

WEST END LANE TO FINCHLEY ROAD

Principles for a new place



Supplementary Planning Document

September 2021

FOREWORD FROM COUNCILLOR DANNY BEALES



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Cabinet Member for Investing in Communities,
Culture and and Inclusive Economy

The area covered by our guidance provides an incredible opportunity to create a genuinely new mixed use neighbourhood that knits together the well-established communities that surround it. I'm confident the carefully planned and comprehensive intensification of this area, providing new homes, shops, more jobs, better social facilities and the essential infrastructure to support new and existing communities, can be an exemplar of how to repurpose what is a largely underused area with many evident failings. Most importantly I'd like to see the creation of a sustainable, safe, characterful, healthy and resilient place that showcases how new development can positively contribute to meeting our housing needs and tackling air quality and climate change. Development can open up an area of land to the wider community that will allow people to walk directly between West Hampstead to Finchley Road in a green and attractive environment. Something it clearly isn't now.

Camden's high streets and town centres also need to be ready to face a different and uncertain future. Government policies allowing greater unrestricted freedoms to changes of use contribute heavily to this uncertainty. We are committed to making sure our centres remain at the heart of their communities, with our residents able to reach them easily by walking

or cycling. We want our high streets and town centres of tomorrow to be safe, family-friendly, environmentally responsible and accessible. We want them to endure and improve as vibrant places to shop, work, socialise, and play on the doorstep of where people live. We want to see the vitality of centres maintained through the range of shops, services and facilities that people of all ages value, need and want to use.

Intensification means growth and we know local people are concerned about what this might mean for them. But we want good growth that is inclusive and has real social value.

It should build upon the mixed communities that makes Camden so special and provide real benefits for local people. This means much needed homes for families and genuinely affordable homes, with a range of open spaces, facilities and services to support existing and new communities. Growth to have social value should see economic benefits with more job opportunities and a wide range of jobs that are accessible for all. Growth to have social value should see developers and businesses work with us to create the apprenticeships and training opportunities to realise this. It should also create new neighbourhoods and the quality of places that befit the local context; neighbourhoods where people can walk and cycle in safety; and reach accessible public transport and community services in minutes. Importantly, exceptionally well designed places for people

This planning guidance has been shaped by the very active local communities that surround the area and, alongside our other policies and priorities, will have a key role in laying down some key principles for future development. This may take place over a long period, but this guidance will be fundamental in ensuring the creation of a vibrant and environmentally-friendly place to shop, live, work and visit and support the high quality design demanded that leaves a lasting legacy that enriches a place and surrounding neighbourhoods.

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TO HAMPSTEAD

FORTUNE GREEN

FINCHLEY ROAD
& FROGNAL
OVERGROUND

WEST HAMPSTEAD
THAMESLINK

WEST END LANE

SPD AREA

WEST HAMPSTEAD
OVERGROUND

FINCHLEY ROAD
STATION

WEST HAMPSTEAD
STATION

FINCHLEY ROAD

SOUTH HAMPSTEAD

SWISS COTTAGE



1.0 INTRODUCTION

1.1 The focus of this planning guidance is the land and sites stretching from Finchley Road town centre to the east through Blackburn Road to West End Lane. Including the O2 Centre, its associated car park, Homebase retail store and neighbouring Audi/VW car showroom sites, there is a major opportunity for redevelopment to create a new place. Landsec, the O2 Centre and Homebase site owners, are bringing forward comprehensive development proposals for this significant area, including the showrooms land and 14 Blackburn Road. The different owners of, 11, 13 and Nido student housing on Blackburn Road are also at different stages in considering and bringing forward redevelopment proposals.

1.2 With significant and comprehensive redevelopment being considered, this guidance has been prepared to support the opportunities for an integrated approach to proposals that can deliver a range of public benefits and local priorities. These should help to meet our Camden Plan ambitions, relevant Development Plan policies and aspirations of the Fortune Green and West Hampstead Neighbourhood Plan in relation to the O2 Centre site and its immediate surroundings.

1.3 There is policy support for the opportunities and principles of intensification in identified growth areas, such as West Hampstead, and town centres and for significant mixed use development, in particular for optimising the delivery of new housing. However growth should be good growth and have real social value. Changing patterns of shopping in a pre-covid pandemic world were already posing questions over the future nature of high streets and town centres and the pandemic has brought this into sharper focus. This has revealed a number of inequalities and impacts; meaning that not only is the nature of shopping and leisure being re-evaluated and likely to evolve further, but also the way we live, work and travel, not only now, but in the future. Alongside

meeting the challenges of climate change, the resultant implications that need to be addressed range from the future nature of our high streets; the way new homes and workplaces are designed; the sustainability of the delivery, distribution and supply chains of goods and services; future car use; and the creation of the streets and spaces that make walking and cycling easier and safer.

1.4 Landsec have reassessed the role and future of the O2 Centre in their emerging proposals, which have been subject of their own stages of public consultation. Its inclusion, as part of a more comprehensive approach to redevelopment, could crucially open up substantial opportunities to reshape and enhance the attractiveness and accessibility of the shopping, recreational, employment and community “offer” within new development to existing and future local residents. It could also help open up the opportunity to achieve higher quality and improved form of development.

1.5 Importantly, whilst sites are in different ownerships, redevelopment options and design approaches should not be considered in isolation. They should consider how they will contribute to a more inclusive and inviting new place that together help integrate new development with existing neighbourhoods and opens up benefits to the wider local community. This includes successfully delivering better accessibility, more attractive routes and spaces, and the infrastructure and facilities needed to support proposed new uses in a coordinated and comprehensive way.

2.0 THE GUIDANCE: PURPOSE AND STATUS

2.1 This document is intended to provide planning guidance and master planning principles to help guide future development in this area. It builds on established adopted planning policies and priorities for the O2 car park site and West Hampstead growth area, including the Camden Local Plan (2017), Site Allocations Development Plan (2013) and Neighbourhood Plan (2015). It was adopted on the 24th September 2021.

Development and Planning Context

2.2 Camden’s Local Plan (2017) identifies West Hampstead Interchange as one of the Growth Areas of Camden where most significant growth is expected to be concentrated (Policy G1). Strategic Objective 6 of the plan is to promote and support the successful development of growth areas and to ensure that development is supported by necessary infrastructure and maximises the opportunities and benefits for the local and surrounding communities. The Council expects developments in the area to be consistent with the area priorities and principles, where improving public transport provision and movement around the area is a key objective.

The priorities include:

- A mix of uses, including substantial new housing (including affordable housing), town centre, employment and community uses, and green /open space (with substantial new town centre uses within the designated Finchley Road/Swiss Cottage town centre);
- Improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes;
- A substantially improved street environment around transport facilities, including improved crossing and wider pavements; and
- Sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead

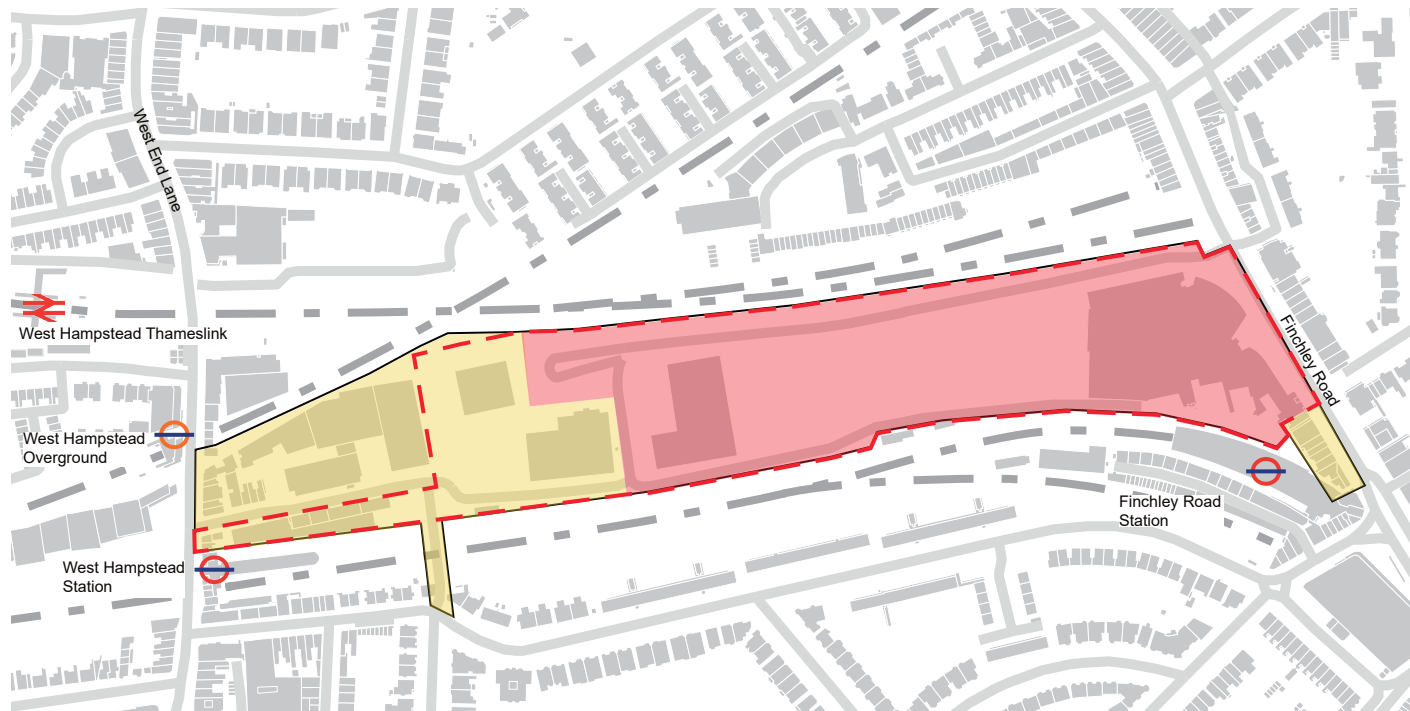
The vision, themes and principles outlined further in this guidance reflect and supplement these priorities and other adopted planning policies set out in more detail in the policy context section at p.48-53

2.3 In addition to existing plans and policies, the wider O2 Centre site, adjacent car showrooms, former Asher House site on Blackburn Road (now the Clockwork Factory) and 11 Blackburn Road have also been put forward by their respective owners for future site allocations in a new Site Allocations Local Plan (SALP) being prepared. With this parallel production of a new plan, which will provide updated and more specific policy guidance on the development and use of land in the area, this guidance is also intended to complement and inform the evolving area and site policies in the new SALP.

2.4 Landsec’s proposals include their current land ownership and extends across other sites including the car showrooms and 14 Blackburn Road (Builders Depot). In view of the comprehensive scope of the proposals which is supported, as this guidance cannot create new policy it is focussed on establishing and illustrating some key principles and desirable development outcomes for design teams and developers to use in working up future proposals that support our priorities and the overarching vision. However, the principles illustrated are not fixed or inflexible and are intended to encourage and guide others in coming up with creative and successful design solutions for proposals as they come forward.

2.5 It also aims to guide the complementary evolution of future development and improvement project proposals around the SPD area and to support comprehensive approaches and collaboration between landowners and with other stakeholders, including Network Rail (NR), Transport for London (TfL) and London Underground (LUL). Schemes that are co-ordinated and “joined-up” are encouraged so they can resolve existing problems and improve integration with the wider area.

CONSULTATION - WHAT YOU TOLD US



KEY

- Within Landsec ownership
- Outside Landsec ownership
- Landsec proposal boundary

Status

2.6 This document is not intended to cover or duplicate all the planning policies and standards that may be relevant to future development and set out elsewhere. Nor can it create new policy or allocate land for specific types of development or uses, so it has been prepared as a Supplementary Planning Document (SPD).

2.7 Drawing on the greater recognition of the role of design and “place” in national and adopted development plan policies and guidance, the principles identified later on are intentionally focussed on some key themes and opportunities that emerge from an assessment of the local context and nature of the area; surroundings and associated key issues; and priorities identified through related policies, aspirations and local community engagement.

2.8 As supplementary guidance, whilst it will not have the weight of adopted development plan policies in the London Plan, Camden Local Plan, Site Allocations Plan and local Neighbourhood Plan, it will have weight as a “material consideration” in assessing the quality of proposals as they evolve and in decision-making on planning applications.

3.1 Guidance for the West Hampstead growth area has been a longstanding priority of the Neighbourhood Plan and the SPD has taken neighbourhood aspirations expressed through initial engagement on potential guidance into account in developing it (see further details on p.46-47). Through further engagement with the Neighbourhood Development Forum (NDF), landowners and stakeholders, such as TfL, the guidance evolved further prior to wider statutory public consultation.

3.2 This wider engagement and consultation with the local communities in the area on the draft SPD took place from 24th February to 6th April 2021 and a very considerable number of people, organisations and landowners got involved to let us know what they thought and the views expressed were much appreciated. This included over 4400 visits to our consultation website, with over 2000 contributions by nearly 600 respondents to the questions asked and the interactive map. A further 52 written responses were received. These responses helped shape revisions to the guidance to reflect the community’s aspirations and priorities.

3.3 There were several key themes and messages from consultation which have further informed this guidance’s vision and principles. The key points are highlighted here and more details can be found in the consultation report published alongside this SPD on the Council’s website.

SAFETY
MIXED USE WELL CONNECTED
 AFFORDABILITY
 EMPLOYMENT VIBRANT **SUSTAINABLE**
PEDESTRIANS AND CYCLISTS
ARCHITECTURE DISTINCT CHARACTER
 SOCIALLY MIXED

SUMMARY OF WHAT YOU TOLD US...

Our Approach

You were positive towards many aspects of the guidance, but expressed strong negative feelings about what type of development could come forward, particularly in relation to the potential number and type of new homes, the density and height of development and whether homes will be affordable.

Housing

You are concerned about a large number of homes and the impact of an increased population on local social and transport infrastructure. You said that there needs to be a mix of homes that are not small “luxury” flats for overseas buyers, but includes family sized homes and genuinely affordable housing. You also want to see health, education and community facilities to meet increased demands.

O2 Centre

You value the shops, facilities and services the O2 Centre provides. You more specifically value a large supermarket and also leisure uses, places to eat and drink, a mix of shops and a convenient bus stop.

Our Draft Vision

You said the top 5 most important elements of the vision should be:

- Sustainable and environmentally friendly
- A mixed use place
- Priority for pedestrians and cyclists
- Safety
- Affordability

A Mixed Use Place

You support a variety of uses that could happen in a new neighbourhood. Your top 5 uses were:

- Shops and retail
- Places to eat and drink
- Park
- Public spaces
- Leisure

“Front Door” at Finchley Road

Your top 5 improvements you would like to see around this part of the town centre were:

- Tree planting and greening
- More pedestrian friendly
- Attractive shop frontages and entrances
- High quality public spaces;
- Pedestrian crossings

You would like to see significant improvements made to Finchley Road, including dealing with narrow footways, the street frontages, heavy traffic and the underpass.

