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**FAO: David Fowler**

10 November 2021

**Our ref: LJW/NFD/AKG/AJA/J10003**

**Your ref: PP-10368446**

Dear Sir/Madam

**Town and Country Planning Act 1990 (as amended)**  
**First Floor, Building A0, Chalk Farm Road, Hawley Wharf, London, NW1**  
**Application for Full Planning Permission**

On behalf of our client, Stanley Sidings Limited (the 'Applicant') we enclose the following application for planning permission in respect of the use of part First Floor, Building A0, Chalk Farm Road, Hawley Wharf, London, NW1 (the 'Site') for the following proposals:

**"Change of use of the Site to flexible Class E/F1"**

#### **Site and Surroundings**

The Site is located at First Floor of Building A0, within the Hawley Wharf masterplan development site in the heart of Camden Town. Building A0 is located to the southwest of the masterplan and is bound by Chalk Farm Road to the west, the railway arches to the north and Regent's Canal to the south.

The Site is located within Camden Town and the Regents Canal Conservation Area. Building A0 is not listed but it is a building of local townscape merit.

#### **Recent Planning History**

Planning permission (ref. 2012/4628/P) was originally granted for the mixed-use redevelopment of the wider masterplan development site where the Site is located on 23 January 2013.

Since this time, there have been several minor material (Section 73) and non-material (Section 96a) amendments to the scheme, with the most recent planning permission (Section 73) for the site being ref. 2020/0362/P.

Planning permission ref: 2020/0362/P granted the following development:

**"Variation of various conditions of planning permission dated 23/01/2013 ref: 2012/4628/P amended by planning permission dated 03/12/2018 ref. 2018/1715/P (Redevelopment of site to create a mixed use development comprising 8 new buildings between 3 and 9 storeys in height to provide, employment,**

housing, retail market, cinema, produce market, including change of use of 1 Hawley Road to educational, together with associated engineering works to create basements, plant and ancillary works, highways, public realm improvements, car and cycle parking and landscaping, tree removals, and associated works, following the demolition of all buildings across the site including single storey shopfront extensions at 1-6 Chalk Farm Road (excluding 1 Hawley Road and remaining structures at 1-6 Chalk Farm Road), to reflect various physical and land use amendments to the permitted scheme, to relocate cinema (Class D2) to the northern arches, provision of new family entertainment (sui generis) use in the basement of Building C, including new mezzanine floor, relocation of light industrial (Class B1c) to the basement of Building A1, loss of existing market retail (Class A1), reconfiguration of Buildings A1 and A2 roof terrace seating, variation of condition 10 (cinema plan) and conversion of four market residential units to intermediate residential units and associated works.”

Under the latest s73 permission for the wider masterplan site, the first floor has permission to be used for retail (Class E). This floorspace has never been occupied for the approved use.

### **Pre-Application Discussions**

The proposals have been discussed informally with the Planning Officer at Camden who indicated that the proposal is acceptable in principle and advised that the appropriate procedural route for the proposed use would be to submit a standalone application for planning permission.

### **Proposed Development**

The proposed development incorporates the change of use of the Site from retail (Class E) to flexible Class E/F1. The proposals form part of the Applicant’s wider strategy to revitalise the Camden markets following the pandemic and to respond to the impact of changing retail consumer behaviours.

The prospective tenant for the Site is the London Flower School who teach floristry techniques to students and run various courses. All courses are sold via their website <https://londonflowerschool.com>. The classes run from 10:00 to 16:00 and students have access to the premises during this time only. Members of staff will be on-site between 08:30 to 18:00. At present there are 4-full time members of staff but the London Flower School are looking to expand staff number in the future. This expansion could potentially allow for training and local employment.

The London Flower School do not sell or deliver flowers. They do create installations for events off site, but this is done at the installation venue and would not take place at the Site. In terms of delivery and servicing, they will service the unit at around 6:30 am on the days when deliveries occur, there will be no other deliveries. Further details of how the Site will operate can be found with the Operational Management Plan, prepared by The London Flower School.

