

The applicant has instructed Make and AHMM to design the proposed scheme, having regards to the guidance contained within the Hawley Wharf Area Planning Brief and other national, regional and local policy guidance.

At a national level, the proposals are highly sustainable. The existing low quality, underutilised site will be regenerated into a successful mixed use development. At a regional level, the London Plan prioritises development in locations which are well served by public transport. The site is partially located within Camden town centre and public transport links are excellent. The London Plan also supports sustainable developments and the provision of housing.

At a local level, the proposals are at the heart of the strategic Core Strategy objectives. The proposal:

- Creates a sustainable development which adapts to a growing population.
- Provides employment opportunities across a range of sectors.
- Provides a range of open spaces and encourages walking and cycling, thus enabling people to lead active, healthy lives.
- Creates a safe and secure environment for existing and future residents and workers.



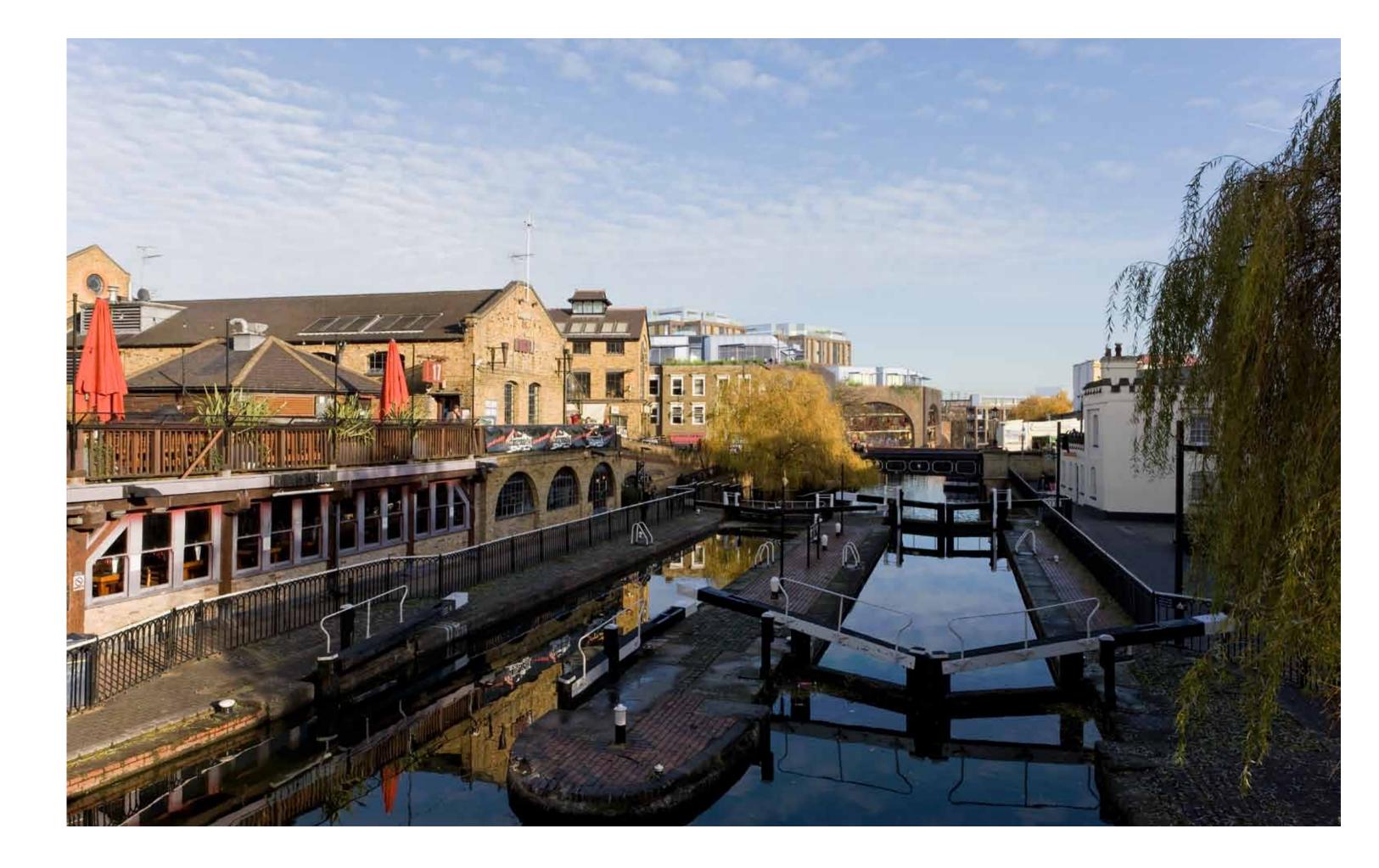
In accordance with the Hawley Wharf Area Planning Framework and other national, regional and local policies, the proposed scheme provides the following benefits:

- A new infant and junior school and nursery, including the refurbishment of the Grade II listed 1 Hawley Road for educational purposes.184 private and affordable homes.
- New and improved employment opportunities and a range of jobs across the site.
- A high quality public realm, including new publicly accessible open spaces across the site and the creation of new and safe pedestrian routes to integrate the site within the local area and alleviate congestion along Chalk Farm Road.
- A new market retail destination enhancing Camden town centre, including a weekend/bank holiday farmers'/ produce market.
- A new local cinema.
- High quality attractive design, embracing the principles of sustainable design and construction.
- A masterplan which integrates the new mixed use development into the existing community, taking into account the needs of existing and new residents and workers.
- A safe and secure environment for existing and future residents and employees.



To summarise, the proposals will meet the defined aspirations of the Hawley Wharf Area Planning Framework through:

- Creating an improved retail destination within Areas A and C which builds on Camden town centre's strengths and unique qualities.
- Providing a mix of appropriate town centre uses including retail, market retail, a farmers'/produce market, leisure uses, new homes, a primary school and nursery as well as access to work and training opportunities and the creation of new business space.
- Proposing a high quality design which understands, values and responds positively to local character, heritage and the canal.
- Meeting the highest attainable standards of sustainable design and construction.
- Integrating the proposal with the existing neighbourhoods through the creation of a transition of land uses across the site and ensuring that the new development delivers benefits to the local community through the introduction of local retail, a new cinema and publicly accessible open space.
- Providing high quality safe and attractive streets, publicly accessible open spaces and new public realm.
- Encouraging walking and cycling through the creation of new routes across the site and providing a new public cycle store.
- Taking into account the views of local residents and businesses.
- Meeting, and in many cases exceeding, the Interim London Housing Design Guide for all housing tenures proposed, which are designed to be accessible, inclusive and built to Lifetime Homes standards.



It is considered that the proposed development will regenerate and transform the existing predominately low rise, unsafe, inaccessible and underutilised site into a new high quality mixed use scheme. The development will deliver significant improvements to the public realm in this part of Camden by providing publicly accessible north-south and eastwest linkage routes through the site.

The proposal demonstrates that it satisfies and exceeds planning policies and guidance at national, regional and local levels. The application fully accords with policy objectives to deliver a sustainable, mixed use and balanced community.