West End Lane and Blackburn Road

You welcome improvements from West End Lane through Blackburn Road and especially want this route to feel safer to walk through, with more trees and greening, and potential access into West Hampstead Underground Station, with related improvements to West End Lane.

You also want it to be more pedestrian friendly with higher quality public spaces and you want places like the rail bridge (“Granny Dripping Steps”) and Billy Fury Way to feel safer and more pleasant to use

East - West Route

You want a new route to be safe from crime and anti-social behaviour. You said the top 5 things that would make a new route inviting and attractive to use were:

- Greening and trees
- Well lit
- No conflict between pedestrians and cyclists
- Maximises sunlight
- Safety

A Sustainable and Resilient Place

You were positive about our principles for a greener place. Your top 5 most important sustainability measures were:

- Improved air quality
- Renewable energy e.g. solar
- Biodiversity
- Water features and rain gardens
- Car free development

A Different Pace

Many of you expressed concerns about the loss of car parking, but you were positive about our “Different Pace” principles including a new green east-west walking and cycling route from West End Lane to Finchley Road.

You said the top 5 measures that would improve the quality of the environment to encourage walking, cycling and use of public transport were:

- Improved routes for walking
- Improved access to underground stations
- Non-vehicular streets
- Wider pavements
- Improved routes for cycling

A Mix of Spaces

Your top 5 publicly accessible spaces and features that you would like to see are:

- Places to sit
- Community garden
- Shopping and leisure courtyard;
- Children’s play area
- Places to eat

You were however concerned that tall buildings would impact and overshadow new open spaces.

VISION

The comprehensive development and intensification of this insular, low density and poorly connected place will create a new mixed use residential neighbourhood that integrates seamlessly into the wider city...

...with a variety of housing, including genuinely affordable homes, that connects the town centres of West End Lane and Finchley Road...

...with variety in uses and activities to enhance the vitality and viability of the town centres and provides for the everyday needs of communities...

...linked by direct, safe, green and attractive walking and cycling routes passing through new green spaces designed for young and old...

... that together combine to create a successful, sustainable, environmentally friendly and healthier new place with real social value...

... where shops, work and community infrastructure are on the doorstep of both new and existing residents

KEY PRINCIPLES

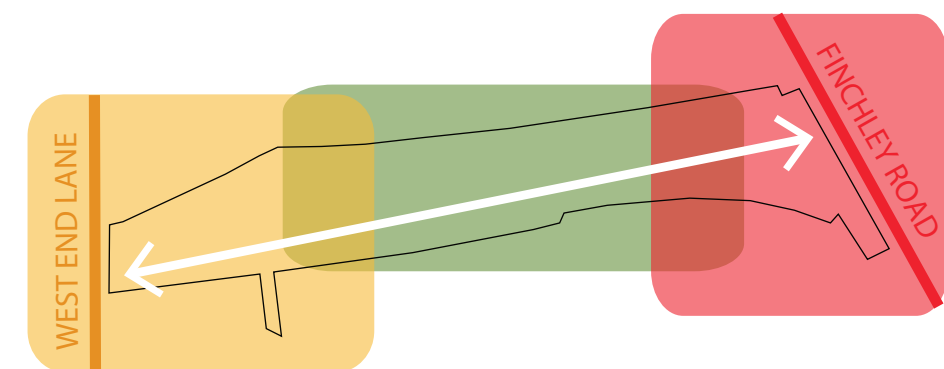
With sustainability and health and well-being a common thread, and taking key messages expressed through engagement, four closely interrelated overarching themes have been identified on which our vision and principles have been based.

A NEW PLACE

A DIFFERENT PACE

A MIX OF SPACES

A SUSTAINABLE AND
RESILIENT PLACE



A more active and welcoming transition from West End Lane town centre and underground station through to...

A green residential neighbourhood with open spaces for all and...

A new focus for communities providing jobs, everyday shops and community facilities accessible to everyone

A NEW PLACE



A MIX OF SPACES



A DIFFERENT PACE



RESILIENT PLACE

A SUSTAINABLE AND



A NEW PLACE

A NEW NEIGHBOURHOOD

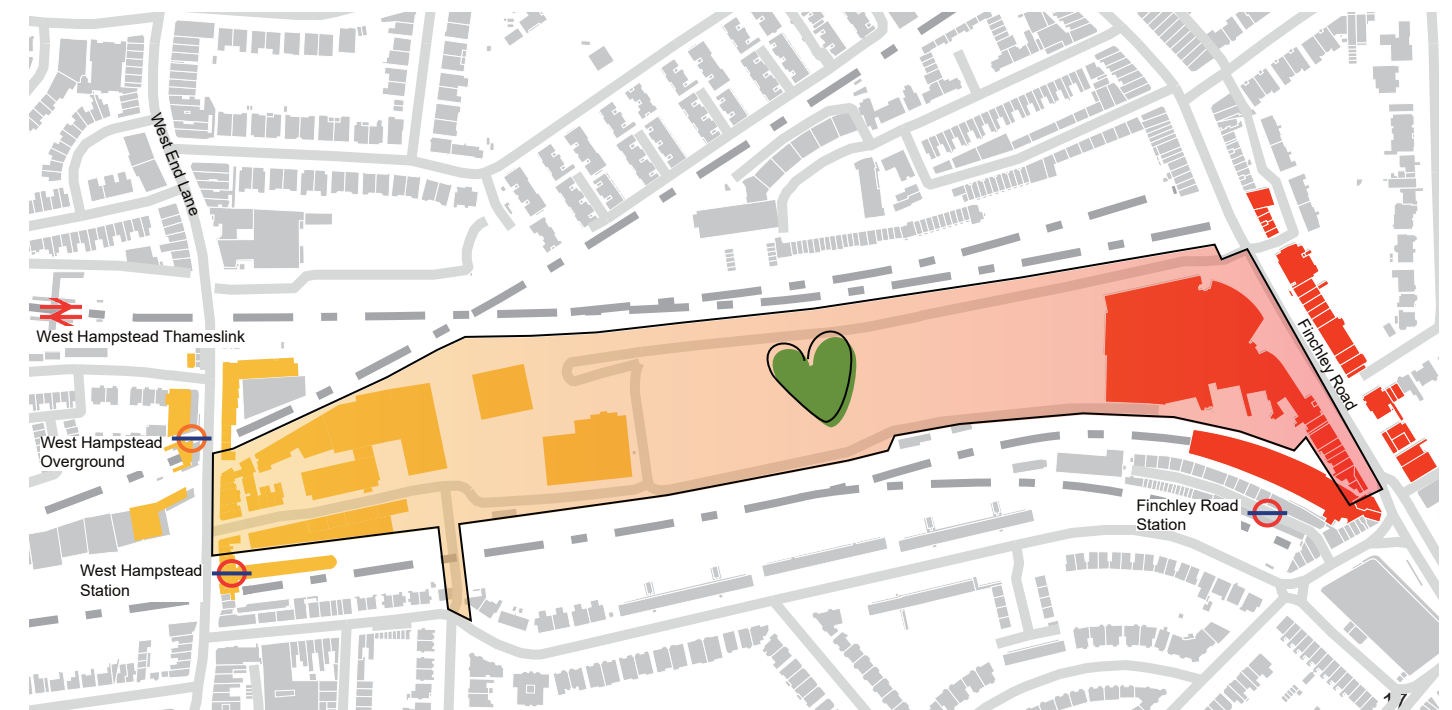
- Through excellent design and architecture a new neighbourhood should establish its own qualities and identity
- Development should be comprehensive and “joined up” and by making far more effective use of land ensure that the delivery of tangible benefits to the wider area can be realised
- A new neighbourhood should be a place that is diverse, welcoming, inclusive and accessible to all and not a gated community
- With a new residential neighbourhood at its heart, a new place of distinct and diverse areas in terms of design, uses and activity positively responds to and integrates the varying characters, scale and nature of adjoining areas and town centres
- Existing neighbourhoods and town centres should become more connected by a direct and attractive east-west walking route through a new neighbourhood



New affordable homes and community play facilities as part of Central Somers Town, Adam Khan Architects



Camden Goods Yard , Allies and Morrison



A NEW MIXED USE PLACE

- A residential led mixed-use place can be created where the potential for new housing is optimised and development provides significant new housing of different types, including family sized homes and genuinely affordable housing at social rent levels
- Redevelopment of the O2 Centre as part of a more comprehensive approach should deliver demonstrably higher quality outcomes that integrates new development seamlessly with the wider area and deliver benefits in terms of new spaces and walking routes, where a range of retail, leisure and community uses (including public toilets) are adequately reprovided
- New and replacement activities and uses should complement and add to the mix and character across areas and neighbourhoods and should create more engaging, active and safer streets, places and spaces throughout the day and night
- The mix should include replacement and new uses and activities such as an adequately sized large supermarket as part of a mix of shops and leisure facilities, workspaces and supporting social infrastructure, including new health and community facilities, where increased demands are created
- Intensification and high density housing can be delivered in different forms and building typologies and the acceptability of the scale and height of buildings will be determined by a range of factors. These include design quality, delivery of affordable housing, the quality of the public realm and size of open spaces, supporting social infrastructure and the impact on the character of neighbourhoods, views and skyline



East Grove, Elephant Park (AHMM) mid-rise blocks on podium with Trafalgar Place (by drmm) - Communal garden courtyard active ground floor uses facing onto central green space



Agar Grove Plot B, Hawkins\Brown with Mae, LBC (Image: ForbesMassie) The development follows the principles of Passivhaus architecture, allowing for greater energy performance and cutting down fuel poverty.

ENHANCED VITALITY OF FINCHLEY ROAD AND WEST END LANE TOWN CENTRES

- Development should contribute to West End Lane and Finchley Road as distinct centres with different functions, characters and choice of shops and services that see each centre benefit from a wider and more connected new neighbourhood area
- A chance to create and integrate existing and new retail, leisure and community uses successfully within both a new place and with existing local neighbourhoods and town centres
- New uses should complement, support and add to (rather than compete with) the vitality and diversity of existing town centres
- A new residential and working population should create a new customer base and wider catchment supporting each town centre thrive in their own ways, where more people can be attracted to shop locally
- Development and associated public realm improvements, including a high quality pedestrian route linking West End Lane and Finchley Road, can be used to present new “front doors” into and from West Hampstead and Finchley Road town centres
- Development can encourage investment and improvements to other land and properties around the SPD area and in local centres



Central Parade, Walthamstow (Gort Scott) - Mixed-use scheme provides a bakery, café and events space, retail spaces and coworking areas with meeting rooms and studio units for up to 50 independent creative businesses. The basement includes rehearsal spaces and recording studios



Tidemill Academy and Deptford Lounge (PTE) - A new civic heart Deptford town centre. The projects combines a primary academy, district library, community centre, artists' studios, affordable homes and a market square

A "FRONT DOOR" FROM FINCHLEY ROAD TO A NEW NEIGHBOURHOOD

Major development creates the opportunity to take a fresh look at the O2 Centre to consider its future role and relationship with the town centre and Finchley Road. Any development should meet the following objectives:

- Support strong, inclusive and sustainable economic renewal and enhance the vibrancy of Finchley Road as a town centre and local high street
- Successfully unlock a "backland" area that integrates with the town centre and facilitates direct and attractive pedestrian and cycle friendly routes through a new neighbourhood to West End Lane
- Provide a community asset of an inclusive and convenient place to meet and socialise
- Make access, entrances and routes into and from development inviting, attractive and interesting – to draw people through to new uses, spaces and facilities
- Using "Healthy Street" principles, work with TfL to significantly improve the pedestrian and streetscape quality of this part of Finchley Road, not only as a route linking Finchley Road Underground and Finchley Road & Frognal Overground Stations, but to enhance the town centre's environment for pedestrians and bus users e.g. through greening, wider pavements, space around bus stops

Redevelopment of the O2 centre as part of a comprehensive approach would be more likely to support delivery of these objectives and also open up other opportunities to:

- Create a modern, flexible and adaptable retail and leisure environment that adequately reproduces the type of uses that local people value and is designed for the high street of the future
- Create a new set back building line to increase pavement width and introduce tree planting along Finchley Road
- Form more accessible level changes on Finchley Road into and from new development

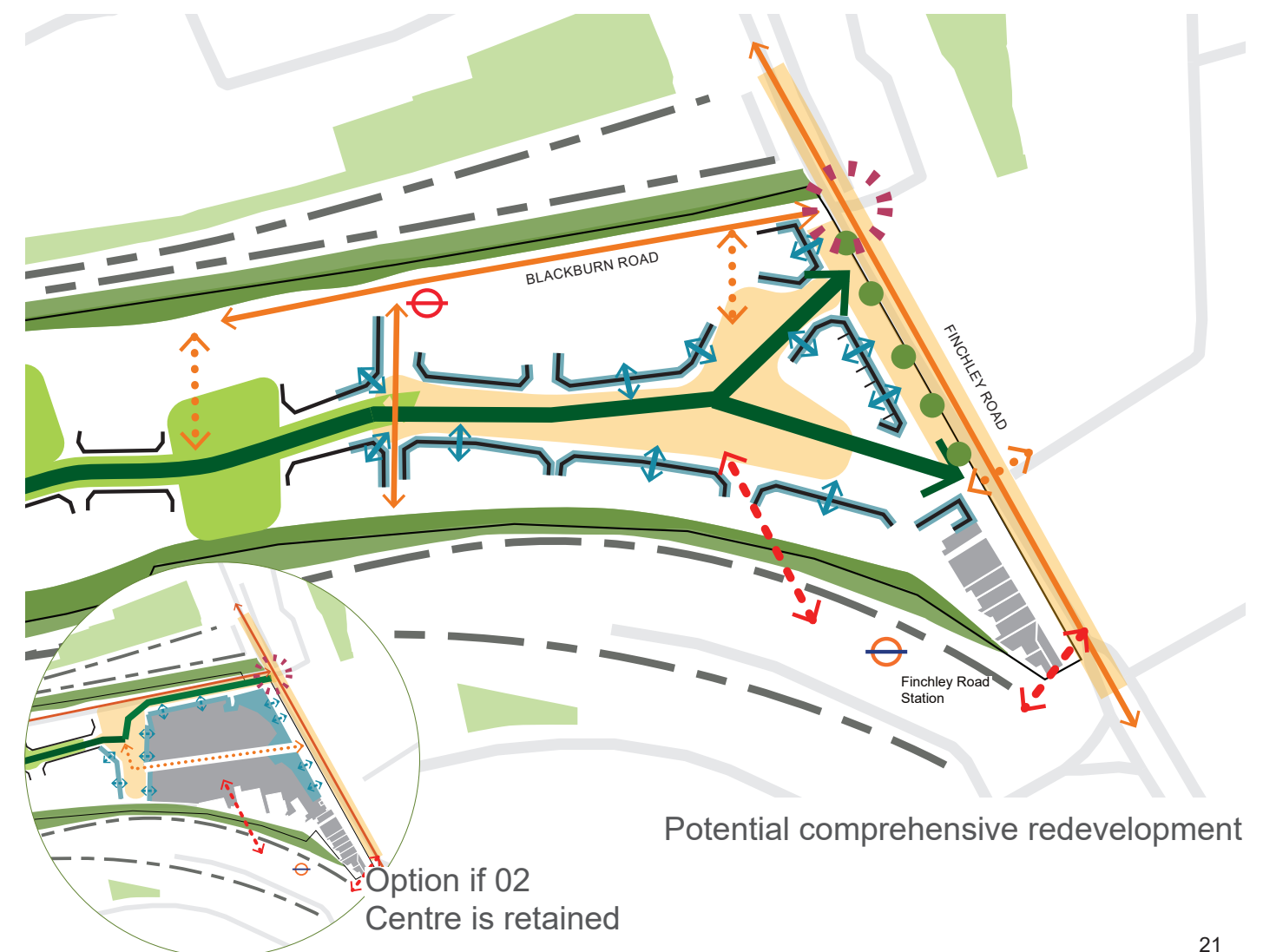
- Provide new routes to create a more permeable place and that align with movement choices and destinations (e.g. enhanced and new road crossings, public transport and other shops and facilities)
- Locate high quality activated public spaces and routes closer to Finchley Road that look onto and contribute to the vitality of the high street
- Introduce new retail frontages on Finchley Road designed to respond more appropriately to the adjacent terrace and prevailing high street townscape

