



CAMDEN GOODS YARD

Statement of Community Involvement



working
with

BARRATT
— LONDON —

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1. EXECUTIVE SUMMARY

This Statement of Community Involvement forms part of the planning application for the proposed redevelopment of the Morrisons site in Camden. It details the consultation undertaken with local stakeholders including residents, businesses, community groups and local councillors.

Barratt London and Morrisons appointed HardHat to undertake thorough pre-application engagement with the local community and key stakeholders during the preparation of a masterplan and planning application for the Morrisons site in Camden.

Over the past year we have undertaken intensive consultation which has been comprehensive, transparent and inclusive. This consultation began when the project was at its inception and the architectural team was starting their initial analysis of the site and developing early thoughts about the range of uses which could be delivered. The approach has been to continuously engage throughout with ideas and feedback from the local community. This consultative approach has helped to evolve the proposals at every stage. There has been a formal pre-application consultation involving two public exhibitions and opportunities for residents and groups to provide feedback. In addition there has been an extensive programme of individual and group meetings to a wide range of stakeholders who have been consulted as the design has progressed.

The consultation exercise has been mindful of the distinctive character of Camden and the diverse community neighbouring the site. The Morrisons site lies in an area of Camden that has diverse industrial heritage, and elements of this heritage still exist today. The development team have been mindful of this and the importance of community engagement from the start to gain a better understanding of community opinion regarding the development and to be as open as possible when consulting on the proposals.

As a consequence the development team set out a detailed consultation programme with local stakeholders including local politicians, leaders in the community, local businesses, resident groups and community members in a wide range of guises – public consultation, community open days, meetings and workshops.

The engagement activities produced extensive feedback on the proposals and a wide range of views on key issues. It is clear however that there is substantial community support for the overarching goal of the project to redevelop the site as a mixed-use community. There is significant support for the re-provision of a new Morrisons store, petrol station and underground car park. There is also wide acceptance that the site should support new homes, workplaces, retail and public space and enhanced pedestrian and cycle routes. Whilst there is a range of views on the detailed proposals, there is demonstrably public support for the principle of the redevelopment of the site as a new community.

Overall, more than half (55.3%) of respondents supported the revised proposals presented at the final consultation. The final proposals also reflect the very close liaison with local councillors and the stakeholder groups to ensure that the proposals reflect community opinion and needs.

As set out in the Conclusion, key elements of the final proposals have been shaped by the views of local councillors, residents and groups. This input has fundamentally shaped the proposals in the following respects:

- the decision to avoid adding to the night time economy uses but rather to create a residential community in the evenings
- the siting and massing of the building on the petrol station site following discussions with the Roundhouse
- the re-provision of the public toilets reflected amenity groups and ward councillor representations
- the massing and distance from Gilbeys Yard properties was revised following dialogue with residents
- the range and quantum of affordable housing reflected detailed discussions with councillors and residents
- generally the significant reduction in density, massing and height of development on the main site following consultation with the GLA, stakeholders and the local community

2. PLANNING POLICY CONTEXT

Both national and local planning policy encourages appropriate community involvement and pre-application discussions to help shape development proposals.

National Context

The Localism Act 2011 formalised the requirement for public consultation for larger planning applications and introduced new measures for involving local communities in planning. This has been in force since 2012 although detailed regulations have yet to be made in relation to mixed use or residential developments. The National Planning Policy Framework (NPPF) published in 2012 further emphasises the need for pre-application consultation.

The NPPF encourages applicants to engage in pre-application consultation with the local community. In paragraph 188, the NPPF states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

Local Context

Sections 2.3 and 2.4 of the London Borough of Camden’s Statement of Community Involvement (adopted April 2016) states the importance of ensuring that local communities are better informed about planning and more involved in the planning process. Furthermore this can be achieved by adhering to the following principles:

‘The Council recognises that the key to developing a successful approach to community involvement will be to:

- Promote the use of electronic methods of consultation including email and the Council’s website to make involvement easier, quicker and more cost effective;
- Be open about the constraints imposed by regulations and already agreed policy;
- Be realistic about the opportunities for change in any consultation;
- Give feedback to comments made in consultation;
- Be clear and helpful in guiding people through the planning process;
- Be transparent in the way planning decisions are carried out;
- Be inclusive in consultation so that a good range of views of those who live and work in the borough are obtained;
- Use consultation methods that are appropriate to the stage of the planning process, the issues being considered and the community involved; and
- Seek views at the earliest possible stages and throughout the planning process.



3. SITE CONTEXT AND PROPOSALS

Background

The Morrisons store sits between Camden Town and Chalk Farm, bordered by railway lines and a short distance away from Regents Canal.

The supermarket was built in the 1990s at the same time as the neighbouring residential areas of Gilbeys Yard and Juniper Crescent. Safeway operated out of the store until 2004, when Morrisons took ownership.

From the mid-19th Century, the area was a goods yard and depot that serviced the railway line between London and Birmingham. When it was in full operation, trains arrived day and night and the area was full of activity.

During this period, the area became an important site for railways, industry and freight between London and beyond. Layers of operation were built on top of each other with the construction of underground vaults for rail workshops, stores, coal stores and drops to ground surface yards and up to higher levels that were constructed above ground level to carry the main line railway over Regents Canal. Elements of this industrial heritage still exist today.

Part of the store's site is built on the higher levels that were constructed for the railway line. This historic legacy has left a complex multi-layered-site which has offered significant challenges and opportunities for redevelopment.

Vision

The vision is to create a new integrated and sustainable neighbourhood on Camden Goods Yard that draws on the rich industrial history of the site whilst improving connections to the town centre and surrounding neighbourhoods. It is an exciting opportunity to transform this underutilised site and contribute to the area's rich cultural identity and character.

The proposals seek to deliver:

- A new Morrisons store and petrol filling station
- New homes
- New flexible office spaces and shops
- Improved access and routes across the site

The proposals

We want to create a new neighbourhood where during the day people come to shop, work and enjoy the new public spaces and during the evening it becomes a quiet residential area. Our proposals will transform an under-used inner London site offering:

- A new and improved Morrisons store, a new style customer café
- Approximately 573 new homes
- 35% affordable housing - social rent and intermediate rent
- A car-free development for residents with 20 disabled parking bays for residents use
- Secure underground parking for store customers
- An urban 'rooftop' farm
- A new Morrisons petrol station on Chalk Farm Road of a like for like size compared to the existing filling station
- Circa 10,000 sq.m of new office floor space for local businesses
- 5,000 sq.ft of affordable work spaces
- Workspace to support over 1300 new jobs
- Support for small scale retail uses
- Four new public open spaces including a children's play area
- Allotments
- New public toilets
- Improved access routes across the site
- Facilitating easy access to the historical railway 'Windings' that adjoin the site
- Circa 80 sq.m of community space
- 14,000 sq.ft of workshops
- 2,000 sq.m of retail across the development

4. APPROACH TO CONSULTATION

The development team were keen to ensure that consultation with the local community was thorough, informed and inclusive. Emphasis was placed on building relationships with key community stakeholders and seeking input from the local community.

The development team undertook a series of meetings with local stakeholders, including London Borough of Camden Councillors and a range of resident and community groups.

A first round of public consultation was held on 23rd, 24th and 26th November 2016, where initial redevelopment plans were shared with the local community.

Displayed were details of the proposals, including the emerging masterplan and sketches of what the development might look like. In addition a video explaining the heritage of the site was shown.

Having evaluated comments and suggestions received at the consultation in November 2016, the development team continued to engage with local stakeholders, local councillors and a range of resident and community groups via a series of meetings as part of the evolution of the proposals.

A second round of public consultation was held on Friday 21st April and Saturday 22nd April 2017, showing final proposals for the scheme.

On display was a series of information boards, which included the masterplan, and sketches of what the development might look like. In addition a model of the development was on display to provide a clearer visual understanding of the development in relation to the surrounding area.

Objectives

The consultation process sought to:

- Listen to local residents' aspirations for the site
- Inform residents about the design, planning and development process
- Communicate the proposals to politicians, the local community and key community stakeholders
- Provide a mechanism for the community to comment on the scheme and related issues
- Raise the profile of the scheme within the local community
- Open lines of communication with residents, local businesses and organisations that will continue throughout the construction period in the event that the application is granted planning permission

Methods of Consultation

To ensure the consultation process was inclusive we provided material via a wide range of communication channels and platforms. These channels have helped both to involve and update participants throughout the project's development

Website

A dedicated website (<http://www.camdengoodsyard.co.uk> - see Appendix 1) was maintained to provide information regarding the evolving proposals and the various stages of consultation. This was regularly updated to provide information to residents, while also acting as another avenue for the community to leave their feedback or get in touch with any queries about the proposals.

Meetings

The development team organised a set of meetings throughout the pre-application period (April 2016 – April 2017) engaging local stakeholders including community groups, local organisations and elected representatives.

Public Exhibition

Two public exhibitions were held for key political and community stakeholders, and members of the public. At these exhibitions, information about the proposals was displayed, and members of the development team were available to explain the scheme details and answer any questions attendees had.

Mailings

We have sought to make sure that a wide range of residents were aware of the engagement programme and the emerging masterplan for the site. Over 6,800 invitations were posted to local addresses (see Appendix 1 for distribution area) to invite residents to attend the public exhibitions.

Freephone helpline

A dedicated community hotline was maintained so that members of the local community could contact the development team to enquire about future consultation activities or leave their feedback about the proposals.

Email

An email database was maintained in relation to the project from the outset and used to update stakeholders on the project development, as well as to invite them to relevant meetings and events.

The development team also maintained a dedicated email address, which the local community could use to send their feedback about the proposals and any other queries.

5. PHASE ONE CONSULTATION ACTIVITY

5.1 Stakeholder meetings

The development team sought to consult with a wide range of stakeholders in the community, to keep them informed throughout the process and to seek their views regarding the proposals. This was done through a variety of methods including face-to-face meetings, group meetings and drop in events.

132 stakeholders were identified (see Appendix 1). Of these 132 stakeholders, 12 'key' stakeholders were identified to consult more closely based on their proximity to the site. These were:

- Cabinet and Ward Councillors
- Camden Railway Heritage Trust
- Camden Town Unlimited
- Primrose Hill Camden Advisory Conservation Committee (PHCAAC)
- Primrose Hill Community Association
- Harmood Clarence Hartland Residents Association
- The Roundhouse
- Regents Canal Conservation Area Advisory Committee
- Gilbeys Yard
- Friends of Regents Canal
- Gloucester Avenue Association
- Castlehaven Community Association (Planning & Licensing Sub Committee)

Below is a list of stakeholder meetings that have taken place as part of the consultation process.

Cabinet & Ward Councillors – 18th May 2016

Attendance:

- Councillor Pat Callaghan (Housing and Ward)
- Councillor Phil Jones (Regeneration)
- Gavin Sexton (LB Camden Planning)

The aim of the meeting was to introduce the project and advise that while Barratt London and Morrisons did not have a scheme at this stage, they were looking at a proposal that would involve a slightly reduced supermarket and around 700 – 800 flats.:

General comments were made about potential issues (re: height, anti-social behaviour and social housing provisions), as well as identifying further stakeholders to engage with. Following discussions, it was agreed that HardHat would begin to arrange meetings with the other ward Councillors and identify key stakeholders.

Ward Councillors – 6th July 2016

Attendance:

- Councillor Lazzaro Pietragnoli (Camden Town with Primrose Hill)
- Councillor Alison Kelly (Haverstock)
- Councillor Abdul Quadir (Haverstock)

The scheme and approach to consultation were introduced and Barratt London and Morrisons advised on the current proposals that would involve a slightly reduced supermarket with around 700 – 800 units.

The councillors explained that Camden has concerns with the increase in 'short-stay' and 'tourism' entertainment establishments, which are disturbing residents. The parking area was also identified as a 'magnet' for anti-social behaviour. Councillors welcomed early engagement with stakeholders.

Camden Railway Heritage Trust - 13th July 2016

Attendance:

- Peter Darley (Camden Railway Heritage Trust)

The initial proposals of the site and the Trust's aspirations for the winding station vaults were discussed in detail.

It was suggested that a 'historic' walk should be organised with the project team to help further inform how the local railway and canal heritage evolved and fits with the surrounding area. It was agreed that this would take place in August 2016.

Camden Town Unlimited – 13th July 2016

Attendance:

- Simon Pitkeathley, Chief Executive, Camden Town Unlimited (CTU)

The initial proposals for the site were introduced.

Discussions centred on how much affordable housing would be onsite and discouragement of further retail and restaurants. Another meeting was requested with Camden Town Unlimited when the plans are more advanced.

Primrose Hill Camden Advisory Conservation Committee – 19th July 2016

Attendance:

- Richard Simpson (Chair) (CAAC)
- Adrian Richardson (CAAC)
- Rosie Hunt (CAAC)
- Pam White (CAAC)
- Alastair Barr (CAAC)
- Laura Rivkin (CAAC)

Barratt London explained the purpose of the meeting and early engagement:

- Planning process at very early stage
- Development team looking at site constraints and opportunities
- Clarifying principals and approaches
- Dialogue with key stakeholders

Barratt London and Morrisons explained they had received feedback from local councillors and other groups that the project should steer away from tourist/entertainment uses and focus more on residential and local office space.

The CAAC commented on the effects of local infrastructure including schools, health and open space, as well as connectivity of the site, number of residential units, size of site, height and affordable housing.

Primrose Hill Community Association – 22nd July 2016

Attendance:

- Michael Hudspeth (PHCA/Community Centre and library)

Barratt London introduced the initial proposals. Barratt London explained that they had received feedback from local councillors and other groups that the project should steer away from tourist/entertainment uses and focus more on residential and local office space.

Questions were raised about the future of the petrol station, unit numbers, and the possibility of a mixed-use development and affordable housing requirements.

Harmood Clarence Hartland Residents Association – 26th July 2016

Attendance:

- Pat Thomas (Harmood Clarence Hartland Residents Association)

Barratt London introduced the project team and the initial proposals for the site. The Morrisons store was discussed and it was acknowledged that it would be good for the local area to keep the petrol filling station.

The Association acknowledged that development of the car park to provide residential and employment space could deter antisocial behaviour. Protection from noise for new residents was also recommended.

The Roundhouse – 1st August 2016

Attendance:

- Marcus Davey – (The Roundhouse)
- Tom King – (The Roundhouse)

Barratt London set out the background to the site, the initial proposals and the project team.

Logistical concerns were discussed regarding pre-standing agreements about the Roundhouse using the Morrisons carpark for staff and use of HGVs and operating hours. Finding storage space in the vicinity for the Roundhouse was also discussed. The Roundhouse said they would like to be considered for CIL contributions.

