

Planning application 2018/3870/P

Through an oversight, the Fortune Green and West Hampstead Neighbourhood Development Forum did not object to this application when it was first submitted to Camden Planning.

The Area of our Neighbourhood Plan covers the West side of Finchley road from the tube station running north to just short of the Hendon Way. However it covers only a small section the Finchley Road Town Centre but it does cover the subject of this appeal, so we would like to comment on the appeal:

We support LB Camden's refusal on the grounds of maintaining the vitality and viability of the Finchley Road Town Centre. We consider that this application is contrary to policy TC2 (Camden's centres and other shopping areas) of the Camden Local Plan (2017) and parts of the Neighbourhood Plan.

The paragraphs most relevant to Finchley Road Town Centre are as below:

*...Page 56...*

*F14. The Area also includes a small part of the Finchley Road Town Centre. As most of the Centre is outside the Area covered by this NDP, it is not considered appropriate to draw up policies for this Town Centre. The main interest for this Plan is the area covered by the O2 Centre site (see B8). In terms of the west part of Finchley Road north of the O2 Centre, there is an urgent need for improvements to enhance this part of the Centre. There is a lack of community space, social space, green/open space and trees. There is an opportunity to regenerate the character of this part of the Centre, with a much improved public realm and new businesses. Efforts should also be made to improve the pedestrian crossings across Finchley Road (see D14 & Policy 9) and to improve conditions for cyclists (see Policy 8 & recommendation).  
(For general comments about Finchley Road, see 6.5).*

*....Page 75...*

*Section 6.5*

*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. During work on the final draft of this Plan, the Neighbourhood Forums covering Finchley Road began efforts to lobby Camden Council and TfL to bring forward improvements to the Road and the Town Centre. These efforts - including a much improved street environment; measures to address air pollution; tree planting; measures to make the Road safer for pedestrians and cyclists; and measures to boost the economy of the Town Centre - are strongly supported by this Plan.*