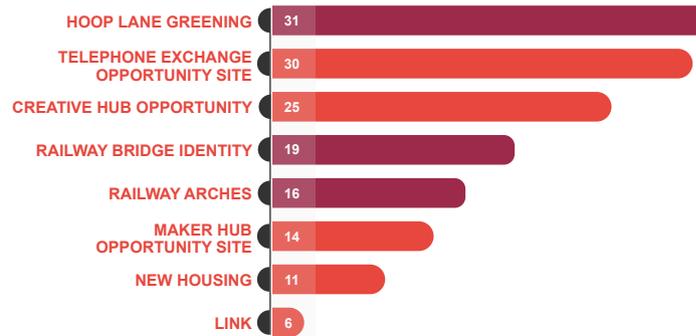


PRIORITIES

Respondents were asked to select their top 3 priorities within **D.Making Hub**, **E. Active Mews & Lanes** and **F.The Promenade**. The diagrams below show the top priorities.

D. MAKING HUB

- Hoop Lane Greening scored highest
- There was a very positive response to the idea to develop a creative hub around the historic telephone exchange, courtyard behind and railway arches. With people welcoming diversifying the types of employment space on the high street as a means to generate additional footfall to support the retail on the high street.



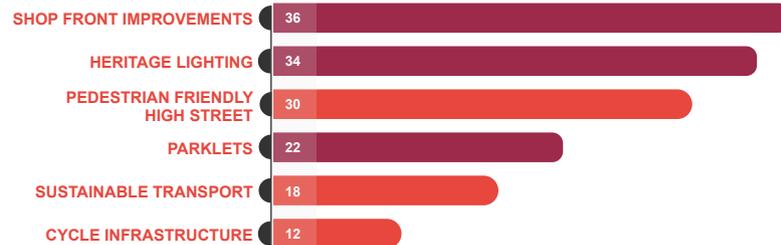
E. ACTIVE MEWS & LANES

- There was overall support for creating an attractive 'mews' environment, with active frontages and new greening and designated bin storage



F. THE PROMENADE

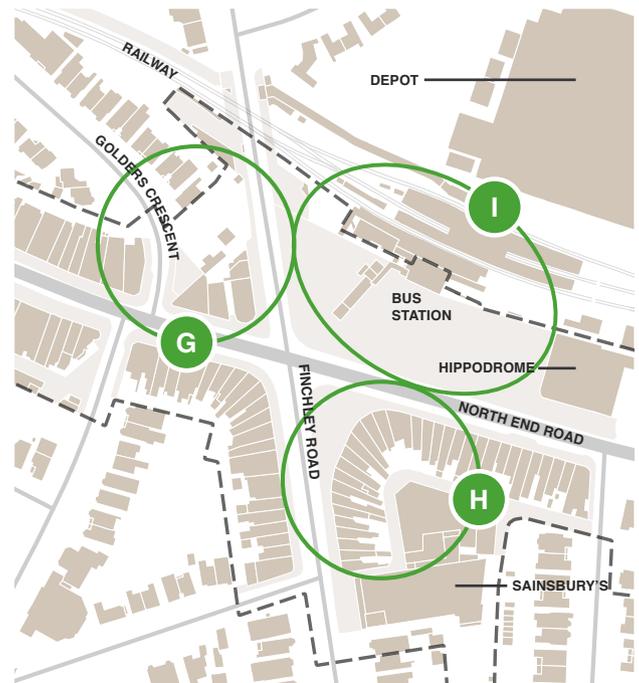
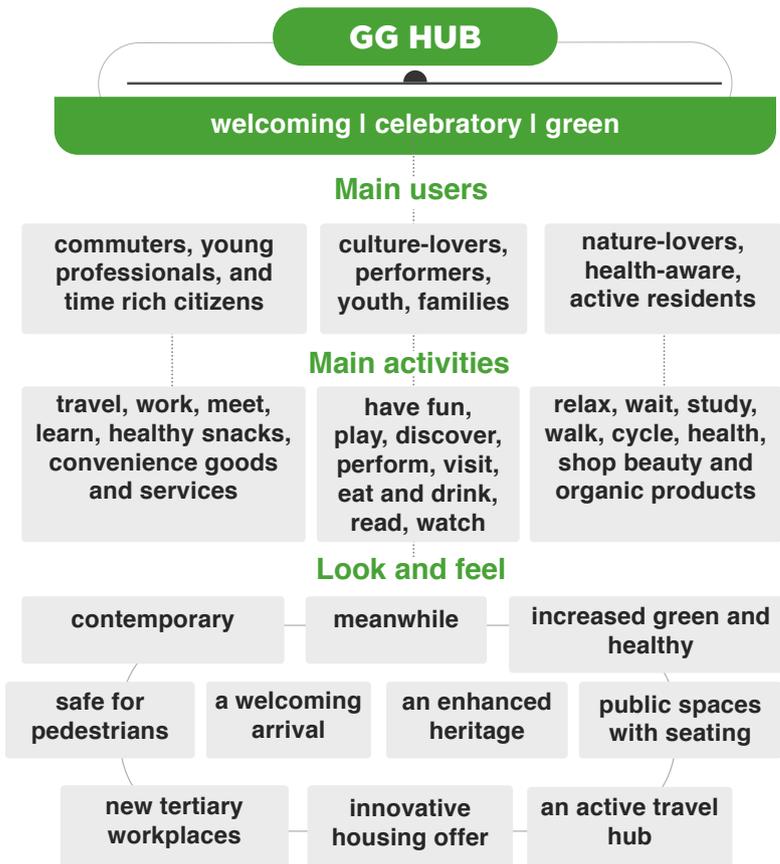
- As in the West Side shop front improvements was most popular combined with lighting to enhance the historic Edwardian parades
- The Parklets project was felt to be a good way to trial any improvements with the community and demonstrate the community benefit of creating a pedestrian friendly high street



