

3.2 Surrounding Context

Historic Context



1871

Ordnance Survey map with the Development site marked. Much of Belsize Park to the east had yet to be developed, including Eton Avenue, which now forms the northern boundary of the site.



1896

Ordnance Survey map showing the extensive development which had taken place between 1871 and this point.



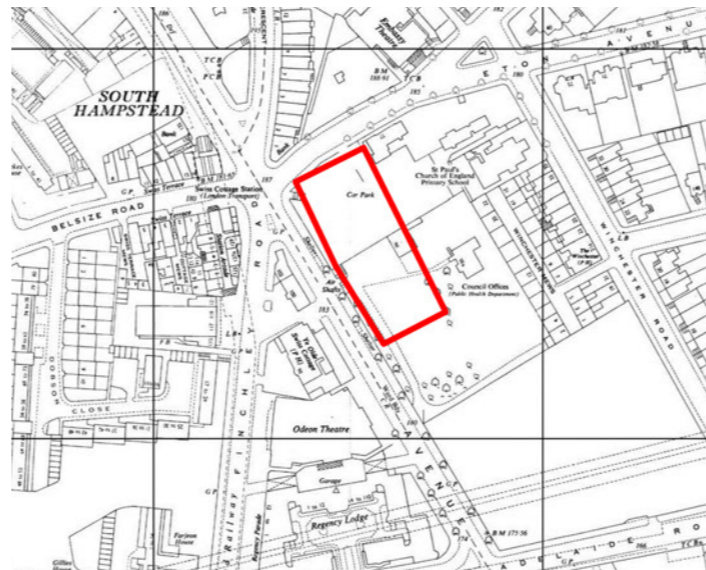
1915

Ordnance Survey map with the Friedenheim on the site now marked as St. Columba's Hospice. By this point, the cinema and Regency Lodge opposite had been developed, and Finchley Road was now lined by quite large buildings.



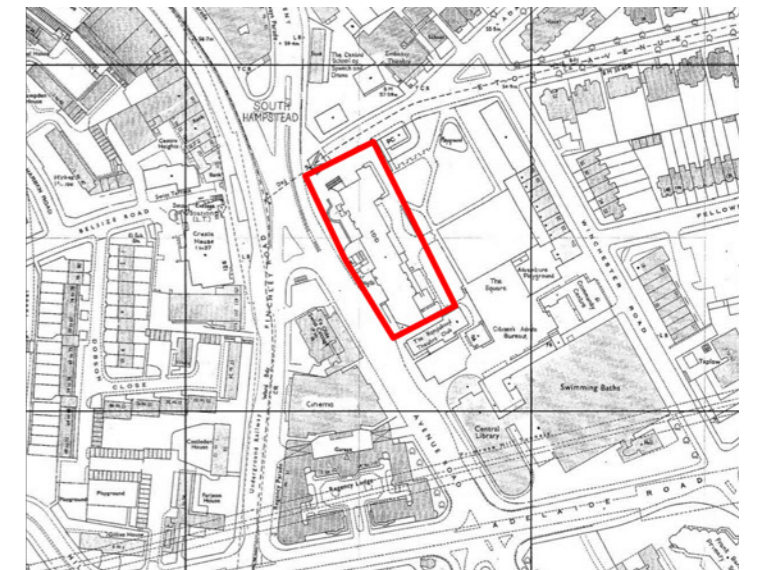
1954-55

Ordnance Survey map showing relatively limited change from 1915.



1960-69

Ordnance Survey map. Some extensive clearance had taken place, some of it for the proposed Hampstead Civic Centre, as well as a large car park and some Council offices.



1978-86

Ordnance Survey map showing the current building at 100 Avenue Road as completed as well as the 1964 buildings of the Hampstead Civic Centre and Swiss Cottage Open Space.

3.2 Surrounding Context

Listed Buildings

Heritage Context

To assess the potential heritage impacts of the proposed development, detailed mapping of heritage assets has been carried out within the immediate and wider context. The map identifies listed buildings within 750 meters of the site. Please refer to the Heritage, Townscape, & Visual Impact Assessment provided by Turley for further information.

Conservation Areas

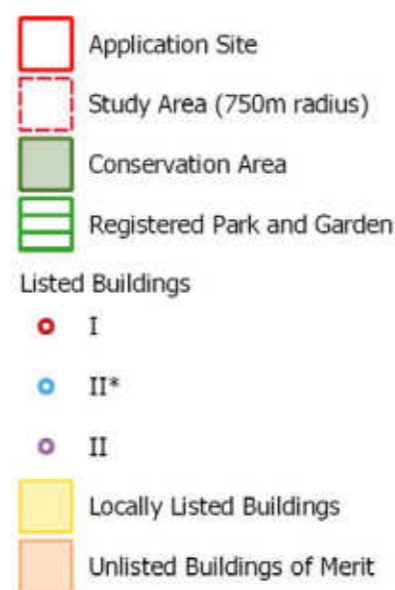
- Belsize Conservation Area, the closest conservation area;
- Fitzjohn's and Netherhall Conservation Area;
- Alexandra Conservation Area;
- South Hampstead;
- Elsworthy Road; and
- St John's Wood.

Listed Buildings

- Grade II listed Hampstead Figure Sculptures;
- Grade II listed Swiss Cottage Library;
- Grade II listed Regency Lodge;
- Grade II listed buildings on Eton Avenue; and
- Grade II* listed Fire Station on Lancaster Grove.

Locally Listed Buildings

- Hampstead Theatre
- Swiss Cottage Leisure Centre
- Swiss Cottage Park
- Royal School of Speech and Drama



3.2 Surrounding Context

Local character

The site is located adjacent to five Conservation Areas, namely Fitzjohns Netherhall and Belsize Park to the north, Elsworthy to the south east and South Hampstead and Alexandra Road to the west.

While each area has its distinct character, they share several key similarities:

- Predominated residential areas featuring a mix of Victorian and Edwardian architecture;
- Arts & crafts design elements including brickwork with finely detailed Arts and Crafts inspired decoration;
- One of the most prominent features of the area is lush green front gardens, with ornate garden walls topped with hedges or railings which give the area an attractive and serene quality.

These elements will be referenced in the landscape design to create a high quality public realm that will embed the development into the surrounding context.

Arts & Crafts revival



Victorian tiled paths



Various brick colours



Green & Serene Character



3.2 Surrounding Context

Neighbouring Buildings and Features

North

To the north of the site is the School of Speech and Drama, the Hampstead Theatre and a pedestrianised area at Eton Avenue which is used five days a week as Swiss Cottage Market that gives the area its singular character.

