

# CAMDEN GOODS YARD

LONDON NW1

## THE FUTURE OF CAMDEN.



OUR VISION  
**2030**  
TRANSFORMING TOMORROW

**Berkeley**  
Designed for life

 **St George**  
Designed for life





CAMDEN

Camden, famed for its lively market, cultural richness and musical heritage, has always been a focal point of creativity in London. Today, it's entering a new era, with a wave of projects and initiatives designed to bring new life into this dynamic area.



# THE CAMDEN HIGHLINE: A NEW PARK IN THE SKY.



Indicative CGI of Camden High Line source: [camdenhighline.com/design](http://camdenhighline.com/design)

## Camden Highline

An ambitious proposal to create a local "Highline," inspired by New York City's famed elevated park, has been accepted subject to funding. This exciting project promises a vibrant new green space that will enrich the lives of residents in a multitude of ways.

Supporters envision transforming a disused, three-quarter-mile rail track between Camden Town and King's Cross into a floating park 25 feet above the city streets. This proposed "Camden Highline" would offer a leisurely ten-minute stroll with diverse features including woodland areas, a sunbathing pavilion, an outdoor classroom, play areas, wildlife habitats, and dedicated spaces for art, culture, and community events.

In New York it is thought that the High Line boosted property prices most near its opening sections (Gansevoort to 30th St). Prices in these areas rose significantly faster than the rest of the neighbourhood, with some sections seeing over 50% increase by 2016\*. It is expected property in Camden will experience similar success.

\*Source: Manhattan's Inside Market: A Crystal Ball For Real Estate Success? ([forbes.com](http://forbes.com))



# PEDESTRIANISATION OF THE HIGH STREET.

## Camden High Street

Imagine a quieter, cleaner Camden High Street! Camden Council is proposing a pilot program to pedestrianise the High Street. This exciting initiative could bring a host of benefits to the those living nearby.

Councillor Adam Harrison, Cabinet Member for *Improving Camden's Environment*, explains the vision: "We want our high streets to be vibrant hubs of creativity and innovation, offering essential goods, services, and local jobs that enrich our community. This proposal, if implemented, would also create a more sustainable and accessible environment for the future."

The pedestrianisation would transform the High Street into a more pedestrian-friendly space. This means a cleaner atmosphere with improved air quality.





# CAMDEN TOWN STATION MODERNISATION.



Artist's sketch of the station entrance, source: Transport for London

## Camden Town Station

To support the Mayor of London's transport strategy, Transport for London (TfL) has proposed an expansion for Camden Town station. This ambitious plan would triple the station's size and include a new entrance on Buck Street, offering a more convenient connection to Camden Goods Yard.

Mark Wild, Managing Director of London Underground, explains the potential benefits: "Modernising Camden Town station would significantly improve the experience for the tens of thousands of daily passengers and enhance accessibility to this vibrant part of London. We've received fantastic local support for our plans to make the station more spacious, comfortable, and equipped to handle the area's growing demand."

While initial plans to expand Camden Town station were put on hold due to delays with HS2 in King's Cross, they still hold promise for the future. Government funding allocations and proposed transformation plans, like this one, often signal positive changes for an area, making it more attractive for investment.



# OBSERVATION WHEEL & EXHIBITION SPACE.



Proposed view of the West Yard and Observation Wheel at Camden Lock. Image: Piercy&Company Architects

Camden Lock is poised to host a temporary observation wheel reaching a height of 40 metres, following the approval of Labtech's plans by Camden Council's planning committee.

Modelled after the iconic "London Eye," this installation is set to grace Camden Lock for five years, offering visitors panoramic views of the market, Regent's Canal, and the cityscape.

Labtech has broader aspirations to revitalise Camden Lock by introducing a new exhibition space, enhancing the market's aesthetic appeal, and contributing to Camden's cultural allure. These improvements aim to attract experience seekers and families to the area.

The proposed scheme is now awaiting consideration by the Mayor of London.



Proposed view looking west along Camden Lock Place towards the main gallery entrances. Photo: Piercy&Company Architects



# JUNIPER CRESCENT.

Juniper Crescent is undergoing a regeneration project with the aim of creating better homes for residents with a range of outdoor private spaces, including balconies, terraces and gardens. The project is being carried out by One Housing in collaboration with Countryside Partnerships.

They aim to deliver 450-470 new homes whilst creating a new-found sense of community with the renewed open spaces proposed. These include multifunctional public spaces, family-friendly spaces with play features and quiet spaces for relaxation.