■ Short-term Improvements (1-2 years)
■ Long-term Improvements (5+ years)

GOLDERS GREEN (GG) HUB

The GG Hub will connect people to transport and to places. It will be a welcoming arrival space where those of all ages can meet, gather, spend time, work, eat and shop. The area's historic buildings will frame public spaces and an improved bus station, providing new shops and facilities and injecting renewed life and vitality into the area.



Inspirational Examples



Plaça de la Vila de Gràcia, Barcelona



Crouch End, clock tower peninsula



Archway gyratory, remodelled as a public realm peninsula



Wood Street & Hoe Street Park project



Gabriel's Wharf



Blue House Yard, meanwhile hub, Wood Green



Pimlico, street greening and seating



Deptford railway arches



Wilhemina Square, Leeuwarden



Gillett Square, Dalston

GG Hub - Cultural Hub

Golders Green Crescent & Finchley Road car parks by Thames Water Pump House

- Existing car park, Thames Water pumping house, car wash and back-of-house areas create an unattractive public realm.
- Key opportunity site due to its location opposite the station and major flows of people.
- Golders Green High Road, junction with Golders Green Crescent, is a busy corner for people using the high street, yet it prioritises vehicles accessing a residential street above pedestrians and cyclists.
- Thames Water main forms an historic cutting through the town centre, shaping its developments such as the triangular Lloyd's bank building
- The historic water pump house forms a small landmark, together with the higher building on Finchley Road with its corner tower.
- Wrap around ground floor retail unit facing Golders Green Crescent, shop windows are currently boarded up, could provide the opportunity for an active frontage.
- Southern orientation and set back from the busy high street provides an ideal micro-climate for a comfortable and quiet public space / and or family friendly space.
- Existing mature trees are an asset.
- HSBC building is a significant historic landmark and gateway to the high street. It lacks visibility from the station.
- Café Nero on the corner of Hodford Road provides an active street frontage and the turret creates a mini-landmark when approaching from the east and the station.
- Historic road-signs bring further interest to the area but are poorly set or hidden by overgrown planting.
- Thames Water main will provide a constraint to development and right of way for servicing.
- Alleyway on Golders Green Road adjacent to HSBC in a poor state of repair.

Key Stakeholders

- 1 Thames Water
- 2 Transport for London
- 3 Lloyds Bank Building
- 4 Church Commissioners for England (HSBC Building)
- 5 Erno Goldfinger's early building in London.
- 6 Private landowner of site
- 7 The Refectory and Barnet Council Individual landowners Local businesses and residents



Existing View



HSBC building, currently a low landmark



View from Golders Green Crescent to Lloyds Building rear



Historic water pump and temporary structures along Finchley Road, with mature trees in the background

GG Hub - Cultural Hub

Golders Green Crescent & Finchley Road car parks by Thames Water Pump House

Short-term Improvements | 1 to 2 Years

1 PEDESTRIAN CROSSING

- Prioritise pedestrian movement with traffic calming at Hodford Road and Golders Green Crescent junctions with the high street.

