

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/3884/P	Amit Maskara	14/11/2023 14:19:56	COMMNT	<p>This application is for a change of use from retail to a place of worship.</p> <p>We object on the following grounds:</p> <p>This is not an application for a “place of worship” in the normal understanding of that description. “The Liberty Church” is part of a global evangelical organisation which runs 24/7 events using multi media/ live bands / conferences etc.</p> <p>The application indicates activities running from 8.00am- 11.00pm Monday to Saturday and 8.00am-6.00pm Sunday.</p> <p>The application references Camden Policies TC4, implying, erroneously, that the location of the property is “town centre” and will not harm the “the local area or the amenity of neighbours”. It claims it will only “attract congregations of up to 150 persons” who will use public transport. The absence of any certified data on where the “congregation” is normally resident calls this bold assertion into question.</p> <p>Furthermore, the application states that “the increase in comings and goings from the premises would promote a strong and vibrant town centre, enhancing the character of the town centre” HOWEVER, the area, whilst being bounded by Finchley Rd, a red route, is almost totally residential in character and is not a town centre.</p> <p>The main exceptions to ‘residential’ in the immediate locality are “JW3”, the “Cumberland LTC” and “Hampstead Cricket Club”, all of which are well bedded into the community and have taken pains to ensure that is the case.</p> <p>The application also cynically states that although there will be noise breakout it will be mitigated by the “high levels of noise associated with this very busy road”. Presumably Finchley Road, but the site also borders Lymington Road and a considerable residential community.</p> <p>A glance through the “events “page on the Liberty Church website should raise many questions in the minds of Councillors as to the reality of the application and its impact on the neighbourhood.</p> <p>Hours of operation, are those of a commercial organisation based in a commercial/ industrial environment. It would suggest that there would be many sessions taking place during the course of a day and evening with many arrivals and departures of the 150 persons that could be accommodated at each.</p> <p>Highway matters</p> <p>The absence of any study on mode of travel to the venue and the absence of any research on availability of on-street car parking should raise red flags.</p> <p>The reality of the presence of a similar Evangelical organisation (Victory Church) on the site of the Pulse prior to its redevelopment in its current form, is well known to local residents. Chaos ensued with the area being in complete lockdown whenever the Church was in session.</p>

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The site is described as “car free”. To suggest that the “car free” designation automatically removes the reality that many of those travelling to the site will do so by car is naive. The proposed extended opening hours means that transport in the evening would be by private car. The parking provision on surrounding streets is already barely sufficient for residents.

Presently, the controlled parking zone works well for residents and for visitors to CLTC/ HCC and JW3. There are currently, evenings when there is pressure and local residents struggle to find a parking space returning home after 6.00 pm. However, the addition of a venue, whose operations are designed to attract large audiences, would make the current arrangements untenable.

To protect the amenity for local residents ,controlled parking would need to be extended from the existing restriction, Monday to Saturday 8.30 to 6.30, to 8.30am to 10.30 pm ,and on Sunday, when there is currently no restriction, from 8.30 am to 6.00 pm.

This would be to the detriment of the CLTC/ HCC and JW3 which are well integrated locally.

In short, a building ,designed as a stylish, high-end retail space, with corner return windows is completely unsuitable as a place of worship for significant numbers of people, singing to live bands. The resultant noise will not be contained behind non acoustically designed large, plate glass windows and non sound proofed ceilings.

The ingress and egress of large groups arriving and leaving more or less simultaneously will severely impact the amenity of neighbours.

This is not a “ community” initiative, there has been zero contact with the local community.

