

Existing amenity

Local facilities and services

Retail and catering

The site lies predominantly in Camden's town centre, at the heart of the market district. It neighbours are:

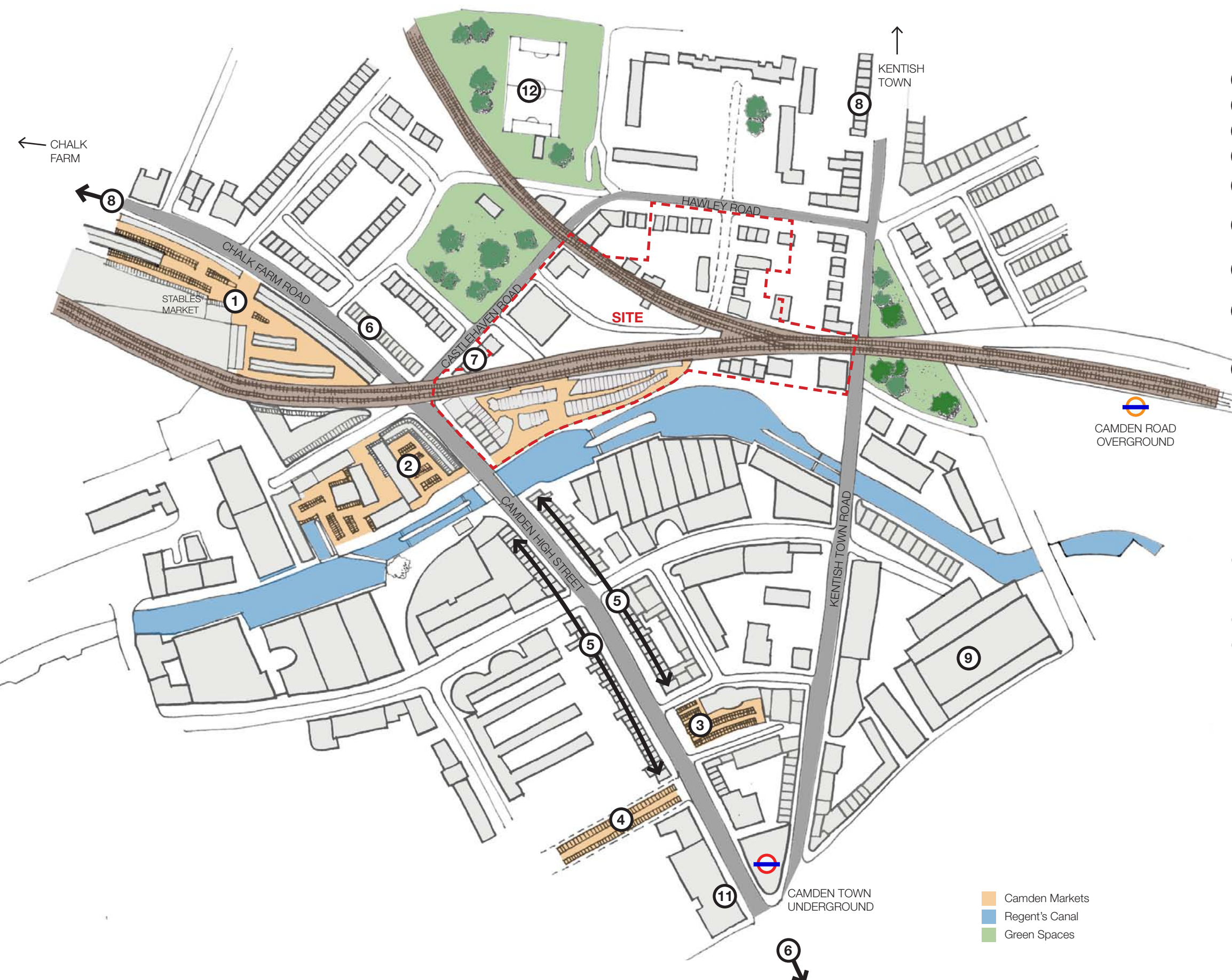
- 1 Stables Market
- 2 Camden Lock Market
- 3 Camden Market
- 4 Inverness Street Market
- 5 Camden High Street is filled with unique retail that gives a very distinctive character to the area.
- 6 There are some traditional high street shops near Camden Town underground station.
- 7 There is a wide choice of public houses around the site, such as the Hawley Arms.
- 8 There are numerous convenience stores near the site, especially on Chalk Farm Road, Camden High Street and Kentish Town Road.
- 9 There is a large Sainsbury's supermarket close to the site on Camden Road.

There is a large variety of catering choices around the site, ranging from market food stalls to restaurants of all budgets.

Leisure and culture

There is a vibrant and established music scene in Camden due to its many famous music venues, recording studios, theatres and clubs.

- 10 The Roundhouse has become a major cultural attraction and offers an exciting programme of theatre, music and art events.
- 11 There is a gym complex within a five minute walk of the site.
- 12 Open spaces nearby includes a Multi-use Games Area in Castlehaven Community Park





