

West End Lane To Finchley Road

Principles for a New Place

Public Consultation Feedback Summary

February – April 2021

CONSULTATION SUMMARY

Overview

Camden Council ran a public consultation on the draft West End Lane to Finchley Road: Principles for a new place planning guidance document between 24th February and 6th April 2021.

The document will help to ensure development proposals that come forward by the landowners for the area (including the O2 Centre and Home base site owner and the owners of other sites on Blackburn Road), can deliver a range of public benefits and can contribute positively to improving this part of Camden.

These benefits should help to meet the Camden Plan ambitions, relevant Development Plan policies and aspirations of Fortune Green and West Hampstead Neighbourhood Plan in relation to the O2 Centre site and its immediate surroundings.

The Council published the draft document online and invited feedback via questions and an interactive map on Commonplace. A wide variety of methods were used to promote the consultation.

What happens next

Responses to the public consultation were used to inform the development of the final draft West End Lane to Finchley Road – Principles for a new place planning guidance which the Council plans to adopt as a Supplementary Planning Document (SPD) in September 2021. The document will help to shape the type, nature and feel of any development that happens in the area. It will help to guide any future development of the area and will be an important consideration when assessing planning applications.

How the council engaged

The public consultation was open to local residents, businesses, landowners, workers, community groups and anyone with an interest in the area.

Due to the impacts of Corona virus (Covid-19) the Council took measures to keep its communities and officers healthy and safe by changing the way it works and does things. Even with the easing of lockdown measures, public health and distancing rules were continued, and although no face-to-face meetings were held, the Council took extra measures to promote, encourage and ensure that as many people as possible could have their say on the future of the area.

There was a high response rate to this consultation.

The following techniques were used to promote the consultation and encourage feedback:

- Dedicated website on the Commonplace online consultation platform. This included a list of bespoke questions and an interactive map for users to add more of their thoughts and ideas
- Emails to local groups including tenants and resident associations, organisations, statutory consultees and other interested parties (c.300)
- Letters to addresses in SPD area (c.150)
- Advertising banner on Camden Planning Alerts
- Press release to local media organisations and published on the Council's website
- Dedicated consultation email address
- Dedicated consultation telephone number for members of the public to speak directly to the team
- Opportunities for local groups, organisations and interested parties to engage with the team through remote meetings.
- Targeted youth engagement
- Large posters throughout the local area and posters in the O2 Centre
- Electronic leaflets to local groups and organisations for wider distribution
- Facebook advertising campaign
- Publicity via Camden Council's social media including Facebook page and Twitter
- Notification in the Council's business newsletter
- Council website
- Contacted local organisations and youth groups to encourage participation
- Promoted through individuals and local groups to social media networks including 'Next Door' and 'West Hampstead Mums Facebook'
- Remote meeting with Chairs of Fortune Green and West Hampstead Neighbourhood Development Forum (WHNDF) and West Hampstead Amenity and Transport (WHAT)
- Remote meeting with residents of 30 – 48 Rosemont Road



HAVE YOUR SAY ON THE FUTURE OF THE O2 CENTRE AREA

Landsec, the owners of the O2 Centre, have recently been carrying out local consultation on the future of their land and neighbouring sites and major development proposals are likely to come forward in the future.

To guide this future development, so that it can help deliver a number of public benefits and local improvements, Camden Council has separately prepared draft planning guidance for this area stretching between West End Lane and Finchley Road.

We would like to get your views on this guidance to help shape the new neighbourhood that could be created here. We would like to hear from local residents, businesses, workers, community groups, visitors and anyone else with an interest in the area and we would particularly like to hear from different age groups, especially young people.

Public consultation on the draft document will run until
Tuesday 6th April 2021

Find out more and give us your feedback by visiting:
<https://westendlanetofinchleyroad.commonplace.is/>

You can also find out more on our website at
www.camden.gov.uk/westendlanetofinchleyroad



Need assistance, have a question or want to join our mailing list?
Email us at regenerationandplace@camden.gov.uk or call us on 020 7974 4703



Please let others in your household, friends, neighbours and your local organisations know about this consultation, as we would like to hear the views of as many people as possible.



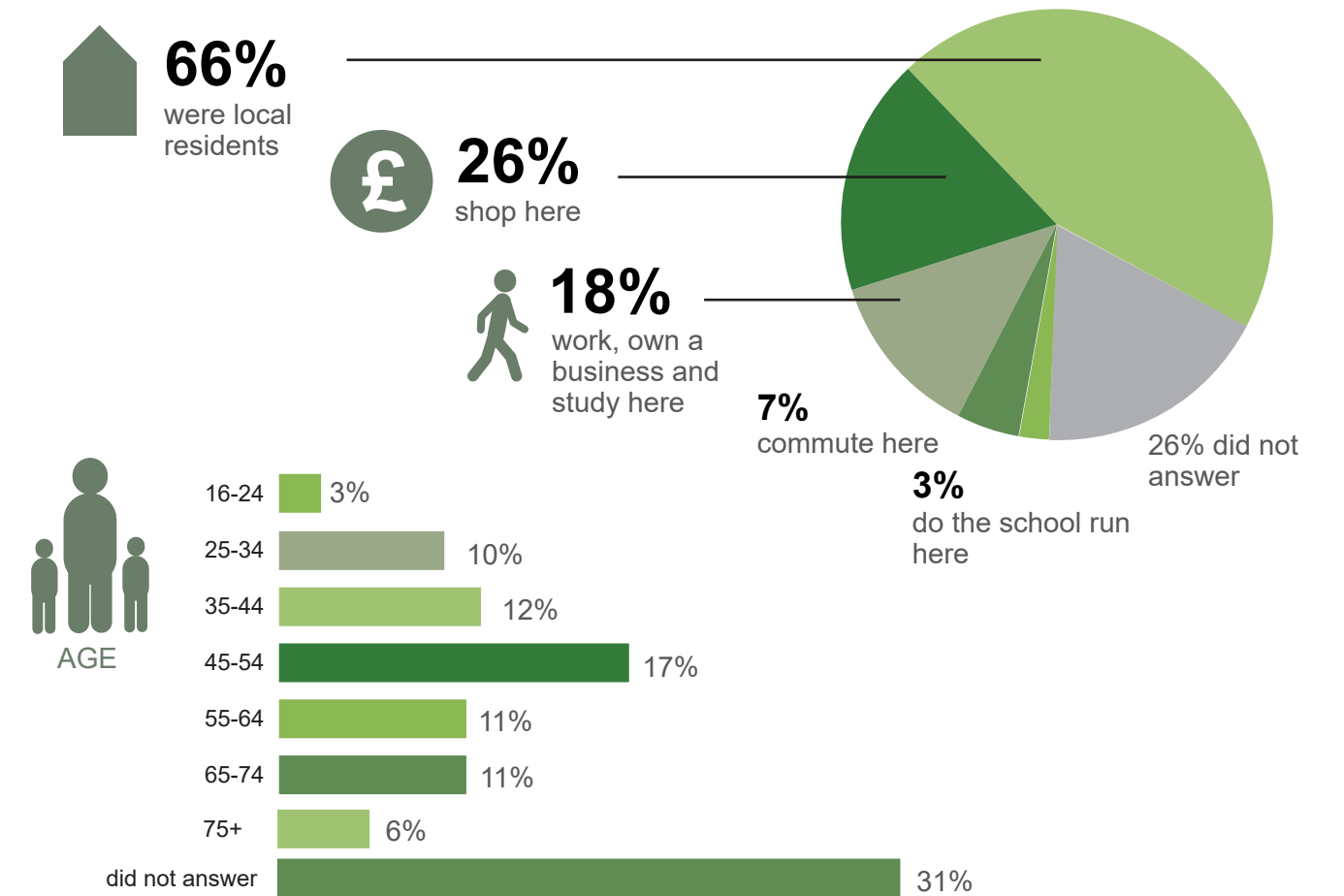
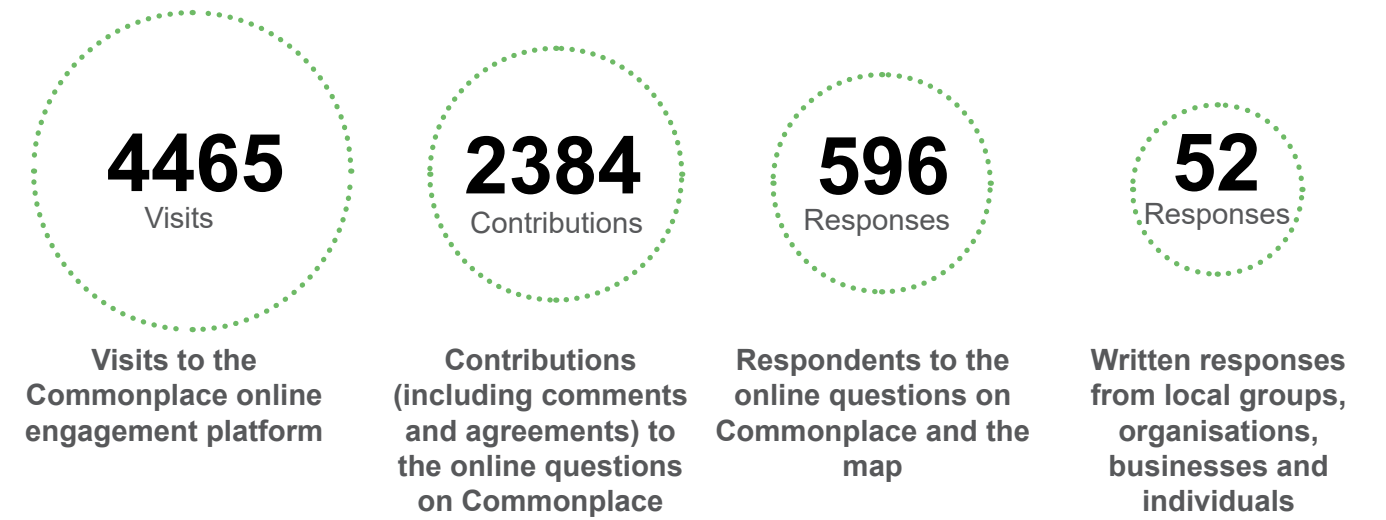
Methodology

