



05

West Camden



05 Chapter

West Camden

5.1 The west of the borough includes the neighbourhoods of Kilburn, Fortune Green, West Hampstead, South Hampstead and Finchley Road/Swiss Cottage.

5.2 The area is predominantly residential in character, comprising a mixture of Victorian villas and terraces and post-war estates, with pockets of inter-war housing and more modern development.

5.3 Large parts of this area lie within conservation areas, and there are a number of listed and locally listed buildings.

Figure 14:
West Camden



Key

Neighbourhood Centres

Town Centres

Open Spaces

Conservation Area

Railway Station

Tube Station

5.4 The area contains three town centres: Kilburn High Road, Finchley Road/Swiss Cottage and West Hampstead, in addition to several neighbourhood centres. These centres act as vibrant community hubs, providing retail and leisure uses, community facilities and employment uses.

5.5 Kilburn High Road is Camden's second largest town centre. It is divided by the busy A5 which forms the borough boundary between Camden and Brent. The east side of the town centre is in Camden and the west side is in Brent. Kilburn High Road has an offer which reflects its diverse community, with restaurants serving food from all around the world. It also has a lively night-time offer including restaurants, the Kiln Theatre and cinema, and performance and entertainment venues in its pubs. The centre is also home to a number of community uses, including Kilburn Library, and healthcare facilities.

5.6 Finchley Road/Swiss Cottage is the third largest town centre in the borough and runs either side of the busy A41 Finchley Road. This creates a barrier between the two sides of the centre, restricting pedestrian movement and creating a poor environment for visitors. The town centre has a significant convenience goods role, serving local needs and those from a wider catchment. The main retail offer is provided in the O2 Centre, which is allocated in this Plan for mixed-use redevelopment, including retail and leisure. The town centre is also home to several cultural, community and healthcare facilities, including Swiss Cottage Library, Hampstead Theatre, Swiss Cottage community centre, a cinema and the Swiss Cottage Leisure Centre.

5.7 West Hampstead is the smallest town centre in Camden and is characterised by independent shops, cafes and restaurants. The centre has a pleasant shopping environment and is popular with residents and visitors. The centre is also home to West Hampstead Library.

5.8 These town centres also serve a local economic function, providing secondary office accommodation, generally in small to medium premises. There are also clusters of industrial land around West Hampstead and Kilburn providing space for a variety of different uses.

5.9 The area has good public transport connections, with six mainline stations: West Hampstead Thameslink, West Hampstead Overground, South Hampstead Overground, Finchley Road and Frognal Overground, Kilburn High Road Overground and Brondesbury Overground; three underground stations: West Hampstead, Finchley Road and Swiss Cottage; and local bus routes. However, there are areas in the west of the borough, mainly around Fortune Green, that have lower levels of public transport accessibility.

5.10 Key areas of open space provision in the west of the borough include: Hampstead Cemetery, Fortune Green, Maygrove Peace Park, Kilburn Grange Park, Ainsworth Park and Swiss Cottage Open Space. In addition to this, there are five Sites of Importance for Nature Conservation (SINCs) in this area. These sites contribute to the borough's biodiversity and provide a focus for nature conservation activities. While most of the west of the borough is well served by open space, the areas of South Hampstead and Kilburn are comparatively less well served.






5.11 The west of the borough is covered, in part, by the Fortune Green and West Hampstead Neighbourhood Plan, which sets out the local community's aspirations and planning policies for that area. The Neighbourhood Plan is part of the Council's statutory development plan and is considered, alongside our own policies, when we make decisions on planning applications in that area. A Neighbourhood Area, which extends into Brent, has also been designated for Kilburn. The Neighbourhood Forum is in the process of preparing a Neighbourhood Plan for the area, with support from Camden and Brent Councils.

5.12 A number of opportunities exist in this area to deliver new homes, jobs and infrastructure to support Camden's communities, the most significant being on the site formed of the O2 Centre, associated car parking, other retail uses, and the builders merchant on Blackburn Road, where the opportunity exists to create a new neighbourhood providing a mix of uses including housing, complementary commercial and town centre uses, including retail, health and community facilities. The policy below sets out the Council's strategy for the west of the borough to guide the future development of the area. Information on key infrastructure programmes and projects in the west of the borough are set out separately in the Council's Infrastructure Delivery Plan.

Figure 15:
Key areas of development
in West Camden



Key

	Key Areas of Development		Open Spaces
	CIP Regeneration Schemes		Town Centres
			Neighbourhood Centres

Policy W1

West Camden

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- A.** Development coming forward in the west of the borough will be expected to make a positive contribution to Camden's communities, to deliver social, economic and environmental benefits to residents in accordance with this Local Plan and, where relevant, Neighbourhood Plans.
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New homes

- B.** Sites have been allocated in the west of the borough to deliver new homes over the Plan period to 2041. The Council will expect sites to be delivered in accordance with the site allocation policies set out below.
- C.** The greatest concentration of development in the west of Camden will be the area between West End Lane and Finchley Road, which is currently occupied by the O2 Centre, other retail uses, associated car parking and a builder's merchant on Blackburn Road.
- D.** The O2 Centre site has the potential to become a vibrant and diverse new neighbourhood that integrates into the wider area and delivers a significant increase in the number of permanent self-contained homes; town centre uses including retail and leisure; health and community facilities; employment floorspace; and open space. Sites have been allocated here to deliver approximately 1,800 new homes. To deliver the Council's and community's visions and objectives for this area, we will expect development to be taken forward in accordance with the West End Lane to Finchley Road Supplementary Planning Document and the Fortune Green and West Hampstead Neighbourhood Plan.
- E.** The Council is committed to a programme of estate renewal and regeneration delivered through the Council's Community Investment Programme (CIP). The main focus of this work in the west of the borough is the Abbey Road Community Housing Site in Kilburn. Development coming forward in the west of the borough will be required to support the Council's estates mission set out in We Make Camden and assist with the delivery of the Council's priorities for nearby housing estates.
- F.** Where sites that are not allocated come forward for housing development in this area, these will be determined in accordance with the policies in this Plan.
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Employment and the economy

