

Dear all,

Just one question - *WHY?*

The proposed 14+ storey building in Hammersmith is totally out of character with surrounding conservation areas. *Why?*

We have to abide by your rulings on what we can and cannot build or alter and you are about to seriously flout all that for your own benefit. *Why?*

You would also be creating a precedent for further high rise developments and undermining existing business. *Why?* We do not need another Tesco's!

You have not given us a true and fair picture of the development and its impact. *Why?*

You seem to have a penchant for brutalist architecture cf Lyric Square, Town hall extn, Premier Inn and Metro-Novotel - no need for any more - there are other styles too.

We already have enough eyesores in the locality. Do you want Hammersmith to be renowned for its UGLY constructions (it already is known for quite a few)?

Yours

D. Mackenzie