



WELCOME!

Welcome to today's public consultation event.



Following a successful Residents' Ballot in December 2022, the project team have been working closely with the Juniper Crescent community to further develop and refine the new masterplan. The engagement workshops and feedback received have informed the evolution of the latest masterplan. Today we would like to present these high-level plans to the wider community and stakeholders as part of our first round of public consultation.

In July 2017 Camden Council identified Juniper Crescent as part of the wider Camden Goods Yard Framework area to deliver a significant increase in the number, mix, type and affordability of homes. The regeneration of Juniper Crescent provides One Housing and Countryside, the opportunity to deliver an uplift of affordable homes in a scheme that will provide 50% affordable homes (by habitable room).* Additionally, the proposals provide us with the opportunity to ensure that all homes comply with or exceed London Space Standards and ensure that all homes will have level access, improved amenity spaces and public realm. Currently 81% homes do not comply with current size standards and there are no lifts on the estate.

MEET THE PROJECT TEAM

One Housing



Registered Housing Provider

A housing association and not-for-profit organisation with a strong social purpose. One Housing is a part of Riverside Group Limited and offers a wide range of housing options including homes for social rent in partnership with local authorities.

Countryside

Partnerships

Places People Love

Development Partner

UK's leading mixed-tenure developer, bringing together modern and efficient delivery methods to create sustainable communities where people love to live.

PRP

Architecture, Masterplanning & landscape architecture

Design led team with over 60 years' experience in community led housing regeneration developments in the UK and across London.



Independent Tenant Advisor

Selected by tenants' representatives at the start of the redevelopment process to help improve discussions between residents and One Housing, and provide confidential advice and support tenants.

Connect

Public and Stakeholder Engagement

Community and stakeholder consultation experts to deliver our wider public and stakeholder engagement.

JUNIPER CRESCENT



THE MASTERPLAN

EVOLVED 2023 MASTERPLAN



Juniper Crescent masterplan has been refined following the December Ballot, integrating feedback from residents, changes to Building Regulations, the Design Review Panel and Camden Council planning officers. The images above and below illustrate the latest masterplan and its key design features.

Aerial view of the masterplan vision



JUNIPER CRESCENT



THE NEW HOMES



Delivery of 450-470 new homes



Brighter, spacious, modern homes



At least 50% affordable housing (by habitable room), with a mix of tenures to help meet Camden's Housing Need



Safer, more accessible neighbourhood



Private amenity space for all homes

SUSTAINABILITY STRATEGY

The masterplan is underpinned by a strong sustainability agenda, that prioritises longevity and adaptability as outlined below.



Healthy Homes

Homes, community and open spaces where people can lead happy, healthy and sustainable lifestyles.

- Prioritise passive design measures
- Promote outdoor comfort
- Optimising façade design for daylight and overheating
- Design for quiet and well ventilated homes



Sustainability habitats

Provide natural habitats for a balanced and thriving urban ecology

- Urban greening
- Biodiversity
- Climate resilience
- Promote carbon sequestration
- Opportunities for people to enjoy high quality green spaces
- Promote outdoor living



Empowered Community

An inclusive and diverse community that can contribute meaningfully towards shaping their neighbourhood

- Community led design
- Building skills
- Creation of an Estate Board
- Accessibility for all
- Design for diversity
- Transport and data connected
- Healthier, happier and more resilient communities



Next steps

Zero Carbon and Circular Economy principles will be explored as the design evolves