Though it would limit the ability to deliver a number of important objectives and opportunities, if the O2 Centre were retained as a part of proposals it would need to embed itself far more successfully with the existing town centre and with a new mixed-use place. This would require significant intervention and improvement to achieve the following:

- A more inviting and interesting mixed use destination, providing the retail, leisure, working and community uses that people value and attracts and employs local residents
- A more welcoming pedestrian and cycle entry from Finchley Road into new development through measures such as improved crossings, wider footways, cycle lane, greening, lighting and animating the sides of the O2 Centre and railway boundary
- More active and engaging frontages, entrances and streetscapes at ground floor level on all public facing sides
- A more open, clearer and more accessible route through the centre
- A high quality urban public space to the rear that successfully integrates the existing with the new and is designed for people rather than the car

KEY

- Existing building footprints
- Indicative building frontages
- New east west pedestrian and cycle route
- Vehicle, cycle and pedestrian streets
- Pedestrian and cycle routes
- Potential for improved station access
- Public open space
- Public green open space
- Biodiversity corridors
- Street trees
- Active Frontages
- Key intersection and crossing



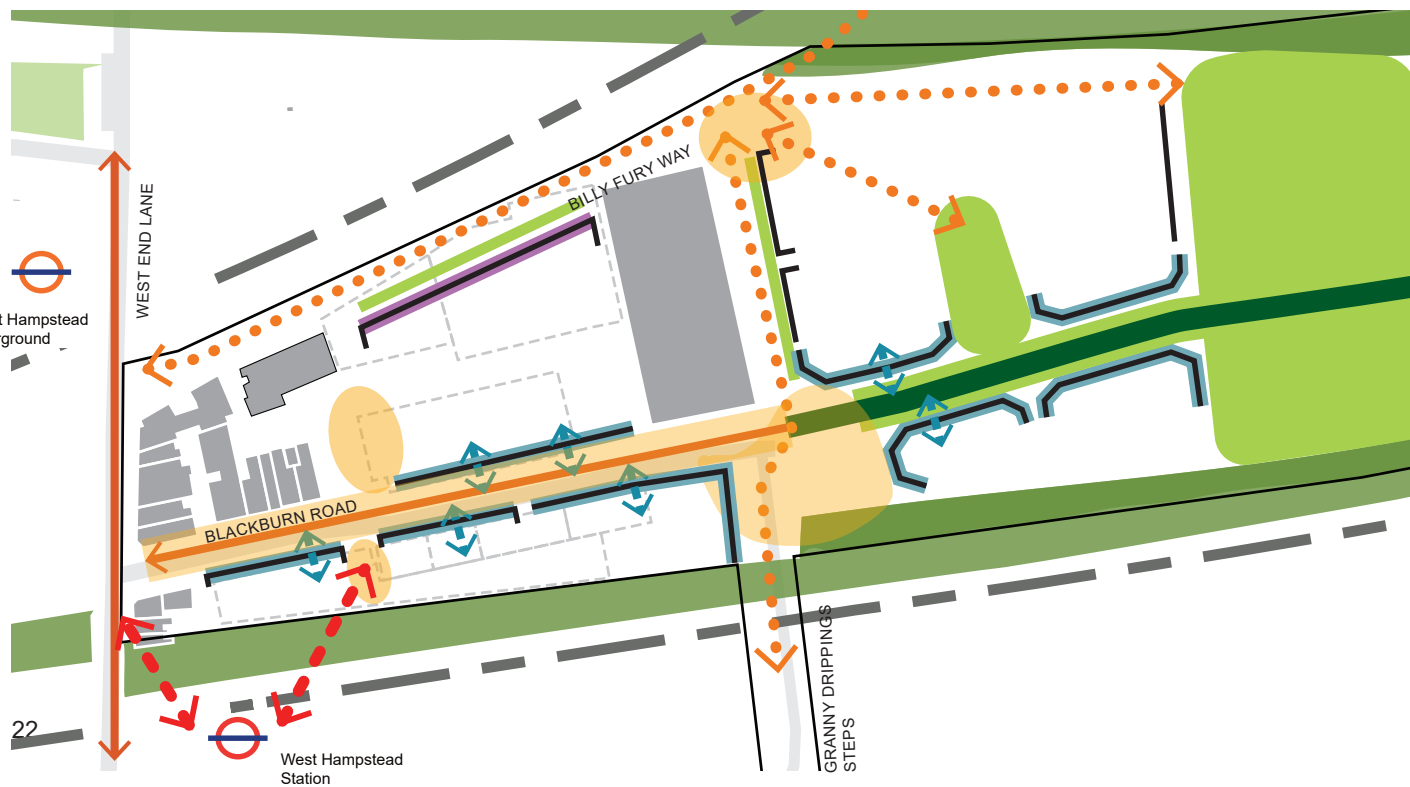
Illustrative drawing of Finchley Road area

AN ATTRACTIVE AND WELCOMING PLACE OFF WEST END LANE

- Development along Blackburn Road from West End Lane should be used to create a more coherent and engaging street and an effective transition between the existing town centre and a new residential led neighbourhood
- New development should facilitate and/or improve pedestrian and cycle access through improvements to the streetscape quality from West End Lane through Blackburn Road to reflect an enhanced role as a key entrance into major new development
- The public realm from West End Lane, Blackburn Road, Billy Fury Way and around Granny Dripping Steps should be improved to create attractive spaces connecting with new pedestrian/cycle routes through to Finchley Road with an improved, safer and more inviting bridge link with Broadhurst Gardens
- Redevelopment opportunities should be used to address safety and access issues along Billy Fury Way; these could include improving the West End Lane entrance and steps, setting buildings back, path widening, improved lighting, more active frontages, passive surveillance and creation of new routes and spaces to offer improved walking choices
- Landscaping proposals for individual sites should consider how they will integrate with and facilitate landscaping proposals that may emerge on adjacent sites to create a coherent public realm

KEY

- Existing building footprints
- Indicative building frontages
- New east west pedestrian and cycle route
- Vehicle cycle and pedestrian street
- Pedestrian and cycle streets
- Potential for improved station access
- Public open space
- Public green open space
- Biodiversity corridors
- Active Frontages
- Set buildings back and improved passive surveillance.
- Landscaping on Billy Fury Way



Illustrative drawing of West End Lane area



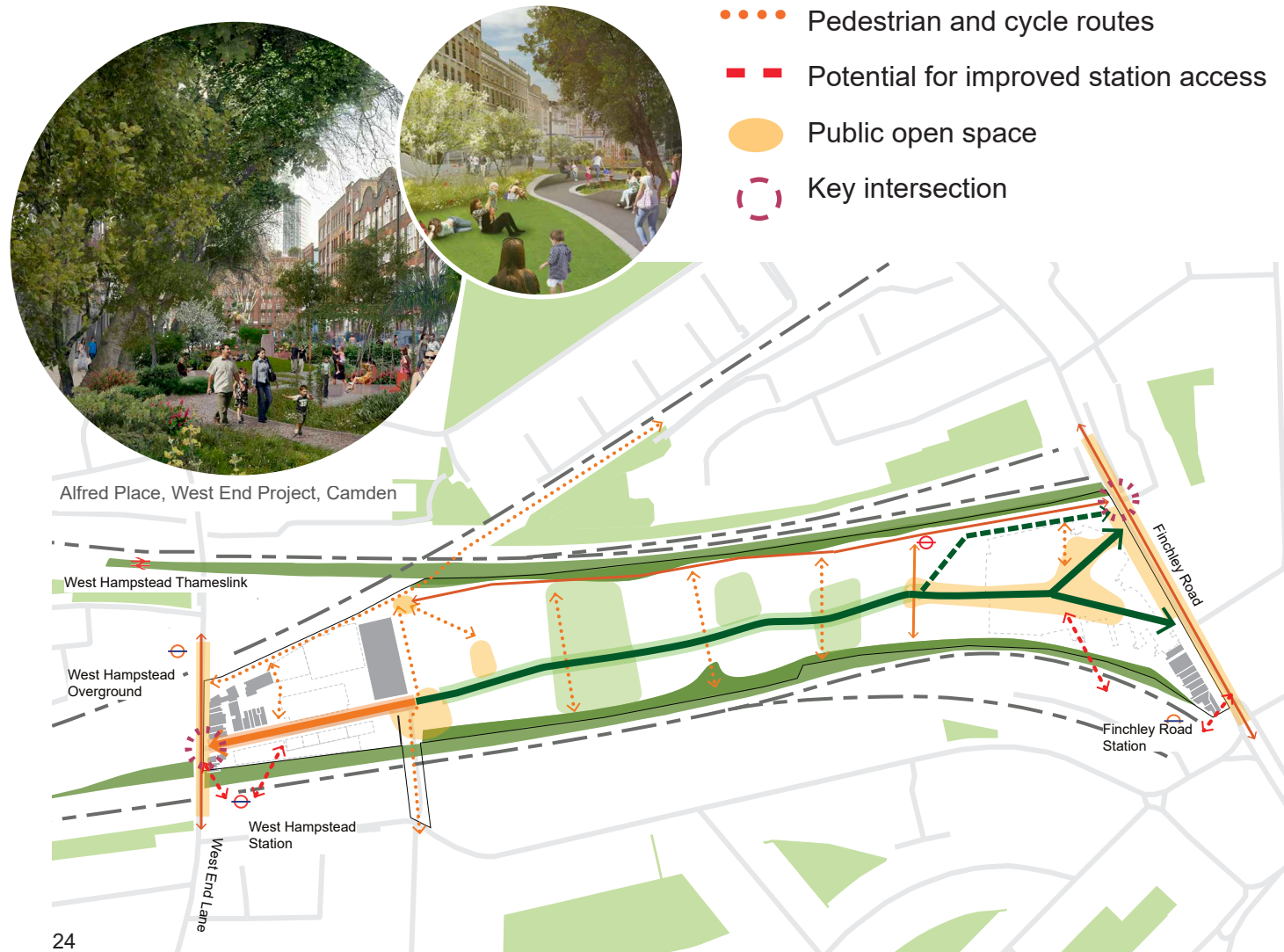
A DIFFERENT PACE

A NEW ROUTE CONNECTING FINCHLEY ROAD AND WEST END LANE

- Access through and around the SPD area should be improved with a futureproof masterplan for a network of permeable and pleasant routes and spaces that help connect new development(s) into the wider area
- A strong, convenient and direct east-west route linking Finchley Road into West End Lane should be created - this needs to be a generous, 24-hour, open, green, well-overlooked and inclusive “street” - but not for vehicles
- Main and secondary route(s) should provide an engaging, enjoyable and safe experience to encourage walking - with areas of different character and detail, punctuated with activation by different uses, spaces and passive surveillance (e.g. from shopfronts, windows, balconies, terraces and front doors)
- Route(s) designed for pedestrians and cyclists should have a clear purpose and, along with new public spaces, be sufficiently segregated from the potential noise, air quality and safety impacts of railways, servicing and other vehicle movements
- Non-vehicular routes should be designed in ways that pedestrians and cyclists can safely use together

KEY

- Existing building footprints
- New east west pedestrian and cycle route
- Alternative east west pedestrian and cycle route
- Vehicle, cycle and pedestrian streets
- Pedestrian and cycle routes
- Potential for improved station access
- Public open space
- Key intersection



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Illustrative drawing of routes

AN EVEN BETTER PUBLIC TRANSPORT NETWORK

- Productive relationships should be established with key transport stakeholders to identify potential impacts on transport network connectivity, accessibility and capacity to manage and address any significant increase in population
- Development should be used to provide better access to public transport networks through providing new routes and improving existing connections, the public realm and environment around transport facilities
- Opportunities to create step free access and station capacity enhancement at West Hampstead underground station needs to be explored and, where feasible and justifiable, be pursued to address the impacts of growth and potential demands generated by new development
- The feasibility of step-free enhancement and a potential new access into Finchley Road Underground Station through new development should also be explored, which should also consider the potential for improvement to the pedestrian connection and interchange with Finchley Road & Frognal Overground Station
- Cycle routes should be designed and located so that they integrate with existing and planned future local cycle networks and secure cycle storage facilities should be conveniently designed into the uses they serve
- Bus turnaround space and bus stands should be incorporated in a suitable location and high quality way as part of an integrated servicing and vehicle access strategy, that does not diminish the quality of routes, spaces and the public realm

REDUCE CARS AND CAR PARKING

- To meet Camden’s air quality, zero carbon and transport strategy objectives the dominance of car parking should be eliminated as far as possible and where “car free” is the starting point for new development
- The impacts of car parking should be designed out; not only by numbers, but physically and visually where any parking is subservient and does not compromise the quality of new development and a new place
- New development should facilitate reduced car use to support the shift to more sustainable modes of transport and a pedestrian focussed future; where priority is given to walking, cycling and public transport
- Conveniently and accessibly located parking and drop-down/pick-up facilities for people with disabilities and mobility issues should be provided

MINIMISE IMPACT OF SERVICING AND OPERATIONAL LAND

- Development should reduce, design out and “soften” the visual and physical impacts of transport infrastructure, servicing and operational land so that the quality of new development is not compromised and potential conflicts with pedestrians and cyclists are minimised
- Innovative and sustainable approaches to deliveries and servicing, waste, and facilities management are needed for future development and uses.



