



Regeneration and Planning
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Friday 23rd January 2015

To whom it may concern,

RE: PLANNING APPLICATION REF 2014/6969/P - Erection of rear ground floor extension and installation of rear dormer to B1 commercial unit. Unit 5 Hampstead West, 224 Iverson Road, London NW6 2HL

I write in connection with the above planning application. I have examined the plans and know the site well as my business also resides within the Hampstead West Development. I wish to offer my support to the proposal, for the reasons outlined below.

I am aware of the concerns of some in the community that this proposal to extend and install a dormer to Unit 5 will damage the character of the Hampstead West Development. However, I believe that Hampstead West is a development well suited to sympathetic and well planned expansion. In my opinion and, after studying the proposed plans held within this application, I believe the addition of the extension and dormer would only serve to fit most sympathetically into the current development. This in turn would, I believe, lead to further key development of Hampstead West by other units, ensuring key North London businesses stay within the Borough.

West Hampstead is a thriving area of North West London, with considerable amounts of residential development currently taking place, however there is a massive demand for commercial space that is not being met. An application such as this allows for businesses already situated within the borough to be able to expand and grow and in turn offer more employment to local residents.

Hampstead West is clearly a Development of a certain architectural era and any plan to change the obvious look of the park should not be considered. However the above mentioned application very seamlessly blends into the current design of the development and I believe only adds value, as demonstrated by the very well thought out and presented 3D plans and light surveys.

It is therefore my view that the application pertaining to Unit 5 Hampstead West should, without doubt, be granted planning permission.

Yours sincerely,


Mark Smith
London & District Housing Limited

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