



# *The Heath & Hampstead Society*

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The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

## **To London Borough of Camden, Development Control Team**

Planning Ref: 2014/6848/P

Address: 3 Park End, NW3

Description: Change of Use: Office to Residential.

Case Officer: Mandeep Chagger

Date 3 December 2014

We appreciate the value of maximising housing development at this time, but there are other issues of similar, if not greater importance, especially in small local environments such as Park End.

The loss of small business units such as this damages the local community in at least two ways:

- a. by depriving small non-industrial businesses of acceptable and economic premises. Such businesses are where increasing economic growth is happening, and it is not right to extinguish such a use for the sake of greater profit. (we of course know that residential values are at an unhealthy level, and rising ). Public transport access to the site is outstandingly good.
- b. by flattening out local diversity of use. A community such as South End Green benefits from healthy diversity, and would suffer from complete residential conformity.

We take it that your Policy DEP13 is designed to address this issue.

Please refuse.