

# West Kentish Town Estate Masterplan

## The Masterplan



Illustrative View of New Pocket Parks



Illustrative View of Re-aligned Weedington Road



Illustrative Aerial of Proposed West Kentish Estate Masterplan

83,132 GIA 856 Homes  
32,144 Social 50,069 Market  
326 Social 530 Market  
40% Affordable 60% Market

8 Phases

### West Kentish Town Estate

The West Kentish Town Estate redevelopment is guided by a landscape-led masterplan. Its vision establishes a clear framework that prioritises connectivity with the immediate surrounding context, defined by a network of routes and thoroughfares. Key routes and a series of public spaces converge on a generous central open space, strategically located at the heart of the development. This robust landscape infrastructure will foster diverse amenity spaces for both residents and the wider public, cultivating a strong sense of community spirit, promoting vibrant activation, and enhancing overall well-being.

The masterplan also incorporates the following housing principles:

- All ground floor homes to have street facing front doors with threshold planting/ buffer to pavement.**
- Ground floor homes to have private rear garden facing communal courtyard.**
- Secure/ planted boundary between private gardens & communal courtyard.**
- Duplexes to ground & first where possible / no street facing bedrooms at ground level.**
- Generous courtyards & trees retained.**
- Generous balcony access generally from north / east.**
- Courtyard facing upper floors set back for maximum sunlight to courtyards.**
- Generous balconies generally face west/ south.**



# West Kentish Town Estate Masterplan

## Phasing & Landscape

The Masterplan for the West Kentish Town Estate aims to create an integrated urban district with a robust public realm, offering diverse amenity spaces for both residents and the wider community.

Key principles guiding the proposed scheme include:

**Public Realm Focus**

Creating a new central public open space that will serve as a local destination, featuring new play areas and spaces for community gathering, potentially activated by Queen’s Crescent street market footfall.

**Retaining Existing Trees**

Protecting and enhancing the site’s high-quality existing trees as a core part of the new development.

**Creating Green Amenity Spaces**

Improving the variety and utility of green spaces by enhancing public open areas, with tree-lined routes and squares.

**Establishing a Legible Public Realm Structure**

Developing a strong, clear network of routes with distinct private, communal, and public areas, where green and hard landscapes are integrated.

**Phasing**

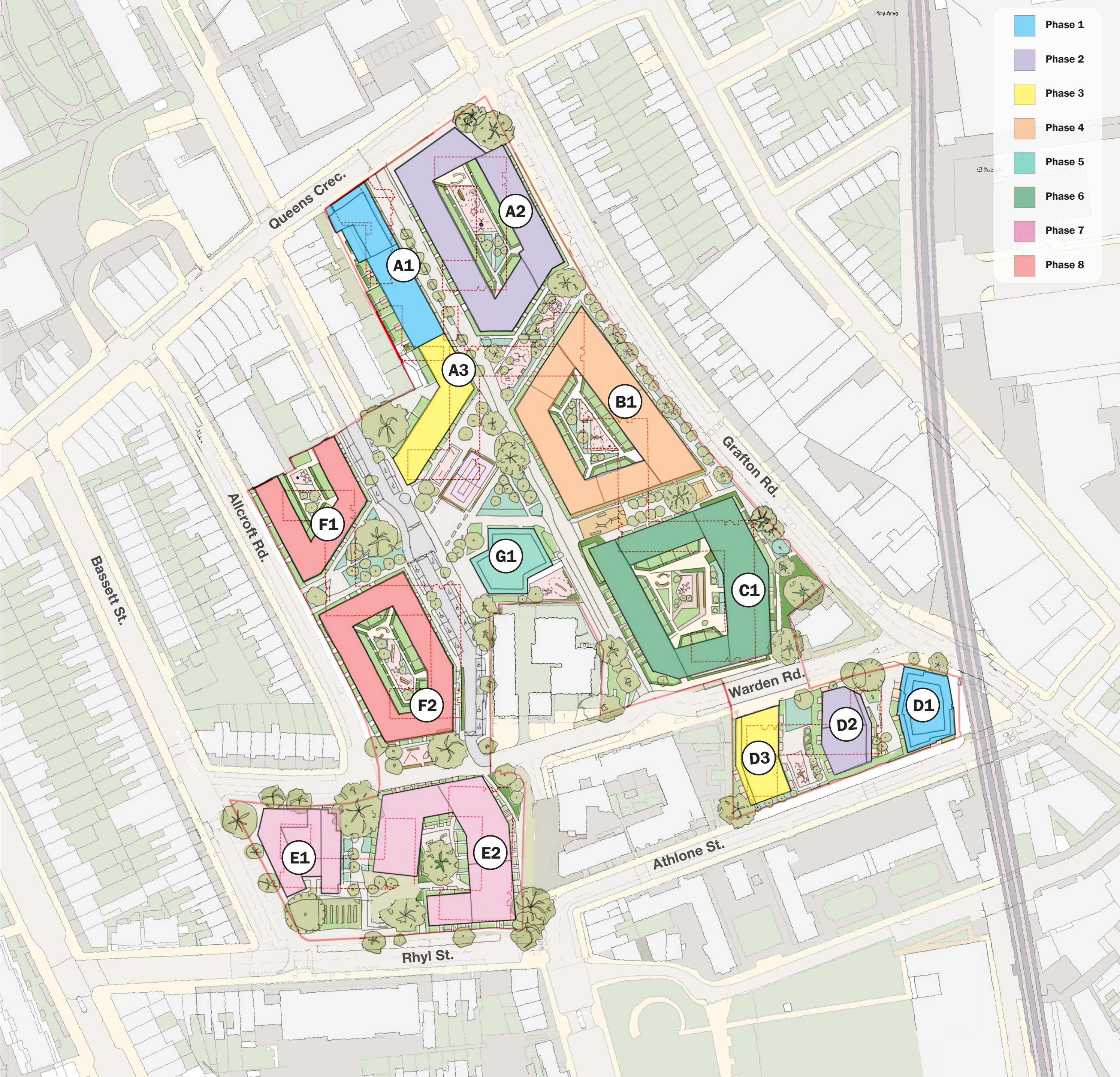
The development’s indicative phasing strategy is designed to minimize disruption and offsite decants for existing residents, developed in coordination with Camden. This strategy will be refined as outline plots progress to detailed design and Reserved Matters Applications. The overall construction is anticipated to span 20 years, with all resident rehousing expected to be complete by Phase 6.



