



Members of the JTP team, Ballymore, Network Rail and the local community at the Community Planning Weekend

6. COMMUNITY PLANNING DAY

Below is a distillation of the key issues and actions that emerged from the workshops during the Community Planning Day.

KEY ISSUES

- Need sufficient social infrastructure to support more residents in area.
- More houses will exacerbate existing parking problems.
- Shortage of affordable housing.
- Changing face of retail – loss of small independent shops.
- Pedestrian congestion at peak times due to narrow pavements.
- Too much street clutter impeding flow of pedestrians.
- Traffic congestion.
- Density and height of new development.
- Local businesses loss of premises.
- Noise of trains.
- Fear that increased population will increase crime.

ACTIONS

- Keep the 'village' character.
- Create hard standing for farmers market.
- Include small affordable units for small businesses.
- Protect small independent businesses.
- Improve public realm - street furniture, signage, location of crossings.
- Provide a good percentage of affordable and social housing.
- Retain views of sky and feeling of openness.
- Provide sufficient parking - underground.
- Include inside community space for meetings.
- Design a large square with multiple uses to integrate the whole community.
- Consider a concourse and / or footpath that connects the stations.
- Curved, cobbled frontage with shops, studios, market and inner green, accessible space,
- An oasis of green, with water feature and fruit trees – a community garden,
- Food production and biodiversity - Education Centre, allotments, permaculture,
- Explore possibility of link to and restoration of ancient Medley Orchard,
- Ensure ongoing communication and consultation – eg website with progress reports – to engender trust.

A New Vision for West End Lane

Consensus Scheme

BACKGROUND

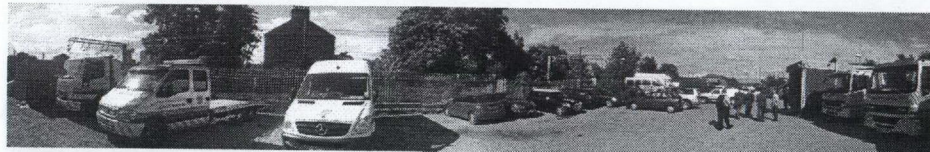
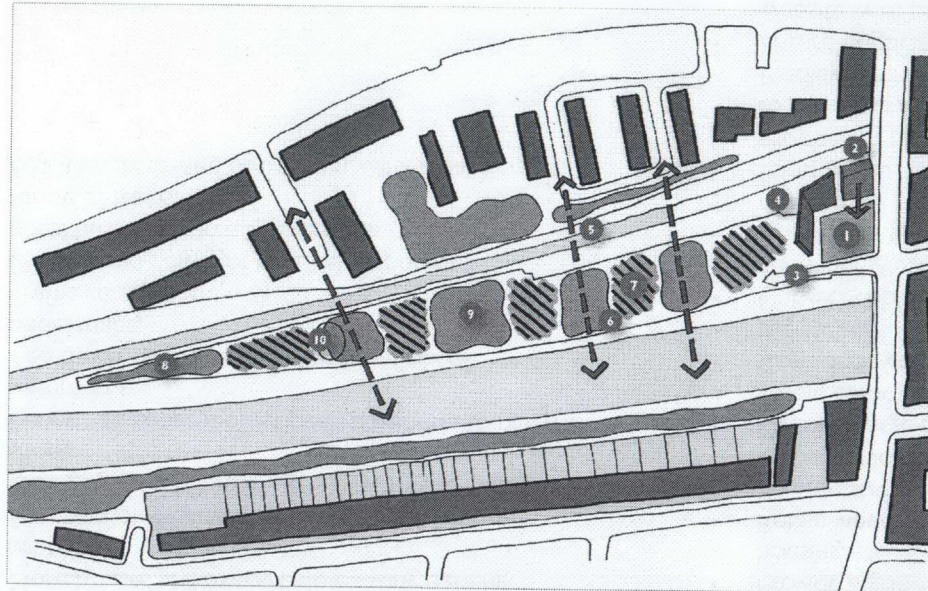
Ballymore Group and Network Rail as joint landowners are seeking to regenerate this important site, (outlined in red, below). Given Camden Council's emphasis on the delivery of new homes in the borough, the landowners intend to bring forward proposals for a residential led, mixed use scheme. We are at an early stage in the process and the aim is to design a high quality development that fits well into the locality and responds to its highly accessible location. John Thompson & Partners (JTP) have been appointed as architects and masterplanners for the scheme and to facilitate the community planning process which will inform the planning application to be submitted later this year.

