



HELLO AND WELCOME!

ARTIST'S IMPRESSION OF JUNIPER POINT



Following a successful ballot of Juniper Crescent residents in December 2022, the project team have been collaborating with residents, the local community and stakeholders to develop the masterplan for a renewed estate. An initial round of public consultation was held in September and October 2023, allowing the surrounding community to give their feedback on the emerging plans.

Today, we would like to present the emerging proposals as part of our second round of consultation, and seek your feedback.

MEET THE PROJECT TEAM

One Housing



Registered housing provider

A housing association and not-for-profit provider 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 partners

The UK's leading mixed-tenure developer, Countryside brings together modern and efficient delivery methods to facilitate 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.



Independent Tenant Advisor (ITA)

Selected by tenants to represent the residents' interest and improve discussion with One Housing.

Connect

Public consultation

Community and stakeholder consultation experts delivering engagement for the project.

JUNIPER CRESCENT



BACKGROUND



Juniper Crescent is located within the historic neighbourhood of Chalk Farm, Camden. The location is ideal for residents, given its proximity to public transport, making central London easily accessible. The revitalisation of the estate includes a mix of property sizes, such as larger multi-generational homes, which will make living and working in the city a reality for many families.

Camden suffers from chronic housing with over 7,500 households on the social housing waiting list as of 2023. Demand continues to grow, and the Council is keen to see an increase in affordable housing projects across the borough. This development will help address just some of the pressure, with 50% affordable homes based on habitable rooms.

We are excited to work with the community to realise a new vision of homes in Camden which reflects the unique cultural heritage of the area.



ARTIST'S IMPRESSION OF ROUNDHOUSE WAY



JUNIPER CRESCENT



THE SHARED VISION

As part of our consultation process, we have carried out numerous exhibition events to give residents a direct impact on the design and outcome of this community-led project. The proposals have been informed by feedback from both public consultation events and resident consultation events. Feedback from each resident engagement session has been collated and analysed following every event, and where possible all feedback has been considered and responded to in the ongoing design of the masterplan.

Our masterplan approach includes new open spaces for the benefit of residents with connecting green corridors through the site which facilitate community connectivity.

