

Stage 2 Report

July 2019

Public Realm Vision
for Queen's Crescent

Co-design Report

produced by
The Decorators & EAST

QUEEN'S
CRESCENT

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CO-DESIGN

Co-design process



Using the 'radio table' to support open conversation between diverse people who work and live on Queen's Crescent about the issues that matter to them.

Stage 2 Co-design summary

This aim of this public realm strategy is to propose improvements that are identified and agreed upon by those who use the street regularly – business owners, market traders, shoppers, local residents and wider community members.

To do this, The Decorators ran a co-design process in Queen's Crescent from January to May 2019. A flexible approach was taken to program and methodology in order to be responsive to circumstances in the street, and to accommodate diverse voices and ways of communicating.

The co-design process included recording over forty long-form interviews with every day street users and holding a series of on-street public meetings to identify a set of design briefs for the street. Ideas were tested and feedback was sought on proposals as they developed.

Specific to The Decorators' approach was to initiate engagement with a series of audio portraits of key stakeholders across the community. 1:1 interviews were an effective research method to understand the social context, revealing stories and activities of the area told from personal perspectives. This approach to the understanding of place was proposed as an antidote to more formal 'consultation' exercises.

During stage 2 the team hosted three co-design meetings in March and May, to review early findings and test proposed ideas for improvements to the public realm in collaboration with residents, traders and key stakeholders. These open events provided opportunities for people to drop in, observe, see draft concept drawings, speak to the team, comment on proposals and engage in recorded discussions about future plans.

In addition two 'walk-arounds' were held for Gospel Oak and Haverstock ward councillors, in Queen's Crescent and at a precedent site in Wood Green, Harringay. This was an opportunity for local councillors to pass on the thoughts of their constituents, to share their local knowledge and to gain insights into potential options for Queen's Crescent from the design team.

All responses (over 160 in total) - from recorded interviews, written responses to survey leaflets, informal conversations, mapped comments and radio discussions - were carefully analysed. Design principles were developed from this rich material and informed the design process throughout. Design drawings and concepts were continuously adjusted according to feedback and new ideas from local participants. Key stakeholders and council officers were consulted to ensure the feasibility of emerging proposals.

Stage 2 in Brief

- × 7500 leaflets distributed in Gospel Oak and Haverstock and posters put up in community hubs to communicate the project program & invite proposal ideas for the public realm.
- × On-street exhibition and themed 'radio' discussions about concept proposals.
- × Drop-in meeting for TRA members and residents.
- × Walk-around visit to precedent project for ward councillors.
- × De-brief workshop with local community researchers.
- × Prototyping day with drop-in guided walk around on-street tests.
- × Podcast available online and in the library - edited highlights of interviews, discussions and design feedback from local people - telling the story of the co-design process.

Co-design timeline



Design Iterations

1:1000 co-produced street base map



1:200 Draft concept plans for focus areas



1:1000 Strategic plan view with draft proposals



Concept visualisations

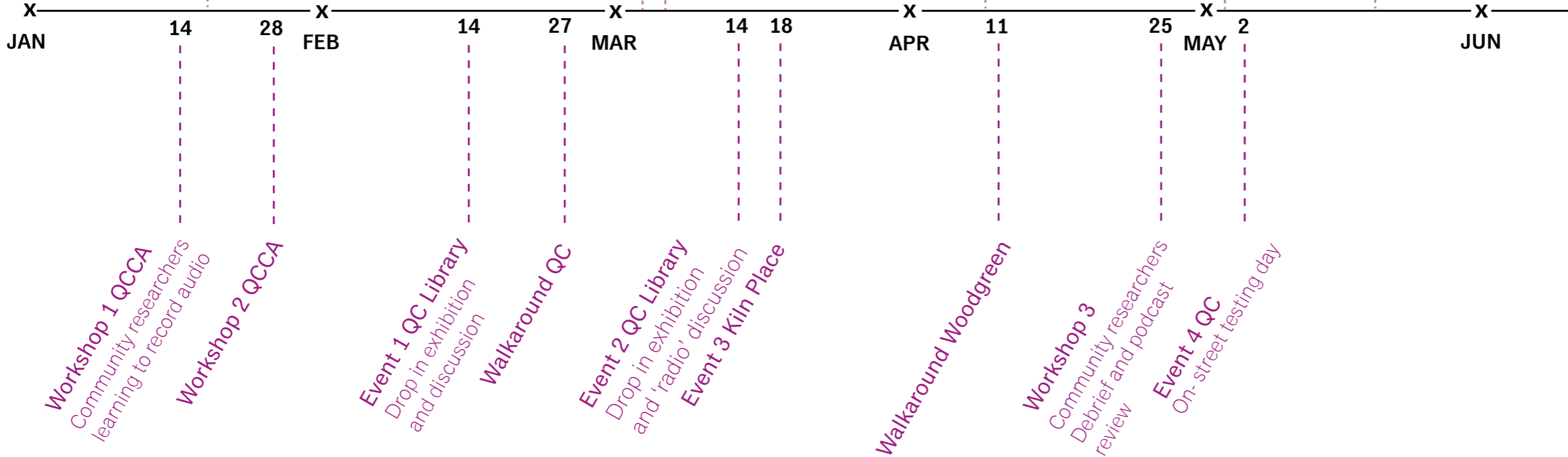
1:20 - 1:200 Detailed concept drawings and strategic views



On-street discussions

1:1 Audio Interviews

Feedback deadline X



Radio discussions and drop-in exhibition



A resident discusses proposals with a member of the design team.



Young people and youth workers discuss 'who owns the street?'

Radio discussions and exhibition

Queen's Crescent Library
March 14th
1.30pm – 6.30pm

An 'I am Queen's Crescent' drop-in exhibition and audio event was held in the library (moved from the street due to adverse weather) to present Stage 1 findings and to listen to local people's feedback and ideas on initial proposals.

Our movable 'radio' table played host to a series of themed discussions throughout the day. Each discussion focused on a different aspect of the life of the street, that had emerged from Stage 1 research. A range of local participants were invited to talk about proposed interventions and to discuss them in relation to the themes. The event was an opportunity to extend the reach of the co-design research and to include new voices, so far missing from the process. Discussions were chaired by a professional radio host and amplified so that others could listen in.

An exhibition presenting concept plan drawings of focus areas in the street was exhibited alongside images of precedent design projects and draft design principles. People were invited to talk to the design team and to share their ideas and thoughts on the way concepts should develop and about the practicalities of specific proposals.

Community Researchers were on hand to record feedback and to go out into the street and engage shopkeepers and passers-by.

Themes

Discussion # 1 Community & Health

What is a healthy street?
How can the design of the public realm support a sense of community?

Discussion # 2 Trading, Micro-economy & Entrepreneurship

What is special about the market and shops in Queen's Crescent?
How can we support the diversity and vitality of the market and high street, whilst allowing it to adapt to future challenges?

Discussion # 3 Young People & Street Life

What does the street belong to?
What are the challenges faced by young people in Queen's Crescent and how can good design of the street help?

Discussion # 4 Celebrating Culture & Arrival

What should we be celebrating in Queen's Crescent?
How do we show people the best of the street and it's communities?



Local residents and experts in the field share their ideas about the potential to revive the market.



Members of Friends of Queen's Crescent and local artists discuss what makes a healthy street.

CRESCENT I AM QUEEN'S

WHAT'S ON TODAY



Queen's Crescent – Malden Road

Discussion #1

COMMUNITY
AND HEALTH
1.30PM

What is a healthy street?

How can the design of the
public realm support a sense of
community?

Queen's Crescent – Ashdown Crescent gate

Discussion #3

YOUNG PEOPLE +
STREET LIFE
4.15PM

Who does the street belong to?

What are the challenges faced by
young people in Queen's Crescent
and how could good design of the
street help?

Discussion #2

TRADING, MICRO
ECONOMY AND
ENTREPRENEURSHIP
2:30PM

What is special about the markets
and shops in Queen's Crescent?

How can we support the diversity
and vitality of the market and
high street, whilst allowing it to
adapt to future challenges?

Discussion #4

CELEBRATING CULTURE
+ ARRIVAL
5.15PM

What should we be celebrating in
Queen's Crescent?

How do we show people the
best of the street and its
communities?

We will be talking about design rules that could be used to guide the design of things on the street, now and in the future. We will also be looking at the draft proposals to see if the designs would work for local people.

Please come along and see the designs, listen in to the discussions or join the conversation and tell us what you think.

Project by The Decorators & EAST
commissioned by Camden Council.

Camden

This is a project supported
by the GLA Good Growth Fund.

ASHDOWN CRESCENT PROPOSALS

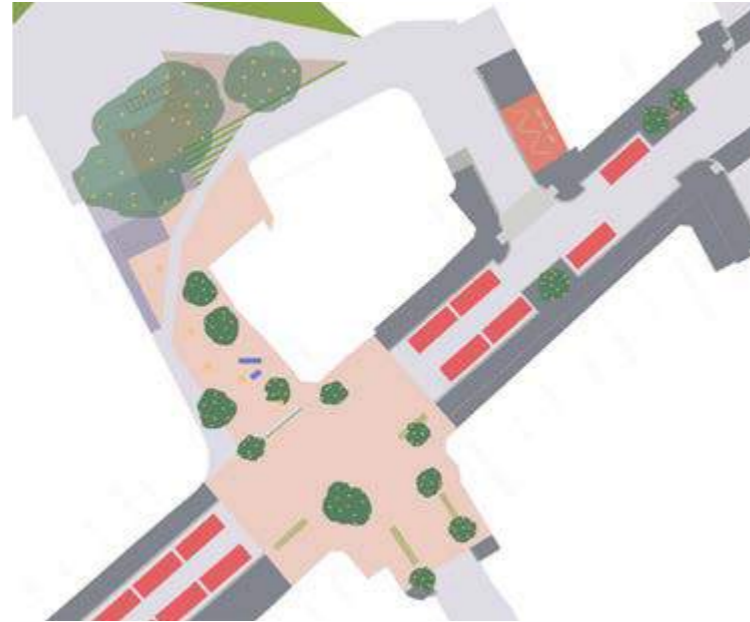
- ✗ Low maintenance street tree planting with high branches for good visibility
- ✗ Explore potential for providing CCTV in areas designed specifically for young people to ensure safety
- ✗ Ensure lighting is adequate and evenly placed along the street
- ✗ Encourage and accommodate on-street presence of community programs and services
- ✗ Provide places for individuals or small groups to meet, sit, play and exercise within sight of street activity
- ✗ Remove unnecessary street clutter to make infrastructure multi-use and the street easy to navigate

Tell us which of these interventions could work. Can you think of improvements we could make?

- | | |
|---|---|
| 1
Extending a green link from Ashdown Crescent to Allcroft Road including planters for community growing and large trees with lighting | 6
Wifi hotspot |
| 2
New lighting poles and CCTV in Ashdown Crescent | 7
Signage for QCCA and noticeboard for local services |
| 3
Surface treatment and planting to create a square in the middle of QC market | 8
Reconfiguration of level change between G.O.O.S. and Ashdown Crescent with new steps and planting. |
| 4
Traffic calming and informal waiting space outside of QC library | 9
Informal outdoor fitness in front of QCCA |
| 5
Informal play areas outside Queens Crescent Library / in Ashdown Crescent | 10
Informal, temporary tables and benches to support the market |
| | 11
New surfacing to Ashdown Crescent |

Key plan showing proposal within wider strategy

- Priority area
- Secondary areas to follow
- Traffic calming
- Green route north-south connecting towards Hampstead and Talacre Gardens
- Adjacent development coming forwards



Plan showing initial proposals for Malden Road entrance to QC



Boulogne Billancourt by Patrick Chavannes



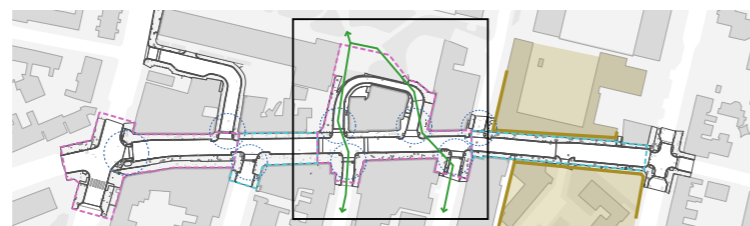
Sutton High Street by East



Eltham High Street by East



Informal Play by Aldo Van Eyck



MALDEN RD JUNCTION PROPOSALS

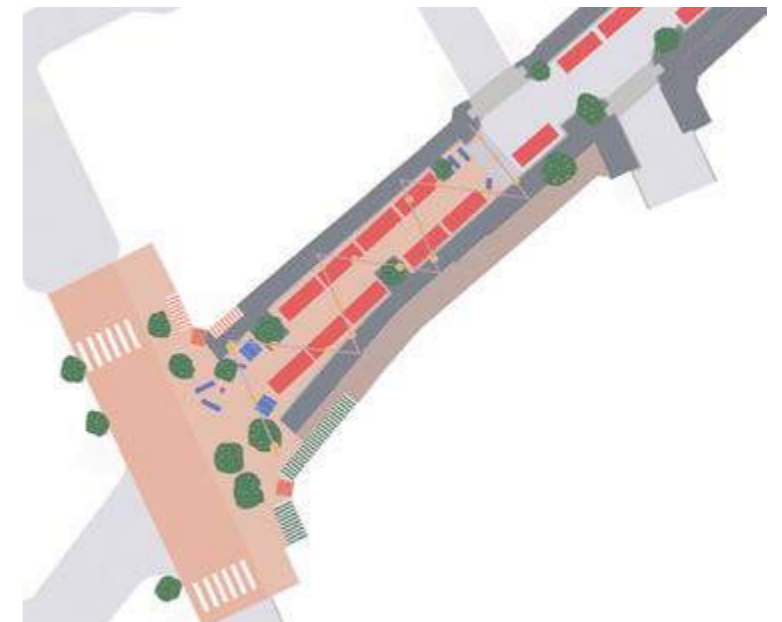
- ✗ Provide infrastructure that supports shops and market traders using robust materials and design
- ✗ Concentrate spending in focus areas that can be replicated elsewhere in the street, using modular and flexible design.
- ✗ Prioritise development activity in Western end of street until regeneration of housing at Eastern end complete
- ✗ Improve visual appearance of street at main junctions and provide opportunities for public art to celebrate the street's culture and heritage
- ✗ Provide moveable seating, to be managed by on-street stakeholders, for use in areas clearly defined by street surface
- ✗ Reduce conflict between pedestrians and vehicle users through traffic calming measures

Tell us which of these interventions could work. Can you think of improvements we could make?

- | | |
|---|---|
| 1
Decluttering around entrance from Malden Road | 6
Large trees with lighting could be planted across the space with community growing space at ground level |
| 2
Traffic calming throughout the street. We've heard different opinions about how extensive this should be | 7
Graphic / texture onto Malden Road as a traffic calming measure and to create the sense of a square |
| 3
Catenary lighting | 8
Signage and identity development if sign is replaced |
| 4
Tables and benches at market entrance on Malden Road and near Gilden Crescent. | 9
Market branding |
| 5
New awnings and cast terrazzo entrance mats at pub and cafe on the corners | 10
Storage for traders in nearby housing estates |

Key plan showing proposal within wider strategy

- Priority area
- Secondary areas to follow
- Traffic calming
- Green route north-south connecting towards Hampstead and Talacre Gardens
- Adjacent development coming forwards



Plan showing initial proposals for Malden Road entrance to QC



Eltham High Street by East



Orford Road by What:if



Street Interrupted by muf



Catenary Lighting, New Plymouth, NZ



Display boards with concept proposals were exhibited in the library and on the radio table as an aid to discussion.

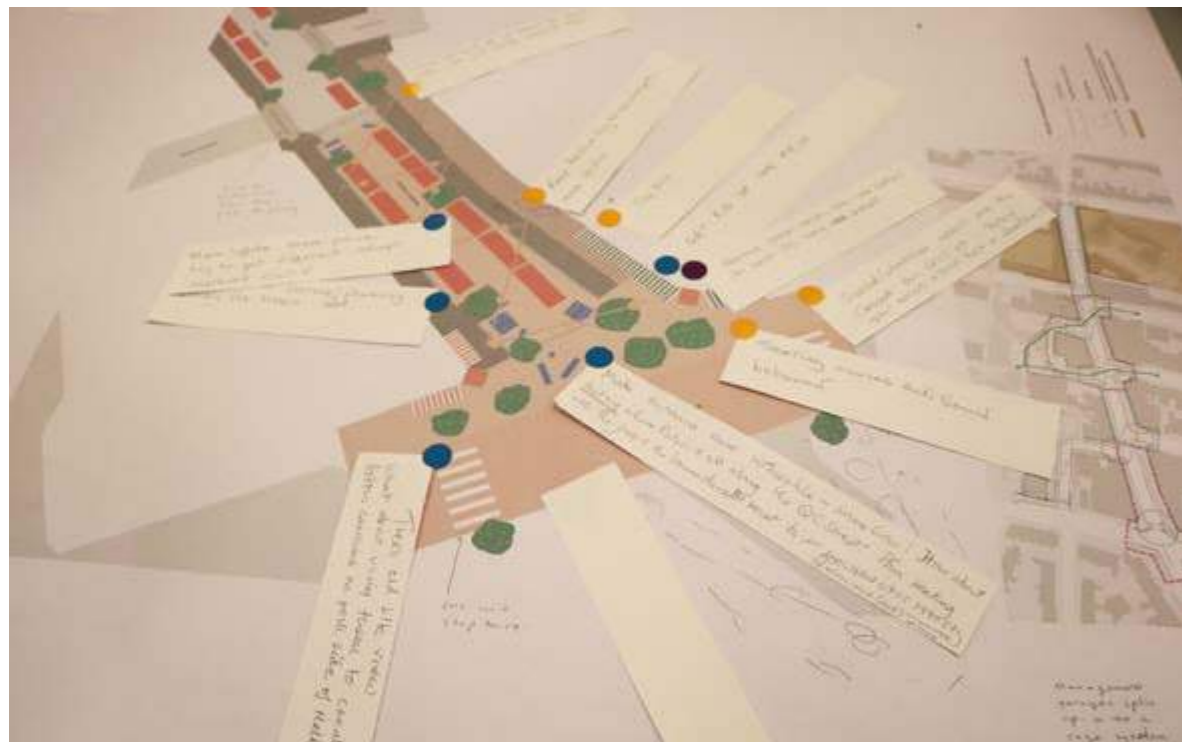
Drop-in meeting for TRA members and residents

Drop-in meeting

Kiln Place TRA Hall
March 18th
5.30pm - 7.30pm

A drop-in exhibition of draft concept designs and the co-produced map of the street was held at a TRA hall close to Queen's Crescent to present Stage 1 findings to residents and to listen to their feedback and ideas on initial proposals.

Visitors to the meeting were invited to add their comments to the concept drawings in written notes. Community researchers interviewed those who wanted to give more in-depth feedback. Residents also had the opportunity to speak directly to Camden Council officers about their concerns and future plans for Queen's Crescent.



Residents were invited to share their ideas and comments on draft plans and to add them to the drawings.

Wood Green's walk

On 11 April East led a walk to show Camden council officers Queen's Crescent ward councillors a previous East High Street project and discuss the lessons learned.

Although Wood Green High Street is much busier than Queen's Crescent the pedestrian and cycle environment was poor and the project aimed to improve this.

We looked at raised tables, lowered kerbs, integrated delivery zones, removed guard railing and signage.



- × Small granite guardstones or chasse -roue have aged well and are integrated into the daily life of the street, being used as informal market storage and perches



Some lessons discussed on the walk:

- × Granite is a very durable and beautiful material and it weathers and ages much better than the concrete pavers used in other places.

- × Trees that have been planted young and in small tree pits (because of services) have survived and not been vandalised but have not grown significantly either - in Wood Green a lack of regular watering in the first two years after planting did not help matters. Every effort should be made to give trees generous tree pits and a consistent watering regime.



- × When using resin bound gravel we need to anticipate that maintenance and repairs will not always be executed in the original specification and colour.



- × Bronze acorn perches have not been vandalised, have weathered well and are used as informal perches as intended.

On-street testing day



The guided walk stops at 'Test #4' to discuss options for tree planting and traffic calming using build-outs.

