

Site Allocations Local Plan (SALP)

**Community Researchers engagement  
work**

February – March 2022

## **Community Researchers engagement**

During February and March 2022, the Council undertook face-to-face engagement with people living and working in the Site Allocations Local Plan (SALP) growth areas.

This was in the form of a survey based upon questions that had previously been used in the Council's 'Commonplace' online consultation site. Short interviews were undertaken by the Council's team of Community Researchers who have extensive facilitation and engagement skills.

The Community Researchers team visited the following locations: Camden Goods Yard area; Kentish Town; West Hampstead Interchange; Camley Street & St Pancras Way and Holborn and Covent Garden area.

The main aims of the engagement were:

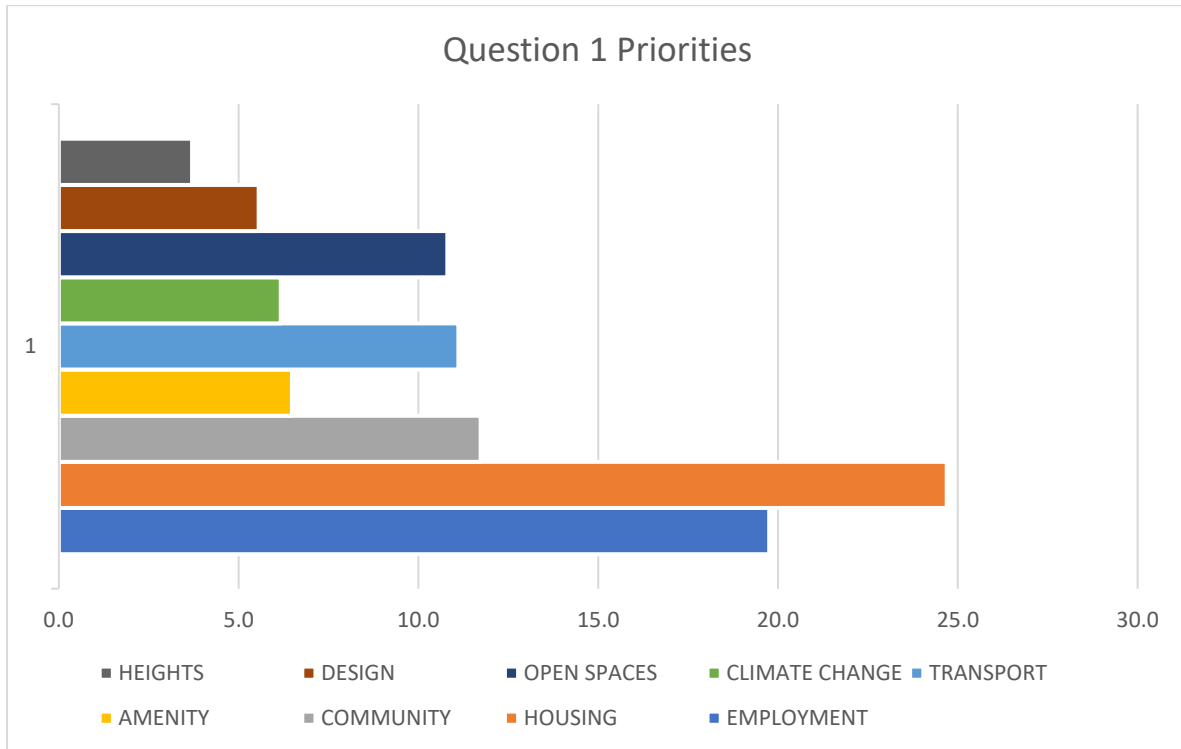
- To hear the detailed views and perspectives from people in each of the Site Allocations growth areas. The Community Researchers spent 1-2 days in each area and aimed to interview about 30 people. Exact locations and timings for the engagement were guided by the Community Researchers' local knowledge of when it was likely to be busy;
- To seek the views of people of Black, Asian and Minority Ethnic (BAME) communities, young people and people living in social rent housing as previous consultation work for the Site Allocations Local Plan (e.g. Commonplace) showed that we were receiving less representations and comments from these communities relative to their actual size;
- To give opportunities for people to make their views known face-to-face. This was seen as important when pandemic restrictions had been limiting the Council's ability to provide opportunities to comment through traditional methods.

The Community Researchers were able to interview a minimum of 30 individuals in each area except one (Kentish Town, where 29 people responded). The overwhelming majority responding were Camden residents; the remainder being people working in Camden or studying in the Borough. As with many surveys, not all participants answered every question; however, everyone surveyed answered a majority of the questions asked.

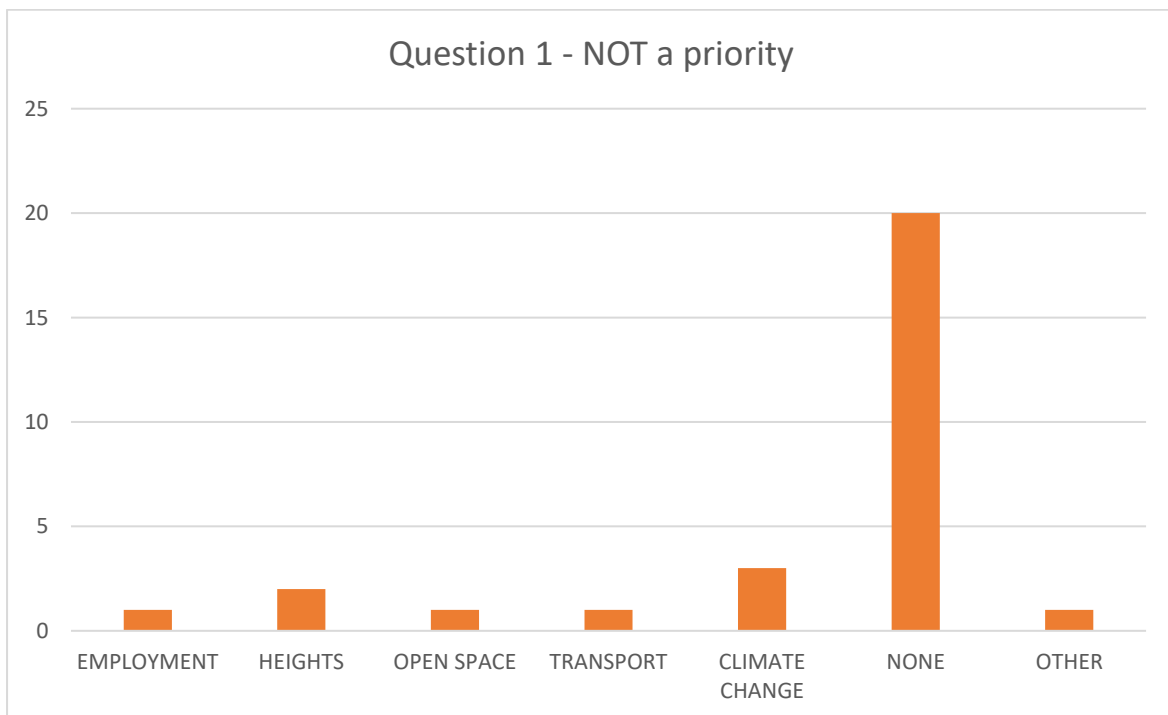
The overwhelming majority of participants also shared information relating to their individual background and circumstances. From this, we were able to verify that a high proportion of responses were received from the communities highlighted above.

## Area 1: CAMDEN GOODS YARD

### Question 1a: identified priorities (37 respondents answered)

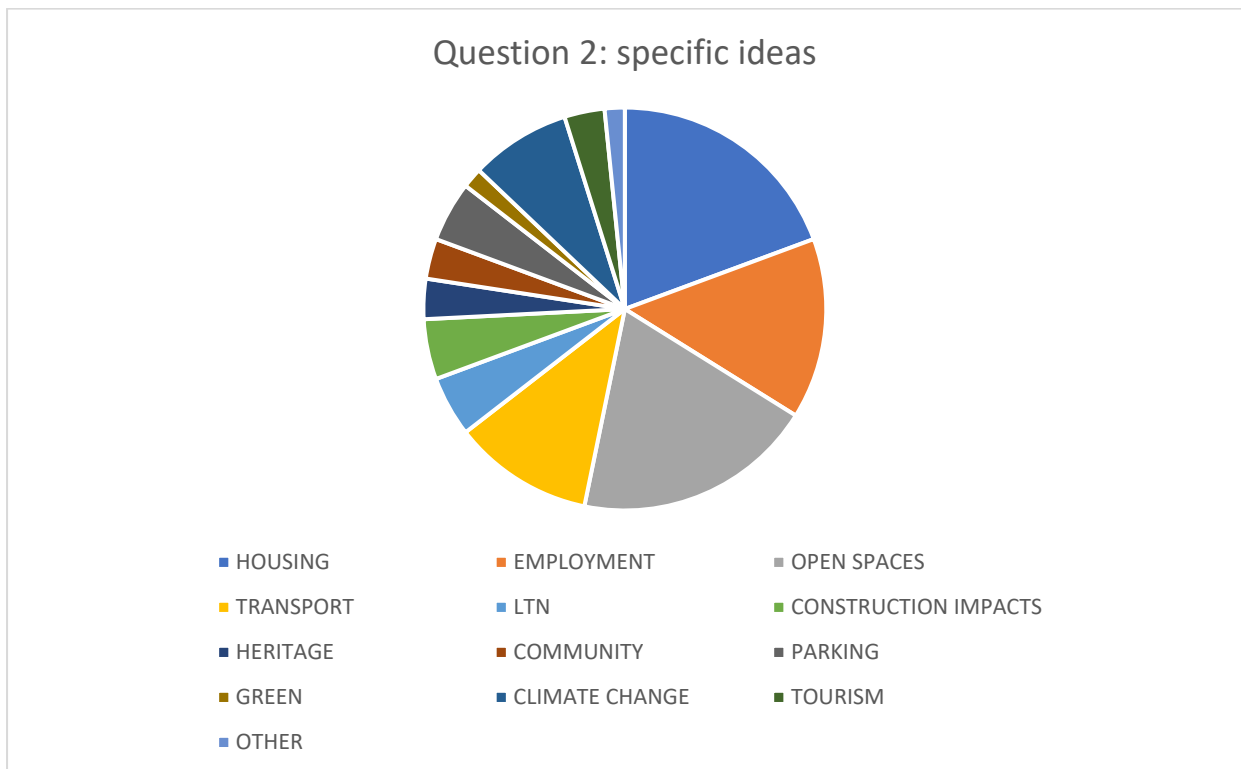


### Question 1b: anything NOT a priority (29 respondents answered)



## Question 2: ideas on addressing priorities (55 responses from the 37 respondents)

These have been categorised as follows:



### Specific ideas

#### Housing

- Build more council housing
- Cap numbers of private landlords
- More housing needed for younger families and young people
- More student housing needed
- Prioritise local people in housing allocation process
- Consider needs of disabled/elderly
- Housing should address/ prioritise local people and their needs
- Ensure social housing is affordable
- Cost of private renting needs to be tackled

#### Employment

- Provide a jobs hub
- Ensure well-paid jobs are available
- More local/nearby opportunities for youth employment
- Small businesses should prioritise recruitment of local people
- Training for the local unemployed
- Training and jobs opportunities for local people
- Employers should give priority to local people
- More opportunities to work in Council

- Address needs of young and older people out of work

### Climate change

- Support roll-out of electric vehicles
- Ban cars or only support electric vehicles
- Solar PV should be provided

### Construction impacts

The impacts of construction on the local environment and residents are mentioned. The Morrisons development means that bus services are not currently calling at the high level next to Juniper Crescent estate.

### Low Traffic Neighbourhood

Where mentioned, respondents wanted to see it stopped or for residents to have a greater say. Concerns identified about displacement of traffic elsewhere.

### Open Spaces

More open spaces needed – both public and private. Support for green balconies, spaces targeted at young people and spaces reserved exclusively for their residents. Concerns mentioned about safety and maintenance of open space.

