

# OUR GOLDERS GREEN

## TOWN CENTRE STRATEGY

January 2020





# **GOLDERS GREEN TOWN CENTRE STRATEGY**

## **Golders Green Town Centre Strategy**

**Final Strategy:** January 2020

### **London Borough of Barnet**

Business, Employment and Skills Team,  
London Borough of Barnet, North London Business Park,  
Oakleigh Road South, London N11 1NP

### **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 and Growth Strategy (2019-2030) 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 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 Final Strategy has been revised in response to public consultation on the Draft which took place during October 2019. The aim is to kick start improvements to Golders Green Town Centre through collective working.

### **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.

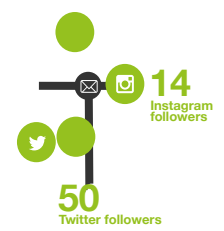
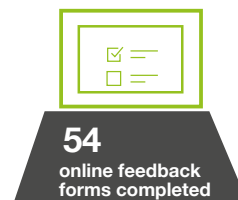
In addition, people were able to provide feedback online throughout the consultation period.

#### Findings

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. Going forward the council wants to support the Golders Green community to establish a Town Team, a representative community group, that will champion the ideas raised within the strategy and maintain local engagement.



## 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.



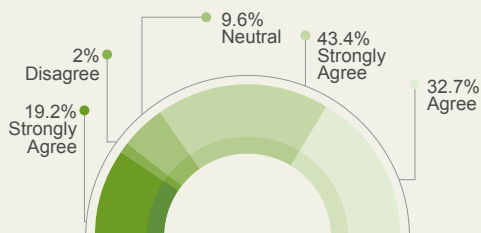
## STAGE 2: DRAFT TOWN CENTRE STRATEGY

### Consultation Findings

This page provides a high level summary of what people said from all feedback on the Draft Strategy from the consultation in October 2019. More feedback on priorities and character area findings can be found on pages 20-21, 32-33 and 42-43.

#### TOWN CENTRE VISION

Over 70% of the community agree with the Town Centre vision. They are positive about the area's rejuvenation and keen to see change soon.



### Headline Findings by Issue

#### 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 was felt to be central to achieving the aspirations for the Town Centre. There were mixed views about the advantages and disadvantages of National Express.

#### PEDESTRIAN & CYCLING

New pedestrian routes and the widening of pavements were very well received with a few concerns that pedestrianisation would '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 support for dedicated cycle paths.

#### PARKING

There were conflicting views on the reduced parking proposed. Some people felt that parking is essential to be retained. Others felt that the current parking provision is excessive given the proximity to public transport and its impact on the environment.

#### 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. It was noted that any development at the station should not intrude on historic views from the Garden Suburb.

#### ENVIRONMENT & SAFETY

There was strong support for more greenery in the area, providing that maintenance of these spaces is considered. Some felt that crime is on the rise and requested more information on measures to combat this. CCTV and better lighting were suggested. Poor management and maintenance around St Albans Lane and Sainsbury's, as well as the other mews were identified as attracting anti-social behaviour.

#### PLACES

**Railway Arches:** Support for the vision of the arches to become a destination for affordable artisan spaces, workshops and other light industrial uses that complement the town centre.

**Sainsbury's:** Concern that Sainsbury's store and car parking could 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.

#### SOCIAL INFRASTRUCTURE

People would like to see the town centre meet their daily needs.

There was strong support for a cinema as well as other cultural and community facilities. Suggestions included a skate park, a theatre, galleries, an art depot, as well as clubs and bars for young people. People would like to see more celebration of local culture through events and festivals including community uses of the Hippodrome site.

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 lacking and that church halls could double up as community facilities.

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

#### ECONOMY

There was a positive response to a more mixed use town centre with opportunities for new businesses, creative industries and start-ups.

