

# West Hampstead and O2 Centre

December 2018



- Context
- Proposed Guidance
- Next Steps

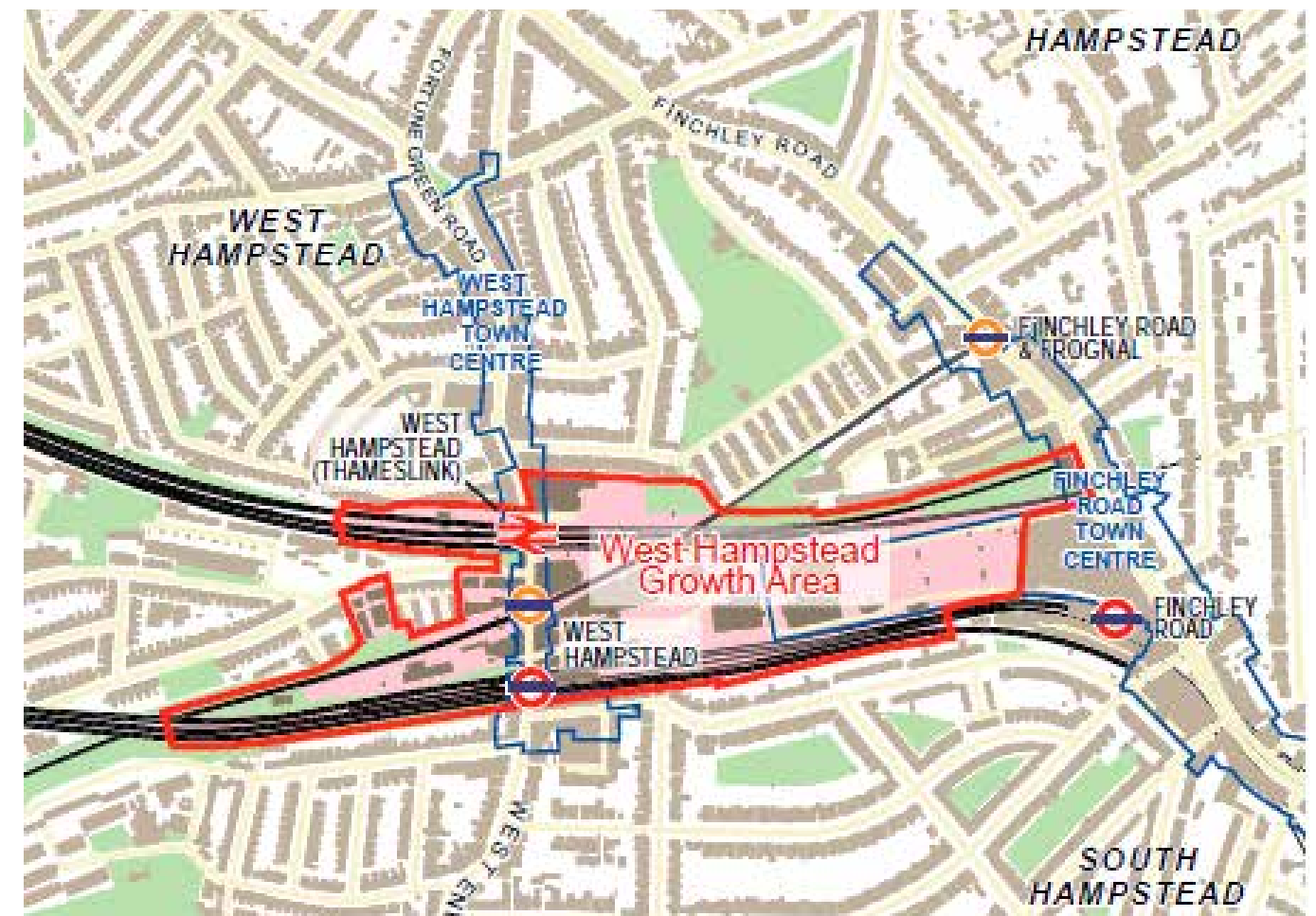


An aerial photograph of a city street grid, likely Camden, New Jersey, showing a dense pattern of streets and buildings. The word "Context" is overlaid in the center in a large, black, serif font.

# Context



- London Plan Intensification Area since 2008 (but not in new draft plan)
- Local Plan “ Growth Area” – where most significant development will happen
- O2 Centre car park allocated for development (Site Allocations 2013)
- Neighbourhood Plan adopted in 2015
- Previous Neighbourhood Forum engagement on potential guidance (2016)
- Owner (Landsec) now bringing forward plans
- Other potential developments on Blackburn Road



### London Plan targets for Camden's growth areas

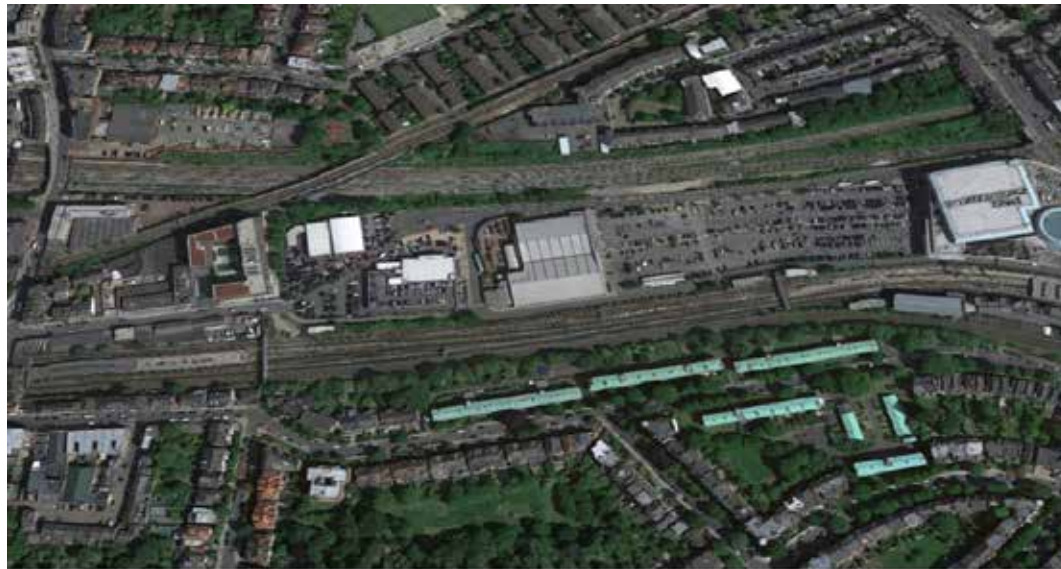
	Minimum homes 2011-2031	Indicative jobs 2011- 2031
<b>Opportunity Areas</b>		
King's Cross	1,900	25,000
Euston	2,800 - 3,800	7,700 - 14,100
Tottenham Court Road (part in Westminster)	500	5,000
<b>Areas for Intensification</b>		
Holborn	200	2,000
West Hampstead Interchange	800	100

# Background



## In anticipation some engagement has already happened:

- Jester Festival – July 2016
- Joint NDF/Camden Workshop – November 2016



**WEST HAMPSTEAD GROWTH AREA PLANNING WORKSHOP, NOVEMBER 2016  
SUMMARY REPORT**



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2. Background
3. Design brief
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5. SWOT analysis
6. Proposals
7. Conclusions & next steps

### Appendices

- A Workshop flyer and agenda
- B List of attendees
- C Presentation by the NDF
- D Presentation by LBC
- E Sources of information
- F Selection of sketches produced at the workshop
- G Base maps

## Opportunities identified through engagement:

- Provide accessible, conveniently located new public green space
- Encourage people to walk between West End Lane and Finchley Rd to access shops, but also relieve pressure on West Hampstead underground station
- O2 could be made much more attractive for shoppers / visitors walking / cycling from West Hampstead
- Open up new entrances to both West Hampstead and Finchley Road underground stations from the site
- Provide a new GP surgery (with 24/7 access) to respond to demand
- Tidy up Blackburn Rd
- Provide more family homes to address the increasingly transient nature of local population
- If Homebase goes seek opportunity to re-provide garden centre, combined with public space and café
- Provide flexible start-up employment space combined with other community uses
- Provide mixed uses on ground floors throughout
- Community led housing development (especially for social housing)
- Improve and open up the back façade of the O2 Centre
- Improve service access to O2 Centre (so it does not have to loop around the entire site).

