



A NEW NEIGHBOURHOOD IN WEST HAMPSTEAD

guidance and principles
for a new place

September 2019

DRAFT



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Fortune Green

To Hampstead

West End Lane

West Hampstead
Thameslink ➡

West Hampstead

West Hampstead

Finchley Road &
Frognal

Guidance area

Finchley Road

Finchley Road

South Hampstead

Swiss Cottage

1.0 INTRODUCTION

1.1 The area of focus of this guidance is the O2 Centre on Finchley Road, including its extensive car park and adjoining Homebase retail store, which offers significant opportunities for redevelopment and improvement. Landsec, the site owners, are planning to bring forward development proposals for this significant site.

1.2 With redevelopment now being considered, it is proposed to bring forward complementary guidance to support 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. The owners of other neighbouring sites on Blackburn Road are also at different stages in considering future redevelopment options.

1.3 This guidance intends to make sure some key objectives and principles can be established that are relevant and desirable for proposals as they come forward, so that the opportunities to realise exceptionally well considered and designed new development are not lost

1.4 Whilst the owners of the O2 Centre confirm that it operates successfully and it sees a lot of activity, particularly at weekends, there are opportunities and policy support for the principles of intensification in an identified growth area and for significant mixed use development, in particular for new housing. A comprehensive approach to redevelopment would crucially open up substantial opportunities to enhance the attractiveness of the shopping, recreational and community “offer” of the O2 Centre to existing and future local residents. At the same time it could help address the current issues and deficiencies of the site and environment around Blackburn Road and improve their relationships with local neighbourhoods and town centres.

1.5 Importantly, whilst development proposals may come forward individually, 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 existing neighbourhoods and new development and opens up benefits to the wider local community; successfully delivering better accessibility, more attractive routes and spaces, and the facilities needed alongside proposed new uses in a coordinated and comprehensive way.

2.0 THE GUIDANCE: PURPOSE AND STATUS

2.1 This document is intended to provide informal planning guidance and masterplanning principles to help guide future development of this important area. It builds on well-established and robust adopted planning policies for the O2 Car Park site, including the adopted Site Allocations Development Plan (2013) and key considerations in the adopted Neighbourhood Plan.

2.2 The wider O2 site, adjacent car showrooms and former Asher House site on Blackburn Road (now the Clockwork Factory) have also been put forward by their respective owners for future site allocations in a new Site Allocations Development Plan being prepared during 2019. With this parallel review and production of a new plan, which will provide additional and more specific policy guidance on the development and use of land in the area, this guidance is intended to complement those evolving site policies and elaborate on existing policies rather than duplicate them.

2.3 Rather than a separate statutory Area Plan or masterplan for the whole growth area this guidance is necessarily focussed on the wider O2 Centre site to establish and illustrate some key principles and desirable development outcomes for design teams and developers to use in working up successful future proposals that support an overarching vision.

2.4 It also aims to guide the complementary evolution of future development and improvement project proposals around the O2 Centre site and to support comprehensive approaches and collaboration between

landowners and with other stakeholders, including Network Rail and Transport for London (TfL). We particularly want to encourage schemes that are co-ordinated and “joined-up” in the ways they can resolve existing problems and improve integration with the wider area. The objectives and principles identified later on are therefore intentionally focussed on some key themes and opportunities that emerge from an assessment of the local context and nature of the site and surroundings and associated key issues and priorities identified through related policies and aspirations.

2.5 As such, this document is not intended to cover all the planning policies and guidance that may be relevant to future development set out elsewhere, nor intended to create new policy or allocate land, so it is being produced as supplementary non-statutory guidance. With engagement on its objectives and principles and drawing on the greater recognition of the role of design and “place” in national and adopted development plan policies and guidance, it will have some weight as a material consideration in assessing the quality of proposals as they evolve and are submitted as planning applications.

2.6 Following further engagement with the Neighbourhood Development Forum, landowners and other local stakeholders it is planned to finalise and approve a document as non-statutory guidance in 2019.

VISION

Use the opportunities of comprehensive development to create a **distinct and new mixed use neighbourhood** with its own character and identity....

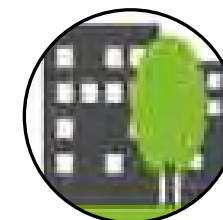
...with **variety in uses and activities**, creating opportunities for living, working, shopping, social interaction and supporting health and well-being...

...by **enhancing and integrating existing town centres**, neighbourhoods and an enviable local transport network linked by a vastly **more attractive and inviting public realm**, a network of **inclusive new spaces** and improved connectivity, where **priority is given to pedestrians** and cyclists...

... that that all positively combine to create a **successful new place**

OBJECTIVES

With sustainability and health and well-being a common thread, and taking key messages, shared priorities and aspirations outlined in policies, and identified expressed through previous Neighbourhood Forum (NDF) engagement in 2016, three overarching themes have been identified on which our Vision and closely interrelated objectives below have been based.



A NEW PLACE

A contemporary and vibrant new mixed use place



A DIFFERENT PLACE

Successfully integrate and link a new neighbourhood with existing neighbourhoods and town centres, connecting West End Lane and Finchley Road



A MIX OF SPACES

Deliver open spaces, green infrastructure and high quality public realm

A NEW PLACE



A DIFFERENT PACE



A MIX OF SPACES



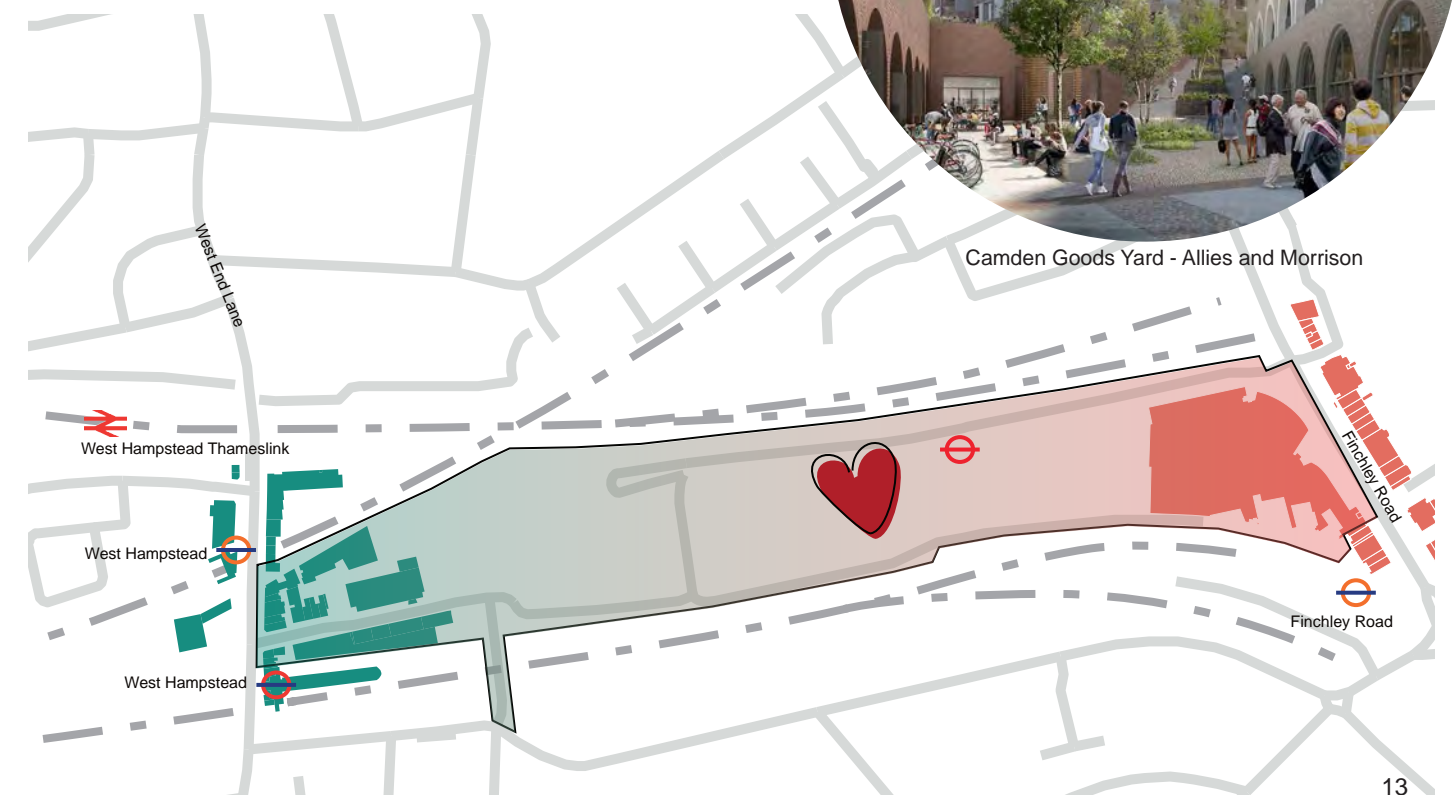
A NEW PLACE

A more outward looking and inclusive new place of exceptional quality with its own identity; a new mixed use neighbourhood for living and working, which also benefits neighbouring communities and town centres