## 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 | A Community Hub (Western Gateway)** - Golders Green Library and Broadwalk Lane entrance
- B | A Family Corner** - Beth Hamedrash (Munks) Synagogue, Greek Orthodox Cathedral, The Riding and railway arches
- C | 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



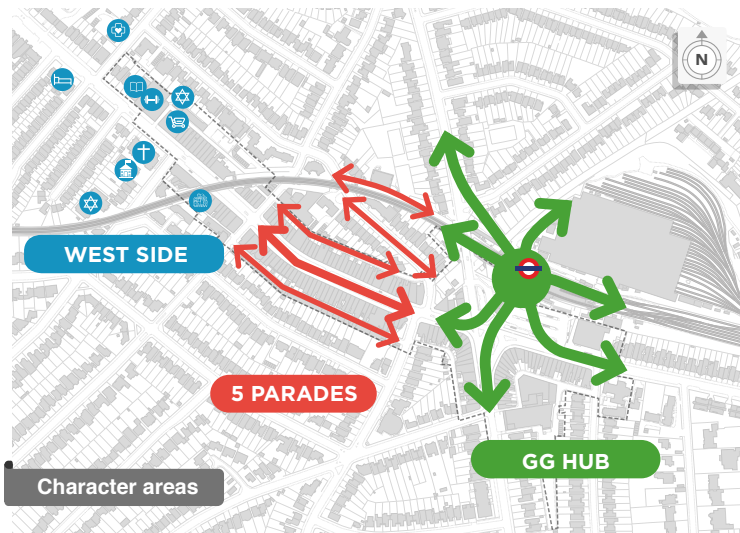
GG Hub

### 5 PARADES

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

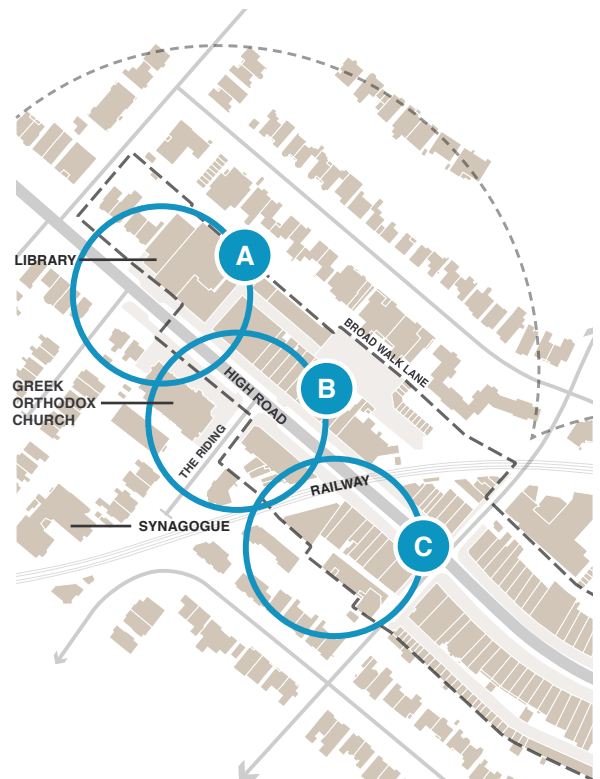
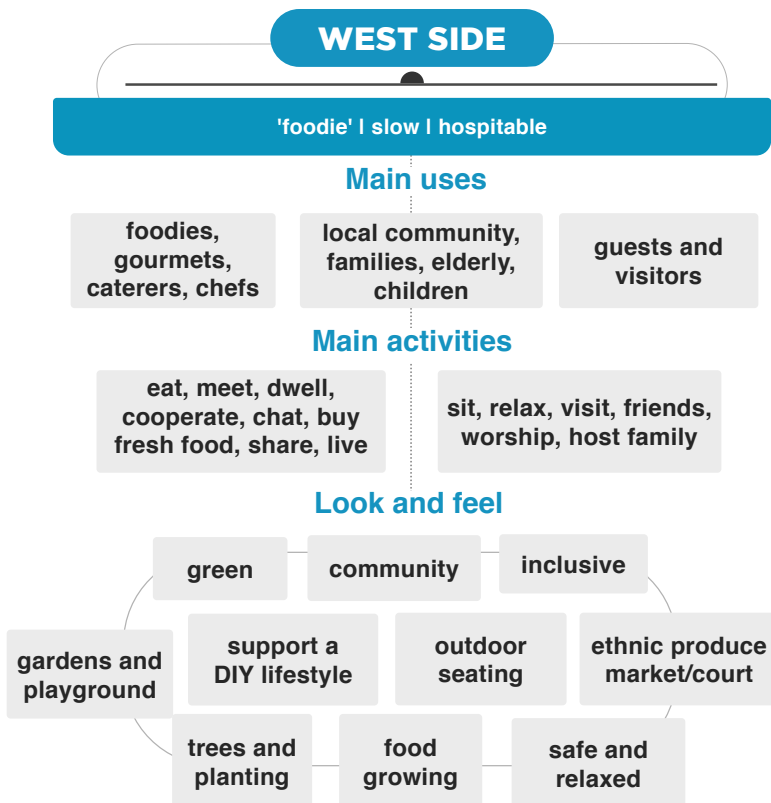
### GG HUB