### Parking

A small number of people mentioned the need for more parking / provision of spaces for disabled residents

### Tourism

This suggestion was about managing the impacts of tourists/visitors on residential areas

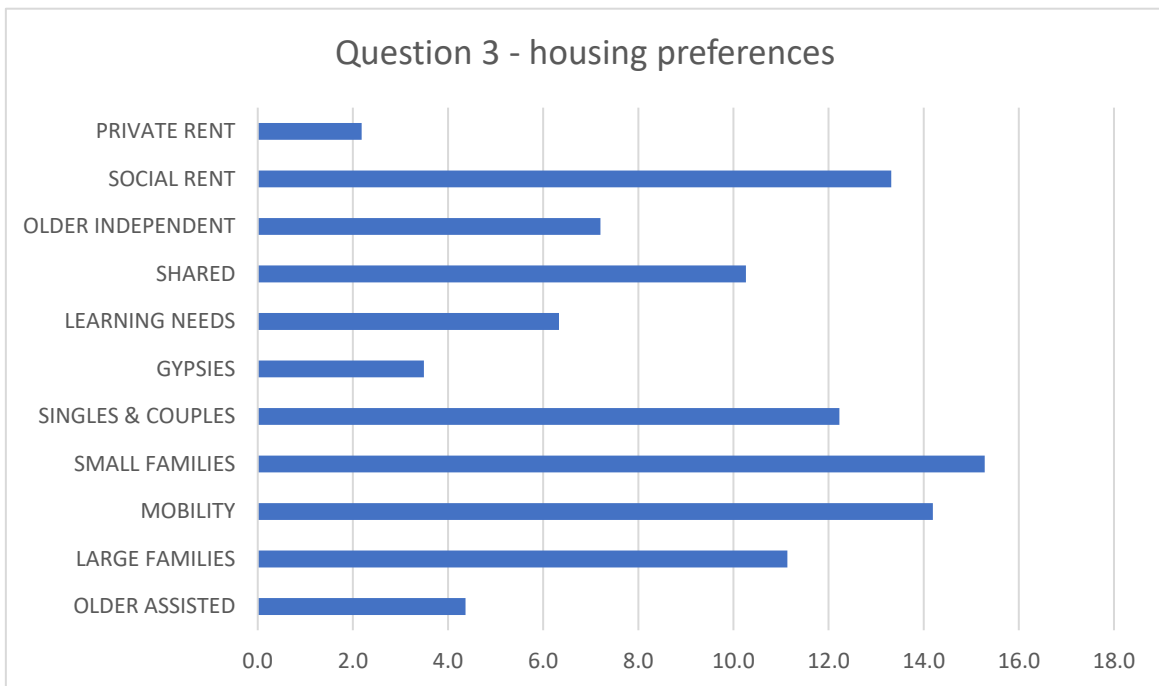
### Implementation/delivery

Making sure that developers deliver against their commitments

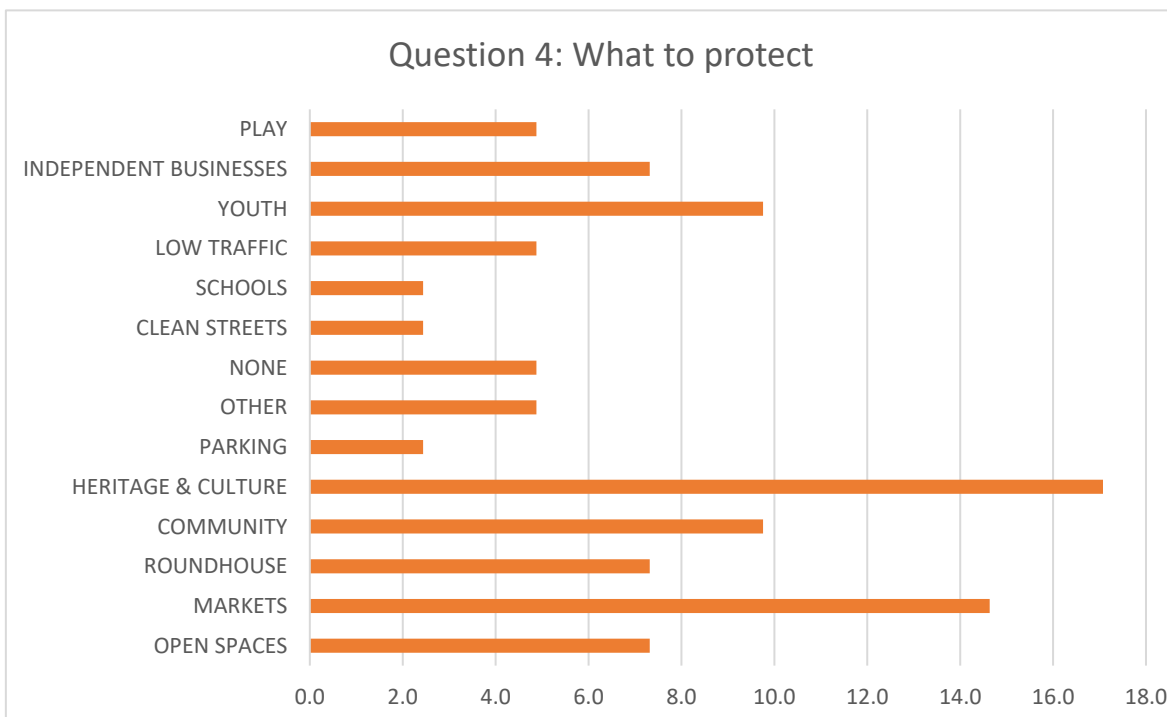
### Transport

- Considering the needs of parents with buggies
- Improve bus routes / timetables
- Widen pavements
- Ensure safer conditions for pedestrians
- Tackle heavy traffic flows

### Question 3: Types of housing that need to be provided (37 respondents)



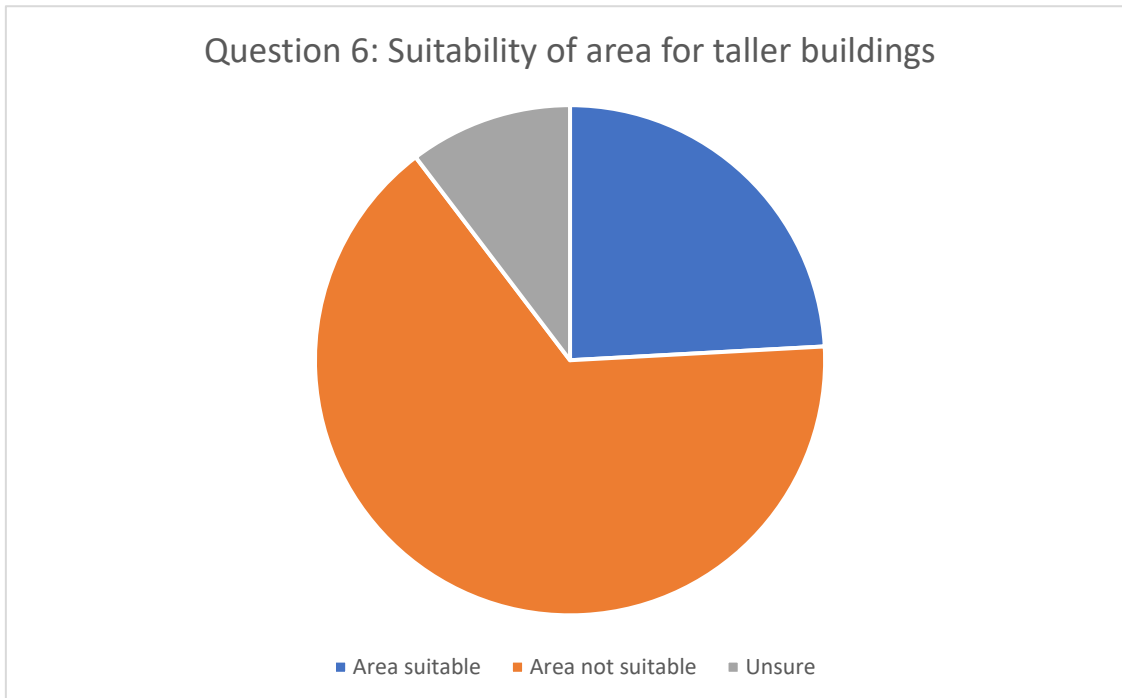
### Question 4: What needs to be protected (32 respondents answered)



**Question 5: What is missing (37 respondents answered)**



**Question 6: Taller buildings (33 respondents answered)**



Why is area suitable?

- Taller buildings would be good for area
- Would take people off housing list
- Would help to address housing issues

Why is the area unsuitable?

- Impact of light/shadow
- Anti-social behaviour
- Construction impacts
- Damage from railway
- Subsidence
- Brutalist architecture
- Poor people get put in tower blocks
- Low rise more human scale / better for sense of community
- Difficulties for elderly/disabled
- Safety

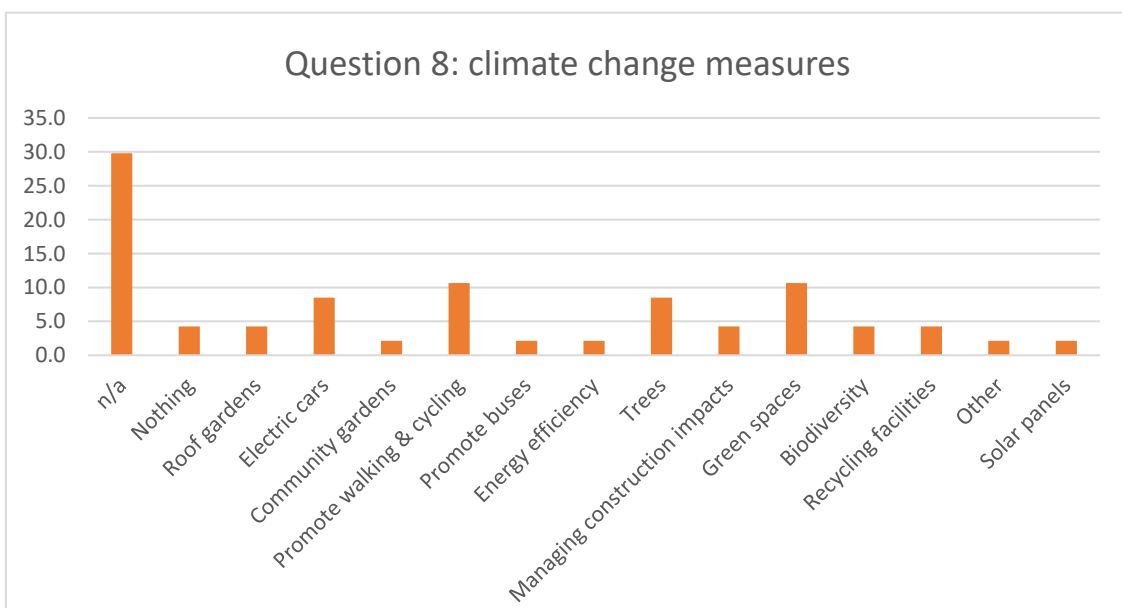
Sites identified as suitable:  
Supermarket site

Sites identified as unsuitable:  
Supermarket site  
Market site  
Near railway lines

### Question 7: Individual sites (37 respondents, but quality of data issue)

Very few of the responses recorded were site-specific and seemed to relate to general issues raised in answer to other questions.

### Question 8: Resources and energy question (37 respondents)

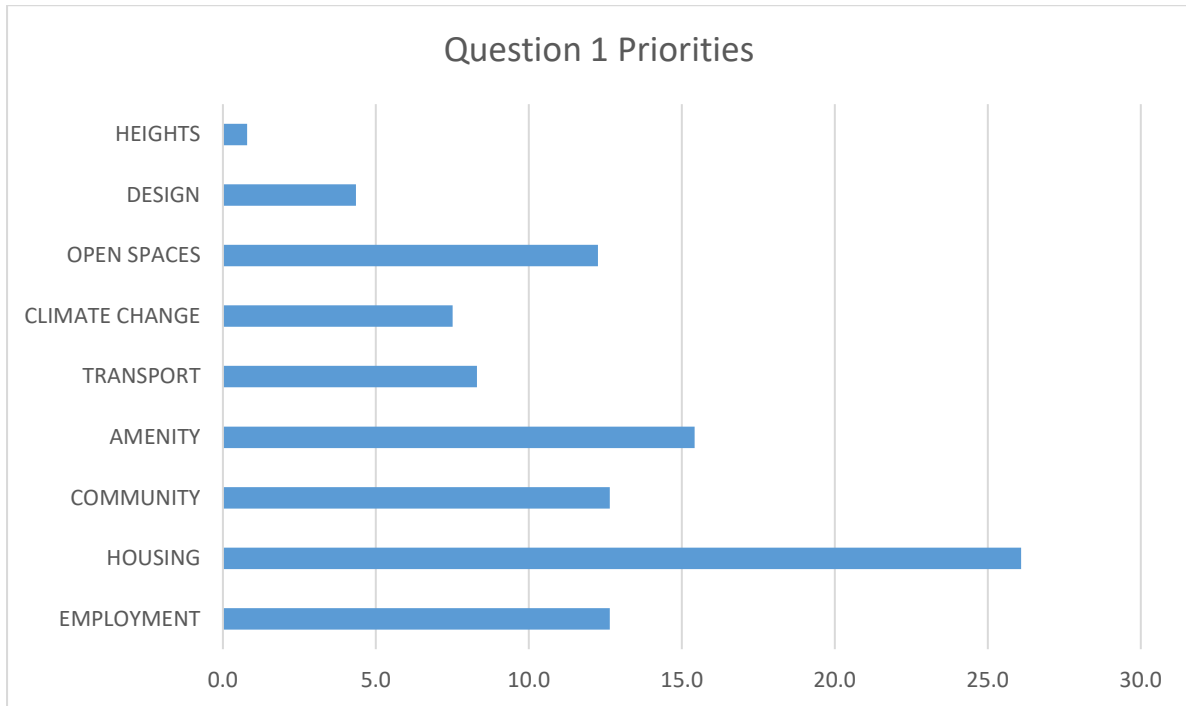


Very few respondents identified types of technology, referring mainly to 'high-level/indirect interventions' e.g. improving conditions for pedestrians/cyclists.

