



West Hampstead
Interchange Area

Policy WHI1 – West Hampstead Interchange Area

9.1 West Hampstead Interchange is identified in the Camden Local Plan and the Fortune Green and West Hampstead Neighbourhood Plan as a key growth area. The interchange area is largely shaped by the railway lines that cross it and contains a mixture of uses, including town centre, commercial and residential uses. The area includes part of the designated Finchley Road / Swiss Cottage town centre as well as part of West Hampstead town centre.

9.2 The Growth Area was originally identified due to the potential for a comprehensive combined interchange development between the three West Hampstead stations (London Underground, London Overground and Thameslink). Whilst this never progressed, the Thameslink and Overground stations have received significant investment and have been upgraded. However the need to improve the interchange environment for passengers between the stations and for the wider area remains a key issue to address.

9.3 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.



Figure 9.1: West Hampstead Interchange Area

Policy WHI1

The West Hampstead Interchange area has the potential to strengthen its role as a mixed-use area and deliver a significant increase in the number of permanent self-contained homes, employment, town centre uses including retail, health / community facilities and open space.

To enable the area to fully realise its potential, development within the area must:

- a. Provide a substantial number of new self-contained homes including affordable homes and a mix of types, sizes and tenures, including a significant proportion of homes for families
- b. Provide appropriate uses that support and add to the vitality and diversity of the designated West Hampstead and Finchley Road / Swiss Cottage town centres. Any substantial new town centre uses must be located within the designated Finchley Road Swiss Cottage town centre part of the area.
- c. Contribute towards the provision and/or improvement of appropriate community facilities or services to meet increased resident needs
- d. Provide safe and inclusive publicly accessible open spaces with a range of sizes, forms and functions
- e. Contribute to creating attractive and safer pedestrian and cycling routes through and into the area that will help improve connections between surrounding communities
- f. Improve the street environment and public realm between and around the three West Hampstead stations and along West End Lane and Blackburn Road, through measures such as urban greening, improved crossings and wider pavements
- g. Deliver welcoming and clear entrances at West End Lane and Finchley Road along Blackburn Road
- h. Where in close proximity to or adjacent to Billy Fury Way, address its safety and access issues by setting back buildings and creating natural surveillance, for example from windows, front doors and balconies over the space
- i. Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible
- j. Explore opportunities to create a new link / step free access into West Hampstead and Finchley Road Underground stations through redevelopment of adjacent sites and/or provide appropriate financial contributions to support accessibility and capacity improvements

Development proposals for specific sites within the West Hampstead Interchange area must also accord with the relevant individual site allocation.

Development proposals on non-allocated sites within the area should contribute to the principles set out above where these are relevant to the development and commensurate with its nature and scale.

9.4 Intensification of key sites within the area, particularly the O2 Centre car park and car showroom sites, can provide a substantial amount of new housing including affordable homes, new commercial and community uses together with new green and open space, creating a new place and community that should be integrated seamlessly into the wider surrounding communities.

9.5 The mix of uses within the area should include re-provision or additional employment spaces of different types, including affordable workspaces, to support small and medium sized businesses. New town centre uses (as defined in paragraph 9.32 of the Local Plan) must complement the different nature of the two town centres with West Hampstead being smaller and more independent retail in nature compared to Swiss Cottage / Finchley Road serving a wider catchment area as the third largest centre in Camden. Therefore any substantial new retail uses must be located within the

designated Finchley Road / Swiss Cottage town centre part of the Growth Area.

9.6 Additional social and community uses to meet increased resident needs will be expected and opportunities should be explored with relevant providers to accommodate new community facilities within larger sites that may serve a wider area due to the high levels of accessibility and opportunities to integrate uses. This may include for example new NHS Health and well-being centre, health care facility or educational uses.

9.7 A key objective is improving movement within and throughout the area, particularly delivering more pleasant, convenient and safer routes between Finchley Road and West Hampstead town centres, together with improving movement between the three stations and across the wider area. These should prioritise pedestrians and cyclists above other vehicles.

Area name	West Hampstead Interchange Area
Site area (ha)	19ha
Indicative housing capacity	1,150 additional homes

9.8 Improving access and capacity at West Hampstead tube station is a key priority and long standing objective for the Council and local residents in order to improve the public transport network, adding to the step free access improvements to both the Thameslink and Overground Stations. Opportunities on adjacent sites should be fully explored to help deliver this. Finchley Road tube station could also benefit from accessibility improvements including step free access and opportunities should be explored with the adjacent O2 centre.

