

Appendix 2

Planning Framework
for
West Hampstead Interchange Area

March 16th 2004

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Part 1 **Introduction**

Background

- 1.1 It is recognised by Transport for London, Camden Council, and local residents that the West Hampstead Interchange (Thameslink Station, Silverlink Station, London Underground Station West Hampstead, London Underground Station Finchley Road) and its local environment are in need of improvement.
- 1.2 Recent and emerging proposals and studies relating to the interchange also involve the development of the surrounding area around the interchange. Some of these may include extensive areas, involve substantial investment and may have significant effect on the area.
- 1.3 The area therefore is likely to experience considerable change over the next ten years. The area's excellent transport accessibility, complemented by the opportunity to introduce sustainable mixed-use development has the potential to make a significant contribution to the area as well as Camden and to meet local aspirations.
- 1.4 In 1999 Railtrack made an application for the redevelopment of the land to the west of West End Lane for a mixed-use development consisting of new Thameslink and Silverlink stations, residential, retail, leisure and a small amount of employment use. The Council raised concerns about the

appropriateness of the proposed location of the housing, the development of green open space, worsening of traffic on West End Lane, and that the proposals would not contribute to a substantial improvement to the integration of the stations. The Council's Development Control Sub Committee in May 1999 asked for a transport study to be produced before it considered the application. Although this was produced, it was followed by TfL appointing in July 2001 a Project Champion to undertake a study to establish "whether there is a realistically fundable and deliverable scheme to integrate the three railway stations."

Studies and emerging proposals

1.5 The Project Champion reported in Jan 2003. This study, having investigated four major redevelopment options concluded that no such realistically fundable and deliverable scheme existed. It recommended that improvements to an on-street interchange should therefore be pursued.

Transport for London Champion's conclusions:

- No public money for a major new interchange
- Development of core sites would not achieve major new interchange
- TFL considering progressing "minimum" improvement scheme

Report available at: mathewyates@tfl.gov.uk

1.6 Chiltern Railways came forward in 2002 with a redevelopment proposal for a significantly larger area than investigated by the Champion with the objective of enabling an interchange and extending it to allow Chiltern trains also to stop at West Hampstead. They have presented their initial proposals to the local residents, and had preliminary discussions with the Council and TfL. A planning application for this scheme is expected in late 2004. The earliest the works would start on site is 2007.

Chiltern Railways draft development proposal include:

- New major off-street interchange plus additional rail platforms.
- No public rail funding.
- Interchange funded by mixed use high density development.
- Significant demolition.
- Widening of West End Lane for buses and pedestrians.

Approvals Required and potential public inquiries:

- Planning Permission
- Transport and Works Act Approval
- Compulsory Purchase

1.7 The Council is in the process of reviewing its UDP. Chiltern Railways have made a formal objection to the Deposit Draft UDP released for consultation in June 2003. They asked the Council to include a specific policy promoting the West Hampstead Interchange and associated enabling development, and to adopt a flexible approach to planning obligations to give priority to transport over other policy requirements such as the provision of affordable housing and community facilities.

1.8 Other changes initiated by the Council will also affect the area. Improvements by the Council to the Railway Bridge and pedestrian environment and facilities around the interchange area are about to be completed. The Council also

proposes to produce a Supplementary Planning Guidance for food, drink and entertainment uses for the West Hampstead District Centre as part of its programme for all town centres.

The need for a Planning Framework

- 1.9 The poor interchange environment, the availability of underdeveloped land in different ownerships in the area, the Champion's conclusion that development of these sites will not deliver a viable interchange, and the large scale Chiltern draft proposals, all contribute to a complex planning position. The Council is therefore preparing this draft Planning Framework to provide a bridge between the general provisions of the UDP and the more specific requirements of individual sites in the area. This Framework will seek to ensure a comprehensive approach to development in the vicinity of the Interchange, and that development accords with the Council's Planning objectives, and maximises the benefits of development, while seeking the objective of an improved Interchange.
- 1.10 This draft Planning Framework sets out a vision for the development of the area over the next ten years. The draft framework does not and cannot create new policy. It must comply with policies as contained in the Adopted Unitary Development Plan (including Alterations), be in general conformity with the London Plan and take into account Government advice. By way of background, the framework also makes reference to or include relevant information from the UDP Review in its current form. The Council is not aware of any covenants or similar restrictions that may affect the site.
- 1.11 When adopted, following public consultations, the Planning Framework will have the status of Supplementary Planning Guidance and as such will be a material consideration in the determining of planning applications for developments in the area.
- 1.12 The Appendix 1 gives a listing of all adopted UDP policies that are relevant to this area.

Consultation

- 1.13 There are many individuals, groups, businesses and organisations who are important stakeholders in this area. The Council already held two public meetings in the area in the form of a presentation of an overview of the planning process for West Hampstead, followed by an independently facilitated public meeting / workshop organised by the Council on the 9th February 2004.

1.14 An independent report of the event is available on the Council's Web site.

1.15 Before the Area Framework can be adopted by the Council there will be a wider and more formal process of consultation to ensure that all those with a stake in the area have an opportunity to state their views.

1.16 This document outlines a Planning Framework taking into account current views and factors. However, for an area that may change extensively in the future and has many different agents for change, it is difficult to forecast just what change will occur. It is therefore unlikely that this document will stay relevant for its present time horizon of ten years, and may need to be reviewed if appropriate and may be subject to further consultation.

1.17 Statutory consultation will also occur in connection with any individual planning application in accordance with the Council's policy and statutory processes, while this document will be used to test any application that comes forward including the large scale Chiltern proposals and proposals that come forward incrementally for sites in the area.

Structure of the document

1.18 The document sets out the need for a Planning Framework, describes the main characteristics of the area and then identifies the main issues that need to be addressed. It then states a proposed vision for the area, and goes on to suggest principles for maximising the benefits from development in the area to achieve a number of transport, land use, public realm and design objectives.

1.19 The document concludes by identifying the first steps that Camden Council is taking to put these objectives into effect.

1.20 The Council may produce planning briefs for individual sites if appropriate at a later stage. These would need to be compatible with the Planning Framework.

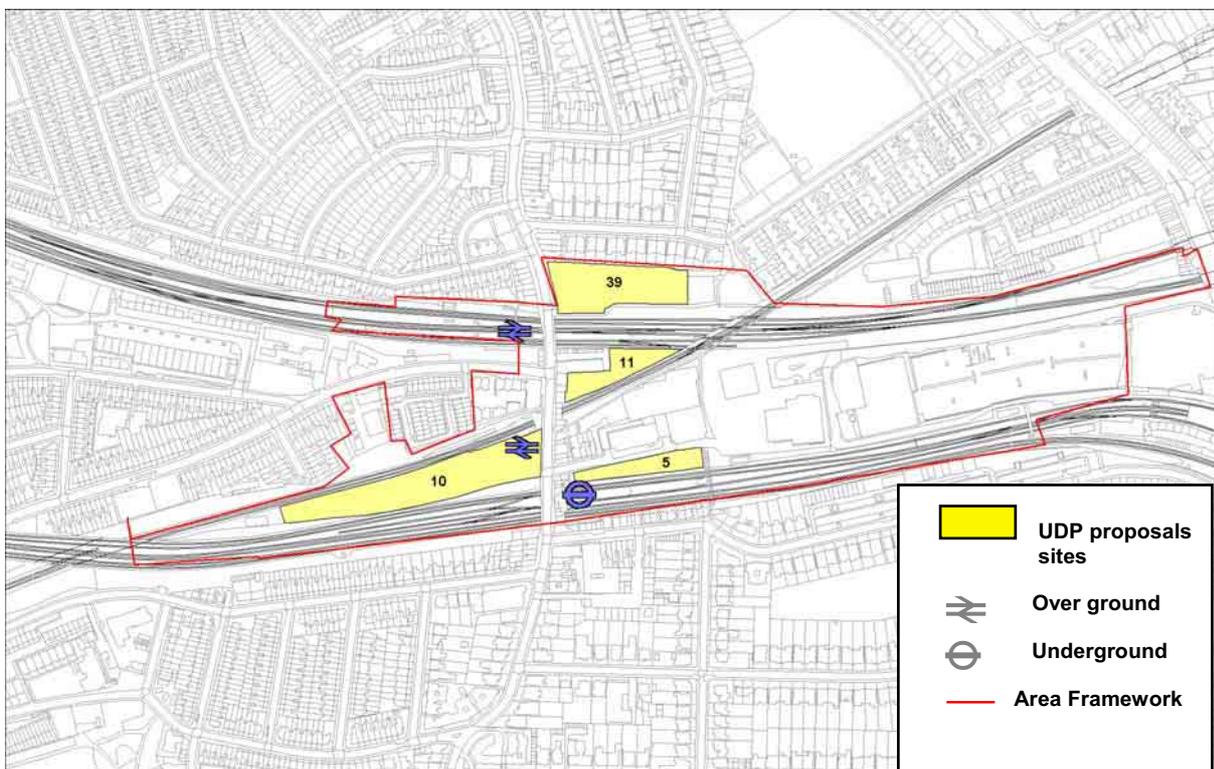
Workshop 9th February 2004

- **Invited :-** 24 local groups (Resident Associations, Tenant Associations, Amenity Groups from Cindex): advert in Ham & High, agenda posted on Council's Web site.
- **Presentation and question and answer session:-** by Assistant Director, Planning LB Camden.
- **Workshops: -**
 - **Themes discussed-**
 - Understanding local strengths.
 - Addressing weaknesses and maximising Opportunities.
- **Attendance:-** 45 individuals including 4 local Councillors, 15 representatives of local community groups, 8 Council officers, 3 representatives of developers/landowners including Chiltern railways, 2 representatives TfL, and a number of no affiliated members of the general public.

