

Application No:	Consultees Name:	Received:	Comment:
2019/3748/P	Fortune Green and West Hampstead NDF	05/09/2019 15:18:14	OBJNOT

Response:**&4 Fortune Green Road**

The Fortune Green and West Hampstead NDF objects to this application on the following grounds:

The Fortune Green Road neighbourhood centre is recognised by LB Camden as a neighbourhood centre and is specifically mentioned in the Neighbourhood Plan, with recommendations and policies to maintain it as a commercial area and to retain the streetscape. (page 18, 56 of the NDP).

The Neighbourhood Plan has the clear intent to preserve existing commercial ground floor premises in designated centres to maintain vitality and provide employment. (page 51) Since the Plan was approved 4 years ago we believe that no applications to convert ground floor retail space to residential have been approved in the plan's Area.

The streetscape in Fortune Green is based on the long curved terrace of flats above commercial units on the ground floor. Number 74 is in the middle of this terrace. Its conversion to residential would be significantly detrimental to the streetscape. There is one existing ground floor apparently residential unit in the terrace and this is incongruous and an eyesore, and the NDF would not accept it as a precedent for additional residential ground floors. The proposal for no. 74 also shows no detail of the proposed façade of the building so this application is in any case not acceptable to the NDF in its current form.

Sections of the Neighbourhood Plan relevant to 74 Fortune Green Road are shown below:

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A11. Also of importance to the character of the Area are the views across it..... 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.

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Policy 12: Business, Commercial and Employment Premises and Sites

Development in Fortune Green and West Hampstead shall promote economic growth and employment.

Developments that provide sites and premises for business, commercial and employment use will be supported. Development of commercial and mixed use premises and sites shall promote economic growth and employment, where viable and appropriate by:

- i. A presumption in favour of retaining existing employment sites.
- ii. Ensuring that where the redevelopment of existing employment sites takes place, the level of employment floorspace is maintained or increased.
- iii. The provision of additional and /or new business space.
- iv. The provision of space for light industrial uses in appropriate locations.
- v. The provision of flexible business and commercial space suited to a range of uses.
- vi. The provision of a range of different sized units, particularly smaller spaces for micro-businesses and studio space.
- vii. The provision of affordable or subsidised business space, where appropriate.

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				<p>POLICY 15: Fortune Green Road Neighbourhood Centre</p> <p>F12. The retail area of Fortune Green Road is also designated by Camden Council as a Neighbourhood Centre. Like the Mill Lane Neighbourhood Centre, this area has a notable and distinct character - reflecting its proximity to the West End Green Conservation Area and the open space of Fortune Green. The Centre would benefit from: better signage; improvements to pavements and shop fronts; and other measures designed to encourage footfall and use</p>
