

OUR GOLDERS GREEN

TOWN CENTRE STRATEGY

October 2019



GGOLDERS GREEN TOWN CENTRE STRATEGY

Golders Green Town Centre Strategy

Final Strategy: October 2019

London Borough of Barnet

Business, Employment and Skills Team,
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About this document

The Golders Green Town Centre Strategy has been produced by Fluid on behalf of Barnet Council.

Barnet Council is committed to improving its residents' lives and making its high streets great places to live, work, learn, shop, relax, invest, socialise and visit for all. Golders Green is classified as a 'Main Town Centre' and is prioritised in Barnet's Entrepreneurial Strategy in terms of development and investment. Fluid was appointed in July 2017 to develop the Town Centre Strategy for Golders Green. The purpose of this document, prepared by Fluid, is to provide a handbook and overarching guidance for the Council, Golders Green Communities and Partners. The strategy has been developed through extensive engagement and consultation and represents the views of local people, stakeholders and council officers. The aim is to kick start improvements to Golders Green Town Centre, through collective working. Following the Golders Green Strategy review, the Final Strategy has been adopted by the council at the Assets, Regeneration and Growth Committee in November 2019.

For further information regarding this document please contact

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Design and Community Engagement Team

Fluid: Architecture | Urbanism | Participation

FLUID
ARCHITECTURE
URBANISM
PARTICIPATION

EXECUTIVE SUMMARY

UNDERSTANDING THE AREA

The strategy is shaped by an understanding of the area's unique history and current conditions - physically, socially, politically, economically and environmentally, considering:

1. What is driving change
2. The way the place is today and how it has changed
3. What locals and stakeholders think

A comprehensive and collaborative consultation process took place between August and November 2017. Findings highlighted that people want to see Golders Green as a safe, thriving, inclusive, charming and comfortable place.

Opportunities and Challenges

Golders Green has a strong community identity, with a rich and distinctive cultural heritage, valued social connections and an historic built environment. The area is home to diverse communities including, amongst others, sizeable Jewish, Korean, Greek, Polish and Japanese populations. Although there is optimism locally, it is also recognised that as a retail destination, Golders Green lives in the shadow of Brent Cross.

The following challenges need to be addressed:

1. **Economy.** Other nearby centres provide higher quality shops and experience. Local people choose to drive to them rather than walk to Golders Green, other than for the specialist ethnic shops and restaurants.
2. **Community.** Lack of public spaces and facilities for the whole community, limited awareness of community assets that do exist, need to promote cohesion among increasingly diverse communities.
3. **Character.** Need to create an exciting and modern image for Golders Green while protecting and enhancing its heritage, including the listed shopping arcade and other buildings.
4. **Movement.** Need to improve the environment to encourage walking, cycling and use of public transport while managing vehicular traffic and considering the needs of an aging population.
5. **Environment.** Pollution, cleanliness generally and lack of greenery within the town centre are issues that need to be tackled.

SHARING A STRATEGY

Based on the communities' aspirations, local challenges and opportunities, a comprehensive vision for Golders Green is set out below. The vision describes a positive change and collective success for the Town Centre.

Vision

By 2030 Golders Green Town Centre will have grown incrementally as an attractive, characterful, and well-connected place surrounded by historic parks and neighbourhoods. It will celebrate its distinctive social and built heritage, making its community proud.

It will be a welcoming, inclusive, attractive and vibrant place where people feel safe, at home and part of a diverse and generous community that helps its members to live well and prosper together.

The Town Centre and surrounding neighbourhoods will contribute to providing new homes for a growing and aging population, as well as flexible workspaces for new and existing businesses. It will offer great access to sustainable transport, public realms, healthy lifestyles, quality local services, leisure and learning facilities.

Embracing the future, built on its past, Golders Green will be enhanced, reinventing itself with new opportunities and recognised as a special place to live and visit in North London.

MAKING IT HAPPEN

This is an overarching place vision not limited by land ownership boundaries, financial resources or other constraints. Where opportunities are located on non-council owned land it provides guidance and aims to influence outcomes. This is not an end but the beginning of the next steps.

THREE BROAD AIMS

To make the vision real, three broad aims have been defined:



CONSULTATION

Engagement methodology

A comprehensive and collaborative process was conducted to engage the local community, public bodies, businesses and key stakeholders. This has been a two stage process. Stage 1 involved a series of engagement events held from August to November 2017. The events created opportunities to better understand the area and collate the opinions, thoughts and ideas of the community and stakeholders, ensuring an in-depth appreciation of the area and its users. Collectively, these events helped to inform and shape the vision and strategy. Stage 2 was conducted from September to October 2019 with the publication of the Final Draft Strategy and a 6 week consultation period. The outcomes of these are summarised in the following pages.

STAGE 1: ENGAGEMENT EVENTS

Stakeholder meetings

- Golders Green Station Action Group
- Hampstead Garden Suburb Residents Assoc.
- Hampstead Garden Suburb Trust
- Transport for London
- Local ward councillors

Community events

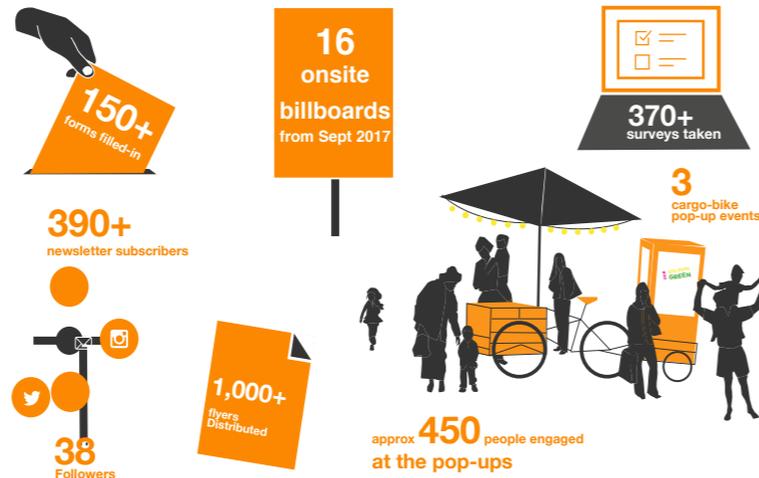
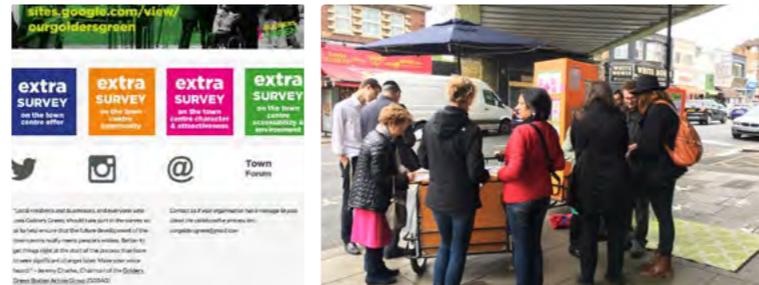
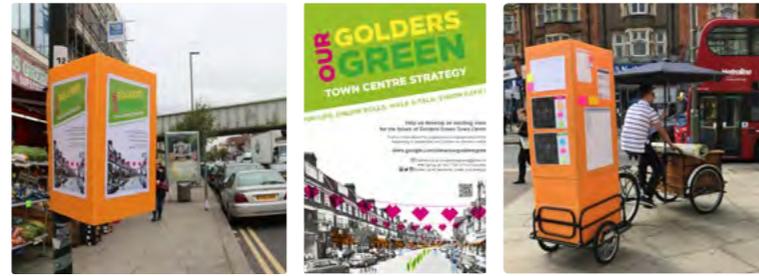
A series of on-site and online engagement tools were used including: street pop-up events, walk & talks and online surveys. People were asked to give their views on Town Centre issues including the commercial offer, community facilities and activities, character and attractiveness, environment, accessibility, open space comfort and transport.

Business engagement

Business surveys were carried out by Fluid over a two-month period; through door to door and online. 103 businesses were visited during the first phase; on the High Street, in the back-streets and under the railway arches. In depth interviews with business owners and managers helped further understand the then business climate and aspirations for the future.

Vision Café - cross-section event

In October 2017, a mixed group including public and key stakeholders, businesses and community members attended a Vision Café at which findings were reported on and early ideas introduced. In November 2017, the Draft Vision was published online. Around 400 people registered on the database were invited to give their feedback.



2017 Consultations

STAGE 2: CONSULTATION ON DRAFT STRATEGY

From September to October 2019 a series of consultation events were held in Golders Green alongside an online survey to give the local community and stakeholders an opportunity to review the Final Draft Golders Green Town Centre Strategy. This included identifying priorities from lists of 'proposed improvements' across the town centre.

STAGE 2: ENGAGEMENT EVENTS

A series of on-site pop-up events took place in September 2019 to present the strategy, answer people's questions and gather feedback on the Town Centre Vision & Strategy and three character areas identified. People could leave quick comments using post-it notes on the boards or complete a detail feedback form. Of the 54 completed feedback forms received 51 were completed on line.

Pop-up at Golders Green Station, Thursday 5th September (4.00-7.00pm)
 Pop-up outside Golders Green Library, Sunday 8th September (10am-1.00pm)
 Pop-up outside Golders Green Sainsbury's, Tuesday 10th September (11am-2.00pm)
 Online feedback was available between 2 September to 8th October

Outcome?

The overall response has been very positive as can be seen in the following pages. The collated feedback has helped refine the final strategy clarifying aspects and addressing concerns raised. The identification of community priorities will help inform the next stage of delivery.

What's next?