- G.** New employment floorspace will be delivered in the west area of the borough through site allocations, existing planning permissions and the development of other sites.
- H.** The Council will manage and protect the stock of offices in the west of the borough. Proposals for small scale office provision will be supported in West Hampstead, Kilburn High Road and Finchley Road/Swiss Cottage town centres and neighbourhood centres in the area where this is of a commensurate scale for its location, in line with Policy IE2 (Offices).
- I.** The Council will continue to manage and protect the supply of industrial land in this area in line with Policy IE3 (Industry).
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Policy W1

West Camden

Retail and town centres

- J.** The majority of new retail development in the west of the borough is expected to be delivered through the development of the O2 Centre site.
- K.** The Council will continue to support and protect the town centres of Kilburn High Road, Finchley Road/Swiss Cottage and West Hampstead, and the Neighbourhood Centres in the west of the borough, to ensure they remain successful and vibrant centres that meet the needs of residents, workers and visitors in line with the relevant policies set out in the Plan, with any additional shopping and leisure uses to be provided in accordance with Policy IE6 (Supporting Designated Centres and Essential Services).

Infrastructure

- L.** To support the delivery of development in this area the Council will seek the provision of, and contributions to, the delivery of infrastructure, from appropriate development. The Council will work with relevant providers to secure the infrastructure needed to support development and provide the facilities needed for the area's communities. Key priorities for the west of the borough include:
1. the delivery of a new link / step free access into West Hampstead and Finchley Road underground stations to improve access and capacity;
 2. the creation of attractive and safer walking, wheeling and cycling routes both into and through the area to deliver the priorities set out in the Council's Transport Strategy and Cycling Action Plan;
 3. improvements to Kilburn High Road to deliver wider pavements and better street furniture; improved pedestrian crossings; new cycle lanes and safer crossings for cyclists; new pocket parks and planting; improvements to junctions; and changes to parking, waiting and loading;
 4. improvements to the street environment and public realm particularly around the three West Hampstead stations and along West End Lane, Blackburn Road and Finchley Road, through measures such as tree planting, greening, biodiversity enhancements, improved crossings and wider pavements;
 5. improving the interchange experience both between the three West Hampstead stations and in relation to the surrounding bus, pedestrian and cycle network;
 6. the delivery of a new health centre and community facilities as part of the re-development of the O2 Centre site;
 7. the delivery of new public open space as part of the re-development of the O2 Centre site;
 8. the delivery of flood mitigation measures and sustainable drainage schemes;
 9. the delivery of the Camden Green Network and wider greening and biodiversity enhancements;
 10. the provision of infrastructure to support local energy generation;
 11. delivering new and enhanced areas of public open space and play space, and improving access to nature, in line with Policy SC4 (Open Space); and
 12. the roll-out of the Council's neighbourhood-based Safe and Healthy Streets schemes across this area, including reductions in through-traffic.



Site allocations

5.13 A number of site allocations are designated in the west of the borough. These are identified on the map below and listed Table 6.

Figure 16:
Site Allocations in West Camden



Table 6 | Site allocations in west Camden

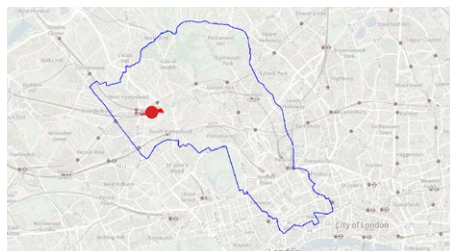
Site Reference	Previous Site Reference*	Site Name
W2	W2	O2 Centre, car park and car showroom sites and 14 Blackburn Road
W3	W3	11 Blackburn Road
W4	W4	13 Blackburn Road
W5	W5	188-190 Iverson Road
W6	W6	Land to rear of Meridian House, 202- 204 Finchley Road
W7	W7	Gondar Gardens Reservoir
W8	N/A	88 – 92 Kilburn High Road
W9	W8	Land at Midland Crescent, Finchley Road
W10	W9	104A Finchley Road
W11	W10	Abbey Co-Op Housing Site, Emminster and Hinstock
W12	W11	100 Avenue Road
W13	W13	551-557 Finchley Road
W14	W14	317 Finchley Road

*Previous policy reference in the draft Local Plan 2024

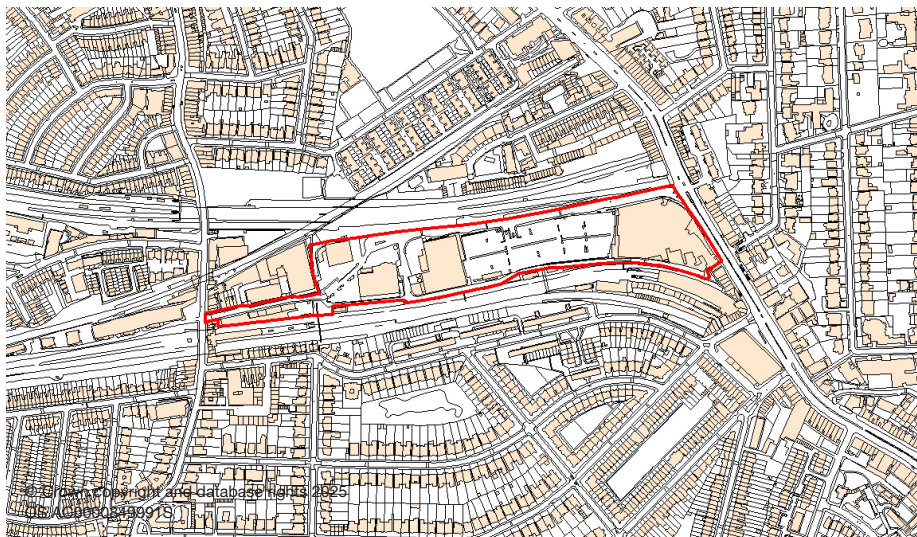
Allocation W2

O2 Centre, car park, car showrooms and 14 Blackburn Road

Key plan



Site plan



Address	O2 Centre, car park, car showrooms and 14 Blackburn Road, West Hampstead, NW6
Area	5.7 hectares
Allocated Use	Mixed use development including permanent self-contained homes, town centre uses including retail and leisure uses, community uses, a health centre, employment and open space
Indicative Housing Capacity	1,800 additional homes
Description of Existing Site	The site comprises the O2 commercial centre, associated car parking, a retail warehouse and two car showrooms, which are all accessed from Finchley Road, and a builder's merchant on Blackburn Road accessed from West End Lane. The site is between railway lines to the north and south and Finchley Road to the east.

