

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD DEVELOPMENT PLAN

(Draft 5 - June 2013)

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1. Introduction

1.1 This Neighbourhood Development Plan (NDP, the Plan) has been drawn up using the powers in the Localism Act 2011. The Plan was written by a Neighbourhood Development Forum (NDF, the Forum) which was established in January 2012. The Forum was recognised by Camden Council in May 2013.

1.2 The Plan seeks to conform with the policies and objectives of the National Planning Policy Framework (NPPF), the London Plan (2011) and the Local Plan (the Camden Council Local Development Framework and its Core Strategy, 2010-25), while providing additional policies and information at a neighbourhood level.

1.3 As well as the three over-arching plans, this Plan also draws on and adds to Camden Council Supplementary Planning Guidance. It also reflects the recommendations in Camden Council's Place Plan for West Hampstead (March 2012) and has drawn on the consultations and findings upon which this document was based.

1.4 The Plan has been drawn up by people living and working in the Area, for the benefit of people who will live and work in the Area in the years to come. The Plan is based on extensive discussions, engagement and consultation to ensure that it clearly reflects the will of the community and has broad support.

1.5 The Plan sets out policies (in blue boxes) for the future development of the Area between 2014 and 2031. The end date has been chosen as it marks the end date of the current London Plan and end date of its growth target for part of West Hampstead (the West Hampstead Growth Area). The Plan seeks to provide a framework for how planning decisions will be made in the Area, with clear policies to be followed and applied. It is also vitally important that Fortune Green and West Hampstead clearly benefits from development and the challenges it brings.

1.6 The Plan also sets out recommendations (in green boxes), which are other issues needed to achieve the Vision, but which are outside specific land use policies.

NOTE:

This draft is currently being consulted on.

As with previous drafts, nothing in the text is set in stone and everything is up for discussion and debate.

Text in red highlights specific areas where we are seeking views.

Please send comments to ndpwesthampstead@gmail.com by 31st July.

A 6th draft will be published in the Autumn.

2. Area

2.1 The Area covered by the Plan is largely the existing council wards of Fortune Green and West Hampstead, with the exception of Cricklewood Broadway and Kilburn High Road (see Map 1). The Area represents a clearly defined community which is widely acknowledged by both local residents and Camden Council. There is an obvious boundary in the north with the Camden-Barnet boundary; in the east with Finchley Road; and in the west with the Camden-Brent boundary. The two wards are often counted as one area by community groups and residents. Consultation of local groups and residents found strong support for a Neighbourhood Area covering these boundaries. This Area was agreed by the NDF in March 2012 and approved by Camden Council in May 2013.

Map 1: Area covered by the Plan



2.2 Historical records show that until the 19th century the Area was largely rural farmland. It centred on the hamlet of West End, which was within the manor and parish of Hampstead. The arrival of the Midlands Railway in 1871 brought rapid development. The development of the Area from the 1870s to the turn of the 20th century has given the area a distinctive and attractive appearance – from individual houses, to terraced housing, to mansion blocks, to streetscapes, to the overall image of the Area. The main architectural feature of the Area is the notable red brick Victorian and Edwardian terraces and mansion blocks. These buildings have numerous design features, detailing and characteristics - which are highly valued and appreciated. The Area

therefore has a strong and distinct architectural heritage - including a significant number of listed buildings as well as large conservation areas - which are vitally important in signifying the Area's look and feel. Preserving and enhancing the architectural heritage of Fortune Green and West Hampstead is of great importance to local residents.

2.3 Census data for 2011 shows the Area has a population of around 24,000 - a 16.5% increase on 2001. There are 11,000 households, a 13.5% increase on 2001. Most housing consists of flats or apartments (71%). Owner occupied properties account for 36% of housing; 43% is private rented and 20% is social rented. The Area covers 189 hectares.

<< further information from the 2011 census will be included in the 6th draft >>

2.4 There are plans for significant development and population increase in the West Hampstead Growth Area (see Map 3 and chapter 4B). The London Plan sets a target of a minimum of 800 new homes and 100 jobs between 2010 and 2031. There are no projections for the growth of the NDP Area outside this zone, although it is expected that the overall population of the Area will continue to rise significantly in the coming years and decades. The growth in the Area's population will place additional pressure on services, resources and infrastructure.

2.5 Recent development in the past decade has raised a number of concerns, particularly as the population of the Area grows, more new homes are built and the population density of the Area increases. For many residents the height of new buildings is a key issue. In an area largely made up of houses and buildings between two and five storeys high, new developments of six storeys or higher are likely to cause strong objections. While new buildings should not slavishly copy the style of buildings built in the late 19th century and early 20th century, there is a need for new developments to fit in with existing development in the Area. This means buildings that are not starkly modern or out of place. Most buildings therefore should be predominately made of high quality red brick. Recent buildings made of grey brick have proved to be unpopular and are widely considered to be inappropriate for the Area, because of their impact on conservation areas and the overall character of the Area.

2.6 Consultations undertaken by the NDF during the formation of this Plan found that those living and working in the Area were in favour of:

- The development of specific planning guidance for the Area.
- A far more co-ordinated approach to planning decisions in the Area.
- Stronger enforcement of planning rules and decisions.
- Greater efforts to protect buildings and the street environment in conservation areas.

A survey completed by 180 people in the summer of 2012 found that:

- the vast majority felt the Area had 'a village feel' (85%)
- didn't want more high-rise buildings (75%)
- wanted more to be done to protect older buildings and design features (70%)
- wanted more of the Area to be included in conservation areas (61%)
- didn't think there was enough open space (66%)
- and wanted more street space given to pedestrians (67%).

The full results of the survey can be found in Appendix xx.

3. Vision & Objectives

3.1 The aim of this document is to provide a strategic and long-term plan for the Area, which is in accordance with the wishes of those living and working in the Area, while recognising the need for sustainable development. This is set out in the following vision statement.

Development in Fortune Green and West Hampstead will allow for a mixed, vibrant and successful local community. The Area has a distinct and widely appreciated village character with a variety of amenities and excellent transport links. This Plan seeks to retain and protect these positive features, while allowing for new housing, new jobs and sustainable growth in the years ahead.

3.2 This Vision for the Area will be achieved through the delivery of the following six Objectives.

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.

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.

3. Transport

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

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 considered of high importance to deliver a sustainable community.

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 should also provide flexible space, particularly for small and micro-businesses.

6. Natural environment

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

4. Policies

A. Housing, Design & Character

A1. In accordance with the **Vision** and **Objective 1**, the focus of development shall be to provide new housing to meet the needs of a growing community. Development in the Area will need to be imaginatively and well designed so as to complement rather than to stand out from existing buildings in the Area (**Objective 2**).

A2. The NPPF states as a core planning principle (article 17) that planning should “always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings”. The London Plan (Policy 7.6) says that “architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and designs appropriate to its context”. These policies shall be clearly and demonstrably applied in Fortune Green and West Hampstead.

A3. As outlined in 2.2, many parts of Fortune Green and West Hampstead have a clear architectural heritage – with an attractive character and a distinct local identity. This needs to be protected and preserved. New developments in such areas – particularly terraced streets – need to fit in rather than stand out. Larger new developments, while reflecting new design, need to incorporate design features that reflect the character of existing development, using materials (such as red brick) which complement existing buildings.

A4. The character of the Area is largely maintained by the height of existing development. Much of the Area consists of terraced housing, which is normally two or three storeys high. Mansion blocks tend to be four, five or six storeys in height. It is therefore the case that development higher than six storeys will normally meet with objections. Isolated existing development higher than six storeys, such as Ellerton on Mill Lane, shall not be considered as a template or a guide when assessing the height of new buildings. New development in the Area shall respect and fit in with the height of existing buildings in their immediate vicinity.

A5. Also of importance to the character of the Area are the views across it, which give a widely appreciated sense of openness and space. These shall be protected and preserved in any new development. Of particular note are the views to the east to Hampstead and, from the higher parts of the Area, the views to the south to central London. Parts of the Area close to railway lines also provide the space for significant views.

A6. The Camden Core Strategy (CCS) (Policy CS6) says it will “seek to ensure that 50% of the borough-wide target for additional self-contained homes is provided as affordable housing”. It also (6.35) will “seek a mix of homes of different sizes, which should include small homes as well as large ones”. These borough-wide aims shall be fully applied in the Area.

A7. Consideration needs to be given to the different needs of people living in different forms of housing. Council and housing association run estates – such as the West End Sidings, Templar House, Westcroft Close, Lymington Road and Lithos Road – need to be well run and maintained, and should not be neglected as the rest of the Area is developed. There is also a need for new social housing in the Area.