Once adopted, the council will use the Golders Green Town Centre Strategy as an evidence case to unlock internal and external investment in the Town Centre and share the communities needs and priorities when talking with external stakeholders looking to bring forward development within Golders Green Town Centre. A Town Team will be established to work on delivering projects and further engagement, including a focus on youth, through local schools, to ensure their views are taken account of in future stages.

2019 Consultations



STAGE 1: DEVELOPING A VISION

Consultation Findings

The findings from consultation have been categorised into key themes and a high level summary of what people said is presented opposite.

In conclusion, the community's aspirations are very much in line with those of the Council.

According to the community, Golders Green Town Centre should be:

1. Safe
2. Thriving
3. Inclusive
4. Charming and
5. Comfortable

Business surveys highlighted both positive and negative views. Business owners felt that they had limited links with the council and the local community, and described their struggle with online shopping. Opportunities for businesses in the area have declined, with a significant number reporting downsizing and operational changes.

Nevertheless, many businesses remain positive about the location and the available market for specialised businesses, particularly those linked to local communities. Current owner initiatives to upgrade their products and services are contributing to their ongoing success. There is a desire to remain in the area and expand, if issues are addressed and improved.



'Golders Green, a place with a maintained village character the distinctive feel is revived, the idyllic suburban origins are recaptured, the iconic and historic spaces and buildings are protected and the architecture is cohesive.'



'Golders Green, a place with more quality shops and a balanced mix of high street brands and independent shops that are thriving and are well designed.'

'Golders Green, a place where car and bus traffic is reduced and better managed, and where useful routes are added...'

'Golders Green, a centre with more greenery, plants, flowers and nature, including more trees along the main streets and pavements, planters too.'



There is a good level of informal collaboration between businesses. More than half of them have operated in the area for over 10 years. They generally serve the local market and support the idea of locally initiated events. Location is crucial to them, although there is no known traders' association or platform.



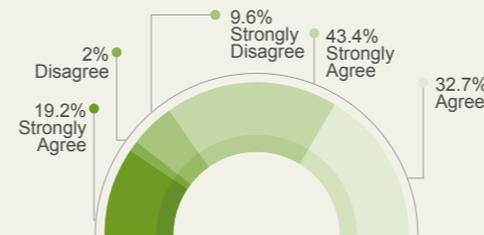
STAGE 2: DRAFT TOWN CENTRE STRATEGY

Consultation Findings

The findings from 2019 consultation have been categorised by topic and priorities & character area feedback can be found on pages 20-21, 32-33 and 42-43. A high level summary of what people said from all feedback is presented below. For more information and Barnet Council's responses to comments see the Appendix.

TOWN CENTRE VISION

Over 70% of the community agree with the Town Centre vision. They are positive about the area's rejuvenation and the ambition for a less car dominated, more community focused and greener place.



Headline Findings by Issue

PARKING & VEHICULAR

There were conflicting views regarding reduced parking proposed. Some people felt that there won't be enough parking which is highly needed in the area. This is often linked to concern about 'parking overspill' into neighbouring areas. Conversely, others felt that the current parking provision is excessive given the proximity to public transport.

PEDESTRIAN & CYCLING

New pedestrian routes and the widening of pavements were very well received with a few concerns that pedestrianisation will 'push out' cars to side roads. It was suggested that the area needs to be more accessible, have more crossings for

pedestrians and take into consideration disabled people. There was also strong support for a dedicated cycle path.

TRANSPORT & MOVEMENT

The move to more sustainable modes of transport through new and improved walking and cycling routes and infrastructure to support these was well received. Provision of a reliable and accessible bus network is noted central to achieving the aspirations for the Town Centre and that any changes to the gyratory around the war memorial will need a full impact assessment. There are mixed views about the advantages and disadvantages of National Express.

CHARACTER

The uniqueness of the historic high street was recognised; with shop front improvements one of the most supported projects with a few concerns around preserving individuality. General area improvements, new places to sit and more greenery were very well received. The idea of opening up religious buildings and halls was valued by some. There is a need identified to ensure that any development at the station does not impact historic views from the Garden Suburb.

ENVIRONMENT & SAFETY

Very strong support for more greenery in the area, though there is a need to understand who is going to look after the greenery. It is felt that crime is on the rise and there is a need for more information on the crime combating approach. CCTV implementation and better lighting were suggested. The poor management and maintenance around St Albans Lane and Sainsbury's, as well as the other mews were picked out for attracting anti-social behaviour.

PLACES

Railway Arches: Support for the vision

of the arches becoming a destination whilst keeping affordable artisan spaces, workshops and services i.e. car mechanics. **Sainsbury's:** Concern that Sainsbury's store and car parking may be lost as part of the opportunity site.

Bus Station: Concern that the area around the station is unwelcoming, tatty and depressing.

Crescent Square: The idea of closing off Golders Crescent to vehicles from High Road to create a new public space was well received.

CULTURE, SPORT & LEISURE

Strong support for cinema provision if its viable and for various leisure/ community facilities from a skate park, a theatre, galleries, art depot, to clubs and bars for young people. People would like to see more celebration of culture through local events and festivals and the Hippodrome site (next to the tube station) for community uses. There was some uncertainty over the term 'community wellbeing' mentioned in the strategy as it is felt by some that the Jewish community is already fairly visible in the area.

SOCIAL INFRASTRUCTURE

Many would like to see the public library improved and preserved as an accessible and attractive place for children, young people and the community to use. Community centres were felt to be missing and that church halls could double up as community facilities.

Many people registered their anger at the loss of a local GP surgery and the likely 60,000 additional vehicular trips through Golders Green this will generate.

There was strong support for a street / community market alongside a desire for better quality and mix of shops, ensuring there are useful and affordable shops such as homeware stores, book shops and local independents.

MAKING IT HAPPEN

These improvements are only possible with a good strategy for delivery. This is outlined in terms of project planning and human, financial, legal and spatial resource management.

1. Organisation: Town Team and partners:

Stakeholder collaboration, including the gradual setup of a formal Town Team steering group, forums and working groups.

Making Golders Green Town Centre Strategy a reality will require shared ownership of the vision, the will to make it happen, support from the Local Authority and other agencies as well as an ongoing process of engagement with stakeholders. The sections below include a range of actions that will facilitate the process of improving the Town Centre through stakeholder collaboration.

2. Timeline: Phasing and action plan:

The co-development of a feasible, short-term action plan with the Town Team and Council. Using quick wins and trial projects to unlock change.

While long term projects will require further studies, more substantial funding and essential partnerships, there are a large number of quick win projects that can be realised in the short-term. These meanwhile/temporary projects are a great way to try out solutions without commitment or the need for significant funding; and they can have a very positive impact on the Town Centre.

3. Resources: Funding mechanisms and material.

A range of funding methods to deliver small and large projects.

There is a need to identify a diverse portfolio of funding streams. For instance, local funding includes crowd funding, memberships, sponsoring, donations and ads. Public funding can comprise grants, London funds, Local Implementation Plans, while private funding can include planning contributions through Community Infrastructure Levy and S.106. Finally, there are alternatives to financial resources that include volunteering capacity, Free cycle networks, open source programmes, pro bono volunteering to get free professional expertise.

4. Recommendations:

Further studies, planning, guidelines, schemes, enforcement, licensing and services.

The council is a key partner in the Golders Green Town Centre improvement project. The council's multiple tools can play an active role, including further studies to develop and test options, planning documents, permissions and enforcement, strategies, guidelines and standards. The council can also designate special areas and listings, for instance to improve air quality and enhance conservation. The council can support schemes, grant awards, control business rates and tax relief that encourage the community to undertake activities that will regenerate the town centre and create a positive environment for local collaboration.

5. Involvement:

Continued public engagement

The Council should carry out ongoing public surveys and on-site counters/sensors/monitors to measure high street usage and quality (air, noise, satisfaction, traffic, footfall, number of cyclists, rain water, etc.). The platform 'Engage Barnet' is a practical online tool for consultation and includes a number of online data sets and maps. This ongoing engagement will strengthen the Town Team and local stakeholders.

EXPLORING AREA-BASED PROJECTS

The vision for Golders Green and the broad Aims are illustrated in the next section through a series of area-based projects. These demonstrate initial design thoughts and will require much testing and development and further consultation. Key stakeholders are identified in each project area. It is hoped that they will come together to work with the Council to steer or deliver projects. Each project identifies the issues of the area to address, the opportunities, and makes recommendations for key spaces and routes. Project proposals are broken down into what can be delivered in the short-term to kick start the improvements, and what the long-term ambition is.

The Aims are to be materialised through projects in key locations across the Town Centre. These are linked to three distinct areas that could become more attractive 'destinations' in Golders Green. They are:

1. 'West Side' located on the more intimate and slower-paced western edge of the town centre
2. '5 Parades' formed by the elegant façades on Golders Green Road and its parallel streets, mews and railway structures
3. 'GG Hub' around the vibrant station area

Agreed projects will be delivered over different periods of time from commencement. Timescales are categorised as follows:

Short Term Projects Taking 1-2 Years
Medium Term Projects 3-5 Years
Long term Projects could take 5 to 10 years

WEST SIDE

A Community Hub (Western Gateway) - Golders Green Library and Broadwalk Lane entrance
A Family Corner - Beth Hamedrash (Munks) Synagogue, Greek Orthodox Cathedral, The Riding and railway arches
A Food Central (Armitage Road) - Golders Green Road railway bridge, Gold's Factory Outlet, first low-rise block, local food and retail



The West Side



The 5 Parades



GG Hub

5 PARADES

A Making Hub (Hoop Lane) - End of Broadwalk Lane, second low-rise block, Telephone Exchange and Hoop Lane bridge and arches
An Active Mews - Accommodation Road and the town centre back-streets, mews and lanes in general
The Promenade - High Street Parades on Golders Green Road

GG HUB

A Cultural Hub - Golders Green Crescent & Finchley Road car parks by the Thames Water Pumping House
A Gateway - War Memorial, Finchley Road and St Albans Lane, including up to Sainsbury's
A Central Hub & Town Square - Transport Hub, Finchley Road and railway bridge, including up to Rotherwick Road



Character areas

WEST SIDE

The West Side existing qualities, such as its intimacy, its distinctive religious and cultural offer and its slower pace will be retained and developed for the wellbeing of the local community.

