

01. CAMDEN TOWN XCHANGE

THIS EVENT IS AN OPPORTUNITY FOR YOU TO:

- Learn more about our latest proposals, including how they have developed since our first public consultation in June 2025 and Camden's Development Management Forum held on 1 July
- Meet the project team
- Ask any questions
- Provide feedback on the updated designs



All of the materials shown today and from our first events are also available online – scan the QR code to access **CamdenTownXchange.co.uk**



Illustrative view on Parkway, a restored façade and the main entrance to the student homes

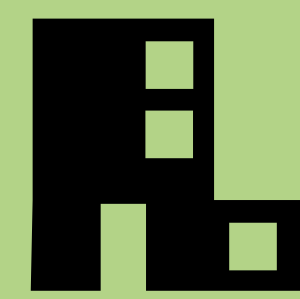
OUR VISION FOR CAMDEN TOWN XCHANGE IS TO:



Deliver an experiential cultural venue which responds to local need, and builds on the area's strong identity



Provide much-needed high-quality affordable housing in the heart of Camden Town, close to public transport and shopping



Provide high-quality student homes, making the most of convenient transport links and accessibility to all major Camden and Central London higher education institutions



Bring the surrounding streets to life with the proposed uses, while helping the area feel safer and more welcoming through better sightlines and natural surveillance

02. ABOUT US

We are Camden Vision, a group of experienced residential, commercial and cultural enablers with a track record of delivering transformational projects across London, but particularly in Camden.

In 2024, we acquired this site which we introduced as Camden Town Xchange at our first phase of consultation in June 2025.

We have assembled a team of experts to help us shape and deliver our vision for the site.



ALLFORD
HALL
MONAGHAN
MORRIS



NEWMARK

LCA

SOME OF OUR PROJECT EXPERIENCE ACROSS THE TEAM INCLUDES:

CAMLEY STREET GATEWAY

300+ homes (including 67 affordable), student housing, business enterprise space in partnership with UCL, and public realm improvements along Regent's Canal.



85 GRACECHURCH STREET (CITY OF LONDON)

In partnership with London Museum, this development includes the delivery of a new immersive archaeological experience.



HAWLEY WHARF DESIGNED BY AHMM

Designed by the same architect studio, the transformation of a once-neglected part of Camden Town into a vibrant, connected destination containing homes, retail, a local cinema, and canal-side market.

03. FEEDBACK SO FAR

A design informed by local voices.

We have engaged with the local community and key stakeholders to share our vision and emerging design for Camden Town Xchange, gather feedback, and help to shape the updated designs.



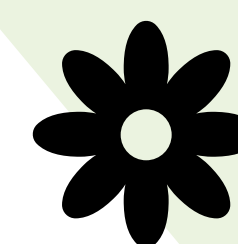
PHASE 1 ENGAGEMENT IN NUMBERS

-  **503,811 people** reached through a geotargeted social media campaign
-  **2,675 flyers** delivered to local residents and businesses
-  **2,779 visitors** to our website
-  **100+ emails** with key stakeholders
-  **7 meetings** held with key stakeholders including councillors, The Cavendish School, Arlington House, resident groups, and property owners
-  **65+ attendees** at our first exhibition events held 4 and 7 June
-  **33 survey responses**
-  **50+ attendees at Camden's Development Management Forum** held 1 July

WHAT WE'VE HEARD SO FAR

More greenery to improve the local area.

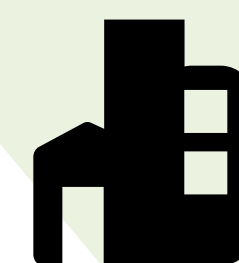
“There is a current lack of visible easily-delivered greening initiatives in surrounding streets and alleyways to Camden High Street and interfacing streets and community areas.”



- ✓ We've carefully considered ways to provide more green space, with green front gardens on Arlington Road, an internal courtyard for the affordable housing residents and a rooftop terrace for students.
- Turn to Board 10 to find out more.**

Building height and massing in the context of the local conservation area and neighbouring properties.

“Please build something interesting, for local people to live in and use – not another huge block.”



- ✓ To deliver much needed homes for the borough and a modern cultural space, we are sensitively building “up”, with the proposed height in line with that of the nearby Arlington House.
- Turn to Board 12 to find out more.**

Strong support for affordable homes, helping address the housing crisis and allowing local families to stay in the community.

