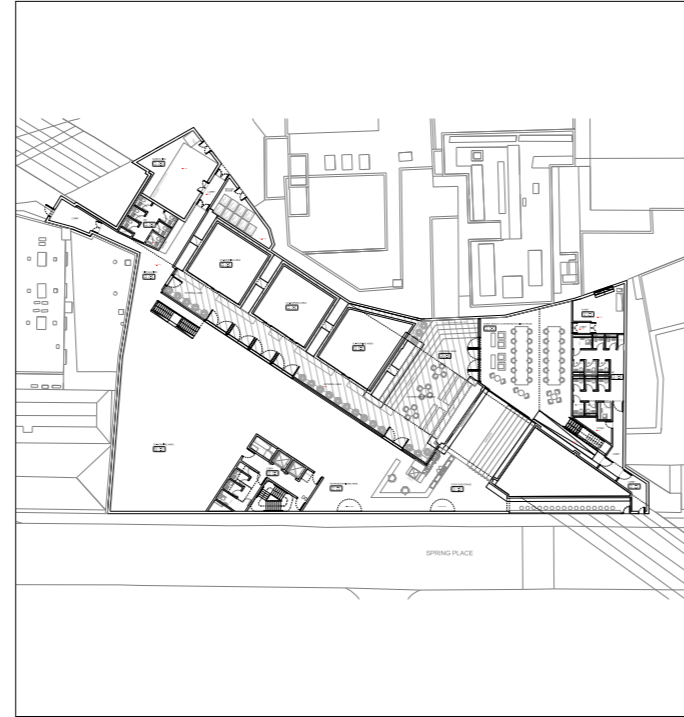

4.0 Community Consultation & Design Response



Grafton Road Frontage



Ground Floor Layout



Rooftops / Green Roofs



Inkerman South Wall

4.1 Summary

The team has engaged with London Borough of Camden throughout the design development process via a series of pre-application submissions and presentations, as well as a public exhibitions and meetings with the neighbouring residents associations. The key meetings are summarised as follows:

- Pre-Application Meeting 01 - 7th June
- Pre-Application Meeting 02 - 18th July
- Camden Design Review Panel - 22nd July
- Kentish Town Neighbour Forum and Inkerman Area Residents Association - 22nd July
- Public Exhibition - 27th & 30th July

The primary comments received have been:

- Improving the relationship of the scheme with Grafton Road
- Making the most of connections between the street and the public areas of the building on ground floor
- How the terrace spaces might enrich the wider public realm through views from street level and the train line
- The articulation and potential softening of the southern flank wall
- The following pages illustrate the design evolution and how different solutions have been tested to respond to the comments.

Further detail can be found in the Statement of Community Involvement

4.2.1 Frontage to Grafton Road

Creating a controlled outdoor space on Grafton Road allows for street activation while providing a meaningful entrance and a connection to the scheme.

The images on this page are example of building areas with public use during business hours, activating the street.

There is potential for retail use within the courtyard, which will allow public access.



