

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2430/P	Jill McCullough	17/07/2023 10:18:33	OBJ	<p>My name is Jill McCullough of 56 Burrard Road. I am filing this objection to Planning Application Number 2023/2430/P (application to expand the ESCP business school located at 527 Finchley Road NW3 7BG).</p> <p>ESCP's request for planning permission should be rejected because</p> <p>(a) The proposed building is a cheap pre-fab building wrapped in vinyl. It is not of a high standard of design and is not consistent with the existing buildings or the neighbourhood in general. Such a building violates Section 7.2 of the Camden local plan Policy 2 in Section 4 of the Fortune Green &amp; West Hampstead Neighbourhood plan.</p> <p>(b) ESCP claims that it needs urgent planning permission because it needs to construct a portable building to meet a higher intake of pupils in January 2024. But ESCP knew it needed more space at least in 2020 when it first proposed expansion to the community, so it cannot now claim that it faces a short time frame. Moreover ESCP is entirely in control of the intake. ESCP should not be able to voluntarily raise its intake by 100 students without room to accommodate them, and then ask the Camden Council Planning Department (and the community) to make concessions to allow for a temporary building to be quickly constructed because of the pressure its own decision created. ESCP had plenty of time to manage this situation. ESCP is simply trying to avoid having Camden Council thoroughly examine this expansion and require a full s 106 Agreement. This is especially true because this is not really an isolated planning application – it is the first step in a much bigger plan for ESCP to expand. No permission should be granted until ESCP's full plans can be assessed.</p> <p>(c) The proposed development will</p> <ol style="list-style-type: none"> <li>i. ruin the view over the current vacant space (a space which has ALWAYS been vacant).</li> <li>ii. create excessive noise as thousands of students enter and exit the classrooms being built on this vacant space each day.</li> <li>iii. result in additional students in the neighbourhood causing problems. The students are already an issue in the neighbourhood littering, hanging out and making noise, smoking, leaving lime bikes everywhere etc. Increasing the numbers in the school will make this worse. These are not students who live permanently in the local community. They are predominantly foreign students in London temporarily, who give nothing to the community, are not from the community and don't care about the community.</li> <li>iv. The continued increase in student numbers will put pressure on local infrastructure, especially given all the other development going on in West Hampstead.</li> <li>v. There will be a loss of privacy to the surrounding neighbours as the students move into the rear section of ESCP which sits adjacent to private back yards.</li> </ol> <p>(d) ESCP has done nothing to plan buildings that are less impactful on the neighbours. Part of that vacant area at the back of ESCP is low and part is raised 1.5 metres. ESCP is choosing to build on the raised part which will make the building more visible, and impact neighbours' privacy more. ESCP is not proposing, (and says it has not explored the option) of lowering the raised area to make the building less visible OR constructing a building close to Parsifal Road in line with the houses, and move car parking to the rear. Given the few parking spaces and lack of traffic movement on site this would mean less noise and a better visual outlook for all neighbours abutting the site.</p> <p>(e) I also note I have read the objections filed by David Pope and Donna Boldarin, Caroline Field, Anita Panja, and Robert Hardy and Rossana Capitano and fully agree and support with them. Moreover these objections show that ESCP is deliberately misleading Camden Council by claiming there is no strong objection to the development in the neighbourhood. The opposition to this expansion was made very clear to ESCP on the initial zoom consultation (which I attended ) and at the in person consultation few days later.</p>