

GOLDERS GREEN
TOWN CENTRE

Routes & Riches Way-finding

Action Plan

BARNET
LONDON BOROUGH

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Introduction

introduction

Golders Green has long been an important transport hub. This Action Plan aims not just to make the town centre easier to move through, but also a better place to stop, linger and appreciate.

The term ‘way-finding’ can refer to any measure which helps people to navigate the city. Making the Town Centre easier and more pleasurable to visit on foot or by bicycle is essential to the vitality of the high street, giving businesses the chance to thrive and making it easier for residents to use their local high street.

From 2017-2020, the local community worked together with Barnet Council to put together a Town Centre Strategy to guide future improvements and development in Golders Green. The Strategy includes a number of proposals for improving way-finding.

The Action Plan provides a refreshed picture of community priorities by looking at existing routes, way-finding infrastructure and visual character of Golders Green Town Centre, supported by the findings of a series of public engagement workshops. It will go on to identify a set of broad **aims** for better routes through Golders Green.

Where relevant, each aim will be discussed as an overall spatial intervention to the town centre before is broken down into a series of clearly defined **actions**, with step-by-step guidance on how to get started. Some of these actions will be delivered directly by Barnet, while some could be suitable for interested members of the local community to take on themselves. While each action scaled can be carried out separately at a modest and achievable scale, together they work to achieve a comprehensive renewal of journeys within Golders Green Town Centre.

This Action Plan has been developed in parallel with a Culture and Community Action Plan, which sets out ideas for nurturing community activity and growing a broad, inclusive and accessible cultural scene in Golders Green. Barnet Council has committed a modest level of capital investment towards directly delivering some of the ideas in these Action Plans, as well as a programme of ‘pilot’ events in 2023. Beyond this period, the Action Plan will provide a framework for future investment and development in the Town Centre.

method

method

The Action Plan has sought to pick up on and continues earlier conversations, while recognising a lapse of time since the Town Centre Strategy's adoption during which the demands of supporting residents through the Covid-19 pandemic were tested.

All of those who left contact details as part of consultation from 2017-2019 were invited to participate in the development of the Action Plan, which is developed and delivered through a hybrid dialogue:

- 1) Wide outreach through a dedicated project website, social media accounts, an online survey questionnaire, and a physical Tea Party held on-street in the Town Centre
- 2) A series of three interactive public workshops to develop ideas for graphic identity and way-finding
- 3) The formation and support of a Golders Green Town Team which will have the capacity to deliver events and improvements to the Town Centre

Engagement activities have been developed to sense--check, update and add specific detail around way-finding, community and cultural

activation within the spatial framework of the Town Centre Strategy (see above).

As the development of the Action Plan has been driven by these conversations, engagement inputs are integrated in the baseline maps and analysis of the Town Centre on the following pages.

GOLDERS GREEN TOWN CENTRE STRATEGY

FROM JULY 2017

TIME LINE



2022

GOLDERS GREEN CREATIVE PLACEMAKING & CULTURAL ACTIVATION PROJECT

FROM JULY 2022

GOLDERS GREEN TOWN CENTRE TEA PARTY
OCTOBER 2022

ONLINE SURVEY

OCTOBER 2022

FORMING GOLDERS GREEN TOWN TEAM
FIRST MEETING OCTOBER 2022

ACTION PLANS PUBLISHED
JANUARY 2023

CULTURAL ACTIVATION PROGRAMME
FROM EARLY 2023

WAYFINDING AND ARTWORK PROGRAMME
FROM EARLY 2023

MAJOR PUBLIC REALM WORKS PROGRAMME
FROM EARLY 2023

character

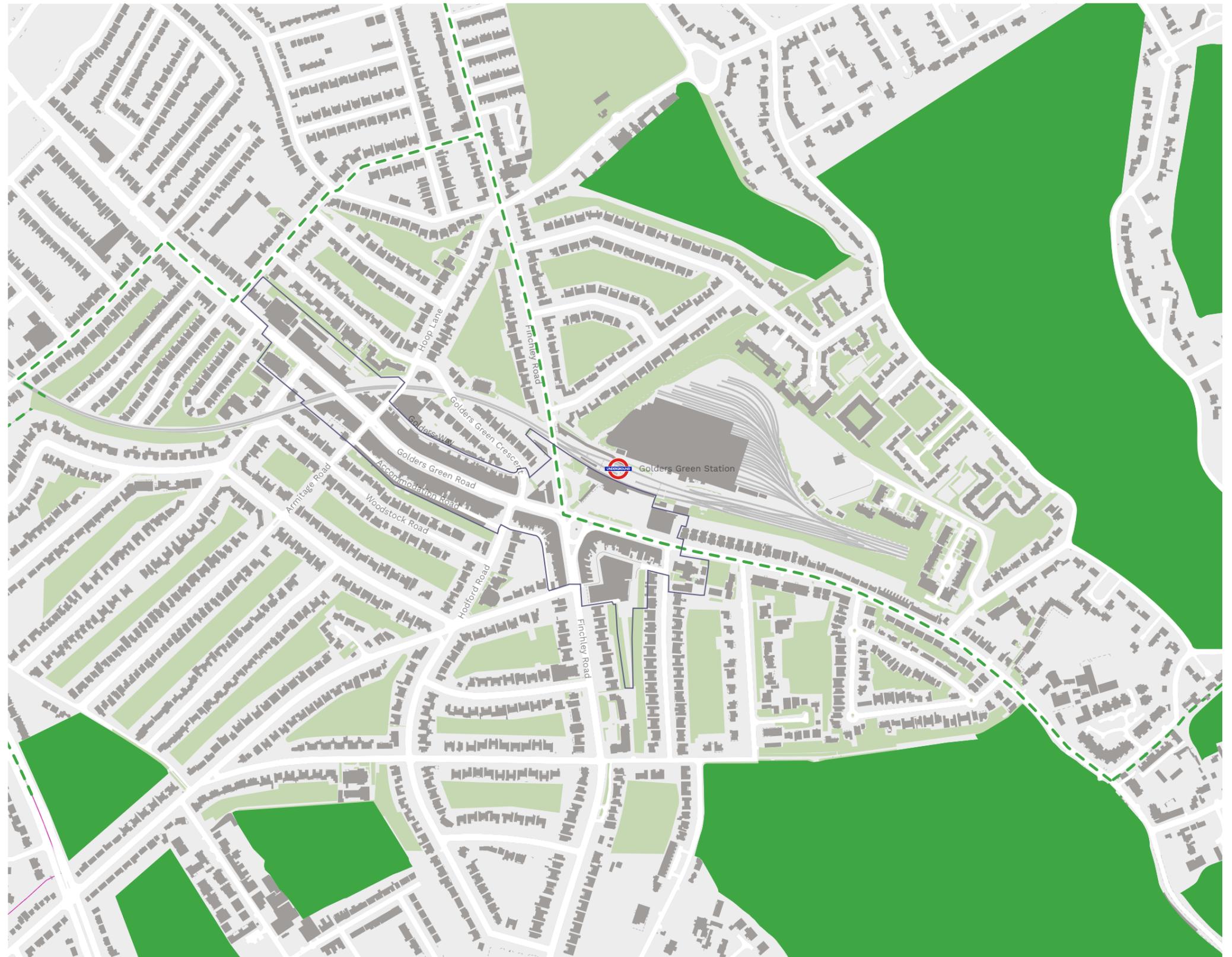
urban context

Golders Green is one of Barnet's 14 District Town Centres. Temple Fortune is about 15 minutes walk to the north on Finchley Road, and is strongly linked to Golders Green Town Centre, both as a point of comparison and through organisations which operate across both town centres.

It is also around 15 minutes walk to the east of the Brent Cross - Cricklewood Regeneration Area. New residential and commercial development can be expected to bring challenges but also significant opportunities to Golders Green.

The Town Centre itself centres around the junction of Golders Green Road, Finchley Road and North End Road. In planning policy terms, the District Town Centre extends from Ravenscroft Avenue in the northwest to West Heath Drive in the Southeast, and from Rodborough Road in the south to the railway bridge over Finchley Road to the north (see plan, right).

However, this Action Plan will also consider the relationship of the Town Centre to its surrounding areas.





LLOYDS BANK
Please to right when entering Customer
Please to right when entering Customer

BANK

No loading
Mon-Fri
8.00-9.30 am
8.30-9.30 am

Cravlands
Large flat
TO LET
0201 8731 9777

The Artisan

LITERALLY THE FUNNIEST
Alperton 83

SE
ORIENT

Price
Chopper

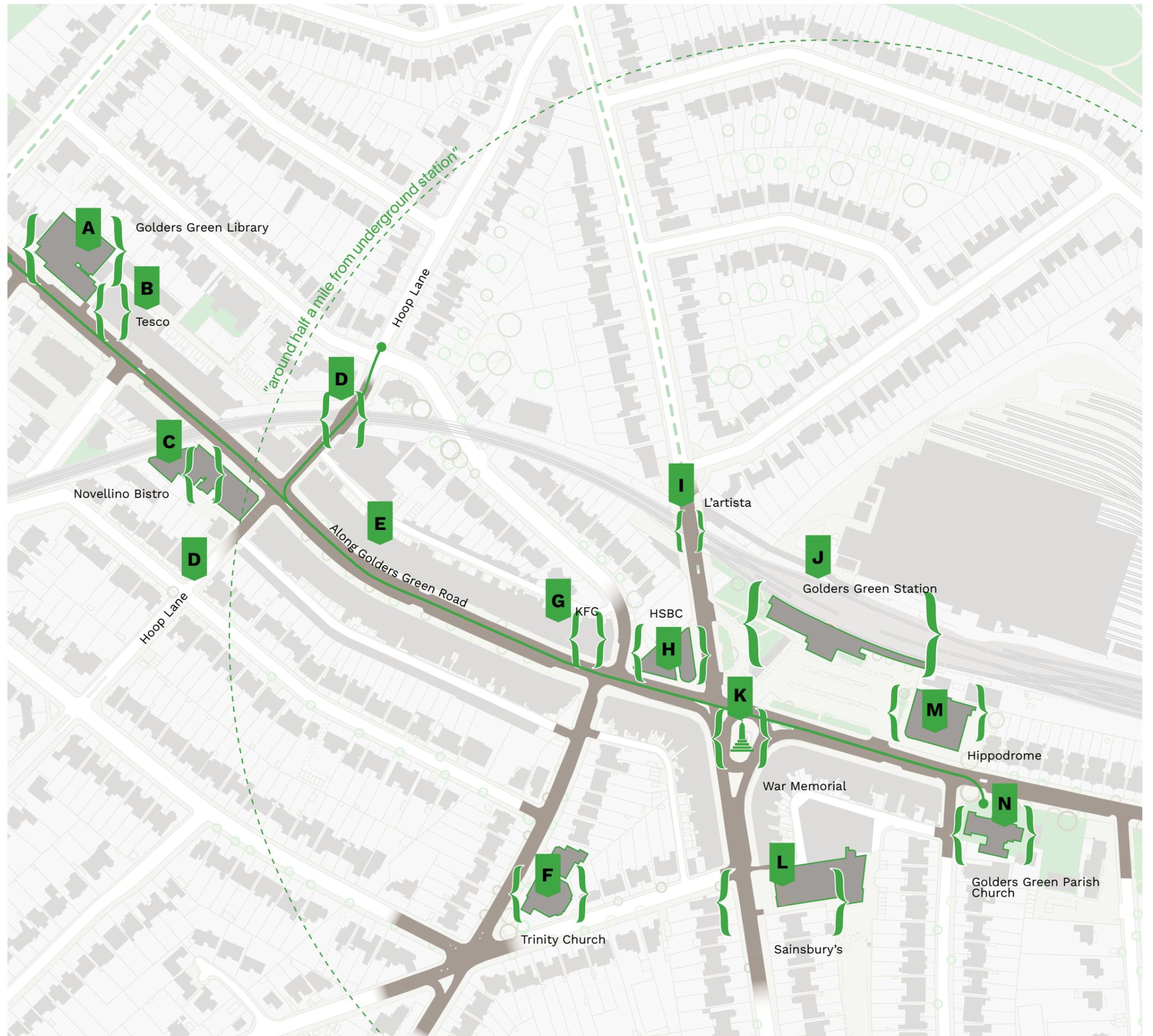
where is the town centre?

Building upon the boundary defined within local planning policy, the questionnaire responses and Tea Party conversations suggested a broad consensus on the extent of the Town Centre.

The combination of railway infrastructure, distinct historic building fabric and sharp transition to residential suburban typologies on side streets frame a Town Centre while extends along the axis of Golders Green and North End Road, book-ended by clusters of civic assets with a core of shopping parades. Or, as one survey respondent succinctly put it:

“From Golders Green station to Golders Green Library.”

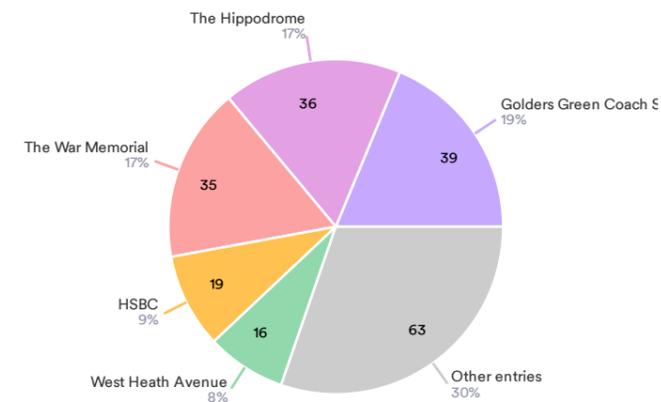
There is some sense that, in places, the Town Centre could be considered to extend further into the back streets to encompass places of worship like Trinity Church and Golders Green Parish Church. However, the overall impression is of a relatively compact, well-defined Town Centre which is clearly understood as a common reference point by its stakeholders.



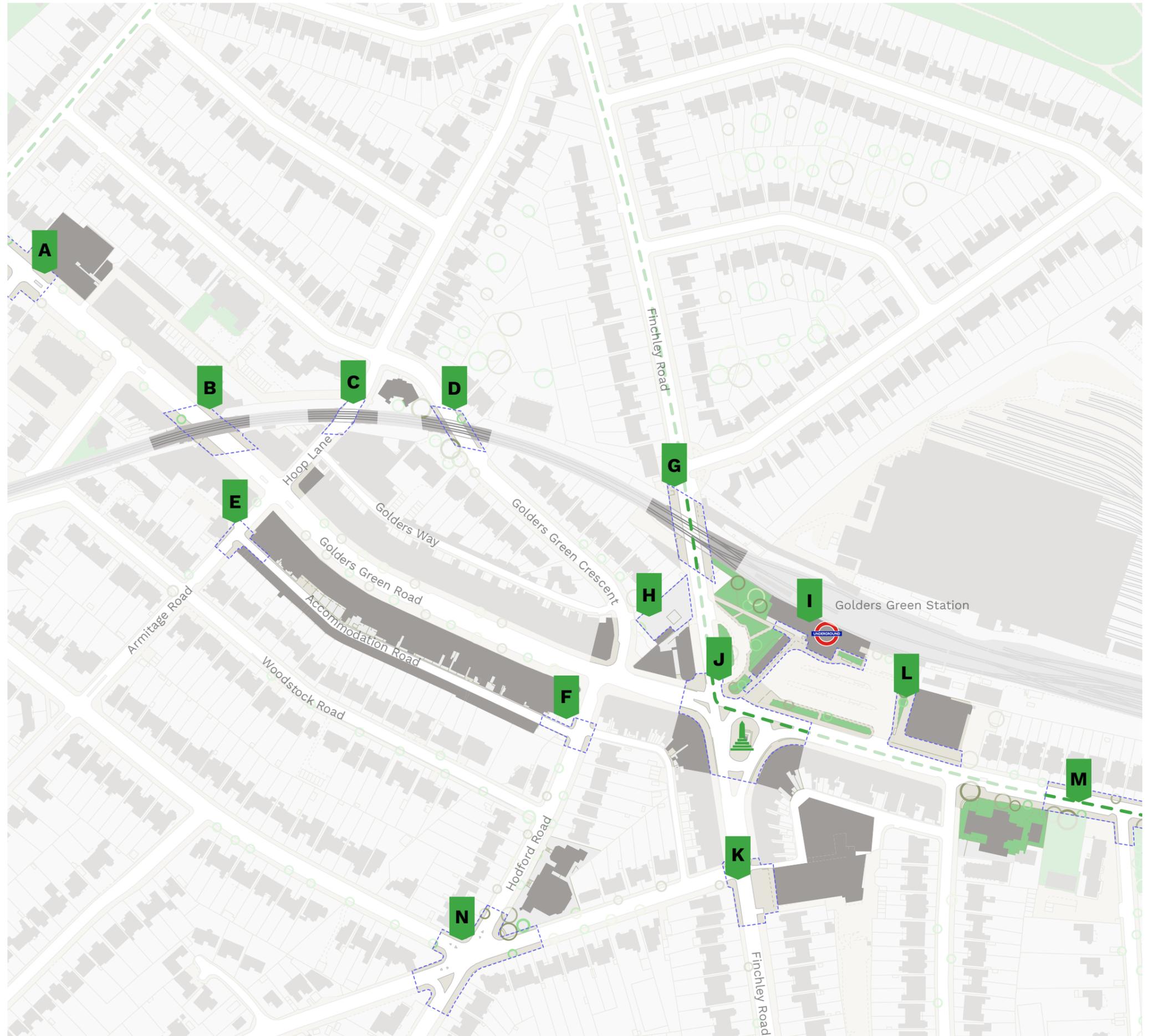
Map courtesy of Jan Kattein Architects

gateways

The broadly agreed extents of the Town Centre naturally suggest a series of entry points for pedestrians. These are variously demarcated by railway bridges, historic monuments like the Promenade and the Hippodrome and civic assets like the Library. However, survey responses suggest that the approaches from the east of the Town Centre and from the Underground Station are the most important.



KEY	
A - Golders Green Library	H - Golders Green Crescent
B - Railway Bridge North	I - Golders Green Station
C - Railway Bridge - Hoop Lane	J - Golders Green War Memorial
D - Railway Bridge - GG Crescent	K - Sainsbury's
E - Accommodation Road - West	L - Hippodrome
F - Accommodation Road - East	M - Golders Green Parish Church
G - Railway Bridge - Finchley Road	N - Trinity Church



gateways

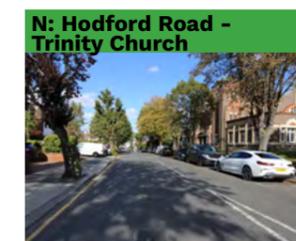
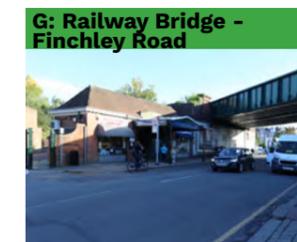
Many of the approaches into Golders Green Town Centre are notable for their early 20th-century civic architecture. The scale and grandeur of the Library, War Memorial, the Station and the Hippodrome mark a clear difference from the informal residential streets around.

The Promenade and Cheapside, meanwhile, feature unusual rear access alleys which, while intimate in scale, can feel disorderly. The corners of these rear alleys (Accommodation Road and Golders Green Way) form key transitions between residences and the local high street.

Pedestrian pavements widen significantly at the entrance to the town centre from the east (in front of the Hippodrome and the Parish Church), the south (in front of Sainsbury's) and the northwest (in front of the library). While this helps emphasise the shift in character from residential street to Town Centre, the use and ownership of these spaces does not feel clearly defined.

As the primary gateway to the Town Centre identified by stakeholders, arrival at Golders Green Station can feel very confusing, despite the clear visual markers of the War Memorial and ornate shopping parades visible

from the station exit. A low rise series of small commercial units divide two paths into the Town Centre. These back onto small green spaces around the edge of the station are among very few in the Town Centre, but their use and value is limited by their isolation and indifferent quality of planting.



favourite places

The parks around Golders Green are one of the true delights of living there. Not only do residents love to visit their parks: many would also like to see their green character reflected more strongly in their Town Centre.

“If you were visiting, there would be no way of knowing that there are lots of magnificent parks close by.”