Regents Canal Conservation Area Advisory Committee - 1st August 2016

Attendance:

- Malcolm Tucker (Chair CAAC)
- Tony Richardson (Sec CAAC)
- Peter Darley (CAAC)

Barratt London commented that:

- The planning process was at a very early stage
- The development team were looking at site constraints and opportunities, while clarifying principles and approaches
- Dialogue is ongoing with key stakeholders

Barratt London confirmed that meetings with other stakeholders and Councillors had led the team to focus on the development as a residential neighbourhood with commercial units, rather than as an extension of Camden Lock and the Stables type uses.

Gilbeys Yard – 10th August 2016

Attendance:

- Mark Neal (Gilbeys Yard resident)

It was noted that there is antisocial behaviour in the area, which has become an ongoing issue. It was suggested that there should be a small amount of recognisable retail brands with the new development. Plans should avoid encouraging drinking establishments and music venues. Additional access routes raised concerns in light of potential antisocial behaviour.

Friends of Regents Canal – 23rd August 2016

Attendance:

- Ian Shacklock (Chair)

Barratt London explained the initial proposals for redevelopment of the site and the approach being taken during consultation.

Some of the issues discussed included:

- Would there be landscaping at the new development and whether it would be publicly accessible?
- Are there cycle routes through the site?
- Would a bridge be constructed over the railway tracks?

S106 contributions were also discussed. The Friends also suggested that Pirate Castle should be consulted and, Barratt London advised that they have already been identified as a stakeholder.

Gloucester Avenue Association – 24th August 2016

Attendance:

- Martin Sheppard (Chairman)

Barratt London explained the proposals, advising that the proposals were at an early stage and more developed plans would be prepared and shown at the first public exhibition. Some of the issues discussed included: a store car park is a local necessity, would the Morrisons store close during the construction period, what the height would be for the residential development and whether there would be any additional access and suggested that Fitzroy Road be considered in the highways modelling.

Castlehaven Community Association (Planning & Licensing Sub Committee) – 12th September 2016

Attendance:

- Brenda Gardner (Trustee)
- Prosper Devas (Trustee)
- Rosemary Lewin (Trustee)
- Pat Thomas (Trustee)

Barratt London introduced the team, the initial proposals and the approach to consultation.

Barratt London explained that the initial vision for the site focused on amenities for visitors however, following consultation with local groups, it had become clear that there is a need for provision for local residents, and as such the proposals have changed to include homes, public realm and employment space. Barratt London outlined the desire to make the site a new quarter in Camden for Camden local residents.

Discussions with local groups have highlighted that there are enough nighttime venues and that connections through the site need to be improved.

Cllrs Callaghan and Jones – 7th November 2016

Attendance:

- Councillor Phil Jones (Cabinet Member for Regeneration)
- Councillor Pat Callaghan (Cabinet Member for Housing)

Following a presentation of the proposals to Councillors Jones and Callaghan, points of interest and concern were discussed further. It was noted that the area has some anti-social behaviour issues, some of which are related to the Morrisons car park. Its replacement will help address this issue. The development's aims of improving permeability will also assist. It was noted that the petrol filling station attracts cars from elsewhere, and not just the immediate local area. The development's impact on local infrastructure will need to be assessed carefully.

Councillor Jones stated that there is much ongoing development so public benefits will be crucial to the proposals. The materials used in the buildings should be sympathetic to the area. Councillors Jones and Callaghan enquired as to how much office space there would be. They went on to express that there is a lack of affordable housing in the Borough and Camden's main priority is housing.

Cllrs Kelly, Quadir & Pietragnoli – 10th November 2016

Attendance:

- Councillor Alison Kelly (Haverstock)
- Councillor Abdul Quadir (Haverstock)
- Councillor Lazzaro Pietragnoli (Camden Town with Primrose Hill)

Barratt London presented the proposals to the three ward councillors. After the presentation there was a discussion regarding several points:

- Temporary toilets
- Heights of buildings
- Impact on the transport network in conjunction with other developments

Regents Canal Conservation Area Advisory Committee – 16th November 2016

Attendance:

- Anthony Richardson (RCCAAC)
- Peter Darley (RCCAAC)

Allies & Morrison gave a presentation on the latest proposals. Following the presentation, the Regents Canal CAAC made some observations and comments. This included discussion on the impact of the proposals on the setting of and connections to the Canal as well as the impact on the towpath and the interchange building.

There were also questions regarding parking and on-site affordable housing, as well as the height of the petrol filling station.

5.2 First Public Consultation – November 2016

The valuable feedback received from discussions with local stakeholders helped to inform the development evolution both in terms of uses and design. Following these discussions, Barratt London and Morrisons were keen to share the evolving proposals with the wider community and hear from views of members of the public.

On display were a series of exhibiton boards (Appendix 2), which included the emerging masterplan, and sketches of how the development might look. In addition a video explaining the heritage of the site was available to watch.

During the consultation event, attendees were asked to provide their feedback by filling in a feedback form (Appendix 2). This included a series of quantitative questions and requested qualitative comments on the proposals.

The following members of the development team attended at least one of the consultation days:

- Sarah Atta – (Morrisons)
- Georgina French – (Morrisons)
- Ben Kallend – (Morrisons)
- Andrew Howard – (HardHat.)
- Georgina Garland – (HardHat.)
- Alex Cowley – (HardHat.)
- Harjeet Sahota – (HardHat.)
- Kirsty Leslie – (Allies & Morrison)
- Marco Colaiacomo – (Allies & Morrison)
- Mike Lowndes – (Turley)
- Andrew Braun – (Ardent)

- Ian Fergusson – (Turley)
- Alastair Butcher – (Barratt London)
- Martin Scholar – (Barratt London)
- Attzaz Rashid – (Barratt London)

Attendance

The public consultation event was held in a marquee on the car park of Morrisons Camden on Wednesday 23 November 2016, 2pm - 6pm, Thursday 24 November, 4pm – 8pm and Saturday 26 November, 12pm – 4pm.

Notice of the consultation was sent to 6,862 homes, businesses and stakeholder groups in the local area and was additionally advertised in the Morrisons store.

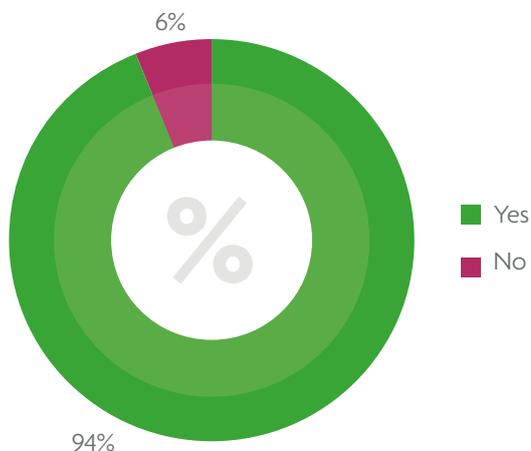
Over the three days 270 people attended and to date 54 feedback forms have been received. Attendees were able to either return a feedback form on the day or at a later date via post or email. The next section details the feedback received.



Feedback

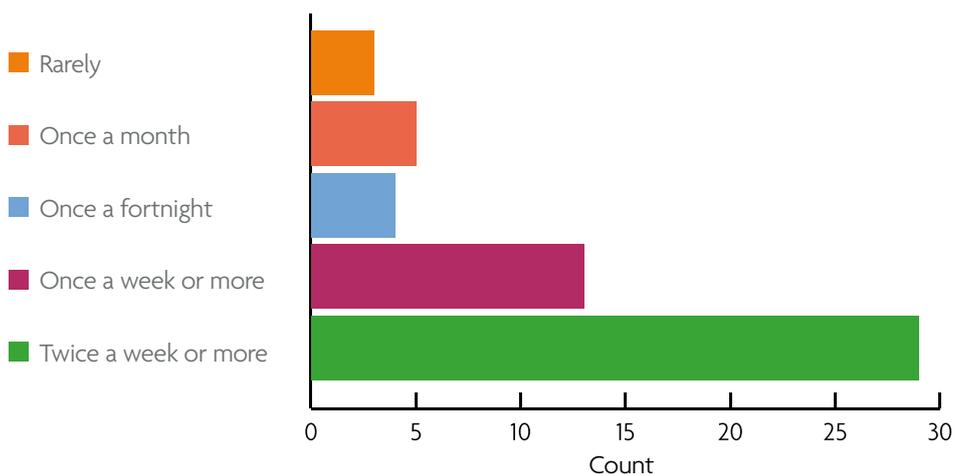
About you

Are you a resident of the London Borough of Camden?

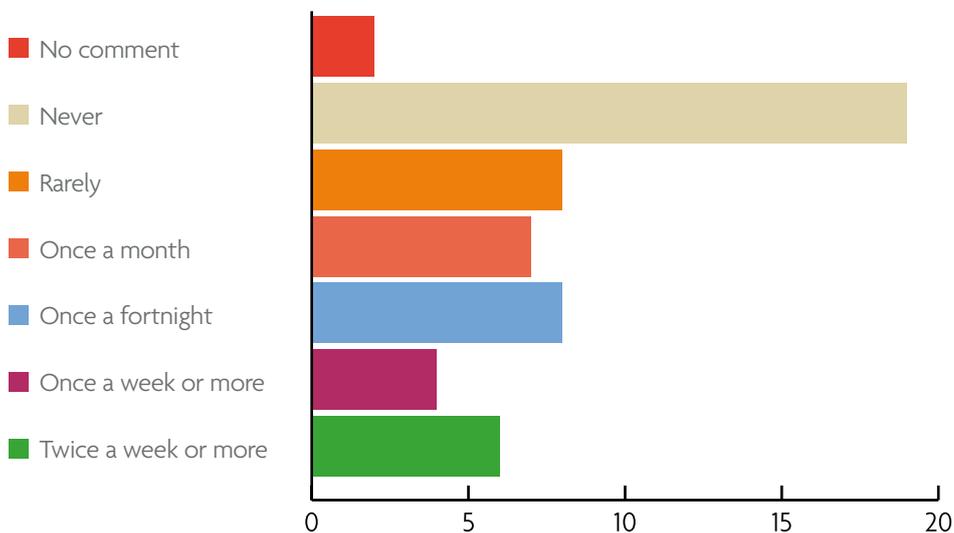


The site

How often do you visit the Morrisons Store?

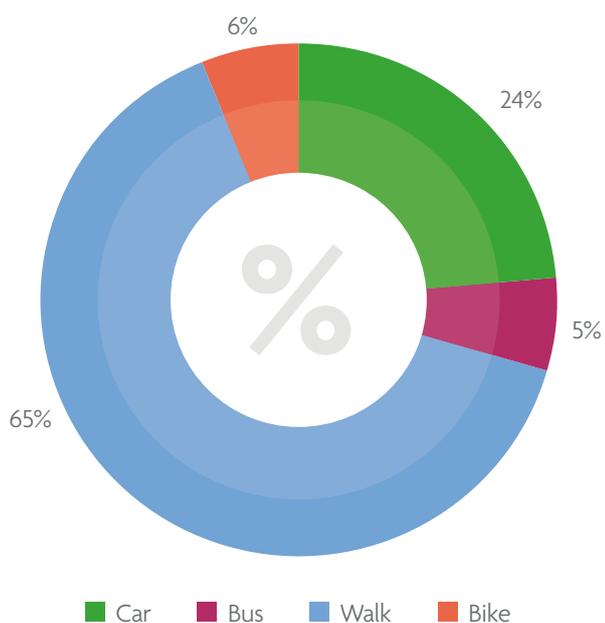


How often do you visit the petrol station?

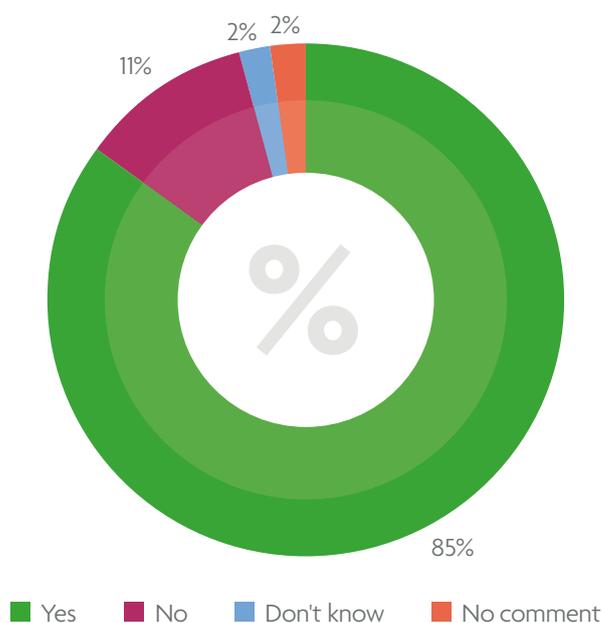


The site continued

How do you normally travel to the Morrisons store?



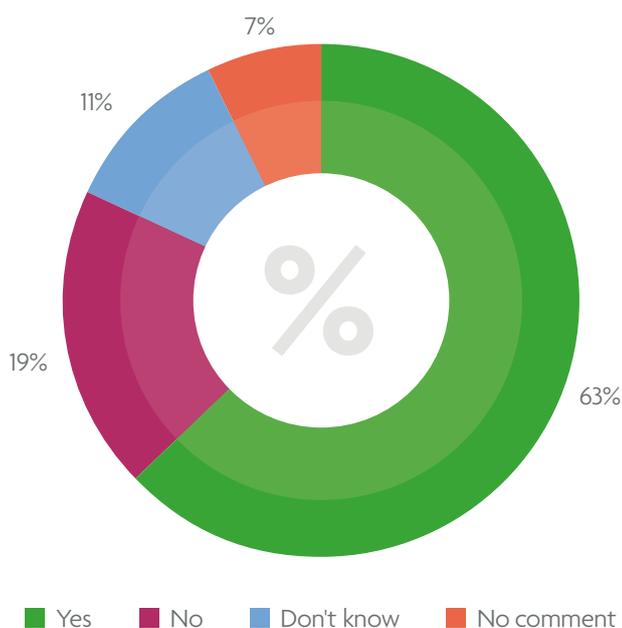
Do you currently find it easy to access the Morrisons store?