Existing Volume on Grafton Road



* New Proposal: The Yard



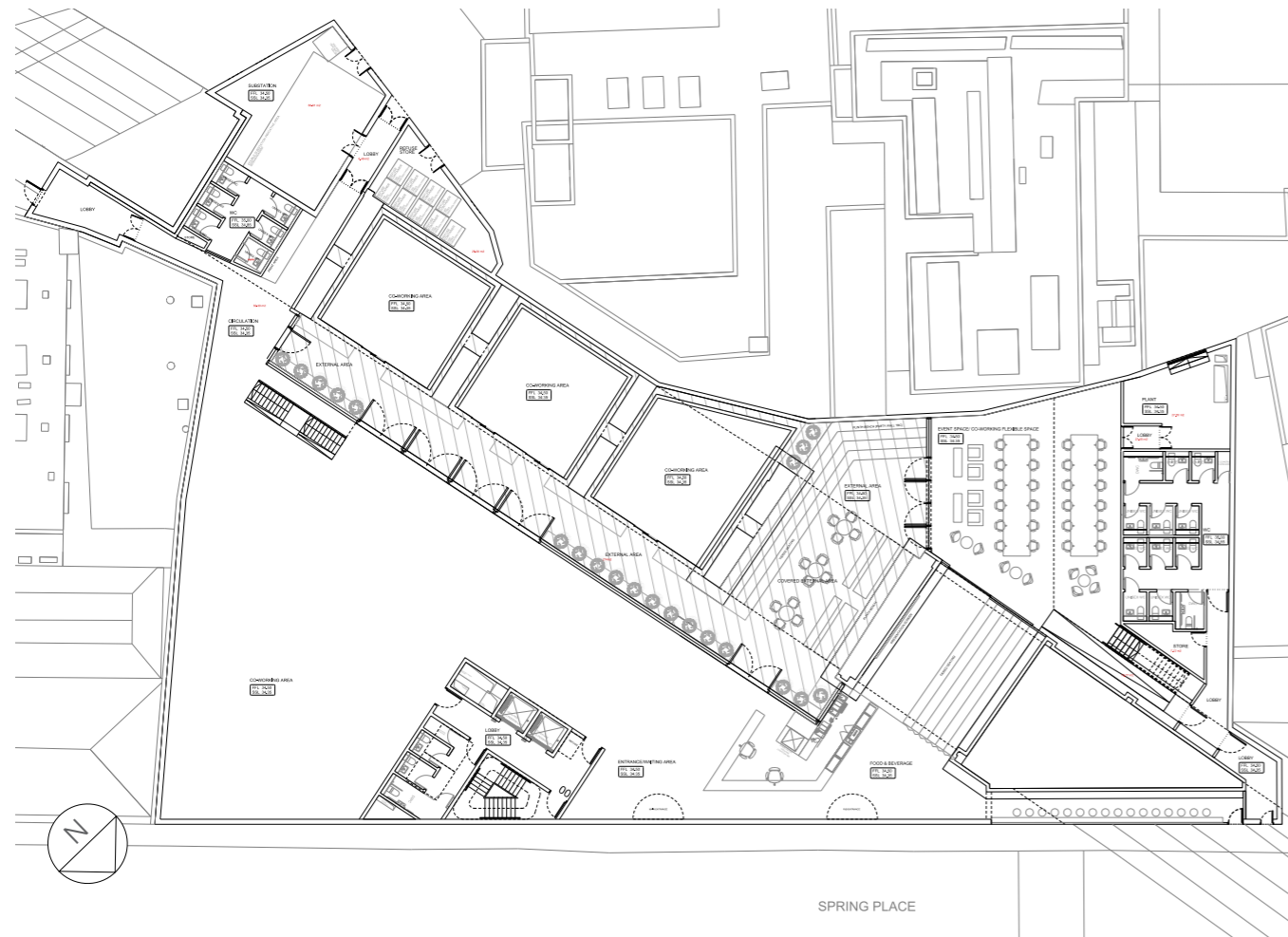
Look Mum no Hands, London



Industry Beans, Melbourne



4.2.2 Ground Floor Layout

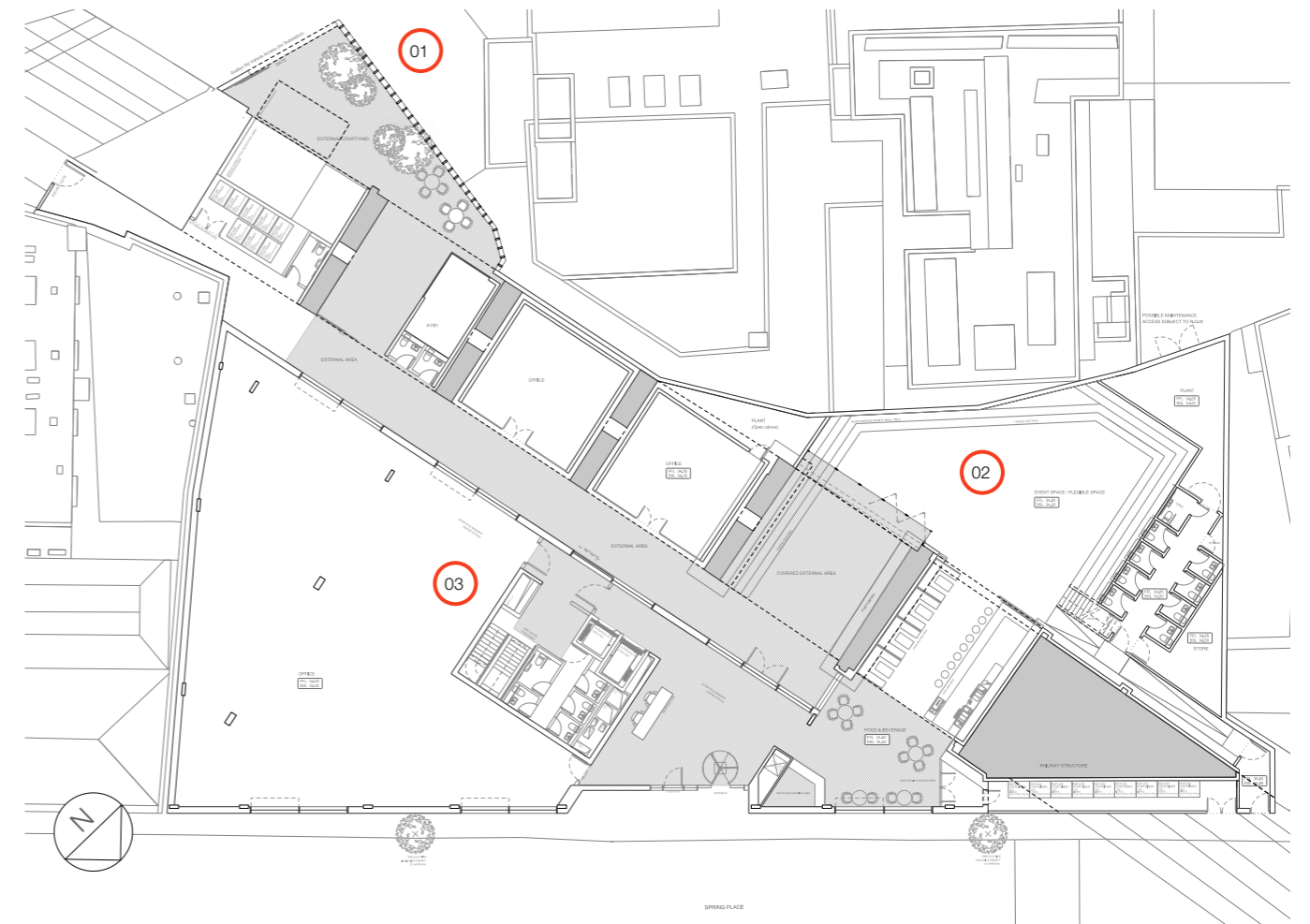


Ground Floor Layout Previous Proposal

The proposed scheme presented its main access on Spring Place, with the reception and the cafe leading onto the internal courtyards and the event space, the public areas of the building.

Ancillary spaces were located towards Grafton Road.

The proposal was well received, with some comments encouraging to create a better connection with Grafton Road, as well as revisiting the relationship of the most public areas of the building with the street.



* New Proposal: The Yard

01 Grafton Yard

The area previously occupied by the substation and ancillary space has now be redesigned to provide a secondary access from Grafton Yard. An external courtyard, with public access during working hours.

Visualisation included in the following pages.

02 Event / Flexible Space

The event and flexible space has been maximised creating a more meaningful space and a more generous connection with the arches.

03 Core / Access

The core has been relocated to the railway side, creating a central node to provide access from Spring Place via the main entrance and from Grafton Road via the new proposed Grafton Yard. Direct access to the basement for bikes has been incorporated.

The internal longitudinal courtyard is now linked to the Grafton Yard entrance and with direct access to the core, becoming the central spine of the building. It is also the bike route to the basement bike storage.

4.2.3 Roof and Terraces

The roof areas have been reassessed to include PVs and rooflights to the West area, where the event space is located.