CREATE A NEW NEIGHBOURHOOD

- Development must be based on a strong and creative vision – delivering a new urban place that responds to contrasting neighbouring areas and through intensification, excellent design and architecture establishes its own qualities and identity as a new neighbourhood
- Development integrates well and lives up to the quality of wider neighbourhoods and contributes to the sense of place.
- Comprehensive and “joined up”- making far more effective use of land based on a masterplan approach to ensure that the delivery of tangible benefits of change and intensification can be realised, with landowners encouraged to work collaboratively and co-operatively on common objectives and to ensure that individual schemes do not prejudice or undermine the delivery of other schemes and associated improvements.
- Future proof – enduring and flexible designs that can adapt to change and future needs
- A place that is welcoming, inclusive and accessible to all - not a gated community
- A masterplan of distinct and diverse areas that builds on the varying character scale and nature of adjoining areas.
- An environmentally sustainable new place- which tackles emissions and air quality, with necessary and innovative energy efficiency, sustainable drainage and green infrastructure measures



A NEW MIXED USE PLACE

- A residential led mixed –use place where development provides significant new housing of different types, including genuinely affordable housing
- The commercial face of the O2 Centre should embed itself successfully with a new mixed-use place through coherent, sensitive and attractive interfaces and relationships
- Complements and adds to the mix and character of uses across areas and neighbourhoods– not a “one size fits all” approach , but with diverse types and scale of uses and activities created within an overall masterplan
- Includes new uses and activities such as new workspaces, shops and supporting social and community infrastructure
- New uses support and add to (rather than compete with) the vitality and diversity of town centres
- A mix of uses and activities creates engaging active and safer streets, places and spaces throughout the day



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



Trafalgar Place (drmm) - Linear route with small scale spaces for sitting/resting

ENHANCED VITALITY OF FINCHLEY ROAD AND WEST END LANE TOWN CENTRES

- Change contributes to West End Lane and Finchley Roads as distinct centres with different functions, characters and choice of shops and services that see each centre benefit from a wider new neighbourhood area
- A new residential and working population creates a new customer base and wider catchment supporting each town centre thrive in their own ways
- A chance to integrate the O2 Centre and its retail, leisure and community uses successfully with both a new place and existing local neighbourhoods and town centres – developments and associated public realm improvements should be used to present a new “front door” to West Hampstead
- Change encourages investment and improvements to other land and properties around the site and in local centres



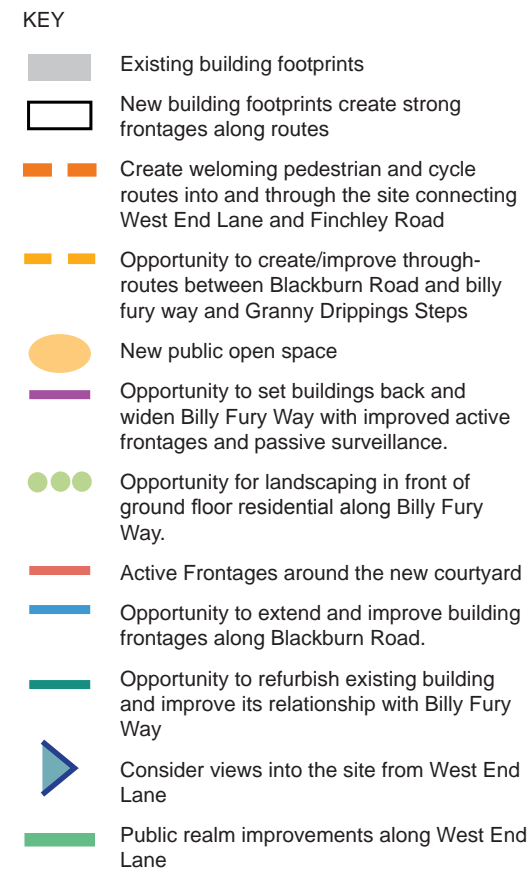
Central Parade, Walthamstow (Gort Scott) - Mixed-use scheme provides a bakery, café and events space, retail spaces and coworking areas with meeting rooms and studio units for up to 50 independent creative businesses. The basement includes rehearsal spaces and recording studios



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

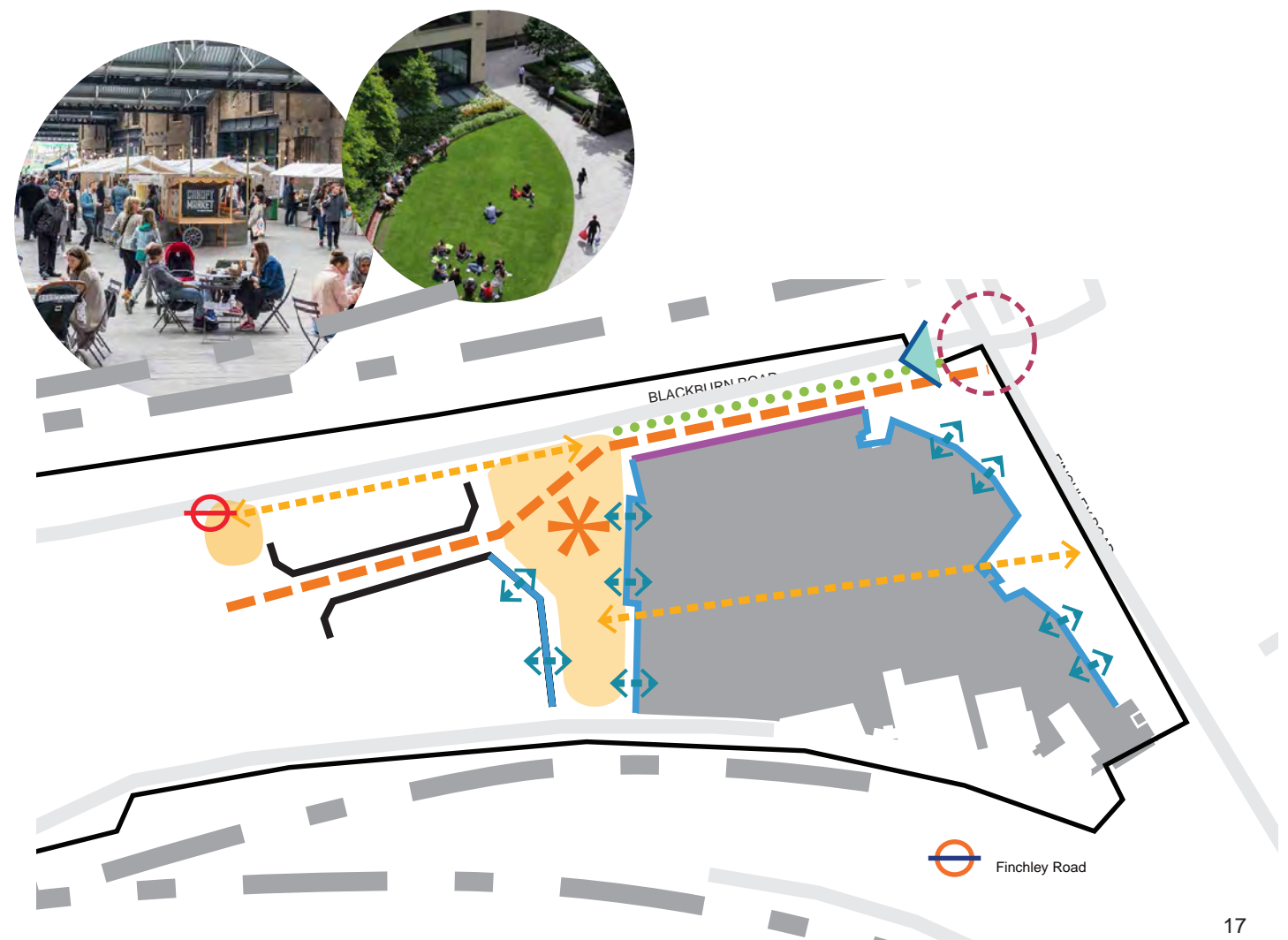
WELCOMING AND LEGIBLE ENTRY AT WEST END LANE

