

## A. HOUSING, DESIGN & CHARACTER HOUSING

### POLICY 1: Housing

Residential development shall provide a range of housing types, to meet a range of needs, as appropriate, related to the scale of the development.

This shall be achieved by:

- i. The provision of affordable, social, intermediate, and shared-ownership housing - in line with the 50% target as set out in the development plan.
- ii. The provision of a range of different unit sizes, including three and four bedroom homes, where appropriate, suitable for families.
- iii. The appropriate provision of homes for the elderly and disabled, which promote accessibility.
- iv. The provision of homes which aim to meet or exceed national environmental standards and for zero-carbon homes.

**A1.** In accordance with the **Vision and Objective 1**, the focus of development shall be to provide new housing to meet the needs of a growing community. In addition, all development in the Area - whether residential or commercial - will need to be well designed so as to complement and reflect existing buildings in the Area (**Objective 2**).

**A2.** With rising house prices, the issue of **affordable housing** is extremely important in any new development. The definition of affordable housing is set out in Annex 2 of the NPPF and includes: social rented, affordable rented and intermediate housing - which is "provided to eligible households whose needs are not met by the market". The Camden Core Strategy (CCS) (Policy CS6) says it will "seek to ensure that 50% of the borough-wide target for additional self-contained homes is provided as affordable housing". It also (6.35) will "seek a mix of homes of different sizes, which should include small homes as well as large ones". These borough-wide aims shall be fully applied in the Area, subject to Camden Council's sliding scale and minimum development size criteria.

**A3.** Consideration needs to be given to the different needs of people living in different forms of housing. Council and housing association run estates – such as West End Sidings, Templar House, Westcroft Close, Lymington Road and Lithos Road – need to be well run and maintained, and should not be neglected as the rest of the Area is developed. There is also a need for Council provision of new **social housing** in the Area - particularly 3 and 4 bedroom properties for families.

**A4.** The Area has a high and growing number of homes in the **private rented sector**, which can have the effect of producing a transient and unconnected section of the local population. It is necessary to accommodate and assess the needs and requirements of this important and growing section of the community. Census figures for 2011 suggest 44% of the Area's households are in private rented housing (significantly higher than the Camden average of 32%). This figure is likely to grow in the years ahead - and, based on current growth, could soon exceed 50%. With many of the newer properties in the Area being bought by investors to rent, greater thought needs to be given to this issue.

## A. HOUSING, DESIGN & CHARACTER HOUSING

Some local authorities are introducing a register of private landlords in their areas in order to give greater protection to private tenants and make landlords more accountable; it is recommended that this is something Camden Council should consider, following the example of other councils in London which have taken such action.

- A5.** The condition of some Houses in **Multiple Occupation** (HMO) in the Area has been raised in consultation as an issue of concern - particularly the poor quality of such development and the lack of enforcement of existing rules (both building regulations and environmental health). This relates to both the interior and exterior of such developments. The conversion of houses into multiple units should be strongly controlled and high standards enforced. In the case of new conversions where planning permission is required, there should be restrictions covering: the number of units to be provided within an existing property; the effect on the character and appearance of the building, or adjacent buildings or the streetscape; the impact on neighbouring residential properties and amenities; and the provision of adequate storage space for waste and recycling bins and containers.
- A6.** As the population ages - both in the UK and in the NDP area - greater thought and consideration needs to be given to **elderly residents**. Accessible homes designed for older people will need to be incorporated into some new developments, to enable older residents to stay in the area and to downsize. Provision should also be made for additional sheltered housing in appropriate locations. Developers should engage with relevant user groups at an early stage in order to ensure that the specific needs of elderly and disabled people are taken into account; and should be encouraged to extend their product range to meet these needs.
- A7. Student housing:** a number of large developments for student housing have recently been developed (on Blackburn Road & Midland Crescent – proposed). In all this will provide nearly 500 student units. The vast majority of universities in Camden are in the south of the borough. As there are no major higher educational institutions in the Area or near to it, additional large-scale student housing has not been identified as a priority need for development within the Area.

## A. HOUSING, DESIGN & CHARACTER DESIGN

### POLICY 2: Design & Character

All development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead.

This shall be achieved by:

- i. Development which positively interfaces with the street and streetscape in which it is located.
- ii. Development which maintains the positive contributions to character of existing buildings and structures.
- iii. Development which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.
- iv. Development which has regard to the form, function, structure and heritage of its context - including the scale, mass, orientation, pattern and grain of surrounding buildings, streets and spaces.
- v. A presumption in favour of a colour palate which reflects, or is in harmony with, the materials of its context.
- vi. New buildings and extensions that respect and are sensitive to the height of existing buildings in their vicinity and setting. Tall buildings in the Growth Area will need to have regard to their impact on the setting of the two immediately adjacent conservation areas, in order to avoid any negative impact on them.
- vii. Extensions - and infill development - being in character and proportion with its context and setting, including the relationship to any adjoining properties.
- viii. The provision of associated high quality public realm.
- ix. Having regard to the impact on local views across the Area and the streetscapes within the Area (as identified in A11 and Map 2).
- x. Development which aims to fulfil the criteria set out in Building for Life 12 (as detailed in A18).

# CHARACTER PHOTOGRAPHS



## A. HOUSING, DESIGN & CHARACTER DESIGN

**A8.** The **NPPF** states as a core planning principle (paragraph 17) that planning should “always seek to secure **high quality design and a good standard of amenity** for all existing and future occupants of land and buildings”. It also states (56) that “good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people”. The London Plan (Policy 7.6) says that “architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and designs appropriate to its context”. These principles and policies shall be clearly and demonstrably applied in Fortune Green and West Hampstead.

**A9.** The **NPPF** (60) states that it is “proper to seek to promote or reinforce local distinctiveness” and says (58) that development shall “respond to local character and history, and reflect the identity of local surroundings and materials”. As outlined in 2.2 & 2.5 many parts of Fortune Green and West Hampstead have a clear **architectural heritage** – with an attractive character and a distinct local identity. These positive features are strongly supported (as set out in the Consultation Statement) and need to be protected and preserved. New developments in such areas – particularly terraced streets – need to be sensitive to the defining characteristics of the local area in terms of their proportion, height, scale, massing, materials, storey height and rooflines. Larger developments, while reflecting new design, need to incorporate design features that reflect the character of existing development, using materials (such as red brick) which complement existing buildings. Innovation is not ruled out, however schemes incorporating innovation will need to make a persuasive case for such development and demonstrate the suitability of such schemes.

**(Also see character photographs)**

**A10.** The **height** of existing development in Fortune Green and West Hampstead makes a significant contribution to the overall character of the Area. The **NPPF** (59) recognises height as an important consideration and that design policies “...should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally”. Much of the Neighbourhood Plan Area consists of terraced housing, which is normally two or three storeys high. Mansion blocks tend to be four, five or six storeys in height.