JUNIPER CRESCENT



NEW OPEN SPACES

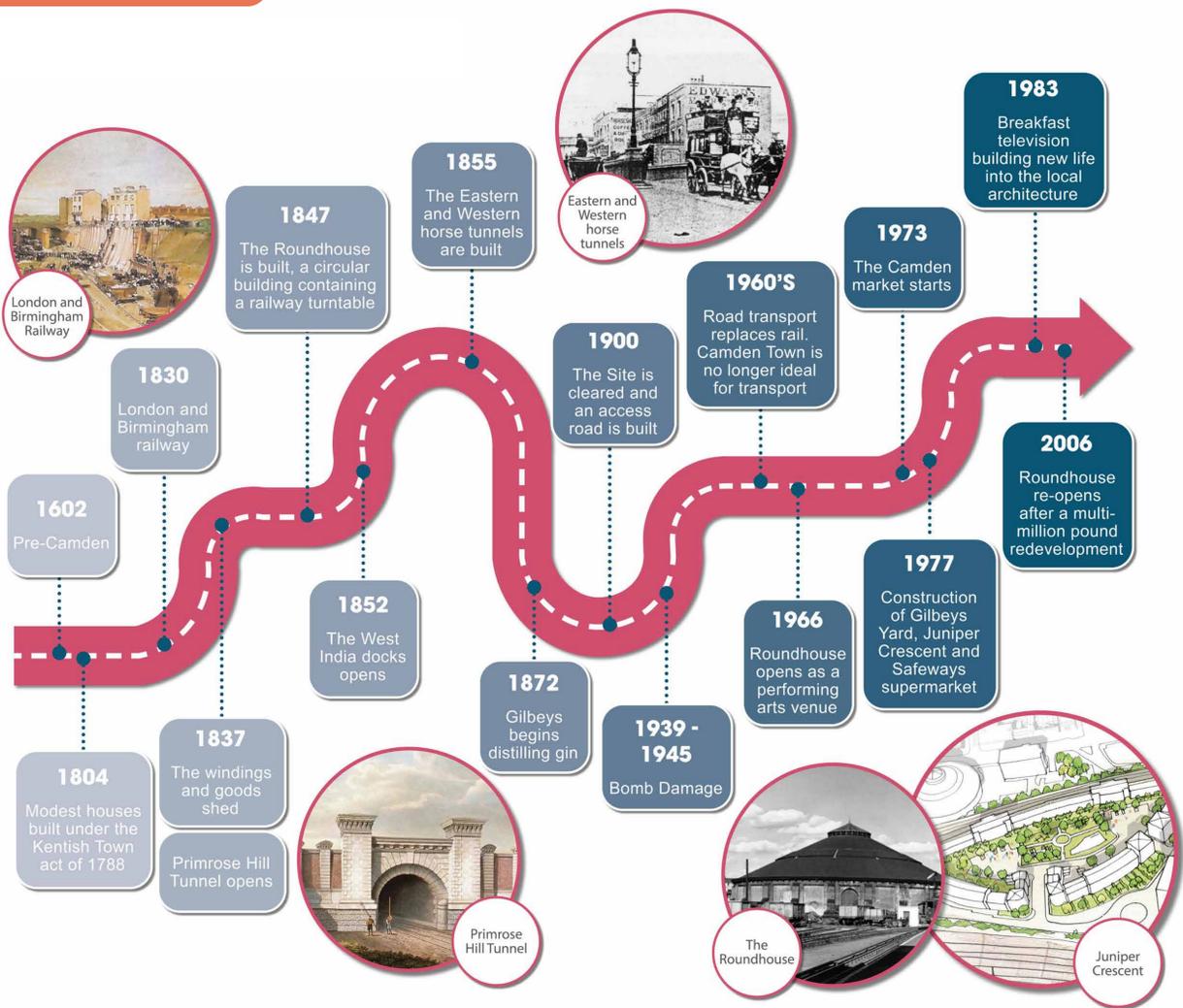
COMMUNAL OPEN SPACE



We are committed to ensuring there are more spaces for activities for all ages. The proposed open spaces will include multi functional civic spaces, family-friendly spaces with play features and quiet spaces for relaxation.

The masterplan has been developed to respond appropriately to surrounding heritage assets such as the Roundhouse (Grade II* listed) and views from the Primrose Hill Conservation Area.