Illustrative View of New Central Square



Illustrative View from Rhyl Street with new E blocks and the Grow Garden



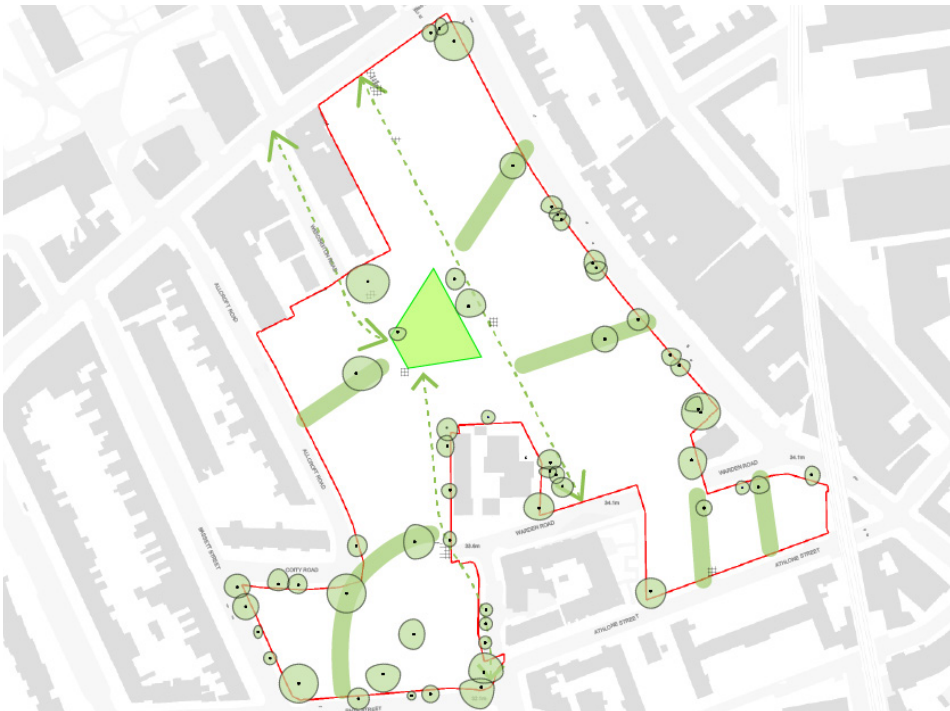
Illustrative plan diagram of the Indicative Phasing of the West Kentish Town Estate Masterplan