New store

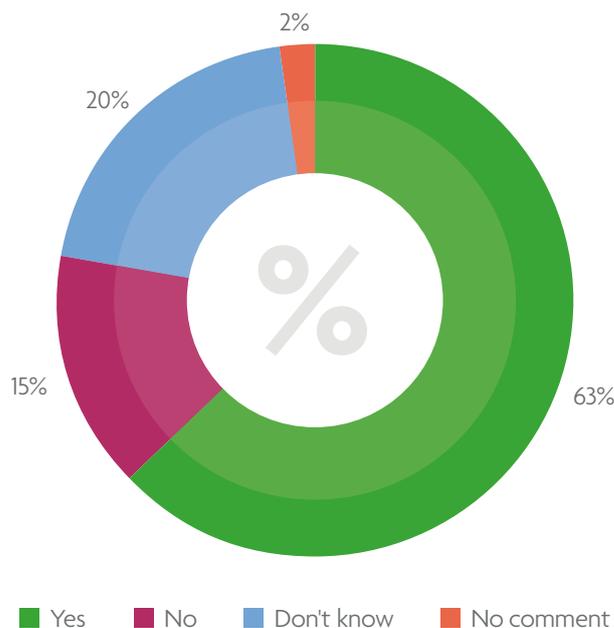
Having viewed the proposals do you agree that a new and improved Morrisons store is beneficial for the area?

Around two-thirds of respondents stated they agree that a new and improved Morrisons store is beneficial for the area. 19% of respondents disagreed and the remaining 18% stated either 'don't know' or left no response.



Do you agree that retaining the petrol filling station on its current site once construction of the new store is complete will be beneficial for the area?

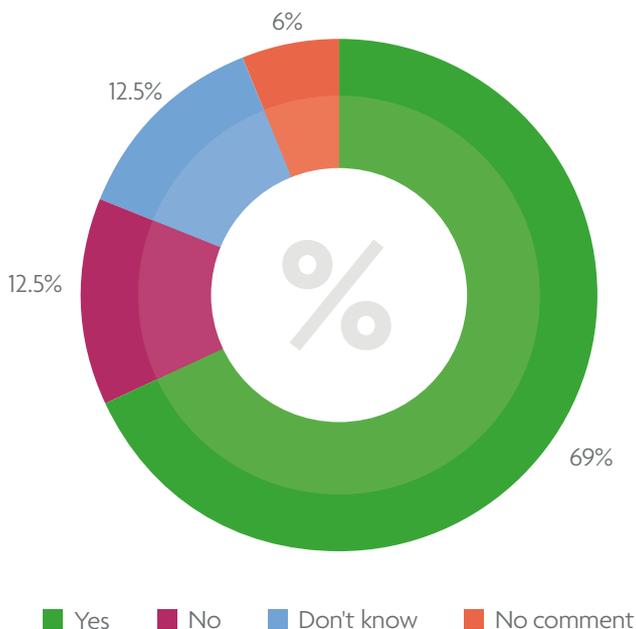
The same number of respondents as for the new store agreed that the retention of the petrol filling station would be beneficial for the area (63%). Slightly less disagreed at 15%, while 20% of respondents stated they were unsure.



Access

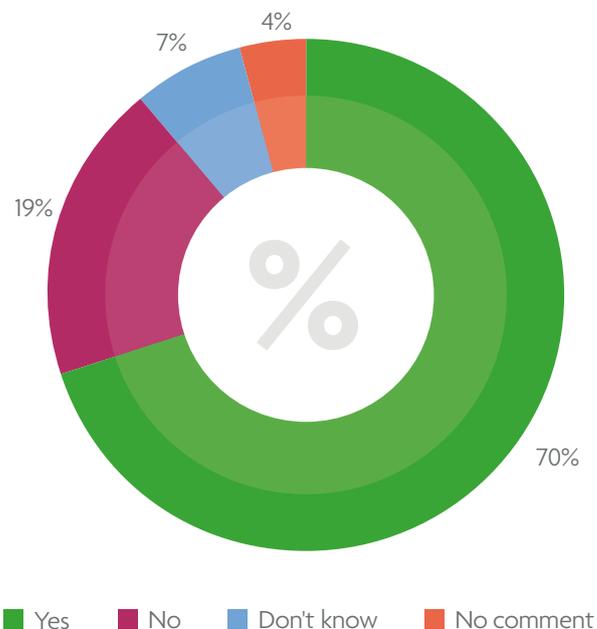
Do you like our proposal to improve connections to and through the site by providing new pedestrian and cycle routes?

Over two-thirds of respondents stated they liked the proposal of providing new cycle and pedestrian routes in order to improve connections to and through the site. Only 12.5% stated they did not like this proposal and the remaining 18.5% were either unsure or left no comment.



Do you like our proposal to make the Morrisons store visible and easier to access from Chalk Road by removing the retaining wall and allowing pedestrian access via a public space?

70% of respondents stated they liked the proposal to make the new Morrisons store visible and easier to access from Chalk Farm Road. 19% said they did not like this proposal and the remaining 11% were either unsure or left no comment.

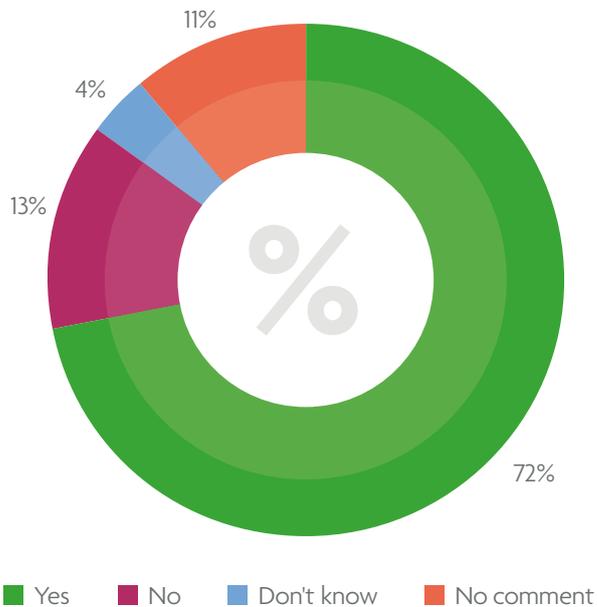


Character

Our vision for the site is to create a place where during the day people come to shop or work in local businesses and in the evening reverts to a quiet residential area.

Do you agree that this type of mixed-use neighbourhood is needed in the area?

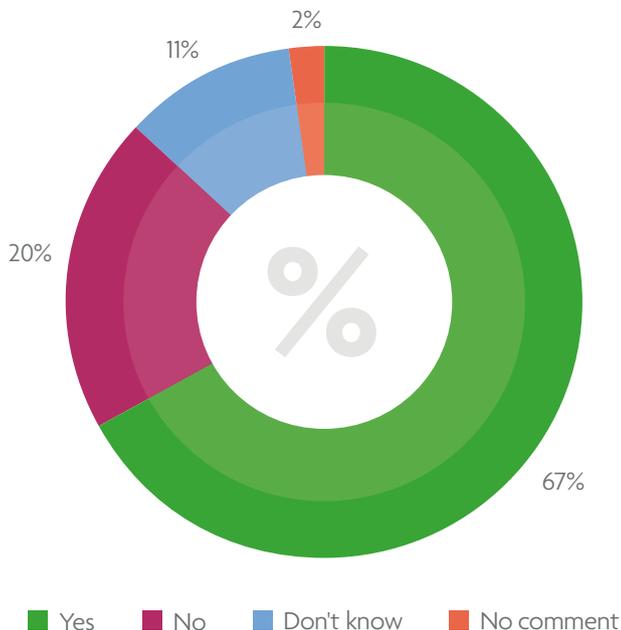
Nearly three out of four respondents stated that they agree that a mixed-use neighbourhood, which is active in the daytime where people shop or work and reverts to a quiet residential area in the evening, is needed in the area. 15% of respondents were either unsure or left no response and 13% disagreed.



Neighbourhood

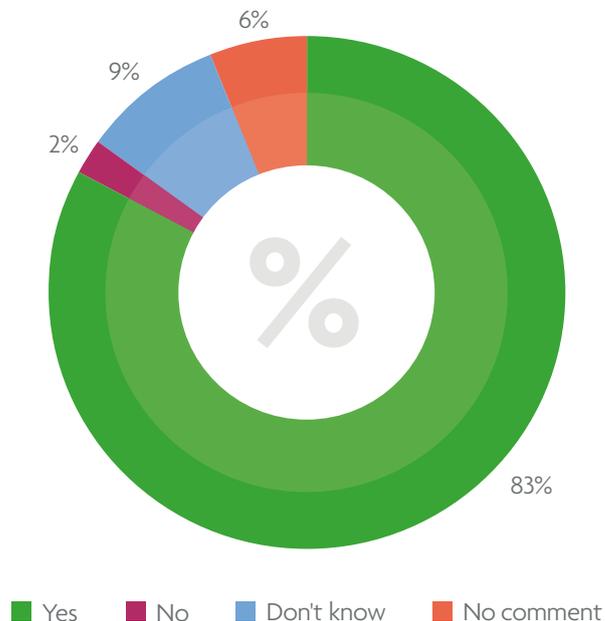
Do you think this is a suitable site for delivering a mix of approximately 700 much-needed new homes for Camden?

67% of respondents stated that they think the site is suitable for delivering a mix of approximately 700 new homes. 20% stated that they feel the site is unsuitable while 13% either said they do not know or left no response.



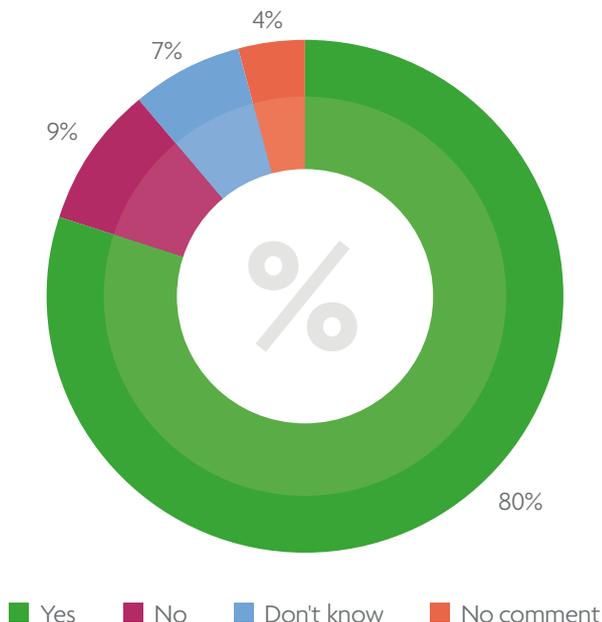
Do you think affordable homes should be provided on-site?

A large number of respondents stated they think affordable homes should be provided on-site, at 83%. Only 2% stated that affordable homes should not be provided on-site with 15% being either unsure or leaving no comment.



Do you support the proposal to provide varying sizes of workspaces that cater for local businesses to grow and stay in the area?

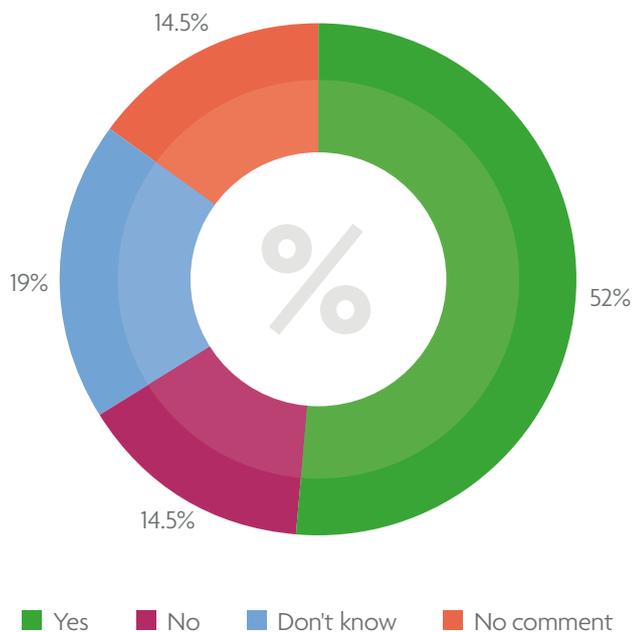
At 80%, a large portion of responses demonstrated support for providing varying sizes of workspaces that cater for local businesses to grow and stay in the area. Only 9% disagreed with the proposal and 11% stated they did not know, or left no comment.



Overall

Overall, do you support our proposals to redevelop the site to provide a new Morrisons store, petrol filling station and underground car park, with new homes, workplaces, retail and public space and routes?

Just over one in two respondents (52%) stated their overall support for the proposals. 34% were either unsure or left no comment, while a small portion of respondents stated they did not agree, at 14.5%.



A number of comments were made which covered a wide range of elements of the proposals. The main points raised included:

- Ensuring provision of affordable housing on-site
- Positive that proposals could aid a reduction in levels of antisocial behaviour in the area
- Concerns for height and density of development
- Concerns for views through and across the site to surrounding areas
- Positive about improved pedestrian and cycle access to and through the site
- Ensuring heritage aspects of the site and surrounding area are maintained
- Positive about business space offer
- Welcome the additional green space
- Children's play area needed in the area
- What type and amount of community facilities on offer
- Welcome innovative design for underground Morrisons store
- Concerns for impact on local transport, health and education infrastructure
- Concerns for suitable design connectivity to surrounding area
- Ensuring adequate parking for customers
- Quality and sympathetic building design
- Concerns for construction disturbance
- Request further consultation

6. PHASE TWO CONSULTATION ACTIVITY

6.1 Stakeholder meetings

Following the first public consultation, the development team evaluated all feedback received and continued to hold follow-up meetings with key stakeholders between November 2016 and April 2017 to continue discussions and to provide an update on the progression of the scheme.

Primrose Hill CAAC – 30th November 2016

Attendance:

- Richard Simpson (PHCAAC)
- Pam White (PHCAAC)
- Judy Cunningham (PHCAAC)
- Tom Ashley (PHCAAC)
- Phil Cowan (PHCAAC)
- Laura Rivkin (PHCAAC)

Allies & Morrison gave a presentation on the latest proposals for the Camden Goods Yard site. Following the presentation, Primrose Hill CAAC made some observations and comments.

A discussion was held concerning matters of permeability and the scale of the development, as well as various land uses i.e. number of parking spaces, workspaces and types of housing.

Gilbeys Yard & Juniper Crescent – 20th February 2017

Attendance:

- Councillor Lazzaro Pietragnoli (Chair)
- Councillor Patricia Callaghan
- Kari Mullah, Gilbeys Yard (Chair)
- Karl Lewkowicz, Gilbeys Yard
- Stephen Stokes, Gilbeys Yard
- Monika Petra, Juniper Crescent
- Mark Neal, Gilbeys Yard
- Gavin Sexton, LBC Case Officer

Cllr Callaghan enquired about the public space along the front of the development (Chalk Farm Road) and how it will be activated and kept clean, as there are existing issues with litter and noise along the road.

It was requested that Morrisons and Barratt London meet with One Housing to discuss some of the points raised by residents at this meeting, i.e. security.