SITE HISTORY



JUNIPER CRESCENT



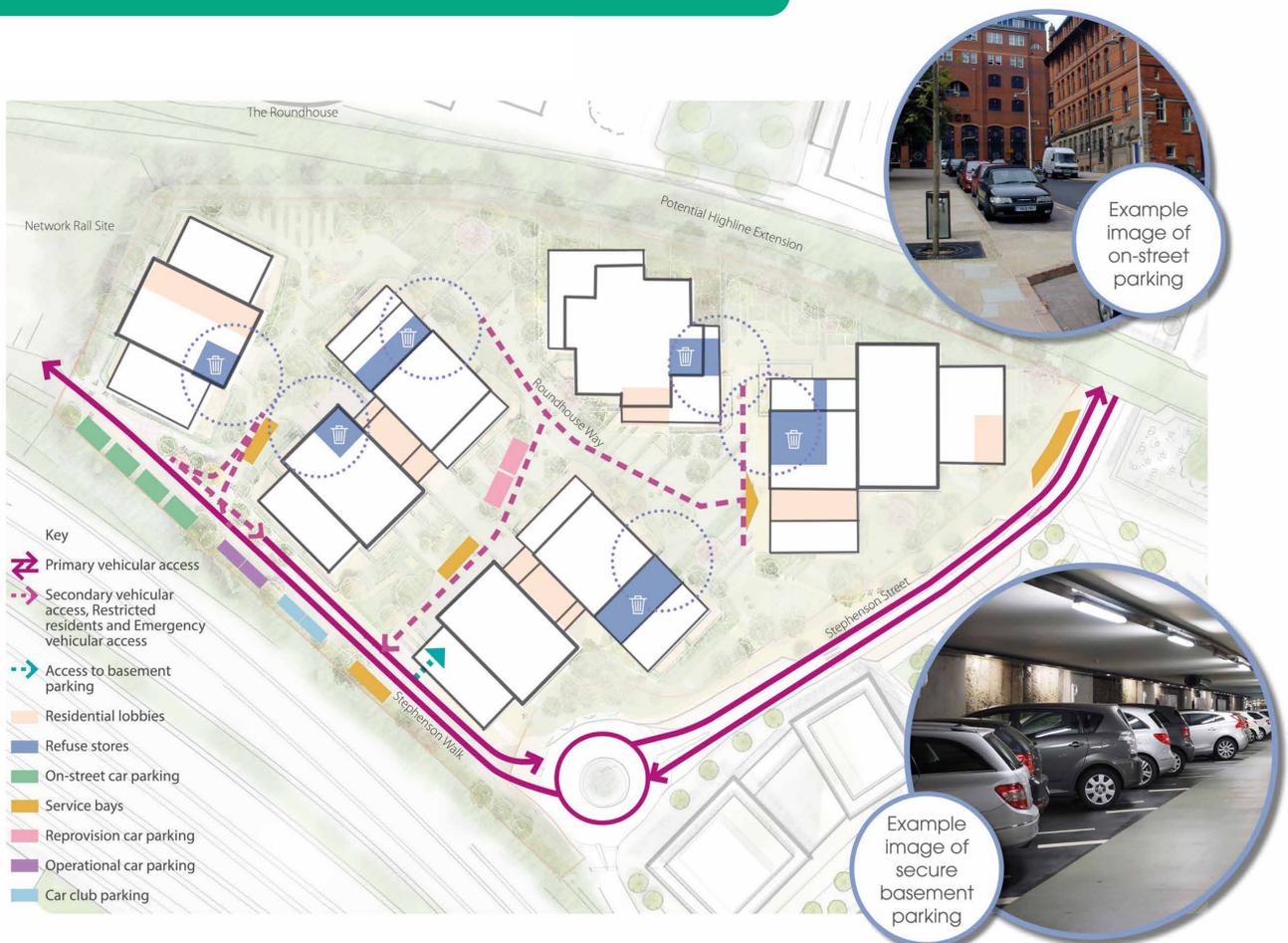
ACCESS & SERVICING

Stephenson Street and Stephenson Walk will be the primary vehicular access routes accessing the Morrisons' site, Network Rail and Juniper Crescent. It is proposed that the new development will have a central shared surface route that will service most buildings, with the remaining buildings to be serviced from Stephenson Walk.

The landscape proposals will integrate these routes seamlessly so that when servicing is not occurring, all spaces can be prioritised for pedestrians and outdoor activities.

Each household who currently has a parking permit will get one permit on the new estate. The parking will be located in a secure basement car park with CCTV. We are exploring options for visitor parking for family and friends. New residents on the estate will not be permitted a parking permit, in order to encourage a car free development.

PARKING AND SERVICING STRATEGY



JUNIPER CRESCENT



A SHARED VISION

The vision for the new Juniper Crescent neighbourhood is a shared one. Juniper Crescent residents have helped us to understand what type of place Juniper Crescent should become and what it needs to achieve to be a success. The shared vision should consider Juniper Crescent as a neighbourhood in its own right. A corner of Camden that is sheltered from the hustle and bustle but has its own distinctive feel.

The shared vision presented to you today is about building high-quality modern homes set in a vibrant green neighbourhood with beautiful spaces designed to provide a variety of vibrant spaces for residents to socialise and relax.

THE MASTERPLAN



WE NEED YOUR VIEWS!

GET INVOLVED IN FUTURE EVENTS TO DEVELOP THE DESIGN PROPOSAL WITH THE DESIGN TEAM!

AERIAL VIEW OF THE MASTERPLAN VISION



JUNIPER CRESCENT



YOUR FEEDBACK & NEXT STEPS

PUBLIC CONSULTATION PROGRAMME

DECEMBER 2022



SUCCESSFUL BALLOT

OCTOBER 2023



FIRST PUBLIC CONSULTATION EVENTS

AUTUMN/
WINTER 2023



FEEDBACK ANALYSIS & DESIGN UPDATES

EARLY 2024



FINAL CONSULTATION EVENTS

SPRING 2024



SUBMISSION OF PLANNING APPLICATION

SUMMER/
AUTUMN 2024



PLANNING APPLICATION DETERMINATION EXPECTED

WINTER 2025



WORK TO COMMENCE ONSITE



YOUR FEEDBACK

We want your feedback! Please use one of our physical feedback forms, or use any of the channels below to stay in touch and keep up to date



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