



# HELLO AND WELCOME!

Welcome to the final exhibition event for Juniper Crescent! We hope you are well!



We are here today to present the evolved masterplan and final images for the future Juniper Crescent before the submission of a planning application to Camden Council.

Today, we will show how your feedback over the previous workshops and exhibition events has shaped the proposals for Juniper Crescent.

## WHAT WILL BE DISCUSSED AT TODAY'S EVENT?



The journey so far



The shared vision



A safer, more accessible neighbourhood



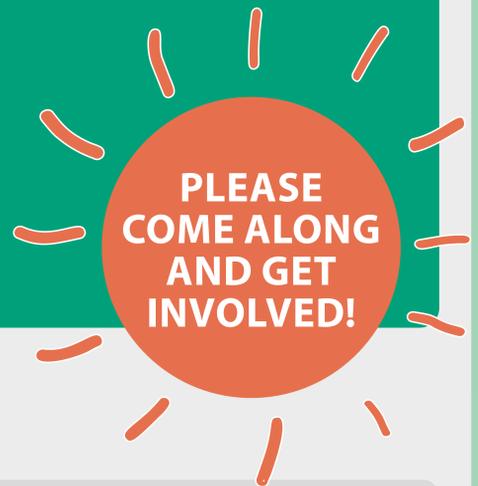
Your new open spaces



Building elevations



Next steps



## MEET THE TEAM...

**ONE HOUSING** (part of Riverside)  
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**  
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 60 years experience in community led housing regeneration developments in the UK and across London.

**CONNECT**  
Public and Stakeholder Engagement

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

**COMMUNITIES FIRST**  
Independent Tenant Advisor (ITA)

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.



# JUNIPER CRESCENT



# THE JOURNEY SO FAR

## THE COLLABORATIVE JOURNEY

Since 2017, One Housing have been engaging with residents on the regeneration proposals for Juniper Crescent and listening to your feedback. You have worked with us both before the ballot and after to shape the layouts of new homes, the building materials palette, elevations and communal open spaces.

Community involvement has played an essential role in the Juniper Crescent design development as it has allowed the project team to better understand your needs, ideas and concerns which in turn, have influenced the design.

**We are excited to share the final designs for Juniper Crescent with you today. The project team are available to answer any questions you have.**