1 Public realm focus



2 Retained existing tree stock



3 Creating green amenity spaces



4 Forming gateways and arrival spaces



5 Establishing a legible public realm structure

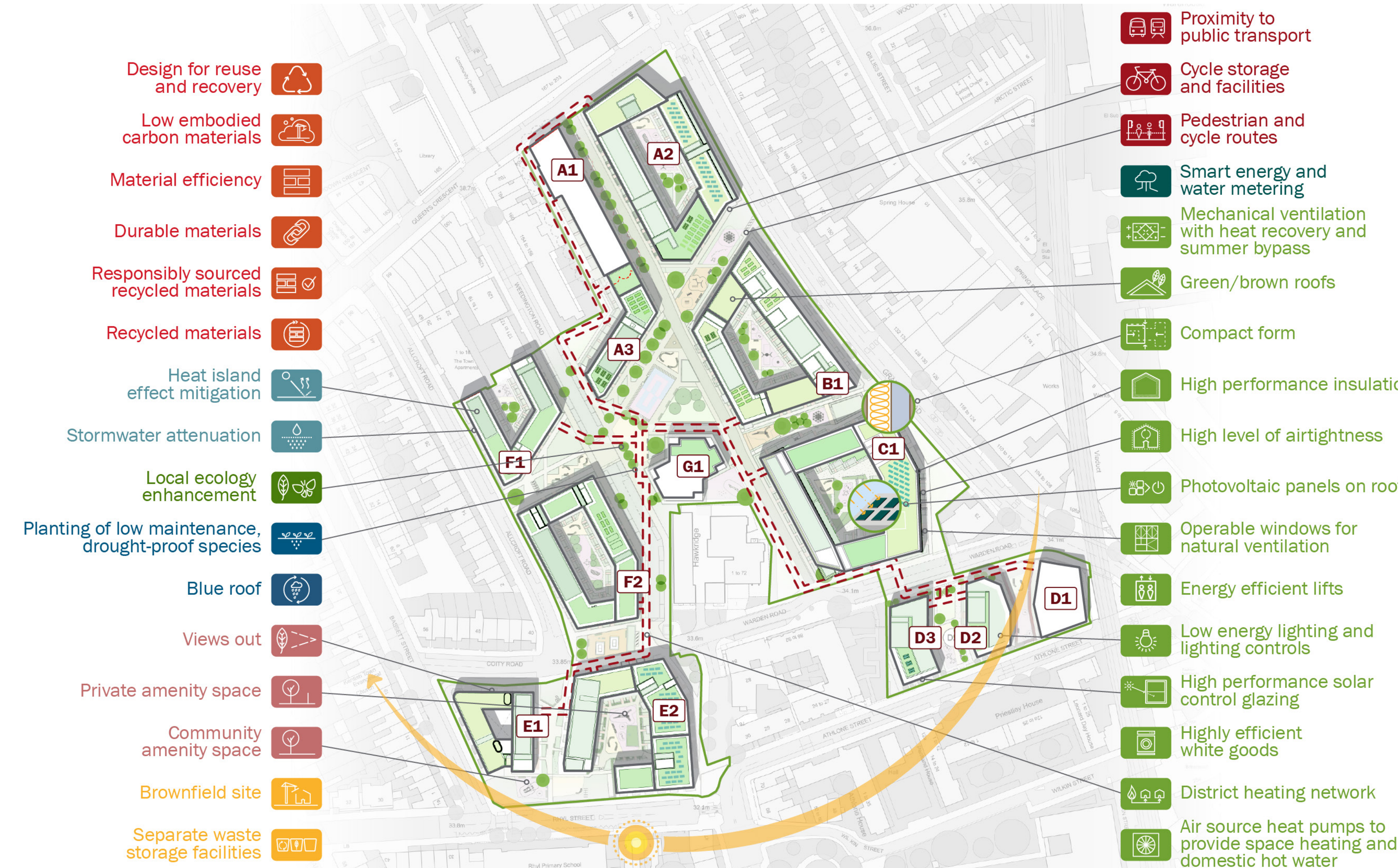


5 Plots are shaped around public realm structure



# West Kentish Town Estate Masterplan

## Sustainability & Energy



Masterplan Sustainability Strategy. Courtesy of Atelier 10.