- Development on 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 new residential led development
- New development should facilitate and/or improve pedestrian and cycle access through the streetscape quality from West End Lane through Blackburn Road being improved to reflect an enhanced role as a key entrance into major new development
- Address safety and access issues along Billy Fury Way – use redevelopment opportunities to set buildings back and widen the path, improve lighting and create more active frontages with passive surveillance and link into new routes
- Redevelopment proposals for the car showrooms site should include measures to open-up/create a better pedestrian/cyclist route; but not as a through road for other vehicles
- Improve the public realm along West End Lane, Blackburn Road, Billy Fury Way and Granny Drippings Steps to connect with pedestrian/cycle routes through the O2 site to Finchley Road



WELCOMING AND LEGIBLE ENTRY AT FINCHLEY ROAD

- Opportunity to take a fresh look at the O2 Centre and consider creative options from remodelling to smaller scale interventions to enhance the town centre frontage and public edges of the O2 Centre itself - such as ground floor activation, planting, lighting and use of art and other creative solutions to make access, entrances and routes more inviting, attractive and interesting - drawing people into and through new development
- Create a new welcoming pedestrian and cycle entry into the new development through measures such as reducing traffic lanes, widening the foot path, greening and animating the side of the O2 centre.
- Connect to a new pedestrian/cycle route via Blackburn Road to West End Lane
- Improve Blackburn Road and Finchley Road intersection for pedestrians and cyclists





A DIFFERENT PACE

A more connected place; where greater priority is given to walking, cycling and stopping to enjoy new spaces and activities in a more accessible and inclusive place with attractive and safe routes and public realm

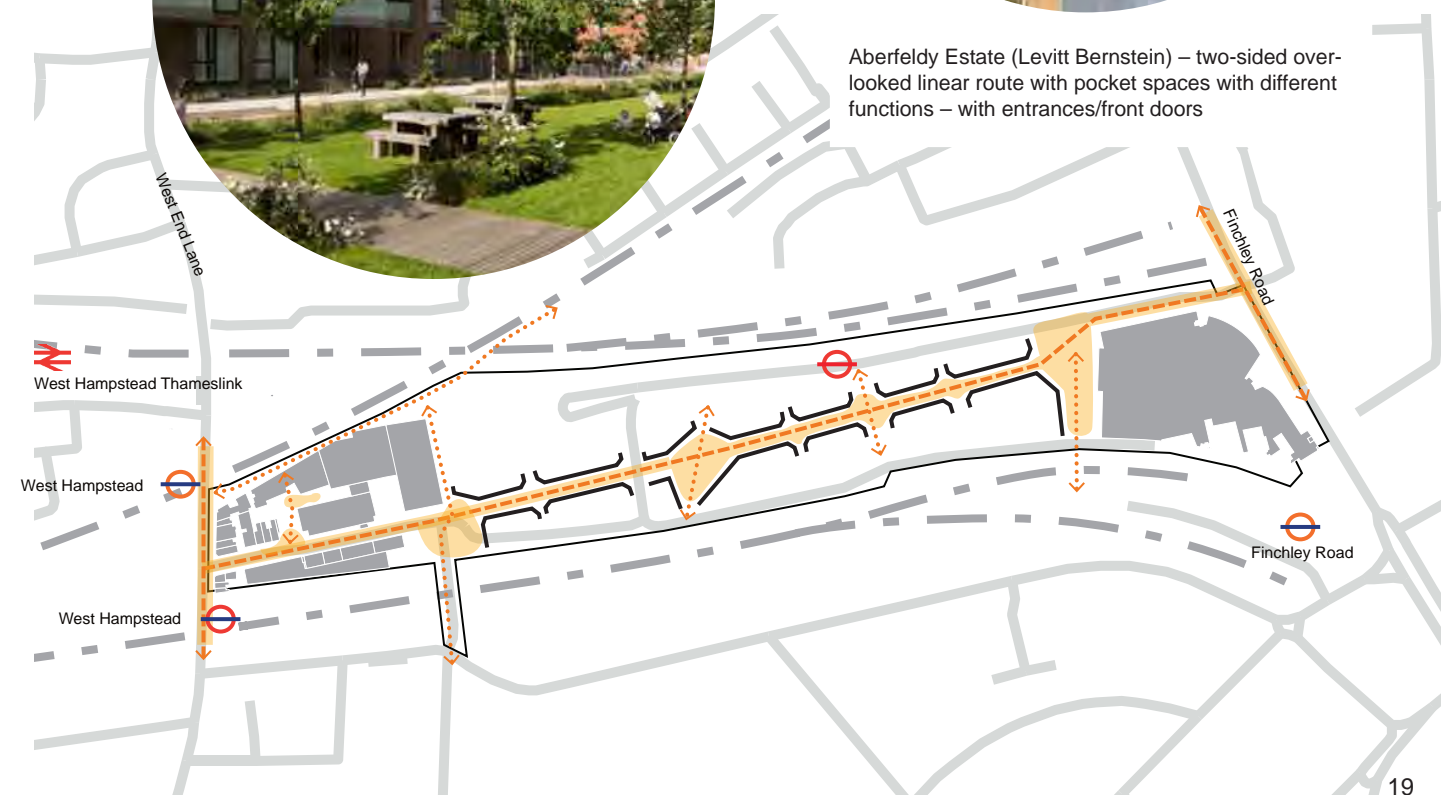


A NEW ROUTE CONNECTING FINCHLEY ROAD AND WEST END LANE

- Improve access to and around the site with a futureproof masterplan for a network of permeable routes and spaces that connect new development(s) into the wider environment
- Create a strong, convenient and legible central east-west route between Finchley Road via Blackburn Road and West End Lane - this should be a 24 hour, open and inclusive "two sided street"
- Main and secondary route(s) and spaces along them should provide an engaging, enjoyable and safe experience to encourage walking - with areas of different character and detail, punctuated with activation by different uses, passive surveillance (eg from windows, balconies, terraces, front doors)
- Generous and pleasant route(s) for pedestrians with a clear purpose and sufficiently separated from the impacts of the railways, servicing and other vehicles (noise, etc)
- Non-vehicular routes are designed in ways that pedestrians and cyclists can safely use together



Aberfeldy Estate (Levitt Bernstein) – two-sided overlooked linear route with pocket spaces with different functions – with entrances/front doors



AN EVEN BETTER PUBLIC TRANSPORT NETWORK

- Productive relationships should be established by stakeholders with key transport stakeholders - to identify and address impacts on public transport network connectivity, accessibility and capacity to manage any increase in population in an already congested area
- Provide better connections to public transport by providing new routes and improving existing streets, routes and public realm and environments around transport facilities
- Explore opportunities to create new link/step free access into West Hampstead Station
- Explore feasibility of potential link to Finchley Road Station from the O2 site
- Design in more integrated and better quality bus stops and turn around within an overall masterplan
- Cycle routes and facilities are designed and located so that they can link into existing and future planned local cycle networks

MINIMISE IMPACT OF SERVICING

- Minimise and design out impacts of transport infrastructure, servicing and operational needs and parking so that:
 - the quality of new development is not compromised
 - potential conflicts with pedestrians and cyclist is avoided
- Consider more innovative ideas and approaches to servicing and facilities management, such as waste
- Vehicular traffic (including cars) should not create any additional capacity issues or impacts on the TFL road network and junctions



City deliveries using micro-hubs and innovative freight bikes

REDUCE CARS AND CAR PARKING

- To meet Camden's air quality and transport strategy objectives there should be the ambition to reduce or eliminate car parking as far as possible
- Design out the impacts of car parking – not only numbers, but physically and visually – through consideration of feasible options, eg “down”, “under” and/or condensed (eg stacked) where parking becomes more subservient and does not compromise the design quality of new development and a new place
- Development needs to support a pedestrian focussed future - as part of a new hierarchy of transport priorities established through change; with priority given to walkers, cyclists and public transport
- Reducing car use and seek modal shift from cars to more sustainable transport– through alternatives, disincentives and car free as the starting point for new development
- Futureproofed designs for potential further reduction in car parking



WRAP IN MORE VIBRANT USES

Bircham Park Multi Storey Car Park minimises impact of carpark by concealing it behind office and retail use



FUTURE PROOF TO RE-PURPOSE

Peckham Levels carpark has been re-purposed for an office/ community use when no longer needed as a carpark. Low ceiling heights, deep floor plates and internal ramps of the carpark need to be considered when doing this.