Prototyping event

Queen's Crescent
May 2nd
11 am – 5.30pm

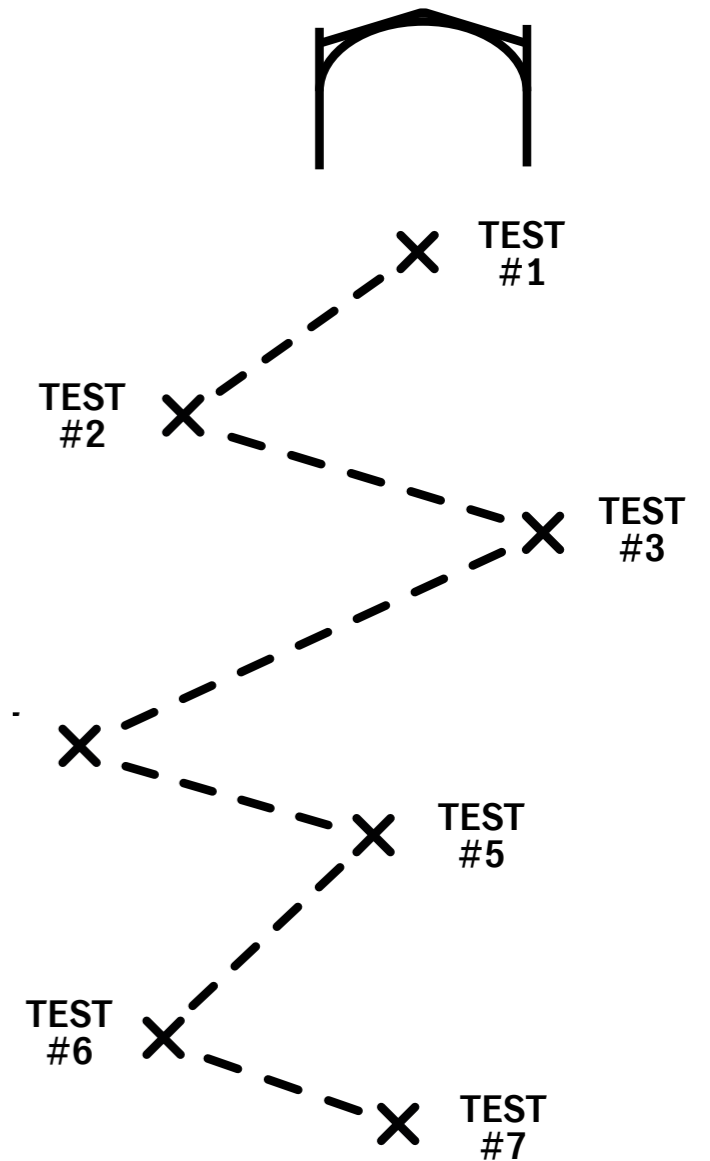
An on-street testing day was held in Queen's Crescent to give the design team a chance to test some of the emerging proposals on site at 1:1 scale and for residents to see how paper plans might look in reality.

Over the course of the day the team worked in the street making temporary interventions that could demonstrate and check the scale, positioning or functionality of some of the changes to the street proposed as part of the emerging public realm strategy. Signs and labels were provided with each 'test' so that passers-by could understand the intention and context of the proposal. The design team and LBC officers were on hand to talk to people about the activity.

Tests:

- × A temporary market sign was attached to the gate
- × A 1:1 scale crescent pattern was sprayed in chalk on the road by artists from the London School of Mosaic to test the idea of a 'blended crossing' and new surface treatment.
- × A water cooler was set up for people to use for drinking water, in place of a fountain.
- × A 4m tree was wheeled into the position of proposed 'build-outs', marked out all the way along the street.
- × The market team encouraged traders (unsuccessfully) to gather stalls together at one end of the street to test the idea of a more compact market area.
- × A garage in Gilden Crescent was made available for the day for people to visit as an example of potential storage for traders.
- × Temporary seating and tables were set up on Ashdown Crescent.
- × An edited podcast of interview highlights from the whole co-design process was set up in the library for people to hear the story of the process and to evidence the central role of local people's ideas in decision making.

Towards the end of the day a guided walk around the tests was lead by the design team and was an opportunity for local residents and people working in the street to engage in discussions about the practicalities of each proposed intervention. Community researchers and the Camden markets team sought feedback from the market traders and passers-by, using a purpose made handout and survey form for the event. It was particularly useful to gauge public opinion on proposals that were controversial or unresolved in terms of community consensus.



On-street testing



Test #1 - Market sign

The Queen's Crescent arch divides opinion - some people find it ugly, others don't mind and feel removing it would be a waste of money. The arch could be repainted, climbing plants grown up it and a sign added beneath saying 'MARKET'. Could local artists be involved designing this and how could they be chosen?



Test #2 - A welcome mat for QC

We propose a large raised area of pavement at the entrance to Queen's Crescent - to signify you are entering the market street, and to slow cars down, even if the gates are open. This could be done in a crescent pattern using durable granite kerbs and tarmac or other coloured resins.



Test #3 - Water fountain

A water fountain can be used to refill water bottles, wash fruit from the market, give dogs a drink and to water the trees and plants. Would you use it? What for?



Test #4 - Trees to slow traffic

The speed of cars and lack of greenery are issues mentioned frequently by residents and businesses in Queen's Crescent. We propose trees planted in build-outs along the edges of the road to slow down traffic. The area under the trees could be planted up by residents or the council's Highways department, or filled in with permeable resin. Which of these options do you think would be the most sustainable?



Test #7 - Seating

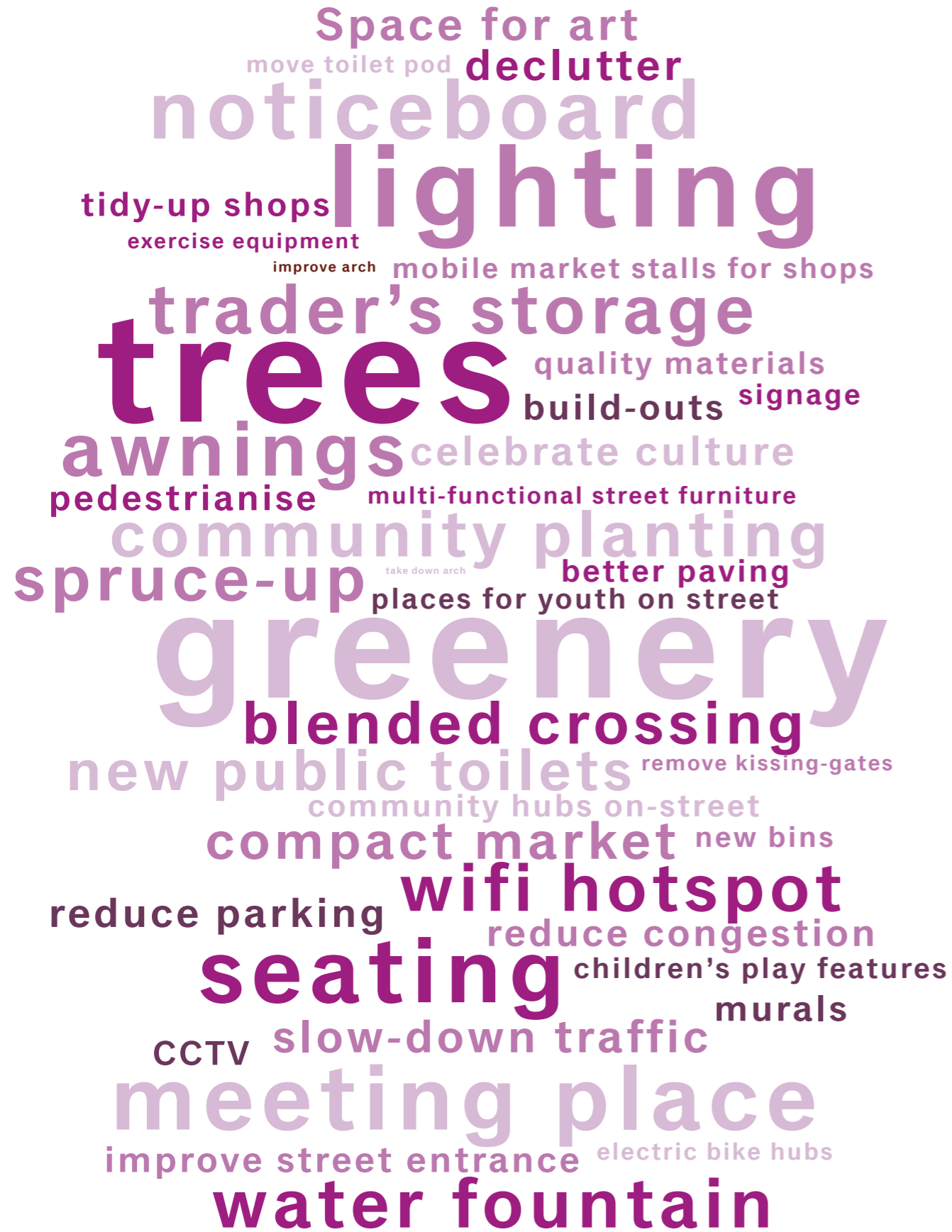
Seating is always a contested issue on the street, with some people feeling it might encourage antisocial behaviour, and others asking for places to sit and rest. Seating could be temporary and looked after by businesses on the street, or there could be permanent benches, with some being designed specifically for older people. Which do you think would work best here?



Test #6 - Storage unit

Some market traders and shopkeepers would appreciate the option of a local storage space. We are proposing splitting a garage into smaller units to make this feasible.

Feedback summary



The size of words in the word-cloud above reflects the popularity of named proposals with respondents in Queen's Crescent

Analysis

In a series of 1:1 interviews, informal conversations and public discussions The Decorators and a team of Camden Community Researchers spoke to businesses, shop owners, market stall holders, customers, residents, local charity workers, parents, children, library staff, youth workers, older people, community group leaders and local educators. The list of interviewees was not exhaustive, but broadly representative of the population of street users.

Methodology

Feedback and ideas were sought and received in 1:1 interviews, survey forms, map notes, emails and informal conversations. There were a total of 179 separate responses, in these varying formats. The majority of this data was qualitative and difficult to quantify and compare objectively. However, it was possible to count the positive and negative references made by participants to recurring options and ideas (left) and to order proposals by popularity. This data needs to be treated with caution, due to being open to interpretation, but it has provided a useful tool to check against conclusions being drawn by the design team about priorities for the street. The more personal and emotional audio narratives that arose out of the research were recorded in the podcast.

Top community priorities for capital spending (in order of popularity)

- × Planting & trees
- × Improved lighting
- × Meeting places with permanent seating & seating designed for older people
- × Community noticeboard
- × Awnings for shops
- × Trader's storage
- × Water fountain
- × Wifi hotspot
- × A spruce up/ tidy up
- × Community planting areas
- × A blended crossing
- × Provide public toilets - remove 'pod'
- × Consolidated market
- × Space for art & entertainment
- × Slower traffic
- × De-clutter
- × Reduce/restrict parking
- × Visibly celebrate local culture
- × Reduce traffic congestion

Top community priorities for revenue spending

- × Invest in market management & trader support
- × Curation of shop/stall types
- × Better youth provision
- × More regular street cleaning & rubbish clearance
- × Greater police presence
- × Support for key community orgs & hubs
- × Street festivals

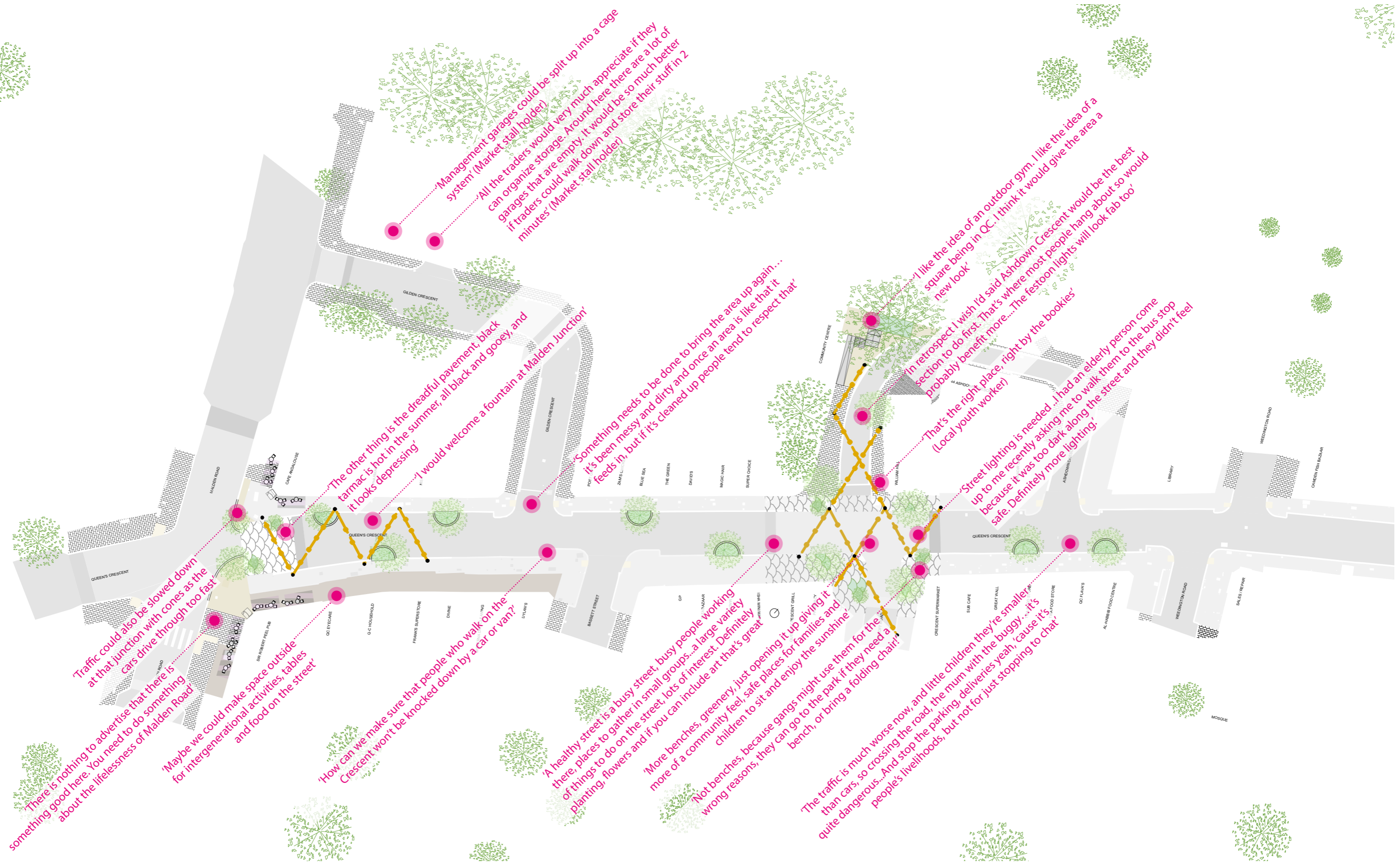
A survey form designed for the On-street testing day, returned by a resident

The survey form contains the following sections and questions:

- Section 1:** Please comment on the proposals you have seen tested today on QC. First, please tell us about yourself. (Name, Postcode, Age, Market stall/business, Ethnic background)
- Section 2:** #1 What would you do with the arch at the Malden Road end of Queen's Crescent? (Ask a local artist to redesign it, Love it as it is, Remove it)
- Section 3:** #2 Do you think the raised pavement 'Welcome Mat' to Queen's Crescent will help pedestrians feel safer in this area? (Yes, I'm not sure, Not at all)
- Section 4:** #3 Would a water fountain be helpful in Queen's Crescent? (Yes, I would use it, Maybe sometimes, No, I wouldn't use it)
- Section 5:** #4 Which option would you like to see for planting under trees in the street? (Planted and looked after by resident, Planted and looked after by council, No planting)
- Section 6:** #5 Do you think gathering all market stalls around the Malden Road end of QC would create a better atmosphere on market day? (Yes, I'm not sure, No)
- Section 7:** #6 If you are a local stall holder or shopkeeper would nearby storage space be beneficial to you/your business? (Yes, No)
- Section 8:** #7 Which seating option do you think would be most appropriate? (Temporary, Permanent, Suitable for elderly)
- Section 9:** #8 Would a community toilet scheme extend the time you spend in Queen's Crescent? (Yes, Not really, It won't affect me)
- Section 10:** Any other comments? (Handwritten: 'There is a major problem about a dog dealing going on in the Crescent...') (Handwritten: 'Seating a very good idea...') (Handwritten: 'Lots of trees needed...')
- Section 11:** There are other proposals that have come out of the co-design process which we couldn't test out today. Please tick which you would like to see in Queen's Crescent: (Awnings, WiFi hotspot, Community noticeboard)
- Section 12:** Any further comments? (Handwritten: 'I think Camden should have a shop to have the same offer...')
- Section 13:** The information provided by you in this questionnaire will be used for research purposes... Write your email address here if you would like Camden Council to keep in touch with you about progress of the designs for Queen's Crescent public realm.

Feedback diagram

Many proposals within the final public realm strategy relate directly to particular suggestions and ideas from local individuals. This iteration of the strategy was shown with the podcast on the On-street testing day on May 2nd.



'I Am Queen's Crescent' Podcast



Participants joined us in 'radio' discussions and 1:1 interviews over the course of several months, this material was edited by chapters into the podcast.



The podcast was set up at an informal listening station in the Queen's Crescent library with a display about the project.

Podcast tracks

07:10 Track #1 Place:

Setting the scene, memories & positives of life in Queen's Crescent

When I was growing up, when I was small, you couldn't even walk down the pavements it was so packed

We represent an older side of London, you know the community, the pub, the café, the library, it's an aspect of London that's probably disappearing in a lot of places.

03:31 Track #2 Challenges:

Problems to solve & negatives of life in Queen's Crescent

In theory everybody loves the Crescent, but in practice it's become so run down it's no longer so attractive.

I wouldn't like to be here late at night because of all the gangs hanging round.

05:34 Track #3 Ideas:

Solutions to problems and ideas for the future from the community

It's not about spending money on things, it's about spending money on people to get things done.

The place is quite dark and street light is definitely needed in the area. ...I had an elderly person come up to me recently asking me to walk them to the bus stop because it was too dark along the street and they didn't feel safe. Definitely more lighting

07:41 Track #4 Design:

Thoughts from the design team and reactions from street users

We're looking at prioritising the journey of the pedestrian over the car.

Put a tree RIGHT there, that's the right place, right next to the community centre, nice shops, nice places for people to sit down and have that conversation.

An edited podcast has been put together to tell the story of the co-design process. It is an important record of a difficult but rewarding process, that can evidence to local people that their ideas and opinions, and those of others in their communities, have shaped proposals for the public realm strategy of Queen's Crescent. The 25 minute podcast is set out in four tracks (left) whittled down from over 30 hours of material. The rich narrative is woven together from diverse people's memories, concerns, thoughts and ideas for the future of the street where they live and work.

This commissioned project focuses on delivering physical improvements to the public realm in Queen's Crescent through capital funding. However the co-design process has shown that people have concerns, for example, about market management, safety and youth services, that are beyond the scope of the brief. The podcast offers an opportunity to acknowledge the strength of feeling about these and other wider issues that effect the street and it's communities. It also points the way forward to values and design principles for the street, identified by participants, that could help the council to integrate the public realm strategy into community life in the future.

The 'I Am Queen's Crescent' podcast was made available in Queen's Crescent library (unfortunately stolen) and is also online on Soundcloud at: <https://soundcloud.com/josephine-combe-659636745/sets/i-am-queens-crescent-podcast>

Design principles for Queen's Crescent

Creating a healthy street

- × Plant trees and other greenery in the street – take a combined approach to maintenance with council taking responsibility for majority, but with opportunities for local people to take ownership of smaller areas via a green gym scheme on a trial basis initially.
- × Improve lighting to make the street feel safer, welcoming and convivial at night.
- × Demonstrate care for the street – invest in aesthetic improvements and repairs to the street and shop facades; make it easier to keep clean + tidy; use high-quality materials – whilst supporting and celebrating visual and cultural diversity
- × Prioritize pedestrian access + safety. Slow traffic, especially at crossing points – find compromise between vehicular access, loading, parking + people – make this clear in signage and in the layout of the street.
- × Reduce traffic congestion - enable market and shop loading, but restrict parking – make this clear in signage and in the layout of the street.
- × Provide accessible public toilets in approachable and culturally appropriate settings.
- × Ensure working + up-to-date CCTV in key pedestrian areas to improve feelings of safety, especially at night.
- × Reduce street clutter



The design team listened to many individual voices and also to those from extensive previous community consultation exercises conducted in Queen's Crescent. Opinions have often been conflicting or divided, but we have been able to identify priorities and values that have been expressed again and again by diverse local people - these results have been synthesized here as a set of design principles under themed headings, forming the basis of a community brief.

These principles have shaped the proposed public realm strategy for Queen's Crescent and should be adopted by Camden Council as guidelines for future works in the street. This will ensure cohesion between this round of improvements and any subsequent, future developments that effect public space. As well as aesthetic and spatial considerations, these principles express values, identified by local people, that could help the council to integrate any public realm interventions into community life.

Making space for community

- × Provide permanent seating for individuals, specifically older people, to rest along the street. Consider temporary seating for groups – managed by local shopkeepers and café owners.
- × Provide and safeguard attractive areas for people to meet and socialise safely on street, within sight of shops + activity, for all generations - ensure safe places for youth to meet alongside others.
- × Provide wifi hotspot to help combat digital exclusion
- × Make use of vacant shops and dead space for local community groups and charities where possible.
- × Increase visibility on street for community organizations and hubs – enable expansion onto street
- × Create multi-functional street furniture and low maintenance infrastructure that feels neutral and owned by everyone – eg provide low walls or steps to sit and play on instead of benches and play things.