Part 2 Description of area

Proposed Area boundary

- 2.1 Map 1 shows the extent of the area covered by this framework. The core area is split by West End Lane and focussed around the 3 stations (Thameslink, Silverlink, London Underground West Hampstead). It includes the area covered by the TfL Champions Report, the sites included in the UDP Schedule of Land Use Proposals (sites 10 and 11), and two additional sites identified in the Revised Deposit Draft UDP (sites 5 and 39). Appendix 1, Table 1 gives descriptions, current use and planning history of these UDP sites. This core area is then extended to include the proposed development site by Chiltern Railways, including the car park of the O2 Centre at Finchley Road and industrial sites to the east and west of West End Lane.
- 2.2 Although any boundary to an extent would be arbitrary, the approach has been to use the railway lines and the green corridors as the natural boundaries defining the outer edge to the area. These were refined to reflect the views expressed by local residents at the workshop sessions to include the derelict railway platforms of Midland Place extending the eastern boundary into Finchley Road, although decking over existing railway lines may well be constrained due to likely high costs involved.
- 2.3 The total draft framework area measures 17ha.



Map1: Area Boundary

History

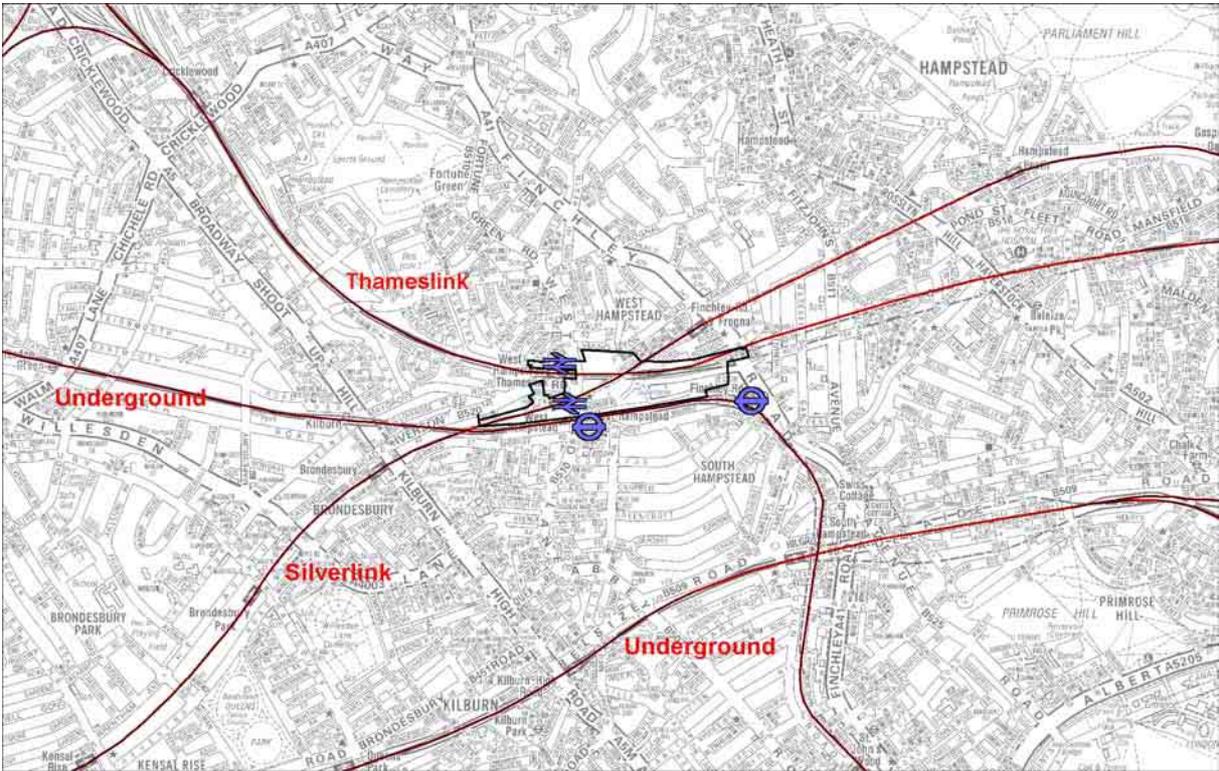
- 2.4 Documented evidence shows that the small hamlet of West End Lane existed around the current Green since medieval times, and that no more than 8 householders were registered as late as 1841. West End Lane, Fortune Green Road and Mill Lane all follow routes that have met at West End Green since this period.
- 2.5 Throughout and until the mid 19th century the area beyond the hamlet was largely occupied by substantial country houses. These were lost in the wake of the erection of the Midland Line Railway Station on West End Lane in 1871.
- 2.6 Until the mid 19th century the Planning Framework area and the land to the south of the boundary, where the Swiss Cottage Conservation Area is now designated, consisted of fields crossed by local tracks and paths including West End Lane, and was largely owned by Maryon Wilson Estate and the Estate of Colonel Cotton. In 1874 the opening of Priory Road provided a gateway to the area and triggered large-scale development.
- 2.7 Following the intensification of railway infrastructure during the mid 19th century, West Hampstead grew rapidly from 8,000 people in 1881 to 30,000 in 1901. Most of the buildings built during this period are now within designated Conservation Areas. The land between the railways however remained largely undeveloped, other than a terrace of housing on Blackburn Road and an array of industrial and storage uses. Railway sidings, a coal depot, and embankments covered much of this land. During the last 10 years the land between the tracks to the east has incrementally been developed as a mixture of modern industrial and showroom premises and the central area developed as a Homebase and car park for the Finchley Road O2 Centre.

Area characteristics

Transport and pedestrian movement

- 2.8 Map 2 indicates that the Framework Area is highly accessible by public transport. It is centred around a number of transport nodes including: Thameslink Station; Silverlink / Midland Main Line Station; and West Hampstead Underground Station. The Underground Station is served by the Jubilee Line. The Metropolitan line and Chiltern Rail also pass through but do not stop at any of the Stations.
- 2.9 West Hampstead and Finchley Road are also well served by buses. At present West End lane is served by:
- Route 139 (West Hampstead to Trafalgar Square).
 - Route 328 (Chelsea to Golders Green).
 - Route C11 (Archway Station to Brent Cross).

2.10 There are two bus stops within the area of the stations immediately south of the underground station near Broadhurst Gardens and to the north, some distance from the Thameslink Station.



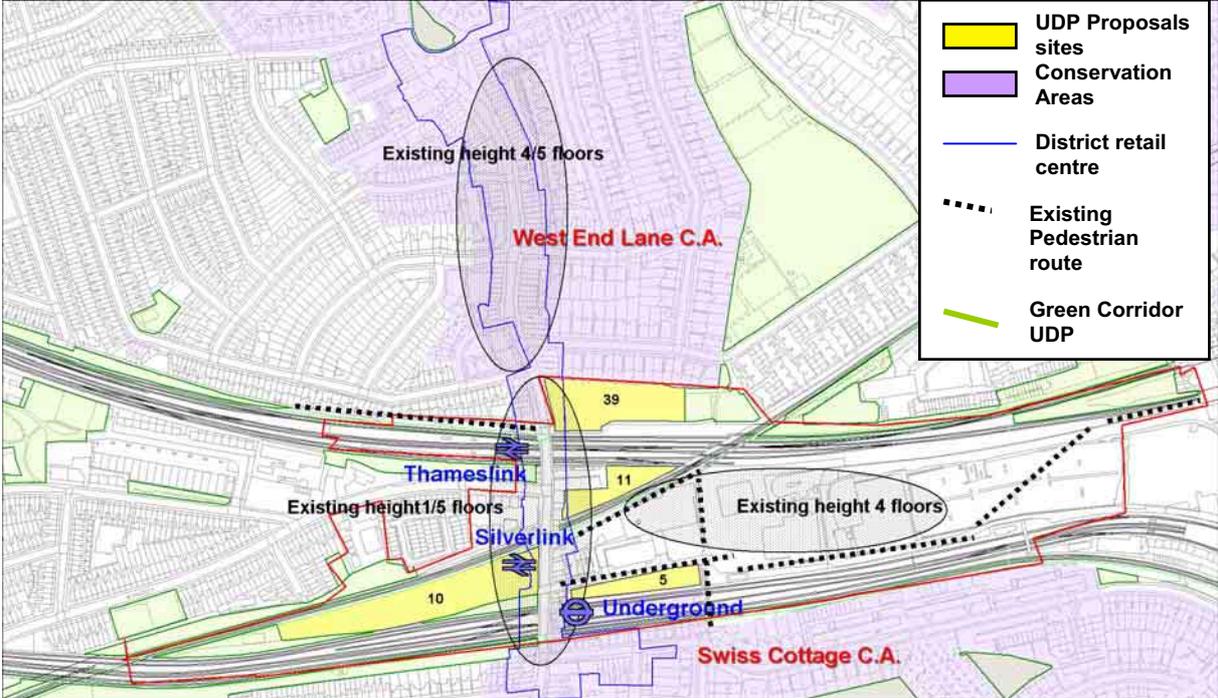
Map 2: Rail Convergence

2.11 There is currently no formalised Taxi ranks or cycle provision at the stations.

2.12 The main transport nodes (London Underground Station; Silverlink Station; Thameslink Station), although located in reasonable close proximity to each other, are currently separated by physical barriers that will complicate improving the interchange. These are:

- Thameslink and Silverlink Stations are located on the opposite side (western side) of West End Lane from the London Underground Station.
- The section of road over the railway bridge between the Underground Station and Silverlink/Thameslink is restricted in width due to the physical constraint imposed by the bridge over the railway lines.
- The existing pavements between the stations are narrow in width, and currently are inadequate for the numbers of people passing to and from and between the stations.
- There is a considerable change in level between London Underground /Thameslink /Silverlink platforms and West End Lane.
- The draft framework area has limited safe east/west pedestrian links due to the Silverlink rail track which cuts diagonally across the area, and the presence of a number of large industrial sites.

- 2.13 The capacity of West Hampstead to accommodate the existing level of train /underground passenger trips to and from the area is already severely stretched. Additional station stops and new development will attract more passengers into the area and increase the numbers using the West Hampstead interchange. Improvements to the transport interchange would have to be designed to accommodate these additional movements.
- 2.14 The number of people using the West End Lane, which forms the core of the draft Framework Area, to access the interchange stations is a deterrent to easy and attractive access to the shopping centre. West End Lane is also not well connected to the Finchley Road centre, limiting choices to access alternative public transport and town centre facilities. There are two existing pedestrian/cycle links connecting West End Lane to Finchley Road. At the workshops, however, it was strongly expressed that these are not well overlooked from surrounding properties and are not considered to be particularly safe for pedestrian use.