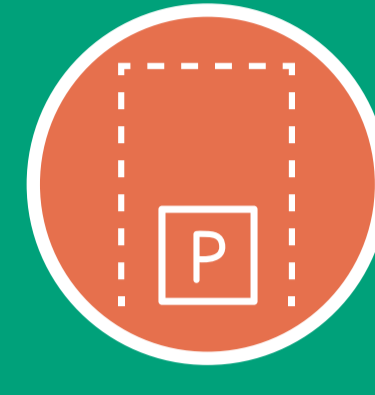
SUMMARY OF PROPOSALS



Circa 470 new homes, 50% affordable homes based on habitable rooms



Safer, more accessible neighbourhood



Secure parking will be provided for every resident with an existing permit

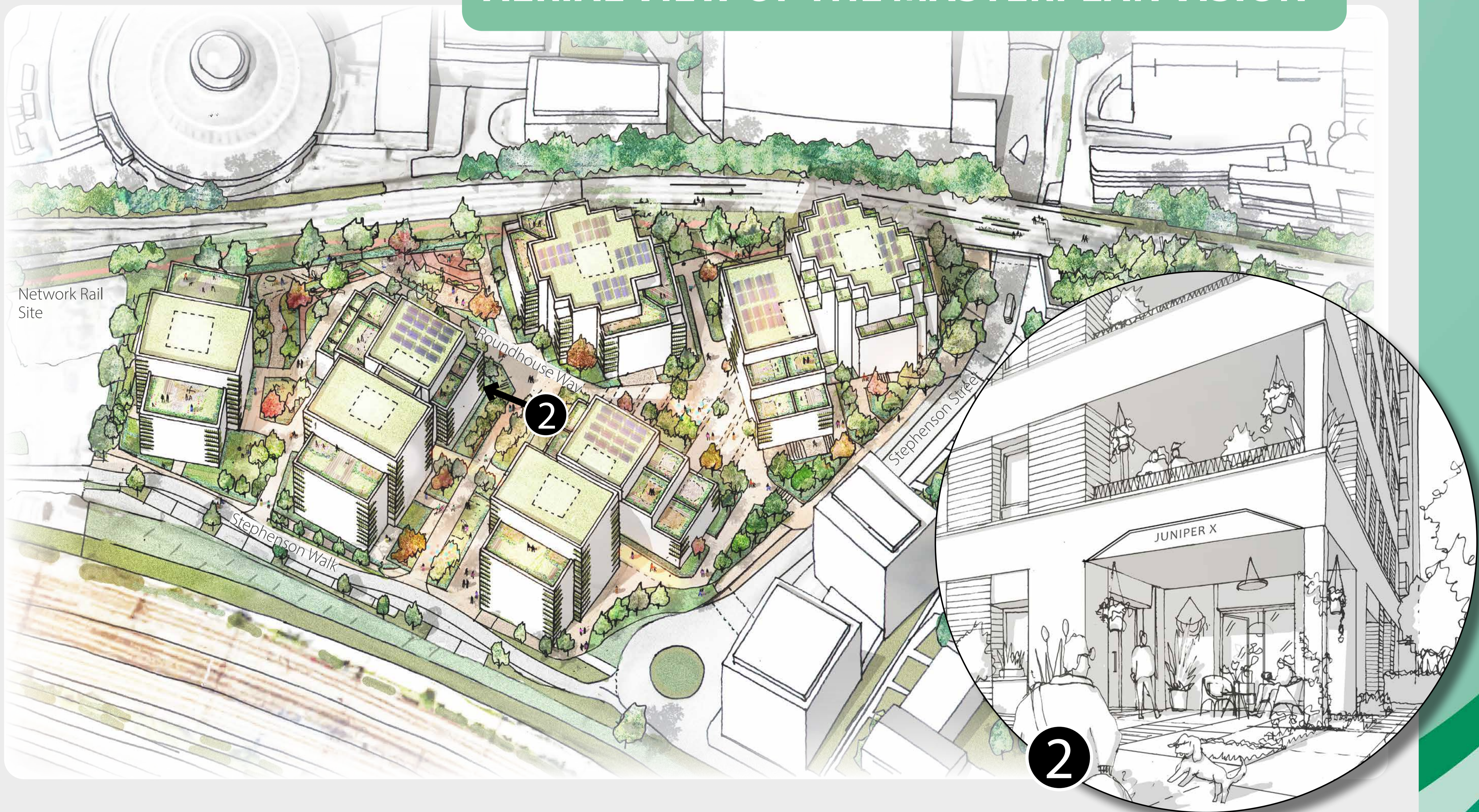


Generous cycle space with links to cycling infrastructure

THE MASTERPLAN



AERIAL VIEW OF THE MASTERPLAN VISION



JUNIPER CRESCENT

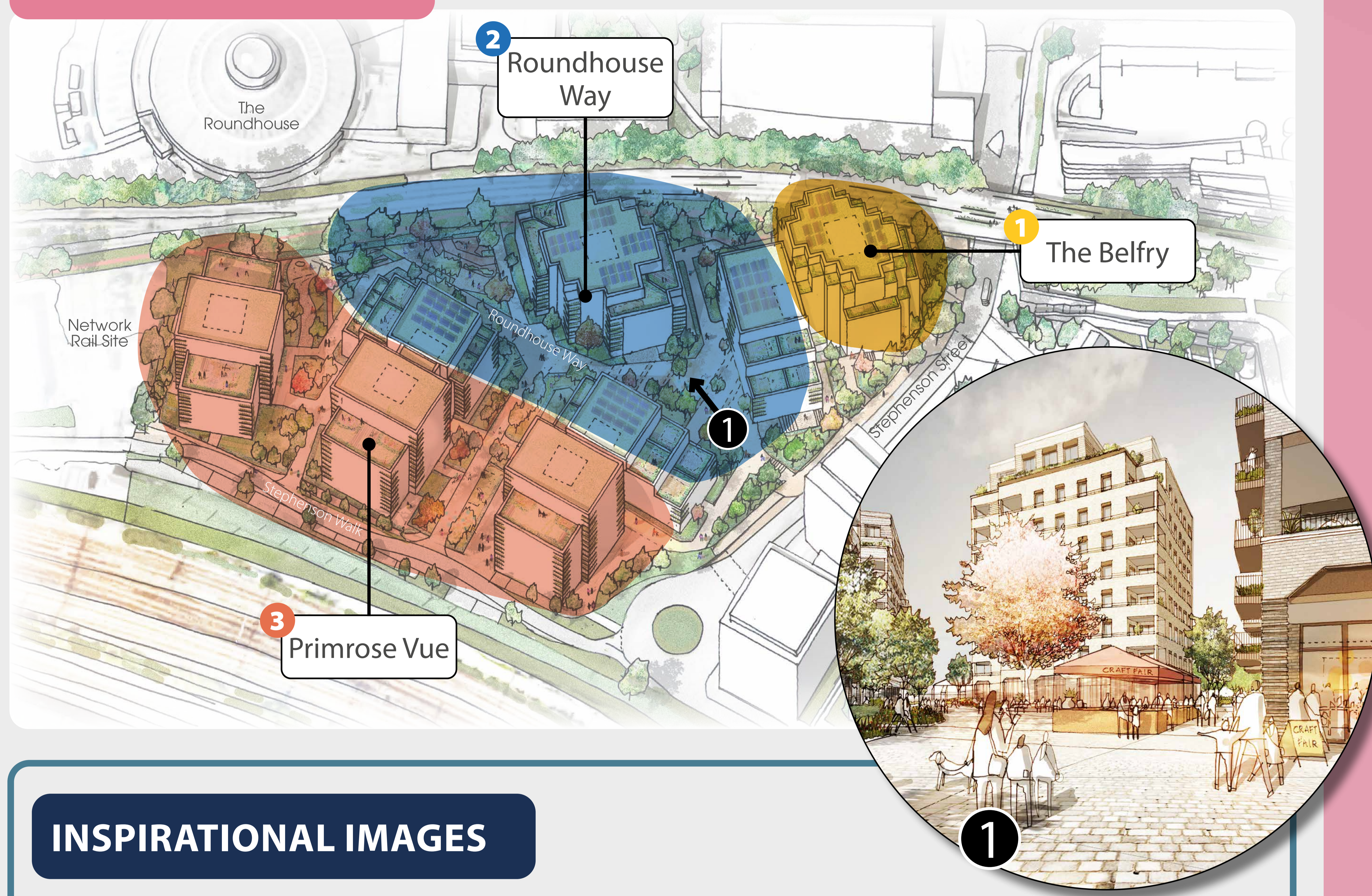


ARCHITECTURAL CHARACTER AREAS

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 frame the main communal space while residents walk through the site. Primrose Vue overlooks Stephenson Walk and references the architecture and materials palette of Primrose Hill.

CHARACTER AREAS



INSPIRATIONAL IMAGES

1 THE BELFRY

The Belfry will be a sculptural building announcing the entrance to Juniper Crescent and Camden Goods Yard. It will include special details at ground and top levels and will be seen as you enter Juniper Crescent and from far away on long distance views.



