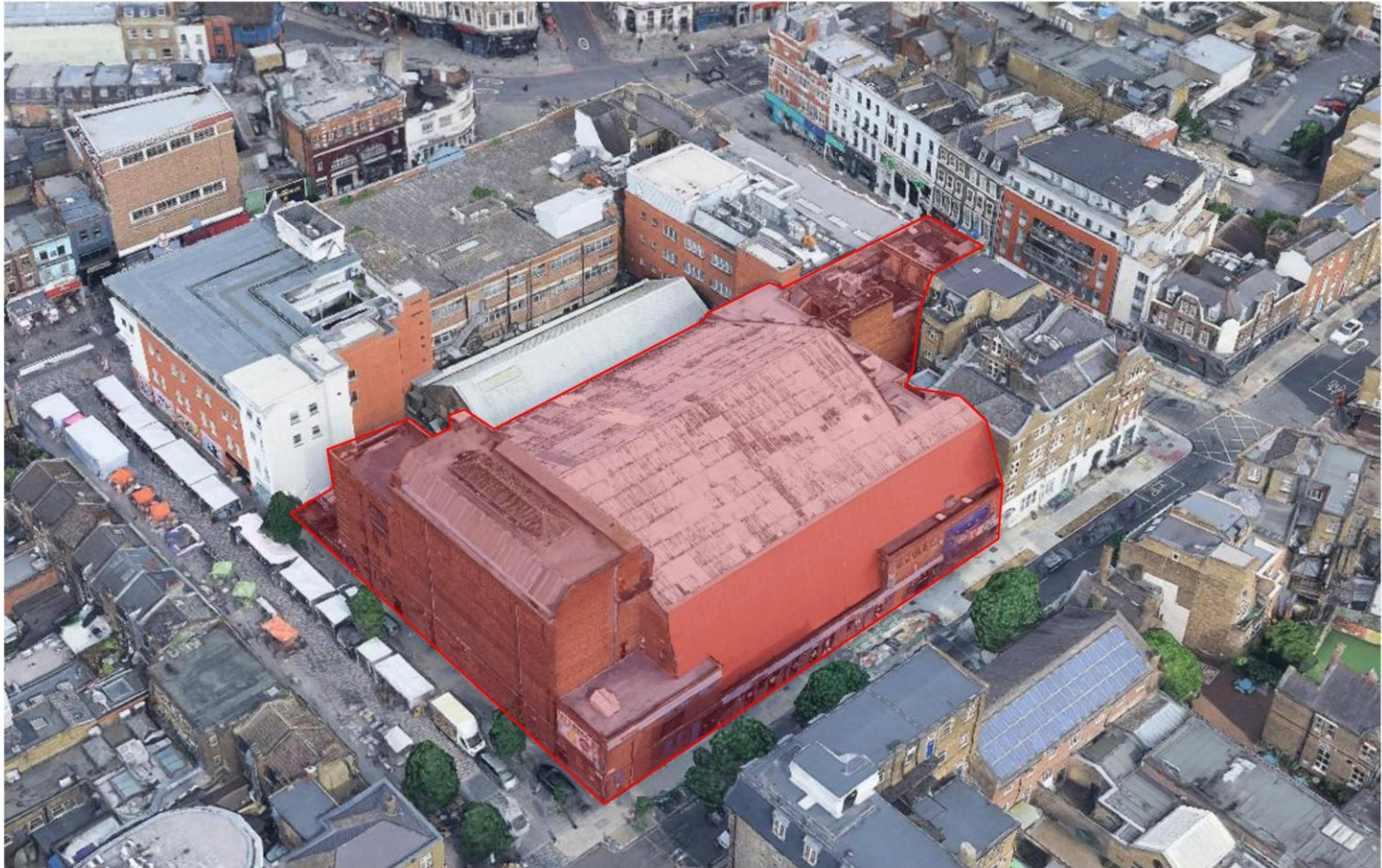


Development Management Forum

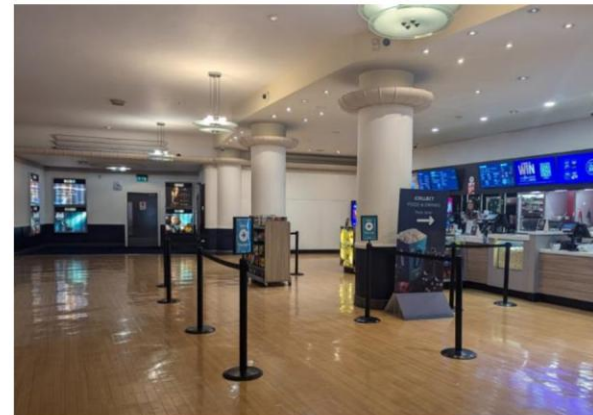
180 Arlington Road (Mecca Bingo & Odeon Cinema Site)