New buildings and development will need to be based on a human scale and efficiently use the site area. High density developments are not ruled out, and it is noted (*see recent reports on ‘Mid-Rise Housing’ from the Prince’s Foundation and other groups*) that high densities can be achieved through high quality design, without the need for tall buildings. In order to promote and reinforce the distinct and widely appreciated local character of Fortune Green and West Hampstead, new development shall respect, and be sensitive to, the height of existing buildings in their vicinity and setting.

**A11.** Also of importance to the character of the Area are the **views** across it, which give a widely appreciated sense of openness and space. **(See Map 2)** Of particular note are the views to the east to Hampstead (in particular the view of St John’s Church) and, from the higher parts of the Area, the views to the south to the skyline of central London. Views of, from, and around the Area’s conservation areas are of great importance to their setting. The railway corridors provide the space for significant views across the Area and an important sense of openness - in particular in and around the West Hampstead Growth Area. In addition, streetscape views are important, particularly in areas of terraced housing and mansion blocks. The streetscapes of the main roads through the area - especially West End Lane, Fortune Green Road and Mill Lane - are also of note.

**(Also see views photographs)**

## A. HOUSING, DESIGN & CHARACTER DESIGN

**A12. Infill developments:** any replacement of a house or houses, or addition of a new house, within an existing terrace should be to the same scale as the terrace, including the roofline. It should be similar in form, materials and details. Replication of particular exterior details is strongly recommended where such details are consistent in streets. Houses should be set back from the pavement and match or fit the building lines of existing properties, with front garden areas remaining unpaved. The same principles should apply to vacant sites in streets where there is already a pattern of existing development.

**A13. Garden developments:** in order to protect the Area's green/open spaces, the development of new dwellings in private gardens should be avoided. If any developments are approved, they should maintain a much lower profile than existing housing stock, usually one or two storeys. (Also see Policy 17).

**A14. Roof extensions** and loft conversions should fit in with existing rooflines and be in keeping with existing development. Such extensions should be in proportion to the existing building and should not block views.

**A15. Basement developments:** there is concern in the Area about the increasing number of such developments. These concerns include the effect on the structural stability of adjacent properties; damage or loss to the character and biodiversity of gardens; the impact on sustainable drainage; and the impact on carbon emissions. Camden Planning Guidance (CPG4) states that the council will only permit basement and underground developments that do not: cause harm to the built and natural environment and local amenity; result in flooding; or lead to ground instability. The NDP fully supports the requirement for full and rigorous Basement Impact Assessments before any such applications are considered. The Guidance cites West Hampstead, South Hampstead and Cricklewood as areas that have been identified as being subject to localised flooding from surface water due to local soil conditions and topography; it also cites a large number of streets in the Area that have been subject to surface water flooding in the past.

Basement and underground developments in these areas should therefore be normally avoided. Given that some of the existing Victorian and Edwardian housing stock was built with basements and cellars, it is considered that some sites in the Area may be able to accommodate one storey basement developments (subject to the requirements set out in CPG4). However, there needs to be greater caution about basements deeper than one storey to ensure that they do not raise concerns about the stability of existing buildings - many of which were built with shallow foundations - and do not cause problems for surface water drainage.

**A16.** New development should also seek to achieve high **environmental standards** and support the aims of the NPPF (95) in "the move to a low-carbon future". Development should aim to reduce greenhouse gas emissions, support energy efficiency - and, where possible, should aim to exceed national standards. The national target for zero-carbon new homes from 2017 is welcomed and should be applied in this Area before that date. Measures to retrofit existing buildings to make them eco-friendly and sustainable are strongly supported. Such measures have been trialled elsewhere in Camden, including in conservation areas, and would be welcomed in Fortune Green and West Hampstead.

**A17.** All development should provide adequate space for **waste and recycling** bins and containers. Such provision should not encroach onto pavements and should not have a negative impact on the public realm.

## A. HOUSING, DESIGN & CHARACTER DESIGN

**A18.** In line with the policies in this section and other sections of this Plan - as well as the findings in the Consultation Statement accompanying this Plan - the NDF strongly supports the 12 criteria set out in the **Building for Life 12** document - published in 2012 by Cabe at the Design Council, Design for Homes and the Home Builders Association. This sets out “the industry standard, endorsed by Government, for well-designed homes and neighbourhoods that local communities, local authorities and developers are invited to use to stimulate conversations about creating good places to live”. The NDF urges all those proposing development in the Area to consider these criteria and, where relevant, to seek to apply them. This is particularly important for those proposing large development which will have an impact on a wider area than the immediate site.

**A19.** The NPPF states (207) that “effective **enforcement** is important as a means of maintaining public confidence in the planning system”. It suggests local authorities publish information about their enforcement activities. During its consultations, the NDF found concern about weak levels of enforcement (including in Conservation Areas) and a lack of clarity about the processes involved. The NDF would welcome the publication of clear information about the enforcement of planning policies in the Area and greater transparency on this issue by Camden Council.

**A20.** In all development, this Plan welcomes and encourages early, positive and meaningful **engagement** between developers and those living and working in the Area. The NPPF states (188) that “early engagement has the potential to improve the efficiency and effectiveness of the planning application system for all parties” resulting in “improved outcomes for the community”. The NDF strongly encourages those planning development in this Area to use this Plan as the basis for positive and constructive engagement. This particularly applies to large developments, and any development in the West Hampstead Growth Area, where early, positive and ongoing consultation with the community is required.

*Complementary action: as elsewhere in section 4 of the Plan, in support of Policies 1 & 2 the recommendations which follow set out a range of actions which seek to complement and support the objectives of the above policies - and which the NDF will seek to promote with the relevant agencies (see 5.1)*