## Context for guidance



## Group 4 Sketches



### Option A

Wider central strip of development also comprising a garden square with residential and community facilities around it in the western half of the site, and more commercial, car parking and some residential development around a commercial square at the eastern end of the site, in front of the O2 Centre.



### Option B

Similar to Option A but with a much larger green space in the centre.



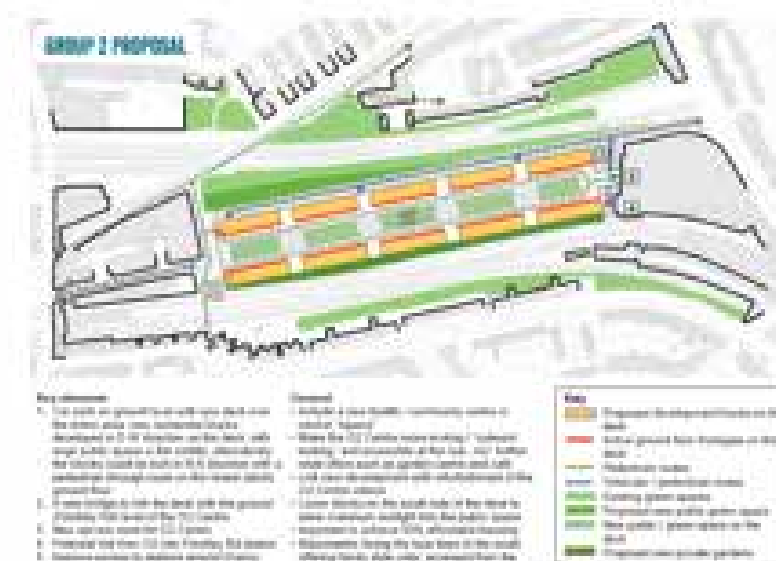
### Option C

Central linear green strip, with developments either side extending over the railway lines at different levels, with pedestrian links between the new blocks linking the green strip with the existing green spaces and residential areas to the north and south of the site.



### Option D (preferred)

See description in Section 6.





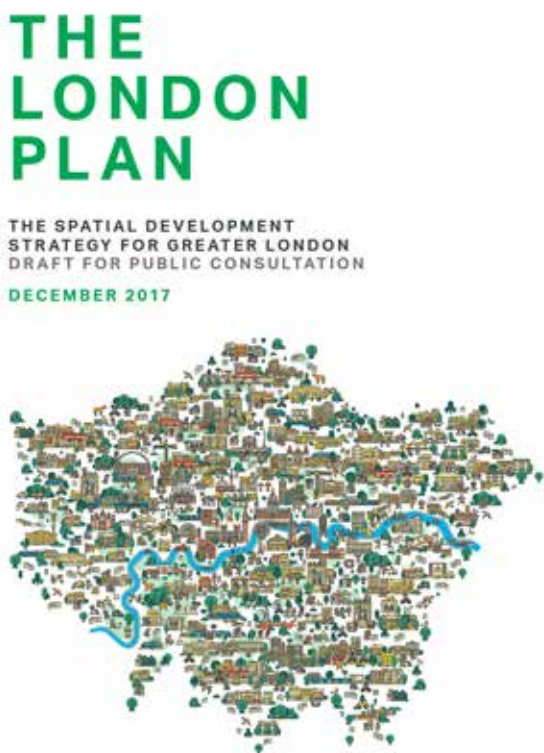
## Summary of opportunities



# Draft Vision



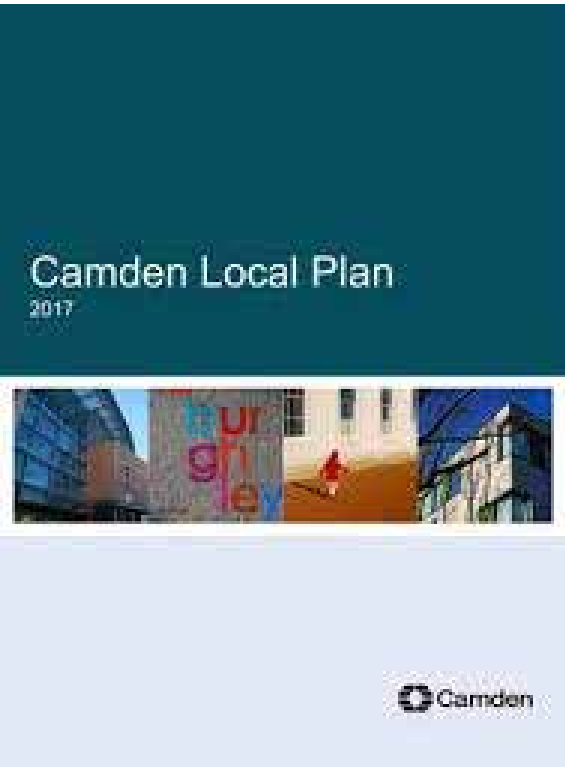
Draft London Plan



Camden 2025 and Camden Plan



Camden Local Plan



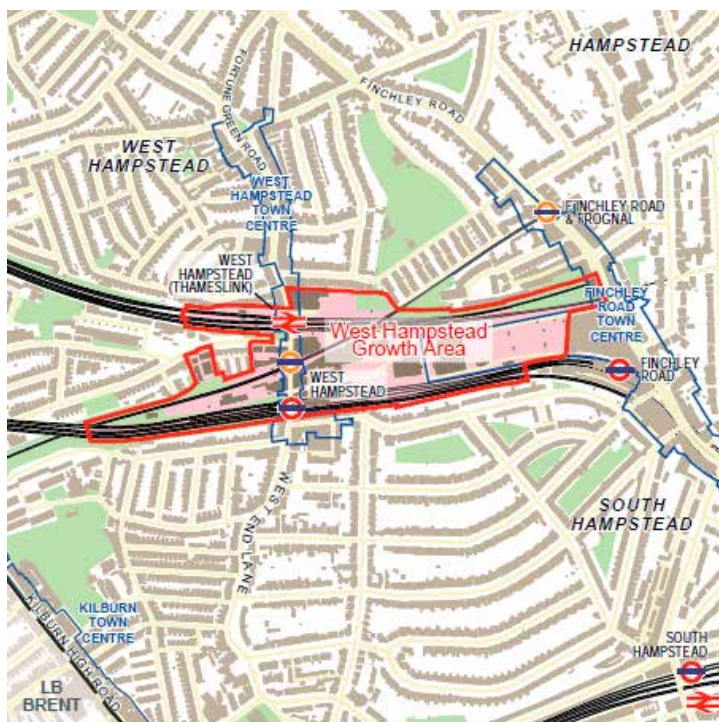
Neighbourhood Plan



Site Allocations







**West Hampstead Interchange- 800 homes and 100 jobs (minimum)** The Council will require development to be consistent with the area priorities and principles - improving the public transport provision and movement around the area is a key objective.