Commonplace was used as the main way for people to review and respond to the consultation material. Questions on Commonplace were set out by theme and via an interactive map. Camden Council conducted the analysis and prepared this consultation feedback summary.

Written responses to the online questions were categorised and divided into themes. It should be noted that not every respondent answered all of the questions asked.

Responses received by email were also included for analysis. Due to the large number and range of responses received, this summary focusses on the most common responses and types of issues raised. All responses have, however, been considered in the consultation.

Whilst it is very helpful for the Council to know the socio-economic background of respondents to the consultation, significantly fewer respondents provided information about themselves including their age, ethnicity and health. From those who did respond the socio-economic background is broadly in line with the demographics of the local area, however there are proportionately fewer known respondents who identified themselves as from a black and minority ethnic background and/or whose day to day activities were limited due to health or disability reasons. To assess the impact on these and other protected groups an Equalities Impact Assessment was also undertaken and is separately published on the Council's website.



ETHNICITY

(Percentage of respondents who answered these questions)

92% of respondents were white

8% of respondents were non-white



HEALTH

(Percentage of respondents who answered these questions)

88% of respondents were without long term illness

7% of respondents have a disability

5% prefer not to say

SUMMARY OF WHAT YOU TOLD US...

Our Approach

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

Housing

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

O2 Centre

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

Our Draft Vision

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

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

A Mixed Use Place

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

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

“Front Door” at Finchley Road

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

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

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

West End Lane and Blackburn Road

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

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

East - West Route

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

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

A Sustainable and Resilient Place

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

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

A Different Pace

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

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

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

A Mix of Spaces

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

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

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

OUR DRAFT VISION

What do you think about the emerging vision for the future of the area covered by the planning guidance?



Commentary

280 comments and 772 agreements were made to the online questions under the heading 'Our Draft Vision'.

Respondents said the most important elements of the vision should be

1. Sustainability and environmentally friendly
2. A mixed use place
3. Priority for pedestrians and cyclists
4. Exceptional architecture and design
5. Safety

In the more detailed responses, the majority of comments focussed on the emerging Landsec proposals, subject of their own stages of consultation, one of which had ended in late January 2021. These appear to have strongly influenced responses to this consultation and overall sentiments on the vision part of the draft planning guidance (56% negative, 26% positive and 18% neutral).

The main concerns highlighted were about the potential 2000 homes, resultant density of housing / heights of buildings, types of housing (small "luxury" units rather than family homes and affordable housing), the implications on social and transport infrastructure and on the environment including noise and pollution.

