

13 Blackburn Road 2020-2940-p NDF comments on the application.

The NDF attended the consultation on this scheme in November 2018.

Our comments at the time were that we thought that the development could be intrinsic to redeveloping the whole interchange area, to great advantage to West Hampstead as a whole, and that the balance of residential and commercial appeared good. The open space looked good. Retail space at ground level was important.

The height of the building, particularly the lift overrun, was highlighted as a major problem and that the scheme must not set a new precedent for incremental increases in height in development in the immediate area.

It was not clear how much affordable housing was proposed, or required. We stated that affordable housing should be on site unless absolutely impossible. We are now pleased to see that affordable housing will be included on site, see Para 7.6 of the Planning Statement:

“7.6 The development will deliver 53 high quality dwellings comprising a mix of 1, 2 and 3 bedroom units. This represents an uplift of 24 dwellings on the current baseline. Of this uplift, a proportion are to be affordable housing. All units will be of high quality exceeding space standards, having access to private amenity space and benefiting from good levels of daylight and outlook.”

We can still find no information of the quantity of affordable housing but assume that this will be decided through a section 106 agreement.

We support much of the design, but we object to this scheme because:

- The height of the office tower has not been reduced to match the height of the NIDO building next door and is contrary to the Neighbourhood Plan, 2015, Policy 4, para B4 sub para “height” and particularly para B9...Asher House. (see below)

Excerpts from the Fortune Green and West Hampstead Neighbourhood Plan Section B West Hampstead Growth Area:

"Page 30 Para B4. In addition to the Policies elsewhere in this Plan, due to the size and significance of the Growth Area and the sites involved, it is considered appropriate for this Plan to set out the local community's aspirations for the future development of this area. Development in the Growth Area as a whole will need to meet a range of strategic policy objectives, while having regard to local community aspirations, across a range of sites, subject to viability and deliverability, and via S106/CIL contributions as appropriate. These include:.....

- Height: although classified as an area for intensification, the height and mass of new buildings will need to respect, and be sensitive to, the height of existing buildings in their vicinity and setting (see Policy 2).

Page 34 • Asher House (and neighbouring land): is also proposed for redevelopment. Any new building should take into account the change in ground levels of Blackburn Road and respect the character of the immediate area, for example by being lower in height than the student block or by following the alignment of rooflines on West End Lane. A range of uses could be considered for this site including business/commercial; retail/hotel; residential (including affordable housing) and health/education/community uses. Employment use would be preferred on the ground floor (in line with the principles set out in the above paragraph)."