

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/0852/P	Ann Eastman	13 Hornby Close NW3 3JL NW3 3JL	04/04/2025 12:40:38	APP	<p>We are very worried about traffic access to the site, while construction is going on and afterwards. The proposed access will cross the entrance to Hampstead Theatre, the Drama School and the entrance to Swiss Cottage Underground Station and of course it could spell the end of the wonderful, now vital, Farmers Market. The entire square is very heavily used by local residents, students and visitors. And of course the excellent re-landscaping of the leisure centre grounds, will attract even more pedestrian to the area.</p> <p>Therefore would you please ensure that all traffic, now and in the future is routed via Avenue Road.</p> <p>However, that will entail moving the bus stop, which was previously re-sited on a temporary basis to Adelaide Road during demolition. That involved several road crossings and was terribly inconvenient to the elderly, small children and users of the Tube. Would it be possible to simply move it further along closer the entrance to the underground station and the pedestrian crossing?</p> <p>Thank you for your consideration</p>
2025/0852/P	Mrs M L Hopkirk	Garden Flat 5A Crossfield Road Belsize Park London NW3 4NS	04/04/2025 21:12:53	COMMNT	<p>I am opposed to this application. The proportion of social homes (29.5%) in the development remains a long way short of the council's policy of 50%. The scale and massing of the building is too great for that location. It's enormous and will put a huge strain on the local area and on local residents - there will be more traffic, more car fumes, more pollution for residents, a strain on parking etc etc. Key questions about servicing the building have also not been addressed. If it goes ahead, construction traffic and servicing should happen from Avenue Road.</p>
2025/0852/P	Michelle Crowe Hernandez	8 Belsize Square NW3 4HT	05/04/2025 08:17:34	OBJ	<p>We have been long time residents of Swiss Cottage, using the east entrance to the tube station almost daily. Our three children walk through the area M-F to access the tube and area bus stops. We use the farmers market weekly as well and attend plays at the Hampstead Theatre.</p> <p>The proposed building on this site and the access via Eton Avenue for development will destroy this little community and make getting around the area unsafe for children. I understand that the community needs affordable housing, but disturbing current residents, cutting off access to public transport stations and making the area unsafe is not the way to take this forward. Access should be via the main road and not the residential street of Eton Avenue.</p>

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2025/0852/P	Dan Donegan	23C Winchester Road London NW3 3NR	05/04/2025 15:27:31	OBJ	<p>I support the objections raised by Belsize Society.</p> <p>What an absolute eyesore the proposal is to begin with, with the side apartments overshadowing our local beautiful sun-trap, the Open Space, which will no longer get afternoon sun due to the building's shadow. Similarly, the main tower over the theatre square and farmers market.</p> <p>I wholeheartedly object to the red brick design change to the towers - it exacerbates this already monstrous building. The existing towers on Fellow Road have recently been changed to white/blue face to fit in with the skyline and be less overbearing. Red brick design change was to fit in with the local area - but red brick facades only exist further into South Hampstead, not Swiss Cottage / Belsize Park.</p> <p>I also object to the impact on theatre square, including the farmers market and additional traffic caused to Winchester Road, which is already noisy with cars beeping at least twice per day trying to avoid Avenue Road traffic.</p> <p>Please save our area from this monstrosity which has somehow been sledgehammered through a planning approval process via escalation to the Secretary of State</p>
2025/0852/P	Mei Hing Li	flat 3, 27 belsize avenue, nw34bl	05/04/2025 18:54:36	OBJ	<p>it is destruction for building red brick ' like an ugly red finger. it will cause negative impact on the historic characteristic of this area high rise is not align with the Swiss cottage houses nearby</p>
2025/0852/P	Violeta Barrena Witschi	23 Winchester Road Flat C NW3 3NR London	05/04/2025 15:31:00	OBJ	<p>1. I support the objections raised by the Belsize Society.</p> <p>2. I strongly object to the Site's vehicle access from Eton Avenue, with the vehicle ramp access taken immediately to the east of the pedestrian zone adjacent to Hampstead Theatre, as well as the primary vehicle access at-grade into the Site taken directly from the pedestrian zone of Eton Avenue, where unrestricted access is permitted for Site vehicles.</p> <p>This obstructs the weekly Farmer's Market and endangers our pedestrian square. I also strongly object to the site traffic being diverted to our residential streets (like Adamson Road, Eton Road, Winchester Road and Fellows Road) This is totally disruptive to the area and the local residents.</p> <p>3. I object wholeheartedly to the red brick colour proposal, which will only exacerbate the horrendous planning of this huge tower block. The grey colour or even white/blue like Visage Apartments on Winchester Road would be far preferable, and fit into the skyline much more subtly than a big red brick building.</p>