Map 3: Characteristics

- 2.15 Pedestrian links to the south and west are also limited (Map 3). A footbridge link connects the site to Broadhurst Gardens to the south, and there is a narrow footpath from Thameslink Station leading west. Both are frequently used by pedestrians but could benefit from design solutions aimed at reducing the fear of crime.

Land use

- 2.16 Railway lines define the outer edges of the framework area, providing natural boundaries. Green corridors, designated in the UDP as open space and Sites of Nature Importance, that widen into open spaces at numerous points, are largely parallel the tracks to the north and south. The area is mixed use in character consisting of employment use (light industrial, general industrial, warehousing, offices), residential, retail, restaurants and financial services.
- 2.17 The West End Lane frontages consist mainly of small shops mixed to a lesser extent with financial and professional services (Use Class A2) and cafes/restaurants (Use Class A3), and overlap with the southern section of the secondary shopping frontage of West Hampstead District Shopping and Service Centre. The district centre offers a wide range of retail goods including convenience uses. Over recent years market pressure has altered the balance between retail and non-retail use in the centre through a cumulative increase in the number of A2 /A3 uses. This is very much part of a national trend, and is part of the natural development of a centre. Although this change helps the vitality of the centre, it is important to understand the point at which it starts to have harm – and this would be main focus of the proposed Supplementary Planning Guidance for the town centre.
- 2.18 A large percentage of the land in the draft framework area is industrial in character, consisting of employment sites of mixed nature ranging from large areas of underdeveloped land to the west of West End Lane, to derelict buildings and relatively new well designed modern buildings to the east. All of this land is potentially valuable to the Borough as good employment generating sites.
- 2.19 There are a number of significant employment generating uses in the draft framework area, which if lost, may be difficult to replace elsewhere in the Borough. Some of these buildings (Volkswagan /Audie / Dovercourt) are recent modern developments built to a high standard of design, and tailored to the needs of individual users, which would be particularly difficult to relocate. Land to the east of these is used as the car park for the O2 Centre. Both the O2 Centre and Sainsbury's are well located for public transport access, and large parking areas can be considered as underutilised and present potential for development.
- 2.20 Almost all of the area surrounding the draft framework area is residential in character with small pockets of light industrial use.

Quality of environment

- 2.21 Map 3 also indicates the draft framework area in the context of local Conservation Areas. To the north the framework area adjoins West End Green Conservation Area. This was designated a C.A in 1995 and includes much of the District Centre. It is generally 19th century Victorian in character designed in large irregular residential blocks.

- 2.22 The central core of the Conservation Area which runs from the Green itself, to the edge of the draft Framework Area has wider pavements to the north which have been utilised by some shops and cafes. It has a mixed-use character consisting mainly of shops and cafes at ground level with residential above. There are a number of original shop fronts which contribute positively to the character. It has a continuous street frontage with buildings typically 4 to 5 storeys high which stand at the back of the pavement. It has a significant proportion of narrow frontage properties, 5 - 6m wide, as well as some medium and wider frontage properties.
- 2.23 One of the most recognisable building types in the West End Green Conservation Area are the large distinctive red brick mansion blocks. The 19th century Victorian styled terraces and semi-detached houses have been laid out as residential streets to the east and west of West End Lane with strong visual cohesion and good townscape quality.
- 2.24 To the south east the Draft Framework Area slightly overlaps the Swiss Cottage Conservation Area which was designated in 1995. This Conservation Area is almost entirely residential in character, laid out in a Victorian grid iron pattern. The properties within the Conservation Area along both sides of West End Lane are a mixture of excellent gault brick Victorian terraces and some large Mansion blocks typical of the general scale, character and urban form of the area.
- 2.25 The London Underground Station and numbers 102 – 116 West End Lane are located within the Swiss Cottage Conservation Area. In particular, the façade of the underground station is considered to contribute positively to the character and appearance of the draft Framework Area.
- 2.26 Overall, West End Lane has a human scale, and portrays a distinctive balance between a sense of enclosure and openness to the sky with good distant views in places. The characteristic townscape quality of West End Lane is accentuated by the winding line of the street itself.
- 2.27 The narrow frontages of buildings, their architectural treatment featuring the vertically proportioned bays with steep gables, and the predominant vertical proportion of fenestration patterns all contribute to the rhythm and vertical emphasis of West End Lane which is apparent as the street is viewed obliquely along its length.
- 2.28 The general scale of existing buildings fronting West End Lane ranges from single storey to 5 floors in height. Buildings to the east and west, behind the frontage, are mainly industrial in character and are a maximum of 4 floors high.
- 2.29 From certain vantage points there are long distance views across the draft Framework Area. The ground level of the eastern part of the Framework Area (between West End Lane and Finchley Road) is significantly lower than pedestrian level at Finchley Road. Large parts of the Framework Area are

therefore very visible in distant perspectives from Finchley Road and from West End Lane as it is approached from north. In particular, views to east and west from the bridge at West End Lane are highly valued by local residents.

2.30 There are no listed buildings in the draft brief area.

Part 3 A vision for the future

- 3.1 As clearly expressed at the workshops there is a strong aspiration to improve the area and its facilities. There was a recognition that although the framework area contains long under-utilised lands, it is also very close to the town centre and to the cluster of public transport provision, and is surrounded by highly distinctive and well liked residential neighbourhoods which provide the basis for changes to respond to these aspirations.
- 3.2 The workshops also outlined the main components of the vision for the area and these are summarised below, and would steer the guidance provided in the draft Area Framework.
- 3.3 As the area identified is not necessarily the land that will come forward for development in the future, or necessarily come forward in a single phase, or as a single application, the planning framework must be robust enough to test any future proposal that may be submitted.
- 3.4 On the one hand the guidance would be aimed to ensure that development of any sites incrementally contribute to the comprehensive vision for the area, and on the other, it would seek to open up a larger area to development taking full advantage of the local strengths to optimise the potential for improvement and regeneration; and for creating an exciting new environment where attractive mixed-use places are framed by good architecture and high quality sustainable design.

Views expressed at workshop

To protect and preserve:

- The strong physical and social character of the surrounding neighbourhood.
- The views from Thameslink bridge.
- Key frontages, especially the frontage of West Hampstead Tube station.
- Small independent retail units.
- Existing pedestrian routes.
- Retain employment uses in the area, especially intensive small scale uses rather than just big offices.
- Preserve existing trees and plant new trees.
- The narrow character of West End Lane.

To respect the following:

- The distinctive scale and massing of the area.
- Use of Victorian red brick.
- The village feel of the street layout in the area.
- The boundary of the area framework should incorporate the railway lines.

To support the following:

- Improvements to the interchange for West Hampstead and to the bus services.
- A vibrant mixed-use scheme including affordable homes.
- Improvements to the public realm including a new public park and additional planting.
- A better balance between cars and people

To show commitment to the following:

- Architectural excellence and maintenance of the public realm.
- Improvements to street safety.
- Strengthen north /south neighbourhood integration.
- Provide a focus for the area.

Improve the Transport Interchange, pedestrian linkages and public realm

- 3.5 The need for improvements to the transport interchange is a high local priority. The improvements should effectively link rail, underground, bus and taxi services that also support good pedestrian movement and access, cycle provision and help reduce traffic congestion on West End Lane. West End Lane should be improved providing wider pavements and a high quality public space that respects the local scale, character and views.
- 3.6 For the Interchange to work successfully it must be designed to fully integrate with the wider area. This should be achieved through the improvement of existing and creation of new pedestrian routes through the area focusing on new green spaces, while protecting the wildlife habitat and ecological value of the surrounding sites of nature importance. All should be designed to an excellent standard, creating new tree lines, and must provide a safe environment.

Provide a vibrant mixed-use sustainable development

- 3.7 In line with Government Guidance, the London Plan and the Council's UDP development should make the best possible use of sites by achieving high density developments compatible with the local context, sustainable design principles and public transport capacity. It should provide a rich mix of uses including new homes and jobs and community uses for local people and London-wide needs, and provide additional support for the town centre. Housing is the priority use in the UDP, and developments should maximize housing including affordable housing within a mixed use approach.
- 3.8 Much of the existing character and commercial strength of the area depends on scale and range of retail and employment uses, many independent traders. Development should retain and enhance this character and the character of the town centre.
- 3.9 The conservation areas to the north and south set a benchmark for a high quality of design and provide pointers for the scale, bulk, materials and detailed design of new development. Design excellence will be expected.

Provide a new focus for the area to support and strengthen the town centre

- 3.10 The draft framework area acts as a major break to the town center and the surrounding areas to the north and south. Developments should provide a new focus to the area creating the potential to integrate the area with its surrounding neighbourhoods and link and provide support to the town centre.
- 3.11 With an improved interchange West End Lane could become a hub of activity and could provide one possible focal point to the town center at its southern end across the bridges and by providing excellent quality of public space that support a whole range of town center activities.

- 3.12 With improved linkages across the area, other complementary focal points can be provided including some community facilities and/or open space attracting residents and people who work in the area.

Achieve the above in a way that protects and enhances the character of the area

- 3.13 While making the best possible use of the sites, it is essential that development protects and enhances the distinctive character of the area, strengthening the 'Village feel' that is valued by local residents, and seizing the opportunity to bridge the two Conservation Areas through the introduction of excellence in the quality of new architecture and public realm.
- 3.14 The scale of new development fronting West End Lane should reflect the scale of its surroundings, while development to the rear of West End Lane should take into account existing views from the bridge.
- 3.15 To turn this vision into reality any development proposal for the area, or development of individual sites within the area will be expected to satisfy a number of development objectives. These are outlined below in the following sections.

Part 4 Land use objectives

Objective: Development will provide a rich mix of uses that will meet both local and London wide needs, set within an excellent quality environment.