Event 1. Intro Event



Event 2. Workshop: Landscape, Community Uses & Architecture



Event 3. Exhibition: Design Updates & Feedback



Event 4. Workshop: Home Layouts & Landscape

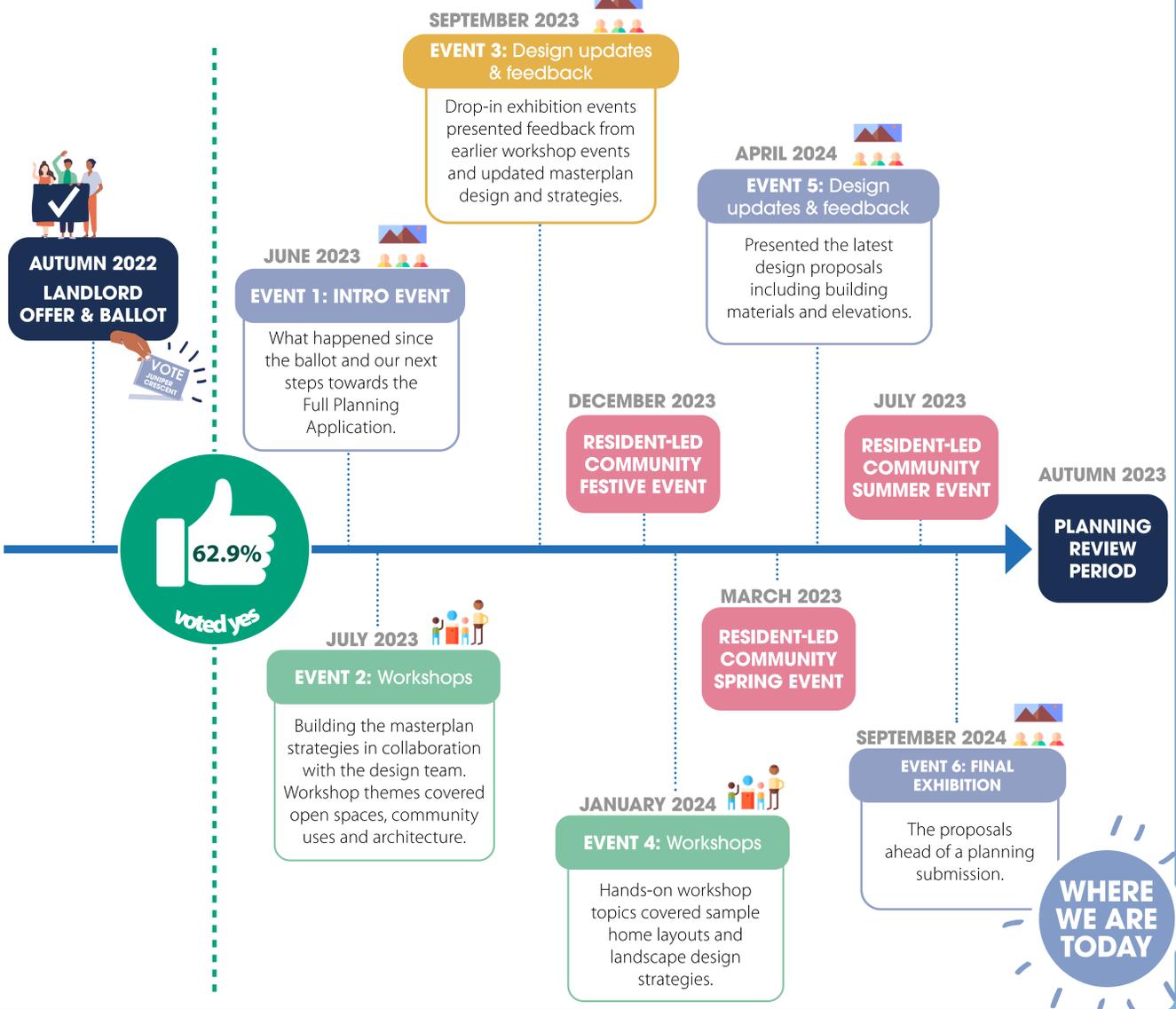


Event 5. Exhibition: Design Updates & Feedback



Event 6. Final Exhibition

## TIMELINE OF EVENTS



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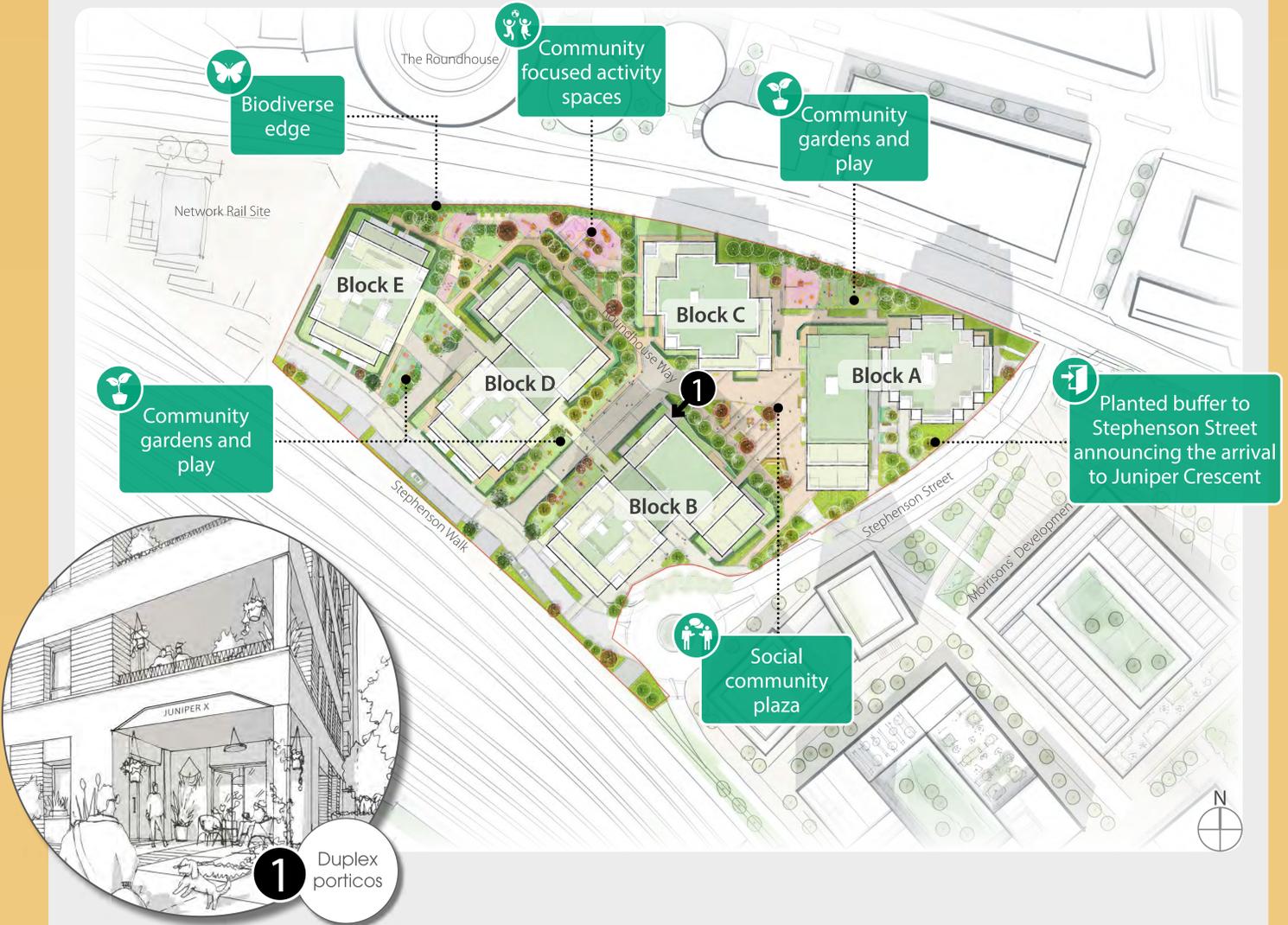
# A SHARED VISION

The vision for the new Juniper Crescent neighbourhood is a shared one. You have helped us understand what type of place Juniper Crescent should become and what it needs to achieve to be a success. You have told us that this 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 open spaces for people to socialise and relax.

The regeneration of Juniper Crescent will deliver 478 homes that will provide 50% affordable homes based on habitable rooms. Of the additional affordable homes, 70% will be social rent and 30% will be intermediate rent.

## THE MASTERPLAN



## AERIAL VIEW OF THE MASTERPLAN VISION



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# A SAFER, MORE ACCESSIBLE NEIGHBOURHOOD

## A SAFER PLACE TO LIVE

- ✓ Enhanced surveillance through design
- ✓ CCTV throughout, video door entry system with fob access
- ✓ Fob access to secured basement parking
- ✓ Fob access to bin and bike stores in every building
- ✓ Low level planting to improve visibility
- ✓ Limited vehicular access at the centre of Juniper Crescent
- ✓ Improved lighting throughout

### Fire safety

All buildings and flats will be designed to meet the latest building and fire safety regulations. All buildings will be fitted with sprinklers and dry risers to provide water for firefighting, and there will be efficient smoke ventilation in all communal corridors. Qualified fire engineers have checked the designs at every stage.



## PARKING AND SERVICING STRATEGY

Stephenson Street and Stephenson Walk will be the primary vehicular access routes accessing Juniper Crescent, the Morrisons' site and Network Rail. The servicing routes within the site have been consolidated to the south and east of the site, leaving the northern open spaces fully pedestrianised. The landscape proposals will integrate the service routes within the site seamlessly so that when servicing is not occurring all spaces can be prioritised for pedestrians and residential outdoor activities.