9.9 Development must also include improved and new public and green spaces that are fully accessible to the community, workers and visitors to the area. These should be a range of sizes, forms and perform different functions depending on the uses they serve, such as active, quiet, urban, green, play, growing, sitting or eating places. Opportunities should be explored to combine these spaces with other urban greening features including trees and plants which will play an important role in creating a wider green infrastructure network, and help to link up existing ecological or wildlife corridors.

9.10 The objectives for the area are consistent with the Fortune Green and West Hampstead Neighbourhood Plan priorities which seek to ensure redevelopment of this area delivers a mix of uses including a significant amounts of affordable and family homes, employment uses, public facilities including health and

education uses, new public open spaces with an improved street environment.

9.11 The Council is in the initial stages of preparing informal planning guidance for the part of the area based around the O2 car park, car showrooms and properties on Blackburn Road. Part of the vision for the area in the guidance is to create ‘an inviting, inclusive and highly accessible place from more directions for local people and future residents and employees’. This allocation and individual allocations below should be considered in conjunction with the Neighbourhood Plan objectives and future guidance.

9.12 Given the multiple land ownerships within the area, whilst developments are likely to come forward through separate proposals they will be expected to contribute towards achieving area wide objectives. Landowners of adjacent sites are expected to work collaboratively so that redevelopment proposals are “joined-up” and not produced in isolation in order to optimise regeneration outcomes and ensure that individual schemes do not compromise the delivery of key area objectives. For example, particular care should be taken to ensure that potential opportunities for future pedestrian connections and links are not prejudiced by piecemeal and unintegrated development.



Question box

Q83. Do you agree with Policy WHI1? If not, what changes are needed and why?

Q84. What do you think the infrastructure priorities should be for this area allocation and why?

Q85. Is the boundary shown in Figure 9.1 appropriate in the context of Policy WHI1? If not, what changes are needed and why?

Q86. Are there any other key sites which should be referred to in Figure 9.1? If yes, please include additional information about the site. If it is a site which has been discounted by the authority during the assessment process please state the site reference and name. If the site is a new site please state the site address, a clear description of the type and scale of development that you believe could be accommodated on the site, and if possible attach a site plan.

Policy WH12 - 02 Centre, carpark and car showrooms sites

9.13 The site is former railway sidings and industrial land currently occupied by the 02 Centre built in the late 1990's, with associated car parking and retail warehouse (Homebase) under one ownership, together with two car showrooms under separate ownership. The site is set between the railway lines to the north and south and Finchley road to

the east. The primary vehicular and servicing access to the whole site is via Blackburn Road from Finchley Road, with a separate pedestrian and cycle access from the West End Lane end of Blackburn Road into the car park. The 02 Centre, car park and Homebase are within the designated Finchley Road / Swiss Cottage town centre.

Site address	The 02 Centre, Finchley Road
Site area (ha)	4.5ha
Proposed uses	Mixture of types of permanent self-contained homes, town centre uses, community uses, open space
Indicative housing capacity	950 additional homes