Context

- Most of the site is identified in the Fortune Green and West Hampstead Neighbourhood Plan as being part of the West Hampstead Growth Area and a key potential development site. Objectives for the site are set out in the Neighbourhood Plan and the Council's adopted West End Lane to Finchley Road Supplementary Planning Document (2021).
- The O2 Centre, car park and Homebase element of the site fall within the designated Finchley Road / Swiss Cottage town centre.
- The Council has granted planning permission for the redevelopment of the whole site (2022/0528/P), with delivery divided into three phases. The Council has granted full planning permission for the first phase of development (the former Homebase store and part of the existing car park) and outline permission for the two other phases, which will be subject to detailed reserved matters submissions.
- There is an extant planning permission for redevelopment at 14 Blackburn Road (PWX0202103) and a current application that proposes to amend the permitted scheme (2024/1145/P).

Allocation W2

O2 Centre, car park, car showrooms
and 14 Blackburn Road

Development and Design Principles

Development must:

1. deliver a new place that responds to neighbouring areas and establishes its own identity as a new neighbourhood through excellent design and architecture in accordance with Policy D1 (Achieving Design Excellence);
2. be residential-led, providing a substantial number of permanent self-contained homes, affordable homes, and a mix of housing types, sizes and tenures, including a significant proportion of homes for families, in accordance with the housing policies in this Plan. The applicant will also be required to explore opportunities to deliver provision for older people, or other people with care or support requirements, as part of the overall affordable housing provision;
3. ensure that a comprehensive approach is taken to site design and layout, having regard to the West End Lane to Finchley Road Supplementary Planning Document, the Fortune Green and West Hampstead Neighbourhood Plan and the outline planning permission for the redevelopment of the site (2022/0528/P);
4. be taken forward in a coordinated way, working jointly with other landowners and neighbouring sites. The Council will resist schemes that prejudice future development and design quality across the whole site and wider area; and where delivery would take place before necessary infrastructure is delivered;
5. ensure new employment floorspace is designed to be accessible to a range of small to medium businesses;
6. ensure that new and/or reprovided town centre uses are focused towards Finchley Road / Swiss Cottage town centre;
7. make provision for leisure uses on site, including a cinema. Any new retail or leisure uses must be provided in accordance with Policy IE6 (Supporting Designated Centres and Essential Services);
8. contribute towards the provision of new, and/or the improvement of existing, community facilities and services to meet increased resident needs in accordance with Policy SC3 (Social and Community Infrastructure);
9. include the provision of free, publicly-accessible toilets, suitable for a range of users, including changing places toilets, and free drinking water;
10. ensure that all car parking provision, except for spaces for disabled people, essential users and car clubs, is removed;
11. ensure that the design and layout of the site gives priority to the movement of pedestrians, people using wheelchairs, cyclists and public transport over the operational, servicing and parking demands of private vehicles;
12. include new and improved public realm and public open spaces that are fully accessible to residents, workers, visitors and the wider community. These should be of different forms and functions, related to the location and the uses and activities they serve; and
13. enhance biodiversity on-site, contribute to the enhancement of the adjacent Site of Nature Conservation along the railway lines and deliver urban greening measures on the site in accordance with Policy NE2 (Biodiversity).

The Camden Building Heights Study has identified this site as a location where tall buildings may be an appropriate form of development, with 9m - 54m considered the potentially appropriate height range. The acceptability of particular tall building proposals, and their location within the site, will be assessed against Policy D2 (Tall Buildings) and other relevant development plan policies. The Council has granted planning permission for a development ranging in height from 33 - 61m. That decision was based on an assessment of the impacts and benefits of the specific development proposal, and it should not be assumed that the permitted heights would necessarily be appropriate for any subsequent development.

Allocation W2

O2 Centre, car park, car showrooms
and 14 Blackburn Road

Infrastructure Requirements

Development must:

14. contribute to the delivery of new links / step free access into West Hampstead and Finchley Road underground stations and provide appropriate financial contributions to support access and capacity improvements at these stations;
15. deliver a strong, convenient, direct, safe and accessible east-west route linking Finchley Road with West End Lane, including substantial improvements to the western end of Blackburn Road cul-de-sac. This route should be accessible to all, welcoming, safe, green, well-lit, overlooked and inclusive to meet the needs of pedestrians, people using wheelchairs, and cyclists, rather than motor vehicles;
16. be supported by a Bus Infrastructure Plan to deliver improvements to bus stop facilities both within, and in the vicinity of, the site;
17. incorporate pedestrian, cycling and environmental improvements to ensure the development is fully integrated with, and accessible to, the wider area;
18. make provision for a new NHS health centre;
19. contribute towards securing physical improvements to Billy Fury Way and Granny Dripping Steps to improve access into the site;
20. secure walking and cycling improvements to Finchley Road, including the provision of an enhanced surface level crossing and improvements to the junction with Blackburn Road;
21. provide infrastructure to support local energy generation on site and/or connections to existing or future networks where feasible;
22. contribute towards bus priority and cycle infrastructure improvements along West End Lane; and
23. improve the Blackburn Road and West End Lane junction.

