

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/0852/P	Svetlana	10 quickswood	02/04/2025 12:25:04	OBJ	Please leave the square for so many kids!!! Disastrous project
2025/0852/P	Claire Lacourrège	63 Eton Avenue Flat 11 NW3 3ET London England	02/04/2025 12:50:55	PETITNO BJE	<p>Hi, I live in Belsize Park right near the Swiss Cottage station and I am outraged by the tower being constructed. It's bad enough that it will completely destroy the harmony of the area, but vehicle deliveries are threatening the viability of our Farmer's Market along with disturbing pedestrians, school children in the area, the Hampstead Theatre. Please let them use the main roads around instead.</p> <p>Also, if this tower is being constructed, please do not make it in a red brick colour as this will bring so much darkness onto our area. It's already going to bring in so much shade, please design it in a way that won't disrupt the local landscape.</p>
2025/0852/P	Michele Harvey	Flat 2 7-8 St Edmund's Terrace London NW8 7QP	02/04/2025 13:35:20	COMMNT	The planning must include a provision for vehicle and delivery access and building access that does not allow it to use the Eton Avenue square outside Hampstead Theatre. This is a well-used pedestrian area and site for the Farmers market, which plays an important ecological role for both the residents and farmers.
2025/0852/P	Pablo Facchinei	Flat 27 Centre Heights 137 Finchley Road London NW3 6JG	02/04/2025 21:12:58	WREP	Deliveries to the future buildings should take the route via the A14 main road, to preserve the use of the large pedestrian area outside Hampstead Theatre and to preserve the Farmers' Market, which takes place on Wednesdays and was also visited and praised by the then Prince Charles (now King Charles), and the daily stalls. Pedestrians and children using this area need to be protected. The higher tower in the proposed red brick will not fit in the local area, but will stick out even more, given its 28 floors. The original grey colour would be more appropriate.
2025/0852/P	Pablo Facchinei	Flat 27 Centre Heights 137 Finchley Road London NW3 6JG	02/04/2025 21:13:29	WREP	Deliveries to the future buildings should take the route via the A14 main road, to preserve the use of the large pedestrian area outside Hampstead Theatre and to preserve the Farmers' Market, which takes place on Wednesdays and was also visited and praised by the then Prince Charles (now King Charles), and the daily stalls. Pedestrians and children using this area need to be protected. The higher tower in the proposed red brick will not fit in the local area, but will stick out even more, given its 28 floors. The original grey colour would be more appropriate.

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2025/0852/P	Patrick Meier	139 King Henrys Road NW3 3RD	02/04/2025 17:01:56	OBJ	<p>This whole development is too big, will cause untold disruption and ruin the nature of the area.</p> <p>Regarding the latest amendments, I strongly object to -the use of Eton Avenue for access. This will obliterate the pedestrian and leisure area outside the theatre and the drama school. It risks making the markets unviable. Safety for pedestrians and children will be seriously compromised. This part of Eton Avenue is a key local feature of life for local residents and needs to be preserved. All access should be from Avenue Road, as I believe construction access is. -the idea of a huge red brick structure, already too big and an eyesore, will be unbearable, ugly and again ruin the aspect of the neighbourhood.</p> <p>Both of these aspects should be refused. Ideally the whole project needs to be downsized to something more appropriate and in keeping with the area</p>
2025/0852/P	J Woolf	17 Canfield Gdns London NW6 3JP	02/04/2025 20:45:51	OBJNOT	<p>I don't think the market square should be affected by the need to offer access to the development. If it is, then an alternative nearby market site should be found, with space for stallholders to park their vehicles. Otherwise, the already-approved access for other traffic (via Avenue Road and the A41) needs to be designed to give access to the development.</p>
2025/0852/P	Julia Meltsova	71 Quickswood	02/04/2025 12:09:13	COMMTNT	<p>(1) strongly object the local square to be the route for the deliveries to the new 100 Avenue Road development. The square in front of the hampstead theatre need to stay for pedestrians only , the farmers market need to be saved , kids need a space to walk there freely</p> <p>(2) Objecting the red brick colour of the building - it is not going to fit to the neighbourhood.</p> <p>(3) Hope that the new development will have shops/cafe/other infrastructure on the ground floors , it's a shame that council allowed such a massive development in the area . 26 (!) floors will look awful and block the sun for the market area .</p>
2025/0852/P	Irena Robinson	116 Wetheral Drive Ha7 2hj Ha7 2hj	02/04/2025 15:46:39	PETITNSU PP	<p>Farmer Market is very important part of our community. People enjoy coming here, buying vegetables, coffee, and taking to farmers. We disagree that this beautiful place would be destroyed by new roads and buildings. We support our English farmers and their hard work.</p>
2025/0852/P	Omar Maes	Flat 7, 38 heath drive NW3 7SW NW3 7SW	02/04/2025 10:21:53	OBJ	<p>not sure to understand how this development is going to make this place better. It is putting the little market at risk and all the pedestrian area as well, can they not have access from the main roads to do all the necessary traffic?</p>