2 CRESCENT SQUARE

- Trial vehicle access restriction into Golders Green Crescent Junction to create new temporary public amenity space. Trial place activation ideas and greening options and measure response.

INFLUENCE: Potential community / stakeholder-led projects

3 ACTIVATE CORNERS

- Open-up the Lloyds building and blank façade on corner of Golders Green Crescent to create active frontages to bring life to proposed public amenity space.

4 MEANWHILE

- Interim use of the site as a pop-up market and start-up tech hub. A quick win for up to 5 years to kick-start new business activity, to promote local character and identity as well as Golders Green and to stimulate community and public activity.

5 HSBC ROOFTOP

- Opportunity for HSBC rooftop to be used as a bar/ café with a view towards the Hippodrome.

Long-term Improvements | +5 Years

INFLUENCE: Potential community / stakeholder-led projects

6 WATER MAIN SQUARE

- Create a significant new south facing public space by closing vehicular access to Golders Green Crescent from the High Street. Provide extensive new planting, playful landscaping, seating, lighting and facilities such as cycle racks alongside a gentle water feature to animate the space and mitigate noise. Create an environment that encourages positive outside (and cafe) seating.
- Create a direct new pedestrian connection between Golders Green Road and Finchley Road.
- Consider linking the story of the water main to the public space design through interactive water features and places for families to rest and play.

7 COMMUNITY/WORKSPACE OPPORTUNITY SITE

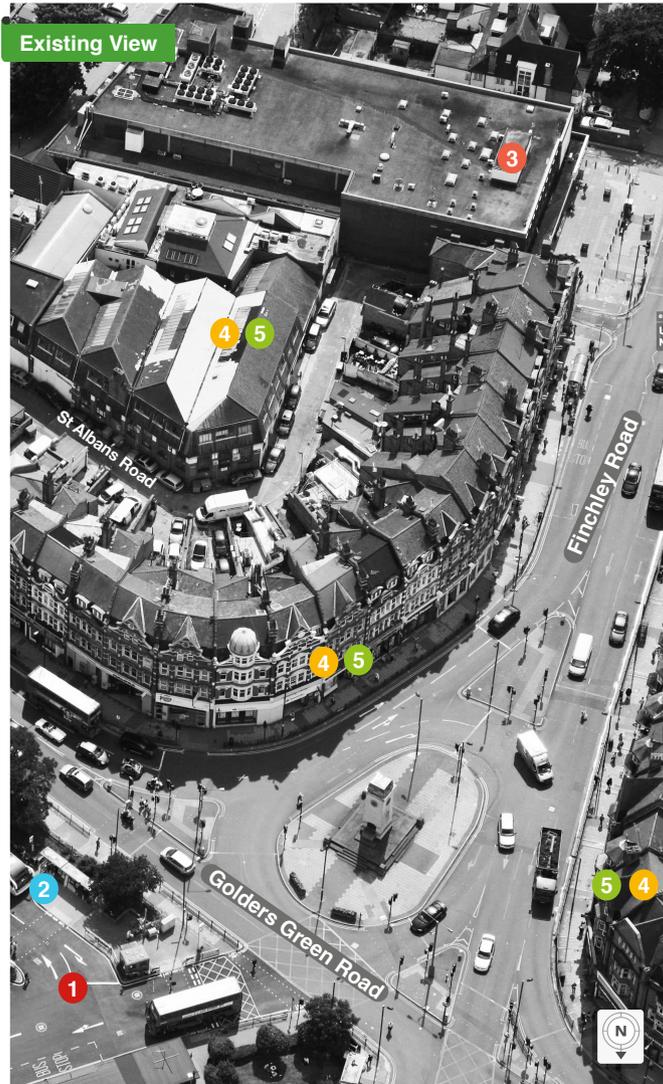
- Opportunity to create a mid-rise mixed-use development with the potential to create community space and flexible workspace on the ground and first floors to help activate the Water Main square project referred to above.



GG Hub - Gateway

War Memorial, Finchley Road, up to Sainsbury's and St Albans Lane

- The traffic island formed around the War Memorial is dominated by cars and buses, negatively impacting the impression of the town centre.
- The War Memorial is a significant local feature and asset but it is marooned and obscured by traffic.
- Impressive architectural backdrop of Edwardian parades.
- Traffic islands form a barrier to the natural flows of pedestrians and creates a poor environment for people due to pollution, noise and safety issues.
- The space lacks greenery and retail spill also constrains pedestrian movement.
- St Albans Road is full of parked cars and commercial bins and clutter. Interesting facilities such as the Chinese Cultural Centre and a language school, are hidden.
- Sainsbury's supermarket is a key destination locally for people on foot and car. Situated at the southern entrance to the Town Centre, it is set back, is unharmonious with its surroundings and has a cluttered and poor forecourt public realm.
- St Albans Road is full of parked cars and commercial bins and clutter. Interesting facilities such as the Chinese Cultural Centre and a language school, are hidden.



