

**From:** Freda Hooberman  
**Sent:** 17 April 2025 19:15  
**To:** Christopher Smith; Planning  
**Subject:** 100 Avenue Road 2025/0852/P

Dear Sirs

## **100 Avenue Road 2025/0852/P**

Please find below my objections to some of the changes to the planning application now proposed by the new 100 Avenue Road developers, Regal London. I have listed them under the relevant headings:

### **1 Change in external appearance**

Red brick cladding on this tall block, which is seen against the sky, would stick out like a sore thumb and not fit in at all with its neighbours. Something different and more respectful is wanted that would visually blend into its background, perhaps pale grey or white/beige cladding. Red brick in this context is too brutalist and will look like a factory building against the sky.

### **2 Local kerb side car parking in view of proposed substantially increased residential capacity**

In this CA-B area car parking is already at a premium, with all those who have valid residents parking permits having to compete against each other for the insufficient number of spaces available. The current number of residents parking permits must not be added to. Therefore occupants of 100 Avenue Road who will not be able to park within the development should not be allowed to obtain residents permits for local on street parking, with the exception of course of anyone who is disabled.

### **3 Deliveries to and refuse collection from the development**

A greatly increased number of residential units is now proposed, with a corresponding increase in deliveries and waste collection. However, the market area and open space in front of the Hampstead Theatre is a community-wide asset, a pedestrian area currently safely enjoyed by all. The delivery/collection traffic that will inevitably result from the proposed increase in residential units is far too great in volume to be allowed to encroach on this and would make the area unsafe and less pleasant for users, as well as possibly

putting an end to the market. If the additional housing is to be permitted, deliveries and refuse collection must be rerouted by the A41.

#### **4 Second homes, empty much of the time**

London in general and Swiss Cottage in this case does not need more 'second homes' or foreign investments, left empty for much of the time, as Labour's pre-election pledge recognised. We need more homes for people who will actually live there and contribute to the local community. It should be possible through planning conditions to ensure that these units may only be sold for use as primary dwellings. It is essential that such a requirement is both imposed and enforced.

Thank you for this opportunity to comment and I look forward to your response.

Yours faithfully

Freda Hooberman Deere

Adamson Road NW3 resident