

[West Hampstead Place Plan](#) was published in March 2012. Here is a quick progress report on some of the key place plan work areas and actions that are being taken forward by stakeholders, enthusiastic community members, local councillors and the Council.

Planning guidance moving forward.

Influencing and shaping the investment happening in the area is a key objective of the Place Plan and [neighbourhood planning](#), which as a result of the Localism Act empowers communities to plan for their areas.

Work is well underway in the community to establish a [Fortune Green and West Hampstead Neighbourhood Forum](#), with the council offering support and advice. The [consultations](#) on the applications to formally agree the forum and boundary have just started and comments can be made until the 15th March

Once established, the community, through the forum can progress with developing their neighbourhood plan. To get involved in this, contact the Forum through their [website](#).

It is particularly important to establish more detailed planning guidance for the interchange area around the stations as soon as possible. This is to ensure that if proposals come forward, the opportunities for a coordinated response to achieve the desired objectives are not missed.

Protecting West Hampstead's unique character and delivering additional open space are important

objectives of both the expected neighbourhood plan and the Council's work on more detailed guidance.

The council's work will be complementary to the emerging neighbourhood plan and we will continue to work with the Forum and support neighbourhood planning and partnership working.

Working together to secure real local benefits

With major developments already happening in the area the Council has secured some money for local facilities and improvements through legal agreements called 'Section 106'.

Involving local stakeholder representatives in identifying how this money will be used and helping set the local priorities for future funding was a key action of the Place Plan.

A meeting, facilitated by WHAT, has been set up to discuss how we could go about this and all local stakeholders are invited to attend and join in the discussion.

PUBLIC MEETING

To discuss how the community can be involved in setting local priorities for spending of Section 106 money

Thursday 21st February 2013

Time : 7:30 – 9:45pm

at

West Hampstead Library, West End Lane

Supporting local businesses

Successful vibrant shopping areas are vital to West Hampstead's character. The establishment of the weekly farmers market outside the Thameslink station is proving to be a great success and adding variety to the shopping experience.

The West Hampstead Business Association are going from strength to strength after their first year and the Council is continuing to support them in an advisory capacity.

Work has also started with traders in the Mill Lane area with the key objective to help reduce the overall vacancy rate through working with local landowners and landlords. Opportunities will also be explored with the landowners and tenants to develop the strengths of this area as a different but complementary shopping experience to West End Lane.



Improving the appearance of the shopping areas

Protecting and promoting the village character of the area was of major importance to stakeholders.

The visual clutter of signage was identified as detracting from the historic character and appearance of the area.

The Council's enforcement team has been working hard in the area, targeting the large billboard notices that blight the appearance of the area around the stations.



Before

They have already secured the removal of two large billboards and work is continuing to remove the remainder of the large billboards that do not have consent.



After

Enforcement work will also begin shortly to bring in additional advertisement controls to require the removal of all unauthorised smaller signs such as old estate agent boards, A board signs on the street etc. Failure to remove these signs could result in the advertisers facing prosecution or fines.

Improving the safety of how people move around the area

Making it easier and more pleasant for people to move around the area on foot and by bike was an important objective of the place plan.

Transport Officers held a drop in session in July to further investigate local transport concerns. A number of proposed improvements to address road safety issues and improve cycling opportunities were suggested.

Work is underway on designing and implementing a number of the suggested improvements and

consultation will be undertaken on a number of the proposals over the coming months.

Recent consultations include proposed alterations to existing speed cushions in Sumatra Road and junction improvement at Inglewood Road and West End Lane to assist people crossing the road here safely.

Other schemes potentially include looking at the loading restrictions along West End Lane, alterations to parking bays and opportunities for contra flow cycling.

All consultations can be seen on the [We are Camden](#) website

Useful links:

West Hampstead Place Plan:

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/place-plans/-west-hampstead/>

Neighbourhood planning:

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/neighbourhood-planning/neighbourhood-planning.en>

Fortune Green and West Hampstead

Neighbourhood Development Forum (provisional):

<http://www.ndpwesthampstead.org.uk/index.htm>

Consultations on Neighbourhood Forum and Neighbourhood plan boundary

https://consultations.wearecamden.org/culture-environment/fgwh_applications/consult_view