View from Primrose Hill



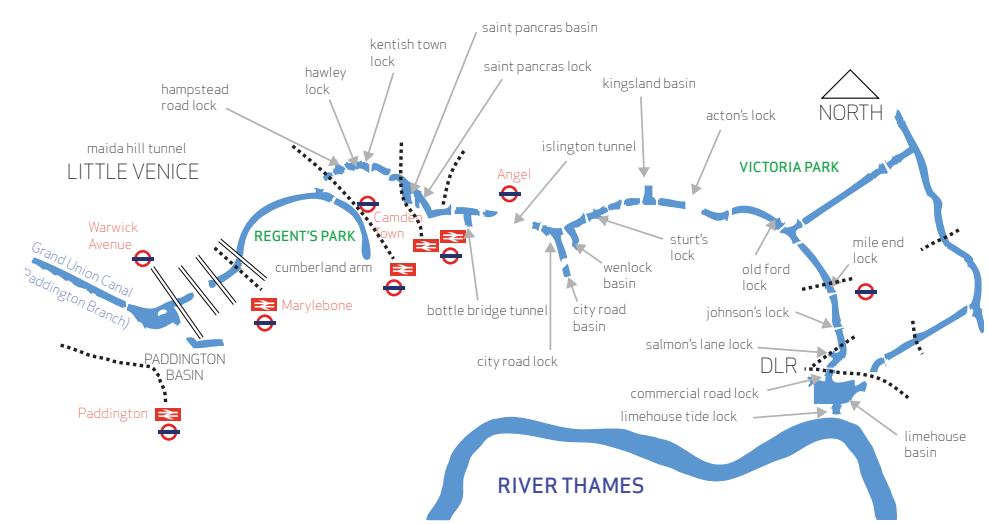
Image of Multi Use Games Area in Castlehaven community park



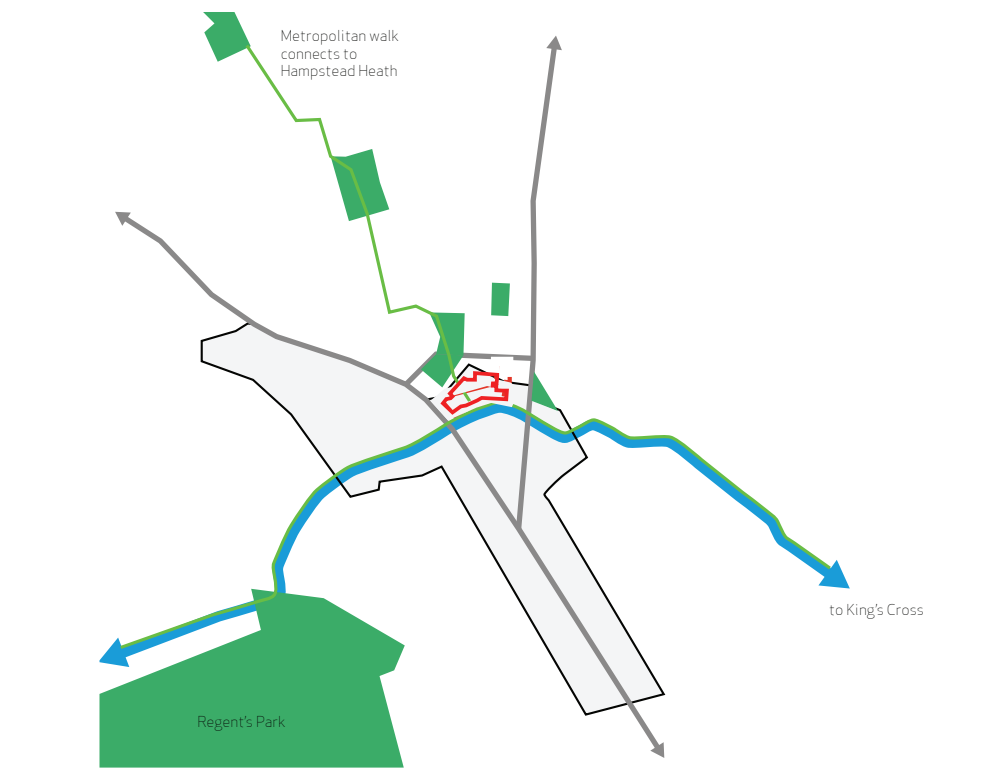
Regent's Canal - Hampstead Road Lock



Castlehaven Gardens



Regent's Canal, geography and connections



Metropolitan walks and green chain linking into the site



Existing amenity

Open space + public realm

'With the exception of the canal towpath, the area does not contain any meaningful public open space'.

Hawley Wharf Area Planning Framework,
London Borough of Camden

The site is close to many parks and open spaces such as Primrose Hill and Regent's Park. In the area immediately surrounding the site there are a number of green spaces, however there are no clear or direct routes to these spaces from the site.

The towpath is narrow in places and at times struggles to accommodate the large number of people that use it, especially on days when the markets operate.

The site suffers from poor connections to adjoining areas, the canal and areas to the north.



Castlehaven Gardens



Railway Viaduct



Chalk Farm Road



Kentish Town Road



Wildlife on the Regent's Canal

Environmental considerations

The following environmental aspects informed the design approach:

Sun

The site enjoys sunlight unobstructed from neighbouring buildings or structures, with the exception of the viaducts within the site itself (average height 4m tall).

Wind

There are no high rise buildings immediately next to the site to channel the wind in a specific direction.

The prevailing wind direction in London is towards the north-east.

