

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/4616/P	Fortune Green and West Hampstead NDF	12/11/2024 14:47:07	OBJ	<p>The Fortune Green and West Hampstead NDF objects to this application.</p> <p>There is a presumption in the Neighbourhood Plan in favour of retaining existing employment sites. See below.</p> <p>The Forum is also aware of the continuing danger of losing local shops in ground floor premises, as the loss of a commercial premise is never likely to be reversed.</p> <p>We do not see any precedent in Hemstal Road for converting commercial premises to residential, as the only two that have been converted were approved before the implementation of the Neighbourhood Plan in 2015. (See immediately below)</p> <p>In Hemstal Road the ground floors of the following addresses are, or were until recently, commercial premises, largely shops and service businesses, all in a single arcade. 51 Still commercial, Dry Cleaner 53 Apparently still commercial, unknown. 55 Converted to residential with planning permission in 2013, ie. before implementation of the Neighbourhood Plan. 57 Still commercial, Accountants. 59 Still commercial. 61 Still commercial, Shop 63 Converted to residential in 2012 on application because “The use as a single dwelling house began more than four years before the date of this application.” Before the implementation of the Neighbourhood Plan (Number 65 is not part of the Hemstal Road arcade of shops, being located across Kingsgate Road)</p> <p>"Fortune Green and West Hampstead NDP Page 51 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....."</p>