

Dear Nick & Amy,

I'm writing from the Fortune Green & West Hampstead Neighbourhood Development Forum to submit comments following the second consultation on proposals for the 156 West End Lane site.

1. We welcome the engagement from the developers and the architects in recent months, and recognise that there have been a number of alterations to the proposals since the first consultation in June - which reflect some of the points made by the NDF and local residents. In particular, we welcome the work that has been done on the frontage on West End Lane - although we acknowledge that the south-west corner still needs substantial further work.

2. Now Camden Council has formally adopted the Fortune Green & West Hampstead Neighbourhood Plan, we expect that the policies in the Plan will be applied to this site.

3. Our main issue is the height of the proposed development, which is still too tall. We note that the bulk of the proposals are still for 8 storeys, which we strongly oppose. We are also very disappointed that the consultation sought to mislead residents by variously depicting the height as either 6 or 7 storeys.

4. The bulk and massing of the proposals are also an important issue - particularly for a site next to a Conservation Area - and appear to be in breach of policies in the Neighbourhood Plan. In terms of the impact on the CA, one of the main considerations is the views from Crediton Hill and Lymington Road. We were very disappointed that these views were largely omitted from the views depicted at the consultation and request that they are included - from a range of angles and vantage points - in the next consultation.

5. Given the importance of design, we would like to see detailed designs for the north, east and south elevations at the next consultation in October, before the proposals are submitted in a planning application.

6. We would also like to see more information about the loss of daylight, specifically to properties on Lymington Road, at the October consultation.

7. Overall we think the developer is trying to cram too much onto the site - and we would welcome a smaller development, with reduced densities, which is closer to 150 residential units.

8. We are also concerned about the large reduction in the amount of employment floor space, which appears to go against existing planning policy. We would like to see more effort going into proposals for a genuinely mixed-use development - as set out in Camden Council's Site Allocations document.

9. We would like the developer and Camden Council to present some ideas at the October consultation for improvements to the eastern end of the Potteries path, the sports area, and Crown Close Open Space. We recognise that any such proposals must involve specific engagement and consultation with Lymington Road residents, before any such proposals are taken forward.

Best wishes,

James Earl

(Chair, Fortune Green & West Hampstead NDF)

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