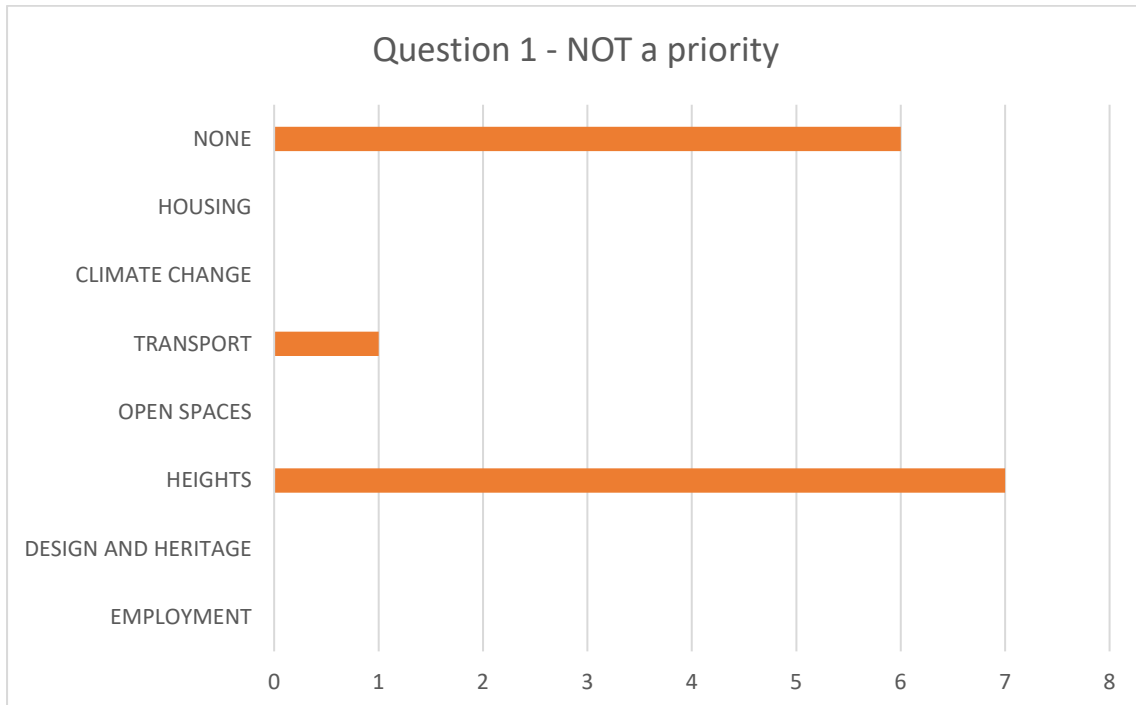


**Area 2: KENTISH TOWN**

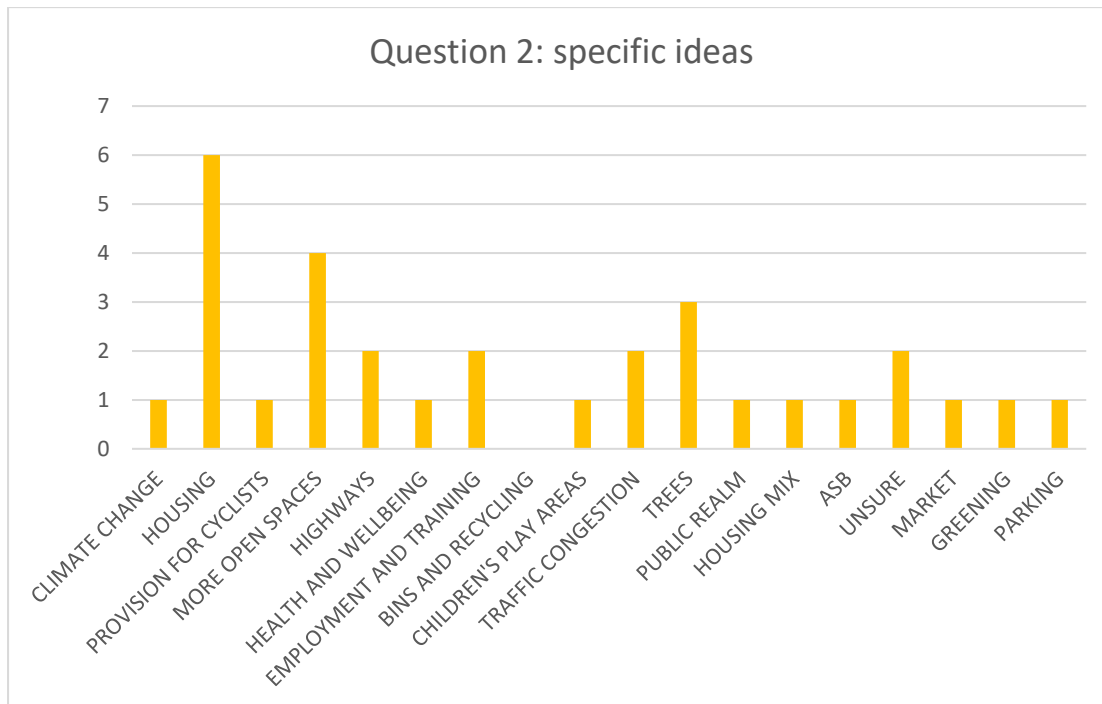
**Question 1a: identified priorities (29 respondents answered)**



**Question 1b: Anything NOT a priority (14 respondents answered)**



## Question 2: Ideas on addressing priorities (38 comments from 25 respondents)



### Specific ideas

#### Housing

- Need housing for larger families to reduce overcrowding

#### Highways

- Holmes Road: it should be a one way street. It is dangerous for families/parents crossing and taking their children to school

#### More open spaces

- Suggest provision of community food growing areas, e.g. garden boxes or allotments

#### Children's play areas

- Should be gated for security
- An unnamed space needs to be redone as it is "old, broken and rusty"

#### Trees

- Planting of fruit and nut trees

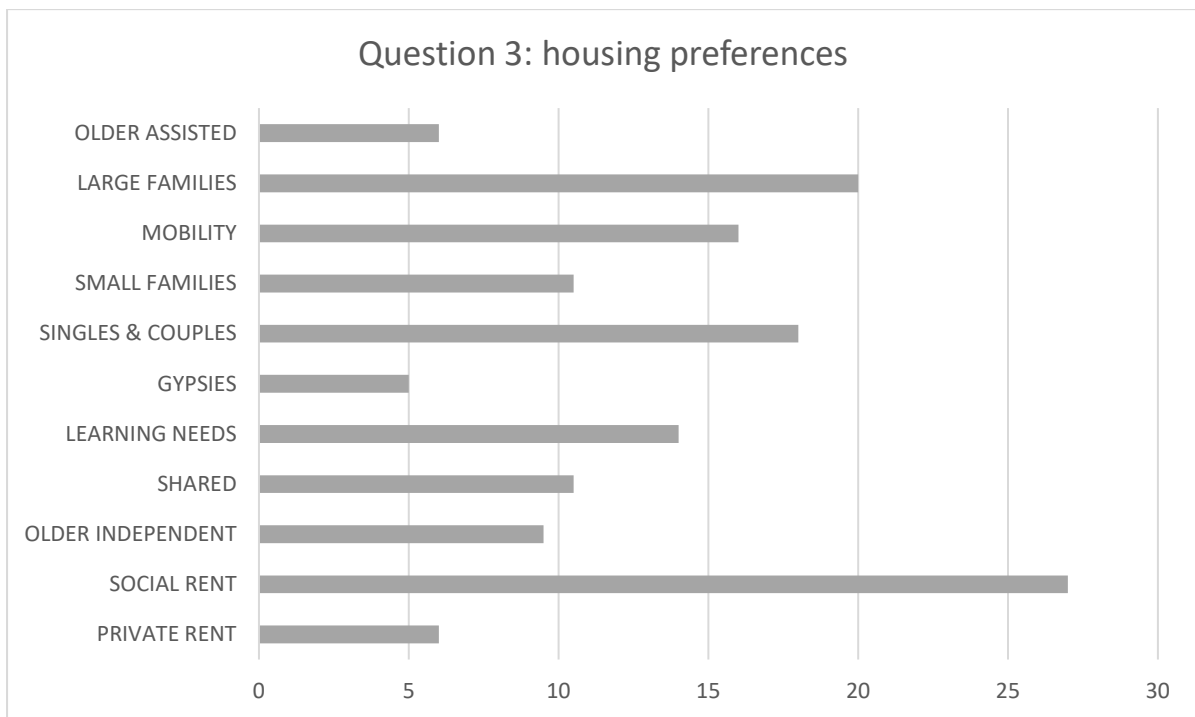
#### Employment and training

- Concern that new jobs created on key sites will mainly benefit people with existing experience

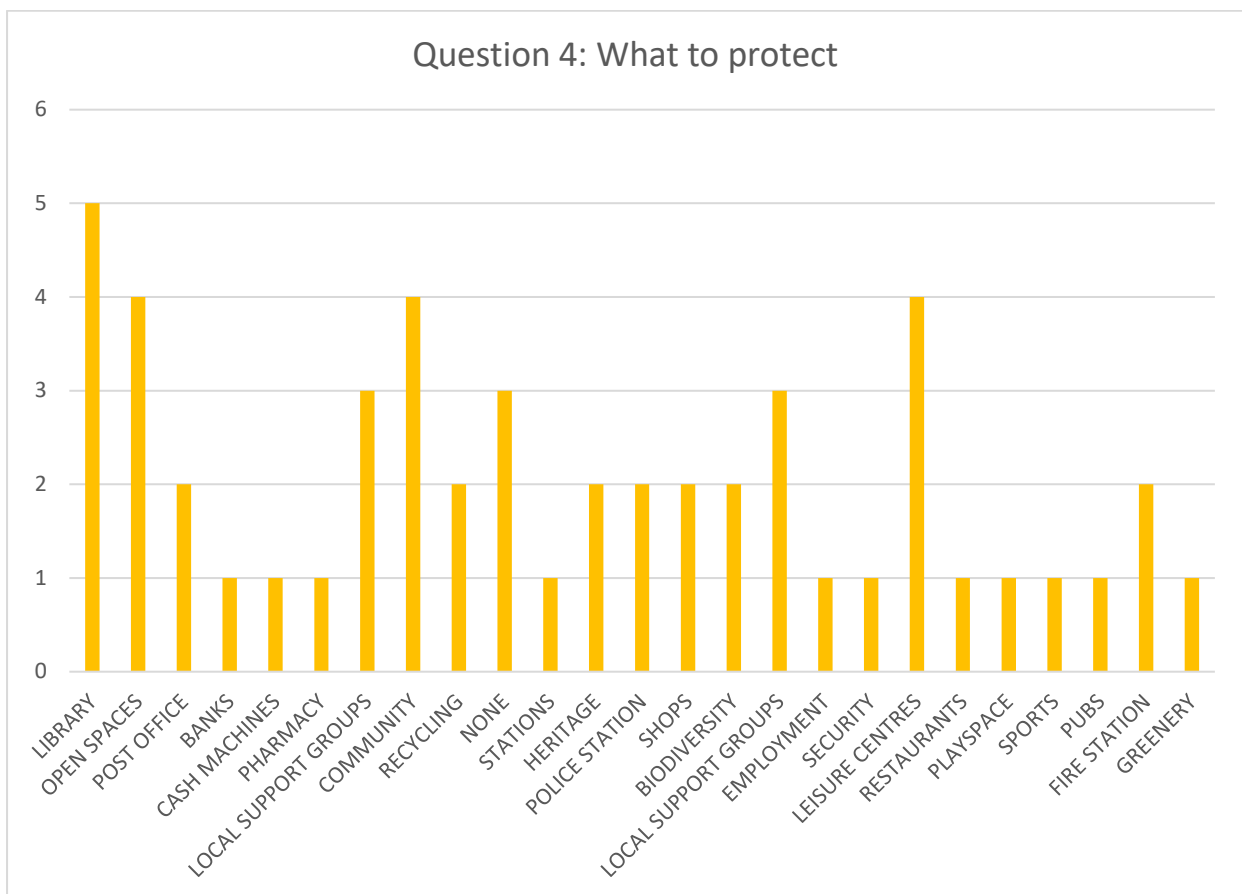
#### Parking

- Local businesses lack sufficient parking facilities

**Question 3: Types of housing that needs to be provided (29 respondents)**



**Question 4: What needs to be protected (26 respondents)**



## Comments

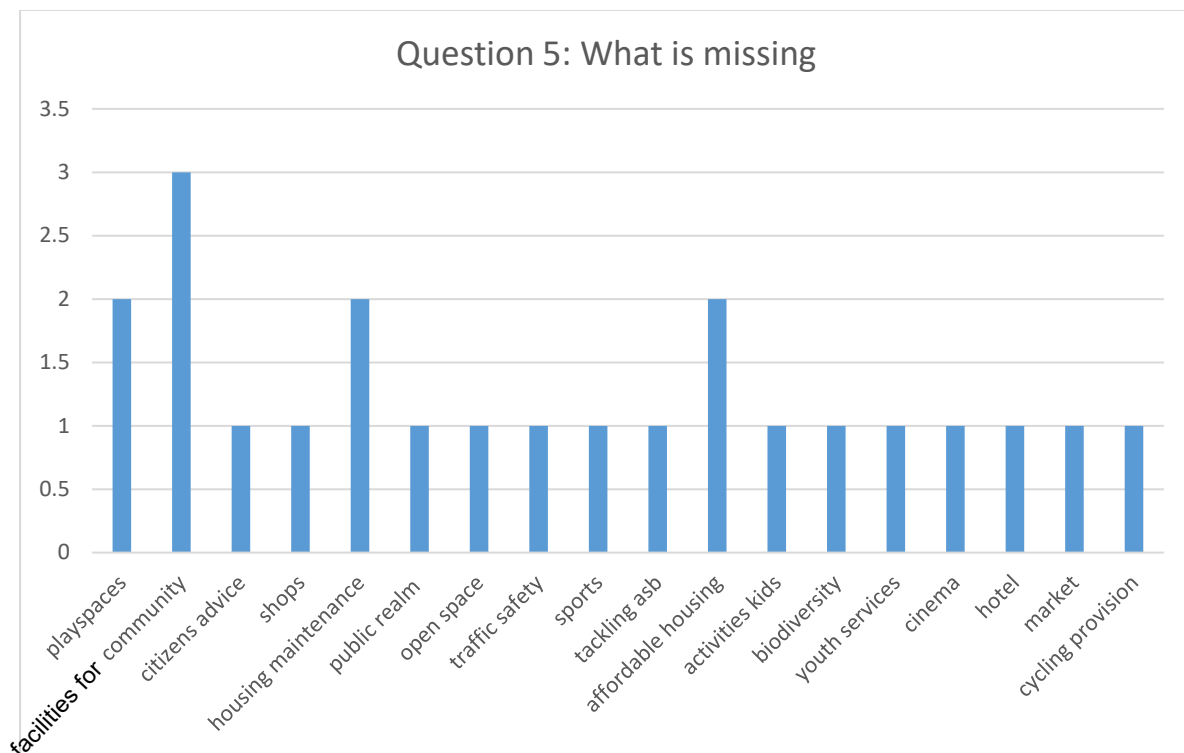
## Employment

- Want to see meaningful jobs for local people retained

## Shops

- Maintain independents

## **Question 5: What is missing (21 respondents)**



## Comments

## Community

- Provide a mini community centre along similar lines to what's available in Swiss Cottage
- Need to provide for young people to reduce Anti Social Behaviour
- Educational walks for young children

