

[REDACTED]

From: Rob Hagemans [REDACTED]
Sent: 04 August 2015 21:02
To: Carr, Seonaid; Planning
Subject: objection to 2014/5208/P 317 Finchley Road

Dear Planning Officer,

Today I saw a notice at the above site dated July 2015. It appears the original planning application has been registered long before, however given that the site notice is so recent I believe I may still be in time to comment.

I strongly object to this proposal on the following grounds.

1) **The proposed six-storey building is of appallingly poor design**, consisting of a jumble of bland, off-the-shelf design elements with a glandular lift shaft to top it off. The architects involved should be ashamed of themselves. If this is built, generations to come will have to look at what can unfortunately only be described as a large gleaming phallus towering over them when passing by on Finchley Road or arriving at Frognaal station. Neighbours across the street will have this piece of anatomy to look at on a daily basis.

2) **The building is far too tall.** At six storeys, the building is considerably higher not only than the existing pub which has three storeys at most, but also than the neighbouring buildings. I do not see how this can ever be appropriate in this site, surrounded by the much more humble and elegant architecture on either side of the Finchley Road on this location. The building across the tracks from this site should never have been allowed to be built - and this error should certainly not be repeated. The height of the building will also cause overshadowing and privacy issues for the neighbours on the South side and at the back of this building.

3) **The design and bulk marginalises the public footpath next to it, an important connection to West Hampstead.** If such a towering monstrosity is allowed to be built next to it, the public footpath to West Hampstead will be further obscured and turned into an unsafe back alley, where good design could provide an attractive entrance to this potentially valuable connection between communities.

and finally, and most importantly,

4) **A pub is a valuable community asset, and unsatisfied demand exists in this area.** While the owners of this public house clearly have not attempted in earnest to exploit it as it was meant, a pub, there surely is demand for a public house in this area which has none. There are no pubs left between the O2 centre and Child's Hill, and the Child's Hill pub appears to have been lost as well. Meanwhile, the Wetherspoon's at the O2 centre was always full before it was closed by its landlords, proving that demand exists in this area. It appears that this fine building has been deliberately neglected by its owners to pave the way for a change of use. Camden should stand up against such blackmail strategies or in time it will see all its pubs disappear.

Kind regards,

dr. Robert Hagemans
254A Finchley Road