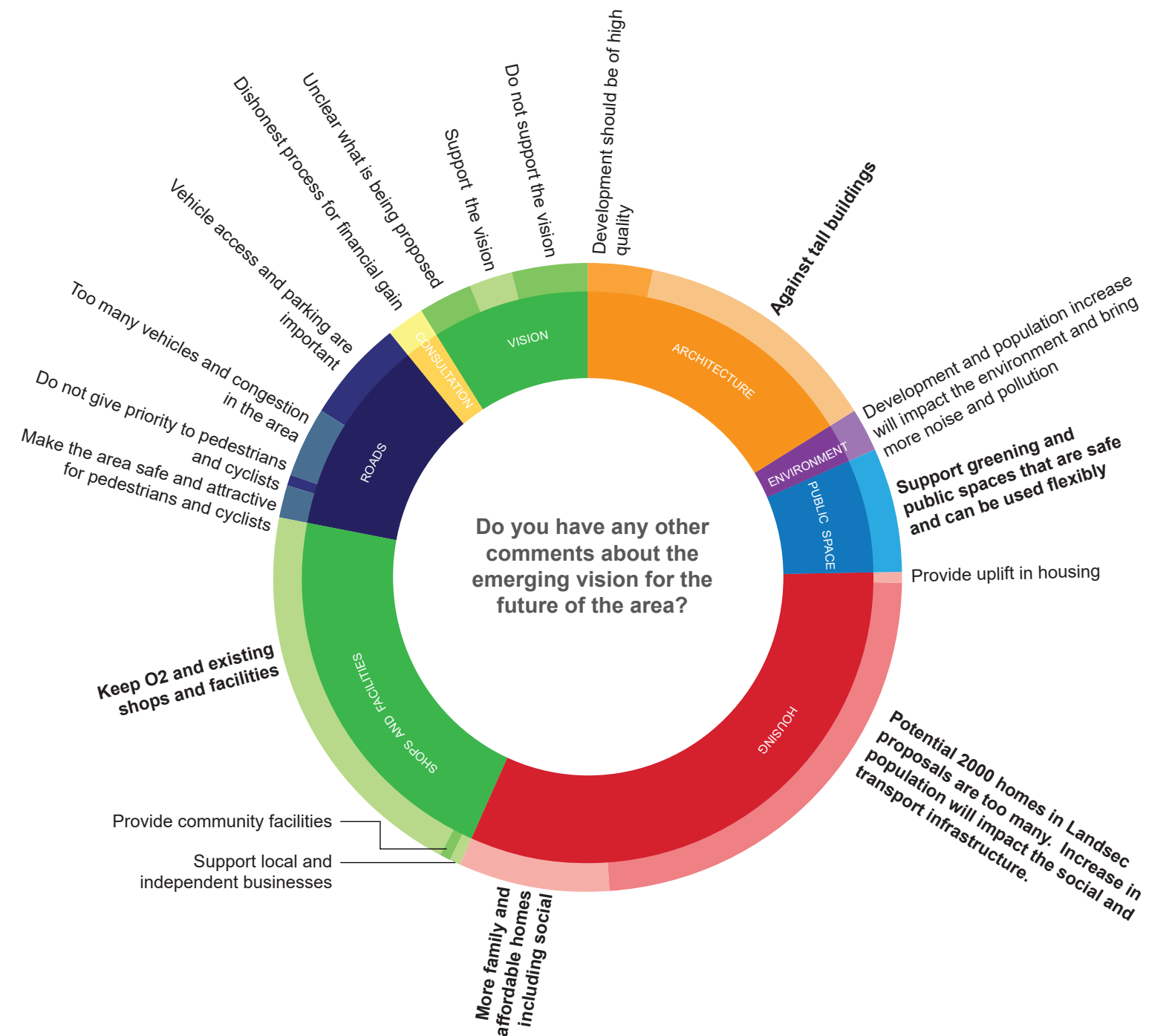
A large proportion of comments expressed strong views about the proposed demolition of the O2 centre itself and the value of the supermarket and other services and facilities such as the cinema, health club and DIY store that it provides.

There were many and mixed views on vehicle access and parking with most additional comments made wanting these to remain highlighting their importance for people who are less mobile, whilst a significant proportion felt there are already too many vehicles and issues with congestion in the area especially on Finchley Road.

There were a large number of comments supporting the vision of more greening, green space and flexibly used open spaces that are safe from crime and anti-social behaviour.

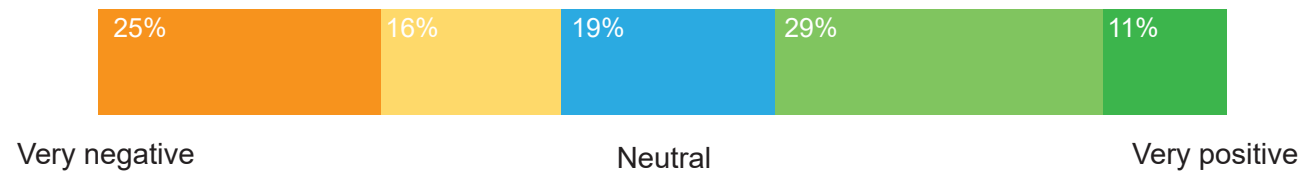
A noticeable proportion of comments were made in support of the vision as a real opportunity to improve the area and also comments in support of new housing being needed in the area.

To help us develop the vision further tell us what you think the most important elements of the vision should be? Please choose up to 5 or add your own.



A NEW PLACE

What do you think of our objectives for a new mixed use place?



Commentary

161 comments and 168 agreements were made to the online questions under the heading 'A New Place'.

There were broadly balanced positive and negative sentiments to the objectives for a new mixed-use neighbourhood (40% positive, 41% negative and 19% neutral).

The uses that respondents would like in a new neighbourhood were varied with all options being selected. The top 5 uses were:

1. Shops and retail
2. Places to eat and drink
3. Park
4. Public spaces
5. Leisure facilities

Comments made in the more detailed responses reinforced the top 5 uses. In the more detailed responses the largest proportion of comments emphasised the value respondents have towards the services, shops and facilities provided by the O2 Centre highlighting that these should be retained.

There were many comments about the emerging housing proposals with the majority opposing the large numbers of homes being presented and increasing the population. In addition many comments were made opposing tall buildings including "luxury" apartment units and instead supporting homes for families, genuinely affordable and social housing.

Concerns about an increase in population putting a strain on the existing social infrastructure were also raised and a preference for uses to include health, education, culture and leisure facilities.

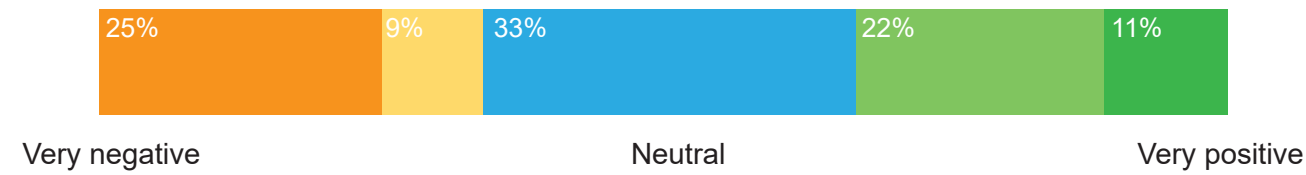
A large proportion of comments made support the provision of green and public spaces that can be used flexibly and are safe from crime and anti-social behaviour.

What type of uses would you like to see in a new neighbourhood? Please choose up to 5 or add your own.



A NEW "FRONT DOOR" FROM FINCHLEY ROAD

What do you think of our objectives for this part of the town centre and Finchley Road?



Commentary

133 comments and 115 agreements were received to the online questions under the heading 'A New 'Front Door' From Finchley Road'.

There were broadly balanced positive and negative sentiments to the objectives for this part of the town centre and Finchley Road. (34% negative, 33% positive and 33% neutral).

Local amenities were ranked by respondents to state what they value most and would like to see re-provided if the O2 Centre were to be redeveloped or changed. Of the specific uses or facilities ranked the supermarket was ranked the highest. This was followed by places to eat and drink, leisure facilities, a mix of shops and convenient bus stop. However "other services" was ranked highest and is assumed to include a combination of some of the other elements of the O2 Centre not specifically described but nevertheless valued, such as a DIY store, gym/swimming pool, parking, car wash and other specific shops such as the bookshop and which were highlighted through other responses across the consultation.

Tree planting and greening was by far the top improvement respondent would like to see around this part of the town centre on Finchley Road. All in all, the top improvements respondents would like to see were:

1. Tree planting and greening
2. More pedestrian friendly
3. Attractive shop frontages and entrances
4. High quality public spaces
5. Pedestrian crossings

In the more detailed responses the largest proportion of comments made emphasised the value respondents have towards the shops and facilities provided by the O2 Centre highlighting that these should be retained.

