

CAMDEN WHARF
LONDON, NW1

DESIGN AND ACCESS STATEMENT

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Revision C

PREPARED FOR

Castlehaven Row Ltd

PROJECT TEAM

BARR GAZETAS



GERALDEVE

ARUP

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Photograph of the existing building from Chalk Farm Road on Hampstead Bridge

1.0 INTRODUCTION

The Camden Wharf building at 28 James Town Road was purchased by Market Tech Holdings in 2015. In early 2016 Castlehaven Row Ltd as subsidiary of Market Tech Holdings and the Applicant appointed Barr Gazetas to prepare a planning application for a roof extension together with extensions at second and third floors.

1.1 PROJECT BRIEF

There is a significant demand for high-quality A3 restaurant space and B1 office space in Camden. The existing Camden Wharf building has a large unsightly roof plant area which can be relocated and the rooftop extended to provide for this need and to improve the local views of the building. The existing second and third floor can also be extended to provide additional area at these levels.

The private road to the west side of the building, which is currently used for parking and loading/ unloading, has the potential to be fully pedestrianised and linked to the canal walk.

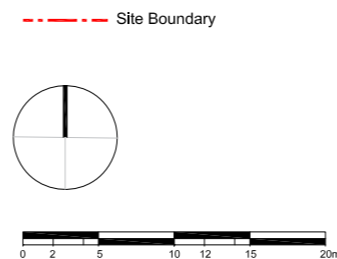
The current loading bay/ service yard can be used to create new ancillary spaces and a new lobby with a lift to connect to the 4th floor. A new shopfront will also be introduced in place of the existing bi-folding gate to attract visitors and to help connect the front and the back of the existing building.

In summary, the design proposal includes:

1. Extensions to the 2nd and 3rd floors as B1 use
2. Extension to the 4th floor as dual B1/ A3 use
3. New office/ restaurant lobby on the ground floor with new lift core linking the ground floor to the restaurant/ office extension on the 4th floor
4. Existing services relocated and new services designed into the scheme
5. Re-planning of current loading bay/ service yard to be partly used for required ancillary spaces (including cycle storage, shower and locker facilities and new lobby) generated from additional floor space and uses
6. New shopfront to enhance the new restaurant/ office entrance at ground floor
7. Public realm improvement and private road enhancement
8. Enhanced bio-diversity and sustainability accreditation including a BREEAM Excellent for the new space



Site Location Plan



Key to Map:

- Camden Wharf
- Regent's Canal Conservation Area
- Camden Town Conservation Area
- Primrose Hill Conservation Area



Conservation Area Map Showing the Extent of The Regent's Canal



Regent's Canal

1.0 INTRODUCTION

1.2 LOCATION

The Camden Wharf site, formally a waste recycling center now relocated, is located to the south side of Camden Lock and overlooks Regent's Canal and Camden Lock Market. It is surrounded by mixed use buildings, the Holiday Inn Hotel and the Grade II listed Lock Keepers Cottage and the listed Roving Footbridge crossing the canal.

The central location of the building and its proximity to Camden Town underground station, several bus routes on Camden High Street and Chalk Farm Road, and the Camden Lock Market gives this building great accessibility and therefore the opportunity to accommodate high quality tenants and retailers.

2.0 CONSERVATION AND EXISTING LAND USE

2.1 CAMDEN CONSERVATION AREAS

The building is not listed but it is located within the Regent's Canal conservation area as highlighted on the conservation area map (on the opposite site of this page). The Grade II listed Lock Keepers Cottage which currently houses a Starbucks Coffee Shop sits in front of the Camden Wharf building on the canal side.

Camden Wharf is a multi-functional building forming the center from which the busy Camden High Street and conserved Regents Canal encircle. Therefore it is important that any proposed changes to the design are in keeping with the existing character of the site.

The language of the current building presents a horizontal layering of volumes in a greyish tone, possessing a larger space at the ground floor and reducing to smaller, less coherent volumes forming the plant on the roof.


The proposal aims to comply with the current language of layering by mutely extending the second and third floors in the same external finish and relocating the plant from the exposed roof floor into a less visible plant deck area on the first floor at the back. The colour of the current building looks dull, the application also offers to brighten it (please see colour palette study later in this document).

By using a complimentary grey tone for the anodized metal screen at fourth floor where a new A3/B1 unit is proposed, we improve the aesthetics of the building and the view along Regents Canal.


Another element this application includes, is to improve the current use of the private road to the west of the site by proposing a new public realm. This would entail re-landscaping to introduce easier access to the canal walk and a more pedestrian friendly environment.


2.2 EXISTING LAND USE - GROUND FLOOR


 Town Centre Boundary

 A2 Financial Services

A1 Drinking Establishments

 B1 Business

 C2 Residential Institutions

 D1 Institutions

 D2 Leisure

● Site Under Application

The Proposal has been the subject of extensive pre-application discussions with officers at the London Borough of Camden (LBC) and the Regents Canal Conservation Area Advisory Committee (RCCAAC).

Three pre-application meetings were held with LBC over several months. Feedback on the proposal was mainly related to townscape and the design of the roof extension and the public realm.

In addition, a meeting was held with the Facilities Director of the Holiday Inn hotel with regards to coordinating the approach to the public realm around the wider Camden Wharf Site (Please see planning statement by Gerald Eve)

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3.0 SITE CONTEXT AND EXISTING BUILDING

3.1 EXISTING BUILDING

The Camden Wharf building is a concrete frame building with rendered elevations. Its original planning permission was granted in 1999 and the building was built in the early 2000s (Please refer to the Planning History section of the Planning Statement by Gerald Eve).

The building currently accommodates a combination of retail and restaurant units on the ground floor, with the upper floors providing office space. The existing retail and restaurant units are accessed from the canal side and Camden High Street and the offices are entered from Jamestown Road.

The deliveries come from the private road to the west side of the building through an external service corridor to the rear of the units at ground floor. The ground floor designated services yard is currently used for storage as shown in the photos on this page and has the potential to accommodate new entrance/lobby area with ancillary spaces for the tenants and a new shopfront in place of the existing bi-folding gate.

The existing one storey plant enclosure at the roof level will be relocated to an existing plant deck at first floor and the services distributed more efficiently in order to rationalise the space and create a new extension at 4th floor.



View from Chalk Farm Road



View of existing service yard entrance



View from Jamestown Road



View from Private Road



View from Camden High Street



Views from roof



Views of GF external corridor



Internal service yard views



3.0 SITE CONTEXT AND EXISTING BUILDING

3.2 LOCAL REGENERATION

Recent years have seen a significant amount of regeneration and new development in the local area. Camden Town is an ever changing context.

Along the Regent’s Canal and the opposite Camden Lock Market, Mace are currently delivering the first phase of Hawley Wharf development for Market Tech Holdings. The scheme will see the delivery of over 190 new private and affordable homes, a new single entry primary school and nursery, retail and market spaces, and employment space.

Planning permission was granted in July 2016 for proposals to sensitively refurbish and improve the famous Camden Lock Market. A scheme has been formulated to improve the existing historic buildings, to provide vibrant new market spaces and to improve the access and routes through the market.

Behind the iconic Gilgamesh bar & restaurant, near Camden Lock Market and Stables Market, office buildings have recently been refurbished to accommodate co-working spaces for small companies.