Ravensbourne Wharf, PRP



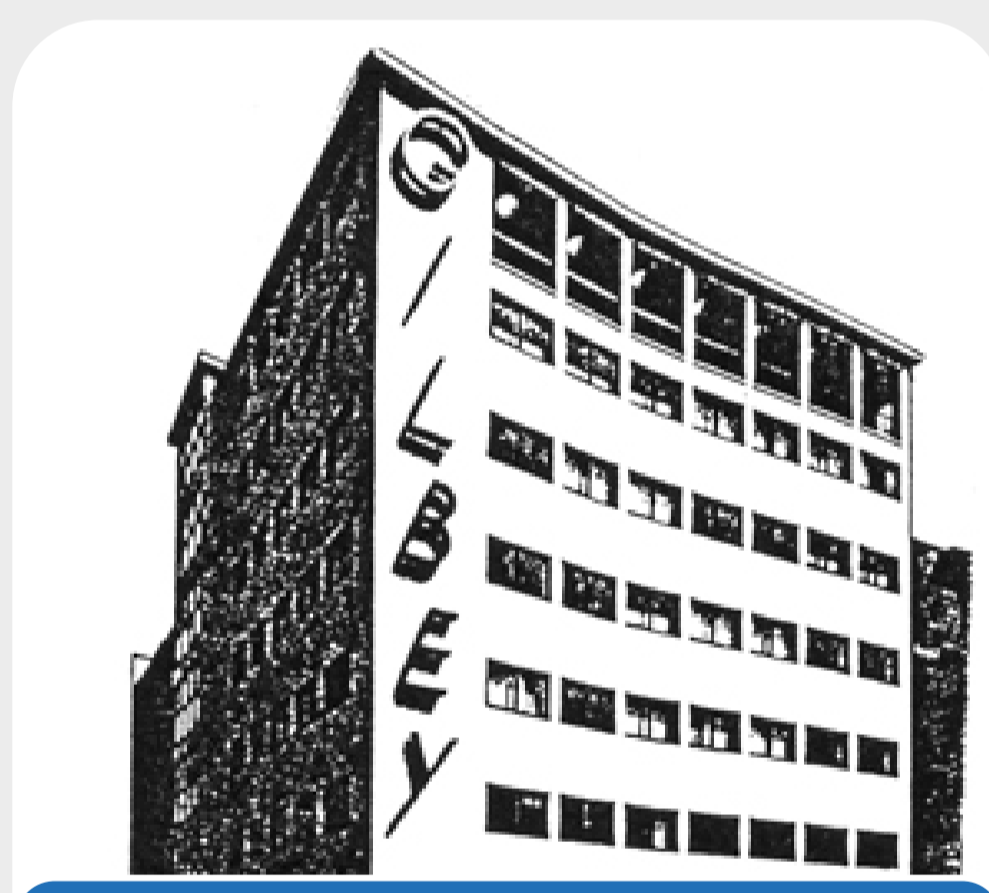
Interchange, Camden



Saxon Court, Kings Cross

2 ROUNDHOUSE WAY

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



Gilbey's Factory



Hawley Wharf, Camden, AHMM



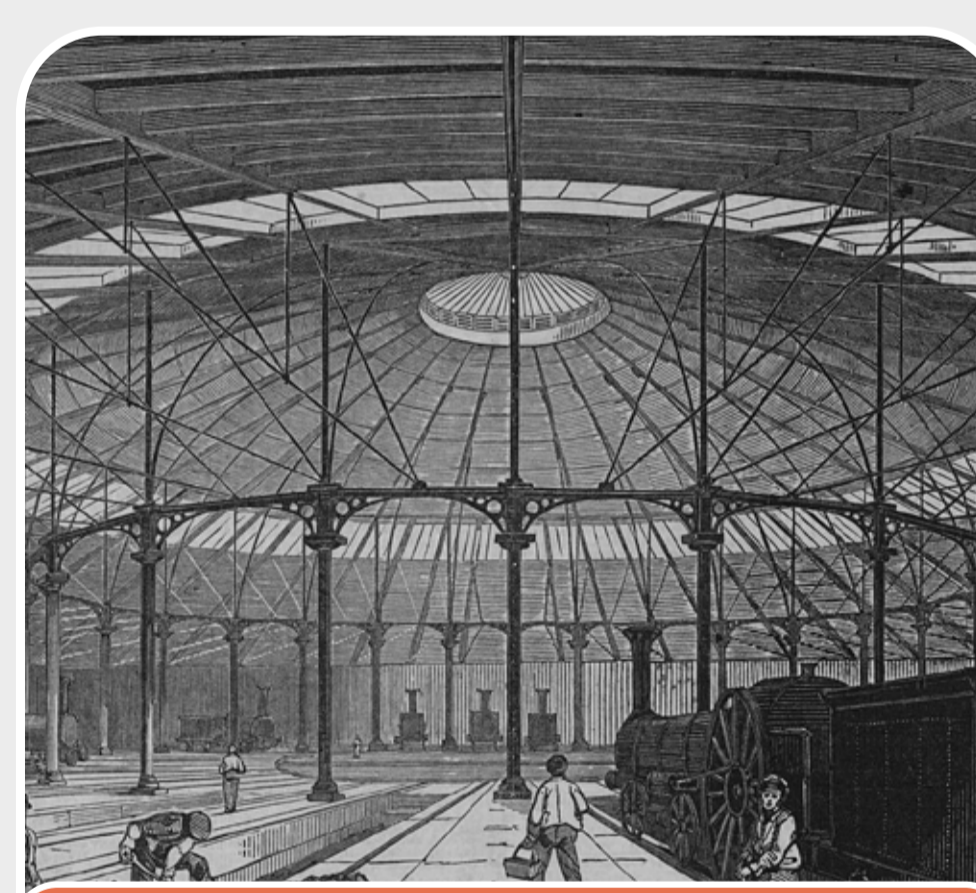
Agar Grove, Mae Architects

3 PRIMROSE VUE

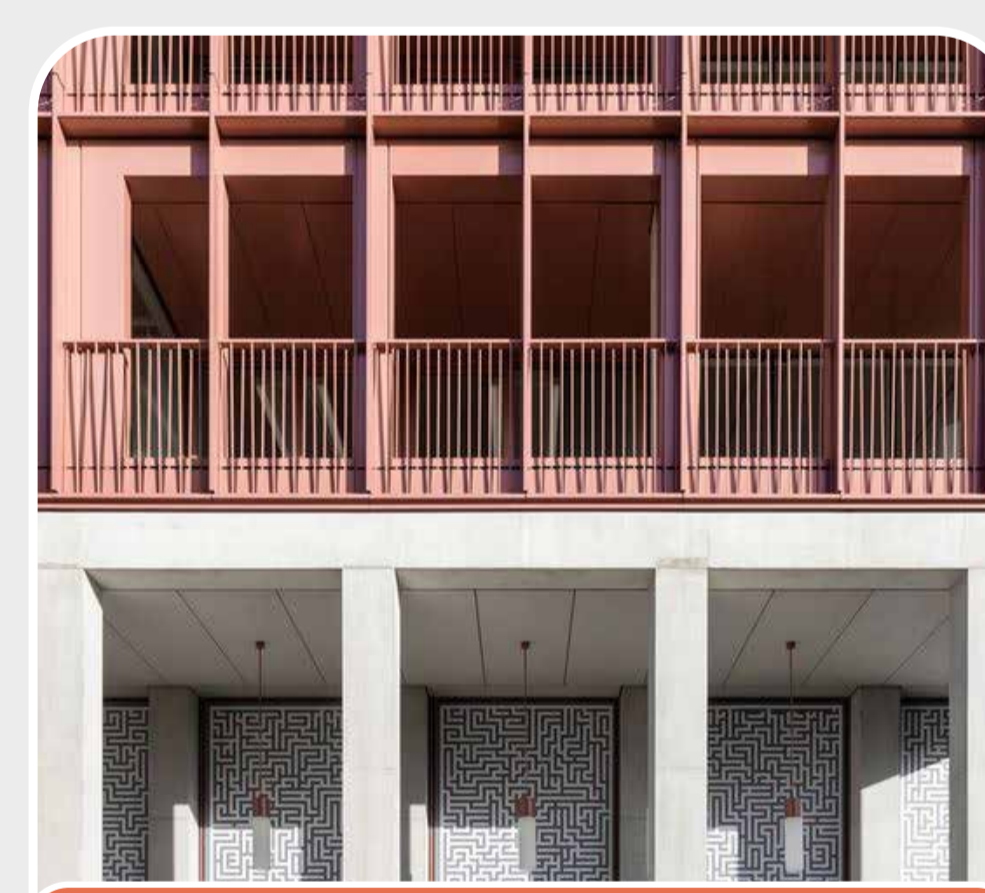
Primrose Vue has a bold and simple interpretation of the industrial and residential local heritage. The area references the Primrose Hill residential area, its elegant proportions and simple materials palette.



Primrose Hill



Roundhouse



R7 Gallery, Kings Cross, Morris+Company



JUNIPER CRESCENT



YOUR NEW OPEN SPACES

There are three key landscape character areas which the proposals aim to bring together within the development. These comprise communal spaces close to the entrance of the site and residential areas integrated within the site. They are described below:

Stephenson Street & Stephenson Walk:

Public realm spaces with paved and planted areas linking the site with its surrounding.