### A Sustainable Estate

Central to the project is a commitment to sustainability, addressing key areas like energy efficiency, water management, smart technology, materials, waste reduction, occupant health, biodiversity enhancement, and green mobility initiatives.

The energy strategy prioritizes minimizing carbon emissions through passive design and the integration of active energy-efficient systems, notably air source heat pumps and photovoltaic panels. While immediate connection to a district heating network is not possible, the infrastructure for

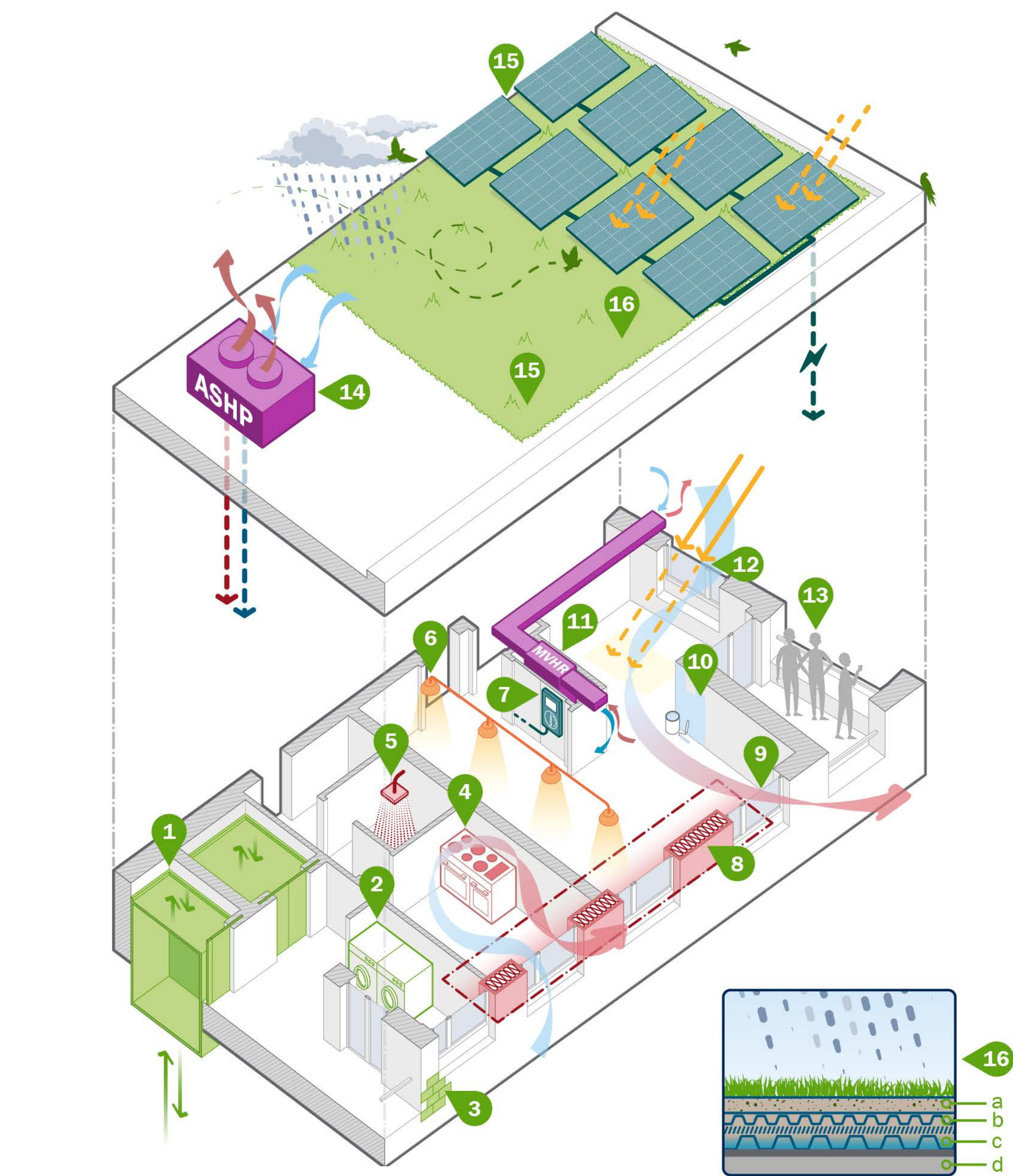
future integration will be incorporated. The development targets significant improvements over current Building Regulations for both residential and non-domestic buildings, with specific performance goals outlined for the overall masterplan and its individual phases.