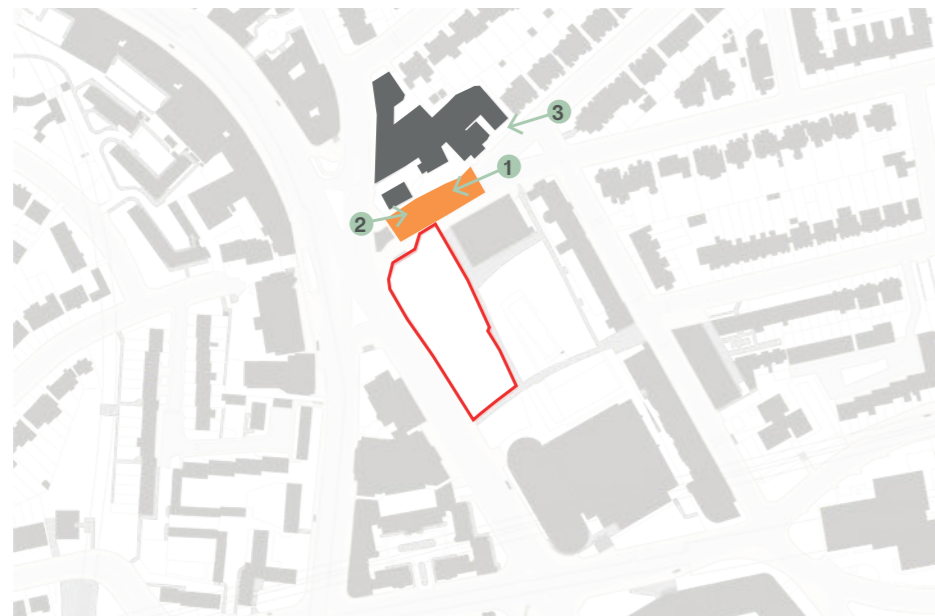
After previous theatre buildings in several other locations, the theatre was brought to this site in Swiss Cottage and completed in 2003 becoming a building of interest in the area. It consists of two floors including the main auditorium, a studio theatre and a cafe space which has a seating area overlooking Swiss Cottage Open Space

The School of Speech and Drama has been a part of the University of London since 2005. It was redeveloped as a civic and cultural destination with the recent construction of the new wing.

An application is currently pending for redevelopment of the two storey building adjacent to Avenue Road (ref. 2024/3971/P).



1. Swiss Cottage Market



2. Swiss Cottage Market



3. School of Speech and Drama

3.2 Surrounding Context

Neighbouring Buildings and Features

East

Directly to the east is the Swiss Cottage Open Space redeveloped in 2006 and designed by Gustafson Power + Bowman, which is identified on the London Borough of Camden's list of locally listed landscape areas. Approximately 1 hectare, it is popular with the local residents and visitors to the area. The site is surrounded by a group of civic and cultural buildings

The design is based on a sculpted land form of green areas, with pronounced angles and sloping contours. A central water feature was designed for children's play use.

From the park, the Visage residential development can be seen stepping away in height to the south. Further to the south-east, two of the Chalcots Estate towers are clearly visible.

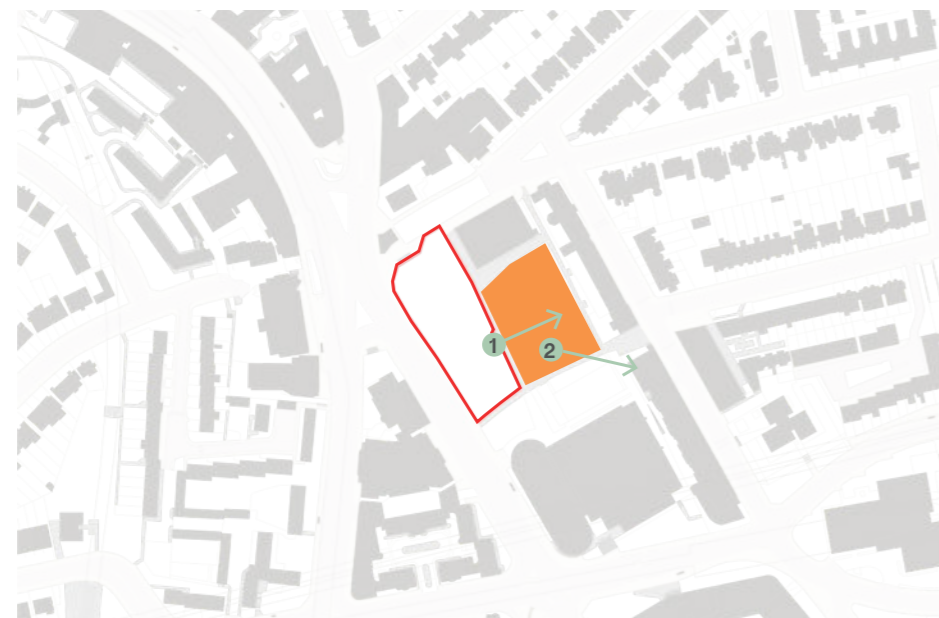
The London Borough of Camden are bringing forward the Swiss Cottage Open Space Improvement Project which aims to enhance the quality of the park to benefit the local community and environment. The project has been split into 5 phases and Phase 1 delivery begins in January 2025. Phase 1 relates to the central area, to the east of the Site.



1. Swiss Cottage Open Space



2. Visage Residential Development with Chalcots Estate Towers beyond and leisure centre in the foreground



3.2 Surrounding Context

Neighbouring Buildings and Features

South

Immediately to the south of the site is the listed Grade II Swiss Cottage Library, built in 1963 by Architect Sir Basil Spence. It was originally planned to provide a new civic centre with offices and council chambers but this plan was finally abandoned and only the central library was built.

Together with the Hampstead Theatre and the Leisure Centre, the Library is part of this significant cultural and civic complex that surrounds the site.

The library was refurbished in 2003, with works restricted to the interior. The library is also undergoing further retrofit works as part of wider upgrades to improve energy efficiency of the building. The architecture is characterised by its prominent curved ends and its vertical concrete fins. Internally, the building has a split level design with various mezzanines and curving staircases.

The Swiss Cottage Leisure Centre, overlooking the adjacent open space, is a hub of activity with extended opening hours that cater to a wide range of users throughout the day and evening. Built in 2006, it showcases a modern architectural style and a focus on transparency and openness, to complement its surroundings. The centre's active use and vibrant atmosphere contribute to the vitality of the open space, enhancing its appeal as a community focal point.



