

156 West End Lane

Workshop | 7 November 2015

Fortune Green & West Hampstead
Neighbourhood Development Forum



WEST HAMPSTEAD NDF
Neighbourhood Development Forum



Camden Council's Site Allocations Document | Sept 2013 | Site 28

- The **London Plan** identifies the site within the West Hampstead Area for Intensification
- Planning guidance for **WH Town Centre**
- Adjacent to Crown Close **open space**
- **Conservation Area** to north of site
- Public transport accessibility level 6a (excellent)
- Adjacent to West End Archaeological priority area

Site Allocation Guidance

“A mixed use development to include residential, alongside retail and employment uses. Other appropriate town centre uses could include community and cultural uses (including education)”.

Site Allocation Guidance

- Town Centre uses along frontage
- Residential above and to the rear
- Flexible employment floor-space
- Adequate pavement widths
- Improved design relationship with Canterbury Mansions & Conservation Area
- Improved pedestrian/cycle link from WEL to Crown Close
- New publicly accessible open space
- Acceptable relationship with properties on Lymington Road
- Public Realm improvements
- Local energy generation

What has been the NDF's & the Neighbourhood Plan's approach to the site?

January 2012 – September 2014

NDF Photo Survey | July 2012

- **Travis Perkins building**
- Love it: 2
- No opinion: 8
- Hate it: 74
- Comments:
Demolish; horrible design; height.



Neighbourhood Plan

1st draft | July 2012

5.3.2 156 West End Lane. This site, currently owned by Camden Council, is due to be sold and redeveloped. As part of the 'West Hampstead Growth Area' it is expected to provide significant new homes and employment. Any future development of this site needs to provide a mix-used use development, satisfying a range of needs:

- Residential housing (including family-sized homes & affordable housing)
- Offices for small & start-up businesses, including serviced offices
- Retail space on the ground floor, set well back from West End Lane to provide a wide pavement
- More closely fit in with the design of neighbouring buildings & the neighbouring Conservation Area
- **Be no higher than the existing building (ie five storeys)**
- Provide open and green space
- Provide space for a market
- Provide space for an affordable community & business meeting room
- Providing an improved footpath & cycle route to Finchley Road

Neighbourhood Plan

7th draft | January 2014

B6. 156 West End Lane. This site, currently owned by Camden Council, is due to be sold and redeveloped. As part of the West Hampstead Growth Area it is expected to provide a significant number of new homes, as well as employment opportunities. The existing building at the front of the site is considered of poor quality design and not fitting of the immediately adjacent Conservation Area. Any redevelopment of this site needs to provide a mixed-use development, satisfying a range of needs:

- Housing, including a significant amount of affordable homes and 3 or 4 bedroom homes.
- Offices for small, micro and start-up businesses, including serviced offices and studio space
- Flexible commercial/retail space that can be used for a range of employment uses
- Retail space on the ground floor along West End Lane, which is fitting of the character of the Town Centre (*see Policy 12*) and set back from the pavement.
- The design of any new building will need to reflect the design of neighbouring buildings and the neighbouring Conservation Area (*see Policies 2 & 3*), including use of red brick.
- **The height of any new development shall be no taller than the existing five-storey building, so as not to damage the character of the Conservation Area and the views around the site.**
- The provision of new green/open space to address the deficiencies outlined in the CCS.
- Provide space for a community hall and affordable meeting space for local groups and businesses.
- Provide a new footpath & cycle route to the O2 Centre (via a new bridge over the railway line) which is safe and well lit (*see Policy 9*).
- The ground floor of the site is currently occupied by the builders' merchant, Travis Perkins (TP). The company has been based in the area for many years, is a significant local employer, and is keen to remain on the site. Protection for land in viable existing employment use is given in this Plan (*see Policy 11*) and also the CCS (*CS8 & DP13*). Should TP remain on this site, a number of options should be considered in order to facilitate a redevelopment:
 - Development could take place above the ground floor area currently occupied by TP, as has happened with the TP site on St Pancras Way.
 - A platform could be built across the railway lines to the south of the site to accommodate TP offices and yard. This would free the rest of the site for redevelopment. Such a platform could also provide a pedestrian link to the O2 Centre and Finchley Road.

