economy.
- **Celebrity:** Camden is well known for its markets and is still a "rite of passage" for young artists and designers. Audiences are drawn to the history of the area. There is an opportunity to tell today's stories more loudly.
- **Education:** Camden Market offers training for entrepreneurs, work experience for young people, apprenticeships and more. There is an opportunity for more joined up working between markets, council and student creatives, with a direct line to stalls.
- **Cultural Space:** The opportunity and desire to see market spaces used for more than traditional selling is well established with venues like Boxpark. Customers want more from their shopping experiences than a purchase, and Camden Markets provide this to an extent.
- **Capacity:** Businesses struggle to expand and have to move out of the markets / area to scale up. Change of use on units and planning applications take time, skill and money that traders do not have. Without high street space to offer to growing businesses there is a limit on how many can be retained.

## What are the characteristics of Camden Town's economy and which sectors present opportunities?

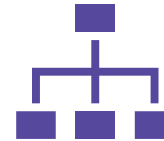
- Camden Town's economy is made up of around **3,100** businesses employing **62,000** people. This is much larger than the economies of the comparators analysed, including Hammersmith, Angel and Brixton.
- Camden Town's economy has remained fairly static over the past five years of available data, with business count falling by around **-220** and employment count falling by **-1,300**. This is despite observed growth in business and employment count in competitor town centres.
- The area's economy is dominated by knowledge economy sectors such as **Professional, Scientific & Technical Activities (12,000 jobs)**, **Information & Communication (6,000 jobs)** and **Financial & Insurance (3,000 jobs)**. These sectors are **2.1, 2.1** and **1.5x** more concentrated in Camden Town's economy respectively than the national economy.
- High street sectors such as **Retail (6,000 jobs)** and **Accommodation & Food Services (5,000 jobs)** are also prominent. Camden Town's creative industry is made up of **7,880 jobs**. Despite having some clear sub-sector specialisms, there has been a shrinkage of historically important sectors such as **Publishing and Music, Performing & Visual Arts** in recent years (**-22%** and **-9%** respectively, or **-250** and **-130 jobs**).



Home to **3,100** businesses employing **62,000** people – both of which represent a decline of **-220** and **-1,300** respectively over the past five years

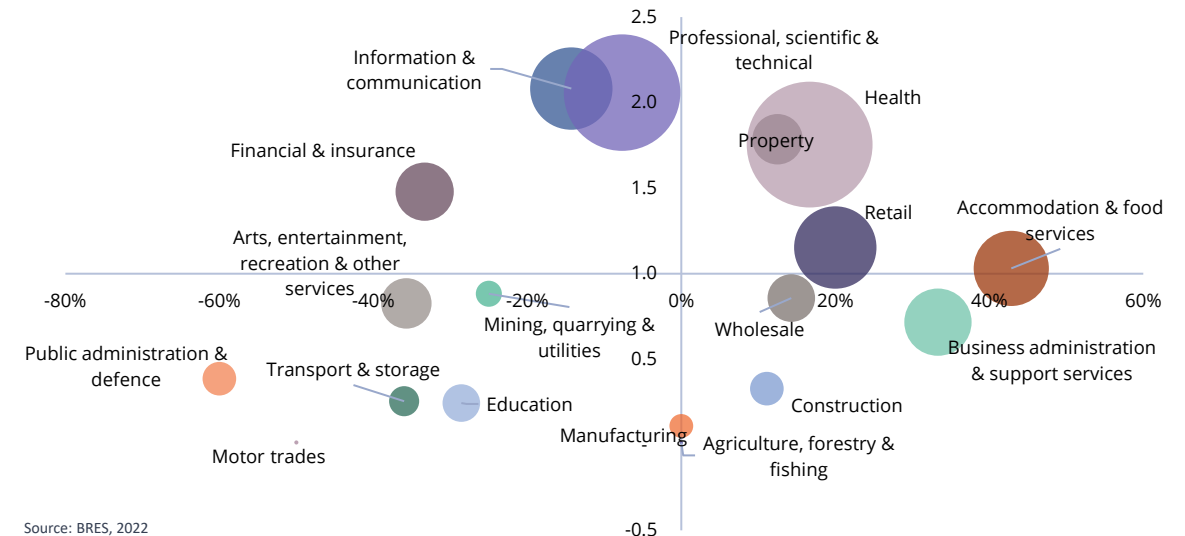


Sectors such as **Publishing and Music Performance & Visual Arts** have seen **-22%** and **-9%** declines in employment over the past five years



Camden Town has a **larger economy than its comparators**, with high concentrations of jobs and businesses in and around **High Street North and South**

Camden Town's Employment Sector Size, Growth and Specialism, 2017-2022



Source: BRES, 2022

A location quotient measures the region's sector specialism relative to the national average. An LQ greater than 1.0 means there is higher concentration of sector employment than the national average therefore suggesting a specialism. E.g. Information & Communications has an LQ of 2.1, which means employment in the sector is 2.1x more represented in the local than national economy.



# Key Messages: Data Analysis

## How is Camden Town's office market performing and what infrastructure exists to support small businesses?

- Camden Town has a large office market made up of over **180** units spanning **2.25m** sq ft. This is significantly more than most of the comparators considered.
- The total amount of office floorspace has not changed significantly over the last decade. This does, however, mask the fact that the delivery of new floorspace (for example at Hawley Wharf) appears to have counterbalanced the loss of floorspace elsewhere.
- Despite the delivery of some new stock, Camden Town has a higher proportion of **lower quality office stock (42%)** than several of the comparators considered. This, alongside **higher than average rents (£46 psf)**, may leave the area's office market vulnerable to increasing occupier demand for higher quality office space.
- Despite having an active market, demand signals appear to suggest a slight cooling of the area's office market:
  - Vacancy rates are reasonably low at **7%** but have increased slightly year-on-year from **2%** five years ago.
  - Average rents are still high at **£46 psf** but have fallen year-on-year from **£52 psf** five years ago.
- The area is also home to a range of flexible and affordable workspaces, including **WorkLife Camden, Camden Collective, LABS, Camden Studios, and Roundhouse Works.**

## What are the characteristics of Camden Town's hotel market and what do demand signals show?

- Camden Town only has **five** hotels which is far less than comparator locations such as **Earl's Court (43), Shepherd's Bush (13)** and **Hammersmith (9)**. Camden Town has a mid-market offer, including Holiday Inn, the Wesley and the York & Albany Hotel. There are **280** rooms in total which is fewer than the locations above (2,300, 1,700 and 900 respectively).
- Hotels in Camden Town and its surrounds are well-occupied, and over the last year have been between **60** and **90%** depending on the time of year. This is in line with comparators and is close to pre-pandemic occupancy figures.
- Over the last five years there has been almost no transactional activity in Camden Town's hotel market, though the Premier Inn Hub was opened in 2023. This is part of Premier Inn's new 'Hub' range which offer compact but good quality rooms in attractive well-connected urban areas.
- Hotel 'RevPAR', which refers to Revenue Available Per Room, is reasonably strong in Camden Town and its surrounds at around **£115**. This puts it in the middle of the comparators with only Battersea and Angel performing much stronger.
- Camden Town has approximately **213** serviced apartments as of July 2024, which is only bettered by Earl's Court (336) among the comparators considered. While data is sparse it appears that Camden Town achieves high daily rates peaking at an average of **£211** per room.

## Office Agent Commentary

Office agents set out that secondary office locations such as Camden Town, Angel, Hammersmith and Richmond have started to suffer following the COVID-19 pandemic and the associated rise in hybrid working. This is because businesses have started to reduce the overall amount of floorspace they are occupying with many ending leases in secondary locations while maintaining or consolidating into high quality office space in more accessible central locations.

While some secondary locations such as Camden Town have fared reasonably well to date, there is a view that this could change over the short-term except where there are high-quality and best-in-class office buildings available close to public transport nodes. Occupiers are becoming increasingly discerning about the floorspace they take and are generally looking for high-quality floorspace – this type of provision is holding up in secondary locations where available at a competitive price.

In terms of Camden Town specifically agents highlight Hawley Crescent, Greater London House and 32 Jamestown Road as the types of offices that are likely to remain attractive to occupiers moving into the future. They did, however, note that rental values need to be highly attractive to encourage occupiers away from traditional locations such as the West End, City, Southbank and City Fringe. They note that average prevailing rents of £46 psf are likely to be appropriate for Camden Town and that higher rents may negatively impact occupation.

The saving grace is that the construction of brand-new office space is challenging in prime locations. Agents speculate that as lower quality stock is removed from the market throughout the city, and relatively limited new office space comes forward, attractive locations close to central London may see more demand over the medium-and-longer term as existing stock in prime locations becomes fully occupied.

## Hotel Agent Commentary

Conversations with hotel agents confirmed that Camden Town is a popular destination for both international and domestic visitors making in an attractive location for hotel operators.

They commented that from a mass market perspective operators at the 'budget' and 'value' end of the spectrum are most likely to be attracted to the area (e.g. Premier Inn, Travelodge, Ibis, Holiday Inn, Best Western, Novotel). This is because the area mostly caters to younger visitors who tend to have more limited budgets than older travellers and/or those on business.

By the same token more upmarket operators (e.g. Hilton, Marriot, Intercontinental, Crown Plaza) are likely to be less attracted to the area as they tend to rely on business travellers. They prefer to locate in areas with a strong office presence and transport presence such as Euston and/or Kings Cross.

That said, agents note that there may be interest from smaller operators that have a more boutique offering that caters those interested in more creative and alternative experiences. There are a number of examples of these types of hotel in London particularly in places like Soho, Clerkenwell and Shoreditch.

The major challenge for Camden Town is that the hotel market is becoming challenging to survive and thrive in, particularly in locations where values are high. There are also relatively few development opportunities in the area that would be attractive to operators.

# Key Messages: Data Analysis

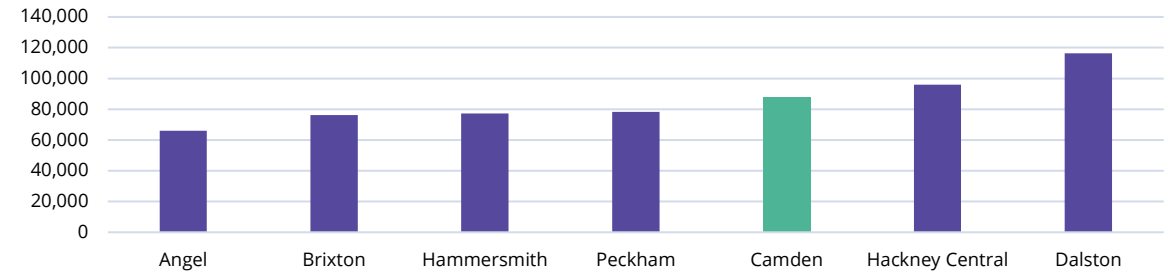
## Who visits Camden Town, why do they do so and where are they from?

