

Joyce Glasser
14 Savernake Road, London NW3 2JP



Planning Department
London Borough of Camden
2nd Floor, 5 Pancras Square
Town Hall, Judd Street
London WC1H 9JE

21 November 2014

To Whom It May Concern:

**RE: Objection to Planning Consent for 10 Perrins Lane, Hampstead
London NE3 1QY**

As a resident of NW3 for the past 23 years, I object to the above application, which I consider ill-judged and detrimental to the residential/office/shop mix in Hampstead Village.

1. This application is not a matter of one residence replacing another. This is a Class J change of use application from class B1 (a) to a use falling within C3 (dwelling house). As a result, the change of use will alter the mix that defines Hampstead and most London 'villages' or neighbourhoods.
2. We rely on Camden to keep a close watch on this change of mix as it changes the whole atmosphere of the village and fabric of the community. I hope we can count on Camden to exercise its duty now.
3. Hampstead Village is one of the jewels in London's crown, not only as a tourist and visitor destination, but as a vibrant 21st Century neighbourhood that has managed to keep its historic character, local charm and relevance. This application, if allowed, will be another obstacle in the path of maintaining the village in this manner.
4. There may be a shortage of homes in London, but there is a greater shortage of shops and shop front business premises. More and more of our shops and commercial professional premises at ground floor are now restaurants or houses. There is more to a high street than eating.

It is shops, however, that keep communities together. When everyone drives off to Westfield, the higher end local shops will close and the diversity of shops will narrow. We had two hardware shops, for

instance, and now, the remaining one is struggling. We cannot only have cafes and restaurants and homes. We need a variety of retail shops and professional store fronts to ensure that those already living in the area will have a relevant shopping and walking area.

5. Communities without shops and ground floor businesses, such as solicitors' offices, become wastelands and breed crime and anti-social behaviour. Moreover, they become enclaves of the rich who hop in their cars and drive a few miles to shop and then go off to their other homes, leaving their residences closed up.
6. This application is not even for 'affordable housing' although either affordable or not, the project would be detrimental to the character and economic life of Hampstead.
7. Even if the residential use were confined to the storeys above the shop front, this is a problem. Shops and offices require storage space and this is often on the floor above the shop. Shop keepers often want to live above their shops, so if anything, a residential use coupled with a business at ground floor makes sense. The owners will decide how to allocate storage space.
8. I cannot give you technical or planning objection comments, but I can object to this misguided change of use on the grounds of my experience watching High Streets die elsewhere.

For the above reasons, I urge you to turn down this application.

Yours faithfully,

Joyce Glasser

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