## Shops

- Need more 'basic' shops

## Open Spaces

- The park near Peckwater Estate is in dire need of refurbishment

## Playspaces

- The NW5 Project needs to be renewed

#### Public realm

- Better quality street furniture

#### Cycling provision

- Provide cycle lanes along Kentish Town Road

#### Sports

- Paddling space for children
- Somewhere to fish

### **Question 6: Taller buildings (18 respondents)**

11 respondents said they did not wish to see taller buildings anywhere in Kentish Town, although other respondents did suggest potential sites/locations as follows:

Regis Road (x3)

Murphy's site (x2)

High streets/ main road (x2)

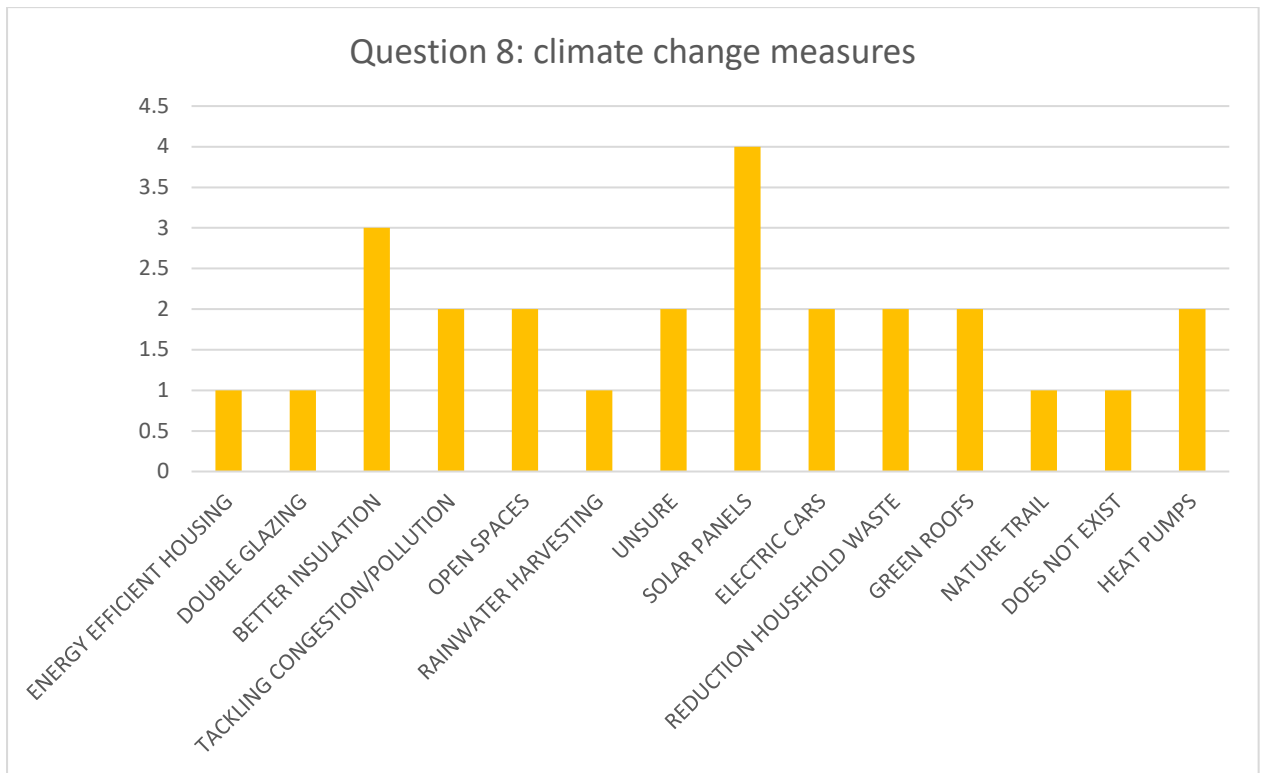
### **Question 7: Individual site comments**

Almost all comments (where made) were general in nature and largely repeated matters mentioned in answer to other questions.

Additionally, respondents referred to the ability of large/major sites to provide:

- A bigger library facility for Kentish Town
- Places for outdoor seating
- A new sports centre

**Question 8: Resources and energy question (16 respondents)**



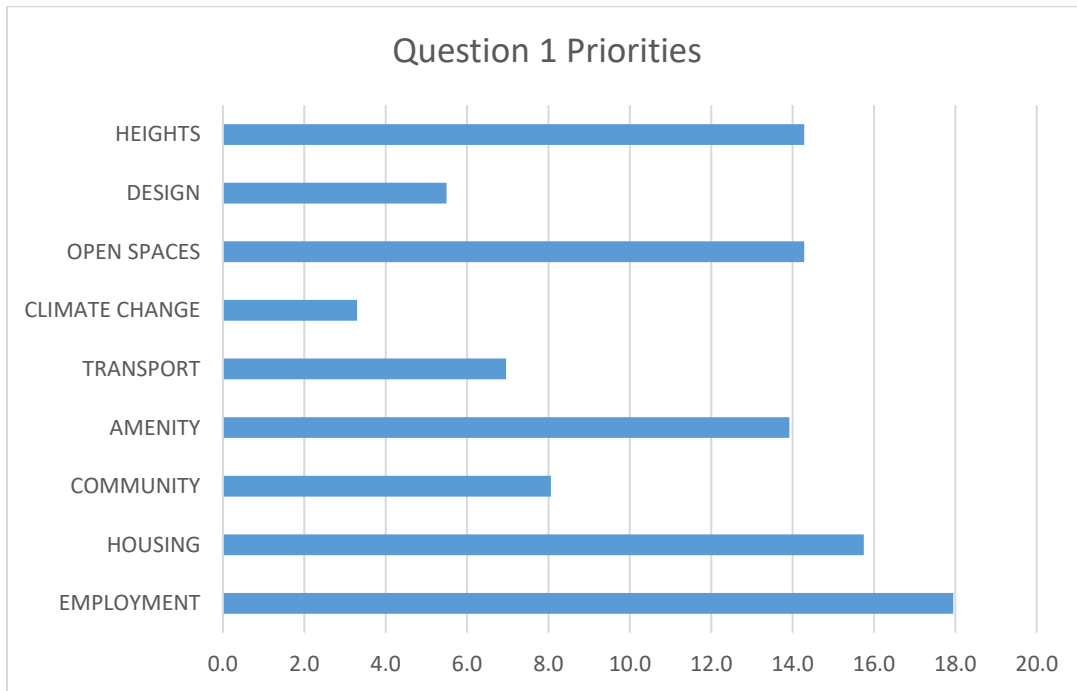
Comment

Nature Trail

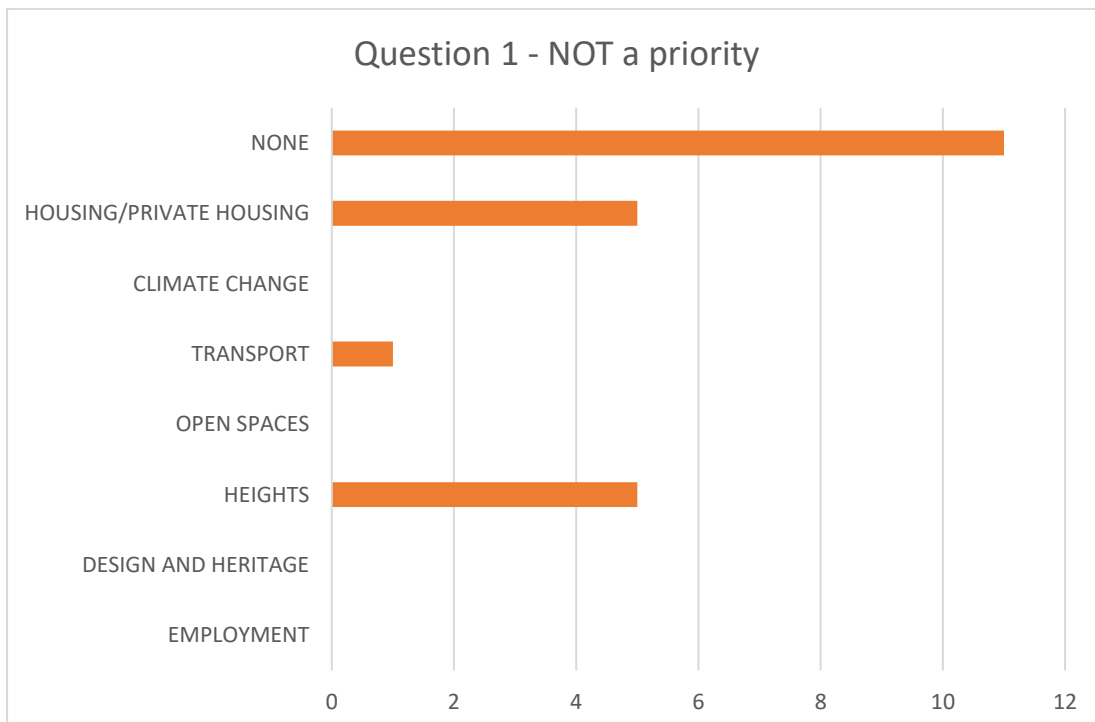
- To connect Regis Road with Murphy's site

### Area 3: WEST HAMPSTEAD INTERCHANGE

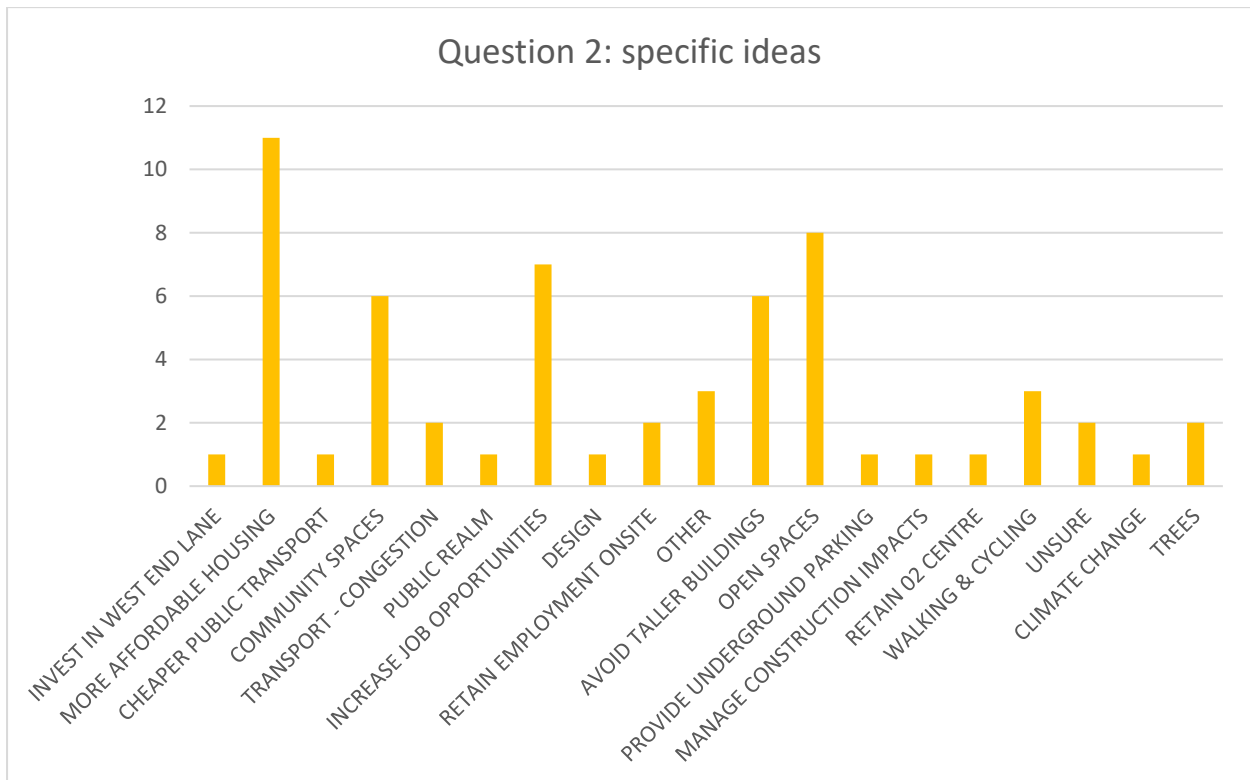
#### Question 1a: identified priorities (31 respondents answered)



#### Question 1b: Anything NOT a priority (22 respondents answered)



## Question 2: Ideas on addressing priorities (60 comments from 31 respondents)



### Specific ideas

#### Invest in West End Lane

- To retain/boost employment in local shops

#### More affordable housing

- Lack of affordable provision
- Concerns about long waiting lists for local people (x3)
- Homes are being taken up by people moving into West Hampstead from areas that have become relatively more expensive (even for the well-off)
- Need for housing at reasonable costs
- Need housing for people working in the borough
- Only provide council/social housing

#### Community spaces

- Shortage of family-friendly community spaces
- Ensure community space is free to use (x2)
- The library is not enough
- Expand the local library
- Provide a community centre that can be used by the businesses as well as the community with disabled parking provision
- Need community facilities for younger people
- Need community facilities for 35-50 year olds
- Building sites should be providing community spaces on ground floors



### Transport – congestion

- Prioritise traffic reduction in West End Lane and Finchley Road – to address local air quality
- Finchley Road corridor is too polluted

### Public realm

- Pavements are not wide enough outside of LU station in West End Lane

### Increase job opportunities

- Local businesses should be addressing youth employment (x2)
- Look at unemployment data for this area – prioritise access to jobs
- More jobs for local residents needed
- Local residents need to be able to both live and work in the community
- Provide an employment/ jobs hub
- Provide workshops
- Need to support people with disabilities getting into work
- Opportunities needed for long-term unemployed

