

**Objective 1: Housing**

Development in Fortune Green & West Hampstead will provide a range of housing and housing types, including social and affordable housing, as well as housing suitable for families, old people and young people. The West Hampstead Growth Area will be the focus for new development and will provide new housing and accompanying additional infrastructure. Development outside the Growth Area will be on a smaller scale.

**Objective 2: Design & Character**

Development will be of high-quality design and will need to fit in with the existing styles of the Area, large parts of which are covered by Conservation Areas. The height of new buildings shall fit in with the rooflines of existing buildings in their immediate vicinity. In all development there shall be a presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it.

Objective 3: Transport

Development will enhance the provision of public transport in the Area. West Hampstead's three rail stations shall be the focus of improvements. Making better provision for pedestrian movement through the Area, particularly around the West Hampstead interchange, is a key priority.

**Objective 4: Community Facilities**

Development will contribute to social and community facilities in the Area and bring improvements to meet the needs of the growing population. Local services and community facilities – including schools, nurseries, health centres, libraries, community centres and youth facilities – are all of high importance to delivering a sustainable community.

Objective 5: Economy

Development will promote and support a successful local economy, with thriving town and neighbourhood centres. Commercial development shall provide new jobs and attract new businesses to the Area. Such development shall also provide flexible space, particularly for small and micro-businesses.

Objective 6: Natural Environment

Development will protect and enhance existing green/open space and the local environment. Development will also provide new green/open public space. Development shall promote biodiversity and nature conservation and allow for the planting of new trees.

1. What **do you like** about West Hampstead & Fortune Green?

Quiet area with plenty of local shops **Farmers' market**, transport links are good  
 A lot of facilities if you have children Friendly **atmosphere**, transport links  
 Easy access to transport, banks & supermarkets **Community EVENTS AND FESTIVALS**, accessibility of area  
**Villagey** – West End Lane shop fronts to be preserved Fire station, the parks, **farmers' market**, the library  
**Community feel** **Peaceful** and residential neighbourhood, transport links, **green spaces**, safe for children  
 Everything Transport links  
 PLAYING football with friends at Templar House Victorian buildings  
 PEACE PARK NEW STATION  
 Beautiful area, traditional buildings and appealing to look at **Farmers' market**, **community garden INITIATIVES**  
 Easy access to transport A dormant sense of neighbourliness seems to be waking up  
 Beckford School Local websites such as West Hampstead Life  
 Lots of cafes **Neighbourhood feel**, **farmers' market**, festivals, **green areas**  
 Good parks Sense of community  
 Very residential and **quiet** Good balance between vibrant city life and **calm diverse neighbourhood**  
**People are friendly in general** Good transport, **community centres**, good shops, **green spaces**  
 Transport access PEACE PARK, preserve the area  
 The **people** **Friendship**, **atmosphere**, **village feel**, **community groups**, good transport  
 Lots of **green space** & local shops – it feels like a village There is a **lovely village atmosphere** to the area and **neighbours** are very friendly  
 Close to Hampstead Heath and lots of **green space** The variety of restaurants, shops and cafes in the local area  
 Clean, **quiet** I like the **village atmosphere**, the fact that there are not many chain stores, **farmers market**  
 The Community, **local residents** **Green spaces**, the charity shops, **general mix of buildings and landscape**, absence of tower blocks  
**George the greengrocer on Mill Lane** It's reasonably accessible to central London, it's a good sized area  
 Good views **Great for families** and great transport to central London  
 Mill Lane **Everything – it is my village!**  
**Peace & quiet**, easily accessible **Community**, Library, some of the shops  
 The diversity of **people**, **lovely neighbours** Nice **people** and **atmosphere**  
 The **atmosphere**, the transport facilities, the **farmers' market** **Not lots of high buildings**, keeps old buildings maintained well  
 Communication – transport main attraction **Small shops on West End Lane**  
 Excellent transport links **Nice family residential area with good schools & nurseries**  
**Quiet**, lots of families, easily accessible **Victorian village feel** and independent shops  
**Village feel, green**, similar age people, low crime, good transport links **The community groups, community cohesion**  
 Friendly, very convenient, **farmers' market** Fortune Green,  
 Central, nice feel about it, brilliant transport **Farmers market**  
 Nice friendly area, generally clean, good transport West End Books, Peppercorns, David's Deli, The Kitchen Table, La Brioche, La Brocca  
 Loads – handy for transport to a lot of places **Community events** – Jester FESTIVAL, FoFG events, Book shop READINGS etc  
**Farmers' market** West Hampstead Library  
 West Hampstead Life blog and twitter account New THAMESLINK STATION pedestrian space & **farmers market**  
 Bookshop, Wet fish cafe Fortune Green – and films on the green  
 A nice area with friendly **people** Mill Lane and West End Lane – and all the local and independent shops  
 Safe, **farmers' market**, nice places to eat West Hampstead Life blog –makes me feel I belong  
 Availability of transport, **farmers' market** New school on Mill Lane and surrounding area  
**Village feel, green environment** New guerrilla gardening PROJECT on Fordwych Road  
 Good communications, good transport connections, good mix of **people** **Small businesses on Mill Lane**  
**Farmers' market; green space**; landscaping planting School improvement at Emmanuel School  
 Outdoor gym at Peace Park Kid's PLAYGROUND improvement  
**Farmers' market**, certain shops, nice **neighbourhood**, access to transport Accessible to transport & shops  
**Village feel**, new pedestrian area outside THAMESLINK STATION, PEACE PARK Accessibility & **community groups**  
 Parks, Shops, Sidings Community Centre, **farmers' market**, good amenities **Peaceful** compared to Camden Town  
 Maygrove Peace Park; shops on West End Lane **Schools are also lovely**  
 PEACE PARK 1 Mill Lane development  
 Good transport, **neighbourhood** very friendly **OUTDOOR GYMS**