The Roundhouse Theatre next to Chalk Farm Tube Station is now a heavyweight venue hosting renowned events such as The Electric Proms.

Other redevelopments along Chalk Farm Road and Haverstock Hill include residential buildings with residential apartments above ground floor retail and restaurant units as well as the Haverstock Hill School with its distinctive metal mesh façade. The London regional scheme is also being developed next to the Holiday Inn hotel on Jamestown Road.



Hawley Wharf



Camden Lock Market Refurbishment



Stables Market Refurbishment



Building C, Co-working, Camden Lock Market



The Roundhouse Refurbishment



Haverstock Hill School



The Henson Building, Camden Town

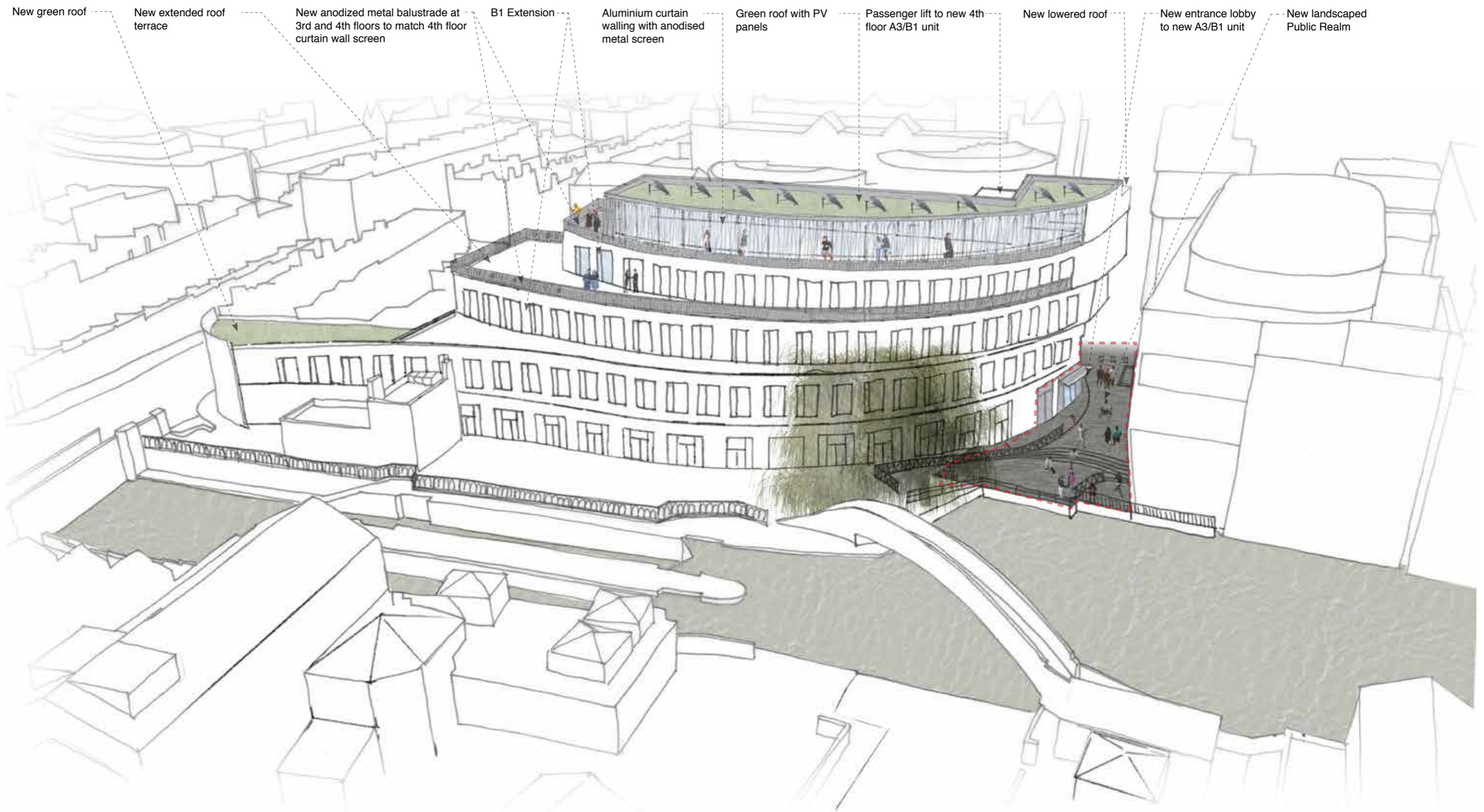


Belmont Street warehouse conversion and roof extension



Princess Park

4.0 PROJECT OVERVIEW



5.0 DESIGN PROPOSALS

5.1 CONCEPT EXAMPLES

From the very beginning of the design process, the team reviewed other projects that could inform the design proposals. These projects have provided useful examples of roof top restaurant extensions in different locations in central London and how these have responded to their local context and surroundings through design.



Aqua Nueva, Regent Street



Forest Restaurant and Bar, Selfridges, Oxford Street



Madison, St Paul



5.0 DESIGN PROPOSALS

5.2 MASSING MODEL STUDY - KEY VIEWS

A massing exercise was undertaken to establish any effects of the proposal on four key views. These have been agreed with LBC's planning officers during pre-app meetings.

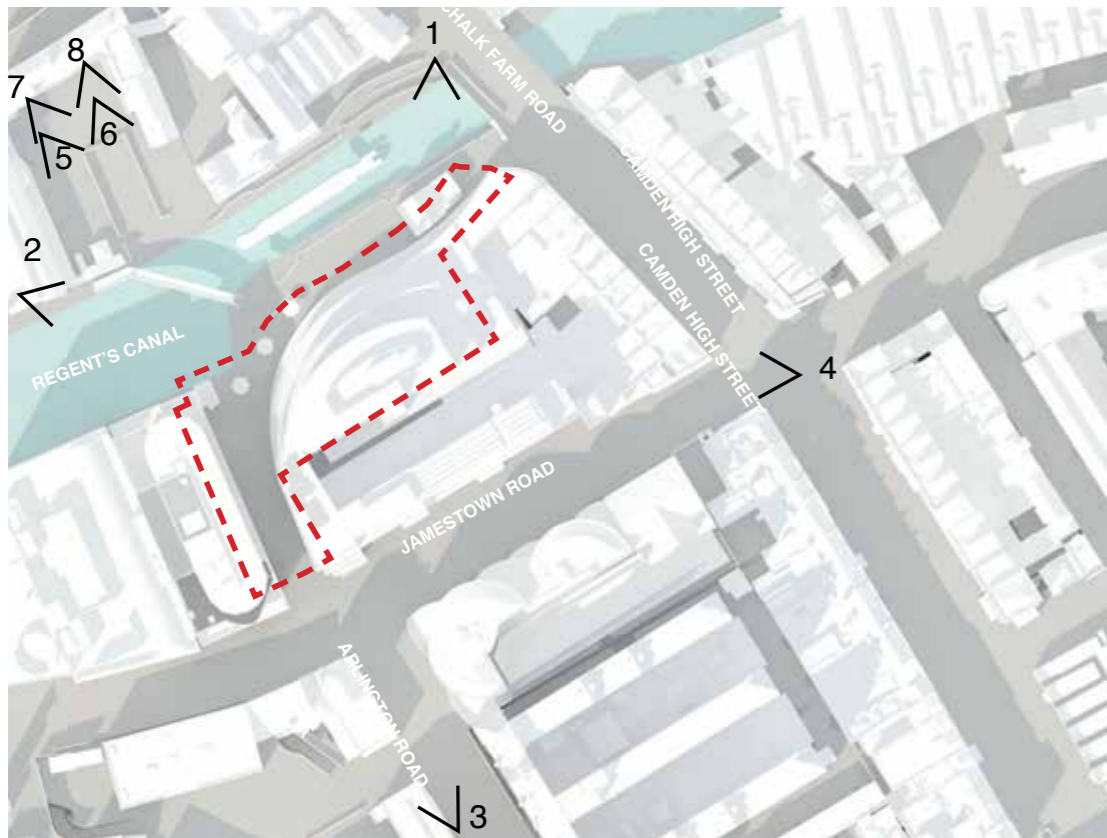
The proposed extensions have been collaged into existing photographs to create a more realistic representation of the proposal.