A MIX OF SPACES

A MIX OF SPACES

- Development should include a variety of publicly accessible and inclusive spaces with a range of sizes, forms and functions including an urban public space to the east and a large public green space to the west
- Spaces should be tailored through consultation to support new and existing communities and cater for all. From families to young and older people, they should offer different qualities such as tranquillity, spaces to socialise and nature and biodiversity
- Different types of spaces for young people of different age groups, from toddlers to teenagers, should be provided; ranging from play and games areas to spaces to eat, sit and relax
- New development will also require additional spaces and greening for new homes and other uses. Including gardens, courtyards, terraces, balconies and green roofs, these should provide communal spaces to encourage social interaction and reduce isolation and secure, overlooked spaces to enable children to play in safety
- Development creates the opportunity to strengthen existing biodiversity corridors along railways and improve railway edges through softening/greening, e.g. tree planting, living green walls, habitat creation, improved boundary treatments, community food growing (whilst retaining maintenance and emergency access)
- Site layouts and location of new buildings should be used to create and frame public open spaces in ways that the quality and inclusivity of public spaces are not compromised, e.g. where microclimate, design and dominance of buildings or proximity of windows could deter use of spaces, or make them feel private

KEY

- ■ ■ ■ New east west pedestrian and cycle route
- ● ● ● Alternative east west pedestrian and cycle route
- Public green open space
- Biodiversity corridors
- Public open space



ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT



A SUSTAINABLE AND RESILIENT PLACE

- A sustainable new place should be created with ambitious and innovative environmental and energy strategies, that is resilient to the challenge of climate change, responds to Camden's Climate Change Action Plan and contributes towards improving air quality and a zero carbon future
- Measures to tackle the sources of air pollution and improve air quality should be prioritised, including efficient delivery and servicing methods; switching to cleaner fuels and lower emission vehicles and through reduced car use with major development targeting World Health Organization air quality objectives
- Working as part of a green infrastructure network, sustainable drainage measures, e.g. trees and planting, green roofs, water features and rain gardens, should be used to make development resilient to flood risk, reduce pressure on the sewer network, and achieve zero surface water run-off using soil infiltration and rain and waste water recycling
- The feasibility of establishing a site wide zero emission energy strategy should be assessed, which maximises the use of secondary, waste and renewable heat to meet on-site energy demands
- Renewable onsite energy generation and energy efficiency should be maximised including optimising the potential for solar energy generation and managing solar gain and overheating risk through appropriate building orientations
- Proposals involving substantial demolition and reconstruction should be fully justified in terms of the consideration of feasible and viable alternatives and optimisation of resources and energy use, in comparison with existing buildings, through a whole life carbon assessment.
- Proposals which involve demolition of existing buildings and justified in supporting other planning objectives and public benefits should follow the Mayor of London's whole life carbon guidance and build in the key principles of a low carbon circular economy: to reclaim, recycle and reuse materials, minimise waste and divert waste from landfill and to utilise materials with low embodied carbon content
- Development should contribute further to circular economy principles, such as:
 - ◇ Creating a more liveable "15 minute" place- where the strengths and proximities of existing neighbourhoods are realised and where existing and new homes,shops, places to work and local facilities become closer to each other and more conveniently reached
 - ◇ Supporting the uses and social infrastructure where communities can access and take part in a sharing economy, including social enterprises, local production such as food growing (where food waste can be recycled as compost), and recycling/upcycling and repairing projects
- The design of homes and workplaces should be adaptable and support changing living and work patterns; from suitable external amenity spaces to high quality digital networks
- The sustainable movement of goods, materials and waste should be employed during both construction and operation of new buildings and uses, and the opportunities for utilising rail transport should be explored.

IMPLEMENTATION AND DELIVERY

- Design should be futureproof, enduring and flexible that can be adapted to respond to change and future needs
- Adjacent landowners should work collaboratively and co-operatively on common objectives and regeneration outcomes and to ensure that individual schemes or phases of a comprehensive masterplan do not prejudice or undermine the delivery of other schemes, benefits and associated improvements beyond individual site boundaries
- To assist in the achievement of the vision and objectives in this guidance and emerging policy, the Council would, in appropriate circumstances, consider the use of statutory powers, such as compulsory purchase and the over-riding of easements and other rights, where these may be necessary to deliver more publicly beneficial development.
- Development should be coordinated across ownerships and phased to minimise disruption to local communities and to sustain the occupation of buildings and provision of existing facilities and services for as long as possible. The interim relocation of uses planned to be reprovided within future phases of development, such as a supermarket or community space, may be necessary to support this principle
- Business continuity is encouraged as far as possible until comprehensive redevelopment comes forward and the temporary or “meanwhile” use of land and buildings of vacant buildings for appropriate cultural, leisure, business or retail activities to maintain activity during phased development would be supported
- Phases of comprehensive development should aim to stand by themselves as a coherent part of an emerging urban fabric
- Effective communication and engagement with existing and new residents and other specific groups such as young people throughout project development and construction phases will be needed. Construction Management Plans will be used to manage and mitigate the potential impacts of construction such as construction traffic, noise and dust, safety and hours of work



Skip Garden, King's Cross (Image: John Sturrock)
Provide places for the community to take ownership and access to nature through gardens, play areas and learning.

SECTION 106 (S106) AND COMMUNITY INFRASTRUCTURE LEVY PRIORITIES

The scope and nature of s106 obligations will depend on the scale and nature of development, however affordable housing will be a particularly high priority where housing proposals that meet relevant thresholds come forward and the Council expects developments to provide 60% of affordable housing as social-affordable rented housing and 40% as intermediate rent.

The Fortune Green and West Hampstead Neighbourhood Plan includes the following s106 and Community Infrastructure Levy (CIL) priorities of which Category A are identified as the most pressing. A number of these would be particularly relevant to major proposals in the SPD area depending on the impacts and needs generated by development and might also be sought and delivered as part of schemes themselves:

- Significant contributions to improvement of public transport facilities in the area, particularly West Hampstead's three stations – including lifts and more public space (though step free access and capacity enhancements have already been carried out at two of these).

- Contributions to the improvement and expansion of public facilities in the area.
- Contributions to improve educational facilities in the area, including nurseries.
- Improvements to the West End Lane retail area and the Mill Lane & Fortune Green neighbourhood centres, including street furniture, signs and pavements.
- Contributions to schemes providing more space for pedestrians and improving pavements to a high standard.
- Funding to improve existing paths and to provide new paths - including new bridges over railway lines.
- Additional bicycle routes and stands.
- Improvements to existing parks/green/open space and provision of new public green/open space.
- Funding for Friends of parks/cemetery groups.
- Additional tree planting.

Neighbourhood Plan - Table 3: Priorities for CIL Spending

CATEGORY A

Item	Objective/Policy/Recommendation
Pedestrian improvements in West Hampstead Growth Area	Objective 3 Policies 5, 6 & 9 Recommendations E&H
Improvements to the train stations in the Area (including the provision of new lifts & more public space in and around the stations); especially West Hampstead Underground station	Objective 3 Policy 9 Recommendation E
The provision of new green/open space	Objective 6 Policy 17 Recommendation J
The protection and enhancement of existing green/open space	Objective 6 Policies 16 & 17 Recommendation J
The protection of existing trees & the provision of new trees	Objective 6 Policy 18 Recommendation K
West Hampstead Growth Area masterplan	Recommendation C

CATEGORY B

Item	Objective/Policy/Recommendation
Improvements to existing footpath and the provision of new pedestrian routes (across the Neighbourhood Area)	Objective 3 Policy 9 Recommendations with Policy H
New pedestrian bridges over the railway lines	Objective 3 Policy 9
Improvements and alterations to Blackburn Road	Recommendation C
Contributions to support existing community centres & public facilities (including education & health); and to provide new facilities	Objective 4 Policies 10 & 11
Improvements to West Hampstead Town Centre	Objective 5 Policy 13



AREA AND SITE CONTEXT

SITE CONTEXT

4.1 Stretching between Finchley Road to the east and West End Lane to the west and created from (and shaped by) a railway and industrial legacy, the rear of the O2 Centre and adjacent sites sit as a significant and distinct island of land cut-off from largely residential areas to the north and south of railways and sitting between Finchley Road and West Hampstead town centres and neighbourhoods, each with their own distinct characters.

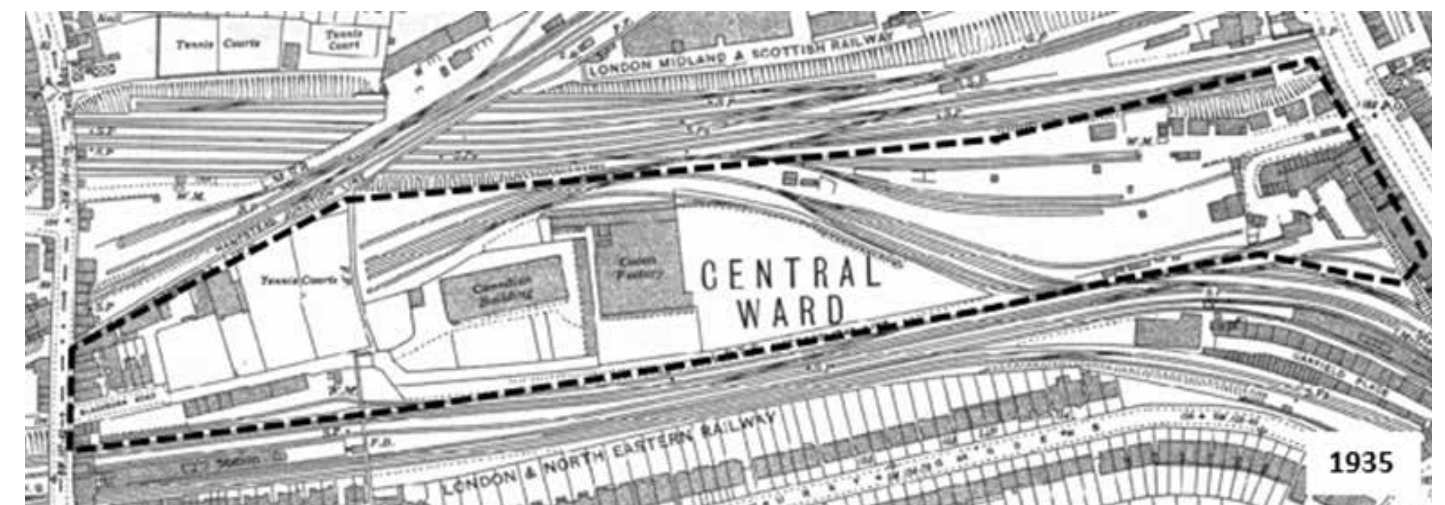
4.2 Following a variety of retail led proposals emerging in the 1980's, the O2 Centre, car park and adjoining retail warehouse (occupied by Homebase) were built in the late 1990s on former railway sidings and associated industrial land. Blackburn Road retains elements of the industrial legacy terminated abruptly at the end by car showroom sites built in the early 2000's to the rear of the O2 Centre land.

4.3 An overriding characteristic of the O2 and adjacent sites is the insular nature; in the middle of, but divorced from, well-established neighbourhoods. With a layout of large and predominantly low-rise buildings, sitting in parking and servicing dominated areas of land, the current uses are poorly integrated with the neighbouring areas of Finchley Road and West End Lane. This inefficient use of land and

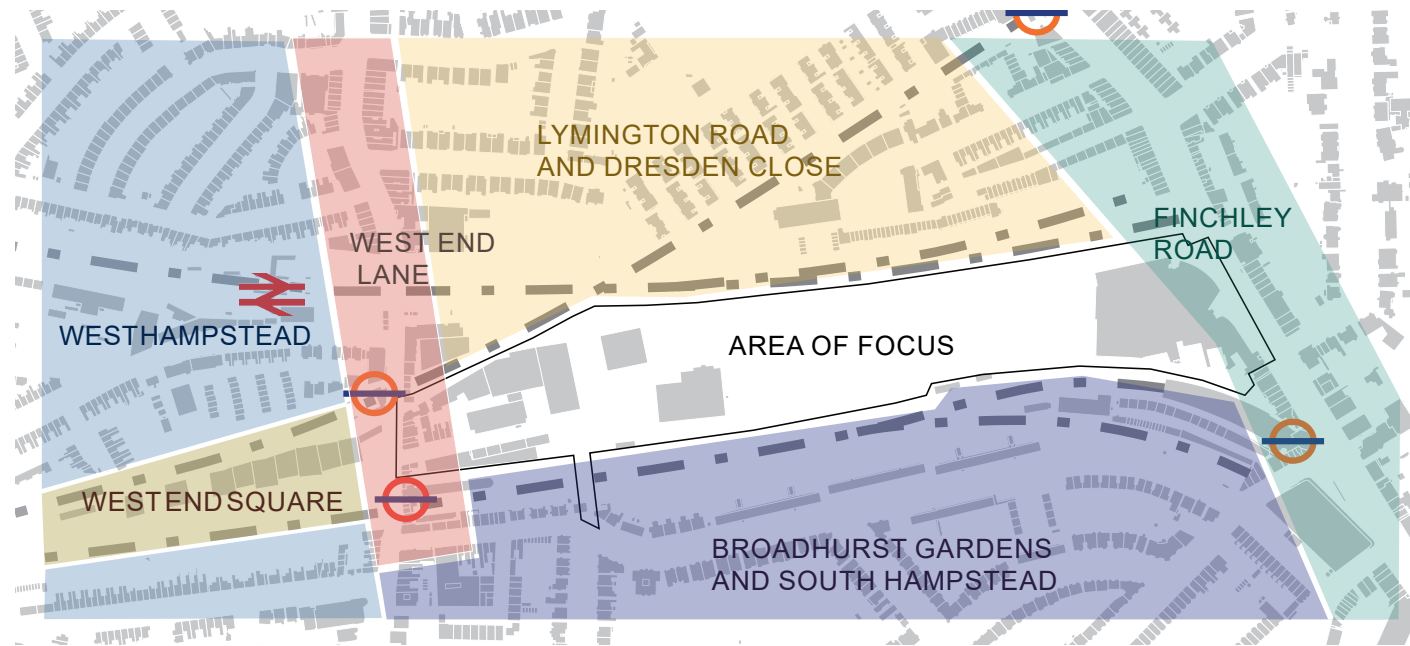
character is redolent of a suburban shopping centre and atypical for an inner London area like Camden. "Of its time", this creates both the need and the opportunities for fundamental and positive change, which responds to the character and nature of surrounding areas.