Paul Whitley - 23rd February 2017

A meeting took place at Allies & Morrison to explain the scheme proposals.

Primrose Hill CAAC – 1st March 2017

Attendance:

- Richard Simpson (Chair, PHCAAC)
- Pam White (PHCAAC)
- Maureen Betts (PHCAAC)

Allies & Morrison gave a presentation on the latest proposals. Following the presentation, a discussion was held where Primrose Hill CAAC asked questions of the design and made a series of comments.

Comments were made about:

- Number of parking spaces
- Camden Planning department and highways views of the revised scheme
- Difference in height between the filling station and surrounding buildings
- Questions regarding design of the buildings
- Space for GP services
- Control of the Gilbeys Yard entrance to the site
- The reconfiguring of Market Square to contain tables and chairs
- Inclusion of a bar, cinema or art gallery
- Breakdown of affordable housing

- Access from the site to the canal
- Time period for construction
- Asked that the EIA scoping report be published

Castlehaven Planning & Licensing Committee – 6th March 2017

Attendance:

- Brenda Gardner (Chair)
- Pat Thomas (Trustee)
- Prosper Davies (Trustee)

The development team presented the latest plans and provided an update on the proposals, and members of the Committee asked a series of questions.

Comments were made about:

- Whether Morrisons staff would retain their jobs in the short term
- Issue of local squatters
- When the current store would close
- Access through the horse tunnels
- Proposed height throughout the site
- Use of local amenities

Presentation to the Camden Goods Yard Working Group formed by Paul Whitley – 27th March

A presentation was made to the Working Group which comprised the following groups:

- Market Tech
- One Housing Association
- The Roundhouse
- Camden Town Unlimited
- Castlehaven Community Association
- Regents Canal Conservation Area Advisory Committee
- Harmood Street, Clarence Way and Hartland Street Residents Association.
- Gilbeys Yard Tenants Association
- 30 Oval Road Residents and Tenants Association
- Juniper Crescent Yard Tenants Association
- Camden Railway Heritage Trust

One Housing – 30th March

Attendance:

- Peter Blake, One Housing
- Chris Hageman, One Housing
- Vicky Okoronkwo, One Housing
- Steve Gair, One Housing
- Paul Handley, One Housing
- Jane Shea, One Housing
- Linmora Blair, One Housing
- Andre Thomas, One Housing

One Housing Group explained that meetings that had been held with residents of Gilbeys Yard and Juniper Crescent to address some of the maintenance issues that have been raised. As a consequence several initiatives are being considered and trialled to improve the area.

Barratt London outlined the issues raised by residents held at a previous meeting:

- Permeability of the site
- Antisocial behaviour
- General management of the estates such as lighting, CCTV and walkways

It was agreed that Barratt London and One Housing would work together to resolve issues raised by residents. It was suggested to meet with residents together to explain how issues are being addressed.

Roundhouse – 5th April 2017

Attendance:

- Marcus Davey, Roundhouse
- Tom King, Roundhouse

The development team explained the latest design of the proposed building at the petrol filling station site. The design and use of the building was discussed.

Marcus Daves thought the front exterior of the PFS building looked quite high but both Marcus and Tom expressed their positive view of the design and the use of the materials.

Barratt London explained that the issue of long queues along Chalk Farm Road ahead of many Roundhouse events has been considered in the design, and showed a plan of the proposed queue route.

Camden Town Unlimited – 5th April 2017

Attendance:

- Simon Pitkeathley, Chief Executive, Camden Town Unlimited (CTU)

The meeting discussed the provision of affordable workspace within the development and a follow up meeting was held a few days later.

Gilbeys Yard & Juniper Crescent residents – 12th April 2017

Attendance:

- Karim Ullah, Gilbeys Yard
- Mark Neal, Gilbeys Yard
- Stephen Stokes, Gilbeys Yard
- Karl Lewkowicz, Gilbeys Yard
- Monika Petrasova, Juniper Crescent
- Peter Blake, One Housing

A meeting was scheduled with residents of Gilbeys Yard and Juniper Crescent to provide an update regarding the scheme.

Comments from the meeting included:

- Concern about the massing of the development
- Impact on daylight of the development
- Vehicle access to the site
- Bus lane and shelters next to Juniper Crescent
- Cycle Routes

The further feedback received during these second round of meetings with stakeholders was essential in fine-tuning the proposals ahead of the second public consultation in April 2017.

Camden Goods Yard Working Group – 18th April 2017 and 6 June 2017

A feedback session took place at Camden Town Hall on 18 April.

There was a third meeting with the working group on 6 June which took place after the conclusion of the pre-application process and after the planning application had been finalised. The group expressed the opinion that little had changed as a result of its input in the process, albeit at a late stage in developer's full nine to ten months of pre-application engagement.

6.2 Second Public Consultation – April 2017.

The following members of the development team attended at least one of the consultation days:

- Nick Sutcliffe - (HardHat.)
- Geoffrey Gaisie - (HardHat.)
- Andrew Howard - (HardHat.)
- Alex Cowley - (HardHat.)
- Martin Scholar - (Barratt London)
- Gagan Manak - (Barratt London)
- Georgina French - (Morrisons)
- Sarah Atta – (Morrisons)
- Hendrik Heyns - (Allies & Morrison)

- Marco Colaiacomo – (Allies & Morrison)
- Mike Lowndes – (Turley)
- Oliver Jefferson - (Turley)
- David Cawston – (Piercy and Co.)
- Simon Hall – (Arden – ce)

Attendance

The public consultation event was held on Friday 21 April 2017, 2pm - 8pm, and Saturday 22 April, 10am – 1pm at the Pirate Castle on Oval Road, nearby to the Morrisons store. An informal preview for Gilbeys Yard residents was held on Thursday 20 April, 7.30pm - 8.30pm.

Notice of the consultation was sent to 6,862 homes and businesses in the local area as well as stakeholder groups, and notices were put in the Morrisons store.

Attendees were able to either return a feedback form on the day or at a later date via post or email.

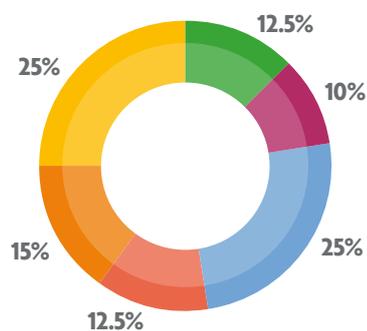
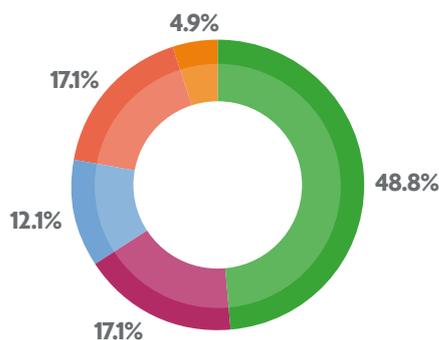
Over the two days, 145 people attended and 44 feedback forms were received. The next section details the feedback received.

FEEDBACK

Your current use of the site

How often do you visit the site?

How often do you visit the petrol filling station?

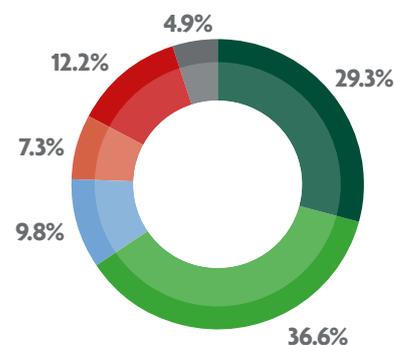


■ Twice a week
 ■ Once a week
 ■ Once a fortnight
 ■ Once a month
 ■ Rarely
 ■ Never

Our vision for the future

Our vision for the site is to create a place where during the day people come to shop or work in local businesses and in the evening reverts to a quiet residential area. Do you agree that this type of mixed-use neighbourhood is needed in the area?

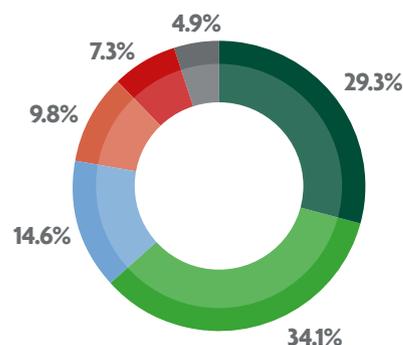
Around two-thirds of respondents agreed or strongly agreed that this type of mixed-use neighbourhood is needed in the area. 19.5% disagreed while a further 14.7% stated they did not know or had no opinion.



Improved access

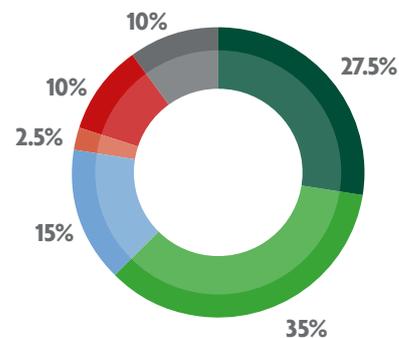
Do you support the improved connections to and through the site by providing new pedestrian and cycle routes and the safeguarding of potential additional links to the Stables Market?

Just under two-thirds of respondents supported the improved connections to and through the site including new pedestrian and cycle routes. Around a sixth of people disagreed with the proposals for improved access, while 19.5% stated that they did not know or had no opinion.



Do you support the proposal to make the Morrisons store visible and easier to access from Chalk Farm Road by removing the retaining wall and allowing pedestrian access via a public space?

Just under two-thirds of respondents supported the proposal to remove the retaining wall and allow pedestrian access via a public space. Only 12.5% disagreed, while 25% stated they did not know or did not have an opinion.

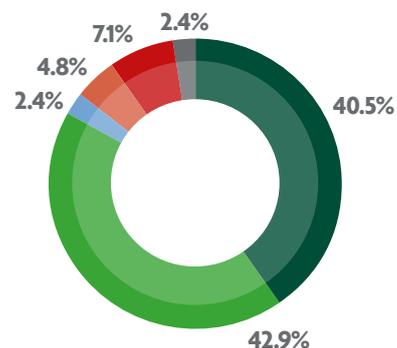


■ Strongly agree
 ■ Agree
 ■ No opinion
 ■ Disagree
 ■ Strongly disagree
 ■ Don't know

New public open space

Do you support the provision of four public open spaces including a children's play area?

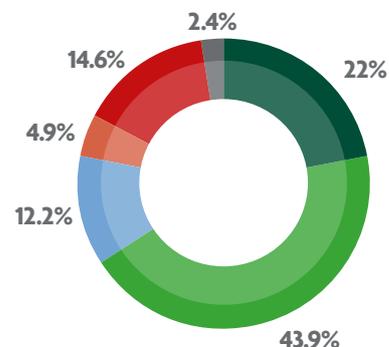
83.5% of respondents stated that they agreed with the provision of new public open space including a children's play area. Only 12% disagreed, while 4.8% either had no opinion or did not know.



5. New store and petrol filling station

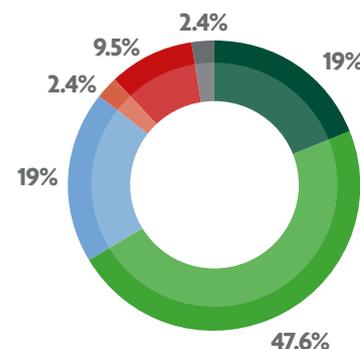
Do you agree that a new and improved Morrisons store is beneficial for the area?

Around two-thirds of respondents agreed that a new and improved Morrisons store is beneficial to the area. 1 in 5 disagreed with the proposal for a new and improved store, while 14.6% stated that they had no opinion or did not know.



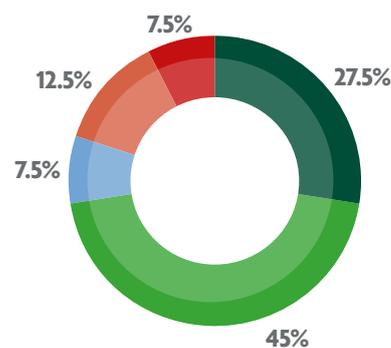
Do you support the provision of a new community space in the Morrisons store?

Around two-thirds of respondents supported the provision of a new community space. 12% of respondents did not support this, while 21.4% stated that they did not know or did not have an opinion.



Do you support the provision of a rooftop urban farm for growing local produce?

Almost three-quarters of respondents supported the provision of a rooftop urban farm to grow produce. Only 1 in 5 respondents disagreed, while 7.5% did not have an opinion.

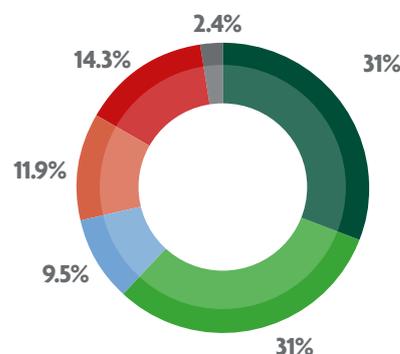


Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree
 Don't know

Housing

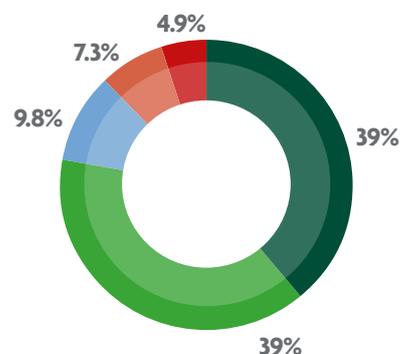
Do you agree with the reduction in the number of homes from 700 to approximately 570?

62% of respondents agreed with the reduction in the number of homes from 700 to 570. 24.2% disagreed, while 12% did not know or did not have an opinion.



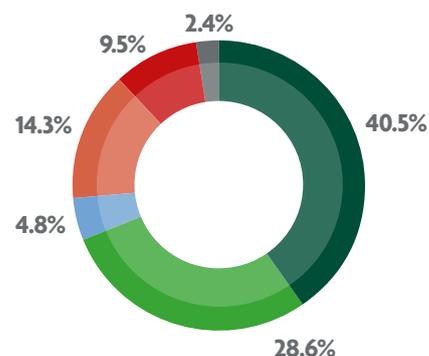
Do you agree with the increase in the affordable housing provision to 35%?

Approximately 4 out of 5 respondents agreed with the increase in affordable housing to 35%. 12.2% of respondents disagreed with the new proposal of affordable housing, while a further 9.8% had no opinion.



Do you support the reduction in maximum heights from 17 storeys to 14 storeys?