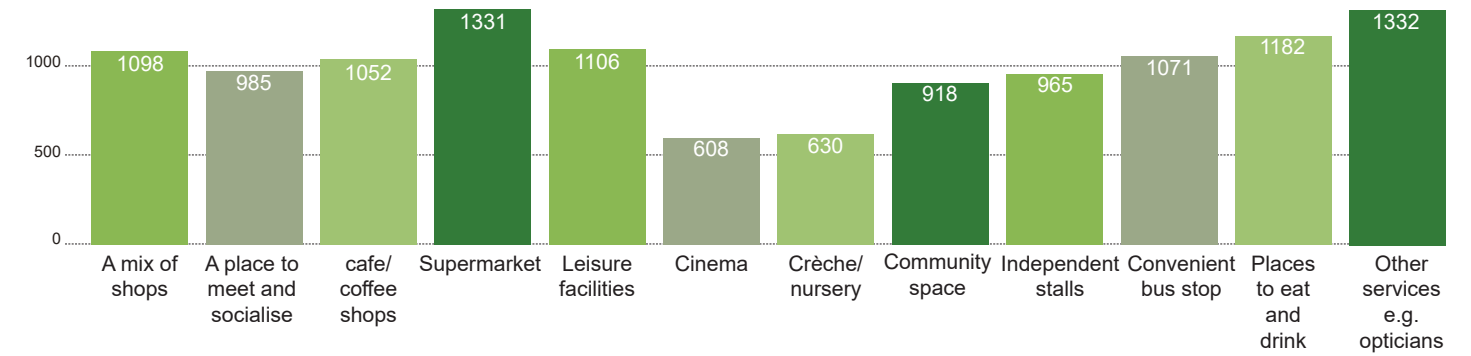
Other additional comments made were varied. A significant proportion would like the area between Finchley Road station and the O2 Centre improved including the footpath, O2 Centre frontage and underpass'.

Many comments expressed concern around reducing vehicles and parking highlighting that restrictions will create local traffic issues and displace parking to local streets.

A noticeable number of comments related to providing more greening and green areas, and community facilities.

A significant amount of comments were made opposing large numbers of homes and tall buildings. These again, highlighted the impact an increase in population could have on air quality and the existing social and transport infrastructure. These were backed up by further comments wanting to see more social infrastructure facilities provided..

If the O2 Centre was to be redeveloped or changed please rank what you value most and would like to see reprovided?



Are there any particular improvements that you would like to see around this part of the town centre on Finchley Road? Please choose up to 5 or add your own.

WIDER PAVEMENTS
PEDESTRIAN CROSSINGS
PEDESTRIAN FRIENDLY
ACCESSIBLE ROAD SAFETY
GREENING
ATTRACTION FRONTAGES
CYCLE FRIENDLY
PUBLIC SPACES
BETTER ROUTES



AN ATTRACTIVE AND WELCOMING PLACE OFF WEST END LANE

What do you think of our objectives to improve the public realm and environment along Blackburn Road to West End Lane?



Commentary

91 comments and 18 agreements were received to the online questions under the heading 'An Attractive and Welcoming Place off West End Lane'

The majority of respondents were positive towards the objectives to improve the public realm and environment along Blackburn Road to West End Lane. (66% positive of which 28% were very positive, 14% negative and 20% neutral).

The top 5 improvements respondents would like to see in this area around Blackburn Road to West End Lane were:

1. Safer walking routes
2. Tree planting and greening
3. Potential access into station
4. More pedestrian friendly
5. High quality public spaces

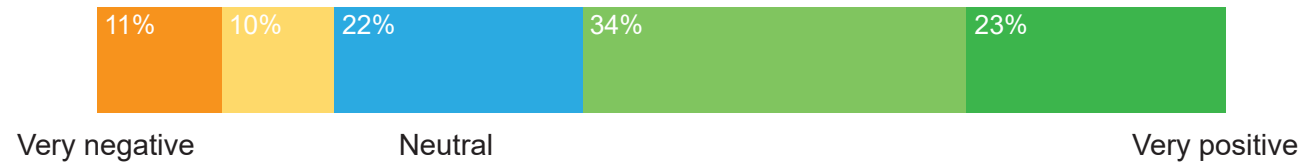
In the more detailed comments made reinforced the top 5 improvements respondents would like to see. The largest proportion of comments were for routes to feel safe and pleasant for pedestrians and cyclists. This was followed by comments to improve access to West Hampstead Station including step free access and potential access from Blackburn Road. A significant number of comments were also made to provide more greening and green areas and improve 'Granny Dripping Steps'.

What improvements would you like to see in this area around Blackburn Road to West End Lane? Please choose up to 5 or add your own.



A DIFFERENT PACE

What do you think of our objectives to make the area more connected and pleasant to move around?



Commentary

100 comments and 20 agreements were received to the online questions under the heading 'A Difference Pace'

The majority of sentiments were positive towards the objectives to make the area more connected and pleasant to move around (57% positive, 21% negative and 22% neutral).

The top 5 improvements that respondents said would make a new east – west route through a new neighbourhood inviting and attractive to use were:

1. Greening and trees
2. Well lit
3. No conflict between pedestrians and cyclists
4. Maximises sunlight
5. Safety

The top 5 measures that respondents said would improve the quality of the environment to encourage walking, cycling and use of public transport around and through the area were:

1. Improved routes for walking
2. Improved access to underground stations
3. Non vehicular streets
4. Wider pavements
5. Improved routes for cycling

In the more detailed responses the largest proportion of comments made support vehicle access, parking spaces and the provision of electric charging points. There were also a significant number of comments against developing large numbers of flats including tall buildings.

