

19066 Finchley Road
Public Webinar |
10th June 2021



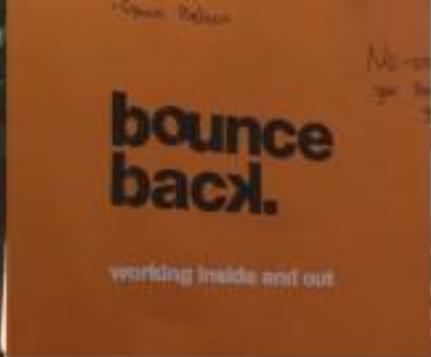
**ALLFORD
HALL
MONAGHAN
MORRIS**

East
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GERALDEVE



LCA



Our consultation so far



Three phases of consultation organised, including two surveys through **Commonplace**.



Nearly **1,600 people providing feedback** between September and April.



Around **15,000 visits to our websites** and consultation materials.



Over **100,000 people reached** through **three social media** campaigns.



63,000 flyers or newsletters printed and distributed to local residents.



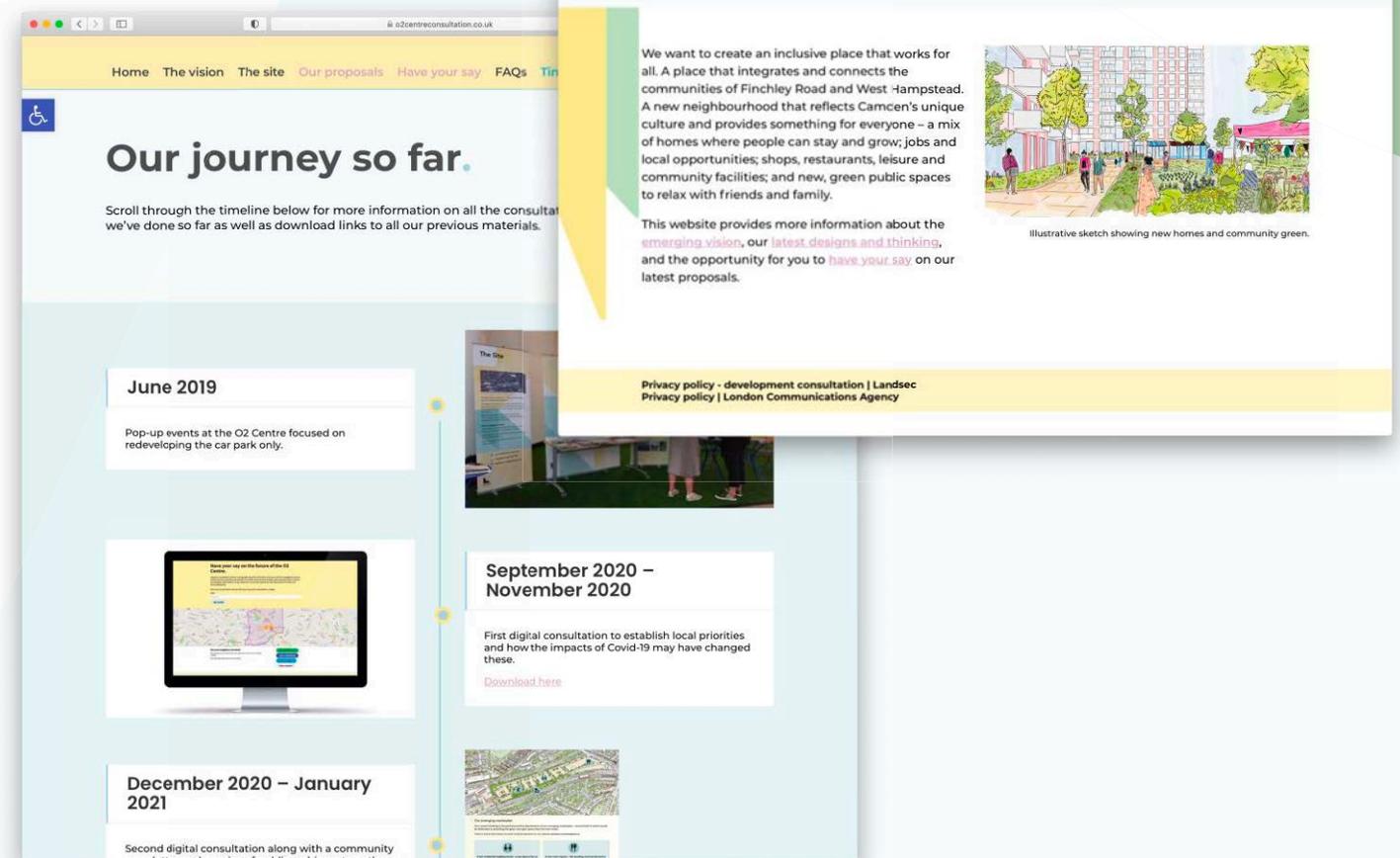
Five public webinars or meetings held so far.



Five separate meetings and presentations organised virtually with local groups and councillors.



Three further workshops organised for key community representatives in April.



You said, we did

Since December 2020, we have considered your feedback and responded by making a number of key changes and commitments:



"You told us to prioritise creating open green spaces, and ensure social benefits were delivered early."



So we've added a **brand new green public space to the centre of the masterplan** that can be delivered in the early phases of development



"At our workshops a few of you spoke about the need to ensure this development becomes a destination."



So we've ensured the **new shops, community and leisure uses are spread throughout the site at street level**, ensuring a lively, thriving neighbourhood



"You want to keep some retail here, and in particular, a supermarket like you have now."



So we're creating a **space for a supermarket** at the Finchley Road end of the site.



You said, we did

Since December 2020, we have considered your feedback and responded by making a number of key changes and commitments:



"Lots of you want to see more independent retailers, as well as maybe a book shop, garden centre, gym, cinema or family restaurants."



We're ensuring we include flexible retail and leisure spaces that can cater to lots of different needs.



"You were really concerned about the impact on local train stations and want to see improvements."



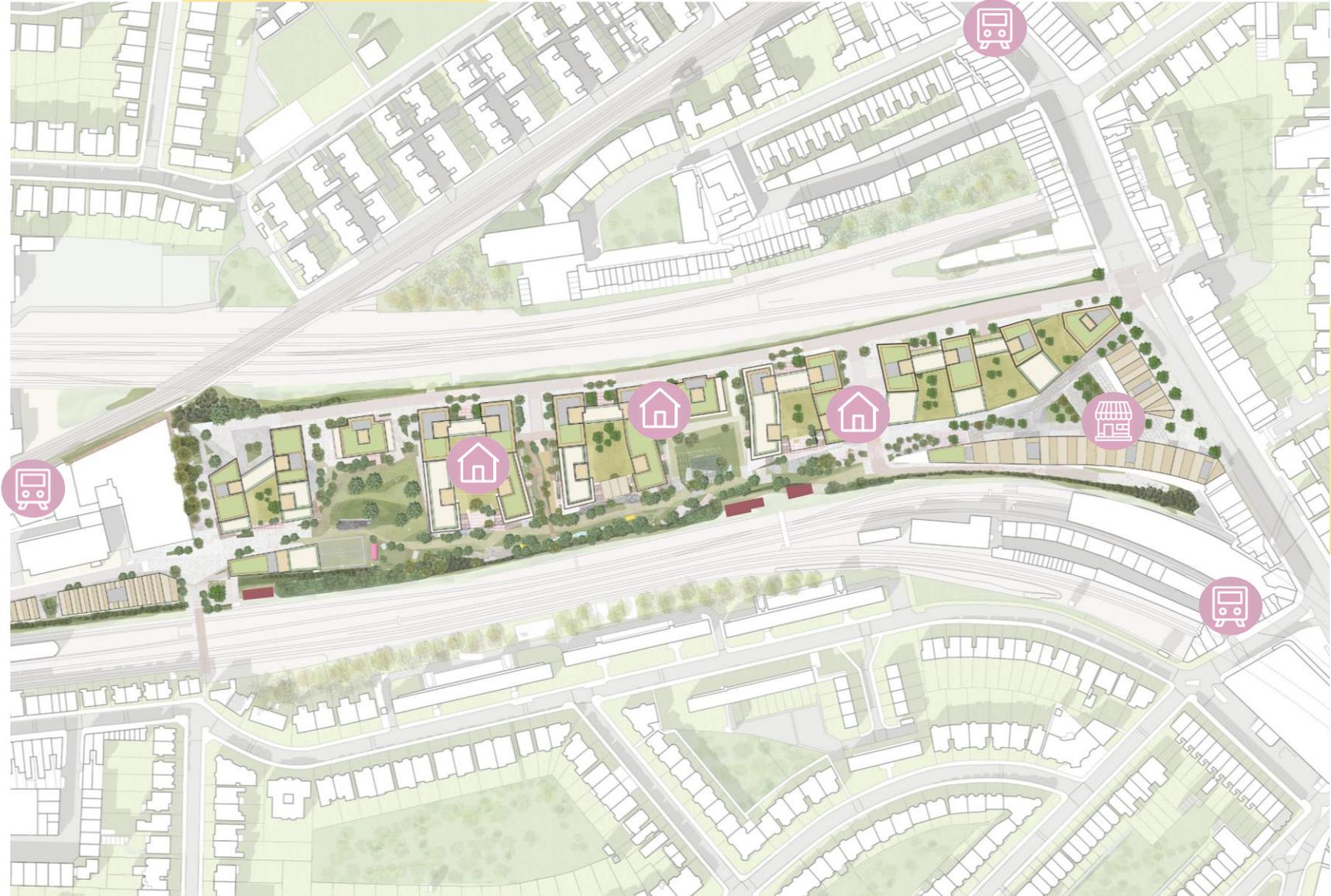
So we've committed to undertaking a series of detailed technical studies to assess our impact on local services.



"You said we should prioritise affordable homes, as well as family homes and homes for first time buyers."



So we're ensuring that affordable homes are delivered here, as well as a good mix of family sized homes and homes for first time buyers.