### Design

- Consider aesthetics at heart of O2 site

### Retain employment on-site

- Keep O2 site for retail and business only
- Existing businesses/employment at O2 site should be protected

### Other

- Buildings of great public interest should be listed
- Need better rubbish disposal
- Consideration should be given to the community's social wellbeing –signposting to activities/ support groups that are available

### Avoid taller buildings

- Buildings should be kept short
- There are no tall structures in this area
- They block light (x2)
- The area is already over-populated with the people that live here and vehicles
- Impact of additional commuters
- Proposed heights will ruin the area
- The top heights of existing buildings in the area should be respected (i.e. generally no more than 6 storeys)
- Density should be half of what is shown
- Buildings heights should be 5 storeys max and based on adjoining buildings

## Open Spaces

- Need play areas that are safe and allow exercise for children living on the Lithos Estate
- Need greener spaces to combat pollution
- Provide a large green open space to support new homes
- New homes should be supported by green open space
- Open spaces should be chemical free and with plant pollinators
- New green spaces should be provided by the Thameslink station and O2
- Provide green spaces next to the railway line with planting and benches
- Should have “totally green spaces” to address pollution

## Manage construction impacts

- Minimise pollution from construction vehicles visiting sites

## Retain O2 Centre

- This is the biggest priority

## Walking & cycling

- Provide safe cycle lanes to encourage cycling
- Need better cycling route from West End Lane to Finchley Road
- Need cycling route from Thameslink station to Finchley Road

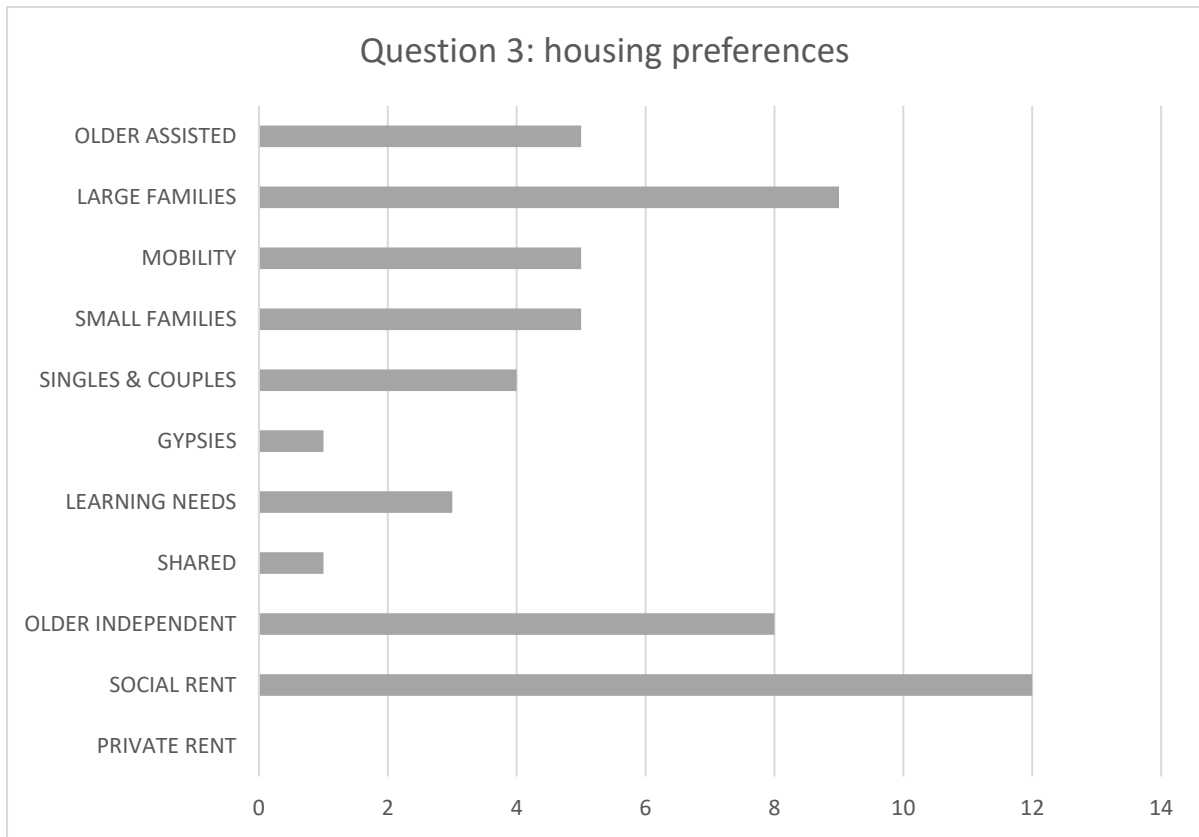
## Climate change

- Build homes with sustainable materials and cost-effective insulation

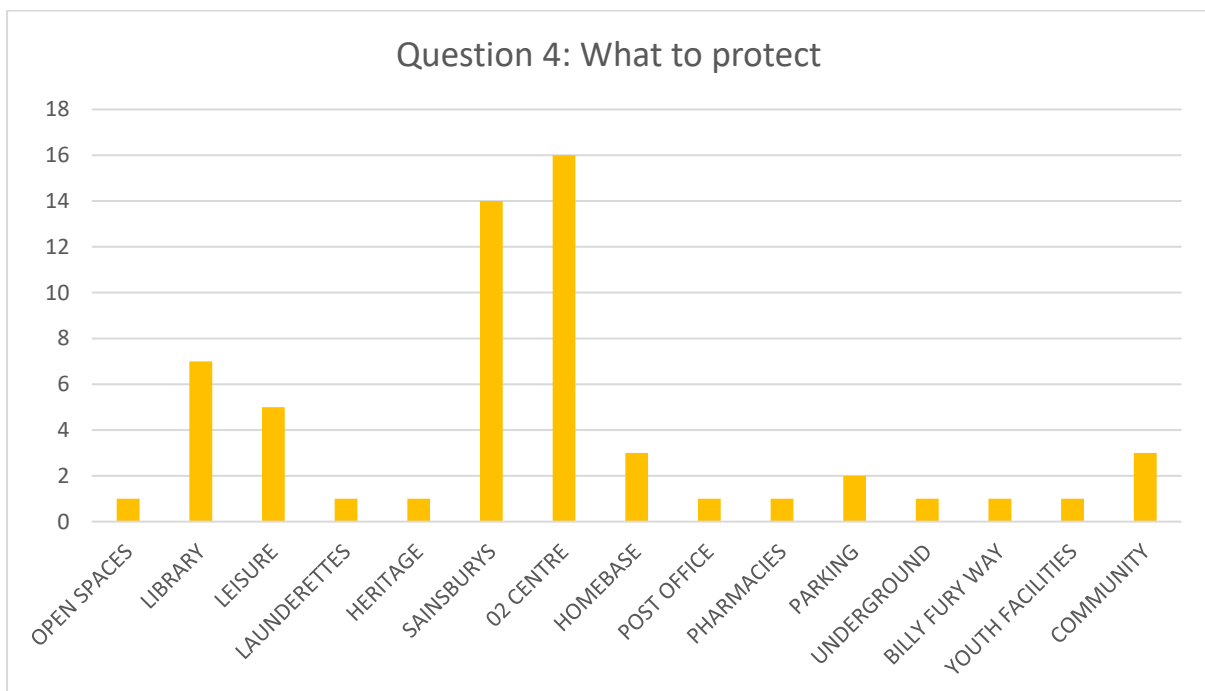
## Trees

- Create tree-lined paths from Lithos estate to West End Lane and Finchley Road

**Question 3: Types of housing that need to be provided (54 responses from 28 respondents)**



**Question 4: What needs to be protected (30 respondents)**



## Comments

- 02 does so much good for people in its present form
- Sainsburys is at a convenient walking distance
- 02 has everything in one place – supermarket, cinema, restaurants
- Nearest Homebase is Finsbury Park
- 02 is important for social life (x2)
- Mention of various facilities in 02 – restaurants, gym, bookshop etc.
- Sheriff Centre is the only place for young families and is affordable depending on your budget
- Kingsgate Community Centre was a great asset but because of its financial position and covid had to close down. It should be relaunched to provide activities for locals
- Kingsgate Community Centre needs to be brought back
- The Sainsburys is the main local substantial supermarket and should be retained in its current size
- 02 is much valued locally and further afield. The site works well and is already well utilised and benefits the area with employment and shoppers

## **Question 5: What is missing (30 respondents)**



## Comments

- A safe space for teens that is a safeguarded area, perhaps a coding/computer gaming club
- Small garden with plants to allow relaxation within nature
- More community space similar to The Hive for young people to reduce Anti-Social Behaviour
- Ensure open spaces are accessible for people in wheelchairs

- Need spaces to breathe
- Local people miss the classes (yoga, dance, arts etc.) and social gatherings provided at the Kingsgate Community Centre
- For 12 years, the main hall at West Hampstead Community Centre has been occupied by a nursery. This has meant reduced community space for locals and the space remaining is a small upper hall which is less easily accessible
- New community provision should address the gap left by the closure of the Kingsgate Community Centre
- There should be sports facilities provided for young people: BMX, skateboarding, tennis, basketball etc.
- There is a lack of family support in the area

### **Question 6: Taller buildings (26 respondents)**

#### Suitable sites/locations

- 156 West End Lane is suitable (x5) – it will not block light for residential properties
- 02 car park is suitable for a maximum of 10 storeys
- 14 Blackburn Road is suitable – 8 storeys maximum
- Build a tower block on Blackburn Road for young people
- 02 Centre (x2)

#### Unsuitable sites/locations

- There should be no tall buildings along Blackburn Road (x3) as it is on a slope
- 188-190 Iverson Road
- The proposed 02 Centre development will block light to homes the other side of the railway line
- The site directly opposite 36-48 Rosemour Road would completely obliterate light source – 6 storeys max
- The site between the 02 and Homebase should not be tall
- Buildings should be erected towards Homebase end, the rest of the car park should stay open

None of the respondents suggested that the area was generally suitable for taller buildings whereas 13 respondents, i.e. half, stated that no sites in the area were appropriate.

The reasons given for the area being unsuitable were:

- Impact on local character and homely feel
- Obstruction of light
- Would tower over smaller buildings disproportionately
- Creation of wind tunnels
- Would not be able to appreciate sunsets
- Loss of historic sense of space

## **Question 7: individual site comments (29 respondents)**

A lot of the comments made were general in nature and repeated matters already raised in answer to other questions. The following are additional site-specific comments made:

Billy Fury Way – needs to be a pleasant environment; resolve dumping of rubbish; provide better lighting. The cycle and pedestrian pathways/markings are not clearly visible alongside the Jubilee railway line. This creates safety issues for pedestrians.

188-190 Iverson Road –

- would be perfect for offices or a GP surgery
- would be suitable for a community centre

Land at Midland Crescent

- should become a community garden where schoolchildren can learn about plants and wildlife
- building here is unnecessary and will block light

O2 Centre

- it will be very inconvenient to take it away – it is already a centre for the community
- Keep the O2 Centre and the shops inside
- Loss of the O2 would impact the most
- Area is not equipped to handle the influx of people, traffic and loss of amenities (supermarket, gym, restaurants are all important), but extremely important to retain natural light to homes which has a huge impact on health.
- Should provide health facilities at O2 site
- The regeneration should look at the blueprint of Granary Sq and adapt some of the ideas from this location. In general, should be 50% open space, 30% residential and 20% commercial
- Should be primarily retail at ground floor and offices above along Finchley Road

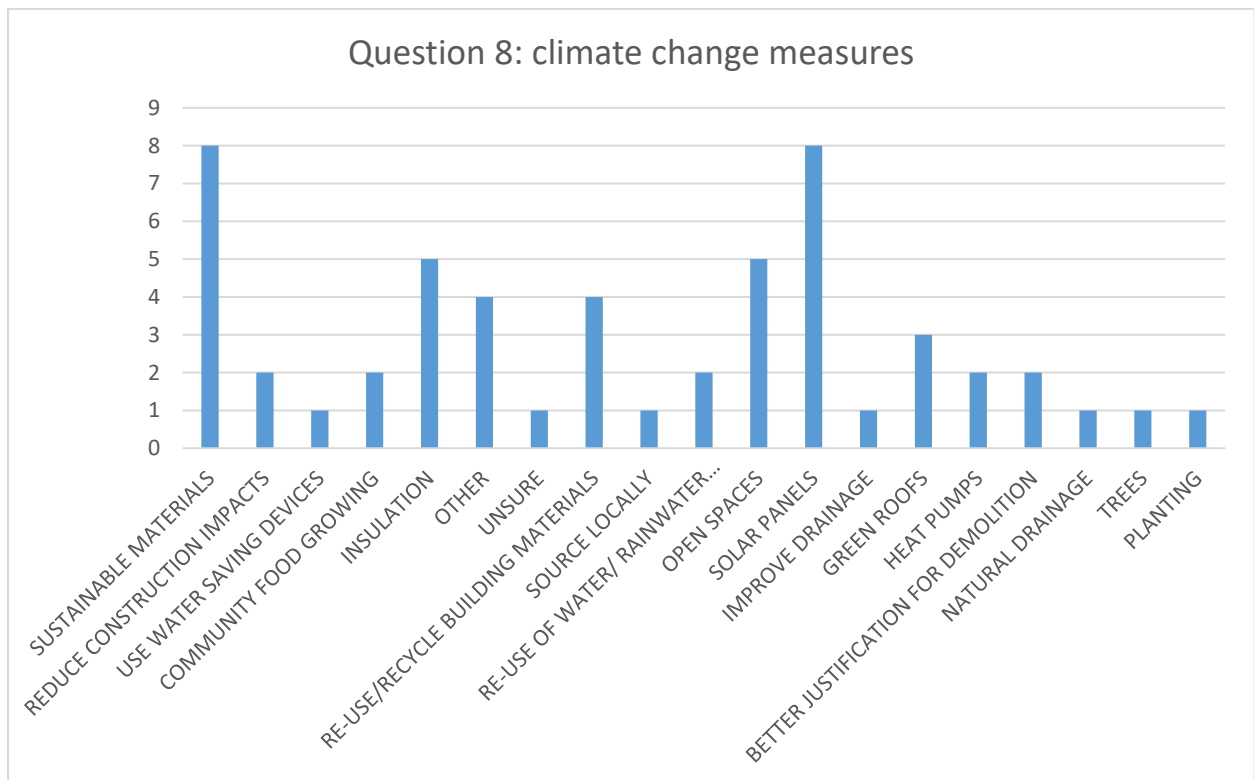
156 West End Lane

- the site is quite deep: at the rear, there could be housing up to 6 storeys. The front of the site should be for retail and offices above only.