Four additional views from Camden Lock Market are added following our meeting with RCCAAC.

The views shown over the next pages are taken from the view points highlighted on the key plans to the left.

As shown in these views the proposed massing is in keeping with the proportions of the existing building and rationalises the services arrangement so that they are not visible from the key views.

These views also demonstrate that the fourth floor extension doesn't significantly impact on the views from the market.



Key views on existing site plan



Key views on proposed site plan



5.0 DESIGN PROPOSALS

5.3 MASSING MODEL STUDY - VIEW 1 FROM CHALK FARM ROAD

This view is taken from Hampstead Bridge on Chalk Farm Road towards the Regent's Canal and the northern side of the building and the existing Lock Keeper's Cottage.

The existing building plant area and flues at roof level are visible from this location. The new extension and re-arranged services will improve this by relocating the plant area partially to a plant deck at the rear of the site and partially within the new 4th floor extension. The extension makes the view more consistent and it is proportionate with its surroundings, the existing building and the listed Lock Keeper's Cottage to the canal side.



1. Existing View from Chalk Farm Road on Hampstead bridge



1. Proposed View from Chalk Farm Road on Hampstead bridge



1. Existing Photo from Chalk Farm Road on Hampstead bridge



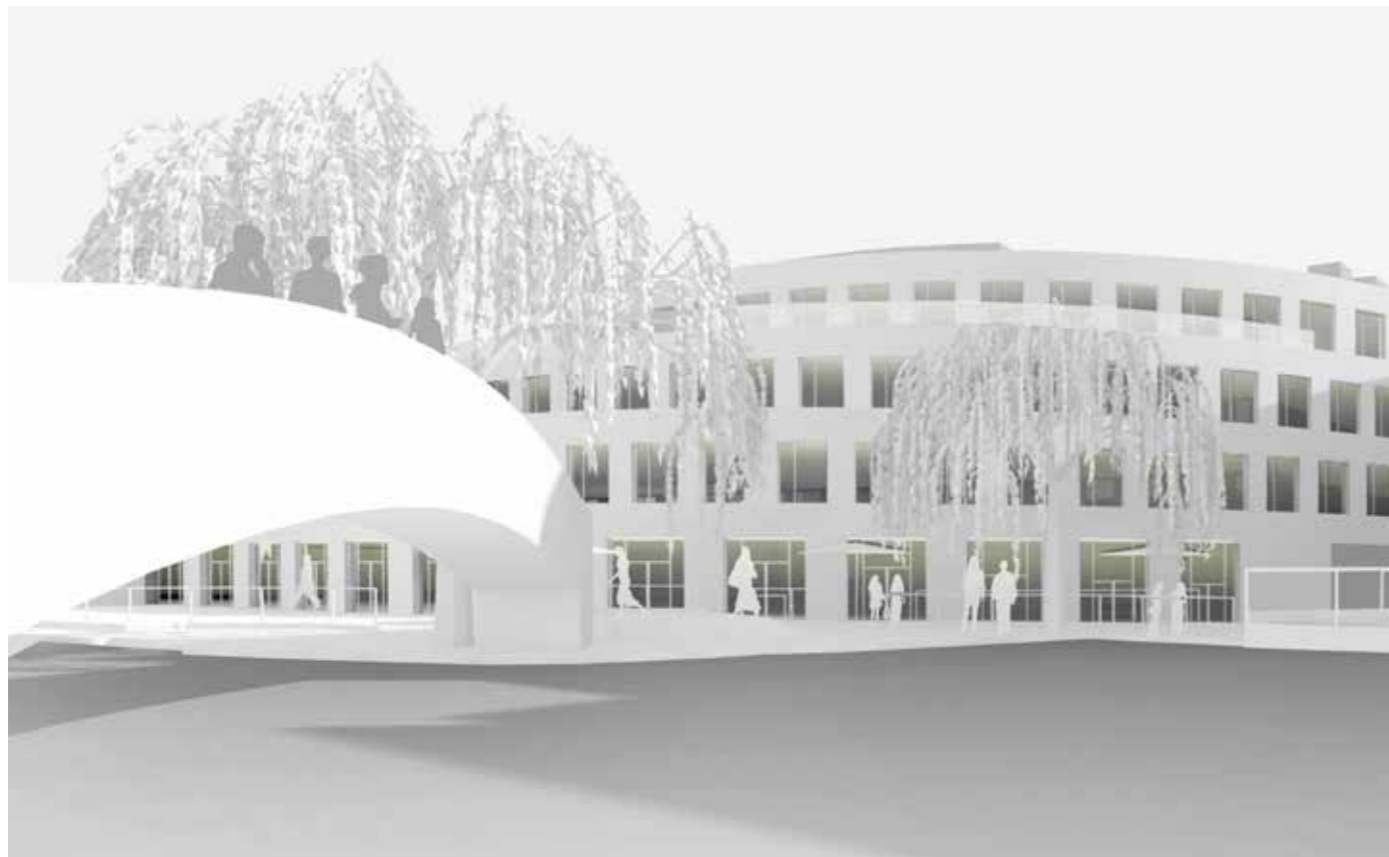
1. Proposed Photo collage from Chalk Farm Road on Hampstead bridge