- 4.1 The area includes sites that are under-utilised, that present a physical barrier to pedestrian movement throughout the area and that contribute to the existing poor quality of the environment. The area also has strengths, in addition, high public transport accessibility, to support redevelopment of larger area providing a rich mix of uses.
- 4.2 The policy framework defined by the London Plan and the UDP seeks the sustainable and efficient use of land. The interchange lands, with their high level of public transport accessibility, present a major opportunity to meet local needs as well as London's needs for growth. The development of the area has the potential to revitalise the town centre, maximise housing and employment provision and improve the environment.
- 4.3 As outlined under Transport, there are however a range of options and possibilities to improve the transport interchange. Similarly this is reflected in the development possibilities. The framework, therefore, tries to set out the development objectives that should be met to achieve the best solution for the area irrespective of the options, whether proposals come forward in an incremental way or as a single large scale development.

A richer mix of uses

- 4.4 The UDP (RE5) encourages development to incorporate a mix of use including a supply of housing. The incorporation of mixed use into established areas can help to meet the need for new homes and jobs and to reduce the need to travel between houses, services and jobs. It can also enhance the character of localities and in particular improve safety and security by providing activity throughout the day and evening.
- 4.5 The framework area, though generally under utilised, already presents a mixed use character, straddling the district centre, adjoining the Finchley Road town centre and surrounded by well established residential neighbourhoods to its north and south. These give pointers to the way that the area may be developed to build on area's strengths.
- 4.6 Extending the town centre uses south over the rail bridges along the West End Lane frontages, including residential use and small units for local businesses, should support and strengthened the district centre. The layout of the rail lines may make the area to the west best suited to a mix of employment uses with some residential at its eastern edge along West End Lane. The area to the east of the West End Lane, the largest part, has the potential to accommodate a wide mix of uses with substantial residential, community facilities, open

space and as well as the interchange. These are further described at the end of this section below, outlining the approach to different parts of the area.

Higher density development

- 4.7 The focus of planning policy in the UDP, Government guidance, and the London Plan is on directing new mixed use development including as appropriate higher density development in areas of high transport accessibility. The aim is to ensure that development proposals achieve the highest possible intensity of use compatible with local context, good design principles and with public transport capacity.
- 4.8 The draft Framework Area is both extensive and located within an area of high transport accessibility. Therefore while higher density mixed use would be encouraged for the Framework Area, it is also essential that development reflects the existing scale and character of the town centre and its surroundings and its location. UDP recognises the uniqueness of each town centre, and this should be guiding principle to the development in the area.

Residential

- 4.9 The extent of underused land and its location represents a significant opportunity to provide substantial new housing which is needed urgently in Camden, and in London generally.
- 4.10 The Council's housing policies seek to increase the supply of housing in the Borough and to secure the fullest use of vacant and underused sites and buildings to meet housing need. Housing policy also require that where 15 or more residential units are proposed the Council will expect the development to make a contribution to the Boroughs need for affordable housing, and will apply a target of 50% provision and 70% of that as socially rented accommodation. Given this location in an area of high transport accessibility substantially surrounded by residential use, the Council would expect the 50% target to be met in full, and to be fully integrated across the framework area.
- 4.11 Housing development should also be in accordance with Council planning policy on mix of unit size, lifetime homes and wheelchair housing where appropriate (HG14). Accommodation for elderly people (within use class C2) will also be encouraged (HG23).
- 4.12 Where development involves the demolition or other loss of housing, the Council will require replacement dwellings of a similar number to be provided. The standard of the new dwellings should be the same or better than those replaced.

Community use

- 4.13 Significant numbers of additional residents in the Area will bring new demands for additional community (Class D1) uses including education in the area and its good accessibility means that this is a highly suitable location for them.
- 4.14 Council policy is to seek the provision of community provision as part of mixed-use schemes. The capacity of existing affordable community uses to meet the needs of new residents needs to be appraised, and any development proposal should therefore be accompanied by a comprehensive study addressing this. Community uses that would be appropriate include: health care facilities including doctor / dentist facilities; leisure / library / sport facilities; amenity space. This could possibly be provided as an integrated civic centre. Based upon the number of new bedrooms provided, the Council will also seek contributions from developers to assist in the provision of new school places by way of a Section 106 agreement.

Open space and Green Chains

- 4.15 Green corridors that widen into open spaces at numerous points largely parallel the railway tracks to the north and south of the Framework Area. As indicated on Map 3 many of these green links are designated in the UDP as open space and green chains and corridors, and should be protected and enhanced as appropriate. UDP policy also identifies missing links in the network that will be protected from development to enhance the value of the green corridors where local walks can be developed or where support for ecology and wildlife can be improved.
- 4.16 The three areas to the north east, Rosemont Community Garden, Midland Crescent embankment, and Rosement Road Railway embankment are designated as Sites of Nature Conservation Importance as are the four embankments to the west. Camden's policy is to oppose development that would damage such areas (SNI 55). The remaining area of open space, Iverson Medley Orchard, was specifically mentioned by local residents as an open space that should be protected from development. These areas should therefore not be developed in any proposal, and their ecological and wildlife habitat value should be respected in any design for adjoining land.
- 4.17 Crown Close open space to the north of Silverlink tracks is designated as public open space. This space could be improved to provide greater amenity to local residents, as indicated on Map 4.
- 4.18 Substantial new residential development, especially higher density development, would be expected to be accompanied by appropriate public and private open space provision including specific facilities for children and for other outdoor leisure needs. New open spaces should be well integrated with existing open spaces, with good pedestrian and cycle connections and taking advantage of key views.

Employment

- 4.19 In respect to employment use, UDP policy seeks to retain sites and premises which are considered to be suitable for continued employment use, and in particular to ensure that suitable sites within B2 (General industrial) are retained in such use. The Council will normally resist the loss of all sites over 1000sqm, such as the sites indicated in Table 1 (Appendix 1).
- 4.20 In the case of the Framework Area the Council would therefore expect, in addition to improvements to the interchange, a mix of uses that retain and add to the existing employment floorspace across the range of Use Class B1, B8 and B2 for the Framework Area as a whole, and maximise the potential of the remaining site as priority residential use.
- 4.21 Local residents should in particular benefit from any redevelopment in the Area. The Council would expect the development to provide jobs for the local community. In particular, small scale employment generating light industrial uses that would encourage a range of small and medium size business opportunities would be appropriate, and the Council would expect displaced small businesses to be re-housed in the development at reasonable rents. Where appropriate, the Council will seek contributions from developers towards local regeneration initiatives and employment and training schemes.

Retail; food and drink; financial and professional services

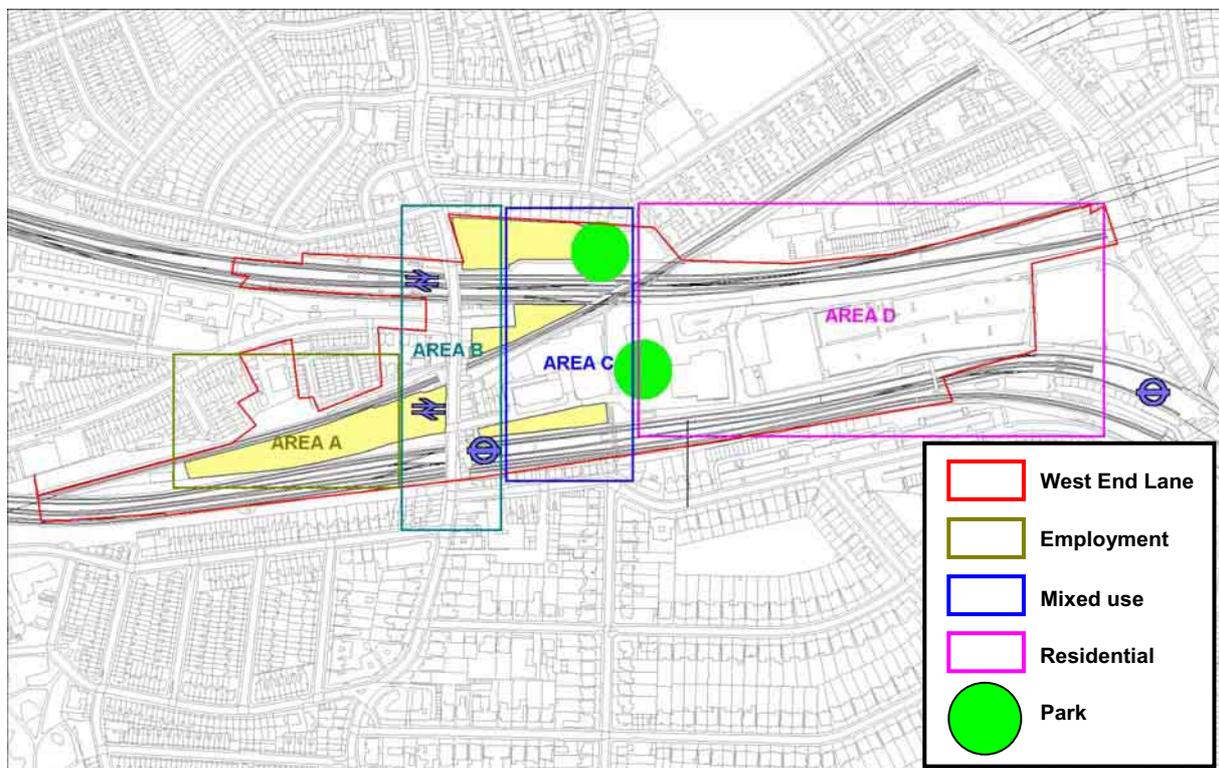
- 4.22 Part of the draft area framework is designated as secondary shopping frontage of the West Hampstead District retail centre. The Council would expect any development along the West End Lane frontage to enhance the vitality and range of shopping provision within the District centre. Framework area can provide an important southern focus and 'anchor' for the centre, with viability supported by travelling public and acting as a gateway to the remainder of the centre especially to those coming by rail or from south, or coming by bus.
- 4.23 New development should seek to build on the existing scale and character of this part of West End Lane and retain a significant proportion of smaller units appropriate to the range of small traders, especially retail as opposed to services or food and drink. This range could be supplemented by specialist facilities like a Farmer's Market. A smaller number of larger retail units be appropriate but only if it amounted to a small part of the new retail/retail related development introduced, and if it was not dependent on the provision of customer parking.