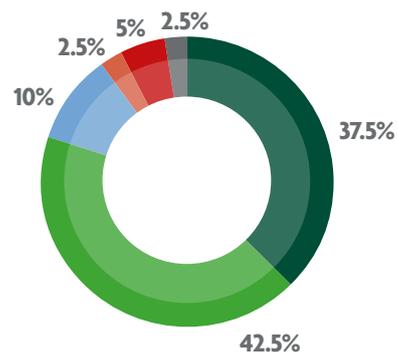
Around 70% of respondents agreed with the reduction in the maximum height from 17 to 14 storeys. Around 24% disagreed, while around 7% stated that they had no opinion or did not know.



Employment

To what extent do you support the provision of space for 1,300 jobs with affordable workspace and flexible workspace to cater for local businesses to grow and stay in the area?

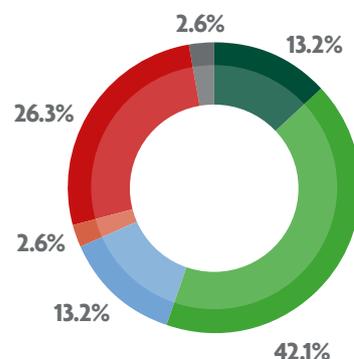
Around 80% of respondents supported the provision of space for 1,300 jobs with affordable workspace. Only 7.5% disagreed, while 12.5% stated that they did not know or had no opinion.



Overall

Overall, to what extent do you support our revised proposals to redevelop the site to provide a new Morrisons store, petrol station and underground car park, with new homes, workplaces, retail and public space and enhanced pedestrian and cycle routes?

Overall, more than half (55.3%) of respondents supported the revised proposals presented at the consultation, up from 52% support for the initial proposals. 29% stated that they did not support the proposals, while around 16% were unsure or did not give an opinion.



And finally do you have any other comments on the revised proposals?

See Appendix 3 for a full set of comments.



7. CONCLUSION

This Statement of Community Involvement summarises engagement activities, consultation and feedback received during the pre-application period and the masterplan and planning application. In addition to the two formal public exhibitions, the project team have made considerable effort to meet local residents and stakeholders to explain the developing proposals and to hear their views.

Key elements of the final proposals have been shaped by the views of local Councillors, residents and groups:

- The decision to avoid adding to the night time economy but rather to create a residential community in the evenings, came directly from listening to local Councillors and their concerns about introducing additional disturbance to neighbouring communities
- The massing and distribution of buildings reflect close dialogue with The London Borough of Camden's design panel and discussions with the relevant CACCs
- The siting and massing on the petrol station site followed discussions with the Roundhouse
- The location of green-space, play areas and routes through the sites were informed by discussions with residents and local groups
- The massing and distance from Gilbeys Yard properties was revised following dialogue with residents
- The re-provision of the public toilets responded directly to Councillors representations
- The range and quantum of affordable housing reflects detailed discussions with Councillors and residents

As summarised in this report, the principle of development and the aspirations to create a new residential community are widely supported in the local community. A range of views about the detail of the application and aspects of the design such as massing and heights have been made about the scheme as would be expected for a scheme of this size. These views have been considered in detail and considerable effort made to reformulate and amend the proposals.

Consultation with the local community has been extensive over the period from July 2016 to April 2017, a period of 10 months.

Multiple rounds of meetings have been held on a one-to-one basis with groups and two major public exhibitions were held in November 2016 and April 2017.

In early June, as the planning application was being finalised for submission, the Camden Goods Yard Working Group expressed the opinion that little had changed as a result of its input in the process. It should be noted that the group was constituted at a late stage in the developer's ten months of pre-application engagement with the first opportunity to present and receive feedback being in the closing fortnight of the consultation period. In contrast, the quantitative feedback obtained at the public exhibitions demonstrates a high level of support for both the individual elements of the scheme and the proposals as a whole.

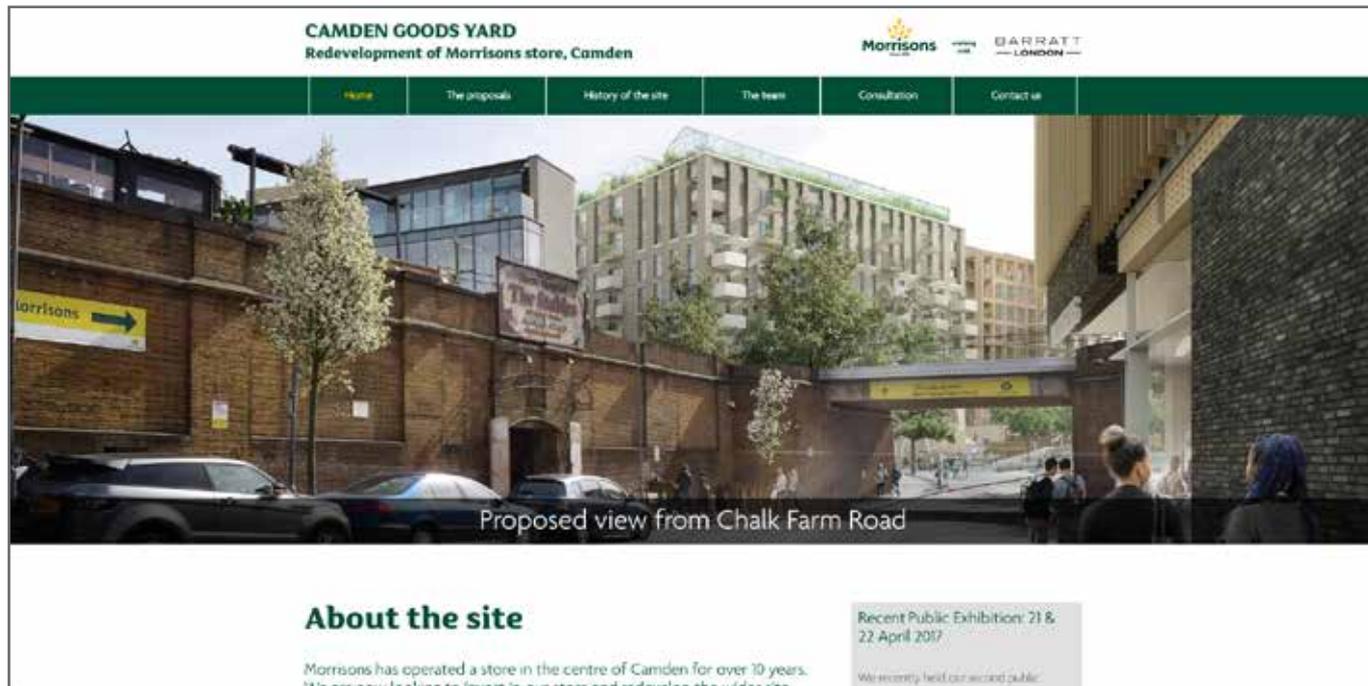
CAMDEN GOODS YARD

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APPENDIX 1 - CONSULTATION RESOURCES

Website:



APPENDIX 1 - CONSULTATION RESOURCES

List of stakeholders:

1. Primrose Hill Community Association
2. Primrose Hill Conservation Area Advisory Committee
3. Primrose Hill Neighbourhood Forum
4. Regents Canal Conservation Area Advisory Committee
5. Camden Town Railway Heritage
6. Friends of Regents Canal
7. Hawley Wharf Working Group
8. Camden Town Unlimited
9. Camden Civic Society
10. Camden Town Community Forum
11. Kentish Town Neighbourhood Forum
12. North Camden Town Neighbourhood Forum
13. Camden Town Safer Neighbourhoods Panel
14. Castlehaven Community Centre
15. Castlehaven Community Association
16. Camden History Society
17. Hawley Residents Association
18. Hawley Wharf Action Group
19. The Gloucester Avenue Residents Association
20. Camden Town Speaks Residents Association
21. Clarence Way Estate Tenants and Residents Association
22. Harmond Clarence Hartland Residents Association & Tiptree Barling and Havering Tenants and Residents Association
23. Parish of Old St Pancras Church
24. Amy Winehouse Foundation
25. Camden Walk of Fame
26. Peter Clapp
27. Peter Darley
28. Paul Whitley
29. Camden Housing Action Group
30. Camden Town Conservation Area Advisory Committee
31. ABC Community Group
32. Agar Grove Tenants Management Co-op Limited
33. Amptill Square Tenants and Residents Association
34. Auden Place Tenants Association
35. Bangali Parent and Tenants Association
36. Baptist Gardens Association
37. Barnes House Tenants and Residents Association
38. Bartholomew Area Residents Association
39. Bayham Place Estate Residents Association
40. Beaumont Walk Tenants and Residents Association
41. Belsize Avenue (41-43) Tenants and Residents
42. Carol Street Housing Co-op Association
43. Castle Road Estate Tenants and Residents Association
44. Castle Road Residents Association
45. Castlehaven Community Association
46. Chalk Farm Housing Group
47. Chalk Farm Parking Action Group
48. Chamberlain Street Association
49. Charlton Kings Tenants Association
50. Chester Terrace Residents Association
51. Clarence Way Estate Tenants and Residents Association
52. Collard Place and Part Harmond Street Residents Association
53. College Lane and Little Green Street Residents Association
54. College Place Leaseholders Association
55. Coopers Lane Tenants and Residents Association
56. Crash (Combined Residents Associations of South Hampstead)

APPENDIX 1 - CONSULTATION RESOURCES

List of stakeholders:

57. Cresta House Residents Association
58. Cumberland Market Estate Residents Association
59. Curnock Street Tenants and Residents Association
60. Delancey Street Residents Association
61. Delancey Studios Tenants and Residents Association
62. Denton Tenants and Residents Association
63. Dorney Residents Association
64. Drummond Street Tenants and Residents Association
65. Durdans House Tenants and Residents Association
66. Elaine Court (Management) Limited
67. Elliott Square Residents Association
68. Elm Village Residents and Tenants Association
69. Elsworthy Court Members Company Limited
70. Elsworthy Residents Association
71. Evangelist Road Residents Association
72. Fairfax Place Residents Association
73. Fairfax Road (12-36) Residents Association
74. Gaisford Street Leaseholders Association
75. Georgiana Leaseholders Association
76. Godwin and Crowndale Tenants Management Co-operative
77. Goldington Street Estate Tenants and Residents Association
78. Greenwood Tenants Association
79. Hadley Street Residents Association
80. Harmood Clarence Hartland Residents Association
81. Haverstock Hill Circle Residents Association
82. Hilgrove Estate Residents Association
83. Hillfield Court Limited
84. Ingestre Road Tenants Association
85. Inkerman Area Residents Association
86. Jeffreys Street Association
87. Kelly Street Residents Association
88. Kenbrook Tenants and Residents Association
89. Kennistoun, Willingham, Rosemary and Margaret Tenants Association
90. Leighton Road Neighbourhood Association
91. Little Green Street Website
92. Maiden Lane Estate Management Board
93. Maiden Lane Leaseholders Association
94. Maiden Lane Tenants and Residents Association
95. Maitland Park Tenants and Residents Association
96. Mayford Tenants and Residents Association
97. Mornington Area Action Group
98. Mornington District Association
99. OFE Broadhurst Gardens Tenants and Residents Association
100. Ossulston Tenants and Residents Association
101. Park Village and Environs Residents Association
102. Peckwater Estate Tenants Association

APPENDIX 1 - CONSULTATION RESOURCES

List of stakeholders:

103. Phoenix Court Community Tenants Association
104. Primrose Gardens Community Association
105. Primrose Hill Court Tenants and Residents Association
106. Prince Albert Road (17-22) Residents Association
107. Queensmead NW8
108. Reeds and Rochester Place Neighbourhood Association
109. Regal Lane Limited
110. Regents Park Tenants Association
111. Rhyl Tenants and Residents Association
112. Sidney Boyd Court Tenants and Residents Association
113. Somers Town Tenants Association
114. St Georges Terrace Residents Association
115. St Johns Court Residents Committee
116. Stanbury Court Management Limited
117. Taplow Tenants and Residents Association
118. Torriano Cottages Association
119. Una House Tenants and Residents Association
120. Waterside Place Residents Association
121. Winchester Road Residents Association
122. Camden Village Association
123. Canfield Place Residents Association
124. Burnham Residents Association
125. BUTA Limited
126. Camden Federation of Private Tenants
127. Camden Park Residents Association Limited
128. Camden Square Area Tenants and Residents
129. Camden Square Neighborhood Association
130. Friends of Regents Park & Primrose Hill
131. Camely Street Neighbourhood Forum
132. Gilbeys Yard

APPENDIX 1 - CONSULTATION RESOURCES

Distribution area (wider community)



APPENDIX 1 - CONSULTATION RESOURCES

Distribution area (immediate community)



APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Invitation

CAMDEN GOODS YARD Redevelopment of Morrisons store, Camden



working
with

BARRATT
— LONDON —

Public consultation on Morrisons' plans for a new store and community for Camden

We have exciting plans to invest in our Camden store which will offer our neighbours and customers a new look Morrisons store and petrol station as well as a community of new homes, offices and shops.

Working with Barratt London and the award-winning architects behind Kings Cross Central, Allies & Morrison, we are drawing up plans for the site.

We invite you to our public consultation events this month where we will be showing our proposals and would like to listen to your comments.

We hope to see you there.

Details of the public consultation events are overleaf.



Current store entrance

Telephone: 0800 170 7270

Email: info@camdengoodsyard.co.uk

Website: camdengoodsyard.co.uk

CAMDEN GOODS YARD Redevelopment of Morrisons store, Camden



working
with

BARRATT
— LONDON —

When:

Wednesday 23 November
14.00 - 18.00

Thursday 24 November
16.00 - 20.00

Saturday 26 November
12.00 - 16.00

Where:

The consultation will take place in a marquee located next to our store. Access will be via the store car park.

Morrisons, Camden
Chalk Farm Road
NW1 8AA



Telephone: 0800 170 7270

Email: info@camdengoodsyard.co.uk

Website: camdengoodsyard.co.uk

APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Welcome to our exhibition



The Camden Goods Yard site has been home to a supermarket since the 1990s and was bought by Morrisons in 2004. We last made a major investment in our store 12 years ago when it was extended and revamped to the store we have today.

Morrisons Camden is a popular store in the local area and we want to make sure that the store exceeds our customers' expectations and that our store team continues to play an active role with local community and charity groups.

Working with Barratt London and the award-winning architects behind King's Cross Central, Allies & Morrison, we are drawing up plans for the site. At the heart of our proposals will be a new look Morrisons store and petrol station, together with a new mixed community of homes, flexible office space and public spaces.

Our store sits between Camden Town and Chalk Farm, bordered by railway lines and a short distance away from Regents Canal. Located close to areas of diverse characters such as Primrose Hill and Camden Town, the site offers a unique opportunity to deliver a new mixed-use development that reflects the heritage and character of Camden.