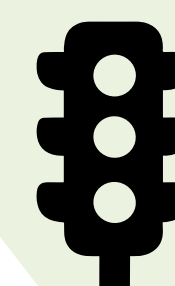
“A building whose previous uses are out of date is being brought to more useful provision, including addressing a need for genuinely affordable housing.”



- By looking to deliver around 50 affordable homes, we are actively addressing the key need for housing in the borough. The homes are being designed with families and local residents in mind, featuring quality amenities suited to modern, central living.
- Turn to Board 7 to find out more.**

Consider existing traffic issues and overcrowding of Camden Town Station.

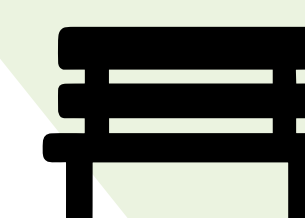
“Arlington Road and Parkway are already congested. The station is also one of the busiest in London.”



- ✓ Our proposals are permit-free, seeking to maximise the site's central accessibility and proximity to public transport options. Our transport strategy has considered appropriate access for deliveries, waste collections, and construction activity to have minimal impact on neighbours.
- Turn to Board 11 to find out more.**

Help address anti-social behaviour and contribute towards a safer Camden Town.

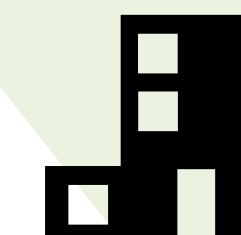
“I think with some good planning, Camden could be cleaned up and bit, made to feel a safer place and attract a variety of people and businesses.”



- ✓ These proposals seek to transform the blank façades on Arlington Road and Inverness Street into welcoming and active spaces. Attracting new businesses and families to the area, these uses will bring more vibrancy and natural surveillance.
- Turn to Board 6 and 7 to find out more.**

Desire to see a quality cultural space delivered with less support for another large music venue.

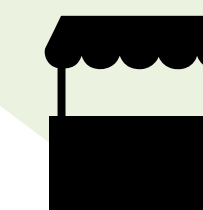
“Very exciting! This is an epic site. Can’t wait to see it get developed. Please make the entertainment venue something that adds to Camden’s regeneration. Don’t make it dreary.”



- ✓ We're exploring a range of exciting possibilities for this space, such as experiential theatre or performance space, and want it to complement the rich history of Camden Town. The eventual use will depend on market demand and interest, securing the right operator and ensuring space is viable in terms of layout, demand, and long-term sustainability.
- Turn to Board 6 to find out more.**

Work with and support the Inverness Street Market.

"The existing markets are declining and aren't really attractive."



