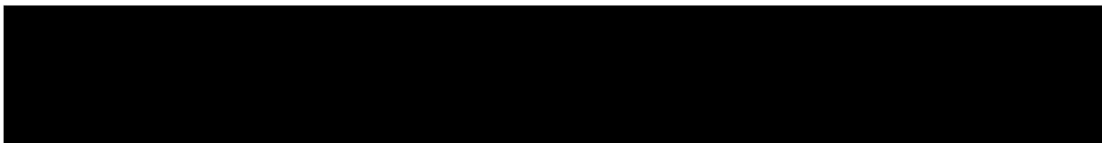


**Subject:** 2021/2446/P. Re: Basement Floor, 368-370 Cascades Apartments, Finchley Road London, NW3 7AJ



To whom it may concern

As a resident of Moreland Court, I am writing to log an official letter of objection with you, re. the planning application for the opening of a warehouse/delivery hub by Jiffy Groceries opposite Moreland Court on Finchley Road in London NW2.

The proposed hub involves an investment of around £2m and will see deliveries between the hours of operation of 7am to 11pm, seven days a week. This will inevitably lead to a marked increase in noise pollution, air pollution, traffic congestion and the risk of road accidents. This section of Finchley Road is already suffering from these forms of pollution and congestion as Moreland Court sits just between the Finchley Road and the A41 Hendon Way – both major arteries through London that meet each other at the top of Lyndale Avenue. The introduction of a major new business and the increase in deliveries and collections by additional trucks, bikes, cars etc will be nigh on impossible of the roads, and, more importantly. the local residents, to bear.

Therefore I wish my letter to record the following Material Planning Considerations:

**(1) Damage to residential amenity.** There is no doubt that the introduction of the business will lead to increased noise pollution, air pollution and traffic; it is also important to note that these increases will not only occur during normal business hours, but will extend late into the evening up to 11pm and perhaps beyond, and will occur every single day of the week which is simply unacceptable to us as residents.

**(2) Highway safety.** There will be increased risk of danger to pedestrians and to local school children, and increased risk of vehicle accidents. The roads are too busy already and the extra traffic load will inevitably lead to accidents, especially as delivery vans and lorries are likely to be unable to access the warehouse except via residential roads as there is no direct access from the A41.

**(3) Change of use from residential to commercial use.** This change would represent a damaging precedent on the edge of a longstanding residential community and conservation area, is inappropriate and is entirely contrary to Camden's policy to develop more residential units at a time of acute housing shortage.

Please acknowledge receipt of this letter of objection via email. Please also advise as to next steps – my understanding is that Camden must consider material planning considerations when raised, and I have raised three important ones here in this letter and expect to see them taken seriously, considered and acted upon.

I am happy to discuss further and/or to provide further detail.

Regards and thanks

Mr Erez Cobb