A8. The Area has a growing number of homes in the private rented sector, which can have the effect of producing a transient and unconnected section of the local population. It is necessary to accommodate and assess the needs and requirements of this important and growing section of the community. The CCS makes surprisingly little mention of this section of the community and the demands it can place on an Area. Census figures for 2011 suggest 43% of the Area’s population live in private rented housing. This figure is likely to grow in the years ahead. With many of the newer properties in the Area being bought by investors and let out,

greater thought needs to be given to this issue. Some councils are introducing a register of private landlords in their areas in order to give greater protection to private tenants and make landlords more accountable; this is something Camden Council should consider.

A9. As the population ages, greater thought and consideration needs to be given to elderly residents. Accessible homes designed for older people will need to be incorporated into some new developments. Provision should also be made for additional sheltered housing in appropriate locations.

A10. Infill developments: any replacement of a house or houses within an existing terrace should be to the same scale as the terrace, including the roofline. It should be similar in form, materials and details. Replication of particular details is strongly recommended where such details are consistent in streets. Houses should be set back from the pavement and match or fit the building lines of existing properties, with front garden areas remaining unpaved. The same principles should apply to vacant sites in streets where there is already existing development.

A11. Garden developments: in order to protect the Area's green/open spaces, the development of private gardens should be avoided. If any developments are approved, they should maintain a much lower profile than existing housing stock, ideally one storey.

A12. Roof extensions and loft conversions shall fit in with existing rooflines and be in keeping with existing development. Such extensions shall be in proportion to the existing building and shall not block views.

A13. Basement developments: there is concern in the Area about the increasing number of such developments. Camden Planning Guidance (CPG4) states that the council will only permit basement and underground developments that do not: cause harm to the built and natural environment and local amenity; result in flooding; or lead to ground instability. The NDP fully supports the requirement for full and rigorous Basement Impact Assessments before any such applications are considered.

The Guidance cites West Hampstead, South Hampstead and Cricklewood as areas that have been identified as being subject to localised flooding from surface water due to local soil conditions and topography; it also cites a large number of streets in the Area that have been subject to surface water flooding the past. Basement and underground developments in these areas should therefore be avoided.

Some of the existing Victorian and Edwardian housing stock was built with basements and cellars. It therefore seems reasonable that the Area can accommodate one storey basement developments. However, digging deeper than this is likely to affect the stability of these existing buildings, many of which were built with shallow foundations. Therefore, if planning permission is given for basements, they must not be deeper than one storey and shall not be larger than the footprint of the property.

A14. Student housing: a number of large developments for student housing have recently been developed (on Blackburn Road & Midland Crescent – proposed). In all this will provide nearly 500 student units. The effect of such a large influx of students in the Area has not been assessed. The vast majority of universities in Camden are in the south of the borough. As there are no major higher educational institutions in the Area or near to it, additional large-scale student housing is not considered to be an important priority for the Area.

POLICY 1: Housing, design & character

Development shall provide a range of housing types, to meet a range of needs, and shall also complement the existing character of the Area. This shall be achieved by:

- i. The provision of affordable, social and rent/buy housing.
- ii. The provision of a range of different unit sizes, including three and four bedroom homes suitable for families.
- iii. New buildings that are no higher than existing buildings in their immediate vicinity.
- iv. Extensions to existing housing that are well designed and proportionate to the existing building.
- v. A presumption against basement development more than one storey deep.
- vi. A presumption in favour of high quality design that complements the distinct local character and identity of the Area.
- vii. A presumption in favour of protecting the views across the Area.

RECOMMENDATION

In support of Policy 1, the following actions are proposed to fulfil and complement the aims of this policy:

- i. The introduction of a register of private landlords in the Area.
- ii. Consideration of the needs of the large and growing private rented community.

A15. The West End Green Conservation Area covers a large part of West Hampstead.

<<map here>>

The West End Green Conservation Area Appraisal and Management Strategy (February 2011) seeks to outline the “the key issues and pressures that are affecting the area”.

In terms of West End Lane, the AMS finds that “...signage is large and disorderly and the street and pavements are overlaid with clutter” and “...some recent ad hoc extensions from the restaurants are of poor design and quality” and that “the Lane has become cluttered with signs, barriers and advertisements”. It adds that “the proliferation of advertisements and decline of the shop fronts is detrimental to the area”. It suggests the declaration of an Area of Special Control of Advertisements to control and restrict the use of outdoor signage, which can degrade the streetscape.

In the rest of the area, the AMS notes concerns about poor quality alterations to houses, particularly windows and doors – as well as the demolition of boundary walls and the paving over of front gardens. It says “the erosion of the details and the gardens is detrimental to the quality of the residential area”. It says any new work or buildings in the area “should reflect the materials, colour palette, scale and character of the area” and that new development “must preserve or enhance the character or appearance” of the Conservation Area. In order to prevent a deterioration of the Conservation Area, the AMS suggests the use of an Article 4 Direction on residential and commercial properties in the Conservation Area. An Article 4 Direction imposes additional restrictions on alterations to properties in the area without planning consent.

The AMS also raises significant concern about the overall street environment of the area: “This is an area of fairly low grade public realm and very little original surfacing or street furniture. Worn-out and outdate concrete paving is a characteristic of the pavements; side streets are predominantly tarmac and in many cases lifted by tree roots”.

Consultations for this Plan revealed concerns among a large number of local residents and businesses about a lack of enforcement of the rules and policies of this Conservation Area.

A16. The southern part of the Area includes a small part of the South Hampstead Conservation Area. As the vast majority of this conservation area is outside the Area of this NDP, it is not felt necessary to make extensive comments on this CA – other than to say that this NDP supports the strong enforcement of CA policies (including the existing Article 4 Direction) and requires the involvement of local residents in any changes to these rules.

A17. Residents in some parts of the Area have expressed interest in new Conservation Areas. The main proposal is for a 'Fortune Green Conservation Area' covering the Green, the cemetery and the 'Greek streets' (Ajax Road, Agamemnon Road, Ulysses Road & Achilles Road). This could also include Hillfield Road and Gondar Gardens. Camden Council should work to enable the spread of CAs in the Area, where residents demand them.

A18. The Area has a number of listed buildings which are widely appreciated and which provide an important element to the feel of the Area. These cultural assets, and the areas around them, should receive the highest possible levels of protection and care. The main listed buildings in the Area are:

- Hampstead Synagogue, Dennington Park Road (1892-1901), Grade II*
- Fire Station & firemen's cottages, 325 West End Lane (1901), Grade II
- Emmanuel Church (1897-1903), Lyncroft Gardens, Grade II
- Beckford Primary School buildings (1885-6 & 1891), Grade II
- Hampstead Cemetery buildings & various gravestones (mainly Grade II)
- Public Conveniences (1890s), West End Green, Grade II
- Drinking Fountain, West End Green, Grade II
- St James' Church (1887-8), Sheriff Road, Grade II

A19. Camden Council is working on a Local List...

<<a Local List is a collection of undesignated (not on the statutory list i.e. Listed) heritage assets (buildings, monuments, sites, places, areas or landscapes) that have been identified by the council and the community as being important elements of Camden's heritage and that they merit consideration in the planning process.>>

POLICY 2: Safeguarding and enhancing Conservation Areas and heritage sites

There shall be a presumption against any proposals which could have a negative or damaging effect upon Conservation Areas and heritage sites in the Area.

RECOMMENDATION: in support of Policy 2 the following actions are proposed.

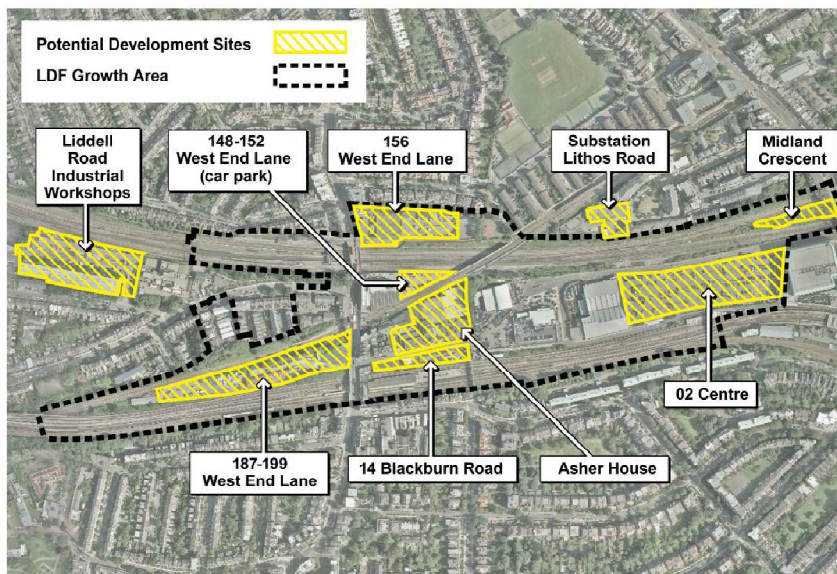
- i. The introduction of an Article 4 declaration on all commercial and residential properties on West End Lane.
- ii. The declaration of an Area of Special Control of Advertisements.
- iii. Improvements to the street environment of West End Lane to a high standard appropriate with its Conservation Area status.
- iv. Consultations on new Conservation Areas where residents demand them.