The Council expects developments in the area to contribute to:

- **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; and decentralised energy networks

# Camden Local Plan objectives



## FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

Adopted by Camden Council September 2015



### RECOMMENDATION C

Camden Council should bring forward for consultation proposals for the future of Blackburn Road - with the aim of providing a significantly *improved public realm, giving greater priority for pedestrians and cyclists, and providing an improved car-free link between West End Lane and Finchley Road.*

- **Transport:** new development should contribute towards significant improvements to the public transport facilities in the Area - particularly the need for the stations in the Area to cope with increasing passenger numbers (see Policy 5&6 and recommendations).
- **Pedestrians & cyclists:** development shall also provide a high quality public realm with wide, open spaces for pedestrians - as well as space for cyclists (see Policies 8 & 9).

### B8. O2 Centre car park.

e) Development of the site 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...

...h) There is a need for improvements to the currently unattractive public realm on and around the site.

i) Development should provide improved, safe, and well lit pedestrian and cycle links between West End Lane and Finchley Road.

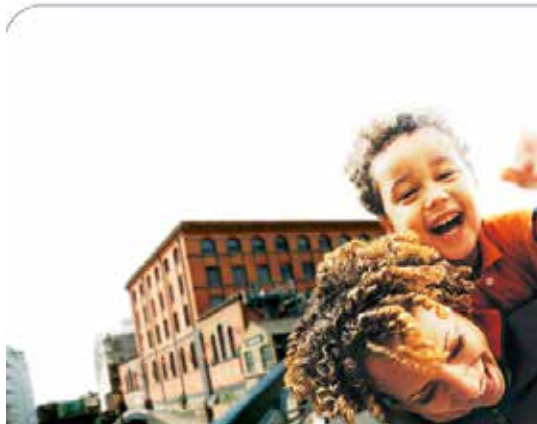
j) There is an opportunity to investigate opportunities for a new north-south pedestrian link, including new crossings over the railway lines.

k) As the site has excellent public transport links, all residential development on this site should be classified as car-free, in accordance with CCS.

### B9. Blackburn Road.

...widespread concern about the street environment of Blackburn Road, with complaints about litter, dumping and a perception that it was a neglected and unsafe area. As such, there is considerable scope to improve the public realm in this area – and to provide a more welcoming street environment, particularly for pedestrians and cyclists.... the preferred approach would be for a route giving priority to pedestrians and cyclists - as part of a wider scheme to provide an improved traffic-free route between West End Lane and the O2 Centre/Finchley Road....





## Site 29: O2 Centre Car Park



Copyright Geo Perspective

### **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

# Site Allocations



# Proposed Guidance



- Not a statutory plan for wider growth area – focussed on O2 Centre and Blackburn Road
- Complement existing policies/new site allocations guidance
- To put in place interim guidance asap for O2 discussions
- Focussed on some key design principles/objectives
- Informal Guidance for other planning application(s)
- Involvement of Neighbourhood Forum - 'sign up' by NDF ; and other stakeholders will give some weight



