

Section 3

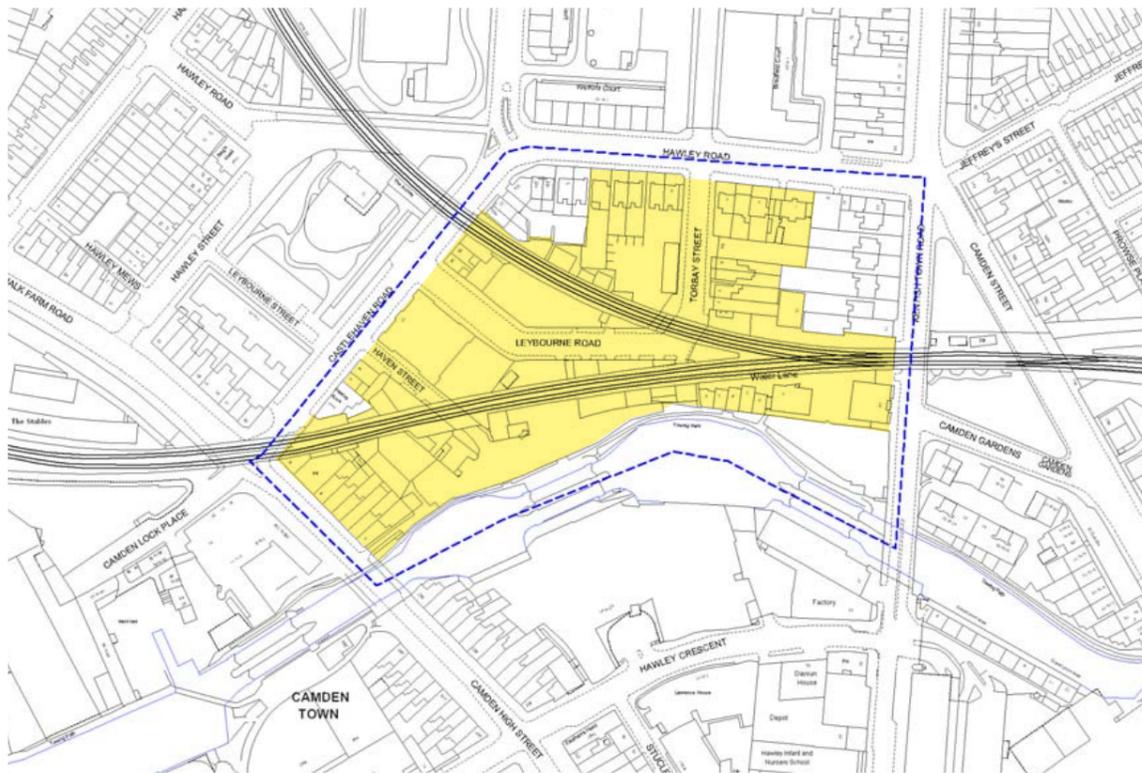
Design Evolution

Design Principles

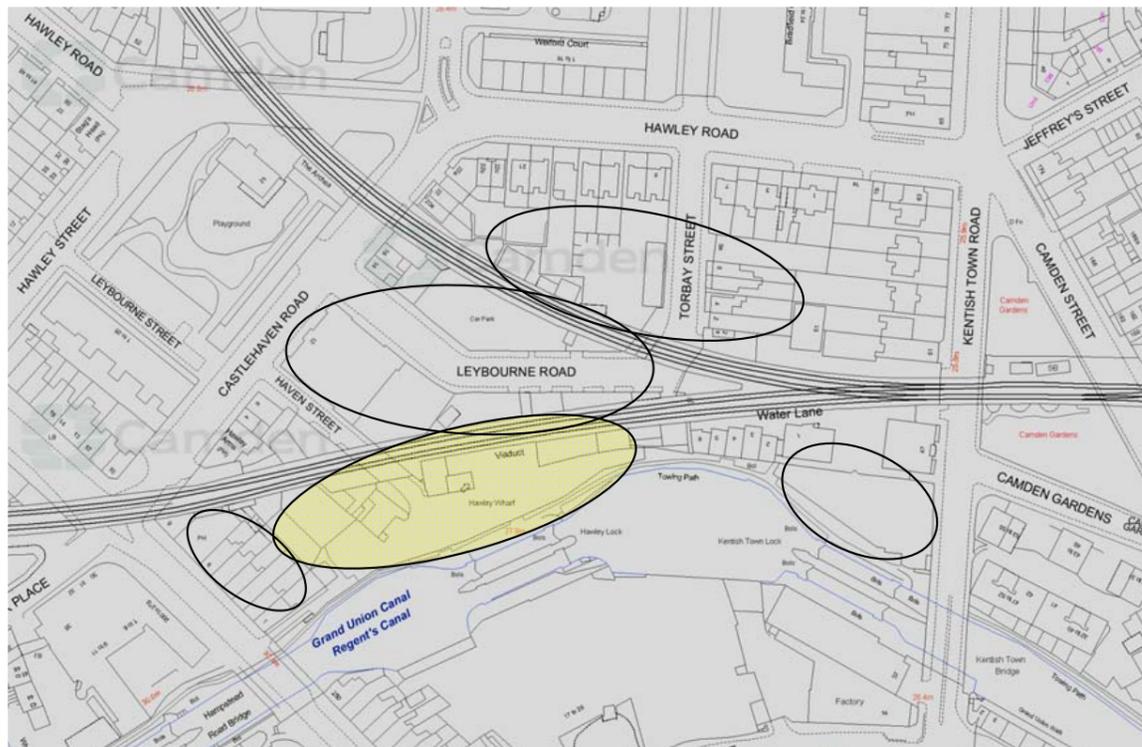
Hawley Wharf Area Planning Framework

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



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)

 Approved masterplan boundary.

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

Public Consultations

As part of the early design process, the project team has extensively engaged with Camden Council and a number of third party groups, namely:

- Camden Local Authority
- The (Camden) Conservation Area Advisor Committee
- The Canal and River Trust
- The Metropolitan Police (SBD)