5.0 DESIGN PROPOSALS

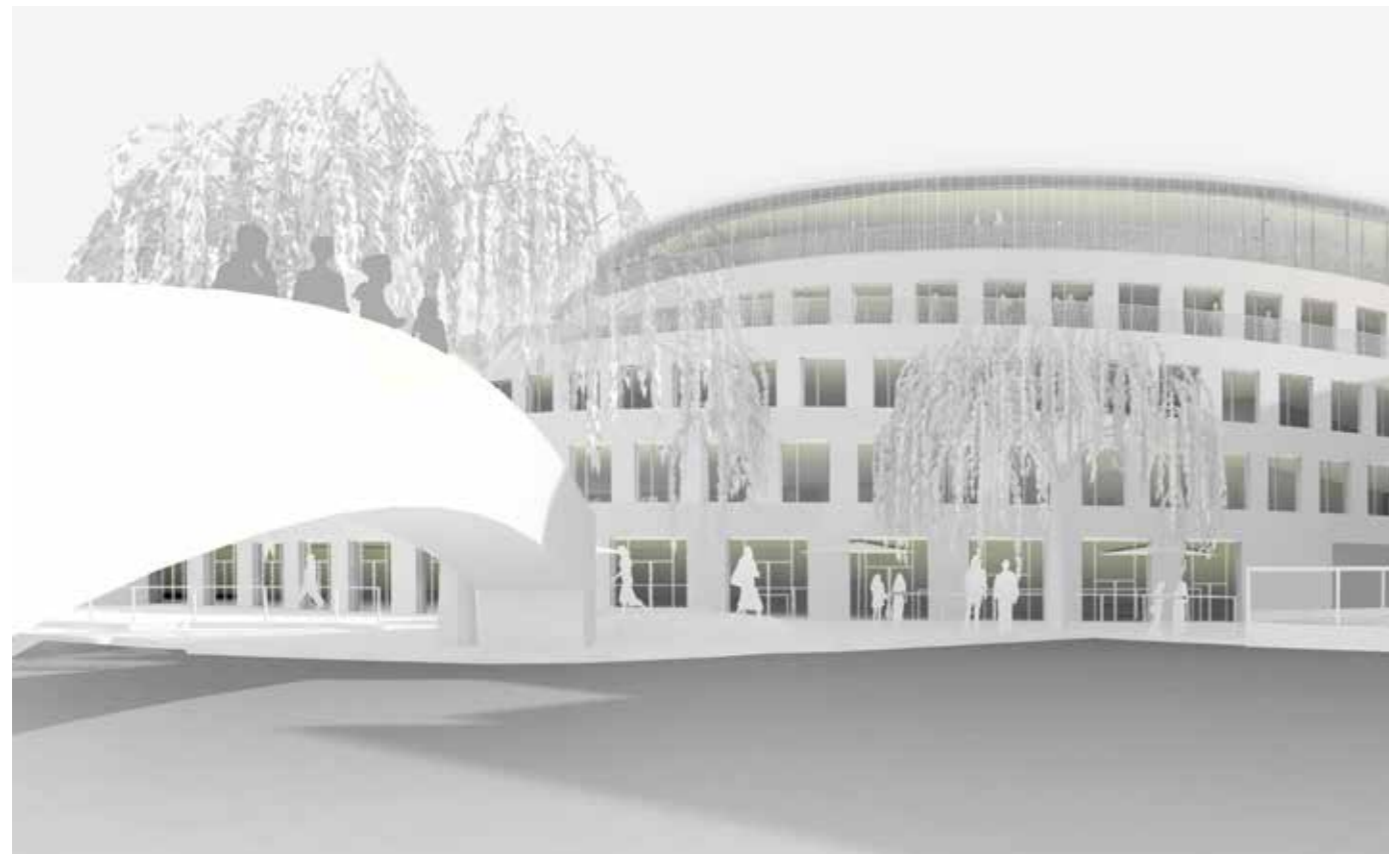
5.4 MASSING MODEL STUDY - VIEW 2 FROM CAMDEN LOCK MARKET

This view is taken from the canal walk on the Camden Lock Market side. It looks south towards the front facade of the building and the listed pedestrian bridge that connects the two sides of Regent's Canal.

The existing building plant area at roof level is visible from this location as well as from view 1. The new roof extension and re-arranged services will improve on this by relocating all plant to the back of the building so that it is no longer visible.



2. Existing View from Camden Lock Market



2. Proposed View from Camden Lock Market



2. Existing Photo from Camden Lock Market



2. Proposed Photo collage from Camden Lock Market

5.0 DESIGN PROPOSALS

5.5 MASSING MODEL STUDY - VIEW 3 FROM ARLINGTON ROAD

This view is taken from Arlington Road and looks towards the frontage on Jamestown Road where the entrance for the existing offices is located. The existing buildings on this road show a variety in the style, height and material used.

The proposed view shows a green wall on the new top floor plant area. This new storey is lower than the remainder of the proposed extension.



3. Existing View from Arlington Road



3. Proposed View from Arlington Road

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3. Existing Photo from Arlington Road



3. Proposed Photo collage from Arlington Road

5.0 DESIGN PROPOSALS

5.6 MASSING MODEL STUDY - VIEW 4 FROM CAMDEN HIGH STREET

This view is taken from the junction between Camden High Street, Jamestown Road and Hawley Crescent and looks west towards Jamestown Road. The foreground is dominated by the road, pavement, terraces and street furniture. It also shows the colourful character of Camden High Street. The existing buildings display variety in style, height and materials used.

Only a small part of the existing building can be seen from this location and the existing plant and services at roof level dominate this corner. The proposed view and photo-montage demonstrates that the proposed roof extension will rationalise the south east corner of the building by relocating the existing plant from roof level to the back of the site.



4. Existing View from Camden High Street



4. Proposed View from Camden High Street

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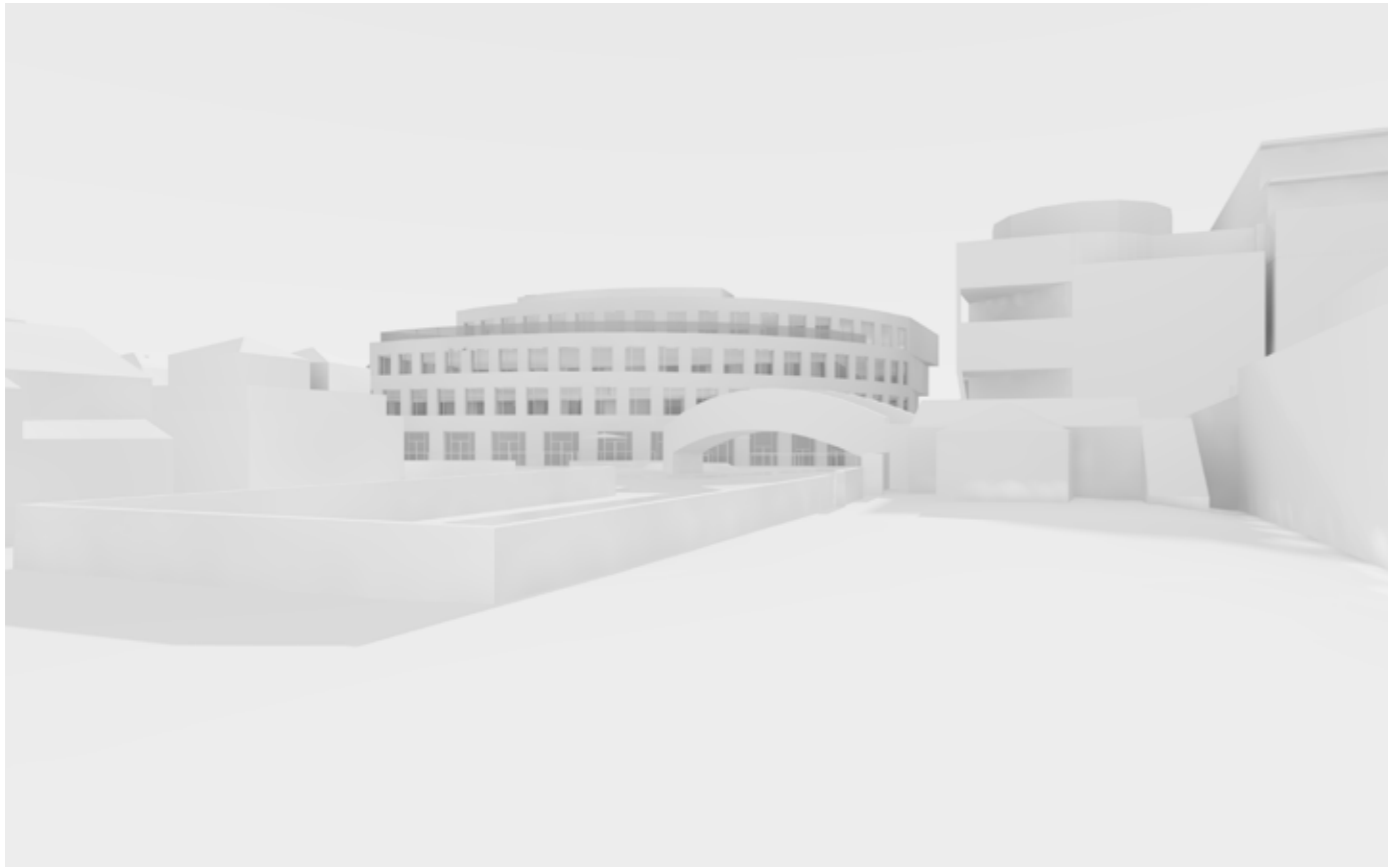
4. Existing Photo from Camden High Street