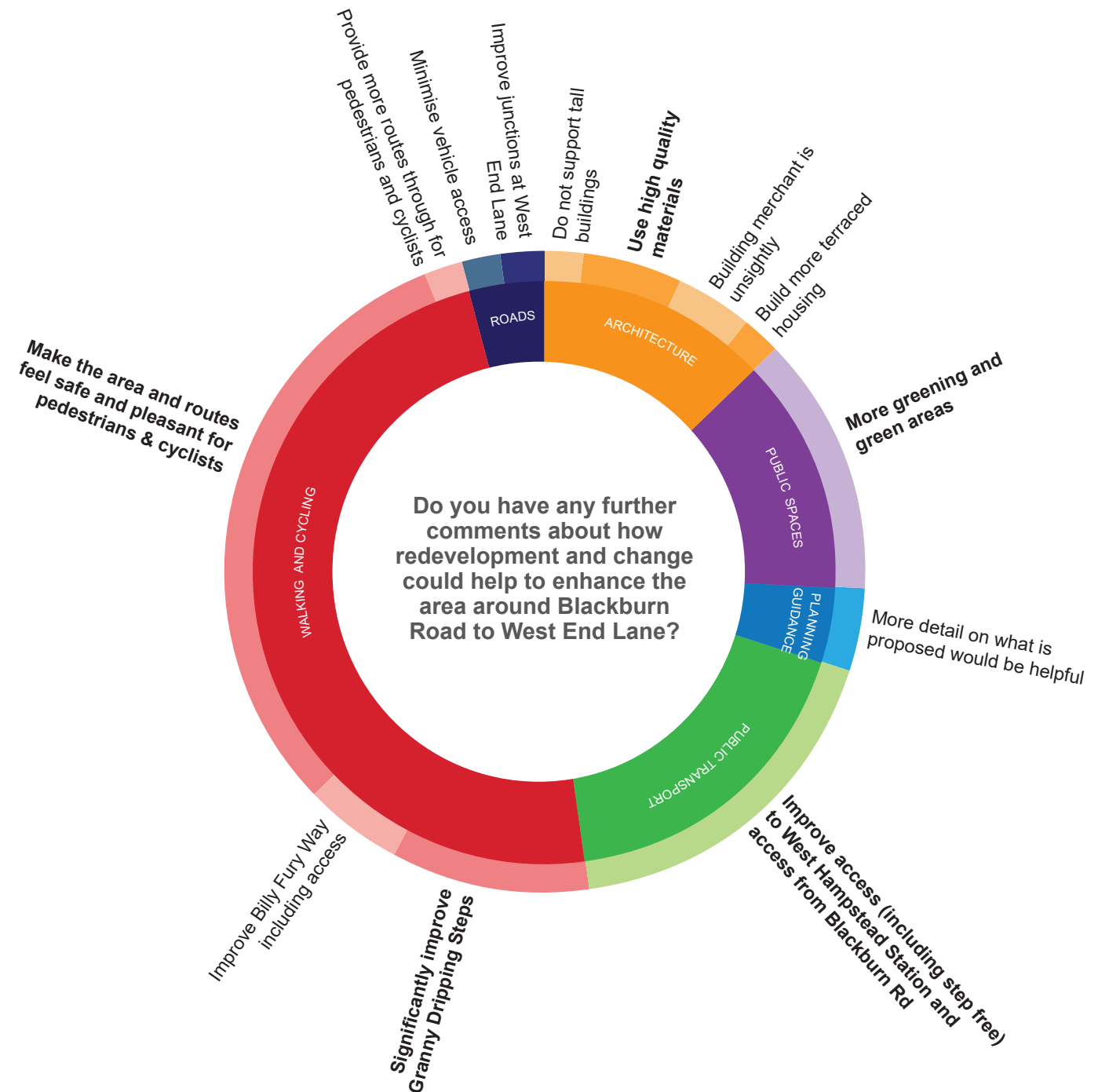
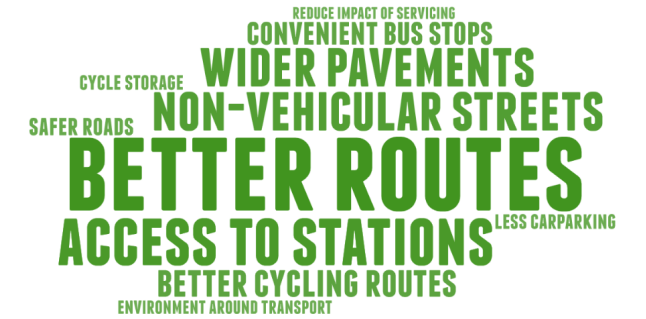
In direct response to the question a significant number of comments made would like more greening and green spaces including trees along the railways for screening and to help reduce air and noise pollution.

There were a significant number of comments to improve pedestrian and cycling accessibility with measures to minimise conflict between the two and to make the route feel safe from crime and anti-social behaviour.

What do you think would make a new east-west route through a neighbourhood inviting and attractive to use? Please choose up to 5 or add your own.

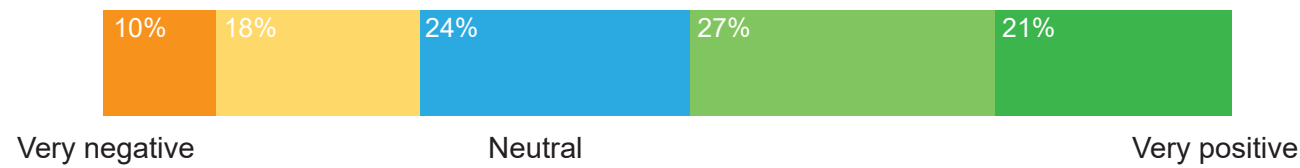


What measures would improve the quality of the environment to encourage walking, cycling and use of public transport around and through the area? Please choose up to 5 or add your own.



SUSTAINABLE AND RESILIENT PLACE

What do you think about our objectives to create a sustainable and resilient place?



Commentary

90 comments and 27 agreements were received to the online questions under the heading 'A Sustainable and Resilient Place.'

The largest proportion of sentiments were positive towards the objectives to create a sustainable and resilient place. (48% positive, 28% negative, 24% neutral)

The top 5 publicly accessible spaces and features that respondents would like to see are.

1. Places to sit
2. Community garden
3. Shopping and leisure courtyard
4. Children's play area
5. Places to eat

The top 5 most important sustainability measures for respondents are:

1. Improved air quality
2. Renewable energy e.g. solar
3. Biodiversity
4. Water features and rain gardens
5. Car free development

In the more detailed responses the largest proportion of comments were against too many new homes being developed including tall buildings with concern that this would impact and overshadow the balance of open spaces and the public realm.

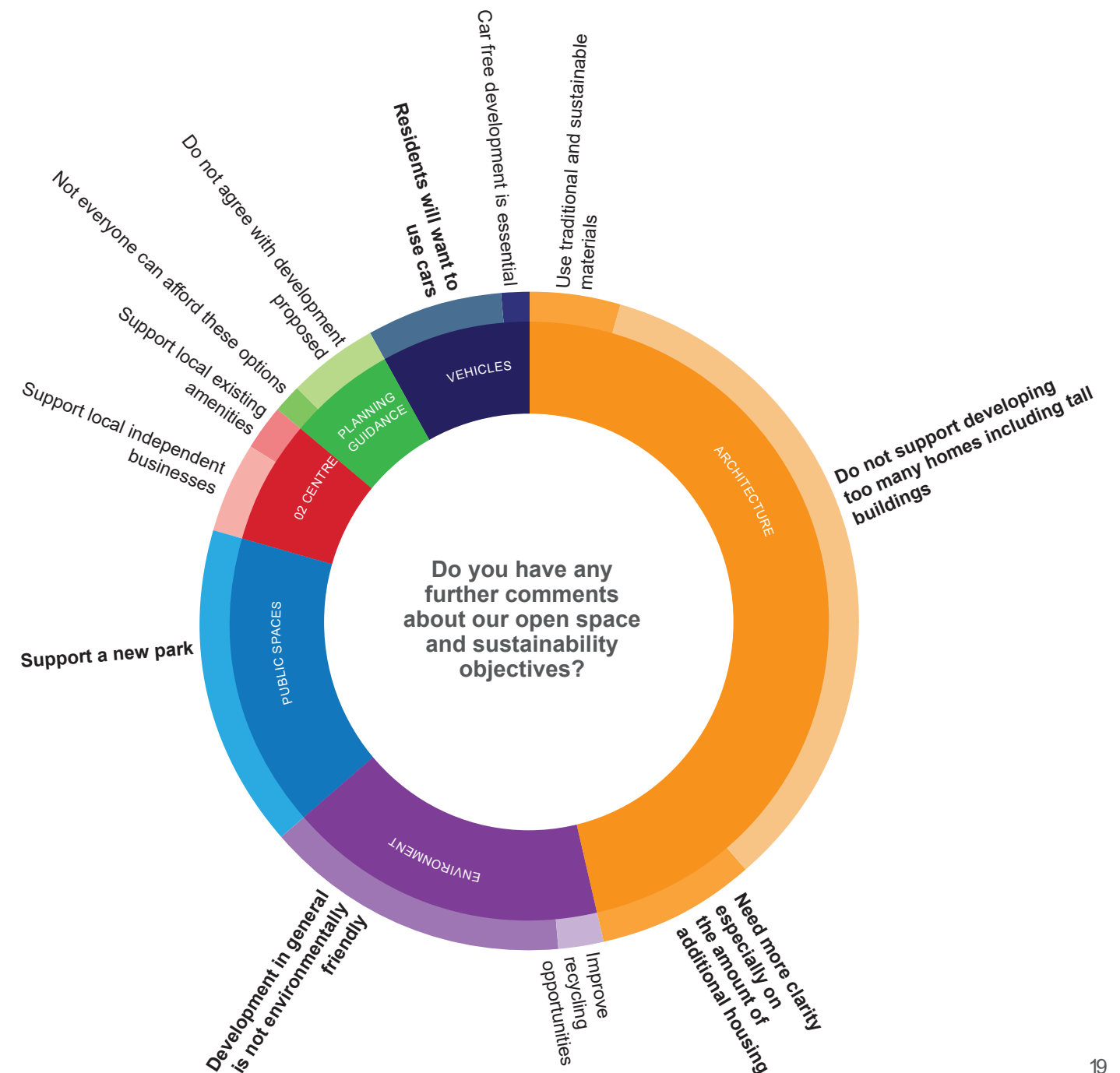
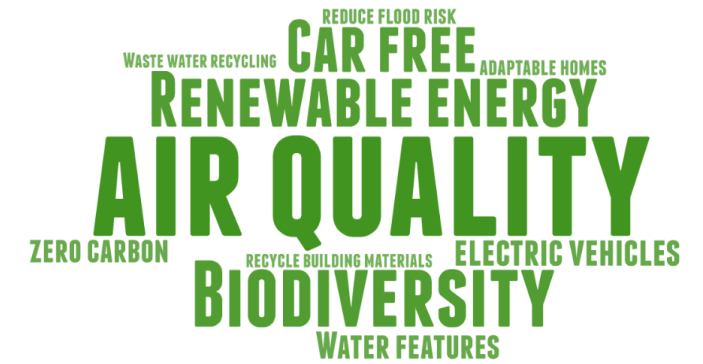
There were a significant number of comments supporting a new park.

