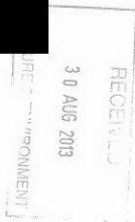


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28th August 2013

Ms Tania Skelli-Yaoz
Camden Regeneration & Planning Development Management
London Borough of Camden
Town Hall
Judd Street
London WC1 8HD



Dear Ms Skelli-Yaoz

Application Reference 2013/5111/P

I wish to register my family's objection to the above named Application. We are extremely concerned about the impact this development will have on both the enjoyment of current and future residents of Primrose Hill, as well as the significant permanent adverse impact it will make on the very nature of our district and community.

A development of this extent and scale will greatly disrupt the lives and environment of existing residents as its construction will ensure that noise, traffic, dust and debris become a regular part of ours and our children's lives over many years.

Having been subjected to this material diminution in the quality of our lives, the development currently being reviewed by Camden Council will permanently impact our family through a number of aspects, including the following:

- Leaving residents with a legacy of noise, given the plans accompanying the application show that the living rooms will be at the same level as existing bedrooms
- The development will also remove all privacy currently enjoyed by us as the living rooms will provide direct lines of sight at close quarters into our bedrooms, living room and bathrooms
- The traffic arising from such a high density development will result in an increased traffic risk, in particular to local children
- Parking will become difficult given the large number of potential new residents introduced to the area

However by far the most concerning aspect of this application is the fundamental change it will make to the nature of Primrose Hill if Utopia Village is allowed to be converted to residential dwellings. The development will greatly increase the number of residential properties, worsening a situation already out of balance. It will also drive employment away from Camden. As a result, this will "hollow-out" the local economy, taking away the daily foot traffic from local businesses, causing a negative feedback loop which removes even more diversity from our existing community as local businesses fail and are duly converted to residential.

This impact on the borough is exacerbated by the fact that by the small size of individual dwellings, the likely owners will be investors, most probably foreign investors looking to retain the option a London presence rather than have the property occupied. There is a material risk that a number of the dwellings remain empty for much of the time, further detracting from our community.

We are concerned that Camden Council will be perceived to be working with developers to achieve a one-off profit, unwittingly in turn reshaping Primrose Hill away from its original community feel to create a bland residential expanse, blighting the lives of all future residents.

We and our neighbours were extremely disappointed when Camden Council decided to allow residential development from the pub at No.1 Edis Street, taking away a vibrant part of the existing community and effectively replacing it with somebody's private lounge room. Having objected to this development, we were surprised at how quickly our objections were ignored and scaffolding appeared on the property. The timing of the submission of the application, timed perfectly to coincide with most people's summer breaks, raises concerns that the residents' wishes will once again be ignored.

As Camden Council, you have the ability to determine whether or not to permanently damage the unique character of Primrose Hill. We respectfully request that you nurture a vibrant community rather than simply side with developers to lose a unique part of London and Camden itself.

I look forward to being informed of the progress of the application and objections to it and can be reached on 07857 857 287 should you wish to discuss further.

