

Emerging principles for redevelopment of the O2 car park and surrounding area.

Fortune Green and West Hampstead NDF Comments 22 December 2018

Based on headings in LB Camden's draft; *Our comments in italics*

Create a new Neighbourhood.

- Establish a new identity for the site that contributes to the wider neighbourhood
- *Ensure it unites both ends of the area*
- *Not a gated community*
- *Urban village with adequate infrastructure*

Improved gateway at Finchley Road

- Blackburn Road
- O2 centre. *Yes, very interesting proposal*
- *Yes. Including detailed consideration of vehicle, bicycle and pedestrian movement*

Improved gateway at West End lane

- Blackburn Road
- Billy Fury Way
- Granny Dripping Steps
- *Yes. Including detailed consideration of vehicle, bicycle and pedestrian movement*
- *Emphasis on Blackburn road*
- *We are strongly opposed to any vehicle access to the new development down Blackburn Road given the impact on already heavy West End Lane traffic*

Enhanced vitality of Finchley Road and West End Lane town centres

- Finchley Road town centre
- West End Lane town centre
- Distinct characters – make more accessible to local areas

Comprehensive redevelopment

- Join up with other site opportunities
- Opportunity to improve the O2 centre and the public realm
- *Holistic development and involving all other site owners is very important*

A new town centre route connecting Finchley Road and West End Lane

- Create an interesting and stimulating route that is enjoyable and encourages walking
- Inclusive and accessible to the wider community
- A safe *pedestrian* route separated from the impacts of the railways, *all vehicles* and servicing. (noise, etc)
- *The route should be as wide as possible to increase provision and perception of public open space*
- Clear and legible route with purpose (safe from crime)

- Not just a “way to” or “way through”, but places to stop and for social interaction
- *Commercial (especially retail) premises the full length of the development*

Provide cycle paths through the site

- Connect into wider cycle network
- Appropriately designed to accommodate users
- Reduce conflict between pedestrian and cyclists

Improved access to Public Transport

- Investigate step free access and station capacity for West Hampstead Station
- Investigate potential link to Finchley Road Station from O2 site – *strongly supported*
- Provide better and more direct connections to public transport
- Provide a high quality space for bus stops
- Reduce impacts of the bus stops and turn around on overall masterplan
- *The emergence of the development and a new Thameslink station at Brent Cross will increase demand on the interchange at West Hampstead*

Minimise impact of servicing

- Operations, servicing and vehicles become more subservient and do not compromise the quality of new development
- Consider innovative ideas for servicing

Reduce cars and car parking

- Seek modal shift from cars to more sustainable transport
- Car free principle applied to all new development
- Seek reduction in car parking, *especially any long term parking, and recognise that even car free development increases vehicle movement and parking*
- *Lower level parking including underground would be preferable to a multi-storey carpark*
- Reduce dominance of car – not just numbers, but also physically and visually
- Futureproof for possible further reduction in car parking
- *There should be a comprehensive traffic management for the construction period and for post construction operation*
- *No access from West End Lane for construction vehicles serving the car park area. ie no restitution of free access the length of Blackburn Road, even temporarily.*

Residential led area with other mixed use

- Transition from and between town centres
- Type and mix of uses (viz a mix of family sized and smaller flats. Social and affordable housing in line with local plans. We suggest a percentage of the social/affordable be ‘extra-care housing’ for the elderly.
- Activation and character
- *Definitely residential led but with the commercial services, especially retail, and infrastructure and services to accommodate the residents, and other locals In particular health services such as doctors’ surgery*
- *Sufficient business/commercial space should be provided to replace all the jobs lost from existing businesses*

Provide Open space for wider community/green links – *strongly supported*

- Green amenity spaces
- Active spaces
- Urban spaces
- Natural and semi natural spaces
- Allotments and community gardens
- *No sure about allotments but individual ownership of large flower/plant pots possible*
- *Provide commercial accommodation suitable for a commercial garden centre*

Design

- *The building design should be mindful of the prevailing architectural style of West Hampstead, i.e. mansion blocks. See 1 Mill Lane as an example of a successful modern development retaining the form and scale of mansion blocks*
- *As such we would be looking for development in the form and scale of mansion blocks, not towers*
- *Height is a very important issues to residents in West Hampstead. Even in the intensification area heights should be restricted to the height of adjacent buildings, in this case the NIDO building to the West and the O2 building to the East*
- *Large glass windows/walls are generally not liked in the area.*

Density

- *The intensification area has already passed the minimum target for new dwellings. There should be a review of what has already been achieved in the area, and in the adjacent areas, and the impact that both have had on infrastructure, followed by an assessment of what more is possible/suitable*
- *It is generally recognised that there a number of methods of achieving high densities without resorting to tower blocks*