

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD DEVELOPMENT PLAN

Draft 2 (November 2012)

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1. Introduction

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 on xxx.

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, and some of the area to the south of the railway lines. The Area was chosen as it 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. An initial 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 on xxx.

<<insert map here>>

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 area has many Victorian residential buildings, which display a considerable variety in their design and detail, and there are a number of large, distinctive red-brick mansion blocks.

2.3 Census data for 2001 shows each ward has a population of around 10,000, with around 5,000 households in each ward. Fortune Green covers 101 hectares; West Hampstead, 88 hectares.

<<needs information from 2011 census>>

In the next 20 years, there are plans for significant development and population growth in the area around the 'West Hampstead Interchange' (see 5.2). 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 in the coming years and decades. The growth in the Area's population will place additional pressure on services, resources and infrastructure.

2.4 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; and a need to do more to protect buildings and the street environment in conservation areas.

A survey completed by 180 people in the summer of 2012 (see Appendix xx) found that the vast majority felt the Area had 'a village feel' (85%); didn't think there was enough open space (66%); wanted more to be done to protect older buildings and design features (70%); didn't want more high-rise buildings (75%); and wanted more of the Area to be included in conservation areas (61%). In addition, most people (67%) wanted more street space given to pedestrians and there was wide support (63%) for a 20mph speed limit on all roads in the Area. Open-ended questions for the survey found local residents were keen to protect the look and feel of the area; wanted more green space and more trees; and were keen to restrict the height of new developments. The full results of the survey can be found in Appendix xx.

2.5 The overall aim of this Plan is therefore to provide a strategic, long-term vision 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 articulated in the following core policies for the Area:

CORE POLICIES:

(note: these are currently outline policies for debate and amending)

1. New development should be focused on providing a range of housing and housing types, including social and affordable housing and 3-4 bedroom homes for families. The vast majority of new housing and development should be located in the 'West Hampstead growth area'.
2. Outside the growth area, new development should be on a much smaller scale.
3. New buildings in the growth area should be no higher than xx storeys; outside this area new buildings should be no higher than xx storeys.
4. New developments should promote high quality design which fit in with their surroundings, especially in terms of height, appearance and design.
5. Conservation areas should promote high design standards and have policies which are strongly enforced.
6. Development in the Area should also be focused on providing new jobs and attracting new businesses to the Area. Existing businesses, and the land they occupy, should be protected and encouraged.
7. There is an urgent need for ongoing improvements to public transport in the Area, particularly the three rail stations.
8. Future development should protect, preserve and enhance existing green/open space and provide new green/open space in new developments.
9. Provide as much space as possible for pedestrians and promote ease of movement through the Area.
10. Protect the existing public services and community facilities in the Area and provide new services/facilities as the population of the Area grows.
11. Provide an environment that is suitable for a mixed community, including young people, old people, families and those from a range of social backgrounds.
12. In all developments, there should be a presumption in favour of preserving the look, feel and views of the Area.

3. Existing Plans

3.1 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".

3.2 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”.

3.3 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".

3.4 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.

4. Existing Development

4.1 The development of the area from the 1870s to the turn of the century has given the area a distinctive look and feel – from individual houses, to streetscapes, to the overall image of the Area. The main architectural feature of the Area is the distinctive red brick Victorian and Edwardian terraces and mansion blocks. These buildings have numerous design features and characteristics, which are highly valued and appreciated. The Area therefore has a strong architectural heritage, including a significant number of listed buildings (see 4.4), which is 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.

4.2 Recent developments in the past decade have 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 four storeys high, new developments of more than six storeys are likely to cause strong objections. While new buildings should not slavishly copy the style of buildings built at the turn of the century, there is a need for new developments to fit in with the area (Core Policy 12). This means buildings that are not starkly modern or out of place. Most buildings should be predominately made of red brick; recent buildings made of grey brick have proved to be unpopular and are widely considered to be inappropriate.

