

100 Avenue Road

Statement of Community Involvement

February 2025

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Statement of Community Involvement

100 Avenue Road

Prepared for Regal Avenue Road Limited
December 2024

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1. Executive Summary.

1.1 Introduction

- 1.1.1 Regal Avenue Road Limited (the Applicant) has developed amended plans for the redevelopment of 100 Avenue Road. The proposal is for a residential-led mixed use redevelopment to provide 237 homes (35% affordable housing); 1,188 sq.m. Class E retail floorspace; and 1,368 sq.m floor space for use Class F2(b) community floorspace, in buildings of 8 and 26 storeys, plus basement. The basement level will contain disabled car parking spaces and cycle parking. The proposals also include landscaping and access improvements.
- 1.1.2 The site received planning permission (ref. 2014/2617/P) for the delivery of 184 new homes, commercial and community spaces via appeal (ref. APP/X5210/W/14/3001616) on 18 February 2016, and was subsequently implemented.
- 1.1.3 Whilst demolition works and basement construction works have been undertaken by the previous owner above ground construction works in respect of the Original Permission have stalled.
- 1.1.4 The Applicant acquired the Site in 2024 and has since been working with the London Borough of Camden and the wider community to bring forward revised plans. A key priority is to bring the permission in line with the latest fire safety legislation that has changed since the original permission was granted. Amendments therefore introduce a second staircase in each of the buildings. Externally there are some minor changes to the exterior façade and to landscaping, creating an attractive building face that reflects its local surroundings. Unlike the original proposals which provided 'Discount Market Rent' homes to be managed by the previous developer, the Applicant will be bringing forward homes for sale and affordable housing to be managed by a housing association.
- 1.1.5 The proposals aim to unlock the potential of a long-stalled housing site by developing 237 new homes, 35% of which will be affordable and managed by a housing association. The plans include new commercial and community spaces, including a new space for The Winch. Situated in a sustainable location close to public transport and local amenities, the development will feature fire safety-compliant buildings, brick designs reflecting the local area, and public spaces fostering community engagement and biodiversity through tree planting and greening. This project offers new investment and employment opportunities both during and after construction whilst meeting Camden's housing needs and benefiting the wider community.
- 1.1.6 The Applicant appointed Cavendish Consulting (Cavendish), a specialist communications consultancy, to assist with stakeholder and resident engagement and communication regarding the project. Cavendish has produced this report to outline this process, and the feedback received.
- 1.1.7 As this is a Section 73 application, the Applicant is not seeking to change the fundamentals of the scheme. However, it was acknowledged at an early stage that proposals for the site had previously attracted a high level of community engagement. As soon as the site was purchased, the Applicant therefore wrote to all interested stakeholders to provide an update on its emerging proposals.

- 1.1.8 The Applicant then undertook two formal rounds of public consultation, in which key community stakeholders were identified and engaged with throughout. Ahead of the consultation, key stakeholders were notified. Consultation material was accessible both in-person, via a series of events, and online, via a dedicated project website (www.100avenueroad.uk).
- 1.1.9 A first round of consultation took place between **Tuesday 9th July 2024** and **Sunday 28th July 2024** detailing the Applicant's emerging proposals for the site. The aim of this was to understand the views of the community on the updated proposals. A newsletter advertising the consultation and the associated events was distributed to 5,123 local addresses. This was accompanied by a Meta advert to addresses within a 3km radius of the site.
- 1.1.10 As part of this consultation, the Applicant hosted a consultation website (theatresquare.info) where the consultation materials and an online feedback form were available. Two community drop-in events also took place, with one taking place at Swiss Cottage Library on **Tuesday 16th July 2024** and another taking place at the Swiss Cottage Community Centre on **Saturday 20th July 2024**. Across the two events a total of **46 people attended**.
- 1.1.11 Following the conclusion of the first round of consultation, the Applicant continued to engage with stakeholders through meetings with key individuals and groups and updating the key stakeholders on changes to the proposals as well as the submission of applications for the Listed Sculpture and EIA Screening Opinion request, thereby attaining further feedback and keeping the conversation line open throughout the process.
- 1.1.12 Camden Council also hosted and chaired a virtual Development Management Forum which the Applicant took part in on **Monday 23rd September 2024**. This event offered local residents the chance to have their comments and questions about the proposals directly answered by the project team in an interactive forum session which was chaired by Planning Officers from Camden Council. A recording of the forum can be found on the Camden Council website at www.camdenplanning.councilsuk.live/100avenueforumrecord
- 1.1.13 After reviewing feedback and further developing the proposals, a second round of consultation was undertaken between **Monday 4th November 2024** and **Sunday 17th November 2024**, this involved two further in-person events and updates to the website content.
- 1.1.14 The website address was updated to www.100avenueroad.uk following feedback received at the first round of consultation. Both events were held at the Swiss Cottage Library on **Wednesday 6 November 2024** and **Saturday 9th November 2024**. A total of **57 residents attended** across the two events.
- 1.1.15 During the public consultation, residents and stakeholders were able to provide feedback via several different channels: an online feedback form on the project website; via a dedicated project email address – 100avenueroad@regal.co.uk; and freephone telephone number – 020 3398 1590.
- 1.1.16 Throughout the consultation process, the Applicant continued to respond to feedback. This included additional hand delivery for Winchester Road following comments that some residents had not received the newsletter through Royal Mail, carrying forward this comment into the second round of consultation. Furthermore, both events in the second round of consultation took place at Swiss Cottage Library, following feedback that there had been some confusion at the previous round of consultation.
- 1.1.17 Overall, the feedback received outlined some concerns around the overall height and scale of the proposals, albeit it was made clear that the proposed height and scale was within the same envelope as the consented scheme. Additionally, views were expressed on the design of the external façade. A number of consultees also outlined a desire for the proposals to move ahead in order to unlock the potential of the currently vacant, and long stalled site.

2

Rounds of in-person and online consultation

4

In-person consultation events

103

Attendees over the course of all events

112

Responses over the course of both rounds of consultation

10,000

Flyers issued over the course of both rounds of consultation

34

Days of consultation over the course of both events

237

Much-needed homes delivered as part of the proposals.

35%

Critically needed affordable homes to be managed by a housing association.

19,680

Meta accounts reached throughout both consultation periods.

2. Summary of consultation.

Timeline

1.

Initial engagement began by contacting key local stakeholders, including local residents' associations and interest groups, London Borough of Camden Council councillors, the MP and Assembly Member on **Thursday 21st March 2024**.

A follow up email was also distributed on **Wednesday 22nd May 2024**. These stakeholders were kept informed via email throughout the consultation process, and regularly offered meetings with the team regarding the proposals. A press release was also submitted to the Camden New Journal advising of the Applicant's interest in the site.

Additionally, emails were sent out to local stakeholders comprising elected members, community groups, local businesses and residents' associations. The identified key stakeholders are as follows:

- Leader of London Borough of Camden
- Cabinet Member for Planning and Transport, Danny Beales
- Ward Members for Primrose Hill, Belsize and South Hampstead
- Anne Clarke AM
- Tulip Siddiq MP
- Crest House Residents' Association
- Belsize Society
- Belsize Village Residents and Traders Association
- Belsize Conservation Area Advisory Committee
- Combined Resident's Associations of South Hampstead (CRASH)
- Primrose Hill Court Tenants and Residents Association
- Save Swiss Cottage
- Hampstead District Management Committee
- The Winch
- Winchester Road Residents' Association

A full list of meetings with stakeholders can be found at Appendix B.

2.

A first round of consultation took place between **Tuesday 9th July 2024** and **Sunday 28th July 2024** detailing the Applicant early proposals for the site. As part of this consultation, the Applicant hosted a consultation website (www.theatresquare.info) where all of the consultation materials and an online feedback form were available.

In the lead up to the consultation, key stakeholders, including community groups, local representatives and local businesses, were notified of the proposals via email. A press release was also submitted to the Camden New Journal advising of the Applicant's consultation.

Additionally, an invitation newsletter was sent via Royal Mail to over **5,123 addresses**, providing information about the Applicant's emerging plans as well as advising them of the consultation

period and how to access the consultation website. A further hand delivery of invitations to Winchester Road was also undertaken to address concerns around the receipt of the newsletter.

This was combined with a social media advert that promoted the consultation and offered a link to a feedback survey, providing residents with an alternative method of leaving their feedback. The advert was locally targeted at residents who lived within 3km of the site, reaching **12,064 individuals** and receiving **582 clicks** and shows the Applicant's commitments to engaging with a diverse range of audiences to receive more representative feedback.

Two community drop-in events also took place, with one taking place at Swiss Cottage Library on **Tuesday 16th July** and another taking place at the Swiss Cottage Community Centre on **Saturday 20th July 2024**. Across the two events, the team received a total of **46 attendees**.

3.

Following the first round of consultation, a feedback report was drafted to analyse the key themes of feedback from the first round of consultation

Some of the key themes that emerged throughout the feedback received was as follows:

- Positivity towards improvements to the external façade – with some suggestions including the use of more in-keeping materials to the local area
- Positivity towards the inclusion of landscaping features such as greenery and trees, park benches and play areas as well as views through to the open space
- Provision of amenities such as co-working space or cafes
- Continued objection to the overall height of the buildings
- Concern regarding the impact of noise, dust, pollution and wind
- Concern regarding the impact of traffic and safety during construction and for future servicing of the site

An update was issued to stakeholders to notify them of the cessation of the consultation period and to keep the line of communication open.

4.

Throughout the interim between the two consultation periods, stakeholders were continually notified and engaged with throughout the summer and early autumn period. This included meetings with Cllr Anna Burrage and Anne Clarke AM, alongside meetings with local community groups such as Save Swiss Cottage Action Group and the Camden Farmers Market.

Updates were also distributed to the list of identified key stakeholders to update them on matters including the EIA screening. These updates were also posted on the consultation website.

5.

In keeping with the Applicant's commitment to community engagement, a Development Management Forum was hosted by Camden on **Monday 23rd September 2024**, in which the Applicant took part. In this session, local residents could find out more and question the project team on the proposals. This also allowed planning officers at Camden Council to hear the views of local residents directly.

Questions included queries on the impact on access and the local road network, the design in relation to the local architectural context and character and the nature of the tenure of the apartments.

The event was accompanied by a detailed plans document, which can be found on the homepage of the website and under the 'Archive Links' tab.

The full recording of the meeting can be found on the Camden Council website (www.camdenplanning.councilsuk.live/100avenueforumrecord)

After reviewing feedback and developing the proposals further, and in line with the Applicant's commitment to regular community engagement, a second round of consultation was undertaken between **Monday 4th November 2024** and **Sunday 17th November**, which also involved both in-person events and updates to the website content. Following feedback during the first round of consultation, the website URL was updated to www.100avenueroad.uk with the former URL continuing to direct to the consultation.

Two further in-person consultation events were held. Both events were held at the Swiss Cottage Library on **Wednesday 6 November 2024** and **Saturday 9th November 2024**. A total of **57 residents attended** across the two events.

As with the previous consultation the same key stakeholders, including community groups, local representatives and local businesses, were notified of the proposals via email and a press release was submitted to the Camden New Journal.

6.

Once again, an updated invitation newsletter was distributed to **5,123 addresses** on **25th October 2024**, featuring updated content that reflects the changes made to the proposals. As with the last round, the newsletter also advised residents of the consultation period and how to access the consultation website. Furthermore, a special hand delivery service of the newsletter was sent to residents of Winchester Road to ensure that they received the invitation newsletter in good time.

On top of this, a social media advert was once again circulated across social media platforms that advertised the consultation period and again offered users the opportunity to give their feedback on the proposals. The advert reached **7,616 individuals** and received **546 clicks**.

Additionally, emails were sent out to local stakeholders comprising elected members, community groups, local businesses and residents' association alongside those on our mailing list who had previously registered for updates.

A full list of meetings with stakeholders can be found at Appendix B.

In the second round of consultation, 52 pieces of feedback were received by the Applicant. Some of the key themes that emerged throughout the feedback received was as follows:

- Notification about the consultation period
- Concern regarding the external design of the building
- Questions on the Construction Management Plan
- Lack of detail on the consultation materials
- EIA screening
- Continued objection to the overall height of the buildings

7.

During the consultation, access to a freephone telephone enquiry line and email address was provided to those who wished to find out more about the proposals, or to register their comments via the telephone or email.

The telephone number used (**020 3398 1590**) was in operation **Monday – Friday** between the hours of **9:00am and 5:30pm** for voicemails to be left and responded to at the earliest opportunity, to ensure information was made available and queries or concerns could be addressed.

The email address used was 100avenueroad@regal.co.uk and was detailed in all correspondence distributed to the local community.

These means of communication were taken advantage of by residents throughout the consultation process, with 51 individual emails being received throughout both consultation periods. These emails were engaged with and directly responded to by the Applicant.

Overall, across the two consultation periods, 122 pieces of feedback and 51 emails were received.

3. The Site and local context.

3.1 Site context



IMAGE OF SITE

- 3.1.1 The application site is bounded on its western side by Avenue Road and the Swiss Cottage/Finchley Road junction and gyratory. Ye Olde Swiss Cottage pub is located directly opposite on the western side of Avenue Road, facing on to the junction. On the northern side the site is bounded by the western end of Eton Avenue which is pedestrianised. To the east of the site is Swiss Cottage Open Space and to the south of the site is Swiss Cottage Library.
- 3.1.2 The Site is within the Finchley Road town centre and is allocated within the Camden Local Plan and the draft Camden Local Plan for an indicative capacity of 184 additional permanent self-contained homes. The Site has a PTAL rating of 6a.
- 3.1.3 Located above Swiss Cottage tube station, the site will form a landmark building for this part of Camden, and still remains an ideal location to bring forward a mixed used development of both residential dwellings alongside commercial and community spaces.
- 3.1.4 Essential Living received approval for the redevelopment of the site in 2016 to deliver 184 new build-to-rent homes, including affordable housing. These new homes were to be delivered alongside community and commercial spaces.
- 3.1.5 Essential Living began to bring forward this development, but paused construction in early 2021, following completion of the basement works. Whilst they had anticipated restarting construction,

due to financial constraints, Essential Living were no longer able to bring forward the proposals they had previously gained consent for.

- 3.1.6 The Applicant is now seeking to fulfil the delivery of the site, with amendments to the original approval. These amendments would not require a new, full application, but rather a variation of the existing planning permission.
- 3.1.7 The Applicant is proposing to deliver 237 new homes to provide much-needed residential accommodation. This includes 35% critically needed affordable homes – an increase on the previously approved scheme, alongside new commercial and community space, including a new community space, which is secured in the Section 106 Agreement for the Extant Permission for use by The Winch.
- 3.1.8 The Applicant can confirm that the Section 73 application does not increase the building envelope beyond that of the Extant Permission.

3.2 Policy context

- 3.2.1 The Applicant has complied with the Government's National Planning Policy Framework (NPPF) (2023) which states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."* The NPPF also highlights that *"good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."*
- 3.2.2 The London Borough of Camden adopted its updated Statement of Community Involvement (SCI) in 2024. The Council's SCI provides the following advice to developers, landowners, and applicants on the approach they should take to pre-application consultation with the community:

"In accordance with the NPPF the Council expects applicants to consult with the local community and relevant consultees before and/or during the pre-application advice process.

The Council will expect developers to demonstrate that they have undertaken engagement and how they have taken account of the feedback. It is important that both the Council and the community have an opportunity to influence proposals before submission."
- 3.2.3 Government guidance and the Council's SCI encourages pre-application discussions and community involvement at an early stage in the pre-application process. The Applicant sought to incorporate these points into its engagement programme.
- 3.2.4 The Applicant has adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of potential stakeholders.
- 3.2.5 The level of consultation undertaken by the Applicant is above and beyond what is recommended for a Section 73 amendment application, demonstrating its commitment to community engagement.

4. Community engagement.

4.1 First Round - Stakeholder engagement

- 4.1.1 As part of the promotion of the consultation and the events taking place, key stakeholders, including community groups, local representatives and local businesses, were notified of the proposals via email on **Thursday 21st March 2024**. This was followed up by another email distributed to stakeholders on **Wednesday 22nd May 2024**.
- 4.1.2 A follow up email was distributed ahead of the consultation period on **Thursday 11th July 2024**. A press release was also submitted to the Camden New Journal.
- 4.1.3 A further email was distributed on Wednesday 4th September 2024 providing details of the submission of the Environmental Impact Assessment (EIA) Screening Opinion Request to the London Borough of Camden.
- 4.1.4 The identified key stakeholders are as follows:
- Leader of London Borough of Camden
 - Cabinet Member for Planning and Transport, Danny Beales
 - Members of the Camden Council Planning Committee
 - Ward Members for Primrose Hill, Belsize and South Hampstead
 - Anne Clarke AM
 - Tulip Siddiq MP
 - Cresta House Residents' Association
 - Belsize Society
 - Belsize Village Residents and Traders Association
 - Belsize Conservation Area Advisory Committee
 - Combined Resident's Associations of South Hampstead (CRASH)
 - Primrose Hill Court Tenants and Residents Association
 - Save Swiss Cottage
 - Hampstead District Management Committee
 - The Winch
 - Winchester Road Residents' Association
 - Hampstead Theatre
- 4.1.5 Meetings were held with the following stakeholders throughout the course of the consultation period:
- Anne Clarke AM – London Assembly Member
 - Cllr Anna Burrage – Camden Council Ward representative
 - Combined Residents' Association of South Hampstead (CRASH)
 - Save Swiss Cottage

- Winchester Road Residents' Association
 - Save Our Swiss Cottage Action Group
 - Camden Farmers Market
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4.2 First Round - Consultation process

- 4.2.1 As part of their commitment to a thorough and wide-reaching engagement strategy, the Applicant undertook two stages of consultation for its plans. To gain early feedback on the initial direction of plans, the Applicant held its first round of community consultation between **Tuesday 9th July 2024** and **Sunday 28th July 2024**.
- 4.2.2 As part of this consultation, the Applicant hosted a consultation website (www.theatresquare.info/) utilising Essential Living's previous website, where all of the consultation materials and an online feedback form were available.
- 4.2.3 Two community drop-in events also took place, with one taking place at **Swiss Cottage Library** on **Tuesday 16th July 2024** and another taking place at the **Swiss Cottage Community Centre** on **Saturday 20th July 2024**. Across the two events, the team received a total of 46 attendees.
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4.3 First Round - Consultation invitation

- 4.3.1 An invitation newsletter was sent via Royal Mail from **Wednesday 17th July 2024** to over **5,123 addresses**, providing information about the Applicant's emerging plans as well as advising them of the consultation period and how to access the consultation website.
- 4.3.2 The consultation invitation contained the following:
- Background to the site
 - An overview of the proposals
 - Details of the consultation website
 - Contact details for the project team
- 4.3.3 Following comments from some residents that they had not yet received the newsletters from Royal Mail, an additional hand delivery service of the newsletters was arranged for 392 addresses in and around Winchester Road on **Friday 19th July 2024**. A copy of the distribution area can be found in Appendix A.
- 4.3.4 A copy of the consultation invitation and the distribution area can be found in the Appendix C.
- 4.3.5 A Meta advertisement was also placed within a 3km to further promote the virtual and in-person consultations, which ran between **Friday 12th July – Sunday 28th July 2024**.
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4.4 First Round - Consultation website

- 4.4.1 A website was set up displaying information about the proposals and has been updated throughout the public consultation and planning process.
 - 4.4.2 The website, hosted at www.theatresquare.info, was used for Essential Living's plans and was retained and updated for consistency and to ensure the address the community used previously was retained at the outset. Whilst the URL was updated for the second round of consultation, the previous website link continued to redirect to the consultation. The site has evolved throughout the process and will continue to remain live following submission of the application.
 - 4.4.3 The updated content on the website outlined the planning history, the Applicant's initial proposals and how to give comments and feedback. Previous materials such as the Construction Management Plan agreed by Essential Living as well as items such as meeting minutes from the Community Liaison Group have also been retained on this website.
 - 4.4.4 The website address was printed on the invite and relevant correspondence. You can find screenshots of the consultation website in Appendix K.
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4.5 First Round - In-person exhibition events