The proposals would lead to the following benefits at the masterplan site:

- i. Occupation of currently vacant first floor of Building A0 for a business that is in line with Camden Town;
- ii. Diversification of land use at the site to bring a wider audience to the masterplan and deliver an active use to the site where members of the public could visit;
- iii. No loss of active frontage at the site;
- iv. Potential opportunity to provide local employment; and
- v. Introduction of a use to support the character and function of the masterplan.

This application also seeks permission for flexible Class E use at the site. Flexibility is sought to ensure that a tenant with a business that operates under Class E could locate at the site without need for further planning permission, should the flower school operation cease.

The proposed change of use will result in the following floor areas:

Land Use	Existing sqm (GIA)	Proposed sqm (GIA)	Uplift (+/-)
Retail (Class E)	262	0	-262
Flexible E / F1	0	262	+262
Total	262	262	0

The planning application will not create any new gross internal floorspace and is therefore not liable for CIL.

**Planning Policy**

Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- i. The National Planning Policy Framework ('NPPF') (2021);
- ii. The London Plan, being the Spatial Development Strategy for Greater London (2021); and
- iii. The Camden Local Plan (2017).

Relevant supplementary planning guidance for the site includes the Regent’s Canal Conservation Area Appraisal and Management Strategy (2008).

In January 2021 Camden adopted a suite of updated Camden Planning Guidance documents.

**Planning Assessment**

Land Use - Loss of retail floorspace

Local Plan TC1 seeks to promote the distribution of retail and other town centre uses across the borough. Within town centres, the Council seeks the significant additional provision of retail in the Camden Town Centre.

The Site has planning permission to be operated as retail within Class E (formally A1). 262 sqm (GIA) of Class E retail space is proposed to be converted into flexible Class E/F1 use as part of this proposal.

The retail floorspace approved in this location under planning permission ref: 2020/0362/P, dated 28 October 2020, has never been operated as retail.

A Retail Marketing Letter, prepared by CBRE submitted in support of this application, confirms that the Applicant has undertaken a thorough marketing exercise to lease the space since December 2019. During the marketing exercise the Applicant has actively marketed the Site via targeted approaches to approximately 50 operators across a variety of sub sectors.

Despite this, no interest from retailers has been received. CBRE have provided the following reasons as to why the Site is not suitable for traditional retailers:

- i. It is situated on the first floor of the building, with access only available from the rear of the building, via an external staircase.
- ii. The only interest that has been received was from retailers looking at taking part of the ground floor of building A0, utilising the first floor as backup trading space, or as ancillary space for storage or staff areas.

Point ii was not attractive to the Applicant as they wish to activate this Site so that it can complement the mix of uses across the Hawley Wharf masterplan development to the benefit of the wider market. The flower school use would draw a new customer base to the area and would therefore drive footfall to the benefit of the retail units on the ground floor immediately below the Site and the tenants of the market more widely.

It is therefore considered that the unit in its current form, does not offer traditional retailers high street presence, or the opportunity for passing footfall to attract customers. The unit would be better suited at this moment in time to a leisure use, or as proposed, flexible retail/educational use such as the flower school, which will activate the first-floor space and provide a service to the local community and visitors to Hawley Wharf. The proposed flower school would also compliment the current tenant mix in the markets and would be beneficial to all existing and future tenants.

The loss of retail is therefore considered acceptable as the Site is not deemed appropriate for traditional retail tenants and the Applicant wishes to activate this part Hawley Wharf to compliment the other uses in the market.

#### Land Use – Flower School (Flexible E/F1)

Local Plan Policy TC2 states the Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. Camden will seek to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located; provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice; and make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area and focusing such uses in King's Cross and Euston Growth areas, Central London Frontages, and Town Centres.

Local Plan Policy TC4 states the Council will ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours.

Local Plan Policy TC6 sets out that the Council will consider the character of the existing market when assessing proposals for the refurbishment and redevelopment of markets.