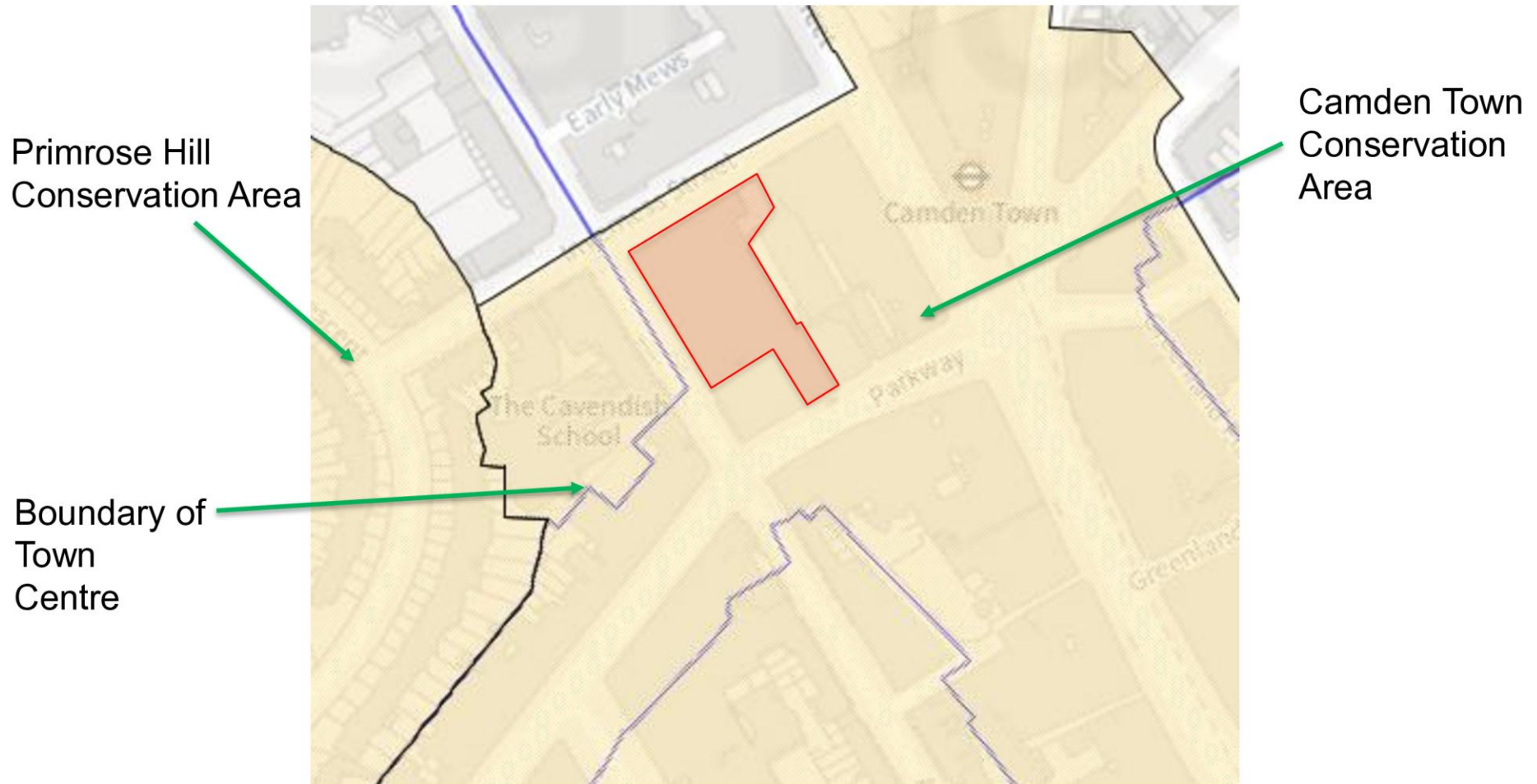
The Site



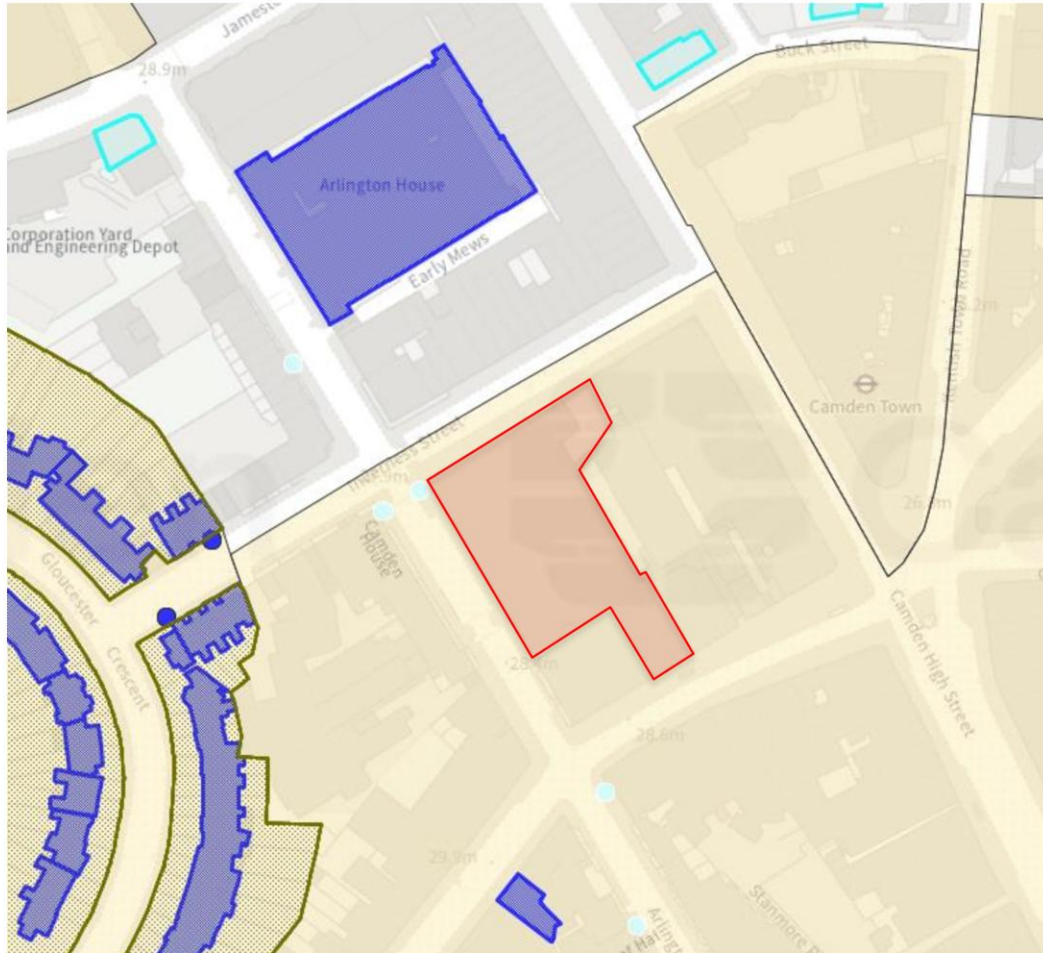
The Site



Site Designations Map



Local Heritage

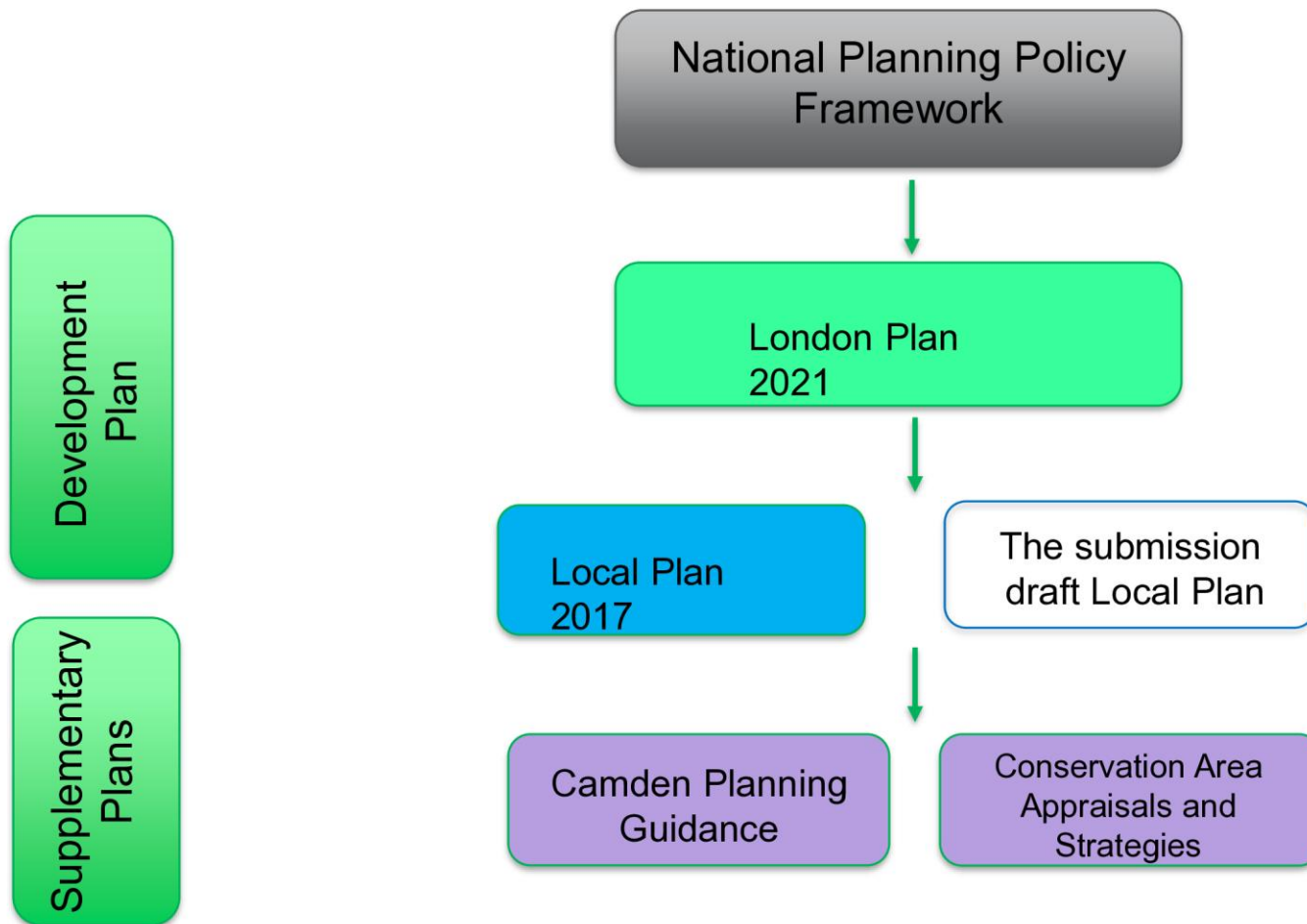


- Light blue – Locally listed
- Dark blue – Grade II listed
- Yellow – Conservation Area
- Red – Application site

Proposal

- Substantial demolition of existing building and retention of Parkway façade;
- Erection of mixed-use development (approx. 8 storeys) consisting of:
 - Adaptable and flexible leisure/cultural use at basement;
 - Approximately 40-50 affordable housing units;
 - Student homes for approximately 250 students;
 - Retail units, primarily on Inverness Street.

Planning Decision Making Framework



Main Planning Considerations

- **Land use** (provision of affordable housing and student housing, reprovision of leisure/cultural use, and appropriate commercial uses)
- **Design and heritage** (impact on Conservation Areas and nearby listed buildings, the street, height and massing, architectural quality)
- **Public realm and adjacent markets** (layout, security, usage)
- **Energy and sustainability** (carbon reduction, energy efficiency)
- **Transport and highway impacts** (construction, cycle parking, servicing)
- **Community benefits** (contributions to employment and training, public realm management)