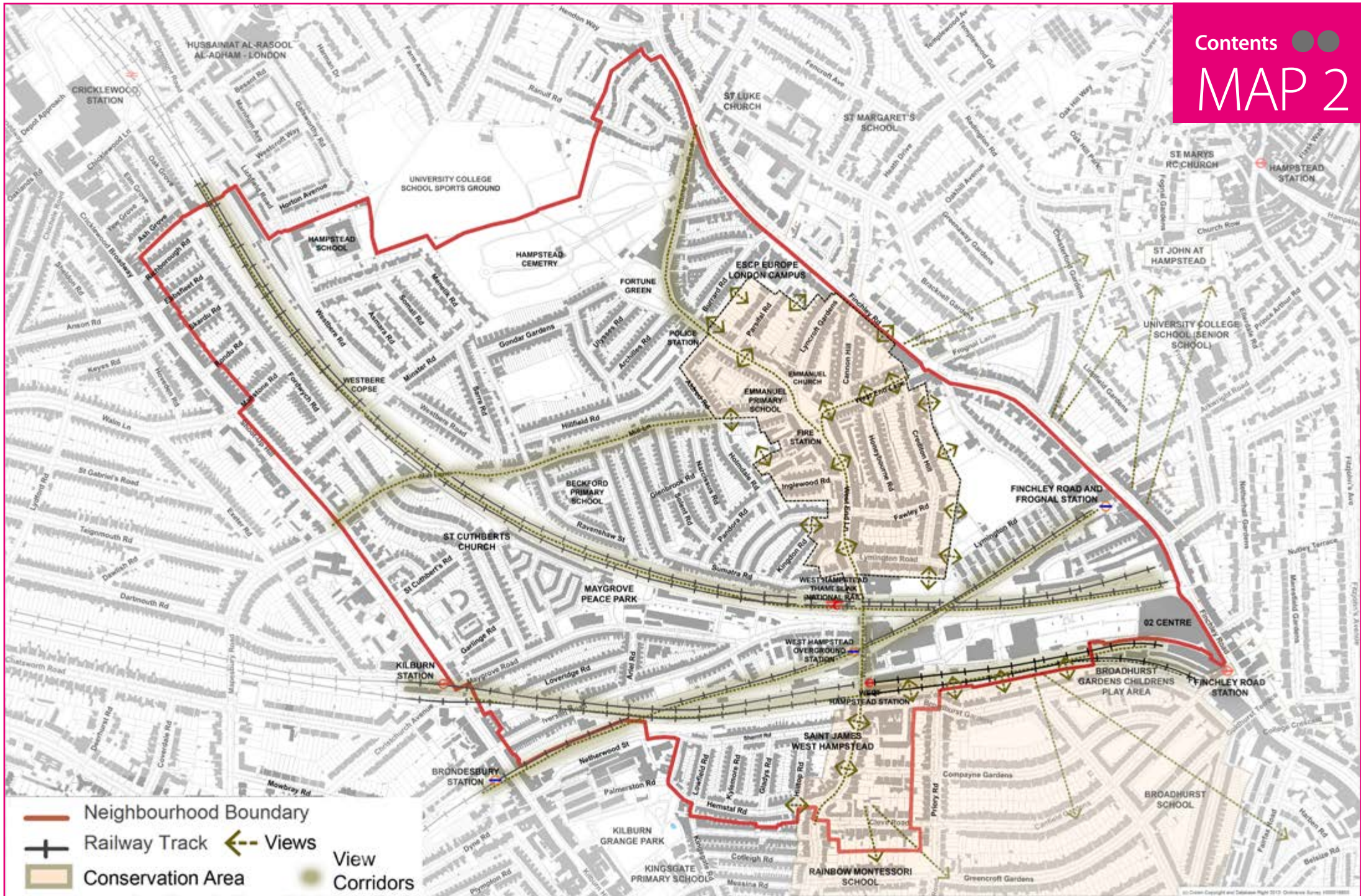
### RECOMMENDATION A: In support of Policies 1 & 2, the following actions are recommended to fulfil and complement the aims of these policies:

- i. That greater efforts be given to monitor and enforce approved planning applications and planning policies in the Area, and that this process is made more transparent.
- ii. That all large developments have - as a condition of their approval - the mandatory formation of a consultation group with local residents and groups, to discuss the development between planning approval and completion.
- iii. That significant schemes aim to retain the proposed architect or architectural practice for the development from application to completion - in order to give a consistent approach to design.
- iv. The introduction of a register of private landlords in the Area.
- v. That consideration is given to the needs of the large and growing private rented community.
- vi. The enforcement of more rigorous controls on HMOs.
- vii. The positive and proactive engagement with the community by those bringing forward plans for development - as plans are prepared and submitted, and as development takes place. All planning applications for development which is likely to have an impact beyond the immediate site should be accompanied by a Statement of Community Engagement.

# VIEWS PHOTOGRAPHS







- Neighbourhood Boundary
- + Railway Track    ← Views
- Conservation Area
- View Corridors

**Map 2: Local Views**  
 Neighbourhood Plan Map



## A. HOUSING, DESIGN & CHARACTER CHARACTER

### POLICY 3: Safeguarding and enhancing Conservation Areas and heritage assets

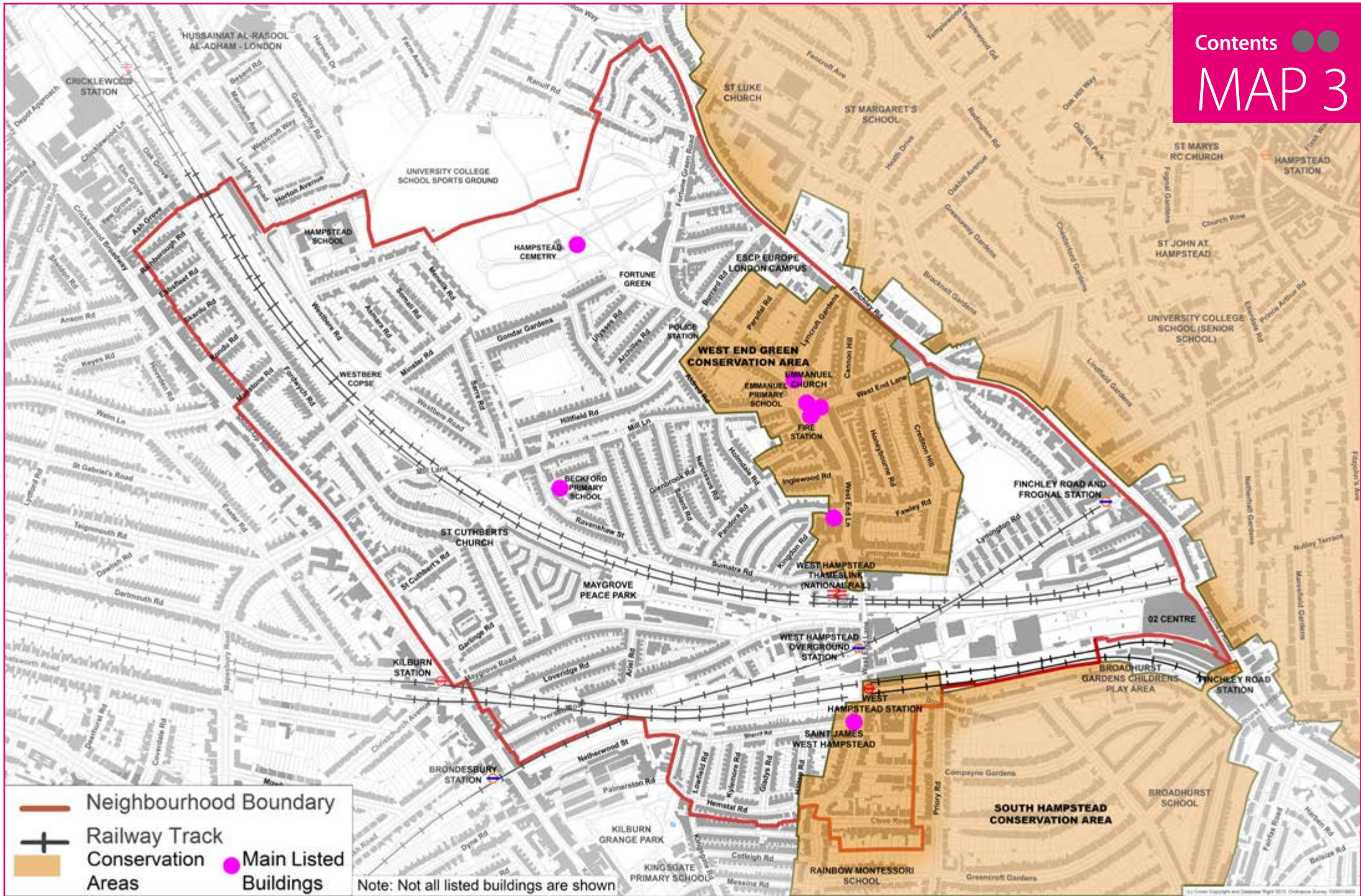
- i. Development that enhances or preserves Conservations Areas and heritage assets in the Area – as well as their distinct character, appearance, and setting – will be supported.
- ii. Proposals which detract from the special character, and/or, architectural and/or historic significance, and setting of Conservation Areas and heritage assets in the Area will not be supported.
- iii. In West end Lane, development will be expected to deliver improvements to the street environment and public realm of West End Lane, where appropriate. Such improvements shall be of a high standard and shall preserve or enhance the character of the West End Green and South Hampstead Conservation Areas (as appropriate).

