

# Verdica

CAMDEN NW1

## Investment Guide

# Regeneration of Chalk Farm

Verdica is the first of several significant developments planned in the Chalk Farm station zone.

Berkeley Group have secured Camden Goods Yard which is a new 8 acre development, which is set to transform the local area.- Located across the road from the Round House, the proposed scheme will provide in the region of 600 new homes with the facilities and amenity associated with such a sizable project. In addition, Regal Homes have secured a site adjacent to the Round House and a number of additional significant development projects are in the pipe line around the station.

Experience demonstrates the significant gains created from concentrated regeneration across numerous regions in the capital, ranging from land mark Nine Elms and Battersea through to Woodberry Down and Tottenham Hale.

Verdica provides the perfect early opportunity for the next exciting region.



# Regeneration

Chalk Farm Station – 60+ –

Ocean Drive

100 Chalk Farm Road – 60+  
Proposed – Regal

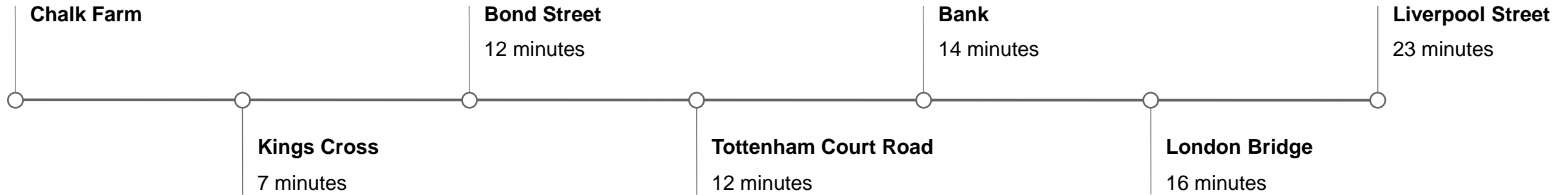
Juniper Crescent – 400+ –  
Countryside

Camden Goods Yard – 600  
+ Proposed – St. George

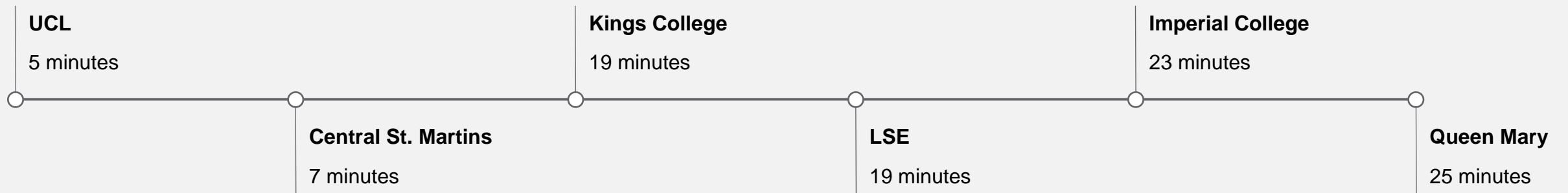


# Transport and Universities

## Tube



## Education



# Regeneration of Chalk Farm

**CITYA.M.**

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## London to get its own highline – as Camden looks to emulate Manhattan