- Camden Town attracts high levels of footfall which exceed those observed in most other comparator locations including Hammersmith, Brixton, Peckham, Hackney Central and Dalston.
- Of those that visit the majority are 'non-residents' – i.e. visitors and workers account for almost **60%** of footfall. While this aligns with trends in Brixton and Hammersmith, other areas such as Angel, Peckham, Hackney Central and Dalston have a more balanced mix of residents, visitors and workers.
- Footfall is highest between **midday and 9pm**. After this footfall drops but area remains busier between 9-12pm than Hackney Central and Peckham at their *midday peak* highlighting the importance of the area's evening and nighttime economy.
- Dwell time of daytime visitors is relatively short ranging from an average of **55-70** minutes between 9am and 6pm.
- Those visiting after 9pm tend to stay for longer periods of time with the average increasing to between **90-120** minutes. This is a fairly long period of time given some footfall will reflect local residents passing through or popping to a shop, service or take out.

## What is the population profile of Camden Town's catchment and what socio-economic challenges does the area face?

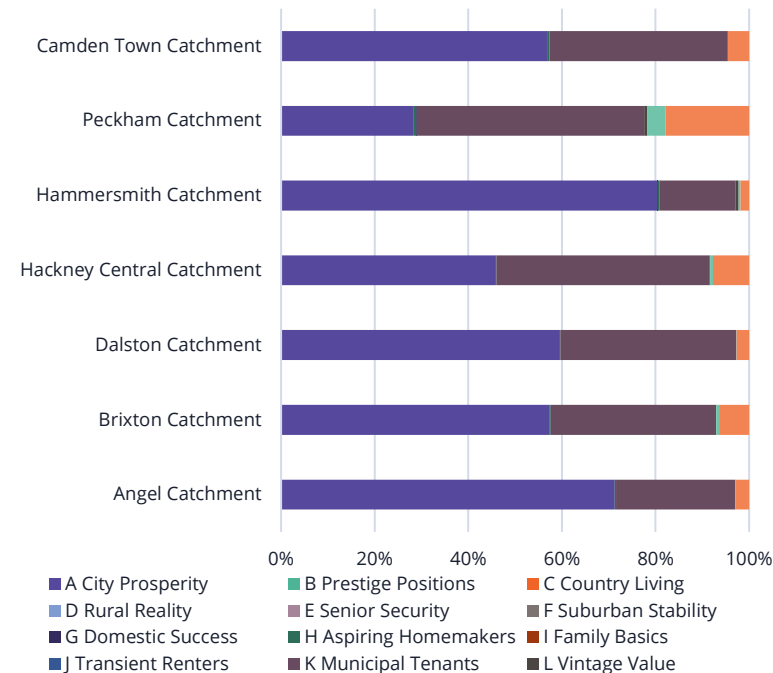
- Camden Town's local catchment\* has a population of **87,593** which is around **42%** of the borough total. Population density is not, however, as high in the Town Centre as areas surrounding it reflecting its mix of commercial, community and cultural uses.
- The age profile of Camden Town's local catchment broadly mirrors London's, but there is a higher proportion of **working age people** aged between 20 and 35 years old compared to the city average.
- In terms of ethnic composition **57%** of people living in the local catchment identify as White, **7%** as Mixed or Multiple Ethnic Groups, **19%** as Asian, Asian British or Asian Welsh, **11%** as Black, Black British, Black Welsh, Caribbean or African and **6%** as Other Ethnic Groups.
- At present Camden's local catchment has a polarised population. According to Experian **57%** of households are classified as 'City Prosperity' which refers to *'high status individuals with substantial salaries and expensive urban homes'*, whereas **38%** are classified as 'Municipal Tenants' or *'long term social renters living in challenging areas'*.
- Despite having a high proportion of 'City Prosperity' households, there is severe deprivation in parts of Camden Town. The main drivers are crime, income and residents' living environment.

## Catchment Size\*, 2021



Source: Census. 2021

## Mosaic Classifications, 2022



Source: Experian. 2021

- A. City Prosperity – High status individuals with substantial salaries and expensive urban homes.  
 B. Prestige Positions –Established families with financial security living upmarket lifestyles.  
 C. Country Living –Well off homeowners in rural areas benefiting from country life.  
 D. Rural Reality –householders living in rural communities in relatively low cost homes.  
 E. Senior Security –elderly people living independently in their owned homes.  
 F. Suburban Stability –Mature couples or families living settled lives in mid-range housing.  
 G. Domestic Success –High earning families bringing up children and following careers in sought after residential areas.  
 H. Aspiring Homemakers –Younger households who have recently set up home within a budget.  
 I. Family Basics –Families with children with limited budgets trying to make ends meet.  
 J. Transient Renters –Young, single people who privately rent low costs homes for the short term.  
 K. Municipal Tenants –long term social renters living in challenging areas.  
 L. Vintage Value –Elderly people living in purpose built homes who may require increasing amount of financial or practical support.  
 M. Modest Traditions –Mature homeowners living in private modest homes enjoying a stable lifestyle.  
 N. Urban Cohesion –Residents of settled multi-cultural urban communities.  
 O. Rental Hubs –Educated young people privately renting in urban neighbourhoods.

\*Note: The Camden Town Catchment area refers to those living within a 20-minute walking distance from Camden Town. The same measure has been used to analyse the population profile of comparator geographies.

\*\*Note: Population data comes from the latest Census which was undertaken during the COVID-19 pandemic. During this period a lot of young people, particularly students, moved out of urban areas to live with parents and save on rent.



# Key Messages: Data Analysis

## What is the nature of Camden Town's residential market and how does this relate to the area's socio-economic profile?

- Camden Town's residential market is dominated by flats which account for **79%** of dwellings – higher than Inner London's **72%** figure. Of the remaining homes, **11%** are terraced, **2%** are semi-detached, **1%** are detached and **7%** are 'other'.
- The mix of residential tenures aligns broadly with comparators elsewhere in London and the area's population profile. **38%** are socially rented, **37%** are privately rented and **24%** are privately owned.
- Population density in Camden Town is lower than its comparators at around **12,000** people per sq km, compared to **c19,000** and **c15,000** in Brixton and Angel respectively.
- Average house prices in Camden Town are exceptionally high at **£1.4m**, which is above the borough average of **£1.2m** and over **3.5x** higher than the national average. Over the past five years house prices have increase by around **+17%**, which is lower than the national average of **+31%** reflecting the fact that prices are already notably high.
- Average rents are also high at **£3,900** per month, which is again higher than the borough average of **£3,500** per month. Unlike sale prices these have increased in line with the national average reflecting the changes that rising interest rates have had on the housing market.
- There are a number of student accommodation schemes coming forward or already existing in Camden Town itself.

## What types of physical opportunities exist to introduce new meanwhile and/or permanent uses to Camden Town?

- Public Squares:** Camden Town has a handful of public squares that are not meeting their potential. They could be upgraded to create a better public experience, to introduce pop-up uses that diversify the local offer, and/or to host events or activations.
- Green Spaces:** The area has a small number of well-managed green spaces that offer much needed community space and respite from the hustle and bustle of the town centre. There may be opportunities to use these to deliver more activities that support local people and visitors.
- Car Parks:** There are a number of surface level and multi-storey car parks across Camden Town. Given the area has strong public transport connectivity these may present opportunities to introduce alternative temporary or permanent uses that deliver greater value to the area.
- Public Buildings** A large proportion of assets in Camden Town are owned by public bodies. These fall into various groups: (1) operational 'bases' (i.e. offices/depots), (2) safeguarded development land (i.e. transport related), and (3) residential accommodation.
- Other opportunities include underutilised infrastructure, vacant units, housing estates, community spaces, market stalls, first floors, public realm and development sites.

## Dwellings by Type, 2021

	Camden Town	Inner London	National
Detached	1%	2%	23%
Semi-detached	2%	6%	31%
Terraced	11%	16%	23%
Flats	79%	72%	21%
Other	7%	4%	2%
Total: All Households	<b>6,841</b>	<b>1,303,077</b>	<b>23,436,085</b>

Source: Census, 2021 (ONS)

## Average Price Paid by Property Type, 2024

	Average Price Paid (2023)			5 Year % Change (Price)		
	Camden Town	Camden Local Authority	England	Camden Town	Camden Local Authority	England
Flats	£752,700	£814,000	£308,685	-6%	-2%	-1%
Terraced	£2.1 Million	£2.5 Million	£286,316	14%	16%	18%
Semi-Detached	£1.9 Million	£2.9 Million	£327,030	21%	3%	25%
Detached	£2.8 Million	£3.5 Million	£568,744	30%	6%	32%
All	£1.4 Million	£1.2 Million	£395,703	17%	21%	11%

Source: Search Land (2024)

## Average Asking Rents by Property Type, 2024

	Average Price PCM (2023)			5 Year % Change		
Property Type	Camden Town	Camden Local Authority	England	Camden Town	Camden Local Authority	England
Flats	£3,500	£2,676	£1,800	29%	3%	38%
Terraced	£4,800	£5,551	£1,600	13%	8%	33%
Semi-Detached	£4,800	£7,401	£1,500	0%	5%	36%
Detached	£6,200	£9,300	£2,200	18%	11%	38%
All	£3,900	£3,500	£1,700	31%	23%	31%

Source: Search Land (2024)

# Key Messages: Stakeholder Engagement

## FOOD



Consultees note that there has been a proliferation of street food vendors in recent years. This contrasts with the restaurant offer which is perceived to have weakened over the last decade. Not all street food stalls open into the evening impacting the area's offer outside of 'typical' daytime trading hours.

## SOUVENIRS



Consultees feel that there is an over-representation of poor-quality souvenir shops. This is viewed as weakening the overall attractiveness of the area. Several also report that some souvenir occupiers illegally sub-let space, and that some are linked to organised crime in the area.

## LOCALS



Consultees agreed that the area's offer is more oriented toward the international and domestic tourist market. While this is to be expected, there was a widespread view that more could be done to deliver a better 'day-to-day' offer to ensure residents benefit more from economic activity in the area.

## DIVERSITY



Consultees noted that while Camden Town has a good mix of uses, the diversity of the offer has not changed significantly over the last decade. They suggested that new initiatives such as the High Line would diversify the offer potentially attracting broader range of visitors and improving the offer for residents.