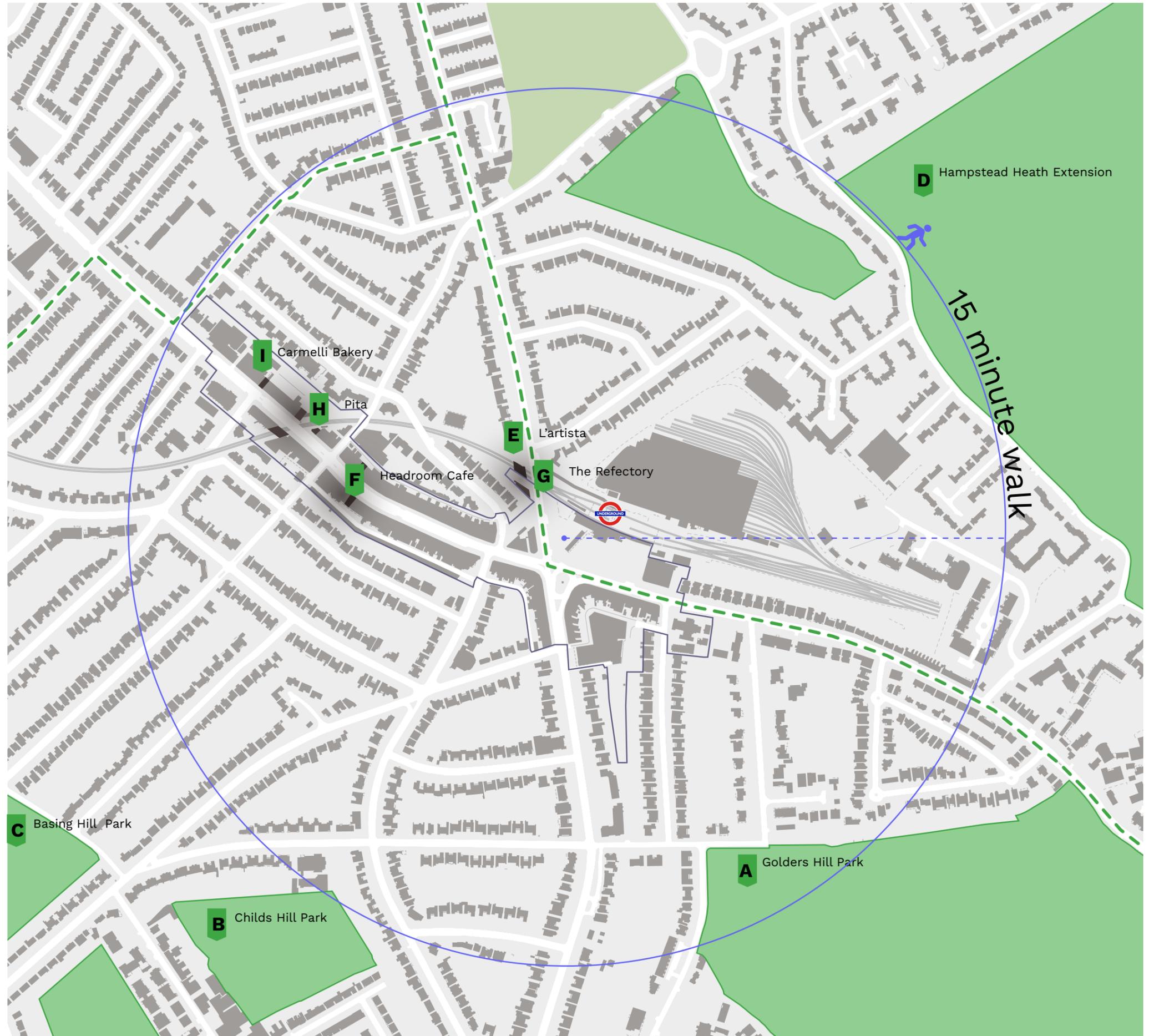
Golders Hill Park and Hampstead Heath Extension are perhaps the best known of the local parks. Nonetheless, residents are frequently asked for directions by visitors looking for the parks.

KEY

- A - Golders Hill Park
- B - Childs Hill Park
- C - Basing Hill Park
- D - Hampstead Heath Extension
- E - L'artista
- F - Headroom Cafe
- G - Refectory
- I - Carmelli Bakery



Map courtesy of Jan Kattein Architects



favourite places

Although lesser known, local parks like Basing Hill and Childs Hill Park are treasured and act as strong focuses of community activity, including active Friends groups. Childs Hill Park in particular can be difficult for newcomers to the area to find, as it is entirely enclosed by surrounding houses, gardens and a school.

Many residents also value the Town Centre's cafés, informal restaurants and the Refectory pub. The Headroom Café, which provides community value beyond a commercial offer with its well-being focus, is a valued asset at the core of the high street.

When asked, 'If you were showing a friend around Golders Green, where would you take them?' Many of the answers were either 'Golders Hill Zoo', restaurants such as 'Pita, Carmelli Bakery, Headroom Cafe + Hampstead Heath Extension.

A: Golders Hill Park



B: Childs Hill Park



C: Basing Hill Park



D: Hampstead Heath Extension



E: L'artista



F: Headroom Cafe



G: Refectory



H: Pita



I: Carmelli Bakery



landmarks

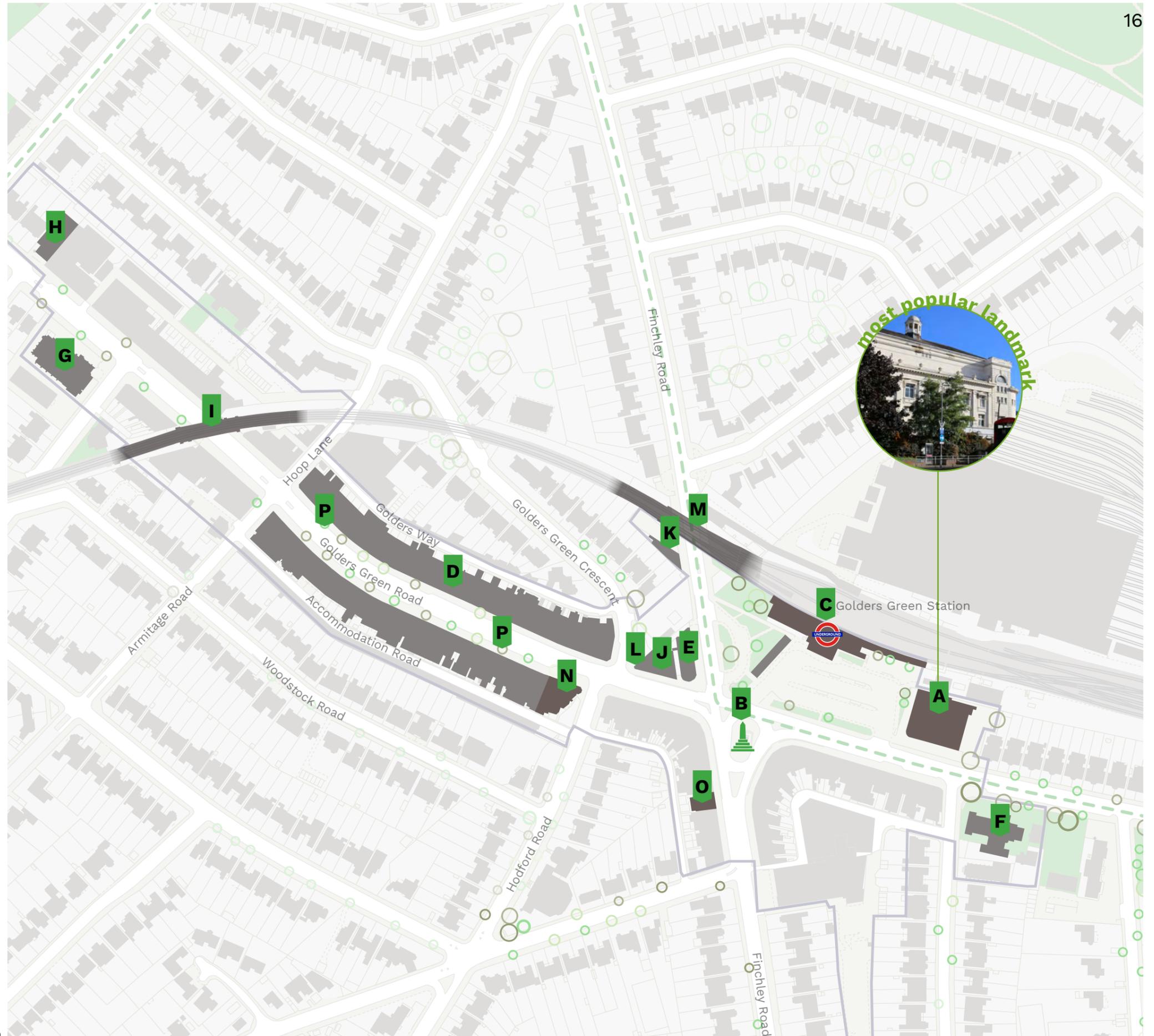
We asked residents:

What are the buildings or features that make Golders Green unique? please name up to five notable places.

Responses are listed in alphabetical order of their popularity. An overwhelming emphasis on historic assets is evidence. However, it is notable that in an area with a high concentration of faith spaces, the five most popular landmarks are secular.

Although the Hippodrome is now used by a church group, it is evident from our conversations that its value is associated with its former cultural status and its enduring scale and grandeur. Residents note that the War Memorial does not feature a cross, unlike many comparable monuments.

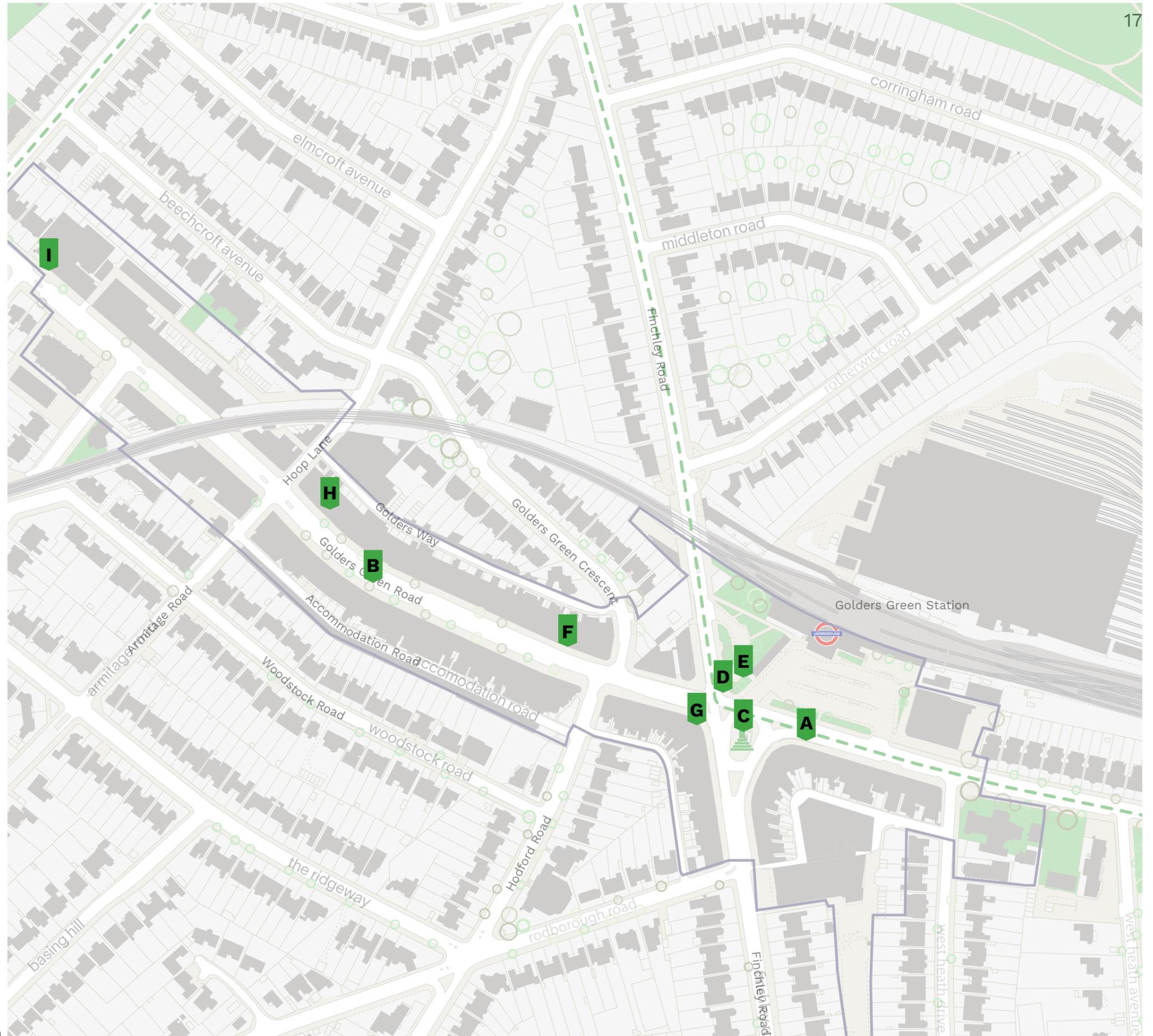
KEY	
A - The Hippodrome	I - Railway Bridge North
B - War Memorial	J - Virgin Money
C - Golders Green Station	K - Refectory Pub
D - Cheapside Terrace	L - Lloyds Bank
E - HSBC	M - Finchley Road Bridge / L'artista
F - St Albans Church	N - Café Nero
G - St Michaels Church	O - Post Office
H - Library	P- Trees



Map courtesy of Jan Kattein Architects

signage

Existing directional signage in the town centre is limited sporadic. It is largely concentrated around the station exits and along Golders Green Road. There is no signage at the majority of roads crossing the high street, and few of the Town Centre's civic assets are sign-posted.



KEY	
A	Golders Hill Park
B	Armitage Mansions
C	Golders Green Parish Church
D	Golders Green Library
E	Other town centres
F	The Artisan
G	Golders Green Road
H	Cheapside Terrace
I	Library notice board



Map courtesy of Jan Kattein Architects

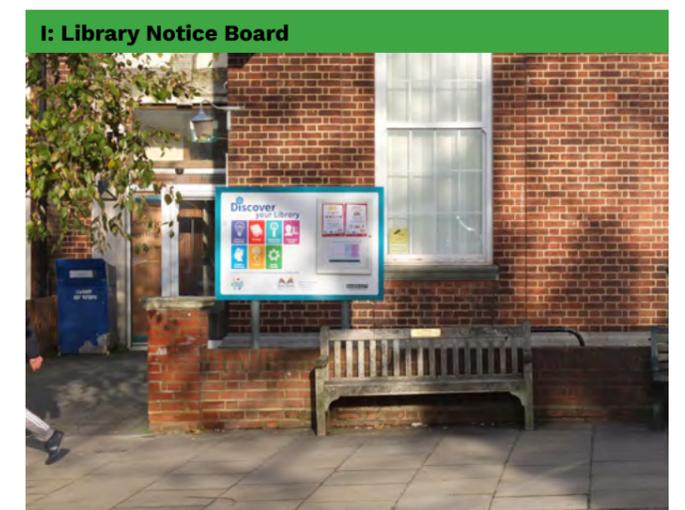
signage

The quality of existing signage is varied and inconsistent.

Historic place signage on the facades of Armitage Mansions (the Promenade) and Cheapside are helpful labels for key local landmarks. Equally, a historic directional totem sign pointing the way to Hampstead, Finchley and London reinforces the area's suburban history and helps new arrivals to locate themselves, but does little to aid immediate navigation of the town centre. The sign is also partially concealed behind a hoarding.

Contemporary directional signs on lamp posts are largely non-specific (A, D) and isolated. There is one directional sign showing the way to each of the library, Golders Hill Park and the Parish Church, with no signage evident at subsequent turnings. The sign to the Public Library, the Town Centre's only secular community space, is significantly faded and rusted. Private housing block 'the Artisan' enjoys more prominent directional signage.

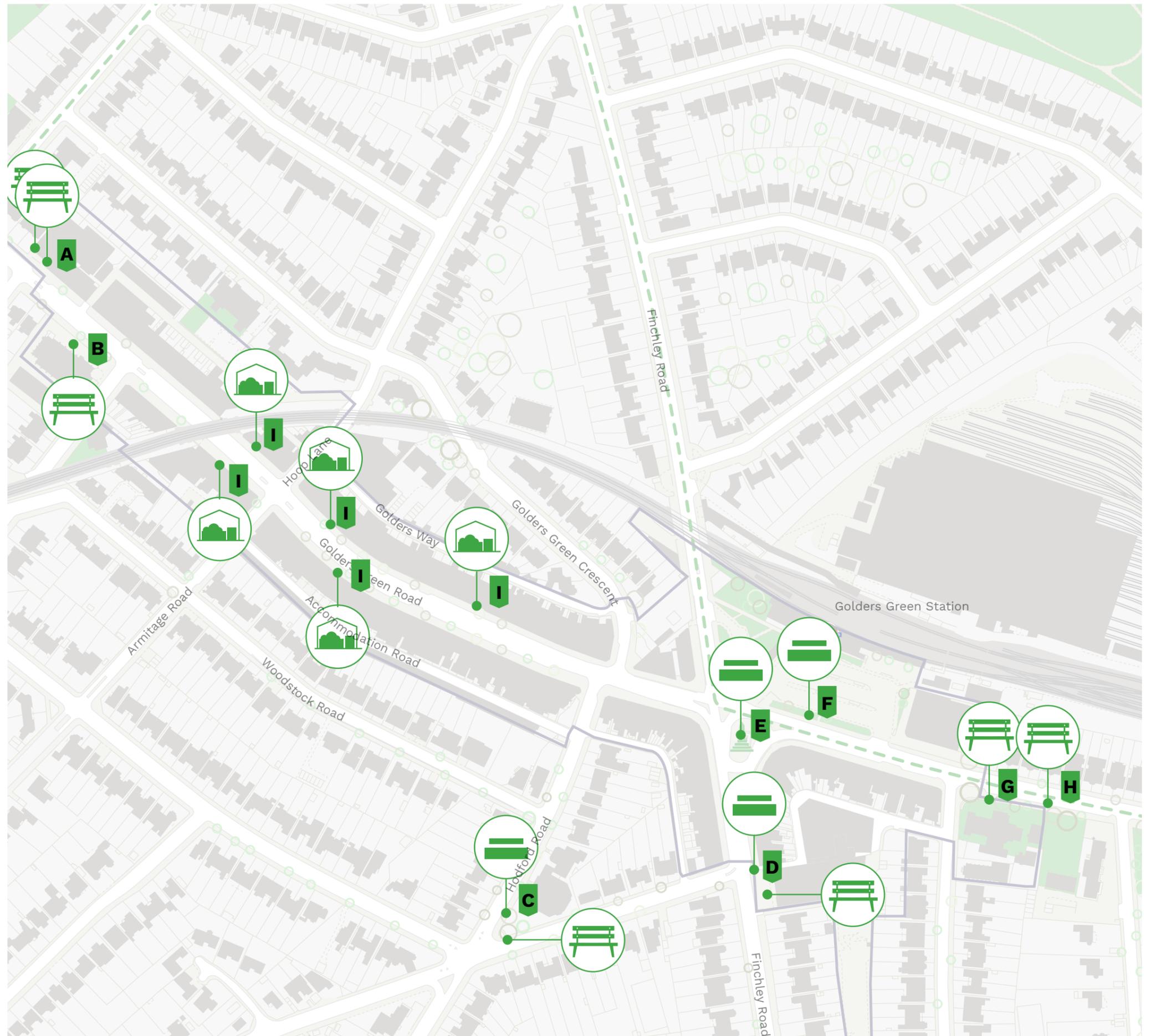
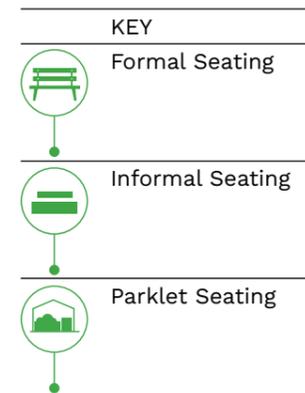
The Library features a notice board. However, this is set back from the pavement edge and has limited space for notices.



street furniture

The Town Centre features limited formalised seating. Benches are found around the edges of the Town Centre in areas where the pavement widens to the forecourts of civic assets like the Library, the Parish Church and Trinity Church. Formal benches are generally wooden, with some consistency of style, of a type often associated with green spaces or parks rather than urban centres. Informal seating is also available on low walls and similar in these locations.

Following up on the ambitions set out in the Town Centre Strategy, five parklets were installed in parking spaces along Golders Green, providing high street restaurants with outdoor seating areas. These incorporate planting around the perimeter.



street lighting

Lighting in Golders Green mainly focuses on facilitating vehicular movement. The classification of different streets works well and is consistent in terms of lighting equipment, colour temperature and mounting heights establishing a hierarchy of routes. Despite the many important landmarks in Golders Green, they are not a major part of the area's nightscape. In some areas, pedestrian movement after dark is neglected and bad lighting conditions or even lack of lighting make it challenging to walk after dark.