Design principles for Queen's Crescent

Supporting market life & micro-businesses

- × Provide physical infrastructure that would support traders in running of stalls + shops including: small affordable, secure, storage units, robust electricity bollards and water
- × Draw together current stall holders and consolidate market into smaller, busier area, with ability to expand or contract with market changes.
- × Consider zoning market stalls by type (eg. clothing/household, groceries and cooked food), with appropriate infrastructure provided near-by.
- × Make infrastructure flexible and multiple-use so it can serve both market and shopping street on non-market days
- × Make space for temporary gathering, sitting and eating on market days.
- × Create policy + conditions that actively encourage traders + ensure adequate management support



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Celebrating culture & arrival

- × Improve visibility and attractiveness of street entrances with coloured/patterned awnings and road + pavement surface treatments.
- × Recognise and visibly celebrate heritage and successes of street, market and community - Provide space for art, events + visible culture on street
- × Attract new custom through advertising presence with clear signage.
- × Provide ongoing opportunities for local people to contribute to the design and production of artworks on the street - including bespoke infrastructural elements.
- × Provide a community and market noticeboard on the street - with space for changing art display.

PUBLIC REALM STRATEGY

Executive summary

The co-design project in Queen's Crescent has been exceptional in its level of ambition and depth of public engagement and consultation, We have intentionally worked in response to a wide range of community voices, rather than to a council or project funder's brief. The points below summarize the way we have developed the design for the project:

Not A Masterplan

This public realm strategy has developed very much from the ground up - from a range of open conversations, hearing about peoples' memories, concerns and aspirations and gathering ideas for physical change that could feasibly be implemented as part of the project. We have worked responsively and reactively, trying to judge how different ideas might come together in a cohesive and meaningful whole, more than impressing a big spatial idea onto the place.

Many Communities, Many Ideas

There is no such thing as one community and one big idea, but many communities with many, sometimes conflicting, views and aspirations. We have seen our role as making space for these different voices and views, discussing these openly and trying to find ways to accommodate different aspirations. To demonstrate this, we have developed a 'Rug of Ideas' (next page). This diagram illustrates how all the initial ideas, generated by people in Queen's Crescent, relate to the design brief and to the proposals in this report.

Room for Change

We have proposed tactics that will allow for change over time - room for testing, trial and error and detailed design development. The next phases of the project need to be a continuation of the testing period and of the iterative design process, to continue to gain buy so that local people can still be included in the process of improving their street - building trust and a sense of ownership by residents and traders.

The tactics are:

A : Temporary and Permanent

We have designed the public realm strategy to allow for a gradual process of change, rather than one big hit. This phased strategy is not driven by budget constraints or availability of sites, but by a desire to provide opportunities for local people to continue to review 1:1 what works and what doesn't and to build on positive change. A prime example of this is the seating. Many people we spoke to fear that introducing permanent seating around Ashdown Crescent would attract antisocial behaviour. We suggest that introducing other improvements, such as a better market environment, more greenery and more lighting, will provide a stronger civic presence on the street and allow seating to be installed in these areas at a later stage, without any undesirable affects. Another example is of planting under street trees – local people have differing views on the way they think maintenance should be carried out and expressed different levels of optimism about how planting under trees would fare. We propose to test different options for one year and to retain a budget for retrofitting to the preferred, most practical option after this period.

B : Make Aspirations Feasible

We as designers must mediate between the wishes of members of the community and the realities of project funding and the council's maintenance limitations. We also need to translate the desires we have heard for revenue funded improvements (such as lower market rates, wider publicity for the market, business training) into propositions that can be delivered with the capital funding the project has received. So, rather than lower market rates or marketing, we can offer storage for market spaces or electricity bollards for traders. Similarly we need to be mindful of the council's shrinking budget for maintenance, and the limited palette of materials the Highways department is prepared to accept. Our role has been to create something joyful within these limitations. For example, we are making use of standard radius kerbs, rather than special granite pieces, to create tree build outs and patterned pavements.

C : Ongoing Community Involvement












We want the process of engagement and discourse around Queen's Crescent to continue after the submission of this report and in the next implementation stages. We have aimed to create distinct opportunities within the project for this - the planting is one example that different individuals or groups could take on and expand - be it residents, shopkeepers or organisations such as the Green Gym. Other opportunities for community involvement present themselves in the more autonomous elements of the scheme, that might lend themselves to smaller design competitions - these focus around signage and way-finding, furniture and a water fountain.






Executive summary

Concept drawing of all proposals

This public realm strategy has developed very much from the ground up - from a range of open conversations, hearing about peoples' memories, concerns and aspirations and gathering ideas for physical change that could feasibly be implemented as part of the project. We have worked responsively and reactively, trying to judge how different ideas might come together in a cohesive and meaningful whole, more than impressing a big spatial idea onto the place.



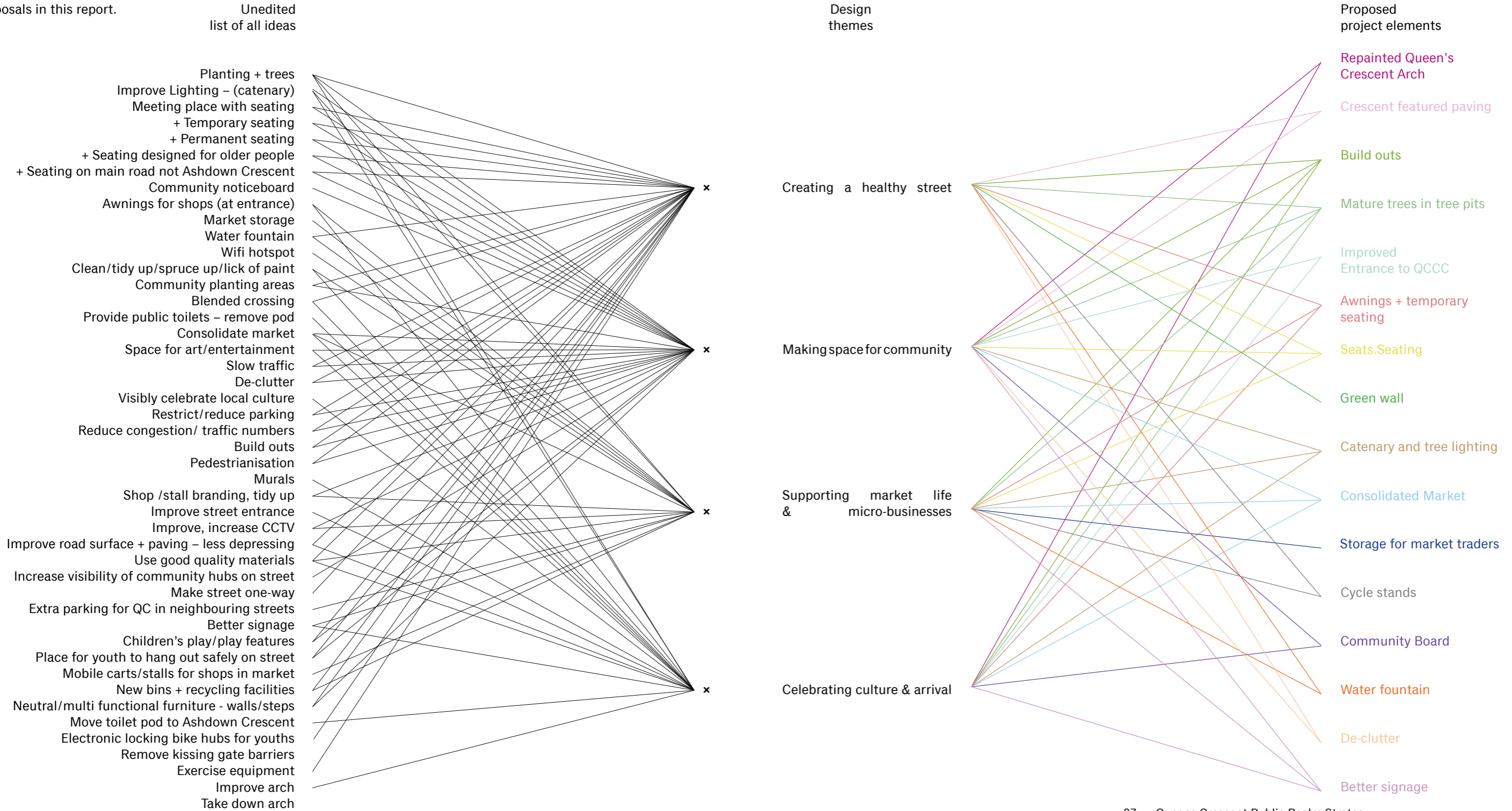
- 
Better signage
- 
De-clutter
- 
Water fountain
- 
Community Board
- 
Cycle stands
- 
Storage for market traders
- 
Consolidated Market
- 
Catenary and tree lighting
- 
Green wall
- 
Seats. Seating
- 
Awnings + temporary seating

- 
Improved Entrance to QCCC
- 
Mature trees in tree pits
- 
Build outs
- 
Crescent featured paving
- 
Repainted Queen's Crescent Arch

Design Development Process

Rug of ideas

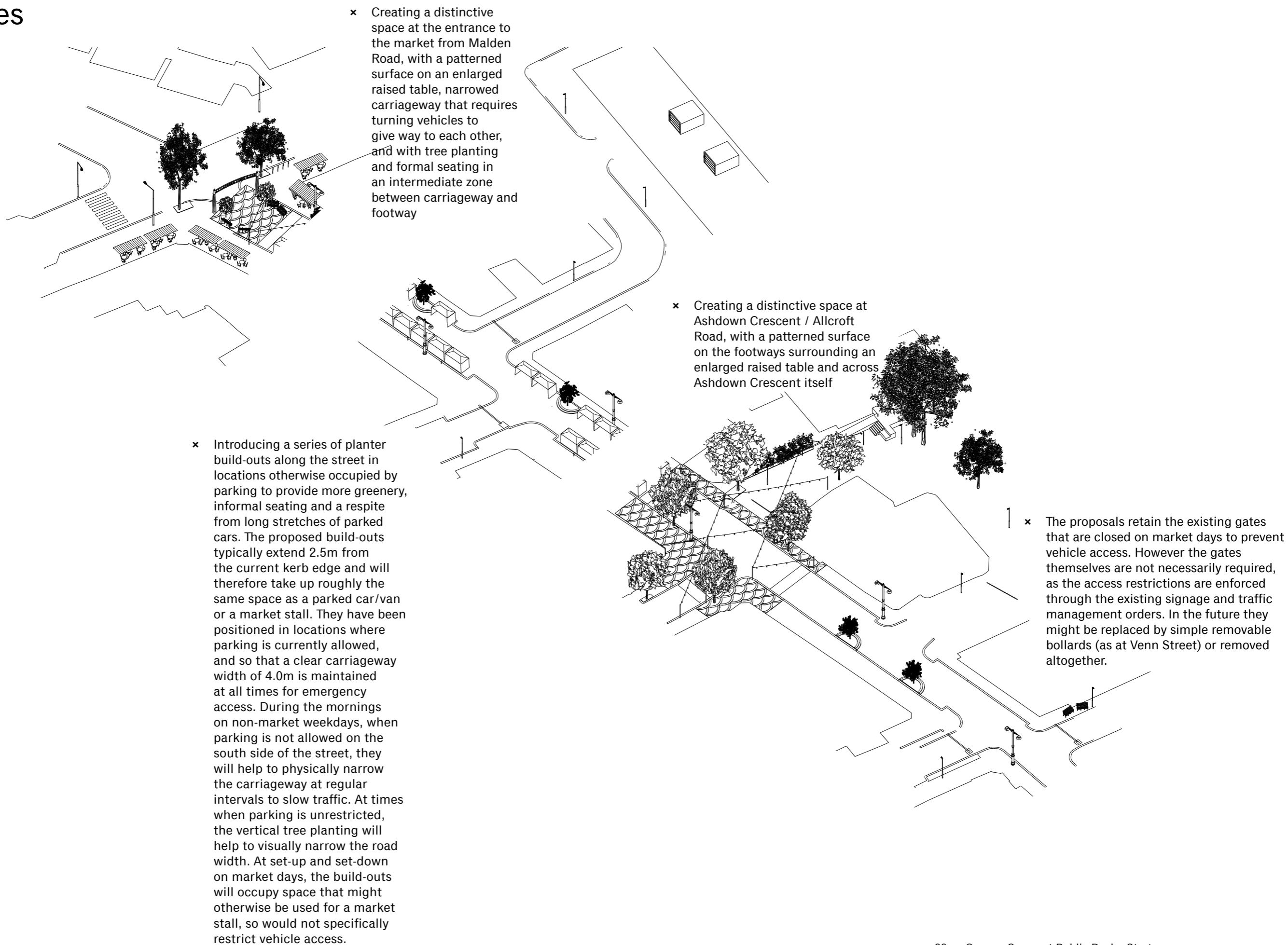
This diagram illustrates how the initial ideas generated by people in Queen's Crescent relate to the design brief and to the proposals in this report.



Proposals & future opportunities

A key aim of the proposals is to reduce vehicle speeds and improve safety along Queen's Crescent by introducing measures that establish a greater sense of place—through planting, seating, lighting, signage and distinctive surface treatments that make it clear that this is a place to stop, linger and enjoy, rather than simply to drive through at speed or to park a car. In addition to the proposals described above, opportunities have been considered for introducing more direct measures to reduce the impacts of traffic dominance. These include partial closures to remove rat-running (e.g. between Allcroft Road and Weedington Road), introducing a one-way system, or establishing of an extensive Pedestrian Zone (with time-limited servicing) to make the market day closures more permanent.

These options will need to be explored on a wider scale.



× Creating a distinctive space at the entrance to the market from Malden Road, with a patterned surface on an enlarged raised table, narrowed carriageway that requires turning vehicles to give way to each other, and with tree planting and formal seating in an intermediate zone between carriageway and footway

× Creating a distinctive space at Ashdown Crescent / Allcroft Road, with a patterned surface on the footways surrounding an enlarged raised table and across Ashdown Crescent itself

× Introducing a series of planter build-outs along the street in locations otherwise occupied by parking to provide more greenery, informal seating and a respite from long stretches of parked cars. The proposed build-outs typically extend 2.5m from the current kerb edge and will therefore take up roughly the same space as a parked car/van or a market stall. They have been positioned in locations where parking is currently allowed, and so that a clear carriageway width of 4.0m is maintained at all times for emergency access. During the mornings on non-market weekdays, when parking is not allowed on the south side of the street, they will help to physically narrow the carriageway at regular intervals to slow traffic. At times when parking is unrestricted, the vertical tree planting will help to visually narrow the road width. At set-up and set-down on market days, the build-outs will occupy space that might otherwise be used for a market stall, so would not specifically restrict vehicle access.

× The proposals retain the existing gates that are closed on market days to prevent vehicle access. However the gates themselves are not necessarily required, as the access restrictions are enforced through the existing signage and traffic management orders. In the future they might be replaced by simple removable bollards (as at Venn Street) or removed altogether.

1:1 tests

On the following pages we show the proposals that were tested on Queen's Crescent on 2nd of May as part of our 'On-street testing day'. This event was an opportunity to road test some of the proposed design interventions, to communicate development of the project and to set the tone for an ongoing inclusive approach to design and realisation. We chose the tests based on the most frequently mentioned ideas and on the feasibility of trying them out on the street at 1:1. The discussions around these prototypes help us think about location suitability and detail, and it also prompted us to rethink issues around maintenance and robustness.

Here we present our reflections and describe how we have taken ideas forwards into the stage 2, alongside the questions that we asked on the day..

List of the tests:

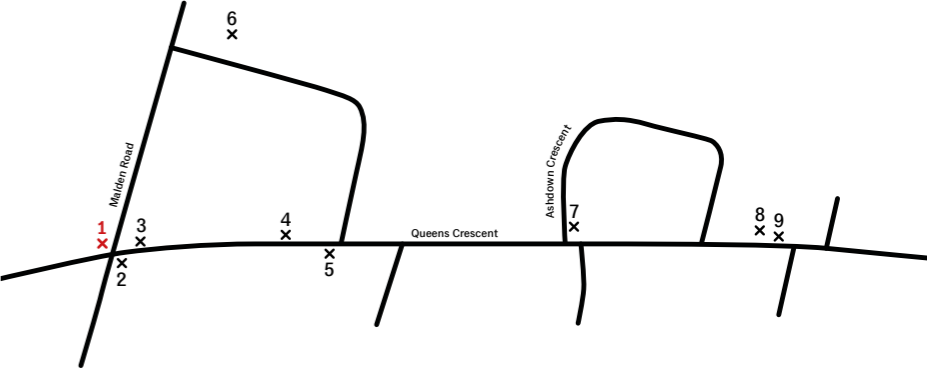
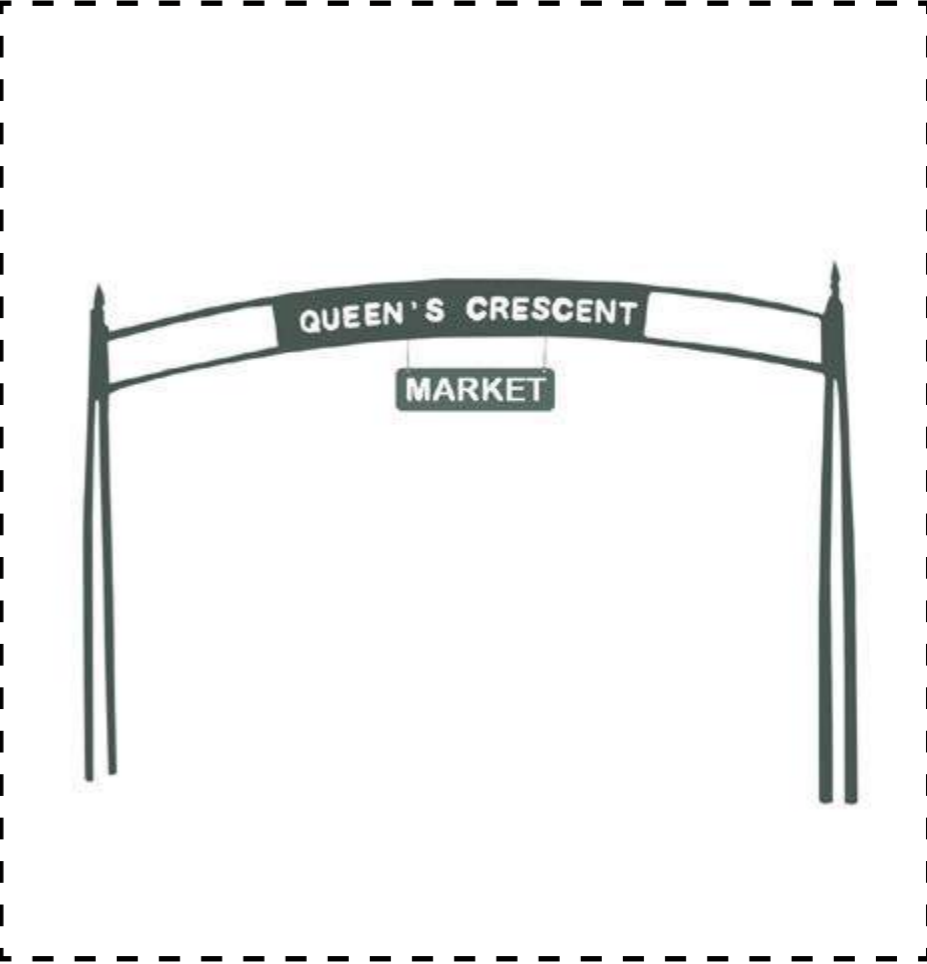
- TEST 1: Market sign
- TEST 2: A welcome mat to Queens Crescent
- TEST 3: Water fountain
- TEST 4: Trees to slow traffic
- TEST 5: Consolidated market
- TEST 6: Storage unit
- TEST 7: Seating
- TEST 8: Community Toilet Scheme

Market sign

The Queen's Crescent arch divides opinion - some people find it ugly, others don't mind and feel removing it would be a waste of money. The arch could be repainted, climbing plants grown up it and a sign added beneath saying 'MARKET'. Could local artists be involved designing this and how could they be chosen?

- × This was one of the most controversial items at the test day and in feedback received thereafter. Most people felt the arch should be retained, however there was disagreement on whether to refurbish the arch or leave it alone.