The final design proposal will be created in Summer 2024, following feedback from the latest resident workshop in April. A new planning application is set to be submitted next year and construction is planned for 2026.



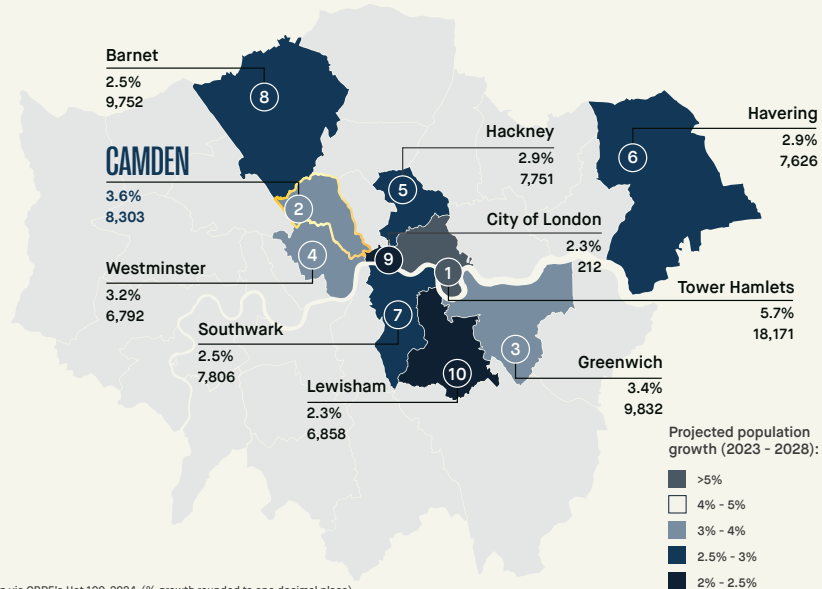


# POPULATION DYNAMICS.

London's allure as a melting pot of cultures, opportunities, and experiences continues to draw individuals from far and wide. The city's population, currently standing at 9.5 million, reflects its status as a magnet for professionals, students, and families alike.

Projected population growth estimates offer valuable insights into the evolving demographic landscape of London's boroughs. Tower Hamlets leads the pack in this regard, with a projected increase of 6%, equivalent to 18,170 individuals, over the next five years.

However, it's Camden that secures a prominent position in the ranks of population growth, claiming second place with a projected increase of 4%. This translates to an additional 18,135 individuals choosing to call Camden home by 2028.

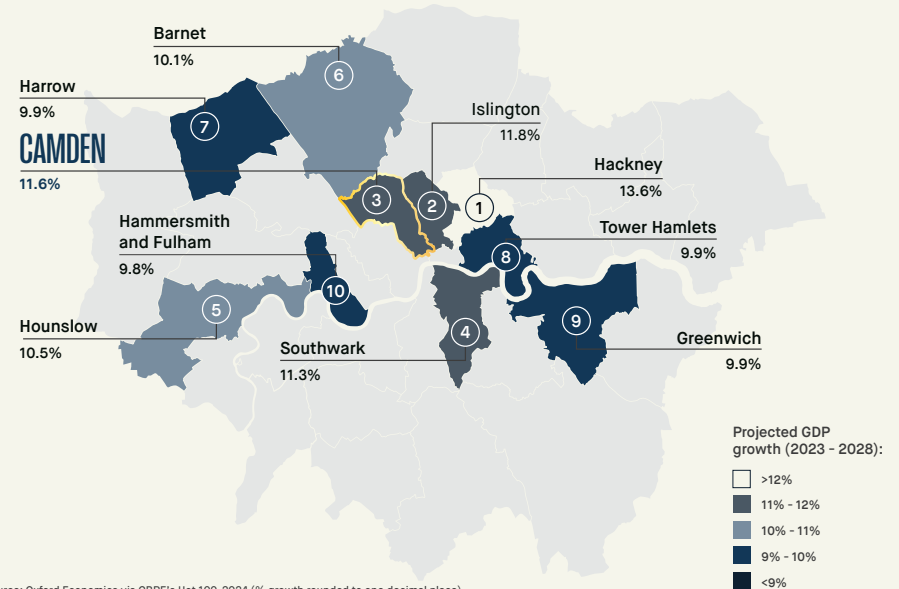


Source: Experian via CBRE's Hot 100, 2024 (% growth rounded to one decimal place)

# ECONOMIC GROWTH IN NW1.

London's pivotal role in the UK's economic landscape is indisputable, contributing a substantial 23% to the nation's Gross Domestic Product (GDP) despite only having 13% of the population. CBRE's analysis of Oxford Economics' projections, highlights Camden's prominence among boroughs poised for economic growth over the next five years. Alongside Hackney and Islington, Camden shines as a beacon of anticipated GDP growth, fuelled by its vibrant creative and tech industries.