B. West Hampstead Growth Area

B1. Part of West Hampstead has been identified as an “Area for Intensification” in the London Plan (Table A1.2) – see Map 3. Between 2010 and 2031 the stated aim is to provide a minimum of 800 new homes and 100 jobs. The CCS expects there will be around 1,000 new homes in the area during this period. The London Plan describes the area as “a significant inner London transport interchange with potential to improve connections between rail, underground and bus and to secure an uplift in development capacity through intensification”. Development is also planned on edges of this area.

The CCS describes the area as the ‘West Hampstead Growth Area’; it is also referred to as the ‘West Hampstead Interchange’ in some documents. This Plan uses the term “Growth Area” when referring to the area.

Map 3: West Hampstead Growth Area



B2. The projected scale of development in this area will undoubtedly transform this part of West Hampstead, as well as the wider area. The expansion in the number of homes will present a series of challenges, which will need to be addressed. The West Hampstead Place Plan states that “the scale of potential change in the area needs to be managed carefully so that best advantage can be taken of the opportunities to protect and enhance the area and allow stakeholders to be involved in shaping the change”.

The CCS expects development in the Growth Area to be predominantly housing and seeks to encourage high density development. It adds that (1.22) “such schemes should be of excellent design quality and sensitively consider the amenity of occupiers and neighbours and the character and built form of their surroundings, particularly in conservation areas” and that (2.6) “it is important to note that the growth areas are next to, and sometime even include, existing residential communities and heritage assets such as conservation areas. Development must therefore take account of its sensitive context”.

The CCS (CS2) says “individual development schemes in the growth area will be expected to contribute to interchange improvements”. It expects improvements at the Interchange and supporting infrastructure to include:

- A mix of uses, including substantial new housing, town centre, employment and community uses and open space.

- Improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes.
- A substantially improved street environment around transport facilities, including improved crossing and wider pavements.
- Sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead.

The CCS (Policy 19) says the Council will “work with relevant providers to ensure that necessary infrastructure is secured to support Camden’s growth and provide the facilities needed for the borough’s communities”. As new developments are built, they will also need to include provision for health services, such as additional GP and dentist surgeries; schools and nurseries; community facilities; and other vital infrastructure.

West Hampstead Growth Area targets

London Plan target of a minimum of 800 homes & 100 jobs by 2031; Camden Council target of around 1,000 homes:

>>As of June 2013:

- 187-199 West End Lane – 198 homes (c.70 jobs)
- Student block, Blackburn Road – 347 units (c.150-200 jobs)
- Midland Crescent, Finchley Road (proposed) – 138 units (c.11-112 jobs)

TOTAL: 683 homes

<<B3 is suggested text – comments welcome>>

B3. The NDP supports the target of a minimum of 800 new homes in the Growth Area. However, it believes a number above 800 can only be accommodated with considerable additional investment in the infrastructure of the Growth Area and the area around it.

Development above 800 homes should only proceed if there is:

- A significant redevelopment of West Hampstead Underground Station, including greater capacity at the entrance/exit and the installation of lifts.
- An extensive redevelopment of West Hampstead Overground Station, allowing for greater passenger numbers and giving additional space for pedestrians at the entrance to the station on West End Lane.
- The provision of a new GP surgery and/or a primary health care clinic.
- The provision of a new primary school, a new secondary school & new nursery places.
- The provision of new social housing.
- The provision of new community facilities and/or a new community centre – in particular to cater for the needs of young and old people living in the Area.
- The provision new east/west and north/south pedestrian and cycle links – possibly including new bridges and paths – and improvements to existing paths.
- The provision of green/open space, parks and trees – as well as ‘green corridors’.
- A limit on the height of new developments.
- The protection of views across the WHGA.

The target of 100 new jobs in the Growth Area is considered to be too low and should be increased. In line with Objective 4, there is greater scope for providing additional employment opportunities in the Growth Area. Developments should provide flexible employment space for a wide range of businesses.

B4. A number of specific sites in the Growth Area have been proposed for large scale development. Three sites (187-199 West End Lane; 156 West End Lane; and the O2 Centre car park) are mentioned in Camden Council’s

Site Allocations Document (March 2012, draft form). Development is also proposed on a number of other sites and other sites in the Growth Area may be developed in the future.

B5. 187-199 West End Lane. Planning permission has been granted for a large development on this site, consisting of seven blocks of flats between five and 12 storeys high, with around 200 new homes. Significant and widespread concerns have been expressed by local residents and businesses about the height and density of this development and its impact on the area. Considerable effort needs to be made to ensure that as much open space is provided as possible at the front of this development, where it meets West End Lane. There is also a need to fully integrate a redeveloped West Hampstead Overground station into this development. It is not clear how West End Lane will cope with the additional traffic generated by this development; although classified as a 'car-free development', when completed, the site has the potential to cause significant traffic problems, which will need to be addressed by a survey of traffic movements to and from the development and in the immediate vicinity. Further consideration needs to be given to the pedestrian links from this site to the rest of West Hampstead.

B6. 156 West End Lane. This site, currently owned by Camden Council, is expected to be sold and redeveloped. As part of the West Hampstead Growth Area it is expected to provide a significant number of new homes, as well as employment opportunities. Any future development of this site needs to provide a mix-used use development, satisfying a range of needs:

- Residential housing (including family-sized homes & affordable housing)
- Offices for small, micro and start-up businesses, including serviced offices and studio space
- Flexible commercial/retail space that can be used for a range of employment uses
- Possible space for education use, such as a primary school or nursery
- Retail space on the ground floor along West End Lane to fit in with the town centre area
- More closely fit in with the design of neighbouring buildings & the neighbouring Conservation Area
- Be no higher than the existing building (five storeys)
- Provide open and green space
- Provide space for a market
- Provide space for an affordable community & business meeting room
- Provide an improved footpath & cycle route to Finchley Road

B7. O2 Centre car park. This site was developed in the late 1990s from railway land. As part of the West Hampstead Growth Area any development of this site should provide new homes (including affordable housing) as well as opportunities for employment and public facilities. The need for additional retail development is far less on this site, due to the already excellent provision of shops in the neighbouring O2 Centre, as well as the Finchley Road and West Hampstead town centre areas. The height of any new development on this site should not exceed the height of the existing O2 Centre. Any development of this site needs to provide:

- As much open and green space as possible
- A possible new park
- A 'green corridor' between West End Lane and Finchley Road; and landscaping of the area.
- Improved pedestrian and cycle links between West End Lane and Finchley Road; and provide a new north-south pedestrian link.
- As the site has excellent public transport links, all developments on this site should be classified as car-free.
- A new primary care facility/GP surgery?
- A new primary school?
- A new secondary school?

B8. Blackburn Road. A large development, primarily for students, has recently been built at the end of this small road. Other sites on either side of this road are likely to be developed in the future. There is concern about access to these sites along a narrow cul-de-sac, which currently has parking on both sides, leading to congestion and gridlock. The road is clearly not capable of accommodating the traffic needs being placed on it. Once the current developments are complete, proposals should be brought forward by Camden Council for a traffic free road for pedestrians/bicycles, as part of a new open, wide, car-free route between West End Lane and Finchley Road.

**14 Blackburn Road (the Builder's Depot site) has historical planning permission dating from 2003 for redevelopment for housing and business use. As this permission pre-dates the current London Plan and the CCS, it is considered by the NDP to be out of date. Therefore Camden Council should either serve enforcement action on this permission or withdraw the permission.

In light of the current pressures on Blackburn Road, any redevelopment of this site needs to be primarily housing and a car-free development.

**Asher House (Accurist offices) is also proposed for redevelopment. Any new building on this site should be much lower in height than the student block and follow the alignment of roof lines on West End Lane. A range of uses could be considered for this site including business/commercial; retail/hotel; and residential.

**With these three major sites on Blackburn Road either being, or earmarked for, development, no further significant development should be permitted on Blackburn Road.

