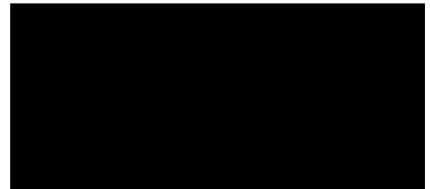


Executive Director
Planning and Borough Development
Kensington Town Hall
Hornton Street
W8 7NX



5 October 2018

Dear Sir,

PP/18/05313: Heythrop College, Kensington Square, London W8 5HH

We write to object to the proposed Heythrop development for the following reasons:

1. It is difficult to anticipate there will be demand for the 142 extra care units **priced at an average £2650 psf** (assuming the average size of 1200ft², this translates to £3.2 million for a flat).
2. Furthermore, the **comparables used by Knight Frank** are, firstly, **all for a different class of housing (i.e. not extra care)**. Secondly, you will note that **none of the comparables have been 100% sold**. Thirdly, all of them are **much smaller developments than the proposed Heythrop development**.
3. In fact, for One Kensington Gardens, W8, which is probably the closest in proximity, completed two years ago, and still has 50% unsold units. Knight Frank has also made a further note that, *"in light of the restricted market"*, they would consider it optimistic that *"the remainder [90%] of the units could be sold within a 24 month period"*. This should already provide **an indication that the lukewarm demand** for very high-end flats do not support the viability of Heythrop as a large scale, highly priced, extra-care residential development.
4. The size of a 150-unit development is still too large and dense for the area, and adding does not accord with the quiet neighbourhoods on the east and north sides. Based on the minimum and maximum occupancy of 1-2 persons for 1-beds; 2-4 persons for 2-beds & the duplex, and 5-10 persons for the 5-bed dwellings, this translates to an increment of **c250-500 residents**. This is equivalent to building a large hotel but with restricted access through a narrow road not easily accessible from the main roads.
5. There is no doubt that such a significant uplift in residents is already much higher than its current use as a college. Also, even in spite of the majority being extra care units, by virtue of the high resident numbers, this would nevertheless create a **significant knock-on impact of the local traffic levels**.
6. The developers may argue that extra-care units warrant less use of vehicles but this is tenuous. With the higher medical/health requirements and often reduced mobility of the anticipated residents, there will be a **greater need for transportation for residents** to get around and/or receive visitors, e.g. taxis for hospital or physio visits, grocery deliveries, etc. This is **further exacerbated by the proposed scrapping of the onsite GP** from the previous plan.