4.4 There is the opportunity to review the role of the O2 Centre in light of the challenges that are facing the retail and leisure sectors, including whether it would be beneficial for it to be redeveloped to create a more modern and attractive town centre "offer" in this location, including the type of replacement and new retail, eating and leisure uses that local people value and would want to use. We would therefore support ambitions to incorporate the centre itself into more comprehensive site proposals if this would help achieve better outcomes from higher quality redevelopment.

4.5 The following sections look at some of the key characteristics, features, and constraints that make up and contribute to the SPD area. These will influence and shape appropriate approaches for new development proposals to consider and identify the potential impacts and local needs that high quality design, new uses and improved infrastructure, alongside other relevant mitigation measures, should look to address.



AREA AND SITE ANALYSIS



Broadhurst Gardens and South Hampstead

- A strong contrast to the busy Finchley Road gives way to quieter streets and other residential neighbourhoods
- Canfield Place has an industrial mews character made up of small houses and businesses
- Broadhurst Gardens going west is characterised by its relationship to the railway running parallel to its north side with a green edge to part of the street before a section characterised by 1950s linear blocks of flats ("Broadfield"). The west end of Broadhurst Gardens is an extension of the small scale and independent retail character of West Hampstead town centre
- The wider South Hampstead conservation area is an example of the leafy Victorian and Edwardian suburb with generous tree lined streets and substantial houses and mansion blocks

Finchley Road

- Finchley Road is a more obviously metropolitan town centre, serving both local needs and a wider catchment
- Centred around, but dissected by, the busy A41 road corridor, the volume of traffic creates barriers to convenient movement and contributes to a less than attractive shopping and visitor environment
- Whilst vestiges of original Victorian/Edwardian parades remain, the character is more fragmented and diverse on the west side around Finchley Road and Frognal station and south from the O2 Centre towards Swiss Cottage – this encompasses inter-war and more recent development with larger shops and other uses, such as hotels and offices, in taller and larger scale buildings and a more diverse palette of materials
- The O2 Centre makes its own dominant impact in terms of massing and footprint, contrasting with the general character and local grain
- There are noticeable level changes either side of Finchley Road with land and markedly quieter residential streets (forming parts of Frognal and Fitzjohns conservation areas) rising eastwards towards Hampstead



Lymington Road and Dresden Close

- The more traditional character of Lymington Road gives way to the distinct linear layout of the 1980s Dresden Close estate
- More recent housing blocks and crescent terrace at Lithos Road highlight the challenges of being hemmed in by railway lines on either side, with Billy Fury Way being the only direct pedestrian route going west
- Rosemont Road connects east to Finchley Road and has an industrial mews feel, characterised by garages and small scale businesses below housing
- The railways and level changes have created embankments where mature greenery has been established and an area of the railside corridor is identified as part of a Site of Borough Grade I Importance for Nature Conservation



West End Lane

- West Hampstead town centre is characterised by its mainly small scale independent shops and businesses and Victorian and Edwardian flats and mansion blocks
- Character is distinguished by three separate train stations - which generate activity around the town centre, but create congestion on the relatively narrow street and pavements
- Noticeable difference in the qualities of the southern and northern sections of the shopping street - with a more fragmented appearance, generally poorer maintained properties and lower quality retail frontages around the stations and southern end
- The northern section of the street is more historically intact and has a more coherent appearance and "feel"
- Off West End Lane, Blackburn Road retains vestiges of an industrial past, but with fenced off car parking areas, storage yards and fencing to the railways, it is not a particularly inviting street, with an illegible route into the O2 Centre and towards Finchley Road



West Hampstead

- With West End Lane as its spine, the West End Green Conservation Area and adjacent residential areas around the town centre and moving into Fortune Green are strongly characterised by mainly Victorian and Edwardian terraced housing and mansion blocks



West End Square (Ballymore Development)

- This forms a mini-character zone with its set-back public space and perpendicular blocks, which pick up on the colour palette of local materials
- The layout and intensification on this comparable former railway land island site highlights the influence of adjacent railways in terms of design; illustrated, for example, through raised open spaces and relatively long, narrow and utilitarian one-sided linear access

Movement and Public Transport Connections

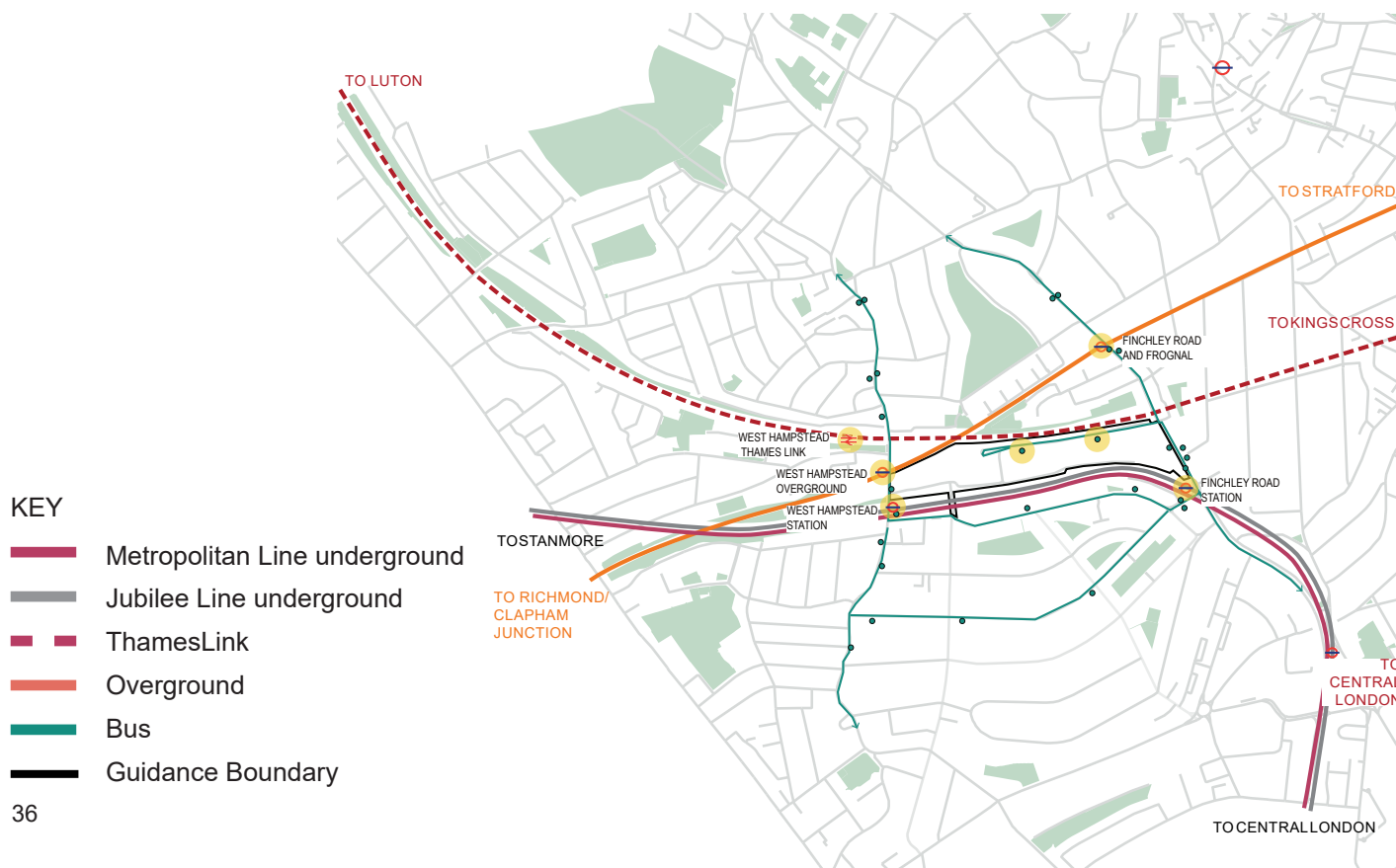
4.6 The area has enviable public transport connections (reflected in the generally high Public Transport Accessibility Levels across the area covered). With a number of local bus routes around West End Lane and Finchley Road (which also has national bus service stops), to the train and underground services connecting across London and beyond, including to Luton and Gatwick Airports, significant travel choices are available. Large numbers of people use the stations on a daily basis, either for starting or ending journeys or interchanging between the different services and destinations.

4.7 Future proposals with implications for the interchange include the West London Orbital route set out in the Mayors Transport Strategy, with further destinations to west London, and a new Thameslink station (Brent Cross West) serving the expansion of Brent Cross and associated redevelopment of the area. Whilst capacity and access improvements have taken place at the Thameslink and overground stations themselves, improved capacity and accessibility at West Hampstead Underground station is a very high local priority and TfL have

carried out initial feasibility work on options, which require more detailed assessments.

4.8 The quality of choices and environments for the pedestrian or cyclist are generally poorer. The relatively narrow nature of West End Lane sees busy periods of pedestrian and traffic congestion around the stations and crossings, warranting demands for a better public realm and safer, wider pavements. Finchley Road is a town centre divided by heavy north-south traffic flows and the junction and current entrance road into the SPD area are not pedestrian friendly and the location/environment of bus stops (routes 187 and 268) sit detached from main entrances.

4.9 The railways limit both north-south and east-west movement choices, with uninviting and unsafe railway paths and bridge (Granny Dripping Steps) to Broadhurst Gardens offering unattractive alternatives. The car showrooms at Blackburn Road and the O2 Centre car park and the lack of a clear and attractive route through compound the disconnection between what are relatively close town centres, neighbourhoods and transport networks.



Destinations: Local facilities and open space

4.10 Whilst there is a range of local community and social infrastructure in relatively close proximity and within the O2 Centre, a theme commonly revealed through community engagement, and expressed through the Neighbourhood Plan, is the concern about how growth places additional pressure on local services and resources.

4.11 This identifies the need to consider and, where appropriate, address the impacts on health, wellbeing and local facilities arising from major developments and an increased population. This includes re-providing community facilities when affected by proposals and improving and creating more accessible public open spaces (many designated local open spaces are private and/or inaccessible, and

green ecological corridors alongside railways serve a distinct biodiversity role). Also, to improve or provide the services and local infrastructure to support a growing and changing population, ranging from healthy and walkable streets and public transport accessibility; to energy generation and water supply and sewer capacity; to local health services

4.12 This access to local services is not solely limited to meeting increased demands, and which may need to involve and be delivered by other agencies, but also about enabling people to get to and use existing and potential new facilities and services in more convenient and accessible ways, and also having improved choices to remain in the area as household circumstances change.



Building Massing and Heights

4.13 The wider area around the main roads is broadly characterised by typically scaled Victorian and Edwardian housing in the form of terraces and flats above shops, and interspersed with more substantial mansion blocks. Larger scale buildings and increased heights are found around Finchley Road and Swiss Cottage. Examples of taller and differently scaled buildings in recent local developments include West Hampstead Square, the Nido student block at Blackburn Road and housing approved as part of the Kingsgate Primary School CIP scheme on Liddell Road. Whilst optimising the use of land is supported, these are not benchmarks, and designs should respond appropriately to their context.

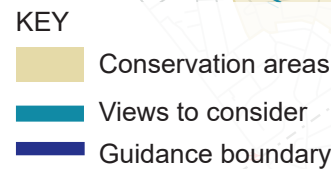
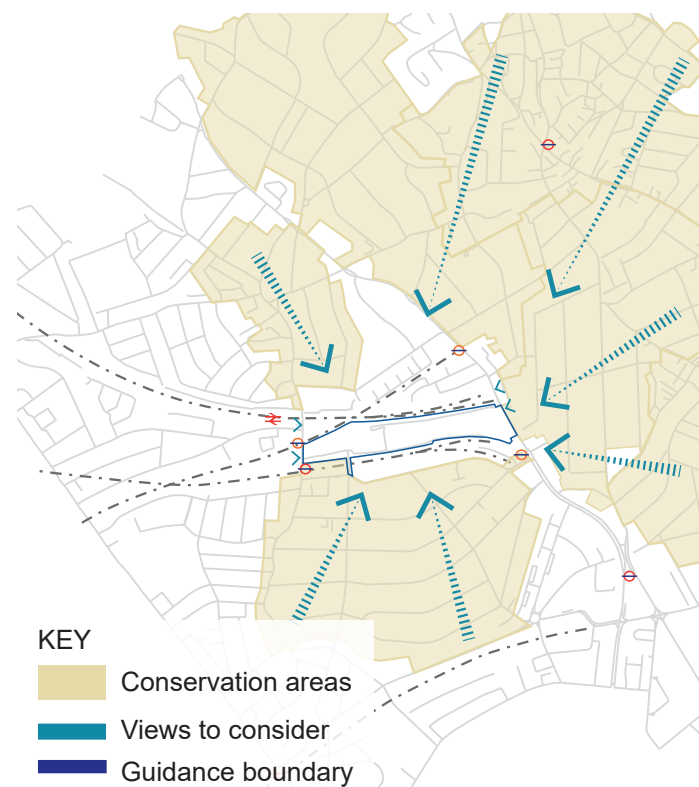
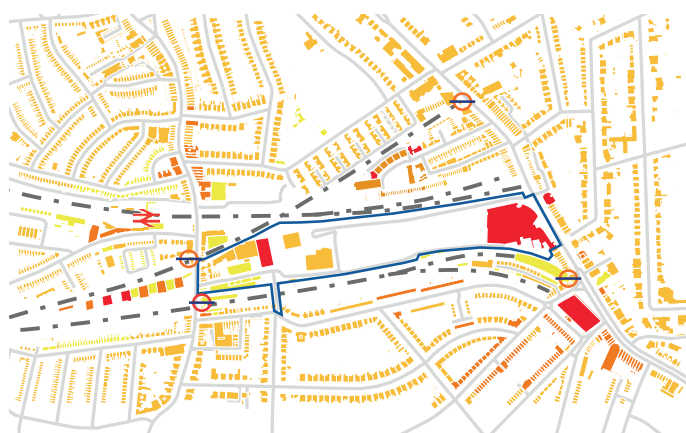
4.14 There are evident changes in levels across the wider area. From the middle of the current O2 site, land rises to the west and

north along West End Lane, sharply up to Finchley Road and then further to the north east (a difference of c. 38m over about 800m). With these changes in levels across the area generally, and across the area of focus, the topography will shape and influence the acceptability and potential scale and height of buildings and this will vary depending on their proposed siting, disposition (including orientation, form, proportion, skyline/roofscape and materials) and visual impact in identified longer and shorter views. These level changes will also have an impact on the approaches to improving accessibility and movement across the SPD area.