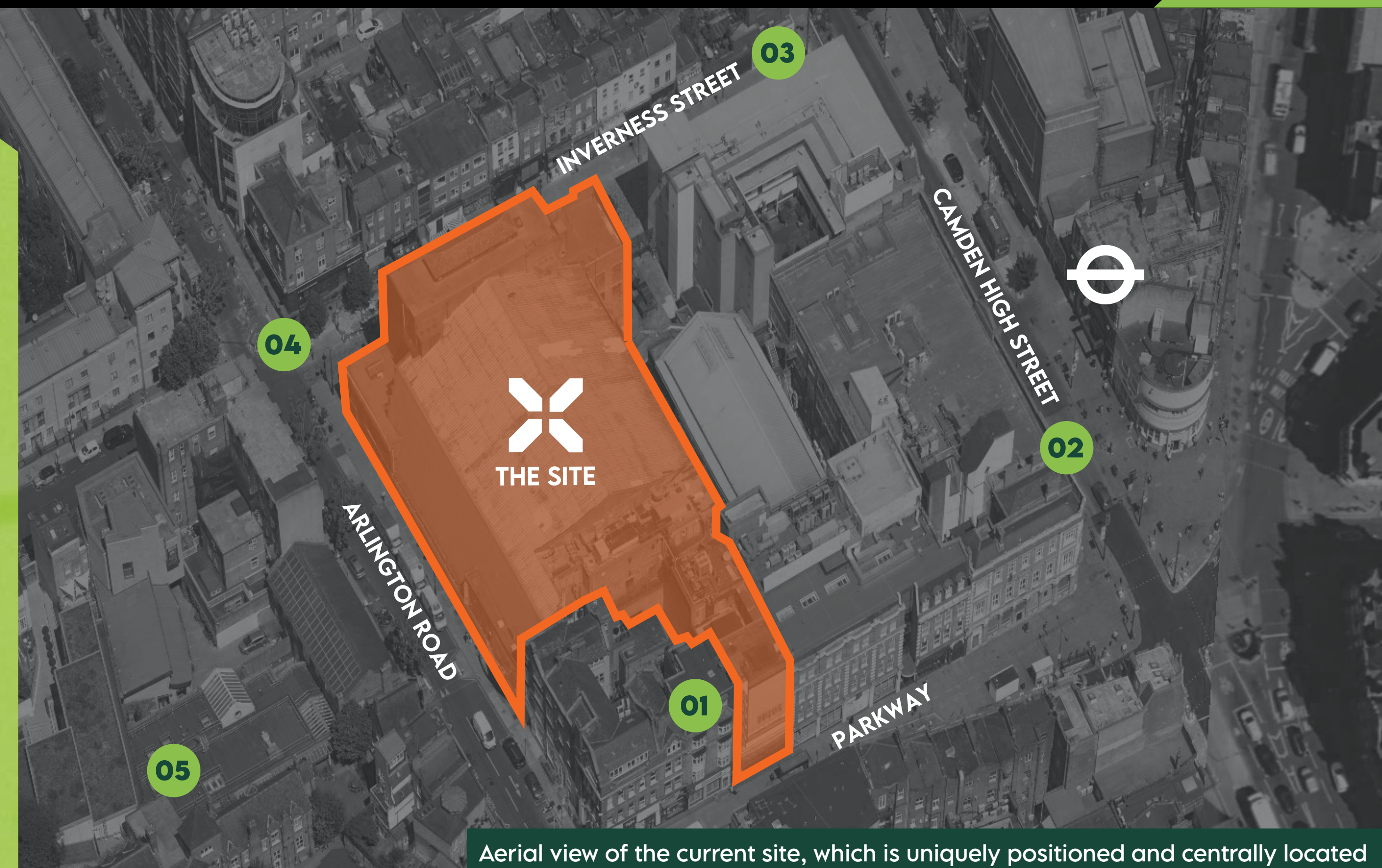
- ✓ Our designs will transform a blank façade on Inverness Street into a vibrant entrance to a new culture venue, with supporting restaurant or retail spaces including outdoor seating options. We'll also continue working with Camden's Streets and Markets team to ensure our proposals align with their ambitions for the future of Inverness Street and the market.
- Turn to Board 6 find out more.**



04. THE LOCAL CONTEXT

The missing piece of the jigsaw.

Camden Town Xchange is an underused but well-connected site which opens onto Parkway, Arlington Road, and Inverness Street.



Aerial view of the current site, which is uniquely positioned and centrally located

01



SITE APPRAISAL AND CONSTRAINTS

We've taken time to carefully assess the site to understand what can be retained, while exploring sustainable approaches that respect the site's history.

Scan the QR code to read more about our site appraisal process.



02



CAMDEN HIGH STREET PEDESTRIANISATION

A trial on Camden High Street's pedestrianisation started in May 2025 and includes a short section of the High Street, from the junction of Parkway, Camden Road and Kentish Town Road (just before Camden Town Underground Station) to the junction with Hawley Crescent and Jamestown Road.

03



INVERNESS STREET MARKET

With over 42 trading spaces, bustling Inverness Street Market is open seven days a week, and we want to add to the area's vibrancy by transforming the currently blank frontage of the site on Inverness Street.

04



ANTISOCIAL BEHAVIOUR

Camden Town Xchange will breathe life into this forgotten area of Camden Town, bringing in young families and students, and turning the tide on the growing number of vacant buildings which are more susceptible to attracting anti-social behaviour.

05



NEARBY HIGHER EDUCATIONAL INSTITUTIONS

The site is well positioned for those wishing to study in London. Close by institutions include the main campus of University College London, the School of Oriental and African Studies, London School of Contemporary Dance, Royal Holloway University of London, and many more.

05. OUR LATEST PROPOSALS

Blending culture, community, and convenience to breathe new life into an underused site.