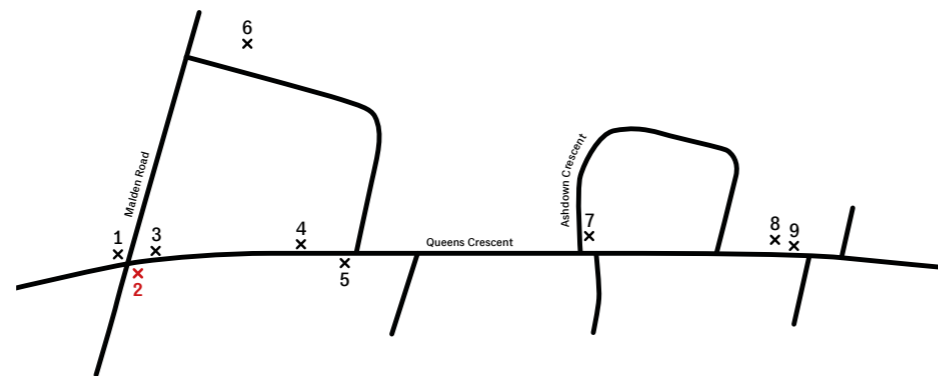
We propose the arch is retained and refurbished to a very small budget, basically a repaint. A market sign could be added depending on the detailed design of the way finding, graphic identity and marketing task described in 'suggestions for the artist's involvement'.
- × The climbing plants were generally seen as being too ambitious in the busy spot, so we propose to omit these.



A welcome mat to Queens Crescent

We propose a large raised area of pavement at the entrance to Queen's Crescent - to signify you are entering the market street, and to slow cars down, even if the gates are open. This could be done in a crescent pattern using durable granite kerbs and tarmac or other coloured resins.

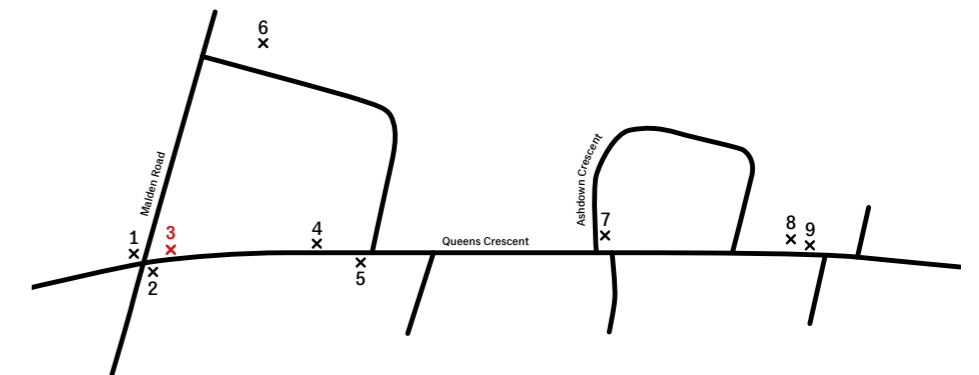
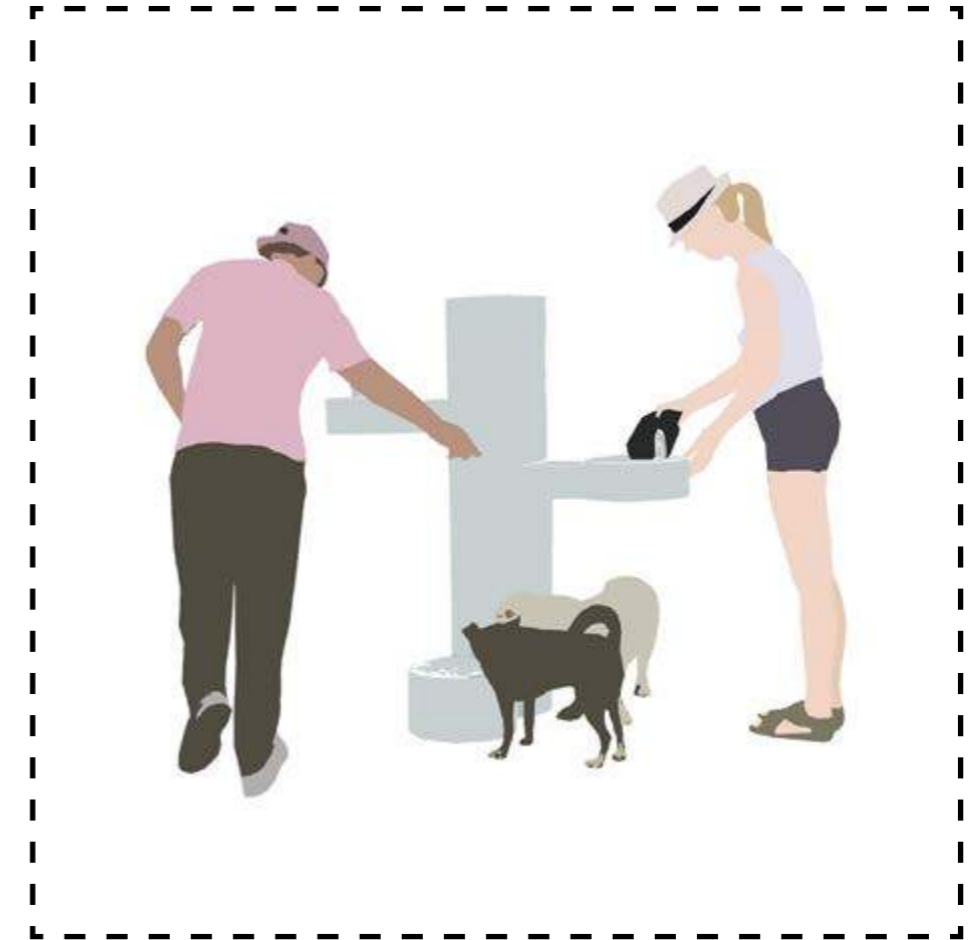
- × The welcome mat was generally well received. As designers we need to be mindful of what can be implemented and maintained on Highway land and therefore recommend making this very robust, using standard radius kerbs set flush in the ground. People commented positively on the patterned coloured chalk drawings in the tree build - outs on test day so coloured resin bound gravel alongside black-top should be considered for the infill.



Water fountain

A water fountain can be used to refill water bottles, wash fruit from the market, give dogs a drink and to water the trees and plants. Would you use it? What for?

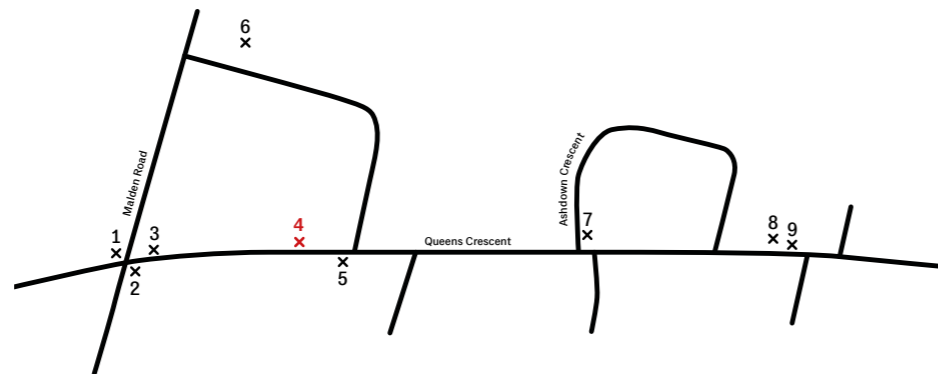
- × This had overwhelming positive support. People can see this benefiting both the market and the every day users. In terms of next stages of design, we suggest this should be an off the shelf product to ensure durability and to make maintenance easy. The surrounding of the fountain needs to be carefully design to ensure water runoff is used positively - it could include a bowl for bird and dogs and a run off into a slightly sunken tree pit.



Trees to slow traffic

The speed of cars and lack of greenery are issues mentioned frequently by residents and businesses in Queen's Crescent. We propose trees planted in build-outs along the edges of the road to slow down traffic. The area under the trees could be planted up by residents or the council's Highways department, or filled in with permeable resin. Which of these options do you think would be the most sustainable?

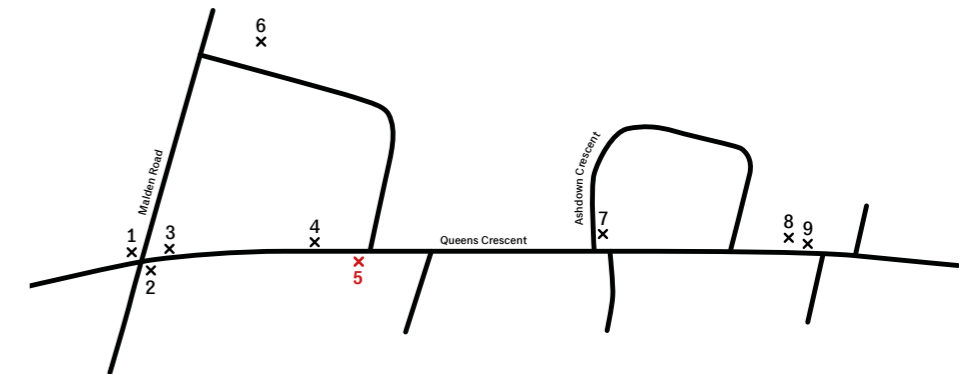
- × Trees and greening received the single biggest positive response of all proposals with about 66 views pro and only 10 against. Build-outs also had a positive response but also high proportion of negative responses also - this is because people were concerned this would limit the amount of market pitches and would slow down traffic. We feel the build-out are critical to the scheme as we will not be able to provide sufficiently sized tree pits in the pavements with the services located there. We also want the build outs to slow traffic as traffic safety was a big concern and slowed down traffic will play a significant role in eventually removing the gates. Resident worried the trees would be damaged by cars, so we proposed an increased stepped kerb around them, to provide informal seating and protection for the planting.



Consolidated market

The market is currently spread rather sparsely along the whole length of Queen's Crescent. Do you think gathering all stalls around the Malden Road end would create a better market atmosphere? Once the market grows again it could spread further north.

- × This had a positive response - we will need to be mindful of existing traders though that might not want to move. The proposal after the testing is now to encourage but not force all traders wanting to move towards Malden Road and offer new traders the pitches close to Malden Road only.

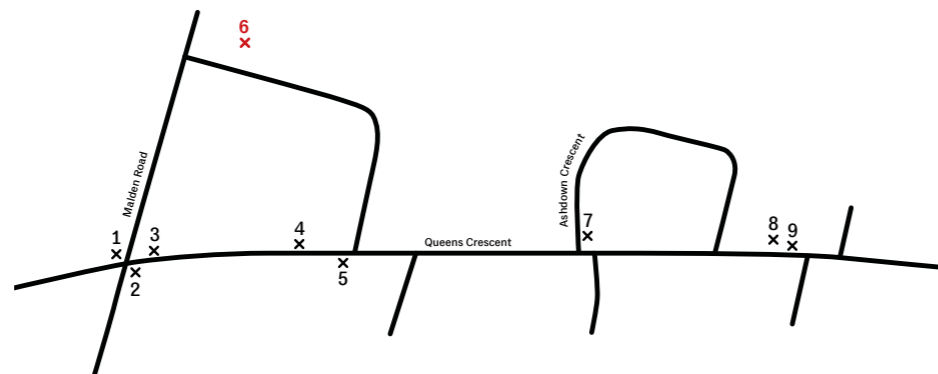
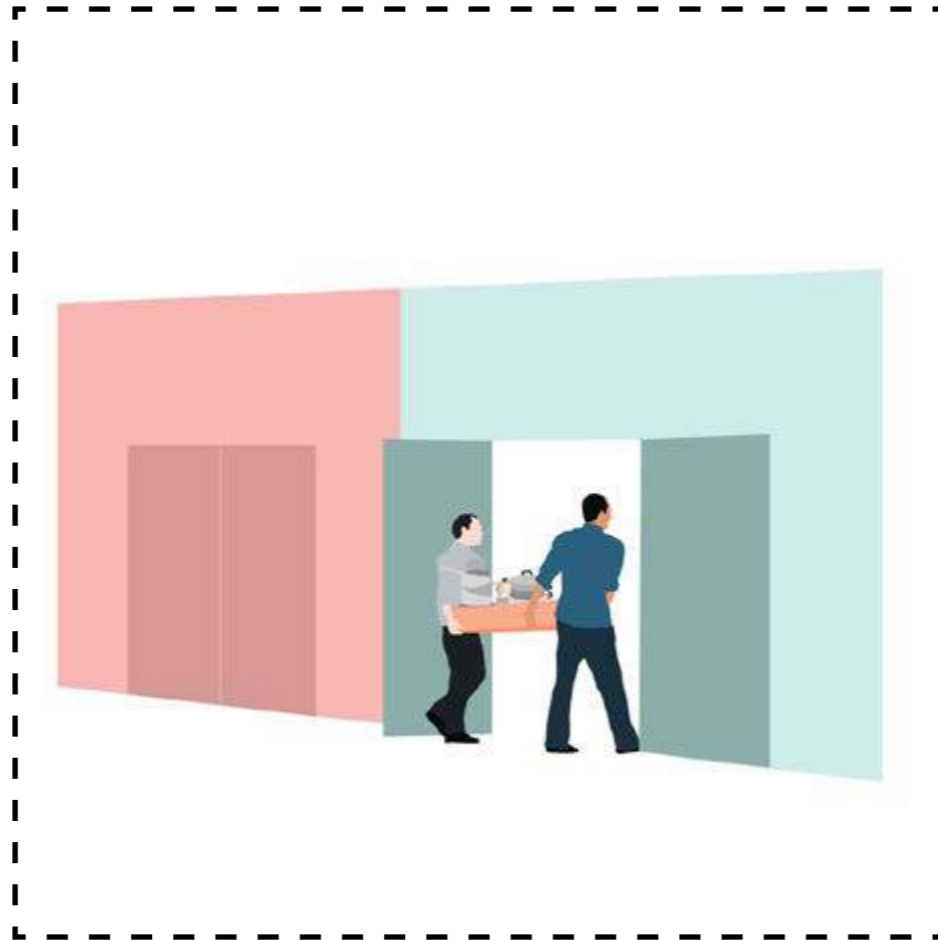


1:1 tests

Storage unit

Some market traders and shopkeepers would appreciate the option of a local storage space. We are proposing splitting a garage into smaller units to make this feasible.

- × This has strong support by market traders especially. We learned that storage spaces don't need to be large, approximately 3-5 m2 would be sufficient. While we tested using a garage off Gilden Crescent residents also mentioned other options closer to Ashdown Crescent. We also need to be mindful we don't take away garages needed by residents.

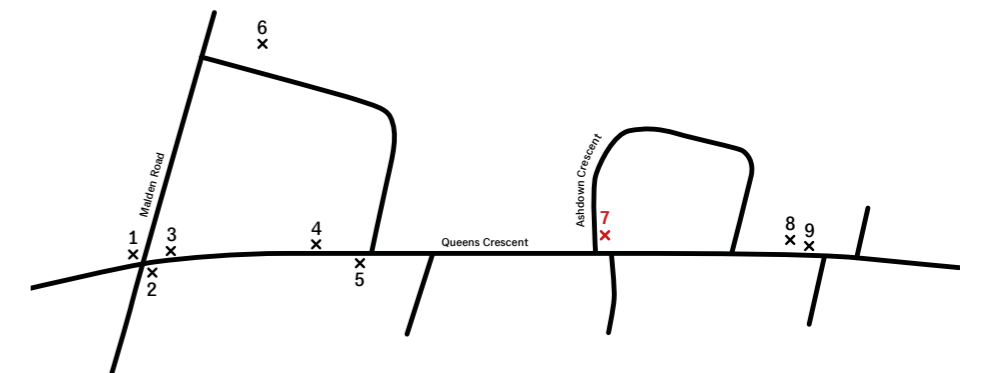
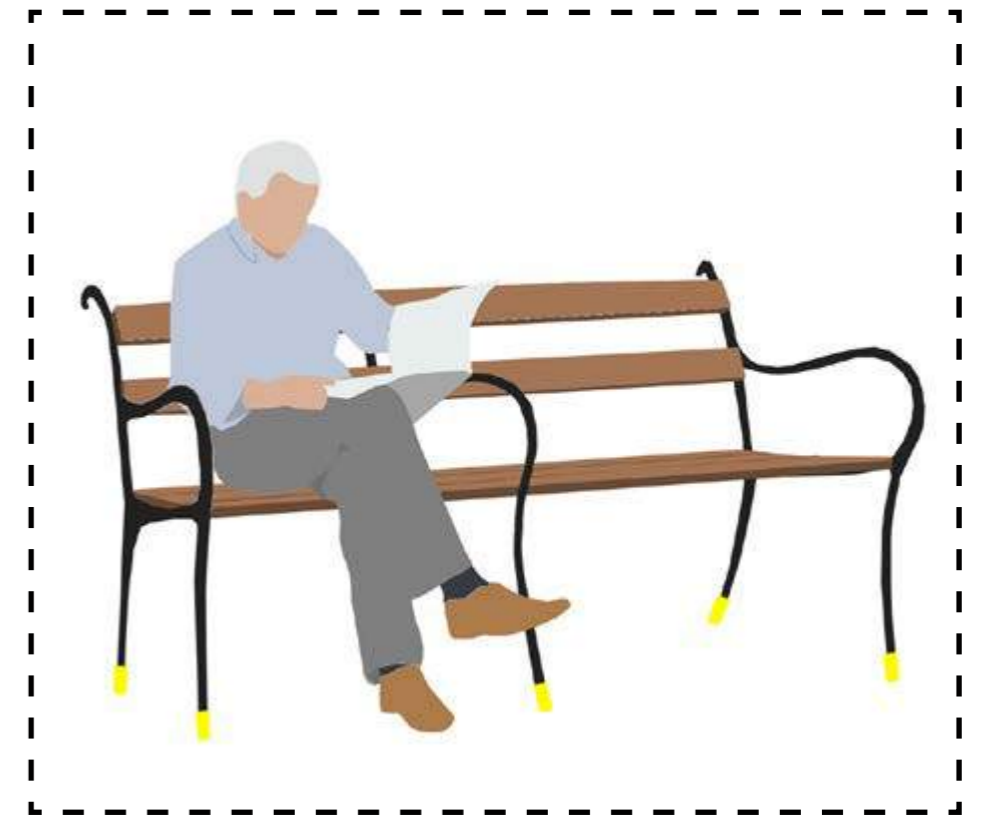


Seating

Seating is always a contested issue on the street, with some people feeling it might encourage antisocial behaviour, and others asking for places to sit and rest. From our experience benches in the right location make streets more pleasant to use by all members of the community and therefore improve overall safety. Seating could be temporary and looked after by businesses on the street, or there could be permanent benches, with some being designed specifically for older people. Which do you think would work best here?

- × At the walkabout we heard that this was very controversial around Ashdown Crescent, but not at the Malden Road end. Many people feel there would be issues with antisocial behaviour around Ashdown Crescent. People generally felt temporary seating taken in by traders would be a good idea but we don't have sufficient evidence that traders would be prepared to manage this. We therefore suggest seating in two phases: Implementing permanent seating at the Malden Road end, and encouraging the library to use temporary seating outside its street facing windows.

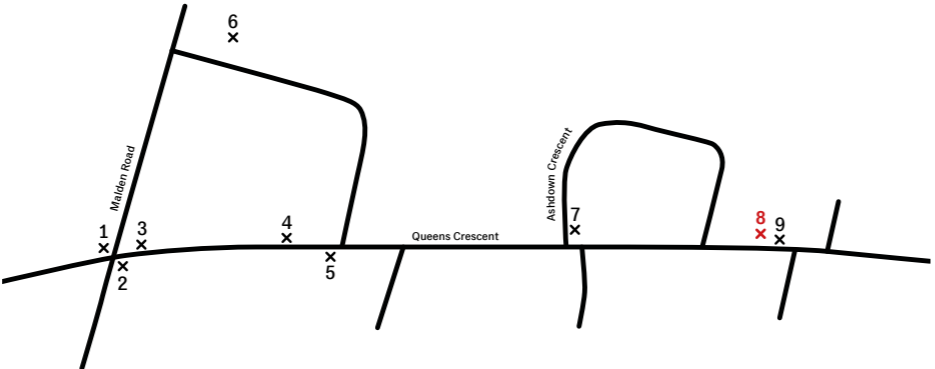
If this seating is successful and Queens Crescent feels busier and safer more seating can be introduced at a later stage in further locations.



Community Toilet Scheme

A lot of people have complained about the toilet pod cluttering the entrance to Queen's Crescent. We propose to remove this and introduce a community toilet scheme instead. This means the council pays a regular income to a business in exchange for offering their toilets free of charge to the public. Which businesses do you think the council should approach for this?

- × Many people encourage the removal of the toilet pod at Malden road and we understand this is used only few times per year. People rightly pointed out that a community toilet would need to be accessible and also be available to people of all faiths, so the pub was not seen as an ideal place. With the library already offering public toilets in the daytime a business on the Malden Road end would be most suitable.