## EXPENSE



Consultees stated that a major barrier for local entrepreneurs is the high cost of taking on High Street units. This is a blocker to curating an independent and mixed offer, and also creates challenges for market traders looking to 'scale up' within the area. Weak covenants are also a challenge for such traders.

## EXPENDITURE



Several consultees reported the footfall and visitor numbers have remained robust in Camden Town despite decreases in other parts of London. The level of expenditure per person is, however, reported to be lower than before the COVID-19 pandemic. This may reflect the cost-of-living crisis currently playing out across much of the world.

## CRIME



Consultees stated that crime has always been an issue in Camden Town but has become more problematic over the past year. The main challenges are around theft, drug dealing and intimidation. Consultees feel that this is likely to be impacting investors' decision making about investing or locating in the area.

## BUSYNESS



Proposals to introduce pedestrianised areas were generally well-received by consultees as there is a view that the High Street has become dangerously busy. Several did, however, note that stronger street management will be essential to ensure a safe, attractive and vibrant environment as this comes forward.



# Key Messages: Stakeholder Engagement

## PAST GLORIES



Consultees note that Camden Town's creative, cultural and night time scene is kept alive by 'heritage' venues. They note that the offer has not evolved in recent years with few alternative venues coming forward. It is no longer seen as an area at the forefront of making and shaping cultural trends.

## HIDDEN PAST



While 'heritage' venues remain prominent, much of the area's cultural history is relatively hidden – visitors to the area do not necessarily get a sense of its importance to the music industries. Consultees state that more could be done to celebrate its past through museums, galleries, events, public art etc.

## COMMERCIALISATION



The re-development of the markets and introduction of chain operators have made the area more commercial and less authentic. Consultees note that there is very little for visitors to do that does not involve spending money on goods and services unlike other destinations.

## AFFORDABILITY



Consultees set out that affordability challenges have prevented creative people and organisations from locating in the area. The area's cultural stagnation links to limited free or low-cost space for both creative consumption and production activities.

## CRIME



Camden Town has a poor reputation for crime and safety, which has heightened in recent years. Consultees note that this deters some people from visiting in the evening and at night, or it is reducing spontaneity as it encourages people to plan their evenings carefully limiting movement between venues.

## CLEANLINESS



Consultees also noted that poor cleanliness and street management during the evening and at night heightens concerns around safety. This, combined with a relatively poorly managed public realm, reduces the attractiveness of the area particularly after dark.

## CAPACITY



While busyness is a major concern during the day, the area can become congested and dangerous at night particularly before and after major performances. This is exacerbated by limited capacity at Camden Town Underground Station which often has to close during busy periods.

## MANAGEMENT



Despite being such an important evening and night time location, the area does not have a co-ordinated focus on these issues. Unlike other areas it does not participate in schemes such as Purple Flag and Best Bar None which are specifically designed to support these types of locations.

# Strengths and Opportunities

Camden Town's main strengths from an economic, commercial and demographic perspective include its:

- ✓ Rich cultural heritage.
- ✓ International brand.
- ✓ High footfall levels.
- ✓ Strong 'leisure service' offer.
- ✓ High profile music venues.
- ✓ Well-loved markets.
- ✓ Deep rooted theatres.
- ✓ Eclectic street food mix.
- ✓ Evolving retail offer.
- ✓ Resilient retail market.
- ✓ Growing visitor economy.
- ✓ Well-occupied hotels.
- ✓ Large economy.
- ✓ Prominent creative economy.
- ✓ Strong knowledge economy.
- ✓ Large office market.
- ✓ Flexible workspace offer.
- ✓ Diverse local population.
- ✓ Highly skilled population.
- ✓ High representation of women.
- ✓ Strong residential market.
- ✓ Buoyant residential market.
- ✓ Attractiveness to investors.
- ✓ Levels of residential development.
- ✓ Public land ownerships.
- ✓ Connectivity and location.
- ✓ Physical and spatial opportunities.

Camden Town's main opportunities from an economic, commercial and demographic perspective include its:

- **Cultural heritage:** Camden Town can use its rich cultural heritage as a building block for its future and to drive economic growth. The area can enhance its cultural offer to make it an even more attractive place for locals and residents to visit through the provision of new uses and features that draw on this legacy.
- **Creative economy:** Linked to the above there is an opportunity to build an even stronger creative economy if the right type of office and workspace can be provided at an appropriate price point. The area is and always has been attractive to businesses in the sector and there is scope to reverse economic stagnation through the promotion of such activities.
- **Development opportunities:** There are a number of development opportunities across Camden Town ranging from the land surrounding the Underground Station (including Boxpark) to Camden Lock market. These present opportunities to introduce new uses that diversify the offer and provide opportunities for both visitors and residents.
- **Public assets:** LBC and other public bodies such as Transport for London own a number of sites and buildings across the Town Centre as highlighted earlier in this report. These could be used for a range of uses that address gaps in the offer and enhance the functioning and attractiveness of the area.
- **Diverse population:** Camden Town's population is its biggest asset, but many residents are currently excluded from the local economy and the wider Town Centre offer. There is a clear opportunity to encourage existing businesses to engage better with residents, and to ensure that future development benefits those living in the area. This could be through the provision of new employment and enterprise opportunities with a particular focus on sectors that offer low barriers to entry – e.g. health, beauty, retail, food, drink etc.
- **Rebellious spirit:** Camden Town is famed for its counterculture identity and rebellious spirit. This reputation presents an opportunity for stakeholders to test new ideas and concepts in the area that would not be possible to do in other locations. There is clear scope to experiment with ideas that seek to enhance the area or address weaknesses and threats as set out overleaf.



# Weaknesses and Threats

## Camden Town's main weaknesses from an economic, commercial and demographic perspective include its:

- ✗ Overrepresentation of chain retailers.
- ✗ Limited 'day-to-day' offer for residents.
- ✗ Relatively low-quality retail stock.
- ✗ Notable absence of retail buildings rated Grade A.
- ✗ Oversupply of 'generic' souvenir shops.
- ✗ Lack of 'grow on' space for market traders.
- ✗ Over commercialisation.
- ✗ Limited no or low-cost activities.
- ✗ Relatively short dwell times of daytime visitors.
- ✗ Static and plateauing local economy.
- ✗ Weakening creative and cultural sector.
- ✗ Declining Music, Performance and Visual Arts sub-sector.
- ✗ Disconnection between the economy and residents.
- ✗ Very large, long and disconnected town centre.
- ✗ Limited affordable and innovation workspace offer.
- ✗ Low quality and weakening office market.
- ✗ Affordability challenges for residential and commercial space.
- ✗ Polarised population.
- ✗ Low population density.
- ✗ Limited hotel offer and development.
- ✗ Overcrowding and conflict with vehicles.
- ✗ High crime rates.
- ✗ Poor street cleanliness and management.
- ✗ Conflicts between residents and operators.
- ✗ High levels of unaddressed deprivation.

## Camden Town's main threats from an economic, commercial and demographic perspective include its:

- **Emerging Competition:** While Camden Town's creative, cultural and night time offer has not evolved significantly in recent years, other parts of London have seen heavy investment in these areas. These range from Kings Cross and the City of London more centrally, to schemes such as Wembley and Nine Elms which have put culture at their hearts. Without a concerted effort to support Camden Town's offer to proposer and evolve there is a risk that consumers will choose to visit other places at the area's expense.
- **Management Challenges:** Linked to the above consultees feel that the area is at 'breaking point' on issues around crime, pollution, litter and overcrowding. These issues, particularly related to crime, are thought to be exacerbated by the one off and 'single visit' nature of those coming to Camden Town. If these issues are not addressed there is a risk that they could take hold and have an even more significant impact on the area's reputation than they already have. If this happens it could reduce the attractiveness of the area for visitors, residents, investors and businesses with some arguing it already has. The area relies on one off visitor and/or tourists which leaves it highly vulnerable if the area gains a reputation as a 'no go zone' for these groups.
- **On-Going Gentrification:** The increasing commercialisation and reducing affordability of Camden Town has already impacted its reputation and authenticity. Moving forward it will be important to ensure that interventions are put in place to encourage a diverse range of organisations, workers and residents to be based in the area to support its vibrancy and identity.
- **Office Market Trends:** Following the COVID-19 pandemic businesses have increasingly sought high-quality office and workspace in the most central and well-connected locations – this is to encourage workers back to the office and fulfil objectives related to environmental sustainability. Landlords will also be expected to ensure that commercial buildings reach an Energy Performance Certificate rating of 'C' by 2030 to let units to tenants. Both of these trends could have a medium-to-long-term impact on Camden Town given its office stock is fairly low quality and distributed diffusely across the area.
- **NIMBYism:** Camden Town needs to be supported to re-establish itself as London's music and cultural hotspot. There is a risk that NIMBYism could block or influence this driving a need for an appropriate communications and management approach.

The impacts of climate change, and the increased focus on our physical environment, has pushed the importance of sustainability further up the agenda. The Government has responded and one of their new policies includes the introduction of Minimum Energy Performance Standards (MEES) to optimise energy and carbon efficiency.

This is set out in Avison Young's *Building Zero: The Road to Zero Carbon Logistics* report which focuses on how the commercial property sector can respond to challenges around climate change and net zero. The report highlights that in 2018 the Government set a MEES for non-domestic buildings to achieve a set level of energy efficiency. Benchmarked through EPCs (energy performance certificates), the legislation requires commercial properties to hold an EPC grade of E or above in order to be let or sold.

By 2030, the MEES requirement will increase further with all non-domestic properties needing to achieve an EPC grade B or above unless holding an exemption. This will require a large number of properties to improve their energy performance. This is a considerable task and will require building owners to invest or re-develop their existing commercial stock. While some owners will be able to make small changes (e.g. changing lightbulbs to low energy alternatives) others will need to implement larger and far more capital-intensive changes.

This presents an opportunity for the local Council and stakeholders to work with and encourage commercial property owners to reconfigure and repurpose space to better meet local demand and needs – including enhancing the quality of local commercial stock.