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



# 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.



## 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



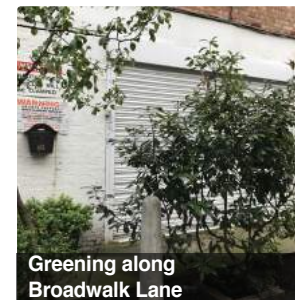
Poor shop fronts along Golders Green Road



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.
- Reinforce 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.
- Plant new trees and low-level planting along Finchley Road to create pollution and noise buffers and, where possible, incorporate sustainable drainage.

**INFLUENCE:** Potential community / stakeholder-led projects

#### 6 DENSIFY

- Opportunities for rooftop extensions on existing properties to provide additional homes and / or workspace.

#### 7 GREEK CATHEDRAL

- Work with Greek Orthodox Church to maximise the potential of its Green Space so that it becomes a green asset for the Town Centre.

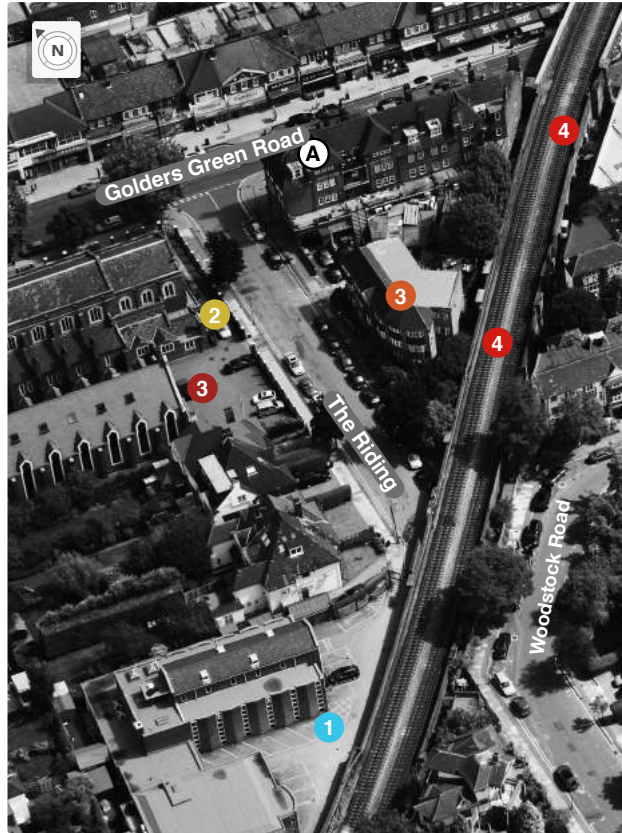
### Short & Long Term Vision



## 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.

## Short &amp; Long Term Vision

**INFLUENCE: Potential community / stakeholder led projects****5 DENSIFY**

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

**6 NEW PEDESTRIAN ROUTE(s)**

- 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 to improve walking connections. Opportunity to green these routes with low level planting and trees.

## 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.
- There are a number of independent clothing and food shops in this area; this includes Gold's Factory Outlet
- 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.

