

Dear Camden Council,

I am writing from the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) to comment on the planning application for 11 Blackburn Road (2015/3148/P).

1. We are very concerned about the lack of any apparent **pre-application consultation** by the applicant. Neither the NDF, nor any other groups, nor the local councillors, nor neighbouring property owners, were contacted in advance of the planning application being submitted. Such a dismissive approach is against the letter and spirit of the NPPF.

2. We are also concerned that the Design & Access Statement makes no mention of the **Fortune Green & West Hampstead Neighbourhood Plan**, which was approved in a referendum on 9th July 2015. This means the application has failed to consider all relevant planning documents and policies for the site.

3. In light of the above two points, we would strongly advise that the planning application is **withdrawn**. The applicant should ensure that a proper process of pre-application consultation takes place - and that the full planning context for the site is assessed - before any new application is submitted.

If the the applicant decides to proceed with the application, we would make the following points:

4. While we support the retention of the existing building in the new development, we can't see how the new structure makes any attempt to respect **local character** and the site context (see Neighbourhood Plan Policy 2).

5. The **height** of the new building is excessive. We consider a three-storey building would be more appropriate. We note that the documents submitted with the application fail to reflect the views from the north of the site - and make it extremely difficult to assess the impact of such a modern building (see Neighbourhood Plan Policy 2).

6. The development fails to accommodate any **affordable or social housing** - indeed it seems to have been designed to prevent any provision of this type of housing (see Neighbourhood Plan Policy 1).

7. We are concerned that the new building would have a negative and shadowing effect on **Billy Fury Way**. The NDF strongly supports enhancement to the network of local paths in the area (see Neighbourhood Plan Policy 9).

8. We note that the development is in the **West Hampstead Growth Area** and that any development of this site should comply with Neighbourhood Plan Policy 4.

9. While the NDF supports the redevelopment of **Blackburn Road** and the opportunity to enhance this part of the area, we are very concerned about developments taking place in isolation and without considering their impact on the immediate area. Overall, we think this development is a missed opportunity to bring wider improvements to Blackburn Road. We understand that the owner of Asher House is interested in a wider development on this part of Blackburn Road - and we would support such an objective as our preferred approach for this site.

10. If the application does go ahead, we would like the developer to give more consideration to **improvements** to Blackburn Road. We would like to see contributions to the planting of street trees on Blackburn Road and for a cycle path to link West End Lane to the cycle route at the bottom of Blackburn Road to the O2 Centre (see Neighbourhood Plan Recommendation Cii & Table 3, Priorities for CIL spending).

11. In terms of the **CIL money** from this development, we would like the funds allocated as follows:

75% to a fund for future improvements to West Hampstead Underground station (see Camden CIL infrastructure list, Feb 2015)

Of the 25% allocated for the Neighbourhood Area - this should pay for improvements to the Blackburn Road area (as detailed above) - specifically:

>the planting of new street trees along Blackburn Road

>a cycle path along the length of Blackburn Road, connecting West End Lane to the cycle path to the O2 Centre

>improvements to Billy Fury Way

I hope all these points can be fully considered before a decision is made on this important and significant planning application.

Best wishes,

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

