



Dear Sir,

Please approve this application for a new building to provide much needed office space for young creative industries. Britain has a reputation for innovation eg. Dyson, and this can only be sustained if more commercial accommodation is available at the right price in the right place. The open market is the means by which such space is provided and every opportunity must be exploited to enable entrepreneurs to create value and employment. This application provides high quality purpose built space in an attractive building to replace a tired and nondescript garage which makes very poor use of its site and location. It is high time Kentish Town increases it's density and this is an intelligent exemplar for future development here and elsewhere. I have no problem with the height and size of the elevations which suit the use and context next to a railway bridge and opposite a council depot. Kentish Town needs to encourage such density and get taller according to the London Plan not merely because it has a high PTAL rating and low population density. I also very much applaud the use of brick and metal to enliven the elevations not least the party wall facing south towards the Conservation Area. It disappoints me that some locals don't share my enthusiasm for such scale and modern design and would rather the Addison Lee depot remained with its fumes and traffic noise but I hope the Committee can see beyond vested interests and endorse your officer's recommendation for approval.

Yours faithfully,
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