WEST SIDE

'foodie' | slow | hospitable

Main uses

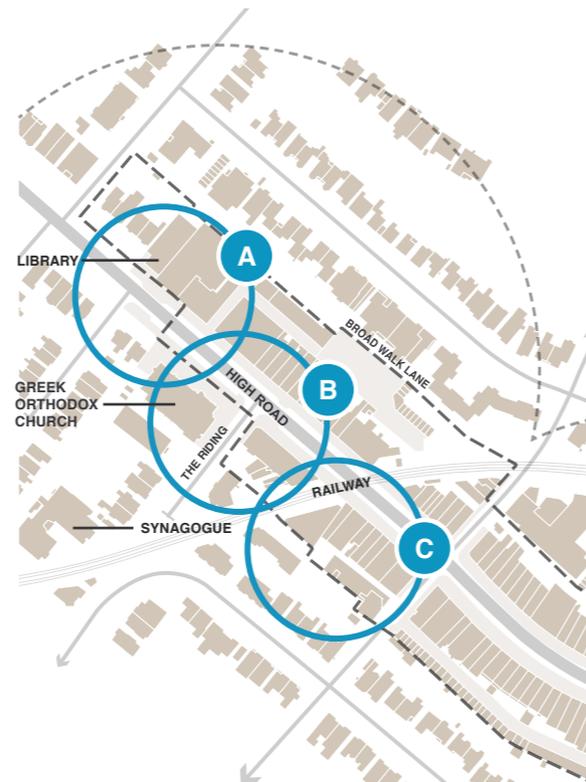
- foodies, gourmets, caterers, chefs
- local community, families, elderly, children
- guests and visitors

Main activities

- eat, meet, dwell, cooperate, chat, buy fresh food, share, live
- sit, relax, visit, friends, worship, host family

Look and feel

- green
- community
- inclusive
- gardens and playground
- support a DIY lifestyle
- outdoor seating
- ethnic produce market/court
- trees and planting
- food growing
- safe and relaxed



Inspirational Examples



Agias Eirinis Square, Athens



Parklet on Calvert Avenue, Shoreditch



Community Garden



Cours Seguin, Boulogne



Mini Holland, Walthamstow



Australia Road, White City



McKittrick Hotel Gallow Green, Chelsea



Bonnington Square Gardens, Vauxhall

West Side - Community Hub
Western Gateway, Golders Green Library & Entrance To Broadwalk Lane

- Vehicular driveways and commercial forecourts negatively impact sense of arrival into the town centre.
- Library hidden from view with lack of prominence as a landmark. Poor ramp and boundary fence with adjoining house. No lighting at night. No planting.
- The library's location is a considerable distance from the main active area by the station.
- Unattractive library forecourt, cluttered by waste bin and services box, cycle stands hidden and benches poorly located.
- While a few buildings have been renovated, a number of others would benefit from renovation works.
- Many business stickers pasted on posts and shop windows. Opportunity for a community/business billboard.
- Broadwalk Lane unwelcoming to pedestrians and often let down by commercial waste bins and various signs cluttering the footpath on Golders Green Road. Improved signage required.
- Rooftop opportunities (library and buildings to the east).
- Ohel David Eastern Synagogue has made positive improvements to their immediate surroundings (planting).
- Greek Cathedral looking inward due to imposing fences. Qualitative lighting at night. Underused green open space.
- Tall trees hide the elegant Cathedral tower from both the East and West side of the High Street.
- Further west on Golders Green Road, medical centre, nursery, accountant office and many hotels have poor frontages and forecourts. Could be better integrated/connected to the rest of the town centre.



Library Surroundings



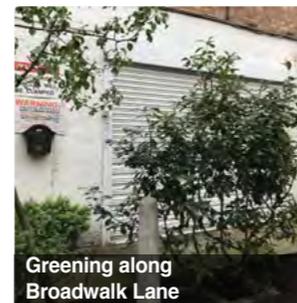
Poor shop fronts along Golders Green Road



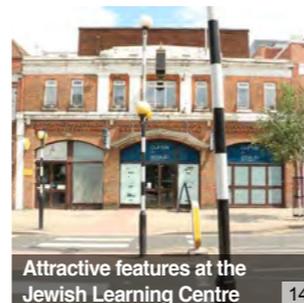
Unattractive library forecourt



Greek Orthodox Cathedral, a landmark well lit at night



Greening along Broadwalk Lane



Attractive features at the Jewish Learning Centre

- Key Stakeholders**
- 1 Barnet Council
 - 2 The Jewish Exchange
 - 3 The Ohel David Eastern Synagogue
 - 4 The Greek Orthodox Cathedral



West Side - Community Hub
Western Gateway, Golders Green Library & Entrance To Broadwalk Lane

Short-term Improvements | 1 to 2 Years

- 1 LIBRARY**
 - Create a welcoming forecourt with seating and planting.
 - Place community art to announce the arrival into Golders Green Town Centre.
 - Revive the library as a community asset.
 - Provide a community notice board.
- 2 STREET**
 - Re-locate commercial bins
 - Clear signage and maps.
 - Forecourt surface and trees.
 - Atmospheric lighting to enhance heritage.

- INFLUENCE: Potential community / stakeholder-led projects**
- 3 SHOPS**
 - Improve shop frontages to enhance historic features and welcoming awnings for weather protection.
 - Working with landowners to improve external spaces with seating and public art.
- 4 BROADWALK LANE**
 - Entrance to Broadwalk Lane announced through public art, planting and street surface.

Long-term Improvements | 5+ Years

- 5 PEDESTRIAN-FRIENDLY HIGH STREET**
 - Slow down traffic with shared surface and traffic filters.
 - Town Centre marked by a distinct and continuous surface on pavements.
 - Reduce parking on Golders Green High Road.

- INFLUENCE: Potential community / stakeholder-led projects**
- 6 DENSIFY**
 - Extend flat roofs for business, community, and housing use.
 - Green front and back yards, gardens and playgrounds.
 - Opportunity for commercial / workspace ground floor use housing/work space.
- 7 GREEK CATHEDRAL**
 - Work with the Greek Orthodox Cathedral to maximise the potential of the green space

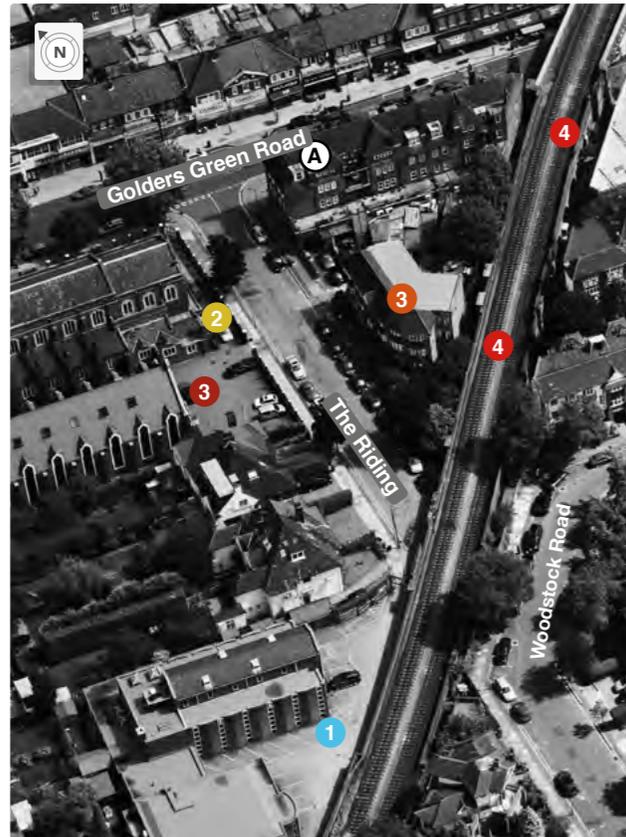
Short & Long Term Vision



West Side - Family Corner

Beth Hamedrash (Munks) Synagogue, Greek Orthodox Cathedral, The Riding and railway arches

- Poor shop frontages on the High Street impact the architectural heritage.
- High Street street lighting is functional and there is a lack of human scale and intimacy.
- Greek Orthodox Cathedral provides a landmark for the area and green feel - however, green spaces around the church are not accessible.
- Historic character buildings and especially Exchange House (A) are of special interest on the corner of Riding Street.
- A number of successful independent food shops attract loyal customers and add colour.
- Local community activity could be more celebrated and commercial opportunities made to improve local economy.
- Parking on Golders Green Road along the Cathedral is underused except on Sundays.
- The Riding is a dead-end street which at times is quiet and minimally trafficked while at others, bustling with worshippers and visitors to the Church, Montessori School and Beth Hamedrash (Munks) Synagogue. It has the potential to be a positive public and social space for the community.



- End of parade shop wraps around corner with a glazed shop front. Opportunity to open onto and activate The Riding. However the use would need to change.
- The backs of the shops are untidy and unsafe - however this offers a potential link to the railway arches.
- Key bus stop and arrival moment from the West.

Key stakeholders

- 1 The Golders Green Beth Hamedrash Congregation
- 2 The Greek Orthodox Cathedral
- 3 The Montessori School
- 4 Transport for London
Barnet Council
Individual landowners
Local residents and businesses



Inconsistent shop frontages on the High Street



Green feel of the Orthodox Greek Cathedral



Exchange House: Historic building and an attractive glazed corner shop at the Riding

West Side - Family Corner

Beth Hamedrash (Munks) Synagogue, Greek Orthodox Cathedral, The Riding and railway arches

Short-term Improvements | 1 to 2 Years

1 GOLDERS GREEN MARKET

- Parking space used as a 'parklet' with planting, seating and cycle park.
- Explore the opportunity to establish a market here.