Water efficiency will be achieved through low-flow fixtures and rainwater recycling, while sustainable drainage systems and the use of low-impact materials are prioritized. Occupant wellbeing is a key consideration, addressed through access to daylight, good air quality, and noise control, supported by an all-electric

building services approach aiming for net positive air quality. Ecological enhancements on the brownfield site, including green roofs and native planting, aim to achieve a notable Urban Greening Factor and net biodiversity gain. Finally, transport emissions will be minimized by the site's proximity to public transport, provision of cycle storage, and a green travel plan, with limited car parking.

### KEY

- Sustainable material management**
- Resilience and adaption**
- Biodiversity, urban re-vegetation**
- Sustainable water management**
- Occupant health and wellbeing**
- Sustainable waste management**
- Green mobility**
- Smart building technology**
- Building energy efficiency**



Typical Accommodation Sustainability & Energy Strategy. Courtesy of Atelier 10.



# West Kentish Town Estate Masterplan

## Sunlight and Daylight

The outline blocks have been designed and positioned to maximize permeability and ensure good access to direct sunlight throughout the day for the internal courtyard amenity areas and public realm, while optimizing quality of living and the use of the development site. In the adjacent diagram, the public realm space receives levels of direct sunlight that are above the BRE's target threshold. The hybrid application, at this stage, shows a level of direct sunlight availability that will likely further improve with the future reserved matters application as each of the future outline blocks are refined through detailed design.

The Illustrative Scheme has sought to provide an indication of a scheme that balances private amenity space—either in the form of possible balcony arrangements or an internal courtyard space—with a public realm that can be accessed throughout.

In addition to the well-sunlit publicly accessible open spaces within the masterplan, internal courtyards have been designed to provide valuable private amenity for future residents, supplementing their own private amenity balconies. Although the courtyard spaces have been designed within the outline application and are subject to further refinement during the design process towards submission for reserved matters, internal assessments will indicate that these areas will receive direct sunlight, especially in the summer months when outdoor space is more likely to be used and enjoyed.

Key:

Area analysed

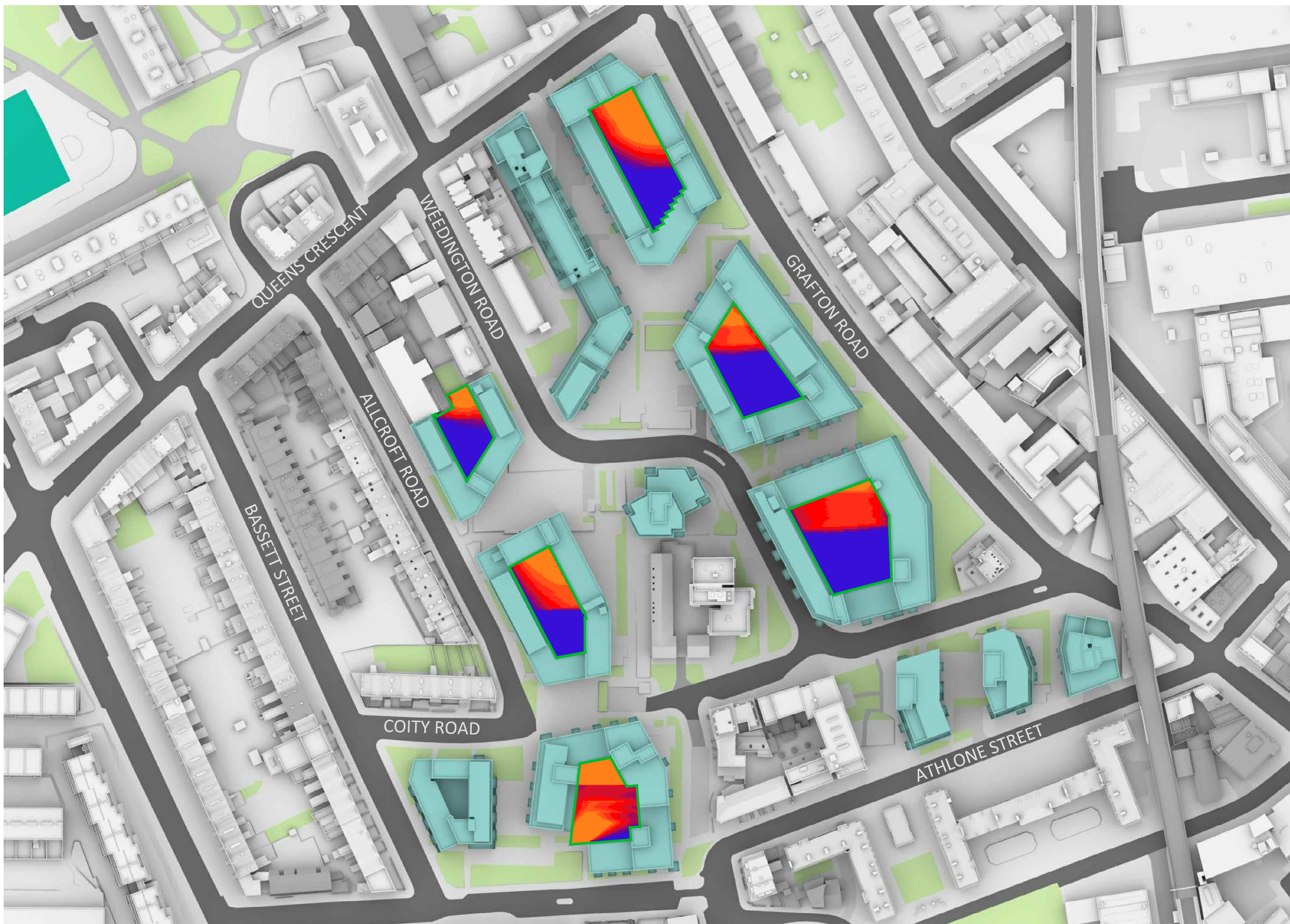
Area with more than 2 hours of direct sunlight

