



WEST HAMPSTEAD GROWTH AREA PLANNING WORKSHOP, NOVEMBER 2016 SUMMARY REPORT



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1 INTRODUCTION

In November 2016 Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) ran a planning workshop focused on the West Hampstead Growth Area – a major development area stretching around and between the West Hampstead and Finchley Road transport interchanges (see map on page 4). The workshop was facilitated by Biljana Savic, independent planning advisor and facilitator, and organised with the support of London Borough of Camden (LBC).

The aims of the workshop were to:

- Develop further ideas and views regarding the development in the Growth Area, expressed by local residents and other stakeholders during the development of Fortune Green & West Hampstead Neighbourhood Development Plan (NDP) and subsequently
- Develop spatial framework options for further consultation with residents, landowners and developers active in the area
- Identify key issues and develop initial ideas for a potential future framework or other planning policy / guidance.

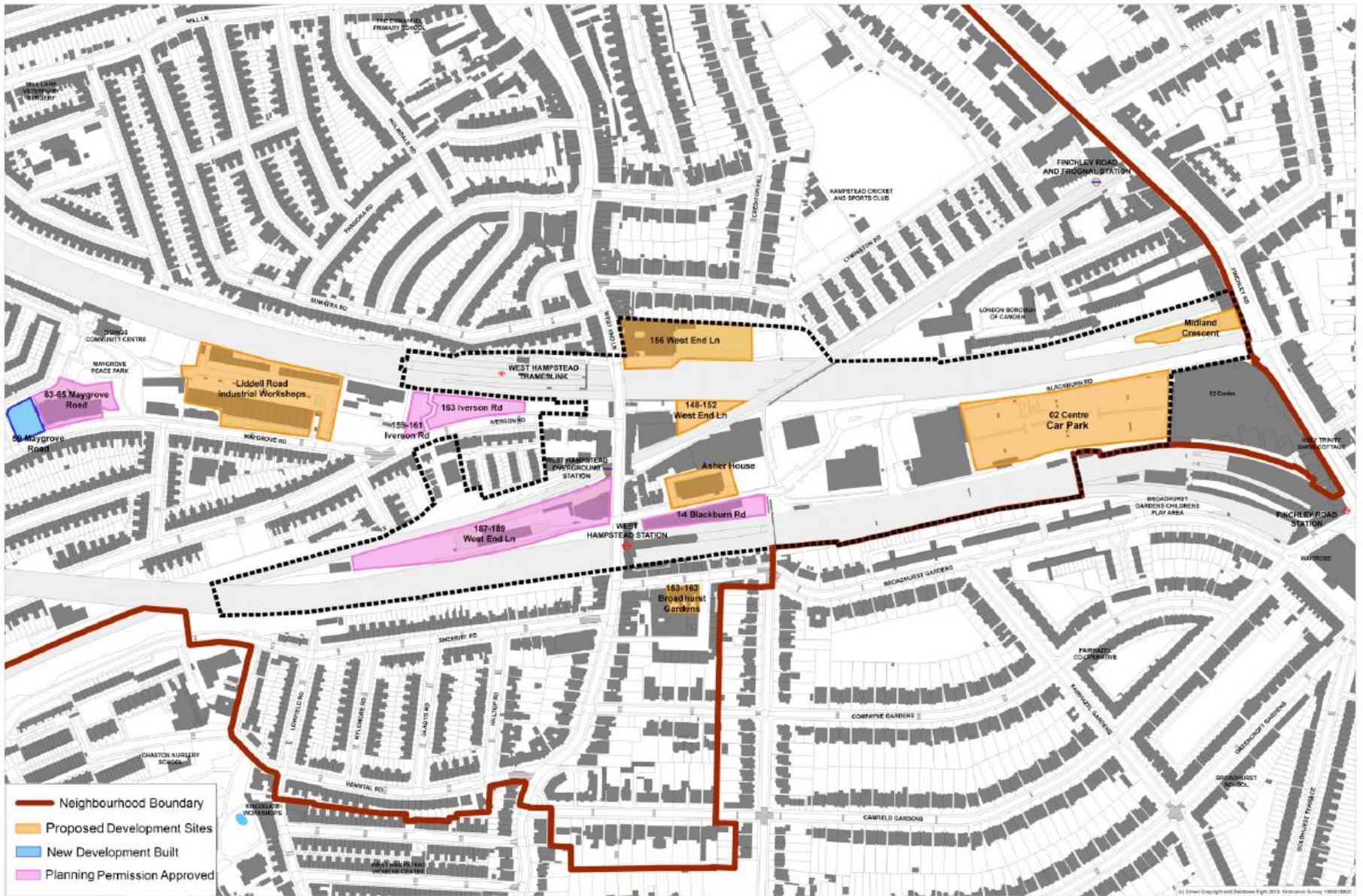
The workshop included a site visit, a number of technical briefings outlining the planning context, economic development, social and environmental opportunities and constraints, as well as the neighbourhood planning history and summary of the community feedback related to the Growth Area.

It also included two group sessions during which draft options for the development in the Growth Area were discussed and sketched out. The participating local residents and stakeholders were divided into four groups, which were facilitated by members of the NDF, LBC officers and Biljana Savic. Both group sessions concluded with a plenary feedback and discussion. At the end of the workshop conclusions were drawn and next steps agreed.



This report summarises the background to and the results of the workshop. It does not represent the conclusion of the NDF's work on the proposals for the Growth Area, but acts as a marker of progress made at the workshop and a useful summary for further consultation.

The workshop agenda and list of attendees are provided in the Appendix A and B respectively.



Map 4: West Hampstead Growth Area

Neighbourhood Plan Map

Scale 1:1250 (A0)
0 50 100
Metres

2 BACKGROUND

The Fortune Green and West Hampstead NDP was developed in the period 2013-15 and adopted in September 2015. It sets out 19 policies for the future development of the area between 2015 and 2031. It also sets out 12 recommendations for non-statutory complementary action which will help achieve the Vision and Objectives of the NDP, and which are in support of its policies.

West Hampstead Growth Area is one of the key areas of focus for the NDP, covered by its Policy 4 and Recommendation C – see extracts on the right. These were driven by the ambitious development targets for the Area set out both in the London Plan and Camden Council’s Core Strategy:

- London Plan: a minimum of 800 new homes & 100 jobs between 2010-2031.
- Camden Core Strategy: around 1,000 new homes & additional 7,000 square metres of business floor space.

The Growth Area includes a number of sites, some of which with planning permissions and / or permitted development underway.

The most significant land in the Growth Area yet to come forward is the O2 Centre car park. This has a crucial role as its size and location means it could provide a vastly improved urban environment and pedestrian and cycle links between West End Lane and Finchley Road. The owners (Land Securities) have yet to announce what their future plans are for their land and the Council hasn’t committed to producing a masterplan or planning framework for the area yet until these future intentions become clearer.

A comprehensive overview of the background data, targets and constraints, as well as the current status of the various Growth Area sites was provided during the workshop by James Earl, NDF (see full presentation in Appendix C) and David Morrissey, LBC (Appendix D).

POLICY 4: West Hampstead Growth Area

The West Hampstead Growth Area (WHGA), as defined on Map 4, shall be promoted for a mix of uses, including new housing, employment, town centre and public/community uses. Development in the WHGA shall, where appropriate and viable:

- i. Be in keeping with and enhance the character of the wider area - including the two adjacent conservation areas and their settings.
- ii. Have regard to local views of and across the area (as identified in A11 and Map2).
- iii. Provide new homes - including affordable homes and homes suitable for families, in line with the requirements in the CCS.
- iv. Provide space for new business and new employment uses.
- v. Provide new community facilities or contribute towards improving existing community facilities.
- vi. Increase space for pedestrians and provide an improved street environment in the area.
- vii. Provide or contribute to improvements to the Growth Area’s public transport, especially the Underground and Overground stations.
- viii. Provide or contribute to improvements to public facilities, including health and education uses.
- ix. Provide new green/open/public space, new trees, and new green corridors.
- x. Incorporate climate change mitigation measures.
- xi. Provide improved pedestrian and cycle routes between West End Lane and Finchley Road.
- xii. Contribute to new north-south pedestrian routes over the railway lines.

RECOMMENDATION C: in support of Policy 4, the following actions are recommended.

- i. A masterplan for the Growth Area should be drawn up by Camden Council following consultations with local residents, groups, employers, employees and developers. This masterplan should use the policies and text in this section of the Plan as the basis for its work.
- ii. 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.

3 DESIGN BRIEF

The workshop was a direct response to the Growth Area policies and recommendations and came out of the post-referendum conversations between the NDF and LBC, who jointly developed the brief for the event – to address the following key issues in relation to the O2 Centre car park, the car show rooms and other sites in the area that aren't currently allocated for development but could be included in a future Site Allocations / Brownfield Register:

- A. Opportunities for **improved vehicular, pedestrian and cycle connections** between West End Lane and Finchley Road
- B. Locations suitable for **open space** and **other community facilities provision / enhancement**
- C. The **quantum and broad nature / block layout of development that is appropriate to the character of the area, viable and sufficient to deliver identified infrastructure needs** (inasmuch as possible given the information and expertise available)
- D. **Links / decking over the railway**
- E. **Environmental sustainability issues** - outline opportunities for a range of appropriate measures for carbon reduction / adaptation to climate change.

The aim was to think about different scenarios to work towards options for a spatial framework for the area similar in the level of detail to the one developed for the Euston Station / HS2 area, shown to the right.

The following pages provide further design brief detail, including relevant examples and design ideas.



- | | |
|--|--|
|  Existing open spaces / gardens |  New green link network |
|  Enhanced existing open spaces |  Existing links greened / improved |
|  Re-provided lost public open space |  Long term aspiration for better green links |
|  School play space / open space |  Greened roads |
|  New green / amenity spaces within development |  New / improved crossings |

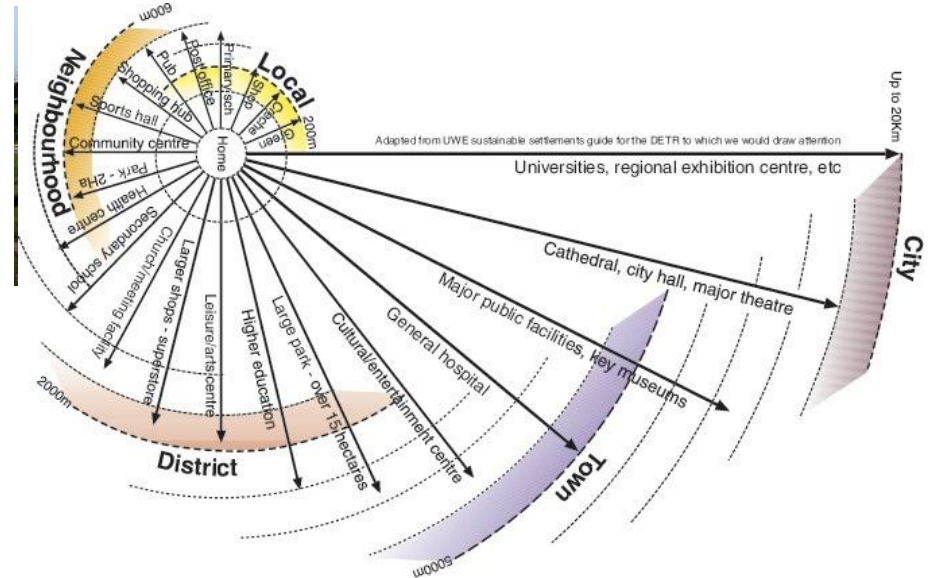
Design brief for the workshop – things to consider

A. Opportunities for **improved vehicular, pedestrian and cycle connections** between West End Lane and Finchley Road

- Access to both West Hampstead and Finchley Rd tube stations
- Pedestrian, cycling, vehicular routes, particularly address existing unpleasant / unsafe pedestrian routes
- Future of existing footbridges to the north and south
- Potential new links over railway
- Access for disabled, considering significant level differences across site especially at eastern and western edges.

B. Locations suitable for **open space and other community facilities provision / enhancement**

- Different types of green / open spaces:
 - Station squares / hard landscaped spaces
 - Garden squares
 - Parklets
 - Streets
- Different layout options - eg one large green space vs a number of smaller spaces (land ownership issues)
- Open spaces between larger developments / opening up views / key gateways into the site
- Better links to existing green spaces
- Use of water.