Roundhouse Way:

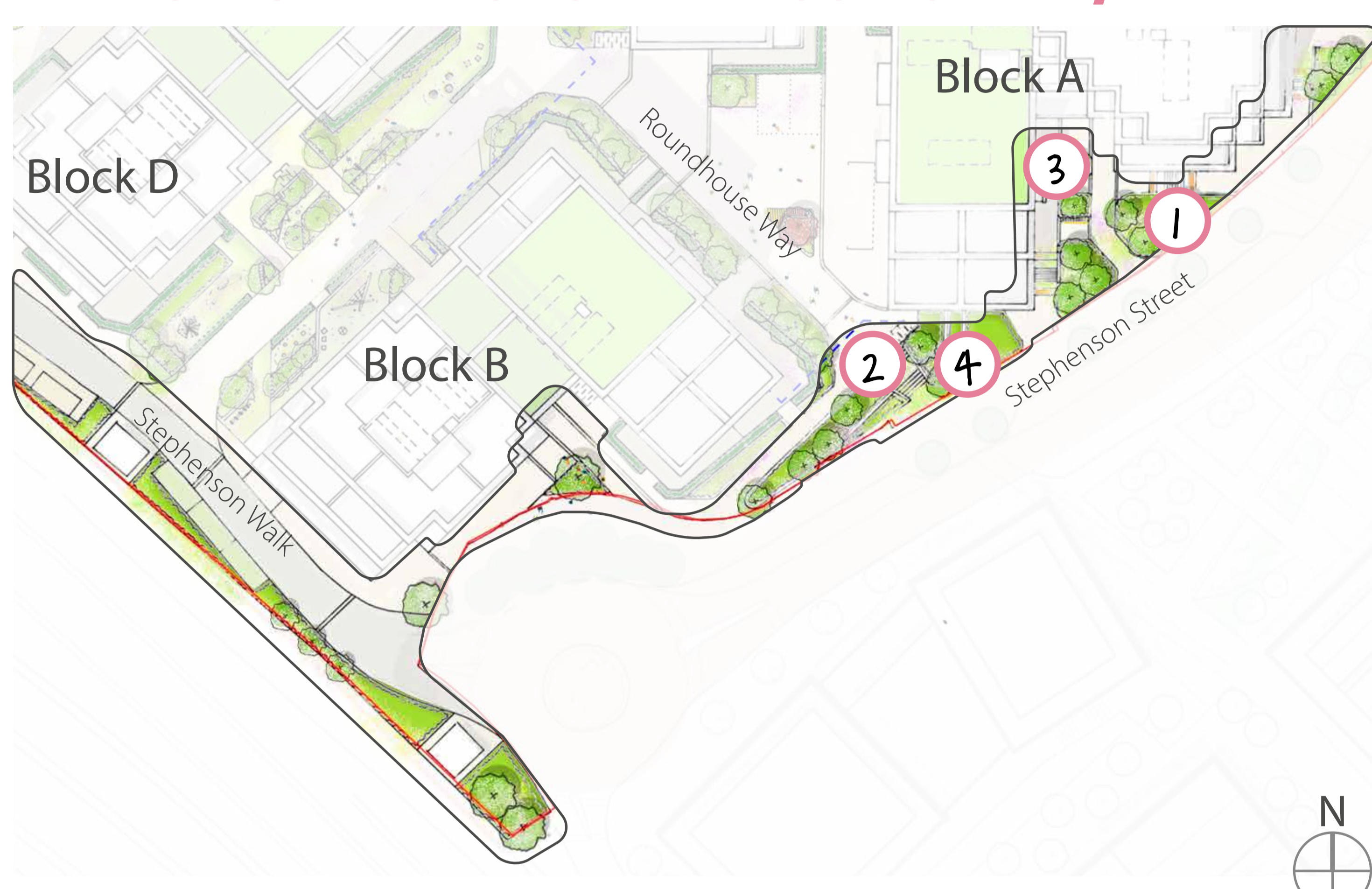
Main communal spaces with play, sport, planting and gathering areas.

Communal Courtyards:

Communal courtyards with play, seating and planted areas.