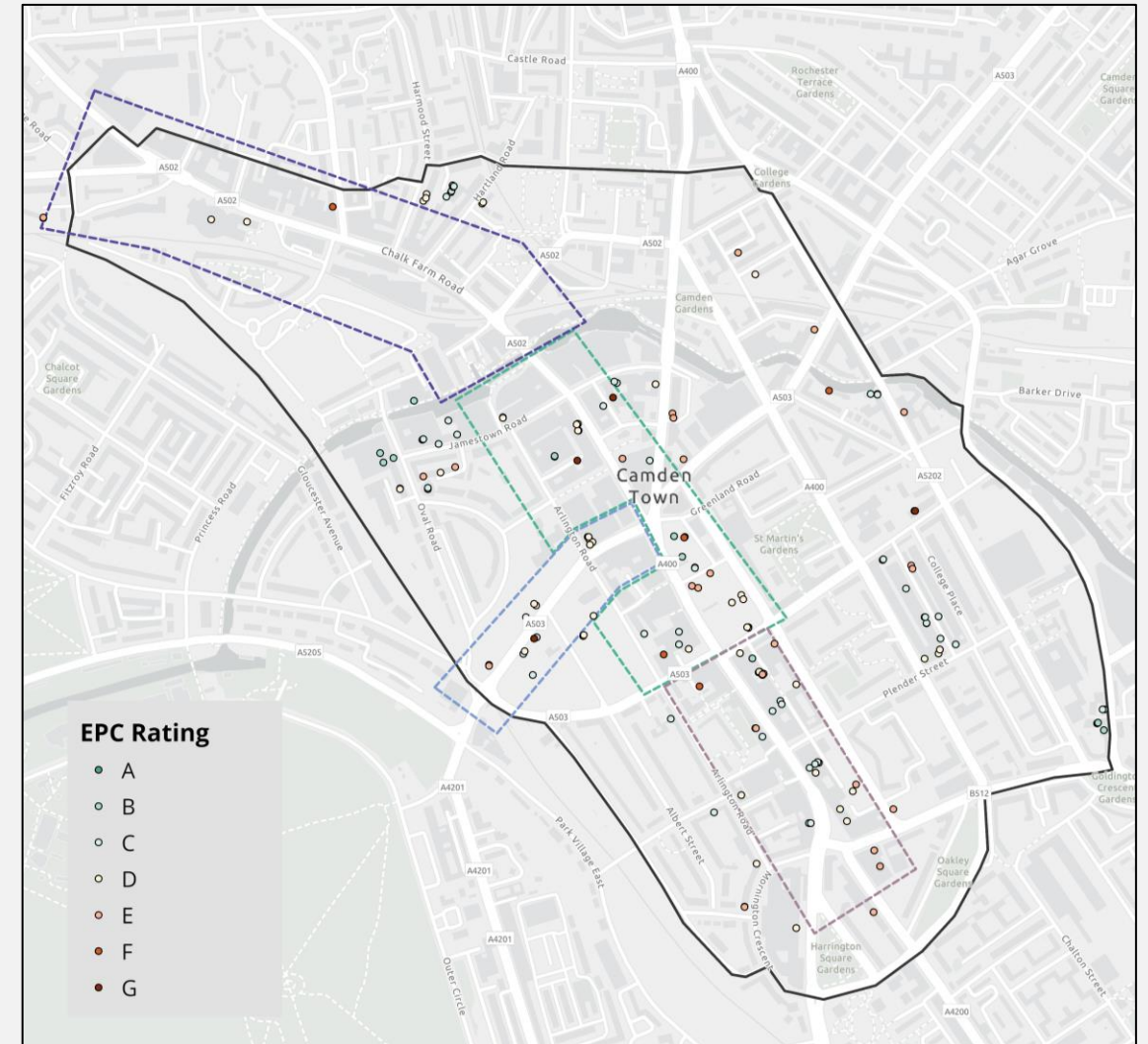
This map and the map overleaf show the EPC ratings for office and retail buildings located in Camden Town. The ratings are on a scale from A (most efficient to G (least efficient).

## Office

The office market in Camden Town is currently characterised by a wide range of EPC ratings, from Grade B to Grade G, with a notable absence office buildings rated Grade A. This disparity in energy efficiency is significant especially as the Government moves toward stricter energy performance standard for buildings by 2030.

High Street North has the highest number of office buildings, with **56%** of properties rated Grade B. This is important because a Grade B rating meets the MEES, which ensures compliance with regulations until 2030. However, the absence of any Gade A office buildings

## Office Buildings EPC Ratings, 2024



# Focus On: Energy Performance Standards

indicates a missed opportunity to attract tenants who prioritise sustainability, in line with current trends.

In contrast, **42%** of office space on High Street South is rated Grade C. As energy performance standards become stricter, which will be coming into effect by 2030, a large proportion of these buildings will require upgrades to meet compliance.

Parkway and Chalk Farm Road face an even greater challenge. Currently, none of the office buildings hold a Grade A or B rating. In Parkway, roughly **70%** of the office buildings currently have a rating of Grade D, indicating significant room for improvement in energy efficiency. Failing to meet these regulations could lead to increased vacancy rates as landlords will be unable to let out their spaces.

## Retail

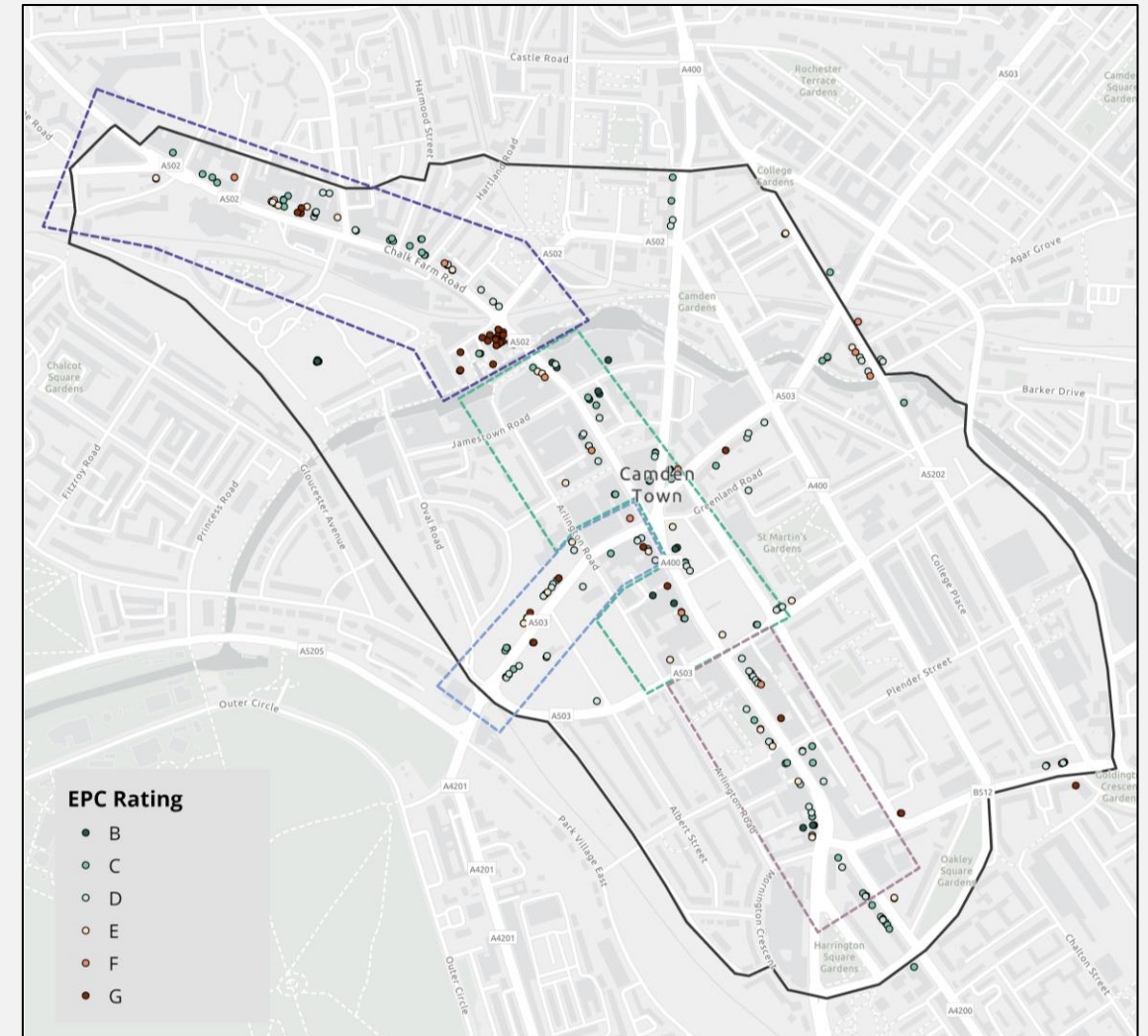
Similar to the office buildings, the retail market in Camden Town is currently characterised by a wide range of EPC ratings, from Grade B to Grade G, with a notable absence of retail buildings rated Grade A.

Chalk Farm Road has the highest number and a cluster of retail buildings rated Grade G, with the least energy efficient in Camden Lock Market. This is significant as it will be challenging to address but necessary due to the significance of Camden Lock Market. There is also a mix of buildings with Grade C and D ratings located along Chalk Farm Road which need to be improved in the next few years. This is also reflected in Parkway which has buildings with Grade C-G rated buildings. The highest proportion of buildings are rated D (44%). Roughly 9% of retail buildings in this area do not meet the current MEES.

High Street North and High Street South have the lowest proportion of low energy efficient buildings compared to the other sub-areas. However, only **19%** of the buildings in High Street North and **2%** of those in High Street South with Grade B ratings will still meet Government regulations in the next few years.

Camden Town's future as a cultural and creative destination relies on its ability to attract and maintain tenants and businesses. Therefore, there is a critical need to improve energy efficiency in the coming years.

Retail Buildings EPC Ratings, 2024





# Immediate Recommendations

There are several immediate initiatives that need to be introduced before partners consider bringing forward strategic interventions and a Place Making Strategy in Camden Town. This is to ensure that the right foundations are put in place and that officers, members and stakeholders are aligned on the direction of travel.

This should start with addressing Camden Town's fundamental **management challenges** related to crime, noise, litter, antisocial behaviour, overcrowding and its ever-degrading public realm. Major concerns expressed by consultees include drug dealing, knife crime and pickpocketing, as well as challenges related to retail units such as illegal subletting and unlicensed street trading.

Ideally a shared **Management Plan** will be developed by partners at the outset including LBC, Camden Town Unlimited, the Metropolitan Police and Transport for London. This should be informed by a place audit that identifies the main issues in different parts of the area. A framework such as **Purple Flag** could be used to structure this and ensure that interventions enhance the experience for day, evening *and* night time users.

As part of this process, it may be sensible for LBC and Camden Town Unlimited to define their respective management responsibilities. At present there is an overlap between the two organisations with both prioritising strategic initiatives at the expense of the enhanced management the area requires.

Addressing these challenges at the outset is essential to ensure that Camden Town remains an attractive place to live, work, visit and invest. The scale of these issues is damaging the area's reputation and will continue to do so if unaddressed. This is a particular issue for Camden Town's evening and night time economy which consultees report is suffering due to negative perceptions related to crime and safety.