Location of land use

- 4.24 Given the extensive size of the Framework Area, and the infinite number of design solutions that could be produced, it is not the objective of this Framework to be prescriptive as to the specific location of individual uses. In some parts of the Framework Area however certain uses are especially

appropriate or necessary. Map 4 provide further guidance on locating individual uses within the Area, in addition to the principles outlined above.

- Area A - to the west of West End Lane would lend itself well to predominantly employment use with an emphasis on industrial (use class B1 / B2 / B8). This part of the overall framework site (indicated in the UDP Schedule of Land Use Proposals as suitable for employment use) could be used as an opportunity to locate employment uses that are less suitable as residential neighbours, freeing up the land to the east of West End Lane for mixed offices and residential. The narrow nature of this part of the draft framework area, and the proximity of railway lines on either side, also make it less suitable than other parts of the site for residential use. The railway presence would be less of a constraint should the track be built over, providing potential for some mixed use including residential.
- Area B – West End Lane frontage. Both frontages to West End lane should be developed as an extension to the retail centre by a mix of predominantly small scale retail units at ground level with residential use above.
- Area C – immediately to the east of West End Lane would lend itself well to the creation of a new transport interchange with a mix of residential / office /small scale retail. Residential use should be the dominant use within the mix here after transport. There could be a certain degree of overlap between areas B and C where the integration of interchange proposals and other active frontages would be appropriate.



Map 4: Location of land use

- Area D – to the east of area C would lend itself to predominantly residential use, located as it does between residential neighbourhoods to the north and south, and the difficulty of creating good new access for lots of commercial vehicles which may inevitably be routed through residential areas. Given the wider space to develop and the opportunity to draw on the benefits of a residential environment, this would also enhance security from overlooking pedestrian routes to Finchley Road.
- Should a large scale redevelopment proposal for the area between West End Lane and Finchley Road come forward, a new green open space / park could appropriately be located overlapping Area C and Area D, to meet the needs of the new residential development as outlined under open space above. This would also provide the benefit of visually breaking the impact of development on views from the bridge.

Part 5 Transport and circulation

Objective: Development should assist in improving the interchange between public transport modes at West Hampstead, and promote new opportunities for improved accessibility to and facilities for public transport. New cycle and pedestrian routes should be created, wherever possible.

- 5.1 West Hampstead has good public transport accessibility with three railway stations and three bus routes. However, access to the various transport modes is disjointed with no coherent interchange arrangements. The Area suffers from severe problems of pedestrian and traffic congestion that is a direct result of this poor interchange environment. Added to this, access arrangements for local pedestrians and cyclists to the stations are very poor, adding to the poor pedestrian interchange arrangements. Interchange is again very poor between buses and railway stations.
- 5.2 The improvement of public transport and reduced dependency on car travel is central to national and strategic policies and are reflected in the UDP. Through the application of its policies the Council aims to improve the arrangements for accessing and interchanging between various parts of the transport system throughout the borough. By improving public transport, walking and cycling these modes will become more attractive to use than private vehicles for many journeys.

West End Lane

- 5.3 West End Lane is the thread that joins West Hampstead to South Hampstead either side of the railway lines that sever this part of Camden. It is the only north-south link between Finchley Road to the east and Shoot Up Hill/Kilburn High Road to the west. The road performs a local distributor within the area and Camden is the highway authority. West End Lane is narrow and busy, with limited crossing points and narrow pavements. In places, the footways do not meet minimum standards required.
- 5.4 However, the Council's view is that this road should not be widened by the addition of more road space for vehicular traffic. When development proposals are forthcoming, opportunities will be taken to increase the width of footways to improve the pedestrian environment. Also, opportunities will be taken to improve alternative routes for pedestrians away from West End Lane, whenever these present themselves.
- 5.5 One of the primary ways to improve the interchange is through the quality of the street environment for people that live and travel to and through the area. West End Lane suffers from some obstructive street clutter and the Council has begun to remove as much as possible. The Council is considering proposals to improve the condition of the pedestrian environment on West End Lane such as ensuring a high standard lighting,

rationalising signing and other potential obstructions and improving the surfaces, which could proceed independently of any longer-term proposals.

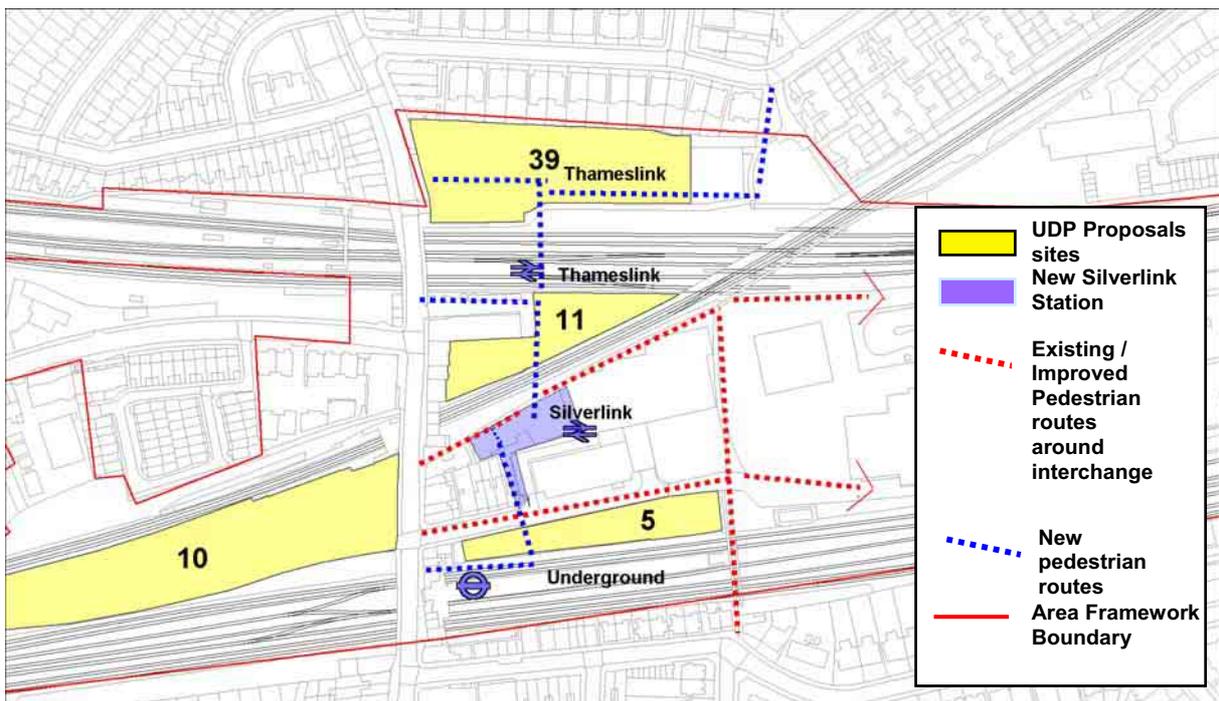
Transport interchange

- 5.6 To give an idea of the current scale of use of the stations, the work for TfL estimated that approximately 7,500 passengers currently enter and exit the three stations (Thameslink, Silverlink and London Underground) during the morning peak three hours (0700-1000). That includes both those who interchange and those who access the stations from the local area.
- 5.7 The form of development over the years has led to a poor quality urban environment and this is particularly so around the stations. The poor interchange and accessibility of the railway stations requires a positive approach to provide the opportunity for improvement to create an integrated interchange, with ease of pedestrian movement between the stations. At the moment this is hindered by a number of constraints, in particular, the need to accommodate a series of level changes from street to platform, compounded by limited station concourse capacity and the narrow width of pavements between stations that contribute to significant pedestrian bottlenecks and congestion. Additionally, the presence of large single use (industrial) sites and railway lines act as barriers to pedestrian movement through to the wider area.
- 5.8 The design goal to the interchange is to create, as far as possible, a continuous transition for pedestrian movement and, where practical, provide users with a choice of route and be of sufficient capacity to accommodate the projected future increase in passenger demand (see Chapter 3 of Champion's report). Development should aim to:
- Reduce the conflicts between pedestrians and vehicles;
 - Create adequate movement space, with enlarged platforms and station concourses;
 - Integrate with improvements to the existing highway facilities for bus passengers, taxi pick up/set down points and cycle storage provision;
 - Provide legibility for pedestrian movement;
 - Ensure full accessibility for disabled people and, e.g., those with children and shopping (including a design solution that successfully overcomes the existing changes in level);
 - Provide a safe and comfortable environment that feels secure.

5.9 Improvements can be divided into short-, medium- and longer-term. The items mentioned above in paragraph 4.5 or moving bus stops¹ can be undertaken in the short-term (1-2 years), while those to improve existing station concourses or new footbridges could be undertaken in the medium-term (3-5 years). A medium-term scheme is London Underground's current plan to provide step-free access from street to platform at West Hampstead Underground Station, which could be completed within 2½-3 years.

5.10 The opportunity to provide additional transport services in and through the area, such as a taxi pick up/set down point outside of the station and an extended east/west bus service along Iverson Road are all worthy of investigation as medium-term measures. Other medium-term measures could include:

- Extending and widening the existing access footbridge from Thameslink Station to create a bridged link to Iverson Road.
- Improvements to the alignment of the existing Silverlink Station to create a wider pavement.



Map 5: Potential pedestrian routes with new major interchange option

5.11 Innovative solutions should be investigated. This could include the creation of a new 'pedestrian' street parallel to West End Lane, offering a choice of

¹ For example, a scheme is being consulted on to provide additional bus stops on West End Lane near the Blackburn Road junction.

routes for travellers and others, with direct access to stations. Investigation in the context of a wider comprehensive development would be worthwhile. Such a route could link into the existing pedestrian route through to the current O2 car park (see Map 5).

