

Objection by Fortune Green and West Hampstead Neighbourhood Development Forum to the planning application for B & Q Broadway Retail Park at Cricklewood Lane London NW2 1ES Ref: 20/3564/OUT

The Fortune Green and West Hampstead Neighbourhood Development Forum (NDF) was formed in 2012, recognised by LB Camden in May 2013, prepared a Neighbourhood Plan for its Area which was examined, subjected to referendum and made in May 2015. One of the main threads in the plan has been to control over-tall buildings in otherwise low-rise areas and maintaining the character of local "town centres". This development cuts directly across those ideals.

The NDF's Area ends approximately 200 metres from the proposed development site and, given the proposed building heights (from 9 to 25 storeys) and the intensity of the development, the impact on the NDF Area will be significant.

The application uses the proposed Co-op development 1-13 Cricklewood Lane as a precedent for high rise development in the area stating it has 13 storeys. In fact, the proposal has been cut down to 9 storeys and still does not have planning permission. Should that be approved, the NDF believes that that nine storeys should be a maximum for Cricklewood Lane and Cricklewood Broadway, not the starting point from which developers negotiate upwards.

Section 2.8 Tall buildings, page 21 in the Masterplan Submission shows how few buildings over nine storeys exist in the area. It also shows that those that do exist are well spread out. The proposed development is also extremely dense, indeed, the plan in section 2.8 would be unable to show all four blocks within the area of the site. <<not sure what I meant by this>>

There will be resulting widespread and severe impact on traffic, transport and other infrastructure. Given the changing nature of cities, particularly post Covid-19, this type of very high and intense development needs careful reconsideration. There is also a critical shortage of affordable housing in the local area and this proposal is not explicit in how much it will provide