This link between economic strength and the demand for good quality housing is intrinsic; as industries thrive and job opportunities grow, the need for housing escalates, creating a ripple effect across the property market. With Camden ranked amongst the top 3 boroughs leading the charge in economic expansion, a surge in housing demand is an inevitable result.



Source: Oxford Economics via CBRE's Hot 100, 2024 (% growth rounded to one decimal place)

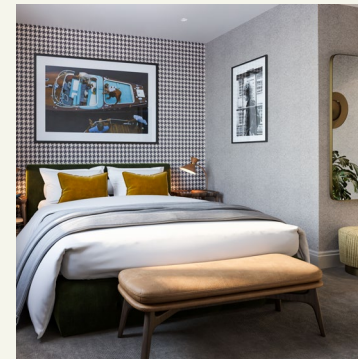






# CAMDEN GOODS YARD

A remarkable 8-acre destination nestled in the heart of this renowned North London neighbourhood. This exceptional development seamlessly combines the dynamic energy of Camden, the elegance of Primrose Hill, and the tranquillity of Regent's Park.



## The Development



A NEW  
**48,000 SQ FT**  
MORRISONS  
SUPERMARKET



**8 ACRE SITE**  
FEATURING  
LANDSCAPED PUBLIC  
OPEN SPACE



ROOFTOP  
**FARM-TO-FORK**  
RESTAURANT AND  
URBAN FARM



**ST GEORGE**  
QUALITY



**2022 GOLD AWARD**  
FOR CUSTOMER  
SATISFACTION



**178,000 SQ FT OF**  
SPACE FOR SHOPS,  
RESTAURANTS  
AND CAFÉS



**6 MINUTES**  
WALK TO CHALK  
FARM STATION\*



**9 MINUTES**  
WALK TO CAMDEN  
TOWN STATION\*



# THE REGENCY CLUB.

In addition to our contemporary collection of new homes, residents will enjoy a host of exceptional on-site facilities. Designed by the distinguished Tara Bernerd, our residents' lounge and co-working space offer the perfect blend of style and functionality. Stay active and indulge in our luxury resident gym, unwind in one of our three screening rooms, or rejuvenate your senses in our wellness suite, featuring a swimming pool, steam room, and sauna.

## Resident Facilities

- 18-metre indoor swimming pool
- Wellness suite with sauna and steam room
- State-of-the-art gym
- Three luxurious screening rooms
- 24-hour concierge
- Contemporary foyer and lounge
- Co-working area with ultra high speed Wi-Fi







# REGENERATION LIFTS NEIGHBOURHOODS AND ALSO CAPITAL VALUES

Computer generated image is indicative only and subject to change. \*Source: Savills and CBRE, 2020.  
Source: Berkeley Group Annual Report.

## THE BERKELEY GROUP EFFECT

From creating new ways of living to introducing new facilities, services and attractions; regeneration can completely transform an area.

This can have a marked impact on property prices, with prices in regeneration zones increasing by 1.5% per annum over and above wider house price growth.

Berkeley Group property values have grown by an annual average of 13.8%.

This compares with the local area average of 8.8%, meaning that each year Berkeley Group properties are outperforming the wider market by around 5%.\*

- Strong established developer with a proven track record of delivering high quality homes since 1976.
- Experienced in similar large regeneration projects such as Beaufort Park, Battersea Reach and Grand Union.

It is fair to say we have seen:

**Regeneration**

**+**

**The Berkeley Group effect**

**=**

**Increased growth  
and prices**





Camden is evolving, and each new project is adding a layer of excitement to this already dynamic neighbourhood.

Camden Goods Yard will stand as a monumental cornerstone of a much grander narrative. The projects of the past and those poised for the future will cement Camden's identity as London's epicentre of innovation and creativity.



# CONTACT.

Contact Camden Goods Yard team to  
book your personalised viewing and find  
out more about Camden regeneration:

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