- 4.5.1 After advertisement through the distribution of a letter, the in-person community exhibition events took place first at Swiss Cottage Library on **Tuesday 16th July 2024** and the second on **Saturday 20th July 2024** at Swiss Cottage Community Centre. Members of the public could take a paper feedback form or complete their feedback using the consultation website.
 - 4.5.2 The first round of consultation provided the opportunity to introduce the Applicant to the community, outline the initial concepts for the amendments to the existing approval and provide early information on the Construction Management Plan.
 - 4.5.3 The exhibition banners (see Appendix D) were displayed at the events to allow attendees to view proposals, as well as provide their feedback via the feedback form (see Appendices) and ask the project team any questions they may have. The aim of the feedback form was to seek the opinions of local residents on their overall sentiments towards the updated proposals, alongside providing residents with the opportunity to state their views on the changes made to the proposals.
 - 4.5.4 Representatives of the project team were available to answer questions about the site's redevelopment.
 - 4.5.5 The events were attended by 46 residents, in total across the two events. Feedback was received for the second round of consultation to be held solely in the library. Therefore, the Applicant ensured that this feedback was adhered to for the second round of engagement, and both exhibition days were held in the foyer of the library.
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4.6 First Round - Feedback form and survey

- 4.6.1 A feedback form was made available in order to ascertain the views of local residents on the proposals. During the consultation period, the feedback form was available on the project website, www.theatresquare.info and at the in-person community drop-in events, along with a Business Reply Envelope (BRE).
- 4.6.2 Local residents could provide feedback by returning their hard copy feedback form to the address on the freepost envelope or by submitting the feedback form on the project website. Residents could also email the project team via 100avenueroad@regal.co.uk, with comments or questions or call the freephone information line on 020 3398 1590.
- 4.6.3 A Meta short-form survey with details of the proposals and a link to the consultation website also ran o between **Friday 19th July – Sunday 28th July 2024**. This provided residents with an alternative method of leaving their feedback. The survey featured the key questions from the feedback form in order to gain a general understanding of the views of the respondent, whilst keeping them engaged in the process.
- 4.6.4 The rationale for the survey was rooted in the Applicant’s attempt to engage fully with the wider community and reach demographics that typically do not engage with the traditional consultation format. This, in turn, provided a more representative view of the opinions of the wider community.
- 4.6.5 A deadline of **Sunday 28th July 2024** was set for sending feedback, with 70 pieces of feedback received during this period across the feedback form and online survey.
- 4.6.6 Copies of the feedback form and the meta-advert are included in the Appendices.
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4.7 Second Round - Consultation process

- 4.7.1 After reviewing feedback and amending the proposals, and in line with the Applicant’s commitment to regular community engagement, a second round of consultation was undertaken between **Monday 4th November 2024 and Sunday 17th November 2024**, which also involved both in-person events and updates to the website content.
- 4.7.2 Two further in-person consultation events were held. Following feedback from local residents at the previous consultation expressing a preference for the library as a venue, both events were held at the entrance of Swiss Cottage Library on **Wednesday 6 November 2024** and **Saturday 9th November 2024**.
- 4.7.3 A total of **57 residents attended** across the two events. This represents an increase on the previous number of attendees, showing the Applicant’s amended consultation strategy worked.
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4.8 Second Round - Stakeholder engagement

- 4.8.1 Following the first round of consultation, the Applicant made adjustments to the consultation process in order to increase the levels of community engagement. This included carrying out a hand delivery to the properties on Winchester Road concurrently with the wider Royal Mail delivery and ensuring both consultation dates took place at the same venue.
- 4.8.2 The consultation took place between **Monday 4th November 2024 and Sunday 17th November 2024**. In the prelude to consultation the Applicant sent a press release to the Camden New Journal and had the consultation information published in the letters section.
- 4.8.3 Additionally, emails were sent out to local stakeholders comprising elected members, community groups, local businesses and residents' association alongside those on our mailing list who had previously registered for updates. The identified key stakeholders are as follows:
- Leader of London Borough of Camden
 - Cabinet Member for Planning and Transport, Danny Beales
 - Ward Members for Primrose Hill, Belsize and South Hampstead
 - Anne Clarke AM
 - Tulip Siddiq MP
 - Cresta House Residents' Association
 - Belsize Society
 - Belsize Village Residents and Traders Association
 - Belsize Conservation Area Advisory Committee
 - Combined Resident's Associations of South Hampstead (CRASH)
 - Primrose Hill Court Tenants and Residents Association
 - Save Swiss Cottage
 - Hampstead District Management Committee
 - The Winch
 - Winchester Road Residents' Association
 - Save Our Swiss Cottage Action Group
- 4.8.4 Moreover, ahead of the second round of consultation, a Development Management Forum was held virtually on **Monday 23rd September 2024** that offered local residents the chance to have their comments and questions about the proposals directly answered by the project team.

4.9 Second Round - Consultation invitation

- 4.9.1 As with the previous consultation the same key stakeholders, including community groups, local representatives and local businesses, were notified of the proposals via email and a press release was submitted to the Camden New Journal. Once again, an updated invitation newsletter was distributed to **5,123 addresses** on **25th October 2024**, featuring updated content that reflects the changes made to the proposals.
- 4.9.2 As with the last round, the newsletter also advised residents of the consultation period and how to access the consultation website. Furthermore, a special hand delivery service of the newsletter was sent to residents of Winchester Road to ensure that they received the invitation newsletter in good time.

- 4.9.3 The Applicant acknowledges that there had been some issues with the Royal Mail distribution of the consultation newsletter and is currently investigating the issue. However, the Applicant can confirm that a notification newsletter was sent via Royal Mail to a wider distribution list, covering 5,000 addresses around the site. On top of this, a dedicated hand delivery service for residents of Winchester Road was commissioned following comments at the previous round of consultation
- 4.9.4 On top of this, a social media advert was once again circulated across social media platforms that advertised the consultation period, receiving over 500 clicks. The advert again offered users the opportunity to give their feedback on the proposals.
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4.10 Second Round - Consultation website

- 4.10.1 The consultation website was updated following comments received at the previous consultation. This included changing the domain name to "www.100avenueroad.uk" in order to make the website more accessible. However, the previous URL www.theatresquare.info continues to divert back to the new domain to ensure the community continue to be able to access the information.
- 4.10.2 Additionally, updated content was uploaded and made live on **Monday 4th November 2024**, to coincide with the launch of the consultation period. This reflected the changes that were made to the proposals and the banner content that was displayed at the two in-person exhibition events along with a downloadable link to the banners that were displayed at the previous round of consultation.
- 4.10.3 Furthermore, following comments received at the in-person consultation events relating to the detail of the content displayed on the website, the site was further amended with additional downloadable links to the presentation that was displayed at the Camden Development Management Forum.
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4.11 Second Round - In-person exhibition events

- 4.11.1 Following feedback at the previous consultation, the two exhibition events were held at the entrance of Swiss Cottage Library on **Wednesday 6 November 2024 and Saturday 9th November 2024**. A total of **57 residents attended** across the two events. This represents an increase on the previous number of attendees, showing the Applicant's amended consultation strategy worked.
- 4.11.2 The second round of consultation provided details on:
- How the Applicant had amended the plans to respond to the first round of feedback's
 - More detailed amendments to the proposed external façade materials and landscaping surrounding the site
 - Information on what was to be included within the Construction Management Plan
- 4.11.3 Updated versions of the exhibition banners (see Appendices) were on show to allow for attendees to view proposals, as well as provide their feedback via the feedback form (see Appendices) and ask the project team any questions they may have. The feedback form was updated and expanded

ahead of the second round of consultation in order to ascertain more detailed and constructive feedback.

- 4.11.4 Representatives of the project team were available to answer questions about the site's redevelopment.
- 4.11.5 The events were attended by 57 residents over the course of the two events. This represents an increase on the previous number of attendees, showing the Applicant's amended consultation strategy worked.

4.12 Second Round - Feedback form and survey

- 4.12.1 As with the previous round of consultation, a feedback form was made available in order to ascertain the views of local residents on the proposals.
- 4.12.2 Meta advertisements were also placed within a 3km to further promote the virtual and in-person consultations, which ran between **Monday 4th November 2024 and Friday 15th November 2024** as well as a short-form survey with details of the proposals and a link to the consultation website during this period. As opposed to the first round, the survey featured all the questions that featured on the full feedback form in order to gain the full understanding of residents who filled out the form.
- 4.12.3 The rationale for the survey was rooted in the Applicant's attempt to engage fully with the wider community and reach demographics that typically do not engage with the traditional consultation format. This, in turn, provided a representative view of the opinions of the wider community.
- 4.12.4 To date, the Applicant have received 52 pieces of feedback, reflecting a similar level of engagement to the previous round of consultation.

5. Review of comments.

5.1 Overall feedback received.

5.1.1 The table below outlines the amount of feedback received during each consultation period either through the digital feedback form, hard copy feedback form, or meta survey. The number of emails received reflects the total number of emails received from residents across and between the two consultation phases:

Round of consultation	Feedback Form	Meta Survey	Total
First Round	28	42	70
Second Round	17	35	52
Emails received	-	-	51
TOTAL			173

5.2 First Round - Feedback analysis

5.2.1 The following feedback analysis provides a review of feedback received during the first round of public consultation for the Applicant's proposals at 100 Avenue Road. A deadline of **Sunday 28th July 2024** was set for feedback. To date the project received 28 pieces of feedback via the website or postal forms were received during this period, along with 42 responses to the Meta survey.

5.2.2 During the first round of consultation, the Applicant received five separate emails relating to the consultation. Themes included the height of the proposals, delivery of newsletters, flooding and highways concerns.

5.2.3 The below provides a high-level summary of the feedback received. These questions were drafted to understand community sentiment towards the proposals, understand priorities, concerns and suggestions.

5.2.4 Some of the key themes that emerged throughout the feedback received was as follows:

- Positivity towards improvements to the external façade – with some suggestions including the use of more in-keeping materials to the local area

- Positivity towards the inclusion of landscaping features such as greenery and trees, park benches and play areas as well as views through to the open space
- Provision of amenities such as co-working space or cafes
- Continued objection to the overall height of the buildings
- Concern regarding the impact of noise, dust, pollution and wind
- Concern regarding the impact of traffic and safety for future servicing of the site

Q1. In what capacity are you responding to the consultation?

Everyone who answered this question identified themselves as a local resident, as opposed to a business, community representative, local organisation or other.

Q2. Which elements of the revised plans do you like the most? (please rank from “like most” to “like least” from 1 – 9)

This question was asked on both the Meta survey form and the feedback form. As a result, the responses to this question have been divided accordingly:

Meta Survey (42 responses):

1. **More affordable homes for rent**
2. **Homes available for sale**
3. **New landscaping**
4. **Changes to external materials**
5. **Retention of community space for the Winch**
6. **Second staircase to meet fire safety standards**
7. **New commercial space**
8. **Delivery of more homes overall**
9. **I don't like anything about the revised plans**

Feedback Form (28 responses):

1. **More affordable homes for rent**
2. **Second staircase to meet fire safety standards**
3. **New landscaping**
4. **Homes available for sale**
5. **Retention of community space for the Winch**
6. **Changes to external materials**
7. **I don't like anything about the revised plans**
8. **New commercial space**
9. **Delivery of more homes overall**

What the results show is that the delivery of more affordable homes for rent was consistently ranked as the most preferred feature of the proposals. Additionally, the prospect of new homes being made available for sale was also ranked high amongst Meta survey respondents, who are typically a more diverse set of respondents than those who responded through more traditional forms of consultation.

The provision of new commercial space and delivery of more homes overall were ranked as the least popular facets of the proposals.

The feedback question also provided a comments box for respondents to leave their thoughts. The response in the comment boxes were mixed, with many respondents expressing concerns over the potential height of the scheme. However, there was a general acceptance of the need for more housing.

The key themes were:

Theme	Frequency
Height	6
Other	4
Design concerns	3
Support for more landscaping	2
Local infrastructure	2
Massing	2
Need for more homes	1

A sample of the comments has been outlined below:

- *"It's been a construction site on hold for so long and the area has such potential."*
- *"The build is far too tall; looks completely out of place and ugly."*
- *"I do not like this scheme, it is going to enable Swiss Cottage to be too overpopulated, instead, I would advise to invest in the retail and development of Finchley Road. It was Oregon's of the first areas to become gentrified and now over time it has aged and become outdated"*
- *"Because you already have PP for this overbearing development, the more you can do with landscaping etc the less of a complete eyesore it will prove to be."*
- *"This development continues to be FAR too large for the area and is not in keeping with any of the immediate surrounding architecture and community feel. Ongoing servicing for large lorries across the Swiss Cottage pedestrian zone and walkway around Hampstead Theatre / Leisure Centre / Library is both dangerous and intrusive - and goes to prove why this development is too large."*
- *"I am delighted that you are revisiting the materials and connection with the public sphere. One of the immediate joys when the site was initially opened was the visual linking of the theatre park from the road, providing a sense that the road passes through a living community, by affording views of the park and neighbourhood beyond and the cherry blossom avenue in spring. It better connects the beautiful terraces of Winchester Road with the dislocated and anonymous edifices of Swiss Cottage and the cinema over to the failing commercial spaces and dark kitchen on the far side of Finchley Road. Anything you can do to retain open views at ground level is welcome and may encourage similar generosity in future surrounding developments. Materials should be beautiful, durable, living and inviting. The roadside space is terrifying at night, particularly with so many bus stops inviting lone men to loiter next to the dark park entrance. Development of the site is an important opportunity to improve security: animate the evening space with people and lighting, plant and open out the dirty subways and invite overground road crossing now the speed limit is 20mph is welcome. New commercial space may be ill-advised, or how do you ensure sufficient neighbourhood commercial regeneration to fill this as well as the perpetually empty existing commercial spaces around it? Perhaps co-working space or a lively bar is better suited to the young professionals who would buy tower apartments, to animate the street and improve passive security?"*

All of the answers in response to this question can be found in the Appendices.

Q3: Is there anything else you think Regal should consider to improve the plans?

The majority of responses to this question concerned the height of the proposals, with many respondents requesting that the height of the development be scaled back due to its perceived impact on daylight and the proposals' appearance in context with the local area.

Theme	Frequency
Other	8
Height	4
Massing	3
Design concerns	2
Increased greenery	1
Daylight	1
Protection of local public space	1

A sample of the comments has been outlined below:

- *"You need to consider the impact on the neighbourhood. I currently live on the 10th floor overlooking London and after this is built I will be looking at a mass of dark red concrete with tiny balconies hanging from a piece of uninspiring architecture, while stealing with the influx of hundreds of new residents."*
- *"They should change the whole thing entirely to be half the height and sympathetic to the area, with mainly affordable housing, adequate parking space for all residents under the building. This would not be viable economically, so they should not build at all!"*
- *"Loss of daylight, few or none affordable homes. Noise and disruption to a very important quiet place for residents. Ugly and too overpowering building."*
- *"I've got concerns about the area of Eton Avenue in front of Hampstead theatre. It is essential to ensure it remains a pedestrian area where the street market can continue to take place. From the proposals I am afraid it might be turned into a lorry hellscape."*
- *"More trees. Lower height."*

Q4: What landscaping and public realm features would you most like to see on the site?

This question gave respondents the chance to list some of the features they would like to see added to the landscaping and public realm plans. By analysing the responses, we can see that by far the most popular response to this question was a request for an increase in greenery, specifically trees. Following this, requests for a playground area, along with benches, were the next most popular features that respondents wanted to see. Some also mentioned their desire to see water features and more retail options.

Theme	Frequency
Increased greenery	18
Other	6
Playground	4
Open space	4
More retail options	3
Flood protections	2
Water feature	2
Seating	1
CCTV	1

A sample of the comments has been outlined below:

- *"Trees and greenery on both sides of Finchley Road to mitigate the high pollution"*
- *"A parkour area like the one in the Paddington Recreation Ground and a play area and adult workout area that is NOT close to the road."*
- *"Large swathes of grass and trees, and adequate parking under the building for all residents - the streets here are crowded with parked cars already."*
- *"Public access to open space and wildflower planting areas - TO BE MAINTAINED BY THE MANGEMENT COMPANY AT THEIR EXPENSE."*
- *"Gardens, reinstating the trees that were cut, benches, some art perhaps"*

Q5: What other things do you think Regal need to take into consideration when developing their plans?

This question asked respondents for any final comments. This question was largely used as an opportunity for respondents to reiterate their previously expressed opinions on the proposals.

Theme	Frequency
Other	17
Landscaping	5
Traffic concerns	5
Support	4
Height	4
Retail provision	3
Wind	3
Design	3
Affordable housing	3
Environmental concerns	2

A sample of the comments has been outlined below:

- *"I am delighted that you are revisiting the materials and connection with the public sphere. One of the immediate joys when the site was initially opened was the visual linking of the theatre park from the road, providing a sense that the road passes through a living community, by affording views of the park and neighbourhood beyond and the cherry blossom avenue in spring. It better connects the beautiful terraces of Winchester Road with the dislocated and anonymous edifices of Swiss Cottage and the cinema over to the failing commercial spaces and dark kitchen on the far side of Finchley Road. Anything you can do to retain open views at ground level is welcome and may encourage similar generosity in future surrounding developments."*
- *"Lower the height the height is horrific and dwarfs everything around it starting from the theatre but it will be visible every when in Belsize park. It's a tragedy and local people have been completely ignored."*
- *"Get on with it!!"*
- *"Seriously consider developing other sites instead of this site"*

5.3 Second Round - Feedback analysis

5.3.1 The following feedback analysis provides a review of feedback received during the second round of public consultation for Regal's proposals at 100 Avenue Road. A deadline of **Sunday 17th November 2024** was set for feedback; however, the Applicant has confirmed that it remains open for feedback throughout the process and outside of this deadline.

5.3.2 To date the project received 17 pieces of feedback via the website or mail forms were received during this period, along with 35 responses to the Meta survey. The team also received 43 emails in and shortly after the second round of consultation. The main themes are as follows:

- Notification about the consultation period
- Concern regarding the external design of the building
- Questions on the Construction Management Plan
- Lack of detail on the consultation materials
- EIA screening
- Continued objection to the overall height of the buildings

5.3.3 You can find all the emails received throughout the entire process in the Appendices.

5.3.4 The below provides a high-level summary of the feedback received on the postal, virtual and Meta feedback forms. These questions were drafted to understand community sentiment towards the more details proposals, understand priorities, concerns and suggestions.

5.3.5 Some of the key themes that emerged throughout the feedback received was as follows:

- Lack of detail on the consultation materials and consultation notification
- EIA screening
- Continued objection to the overall height of the buildings
- Concern regarding the impact of noise, dust, pollution and wind
- Comments on the updated design of the proposals

Q1. In what capacity are you responding to the consultation?

98% of those who answered this question identified themselves as a local resident, with 2% selecting local organisation, as opposed to a business, community representative, or other.

Q2. What do you think about the proposed material and building exterior?

This question provided residents with an opportunity to leave their thoughts on the material and building exterior updates that had been made since the previous consultation.