What this scheme can deliver



1900 new homes for sale and rent, with a target of **35% affordable homes**



50% of the **site** dedicated to publicly accessible **open space**



A **long-tree lined park** connecting West Hampstead and Finchley Road



A **safe, secure and walkable** outdoor neighbourhood with **play spaces** for **families**



New **shops**, including a **supermarket**, **leisure** spaces, **cafes** and **restaurants** for all to enjoy



New community facilities such as a **community centre** and a **health centre**, as well as **workspaces** for local businesses



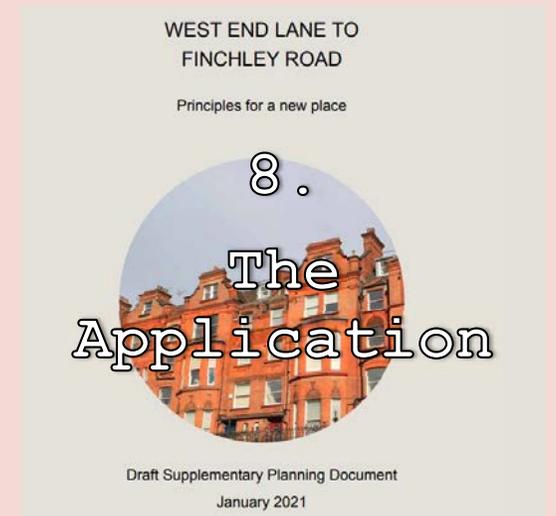
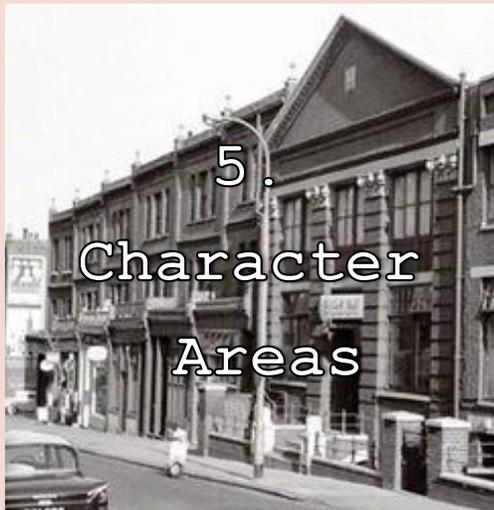
A **large new green**, about 10 and half tennis courts in size for people to visit, socialise and relax



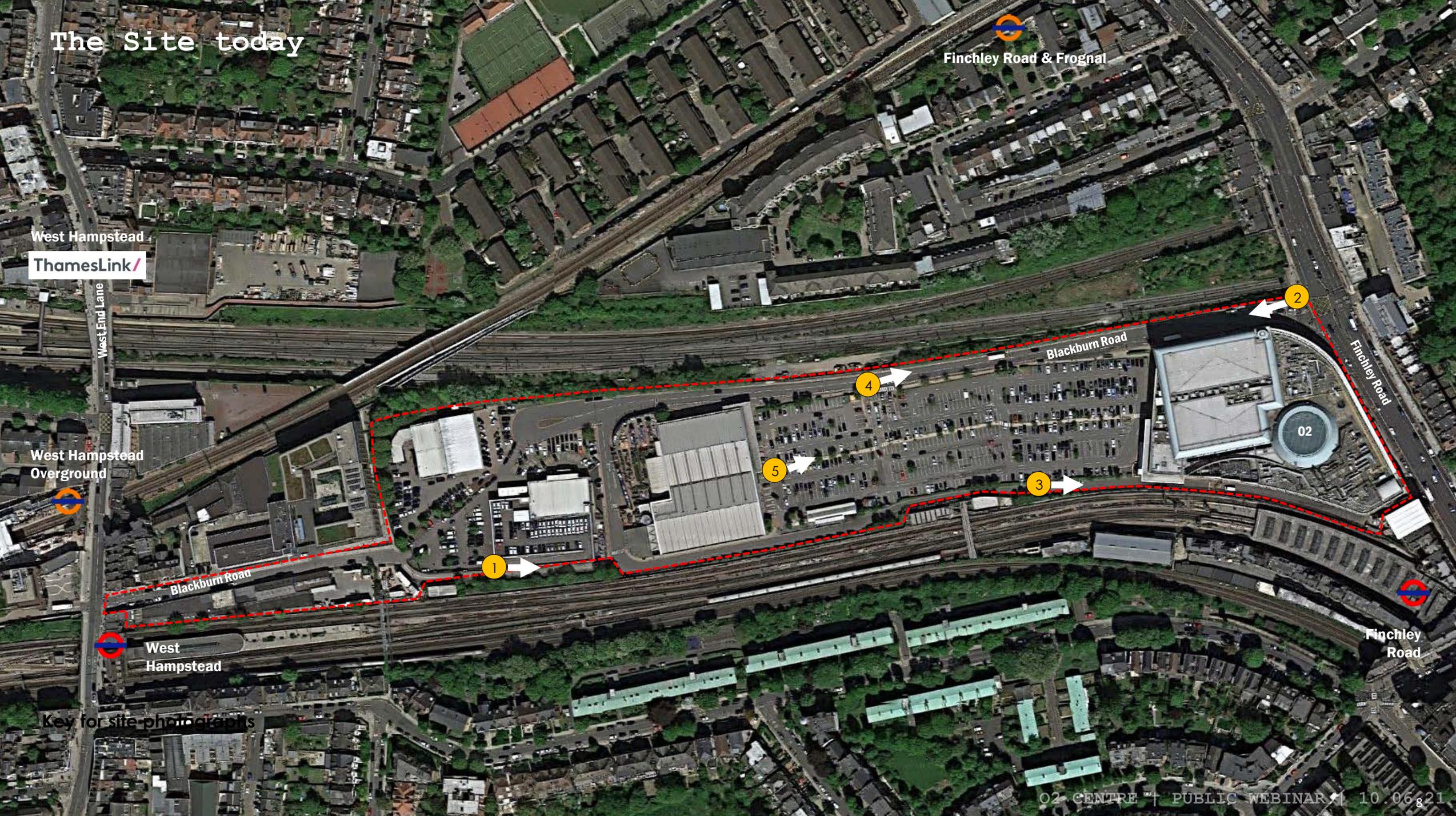
A **car free**, highly **sustainable** neighbourhood which is open to all



