

Developer Briefing Notes

Site: Murphy's Yard Site, Kentish Town

Date of Briefing: 27th January 2021

Location: Microsoft Teams online meeting

Members present: Cllr Beales; Cllr Johnson; Cllr Mulholland; Cllr Rea; Cllr Wright and Cllr Boyland.

Developer team: David West (Studio Egret West) (Architect); David Morris (DP9) (Planning consultant); Alexandra Milne (DP9) (Planning consultant); Daniel Mahoney (Studio Egret West) (Architect); Paul Brosnahan (Folgate Estates) (Applicant); Kate Macmillan (Folgate Estates) (Applicant); Andrew Wilson (Folgate Estates) and John Greenshields (Kanda) (Consultation agent).

Camden officers: Daniel Pope (Chief Planning Officer); Bethany Cullen (Development Management, Head of Service); Alex Bushell (Development Management, East Area Manager); Jonathan McClue (Development Management, Deputy Team Leader); Kristina Smith (Principal Planner, Development Management); Rose Todd (Senior Conservation Officer, Development Management); Victoria Hinton (Senior Urban Designer, Placeshaping); William Bartlett (Lawyer) and Dawn Allot (Community Liaison Officer).

Developer presentation of proposals (a copy of the presentation material has been shared with members)

- Current site is inaccessible to the public, opportunity to open it up
- The applicant intends to submit the application within a couple of months
- Murphy's Global Head Quarters will remain on-site
- The application is a Locally Significant Industrial Site (LSIS), requiring intensification of industry
- Applicant has worked on pre-application proposals for years and assisted in the development of the Kentish Town Planning Framework with Council officers
- Proposal includes 17 plots with building heights ranging from 1-19 storeys. Three towers in centre of the site at 17 and 19 storeys, majority of buildings 6-9 storeys with one building each at 10, 11, 12 and 14 storeys
- Proposals include circa – 750 homes, 35,000sqm industry, 31,000sqm office, 15,000sqm healthcare, targeting 35% affordable housing
- Community and stakeholder consultation via the Neighbourhood Forums, Strategic Panel, public exhibitions, GLA, public design workshops, Kentish Town City Farm, Design Review Panel, Development Management Forum
- Heath Line key part of vision – multi-levelled connection between Kentish Town and Gospel Oak. Injecting Hampstead Heath into the site

- Locally listed locomotive sheds (Sheds 2 and 3) at the heart of the site would be repurposed. Shed 2 as an event and food and beverage space and Shed 3 as light industrial and office
- Sustainability strategy – targeting London Plan targets and BREEAM 'Excellent'. Variety of planting to increase net bio-diversity
- 18,000-40,000sqm of flexible industrial workspace including stacked industry building typologies
- Future-proofing opportunities for potential connections with Kentish Town, Regis Road and Carkers Lane
- Development over 4 phases. Phase 1 predominantly includes circa – 30 homes, 11,500sqm office, 880sqm industry. Majority of homes (564) would come in Phase 2 (sequence 2-5) and industry (31,830sqm) in Phase 3 (sequence 3-6)
- Totals from phasing strategy circa – 755 homes, 34,910sqm industry, 32,480sqm office

Outcomes from discussion with members

- The proposals are considered exciting and impressive if everything that is being promised is delivered
- Major concern from residents is about the significant height and massing of the proposals
- The target of 35% affordable housing is disappointing, with the policy requirement being 50%. Due to the challenging nature of the proposed development, especially its height and scale, 50% is the expectation if these concerns are to be outweighed
- New connections to Gospel Oak are required to make the development acceptable and it is essential that the development funds and delivers infrastructure to enable this. Members seek assurance that these links are going to be delivered
- There is a desire to upgrade Kentish Town Station to allow step-free access and for step-free provision through the proposed Heath Line
- The importance of integrating with the Greenwood Centre was stressed
- It will be important to provide family-sized accommodation across all tenures of the development
- Members noted that very little housing is proposed in Phase 1, which is concerning. More housing at an earlier stage is essential
- The preference of the office/employment space would be to provide space for small and medium-enterprises (SMEs) and not large corporate buildings for headquarters (HQ) of national/multi-national companies. An affordable workspace strategy will be important
- Queries were raised about what the healthcare facility includes. The proposals are vague and more information is required on the proposals, the needs case for it and the end-user
- Concerns were raised about the height and impact of the proposals on the Kentish Town Farm. Member's expressed a desire for more information on

conversations with the Farm. Would livestock be protected during the construction and operation of the development?

- A desire to create a new physical link/access to the Farm was expressed. It is noted that this is not possible into Murphy's Yard but there is a possible connection to the Regis Road site
- The Gordon House Road entrance is very narrow. Visitors and residents coming out onto the road here is going to be problematic. A safe connection should be considered
- Overall, the proposals will need to balance the extent of change in the area with the public benefit. Any development will need to appropriately consider other sites in the area – schools (including Gospel Oak School), community facilities (including the Greenwood Centre), healthcare uses, community gardens, open spaces, the Kentish Town Farm etc. The proposals need to sell the direct benefits to local residents, and it would be necessary to have the right infrastructure in place to support the development, including transport, community facilities, schools, bridge links and connections
- Job creation for local people is an important benefit
- Sustainability is an important consideration in the acceptability of the emerging proposals. Zero carbon is an aspiration and the scheme should be aiming for carbon positive
- Construction impacts are going to be significant to neighbouring amenity. This must be managed appropriately and benefit locals through training, apprenticeships and employment
- A lighting strategy is important as this is one of the key routes for wildlife along the railway embankments
- Concerns were raised about the density of the residential accommodation, and that it is not good for health and well-being to live in high-rise buildings
- Any replacement/new landscaping should include large mature trees from the outset – planted large with the ability to grow to a significant ultimate size

End of Notes