C. The quantum and broad nature / block layout of development that is appropriate to the character of the area, viable and sufficient to deliver identified infrastructure needs (inasmuch as possible given the information and expertise available)

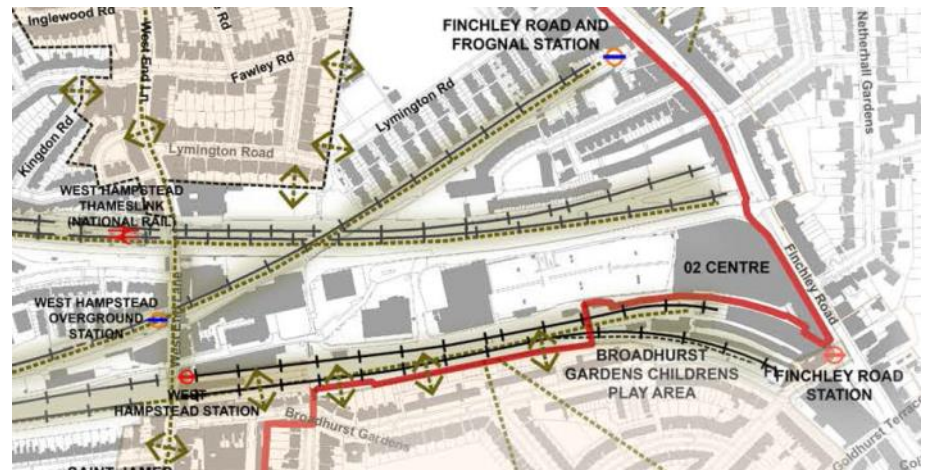
- Urban layout of the surrounding urban areas (eg block size)
- Views across the site / heights of buildings

D. Links / decking over the railway

- Different configuration / level of the various train tracks
- Overhead electrical gantry restrictions / requirements
- Cost of decking (disruption to services)

E. Environmental sustainability issues, outline opportunities for a range of appropriate measures for carbon reduction / adaptation to climate change

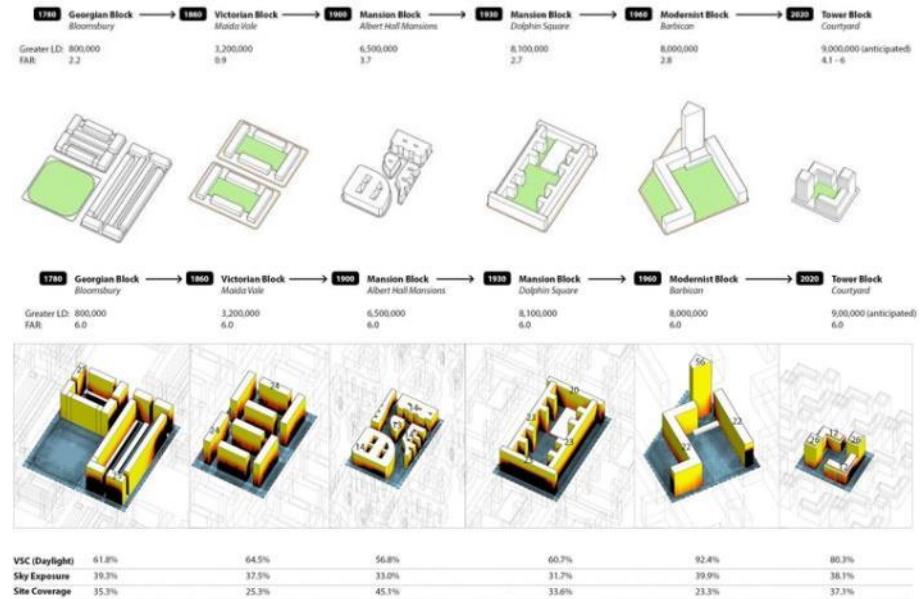
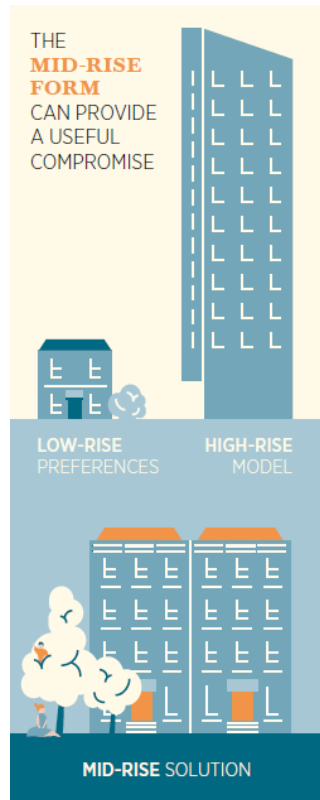
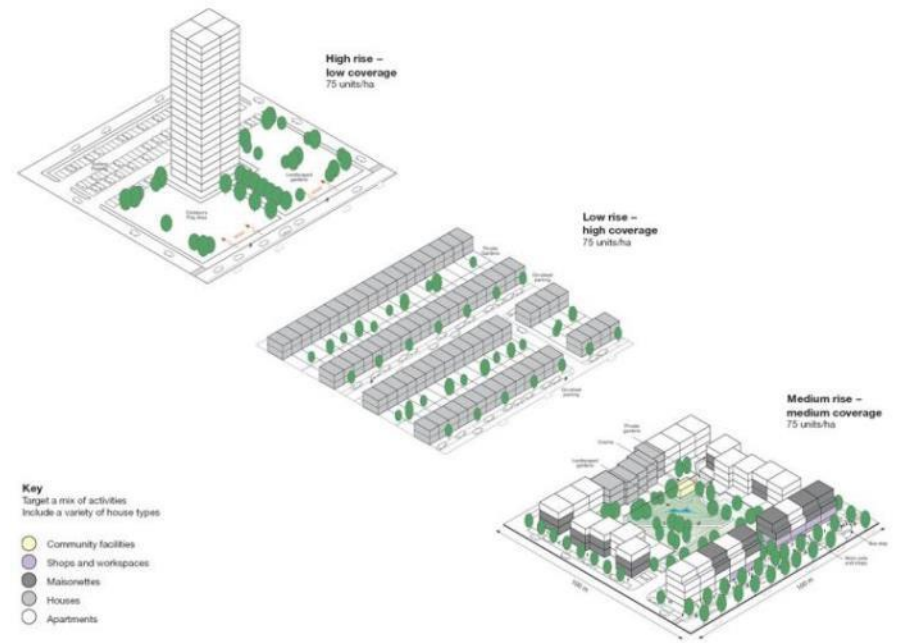
- Green corridors incl railway embankments
- Street trees
- Improvements and better links to existing green spaces
- Green walls and roofs
- Cycle lanes and parking / docking stations
- Permeable surfaces.



The density issue

During the development of the NDP concerns were raised by local people over the scale of development in the Growth Area given its location between the conservation areas and important views across the site.

This issue was covered at the workshop too - during the technical briefings a number of density scenarios (illustrated by the drawings to the right) were discussed and a clear preference for mid-rise, high density solutions, based on well defined urban mansion blocks - a historically well established urban model in London - expressed by the participants.



4 GROUP SESSIONS

During the workshop proposals for the Growth Area were developed over the course of two group sessions.

In the first session groups discussed the development requirements or “the brief” for the site, in terms of:

- the quantum and mix of residential, employment, retail and green/public space, as per policies and presentations
- community’s views and aspirations (incl for example for a specific type of green / public space, health facilities, pedestrian and cycling links etc)
- approach to density and heights – reflecting on the presentations shown in the morning.

The groups also did a quick SWOT analysis of the Growth Area, recording identified items on the map and in written notes:

- Strengths – things that currently work and should be protected/ enhanced
- Weaknesses – key problems with the site
- Opportunities – for improvements, new developments
- Threats – constraints for changes

The second group session focused on translating the emerging ideas into spatial diagrams. Groups considered options in terms of:

- Streets / public space / blocks layouts
- Allocation of land uses across the site
- Public realm at grade vs decking over O2 car park, raising main public realm level
- Re-provision of O2 car parking – in multi storey car park, at grade/under deck or under ground.

Groups were also asked to discuss the pros and cons of different options, try to agree on and sketch out their preferred option.



5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

Below is a summary of the SWOT analysis carried out by the four groups during the first group session, as recorded on maps and in groups' notes.

Strengths

- Great public transport provision
- O2 Centre – good retail / leisure offer
- The O2 Centre car park attracts people from a large catchment and supports the shops in the area
- The Garden Centre in Homebase – note there are no other large Garden Centres in the wider area.

Weaknesses

- Overcrowding around the stations in West End Lane – massively under capacity with the increasing population
- Lack of good quality and accessible green space
- Poor access to existing green spaces to the north of the O2 car park
- Unsafe and poor quality pedestrian links, particularly Billy Fury Way incl poor visibility / overlooking and maintenance
- The O2 Centre turns its back to the Growth Area
- Poor entrances / gateways into the site at both ends of Blackburn Rd
- Some of the new developments (eg the student accommodation block in Blackburn Rd) do not make a positive enough contribution to the surrounding streets and footpaths
- Some of the leisure / retail in the O2 Centre unaffordable
- Level changes along some routes difficult for the elderly and disabled
- Dominance of car use
- O2 Centre / Finchley Rd and Blackburn Rd / West Hampstead station are in reality very close – it is the quality and perceptions of unsafety, etc. of routes which deter pedestrian movement.



Poor quality pedestrian links in the area

Opportunities

- 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 startup 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).

Threats

- More “metro” style supermarkets in West End Lane and the proposed massive growth of Brent Cross Shopping Centre might have a negative effect on the O2 Centre
- New residents demanding car parking
- Requirement to re-provide the car park may affect viability
- Viability (in terms of provision of social housing on one hand and the demand to build high on the other)
- Timescale in relation to existing leases at O2 site and possibility of a part of the site being used for HS2 construction vehicles
- Further pressures of new housing / residents on community facilities / social infrastructure e.g. health.



Opportunities to improve access to site/ pedestrian environment at both ends of Blackburn Rd

6 PROPOSALS

During the second session the four groups developed options for the development of the Growth Area, including:

- key routes - distinguishing between green (pedestrian and cycling) and blue (vehicular) routes and identifying improvements to existing routes (eg footbridges and pedestrian routes)
- potential new links over the railway
- development block outlines
- public/green spaces (improvements to existing and new)
- land uses (ground + upper floors incl car parks)
- rough height of buildings across the site or a simple heights distribution strategy.

However the groups were given specific “tasks”:

Group 1 - consider improvements that would be possible without any new development on the O2 car park and car showrooms sites.

Group 2 - develop proposals for the O2 car park only, leaving the car showrooms site as is.

Group 3 - develop proposals for the O2 car park and car showrooms sites; but do not consider the option of decking over the railway lines.

Group 4 - develop proposals for the O2 car park and car showroom sites, and consider decking / developing over railway lines.

Following the initial discussions two of the groups made the following decisions:

Group 2 – felt that to achieve the best options and create proper links with West End Lane the Homebase / car showrooms sites needed to be included as part of comprehensive development (and the Homebase / showrooms either closed or relocated).

Group 4 – decking over the railway lines is unlikely in the foreseeable future (due to level differences and power lines over the tracks to the north of the site) so the group developed a proposal that does not rely on it. However the development shown in the group’s preferred option could be extend over the railway lines in the future.

Group 4 discussed four options (see sketches and short descriptions in Appendix E) and unanimously decided to put forward Option D as their preferred one.








