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Sent: 23 November 2014 13:14
To: Planning
Cc: Rosenberg, Phil (Councillor); Yarde, James (Councillor); Pober, Angela (Councillor)
Subject: Planning application 2014/5341/P-[REDACTED]

Dear Camden Council,

I am writing from the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) regarding the planning application for 159-161 Iverson Road.

The NDF supported the previous scheme (2013/7505/P) and welcomes the commitment to community engagement shown by the developer.

While many aspects of the new scheme appear to us to be acceptable (including the increased provision of affordable housing), we object to the increase in the height of the development from 6 to 7 storeys. The site is not in the West Hampstead Growth Area - and to build 7 storeys would exceed the already agreed height limits at the neighbouring development on Iverson Road (former garden centre site) and on other sites on nearby Maygrove Road.

As mentioned in the final draft of the Fortune Green & West Hampstead Neighbourhood Plan (which is now at examination stage), going above 6 storeys risks damage to the predominant character of the area and is unlikely to receive the support of local residents.

As the height of the new building will be most visible from the rear of the building (facing onto the railway lines), we are also concerned that not enough consideration has been given to the views of residents on Sumatra Road (no properties on Sumatra Road appear on the list of consulted neighbours).

We request that planning officers and councillors on the Development Control Committee give careful consideration to this application - and clearly justify any approach they take regarding the height of this new proposal. They should also consider the policies regarding height in the Neighbourhood Plan.

Yours sincerely,

James Earl
(Chair, Fortune Green & West Hampstead NDF)