The two roof terraces present a mix of hard paving and vegetation, maximising the opportunity for greenery.



4.2.4 View from Inkerman Area

One of the key constraints of the site is the flank wall on the South facade of the building.

The proposal showed a textured brick and a feature opening, helping to break down the scale of the facade to relate better with the context.

Comments pointed out at the treatment selected for this facade, being one suggestion to provide a green wall. It was expressed at the DRP that a more architectural solution, such as the textured brick facade would be preferred.



South Facade as presented to the Design Review Panel



★ South Facade updated Proposal

4.2.4 View from Inkerman Area Other Options Considered



Greenery Studies

Some residents within the neighbouring groups suggested the possibility of adding greenery to the southern wall.

The nature of that facade and the pitch roof above limit the opportunity of adding any vegetation to the facade, due to complex access and maintenance, and lack of space for planting. Greenery would climb up the wall from the terrace located on level two.



Mural

There is a long running tradition in London of walls being used as advertisement boards, and more recently there has been a new interpretation of this, making them the perfect location for street art or make reference to the history of the site.



Texture Window Openings

A carefully detailed brick elevation would be an appropriate and durable response.

The textured brick treatment applied to the Spring Place plinth is extended to the lower part of the southern facade, fading towards the top. The upper part of the facade follows the same textured brick treatment, articulating it further in the form of four "windows".