A unique chance to unlock the full potential and transform a central town centre site with a dynamic design that celebrates Camden's creative spirit. Rooted in the area's character, the plans aim to benefit the community, future residents, and create a more vibrant, welcoming, and safer Camden for all.

KEY

-  A high-quality modern experiential cultural venue (approximately 1,300m²) which responds to local need, and builds on the area's strong cultural identity.
-  Approximately 50 affordable homes located on the existing residential Arlington Road with dedicated entrances including welcoming front doors for ground-floor family homes. Supporting amenities including a central communal courtyard, internal play space, cycle parking, etc
-  Approximately 250 student homes with supporting amenities including roof terrace, communal rooms, laundry facilities, cycle parking, and storage.
-  Active ground-floor retail or restaurant spaces to welcome visitors to the cultural / leisure space and draw the public in.
-  Welcoming lobby and café / retail space on Parkway to welcome students and members of the public.



06. A NEW VISION FOR INVERNESS STREET

Bringing more life, vibrancy, and safety to the area.

We will complement the existing bustling energy on Inverness Street by transforming the blank façade into the main entrance for the cultural venue, with ground floor restaurant and retail spaces to draw people in, and a positive, street-facing presence for the student homes on the upper levels.

By bringing more activity and natural surveillance to the street, the proposals will also help address anti-social behaviour and support a greater sense of security.



Illustrative view of the proposed cultural space with connected restaurant

A MODERN, EXPERIENTIAL CULTURAL VENUE

We're proposing a flexible new venue of around 1,300m², big enough for up to 500 standing or 150 seated guests.

Shaped by your early feedback, we're exploring ideas that reflect Camden's creative spirit and bring people together. Popular suggestions included:

- **Immersive theatre** (similar to Almeida Theatre and Bridge Theatre)
- **Art installations** (such as Lightroom)
- **Spaces for community use**

The eventual use will depend on market demand and interest, securing the right operator and ensuring space is viable in terms of layout, demand, and long-term sustainability. A high-quality, well-managed venue is our goal, and we'll appoint a suitable operator and keep the community updated.



Illustrative view of the Camden Town Xchange and the Inverness Street Market

INVITING SPACES FOR FOOD, DRINK AND CULTURE

Locals told us they want to see high-quality, lasting tenants that draw people in and complement the wider cultural offer. We're introducing two modern, purpose-built, larger sized units for retail or restaurant spaces which could be integrated with the cultural venue, designed with flexibility and long-term success in mind.

Opening onto Inverness Street, these spaces will play a key role in transforming the area – boosting footfall, supporting local market traders, and helping to create a safer environment for everyone.

We'll continue working with Camden's Streets and Markets team to align our proposals with their ambitions for the future of Inverness Street.

This includes discussions on how to best retain the market without impacting traders or prejudicing its operation and optimise the layout to allow for a safer and more vibrant street.



07. AFFORDABLE HOMES

Complementing the existing residential character of Arlington Road with much-needed affordable homes located close to public transport and local infrastructure.

We're proposing approximately 50 affordable homes with around 60% dedicated to social rent or London Affordable Rent in line with Camden Council's housing policy, and the remainder offered at intermediate tenure (discounted rental).

WHY THIS MATTERS

- These homes will support young families and contribute to Camden's target of 3,000 new affordable homes by 2040
- Camden has over 7,600 households on its affordable housing waiting list, with delivery of affordable homes falling well short of local need

Did you know?

An average of only 121 homes were completed per year since 2020



Illustrative view from the corner of Arlington Road and Parkway

A design influenced by local surrounding residential buildings and traditional brickwork



Front doors to the affordable homes on Arlington Road



Communal courtyard for residents to retreat and relax

THOUGHTFULLY DESIGNED HOMES

Our affordable homes have been carefully designed to support modern family life, reflect the character of the local area, and promote a strong sense of community.

Key features include:

- A central communal courtyard garden
- Rooftop community room, with covered external play space for younger kids
- 100% dual-aspect homes, offering excellent daylight, ventilation and views
- A mix of family-sized homes (three and four bedrooms), including four duplexes located on ground floor
- Private balconies for each apartment
- Front doors and green gardens opening directly onto Arlington Road, giving the street a more residential feel
- Five wheelchair-accessible homes designed to inclusive standards
- Secure bike storage access via dedicated entrance on Arlington Road
- An experienced affordable housing provider will be appointed to ensure high standards of management and long-term care

XSTUDENTS

08. STUDENT HOMES

Delivering new homes to support students attending nearby higher education institutions.

