Dear Camden

In support of my application for 56 Belsize Lane I feel I must be clearer about the ground floor and its use. The ground floor will remain mainly retail. As you can see if you visit our other vet practices in Camden– as in our practice at 67 Chetwynd Rd, or 10 Belsize terrace, or 6 Clifton Rd Maida Vale, in Westminster or 9 Southgate Road Potters Bar, the majority of the shop ground floor is taken up by retail . This shop will be no different. If anything, we will have more retail than previous designs as we have a larger floor area. The reception desk is the same as a till counter in any retail shop. Seating for people waiting, which will be minimal as we run on a strict appointment system, will be within the retail area but will not take away from the retail space. Many retail shops also provide seating.

We believe in a “lifestyle” approach of a vet shop and surgery, where we will have a large retail area of interesting and desirable pet goods for the neighbourhood we serve.

The shop front (We will apply for a separate planning permission later) will be of a retail nature – i.e glass with a view of the retail products on sale, and in keeping with Belsize Village The signs on the shop front will leave no one in doubt that this is a retail shop as well as a veterinary surgery. As with all our vet surgeries, you can see we are very keen to enhance the villages in which we are situated. We have invested a lot in the outside appearance of our shops and this is evident at all our sites.

If you have any further queries, please contact me on brendan@villagevet.co.uk.

Yours sincerely

Brendan Robinson.