Other

- Provide allotments at every site
- Sites should be used to build facilities for the local community

**Question 8: Resources and energy question (53 responses from 27 respondents)**

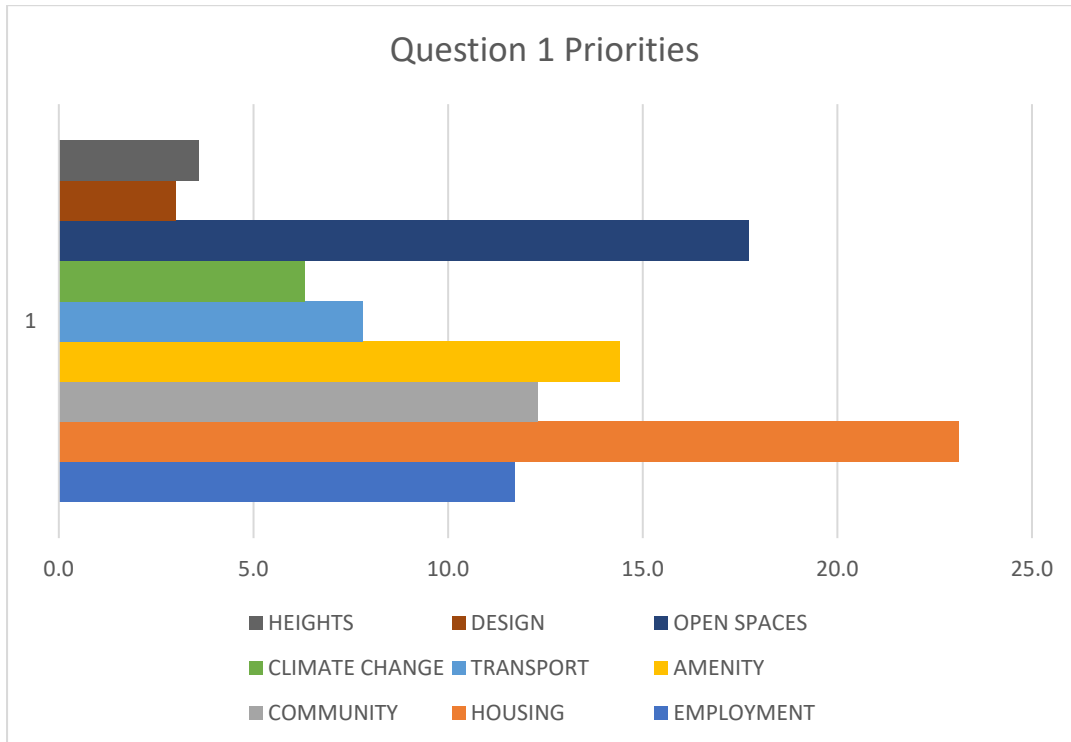


'Other' includes:

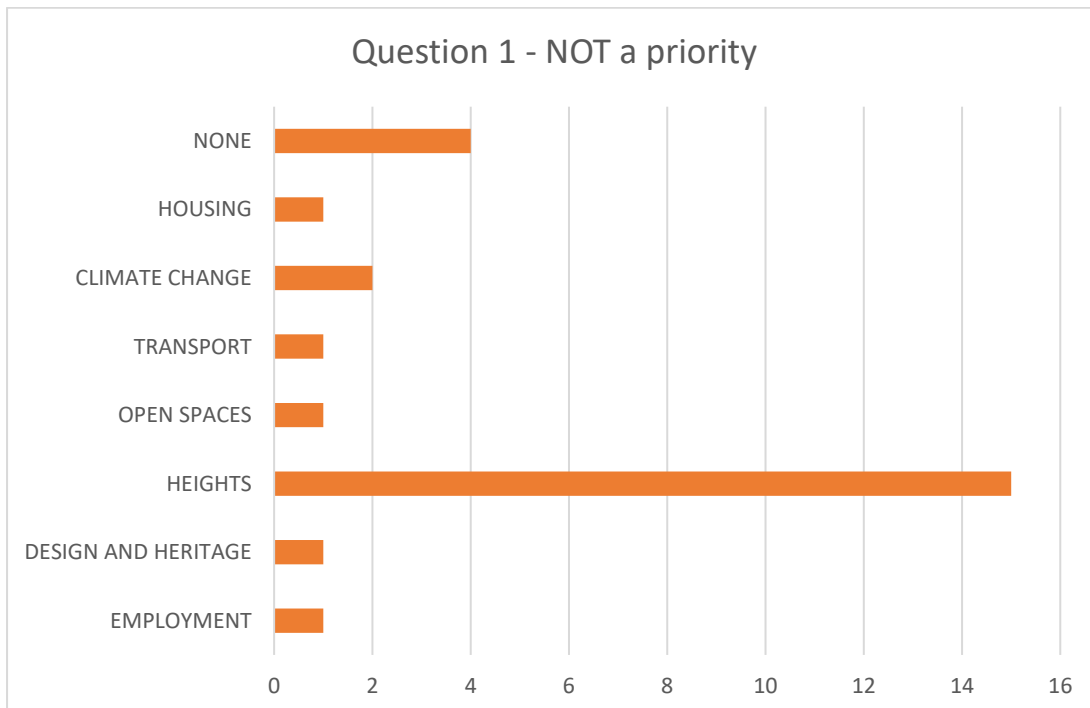
- Climate change measures are used to tax the poor
- Reduce the pollution in this area
- Durability/ lifespan of buildings should be considered
- Use of passive heating

### Area 4: CAMLEY STREET AND ST PANCRAS WAY

#### Question 1a: identified priorities (36 respondents answered)

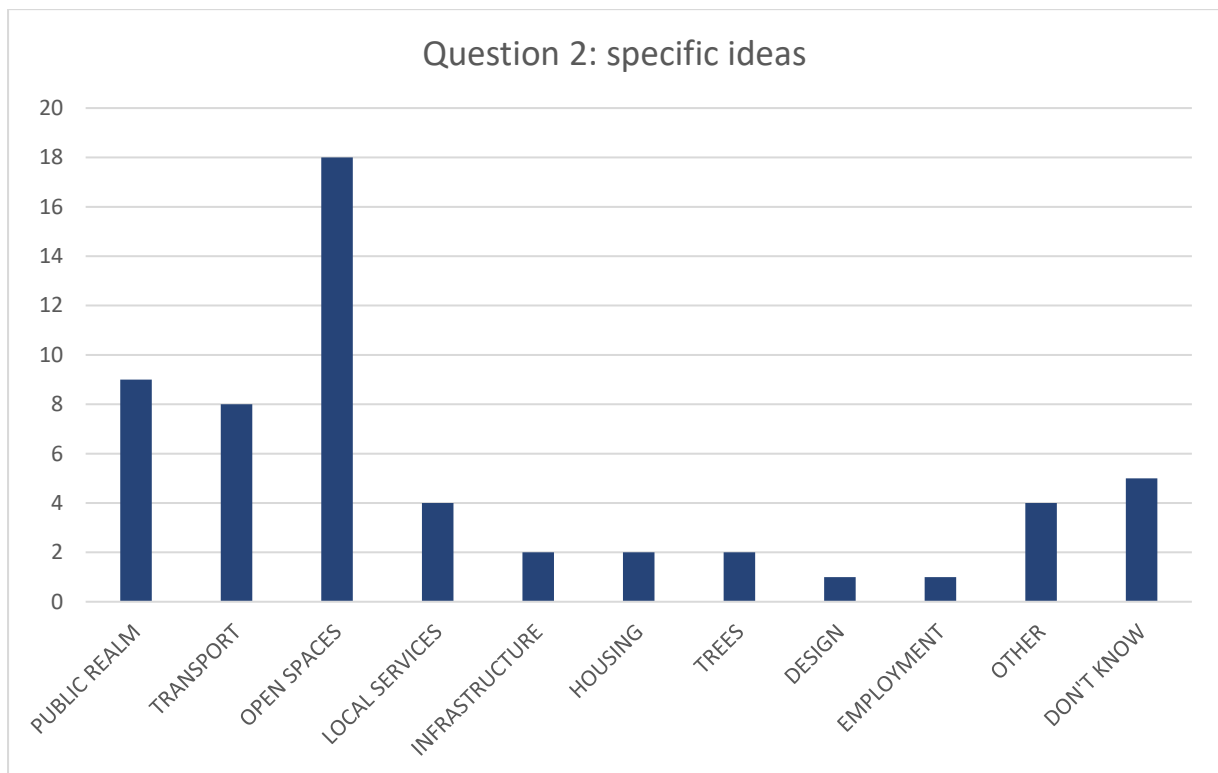


#### Question 1b: Anything NOT a priority (25 respondents answered)





## Question 2: Ideas on addressing priorities (56 comments from 34 respondents)



### Specific ideas

#### Public realm

- Improve lighting
- Introduce safety barriers along canal
- Better paths and pavements
- Widen pavements in St Pancras Way
- More benches
- Tackle Anti-Social Behaviour – College Grove
- Provide wayfinding
- Design in mental health considerations
- Greening

#### Transport

- Not enough cycleways
- Provide more car parking
- No car parking - apply Council's car-free policy
- Provide more public parking facilities for bikes

#### Open Spaces

- More family spaces
- Interactive leisure needed – basketball court
- Provide outdoor exercise equipment
- More open space alongside canal

- More seating
- Provide allotments
- Need play facilities for young children
- Link up green spaces to create parkland walks

#### Local services

- Need more shops for locals
- Provide spaces where community can come together for free