The Memorial as a traffic island



Sainsbury's on Finchley Road

Key stakeholders

- 1 Transport for London
- 2 National Express
Historic England
- 3 Sainsbury's
- 4 Individual landowners
- 5 Businesses and residents
- 6 Barnet Council

GG Hub - Gateway

War Memorial, Finchley Road, up to Sainsbury's and St Albans Lane

Short-term Improvements | 1 to 2 Years

1 GREEN FORECOURT

- Public realm improvements to the space in front of Sainsbury's to create an attractive forecourt and arrival.

2 CULTURE / MEANWHILE

- Explore opportunities to utilise basement of existing building to reinstate as a film house or for other cultural uses.

Long-term Improvements | 5 to 10 Years

3 WAR MEMORIAL

- Alter traffic junction to create an appropriate setting for the War Memorial including a pedestrianised peninsular.
- Need for traffic modelling and work with key stakeholders including TFL to explore opportunities and impacts.
- Improved public realm and increased public space for people. Plant new trees and other planting and seating to maximise south orientation and opportunity for space for people.

4 PEDESTRIAN CROSSING

- Pedestrian priority crossings with removed railings, shared surfaces and traffic calming.

5 CYCLE INFRASTRUCTURE

- Defined cycle paths on north-south route along Finchley Road and improve access to bicycle racks at appropriate locations.

6 PARADES

- Enhance the urban setting of the Edwardian parades with lighting, shop front enhancements and clear demarcation for outside seating/spill.

7 GREENING

- Plant new trees and low-level planting along Finchley Road to create pollution and noise buffers.

INFLUENCE: Potential community / stakeholder-led projects

8 SAINSBURY'S OPPORTUNITY SITE

- Opportunity to redevelop the low-rise and un-harmonious Sainsbury's building, car park and industrial estate on St Albans Road with a mix-use development, with active ground floor and basement for community and leisure uses / light industrial / affordable workspace.
- Integrate a grocery store and parking to maintain the convenience facility
- Development should integrate cultural and leisure uses.
- Any development to create high quality public realm and improve public greening. Create a new pedestrian link from Finchley Road/ Rodborough Road to Golders Green Parish Church and West Heath Drive
- Any development must consider the business and transport logistics to minimise impact on town centre.

Short & Long Term Vision



GG Hub - Central Hub and Town Square

Transport Hub, Finchley Road and railway bridge, including up to Rotherwick Road

- Issues over drop-off for the coach station and anecdotal reporting of anti-social behaviour on Finchley Road at night affect local residents.
- Area generally looks tired / paving on Finchley Road is in poor condition, with signs of historic cobbles at entrance to depot.
- Poor maintenance of historic brick arch over Finchley Road with over painting and new cycle parking obstructing flows of people. Cycle racks are full.
- Inappropriate use of railway arches within the station area as a car sales showroom. Under-use of public green space.
- Poor wayfinding, lack of sense of arrival when exiting the underground or bus station.
- Low-rise shopping parade tired and untidy with poor use of space.
- Toilet hidden and behind unmaintained open space. Lack of bins. Community billboard unused and not well located.
- Station offices in containers unattractive.
- Prediction that public transport will increase by 40% by 2030 and requirement by GLA for TfL to be self-funding by then.
- Modest development opportunity to provide new commercial uses and affordable homes and to address funding gaps that respect location.
- Railway bridge could help to frame a better arrival and link to the suburb. Arches have southerly orientation that could be linked to a new café and outside seating.
- Second entrance to underground station closed, potential to reopen and activate railway arches with retail.
- Rotherwick Road marks the entrance to the Garden Suburb.