The main entrance for the student homes will be accessed via Parkway, and will extend through the site connecting to Inverness Street. We're proposing approximately 250 student homes, which will be supported by shared spaces like study areas, fitness rooms and social lounges on the upper floors. Students will also have access to free to rent foldable bikes.



Main entrance to the student homes on Parkway

Sketch of what the student studios could look like



Illustrative view of the student homes from Inverness Street

The design draws on Camden's bold and experimental identity, taking inspiration from nearby buildings as the Sainsbury's on Grand Union Walk

WHY STUDENT HOMES HERE?

- Easing housing pressure: Purpose-built student homes help free up local rental housing allowing young people and families to establish roots in the area
- In the academic heart of London: Camden has the greatest concentration of Higher Education institutions in Central London, making this is the right place for high-quality student living. Student intake also likely to be from three of the top performing universities in the world (Imperial, UCL, King's)
- Professionally managed: A trusted operator will oversee behaviour, safety and building management year-round with strict standards in place
- Active all year round: Outside term time, rooms may host academic visitors – keeping the site vibrant and supporting Camden's local economy
- Meeting real need: Camden has over 25,000 full-time students, but fewer than 13,000 dedicated student beds, leaving many to rely on private rentals

X Did you know?

While the target is to deliver 200 new student beds per year, only 500 (total) were delivered between 2016 and 2024

09. CELEBRATING PARKWAY

A restored façade that celebrates the site's history.

The existing and historic Parkway façade positively contributes to the town centre's character but has become tired and in need of restoration. Our intention is to adapt and restore this façade, to lift its quality and contribution to the conservation area.

We're proposing to open up the ground floor of the Parkway façade and encourage activity through the day and evening – with a cafe or retail space for the community to enjoy and the main entrance for students to access their homes.



Illustrative view on Parkway, a restored façade and the main entrance to the student homes



The Gaumont Palace, 1937



Odeon cinema today

10. LANDSCAPING, COMMUNAL SPACES AND SUSTAINABILITY

Welcoming green spaces – from improved landscaping on Arlington Road and an internal communal courtyard for affordable residents, to a rooftop space for students.



Communal courtyard for residents to retreat and relax



Precedent image of green courtyard for affordable housing residents

A COURTYARD DESIGNED FOR COMMUNITY LIFE

At the centre of site, a new communal courtyard brings greenery and activity into the heart of the site. This includes:



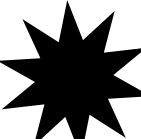
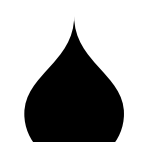

- **Places to meet and sit** with shaded areas and south-facing benches
- **Quiet corners** for rest and reflection
- **A dedicated play pathway** that winds through the space, encouraging movement and sensory exploration
- **Lawn areas and defensible planting** that support biodiversity and improve air quality, all designed to respond to sunlight and shade throughout the day

SPACES TO CONNECT AND ENJOY

- Affordable homes on the ground floor will **feature front doors and gardens** onto the street to help further green Arlington Road
- Affordable homes located on upper levels will **feature private balconies, with planting** to improve privacy and outlook, and increase urban greening on the street
- **Communal room and internal play space** for families and young children living in the affordable homes
- **Rooftop terrace for students** will include greenery that supports biodiversity and helps manage the urban microclimate

DESIGNING SUSTAINABLY FOR CAMDEN'S FUTURE

We're putting sustainability at the heart of the Camden Town Xchange, helping to tackle climate change, reduce waste, and create a development that supports both people and the planet. Here's how we're making that happen:

-  **Reusing what we can**
Before any building work starts, we've carefully reviewed what can be reused from the current site.
-  **Cutting carbon emissions**
Using electric heating powered by heat pumps, not gas, and make our buildings energy-efficient from day one.
-  **Smarter design to save energy**
Using insulation, clever shading, and natural light to keep homes comfortable and energy use low all year round.
-  **Using solar power**
Solar panels on the roofs will help generate clean electricity.
-  **Green spaces that support nature**
We're adding green roofs, trees and planting that support biodiversity, chosen to thrive in London's changing climate.
-  **Saving water and reducing flood risk**
We're planning for the future with blue roofs (which help manage rainwater), water-efficient taps, and exploring water recycling where possible.
-  **Building to high standards**
BREEAM 'Excellent', ensuring high performance across energy, water, and wellbeing.