- The Community Working Group
- The National Grid

The project has also been displayed for 2 public engagements at key stages in the design, in December 2014 and early March 2015.

The consultation process has helped shape the project in many ways:

- The integration of elevations with approved building D.
- Extent of mass to the top 2 storeys.
- The height of the proposed building.
- The level of animation on the canal side.
- The scope of improvements to the access onto the towpath from Kentish Town road.
- Integrating the landscape design with the approved master plan.



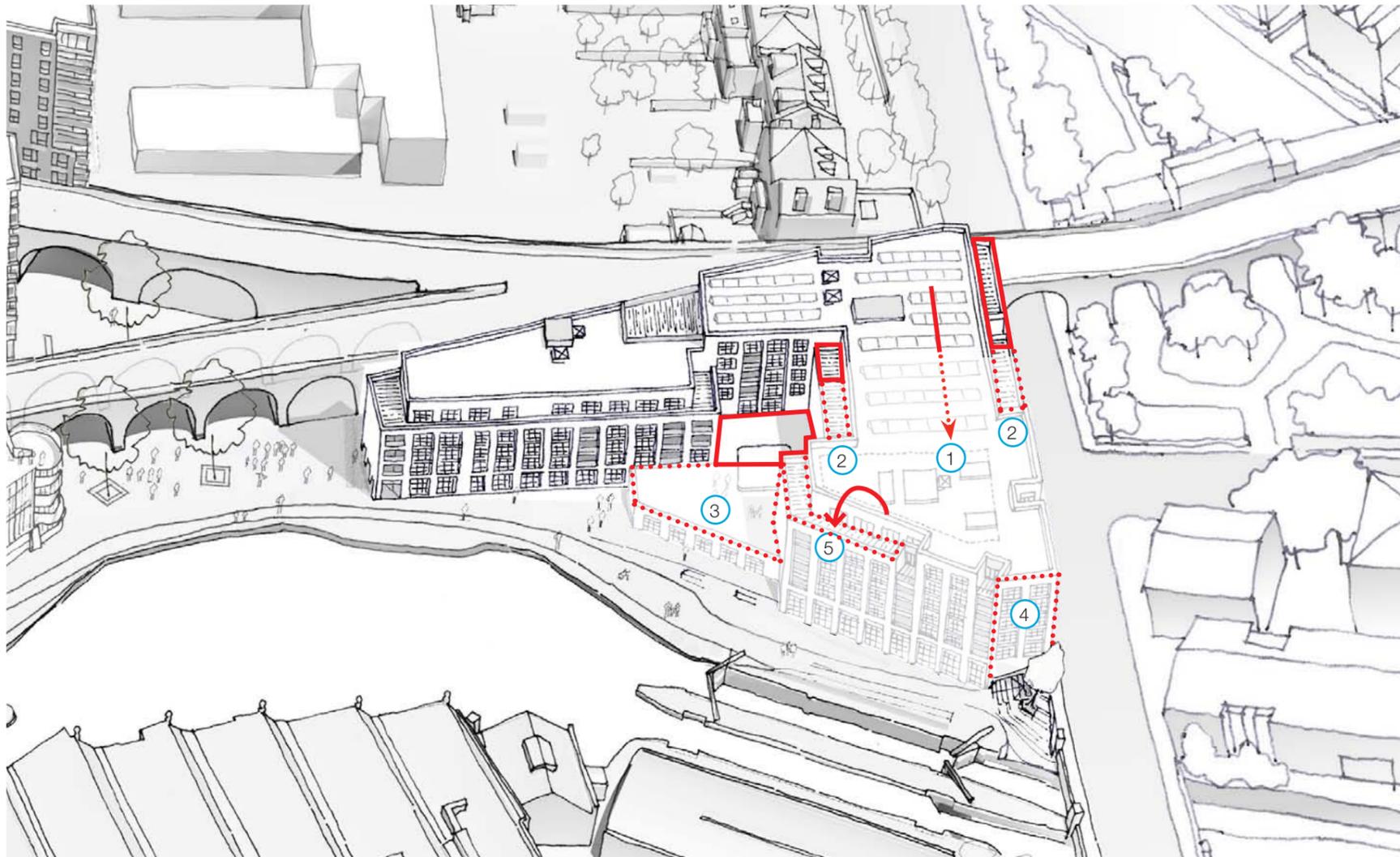
Photos from the 1st public engagement in December 2014.