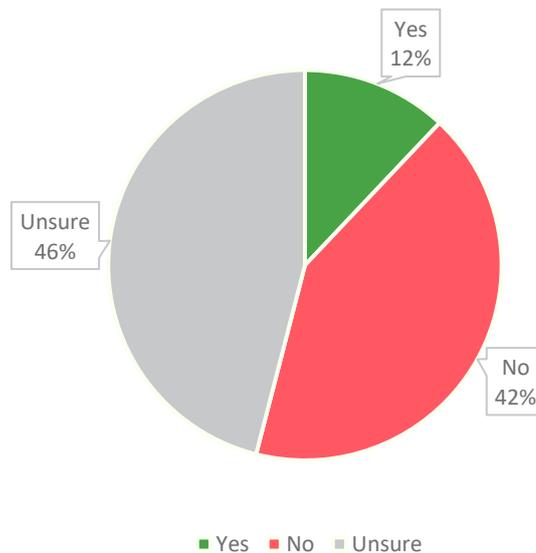
What the results show is that there was a mixed reaction to the updated material and building exterior design. Several residents expressed concerns that the designs were out of keeping with the local area, however, some of these comments linked explicitly to the height of the proposals, rather than the material and building façade. Other comments expressed concerns over the choice of red brick.

A sample of the comments has been outlined below:

- *“Unsympathetic materials not in keeping with existing surroundings. The building is much too high dominating the area and providing high density accommodation. It will cast long shadows and is an unattractive design.”*
- *“The previous marble cladding at least was an attempt to give the tower some style. The new proposals just confirm even more that the tower is the wrong building in the wrong place.”*
- *“The exterior looks better than the original but it is hard to have a proper feel for what the materials look like. It is important that the building blends with the surrounding ones. The height of the building is something I really don’t like though. It will completely tower over the Swiss Cottage area and I think it will turn the area into a darker and more windy place”*
- *“Brick is good. So terrible to see blocks with cheap cladding that age so badly.”*
- *“Characterless, bland, uninspiring”*

Q3. Do you think this is an improvement on the previous proposals?

This question asked residents whether they felt that there was an improvement in the design since the Applicant last consulted. The results are as follows:



Of the 50 respondents to the question 42% (21) did not feel that there was an improvement on the previous proposals. Meanwhile, 12% (6) stated that they believed the proposals had improved. However, the most popular response to this question was unsure, which 46% (23) of respondents indicated.

Q4. Is there anything you think we could do to the outside of the building to improve the appearance (note our plans are not proposing to change the height).

This question provided residents with an opportunity to leave their thoughts on how the building appearance could be improved.

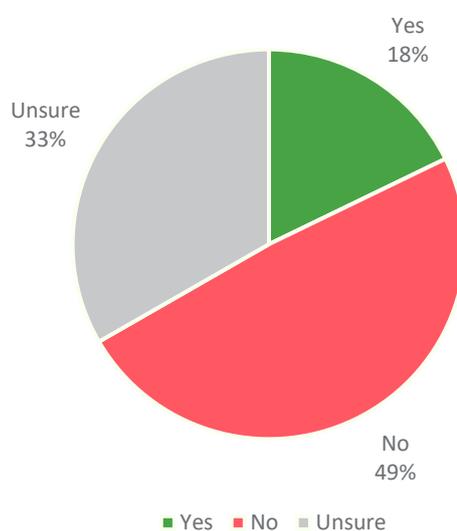
Despite the question explicitly ruling out the change of height, the majority of the 34 respondents expressed their desire for the height to be reduced. Aside from this, several comments stated that they believed the building exterior could benefit from additional greenery or a change in material.

A sample of the comments has been outlined below:

- *"Add more character to design to keep in line with buildings in Belsize . These modern new builds make areas characterless and forgettable . Add more plants and foliage to the building exterior."*
- *"Use a brighter or more vibrant facade material. Perhaps utilisation of a green wall where applicable on the lower floors would be more suitable."*
- *"Yes. Its external facade should, in its materials and colour, be in keeping with the character of the area and not if itself visually imposing."*
- *"Note, the height must be changed. It's an outrageous blight!"*

Q5. In our initial consultation, the local community wanted to see increased greenery, more trees and planting. Do you agree that we have addressed these suggestions in our proposed ground floor landscaping and open space areas?

This question asked residents whether the Applicant has addressed there had been a positive increase in greenery, more trees and planting in the landscaping and open space areas. The results are as follows:



Of the 45 respondents to the question 49% (22) of respondents indicated that they did not feel that the suggestions in the proposed ground floor landscaping and open space areas had not been addressed. However, 18% (8) respondents disagreed, and believed that the suggestions had been addressed in the updated proposals. Elsewhere, 33% (23) respondents stated that they were unsure whether these had been addressed.

This question also provided a comment box section for people to elaborate on their views. A sample of the comments can be found below:

- *"I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access."*
- *"The building is way too large for there area. Too high. Too dense. Creating a huge shadow"*
- *"The drawings presented are very limited and it is hard to say whether the greenery aspect has been increased. I think better drawings with side elevations for example should be added to the project page."*

- *"We would like you to do much more to hold back water on the site to contribute to preventing local flooding. For example permeable paving with attenuation tanks underneath and sustainable urban drainage schemes. You do not appear to have taken on board our previous comments about this."*
- *"The greenery won't stop gusts of wind rushing around the tower block and through the tunnel/ passage between the tower and lower building. Very dangerous for pedestrians!"*

Q6. Is there anything else you think Regal should consider as part of its Construction Management Plan? (Note that the proposed measures are in line with the previously agreed Essential Living CMP)

This question asked residents what the Applicant should consider as part of its Construction Management Plan. This was in light of the fact that the proposed measures are in line with the previously agreed Essential Living CMP.

Responses to this question were varied, with several comments reflecting comments from previous questions around the design and the landscaping of the proposals. However, some comments did provide insight into their thoughts for the Construction Management Plan, specifically requesting that access happens through Avenue Road and that local streets are only minimally impacted.

A sample of these comments have been shared below:

- *"Contractors will be instructed not to park in the surrounding streets", what assurances or penalties will be in place to ensure this does not happen? What is happening to the farmer's market next to the theatre for the duration of the project?"*
- *"It is important that all access is through Avenue Road and not Winchester Road, Eton Avenue, and the pedestrianised square"*
- *"There is a major conflict area between heavy pedestrianised areas accessing tubes, buses, schools, theatre, university (Central School) walked Wednesday"*
- *"Limit disruption to local residents and farmers market while building."*
- *"It is essential that vehicle movement (especially via Eton Avenue and Winchester Road), noise and air pollution is even further reduced from proposed levels."*

Q7. Do you have any other comments regarding the proposals?

This question asked respondents for any final comments. This question was answered by 29 respondents and was largely used as an opportunity for respondents to reiterate their previously expressed opinions on the proposals.

Theme	Frequency
General objection to the development of the site	8
Other	6
Height	6
Wind concerns	2
Design	2
Lack of detail on plan	1
Sunlight	1
Traffic Concerns	1
Need for more homes	1
Noise concerns	1

A sample of the comments has been outlined below:

- *"I have very strong concerns about the building's height; we do not wish to have skyscrapers in the area, which is a Conservation Area and borders many other historical conservation areas. It's pointless to comment on material and building exterior."*
- *"I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access."*
- *"In general, this seems a suitable place to build a new tower. I understand why local residents might object, but how do we think the housing crisis is going to be solved if every project to build new homes is blocked by local residents? this is a good spot, not overlooking many residential areas, right next to a tube station."*
- *"It is a dominating, much too high development with high density accommodation for people who can afford to live there. Probably, many of the flats will be sold or rented to people as second homes so they will have little or no interest in this area."*
- *"The opportunity should have been taken by Regal to redesign the whole scheme and come up with a sensible and practical alternative for the site. It is nonsense that a 28% increase in the no. of flats it is still intended that all deliveries and servicing will be through the pedestrianised area at the left of Eton Avenue. The proposals to pedestrianise Avenue Road no longer apply, so that should be used."*

6. Response to comments.

6.1 Amendments to the consultation process in response to feedback

6.1.1 Ahead of the second round of consultation, the Applicant reviewed the feedback that had been left regarding the first-round consultation process. As a result, a number of changes were made ahead of the second round of consultation to ameliorate these concerns. These changes include:

Feedback received	Applicant's response
<p>Website amendments</p>	<p><i>Following comments from some residents that the previous domain name "theatresquare.info" was unclear and confusing, the website domain name was changed to "100avenueroad.uk" in order to more clearly identify the project website.</i></p> <p><i>Additionally, the content of the website was updated in order to advertise the consultation events and to update the website with the content that was displayed on the banners at the two in-person consultation events, along with a downloadable link to the banners that were displayed at the previous round of consultation.</i></p> <p><i>Furthermore, following comments received at the in-person consultation events relating to the detail of the content displayed on the website, the site was further amended with additional downloadable links to the presentation that was displayed at the Camden Development Management Forum. .</i></p>
<p>Consultation Venue</p>	<p><i>During the first round of consultation, some residents voiced concerns that hosting the events at two different consultation venues, in this case Swiss Cottage Library and Swiss Cottage Community Centre, caused confusion as to where the events would be taking place.</i></p> <p><i>As a result, Regal adapted their consultation strategy to ensure that both events took place near the entrance of Swiss Cottage Library on both days. This, in part, contributed to a rise in consultation attendance during the second round of consultation.</i></p>

Feedback received	Applicant's response
Newsletter distribution	<p><i>During the first round of consultation, some residents on Winchester Road raised a concern that they had not received their invitation letter that was sent through Royal Mail. As a result, newsletters were subsequently delivered by hand in order to advertise the consultation period and the wider update to the proposals.</i></p> <p><i>With this in mind, Regal committed to an additional hand delivery service to residents living on Winchester Road from the outset, alongside the wider Royal Mail delivery area that covered 5,123 addresses.</i></p>

6.2 Applicant's responses to feedback received

6.2.1 Following the second round of consultation, several comments were raised surrounding the proposals and the consultation process. Some of the most frequently raised points have been addressed below:

Key theme raised

Feedback received	Applicant's response
Lack of detail on the consultation materials	<p><i>Following comments received at the second exhibition event where a small number of attendees expressed the desire to see floor plans.</i></p> <p><i>The Applicant updated the consultation website with additional content from Camden's Development Management Forum displaying additional information.</i></p> <p><i>The presentation is available via a downloadable link on the homepage of the website alongside copies of the consultation banners from the first and second rounds of consultation.</i></p>
EIA Screening	<p><i>For the extant scheme, it was determined that an EIA was not considered to be required. Instead, potential environmental effects were fully assessed through standalone reports that accompanied the planning application.</i></p> <p><i>Whilst a screening opinion request was submitted to Camden Council, it confirmed amendments to the scheme do not warrant the need for an EIA. Therefore, the Applicant is proposing to take the same approach, and potential environmental effects will be assessed through updated reports that accompany the Section 73 application.</i></p>
Height and size	<p><i>The height and mass of the proposed development was approved through the implemented permission (ref. 2014/2617/P) that was granted via appeal (ref. APP/X5210/W/14/3001616) on 18 February 2016.</i></p>

	<p><i>The Applicant can confirm that, while the design has been updated, the changes will be made within the confines of the existing planning permission and the revised proposals will be within the approved height and massing envelope.</i></p> <p><i>The height and mass of the scheme cannot be reduced as this would result in the development being unviable to deliver.</i></p>
Feedback received	Applicant's response
Design	<p><i>Following the consultation on its early proposals in July this year, the Applicant made some changes to the building façade to better reflect its context within the wider Swiss Cottage area.</i></p> <p><i>The proposed façade amendments include a minimal palette of materials, utilising rounded balconies, different window sizes and brick detailing to create subtle recesses and projections, to provide visual interest. The updated façade treatment will seek to maximise sustainability and energy efficiency, to reduce overall running costs for each apartment.</i></p> <p><i>A light and warm brick tone is proposed for the Tower block. In contrast to the Tower a light warm grey is proposed for the lower block continuing the existing street scene with the library, helping to reflect more light into the Swiss Cottage Open Space area.</i></p>
Feedback received	Applicant's response
Landscaping	<p><i>The site benefits from the provision of green open spaces within reasonable walking distance that provide a range of activities and uses. Our proposals intend to add to this, by providing a range of amenity and landscaping options. The Lower Block terraces can provide 0-4-year play provision and some 5-11 years play provision.</i></p> <p><i>To ensure that the landscape design is welcoming, attractive and inclusive, reference has been made to the Make Space For Girls handbook to inform the design of 100 Avenue Road.</i></p> <p><i>The public spaces on site will comprise extensive plating along Avenue Road and alongside the Swiss Cottage Open Space, creating green links throughout the development as well as multifunctional outdoor spaces</i></p>
Feedback received	Applicant's response
Construction Management Plan	<p><i>The Applicant is committed to delivering the scheme in as sensitive a manner as possible. We plan to construct the development in line with the Construction Management Plan (CMP) that was produced previously by Essential Living and subsequently approved.</i></p> <p><i>A new CMP will be submitted in due course that will largely reflect the approved existing CMP. As approved in the existing CMP, it is proposed that:</i></p> <ul style="list-style-type: none"> <i>• Avenue Road will be used for all construction vehicles</i> <i>• Construction vehicles will avoid peak school drop off and pick up times to maximise safety</i>

	<ul style="list-style-type: none"> • <i>Deliveries will be organised to avoid stacking of lorries waiting to get into the site</i> • <i>Contractors will be instructed not to park in the surrounding streets</i> • <i>Pedestrian safety and management will be detailed in the CMP and communicated to local groups</i> • <i>There will be a process for escalating any breaches of the CMP</i> <p><i>Throughout the course of the construction of the development, there will be air quality monitors at key, sensitive locations throughout the site. Noise, dust and pollution monitoring results will be published on the project's website.</i></p>
Feedback received	Applicant's response
Swiss Cottage Underground station access	<p><i>The Applicant can confirm that existing access for the Swiss Cottage tube station will remain on the corner of Avenue Road and Eton Avenue, with no changes to be made as part of our proposals.</i></p> <p><i>The Applicant will also ensure that this area is safeguarded throughout the construction of the development through the methods outlined in the Construction Management Plan.</i></p>

7. Post-submission engagement.

7.1 Ongoing engagement

- 7.1.1 The Applicant has continued to remain contactable via the contact details during the application process, and community contact will continue to be responded to.
- 7.1.2 Following the cessation of the second round of consultation, the Applicant received several emails detailing concerns with the consultation process and the proposals more widely. These have been anonymously included in the Appendices.
- 7.1.3 The Applicant is committed to continuing to engage with key stakeholders and interested parties throughout the post-submission period.
- 7.1.4 This includes updating local stakeholders in December 2024 on the submission of the Non-Material Amendment Application (2024/5432/P) to London Borough of Camden Council for the existing, approved 100 Avenue Road permission.

7.2 Updating materials

- 7.2.1 The following website, www.100avenueroad.uk will be updated at the following points during the application process:
 - Upon submission, details of the proposals were available online
 - During the process, additional information was posted
 - Once a decision has been made

8. Conclusion.

8.1 Concluding statement

- 8.1.1 The Applicant continues to respond positively to comments and feedback raised throughout the extensive programme of community consultation.
- 8.1.2 At every step, the Applicant has ensured that it has maximised opportunities for community engagement. Over the course of the past six months, the Applicant have consistently engaged with residents and key community stakeholders. Whether this be through dedicated consultation periods, Development Management Forums or stakeholder one-to-one meetings, the Applicant's commitment to consulting the community has been consistent. This has resulted in 103 attendees at consultation events and at least 173 pieces of feedback over the course of two consultation periods.
- 8.1.3 The Applicant remains committed to engaging with the local community going forwards and will continue to share updates about the proposals with local residents and the identified key community stakeholders. As always, the Applicant is happy to meet to discuss the plans or the feedback from members of the community.
- 8.1.4 Over the public consultation, a number of opportunities were provided for local residents, businesses, and stakeholders to inform the proposals, ask questions, provide feedback, voice concerns and have discussions with the project team. Multiple platforms of engagement, both digital and in-person, have been explored to aid accessibility and maximise engagement.
- 8.1.5 Opportunities to provide feedback and engage with the project team were available online, by phone, by post, and by email as well as at the in-person consultation event.
- 8.1.6 Throughout the pre-application period, the Applicant has worked closely with Camden Council to ensure key officers and councillors are made aware of the proposed development, key consultation activities and outcomes to develop a holistic proposal which is of high quality and delivers significant benefits to the local community.
- 8.1.7 The Applicant remains convinced that the proposals offer an array of benefits to the surrounding community. These include:
- 237 much-needed new homes, including 35% critically needed affordable homes in a sustainable location close to public transport links, and local shops and services.
 - New commercial space and new community space for The Winch that better serves the operational needs of the charity.
 - An attractive development which meets the latest fire safety legislation with the inclusion of additional stairwells
 - An updated design that sympathetically uses brick to better reflect the surrounding area
 - Community driven approach to public open spaces and landscaping, including an area for play and rooftop amenity spaces.

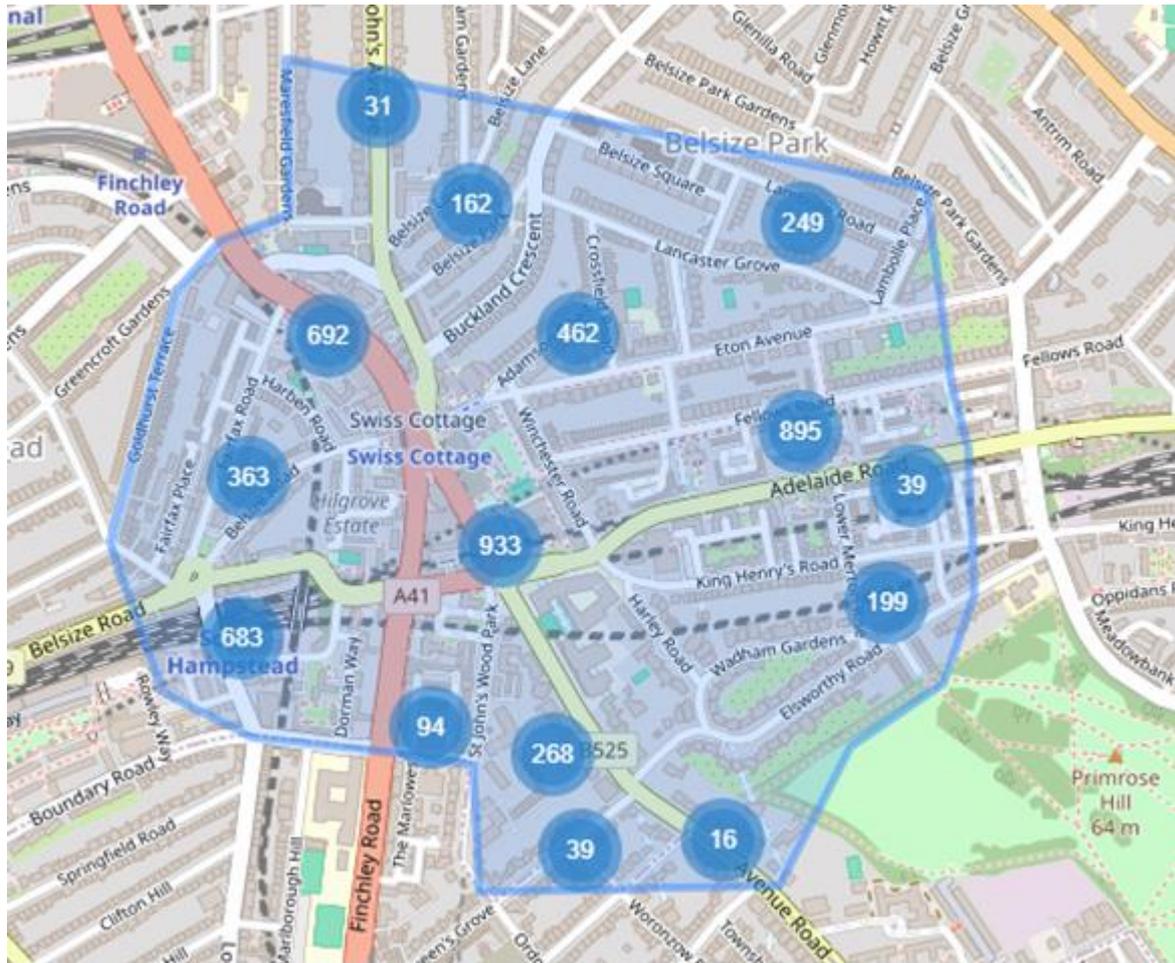
- Tree planting and greening throughout the development, providing opportunities for biodiversity.
- New employment opportunities throughout construction and future commercial premises, significantly contributing to the local economy.
- Significant investment and expenditure in the local area during construction and following completion.
- A long-approved scheme, ensuring the contributions to Camden's housing needs and the benefits to the wider area can be realised

8.1.8 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback. The Applicant will continue to engage with the local authority, local stakeholders, and surrounding community post-submission.