Proposed guidance





To Hampstead

Fortune Green

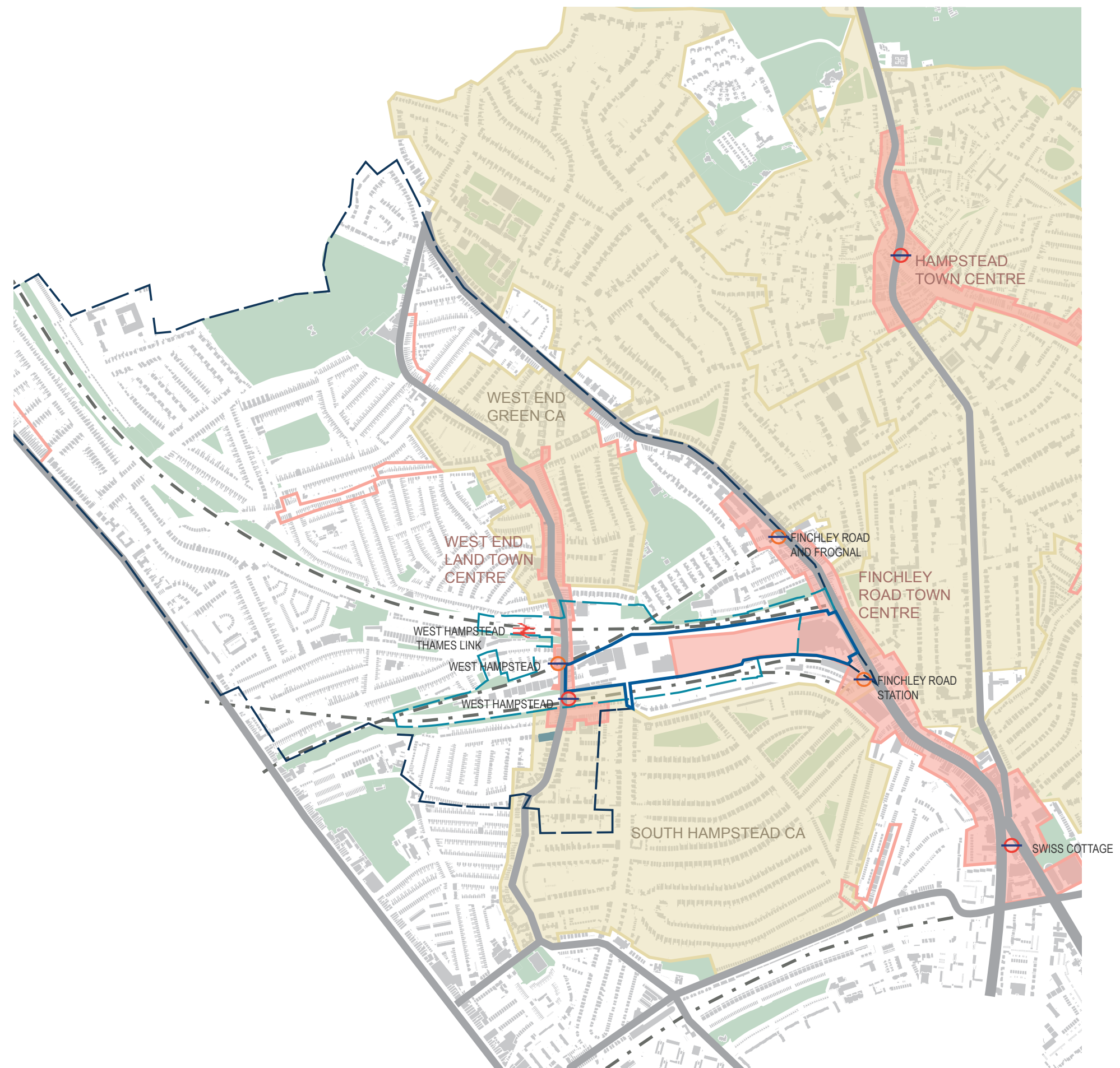
West End Lane

Finchley Road

South Hampstead

Swiss Cottage





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

# Planning designations

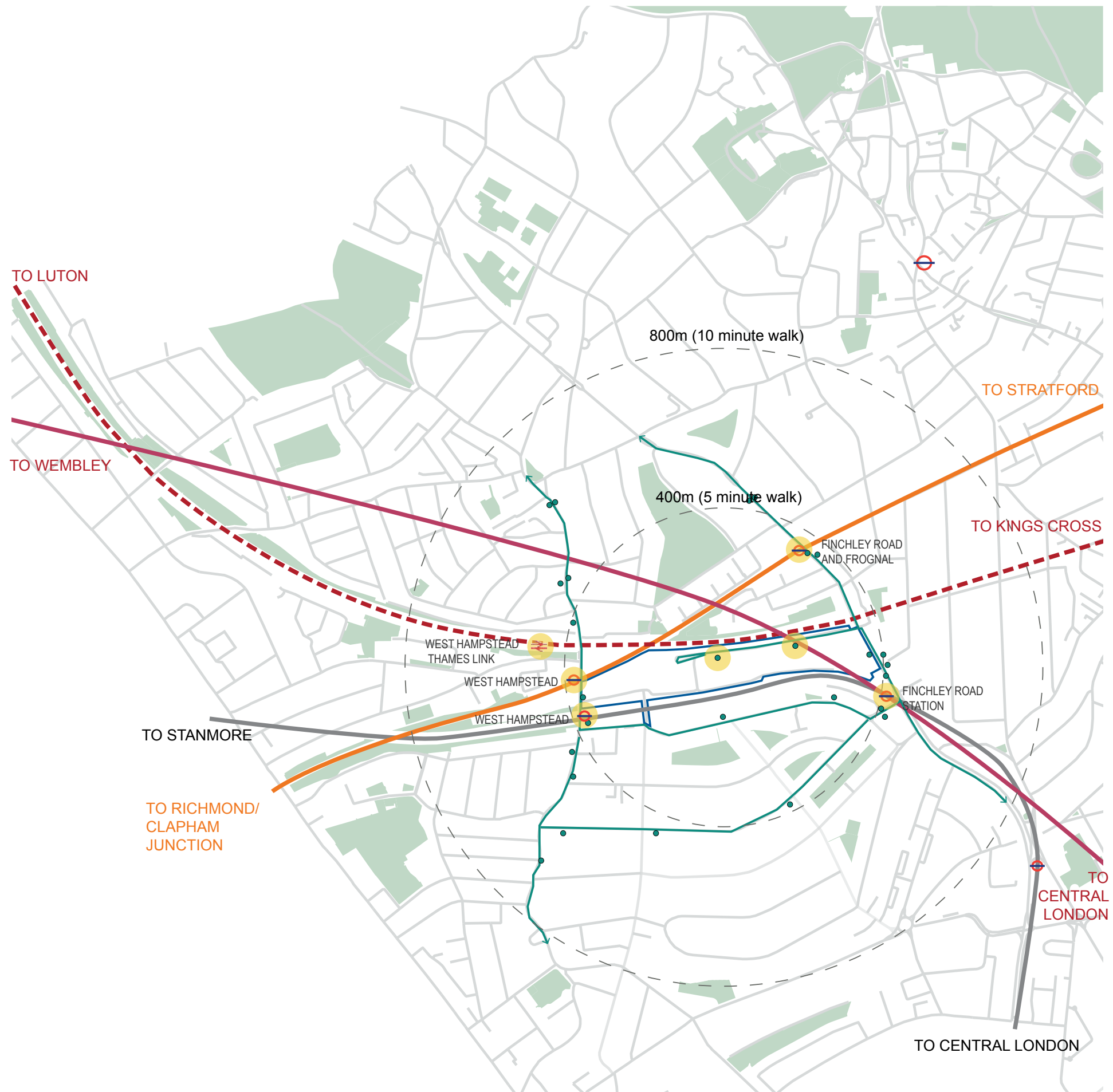




- Town Centres
- Schools
- Community facilities
- Health facilities
- Train Stations
- Guidance Boundary

# Key destinations





- Metropolitan Line underground
- Jubilee Line underground
- ThamesLink
- Overground
- Bus
- Guidance Boundary

# Great transport accessibility



- 1 Hampstead & Cumberland Clubs  
Sports grounds in private ownership.



- 2 Crown Close Open Space  
Children's play area and small park.





