



GERALDEVE

One Fitzroy, 6 Mortimer Street,
London W1T 3JJ
Tel. +44 (0)20 7493 3338
geraldev.com

London Borough of Camden
Planning Services
5 Pancras Square
c/o Judd Street
London
WC1H 9JE

FAO: Laura Dorbeck

Our ref: NDA/AGA/AMU/BWA/J10003

Your ref: PP-11387386

25 July 2022

Dear Sir/Madam

Town and Country Planning Act 1990 (as amended)
Hawley Wharf Produce Market, Hawley Wharf, London, NW1 8AA
Application for Full Planning Permission

We write on behalf of our client, Stanley Sidings Limited (the “Applicant”), to submit an application for planning permission for the erection of a stretch tent for a temporary period over three years from late October to early April to provide weather protection for the approved Hawley Wharf Produce Market stalls and sellers, encouraging footfall and dwell time for customers year-round.

Planning Permission is sought for:

“Erection of stretch tent for a temporary period of three years during the months of October – April (inclusive), and associated works”

Site and Surroundings

The Hawley Wharf Produce Market is located within the public realm outside of building C2 within the Hawley Wharf Market. The market hosts around 40 different stalls and is operated Wednesday to Sunday, 9am to 7pm. The Site forms part of the Hawley Wharf Masterplan Site.

The Site is located within Camden Town Centre and is well served by public transport services and has a Public Transport Accessibility Level of 6b given its proximity to Camden Town Underground station which is located 350 metres to the south of the site; Camden Road Overground station located 450 metres to the east of the Site.

Relevant Planning History

Planning permission for the Farmer’s Market was originally granted on 23 January 2013 (ref. 2012/4628/P) as part of the mixed-use redevelopment of the wider Hawley Wharf site. There have been various minor-material and non-material amendments to the scheme since this time.

The operative planning permission (ref. 2022/0972/P) was granted on 12 July 2022 for the following:

“Variation of condition 11 (opening hours) of planning permission dated 28/10/2020 ref: 2020/0362/P which itself varied application 2018/1715/P dated 03/12/2018 and 2012/4628/P dated 23/01/2012 for the 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, and associated works (summary), AMENDMENTS INCLUDE changes to Building A market retail operational hours.”

On 7 April 2022, as a result of the detailed discussions with the Produce Market operator, a non-material amendment application (ref. 2021/5447/P) to planning permission ref. 2020/0362/P was granted against the extant condition for the following:

“The market stalls and associated equipment shall be permanently removed and stored in the Area C on the days when the Produce Market use is not in operation.”

Background

Since the opening of the Produce Market in 2021, traders have faced shifts in shopping patterns and competition from discount retailers, supermarkets and the Internet. To be successful and sustainable places in the long-term, markets need to attract people to visit and stay. This is made difficult during the winter months when weather reduce visitor dwell time in the markets. Further to this challenge, markets at large, have been deeply affected by the Covid-19 Pandemic as social distancing rules, common sense and caution have led to empty stalls and the loss of business.

Proposals

In order to address the identified issue and support the Produce Market traders, the Applicant proposes to install a stretch tent structure which would cover the whole market space in the square.

The proposed stretch tent would be erected for the winter months from October until April each year for three years. Temporary planning permission is sought for the proposed stretch tent for a period of three years so that the Applicant and the Council can review the success of the structure during this time prior to agreeing a long-term solution.

Through consultation with the Produce Market traders, the stretch tent has been designed to support their requirements, namely to protect both themselves and their produce, whilst allowing free movement throughout the space. The design of the stretch tent will be an all-weather, lightweight tent with festoon lights under the tent to create an attractive and inviting environment. The tent structure will be maintained and reviewed on an ongoing basis, it will be cleaned prior to installation and once it has been removed (April). When the stretch tent is not in use it will be stored at Hawley Wharf in D3 and D4. LabTech Facilities team will be responsible for managing the dismantling and erection of the structure.

The proposed stretch tent is manufactured from high tenacity polyester stretch fabric and coated with an elastomeric polymer coating that is flame retardant and treated with an anti-microbial agent and UV stabilisers. The nature of the material allows for easy cleaning without high pressure water hoses. Furthermore, the lightweight design of the tent will allow flexibility of being able to remove the tent seasonally with minimal impact to the built environment.