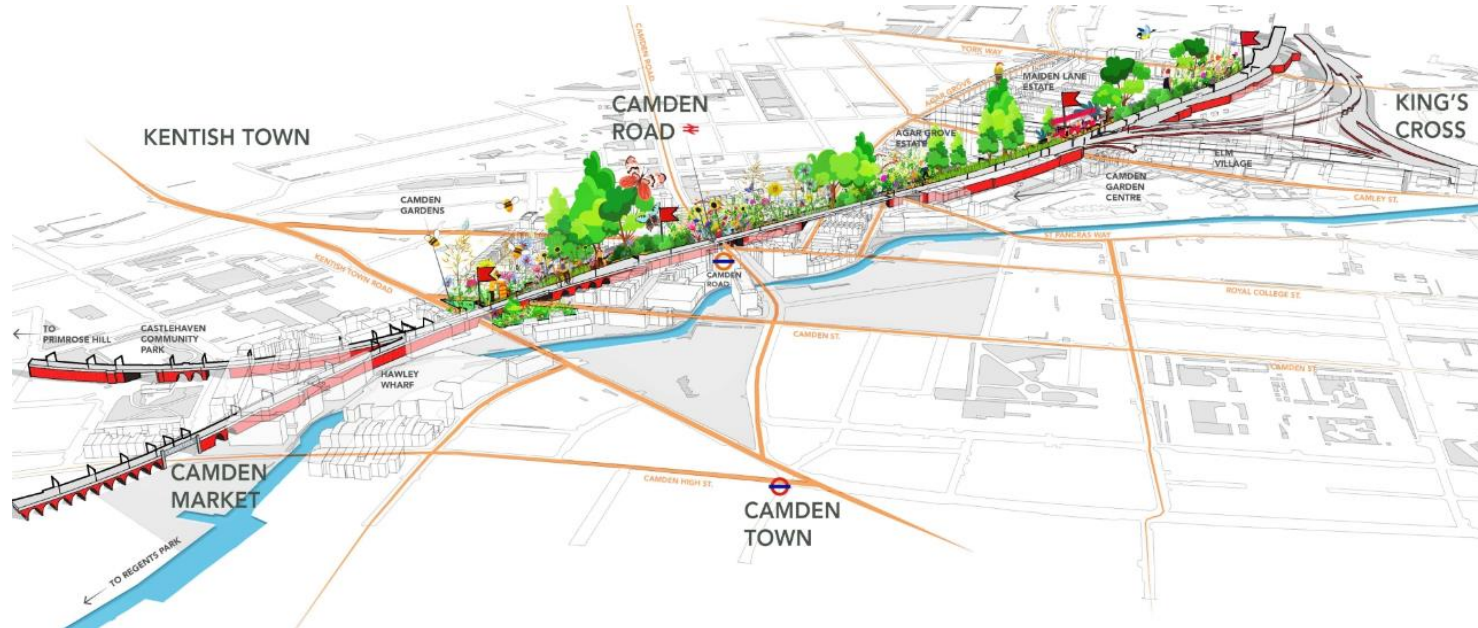


JAMES DAVIES

Camden's green garden in the sky took a step closer to reality after charity Camden Highline was given the go-ahead for the first stage of a project that will transform a section of disused Victorian railway into an overhead park.

Garden designer Piet Oudolf, working with the London Wildlife Trust, is leading the design and creation of the biodiverse walkway, which will stretch for 1.2km and connect Camden Town and King's Cross.

The walkway will provide access to a number of neighbourhoods along the way and is part of the Camden Green Loop initiative, a project which aims to make inner-London greener while connecting Camden, King's Cross and Euston to their surrounding neighbourhoods.

