

FORTUNE GREEN & WEST HAMPSTEAD NDF

Jester Festival consultation on draft Vision & Objectives – July 2013

THE VISION:

Development in Fortune Green & 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.

Agree: 45 ticks

Disagree: 0

Comments:

An excellent area to live in – everything local!

Very good idea to develop the area always.

Must limit high rise and over-intense residential development; need to commit to retaining and developing good mixture of small & large businesses.

Strongly agree to develop Neighbourhood Development Plan.

Good idea to protect and retain the village feel.

Good idea to retain West Hampstead as it is – it's lovely.

No more cars – safer ways to walk to school.

Objective 1: Housing

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

Agree: 44

Disagree: 0

These two pictures (1 Mill Lane & Blackburn Road student block) show what we don't want.

What does affordable mean? Define affordable for whom?

As long as it looks beautiful, it's agreeable by me.

All housing development must be for mixed residential use and size, including good size for families.

Must provide housing that is affordable for young people to buy, live and invest in area.

Agree with need for social affordable housing, especially designated for families.

Don't particularly like student housing.

Objective 2: Design & Character

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

Agree: 44

Disagree: 1*

Red brick!

No more grey brick.

Grey brick very ugly – bring back red!

High quality architecture, even if different, will make a constructive contribution.

Need to make sure that innovative and exciting new styles are not excluded.

Use red bricks, not grey.

*Variation interesting and can work well.

Red brick – keep it in character.

Less high rise 'glass' tower blocks.

Not high rise buildings, keep them very low please.

Stop high blocks being built.

Agree.

Need to support good quality design – not too high and in line with older residential area – good design always welcome though.

Also include eco-friendly sustainable building that can assist in decreasing the cost of running a home.

Please stop hideous building in grey brick used on Emmanuel School & Alfred Court.

Objective 3: Transport

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

Agree: 46

Disagree: 0

Better pedestrian movement.

Stop Tesco & Sainsbury blocking West End Lane.

Clean up graffiti around stations and clear areas around tracks.

Very good objective.

Great transport links, but interchange area must provide for good pedestrian flow, pavements need to be wider!

Wheelchair access; all stations should have lifts.

Also interconnection with bus routes.

Disabled access.

Safer cycling routes.

Wider pavements around the three stations.

Chiltern Railway interchange.

Improve Iverson Road/West End Lane junction.

Cycling! Cycling! Cycling!

Camden Council needs to keep Tesco trucks off double yellow at Fortune Green/Alfred Court.

Works need to be co-ordinated, so not so much road works.

School development at Alfred Court will provide neighbourhood congestion and road rage, with increased trips, especially at rush hour/peak times with cars/coaches/buses.

Need for better management of streetscape to allow swifter movement between stations.

Better access to Underground & Overground stations for pushchairs & wheelchairs.

Objective 4: Community Facilities

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

Agree: 50

Disagree: 1

Cinema/performance space.

Cinema good idea.

Small cinema – like Everyman in Hampstead.

Cinema could go in converted ENO building.

Fortune Green play centre fenced court sits mostly unused; youth congregate on the green and could be encouraged to use that space – I agree! Me too!

‘The needs’ – this needs good communication!

Importance of nurseries and primary school places for local residents.

Cinema please.

Emmanuel school very good idea; nice buildings are acceptable please.

Must support community facilities, very important – especially community centres eg Sidings.

Emmanuel School brilliant!

More investment needed in providing family based activities and inclusion for the lonely and isolated.

What happened to the O2 social agreement for football & play areas? Now car park next to be high rise housing?

Good to develop social and community facilities.

Ugly and out of keeping.

Objective 5: Economy

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

Agree: 44

Disagree: 3

Live/work studios.

More offices for app developers.

Market forces dictate.

Reduced micromanagement of business types; diversification will occur by spontaneous order.

No more hairdressers, charity shops!

No more Starbucks, Nero etc – these kill the small businesses and ruin the vibe.

Enough food shops and hairdressers – need variety.

Work more closely with landlords to create larger retail space.

Careful balance with need for housing in the area needed.

Need to retain thriving business economy.

Small shops please.

No Sainsbury.

No Tesco.

Anything that looks very good is acceptable.

We need butchers and small retailers, not Tesco and Sainsbury.

Support provision of commercial space, but to create a vibrant high street you need a mix of retail unit sizes – a high street benefits from the multiple retailers who simply can't fit into the 100-1000sqft units currently found on West End Lane.

Objective 6: Natural Environment

Development will protect and enhance existing green/open space and the local environment.

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

Agree: 45

Disagree: 0

Great idea, West Hampstead is very unique and part of that is the green spaces.

Good to preserve open space.

Stop building on every empty space including green space.

Very little green space in West Hampstead, apart from cemetery.

Leave some areas for parks etc

All new development must have green spaces; need to improve and enhance local parks and open spaces as they are all well used.

Please install a bars training gym in Fortune Green (pull up bars etc) for the young people in the area.

Areas for play.

Need to look at air pollution and keep West Hampstead clean.

Need for green areas, areas to grow food and sell to the local community at the farmers market.

Keep the green, no more developments, need greener.

Strongly agree.

Particularly support provision of public open space.

North-west London is renowned for green.

Picnic benches in Fortune Green park.

Please help keep the open space of the Gondar Gardens reservoir.

Who are you questions:

Gender

Male: 33

Female: 42

Age

Under 20: 1

20-29: 16

30-39: 14

40-49: 14

50-59: 16

60-69: 9

70-79: 5

80+ : 1

Ethnicity

White British: 49

White other: 12

Mixed ethnicity: 5

Indian: 2

Chinese: 2

Black British: 1

Other ethnic group: 3

Irrelevant: 1

How long have you lived in the area?

Less than a year: 3

Less than 2 years: 4

Less than 5 years: 11

Less than 10 years: 15
Less than 20 years: 17
Less than 30 years: 17
Less than 40 years: 7
Less than 50 years: 2
More than 50 years: 1

What type of housing do you currently live in?

Private rented: 11
Public rented: 6
Housing Association: 5
Owner occupied: 47