4.3 Conservation Areas form a significant part of the borough of Camden. The CCS (Policy CS14) says the Council will focus on “preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas (and) listed buildings”.

4.3.1 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”. 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. It 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. In the light of the evidence gathered by the AMS and submissions to the NDF, the following policies need to be introduced as a matter of urgency to preserve the standing of the Conservation Area.

- POLICY 1: West End Green Conservation Area**
- i. The imposition of an Article 4 declaration on all commercial and residential properties on West End Lane.
 - ii. Far greater enforcement of Conservation Area policies in the rest of the area.
 - iii. The declaration of an Area of Special Control of Advertisements to reverse deterioration in the look of the area.
 - iv. Urgent improvements to the street environment of West End Lane, which are of a high standard and fitting of a conservation area.

4.3.2 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 Article 4 Direction) and requires the involvement of local residents in any changes to these rules. (Also see 13.4).

4.3.3 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.

4.4 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

4.5 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.>>

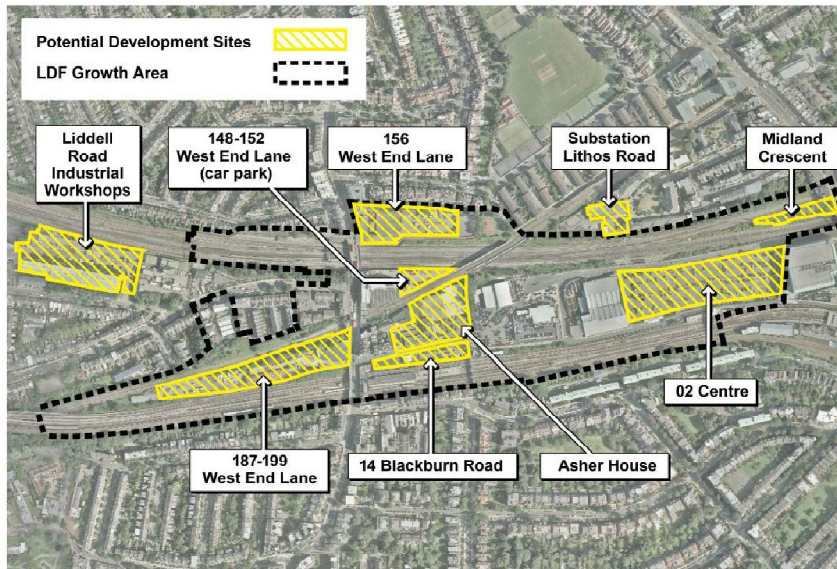
Suggestions so far...

- West Hampstead London Underground station
- English Opera rehearsal rooms
- Any others??

5. Future Development

5.1 A number of future developments are planned for the Area. Consultations with those living and working in the area found widespread concern about the size, height and density of many proposed developments. There is also concern about the effect of such developments on the infrastructure of the area, particularly transport and public services. There is clear need to co-ordinate and have a clear set of policies for large new developments in the Area.

5.2 The 'West Hampstead Interchange' has been identified as an area of growth in the London Plan (Table A1.2). Between 2010 and 2031 the stated aim is to provide a minimum of 800 new homes and 100 jobs. 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". There is also development planned on edges of this area.



The CCS expects the development 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 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 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 (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 (see Core Policy 10).

POLICY 2: West Hampstead growth area

The following policies should be applied to developments in the West Hampstead growth area:

- i. Developments should be no higher than xx stories (see Core Policy xx)
- ii. Developments should fit into the look and feel of the wider area; should not damage views of the area; and should be mindful of the fact that they are taking place between two conservation areas.
- iii. Developments should provide employment and community space, as well as residential space.
- iv. Developments should be aware of the traffic problems they could cause and should aim to increase space for pedestrians and provide improvements to public transport in the area.
- v. Developments should provide more green and open space, including more trees.
- vi. Developments to the east of West End Lane should provide improved pedestrian and cycle routes between West End Lane and Finchley Road.

