



Dear Barry,

I'm writing further to Elizabeth Beaumont's email below on behalf of the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) about the planning application for 186 West End Lane ref: 2015/5655/P.

We note that the site is the West End Green Conservation Area, the West Hampstead Town Centre, and the area covered by the Fortune Green & West Hampstead Neighbourhood Plan.

The NDF is very concerned about the apparent loss of the distinctive curved glass shop-front, which forms an important part of the historic character of the Town Centre. We are strongly opposed to this planning application and the proposed replacement shop-front.

Assessing this application against the Fortune Green & West Hampstead Neighbourhood Plan, we find it to be in breach of:

- >Policy 2: Design & Character
- >Policy 3: Safeguarding and enhancing Conservation Areas and heritage assets
- >Policy 13: West Hampstead Town Centre

We therefore require that this planning application is rejected - and that the developer/owner is required to return the shop-front to its previous condition (as in the photograph with Holistic hair & beauty).

I would be grateful if you could inform me when a decision is made on this planning application.

Best wishes,

James Earl
(Chair, Fortune Green & West Hampstead NDF)