A new **community garden** added to the centre of the site following feedback



The Site today



Finchley Road & Frognal

West Hampstead
ThamesLink

West End Lane

West Hampstead
Overground

Blackburn Road

Finchley Road

Blackburn Road

Finchley Road

West
Hampstead

Key for site photographs

The Site today



1 PEDESTRIAN & CYCLIST W-E LINK LACKING CHARACTER



2 VIEW FROM FINCHLEY RD TOWARDS BLACKBURN ROAD - CONSTRAINED TOPOGRAPHY & CONTEXT



3 PROXIMITY OF RAIL INFRASTRUCTURE - NEED FOR NOISE & VISUAL MITIGATION

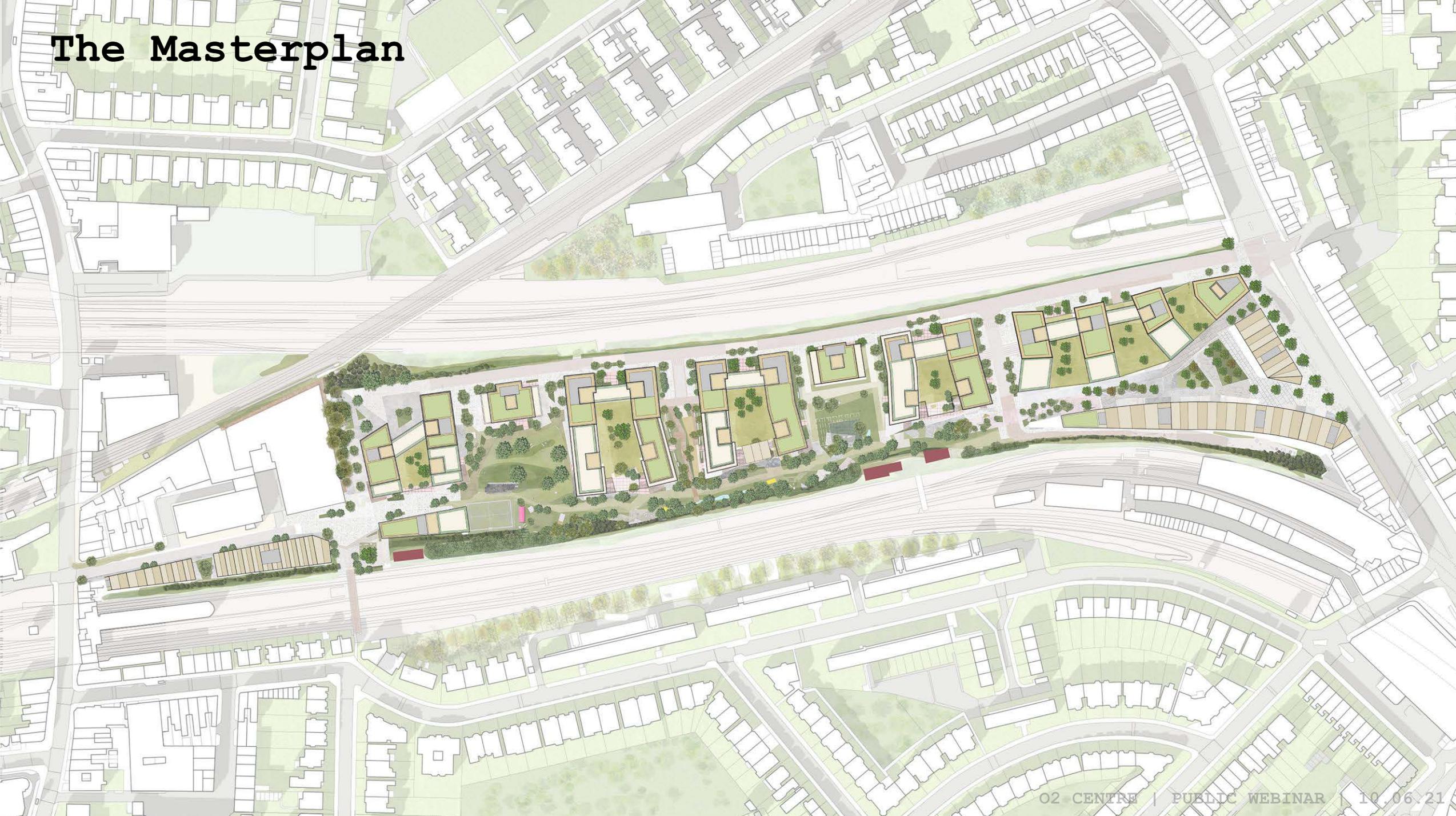


4 VIEW ALONG BLACKBURN RD TOWARDS FINCHLEY RD WITH SIGNIFICANT LEVEL DROP & RAILWAY BUFFER ZONE



5 CAR PARK TARMAC SURFACE AND INSUFFICIENT TREE PLANTING

The Masterplan



2. Connecting two town centres

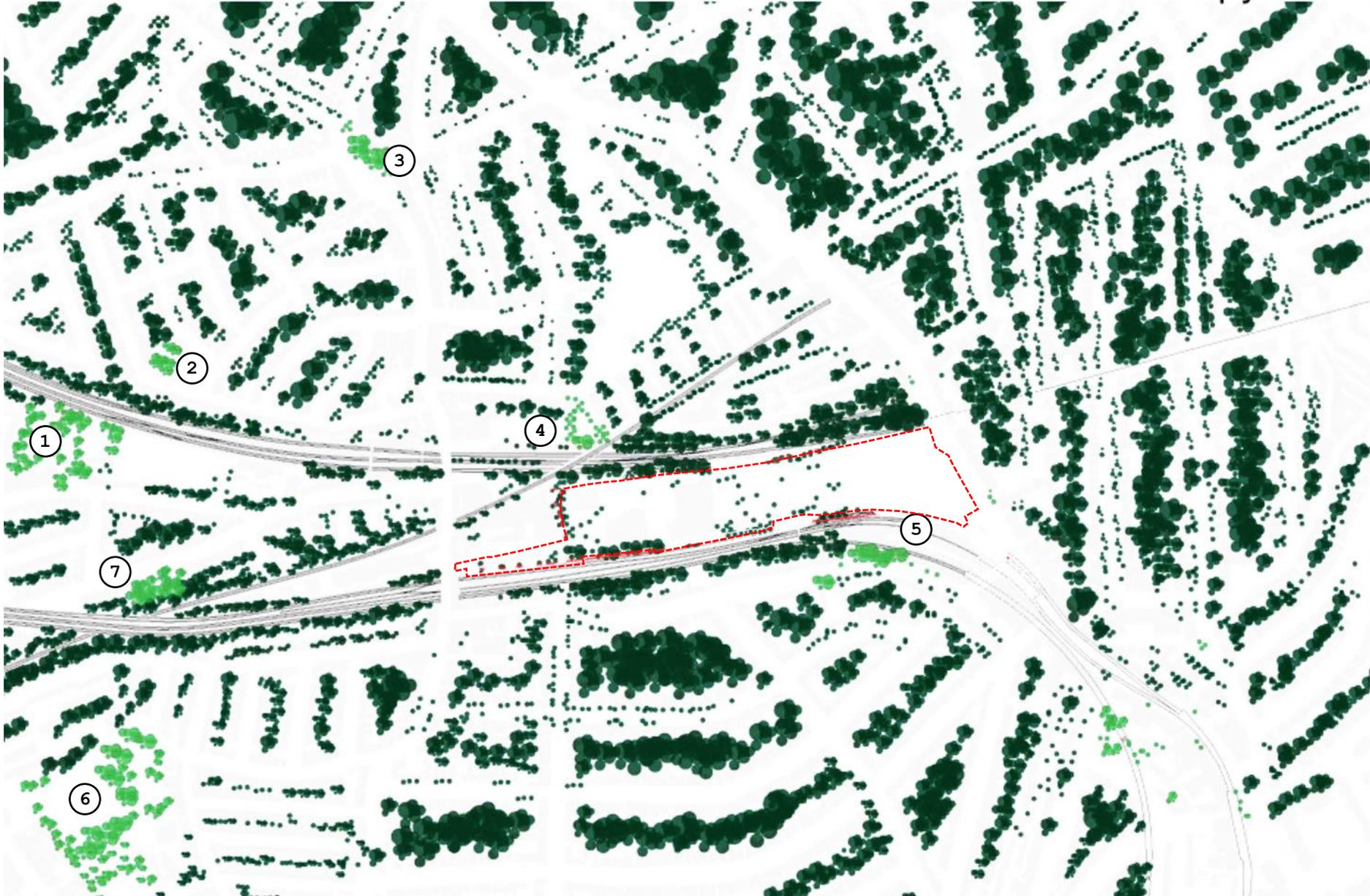


A tree-lined park



3. Public Open Space (Existing)

- ① Maygrove Peace Park
- ② Sumatra Road
- ③ West End Green
- ④ Crown Close
- ⑤ Broadhurst Gardens
- ⑥ Kilburn Grange Park
- ⑦ Iverson Road



● Private tree canopies
● Public tree canopies

3. Public Open Space (Proposed)

Over 50% of site is publically accessible

Site Area 5.63ha

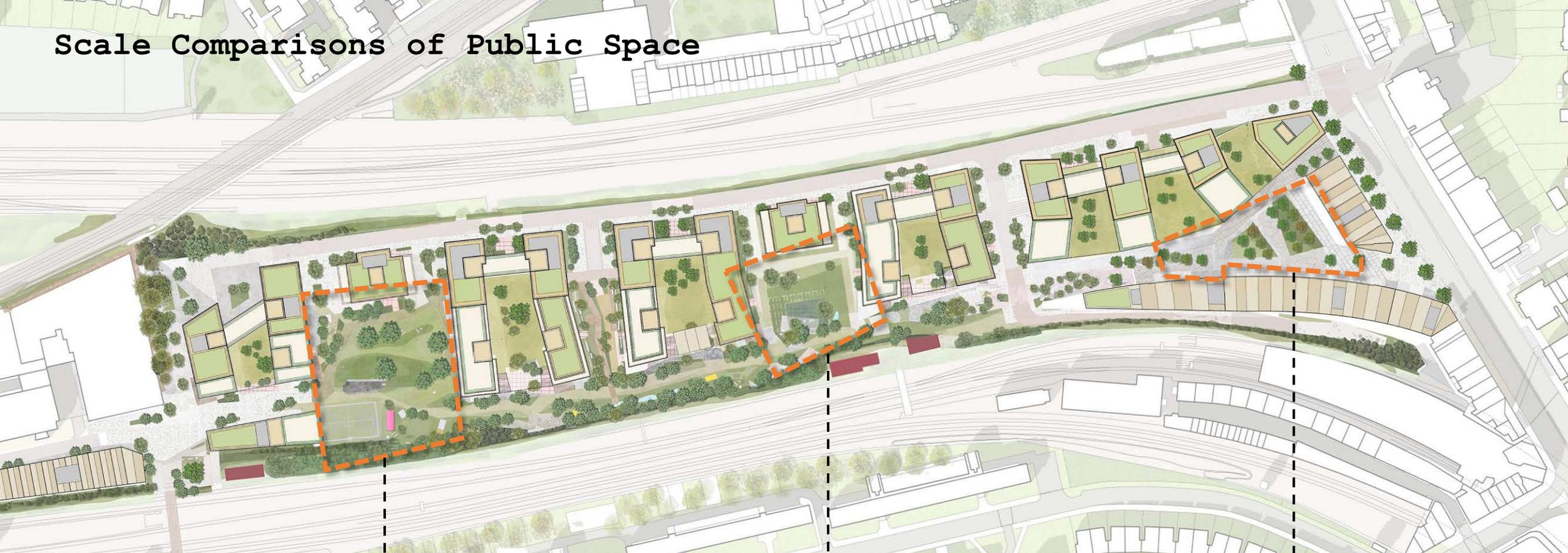
Public Realm 2.91ha



A tree-lined park connecting three new large public spaces



Scale Comparisons of Public Space



Fitzroy Square



Calthorpe Gardens



Pancras Square

A new town square



A new central square for growing and playing



Calthorpe Community Gardens



A new community green centred on health and wellbeing



4. Local Connections

Building plots form streets and enhance local connections



PLAY STREET



FRONT DOORS



Complete the High Street



Terrace



Emerging concept sketch of Finchley Road.