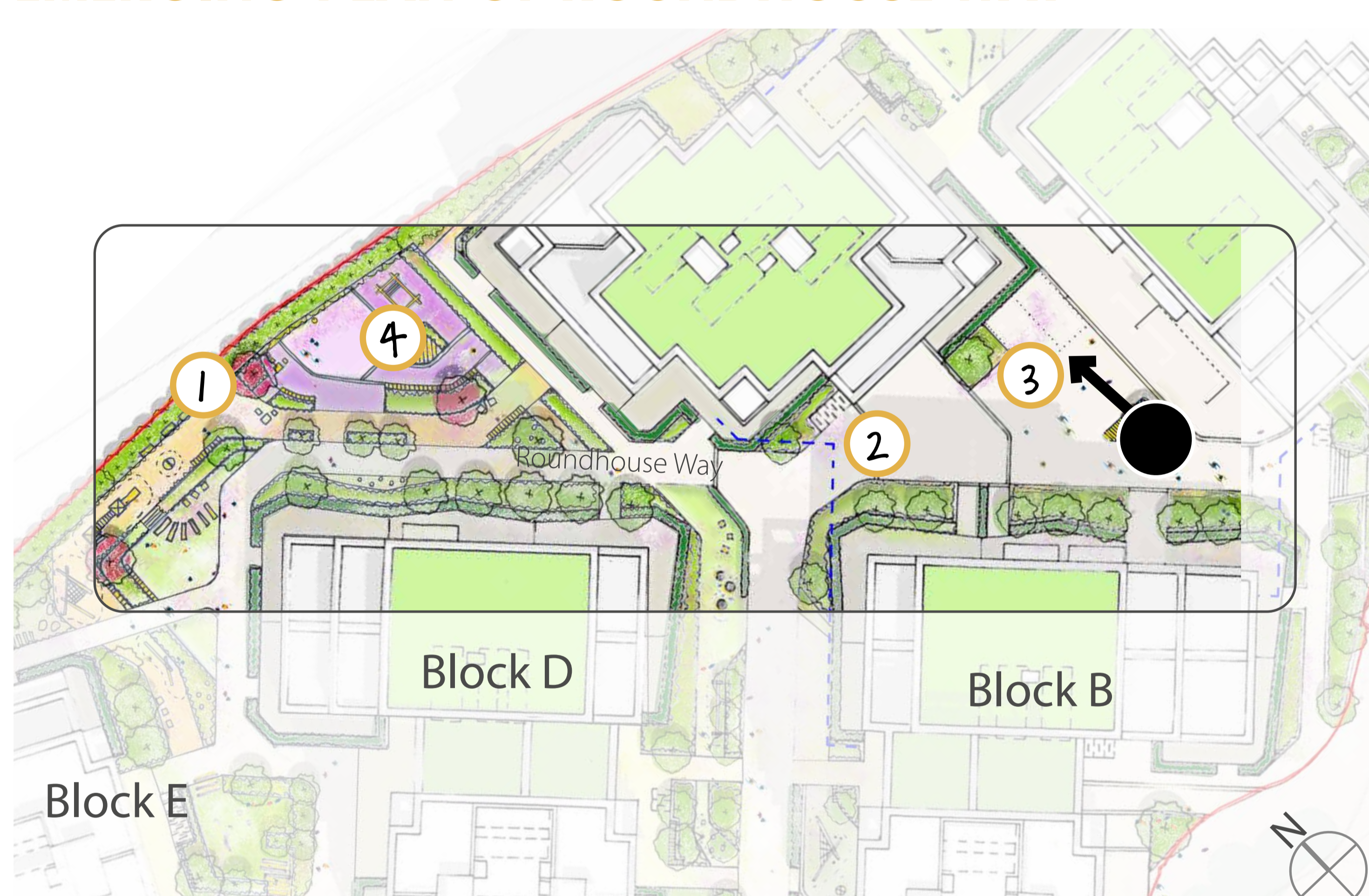
EMERGING PLAN OF STEPHENSON STREET/WALK



INSPIRATION IMAGES



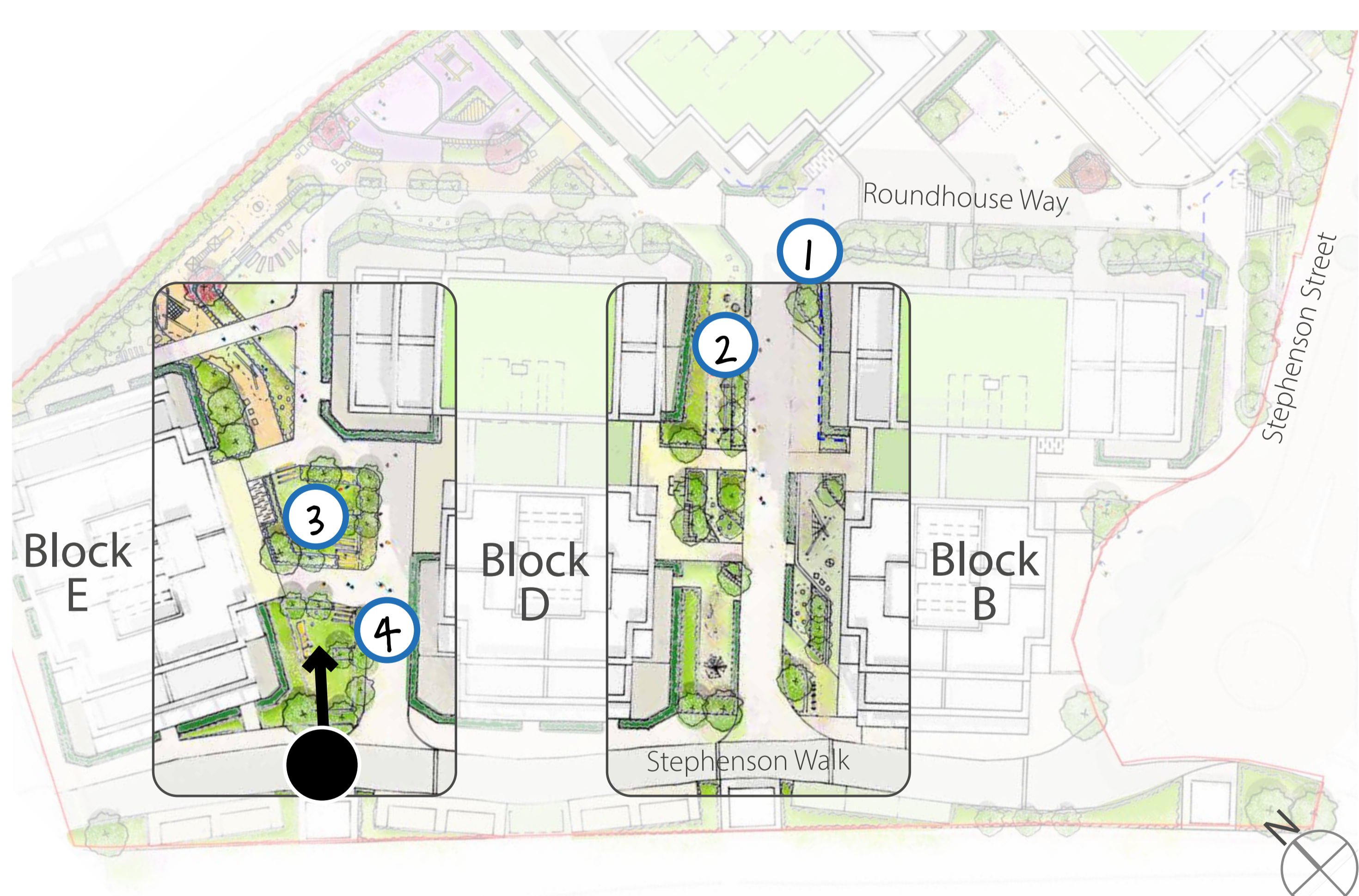
EMERGING PLAN OF ROUNDHOUSE WAY



INSPIRATION IMAGES



EMERGING PLAN OF COMMUNAL COURTYARDS



INSPIRATION IMAGES



JUNIPER CRESCENT



HAVE YOUR SAY AND WHAT'S NEXT

Thank you for coming along to our public consultation event.

Please take some time to fill out a feedback form today as we are keen to hear your views on the development proposals.

Following this public consultation, the project team will collate feedback before preparing an application for determination by Camden Council.

Upon submission, as part of the statutory planning process, there will be further opportunity to make your voice heard.



YOUR FEEDBACK

If you have any further questions, please do speak to any of the project team or contact us on the following details:



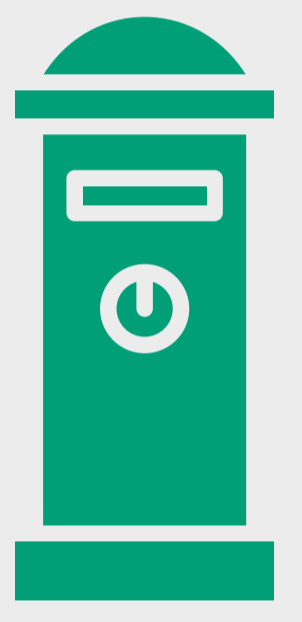
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ARTIST'S IMPRESSION OF COMMUNAL COURTYARDS



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