INFLUENCE: Potential community / stakeholder led projects

2 CORNER

- Provide active frontage on the Riding, with a cafe or delicatessen for example.

3 RAILWAY ARCHES

- Use blank façades and railway pillars for community art and plants.

Long-term Improvements | 5+ Years

4 THE RIDING LINEAR PARK

- Re-landscape the northern end of The Riding – widening footpaths to create a linear park for families and play. Consider the opportunity for planting to reflect local communities.
- Maintain vehicular access and parking for residents, organisations and disabled badge holders only. Rationalise parking to enable the expansion of the linear park.

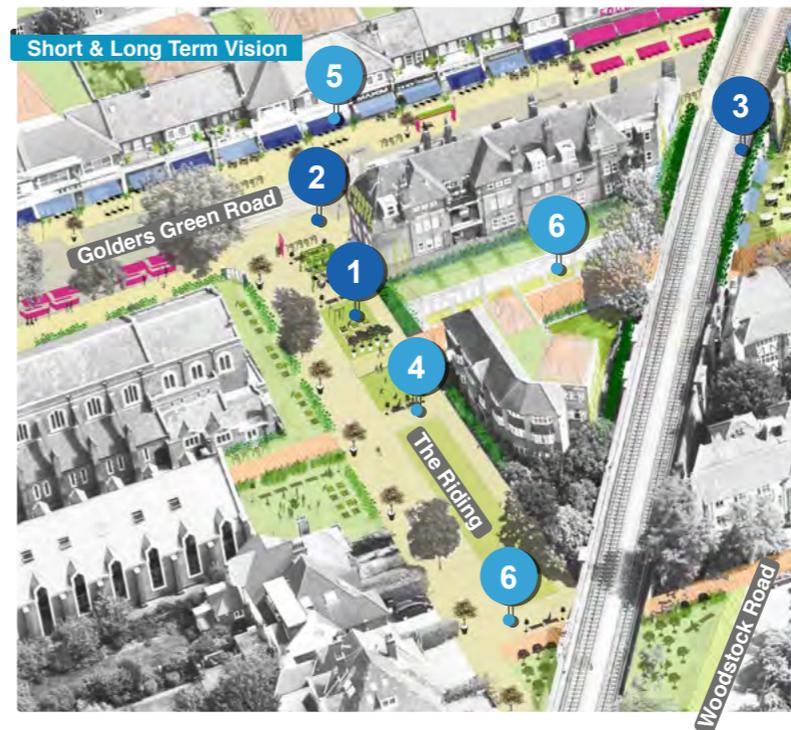
INFLUENCE: Potential community / stakeholder led projects

5 DENSIFY

- Rooftops behind the high street could be extended to provide new homes.

6 NEW PEDESTRIAN ROUTE

- Create link to railway arches to the Jewish Community Centre.
- Rear of shop units extended as homes or work spaces.
- New link through railway arch to residential area and potential new green space. (Improved walking connections)



West Side - Food Central

Golders Green Road railway bridge, first low-rise block, local food and retail

- Unattractive character of the bridge, dark space below with many boarded up units.
- Some valued grocery shops and restaurants are particularly busy on Sundays.
- A low-rise block with low quality architecture to the south east of the bridge, including the discreet Jewish Family Centre. Most of these buildings are owned by the same landlord.
- Hoop Lane and Armitage Road junctions with Golders Green Road interrupt the flow of people and are experienced as unsafe.
- Significant amount of wild Buddleia grows on the railway bridge.
- The south-east facing railway arches seem to be used as car repair storage space.
- An existing parade of units to the

north-west side of the bridge occupied by Gold's Factory Outlet for many years is about to close. The building forms a strong composition and opportunity for new food related use.

- To the rear of the High Street an office complex seems quite out of place in terms of architecture. To the side of the building there is a passage currently full of bins and litter that could bring pedestrians directly to the railway arches.



Poor quality low rise block



'Gold's' historic clothing and general store



The bridge cuts off the High Street



Buddleia growing on the bridge

Underused south-east railway arches

Key stakeholders

- 1 City of London
- 2 The London Jewish Family Centre
- 3 The former 'Gold's Factory Outlet'
- 4 Transport for London
- 5 Barnet Council
- 6 Individual landowners
- 7 Businesses and residents



Existing View

West Side - Food Central

Golders Green Road railway bridge, first low-rise block, local food and retail

Short-term Improvements | 1 to 2 Years

1 PARKLETS

- Parking restrictions and new pavement definition can help to develop community/business parklets for sitting, planting, bike racks and market stalls.

INFLUENCE: Potential community / stakeholder led projects

2 SHOPS

- Shop front improvements on both sides of the road and special attention to corners and links to railway arches as community social points.

3 LOCAL HERITAGE AND IDENTITY

- Support local businesses and shops to retain them and consider commercial uses on upper floors for start-ups and workspace to cross fund local valued assets..

4 RAILWAY BRIDGE

- Mark a 'gateway' by creating a green feature on the bridge and add name signs. Provide imaginative lighting under the bridge to enhance identity and improve the safety of the space. Consider meanwhile use of boarded up units.

Long-term Improvements | +5 Years

INFLUENCE: Potential community / stakeholder led projects

5 COMMUNITY CENTRE OPPORTUNITY SITE

- Further redevelop the low-rise and inharmonious block to bring new open space, high quality shops and restaurants, and new affordable homes to the area - especially for the elderly and young families - or a hotel. Potential ground floor uses should be explored with the community and existing occupiers of the space such as the London Jewish Family Centre.
- Ensure that new development is of the highest quality and is both contemporary and contextual, working with the conservation area. Due to the way this corner terminates the grand view along the parades from the station there is justification for some height and landmark features. This could include a roof top garden for residents, in addition to balconies and a courtyard. Opportunity to create a corner landmark visible from the beginning of Golders Green Road by the station (e.g. Spire in Dublin).

6 YARDS

- Use railway arches and link to new development opportunities to create quiet and safe 'set-back' courtyards.

7 FOOD HALL OPPORTUNITY SITE

- Opportunity to create a 21st century food hall with outdoor seating and links to adjacent railway arches and Broadwalk Lane



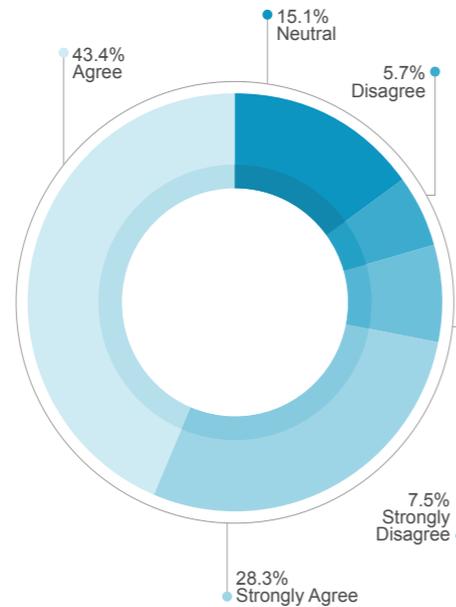
Short & Long Term Vision

WEST SIDE PRIORITIES



The majority of respondents agreed or strongly agreed with West Side character area identified as a slow paced, hospitable, intimate and community oriented place.

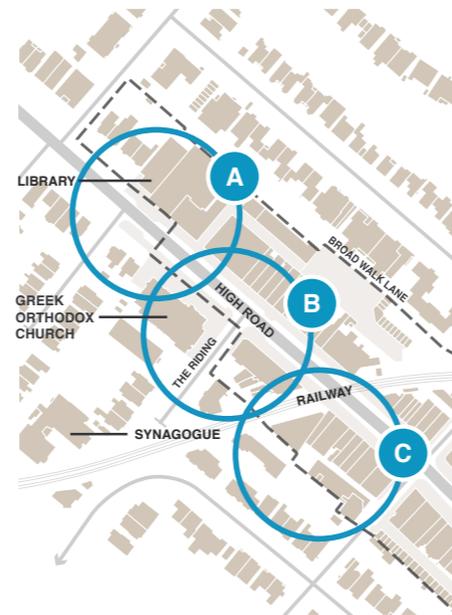
The Food Central area idea was well received and comments were made that this should be prioritised in relation to the idea of the street market and food hall. Improvements to the pedestrian environment were consistently supported. Security and lack of parking were main areas of concern, followed by concerns around hotels on Golders Green Road with not cared for façades and forecourts.



All topics are linked to the suggestion that the area needs better surveillance.

'Neutral' comments were a small proportion of comments and they considered questions whether the strategy is viable and achievable.

There are also some suggestions to improve social infrastructure by preserving and enhancing the library, to connect to Woodland Park community garden across the A406, and to the London Brooke, Capital Ring walk. Creating a green zone for the West End was also suggested.



PRIORITIES

Respondents were asked to select their top 3 priorities within the Community Hub: (A), Family Corner: The Ridings (B) and Food Central (C). The diagrams on the right show the top priorities selected. Dark blue indicates short-term improvements which will take between 1-2 years to accomplish and light blue, long-term ones, which will take 5+ years to accomplish. The summaries below include additional comments provided.