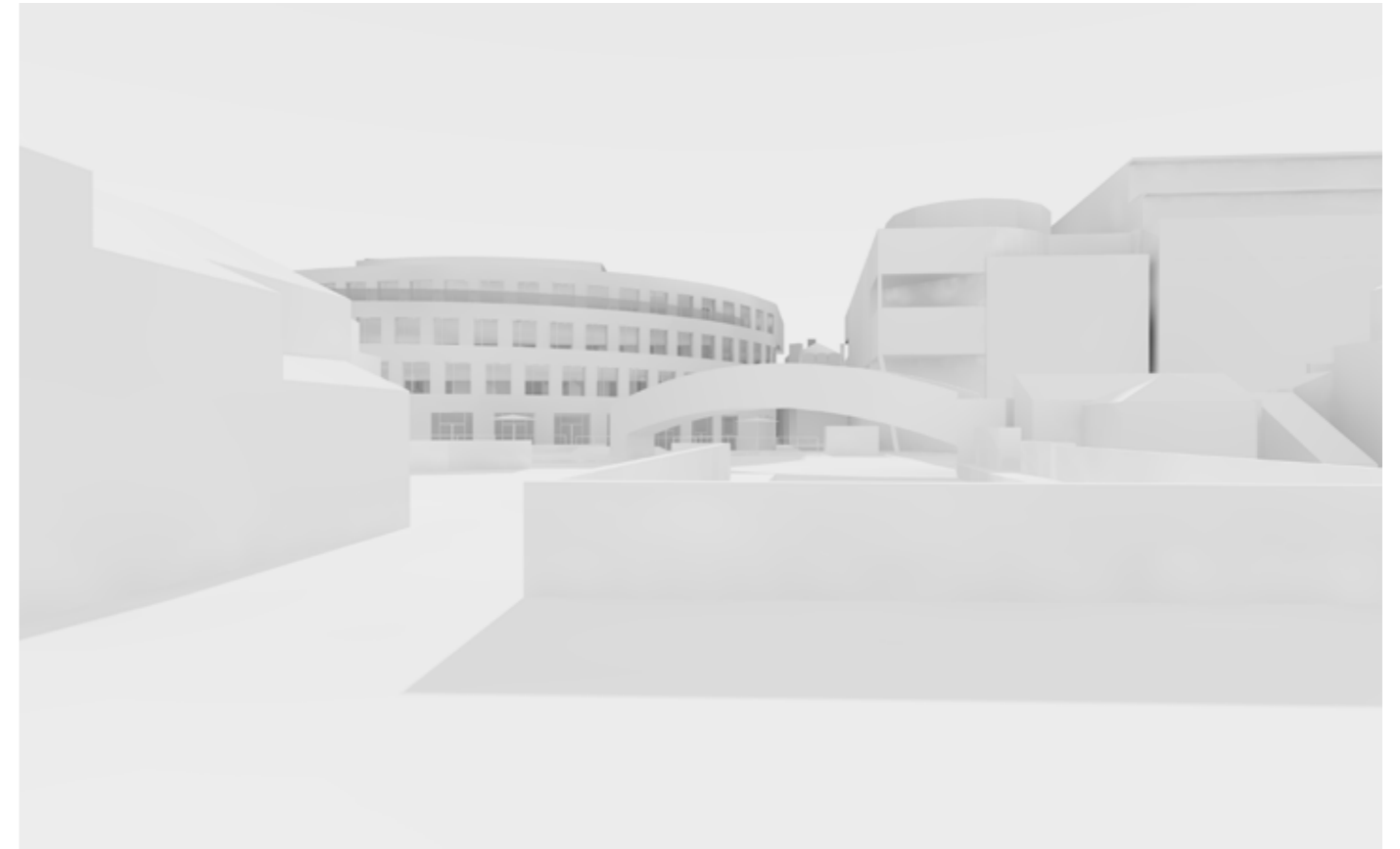
4. Proposed Photo collage from Camden High Street