CAMDEN TOWN XCHANGE

180 Arlington Road

Brought to you by
Camden Vision

Development Management
Forum



SHAW
CORPORATION

CA CANEPARO
ASSOCIATES

NEWMARK

**ALLFORD
HALL
MONAGHAN
MORRIS**

LCA

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& VISION

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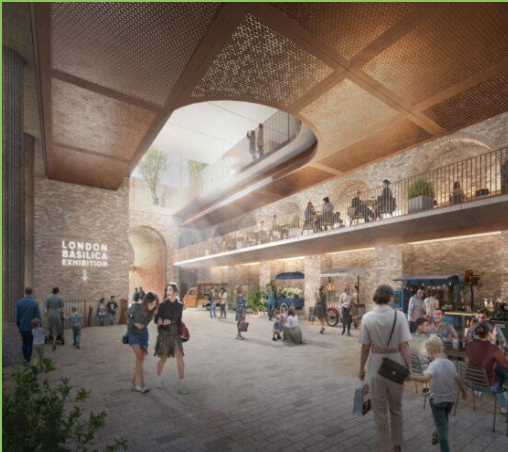
03

EMERGING
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04

TIMINGS AND
NEXT STEPS

WHO WE ARE



THE MISSING PIECE OF THE JIGSAW



INVERNESS STREET

CAMDEN HIGH STREET

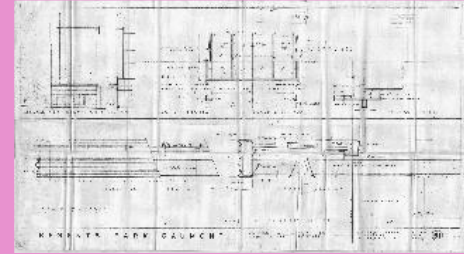
ARLINGTON ROAD

PARKWAY



THE SITE

THEN AND NOW



1937

The Gaumont Palace, Regent's Park

1875

Royal Park Theatre

1883

The Royal Park Hall



1873

Royal Alexandra Theatre

1960s

Odeon Cinema and a bingo hall created in the stalls

1979–1997

Odeon cinema closes, leased out to independent operators Gate Camden and The Parkway

