

London Borough of Camden
Town Hall
Judd St
London
WC1H 8ND

Application Ref: 2013/6326/P

Monday 21st October 2013

Dear Eimear,

I write with reference to planning application 2013/6326/P concerning the planned redevelopment works at No. 6 Erskine Road, London, NW33AJ.

I am totally opposed to the plans and object for the following reasons:

1, Primrose Hill does not need more housing. What it needs is to retain its mix of both office and residential space. Converting Leeder House to residential units will not only impact negatively on the mix of buildings in the area but it will reduce both the level of local employment and the amount of day time activity - vitally important for local businesses. Leeder House and the other units are more than suitable for continued business use and should be protected as such as indicated by policy DP13.

2, The site sits within the Primrose Hill Conservation Area. Both the change of use and the proposed physical alterations are totally out of keeping with the character and appearance of the Conservation Area.

And then there's the issue of Triyoga.

As a community we are now at risk of losing this vibrant, dynamic and successful business which has arguably been the beating heart of Primrose Hill for over a decade. This business brings something in the region of 400 people a day into Primrose Hill. A demographic which consists largely of women with a decent disposable income. That's almost 3000 people a week buying coffee from the local cafes. That's 3000 people a week buying books, clothes and household items from other local businesses. Some of these businesses have built, enjoyed growth and in some cases hung on for dear life during one of the deepest recessions I have known with the help of this very same footfall.

What is more, Erskine Road would otherwise be a quiet street off the main drag were it not for the Triyoga clientele. On this road alone there are three businesses directly linked to the Triyoga client demographic. Manna, a vegetarian restaurant, Prim, a nail bar and beauty salon, and PRESS, a ladies clothing shop. Have you stopped to consider the impact of the loss of Triyoga on these businesses?

It's ironic that Triyoga is the only tenant on the planned redevelopment site which has a protected lease inside the Landlord & Tenant Act. Now while you may simply pass this off as a private civil matter between the landlord and Triyoga, I would remind you that the Triyoga lease is now under threat as a **direct** result of the ill-considered planning decisions made by Camden Council.

Taking the above into consideration I urge you to re-examine the site as a whole. Take a comprehensive approach to the development of **all** land/buildings at 6 Erskine Road so that the impacts can be fully understood and assessed.

I look forward to your response.

Kind Regards,