GROUP 1 PROPOSAL



Key elements

1. New West Hampstead underground station
2. Restricted car movement around stations in West End Lane during the day
3. New entrance to West Hampstead underground station platforms from the existing (improved) footbridge
4. Improved MUGA and new pedestrian footbridge to Billy Fury Way
5. Potential secondary retail zone in Blackburn Rd
6. Open up vehicular route through Blackburn Rd to relieve pressure on surrounding roads
7. Improve safety on Billy Fury Way (better visibility from surrounding buildings and public spaces)
8. Potential link under the tip of the Ballymore site from the MUGA in Iverson Rd towards Kilburn Grange Park
9. Potential pedestrian link between the entrance to the O2 Centre and the residential area to the south (check if possible)
10. Shorter service route for O2 Centre

Key

-  Proposed new West Hampstead tube station
-  Pedestrian routes
-  Vehicular / pedestrian routes
-  Existing green spaces
-  Enhanced transport interchange pedestrian zone
-  Proposed area of restricted vehicular movement during daytime
-  Potential secondary retail zone

GROUP 2 PROPOSAL



Key elements

1. Car park on ground level with new deck over the entire area; new residential blocks developed in E-W direction on the deck, with large public space in the middle; alternatively the blocks could be built in N-S direction with a pedestrian through route on the raised (deck) ground floor
2. A new bridge to link the deck with the ground (Finchley Rd) level of the O2 Centre
3. New service route for O2 Centre
4. Potential link from O2 into Finchley Rd station
5. Improve access to stations around Granny Dripping steps / bridge / Blackburn Rd

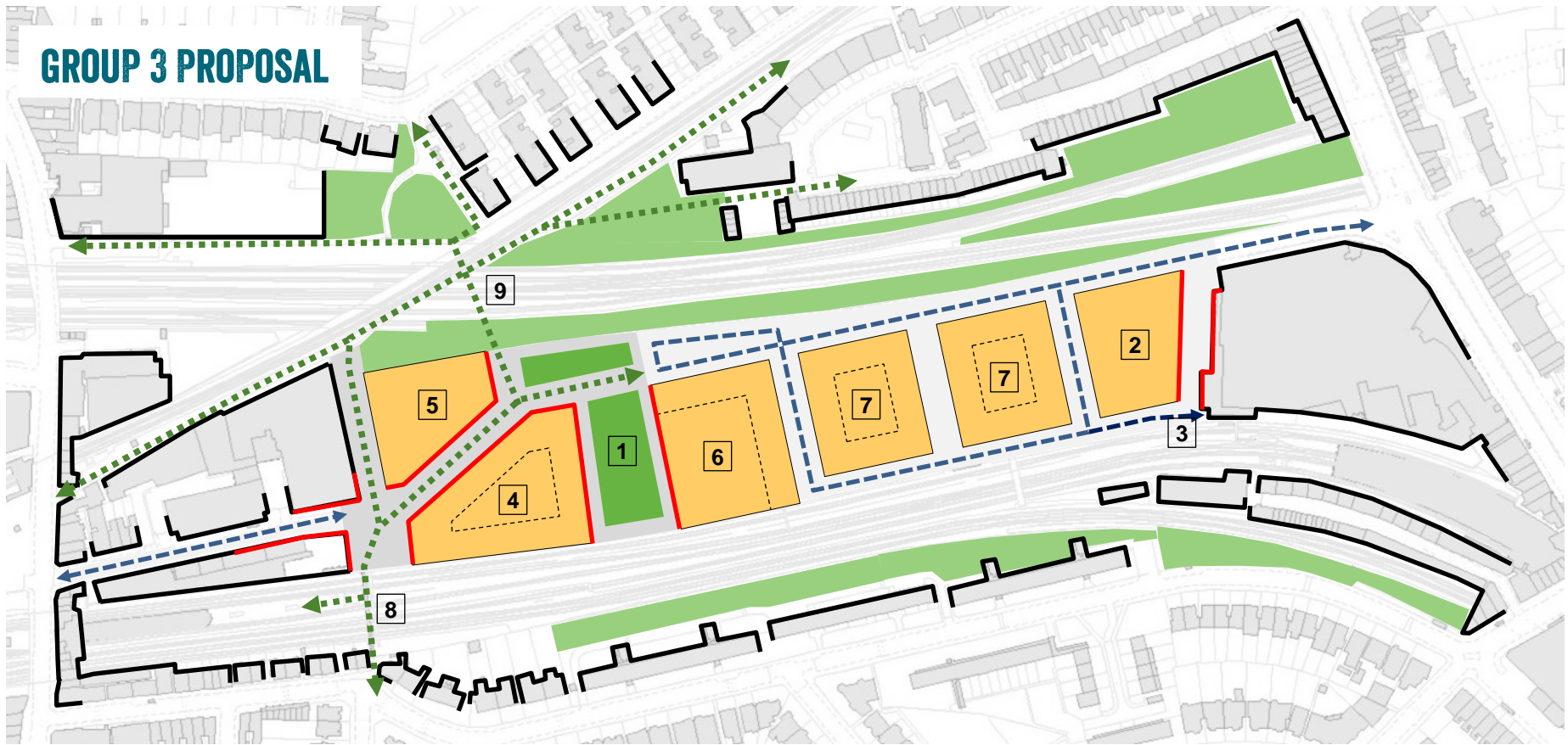
General

- Include a new health / community centre in central "square"
- Make the O2 Centre more inviting / "outward looking" and accessible at the rear, incl further retail offers such as garden centre and café
- Link new development with refurbishment of the O2 Centre interior
- Lower blocks on the south side of the deck to allow maximum sunlight into the public space
- Important to achieve 50% affordable housing
- Maisonettes facing the tube lines to the south offering family style units; accessed from the deck, with private gardens to the railways

Key

- Proposed development blocks on the deck
- Active ground floor frontages on the deck
- Pedestrian routes
- Vehicular / pedestrian routes
- Existing green spaces
- Proposed new public green space
- New public / green space on the deck
- Proposed new private gardens

GROUP 3 PROPOSAL



Key elements

1. Main new public green space
2. Extension to the O2 Centre incl retail and underground car park
3. Service entrance for the existing O2 Centre
4. Flexible employment space - including rentable office space / space for start-up business / home-work units on upper floors, with a medical centre on ground floor
5. Office development with community use (potentially a nursery) on ground floor
6. Residential development with garden centre on ground floor
7. Residential development

8. Upgraded footbridge incl a new entrance to West Hampstead tube station
9. New pedestrian footbridge to link with green spaces to the north

General

- All movement (vehicular and pedestrian) retained at ground level
- All residential development to be mid-rise, in the style of contemporary mansion blocks, with emphasis on family housing.

Key

- Proposed development blocks
- Active ground floor frontages
- Pedestrian routes
- Vehicular / pedestrian routes
- Proposed new public green space
- Existing green spaces

GROUP 4 PROPOSAL



Key proposals

1. Central green strip, incl a series of public spaces for different users
2. A smaller (hard landscaped) public space in front of the O2 Centre entrance
3. New entrance to Finchley Road tube station
4. New entrance to West Hampstead tube station
5. New pedestrian link over railway lines
6. Multi-storey car park with active uses (retail) on ground floor
7. Community uses incl health centre, with residential above
8. Development on a deck over the Thameslink train lines

General

- Unless specified otherwise, all new development blocks incl residential / office uses with active ground floors
- Entrance to O2 Centre service area via basement below multi-storey car park
- All movement (vehicular and pedestrian) retained at ground level
- Landscaping treatment of streets to clearly signal pedestrian priority
- Potential to extend the blocks to the south of the green strip over the underground train lines

Key

- Proposed development blocks
- Active ground floor frontages
- Pedestrian routes
- Vehicular / pedestrian routes
- Proposed new public green space
- Existing green spaces

7 CONCLUSIONS AND NEXT STEPS

During the final plenary feedback session several common features of the groups' proposals were identified:

- New entrances to both West Hampstead and Finchley Rd Stations from within the site
- Support for the proposed new WH underground station / entrance on the western side of West End Lane
- Improvements to the existing pedestrian routes
- Support for mid-rise, contemporary mansion block type development, with emphasis on family housing.
- Support for the provision of a new GP surgery, re-provision of a garden centre and a nursery with associated open space
- The best solutions require the Homebase / car showroom sites to be part of a comprehensive approach.

The workshop concluded with a discussion on next steps. The following were agreed:

- Analyse and discuss the issues raised at the workshop with NDF members
- Agree next stage of work with LB Camden
- LBC to contact Land Securities for update on their intentions and depending on their timing / plans consider next steps and potential follow-up workshop in Spring 2017
- Further consultation with the local community about development options in Summer 2017
- Follow up on discussions with TfL about plans to upgrade West Hampstead underground station
- Start work with Council officers, councillors and stakeholders to deal with immediate Growth Area issues including:



- improving the safety and usability of the network of paths in and around the Growth Area (including Billy Fury Way) and the pedestrian bridge over the railway line
- improving the experience for pedestrians on Blackburn Road and between the three stations on West End Lane.

APPENDIX A – WORKSHOP FLYER AND AGENDA

 @WHampsteadNDF
  ndpwesthampstead@gmail.com
 www.ndpwesthampstead.org.uk


WEST HAMPSTEAD NDF
 Neighbourhood Development Forum

WH Growth Area Planning Workshop

On SAT 12th NOV from 10am - 4pm

All those living and working in the area are invited to attend this event to discuss the future development of the area of West Hampstead around the stations, including the possibility of a future development on the O2 Centre Car Park (map below of WH Growth Area)



Come & learn how to help design & shape master-planning priorities. Growth Area Workshop is organised and run in conjunction with Camden Council.

Organised by the NDF in conjunction with Camden Council

Venue:
Emmanuel School Hall,
152-158 Mill Lane,
London NW6 1TF



Free Lunch, tea, coffee, etc



West Hampstead Growth Area Planning Workshop

Date:	Saturday 12 November 2016 (10:00-16:00)
Venue:	Emmanuel School Hall, 152-158 Mill Lane, London NW6 1TF

Agenda

Time	Agenda item	Led by
9:00	Site visit - optional (meet at Finchley Road & Frognal Station)	B Savic, Facilitator
9:40	Walk towards venue	
10:00	Introduction – aims and programme for the day	B Savic
10:15	Technical briefings - setting the scene <ul style="list-style-type: none"> What's in the NP for the Growth Area Summary of results of community engagement for the area – key concerns, views on density, land use mix etc Planning issues incl policies and current applications for the area, housing requirements, community facilities Development viability issues to consider Transport and traffic opportunities 	WHNDF LBC
11:00	Q&A	
11:15	Group session one – design brief options	B Savic + LBC
12:05	Feedback	
12:30	Lunch	
13:00	Recap on morning session	B Savic + WHNDF
13:05	Group session two – spatial options	B Savic + LBC
14:30	Feedback and discussion on preferred options	
15:00	Next steps	B Savic + WHNDF
15:30	Close	



APPENDIX B – LIST OF ATTENDEES

1. James Earl
2. John Eastwood
3. Linda Sluys
4. Keith Moffitt
5. Robert Lastman
6. Terry Daly
7. Guy Shackle
8. Mark Stonebanks
9. Mary Murphy
10. James King
11. Sue Measures
12. Jim Eardley
13. Nick Jackson
14. Nancy Mayo
15. Nancy Jirira
16. Cyrus Parvin
17. John Saynor
18. Ian Cohen
19. Nick Grierson
20. Jill Wheatcroft
21. Nick Vose
22. Renee Baenoun
23. Orni Rees
24. Stella Tysall
25. Ema Arvati
26. Cllr Flick Rea
27. Cllr Siobhan Baillie
28. Cllr Lorna Russell
29. Cllr Phil Rosenberg
30. Dave Morrissey (LBC)
31. Elizabeth Beaumont (LBC)
32. Frances Madders (LBC)
33. Biljana Savic (Independent planning advisor and facilitator)

APPENDIX C – PRESENTATION BY THE NDF

West Hampstead Growth Area Planning Workshop

James Earl
Chair, Fortune Green & West Hampstead
Neighbourhood Development Forum



- NDF established: January 2012
- Designated by LB Camden: May 2013
- Pre-submission consultation: January 2014
- Submitted to LB Camden: September 2014
- Public hearing: December 2014
- Passed examination: January 2015
- Approved in referendum: 9th July 2015