Photo from the 2nd public engagement in March 2015.

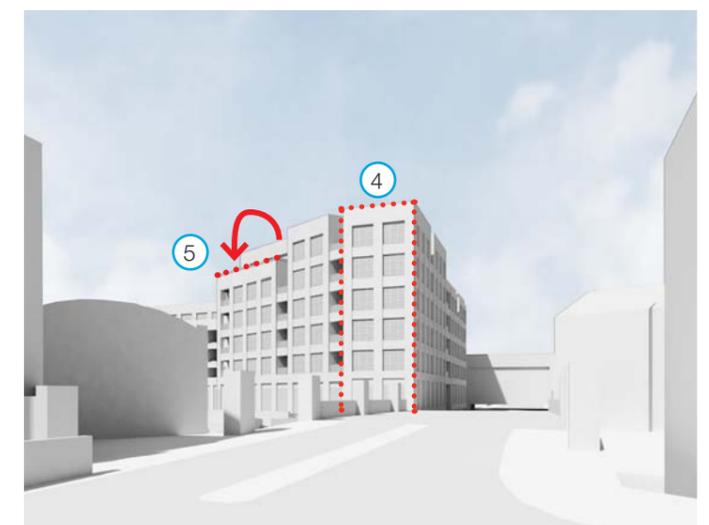
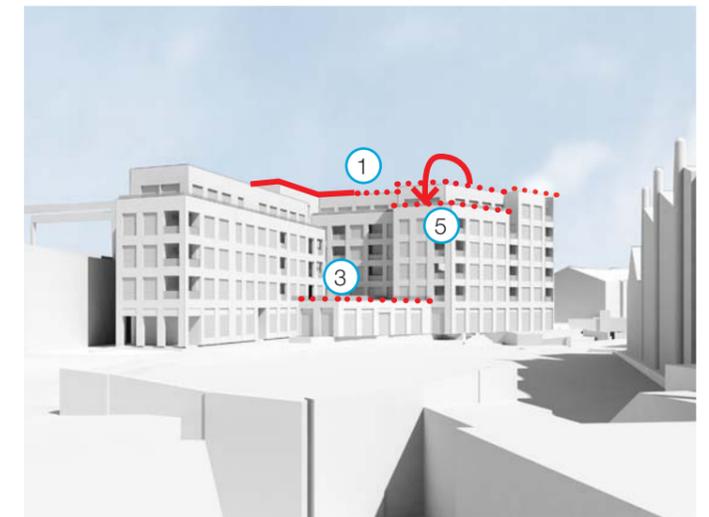


Key Massing Principles



The principles that inform the proposed mass are based on creating a strong termination to the building at the corner intersection between Regent's Canal and Kentish Town road whilst integrating the building with the approved building D along Kentish Town road and the canal side.

- ① Maintain the top storey height of approved Building D.
- ② Extend the use of set back terraces in Building D's elevation into the proposed scheme.
- ③ Create relationship between building D's first floor terrace and the proposed scheme.
- ④ Create a point of termination at the intersection between Kentish Town road and Regent's Canal.
- ⑤ Step down towards the canal and courtyard



Design Evolution

01 Pre-application meeting (Nov. 2014)



View from the towpath looking east



View from Camden Gardens looking west



View from Kentish Town road looking north

Key points from the Hawley Wharf Working Group meeting and public engagement no. 01:

- The general concept was welcomed and there was support for the mix of uses.
- It was suggested that the proposals should contribute to the canal side location in terms of space and access.
- *“the top two floors appeared rather muddled and not in keeping with the rest of the proposals.”*
- *“the development has been well thought out and should improve the area.”*
- *“the warehouse/loft theme is a strength and should be collaborated through the scheme.”*
- *“it’s a shame that there is no street/canal level animation at ground floor by way of pub/bar/restaurant”*
- *“The scheme as drawn has an elegant proportion and modest gentle materials.”*
- *“I think the height and massing works well, in fact a lower scheme would damage the elegant composition”*

Pre-application meeting comments:

- Concerns over height and mass, particularly along Kentish Town road and the south-west corner to the canal side.
- Suggestion that we test stepping down further towards the canal and extend cut backs from building D into Area E.