### Key stakeholders

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



Existing View



Poor quality low rise block



Gold's Factory Outlet



The bridge cuts off the High Street



Buddleia growing on the bridge



Underused south-east railway arches

## 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.

**2 SHOPS**

- Improve shop frontages to enhance historic features and welcoming awnings for weather protection. Work with tenants and landowners to improve external spaces with seating and public art.

**3 FLEXIBLE WORKSPACE**

- Where appropriate consider commercial uses including flexible workspace on upper floors of high street premises.

**4 RAILWAY BRIDGE**

- Mark a 'gateway' by creating a green feature on the bridge. Provide lighting under the bridge to improve safety. Consider meanwhile use of boarded up units.

**INFLUENCE:** Potential community / stakeholder led projects

## Long-term Improvements | +5 Years

**5 COMMUNITY CENTRE OPPORTUNITY SITE**

- Undertake a comprehensive redevelopment of 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 the new development is of the highest quality and is both contemporary and contextual, working with the conservation area. The design of the development should consider its location as a key node and vista along the arcing grand parade, when walking from the station.

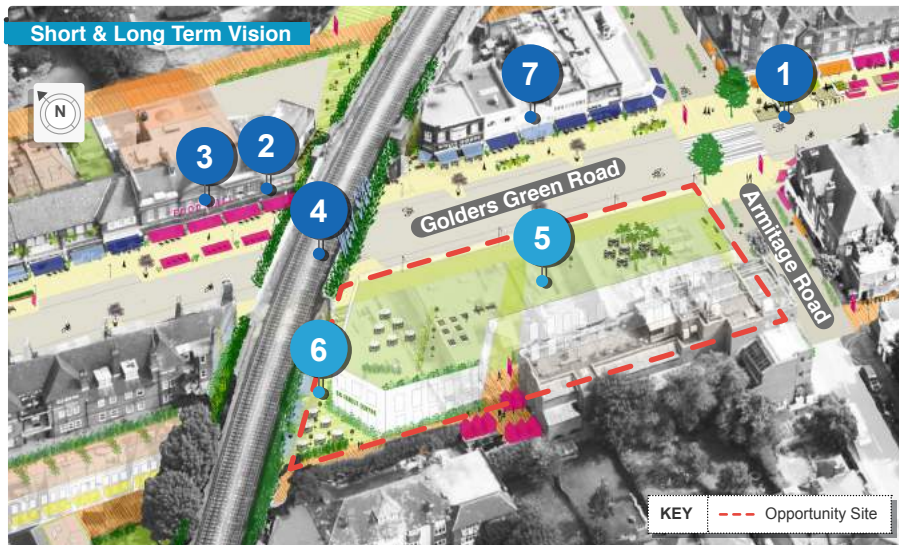
**6 YARDS**

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

**7 FOOD HALL OPPORTUNITY SITE**

- Opportunity to redevelop unharmonious block and railway arches to create a 21st Century Food hall. Please refer to project 7 'Food Hall' and 'Maker Hub' opportunity site on page 25.

## Short &amp; 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, making the street a more social and greener place was consistently supported. However, people asked that maintaining access to parking was considered, especially for people with disabilities to be able to access the town centre.

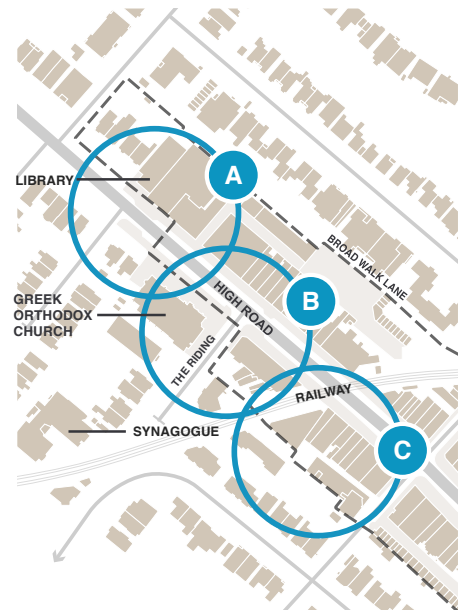
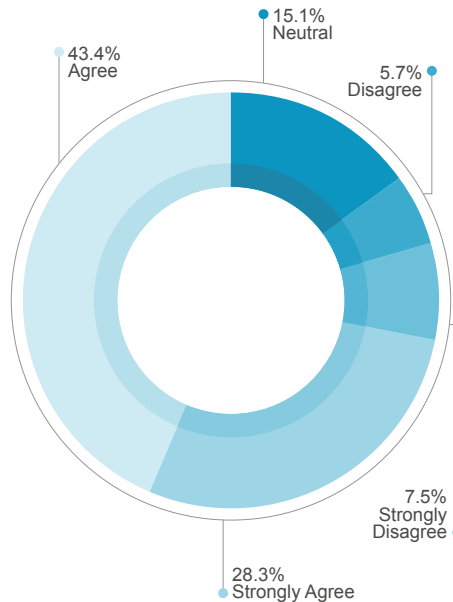
The community supported proposals that looked to activate the streets, especially