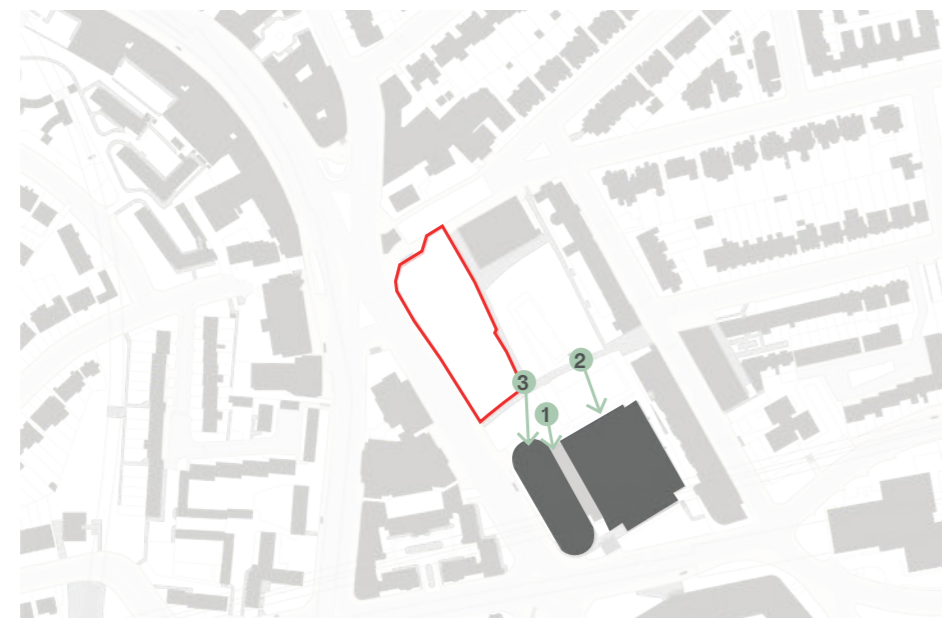
1. Swiss Cottage Library North end



2. Swiss Cottage Leisure Centre and sports pitch



3. Swiss Cottage Library North end from open space



3.2 Surrounding Context

Neighbouring Buildings and Features

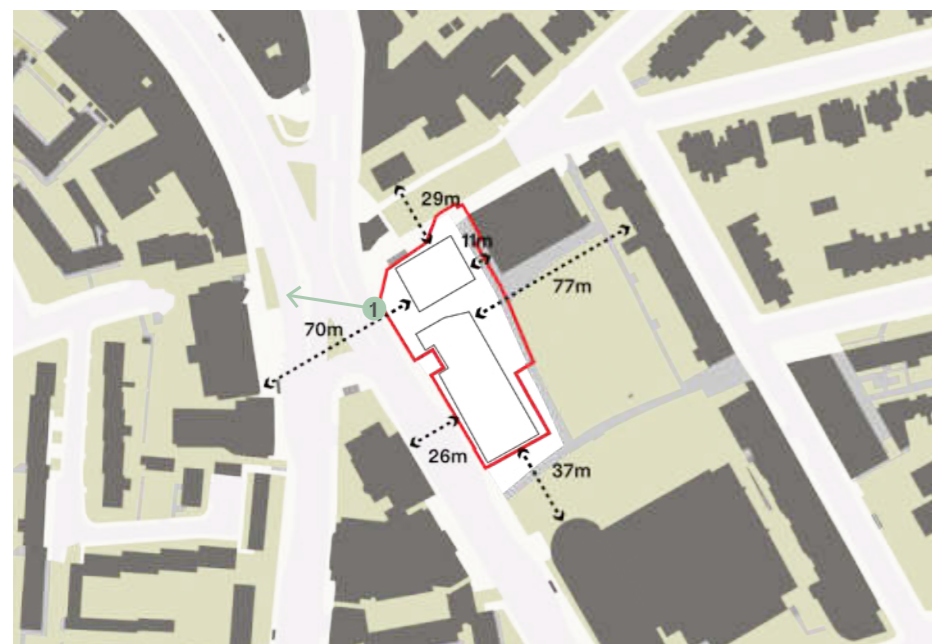
West

Just to the west of the site is Avenue Road. This is one of the main northern arteries to and from Central London and designated by TfL as a Red Route. This route is dominated by continuous traffic and public transport with pedestrian crossings and traffic lights. Consequently there are many pedestrian movements and notable traffic noise. Additionally, there are underpasses providing access to Swiss Cottage Underground Station, further increasing pedestrian activity in the area.

There are several tall buildings in this area which characterises the southern border of the Swiss Cottage Town Centre.