5.3 The vast majority of new developments in the Area should be in the West Hampstead growth area. New developments outside this area should be on a much smaller scale (see Core Policies 1 & 3).

5.4 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”.

<<detailed planning guidance??>>

<<refer to photo survey here + good/bad examples of recent development>>

<<need to protect look and feel of residential streets in the area>>

<<basements...??>>

<<need to protect and retain the important and significant views throughout the Area>>

<<any vacant/derelict land/buildings in the Area??>>

5.5 The 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”.

<<housing tenure, social housing, private rented>>

<<homes for older people/sheltered housing>>

5.6 During consultations the Forum found that many residents were critical of the seemingly opaque and secretive way in which Section 106/planning gain/community levy agreements were drawn up between developers and Camden Council. The NDP sets out policies for a far more open, transparent and accountable s106 process for new developments in the Area.

POLICY 3: Planning agreements

- i. Draft s106 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 s106 agreement.
- iii. The contents of any draft s106 agreement should be fully explained and discussed at the relevant planning committee meeting.
- iv. The final text of a s106 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.

The following projects and schemes should be the future recipients of s106/planning gain/community levy funds allocated to the area:

- Contributions to improvement of public transport facilities in the Area, particularly the three rail stations.
- Contributions to the improvement and expansion of public facilities in the area, including community centres and libraries.
- Improvements to the West End Lane retail area and the Mill Lane & Fortune Green neighbourhood centres, including street furniture, signs and pavements.
- Providing more space for pedestrians and improving pavements to a high standard.
- Additional bicycle routes and stands.
- Additional tree planting and provision of new green/open space.
- Any more??

6. Site specific policies

A number of specific sites in the 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 Area may be developed in the future. This chapter sets out the policies which should be followed when each site is developed.

6.1 187-199 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. Further consideration needs to be given to the pedestrian links from this site to the rest of West Hampstead.

6.2 156 West End Lane. This site, currently owned by Camden Council, is due to be sold and redeveloped. As part of the West Hampstead Growth Area it is expected to provide significant new homes and employment. 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 & start-up businesses, including serviced offices

- Retail space on the ground floor, set well back from West End Lane to provide a wide pavement
- More closely fit in with the design of neighbouring buildings & the neighbouring Conservation Area
- Be no higher than the existing building (ie five storeys)
- Provide open and green space
- Provide space for a market
- Provide space for an affordable community & business meeting room
- Providing an improved footpath & cycle route to Finchley Road

6.3 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 a large number of new homes, as well as opportunities for employment and business. The need for additional retail development is far less on this site, due to the already excellent provision of shops in the O2 Centre, Finchley Road and West Hampstead. 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; and should aim to improve pedestrian/cycle links between West End Lane and Finchley Road. As the site has excellent public transport links, all developments on this site should be classified as car-free.

6.4 Blackburn Road. A large development, primarily for students, is under construction at the end of this small road. 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 road, which currently has parking on both sides which leads 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, traffic-free route between West End Lane and Finchley Road.

6.5 Liddell Road. Camden Council has decided that a new primary school should be built on this site. While the Forum supports the need for additional primary school places in the area (see 12.1), 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 clear 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 clear and urgent need to consider the wider effect on the Maygrove area of this and other new developments nearby.

6.6 Gondar Gardens

<<Text from GARA here>>

6.7 West Hampstead police station site

6.8 Fortune Green Play Centre

6.9 Mill Lane – shops and Hillfield Road gardens

6.10 Maygrove Road

6.11 Iverson Road

Small business space to be protected; railway line workshops etc

7. Business, Employment and Economic Development

7.1 There is clear support for 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. 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.

POLICY 4: Business sites

- i. The loss of further commercial and business sites should be avoided.
- ii. If there is a change of use of such sites, equal space should be found elsewhere in the Area for commercial and business activities.

7.2 West Hampstead town centre area: 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 diverse 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 does not have any significant hotel space; such a development would be welcomed.