### YOU TOLD US:

- As it is today, the cars feel like the most important thing in the communal open space – almost like a display of cars
- Cycle storage easily accessible
- Provide more disabled car parking spaces
- A secure area to keep bikes.
- A parking meter for visitors – a different parking system



# JUNIPER CRESCENT



# YOUR NEW OPEN SPACES



## YOU TOLD US

In July 2023 and April 2024, we asked residents how you would like Stephenson Street to look and feel. This feedback has directly influenced the emerging proposals and is shown below:

### YOU SAID

Representation of history should be more artistic and less literal

Good and enjoyable walking areas to promote walking and fitness

Create a welcoming space to sit and relax

### WE DID

Opportunity for brick wall art inspired by local heritage at the arrival to Stephenson Street

Stephenson Walk has pocket green spaces all along, making the walk home more enjoyable

High quality social spaces have been provided with seating and planted areas

### YOU SAID

Security is important

I like the example with the steps on Kings Cross

I prefer the green spaces from the hardscaped areas

### WE DID

The community hub activates and overlooks Stephenson Street

Stepped pocket green spaces are used when site levels change, creating an attractive arrival to Juniper

Pockets of gardens with trees and ornamental planting

## AERIAL SECTION OF STEPHENSON STREET

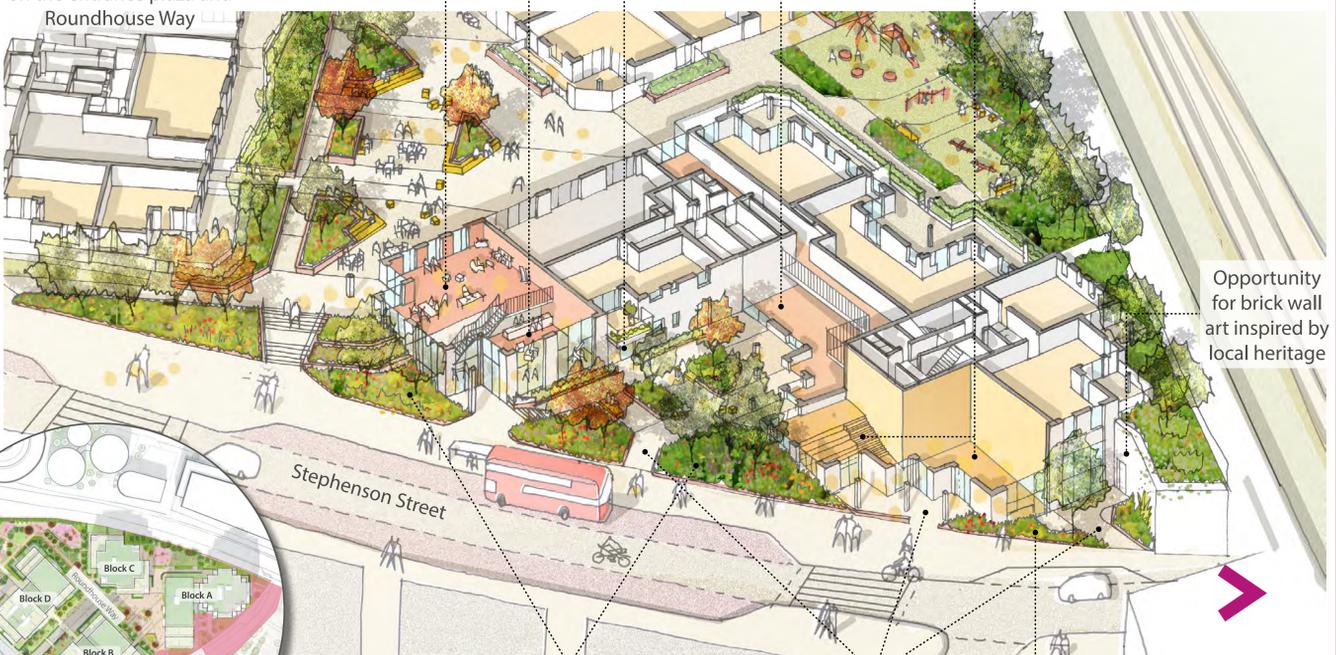
Community hub on two levels providing activation on the entrance plaza and Roundhouse Way