**A21.** Significant parts of the Area are covered by **conservation areas**. These designated areas give a higher level of protection to buildings and land, with the aim of preserving and enhancing the architectural heritage. The **NPPF** states as a core planning principle (17) that heritage assets should be conserved “so that they can be enjoyed for their contribution to the quality of life of this and future generations”. It also encourages (137) local planning authorities to “look for opportunities for new development within Conservation Areas... and within the setting of heritage assets to enhance or better reveal their significance”.

**A22. The West End Green Conservation Area** covers a large part of West Hampstead. The *West End Green Conservation Area Appraisal and Management Strategy* (February 2011) recognises that the Conservation Area (CA) has a special character and seeks to outline the “the key issues and pressures that are affecting the area”. The Appraisal and Management Strategy (AMS) describes the CA as “London village” with a “village character”, which it describes as “a very homogeneous piece of Victorian and Edwardian domestic architecture and planning”. The CA was designated in 1993 and expanded in 2011. Despite the success of the CA in protecting the character and heritage of the area, the AMS highlights a number of problems and issues that need to be addressed to prevent a deterioration in the CA.

In terms of West End Lane, the AMS finds that “... signage is large and disorderly and the street and pavements are overlaid with clutter” and “...some recent ad hoc extensions from the restaurants are of poor design and quality” and that “the Lane has become cluttered with signs, barriers and advertisements”. It adds that “the proliferation of advertisements and decline of the shop fronts is detrimental to the area”. It suggests the declaration of an Area of Special Control of Advertisements to control and restrict the use of outdoor signage, which can degrade the streetscape.

In the rest of the area, the AMS notes concerns about poor quality alterations to houses, particularly windows and doors – as well as the demolition of boundary walls and the paving over of front gardens. It says “the erosion of the details and the gardens is detrimental to the quality of the residential area”. It says any new work or buildings in the area “should reflect the materials, colour palette, scale and character of the area” and that new development “must preserve or enhance the character or appearance” of the Conservation Area. In order to prevent a deterioration of the Conservation Area, the AMS suggests the use of an Article 4 Direction on residential and commercial properties in the Conservation Area. An Article 4 Direction imposes additional restrictions on alterations to properties without planning consent.



Note: Not all listed buildings are shown

**Map 3: Conservation Areas & Listed Buildings**

Neighbourhood Plan Map



Scale 1:2500 (A0)  
 0 125 250  
 Metres

## A. HOUSING, DESIGN & CHARACTER CHARACTER

The AMS also raises significant concern about the overall street environment of the area: “This is an area of fairly low grade public realm and very little original surfacing or street furniture. Worn-out and outdated concrete paving is a characteristic of the pavements; side streets are predominantly tarmac and in many cases lifted by tree roots”.

Consultations for this Plan revealed concerns among a large number of local residents and businesses about a lack of enforcement of the rules and policies of this Conservation Area. In particular, concern was also expressed about the state of West End Lane and damage to the historic character and streetscape of the road and its surroundings.

**A23.** The southern part of the Area includes a small part of the **South Hampstead Conservation Area**. As the vast majority of this conservation area is outside the Area of this NDP, it is not felt necessary to make extensive comments on this CA – other than to say that this NDP supports the strong enforcement of CA policies (including the existing Article 4 Direction) and requires the involvement of local residents in any changes to these rules.

**A24.** Residents in some parts of the Area have expressed interest in **new Conservation Areas**. The main proposal (as suggested in the West End Green Conservation Area AMS) is for a ‘Fortune Green Conservation Area’ covering the Green, the cemetery and the ‘Greek streets’ (Ajax Road, Agamemnon Road, Ulysses Road & Achilles Road). This could also include Hillfield Road and Gondar Gardens. Camden Council should keep their conservation areas under review and investigate the merits of designating new CAs in the Area, where a clear majority of residents request them.

**A25.** In addition to the list above, Camden Council is compiling a **Local List** for heritage assets that are of importance to the community as being significant elements of the borough’s heritage. It is proposed that these assets will merit consideration in the planning process. The NDF supports the formation of such a List and the protection it affords to these assets. The final version of this List should be based on widespread consultation and engagement in the local area - and be subject to regular review.

**A26.** The Area has a number of **listed buildings** which are widely appreciated and which provide an important element to the feel of the Area. These heritage assets, and their settings, should receive the highest possible levels of protection and care, in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990.

The main listed buildings in the Area are:

- Hampstead Synagogue, Dennington Park Road (1892-1901), Grade II\*
- Fire Station & firemen’s cottages, 325 West End Lane (1901), Grade II
- Emmanuel Church (1897-1903), Lyncroft Gardens, Grade II
- Beckford Primary School buildings (1885-6 & 1891), Grade II
- Hampstead Cemetery buildings & various gravestones (mainly Grade II)
- Public Conveniences (1890s), West End Green, Grade II
- Drinking Fountain, West End Green, Grade II
- St James’ Church (1887-8), Sheriff Road, Grade II

## A. HOUSING, DESIGN & CHARACTER CHARACTER

RECOMMENDATION B: in support of Policy 3 the following actions are recommended.

- i. The introduction of an Article 4 Direction on all commercial and residential properties on West End Lane.
- ii. The declaration of an Area of Special Control of Advertisements on West End Lane.
- iii. Consultations on new Conservation Areas where residents request them. Such consultations should be open to all those living or working in the Neighbourhood Plan Area.

## D. PUBLIC TRANSPORT

### POLICY 5: Public Transport

Development shall make appropriate provision for, and/or contribute towards, improvements to the public transport infrastructure of the Area – particularly in the West Hampstead Growth Area.