7.3 The West End Lane retail area is the main focus and hub of the Area covered by this Plan. As the focus of the community, it is clear that the development of this area is vitally important to the Area as a whole. Residents and businesses are keen to see a diverse and well managed high street with a range of shops, including independent shops and businesses, and affordable rents. Many people feel the street environment in this area has been neglected and allowed to deteriorate. Most of the area is part of the West End Green Conservation Area (see 4.3.1). There is a need for urgent action to improve this area (see Policy xx). Recent work outside West Hampstead Library is a good example of high quality improvements, which should be copied in the rest of the area. Improvement works should be a priority in any future S106 funding from developers (see 5.6). There is also a need for far stronger enforcement of rules relating to signage; shop fronts; the splitting of retail units into smaller premises; and the use of pavements for signs and hoardings.

POLICY 5: West End Lane

The following policies should be applied to the West End Lane retail area:

- i. A presumption in favour of providing a mixed retail area with a diverse range of shops and businesses.
- ii. Promote and encourage independent shops and businesses.
- iii. Restrict an over-supply of shops from a certain sector.
- iv. A presumption in favour of protecting the look and village feel of the high street.
- v. Promote high quality public realm improvements which are fitting of a conservation area.
- vi. Restrict the use of excessive signs, advertising hoardings and forecourt developments.

7.4 Mill Lane retail area. It is important to recognise that this area – although linked to the West End Lane retail area – has its own separate identity and requirements. The CCS classifies Mill Lane as a ‘Neighbourhood Centre’. It 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 6: Mill Lane

The following policies should be applied to developments in the Mill Lane neighbourhood centre:

- i. A presumption in favour of preserving the look of shop-fronts.
- ii. A presumption in favour of rejecting proposals to convert retail space into residential use.
- iii. Encourage a more diverse range of shops and businesses.
- iv. Improve pavements, signage and traffic calming; remove street clutter.
- v. Co-ordinate the developments on the north side of Mill Lane where they back onto properties on Hillfield Road.
- vi. An urgent need to level the pavements on the north side of Mill Lane.

7.5 The retail area of Fortune Green Road is also designated by Camden Council as a 'Neighbourhood Centre'. As for the Mill Lane neighbourhood centre, this area would benefit from better signage; improvements to pavements and shopfronts; and other measures designed to encourage footfall and use.

7.6 The area is ideally 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. A range of new sites should be considered for these businesses, including industrial units; small workshops; space in new developments; serviced offices; and home/office developments. There is also an opportunity to encourage high technology and high skilled firms, which would benefit from the Area's well educated population.

7.7 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.

8. Street Environment

8.1 As a busy urban area, a number of roads in the area suffer from congestion, particularly the main routes through the area such as West End Lane and Fortune Green Road. There are particular problems on the part of West End Lane around the railway stations; 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; this could be funded by s106 payments from large developments (see 5.5). There are also concerns about speeding on some quieter roads and some routes being used as shortcuts.

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.

POLICY 7: Roads

- i. Improve the flow of traffic on West End Lane, especially around the railway stations.
- ii. Allow for the regular resurfacing of main routes in the Area.
- iii. Impose a 20mph speed limit on all roads in the Area.

8.2 There are a range of views on street parking, which this Plan does not attempt to address. There is, however, a need for more short-term parking in retail areas. There is widespread concern about the parking of delivery lorries, particularly those servicing the small supermarkets on West End Lane. The London Plan (6.49) says “the Mayor wants to encourage distribution and servicing in ways that minimise congestion and any adverse environmental impacts”. Such premises should be allocated parking space away from main routes and be heavily penalised for parking in breach of existing restrictions.

8.3 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 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 8: Cycling

- i. There is a need for more cycle routes in the Area, particularly on the main roads through the Area. There should be clearly marked cycle lanes along the entire length of West End Lane, Fortune Green Road and Mill Lane.
- ii. There is a need for additional bicycle stands, particularly in town and neighbourhood centres.
- iii. Encourage the successful London bicycle hire scheme to be extended to cover the Area.