POLICY 3: West Hampstead Growth Area

The West Hampstead Growth Area shall be promoted for a mix of uses, including new housing, employment, town centre and community uses. Any development in the WHGA shall be measured against these policies:

- i. Be in keeping with the character of the wider area and its impact on the two adjoining conservation areas.
- ii. Enhance and safeguard existing views of and across the area.
- iii. Be no higher than six storeys.
- iv. Provide employment and community space, as well as residential space.
- v. Increase space for pedestrians and provide an improved street environment in the area.
- vi. Contribute to improvements to the three railway stations and public transport in the area.
- vii. Provide improvements to public facilities, including health and education.
- viii. Provide more green/open public space, as well as more trees and green corridors.
- ix. Provide improved pedestrian and cycle routes between West End Lane and Finchley Road.

<<These policies are under discussion – comments are welcome>>

<<Camden Council planners are currently working on a 'framework' for the WHGA; if we agree with their proposals, we could incorporate them into the Plan – details are awaited; an initial presentation of findings is due to be made to the NDF in Summer 2013>>

C. Site policies

A number of specific sites and areas outside the Growth Area are proposed for development or may be developed in future. The development of these sites and areas are considered to have wider implications for the Area as a whole. This Plan therefore seeks to provide detailed guidance for how these locations are developed. The policies in this section should also be read in conjunction with the policies elsewhere in this Plan.

POLICY 4: Specific Sites

The following policies shall be applied to the sites listed below. Any development of these sites shall:

- i. Complement the character of neighbouring buildings, particularly for those sites in or adjacent to Conservation Areas.
- ii. Be no higher than neighbouring buildings in the immediate vicinity.
- iii. Provide links to adjoining areas to provide integrated spaces.
- iv. Provide new green/open space and protect existing green/open space.
- v. Be set back from pavements and follow existing building lines.
- vi. Provide for and support community facilities in the immediate area.
- vii. Retain and include space for appropriate business use, particularly those sites in or close to town or neighbourhood centres.

C1. Liddell Road. Camden Council has decided in principle that a new primary school should be built on this site. While the Plan strongly supports the need for additional primary school places in the Area, the redevelopment of this site poses a number of problems which will need to be carefully considered. The following issues will need to be addressed before any development goes ahead:

- Any redevelopment needs to provide a mix of uses, as well as a school.
- The loss of businesses and employment (33 single light industrial units) will be significant. Added to the loss of jobs from other new developments nearby, the loss of this high quality employment site will be in breach of policies in the NPPF, the London Plan and the CCS.
- As the site is in an area classified as deficient in open space, there is a need to protect the existing green and open space. This includes the 'Maygrove open space' between the site and Maygrove Road and the avenue of 14 trees on the site. As well as exploring the need for creating new green/open space, there is also the option of linking the site to the neighbouring Maygrove Peace Park.
- The impact of the school on traffic in the area will also need to be considered. With parking on both sides, Maygrove Road is in effect a single track road. As large new residential developments in the area are being made to be car-free, should this be a car-free school.
- There is a need to consider the wider effect on the Maygrove area of this and other new developments nearby.

<<latest information from Camden Council, May 2013>>

The Cabinet agreed in July 2012 that Officers should commence statutory consultation regarding the possible expansion of Kingsgate Primary school, work up a mixed use development scheme to include new school provision and report back to the Cabinet regarding the proposed development of the site. Expansion of Kingsgate school is the Council's preferred strategy to meet its statutory requirement to provide sufficient school places in the North West of the Borough.

Architects have been appointed to undertake feasibility studies, provide design options and take the scheme forward. In addition to the new school buildings the objectives for the redevelopment are to maximise the community and employment benefits and optimise the value delivered from redevelopment. The Liddell Road site is an important employment location, and redevelopment will provide the opportunity to create new higher employment density uses, the scheme also needs to be self funding through capital receipts received from new housing.

Consultation with local residents, organisations and businesses is now proposed to take place in autumn 2013. Specific statutory consultation on the principle of school expansion will take place at the same time.

It is intended to report back to the Cabinet in December 2013, following the consultation, with a detailed business case for approval that sets out the costs and benefits of the project. Members will be asked to decide their priorities for the Liddell Road project over and above

provision of new school buildings. If approved by the Cabinet in December, the aim is to open the new school buildings on Liddell Road by September 2016.

C2. Gondar Gardens:

< scheme one approved on appeal; scheme two refused on appeal; developer's intentions unclear >

Any development shall retain as much open space as possible and offer limited, managed public access consistent with maintaining suitable conditions for wildlife and maintaining security for neighbouring residents. Views across the site shall be preserved from all sides. Any development of the frontage on Gondar Gardens shall match the character of existing development.

C3. West Hampstead police station: the Metropolitan Police is reducing the number of police stations in London and may decide to sell the building, leading to a redevelopment of the site. The site is at the end of a residential street (Hillfield Road) but is adjacent to the Fortune Green Road neighbourhood centre. Any redevelopment should be no higher than the existing building (four storeys) and should fit into the building lines of the existing building, being set well back from the pavements on Hillfield Road & Fortune Green Road. While any development should be primarily residential, space should be considered on the ground floor for a number of uses, such as: retail units; space for small businesses/studios; a community meeting place; and an office for local police officers.

C4. West Hampstead fire station: while there are currently no plans to change the use of this building, if proposals are brought forward for a sale or redevelopment, there should be no change to the overall structure of the building due to its listed status. A commercial use would be considered most appropriate on the ground floor with residential use on the upper floors. Any planning gain monies should be focussed on improvements to West End Green and the immediate vicinity. The cottages (behind the building) should also be protected and there is the potential to link this site to the Mill Lane Open Space.

C5. Fortune Green Play Centre: the site should be retained for community use. Any redevelopment should not significantly increase the quantity of built floor space at the expense of open space. A two-storey replacement building may be acceptable if located and detailed so as not to reduce views north from Fortune Green.

C6. Mill Lane: a number of modern developments have recently been built on the north side of Mill Lane between Gondar Gardens and Sumatra Road, in the gardens of properties on Hillfield Road. The piecemeal development of this strip of land – in a variety of styles and designs – is a cause for concern. Future developments should be no higher than those structures already built and should be set well back from the pavement to protect pedestrian access and safety.

The ground floor of existing buildings in the Mill Lane neighbourhood centre is primarily retail, restaurant/cafe, and business/commercial. This mix should be preserved, in order to provide a vibrant and economically active neighbourhood centre (see Policy 12).

C7. Maygrove Road: a number of large developments have been built and are planned for this road. Any further developments should be no higher than existing buildings on the street and should be mindful of the impact of other recent developments. As the area has been neglected in the past, planning gain monies for developments on the Road should be focussed on the Road and its immediate vicinity – particularly Sidings Community Centre and Maygrove Peace Park. In view of the limited road space, new developments should be car-free.

C8. Iverson Road: the road currently has a mix of residential and business/commercial space. This mix should be preserved. Business space, including under the railway lines, should be retained and recognised as an important source of local employment for light industrial uses.

C9. Finchley Road: the west side of the Road covered by this Plan has traditionally been made up of red-brick mansion blocks, with some retail and business use at ground level. Recently approved developments consist of a mix of designs and heights, and appear to lack any co-ordinated approach to height or design. While new developments should not unnecessarily copy the existing mansion blocks, they should show greater awareness of their position between two conservation areas and give greater consideration to the character of both sides of the Road.

C10. ENO Rehearsal Rooms, Broadhurst Gardens...

C11. Vacant plots: TBC

<<are there any vacant/derelict land/buildings in the Area that need to be mentioned??>>

D. Infrastructure

D1. Residents and businesses appreciate the excellent public transport the area offers. There are three busy rail stations in West Hampstead, all in close proximity. However, the area around the stations (often referred to as 'the interchange') is regularly crowded, with little room for pedestrians, causing them to spill over onto the road. This area is dominated by traffic, with narrow, cluttered and highly congested pavements – which are used both by local residents and commuters travelling in and out of central London. Urgent improvements to the public realm are needed in this area to make pedestrian movement safer and easier. Future developments in this area should be set back to provide wider footpaths. As the area around the stations is increasingly developed, there will be an ongoing need to support the improvement of the facilities at all three stations as the population increases (Objective 3). Improving the character of this area is also important, as it sits between two conservation areas. The current look and feel of this area can be unattractive and unappealing, with too many advertising hoardings and retail signs.

D2. West Hampstead Thameslink station: has recently been redeveloped and has successfully provided more space for both passengers and pedestrians. These principles should be followed when the other stations are redeveloped.

D3. West Hampstead London Underground station: is within the South Hampstead Conservation Area and has significant architectural merit, including the Art Deco style waiting rooms, which should be preserved. A listing for this building could be sought. There is a need for lifts at the station to provide access for disabled people – as well as the elderly and those with push-chairs. The installation of lifts should be an urgent priority, in order to improve accessibility and provide an effective interchange.

