



Charles Thuairé  
Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London WC1H 9JE

19 March 2019

Dear Mr Thuairé,

Re: Application ref: 2018/5808/P, Jack Straws Castle, 12 North End Way, London NW3 7ES

I am writing to inform you that the Hampstead Village Business Improvement District (BID) objects to the proposed loss of B1/D2 premises to residential at Jack Straws Castle.

As it sets out in the agreed Hampstead Neighbourhood Plan there is widespread support for the retention of business premises and also makes notes that the Camden Local Plan acknowledges that commercial premises, once converted to homes, are likely to say in residential use when outside the town centres.

As Hampstead is outside the Central Activity Zone, where there is high value residential area, developers are motivated to exercise the permitted rights for change of use from offices to higher value residential. These new dwellings are unlikely to contribute to the much-needed affordable housing.

Hampstead's office and retail space are finite and there are few developmental opportunities for growth in the future. There needs to be a concerted effort to ensure the right balance between housing and business premises are well-thought-out. As the BID, we understand it is critical for the viability of Hampstead Village to be able to offer a variety of opportunities for all types of businesses whether they are long established independent shops or small-scale startups.

Bearing the above in mind, the BID would urge you to reject this application.

Yours sincerely,

Marcos Gold  
BID Manager  
Hampstead Village Business Improvement District

Hampstead Village  
Business Improvement District

