

PLANNING, DESIGN, ACCESS, AND OPERATIONAL STATEMENT

This document is provided to support a planning application for Extension of temporary permission (Ref. 2022/4251/P) for a Merry Go Round within the Market Square for a further 1 year until 31st May 2024.

The approved 6 months have come to an end and has been a successful trial period.

The Merry Go Round has activated the square and increased foot traffic to the square and to the shops surrounding the square. It has provided a family activity and has been popular with locals and tourists.

The attraction is of a modest size and adds interest and movement in the courtyard.

The Merry Go Round has not received and complaints from commercial or residential neighbours.

The proposed Merry Go Round will be positioned within the Market Square of Hawley Wharf, London, NW1 8AA (the "Site").

Planning Permission is sought for:

'Extension of temporary permission (Ref. 2022/4251/P) for a Merry Go Round within the Market Square for a further 1 year until 31st May 2024.'

Site and Surroundings

The Site forms part of the Hawley Wharf Masterplan Site. It is located within the public realm of Building C2 in the Hawley Wharf Market Square.

The Site is located within Camden Town Centre and is well served by public transport services and has a Public Transport Accessibility Level of 6b given its proximity to Camden Town Underground station which is located 350 meters to the south of the site; Camden Road Overground station located 450 meters to the east of the Site.

Relevant Planning History

Planning permission (ref. 2012/4628/P) was originally granted for the mixed-use redevelopment of the site on 23 January 2013 as part of the wider Hawley Wharf Masterplan site. There have been various minor- material and non-material amendments to the scheme since this time.

The operative planning permission (ref. 2022/0972/P) was granted on 12 July 2022 for the following:

"Variation of condition 11 (opening hours) of planning permission dated 28/10/2020 ref: 2020/0362/P which itself varied application 2018/1715/P dated 03/12/2018 and 2012/4628/P dated 23/01/2012 for the Redevelopment of site to create a mixed use development comprising 8 new buildings between 3 and 9 storeys in height to provide, employment, housing, retail market, cinema, produce market, including change of use of 1 Hawley Road to educational, and associated works (summary), AMENDMENTS INCLUDE changes to Building A market retail operational hours."

On 23 August 2023 Planning Permission (ref. 2022/3134/P) was granted at the site for the following:

"Erection of a stretch tent for a temporary period of three years during the months of October to April (inclusive) plus associated works."

The stretch tent from the above permission has not been installed. The proposed merry go round has a much smaller footprint than the approved stretch tent.

On 14 November 2022 planning permission (ref. 2022/4251/P) was granted for the following:
"Installation of a Merry Go Round within the Market Square for a temporary period of 6 months until 31st May 2023."

This current application is to extend this temporary planning permission.

The reasons given in the approved application have not changed.

Proposals

This application is seeking to extend permission for a temporary attraction in the form of a Merry Go Round to be installed in the Hawley Wharf Market Square for an additional period of 1 year until 31st May 2024, providing additional activation targeted at families within the Market during the typically quieter winter months. Being situated within the Farmers Market will ensure that the traders benefit from the increased footfall.

The Merry Go Round is proposed to be 7.7m in diameter and 6m in height. To ensure the safety of riders and visitors, the Merry Go Round will have a minimum safety envelope around the circumference.

To operate the Merry Go Round, an electricity supply will be positioned outside of the safety envelope and protected within a box which only the Merry Go Round staff will have access to.

Pre-Application Discussions

Details of the proposed Merry Go Round were submitted to Camden on 30 June 2022 for pre-application advice. The proposals received in-principal support from Camden.

Officers indicated that the proposals would encourage the community use that the open spaces of the Market were approved for. The temporary nature of the proposal was also welcomed by officers.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan consists of:

- The London Plan (2021); and
- The London Borough of Camden's Development Plan which consists of the Local Plan (2017), Policies Map, Site Allocation Document (2013) and various Area Plans.

Background

The proposals seek planning permission for a temporary period to install a Merry-Go-Round. This traditional ride would provide additional activities for families visiting the market with young children. This ride started out as a game to train soldiers for jousting competitions as far back as the 1100s. This explains why most carousels have horses.

It wasn't until the 1700s that carousels started to be used as entertainment. In the late 1800s, when steam power was invented, merry-go-rounds were able to become the rides we see today.

The Merry-Go-Round is to be operated by Babylon, an established company in the leisure industry.

Capacity

The Merry-Go-Round can accommodate 24 customers per ride.

Each ride lasts 2 minutes.

1 employee will operate and supervise the ride at all times.

