



Subject: Priority considerations regarding housing developments



Good morning Dan Pope,

Re: Development 02 Finchley Road to Westend Lane

I am a long term resident of Camden and I am seriously concerned about this proposed development. Your own department and Landsec knows there is very considerable opposition to the high impact this imposing development would make on this area.

It would be appalling if the Council knowingly gives permission to build it. Please do not ignore what people feel about their neighbourhood. It is too big and would block the skyline from near and far. It would dwarf other buildings and homes nearby. This is not a satisfactory way to increase affordable homes in this area. It is too big a sacrifice.

Allowing a huge corporation to dictate our environment would be another dreadful legacy for Camden Council. I do not know what the Council really hopes to gain from allowing this over development but certainly there will be too few affordable homes, no more social housing and too great a loss for the area.

I also observe that the amount of green space shown in the plans does not compensate for the unacceptable height of the buildings. In addition such high density building in the this area would create a divide in what is an already culturally barren zone. Please listen to your constituents. Your considerations are very important. I look forward to your reply.

Yours sincerely

Geraldine Phillips