At **Finchley Road Roundabout**, 10m high streetlighting columns and lack of trees discourage a more pedestrian friendly use of the space. The **War Memorial** is not celebrated through lighting.

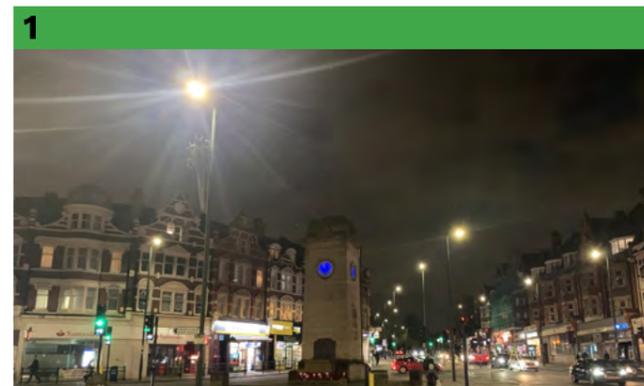
On **Golders Green Road**, spill light from active frontages contributes to well lit pavements. Empty shops have an immediate effect on the lighting conditions. Trees give character to the street, but sometimes they cast shadows if they are located under a lighting column

Due to contrast, **Golders Green Crescent** is perceived as much darker than the high street. Residents report antisocial behaviour and drug dealing, while

the connection to garages under the railway is totally dark.

On **Golders Way and Accommodation Road**, the lack of natural surveillance and lack of lighting create a feeling of danger after dark. Fly-tipping is happening around darker areas.

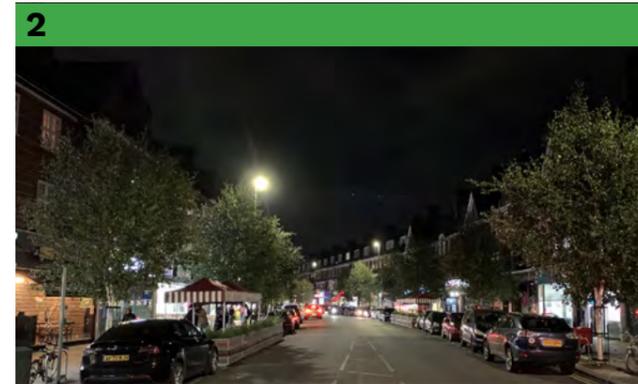
Despite the fact that they can be seen as gateways to the Town Centre, **railway bridges** remain unlit at night.



1 Finchley Road roundabout. Memorial appears darker than the surrounding. Street lighting columns seem out of scale. No visual hierarchy in the space to help way-finding.

KEY

- Finchley Road roundabout and War Memorial
- Golders Green Road - Highstreet
- Golders Green Crescent
- Important Buildings / Landmarks
- Bridges - Gateways
- Alleyways
- Connecting passage/stair to Accommodation Rd
- Alleyway along garages



2 Golders Green Road. Lack of retail atmosphere. Pavements rely on shops spill light and signage.



3 Golders Green Crescent. Poor uniformity and very low level lighting



street lighting



4 Golders Green Parish Church facades and landscape are not lit. It could work as entrance point to town centre.



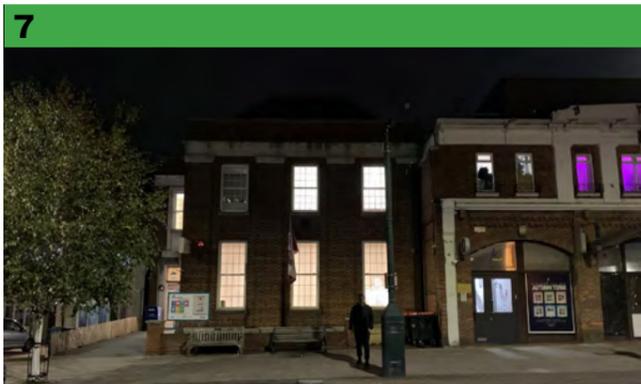
5 The Hippodrome. Considered important landmark by many residents. Not as noticeable at nighttime.



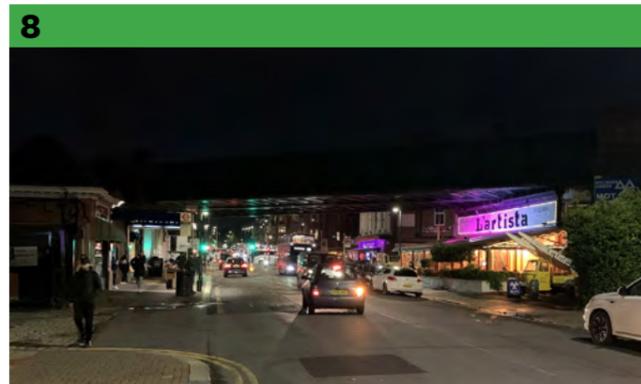
6 Greek Orthodox Cathedral. No exterior lighting creates a dark area by the high street and opposite the library.



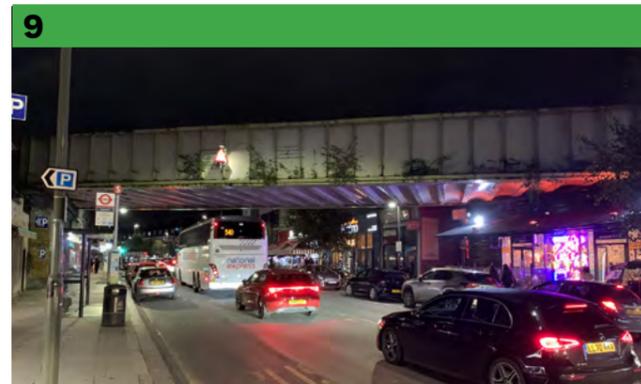
13 Golders Way. Alleyway in parallel to high street to the north. Street lighting leave recesses and corners unlit. Limited general use. Not pedestrian friendly after dark.



7 Golders Green Library. Lighting of the facade and outdoor area could make it stand out and activate back the library and the area.



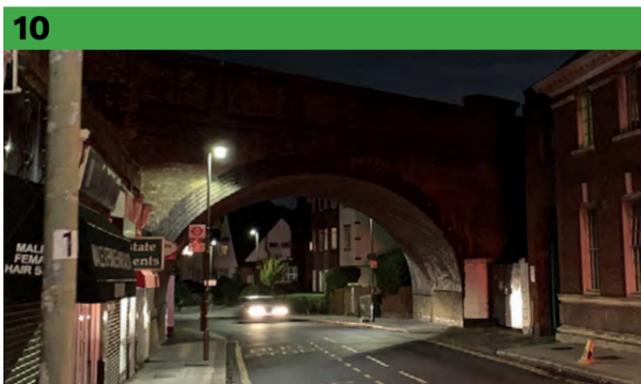
8 Finchley Rd railway bridge. Not visible at night due to dark finish. Light spill on the underside creates interest.



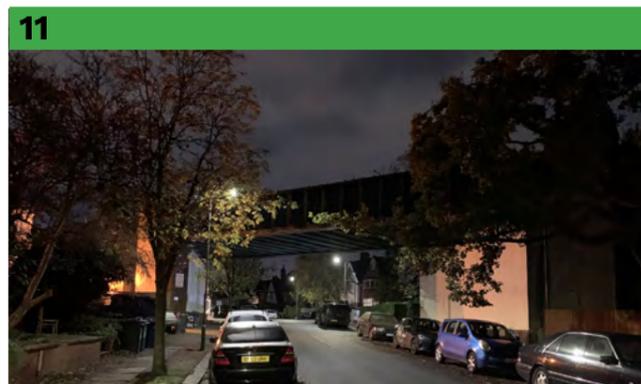
9 Golders Green Rd railway bridge. Visible due to white finish. It reflects streetlighting and lights from shops.



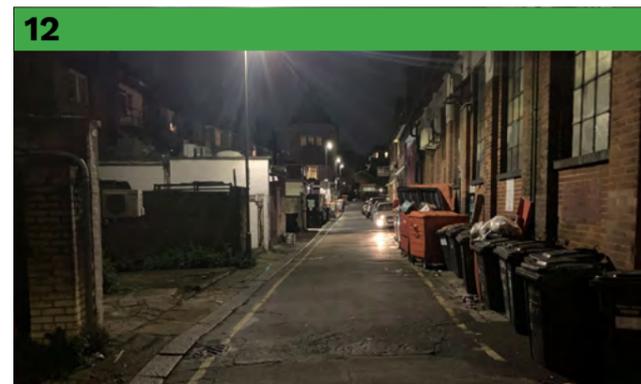
14 Accommodation Rd. Alleyway to the south of high street. West part looks welcoming due to some lit shop frontages. Dark corners along the way. Extensive fly-tipping.



10 Hoop Lane railway bridge. Brickwork arranged on the diagonal on the underside of the arch. The area generally feels dark and unsafe.



11 Golders Green Crescent railway bridge. This bridge is unlit and the lighting level is generally low. The area becomes ground for antisocial behaviour.



12 St Alban's Way. Back alleyway. Streetlighting columns leave dark spots due to recesses. It feels unsafe especially close to the corners where visibility on both sides is low.



15 Passage connecting Accommodation Rd to the high street. Not inviting as it looks abandoned and the lighting on the upper level works with presence detection sensor.

history

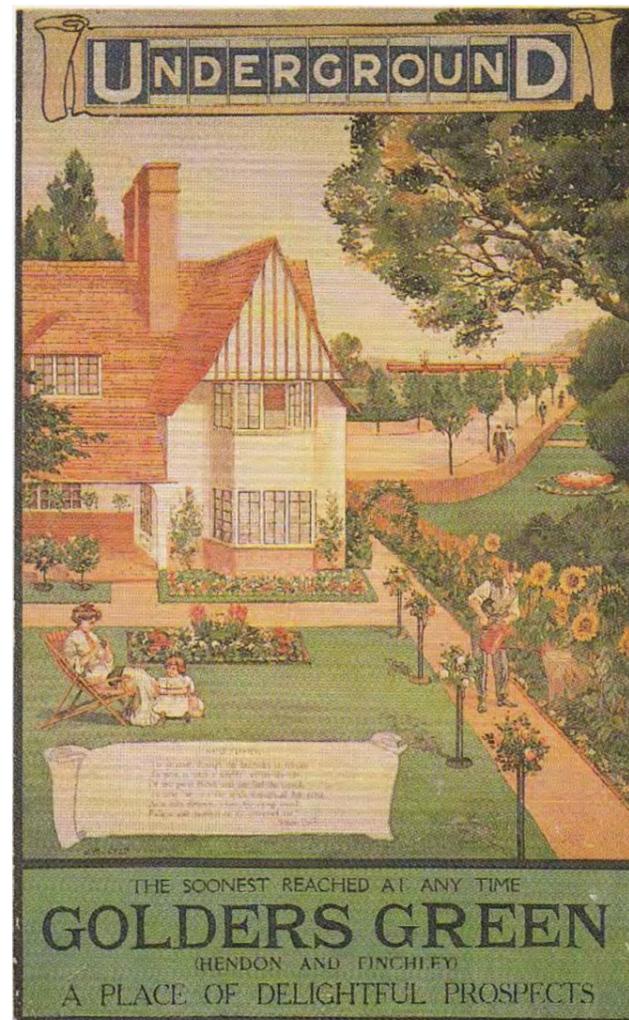
The 'Golders' name is said to derive from a 14th-century resident called Godyere. A number of 'ornamental villas' appeared from the late 18th century and the crossroads that forms the hub of Golders Green was created by the arrival of the Finchley Road in the late 1820s.

The Conservation Area Character Appraisal gives a detailed history of the development of Golders Green. Its deeply distinctive historic fabric highly valued by local residents as part of its character.

The 'Golders' name is said to derive from a 14th-century resident called Godyere. While there was settlement in the area from at least the late 18th century, a hamlet began to emerge here where from 1827 when the new Finchley Road crossed an older route (now Golders Green Road/North End Road).

The London County Council's acquisition of Golders Hill House and its gardens in 1898 brought the first public park to the area.

From at least the 1880's, the horse-drawn omnibuses served the area. However, it was the arrival of the London Underground station in 1907 which spurred the development of the Town Centre we see today.



Poster: Unknown artist, Golders Green Underground, 1908. Tim Pickford-Jones



Photo: England's Ron Springett, Peter Bonetti, Nobby Stiles and Alan Ball go shopping in Golders - 27, July 1966 - PA Images



Map: Golders Green - 1873



Map: Golders Green - 1948



Photo: Golders Green 1960, Francis Firth Collection

Motorised buses and an electric tram along Finchley Road arrived shortly thereafter. This enabled residential development around Golders Green and the creation of Hampstead Garden Suburb to the north. The tram was replaced by bus routes in 1935.

Until 1923, Golders Green was the terminal station of what is now the Northern Line. This required the construction of a large depot, which still occupies a large area northeast of the station.

The shopping parades which form the heart of the Town Centre were built between 1909 and 1918, designed by Herbert A. Welch, H. Clifford Hollis and T. Merrison Garrod. The exuberant Arts and Crafts style of these four-storey was influenced by nearby precedents like Temple Fortune House and Hampstead Garden suburb, but is truly unique in composition, forms and details.

Subsequent infill development (including the impressive bank building currently occupied by Lloyds) and the War Memorial (completed in 1923) were also designed by Herbert A. Welch.

Together with complementary shopping parades, the result is a Town Centre which relates strongly to its surrounding residential context, but is a clearly defined, lively and intense commercial centre.

Golders Green has been a centre for multiple cultures and faiths dates at least as far back as the 19th century. In 1895 a Jewish cemetery was established adjacent to Hoop Lane. Golders Green Crematorium was opened in 1902. After the First World War a large number of Jewish families began moving into the new housing from the crowded East End and synagogues were built to serve the community.

Following the closure of the Cricklewood Aerodrome in 1929, Golders Green Estate was laid out in a distinctive 'racetrack' pattern. The 1930s also saw the erection of mansion blocks in Golders Green Town Centre.

In parallel with residential and commercial development, a leisure offer began to emerge in Golders Green. The Golders Green Hippodrome opened as a music hall in 1913, as did the Ionic Cinema. The Hippodrome would go on to be purchased by the BBC and host internationally prominent musical acts.

The Refectory public house followed soon after in 1916, and became a prominent destination for live rock music.

Many of the Town Centre's faith centres also date from the early 20th century. The Greek Orthodox Cathedral was constructed in 1914, while St Alban's Church (now Golders Green Parish Church) was completed in 1933. Golders Green Synagogue was first established in 1915, before its current home on Dunstan Road was opened in 1922, while the Beth Hamedrash was established in 1934.

Residents recall a thriving high street in the mid-20th century with glamorous high-end shops to rival Oxford Street. A popular anecdote remembers the 1966 World Cup-winning England men's football team coming to Golders Green to go shopping.

The last cinema in Golders Green closed in 1999, while the Refectory no longer hosts bands. The BBC departed from the Hippodrome in 2003, and it has now been converted into a church.



Photo: Taken by Jan Kattein Architects

The 2020 Golders Green Town Centre Strategy was supported by extensive study of the town centre and consultation with local stakeholders. While the Town Centre Strategy and its evidence base take a broad view of Golders Green and considers wider-ranging improvements, many of its findings are directly relevant to way-finding and are quoted below.

Walking routes

- From the War Memorial, it takes only about 10 min. walk to reach 4 other local retail centres and 6 green open spaces.
- Lacking signage in the centre to indicate these centres, parks or other attractions.
- Dollis Valley Walk coming from the North goes through the Garden Suburb to join the Heath Extension.
- Theme walk & trails are organised at the Heath Extension, Childs Hill Park, Hampstead and through the Garden Suburb.
- London Transport Museum has developed 3 informative self-guided walks around Golders Green Station called 'suburban stories'.

Public realm

- On the full length of the High Street there are only 11 crossing points
- Pavements on Golders Green Road are wide, especially on the South side.
- Back streets are narrow and sometimes paved with cobble stones making them feel pedestrian friendly.
- There are only 6 benches in the whole town centre.
- The urban pattern, with its large and long blocks, lowers the town centre's accessibility and permeability
- Anchors such as the library, churches, the Sainsbury's on Finchley Road have large spaces in front for people to gather.
- The station, other supermarkets, schools, most smaller religious facilities and bus stops lack larger spaces around them.

Transport

In the Golders Green area, only 6% of working people go to work on foot but 11% of work from home.

The second entrance to the underground station is closed forcing commuters to make a detour.

In the Golders Green area, only 2% go to work cycling.

There are 21 bus stops at and around the station.

Golders Green is the northernmost London National Express station. It includes a ticket office open 7/7.

There are 2 to 3 coaches an hour bringing people to Luton or Stansted in 40 min/1h. National Express stops are on Finchley Road/Rotherwick junction towards London and within the bus station to the North. These stops generate groupings of people nearly 24/7.

Extracts from the Town Centre Strategy document have been listed below to give a shortened overview of the findings. For more in depth information please view the [Town Centre Strategy](#).

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

The Town Centre Strategy goes on to set out a spatial vision based on three sub-areas: West Side, 5 Parades and Golders Green Hub. For each, the Strategy puts forward a vision statement and a series of specific interventions to work towards them. The project team carried out extensive consultation to test these ideas.



Golders Green Town Centre Strategy: FLUID



Golders Green Town Centre Strategy: FLUID

West Side

The West Side's 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.

Proposals include:

- seating, planting and community art to the forecourt of Golders Green Library
- signage, maps and atmospheric lighting at the western approach to the Town Centre
- public art, planting and street surface enhancements at the entrance to Broadwalk Lane
- creative planting, signage and imaginative lighting to the Golders Green Road railway bridge.
- a new pedestrian link along existing railway arches with community art & planting signs

5 Parades

The 5 Parades will be a place where innovation is developed and displayed. The setting will be park like, leisurely and sociable.

Proposals include:

- brick restoration, lighting and public art to Hoop Lane railway bridge.
- improved signposting, temporary parklets and markets along the Promenade
- new pedestrian routes along existing railway arches
- restoration and feature lighting to Cheapside terrace
- shop front improvements and outdoor seating
- planting to Accommodation Rd.
- improve accessibility by selectively retaining, relaying or replacing cobblestones

Golders Green Hub

The GG Hub will connect people to transport and to places so people of all ages can meet, gather, dwell, work, eat and shop.

Proposals include

- a temporary pedestrian public space at Golders Green Crescent
- a new 'Water Main Square' between Golders Green Road and Finchley Road
- alter Finchley Road junction to create a pedestrianised peninsula around the War Memorial
- public realm improvements to Sainsbury's forecourt
- cycle paths, planting and improved pedestrian crossings on Finchley Road
- restoration and imaginative lighting to Finchley Road railway

aims

strategic goals

Way-finding interventions in Golders Green should make the the Town Centre:

- easier for visitors to find their way to Golders Green's key civic assets and unique commercial offer
- easier to navigate when walking or cycling
- more pleasurable and attractive for those who already know the area to walk through and spend time in
- encourage those passing through to explore on foot

aims

1 make an event of arriving at the station

When people get off the bus, coach or train at Golders Green, it should be immediately evident that they are arriving in a thriving multicultural Town Centre with a strong sense of history and community, and not just a transport hub. It should be easy and inviting for people to emerge from the Station towards the shops, restaurants and civic assets which make Golders Green unique.

2 celebrate town centre gateways

When arriving by foot or by bus, the entrance to Golders Green Town Centre should feel immediately recognisable, welcoming and safe. These gateways should help visitors know they've arrived, provide a popular and familiar reference point to those who already know the Town Centre, and form a powerful part of the its image.

3 create green links to local parks

The fantastic parks around Golders Green are a profound source of local pride. They should be easier for everyone, including visitors and new arrivals, to find and enjoy, and their character should be felt even from the bustling heart of the Town Centre.

actions

Artwork and feature lighting to the station forecourt terrace

Create an events listing notice board outside the underground entrance

New totem and directional signage outside the coach station.

Place name signage to the Golders Green Road railway bridge.

Artwork and lighting to the Finchley Road railway bridge.

Artwork and feature lighting around Sainsbury's forecourt.

Conservation and feature lighting to Hoop Lane railway bridge.

Use a combination of directional signage, feature pavers and destination signs to mark the routes to favourite local parks.