9. Appendices.

8.1.1

Appendix A - First Round Distribution Area



Appendix B – List of stakeholder meetings

Throughout the process, Regal have been actively engaging with the community. As part of this commitment to community engagement, Regal have held meetings with the following stakeholders:

- Anne Clarke AM – London Assembly Member
- Cllr Anna Burrage – Camden Council Ward representative – On two occasions
- Combined Residents’ Association of South Hampstead (CRASH)
- Save Swiss Cottage
- Winchester Road Residents’ Association
- Save Our Swiss Cottage Action Group
- Camden Farmers Market

Appendix C – First Round consultation newsletter

HAVE YOUR SAY ON REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

Regal, a Camden-based developer, purchased the site at 100 Avenue Road from Essential Living in March 2014. Essential Living were granted planning permission in 2016 to deliver 84 homes for rent, alongside commercial and community spaces.

The planning permission was implemented, and Essential Living completed basement and substructure works before stalling with the remainder of the development.

Having purchased the site, Regal is now looking to bring forward the development, including the community facilities and affordable housing, subject to some minor amendments to the existing planning permission. These include the introduction of a second staircase to bring the project in line with the latest fire safety requirements of the Building Safety Act 2022.

We are now ready to consult on our emerging amendments to the existing planning permission and would like to know your thoughts on matters such as landscaping, external materials and how you currently use the space around the site.






Existing Regal development at Fulton & Rith, Wembley

OUR CONSULTATION:

This will be the first of two rounds of consultation to gather feedback on the early plans. You can view our plans and give your feedback in the following ways:

Online:

Our consultation will be live on our website www.thesheregoose.info between **Tuesday 9th July and Sunday 28th July 2024**. Here you can view our plans, give your feedback or contact the project team.

In person at our public exhibition:

We will be holding two public exhibitions where you can drop-in and speak to our team.

Where and when:

- **Tuesday 16th July 2024 between 3:00pm – 7:00pm**
At: Swiss Cottage Library, 88 Avenue Road, London NW3 3HA
- **Saturday 20th July 2024 between 11am – 2:30pm**
At: Swiss Cottage Community Centre, 19 Winchester Road, London NW3 3NR

How can you comment on the plans?

- Complete our online feedback form on the consultation website www.thesheregoose.info or by scanning the QR code
- Complete or collect a feedback form at the Imperson events on **Tuesday 16th July** or **Saturday 20th July 2024**
- Provide comments via email to 100avenue@regal.co.uk
- Provide comments using the Freephone line 030 3396 1910

Please provide all feedback by midnight on **Sunday 28th July 2024**.



EXISTING SITE AT 100 AVENUE ROAD

WHAT WE ARE CHANGING

We plan to bring forward the site largely in line with the existing planning permission.

We do need to make some minor changes, including adding a second staircase to meet latest fire safety legislation that has changed since the existing planning permission was granted.

We are still reviewing what other minor changes we may need to make with our design team and the planning department in Camden. However, at this stage, the changes are likely to include:

- Type of residential – we will be proposing build for sale, rather than build to rent, with 35% affordable housing to be managed by a housing association
- Internal configuration – adding a second staircase, and making changes to inefficient floorplates and floor-to-floor heights, increasing the number of homes to 210
- Changes to the internal configuration of the community space, making it work better for the occupier and the restoration of the commercial space at the ground floor
- Changes to the external appearance of the buildings and landscaping

WHAT WE ARE NOT CHANGING

Whilst we are seeking to make some changes to the internal configuration and external appearance of the buildings, we will not be looking to redesign the entirety of the existing planning permission and the revised proposals will be broadly within the approved height and massing envelope.

The height, width and position of the building will remain largely the same, as will the presence of the commercial and community spaces previously proposed.

We are committed to aligning with the previously agreed Construction Management Plan and will involve the local community through a new Community Liaison Group.

WHO WE ARE

We are a Camden-based, residential-led mixed-use developer with over 25 years of experience of creating beautiful homes that enhance communities. Our offices are located off Fairhazel Gardens near Swiss Cottage station.

We have a strong track record of development in Camden, with two significant projects completed (over 800 homes in the last 10 years). We also recently submitted proposals for 100 and 100a Chalk Farm Road, close to the historic Roundhouse, for new student accommodation and a new site in Jamestown Road is coming forward.

OUR PROPOSALS:

- Delivering 210 new homes to provide much-needed residential accommodation.
- This includes critically needed affordable homes to be managed by a housing association.
- Delivering new commercial and community spaces within the development that could suit a range of occupiers.
- Ideal sustainable location (PTAL 5-6a) close to public transport links, and local shops and services.
- An attractive development which meets the latest fire safety legislation and adopts a design approach that takes inspiration from the local area.
- Community driven approach to public open spaces and landscaping, including an area for play and nearby amenity spaces.
- Delivering a site with an existing planning permission, ensuring the contributions to Camden's housing needs and the benefits to the wider area can be realised.

Appendix D – First Round banners

100 Avenue Road
REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL



Site location plan

WELCOME

Thank you for visiting Regal's public exhibition, displaying our plans to bring forward the development of 100 Avenue Road with new homes, commercial and community spaces.

Regal purchased the site from Essential Living in March 2024. Whilst we are planning to bring forward the site largely in line with the existing planning permission, we are now looking to showcase our initial thoughts for the minor amendments we are proposing to make.

This exhibition is an opportunity to explore our proposed changes to the existing planning permission and provide your feedback on our plans for the site.

Complete our feedback form using this QR code.



Members of the project team are on hand should you have any questions.

PUTTING PEOPLE AND PLACE AT THE HEART OF OUR PROJECTS

We are a Camden-based, residential-led mixed-use developer with over 25 years' of experience of creating beautiful homes that enhance communities. Our offices are located off Fehimzai Gardens near Swiss Cottage station.

We have a strong track record of development in Camden, with two significant projects completed (over 130 homes) in the last 10 years. We also have a number of completed schemes across the City, including in Wembley, Hockney and Aldgate that we have delivered as both developer and construction contractor. Most recently we submitted proposals for 100 and 100a Chalk Farm Road, close to the historic Roundhouse, for new student accommodation and a new site in Jamestown Road.

We are also contractors, and plan to build out this site.

To find out more about Regal, please visit our website: www.regal.co.uk



Existing Regal development

BETTER OUTCOMES FOR PEOPLE

Our impact goes further than our red line. We work with partners and collaborators to create value greater than the sum of our parts. In keeping with our own entrepreneurial spirit, we particularly work with groups providing support for young people and those wanting to further their own careers.



Existing site



Existing Regal development

CREATING GREEN PLACES

Our projects are biodiverse, with plants and trees chosen to encourage local wildlife. We know that plants, flowers and green spaces have a real impact on people's happiness and wellbeing too, making it even more important that we enhance our natural environment.



Existing Regal development

AWARD WINNING DESIGN

Our buildings and spaces enhance local neighbourhoods through bespoke design and award-winning architecture.

Our leading approach to design has been recognised through multiple award wins, including:











100 Avenue Road
REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

THE EXISTING SITE AND PLANNING PERMISSION

The 2016 Planning Permission

- 184 apartments for long-term rental in a building ranging from 5 to 26 storeys
 - 54 Discount Market Rent homes, that would be managed by Essential Living
 - Up to 10,414sqm of flexible retail, commercial or restaurant space
 - Up to 1350sqm of community space
 - Basement cycle and disabled parking as well as servicing
 - Landscaping and access improvements
- The planning permission was implemented after Essential Living completed basement works, before stalling the remainder of the development.

Basement
With the basement works already completed by Essential Living, we are not proposing to make any changes to this aspect of the development. It will continue to deliver the majority of servicing for the development – including small service deliveries for the residential and commercial spaces – as well as disabled and cycle parking spaces.

WHAT HAS CHANGED?

Since Regal purchased the site from Essential Living in March 2024, we have been keen to improve the proposals for the site and ensure the development.

Whilst we do plan to bring forward the site largely in line with the existing planning permission, we do need to make some minor changes, including adding a second staircase to meet latest fire safety legislation that has changed since the permission was granted.

Externally we wish to make some minor changes to the exterior façade and to landscaping, bringing it more in line to the local area and creating an attractive building face that reflects its local surroundings.

Unlike Essential Living's proposals which provided Discount Market Rent homes to be managed by the developer, we will be bringing forward homes for sale and affordable housing to be managed by a housing association.

We are still reviewing what other minor changes we may need to make with our design team and the planning department in Camden.

Some of these potential changes relate to our energy, parking and servicing strategies.

We are also reviewing how we will be managing the construction phase. This review process will culminate in a Construction Management Plan that is in line with the plan previously produced by Essential Living, which was subsequently approved.

Further information on any additional changes we propose to make will be available at our second stage of consultation in the early Autumn.

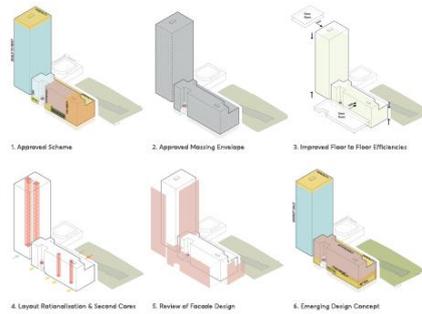


WHAT WE ARE CHANGING:

- **Type of residential** - we are proposing homes for sale, not for rent with traditional affordable housing to be managed by a housing association
- **Internal configuration** - inclusion of second staircase to bring the development up to current fire safety regulations
- **Internal configuration** - changes to floor-to-floor heights to be reduced allowing for the addition of three storeys of internal accommodation. This will not change the consented height or compromise space standards
- **210 new homes** - an increase from the previous consent
- Commercial areas rearranged into a single level plus mezzanine to improve the spaces available
- Landscaping throughout the development
- Materials and façade treatment

WHAT WE ARE NOT CHANGING:

- The overall approach to the position, height and width of the buildings – these will remain in line with the existing planning permission
- Our commitment to The Winch for the provision of community space
- The overall approach to construction. We are committed to delivering the scheme to the previously agreed Construction Management Plan and involve the community through a new Community Liaison Group
- The servicing and access arrangements



100 Avenue Road
REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

WE WANT TO KNOW YOUR THOUGHTS

We are keen to understand your thoughts on the public spaces within the development, including the commercial frontages, landscaping, servicing and open space.

We would also like to understand how you currently use the space and whether you feel safe in the open spaces surrounding the site.

Here are some of our thoughts on the proposed ground floor strategy and landscaping improvements.



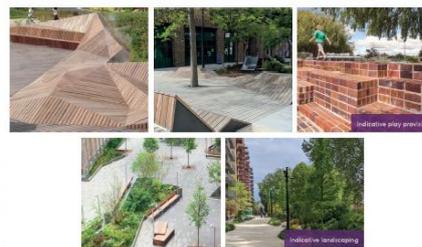
MATERIALS AND FAÇADE TREATMENT

We are looking at how we can change the materials of the façade to improve their visual appearance in the area. Below are some thoughts on the materials and façade treatments we are exploring.



OPEN SPACE AND LANDSCAPING

The site benefits from the provision of green open spaces within reasonable walking distance that provide a range of activities and uses. Our proposals intend to add to this, by providing a range of amenity and landscaping options. The Lower Block terraces can provide all 0-4 year old play provision and some 5-11 years play provision. The Winch open space could be used by residents outside of open times, subject to further agreement.



100 Avenue Road
REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

ACCESS

We will retain the same access into and out of the basement as the site's previous use and the existing planning permission, taking the form of a ramp from Eton Avenue down into car park and servicing area. This access will be two-way and allow for entrance and exit on Eton Avenue from the eastern edge of the Hampstead Theatre.

The existing access for the Swiss Cottage tube station will remain on the corner of Avenue Road and Eton Avenue, with no changes to be made as part of our proposals.

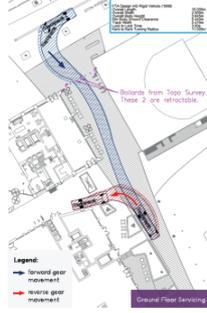
SERVICING

We are keeping the servicing strategy in line with the existing planning permission. Small deliveries to the development will be serviced from the basement car park, while deliveries from longer deliveries will be undertaken from the ground floor level, with access taken from Eton Avenue. All vehicles will enter and leave the site in forward gear to maximise safety.

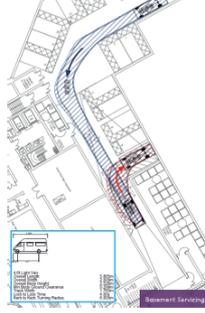
As previously approved, servicing of the development will be carefully managed through a Delivery and Servicing Plan, which will include details such as the avoidance of peak hours for service deliveries.

As also previously agreed as part of the Essential Living scheme, refuse collection will be undertaken at ground floor level, with bins brought up from the basement via a goods lift.

10M RIGID LORRY MOVEMENT



4.6T LIGHT VAN MOVEMENT



CONSTRUCTION MANAGEMENT PLAN (CMP)

We are committed to delivering the scheme in as sensitive a manner as possible. We plan to construct the development in line with the CMP that was produced previously by Essential Living and subsequently approved.

As approved in the existing CMP, it is proposed that:

- Avenue Road will be used for all construction vehicles
- Construction vehicles will avoid peak school drop off and pick up times to maximise safety
- Deliveries will be organised to avoid stacking of lorries waiting to get into the site
- Contractors will be instructed not to park in the surrounding streets
- Pedestrian safety and management will be detailed in the CMP and communicated to local groups
- There will be a process for escalating any breaches of the CMP

Throughout the course of the construction of the development, there will be air quality monitors at key, sensitive locations throughout the site. Noise, dust and pollution monitoring results will be published on the project's website.

COMMUNITY LIAISON GROUP

We are committed to ensuring the community have the opportunity to engage with us during the construction of the development.

We will set up another community working group for the duration of the construction. If you would like to be part of the community working group, please speak to a member of the team.

KEY BENEFITS

- The delivery of a long-approved scheme, helping contribute towards local housing needs
- Delivering around 210 high-quality new homes, including affordable housing
- New community space for The Winch
- A new commercial space
- New landscaped areas and public open space
- New play space to encourage outside activity for local children
- New employment opportunities throughout construction and future commercial premises, significantly contributing to the local economy
- Significant investment and expenditure in the local area during construction and following completion

FEEDBACK

Thank you for visiting our public exhibition on our proposals for 100 Avenue Road. The project team hopes you have found the consultation informative.

We would appreciate if you could take the time to let us know your thoughts on the proposals using the feedback form available. You can do so by completing a form here today or taking it away with you (along with a freepost envelope) and returning it at your convenience.



The survey can also be completed online at www.theatrequare.info or by scanning the QR code

<p>MARCH 2024</p> <p>Regal purchased the site from Essential Living</p>	<p>JULY 2024</p> <p>First round of community engagement</p>	<p>AUGUST 2024</p> <p>Review of feedback and further development of the amendments</p>	<p>SEPTEMBER 2024</p> <p>Second round of community engagement</p>	<p>WINTER 2024</p> <p>Submission of application to London Borough of Camden Council</p>	<p>NEXT STEPS</p> <p>Once the consultation period has closed on 28 July 2024, we will carefully consider the feedback received before we undertake a second round of consultation in the early Autumn.</p> <p>The second consultation will feature more detailed information on the proposed amendments to the approved scheme.</p>
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Appendix E – First Round feedback form

FEEDBACK FORM
REGAL

Thank you for taking the time to view our proposals for our proposed amendments for the redevelopment 100 Avenue Road. Please let us know your thoughts by filling out this feedback form. Please return your completed feedback form no later than the **28th July 2024**.

PRIVACY STATEMENT

By filling-in this online form you are agreeing that Cavendish Consulting Limited ("Cavendish") can hold and process your Personal Data in relation to this public consultation exercise.

- Cavendish will share your Personal Data with the project team companies for planning evaluation purposes only.
- Your Personal Data will not be used for any other purposes without your consent.

Cavendish and the project team will use your Personal Data to:

- Send you updates about the project (where you provide us with your contact details); and
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body (this will be a publicly available document). Your comments will be anonymous and we will only identify you in these reports with your consent.

If you provide us with your contact details, we may also contact you for more details regarding the comments you have made.

Cavendish acts on behalf of the project team to run public consultation activities.

HOW TO PROVIDE YOUR FEEDBACK

<https://www.thedresquons.infu/>

100avenueroad@regal.co.uk

CONTACT US

020 3298 5590

100avenueroad@regal.co.uk

By post through requesting a freepost envelope

ABOUT YOU

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age group*

13-17	18-24	25-34	35-44	45-54
55-64	65-74	75-84	85+	

I confirm I am over the age of 13*

YOUR CONTACT DETAILS

Address:

Telephone:

Email:

Data Protection

We process all Personal Data in accordance with the UK General Data Protection Regulation, the EU General Data Protection Regulation 2016/679 together with the GDPR and the Data Protection Act 2018. Your Personal Data will not be transferred outside the UK or European Economic Area (the EU member states plus Norway, Iceland and Liechtenstein). To see our full Privacy Notice and find out how to exercise your data subject rights, please visit www.cavendishconsulting.com/uk or by contact us by phone on 01942 893 893 or email at dataprotection@cavendishconsulting.com.