Poor pedestrian and cycle environment outside the station



View of Bus Station from Finchley Road



Closed Entrance to Underground Station



Cars Sales Show Room in Railway Arch

Key stakeholders

- | | |
|--|--|
| <ul style="list-style-type: none"> 1 Transport for London 2 ALSTOM (train depot) 3 National Express | <ul style="list-style-type: none"> 4 Network Rail 5 Atech Automotive 6 Businesses within the station <ul style="list-style-type: none"> • Individual landowners • Barnet Council |
|--|--|



Existing View

GG Hub - Central Hub and Town Square

Transport Hub, Finchley Road and railway bridge. including up to Rotherwick Road

Short-term Improvements | 1 to 2 Years

1 ENHANCE PUBLIC REALM

- Eastern side of Finchley Road repaved. Use of characterful golden unbound gravel on some sections. Restored historic granite sets to the north of the railway bridge
- New crossings on raised tables along Finchley Road to enhance pedestrian ease of movement.
- Aid pedestrian movement on Finchley Road: relocate cycle racks under the bridge, relocate bins and signage, railings and disused kiosk.

2 GATEWAYS

- Enhance wayfinding at key gateways and arrival points, such as station exit and bridge over Finchley Road. Consider natural orientation through views and vistas of landmarks and changes in surface treatment.

3 RAILWAY HERITAGE

- Enhance railway arches and restore original brick finish and glazed tile surfaces integrate imaginative lighting

INFLUENCE: Potential community / stakeholder led projects

4 BUS STATION GREEN

- Maintenance of green spaces, fencing & lighting.
- Potential for meanwhile pop-up street food, markets and community celebrations

5 HIPPODROME FORECOURT

- Public realm improvements to the space in front of the Hippodrome. Potential to refer to musical heritage.

Medium-term Improvements | 3 to 5 Years

INFLUENCE: Potential community / stakeholder-led projects

6 ACTIVATE

- Create active ground floor uses. Eg new café in railway arches with south facing outdoor seating area and public space for people to enjoy

7 SUSTAINABLE TRANSPORT

- Create an Active Travel Hub with cycle storage and supporting facilities at the Station

8 PICK UP AND DROP OFF

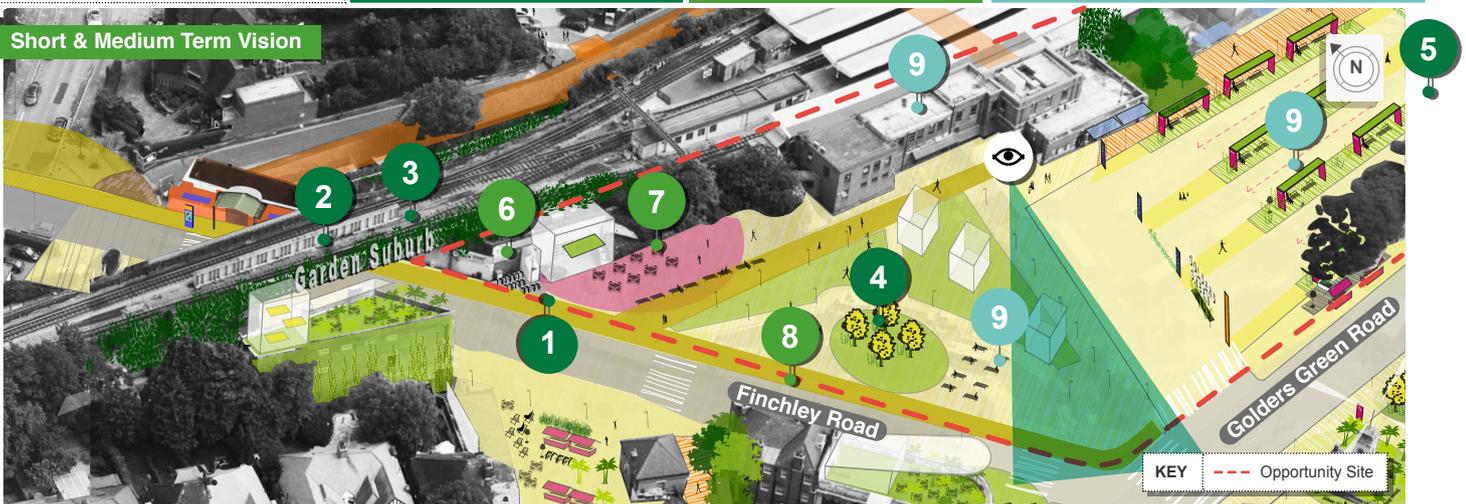
- Pick up and drop off to be identified and planned in

Potential Long-term Improvement | 5 to 10 Years

9 OPPORTUNITY SITE

- Potential to undertake a comprehensive redevelopment of the low-rise shopping arcades, station building and bus station to create a mixed-use station development, that includes new leisure and commercial uses, flexible workspace and homes around the station. Development is to be of high quality, both contemporary and contextual working with the conservation area and not impacting key historic views from the Garden Suburb
- Any re-development to integrate high-quality public realm with an opportunity to create a green station plaza with active frontages onto it and space to support a market; ensuring vistas are created from the station entrance towards the High Street to aid wayfinding.
- Any site redevelopment should consider the rationalisation of the bus and coach stops to improve movement between the different transport modes.