#### Infrastructure

- Ensuring infrastructure is upgraded in line with growth

#### Housing

- Ensure there is new housing for people on low incomes
- Avoid unsafe cladding

#### Trees

- Plant throughout the area

#### Design

- Avoid over-density / too many uses together

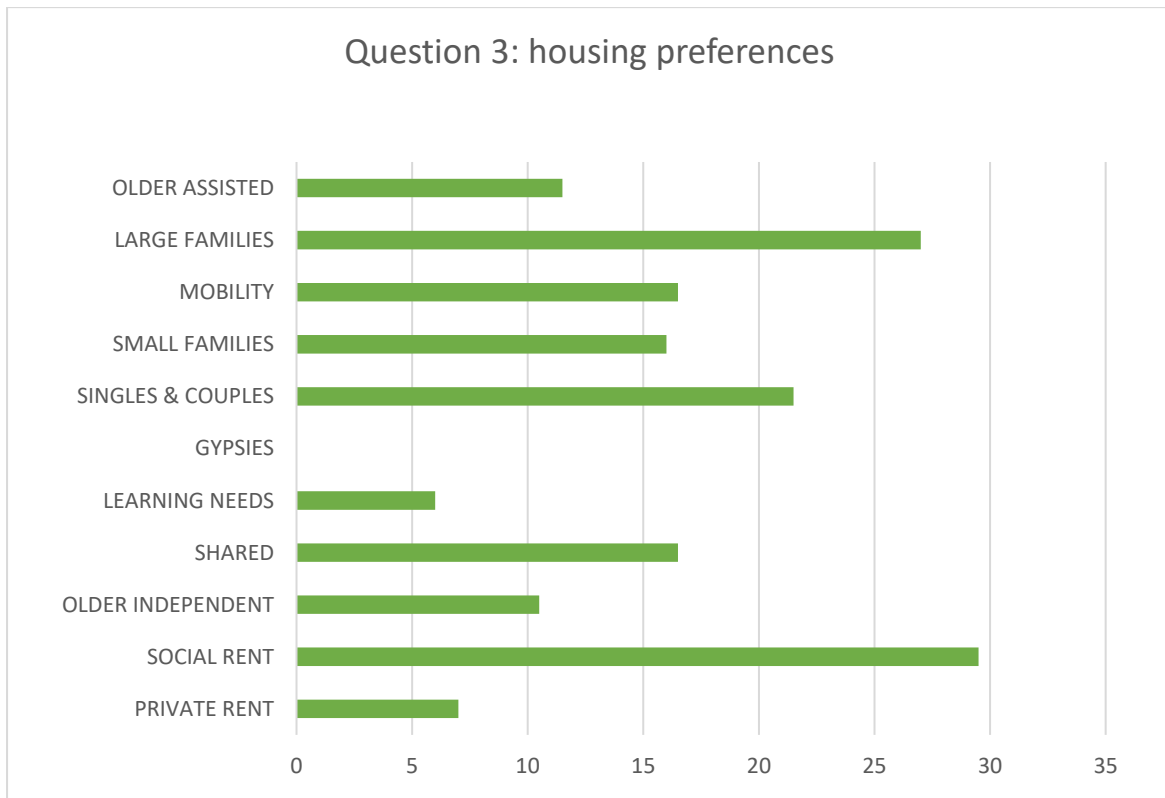
#### Employment

- Provide nicer environments in which to work

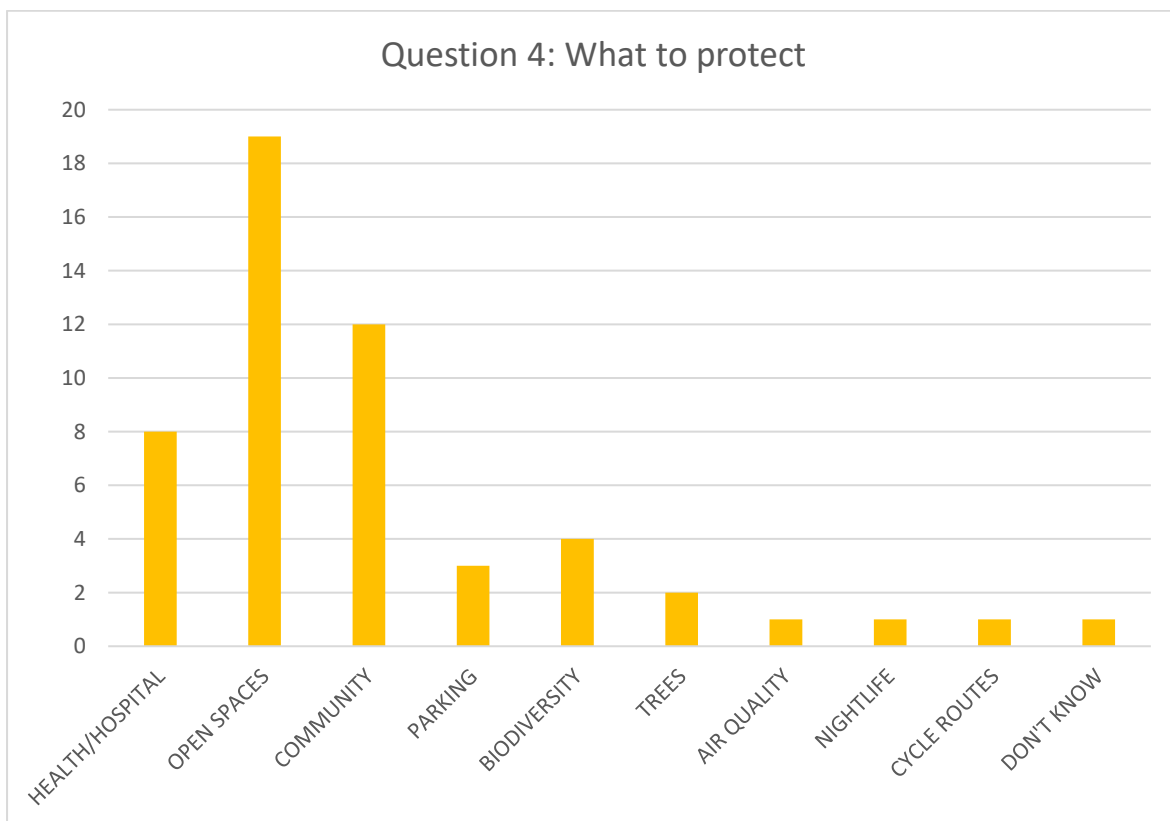
#### Other

- Improve rubbish collection
- Tackle Anti-Social Behaviour/ security issues in area
- Provide more activities for kids

### Question 3: Types of housing that need to be provided (36 respondents)



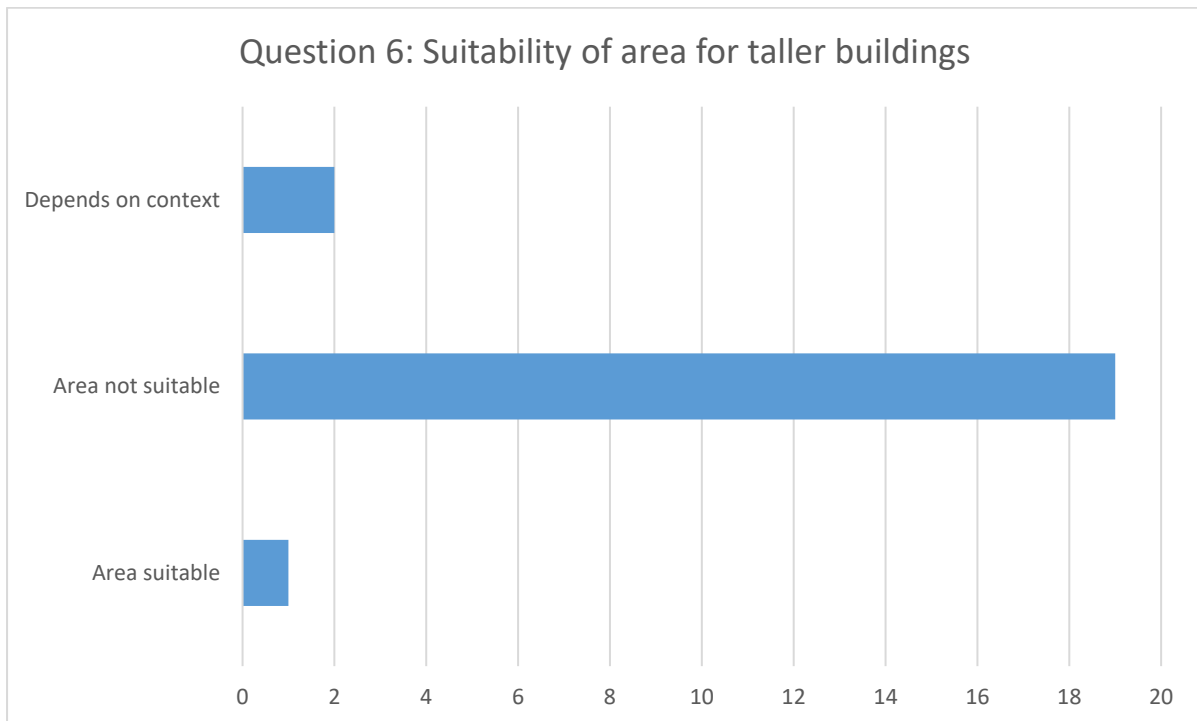
### Question 4: What needs to be protected (33 respondents)



**Question 5: What is missing (33 respondents)**



**Question 6: Taller buildings (32 respondents)**



Why is the area suitable?

- Small number of responses suggest some taller buildings may be appropriate but height should be around 6-8 storeys max

Why is the area unsuitable?

- Impact on light for existing residents
- Concerns about emergency evacuation
- Grenfell Tower experiences
- Camden is an area where buildings are low

Sites identified as suitable:

- St Pancras Hospital to provide better facilities
- Parcelforce depot

Sites/locations identified as unsuitable:

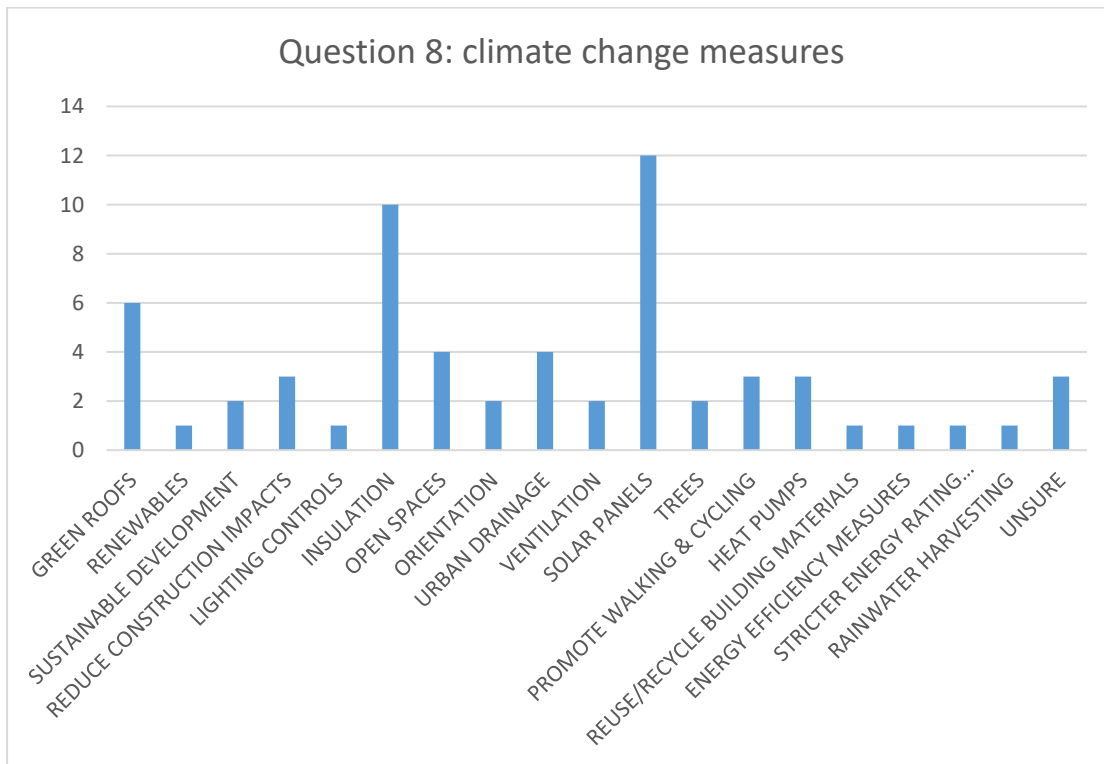
- Alongside the canal (x3)
- Along St Pancras Way (x4)
- St Pancras Commercial Centre
- Next to the hospital
- Next to the Ugly Brown Building
- Elm Village / Barker Drive
- Agar Grove

### **Question 7: individual site comments (29 respondents)**

A lot of the comments made were general in nature and repeated matters raised in other answers. Additionally, the following site-specific comments were made:

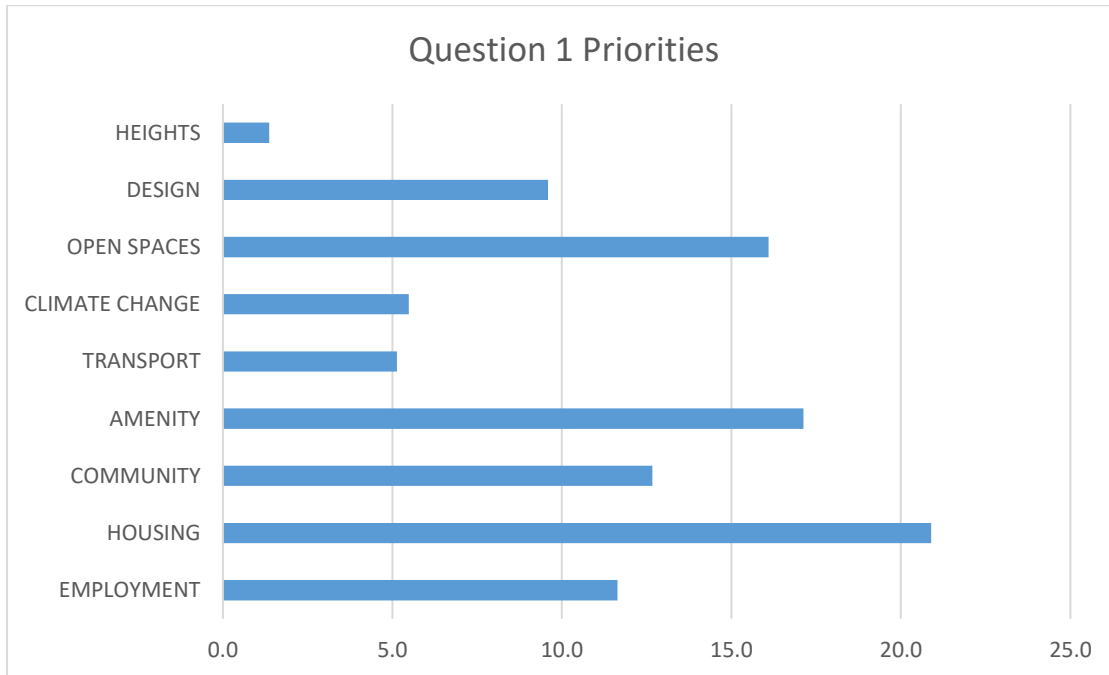
- Ugly Brown Building: suitable for housing. Provide a new access to the canal. Okay for existing building to be demolished.
- St Pancras Way: extend cycle lanes and ensure there is housing provided for both small and large families
- St Pancras Commercial Centre: provide a shopping centre with Halal shops and restaurants. Another respondent said it was suitable for offices and more green space
- Parcelforce depot: retain some car parking on-site to facilitate moving-in arrangements for students living in local flats (as there are no parking facilities for parents). Loss of the depot would be acceptable.
- Canal: commission street arts/murals to displace graffiti/tags. Erect safety barriers along towpath. Introduce a toll for its users.

