



Dear Camden Council,

I'm writing from the Fordwych Residents Association (FRA) to comment on the planning application for the West Hampstead Farmer's Market. Our comments are listed below.

The FRA supported the establishment of the farmer's market. FRA members enjoy using the market and are keen to see it continue. In general, we support the plans for it to be able to expand its offer to local residents. However a number of issues have been raised in terms of the expansion of the market from one day a week to seven day a week operation which we would like to see addressed.

1. Hours of operation: these seem somewhat excessive and are likely to cause disruption/problems. For Saturday, the existing hours of 1000-1400 work well and could be expanded to 1700, but until 2000 seems too late.

For Sunday, residents living near the site would probably want some rare peace and quiet on a Sunday morning, so we suggest 1200-1700.

For weekdays, we are concerned about the impact on pedestrian movement through the site during the morning rush hour and the impact on local shops/cafes/businesses, so we suggest a later start time of 1000.

2. One of the main aims in creating the pedestrian forecourt was to give more space for **pedestrian movement** in the area. We are concerned a seven day market would restrict this, particularly at busy times. We therefore suggest that the stalls on Monday to Friday are in a single line against the green wall, so as not to restrict pedestrian flow.

3. Following on from the above point, while we would welcome new permanent **seating** on the forecourt, this needs to be sited to avoid impeding and restricting pedestrian movement/flow. Although the seating is referred to in the DAS, there is no indication where it (or the proposed new planters) will be located.

4. We are concerned about a possible negative **impact on local shops and businesses**, caused by 7 day operation at the proposed hours. We believe an amendment to the permitted hours, as suggested above, would help with this. Other restrictions may also be necessary.

5. A previous (and short-lived) food-based weekday market on the site prompted complaints about **noise and cooking smells**. While the DAS seeks to address noise issues - there is nothing about smells and fumes. This issue also needs to be addressed by the applicant.

6. A 7 day market is likely to attract greater amounts of **litter**. The provision of additional waste/recycling bins would be welcomed.

7. An expanded market is likely to exacerbate **parking problems** in the area. At the moment, traders at the Saturday market park their vans and vehicles on Maygrove Road. This has prompted complaints from local residents who find it difficult to park. It's expected the vans will also park on this road on a Sunday. However, on weekdays, parking restrictions are in place so traders will not be able to park in the area. It does not seem this issue has been fully addressed. In addition, traders should be prevented from parking on the double yellow lines adjacent to the site on Iverson Road and should be asked not to leave their engines idling.

8. We are very concerned about the **safety of the Iverson Road/West End Lane junction**, which has been the site of accidents in the recent past. It is a very busy (and at times dangerous) junction for both vehicles and pedestrians. As of September, it will also be on the walking route for pupils travelling to and from the new Liddell Road school. The junction is exceptionally busy during the morning rush hour on weekdays (around 8am to 10am). We therefore suggest the market should not be operational at this time and no deliveries should be made at this time.

If the above issues can be satisfactorily addressed by the applicant and the Council, we would support approval of the planning application.

However, given the number and scope of concerns, we request that this is a time-limited approval (we suggest 6 months). After which time, there should be another planning application/consultation, so any outstanding issues can be addressed - and local residents/businesses can have their say on whether they want the new arrangements to continue.

Yours sincerely,

James Earl
(Chair, Fordwych Residents Association)