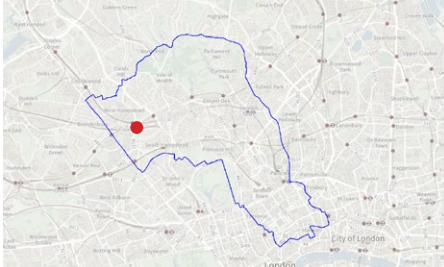
Other Considerations

- A Flood Risk Assessment will be required in accordance with Policy CC10 (Flood Risk), as the site is within an area identified by the Council as being at risk of flooding and parts of the site have experienced problems with flooding in the past. Recommendations in the Flood Risk Assessment will be secured by planning condition.
- Sustainable Drainage Systems will be required on this site in accordance with Policy CC11 (Sustainable Drainage).
- Applicants will be expected to liaise with Thames Water throughout the phased design process to investigate whether the existing water supply capacity in this area is able to support the demand anticipated from the development or whether local upgrades and/ or a detailed drainage strategy may be required.
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).
- An integrated servicing and vehicle access strategy that does not detrimentally impact the quality of walking and cycling routes, spaces and public realm must be provided in accordance with Policy T6 (Sustainable Movement of Goods, Services and Materials) and A1 (Protecting Amenity).

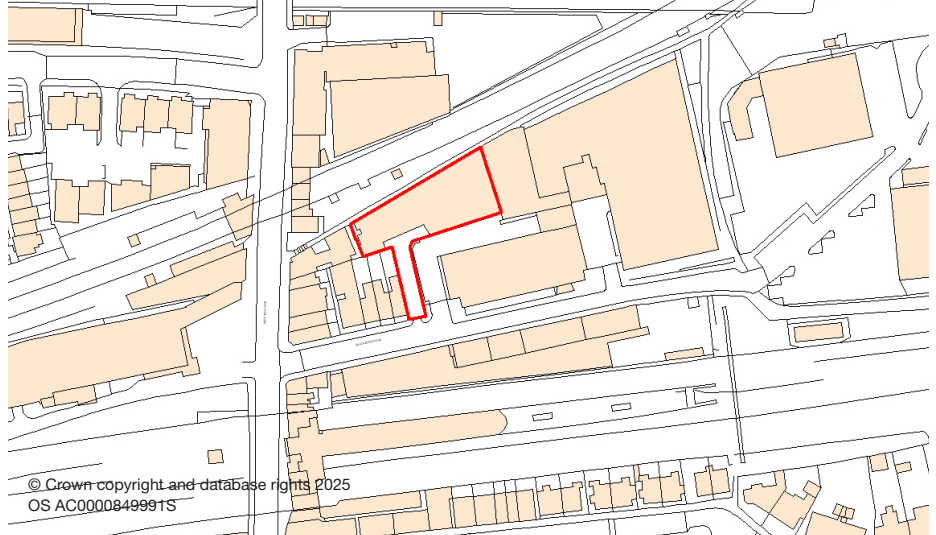
Allocation W3

11 Blackburn Road

Key plan



Site plan



Address	11 Blackburn Road, West Hampstead, NW6 1RZ
Area	0.15 hectares
Allocated Use	Permanent self-contained homes and employment
Indicative Housing Capacity	24 additional homes
Description of Existing Site	The site is accessed from a driveway from Blackburn Road and is adjacent to Billy Fury Way. There are two warehouse buildings on site in use as artist studios; one is a Victorian warehouse and the other a 20th Century building.

Context

- The site is identified in the Fortune Green and West Hampstead Neighbourhood Plan as being part of the West Hampstead Growth Area, and a potential development site. Objectives to guide the development of this site are set out in the Council's adopted West End Lane to Finchley Road Supplementary Planning Document (2021) and the Neighbourhood Plan.
- Planning permission (2015/3148/P) was previously granted for the refurbishment of the Victorian warehouse for employment use and the provision of six three-bedroom houses.

Allocation W3

11 Blackburn Road

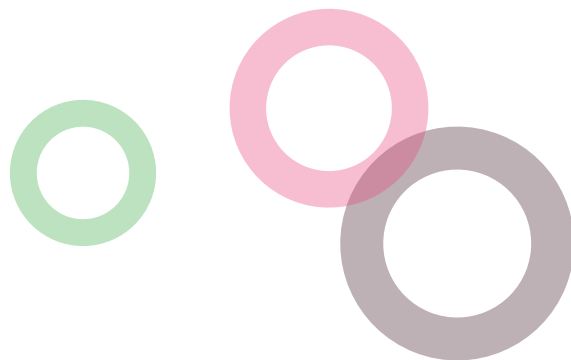
Development and Design Principles

Development must:

1. be taken forward in a co-ordinated way, working jointly with the developers of neighbouring sites. The Council will resist schemes that prejudice the future development and design quality of neighbouring development sites;
2. prioritise the retention of the Victorian warehouse building (which is a non-designated heritage asset), as it is considered to be of high architectural quality and worthy of retention;
3. ensure that a design-led approach is taken to delivering the optimum amount of development on the site. Where demolition is proposed, this should be justified in accordance with Policy CC2 (Retention of Existing Buildings);
4. ensure there is no net loss of employment floorspace on site and seek to incorporate space that is accessible to a range of small to medium businesses; and
5. explore design options to address safety and access issues on Billy Fury Way to increase natural surveillance and make it a more attractive and useable space. This should include setting back buildings, path widening, improved lighting, the creation of active frontages and improving natural surveillance, for example from windows, front doors and balconies over the space.

Other Considerations

- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).