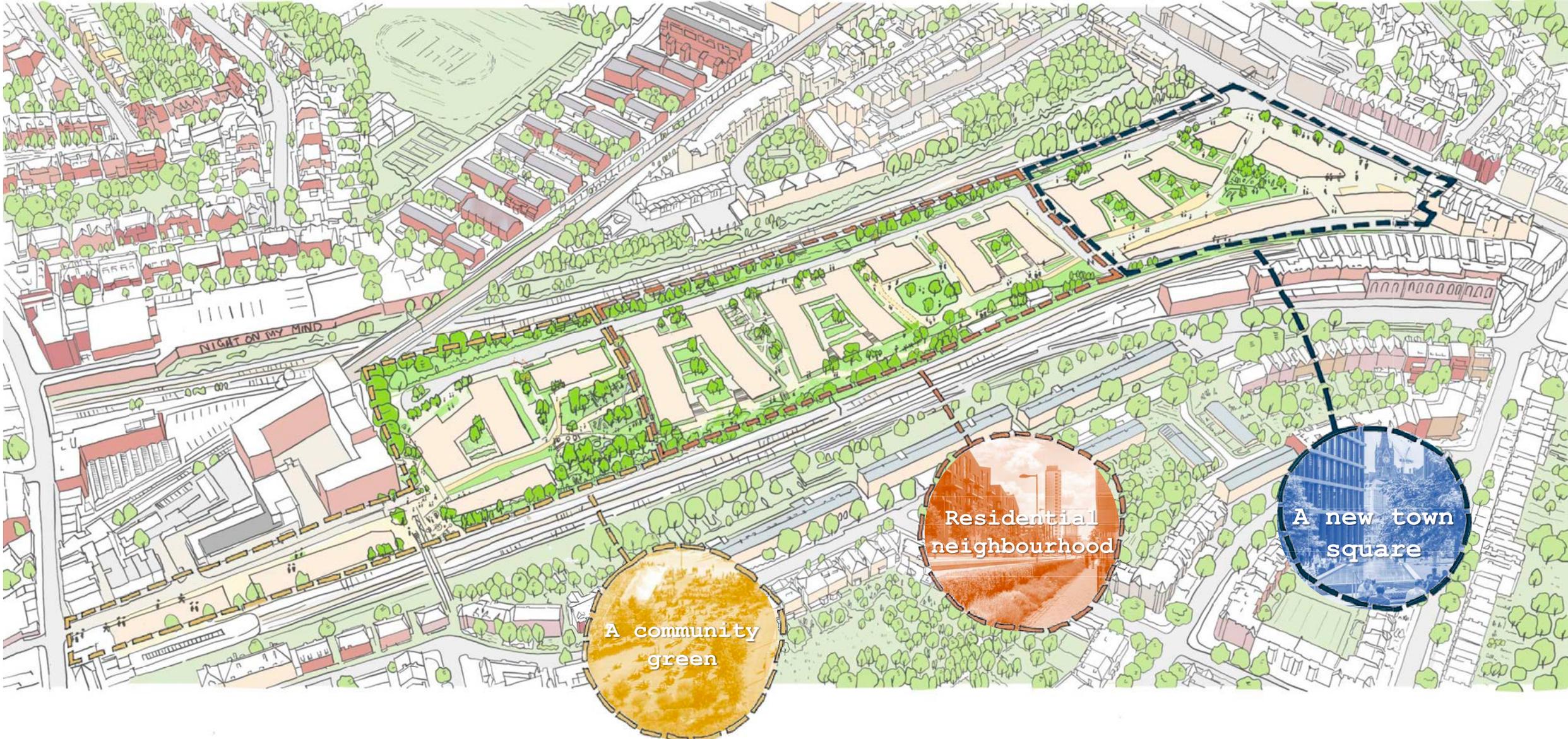
Enhance the local connections



Hampstead High Street



5. Three character areas that define the site



Residential Courtyards



Television Centre



6. Ground Floor Activity throughout



SOCIAL USES

COMMUNAL USES

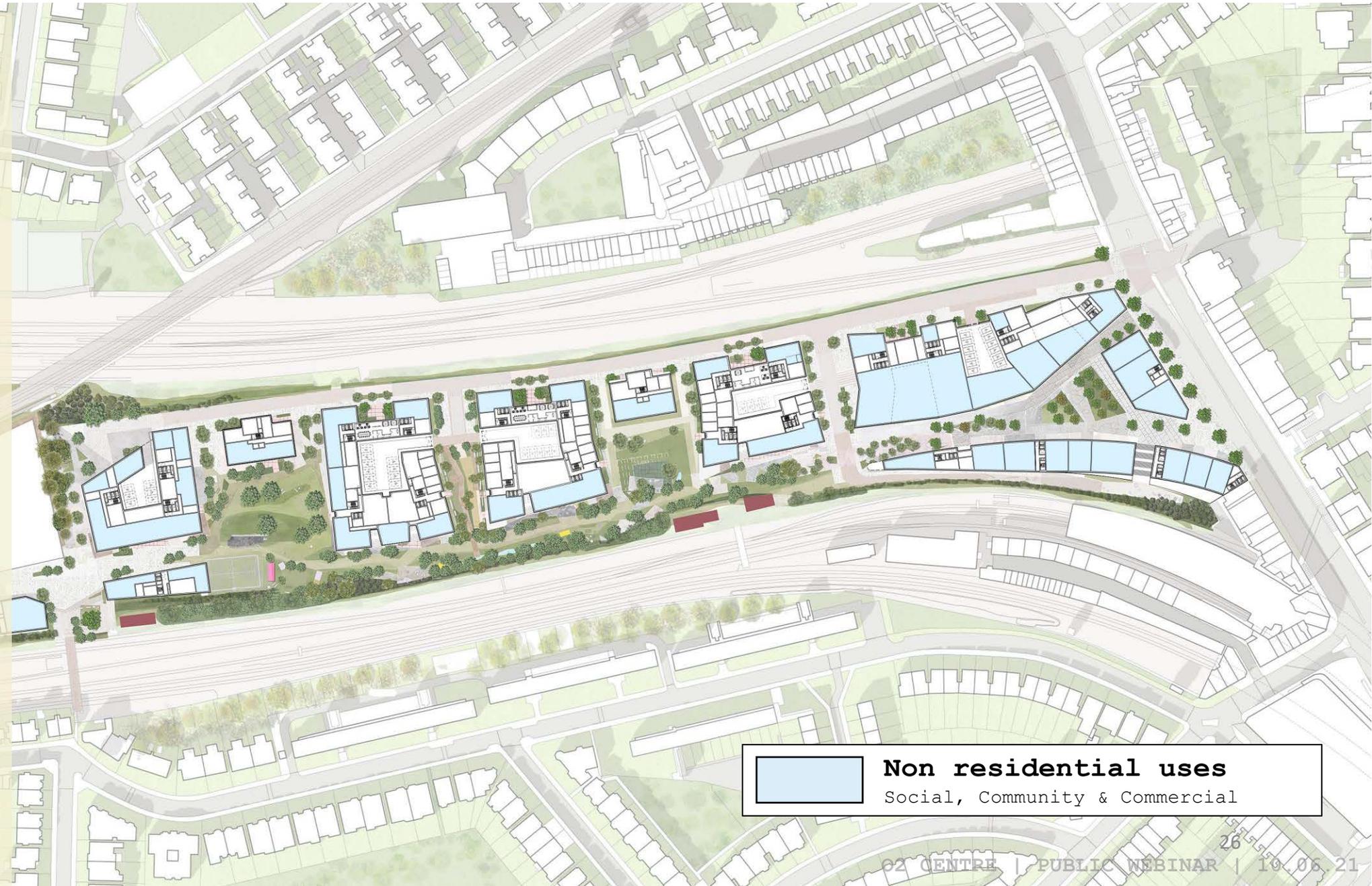
RETAIL & LEISURE



Meeting the needs of the local community

Some indicative uses

- Cafes
- Restaurants
- Florist
- Community Centre
- Workspace
- Butcher
- Delicatessen
- Pub
- Street Food Market
- Supermarket
- Cinema
- Gym
- Bike Shop
- Community Centre
- Health Centre
- Sandwich Shop
- Garden Centre
- Bookshop