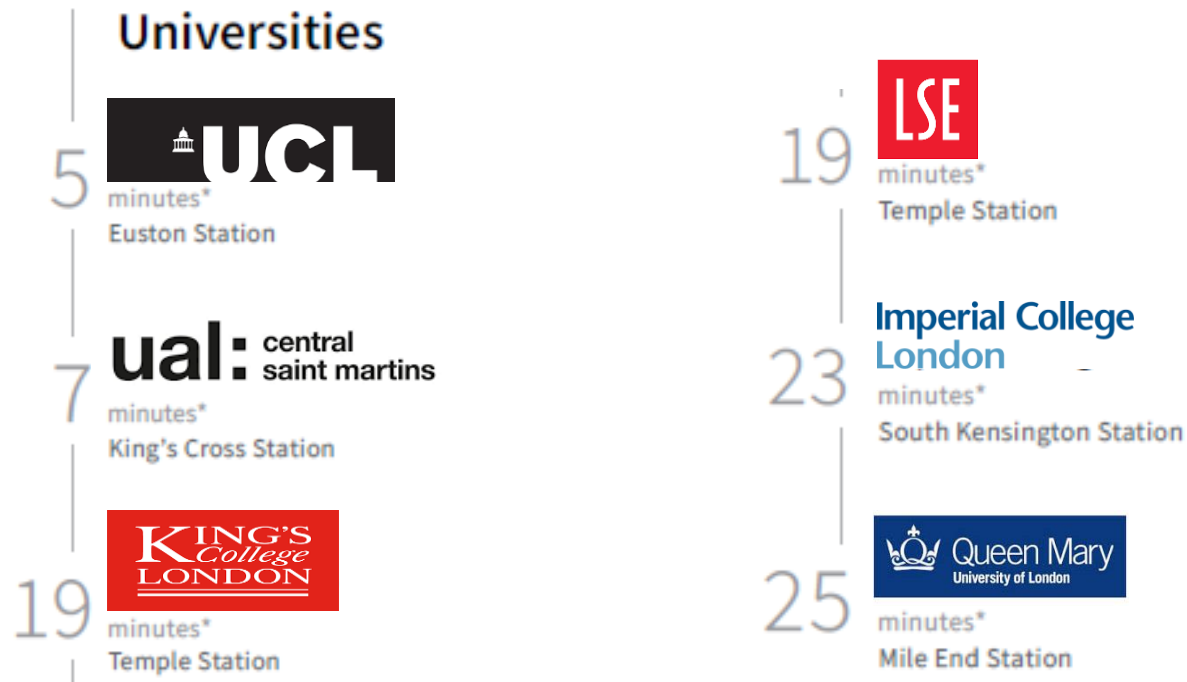


# Universities and education

Verdica is perfectly placed to enjoy easy access to these esteemed seats of learning. Central St Martins is just at King's Cross, south of there is Russell Square's cluster of SOAS, UCL and Birkbeck University.

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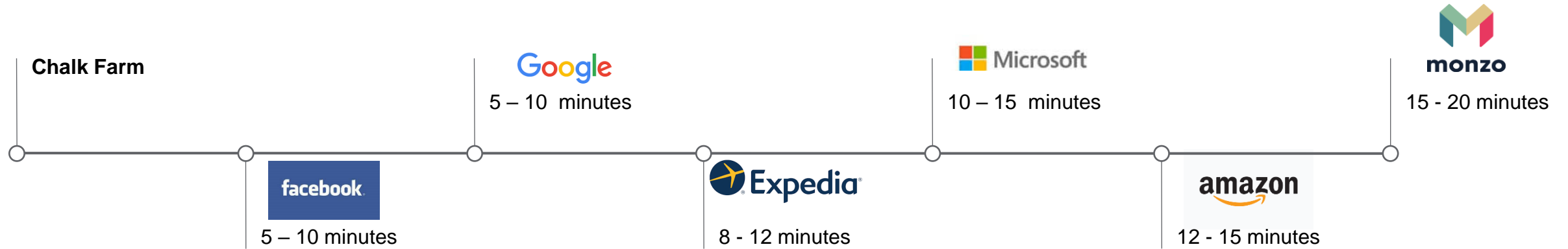
Other academic stalwarts, such as LSE, King's College, Imperial College and Queen Mary University are also readily accessible, thanks to Verdica's superb transport connections.