50%

Percentage of area with more than 2 hours of direct sunlight



Illustrative Masterplan. Public Realm Sunlight Hour on the Ground on March 21st



Illustrative Masterplan. Courtyard Sunlight Hours on the Ground on March 21st



Illustrative Masterplan. Courtyard Sunlight Hours on the Ground on June 21st



Illustrative Masterplan. Public Realm Sunlight Hours on the Ground on June 21st



# West Kentish Town Estate Masterplan


## Townscape & Heritage

The masterplan for the West Kentish Town Estate has undergone a thorough assessment to understand its impact on the area’s cherished local heritage. This includes important listed buildings (like the Rhyl Primary School, Church of St Martin) and cherished areas like the West Kentish Town and Inkerman Conservation Areas, as well as many locally significant buildings.

Assessments show that the plan would lead to a very minor, less than substantial impact on a few specific heritage assets, namely Rhyl Primary School and Nursery (Grade II Listed),

the West Kentish Town Conservation Area, and Inkerman Conservation Area. It also anticipates a very small impact on a few locally listed buildings on Grafton Road.

Whilst acknowledging the importance of these sites, the assessments carefully balance these very minor impacts against the significant public benefits the proposals would bring to the community. These benefits are thoroughly detailed in the Planning Statement. A selection of the 24 views assessed are shown on this board.



KEY

- Maximum Envelope massing line
- Detailed Element massing line



Receptor	Effect	Residual Effect	Is the Effect Significant
<b>Completed Development</b>			
West Kentish Town Conservation Area	Effect on Heritage Significance, including Setting	Minor Adverse	No
Inkerman Conservation Area	Effect on Heritage Significance, including Setting	Negligible Adverse	No
Rhyl Primary School and Nursery and Attached Railings and Wall (Grade II Listed Building)	Effect on Heritage Significance, including Setting	Minor Adverse	No
Church of St Martin and St Martins Church Hall (Grade I and Grade II Listed Buildings)	Effect on Heritage Significance, including Setting	Neutral	No
Kentish Town Centre, Kingsway College and Attached Walls (Grade II Listed Building)	Effect on Heritage Significance, including Setting	Neutral	No
Church of St Silas the Martyr (Grade II* Listed Building)	Effect on Heritage Significance, including Setting	Neutral	No
No.84 Warden Road (Locally Listed Building)	Effect on Heritage Significance, including Setting	Negligible Adverse	No
No.73 Grafton Road (Locally Listed Building)	Effect on Heritage Significance, including Setting	Negligible Adverse	No
No.149 Grafton Road (Locally Listed Building)	Effect on Heritage Significance, including Setting	Negligible Adverse	No
Nos.155-163 Queens Crescent (Locally Listed Building)	Effect on Heritage Significance, including Setting	Neutral	No
Spring House, 10 Spring Place (Locally Listed Building)	Effect on Heritage Significance, including Setting	Neutral	No
Carlton Primary School and Caretaker's House (No.196 Grafton Road) (Locally Listed Building)	Effect on Heritage Significance, including Setting	Neutral	No
61 and 61a Grafton Road (Locally Listed Building)	Effect on Heritage Significance, including Setting	Negligible Adverse	No

