

From: Annelies Simeloff
Sent: 04 April 2025 12:03
To: Christopher Smith
Subject: Consultation Regal Development Swiss Cottage

Dear Christopher Smith,

Please consider my objections to this proposal?

1. This proposes a 26 Stories tower in the middle of a conservation area consisting mainly of 19th Century brick 2 and 3 story houses. It states that in order to fit in with surrounding area they intend to clad the tower in red brick! This will make the tower stand out like a sore thumb and ruin the entire area.
2. 50 new dwellings are added to the previous proposal, this will cause additional pressure on the local roads and transport system. The Swiss Cottage gyratory system is already overloaded and a constant source of very very long traffic queues causing serious air pollution. Local residents already struggle with parking and a further 500 cars to be parked in the road will cause violence and vandalism.
3. The accommodation in the tower block will be marketed particularly overseas. Therefore it will do NOTHING to relieve the housing crisis in fact it will make it worse. There will be more B&Bs; more demand on transport facilities.
4. Access during construction and afterwards: This will remove an important public space in front of the Hampstead Theatre. Currently the space is in CONSTANT USE by local market traders; as well as the Farmers Market (you will not want to further damage the interests of the farming community??); in addition it is much used by local families with small children.

This proposal will absolutely RUIN and kill off the community space.

5. No difference is made between affordable housing (80% of market rate) and social housing (50% of market rate). In addition all affordable housing is in a separate building thus allowing the developer to use inferior materials, inferior floor plan designs and whatever else to save money. Please stop this type of approach.

Dear Mr Smith I could go on and on. We do not want this development with a design that is based on maximising profit rather than offering excellent design and housing for the local population. The best solution would be for the Council to take over the land and open an architectural competition for local housing. Please consider this idea, it would make great strides in reducing Camden's housing crisis.

Thank you

Anneliese Simeloff

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