

# Fortune Green and West Hampstead NDF response to Camden Site Allocations consultation

(submitted 3/5/2020. You can find the document we are referring to at <https://www.camden.gov.uk/draft-site-allocations-consultation>. Chapters of main interest are 09 and 10.)

Thank you for giving us a little more time to submit a response to the Camden Site Allocation Document from the Fortune Green and West Hampstead NDF.

Overall, we found the document clear, concise, very readable and well laid out. We particularly endorse the mention of the NDP and are pleased that some of the NDF's plans and exercises, notably on the O2 Car Park, were used. Our comments are below.

## **Policy WH1: West Hampstead Interchange Area**

### **Q83. Do you agree with Policy WH1? If not, what changes are needed and why?**

We very largely agree. Subject to the comments below.

Could we have an additional policy paragraph at this point, although it is mentioned later in the document, along the lines of "(Must) Not provide a through vehicular route from Blackburn Road to the Finchley Road"

Policy para f. We would like to see more emphasis on wider pavements, being one of our core issues in this area, and one that will be difficult to achieve. We suggest changing the final clause to: ", through providing wider pavements and other measures such as urban greening and improved crossings"

Para 9.5. Last sentence. "...substantial new retail uses must be located within the designated Finchley Road / Swiss Cottage town centre part of the Growth Area". Does this mean that groups of smaller independent retailers can be accommodated outside the town centre, and if so, could this be made clear?

Para 9.8. Agree. Improved access is a key policy in the NDP

Para 9.11. First paragraph. Does this mean *all* properties in Blackburn Road? The NDF thinks it should do.

Para 9.12. Excellent!

### **Q84. What do you think the infrastructure priorities should be for this area allocation and why?**

Improved access through the area including wider pavements. Green space. Improvements to West Hampstead Underground station, with step-free access. Additional doctor's surgeries. Water infrastructure.

### **Q85. Is the boundary shown in Figure 9.1 appropriate in the context of Policy WH1? If not, what changes are needed and why?**

We wondered why the two areas highlighted in blue on your map, attached, were omitted. The section of Broadhurst Gardens has two possible development sites, 153-163 Broadhurst Gardens

and the adjacent ENO site. The Finchley Road section has the potential to be upgraded in connection with the O2 Centre. (Also, the overground and underground stations are misplaced on this map. Correct locations are shown in blue on the map. While the NDF would be delighted to have the underground station on the other side of the road, this is a bit premature!)

**Q86. Are there any other key sites which should be referred to in Figure 9.1?**

In addition to the Broadhurst Gardens and Finchley Road sites referred to in Q 85, the Builder Depot site at 14 Blackburn Road will be pivotal in the full development of Blackburn Road. We feel it should be mentioned at least in connection with 13 Blackburn Road.

**Policy WH12: O2 Centre...**

**Q87. Do you support Policy WH12? If not, what changes are needed and why?**

Yes, subject to a few comments below. We think that the proposals reflect a strong local view of what can be achieved on this site and reflects the conclusions of the NDF Workshop held to discuss the site.

Policy para d. We strongly agree, but could it be clearer there will be no vehicular route connecting West End Lane and Finchley Road.

Para 9.1. We found this paragraph slightly confusing. Perhaps the “not” should be moved.

“ It is ~~not~~ anticipated that the O2 Centre itself will *not* be redeveloped and will remain operational, however the ...”

Para 9.22. We didn’t quite comprehend the “parking spaces in off peak time etc. “. It does not seem self-evident so some clarification would help.

**Q88. Is the boundary shown in Figure 9.2 appropriate in the context of Policy WH12?**

Add the previously mentioned section of Finchley Road, especially as this site is already held by multiple owners.

**Policy WH13 - 13 Blackburn Road**

**Q89. Do you support Policy WH13? If not, what changes are needed and why?**

Yes largely, and we agree with and support the proposed development, subject to some details.

Could the use of “commercial” in Policy WH13 be replaced with “ retail and commercial”, as the current proposal includes retail space which will help improve the streetscape?

Could we add the importance of maximising pavement width in Blackburn Road?

We also believe that the rest of the buildings/sites in Blackburn Road should comply with paragraphs 9.28, 9.30 and 9.31. In particular, the Builder Depot site, should the existing permitted development not be completed, forms an important part of the streetscape of Blackburn Road and should meet the same conditions.

**Q90. Is the boundary shown in Figure 9.3 appropriate in the context of Policy WH13?**

The boundary shown is the boundary of the No13. We would have preferred all of Blackburn Road and some of the West End Lane adjacent frontage to be considered as a single site to assist a coordinated approach with Policy WH12 O2 Centre, carpark and car showrooms sites

**Policy WH14 188-190 Iverson Road**

**Q91** We support this policy.

**Policy WH15 – Other development sites**

**Q93.** We have mentioned other sites in our responses, 153-163 Broadhurst Gardens and the adjacent ENO site, and the Builder Depot site at 14 Blackburn Road, which are all potentially important in improving/maintaining the streetscape in and around the West Hampstead Interchange Area. It would be helpful if there was a mechanism to ensure that they are covered by the general policies in Policy WH1 for the Interchange area. This could be accomplished by the two in Broadhurst Gardens being included in the West Hampstead Interchange area, and all three being included on this page. The ENO and Builder Depot are both specifically mentioned in the NDP.

**Policy IDS10 - Gondar Gardens Reservoir**

**Q113. Do you support Policy IDS10?**

We largely support this policy, in particular the emphasis on conservation and the number of proposed units. We would like Policy IDS10 paragraph d. to be stronger in requiring that any building design should match the character of the adjacent mansion blocks.

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