In addition, sadly, a scheme which could severely impact the enjoyment of the local community in their environment, has only been flagged up to local residents by the Planners posting standard planning notifications devoid of any detailed information on lamp-posts.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/3884/P	Julie Ebrahim	14/11/2023 11:27:03	OBJ	<p>I am writing in the strongest possible terms to object to this application.</p> <p>First and foremost living in Pulse Apartments, the building most affected by this application, it is totally unacceptable that the residents only heard about this through word of mouth and have only had limited time to provide a considered view. Thus my objections below are more akin to a summary of our observations without having had the opportunity for a detailed submission.</p> <p>When the proposed tenant was last on this site it caused enormous problems for the local residents.</p> <p>These included available parking. Since that time, the problems with parking, congestion and restricted access to Lymington Road and Alvanley Gardens have become exacerbated. When JW3 was approved and built, no provision for parking was made and it has had an immense knock on impact on the area, particularly over the weekend. Visiting cars park indiscriminately along Lymington Road and Alvanley Gardens, particularly on a Sunday where there is limited enforcement.</p> <p>If this application is approved for, it is expected, 150 worshippers, it is very likely that the majority of these will travel to the area by car as is always the case and is the case with JW3. This is regardless of available public transport options which are not availed of in many cases. The cricket and tennis areas are at their most used over the weekend too, with traffic resulting.</p> <p>Previous feedback when the church was previously onsite was that noise was then a real problem and will also be worse now with the long working hours proposed. It is wholly inappropriate for a noisy establishment to be located within a residential development, with operating hours from first thing in the morning to late at night (11pm is well passed any sociable hours).</p> <p>There is no evidence in the noise testing that was carried out that any testing was done from within the residential areas of the building ie. from within Pulse Apartments. How then can the impact of the noise on residents of the building be assessed?</p> <p>The presence of a kitchen is a major concern from a noise and smell perspective (the unit was not designed for catering purposes). This will also cause an impact on traffic with large scale deliveries needing to be made to cater for supplies for 150 people.</p> <p>There is no explanation for the need for such long hours nor of the precise use the hall in the application.</p> <p>As mentioned, with JW3 in close proximity and most active over the weekend with various activities, having another venue operating through similar busy times is complete over-development of the area. The unit is designed for retail use and should be used for this purpose only. There are also many places of worship already in West Hampstead and likely other suitable venues for this church there and in close proximity.</p> <p>In short this change of use would be disastrous for the surrounding neighbourhood and I object in the strongest possible terms. It is unfortunate that the Council has not properly consulted with impacted residents on this proposal and I urge you to take the opportunity to do so now.</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/3884/P	Ali Ebrahim	14/11/2023 11:26:06	OBJ	<p>I am writing in the strongest possible terms to object to this application.</p> <p>First and foremost living in Pulse Apartments, the building most affected by this application, it is totally unacceptable that the residents only heard about this through word of mouth and have only had limited time to provide a considered view. Thus my objections below are more akin to a summary of our observations without having had the opportunity for a detailed submission.</p> <p>When the proposed tenant was last on this site it caused enormous problems for the local residents.</p> <p>These included available parking. Since that time, the problems with parking, congestion and restricted access to Lymington Road and Alvanley Gardens have become exacerbated. When JW3 was approved and built, no provision for parking was made and it has had an immense knock on impact on the area, particularly over the weekend. Visiting cars park indiscriminately along Lymington Road and Alvanley Gardens, particularly on a Sunday where there is limited enforcement.</p> <p>If this application is approved for, it is expected, 150 worshippers, it is very likely that the majority of these will travel to the area by car as is always the case and is the case with JW3. This is regardless of available public transport options which are not availed of in many cases. The cricket and tennis areas are at their most used over the weekend too, with traffic resulting.</p> <p>Previous feedback when the church was previously onsite was that noise was then a real problem and will also be worse now with the long working hours proposed. It is wholly inappropriate for a noisy establishment to be located within a residential development, with operating hours from first thing in the morning to late at night (11pm is well passed any sociable hours).</p> <p>There is no evidence in the noise testing that was carried out that any testing was done from within the residential areas of the building ie. from within Pulse Apartments. How then can the impact of the noise on residents of the building be assessed?</p> <p>The presence of a kitchen is a major concern from a noise and smell perspective (the unit was not designed for catering purposes). This will also cause an impact on traffic with large scale deliveries needing to be made to cater for supplies for 150 people.</p> <p>There is no explanation for the need for such long hours nor of the precise use the hall in the application.</p> <p>As mentioned, with JW3 in close proximity and most active over the weekend with various activities, having another venue operating through similar busy times is complete over-development of the area. The unit is designed for retail use and should be used for this purpose only. There are also many places of worship already in West Hampstead and likely other suitable venues for this church there and in close proximity.</p> <p>In short this change of use would be disastrous for the surrounding neighbourhood and I object in the strongest possible terms. It is unfortunate that the Council has not properly consulted with impacted residents on this proposal and I urge you to take the opportunity to do so now.</p>