Overall Plan of proposals

plan
1:1000

0 10m



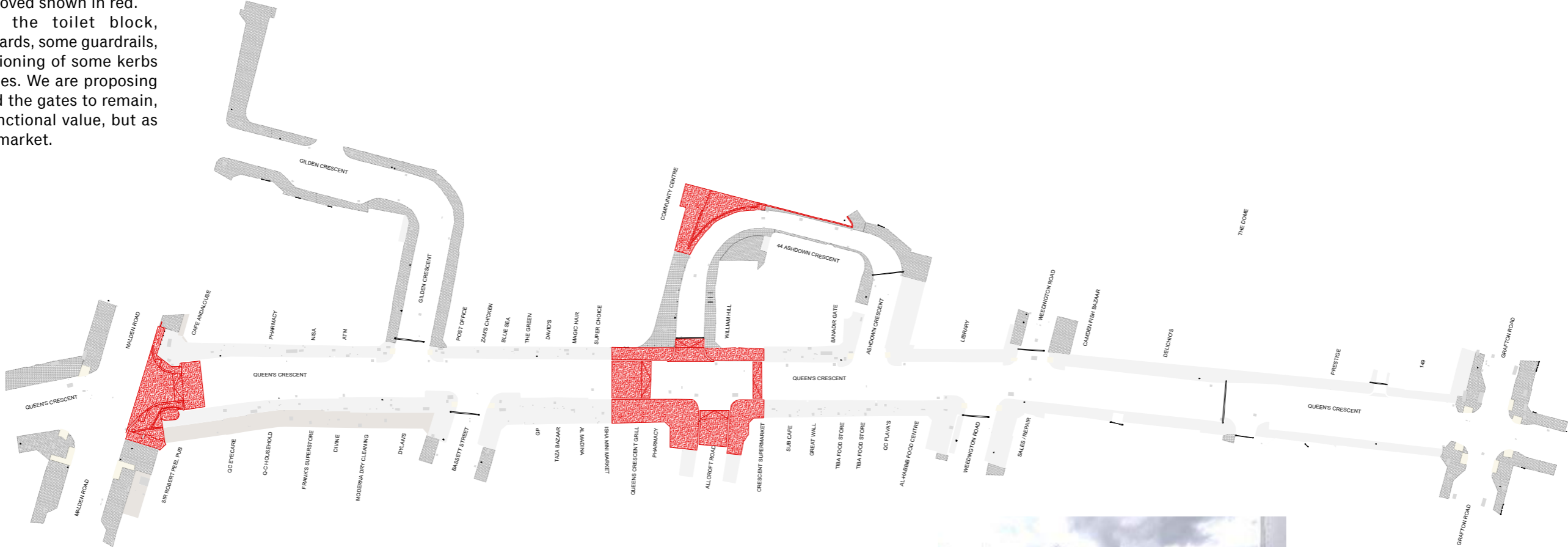
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Street
- 
Raised Surface
- 
Existing paving: tarmac
- 
Existing paving: tiles
- 
Tactile surface - metal studs
- 
Paving: radius kerbs + tarmac
- 
Existing trees
- 
Trees in pavement
- 
Trees on build outs
- 
Trees in special pavement
- 
'Green Wall' and Community board
- 
Existing light posts
- 
Centenary lightning
- 
Tree 'Can' lights
- 
Market stalls
- 
Entrance space to QCCC
- 
Bollards
- 
Cycle stands
- 
Bollards with electricity
- 
Awnings
- 
Benches: seating for elderly
- 
Benches
- 
Water fountain
- 
West Kentish Town Regen.

De-cluttering

plan
1:1000

0 10m

Items to be removed shown in red. This includes the toilet block, superfluous bollards, some guardrails, and the repositioning of some kerbs and raised tables. We are proposing for the arch and the gates to remain, not for their functional value, but as symbols of the market.



existing pavement state and current signage



Toilet cabin



Raised bed on Queen's Crescent and Aallcroft junction



Entrance to QCCC from Ashdown Crescent



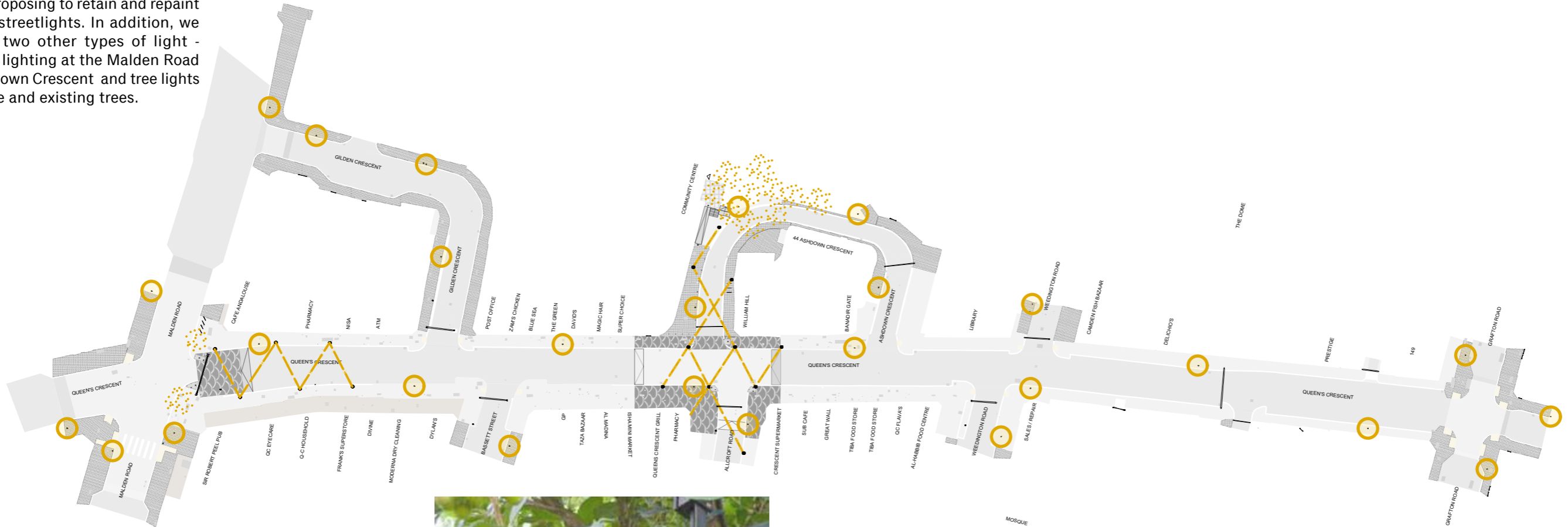
Removal

Light

plan
1:1000

0 10m

We are proposing to retain and repaint existing streetlights. In addition, we propose two other types of light - catenary lighting at the Malden Road and Ashdown Crescent and tree lights in mature and existing trees.



Existing lamp posts






Tree lighting - mini can lights for use on younger trees



Tree lighting example



Catenary lighting example

-  Existing light posts
-  Catenary lightning
-  Tree 'mini can' lights

Green infrastructure

plan
1:1000

0 10m

Existing Trees - all retained.
 New trees on build outs acting as rain gardens / SUDS- in gravel or mulch so that under-planting by residents is possible. New trees in pavements (flush resin bound gravel). Enhanced under-planting including seasonal bulbs.
 This is a key part of the proposal - We have placed an emphasis on trees as they are lower maintenance and have a more significant longer term impact than herbaceous planting. However we also propose opportunities for community planting and a 'Green Wall'



-  Existing trees
-  Trees in pavement
-  Trees on build outs
-  Trees in special pavement
-  'Green Wall'
-  West Kentish Town Regen.



'Green Wall' stainless steel wire trellis example



'Green Wall' on trellis example

Landscape details examples:

Tree species & Under-planting

These trees are from the Council's preferred list.

To give a more cohesive character to Queens Crescent we proposed a focus on one species. We are suggesting *Ostrya carpinifolia*, the Hop Hornbeam for its light ness of foliage and robustness.

This could be complemented by a few *Parrotia persica* in the Persian Ironwood tree, as the autumn colour would help the wayfinding north south on Allcroft Road and Ashdown Crescent if these can be sourced as fastigate species. Otherwise acers would be suitable alternatives.



× *Parrotia persica* Vanessa



× *Acer campestre*

× *Carpinus betulus*























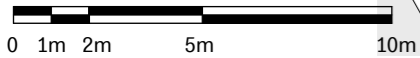
× *Ostrya carpinifolia*

Malden Road

plan
1:200

The new Malden Road entrance to Queen's Crescent is dominated by a new welcome mat, catenary lighting, an intensified market and a tree build-outs that will bring dappled shade as well as slow down traffic.

- | | | | |
|--|-------------------------------|---|------------------------------|
|  | Street |  | Tree 'Can' lights |
|  | Raised Surface |  | Market stalls |
|  | Existing paving: tarmac |  | Cycle stands |
|  | Existing paving: tiles |  | Bollards with electricity |
|  | Tactile surface - metal studs |  | Awnings |
|  | Paving: radius kerbs + tarmac |  | Benches: seating for elderly |
|  | Existing trees |  | Benches |
|  | Trees in pavement |  | Water fountain |
|  | Trees on build outs | | |
|  | Trees in special pavement | | |
|  | Existing light posts | | |
|  | Catenary lightning | | |



Malden
Road
Illustrative drawing

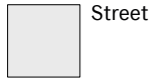



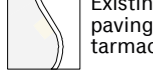

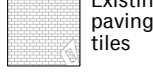

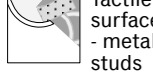
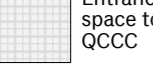

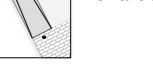

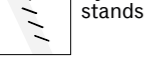

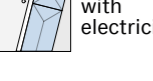
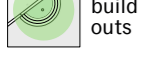
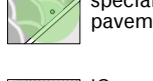
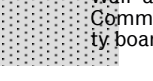


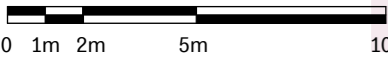
Queens' Crescent as seen from Malden Road, with new tree planting, new lighting and better signage and way finding.

Ashdown Crescent

plan
1:200

The crossing between Allcroft Road and Ashdown Crescent is another moment of more intensive intervention. We are placing emphasis on creating a green link running south to north, with additional trees, climbing plants and lighting, as well as upgraded paving,

-  Street
-  Existing light posts
-  Raised Surface
-  Centenary lightning
-  Existing paving: tarmac
-  Tree 'Can' lights
-  Existing paving: tiles
-  Market stalls
-  Tactile surface - metal studs
-  Entrance space to QCCC
-  Paving: radius kerbs + tarmac
-  Bollards
-  Existing trees
-  Cycle stands
-  Trees in pavement
-  Bollards with electricity
-  Trees on build outs
-  Trees in special pavement
-  'Green Wall' and Community board



Ashdown
Crescent
Illustrative drawing



Queens' Crescent as seen from Allcroft Road, with new tree planting, new lighting and better signage and way finding.

Landscape details examples:

Maintenance options for build-outs

For the under-planting of the build outs we are proposing to test different treatments, with a budget retained to retrofit to the most successful option after a year or so. These range from resin bound gravel, to Highway managed under-planting with evergreen shrubs and herbaceous plants such as Vinca minor to community maintained planters.



Resin bound gravel

× Highways management



× Community involvement



Community planting

× Resin bound gravel



Vinca minor 'Alba'



Narcissus 'Jenny' (Cyclamineus Daffodil)

Landscape details examples:

Shape options for build-outs

The height of the build out has been some subject of discussion - while a single kerb would be most cost effective there might be benefits in raising this by another step or two to create an additional buffer protecting trees from cars and offering informal seating opportunities.

- × proposed build out without raised kerb



- × proposed build out with a raised kerb



- × proposed build out with a double raised kerb



Example

Brussels

- × Build out with a single raised kerb, community maintained planting



Landscape details examples: Options/phases for furniture



Build-out

- × Eltham High Street seating on the edge of the planter

Benches

- × Benches could be raised and fitted with additional armrests to help frail and elderly visitors

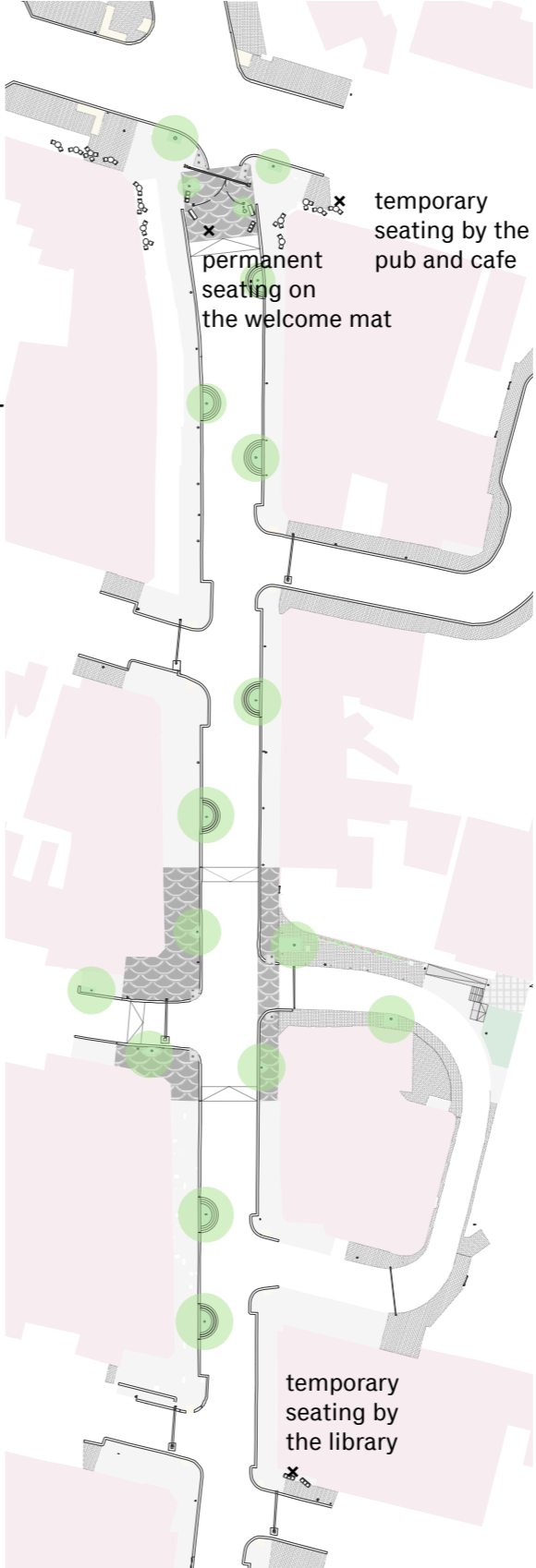


Tables and chairs

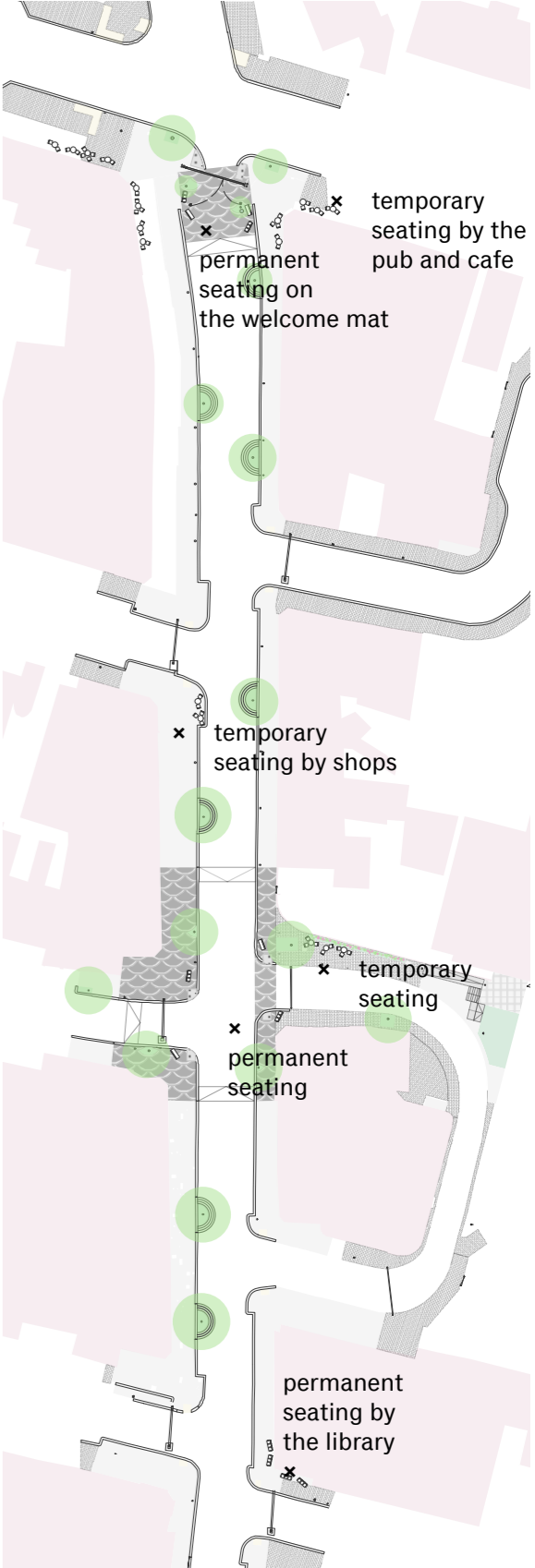
- × Temporary seating to be set outside the local businesses



Immediate plan
1:1000

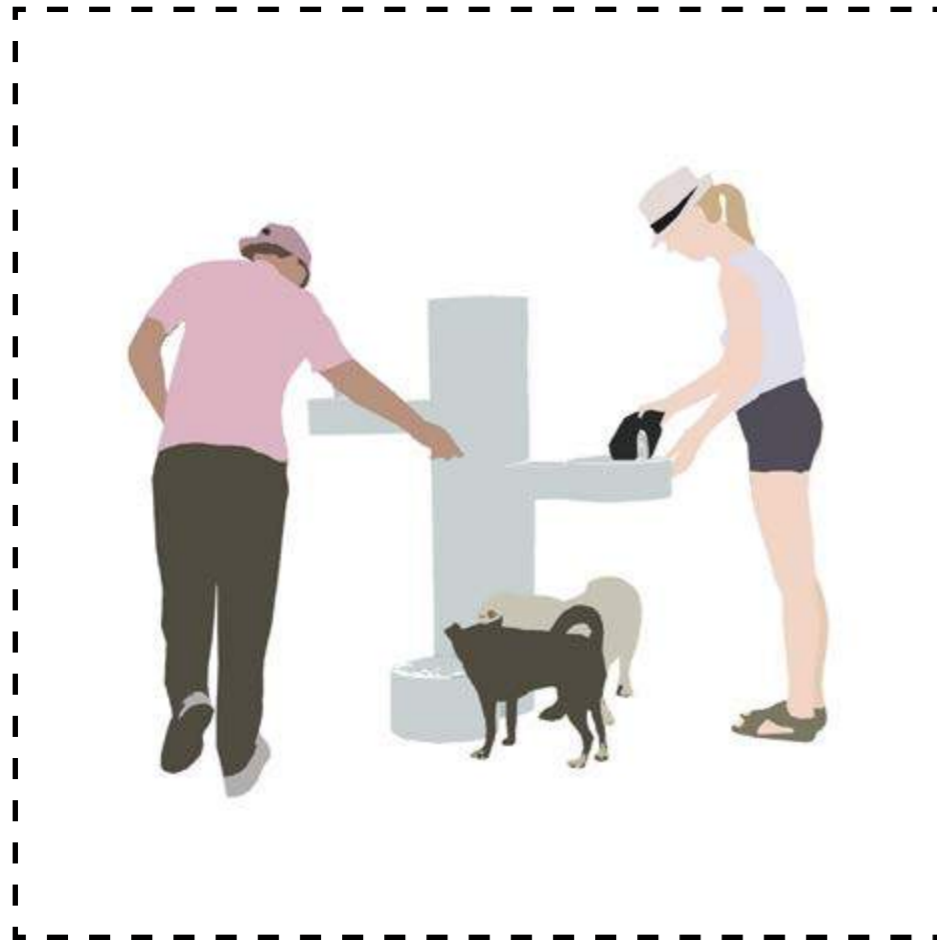


Long term plan
1:1000



Suggestion for the artists' involvement

The engagement has raised the desire to involve artists in the next phases of design development and implementation for Queen's Crescent. We suggest three potential areas where this could be beneficial. These could be three separate commissions, the Decorators and East should remain involved in the brief writing, selection process and overseeing of the sub-projects.