1. View West across Avenue Road

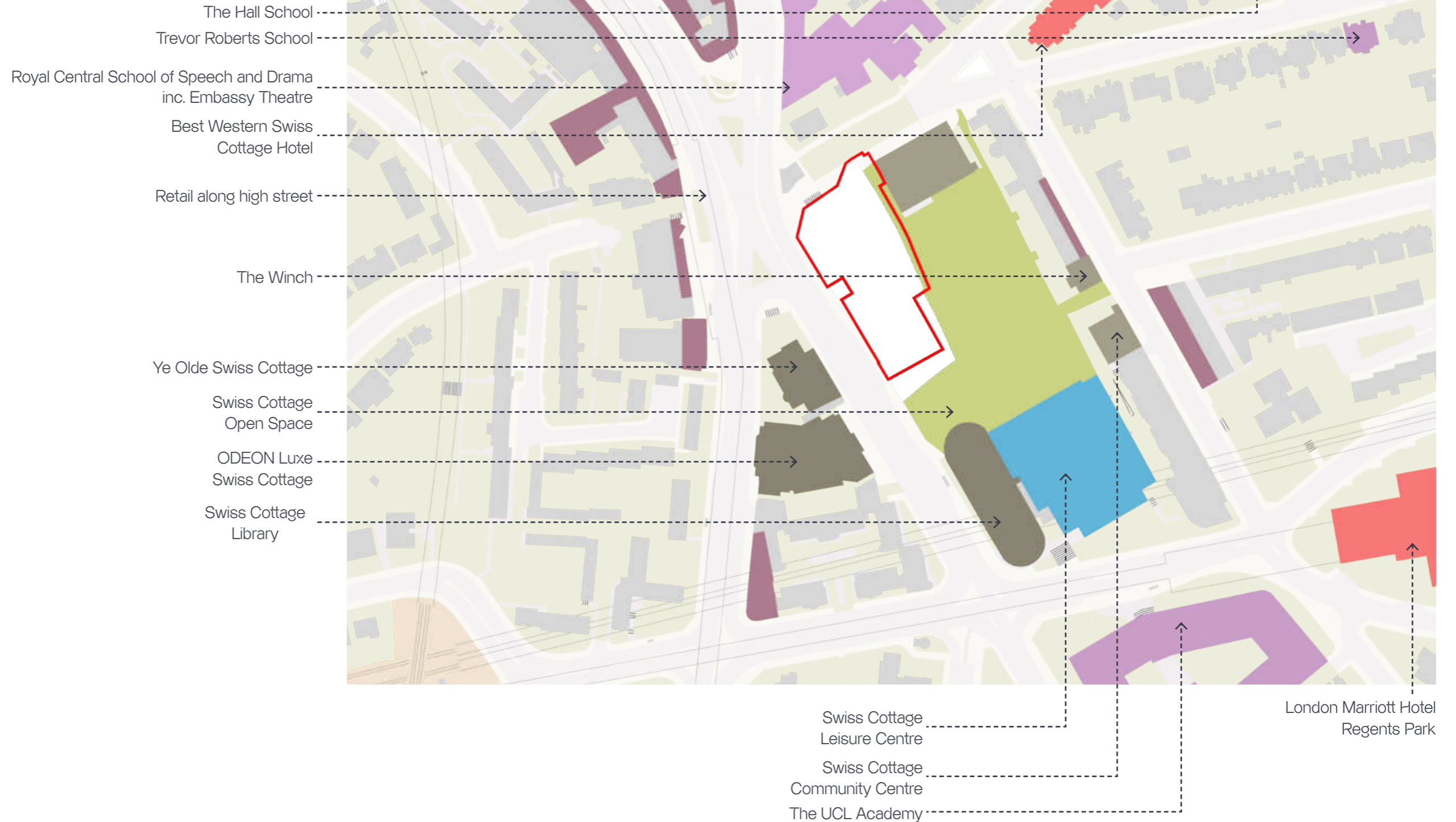


Separation Distances

3.3 Context Analysis

Land Use

The site is located in an area of considerable diversity of land uses. The wider context is characterised by a broad mix of residential uses of differing typologies, scales, periods, and styles. Finchley Road and Avenue Road are part of a ribbon of mixed commercial uses at ground floor, with part residential/part commercial above, alongside civic and leisure uses focused around the park.



3.3 Context Analysis

Routes and Transport Links

Vehicular Routes and Movement



The site at Avenue Road is located at the convergence of Finchley Road, Avenue Road, College Crescent and Eton Avenue. It is located on a major arterial link (A41) providing access north to the M1 and south to central London.

Avenue Road operates one-way southbound with varying lane provisions and separations through its local extent, forming opportunities for northbound circulation via Finchley Road in a circulatory pattern. In the vicinity of the Site, Avenue Road is part of a TfL Red Route (known as the Transport for London Road Network (TLRN) restricting stopping on-street.

From these roads, there is access to secondary key roads that lead to east and west London. Within close distance is Hampstead Heath to the north-east, Belsize Park and Camden Town to the east and Queen's Park to the west.

The site has excellent public transport linkages with 6b PTAL score, which is the maximum possible. The site is above Swiss Cottage Underground station with access to Jubilee Line. This station has four exits, all within 2 minutes walking distance from the main entrance of the existing building. The site is also well served by bus stops.

Key:

-  London Underground Entrance
-  Bus Stop



3.3 Context Analysis

Building Heights Context

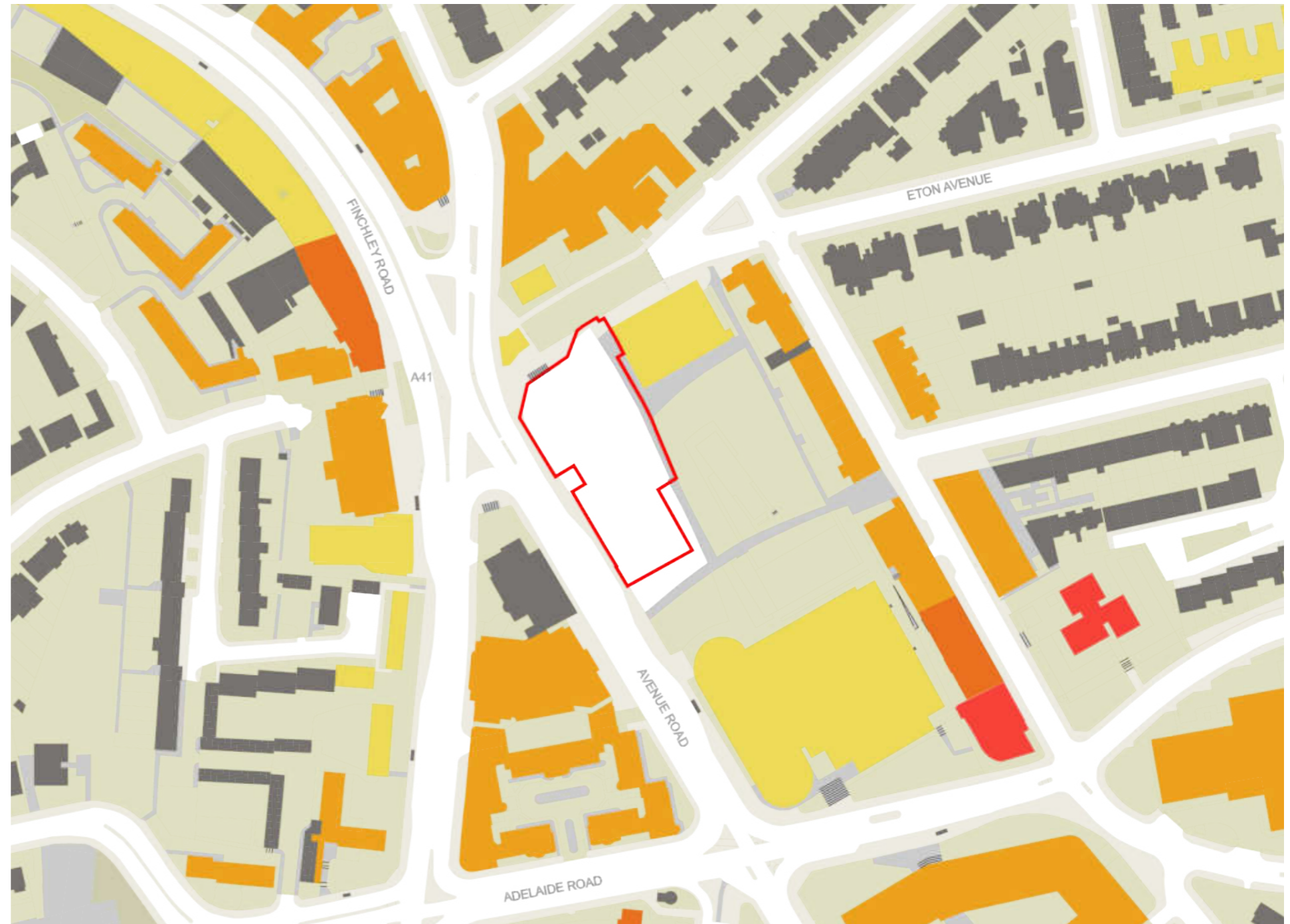
Building Heights

The surrounding context of the site is varied in scale. There are a number of medium height and tall buildings within the vicinity of the site.

- To the west of the site both Cresta House and Central Heights rise to between 10 and 12 storeys respectively.
- To the south Boydell Court rises to 11 storeys.
- To the south east, the Visage apartment building rises to 13 storeys and the adjacent Taplow Tower is 24 storeys and forms one of four identical towers running east.