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2023/3884/P	karin Hamama	14/11/2023 21:46:17	COMMNT	

399 Finchley Rd.

Application Number: 2023/3884/P

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We object on the following grounds:

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The application indicates activities running from 8.00am- 11.00pm Monday to Saturday and 8.00am-6.00pm Sunday.

The application references Camden Policies TC4, implying, erroneously, that the location of the property is “town centre” and will not harm the “the local area or the amenity of neighbours”. It claims it will only “attract congregations of up to 150 persons” who will use public transport. The absence of any certified data on where the “congregation” is normally resident calls this bold assertion into question.

Furthermore, the application states that “the increase in comings and goings from the premises would promote a strong and vibrant town centre, enhancing the character of the town centre” HOWEVER, the area, whilst being bounded by Finchley Rd, a red route, is almost totally residential in character and is not a town centre.

The main exceptions to ‘residential’ in the immediate locality are “JW3”, the “Cumberland LTC” and “Hampstead Cricket Club”, all of which are well bedded into the community and have taken pains to ensure that is the case.

The application also cynically states that although there will be noise breakout it will be mitigated by the “high levels of noise associated with this very busy road”. Presumably Finchley Road, but the site also borders Lymington Road and a considerable residential community.

A glance through the “events” page on the Liberty Church website should raise many questions in the minds of Councillors as to the reality of the application and its impact on the neighbourhood.

Hours of operation, are those of a commercial organisation based in a commercial/ industrial environment. It would suggest that there would be many sessions taking place during the course of a day and evening with many arrivals and departures of the 150 persons that could be accommodated at each.

Highway matters

The absence of any study on mode of travel to the venue and the absence of any research on availability of on-street car parking should raise red flags.

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2023/3884/P	Dr Francesca Carpos	14/11/2023 13:15:55	OBJ	<p>I am writing to express my strong opposition to the planning permission proposal with reference number 2023/3884/P which seeks to change the use of the retail premises located across the road from my residence which is within a Camden Conservation Area.</p> <p>I respectfully urge you to closely examine the proposed change of use in light of the Camden's Conservation Area boundary and guidelines, and their stipulations for preserving and enhancing our community's character and appearance.</p> <p>https://www.camden.gov.uk/documents/20142/7883436/Redington+and+Frognaal.pdf/e20d341b-d926-f976-6b73-8facf18f5768?t=1671639621534</p> <p>The planning permission raises significant concerns regarding its compatibility with the conservation area's guidelines and its potential impact:</p> <p>Impact on Conservation Area: The proposed change of use to a place of worship, with its associated daily long hours of operation and capacity for 150 people raises concerns about the potential disruption to the tranquil ambiance and historical character of the Conservation Area.</p> <p>Parking and Traffic Congestion: The absence of any parking facilities and the potential for increased traffic congestion along the already congested Finchley Road would directly harm the character and appearance of the area. This is because the Finchley Road is a red route and the only places to park will be in the side streets, causing harm to the character or appearance of the Conservation Area.</p> <p>Hours of Operation: Operating from 8 am to 11 pm, seven days a week, will result in noise and disruption during late hours, which is likely to be incongruent with the tranquil and historical ambiance the Conservation Area strives to preserve.</p> <p>Lack of Community Consensus: To my knowledge, there has been no meaningful engagement with the community regarding this change of use proposal. I learned about this proposal through an informal conversation with a neighbour. This lack of consultation contradicts the spirit of community involvement.</p> <p>I request that you deny the planning permission for this radical proposed change of use, from a furniture shop to a place of worship, for the reasons referenced above.</p>

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2023/3884/P	Igor Prokhorenko	14/11/2023 20:42:45	OBJ	399 Finchley Rd. Application Number: 2023/3884/P

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The application indicates activities running from 8.00am-11.00pm Monday to Saturday and 8.00am-6.00pm Sunday.

