

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN: List of Policies

POLICY 1: HOUSING

Residential development shall provide a range of housing types, to meet a range of needs, as appropriate, related to the scale of the development.

This shall be achieved by:

- i. The provision of affordable, social, intermediate, and shared-ownership housing - in line with the 50% target as set out in the development plan.
- ii. The provision of a range of different unit sizes, including three and four bedroom homes, where appropriate, suitable for families.
- iii. The appropriate provision of homes for the elderly and disabled, which promote accessibility.
- iv. The provision of homes which aim to meet or exceed national environmental standards and for zero-carbon homes.

POLICY 2: DESIGN & CHARACTER

All development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead.

This shall be achieved by:

- i. Development which positively interfaces with the street and streetscape in which it is located.
- ii. Development which maintains the positive contributions to character of existing buildings and structures.
- iii. Development which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.
- iv. Development which has regard to the form, function, structure and heritage of its context – including the scale, mass, orientation, pattern and grain of surrounding buildings, streets and spaces.
- v. A presumption in favour of a colour palate which reflects, or is in harmony with, the materials of its context.
- vi. New buildings and extensions that respect and are sensitive to the height of existing buildings in their vicinity and setting. Tall buildings in the Growth Area will need to have regard to their impact on the setting of the two immediately adjacent conservation areas, in order to avoid any negative impact on them.
- vii. Extensions - and infill development - being in character and proportion with its context and setting, including the relationship to any adjoining properties.
- viii. The provision of associated high quality public realm.
- ix. Having regard to the impact on local views across the Area and the streetscapes within the Area (as identified in A11 and Map 2).
- x. Development which aims to fulfil the criteria set out in Building for Life 12 (as detailed in A18).

POLICY 3: SAFEGUARDING AND ENHANCING CONSERVATION AREAS & HERITAGE ASSETS

- i. Development that enhances or preserves Conservations Areas and heritage assets In the Area – as well as their distinct character, appearance, and setting – will be supported.
- ii. Proposals which detract from the special character, and/or, architectural and/or historic significance, and setting of Conservation Areas and heritage assets in the Area will not be supported.
- iii. In West end Lane, development will be expected to deliver improvements to the street environment and public realm of West End Lane, where appropriate. Such improvements shall be of a high standard and shall preserve or enhance the character of the West End Green and South Hampstead Conservation Areas (as appropriate).

POLICY 4: WEST HAMPSTEAD GROWTH AREA

The West Hampstead Growth Area (WHGA), as defined on Map 4, shall be promoted for a mix of uses, including new housing, employment, town centre and public/ community uses.

Development in the WHGA shall, where appropriate and viable:

- i. Be in keeping with and enhance the character of the wider area - including the two adjacent conservation areas and their settings.
- ii. Have regard to local views of and across the area (as identified in A11 and Map2).
- iii. Provide new homes - including affordable homes and homes suitable for families, in line with the requirements in the CCS.
- iv. Provide space for new business and new employment uses.
- v. Provide new community facilities or contribute towards improving existing community facilities.
- vi. Increase space for pedestrians and provide an improved street environment in the area.
- vii. Provide or contribute to improvements to the Growth Area's public transport, especially the Underground and Overground stations.
- viii. Provide or contribute to improvements to public facilities, including health and education uses.
- ix. Provide new green/open/public space, new trees, and new green corridors.
- x. Incorporate climate change mitigation measures.
- xi. Provide improved pedestrian and cycle routes between West End Lane and Finchley Road.
- xii. Contribute to new north-south pedestrian routes over the railway lines.

POLICY 5: PUBLIC TRANSPORT

Development shall make appropriate provision for, and/or contribute towards, improvements to the public transport infrastructure of the Area - particularly in the West Hampstead Growth Area.