DESIGN IN MULTIPLE USES

Museum Garage in the Miami Design District The facade is a collaboration between 6 artists and architects. The building includes carpark, retail, public garden, library, art space and playground.



A MIX OF SPACES

A greener place; creating a network of green and urban spaces and routes of different forms and functions that complement and support new uses, activities and improved connectivity



PROVIDE A NEW CONNECTED OPEN SPACE NETWORK

- Development should include different publicly accessible and inclusive spaces with a range of sizes, forms and functions – active, quiet, urban, green, play, growing, sitting, eating.....
- New development requires additional spaces and greening for new homes and other uses, eg gardens, courtyards, terraces, balconies, green roofs
- Spaces combined with other urban greening features including trees and plants play an integral role within the wider green infrastructure network, where spaces can serve as ecological “stepping stones” with existing ecological and wildlife corridors
- A network of spaces to encourage views and movement along new routes and through new uses/activities
- Railway edges – an opportunity for softening/greening, eg living walls, improved boundary treatments, community food growing (whilst allowing for maintenance and emergency access)
- Sustainable Urban Drainage – working as part of a green infrastructure network, eg tree planting, green roofs and rain gardens.
- Spaces need clear management strategies





AREA AND SITE CONTEXT

3.1 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 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 and sitting between Finchley Road and West Hampstead town centres and neighbourhoods, each with their own distinct characters.

3.2 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 land.

3.3 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

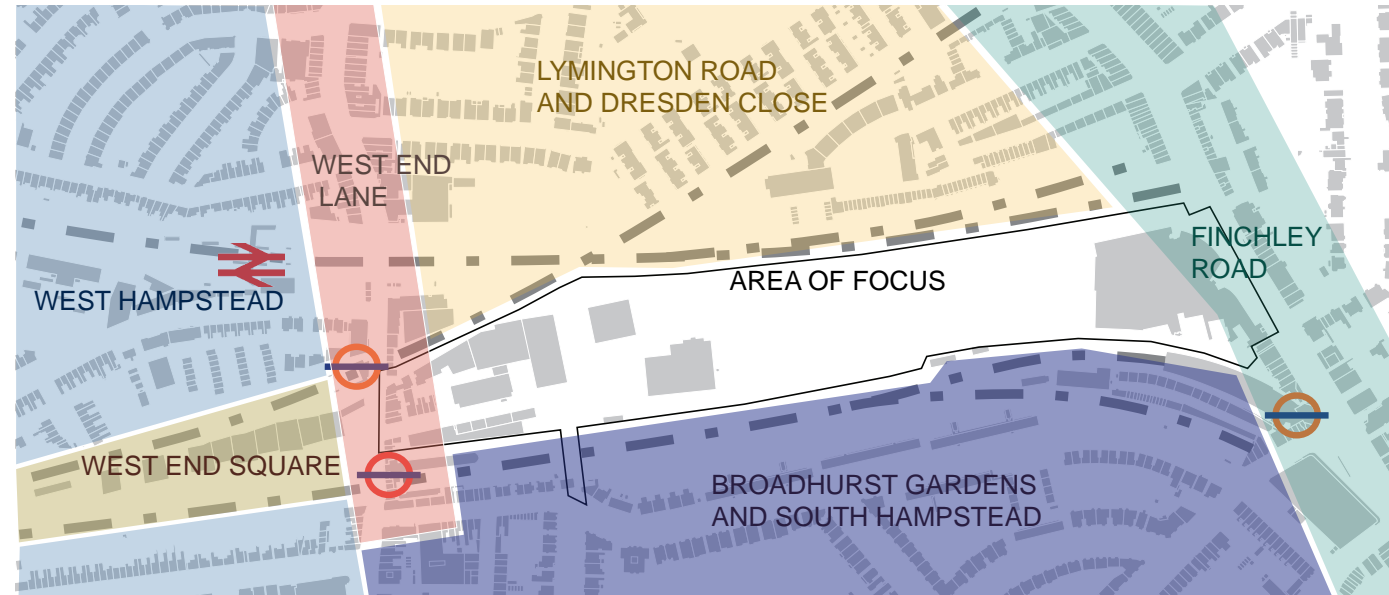
parking and servicing dominated areas of land, the current uses are poorly integrated with the surrounding areas of Finchley Road and West End Lane. This inefficient use of land and character is redolent of a suburban shopping centre and atypical for an inner London area like Camden. "Of its time", this creates both the need and the opportunities for fundamental and positive change, which responds to the character and nature of surrounding areas. We would support ambitions to incorporate the centre itself into more comprehensive site proposals if this would help achieve outcomes from higher quality redevelopment.

3.4 The following sections look at some of the key characteristics, features, and constraints that make up and contribute to the site and 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

Character areas



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 treed streets of 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 makes its own dominant impact, 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.

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

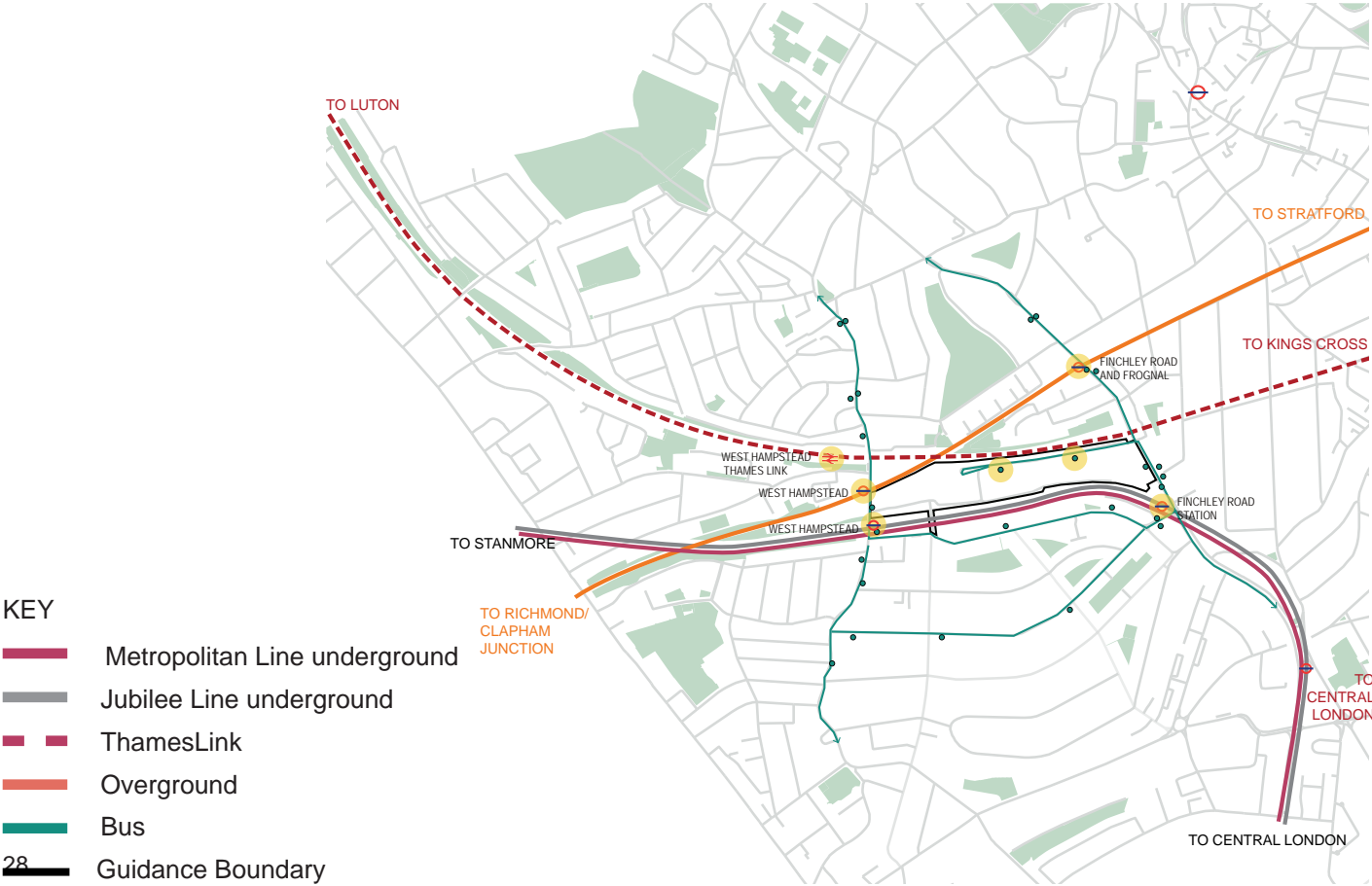
West End Square (Ballymore Development)