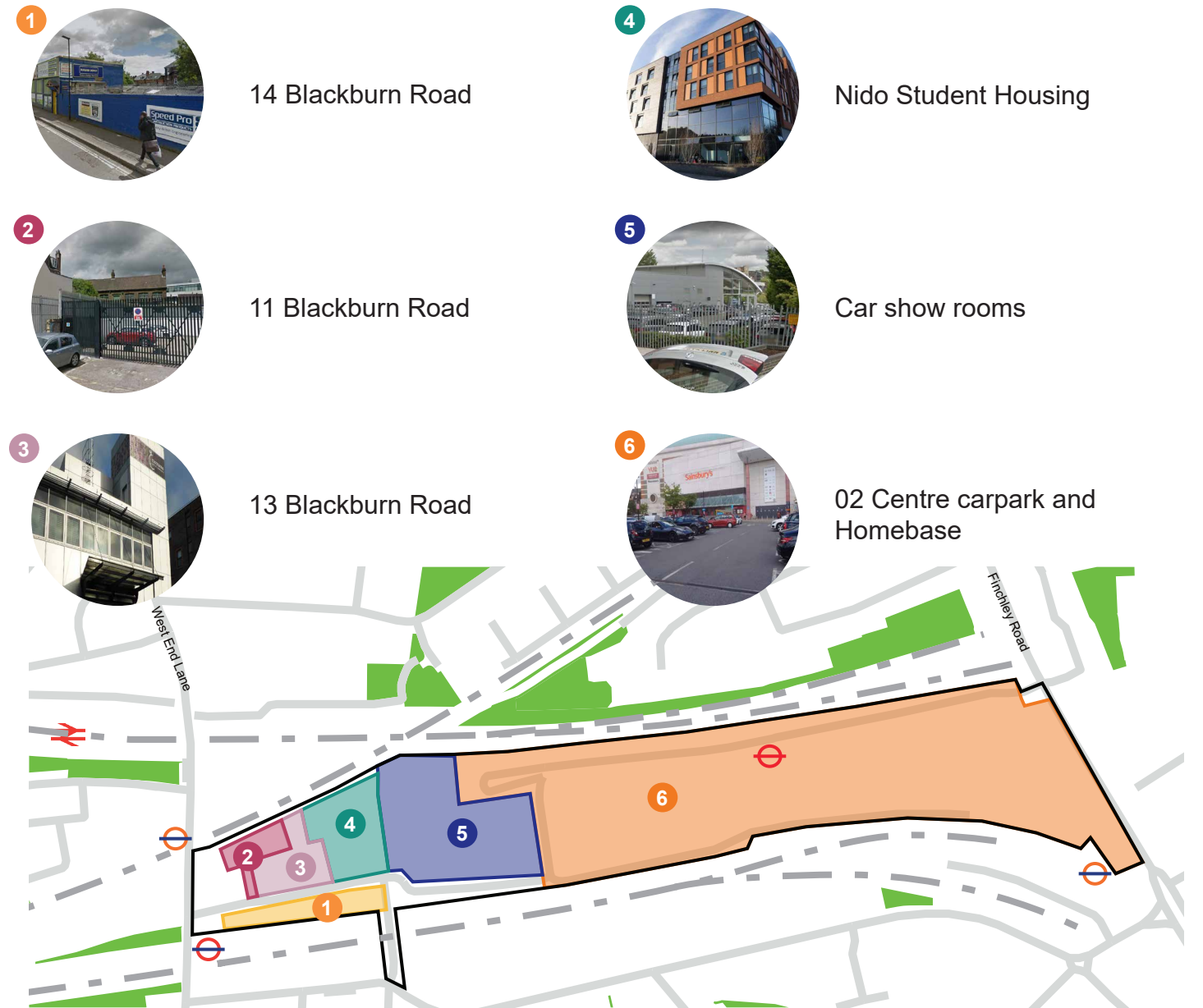
4.15 There are no strategic London viewing corridors affecting the area, however, depending on the nature and potential scale of proposed development, possible impacts in relation to conservation areas and significant local and wider views (e.g. from rising land to the north and north-east and elevated areas such as Primrose Hill and Hampstead Heath) may arise. These need to be considered and subject to more detailed assessment and testing.



Level Changes



Land Ownership



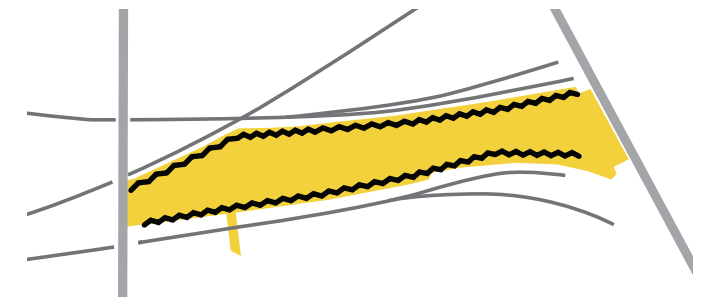
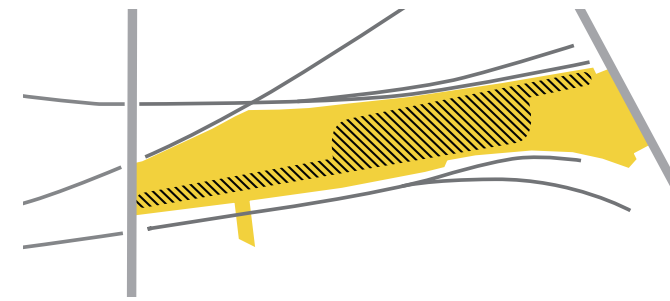
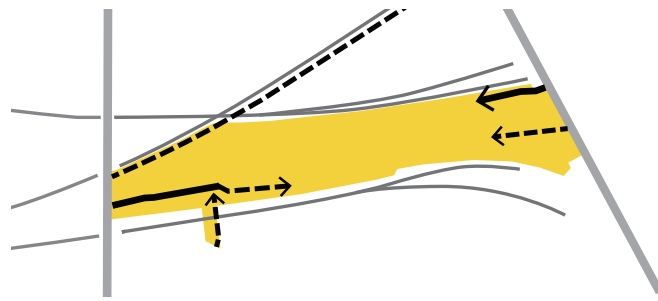
Site issues and constraints

4.16 The issues and constraints affecting the SPD area are various and evident; with extensive surface parking and a dominating service road, large low density retail warehouse and showrooms with blank and inactive public facing elevations; and hemmed in by railways and related infrastructure to the north and south requiring adequate maintenance access.

4.17 The general environment and quality of the public realm is poor and uninviting to the large residential catchment area surrounding the site. These conditions and characteristics add

up to form distinct physical and psychological barriers between town centres, neighbourhoods and public transport networks and the various local services and facilities that each can offer to residents, workers and shoppers, and create obstacles and disincentives to walking and cycling between them. Design teams will be challenged to come up with the necessary creative solutions needed to overcome these issues, so the expected high design quality of future proposals are not compromised, and positive change can be achieved.

Site Context and Constraints

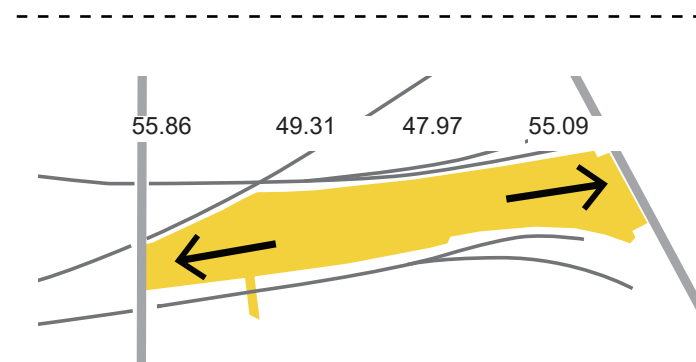


1. Poor access

- All existing routes to and through current sites have failings, with no clear, legible or attractive pedestrian routes, and need to be improved.
- The steep route from Finchley Road is the main vehicular way in or out of the area, but not designed with the pedestrian or cyclist in mind
- An internal route through the O2 Centre is limited to opening hours and involves wayfinding between different levels of the centre
- Other pedestrian and cycle routes to and through the area are in various ways unattractive, convoluted or feel unsafe, including the approach into and across the O2 car park via Blackburn Road from the west and railway path and “Granny Dripping Steps” bridge routes.

2. Rail Severance

- Railways to the north and south act as barriers segregating the area from its surroundings.
- Creates an “island site”



3. Change in levels

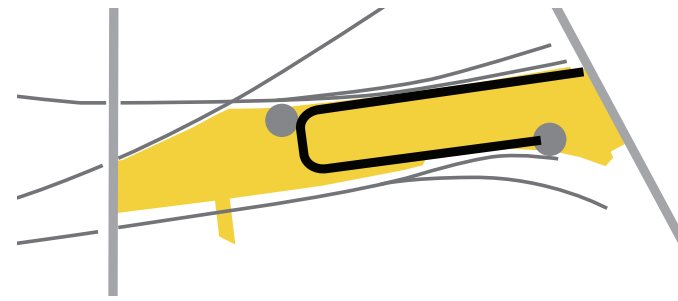
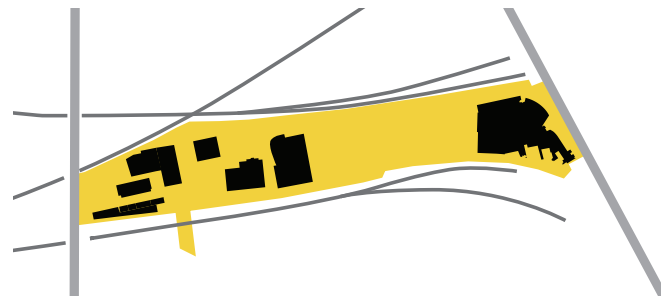
- A 7 metre level change between Finchley Road and West End lane levels to the lower level of the O2 car park
- Level changes create accessibility issues

4. Poor public realm

- Designed for and around the car, car parking and service vehicles
- Edges shaped by railway infrastructure and access requirements
- Utilitarian fencing and boundary and surface treatments
- Secondary and “back of house”- uninviting particularly from the west
- Could be vulnerable to anti-social behaviour

5. Railway access zones adjacent to rail tracks and below ground services

- Rail infrastructure places some restrictive/protective limits on the proximity, location and nature of development
- 6 metre exclusion zone to southern LUL operational land including tracks and sub-station and for development within 50 metres of TfL infrastructure details of proposed works must be provided to protect LUL infrastructure.
- A 15 metre zone to northern Network Rail operational land requires relevant consents for development in close proximity
- Access points required
- Underground sewer at north-east corner of O2 site and under/near Homebase will influence nature of buildings, other works and construction methods



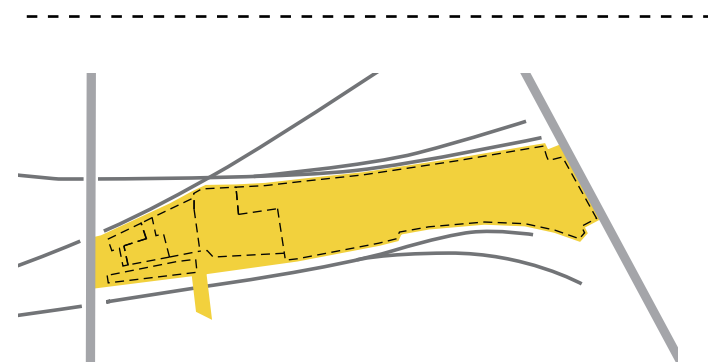
7. Servicing/bus turnaround

- Layout is vehicle dominated
- Lack of active edges and natural surveillance around the current service route and current uses generally - adding to the poor quality pedestrian environment
- Poor public realm around bus waiting areas that could be vulnerable to anti-social behaviour



6. History of adhoc development and poor design

- Location and size of car showrooms, Homebase and O2 centre buildings creates severance/barriers
- The dominance of parking and the prominence given to the car
- Large low density warehouses and showrooms with inactive frontages and edges
- Utilitarian and poorly maintained fencing, boundary and surface treatments including from Billy Fury Way at Nido student block and southern side of Blackburn Road
- Inactive and “back of house” feel of rear and side of O2



8. Title constraints and land ownership

- Any proposals which would require the O2 Centre being retained and/or remaining fully open and operational during future redevelopment could constrain the nature and extent of what could be a more ambitious, wide-ranging and successful development
- Landowners having differing objectives and timescales
- Parking requirements of existing shops and facility operators

A Changing context

4.18 The SPD area sits close to an area that has been seeing substantial change, where a considerable amount of development has taken place, been approved or is planned. It will be important to consider future development alongside these and other sites coming forward to ensure they work together to create the right balance of uses, connections and high quality urban design and architectural solutions to address current local issues and priorities.

4.19 Alongside the emerging Landsec proposals, other developments have been carried out or are proposed on Blackburn Road. This includes the Nido student housing block, which has approved plans to expand upwards and, with a poor ground floor interface and boundary treatment with Billy Fury Way, there is a real opportunity to improve this route and adjacent public realm. 11 Blackburn Road received planning permission for housing and offices/workshops (now expired) and the Clockwork Factory (former Asher House) was converted to flats under permitted development rights, but further proposals for these sites are coming forward.

4.20 This guidance is intended to support development and regeneration benefits being delivered in an optimal and comprehensive way, so that the mistakes of the past are avoided, where the quality and integration of connections, spaces and public realm around, within and through developments are not properly realised and evident through the SPD area.

