

Christopher Smith
Planning Solutions Team
London Borough of Camden

BY EMAIL ONLY

23 April 2025

Dear Mr Smith & the planning team

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

Regal launched its first round of community engagement event at Swiss Cottage Library in July 2024 and the second in November. I attended both events and sent objections to their proposals:

Build model & Environmental Impact Screening (EIA)

Essential Living proposed long term build for rent model. Regal propose a short term build for sale quick profit model with a huge increase in units from 184 to 237 which will severely impact the local community and already challenged NHS and education resources. It was made clear in both presentations that Regal were moving a long way from the proposals that Essential Living gained planning permission for, yet Regal say "the amendments to the scheme do not warrant the need for an EIA". Given the significant changes and challenges to community resources an EIA must be provided.

Visually

Regal propose a dense dark red brick giant tower which in my opinion is architecturally a monster blot on our local landscape and much less visually appealing by previous proposals by Essential Living (which were not at all well received by the local community). Regal say they listened to the community but provided no evidence that they were listening to the wishes of the community because no one I have spoken to likes what they have proposed and would prefer a light Portland stone previously proposed by Camden.

Informing the community

I live right next to the development and did not receive notification by post for the first consultation, this was rectified by Regal for which I was grateful. I did receive the second notification but I am told that others close by did not. In addition, the information on Regal's website could be clearer and suggested to Regal that they rectify this with pages specifically for each consultation along with links for the presentations and with all the necessary documentation. For these reasons alone and there are others please ask Regal to amend their website and require them to have further community engagement, preferably with a proper meeting where the community can ask them questions and that this is recorded for the benefit of those who are not able to attend.

Deliveries, servicing and waste management

Again, I live right next to the development and I do not see how Regal can justify claiming that the deliveries, servicing and collecting the waste can possibly be carried out without putting residents, visitors and market stall owners in danger before, during and after the build completes. Regal's proposals also put the viability of the much loved and used Swiss Cottage Market in danger which would be a real loss to the community and beyond.

Given the above I request that this application is rejected.

Yours Sincerely

Alex Andrews