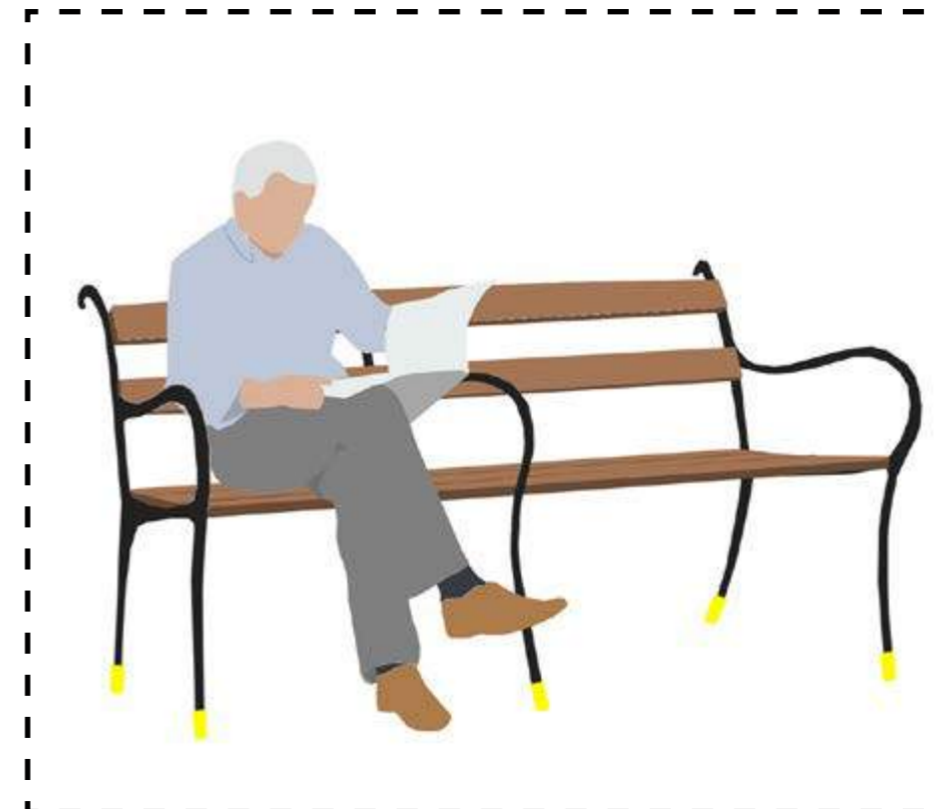
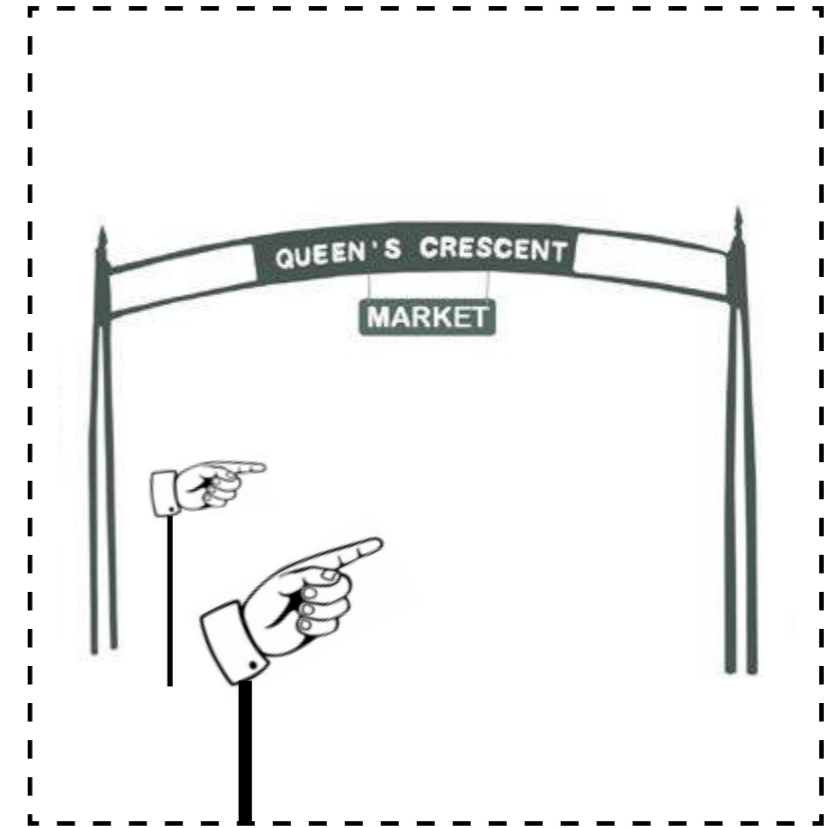


Fountain

- × While we suggest for the fountain to be an off the shelf product to ensure maintenance as feasible to the surrounding, for example drainage, additional bird baths or dog's drinking bowls could be subject of a design competition.

Way-finding / market signage

- × We strongly suggest the involvement of graphic designers to develop the way finding signage for Queen's Crescent. This could extend from wall painted signage to fingerposts to updating the arch.

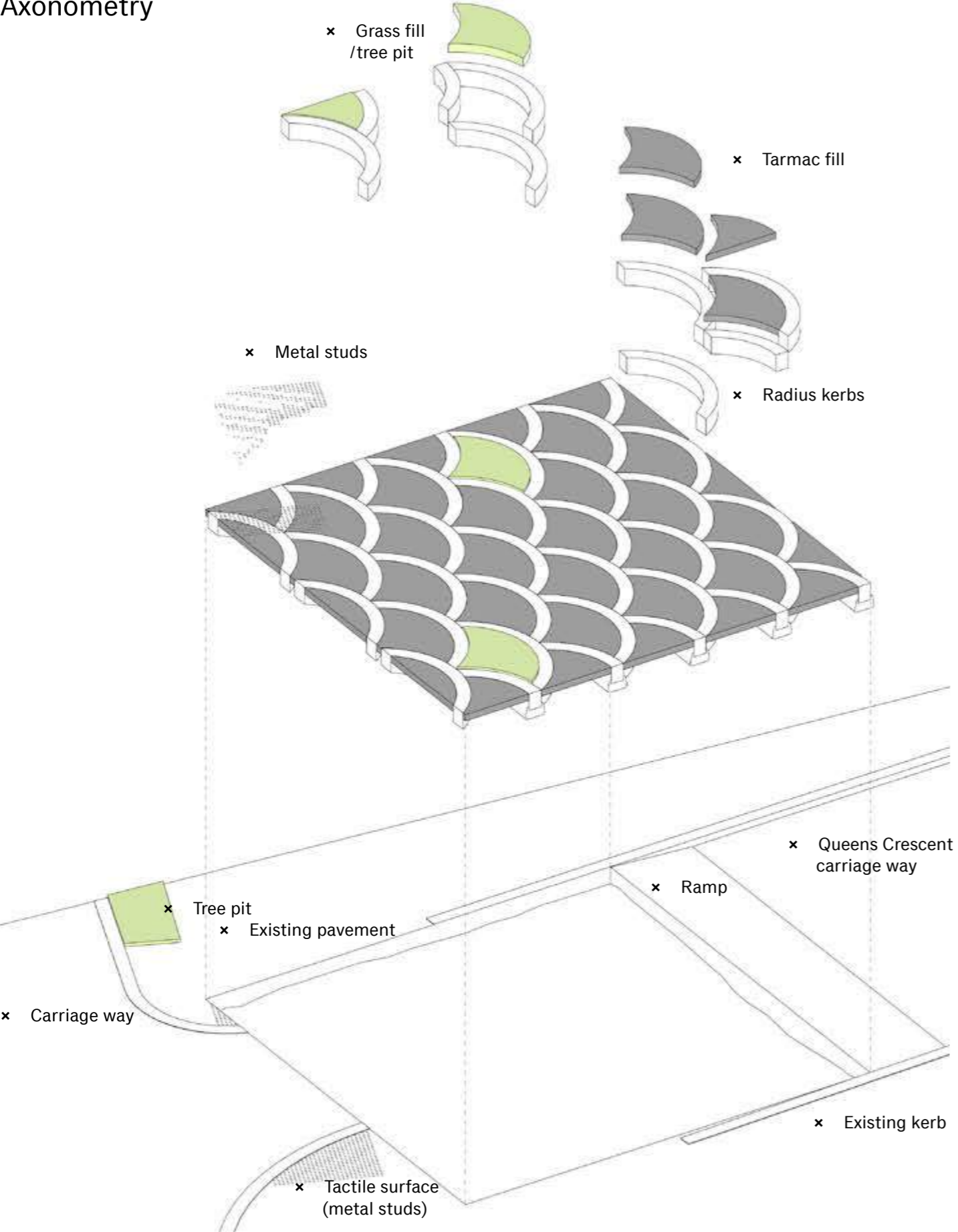


Special furniture - seating

- × The furniture could be place specific, an emphasis could be placed on seating for frail and elderly people, offering additional height and armrests.

Detail drawing 'welcome mat'

Axonometry

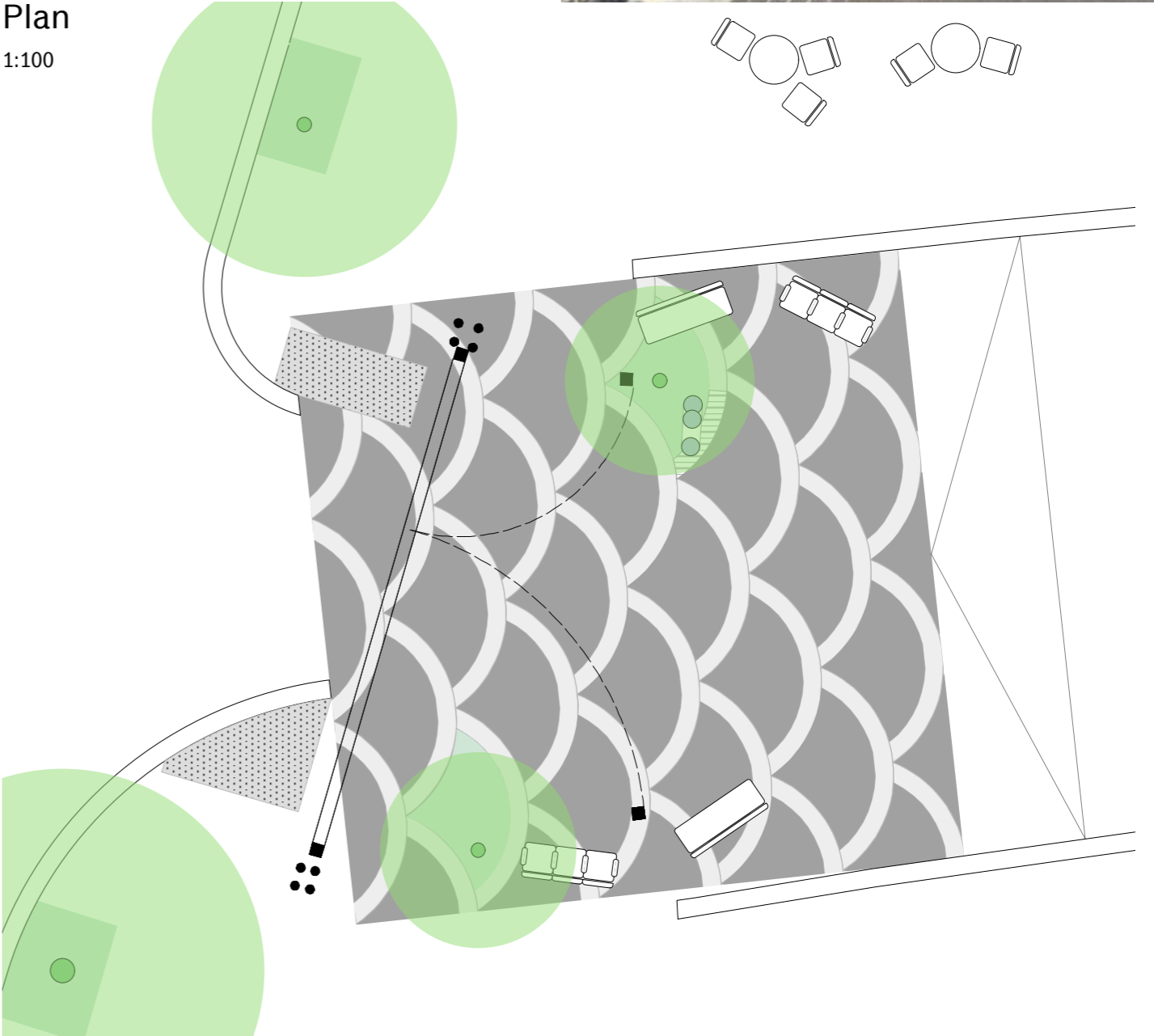


Example

× Zoning of Orford Rd (blended crossing and textures)



Plan 1:100

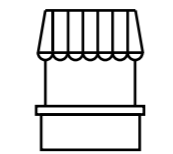
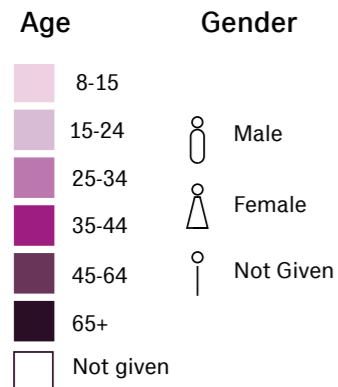


APPENDIX 1

Participation - Reach

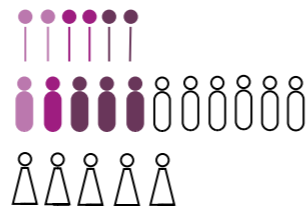
Active participants in I Am Queen's Crescent

144



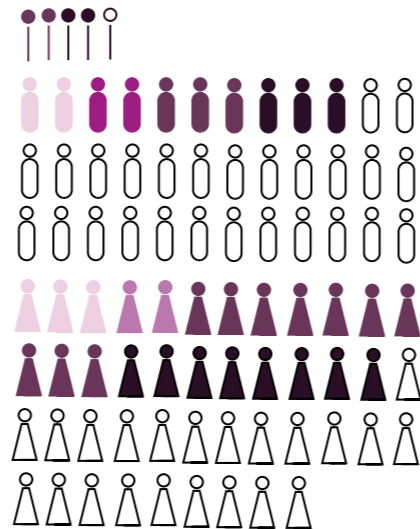
Stall holders/
Shop owners

22



Local Residents

84



Wider area
residents

24



Community
Researchers

12



Gave no
information

36

Participation summary

Invitation

Over the course of the project The Decorators and team of Camden Community Researchers spent time in Queen's Crescent - during ordinary weekdays, market days, at weekends, and at varying times of day, including the early evening. During this time they and the design team personally approached more than 130 people (based on 3 people approached for every person interviewed) - on the street, in shops, cafés and community centres - for interview and to talk about the co-design project. Five iterations of promotional posters were put up and 1250 flyers left out in businesses and community hubs along the street. 7500 leaflets were delivered to local residents. A database of 120+ organisations, participants and interested people was created and reminder emails were sent in the run up to every event.

Data Collection

All audio interview participants completed a consent form and provided addresses. Those willing provided further information about their age, gender and ethnicity. A brief survey form was included in promotional flyers asking three short questions about people's relationship with the street and aspirations for the future and for contact details, but this had a very low response rate. A further more detailed survey was created for the final 'on-street testing' event to collect feedback and ideas on specific proposals from attendees - this also asked for information about age, gender and ethnicity. This survey had a higher response rate of 30% (48 out of 160). Attendance was counted were possible at events and workshops (see following page).

Demographics

There were 144 people who actively engaged in the co-design project - through interview, joining events, responding to surveys, participating in activities like mapping and radio discussions, or who simply engaged in conversation and shared their thoughts and concerns with the team. 84 of the participants were Gospel Oak or Haverstock residents, with a further 24 people from the wider area - Camden and neighbouring boroughs. 36 people gave no information about their address.

43% of participants identified as female. 30% of participants identified as male. 24% did not give their gender.

69% of participants did not give their age. 10% reported being over 65 years old, 12.5% between 45-64 years old, 5% between 25-44 years old. Only 3.5% were identified as under 15 years old. None of those who gave their age were between 15-25 years old.

65% of participants did not give their ethnicity. 19% identified as White, British, or Irish, 7% identified as Asian, Asian British, Indian, Pakistani, Bengali or Chinese. 5% identified as Black, Black British, African or Caribbean. 2% identified as mixed. 2% identified as other.

Local organisations

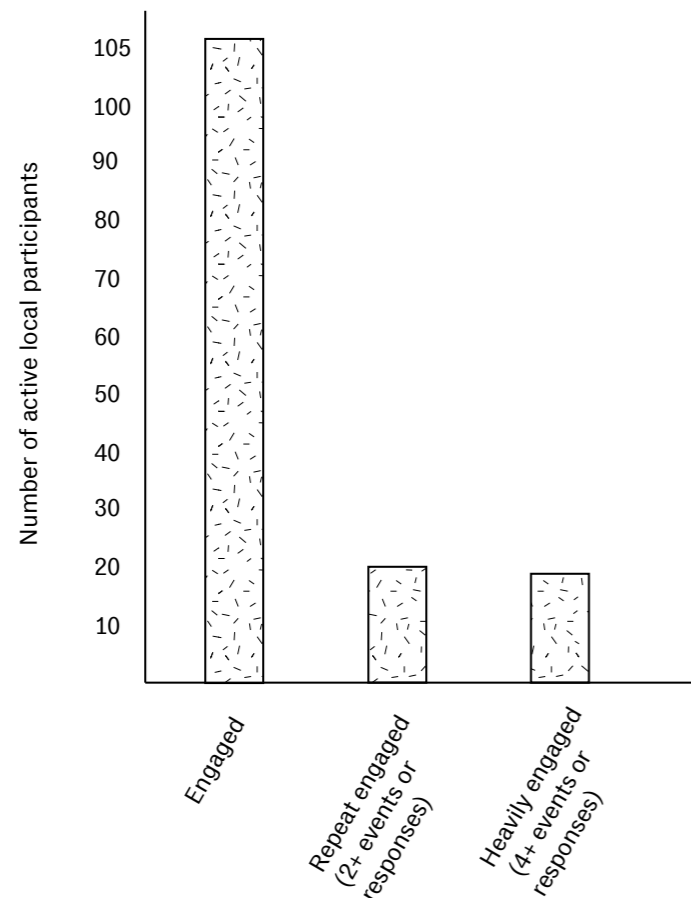
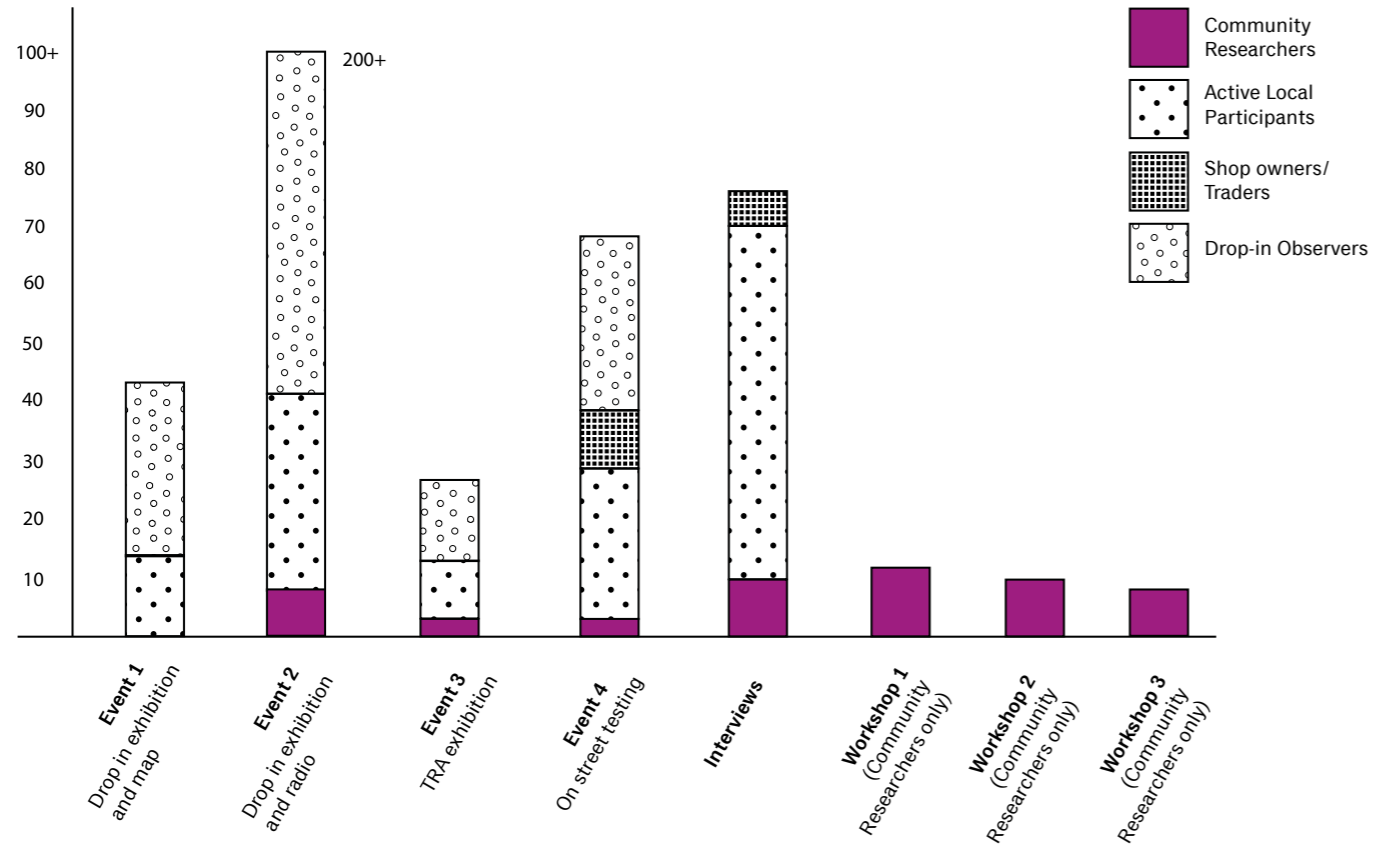
29 local community organisations, charities and institutions were invited to take part and given information about the co-design project, including: local churches and mosques, schools, youth centres and community groups. People from some of these organisations took part in audio interviews or discussions - as representatives of their organisation, or as individual residents on an informal basis:

Gaps in data and under-represented groups.