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2025/0852/P	Aftab Ayub	Flat No. 45 Aspinall Road SE4 2EH	02/04/2025 12:19:06	COMMNT	I sell at the Farmers Market, and we receive senior citizens, school going children's amongst others at our stalls. It will be very unsafe and difficult to sell here with ongoing deliveries through this street. Construction of a building should never mean sabotaging our peace.
2025/0852/P	Frances Richardson	2 Frognal Mansions 97 Frognal NW3 6XT	02/04/2025 18:56:45	COMMNT	I would like to strongly object to the proposal that Eton Avenue Square, the small charming, tree lined, pedestrianised haven [for local residents, independent food stalls and the weekly Farmers Market], be used for day to day access of service vehicles to this grotesquely oversized and hideous development on Avenue Road, 65% of which will probably be sold off to overseas buyers. Please ensure that the peace, safety and amenities that this little square provides for the local community are preserved by keeping it exactly as it is now, and insist that all service vehicles use access the A41 for access.
2025/0852/P	Pam Millard	18 Provost Court	02/04/2025 19:29:29	OBJ	This change will increase the local number of residents at the same time as reducing a much used and needed outside local space. The ambiance of this area could be enhanced without destroying it. We need meeting areas, places to sit, get a drink and eat. This will encourage more potential shoppers to the Finchley Road area which is already becoming just a main through road.
2025/0852/P	Leslie Hearn	Flat 49 1 Prince of Wales Road NW5 3LW	02/04/2025 15:17:50	OBJ	I object to the proposed changes of use to Eton Avenue Square (outside Hampstead Theatre). The space is a public amenity, used for the regular Swiss Cottage farmers' market, street food and drink stalls to cater for lunchtime trade, with pedestrian use for sitting in the open, and use by pedestrians and cyclists for access and passage. It is inevitable that there would be an extensive noise nuisance, possible danger to foot and cycle traffic. There would be the loss also of the popular farmers' market etc (as above). Access to the tower block should be from the main road, which is extremely wide at this point. The opportunity to improve the Swiss Cottage one-way system should be seized at this time.
2025/0852/P	Vacheron	30 Eton. Avenue	02/04/2025 10:35:28	COMMNT	Against the loss of Eton square square.. we need to save the pedestrian access for our kids and ever day life in the area! No vehicle should be allowed, even deliveries!
2025/0852/P	Alisa	28 Kings College Court 55 Primrose Hill Road	02/04/2025 12:32:47	OBJ	The decision to construct a large new residential building is highly damaging to the character of the neighbourhood. Additionally, the area on both sides of the Hampstead Theatre is cherished by local residents. The farmers' market is an important part of community life. Replacing it to accommodate the new development would be extremely stressful and distressing for residents of Swiss Cottage, Belsize Park, and Primrose Hill.
2025/0852/P	Rebecca Ginger	39 Melrose Avenue NW2 4LH	02/04/2025 13:51:43	COMMNT	The Swiss Cottage market and this area outside the Theatre is the best and only community space for miles. Please do not take this away from us. Cars have so much space and pedestrians have none. ????????????????????

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2025/0852/P	D Danziger	8 Tobin Close	02/04/2025 10:55:01	OBJ	Vehicle deliveries and services to this development are planned mainly to go over the Eton Avenue square outside the Hampstead Theatre. This is currently a largely pedestrian area and home to the Farmer's Market and daily stalls. It is always full of pedestrians and children, and is much beloved as well as used by local residents. Losing it would be a tragedy for the community. Also, it has been proposed that the tower block is constructed out of red brick, allegedly to "fit in" with the local area. As the tower will be 26 storeys high, nothing will make it fit in with the local area - however it is constructed it will be obtrusive, unsightly, and ugly.
2025/0852/P	Polina Vedrova	141 Fellows Road	02/04/2025 12:10:53	OBJ	<p>This development is absolutely massive and doesn't correspond to the urban contest of Swiss Cottage and Belsize Park Are.</p> <p>Eaton Ave Square is now home for Farmer's Market, daily stalls and full of pedestrians and children. There will be significant impact on this area during the construction.</p> <p>Deliveries to the construction site should take the same route via A41 main road and leave the square to thrive in peace.</p> <p>The tower itself needs to be redesigned to make it less rudely obtrusive and to accomplish the newly redecorated council towers (like Taplow and others along Fellows Road, which have white facade).</p>