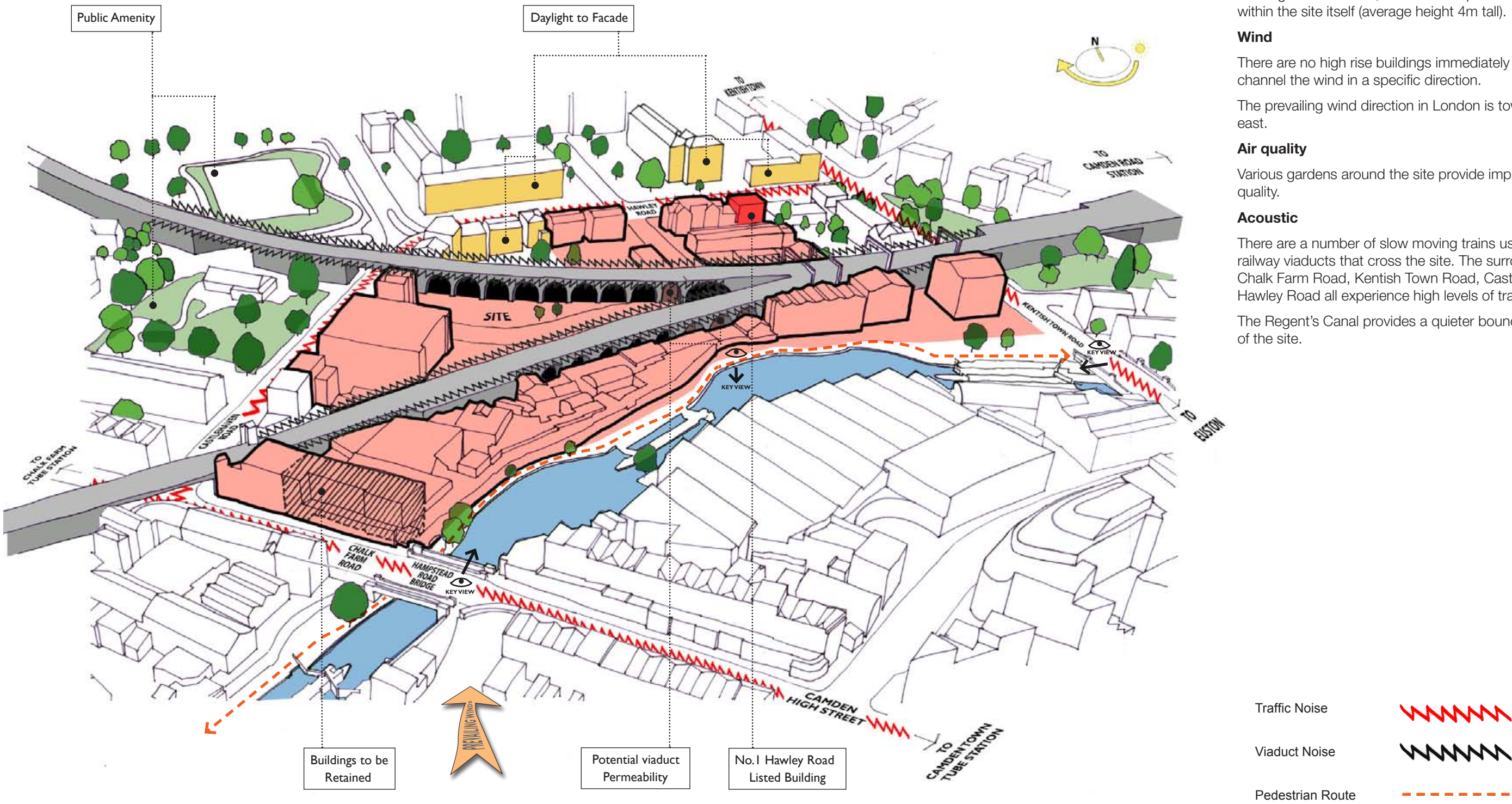
Air quality

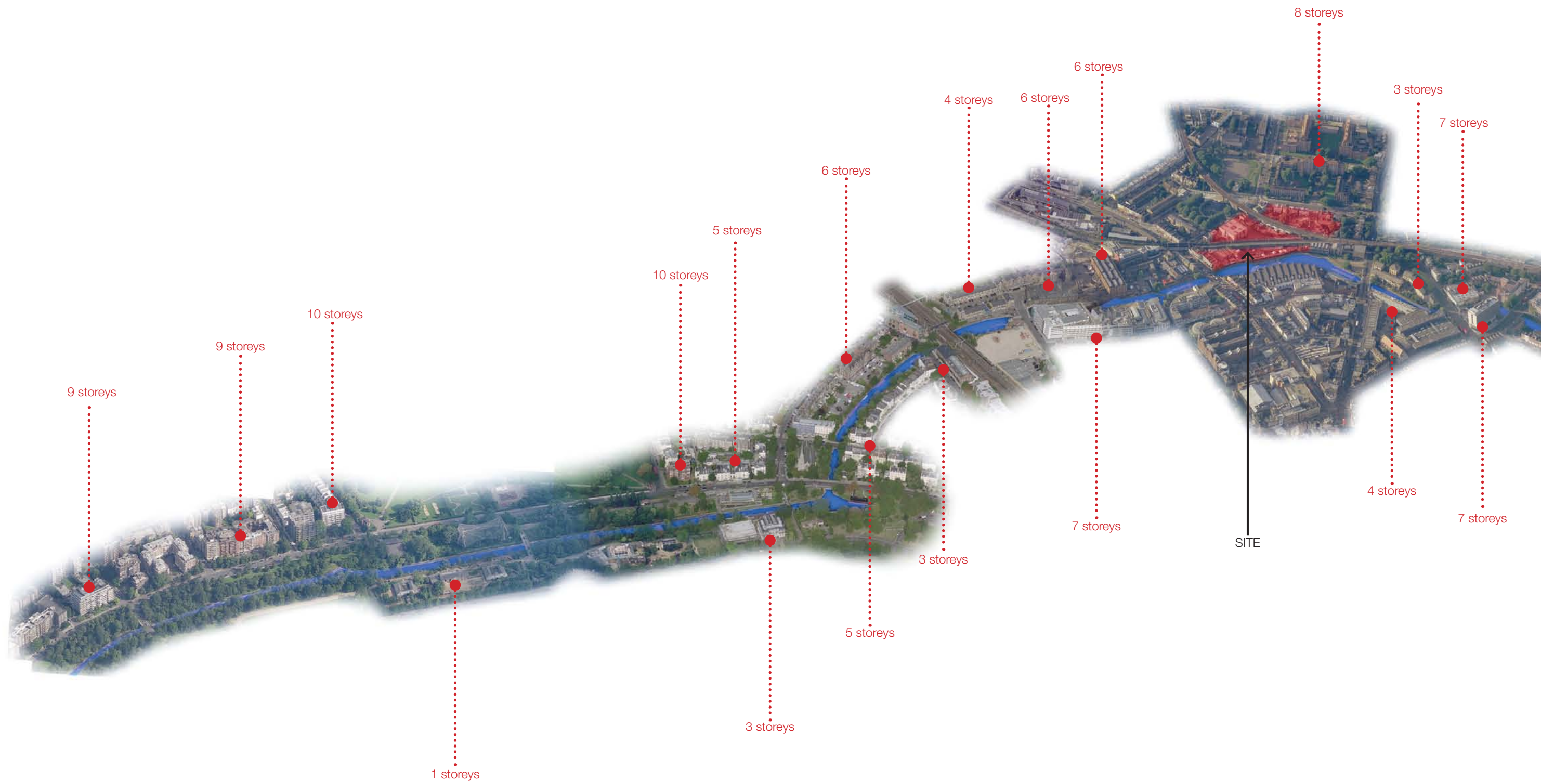
Various gardens around the site provide improved local air quality.