- D1.** Residents and businesses appreciate the excellent **public transport** the area offers, with good links to central London and beyond. The area is served by London Underground, London Overground and the Thameslink national rail route, as well as a number of bus routes. The NPPF states as a core planning principle (17) that planning should "actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling". This section seeks to fulfil this requirement, by promoting sustainable transport and the aims of **Objective 3**.
- D2.** There are **three rail stations in West Hampstead**, all in close proximity. Most recent statistics (2012/3) show that more than 16 million people use the three stations every year, with significant increases in usage.

**(See Table in Page 41)**

Many people from outside the Area use the stations and interchange between them. In addition, the large scale development of the West Hampstead

Growth Area, as well as sites near to it, mean there is additional pressure on these stations and the areas around them - particularly as nearly all such development is classed as 'car-free'. The area around the stations (often referred to as 'the **interchange**') is regularly crowded, with little room for pedestrians, causing them to spill over onto the road. This area is dominated by traffic, with narrow, cluttered and highly congested pavements – which are used both by local residents and commuters travelling in and out of central London. Urgent improvements to the public realm are needed in this area to make pedestrian movement safer and easier. Future developments in this area should be set back to provide wider footpaths. As the area around the stations is increasingly developed, there will be an ongoing need to support the improvement of the facilities at all three stations as the population increases. Improving the character of this area is also important, as it sits between two conservation areas. The current look and feel of this area can be unattractive and unappealing, with too many advertising hoardings and retail signs.



**Map 6: Public Transport**  
 Neighbourhood Plan Map

## D. PUBLIC TRANSPORT

### TRANSPORT TABLE

West Hampstead	2008/9	2009/10	2010/11	2011/12	2012/13	% increase 2008/9-2012/3
<b>Underground</b>	7,360,000	7,440,000	7,450,000	8,234,838	9,713,151	<b>32%</b>
<b>Overground</b>	1,500,000	1,315,000	1,897,000	2,880,760	3,674,166	<b>145%</b>
<b>Thameslink</b>	2,318,000	2,231,000	2,576,000	2,777,862	2,817,070	<b>22%</b>
<b>Total</b>	11,178,000	10,986,000	11,923,000	13,893,460	16,204,387	<b>45%</b>

(Source: TfL & ORR; total numbers of entrances & exits per station)

#### POLICY 6: Public Transport Facilities

Proposals to improve the capacity, quality and accessibility of public transport facilities in the Area will be supported at the following locations:

- *West Hampstead Underground Station:* to allow for additional capacity - including providing an expanded and/or new/second entrance; and a lift from street to platform level.
- *West Hampstead Overground Station:* to allow for additional capacity - including an expanded entrance hall; a new building set back from the existing building line; and lifts to both platforms.
- *Finchley Road Underground Station:* to allow for additional capacity - including an enlarged entrance hall and lifts to both platforms.
- *Finchley Road and Frognal Overground Station:* to allow for additional capacity - including an enlarged entrance and lifts from street to platform level.



## D. SUSTAINABLE TRANSPORT

### POLICY 7: Sustainable Transport

In order to encourage the safe movement of traffic on roads in the Area, and to promote a reduction in car use, development will be supported which includes the appropriate provision of:

- i. Car-free or car-capped developments.
- ii. Car club spaces.
- iii. Charging points and dedicated parking spaces for electric cars.
- iv. Contributions to safer road layouts, traffic calming, and the removal of rat-runs.
- v. Proposals which will result in a reduction in air pollution caused by vehicle emissions.
- vi. The appropriate provision of loading bays for commercial use that requires regular deliveries.

**D9.** As a busy urban area, a number of **roads** in the Area suffer from congestion, particularly the main routes through the Area: West End Lane, Fortune Green Road and Mill Lane. There are particular problems on the part of West End Lane around the railway stations, where the existing layout is not meeting the needs of vehicles or pedestrians. There are also concerns about speeding on some quieter roads and some routes being used as rat runs. Camden Council has introduced a borough-wide 20mph speed limit, which this Plan supports along with other road safety measures. The CSS (11.21) says “the demand for movement, deliveries and car parking on Camden’s roads already exceeds the space available, meaning that effective management of Camden’s road network is essential. The Council will seek to ensure that new development does not cause harm to Camden’s road hierarchy, or to the ability of the Council to manage the road network” and that (11.25) “the Council will also seek to ensure that the impact of construction traffic and the servicing of future developments are kept to a minimum”. Camden Council policy is for a reduction in car use and many developments in the area - especially those close to public transport links - are classed as ‘car free’ (this is a legal requirement on properties which prevents occupiers receiving a residents permit, which would allow people to park in the area). Census figures for 2011 show that 57% of households in the Area do not have access to a car or van (a 7% increase since 2001).

**D10.** The CCS (16.14) states that Camden suffers from poor **air quality** and that “the Council has declared the whole borough an Air Quality Management Area for failing to meet the government’s health based air quality objectives for nitrogen dioxide and particulate matter”. In order to reduce the emissions from vehicles in the Area, car reduction measures – such as car free developments, parking spaces for car club vehicles and charging points for electric cars – are strongly supported.

**D11.** There are a range of views on street **parking**, which this Plan does not attempt to address. Some businesses and residents have called for more short-term parking in retail areas and neighbourhood centres. Camden Council should bring forward proposals for such provision and consult with residents and businesses about how to take these plans forward. There is widespread concern about the parking of delivery lorries - particularly those servicing the small supermarkets on West End Lane - which block the road and cause congestion. Such premises should ideally be allocated parking space away from main routes.

## D. SUSTAINABLE TRANSPORT

**D12. Facilities for buses:** the Area is well provided by a number of bus routes, however a number of issues need to be addressed. Empty buses travelling between West End Green and Cricklewood bus garage should not use Mill Lane, as this route is not suitable for large double-decker buses. The layout of bus stops around the West Hampstead railway stations needs to be redesigned to reduce congestion and allow more space for passengers and pedestrians. It is likely that additional bus routes, and greater frequency of existing services, will be needed to accommodate the Area's growing population - particularly the rising population of the Growth Area and its car free developments.

### RECOMMENDATION F: in support of Policy 7 the following actions are recommended.

- i. A study to consider improvements to West End Lane around the three West Hampstead stations - including the possibility of widening the bridges over the railway lines, to give more space to pedestrians and cyclists.
- ii. The introduction of a lane rental scheme for road works in the Area.
- iii. The introduction of measures, including tough penalties, to prevent delivery lorries obstructing main roads in the Area.
- iv. Measures to monitor the air quality of the Area - particularly on West End Lane - and to publicly publish this information.

