

# FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

Adopted by Camden Council September 2015





**WEST HAMPSTEAD NDF**  
Neighbourhood Development Forum

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# POLICIES & RECOMMENDATIONS

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# INTRODUCTION

- 1.1** This Neighbourhood Development Plan (**NDP, the Plan**) has been drawn up using the powers in the Localism Act 2011. The Plan was written by the Fortune Green & West Hampstead Neighbourhood Development Forum (**NDF, the Forum**) which was established in January 2012. The Forum was recognised by Camden Council in May 2013.
- 1.2** The Plan has been written to conform with the policies and objectives of the *National Planning Policy Framework (NPPF)*, March 2012. It has been prepared with the aim of contributing to the achievement of sustainable development and is prepared in accordance with the presumption in favour of sustainable development.
- 1.3** The Plan has also been prepared to be in general conformity with the strategic policies in the development plan: the London Plan (2011) (as amended) and the relevant Local Plan - Camden Council's adopted planning policies: *Camden Core Strategy (CCS)* 2010-2025 (adopted 8 November 2010); Camden Development Policies 2010-2025 (adopted 8 November 2010); and Camden Site Allocations (adopted 9 September 2013).
- 1.4** As well as the three over-arching plans - at National, London and Local level - the Plan draws on and adds to Camden Council's Supplementary Planning Guidance. It also reflects the recommendations in *Camden Council's Place Plan for West Hampstead* (March 2012), and has drawn on the consultations and findings upon which this document was based.
- 1.5** The Plan provides planning policies and guidance at a neighbourhood level. It has been drawn up by people living and working in Fortune Green & West Hampstead, for the benefit of people who will live and work in the Area in the years to come. As demonstrated in the Consultation Statement that accompanies this document, the Plan is based on extensive discussions, engagement and consultation to ensure that it clearly reflects the will of the community and has broad support. It is important that Fortune Green & West Hampstead clearly benefits from development and the challenges it brings.
- 1.6** The Plan sets out policies (**in blue boxes**) for the future development of the Area between **2015 and 2031**. The end date has been chosen as it marks the end date of the current London Plan and the end date of its growth target for part of West Hampstead (the West Hampstead Growth Area). The Plan seeks to provide a framework for how planning decisions will be made in the Area, with clear policies to be followed and applied.
- 1.7** The Plan also sets out recommendations (**in green boxes**), which describe non-statutory complementary action which will help achieve the Vision and Objectives (see 3.1), and which are in support of the Plan's policies. In order to produce a Plan that is clear, accountable and has wide support, these recommendations (or projects) are included next to policies to which they refer.

For the avoidance of doubt, it is emphasised that these are aspirations and do not constitute or suggest agreement with Camden Council or other relevant bodies to fund or act on them.
- 1.8** Within the policy section of the Plan, the text sets out the justification for the policy. While the policy takes precedence, the text explains the formation of the policies and provides further detail as to how the policies should be implemented.
- 1.9** The mechanism for the achievement of both the policies and the recommendations in this Plan is set out in the **Delivery Plan** (see section 5). It is noted that all eligible development must pay the Community Infrastructure Levy (CIL) as well as - by way of a Section 106 Agreement - contribute to the costs of any specific site requirements that are necessary to make the development acceptable in planning terms; that are directly related to the development; and which are fairly and reasonably related in scale and kind to the development. The Plan highlights that development should contribute towards the positive development of the Area in different ways. Contributions may be in the form of both CIL and S106 financial contributions and/or appropriate design measures and 'in kind' improvements.

The neighbourhood portion of the CIL can be spent on a wide range of items, provided that they meet the requirement to support development of the Area.

- 1.10** Planning applications that accord with the policies in this Plan - as well as the NPPF, London Plan & Local Plan - will be approved without delay. Planning applications that conflict with the policies in this Plan will be refused, unless material considerations indicate otherwise.
- 1.11** While it is recognised that development decisions mean weighing up a number of factors in determining whether to develop sites or buildings, the Neighbourhood Plan requires the application of its Vision, Objectives and Policies in all schemes in the Area. Rather than repeating **viability** as a factor throughout this Plan, it is highlighted here that the viability of development is recognised as an essential element of delivery and will be taken into consideration when proposals come forward as set out in para 173 of the NPPF. Depending on the nature of each development, some objectives may have a higher priority in the circumstances at that particular time than others.
- 1.12** The Plan should be read alongside the three **supporting documents** which accompany it.