Acoustic

There are a number of slow moving trains using the existing railway viaducts that cross the site. The surrounding roads of Chalk Farm Road, Kentish Town Road, Castlehaven Road and Hawley Road all experience high levels of traffic.

The Regent's Canal provides a quieter boundary to the south of the site.

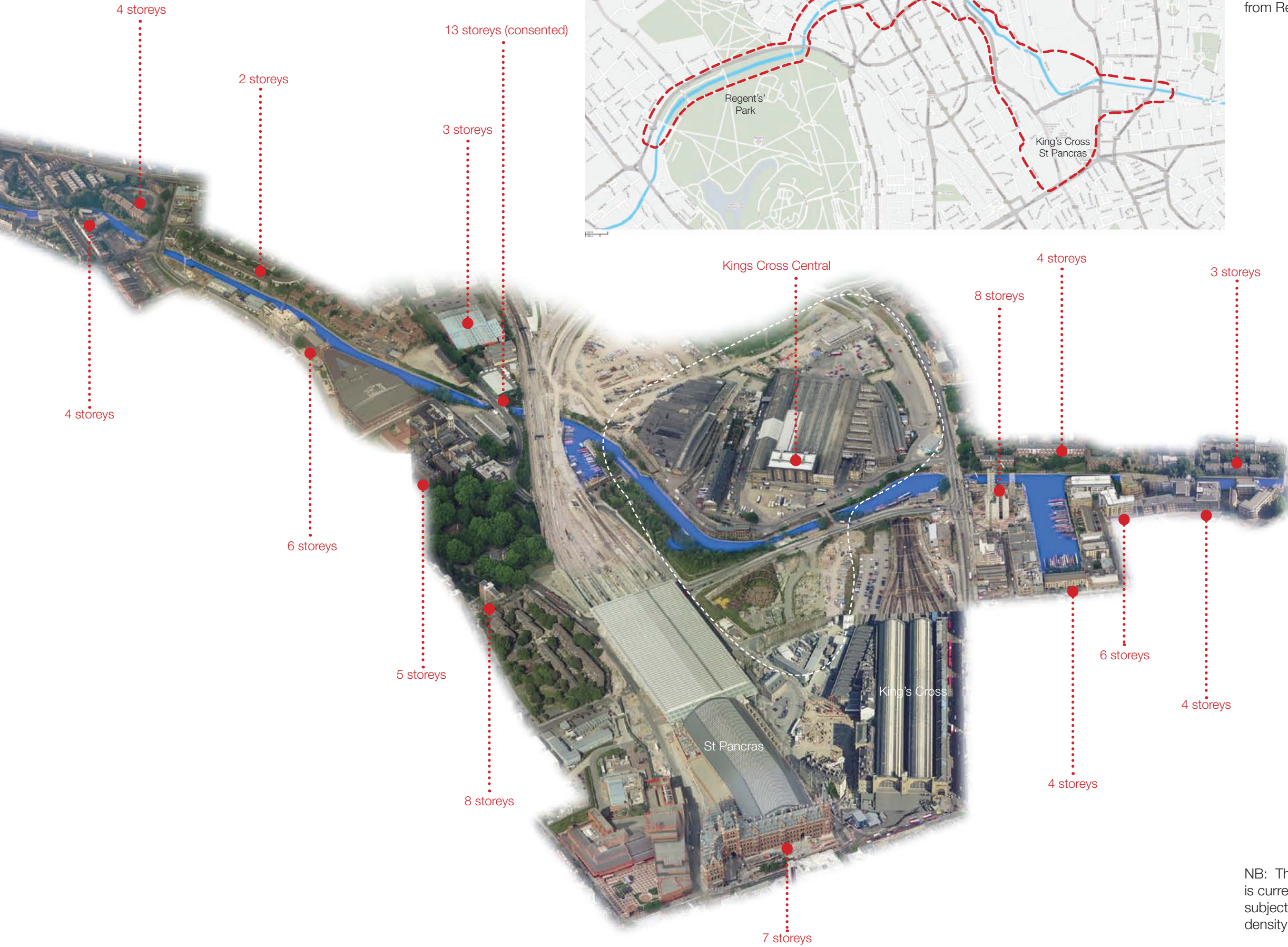




Existing context

Building heights

Illustrating a range of building heights near the Regent's Canal from Regent's Park to King's Cross and beyond.



NB: The area immediately to the north of King's Cross station is currently undergoing large-scale redevelopment, and is subject to numerous planning applications, including high density schemes.



Traditional high street



Traditional high street with billboard architecture



Market uses



Contemporary commercial development



Renovated and converted 19th century warehouse buildings



Light industrial workshops



Post-war residential developments



19th century residential properties



Existing context

Building Character and Scale

The building stock in the local context is wide-ranging in both scale and character, from large brick warehouses dating back to the late 19th century on the canal, to modern individual houses.

Traditional Victorian terraces have been adapted for retail use at ground level, with many using the facade of the whole building as a billboard, a feature which is particularly distinctive along Camden High Street and which contributes to the individual and idiosyncratic nature of the area.