D4. West Hampstead London Overground station: the current station is small and can get overcrowded a peak times. There is no disabled access and the installation of lifts should be an urgent priority. There is an urgent need to redevelop the station. A redeveloped station should feature an enlarged entrance and be set well back from West End Lane to allow more space for pedestrians.

D5. The Finchley Road & Frognal Overground station is also in the Area and needs to be considered for improvements and expansion to cope with the increasing population.

D6. Buses: the Area is well provided by a number of bus routes, however a number of issues need to be addressed. Empty buses travelling between West End Green and Cricklewood bus garage should not use Mill Lane, as this route is not suitable for large double-decker buses. Empty buses should not park around West End Green. The layout of bus stops around the railway stations needs to be redesigned to reduce congestion and allow more space for pedestrians.

POLICY 5: Development shall allow for improvements to existing public transport infrastructure and provide additional public transport infrastructure as the population of the Area expands – particularly in the West Hampstead Growth Area.

RECOMMENDATION: in support of Policy 5 the following actions are proposed.

- i. A redevelopment of West Hampstead Underground Station to allow for additional capacity. This should be focussed on expanding the entrance to the station and providing a lift from street to platform level.
- ii. A redevelopment of West Hampstead Overground station, set back from the existing building line with a larger entrance hall and lifts to both platforms.
- iii. A review of bus stops in the area around the three stations to ensure they are not restricting pedestrian and traffic movements.

D7. As a busy urban area, a number of roads in the Area suffer from congestion, particularly the main routes through the Area: West End Lane, Fortune Green Road and Mill Lane. There are particular problems on the part of West End Lane around the railway stations, where the existing layout is not meeting the needs of vehicles or pedestrians. There is also a need for regular resurfacing of roads, particularly the main routes through the Area. There are also concerns about speeding on some quieter roads and some routes being used as shortcuts. Camden Council is planning to introduce a borough-wide 20mph speed limit, which this Plan supports along with other road safety measures.

The CSS (11.21) says "the demand for movement, deliveries and car parking on Camden's roads already exceeds the space available, meaning that effective management of Camden's road network is essential. The Council will seek to ensure that new development does not cause harm to Camden's road hierarchy, or to the ability of the Council to manage the road network" and that (11.25) "the Council will also seek to ensure that the impact of construction traffic and the servicing of future developments are kept to a minimum".

The CCS states that Camden suffers from poor air quality (16.14) "the Council has declared the whole borough an Air Quality Management Area for failing to meet the government's health based air quality objectives for nitrogen dioxide and particulate matter". In order to reduce the emissions from vehicles in the area, car reduction measures – such as car free developments, car clubs and charging points for electric cars – should be encouraged.

D8. There are a range of views on street parking, which this Plan does not attempt to address. Some businesses and residents have called for more short-term parking in retail areas and neighbourhood centres. Camden Council should bring forward proposals for such provision and consult with residents and businesses about how to take these plans forward. There is widespread concern about the parking of delivery lorries, particularly those servicing the small supermarkets on West End Lane. Such premises should be allocated parking space away from main routes and be heavily penalised for parking in breach of existing restrictions.

POLICY 6: Development shall allow for the smooth and safe movement of traffic on roads in the Area and allow for a reduction in car use.

RECOMMENDATION: in support of Policy 6 the following actions are proposed.

- i. A study to consider improvements to West End Lane around the three rail stations, including widening of the bridges over the railway lines.
- ii. The regular resurfacing of main roads in the Area.
- iii. The introduction of a lane rental scheme for roadworks in the Area.
- iv. The introduction of measures to prevent delivery lorries obstructing main roads in the Area.
- v. Measures to promote a reduction in car use such as car-free developments and car club spaces.
- vi. Measures to promote electric cars, including charging points and dedicated parking spaces.

D9. Cycling: The London Plan (6.33) states that “the Mayor is committed to seeing a revolution in cycling in London. The quality and safety of London’s street environment should be improved to make the experience of cycling more pleasant and an increasingly viable alternative to the private car”. The CSS (Policy CS11) says the Camden Council will “continue to improve facilities for cyclists, including increasing the availability of cycle parking...and enhancing cycle links”. With more and more journeys in the Area being made by bicycle, better facilities and infrastructure are needed to accommodate and ensure the safety of such journeys.

POLICY 7: Development shall allow for improved provision for cycling throughout the Area and encourage cycling in the wider area.

RECOMMENDATION: in support of Policy 7 the following actions are proposed.

- i. The provision of new cycle routes, especially on the main roads through the Area: West End Lane, Fortune Green Road & Mill Lane.
- ii. The provision of additional bicycle stands, particularly in town and neighbourhood centres.
- iii. The extension of the London bicycle hire scheme to cover the Area.

D10. Pavements & Pedestrians: The London Plan (Policy 6.10) says “the Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasising the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, decluttering and access for all”. The CCS notes (p.9) that walking accounts for nearly half the journeys taken by Camden residents and that 56% of Camden households have no access to a car or van; it says (14.20) “the Council will seek improvements for all pedestrians to ensure good quality access and circulation arrangements, including improvement to existing routes and footways”. There is strong support for additional space(s) for pedestrians in the Area (**Objective 3**). In many parts of the Area, pedestrians are forced onto narrow, uneven and poorly maintained pavements. A popular example of where additional space has recently been made for pedestrians is the entrance to the Thameslink station on Iverson Road. Other similarly creative schemes should be brought forward for other parts of the Area.

A particular problem is the pavements between the three stations on West End Lane. At busy times, especially during the rush hour, the pavements become congested and pedestrians regularly spill onto the road. During the course of its work, the NDF looked into the possibility of a survey of pedestrian movements and flows in the area to shape the design of future improvements and policies. The cost was beyond the financial resources of the NDF, but the Plan calls on Camden Council to implement such a study. This could be funded from planning gain money.

D11. Street clutter: a range of signs, traffic signals, bins, black boxes, railings and commercial signs appear on many pavements in the Area. In order to make more space for pedestrians and to improve movement these items should be minimised; where they are needed, they should be set back as far as possible or placed on side streets.

D12. Pathways: a number of paths in the Area provide important pedestrian routes. These routes should be well maintained, well lit and expanded/widened where possible.

POLICY 8: Pavements & Pedestrians

Pedestrian access in the Area shall be maximised by development that:

- i. Provides safe and wide pavements, giving the maximum possible space to pedestrians.
- ii. Is set well back from the pavement, with the aim of giving additional pavement space.
- iii. Improves the existing network of paths in the Area and the provision of new paths, particularly in and around the Growth Area.

RECOMMENDATION: in support of Policy 8 the following actions are proposed.

- i. The removal of clutter and obstructions from pavements and paths in the Area.
- ii. A survey of pedestrian movements around the three stations to inform and provide improvements for pedestrians in this area.
- iii. Such a scheme could include:
 - A new pedestrian crossing outside West Hampstead tube station and the removal of other nearby pedestrian crossings.
 - An expanded pedestrian area on the railway bridge above the Underground lines, linking with the new pedestrian space at 189-199 West End Lane.
 - A redeveloped London Overground station set well back from the pavement.
 - The removal of all street clutter between the Overground station and Iverson Road to provide a clear pedestrian connection to the Thameslink station forecourt.

D13. The CSS (Policy CS10) says Camden Council will “require development that increases the demand for community facilities and services to make appropriate contributions towards providing new facilities or improving existing facilities” and it will “support the retention and enhancement of existing community, leisure and cultural facilities”. In light of expansion in the population of the Area - particularly in the Growth Area - new public, social and community facilities shall be developed (Objective 4). There is also scope to link existing council facilities – such as schools and libraries – that can be used as ‘community hubs’, particularly at evenings and weekends. Policy 9 sets out the measures needed to achieve these aims on a range of sites across the Area.

D14. The following primary and secondary schools are located in the Area:

- Hampstead Secondary school, Westbere Road
- Emmanuel Primary school, Mill Lane
- Beckford Primary school, Dornfell Street

The London Plan (3.103) states that “land already in educational use should be safeguarded and new sites secured to meet additional demands or changes in provision. Boroughs should identify at an early stage the need for additional schools arising from development and regeneration, particularly where there are existing shortages”.

Camden Council has identified a lack of primary school places in this part of the borough. This issue is becoming more pressing as the population increases. At least one, and probably two, new primary schools will need to be built in the Area during the timescale of this Plan. An additional secondary school will need to be built in or near the Area by 2031.