Non residential uses
Social, Community & Commercial

Areas that respond to local character



Independent shops and high street brands



Weymouth Building



Crescent Building

A new residential neighbourhood and community



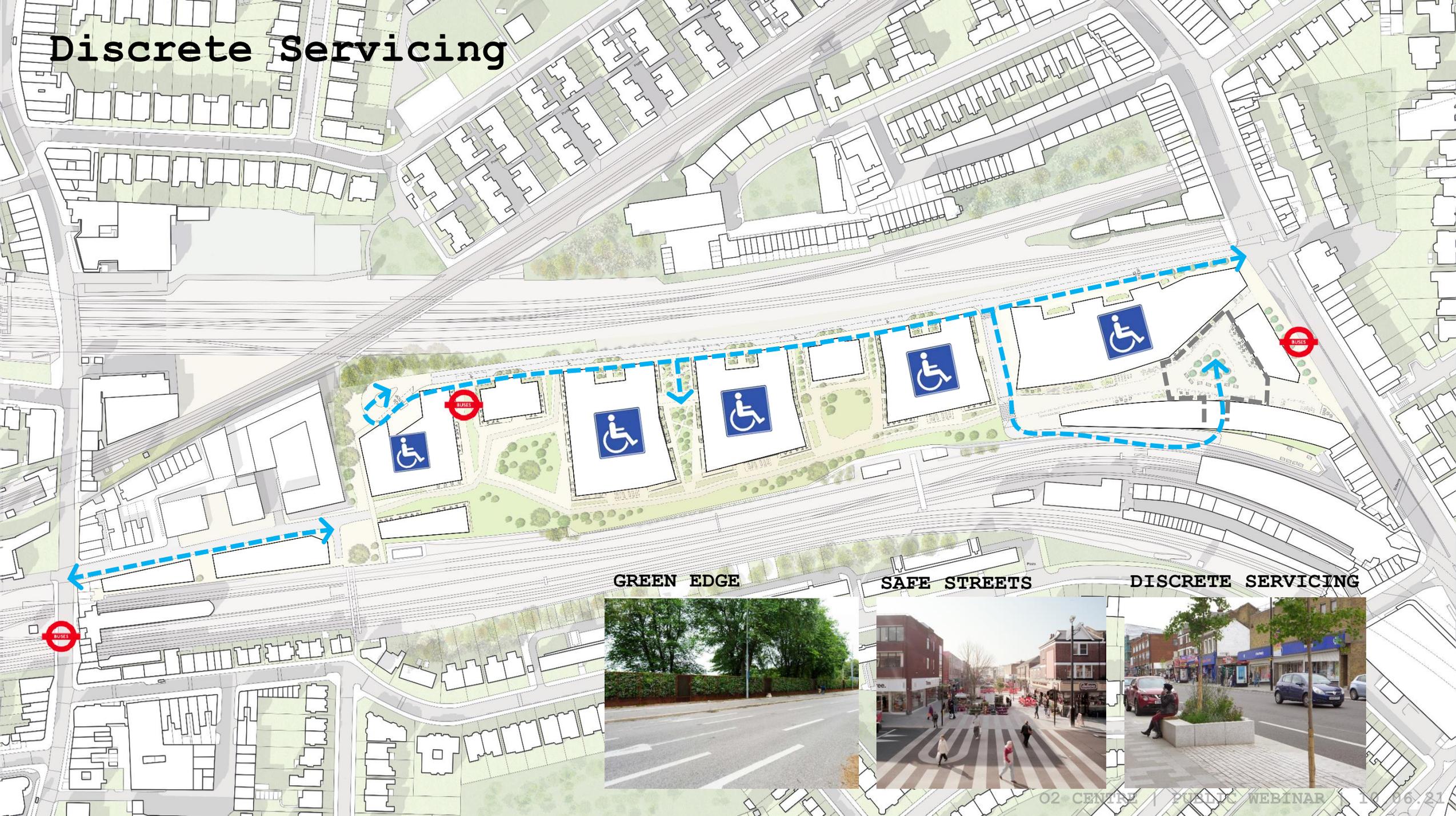
Prince Albert Road



Lower Riverside - Greenwich



Discrete Servicing



GREEN EDGE



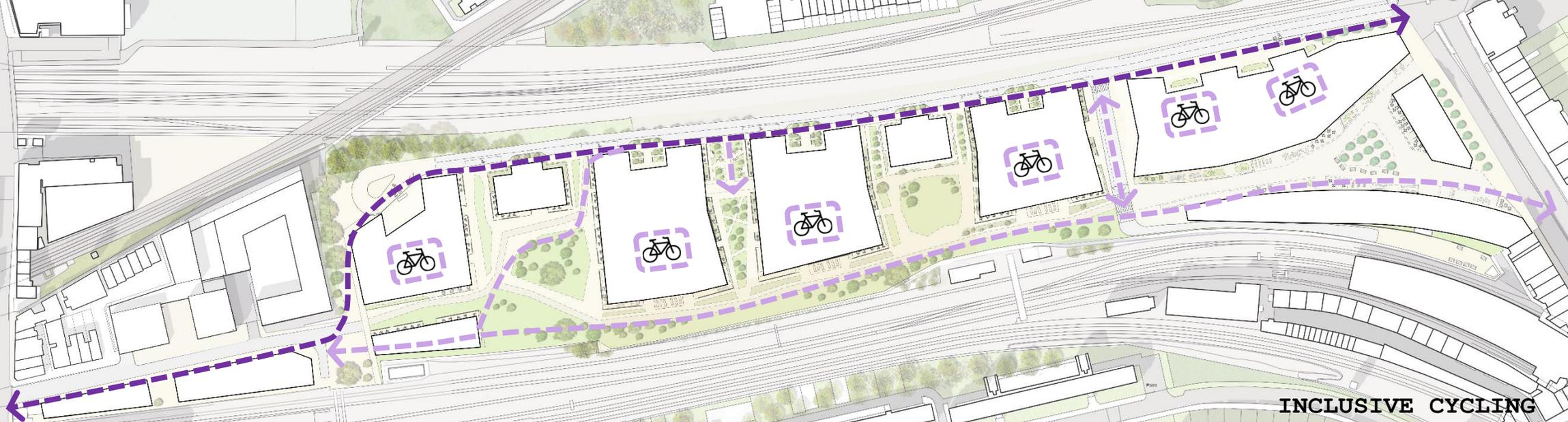
SAFE STREETS



DISCRETE SERVICING



Cycle for all



INCLUSIVE CYCLING



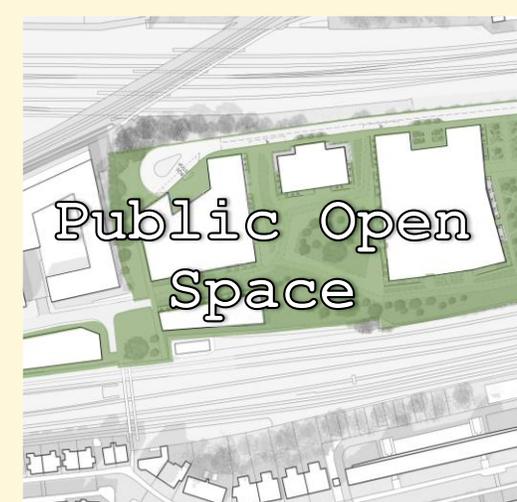
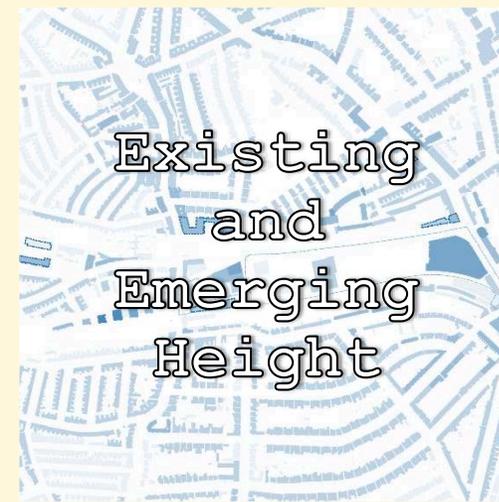
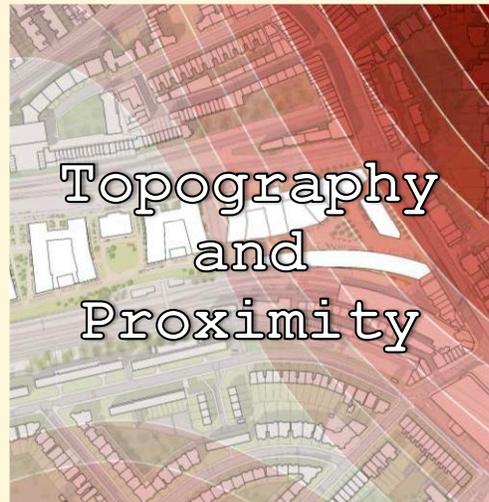
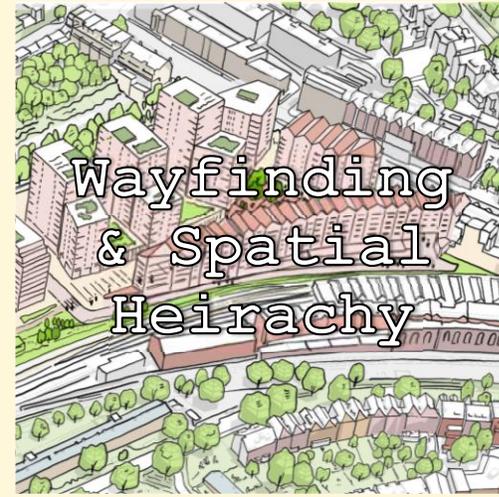
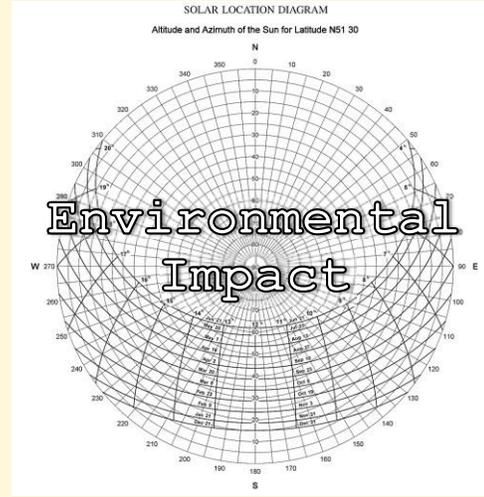
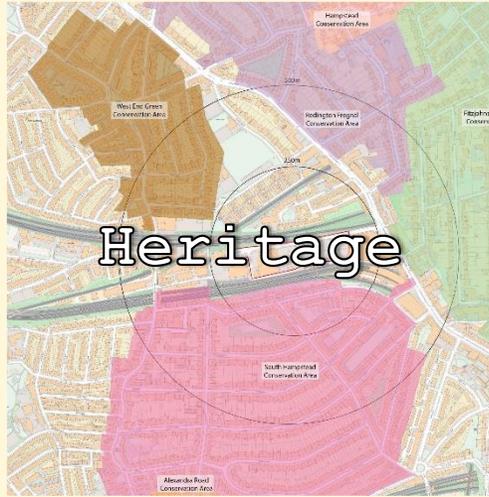
Front doors on Blackburn Road with a biodiverse edge



