



The Heath & Hampstead Society

P.O. BOX 38214 LONDON NW3 1XD

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: 2016/6137/L

Address: 9 South End Road NW3

Description: Shopfront

Case Officer: Matthias Gentet

Date 21 November 2016

This replacement shopfront may appear uncontroversial, and similar to many others. However, the character of the South End Green shopping area is of substantial local importance. The South End Green association, having conducted a survey of local buildings and shopfronts, has concluded that the form and detail of the existing shopfront is of merit, and should be preserved, at any rate in its general form.

This would not seem to harm the function of café/tea room proposed, and we support this view.

Please refuse