A. COMMUNITY HUB

- Street cleaning and shop front improvements scored most highly here, making the area pedestrian friendly.
- There was a good support for improving the space outside of the library



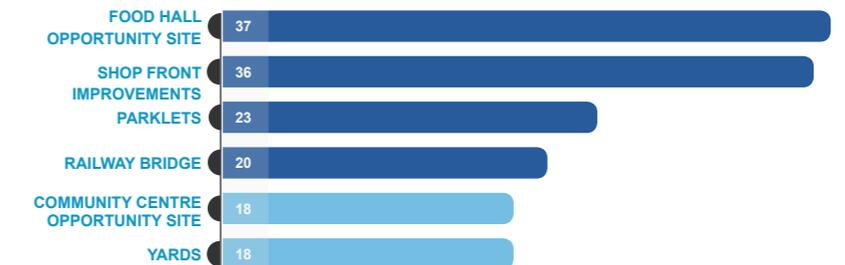
B. FAMILY CORNER: THE RIDINGS

- Improvement to the public realm with seating and planting and an area for a market went down well
- Many people supported the idea to create a new link through the railway arches from the Ridings to the Jewish Community Centre
- Also supported was the idea of creating a 'linear park' along The Ridings. However, reservations were raised around the need to maintain parking



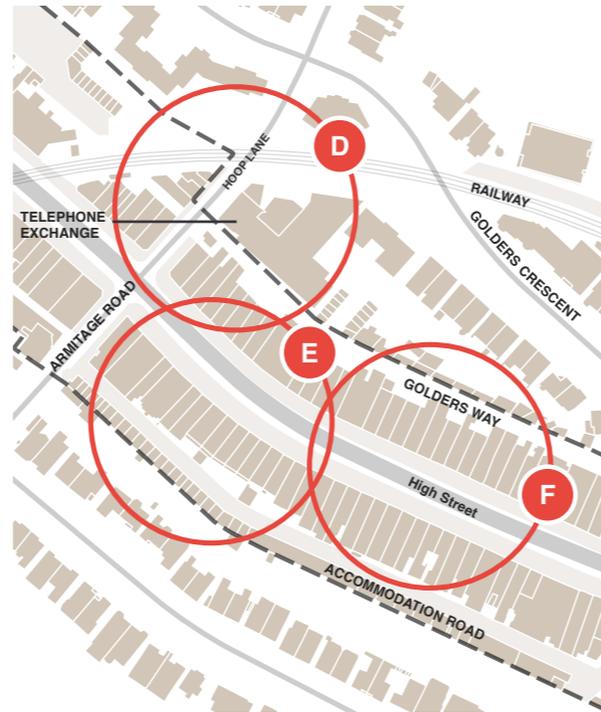
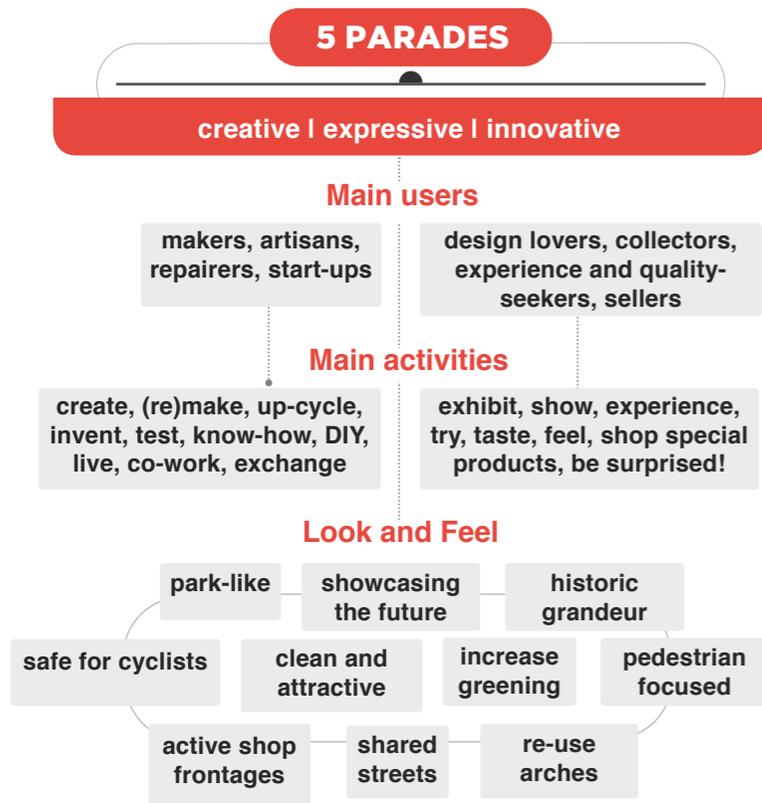
C. FOOD CENTRAL

- Alongside shop front improvements, the most popular project was the idea for a 21st century 'food market' incorporating a community garden/space.

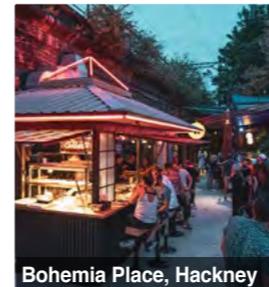


5 PARADES

The 5 Parades will attract people who value quality and creativity. It will be a place where innovation is developed and displayed. The setting will be park like, leisurely and sociable.



Inspirational Examples



5 Parades - Making Hub (Hoop Lane)

End of Broadwalk Lane, second low-rise block, Telephone Exchange and Hoop Lane bridge and arches

- Low-rise building block with low-quality architecture contrasts with historic shopping parades.
- Dividing wall between railway arches and Broadwalk Lane creates a dead-end before the rear of 'Gold's' Factory Outlet.
- Railway arches could host alternative uses to add further variety to the High Street offer as they become available.
- Opportunity to create new pedestrian links beyond the High Street following the railway arches (along the Jewish Family Centre, up to The Riding).
- The railway arch across Hoop Lane is majestic and frames a view of St Edwards Church.
- Although outside of the Town Centre boundary, the Telephone Exchange is an historic building that has a strong presence and could offer the area significant character and interest if enhanced. Explore potential for existing use to be located elsewhere.
- Opportunity to open up existing Telephone Exchange courtyard to the public and / or more active uses. If existing wall is removed this space could become more generous and connect to the north side of the railway arches.



Majestic railway arch across Hoop Lane



Heritage opportunity of Telephone Exchange



Underused buildings



Railway arches could create new pedestrian links 24

Key stakeholders

- 1 British Telecom
- 2 Transport for London
- 3 Arches users
Barnet Council
Individual landowners
Businesses and residents



Existing View

5 Parades - Making Hub (Hoop Lane)

End of Broadwalk Lane, second low-rise block, Telephone Exchange and Hoop Lane bridge and arches

Short-term Improvements | 1 to 2 Years

1 HOOP LANE GREENING

- Public realm improvement on Hoop Lane up to the beginning of the Broadwalk Lane and railway arch. Signage to Golders Green Crematorium and Temple Fortune.

2 RAILWAY BRIDGE IDENTITY

- Clean historic brickwork of the railway arch over Hoop Lane. Introduce new lighting and consider a public art intervention to mark the town centre arrival.
- Extend the Town Centre boundary.
- Consider opportunity to reinstate historic street cobbles under the railway arch.

INFLUENCE: Potential community / stakeholder-led projects

3 RAILWAY ARCHES

- Broadwalk Lane linked to railway arches by removal of dividing wall to open up a positive public realm with active frontages.

Long-term Improvements | +5 Years

INFLUENCE: Potential community / stakeholder-led projects

4 TELEPHONE EXCHANGE OPPORTUNITY SITE

- Efforts should be made to encourage the holistic assembly of the low-rise block and Telephone Exchange site to ensure a coherent scheme is brought forward that maximises the sites value. Include historic building enhancement of Telephone Exchange, including lighting.
- Street cobbles restored or re-provided, notably within the courtyard.
- Active frontages onto the street as part of a new development of the low-rise block.
- Opportunity to extend the retail offer and to develop a new creative hub set around a courtyard in the Telephone Exchange and nearby arches. A mix of workspace, start-ups, arts and crafts and cafe/retail

5 LINK

- Create a more direct pedestrian connection between re-purposed railway arches and new Neil's Yard-'esque' social and lively courtyards.

6 NEW HOUSING

- Opportunity for new housing on private land to provide active frontages along the mews.

7 MAKER HUB OPPORTUNITY SITE

- Redevelop inharmonious low-rise block with new context sensitive mixed-use development, with ground potential food hall with co-working space for creatives and artists above. Consider a comprehensive development with the activation of railway arches.



Short & Long Term Vision

KEY --- Opportunity Site

5 Parades - Active Mews and Lanes
Accommodation Road and town centre back-streets, mews & lanes

- Disorganised parking and refuse bins clutter and detract from the qualities of Accommodation Road mews.
- Existing rear extensions undermine the heritage status of listed buildings and the Conservation Area.
- Street suffers from poor quality lighting.
- Mews is not publicly owned and historic street cobbles add character but provide uneven surfaces that limit accessibility.
- The mews are not visible or well signposted from main roads or the high street.
- The existing passage between the High Street and Accommodation Road (by The Head Room Cafe) is not visible or well used.
- The mews behind the High Street are used for servicing, small businesses and social or religious functions. They have the potential to add depth to the town centre and strengthen activity, providing secondary character areas and alternative routes for pedestrians.
- Recent developments show positive examples of quality in-fills (eastern end of Accommodation Road) and considerate, more ambitious architectural interventions within the conservation area to give it a refreshed image and provide new studio homes.
- Individual planting enhances the quality of the streets.



Backyards: clutter and refuse



Heritage along Accommodation Road



Mews streets have potential for new uses



Eastern end of Accommodation Road

Key stakeholders
Barnet Council
Individual landowners
Local businesses and residents (Accommodation Road and Golders Green Road)



Existing View

5 Parades - Active Mews and Lanes
Accommodation Road and town centre back-streets, mews & lanes

Short-term Improvements | 1 to 2 Years

Long-term Improvements | +5 Years

INFLUENCE: Potential community / stakeholder-led projects

3 GREEN & CLEAN

1 STREET

- Attractive street environment with well-lit and active frontages providing natural surveillance and an enhanced sense of security.