Caretaker

Communal entrance lobby

Opportunity for flexible uses on two levels providing activation on Stephenson Street and the entrance plaza

Opportunity for brick wall art inspired by local heritage



Sloped and terraced gardens with trees and ornamental planting

Step free access

Arrival to Stephenson Street: soft planting



## ARTIST'S IMPRESSION OF STEPHENSON STREET

### A WELCOMING ENTRANCE TO JUNIPER CRESCENT



## PRECEDENT IMAGES



Pedestrian movement area with planting and seating



Planted banks



Stepped landscape



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# YOUR NEW OPEN SPACES



## YOU TOLD US

In July 2023 and April 2024, we asked residents how you would like Roundhouse Way to look and feel. This feedback has directly influenced the emerging proposals and is shown below:

### YOU SAID

### WE DID

### YOU SAID

### WE DID

Outdoor space to improve quality of life

Increased the amount of open space by over double

Outdoor fitness equipment

Outdoor fitness including for callisthenics has been provided on Roundhouse Way

Flexible spaces for community events and activities

Provided a hardstanding plaza next to the community hub with opportunities for community events

Play for different age groups

Naturalistic play for 0-4yr, adventurous play for 5-11yr and informal sports for 12-17yr

Basketball hoop

A basketball hoop has been provided within the main play area

Trees to absorb CO2

We are providing over 100 new trees with the evolved masterplan

## PRECEDENT IMAGES



Opportunities for edible landscape



Hardstanding Plaza with raised planters



Opportunities for small community events



Opportunities for play features



Naturalistic play

## ARTIST'S IMPRESSION OF JUNIPER POINT

### VIBRANT FLEXIBLE OUTDOOR SPACE FOR COMMUNITY EVENTS



## ARTIST'S IMPRESSION OF ROUNDHOUSE WAY

### MAIN ACTIVE PLAY AREA WITH VIEWS OF THE ROUNDHOUSE



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# YOUR NEW OPEN SPACES



## YOU TOLD US

In July 2023 and April 2024, we asked residents how you would like your communal courtyards to look and feel. This feedback has directly influenced the emerging proposals and is shown below:

### YOU SAID

Opportunity for communal growing areas

Mixture of open spaces allowing for social time as well as quiet time

Like edible landscape

### WE DID

Planting beds and edible plants have been provided within communal courtyards

Quiet areas have been provided for people to sit and relax, in addition to play and social areas

Edible landscape has been provided along the perimeter green buffer

### YOU SAID

Dog bins

Play areas to provide options for all age groups

Like wild plants and low maintenance planting

### WE DID

Dog bins have been provided across the site

Each communal courtyard has a different character: quiet & relaxing, multi generational play and doorstep play

The planting strategy includes native species and is low maintenance and supports wildlife

## PRECEDENT IMAGES



Shared surface within the Courtyard between blocks B&D



Play for 0-4 year old children



Edible/growing area



Seating within the edible landscape



Pedestrian area



Play for 5-11 year old children

## ARTIST'S IMPRESSION OF COMMUNAL COURTYARD

### QUIET AND RELAXING AREA WITH SEATING



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# BUILDING ELEVATIONS

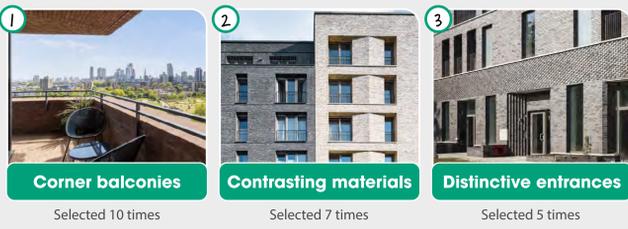


## WHAT YOU TOLD US

Residents were presented a variety of precedent images and word stickers which were categorised by: Appearance Ideas, History and Heritage Inspiration, Building Materials and Special Features. The 3 most popular precedent images for each category are presented below.