Deacon Street

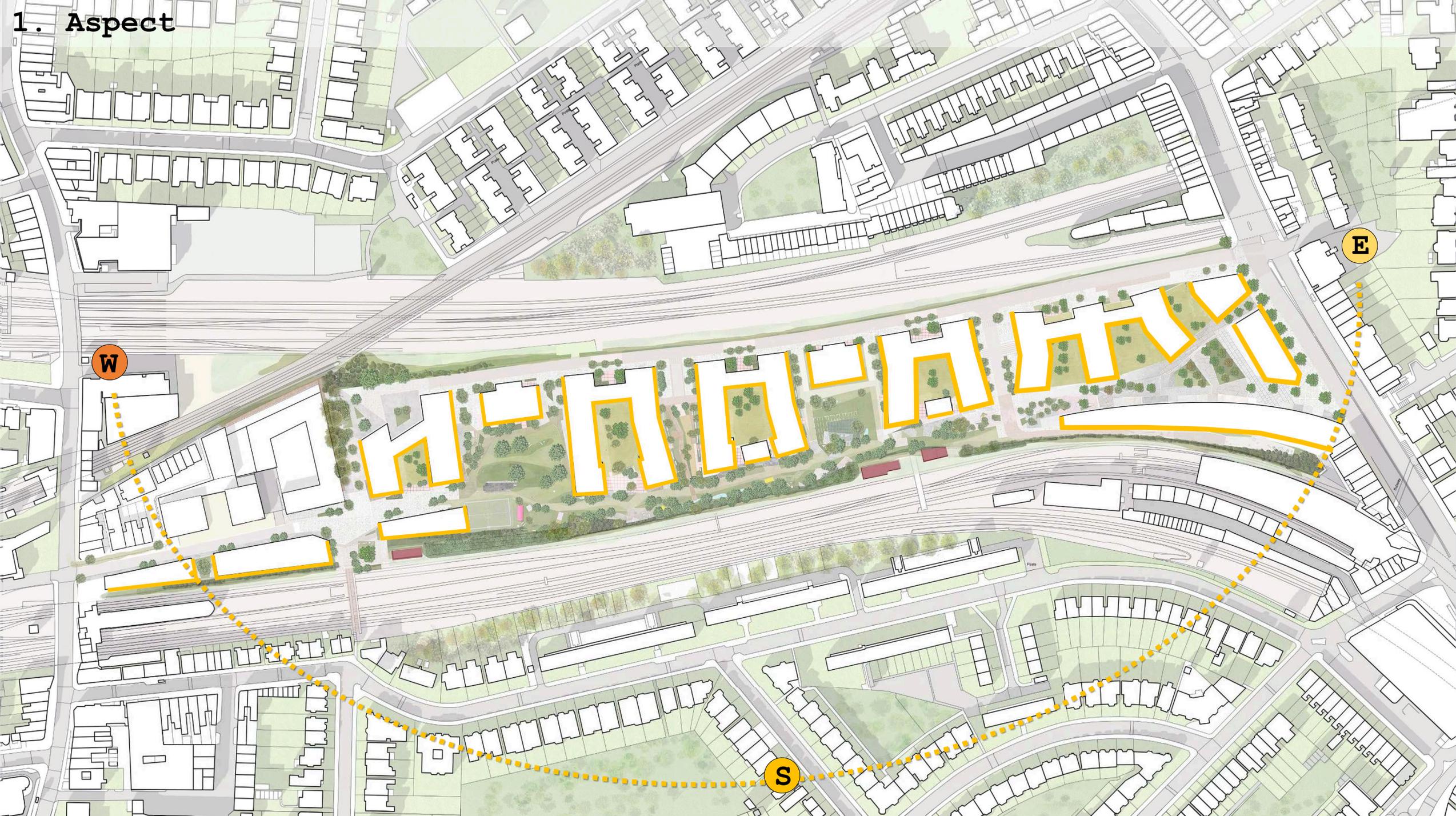


7. What defines building height?

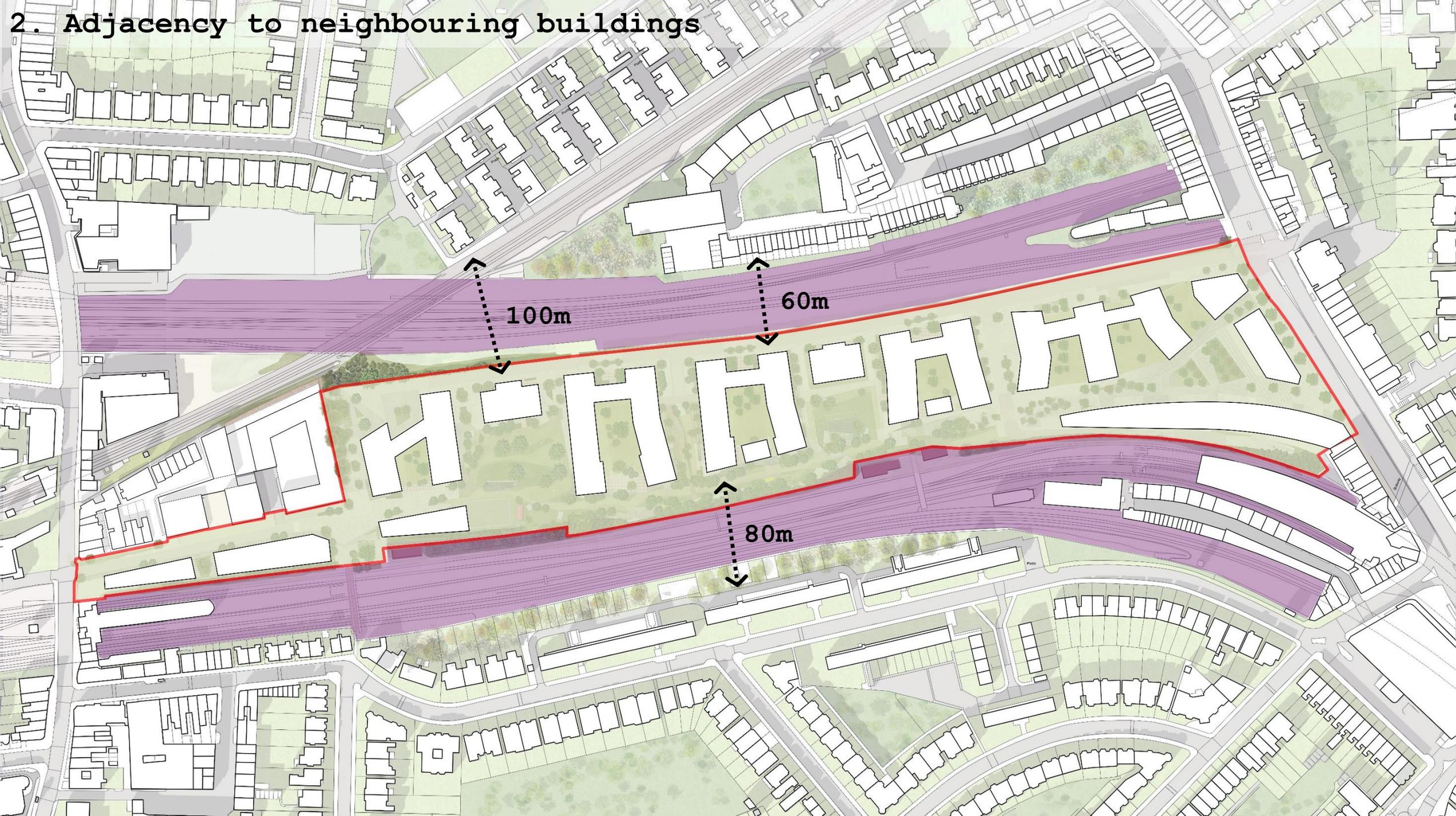


Approach to height

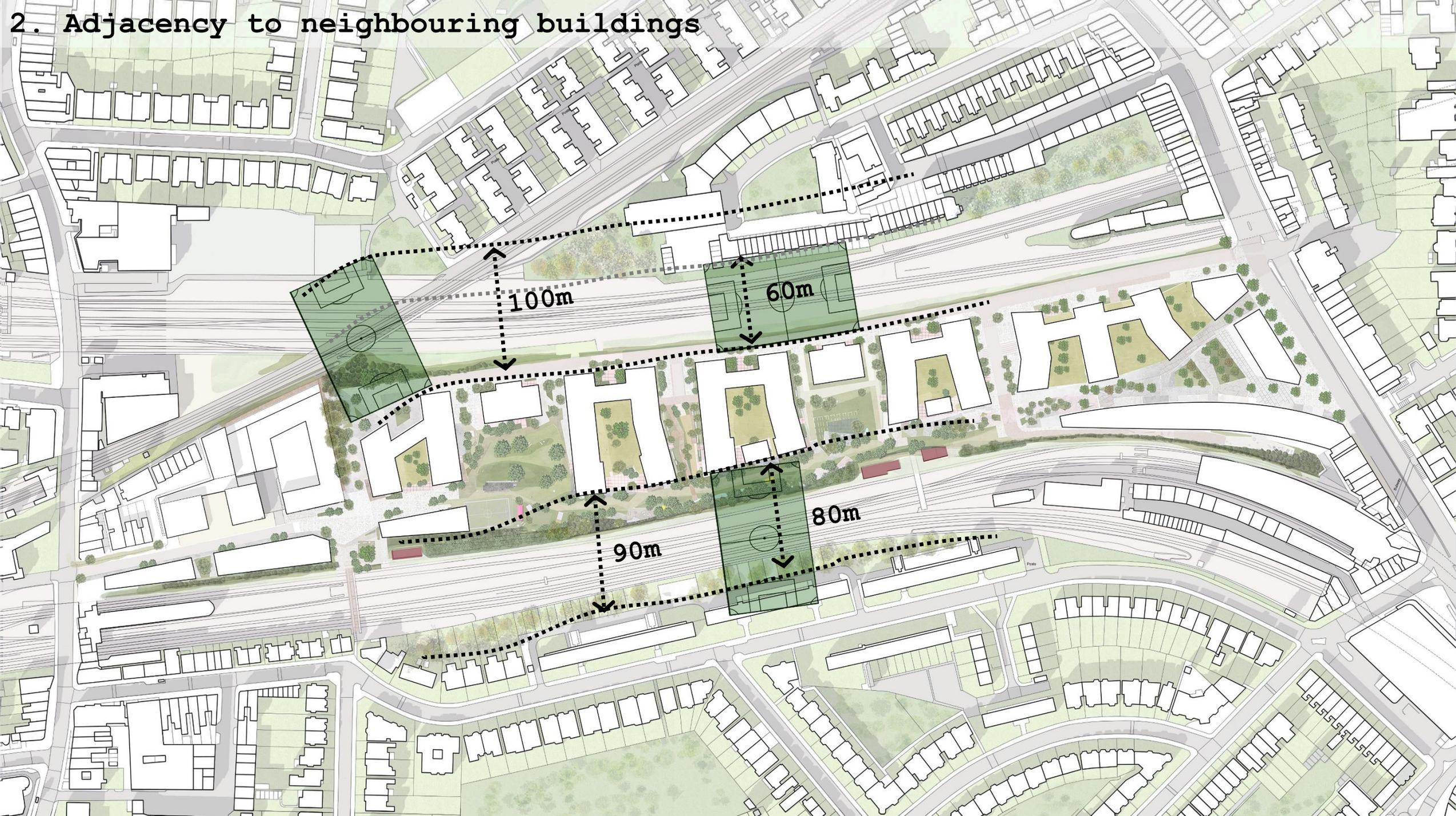
1. Aspect



2. Adjacency to neighbouring buildings



2. Adjacency to neighbouring buildings



3. Site levels



4. Key Local Views



View in context

Views in conservation

Blackburn Road

Nutley Terrace

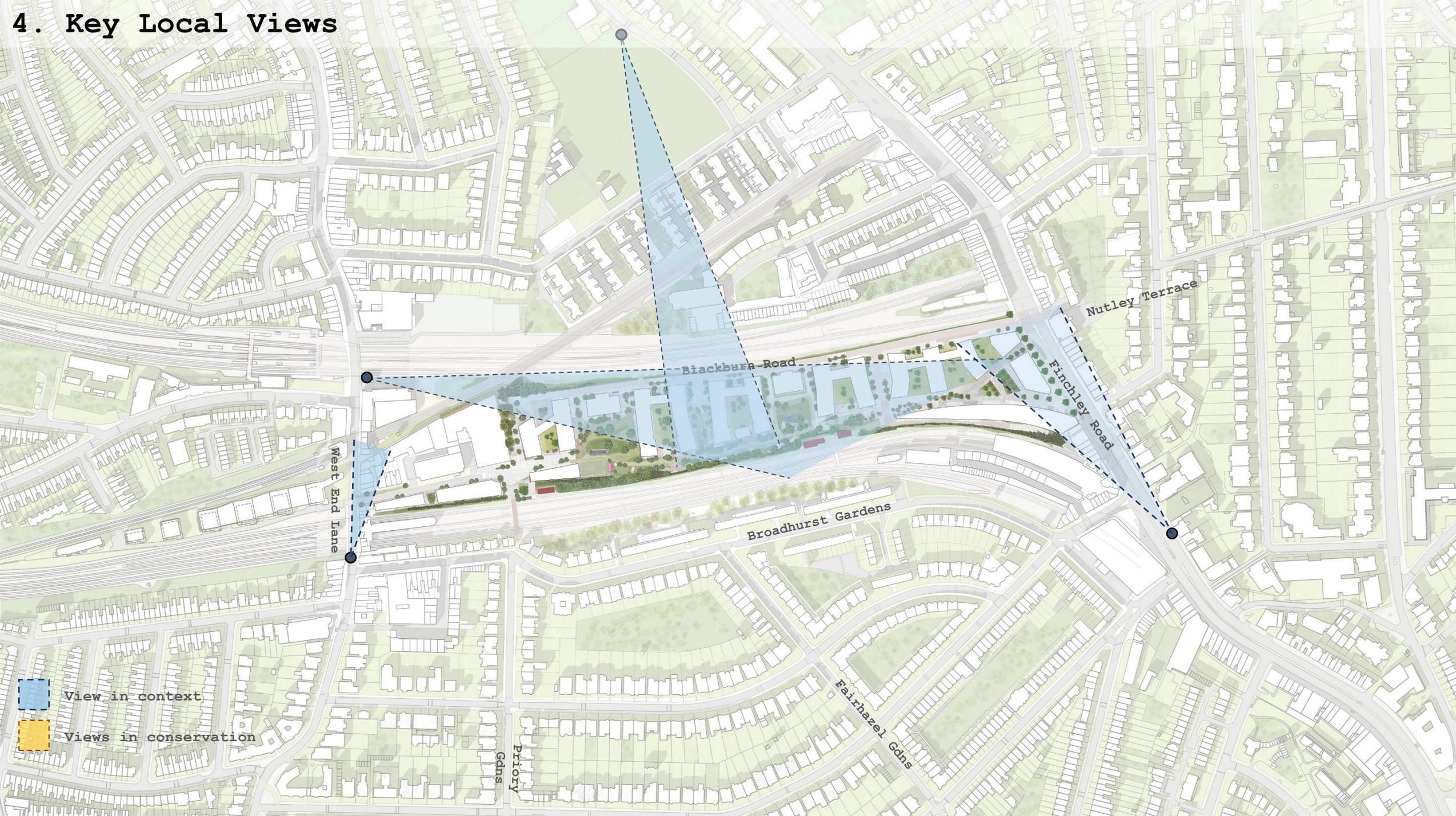
Finchley Road

Broadhurst Gardens

Fairhazel Gdns

Priority Gdns

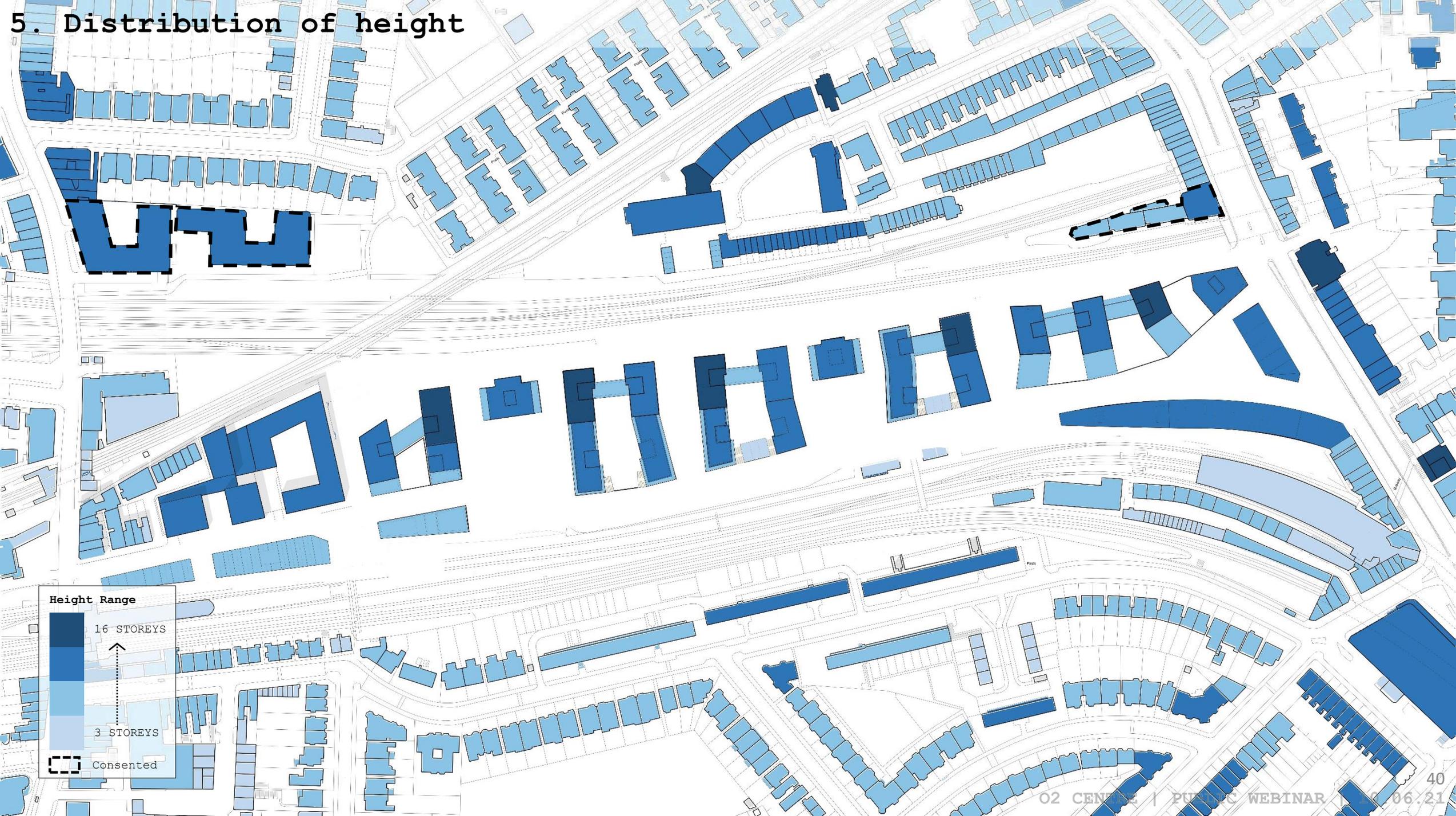
4. Key Local Views



View in context

Views in conservation