This is pertinent because Camden Town is experiencing greater competition than ever before. Significant investment in cultural and leisure activities in well-managed places such as Kings Cross, the City and Nine Elms could impact Camden Town's visitor numbers if these challenges are not dealt with.

These concerns also need to be addressed before strategic investments are made in new schemes, including pedestrianisation, station development and private-sector led mixed-use development. This is because the potential positive impacts of these investments will be limited if management issues persist – for example:

- Pedestrianisation could encourage further unlicensed street trading if not managed appropriately.
- Public realm improvements could degrade rapidly without intense street cleansing and regular maintenance.
- Developers may struggle to attract occupiers and/or buyers at assumed prices if challenges persist.

Beyond the Management Plan, LBC and Camden Town Unlimited should convene a group of businesses, residents, landowners and stakeholders to co-produce a **Camden Town Place Vision** which is another foundation that needs to be put in place before a Place Making Strategy and strategic interventions come forward.

This is important because there is currently no clear direction or ambition to guide action and decision making in the area. A vision can help define this but will only work if it is co-created and bought into by businesses, residents, landowners and stakeholders.

This document needs to define an overarching ambition and aspiration for the area. It should identify what the area will be known for, what types of interventions will be supported, who the area will be for and the role of different stakeholders in achieving this.

This strategic direction can be used to inform planning discussions, inward investment activity, strategic documents, licensing decisions, action planning, stakeholder discussions, programme design and land use planning among others.

At this point the document does not necessarily need to identify what will change and how this will be achieved as this detail can be set out in a future Place Making Strategy. Agreeing a shared aspiration alone is crucial step forward as there has been little strategic thinking about Camden Town in recent years.

Based on the findings of this study, it is recommended that Camden Town leverages its rich heritage as a basis for a creative and cultural renaissance. The area is known as London's cultural quarter, but it has been trading on its past history and has struggled to evolve beyond its 'Golden Age' between the 1960s and 1990s. Relatively little has come forward to enhance, diversify and move forward the creative and cultural offer for residents, visitors, tourists and businesses.

*Continued overleaf...*

# Immediate Recommendations

There is a huge opportunity to leverage this and to put creativity and culture at the heart of the vision for a future Camden Town. This has the potential to deliver a wide range of economic development and regeneration outcomes, and can influence decision making around the future of markets, offices, hotels, retail, leisure, residential and workspace among others. It can help reignite and support Camden Town to evolve as a dynamic and interesting place.

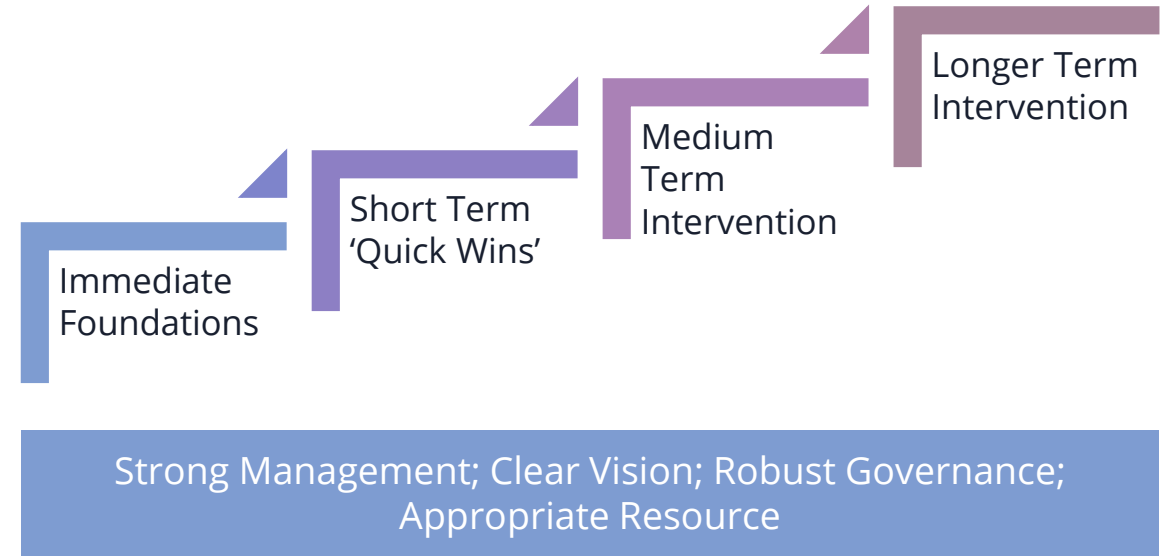
Creativity and culture is ultimately the area's raison d'être and has been for almost a century. While other sectors and activities such as life sciences may provide opportunities for Camden Town, these are 'new' activities and have the potential to be a distraction from the area's core identity.

It is also worth noting that creativity and culture represent a unique specialism for Camden Town - other town centres across London and the country are seeking to curate such a specialism as the creative industries can deliver significant economic value for an area. Camden Town has been resting on its laurels for some time in this area, but there is a clear opportunity to exploit its comparative advantage for the good of local businesses, residents and landowners.

Bringing forward all these foundational initiatives will, however, require **dedicated resource** within LBC. It is therefore recommended that a specific resources is identified within the organisation to drive forward change. This individual could sit within the Council's regeneration team but will need to be supported by representatives within the licensing, development management, planning policy, street cleansing, waste collection, transport and highways teams among others.

While this officer may not require further resource to deliver these immediate recommendations, further resource may be required as short-, medium- and longer-term initiatives are introduced.

Together all these foundational initiatives should position Camden Town well for longer-term changes that respond to agreed ambitions for the area. Delivering these at the outset is essential to ensure that future action delivers against a shared aspiration and can realise the maximum positive benefit possible. Dedicated resource can drive this forward before moving onto longer-term initiatives that can deliver a step change for the area.



# Main Recommendations

Once the immediate recommendations have been brought forward, officers can move onto developing a **Place Making Strategy** for the area. This work should incorporate the previously-agreed vision, but (a) provide more detail on specific topics, and (b) set out the steps that will be taken to deliver change.

It is recommended that this document starts by re-iterating the vision for the area as well as a series of **principals** to guide action. From the findings of the Study, these could include:

- Re-establishing Camden Town as London's **cultural quarter**.
- Managing Camden Town as a safe, clean and world-class **destination of choice**.
- Making Camden Town more reflective of and **accessible** to its residents.
- Re-igniting Camden Town's **creative, digital and media economy**.
- Securing more value from Camden Town's **markets and anchors**.
- Addressing Camden Town's **low population density** and **poor housing accessibility**.
- Ensuring Camden Town's **commercial offer** is fit for the future.
- Improving the quality of Camden Town's **environment and green spaces**.

It may be that a set of principals like these are agreed as part of the visioning process, but these need to be set out early in the Place Making document to frame its content.

Following this, the document should set out **sub-area propositions** for Chalk Farm Road, Camden High Street North, Parkway and Camden High Street South in response to the evidence presented in the Study. These propositions should translate the overarching ambition and principles of the area to the specific sub-areas and their characteristics.

This should include a consideration of the uses that will be supported within each sub-area. This should include different types of residential products and non-residential uses related to broad commercial categories. An analysis of Camden Town's non-residential land uses is provided towards the end of this document.

After this, the Place Making Strategy should set out **thematic focus areas** for action. Based on the findings of the Study these could include:

- Markets and High Street.
- Public Realm and Streetscape.
- Workspace and Economy.
- Movement and Permeability.
- Hotels and Leisure.
- Residential and Mixed-Use.
- Safety and Security.

A series of short strategies should be written for each of these areas. Guided by the overarching vision and principles, these strategies should set out (a) the current context, (b) relevant ambitions, (c) physical/spatial opportunities, (d) potential interventions, and (e) key performance indicators (KPIs). Ideally each strategy will identify short-, medium- and long-term interventions as well as potential physical changes that could deliver against a some of the principles identified.

The cross-cutting theme for all of these should be embracing, supporting and encouraging creative and cultural activity. This should be at the forefront of decision making for all themes given the potential it can have for supporting tourism, economic growth and economic inclusion.

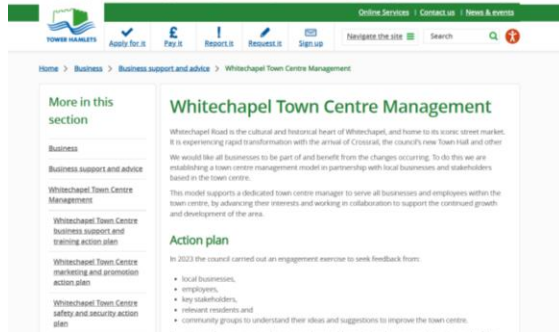
**A series of tables are set out in the main Study to identify the types of interventions that officers could consider bringing forward as part of this process. These represent a 'long list' of potential actions for consideration. A sample of these interventions is provided overleaf.**

Beyond this the document should set out **roles and responsibilities** in relation to delivery as well as an overall **phasing plan**. Lead officers should be identified for each intervention as well as details on next steps for each.

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# Sample Interventions



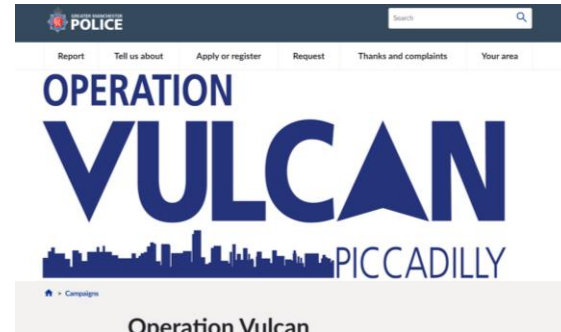
Develop a Management Plan to address challenges related to crime, noise, litter, antisocial behaviour, overcrowding and the ever-degrading public realm.

*E.g. Whitechapel Town Centre Management Plan, Tower Hamlets*



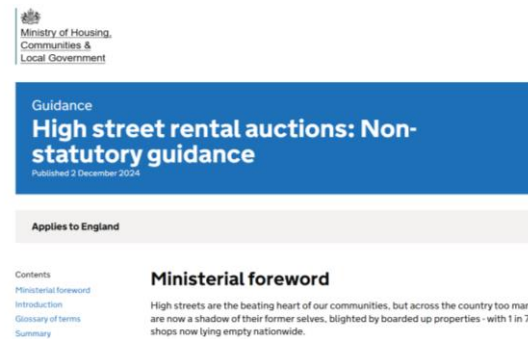
Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area.

*E.g. Edinburgh Fringe, Edinburgh*



Work with licencing colleagues, Metropolitan Police and landlords to identify potential enforcement options to address illegal sub-letting of units and unlicensed street trading.