Alleyway view



Car park



Library's yard boundary



Boundary with northern railway



Views to public parklet in car park



View from station on Chalk Farm Road



To find out more visit:
camdengoodsyards.co.uk



Since 1899

working with



APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

History of the site



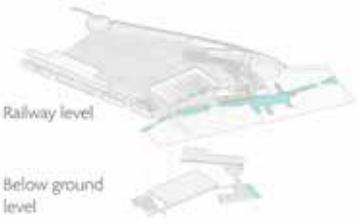
The Goods Yard with Chimneys - 1860s

The supermarket was built in the 1990s at the same time as the neighbouring residential areas of Gilbeys Yard and Juniper Crescent. Safeway operated out of the store until 2004, when Morrisons took ownership.

From the mid-19th Century, the area was a goods yard and depot that serviced the railway line between London and Birmingham. When it was in full operation, trains arrived day and night and the area was full of activity.

During this period, the area became an important site for railways, industry and freight between London and beyond. Layers of operation were built on top of each other with the construction of underground vaults for rail workshops, stores, coal stores and drops to ground surface yards and up to higher levels that were constructed above ground level to carry the main line railway over Regents Canal.

Elements of this industrial heritage still exist today. Part of our store's site is built on the higher levels that were constructed for the railway line.



Railway level

Below ground level

Building structure above and below ground



Map of London from 1861



Cross of different levels - 1850s



View of site from Great Road - 1850s



Historic Camden wall on Chalk Works Road



Regents Canal



Cross of levels today



The Vaults



View of site from Chalk Works Road



Since 1899

working with

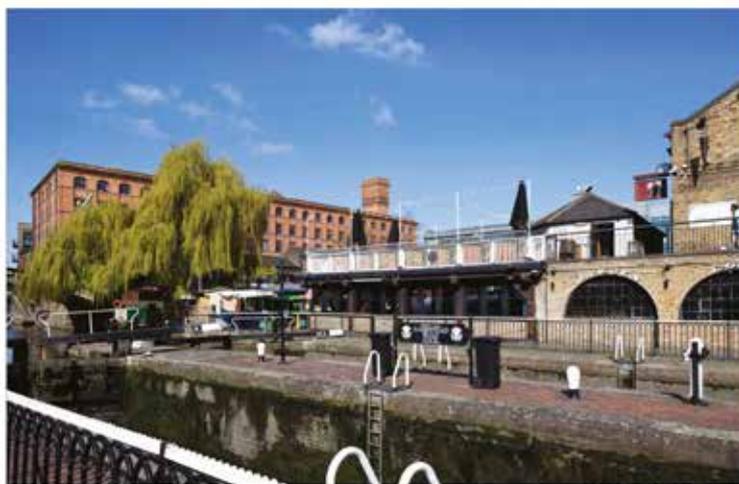


APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Local heritage and neighbourhoods



Camden Lock with the heritage building

One of the most important considerations when developing a masterplan is how the new development links to and complements surrounding neighbourhoods.

Looking at the character of the surrounding areas we want to create a new mixed-use community which offers local residents a new neighbourhood, respectful of the local heritage and character. By day it will be a vibrant area with a new Morrisons supermarket and offices for local businesses, whilst becoming a quiet residential neighbourhood with new public spaces in the evening.

There are five conservation areas surrounding the site which will be sensitively considered.



Camden High Street



Regent Canal



Princes Street, Princes Hill



Princes Road, Princes Hill



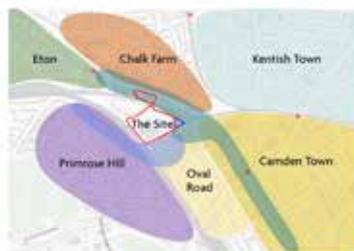
Princes Road, Oval Road



Camden Lock Place



Conservation areas



Local neighbourhoods



working with



APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

A new neighbourhood for Camden




View of new store and public space (render)

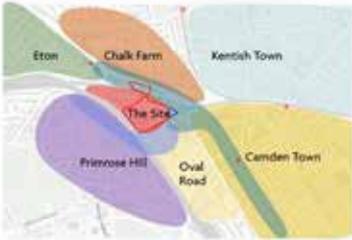
New neighbourhood surrounded by existing neighbourhoods

Our plans for a new neighbourhood at Camden Goods Yard include:

- New Morrisons store with underground parking and petrol station on Chalk Farm Road
- Approximately 700 new homes
- Workspaces supporting local businesses to grow and stay in the area
- High-quality public spaces

What this means for Camden:

- A new look Morrisons store with a greater range of useful services and new style customer café
- Affordable homes on site
- Workspaces for approximately 1,500 new jobs
- Improved access and connectivity across the site



The site and surrounding neighbourhoods



working with



APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

The emerging Masterplan



We are developing a masterplan:

- The existing store sits on top of a man-made hill, a legacy of the railways. We are developing a masterplan that makes the most of the change in levels
- We will relocate the store and car parking below ground to maximise the space for homes and workspaces
- We are creating new routes and navigating the change in levels to improve connections with the surrounding neighbourhoods
- The retaining wall along the access road is removed and opened up to create a public space in front of the new store
- Visibility of the store and site is improved from Chalk Farm Road and there is level access to the public space and store
- At the top of the hill, workspaces and homes are accommodated in a series of buildings that are arranged around a network of streets and public spaces, with direct, level connection to Oval Road



Existing store sits on top of man-made hill



New store sits within the hill



Below ground car parks and workspaces



New public realm and main route



Neighbourhood routes and spaces



Building design responding to path of view



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Exhibition boards

CAMDEN GOODS YARD

Access and connections



View of residential block looking towards pedestrian entrance into cabinet market tower

Enhanced access to the store and improved connectivity across the site.

The industrial heritage and change of uses over the years have created an island site of man-made ground with significant access challenges.

The Morrisons store is not visible from Chalk Farm Road and access requires shoppers to walk up the hill and pass the unwelcoming retaining wall.

We will lower the store on the site and create new public spaces and a more welcoming aspect for visitors.

We are creating new primary and secondary routes across the site with dedicated pedestrian and cycle access, whilst existing bus services will be retained.

- Main route
- Neighbourhood routes
- Potential connections in the future



Blue primary and secondary routes



Levels of different levels existing



Levels of different levels in the future



Existing view from Chalk Farm Road



View of proposals as you approach bridge



Proposed new public space 'Market Place'



Example of high-quality stepped public realm



Example of high-quality stepped public realm



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Exhibition boards

CAMDEN GOODS YARD

Public space and amenity



View of public space number 2, Market Place

Creating a new high-quality environment with different types of public spaces for the enjoyment of all residents, shoppers and workers.

- Safer streets and neighbourhoods
- High-quality public realm
- Formal and informal spaces
- Spaces for play
- Space for exercise
- Variety of hard and soft landscaping
- Neighbourhood squares



Example of public space with steps, trees and planting



Public space at Millbridge Square



Examples of spaces for play



Public Space 3, a neighbourhood square



Example of a neighbourhood square



Another example of a neighbourhood square



Final site plan (2020)



working with



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Exhibition boards

CAMDEN GOODS YARD

Homes



View of residential street looking towards garden entrance into red brick high-rise tower

We will create new homes which will be spread across a number of buildings across the site, arranged around courtyards and along residential streets.

We will create a high-quality environment and new neighbourhood with a range of tenures, unit sizes and private and communal amenity areas:

- Approximately 700 new homes in a distinctive neighbourhood
- Including affordable homes provided on-site
- All residents to have amenity spaces in the form of balconies, terraces and winter gardens
- Residents health and fitness suites
- Some will have private gardens
- There will be communal resident's courtyards and roof terraces
- Potential for resident's allotments
- 24-hour concierge



Aerial view of residential street and courtyard layout



Example of residential street



Example of residential street



Example of residential courtyard



St Andrew's Courtyard



Example of allotments



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APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Workplaces and retail



View of main access through site and South House Street

Camden Goods Yard will be a mixed community where residential, retail and commercial uses are brought together to create a distinctive neighbourhood.

Our vision is a place where during the day people come to shop or work in local businesses, and in the evening reverts to a quiet residential area.

At the heart of the retail will be the new Morrisons store with underground parking and enhanced public spaces providing a welcoming entrance to local shoppers.

- There will be opportunities for makers, sellers and local businesses
- Providing opportunities from co-working to larger businesses



Office space



Retail



Public



Example of high-quality public space



Example of high-quality public space



Example of high-quality public space



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APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

The new Morrisons Camden store



We want to create a Morrisons store for Camden which offers more foods made fresh in store as well as a greater range of useful services.

We're still working on the store layout but Camden will be a leading Morrisons store with a new range of products and services as well as a new style customer café with a mix of soft seating and casual dining areas.

At our new look Market Street counters, the craft skilled butchers, bakers and fishmongers will continue to hand prepare food in store which customers have said they like.

Morrisons Camden will include a wide range of regionally sourced products and specially selected ethnic and local foods tailored to suit the needs of the community.

Our masterplan ensures that Morrisons will continue to trade from a new temporary store on the petrol station site throughout construction. Once the new store is ready, the petrol station will be reinstated and enhanced with retail to improve the Chalk Farm Road entrance with other uses above.

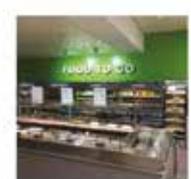
Short-term use of the Petrol Filling Station Site

- A new building will be constructed on the existing petrol station site with commercial or residential uses on the upper floors
- A temporary store will be located on the first floor so that customers can still shop at Morrisons during the construction of the new store on the main site
- A car park for the temporary store will be located at ground level

Long-term use of the Petrol Filling Station Site

- Once the new Morrisons store opens the temporary store will be closed
- The petrol filling station will be reinstated at ground floor in place of the temporary car park
- The temporary store will be converted into office space or other commercial uses







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APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Heights and views



sights of view point locations

We are currently modelling different height options across the site and looking to see how our development will be visible from different locations in the surrounding area.

The general heights across the development are likely to be within the region of seven-nine storeys but there will be range of heights and potentially some taller buildings in appropriate locations.

We appreciate the impact on views is sensitive and we are doing a detailed technical analysis from approximately 40 different locations to assess impacts as we model different height options.

The next stage of this consultation in 2017 will involve a further exhibition where we will be able to share our conclusions.



Viewpoint 01



Viewpoint 02



Viewpoint 03



Viewpoint 04



Viewpoint 05



Viewpoint 06



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APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Feedback form

CAMDEN GOODS YARD PUBLIC EXHIBITION Feedback form				
<p>Thank you for attending the public exhibition on the redevelopment proposals for our Morrisons store in Camden. We hope you found the exhibition interesting and informative. Our proposals are still at an early stage and we welcome your comments.</p>				
<p>Please fill in this form and hand it in today or return to us by Friday 9 December 2016 via the freepost address below.</p>		<p>Name: _____</p>		
<p>Freepost: RRRL-GLUR-KXXH HardHat Communications The Building Centre 26 Store Street London, WC1E 7BT</p>		<p>Address: _____ _____</p>		
<p>Telephone: 0800 170 7270</p>		<p>Phone: _____</p>		
<p>Email: info@camdengoodsyard.co.uk</p>		<p>Email: _____</p>		
<p>For further information, please visit our website at: camdengoodsyard.co.uk</p>				
<p>If you would like to be kept updated on the proposals via email, please tick this box <input type="checkbox"/></p>				
<hr/>				
<p>1. About you</p>				
<p>Are you a resident of the London Borough of Camden?</p>				
<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>				
<hr/>				
<p>2. The site</p>				
<p>How often do you visit the Morrisons store?</p>				
<p>Twice a week or more <input type="checkbox"/> Once a week or more <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Once a month <input type="checkbox"/> Rarely <input type="checkbox"/> Never <input type="checkbox"/></p>				
<p>How often do you visit the petrol filling station?</p>				
<p>Twice a week or more <input type="checkbox"/> Once a week or more <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Once a month <input type="checkbox"/> Rarely <input type="checkbox"/> Never <input type="checkbox"/></p>				
<p>How do you normally travel to the Morrisons store?</p>				
<p>Car <input type="checkbox"/> Bus <input type="checkbox"/> Taxi <input type="checkbox"/> Walk <input type="checkbox"/> Bike <input type="checkbox"/> Other <input type="checkbox"/></p>				
<p>Do you currently find it easy to access the Morrisons store?</p>				
<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<p>If you could change one thing to make your journey easier, what would it be?</p>				
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>				
<hr/>				
<p>3. New store</p>				
<p>Having viewed the proposals do you agree that a new and improved Morrisons store is beneficial for the area?</p>				
<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<p>Do you agree that retaining the petrol filling station on its current site once construction of the new store is complete will be beneficial for the area?</p>				
<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<p><small>Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.</small></p>				

APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Feedback form

<p>CAMDEN GOODS YARD PUBLIC EXHIBITION Feedback form</p>	  
<p>4. Access</p> <p>Do you like our proposal to improve connections to and through the site by providing new pedestrian and cycle routes? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <p>Do you like our proposal to make the Morrisons store visible and easier to access from Chalk Farm Road by removing the retaining wall and allowing pedestrian access via a public space? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <hr/> <p>5. Character</p> <p>Our vision for the site is to create a place where during the day people come to shop or work in local businesses and in the evening reverts to a quiet residential area.</p> <p>Do you agree that this type of mixed-use neighbourhood is needed in the area? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <hr/> <p>6. Neighbourhood</p> <p>Do you think this is a suitable site for delivering a mix of approximately 700 much needed new homes for Camden? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <p>Do you think affordable homes should be provided on-site? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <p>Do you support the proposal to provide varying sizes of workspaces that caters for local businesses to grow and stay in the area? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <div style="border: 1px solid black; padding: 5px; min-height: 100px;"> <p>Comments:</p> </div>	
<p>7. Overall</p> <p>Overall, do you support our proposals to redevelop the site to provide a new Morrisons store, petrol station and underground car park, with new homes, workplaces, retail and public space and routes? Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p>	
<p>Are there any other things that you think we need to consider as we progress the design of the proposals?</p> <div style="border: 1px solid black; padding: 5px; min-height: 100px;"> <p>Comments:</p> </div>	
<p><small>Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.</small></p>	

APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Press advert

CAMDEN GOODS YARD Redevelopment of Morrisons store, Camden



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Public consultation on Morrisons' plans for a new store and community for Camden

We have exciting plans to invest in our Camden store which will offer our neighbours and customers a new look Morrisons store and petrol station as well as a community of new homes, offices and shops.

Working with Barratt London and the award-winning architects behind Kings Cross Central, Allies & Morrison, we are drawing up plans for the site.