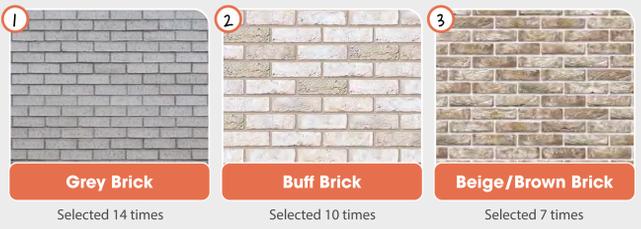
### How would you like your buildings to look?

These were the most popular images:



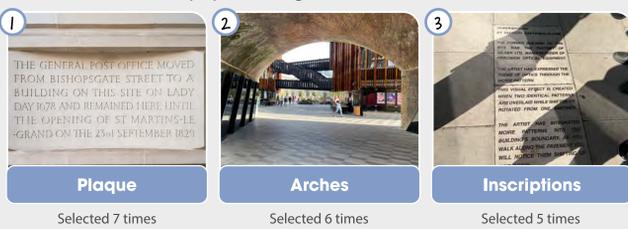
### Which building materials do you like?

These were the most popular images:



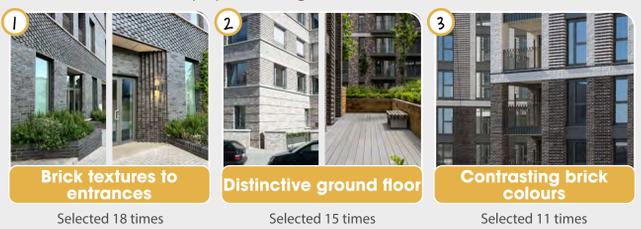
### How would you like history to be represented?

These were the most popular images:



### Which special features do you like?

These were the most popular images:



## WHAT WE DID

Residents' feedback has been considered and incorporated into the design, wherever possible. The emerging materials palette has been informed by residents' feedback and consists of neutral tones of brick with grey and bronze/brass metal used as special features. The palette has also been influenced by the local character of the surrounding area.

## YOUR IDEAS HAVE BEEN INCORPORATED INTO THE DESIGN:

- Corner balconies (on most homes)
- Contrasting materials
- Distinctive entrances
- Grey brick (light grey brick)
- Buff brick (buff brick)
- Beige/Brown Brick (London stock)
- Brick textures to entrances
- Distinctive ground floor brick detailing and textures



## MATERIALS PALETTE

BRICK COLOURS:

### YOUR FAVOURITES



METAL COLOURS TO BALCONY BALUSTRADES:

EXAMPLE BUILDINGS:



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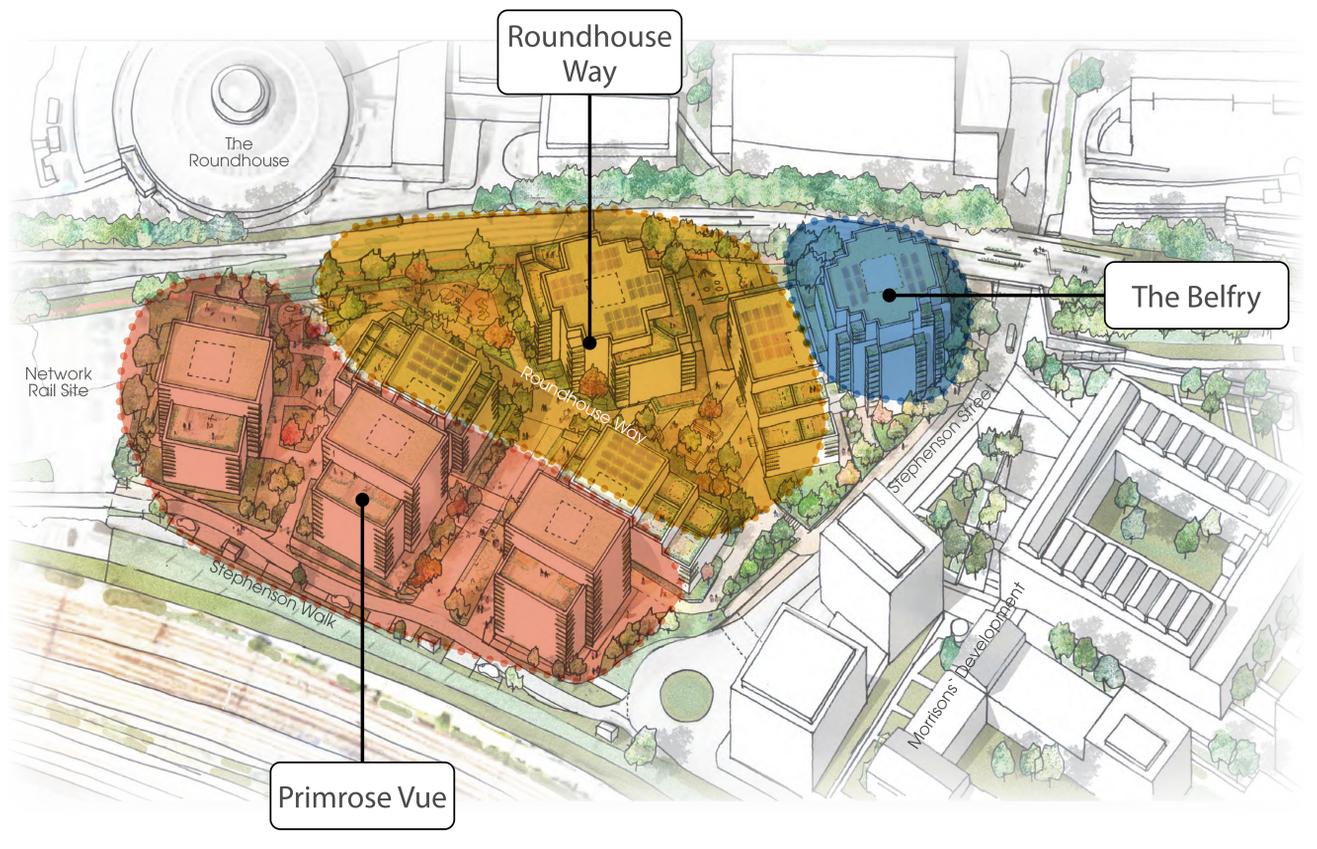


# ARCHITECTURAL CHARACTER AREAS

## CHARACTER AREAS

Three character areas are being proposed which will offer distinction in appearance through different materiality, details and textures. The character areas have been informed by the residents' feedback, the local area and the history of Juniper Crescent.

The Belfry announces your arrival at Juniper Crescent and will be seen from a long distance. Roundhouse Way is the central character area and will have a modern and distinctive appearance, taking inspiration from the new developments in Camden and the site's heritage. Primrose Vue overlooks Primrose Hill and references the architecture and materials palette of the surrounding conservation areas.