WHAT HAPPENED AT THE COMMUNITY PLANNING DAY

At the Community Planning Day people had the opportunity to participate in workshops and hands-on planning groups to discuss key issues such as layout and landscape design, sustainability, getting about and the local economy. David Laycock from Ballymore and Edward Martin from Network Rail were present throughout and the design team led by JTP who facilitated the day. This event was an opportunity to share local knowledge, discuss ideas and contribute to the emerging Vision for the site. Team members were on hand to explain what was happening throughout the day.



“ Camden has woken up to the idea that this could be a residential site – years ago it was designated an industrial site. ”



The proposals for West End Lane aim to create a high quality, well managed, mixed-use neighbourhood to be enjoyed by new residents and the wider community.

Key

- 1 Public square for market, events & outdoor cafe
- 2 Access for potential future station extension
- 3 Vehicle access using existing route
- 4 Contextual buildings with retail frontage at ground level
- 5 Visual permeability from existing viewing corridor
- 6 Green spaces providing high quality amenity for residents
- 7 Buildings in between office space at ground level with residential above
- 8 Ecological area as part of protected green corridors
- 9 Green space to relate to 'Orchard' opposite
- 10 Turning area for emergency, refuse and network rail vehicles
- Green spaces
- Proposed Buildings
- Existing Buildings
- Existing viewing corridors



Report Back Broadsheet, middle page showing the illustrative masterplan

7. REPORT BACK

WEST END LANE Community Planning Report Back

July 2011
Newspaper 1

A New Vision for 187-199 West End Lane



**187-199 WEST END LANE
COMMUNITY PLANNING DAY**

Over 80 people from the local community participated in the West End Lane Community Planning Day on Saturday 2 July 2011 at Emmanuel C.E. Primary School on West End Lane to help create a new vision for the future of the site.

At the event people participated in workshops, workshops and hands-on planning groups to discuss key issues such as community facilities, landscape design, environmental constraints and getting about. The event was an opportunity to share local knowledge and ideas and contribute to the emerging vision for the site. People were welcome to pop in for a short while, a few hours or stay for the entire time and team members were on hand to explain what was happening.

Following the Community Planning Day the design team, led by JTP, analysed the outcomes and developed an illustrated Consensus Plan which was reported back to the community at St James Church Hall, Sherriff Road on Wednesday 13 July.

West Hampstead is a hub. People come into the West Hampstead interchange but can't get from one station to the other. There are simply too many people and the pavements are too narrow.

- Local resident

The 187-199 West End Lane Community Planning process is being organized by John Thompson & Partners, Urbanists & Architects on behalf of Ballmore Group and Network Rail. If you would like any more information please contact Iain Ashbridge, John Thompson & Partners at info@jtp.co.uk or on 020 7017 1700.

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WEST END LANE KEY THEMES

Following the community planning day the team from JTP analysed the outcomes and produced the following key themes as a summary of the views of participants.

LOCAL CONNECTIVITY
Existing local residents were frustrated with the congestion of vehicles in the site and the narrow pavements. The narrow pavements and street clutter make it a struggle between the three local main roads especially along West End Lane. Wider pavements and open spaces would be welcomed, and a review of the pedestrian crossing locations. It is felt that a residential-led mixed use scheme will generate fewer vehicle movements than the site currently, which is occupied by a number of different businesses. Parking for the new scheme should be high on a minimum, however it is important that no overall parking should be added on the already congested surrounding streets.

"WH is a hub. People come into the WH interchange but can't get from one station to the other. There are simply too many people and the pavements are too narrow."