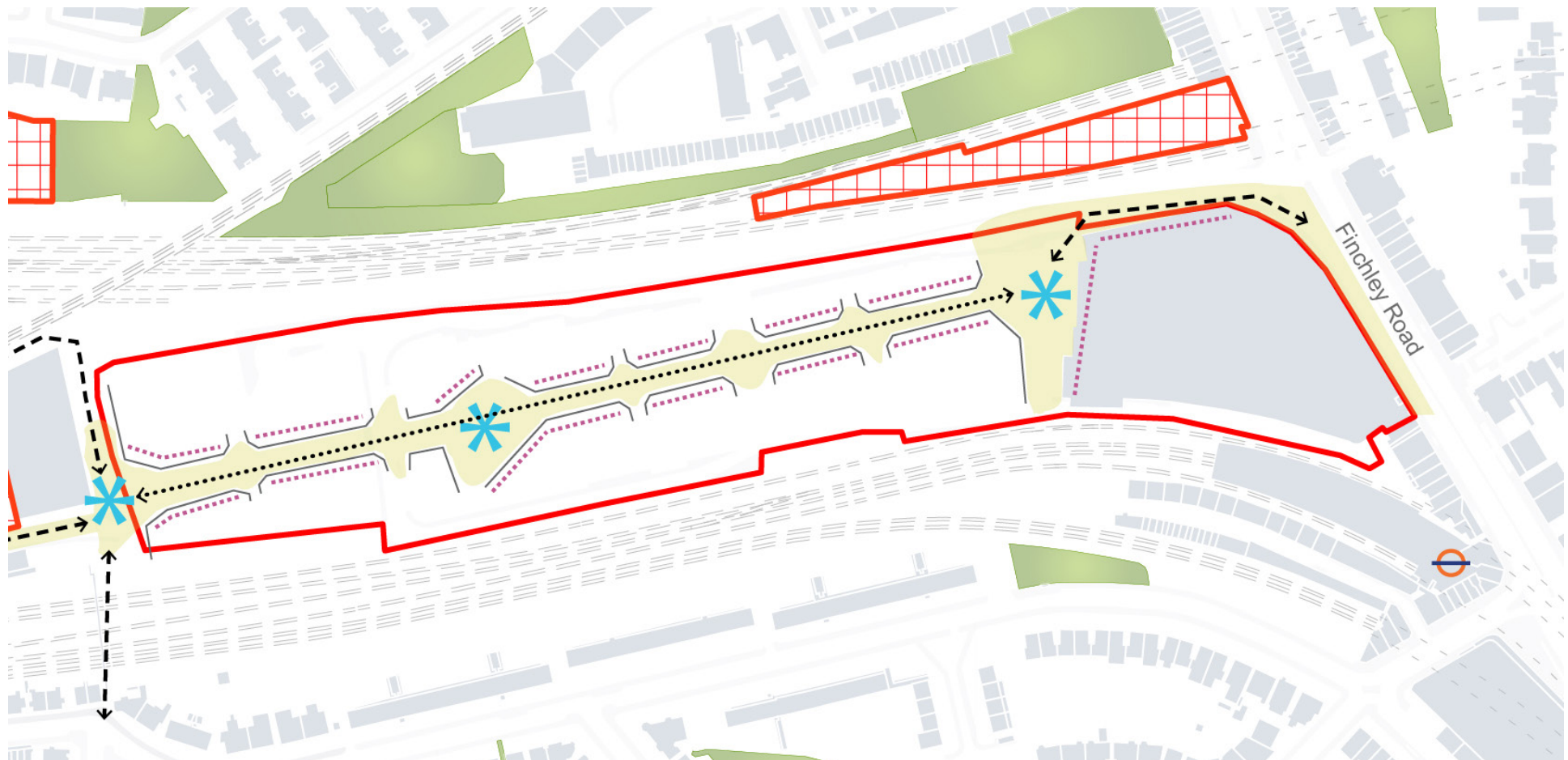


Figure 9.2: 02 Centre, carpark and car showrooms sites

Policy WHI2

The O2, car park and car showrooms site is allocated 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.

Development must be in accordance with Policy WHI1 - West Hampstead Interchange area and in addition must also:

- a. Demonstrate that they have been prepared in a coordinated and integrated way with involvement from relevant landowners and other key stakeholders. Proposals for individual development parcels must not compromise or prejudice the aspirations for the wider site and growth area and/or the delivery of adjacent development parcels
- b. Deliver a new place that responds to neighbouring areas and establishes its own qualities as a new neighbourhood through excellent design and architecture
- c. Ensure through coherent design and creative interventions that the O2 Centre integrates itself successfully with new mixed-use development
- d. Create a convenient, direct, safe and accessible central east-west route as part of a more walkable neighbourhood with new and improved routes through the development connecting Finchley Road and West End Lane. With activity and uses this will create a new two sided pedestrian and cycling street which is not a vehicular through route.
- e. Include improved and new public realm, public and green spaces of different forms and functions related to the location and the uses and activities they serve.
- f. Deliver welcoming and clear public realm enhancements and entrances to Blackburn Road from both West End Lane and Finchley Road, including widening the footpath at the Blackburn Road / Finchley Road junction entrance adjacent to the O2 centre to improve it for pedestrians, cyclists and safety
- g. Ensure that pedestrians, cyclists and public transport accessibility are given greater priority over the operational, servicing and parking demands of vehicles.
- h. Ensure the number of spaces and impacts of car parking are reduced both physically and visually
- i. Seek to make provision for a new health and well-being hub

9.14 Proposals for this site will be considered having regard to Policy WHI2, any other relevant policies in this Site Allocations Local Plan, all relevant development plan policies and any other relevant material considerations.

9.15 Redevelopment of sites in this allocation are fundamental to the successful delivery of a new place and the objectives for the wider area. It must address the integration of new development into its wider context and reduce the dominance of car parking and servicing that currently limits any sense of place or destination and does not give any priority to pedestrians and cyclists through attractive and safe-feeling accesses and routes.