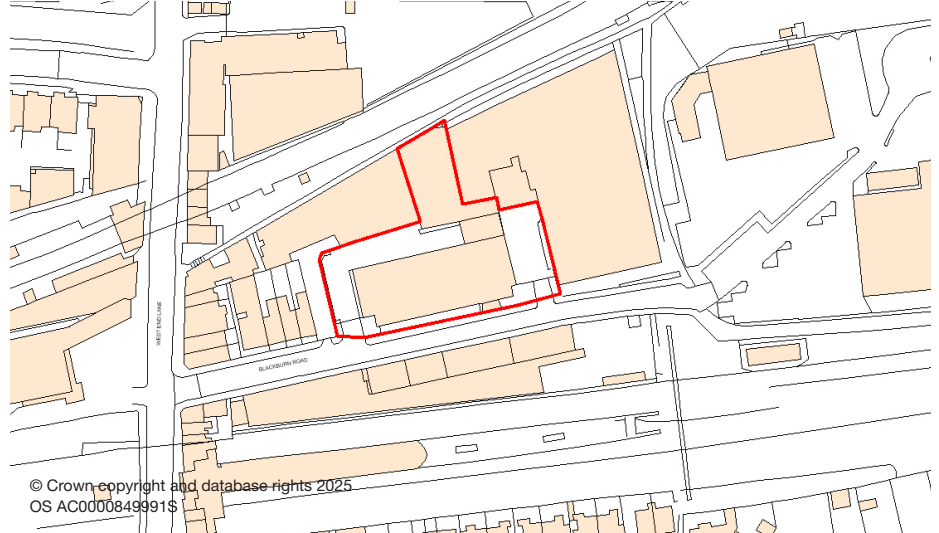
Allocation W4

13 Blackburn Road

Key plan



Site plan



Area	0.24 hectares
Allocated Use	Permanent self-contained homes and employment (offices)
Indicative Housing Capacity	24 additional homes
Description of Existing Site	The site consists of the Clockwork Factory, a part single, part two and three storey former office space that was converted to housing, together with a single storey office building. There are 29 existing flats on site. The building fronts onto Blackburn Road and backs onto Billy Fury Way and railway tracks.

Context

- The site is identified in the Fortune Green and West Hampstead Neighbourhood Plan as being part of the West Hampstead Growth Area and a potential development site. Objectives to guide the development of this site are set out in the adopted West End Lane to Finchley Road Supplementary Planning Document (2021) and the Neighbourhood Plan.
- The Council has resolved to grant planning permission (2020/2940/P) for a mixed-use development, comprising 53 homes and commercial floorspace. If this application is not granted, or the permission is not implemented, the criteria set out below will apply to any future applications on this site.

Allocation W4

13 Blackburn Road

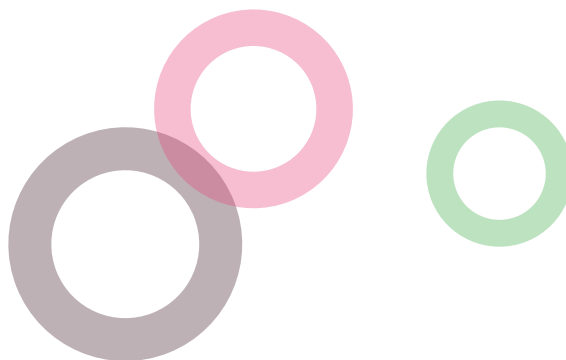
Development and Design Principles

Development must:

1. be taken forward in a co-ordinated way, working jointly with the developers of neighbouring sites. The Council will resist schemes that prejudice the future development and design quality of neighbouring development sites;
2. not result in a reduction of the amount of existing residential floorspace on site;
3. provide permanent self-contained and affordable homes, and a mix of unit sizes, including the provision of larger sized residential units, in accordance with Policy H7 (Large and Small Homes);
4. ensure that new employment floorspace is designed to be accessible to a range of small to medium businesses;
5. include the provision of an active frontage along Blackburn Road to enliven the street, and maximise the pavement widths, where possible; and
6. explore design options to address safety and access issues on Billy Fury Way, to increase natural surveillance and make it a more attractive and useable space. This should include setting back buildings, path widening, improved lighting, the creation of active frontages and improving natural surveillance, for example from windows, front doors and balconies over the space.

Other Considerations

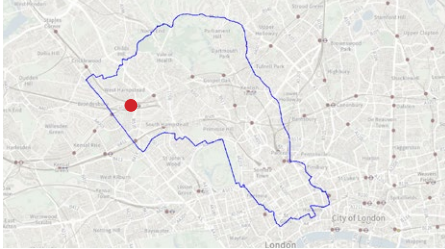
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).



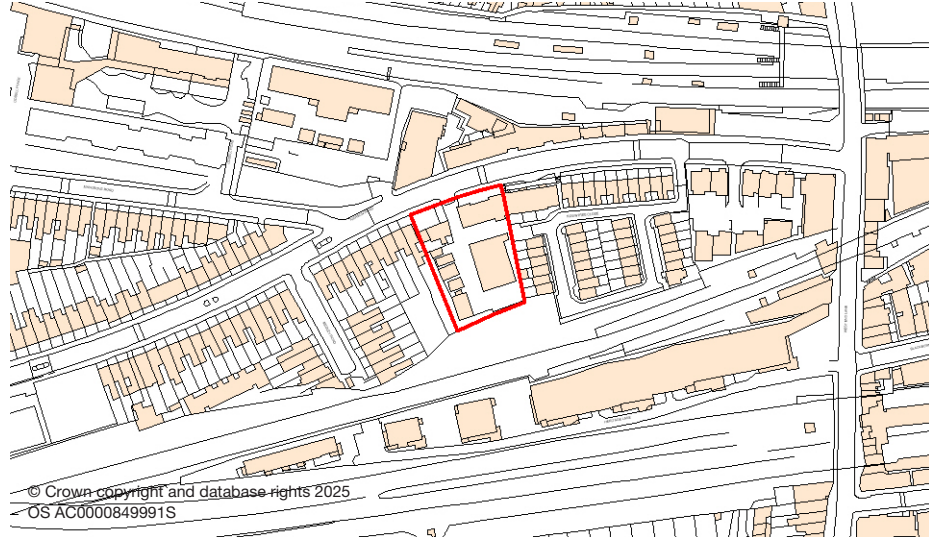
Allocation W5

188 – 190 Iverson Road

Key plan



Site plan



Address	188- 190 Iverson Road, West Hampstead, NW6 2HL
Area	0.26 hectares
Allocated Use	Permanent self-contained homes, offices and light industrial
Indicative Capacity	17 additional homes
Description of Existing Site	This site is occupied by C Tavener and Son, who provide building and joinery services, storage and furniture paint spraying facilities. The uses are contained in a number of single-storey buildings across the site, together with a two-storey office building and a single-storey office block fronting on to Iverson Road. Adjacent to the site are three and four storey residential properties and to the south is a designated open space (which is also designated as a Site of Nature Conservation Importance and Local Green Space) and railway lines.