1997–2000

Odeon Cinema returns and Mecca occupies bingo hall

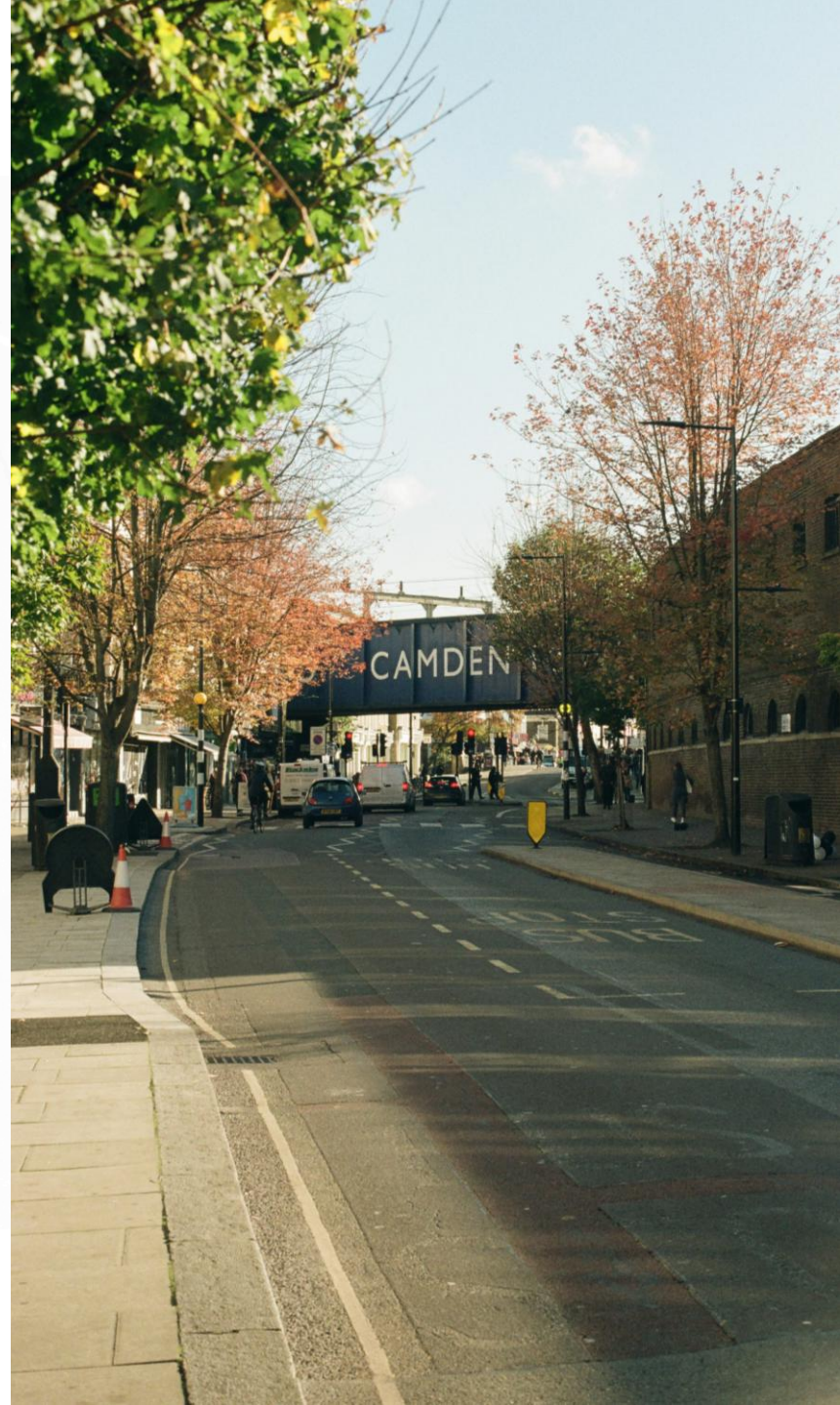


Now

Mecca vacated in 2024, and Odeon has recently advised that it intends to leave in early/mid-2026

OUR VISION

- DELIVER A NEW CULTURAL OR LEISURE VENUE which respects the site's long heritage, reintroduces a flexible modern use, responds to local need, and builds on the area's strong cultural identity and mixed-use tradition
- 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





DESIGN DEVELOPMENT

CAMDEN TOWN HAS ALWAYS BEEN BOLD; AN AREA WHERE PEOPLE GRAVITATE AND CREATE.



PARKWAY is the 'traditional' front door for the site, with well-known bars, venues and restaurants



ARLINGTON ROAD offers a more peaceful and local feel, containing residential houses, The Cavendish Primary School, and Arlington House



INVERNESS STREET is on the main pedestrian route from Camden Town station and brings more bustling energy with market activity from the Inverness Street Market. It is lined with bars, live music, restaurants and creative outlets.

EXISTING BUILDINGS



THE NEED FOR IMPROVEMENT



- Inactive façade along Inverness Street and on the Arlington Road corner
- Poor quality blank facades
- On-street waste storage
- Very little vivacity on Parkway with the existing cinema use
- Rudimental adaptations
- Poor energy performance



APPRAISING THE EXISTING BUILDING

BUILDING WAS PURPOSE BUILT AS A THEATRE so does not lend itself to re-purposing as other uses (it has no windows for example)

RETAINING THE BUILDING is not making full use of the site's capacity

PLANT IS AT THE END OF ITS SERVICE LIFE, outdated and inefficient

THE STRUCTURAL CAPACITY OF THE BUILDINGS IS LIMITED, with no existing foundations within the middle section to support smaller compartmentalisation suitable for other uses

HOWEVER, BY ENHANCING THE PARKWAY FRONTAGE, there is an opportunity to enhance the setting of the conservation area

