2024/1145/P 14 Blackburn Road.

Comments/Support from Fortune Green and West Hampstead NDF

The NDF recognises the interaction between this development and the larger O2 Centre redevelopment but understands that there is a basic planning principle that each application should be dealt with on its own merits. However, there are some comparisons/interfaces between the two schemes that warrant consideration, and these are mentioned below.

The NDF has been generally supportive of an earlier scheme on this site and of the run up to this one, given the opportunity to improve aspects of Blackburn Road, notably, increased housing provision, maintenance of the commercial premises and local jobs, improved pedestrian access, architectural improvements, increased flow of pedestrians and deterrence of low life.

This scheme largely meets those ideals.

The NDF has been pressing for action in the West Hampstead Improvement Area and Blackburn Road has always appeared to be the ripe for improvement. This scheme could achieve that relatively quickly. It seems clear that the O2 Centre scheme will not be active at this end of Blackburn Road within 10 to 15 years, or more.

The NDF is always concerned about the height of new schemes. This scheme appears to be acceptable in comparison with neighbouring buildings and, given the width of Blackburn Road, still not overly overbearing on neighbours.

The NDF notes that provision of car parking for residents would be contrary to current Camden policy given the site’s proximity to West Hampstead’s stations.

In regard to provision of Section 106 funding for improving access to West Hampstead and Finchley Road Underground stations, it is our understanding that the O2 centre scheme contribution is not dependent on the acquisition and development of 14 Blackburn Road. We understand that the developers of this application have made good contact with Transport for London and are cognisant and compliant with TfL’s plans for improved access at West Hampstead Station.