Plan adopted by Camden Council

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

Adopted by Camden Council September 2015



Our Neighbourhood Plan

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

MARCH 2015



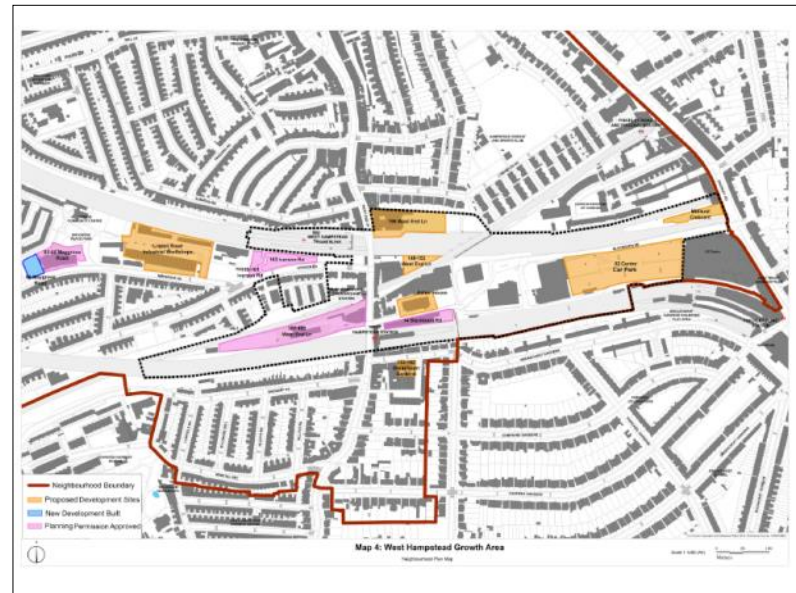
- The Plan has 19 **policies**
- The Plan has 12 **recommendations**

Policies

1. Housing
2. Design & Character
3. Conservation Areas
4. **Growth Area**
5. Public Transport
6. Public Transport facilities
7. Sustainable Transport
8. Cycling
9. Walking
10. Community Facilities
11. Protecting Community Facilities
12. Business, Commercial & Employment sites
13. West Hampstead Town Centre
14. Mill Lane Neighbourhood Centre
15. Fortune Green Neighbourhood Centre
16. Local Green Space designation
17. Green/open Space
18. Trees
19. CIL Priorities

Recommendations

- A: Housing Design & Character
- B: Conservation Areas & Heritage Assets
- C: **West Hampstead Growth Area**
- D: Other Sites
- E: Public Transport
- F: Sustainable Transport
- G: Cycling
- H: Pavements & Pedestrians
- I: Mill Lane Neighbourhood Centre
- J: Green/Open Space
- K: Trees
- L: Planning Agreements



Policy 4: WH Growth Area

- The West Hampstead Growth Area (WHGA), as defined in Map 4, shall be promoted for a mix of uses, including new housing, employment, town centre and public/community uses.
- Development in WHGA shall, where appropriate and viable:
- Sections i to xii.....

Recommendation C

i. A masterplan for the Growth Area should be drawn up by Camden Council following consultations with local residents, groups, employers, employees and developers.

The masterplan should use the policies and text in this section of the Plan (4B) as the basis for its work.

Recommendation C

ii. 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.

London & Camden Plans

- London Plan: a minimum of 800 new homes & 100 jobs between 2010-2031.
- Camden Core Strategy: around 1,000 new homes & additional 7,000 square metres of business floor space.

London Plan on WHGA

“A significant inner London transport interchange with potential to improve connections between rail, underground and bus and to secure an uplift in development capacity through intensification”.

Camden Site Allocations document

Includes 3 sites in the WHGA:

- 187-199 West End Lane
- 156 West End Lane
- O2 Centre car park

187-199 West End Lane (Ballymore)

- Planning permission granted March 2012
- 198 new homes
- 7 blocks between 5 and 12 storeys high
- New Business space
- Public Square
- Link to upgraded Overground station





156 West End Lane



O2 Centre car park



O2 Centre area



Blackburn Road



West Hampstead's 3 stations

- Thameslink: upgrade completed
- Overground: upgrade starting
- Underground: ???

Underground Station

- Need to increase accessibility – including a lift
- Need to increase capacity – existing entrance not fit for purpose
- Needs to cope with volume of people interchanging
- Needs to deal with problems on West End Lane
- Expanded or new entrance
- Second entrance





Jester Festival consultation

Main Growth Area issues:

- Concern about over-development
- Lack of infrastructure
- Difficulty of pedestrian movement
- Lack of green/open space
- Air pollution

Jester Festival consultation

Specific points/suggestions:

- Upgrade of tube station
- New park/open space
- New medical centre/GP surgery
- Pressure on water/electricity/gas etc
- Need for wider pavements
- Traffic/gridlock on West End Lane
- **Better and joined-up planning**

Master-planning

- Land uses/priorities
- Densities
- Heights & Views
- Public realm – including green/open space
- Routes through the area
- Additional infrastructure requirements
- Viability testing



- Website: ndpwesthampstead.org.uk
- Email: ndpwesthampstead@gmail.com
- Twitter: [@WHampsteadNDF](https://twitter.com/WHampsteadNDF)

APPENDIX D – PRESENTATION BY LB CAMDEN

A Masterplan for West Hampstead?

Consultation Workshop
12th November 2016



- Introductions
- Why are we here today/What's Happening?
- Planning Context
- Development Activity
- Facts and Figures
- Infrastructure Needs
- A Future Plan? Objectives?

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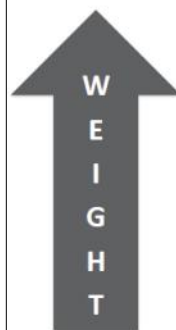
Intensification Area Boundary



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Planning Policy Context:



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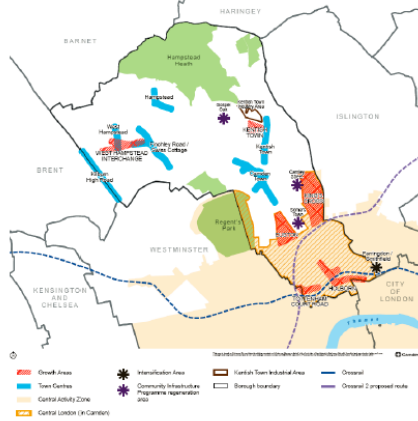


London Plan

- West Hampstead identified as Intensification Area:

"A significant inner London transport interchange with potential to improve connections between rail, underground and bus and to secure an uplift in development capacity through intensification."

- Other plans need to comply
- Identified Growth Area in Camden Local Plan and Neighbourhood Plan



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Growth Area Targets

The West Hampstead Growth Area expected to deliver **at least 800 homes and about 100 jobs**

2.21 The London Plan targets for Camden's growth areas are set out in the table below. The boundaries of the areas are as shown on the Local Plan Policies Map.

London Plan targets for Camden's growth areas

	Minimum homes 2011-2031	Indicative jobs 2011-2031
Opportunity Areas		
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
Areas for Intensification		
Holborn	200	2,000
West Hampstead Interchange	800	100

Source: London Plan 2015

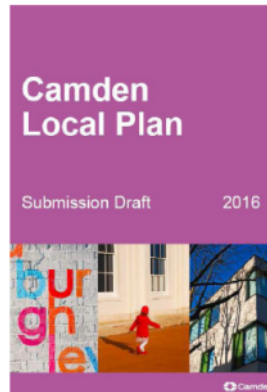


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Policies for Growth Area

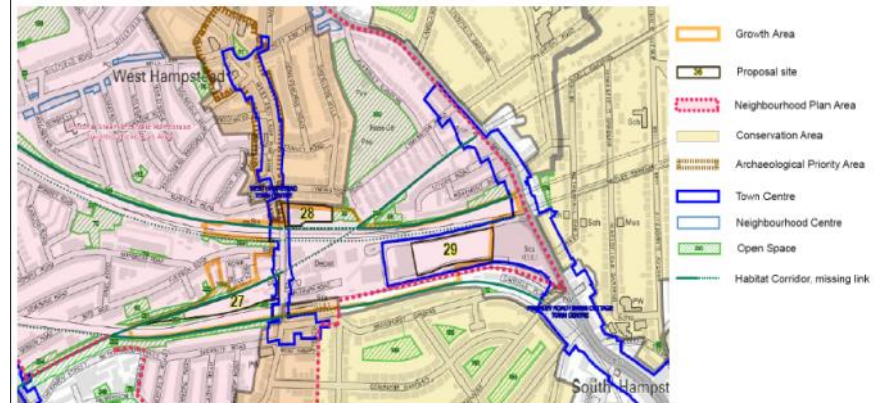
- New Plan - adoption Spring 2017
- Policy G1- Delivery of Growth
 - Supports development that makes best use of sites
 - Resists inefficient use of land
 - Mix of Uses – especially housing
 - Most significant development in growth areas



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Local Plan Policy Areas



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Plan expects developments in the area to contribute to:

- A mix of uses-substantial new housing (including affordable housing), town centre, employment and community uses, and green / open space
- Any substantial new town centre uses located within designated Finchley Road / Swiss Cottage town centre part of the growth area;
- 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;
- Sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead; and
- Prioritisation of decentralised energy networks.

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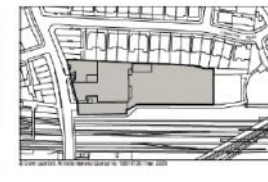


Camden Site Allocations –September 2013

187 – 199 West End Lane



156 West End Lane



O2 Centre Car Park



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Delivery - sites in and close to the growth area

Liddell Road
106 homes (4 affordable), 3700sqm employment & new school – school under construction

159-161 Iverson Road
19 homes (4 affordable) & small B1 space – completed

Former garden centre, 163 Iverson Road
36 homes (10 affordable) – partially completed

156 West End Lane
164 homes (c.50% affordable by area) & c.1680sqm commercial space + community space– current application

317 Finchley Road
22 flats (2 affordable) & flexible commercial unit-permission granted

Rear of 148 - 152 West End Lane – no proposals at moment

Midland Crescent
60 student units/9 homes & 757sqm commercial - approved

Asher House
Converted to 29 homes (under permitted development)

Former Mercedes Benz site, Blackburn Road
347 student units/2130 sqm B1 – complete

Land Securities site O2 Centre – no proposals at moment

65-67 Maygrove Road
91 homes (12 affordable) - completed

187 – 199 WEL “West Hampstead Square”
198 homes (53 affordable) & 1357 sqm commercial space- under construction

14 Blackburn Road
14 homes and B1/B8 space - approved but not built out

11 Blackburn Road
6 homes and B1 space - approved

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Built

- Student Housing, Blackburn Rd
- Thameslink Station
- 65-67 Maygrove Rd (“The Residence”)
- 159-161 Iverson Rd (“The Ivery”)



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Underway/Nearly Completed

- “West Hampstead Square” (Ballymore Site@187-199 WEL)
- 163-171 Iverson Road (“The Central”)



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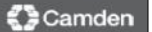


Recent Committee Approvals

- **317 Finchley Rd:** 7/10 storeys with 22 flats + commercial unit
- **11 Blackburn Road:** Part demo and replacement with 6 x 2b houses and refurb of warehouse for workspace



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Other Development

Permissions

- Liddell Road (school build has started)
- Midland Crescent

Current Application

- 156 West End Lane

No current proposals

- O2 Centre
- Land rear of 148-152 West End Lane



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Future Site? The O2 Centre

- Owned by Land Securities
- Fundamental to a successful framework
- Opportunities for significant improvements and new pedestrian/cycling routes
- HS2: construction vehicle holding option



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What does this potential development mean?

The Intensification Area estimated to deliver about 1100 homes....

According to the Council's evidence of completed developments, pipeline of permitted schemes and any other development contributing to the Council's Housing Trajectory the Council estimates 1,687 net additional homes have already been completed in the Growth Areas between April 2011 and March 2015 and further 6,438 homes are expected to be completed by the end of the Plan period. Table below provides a summary of housing figures contributing to the developments in the Growth Areas.