Question 1. In what capacity are you responding to the consultation?

local resident business community representative local organisation

other (please state)

Regal is planning to make some changes to the approved planning permission. Changes include:

- the type of residential homes (for sale, not rent)
- increasing the amount of conventional affordable housing
- making changes to the internal configuration of the building to deliver a second staircase, more homes and better commercial space
- landscaping
- materials and facade treatment

Question 2. Which elements of the revised plans do you like the most?
(please rank from "like most" to "like least" from 1 - 9)

More affordable homes for rent	<input type="checkbox"/>	Second staircase to meet fire safety standards	<input type="checkbox"/>
Changes to external materials	<input type="checkbox"/>	Retention of community space for the Winch	<input type="checkbox"/>
New landscaping	<input type="checkbox"/>	Delivery of more homes overall	<input type="checkbox"/>
New commercial space	<input type="checkbox"/>	I don't like anything about the revised plans	<input type="checkbox"/>
Homes available for sale	<input type="checkbox"/>		

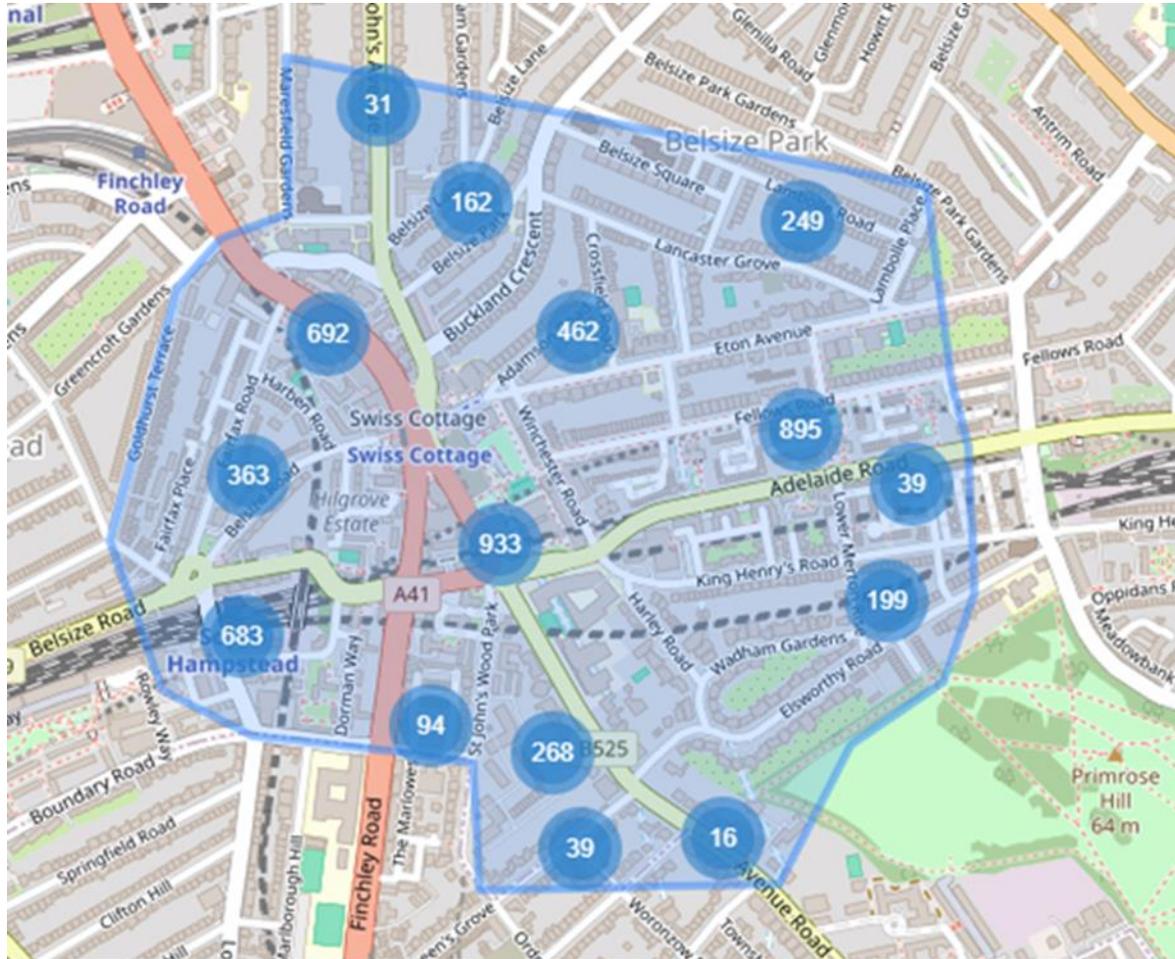
Tell us more about why you selected the above option/s

Question 3. Is there anything else you think Regal should consider to improve the plans?

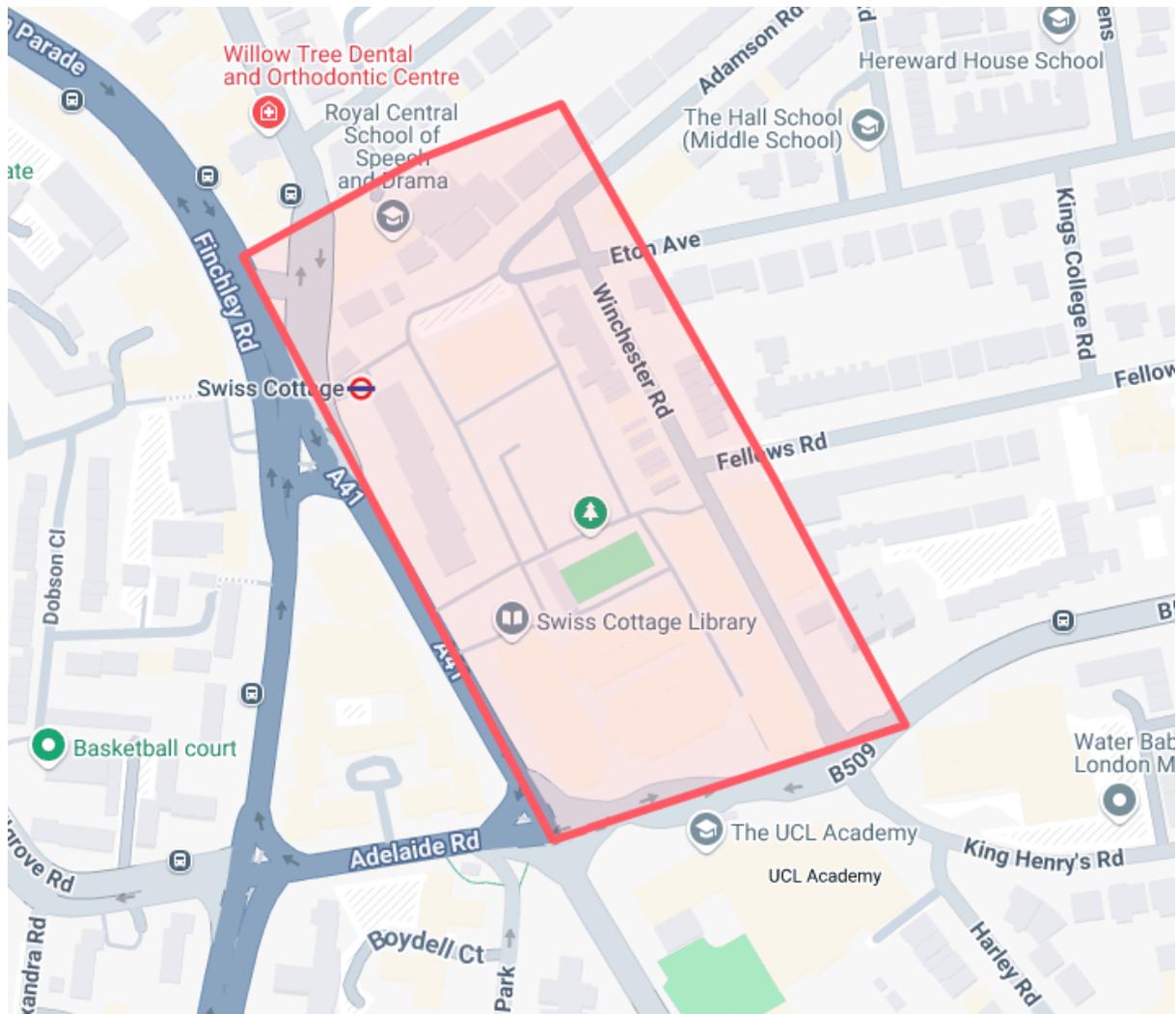
Question 4. What landscaping and public realm features would you most like to see on the site?

Question 5. What other things do you think Regal need to take into consideration when developing their plans?

Appendix F - Second Round wider distribution area



Appendix G – Second Round hand delivery to Winchester Road distribution area



Appendix H – Second Round consultation newsletter

**HAVE YOUR SAY ON
REGAL'S PLANS FOR 100 AVENUE ROAD**

REGAL



Existing site at 100 Avenue Road

Regal, a Camden-based developer, is bringing forward amended plans to deliver the regeneration of 100 Avenue Road.

We consulted on our emerging amendments to the existing planning permission in July 2024 to get your views on changes to the type of residential accommodation on-site, the internal layout of the building, as well as changes to the external appearance and landscaping.

Having reviewed the comments received during the first stage of consultation, we are now ready to share with you the next step in our proposals and understand your views, before submitting a planning application later this year.

This consultation will also include information on our Draft Construction Management Plan and an opportunity for you to comment.

OUR CONSULTATION:

This will be the second round of consultation following engagement on our emerging proposals in July this year. You can view our plans and give your feedback in the following ways:

Online:
Our consultation will be live on our website 100avenueroad.uk between **Monday 4 November - Sunday 17 November 2024**. Here you can view our plans, give your feedback or contact the project team.

In person at our public exhibitions:
We will be holding two public exhibitions where you can drop-in and speak to our team.

Where and when:

- **Wednesday 6 November 2024** between 3.30pm – 7.30pm
At: Swiss Cottage Library, 88 Avenue Road, London NW3 3HA
- **Saturday 9 November 2024** between 10am – 2.30pm
At: Swiss Cottage Library, 88 Avenue Road, London NW3 3HA

How can you comment on the plans?

- Complete our online feedback form on the consultation website at 100avenueroad.uk or by scanning the QR code
- Complete or collect a feedback form at the in-person events on **6 or 9 November 2024**.
- Provide comments via email to 100avenueroad@regal.co.uk
- Provide comments using the Freephone line **030 3390 1590**

Please provide all feedback by midnight on **Sunday 17 November 2024**.

WHO WE ARE

We are a Camden-based, residential-led mixed-use developer with over 25 years of experience of creating beautiful homes that enhance communities. We are also contractors and plan to build out this site.

Our offices are located off Fairhazel Gardens near Swiss Cottage station.

We have a strong track record of development in Camden, with two significant projects completed over 150 homes in the last 10 years.

We also recently received approval for 100 and 100a Chalk Farm Road, close to the historic Roundabout, for new student accommodation and we are also bringing forward a new site on Jamestown Road.



OUR UPDATED PLANS

We plan to bring forward the site largely in line with the existing planning permission.

We do need to make some minor changes, including adding a second staircase to meet latest fire safety legislation that has changed since the existing planning permission was granted.

After consulting with the community in July this year, we have reviewed the feedback received and consulted with our design team. Since then, we have worked on the proposals and have made the following further changes:

- Updated the proposed external building materials – we are seeking to amend the plans with a high-quality brick facade to better reflect the building's context within the wider Swiss Cottage area.
- Refreshed landscaping proposals – updated public realm that maximises greening opportunities and creates safe spaces for all generations and genders.

While the design has been updated, the changes will be made within the confines of the existing planning permission and the revised proposals will be broadly within the approved height and massing envelope.

The height, width and position of the building will remain largely the same, as will the presence of the commercial and community spaces previously proposed.

CONSTRUCTION MANAGEMENT PLAN (CMP)

We will also be consulting on our Construction Management Plan (CMP) in order to help minimise construction impacts both on and off site.

Our CMP seeks to retain the same principles and strategy previously agreed in Essential Living's CMP. This includes logistics, vehicle movements to and from the site, access and hoardings.

We are committed to aligning with the previously agreed CMP and will involve the local community through a new Community Liaison Group.

OUR PROPOSALS:

- Delivering around 236 new homes to provide much-needed residential accommodation. This includes 35% critically needed affordable homes to be managed by a housing association.
- Delivering new commercial space within the development that could suit a range of occupiers.
- Providing a new community space for The Wick.
- Ideal sustainable location immediately above Swiss Cottage Underground Station, close to various public transport links, local shops and services.
- An attractive development which meets the latest fire safety legislation and adopts a design approach that takes inspiration from the local area.
- Community driven approach to public open spaces and landscaping, including an area for play and rooftop amenity spaces.
- Delivering a site with an existing planning permission, ensuring the contributions to Camden's housing needs and the benefits to the wider area can be realised.

Appendix I – Second Round banners

100 Avenue Road REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

WELCOME

Thank you for visiting Regal's public exhibition, displaying our plans to bring forward the development of 100 Avenue Road with new homes, commercial and community spaces.

We consulted on our emerging amendments to the existing planning permission in July 2024 to get your views on changes to the type of residential accommodation on-site, the internal layout of the buildings as well as changes to the external materials and landscaping.

Having reviewed the comments received during the first stage of consultation, we are now ready to share with you the next step in our proposals and understand your views, before submitting a planning application later this year.

This exhibition is an opportunity to explore our more developed amendments to the existing planning permission and provide your feedback on our plans for the site. Complete our feedback form using this QR code.



Members of the project team are on hand should you have any questions.



Imagining Regal development

OUR PLANS WILL DELIVER:

- Around 236 much-needed new homes. 35% critically needed affordable homes to be managed by a housing association.
- New commercial space and new community space for The Winch that better serves the operational needs of the charity.
- New homes in a sustainable location close to public transport links, and local shops and services.
- An attractive development which meets the latest fire safety legislation with the inclusion of additional stairwells.
- An updated design that sympathetically uses brick to better reflect the surrounding area.
- Community driven approach to public open spaces and landscaping, including an area for play and rooftop amenity spaces.
- Tree planting and greening throughout the development, providing opportunities for biodiversity.
- New employment opportunities throughout construction and future commercial premises, significantly contributing to the local economy.
- Significant investment and expenditure in the local area during construction and following completion.
- A long approved scheme, ensuring the contributions to Camden's housing needs and the benefits to the wider area can be realised.



Existing site

RESPONDING TO FEEDBACK

Since Regal purchased the site, we have been keen to improve the proposals for the site and ensure the development best responds to its surroundings and integrates with the existing neighbourhood.

In July, we consulted on our proposed amendments to the proposals for the development of 100 Avenue Road with new homes, commercial and community spaces.

We outlined that there were only certain aspects of the proposals that would be updated, and so asked for feedback on the type of landscaped spaces and homes proposed, the external appearance of the building and any other key considerations.

You told us that you would welcome changes to the external materials to be more sympathetic to the area and the inclusion of large areas of grass, trees and increased greenery throughout the public spaces. Working with our design team, we have reviewed the feedback received and in response we have:

- Updated the proposed external building materials – a high-quality pale red and grey brick façade to better reflect the building's context within the wider Swiss Cottage and South Hampstead area.
- Refreshed landscaping proposals – updated public realm that maximises greening opportunities with extensive planting and creates spaces for all.

A number of respondents continued to raise concerns with the overall height of the development. We acknowledge these concerns, but while the design has been updated, no changes are proposed to reduce the height or mass of the consented scheme.



THE EXISTING SITE AND PLANNING PERMISSION

The 2016 Planning Permission
Essential Living, a build to rent developer, were granted planning permission in 2016 at appeal for the site's redevelopment which included 184 apartments, commercial and community spaces. The planning permission was implemented after Essential Living completed basement works, before stalling the remainder of the development. With the basement works already completed by Essential Living, we are not proposing to make any changes to this aspect of the development. It will continue to deliver the majority of servicing for the development - including small service-deliveries for the residential and commercial spaces - as well as blue badge car parking and cycle parking spaces.



INCREASED AFFORDABLE HOUSING

Around 35% of the homes will be affordable. There is a significant waiting list for affordable housing in Camden and our updated plans will deliver a greater number of affordable homes at a lower cost than the previous planning consent.

Our proposed affordable housing provision would be managed and let by a registered housing provider and will likely consist of a mixture tenures, including:

- **Social rent:** this is the most affordable type of housing, which are set at a level that is within the allowance for housing benefit, meaning that you do not need other sources of funding to pay rent. This type of affordable housing helps people get off the Council's housing register waiting list and into a new home.
- **London Affordable Rent:** this is a type of low cost rented housing which has rents which are less than 90% of market rent, which are set by a national formula, but capped by GLA benchmarks. This type of affordable housing is also allocated to people on the Council's housing register.
- **London Living Rent:** this type of affordable housing is slightly more expensive than social rent, but still less than intermediate rent and is aimed at those middle-income residents in London who want to build up savings to buy a home through shared ownership. These rental levels are set by the GLA and have an eligibility criteria.
- **Intermediate rent:** this type of affordable housing is available for those whose annual household income is between £20,000 - £70,000, and costs slightly more than social rent. Those interested in this type of affordable rent will sign up to a register and they will be included if eligible.

MATERIALS AND FACADE TREATMENT:

Following the consultation on our early proposals in July this year, we have made some changes to the building facade to reflect its context within the wider Swiss Cottage area.

The proposed facade amendments include a minimal palette of materials, utilizing rounded balconies, different window sizes and brick detailing to create subtle recesses and projections, to provide visual interest. The updated facade treatment will seek to maximise sustainability and energy efficiency to reduce overall running costs for each apartment.

A light and warm brick tone is proposed for the tower block. In contrast to the tower a light warm grey is proposed for the lower block continuing the existing street scene with the lobby helping to reflect more light into the Swiss Cottage Open Space area.



PUBLIC AMENITIES AND OPEN SPACES

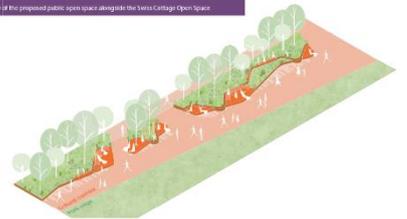
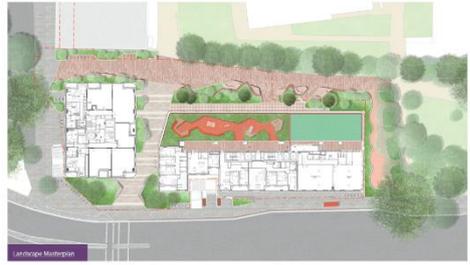
We are keen to understand your thoughts on our updated plans for the public spaces within the development, including the commercial frontages, landscaping, servicing and open space.

OPEN SPACE AND LANDSCAPING

The site benefits from the provision of green open spaces within reasonable walking distance that provide a range of activities and uses. Our proposals intend to add to this, by providing a range of amenity and landscaping options. The Lower Block terraces can provide all 0-4 year play provision and some 5-11 years play provision.

To ensure that the landscape design is welcoming, attractive in creating spaces for all people, reference has been made to the Make Space For Girls handbook to inform the design of 100 Avenue Road. The public realm space includes:

- Different seating opportunities
- Green links between the new development, Swiss Cottage Open Space and surrounding landscaped areas, softening the visual impact of the development and integrating it with the neighbouring open space area
- Age-appropriate play spaces
- Multifunctional outdoor areas that can be used for a range of activities
- Natural surveillance and visibility throughout the spaces
- Extensive planting along Avenue Road and alongside the Swiss Cottage Open Space, softening the development at ground-floor level, providing biodiversity opportunities and creating a welcoming and attractive place for the whole community to enjoy
- Creating landscaped views through the development from Avenue Road to the Swiss Cottage Open space



**LET US KNOW YOUR THOUGHTS:
CONSTRUCTION MANAGEMENT PLAN (CMP)**

We are committed to delivering the scheme in as sensitive a manner as possible. We plan to construct the development in line with the CMP that was produced previously by Essential Living and subsequently approved. We will be submitting a new CMP in due course that largely reflects the approved existing CMP. Ahead of this, we want to know any comments you have, so please do fill out a feedback form.

ACCESS

- Avenue Road will be used for all construction vehicles, with traffic instructed to not approach from any other route. Vehicles will have two ways to deliver materials to the site:
 - Using a pit lane which takes the inner lane of the A41, as shown in the image
 - By travelling along Finchley Road/A41 onto Avenue Road A41, turning right onto Adelaide Road, turning right again onto Finchley Road and finally right across the A41 into the northern crossover into the site. The southern exit will be subject of a license with Camden parks to temporarily relocate the sculpture and seating, as previously agreed.
- The access point into the basement from Eton Avenue will remain open for small basement deliveries only.
- Construction vehicles will be restricted to avoid peak school drop off and pick up times to maximise safety.
- Deliveries will be organised to avoid stacking of lorries waiting to get into the site, with any waiting lorries instructed to turn off their engine.
- Vehicles accessing and existing the site will be supervised by traffic marshals.