## D. SUSTAINABLE TRANSPORT

### POLICY 8: Cycling

Development shall promote improved provision for cycling throughout the Area and encourage cycling. This shall be achieved, where appropriate, by:

- i. Contributions to the improvement of existing bicycle lanes and paths.
- ii. Contributions to the provision of safe and well designated cycle routes, especially on the main roads through the Area: West End Lane, Fortune Green Road & Mill Lane - as well as on the main roads on the boundary of the Area: Finchley Road & Kilburn High Road/Shoot-up-Hill/Cricklewood Broadway.
- iii. Contributions to the provision of new bicycle lanes and paths.
- iv. Contributions to the provision of new bicycle stands in all parts of the Area - and particularly in town and neighbourhood centres.
- v. The provision of appropriate bicycle storage in residential and commercial development.

**D13. Cycling:** The London Plan (6.33) states that “the Mayor is committed to seeing a revolution in cycling in London. The quality and safety of London’s street environment should be improved to make the experience of cycling more pleasant and an increasingly viable alternative to the private car”. The CSS (Policy CS11) says the Camden Council will “continue to improve facilities for cyclists, including increasing the availability of cycle parking...and enhancing cycle links”. With more and more journeys in the Area being made by bicycle, better facilities and infrastructure are needed to accommodate and ensure the safety of such journeys.

Contributions to improve cycling opportunities will be sought where appropriate and may be in the form of financial and / or appropriate design measures or in kind improvement.

**RECOMMENDATION G:**  
in support of Policy 8 the following action is recommended.

- i. The extension of the London bicycle hire scheme to cover the Area.

## D. SUSTAINABLE TRANSPORT

### POLICY 9: Pavements & Pedestrians

Pedestrian access in the Area - particularly in and around the West Hampstead Growth Area - shall be improved by development that takes into account the following:

- i. Provides safe and wide pavements, giving the maximum possible space to pedestrians.
- ii. Is set well back from the pavement, where appropriate, with the aim of giving additional pavement space.
- iii. Improves accessibility for disabled people and those with push chairs.
- iv. Contributes to improved and safer pedestrian crossings - particularly on the roads listed in D14.
- v. Increases the amount of space for pedestrians around public transport facilities.
- vi. Improves the existing network of paths in the Area.
- vii. Contributes to the provision of new paths and, where viable, new crossings over the railway lines.

**D14. Pavements & Pedestrians:** The London Plan (Policy 6.10) says “the Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasising the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, decluttering and access for all”. The CCS notes (p.9) that walking accounts for nearly half the journeys taken by Camden residents and says (14.20) “the Council will seek improvements for all pedestrians to ensure good quality access and circulation arrangements, including improvement to existing routes and footways”.

There is strong support for additional space(s) for pedestrians in the Area (**Objective 3**). In many parts of the Area, pedestrians are forced onto narrow, uneven and poorly maintained pavements. A popular example of where additional space has recently been made for pedestrians is the entrance to the Thameslink station on Iverson Road. Other similarly creative schemes should be brought forward for other parts of the Area.

A particular problem is the pavements between the three stations on West End Lane. At busy times, especially during the rush hour, the pavements become congested and pedestrians regularly spill onto the road. During the course of its work, the NDF looked into the possibility of a survey of pedestrian movements and flows in the area to shape the design of future improvements and policies. The cost was beyond the financial resources of the NDF, but the Plan calls on Camden Council to implement such a study. This could be funded from S106 or CIL money. (see Transport Table)

There is scope to improve the safety of the pedestrian crossings to give more space for pedestrians, including wheelchair users and those with pushchairs on the following roads in the area:

- West End Lane
- Mill Lane
- Fortune Green Road
- Finchley Road
- Shoot-up-Hill

## D. SUSTAINABLE TRANSPORT

**D15. Street clutter:** a range of signs, traffic signals, bins, black boxes, railings and commercial signs appear on many pavements in the Area. In order to make more space for pedestrians and to improve movement these items should be minimised; where they are needed, they should be set back as far as possible or placed on side streets. Visual clutter - such as out of date street signs and estate agent boards - should also be minimised. Waste and recycling from residential and commercial premises should not be left on pavements for long periods. Fly-tipping should be strongly discouraged and heavily penalised.

**D16. Pathways:** a number of paths in the Area provide important pedestrian routes.

They are:

- Billy Fury Way (West End Lane to Finchley Road)
- Black Path (West End Lane to Broomsleigh Street)
- Potteries Path (West End Lane to Lymington Road)
- 'O2 Centre path' (Blackburn Road to O2 Centre)
- Wayne Kirkham Way (Mill Lane to West End Sidings estate)

These routes should be well maintained, well lit, safe and secure - including, where appropriate, the use of CCTV cameras. Where possible, they should also be opened up and widened. Due to concerns about its safety, Wayne Kirkham Way would benefit from renovation and/or redesign.

There is also a need for new pedestrian routes in the area, particularly in and around the Growth Area and for new crossings over the railway lines. The railway lines divide the area and are a barrier to movement, with limited crossing points. Suggestions for new crossings over the railway lines include new north/south routes through the Growth Area (see 4B).

### RECOMMENDATION H: in support of Policy 9 the following actions are recommended.

- i. The removal of clutter and obstructions from pavements and paths in the Area.
- ii. Efforts to promote the removal of unnecessary visual clutter, signs and advertising.
- iii. A survey of pedestrian movements around the three West Hampstead stations to inform and provide improvements for pedestrians in this area.

Such a scheme should consider:

- A new pedestrian crossing outside West Hampstead tube station and the removal of other nearby pedestrian crossings.
- An expanded pedestrian area on the railway bridge above the Underground lines, linking with the new pedestrian space at 189-199 West End Lane.
- A redeveloped London Overground station set well back from the pavement.
- The removal of all street clutter between the Overground station and Iverson Road to provide a clear pedestrian connection to the Thameslink station forecourt.

## G. NATURAL ENVIRONMENT

### POLICY 16: Local Green Space

The sites in the Area listed below (a-o) and identified on Map 8 are all designated as Local Green Space:

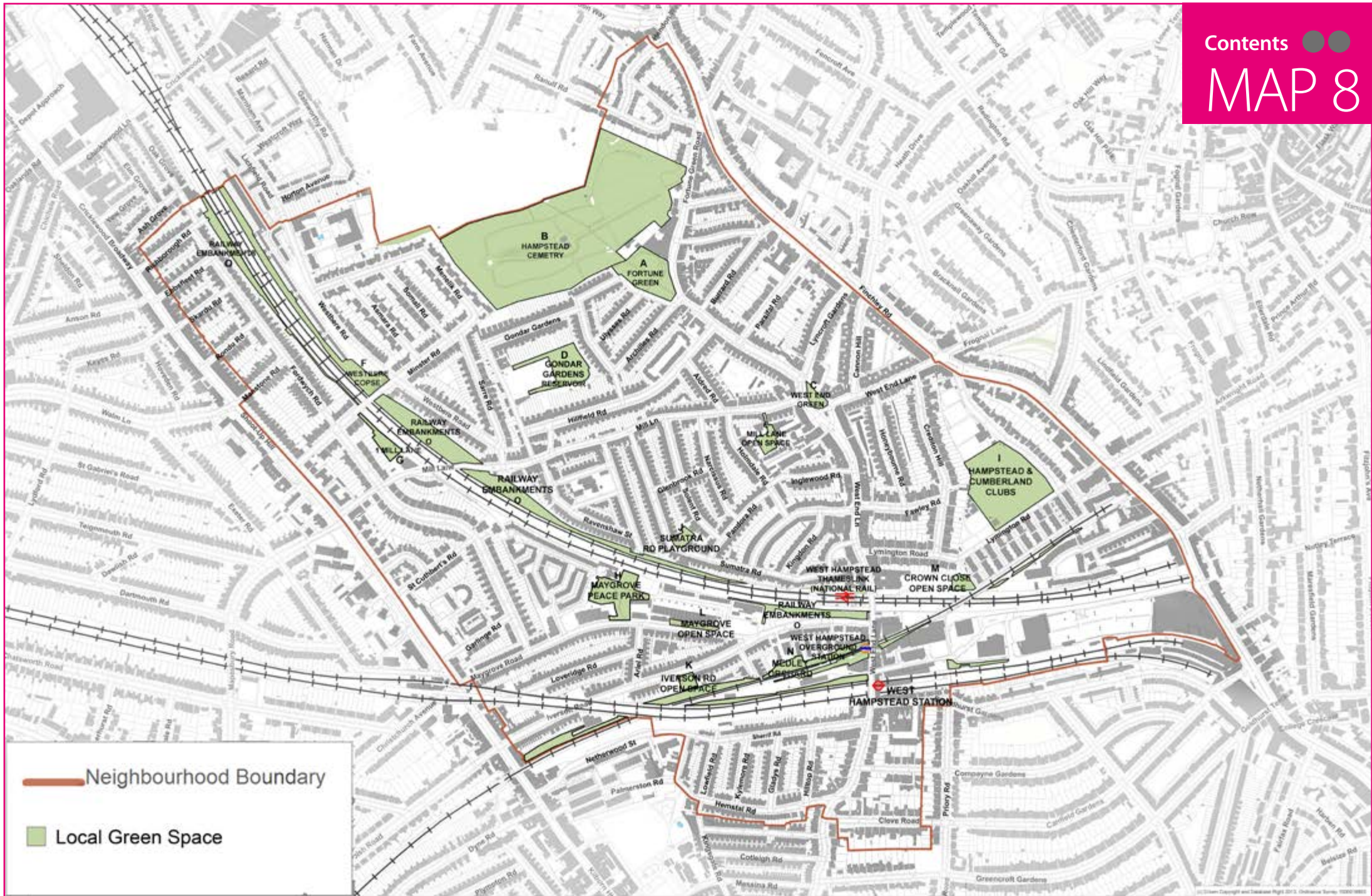
- a) Fortune Green,
- b) Hampstead Cemetery,
- c) West End Green,
- d) Gondar Gardens Reservoir,
- e) Mill Lane Open Space,
- f) Westbere Copse & Jenny Wood Nature Reserve
- g) 1 Mill Lane/Minster Road Nature Reserve,
- h) Maygrove Peace Park,
- i) Hampstead & Cumberland Clubs,
- j) Sumatra Road playground,
- k) Iverson Road Open Space,
- l) Maygrove Open Space,
- m) Crown Close Open Space,
- n) Medley Orchard,
- o) Railway embankments (various locations).

**G1.** The NPPF states as a core planning principle (17) that planning should “contribute to **conserving and enhancing the natural environment** and reducing pollution”. It also states that “allocations of land for development should prefer land of lesser environmental value”.

**G2.** The Area has a number of green and open spaces which are highly valued by those who live and work in the Area, as well those who visit the Area. These areas shall be protected and enhanced (**Objective 6**). The NPPF (76) states that “local communities through local and neighbourhood plans should be able to identify for special protection green areas of particular importance to them. By designating land as **Local Green Space** local communities will be able to rule out new development other than in very special circumstances”. The sites listed in this section are all included and mapped in Camden Council’s Local Development Framework Proposals Map (2010). In a relatively densely developed urban community these sites have a vital role in providing an essential amenity, as well as space for exercise, relaxation and the appreciation of nature.

They all have a high environmental value, are local in character, are in close proximity to the community they serve, and provide important benefits to the biodiversity of the Area. They therefore fulfil the requirements set out in paragraph 77 of the NPPF.

This Plan uses the additional protection afforded in the NPPF to designate these sites as Local Green Space.



— Neighbourhood Boundary

■ Local Green Space



**Map 8: Local Green Space**  
 Neighbourhood Plan Map

Scale 1:2500 (A0)  
 0 125 250  
 Metres

## G. NATURAL ENVIRONMENT

Details of the spaces and importance to the community are listed below:

- a) **Fortune Green (Queen Elizabeth II Field In Trust)** - a long standing public park which forms the focal point of the wider Fortune Green area and an important and significant local amenity.
- b) **Hampstead Cemetery is a Site of Importance for Nature Conservation (SINC)** - a historical part of the wider area with significant heritage assets and listed structures (see A25) as well as an important area for biodiversity and wildlife.
- c) **West End Green (London Square)** - this public park forms the historic heart of the West Hampstead 'village' and dates from the previous hamlet of West End (see 2.2) and is vital asset to the community.
- d) **Gondar Gardens Reservoir (SINC)** - this large area of open space has a high environmental value, with significant biodiversity (including a habitat for protected slow-worms).
- e) **Mill Lane Open Space (SINC)** - this area provides an important local area of green space, as well as facilities for children and a garden centre.
- f) **Westbere Copse & Jenny Wood Nature Reserve (SINC)** - a well established nature site, providing a protected space for biodiversity with access to local residents.
- g) **1 Mill Lane/Minster Road Nature Reserve (SINC)** - this site was given to Camden Council as part of the development of 1 Mill Lane (The Mill Apartments); the site was designated as a protected nature reserve, with limited public access. The stated aim is that the site will become a significant location for biodiversity and wildlife in the years ahead.
- h) **Maygrove Peace Park** - this award-winning public park forms a focal point for the community in this part of the area. It has recently been upgraded to incorporate a children's play area, an outdoor gym, and new planting - and as such is a highly significant local asset.
- i) **Hampstead & Cumberland Clubs** - although in private ownership, these clubs provide an important local amenity, both in terms of opportunities for sport, exercise, and the provision of a significant area of green space.
- j) **Sumatra Road playground** - this small park provides an important site for recreation for local residents, particularly young children.
- k) **Iverson Road Open Space** - a small park with children's play areas which is well-used by local residents.
- l) **Maygrove Open Space** - a green strip of land on the north side of Maygrove Road, which provides an important space for trees and wildlife and makes a highly positive contribution to the character of Maygrove Road. Camden Council has stated that this site will be protected in any future redevelopment of the neighbouring Liddell Road site (see C1).
- m) **Crown Close Open Space** - a children's play area and small park providing an important amenity for local residents and for exercise.
- n) **Medley Orchard (SINC)** - a significant and protected space for biodiversity, trees and wildlife.
- o) **Railway embankments, various locations (SINC)** - as set out in G5 below, these sites provide hugely important spaces for biodiversity and wildlife and make a huge contribution to the 'green feel' of the Area, the number of trees in the Area, as well as to views through and across the Area (see A5 and Map 2).