Total homes in Growth Areas	Completions		Projections			Total Deliveries	LP Target
	2011-2015	2015/16	2016/17-2020/21	2021/22-2025/26	2026/27-2030/31		
Euston	197	4	18	115	3,675	4,009	3,800
Holborn	10	29	118	35	0	192	200
King's Cross	1,126	40	984	585	0	2,735	1,900
Tottenham Court Road	0	0	21	62	0	83	500
West Hampstead Interchange	351	20	417	315	0	1,103	800
Total homes in Growth Areas	1,887	93	1,558	1,112	3,675	8,125	7,200

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...which is good- Housing Needs

- Camden's population in 2016 estimated to be c. **241,000**
- By 2026 estimated to be c. **261,000 (up c. 8%)**
- Need for **16,000+** homes in Camden 2016-2031
- Camden's planned target is **1,120 p.a.**
- Exceeds London Plan target of 889 p.a.
- Includes both private and affordable
- Target of **5,565 affordable homes (or 371 p.a.)**

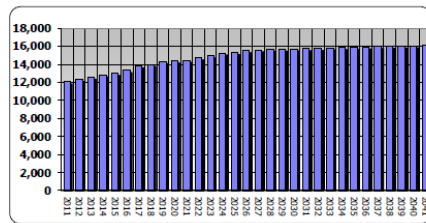
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Facts and Figures

West Hampstead Population

2011 Census c. 12,000 people
 Estimated now c. 13,000
 2026 – c.15,500 (up c.19%)



West Hampstead

1. DEMOGRAPHY		Area No.	Area %	Camden %
All Usual Residents	All people (usual residents)	12,060	100%	100%
Table KS101	In households	12,052	99.9%	98.4%
	In communal establishments	8	0.1%	3.6%
	Area (hectares)	89		
	Population density (persons/hectare)	136		

Fortune Green

1. DEMOGRAPHY		Area No.	Area %	Camden %
All Usual Residents	All people (usual residents)	11,749	100%	100%
Table KS101	In households	11,687	99.5%	98.4%
	In communal establishments	62	0.5%	3.6%
	Area (hectares)	101		2,180
	Population density (persons/hectare)	117		101

Kilburn

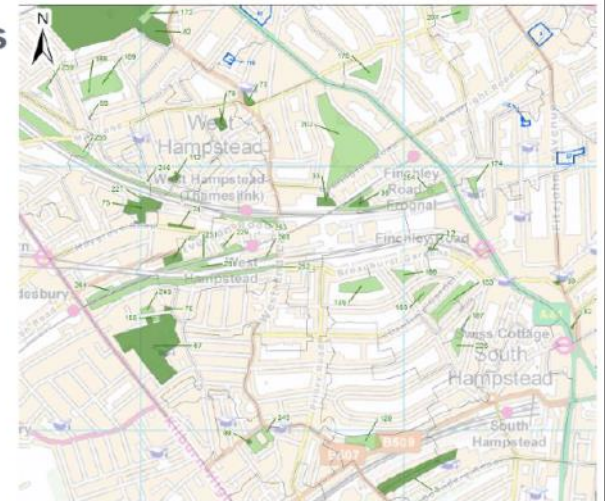
1. DEMOGRAPHY		Area No.	Area %	Camden %
All Usual Residents	All people (usual residents)	12,038	100%	100%
Table KS101	In households	11,540	95.8%	96.1%
	In communal establishments	498	4.2%	3.6%
	Area (hectares)	89		
	Population density (persons/hectare)	136		

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Open Spaces

- 2013 Open Space Data
- Private open space
 - Publicly accessible open space
 - Open space Ancient Woodland
 - Open space SSSI
 - Open space Metropolitan Open Land
 - 2005 Housing Estates Survey

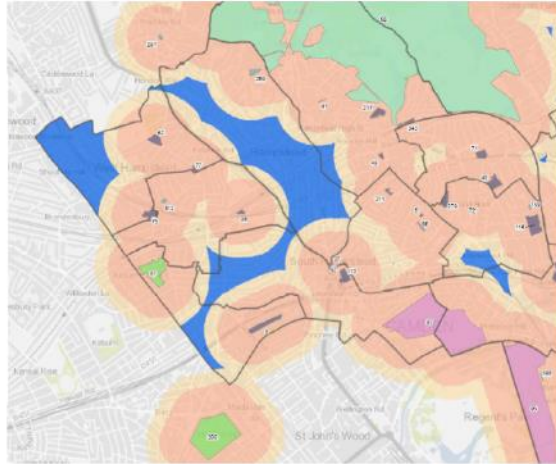


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Public Open Space Deficiency

- Open Space Type**
- District Park
 - Local Park
 - Metropolitan Park
 - Pocket Park
 - Small local park/open space
 - 280m catchment area
 - 400m catchment area
 - Deficient areas
 - Ward boundaries



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Open Space Deficiency

- In the west of the Borough “small areas of deficiency in wards of Fortune Green ...and West Hampstead.”
- Childs Play provision- no deficiency identified
- Public Parks-very small area of deficiency in south of ward
- Sports – some deficiency in access and supply
- Natural Green Space-no deficiency
- Allotments – identified deficiency

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School Places

- Places planning reviewed annually-reports published
- Development is factored in - planning permissions, allocated sites and projected new homes(based on trends)to 2030/31
- Primary capacity “tight” but overall sufficient to 2026 – interim bulge classes in place/Kingsgate expansion started
- Secondary capacity sufficient to 2020. Potential capacity issues to 2023.



- Camden Primary
- Primary Admission Amendment
- Primary Bulge Class
- ▲ Primary Free School/Academy

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Transport Issues

- Issues around public realm and interchange and traffic
- Overground Station works commencing
- Potential Funding for Improvements to Underground Station
- Improvements to Billy Fury Way
- Proposals for Kilburn High Rd
- Servicing/Deliveries



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Transport Infrastructure –the future?

Mayors 2050 London Infrastructure Plan includes planned and potential schemes/ideas:

- Increased Thameslink capacity
- Increased frequency on Jubilee Line by 2019
- Cycle Superhighway
- Increased frequency/capacity on NLL and new north-west London orbital route to link with HS2 (2027-2040)
- Increased capacity on GO-Barking in 2017 (further 50% by 2040?)
- New station-Brent Cross/Cricklewood



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A “masterplan” for West Hampstead?

RECOMMENDATION C: In support of Policy 4, the following actions are recommended.

- A masterplan for the Growth Area should be drawn up by Camden Council following consultations with local residents, groups, employers, employees and developers. This masterplan should use the policies and text in this section of the Plan as the basis for its work.
- 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.

- Council hasn't committed to a masterplan yet
- Waiting to hear from Land Securities about future plans for O2 Centre
- Chance to think about what policy or guidance would be most beneficial
- What are key issues/opportunities?

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Guidance or a Plan?

Guidance:

Euston Area Plan:



Figure 14. Improved connections

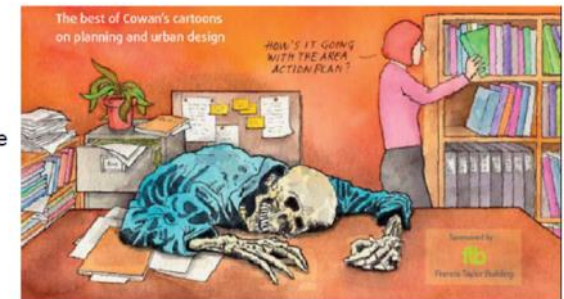
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Pros and Cons

- **Statutory Plan** can take 3 years
- Can allocate sites and create new policy (Camden reviewing Site Allocation document from 2017)
- Statutory requirements

- **Supplementary Guidance** quicker
- More informal processes
- But cannot create new policies or allocate sites
- Elaborate on existing policies, eg design guidance



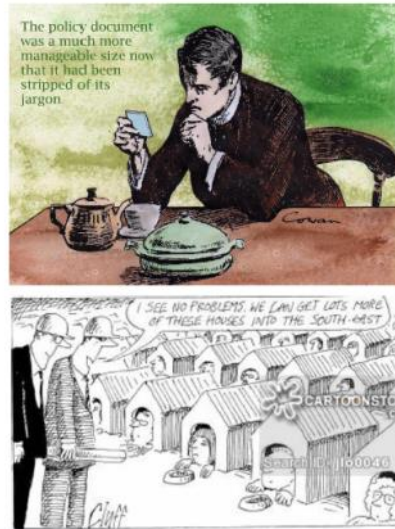
- **Both can help turn problems into opportunities**
- **Build consensus**
- **Balance difficult choices/competing priorities in a more strategic way**
- **Provide more certainty**

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Objectives/themes?

- Harness development potential of under utilised sites
- New homes – numbers, density
- Better, safer streets and spaces
- Movement/Connectivity – safe and accessible walking, cycling, public transport
- Vibrant town centre
- Meet employment needs/local jobs
- High quality architecture and design
- Character, Look and Feel
- Community Infrastructure
- Sustainability



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London Plan Density Matrix

- Policy 3.4 “Development should optimise housing output” within the density range for the location
- “Taking into account local context...design principles... and public transport capacity...”
- “optimisation” can be defined as “developing land to the fullest amount consistent with all relevant planning objectives”
- **West Hampstead is “urban” with good transport accessibility – so up to 700 habitable rooms or 260 units per hectare is possible (subject to other things)**

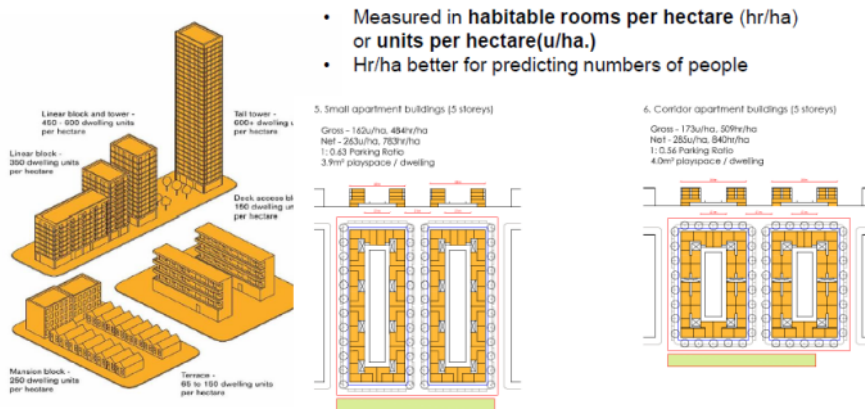
Table 3.2 Sustainable residential quality (SRQ) density matrix (habitable rooms and dwellings per hectare)

Setting	Public Transport Accessibility Level (PTAL)	Setting	Public Transport Accessibility Level (PTAL)
	0 to 1	2 to 3	4 to 6
Suburban	150–200 hr/ha	150–250 hr/ha	200–350 hr/ha
3.8–4.6 hr/unit	35–55 u/ha	35–65 u/ha	45–90 u/ha
3.1–3.7 hr/unit	40–65 u/ha	40–80 u/ha	55–115 u/ha
2.7–3.0 hr/unit	50–75 u/ha	50–95 u/ha	70–130 u/ha
Urban	150–250 hr/ha	200–450 hr/ha	200–700 hr/ha
3.8–4.6 hr/unit	35–65 u/ha	45–120 u/ha	45–185 u/ha
3.1–3.7 hr/unit	40–80 u/ha	55–145 u/ha	55–225 u/ha
2.7–3.0 hr/unit	50–95 u/ha	70–170 u/ha	70–260 u/ha
Central	150–300 hr/ha	300–650 hr/ha	650–1100 hr/ha
3.8–4.6 hr/unit	35–60 u/ha	65–170 u/ha	140–290 u/ha
3.1–3.7 hr/unit	40–100 u/ha	80–210 u/ha	175–355 u/ha
2.7–3.0 hr/unit	50–110 u/ha	100–240 u/ha	215–405 u/ha

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What does density look like?



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Examples



- Density is an indicator/starting point.
- High density not automatically bad.

Doesn't tell us:

- How many people/children
- Quality of design/units
- Actual impact on character/ neighbours

Site area (ha)	0.33	Dwelling mix	
PTAL	4	1b1p	43%
Total dwellings	146	1b0p	
Density u/ha	440	2b3p	52%
Density hr/ha	1164 approx.	2b4p	
GEA residential	100	3b0p	1%
GEA non-residential	0	4b0p	1%
Total GEA		4b1p	
Plot ratio		5b0p	3%
Total no. car parking spaces	66	Total	100%
Car parking ratio per unit	0.45		
Publicly accessible open space		Family dwellings (3b3p+)	3%
		Wheelchair user dwellings	
		Dual aspect dwellings	

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Dense can be low rise....

....but may be closer.