- 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

3.5 The area has enviable public transport connections (reflected in the generally high Public Transport Accessibility Levels across the area). From a number of local bus routes around West End Lane and Finchley Road, to the train and underground services connecting across London and beyond, including to Luton and Gatwick Airports, these offer significant travel choices. 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. Future proposals with implications for the interchange include the North London Orbital route set out in the Mayors Transport Strategy, with further destinations to west London, and a new Thameslink station serving the expansion of Brent Cross and associated redevelopment of the area. Whilst capacity improvements have taken place or are taking place at the Thameslink/2020 and overground stations themselves, improved capacity and accessibility at West Hampstead Underground station is a very high local priority and TfL have carried out fessibility work on options.

3.6 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 better public realm and safer, wider pavements. Finchley Road is a town centre divided by heavy north-south traffic flows and the junction and entrance road into the O2 site are not pedestrian friendly and the location/ environment of bus stops (routes 187 and 268) sit detached from main entrances. The railways limit both north-south and east-west movement choices from the site, with uninviting and unsafe railway paths and the bridge to Broadhurst Gardens offering unattractive alternatives. The car showrooms at Blackburn Road and the O2 Centre car park and the lack of routes through it compound the disconnections between what are relatively close town centres, neighbourhoods and transport networks.



Destinations: Local facilities and open space

3.7 Whilst there is a range of local community and social infrastructure in relatively close proximity, 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.

and to improve or provide the services and local infrastructure needed to support a growing and changing population, ranging from healthy and walkable streets and public transport accessibility; to energy networks and water supply capacity; to local health services.

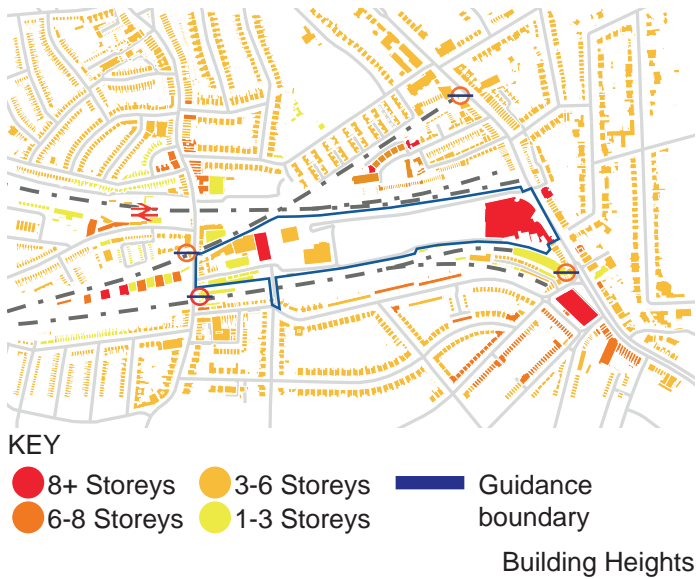
This identifies the need to consider and, where appropriate, address the impacts on health, wellbeing and local facilities arising from major developments and increased populations, such as ways to improve and create more accessible public open spaces (many designated local open spaces are private and/or inaccessible)

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.

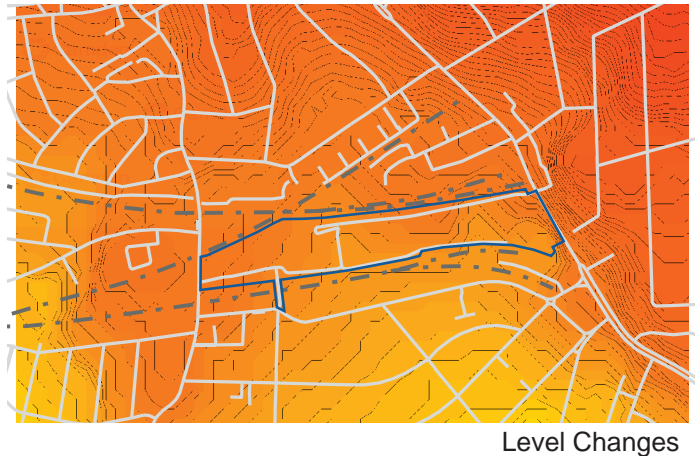


Building Massing and Heights

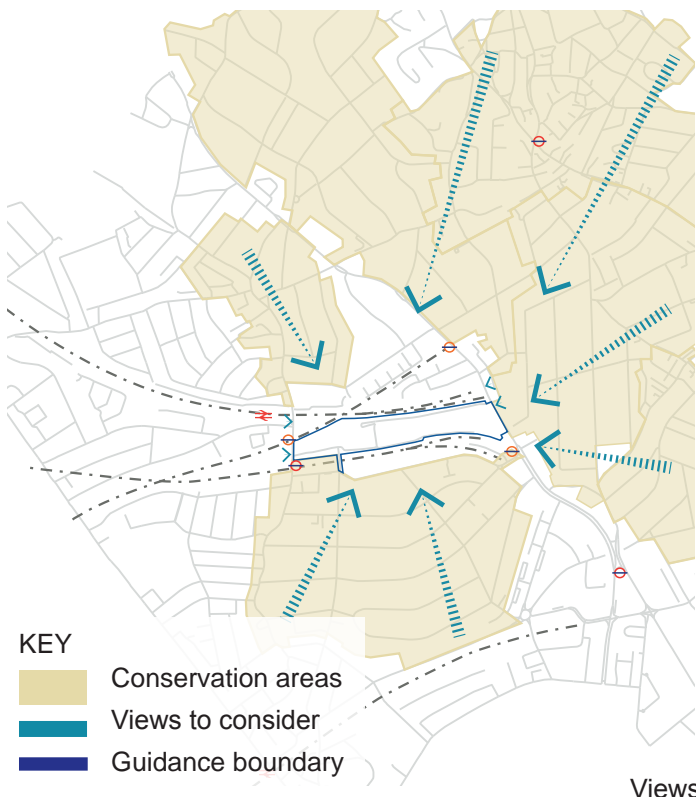
3.8 The wider area around the main roads is broadly characterised by typically scaled Victorian and Edwardian housing in the form of terraces and flats above shops, and interspersed with more substantial mansion blocks. Larger scale buildings and increased heights are found around Finchley Road and Swiss 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