POLICY 6: PUBLIC TRANSPORT FACILITIES

Proposals to improve the capacity, quality and accessibility of public transport facilities in the Area will be supported at the following locations:

- West Hampstead Underground Station: to allow for additional capacity - including providing an expanded and/or new/second entrance; and a lift from street to platform level.
- West Hampstead Overground Station: to allow for additional capacity - including an expanded entrance hall; a new building set back from the existing building line; and lifts to both platforms.
- Finchley Road Underground Station: to allow for additional capacity - including an enlarged entrance hall and lifts to both platforms.
- Finchley Road and Frognal Overground Station: to allow for additional capacity - including an enlarged entrance and lifts from street to platform level.

POLICY 7: SUSTAINABLE TRANSPORT

In order to encourage the safe movement of traffic on roads in the Area, and to promote a reduction in car use, development will be supported which includes the appropriate provision of:

- i. Car-free or car-capped developments.
- ii. Car club spaces.
- iii. Charging points and dedicated parking spaces for electric cars.
- iv. Contributions to safer road layouts, traffic calming, and the removal of rat-runs.
- v. Proposals which will result in a reduction in air pollution caused by vehicle emissions.
- vi. The appropriate provision of loading bays for commercial use that requires regular deliveries.

POLICY 8: CYCLING

Development shall promote improved provision for cycling throughout the Area and encourage cycling. This shall be achieved, where appropriate, by:

- i. Contributions to the improvement of existing bicycle lanes and paths.
- ii. Contributions to the provision of safe and well designated cycle routes, especially on the main roads through the Area: West End Lane, Fortune Green Road & Mill Lane - as well as on the main roads on the boundary of the Area: Finchley Road & Kilburn High Road/Shoot-up-Hill/Cricklewood Broadway.
- iii. Contributions to the provision of new bicycle lanes and paths.
- iv. Contributions to the provision of new bicycle stands in all parts of the Area - and particularly in town and neighbourhood centres.

v. The provision of appropriate bicycle storage in residential and commercial development.

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 pushchairs.
- 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.

POLICY 10: NEW & IMPROVED COMMUNITY FACILITIES

Development that increases the demand for community facilities and services shall make provision where appropriate - or contribute towards - appropriate community facilities to meet the needs of a diverse and growing population. This shall be achieved by the provision of relevant facilities, such as:

- i. New school places, particularly for primary pupils.
- ii. Additional nursery places in the Area.
- iii. Primary care health facilities, particularly in or near the West Hampstead Growth Area.
- iv. Improvements to existing community centres and the range of services they provide.
- v. New community facilities, where appropriate and where there is an identified need.

POLICY 11: PROTECTING COMMUNITY FACILITIES

The Plan supports the retention and enhancement of existing community facilities. This will be achieved by:

- i. Resisting the loss of the facilities and sites listed in E7 and E8, unless a replacement facility is provided.
- ii. Improvements to existing facilities will be supported.

POLICY 12: BUSINESS, COMMERCIAL AND EMPLOYMENT PREMISES AND SITES

Development in Fortune Green and West Hampstead shall promote economic growth and employment. Developments that provide sites and premises for business, commercial and employment use will be supported. Development of commercial and mixed-use premises and sites shall promote economic growth and employment, where viable and appropriate by:

- i. A presumption in favour of retaining existing employment sites.
- ii. Ensuring that where the redevelopment of existing employment sites takes place, the level of employment floorspace is maintained or increased.
- iii. The provision of additional and /or new business space.
- iv. The provision of space for light industrial uses in appropriate locations.
- v. The provision of flexible business and commercial space suited to a range of uses.
- vi. The provision of a range of different sized units, particularly smaller spaces for micro-businesses and studio space.
- vii. The provision of affordable or subsidised business space, where appropriate.