The accommodation being used by the markets ranges in quality and permanence, from temporary lightweight stalls, to converted warehouse buildings, inhabited viaduct arches and purpose-built buildings.

The existing buildings on the site are in poor condition and dilapidated, particularly the properties along Chalk Farm Road which were affected by the fire in 2008.

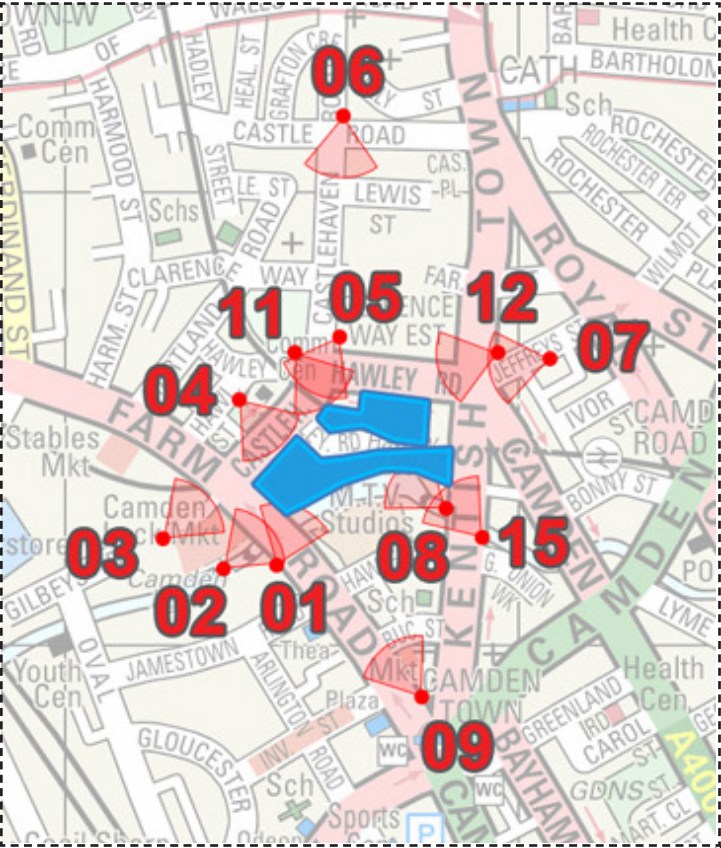
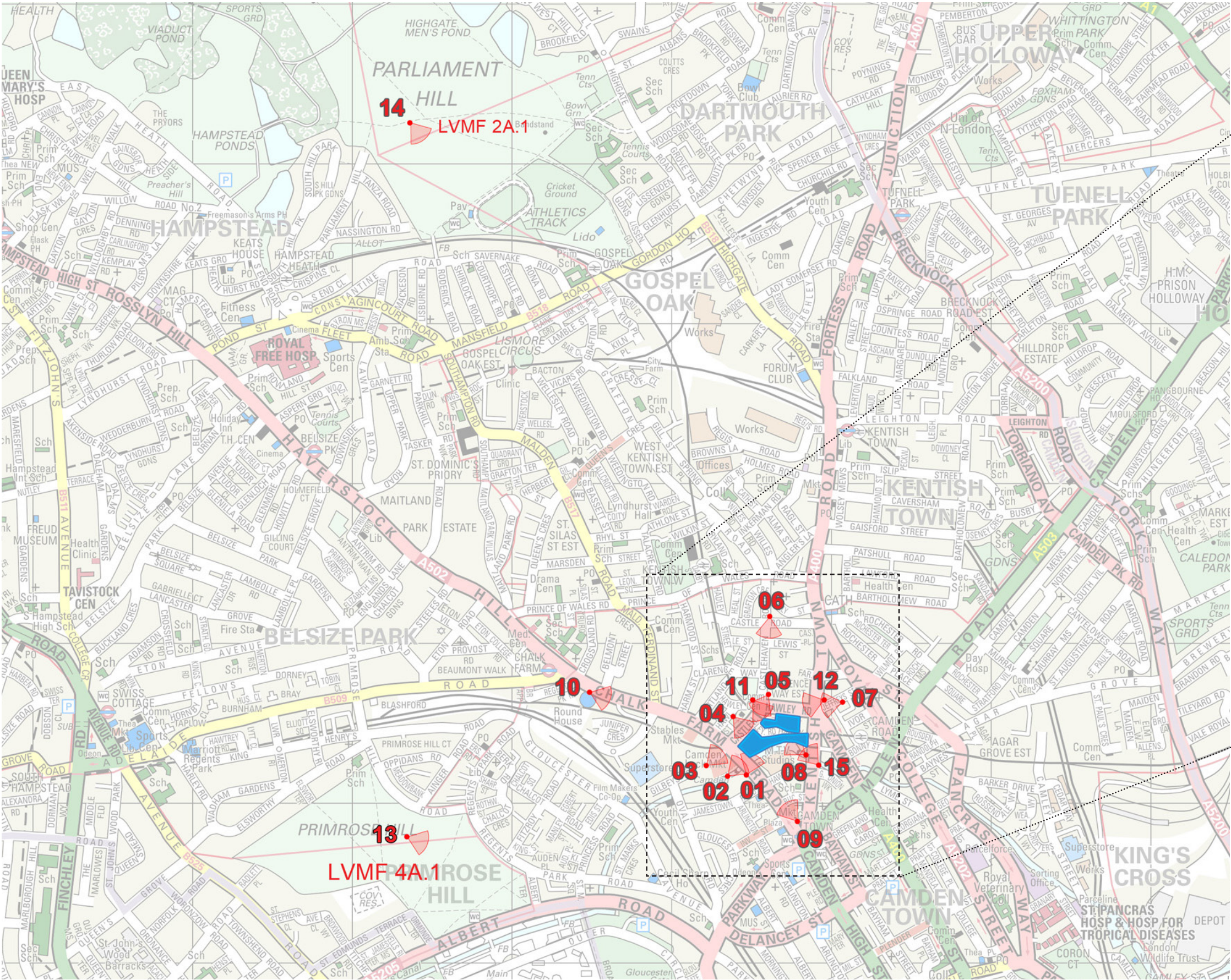


- Traditional high street - Largely 19th century terraced house conversions
- Traditional high street with billboard architecture
- Market stalls
- Contemporary commercial developments
- 19th century warehouse buildings
- Railway viaduct and associated arches
- Post war residential developments
- 19th century residential properties

Project development

Agreed key views

A series of key view points were proposed, discussed and agreed with London Borough of Camden. These were used to inform the massing proposals and throughout the design process to inform the design proposals.