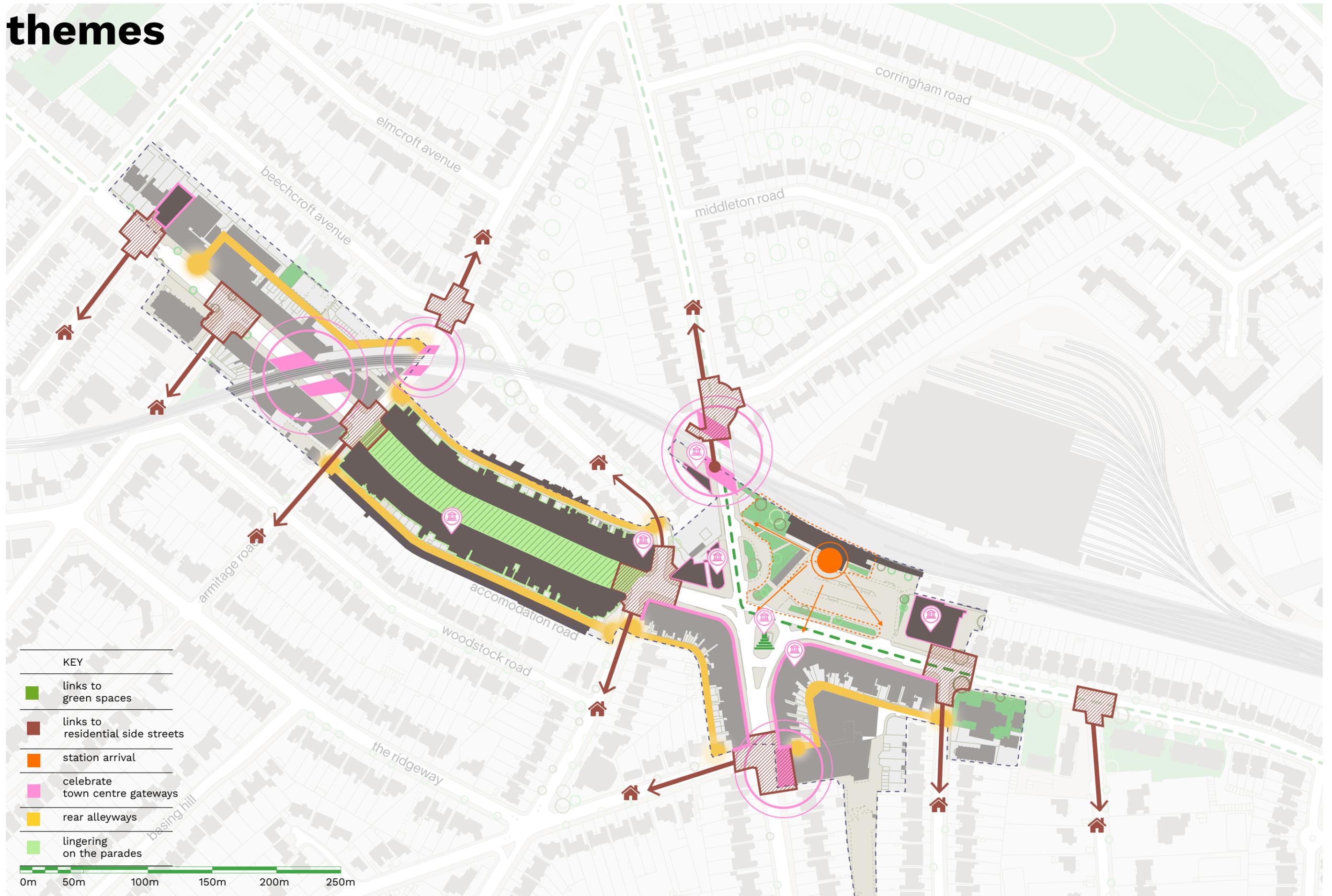
Create targeted opportunities for business and resident-led planting in the Town Centre.

aims

actions

4 bring life to corners on the way home	Much of the cultural and community activity of Golders Green is informal, individual or invisible in the Town Centre. Inviting, exhibiting and hosting visual arts alongside celebration of its distinct commercial offer in the Town Centre strengthens links between the high street and the community it serves.	Trial the creation of a pedestrian square at Golders Green Crescent. Light and decorate the passageways through the Promenade. Feature artwork to Armitage Road corner.
5 take pride in the peaceful back lanes	The alleyways behind the high street on Golders Way and Accommodation Road should feel like intimate and attractive counterpoints to the grander scale of the unique parades along Golders Green Road, with clearly delineated ownership and purpose.	Support neighbourhood planting activity on Golders Way & Accommodation Road.
6 encourage visitors to linger on the parades	The parades create a focused and defined hub to GG town centre however is currently lacking assets that cause people to linger. Lingering in the public realm is a crucial aspect of what makes a successful town centre.	Create a shop front design guide to help people to improve their own properties. Carry out shop front improvement works to set a precedent for best practice.

themes



Map: Drawn by Jan Kattein Architects

actions

station arrival

Golders Green Station is the linchpin of its historical development. It remains both an emblematic gateway to the Town Centre and, in practice, the point of arrival for many via public transport.

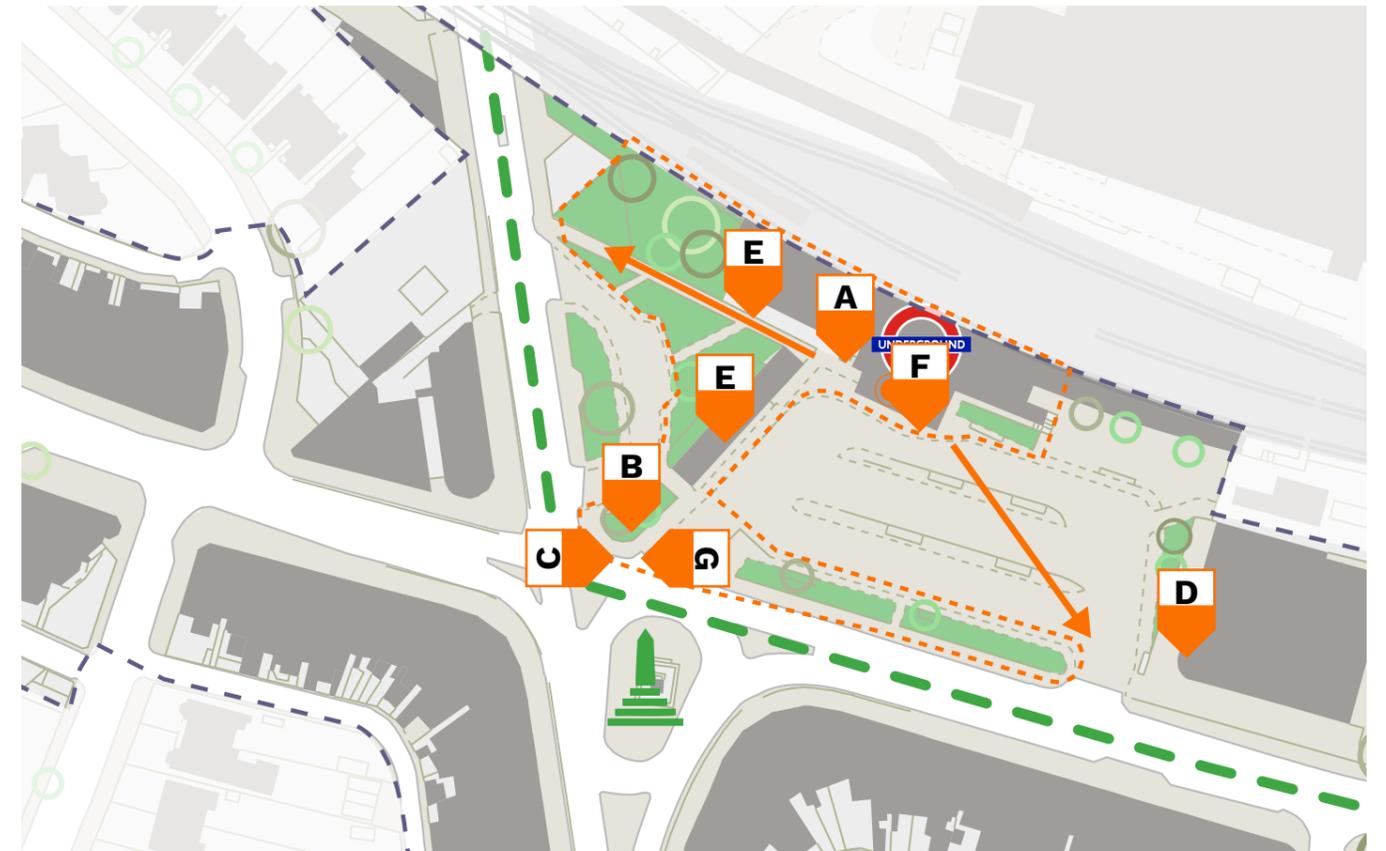
First impressions on arrival are of an extended transitional space with relatively narrow pavements around the edge of the coach station. A single storey block containing small commercial units and an information office obstructs views into the Town Centre to the west. It divides two foot routes: to the northwest and Finchley Road, and to the southwest and Golders Green Road, with no directional signage to choose between the two.

single worn directional sign points the way to the Library, while a historic totem sign pointing the way to London, Finchley and Hampstead is all but obscured by advertising hoarding. The historic signpost is missing the 'Hendon' arm (shown in photo C) and should be restored for a quick and substantial win to re-establish wayfinding.

Where once the Hippodrome featured high level event signage broadcasting a key component of Golders Green's cultural offer, it now presents a largely blank façade to the east. To the south, the War Memorial and Edwardian high street façades provide a glimpse of the Town Centre's character.

However, each exit route from the station passes finally past a poorly defined green buffer zone of indifferent planting quality. In many places, these are cluttered by miscellaneous street furniture. A

Where



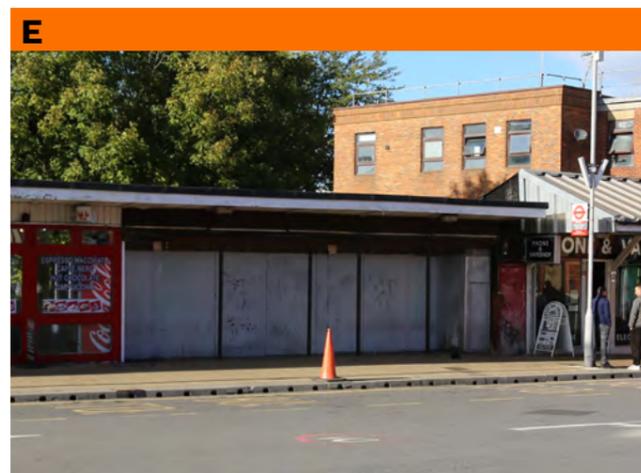
Transform the low rise commercial block to the station forecourt with artwork & feature lighting.

Artwork and feature lighting can help to shape a lively, characterful and attractive moment to pause and take one's bearing on arrival in Golders Green, as well as clearly indicating the route to Finchley Road, Temple Fortune and the Refectory.

Key objectives

- define a stronger sense of place to Golders Green from the station
- create a more welcoming and safer environment at night
- celebrate and promote local artists in Golders Green
- create a more vibrant and dynamic entrance to the station

Where



Who should be involved

- Transport for London
- local artists
- occupant businesses

Steps

- 12-24 months
- engage with Transport for London and leaseholder(s) to secure consent in principle
 - develop detailed artwork proposals based on Golders Green graphic identity
 - develop detailed artist brief setting out physical limitations and summarising consultation inputs
 - call-out to local artists to submit proposals
 - apply for planning consent to display advertisement (if proposals incorporate text)
 - develop detailed feature lighting proposals
 - commission specialist muralist, signwriter and/or fabricator to realise the proposals on site

Precedent



Metropolitan Workshop Bedford Hill Place: The scheme to overhaul the public realm included transforming Hildreth Street into a vibrant market square with a cafe strip and finding a creative solution to the 'ugly wall', a flank wall that is now covered in green faience tiling and large text wayfinding.

station arrival

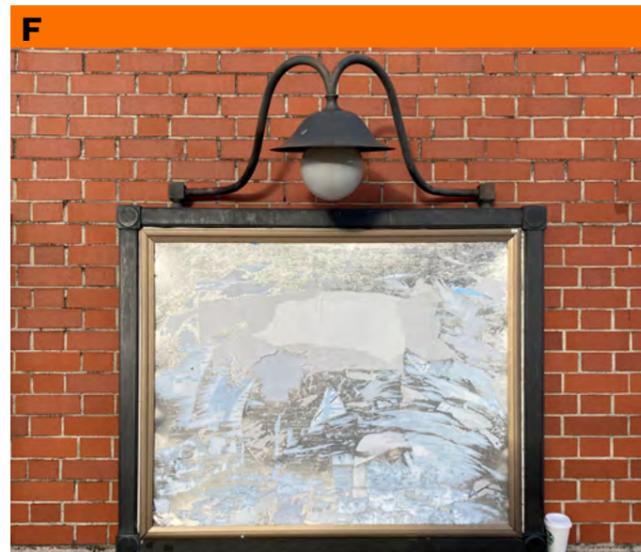
Create an events listing notice board to make the cultural life of Golders Green more apparent.

This could combine temporary exhibition of works by local visual artists and writers with posters from local community and faith groups with local history. As well as a practical resource for local residents, this will entice visitors to explore and learn more about the Town Centre.

Key objectives

- promote community and cultural activity in Golders Green
- entice visitors to explore the Town Centre, including during evening hours
- create a sense of arrival in a lively Town Centre
- support community activity

Where



Who should be involved

- Transport for London
- Town Team
- local faith and community spaces
- local event organisers

Steps

- 12-24 months**
- identify suitably representative or accountable groups to curate and manage a notice board
 - engage with local community and cultural organisations to secure buy-in
 - engage with Transport for London to secure consent
 - put in place clear arrangements for on-going management of the notice-board, including codes of practice for advertisements, accountability for posting and renewing notices, as well as maintenance of the board itself
 - develop detailed designs for a robust, secure, easy to operate and maintain display system
 - apply for planning consent to display advertisement and formal consent from Transport for London
 - call-out to local artists to submit work for inaugural display

Precedent



Assemble Studio, Blackhorse Workshop: The workshop is a place for both working and learning, for everyone from independent practitioners, individual hobbyists through to sole traders and small businesses. The notice board provides a homogenous directory which serves both a functional way-finding purpose but also strengthens the brand through punchy and consistent graphics that reflect its mission.

station arrival

Install new totem and directional signage outside the coach station

While Barnet Council are currently exploring a borough-wide approach to directional signage (like finger signs), a playful, locally specific approach could build on the existing signpost outside the station at the junction of Finchley Road and North End Road, which stands testament to the suburban past of Golders Green. A new totem sign should be given much greater prominence in this location, indicating walking routes and approximate distances to key local assets, including the Library, Golders Hill Park, Hampstead Heath Extension and Childs Hill Park. Additional finger signage should be fixed to existing columns at all other pedestrian exits from the station.

Key objectives

- create a clear starting point for residents or visitors arriving at the station.
- highlight local heritage and key civic assets.
- establish a new reference point for town centre way-finding.

Where



Who should be involved

- Transport for London
- Barnet Council Highways
- Town Team
- local faith groups

Steps

12-24 months

- develop concept designs for totem and finger signage
- engage with Transport for London and leaseholder(s) to secure consent in principle
- consult with LBB Highways to ensure compatibility of proposals with existing street furniture and any forthcoming replacements or alterations
- consult with local faith groups to gauge appetite for signposting to places of worship
- develop detailed designs
- apply for planning consent
- procure specialist fabricator to supply signage. Consider requirement for installation by highways term contractor

Precedents

Charles Holland, London Bridge Station: The wayfinding beacon (left) has three elements: a scale map of the area around London Bridge, with street names and major landmarks; a giant signpost with local directions and information; and a bench for passers-by.



Fieldwork Facility, Brent Cross Town: Fieldwork Facility created bright yellow way-finding (right) that guides people from the tube station to the Brent Cross Town development. The signage is designed to capture the spirit of play and bring a joy to the neighbourhood.

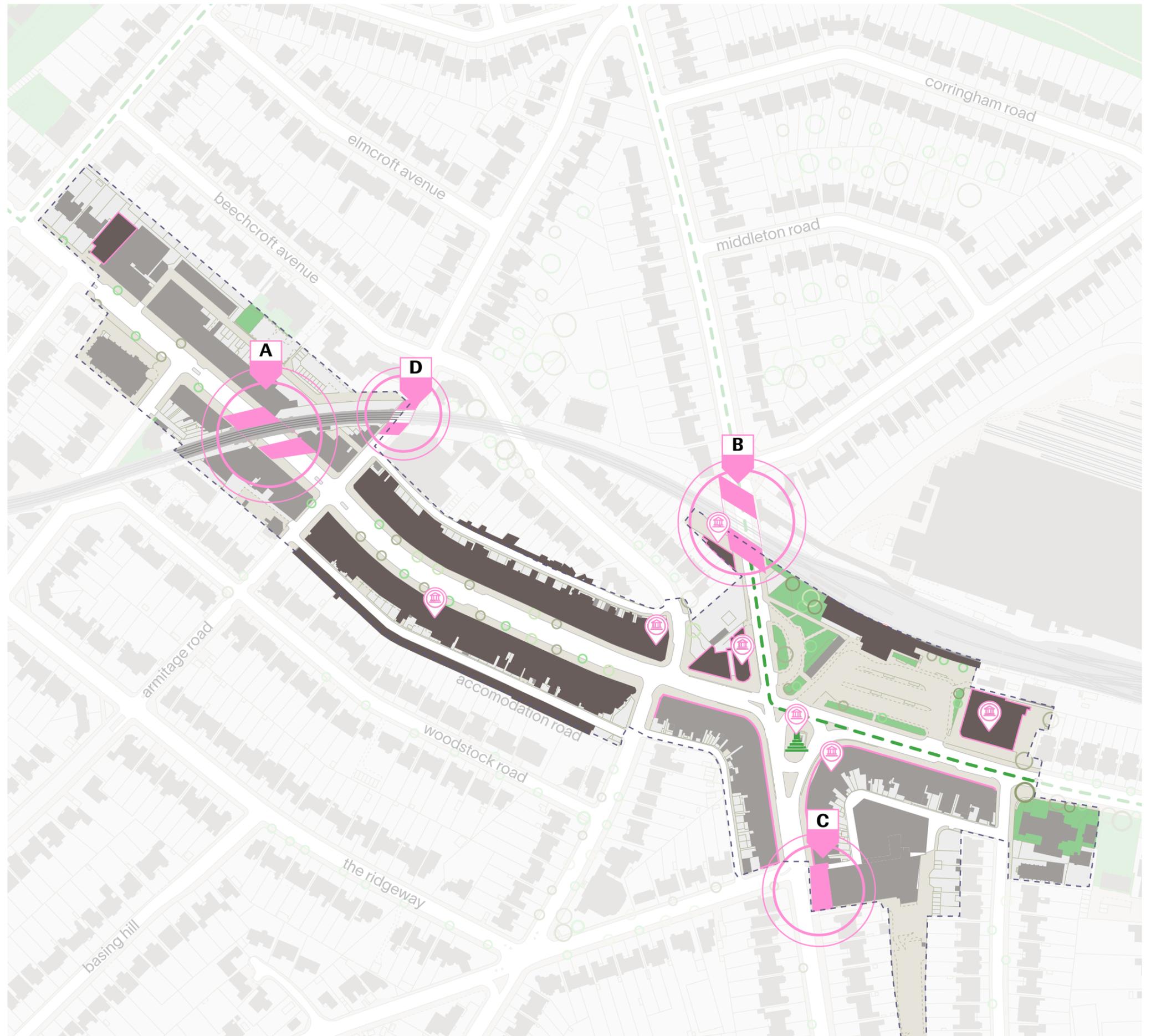
town centre gateways

town centre gateways

The limits of the Town Centre are clearly bounded by early 20th century landmarks and railway infrastructure. Enhancements to these could reinforce their status as reference points for way-finding and local pride.

There is little controversy about where the Town Centre starts and ends, and many residents share a deep appreciation for its historic built fabric which defines it.

In some cases, these monuments could benefit from remedial or decorative works. In all cases, they are a strong source of local identity which are key points of reference for navigation through Golders Green. Increasing their visibility, distinctiveness and attractiveness will have a major impact on the legibility of the Town Centre.



town centre gateways

Mark the northwest gateway with place name signage to the Golders Green railway bridge.

