

From: Edie Raff
Sent: 16 April 2025 17:08
To: Christopher Smith; Planning
Subject: 100 Avenue Road 2025/0852/P

OBJECTION to Regal London's planning application for 100 Avenue Road 2025/0852/P

April 16, 2024

Dear Christopher Smith

I am writing, as the Chair of the Cresta House Residents Association [CHRA] and a former chair of Save Swiss Cottage – to object to Regal London's proposed changes/amendments to the existing planning permission for 100 Avenue Road and the conditions on which that existing permission was granted:

1. Regal seeks permission to add **53 additional units**; 53 housing units more than was *originally granted for the build*. An increase from **184** units to **237** units is a **huge increase from the additional planning permission**. This substantial increase will make the following consequences even worse:

- There will be **additional traffic within the community pedestrianised market space** for **deliveries** to the new development
- There will be additional traffic within the community pedestrianised market space for the **removal of refuse** from the new development
- There will be **additional pressure on parking spaces** in the surrounding streets – where parking is already extremely difficult for residents

2. Deliveries to furnish Regal's 237 new units are to take place via the narrow, low-ceilinged parking area underneath the Hampstead Theatre.

Subsequent **daily deliveries** from Amazon, Ocado, Waitrose, etc to Regal's 237 units [and potentially c800 residents] – will also have to take place via the underground space beneath the Hampstead Theatre.

- Regal's claims that these deliveries will generate only **33** or 34 deliveries a day is clearly unrealistic and will wreak further havoc in the market space – if feasible at all.

3. Regal is seeking permission to **entirely disregard** the **original premise on which planning permission was granted** – which was to bring **affordable rental housing to Camden residents**.

- The original planning permission was granted [in the face of ferocious and almost universal local objection] on the condition that the new units would be Build to Rent units.

- Regal is asking Camden to ignore this essential condition and allow them to **sell – not rent - the 247 new flats**.

- Given that Regal has offices in Dubai and agents in China and Hong Kong – it takes no leap of the imagination to assume that these 247 new flats – for **sale - not rent** - will likely be bought by overseas and absentee landlords who will not live in these units full time if at all – and will likely contribute little or nothing to the local community.

On behalf of the local community, I ask Camden – both its Councilors **and Planning Team** – to reject Regal's proposed radical changes to the planning permission granted to Essential Living.

Kind regards

Edie Raff, Chair CHRA