## 2. What **don't you like** about West Hampstead & Fortune Green?

### public un-safety

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

#### Need carers for vulnerable people

Motor vehicle crime

#### Fly tipping

Gangs in PEACE PARK

#### Lack of police presence, gangs/drug dealing in PEACE PARK

Wayne Kirkham Way – not safe; overgrown; poor lighting

#### The area around the WH stations isn't safe for pedestrians

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

#### Area around the tube station can be quite intimidating at night

### neglect, litter, fly tipping

Mess around recycling areas  
Iverson Road is too dirty and dusty

#### Fly tipping on Maygrove Road and Iverson Road

Rubbish in PEACE PARK

#### Litter

General uncaring attitude about area

#### Dog poo on Fortune Green

Once a week rubbish collections

#### Maintenance of council housing estates

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

#### Litter on streets, not clean enough

Transient population who seem not to wish to contribute – how can this change?

#### Kilburn – rundown

Fly tipping

### expensive housing

Expensive to live in

#### Extortionate rent prices

Property price bubble

#### Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/student accommodation vs encouraging younger more affluent families to move here – the latter would give more of a permanent sense of community

#### Social cleansing, cost of housing, we need affordable housing that doesn't cost so much

...cost of accommodation

...too expensive

### lack of amenities

No full sized sports pitch

#### Lack of good school places

Too quiet if you're a young person

#### Not enough infrastructure – schools, doctors, parking

No community space

#### Less of a sense of community than other parts of London

### development

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

#### Big tall blocks of flats

Far too much building up of the area

#### Developments on Mill Lane are being built without any co-ordination or consultation

Too much new development

#### Building in the area

Too many new housing developments

#### Greedy development

#### Bad and lazy architecture – bland and cheap

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

#### Overdevelopment of the area, traffic, lack of parking, congestion, pollution, overcrowding

Destroying the tight community, too many more people

### types of shops

Too many take-aways, kebab shops, dry cleaners, estate agents

#### Too many cafes and estate agents, doing away with shops

"American shutters" on shop fronts – resulting in a disconnection from our streets

#### Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community

No fishmonger, no butcher

#### Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc

Chain stores (Tesco etc)

#### Takeaway shops, estate agents

Too many cafes and estate agents, doing away with shops

#### Not the greatest shops

Shisha cafe on Rhondu Road

#### It seems that local shops are replaced by chains

Variety of shops on high street

### traffic: people, bikes & cars

Poor access at Underground station

#### Not everywhere is accessible for disabled people

Pedestrian congestion near Overground and post office

#### Poor bike routes

Lack of cycle routes

#### Crowded transport interchange – narrow pavements

Pedestrian congestion near Overground and post office

#### Poor access at Underground station

Very busy in rush hour

#### Inadequate pedestrian crossing on Finchley Road

Parking restrictions

#### Parking around Fortune Green – Gym members

Lack of parking

#### The fact that it is sometimes hard to park on weekdays

Motorcycle shop parking around Achilles Road

#### West End Lane congestion

Traffic jams in West Hampstead – especially West End Lane

#### Too much car traffic on Mill Lane & West End Lane

Traffic jams in West Hampstead – especially West End Lane

#### Endless traffic issues on West End Lane - the road being dug up & Tesco parking

Cars are driving too fast on narrow roads

#### Road works – burst pipes

Traffic

#### Motor vehicle crime

Tesco parking on West End Lane

2. What **don't you like** about West Hampstead & Fortune Green?

3. What **● would you change** about West Hampstead

**public un-safety**

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

**Need carers for vulnerable people**

Motor vehicle crime

**Fly tipping**

Gangs in PEACE PARK

**Lack of police presence, gangs/drug dealing in PEACE PARK**

Wayne Kirkham Way – not safe; overgrown; poor lighting

**The area around the WH stations isn't safe for pedestrians**

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

- Make it safer
- CCTV on West End Lane
- Visible policing
- More light at night on Sherriff Road
- PEACE PARK – make safe and livelier
- Graffiti around the tube station should be cleaned up
- More police