COMMUNITY LIAISON GROUP

We are committed to ensuring the community have the opportunity to engage with us during the construction of the development. We will set up another community working group for the duration of the construction. If you would like to be part of the community working group, please speak to a member of the team.

NOISE AND DUST MONITORING

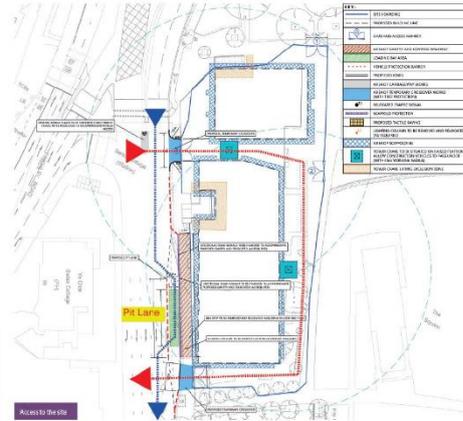
Throughout the course of the construction of the development, there will be air quality monitors at key, sensitive locations throughout the site. It is proposed that noisy works will only be undertaken Monday – Friday and seek to avoid noisy works on Saturday. Quiet periods will also be arranged along the northern side of the site in line with performance schedules for the Hampstead Theatre. Noise, dust and pollution monitoring results will be published on the project's website.

COMPLAINTS

Should any complaints arise from the works, incidents will be provided with contact details for the site office. All complaints will be dealt with at a director level to resolve issues quickly, with a record kept of all comments and complaints.

LOGISTICS

- Contractors will be instructed not to park in the surrounding streets
- Wheel washing will be provided at exit points to keep roads and footpaths clean from site debris and soil
- Working hours will conform to Camden's standard for construction sites:
 - 8am – 6pm on Monday – Friday
 - 8am – 1pm on Saturdays
 - No working on Sundays or public holidays
- The bus stop on Avenue Road will be relocated to Adelaide Road for the duration of the construction of the project.
- Pedestrians will have right of way along the footpaths, with protective barriers along the site entrance and exit crossovers, and the gantry area will be protected with solid hoardings.



Access to the site

FEEDBACK

Thank you for visiting our public exhibition on our proposals for 100 Avenue Road. The project team hopes you have found the consultation informative.

We would appreciate if you could take the time to let us know your thoughts on the proposals using the feedback form available. You can do so by completing a form here today or taking it away with you, (along with a freepost envelope) and returning it at your convenience.

The survey can also be completed online at 100avenue.road.uk or by scanning the QR code opposite.

NEXT STEPS

Once the consultation period has closed on 17 November 2024, we will carefully consider the feedback received before submitting our proposed amendments to the existing application later this year.



Appendix J – Second Round feedback form

FEEDBACK FORM REGAL

Thank you for taking the time to view our proposals for our proposed amendments for the redevelopment of 100 Avenue Road. Please let us know your thoughts by filling out this feedback form. Please return your completed feedback form no later than 17th November 2024.

PRIVACY STATEMENT

By filling in this online form you are agreeing that Cavendish Consulting Limited ("Cavendish") can hold and process your Personal Data in relation to this public consultation exercise.

- Cavendish will share your Personal Data with the project team companies for planning evaluation purposes only.
- Your Personal Data will not be used for any other purposes without your consent.

Cavendish and the project team will use your Personal Data to:

- Send you updates about the project (where you provide us with your contact details); and
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymised and we will only identify you in these reports with your consent.

If you provide us with your contact details, we may also contact you for more details regarding the comments you have made.

Cavendish acts on behalf of the project team to run public consultation activities.

HOW TO PROVIDE YOUR FEEDBACK

- 📧 100avenue@aod.uk
- 📧 100avenue@aod@regal.co.uk

CONTACT US

- ☎ 020 3398 1590
- 📧 100avenue@aod@regal.co.uk
- ✉ By post through requesting a freepost envelope

ABOUT YOU

Title (Mr/Ms/Mrs/Ms/Other):

First Name or Initial:

Surname:

Postcode:

Age group* (You must be over 13 for us to store your data):

13-17 18-24 25-34 35-44 45-54

55-64 65-74 75-84 85+

I confirm I am over the age of 13*

YOUR CONTACT DETAILS

Address:

Telephone:

Email:

Data Protection

We process all Personal Data in accordance with the UK General Data Protection Regulation, the EU General Data Protection Regulation 2016/679 (together the "GDPR") and the Data Protection Act 2018. Your Personal Data will not be transferred outside the UK or European Economic Area (the EU member states plus Norway, Iceland and Liechtenstein). To see our full Privacy Notice and find out how to exercise your data subject rights, please visit www.cavendishconsulting.com/privacy-policy or by contact us by phone on 0203 3398 1590 or email at dataprotection@cavendishconsulting.com.

Question 1. In what capacity are you responding to the consultation?

- local resident business community representative local organisation
other (please state)

Question 2. What do you think about the proposed material and building exterior?

Question 3. Do you think this is an improvement on the previous proposals?

- Yes No Unsure

Question 4. Is there anything you think we could do to the outside of the building to improve the appearance (note our plans are not proposing to change the height).

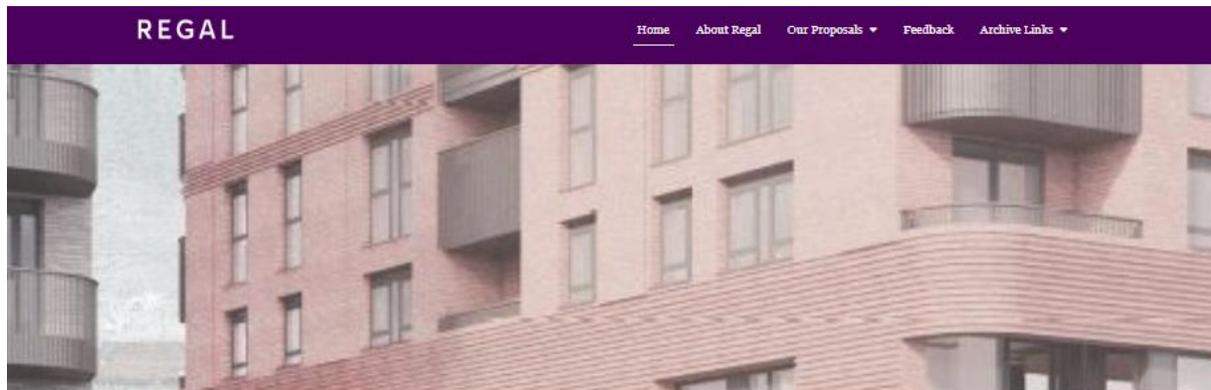
Question 5. In our Initial consultation, the local community wanted to see increased greenery, more trees and planting. Do you agree that we have addressed these suggestions in our proposed ground floor landscaping and open space areas?

- Yes No Unsure

Question 6. Is there anything else you think Regal should consider as part of its Construction Management Plan? (Note that the proposed measures are in line with the previously agreed Essential Living CMP)

Question 7. Do you have any other comments regarding the proposals?

Appendix K – Consultation website



WELCOME

Background

Welcome to the dedicated website for our amended proposals for the redevelopment of 100 Avenue Road, Camden.

Planning permission was secured in 2016 for the redevelopment of the site with 184 new homes, commercial and community spaces. Whilst the permission has been implemented, with the basement works complete, the further development of the site has stalled for a significant length of time. We have agreed to purchase 100 Avenue Road from Essential Living, to develop the site.

In July 2024, we launched our first round of community engagement with two in-person consultation events, where we asked for your opinions on our proposals. If you would like to see the banners that were displayed at this exhibition, [click here](#).

We outlined that there were only certain aspects of the proposals that would be updated, and so asked for feedback on the type of landscaped spaces and homes proposed, the external appearance of the building and any other key considerations.

We are keen to understand the views of local residents before submitting our amendments to Camden Council and will reengage with the community in the coming months. If you would like to be kept up to date on the progress of our proposals, please use the below contact details.

If you would like to see detailed plans, please view the 'Our Proposals' tab or download our detail plans document [here](#).

Public consultation

Thank you for visiting Regaf's dedicated consultation website for the proposals for new homes, commercial and community spaces at 100 Avenue Road. This consultation has now closed. Here's a reminder of what are proposals are looking to deliver:

- Around 238 much-needed new homes, including 35% affordable
 - New commercial and community space for The Winch
 - An updated design that reflects the surrounding area
 - Community-driven approach to public open spaces and landscaping
 - New employment opportunities and significant investment and expenditure in the local community.
- If you would like to learn more about the proposals, feel free to have a look around our website.

You can also find a link to our detailed plans document that was shared at our Development Management Forum in September this year. This document is also available in the 'Archive Links' tab – Download detailed plans document [here](#)

Community Engagement

We understand that there have been concerns raised by local residents regarding the consultation and our plans more broadly, and we are in the process of responding to emails that we have received.

To clarify the steps we have taken to promote the consultation, we have outlined our process below. Our consultation launched online on 4th November and concluded on 17th November, to advertise the consultation we:

- Sent leaflets via Royal Mail to over 5,000 addresses in the local area from 25th October
- Hand-delivered leaflets to Winchester Road, following feedback at the last consultation in Summer 2024 that Royal Mail had failed to deliver to some buildings
- Promoted social media advertisements to those in the Swiss Cottage area advertising the consultation and linking to a feedback survey
- Sent a press release to the Camden New Journal and had the consultation information published in the letters section



ABOUT REGAL

Our experience in Camden

We are a Camden-based, residential-led mixed-use developer with over 25 years' of experience of creating beautiful homes that enhance communities. Our offices are located off Fairhazel Gardens near Swiss Cottage station.

We have a strong track record of development in Camden, with two significant projects completed (over 130 homes) in the last 10 years.

Most recently we submitted proposals for 100 and 100a Chalk Farm Road, close to the historic Roundhouse, for new student accommodation and a new site in Jamestown Road.



Putting people and place at the heart of our projects



Creating green places

Our projects are biodiverse, with plants and trees chosen to encourage local wildlife. We know that plants, flowers and



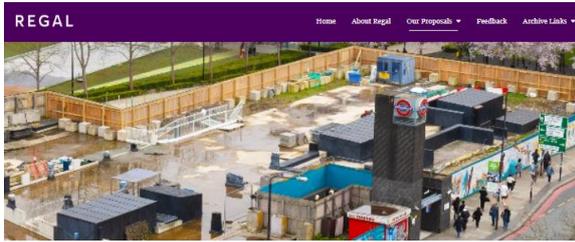
Better outcomes for people

Our impact goes further than our red line. We work with partners and collaborators



Award winning design

Our buildings and spaces enhance local neighbourhoods through bespoke design and award winning architecture.



OUR PROPOSALS

Since Regal agreed to purchase the site, we have been keen to improve the proposals for the site and ensure the development best responds to its surroundings and integrates with the existing neighbourhood.

Whilst we plan to bring forward the site largely in line with the existing planning permission, we need to make some minor changes, including adding a second staircase to meet latest fire safety legislation that has changed since the permission was granted.

Unlike Essential Living's proposals which provided Discount Market Rent homes to be managed by the developer, we will build homes for sale and affordable housing to be managed by a housing association.

A Construction Management Plan will be put in place that is in line with the plan previously produced by Essential Living, which was approved.

In July, we consulted on our proposed amendments to the proposals for the development of 100 Avenue Road with new homes, commercial and community spaces.

We outlined that there were only certain aspects of the proposals that would be updated, and so asked for feedback on the type of landscaped spaces and homes proposed, the external appearance of the building and any other key considerations.

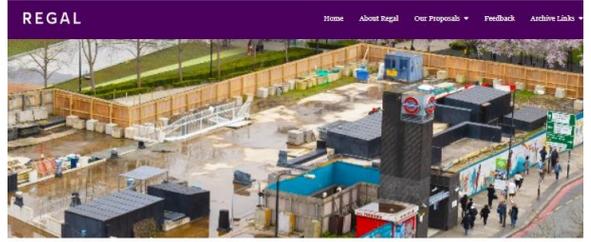
You told us that you would welcome changes to the external materials to be more sympathetic to the area and the inclusion of large areas of grass, trees and increased greenery throughout the public spaces.



Working with our design team, we have reviewed the feedback received and in response we have:

- Updated the proposed external building materials – a high-quality pair red and grey brick façade to better reflect the building's context within the wider Swiss Cottage and South Hampstead area.
- Refreshed landscaping proposals – updated public realm that maximises greenery opportunities with extensive planting and creates spaces for all.

A number of respondents continued to raise concerns with the overall height of the development. We acknowledge these concerns, but while the design has been updated, no changes are proposed to reduce the height or mass of the consented scheme.



EXISTING SITE

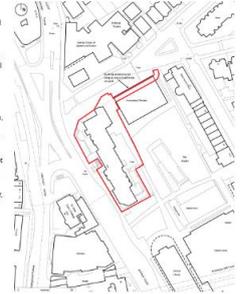
Located above Swiss Cottage tube station, the site will form a landmark building for this part of Camden, and still remains an ideal location to bring forward a mixed used development of both residential dwellings alongside commercial and community spaces.

Essential Living received approval for the redevelopment of the site in 2016 to deliver 154 new homes, including a mixture of both rental and affordable housing. These new homes were to be delivered alongside community and commercial spaces.

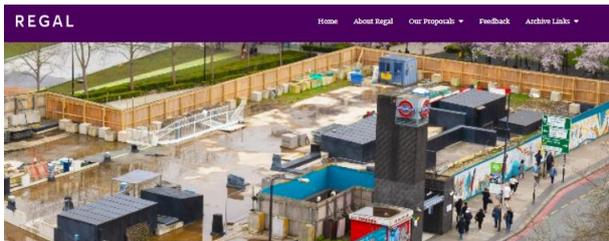
Essential Living began to bring forward this development, but paused construction in early 2021, following completion of the basement works. Whilst they had anticipated restarting construction, due to financial constraints, Essential Living were no longer able to bring forward the proposals they had previously gained consent for.

Regal is now seeking to fulfil the delivery of the site, with amendments to the original approval. These amendments would not require a new, full application, but rather a variation of the existing planning permission.

We are currently developing our amendments to the scheme further and will shortly be seeking feedback on our amended proposals for this site.



The existing planning permission



ACCESS & CONSTRUCTION

Access

Access to the basement will remain the same as the site's previous use and the existing planning permission, with a ramp from Eton Avenue down into the car park and servicing area. This will be two-way access allowing for entrance and exit on Eton Avenue from the eastern edge of the Hampstead Theatre.

The existing access for the Swiss Cottage tube station will remain on the corner of Avenue Road and Eton Avenue, with no changes to be made as part of our proposals.

Avenue Road will be used for all construction vehicles, and traffic will be instructed not to approach from any other route. Vehicles will have two ways to deliver materials to the site:

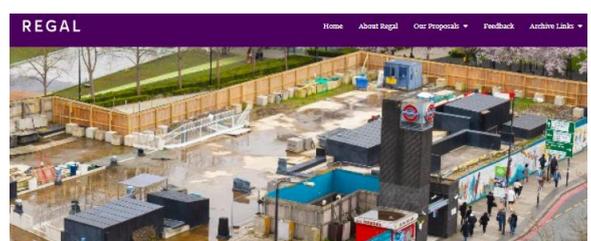
- Using a 'jacking' which takes the inner lane of the A41, as shown in the image
- By travelling along Finchley Road A41 onto Avenue Road A41, turning right onto Keadale Road, turning right again onto Finchley Road and finally right across the A41 into the northern crossover into the site. The southern exit will be subject of a license with Camden parks to temporarily relocate the sculpture and seating, as previously agreed.
- The access point into the basement from Eton Avenue will remain open for small basement deliveries only.
- Construction vehicles will be restricted to avoid peak school drop off and pick up times to maximise safety.
- Deliveries will be organised to avoid stacking of lorries waiting to get into the site, with any waiting lorries instructed to turn off their engine.
- Vehicles accessing and exiting the site will be supervised by traffic marshals.

Servicing

We are keeping the servicing strategy in line with the existing planning permission. Small deliveries to the development will be serviced from the basement car park, while deliveries from larger deliveries will be undertaken from the ground floor level, with access taken from Eton Avenue.

All vehicles will enter and leave the site in forward gear to maximise safety. As previously approved, servicing of the development will be carefully managed through a Delivery and Servicing Plan, which will include details such as the avoidance of peak hours for service deliveries.

As also previously agreed as part of the Essential Living scheme, refuse collection will be undertaken at ground floor level, with bins brought up from the basement via a goods lift.



LANDSCAPING & MATERIALS

Materials and façade treatment

Following the consultation on our early proposals in July this year, we have made some changes to the building façade to reflect its context within the wider Swiss Cottage area.

The proposed façade amendments include a minimal palette of materials, utilising rounded balconies, different window sizes and brick detailing to create subtle recesses and projections to provide visual interest. The updated façade treatment will seek to maximise sustainability and energy efficiency, to reduce overall running costs for each apartment.

A light and warm brick tone is proposed for the Tower block. In contrast to the Tower a light warm grey is proposed for the lower block continuing the existing street scene with the library, helping to reflect more light into the Swiss Cottage Open Space area.





FEEDBACK

Next steps

Once the consultation period has closed on 17 November 2024, we will carefully consider the feedback received before we submit our proposals.

- **March 2024** – Regal purchased the site from Essential Living
- **July 2024** – First round of community engagement
- **August 2024** – Review of feedback and further development of the amendments
- **November 2024** – Second round of community engagement
- **Winter 2024** – Submission of application to London Borough of Camden Council

Feedback

The first round of consultation closed on 28 July 2024. The second-round stage of consultation was open for feedback from **4 November 2024** until **17 November 2024**.

If you provide us with your details, you will be kept up to date on our progress as the plans for the site move forward.

If you would prefer to provide your feedback by telephone or email, please call a member of the project team on our freephone information line 020 3398 1590 or by email at 100avenueroad@regal.co.uk

Appendix L - Answers received to First Round Q2:

<p><i>I am delighted that you are revisiting the materials and connection with the public sphere. One of the immediate joys when the site was initially opened was the visual linking of the theatre park from the road, providing a sense that the road passes through a living community, by affording views of the park and neighbourhood beyond and the cherry blossom avenue in spring. It better connects the beautiful terraces of Winchester Road with the dislocated and anonymous edifices of Swiss Cottage and the cinema over to the failing commercial spaces and dark kitchen on the far side of Finchley Road. Anything you can do to retain open views at ground level is welcome and may encourage similar generosity in future surrounding developments.</i></p>
<p><i>Materials should be beautiful, durable, living and inviting.</i></p>
<p><i>The roadside space is terrifying at night, particularly with so many bus stops inviting lone men to loiter next to the dark park entrance. Development of the site is an important opportunity to improve security: animate the evening space with people and lighting, plant and open out the dirty subways and invite overground road crossing now the speed limit is 20mph is welcome.</i></p>
<p><i>New commercial space may be ill-advised, or how do you ensure sufficient neighbourhood commercial regeneration to fill this as well as the perpetually empty existing commercial spaces around it? Perhaps co-working space or a lively bar is better suited to the young professionals who would buy tower apartments, to animate the street and improve passive security?</i></p>
<p><i>The architecture is uninspiring and the colour scheme not suitable for the area. The number of flats is excessive And considerably increased from the initial plan which will lead to further congestion what is an already a very busy area. You have not provided detailed diagrams and maps. There are no plans to benefit the immediate area by landscaping both sides of Finchley Road.</i></p>
<p><i>I don't like the increase in height for the project. It is already high enough (too high).</i></p>
<p><i>Is it safe to add an extra 26 flats in the same building structure- I am aware of what has happened in the USA where they added extra apartments and years later the building collapsed ? Also where all the schools - doctors surgery and parking for all of these extra people who will be moving in ?</i></p>
<p><i>We need more homes in the uk</i></p>
<p><i>It's been a construction site on hold for so long and the area has such potential.</i></p>
<p><i>Compliance with safety isn't optional. London needs more homes for young folk to purchase. This can only be achieved by increasing the supply of homes for sale across the market. Commercial space increases local wealth generation and tax income to the state.</i></p>
<p><i>This is much too big, too tall, not suitable for our area, will block light, make a very windy corner, leave us no parking, possibly remain empty if foreigners buy property there as an investment, none of us living here can bear the thought of it being built</i></p>
<p><i>I do not like this scheme, it is going to enable Swiss Cottage to be too overpopulated, instead, I would advise to invest in the retail and development of Finchley Road. It was Oregon's of the first areas to become gentrified and now over time it has aged and become outdated.</i></p>
<p><i>This development continues to be FAR too large for the area, and is not in keeping with any of the immediate surrounding architecture and community feel.</i></p>
<p><i>Ongoing servicing for large lorries across the Swiss Cottage pedestrian zone and walkway around Hampstead Theatre / Lesiure Centre / Library is both dangerous and intrusive - and goes to prove why this development is too large.</i></p>
<p><i>Camden sensibly rejected this development before it was overruled by a Secretary of State, so local residents have already said what they think.</i></p>
<p><i>The design is very ugly</i></p>

I was going to write my own email from scratch, but it turns out that someone I know has said it very well - so I echo those objections.