In considering sites for a new school the following principles should be followed:

- The intake for new schools in the Area should be primarily children living in the Area.
- Sites should be accessible and give priority to ‘walk to school’ policies and car-free schools.
- Priority should be given to state schools (including academies and free schools) over private institutions.

D15. Existing nurseries in the Area need to be protected. Space for new nurseries should be provided to meet the needs of a growing population and the increase in the number of young children in the Area.

D16. The Area has a number of health services which serve the local community. Doctors' surgeries are located at the following sites:

- West Hampstead Medical Centre, Solent Road
- Fortune Green Medical Centre, Fortune Green Road
- Cholmley Gardens Medical Centre, Mill Lane
- Westfield Medical Centre, Finchley Road

The CCS (Appendix 1, 16 & 19) cites a need for an additional GP Clinic and an additional dentist surgery in North-West Camden by 2026. As the health service is restructured to move care away from hospitals, more primary care facilities will be needed in the Area. This is particularly the case in and around the West Hampstead Growth Area, where the population will increase significantly. Space shall be provided in or near the Growth Area for new primary care facilities.

D17. The Area has a number of community facilities that are widely used, appreciated and which support the community's needs. These facilities, listed below, shall be supported and their sites protected from any future development:

- West Hampstead Library, West End Lane
- West Hampstead Community Centre, Broomsleigh Street
- Sidings Community Centre, Brassey Road
- Jewish Community Centre, Finchley Road

D18. The Area's places of worship are also important to the community and their sites shall be protected:

- Emmanuel Church, Lyncroft Gardens
- St James' Church, Sheriff Road
- St Cuthbert's Church, Fordwych Road
- Brondesbury Christian Church, Iverson Road
- Hampstead Synagogue, Dennington Park Road
- Shomrei Hadath Synagogue, Burrard Road

D19. The Metropolitan Police have a significant building in the Area, West Hampstead Police station on Fortune Green Road. There is also a base for the local Safer Neighbourhoods teams on West End Lane. It is important to keep local police teams based in the Area at these bases or alternative sites.

D20. West Hampstead Fire station is a Grade II listed building which forms a focal point at the top of West End Lane. It is important to keep this amenity in the Area. If this site is sold and/or redeveloped, the look, facade and surroundings of this building should be fully preserved (see C4).

D21. The scale of development in the Area is already putting pressure on water supplies. Victorian water mains pipes burst regularly and are in need of upgrading. Additional sewerage and drainage pipes are also likely to be required. New developments will need to consider their effect on this important part of the local infrastructure. Developers and Camden Council will need to work with Thames Water, and other relevant bodies, to ensure the Area has sufficient and robust water supplies.

D22. Other public services, such as post offices and banks are also important to the Area, particularly the town and neighbourhood centres. Space for these facilities should be a priority in these centres.

POLICY 9: Community Facilities

Development shall provide for and support a wide range of public, social and community facilities to meet the needs of a diverse and growing population. This shall be achieved by the provision of:

- i. New state school places, particularly for primary pupils, as well as a new secondary school in or near the Area by 2031.
- ii. Additional nursery places in the Area.
- iii. New primary care health facilities, particularly in or near the West Hampstead Growth Area.
- iv. Improvements to existing community centres, and the range of services they provide, as well as new community centres.
- v. Protection for the building and facilities provided by West Hampstead Library.
- vi. A full range of public services and amenities to benefit all sections of society.

E. Business, Employment & Economic Development

E1. The NDP supports the development of existing and new businesses in the Area to provide a strong and resilient local economy, as well as a range of employment opportunities (Objective 5). The London Plan (Table 1.1) predicts a 24.5% increase in employment in the borough of Camden between 2007-2031. There is also a target for at least 100 new jobs in the West Hampstead Growth Area between 2010-2031. The CCS highlights the fact that Camden has a large proportion of small businesses, 75% of which employ less than five people. However, it notes (8.20) “there is a lack of high quality premises suitable for small business, particularly those less than 100 sq m”. It adds: “we will seek the provision of innovative new employment floor space in developments that will provide a range of facilities including: flexible occupancy terms, flexible layouts, studios, workshops, networking, socialising and meeting space that will meet the needs of a range of business types and sizes”.

The West Hampstead Place Plan says “a mix of employment space is important to the local economy and employment opportunities”. There is “a desire for small businesses to be able to stay in the area” and a need to “develop space...affordable to their needs”. There is concern that commercial sites are being replaced with residential developments, causing damage to the local economy and reducing employment opportunities in the Area.

E2. Due to its well educated workforce and proximity to central London, Fortune Green and West Hampstead are well suited to the development of small and micro businesses, which should be encouraged to set up in the Area. Such businesses provide a vital role in providing employment and boosting the daytime economy of the Area. There is also an opportunity to encourage high technology and high skill firms, which would benefit from the Area’s well educated population.

E3. New sites should be considered for business use, fulfilling a range of needs - including light industrial units; small workshops; space in new developments; serviced offices; studio space and home/office developments.

POLICY 10: Business, commercial and employment sites

Development in the Area shall allow for economic growth and employment, and provide sites for business, commercial and employment use. This shall be achieved by:

- i. Avoiding any further loss of such sites.
- ii. If there is a change of use of such sites, space should be found elsewhere in the Area for commercial and business activities.
- iii. The provision of a range of different sized units, particularly smaller spaces for micro-businesses and studio space.
- iv. The provision of affordable or subsidised business space, to sit alongside requirements for affordable housing.

E4. West Hampstead town centre area:

<<map of WH town centre here>>

The NPPF (article 23) says that plans should “promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres”. The London Plan (Table A2.1) classifies West Hampstead as a “district centre” with potential for “medium growth”. The CCS (Policy CS7) says “the council will promote successful and vibrant centres...to serve the needs of residents, workers and visitors” by protecting and enhancing their unique character; providing for a range of shops and services; protecting and promoting small and independent shops; making sure that food, drink and entertainment uses do not have a harmful impact on residents and the local area; and pursuing individual planning objectives for each

centre. The CCS notes (p.74) that the northern end of the centre “has a high quality environment with a ‘village’ character”, while the southern end of the centre, around the stations, “is less attractive and has a poor quality pedestrian environment”. It says the Council will “make sure that development conserves or enhances the special character and appearance of West Hampstead by applying the guidance in the conservation area statements for the area”.

Consultations for this Plan and the Place Plan found that residents and businesses were clear in their demand for a successful, diverse and well managed town centre. While residents accept that changes will take place, there is a need for a range of shops, independent retailers, restaurants and other businesses.

Camden Planning Guidance (2011) says the Council “will control food, drink and entertainment uses to ensure that our town centres are balanced and vibrant as well as ensuring that these uses do not harm the amenity of local residents and businesses”. Those living and working in the Area appreciate the wide variety of food and drink establishments. With many people living in or near town and neighbourhood centres in the Area, there is no demand for premises to have late licences or for the night-time economy of the Area to be developed.

The CCS (7.16) says “tourist uses such as hotels and employment generating uses such as offices can make an important contribution to the success of town centres”. It has been noted that West Hampstead has limited hotel space; such a development could be suitable on an appropriate site.

POLICY 11: West Hampstead Town Centre

Development shall protect and enhance the ‘village character’ of the Town Centre as a mixed retail area with a diverse range of shops and businesses. This shall be achieved by:

- i. A presumption in favour of protecting the character of the Town Centre.
- ii. The control of signage, adverts and forecourt developments in keeping with the surrounding development and Conservation Areas.
- iii. The provision of a diverse range of retail outlets, food/drink outlets and commercial premises.
- iv. The support of proposals for independent shops and businesses, including affordable rents and business rates.
- v. Contributions to public realm improvements to improve the look of the Town Centre, which are fitting of a Conservation Area.

E5. Mill Lane Neighbourhood Centre: It is important to recognise that this area – although linked to the West Hampstead Town Centre – has its own separate and distinct identity and requirements. The CCS says (p.80) that “the Council will seek to retain a strong element of convenience shopping for local residents in Camden’s neighbourhood centres and ensure that any development in them does not harm the function, character or success of that centre”. The Place Plan calls for action to tackle high vacancy rates, suggesting “...working with landlords, more effective promotion of shops and services, and physical improvements”. There is a need to support existing shops and businesses on Mill Lane and to encourage the development of new retail businesses, including cafes and restaurants, which are likely to increase footfall in the area.

POLICY 12: Mill Lane Neighbourhood Centre

Development (including changes of use) shall protect and enhance the character of the Neighbourhood Centre and provide for a diverse range of shops, businesses and economic activity. This shall be achieved by:

- i. A presumption against the conversion of ground floor retail/business space into residential use.
- ii. A presumption in favour of improving and restoring the look of shop-fronts.

RECOMMENDATION: in support of Policy 10 the following actions are proposed.