Site area (ha)	0.06	Dwelling mix	
PTAL	3	1b1p	
Total dwellings	7	1b2p	
Density u/ha	158	2b3p	12%
Density lv/ha	683	2b4p	
GFA residential	738	3b5p	88%
GFA non-residential	0	4b5p	
Total GFA	738	4b6p	
Plot ratio	1.23	5b6p	
Total no. car parking spaces	0	Total	100%
Car parking ratio per unit	0	Family dwellings (3b5p+)	88%
Publicly accessible open space		Wheelchair user dwellings	0%
		Dual aspect dwellings	

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Dense can have generous space



Site area (ha)	0.37	Dwelling mix	
PTAL	6	1b1p	58%
Total dwellings	155	1b2p	
Density u/ha	448	2b3p	49%
Density lv/ha	746	2b4p	13%
GFA residential	311	3b5p	
GFA non-residential		4b5p	
Total GFA		5b6p	
Plot ratio		Total	100%
Total no. car parking spaces		Family dwellings (3b5p+)	13%
Car parking ratio per unit		Wheelchair user dwellings	0%
Publicly accessible open space		Dual aspect dwellings	100%

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Open Space Requirements

c.300 homes need about 0.5ha of open space



Different Types/Different Functions - Single Large Spaces?

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Open Space Typologies



Smaller Spaces?

Linear Spaces/Green Routes?

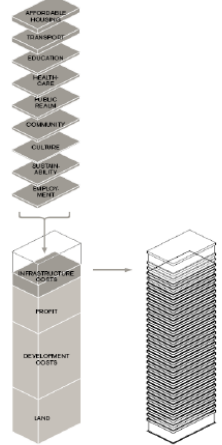


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Development Economics and Viability

- Landowner/Developer priorities, eg commercial v. residential, investment or sale
 - Land ownership/cost of land
 - **Development Costs:**
 - Land
 - Construction
 - Fees
 - VAT
 - Borrowing
 - Infrastructure Costs including s106/CIL
 - Affordable housing
 - Profit
 - **Returns(Value) from sale or rental income**
- If Costs exceed Value = unviable**



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Community Infrastructure Levy(CIL)

- £ collected per square metre of increases in floorspace/new homes
- More increase = more CIL
- 25% for local spending
- Neighbourhood Plan contains priorities
- Estimated £213,375 p.a. Not much collected to date.
- Local Priorities include - open spaces, Library and community facilities, improved paths and streets
- Guidance could elaborate/identify more specific projects?

05 DELIVERY PLAN

TABLE 3: PRIORITIES FOR CIL SPENDING

CATEGORY A

Item	Objective/Policy/Recommendation
Pedestrian improvements in West Hampstead Growth Area	Objective 3 Policies 5 & 9 Recommendation E&H
Improvements to the train station in the Area (including the provision of new lifts & more public space) and around the station (especially West Hampstead Underground station)	Objective 3 Policy 9 Recommendation E
The provision of new green/open space	Objective 6 Policy 12 Recommendation J
The protection and enhancement of existing green/open space	Objective 6 Policies 16 & 17 Recommendation J
The protection of existing trees & the provision of new trees	Objective 6 Policy 18 Recommendation K
West Hampstead Growth Area masterplan	Recommendation C

Example: Kings College Site, Kidderpore Avenue

- 156 residential unit scheme (including some affordable)
- Uplift of about 6900 sqm
- **£4,364,774.13 CIL paid**

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S106 - Examples of community investment

- £50,000 paid to St James Church West Hampstead Ward for the 'church post office'.
- £50,000 paid to Emmanuel Church, for additional community rooms.
- £45,000 paid to West Hampstead Community Centre
- £75,000 awarded to Kingsgate Community Centre
- £300,000 awarded to Sidings Community Centre
- **Current balance of c. £129k to be allocated to other community projects.**
- £20,000 to West Hampstead Medical Centre. **£30k available for other health use.**
- Schools s106 potentially used towards Kingsgate bulge classes
- £57k allocated to improve Sumatra Open Space
- £205k allocated to improve Iverson Road Open Space

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Other things....

- Government proposing **permission-in-principle** concept - Outline planning permission granted on the allocation of a site in a development plan.
- **Starter Homes**
- Mayor may get "step in" powers for smaller schemes (50 units)/may change rules about viability appraisals



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Next:

- Take away comments and report summary
- Look for update from Land Securities
- Workshop 2 – during 2017

APPENDIX E – SOURCES OF INFORMATION

LONDON PLAN

Intensification Areas

<https://www.london.gov.uk/what-we-do/planning/london-plan/current-london-plan/london-plan-chapter-two-londons-places/policy-0>

Density Matrix

<https://www.london.gov.uk/what-we-do/planning/london-plan/current-london-plan/london-plan-chapter-3/policy-34-optimising>

CAMDEN PLANS, POLICIES & OTHER PLANNING GUIDANCE

Link to all policy documents:

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

New Local Plan

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

Current Site Allocations Plan

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

POPULATION INFORMATION

<https://opendata.camden.gov.uk/People-Places/Population-LATEST/tx66-fw6d>

<https://opendata.camden.gov.uk/browse?tags=projections&utf8=%E2%9C%93>

HOUSING NEEDS

See Housing Market Assessment 2016 here:

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/local-plan/local-plan-evidence-base/>

OPEN SPACE INFORMATION

See Open Space, Sport and Recreation Study 2014 here:

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/local-plan/local-plan-evidence-base/>

Camden Guidance for open space requirements (see CPG6: Amenity; Section 11):

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/supplementary-planning-documents/camden-planning-guidance/>

SCHOOL PLACE PLANNING REPORT 2016

<https://opendata.camden.gov.uk/Children-Schools-Family/2016-Annual-School-Places-Planning-Report-Primary-/tsd7-4r3w/data>

MAYOR OF LONDON INFRASTRUCTURE PLAN 2050

<https://www.london.gov.uk/what-we-do/business-and-economy/better-Infrastructure/london-infrastructure-plan-2050>

HOUSING DENSITY EXAMPLES

Sources:

Housing Density Study for the GLA by Maccreanor Lavington Architects, Emily Greeves Architects and Graham Harrington Planning Advice

<https://issuu.com/emilygreevesarchitects/docs/housing-density-study>

Growing London by the Mayor's Design Advisory Group

<https://www.london.gov.uk/what-we-do/regeneration/advice-and-guidance/supporting-better-design-mayors-design-advisory-group>

COMMUNITY INFRASTRUCTURE LEVY/s106 INFORMATION

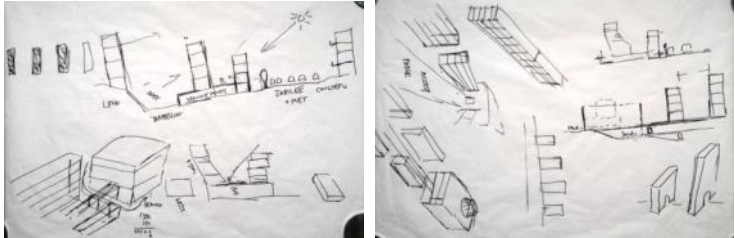
<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/community-infrastructure-levy/>

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-applications/making-an-application/supporting-documentation/planning-obligations-section-106/>

APPENDIX F – SELECTION OF SKETCHES PRODUCED AT THE WORKSHOP



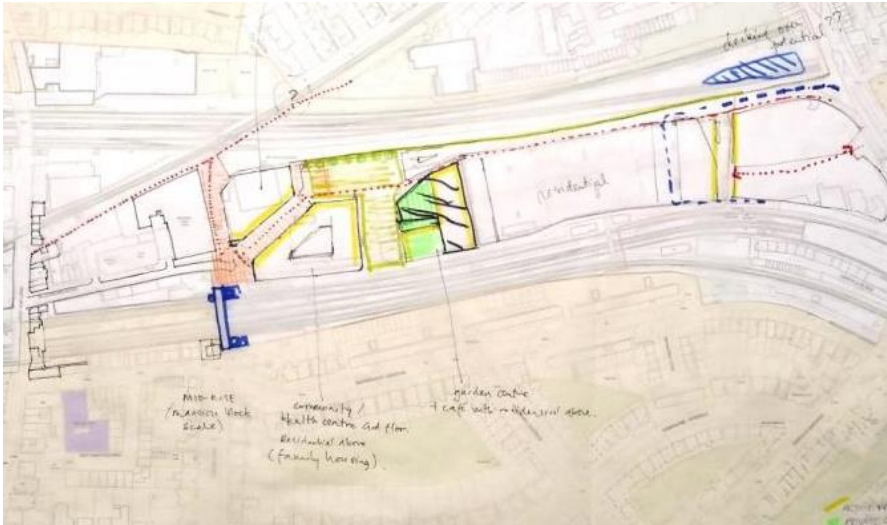
Group 1 proposal



Group 2 sketches



Group 2 proposal



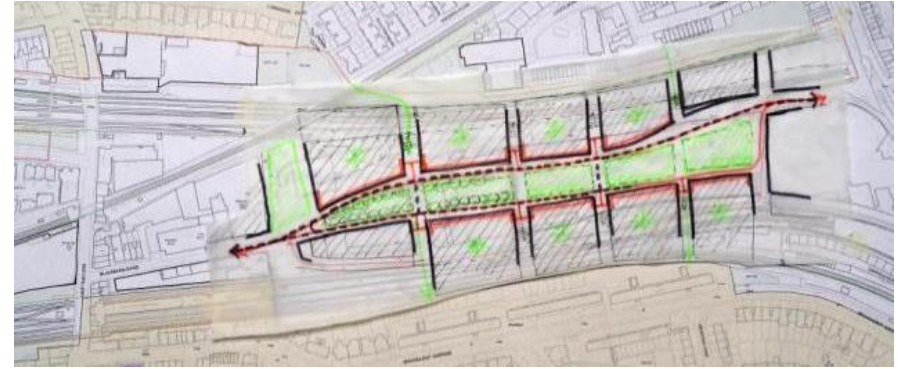
Group 3 proposal

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 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 B

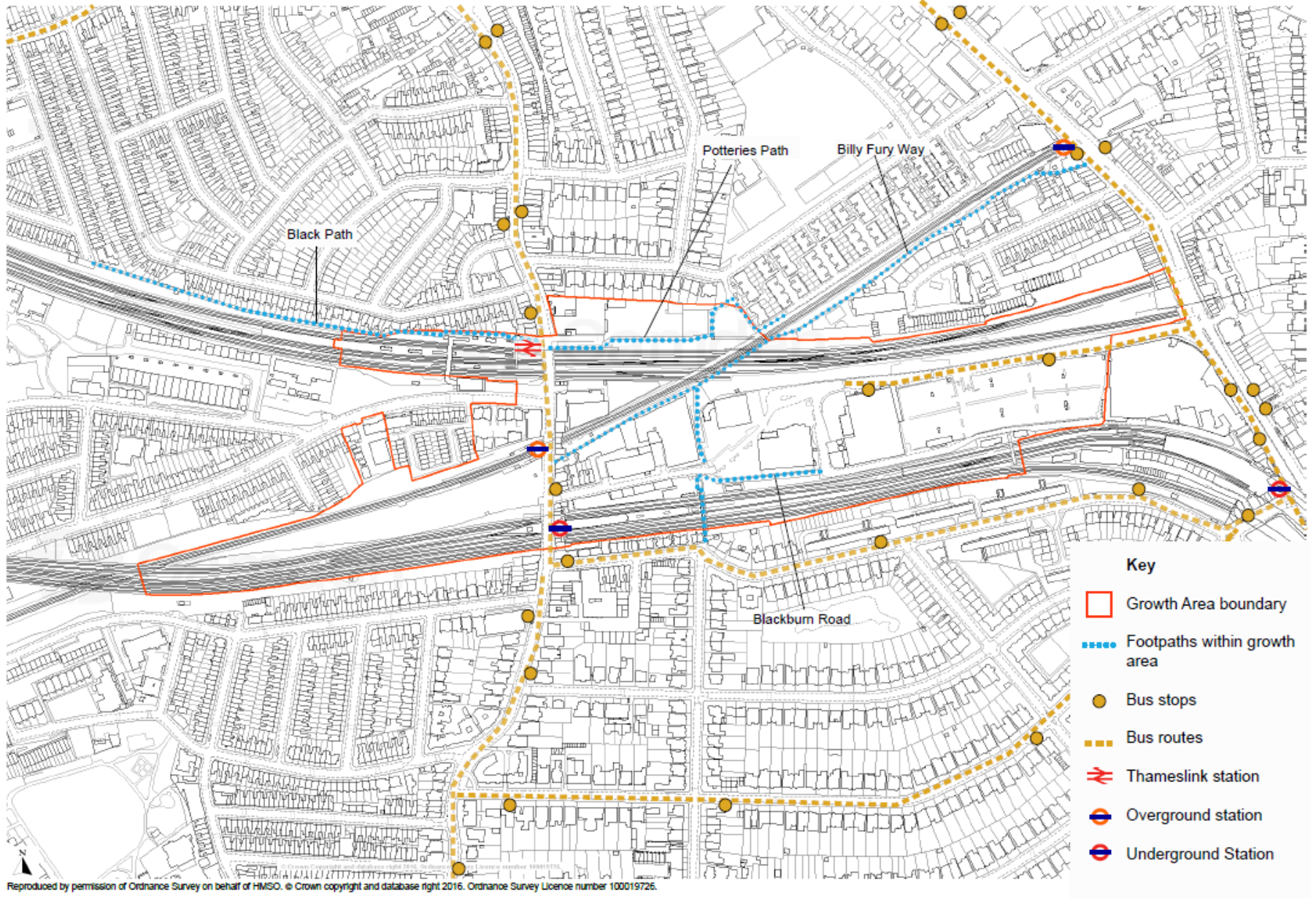
Similar to Option A but with a much larger green space in the centre.