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2025/0852/P	Kirill Glukhovskoy	Flat 4 12 Lyndhurst Gardens	04/04/2025 10:43:35	OBJNOT	<p>The amended plans for the development at 100 Avenue Road is an example of “creeping” permitting, when initial plans are then amended to increase the scale of a development post-consent and presented as an immaterial change. That is an unfair practice that should not be allowed or encouraged. The change is in fact material and its impacts remain unassessed in a number of critical areas, relying on outdated assessments made more than 10 years ago. The application needs to be refused.</p> <p>1. Change of Appearance</p> <p>At the 1st round of the new developers Regal London’s community engagement in July, some of us requested that the cladding for the 100 Avenue Road 26 (AKA 24)-storey tower block be light in colour to blend in with the sky and surrounding architecture, unfortunately our views were only considered momentarily.</p> <p>The red brick facia proposed would dominate the skyline and not be at all in keeping with the character and appearance of the surrounding architecture of the open space or the 1ve neighbouring conservation areas. It would set a precedent for another ugly ‘World’s End Estate’ type for Swiss Cottage. Red brick works well for low buildings but is too imposing for high rises. At least the white cladding of Essential Living’s 24-storey tower would have 1tted in with the other tower blocks seen from the open space. Reducing overall window size would make the apartments darker internally, and more brick surface area and less glass to reflect light would only add to the tower block looking like a giant industrial chimney stack.</p> <p>~ The proposed brick stye cladding is unacceptable. A soft white would be more appropriate, such as the Portland stone previously proposed and preferred by Camden. No robust assessment of the change in appearance of the building and its impact on the local area has been provided and the consent cannot be granted on this basis.</p> <p>2. Impacts of the Increased Housing Units on the availability of local services and parking spaces are unassessed and unacceptable</p> <p>In order to create 53 more housing units, Regal propose decreasing the unit heights and thickness of the superstructure slabs to squeeze in two more storeys in the tower block and one more in the lower block whilst keeping to the same approved height. An increase from 184 housing units to 237 would mean an increased burden on community facilities and the environment by 29%, at least 100 more residents than for the original scheme.</p> <p>Parking. The need for parking spaces are already at maximum capacity for local residents. Despite this being billed as a car free development, except for disabled occupants, the proposed Travel Plan Coordinator [Residential Travel Plan, # 4] would not be able to prevent 500 new car owners from parking their cars locally. Conversely, the disabled parking spaces in the basement have been reduced from 12 to 8.</p> <p>~ The pressure of additional housing units on all kind of services needs to be assessed at the greater level of detail and Section 106 condition needs to be introduced requiring capital contributions from the developer.</p> <p>- The developer avoids the assessment of the impact on local parking spaces as it is clearly not going to be favourable. The proposed mitigation measures are not realistic as they can be easily avoided by the use of corporate structures and other means.</p> <p>- At the very least, a condition is needed to disallow parking permits for 100 Avenue Road residents.</p> <p>3. Impacts of delivery traffic is unassessed</p> <p>Delivery, Servicing and Waste Management. The currently approved plan is to collect refuse</p>