8.4 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. 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 need to be brought forward for other parts of the Area.

POLICY 9: Pavements & Pedestrians

- i. Pavements in the Area should be safe and wide, giving the maximum possible space to pedestrians.
- ii. New developments should be set well back from the pavement, with the aim of giving additional pavement space.
- iii. A strategy needs to be developed to increase the space for pedestrians in the West Hampstead interchange area to connect the three stations. This should focus on the north side of West End Lane and should comprise:
 - 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.

8.5 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.

8.6 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.

9. Public Transport

9.1 Residents and businesses appreciate the excellent public transport the area offers. There are three busy rail stations in the area, all in close proximity. The area around the stations is often crowded, with little room for pedestrians, causing them to spill over onto the road. The 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. Improving the look of this area is also important, as it sits between two conservation areas. The current feel of this area is unattractive and unappealing, with far too many advertising hoardings and retail signs.

9.2 West Hampstead London Underground station: is within the South Hampstead Conservation Area and has significant architectural merit, including the Art Deco waiting rooms, which should be preserved. A listing for this building should 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.

9.3 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 the station to allow more room for pedestrians.

9.4 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.

9.5 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.

10. Environment and Green Space

10.1 The area benefits from 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. 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 NDP designates the following sites in the Area as Local Green Space:

<<map needed here, with numbered list...>>

- a) Fortune Green.
- b) Hampstead Cemetery (Site of Nature Conservation Importance)
- c) West End Green.
- d) Gondar Gardens
- e) Mill Lane Open Space
- f) Westbere Copse
- g) 1 Mill Lane ANC
- h) Maygrove Peace Park
- i) Hampstead cricket ground
- j) Sumatra Road play area
- k) Iverson Road play space
- l) Maygrove open space corridor
- m) Medley Orchard
- n) any others?

10.2 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.

POLICY 10: Green space

- i. Existing green/open space, including private gardens, should be protected from development.
- ii. Future developments in the Area will be required to include as much new green/open space as possible.

10.3 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”.

10.4 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.

10.5 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 the look and feel of the Area.

POLICY 11: Trees

- i. Existing trees should be protected and maintained to preserve the ‘green feel’ of the area.
- ii. The use of TPOs needs to be encouraged to protect existing trees and to promote a variety of species.
- iii. Camden Council should be encouraged to plant more trees in the area and should be open to the possibility of using funding from private companies and other sources to provide additional trees. The views of residents, businesses and local groups should be sought on where new trees should be planted.

11. Community Facilities

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

- West Hampstead Library
- West Hampstead Community Centre
- Sidings Community Centre
- Places of worship:
 - a. Emmanuel Church, Lyncroft Gardens
 - b. St James’ Church, Sheriff Road
 - c. St Cuthbert’s Church, Fordwych Road
 - d. Hampstead Synagogue, Dennington Park Road
 - e. Shomrei Hadath Synagogue, Burrard Road

11.2 The CSS (Policy CS10) says the 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 community facilities should be developed. 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.

12. Public Services

12.1 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 will become more pressing as the population increases. At least one, and possibly two, new primary schools will need to be built in the area.

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

12.3 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

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.

12.4 The Metropolitan police have a significant building in the area, West Hampstead Police station on Fortune Green Road (see 6.7). There is also a base for the local Safer Neighbourhoods teams on West End Lane.

12.5 West Hampstead Fire station is a Grade II listed building which forms a focal point at the top of West End Lane. If this site is sold and/or redeveloped, the look, facade and surroundings of this building should be fully preserved.

13. Neighbouring Areas

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

13.1 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.

13.2 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.

13.3 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.

13.4 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.

14. 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 opportunity to amend the Plan should happen annually on the anniversary of the adoption of the Plan.

Appendix 1:
Statement of Inclusion & Community Involvement

Appendix 2:
Results of June/July 2012 survey

<<Proposals Map>>
<<any more maps?>>
<<Implementation Plan?>>
<<anything else?>>
