



Mandeep Chaggar  
Regeneration & Planning Development Management  
London Borough of Camden  
Town Hall, Judd Street  
London, WC1H 8ND

21<sup>st</sup> September 2015

**Application Ref: 2015/4735/P**

Dear Mandeep,

Further to the recent letter received by the council (dated 3<sup>rd</sup> September 2015) regarding the application for redevelopment of Highgate Business Centre, 33 Greenwood Place, NW5 1LB; I would like to express my deepest objection.

As a business owner, who operates a successful and fast-growing brand design consultancy since 1998 gaining a strong reputation, currently employing over 20 staff, I am alarmed by this application. We moved into these premises only just over a year ago, leaving 8.5 years remaining on our 10 year lease, which we agreed with the landlord, back only in 2014.

We have over 50% of staff that live locally to our design studio within Highgate Business Centre which works perfectly for them, whilst also providing an easy access for those who do live slightly further afield.

Due to our recent expansion and move into Highgate Business Centre; we have invested heavily, changing an existing corporate space into a unique, inspiring design studio; we now operate a fully functional design space that has received commendation from our clients and other visitors. It is also a space which inspires my workforce. To lose this, would be damaging, and I have no doubt, my staff would seek new employment if this application was successful; resulting in a potential decline in my business prospects.

From my views expressed above, I'm sure you'll agree that this application is unwanted and one that shouldn't be agreed. I'm sure the loss of businesses and jobs is not something we wish to happen.

Yours Sincerely,

Dan Einzig  
CEO