Some respondents expressed concern that the objectives are 'greenwashing' and development in general is not environmentally friendly.

New development will be expected to include different types of open spaces. What type of publicly accessible spaces and features would you like to see? Please choose up to 5 or add your own



Environmental and sustainable development will be essential to the success of a new neighbourhood. What sustainability measures are most important to you? Please choose up to 5 or add your own



INDIVIDUAL RESPONSES

Written Responses

23 written responses were received from individuals and local resident groups.

These responses generally echoed the responses with negative sentiments that came through via Commonplace especially in relation to the emerging Landsec proposals including the potential 2000 new homes being too many, the height of some of the proposed buildings being too tall and the impact an increase in population could have on the social and transport infrastructure. Concerns were also raised about the types of housing that could be delivered potentially being small luxury units, attractive to overseas investors, rather than family homes and genuinely affordable housing.

Again, a large proportion of respondents emphasised the value held towards the O2 centre, its services and facilities especially the supermarket, cinema, health club and DIY store and were concerned that these could be lost.

A number of respondents would like vehicle parking to remain especially for shoppers and people who are less mobile.

Combined Residents Association of South Hampstead

Combined Residents Association of South Hampstead (CRASH) provided detailed comments comparing the emerging Landsec proposals to the ambitions set out in the draft planning guidance document. On the whole CRASH felt that the ambitions of the draft planning guidance are desirable, but that the emerging Landsec proposals fails to meet them. CRASH responded that Landsec plans to overdevelop the area and were concerned about the height and massing of new buildings being proposed. CRASH expressed that some of the ambitions could be met with the existing O2 centre building without it being demolished. CRASH strongly recommended that new buildings should be sited along the north and south edges of the railway tracks as this would allow a substantial park environment in the middle of the site instead of locating tall towers in the middle, which could negatively impact the adjacent communities and the public realm.

Meeting with West Hampstead Neighbourhood Development Forum and West Hampstead Amenity and Transport

Throughout the development of the draft planning guidance the Council had conversations with West Hampstead Neighbourhood Development Forum (WHNDF) and West Hampstead Amenity and Transport (WHAT).

During the consultation period a meeting with the Chairs of WHNDF and WHAT took place. At this meeting concerns were raised about the scale of the Landsec proposals and for the planning guidance to further make clear what it sets out to do and can help to achieve as this will address any confusion members of the public could have. In addition providing more information on the levels of family housing and genuinely affordable housing that is expected or emphasising the Council's policies on these were also raised.

WHNDF and WHAT also submitted written comments to the consultation which are summarised in this document under the section 'Summary of Organisation Responses'.

Meeting Residents of 30 – 48 Rosemont Road

The Council held a remote meeting with the of residents of 30 – 38 Rosemont Road. The residents were deeply concerned about the potential height of buildings in emerging Landsec proposals and the impact this could have on the daylight into their homes and views.

Residents were also deeply concerned about any potential construction impacts including noise, pollution and the length of time construction could take. Residents wanted to know how the impacts of construction would be mitigated.

Residents of 30 – 48 Rosemont Road also submitted a written response to the consultation.

YOUTH ENGAGEMENT

We wanted to get more input from young people in the area and to encourage feedback prepared a questionnaire for local community centres to distribute at their sessions with young people. The questionnaire focussed on possible areas of interest including types of spaces, shops and facilities young people would like to see and about safety.

Sidings Community Centre helped to collate the views of the young people who use their services and we heard back from 13 young people between the ages of 11 to 14.

What Young people told us

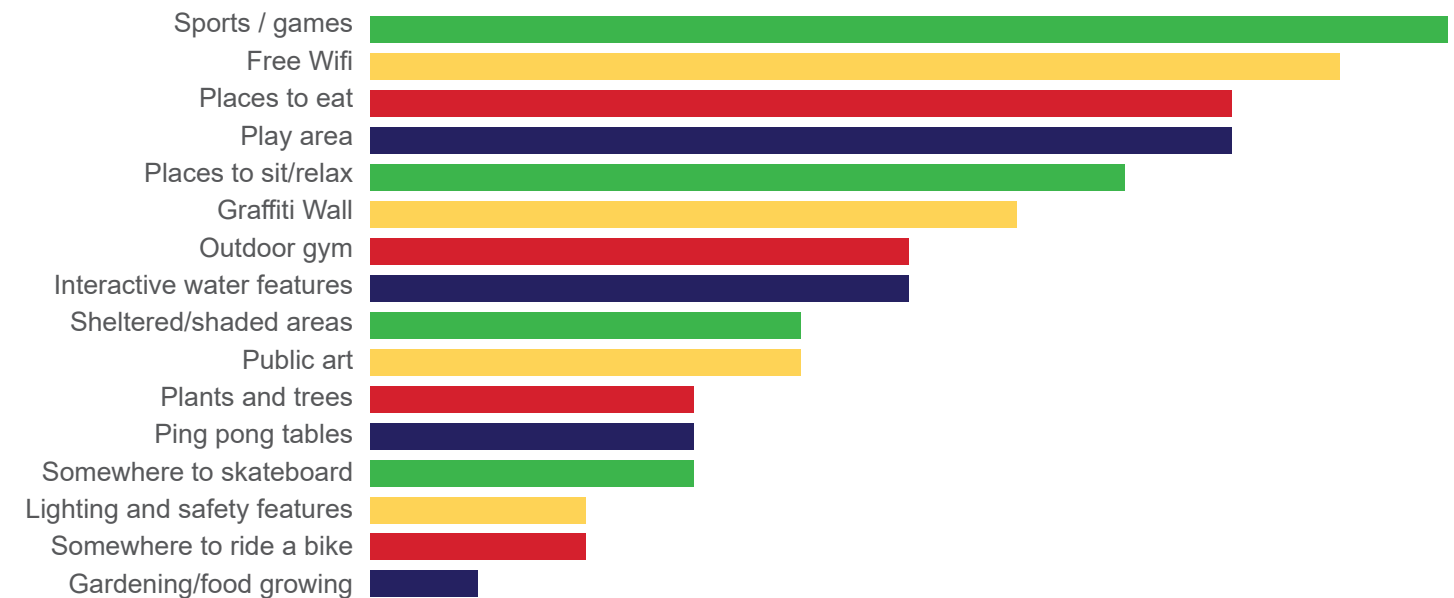
Places to eat was mostly liked about the O2 Centre followed by the cinema and variety of shops.