POLICY 13: WEST HAMPSTEAD TOWN CENTRE

Development shall preserve or enhance the village character of the Town Centre as a mixed retail area with a diverse range of shops and businesses. This shall be achieved by, where appropriate:

- i. A presumption in favour of preserving or enhancing the character of the Town Centre – especially the large parts of which are also in the West End Green and South Hampstead Conservation Areas.
- ii. The control of signage, adverts and forecourt developments in keeping with the site context and Conservation Areas, where applicable.
- iii. Increasing the range of retail outlets, food/drink outlets and commercial premises.
- iv. Support for development of small/independent shops and businesses, including affordable space.
- v. Contributions to public realm improvements - which enhance the character of the Town Centre and which are in keeping with the Conservation Areas - where applicable.

POLICY 14: MILL LANE NEIGHBOURHOOD CENTRE

Development (including changes of use) shall preserve or enhance the character of the Neighbourhood Centre and promote a diverse range of shops, businesses and economic activity. This shall be achieved, where appropriate by:

- i. Support for proposals to improve and restore the original character of shop-fronts, including windows, signs and external fittings.
- ii. Proposals to convert ground floor retail/business space into residential use will not be supported.
- iii. Contributions to public realm improvements to improve the character of the Neighbourhood Centre, where applicable.

POLICY 15: FORTUNE GREEN ROAD NEIGHBOURHOOD CENTRE

Development (including change of use) shall preserve or and enhance the character of the neighbourhood centre and provide for a diverse range of shops, businesses and economic activity.

POLICY 16: LOCAL GREEN SPACE

The sites in the Area listed below (a-o) and identified on Map 8 are all designated as Local Green Space:

- a) Fortune Green,
- b) Hampstead Cemetery,
- c) West End Green,
- d) Gondar Gardens Reservoir,
- e) Mill Lane Open Space,
- f) Westbere Copse & Jenny Wood Nature Reserve
- g) 1 Mill Lane/Minster Road Nature Reserve,
- h) Maygrove Peace Park,
- i) Hampstead & Cumberland Clubs,
- j) Sumatra Road playground,
- k) Iverson Road Open Space,
- l) Maygrove Open Space,
- m) Crown Close Open Space,
- n) Medley Orchard,
- o) Railway embankments (various locations).

POLICY 17: GREEN/OPEN SPACE

Development shall protect and improve, where appropriate, existing green/open space. Development that increases the demand for recreation or amenity shall provide for new green/open space. This shall be achieved by, where appropriate:

- i. The protection of existing green/open space - from significant damage, or loss, through development.
- ii. The appropriate provision (relative to the size of the development) of new green/open space, or contributing towards addressing the open space deficiencies in the Area as identified in the development plan.
- iii. Appropriate contributions to the maintenance and enhancement of existing and new green/open space, where applicable.
- iv. The offsetting of any loss of green/open space, ideally within the Area.
- v. The protection and appropriate provision of green corridors through existing and new streetscapes.
- vi. The appropriate provision of new small green/open space - such as pocket parks and active green spaces (eg green walls and green roofs) - and their maintenance.
- vii. The use of Sustainable Drainage Systems in all development, unless there are practical or viability reasons for not doing so.

- viii. The appropriate provision of outdoor leisure facilities - such as playgrounds, gyms and recreational spaces - and their maintenance, where applicable.
- ix. Development that has a positive impact on the relationship between urban and natural features.

POLICY 18: TREES

Development shall protect trees in good health that contribute to the character of the Area, individual streetscapes, and green spaces. This shall be achieved by development that:

- i. Protects existing trees and provides for their maintenance.
- ii. Makes provision for the planting of equivalent numbers of new trees where trees are cut down.
- iii. Makes provision for the appropriate planting of additional trees, relative to the size of the development.
- iv. Makes appropriate provision for the planting and maintenance of new street trees - particularly alongside the main roads identified in G12.

POLICY 19: COMMUNITY INFRASTRUCTURE LEVY PRIORITIES

Table 3 sets out the projects and schemes which are the Neighbourhood Plan's priorities for the use of Community Infrastructure Levy, or, if applicable, S106 funding, and/or other such schemes, in the Neighbourhood Area.

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