



FEEDBACK FROM OUR FIRST CONSULTATION

June – July 2026



Our first phase of consultation



Thank you to everyone who took part in our first phase of consultation for Murphys Yard.

In June, Folgate Estates and a new design team presented early ideas for a new masterplan for the site. These proposals explored how this largely closed industrial site could become a more open and connected neighbourhood, with new homes, workspace, green spaces, public routes and community uses, while building on the Yard's industrial heritage.

During June and July, we invited local residents, businesses, community groups, and other stakeholders to review the emerging ideas and share their views through public drop-in events, focused workshops, a survey, and meetings. It was great to meet and speak with so many people throughout the consultation.

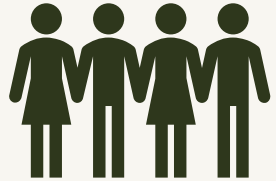
The feedback we received was incredibly valuable, and this report provides a summary of what we heard.

The design team is now considering these views as it develops the proposals further, ahead of the next phase of engagement in the autumn.



Public drop-in events, focused workshops and meetings held during Phase 1

Consultation in numbers



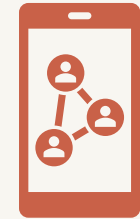
102 people
attended **3** public
drop-in events



10 meetings held
with groups and
representatives



3 focused workshops,
with **55** people
registering their interest
and **28** taking part



6,010 clicks generated
through social media
advertising



102 survey
responses received



227 people on the
project mailing list



3,749 visits to the
consultation
website

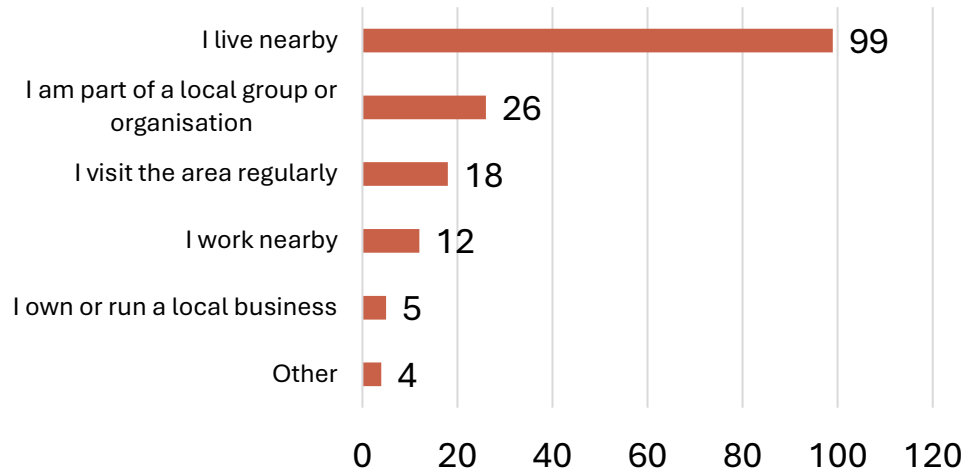


8,915 households
received a
consultation flyer

Who took part

While there were several ways to share feedback during the consultation, one of the main ways was through the survey, which was available online and at our drop-in events. This page provides a snapshot of the **102 people who completed it**.

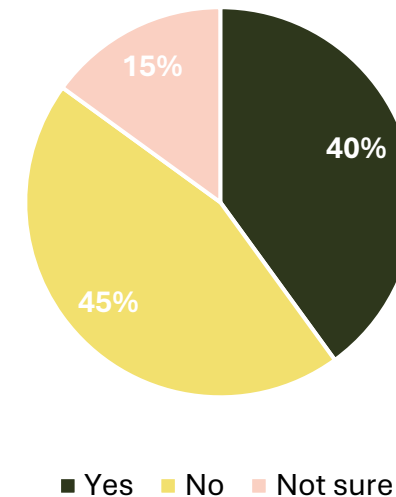
Connection to Murphys Yard



Base: 102 respondents. Respondents could select more than one option.

Most survey respondents lived nearby, while others worked locally, ran a local business, visited the area regularly or represented a local group or organisation.

Previous consultation participation



Base: 100 respondents.

There was a near-even split between respondents who had taken part in the previous Murphys Yard masterplan consultation (2019-2021) and those engaging for the first time.