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					<p>the new plans.</p> <p>6. Transparency</p> <p>Please request from Regal the FULL list of comments/ feedback (with names redacted) they received on their proposed changes beyond their selected summary in their Statement of Community Involvement, and kindly post it on the planning portal along with the other comments to this application, in the same way Essential Living obliged us previously.</p> <p>For the record - Regal's claim that "10,000 Flyers (were) issued over the course of both rounds of consultation" is in question given that a number of us who live closest to the site did not receive flyers on either occasion. Save Swiss Cottage and some of our local Councillors made efforts to inform everyone about the community engagement events, hence the 103 attendees and many responses.</p>
2025/0852/P	CRASH	Flat d 11 Compayne Gardens South Hampstead London Nw6 3DG	04/04/2025 09:22:40	OBJ	<p>This OBJECTION is submitted on behalf of CRASH, the Combined Residents' Associations of South Hampstead.</p> <p>Although the site at 100 Avenue Road is marginally outside the CRASH area, the association has consistently supported the objections of other residents' associations more directly affected by proposals, dating back to the much-hated scheme from Essential Living which was rejected by both residents and council. The current (Regal) scheme is no improvement on the EL proposal. CRASH endorses the objections already submitted by other local groups with particular emphasis on the objection to the proposed use of a darker red brick on external elevations. As already noted, a similar finish at Cresta House opposite sits uncomfortably within the prevailing aesthetic and should not be replicated.</p> <p>Camden is urged to reject the application.</p>
2025/0852/P	Karim	Lancaster Grove	06/04/2025 16:07:22	OBJ	<p>Will this development contribute to Camden's net zero targets? Complete absence of onsite renewable generation, air source heat pumps, urban greening - shocking.</p>

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2025/0852/P	David Reed	Save Swiss Cottage Action Group Flat 2 56 Eton Avenue London NW3 3HN	05/04/2025 12:52:47	OBJ	<p>This over-development of the site at 100 Avenue Road must be rejected immediately. It is utterly out of character with the whole area of northwest London: too tall, awful materials and massive height are the obvious issues.</p> <p>But a more fundamental objection is the this site is COMPLETELY INACCESSIBLE!</p> <p>Its frontage is onto a Red Route, with no stopping or access 24 hours a day and seven days a week! The rear of the site overshadows the Open Space at Swiss Cottage, the side of the Hampstead Theatre building, and the PEDESTRIANS-ONLY Market Square, with regular users including the highly popular Farmers' Market.</p> <p>A small tunnel under the Hampstead Theatre is the only road access route permitted and its height makes it only capable of allowing cars and small vans to access the underground parking area of the 100 Avenue Building.</p> <p>The increase in the number of flats proposed (by reducing the ceiling heights and sizes of flats) makes the problem even more impossible! Over 400 residents are likely to be occupying the flats and, in today's world, that is likely to see deliveries and other visits, including your own waste collections(!) virtually every minute of every day, and night!</p> <p>Apart from this, the increase in traffic on neighbouring roads: Adamson Road, Eton Avenue and Winchester road is COMPLETELY UNACCEPTABLE.</p> <p>There are many other aspects of this development which make it utterly unacceptable:</p> <ol style="list-style-type: none"> 1. Flat sales and ownerships for a start: we demand that all properties must be owner-occupied; NO FOREIGN BUYERS except those planning to be residents. 2. The proposed red brick finish will merely exacerbate the building's impact on the area, making it even more dominant: an EYESORE, dominating the Grade 2-listed Swiss Cottage library, one of the few buildings of architectural merit in the whole of Camden! 3. Inevitably many of the residents will own vehicles which will be parked on local streets, already massively overloaded!. <p>For all of the above reasons this development must be rejected in its entirety, and the land should revert to Camden Council immediately, so they can plan a more acceptable development for LOCAL people's needs, not the greed of overseas buyers.</p> <p>Monika Caro, Chair and David Reed, Treasurer SAVE SWISS COTTAGE ACTION GROUP</p> <p>c/o FLAT 2 56 ETON AVENUE LONDON NW3 3HN</p>

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2025/0852/P	chin pang fung	flat 3, 27 belsize avenue, nw34bl	05/04/2025 18:57:17	OBJ	building red brick ' destroy the appearance like an ugly red finger. it is not align with the historic characteristic of this area high rise is too odd as compared to the Swiss cottage houses nearby