RESPONSIBLE SUSTAINABILITY



REDUCING WASTE



GOING BEYOND THE GLA'S CARBON BENCHMARK



DESIGNED TO A HIGH STANDARD



SAVING ENERGY



SUPPORTING BIODIVERSITY



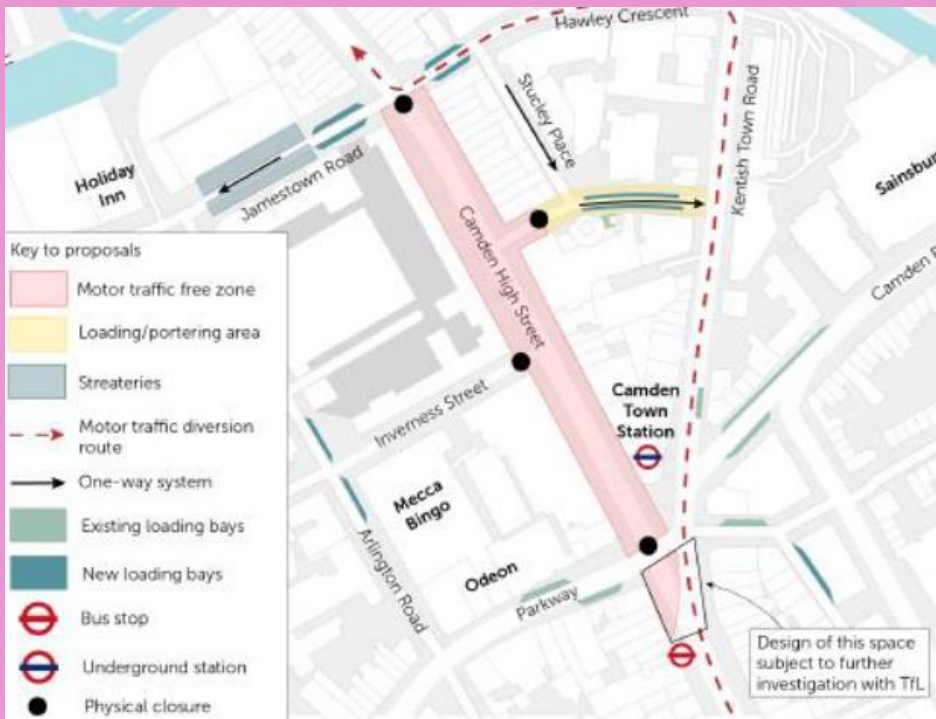
INCORPORATING WATER-SAVING AND FLOOD MANAGEMENT TECHNIQUES



EMERGING PROPOSALS







AN OPPORTUNITY TO POSITIVELY IMPACT CAMDEN TOWN CENTRE



AN OVERVIEW OF OUR EMERGING SCHEME



KEY

-  A new cultural or leisure space, shaped by locals for everyone to enjoy
-  High-quality affordable and student homes with dedicated entrances on Arlington Road
-  Welcoming retail, food and beverage spaces to complement the vibrant Inverness Street just outside
-  Student entrance with public café
-  Cycle storage and laundry facilities for residents

A RETAINED PARKWAY FRONTAGE



A RETAINED PARKWAY FRONTAGE



A NEW CULTURAL OR LEISURE USE WHICH RESPONDS TO LOCAL NEED



TO GIVE YOU AN IDEA OF THE SCALE AND SIZE OF
THE SPACE...

Existing gross internal leisure space is approx. 6,500 sqm – far too big for most modern leisure or cultural tenants

We are proposing approx. 1,300 sqm of cultural or leisure space

In comparison, Dingwall's is approx. 380 sqm and Lightroom is 1,150 sqm

WE WANT TO HEAR FROM YOU

We've been asking local people:

What would you like to see here?

What's missing in Camden Town?

So far we've heard...



RESPONDING TO AN URGENT NEED FOR AFFORDABLE HOMES

28 |



Over 7,600 households on the waiting list for affordable housing, and increasing every year

We believe in mixed and sustainable communities, where affordable housing is located at the heart and close to public transport and shops.

EMERGING DESIGN AND LOCAL INSPIRATION



Emerging design draws on neighbouring residential buildings, traditional architecture, with brickwork, sheltered balconies, and ground-floor entrances inspired by nearby terraces.



EMERGING PROPOSALS



HOMES DESIGNED WITH FAMILIES AND LOCAL RESIDENTS IN MIND

- A COMMUNAL COURTYARD GARDEN with outdoor play space
- AN ADDITIONAL INTERNAL PLAY AREA for younger children
- 100% DUAL ASPECT HOMES for better light and ventilation
- INCLUDING FAMILY-SIZED OPTIONS (3 and 4 bedrooms)
- FRONT DOORS LOCATED AT STREET LEVEL On Arlington Road, to give this street a residential feel
- FRONT GARDENS AND SHARED SPACES to help green the street and enhance the local environment



WHY STUDENT HOMES?



Camden has the greatest concentration of Higher Education institutions in Central London

Fewer than 13,000 dedicated bedspaces, which places increasing pressure on the private rental market.