02 Pre-application meeting (Feb. 2015)



View from the towpath looking east



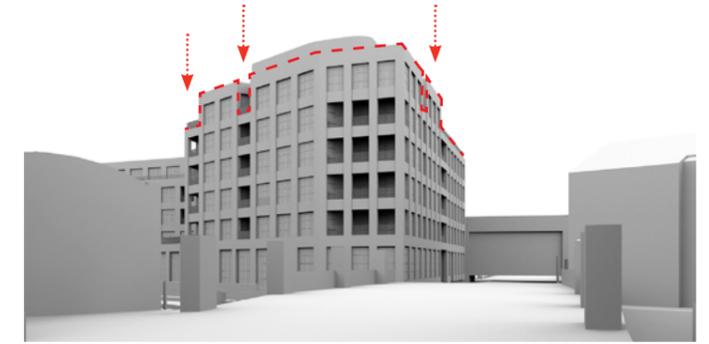
View from Camden Gardens looking west



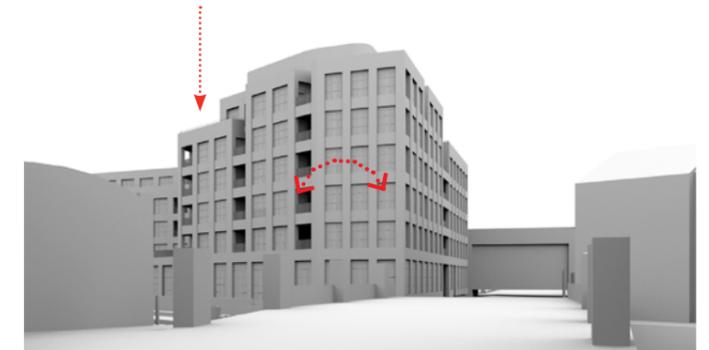
View from Kentish Town road looking north

Design Evolution

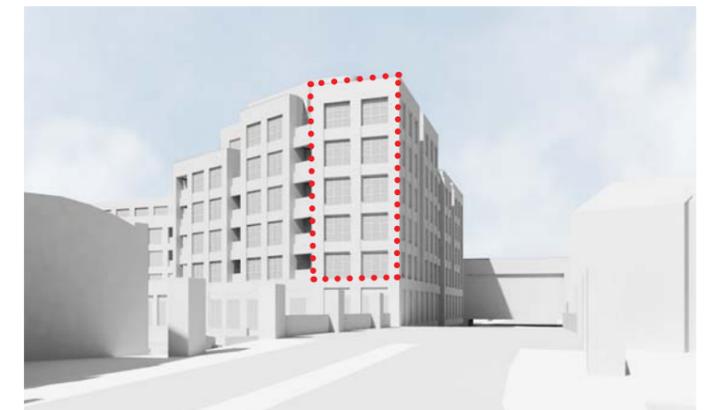
Key moves:



Mass broken by cutting away roofs to level 05 terraces.



Balcony moved to increase passive observation over the towpath. Enlarged set back to the top of Level 05.



Facade grid on corner rationalised - reduced from 3 narrow windows to 2 typical bays. Corner wrapping balcony was also tested.

Pre-application meeting comments:

- Generally supportive and understood the progression since the last pre-application.
- Strengthening the corner on Kentish Town road was welcomed.
- Setting back and stepping down towards the canal was supported.

Design Evolution

03 Final Proposals



View from the towpath looking east



View from Camden Gardens looking west



View from Kentish Town road looking north

Key moves since meeting 01:

- Reduced height
- Reduced mass at key locations
- A strong corner is retained
- Introduced further set backs
- Steps down towards canal

Key points from the Hawley Wharf Working Group meeting and public engagement no. 02:

- *“Looks good, I’d be happy for it to be higher! I fully support the scheme. The quality of the bricks will be key. The project should support individual, independent businesses rather than chains.”*
- *“Keep D as approved, bring E down to height of D”*
- *“Much improved now the height has been reduced.”*
- *“Block E still appears very large in the relation to its Context and the canal. The building (E) would be improved if it stepped down more to the Canal.”*
- *“Progress is usually good. So your plans are welcomed.”*

Comments from Hawley Wharf Working Group:

- Welcomed the changes that were made and said that the proposals had moved in a *“positive direction”*.
- Supported the setbacks and breaking up of the street frontages.
- Glad to see that the top-storey accommodation had been removed.
- Supportive of the updated proposals.

