



HAWLEY WHARF

DESIGN AND ACCESS STATEMENT
BUILDING A1 CHANGE OF USE



INTRODUCTION

Camden Market has a Vision: to create a unique destination for fashion, music and food culture where people can live, work, stay, shop and play – a carefully curated family of four distinct and characterful markets where you move effortlessly between daytime and night-time experiences.

The evolving Vision is part of our strategy for delivering a long-term sustainable future of Camden Market. We are developing our asset strategy which will ensure the company is taking a pragmatic approach to adapting the estate to meet future demands and in supporting the local economy.

As the largest landowner with over 16 acres of Camden real estate, Camden Market plays its role curating and catalysing growth in Camden Town to create a more diverse town centre that captures its commercial potential now and in the future. We see the market playing a more active role in the wider ecosystem of Camden cultural venues, creative institutions, suppliers and infrastructure.

The market must be flexible and adaptable so that it can build long-term resilience, harness change and accommodate innovations we haven't thought of yet. That is ever more important in a world where retail and hospitality markets are changing more quickly and in ways that are increasingly unpredictable.

Camden Market needs to host new experiences, events and family entertainment - broadening its appeal to London and local audiences and responding to retail trends. Our annual events programme will be a showcase for Camden talent and London's many communities, contribute to family entertainment during the day, and build a more mature evening and night-time economy.

Hawley Wharf, subject of this planning application (in respect of the masterplan planning permission ref: 2022/0972/P, dated 12 July 2022), has been reinvented after the canal market was devastated by fire. It opened in 2021, bringing with it a new era for Camden. It is designed to grow Camden's status as a shopping, dining, and leisure destination, whilst respecting its much-loved heritage.

The character of this new place is still emerging, but we expect Hawley Wharf will mature as a destination over the next five years, carving out its own distinct character and purpose within our family of markets. With the addition of new, high-profile restaurants and eateries we are working towards achieving a critical mass of grown-up food, drink and fine dining. These will elevate not just Hawley Wharf, but Camden Market as a whole as the number one spot for food culture in London, benefiting our top chefs and street food traders alike.

We are also in the process of adding more office space in the rooftops of Building A1 and A2 (please refer to application ref: 2022/5588/P resolved to approve subject to s106 agreement at Planning Committee 04/05/2023), bringing creative industry workers into the market economy. Hawley Wharf is beginning to become a focus for cultivating young entrepreneurs from Camden: providing space, mentoring, networking, and opportunities to develop their skills and experience.

We have opened one leisure destination, adding to our existing stable of unique experience, and this application seeks to relocate use classes within the market to open a second one. These entertainment experiences, along with our food and retail offer, will draw in new and higher spending audiences for the benefit of all our traders, big and small.

PROPOSAL

The proposals form part of the wider Vision strategy to secure the long-term future of Camden Market.

They seek permission for the change of use of basement (B1c light industrial use) and part lower ground floor (market retail and hot food takeaway use) of Building A1 to Sui Generis/Entertainment,

A separate application will be submitted for the reinstatement of the B1c use in arches E4 and E5 (cycle parking), and the installation of 150 cycle parking spaces dispersed around the market.

The proposed use change seek to facilitate the occupation and activation of these spaces and to drive footfall to the markets, creating the opportunity for incidental spending in the existing market, supporting the function and vitality of the wider market ecosystem and Camden Town, in line with Local Plan objectives and LabTech's Vision for the market.

The basement of Building A1 is currently operating as exhibition space under a temporary planning permission and the arches are currently vacant. As a result, the proposals would not lead to any displacement of existing occupiers or businesses. These units have never been successfully leased under their long-term use class. Please refer to the enclosed marketing exercise for further details on this.

The proposed use of the Building A1 basement and part of lower ground floor will provide a vibrant new leisure attraction within Hawley Wharf, benefiting the masterplan site and the surrounding area by delivering a use which will attract families, local residents, and visitors alike. A new bowling experience is proposed in this area.

Reinstating the light industrial use within arches E4 and E5 will compensate the loss of B1c currently located in A1 Basement and will also be a return to the original intent of the masterplan, as originally approved under planning permission (ref: 2012/4628/P), which located B1c in the arches.

PLANNING HISTORY

Hawley Wharf, Camden Market, was built following planning permission 2012/4628/P, dated 23 January 2013 (as amended) 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, together with associated engineering works to create basements, plant and ancillary works, highways, public realm improvements, car and cycle parking and landscaping, tree removals, and associated works, following the demolition of all buildings across the site including single storey shopfront extensions at 1-6 Chalk Farm Road (excluding 1 Hawley Road and remaining structures at 1-6 Chalk Farm Road).

Planning permission 2020/0362/P introduced various physical and land use amendments to the permitted scheme, to relocate cinema (Class D2) to the northern arches, provision of new family entertainment (sui generis) use in the basement of Building C, including new mezzanine floor, relocation of light industrial (Class B1c) to the basement of Building A1, loss of existing market retail (Class A1), reconfiguration of Buildings A1 and A2 roof terrace seating, variation of condition 10 (cinema plan) and conversion of four market residential units to intermediate residential units and associated works.

Planning permission ref: 2022/0972/P, dated 12 July 2022, which approved an extension to the Market Hall hours, is the operative planning permission for the site.

A Strategic Review Panel was held on 17 October 2022 to review the principles of the Camden Market Vision as described at the beginning of this document. The proposals in this planning application are aligned with that Vision. A positive pre-application specific to these proposals was held on 15 June 2023.