The responsive nature of the project and changing program made the collection of data for this project challenging. There were opportunities to collect data from participants with whom we spent most time - after interviews and workshops. On many occasions precedence was given to gathering vital contact information and permissions over collecting statistical data from participants. Many wished to remain anonymous. Anecdotally this reticence to give personal information could have been exacerbated by strained relationships between some community groups and by consultation fatigue and suspicion of Camden Council.

Overall data collected about gender and ethnicity reflects that of available statistics on the population of Gospel Oak and Haverstock. The age of participants tended towards older people, active in the community. Young people were under-represented, especially those between the ages of 15-24. Schools and youth clubs were approached and meetings set up, however a bespoke program of events could have been more successful.

Participation - attendance



Attendance summary

The first stage of the co-design program in Queen's Crescent was initiated with a series of workshops for the team of Camden Community Researchers (as summarised in the Stage 1 report). These were attended by 12 Camden employees, including two Community Liaison Advisors for West Kentish Town. Later the core of this team fell to 9, as people dropped out due to work or personal commitments. During this first stage 46 long-form audio interviews were conducted with street users, residents and traders, generating over 30 hours of material. The participation of the Community Research team continued throughout the project, culminating in an end of project debrief and podcast review.

Levels of engagement

The co-design program was conceived and adapted throughout to provide multiple opportunities for people to engage with the project at levels they felt comfortable with.

Levels of engagement have been measured by counting the rate of attendance of actively engaged participants. Those who attended events or responded in interview, conversation or survey more than 4 times have been counted as 'Heavily engaged'. Those who attended events or responded in interview, conversation or survey more than 2 times have been counted as 'Repeat engaged'. Others who have been involved or responded on one or more occasion have been counted as 'engaged'.

18 people were 'heavily engaged' in the co-design project. 20 more were 'repeat engaged' and 106 were 'engaged'.

It can safely be assumed that many more people were 'lightly engaged' in the project, as they followed progress anonymously from afar, or had stumbled upon events, or dropped in without giving feedback or engaging with the design team or community researchers.

In Stage 1 we proposed to give 'Theory of Change' survey forms to participants, which contain more in-depth questions designed to measure feelings of agency and belonging, and how these might change over the project period. However, for the reasons given on the previous page, uptake for these forms was very low and it was felt that they were hindering relationships and interviews. The nine Community Researchers completed these forms and although their results showed positive changes the sample is far too small proportionally to give a meaningful indication of engagement.

Event 2 - The drop-in radio discussions and exhibition held at Queen's Crescent library - was well attended. Over the course of the event the library gates registered 668 entries - many of these will have been repeat visits by attendees and the organisational team, however it can be conservatively estimated that 200 people attended the event (at 30% of recorded entries). 34 attendees at the event were actively involved in radio discussions or in giving feedback to the design team in audio recordings. Many people came along as observers, to listen in or to see the exhibition, or came across the event whilst visiting the library.

Event 3 - The on-street testing day, which took part in Queen's Crescent over the course of a whole market day - was also well attended, with a higher estimated proportion of observers and passers-by. 18 local people took part in the guided tour of the 'tests' at the end of the day. Many more people stopped to talk to the design team and to look at and read about the proposals over the course of the day.

Two extra events (Event 1 - Drop-in exhibition at QC library and Event 3 - Drop-in meeting at Kiln Place TRA Hall) were added to the initial program at the request of Camden Council to raise awareness of the project and its aims, and to include residents from TRA groups. These events were less well attended as they were organised at relatively short notice.

Trader's summary



'It takes me one hour and a half to set up and one hour and a half to pack up my van, it's a lot.'

— Anonymous market trader

'I do feel that I am part of the community. The shop where I work is called QC Household. I've been there since I was 15 so I literally know every customer'

— Rubina Begum

'All the traders would very much appreciate if they can organize storage'

— Michelle Green, Taste of Jamaica



Storage & market layout

In a survey form given to all traders on the May 2nd On-street Testing day we had 10 responses from market traders and 4 from shopkeepers. We asked two questions about proposals that would directly affect shop and market traders:

If you are a local stall-holder or shopkeeper would nearby storage space be beneficial to you/your business? If yes, please indicate size that you would be most interested in.

	Market Traders	Shop-Keepers
No storage needed	2	1
1/4 Garage	1	1
1/2 Garage	4	0
Whole Garage	2	6*

* A single respondent told us that they had spoken to an additional 4 shopkeepers who said they would use a garage each.

These responses give an indicative result of 10.5 garages required to fulfil current need. This would need to be checked again if the proposal is taken forward.

Do you think gathering all market stalls around the Malden Road end of QC would create a better atmosphere on market day?

	Market Traders	Shop-Keepers
Consolidate market	3	3
Don't consolidate market	5	1
Not sure	4	0

These responses support the idea that in general shopkeepers (and residents) would like to see the market compacted, and allowed to grow again only if stall numbers increase. However, the sample size of responses from shopkeepers is small and opinion is split amongst market stall holders.

Getting to know traders

The greatest challenge of the co-design project in Queen's Crescent has been getting to know and winning the trust of traders. The market, and in turn the high street shops, have been in decline for many years. Morale seems to be low amongst market traders and to a lesser extent with shopkeepers and business owners on the street. Many are frustrated by the perceived lack of support from the council and as such were distrustful of our project, as a commission originating from Camden Council. It has also been suggested anecdotally that this reticence to speak out could have also been due to a fear of repercussions eg. drawing attention to working practices that may not be approved of by the council, and improvements leading to rent increases and the harmful effects of gentrification. Cultural factors and language may also have played a part. As a result trust was slow to build over the relatively short project period.

We approached over 40 shopkeepers and business owners in the street (72% of total given by Camden Council) and 14 market stall holders (73% of total given by Camden markets team, 100% of those trading on QC over project period). From this we had 25 responses from shopkeepers and traders (12 and 13, respectively), in the form of completed surveys, interviews and informal conversations.

Traders' priorities

Through this feedback, and from information collated by Gospel Oak Local Peoples Programme (GOLPP) over a period of months prior to our project, it was possible to identify priorities particular to shop and market traders. These were in addition to more general concerns relating to community support, anti-social behaviour and street management:

- ✗ **Gates** - Ensure security of people on the street on market days by maintaining a regular, reliable opening and closure routine. Prevent motorbikes and cycles from squeezing through.
- ✗ **Storage** - Provide secure storage of varying sizes nearby for traders to keep excess stock and market stall equipment.
- ✗ **Parking** - Ensure some short term parking for customers in neighbouring streets near Malden Road. Allow for on-street loading in parking regime.
- ✗ **Seating** - provide places for people to sit on the street to enjoy food bought on the market - as long as it doesn't negatively effect traders.
- ✗ **CCTV** - Ensure working and up-to-date to combat anti-social behaviour in the market.
- ✗ **Signage** - within the street and beyond, to show what is on offer in Queen's Crescent.
- ✗ **Canopies** - provided for shopfronts, gazebos for stallholders.

In addition to these priorities, it was noted that market traders have strong territorial attachment to the market as it is currently arranged and any changes would need to be implemented slowly with a long period of notice.

Community Researcher's De-brief



The Community Reserachers met to discuss the challeges and successes of the project in Queen's Crescent

Community Researchers

The team of Community Researchers were recruited by Camden Council and work for them part-time on projects around the borough (as summarised in the Stage 1 report). The 12 Camden employees, included two Community Liaison Advisors for West Kentish Town. There were two local residents of Queen's Crescent in the group, with many others working and living nearby or having a connection to the street. Later the core of this team fell to 9, as people dropped out due to work or personal commitments. They took part in workshops, conducted long-form walking interviews with street users, residents and traders, attended events and raised awareness about the project out on the street. The participation of the Community Research team continued throughout the project, culminating in an end of project debrief and podcast review.



'I like to feel I have participated and contributed to a positive, effective and democractic change in QC's future'

— Agnes Musware

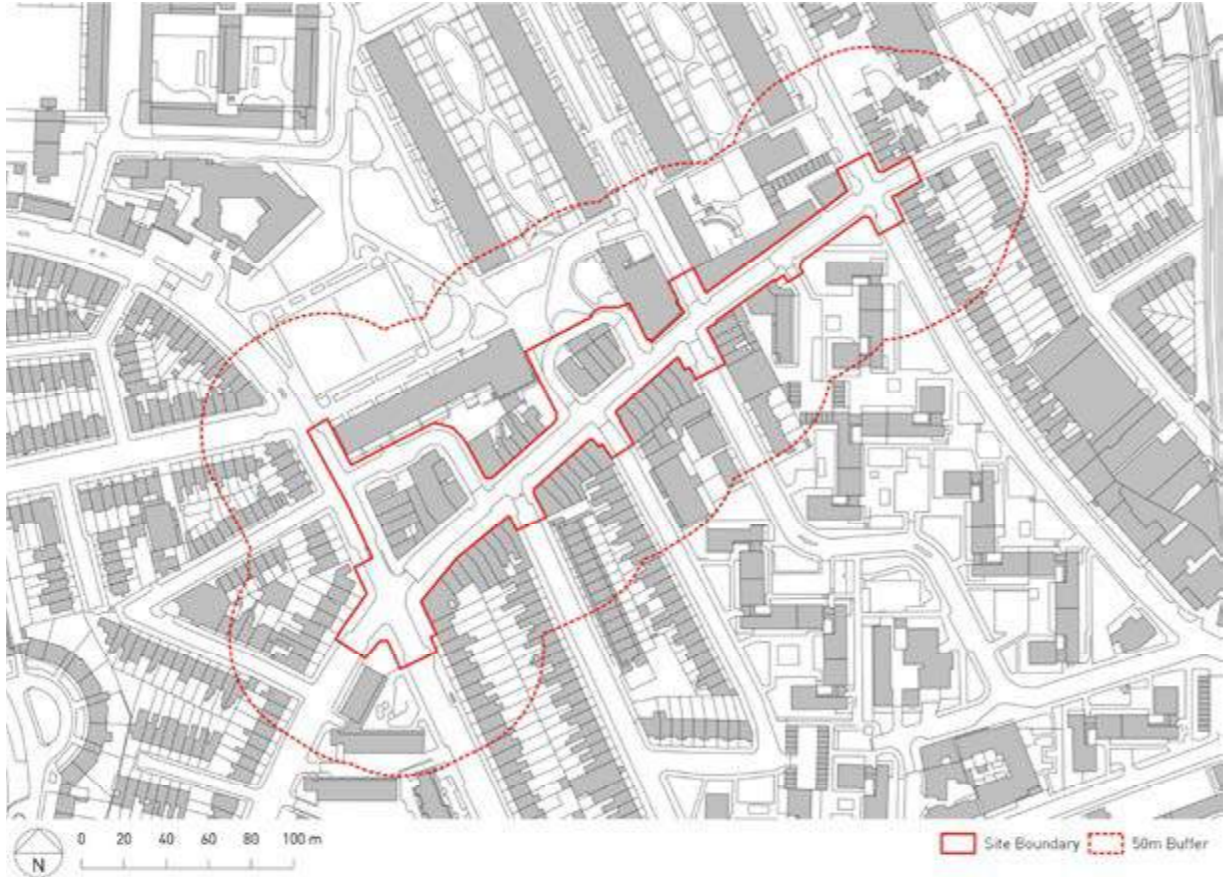
Interviews and discussions recorded by the community researchers made up the majority of material for the podcast, so they were given a chance to review this and to offer their ideas for changes and edits.

APPENDIX 2

Transport analysis

Initial desktop analysis

Queen's Crescent is a local shopping parade and market street, located in the centre of the London Borough of Camden. The 300m section under consideration runs between Malden Road and Grafton Road, although the street itself extends further south to Prince of Wales Road.



Close Context



Borough Context

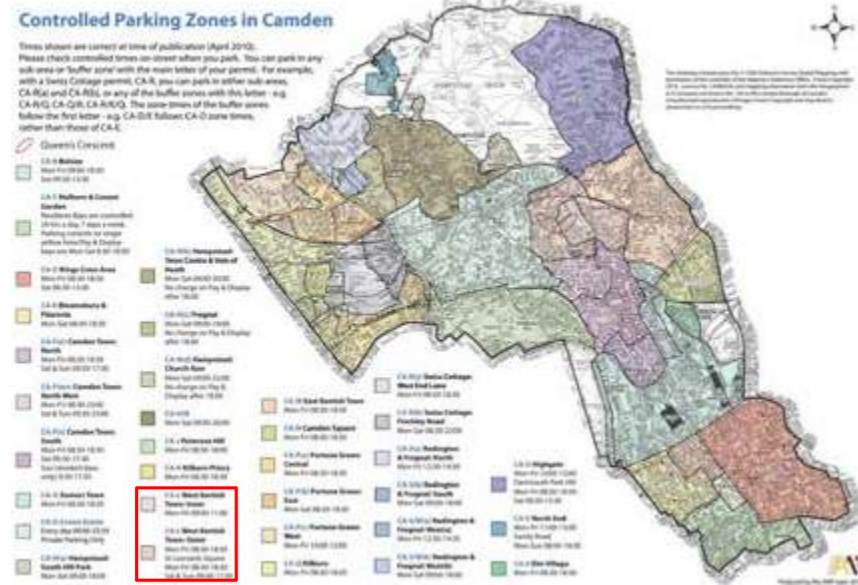


Ward Context

Existing site conditions

Parking

- × Malden Road and Grafton Road are the main north/south vehicular routes through the area. Local streets to the north and south are subject to a number of modal filters that prevent rat running. This makes Queen's Crescent the most convenient east/west route across the local area, attracting a certain amount of through-traffic on non-market days. This type of traffic can often lead to issues of speeding and result in conflicts with more local parking, servicing, walking and cycling activity.



Camden's Parking Zones.

Queens Crescent has a particular position within West Kentish Town Inner



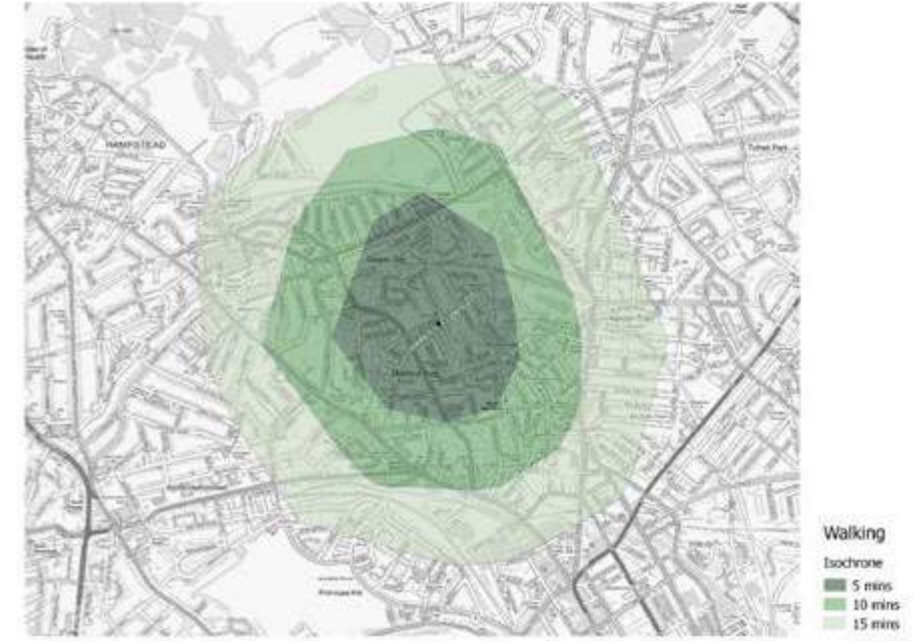
Specific parking restrictions along Queens Crescent seem to vary based on loading/market requirements

- × The street is closed to vehicles during the daytime on Thursdays (0700-1730) and Saturdays (0700-1800) to host a street market. All side roads, except Ashdown Crescent (private), can be accessed during these closures from other streets. Queen's Crescent and some of its adjacent streets lie within Camden's "West Kentish Town: Inner" Controlled Parking Zone (CPZ), which operates Mon-Fri (0900-1100). During this short period on weekday mornings, parking on the north side of Queen's Crescent is pay by phone (max stay 1 hour) and parking on the south side (single yellow lines) is not allowed. This is presumably to prevent all day use by commuters and residents, and to accommodate servicing of shops and businesses along the street. Certain bays on side streets can be used by traders on market days and during CPZ hours. During the rest of the day, and all day on Sundays, parking on both sides of the street is unrestricted and well used. Streets in the wider area, beyond Malden Road and Grafton Road, fall into the "West Kentish Town: Outer" CPZ, which has longer hours of restriction (Mon-Fri 0830-1830), due in part to the proximity of rail and tube stations and the Royal Free Hospital. This may increase the demand for parking in and around Queen's Crescent on weekdays between 1100 and 1830.

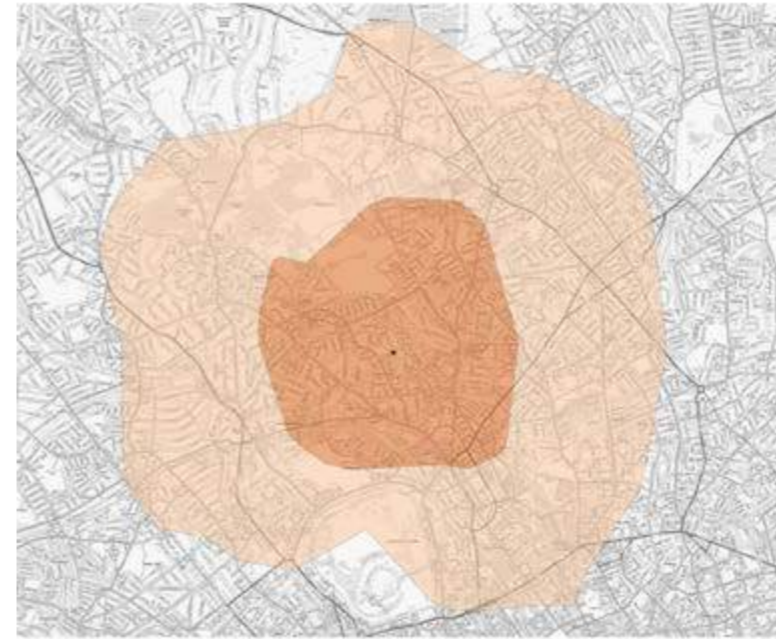
- × When vehicles are parked on both sides of the street, a clear carriageway width of 4-5m is typically available along Queen's Crescent, which is sufficient for emergency access, but can make it difficult in places for two vehicles to pass. However double yellow lines with loading bans on the corners of the numerous side roads mean that there are regular passing places along the street.

Walking

- × Queen's Crescent is a 5-10min walk from Gospel Oak and Kentish Town West rail stations and from Belsize Park and Chalk Farm tube stations. Surrounding streets form a permeable network of routes across the local area. However rail corridors to the north and east form barriers to movement and restrict the number of routes for longer journeys in these directions.



5, 10 and 15 minute coverage on foot from Queens Crescent



5 and 10 minute coverage on a bicycle from Queens Crescent

Cycling

- × Queen's Crescent is a 5 min cycle to Camden, Hampstead, Tufnell Park and Primrose Hill. Within 10 minutes, one can cycle to King's Cross and Euston on the edge of Central London, and to West Hampstead, Holloway and Highgate. Grafton Road is a signed cycle route that connects from Hampstead Heath and Gospel Oak, south to Camden Town and Regent's Canal. Malden Road is a local cycle route with advisory cycle lanes along much of its length. Queen's Crescent itself is also a local cycle route, connecting from Grafton Road to Chalk Farm. It does not have any formal cycle facilities, apart from a modal filter at the junction with Prince of Wales Road to limit rat-running.

Traffic Calming Precedents

A range of traffic calming precedents has been considered to inform the proposals for Queen's Crescent.

