

SAVE WEST HAMPSTEAD - STOP THE BLOCKS!

The Stop the Blocks campaign demand Camden Council put an end to its short-sighted cash-chasing and selling-off of the public assets 156 West End Lane, neighbouring yard and Potteries Path! Enough is enough!

Dear Neighbours and West Hampstead Residents,

Today is the final exhibition by “housing provider” A2Dominion showing its outlandish proposals for 156 West End Lane and the adjoining Travis Perkins builders yard, prior to submission of a planning application.

This entire project and proposal is driven by short-sighted, short-term Camden Council financial considerations and developer's long-term profit motives, instead of the very real needs, interests and amenity of our community.

Camden's finance department seeks a one-off payment for “disposal” of the site and want a large over-intensive, over-development to maximise how much developers will pay, leaving the community at the mercy of the developer's need to maximise profit by building an over-intensive and inappropriate development. Camden Council do not want a more suitable development, which would require drastic reductions in bulk, height and mass, despite the planning requirements for developments adjacent to Conservation Areas and Camden's own Site Allocation Plan.

We urge you to send your objections to the developer's PR firm, Instinctif, using the forms provided at the exhibition, or to submit them online via the website at www.156westendlane.co.uk.

West Hampstead residents have yet to feel the huge impact of the hundreds of new homes already being built in the area which are still unpopulated. The imposition of another 600 or more residents at 156 West End Lane and the neighbouring builders' yard will further compound the problems we already face with dangerously over-congested pavements and roads, over-crowded stations, too few school places, GP surgeries and health services.

Furthermore, the proposals presented:

- Fail to adhere to Camden's own Site Allocation Plan, which stipulates that a development 'transitions to the south and east of the site', by proposing seven-storey blocks across the whole site
- Fail to adhere to Conservation Area guidelines which state 'the council will not permit high or bulky buildings' outside conservation areas that harm the appearance of a conservation area
- Fails to “ensure an acceptable relationship to adjacent residential properties” that are all three storey houses on Lymington Road and the Lymington Road Estate
- Will negatively impact the amenity of all West Hampstead residents by adding to the massive increase in population already taking place, without pause to gauge the negative impacts of overpopulation on the community
- Threaten public access to a public right of way by including the Potteries Path in the sale
- Threaten the amenity of a valuable children's play area and open space by attempting to incorporate these spaces outside the site into the development, and/or causing overshadowing and overlooking of the play area
- Result in the loss of a publicly-owned asset that could be used to provide genuinely affordable housing
- Situate only a small amount of urgently required so-called 'affordable' housing immediately above proposed retail units and offices fronting West End Lane (the former council offices and the existing Wickes showroom)

The campaign to Save West Hampstead and Stop the Blocks is supported by several key local residents associations and the West End Green Conservation Area Committee, as well as many hundreds of West Hampstead residents. Please join us in making community objections known and help us to Stop the Blocks at 156 West End Lane.

Save West Hampstead



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“Stop the Blocks!”

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