- Greening projects and encouragement of green roofs and terraces with consideration for sustainable urban drainage principles.
- Integrated bin storage and defined parking spaces encouraged within new developments to minimise visual clutter within public areas.

2 SIGNPOST UNIQUE ROUTES

- Encourage improved signposting and celebrate the unique routes ('parades') that exist between the High street and mews.

4 IMPROVE ACCESS

- Retain and / or reveal historic cobbles where possible with localised relaying to improve accessibility.

INFLUENCE: Potential community / stakeholder-led projects

5 DENSIFY

- Use high quality infill projects to intensify use in this area while respecting the listed status of buildings. This could include new homes, employment and workspace. A study into a suitable typology and aesthetic is encouraged to guide any future development in these areas.

6 DIVERSIFY

- Residential uses such as co-living spaces for young professionals and live-work units should be explored to help drive footfall and encourage a mix of uses and activate the ground floor.



Short & Long Term Vision

5 Parades - The Promenade
High Street Parades on Golders Green Road

- Whilst wide and generous, the space of the high street is not pedestrian-focused. It is dominated by the road and traffic. People waiting for the bus sometimes prevent pedestrian movement to flow.
- There are no safe routes for cyclists.
- Delivery vans are sometimes double-parked.
- Long stretch of unbroken, characterful and urbane Victorian high street frontage. However the length of the blocks result in poor pedestrian permeability.
- Two outstanding buildings are small landmarks creating interesting vistas (façade above Café Nero and Warman-Freed Pharmacy which has been there for over 60 years).
- First floor balconies and access walkways offer interesting relationships with the street.
- The building fabric above the shops is generally poorly maintained. Anecdotally these are owned by private landlords and

- many are in multiple occupation and short term lets. This results in transience and seeming lack of care and responsibility.
- Poor quality and inconsistent shop frontages and spilling out onto the public realm leads to visual clutter and physical obstruction and detracts from the valuable architecture.
- Positive activation of the street from cafés and restaurants: planting and outdoor seating areas.
- New paving and tree planting is a positive addition.
- East-west orientation offers good opportunities to form local micro-climates and pocket gardens.
- Northern side tends to be more busy, due to convex curve and strong vistas along the street.
- A number of units, in particular the large number of restaurants, are open until 9pm, creating a safe and lively atmosphere into the evening.



Long stretch of unbroken and characterful and urbane Victorian high street frontage



Passageway under Armitage Mansions



Inconsistent shop frontages

Key stakeholders
Barnet Council Local residents and businesses
Individual landowners



Existing View

5 Parades - The Promenade
High Street Parades on Golders Green Road

Short-term Improvements | 1 to 2 Years

1 PARKLETS

- Increase pedestrian and cycling / public space and reduce road and car parking. Additional pedestrian crossings and traffic-calming features.
- Trial temporary 'parklets' and spaces for planting, sitting out (south facing) and bike racks – develop a special street furniture collection and sell it – use the public realm as a display space and provide space for pop-up markets
- Short term trials and street closures on a Sunday – markets, festivals, cycling space, BBQs and family feasts.

2 HERITAGE LIGHTING

- Historic buildings enhancement and lighting strategy as opposed to road lighting – need character lighting and local human scale warm lighting.
- Improve street lighting to enhance the historic character of street.

INFLUENCE: Potential community / stakeholder led projects

3 SHOPS

- Shop front improvement scheme – linked to guidance, grants and council support. Enforcement of licensing (spill out space) and/or setup of public space limit for easy and controlled display for all shops. Potential provision of common stalls for visual consistency. Consolidate commercial deliveries and waste collection.
- Improve frontages, historic features, awnings and outdoor seating along Golders Green Road

Long-term Improvements | +5 Years

4 PEDESTRIAN-FRIENDLY HIGH STREET

- Transformation of the High Street into a shared street with unified surface, pedestrian priority and traffic calming features. Space for community parades, kiosks, events and temporary interventions/ installations (see a few ideas next page).
- Explore opportunities to encourage drivers to use other routes into Central London to relieve congestion on Golders Green Road while preventing an increase in traffic onto side roads and considering the requirements of National Express coaches.

5 SUSTAINABLE TRANSPORT

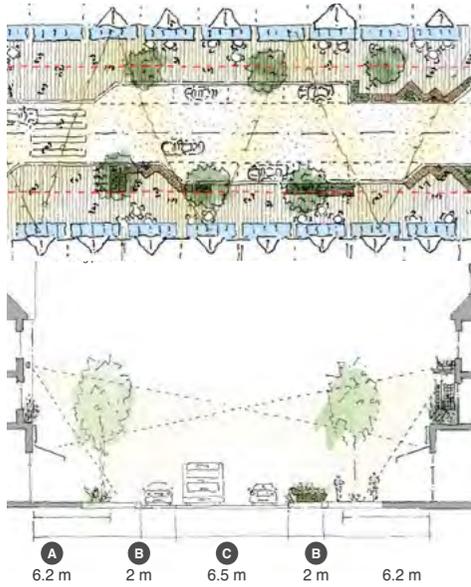
- Create a designated cycle lane and increase bicycle parking along Golders Green Road.
- Sustainable transport – consider consolidated freight, car club, electric car charging points and add bus stops.



Short & Long Term Vision

The high street has the potential to be comprehensively transformed as a pedestrian-focused space, contributing to the appearance and life of the area. Three options represent various degrees of ambition from incidental green space to widened pavements incorporating new supplementary uses, rationalised parking and delivery provision or an ambitious 'shared space'. Consideration should be given to integrate cycling, sustainable drainage, servicing, deliveries and integrated infrastructure to support events and pop-ups.

Idea ONE



Idea TWO



Idea THREE



Improved pedestrian environment through the use of selected parking bays as permanent 'parklets' and the rationalisation of existing carriageway widths to allow for increased pavement widths. In the short-term, temporary 'parklets' could be introduced to test public appetite and potential implications on traffic flow or town centre parking.

- A - Reduce existing carriageway widths to current standards to gain increased pavement width.
- B - 10% of existing parking bays are given over to 'parklets'.
- C - Carriageways reduced in width to allow greater public space to be created, providing additional space for cycling.
- D - Upgrade existing facade mounted lighting to illuminate street at night.

Removal of existing parking spaces (approx 40-50%) on the southern side of the street to create a more generous, south-facing pedestrian landscape.

- A - A widened pavement provides a centralised 'leisure zone' beneath a series of trees. South facing, this will provide space for recreational uses - benches, children's play areas and café terraces.
- B - Carriageway widths reduced.
- C - Existing parking provision and footpath retained.
- D - Opportunity to explore suspended luminaries to unite the space.

Creation of a 'shared space' through the significant removal of 80-90% of existing on street parking. There will a minimal level change between footpath and carriageway with an enforced speed limit and new landscape interventions providing a softened barrier between the two zones.

- A - The removal of cars brings a clear social value to the high street, with a variety of new uses and functions in a greatly increased public realm alongside biodiversity and sustainability ambitions. Designated cycle lanes could be introduced.
- B - Carriageways are understood as a shared zone with little material distinction, prioritising people above cars.
- C - Traffic-calming filters are essential to force traffic to slow down.

5 PARADES PRIORITIES

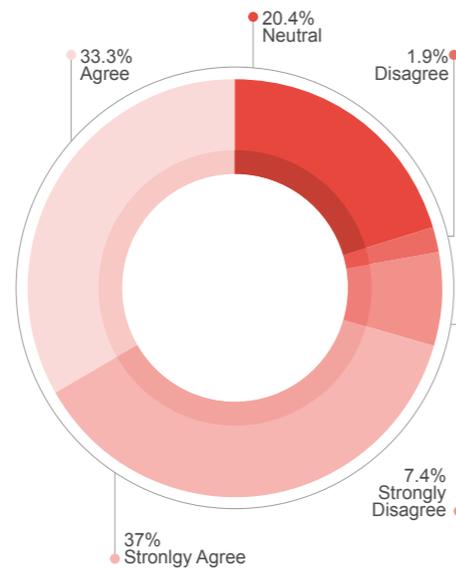


The majority of respondents agreed or strongly agreed with 5 Parades character area identified as the beating heart of Golders Green, formed by the elegant Edwardian building façades.

There is a strong positivity about the general environmental improvements of the High Street as well as shop front improvements. There are a few concerns that uniform fronts and visual consistency will affect shops and restaurants uniqueness.

Support was also shared for the proposal to link Broadway Walk to the railway arches and for increasing pedestrian and cycling space.

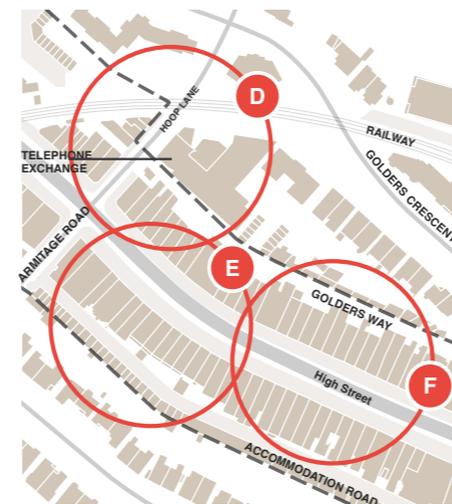
There is support for workplace in the Town Centre with some suggestions for invigorating the area by bringing in



more business and creating a tech hub or by opening up the existing Telephone Exchange.