IMPROVED OPEN SPACE
There was discussion as to whether uses such as employment and retail should be included in the development. In general people felt that the inclusion of a new public square would be a good idea with an emphasis on new small high quality shops and cafes for the square. It was felt that the new open space could also accommodate a farmers market and other events throughout the year to help regenerate the wider community. Some felt that studios and small affordable units for local businesses should also be incorporated to help retain local independent businesses in the area, and that these could be located on the lower levels. Space should also be set aside for flexible community use, to be available for a number of different groups and uses.

"We need a sense of 'hard standing to house it Farmers Market - you can't make a few shops into a small space."

A GREEN RESIDENTIAL ENVIRONMENT
The development should retain the existing trees, along the boundaries of the site where possible to help soften the proposals. A series of green spaces should be provided which is well as providing amenity space for the future occupants, also allow, where possible through the scheme. A space should be provided which could be used for the existing orchard and gardens could incorporate water features, seating, food-growing, fruit trees and education uses. Greening to elevations and roof space should also be considered.

"People aren't used to the height so much of trees a lot of green grass and organic things growing up the building"

LOCAL CHARACTER
Many feel the 'village' character of West End Lane as one of the main reasons for moving to the area, therefore any buildings on the high street should respond to and be respectful of the character in terms of height, scale, materials and use. It was acknowledged that the site should drop down away from West End Lane and that buildings further down the site could adopt a different aesthetic and be taller.

"Return the village feel - give it some curves, maybe some gables"

CONTINUING COMMUNITY PARTICIPATION
The community planning day was appreciated by those who attended and the process should remain open and transparent so that local people are fully informed of proposals as they emerge. It is important that there is ongoing communication and consultation, which could be done through the setting up of a website and regular meeting at key stages in a public consultation or as the submission of a planning application.

"We know Ballmore and Network Rail got involved, but we want to know what's happened to the budget"

WAY FORWARD
The Ballmore and Network Rail team now plan to meet with the London Borough of Camden's planning officers, and Councilors to discuss the community feedback, and work with local stakeholders to form a steering group for the remainder of the consultation.

A follow on update meeting will take place on:

12th September 2011
6:30pm - 8:30pm
at St James Church, Sherriff Road
London NW6 2AP

If you would like any more information please contact Iain Ashbridge, JTP at info@jtp.co.uk or on 020 7017 1700