Full pedestrianisation

Hildreth Street, Balham
Photograph by Simon Kennedy

- × Pedestrian Zones on market streets, like Hildreth Street in Balham and Venn Street in Clapham, which give pedestrian priority while still allowing for time-limited vehicular servicing



Restricted Zone

New Road, Brighton

- × Restricted Zones on high streets, like Camden High Street, and local shopping parades, like Orford Road in Walthamstow, which allow for the removal of road markings while still enabling the enforcement of parking and loading restrictions



Blended Crossings

Bromwell's Road, Clapham Old Town

- × Blended' or 'Copenhagen' crossings on side roads, like along Lea Bridge Road in Leyton and Bromwell's Road in Clapham Old Town, which provide pedestrian and cycle priority over turning vehicles

Courtesy Crossings

Frideswide Square, Oxford

- × Informal 'courtesy' crossings with visually narrowed carriageways on busy routes, like Frideswide Square in Oxford and Bexleyheath Broadway, which help to slow vehicles and accommodate simpler, more direct pedestrian crossings on desire lines



Street furniture

New Road, Brighton

- × Street furniture and planting placed in an 'intermediate zone' between clear carriageway and clear footway, like at New Road in Brighton and Exhibition Road in Kensington, which helps slow traffic by defining a greater sense of place through which vehicles can move

Modal filters

Queens Crescent | Prince of Wales Road

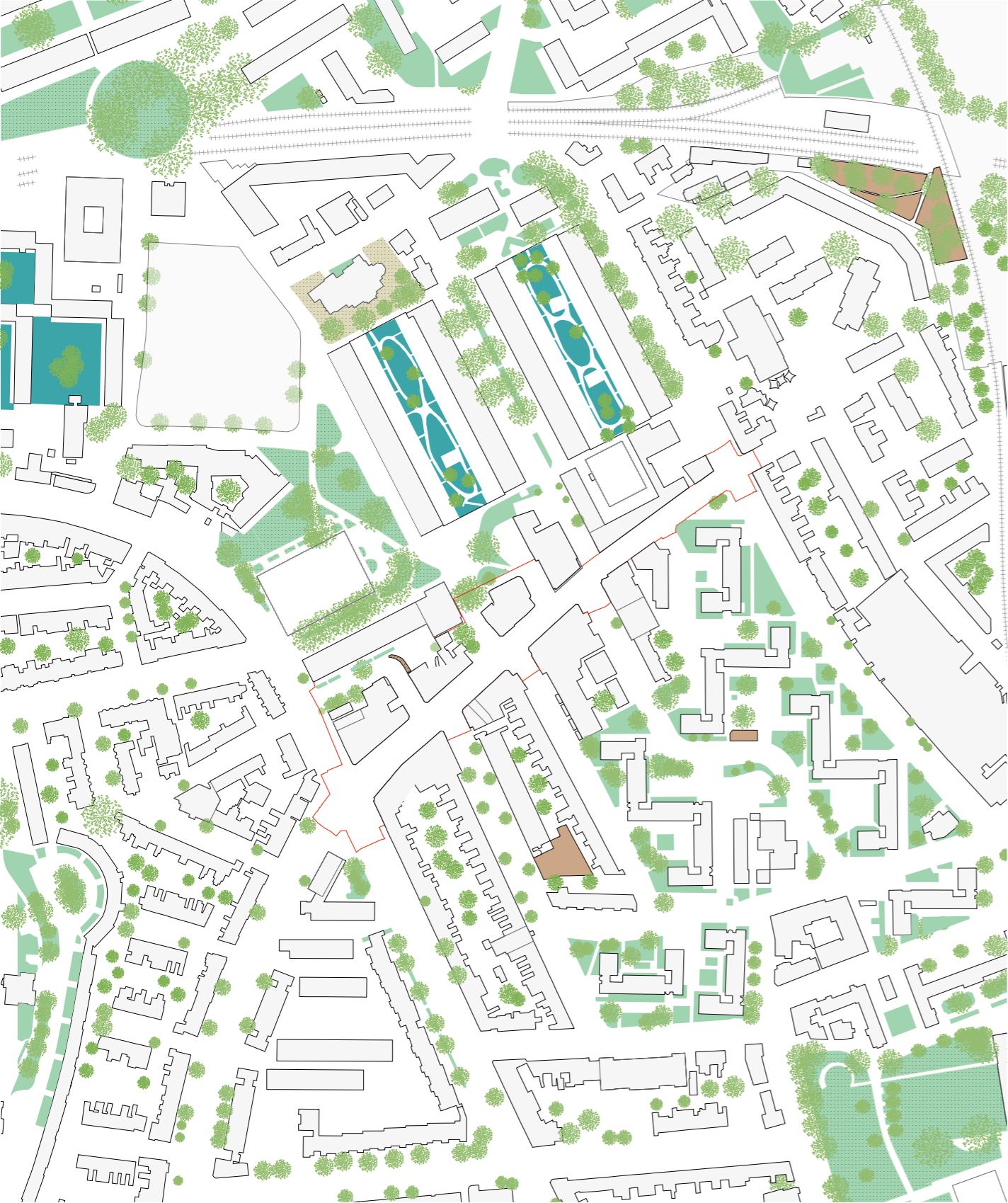
- × Modal filters, like at the junction of Queen's Crescent and Prince of Wales Road, which introduce closures of short stretches of carriageway to remove rat running through-traffic, while allowing pedestrians and cycles to pass and maintaining vehicle access on either side for parking and servicing



APPENDIX 3

GI Audit

Green infrastructure



- Private communal garden
- Community growing space
- Publicly accessible park
- Pocket green space

This map shows various types of green infrastructure which can be found near Queens Crescent. It highlights the stark contrast between the relatively high proportion of accessible local open green spaces, pocket greens on existing estates and mature trees that can be found locally, and the significant lack of street trees or other forms of green infrastructure found on the high street.

This project has the opportunity to provide north-south 'green corridors', which can help to improve mobility through the site on important arterial routes, whilst supporting biodiversity, air quality and access to green spaces.



View from Bassett Street to Queens Crescent



Planting around Gilden Crescent

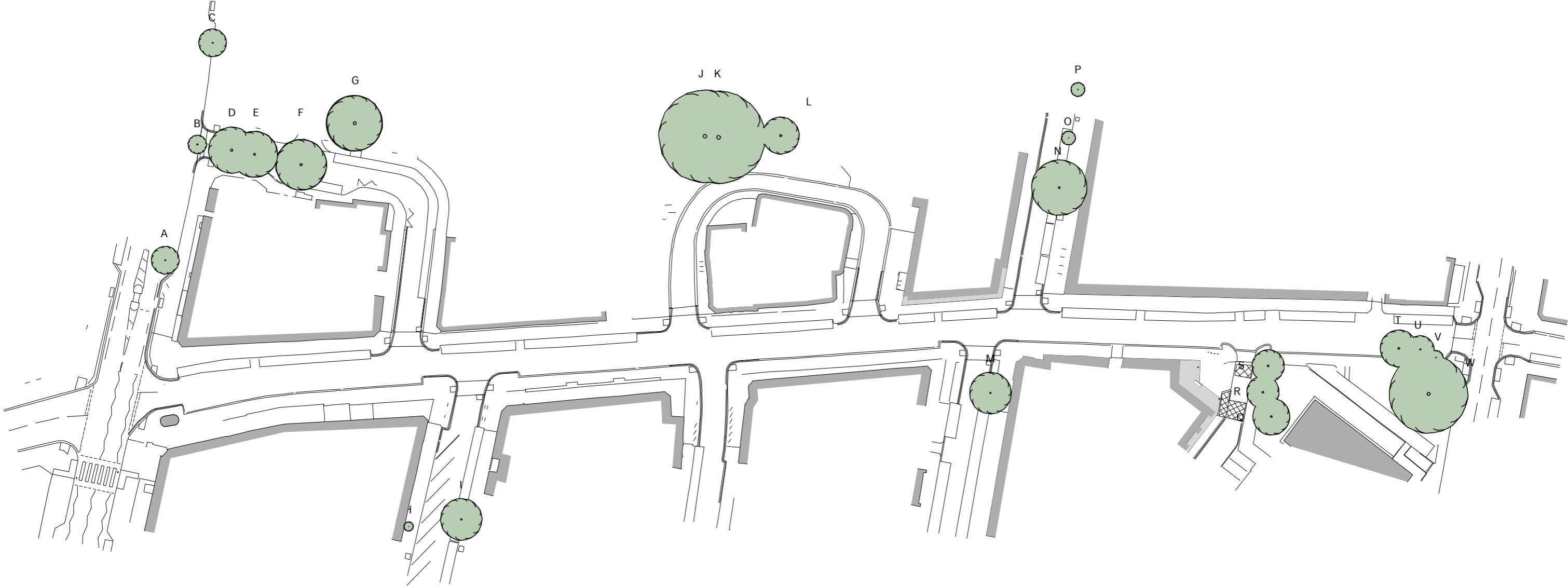


Pocket Green at corner of Grafton Road and Queens Crescent



Ashdown Crescent

Local trees



Tree Code - Species, Trunk Girth, Height

- A - Maple, 0.7, 8000mm
- B - Silver Birch, 0.6, 7000mm
- C - Silver Birch, 0.6, 12000mm
- D - Plane, 1.5, 14000mm
- E - Plane, 1.2, 14000mm
- F - Plane, 1.4, 14000mm
- G - Plane, 2.0, 14000mm

- H - Juneberry, 0.1, 3000mm
- I - Silver Birch, 1.0, 12000mm
- J - Plane, 2.5, 21000mm
- K - Plane, 2.5, 21000mm
- L - Plane, 1.4, 13000mm

- M - Silver Birch, 0.8, 12000mm
- N - Whitebeam, 1.2, 12000mm
- O - not specified, 0.2, 3000mm
- P - Whitebeam, 0.3, 5000mm
- Q - Silver Birch, 1.2, 14000mm
- R - Alder, 1.1, 14000mm

- S - Alder, 1.1, 14000mm
- T - not specified, 1.2, 9000mm
- U - not specified, 0.8, 7000mm
- V - Whitebeam, 0.3, 3000mm
- W - Maple, 2.0, 18000mm

Local trees



A - Maple, 0.7, 8000mm



B - Silver Birch, 0.6, 7000mm



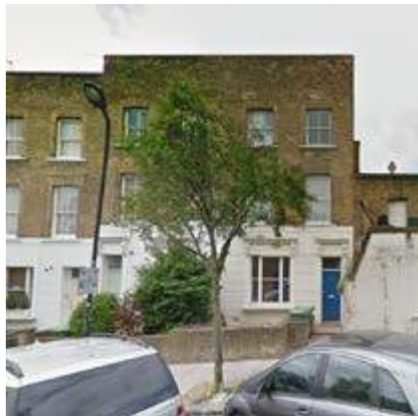
C - Silver Birch, 0.6, 12000mm



D - Plane, 1.5, 14000mm
E - Plane, 1.2, 14000mm
F - Plane, 1.4, 14000mm



G - Plane, 2.0, 14000mm



H - Juneberry, 0.1, 3000mm



I - Silver Birch, 1.0, 12000mm



J - Plane, 2.5, 21000mm



K - Plane, 2.5, 21000mm



L - Plane, 1.4, 13000mm



M - Silver Birch, 0.8, 12000mm



N - Whitebeam, 1.2, 12000mm



O - not specified, 0.2, 3000mm
(to be checked)



P - Whitebeam, 0.3, 5000mm



Q - Silver Birch, 1.2, 14000mm



S - Alder, 1.1, 14000mm
R - Alder, 1.1, 14000mm

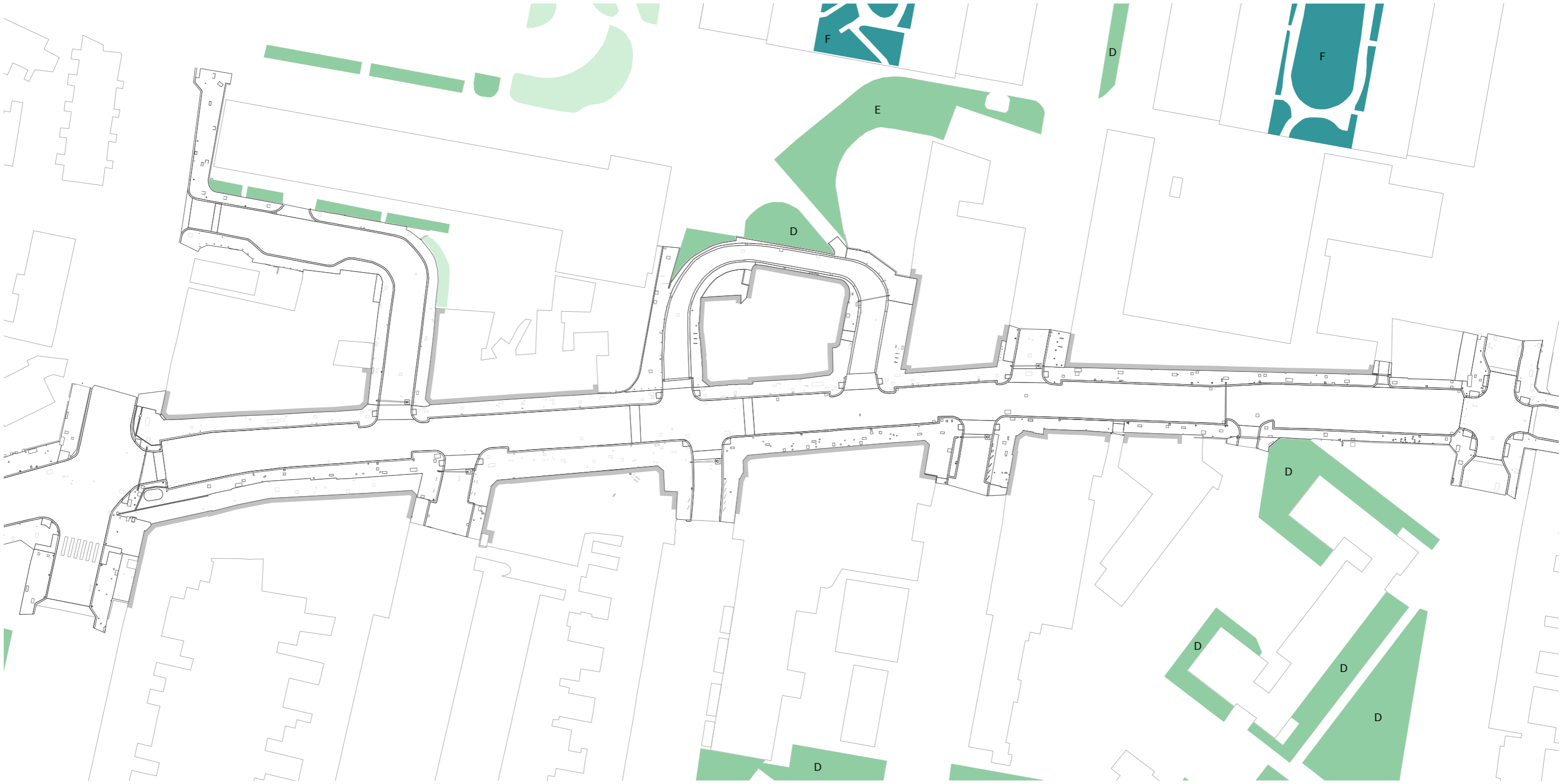


V - Whitebeam, 0.3, 3000mm
U - not specified, 0.8, 7000mm
T - not specified, 1.2, 9000mm



W - Maple, 2.0, 18000mm

Local ground cover



Greenery Code - Type of space, Cover
A - Raised planting bed, Bushes
B - Raised planting bed, Vegetables
C - Planting bed, Hedges
D - Lawn, Grass
E - Lawn, Bushes and Hedges
F - Private greenery

Local ground cover



A - Raised planting bed, Bushes



D - Lawn, Grass



B - Raised planting bed, Vegetables



E - Lawn, Bushes and Hedges



C - Planting bed, Hedges

Local ground cover - close up

The GLA Green Infrastructure Source Map highlights how the neighbourhood centre has relatively little green infrastructure compared to its surroundings, with minimal ground cover or tree canopies.



Planting bed - Grass



Planting bed - Bushes



Raised planting bed - Ivy, Flowers



Raised planting bed - Flowers



Raised planting bed - Vegetables



Raised planting bed - Vegetables



Lawn - Grass



Raised planting bed - Bushes



Planting bed - Ivy



Layered data from GLA Green Infrastructure maps

- Tree canopy
- Green cover
- Queens Crescent (Neighborhood Centre)

Connecting to a metropolitan walk



Talacre Gardens



Gospel Oak Open Space



Lismore Circus

This project has the opportunity to connect to a proposed Metropolitan Walk connecting up through several local green open spaces to Hampstead Heath and down through Talacre Gardens to Camden Locks and beyond. This green corridor could provide a vital North-South healthy walking route between Camden's central activity zone and the open expanses of Hampstead Heath.

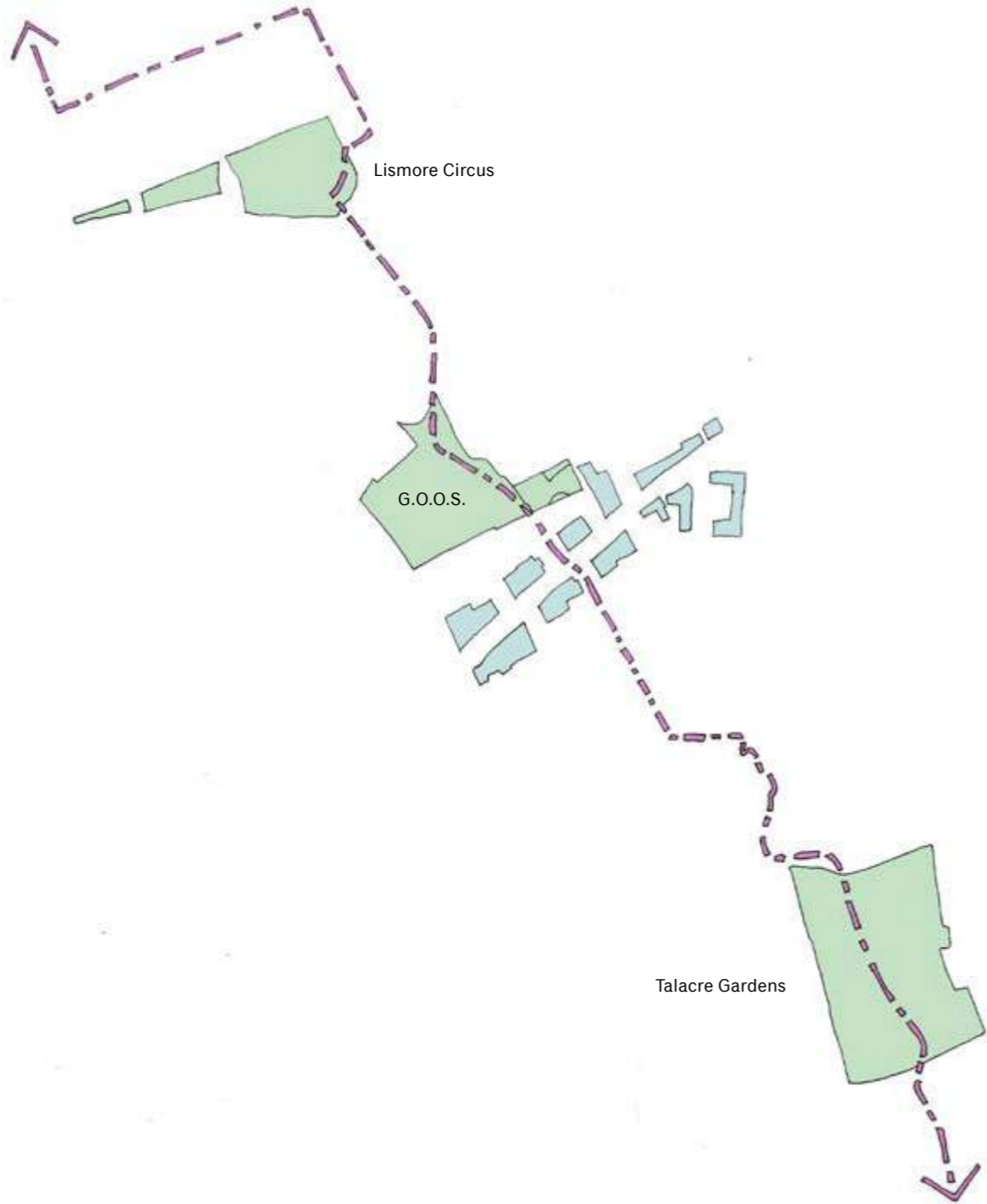


Camden's Green Policy Map highlighting the metropolitan walk

A meeting of the green corridor and market street

The proposal shown below looks to support the Northwest - Southeast metropolitan walk by improving Green Infrastructure at a strategic location along the market section of Queens Crescent.

To Hampstead Heath



Connecting to the Metropolitan Walk from Talacre Gardens up to Lismore Circus towards Hampstead Heath

Down to Camden Locks



Outline proposal for a green corridor and public square at Queens Crescent, showing new street trees, ground planting and improved access to Gospel Oak Open Space.