Respondents would like to see and use a variety of shops and activities in the area. The most popular were park, skate park and trampoline Park. These were closely followed by affordable swimming pool, BMX area and basketball court.

Other shops and activities that respondents would like to see and use in the area included a playground, more places to eat, waterpark, BBQ areas, outdoor sports area and crazy golf.

The top 5 provisions young people would like to see in new open spaces were:

1. Sports / games
2. Free Wifi
3. Places to eat
4. Play area
5. Places to sit / relax



Most respondents said they feel safe in the area with a significantly smaller proportion saying they did not know. No respondents said they do not feel safe in the area however, more security including security guards, better lighting and cameras would help to make the area feel safer.

SUMMARY OF ORGANISATION RESPONSES

Several organisational bodies issued a formal response. Some of the key comments received are summarised below:

Highways England

Highways England noted that the planning guidance promoted 'car-free' developments and were satisfied that its policies would not materially affect the safety, reliability or operation of the Strategic Road Network, and had no comments about the consultation.

Historic England

Historic England broadly welcomes the approach set out in the planning guidance and stressed the importance of modelling impacts (such as differing buildings heights) on the adjacent conservation areas and on their character and significance as part of the development process and the application of information with relevant Conservation Area Appraisals and Management Strategies.

Hertfordshire and North London Sustainable Places (HNL)

Environment Agency (HNL Sustainable Places) do not consider there to be any significant environmental effects (fluvial flood risk, watercourses or groundwater bodies or other environmental sensitivities within the planning guidance area and had no further comments.

Landsec

Landsec welcomes the planning guidance and strongly support the overarching principles including the utilisation of the site for the provision of open space, improving connections through the site, and the provision of new homes and jobs for the whole community.

Landsec agrees that a route through the site and improving permeability is important to successful placemaking within the planning guidance area. It is noted that the planning guidance shows the pedestrian route indicatively through the centre of the site. Flexibility in respect of exactly where the route is located within the planning guidance area must be retained as the comprehensive masterplan develops. This will ensure that the optimal design outcome can be realised.

Narrowpack Ltd

Narrowpack Ltd would like to discuss the proposals for 11 Blackburn Road with the Council to optimise its potential, whilst reflecting where possible the aspirations of the draft planning guidance and that the nature of aspirations illustrated could prejudice development of the site and should be reconsidered.

Narrowpack Ltd consider that the draft planning guidance should better reflect the development potential of the site, and take into account its relationship with the adjacent Clockwork Factory site.

Natural England

Natural England had no specific comments to make on the consultation

North Central London Clinical Commissioning Group (NLCCG)

NLCCG support the objective to create a new mixed-use place with sustainability and health and wellbeing as a common theme. NLCCG welcome the need to address the impact of development and population growth on health and wellbeing and local facilities and to improve services and local infrastructure.

The CCG responded to the Site Allocations Development Plan in March 2020. The CCG welcomed the reference to the need for a new health and wellbeing hub in the area to meet additional demand, but also to help transform services. This could be located on the O2 Centre site (Policy WHI2) and discussions are underway. Alternatively, provision could be made on other sites, including the 156 West End Lane site (site WHI5a), noting that an amended scheme has now been granted planning permission.

Sainsbury's Supermarket Ltd

Sainsbury's Supermarket Ltd commented that the planning guidance does not make the future of the supermarket and on site car parking clear. A significant reduction in car parking on site would negatively impact on the operation of the Sainsbury's store, even if the O2 centre were retained. Sainsbury's emphasised that the supermarket is positive for the vitality and viability of the town centre and helps to contribute to the turnover as many shoppers link their trip with a visit to other local facilities.

Transport for London (TfL)

TfL support the need to provide through routes for pedestrians and cyclists and enhance public transport access and capacity. TfL commented that it would be useful to encourage application of the Healthy Streets Approach to vehicle free streets and to place a stronger emphasis on the need for completely car free development on all sites within the planning guidance area. TfL would like the planning guidance to include policies and measures to ensure that all development contributes towards achievement of the mode split targets set in the Mayor's Transport Strategy and Camden's Local Implementation Plan, as well as the Vision Zero road safety objective.

Transport for London Commercial Development (TfLCD)

TfL CD commented that they have undertaken initial feasibility work to explore opportunities for station and public realm improvements at West Hampstead Underground Station alongside enabling residential-led mixed use development. TfLCD are keen to work with Camden Council to continue to investigate the potential for development at West Hampstead underground station. TfLCD commented that the potential for residential-led mixed use development alongside the infrastructure improvements is also referenced in the planning guidance.

Volkswagen and Audi Showrooms, Blackburn Road, NW6

Volkswagen and Audi Showrooms, Blackburn Road have confirmed their continuing interest in the development potential of these sites.