Local Plan Policy C2 states the Council will work with its partners to ensure that community facilities and services are developed and modernised to meet the changing needs of our community and reflect new approaches to the delivery of services.

The proposed use of the Site will include the introduction of a new educational use in the form of the London Flower School (Flexible Class E/F1) to the mix of uses at Hawley Wharf.

Supporting paragraphs 9.44 and 9.45 refer to several uses commonly found in centres which are not included with the defined town centre use classes. Town centres are generally the most appropriate location for some of these uses and the Council will carefully consider their potential impact when assessing planning applications to make sure that they do not harm the centre or the amenity of neighbours. Particular issues that may arise include emissions and noise, highway and traffic problems and community safety and the fear of crime.

Although not explicitly listed within Camden's Local Plan as a main town centre use, the proposed Flower School is considered to meet the characteristics of a use appropriate for location in a town centre. The proposed use will attract new range of customers to the site and will support retailers at the ground floor and across the market whilst activating an otherwise long-term vacant unit at the Site.

The proposed use would also attract locals / Londoners / families and tourists to the market and would therefore contribute to and support the function of the market and would not harm the character and appearance of the market in line with Local Plan Policy TC6.

An Operational Management Plan has been prepared by the prospective tenant and submitted in support of this application and sets out how the site will be managed in terms of hours, staff numbers and deliveries.

Overall, therefore the proposed use is acceptable in principle in line with Camden's Local Plan policies.

#### Introduction of Class E floorspace

This application seeks to introduce flexibility at the site and enable commercial uses to take place should the flower school use cease.

The acceptability of Class E in this location within the wider masterplan is established by the approved use under planning permission ref: 2020/0362/P.

The introduction of 262 sqm (GIA) of Class E is in line with Camden Local Plan policies and would contribute to the mix of uses established at the masterplan by the Applicant and is therefore considered acceptable.

#### Operational Management

The London Flower School have prepared an Operational Management Plan (OMP).

The OMP sets out the opening hours, servicing and delivery details, waste strategy, staff numbers and number of visitors. The tenant will be required to operate the Site in line with the OMP via their lease.

#### Access

All levels of the venue are easily accessible via external stairwells and lifts, in line with the approved, as built situation.

### Enhancing the Camden Market ecosystem

Local Plan Policy TC2 states Camden will seek to protect and enhance the role and unique character of each of Camden's centres and will seek to provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice. Local Plan Policy TC6 states that the Council will consider the character of the existing market when assessing proposals for the refurbishment and redevelopment of markets.

The proposals are in line with Camden local policies TC2 and TC6 as they will support and improve the continued function of the Site within the Market. The diversification of the Camden Market offer will enhance the vitality and activity within this part of the market. The proposed use would complement the current tenant mix within the market, which will benefit future and existing tenants.

### **Conclusion**

The development can be seen to contribute to the diversification of the Market in line with Camden's town centre and market planning policies, so contributing to the success of the market at large in line with Local Plan Policies TC2 and TC6.

It is considered that the proposals for which planning permission is sought complies with the local, regional and national planning policy. It is considered that there are no material considerations of sufficient weight to determine that the application is other than in accordance with the Development Plan, on this basis, planning permission should be granted for the application accordingly

### **Application Documentation**

In support of each of the applications, we enclose the following documents:

- Completed Application Form and certificates;
- Site Location Plan, prepared by Labtech;
- Completed CIL Form, prepared by Gerald Eve;
- Retail Marketing Information, prepared by CBRE;
- Existing and proposed plan drawings, prepared by LabTech; and
- Operational Management Plan, prepared by The London Flower School (to be issued separately).

The requisite application fee (£462) has been paid online using the planning portal.

We look forward to receiving confirmation of registration and validation of the applications in due course. In the meantime, please do not hesitate to contact Anna Gargan (020 7518 7240) or Andrew Jackson (020 486 3734) of this office should you have any questions regarding the above.

Yours faithfully

*Gerald Eve LLP*

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