- 3 Broadhurst Gardens  
Children's play area and small park



- 4 Green Corridors along railway lines (SINC)  
Biodiversity Corridors

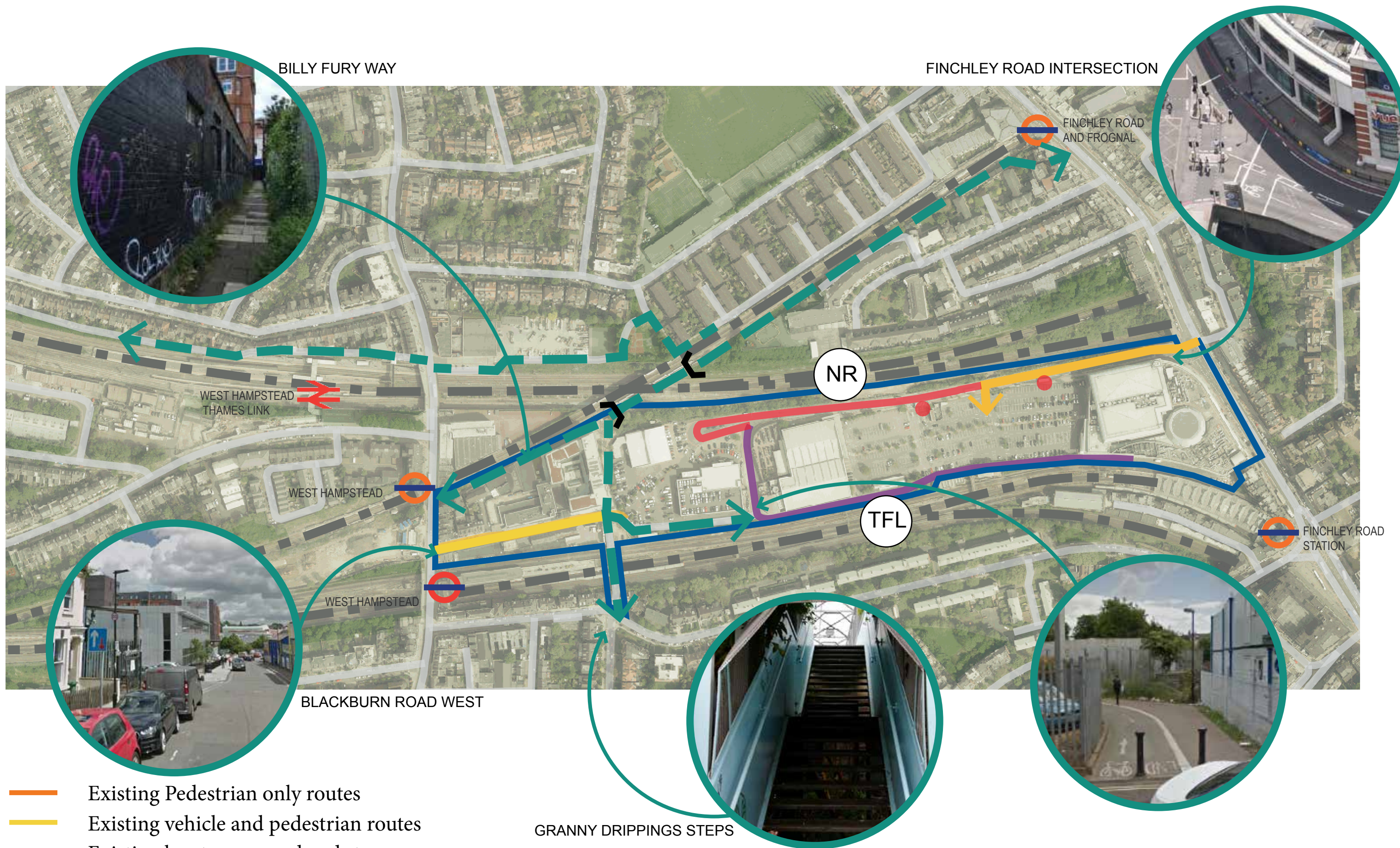


 Open space  
 Guidance Boundary



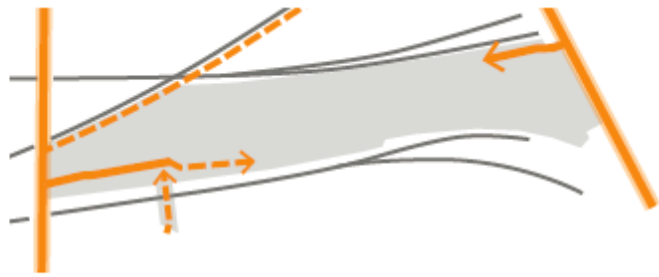
# Open Space



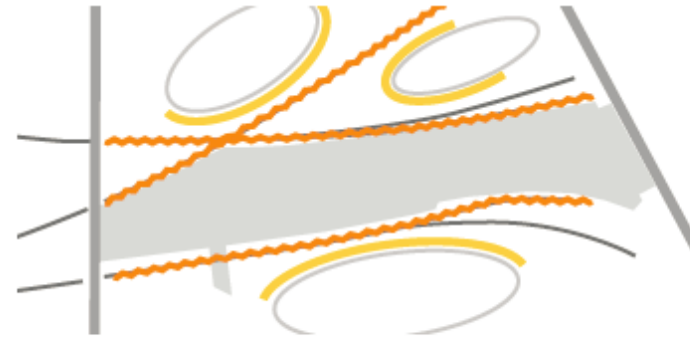


# Existing environment





1. POOR ACCESS



2. RAIL SEVERANCE



5. HISTORY OF ADHOC DEVELOPMENT



6. TITLE CONSTRAINTS

....AND POOR DESIGN QUALITY

- Siting of car showrooms— creating severance/barriers
- Large low density warehouses and showrooms with inactive frontages
- Utilitarian and poorly maintained fencing and boundary and surface treatments (including from Billy Fury Way at Nido student block)
- Rear and side of O2 - secondary and "back of house"- uninviting and unwelcoming

....AND LAND OWNERSHIPS

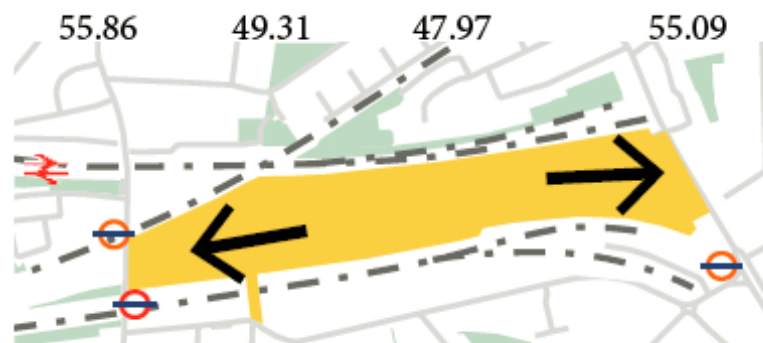
- The need for the O2 Centre to remain open and operational during any future redevelopment
- Landowners having differing objectives and timescales
- FURTHER TEXT TO BE ADDED



3. SERVICING/BUS TURNAROUND



4. POOR PUBLIC REALM



CHANGE IN LEVELS ACCROSS SITE

Also Underground sewer



NO BUILD ZONE ADJACENT TO RAIL TRACKS

# Constraints

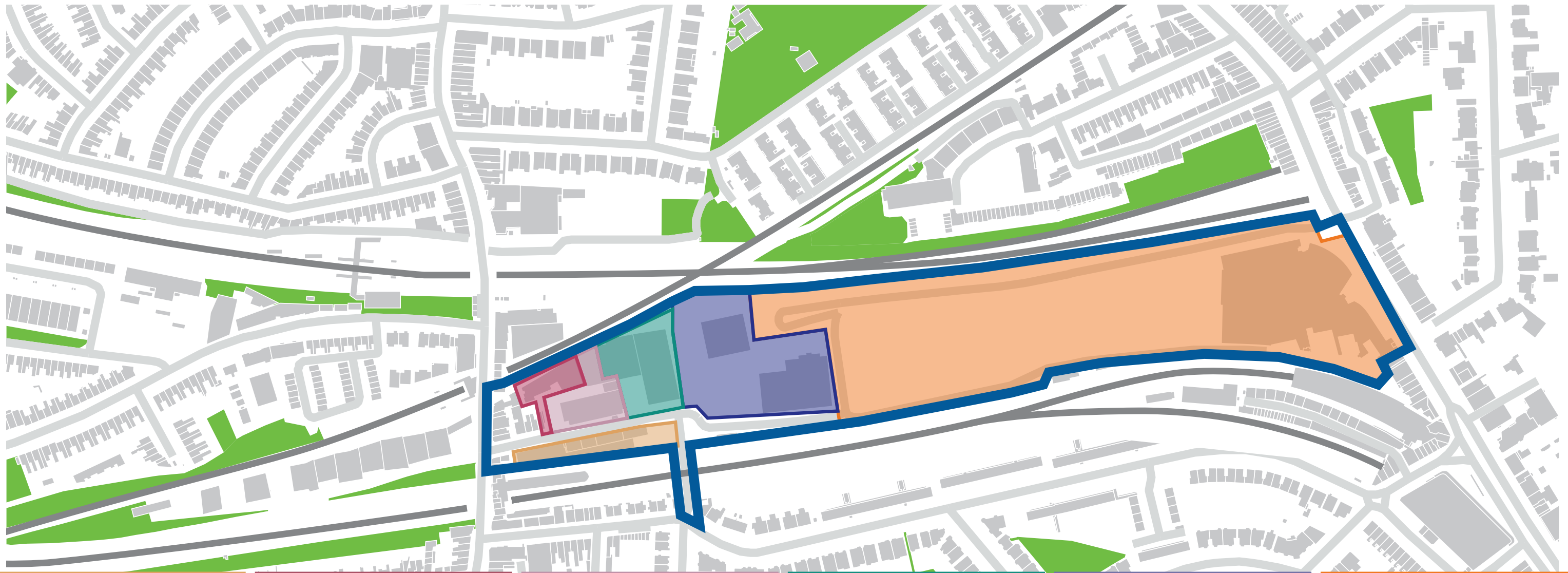


- Permitted Overground Station work underway
- Step Free Access at Underground Station – not in Mayors current 30 projects – requires more innovative intervention? Feasibility underway(2019)
- Some highways investment/footway widening in West End Lane
- Paths- Clearance and resurfacing of Black Path and improvements to Billy Fury Way– but safety concerns?
- Cycle Superhighway – legal challenge
- Future West London Orbital - further destinations from West Hampstead eg Oak Common, Hounslow
- New Kingsgate School extension opened
- Possible health bodies interest in new GP/health hubs