These buildings, like 100 Avenue Road, are not within any of the adjacent Conservation Areas but are clearly visible from them and in some cases are located in close proximity.

-  Low/ Medium Buildings (+5/ +7 storeys)
-  Medium/ High Buildings (+8/ +10 storeys)
-  High Buildings (+11/ +16 storeys)
-  Tower Buildings (+16/ +24 storeys)



3.3 Context Analysis

Open Space and Play

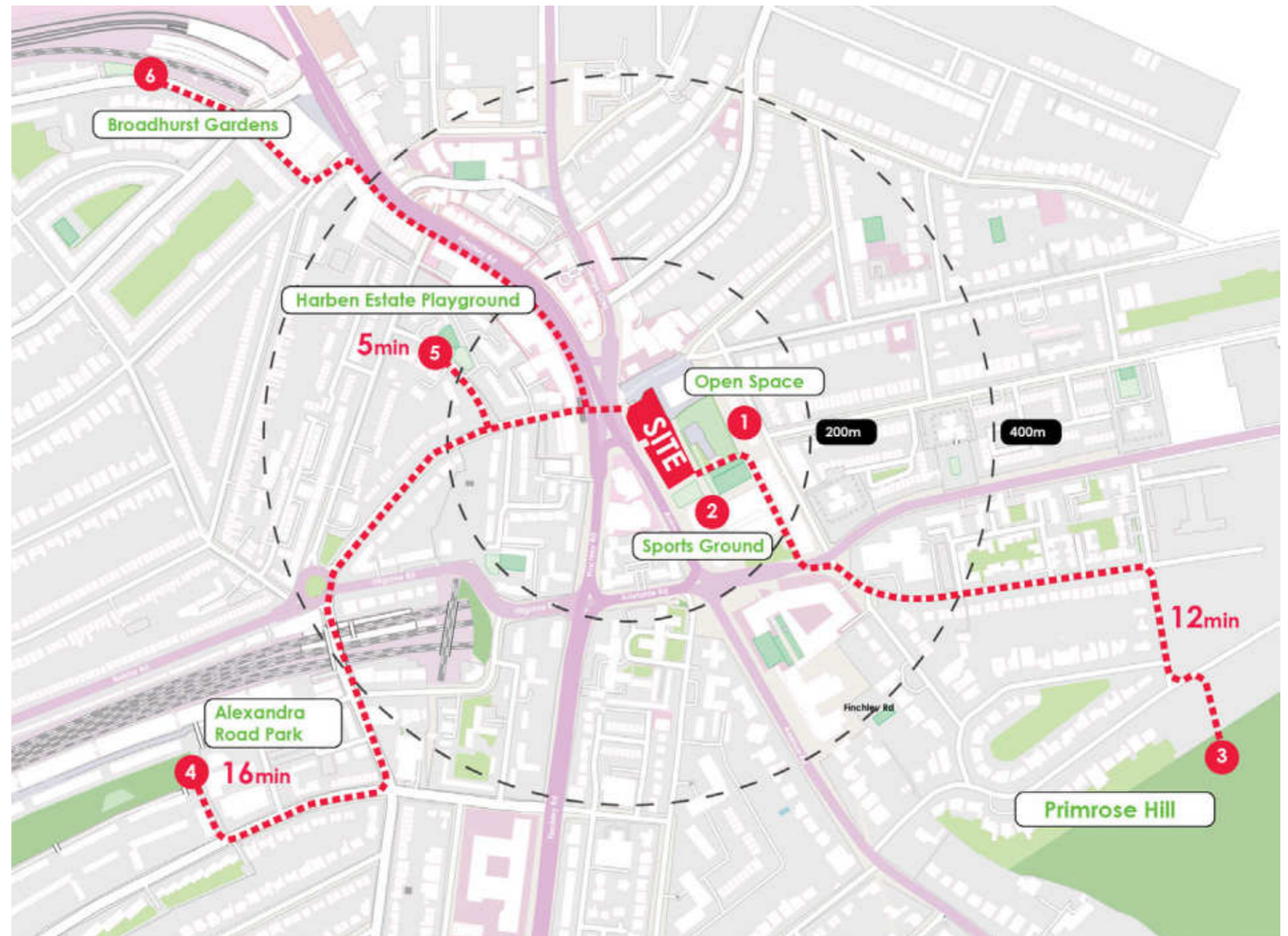
Open Space and Play Wider Context

The wider area surrounding the site offers a variety of parks, open spaces, and play areas.

Adjacent to the site is the Swiss Cottage Open Space, a well-maintained urban park that serves as a vibrant community hub. Surrounding the park are key amenities, including the Swiss Cottage Library, the Leisure Centre, and the Hampstead Theatre. The park itself features terraced lawns, various seating areas for relaxation, a central water feature, a toddler play area, a multi-use games area, and an outdoor gym, providing extensive opportunities for leisure and outdoor activities. It also boasts a significant number of mature trees, creating a lush green backdrop to the northeast side of the site, enhancing its character and connection to nature.

To the southwest lies Alexandra Road Park, offering high-quality, publicly accessible play areas and open spaces. To the southeast is Primrose Hill, renowned for its recreational facilities and opportunities for play and connection with nature.

The diagram below illustrates the walking routes from the site to these key open spaces.



OPEN SPACES	CHARACTERISTICS
Swiss Cottage Open Space	● ● ● ● ● ●
Sports Ground	● ● ● ● ● ●
Primrose Hill	● ● ● ● ● ● ● ●
Alexandra Road Park	● ● ● ● ● ●
Harben Estate Playground	● ● ● ● ● ●
Broadhurst Gardens	● ● ● ● ● ●

Key	
● Playing fields/grass area	● Walking trails
● Sport facilities	● Water features
● Community facility	● Gardens
● Cafe/restaurant	● Fitness equipment
● Formal play area	● Historic features

3.3 Context Analysis

Existing Trees

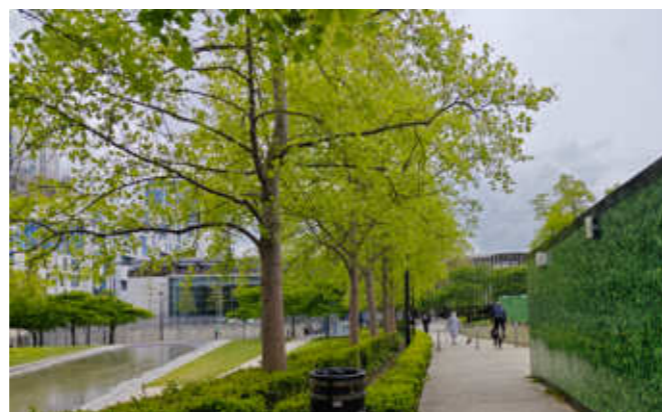
There are a number of high quality trees adjacent to the site, summarised below:

- Eton Avenue features a number of large Category B London Plane trees which are distinctive landmarks and provide shade for the farmer's market;
- The Swiss Cottage Open Space frontage is defined by an avenue of Category B Tulip Trees;
- An avenue of category B Wild Cherry trees runs through the Open Space to the south of the lower block. These are a distinctive local landmarks when in blossom;
- A group of Category B Common Lime Trees are located in the current Open Space fitness area to the south of the site;
- A Category A London Plane is located on Avenue Road to the south of the building.

