

We would welcome wholeheartedly the additional homes and a new facility for the Winchester Project, but there are so many valid issues raised by local residents, heritage groups and others that we must object to this application. It fails to address the shortcomings of the extant permission and in several ways makes things worse. Our objection is on the following grounds:

- 1) The proportion of social homes (29.5%) in the proposed development remains a long way short of the council's policy of 50%. The new application is a missed opportunity to improve on this shortcoming.
- 2) We are concerned that earmarking the non-social homes for **sale**, rather than for rent, would increase the risk of these properties being sold overseas as second homes and investment opportunities, thereby neither helping with the housing shortage here in Camden, nor generating a thriving community.
- 3) We are not convinced that the new, red brick cladding would be an improvement on the existing scheme. We appreciate the concept that it would be somehow more in keeping with other buildings in the area, but the nature, scale and massing of the proposed building is such that it must surely fail to have the desired effect. It is our opinion that the design of the extant scheme and the new proposals are both flawed and will have a significant detrimental impact on the Belsize Conservation Area.
- 4) The scale and massing of the proposed building is no better than the extant design. This is a missed opportunity to come up with something more fitting for the location.
- 5) For the demolition phase of the site, under the extant permission, construction traffic was a major problem when not routed via Avenue Road. If permission is granted for this new application, it is essential that the Construction Management Plan requires that construction traffic is via Avenue Road, not Eton Avenue.
- 6) The same dynamic should apply for servicing the building post-construction. Vehicular access should for the most part be via Avenue Road. The Eton Avenue market space is not suitable for more than occasional vehicles, such as for the markets and for servicing Hampstead Theatre. There is no way that this route can support the large number of vehicles that servicing a building of the proposed scale would require. To do otherwise would severely undermine the purpose of the open space and make it dangerous for pedestrians.
- 7) Given the amenity and heritage impacts of the new building on the local community, as well as the construction impact, it would be a travesty if these concerns were not properly taken into account and addressed.

We are asking that this application is rejected in its entirety and the developer is requested to make further changes.

Cllrs Judy Dixey, Matthew Kirk and Tom Simon

Belsize Ward