

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1534/P	Elaine Elghanian	37 Belsize Avenue London NW3 4BN	21/04/2025 13:22:39	NOBJ	Wonderful to finally have a high end hotel in the area designed with such eclectic colors and materials. Highly welcome the idea and looking forward to see in operation. It's a great addition to Camden as a structure and service. A boutique hotel as such will attract other business such as great Restaurant's and fashion boutiques to also invest in the area bringing a new vibe and class to SwissCottage.
2025/1534/P	Luke Shelley	46 Huxley Street	17/04/2025 10:13:50	COMMNT	Really pleased to see a high-quality boutique hotel planned for this site. It's a much-needed addition and a big step forward for this part of Swiss Cottage. The material choices also look great, elegant and well considered.
2025/1534/P	Luke Shelley	46 Huxley Street	17/04/2025 10:13:52	COMMNT	Really pleased to see a high-quality boutique hotel planned for this site. It's a much-needed addition and a big step forward for this part of Swiss Cottage. The material choices also look great, elegant and well considered.
2025/1534/P	Daniel Elia	62b Marlborough Place	17/04/2025 09:43:40	SUPPRT	Finally a boutique hotel here. Extremely needed in this location as there is currently a serious undersupply. Love the colour tone and material choice but after having look through the portal and the previous scheme what a terrible decision to lower the building. The new scheme looks very out of place after having seen the previous one! Nonetheless still a great design with a lovely activated frontage and hope this scheme is delivered swiftly

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2025/1534/P	Joey D. Barnett	48 Burrows Road	17/04/2025 09:53:54	SUPPRT	<p>As a long-time resident of the area for over a decade, originally from the north of England, I feel strongly that this proposal is not just welcome—it's essential. I regularly have family visiting from the north, and one of the things that's always been glaringly missing in Swiss Cottage is exactly what this application proposes: a beautifully designed, high-quality boutique hotel that brings warmth, sophistication, and vitality to the neighbourhood.</p> <p>This is an amazing transformation that breathes fresh life into the area. The proposed design is elegant, well-considered, and perfectly pitched for this part of Camden. I particularly love the material choices and colour palette—they speak to quality and permanence without shouting for attention.</p> <p>The project is clearly needed. It fills a gap in local amenities while being sensitive to the existing context. I might even say it's a shame the scale isn't a little larger—it feels modest in the setting, and there's room for more ambition here. Compared to the previous application, this version feels far more aligned with the spirit and identity of the area.</p> <p>This addition will not only bring joy to local residents but also offer a real sense of welcome and value to visitors—whether from elsewhere in the UK or abroad. It's a place I'd be proud to recommend to my family and friends.</p> <p>Please support this exceptional proposal. It's rare to see something so thoughtful and timely.</p> <p>I look forward to experiencing it and welcoming my family and friends from the north of England to stay.</p>
2025/1534/P	Joseph spiro	12 montagu square, flat 2	17/04/2025 19:28:45	COMMNT	<p>Great scheme, very special and tasteful material selection. High quality workmanship and design is overdue in this location to try and raise the standard and this has succeeded.</p> <p>Having monitored the previous application I noticed the applicants have lowered the building my two stories. Not sure why that's been done but the previous application was far more appropriate in the setting. We should be proud of tasteful architecture, not stunt it.</p> <p>Additionally the activated ground floor is welcomed and hopefully with a single retailer on the ground floor we can hope for something tasteful and appropriate. Not sure why they haven't extended the offering across the whole ground floor but hope they do!</p> <p>Big supporter!</p>

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2025/1534/P	Ilan elghanian	37 BELSIZE AVENUE	21/04/2025 09:58:44	NOBJ	<p>shame it's not higher - seems small in context</p> <p>amazing transformation of that part of Swiss Cottage</p> <p>Looking forwards to seeing the end result</p>
2025/1534/P	Afi	Tapestry apartments 1 canal reach	19/04/2025 07:27:58	COMMNT	Really pleased to see a high-quality boutique hotel being proposed—such a welcome and much-needed addition to the area. The design looks fantastic, and the choice of materials and colour really elevates that part of Swiss Cottage. It's a brilliant transformation. If anything, it could even go a bit higher—it feels modest in scale given the surroundings.
2025/1534/P	Benjamin Shashou	184-186 Sutherland Avenue London W9 1HR	18/04/2025 11:42:22	SUPPRT	<p>Dear Camden Council,</p> <p>I write to you with respect to this planning application to put forward my full support for this fantastic proposal. Having grown up around Swiss Cottage and St John's Wood, I truly believe this area is well deserving of a high-quality boutique hotel to help with the well deserving positive transformation of this part of Swiss Cottage. I only hope this hotel would be large enough to accommodate the travel needs of the area and wonder if a taller bigger building would better meet the future demands of the local vicinity.</p> <p>Kindest regards,</p> <p>Benjamin Shashou</p>