LAND USE

The original permission for the redevelopment of the Hawley Wharf Masterplan site (2012/4628/P) proposed the erection of two new market buildings fronting the canal (Buildings A1 and A2) to contain a mix of hot food takeaway (Class A5), café (Class A3) and market retail (Class A1) at canal and Chalk Farm Road levels, market retail (Class A1) at level 3, a light industrial workshop at level 4 and two restaurants with large public terrace at level 5.

In 2020, amendments were approved to the original permission (2020/0362/P) for various changes including the relocation of a number of the approved land uses to alternative locations across the site. The changes included the following are of relevance to the current application:

- The relocation of the approved cinema from the basement of building C to the northern arches. The area that the cinema would have occupied in the basement was approved to be a new family entertainment use (Sui Generis) which is currently occupied by 'Babylon Park'.
- The relocation of the cinema to the northern arches displaced the approved light industrial floorspace from the arches, which was re-provided in the basement of Building A1 (the application site). The original approval included 887sqm of light industrial space within the arches, which was increased to 1,019sqm within Building A1 (an increase of 132.8sqm).
- The relocation of the light industrial space also resulted in the loss of 981sqm of market retail from Building A1. Given the original application included an uplift in market retail of 4430sqm GEA (from 2,716sqm to 7,146sqm), the loss was considered acceptable as the site would still deliver a significant uplift overall.

The B1c land use across the masterplan will not be reduced as a result of this application as the reinstatement of light industrial use within arches E4 and E5 will compensate the loss of B1c currently located in A1 Basement. A parallel NMA is being submitted to deal with the use of the arches.

Land Use Details in this application:

Use Class/Use Description		Floorspace (GIA sqm)
Existing	Consented Light industrial (Use Class B1c) (vacant/F1 temporary)	1,030
	Consented Market retail (Use Class A1) (vacant/F1 temporary)	660
	Consented Hot food takeaway (Use Class A5) (vacant/F1 temporary)	14
	Total	1,704
Proposed	Proposed entertainment (Use Class Sui Generis)	1,704

Table 1: Change of use B1c/A1/A5 to Sui Generis/Entertainment.

Land Use B1c location and areas since Masterplan:

B1c Location		Floorspace (GIA sqm)
2012/4628/P	Arches N6 to N14 , N5 excl. bike store, E2, E3	1,880
2020/0362/P	N6, E2, E3, A1 Basement	2,012
Existing and Proposed	Arches E2 to E5, N6, D1, D2, D3	2,051

Table 2: B1c location and areas by planning consent.

Land Use B1c current and proposed location:

LOCATION	USE	GIA sqm	TENANT
Arch E2	B1c Light Industrial	251	To Home From London
Arch E3	B1c Light Industrial	227	Philippe Conticini Bakery/no sales only production
Arch E4	B1c Light Industrial (current Bike store)	197	Flower shop
Arch E5	B1c Light Industrial (current Bike store)	70	Non-alcoholic brewery
Arch N6	B1c Light Industrial	190	Hawley Wharf Brewery Limited
D1, D2, D3 (Ground & Mezz)	B1c Light Industrial (Office/production)	1,115	Gail's Bakery -*40sqm metres sales area deducted
TOTAL		2,051	

Table 3: B1c locations and tenants 2023.

TRANSPORT

The site has a Public Transport Accessibility Level (PTAL) of 6a (excellent). The nearest stations are Camden Town and Chalk Farm Underground and Camden Road and Kentish Town West Overground which are all a short walk away. There are also numerous bus services from Kentish Town Road, Hawley Road and Chalk Farm Road.

Hawley Wharf is accessible by active modes (walking, wheeling, and cycling) and is a car free development. Pedestrians can access the development from six main access points: two entrances along Regents Canal Towpath; and four entrances to the development can be found along Water Lane.

Access will remain unchanged.



Figure 1. Hawley Wharf access layout by ARUP Dec. 2022

CONCLUSION

The site is located in a mixed-use area, surrounded by commercial, retail, office, residential, market uses and drinking establishments and is within the Camden Town, Town Centre.

The A1 Basement has never been successfully leased under its B1c long-term use class; a change of use is urgently required, or this area may remain vacant indefinitely. The location of entertainment use at basement and lower ground level would help to limit any of the impacts to neighbouring amenity associated with such a use.

B1c use class will be restored into two of the originally intended arches.

There are no external alterations proposed, and as such, the proposals would not impact the appearance of the building or the arches, nor the significance of the Regents Canal Conservation Area.

In general, it is our belief that the approval of this application will be a further step in securing our strategy to deliver a long-term sustainable future of Camden Market.

GIA 1,880sqm



APPENDIX 2

2020/0362/P B1c Use

GIA 2,012 sqm



1 Ground Level
1:1250



2 Basement Level
1:1250



North

1:1250 0 10 50 100 125 m

KEY

- General Industrial (B2)
- Light Industrial (B1c)

LABTECH

C	RL	Revised Issue	09/06/20
B	RL	Revised Issue	28/05/20
A	RL	New Issue	18/05/20
REV	BY	DESCRIPTION	DATE

PROJECT			
Camden Lock Village			
TITLE			
Masterplan - Industrial			
DATE:	SCALE:	SHEET:	DRAWN BY:
18/05/20	1:1250	A3	RL
PROJECT REF:	DRAWING NUMBER:	REVISION:	
CLV	S106 Plan 11	C	

APPENDIX 3

CURRENT AND PROPOSED B1c Use

GIA 2,051 sqm