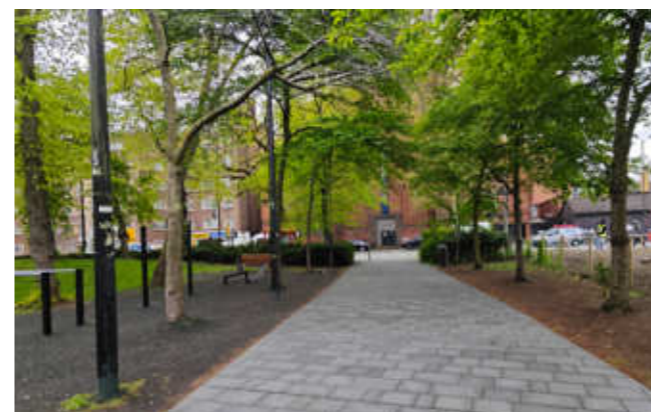
Although all existing trees are located outside the site boundary, some root protection areas (RPAs) of the existing trees extend into the site. All existing trees will be retained and protected during construction in accordance with BS5837:2012.



Mature London Plane trees on Eton Avenue



Avenue of Tulip trees on the Open Space frontage



Cherry and Lime trees south of the site in the Open Space

Key

- Category A tree
- Category B tree
- Category C tree
- Category U tree
- Root Protection Areas (RPAs)



3.4 Site Constraints and Opportunities

Land Use



Pedestrian Movement

Focus of activity is centred around the Swiss Cottage Open Space, Swiss Cottage Market, retail uses, cafés and the library but the underground access is the most frequently used.

The children's play area located to the south generates east west movement across the park. North south movement tends to be associated with access to and from the library, the leisure centre and the occasional market.



Roads and Access to Site

As Avenue Road is a TfL 'double red route', the site is predominantly accessed via pedestrian routes along Avenue Road and across the Park.

The main vehicular access to the site basement is via the ramp under the Hampstead Theatre.

The Extant Permission also provides a ground level access point for servicing and emergency access at surface level via Eton Avenue.



Noise and Pollution

The most noticeable noise source is the traffic on Avenue Road and Finchley Road. This traffic is also the source of air pollution.



Existing Trees

The site is bordered by category B trees of moderate quality and maturity, primarily to the south-east and west. In the Open Space to the east, trees and planting define pathways and enhance the park's enclosure and character.

Topography and Site Levels

The site slopes 2 meters from north to south, requiring careful alignment with existing pavement levels to ensure smooth integration with the surroundings.



Active Frontages

The site offers an opportunity to improve and activate the largely poor quality ground floor frontage of the extant permission on all sides of the site, responding to the established and emerging pedestrian and vehicular routes.



Creation of Link

The site offers an opportunity to create a new access to the Swiss Cottage Open Space, giving it greater presence to and from Avenue Road.



Dialogue between Buildings

Any built form to the southern edge of the site will provide the opportunity to create a response to the public space and the strong façade of the public library.



Key Views

The site is visible from a number of viewing corridors which identify the site as an important node. From the site there are numerous low long views available at both the north and south ends. An appropriate response will reinforce and take advantage of these

4.0

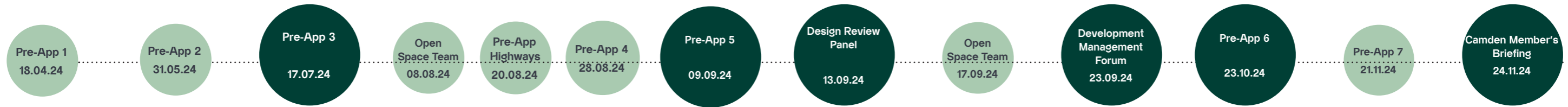
Public and Stakeholder Engagement



4.1 Design Evolution

Pre-application Meeting Time-line

The design has evolved in collaboration with planning and design officers at London Borough of Camden and Camden Open Spaces Team, input from residents and stakeholders engagement with feedback from the Design Review Panel. Below is a time-line of key meetings with the council and summary of input which has informed the evolution of the proposal. Further details of the key design changes are summarised later in this chapter.



Pre-App 3 (17.07.24)

Team presented the latest emerging design proposals.

- General support for retaining the building envelopes, change of tenure, installation of second staircase, increased number of homes, support for enhanced energy and sustainability strategy.
- Further detail around how additional floors can be delivered within the massing
- Townscape viewpoints were agreed
- Further detail around materiality requested
- Suggested liaison with Open Spaces team to discuss Swiss Cottage Open Space Improvement scheme
- Recommended meeting with highways officers to agree the approach for cycle parking

Pre-App 5 (09.09.24)

Team presented the evolved scheme including feedback from Open Spaces and Highways, updated internal layouts, evolving community space following feedback from The Winch and updated public realm proposals.

- Further review of extent of ground floor commercial frontages and how these relate to the landscape requested.
- Further detail of key routes, movements and uses within the landscape requested.
- Queries around no. of dual and single aspect homes.
- Request to explore if daylight can be incorporated into corridors in lower block.
- Technical review with relevant consultants – air quality considerations for ventilation, SUDs strategy and acoustic insulation

DRP (13.09.24) Feedback

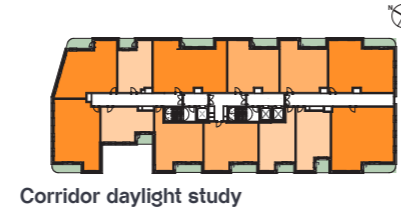
- Further development of architectural approach and character of the buildings and how the development will be experienced in local views.
- Internal residential layouts to be developed and consideration of whether light can be brought into the corridors.
- Consider more articulation at roof level
- Details on pedestrian experience and as a resident accessing the buildings. Review affordable block entrance.
- Section / diagrams which show floor to floor and ceiling details and reduction from extant scheme
- Further develop information and narrative on façades, particularly the ground floor.

Pre-App 6 (23.10.25)

Team presented updated residential layouts and revised proposals for The Winch community space.

- Support for inclusion of more generous space for the lower block residential and community entrances.
- Support for extension of corridor in lower block southwards to incorporate a window and also inclusion of lightwells in the corridors. Request to consider extending the corridor northwards in addition.