The application references Camden Policies TC4, implying, erroneously, that the location of the property is "town centre" and will not harm the "the local area or the amenity of neighbours". It claims it will only "attract congregations of up to 150 persons" who will use public transport. The absence of any certified data on where the "congregation" is normally resident calls this bold assertion into question.

Furthermore, the application states that "the increase in comings and goings from the premises would promote a strong and vibrant town centre, enhancing the character of the town centre" HOWEVER, the area, whilst being bounded by Finchley Rd, a red route, is almost totally residential in character and is not a town centre.

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A glance through the "events" page on the Liberty Church website should raise many questions in the minds of Councillors as to the reality of the application and its impact on the neighbourhood.

Hours of operation, are those of a commercial organisation based in a commercial/ industrial environment. It would suggest that there would be many sessions taking place during the course of a day and evening with many arrivals and departures of the 150 persons that could be accommodated at each.

Highway matters

The absence of any study on mode of travel to the venue and the absence of any research on availability of on-street car parking should raise red flags.

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complete lockdown whenever the Church was in session.

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This would be to the detriment of the CLTC/ HCC and JW3 which are well integrated locally.

In short, a building ,designed as a stylish, high-end retail space, with corner return windows is completely unsuitable as a place of worship for significant numbers of people, singing to live bands. The resultant noise will not be contained behind non acoustically designed large, plate glass windows and non sound proofed ceilings.

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2023/3884/P	Waj Hashmi	15/11/2023 08:48:35	OBJ	<p>I have a disabled mother and I am worried that our driveway will be constantly obstructed due to parking issues caused by the extremely long operating hours of this church. Also concerns relating to noise as this seems to be at least partly an entertainment venue and not originally designed as such. Surely a proper consultation is needed? See detailed grounds below as drafted by another resident.</p> <p>Application Number: 2023/3884/P</p> <p>This application is for a change of use from retail to a place of worship.</p> <p>We object on the following grounds:</p> <p>This is not an application for a “place of worship” in the normal understanding of that description. “The Liberty Church” is part of a global evangelical organisation which runs 24/7 events using multi media/ live bands / conferences etc.</p> <p>The application indicates activities running from 8.00am- 11.00pm Monday to Saturday and 8.00am-6.00pm Sunday.</p> <p>The application references Camden Policies TC4, implying, erroneously, that the location of the property is “town centre” and will not harm the “the local area or the amenity of neighbours”. It claims it will only “attract congregations of up to 150 persons” who will use public transport. The absence of any certified data on where the “congregation” is normally resident calls this bold assertion into question.</p> <p>Furthermore, the application states that “the increase in comings and goings from the premises would promote a strong and vibrant town centre, enhancing the character of the town centre” HOWEVER, the area, whilst being bounded by Finchley Rd, a red route, is almost totally residential in character and is not a town centre.</p> <p>The main exceptions to ‘residential’ in the immediate locality are “JW3”, the “Cumberland LTC” and “Hampstead Cricket Club”, all of which are well bedded into the community and have taken pains to ensure that is the case.</p> <p>The application also cynically states that although there will be noise breakout it will be mitigated by the “high levels of noise associated with this very busy road”. Presumably Finchley Road, but the site also borders Lymington Road and a considerable residential community.</p> <p>A glance through the “events “page on the Liberty Church website should raise many questions in the minds of Councillors as to the reality of the application and its impact on the neighbourhood.</p> <p>Hours of operation, are those of a commercial organisation based in a commercial/ industrial environment. It would suggest that there would be many sessions taking place during the course of a day and evening with many arrivals and departures of the 150 persons that could be accommodated at each.</p> <p>Highway matters</p>

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2023/3884/P	Keith & Veronica Hollender	14/11/2023 13:50:02	OBJ	399 Finchley Rd.