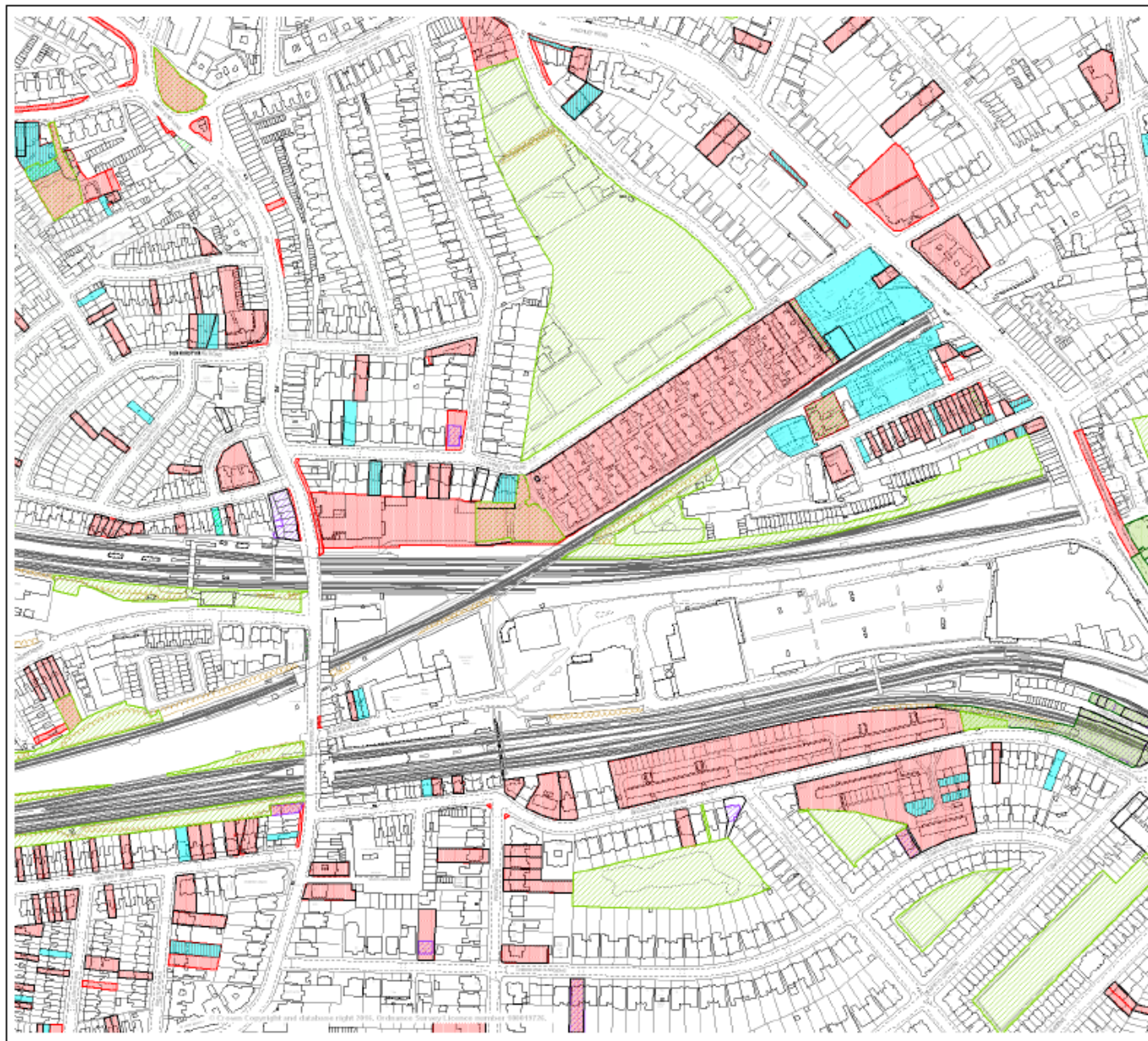


Option D (preferred)

See description in Section 6.

APPENDIX G - BASE MAPS




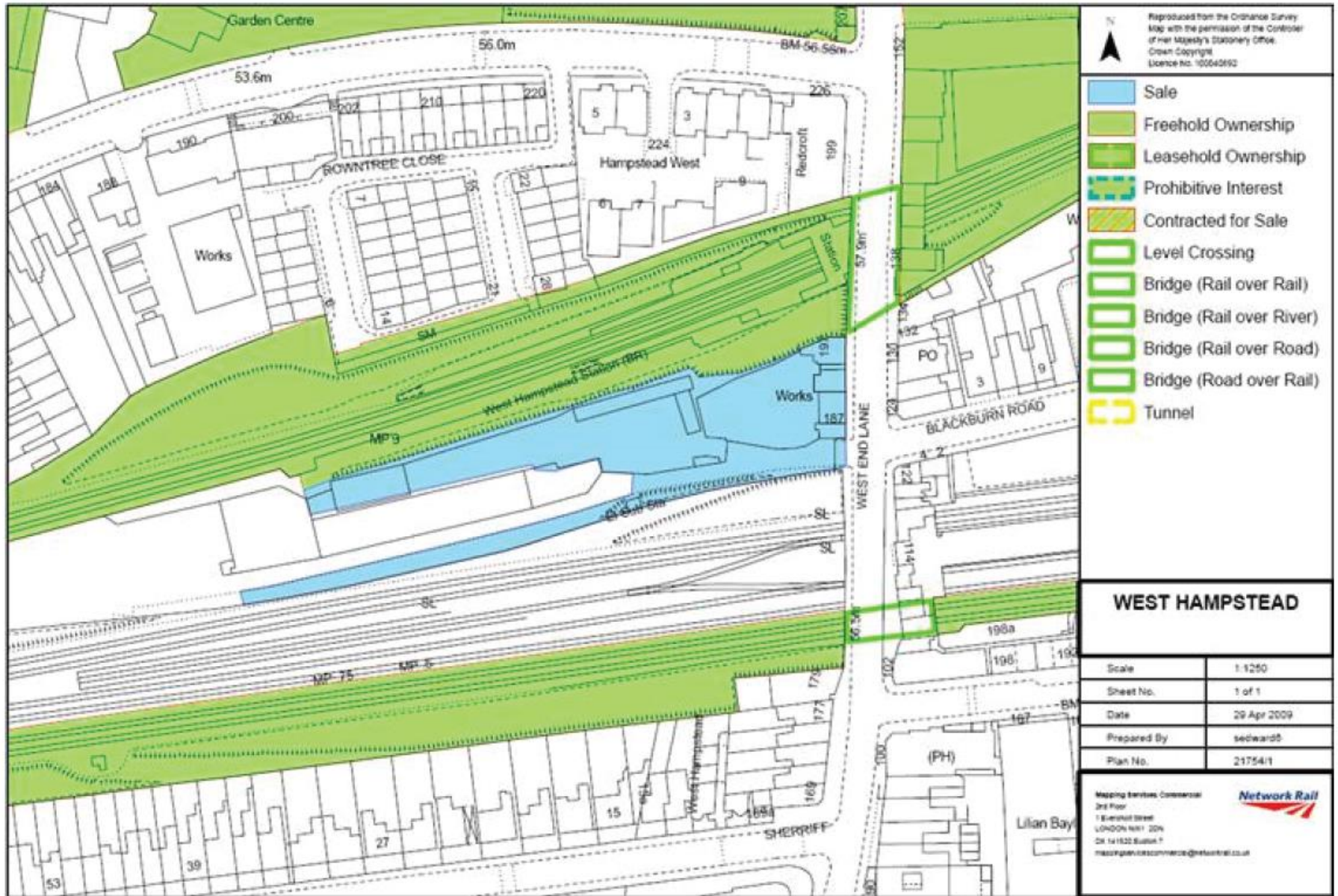


LEGEND

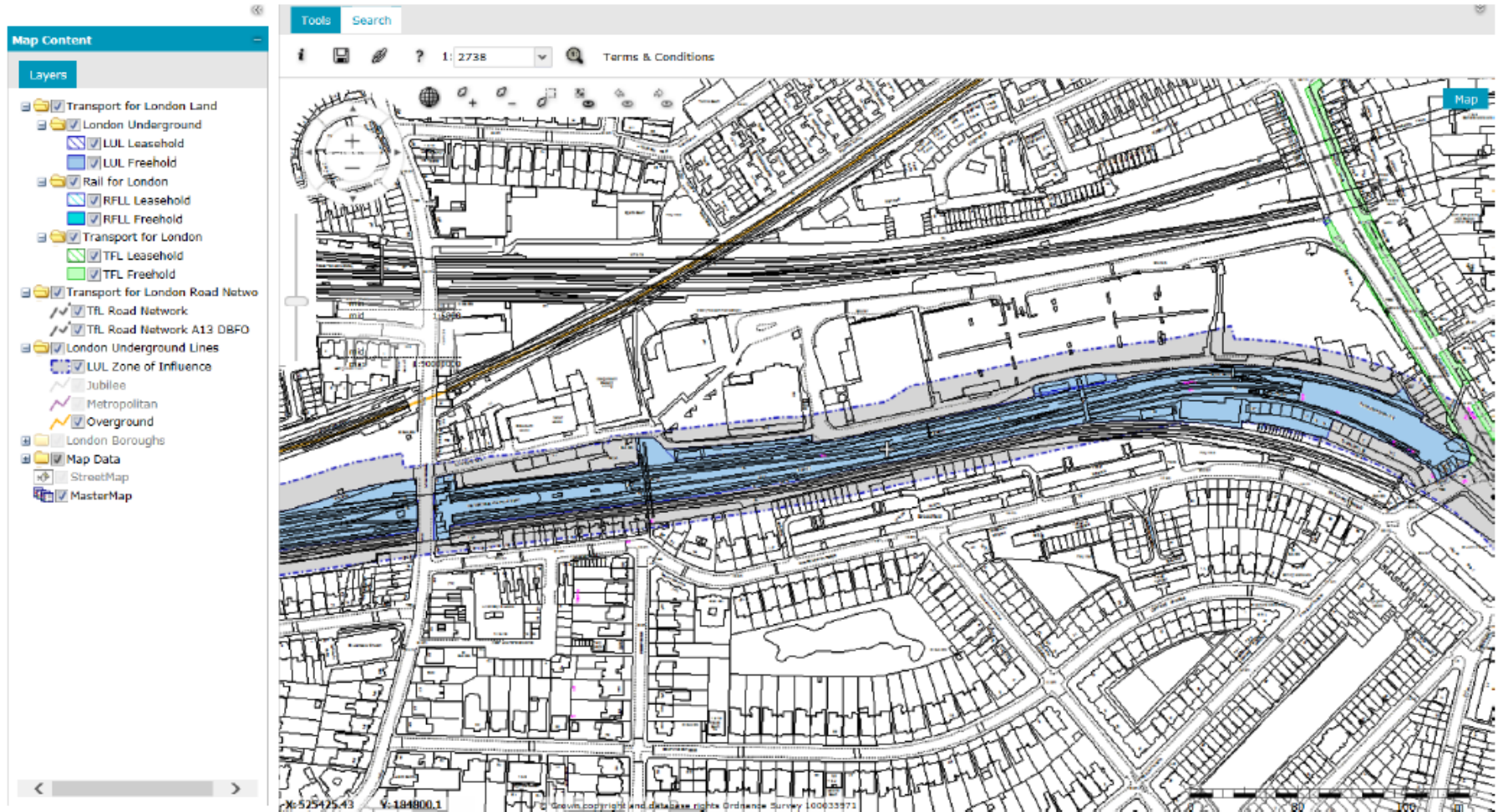
- Open space
- Housing Property
- Third Party Ownership
- Miscellaneous
- Leasehold Ownership
- Freehold Sold
- Freehold Ownership

