

Camley Street Sustainability Zone

Camley Street Sustainability Zone is a community-led response to London-wide displacement of B2 industrial workspace and to the affordable housing crisis.

Camley Street Sustainability Zone CSSZ is born out of adversity unifying both existing business and residential tenants in reaction to the impending threat of Manhattan marching up the street and more specifically Camden's potentially selling the land on which this mixed community thrives. Particularly the businesses in Camley Street are successful, viable, serve London and work with London and the south-east and give secure and good jobs to over 500 people.

The initial idea was not just to protect the status quo but to add much needed social housing on top of existing businesses. This was quickly developed, enhanced and made potentially viable by the Camley Street team which includes architects, planners, lawyers, and experts in property development and finance.

CSSZ's solution is a phased decanted redevelopment providing new improved industrial premises for all the existing businesses in close cohabitation with layers of meaningfully affordable housing on top. This gives a unique but economically viable social mix with as little disruption to the existing businesses as possible.

The detail of this proposal has been enhanced on many levels with a lot of help from an exceptionally strong network of expert friends working pro-bono for the transformation of the idea into a feasible development proposal. I think it is of particular interest to note why so many senior professionals have given up their time for this project. This is a unique opportunity to do something 'good' and to create a real 'live work' community in a grittier old London sense.

One of the key features is to work in broad principles as a community land trust (a template for many actual models of shared collective community ownership and management) and essentially cut out the developer and the substantial profit margin which they normally extract. In particular the CLT model would allow the retention of all properties for affordable rent in perpetuity within the sustainability zone such that a house becomes a home and not an asset to invest in the usual monopoly game.

The CSSZ model has the potential to be repeated not just across London or even the UK but the whole world if we can prove that it can be done. A possible and viable answer to many people's problems today.

The **win win win** scenario:

Protecting and increasing existing employment by as many as an additional 500 industrial jobs.

No displacement of existing businesses.

Community led and supported.

Highest quality architecture accommodating a homogenous community, creating a piece of the city.

Homes for ordinary local people

Sustainability of the highest possible levels.

Broad economic growth and long term receipts for the community and Camden.

Pioneering and putting Camden to the forefront of sustainable urban development.

So, where are we now?

We have a robust financial model and financial backing for the full project including pre development funding.

We have an extensive team of experts from many fields already fully engaged.

Ultimately we just want to stay in Kings Cross.