Application Number: 2023/3884/P

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Highway matters

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2023/3884/P	MOTI Hamama	14/11/2023 21:47:58	COMMNT	<p>I object to this application on the grounds of the proposed change of use from retail to place of worship being likely to cause huge parking and noise problems in the area and these will negatively impact members of the Cumberland Lawn Tennis Club and their ability to park and attend the Club.</p> <p>These concerns are exacerbated by the proposed hours of usage, which are lengthy and will affect most times the Club is open.</p> <p>It is my understanding that a number of years ago a similar place of worship existed in a similar location and the negative impact on the Club and surrounding areas regarding parking and noise was profound.</p>
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2023/3884/P	James Hartley	15/11/2023 00:16:28	OBJ	<p>We object on the following grounds:</p> <p>In the application it is stated the increase in comings and goings from the premises would promote a strong and vibrant town centre, enhancing the character of the town centre. This area is not a town centre, it's purely residential with 2-3 shops. 150 people on the pavement outside the building wouldn't enhance the quoted town centre it would make for an overcrowded and unsafe pavement, the area outside the entrance to the building is small and not suitable for this number of parishoners.</p> <p>The considerations around noise reduction lack detail, the only mitigation against noise in the application is for the congregation area to be set back from the entrance and there is no detail provide about an internal acoustic wall, there is no information provided about this feature. As mentioned in the application there are no plans to alter the glass windows and door, it's unlikely these will contain the noise and using the sound from the road to.</p> <p>There has been no study into how the parishoners will likely travel to the venue, just assuming they will take the tube doesn't provide an accurate picture. The closest road to the entrance to the building without double red lines is Lymington Road, I would foresee this to be the most popular location for anyone driving or taking taxis to be dropped off, this would lead to congestion outside the front entrance to Pulse Apartments.</p> <p>The hours of opening are extremely long, for 15 hours a day for 6 out of 7 days, this is more suited to a commercial/industrial location rather than a residential area. This will create a lot of disturbance for us residents and for us without a faith will not provide any enhancement for the local community. It's also noted that there is no information regarding refuse collection or deliveries.</p>