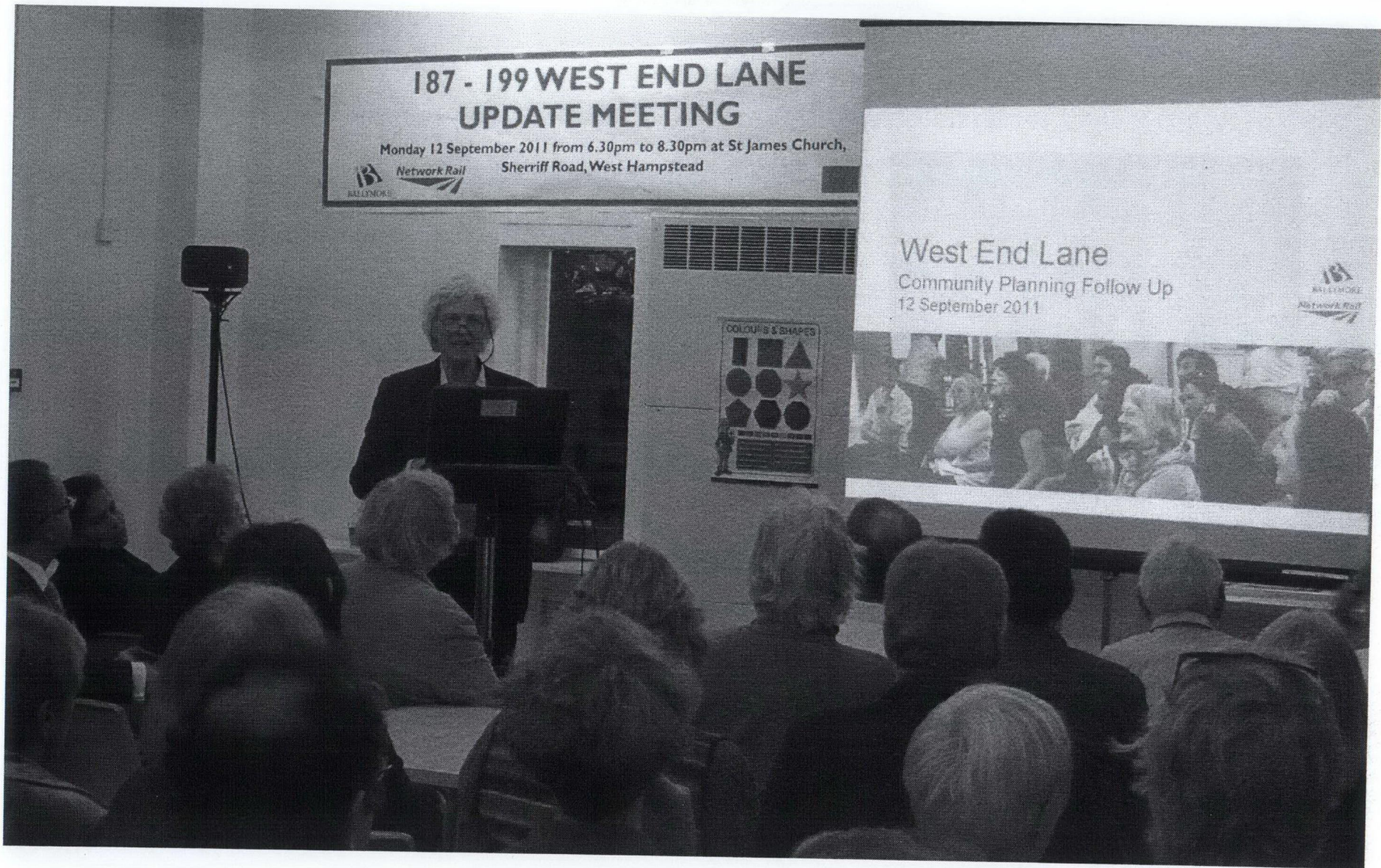
Ballmore Group Network Rail jtp.co.uk

Following the Community Planning Day the design team, led by JTP, analysed the outcomes and developed an illustrated Consensus Plan which was reported back to the community at St James Church Hall, Sherriff Road on Wednesday 13 July. A broadsheet (see on the left) summarising the outcomes of the Community Planning Day including the illustrative Consensus Plan was handed out at the Report Back event and posted to the stakeholders and attendees of the Community Planning Day.

At the Report Back event, a follow on update meeting was announced to be held on 12th September 2011 at St James Church to update the local community on the progress of the development proposals and hear their feedback.



Report Back Broadsheet, front page and back page summarising the Community Planning Weekend



8. FOLLOW UP UPDATE MEETING

Around 100 people attended the follow up meeting on 12 September 2011 at St James Church.

The meeting followed on from the Community Planning Day. The purpose of the meeting was to update the local community on the progress of the development proposals and hear their feedback. The evening started with a presentation from the John Thompson & Partners' design team, followed by a questions & answers session.

Main areas of concern included:

- Concerns over the scale and massing.
- Impact of development on character of area.
- Impact on existing businesses.
- Lack of collaboration between other developments in West Hampstead.
- Impact on West End Lane - traffic & pedestrian congestion.
- Community benefits from development.
- Location of amenity spaces.
- Location of play area.
- Public transport.
- Building trust.

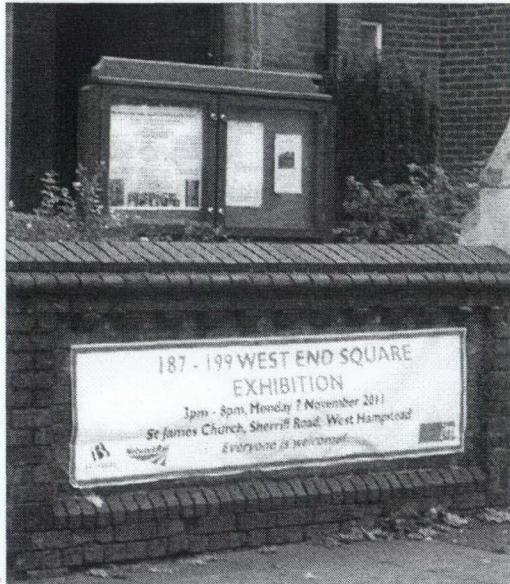
“This development will bring a lot more people into an area already saturated with people and vehicles.”