9.16 It is not anticipated that the O2 Centre itself will be redeveloped and will remain operational, however the creative and imaginative integration of the O2 Centre into the redevelopment of the car park element of the site is considered essential to a coherent design approach to the successful transition of uses and character for a new mixed-use neighbourhood.

9.17 It is important to ensure that redevelopment is welcoming, inclusive and accessible to all, that development looks out to and connects with the wider neighbourhoods around it rather than being inward-looking and remaining isolated, whilst creating a new neighbourhood.

9.18 A new legible and open route through the site is vital to achieving the objectives of improving movement throughout the area. This should be a strong, convenient and clear central vehicle-free east-west route that is generous in scale, safe, pleasant, and sufficiently separated from the impacts of the railways, servicing and other vehicles. New retail / social and community uses, open spaces and features such as public art, planting and lighting should be introduced along the central east / west route to provide a welcoming environment and create activity to help support a safe environment, throughout the day and night.

9.19 Redevelopment should be used to create better quality walking and cycling focussed streets into the area from both West End Lane and Finchley Road sides. This could include wider footpaths, urban greening and more inviting public realm “gateways” into new development. Opportunities should be explored to look at other changes to the public edges of the O2 centre itself, through ground floor uses, entrances and more active frontages, improved footways and animating the side of the O2 to create a more interesting, welcoming and safe environment around this part of the site. The existing internal route through the O2 should be strengthened as an alternative route linking Finchley Road and the facilities of the O2 with a new neighbourhood and the wider area through the spaces and connections created by redevelopment.

9.20 Redevelopment must include improved and new public and green spaces suitable for a variety of uses with a range of sizes and forms to perform different functions, such as active, quiet, urban, green, play, growing, sitting or eating. These could be created where new and improved routes intersect and provide a focus for different uses and distinct zones of activity and character.

9.21 A significant reduction in the overall car parking provision on site is essential to ensure that parking is no longer the dominant use of the majority of the site and does not compromise the quality of new development. Reduced parking and improved walking and cycling connections will help encourage active means of transport and promote improved air quality for the area.

9.22 Whilst the main priority is significantly reducing parking, opportunities should be explored to look at options to support wider area transport initiatives for social benefit, for example through use of parking spaces in off peak times to support 'healthy school streets'.

9.23 Based on health care changes in the wider Camden area, West Hampstead has been identified as a potential location for a new community hub facility to accommodate health and wellbeing services in one location. The town centre element of the site offers a great opportunity in an accessible location for a new provision in the

heart of a community to meet this need and opportunities should be fully explored with the relevant providers.

9.24 As indicated in the area wide policy, it is anticipated that the 02 and car showroom elements of this site may come forward at different times due to different land ownerships. It is therefore essential that landowners of adjacent sites ensure that their redevelopment proposals are conceived in an integrated way to achieve the best and most comprehensive regeneration outcomes and do not compromise wider area objectives.

9.25 The connections and routes through these two elements of the site are particularly important and care should be taken to ensure that potential opportunities for future connections and links are not prejudiced by piecemeal development.

9.26 The allocation should be considered in conjunction with the relevant aspirations and objectives of the Neighbourhood Plan and future Council planning guidance.



Question box

Q87. Do you support Policy WHI2? If not, what changes are needed and why?

Q88. Is the boundary shown in Figure 9.2 appropriate in the context of Policy WHI2? If not, what changes are needed and why?

Policy WHI3 - 13 Blackburn Road

9.27 The site consists of the former part single, part two and three storey office space known as Asher House, before it was converted to housing use and was renamed the Clockwork Factory, and a separate single storey office block that backs onto Billy Fury's way (a designated metropolitan walk) and the railway tracks. The site is outside of the designated West Hampstead town centre.

9.28 Proposals for this site will be considered having regard to Policy WHI3, any other relevant policies in this Site Allocations Local Plan, all relevant development plan policies and any other relevant material considerations.

9.29 The former Asher House building was converted to 29 homes under permitted development regulations in 2014, which meant that the Council was not able to apply its planning policies and consider the principle of the use. The matters that required approval related to design and transport issues only. The

premises therefore currently contains 15 studios, 13 one bedroom units and 1 two bedroom unit. Redevelopment to provide a broader range of unit sizes and to include affordable housing on the site will be supported and welcomed.