Location of key views, as agreed between Make and LBC

Section 3

Involvement

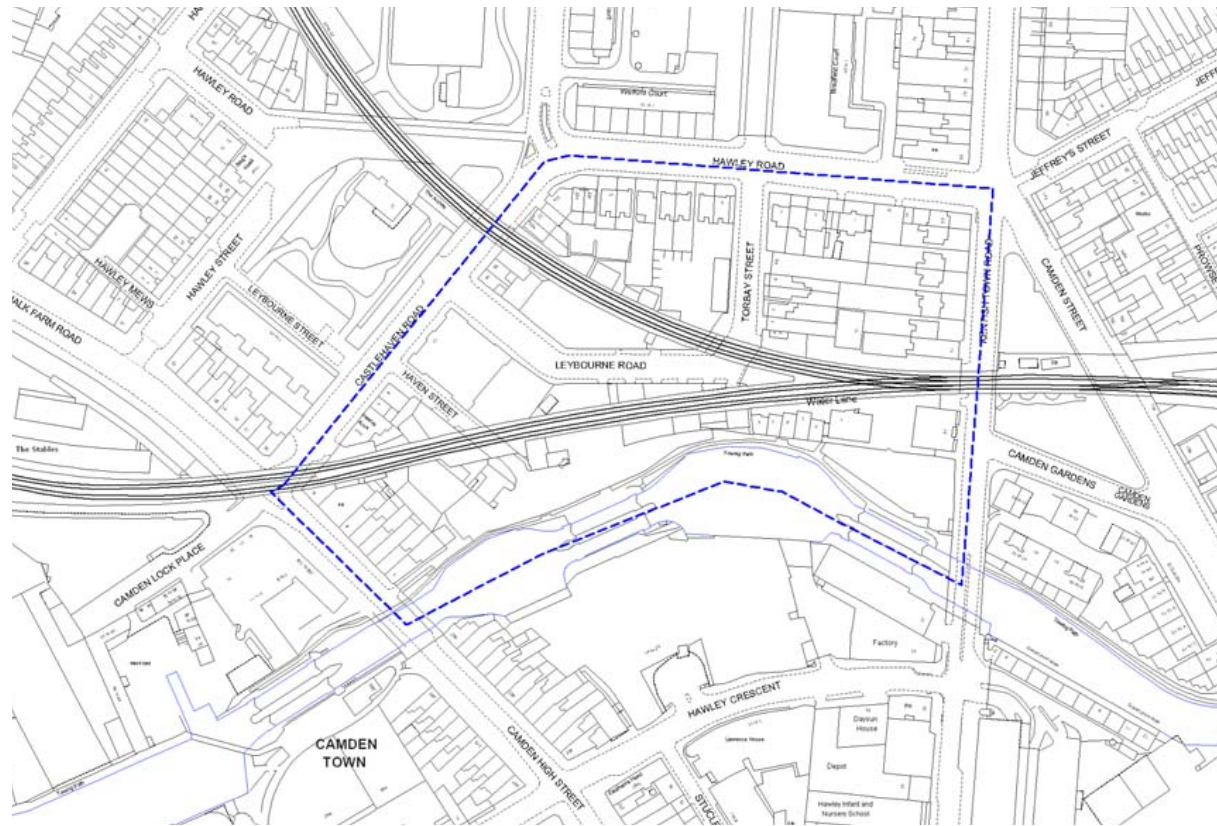
Design principles

Hawley Wharf Area Planning Framework

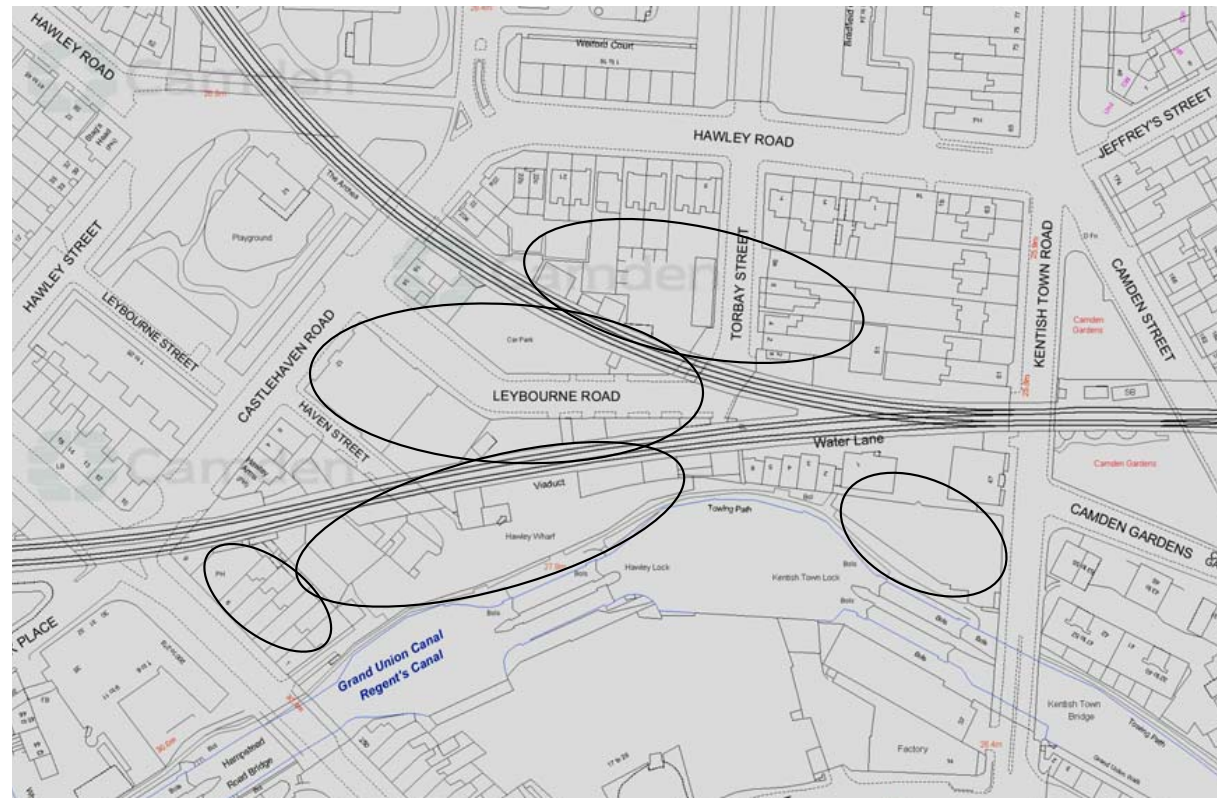
A site specific Area Planning Framework was prepared by the London Borough of Camden and was subject to extensive public consultation. The brief was formally adopted in February 2009 and the aspirations of the brief comprise:

- *Making the best use of development opportunities to significantly enhance the attractiveness and contribution of the area to Camden Town as a whole*
- *Building on town centre strengths and unique qualities*
- *Fostering a mix of appropriate town centre uses including retail, market retail, leisure uses, new homes (and affordable housing), access to work and training opportunities and creating new business space*
- *High quality design which understands, values and responds positively to local character, heritage and the canal*
- *Ensuring new development meets the highest attainable standards of sustainable design and construction*
- *Integrating activities and neighbourhoods and ensuring that new development delivers benefits to the local community by providing improves amenities that are accessible to local residents as well as visitors and tourists*
- *Creating safe attractive streets, public spaces and new public realm*
- *Making walking and cycling more attractive as part of a sustainable transport and movement pattern*
- *Ensuring that local residents and community groups can continue to be involved in shaping development in the area*
- *Ensuring new development is designed to be accessible and inclusive and that housing includes provision for wheelchair users and is built to Lifetime Homes standards*

Taken from “Hawley Wharf Area Planning Framework”, London Borough of Camden, February 2009.



Extents of Hawley Wharf Development Area - taken from the Hawley Wharf Area Planning Framework by LBC



Development opportunity areas - taken from the Hawley Wharf Area Planning Framework by LBC - including land identified in the adopted Unitary Development Plan (UDP) for development alongside the canal (shaded yellow)

Consultation

Over the past 4 years, the project team has extensively engaged with Camden Council and a number of third party groups, namely:

- The Greater London Authority
- English Heritage
- The Design Council (formerly CABE)
- Transport for London
- Metropolitan Police

This consultation process helped to shape the masterplan in the following ways:

1. To develop proposals for a comprehensive masterplan (Areas A - D).
2. Provision of a range of open spaces.
3. Reduction of the footprint of the buildings.
4. Separating the market retail from local and residential areas.
5. Reduction in height from 11 storeys to 9 storeys.
6. Amending the gradients across the site to encourage disabled users.
7. Retaining 1-6 Chalk Farm Road (and re-building 7-8 chalk Farm Road).
8. Proposing a new school on the site.

Since the refusal of the application in May 2012, a re-designed scheme has been developed in consultation with all the above parties. In particular, a series of fortnightly meetings with Camden Council and local residents groups, including Hawley Wharf Working Group, have informed the ways in which the proposals have addressed the reasons for refusal of the previous application:

1. The height, form, bulk and massing of the buildings at the centre of the site have been fundamentally re-thought to mitigate the impact on the setting of the Regent’s Canal Conservation Area.
2. The size and nature of the spaces and routes have been reconfigured and increased, to improve the amenity of future and existing residents in the area.
3. The market building in Area A has been redesigned from first principles to respect the character and appearance of the Regent’s Canal Conservation Area.
4. The ground floor of Area C has been re-considered to introduce more active local uses around the Local Space

Please refer to the accompanying report from London Communications Agency for a detailed Statement of Community Involvement, which also forms part of this application.



Section 4

Design Evolution

Project development

Introduction

Make Architects were appointed in 2006 by Stanley Sidings Ltd. Initially their brief was to carry out designs for Area A, adjacent to the canal

The scope of the brief was extended to cover the current masterplan site in 2009, further to discussions with London Borough of Camden

A Planning application was submitted in September 2011, but the Development Committee decided to refuse the application in March 2012.

AHMM were appointed in March 2012 to redesign the masterplan in order to address the reasons for refusal and submit a new application

The following is a summary of the evolving design, from the beginning of Make's involvement in 2006, to the current proposals:



Illustrative views of a single ramped steel and glass building, 2006

2006

- Illustrations show a single ramped steel and glass building
- Concerns were raised regarding the height and bulk of the proposal and its impact on the tow path, as well as the single building approach, which limits permeability through the site



Illustrative views of a single ramped steel and glass building, 2007

Project development

Make Architects scheme: Canal area A



Illustrative views introducing concept of arched building relating to railway viaducts, 2007

2007

- The idea of structural brick arches relating to the existing rail viaducts, with residential above, was presented to LBC
- Ideas for the eastern space, subsequently called 'The Arch Space', to become a public space with opportunities for a seasonal market or farmers' market were also presented
- LBC welcomed the proposals for open public spaces and found the arch structure ideas very interesting
- Concerns were again raised over height and bulk with regard to the canal



Illustrative views arched building with residential above, 2008



2008

- Presentation to LBC of a structural arch four-storey base with four-storey residential units above
- Concerns were raised over the overall height and bulk, as well as the lack of open space

Project development

Make Architects scheme:

Masterplan

Following discussions focussing solely on Area A, there was encouragement from LBC in 2009 to develop a comprehensive masterplan for the entire site that:

- Recognises and respects this part of Camden as well as its unique location. In particular its location within and on the edge of Camden Town Centre, as well as its proximity to the Canal and the Conservation Area.
- Introduces a mixed use development; retail (including a replacement 'market' facility and 'local'), employment (including offices, workshops and light general industrial uses), residential (private and affordable housing) as well as a cinema and public and private amenity spaces.
- Celebrates a unique part of Camden Town.