All the previous objections such as on the whole design and layout of the scheme and the increased use of the area, the loss of daylight and sunlight, impact on wind and heavy traffic, vehicular access and parking deficiencies remain. The fundamental reason why the Planning Inspector decided on a fine balance to ignore these was because of the provision of flats available to rent on short term leases. The proposal by Regal instead to build flats for sale for a considerable amount is not as they have suggested a minor change but very fundamental.

Those living around here know of the very limited access to the site for everyday servicing and the restrictions on parking which are likely to put off a lot of purchasers looking to live here as their main home, so the likely purchasers are going to be those looking for a second home and probably mainly from abroad. Leaving aside that now, London may not be seen as that attractive as a safe currency haven, while a lot of councils are now restricting sales to second home owners, if Camden should fail to make similar planning approval restrictive conditions, this is likely to result in yet another empty London tower block being owned by foreigners as a purely speculative investment, who have no intention of ever living here.

Regal's comment that they have "purchased" the site is somewhat misleading. It is understood that they have only exchanged contracts and their completion of the purchase will be conditional on and dependant on various conditions being met, such as obtaining viable planning approvals. So the more objections there are already now the better to disabuse Regal of the notion that achieving a financially viable development will be straightforward.

The build is far too tall; looks completely out of place and ugly.

Information too vague to make proper decisions on proposals.

About the external look of the building that is very modern looking and an eye-sore to eat Hampstead, Swiss Cottage, St Johns Wood area (Avenue Road etc) are all about preserving to classic structures. At least the lower facade more visible to people and traffic could have the classic design that is everywhere in the surrounding areas, unlike the ugly buildings already constructed across the road as well as around College Crescent. I have pics that I can share to explain more.

A development of this size is completely inappropriate for the area. The design and layout of the scheme, the loss of daylight and sunlight, impact on wind and heavy traffic, vehicular access and parking deficiencies are all of concern. The only redeeming aspect of the original plan was that the flats in the development were for rent on a short term basis and not for sale. A fundamental reason why the Planning Inspector decided to ignore local concerns was because the development would theoretically increase the rental housing stock in the area. Your suggestion that moving from a rental to a sales model is not a minor change but a very fundamental change. A large number of these flat are likely to be purchased by overseas buyers as an investment and remain empty for most of the year.

Dear Sir or Madam,

I object to the proposed development for the reasons set out below.

The proposed development is too high and out of character with the neighbourhood. It would be significantly higher than Taplow (67 metres), a building that is entirely different in character and dates from long before the Conservation Areas came into being. No other building in the area comes even close to the proposed height. The proposal substantially expands the footprint of the current building and even the lower section is higher than the current structure. The overall bulk would dominate surrounding buildings and the very popular green space.

I regularly use the market and the building would negatively affect that. This is the only farmers' market in our area and we do not want to lose it to unwanted construction, noise, dust, pollution and construction

traffic. Nor do we want the market to be located in a wind-tunnel and constant shadow, which would be the case were the proposed building to be built, making the market unusable.

Similar shadowing would be particularly noticeable by people using the green space to the east of the development, and also by residential properties in the immediate vicinity. This means there is an indisputable loss of amenity for large numbers of people.

The development would have a negative impact on neighbouring Conservation Areas, both because of its scale and its design. It certainly would not 'preserve or enhance' these areas. Essential Living's heritage report recognised that the tower would be visible from parts of Belsize Conservation Area, but its claim that existing trees would sufficiently cover the visibility is wishful thinking.

There is already too much vehicular use in that area. Belsize ward is a very high-pressure area for parking already. The streets close to the development site, such as Winchester Road, Adamson Road, Eton Avenue and Fellows Road get overloaded on evenings and weekends already, due to the presence of Hampstead Theatre, the Odeon cinema, the Swiss Cottage Hotel and Swiss Cottage Station. This means that residents returning home outside of regulated hours often find it hard to find a parking space.

If such a very tall tower is permitted then others will follow. Planning applications always refer to similar permitted developments in the area and the Council's own reports do as well. If this revised application is approved then it will be harder for permission to be refused for further applications of a similar scale on the basis that they are too tall. The revised plan does not even provide low-cost social housing.

Air quality in the Swiss Cottage area is poor. The local monitoring site show particulate levels approaching 'high' levels. The construction of such a large building and its associated traffic will inevitably have a negative effect on air quality in the area, leading to greater health risks for susceptible groups such as children and the elderly.

For all of these reasons I urge Camden Council to reject this planning application.

Yours sincerely,
XXX

It is still too early to comment substantively as the Architect Alex Florea said the info panels provided at the consultation are out of date and don't include the changes he and Regal are working on. Steve made it clear the revised design wont be finalised for several months.

24-storey tower unsuitable for site. 5-storey and 7-storey building unsuitable for site. Housing need is great - safety is better but still bad but not helped by this development.

Because you already have PP for this overbearing development, the more you can do with landscaping etc the less of a complete eyesore it will prove to be.

I think the delays of several years have been very detrimental to the area, and I am pleased that the development, with well-planned outdoor space will now proceed. Hopefully there will not be too many unnecessary objections, which might delay the project still further, preventing people from obtaining vital accommodation.

Appendix M – Answers received to First Round Q3:

<i>You need to consider the impact on the neighbourhood. I currently live on the 10th floor overlooking London and after this is built I will be looking at a mass of dark red concrete with tiny balconies hanging from a piece of uninspiring architecture, while stealing with the influx of hundreds of new residents.</i>
<i>More trees. Lower height.</i>
<i>We don't need anymore tower blocks in the area we have more than enough. It's a shame it's all about making money instead of really building a community.</i>
<i>Do you have more details on the commercial unit? Do you mean a shop / cafe or warehouse?</i>
<i>I am concerned that the ability to cycle from the "theatre square" to the leisure centre will not be possible under the revised scheme - many cyclists use this route as cycling around Swiss Cottage roundabout is extremely dangerous as is cycling down Winchester Road.</i>
<i>Please make sure this goes through!!</i>
<i>They should change the whole thing entirely to be half the height and sympathetic to the area, with mainly affordable housing, adequate parking space for all residents under the building. This would not be viable economically, so they should not build at all!</i>
<i>There's no benefit to the community for more residential housing.</i>
<i>Shrink the size of the development, and not allow ground level servicing across the pedestrian zone. ALL servicing should be only permitted through the basement parking area or Avenue Road.</i>
<i>Change the design</i>
<i>Everything. Please see my comments.</i>
<i>Reduce the height - terrible in its current form.</i>
<i>Loss of daylight, few or none affordable homes. Noise and disruption to a very important quiet place for residents. Ugly and too overpowering building.</i>
<i>I've got concerns about the area of Eton avenue in front of Hampstead theatre. It is essential to ensure it remains a pedestrian area where the street market can continue to take place. From the proposals I am afraid it might be turned into a lorry hellscape.</i>
<i>Scrap them and start again. The 'approved' scheme was never approved by the people who live in Swiss Cottage, Belsize Park and South Hampstead.</i>
<i>I would like to share pics to explain more. Will send these by email.</i>
<i>Scale back the size of the development.</i>
<i>You are proposing to take on a project with very high local opposition.</i>
<i>Reasons for concern and objection include</i>
<i>-Ugly overpowering tower</i>
<i>-traffic and access issues which will have serious negative knock on effects to the neighbourhood</i>
<i>-lack of affordable housing for rent which was one of the features of the Essential Living proposal which helped get through Planning</i>
<i>Addressing the above would be essential.</i>
<i>Have you bought the project, or simply agreed to buy it?</i>
<i>Dear Sir or Madam,</i>
<i>I object to the proposed development for the reasons set out below.</i>
<i>The proposed development is too high and out of character with the neighbourhood. It would be significantly higher than Taplow (67 metres), a building that is entirely different in character and dates from long before the Conservation Areas came into being. No other building in the area comes even close</i>

to the proposed height. The proposal substantially expands the footprint of the current building and even the lower section is higher than the current structure. The overall bulk would dominate surrounding buildings and the very popular green space.

I regularly use the market and the building would negatively affect that. This is the only farmers' market in our area and we do not want to lose it to unwanted construction, noise, dust, pollution and construction traffic. Nor do we want the market to be located in a wind-tunnel and constant shadow, which would be the case were the proposed building to be built, making the market unusable.

Similar shadowing would be particularly noticeable by people using the green space to the east of the development, and also by residential properties in the immediate vicinity. This means there is an indisputable loss of amenity for large numbers of people.

The development would have a negative impact on neighbouring Conservation Areas, both because of its scale and its design. It certainly would not 'preserve or enhance' these areas. Essential Living's heritage report recognised that the tower would be visible from parts of Belsize Conservation Area, but its claim that existing trees would sufficiently cover the visibility is wishful thinking.

There is already too much vehicular use in that area. Belsize ward is a very high-pressure area for parking already. The streets close to the development site, such as Winchester Road, Adamson Road, Eton Avenue and Fellows Road get overloaded on evenings and weekends already, due to the presence of Hampstead Theatre, the Odeon cinema, the Swiss Cottage Hotel and Swiss Cottage Station. This means that residents returning home outside of regulated hours often find it hard to find a parking space.

If such a very tall tower is permitted then others will follow. Planning applications always refer to similar permitted developments in the area and the Council's own reports do as well. If this revised application is approved then it will be harder for permission to be refused for further applications of a similar scale on the basis that they are too tall. The revised plan does not even provide low-cost social housing.

Air quality in the Swiss Cottage area is poor. The local monitoring site show particulate levels approaching 'high' levels. The construction of such a large building and its associated traffic will inevitably have a negative effect on air quality in the area, leading to greater health risks for susceptible groups such as children and the elderly.

For all of these reasons I urge Camden Council to reject this planning application.

Yours sincerely,

It was good that Alex and Steve were fully open to answer questions and to engage directly with community groups. After the fiasco of Essential Living this is to be welcomed. Next step of public consultation needs much better information about the revised plans.

Planting of some green walls and balconies would seriously improve the plans

I now represent The Belsize Society on planning issues

I don't see a proposed timescale of the project - why has that not been made transparent?

Appendix N – Answers received to First Round Q4

<i>Flood defences and wildlife friendly</i>
<i>Free to use and 24-7 accessible public realm</i>
<i>Secure space to stop the drug dealers from using and spoiling the space. Cctv cameras to support the police. Trees to help oxygen.</i>
<i>Open space</i>
<i>As much greenery as possible</i>
<i>Exclusive use of native plants and trees as well as a thorough biodiversity study.</i>
<i>Anti-flood protection features such as rain gardens and proper drainage.</i>
<i>Deciduous trees such as native limes which provide shade during the summer and a pleasant odour from their flowers, but lose their leaves and allow sunlight to filter through during winter. These trees also act to filter rain during heavy summer showers</i>
<i>Gardens, reinstating the trees that were cut, benches, some art perhaps</i>
<i>Green space nice seating areas</i>
<i>All the local cafes are bad. Compare to Primrose Hill, Belsize, West Hampstead etc. Swiss Cottage is dirtier and less inviting. Getting this site alive and clean is key to pivoting the area. It's such a huge block and that road is so polluted. Library and the whole section needs some love.</i>
<i>Public rubbish bins near retail.</i>
<i>Public toilets near retail and public space.</i>
<i>Cycle parking.</i>
<i>External building which has a design and uses materials that is in keeping with the surrounding area.</i>
<i>Green area for relaxing and sitting outdoors</i>
<i>Community leisure space and outdoor sports facilities</i>
<i>More Community play areas and recreational areas for local community</i>
<i>I'd like to see more retail - coffeeshops and neighborhood hangouts</i>
<i>the area is currently used by people of all ages at all times of the day - this needs to be encouraged and expanded</i>
<i>Lots of trees</i>
<i>Green space and play areas for children</i>
<i>More trees and glass facade</i>
<i>More trees</i>
<i>Trees and plants. Lots of benches, particularly designed and designated for the elderly.</i>
<i>Your going to destroy where I live and where I'm from</i>
<i>The open space was valuable to the community and kept the whole place open. Having a building would mean less space and the area could feel darker (lack of natural light) and congested. They have to retain natural space, trees, plants and greenery around the building. Building should not be taller than two storeys.</i>
<i>A proper children's play park. A proper outside working gym.</i>
<i>retaining the public realm space around the station and library</i>
<i>Chic, plants and water features, similar to Kings Cross</i>
<i>A proper children's play park. A proper outside working gym.</i>
<i>Wild Flowers</i>
<i>Places to sit</i>
<i>Good lighting for public safety. Paved paths</i>
<i>As much as possible. No doubt local community organisations will do their best to maximise these</i>
<i>Trees and greenery on both sides of Finchley Road to mitigate the high pollution.</i>
<i>Lots of trees</i>

<i>Lots of plants</i>
<i>Lots of open spaces to sit/play</i>
<i>Maintain the fountain</i>
<i>Table tennis tables for public</i>
<i>Outdoor seating/picnic tables/benches</i>
<i>Playground</i>
<i>Playground. Green spaces. Plants.</i>
<i>A parkour area like the one in the Paddington Recreation Ground and a play area and adult workout area that is NOT close to the road.</i>
<i>Retail, shopping and etc.</i>
<i>Less concrete than now and green space, trees, and blossom.</i>
<i>Large swathes of grass and trees, and adequate parking under the building for all residents - the streets here are crowded with parked cars already.</i>
<i>None, instead, use the site to create more green space, parks etc. Primrose Hill kids park as well as regents are not the same parks they used to be.</i>
<i>Trees (perhaps matching cheery blossoms) and park benches.</i>
<i>Lower building , more vegetation</i>
<i>Please see my objections.</i>
<i>Water feature, trees, quiet area</i>
<i>Public access to open space and wildflower planting areas - TO BE MAINTAINED BY THE MANGEMENT COMPANY AT THEIR EXPENSE.</i>
<i>Green space and benches, less concrete</i>
<i>As many trees as possible.</i>
<i>I need to see a better plan to be able to comment. What I saw wasn't enough and Alex was explicit it isnt up to date.</i>
<i>Above all, whatever the results, it is absolutely essential that the landscaping must be well maintained. Currently it is rather poorly maintained, due to lack of gardening and litter control.</i>
<i>large vehicle deliveries at grd.level will make for difficult and hazardous conditions for pedestrians and theatre users and may jeopardise the farmers market , a much loved local resource . Even us of the basement ramp will be a problem. How are you going to mitigate these risks?</i>
<i>Trees</i>
<i>Trees</i>

Appendix O – Answers received to First Round Q5

<p><i>I am delighted that you are revisiting the materials and connection with the public sphere. One of the immediate joys when the site was initially opened was the visual linking of the theatre park from the road, providing a sense that the road passes through a living community, by affording views of the park and neighbourhood beyond and the cherry blossom avenue in spring. It better connects the beautiful terraces of Winchester Road with the dislocated and anonymous edifices of Swiss Cottage and the cinema over to the failing commercial spaces and dark kitchen on the far side of Finchley Road. Anything you can do to retain open views at ground level is welcome and may encourage similar generosity in future surrounding developments.</i></p>
<p><i>Materials should be beautiful, durable, living and inviting.</i></p>
<p><i>The roadside space is terrifying at night, particularly with so many bus stops inviting lone men to loiter next to the dark park entrance. Development of the site is an important opportunity to improve security: animate the evening space with people and lighting, plant and open out the dirty subways and invite overground road crossing now the speed limit is 20mph is welcome.</i></p>
<p><i>New commercial space may be ill-advised, or how do you ensure sufficient neighbourhood commercial regeneration to fill this as well as the perpetually empty existing commercial spaces around it? Perhaps co-working space or a lively bar is better suited to the young professionals who would buy tower apartments, to animate the street and improve passive security.</i></p>
<p><i>You need to consider the architecture of existing buildings such as the brutalist 1960 building with Le Corbusier inspired balconies at 137 Finchley Road Design by reputable architect Panos Koulermos. Your building's architecture and materials should echo it.</i></p>
<p><i>Wind and the impact this will have on the open space</i></p>
<p><i>Height of the building and the impact over the neighbouring area</i></p>
<p><i>Increase demand for services/infrastructure including parking spaces, tube overcrowding, overuse of the green space</i></p>
<p><i>Don't let the nimbys win</i></p>
<p><i>Awareness of residents in the area, doing minimal damage to residents in the area.</i></p>
<p><i>Get on with it!!</i></p>
<p><i>A substantial, large proportion of affordable housing.</i></p>
<p><i>Please consider that this does not bring any benefits to the existing community in Swiss Cottage. It is nice just the way it is, the perfect medium of chilled and upbeat perfectly situated. It is 'lowkey' and a hidden gem the way it should be</i></p>
<p><i>Air pollution and carbon footprint from both construction and ongoing occupancy.</i></p>
<p><i>The surrounding environment</i></p>
<p><i>Please see my objections.</i></p>
<p><i>Disruption to the area just terrible. Should NOT be built.</i></p>
<p><i>Traffic access to the basement car park putting a strain on traffic capacity on surrounding roads - especially Winchester Road</i></p>
<p><i>The Hampstead theatre, the community centre, the winch and the library are the heart of the community. Anything that disturbs them and puts people off using these spaces is to be avoided</i></p>
<p><i>As per previous comment.</i></p>
<p><i>Don't sell off plan to overseas buyers.</i></p>
<p><i>As above</i></p>
<p><i>Dear Sir or Madam,</i></p>
<p><i>I object to the proposed development for the reasons set out below.</i></p>
<p><i>The proposed development is too high and out of character with the neighbourhood. It would be significantly higher than Taplow (67 metres), a building that is entirely different in character and dates</i></p>

from long before the Conservation Areas came into being. No other building in the area comes even close to the proposed height. The proposal substantially expands the footprint of the current building and even the lower section is higher than the current structure. The overall bulk would dominate surrounding buildings and the very popular green space.

I regularly use the market and the building would negatively affect that. This is the only farmers' market in our area and we do not want to lose it to unwanted construction, noise, dust, pollution and construction traffic. Nor do we want the market to be located in a wind-tunnel and constant shadow, which would be the case were the proposed building to be built, making the market unusable.

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If such a very tall tower is permitted then others will follow. Planning applications always refer to similar permitted developments in the area and the Council's own reports do as well. If this revised application is approved then it will be harder for permission to be refused for further applications of a similar scale on the basis that they are too tall. The revised plan does not even provide low-cost social housing.