# Infrastructure





14 BLACKBURN ROAD



11 BLACKBURN ROAD



13 BLACKBURN ROAD



NIDO STUDENT HOUSING



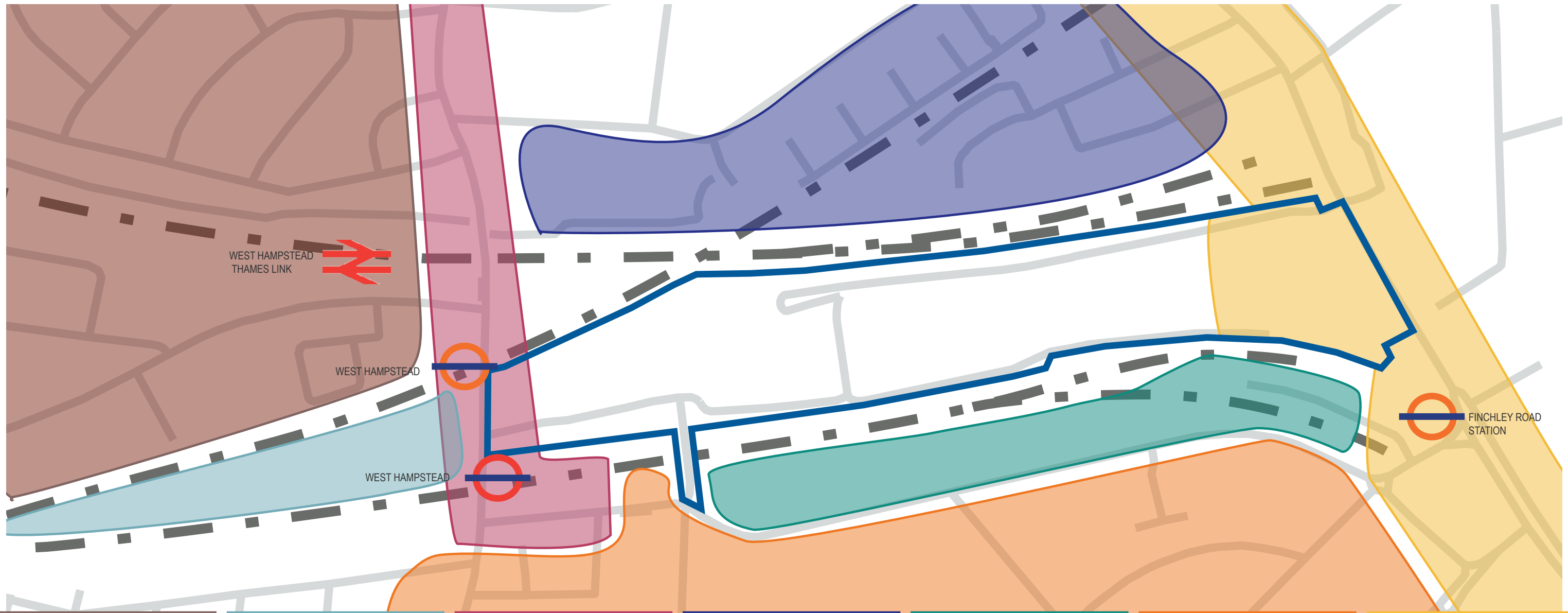
CAR SHOWROOMS



02 CENTRE AND CARPARK

# Land ownership





WEST  
HAMPSTEAD



BALLYMORE  
DEVELOPMENT



WEST END LANE



LYMINGTON  
ROAD



BROADHURST  
GARDENS



SOUTH  
HAMPSTEAD



FINCHLEY ROAD

# Character areas





# Vision & Emerging Guidance Principles



# Key Themes/Objectives:

A NEW PLACE



A DIFFERENT  
PACE



A MIX OF  
SPACES



A more outward looking and inclusive new place	A more connected place; with greater priority for walking and linking neighbourhoods	A greener place; creating a network of green and urban spaces and routes of different types
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To use the opportunities of comprehensive development to **make the O2 Centre site and Blackburn Road area a more inviting and inclusive place** from more directions for local people and future residents and employees...

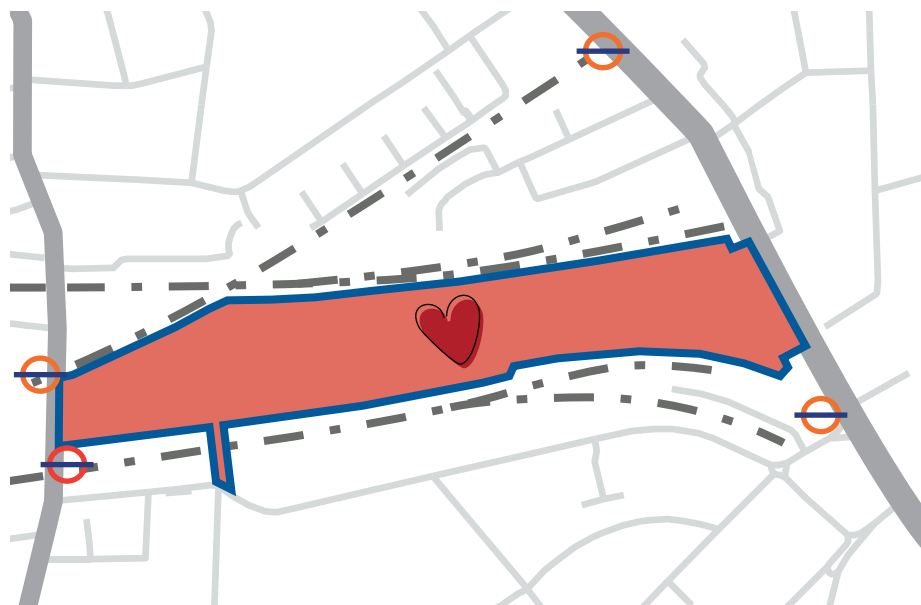
...with **vastly more attractive public realm and walking routes**, with new spaces and **improved connectivity** linking an enviable local transport network...

...that all **positively combine to give greater priority to pedestrians and cyclists** and integrates existing streets, town centres, neighbourhoods and local infrastructure with **a successful new place** with its own character and identity...

...with variety in existing and new uses, activities and spaces to support **different opportunities for living, working, shopping, social interaction and health and well-being.**

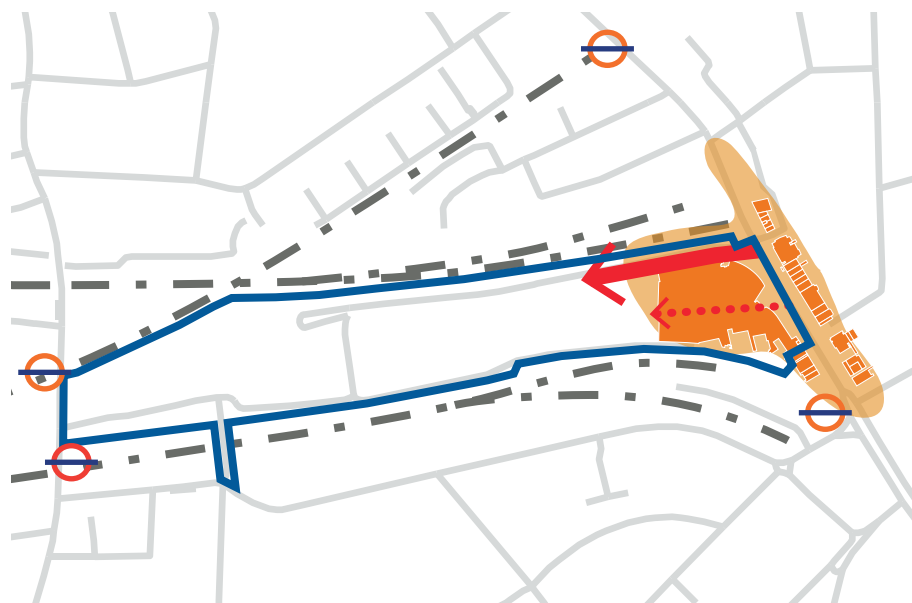
Draft Vision





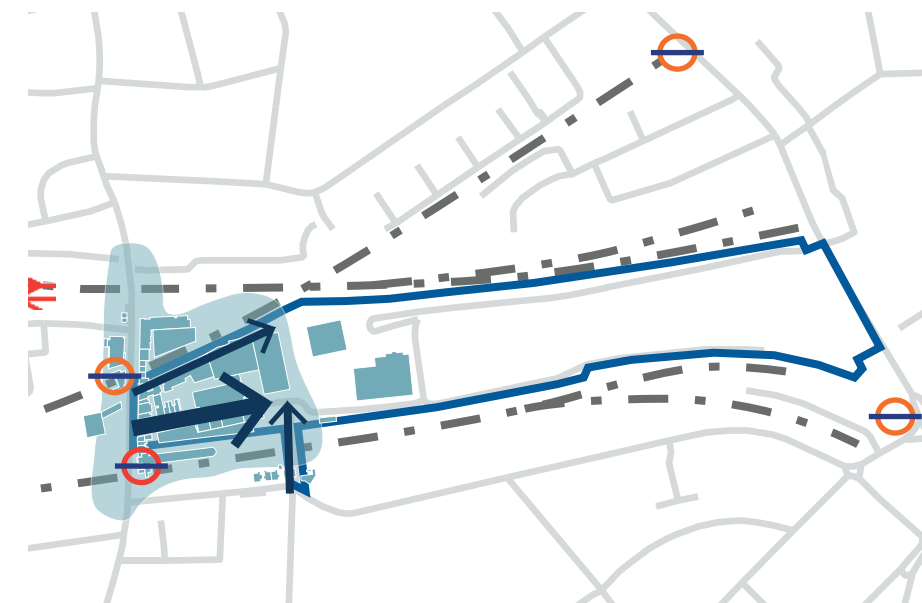
## Create a new neighbourhood

- Establish a new identity for the site that contributes to the wider neighbourhood.