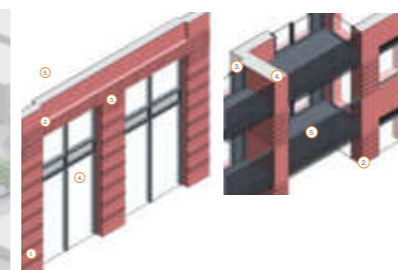
Initial spatial studies



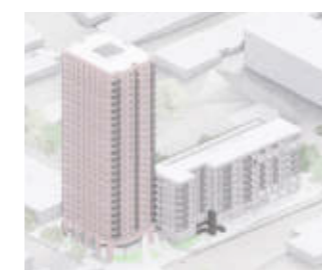
Defining concepts within the mass



Bay studies



Developing detail within the mass



Developing bay studies



"The panel is pleased to see proposals for such an important site, but makes recommendations on developing architecture, improving ground floors and landscape, improving accommodation, and developing sustainability ambitions."

(Design Review Panel Feedback October 2024)

Roof level articulation study



Facade narrative and pedestrian experience



4.2 Meeting & Consultation Time-line

Public Consultations

Public Consultations

A project website (www.100avenueroad.uk), has been updated throughout the pre-application / design development process.

Two Rounds of Public Consultation undertaken in July 2024 and November 2024, including:

- A total of **four in-person public consultation events** (16.07.24, 20.07.24, 06.11.24 and 09.11.24).
- **Newsletter drop to approximately 10,400 local residents and business** to advertise the events, including measures taken to ensure the receipt of newsletters/ guarantee delivery (i.e. hand delivery to Winchester Road).
- **'Meta' (and other social media) advertisements within a 3km radius** to promote consultation events.
- Advertisement in the **Camden New Journal (Paper and Online)**.

Regular meetings and dialogue with potential community space operator have taken place throughout the design development process, to ensure their needs are met.

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 for long-term rental in a building ranging from 5 to 24 stories
- 54 Discount Market Rent homes, that would be managed by Essential Living
- Up to 10,400sqm 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 the 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.



Previously approved scheme

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 facade and to landscaping, bringing it more in line to the local area and creating an attractive building face that reflects its local surroundings.

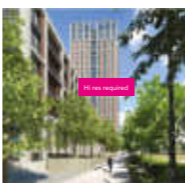
Unlike Essential Living's proposals which provided 'Discount Market Rent' homes to be managed by the developer, we will be bringing forward homes for sale and affordable housing to be managed by a housing association.

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.



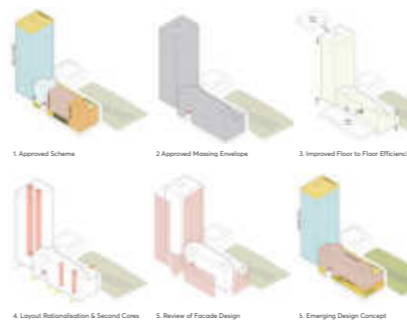
Presented Design Principles - July 2024

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 facade 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



Approved Scheme, Approved Massing Envelope, Improved Floor to Floor Efficiencies, Layout Reconfiguration & Second Core, Review of Facade Design, Emerging Design Concept

THE EXISTING SITE AND PLANNING PERMISSION

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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 the 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.



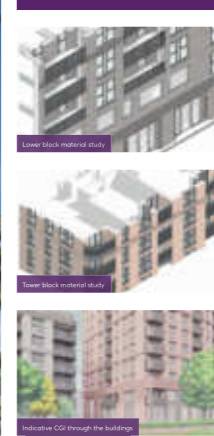
Previously approved facade

MATERIALS AND FAÇADE 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, utilising 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 library, helping to reflect more light into the Swiss Cottage Open Space area.



Lower block material study

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 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.
- **London Affordable Rent:** this is a type of low cost rented housing which has rents which are less than 80% 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.
- **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.



Updated design

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 queries.

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.

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 facade to better reflect the buildings' 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 object to 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.

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

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 with 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 'How to Grow' 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



Indicative CGI of the proposed public open space

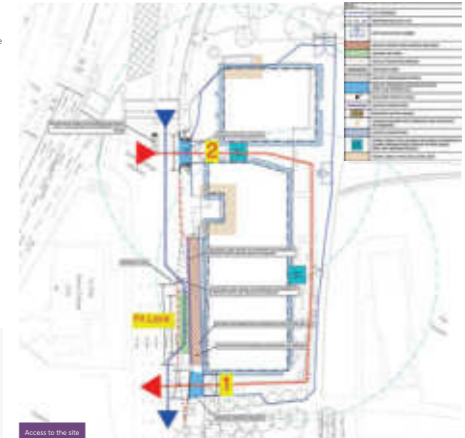


Indicative imagery of the proposed public open space alongside the Swiss Cottage Open Space

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 our 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-knee' 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 exiting the site will be supervised by traffic marshals.
- #### 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, residents will be provided with contact details for the site offices. 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 silt.
 - 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



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. The survey can also be completed online at 100avenueroad.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.