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Council Land Interests		
	Scale 1/3400	Date 4/11/2016

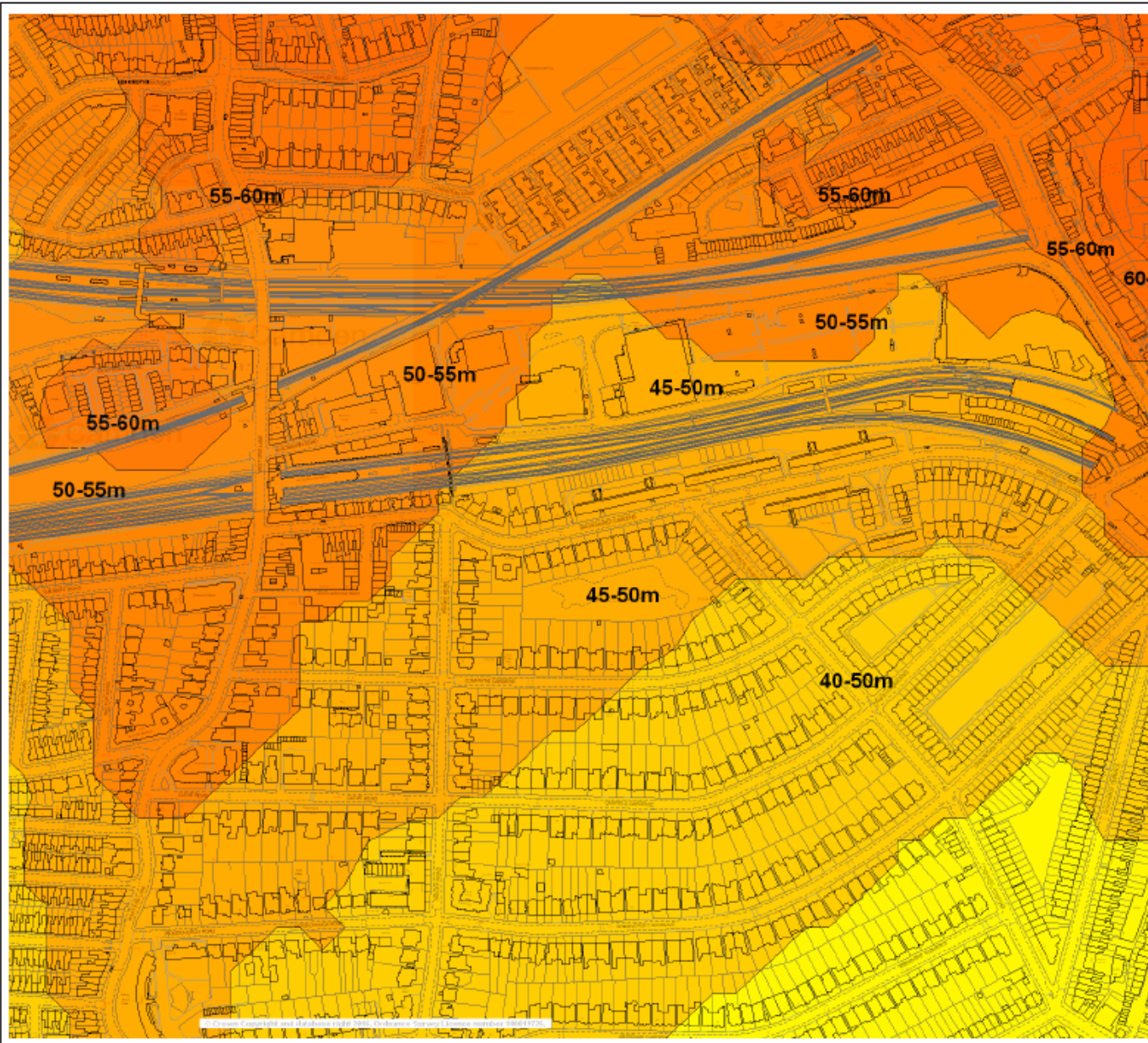


Transport for London Ownership




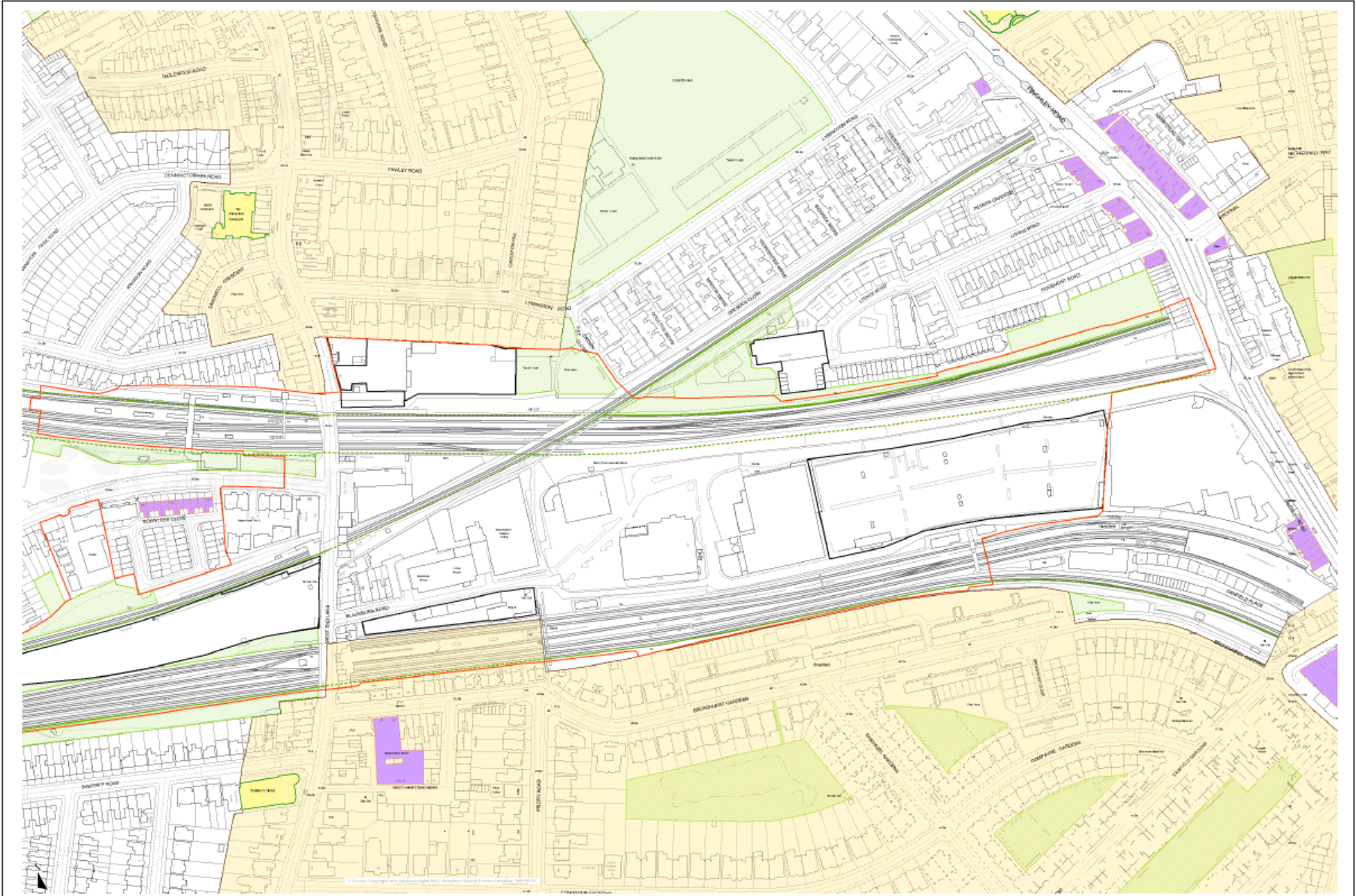
Not to scale

From: <https://par.tfl.gov.uk/propertymap/Full.aspx>

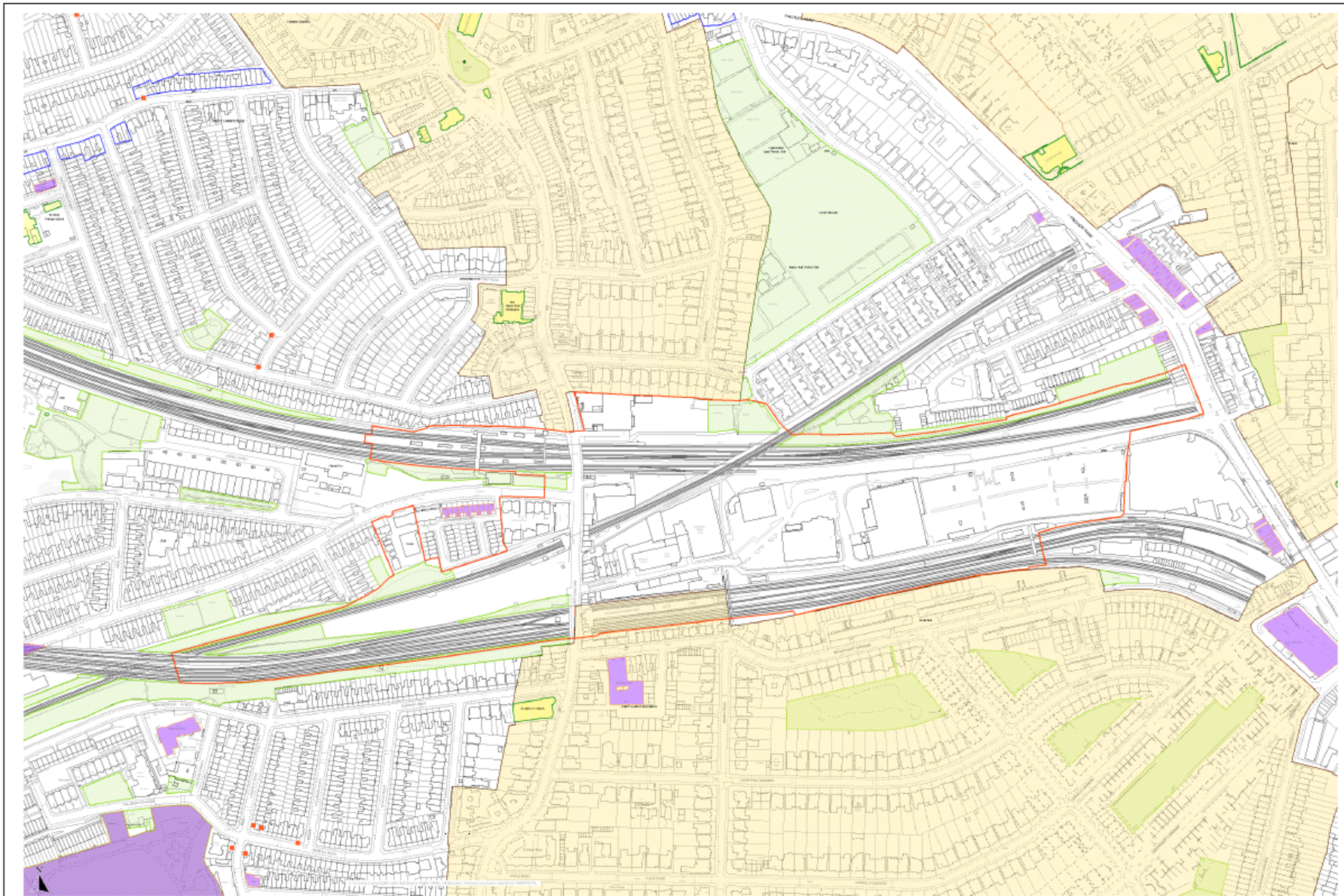


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<p>Working File</p> <p style="text-align: center;">Land contours</p>		
	Scale	Date
	1/3425	4/11/2016







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