Air quality in the Swiss Cottage area is poor. The local monitoring site show particulate levels approaching 'high' levels. The construction of such a large building and its associated traffic will inevitably have a negative effect on air quality in the area, leading to greater health risks for susceptible groups such as children and the elderly.

For all of these reasons I urge Camden Council to reject this planning application.

Yours sincerely,

Making a generous offer to the Council and Community to contribute funds to upgrade the public space by the Theatre by 2029 (site of the market) when their own works are completed. It is already looking tired. I am also not clear what will happen regarding the tube station; this needs resolving.

Seriously consider developing other sites instead of this site

Wind. Loss of amenity while construction proceeds.

Truck deliveries during winter weather making pavements muddy. What will happen to the current bus stops?

public safety and nuisance esp. at night with new potentially narrow corridor areas and corners.

how will use of the theatre square be improved?

This site has been sitting empty for nearly ten years now. Considering that there is a housing crisis it should be in the interest of everyone involved to get going and build this development. The empty site is dangerous and ugly and getting this done will be much appreciated.

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A timescale of construction

<i>Traffic impact. Where will vehicles go to access this? That is a lot of additional real estate on an incredibly busy intersection.</i>
<i>Reducing traffic noise from Finchley Road. Improving tube access</i>
<i>Community space</i>
<i>There is insufficient supermarket shopping in the Swiss Cottage area for even more homes. This is never considered but is essential.</i>
<i>Bike paths</i>
<i>Disruption to existing property</i>
<i>Prioritising people who live & work locally in public sector jobs (Nurses / Teachers / Social workers)</i>
<i>Minimal disruption during construction, as well as ensuring sufficient space on the pavement for pedestrians. Supporting all future cycle lanes that may be proposed by the council along Avenue Road and which will benefit people, as well as provide better access to the proposed retail facilities.</i>
<i>Lower the height the height is horrific and dwarfs everything around it starting from the theatre but it will be visible every when in Belsize park. It's a tragedy and local people have been completely ignored.</i>
<i>Speed of delivery... it's way overdue and Camden have been consistently obstructive. The retail space could be prime if this is done right.</i>
<i>Cladding and fire safety.</i>
<i>Improve wheelchair access to Swiss Cottage A street to platform or street to station lift into Swiss Cottage station.</i>
<i>Adequate Street lighting for safety.</i>
<i>Family and community spaces</i>
<i>Blight of a high rise block. Yes there was one before but it was horrendous.</i>
<i>More retail spots please</i>
<i>housing for local people on low income</i>
<i>High quality materials, retail tenants that are interesting and not your bog standard high street names or charity shops</i>
<i>Please redevelop this eyesore of a stalled site!</i>
<i>Space for setting down taxis</i>
<i>Build more cafes</i>
<i>Have an open space on top of the buildings which is accessible to the general public so that we can admire the view.</i>
<i>Offer to fund a LIFT access from pavement to ticket hall in Swiss Cottage Station.</i>
<i>Noise, parking, affordability</i>
<i>Your going to destroy where I live and where I'm from cause your greedy money grabbing scum</i>
<i>Use good quality materials, maintain the landscaping even after build, give back to the local community, provide more facilities to serve local people living in the area.</i>
<i>The proposed tower height is MUCH too high and will place too many neighbours in shadow during the day and will be visually overbearing from far away. Please be considerate and reduce it to a more reasonable height</i>
<i>Affordable housing to buy, not just rent</i>
<i>The amount of a wind tunnel it will create, and the amount of sunlight that will be taken out of any open space.</i>
<i>Early release to local residents would be good</i>
<i>Focus on creating balance in developing the land rather than getting loads of houses</i>
<i>Have an open space on top of the buildings which is accessible to the general public so that we can admire the view.</i>
<i>Offer to fund a LIFT access from pavement to ticket hall in Swiss Cottage Station.</i>
<i>Noise, parking, affordability</i>
<i>Your going to destroy where I live and where I'm from cause your greedy money grabbing scum</i>
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<i>The amount of a wind tunnel it will create, and the amount of sunlight that will be taken out of any open space.</i>
<i>Early release to local residents would be good</i>

Appendix P – Answers received to Second Round Q2

<i>Brick is good. So terrible to see blocks with cheap cladding that age so badly.</i>
<i>Boring . Why don't you incorporate more greenery : plants so that it can help to soak in the pollution as Finchley road is a very busy road . I'd also looks similar to the development at the o2 . There is no character to the design .</i>
<i>Are you kidding? What is it, like 35 storeys? Much, much too high. No-one wants to live in tower blocks any more, so stop building them just to maximise your profits.</i>
<i>Very ugly and lack cohesion across the scheme</i>
<i>Not attractive or in keeping with the area</i>
<i>Looks cheap and nasty. Something you'd find in a Eastern European suburb in the 1970s</i>
<i>Fine</i>
<i>Far far far too tall.</i>
<i>The main problem with the building is that it is far too tall. This disproportionate building will entirely ruin an important community space. At this point, the material and building exterior are frankly irrelevant.</i>
<i>This building would grotesquely overshadow a park that is used extensively by the local community, including young families with children and elderly people.</i>
<i>It appears ok, like the sustainability aspects. Could look a little more exciting.</i>
<i>Cgi does not show sufficient detail</i>
<i>Characterless, bland, uninspiring</i>
<i>it matters little .keep it as light as possible</i>
<i>Undistinguished and will age badly.</i>
<i>Fine but the tower is grossly out of keeping and character with the rest of Swiss Cottage.</i>
<i>Terrible</i>
<i>Disgusting</i>
<i>Most important is that it looks high quality material. Some new builds on Lancaster grove have nice materials to compare to.</i>
<i>Not sure if it fits the surrounding</i>
<i>I think it would be out of character with the area , very disruptive and would create a huge parking issue !!!!</i>
<i>It looks cheap and ugly.</i>
<i>It's not great and doesn't fit into the surrounding area just another high rise lack of imagination.</i>
<i>Hideous, don't fit in with local area, too tall and horrible</i>
<i>Unsympathetic materials not in keeping with existing surroundings.</i>
<i>The building is much too high dominating the area and providing high density accommodation. It will cast long shadows and is an unattractive design.</i>
<i>N/A</i>
<i>Not sure.</i>
<i>Too tall too many flights</i>
<i>Looks good to me.</i>
<i>I have very strong concerns about the building's height; we do not wish to have skyscrapers in the area, which is a Conservation Area and borders many other historical conservation areas. It's pointless to comment on material and building exterior.</i>
<i>In my view the red brick amplifies the monstrosity of a tower that is being built in a peaceful, out-of-city area. Building a red tower of this size in the urban area of Swiss Cottage is disgusting, whether you take responsibility for it or prefer to hang on excuse that another developer had been granted permission previously (you're very much aware that the previous developer took their initial failed planning permission matter to the secretary of state, overruling local council and local opinion). The new facade of the Adelaide Road towers at least blends in line with the skyline.</i>
<i>The length of the apartment building going towards the library casts a shadow on the open space from the afternoon onwards. The exterior plans look nice but it doesn't detract from the fact that you will be blocking sunlight to a local garden frequented by many, including those far from a park in South</i>

<i>Hampstead. The previous building was only two stories nearer to the library and had little to no impact on the sunlight in this space. Has casting the open space into shadow even been considered in these plans?</i>
<i>Like it, better than previous design</i>
<i>I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access.</i>
<i>The exterior looks better than the original but it is hard to have a proper feel for what the materials look like. It is important that the building blends with the surrounding ones. The height of the building is something I really don't like though. It will completely tower over the Swiss Cottage area and I think it will turn the area into a darker and more windy place.</i>
<i>The design is reminiscent of the worst post war tower blocks designed and constructed in concrete to house the maximum number of people within the smallest area. This design created social unrest simply because of families being interred in a box like construction with no community cohesion. The building itself is incredibly ugly and has absolutely no merit. This is a very poor architectural design having no affinity to the area of Swiss Cottage and the inhabitants who will live there. On another issue, Swiss cottage is a choke point for traffic especially from the Finchley Road artery. My daughter (an architect) working in Holland with one of Europes leading architect companies is working on designing habitats for the NEOM Line project will give her opinion on this proposal too.</i>
<i>IT LOOKS OK</i>
<i>I am in favour of development of the site that will be in keeping with the unique character of the area and, both in its development and in its final outcome, will be sensitive to the interests of the existing residents. It is important that the open space and farmers' market character of the area adjacent to the Hampstead Theatre should be preserved and that the development, both in its dimensions and in its aspect, should be in keeping with the demeanour of the surrounding area.</i>
<i>It is dark and gloomy. Absolutely horrible! An eyesore, and depressing. No idea why previous proposed exterior was changed. At least it felt lighter and less imposing</i>
<i>My main concern is overcrowding the area with high rise, which will also block sunlight in my street, Winchester Road. There are so many empty properties in London and evidently little enthusiasm for renovations.</i>
<i>My personal wish would be for a SALT WATER SWIMMING POOL. The only ones in the central part of London are in exclusive clubs and hotels. I one in this quite central location would attract alot of customers.</i>
<i>Difficult to assess until finished</i>
<i>The previous marble cladding at least was an attempt to give the tower some style. The new proposals just confirm even more that the tower is the wrong building in the wrong place.</i>
<i>Possibly an improvement</i>
<i>The red brick facade is very ugly. It looks like a giant whaterhouse.</i>

Appendix Q – Answers received to Second Round Q4

<i>Make sure that the ground level is as resistant as possible to graffiti and vandalism (a scourge!) & plant lots of trees and greenery.</i>
<i>Add more character to design to keep in line with buildings in Belsize . These modern new builds make areas characterless and forgettable . Add more plants and foliage to the building exterior .</i>
<i>Change the height</i>
<i>More elegant and traditional</i>
<i>Use Jerusalem Stone</i>
<i>Lots of greebery</i>
<i>Note, the height must be changed. It's an outrageous blight!</i>
<i>The most important thing you could do to the outside of the building is make it far shorter. Look at the area around in particular the theater library and activity center and make the building unappropriate size compared to those.</i>
<i>As you say, I know that your plans are not to change the height. I'm telling you, however, that the community feels very strongly that you should change the height.</i>
<i>Perhaps more colourful?</i>
<i>Cannot see enough detail to comment</i>
<i>Rethink the whole thing. Spreadsheet architecture is not acceptable</i>
<i>it will still be intrusive</i>
<i>Make it represent 2024 not just a banal tower block</i>
<i>Change the height! It is too tall. It looks ridiculous</i>
<i>Don't build it</i>
<i>Scrap the whole plan</i>
<i>Not build it .</i>
<i>Use a brighter or more vibrant facade material. Perhaps utilisation of a green wall where applicable on the lower floors would be more suitable.</i>
<i>Make it for within the area, rendering and brocks</i>
<i>Your statement about not proposing to change the height makes any comments self-defeating because the height of the building is probably the worst feature so any other improvements are merely cosmetic.</i>
<i>This is not a genuine survey and none of its comments will be taken seriously and this unpopular scheme will probably go ahead regardless of the wishes of the local residents.</i>
<i>Don't build it</i>
<i>Make it smaller</i>
<i>Yes: less housing and retail building. Will ruin commuity and views as eyesore. If you can't change the high build less</i>
<i>The more greenery the better.</i>
<i>Reduce the height by half</i>
<i>Reduce the length and/or height of the building towards the library/south end to avoid casting shadow on the open space in the afternoon</i>
<i>I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access.</i>
<i>You could incorporate plants to the exterior facade. There are several examples in European architecture of these types of structures (namely Bosco verticale in Milan) and it would very much improve the whole appearance of the building if plants and trees were incorporated.</i>
<i>Create a proposal for human beings, create a low level high intensity village inside a green park</i>
<i>NO IDEA</i>
<i>Yes. Its external facade should, in its materials and colour, be in keeping with the character of the area and not if itself visually imposing.</i>
<i>Less imposing and dark</i>

<i>No because taller than original development which all local residents campaigned against</i>
<i>Even if it was a masterpiece designed by Mies van der Rohe it would still be the wrong building in the wrong place</i>

Appendix R – Answers received to Second Round Q5

<i>I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access.</i>
<i>the building is way too large for there area. Too high. Too dense. Creating a huge shadow,</i>
<i>The drawings presented are very limited and it is hard to say whether the greenery aspect has been increased. I think better drawings with side elevations for example should be added to the project page.</i>
<i>CANT SEE</i>
<i>With the additional residential accommodation, the outside space will become even more important. The current outside space is not well designed and as usable, in particular by children, as it might be.</i>
<i>We would like you to do much more to hold back water on the site to contribute to preventing local flooding. For example permeable paving with attenuation tanks underneath and sustainable urban drainage schemes. You do not appear to have taken on board our previous comments about this.</i>
<i>The plans will result in great reduction of sunlight and great increase in wind. No amount of greenery, trees or planting until complete.</i>
<i>An aerial view "artist" plan shows nothing especially as much is "shared" with Camden.</i>
<i>The greenery won't stop gusts of wind rushing around the tower block and through the tunnel/ passage between the tower and lower building. Very dangerous for pedestrians!</i>

Appendix S – Answers received to Second Round Q6

<i>The impact on schools and doctors and other public facilities in the area. What are the details for addressing BNG?</i>
<i>Needs much more greenery. More trees!</i>
<i>I hope you will not build over the market area . That is a great hub for the community also what about improving the water park area for kids and make it more fun for kids instead of having a couple of holes pour our water .</i>
<i>Make it ten stories max.</i>
<i>Offer to pay for the refurbishment of Swiss Cottage station which will become very busy</i>
<i>Reduce the height of the building. It's pure and utter greed that will shadow the heritage area. Hideous and horrific.</i>
<i>Your pathetic attempt to add a little stretch of green space to this already. Important area doesn't come close to compensating for the absurd size of the building. If you think you can buy the community with a thin patch of grass, I think you are greatly mistaken.</i>
<i>No</i>
<i>Mo</i>
<i>Is there social housing on this site?</i>
<i>it provides more housing some affordable so of benefit</i>
<i>Increase density of low rise and reduce the height of the tower.</i>
<i>Don't drive to the site during rush hours and before school</i>
<i>Consider cancelling the whole project</i>
<i>Places to sit and rest are nice as I have two small children! And where they can run around safely away from cars</i>
<i>Not start</i>
<i>More inclusion of surface water features in the external areas, e.g. rain gardens or ponds would be welcome where spatial constraints allow.</i>
<i>Large amount of rubbish and litter in the area, can see this being another wind tunnel</i>
<i>More open space needed</i>
<i>This is an insincere survey which has little or no interest in the lives and wishes of the local population.</i>
<i>More space</i>
<i>Consult Prof Nigel Dennett, Sheffield University, as to perennial planting scheme - as at Barbican .</i>
<i>How will you maintain wooden structures colour. They always rot or turn grey and ugly over a short amount of time. site should encourage to use the existing green spaces by being a low high and capacity to allow sun to shine on the green areas. What's the point of more green areas if in the dark!</i>
<i>No</i>
<i>"Contractors will be instructed not to park in the surrounding streets", what assurances or penalties will be in place to ensure this does not happen?</i>
<i>What is happening to the farmer's market next to the theatre for the duration of the project?</i>
<i>Yes do not build at all.</i>
<i>I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access.</i>
<i>read my previous statement</i>
<i>-the Winch- I believe this amazing charity is moving to the new building. I would like to see the children have an improved space and not be cooped up in a high up floor.</i>
<i>- there appears to be no wind barriers. This is likely to be a problem. There is already a wind problem on Winchester Rd due to the tower blocks and the Visage. This will create a bigger problem.</i>
<i>- there needs to be careful planning of the use of the underground car park for refuse collection. Since the access is done via the Hampstead Theatre, the pedestrian zone around it is likely to be impacted.</i>
<i>Start again. Bring in green urban trained architects who themselves would like to live there</i>

<i>It is essential that vehicle movement (especially via Eton Avenue and Winchester Road), noise and air pollution is even further reduced from proposed levels.</i>
<i>Using entrance below Hampstead Theatre needs to be completely avoided so that all access is via Finchley Road</i>
<i>My personal wish would be for a SALT WATER SWIMMING POOL. The only ones in the central part of London are in exclusive clubs and hotels. I believe one in this quite central location would attract alot of customers.</i>
<i>Limit disruption to local residents and farmers market while building</i>
<i>It is important that all access is through Avenue Road and not Winchester Road, Eton Avenue, and the pedestrianised square</i>
<i>There is a major conflict area between heavy pedestrianised areas accessing tubes, buses, schools, theatre, university (Central School) walked Wednesday</i>
<i>You should be much more specific about your exact plans.</i>

Appendix T – Answers received to Second Round Q7

<i>Yes build a seperate area For people To walk their dogs and allow it to mess / It's disgusting how people brings their dogs into kiddie grassy areas and not safe .</i>
<i>Too tall! Do the right thing!</i>
<i>Unwelcome given number of floors</i>
<i>Not have it at all!</i>
<i>I am sure that the local community will continue to fight vigorously against this ridiculous proposal</i>
<i>No</i>
<i>No</i>
<i>Reduce the height of the tower.</i>
<i>Don't build it</i>
<i>Cancel the project</i>
<i>Otherwise, the proposals are far too high. Six or seven floors would be plenty and in step with the character and nature of other buildings in the vicinity.</i>
<i>It is a dominating, much too high development with high density accommodation for people who can afford to live there. Probably, many of the flats will be sold or rented to people as second homes so they will have little or no interest in this area.</i>
<i>No attention will be paid to the objections so this is not a serious survey and will be ignored.</i>
<i>See my comment on facebook</i>
<i>[Redacted] get on with it!</i>
<i>Listen to people's only request: shorter building</i>
<i>No</i>
<i>I have very strong concerns about the building's height; we do not wish to have skyscrapers in the area, which is a Conservation Area and borders many other historical conservation areas. It's pointless to comment on material and building exterior.</i>
<i>I'm all for developing the area and providing additional housing - but again, blocking sunlight onto Swiss Cottage Open Space, and creating an oversized tower outside of the city next to an open space, theatre and farmers market location are significant detriments to the area</i>
<i>I oppose the whole development on the grounds of the structure being too high, the green space being plunged into permanent shadow, too many flats being squeezed into the available space, the market space being lost to vehicle access.</i>
<i>The proposed building is even larger, At present the traffic density and services in the area is a breaking point. The elevation is even higher and more out of keeping with the neighbourhood. Judging by your other building that looks about to fall over, you might want to rethink your architect.</i>
<i>They lack detail</i>
<i>Recognise that the proposal is very poor and start again</i>
<i>There is a serious problem at this site with wind and a wind tunnel.. some years ago I was lifted up and thrown into the middle of the road by the wind ending up with a fractured hip..it is absolutely necessary to make sure the buildings have what ever is necessary to stop this happening possibly with even more serious consequences.</i>
<i>The buildings are too tall and not in keeping with the surrounding buildings.</i>
<i>In general, this seems a suitable place to build a new tower. I understand why local residents might object, but how do we think the housing crisis is going to be solved if every project to build new homes is blocked by local residents? this is a good spot, not overlooking many residential areas, right next to a tube station.</i>
<i>The proposed development MUST be sensitive to the interests of EXISTING residents.</i>
<i>Very depressing overall</i>
<i>Limit noise, dust pollution and disruption</i>
<i>The opportunity should have been taken by Regal to redesign the whole scheme and come up with a sensible and practical alternative for the site. It is nonsense that a 28% increase in the no. of flats it is still</i>

<p><i>intended that all deliveries and servicing will be through the pedestrianised area at the left of Eton Avenue. The proposals to pedestrianise Avenue Road no longer apply, so that should be used.</i></p>
<p><i>(?) refuse collection and deliveries to low rise building. Greater thought to mitigation of wind tunnel between tower and low rise.</i></p>

CAVENDISH

Have questions?

For any further support, please contact:

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