5.0 DESIGN PROPOSALS

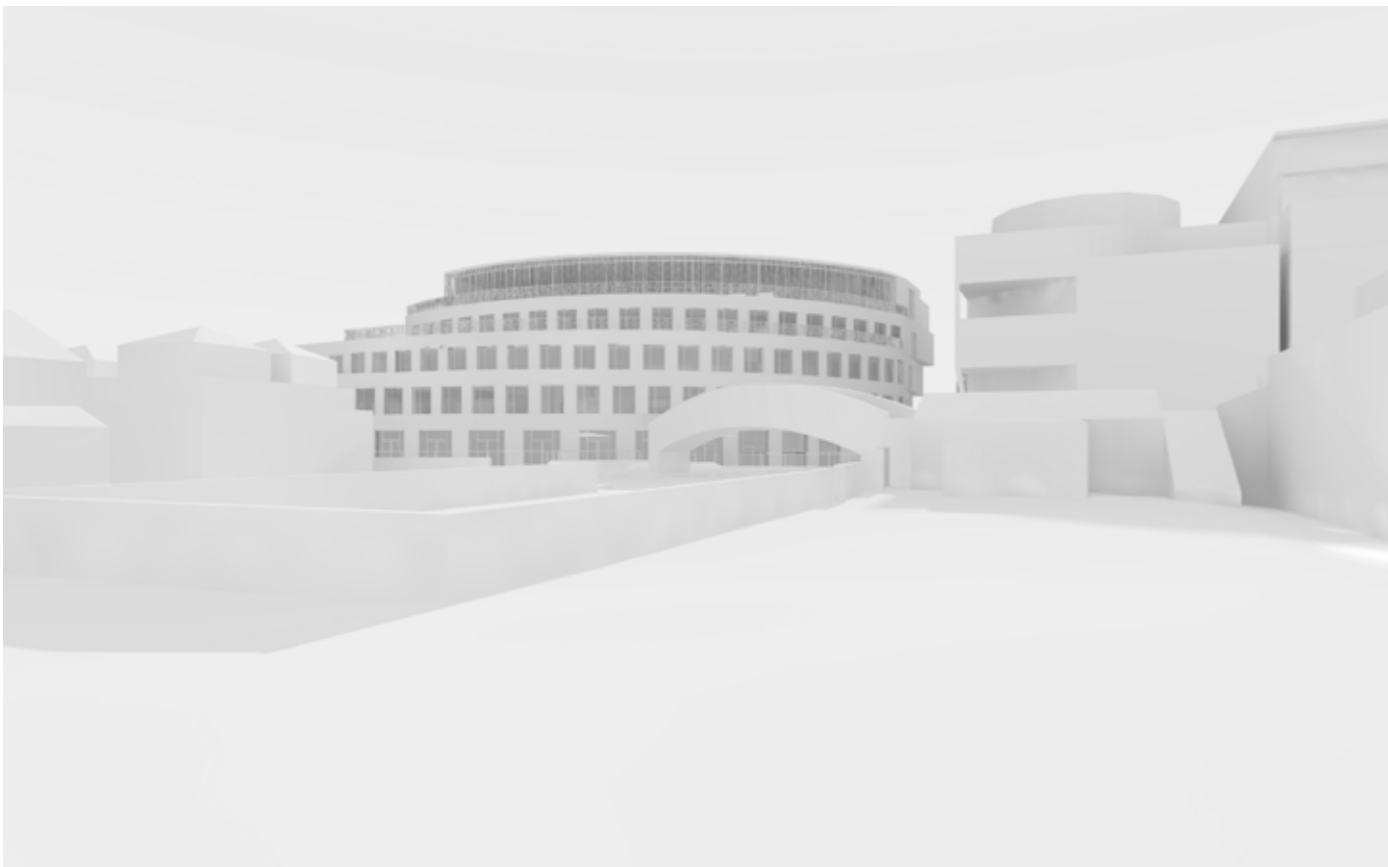
5.7 MASSING MODEL STUDY - VIEW 5 AND 6 FROM CAMDEN LOCK MARKET