“I’ve been to three meetings about developments in this area. Why don’t you all work more together?”

“Will my rent go up?”

“The play area seems too tucked away – there’s an issue of safety.”

“People come to sleep here but work somewhere else.”



Event banner outside St James Church

**187-199 West End Lane
Public Exhibition**

**Saturday 5 November, 10am - 2pm
Monday 7 November, 3pm - 8pm
St James Church, Sherriff Road,
London NW6 2AP**

**Come and view the updated proposals for
187-199 West End Square (located between
West Hampstead Silverlink and West
Hampstead Underground stations) in
advance of Camden's Development
Management Forum on 9 November 2011**

EVERYONE IS WELCOME!

 **BALLYMORE**

 **Network Rail**

The Community Planning process is being organized by John Thompson & Partners, Urbanists & Architects on behalf of Ballymore Group and Network Rail. If you would like any more information please contact Ieva Ansberga, John Thompson & Partners at ia@jtp.co.uk or on 020 7017 1780.

jtp.co.uk

Press advert in local paper "Ham & High"






187 - 199 West End Square
(former 187 - 199 West End Lane)
Public Exhibition

EXHIBITION TIME & VENUE

**Saturday 5 November, 10am - 2pm
Monday 7 November, 3pm - 8pm
St James Church, Sherriff Road,
London NW6 2AP**

**You are invited to a public
exhibition to view the
updated proposals for the new
development at 187 - 199 West
End Square in West Hampstead
(for the site location, see the back of this
flyer)**



The exhibition is being organised by John Thompson & Partners on behalf of Ballymore Group and Network Rail following the Community Planning Weekend held in July 2011 when the Vision for 187 - 199 West End Square was created.

The purpose of the exhibition is in advance of Camden's Development Management Forum on 9 November 2011 to update the local community on the progress of the development proposals and hear their feedback.

The exhibition will be open to everybody and will provide an opportunity to view the updated proposals for the site and leave comments. Members of the design team will be on hand to talk through the proposals and answer questions.

We look forward to seeing you at the exhibition. Please encourage neighbours and colleagues to attend as well. In the meantime, if you would like any more information please contact Ieva Ansberga, John Thompson & Partners at ia@jtp.co.uk or on 020 7017 1780.

3000 flyers were distributed to advertise the exhibition

9. PRE-APPLICATION EXHIBITION

Around 200 people attended the pre-application exhibition on Saturday 5 November and Monday 7 November at St James Church to view the updated proposals for the new development at West End Square in West Hampstead.

The purpose of the exhibition was to show the updated development proposals and hear their feedback in advance of Camden's Development Management Forum on 9 November 2011.

People had a chance to fill in feedback sheets at the exhibition and submit their comments by post or email. The exhibition that was also made available on the JTP website. Below is the summary of the comments received:

Concerns

- Concern about the future of small independent shops on the site. Is there consideration to give the existing shop owners priority to reserve a unit in the new development.
- Concern over the number of new homes and their potential impact on West Hampstead infrastructure and local amenities.
- Concern over the proposed height of parts of the development.
- Fear of increased traffic and pedestrian congestion on West End Lane.
- Amount and positioning of affordable housing
- Concern about amenity value of open space between blocks due to noise from railways.

Positive comments

- Well presented proposals - glad to see changes made as a result of earlier community feedback.
- The square on West End Lane is a positive aspect of the design and welcome.
- Addition of 200 flats, the shops and units will give a boost to commercial and residential sectors in West Hampstead.
- Would like to have a local competition for the design of the new clock tower.

Since the early stage of the community planning process through to the submission of the Planning Application, Ballymore and Network Rail have been working with the community to respond to the concerns raised. For the summary of how the proposals have addressed these issues, please see the table "Influence of the community engagement process on the proposals" on page 11.

Ballymore and Network Rail are committed to continue working with the community after the submission of the Planning Application as the development proposals progress.