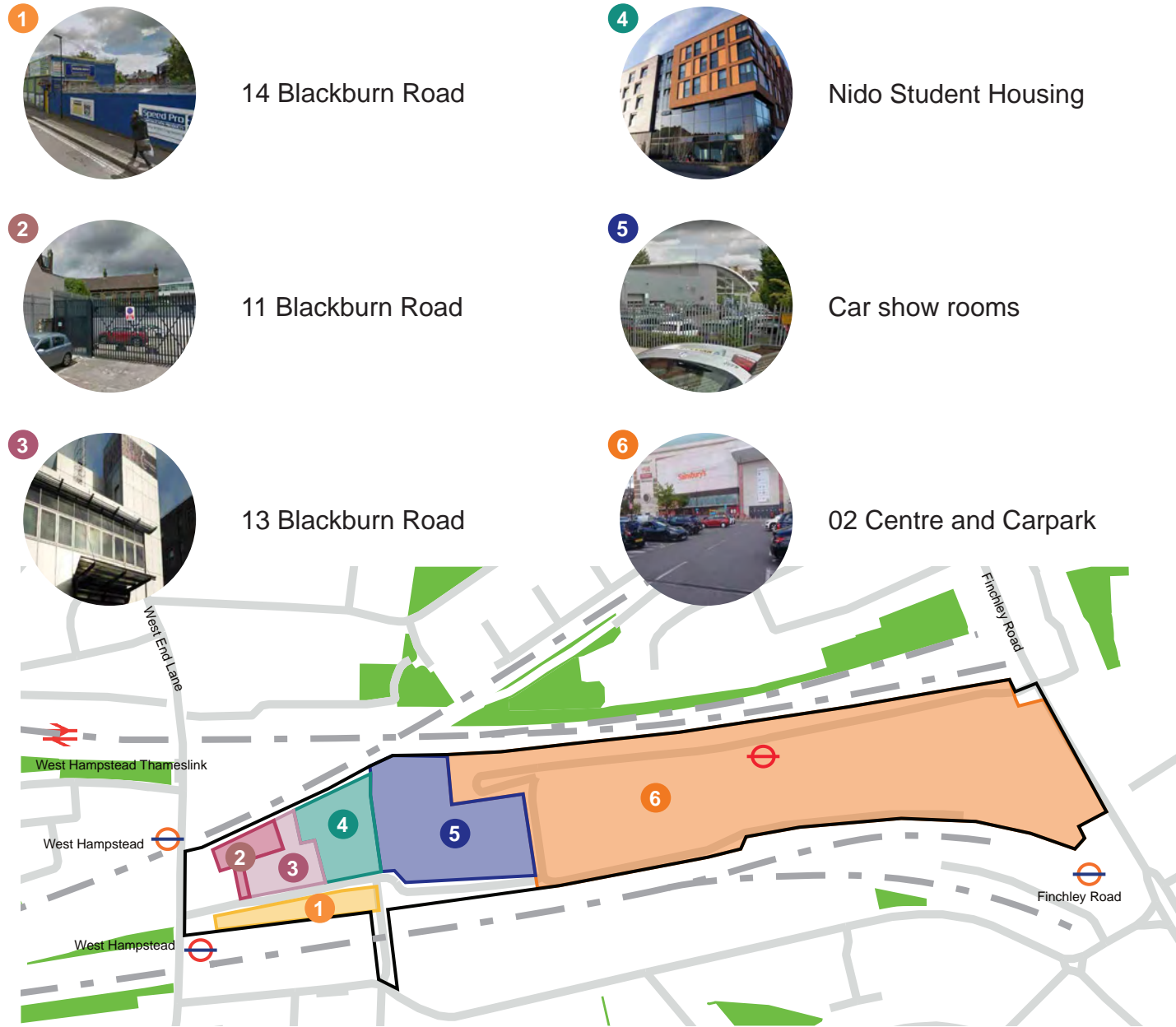
3.9 There are evident changes in levels across the wider area. From the middle of the O2 site, land rises to the west and north along West End Lane, sharply up to Finchley Road and then further to the north east (a difference of c. 38m over about 800m). With these changes in levels across the area generally, and across the area of focus, the topography will influence the acceptability and potential scale and height of buildings and this will vary depending on their proposed siting, disposition (including form, proportion and materials) and visual impact in identified longer and shorter views. The level changes will also have an impact on approaches to accessibility and movement across the site.



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



Land Ownership



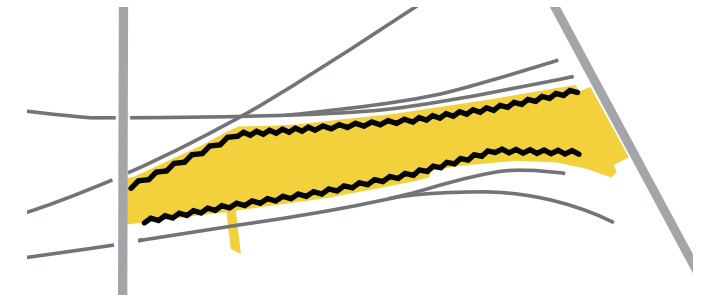
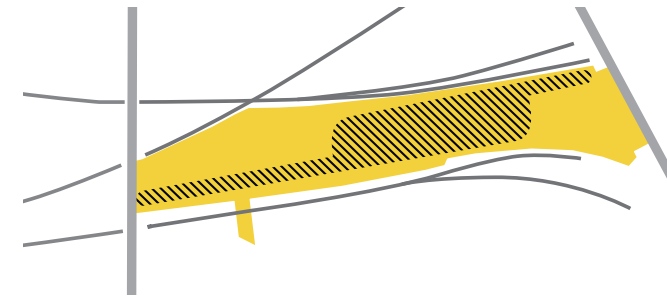
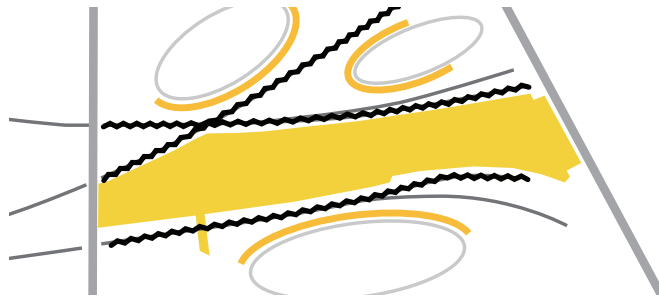
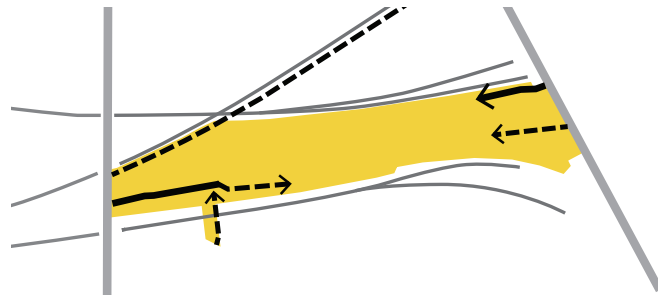
Site issues and constraints

3.11 The site issues and constraints 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.

3.12 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

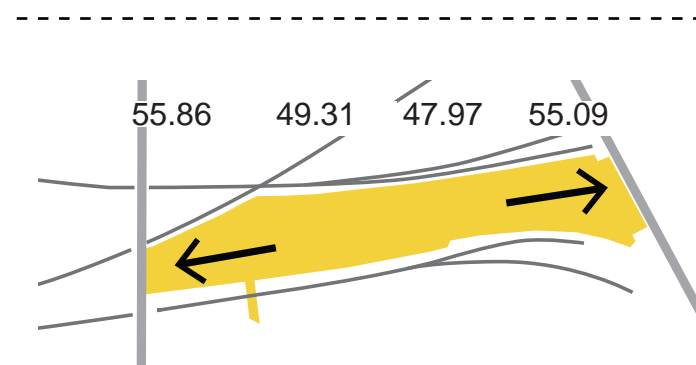


1. Poor access

- All existing routes to and through the site have failings, with no clear, legible or attractive pedestrian routes, and would need to be improved.
- The steep route into the site from Finchley Road is the main vehicular way in or out of the O2 carpark 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 of sites are in various ways unattractive, convoluted or unsafe, including the approach into and across the O2 car park via Blackburn Road from the west and railway path and "Granny Dripping" 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 across site

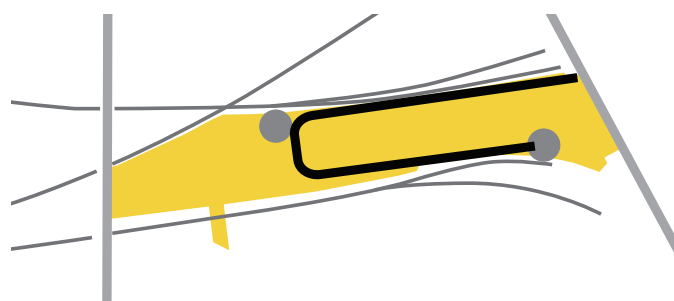
- A 7 metre level change between Finchley Road and West End lane levels to the lower O2 car park site
- Level changes create accessibility issues

4. Poor public realm

- Designed for and around the car 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

