

**Duke of York's and Royal Hospital Area Residents Interest Group  
3 Cheltenham Terrace  
LONDON SW3 4RD**

By email (alison.long@rbkc.gov.uk; planning@rbkc.gov.uk)

Ms Alison Long  
Planning Department  
Royal Borough of Kensington & Chelsea  
Kensington Town Hall  
Hornton Street  
London W8 7NX

4 May 2021

Dear Ms Long,

**81-103 Kings Road  
Planning reference: PP/21/01425)**

I write in my capacity as Chairman of the Duke of York's and Royal Hospital Area Residents Interest Group. Having considered the feedback from members of the Association, it is clear that there is widespread opposition to more than one aspect of the proposed development of the site, as follows:

1. Not uncharacteristically for developments in the area, the proposal involves building a materially higher structure than is presently in place, and disproportionately so by reference to the much valued character of the relatively low rise residential area surrounding the site, which is not welcome.
2. The planning priority should be to protect the residential character of the area, and not to damage it with an irreconcilable attempt to maintain the same in the context of a development that has all the characteristics of a commercial site within a commercial environment.
3. We recognise the relative benefits of generating more commercial and office space in the area, but this is not an overriding requirement of the residents and in itself is not a development that would meet a need that is nowhere else catered for within the Borough.
4. On the contrary, the proposed development would give some of the surrounding streets a feeling of being overly enclosed, in a way that is neither aesthetic nor sympathetic with the character and nature of the surrounding properties. It seems that this development is being viewed as a lodestar for what other developers may achieve in the area, and as such both the Planning Committee and our local Councillors ought to be very concerned about the impact such developments may have on an even wider scale.
5. Equally important is the concern felt by many residents to the effect that the development not only seeks to over-utilise the footprint of the site for the purposes of commercial rent, but involves the fundamental loss of parking space at the site supporting the treasured use of the Marks and Spencer outlet by many residents of Chelsea and its neighbouring areas.
6. Many of those residents are unable to travel any appreciable distance by foot or public transport with shopping. This is particularly true for the elderly population which has a strong affinity to the Marks and Spencer outlet.

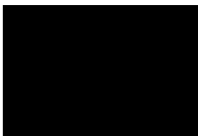
**Committee:**

Graham Huntley (Chairman)  
*Burton Court South* – Nancy Woodcock and Michael Doyle / *Burton Court North* – Nicola Ross-Farrow  
*Cheltenham Terrace* – Annabel Rothwell  
*Lower Sloane Street* – Anna Baker-Cresswell, Claus Boxenbaum, Jonathan Simms, William Dorrell  
*Sloane Court West* – Marion Handscombe  
*St Leonards Terrace* – Gisela Gledhill  
*West of the Area* – David Roe  
*Whitelands House* – Virginia Stephen  
*York House* – Glynne Evans and Shahnaz Plummer

7. The present site is the only one within any appreciable distance in which elderly or disabled residents can park securely and safely, and load and unload without the relative trauma for such individuals of having to navigate their way through the local streets to find wherever they have managed to park their car, having doubtless cruised the local streets looking for space beforehand in a manner which will not help the flow of traffic in narrow side streets.
8. As with so many developments, the developers essentially finalised their plans before beginning consultation with the residents. As a consequence, they have been resistant to the fundamental rethinking that is needed to address the loss of around 100 parking spaces and the effect that it has on a daily basis for so many residents in Chelsea.

In conclusion, the present application should be refused, and the developers should be invited to reconsider their proposals in light of the objections, and perhaps engage in consultation with the residents and other interested stakeholders at the outset of their rethink, rather than after it has been concluded.

Yours sincerely,



**Graham Huntley**  
**Chairman**  
**Duke of York's and Royal Hospital Area Residents Interest Group**

cc Cllr Emma Will  
Cllr Cem Kemahli  
Cllr Elizabeth Campbell