## Improved gateway at Finchley Road

- Blackburn Road
- O2 Centre (limited access)

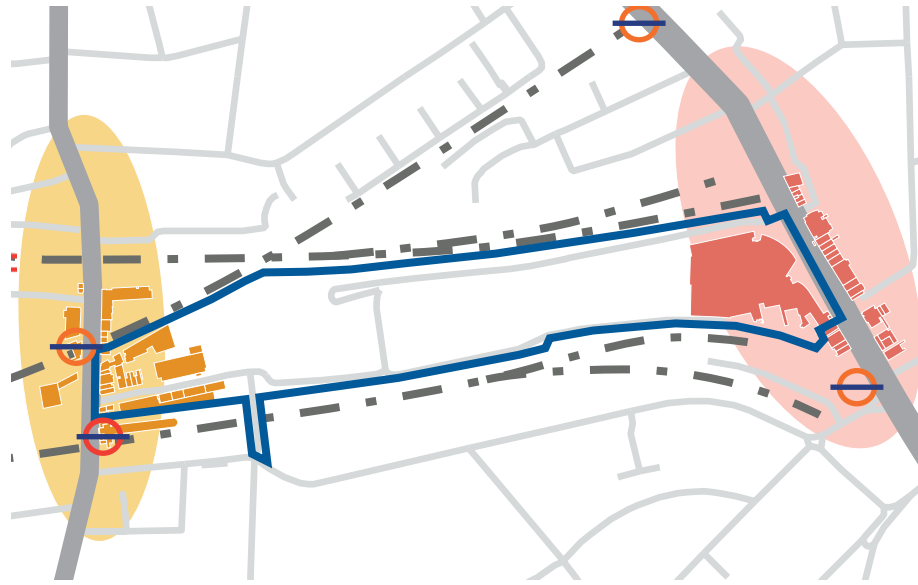


## Improved gateway at West End Lane

- Blackburn Road
- Billy Fury Way
- Granny Dripping steps

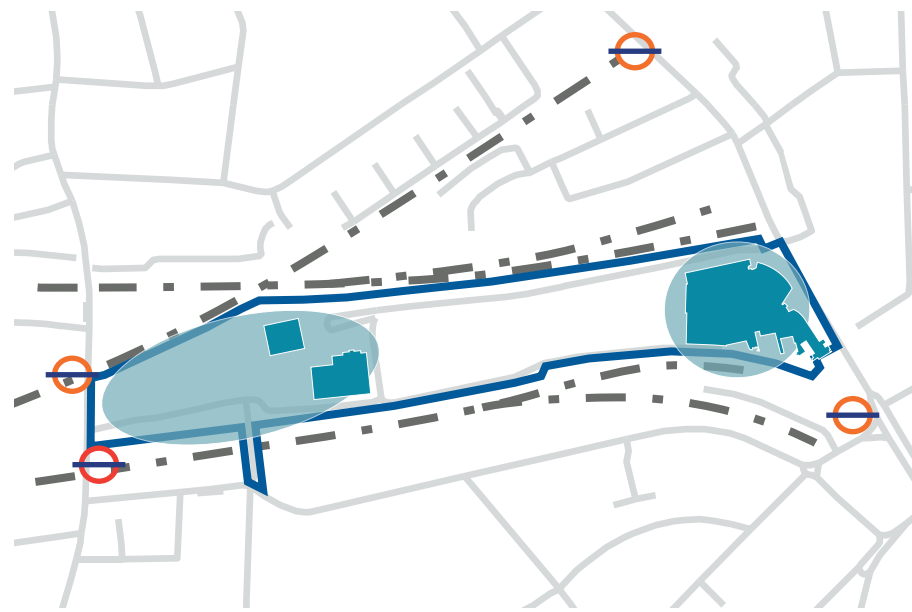
# Emerging Principles





## Enhanced vitality of Finchley Road and West End Lane town centres

- West End Lane Town Centre
- Finchley Road Town Centre
- Distinct characters - make more accessible to local areas



## Comprehensive redevelopment

- Join up with other site opportunities
- Opportunity to improve O2 centre and public realm

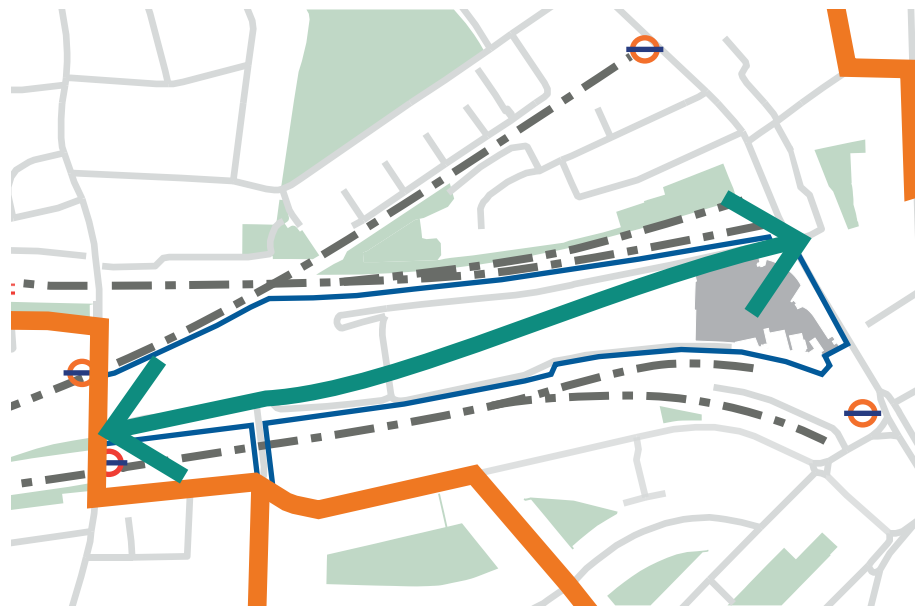


## A new town centre route connecting Finchley Road and West End Lane

- Create an interesting and stimulating route that is enjoyable and encourages walking
- Inclusive and accessible to the wider community
- A safe route separated from the impacts of the railways and servicing. (noise, etc)
- Clear and legible route with purpose (safe from crime)
- Not just a “way to” or “way through”, but places to stop and for social interaction