- i. The drawing up of a 'Mill Lane Action Plan' to give focus to and revitalise the Neighbourhood Centre.
- ii. A need to attract a diverse range of shops, food/drink outlets and businesses to the Centre.
- iii. Improvements to pavements and the removal of street clutter.
- iv. Improved signage to attract people to Mill Lane.

E6. The retail area of Fortune Green Road is also designated by Camden Council as a Neighbourhood Centre. Like the Mill Lane Neighbourhood Centre, this area would benefit from better signage; improvements to pavements and shop fronts; and other measures designed to encourage footfall and use.

POLICY 13: Fortune Green Road Neighbourhood Centre

Development (including changes of use) shall protect and enhance the character of the Neighbourhood Centre and provide for a diverse range of shops, businesses and economic activity.

E7. The Area on western part of Finchley Road includes a small neighbourhood centre around the junction with West End Lane. A number of the ground floor units are empty and boarded up. If no commercial use can be found for these sites, a change of use to housing could be considered.

E8. There is strong support for the development of regular open-air markets in the Area. Adequate space needs to be found to accommodate such markets, particularly in large new developments. Traders, especially those from the local area, should be able to sell a range of products including food, crafts and seasonal products. The existing farmers' market – which takes place outside West Hampstead Thameslink station on Iverson Road – is popular and well used, and should be protected and encouraged.

F. Natural Environment

F1. The Area has a number of green and open spaces which are highly valued by those who live and work in the Area, as well those who visit the Area. These areas shall be protected and enhanced (Objective 6). The NPPF (article 76) states that “local communities through local and neighbourhood plans should be able to identify for special protection green areas of particular importance to them. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances”. The sites listed in this section have been drawn from Camden Council’s Local Development Framework Proposals Map (2010). They all have a high environmental value and provide important benefits to the biodiversity of the Area.

POLICY 14: Local Green Space designation

The sites listed below in the Area are all designated as Local Green Space.

<<map needed here>>

- a) Fortune Green
- b) Hampstead Cemetery (Site of Nature Conservation Importance)
- c) West End Green (London Square)
- d) Gondar Gardens (SNCI)
- e) Mill Lane Open Space (SNCI)
- f) Westbere Copse & Jenny Wood Nature Reserve (SNCI)
- g) Sarre Minster Open Space
- h) 1 Mill Lane (SNCI)
- i) Maygrove Peace Park
- j) Hampstead & Cumberland Clubs
- k) Sumatra Road playground
- l) Iverson Road Open Space
- m) Maygrove Open Space
- n) Crown Close Open Space
- o) Rosemont Community Garden
- p) Medley Orchard (SNCI)
- q) Railway embankments, various locations (SNCI)

F2. The London Plan (Policy 7.18) says “the Mayor supports the creation of new open space in London to ensure satisfactory levels of local provision to address areas of deficiency”. The CCS (Policy CS15) says “the council will protect and improve Camden’s parks and open spaces” and will “tackle deficiencies and under-provision and meet increased demand for open space...securing additional on-site public open space in the growth areas”, including the West Hampstead Interchange. It also states that the Council will work on “securing other opportunities for additional public open space”. The West Hampstead area has been identified by Camden Council (CCS 15.9) as an area deficient in public open space. Research by the NDF found a strong desire for more green areas and open space, as well as improvements to existing spaces.

F3. The CCS says (15.3) “sites of nature conservation in Camden are generally small and undervalued, with pressure from adjoining sites and limited opportunity for expansion”. It adds (Policy CS15) “the council will protect and improve sites of nature conservation and biodiversity” and will “seek to improve opportunities to experience nature, in particular in South and West Hampstead...where such opportunities are lacking”. Development shall protect existing nature conservation sites and provide new sites appropriate to their size.

F4. The existing 'green corridors' alongside railway lines are an important habitat for plants and animals, and include a number of sites of nature conservation. These areas of biodiversity are highly valued by residents and need to be protected from development.

F5. Space for green corridors should also be found in new development and streetscapes, particularly in and around the West Hampstead Growth Area. These can be used to link sites and provide views and open space.

F6. There is scope for the development of 'pocket parks' in the Area on small areas of land. Examples of such sites are: junction of Maygrove/Iverson Roads; Sarre Road/Gondar Gardens path; Growth Area...tbc...

F7. Any new green/open space shall provide public access for the benefit and enjoyment of those living and working in the Area. Nature conservation sites may provide more limited access, depending on conditions.

POLICY 15: Green/open space

Development shall protect existing green/open space and provide for new green /open space. This shall be achieved by:

- i. The protection of existing green/open space - including private gardens and railway corridors - from damage or loss through development.
- ii. The appropriate provision of new green/open space, contributing towards addressing the open space deficiencies in the Area as identified in the CCS.
- iii. The offsetting of any loss of green/open space.
- iv. The appropriate provision of green corridors through existing and new streetscapes.
- v. The provision of new small green/open space, such as pocket parks.

RECOMMENDATION: in support of Policy 15 the following actions are proposed.

- i. Local residents should be involved in the management of existing and new green/open spaces.
- ii. Existing green/open spaces should provide varying levels of public access.
- iii. New green/open space should provide public access.
- iv. Provision should be made for more outdoor leisure facilities – such as playgrounds, outdoor gyms and recreational spaces.

F8. The London Plan (7.64) says "trees play an invaluable role in terms of the natural environment, air quality, adapting to and mitigating climate change and contributing to the quality and character of London's environment". The Mayor wants to see "an increase in tree cover with an additional two million trees by 2025". The CCS (Policy 15) commits the Council to "protecting trees and promoting the provision of new trees and vegetation, including additional street trees". Its Tree Strategy (CCS 15.22) "aims to retain trees and provide new trees on Council land" and says "we will resist the loss of trees and groups of trees wherever possible". Street trees are widely appreciated and valued by those living and working in the Area, and have an important role in contributing to the overall character of the Area.

POLICY 16: Trees

- i. Development shall protect and provide for the maintenance of existing trees.
- ii. Development shall make provision for the planting of new trees.

RECOMMENDATION: in support of Policy 16 the following actions are proposed.

- i. Additional Tree Protection Orders should be designated to protect existing trees and to promote a variety of species.
- ii. More street trees should be planted in the Area.
- iii. The use of funding from private companies and other sources should also be used to provide additional trees.
- iv. The views of residents, businesses and local groups should be sought as to where new trees should be planted.
- v. A publicly available programme of tree maintenance for trees in the Area should be published, allowing for the removal of old trees and the planting of new ones.

5. Delivery Plan

5.1 In order for the Vision, Objectives and Recommendations of this Plan to be delivered, a range of organisations and groups will need to work in close collaboration. The Delivery Plan sets out the mechanism for this to happen. <<see WH Place Plan>>

The fulfilment of one policy does not remove the need to satisfy any of the other policies to be in accord with this Plan.

<<Delivery Plan to go here>>

5.2 One of the key aims of this Plan is to ensure that development in the Area brings clear benefits to the Area. During consultations the Forum found that many residents were critical of the seemingly opaque and secretive way in which planning agreements (such as Section 106 and Community Infrastructure Levy) were drawn up between Camden Council and developers.

This Plan sets out proposals for a far more open, transparent and accountable process for allocating the funds payable to the community from new developments in the Area.

RECOMMENDATION: Planning agreements

- i. Draft agreements should be published with all relevant planning applications.
- ii. Camden Council should have a duty to consult with local residents and groups on the content of any draft agreement.
- iii. The contents of any draft agreement should be fully explained and discussed at the relevant planning committee meeting.
- iv. The final text of an agreement should be published on the Camden Council website as soon as possible after approval is given to an application. This should include a clear breakdown of which payments will be made to whom and at what time.
- v. The final text should be regularly updated when money is spent.
- vi. As a general principle, planning gain money should be spent on projects close to the development and should be kept in the Area.
- vii. The list below indicates the schemes and projects which should be given priority for the spending of planning gain money in the Area.

The following projects and schemes should be the main recipients of planning gain monies (such as S106 agreements, Community Infrastructure Levy and any future schemes) in the Area:

- Contributions to improvement of public transport facilities in the Area, particularly the three rail stations – including lifts and more public space.
- Contributions to the improvement and expansion of public facilities in the Area. This shall include West Hampstead Community Centre, Sidings Community Centre (and although outside the Area) Kingsgate Community Centre. Money shall also be made available to for new community centres. Funds should also be allocated to West Hampstead Library and a proposed Post Office centre on Sherriff Road.
- Improvements to the West End Lane retail area and the Mill Lane & Fortune Green neighbourhood centres, including street furniture, signs and pavements.
- Contributions to schemes providing more space for pedestrians and improving pavements to a high standard.
- Additional bicycle routes and stands.
- Improvements to existing parks/green/open space and provision of new public green/open space.