5. Distribution of height



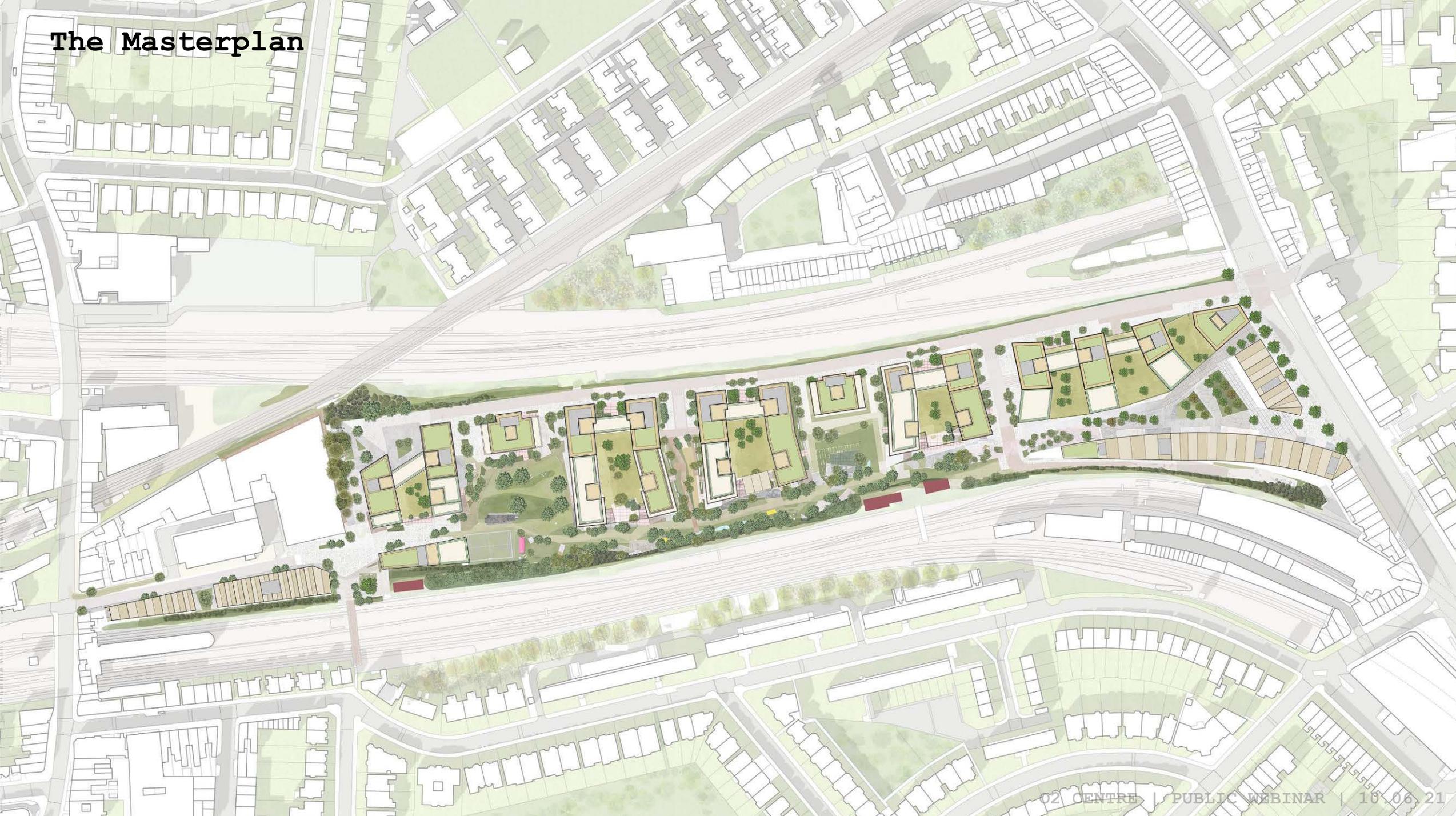
Discounted approach to massing | **Two taller points**



Our approach to height



The Masterplan



Detail & Outline

Legend

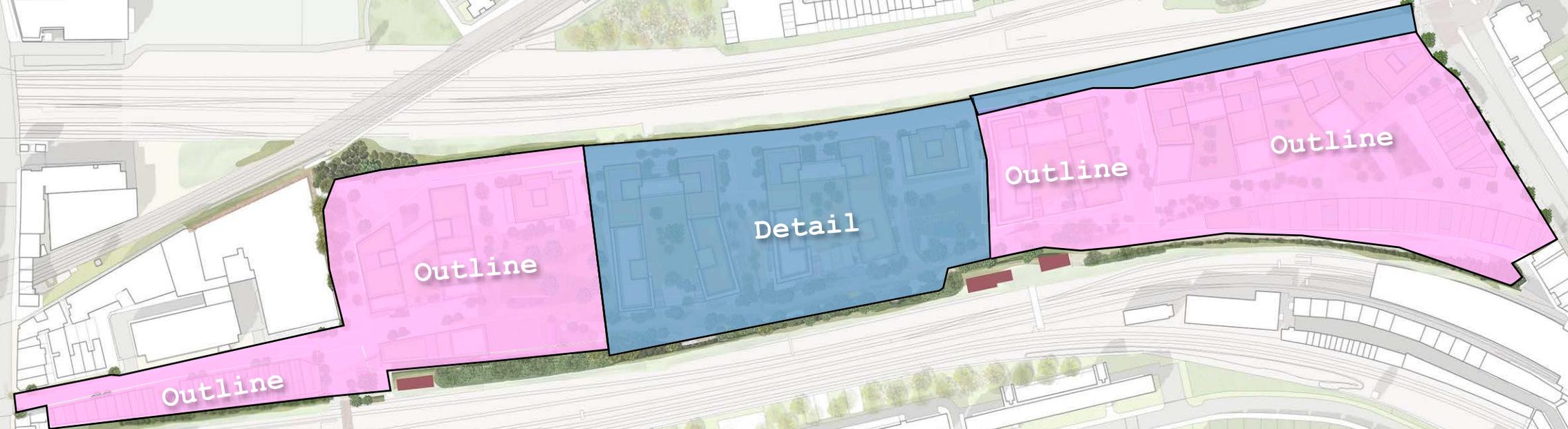
- Outline
- Detail



Outline



Detail



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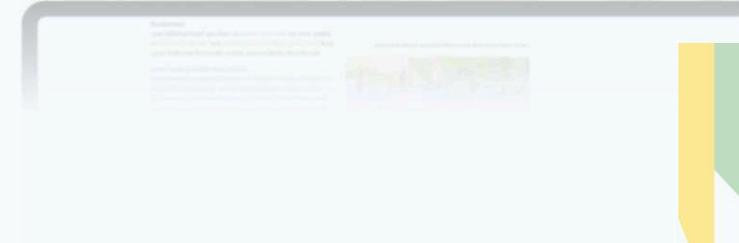
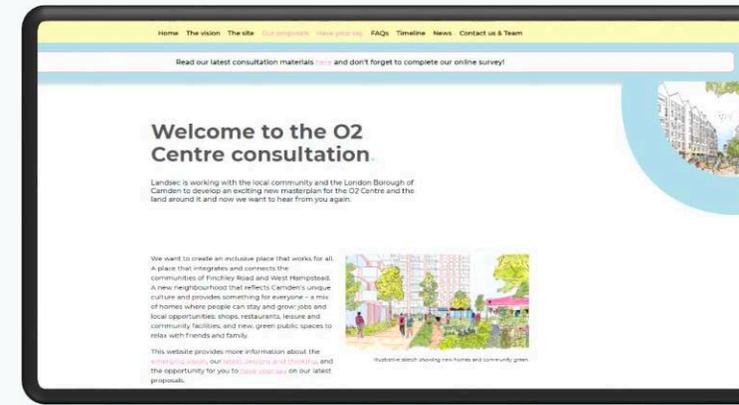


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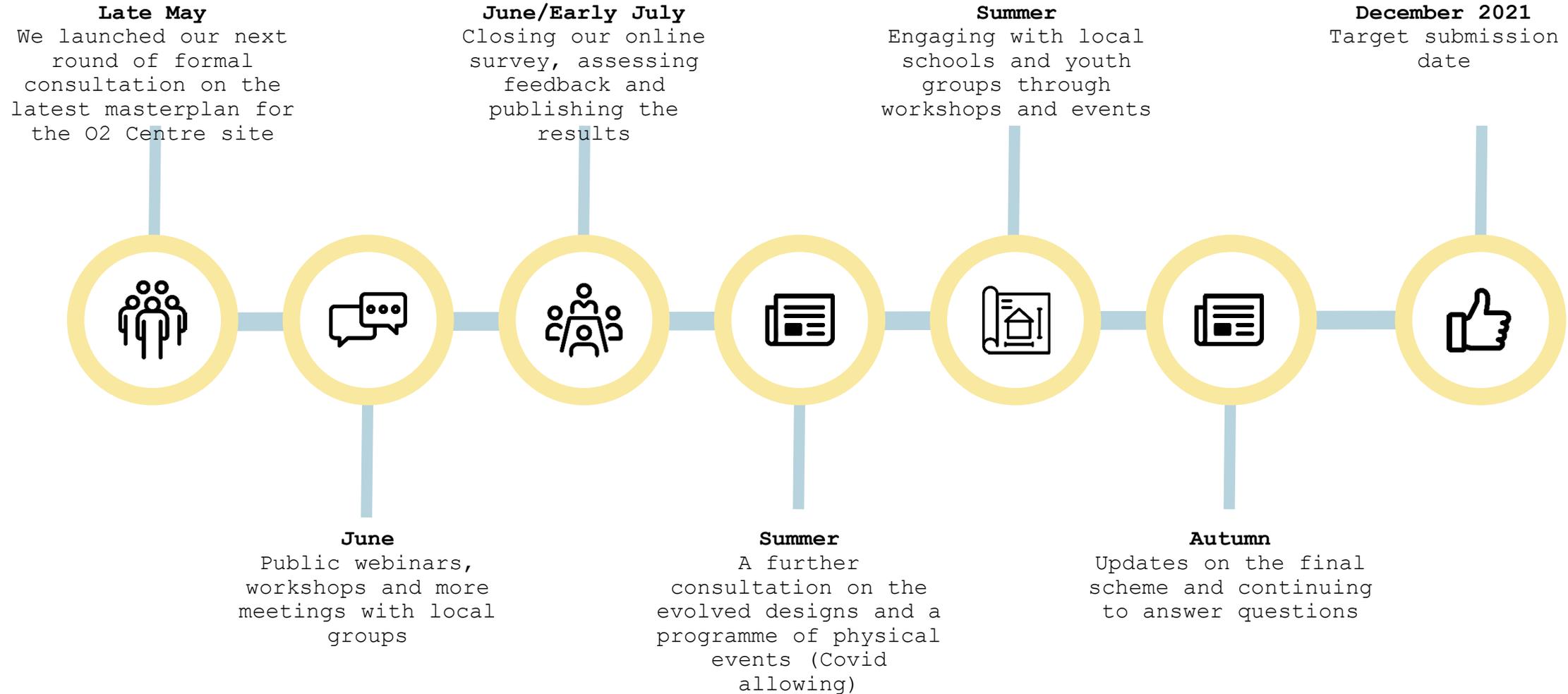
Our consultation now

At the end of May, we launched our next phase of consultation which showed how the masterplan has evolved.

- **Over 22,700 flyers** printed and distributed to local residents.
- Press advert featured in both **Camden New Journal** and **Ham&High**.
- Brand new consultation website created. Circa **7,000 total visits to our websites** since launching.
- Around **60 local community groups** written to.
- Updates posted on our previous Commonplace websites.
- Circa **47,000 people reached on social media** so far.
- **Public webinars organised** on 10th and 14th June.
- A presentation to Camden's Development Management Forum on 16th June.



What's coming up



Thank you