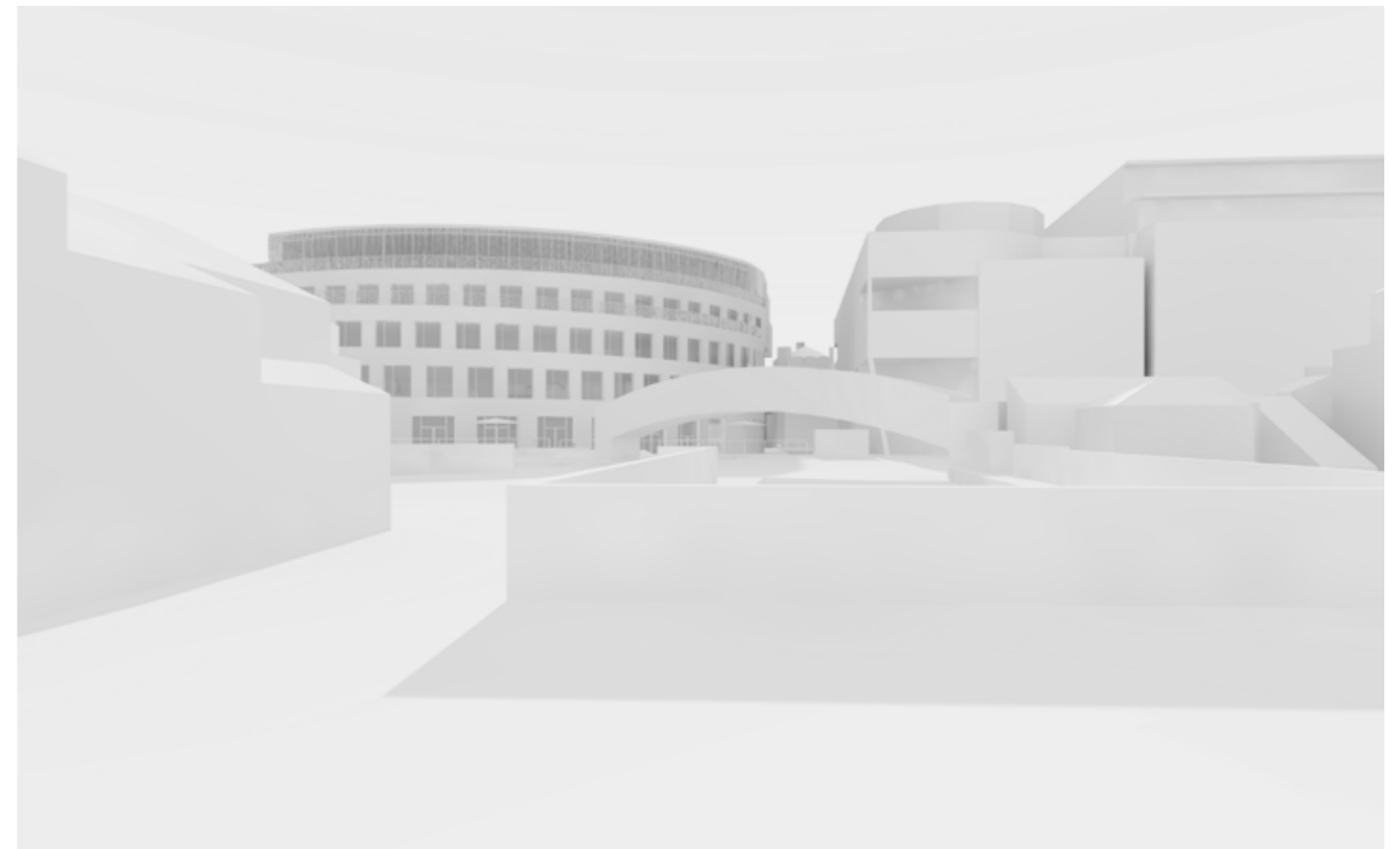
Existing View 5 From Camden Lock Market



Existing View 6 From Camden Lock Market



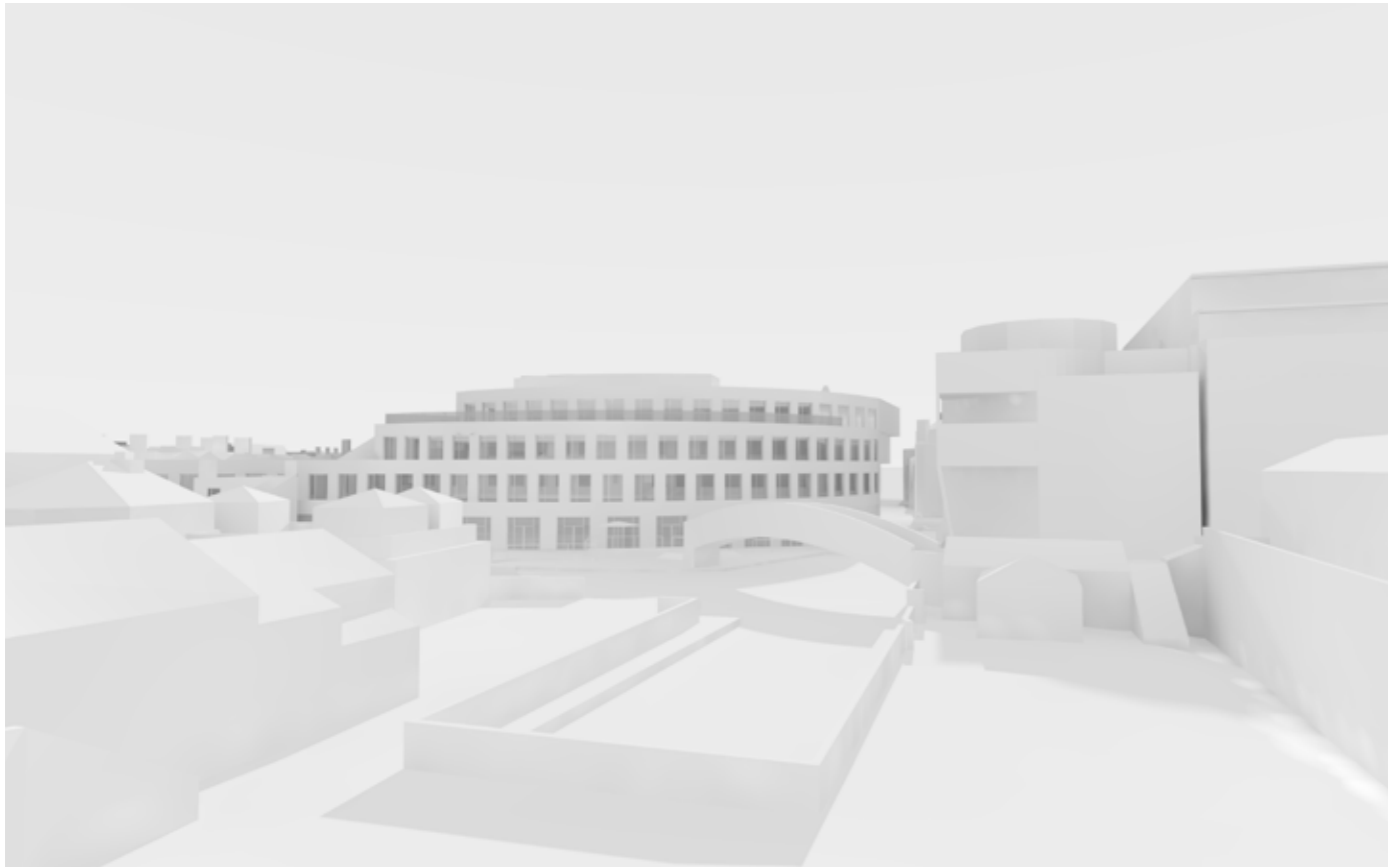
Proposed View 5 From Camden Lock Market



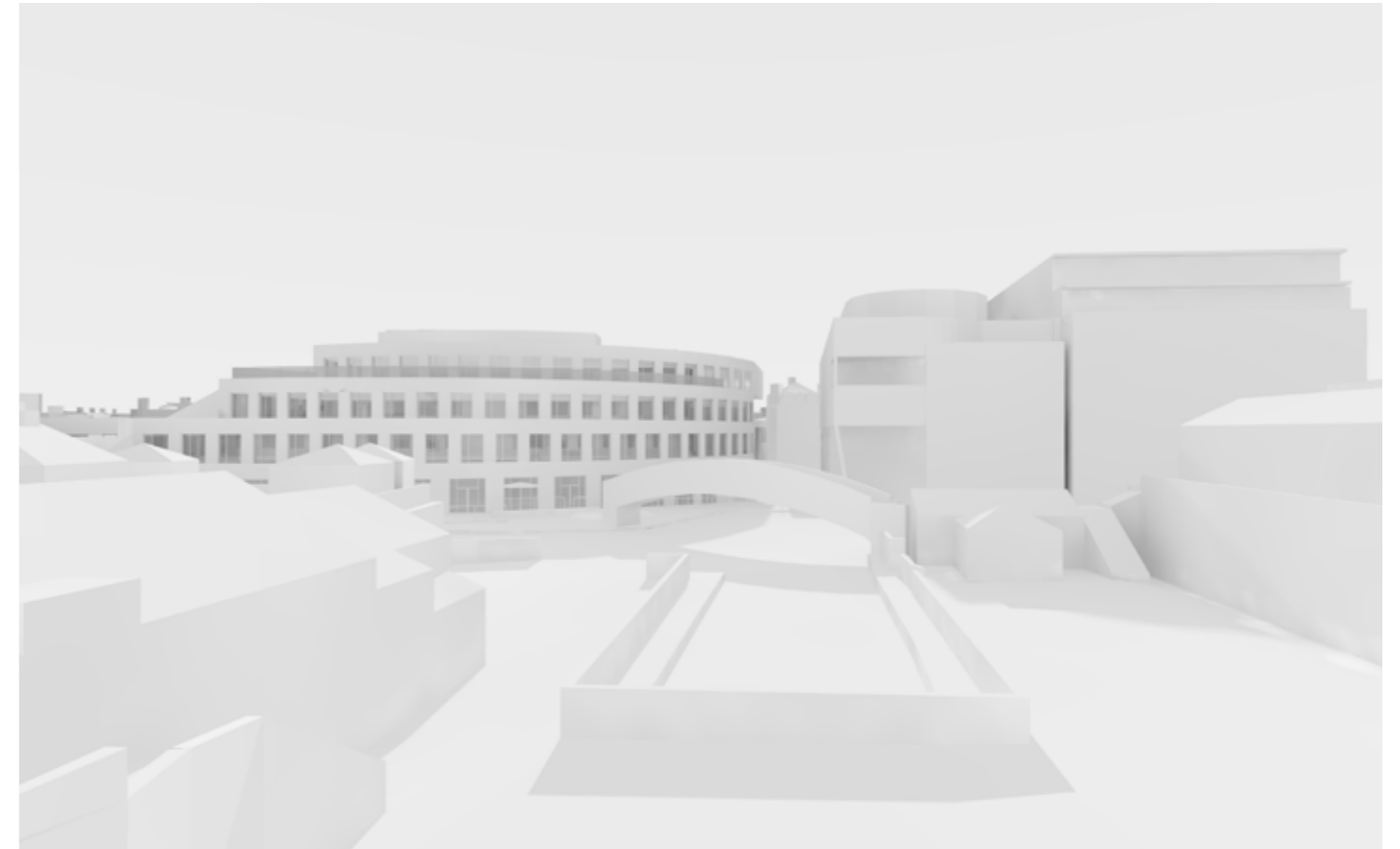
Proposed View 6 From Camden Lock Market

5.0 DESIGN PROPOSALS

