

Dear Christopher Smith,

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

(Preceded by two observations on Swiss Cottage's population density and air pollution: Camden Council's Neighbourhood Profile for Swiss Cottage lists under Challenges, 'Population density of 141 people per hectare (Camden: 105.4pph)'. This before the mega-development is built.

The 100 Avenue Road Air Quality Assessment, February 2025, notes that:

'1.3 The proposed development lies within a borough-wide Air Quality Management Area (AQMA) declared by London Borough of Camden (LBC) for exceedances of the annual mean NO₂ and 24-hour particulate matter (PM₁₀) objectives. The majority of the site is also located within the 'Swiss Cottage from South Hampstead to Finchley Road Station' air quality Focus Area, one of 187 areas identified by the Greater London Authority (GLA) as locations that not only exceed the annual limit value for NO₂, but also have high levels of human exposure.

1.4 The proposed development will introduce new residential exposure into this area of potentially poor air quality, thus an assessment is required to determine the air quality conditions that future residents will experience. It will also generate additional traffic flows on local roads, which may impact on air quality at existing residential properties along the affected road network. The main air pollutants of concern related to road traffic emissions are NO₂ and fine particulate matter (PM₁₀ and PM_{2.5}).')

This objection is based on the over-whelming appearance of the development on our local area and beyond, the Increased number of units, marketing and parking:

Appearance

Red brick facing on the tower would dominate the skyline for miles, and the totally inappropriate massing would in no way reflect the character and appearance of its neighbouring six conservation areas, as its sheer height and absurdity would introduce a discordant note to the low, people-friendly conservation areas surrounding it.

It must be accepted that this ill-conceived development will be an ugly addition to the neighbourhood, and tomorrow's social geographers will be at a loss to understand how and why it was plonked down in this human-friendly area; I hope that they will have access to the records, so that they will at least see the strength of feeling against the development amongst those who, unlike the developer, will have to live with and look at it. It is impossible to assert that the project will 'improve and enhance' the conservation areas. Indeed it will cause them enormous harm, being the antithesis of their ethos (which should have provided a simple reason to refuse the earlier application on appeal). If, however, the development cannot be stopped, then it is essential that it is as invisible as possible so that, to a tiny degree, the harm is mitigated. Let it, therefore, be greyish in colour.

Increased Number of Units

The primary interest of developers, who do not live in and appreciate the neighbourhoods in which they build, is the bottom – financial – line. It is proposed that the number of flats should be increased from 184 to 237. If this is agreed, the proposal would add 53 households to an already large-scale development, with corresponding effects on the well-being of the local area and its residents. The proposal should be rejected, because for Camden's Labour Council, the well-being of its tax payers must take precedence over a developer's profits.

Marketing the Flats for Sale

There is an urgent need to curb overseas involvement in the UK's property market - now an investment vehicle for the global super-rich. Our government must impose restrictions on overseas buyers - as have many other governments, including Canada, Switzerland, Thailand, Singapore, etc - in order to ease our housing crisis and help reduce house price inflation.

The London new-build market is dominated by global capital, being a secure destination for international investors, as it performs consistently well in an unstable global economic climate. What this market should be doing instead, however, is meeting local housing needs.

However this is for national government to sort out.

Meanwhile, if a policy of selling rather than renting is agreed for this development, and if Camden Council intervention in such a matter is possible, then the developer should be told to advertise the flats first in the UK, exploring overseas markets only if they do not sell within a reasonable period. Also, if there is a way of preventing it, the use of the flats as air B&Bs should be forbidden – otherwise, what is the point of all this, if not for longterm homes?

Parking

The applicant's Planning Statement SECTION 73 AMENDMENT APPLICATION says 'To prevent the Proposed Development from impacting any local on-street parking, residents will be restricted from obtaining an on-street parking permit.'

The entire site needs to be secured as parking permit car free by means of an S.106 agreement, removing the right of residents, both at completion of the works and in the future, to be provided with on-street parking permits.

Yours sincerely

J Franklin