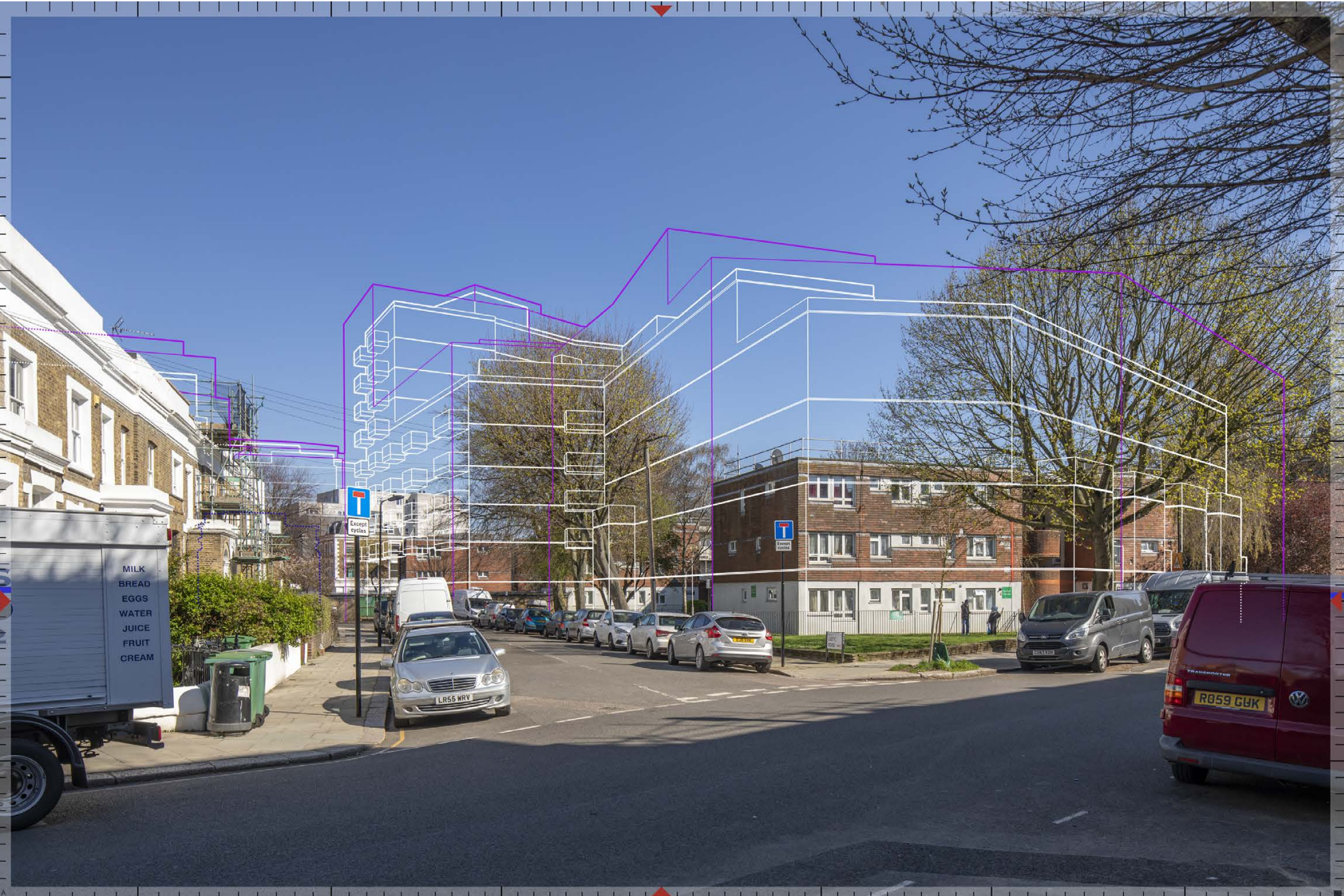
Summary of Residual and Significant Effects, outlined in the Heritage statement submitted for planning



Verified Viewpoint 02 - Grafton Road North. Winter



Verified Viewpoint 04 - Grafton Road junction with Holmes Rd.