The starting point was a desire for a comprehensive masterplan that:

- Connects with existing routes and introduces new routes.
- Reinforces and strengthens existing under-utilised routes, in particular the east-west connections.
- Is fundamentally designed around public routes and spaces.

Existing condition

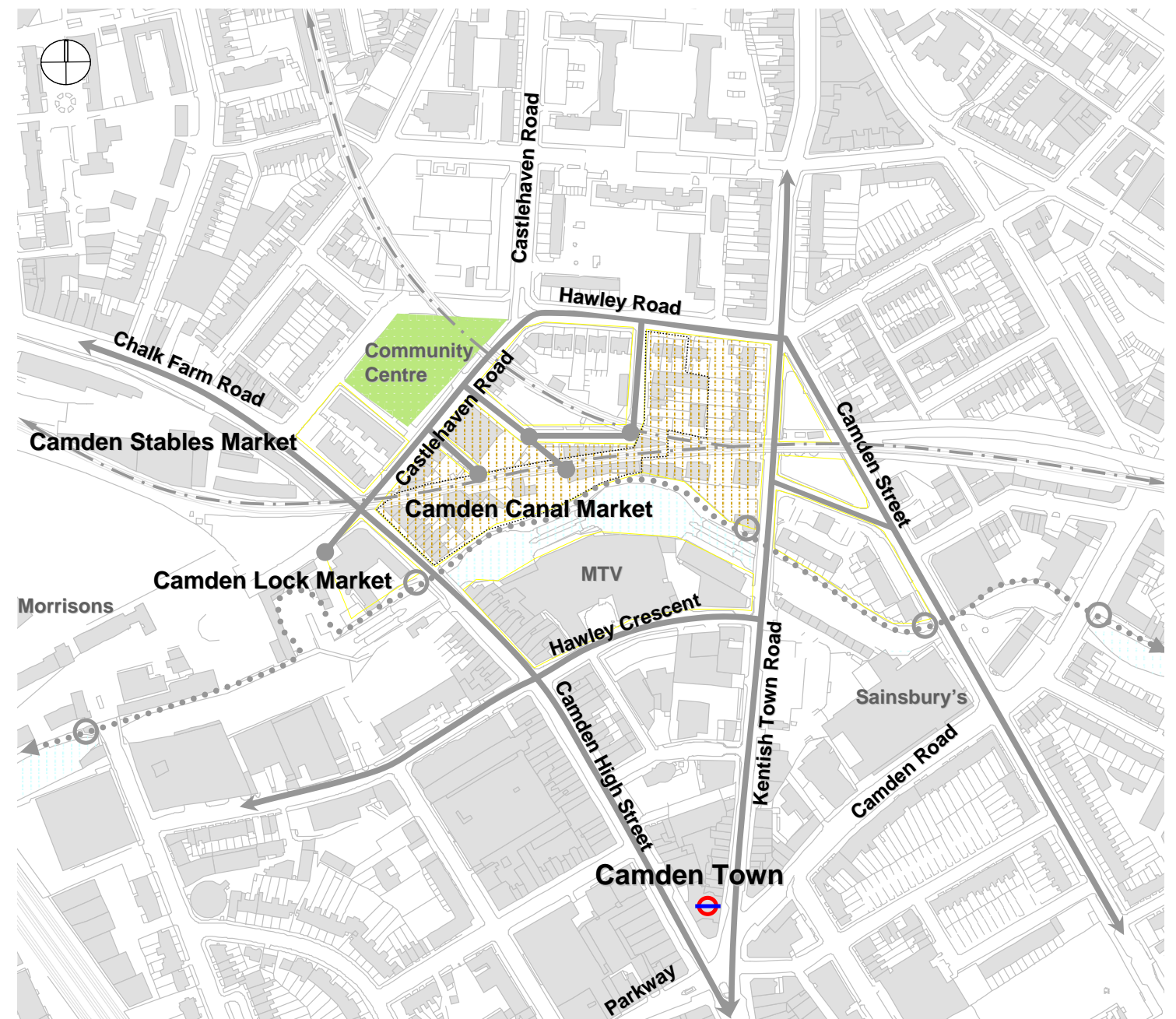
The existing layout provides very few strong pedestrian connections through the site and towards the canal. In particular the east-west connections are very poor. There are high levels of pedestrian movement along Camden High Street compared with the under-used potential of Kentish Town Road. It was considered that there was a real opportunity to improve access and permeability to the site and its immediate surroundings.

There is huge potential to develop a series of routes within the site which reconnect the surrounding street network and improve permeability. This will also have a very positive impact on the public realm next to the canal.

A series of studies by Space Syntax and Arup Traffic Engineers was used to understand the different route configurations and their consequences, to help determine the masterplan proposal.

These studies demonstrated the need for a stronger east-west route and a simple north-south connection. An understanding of movements and spaces was fundamental in developing the masterplan and testing the designs as they evolved.

In order to deliver a successful masterplan it was considered vital to mesh with the existing network of routes and spaces, as well as solving deficiencies.



Existing condition, with the site acting as a block to movement and very little public space