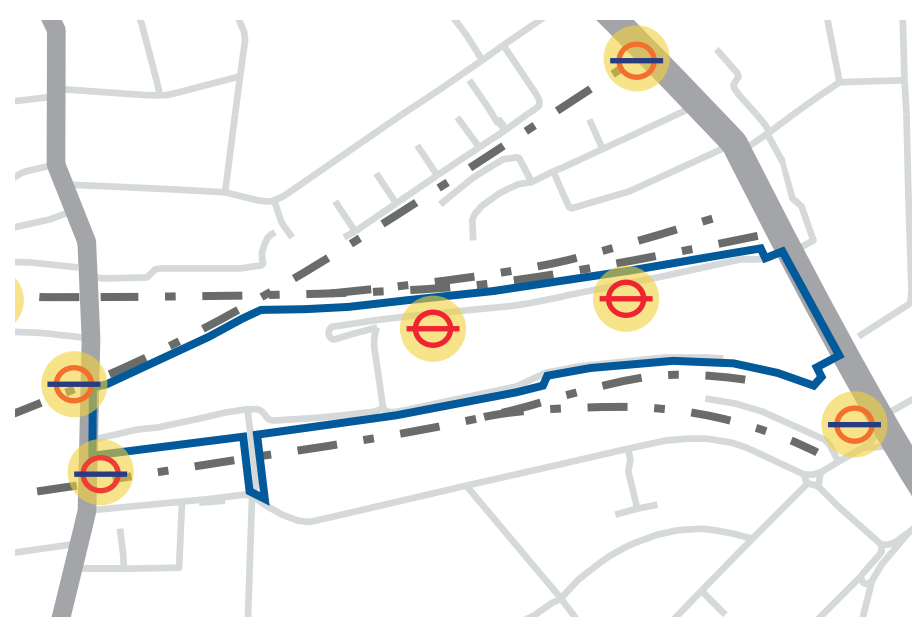
# Emerging Principles





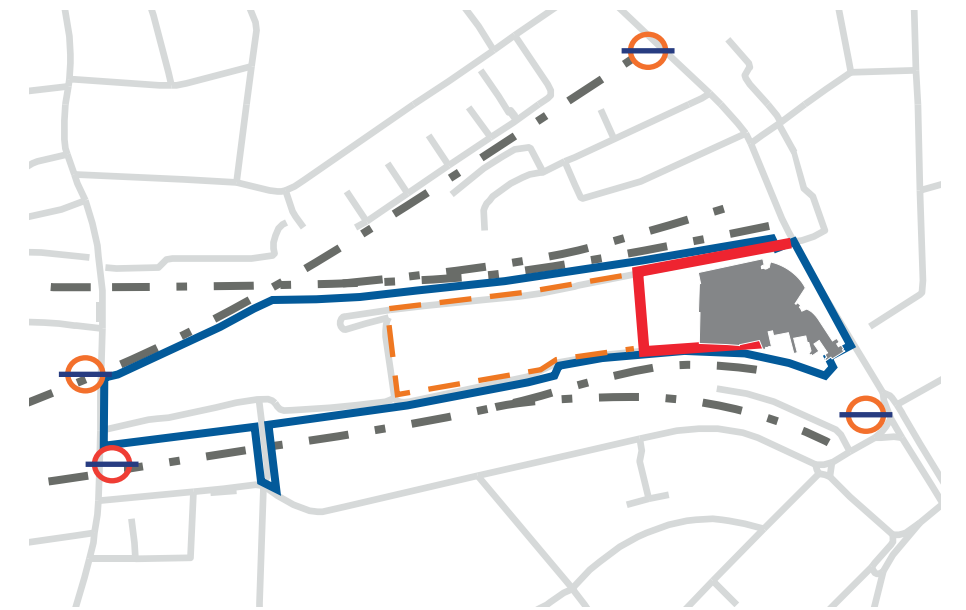
## Provide cycle paths through the site

- Connect into wider cycle network
- Appropriately designed to accommodate users
- Reduce conflict between pedestrian and cyclists



## Improved access to Public Transport

- Investigate step free access and station capacity for West Hampstead Station
- Investigate potential link to Finchley Road Station from O2 site
- Provide better and more direct connections to public transport
- Provide a high quality space for bus stops
- Reduce impacts of the bus stops and turn around on overall masterplan

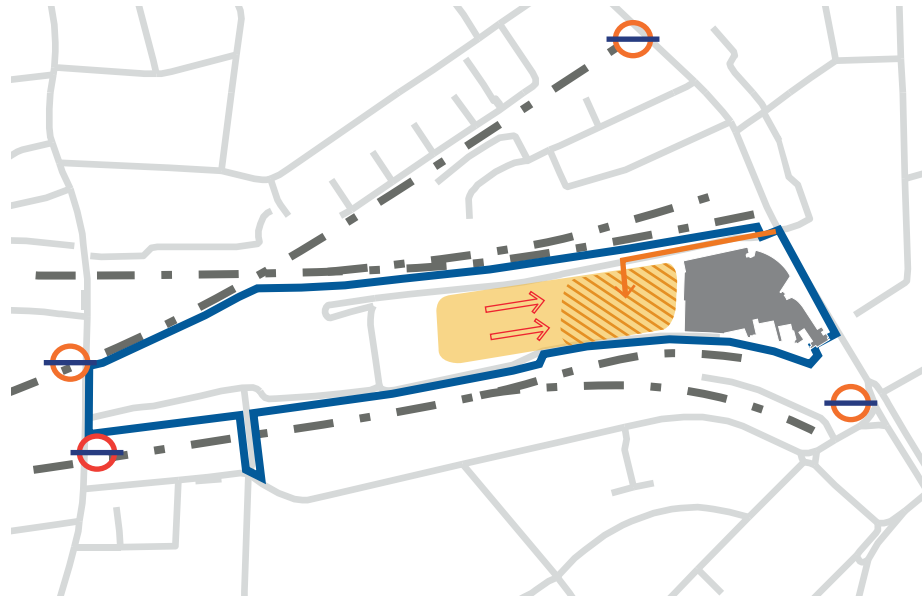


## Minimise impact of servicing

- Operations, servicing and vehicles become more subservient and do not compromise the quality of new development
- Consider innovative ideas for servicing

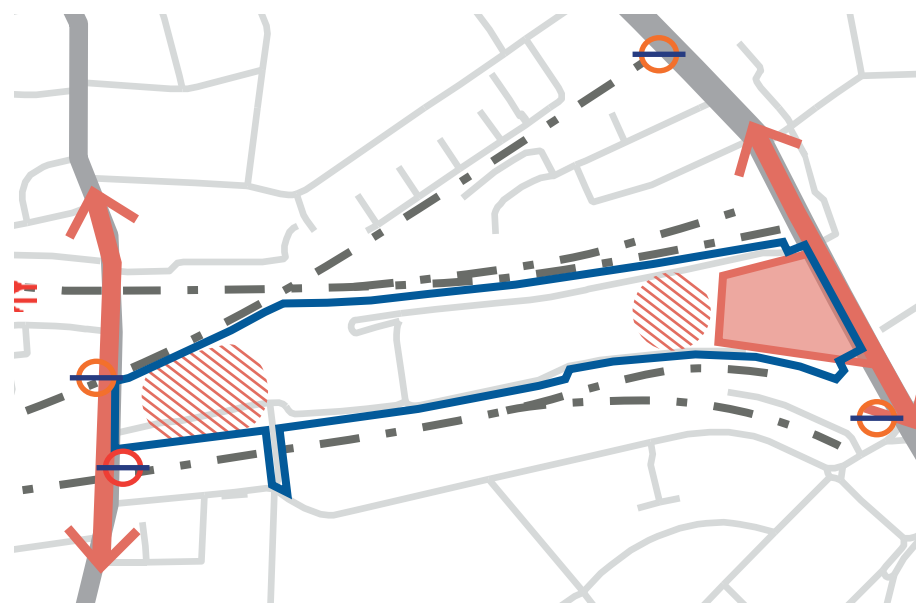
# Emerging Principles





## Reduce cars and car parking

- Seek modal shift from cars to more sustainable transport
- Car free principle applied to all new development
- Seek reduction in car parking
- Reduce dominance of car –not just numbers, but also physically and visually
- Futureproof for possible further reduction in car parking



## Residential led area with other mixed use

- Transition from and between town centres
- Type and mix of uses
- Activation and character



## Provide Open space for wider community/green links

- Green amenity spaces
- Active spaces
- Urban spaces
- Natural and semi natural spaces
- Allotments and community gardens

# Emerging Principles





# Emerging Framework Diagram



- Member briefing- November
- Discuss principles with NDF and Landsec- purpose, etc- December
- Draft document - engage with NDF and adjacent landowners - January
- Update/finalise guidance - January/February
- Approve guidance via Cabinet Member

# Next Steps