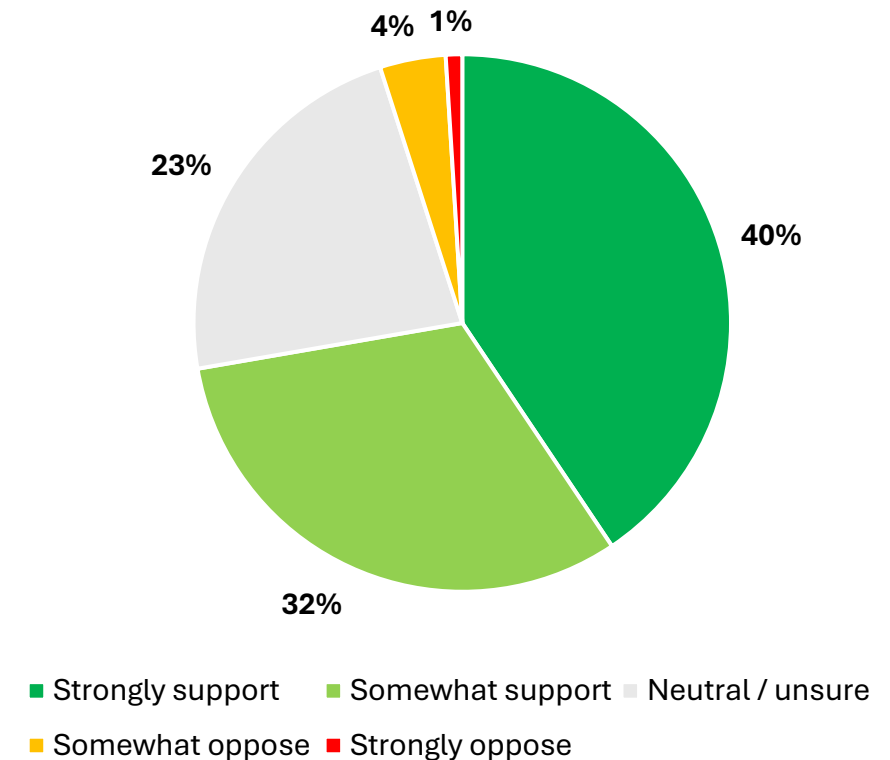
Headline sentiment

As part of the survey, we asked people what they thought about the emerging approach to creating a more open, mixed neighbourhood with homes, workspace, public spaces, green routes and community uses.

Overall, the response was broadly positive, with **72% of those who answered the question supporting the emerging approach.**

We also asked people for more detailed feedback on the key principles of the emerging approach, including public spaces and routes, homes, height, and workspace. The following pages summarise the main themes we heard.

Overall response to emerging approach



Base: 101 respondents.

What we heard at a glance



Opening up the site

Strong support for new public routes, spaces and connections that open up the site and better connect it to the wider neighbourhood



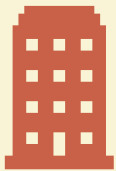
Workspace and making

Clear demand for affordable maker, workshop, studio and flexible workspace supporting local businesses, craftspeople and creative activity



Homes and neighbourhood

Broad support for new homes, alongside strong expectations for genuinely affordable, social rented and family-sized housing



Height strategy

The predominantly mid-rise approach was generally welcomed, but taller elements and their visual impact remain sensitive



Public spaces and nature

Strong interest in green routes, biodiversity, the Camden Nature Corridor, and safe and useful public spaces



Construction impact

Concern about construction traffic, noise, servicing, and the cumulative pressure on local infrastructure

Routes and public spaces



Opening up the site

What you told us

There was strong support for opening up Murphys Yard and creating new routes through a site that has long been largely inaccessible.

People particularly welcomed the potential for better connections between Kentish Town, Gospel Oak and Hampstead Heath.

Respondents wanted routes to feel clear, direct and welcoming, with step-free access, good lighting, clear entrances and wayfinding, and careful consideration of how pedestrians, cyclists and other users would move through the site.

What happens next

The design team will continue to develop the main routes through the site and connections to surrounding neighbourhoods, paying attention to how they can be safe, accessible for multiple users, and easy to navigate.



Public spaces and nature

What you told us

People wanted public spaces that are useful, welcoming and easy to enjoy as part of everyday life. Suggestions included seating, shelter, play, exercise, cafés, community activity and quieter places to spend time.

Nature was also a major priority. Respondents called for trees, native planting, wetlands, wildlife habitats, and sustainable drainage.

Several people highlighted the importance of the Camden Nature Corridor and wanted the proposals to create a meaningful ecological connection through the site.

What happens next

The landscape proposals will be developed further, including the role and character of the main public spaces, opportunities for play and everyday use, and how the Heathline, planting and ecological connections can work together over the long term.

Homes and height



Homes and neighbourhood

What you told us

There was broad support for providing more homes as part of a mixed neighbourhood.

As the proposals were still at an early stage, detailed information on housing numbers, tenure and mix was not yet available. Respondents asked for greater clarity on these points as the design develops, particularly in relation to genuinely affordable and social rented homes, family-sized housing and homes for people at different stages of life.