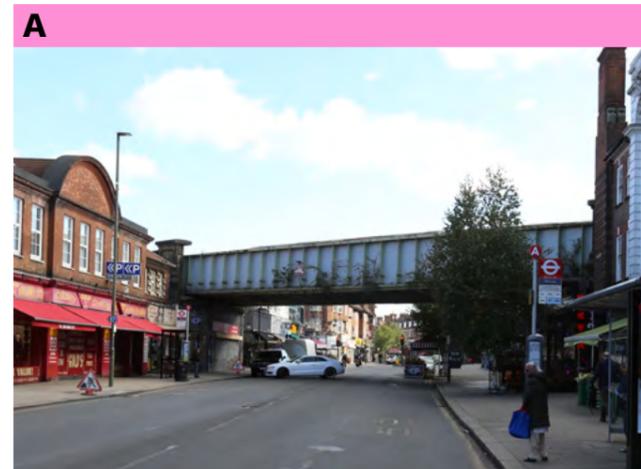
The North West Gateway into the Town Centre could be created by through decoration and place name signage to the railway bridge over Golders Green Road, marking arrival into the Town Centre from the direction of Brent Cross.

The Town Centre Strategy proposes name signage and imaginative lighting to the railway bridge, together with temporary use to the vacant commercial unit below.

Key objectives

- help visitors arriving from the direction of Brent Cross to know when they've arrived in Golders Green
- improve public safety through improved lighting
- express local pride in the Town Centre

Where



Who should be involved

- Transport for London Town Team
- Barnet Council Highways
- Barnet Council street lighting team
- Golders Green residents and businesses

Steps

- 12-24 months
- engage with Transport for London to identify technical requirements and consent procedure for works to railway bridge and canopy.
 - develop detailed proposals based on Town Centre graphic identity
 - publish final options for public vote
 - liaise with Transport for London to arrange temporary works access and road closure as necessary

Precedent



Railway Bridge, Bruce Grove: Clear, bold place signage and lighting mark the entrance to this north London neighbourhood.

town centre gateways

Mark the north gateway through artwork and lighting to the Finchley Road railway bridge

The North gateway into the Town Centre could be created through painting and lighting to the railway bridge, together with creative signage interventions to the (now defunct) Underground entrance canopy, artwork and lighting to the underside of the bridge.

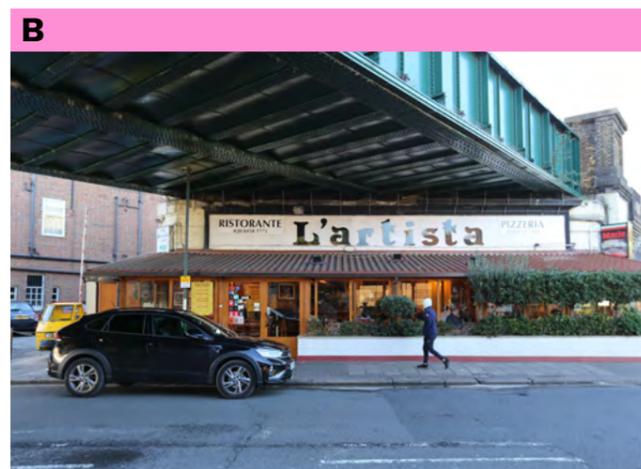
The Town Centre Strategy proposes uncovering and enhancing the existing railway arches to the Finchley Road railway bridge, restoring the original glazed brick finish below the bridge and integrating imaginative lighting.

As the wall below the railway bridge appears to be constructed in glazed brick, any artwork intervention should be superimposed rather than painted directly onto the surface.

Key objectives

- restore and enhance historic fabric
- establish a clear gateway on the approach from Temple Fortune
- improve safety in the public realm adjacent to the Town Centre's pub and a lively restaurant

Where



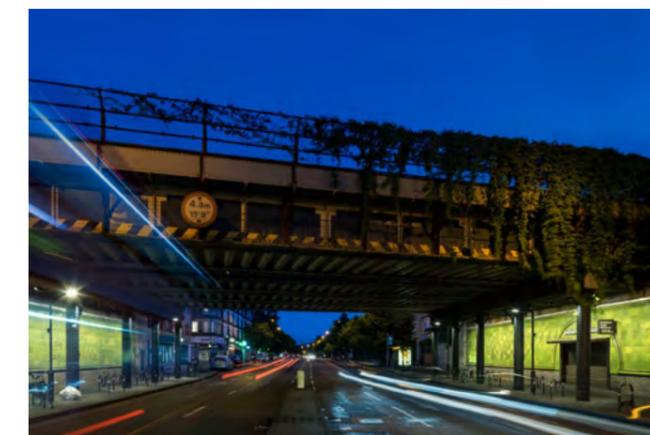
Who should be involved

- Transport for London
- Barnet Council Highways
- Barnet Council street lighting team
- local artists
- L'artista restaurant

Steps

- 12-24 months
- engage with Transport for London to identify technical requirements and consent procedure for works to railway bridge and canopy.
 - develop detailed proposals based on Town Centre graphic identity
 - publish final options for public vote
 - thoroughly clean existing glazed brickwork
 - commission pre-fabrication of artwork and lighting to underside of bridge
 - liaise with Transport for London to arrange temporary works access and road closure as necessary

Precedents



Metropolitan Workshop, Balham Town Centre: To help stimulate economic and environmental regeneration in Balham's town centre, Metropolitan Workshop developed an urban design strategy for Balham High Road, in south London. The scheme enhances the railway bridge environment to increase footfall and unlock the potential of the areas adjacent to it. The scheme has an overriding material and art strategy which links other projects together helping to enhance Balham's identity.

town centre gateways

Shape the south gateway through artwork and feature lighting to Sainsbury's and its forecourt.

Sainsbury's is an important retail anchor in the Town Centre, and features a deep forecourt on the approach from Childs Hill. The building formerly housed the Ionic Cinema, one of the area's most recently lost cultural spaces. While the forecourt contains just one bench, it remains one of the most important spaces for informal gathering in the Town Centre, overlooked by the relatively blank façade of Sainsbury's.

The Town Centre Strategy proposes public realm improvements to the Sainsbury's forecourt.

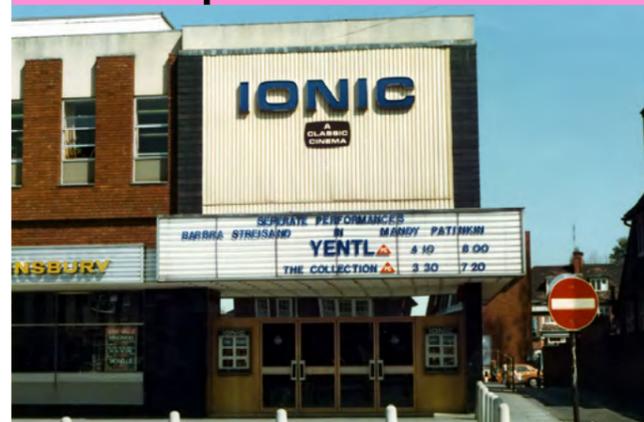
Key objectives

- highlight the Town Centre's cultural heritage
- create a colourful and lively approach from Childs Hill
- frame a more attractive public space to the Sainsbury's forecourt

Where



historical photo of ionic cinema



Who should be involved

- Sainsbury's ownership
- Barnet Council Highways
- Barnet Council street lighting team
- local artists

Steps

- 12-24 months
- engage with Sainsbury's ownership to secure buy-in.
 - create and publish call-out for local artists to submit proposals
 - commission local artist to produce design
 - draft long-term agreement with Sainsbury's ownership clearly assigning responsibility for maintenance and upkeep
 - commission delivery by specialist lighting contractor and/or muralist

Precedents



Hornsey Road Baths & Laundry: Built in 1895, the Baths was once the largest complex of its kind in the UK, with four swimming pools, 125 slipper baths, a public washhouse and laundry. Today, the building houses a youth centre, but features a neon 'diving lady sign' in reference to its history.

town centre gateways

Enhance the Hoop Lane railway arch with conservation work and feature lighting.

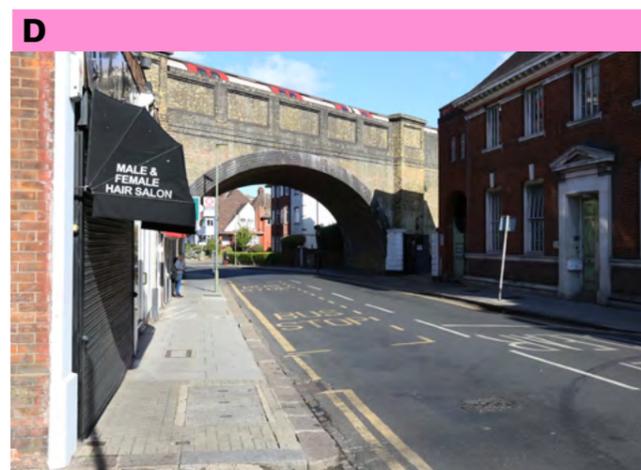
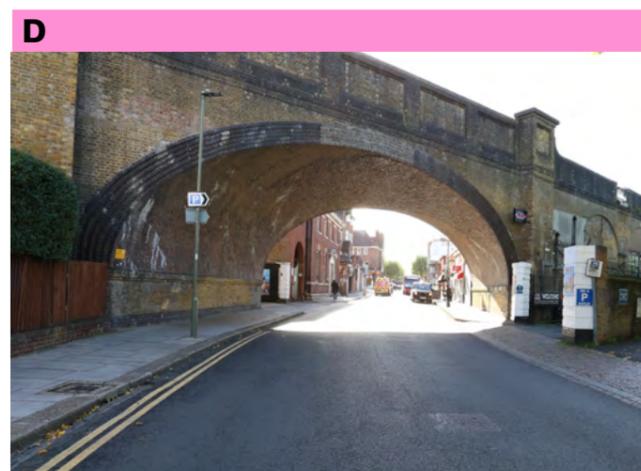
The Hoop Lane railway bridge is an elegant example of railway engineering, and a valued local heritage asset. It spans across a key pedestrian access route connecting the Town Centre with residential areas to the north. The existing brickwork is significantly stained, and the pavements underneath can feel very dark at night.

The Town Centre Strategy proposes cleaning the brickwork of the railway arch, installing new lighting and consideration of public artwork in this location.

Key objectives

- enhance a key heritage asset
- make it feel safer for local residents to walk into the Town Centre after dark

Where



Who should be involved

- Transport for London
- Barnet Council Highways
- Barnet Council street lighting team

Steps

- 12-24 months
- engage with Transport for London to identify technical requirements and consent procedure for works to railway bridge.
 - commission specialist lighting designer
 - coordinate proposed solution with Barnet Council street lighting
 - thoroughly clean existing brickwork
 - commission installation of new lighting by specialist contractor

Precedents



Illuminated railway arches, Woodgrange Road: Carefully considered up-lighting turns a dark underpass into an attractive heritage feature..

green links

If people agree on one thing in Golders Green, it's that the local parks are one of the best features of the area. However, many report that they are frequently asked for directions to Golders Hill Park and the Hampstead Heath Extension by visitors.

As well as establishing clearer walking routes to local green spaces, many respondents also voiced a desire to see some of the character of the parks make its way back into the Town Centre through street planting.

There are five major green spaces within about 10 minutes' walk of the Town Centre, including the Memorial Gardens associated with Golders Green Crematorium. The routes to each follow primarily residential side streets, with little or no signage. Several respondents who joined engagement events enjoyed taking long, interconnected walks between the parks. However, some newer residents were unaware of smaller local parks at Childs Hill and Basing Hill.

Way-finding interventions should not only help visitors and new residents to locate the parks, but should seek to improve the experience of these walking routes for longer term

residents by suggesting longer routes through multiple parks and ensuring that connections through the Town Centre are also green and pleasant. A playful aspect could also be used to appeal to younger Golders Green residents.

Based on their prominence in conversations with residents, three primary routes to local green spaces should be prioritised for way-finding:

1. **Golders Hill Park**
2. **Hampstead Heath Extension**
3. **Childs Hill Park**

Variations on a set of consistent components could be used across all three routes, each comprising:

- directional 'finger' signage to existing columns and street furniture within the Town Centre to clearly indicate turnings off Golders Green Road, North End Road and Finchley Road, with a bold and colourful identity distinct from standard Highways signage
- Occasional feature pavers inset within existing footways to establish a playful 'breadcrumb' trail along longer routes down residential side streets
- Destination signage to celebrate the entrances and exits.
- Timber planters to develop a green forest route from the town centre to the local parks.

Precedent



Polimekanos, Walthamstow
Wetlands Creative destination sign

green links

Use a combination of directional signage, feature pavers and destination signs to mark three routes to favourite local parks.

Key objectives

- strengthen the links between the town centre and Golders Hill Park
- Encourage more people to walk to green spaces
- Strengthen Golders Greens link with green spaces
- Make the town centre green again

Who should be involved

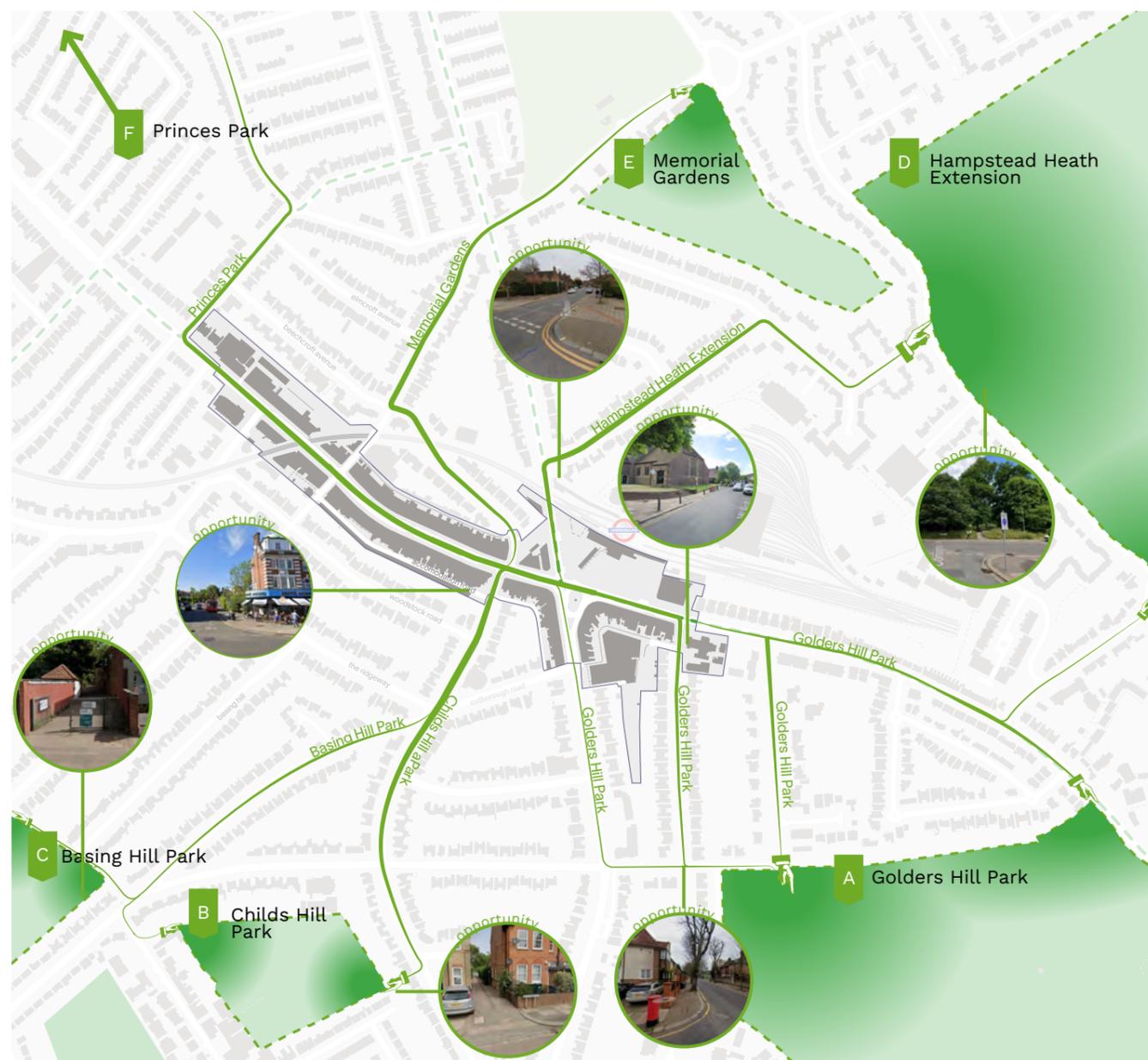
- Transport for London
- Barnet Council Highways
- City of London
- Friends of Childs Hill Park

Precedent



Fieldwork Facility, Brent Cross Town
creative finger sign

Where



Steps

12-24 months

- consult with Friends groups of each park
- engage with City of London for signage consent
- consult with Highways to agree concept and delivery mechanisms
- develop detailed signage designs in consultation with Friends groups
- apply for planning consent
- procure fabrication of signage by specialist contractor
- installation by Highways term contractor

Precedent



Signaletiker FH feature paving

Create targeted opportunities for business and resident-led planting around the Town Centre.

Many would like to see the Town Centre do more to live up to the 'Green' part of its name. While many respondents feel that the parklets installed in 2021 are a step in the right direction, they would like to see these better maintained and to see more high quality planting in the public realm.

However, at the same time, Town Centre users want to ensure that the pavements remain unobstructed and easily accessible.

Key objectives

- make the Town Centre feel greener and more attractive
- strengthen links between the Town Centre and local parks
- give local residents and businesses an enhanced sense of ownership in the public realm

Where



Who should be involved

- Barnet Council Highways
- local residents and businesses
- Town Team
- Friends of Childs Hill Park
- Sainsbury's ownership

Steps

12-24 months

- engage with Highways and street licensing teams to explore the potential for street planters
- engage with Highways to identify potential for replacement lamp columns to incorporate hanging baskets
- offer resident groups the opportunity to 'adopt a planter' at the junction of their roads with the high street with a clear mechanism of accountability
- review the parklet offer to include smaller pavement planters to demarcate forecourts where pavement width allows
- fabricate and install robust surface mounted timber planters in key locations
- organise a neighbourhood planting festival with the support of a skilled horticulturalist to increase local capacity to maintain planting
- consider festival recurrence and awards for best planting



lingering on the parades

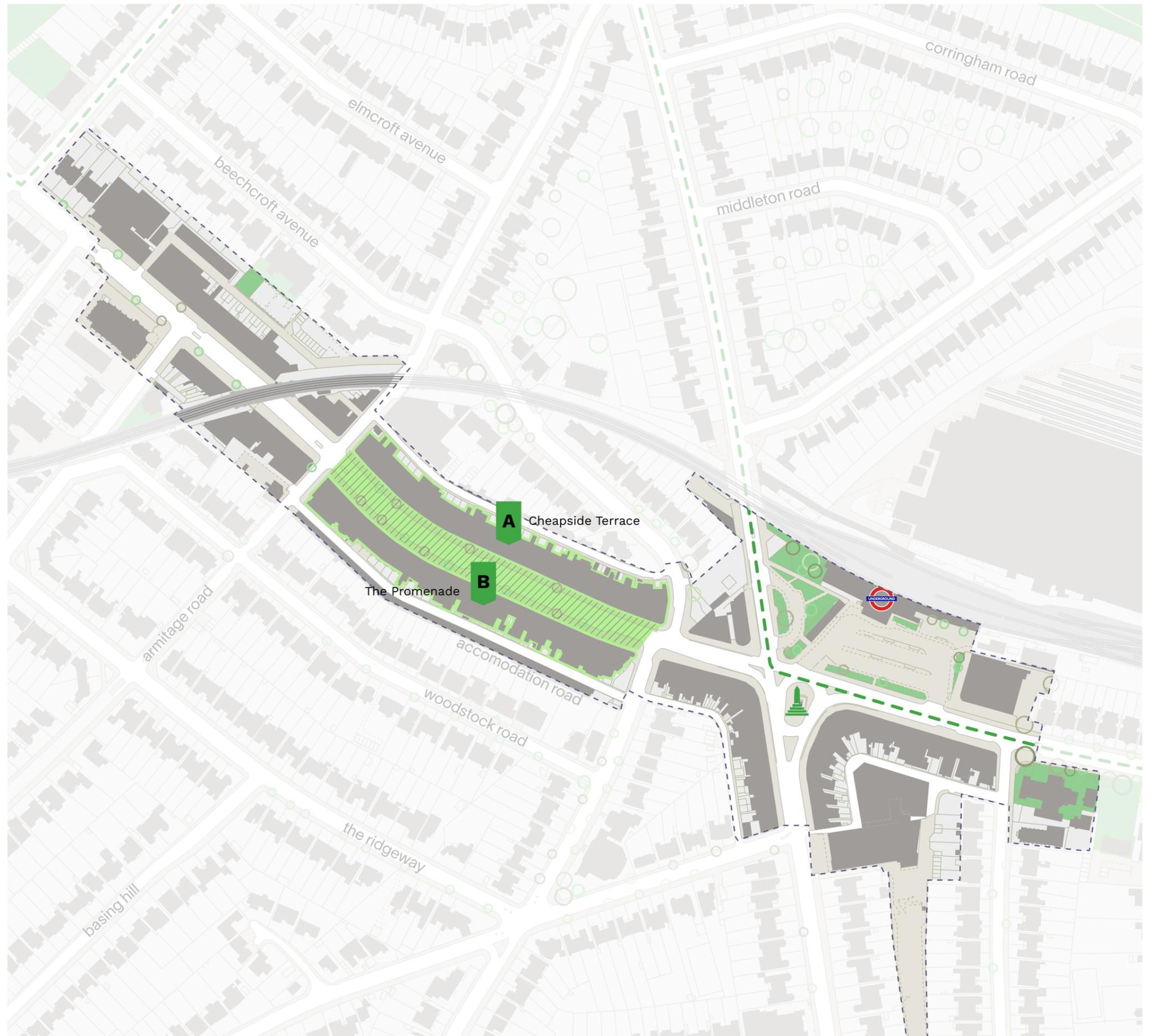
lingering on the parades

The legibility and activity of the parades is key to establishing the rhythm of Golders Green.