## CGI IMAGE OF THE MAIN ACTIVE PLAY AREA ON ROUNDHOUSE WAY



# JUNIPER CRESCENT

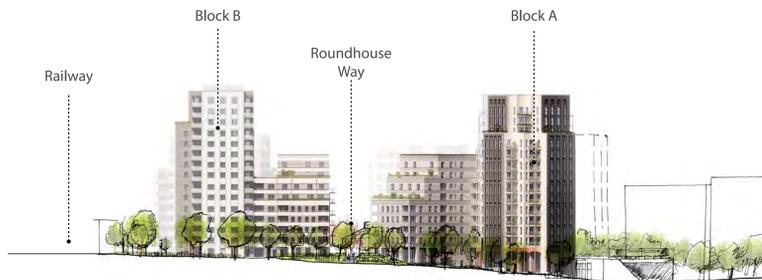


# ARCHITECTURAL CHARACTER AREAS

## CHARACTER AREAS

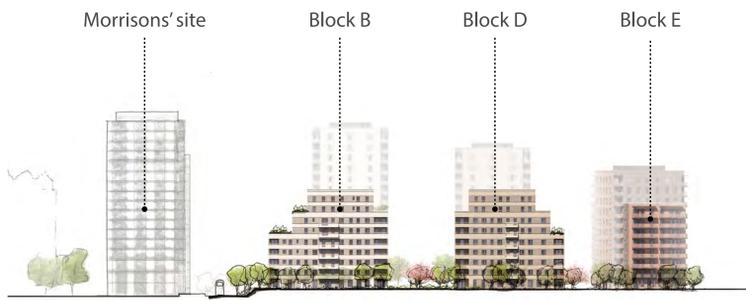
### THE BELFRY

The Belfry will be a sculptural building announcing the entrance to Juniper Crescent and Camden Goods Yard. It will include distinctive details at ground and top levels which will be seen as you enter Juniper Crescent and from far away on long distance views. This building has been inspired by The Interchange, a local landmark.



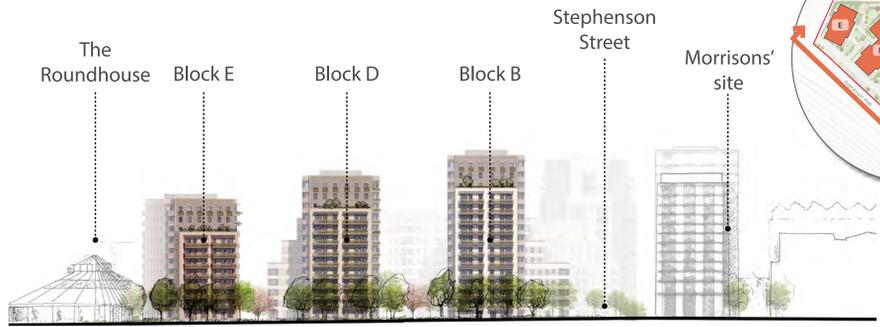
### ROUNDHOUSE WAY

Roundhouse Way is inspired by the new contemporary developments in Camden as well as the heritage buildings. The architectural approach will include distinctive details expressed at ground floor and street entrances, as well as contrasting materials on the upper levels.



### PRIMROSE VUE

Primrose Vue has a bold and simple interpretation of the industrial and residential local heritage. The area references the surrounding conservation areas, including Harwood Road and Primrose Hill, their elegant proportions, elegant proportions and materials palette.



### CGI IMAGE OF ROUNDHOUSE WAY IN THE EVENING



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# NEXT STEPS

## WHAT HAPPENS NEXT?



## WOULD YOU LIKE TO JOIN THE ESTATE BOARD?

As part of the regeneration, we have set up a Juniper Crescent Estate Board for the new development, consisting of residents, One Housing, Countryside and the project team.

- AN OPPORTUNITY TO BE INVOLVED IN THE ONGOING MANAGEMENT OF THE ESTATE**
- BE PART OF A FORUM AND HELP US DEVELOP THE COMMUNITY CHEST**
- ESTABLISH LOCAL PRIORITIES AND DEVELOP IDEAS**
- PLAY A KEY ROLE IN MONITORING OUR COMMITMENTS**



The board meets once a month, with flexibility to increase or decrease frequency when needed.

The next hybrid meeting is **Tuesday 1st October, 18:30 - 19:30** at Castlehaven Community Association & Online!

## SPEAK TO THE TEAM

**Dan Heron**  
Development Manager  
Countryside

**Paul Handley**  
Head of Regeneration  
One Housing

**Raj Mandair**  
Regeneration Manager  
One Housing

**Mahbub Khandaker**  
Development Director  
Countryside

**Marina Cox**  
Regeneration Officer  
One Housing

**Nadine Landes**  
Urban Designer  
PRP Architects

**Shaun Simpson**  
Regeneration Officer  
One Housing

**Roumpini Perakaki**  
Associate  
PRP Architects

**Col Bio**  
Architect  
PRP Architects

**Alexandra Andone**  
Associate Director  
PRP Architects

**Steve Gair**  
Project Manager  
One Housing

**Ian Simpson**  
Resident Adviser  
Communities First

If you would like a 1-1 confidential advice, please speak to Ian Simpson and the Communities First team.

Many members of the team are on hand today and are available to answer any questions that you may have.

## ARTIST'S IMPRESSION OF COMMUNAL COURTYARD DOORSTEP PLAY ON YOUR WAY



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