Some people were concerned that student accommodation, co-living or smaller high-cost homes could make up too much of the housing offer.

What happens next

The next phase will provide greater detail on the proposed number of homes, tenure mix, affordable housing and the provision of family-sized homes.



Height strategy

What you told us

The predominantly mid-rise approach was generally welcomed. However, many respondents who supported the overall approach remained concerned about taller elements and their impact.

As the proposals were still at an early stage, detailed information on all building heights and the precise location of taller elements was not yet available. Respondents asked for this to be shared as the design develops, alongside clearer visual information showing how the proposals could appear from Hampstead Heath, Parliament Hill, the Lido and surrounding neighbourhoods.

What happens next

The design team will continue to test the height and massing strategy, including the location of taller elements and their relationship with neighbouring homes, local character and important views. Further visual information will be shared at the next phase of consultation.

Workspace and construction



Workspace and making

What you told us

There was clear demand for affordable maker, workshop, studio and flexible workspace. People wanted spaces for craftspeople, artists, designers, small manufacturers, independent businesses, start-ups and freelancers, including businesses that may wish to remain small.

Suggested activities included woodworking, textiles, ceramics, repair, fabrication, photography, film, music, performance and food production. Respondents also wanted making to be visible through open studios, exhibitions, markets, events and public-facing workshops.

What happens next

The project team will continue to develop the workspace offer, including the types, sizes and affordability of spaces, opportunities for training and skills, and how making could remain visible as part of everyday life at the Yard.



Construction impact

What you told us

Construction and its potential effects on surrounding communities were recurring concerns.

As the proposals were still at an early stage, only broad information on construction phasing, access and vehicle movements was available. Respondents asked for greater clarity on traffic, noise, dust, safety, servicing and the cumulative effect of other development in the area.

There were also questions about pressure on nearby roads, public transport, utilities and local services, alongside a clear expectation that neighbouring communities would be kept informed as the project progresses.

What happens next

Construction, servicing and transport strategies will continue to be developed as the masterplan progresses. At the next phase, we will share further information on the anticipated approach to construction phasing, access and vehicle movements, alongside how impacts would be managed.

The focused workshops

Exploring the ideas in more detail

Alongside the public events and survey, we held three focused workshops in July to explore particular parts of the emerging masterplan in more detail. The sessions included site walks through Murphys Yard, round-table discussions, and practical exercises. This gave participants the opportunity to consider the emerging ideas in context and explore them in greater detail.

Kentish Town Edge



This workshop explored how Murphys Yard could support local businesses and the local economy, what types of spaces would be useful, and how the proposals could support Kentish Town High Street.

Gospel Oak and Heath Edge



This workshop looked at how people could move through and around Murphys Yard, how new green and public spaces could be useful, generous and safe, and how they could support nature and wildlife.

Dartmouth Park Edge



This workshop explored how the proposed character areas should relate to surrounding neighbourhoods, and how new buildings could respond to the scale and architecture of the surrounding area.

What we heard through the workshops

Kentish Town Edge

Participants wanted Murphys Yard to support a distinctive local economy rooted in making, production and independent business.

There was strong interest in affordable and flexible space that allows small businesses to start, grow or remain small. People also wanted production to be visible through open workshops, exhibitions, markets and retail linked to goods made on site.

The idea of a recognisable “Kentish Town Making” identity emerged, drawing on the Yard’s industrial history and supporting craft, repair, fabrication, food production and creative activity.

Gospel Oak and Heath Edge

Participants wanted clear and welcoming routes between Gospel Oak, Kentish Town and Hampstead Heath, with good lighting, visibility and wayfinding.

They also wanted the Heathline to have a distinctive identity, combining active social spaces with quieter places for retreat.

Strong emphasis was placed on wetlands, planting, wildlife corridors and long-term ecological management, with public spaces designed to work for both people and nature.

Dartmouth Park Edge

Participants wanted the design to draw confidently on Murphys Yard’s industrial character rather than directly imitate surrounding buildings.

There was support for contemporary architecture, mixed-use buildings and durable, low-carbon materials.

Greater height was considered more appropriate where railway infrastructure provides separation, subject to careful design, sensitive transitions and strong attention to the street-level experience.



What happens next



Thank you again to everyone who attended an event, joined a workshop, completed the survey or shared their views in another way.

The design team is now considering all feedback alongside ongoing design and technical work.

The next phase of consultation in the autumn will share more detail on the proposals, explain how the main feedback themes from Phase 1 are being considered, and highlight areas where further work is continuing.

Stay up to date

You can continue to view the materials presented during the first phase of consultation on our website.

Visit murphysyard.com to:

- View the Phase 1 consultation materials
- Sign up to the mailing list
- Find out about future events and opportunities to get involved

If you have any questions, please email:

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