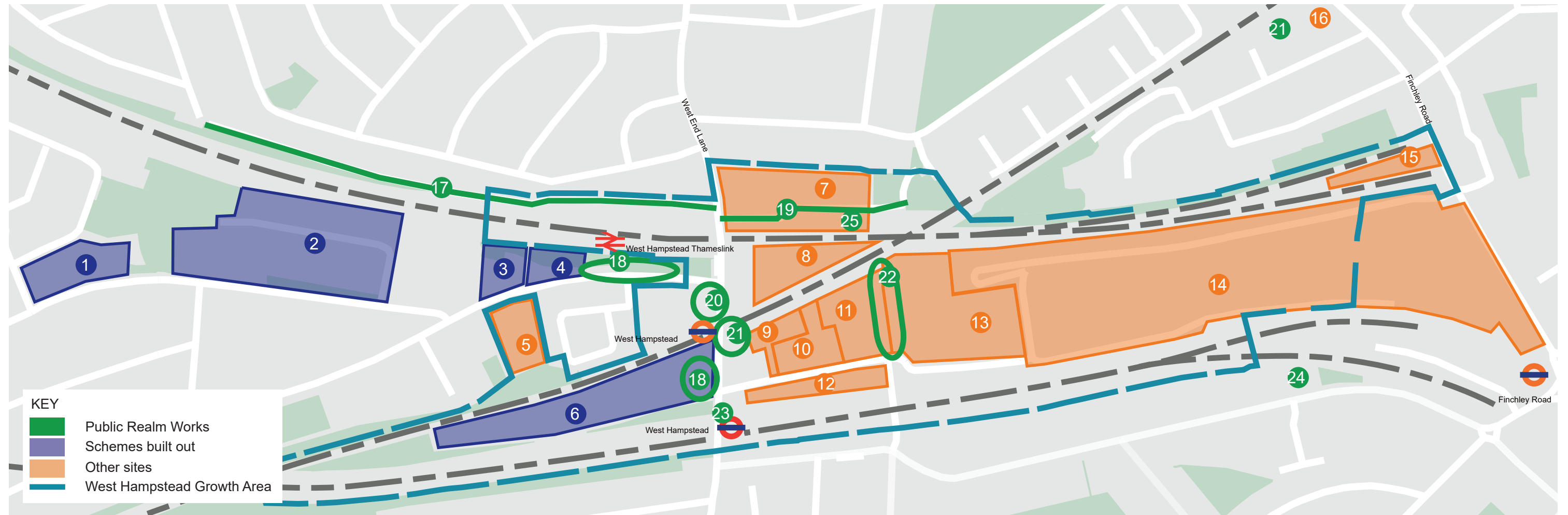
Given the issues piecemeal development can raise, redevelopment proposals for individual sites should demonstrate how requisite high quality and well-designed outcomes can still be delivered outside of a more “joined-up” approach.

4.21 Comprehensive redevelopment also opens up the opportunity and need to explore the potential for improved accessibility and capacity at nearby stations to address existing deficiencies, potential new demands and enhance travel choices, in particular West Hampstead underground station, This may identify more incremental interventions within an existing station such as a lift, but more significant intervention may be required, such as new entrance(s) and/or enlarged ticket halls. These should not be considered in isolation and how and where they could be incorporated needs to be considered as part of development proposals.



Proposed development at 156 West End Lane (Child Graddon Lewis)

Changing site context



Within and around the West Hampstead Growth Area development has taken place, been approved or is planned and helped to deliver the housing and jobs targets for the area.

- 1 65-67 Maygrove Road 'The Residence'**
91 homes (12 affordable)
- 2 Liddell Road**
106 homes (4 affordable) 3700sqm employment and new school
- 3 159 - 161 Iverson Road 'The Ivery'**
19 homes (4 affordable) small B1 space
- 4 163 Iverson Road 'The Central'**
36 homes (10 affordable)
- 5 Taveners Site, 188 Iverson Road**
Proposed site allocation
- 6 Ballymore 187-199 'West Hampstead Square'**
198 homes (53 affordable) 1357sqm commercial space

- 7 156 West End Lane**
180 homes (c.50% affordable by area) 1825 sqm commercial space and community space. Amended scheme granted permission
- 8 Rear of 148 - 152 West End Lane**
No current proposals. Potential site allocation
- 9 11 Blackburn Road**
6 homes and B1 space. Approved but not implemented. Proposed site allocation
- 10 Clockwork Factory, 13 Blackburn Road**
Converted to 29 homes (under permitted development) Proposed site allocation and current application
- 11 Nido, Blackburn Road**
Planning application to add extra floors approved
- 12 14 Blackburn Road**
14 homes, B1/B8 space. Approved but not built, included in O2 Centre site proposals
- 13 Car showrooms site**
Proposed site allocation included in O2 Centre site proposals

- 14 O2 Centre**
Current and proposed site allocation
- 15 Midland Crescent**
60 student units/9 homes, 757sqm commercial. Approved scheme not implemented
- 16 Finchley Road**
22 flats (2 affordable), flexible commercial unit. Under construction.

Public Realm Improvements

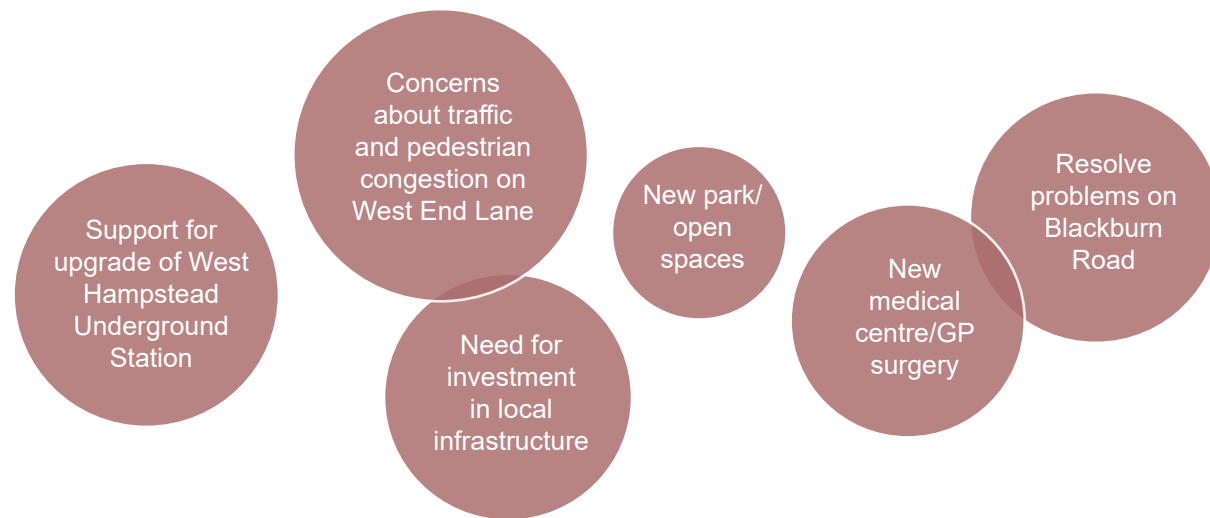
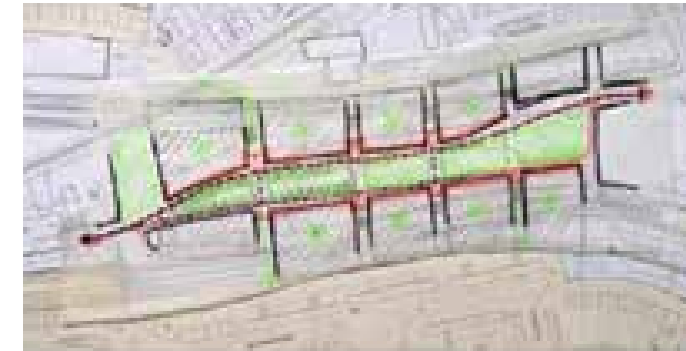
The kind of public realm and connectivity issues identified around the O2 site have been evident elsewhere around West End Lane and local pedestrian routes and public spaces where a number of improvements have been carried out or are planned (through different means and agencies)

- 17** Clearance and resurfacing of The Black Path

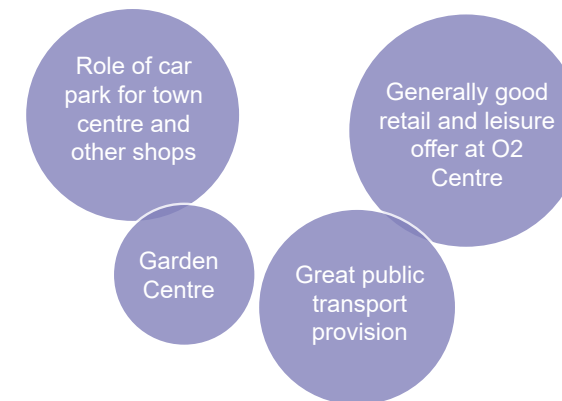
- 18** Footway widening and new public spaces at West Hampstead Square and Thameslink station
- 19** Potteries Path pedestrian route will be improved as part of the future redevelopment of 156 West End Lane
- 20** Improved accessibility and capacity at the Overground station.
- 21** Planned new steps/wider entrances to Billy Fury Way at West End Lane and Finchley Road ends
- 22** Improving the landscaping around the Nido student block on Blackburn Road
- 23** TfL have carried out feasibility work on options to improve West Hampstead underground station
- 24** Improvements to Broadhurst Gardens Open Space
- 25** New open space as part of future development of 156 West End Lane

PREVIOUS LOCAL ENGAGEMENT

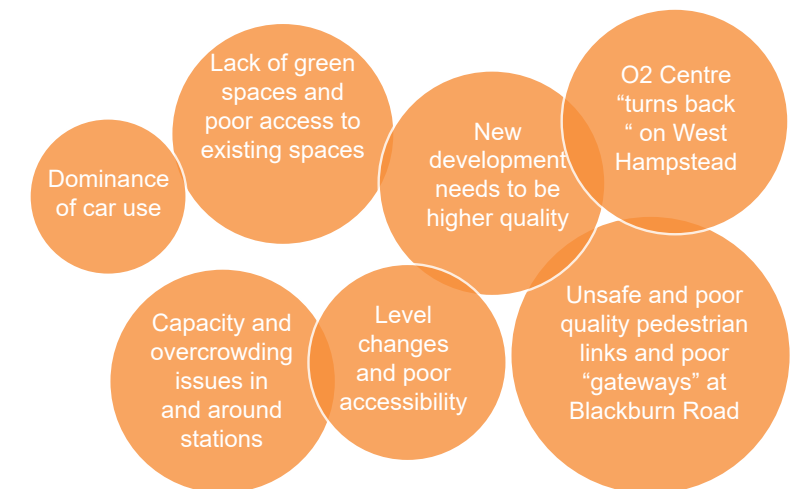
4.22 Prior to public consultation on this SPD, in anticipation of potential future development and planning guidance, the NDF carried out consultation at the local Jester Festival in July 2016, where local residents were engaged on the issues surrounding future development in the area. The subsequent consultation report detailed some of the main issues raised and suggestions summarised below:



Summary of strengths



Summary of weaknesses



Neighbourhood Workshop (November 2016)

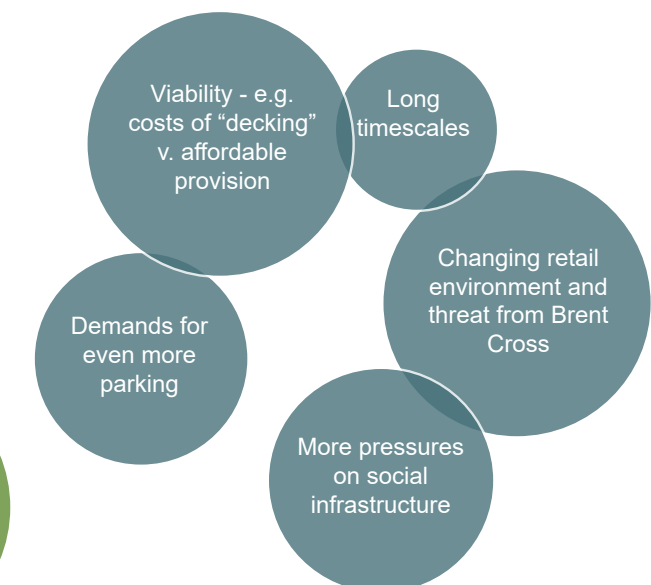
4.23 To take these issues further forward, and look at more specific aspects of potential redevelopment around the wider O2 site, the NDF organised a community workshop in November 2016 at Emmanuel School where participants, including Council officers, were asked to think about future development scenarios and ideas for the O2 site. Whilst occurring a few years ago, the workshop feedback report still provides useful background to take into account in considering development options. It provides a relevant context to local issues and concerns as well as identifying opportunities and ideas around

future redevelopment also summarised here. Reflected in more recent consultations, where the potential benefits of high quality redevelopment may be recognised, concerns about local impacts remain, such as pressures on community infrastructure and transport capacity and the need for accessible green spaces. Informal consultation took place with the NDF and WHAT (West Hampstead Amenity & Transport) during the initial drafting of this guidance and taken into account in preparing it as an SPD.

Summary of Opportunities



Summary of threats



POLICY CONTEXT

4.24 There is a broad array of policy documents, providing both strategic and more detailed and specific policies, guidance, standards and aspirations that need to be considered for major new development, ranging from affordable housing requirements to sustainable design. It is not intended that these guidelines duplicate or set out all the potential policies and standards that might be applicable to development in the area covered by this SPD. Instead, in view of the particular characteristics of the SPD area, its immediate context and issues identified through

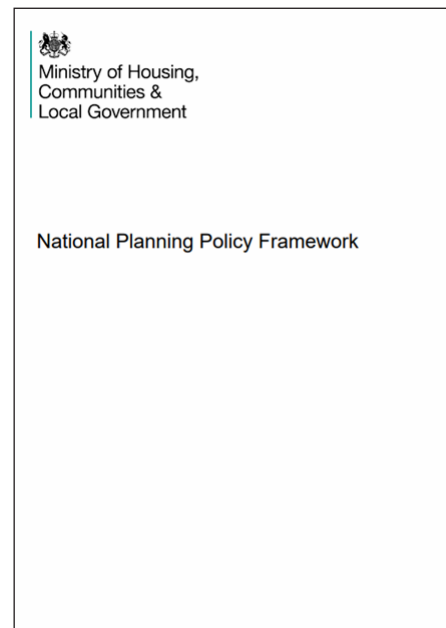
previous local engagement, and what we hope redevelopment can achieve, we have looked at this policy context to identify some relevant and common overarching themes and priorities, which have informed this guidance's objectives and principles.

4.25 Nevertheless, new major development will also need to take account of all relevant policies and associated guidance outlined below (and links to these and other documents are provided on p.55).

National Planning Policy Framework (NPPF)

4.26 The NPPF (July 2021) sets out the Government's planning policy framework which local authorities and developers need to take into account in preparing plans and policies, in coming forward with acceptable schemes and in assessing development proposals. Promoting sustainable development, which meets economic, social and environmental objectives, the framework gives significant emphasis to the role of design and states the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve (Paragraph 126). It goes on to state that development that is not well designed should be refused (Paragraph 134).

4.27 In particular it promotes the more effective use of under-utilised land in meeting the need for more homes and for other uses (Paragraph 119) and the creation of healthy, inclusive and safe places through mixed use developments, strong neighbourhood centres and street layouts that allow for easy walking and cycle connections (Paragraph 92). Also that the opportunities to promote walking, cycling and public transport use are identified and pursued (Paragraph 104).



New London Plan

4.28 The more detailed policies of the New London Plan (March 2021) are underpinned by the key themes and objectives of the "Good Growth" agenda, principally addressing London's pressing housing needs, with also a strong focus on economic growth, supporting more inclusive and balanced communities and addressing health inequalities.