There will be no impact on accessibility to the Produce Market, or the surrounding buildings, and the proposals do not seek to change the operational hours of the Market. Further details in relation to the proposal are provided in the enclosed Design and Access Statement, prepared by LabTech.

Pre-Application Advice

Details of the proposed stretch tent were submitted to Camden on 31 March 2022 for pre-application advice. The proposals received in-principle support from Camden.

Officers indicated that the proposals would be sensitive to the setting, the neighbouring buildings and would appropriately consider existing trees. The temporary nature of the proposals for a period of three years was also welcomed by officers.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan consists of:

- The London Plan (2021); and
- The London Borough of Camden's Development Plan which consists of the Local Plan (2017), Policies Map, Site Allocation Document (2013) and various Area Plans.

Relevant supplementary planning guidance for the site includes the Regent's Canal Conservation Area Appraisal and Management Strategy (2008) which is also a material consideration.

Planning Assessment

Design and Conservation

Local Plan Policy D1 seeks to ensure development respects local context and character, preserves or enhances the historic environment and heritage assets, is of sustainable and durable construction and is adaptable to different activities and land uses and comprises details and materials that are of high quality and complement the local character.

The stretch tent has been designed to respect and enhance the Produce Market Site, due to the lightweight material allows for flexibility, ease of removal in April whilst also ensuring a low impact on the built environment. The tent will have a 1-meter-wide holes where appropriate in order to protect existing trees on the Site and allow for future growth. Festoon lights are proposed under the tent to create an attractive and welcoming environment for customers. The material, lighting and placement of the tent ensure minimal impact on neighbouring amenity whilst enhancing the market site.

The proposal is considered to have minimal visual impact on the street scene and will greatly enhance the environment of the Produce Market during winter months. It is considered that the proposal complies with Policy D1 of the Local Plan.

Enhancing Hawley Wharf Market

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 proposed stretch tent installation will respond to existing challenges at the Hawley Wharf Produce Market. The stretch tent will improve the usability of the outdoor space at the market during winter months (which are prone to inclement weather) by providing shelter to both the traders and customers of the Market, thereby making the market a year-round space. The stretch tent will both encourage footfall and dwell time at the market whilst also protecting the produce on the stalls below. As mentioned, the cover will also provide a better working environment for the traders.

The anticipated public benefits of the proposed stretch tent within Hawley Wharf Market include:

- Activating the Produce Market during the winter months;
- Supporting traders during a challenging season;
- Encouraging visitors to come to the Market and increasing dwell times;
- Enhancing a place making square within Camden, attracting locals and visitors; and
- Introducing sensitive design which sits well within the site and surrounding area.

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 Hawley Market as detailed in the public benefits above. The proposals will enhance the vitality and activity within this part of the market as the proposed stretch tent will allow the Produce Market to be utilised during the winter months of the year. The proposals have been discussed with the local traders, who have actively welcomed the proposals.

Conclusion

The proposals will preserve and enhance the character and appearance of the Site and its function, whilst also contributing to the wider character and appearance of Hawley Wharf Market. The proposed tent has been designed to work within the built surroundings and protect the trees on site. The proposal is for a temporary period and will support both traders and customers during the winter months for period of three years. Therefore, the proposal accords with the development plan. The improvements to the Site will secure the longevity and attractiveness of this part of the market in line with Local Policy TC2.

It is considered that the application complies with the relevant policies within the Camden Local Plan. It is further 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.

Supporting Documents

Alongside this letter, the following has been submitted as part of the application (Planning Portal Ref. PP-11387386)

- Completed Application Form and Certificates;
- Site Location Plan, prepared by Labtech;
- Site Plan, prepared by LabTech;

- Completed CIL Form;
- Existing and Proposed Sections, prepared by LabTech;
- Existing and Proposed Elevations, prepared by LabTech;
- Existing and Proposed Roof Plans, prepared by LabTech; and
- Design and Access Statement, prepared by Labtech.

The application fee £462 (plus £32.20 service fee) has been paid online via the Planning Portal.

We trust that you have all the information you require to register the application. In the meantime, please do not hesitate to contact Anna Murray (020 7333 6284) or Bethan Warwick (0738 540 9543) of this office should have any questions regarding the above.

We look forward to receiving notice of your receipt and validation of this application.

Yours faithfully



Gerald Eve LLP
AGargan@geraldeve.com
Direct tel. +44 (0) 207 518 7240