

## Muthoora, Leela

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**From:** Janine Griffis [REDACTED]  
**Sent:** 17 March 2017 09:22  
**To:** Muthoora, Leela [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Planning Application - 2017/1246/P

Dear Ms. Multhoora,

The loss of an A1 premise in primary frontage in the Hampstead Town Centre would diminish the vibrant mix of shops important to the local economy and would be contrary to the emerging Local Plan TC2, which aims to protect the retail function of town centres.

The proposal is also contrary to CPG5, which stipulates that “the Council will generally resist proposals that would result in less than 75% of the premises in Core Frontages [in the Hampstead Town Centre] being in retail use”.

This stretch of primary frontage from the Hampstead Tube Shop currently consists of seven shop fronts, two of which are A2 (Benham & Reeves) and A3 (Wagamama). The change of use of what is currently a furniture store would leave just over half in A1 uses:

52	Trilogy	Apparel	A1
54	Vision Express	Opticians	A1
56	Benham & Reeves	Estate Agent	A2
58-62	Camerich	Furniture	A1
58-62	Wagamama	Restaurant	A3
58-62	Jigsaw	Apparel	A1
58-62	Cass Art	Art store	A1

This is only stretch of primary frontage in Heath Street north of the tube and it is important to maintain a high percentage of A1 shops in order to avoid the lack of footfall experienced elsewhere in Heath Street.

I urge Camden to reject this application as damaging to the retail mix of Hampstead.

Sincerely,

Janine Griffis  
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