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

EMERGING DESIGN AND INFLUENCE



EMERGING PROPOSALS



SHAPED BY CONVERSATIONS WITH LOCAL PEOPLE



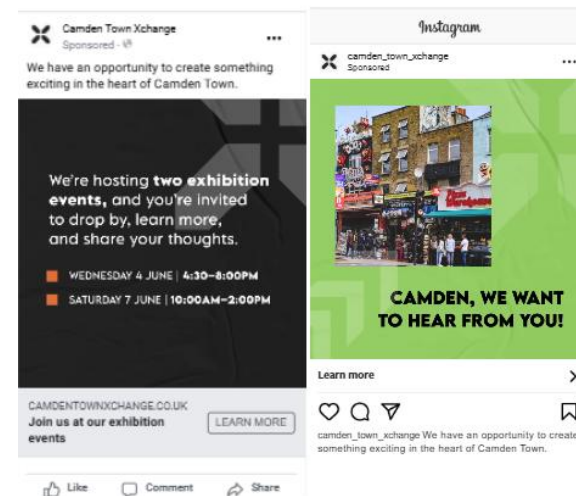
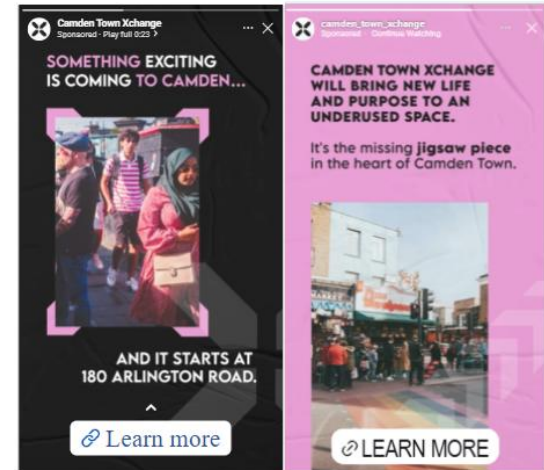
444,531 total volume of social media accounts reached through a geotargeted campaign



2,779 unique visitors to our consultation website



Just under 70 conversations either in attendance of events or direct stakeholder meetings



FEEDBACK SO FAR

SUPPORT FOR QUALITY EXPERIENTIAL CULTURAL SPACE such as a theatre, or immersive experience (e.g. Lightroom, Frameless etc.)

LESS SUPPORT FOR ANOTHER LARGE MUSIC VENUE

INTEREST IN HOW CAMDEN TOWN XCHANGE WILL HELP ADDRESS ANTI SOCIAL BEHAVIOUR including drug dealing and crime

SUPPORT FOR AFFORDABLE HOMES particularly some family homes to be part of the community

INTEREST IN HOW CAMDEN TOWN XCHANGE WILL RESPOND TO EXISTING TRAFFIC ISSUES and overcrowding of Camden Town Station

INTEREST IN HOW THE PROJECT CAN TRANSFORM INVERNESS STREET and make this a safer place to visit

INTEREST IN HOW THE SCHEME WOULD WORK WITH AND SUPPORT INVERNESS MARKET



THE OPPORTUNITIES



INTRODUCE A NEW CULTURAL OR LEISURE SPACE, OFFERING A MODERN AND FLEXIBLE TAKE ON ITS HISTORIC USES AND CENTRAL LOCATION



PROVIDE AFFORDABLE HOMES AND STUDENT HOMES IN CAMDEN TOWN



CONTRIBUTE TOWARDS A SAFER CAMDEN TOWN CENTRE



TURN THE TIDE ON AN INCREASING NUMBER OF VACANT SHOPS IN CAMDEN TOWN



TIMINGS AND NEXT STEPS

PROJECT TIMELINE



April 2025

Early engagement with our closest neighbours and community representatives



May – June 2025 **WE'RE HERE**

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



July 2025

Phase 2 public consultation on the detailed designs



Late summer – early autumn 2025

Target submission of planning application

Indicative timeframes only and subject to change.

GET INVOLVED!

Share your feedback and help us shape the next stage of the design.

We will review and consider all feedback received as we continue to develop our detailed designs.

Scan the QR code to complete an online survey at camdentownxchange.co.uk

Alternatively, fill out and return a feedback form to one of our team members today.

CONTACT US



camdentownxchange@thisislca.com



0800 307 7571





THANK YOU