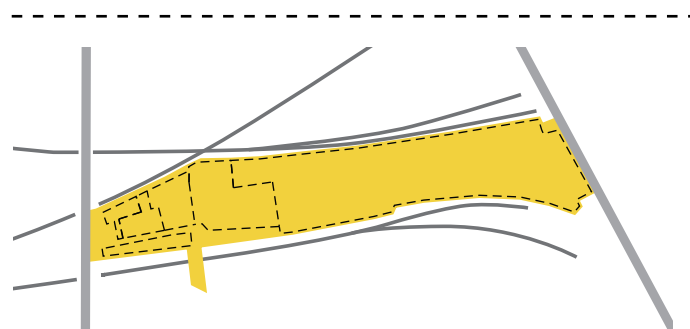
5. Railway access zones adjacent to rail tracks and below ground services

- 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
- 15 metre exclusion zone to northern Network Rail operational land (requires relevant NR consents)
- 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



6. Servicing/bus turnaround

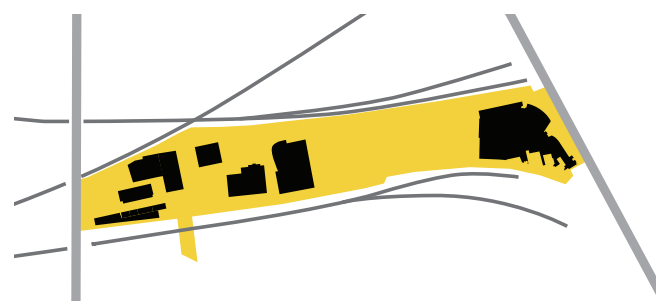
- Layout is vehicle dominated
- Lack of active edges and natural surveillance around service route and site generally - creating poor quality pedestrian environment
- Poor public realm around bus waiting areas that could be vulnerable to anti-social behaviour



7. Title constraints and land ownership

- The intention for O2 Centre to remain fully open and operational during future redevelopment could constrain the nature and extent of what could be a more ambitious and wide-ranging development
- Landowners having differing objectives and timescales

34 Parking demands of existing uses



8. History of adhoc development and poor design

- Siting of car showrooms, Homebase and O2 centre buildings creating severance/barriers
- Large low density warehouses and showrooms with inactive frontages
- Utilitarian and poorly maintained fencing, boundary and surface treatments including from Billy Fury Way at Nido student block and southern side of Blackburn Road
- “Back of house” feel of rear and side of O2 – scope to be less secondary and inactive

A Changing context

3.13 The O2 site sits at the centre of 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.

3.14 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 where a number of improvements have already been carried out or are planned (through different means and agencies)

3.15 A number of developments have been carried out or are proposed on Blackburn Road. This includes the Nido student housing block, which has current plans to expand and with a poor ground floor interface and boundary treatment with Billy Fury Way there is a real opportunity to improve this part of the link and public realm. 11 Blackburn Road has received planning permission for housing and offices/workshops and the former Asher House was converted to flats (aka Clockwork Factory) under permitted development rights, but further proposals around these sites are anticipated.

3.16 This guidance is intended to support development and regeneration benefits being delivered in an optimal and comprehensive way, while also recognising that individual sites may be brought forward at different stages. To assist in the achievement of the vision and objectives in this guidance, 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.



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**
164 homes (c.50% affordable by area) 1680sqm commercial space and community space. 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. Granted permission
- 10 Asher house, Blackburn Road**
Converted to 29 homes (under permitted development) Proposed site allocation
- 11 Nido, Blackburn Road**
Planning application pending (September 2019)
- 12 14 Blackburn Road**
14 homes, B1/B8 space. Approved but not built
- 13 Car showrooms site**
Proposed site allocation
- 14 O2 Centre**
Current and proposed site allocation

- 15 Midland Crescent**
60 student units/9 homes, 757sqm commercial. Approved but not implemented
- 16 Finchley Road**
22 flats (2 affordable), flexible commercial unit. Under construction.

Public Realm Improvements

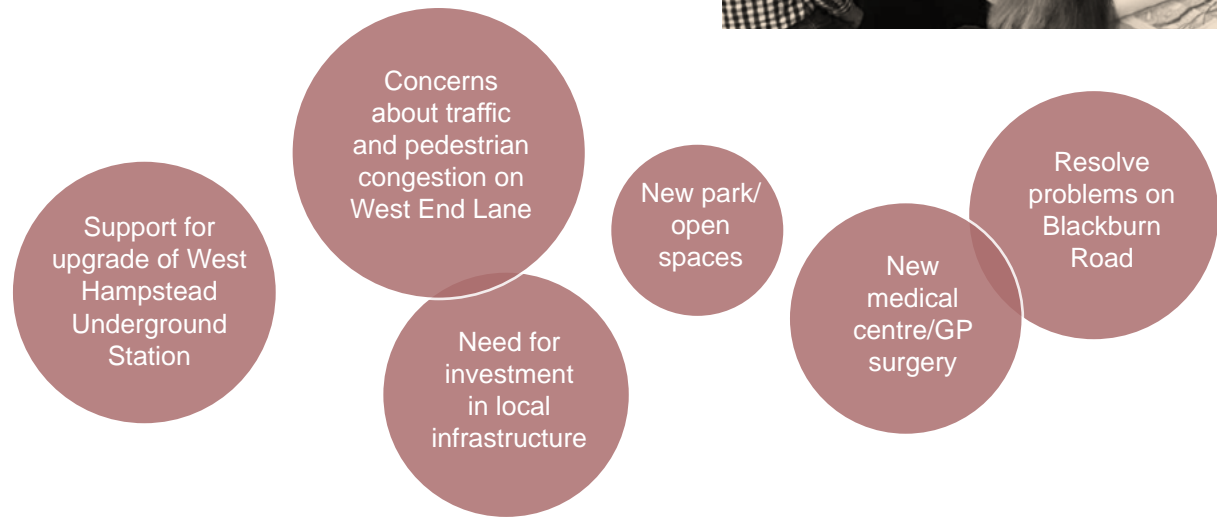
The kind of public realm and connectivity issues identified around the O2 site have been evident elsewhere around West End Lane and local pedestrian routes and public spaces where a number of improvements have already been carried out or are planned (through different means and agencies)

- 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

LOCAL ENGAGEMENT

3.17 In anticipation of potential future 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:



Neighbourhood Workshop (November 2016)

3.18 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. The

report from the workshop provides very useful background document to take into account in considering development options. It provides a context to local issues and concerns, as well as identifying opportunities and ideas around future redevelopment summarised below.¹



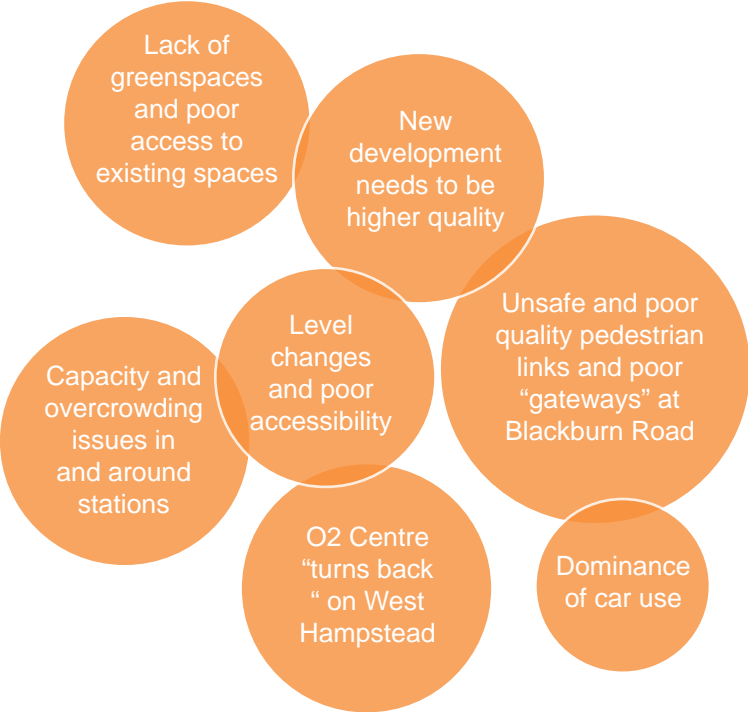
1. The report is available on the NDF website (WorkshopReport_Jan17.pdf).