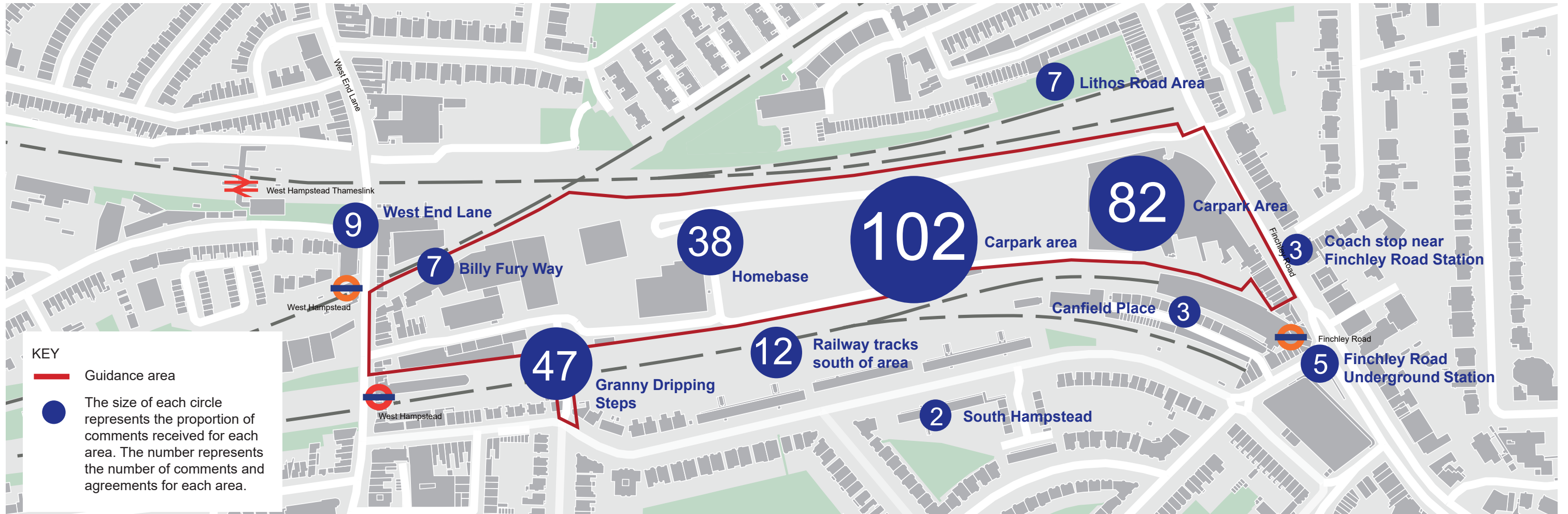
West Hampstead Neighbourhood Development Forum (WHNDF)

The WHNDF welcomed the publication of the draft planning guidance. The WHNDF consider it positive that both Camden Council and the major landowner appear committed to a holistic approach for all the different sites suitable for redevelopment within the area and would like this approach to be adhered to rather than piecemeal development of the site taking place. The WHNDF commented that the planning guidance says nothing about the levels of family housing and genuinely affordable housing that will be expected and recognise that whilst this is covered in other planning documents, a cross reference to this should be included in the planning guidance.

West Hampstead Investments Partnership (WHIP)

WHIP commented that the planning guidance should do its best to enhance proposals to Blackburn Road and in particular 13 Billy Fury Way. WHIP commented that the guidance should be written in a way that allows for various options to be included in schemes to improve the area. Anything that prescribes certain activities such as building lines being set back should be removed. Any maps and diagrams shown in the document should be updated to be consistent with the supporting text and aim of the guidance.

SUMMARY OF MAP RESPONSES



West End Lane

The majority of respondents commented that the pavement and road are too narrow for the amount of traffic coming through and would like a bold rethink of West End Lane. Some suggestions were made to widen the pavement, have a pedestrian priority crossing over to the Marks and Spencer and to make the road one way with a cycle path.

Suggestion were made to extend a foot and cycle path from the end of this road to the north edge of the planning guidance area.

Billy Fury Way

Respondents would like this area to feel safer.

Canfield Place

Respondents are against a pedestrian access route citing that it could be as unpleasant to use as the Railbridge / 'Granny Drippings Steps.'

Granny Drippings Steps

A significant majority of respondents would like the condition of the Railbridge / 'Granny Drippings Steps' to be improved and for this route to feel safer to use.

Some suggestions were made to build a new bridge with a large entrance to West Hampstead tube station or from the middle of Broadhurst Gardens.

Railway tracks south of area

The majority of comments and agreements suggested creating an elevated park over the rail tracks.

Homebase

The majority of respondents value Homebase and would like the store to remain.

Carpark Area

The majority of comments and agreements opposed the emerging Landsec proposals of a potential 2000 homes as being too many and the resultant density of housing / heights of buildings, and the implications an increase in population could have on the social and transport infrastructure. Concerns were also raised that the amount of buildings proposed could result in them being of poor architecture and design and the impact construction and an increase in population could have on the environment including air quality.

A significant proportion of respondents were concerned about a potential loss of car parking spaces highlighting that these are especially needed for residents and tradespeople.

Coach stop near Finchley Road Station

Respondents suggested moving the coach stop further up the road as the street can be difficult to navigate with lots of people waiting for coaches with bulky luggage.

Finchley Road Underground Station

Suggestions were made for the disused newsagent kiosk to become a lift area from the platform to street.

Respondents support a proposed footbridge connection to the tube station and Broadhurst Gardens.

O2 Centre

The majority of respondents expressed strong views in support of the O2 Centre itself and its shops and facilities especially the supermarket, health centre, cinema and the DIY store.

South Hampstead

The comment was made that redevelopment will increase traffic coming through South Hampstead.

Lithos Road Area

Respondents would like Lithos Road to be better connected to the O2 site. Suggestions were made to build a suspended bridge making this connection. Railtracks being noisy was also commented on.

HOW HAS THE SPD CHANGED?

There are certain areas of the SPD which have been introduced or changed more substantially in response to comments. Other revisions to the draft SPD are mainly factual and update made to various sections since it was drafted, e.g. the policy context (including updated National Planning Policy Framework and the enhanced focus on design) and latest proposals for sites across the wider area. Reflecting the comments made, further changes have concentrated on and include:

- Giving greater clarity to the development context- with further detail which aims to explain the planning context more and the Council's role within it in producing the SPD
- Greater clarity to the purpose of the SPD in supporting and reflecting adopted plan priorities, policies and aspirations for West Hampstead and O2 site- which underpin the themes/principles that the SPD covers (and also further clarifying what it can't do)
- Adding a summary of consultation responses—in a “What you told us...” section
- Reflecting the value placed on some of the shops and facilities provided by the O2 Centre more and the need for adequate reprovision in proposals(including interim relocation if required during phasing), e.g. supermarket, leisure and community facilities
- Emphasising that genuinely affordable housing is a high priority and should include housing at social rent levels
- Further recognition about the fragility and threats to High Streets-including new use classes and permitted development rights
- Provide more emphasis on the need to explore and pursue opportunities for Step Free Access/capacity improvements at stations due to potential increased demands
- Further emphasis about the opportunity to improve the environmental and pedestrian quality of Finchley Road
- Whilst the SPD reflects adopted policies that seek new development to be “car free”, it identifies the need for adequate parking and drop-off provision for people with disabilities and mobility issues
- Making our “Mix of Spaces” principles about the need for new open spaces a distinct section in itself and reflecting views obtained from young people
- In light of recent flooding added further reference to flood risk/sewer capacity
- Reference to Construction Management Plans added
- To support delivery of key infrastructure improvements and address possible impacts, details from the adopted Neighbourhood Plan, including priorities for s106 and Community Infrastructure Levy projects and spending added

LIST OF STATUTORY CONSULTEES AND ORGANISATIONS

- Highways Agency
- Civil Aviation Authority
- Environment Agency
- Office of Rail Regulation
- Camden and Islington NHS Foundation Trust
- Canal and River Trust
- Transport for London and TFL Spatial Planning
- Marine Management Organisation
- Natural England
- British Gas
- National Grid
- Camden Clinical Commissioning Group (CCG)
- Historic England
- Greater London Authority
- London Enterprise Panel
- Homes England
- The Coal Authority
- Thames Water
- City of Westminster
- London Borough of Brent
- London Borough of Barnet
- Network Rail and Network Rail Planning
- NHS London Healthy Urban Development Unit
- NW London Collaboration of CCGs
- Royal National Institute of Blind People
- London Wildlife Trust

For the latest information please visit our website

www.camden.gov.uk