

From: Ruairidh Macdonald

Sent: 05 April 2025 12:47

To: Planning

Subject: 2025/0852/P

Dear Sir or Madam,

Please see below my comments regarding the 100 Avenue Road development.

- **The proposed brick style cladding is unacceptable. It will make the building a local eyesore, and will further ruin the character of the Belsize conservation area. A soft white would be more appropriate, such as the Portland stone previously proposed and preferred by Camden**
- **The proposed development is intended to be car-free. The local CA-B zone is already heavily utilised in the roads close to Swiss Cottage. Local residents such as myself have already chosen not to own a vehicle, to maintain healthy active lifestyle, and reduce local pollution levels. I object to potentially hundreds of additional vehicles being used and parked close to my home on Winchester Road. A specific condition is needed to disallow parking permits for 100 Avenue Road residents.**
- **The developer now intends to squeeze in extra apartments. I am concerned about noise levels and disturbance affecting the residents in such a densely occupied building. The addition of the extra 3 storeys and 53 housing units is unacceptable unless an alternative access/egress route is implemented for delivery, servicing and waste management.**
- **To ensure that sales of 100 Avenue homes are restricted to those that are most in need of housing, Camden should implement a Section 106 Agreement that offers first time buyers a minimum 30% discount off the market price and a Section 106 Agreement or a condition similar to Islington Council's Supplementary Planning Document (SPD). I object to**

any newly constructed property in Camden, being purchased by investors and left unoccupied

- **Please can you request that Regal update their CMP with clear, high resolution diagrams and reinstate the Market as a prominent Stakeholder. May we also see the responses from both Camden and the Farmer's market regarding this application. And please also request that Regal either delete the Winchester and Market vehicle routes from part 3 or clarify.**

Yours faithfully,

Ruaridh Macdonald

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