

Dear Mr Pallace

I am writing to give my objections to the above proposed development on the following grounds:

1. The development is totally out of character with the surrounding conservation areas and will overshadow the historic river frontage.
2. At 14+ storeys it will dominate the neighbourhood.
3. It will create a precedent for further high rise developments.
4. There is no need for yet another supermarket which would undermine existing businesses.
5. A further 5000-6000 new residents will have a dramatic and detrimental effect on already overstretched local services.
6. The supermarket is to be supplied via King Street meaning significant increased traffic and pollution for the area.
7. The loss of a cinema, a local landmark, historic 1930s building and cultural resource will have a major impact on the community.

Why is the Council promoting a development over twice as high as it set out in its brief to developers four years ago?

Why are you proposing to build a bridge to Furnival Gardens sacrificing a great deal of the area when the existing underpass could be renovated or a street level crossing provided at a fraction of the cost of a bridge? Furnival Gardens gives great pleasure to many people, especially local people who do not have gardens.

Hammersmith residents already live with the legacy of inappropriate and outsize eyesores.

I look forward to hearing from you.

Yours sincerely Maggie Dobson  
70 Black Lion Lane, London W6 9BE