Staffing would account for approximately 4 persons on site at any one time. Ticket sales will be done both on site and online.

Opening hours will be: Mon-Thu 10am to 7pm, Fri-Sun 10am to 8pm.

Music

The Merry-Go-Round will not play any music.

Transport and servicing

Customers visiting the premises will utilise public transport, with no parking provided for customers or staff. Lifts exist in the building both for the benefit of customers and for moving goods. The arrangements for access include provision to achieve compliance with the Disability Discrimination Act 1995.

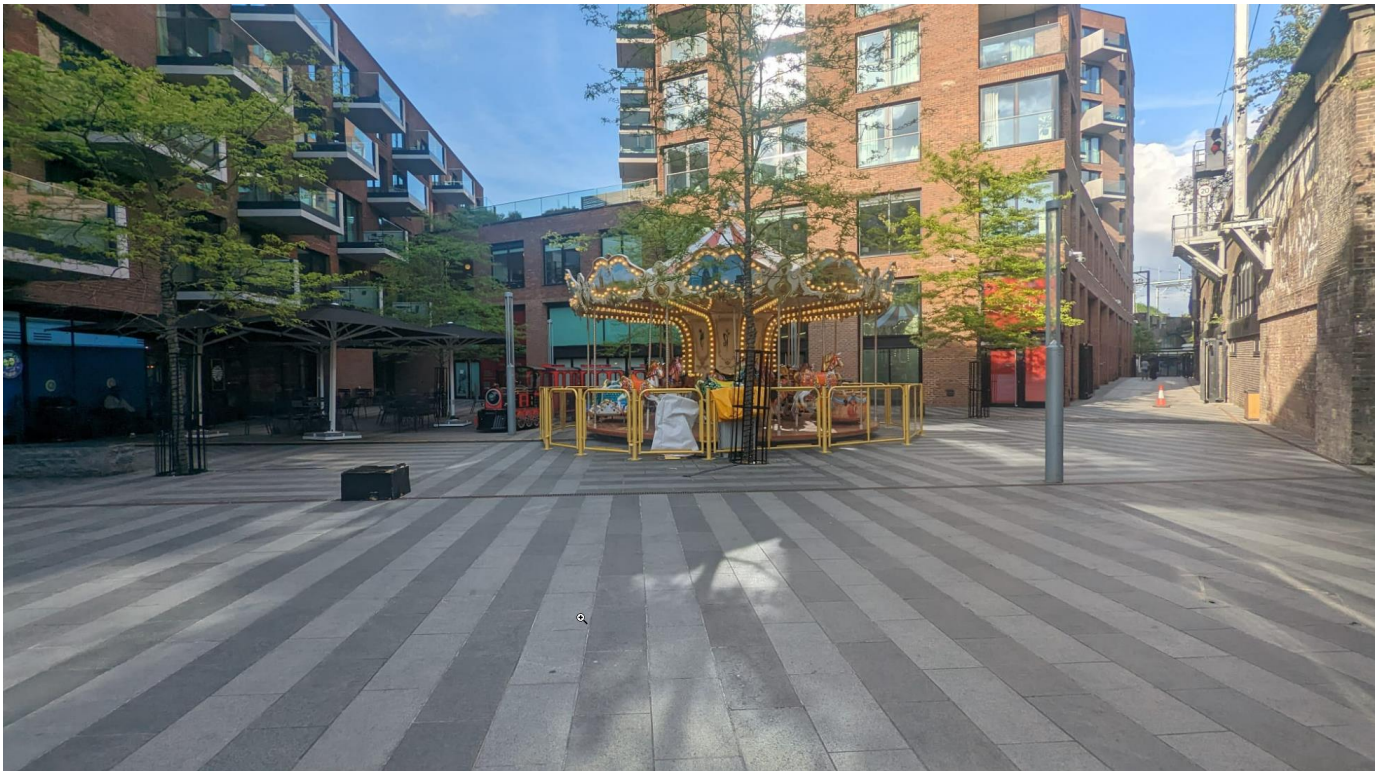
Given the model of operation is the provision of a leisure attraction, it is anticipated that little will be required in terms of servicing. Existing service and delivery arrangements for the market will be utilised. Visitors will be able to utilise the cycle parking within the Hawley Wharf masterplan site.

Access

The main entrance/exit will be from the Water Lane side under the skewed arch. There are 3 additional ways for entry and egress from and towards Castlehaven Road.

The accessibility of the site would allow for customers of all ages and backgrounds. The employees operating the Merry-Go-Round will make sure that the ride is fully accessible to children with disabilities.

Site photos April 2023:



Site location