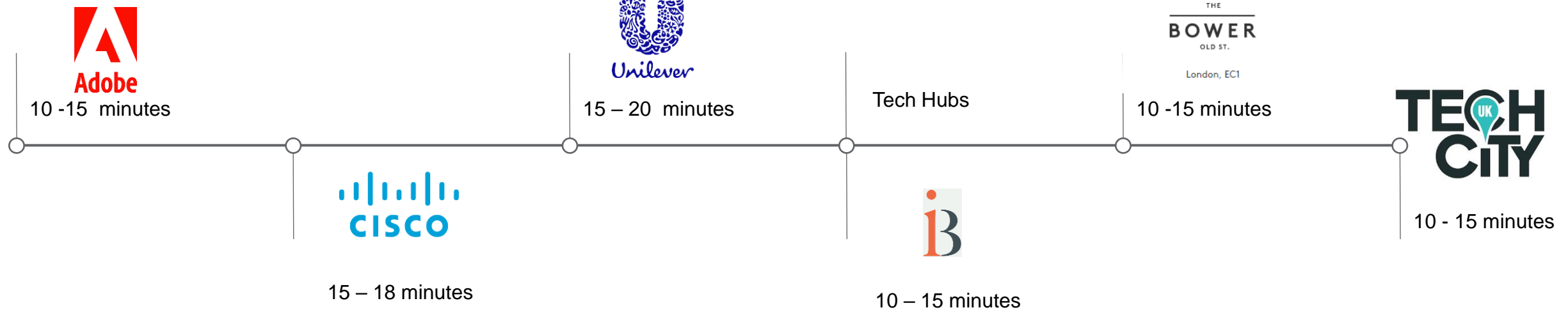
# Employment

Est. 37k tech roles

## Employment by Tube



## Employment by Tube





A scenic view of a canal in London, likely Regent's Canal. A stone bridge with a metal railing spans the water. Large, leafy weeping willow trees line both banks, their branches hanging over the water. People are walking along the paved path on the left bank, and others are sitting on the grassy bank on the right. In the background, a white building with a crenellated roofline is visible. The overall atmosphere is peaceful and picturesque.

## Chalk Farm is one of London's best-kept secrets. A small pocket of northwest London within the borough of Camden.

Abounded by picturesque Primrose Hill and lively Camden as well as rubbing shoulders with some of the most established, and highly desirable areas in London including Belsize Park with its upmarket shops and restaurants.

Chalk Farm is considered one of the most ideal and convenient places to live. It's located on the doorstep of some of the liveliest parts of London, with Camden and Kentish Town just minutes away giving all the advantages with its vibrant pubs, live music venues and restaurants all within touching distance of all the amenities they have to offer.

Located in Zone 2, both commuters and university goers can access the City, Canary Wharf and London's educational landmarks including LSE, Kings etc.

Known locally for its great charm and character, as well as home to the site of The Roundhouse, a former circular railway engine shed which was subsequently converted for arts and performance use, with likes of Elton John going on stage.



## Excellent transport links

Chalk Farm Underground Station, on the Northern Line, only 3 minutes walk from Belmont Street. There are also plenty of bus routes servicing the area, and with Kings Cross St Pancras only 7 minutes by tube, there is direct rail routes North as well as the Eurostar.

## Access to London's top universities

You are within easy reach of the Capital's top universities including UCL Central St. Martins, Kings College, LSE Imperial and Queen Mary.

## Affluent areas

Residents of Verdica will be within walking distance to Belsize Park, Primrose Hill and Regents Park. Prices in the area for a Townhouse can fetch up to £185m.

## Location, location, location

At Verdica, you are on the doorstep of the iconic cultural hotspot of Camden, famous for its markets, its picturesque canal and foods from around the world.

## Local amenities

Camden and Chalk Farm are renowned in the Capital for its great independent restaurants at Stables Market, its pubs and independent music venues.