Regal and Response to Feedback - November 2024

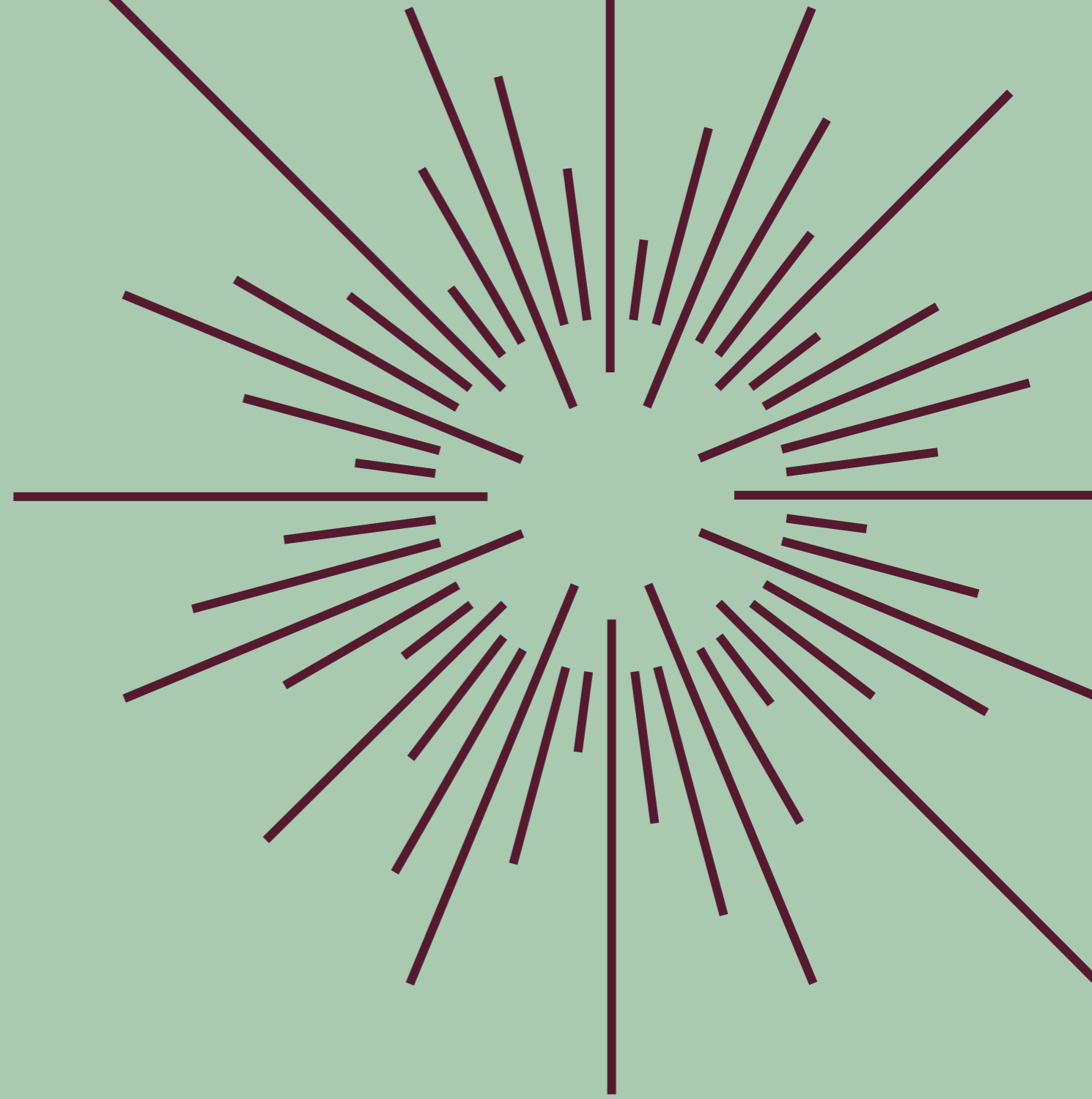
Landscape Updates - November 2024

Construction Management Plan - November 2024

5.0

Design Principles

Optimising the Extant Permission



5.1 Principles established by the Extant Permission

Overview of Extant Scheme

Analysis of the Extant Scheme

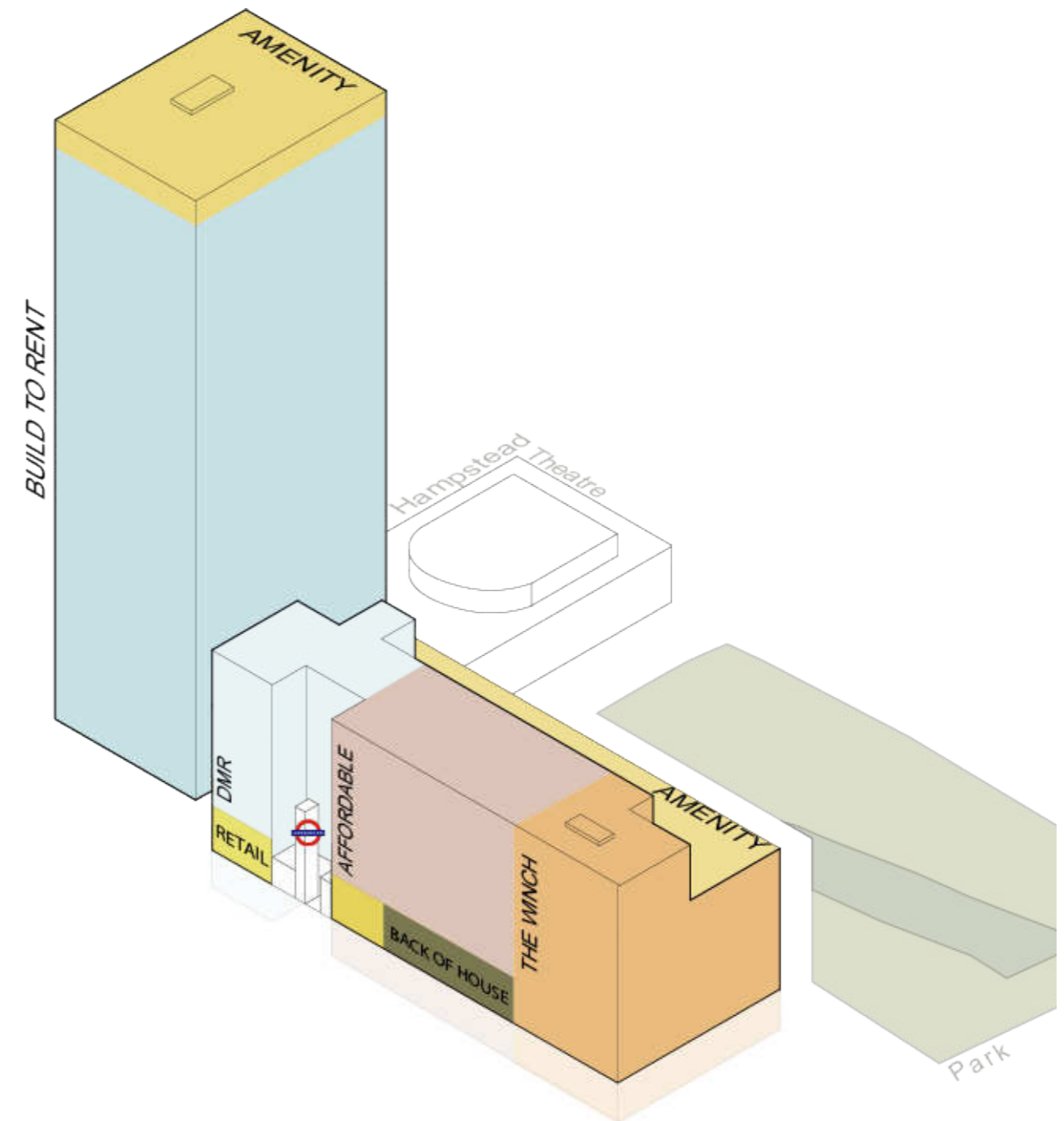
The Extant Permission consists of two distinct elements: a tower building (138.19m AOD) and a lower building (82.465m AOD), located at the corner of Avenue Road and Eton Avenue. The key components are as follows:

Tower Building

- **Build to Rent Units:** 130 homes
- **Ground Floor Retail:** A 219sqm (GEA) retail space facing Hampstead Theatre.
- **Internal Amenity Spaces:** Dedicated facilities for residents.

Lower Building

- **Discount Market Rent Units (DMR) and Affordable Units:** 54 homes. Vertically expressed and separated by tenure.
- **Community Centre:** A 1,741sqm (GEA) dedicated space.
- **Ground Floor Retail:** An 882sqm (GEA) retail area around the London Underground entrance.
- **Substation and Back of House:** Spaces facing Avenue Road
- **External Amenity Spaces:** Designed as three distinct separations for DMR and affordable residents and community interaction.



Extant Scheme