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**From:** Thuaire, Charles  
**Sent:** 12 February 2019 18:35  
**To:** Planning  
**Subject:** FW: Application ref: 2018/5808/P, Jack Straws Castle, 12 North End Way, London NW3 7ES

Objection from Hampstead NF for m3/trim

Charles Thuaire  
Senior Planner

Telephone: 020 7974 5867



**From:** Janine Griffis [REDACTED]  
**Sent:** 12 February 2019 17:21  
**To:** Thuaire, Charles <[Charles.Thuaire@camden.gov.uk](mailto:Charles.Thuaire@camden.gov.uk)>  
**Subject:** Application ref: 2018/5808/P, Jack Straws Castle, 12 North End Way, London NW3 7ES

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

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

Dear Charles,

The Hampstead Neighbourhood Forum objects to the proposed loss of B1/D2 premises to residential. The Hampstead Neighbourhood Plan supports the retention of business premises and 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.

The applicant states that they have been unable to let the unit over the course of marketing the site for one year. Anecdotal evidence suggests that this is not unusual for the Plan area. No. 76 Hampstead High Street, formerly Maison Blanc, opening soon as an art gallery, took several years to re-let as did No. 79 Hampstead High Street, now a menswear shop.

Attractiveness to potential tenants is also a function of the rents being charged. Camden's Office to Residential Permitted Development Rights Impact Study of 2014 found:

As Camden outside the CAZ is a 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 is finite and there are few developmental opportunities for growth in the future. The developer of Jack Straw's Castle has received the benefit of converting most of the site to residential and should shoulder the responsibility of offering sensible rates to attract businesses to the location.

Sincerely,

Janine Griffis  
Chair, Hampstead Neighbourhood Forum



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