'Neutral' comments regarded questions whether the priorities are achievable given the decline of high street shopping with the increase of online purchasing, the proximity of Brent Cross Shopping Centre and its proposed expansion limiting retailers desire to invest in high streets such as Golders Green. The need for cooperation from a range of private landlords and Barnet Council is recognised as important.

There is a potential to celebrate local traders and independents to re-inforce the offer of Golders Green as a key local character area able to pick up passing trade linked to nearby developments at Brent Cross and the surrounding area.

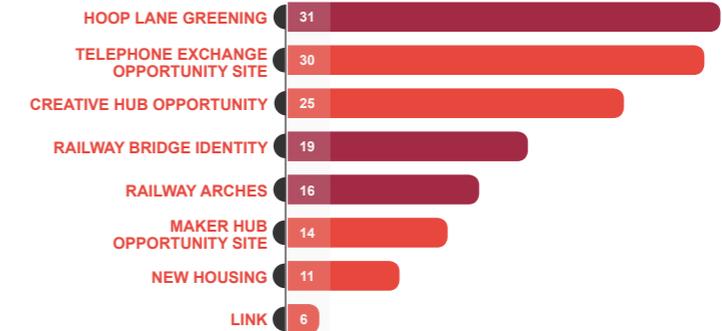


PRIORITIES

Respondents were asked to select their top 3 priorities within Making Hub (D), Active Mews & Lanes (E) and The Promenade (F). The diagrams on the right show the top priorities selected. Dark red indicates short-term improvements (1-2 years to accomplish) and red, long-term ones (5+ years).

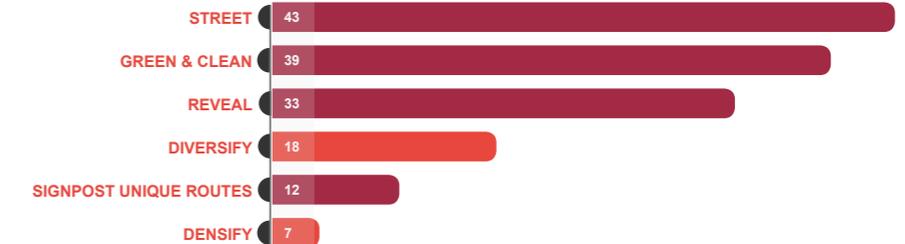
D. MAKING HUB

- Hoop Lane Greening scored highest and is project that the Council could deliver
- There was a very positive response to the idea to develop a creative hub around the historic Telephone Exchange and courtyard behind it linked to the railway arches. This could reinvigorate the area attracting businesses such as the tech industry.



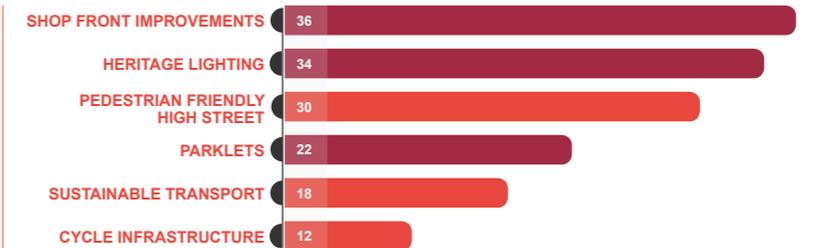
E. ACTIVE MEWS & LANES

- 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.
- There was much support for slowing and reducing traffic on the High Street and creating a generous pedestrian priority environment where community events, markets and social life can take place.
- 'Parklets' are temporary public spaces and good ways to test concerns over parking loss against community benefit.



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.

GG HUB

welcoming | celebratory | green

Main users

commuters, young professionals, and time rich citizens

culture-lovers, performers, youth, families

nature-lovers, health-aware, active residents

Main activities

travel, work, meet, learn, healthy snacks, convenience goods and services

have fun, play, discover, perform, visit, eat and drink, read, watch

relax, wait, study, walk, cycle, health, shop beauty and organic products

Look and feel

contemporary contextual

meanwhile spaces

increased green and healthy

safe for pedestrians

a welcoming arrival

an enhanced heritage

public spaces with seating

new tertiary workplaces

innovative housing offer

an active travel hub



Inspirational Examples



Plaça de la Vila de Gràcia, Barcelona



Crouch End, clock tower peninsularised



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.

5 HSBC ROOFTOP

- Use HSBC rooftop to create a bar/cafe with a view of the Hippodrome.

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.

Long-term Improvements | +5 Years

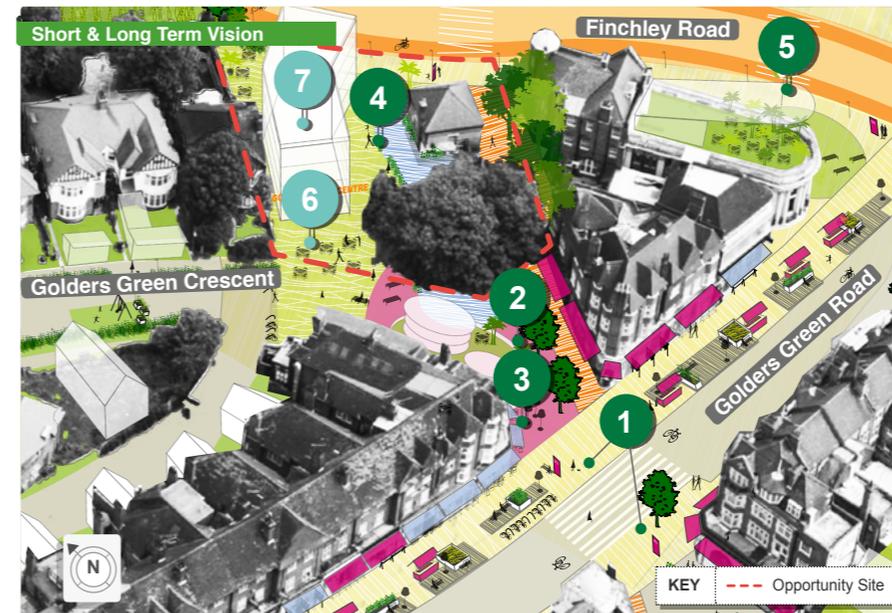
INFLUENCE: Potential community / stakeholder-led projects

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

- In the long-term, this site offers potential to create a cultural or community centre close to the station with new homes above.

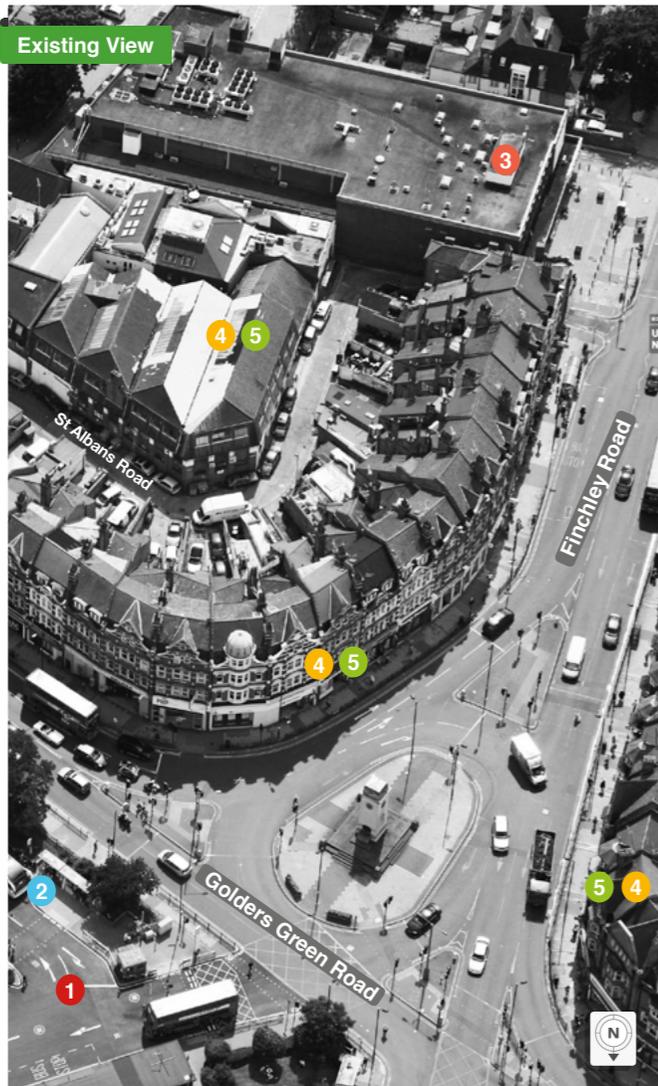


KEY --- Opportunity Site

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.
- 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.



