

14-05-26

To whom it may concern, I am writing to formally object to this proposal. I am a resident of Kilburn and frequently use the high road. Kilburn High Road already has a significant concentration of betting shops, gaming centres and gambling outlets. Adding yet another shop would not contribute positively to the diversity or long-term sustainability of the local high street. Instead, what Kilburn is increasingly lacking is variety, affordability, and community-focused retail. The recent loss of longstanding local shops, including accessible and low-cost options such as charity shops, has reduced the High Road's usefulness and appeal to residents. This proposal risks continuing a pattern where independent and community-oriented businesses are replaced with repetitive, low-diversity retail, making the High Road less attractive to a broader range of visitors and residents and eroding the character of the area over time. What is needed instead are affordable retail options such as charity shops and discount stores, as well as opportunities for a wider mix of independent businesses that reflect the diversity of the local community. These uses would help encourage daytime footfall and support a more balanced and vibrant high street. In its current form, this proposal does not meet those needs and does not represent a positive addition to Kilburn High Road. For these reasons, I strongly object to this application and urge the council to prioritise developments that enhance retail diversity, affordability, and the long-term vitality of the High Road.