They are:

- Statement of Basic Conditions
- Consultation Statement
- Strategic Environmental Assessment



# 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 (**see Map 1**). The Area 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 A5 road and the Camden-Brent boundary. The two wards are often counted as one area by community groups and residents. 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 in May 2013.

**2.2 Historical records** show that until the 19<sup>th</sup> 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 development of the Area from the 1870s to the turn of the 20<sup>th</sup> century has given the area a distinctive and attractive appearance – from individual houses, to terraced housing, to mansion blocks, to streetscapes, to the overall image of the Area. The main architectural feature of the Area is the notable red brick Victorian and Edwardian terraces and mansion blocks. These buildings have numerous design features, detailing and characteristics – which are highly valued and appreciated. The Area therefore has a strong and distinct architectural heritage- including a significant number of listed buildings as well as large conservation areas – which are extremely 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.

**2.3 Census data** for 2011 reveals the following statistics for the Area:

- A population of nearly 24,000 - a 16.5% increase on 2001
- There are 11,000 households - a 13.5% increase on 2001
- Most housing consists of flats or apartments (71%)
- Owner occupied households account for 36% of housing; 44% is private rented & 20% is social rented
- A high proportion of the population is aged between 20-44 (56%)
- The economically active working age population (16-74) is 77%
- Most of the working age population is employed in managerial or professional roles (69%)
- The Area covers 189 hectares.

**2.4** There are plans for significant development and associated population increase in the **West Hampstead Growth Area** (See Map 4 & section 4B). The London Plan sets a target of a minimum of 800 new homes and 100 jobs between 2010 and 2031. Population projections for the Area as a whole suggest there will be significant population growth in both Fortune Green and particularly West Hampstead wards in the coming years and decades from both new development and increased household sizes (*see ‘GLA ward-level population projections’*). This growth in the Area’s population will place additional pressure on services, resources and infrastructure.





— Neighbourhood Boundary

Map 1: Neighbourhood Plan Area

Neighbourhood Plan Map

Scale 1:2500 (A0)  
0 125 250  
Metres

**2.5 Recent development** in the past decade has 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. While this Plan cannot affect recent development or consented planning applications, it is worth noting the issues that have been raised during work on this Plan.

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 five storeys high, new developments of six storeys or higher are likely to cause strong objections. While new buildings should not slavishly copy the style of buildings built in the late 19th century and early 20th century, there is a broad consensus that new development needs to fit in with existing development in the Area. In most cases, this means buildings that are not starkly modern or out of place. There is also widespread support for most buildings to be predominately made of high quality red brick or London stock brick. Recent buildings made of grey brick have proved to be unpopular and are widely considered to be inappropriate for the Area, because of their impact on conservation areas and the overall character of the Area. *(For more detail on this issue, please see the Consultation Statement and its appendices).*

**2.6 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.
- Greater efforts to protect buildings and the street environment in conservation areas.
- More positive engagement by developers with the community.

A **survey** completed by 180 people in the summer of 2012 found that:

- the vast majority felt the Area had 'a village feel' (85%) did not want more high-rise buildings (75%)
- wanted more to be done to protect older buildings and design features (70%)
- wanted more of the Area to be included in conservation areas (61%)
- didn't think there was enough open space (66%)
- and wanted more street space given to pedestrians (67%).

The full results of this survey - and all the other research conducted by the NDF - can be found on the **Evidence Base** section of the NDF's website: [www.ndpwesthampstead.org.uk](http://www.ndpwesthampstead.org.uk) as well as in the **Consultation Statement**.

The findings of the NDF's extensive engagement, consultation and research - as well as all the documents which make up the evidence base (including the seven drafts of the Plan published before this final version) - form the basis for the Vision, Objectives, Policies and Recommendations which follow.