3.19 The report provides a very useful illustration of the context, key issues, concerns, opportunities and ideas for future redevelopment and summarised below:

Summary of strengths



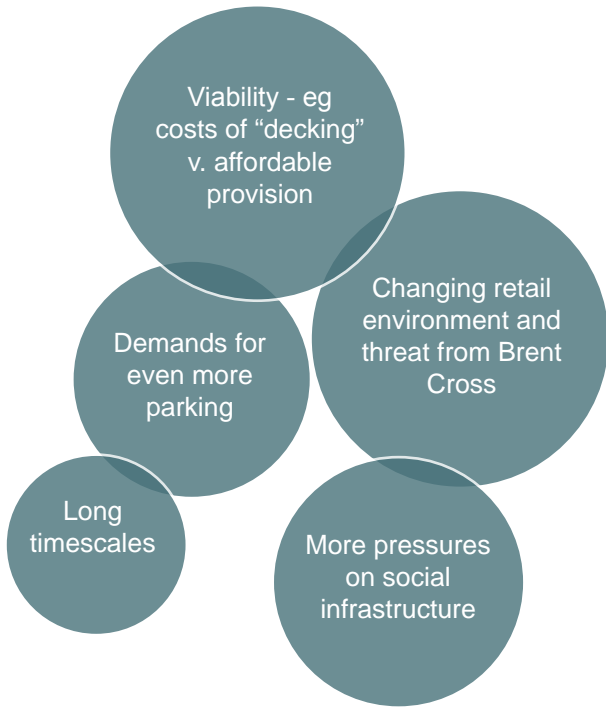
Summary of weaknesses



Summary of Opportunities



Summary of threats



POLICY CONTEXT

3.20 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 new development. It is not intended that these guidelines duplicate or set out all the potential policies and standards that might be applicable to development of and around the O2. Instead, in view of the particular characteristics of the O2 site, 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 common overarching themes and priorities.

3.21 Nevertheless, new development will also need to take account of all relevant policies and associated guidance and links to relevant documents are provided at Appendix1.

National Planning Policy Framework (NPPF)

3.22 The NPPF (February 2019) sets out the national planning policy framework which local authorities and developers need to take into account in preparing plans and policies, coming forward with acceptable schemes and in assessing development proposals. Promoting sustainable development, which meets economic, social and environmental objectives, the updated framework gives greater emphasis to the role of design and states the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.

3.23 In particular it promotes the more effective use of under-utilised land in meeting the need for more homes and the creation of healthy, inclusive and safe places by encouraging mixed use developments and strong neighbourhood centres with the well-designed connections and layouts that allow for easy walking and cycling. Also that the opportunities to promote walking, cycling and public transport use are identified and pursued

Draft New London Plan (updated July 2019)

3.24 The more detailed policies of the emerging New London Plan 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 inclusive communities and addressing health inequalities.

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

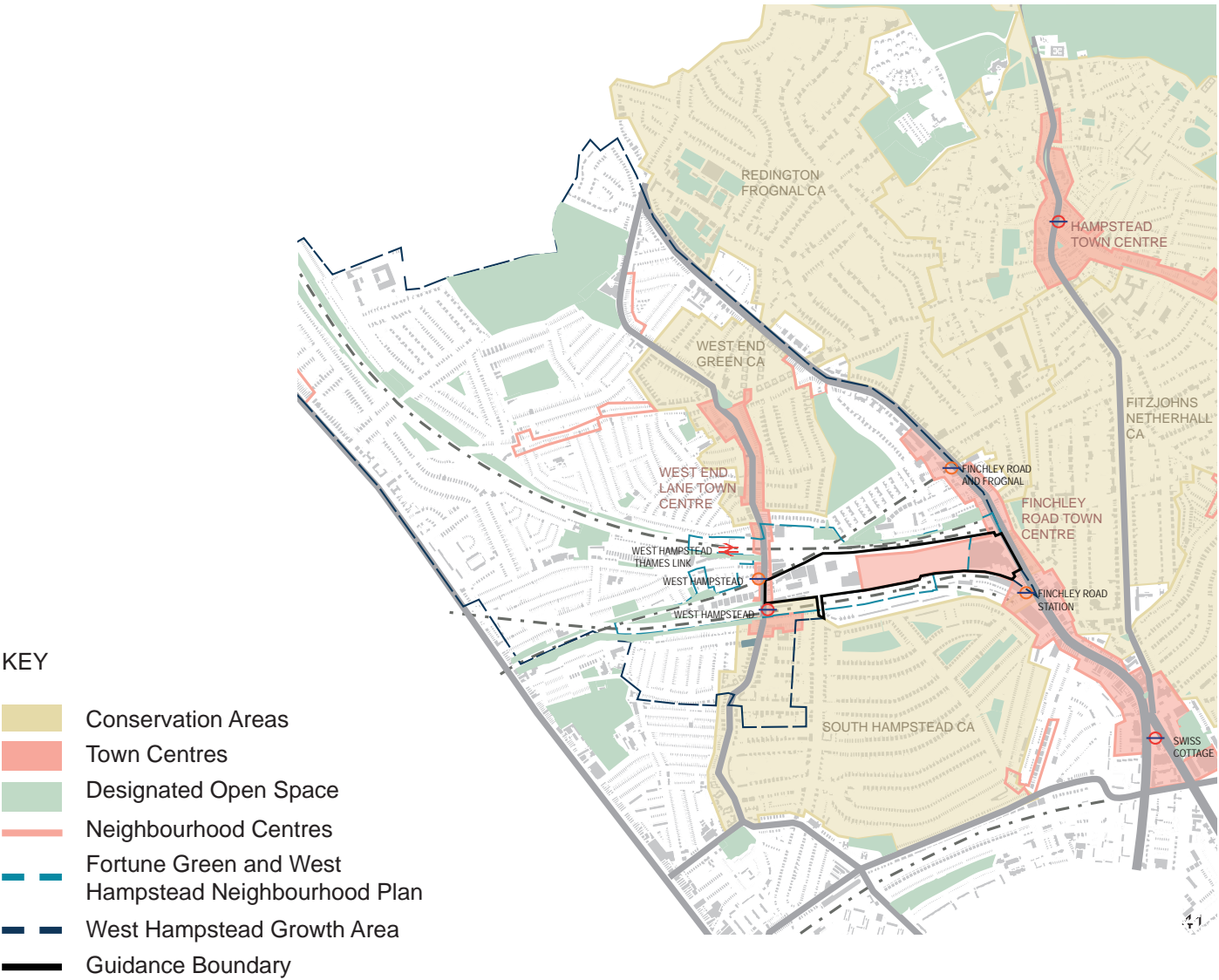
3.26 The emphasis on making more effective use of land continues, with the promotion of a design led approach to intensification, and reaffirmed links between optimising densities and good public transport accessibility and infrastructure capacity. In line with the emerging policies, major new development 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.

Local Plan

3.27 Camden’s Local Plan (2017) identifies West Hampstead Interchange as a Growth Area, reflecting the current London Plan designation as an Intensification Area , and where most significant growth is expected and to be concentrated (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.

3.28 The Council expects developments in the area to be consistent with area priorities and principles, where improving public transport provision and movement around the area is a key objective.

- These priorities are:
- 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



Local plan designations

3.29 As well as being a designated Growth Area, West Hampstead and also Finchley Road/ Swiss Cottage are designated town centres. Similarly expected to contribute towards growth, policies 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. However, 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, must also take account of the more specific local, and often complex and sensitive, contexts and interfaces.

Site Allocations Development Plan Document

3.30 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 :

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

3.31 An updated plan is being prepared. Following a “call for sites” for potential development sites to be identified earlier in 2018, the wider O2 site and sites on Blackburn Road have been put forward by their owners. Further public consultation on proposed sites is planned during 2019, which will inform the review of existing guidance and establish principles for new sites.

Neighbourhood Plan

3.32 The Fortune Green and West Hampstead Neighbourhood Plan was adopted in September 2015. In line with the London Plan and the previous 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.

3.33 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

3.34 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.

3.35 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 14 Blackburn Road and the former Asher House site.

Camden Plan

3.36 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 Transport Strategy and Air Quality Action Plan). 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.

3.37 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.

APPENDICES AND LINKS

Camden Planning Policy Documents:

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-policy/>

Current Site Allocations DPD (2013):

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/local-development-framework/site-allocations-development-plan/>

Neighbourhood Forum and Neighbourhood Plan:

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

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/neighbourhood-planning/fortune-green-and-west-hampstead-neighbourhood-forum/>

NDF and LB Camden Community Workshop Report (2016):

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

West Hampstead Place Plan (2012):

<https://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/place-plans/-west-hampstead/>

For the latest information please visit our website

www.camden.gov.uk