Short & Medium Term Vision



GOLDERS GREEN (GG) HUB PRIORITIES



There was considerable support for the vision of Golders Green Hub to become a more vibrant cultural quarter and more welcoming arrival space into the Town Centre. People at the consultation outlined they would like to see more leisure uses within this area. Suggestions included a cinema, markets, public spaces to host events.

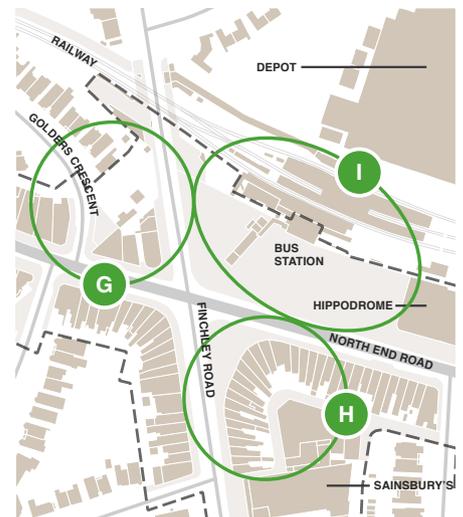
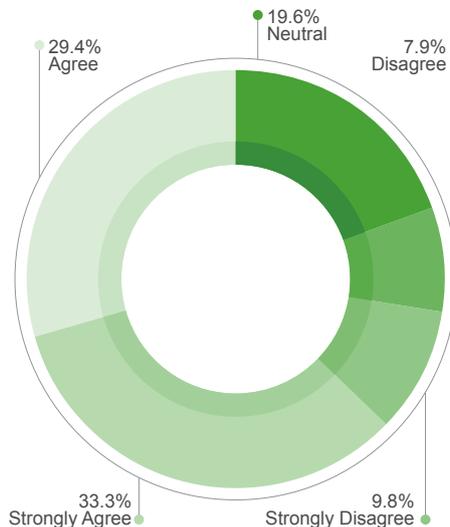
People were positive about the prioritisation of pedestrian movement, with direct pedestrian connections between Golders Green Road and Finchley Road and they supported restricting access into Golders Green Crescent from the High Street to create a new public space linked to the Thames Water Pumpouse.

The community also asked questions relating to the heritage of this area. This included an interest in the future of the

Hippodrome with people welcoming new uses, suggesting that, as a local asset which holds a lot of memories, the facility should remain accessible to the wider community.

The importance of the Sainsbury's car park was highlighted and concerns over the inadequate road infrastructure to make deliveries. Concern was also shared that the public realm around the station and Rotherwick Road is unwelcoming and run-down.

People welcomed the idea of public realm improvements to the station area. They acknowledged that development was needed to unlock this opportunity and considered that a low-rise mixed-use development with an active ground floor would be in keeping with the character of the local area and would not impact the historic views from the Garden Suburb.



PRIORITIES

Respondents were asked to select their top 3 priorities within **G.Cultural Hub**, **H.Gateway** and **I.Cultural Hub & Town Square**. The diagrams below show the top priorities.

G. CULTURAL HUB

- The need for more green dwell space on the High Street was reflected in the popularity of Water Main Square
- People also liked the idea to use this area as a meanwhile space in the short term as a pop-up street food market and start-up work space hub
- People also welcomed the idea of a cinema or other cultural / community activities in this area as appropriate and much needed



H. GATEWAY

- The greening of Finchley Road, combined with shop front improvements and historic building enhancements was received very well
- There is support for exploring the idea of creating a pedestrianised peninsular around the war memorial
- Many people agreed with the opportunity of re-developing the Sainsbury's site on the basis that convenience retail and the car parking are retained



I. CULTURAL HUB & TOWN SQUARE

- The majority of people want to see improvements to the environment and public realm around the station including greening, tree planting, and especially the repaving and de-cluttering of the northern side of Finchley Road. The station opportunity site is an excellent chance to deliver these aspirations
- There was also a positive response to introducing uses such as cafés in railway arches near the station to introduce more evening economy uses and activate the public realm around the station