Context

- The site is within the Fortune Green and West Hampstead Neighbourhood Plan area.
- This site is allocated for the delivery of additional homes to the front of the site. The re-development of the whole site is not envisaged.

Allocation W5

188 – 190 Iverson Road

Development and Design Principles

Development must:

1. ensure there is no net loss of employment floorspace on site, recognising that development offers the opportunity to consolidate, enhance and intensify the employment floorspace provision, given the low-level nature and number of buildings currently provided, subject to there being no detrimental impact on adjacent residential properties;
2. be designed to ensure that the operation of existing, or future, employment uses on the site are not compromised by the introduction of housing;
3. maintain a suitable vehicular access and turning space to ensure that the operation of existing, or future, employment uses on the site are not compromised;
4. be designed to ensure that new housing provision is located on the Iverson Road frontage;
5. be designed and operated to ensure there is no direct, or indirect, impact on the designated open space (Medley Orchard) to the south of the site, which is also a Grade I Site of Importance for Nature Conservation (SINC) and Local Green Space;
6. deliver biodiversity enhancements to the border of the site, in accordance with Policy NE2 (Biodiversity); and
7. seek to retain the mature street trees along the frontage of the site with Iverson Road in accordance with Policy NE3 (Tree Planting and Protection).

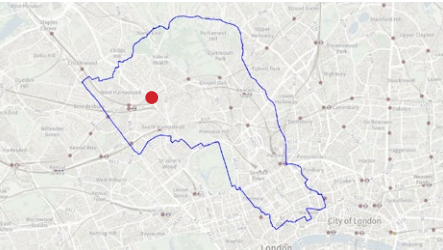
Other Considerations

- The indicative housing capacity on this site is based on the retention and extension of existing buildings. Where substantial demolition is proposed this will need to be justified in accordance with Policy CC2 (Retention of Existing Buildings).
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).

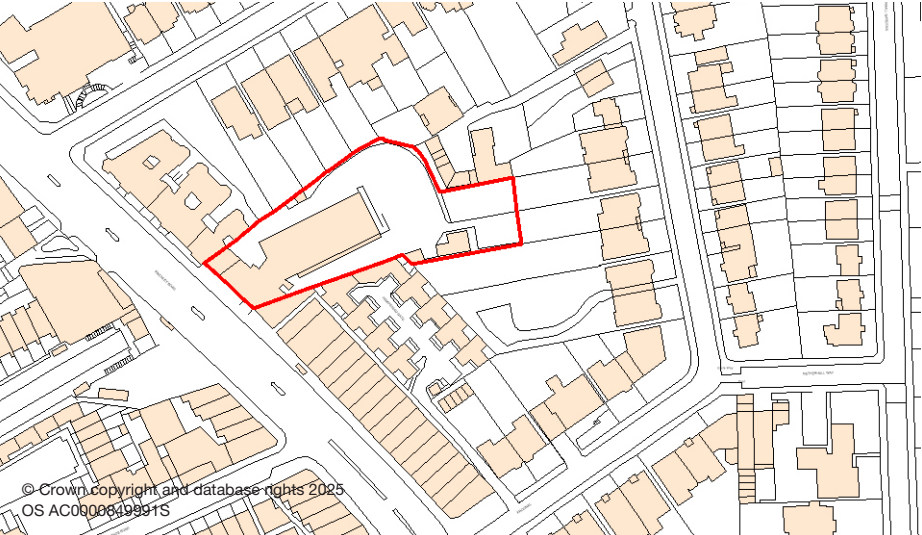
Allocation W6

Land to the rear of Meridian House,
202 – 204 Finchley Road

Key plan



Site plan



Address	Meridian House, 202- 204 Finchley Road, NW3 6BX
Area	0.35 hectares (whole site)
Allocated Use	Permanent self-contained homes, light industrial and offices
Indicative Housing Capacity	15 additional homes
Description of Existing Site	Meridian House is a five-storey building fronting onto the Finchley Road, with commercial uses on the lower floors and residential on the upper floors. The rear of the building has been extended in the past to provide a two-storey commercial building. To the side and rear of the buildings is a large parking area. Beyond this is a former caretaker's house, situated in the northeast corner of the site, adjacent to which is a copse of trees, protected by a Tree Preservation Order.

Context

- The site is adjacent to, but not within, Swiss Cottage / Finchley Road town centre and the Redington Frognal Conservation Area. It is next to a locally listed terrace.
- The site is identified as a potential redevelopment site in the adopted Redington and Frognal Neighbourhood Plan (2021).
- This site is allocated for the delivery of additional housing on the land to the rear of the site, where the former caretaker's cottage is situated.
- The re-development of other parts of the site is not envisaged and would need to be justified in accordance with Policy CC2 (Retention of Existing Buildings).
- The site is subject to an Article 4 direction that means any change of use of the employment floorspace requires planning approval.

