

Objection to 2017/5431/P Pavement outside 319-323 West End Lane London NW6 1RN

The Fortune Green and West Hampstead Neighbour Development Forum **OBJECTS** to this application for prior approval for a telephone cabinet on the pavement for the following reasons.

1. The site is in the West Hampstead Conservation area. The application incorrectly states that it is not in a Conservation area.
2. There are key and specific policies in the Neighbourhood Plan which require improvement to pavements and a reduction in pavement clutter in the Conservation Area which are ignored.
3. The proposal ignores all the restrictions imposed by the Conservation Area
4. The site obscures visibility of road traffic at a busy junction and the entrance to the fire station and is likely increase risks to pedestrians, drivers and the efficiency of the fire station.
5. The proposal will increase congestion and/or litter.
6. There is an existing under-utilised phone box 80 metres to the southeast of the proposed site, so there is no need for further provision.
7. The proposers have submitted another application for an identical phone box 20 metres across the road, clear over provision.
8. It seems clear from looking at the proposers' website, <http://europayphone.co.uk/>, that this proposal is the first step in building an advertising panel, rather than for the provision of telecommunications.
9. No regard has been taken of the policies of The Fortune Green and West Hampstead Neighbour Development Plan.
10. There has been no consultation with the Fire Station on traffic issues, nor on any telecommunication impact on the fire station's electronics

We are also aware that LB Westminster has refused around ten similar proposals.

<https://www.westminster.gov.uk/sites/www.westminster.gov.uk/files/decided-17-07-16-central.pdf>

Some relevant parts of the [NDP](#) are shown below.

Page 23 of NDP: POLICY 3: Safeguarding and enhancing Conservation Areas and heritage assets

A22. The West End Green Conservation Area covers a large part of West Hampstead. The West End Green Conservation Area Appraisal and Management Strategy (February 2011) recognises that the Conservation Area (CA) has a special character and seeks to outline the “the key issues and pressures that are affecting the area”. The Appraisal and Management Strategy (AMS) describes the CA as “London village” with a “village character”, which it describes as “a very homogeneous piece of Victorian and Edwardian domestic architecture and planning”. The CA was designated in 1993 and expanded in 2011. Despite the success of the CA in protecting the character and heritage of the area, the AMS highlights a number of problems and issues that need to be addressed to prevent a deterioration in the CA.

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”**. It suggests the declaration of an Area of Special Control of Advertisements to control and restrict the use of outdoor signage, which can degrade the streetscape.

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. In order to prevent a deterioration of the Conservation Area, the AMS suggests the use of an Article 4 Direction on residential and commercial properties in the Conservation Area. An Article 4 Direction imposes additional restrictions on alterations to properties without planning consent.

Page 39: Policy 5 . Public Transport

D1. Residents and businesses appreciate the excellent public transport the area offers, with good links to central London and beyond. The area is served by London Underground, London Overground and the Thameslink national rail route, as well as a number of bus routes. The NPPF states as a core planning principle (17) that planning should "actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling". This section seeks to fulfil this requirement, by promoting sustainable transport and the aims of Objective 3.

D2. There are three rail stations in West Hampstead, all in close proximity. Most recent statistics (2012/3) show that more than 16 million people use the three stations every year, with significant increases in usage. (See Table in Page 41)

Many people from outside the Area use the stations and interchange between them. In addition, the large scale development of the West Hampstead Growth Area, as well as sites near to it, mean there is additional pressure on these stations and the areas around them - particularly as nearly all such development is classed as 'car-free'. The area around the stations (often referred to as 'the interchange') is regularly crowded, with little room for pedestrians, causing them to spill over onto the road. This 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 character of this area is also important, as it sits between two conservation areas. The current look and feel of this area can be unattractive and unappealing, with too many advertising hoardings and retail signs.

Page 46 and 47: POLICY 9: Pavements & Pedestrians

Pedestrian access in the Area - particularly in and around the West Hampstead Growth Area - shall be improved by development that takes into account the following:

- i. Provides safe and wide pavements, giving the maximum possible space to pedestrians.**
- ii. Is set well back from the pavement, where appropriate, with the aim of giving additional pavement space.**
- iii. Improves accessibility for disabled people and those with push chairs.**
- iv. Contributes to improved and safer pedestrian crossings - particularly on the roads listed in D14.**
- v. Increases the amount of space for pedestrians around public transport facilities.**
- vi. Improves the existing network of paths in the Area.**

- vii. Contributes to the provision of new paths and, where viable, new crossings over the railway lines.

D14. 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 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 (Objective 3). 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 should be brought forward for other parts of the Area.

A particular problem is the pavements between the three stations on West End Lane. At busy times, especially during the rush hour, the pavements become congested and pedestrians regularly spill onto the road. During the course of its work, the NDF looked into the possibility of a survey of pedestrian movements and flows in the area to shape the design of future improvements and policies. The cost was beyond the financial resources of the NDF, but the Plan calls on Camden Council to implement such a study. This could be funded from S106 or CIL money. (see Transport Table)

There is scope to improve the safety of the pedestrian crossings to give more space for pedestrians, including wheelchair users and those with pushchairs on the following roads in the area:

- West End Lane
- Mill Lane
- Fortune Green Road
- Finchley Road
- Shoot-up-Hill

D15. 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. Visual clutter - such as out of date street signs and estate agent boards - should also be minimised. Waste and recycling from residential and commercial premises should not be left on pavements for long periods. Fly-tipping should be strongly discouraged and heavily penalised.

RECOMMENDATION H: in support of Policy 9 the following actions are recommended.

- i. **The removal of clutter and obstructions from pavements and paths in the Area.**
 - ii. **Efforts to promote the removal of unnecessary visual clutter, signs and advertising.**
 - iii. A survey of pedestrian movements around the three West Hampstead stations to inform and provide improvements for pedestrians in this area.
Such a scheme should consider:
 - 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