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2025/0852/P	Sophia Ryan	32 Flat F Belsize Square Nw3 4hl	05/04/2025 23:04:19	COMMNT	<p>ChatGPT</p> <p>You said:</p> <p>I want to write a smart message to the size society as I have been made aware that my local market are under attack as the space which they use every Wednesday has been allocated to be used as a route for delivery. Towards the new development on 100 avenue road. I have lived in my area for 2 years but prior to that I resided in hampstead for 6 years and I have always enjoyed the close space which we can relax and not congested to calmly enjoy the space. I am sure there is a better way for the new build to access their delivery and I don't think it's fair for them to just impose this to us local resident who are comfortable and enjoy the sapce we use. It's not our fault they needed to include the extra 2 floors which has resulted to them redesigning the floor plans they originally had. The space is not even that big and it would also obstruct the entrance to swiss cottage station. I pray ypu will reconsider this and make a better decision not to create a rift due to the new build andas they are new to swisscottage they shouldn't try to change the environment to fit their own needs but to better the place so everyone can be happy. I would be grateful if we still have pur farmers market on Wednesday and it dpsent create any congestion on the path way as it is a really bueatiful space and path for friend and family members to relax and enjoy the area</p> <p>ChatGPT said:</p> <p>You're giving feedback on a new version of ChatGPT.</p> <p>Which response do you prefer? Responses may take a moment to load.</p> <p>ChatGPT</p> <p>Response 1</p> <p>Finished thinking.</p> <p>Here's a revised, smart, and respectful version of your message. It keeps your original heart and message while making it clear, professional, and persuasive:</p> <p>Subject: Request for Reconsideration of Space Allocation Affecting Local Market</p> <p>Dear Members of the Size Society,</p> <p>I hope this message finds you well.</p> <p>I am writing to express my deep concern regarding the proposed change to the space currently used by our local farmers' market every Wednesday. It has come to my attention that this space may soon be repurposed as a delivery route for the new development on 100 Avenue Road.</p> <p>While I have lived in this area for two years, I previously resided in Hampstead for six years. Over this time, I've grown to deeply appreciate the unique atmosphere of Swiss Cottage—particularly the open, calm space where the market is held. It's a rare pocket of community and calm amidst the bustle of London, where friends and families gather, support local vendors, and enjoy the environment without congestion or disruption.</p> <p>I understand that developments must adapt and evolve. However, I strongly believe there must</p>

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2025/0852/P	Kalyan Thapa	Flat 22 Eton Court, Eton Avenue	05/04/2025 13:59:55	AMEND	<p>I have serious concerns relating to the following:</p> <ul style="list-style-type: none"> - Its difficult to understand how the red brick colour of the external facade will " fit in" with the local area. If this is approved the tower will stand out like an ugly sore thumb and be a visible eye sore across a large swathe of Camden. - All planned deliveries and service access must be from Avenue Road. There must be no encroachment of the Eton Avenue square outside Hampstead Theatre for such deliveries. The pedestrian area and the Farmers market has been a huge success and fostered a community spirit. This must not be endangered by allowing deliveries of services to the residents of the proposed tower through this pedestrian area which is used by hundreds of people every day.
2025/0852/P	Michael Cohen	69 Eton Avenue	05/04/2025 16:05:27	COMMNT	<p>What is going to happen to the farmers market during construction.</p> <p>The building is out of proportion within the area and the colours of cladding very prominent and not particularly attractive.</p> <p>Are there enough facilities to accommodate so many people?</p> <p>Can you send better rendering of the site and grounds?</p>

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2025/0852/P	South Hampstead Flood Action Group	189 Goldhurst Terrace NW6 3ER	06/04/2025 18:40:50	OBJ	<p>Comments on the Flood Risk Assessment</p> <p>The Flood Risk Assessment (FRA) states that the risk of flooding on the site is low. However nearby Winchester Road was badly flooded in 1975 and in 2021, and Belsize Road, which sits to the west, downstream of the site, was badly flooded in 1975, 2002 and 2021.</p> <p>The National Planning Policy Framework paragraph 178 states that: “the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall”.</p> <p>Camden Council expects FRAs to “identify the main flood risks to a development site, assess whether the development will increase the flood risk, and set out recommendations for the provision of suitable flood mitigation measures to reduce the impact of flooding at the site and in the surrounding area”.</p> <p>We welcome the plans to install various flood protection measures on the site, such as the attenuation tanks. However we are concerned that in the first paragraph of 5.3 the FRA mention rainfall falling on paving.</p> <p>Camden’s CC11 Policy on Sustainable Drainage says: “The Council will resist proposals including impermeable surfacing (where rainwater would run-off the surface rather than soak in) unless it can be demonstrated that it is unavoidable.”</p> <p>To assist in protecting homes and businesses in surrounding areas from surface water flooding, we would like Camden to insist that the developers should make all the hard surfaces permeable.</p>