- 5.12 Should a proposal come forward that will deliver a large-scale, fully integrated interchange in the longer-term, such as that being considered by Chiltern Railways, it must be deliverable in practical phased stages. A large-scale scheme might include additional platforms so that Chiltern Railway and Metropolitan Line trains could stop at West Hampstead. This, together with Thameslink 2000 could increase the number of passengers interchanging by 400% by 2012. Initial phases of a large-scale scheme should focus on the development of a series of priority improvements for better pedestrian circulation in the core area of the existing interchange, but must be developed so as to cope with the potential large increase in passengers.

Highways and traffic management

- 5.13 The Council would expect all new streets to be designed to public highway standards. The Council's policy is to adopt all new streets and public realm. Traffic management measures would be introduced to ensure there is no increase of traffic on residential streets.

Servicing

- 5.14 New commercial development is expected to provide for off-street servicing of premises, wherever practicable, and must not hinder the servicing of adjacent buildings. Time controlled access and sustainable freight delivery arrangements could be considered to protect residential and pedestrian activities at busy times. On-street servicing will be allowed for residential uses.
- 5.15 Service areas and routes must be located and designed carefully with regard for safety and aesthetics. They should be designed to be out of the public view and basement servicing may be the most appropriate for the larger sites in this area. Entrances to off-street service areas need to be designed to minimise visual impact and avoid lengthy breaks in the street frontage.
- 5.16 Service arrangements must cater for the efficient removal of trade and domestic material for recycling and waste disposal. Building designs should ensure that cleansing vehicles have suitable access arrangements.

Parking

- 5.17 In accordance with strategic and local policies, car parking for commercial, retail or industrial use should be kept to the minimum required for operational use. Similarly, visitor car parking for commercial development should be minimised given the high transport accessibility of the location.

A Transport Impact Statement should accompany proposals that are major in scale.

- 5.18 Parking control is the most appropriate and effective mechanism for reducing vehicular traffic, and thereby for improving the street environment. Given the high accessibility, it is expected that new residential development in the area will be 'car-free' or 'car-capped' and that there will be no car parking provided except for disabled residents. On-street parking along West End Lane between Thameslink and the London Underground station will not be provided given the high demands for pedestrians and moving traffic.

Cycling

- 5.19 West End Lane is part of the London Cycle Network but apart from signposting there are no formal facilities. However, the Council will seek opportunities to improve access to the town centre and the stations within the framework of improvements to the interchange. When development proposals arise, the opportunity should be taken to improve cycling facilities. Cycle parking will be expected in line with the UDP for any development proposal.

Part 6 Public realm, Heritage and Design

Objectives: New development and public realm will be designed to a high quality of design, to protect and enhance existing heritage and character, and strengthen links to the surrounding area to improve permeability and security

- 6.1 New development within the Framework Area should take full advantage of the area's existing character and strengths and provide the opportunity to enhance the aspects of the local environment currently valued by local residents, such as important views enjoyed across the area, important architectural and heritage landmarks and identity, and the village feel of West End Lane.

West End lane

- 6.2 At present the low scale of development and the narrowness of West End Lane promotes a unity across the neighbourhood and creates a 'Village feel'. West End Lane is also the focus of a lot of pedestrian activity accessing transport and a major movement corridor in this area.
- 6.3 One objective is to create a new building line which retains and enhances the character and the 'village feel'. The other objective is to improve pedestrian movement by providing wider pavements especially between the stations depending on the extent of interchange provided off street.
- 6.4 It is not essential to keep exactly the existing building lines but substantial change is unlikely to be acceptable and wider roadway is not considered necessary. But additional 'out of flow' space could usefully be provided to improve interchange including with bus and taxis. Care would be necessary in designing such additional highway space to avoid disruptive use by cars.
- 6.5 The scale of new development fronting West End Lane should follow the existing urban form and scale of surrounding premises. A building height that varies between 3 and a maximum of 5 floors is considered to be appropriate. The Council considers that the existing frontage to the West End Lane tube station should be retained in any redevelopment proposal.

Linkages and integration with the surrounding area

- 6.6 The existing interchange, and West End Lane, are poorly integrated with the wider area in respect of safe and inviting pedestrian routes east and west. A comprehensive approach to the development of the draft Framework Area should therefore seek to greatly improve permeability throughout by the retention and improvement of existing pedestrian routes, and by the creation of as many new direct routes as possible.

- 6.7 Commission for Architecture and the Built Environment principles (set out in the CABI publication 'By Design'), in particular, ensuring that routes through the site are frequent, legible, and inviting, and that all buildings present their fronts to public routes should be applied to the development. All streets and public realm should be designed with clear emphasis on designing out opportunities for crime and reducing the perception of an unsafe environment.
- 6.8 Careful consideration must also be given to how public spaces will be used especially after dark. Interesting and vibrant streetscapes with active ground floor uses will significantly help to reduce street crime, and anti social behaviour in the area but a balance must be maintained with mixed use developments to ensure that noise and disturbance do not unduly compromise the amenity of existing and new residential occupiers.
- 6.9 Obtrusive security features such as fences, gates or steel shutters can make an area feel less safe and therefore more threatening to pedestrians. Creation of gated buildings or spaces or otherwise 'fortifying' territory using unsightly grills, shutters or fencing represents an admission of failure of design and should be avoided.
- 6.10 Consistent building lines should be established throughout the development as this brings continuity to the frontage and strengthens definition and enclosure to the public realm. Set-backs should also be minimised, other than in locations where a particularly high concentration of pedestrian movement is expected, as this will increase the ability of buildings to interact with the public realm. Where buildings seek to step back from the general building line, care needs to be taken to ensure resulting spaces are attractive, useable and reflect the principles of 'secure by design'.

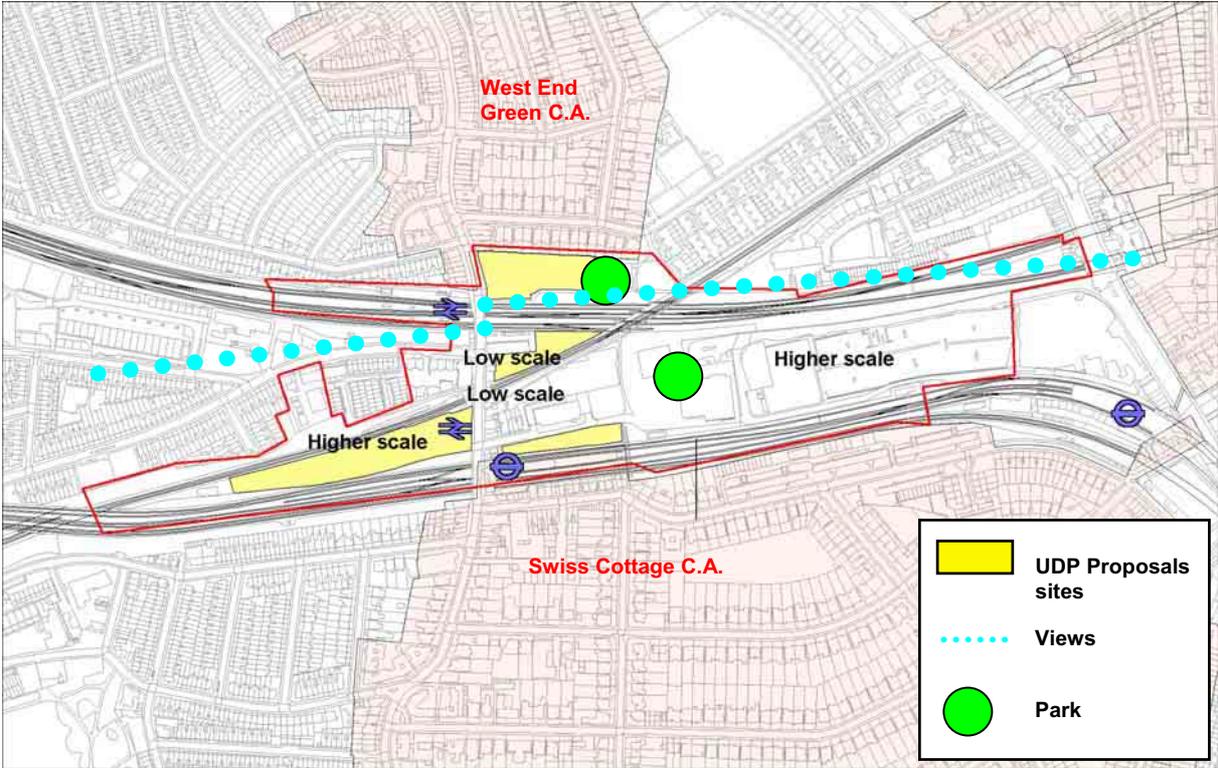
Open spaces and green links

- 6.11 New streets and pedestrian routes should take advantage of any opportunity to create new public or private green open spaces appropriately positioned in the area to contribute to the legibility, attractiveness, and ease of movement for pedestrians, and contribute to the character and quality of the urban realm.
- 6.12 High quality hard landscaping will contribute to the quality of public spaces especially areas that are subject to intensive use such as West End Lane.
- 6.13 A main open space could be created as outlined in para 4.24. Consideration should also be given to the extension of the existing open space, or creation of a new open space to the north of the Thameslink rail track adjoining site 39.
- 6.14 Existing trees, and in particular existing tree lines such as the Lime trees along Iverson Road and the trees on the railway track embankments are considered to be a real strength in the area. These should be retained and complemented by new tree planting in any redevelopment proposal.

6.15 The green corridors and open spaces that follow the boundary of the area are mostly protected as Sites of Nature Importance (SNI) that are not suitable for general public access. These should be respected and sensitively enhanced with further planning and/or management respecting their wildlife habitat and ecological value.

Heritage

6.16 Map 6 shows that the Framework Area adjoins the West End Green and Swiss Cottage Conservation Areas. Not only must development have regard to the need to protect or enhance the character and appearance of Conservation Areas, but the opportunity exists here to design a high quality development that successfully merges with the two Conservation Areas.



Map 6: Design

6.17 The individual characteristics of the Conservation Areas are described in Conservation Area Statements produced by the Council and summarised in paras 2.21 & 2.25. These statements identify the principal characteristics of each Area and the characteristics that should be preserved or enhanced. They should be considered when drawing up development proposals and referred to in the design statement submitted with each planning application.