While the upper façades are in good condition and there is a good range of retail opportunities available around a distinctive core offer of speciality food and drink, local residents have high expectations for their Town Centre and strong memories of a thriving high street in the mid to late 20th century.

Recent years have seen a significant number of vacant premises, together with some unsympathetic shop front additions which tend to obscure period details and proportions.

As well as facilitating routes in and out, way-finding interventions must build on the strengths of Golders Green to encourage people to spend time in the Town Centre by providing opportunities to stop and take stock, making it easy to find individual businesses and to read the high street as a whole.



lingering on the parades

Create a shop front design guide to help people to improve their own properties.

While Barnet Council already has a borough-wide shopfront SPD, local businesses could benefit from the production of a dedicated shop front design guide with detailed guidance on how to best present their businesses within the historic architecture of the town centre. Also providing detailed records and historic photography of original frontages for reference.

Key Objectives

- show how to evaluate the need for shop front works and, where possible, prioritise retention and repair over replacement
- show how to restore or replace original architectural features like pilasters and corbels to retain the rhythm of the high street
- demonstrate correct proportions, materials and illumination methods for fascia signs, shop fronts and projecting signage
- establish consistent street numbering to help visitors to find new addresses
- show how to sympathetically incorporate awnings and security shutters
- encourage effective window displays and use of forecourts

Where



Who should be involved

- local business owners
- landlords & freeholders
- Barnet Council Development Control
- Barnet Council Planning Policy

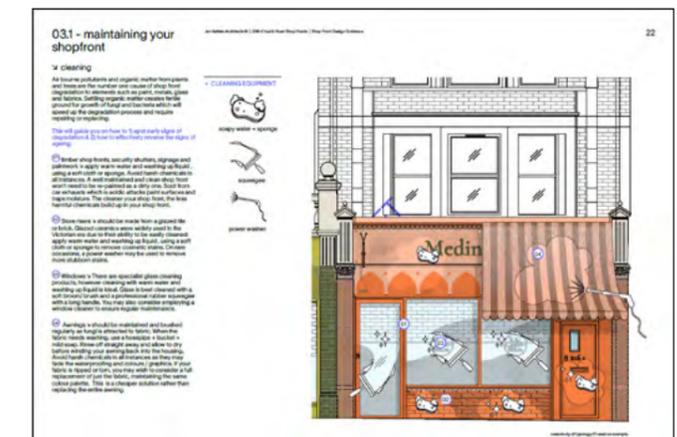
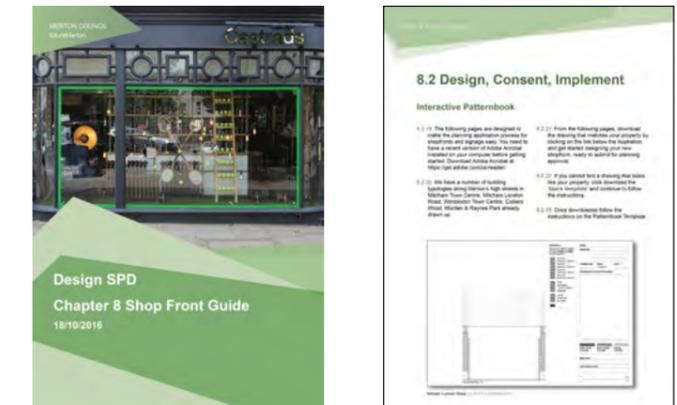
Steps

- engage with existing high street traders to understand specific operational challenges
- engage with Planning and Conservation officers to discuss principles for guidance, interface with existing policy documents
- research history of existing buildings and evaluate quality of remaining built fabric
- compile detailed, specific and easy-to-use design guidance
- distribute digitally to existing contacts in the Town Centre and store online with planning policy documents

12-24 months

Precedents

Jan Kattein Architects, Shopfront Design Guides; Merton + Church End: Jan Kattein have delivered multiple shopfront design guides as a supplementary planning document for multiple boroughs across London. These provide invaluable toolkits to ensure local heritage and good design is not only kept but also augmented.



lingering on the parades

Carry out shop front improvement works to set a precedent for best practice.

Shop front improvements will help in establishing a strong precedent for neighbouring businesses to follow. While direct investment in shop fronts can have a powerful immediate impact on the look and feel of the town centre, it needs to form part of a coherent strategy to achieve value for money and longevity.

The town centre strategy proposes improvements to frontages and historic features along Golders green road.

Improvements can also include new forecourt furniture to establish a stronger and more engaging foothold on the high street.

Key objectives

- demonstrate the principles of sympathetic repair and improvement to shop fronts
- demonstrate the value to local businesses of improved presentation
- create a more attractive, better-overlooked public realm
- support local businesses to attract local custom by helping them to engage better with the street

Who should be involved

- Barnet Council
- local stakeholders along Golders Green Road
- Barnet Planning department

Steps

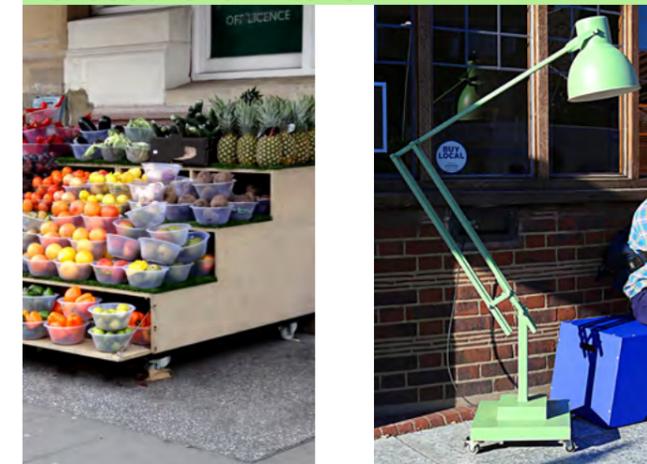
- 12-24 months
- identify funding
 - develop a clear prioritisation strategy for direct investment based on the visual prominence, condition and unique offer of high street businesses
 - clearly communicate the wider place-making aims of the investment
 - engage existing business owners to secure buy-in
 - develop detailed designs for individual premises in dialogue with existing businesses
 - apply for planning permission and Listed Building Consent
 - secure agreement from businesses and private landlords
 - implementation by works contractor
 - delivery of forecourt furniture by specialist fabricators and sub-contractors

Precedents

Jan Kattein Architects, High Road Leyton: JKA started by compiling the High Street Life Strategy, which set out fundamental principles to sustain the environment and economy of local centres. Together with a pilot programme of shop front improvements, this strategy has gone on to inform the renewal of high streets across the borough.



forecourt furniture



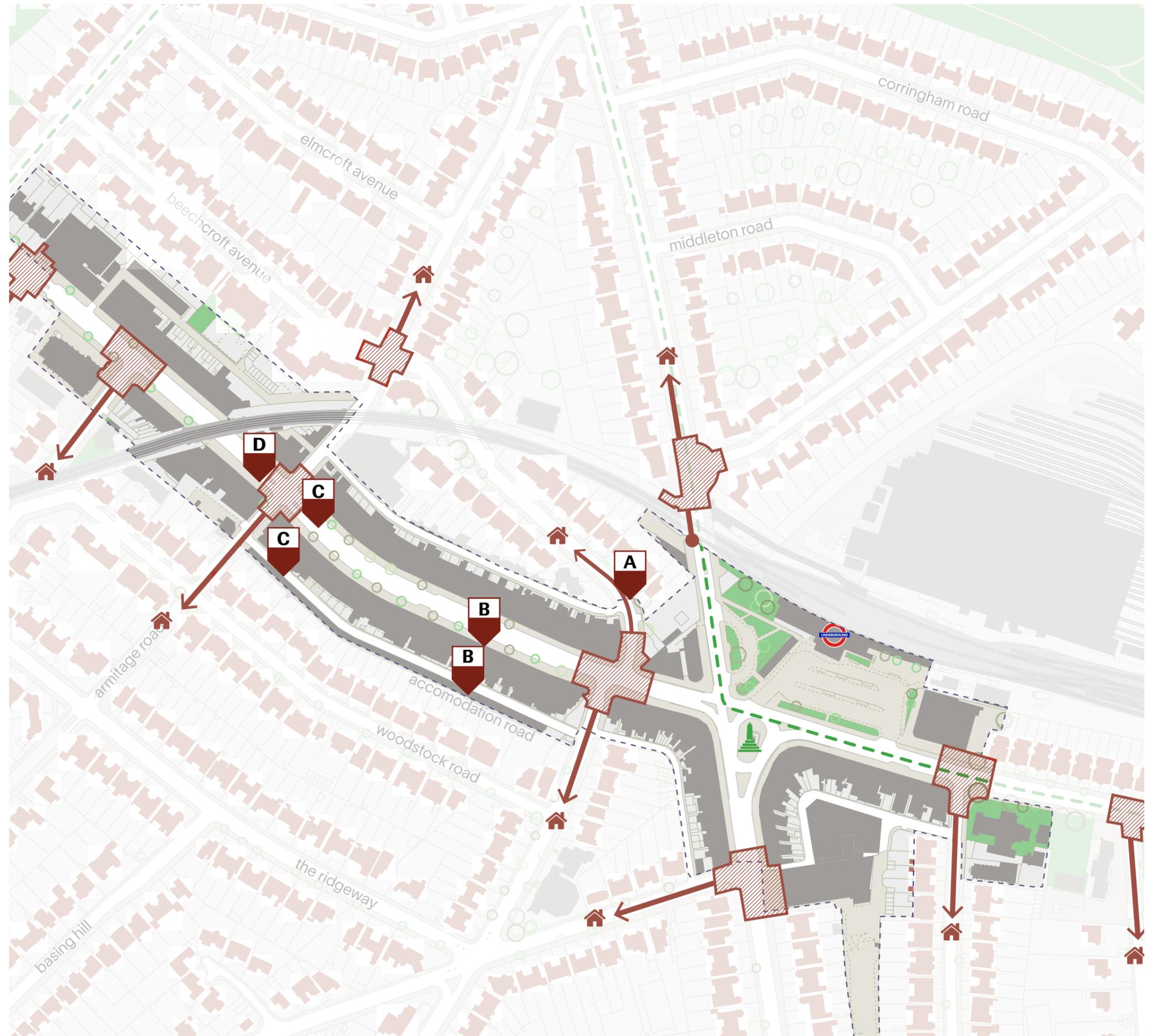
**corners on the
way home**

corners on the way home

The overwhelming majority of people who engaged with the creation of this Action Plan arrive in the Town by foot. Stitching the high street well into the residential area it serves will be key to its enduring success.

Many of the corners along Golders Green Road and North End Road are marked by the ornate early 20th century terraces which residents so value. However, despite their unique appeal, they shape some unusual and, in some cases, problematic spaces just off the high street which have become significant safety concerns.

In the context of the bustling commercial centre and the long parades of Cheapside and the Promenade, these spaces have the potential to provide welcome moments for pause or social gathering, as well as framing pleasurable moments of arrival into the Town Centre for local residents.



corners on the way home

Trial the creation of a pedestrian square at Golders Green Crescent.

Golders Green Crescent meets Golders Green Road in between two of its finest heritage assets in Cheapside and the current Lloyds Bank. However, residents report persistent anti-social behaviour and crime in the car park to the rear of Lloyds Bank, while Cheapside presents a long and largely blank ground floor elevation on the other side.

The Town Centre Strategy proposes trialing the closure of this junction on a temporary basis to create a new public amenity space, with a view in the long term to unifying the adjacent car parks to create a new 'Water Main Square' between Golders Green road and Finchley Road.

New seating and planting could help this space to become a welcome moment to pause and create clear focal points connecting the high street and residents routes home. However, given the current concerns around anti-social behaviour, it is essential that new public amenity space in this location, should feel safe, light, active and well overlooked from the outset.

The blank side elevation of Cheapside presents an excellent opportunity for public artwork which can help a space to feel loved. Feature lighting along this elevation could help it feel safer, although spill light should be carefully managed to avoid impact on residents' windows.

Key objectives

- create an attractive social space to stop and linger on Golders Green Road
- strengthen pedestrian links between the Town Centre and a key residential side street
- ensure that public realm feels active, well illuminated and overlooked to prevent anti-social behaviour

Where



Who should be involved

- Golders Green Crescent residents
- Barnet Council Highways
- Barnet Council street lighting team
- local artists

Steps

- 12-24 months**
- engage with residents on Golders Green Crescent
 - create a programme for activation of new public space
 - engage with landlord and business owner at Cheapside
 - prepare artist brief for flank wall artwork to include significant public engagement
 - develop detailed proposals for feature lighting
 - apply for planning permission and Listed Building Consent
 - prepare long-term agreement with property owner
 - procure implementation of artwork by specialist muralist, fabrication and installation of feature lighting by specialist
 - hold inaugural celebration event on completion, with a programme of regular follow-up events

Precedents



Light Follows Behaviour, test illumination of bench



The Decorators, Croydon



The Bakerloos, Tottenham High Road Mural

corners on the way home

Light and decorate the passageways through the Promenade.

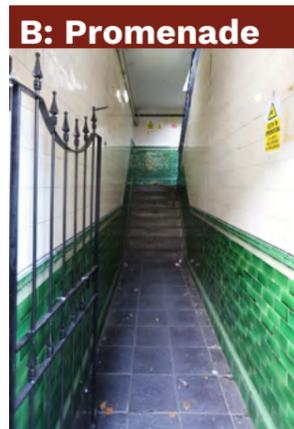
The unique architectural character of the Promenade is based on purpose-built flats above shops. Many of these are accessed via Passageways through the Promenade which comprise poorly illuminated recesses just off the high street. In many comparable Town Centres, such spaces have proved too problematic to remain open to the public. In Golders Green, these remain a functional route home through the very long urban block, and provide secondary links between Golders Green Road and Accommodation Road to the rear.

Lighting and decoration to these passages could be used to playfully highlight an integral feature of the Town Centre's characteristic architectural typology, while mitigating the risks of concealment or anti-social behaviour.

Key objectives

- make safer routes home for residents on Golders Green Road
- enhance one of the Town Centre's listed heritage assets
- make Golders Green Road feel safer and more active at night

Where



Steps

12-24 months

- engage with landowners of the Promenade and Armitage Mansions to secure agreement in principle
- engage with tenants to allow their views to shape the brief for improvements to their entrances
- develop detailed designs for lighting and decoration to residential entrances
- apply for Listed Building Consent
- put in place long-term agreement with landowner assigning clear accountability for maintenance
- procure implementation by works contractor

Precedents

Peckham Levels, Turner Works



Shop front by FOS, Madrid



corners on the way home

Bring life to the corner of Armitage Road through feature artwork

While much of the Town Centre is composed of historic terraces which are unsuitable for decoration, the corner of Armitage Road (shown on the right) marks a transition to a modern mixed typology of low rise buildings with recent additions and extensions. It also marks a shift to a section of the high street with a strong focus on informal dining and Mediterranean food.

The upper façade of no. 105 Golders Green Road is a recent addition to the original, formerly symmetrical Art Deco block. Public artwork to the side and front elevations could brighten this corner for residents on their walk home, while strengthening the character the high street as a centre for the evening economy. Temporary infill of vacant units with public art would also help activate this corner of the high street.

Key objectives

- mark the transition from the Parades to a lively stretch of restaurants on Golders Green Road
- showcase the work of local artists without detriment to heritage assets
- provide temporary activation to blank shop frontage at lower level

Where

D Corner of Armitage Road, 2022



D Corner of Armitage Road, 2018



Steps

12-24 months

- engage with landowners of the building agreement in principle
- engage with tenants to allow their views to shape the brief for the mural
- engage with local artists
- develop detailed designs for murals and temporary artwork to shop front glazing
- put in place long-term agreement with landowner assigning clear accountability for maintenance
- procure implementation by works contractor

Precedents



Jan Kattein Architects with MJO Signwriting mural after Alfred Hitchcock's 'The Birds.'



Fisher Cheng Architects with Wood Street Walls, Angel Edmonton mural celebrating local market traders,

back lanes

The narrow access roads to the rear of the Town Centre's magnificent terraces are an important functional part of these unique typologies. They should provide a quieter, more intimate counterpoint to the bustle of Golders Green Road.

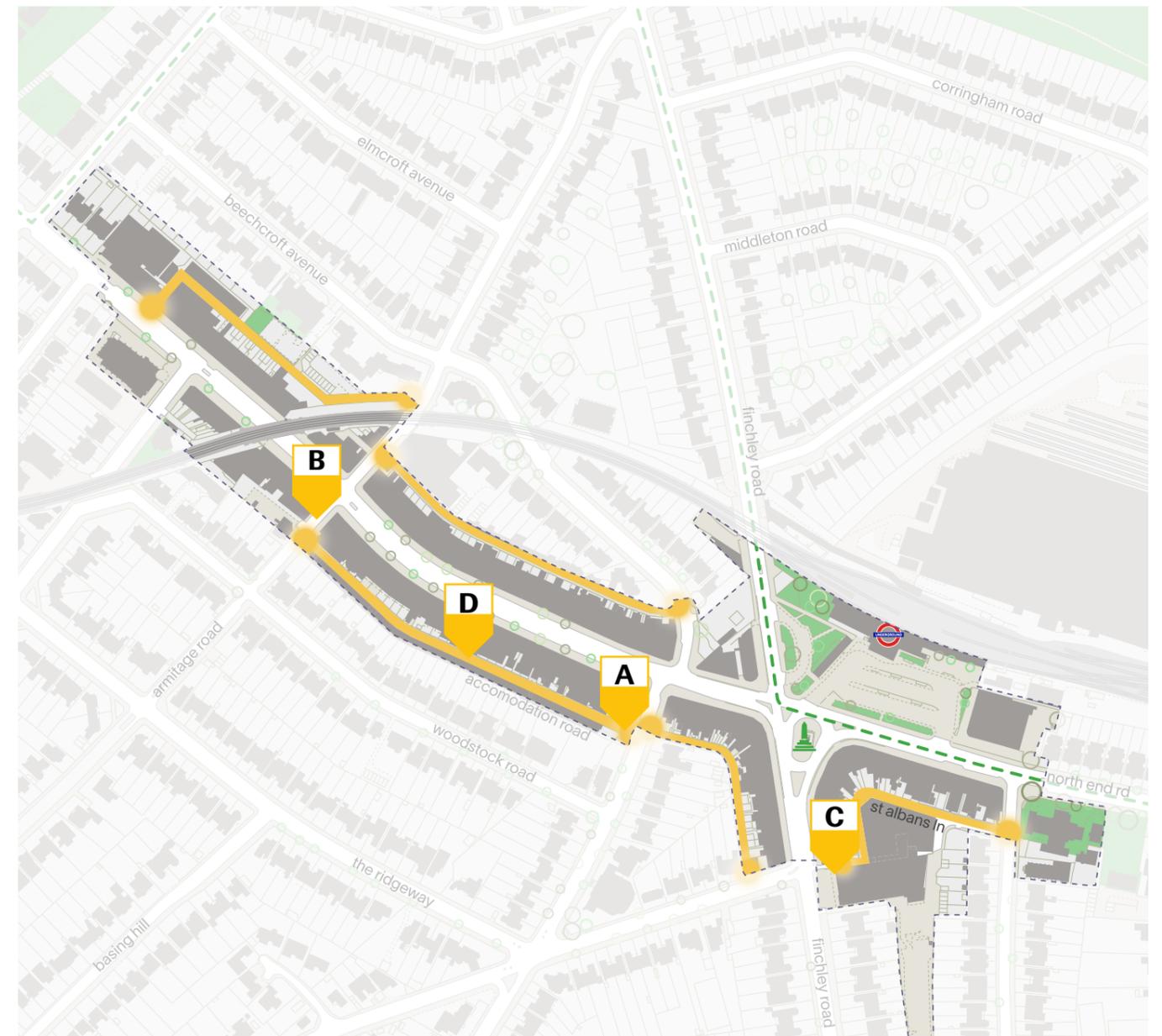
Accommodation Road, Golders Way, St. Alban's Lane and Broadwalk Lane each run parallel and to the rear of shopping parades in the Town Centre.

