



REDINGTON FROGNAL ASSOCIATION

Umbrella body for residents groups in the Redington Frognal Conservation Area

Mr. David Glasgow  
Regeneration and Planning Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London WC1H 9JE

21 December 2016

Dear Mr. Glasgow,

Reference: 2015/6455/P 156 West End Lane

Redington Frognal residents are heavy users of West End Lane and its retail facilities. It is widely considered that the development of housing blocks by Ballymore will have a very negative impact on the West End Lane village environment. It is important to now ensure that the West Hampstead town centre does not become further degraded and that the mistakes of the Ballymore development are not repeated.

West Hampstead is in danger of losing its sense of place and of being transformed into a sea of soulless high-rise blocks. Residents are opposed to the introduction of high-rise buildings into the Fortune Green and West Hampstead Neighbourhood Plan Area, including on West End Lane, which is characterised by mid-rise development.

Until now, West End Lane has been thriving due to its village-like quality and attractive appearance. This will be severely compromised by the introduction of high-rise blocks, which will also cause shading to the street and to adjacent areas.

The alternative vision, proposed by Fortune Green and West Hampstead NDF / Create Streets, demonstrates a real understanding of the area and the need for a replacement development, in such a key location, that will positively enhance the streetscape. The alternative proposal presents a unique opportunity to build a design which will add value to the area and be appreciated by residents and traders. This mid-rise scheme will blend harmoniously with adjacent Edwardian mansion blocks and is supported by Redington Frognal residents.