Building scale and views across the site

6.18 The scale of development and building heights should complement the existing scale and setting of the immediate surroundings and various part of the area, and contribute positively to the existing and emerging skyline. In

determining appropriate building heights, their impact should be considered both when viewed in perspective from close by and from distant vanishing points.

- 6.19 There is a mix of heights and block sizes and varying ground levels in the Framework area and in its surroundings, allowing developments to include a range of heights and size of blocks. For example greater building heights, say 6-8 floors may be acceptable on parts of the lands to the east and west where the land slopes away from West End Lane and Finchley Road. This would be subject to satisfactory testing that the overall development enhances the character of the surrounding Conservation Areas, retains the valued local views and results in an interesting skyline.
- 6.20 On the other hand new buildings fronting West End Lane and Iverson Road should be developed to a low scale to reflect the existing immediate urban form and scale of adjoining premises, and in the case of West End Lane enhance the character of the Conservation Area. A building height that varies between 3 and a maximum 5 stories along West End Lane, and this is considered to be appropriate.
- 6.21 Map 6 shows the views from West End Lane bridge that are valued by local residents. The impact of development in enhancing these views will be important design considerations.
- 6.22 Exploiting the existing views and vistas that provide interesting backdrops to the street scene will also enhance the network of pedestrian routes. Views in and across urban townscape are important because they also contribute to a sense of place, they assist with orientation and way finding, they can reveal interesting buildings and their attractive features help to develop the area's identity.
- 6.23 Building heights should also be assessed to ensure that they comply with the Council's daylight/sunlight standards.
- 6.24 Development should achieve efficient use of land for individual parts of the area, while ensuring that the overall layout provides a well balanced design in terms of the size and orientation of building envelopes; the quality / quantity and orientation of external open space; safe, generously scaled, and direct pedestrian paths.

High quality design

- 6.25 A very high standard of design will be expected for all aspects of each development proposal. Buildings and spaces should be attractive, add visual interest and be functional, sustainable, robust, durable and safe. The physical appearance of a building should reflect its uses and the architectural expression should be appropriate to its context and status.
- 6.26 The following design principles apply across the Area:

- Integrate areas to the north and south of West End Lane and positively relate to surrounding neighbourhoods – not be secluded or turn its back on them;
- Building and landscape materials used should be of a high standard, in terms of visual appearance, quality, sustainability and enhance the setting of adjoining conservation areas and listed buildings;
- Much of the success of new development will be determined by careful attention to the architectural detailing of the buildings, together with equal consideration to the landscape that integrates them;
- Architecture should be contemporary in style rather than pastiche. Detailing should incorporate visual cues such as building form and rhythm (eg the distinctive Dutch gables and Victorian red brick along West End Lane), where beneficial, from the surrounding buildings. In particular, the use of red brick with white string courses would blend well with the character of the area. The use of a high percentage of glass in the non residential buildings would add an airy dimension to the development. The design and layout of the residential element should reflect the guidance offered in *By Design* (Companion to PPG3) by C.A.B.E.
- The design of new development should incorporate principles for environmental sustainability, particularly in respect of ventilation, energy and water use, materials, and flexibility of layout.
- Taking opportunities to provide public art, unique contributing to sense(s) of place(s) and where possible created by local people.

6.27 The Council provides extensive advice on these issues in separate Supplementary Planning Guidance.

Part 7 First steps to implementation

- 7.1 The Council and others are taking some first steps in pursuing these objectives. These can be summarised as follows:

Working with the community and stakeholders

- 7.2 The issues raised by this Area framework are wide-ranging and complex and call for a close and informed working relationship between stakeholders. Informed communication between Camden Council, local residents, local businesses and other bodies and rail users and rail authorities, will help ensure that development is coordinated and consistent.

A Clear Policy Framework

- 7.3 Opportunities for improving the area can only be realised if new investment is forthcoming. In an area with such complex and competing policy demands it is vital to ensure that investors understand the policy framework in which they are operating. The Council is seeking to provide this clarity through the preparation of this framework which sits between the general, borough wide policies of the UDP and the more specific requirements of the area.

Planning Conditions and Obligations

- 7.4 Much emphasis is made in this framework of the opportunities that exist for enhancing the area through the various redevelopment schemes and transport improvements that have been proposed. To realise these opportunities it will be important to ensure that, whether incremental or in phases or a large single proposal for the whole of the area, each development contributes to overall vision for the area and the objectives defined in this draft Framework. The Council will use its range of powers for this purpose. In granting any planning permission, the Council will seek to apply planning conditions and to negotiate planning agreements under Section 106 of the Town and Country Planning Act (1990) in accordance with Policy RE6 of the adopted UDP and Policy SD2 of the Replacement UDP. The following matters may to be covered by planning obligations:

- Affordable housing
- Community uses/open space/access to facilities
- measures to develop an integrated, safe, secure, affordable and fully accessible public transport system
- Car free housing
- Education contribution for residential development
- Green travel plan
- Employment Training
- Highways changes/adoption of highways
- Phasing and management of construction impact

Management of Construction

- 7.5 Around the vicinity of the existing interchange the Framework Area is already congested for both pedestrians and traffic. During the construction period for any development the Council will require especially careful management to protect the needs of travellers and pedestrians and traffic as far as possible.
- 7.6 The Council will therefore require that very detailed arrangements be made for managing construction activities of individual sites. It will be particularly concerned to agree arrangements for the routing of construction traffic and for ensuring community safety. These measures would be secured through the signing of a Section 106 agreement.
- 7.7 These measures will be concerned to minimise the impact of construction on the day-to-day life of this very busy area. They will be designed to:
- ensure that all public transport facilities remain open and accessible throughout the construction period;
 - route construction traffic into and out of the area to minimise congestion for all groups of highway user, and minimise adverse effects on the amenity of local residents;
 - treat community safety as a priority.

Phased development

- 7.8 Where a development is to be carried out in phases or in an incremental manner the Council will be keen to ensure that the future development potential of those parts of the site not yet being developed will not be undermined and that the objectives and policies outlined in the area framework remain capable of being met. This may require some interim uses or treatment of parts of the site waiting permanent development.
- 7.9 In dealing with individual planning applications for parts of the site each application will be expected to demonstrate how it complies with the Council's policies and the objectives of the area framework.

Appendix 1

The following policy comments should be read within the context of the UDP as a whole. The sites indicated below are identified in the UDP Schedule of land use proposals as -

- **Site 10 (187 –199 West End Lane)** in the UDP Schedule of land use proposals, designated sites: states that this site is suitable for B2, retail.
- **Site 11 (146 –152 West End Lane):** in the UDP Schedule of land use proposals, designated sites: states that this site is suitable for B1a or B1c, B2, workshops.

As part of the wider U.D.P. review site 10 and site 11, will be re-numbered as site 38 and site 40 respectively. Additionally, a new site for designation is identified as Site 39 (156 West End Lane).

The Council will not grant planning permission for schemes that are contrary to the guidance set out in the schedule, unless it can be demonstrated that changing circumstances mean an alternative form of development is more appropriate.

- **UDP review - Site 38 (187 –199 West End Lane)**: preferred use stated as - Mixed use, predominantly employment.
- **UDP review - Site 40 (146 –152 West End Lane)**: preferred use stated as – mixed use. Planning permission granted 2003 for a residential office mixed use.
- **UDP review – Site 39 (156 West End Lane)** - new designated site in review): preferred use stated as - mixed use.

High public Transport accessibility:-

Policy SEC4 seeks to ensure that business uses are directed towards areas with high public transport accessibility and are designed to an appropriate scale and form taking into account the impact on transport networks and quality of environment.

Employment and Industrial use

Policy EC3 seeks to retain sites and premises which it considers to be suitable for continued employment use. Permission will only be granted for a change of use when where the land is considered unsuitable for continued employment use on grounds of:

- Accessibility
- Size
- Location
- Condition.

Consideration will be given to the supply, variety and choice of sites which are suitable for employment use, and will seek to ensure that suitable sites within B2

(General industrial) are retained in such use. The Council will normally resist the loss of all sites over 1000sqm.

Mixed use development:-

Policy RE5 - encourages development to incorporate a mix of use, including a supply of housing. The amount of secondary floorspace should be maximised unless housing is the primary use or, a non-housing use is intended to meet a local need or realise other planning objectives.

- **HG11** (flowing from this) - ...**affordable housing** policy ... where 15 or more dwellings are proposed, or residential development on a site of 0.5 ha or more, the Council will expect the development to make a contribution to the Boroughs need for affordable housing, and will apply a target of 50% provision. The 50% affordable housing shall preferably be in the form of social housing for rent or housing for essential workers or intermediate occupiers.
- **RE6** (flowing from this) - **education contribution**: states that in circumstances where the need arises directly from a residential / mixed use development, the Council will seek by way of a 106 planning obligation, a contribution towards education provision in accordance with the table below. This contribution only applies to the private residential element and does not apply to the affordable element.

Size of unit	Contribution required per unit
2 bedroom property	£2336
3 bedroom property	£4996
4 bedroom property	£8181

West Hampstead District Centre :-

The proposed development area adjoins and overlaps the southern section of secondary shopping frontage of West Hampstead District Centre, where policy seeks to –

- SH6 - maintain and enhance the vitality, level and range of shopping and service provision, and to improve the quality of the environment.
- SH7 – resist the loss of retail in the primary retail frontage.
- SH8 – will permit a change of use from retail to non-retail in the secondary retail frontage providing there was no detriment to the character, vitality or viability of the centre.

In recent years it has become evident that the retail character of West Hampstead District Centre has been threatened by a significant incremental increase in restaurants, cafes and other A3 uses throughout the centre. The following policies are therefore particularly pertinent for any new development:

- EC4 – seeks to guide business and development to areas where there will not be unacceptable impacts on amenity, the Environment or Transport.
- SH18 - Controls restaurants, cafes, and other A3 uses to avoid harmful effects on traffic, parking and the amenity of neighbours.