Allocation W6

Land to the rear of Meridian House,
202 – 204 Finchley Road

Development and Design Principles

Development must:

1. be designed to ensure that the operation of existing, or future, employment uses on the site are not compromised by the introduction of additional housing;
2. ensure that the trees in the wooded copse within the site, which are subject to a TPO, are protected and sensitively integrated into any redevelopment. There are also protected trees on adjacent sites that will need to be sensitively considered as part of any development, in accordance with Policy NE3 (Tree Planting and Protection);
3. ensure that if the comprehensive redevelopment of the whole site is considered appropriate, there is no net loss of employment floorspace on the site; and
4. ensure that where employment floorspace is re-provided, this is designed to be accessible to a range of small to medium businesses.

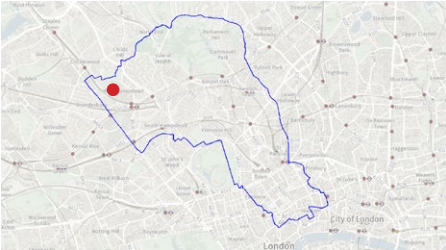
Other Considerations

- A Flood Risk Assessment will be required in accordance with Policy CC10 (Flood Risk), as the site is within an area identified by the Council as being at risk of flooding and parts of the site have experienced problems with flooding in the past. Recommendations in the Flood Risk Assessment will be secured by planning condition.
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).

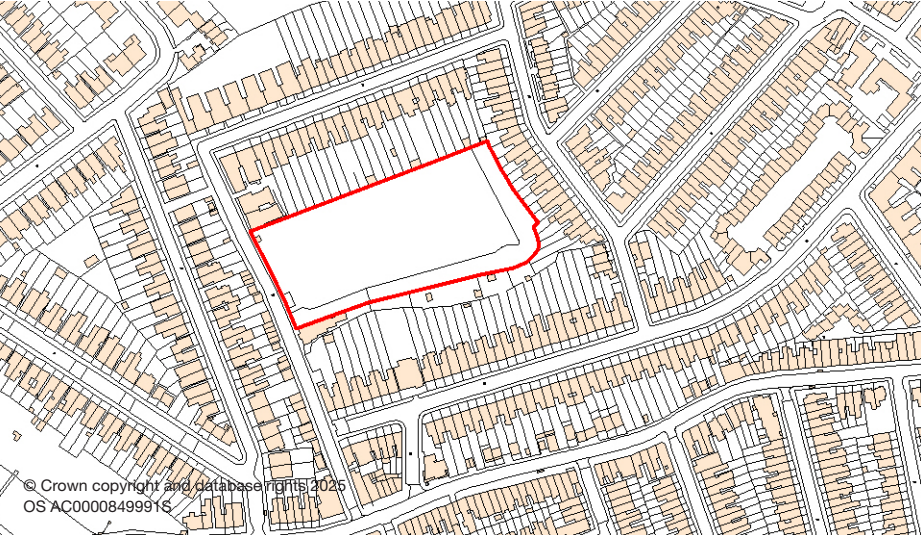
Allocation W7

Gondar Gardens Reservoir

Key plan



Site plan



Area	1.24 hectares
Allocated Use	Permanent self-contained homes and/or specialist care home
Indicative Housing Capacity	30 additional homes
Description of Existing Site	The site forms a long rectangle, bounded on three sides by the rear gardens of terraced houses and with an unbuilt frontage along Gondar Gardens. The site contains a decommissioned reservoir, which comprises a vaulted brickwork structure, supported on brick piers, and perimeter walls, mostly buried in the ground or contained within a grassed embankment. The reservoir is identified on the Local List.

Allocation W7

Gondar Gardens Reservoir

Context

- A significant proportion of the site is designated as open space and as a Site of Importance for Nature Conservation (SINC).
- The site is also identified in the Fortune Green and West Hampstead Neighbourhood Plan as a Local Green Space.
- The Fortune Green and West Hampstead Neighbourhood Plan outlines a number of priorities for this site, including the retention of open space, with managed access; maintaining suitable conditions for biodiversity; protecting views across the site; and that any future development should match the character of the local area.
- Since the reservoir was decommissioned there have been several proposals for the development of the site. Although all were refused by the Council, two were allowed at appeal (2011/0396/P and 2013/7585/P). The proposals allowed on appeal therefore establish the principle of, and some parameters for, development on the site.
- Whilst the (lapsed) previous permissions allowed at appeal are acknowledged, the Inspector's decision dismissing the last appeal (2017/6045/P) concluded that previous permissions should not be relied on as compelling precedents, particularly for the footprint and scale of development.
- A housing-led development is considered the most appropriate use for this site and the housing capacity has been informed by the previous applications and appeal decisions (see applications listed above in addition to 2012/0521/P and 2017/6045/P).
- The importance of the perception of open space that the site provides and its value for the neighbouring properties, as well as the street, has been acknowledged in previous appeals and is a key part of the Neighbourhood Plan vision for the site, which this allocation supports.

Allocation W7

Gondar Gardens Reservoir

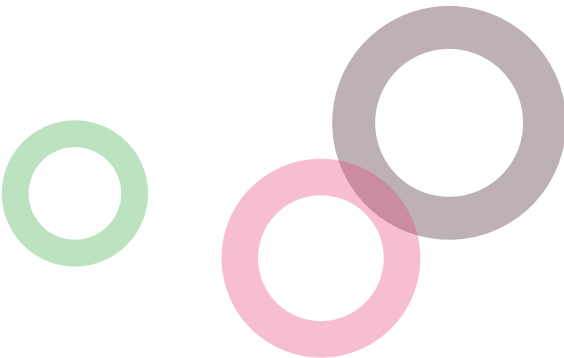
Development and Design Principles

Development must:

1. be focused on the un-designated area of the site, to protect the designated open space, SINC and Local Green Space;
2. seek to optimise residential provision on site. If provision is made for a residential care home, this must meet the needs of borough residents in accordance with Policy H8 (Housing for older people, homeless people and other people with care or support requirements);
3. include measures to enhance the designated open space, SINC and Local Green Space on the site in accordance with Policy SC4 (Open Space) and ensure there is no harm to existing habitats and protected species on the site in accordance with Policy NE2 (Biodiversity);
4. be designed to protect views across the site from harm or loss, in particular, the view to the east towards Hampstead; and
5. be designed to establish clearly defined entrances on the Gondar Gardens street frontage to ensure the development actively contributes towards the street scene.