during the evenings, to improve the natural surveillance and sense of safety.

People welcomed suggestions to improve the social infrastructure, with particular interest in preserving and enhancing the library's relationship with the town centre.

Others felt that the town centre should make a stronger connection through improved wayfinding from local parks and nature walks including the London Brooke, Capital Ring walk to attract footfall into the town centre.

People welcomed increased green infrastructure within this area of the high street, supporting the creation of a Linear Park on the Riding with a particular interest in these spaces having capacity to host community activities and markets.

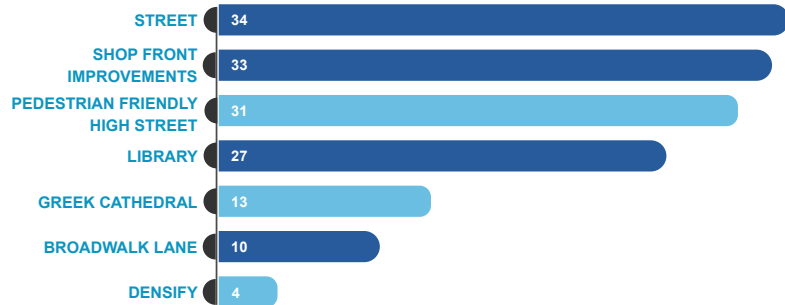


## PRIORITIES

Respondents were asked to select their top 3 priorities within **A. Community Hub**, **B. Family Corner** and **C. Food Central**. The diagrams below show the top priorities.

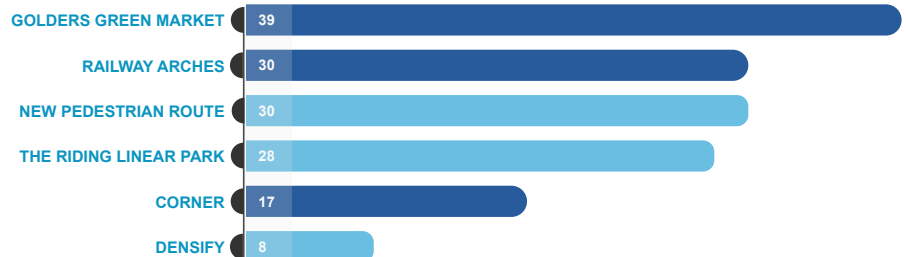
### A. COMMUNITY HUB

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



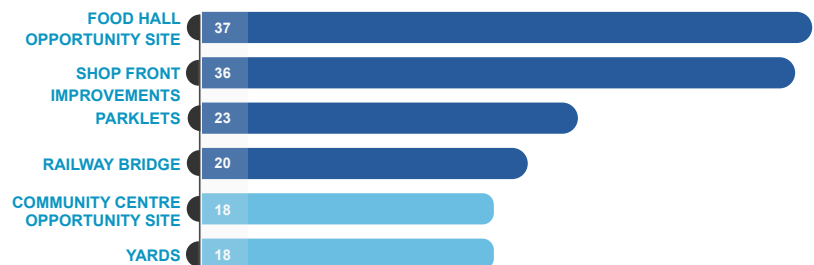
### B. FAMILY CORNER: THE RIDING

- 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.



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

# 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.