We invite you to our public consultation events this month where we will be showing our proposals and would like to listen to your comments.

We hope to see you there.



Current store entrance

When:

Wednesday 23 November
14.00 - 18.00

Thursday 24 November
16.00 - 20.00

Saturday 26 November
12.00 - 16.00

Where:

The consultation will take place in a marquee located next to our store. Access will be via the store car park.

Morrisons, Camden
Chalk Farm Road
NW1 8AA



APPENDIX 2 - FIRST PUBLIC CONSULTATION ACTIVITY

Photos



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Invitation

CAMDEN GOODS YARD Redevelopment of Morrisons store, Camden



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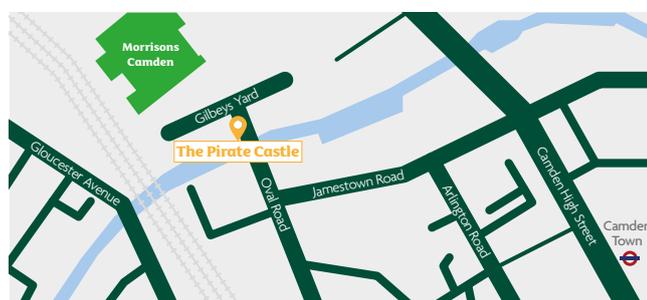
Invitation to second public consultation

We would like to invite you to our second public consultation on Morrisons' plans for the Camden store. The plans will offer a new look Morrisons store, petrol station and a community of new homes, offices and shops.

Since our last consultation in November 2016, we have considered all the comments and suggestions made and would like to hear your thoughts on the latest plans.



The current Morrisons Camden store



When:

Friday 21 April 2017 14:00 – 20:00

Saturday 22 April 2017 10:00 – 13:00

Where:

Main Hall, The Pirate Castle
Oval Road, NW1 7EA

Telephone: 0800 170 7270

Email: info@camdengoodsyard.co.uk

Website: camdengoodsyard.co.uk

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Welcome

Welcome to our second public consultation on our plans for the redevelopment of the Morrisons store in Camden.

Morrisons is working with Barratt London and architects Allies & Morrison, Piercy & Co and Niall McLaughlin Architects, to draw up plans for the site, which will offer a new store and petrol station as well as a neighbourhood of new homes, workspaces, new shops and public spaces.

Our initial proposals were shared at our first public consultation event in November 2016, where the development team was able to listen to the views of local residents and community organisations.

This feedback has been reviewed by the development team and we have revised our plans to take into account local views.

This exhibition shows the latest revised proposals, upon which we would like to receive further community feedback before we finalise our proposals in a planning application.

To keep updated on the progress of plans, please visit our website at: www.camdengoodsyard.co.uk




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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Context

The Camden Goods Yard site has been home to a supermarket since the 1990s and was bought by Morrisons in 2004.

Morrisons Camden is a popular store in the local area and is located close to areas of diverse character such as Primrose Hill and Camden Town, bordered by railway lines and a short distance away from Regent's Canal.

The store itself is situated on a site with a rich industrial heritage. In the mid-19th Century, the site was a goods yard and depot that serviced the railway link between London, the Midlands and the North West.

Elements of this industrial heritage still exist today with part of the store's site built on the higher levels that were constructed for the railway line.

The site offers an exciting opportunity to create a new mixed-use neighbourhood that reflects and draws on the heritage and diverse character of Camden.



1837



1862



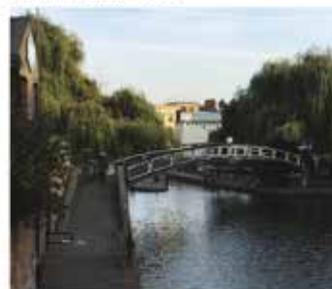
Oval Road in the 1930s



Retaining wall



1974



Camden Lock



The Roundhouse



Today



The Interchange



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Our vision for the Camden Goods Yard site

We want to create a new neighbourhood where during the day people come to shop, work and enjoy the new public spaces and during the evening it becomes a quiet residential area.

Our proposals will transform an under-used inner London site offering:

- A new Morrisons store with more foods prepared fresh in store each day, a new style customer café and in-store community space
- Approximately 570 new homes
- 35% affordable housing - social rent, London living rent and shared ownership
- A car-free development for residents but with underground parking for store customers
- An urban 'rooftop' farm
- A new Morrisons petrol station on Chalk Farm Road
- 75,000 sq ft of new office floor space for local businesses
- 5,000 sq ft of affordable work spaces
- Workspace to support over 1300 new jobs
- Support for small scale retail uses
- four new public open spaces including a children's play area
- Allotments
- New public toilets
- Improved access routes across the site
- Facilitating easy access to the historical railway 'Windings' that adjoin the site
- Possible future links to the Stables Market safeguarded

This new neighbourhood will not add to the local night-time economy with bars and clubs but it will provide significant investment in the area and financial benefits through:

- Significant CL and S106 contributions
- Additional Council Tax revenue
- Additional Business Rates revenue
- New homes bonus



Existing and proposed uses




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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Community feedback

In November 2016 we held a public exhibition and feedback showed that:

- 63% thought a new Morrisons store and petrol station was beneficial to the area
- 69% wanted improved access to and across the site
- 70% supported plans to remove the retaining wall and improve access to and visibility of Morrisons from Chalk Farm Road
- 72% supported our proposals for a mixed neighbourhood with shops, workspaces and public spaces to enjoy during the day and reverting to a quiet residential area at night
- 80% thought that affordable housing should be provided on-site

Community feedback also told us there were concerns regarding:

- The scale and density of the proposals
- Heights and the impact on neighbouring residents of Juniper Crescent and Gilbeys Yard
- Height impact on sensitive views and historic buildings
- The lack of a childrens' play area
- The level of on-site affordable housing



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

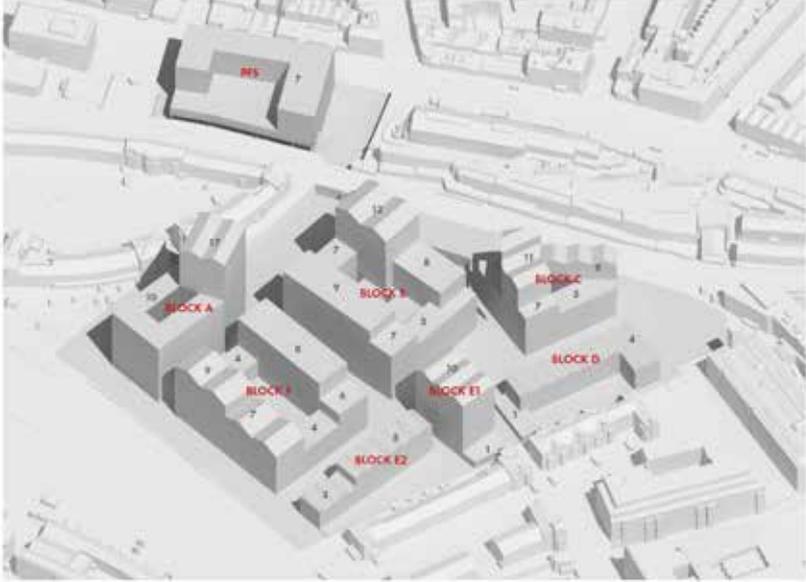
Exhibition boards

CAMDEN GOODS YARD

The revised proposals

The revised proposals take on board all of the points raised at the previous consultation. They offer a balance between preserving the benefits in terms of housing, jobs, public spaces and workplaces and ensuring that the scale and impact of the new neighbourhood is appropriate to adjoining sites and key views.

- Reduction in number of properties from around 700 to approximately 570
- Increase of affordable housing from 20% to 35%
- Height ranges altered throughout the site
- Reduction in height of tallest buildings (block A) from 17 to 14 storeys
- Reduction in height of blocks B and C from nine to eight storeys
- Block B to additionally include rooftop urban farm (growing areas)
- Redesign of block E to respond to Gilberts Yard, reducing height and increasing distance from the estate
- Architecture that reflects the site's historic railway use
- Petrol station site redesigned to cater for queuing for large events held at the Roundhouse
- New active frontage visible from Chalk Farm Road
- Inclusion of a new community space in the new Morrisons store
- More public space
- Inclusion of possible future route to the Stables Market
- Parking spaces for Morrisons store reduced
- Inclusion of allotments
- A commitment to maintain a pedestrian route through the site throughout construction



Previous



Current


working with


APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

New buildings



Block A



Block B



Morrison's SINCE 1891 working with BARRATT LONDON

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

New buildings



Block C



Block D



working with



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

New buildings



Block E



Block F



 working with 

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Reduction in height

At the previous consultation the masterplan showed a range of heights with the highest point being 17 storeys. Following feedback from the previous consultation event, the design has been revised and the highest point has been reduced to 14 storeys.

- The main height across the neighbourhood has been reduced from nine storeys to eight storeys
- The highest point has been reduced from 17 storeys to 14 storeys
- The height of the development steps down towards the edge of the development, reaching down to three, four and five storeys adjoining the residential properties
- Buildings have been pulled away from the edge of the site so there is reduced proximity to surrounding properties

 Revised heights

 Previous heights



Camden Road - existing



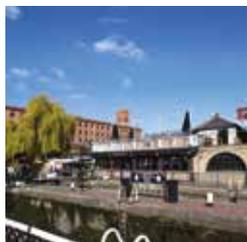
Camden Road - proposed



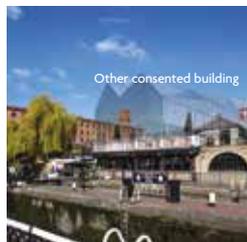
Camden Lock - existing



Camden Lock - proposed



Camden Lock - existing



Camden Lock - proposed



Chalk Farm - existing



Chalk Farm - proposed



Oval Road - existing



Oval Road - proposed



Harmood Street - existing



Harmood Street - proposed



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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Improved public spaces & amenities

The new neighbourhood will offer a range of publicly accessible facilities for residents and workers to relax and enjoy, including green spaces, a play area for children and a community facility in the upper level of the Morrisons store.

Public spaces

There will be a series of public open spaces throughout the neighbourhood which will offer residents, workers and visitors somewhere to sit, relax or walk through. These areas will have a range of seating, planting and soft surfaces as well as play elements and public art.

Children's play space

Providing a number of play facilities throughout the public spaces and within residential courtyards. Also currently looking at a major play facility at Interchange Place following redesign.

Community facility

We will provide a community facility within the upper levels of the new Morrisons store. This space will be available to use by the community for meetings, activities and events.

Allotments

Providing allotments for use by residents to grow vegetables. Additionally a number of buildings will have green roof tops and terraces for use by residents and tenants.



Southampton Square



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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Better access & routes

Access to the store and neighbourhood will be improved by creating new pedestrian and cycle routes, whilst retaining the existing bus services.

Vehicle access

Parking for Morrisons store customers will be below the store in a safe underground car park. The car park will be accessible from Chalk Farm Road and will be closed outside of trading hours.

Parking for the wider neighbourhood will be restricted to spaces designated for blue badge holders. This is in line with London Borough of Camden's car-free development policy.

Pedestrian and cycle routes

There will be new dedicated pedestrian and cyclist access and routes into and through the neighbourhood. The site is being designed to ensure generally step-free access in the public realm with 24-hour lifts in two locations and other areas of the site gradually graded.

Bus routes

The bus routes using the Chalk Farm Morrisons stop will continue to the roundabout next to Juniper Crescent with new bus shelters.



Pedestrian connections



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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

A mix of new homes

The new neighbourhood will include 570 homes of mixed sizes and with a variety of rent and ownership options.

Homes will include apartments, duplexes and family sized townhouses. These will be dispersed over different floors, from the ground level up. Affordable homes will also be provided on-site.

New residential areas are positioned towards the existing surrounding residential area of Gilbeys Yard and Juniper Crescent.



New residential street



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Commercial space & affordable workspaces

The commercial areas, including the new Morrisons store, will comprise offices and retail located in the middle of the neighbourhood. This offer will spread out to the Chalk Farm Road edge, where the affordable flexible workspaces will be situated in a visible location.

The affordable workspace will allow small local businesses to stay and grow in Camden. This is considered to be a significant element of the new neighbourhood.

Altogether, the commercial and affordable work space on offer will provide around 1,300 jobs.



Market Square



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APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

A new Morrisons store

The new Morrisons store will offer more freshly prepared foods as well as a greater range of popular and useful services, including a new customer café.

The store's reworked version of Market Street showcases craft skills with customers able to watch the team of trained butchers, bakers and fishmongers at work. The Market Street counters have been redesigned to bring shoppers closer to Morrisons food experts to see fillets, steaks and loaves being prepared.

The store has been tailored to reflect the needs of the surrounding community with locally sourced and grown products on the shelves.

Popular and useful services at the store will include a pharmacy, dry cleaning, food ordering and pick up services as well as a new style café with a mix of soft seating and casual dining areas.

The store will also offer a community space which can be used for meetings, activities and events. This could include exercise and well-being sessions, IT and language training labs as well as providing links to local schools to use the store to learn about food including how to cook and budget.



Market Street



Bakery



Goods Yard Place



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

The Petrol Filling Station site

Our masterplan ensures that Morrisons will continue to trade throughout construction from a temporary store on the Petrol Filling Station site. This will require the petrol station to be temporarily closed during construction.

Store transition process:

1. Close the petrol station and construct a temporary store with associated car parking on the site
2. Close the store and paths through the main site for public safety
3. Store moves to temporary building
4. The main site built in phases with the store being constructed first
5. Once built the new store opens and some paths through the site re-opens
6. The temporary store is closed with petrol station reinstated with retail and office uses above
7. Once complete the rest of the site and paths open



East elevation



North elevation

The permanent building

The permanent building on the Petrol Filling Station site will be of high-quality design drawing on the industrial heritage of the site.

The brick base of the building will be supporting steel beams, referencing the riveted steel railway structures. By contrast the building above will be more lightweight with the use of timber to represent the timber warehouse interiors of the Goods Yard.

The building will consist of five floors of office space above a Petrol Filling Station as well as winter garden space that could be used for various purposes.



APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Exhibition boards

CAMDEN GOODS YARD

Next steps

Thank you for attending our second public consultation. Your comments are important to us so please fill in a feedback form available and return the copy today.

Alternatively you can return your form via the FREEPOST address listed at the top of the form or email it to us at:
info@camdengoodsyard.co.uk

For a copy of these boards and regular updates on the proposals, please visit our website at:
www.camdengoodsyard.co.uk

All feedback will be considered while the plans are finalised and we expect to submit a planning application this June.