9.30 The commercial space should, through its design, be flexible to potentially accommodate small to medium businesses and provide affordable workspace.

9.31 Redevelopment of this site must respond to its context, including the heights of adjacent buildings, and through appropriate design and the inclusion of natural means of overlooking and appropriate setbacks along Billy Fury Way ensure that development enhances this important route particularly from a safety aspect. It is expected that development will take into account adjacent sites' redevelopment plans and take opportunities to work in conjunction with neighbouring sites to help deliver a coordinated approach.

Policy WHI3

13 Blackburn Road is allocated for mixed-use development including commercial space/offices and permanent self-contained homes. Development must be in accordance with criteria d, e, f, g, h and j of Policy WHI1 - West Hampstead Interchange area and in addition must also:

- Provide a mixture of sized permanent self-contained homes including affordable housing
- Ensure the commercial space is flexible in order to provide for a range of small to medium businesses

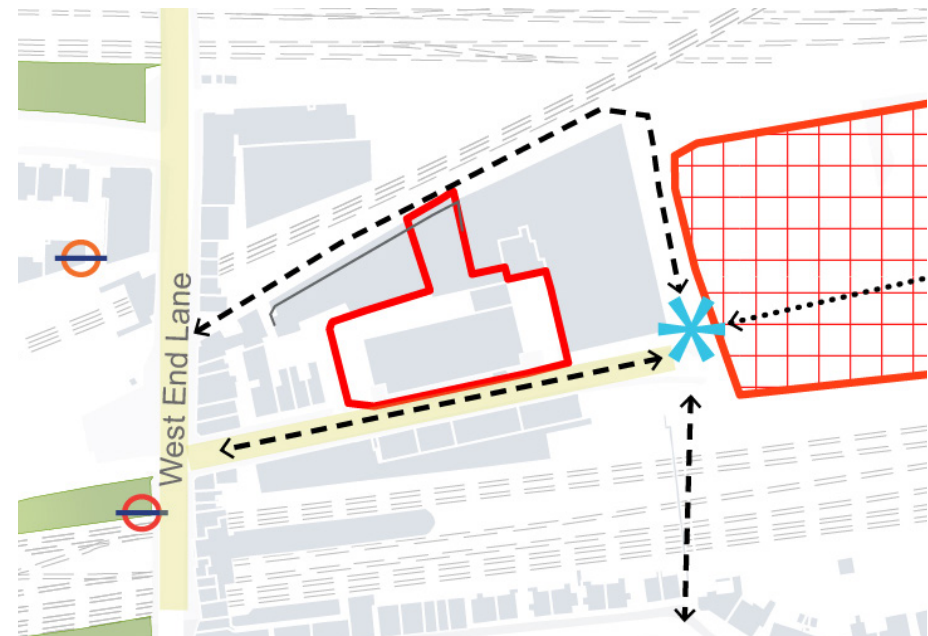


Figure 9.3: 13 Blackburn Road

Site address	13 Blackburn Road
Site area (ha)	0.24ha
Proposed uses	Offices, self-contained homes
Indicative housing capacity	21 additional homes

Question box

Q89. Do you support Policy WHI3? If not, what changes are needed and why?

Q90. Is the boundary shown in Figure 9.3 appropriate in the context of Policy WHI3? If not, what changes are needed and why?

Policy WHI4 - 188–190 Iverson Road

9.32 This site is occupied by Tavener C and Son, who provide building and joinery services, storage and furniture paint spraying facilities. The uses are contained in a range of single storey buildings across the site, together with a two storey office building and a single storey office block occupied by Innsifree Housing Association fronting on to Iverson Road.

9.33 The site has three and 4 storey housing properties either side and a new housing development opposite, with designated open space to the rear, adjacent to the railway lines.



Figure 9.4: 188-190 Iverson Road

Policy WHI4

188-190 Iverson Road is allocated for mixed-use commercial and permanent self-contained homes. Development must:

- Ensure that the operation of existing or future employment uses are not compromised by the inclusion of housing or through the design of the development
- Provide housing uses on the Iverson Road frontage



Site address	188-190 Iverson Road
Site area (ha)	0.25ha
Proposed uses	Offices, light industrial and self-contained homes
Indicative housing capacity	15 additional homes

9.34 Proposals for this site will be considered having regard to Policy WHI4, any other relevant policies in this Site Allocations Local Plan, all relevant development plan policies and any other relevant material considerations.

9.35 The site is an established employment site where intensification for a wider mix of uses including housing would be supported, provided that the introduction of housing would not compromise existing or future employment uses on site.