Accommodation Road provides rear service access to high street businesses in the Promenade, secondary access to flats above high street shops, which are also accessible via stairs and passages from Golders Green Road, and primary access to a long, shallow row of structures which mixes office uses with residences in a highly idiosyncratic typology.

Golders Way provides rear service access to Cheapside businesses, primary access to the flats in Cheapside, and vehicle access to a row of small, shallow garages.

St. Alban's Lane follows the curve of North End Road into Finchley Road. It provides rear service access to high street shops, access to some flats and businesses to upper floors (many are also accessed from the high street), and primary access to businesses housed in a larger-footprint industrial structure.

Broadwalk Lane provides rear service access to commercial units on Golders Green Road and the Ohel David Eastern Synagogue.



Support neighbourhood planting activity on Golders Way & Accommodation Road.

Many local residents and businesses are already taking the opportunity to grow plants in plots and planting boxes outside their front doors, transforming these service alleys into green lanes. This activity could be supported and augmented along both Accommodation Road and Golders Way to fulfil residents' vision of greener, more tranquil alternative routes through the Town Centre.

The Town Centre Strategy proposes additional greening to Accommodation Road, including green roofs and terraces.

Key objectives

- encourage local stewardship and pride in the back lanes
- strengthen accessibility, legibility and attractiveness of alternative routes through the Town Centre
- support businesses behind the high street
- improve access to flats above the high street

Where



Steps

12-24 months

- Assess accessibility of back lanes, incl. consideration of pedestrians, service vehicles and refuse collection
- Engage with Barnet Council waste services to investigate feasibility of waste collection from Golders Green Road.
- Establish clear reporting routes to tackle persistent fly-tipping to build resident confidence
- Engage with existing residents and businesses to assess interest
- Identify routes to support and encourage stakeholders to implement and maintain their own planters.
- Coordinate workshops with a wider 'neighbourhood planting day' programme (see green links, above)

Precedents



Gould Terrace, Hackney



Claridge Way, Jan Kattein Architects



Mews houses in Marylebone

next steps

next steps

The Actions set out above seek to match community priorities against spatial opportunities and challenges within Golders Green. While they work towards a common set of overall aims and support the principles of the Town Centre Strategy, these ideas will far exceed currently available funding.

This Action Plan will be issued for community consultation. Local stakeholders are invited to identify which measures should be considered a priority for early delivery. A limited amount of capital funding has been allocated towards the immediate delivery of activations measures during 2023, while there is also potential for the priorities it lays out to inform investment in public realm improvements into 2024. It will continue to guide improvements to the Town Centre as future funding becomes available.

Many of the way-finding Actions included in the plan seek to build links to community assets and cultural activity. The Action Plan invites interested stakeholders to take an active role in its delivery as project partners. If you are interested in participating, please contact us at:

goldersgreentowncentre@gmail.com

Updates on the outcomes of this engagement process and next steps towards delivery will be posted on the new Golders Green Town Centre website, Facebook and Instagram accounts:

www.goldersgreentowncentre.co.uk

[@goldersgreentowncentre](https://www.instagram.com/goldersgreentowncentre)

[@goldersgreentowncentre](https://www.facebook.com/goldersgreentowncentre)

appendix

town centre conversations

questionnaire

The Town Centre Strategy consultation found strong support for emphasising an improved pedestrian experience in the Town Centre. In order to identify any shifts in local priorities, and to add detail about how people visit and navigate the town centre, we carried out an online survey from 11th August - 28th October.

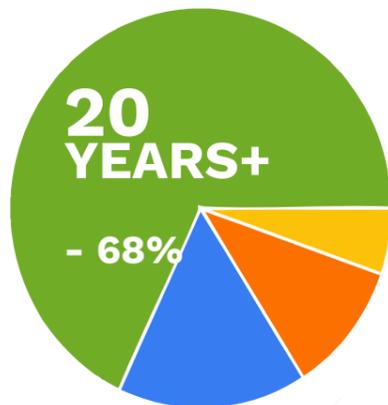
AGE GROUP



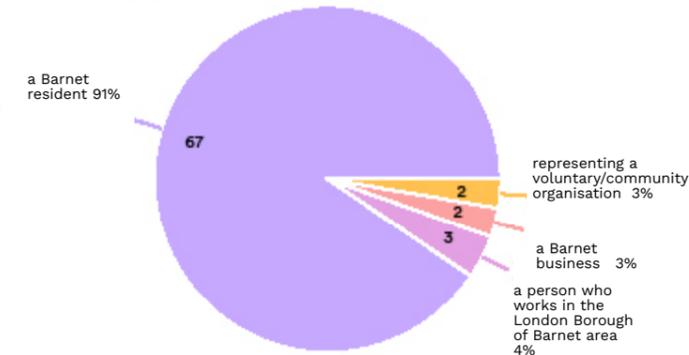
Those responding to the questionnaire were predominantly from older age groups...

HOW MANY YEARS HAVE YOU HAD CONNECTION TO THE AREA

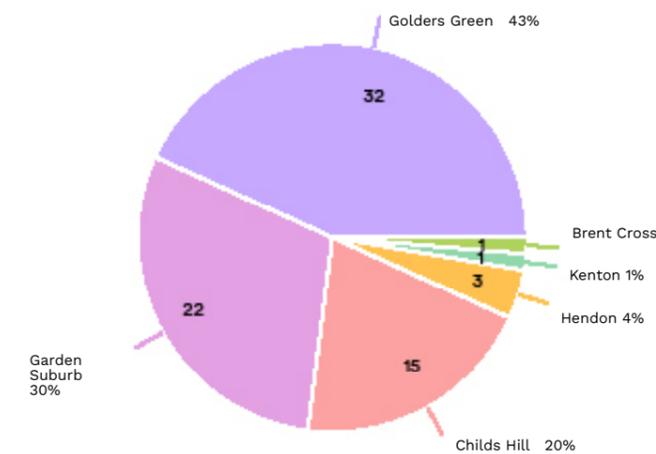
68% of which living or working in Golders Green for more than 20 years, showing a long-standing relationship with the Town Centre.



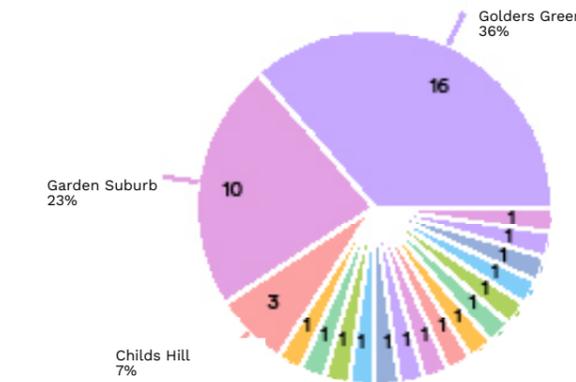
ARE YOU A RESIDENT?



DO YOU LIVE IN ANY OF THE FOLLOWING WARDS



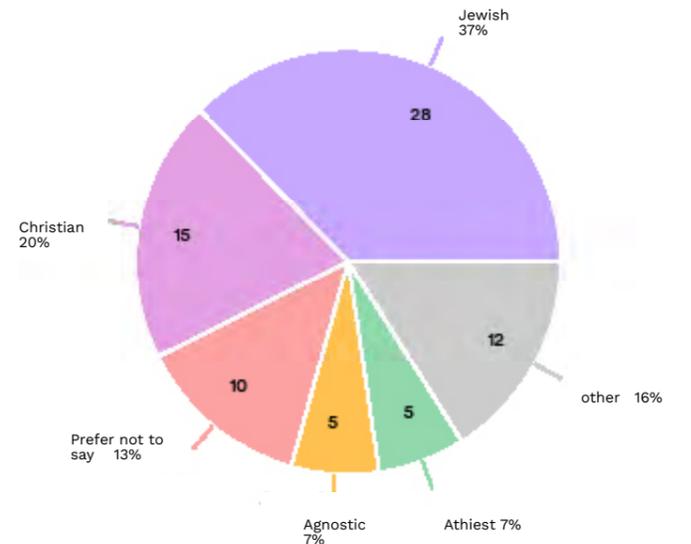
DO YOU WORK IN ANY OF THE FOLLOWING WARDS?



other responses - Golders Green | Garden Suburb | Childs Hill | no | retired | Sunbury upon Thames Central London Camden | Semi retired | pensioner who does not work | Staples Corner | work outside the borough in the Royal Borough of Greenwich | Hendon | Belsize Park | Central London | City Westminster

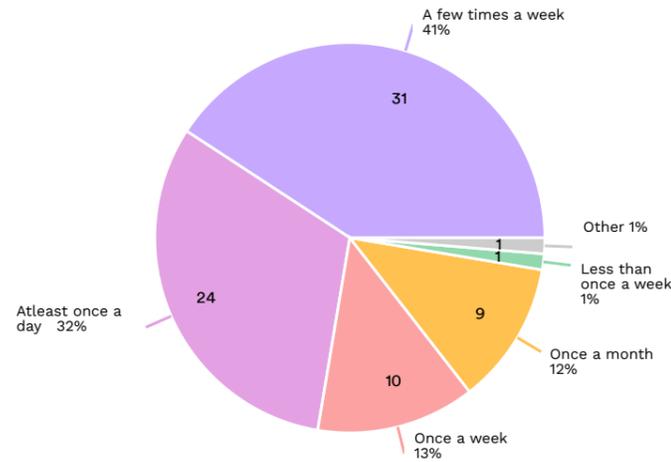
We also engaged with local businesses through a GAP analysis study and speaking with respondents over the phone

RELIGION OR BELIEF



The majority of survey respondents stated Jewish or Christian beliefs. This is comparable overall with the proportion of beliefs in Golders Green. While most of the religions prevalent in Golders Green were represented, no members of the area's significant Buddhist minority responded.

HOW OFTEN DO YOU VISIT GOLDERS GREEN TOWN CENTRE?



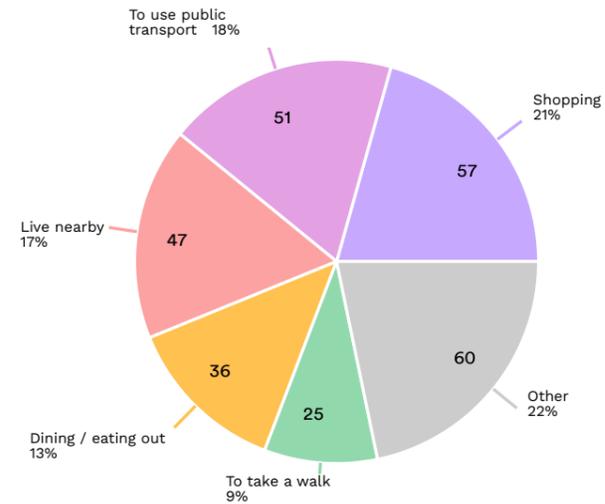
The survey suggests that the Town Centre is well used, attracting 41% of local residents a few times a week and even 32% at least once a day.

HOW DO YOU USUALLY TRAVEL TO THE TOWN CENTRE?



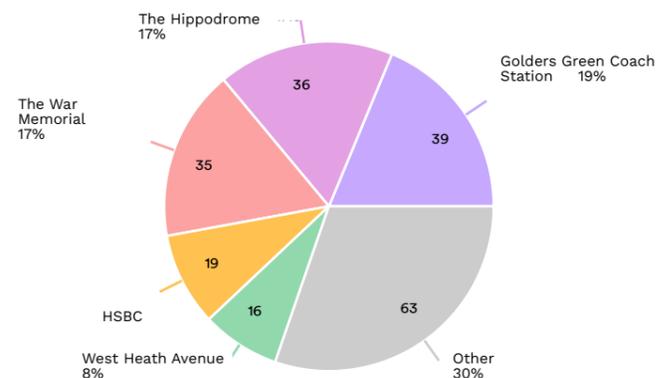
The overwhelming majority of survey respondents visit the Town Centre on foot. This suggests that the Town Centre draws on a directly local catchment who are likely to value and prioritise the pedestrian experience.

WHY DO YOU VISIT GOLDERS GREEN TOWN CENTRE?

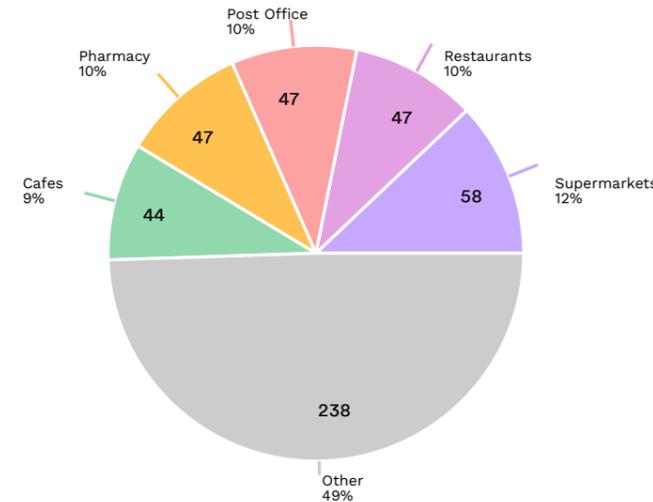


The most popular responses were to use public transport and for shopping, reflecting traditional uses of a town centre arranged around a transport hub. However, many respondents are also visiting the Town Centre for pleasure (dining/eating out or to take a walk).

WHICH LANDMARKS DO YOU CONSIDER GATEWAYS INTO GOLDERS GREEN TOWN CENTRE?



DO YOU VISIT ANY OF THE BUSINESSES IN GOLDERS GREEN TOWN CENTRE?



WHAT ARE THE BUILDINGS OR FEATURES THAT MAKE GOLDERS GREEN UNIQUE? PLEASE NAME UP TO FIVE NOTABLE PLACES.

Some 33 respondents noted the Hippodrome as a unique asset to Golders Green. The other most popular responses included its shopping parades, War Memorial and the station. Many also noted local parks, churches and synagogues. A small minority also mentioned particular cafés and restaurants.

WHAT ARE YOUR THREE FAVOURITE PLACES TO SPEND TIME IN GOLDERS GREEN?

By far the most popular place to spend time in Golders Green is Golders Hill Park. Many respondents also named local cafés, including the Headroom Café, and informal restaurants. A small minority of respondents also mentioned shops.

PLEASE NAME UP TO FIVE PLACES IN GOLDERS GREEN THAT YOU THINK SHOULD BE MORE CLEARLY SIGNPOSTED IN THE TOWN CENTRE.

The most popular responses here were local parks (and particularly Golders Hill Park) with 14 responses, and the Library with 13 responses. General themes included an emphasis on heritage assets, while a minority suggested improved signposting to faith spaces.

ARE THERE ANY INDIVIDUALS, GROUPS OR MOVEMENTS CONNECTED TO THE PAST OR PRESENT OF GOLDERS GREEN WHICH YOU THINK SHOULD BE CELEBRATED IN THE TOWN CENTRE?

Relatively few respondents chose to answer this question, with 42 declining to respond. Of those who responded, seven suggested general themes around local history. Eight

questionnaire

people suggested celebration of the local Jewish community, however, seven respondents suggested that any celebration of local history needs to be reflective of the full extent of the area's diversity.

Specific suggestions for people to celebrate included: Marie Lloyd, Aneurin Bevan, Henrietta Barnett, Peter Sellers, Anna Pavlova, Mary MacArthur, Rabbi Munk and Alicia Markova.

public art workshop

On 8th November, local artist Ricky Klein led a workshop in the street on Golders Green Crescent to explore ‘What does Golders Green mean to you?’ Through drawing, painting and collage, participants put forward their particular understanding of their local Town Centre.

The workshop attracted a younger audience than previous exercises, and resulted in layered artworks that can help to identify what aspects of the Town Centre should be celebrated in way-finding interventions.

WHAT DOES GOLDERS GREEN MEAN TO YOU?

During the mind mapping exercise, the most significant elements which arose were ‘greenery’, ‘access to green spaces’ & ‘fresh air’. One attendant during the art workshop showed a WhatsApp group she had with friends in which they post pictures of greenery around Golders Hill Park, Childs Hill Park & the Heath Extension.

Many attendees agreed that the parks are not well sign posted, and that they should be better celebrated.

Architecture was also a common thread amongst the workshop exercise and informal conversations, with participants stating that this is one of the features that makes Golders Green unique and establishes a strong town centre identity. Some noted that modern shop signs hinder the original proportions and historic features of Cheapside.

The second most prevalent thread was the notion that Golders Green has great restaurants, cafés and shops along the high street. A few locals mentioned that, although they used to spend more time in Brent Cross, they are now spending more time in Golders Green to eat out or shop.

ARTWORKS

One participant explored an overarching theme of ‘greenery’, including parks Golders Hill Park,

Childs Hill and the Heath Extension. They mentioned their passion for photography and that the parks and the local architecture, both industrial and more historic buildings, were great sources for inspiration. They went on to draw the significance of the wild nature of the parks and forests around which feel like an escape from London.

A second attendee used the mind mapping base to build up their collage material. This captured the following: thoughts around family and residents were prominent during conversations. Golders Hill Park and the Zoo were central to what gives meaning to Golders Green saying that they visit regularly on weekends. Shops + restaurants and the ‘tube’ were also key themes.

IDEAS FOR CHANGE

Several respondents suggest that way-finding to local parks would be beneficial, i.e. Basing Hill, Childs Hill Park, Golders Hill Park and Hampstead Heath Extension.

A couple of attendees suggested the idea of more cohesive shop signage along the high street and Cheapside, making sure that historic architectural elements are protected and enhanced through maintenance and good design.

Many attendees also offered the idea of green elements along the high street such as a ‘sustainable jungle’, ‘planters’, ‘hanging gardens’. Most were positive about the parklets along the high street however thought that they could be better maintained.

The need for better signage towards green spaces was almost universal and people generally agreed that signage in the Town Centre is poor.

A few consultees during the mind-mapping and conversations felt that the lighting in the town centre didn’t match the scale of the high street. Some commented that the street lighting could be better and that shopfront signs are too bright and detract from Cheapside Terrace.

One attendee mentioned there are very few places to sit or dwell in the town centre especially towards the western end of the high street.

The younger audience engaged through the art workshop echoed many themes articulated by older residents, but added an emphasis on sustainability and access to visual arts.

Our conversations overwhelmingly supported the case for increasing

public art workshop

signposting to green spaces, more greening within the high street, better lighting and expression of architectural features.

