

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/2391/P	Richard Milestone	44 Agamemnon Road London NW6 1EN	04/07/2017 14:42:00	OBJ	<p>Like many local residents I was delighted when the farmers" market opened a few years ago. It provides a great focal point for the community at the weekend and encourages people to get out and see what"s going on on the local high street. Because you have to walk past the shops to get there, you are encouraged to go into the shops and spend money and I think most people would agree that the market has been of huge benefit to the shops and cafes on West End Lane.</p> <p>However, I have grave concerns about assuming that because a 4 hour Saturday morning market has been fruitful for the area that that somehow translates into a 7 day, all day, market being a success. It is an entirely different beast.</p> <p>Once the market is a permanent feature, it no longer complements the high street, it is in competition with it. Shops that have high rents and rates will be unable to compete with market stalls with their lower costs and prices and before we know it, we will start to see the collapse of West End Lane. Those of us who have lived here for more than a decade will remember that it wasn"t that long ago when the high street had little of interest on it and I"m sure no one wants to go back to those days.</p> <p>A full time market would also see a huge increase in footfall in the local area. Saturday mornings are pretty crowded already and that is without having huge numbers of commuters streaming out of the Thameslink to the tube and Overground and vice versa throughout the day. Anyone who has stood on the bridge at rush hour or in the evenings and seen the quantity of people moving between the stations will understand the concern here- there is scarcely enough room as it is and the idea of plonking a market in the middle of the thoroughfare is only going to make pedestrian flow even more difficult.</p> <p>Finally, whilst there might be an argument for increasing traffic further to encourage people out of their cars, there is a significant spike in traffic along West End Lane and Iverson Road on Saturday mornings when the market is operating which is not generally seen the rest of the weekend. During the week, traffic along these roads is fairly horrendous and it seems obvious that a full time market would make things even worse. Even if you don"t care about the plight of drivers please think about the children (and adults) having to walk along West End Lane with increased fumes from the increased amount of traffic, sitting stationary along the route.</p> <p>Fortunately I don"t live in the area but I have friends who do and understand that the parking situation along Iverson/Maygrove etc.. is pretty horrendous due to the amount of new building in the area. Presumably this would make matters even worse.</p> <p>For these reasons, I"m afraid I strongly object to the proposal and would even have doubts about whether I would support something more modest like a Sunday morning market.</p>