9.36 The low level nature and number of buildings on site offers the opportunity to consolidate, enhance or intensify the employment floorspace provision within the site through redevelopment. Measures should be incorporated into any design to ensure continued or future business use is not compromised,

particularly vehicular access and movement within the site.

9.37 Given the adjacent and opposite housing uses, the inclusion of any new homes should be located towards the front of the site along the Iverson Road frontage and should incorporate appropriate mitigation measures to ensure an appropriate relationship with the business uses.

9.38 Any redevelopment offers an opportunity to address the current visual gap in the street scene and enhance the streetscape. The retention of the mature street trees along the frontage is strongly encouraged.

9.39 Given the specific nature of the site and its future uses, proposals for the development of this site will not be assessed against the criteria of Policy WHI1 – West Hampstead Interchange Area.

Question box

Q91. Do you support Policy WHI4? If not, what changes are needed and why?

Q92. Is the boundary shown in Figure 9.4 appropriate in the context of Policy WHI4? If not, what changes are needed and why?

Policy WHI5 – Other development sites in the West Hampstead Interchange Area

9.40 Within the West Hampstead Interchange Area there are a number of other development sites. These sites are listed in Figure 9.6. We consider that Policies WHI1 and the Camden Local Plan 2017 provide a robust basis for considering proposals for development in these locations. As such the Plan does not include a detailed allocation policy for these sites and seeks to allocate them through Policy WHI5.

9.41 Proposals for sites identified in Figure 9.6 will be considered having regard to Policies WHI1 and WHI5, any other relevant policies in this Site Allocations Local Plan, all relevant development plan policies and any other relevant material considerations.

Policy WHI5

Sites identified in Figure 9.6 will be allocated for the use(s) set out in the table

Allocation Reference	Site Name	Proposed Uses	Indicative Housing Capacity
WHI5a	Land at Midland Crescent	Offices Housing	9 additional self-contained homes; and 60 additional student units or equivalent housing floorspace
WHI5b	156 West End Lane	Self-contained homes Retail Community	164 additional homes

Figure 9.6: Other Development Sites table

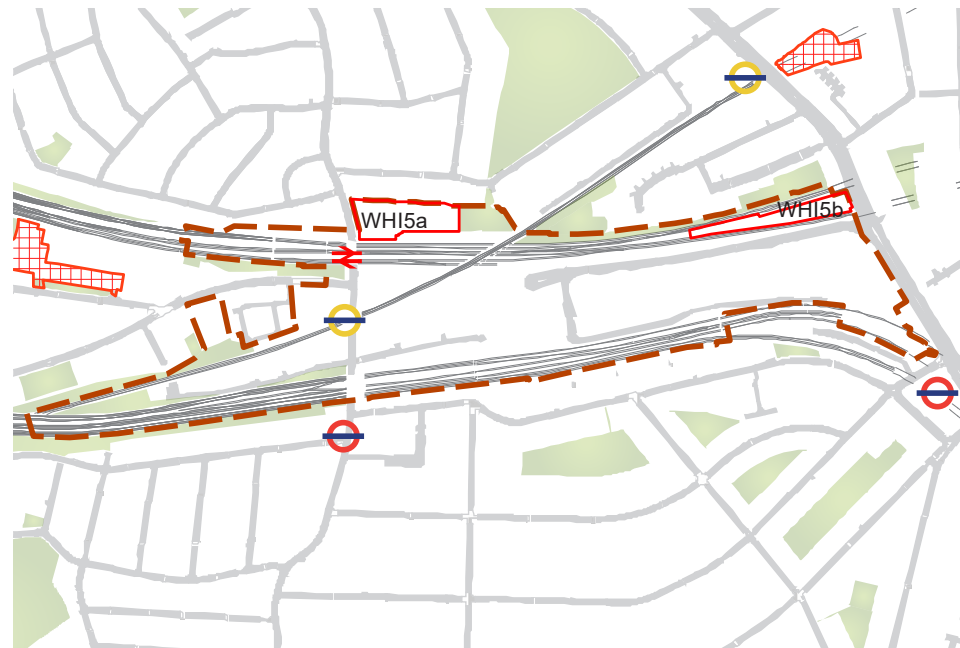


Figure 9.5: Other development sites

Question box

Q93. Do you support Policy WHI5? If not, what changes are needed and why?

Q94. Are the boundaries shown in Figure 9.5 appropriate in the context of Policy WHI5? If not, what changes are needed and why?