11. TRAFFIC, ACCESS AND SERVICING STRATEGY

We're carefully considering how people will access and move around the site – whether on foot, by bike or for essential servicing.

We know that traffic and congestion are key local concerns. Our proposals are designed to support a more accessible, pedestrian Camden Town aligned with Transport for London's Healthy Streets strategy, while ensuring deliveries, waste collections and construction activity are managed with minimal impact on our closest neighbours, traders and other local businesses.



DURING CONSTRUCTION

We will ensure that the construction of this project is carried out with care and in coordination with Camden Council.

Pending Planning approval, we will appoint a construction contractor who will be a member of the Considerate Constructors Scheme and will submit a draft Construction Management Plan (CMP) to set out how all the works will be managed, including mitigation measures to reduce impacts on neighbours, market traders, and the nearby Cavendish School. Camden Council will then consult with residents on the plan.

- Construction vehicles (*marked in blue*) would utilise major roads where possible, with vehicles arriving from Parkway, turning onto Arlington into a vehicle loading bay pit lane created through a temporary suspension of the parking bays.
- The site would be fully hoarded and protections in place to reduce dust and noise disturbance. Construction hours would adhere to Camden guidance and vehicles would avoid nearby school start and finish times to minimise potential for conflict. No road closures are currently anticipated.
- A covered walkway (*marked in purple*) would be provided to maintain the pedestrian use of the pavement on Arlington Road and provide protection from the road.



DURING OPERATION

No delivery vehicles will be required to deliver from Inverness Street, and no market operational hours or access strategy will be changed or impacted.

- ✕ **Servicing for the students**
Deliveries to the student homes would take place from the loading bay facilities (*marked in orange*) on Parkway, with goods transferred directly to the student reception.
- ✕ **Servicing for the affordable homes**
Deliveries to the homes will make use of the Arlington Road parking bays and single yellow line kerbsides.
- ✕ **Servicing for the cultural/leisure use**
Deliveries to the leisure use will make use of Arlington Road parking bays and single yellow line kerbsides.
Goods will be taken by delivery drivers to a goods lift access to the basement level.



12. RESPONDING TO THE LOCAL CONTEXT

Fitting in with Camden's skyline and story.

Our proposals seek to optimise the full potential of the site to provide as much needed affordable and student housing for Camden as possible, while respecting the local area's townscape and heritage.

- Building heights will range between seven to eight storeys with upper floors set back, using the existing fly tower and nearby Arlington House as a reference
- The tallest elements are set back in the centre of the site, protecting the character of the surrounding streets, with setbacks at upper levels to reduce the impact on the streetscape



Illustrative view from the corner of Arlington Road and Parkway



13. NEXT STEPS

Thank you for taking the time to visit today and view our detailed proposals for Camden Town Xchange. We're really excited about the opportunity to create something truly transformational in the heart of Camden Town, and are keen to hear your views on our plans.

HAVE YOUR SAY

Your views are important and will help us finalise the designs prior to the submission of a planning application.

- Complete an online survey at camdentownxchange.co.uk



- Complete and return a feedback form to our of our team members today

After this phase of consultation has formally concluded, we will be submitting a planning application to the London Borough of Camden. Once the application has been submitted, you will be able to submit your comments directly to the Council via their planning portal. We will be writing to all local residents and businesses, as well as our key stakeholders with the planning reference number once the application has been validated, to ensure everyone can find and comment on the application.

CONTACT US

➤ camdentownxchange.co.uk

✉ camdentownxchange@thisislca.com

☎ 0800 307 7571



Illustrative view of the Camden Town Xchange and the Inverness Street Market

PROJECT TIMELINE



April 2025

Early engagement with our closest neighbours and community representatives



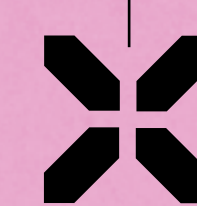
May and June 2025

Phase 1 public consultation on the emerging designs and to understand ideas on local aspirations for the cultural / leisure space



July 2025 **WE'RE HERE**

Phase 2 public consultation on the detailed designs



Late summer – early autumn 2025

Target planning submission

Indicative timeframes only and subject to change.