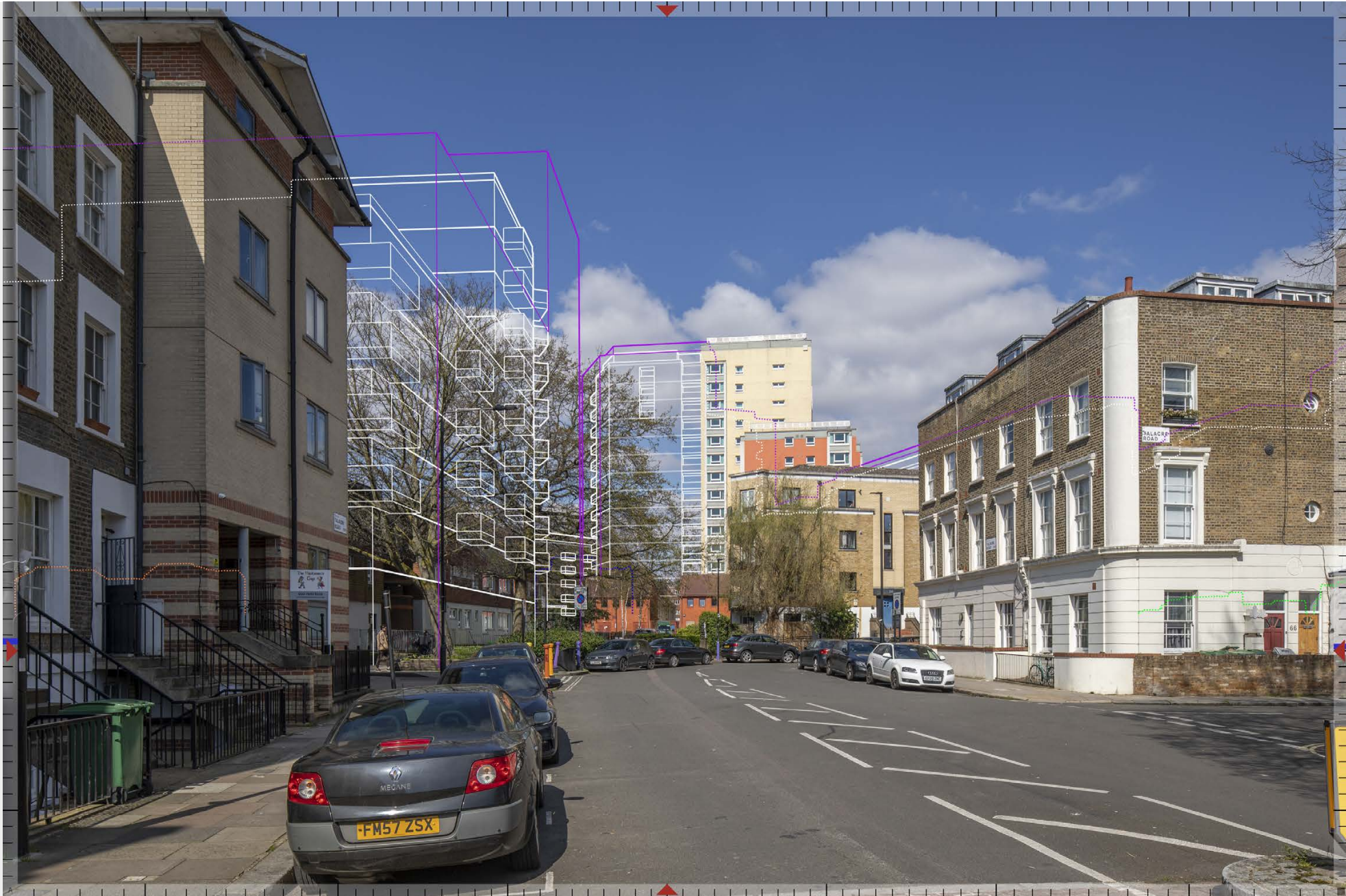
Verified Viewpoint 05 - Bassett St. junction with Coity Rd.



Verified Viewpoint 16 - Grafton Road, Carlton.



Viewpoint 24 - Queen's Crescent



Verified Viewpoint 25 - Talacre Road.