Neighbourhood Plan

September 2014

B8. 156 West End Lane. This site, currently owned by Camden Council, is due to be sold and redeveloped. As part of the West Hampstead Growth Area it is expected to provide a significant number of new homes, as well as employment opportunities. The existing building on the site is considered of poor quality design and to have a negative impact on the immediately adjacent Conservation Area. Any redevelopment of this site needs to provide a mixed-use development, satisfying or making an appropriate contribution to the following needs:

- Housing, including a significant amount of affordable homes and 3 or 4 bedroom homes (*see Policy 1*).
- Offices for small, micro and start-up businesses - including the possibility of serviced offices and studio space.
- Flexible commercial and retail space that can be used for a range of employment uses.
- Retail space on the ground floor along West End Lane, which is fitting of the character of the Town Centre (*see Policy 12*) and set back from the pavement.
- The design of any new building will need to reflect the design of neighbouring buildings and the neighbouring Conservation Area (*see Policies 2 & 3*), including use of red brick.
- **The height of any new development shall be no taller than the existing five-storey building - unless it can be demonstrated that there is no damage to the character of the Conservation Area, its setting, and the views from and into the site.**
- The provision of new green/open space to address the deficiencies outlined in the CCS.
- The provision of space for a community meeting room for local groups and businesses.
- Improvements to the neighbouring Potteries Path to provide a safe route for pedestrians and cyclists.
- The investigation of opportunities for a pedestrian bridge over the railway line to the O2 Centre car park.
- The ground floor of the site is currently occupied by the builders' merchant, Travis Perkins (TP). The company has been based in the area for many years, is a significant local employer, and is keen to remain on the site. Protection for land in viable existing employment use is given in this Plan (*see Policy 11*) and also the CCS (*CS8 & DP13*). Should TP remain on this site, a number of options should be considered in order to facilitate a redevelopment:
- Development could take place above the ground floor area currently occupied by TP, as has happened with the TP site on St Pancras Way.
- A platform could be built across the railway lines to the south of the site to accommodate TP offices and yard. This would free the rest of the site for redevelopment. Such a platform could also provide a pedestrian link to the O2 Centre and Finchley Road (*see above & B9*).

Neighbourhood Plan Referendum Version

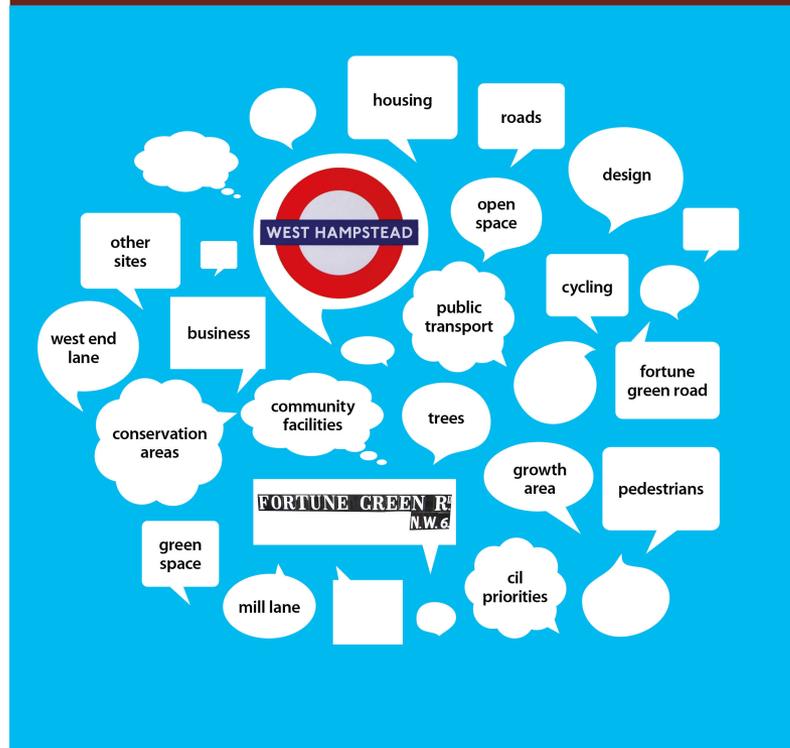
“The site shall provide an improved design relationship to the adjoining Canterbury Mansions and West End Green Conservation Area, to protect and enhance the appearance of the area.

Therefore, the height of any new development should ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties – and it can be demonstrated that no harm is caused to the character and appearance of the Conservation Area and its setting”.

Plan approved & adopted

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

Adopted by Camden Council September 2015



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



WEST HAMPSTEAD NDF
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