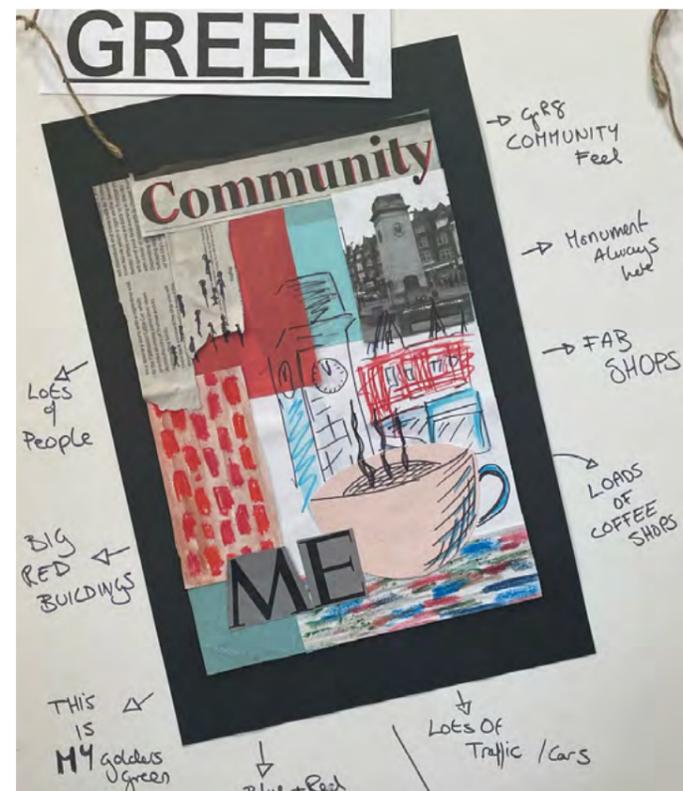
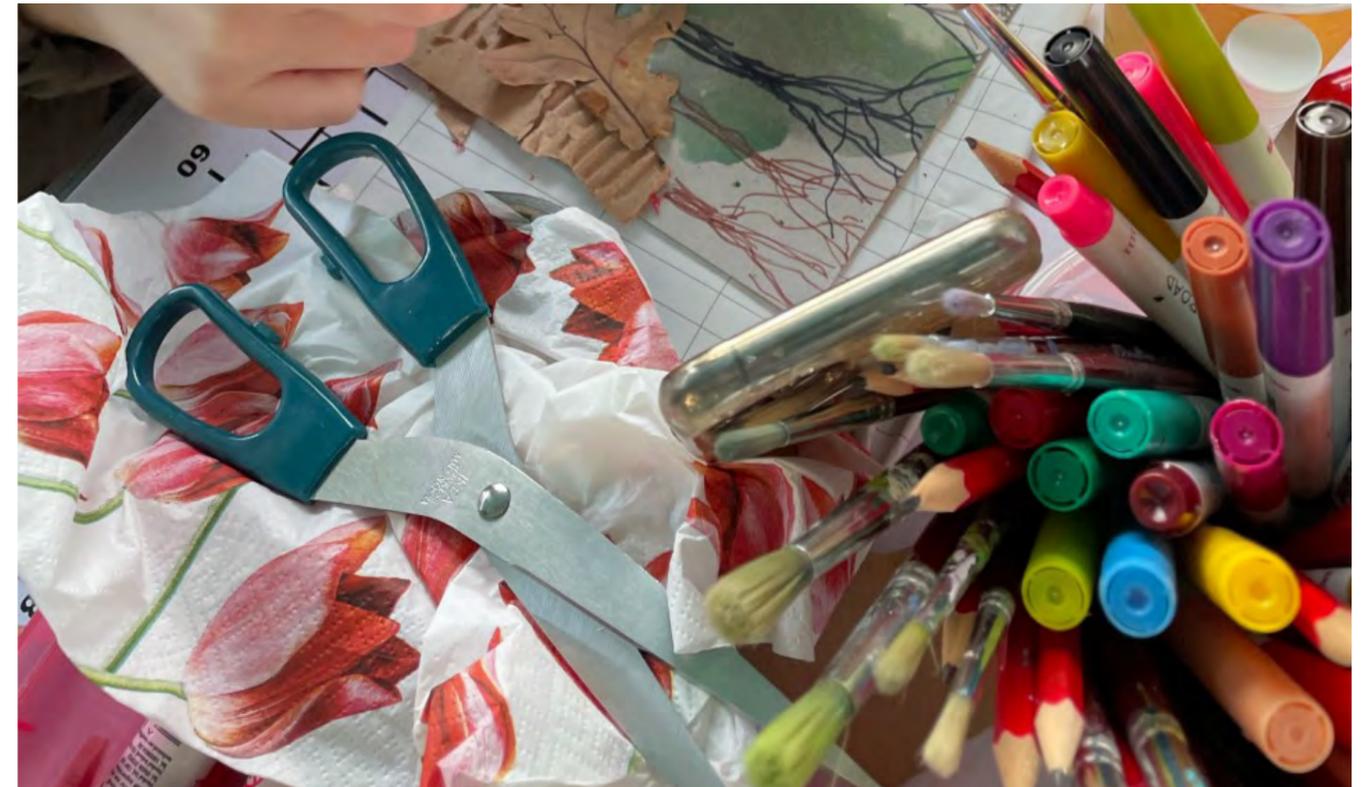
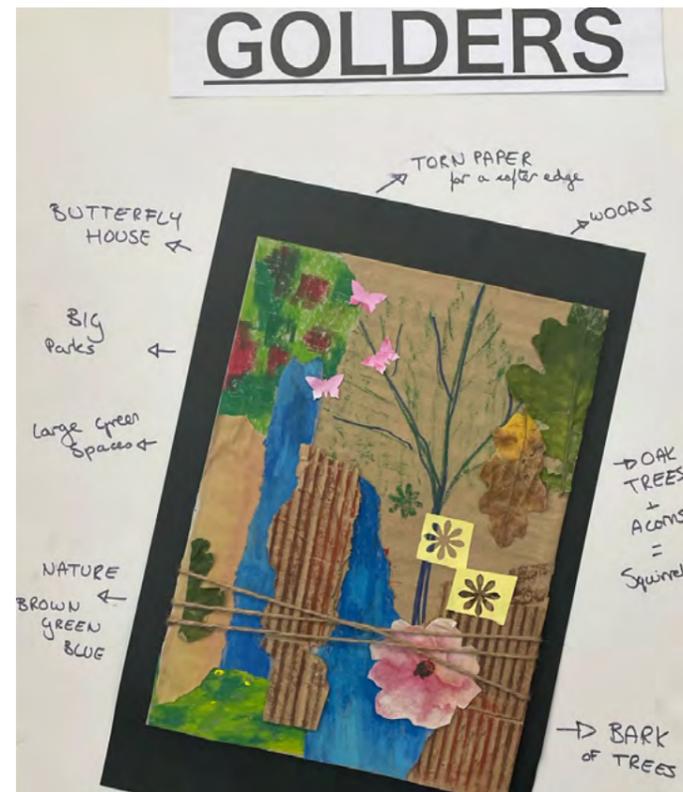


Photo: Taken by Jan Kattein Architects

public art workshop



table-top mapping

On 20th November, the design team returned for a final public workshop on Golders Green Crescent to work through proposed routes and sites for improved way-finding around the Town Centre.

Some 44 attendees stopped by, with around 15 stopping to talk about and plot their favourite routes around Golders Green in detail on a large scale 'table-top' map.

Coloured threads allowed for overlaying and adjusting routes, while coloured stickers encouraged participants to consider key turning points and transitions along the route. Finally, a sheet of way-finding precedents encouraged discussion of specific interventions to improve these points.

DESTINATIONS

Popular destinations for walking routes included local parks, high street shops, and the Library. Although many we spoke to are local residents, a number chose to trace walking routes beginning or ending at the Station.

THEMES

Many of our discussions centred on the connections between

residential side streets and the high street. As observed in the Town Centre Strategy, the long parades of Cheapside and the Promenade, while architecturally iconic, present significant barriers to permeability.

The stairway which passes through the Promenade, while offering greater permeability, is an area which feels unclean and unsafe to some residents. Pedestrian permeability continues to be a significant issue on residential back streets, with rail lines forcing residents to take long detours or use poorly lit alleyways at night.

Principal points of access for residents to the high street are at the corners of Hodford Road and Golders Green Crescent with Golders Green Road. Workshop participants report these areas, and particularly Golders Green Crescent, feeling unsafe at night.

The alleyways to the rear of the much-loved shopping parades also featured prominently in our

conversations. Many recognise these as part of a unique typology characteristic to Golders Green, but report chronic fly-tipping and disorder on these streets.

The theme of legible routes to Golders Green's excellent parks emerged again. We spoke with some new residents who were unaware of Childs Hill and Basing Hall Parks, as well as a number of residents who enjoy walking to parks at some distance from the Town Centre for leisure purposes.

Way-finding to the Town Centre's faith spaces was also discussed and, in some instances, supported: however, it was also suggested that some faith groups may prefer to remain 'low-key.'

Workshop participants felt that the Town Centre's distinct food and drink offer is sufficiently visible, but expressed concerns regarding the ease of finding and accessing the Library.

IDEAS

While the use of feature lighting and public artwork to reinforce way-finding were well-received, residents were strongly interested in extending the green character of

the local parks into the Town Centre. Workshop participants felt that, as well as demarcating the Town Centre, planting can contribute to the area feeling safe and pleasant to spend time in.

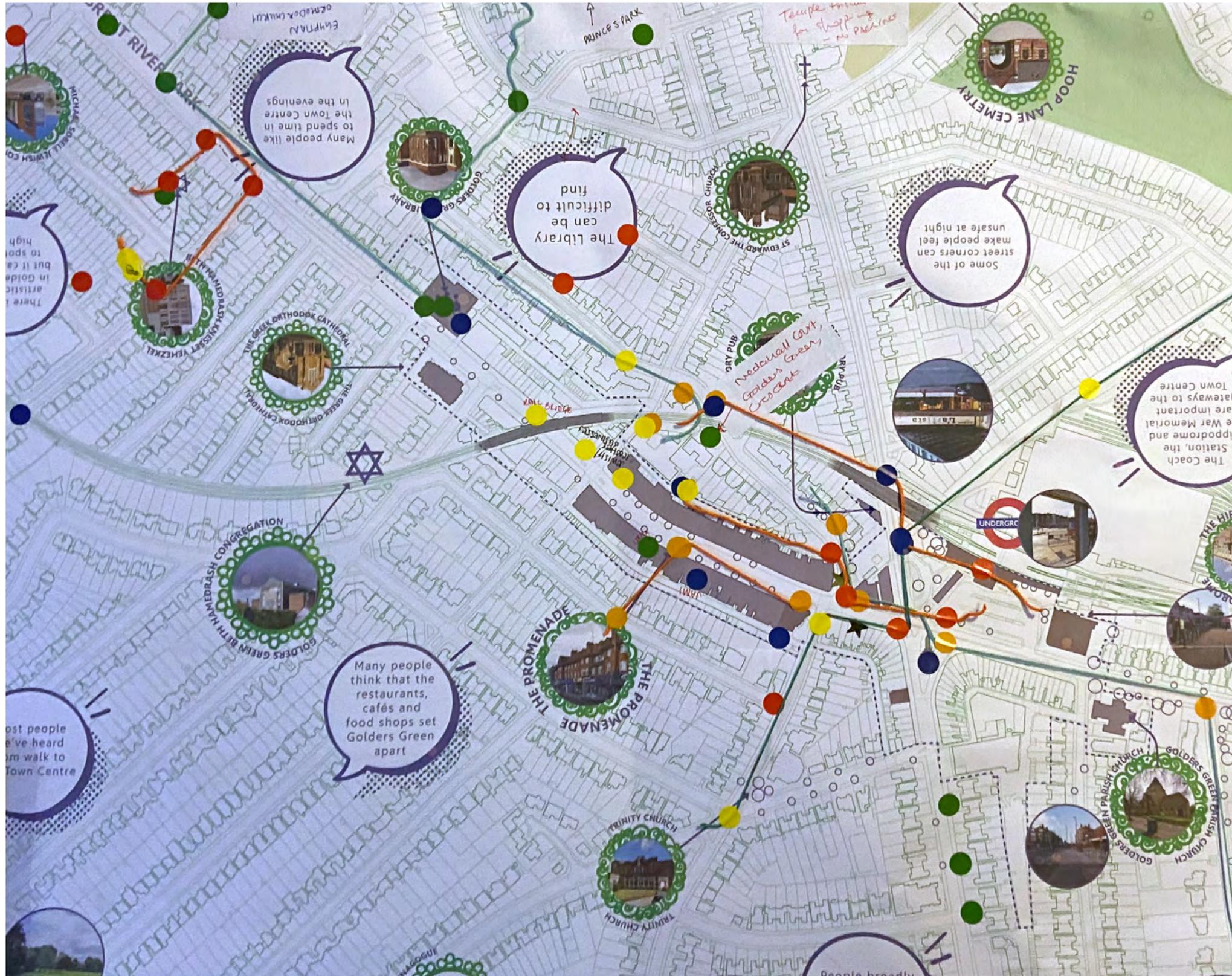
Alongside the improvement and celebration of routes to the local parks, there was also significant interest in using directional signage to make key civic assets like the Library easier to find. While there was significant interest in interventions to make the Library forecourt more welcoming, residents expressed that staffing at the Library (and the need to use a library card for access during un-staffed hours) as a greater concern.

A number of participants responded warmly to the idea of introducing place naming or signage to railway bridges at the gateways to the Town Centre.

“It's all hidden.”

“I was pleased to grow up in Golders Green.”

table-top mapping



type safari

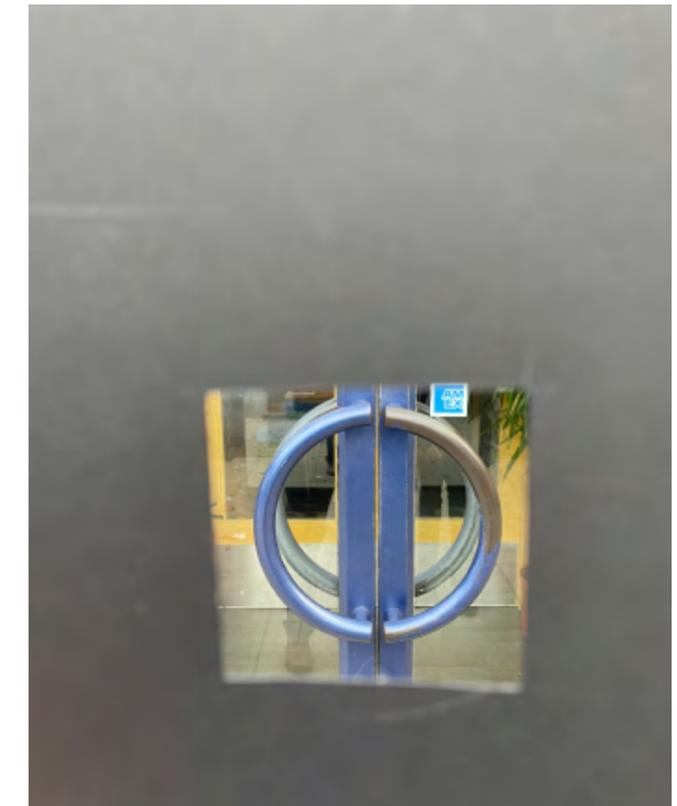
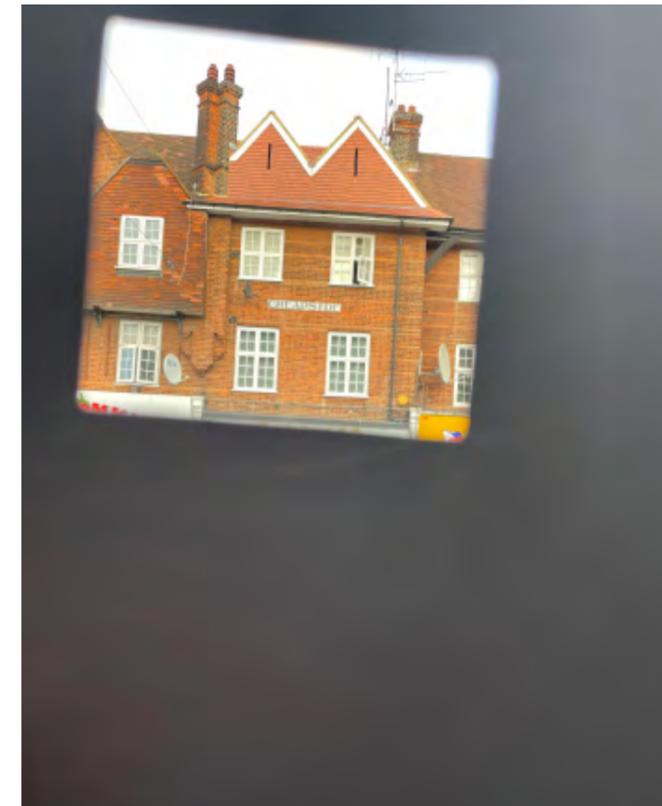
In order to support the generation of a bespoke graphic identity for the Golders Green Town Team, Fraser Muggeridge Studios led a 'Type Safari' around Golders Green Town Centre. Workshop participants were asked to find distinctive forms around the Town Centre which suggest lettering, as well as favourite examples of existing typography and signage.

This exercise in directed looking and noticing results in a visual compendium of moments, features and characteristic which speak to workshop participants about the character of Golders Green, while capturing specific forms which could be used directly within the new graphic identity.

The result is a combination of idiosyncratic Arts and Crafts architectural detailing, mid-20th century retail advertising and exuberant contemporary shop-fitting and street art.

Our conversations also touched on the group's awareness of the Town Centre's creative and graphic history: past residents like Abraham Games, a British graphic designer, and Laszlo Moholy-Nagy, a Hungarian painter and photographer as well as a professor in the Bauhaus school. As well as the aesthetic heritage of

the Underground extension and the original promotional posters which are a popular adornment in guest bathrooms across Golders Green.



type safari



night walk

We did a night walk after the workshop and the route we took was decided based on the information we received from the residents. We walked along Golders Green Crescent, a street that reportedly gives ground to antisocial behaviour, mainly drug dealing. We discussed lighting for the railway bridges and tested battery powered lighting equipment on the walls below.

The walk continued along the high street where it is obvious that spill light and signage contribute a lot to the lighting conditions on the pavements. At the junction with GG Crescent, we saw the difference in light levels and uniformity between the high street and the crescent where there are no shops.

At the roundabout we discussed that the street lighting columns seem too high which doesn't make the space look pedestrian friendly. Vehicular movement, especially buses dominate the space. Lighting the war memorial and the Hippodrome facades could give a different character to the space.

RESIDENT OBSERVATIONS

- The area around Golders Green Crescent doesn't feel safe after dark. There's drug dealing especially

around GG Crescent railway bridge often directly outside people's homes.

- Many residents that live to the north of Golders Green change their usual route to the underground station after dark. They prefer to walk on the highstreet.
- It is challenging for visitors to find their way to addresses on Golders Way. It "gets dodgy" at night especially for female visitors.
- The alleyway with the garages along the railway is unlit and very challenging for someone to walk on their way the underground station.
- The Mikvah at the beginning of the alleyway and the archway are very bright and make the alleyway with the garages look even darker.
- The war memorial could be better lit.
- The Hippodrome should be lit externally.
- The library isn't indicated well enough. Signage and lighting could make the building stand out more.
- Accommodation St is very unique and lighting could be improved to make it look more inviting.
- Empty or closed shops (often on Fridays) make the spaces at front look dark and not safe.
- The festive lighting on the high street looks shabby and sad.



A walk around the problematic areas mentioned by residents was held after the workshop. This information helped us target and revisit some of the streets.

KEY

- Finchley Road roundabout and War Memorial
- Golders Green Road - Highstreet
- Golders Green Crescent
- Important Buildings / Landmarks
- Alleyways
- Connecting passage/stair to Accommodation Road
- Alleyway along garages
- Nightwalk starting point
- Nightwalk route



16



Golders Green Cres. People mentioned drug dealing on this street. Some parts are dark. Presence control sensors for lighting are installed at many houses'

17



Archway to the alleyway along the garages. Very bright lights under the arch increase the contrast with the dark way in front of the garages.

18



Residents around the Crescent take this route to the station during the day as a shortcut. They need to change route at nighttime as this way is too dark.

19



The entrance point to the alleyway along the garages from Finchley Rd is also not inviting at all. It would be challenge for anyone to walk this way.

20



Golders Green Cres railway bridge. Many people mentioned the area around the bridge is not safe. Lighting the walls under the bridge showed how the space could be improved.

21



Hope Lane railway bridge. This bridge with the special diagonal brickwork could be highlighted. Could become point of reference and enrich the quality of the space around.

22



Golders Green Rd. There is not dedicated lighting to the pavements. Shop fronts, spill light and signage contribute to the overall lighting.

23



Golders Green Rd. If shopfronts are not active, the light levels drop significantly. The same happens where trees cast shadows from streetlighting columns.

24



End of Golders Green Cres to the east. Lower light levels and uniformity than the highstreet. Lack of lit shop fronts and undefined edges. It's a transitional area that doesn't feel safe.

25



Wayfinding at the roundabout is challenging. Too high streetlighting columns dominate the space and support the vehicular movement more than the pedestrian.

26



The fence of the underground station's forecourt is a low level barrier between the bus depot and the road. It could be utilised for wayfinding purposes.

27



The Hippodrome loses its presence after dark as there no dedicated lighting or lit signage. Architectural features and the immediate landscape can be enhanced with lighting.

GOLDERS GREEN
TOWN CENTRE