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2025/0852/P	C J Langdon	44 Lambolle Road	04/04/2025 12:07:18	COMMNT	<p>I am adding a second comment here regarding the process Council has used to inform residents about this proposal. Speaking to a dozen traders in Swiss Cottage market on Wednesday, no-one was aware of it. They said they haven't been informed by the Council. The reason is clear.</p> <p>NW3 4HR</p> <p>I just checked for Council statutory notices. There is one yellow notice - as far away as possible from the market. It has the wrong date on it: "Monday 31 sr (sic) March." Leaving aside the speller, the Council has failed to:</p> <ul style="list-style-type: none"> - Correct the date to April 6th; - Post the notice where it is visible in the market. The chosen lamp-post is well beyond the market area and away from the regular walking route of pedestrians and tube goers. Frankly, it would be hard to find a better spot to choose, so that the notice would not be seen! <p>I did find one old notice (it lapsed 8 Dec 2024) from Camden's road stopping team. It is visible: it is on a lamp-post right in front of the Hampstead Theatre. The legal language is pretty hard to understand for residents, certainly me! But at least it is there for people to see. So, there is no reason why a yellow notice could not have been posted by the Council on this lamppost.</p> <p>I could only find today one other (also misdated & misspelled) Council notice relating to 100 Ave Rd - 2025/0852/P. It is on a lamp-post on opposite side of the street. It's possible others in Finchley Rd have been removed.</p> <p>As I walk daily through Eton Avenue, from what I can see: no yellow notices relating have been posted in the regular, busy walking routes where people walk, talk and shop or go to the market(s) the tube & bus-stops, or to the Theatre, Royal Central, Swiss Cottage Hotel and the care home. Have they been removed?</p> <p>Or did the Council, which to its credit, normally plays great attention to public consultation, not think it was part of it's role to alert people? This is not some small development. It is a major scheme where there has been so much local public concern over the past decade.</p> <p>Secondly, I get regular email alerts from Camden digital planning for planning applications 500 m from my home. I live 483 metres from 100 Ave Rd (per Google Maps.)</p> <p>I just checked my inbox and spam. I can find no digital alert about 100 Avenue Road since 1 March. Maybe I have missed it, or it was sent earlier. If so, I sincerely apologise in advance! Or given the rushed nature of the physical notices - bad siting, wrong date, and minor spelling error: was the application not passed to the digital planning team for inclusion in the alerts?</p> <p>I raise this all now - in case the information process failures I have outlined are relevant to the process of public consultation.</p>

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2025/0852/P	S-J Raynor	Harley Road NW3 3BN NW3 3BN	06/04/2025 09:44:43	COMMNT	<p>I am objecting to vehicle access to the development across the Eton Avenue square outside the Hampstead Theatre.</p> <p>This is an inner city area with good existing main road infrastructure and easy access from Avenue Road to the new development. Pedestrian areas should be protected. Access can already be gained from Avenue Road therefore no extra entrance is needed. The farmers market which is held in this square is growing in popularity and and should remain in situ without a road running next to it or through it. There are many local schools in the area and the children all safely access the square to get to the Swiss Cottage Open space as well as buying snacks from the street food vendors on the square. In todays current climate it is outrageous to even consider taking a pedestrian space and turning any part of it into a road. The square is a community hub and people meet and gather there. NO TO RUNNING TRAFFIC THROUGH THIS SPACE.</p>
2025/0852/P	Rosanne Shamash	30 Crossfield Road NW3 4NT	04/04/2025 14:50:53	COMMNT	<p>I leave a block away from the proposed building site, and feel that this will destroy the area with more people traffic and automobile traffic. The area is already congested, especially during the school terms and weekends, and this building will make it worse.</p> <p>We have a driveway,!!; this will most likely be blocked by either visitors if residents of the proposed building, as well as residents themselves. There is the Hampstead Theatre and Speech and Drama school which already produces a lot of people traffic, and my concern is that the crime will also increase if more people are set to live in this area.</p> <p>There is the infrastructure is not in place to allow for more people and automobiles, if this proposed building site is approved. There building can be a few floors high, but anything more than that will be detrimental to this once beautiful area, which is sadly deteriorating.</p>