



HAMPSTEAD NEIGHBOURHOOD FORUM

19 November 2019

Mark Chan
Supporting Communities Directorate
Camden Council

Re: **2019/5232/P**, 72 Hampstead High Street

Dear Mr Chan,

The Hampstead Neighbourhood Forum objects to the proposed changed of use as contrary to Policy EC1 (4) of the Hampstead Neighbourhood Plan, which states:

Where permission is required, the change of space in Class A or B1a uses at first floor or higher above shops to residential occupation will not be supported unless it can be shown that there is a long history of vacancy.

The Plan further stipulates that in order to show that premises located directly above shops are no longer viable for business or employment use, "the applicant must submit evidence of a marketing strategy for the property, covering a period of at least two years. The premises must be marketed at a realistic price reflecting market rents in the local area and the condition of the property." We note that no such evidence has been posted on the Camden website.

One of the primary objectives of the Plan is to keep Hampstead's local economy vibrant and to preserve local jobs. No. 72 Hampstead High Street is primary retail frontage and efforts should be made to let the premises to an A1 use. A change of use to residential is unlikely ever to be reversed.

Sincerely,

Janine Griffis
Chair, Hampstead Neighbourhood Forum