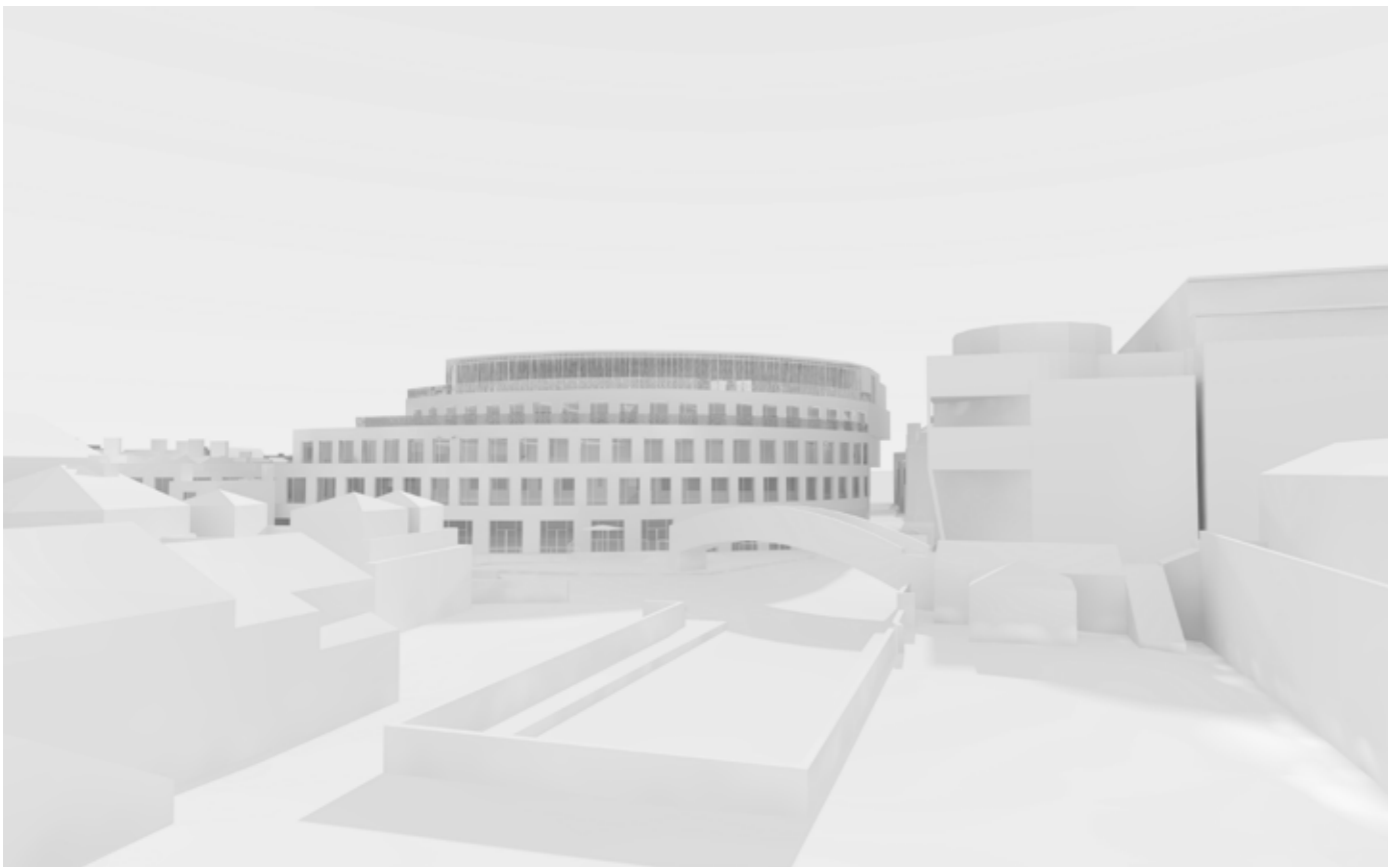
5.8 MASSING MODEL STUDY - VIEW 7 AND 8 FROM CAMDEN LOCK MARKET



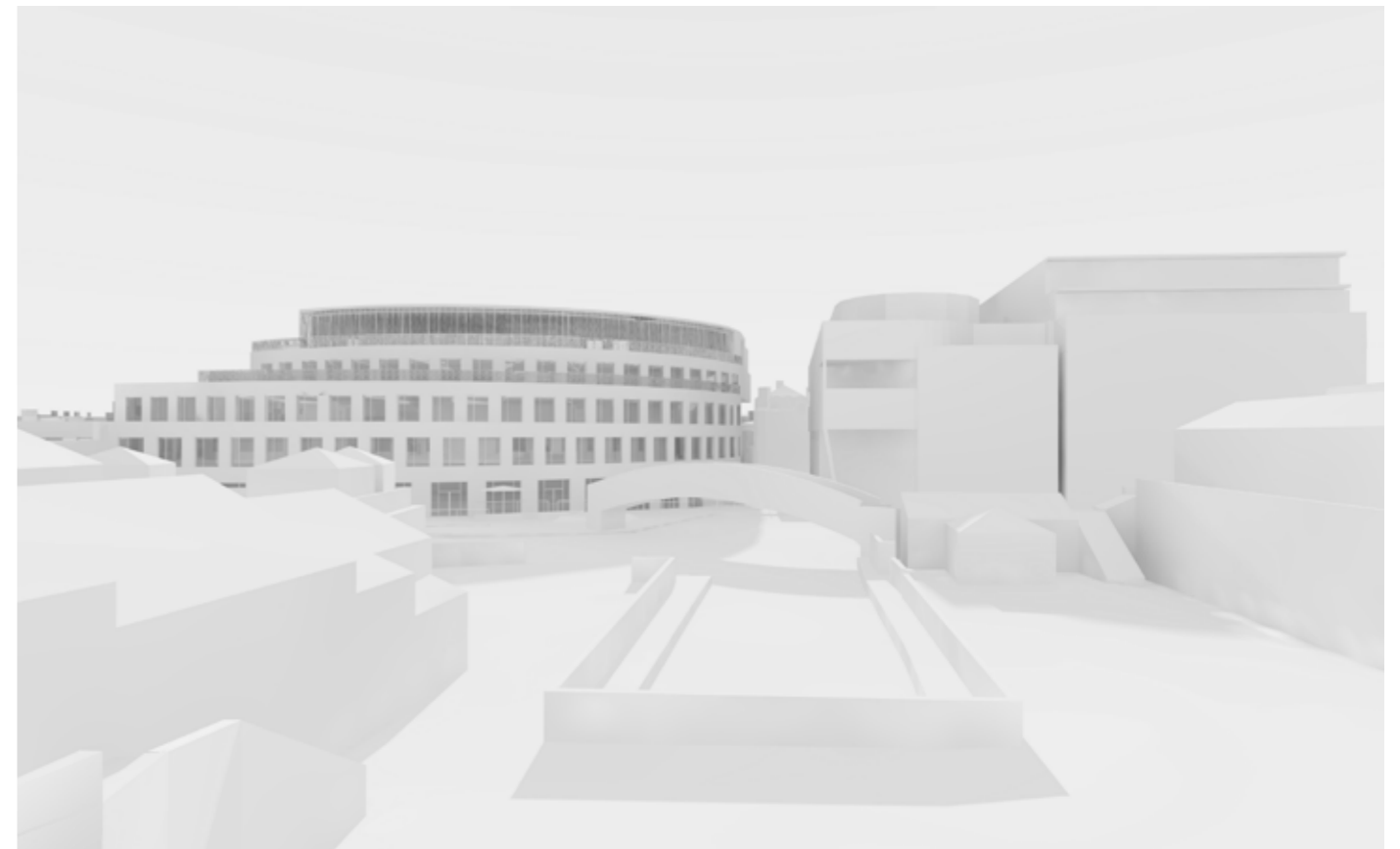
Existing View 7 from Camden Lock Market



Existing View 8 From Camden Lock Market



Proposed View 7 From Camden Lock Market



Proposed View 8 From Camden Lock Market