Other Considerations

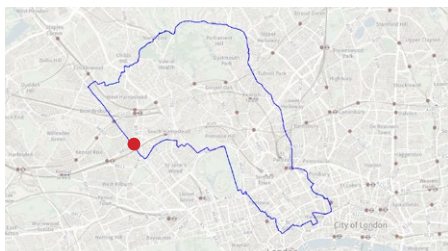
- Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).



Allocation W8

88-92 Kilburn High Road, Kilburn

Key plan



Site plan



Address	88 – 92 Kilburn High Road, Kilburn, NW6 4HS
Area	0.21 hectares
Allocated Use	Permanent self-contained homes and retail (or Class E)
Indicative Housing Capacity	21 additional homes
Description of Existing Site	<p>The site is located on Kilburn High Road and West End Lane. On the frontage with Kilburn High Road is a four-storey terrace, including retail (Sainsbury's) at ground floor level, with offices and three residential units above. The retail store extends towards the rear of the site, with servicing undertaken from West End Lane via a small undercroft service yard. The middle part of the site, occupied by the retail store, is two storeys in height. The frontage with West End Lane comprises a four-storey building, with the upper levels set back from the road, previously used for office support to the retail store.</p> <p>The three homes located on the Kilburn High Road frontage at the upper levels are accessed via a passage from Kilburn High Road.</p> <p>To the north, south and west of the site are other town centre uses, to the east of the site are residential properties along West End Lane.</p>

Context

- The site is located within Kilburn Town Centre.
- The site is within the Kilburn Neighbourhood Area. The Neighbourhood Forum are in the process of preparing a Neighbourhood Plan for the area.

Allocation W8

88-92 Kilburn High Road, Kilburn

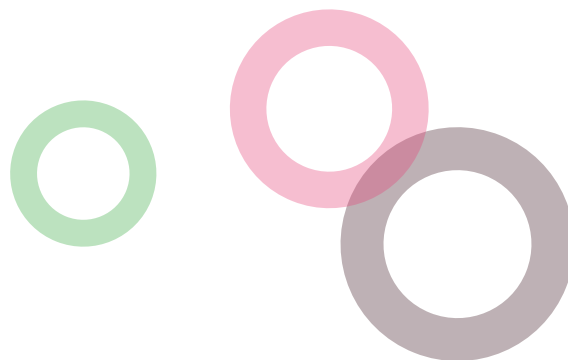
Development and Design Principles

Development must:

1. be a mixed-use development, with the commercial use fronting Kilburn High Road to support the town centre;
2. be designed to allow the co-location of housing with other proposed uses, ensuring that non-employment uses do not compromise the operation of existing or future employment uses;
3. ensure that essential operational or servicing needs are maintained in relation to the retail element in accordance with Policy T5 (Parking and Car-free Development);
4. be designed to provide an active frontage to West End Lane, where possible; and
5. ensure the amenity of the residential properties is protected in accordance with Policy A1 (Amenity).

Other Considerations

- The indicative housing capacity on this site is based on the retention and extension of existing buildings. Where substantial demolition is proposed this will need to be justified in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3 (Circular Economy and Reduction of Waste).
- A Flood Risk Assessment will be required in accordance with Policy CC10 (Flood Risk), as the site is within an area identified as being at risk of flooding. Recommendations in the Flood Risk Assessment will be secured by planning condition.



5.14 The following table identifies further site allocations in the west area of the borough which are already subject to planning permission and sets out key considerations for each site.

Table 7 | Further site allocations in West Camden

Site Ref	Address	Allocated use	Indicative housing capacity	Key considerations
W9	Land at Midland Crescent / Finchley Road	Mixed use including permanent self- contained homes, student housing and town centre uses	9 additional homes and 60 student rooms or equivalent residential floorspace	Planning permission (2014/5527P) has been granted and initial works commenced, so the permission remains extant. If a new scheme comes forward, a Flood Risk Assessment will be required in accordance with Policy CC10 (Flood Risk), as the site is within an area identified as being at risk of flooding.
W10	104A Finchley Road	Mixed use including commercial and permanent self-contained homes	31	The Council has resolved to grant planning permission (2022/3553/P), subject to a S106 agreement, for a mixed-use development comprising commercial, education and permanent self-contained homes.
W11	Abbey Co-op Housing site, Emminster and Hinstock	Permanent self-contained homes and flexible commercial units within Use Class E	65	Phases 1 and 2 of the Abbey Co-op estate regeneration have been completed. Planning permission (2022/2542/P) has been granted for phase 3 of the scheme and works have started on site.
W12	100 Avenue Road	Permanent self- contained homes, ground floor town centre uses and community use	184	Planning permission (2014/1617/P) was granted on appeal and works have commenced. The Camden Building Heights Study has identified this site as a location where tall buildings may be an appropriate form of development, with 12m - 63m considered the potentially appropriate height range. Planning permission was granted for a development up to 82m. That decision was based on the impacts and benefits of that specific scheme, and it should not be assumed that the permitted height would necessarily be appropriate for any subsequent development. The acceptability of particular tall building proposals, and their location within the site, will be assessed against Policy D2 (Tall Buildings) and other relevant development plan policies.
W13	551-557 Finchley Road	Permanent self-contained homes and flexible commercial uses	15	Planning permission (2020/5444/P) has been granted for a mixed use scheme of residential and flexible commercial use.
W14	317 Finchley Road	Permanent self-contained homes and flexible commercial uses	22	Planning permission (2016/2910/P) has been granted for a mixed use scheme including permanent self-contained homes and flexible commercial uses to ground and lower floors. The scheme is under construction.