

From: Catsou Roberts
Sent: 21 April 2025 08:13
To: Planning
Subject: Objection to 100 Avenue Road Proposal

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

No design rationale is presented that would demonstrate an acceptable relation of proposals to surrounding Conservation Area neighbourhoods.

Assessment must be made of the long views down Eton and Fitzjohn's Avenue, up Avenue Road, and other local and more distant vantage points.

The proposal would negatively mark local views with very ordinary developer style mass housing that is not demonstrated to be of, or sympathetic to this Conservation Area neighbourhood

The dark-hued brick or brick style slip cladding is unacceptable on a tower of such height. Brick is normally associated with Edwardian or 1930's era mansion blocks of 4 - 5 or 6 storeys, as found 40 metres south of the application site at 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 would harmonise more readily with the sky, such as the Portland stone previously proposed and preferred by Camden Planning Authority.

The proposals would squeeze 28% more housing units (53 in number added) by minimising internal room heights and so reduce the internal amenity of this development.

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

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

The addition of a greater weight of development in 53 housing units is unacceptable unless an alternative access / egress route is workable for delivery, servicing and waste management from Avenue Road A41

Thank you for your attention,

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