

Alex Kresovic  
Planning Team  
London Borough of Camden  
2nd Floor  
5 Pancras Square  
London  
N1C 4AG

Dear Alex,

**RE: Planning Application 2024/0993/P**

I support the proposed development plans for 135 - 149 Shaftesbury Avenue, London, WC2H 8AH (Planning Application 2024/0993/P) for the following reasons:

- Environmental benefits – The project will deliver a package of landscaping and urban greening measures, which present a significant opportunity to enhance the biodiversity profile of Camden.
- Social benefits – Cirque de Soleil are offering local residents the opportunities for free and discounted theatre tickets. This is particularly beneficial to those residents who may be unable to access the performing arts due to financial pressures.
- Economic opportunities – The wider spin-off benefits for complementary businesses in the local area are also expected to be significant. Visitors to the proposed theatre could be responsible for spending up to £23m per annum with other businesses in the local area during their visit.
- Placemaking – Improvements to the local infrastructure and built environment, by improving the quality of the public realm around the proposed development.

I strongly encourage Councillors to vote in favour of planning permission for this project to unlock the above opportunities.

Best regards,

- DANIEL BOLARINWA - STORE MANAGER  
- 57-59 MONMOUTH STR  
WC2H 9EY