- Funding for Friends of parks/cemetery groups.
- Additional tree planting.

<<more suggestions/comments are welcome on this list>>

6. Other plans & additional information

6.1 The National Planning Policy Framework (March 2012) sets out the government's planning policies for England and provides "a framework within which local people...can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities". The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, taking economic, social and environmental factors into account. The NPPF says neighbourhoods should develop plans that support the strategic development needs set out in Local Plans, including policies for housing and economic development and "plan positively to support local development". The NPPF says neighbourhood planning "provides a powerful set of tools for local people to ensure that they get the right types of development for their community" and that neighbourhood plans "will be able to shape and direct sustainable development in their area".

6.2 The London Plan (July 2011) is "the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years". The Plan sets out six objectives (1.53) for the sustainable development of London:

- A city that meets the challenges of economic and population growth.
- An internationally competitive and successful city, with a strong and diverse economy.
- A city of diverse, strong, secure and accessible neighbourhoods.
- A city that delights the senses and takes care of its buildings and streets.
- A city that becomes a world leader in improving the environment, locally and globally.
- A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities.

However, the Plan notes (1.44) "a perceived tension between the demands of growth and the conditions for a good – and improving – quality of life, and a concern about the loss of things that have made living in London and its neighbourhoods a distinctive experience". The Plan highlights a number of 'quality of life' issues, such as: ensuring there are enough homes meeting the needs of Londoners at different stages of their lives; protecting and improving London's natural environment and habitats; ensuring a network of vibrant and exciting town centres with a range of shops and other facilities; providing adequate, efficient transports networks, and support for cycling and walking; and the importance of a range of readily accessible community and cultural facilities.

The Plan designates Camden borough as part of Inner London and part of the Central sub-region (Maps 2.1 & 2.2). However, it is noted that the Area of this NDP – in the north-west of the borough – is on the boundary of Inner/Outer London and on the boundaries of the Central, North and West sub-regions. This location has the potential to be problematic, as a number of issues which apply to central London are not applicable in this Area; equally the Area does not have many of the characteristics of outer London. This fact needs to be considered in planning applications and the development of the Area, in order protect the unique 'feel' and characteristics of this Area on the edge of these zones.

The Plan designates the West Hampstead Interchange as one of ten intensification areas (Map 2.4). These are defined (2.59) as "typically built-up areas with good existing or potential public transport accessibility which can support redevelopment at higher densities. They have significant capacity for new jobs and homes but at a level below that which can be achieved in the opportunity areas".

6.3 The Camden Council Core Strategy (November 2010) is the central part of the Local Development Framework for the borough, covering the period 2010-2025. The Camden Core Strategy (CCS) "covers the physical aspects of location and land use but also addresses other factors that make places attractive,

sustainable and successful, such as social and economic matters. It plays a key part in shaping the kind of place Camden will be in the future, balancing the needs of residents, businesses and future generations”.

The overall vision of the CCS is that “Camden will be a borough of opportunity” and sets out four themes:

- A sustainable Camden that adapts to a growing population.
- A strong Camden economy that includes everyone.
- A connected Camden community where people lead active, healthy lives.
- A safe Camden that is a vibrant part of our world city.

The CCS estimates that Camden’s population will grow by 18% between 2006 and 2026. It says the borough’s growth will be focused in five areas – one of which is the West Hampstead Interchange. It says growth will be focussed on these areas as they (1.6) “can support higher density development, reducing pressure for substantial development in predominantly residential areas”. It adds that (1.12) “development at West Hampstead Interchange is expected to be predominantly housing”. Outside these five growth areas, six other areas – including the West Hampstead retail area – are (1.15) “considered suitable locations for significant development as they are highly accessible by a range of means of transport”.

Parts of the borough away from these areas are (1.18) “generally expected to experience more limited development and change”. Policy CS4 states that “the Council will ensure that development in the areas of more limited change respects the character of its surroundings, conserves heritage and other important features and provides environmental improvements and other local benefits where appropriate”.

The CCS says the Council will strike a balance between the needs and benefits of development and the needs of the local area, stating (5.9) “...we will take into account the cumulative impacts of developments, or particular types of development, on local areas and communities”.

6.4 The Camden Council Place Plan for West Hampstead (March 2012) is also relevant. Although not a formal planning document, the report – as well as the consultations linked to its preparation – has informed the NDP in a number of areas. The NDP echoes the Place Plan’s calls for support for a successful local economy; the need for enhanced open spaces and environmental improvements; the need to improve movement around the area, especially for pedestrians; and the need for improved local services.

The plan is broken down into five sections, each with its own series of objectives:

- Development: “to secure real local benefit from development opportunities”. Objectives: working with the community to develop more detailed area planning guidance; involve the local community in identifying priorities for how developer contributions are used; recognise the local housing priorities in future developments.
- Economy: “to support a successful local economy with a thriving neighbourhood”. Objectives: provide space and support for micro and start-up businesses; protect and promote the village character of the area; support West End Lane & Mill Lane shops and businesses; meet the needs of the people who live, work and visit the area.
- Environment: “to provide new open space and improve the local environment”. Objectives: provide new accessible local space to benefit the area; continue to improve open spaces, food growing, biodiversity and sustainability; maintain the valued quality and historic character of the area.
- Services: “to deliver improved local services”. Objectives: continue to monitor the demand for school places and nursery provision; continue to support local voluntary sector organisations and investigate innovative delivery of services; negotiate with developers for affordable provision of community space for local groups.
- Transport: “to make it easier and more pleasant for people to move around the area”. Objectives: continue to improve how people move around the area and between the three stations; public realm improvements to the northern part of the town centre and Mill Lane; long term improvements to footpaths in the area; improved environment for cycling; review of loading and waiting restrictions on West End Lane.

6.5 While focused on the Area as designated, the NDF was keen to consider issues of relevance to neighbouring areas and how they interact with the Area. The following areas were considered:

Cricklewood: The area centred on Cricklewood Broadway has been neglected for a number of years and suffers from being at the meeting point of three boroughs (Camden, Barnet & Brent). Recent efforts to improve the area have been led by the Cricklewood Improvement Programme, which has indicated it would like to draw up an NDP for this area. The Fortune Green and West Hampstead NDP strongly supports improvements to the Cricklewood area, as this will also have benefits for the north-west of our Area. Any developments in this area should be mindful of their effect on Cricklewood as a whole and the changes planned for this area.

Kilburn: The area focused on Kilburn High Road has been at the centre of recent attempts to rejuvenate the area. In recent years, Camden and Brent councils have sought to work together for the benefit of residents and businesses on both sides of the High Road. The Fortune Green and West Hampstead NDP strongly supports these efforts and would like to see a cross-borough NDP for this area.

Finchley Road: While it provides a clear boundary for the area covered by this NDP, Finchley Road is an important and major artery for the area and town centre in its own right. The NDP would like to see Camden Council take a stronger role in the development of this area, as well as improving links with Transport for London, who are responsible for the road itself. During consultations, the NDF found a number of things which could be improved in this area, including traffic signals, pedestrian crossings and the development of shops and businesses.

South Hampstead: When the boundaries of this NDP were being agreed, it proved difficult to establish the precise boundary between West Hampstead and South Hampstead. In the absence of an obvious boundary, the Forum chose the existing boundary of the southern part of West Hampstead ward. Consultations with residents in this area revealed a range of views, but no consensus on expanding the area of this NDP. Clearly, many residents of the northern part of South Hampstead have strong links with West Hampstead and its amenities. Any future developments in South Hampstead should take into account their potential effect on West Hampstead residents and infrastructure, especially transport. Any future NDP for South Hampstead should seek to link as closely as possible to the relevant policies in this NDP.

6.7 The Future

The NDF was concerned that because of the range of developments proposed for the area the NDP could soon become out of date. The Forum has sought, where possible, to make sure that the Plan is both relevant at the time of writing and in future years. The NPPF states as a core planning principle (article 17) that “plans should be kept up-to-date”. The Forum would like to have the option to review and amend the NDP in the future as circumstances change. The Forum suggests the Plan is regularly reviewed to reflect changing circumstances and developments.

7. Appendices

Appendix 1: Statement of Basic Conditions

Appendix 2: Sustainability Appraisal – TBC

Appendix 3: Strategic Environmental Assessment - TBC

Appendix 4: Statement of Inclusion & Community Involvement

Appendix 5: Camden Council West Hampstead Growth Area Framework – TBC

Appendix 6: Statistics from 2011 Census

Appendix 7: Results of June/July 2012 survey