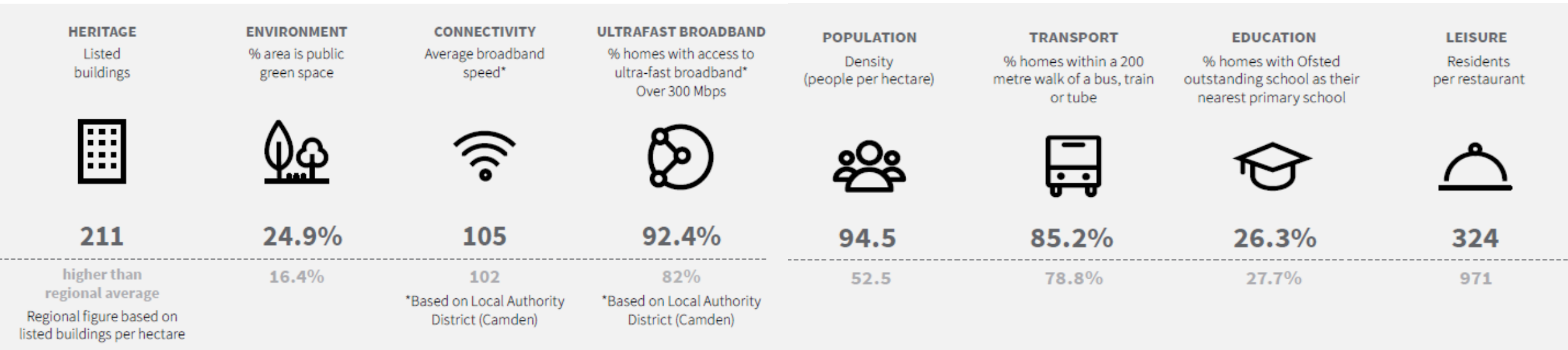
## Limited stock in the area

With stock levels for rental properties significantly down compared with last year, the shortage of good quality rental properties should prove to be beneficial to Landlords purchasing in Verdica.



# Population Profile

There were **281,760** people living in Camden by 2021. The overall population has grown by **28%** in the ten years between 2011 and 2021.





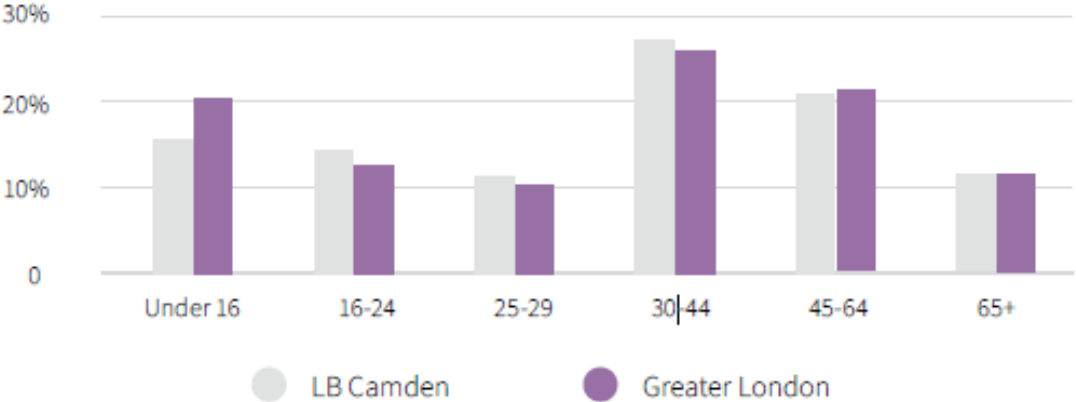
# Housing stock and tenure

There are **99,330** dwellings within LB Camden.

85% of properties are flats, with houses making up 15% of housing stock. 33.9% of households own their own homes while 32.1% live in privately rented accommodation.

New development in the last five years there have been 3,839 new homes built across LB Camden, an average of 768 per year.

Age profile



Household profile





# Stables market a short walk from the development is considered one of the most famous of ‘Cool Britannia’

Home to the beginnings of many famous musical artists, you can find the infamous Clash steps from their debut album next door to Cuban themed restaurant and bar, Gabeto.

The winding row of shops between Stables Yard and Horse Tunnel Market are filled with a broad range of independent small businesses. You'll spot one of the oldest Camden Market traders Fleming Antiques as well as community driven clothing shop, Clime-it Brothers.

The 200-year-old grade II listed horse hospital is now the home to FEST Camden, a club, art space and burlesque venue that attracts a switched-on crowd of urbanites hungry for alternative entertainment (think cutting-edge music, comedy shows and cabaret).

The Stables Market is the largest of Camden's market spaces and features a variety of food, fashion and craft stalls that spill from the network of horse tunnels into the yard.

In the late 70s The Clash used what is now Cyberdog as a rehearsal and living space during their heyday.

The mini areas that make up the entirety of the Stables are Italian Alley, Cuban Yard, The Basement, the Amphitheatre, North Yard, Saddle Row, Gibley's Row and Paddock Lane

Since 2014 a life-size bronze statue of Amy Winehouse (made by British sculptor Scott Eaton) has stood in the Stables Market.

Countless traders have grown up in the Stables Market, moving from a stall into a flagship store. One of our favorites are Collectif, their home base is right in Stables Yard.