## G. NATURAL ENVIRONMENT

### POLICY 17: Green/Open Space

Development shall protect and improve, where appropriate, existing green/open space. Development that increases the demand for recreation or amenity shall provide for new green/open space. This shall be achieved by, where appropriate:

- i. The protection of existing green/open space - from significant damage, or loss, through development.
- ii. The appropriate provision (relative to the size of the development) of new green/open space, or contributing towards addressing the open space deficiencies in the Area as identified in the development plan.
- iii. Appropriate contributions to the maintenance and enhancement of existing and new green/open space, where applicable.
- iv. The offsetting of any loss of green/open space, ideally within the Area.
- v. The protection and appropriate provision of green corridors through existing and new streetscapes.
- vi. The appropriate provision of new small green/open space - such as pocket parks and active green spaces (eg green walls and green roofs) - and their maintenance.
- vii. The use of Sustainable Drainage Systems in all development, unless there are practical or viability reasons for not doing so.
- viii. The appropriate provision of outdoor leisure facilities - such as playgrounds, gyms and recreational spaces - and their maintenance, where applicable.
- ix. Development that has a positive impact on the relationship between urban and natural features.

**G3. The London Plan** (Policy 7.18) says “the Mayor supports the creation of new open space in London to ensure satisfactory levels of local provision to address areas of deficiency”. The CCS (Policy CS15) says “the council will protect and improve Camden’s parks and open spaces” and will “tackle deficiencies and under-provision and meet increased demand for open space...securing additional on-site public open space in the growth areas”, including the West Hampstead Interchange. It also states that the Council will work on “securing other opportunities for additional public open space”.

The West Hampstead area has been identified by Camden Council (CCS 15.9) as an area deficient in public open space. Research by the NDF found a strong desire for more green areas and open space, as well as improvements to existing spaces.

**G4.** The CCS says (15.3) “sites of **nature conservation** in Camden are generally small and undervalued, with pressure from adjoining sites and limited opportunity for expansion”. It adds (Policy CS15) “the council will protect and improve sites of nature conservation and biodiversity” and will “seek to improve opportunities to experience nature, in particular in South and West Hampstead...where such opportunities are lacking”. Development shall protect existing nature conservation sites and provide new sites appropriate to their size.

**G5.** The existing ‘green corridors’ alongside **railway lines** are an important habitat for plants and animals, and include a number of Sites of Nature Conservation Importance (SNCI). These areas of biodiversity are highly valued and need to be protected from development or loss.

## G. NATURAL ENVIRONMENT

- G6.** Space for **green corridors** should also be found in new development and streetscapes, particularly in and around the West Hampstead Growth Area. These can be used to link sites, as well as providing new views and open space.
- G7.** There is scope for the development of **pocket parks** in the Area on small areas of land. Examples of such sites are: the junction of Maygrove/Iverson Roads; Sarre Road/Gondar Gardens path; and on a number of sites in the West Hampstead Growth Area.
- G8.** There is also ample scope for the development of **active green spaces** in the Area. These include green roofs, green walls, planting around street trees, and small scale allotments.
- G9.** The London Plan (Policy 5.13) promotes the use of **Sustainable Drainage Systems (SuDS)**. These contribute to the creation of green spaces and have benefits for drainage, water quality, biodiversity and amenity. As the Area has been identified as an area likely to be affected by surface water flood risk, the use of SuDs is strongly supported in all development in the Area.
- G10.** To meet the needs of the growing population, especially young people, there is a need for more outdoor leisure facilities - including: outdoor gyms and exercise areas for all ages; outdoor play areas for young children; and sports facilities.
- G11.** Any new green/open space should provide **public access** for the benefit and enjoyment of those living and working in the Area. Nature conservation sites may provide more limited access, depending on conditions.

### RECOMMENDATION J: in support of Policy 16 and 17 the following actions are recommended:

- i. Local residents should be involved in the management of existing and new green/open spaces.
- ii. Existing green/open spaces should provide varying levels of public access.
- iii. New green/open space should provide public access.

## G. NATURAL ENVIRONMENT

### POLICY 18: Trees

Development shall protect trees in good health that contribute to the character of the Area, individual streetscapes, and green spaces. This shall be achieved by development that:

- i. Protects existing trees and provides for their maintenance.
- ii. Makes provision for the planting of equivalent numbers of new trees where trees are cut down.
- iii. Makes provision for the appropriate planting of additional trees, relative to the size of the development.
- iv. Makes appropriate provision for the planting and maintenance of new street trees - particularly alongside the main roads identified in G12.

**G12.** The London Plan (7.64) says “trees” play an invaluable role in terms of the natural environment, air quality, adapting to and mitigating climate change and contributing to the quality and character of London’s environment”. The Mayor wants to see “an increase in tree cover with an additional two million trees by 2025”. The CCS (Policy 15) commits the Council to “protecting trees and promoting the provision of new trees and vegetation, including additional street trees”. Its Tree Strategy (CCS 15.22) “aims to retain trees and provide new trees on Council land” and says “we will resist the loss of trees and groups of trees wherever possible”. Trees - both on public and private land - make a hugely valued contribution to the character of the Area, and are widely appreciated and enjoyed by those living and working in the Area. They also make an important contribution to the biodiversity of the Area and play a highly significant role in improving the air quality of the Area. There is strong public support for the protection of existing trees and the planting of new trees at every available opportunity. The planting of new trees on streets, in parks and open spaces, on private land, and alongside new development is therefore strongly welcomed. The loss and removal of trees should be avoided unless in exceptional circumstances. In order to recompense for the removal of trees, additional trees should be planted to make up for the loss and to contribute further to the provision of trees in the Area.

There is also ample scope for the planting of new trees alongside the main roads in the area - including West End Lane, Fortune Green Road, Mill Lane, Kilburn High Road/Shoot-up-Hill/Cricklewood Broadway, and Finchley Road - as a means of absorbing high levels of air pollution caused by vehicle emissions.

### RECOMMENDATION K: in support of Policy 17 the following actions are recommended.

- i. Additional Tree Protection Orders should be designated by Camden Council to protect existing trees and to promote a variety of species.
- ii. The use of funding from private companies and other sources should also be used to provide additional trees.
- iii. The views of residents, businesses and local groups should be sought as to where new trees should be planted.
- iv. A publicly available programme of tree maintenance for trees in the Area should be published by Camden Council, allowing for the removal of old trees and the planting of new ones.