*E.g. Operation Vulcan Strangeways, Manchester*



Explore opportunities to use new policies within *The Levelling Up and Regeneration Act* (2023) that give local authorities the power to hold rental auctions and subsequently let high street and town centre premises without requiring the prior consent of the owner or any superior landlords.



Explore opportunities to introduce accessible and low-cost micro-retail units and/or stalls that allow local residents from underprivileged groups to set up new high street businesses that meet the day-to-day needs of local people.

*E.g. Peckham Palms, Southwark*



Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation. Explore whether developer contributions can be secured for such activity.

*E.g. Manchester Music Murals, Manchester*



Progress with on-going pedestrianisation plans to ease busyness and pressure in and around Camden Town Underground Station. Explore opportunities to declutter and upgrade street furniture as part of this.

*E.g. Deptford Yards, Lewisham*



Support and back Camden Town Unlimited's Camden High Line initiative by providing resources, expertise and planning advice to move the initiative towards delivery.

*E.g. High Line, New York*



# Sample Interventions



Work closely with major landowners to develop well-evidenced mixed-used masterplans for sites such as Camden Lock and Camden Underground Station ensuring that they incorporate workspace, leisure, hotel and residential uses.

*E.g. Northolt Gateway Masterplan, Ealing*



Work with landlords to explore opportunities for meanwhile affordable workspace schemes, including the vacant units on Stucley Place.

*E.g. SET Studios, Woolwich*



Work with landlords and occupiers of commercial units to activate small underutilised and vacant spaces for creative workspaces (e.g. within pubs, shops, cafes, industrial units etc).

*E.g. West Norwood High Streets For All, Lambeth*



Consider applying to designate Camden Town as a Creative Enterprise Zone and explore different initiatives and policies that are used in other areas to protect and promote creative activity.

*E.g. Brixton Creative Enterprise Zone, Lambeth*



Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study (e.g. surface level car parks, multi-storey car parks, green spaces, housing estates).

*E.g. Peckham Levels, Southwark*



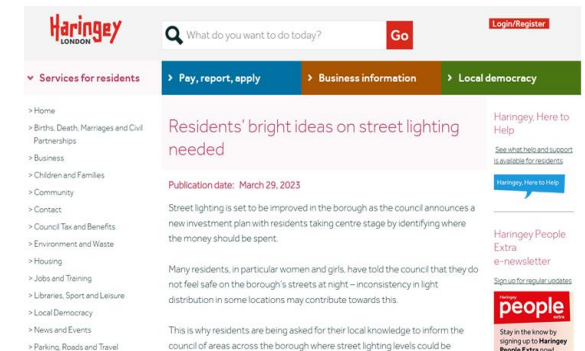
Conduct feasibility studies to evaluate the potential for new gallery or museum spaces and how to integrate these amenities as part of a mixed workspace scheme in public buildings.

*E.g. Design Museum Kensington High Street*



Conduct a feasibility study to explore opportunities for estate regeneration in Camden and introducing a diverse mix of residents and house types given the successful ballot for the housing association scheme.

*E.g. Kidbrooke Village, Greenwich*



Develop and implement a lighting strategy in areas of deficiency, particularly in relation to feature lighting, lighting facades and lighting trees at key intersections and street corners to aid wayfinding, improve legibility and create lit landmarks.

*E.g. Haringey Lighting Strategy*

# Main Recommendations

An important part of the Place Making Strategy will also involve setting out which non-residential uses should be pursued, encouraged and supported in Camden Town to help achieve the Place Vision.

To inform this a longlisting and shortlisting exercise is set out later in the main Study to identify non-residential uses that should be prioritised in Camden Town. This has involved a structured sifting and scoring process.

The analysis shows that **workspaces** catering to the creative and cultural industries score highly, including **'messy' creative studios, 'clean' creative studios, creative maker spaces** and **recording studios**. These score well given their alignment with the proposed vision and principles, as well as the fact they address a gap in the offer and can deliver significant economic value through supporting the growth of the creative industries locally.

Given Camden Town's appeal there is likely to be an opportunity to provide a mix of **commercial** and **affordable** creative workspace in the area. At the moment there is limited specialised provision at either end of the spectrum which presents a clear opportunity, particularly as part of a creative and cultural renaissance. To ensure that local residents are able to benefit from this an element of accessible and affordable space should be provided with relevant outreach and support programmes. **Community workspaces** also score well but are limited by the requirement for public subsidy.

Similarly, **creative consumption** facilities such as **museums, galleries** and **performing arts venues** score highly. Again, this is due to their alignment with the proposed aspiration and principles, alongside their ability to support the economy, communities and inclusion. Within this group of uses there is a particular opportunity to celebrate the area's rich cultural and musical history. Unlike other themes such as design, fashion, science and natural history, among others, there are few high-profile music-focused museums in London which represents an opportunity for Camden Town given its status and identity.

While these uses would enhance the offer for visitors, the analysis also reveals that there is a need to introduce other uses to support this. For example the provision of **hotels** and **visitor accommodation** scores highly due to the relative lack of existing provision within the area. As noted earlier in the document, agents believe that the main opportunity in the area is for **budget hotel providers** given the younger nature of the customer base, as well as **boutique specialist accommodation** that aligns with the area's creative and cultural identity.

Uses that diversify and enhance the offer for **families** also score strongly including **family friendly leisure** and **daycare facilities**. The area currently has limited provision for these groups excluding people with children from spending time in the area. This also aligns with the lack of local provision and services catering to local residents living in the area.

In relation to the latter, it is important to note that there are opportunity to introduce more opportunities for **play within the public realm** and within the area's green spaces. Some of Camden Town's green spaces are more formal in nature and could provide a more inclusive and diverse offer for residents.

Beyond this, uses that create a more **'localised' high street offer** score highly including **micro-retail, work-sell** and **day-to-day** services. As discussed throughout the report, the area's retail offer primarily serves the visitor market rather than local market, and it has become more general over time. There is therefore a clear opportunity to provide uses that better cater to the needs of residents, as well as those that provide more 'local' and authentic options for customers.

The provision of some **micro-retail units** specifically for local entrepreneurs could make a significant difference. These can be used to support local people to set up businesses particularly in areas where the area has a deficit – for example **dry cleaning, key cutting, bakers, butchers, opticians** etc. Facilities like Peckham Palms, Ebury Edge and Arbiet Deptford illustrate both the demand for and opportunity to provide such facilities to enhance local areas while also supporting local economic development.

All of these uses therefore represent priorities in Camden Town. Other uses that scored slightly lower than this but are worthy of consideration include uses that enhance the **evening and night time offer** (i.e. **restaurants, bars, cinemas, nightclubs**) and those that **diversify the general offer** away from retail and towards leisure. These include **traditional, specialist and outdoor 'active' leisure** as well as **'new' and conventional leisure**.

The images on the pages overleaf summarise this shortlist and highlight example precedents from other parts of London and the country.



# Main Recommendations



## 'Messy' Creative Studios Deptford Studios, Deptford

These are generally studios to support artistic activity. They offer small private spaces for art, craft and making activities.



## 'Clean' Creative Studios Westbourne Studios

Open office type studios for service-based production activities such as architecture, graphic design and publishing. They incorporate elements of co-working/managed workspace.



## Creative Maker Space Blogs, Enfield

Facilities that offer a range of shared facilities, tools and equipment for small creative businesses to use. They tend to have an 'open workshop' format.



## Recording Studios Pirate Studios, Dalston

Fully equipped studio that allow creatives to make music, podcasts, soundtracks and other audio media. Can be standalone facilities or integrated into other workspace types.



## Community Workspaces Trowbridge Gardens, Hackney

Workspaces that are more focused on providing different types of spaces to support community and third sector entrepreneurs of different types



## Performing Arts Venues (Theatres, Concert Halls, Comedy Clubs, Opera Houses, Dance Venues etc)

E.g. Fareham Live, Fareham  
*Brand new state-of-the-art community, arts and theatre destination in Fareham Town Centre*



## Museums (Art, Culture, History, Place, Science, Technology, Anthropological etc)

E.g. Design Museum, Kensington High Street  
*The country's dedicated design-focused museum focused on contemporary design in every form*



## Galleries (Fine Art, Contemporary, Photography, Specialised, Cultural, Historical, Commercial etc)

E.g. Muphoria, Berwick Street  
*Small 'high street' art gallery displaying original music paintings such as record covers, instruments and portraits*



## Budget Hotels (Premium, Budget, Boutique, BnB, Serviced Apartment)

E.g. Ibis Budget, Whitechapel  
*New Ibis hotel on the edge of the City*



## Boutique Hotels

E.g. Zetter Town House, Clerkenwell  
*Boutique, creative and alternative hotel in Clerkenwell with a focus on cocktails, parties and luxurious accommodation*



# Main Recommendations



## Family Friendly Leisure (Soft play, play rooms, kids cafes, play areas, adventure playgrounds etc).

E.g. Playbox, Enfield

*A playspace that focuses on turning playtime into learning experiences*



## Day Care Facilities

(Nurseries, pre-schools, creches, holiday clubs, after school clubs, forest schools etc)

E.g. Curiouser, Hampstead

*Early Years centre with programs that put exploration and self-discovery front and centre*



## Micro-Retail Units

**Ebury Edge, Pimlico**

Small units (ideally under business rate thresholds) that allow retail-focused entrepreneurs to start up and test new businesses before taking on more expensive and riskier high street units.



## Work Sell Units

**Blue House Yard, Wood Green**

Similar to micro-retail units but also provide space for entrepreneurs to make the products they intend to sell on site.



## Day-to-Day Services

(Dry Cleaners, Key Cutters, Opticians, Pharmacists, Post Offices, Building Societies, She Repair, Legal Services, Butcher, Baker, Vegan Offer etc.