- EN20 – encourages a sensitive design approach which aims at reducing the opportunities for threatening and criminal behaviour and promotes personal safety and security of property.
- EN5 – seeks to control disturbance from noise.
- RE2 – Seeks to ensure that development will not have an adverse impact on residential amenity, the environment, or the safety and efficiency of transport systems.
- EN1 – seeks to ensure that developments will not have an adverse impact on the amenity of the surrounding area and the quality of the wider environment in the short and long term.
- EN31 – 42 Protect Conservation Areas and listed buildings from harm to their character or appearance.

Sites adjoining Conservation Areas

The sites adjoin Swiss Cottage and West End Green / Parsifal Conservation Areas.

Policy EN31- 37- states that for the development **of sites adjoining CA's**, the Council will assess the proposal on the basis of whether it preserves or enhances the C.A, and will seek to ensure that it is of high quality in terms of design.

The sites adjoin:

- Site 223 (Midland Crescent Embankment) – Designated as a Site Of Nature Conservation Importance – private open space.
- Site 246 (Railway embankment Rosemont Road) - Designated as a Site Of Nature Conservation Importance – private open space.
- Site 94 (Rosemont community garden) – public open space.

These sites are connected by a green chain and corridor that extends beyond the sites.

Policy EN47 – states that the Council would oppose any development that would impair this network, and that schemes that improve it by providing the missing green links will be promoted.

The following other general policies are particularly pertinent –

- **SC1** – The council will seek to secure the development of new community use in mixed use schemes under policy RE5.
- **TM2** – guides tourism proposals to areas that are well related to the transport network, subject to: implications for the capacity of the transport system; compatibility with the residential, employment objectives for the area; effect on the retail character and cumulative impact on amenity.
- **SRE1** – The Council will seek to ensure that all development is sustainable.
- **SEN3** – The Council will ensure that development respects the **scale and character** of the locality, the built and unbuilt context, and incorporates principles of good design.

- **EN14** – All proposals for development **should be sensitive to**, and compatible with, the scale and character of their surroundings. In determining applications for planning permission, the Council will have regard for the wider setting of the proposed development. In particular, the Council will take into consideration the following:
 - Character of the area in terms of existing land uses and general environmental quality, including its degree of openness.
 - Prevailing architectural style of the area.
 - The scale and general proportions of surrounding development, bulk, massing, height, footprint typical plot sizes and relationship with any nearby landmark building.
 - The impact of the proposal on existing views and skylines.
 - Established pattern of highways.
- **EN15** – seek a **high standard of external landscaping** in connection with the development.
- **EN37** – when assessing **proposals outside of a conservation area** which may affect its character or appearance, the Council will consider whether the development preserves or enhances the character of the CA....
- **RE 3** – design of buildings should facilitate **access for people with disabilities**.
- **HG14** – The Council will seek to negotiate, wherever practical and reasonable given site conditions, for elements of mobility and wheelchair housing to be included in housing schemes.
- **HG16** - The Council will seek to ensure that new residential development schemes include a **mix of housing** types and sizes. In determining the appropriate mix for all such schemes, the Council will take into consideration:
 - a) the range and sizes of dwelling units best suited to individual site conditions and the locality;
 - b) the need for accommodation suitable for families or large households;
 - c) the need for special needs housing; and
 - d) marketing considerations.

The Council will welcome schemes which provide:

- (i) 50% or more of accommodation suitable for families or larger households (4 or more bed spaces; i.e. three or more bedrooms);
- (ii) family accommodation located at ground floor level with direct access to private garden space (or within 400m of public open space);
- (iii) a proportion of units with more than four bedspaces suitable for large families; and
- (iv) a mix of smaller unit sizes, the majority of which should comprise at least two habitable rooms (i.e. separate living room and bedroom).

- **STR1** – In controlling the location of new development, the Council will seek to reduce the need to travel, with the aim of encouraging the use of public transport, walking and cycling, as alternatives to the private car.

- **SH13** – assesses parking for A1, A2, A3 uses in accordance with maximum standards set out in Annex to DS8, taking into account a number of factors including: the implications for the local highway network; available alternative means of transport; the availability and possibility of the shared use of parking.
- **TR4** – seeks to consider the cumulative impact of development proposals on the transport system.
- **TR5** - The Council will encourage development to locate where public transport capacity to serve it is adequate. Improved public transport provision, or contributions towards such improvements, may be sought within the terms of policy RE6(a). In support of its location policies, the Council will encourage improvements to the public transport system, such as:
 - measures to develop an integrated, safe, secure, affordable and fully accessible public transport system in London and the retention and further development of travel information facilities;
 - increasing the Borough's network of public transport services and improving interchanges;
 - making public transport systems fully accessible for all including people with disabilities;
 - improving bus services and the passenger environment;
 - providing traffic management and signalling schemes that give priority to buses and reviewing existing schemes to seek improvements, working with adjoining Boroughs where necessary and, in assessing such schemes, giving weight to the efficiency of passenger movement;
 - implementing the strategic rail programme developed by LPAC and SERPLAN, and supported by the Council;
 - sufficient investment and financial support for the Underground system to enable early completion of congestion relief work;
 - resisting the closure of railway stations and lines, and any reduction in level of service which the Council regards as unjustified, taking account of available financial resources and the development plans of individual operators.
- **TR10** – seeks to reduce the volume of traffic on the roads through the use of parking controls and traffic management.
- **TR12** – seeks to deter non-essential vehicle trips by controlling the supply of private non-residential parking space.
- **TR16** – encourages car free housing development in locations that are: easily accessible by public transport; where there is a range of amenities; and within a controlled parking zone.
- **TR19** – the Council will assess the accident risk from development proposals seeking to reduce accidents by promoting schemes that lessen physical conflict.

- **TR8** – requires all new development that attracts significant coach travel (e.g. hotels) to make adequate provision for coach parking without obstruction to the public highway.
- **TR21** – seek to improve conditions for pedestrians.
- **UDP Chap 16 - Parking standards** – set standards with regard to development standards for parking, servicing, taxi, coach and cycle parking.
- **RE6** – where the need arises directly from the development the Council will seek contributions towards, or a planning obligation under s.106 of the Town and Country Planning Act 1990 (as amended) to secure modifications to the proposals submitted.

Table1 – UDP schedule of land use proposals sites.

UDP	Address	Size	Description (Existing use/scale/character)	Planning history/ Preferred use	Ownership
Site 5: UDP review 2003	14 Blackburn Road	2,335m ²	2 storey Warehouse depot plus yard. No architectural merit.	2003 – permission granted for redevelopment for 4 story mixed Class B1, B8, residential use. 106 obligation outstanding. UDP preferred use - mixed use.	Private
Site 10 UDP adopted 2000 (also site 38 UDP review)	187-199 West End Lane	9,420sqm	Mixed retail / A2 use fronting West End lane, with a large underused employment site of mixed B1/B2 /sui generis use to the rear.	1999 – Officers /Members view that Outline application for redevelopment for 102 residential units, B1/B2/A1/D2 use, and a new station, should be refused unless withdrawn. UDP preferred use B2, retail. UDP Review preferred use – mixed use, predominantly employment.	Private
Site 11 UDP adopted 2000 (also site 40 UDP review)	146-152 West End Lane	2,841sqm	1-3 storey mixed Class A1, A2, B1, sui generis. Single story B2 at the rear.	2003 – permission granted for 2/3 storey mixed B1 office and residential use. 106 obligation. UDP preferred use B1, B2, workshops.. UDP review Preferred use – mixed use.	Private
Site 39 UDP review	156 West End Lane	4,771sqm	Builders merchants offices, showroom.	UDP review preferred use - Mixed use	Private

Appendix 2

Characteristics of sustainable buildings

The **UDP** contains many policies whose purpose is to ensure that development in Camden is sustainable. Additional advice on sustainable buildings is contained in **Supplementary Planning Guidance** and in the **Green Buildings Guide** which, though primarily concerned with housing and smaller developments describes the characteristics of sustainable buildings and includes measures for reducing the environmental impact of buildings.

The main points in these documents are listed below:

	UDP Policies	SPG (Section)	Green Buildin gs Guide (Section)
<u>Accessibility</u>			
Accessible by public transport	TR1		
Accessible to cyclists	TR2	5.6	
Improves environment for walkers	TR2	5.5	
Accessible to people with disabilities	RE3	3.1	
Contains mixed use	RE5		
Access to shops and services within walking distance			
Higher density	HG10, DS2		
Minimal parking	TR12, DS8 & Anx	5.2, 5.3	
<u>Links to locality</u>			
Creates jobs	EC4		
Designs out crime	EN20	3.2	
Contributes to sense of place	EN14		
Is a good neighbour	EN18, EN19		
Creates public realm	EN4		
Respects built heritage	EN31		
<u>Low CO2 emissions</u>			
Low emissions of CO ₂	SRE1		8
Use of renewable energy	EN12		8
Uses natural daylight		1.3	3
Uses natural ventilation		1.3	
Uses passive solar gain	EN12	1.3	8
Compact buildings		1.3	
Conserves energy	SRE1		5 & 8
Use of low emission vehicles	EN12		

Non-polluting

Deals with contaminated land issues	EN10	4.4
Considers noise impact	EN5, DS6	4.2
Limits light pollution		4.9
Does not worsen air quality	EN8	4.5

Prudent use of resources

Reuses site	EC3	
Reuses building	EC3	3
Considers future uses of building		3
Conserves water and minimises run off	EN9	10
Considers long term maintenance costs of the building		4
Timber from sustainable sources		4
Materials sourced locally		4
Assess environmental impact of materials		4
Non polluting materials to create healthy environment		4
Minimise construction wastage		4.7
Contains facilities for minimising and recycling waste	PU5	2.5

Enhancing biodiversity

Enhances ecological value of the site	EN15, EN59	11
Protects trees	EN61	

Further information can be sourced at:

BREEAM office Tel: 01923 664462; www.bre.co.uk

Design Advice Tel: 01923 664258 www.energy-efficiency.gov.uk

Association of Environmentally Conscious Builders www.aecb.net

Building Research Establishment www.bre.co.uk

Centre for Alternative Technology www.cat.org.uk

Energy Efficiency Best Practice Programme: www.energy-efficiency.gov.uk

English Nature www.english-nature.org.uk

Friends of the Earth www.foe.co.uk

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For initial discussions on the Area Framework please contact –

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