



Planning Department

London Borough of Camden 2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

BY EMAIL



10 February 2020

Dear Sir / Madam,

Re: Alex Costa, Aeon Gallery 20 Heath St, London NW3 6TE change of use A1 to A1/A3

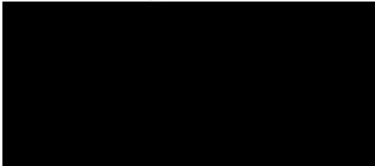
I am writing regarding the change of use application being made by Alex Costa from Aeon Gallery. As I understand it, Aeon Gallery are looking to apply for a change of use of their current designation of an A1 to a mix use A1/A3. This would allow them to be able to host a café/restaurant on the premises while maintaining the art element of the space.

We would support any attempt by our businesses to provide the type of service our residents and visitors want provided it is properly located and linked to other uses. The stated aim of the business improvement district is to preserve and develop Hampstead Village's appeal for residents and visitors. Our objective is to drive footfall to our businesses and to sustain the Village's unique atmosphere.

According to a report by London First the Camden Borough falls within the 'Halo of Growth'. This would see an additional £1.2bn of growth value added from international tourism and the average age of someone staying in Camden is 33.

Looking ahead then there will be great need to accommodate the needs of this growth as well as of a younger generation looking for this type of business. Bearing the above in mind I would see no reason why not to support this change of use application.

Yours sincerely,



Marcos Gold
BID Manager
Hampstead Village Business Improvement District

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