E.g. Zeppeo Dry Cleaners, Kentish Town



## Traditional 'Active' Leisure (Leisure Centres, Gyms, Sports Halls, Fitness Centres etc)

E.g. Jubilee Community Leisure Centre, Maida Hill

*Brand new three-court sports hall and community room secured as part of new build residential scheme.*



## Specialist 'Active' Leisure (Hot Yoga, Meditation, HITT, Pilates, Spin, Judo, Karate, Rock Climbing etc)

E.g. Hot Pod Yoga, Maida Hill

*A new Yoga concept which takes places within a heated pod to maximise the cardiovascular benefits of participation.*

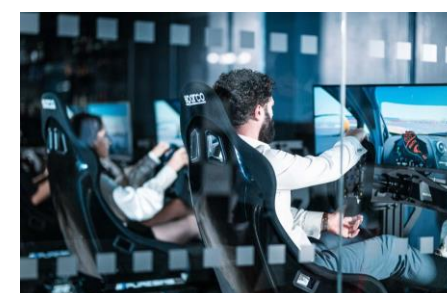


## Outdoor 'Active' Leisure

(Outdoor gyms, swimming, sports, trails, fitness equipment etc)

E.g. Cleaver Square Pétanque, Kennington

*Public square in Kennington that is set up to facilitate games such as pétanque and pool. Game sets can be hired from local pubs.*



## 'New Leisure' Uses

(Escape rooms, axe throwing, indoor mini golf, immersive experiences, virtual reality etc)

E.g. Full Motion Racing Simulators, Canary Wharf

*A virtual Formula 1 racing simulation*



## 'Conventional' Leisure

(Bowling alleys, adventure playgrounds, ice skating, go karting etc)

Example: Strike, Battersea

*Ten pin bowling alley in Battersea accompanied by a range of other games*

# Main Recommendations

While the recommendations set out provide useful steer on the types of uses that are most suitable for Camden Town, it does not identify which uses are most appropriate for different parts of area. The 'long list' of interventions provided in the main Study is also general and does not provide information on the 'where?'.

The following pages address this gap by providing commentary on the most appropriate use types and interventions for each part of Camden Town as shown in the map on the right: Chalk Farm Road, High Street North, Parkway and High Street South.

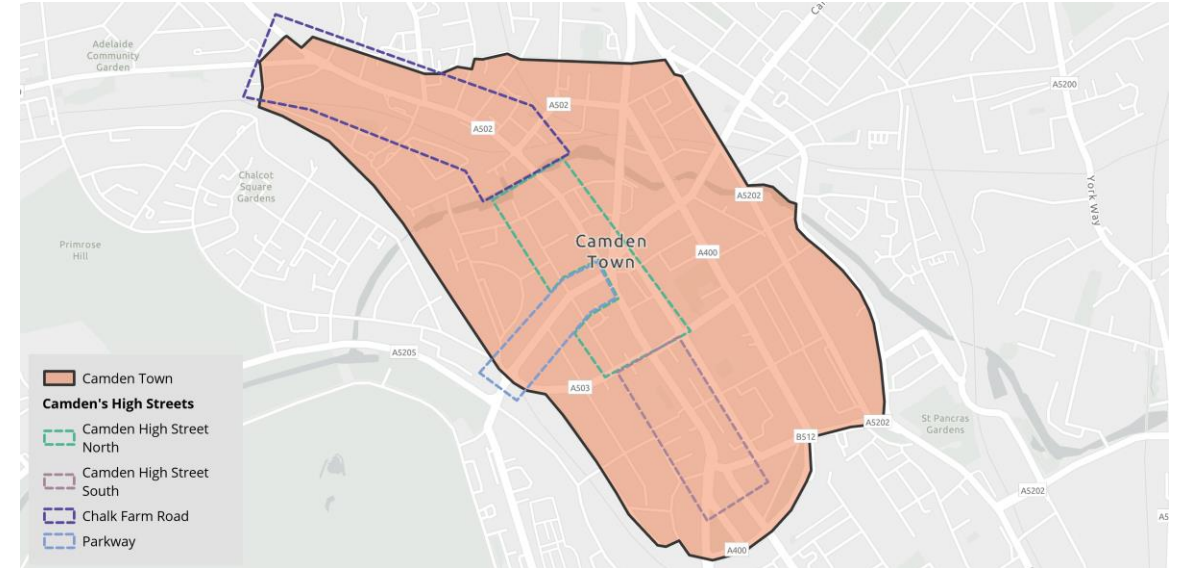
A specific use proposition is provided for each location which focuses on addressing gaps in the local offer and capitalising on emerging opportunities. These propositions are summarised underneath the map to the right.

The information provided should be useful to inform discussions with landowners as part of pre- and actual planning applications, as well as to guide LBC's own investment activity. It can also inform masterplanning and policy making related to the area.

While some interventions and uses are excluded from the narrative in certain locations this does not mean that they are not suitable. Those that are considered the *most* important and potentially impactful are set out with a particular focus on achieving the proposed overarching ambition for the wider area.

It is important to note that the analysis presented throughout the main Study confirms that each sub-area is distinct and plays a different role for Camden Town's visitors, residents and businesses. Each one also has unique strengths, weaknesses, opportunities and threats which need to be addressed on an individual basis to enhance the area overall. A nuanced place-based response is therefore required.

That said it is important to note that a number of the interventions and aspirations identified should be considered on an area-wide basis. These include examples such as the Management Plan, Place Branding, Event Planning and Grants/Loans among many others. A 'hybrid' programme is therefore required that considers area-wide and sub-area specific action.



## Chalk Farm Road

Support the sub-area to **remain a renowned destination** for international and domestic visitors, while also **strengthening links with the local resident population**. Actively encourage and promote a **wider range of uses** to come forward that align with changing consumer and macro-economic trends particularly where they enhance the area's creative and cultural offer.

## Camden High Street South

**Support local entrepreneurs** to start-up, test and scale enterprises in the sub-area that **enhance the day-to-day offer** for different types of residents. Work with partners to **reduce traffic dominance** and enhance the experience for users. **Introduce creative and cultural assets** to locate in the area to encourage people to 'turn left' when using Camden Town Underground Station.

## Camden High Street North

Introduce 'soft' and 'hard' interventions that **radically enhance the safety, tidiness and attractiveness** of the sub-area while also celebrating the wider area's rich cultural history. Support landlords, landowners, traders, and market stall holders to **diversify the sub-area's offer** to better meet the demands of local people, visitors, tourists and businesses, incorporating a wide range of uses including workspace, residential and leisure uses.

## Parkway

Continue to support the sub-area to remain an **important destination for restaurants, pubs, bars and clubs as well professional day-to-day services** (i.e. legal, property, recruitment etc). Introduce 'soft' and 'hard' interventions that **enhance its safety, cleanliness and vibrancy** particularly during the evening and at night.



# Non-Residential Place Propositions: Chalk Farm Road

<b>Proposition</b>	Support the sub-area to remain a renowned destination for international and domestic visitors, while also strengthening links with the local resident population. Actively encourage and promote a wider range of uses to come forward that align with changing consumer and macro-economic trends particularly where they enhance the area's creative and cultural offer.
<b>Purpose</b>	To ensure the area continues to be relevant, attractive and interesting to visitors and tourists, while also making sure that local people have more opportunities to interact with and benefit more from the markets.
<b>Relevant Non-Residential Uses</b>	Museums, galleries, performing art venues, 'conventional' leisure, 'new' leisure, micro-retail, restaurants, bars, nightclubs, hotels/visitor accommodation.
<b>Relevant Interventions</b>	Investigate the potential to introduce a programme that supports market stall traders and retailers to diversify and enhance their offer; Collaborate with Labtech, business owners and retailers to explore opportunities for 'non-traditional' night time uses to open later into the evening on certain nights of the week; Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act (2023)</i> that give local authorities the power to hold rental auctions; Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area; Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation; Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces.
<b>Relevant Precedents</b>	<ul style="list-style-type: none"> <li>• <b>Hay Festival:</b> An annual literature festival in Hay-on-Wye, Wales, that attracts over 300,000 visitors per year over its ten-day duration. It has become internationally renowned and now holds spin off versions across the world.</li> <li>• <b>Joy Division Mural:</b> Manchester City Centre has a large number of murals dedicated to celebrating the city's most successful music artists. One of the most prominent is the mural of Ian Curtis of Joy Division which is found on the side of an indie music venue in Mayfield.</li> <li>• <b>Battersea Power Station:</b> Recent re-development of Battersea Power Station has seen the introduction of a range of leisure, retail and residential uses delivered in close proximity incorporating a mix of heritage and new buildings.</li> </ul>
<b>Main Opportunities</b>	<ul style="list-style-type: none"> <li>• <b>Re-Development of Camden Lock Market:</b> Opportunity to develop a sensitive masterplan for the re-development of Camden Lock Market that introduces a range of uses that help diversify and enhance the local offer (e.g. hotels, serviced apartments, leisure facilities, museums, galleries, workspace etc).</li> <li>• <b>Vacant Units:</b> Vacant units, particularly those in public ownership, could be used to support entrepreneurs, start-ups or growing local retailers to introduce uses that diversify and enhance the local offer.</li> <li>• <b>Market Stalls:</b> Market stalls present an opportunity to support entrepreneurialism and encourage local people to test new ideas and concepts.</li> </ul>



*Chalk Farm Road Boundary*



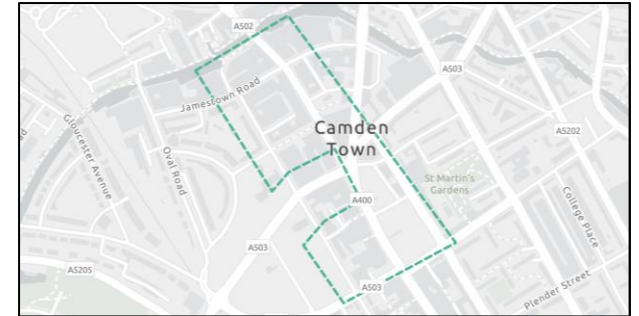
*Hay on Wye Literary Festival*



*Battersea Power Station*

# Non-Residential Place Propositions: High Street North

<b>Proposition</b>	Introduce 'soft' and 'hard' interventions that radically enhance the safety, tidiness and attractiveness of the sub-area while also celebrating the wider area's rich cultural history. Support landlords, landowners, traders, and market stall holders to diversify the sub-area's offer to better meet the demands of local people, visitors, tourists and businesses, incorporating a wide range of uses including workspace, residential and leisure uses.
<b>Purpose</b>	To significantly improve the experience of residents, visitors and tourists and better compete with other destinations such as Kings Cross, Battersea, the West End and the City of London, while also ensuring that the offer moves away from souvenirs towards uses that align with changing consumer demand and macro-economic pressures.
<b>Relevant Non-Residential Uses</b>	'Messy' creative studios, 'clean' creative studios, creative maker spaces, museums, galleries, performing arts venues, 'conventional' leisure, 'new' leisure, micro-retail, restaurants, bars, nightclubs, hotels/visitor accommodation.
<b>Relevant Interventions</b>	Investigate the potential to introduce a programme that supports market stall traders and retailers to diversify and enhance their offer; Work with licencing colleagues, Metropolitan Police and landlords to identify potential enforcement options to address illegal sub-letting of units and unlicensed street trading; Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area; Progress with on-going pedestrianisation plans to ease busyness and pressure in and around Camden Town Underground Station; Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation; Work with traders on Inverness Street to explore appetite to design new stalls that enhance the look, feel and function of the public realm; Work with landlords to explore opportunities for meanwhile affordable workspace schemes; Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study; Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites; Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces
<b>Relevant Precedents</b>	<ul style="list-style-type: none"> <li>• <b>Granary Square:</b> A central part of the Kings Cross Regeneration scheme is Granary Square which is large open public square that provides space for people to dwell, relax and socialise. A range of events and activations are held throughout the year to encourage people to visit and use the space.</li> <li>• <b>Meanwhile on Oxford Street:</b> Westminster City Council undertook a concerted campaign to reduce the number of American Candy Stores on Oxford Street. This involved seizing goods and issuing orders against those not paying business rates. The Council also took on the leases of a number of these units and sub-let them to entrepreneurs to test and trial new business ideas on the nation's High Street. Occupiers were also given concerted business support to maximise success and help them find permanent units in the area.</li> </ul>
<b>Main Opportunities</b>	<ul style="list-style-type: none"> <li>• <b>Re-Development of Camden Town Underground Station:</b> TfL and Pfl are putting together plans to re-develop Camden Town Underground Station with over-station development. This presents an opportunity to introduce a range of new uses to diversify and enhance the area's offer.</li> <li>• <b>Public Square / Public Realm:</b> The existing public square and the new public realm created by forthcoming pedestrianisation present opportunities to create a more relaxing, attractive and safe space for people to visit and enjoy. This space can be used for public art, events and to introduce uses not well represented locally.</li> </ul>