### Question 8: Resources and energy question (33 respondents)

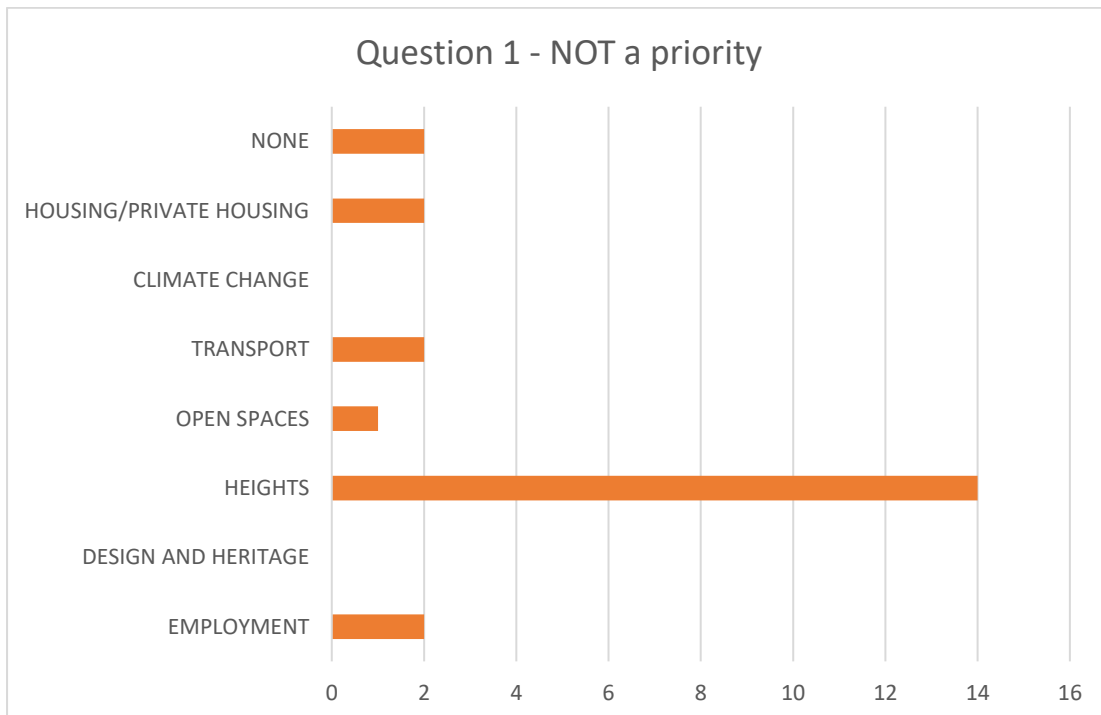


## Area 5: HOLBORN AND COVENT GARDEN

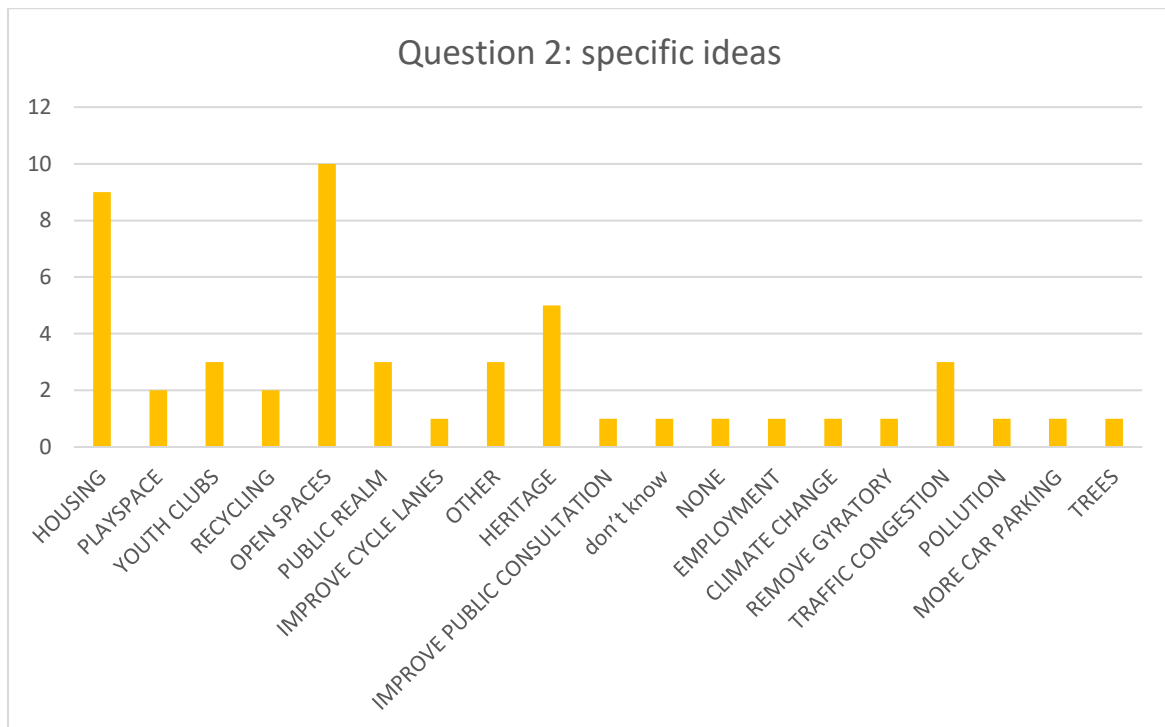
### Question 1a: identified priorities (34 respondents answered)



### Question 1b: Anything NOT a priority (22 respondents answered)



## Question 2: Ideas on addressing priorities (54 comments from 34 respondents)



### Specific ideas

#### Housing

- More homes need to be built for young people who cannot afford to privately rent or buy
- Prioritise people on council waiting list
- Prioritise people who have lived in Camden 5-10 years
- Build taller buildings to address housing requirement
- Taller buildings “give a chance to many”
- Don’t need as many offices – can be converted to homes
- Need fairer social:private ratios in housing delivery
- Need more low cost/affordable housing
- Tackle overcrowding in housing stock

#### Youth clubs

- Number of teenagers hanging around increasing
- Will reduce anti-social behaviour
- More activities for young people required

#### Open spaces

- Open spaces in the area, not a place to relax
- More pet friendly open space



- Importance of maintaining key spaces, e.g. Queen Square and Russell Square
- Should not be building on open spaces
- Need football pitches
- Need roof gardens

#### Public realm

- Improve pavements, conditions for the elderly

#### Other

- Low Traffic Neighbourhoods cause horrendous problems – should be reversed
- More co-operative working between council and community
- Focus on businesses, the area is not suitable for families

#### Heritage

- Retention of Eastman Dental Hospital façade welcome
- Keep Odeon frieze – it has been there for years
- Keep well-designed heritage buildings
- Maintain heritage as it drives tourism and investment

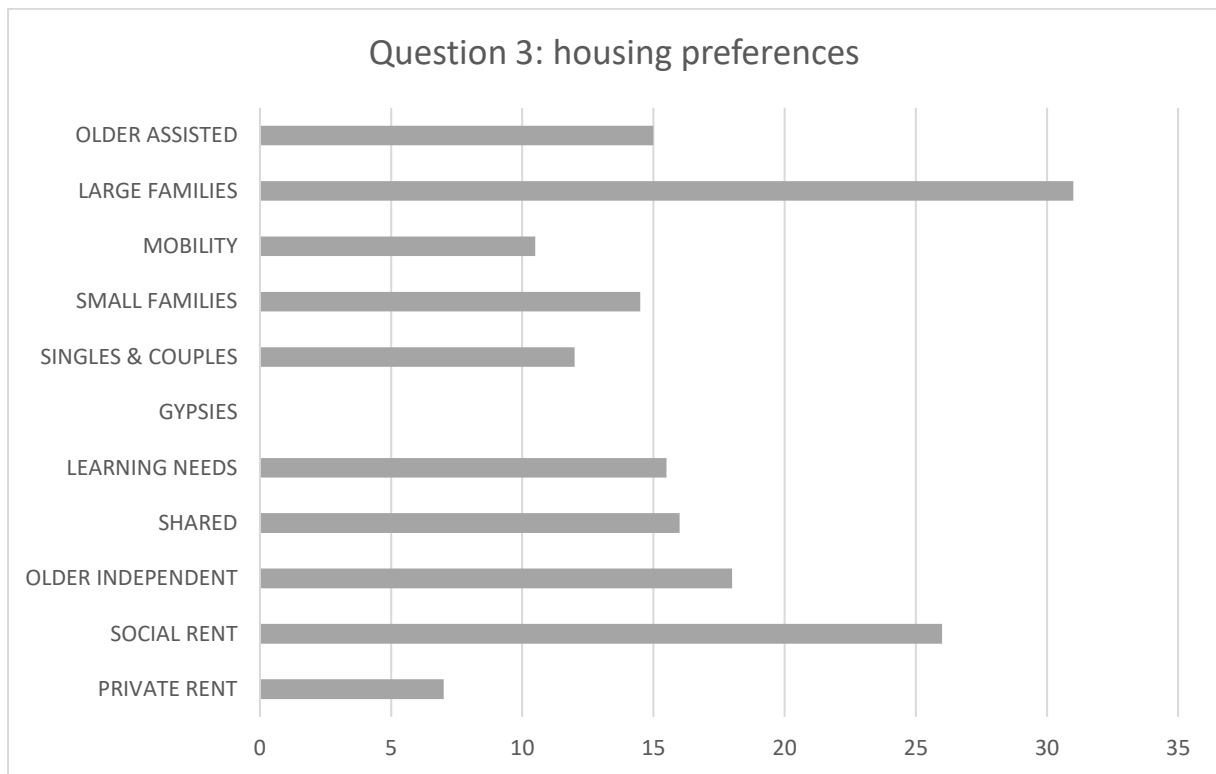
#### Employment

- Holborn is not short of work opportunities but there is a need for more entry level jobs

#### Climate change

- Do more to protect the climate
- All properties should have solar panels
- Greater use of electric cars

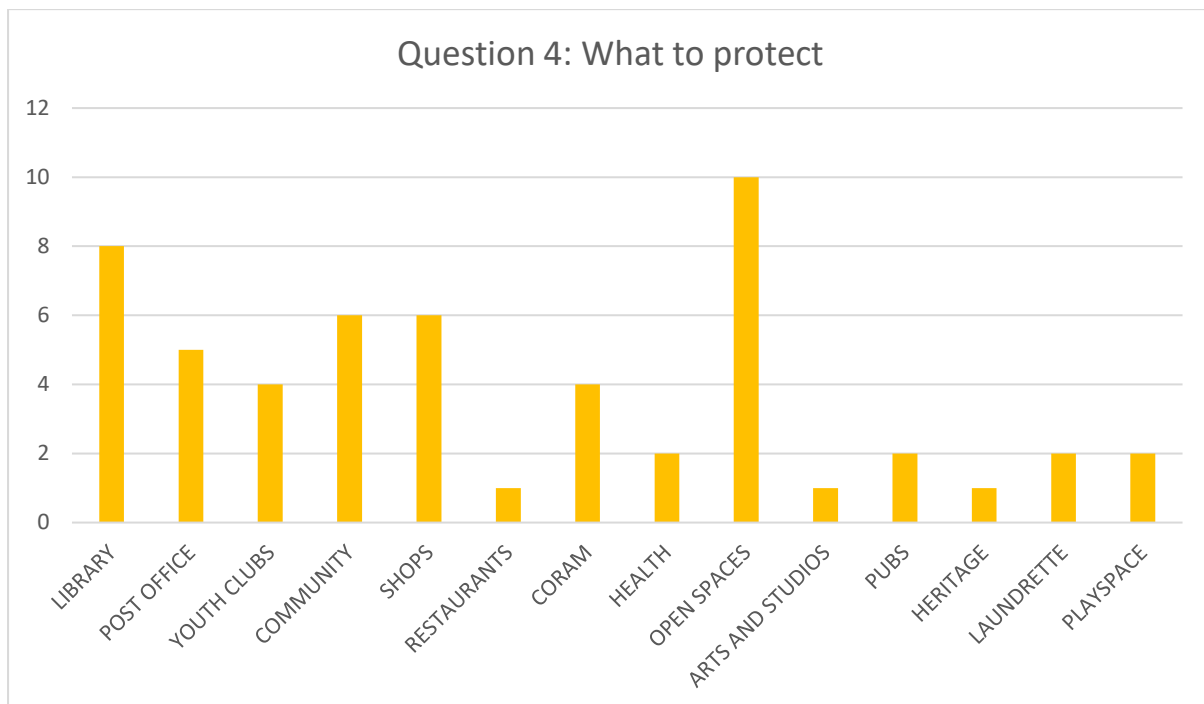
**Question 3: Types of housing that need to be provided (34 responses from 34 respondents)**



Other comments

- Refugee housing needed
- Provision should be made for young people recently out of the system due to family situations and who cannot live back at 'home'.

#### Question 4: What needs to be protected (30 respondents)



#### Comments

- Arts and studios: 21 Wren Street mentioned
- Open spaces: examples given were Phoenix Garden, The Calthorpe Project and Russell Square public garden
- Youth clubs: services provided by King's and Brunswick Neighbourhood Assoc.
- Shops: references made to Denmark Street / Tin Pan Alley specialist shops
- Laundrettes: part of older clients care packages, carers will do the laundry. If they have to travel long distances, the clients will be charged

### Question 5: What is missing (27 respondents)



### Comments

- Reference to disabled access refers to stations
- Seating – both streets and parks for the elderly/ less mobile
- Other relates to traffic reduction measures

### Question 6: Taller buildings (28 respondents)

Only 6 of the respondents responded positively about tall buildings; the remainder were negative. 5 were unsure or did not reply on this issue.

### Unsuitable sites/locations

- Selkirk House/ Museum Street
- Theobalds Road (mentioned x3)
- St Giles
- Seven Dials
- Setting of British Museum (mentioned x2)
- On open spaces

It was unclear whether these respondents would consider taller buildings to be relatively more appropriate in other parts of the area.

Of those responding negatively, 11 respondents rejected taller buildings anywhere in the area. In most cases, reasons were not provided. However, a few comments were made:

- Effect of enclosure, blocking of views
- Loss of light
- Psychological impacts
- There are enough taller buildings already/ reasonable densities in the area
- Concern that they would only provide expensive flats
- Create multiple problems
- Don't accord with British culture/ way of life

#### Suitable locations

- Commercial area around Peacock Street
- University campus area
- Central London frontages
- North Holborn
- Euston area (although outside of Holborn CG)
- Anywhere in Central London
- Anywhere but no more than 10 storeys
- Anywhere at all

#### **Question 7: Individual site comments**

The vast majority of comments (where made) were general in nature and repeated matters included in other answers.

Additionally, the following site-specific comments were made:

- Tybalds CIP – should be left as it is. Concern about increased building height
- Tybalds CIP – a new community space needs to be provided if what's existing is to be removed
- Theobalds Road – cycle lane needs improving
- Mount Pleasant – need for more community space
- Questioning of the need for further development at Great Ormond St Hospital
- Odeon Shaftesbury Avenue should be retained as a arts/cultural use and no higher than existing building
- Development at Panther House has reduced available space for artists/studios
- A new bar that has opened in Rosebery Avenue is negatively impacting on residential amenity

**Question 8: Resources and energy question (27 respondents)**