Proposed view from Roundhouse Way



Proposed view from Chalk Farm Road



working with

BARRATT
— LONDON —

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Feedback form

CAMDEN GOODS YARD PUBLIC EXHIBITION Feedback form				
<p>Thank you for attending the second public exhibition showing our revised proposals for the redevelopment of the Morrisons site in Camden. We welcome your comments before we submit the planning application.</p>				
<p>Please fill in this form and hand it in today or return to us by Tuesday 2 May 2017 via the freepost address below.</p>		<p>Name: _____</p>		
<p>Address: Freepost: RRRL-GLUR-KXXH HardHat Communications The Building Centre 26 Store Street London, WC1E 7BT</p>		<p>Address: _____</p>		
<p>Telephone: 0800 170 7270</p>		<p>Phone: _____</p>		
<p>Email: info@camdengoodsyard.co.uk</p>		<p>Email: _____</p>		
<p>For further information, please visit our website at: camdengoodsyard.co.uk</p>				
<p>If you would like to be kept updated on the proposals via email, please tick this box <input type="checkbox"/></p>				
<hr/>				
<p>1. Your current use of the site</p>				
<p>How often do you visit the Morrisons store?</p>				
<p>Twice a week or more <input type="checkbox"/> Once a week or more <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Once a month <input type="checkbox"/> Rarely <input type="checkbox"/> Never <input type="checkbox"/></p>				
<p>How often do you visit the petrol filling station?</p>				
<p>Twice a week or more <input type="checkbox"/> Once a week or more <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Once a month <input type="checkbox"/> Rarely <input type="checkbox"/> Never <input type="checkbox"/></p>				
<hr/>				
<p>2. Our Vision for the future</p>				
<p>Our vision for the site is to create a place where during the day people come to shop or work in local businesses and in the evening reverts to a quiet residential area. Do you agree that this type of mixed-use neighbourhood is needed in the area?</p>				
<p>Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<hr/>				
<p>3. Improved access</p>				
<p>Do you support the improved connections to and through the site by providing new pedestrian and cycle routes and the safeguarding of potential additional links to the Stables Market?</p>				
<p>Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<p>Do you support the proposal to make the Morrisons store visible and easier to access from Chalk Farm Road by removing the retaining wall and allowing pedestrian access via a public space?</p>				
<p>Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<hr/>				
<p>4. New public open space</p>				
<p>Do you support the provision of four public open spaces including a children's play area?</p>				
<p>Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree <input type="checkbox"/> Don't know <input type="checkbox"/></p>				
<p style="text-align: right;">PLEASE TURN OVER</p>				
<p><small>Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.</small></p>				

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Feedback form

CAMDEN GOODS YARD PUBLIC EXHIBITION

Feedback form





5. New store and petrol filling station

Do you agree that a new and improved Morrisons store is beneficial for the area?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

Do you support the provision of a new community space in the Morrisons Store?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

Do you support the provision of a rooftop urban farm for growing local produce?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

6. Housing

Do you agree with the reduction in the number of homes from 700 to approximately 570?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

Do you agree with the increase in the affordable housing provision to 35%?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

Do you support the reduction in maximum heights from 17 storeys to 14 storeys?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

7. Employment

To what extent do you support the provision of space for 1,300 jobs with affordable workspace and flexible workspace to cater for local businesses to grow and stay in the area?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

8. Overall

Overall, to what extent do you support our revised proposals to redevelop the site to provide a new Morrisons store, petrol station and underground car park, with new homes, workplaces, retail and public space and enhanced pedestrian and cycle routes?

Strongly agree Agree No opinion Disagree Strongly disagree Don't know

And finally do you have any other comments on the revised proposals?

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.

APPENDIX 3 - SECOND PUBLIC CONSULTATION ACTIVITY

Photos



APPENDIX 4 - FEEDBACK COMMENTS FROM FIRST PUBLIC CONSULTATION

If you could change one thing to make your journey easier, what would it be?

Better access from Oval Road.

Access from Chalk Farm Road.

Yes, after work walking up the hill can be demoralising.

Journey to Morrisons is very easy - usually by canalside and by public transport with shopping. Keep it accessible.

Walking distance from my home.

Stricter speed limits on the hill. Otherwise, nothing.

Remove the hill.

Easier access - the one way system is longer.

Nothing. There is always parking near the front door.

Revised traffic light/pedestrian crossings at Chalk Farm Road.

More convenient pedestrian crossings at Chalk Farm Road.

Improved pedestrian access - currently a very unpleasant approach from chalk farm road. Unattractive, long and doesn't feel safe in the dark. Especially for a lone female.

The new development is a great idea - very innovative to put the supermarket underground.

The unticketed parking makes Morrisons more attractive than Sainsburys.

Increased permeability to both Chalk Farm Road and Primrose Hill.

I live on Morrisons door step, the proposals will mean the walk is further so will not use it as much.

More frequent 393 bus service.

Easy access from high street and from market. More Bike parking.

Reducing the access road incline.

Slip road access.

I would have a car.

Have a train station here.

From my home it is perfect the way it is. From chalk farm road it is a bit of a zig zag. Maybe a lift/escalator like the M&S in Camden?

Change the access to the store. Very unfriendly and doesn't feel safe.

Easier access by not having to climb the big hills mainly because it is unkempt and dirty. Many people use canal tow path and oval road to access Morrisons, if the canals and rivers trust and Camden council cooperated to have this access improved with a ramp it would help mums with buggies and wheelchair users, people with heavy shopping. The steps are unmanageable.

Access from Oval Road would help.

I don't want people looking through our windows invading our privacy. I don't want 4 storey house built opposite us.

I have lived in Gilbeys Yard for 21 years and I do not want 4 storeys houses opposite my window invading our privacy and walk through an estate to get to Morrisons.

Better crossing of Chalk Farm Road - lights / pedestrian crossing. Ferdinand Street to Morrisons by car direct so 3x walk to Morrisons.

No change from easy route.

APPENDIX 4 - FEEDBACK COMMENTS FROM FIRST PUBLIC CONSULTATION

Clear up the wet slush on both sides of the bridge, dripping down etc - causing a slippery surface on both sides. Widening the footpaths as often busy with children/wheelchairs etc. Not wide enough.

APPENDIX 5 - FEEDBACK COMMENTS FROM SECOND PUBLIC CONSULTATION

Pirate Castle, Oval Road, NW1

Friday 21 April & Saturday 22 April 2017

Friday

There should be more than 35% affordable housing.

The materials used for the buildings is of some concern.

A new development with children, young people and elderly in mind, must be a great project. I'm looking forward to the new space.

Outrageous leading questions of which you should be ashamed! The worst is "do you suggest the reduction of maximum height from 17 to 14" - the answer is that some reduction is better than none, but I strongly think that 10 storeys should be the maximum.

- It was only after close probing that I learned that we will be without a petrol station for over a year! The logistics need to be re-evaluated, so that one petrol station seamlessly takes over from the other

- There is no presentation panel that shows a 17-storey building as seen from the Chalk Farm Road. Appallingly deceptive.

1. Should be at least 50% social housing

2. Very unwelcoming, high density design for maximising profit, that bears no relationship to the local community or architecture.

3. No indication of pricing of non-social housing that will doubtless be sold off-plan to off-shore investors!!!

4. I am a great fan of Morrisons, and shop there a lot but I will boycott if they approve this appalling scheme - and I know from conversations that neighbours feel like us. We are fed up with large companies pursuing profit at the expense of the community.

Not enough green spaces. Will the few trees planted be removed? What are the materials being used in construction? Why was the model of the new filling station missing?

This is an appalling scheme. I have rarely seen such an ugly overbuilding of an area in Central London!! This will result in a magnet for crime and will be a danger to our young people. The light is serenely restricted and I am shocked and horrified that you could consider this scheme at all. Come on Camden, show us you have some teeth and oppose this scheme in its entirety.

Please do all possible to avoid the site being cut off from the rest of Camden. Isolated quiet plots with no traffic (pedestrian or other) invite anti-social behaviour and put people off from using the public spaces.

I am a volunteer with London Greeters, and the Roundhouse, Stables Market and Regents Canal are an important area for our Greet Guests, The redevelopment of the Goods Yard site will enhance our tours.

It should be 50% social housing in line with statement prior to the election. No properties should be sold off plan to overseas investors. Applicants to buy should show they have lived in UK or London for 5 years prior to development starting. Site is overdeveloped will create wind tunnels between blocks. I do hope the retail additional space does not become an extension of Camden lock. If it is to be residential at night, no pub, clubs or 24/7 economy.

Hard to see any benefit to local residents

- Not new jobs, just moving existing jobs

- 3-5 years of disruption

disruption will add to 10 years of HS2 misery

- Unsightly tower blocks in our sight line

Moving thousands of people into an already our crowded space

I would prefer the "affordable housing" to be 100%! Any guarantee that it will not all be sold to foreign investors who simply leave it empty, while Londoners remain unable to find anything truly affordable to buy or rent?

I live on the ground floor of Gilbeys Yard and I strongly contest to have neighbours in opposite Barratt homes looking into

APPENDIX 5 - FEEDBACK COMMENTS FROM SECOND PUBLIC CONSULTATION

my bedrooms' windows. I was told at the last meeting that you would look at having the Barratt home windows to be designed to look sideways!!

Saturday

Too high too dense - who is going to buy the flats!

There is nothing said about the work for the HS2 train - or increased traffic in Oval Road or the mediocrity of the suggested buildings.

The neighbourhood will have too many people. There are also plans for new housing (Fairview) in 'Centre Close', NW1 7EA. Morrisons will end up closing down. How deep will you dig? There are tunnels underneath and HS2 is tunnelling under canal also. What about the groundwater - big problem!

Too damn high. Whole thing should be 6 storeys. Not profitable? And there should be lots of 1-bed and studio flats, in keeping with demographic trend to solo-living

1. Please eliminate square tops to tall buildings. 2. Enrich the architecture as much as possible - add more details - balconies. Thank you.

The planning of the site is totally incoherent and arbitrary. The only model that suggests decent architecture is of Niall McLaughlin's petrol station/offices.

At the moment I am worried about my home - I don't want to move from my flat unless I am housed in one of the new flats.

Please make underground parking easy to navigate - sad to lose open-air parking but understand need for housing.

Main concern - After years of drug use at rear of flat we have finally got it under control. Don't want lots of quiet areas, able to be used for dealing and taking of drugs, especially infecting with all the rubbish that goes with it.

No strong view on the development - although agree with the principles. However, very concerned about the height and massing overall and in particular block A. So far the consultation has not adequately taken into account the views and impact from the housing in Primrose Hill - in particular Gloucester Avenue (both sides), Princess Road, and St Marks's Crescent. Notable that no views presented from these aspects even though they are (despite being on the other side of the railway line) much closer to Block A than, for example, Oval Road (for which some views are shown).

Still too high. All buildings should be of lower size so that it feels like a community and the public spaces are not overshadowed. Let's learn from the mistake made in the 60's.

I think that block E1 is too high at the moment, clearly not in line with the neighbouring buildings such as the Lock House, Gilbeys. Please consider to reduce it to 6 floors maximum.

This is better than the first version. Two comments - 1. Still think there could be more greenery space on the site. 2. The 'sculpture' on the side of the petrol station looks awful and you could save yourself some money by dropping it.

1. The buildings are too high and will dominate the market overshadowing the whole area. 2. Buildings are architecturally totally undistinguished and bland - where is the flair! Suggest you send your architects to Singapore to see how it should be done.

Yes it's good to have all the bright ideas and the new proposals - but how is this going to affect and disrupt the local community and residents.

The buildings are too high! The 14x storeys should be reduced to 5x storeys maximum! 570x homes is still far too many - 200x is more than enough! The local infrastructure cannot take the proposal.

There are too many buildings proposed, too tall, too bulky, and they will overwhelm the site. The design is inappropriate and misunderstands the area. The plaza of Chalk Farm Road will become a night-time drug and dark hidden place and possibly a urinal. The petrol station block is too bulky and will make the street into more of a narrow canyon. The screen in front of it is trendy and ridiculous. The architecture is poor and inappropriate. The two tall buildings will damage historical views from Primrose Hill and the Roundhouse. The whole plan is much as originally proposed and taken no note of local community views.

The multiple choice questionnaire is a restrictive means of gathering useful feedback so allow me to say a bit more. Regarding Housing - 1) 14 storeys =skyscraper. This is MUCH TOO HIGH to give any aesthetic pleasure to the onlooker. 2) However many new homes are built it would seem just that 50% be 'affordable'. 3) 570 new homes, while being a worthy aim in theory is an excessive number - a ghetto - the only way to crowd that many people and units into that area is to pile them on top of one another, i.e. build skyscrapers - and this is BAD judgement and BAD design. PS. Going to Morrisons for me, is a TREAT - which is on the brink of being taken away. I won't go to new place.

APPENDIX 5 - FEEDBACK COMMENTS FROM SECOND PUBLIC CONSULTATION

Email

I am very disappointed with the Feedback Form that was provided in the second Morrisons consultation. It is full of leading/suggestive questions and does not provide a genuine opportunity to provide real feedback about the proposals.

Local residents have not been properly consulted about the plans that are neither appropriate, proportionate or sensitive to the local area. I will be highlighting the complete lack of real local consultation in an objection to the formal planning application unless Morrisons/Barratts and HardHat are willing to partake in a meaningful exercise to properly consult local people and stakeholders, and demonstrate the fact that they are willing to adapt their proposals to work around local needs and opinions.

As a local resident, I am very frustrated with the project's lack of concern/interest in local residents and am disappointed in the way it has so far bulldozed its way towards planning whilst trying to create the illusion of consultation. The first consultation was not advertised to local residents, and their opinions were not taken into consideration at all.

If you are interested in incorporating or addressing the comments/concerns of your neighbours, I have listed my two main concerns below:

- The size and scale of the towers and blocks are completely disproportionate to what is in the local area now. The towers are far too high and make no consideration of the low-density developments on adjacent sites. The impact on views and rights to light are also immense. The project needs to reconsider its decision to impose such high structures so close to existing developments. The appalling wording in the Feedback Form is also not helpful, and does not provide local people with an opportunity to express their opinion on such a critical issue: 'Do you support the reduction in maximum heights from 17 storeys to 14 storeys?' I am unable to answer this question because I (like most residents) feel that 14 storeys are still excessive. This question also helps to demonstrate the poor level of consultation/feedback on the project.

- The proposed development must provide a range of open spaces and community facilities on-site (as per the Camden Goods Yard Planning Framework). The plans shown at the consultation fail to do this and do not provide sufficient community facilities for a development of this scale. This will put undue pressure on local amenities. Either the number of new homes must be reduced, or more community facilities made available on site.