*High Street North Boundary*



*Granary Square*



*Meanwhile on Oxford Street*



# Non-Residential Place Propositions: High Street South

<b>Proposition</b>	Support local entrepreneurs to start-up, test and scale enterprises in the sub-area that enhance the day-to-day offer for different types of residents. Work with partners to reduce traffic dominance and enhance the experience for users. Introduce creative and cultural assets to locate in the area to encourage people to 'turn left' when using Camden Town Underground Station.
<b>Purpose</b>	To give the sub-area a stronger identity and encourage people to spend more time and money, while also ensuring the town centre offer better meets the needs of local residents.
<b>Relevant Non-Residential Uses</b>	Micro-retail, work-sell, day-to-day services, family friendly leisure, daycare, traditional 'active' leisure, specialist 'active' leisure, outdoor 'active' leisure, 'messy' creative studios, 'clean' creative studios, creative maker spaces, community workspace.
<b>Relevant Interventions</b>	Explore opportunities to introduce accessible and low-cost micro-retail units and/or stalls; Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act (2023)</i> that give local authorities the power to hold rental auctions; Use the public realm to introduce new free-to-use activities that diverse that town centre offer; Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study; Consider wayfinding enhancements, particularly around Chalk Farm, Camden Town and Mornington Crescent, greenspaces and the markets; Work with Transport for London on their plans to reducing traffic in the High Street South area. Use the opportunity to significantly enhance the experience for pedestrians and introduce more greenery to the area; Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces ; Explore opportunities for diversifying the use of libraries (e.g. colocation, night events, community workshops) with complementary uses such as childcare facilities
<b>Relevant Precedents</b>	<ul style="list-style-type: none"> <li>• <b>Arbeit New Cross:</b> This facility provides spaces specifically for health and wellbeing businesses catering to Black/African/Caribbean/British people. The operator initially focused on these businesses as demand analysis showed that there was likely to be strong interest from such occupiers in part linked to the demographics of the area. The space has been carefully configured to meet the needs of these businesses through the provision of small units available on highly flexible terms.</li> <li>• <b>Peckham Palms:</b> A creative, social enterprise retail hub of Afro-Caribbean/Black diaspora beauty and wellness small and independent entrepreneurs. The organisation has signed a 20-year lease to ensure the long-term support of the businesses that they house.</li> </ul>
<b>Main Opportunities</b>	<ul style="list-style-type: none"> <li>• <b>Diversification of Library:</b> Opportunity introduce other uses and/or events to the library such as workspace, 'library lates' or a 'library of things'.</li> <li>• <b>Re-use of Town Hall:</b> Consolidation of Council offices presents an opportunity to consider the repurposing of the town hall for other uses such as workspace, museum and/or gallery type uses.</li> <li>• <b>Car Parks:</b> Collection of car parks (e.g. Curnock Estate, Pleasant Row, Hurdwick House) present opportunities to explore small-scale temporary or permanent development schemes.</li> <li>• <b>Housing Estates:</b> The feasibility of re-developing Curnock Estate, Three Fields Estate, Bayham Place Estate, College Place Estate and Mayford Estate can be explored to introduce a greater population density as well as uses that will enhance the local offer for residents in the area.</li> </ul>



High Street South Boundary



Arbeit New Cross



Peckham Palms



# Non-Residential Place Propositions: Parkway

<b>Proposition</b>	Continue to support the sub-area to remain an important destination for restaurants, pubs, bars and clubs as well professional day-to-day services (i.e. legal, property, recruitment etc). Introduce 'soft' and 'hard' interventions that enhance its safety, cleanliness and vibrancy particularly during the evening and at night.
<b>Purpose</b>	To ensure the area retains its identity and becomes a place that people are more comfortable in and happy to use.
<b>Relevant Non-Residential Uses</b>	Restaurants, bars, cinemas, nightclubs, day-to-day services, 'conventional' leisure, 'new' leisure, family friendly leisure, daycare.
<b>Relevant Interventions</b>	Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces; Work closely with businesses and nighttime venues to implement the Ask for Angela program to help people discreetly disclose situations where they feel like they may be in danger; Consider signing up to the Women's Night Safety Charter to promote women's safety, particularly during the nighttime hours. This charter forms part of the London Mayor's Tackling Violence Against Women and Girls Strategy; Develop and implement a lighting strategy in areas of deficiency, particularly in relation to feature lighting, lighting facades and lighting trees at key intersections and street corners to aid wayfinding, improve legibility and create lit landmarks; Consider introducing 'Soho Angels' or 'Night Stars' to patrol the street, particularly on weekends to help people who may be feeling unwell, fallen victim to crime or need assistance in some way.
<b>Relevant Precedents</b>	<ul style="list-style-type: none"> <li>• <b>Night Stars:</b> The Night Star scheme is run by the City of Westminster, operating in Soho, Chinatown, Leicester Square and Piccadilly Circus. Volunteers work in partnership with the Metropolitan Police and night-time economy businesses to promote women's safety and reduce violence against women and girls on popular evening and nights.</li> <li>• <b>Bottle Alley:</b> Bottle Alley in Hastings is a covered seaside walkway, characterized by walls embedded with multicolored glass fragments and illuminated by programmable LED lighting displays. It runs beneath the upper promenade, providing a sheltered route with views of the sea, with the LED lighting turning it into a safe attraction. It was previously an underused and unsafe piece of infrastructure that people tended to avoid during the evening and at nights.</li> </ul>
<b>Main Opportunities</b>	<ul style="list-style-type: none"> <li>• <b>Public Realm:</b> Opportunities to enhance the public realm to enhance the visitor experience – particularly those visiting during the evening and at night.</li> <li>• <b>Vacant Units:</b> While there are few vacant units at present, as and when units come forward partners can work together to source the most appropriate restaurant, pub, bar and/or club operators to enhance the evening and night-time offer.</li> </ul>



*Parkway Boundary*



*Westminster Night Stars*



*Bottle Alley Hastings*

# Main Recommendations

It is important to note that while some non-residential uses have not been shortlisted or included in the place-based propositions, it does not mean that they should be excluded or prevented from coming forward within Camden Town.

As a general principle, it is recommended that uses that broaden the offer and grow the day-to-day catchment are supported where they do not dilute or distort the area's predominant creative and cultural identity.

For example, while the area has a limited Life Science sector this does not mean all proposals for associated workspace should be rejected or excluded. This is because 'dry' and 'wet' laboratories, particularly when provided in a flexible format, can bring an interesting mix of businesses, workers and clients to an area. The types of activities taking place within the industry can also in some parts overlap with the creative and cultural industries, particularly where there is a focus on digital, media and data.

It is, however, important to ensure that such proposals complement rather than displace the area's unique creative and cultural identity. Sticking with the Life Sciences example, proposals for modest flexible laboratory spaces within and around the town centre are likely to enhance the local offer and benefit the town centre. In contrast, purpose built single let space with extensive floorplates in the heart of the town centre are likely to have a different impact particularly on the area's image and reputation.

Proposals that come forward should therefore be considered on a case-by-case basis. To inform this it might be sensible to consider the types of 'new' uses that would be welcomed in Camden Town and in what form. It might also be sensible to identify zones where such uses are likely to be more welcome – for example in relation to Life Sciences areas to the south and east of the town centre are likely to be more suitable due to their proximity to the Knowledge Quarter and more limited creative and cultural identities.

Beyond this, it is also important to note that residential products have not been taken through the shortlisting and filtering process. This is because the analysis presented as part of the Study suggests that a wide range of residential use types should be introduced to help diversify the area's resident mix which, at present, is dominated by affluent and deprived groups. A higher density of people with more mixed characteristics is likely to benefit the town centre where appropriately integrated.

The types of residential products that are likely to be suitable include:

- Private sale.
- Built to rent.
- Co-living.
- Student accommodation.
- Affordable/social.
- Live work.
- Key worker accommodation.

Where possible landowners should be encouraged to provide units targeted individuals that sit between affluent and more deprived groups, including students, graduates, couples and families. The area is highly attractive to young people, which should be encouraged, but is a location which will also attract some mature groups that have limited accommodation options at present.

While many town centre locations are appropriate for older people's accommodation (i.e. Integrated Retirement Communities, Care Homes, Extra Care etc), Camden Town's reputation and wider target market makes it less suitable for this type of accommodation. The 'grey pound' can be strong and support town centre performance, but the general offer in the area does not align with the requirements of older groups.

Where less 'conventional' housing typologies come forward (e.g. co-living, build to rent, student accommodation etc) it will be important to monitor take up and demand on a regular basis. Given these are less established typologies, and focus on fairly narrow markets with high turnover, it is difficult to predict demand and identify at what point there will be an oversupply. While a Housing Needs Analysis type paper would provide some insight, holding live conversations with agents about current interest and take-up will be particularly useful.

If it is identified that demand appears to be falling or there appears to be an emerging oversupply of certain types of accommodation it may be prudent for LBC to respond accordingly in policy terms. While these types of accommodation can convert to other residential uses (e.g. student accommodation can easily convert to co-living) each type is subject to different policy expectations. It may therefore be prudent to encourage developers to design schemes flexibly and to incorporate appropriate proportions into designs to allow policy compliant conversions in future without creating sub-standard accommodation.

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# AVISON YOUNG

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