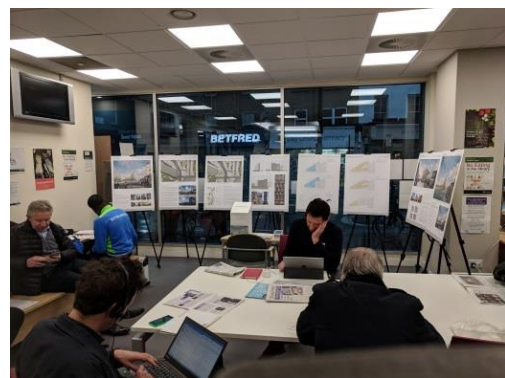


Kentish Town Road - January Exhibition Report

February 2019

Overview



A public exhibition on the initial proposals for the future of 369 - 377 Kentish Town Road was held on Tuesday 22nd & Wednesday 23rd January at Kentish Town Library. The table below summarises the details of the exhibition.

<p>Venue & times</p>	<p>The exhibition was open to the public at the following dates and times: Dates: Tuesday 22nd January 4:00pm to 7:00pm Wednesday 23rd January 4:00pm to 7:00pm Venue: Kentish Town Library, 262-266 Kentish Town Rd, London NW5 2AA</p>
<p>Purpose</p>	<p>The purpose of the exhibition was to consult and share the initial proposals for the future of 369 - 377 Kentish Town Road with the community, ahead of the submission of a planning application later in the spring. Visitors had the opportunity to raise any questions and have these addressed by the team.</p>

Publicity	Local residents, groups and businesses were notified about the exhibition by a letter distributed to the local area covering over 1100 addresses, including 135 neighbouring businesses. An invitation was also extended individually to key stakeholders via individual letters and emails.
Exhibition content	The details of the vision for 369 - 377 Kentish Town Road were presented on eight exhibition boards. Members of the team were available to explain the information provided and answer any questions.
Visitors to exhibition	53 people attended the exhibition. Attendees included: <ul style="list-style-type: none"> • Roger Winfield, Chair, Kentish Town Neighbourhood Forum • Henry Herzberg, Deputy Chair, Kentish Town Neighbourhood Forum • Local residents, workers and business owners
Opportunity for feedback	All exhibition attendees were encouraged to give feedback using the feedback cards provided and to discuss elements of the proposal that interested them with members of the project team.
Feedback	Alongside several useful conversations with the project team, 30 feedback cards were returned at the public exhibition.

Feedback

Feedback was both verbal and written via feedback forms, with many attendees engaging in discussions with members of the project team and completing a feedback card.

Verbal feedback

The table below summarises the verbal feedback received by the team over the course of the exhibition:

Issue	Detail
Principle of development	Overall, attendees were in favour of the principle of redeveloping the site. The majority agreed that existing use does not live up to its potential or add much value to the local area. Some attendees were opposed in principle and raised concerns of overdevelopment in general; however they were in the minority.
Height and Massing	Some attendees raised concerns about the height of the proposals, which allowed the project team to explain how the proposals would serve as a corner marker for developments leading up to Murphy's site. During the exhibition however, the discussion stimulated ideas amongst the project team about how to reduce the northern elevation to allow for a more sensitive 'step' to the adjoining buildings. This coincided with comments and feedback received by the Design and Review Panel and the overall view was to change this aspect of the design to reflect the feedback of the community and key stakeholders.
Design	Overall attendees were positive about the design of the building and felt

	<p>that it would enhance the area. A minority of attendees had questions about how the design would fit in with the surrounding character.</p> <p>Some attendees preferred a fully tapered building; however, there was no established consensus as others expressed a preference for the current proposal.</p> <p>There were some comments on the colour of the masonry which the project team were keen to take on board. A few residents felt the proposed colour could be ‘bolder’ or less ‘oatmeal’. Through discussion with members of the Kentish Town Neighbourhood Forum and other residents, the project team agreed to look at the options available and revise the proposals.</p>
Neighbourhood plan	<p>There was a high level of awareness about the wider development of Kentish town, in particular the Kentish Town Square Project. Naturally the attendees had questions about how the proposals made reference to these potential developments. This allowed the project team to highlight how the proposals added new public realm that enhanced the potential of the Kentish Town Square Project.</p>
Transport	<p>The attendees particularly welcomed the increase in public pathway along Kentish Town Road and the proposed public realm improvements, including the proposed new bus stop and bus shelter.</p> <p>There was overall agreement that the bus stop and shelter currently competes with the car wash entrance/exit, which can lead to a congested and often difficult to navigate junction, for pedestrians and road users alike.</p>

Written feedback

Attendees were encouraged to provide written feedback through feedback cards. Of the 53 attendees, 30 returned a completed feedback card at the public exhibition.

The table below includes a sample of direct quotes from the written feedback received by the project team during the exhibition.

Key quotes

- ‘I viewed the scheme with my son. We both like the proposal and feel it will benefit this area of Kentish Town. Consideration has been given to the immediate areas and the safety of users and locals by moving the bus stop’
- ‘I like the use of ‘interesting’ brickwork and look forward to seeing this awkward and scruffy site being put to good use.’
- ‘It seems a rather elegant building and with the square, will enhance the area opposite KT station.’
- ‘It’s not as bad as I thought it was going to be, and fulfils the requirement to make the corner Seven-Dials fashion. The building fits in with the perspective looking from the north, but, from the south, the perspective seems a bit abrupt.’
- ‘Generally a good solution for the site situation. Some concern about the visual aspects of floors 5 and 6 although appreciate why.’

Conclusion

The public exhibition was an opportunity for residents and stakeholders to hear about the initial proposals for 369 - 377 Kentish Town Road. This was an opportunity to present the overall vision for the new building for the first time to the public. Attendees typically stayed for 15 minutes or more and had substantial conversations with team members.

Local residents agreed that the existing site has significant issues and added little value to the area. Residents and stakeholders generally welcomed its replacement and suggested that it will make a significant contribution to the surrounding area. Attendees discussed the improvements to the public realm, welcoming the addition of more space for pedestrians and an improved bus stop and shelter.

Most attendees supported the design approach however constructive discussions with attendees led to new design considerations including a different approach to the colour of the brickwork, and a reduction in height of the rear portion of the building. Attendees welcomed the overall improvement that the design would bring to the surrounding area.

Overall, most attendees understood the principle of redevelopment. Both verbal and written feedback demonstrated support for a new building with the majority of written feedback representing a positive outlook on the proposals.