

From: Paul Simon Fineberg

Sent: 07 April 2025 15:55

To: Christopher Smith; Planning

Subject: Objection to Regal London's 100 Avenue Road 2025/0852/P

Dear Sir or Madam,

Objection to Regal London's 100 Avenue Road 2025/0852/P

Please note the following design objections which relate to the deleterious effects this brick clad tall tower proposal would impose on surrounding Conservation Area neighbourhoods and the wider London panorama.

Objection to the Visual impact on surrounding Conservation Area neighbourhoods and view corridors

No concept design rationale has been presented that would demonstrate an acceptable —let alone positive and uplifting— relation of the proposal to surrounding Conservation Area neighbourhoods.

Assessment of any such presentation must include the long views down Eton and Fitzjohn's Avenue, up Avenue Road, and from many other local and longer distance vantage points.

The present proposal would too starkly mark views from these deeply valued places with the presence of depressingly ordinary developer housing, the like of which is common to rebuilt industrial areas of London.

Being of generic appearance, this proposal appears not to have been conceived for this prominent position in this much valued part of London.

The dark-hued brick or brick style slip cladding is unacceptable on a tower of such height and prominence. Brick is normally associated with Edwardian or 1930's era mansion blocks of 4 - 5 or 6 storeys, as found in numerous neighbourhood locations, including 40 metres south of the application site in the Ernst Freud designed Regency Lodge (6 storeys).

The visual impact of a brick tower would be totally inappropriate at this height and position for the reasons noted.

Light coloured stone is preferred to harmonise with the sky, such as the Portland stone previously proposed and preferred by Camden Planning Authority.

Deleterious effect of proposal on local public amenity and atmosphere : unit number increase and additional burden on local capacity

The proposals would squeeze 28% more housing units (53 in number added) by minimising internal room heights and so reduce at a stroke the spatial amenity of every single one of these apartments.

Local community facilities, the environment and congestion of added service delivery traffic would mean the public amenity and atmosphere of the local area would carry the burden of the fiscal benefit realised by private developers.

This significant change in proposals must be evaluated fully to determine the correct and proper balance of any eventual development.

The addition of the extra 3 storeys and 53 housing units is unacceptable unless an alternative workable access / egress route is workable for delivery, servicing

and waste management from Avenue Road A41 which in principle has the capacity to absorb this in terms of the atmosphere of that busy road.

Sincerely

Paul Fineberg

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