

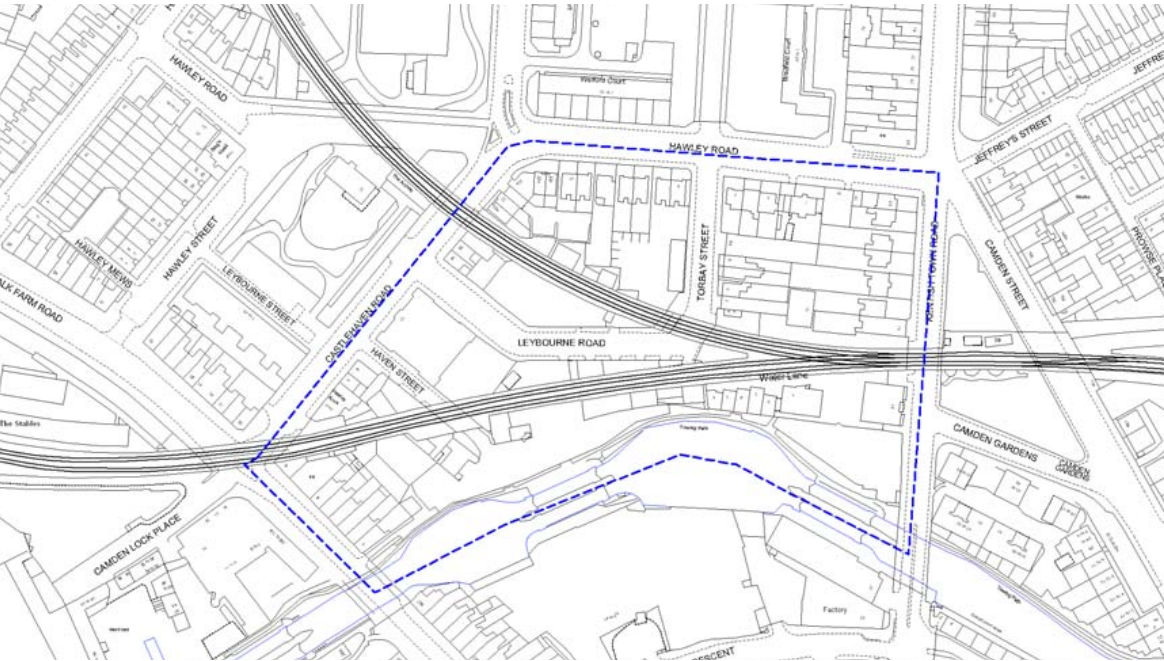
Section 3  
Involvement

# Design Principles

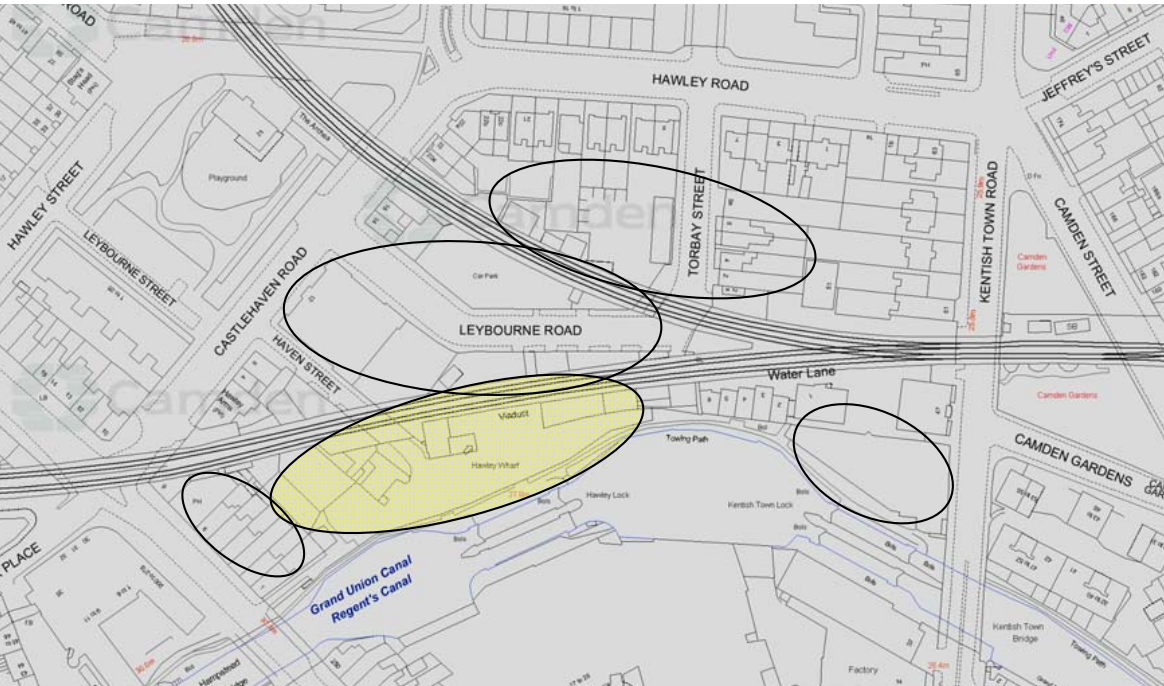
## Key considerations

A site specific Area Planning Framework was prepared by LBC 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



Hawley Wharf Development Area - taken from the Hawley Wharf Area Planning Framework



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# Process

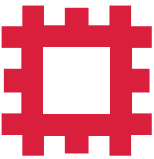
We have extensively engaged with Camden Council and a number of third party groups, namely:

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

Over the last three years the consultation process has helped to shape the masterplan.

The key issues arising from the consultation meetings are:

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.



ENGLISH HERITAGE