**neglect, litter, fly tipping**

Mess around recycling areas  
Iverson Road is too dirty and dusty

**Fly tipping on Maygrove Road and Iverson Road**

Rubbish in PEACE PARK

**Litter**

General uncaring attitude about area

**Dog poo on Fortune Green**

Once a week rubbish collections

**Maintenance of council housing estates**

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

**Litter on streets, not clean enough**

Transient population who seen not to wish to contribute – how can this change?

- Better rubbish collection
- More parks and open spaces
- Preserve and expand green spaces
- More greening in the streets
- More active green spaces – including micro spaces, tree pits, greening the area, green walls, green roofs, allotments

**expensive housing**

Expensive to live in  
Extortionate rent prices  
Property price bubble

Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community

**Social cleansing, cost of housing, we need affordable housing that doesn't cost so much**

...cost of accommodation  
...too expensive

- More affordable & social housing, especially homes with 5 bedrooms
- More affordable housing
- More affordable housing
- Lower rents for young people
- Nothing really except rising house prices
- Build affordable housing, not just expensive flats
- More affordable housing

**lack of amenities**

No full sized sports pitch  
Lack of good school places  
Too quiet if you're a young person

**Not enough infrastructure – schools, doctors, parking**

No community space

Less of a sense of community than other parts of London

- More parks, playgrounds for kids
- Facilities for children are limited
- More community events
- Longer opening times for the Library, including Sundays
- Better nurseries for under 2s
- More children's things in parks
- Local town hall meetings
- Keep the area neighbourly
- more schools, longer library opening hours
- Improvements to the PEACE PARK
- It would be great to have more sports facilities
- More involvement in community decisions
- Make West End Green a more inviting place
- Make sure there are enough schools/doctor's surgeries etc to support the expanding population
- How can transient residents be encouraged to be part of living here?
- Make the Library an active and lively hub for all community initiative
- Increased family activities
- Swimming pool and sports facilities
- Improve Iverson Road park (PEACE PARK)
- ... more school places

- Nothing
- Nothing
- General uplift of the area
- Separate recycling for bottles, paper and food
- More regular rubbish collections
- Make it a plastic bag free town!
- How can landlords and managing agents be managed?

**development**

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

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**Too much new development Building in the area**

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**Greedy development**

**Bad and lazy architecture – bland and cheap**

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

**Overdevelopment of the area, traffic, lack of parking, congestion, pollution, overcrowding**

Destroying the tight community, too many more people

- Stop the new builds – the area is overcrowded
- Tall buildings
- More quality developments
- Not so many building plans
- Limit the pace of change to sensible growth, not multiple major developments

**types of shops**

Too many take-aways, kebab shops, dry cleaners, estate agents

**Too many cafes and estate agents, doing away with shops**

"American shutters" on shop fronts – resulting in a disconnection from our streets

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Chain stores (Tesco etc)

**Takeaway shops, estate agents**

Too many cafes and estate

- Butcher's shop
- More independent shops, no charity shops
- Fishmongers
- Less chains stores and supermarkets – West End Lane feels soulless
- More delis, restaurants and bars
- More independent shops
- A quota on takeaways
- Try to improve the mix on high street – how about a butcher?
- Clothes shops & sports shops
- ...fewer chain stores (get rid of Tesco),

**traffic: people, bikes & cars**

Poor access at Underground station

**Not everywhere is accessible for disabled people**

Pedestrian congestion near Overground and post office

**Poor bike routes**

Lack of cycle routes

**Crowded transport interchange – narrow pavements**

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**Road works – burst pipes**

Traffic  
**Motor vehicle crime**  
Tesco parking on West End Lane

- Disabled access to Underground & Overground stations
- Pavements are too narrow
- Underpass linking stations
- Link West Hampstead Underground & Overground stations

- More pedestrian bridges over the railway lines
- Bike lanes
- More cycling routes
- Rubbish collections in evening, so doesn't disrupt traffic
- Less traffic
- Fewer road works
- Enforcing parking restrictions
- More parking
- Reduce the number of pedestrian crossings and bus stops by the stations – they cause congestion & pollution
- 20mph speed limits
- Speed bumps on Holmdale Road
- Restrict heavy commercial vehicles from West End Lane & Fortune Green
- Speed bumps on Holmdale Road