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2023/3884/P	Sheba Greenberg	15/11/2023 07:28:11	OBJ	<p>I own and live in one of the flats in Arkwright Mansions, which is located on the east side of Finchley Road, immediately opposite the site of the proposed development and I am writing to express my strong objection to the proposed use of the premises as a place of public worship. While I respect the right to religious freedom and the establishment of places of worship, I believe that this specific location is not suitable for such a purpose for the following reasons:</p> <ol style="list-style-type: none"> 1. Traffic Congestion: The area around 339A Finchley Road is already prone to heavy traffic congestion, especially during peak hours. Introducing a place of public worship may exacerbate the existing traffic issues, leading to inconvenience for residents in the vicinity. In this respect, there does not appear to be any support in the application documentation for the proposition in the Noise Impact Assessment Report that accompanies the application that “A high percentage of the attendees are from the local community, meaning that vehicular transport would be avoided in many cases” (see Section 6.3). 2. Parking Challenges: The proposed use may result in increased demand for parking spaces, putting additional strain on the limited parking available in the area. This could negatively impact the accessibility of residents and their visitors to parking facilities (See also my comment in 1 above). 3. Noise Disturbance: Places of worship often involve communal gatherings and events, potentially leading to an increase in noise levels. This could disturb the peaceful environment of the neighbourhood and have a negative impact on the quality of life for nearby residents, particularly having regard to the significant size of the anticipated congregation (i.e. 150 persons), the other activities that are normally associated with places of public worship and the extended hours of operation for which approval is sought. I also note that the Noise Impact Assessment Report referred to above anticipates potential problems from congregants arriving at and departing from the premises to the extent that a Noise Management Plan is required for Externally Generated Noise (see also section 6.3) – this to me highlights the fact that the location of the site in a predominantly residential building and close to other residential buildings is inherently unsuitable for the proposed use. 4. Town Planning Policy Considerations: I have also reviewed Council’s Local Plan which is referred to in the documentation that accompanies the application. I note that “Policy TC4 Town centre uses” in the Plan requires the Council to ensure that development in a town centre “does not cause harm to the local area or the amenity of neighbours”. Indeed, the protection of the amenity of local residents appears to be a consistent theme running through the relevant section of the Plan. On this basis the application should be refused given the likely adverse impacts on the neighbours arising from the proposed use. <p>In light of these concerns, I urge the Council to refuse consent for the use of 339A Finchley Road as a place of public worship. I believe that a more suitable location, taking into account the aforementioned factors, should be considered to maintain the amenity of the surrounding area and the quality of life of existing local residents.</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/3884/P	Tristram Giff	14/11/2023 14:10:41	OBJ	<p data-bbox="878 130 1406 153">FAO - The Planning Department Camden Council,</p> <p data-bbox="878 191 2029 245">This not good news for leaseholders who own property in the Pulse Apartments and will severely damage the value of their properties and quality of living.</p> <p data-bbox="878 284 2029 367">If a proposal like that were to go through tenants and Landlords would be faced with constant disruption to their living environment with the definite church use of 7 days a week until 11pm except Sunday's which is still late.</p> <p data-bbox="878 405 2038 488">While I appreciate the freeholder would want this unit filed they do have a duty of care as this will seriously undermine the value of our properties overnight. Who would want to buy and or rent a flat in The Pulse with an evangelical church within the building operating 7 days a week till late? The noise would drive you mad.</p> <p data-bbox="878 526 2029 609">If something like this were to happen then the leaseholders would have to be compensated to the total loss of value determined by an independent adjudicator, though as far as we are concerned we want to organise and oppose this change of use and stop it in its tracks and will pursue collective legal action.</p> <p data-bbox="878 647 2029 730">The current use for a retail unit works because generally they finish at 6pm and in the case of Natuzzi it was a quiet business that complimented the area and did not disrupt the building's inhabitants, contribute to overwhelming parking and noise.</p> <p data-bbox="878 769 2016 884">We have had the redevelopment of the O2 centre area rise from the initial 950 proposed flats to a far far greater number with the proposed development 10 stories high. The provision of parking, supermarkets severely reduced in the process for the area. Yes, some new real units will exist but they will be a fraction of the ones lost to this development not to mention the parking.</p> <p data-bbox="878 922 1993 1005">Also the development beside Finchley & Frognal tube station is also 10 stories high. Along with the O2 redevelopment, this will overshadow all the buildings in the area by some way. This will spoil the vista and block light, it should have been 2-3 stories lower and in keeping with the surrounding buildings.</p> <p data-bbox="878 1043 1993 1098">Now with the proposal to allow an evangelical church which would operate all week until late just seems to show a disregard for the opinions of local residents yet again.</p> <p data-bbox="878 1136 958 1158">Traffic -</p> <p data-bbox="878 1197 1962 1279">With the Red Route parking restriction down this stretch of the Finchley road as well as the above developments - there is already overwhelming strain on parking in the local area. I already have people constantly parking on my drive without permission.</p> <p data-bbox="878 1318 981 1340">Pollution -</p> <p data-bbox="878 1347 2038 1497">The Finchley Road has no safeguards as to pollution with the amount of traffic we already have. Of course this should be within the congestion charge as there should be no 'artery' through London as this defeats the purpose of a congestion charge in the first place. I and a lot of local residents want to see a reduction in traffic for the better wellbeing of our kids not added cars, because this proposed church will definitely create a noticeable added strain.</p>

Application No: **Consultees Name:** **Received:** **Comment:** **Response:**

Please protect this area and reject this change of use. It does not have the social infrastructure to accommodate the additional footfall, increased noise and increased traffic that an application of a Evangelical Church operating 7 days a week until late would most definitely bring. Not to mention the loss of value to our properties within The Pulse Apartments.

Thank you,

Tristram Giff
Owner of Flat G2 The Pulse
