

OBJECTION to PP/23/00968, 81-103 King's Road, LONDON, SW3 4NX

I write this objection in my capacity as Chair of Markham Street Resident's Association. I expect you to publish this objection ASAP so that my neighbours and residents can view it on your RBKC Planning webpage.

I am certain we all share the same goal: to preserve the King's Road and ensure we are not held ourselves hostage by wealthy foreign developers simply for profit.

In my role, I hold the heavy responsibility of representing Markham Street and your constituents, and here I hope to make you understand that this is not an objection based on a whim or a matter of "NIMBY". We have carefully studied what plans were available, attempted to engage with our political representatives and the developers and reflected carefully on this massive major application which will entirely alter Markham Street and the entire King's Road.

The owners of the above site, with limitless funds and influential consultants, have attempted to bend us to their will in agreeing to a proposal of a development that we all know will forever alter, not only the landscape of the King's Road, but its unique character. It is clear that they are neither considering locals's views nor those who work and those who come to the King's Road. Their purpose is to expand one of the most lucrative and prime sites in Chelsea, alter this iconic road with bulk & dominate its landscape with its height in order to render a profit.

There is a reason I have spent so many months attempting to bring awareness to this outrageous scheme, which was deliberately launched in the middle of Easter, where most families holiday and are unaware of what plans are amidst. Local residents and those who use this necessary all-purpose M&S shop have returned horrified from their break to face their beloved building being razed to the ground.

Further, these locals must learn that this development is not for their use but is proposed to be developed to make way for luxury grocery and other retails units and luxury offices. If you know your constituents, you will be aware that we are not seeking expensive luxury shops; we already have Partridges which has been standing serving us under Royal seal for 51 years. We also have the option to venture to Harrods food or Sloane Street for more luxurious goods. This was never the King's Road's function.

Those who venture on the King's Road do not seek luxury shops; come to enjoy the atmosphere of the King's Road. Local residents and workers are exhausted from 4-dd years of adhering to often unnecessary construction management schemes and forced to cross roads, dodging blocked pavements and temporary

stop lights. They do not want suspended bays, bus stops and simply wish to stroll to their shops where they are welcomed by familiar faces and brands.

Our neighbours will have no privacy. The terraces that are designed simply make no sense. That are their purpose unless the owner and developers wish to convert these “luxury offices” into private luxury units which will no doubt remain empty. Again there is no conservation status assigned to this site.

We must do better to respect the setting of this Royal Borough's valued townscapes and landscapes, particularly that of the surrounding Conservation Areas. How is it, may I ask, that this large site remains zoned as a non-conservation site when you hold the power to secure its status.

As Chair, I hold a responsibility to ensure our beloved street's future and defend it from eternal distortion of its landscape, in particular in respect of its views and how locals and tourists alike view it. This mammoth building will, as I view it, eclipse much of our light for a large portion of the year. To withhold our street from sunlight for one month of the year is simply, in my view, unacceptable. This major development will alter and destroy the vista which so many enjoy along Markham Street. Locals and tourists alike use this Street as a “throughway” for that very reason.

Further, this monstrosity of a building, may I say, is nearly as large as our favourite department store Peter Jones and will dominate our low-level Markham Street homes which, I might add, we are not permitted to extend in nearly any way. What I am concerned most about this site is that being in a non-conservation area, despite its present plans, which in my and 4000 local residents' views, developers may alter its planning application plans in order to profit from its status, once approved and become a large mall aimed at the wealthy, which is certainly not in keeping with King's Road.

In my opinion, these foreign developers who I believe have no emotional attachment to this area, should not be encouraged to raze a relatively recent for purpose build to profit simply because they have acquired it. I imagine they were allowed to purchase this exclusive site with the promise that they would ensure it enriched the area and would maintain the unique character that is the King's Road.

As you are no doubt aware, 81-103 King's Road is one of the most central and desirable sites on the King's Road. Many objected to this development in the 1980's and may have abhorred the thought of a development of their beloved Bazaar which preceded it. Now this site, which has been dominated by Marks and Spencers since it opened in October 1990, is a much loved and, may I add, stapled

shop essential for locals, less-abled and elderly, necessary for those who must use their vehicles to do their weekly shopping.

This proposed development will damage the views along low-rise Markham Street – one of the most beloved vistas in the Borough. It will not strengthen our traditional townscape in terms of building heights and roofscape, and it will not provide for a roofscape that reflects the context of the site. The existing building should not be demolished given the unacceptable environmental costs and low benefits. As there is no social or community value in the proposed new building, it would be wrong for residents and local businesses to pay such a high price for the benefit of narrow private interests. Additionally, there is a pattern of omissions and erroneous/misleading documents in the application. Please could you require the applicant to make a complete, accurate and clear submission?

We have been through this once before two years ago, and yet again it was at a time when we were vulnerable, more conscious of the covid epidemic in this case.

I urge you not to yield to the pressure of influential owners and developers but to think of what is best for our community and what we need. Do we need luxury offices, which are still there empty of evicted tenants? Or do we need what we are accustomed to and satisfied with. We say enough change. How much further do you wish to alter the very face of the King's Road. We are a community who welcome visitors. We are not Bond Street, Oxford Street or even High Street Kensington. We are the community of the King's Road and Chelsea and we will defend it until the last. Do not underestimate our will. Our votes depend on it I can assure you.