4.29 It identifies the Swiss Cottage/Finchley Road town centre (which extends into the West Hampstead Growth Area) as having high residential growth potential and, with West Hampstead town centre (with medium residential growth potential), forms part of an identified strategic area for regeneration. In these areas especially, the plan (Policy SD10) says development proposals should contribute

to regeneration by tackling inequalities and the environmental, economic and social barriers that affect the lives of people.

4.30 There is an emphasis on making more effective use of land, with the promotion of design led approaches to intensification, and links between optimising densities and good public transport accessibility and infrastructure capacity. In line with the policies, major new development should also be conceived to support the plan's "Urban greening" and "Healthy Streets" objectives. These focus on tackling air quality, creating more inclusive and healthier environments and delivering the design quality and patterns of land use and measures, where "car free" is the starting point for new development, and more trips happen by foot, cycle or public transport.

Our Camden Plan

4.31 Camden is committed, in its adopted Camden Plan and Camden 2025 ambitions, to put health and wellbeing at the forefront of all that it does (and this is reflected in other important strategies such as the Climate Action Plan, Transport Strategy and Air Quality Action Plan which also need to be taken into account). This includes creating clean, vibrant, safe and sustainable environments, including the streets and the spaces, which can promote active travel and physical activity; and as set out in Our Camden Plan:

- Walking, cycling and public transport will be the easiest and best ways to get around the Borough
- No one should experience poor health as a result of the air they breathe

- Building and development in the borough contributes to making Camden open, accessible and attractive for everyone
- Green spaces, streets, housing estates and other public spaces are clean, attractive and safe, and that residents, visitors and businesses are actively involved in contributing to this.

3.32 Desired outcomes include creating the conditions that support good health and tackle health inequalities, including the walkable neighbourhoods, environments and facilities which encourage social interaction.

Local Plan and Local Plan Designations

4.33 As outlined at paragraph 2.2 Camden's Local Plan (2017) identifies West Hampstead Interchange as one of the areas where most significant growth is expected to be concentrated (Policy G1) and seeks to ensure that development is supported by necessary infrastructure and maximises the opportunities and benefits for the local and surrounding communities.






4.34 The Council expects developments in the area to be consistent with the area priorities and principles set out in the plan (p. 32-33) and outlined previously, where improving public transport provision and movement around the area is a key objective.

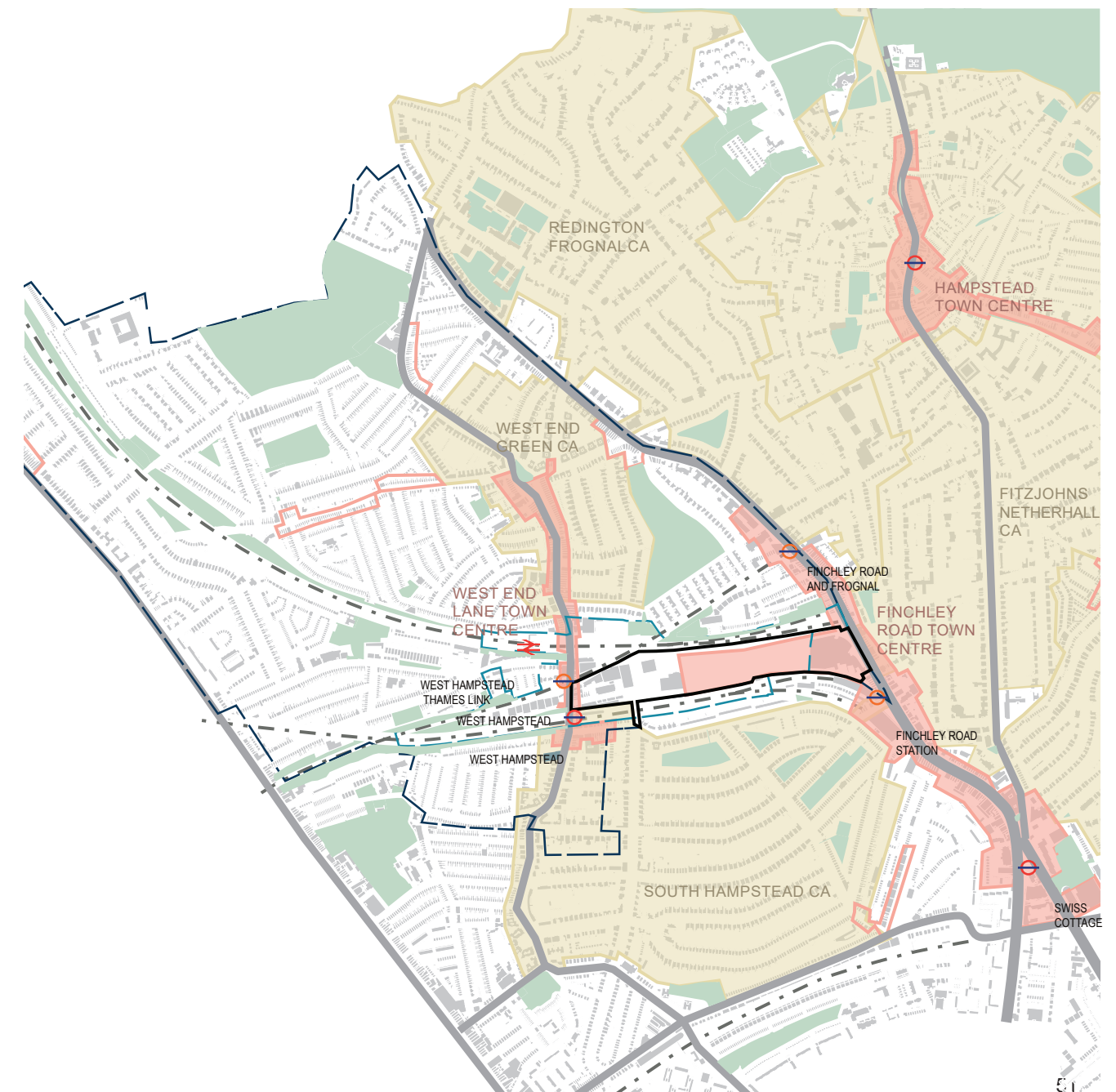
4.35 As well as being a designated Growth Area, West Hampstead and Finchley Road/ Swiss Cottage are also designated town centres. Similarly expected to contribute towards growth, policies (TC1, 2, 4 and 5) support the enhancement of centres to improve their role, functions and character, including providing the variety and choice to help keep them vibrant and attractive shopping and working destinations and this embraces smaller and independent premises and businesses.

4.36 Since the adoption of the Local Plan the future of high streets and town centres have continued to be subject of much debate. They are having to adapt and respond positively to the continuing challenges of changes in consumer behaviour, the economic and social impacts of the Covid pandemic and its longer-term repercussions, and changes to the use classes order and permitted development rights introduced by the Government.

4.37 These areas are also next to, and include, existing residential communities and heritage assets such as conservation areas. New development, as well as being encouraged to make more effective use of land at appropriate densities and provide the appropriate balance of uses that can help meet local needs, must also take account of the more specific local, and often complex and sensitive, contexts and interfaces.

KEY

-  Conservation Areas
-  Town Centres
-  Designated Open Space
-  Neighbourhood Centres
-  Fortune Green and West Hampstead Neighbourhood Plan
-  West Hampstead Growth Area
-  Guidance Boundary



Site Allocations Development Plan Document

4.38 The Council's adopted Site Allocations Development Plan Document (2013) includes site guidance (Site 29: O2 Centre car park), which supports a housing led redevelopment and also highlights the other expectations for major development, which are still broadly relevant and reflected in more recent policies and the aspirations of this guidance:

An appropriate town centre mixed use development including housing, retail, community uses and open space

Development will be expected to:

- Optimise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Ensure retail provision is appropriate in scale and would enhance Finchley Road Town Centre and not detrimentally affect West Hampstead Town Centre
- Provide appropriate community facilities or services to meet residents needs
- Provide open spaces on site appropriate to the scale and nature of development proposed
- Positively contribute to and integrate with streetscape and interchange improvements along West End Lane
- Improve existing pedestrian conditions and provide legible and improved pedestrian / cycle links (including provision of cycle parking) between West End Lane and Finchley Road through new landscaping and good design, and introduce north-south pedestrian links
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

4.39 A new Site Allocations Local Plan (SALP) is being prepared. Following a "call for sites" for potential development sites to be identified in 2018, the wider O2 site and sites on Blackburn Road were put forward by their owners and public consultation on the first draft SALP took place in early 2020.

4.40 The draft plan stated that "Redevelopment within the growth area as a whole provides an opportunity to enhance the area and address key issues of poor movement and integration with surrounding communities, as well as providing community uses and improved open spaces, making more efficient and better designed use of Camden's limited land" and sets out a number of policy objectives for development across the growth area (Draft Policy WHI1).

4.41 It more specifically proposed the allocation of the O2 Centre, Homebase, car park and adjacent sites (Draft Policy WHI2) "for comprehensive residential led redevelopment that provides a mix of uses including permanent self-contained homes, complementary commercial and town centre uses including retail and health/community facilities". It also proposed some more site specific development requirements including creating a direct, safe and accessible east-west route as part of a more walkable neighbourhood and identified the opportunity to provide a new health facility. Draft guidance was also included for 13 Blackburn Road (Draft Policy WHI13).

4.42 The wide ranging responses from the initial consultation will inform the further review of the proposed policies and guidance and a revised SALP is planned to be produced later in 2021, with formal examination during 2022.

Neighbourhood Plans

4.43 The Fortune Green and West Hampstead Neighbourhood Plan was adopted in September 2015 and the neighbourhood boundary includes the area covered by this guidance. In line with the previous London Plan and Local Development Framework, Policy 4 promotes the West Hampstead Growth Area for a mix of uses, including new housing, employment, town centre and public/community uses and sets out priorities for development across the growth area.

4.44 The plan also includes a number of more detailed policies and aspirations applicable to specific sites including the O2 Centre car park (B8), where it recognises the opportunities for significant redevelopment of the site and sets out further considerations:

- The primary use should be for additional housing, including affordable housing
- Additional business, commercial and retail uses are also required
- The height, bulk and massing of any new buildings will be an important issue. Any new development will need to respect, and be sensitive to, the height of existing buildings in their vicinity and setting (see Policy 2).
- Any new development should also seek to be of the highest quality design and in full accord with Policy 2 of the Plan.
- Development should contribute to improvements to the public transport infrastructure of the immediate area. In particular this should include improvements and capacity expansion at the Underground stations at Finchley Road and West Hampstead (see Policy 6) - such as lifts and second entrances at both stations.
- The site will also need to accommodate new green/open space. This could include: a linear park and/or a new streetscape; a children's playground; green walls and green roofs; improved landscaping of the site; and a significant number of new trees.
- Development should seek to provide space for community facilities. One possibility is

the provision of a new primary care health facility, incorporating a GP surgery and dentist surgery (see E4).

- There is a need for improvements to the currently unattractive public realm on and around the site.
- Development should provide improved, safe, and well lit pedestrian and cycle links between West End Lane and Finchley Road.
- There is an opportunity to investigate opportunities for a new north-south pedestrian link, including new crossings over the railway lines.
- As the site has excellent public transport links, all residential development on this site should be classified as car-free

4.45 The plan further identifies local concerns about Blackburn Road (B9) and the scope to improve the public realm – to reduce the impacts of traffic and parking congestion, to provide a more welcoming street environment, and to give priority to pedestrians and cyclists as part of a wider scheme for a traffic-free route between West End Lane and the O2 Centre/ Finchley Road.

4.46 The plan also states that any development on or close to Blackburn Road should similarly contribute towards infrastructure improvements, such as public transport facilities (in particular West Hampstead Underground station); new green/open space; new trees; an improved public realm and streetscape; and to local community facilities. The Plan also sets out some more specific priorities for sites on Blackburn Road, including no.'s. 13 (Clockwork Factory) and 14 Blackburn Road.

4.47 The adopted Redington Froggnal Neighbourhood Plan (2021) covers an area to the east of the SPD area. The neighbourhood includes a stretch of Finchley Road opposite the O2 Centre frontage and one of the plans stated aims is the enhancement of the environment of Finchley Road.

Other planning guidance and requirements

4.48 The Council has a number of other documents that provide advice and guidance on how planning policies will be applied for certain topics or areas. Whilst these will have some weight as material considerations in planning decision-making they do not have the same weight as adopted development plan documents, but they are important in interpreting and elaborating on adopted policies and other requirements. Whilst many will be applicable in assessing proposals the most relevant for major redevelopment here will be:

4.49 A number of other relevant and important minimum requirements for new development and new uses will be set out in other regulations and guidance such as Building Regulations, for example in relation to accessible housing and energy efficiency, and BREEAM (Building Research Establishment Environmental Assessment Method) which is used to assess the sustainability of non-residential proposals.

Camden Planning Guidance (CPG)

- Access for All CPG - March 2019
- Air Quality CPG - January 2021
- Amenity CPG - January 2021
- Biodiversity CPG - March 2018
- Community uses, leisure and pubs CPG - January 2021
- Design CPG - January 2021
- Developer Contributions CPG - March 2019
- Digital Infrastructure CPG - March 2018
- Employment sites and business premises CPG - January 2021
- Energy efficiency and adaptation CPG - January 2021
- Housing CPG - January 2021
- Planning for health and wellbeing CPG - January 2021
- Public open space CPG - January 2021
- Town centres and retail CPG - January 2021
- Transport CPG - January 2021
- Water and flooding CPG - March 2019

Conservation Area Appraisals and Management Strategies:

- Fitzsjohns and Netherhall Conservation Area (2001)
- Redington and Frognal Conservation Area (2003)
- South Hampstead Conservation Area (2011)
- West End Green Conservation Area (2011)

LINKS TO DOCUMENTS

London Plan:

<https://www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan/publication-london-plan>

Camden Planning Policy Documents:

<https://www.camden.gov.uk/planning-policy>

Camden Local Plan (2017):

<https://www.camden.gov.uk/local-plan-documents>

Current Site Allocations Plan (2013):

<https://www.camden.gov.uk/local-plan-documents#sbhm>

New Draft Site Allocations Plan (2020):

<https://www.camden.gov.uk/draft-site-allocations-consultation>

Neighbourhood Forum and Neighbourhood Plan(2015):

<http://www.ndpwesthampstead.org.uk/> and

<https://www.camden.gov.uk/web/guest/fortune-green-and-west-hampstead-neighbourhood-forum>

NDF and LB Camden Community Workshop Report (2016):

http://www.ndpwesthampstead.org.uk/5WHGA_WorkshopReport_Jan17.pdf

Camden Planning Guidance:

<https://www.camden.gov.uk/planning-policy-documents>