Existing View



The Memorial as a traffic island



Sainsbury's on Finchley Road

Key stakeholders

- 1 Transport for London
- 2 National Express
- 3 Historic England
- 4 Sainsbury's
- 5 Individual landowners
- 6 Businesses and residents
- 7 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

- Opportunity for cultural and leisure uses in the Hub Area; eg cinema

Long-term Improvements | 5 to 10 Years

3 WAR MEMORIAL

- Alter traffic junction to create a pedestrianised peninsula around the War Memorial to create an appropriate setting for this landmark.
- Need for traffic modelling and work with TfL to explore impacts and opportunities
- 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

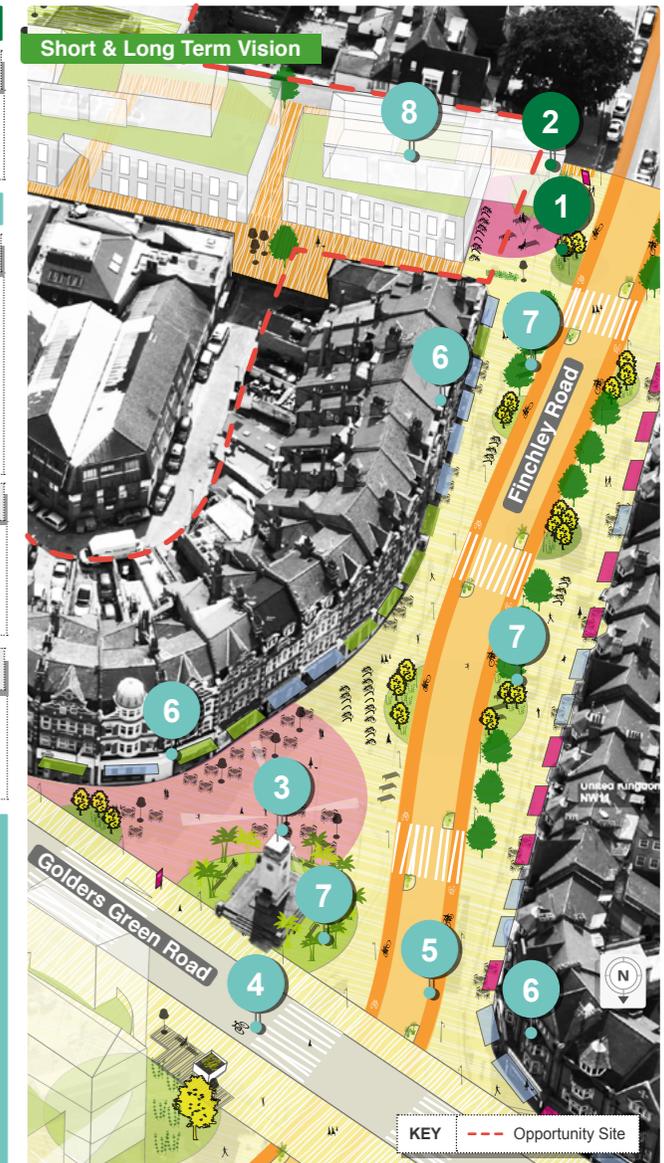
- Plant new trees and low-level planting along Finchley Road to create pollution and noise buffers.

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
- Explore the use of Sainsbury's basement as a filmhouse and rooftop for Summer events.
- Potential new pedestrian link from Finchley Road / Rodborough Road to Golders Green Parish Church and West Heath Drive.

Short & Long Term Vision



KEY - - - Opportunity Site



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

- 1 Transport for London
- 2 ALSTOM (train depot)
- 3 National Express
- 4 Network Rail
- 5 Atech Automotive
- 6 Businesses within the station
 - 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 setts 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

- Uncover and enhance railway arches and restore original brick finish and glazed tile surfaces and integrate imaginative lighting.

INFLUENCE: Potential community / stakeholder led projects

4 BUS STATION

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

Medium-term Improvements | 3 to 5 Years

INFLUENCE: Potential community / stakeholder-led projects

5 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.

6 SUSTAINABLE TRANSPORT

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

7 PICK UP AND DROPP OFF

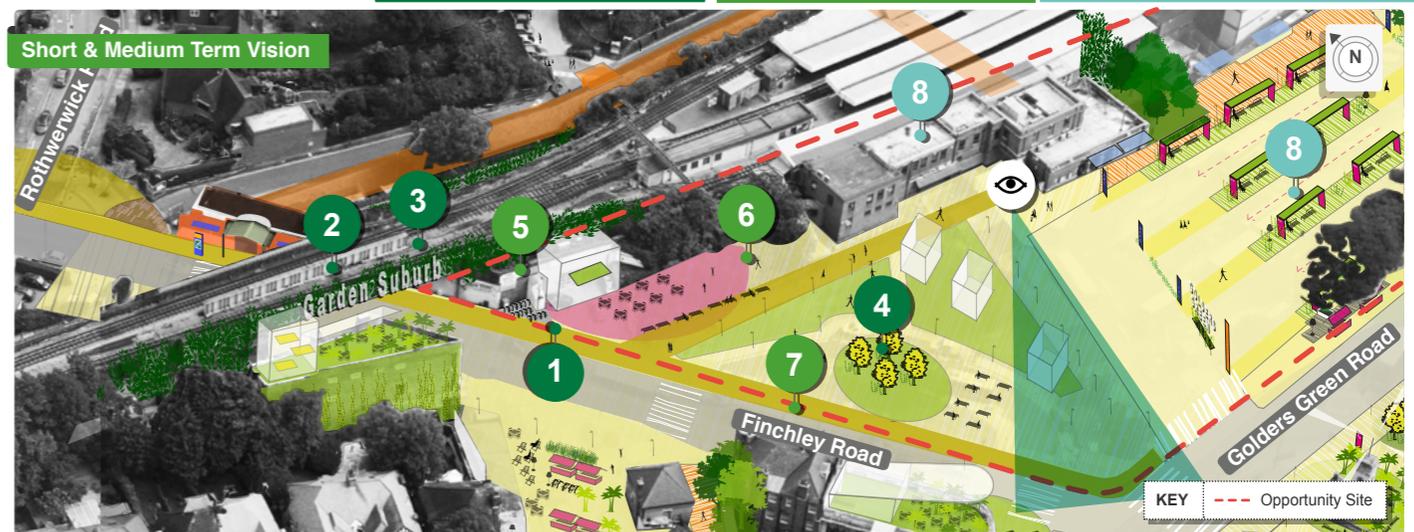
- Pick up and drop off to be Identified and planned in.

Potential Long-term Improvement | 5 to 10 Years

8 OPPORTUNITY SITE

- Potential to redevelop low-rise shopping arcades and station building to provide new leisure and commercial uses, flexible workspace and homes around the station that are sympathetic to the existing.
- Rationalisation of bus and coach stops with potential to better organise buses to help multi-modal movement.
- Introduction of tree planting and greenery, and sustainable drainage. New paving to enhance appearance of the station and Hippodrome. Any re-development to integrate high-quality public realm; ensuring vistas from the station entrance towards the High Street to aid wayfinding

Short & Medium Term Vision



KEY - - - Opportunity Site

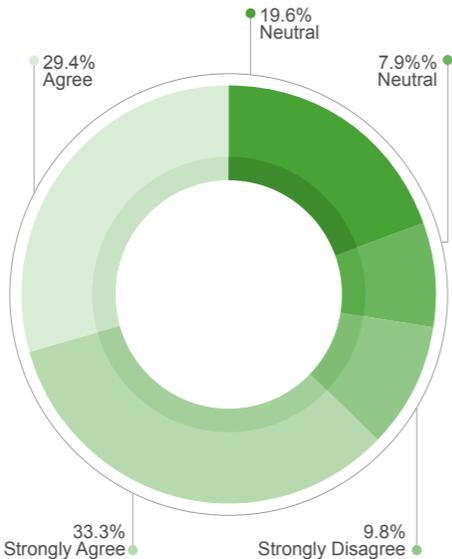
GOLDERS GREEN (GG) HUB PRIORITIES



Over half of respondents agreed or strongly agreed with Golders Green Hub character area identified as more than a transport hub, a vibrant cultural quarter around the station area and gateway.

There are very positive comments about the pedestrian movement prioritisation, a direct pedestrian connection between Golders Green Road and Finchley Road. Support was also shared for trial vehicle access into Golders Green Crescent Junction to create new temporary public space.

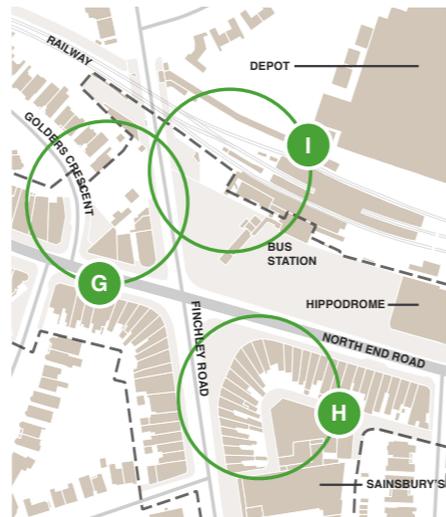
There were also some conflicting views on the Hippodrome. It was felt there is no coherent approach to managing it and allowing wider community access for this important local heritage asset.



Lack of parking and traffic around Sainsbury's were considered a problem. Concern was also shared that the public realm around the station and Rotherwoick Road is unwelcoming and run-down.

People want to know more about the future plans for the station and are keen to be involved in shaping the plans.

There are also some suggestions for making better use of the Thames Water pumping house to add interest to the area and making it more welcoming and safer feeling place.



PRIORITIES

The diagrams on the right show the top priorities.

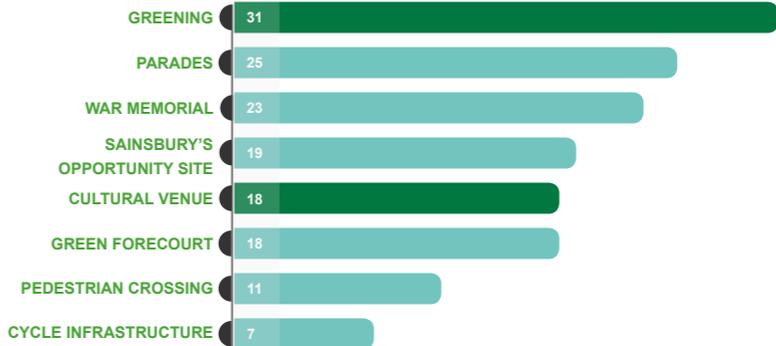
CULTURAL HUB

- The need for more green dwell space on the High Street was refelcted 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.



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 Sainsbury's and the car parking are retained. Many liked the idea of re-introducing a cinema to Golders green.



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 activating the station area and introducing more evening economy with the provision of a new south facing café in the railway arches; including enhancing and restoring the railway heritage of the bridge.

