

| Application N | Consultees Name | Recipient Address  | Received            | Comment        | Response   |
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| 2025/1534/P   | Noor Khan       | 51 Agincourt Road<br>London                                  | 18/05/2025 23:51:41 | INT            | I object to the proposed development as this will impinge on the residents of New College Court as an owner within the block which is next door to the proposed construction. The height and depth will affect the light and views resulting in some bedrooms, kitchens and bathrooms of residents overlooking the walls or windows of the proposed hotel. A long-stay hotel would also create more antisocial issues for residents who are already dealing with non-residents sleeping in communal areas. This is not an appropriate location to site such a building. The disruption to people living in the immediate vicinity through such a large-scale construction, including excavations which could adversely affect the neighbouring buildings, would be too much. It would completely change the current outlook of this part of Finchley Road for the worse. |
| 2025/1534/P   | Hashim Ahmad    | Flat 15 New<br>College Court<br>Finchley Road<br><br>NW3 5EX | 15/05/2025 17:59:34 | OBJ            | Dear sir/madam:<br>The proposed building will be much deeper and higher than the next door building (New College Court), which means we will lose a lot of sun lights to the bedrooms at day time. The light loss will reduce the value of our flats and the rentals yields. The light loss analysis has not considered another development on the both sides of the building. We did not receive any letter or information related to this application, as we found it by coincidence. In addition to the problem with light reduction we found a lot of information related to the hotel residents in general that it is generating security risks. Another problem will be the affecting of the demolition of the existing building on the structure of our building and the problems of the pest (mice, cockroach etc.) and noise coming from it.                    |
| 2025/1534/P   | Laura Long      | 12 New College<br>Court<br>Finchley rd                       | 17/05/2025 16:58:23 | PETITNO<br>BJE | Hello,<br>I object the construction of this building as a resident of 12 New College Court, London, right by the site where this building would be constructed.<br>This will affect the security of us, the residents, so I would prefer to vote against this development.<br>Thanks<br>Laura  |

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| 2025/1534/P   | India Sargent   | House 2<br>39 College<br>Crescent | 16/05/2025 22:52:02 | PETITNO<br>BJE | <p>To whom it may concern,</p> <p>As residents living directly behind the planned development I would like to state my complete objection to this new structure. It will totally obliterate the natural light source we have in our garden not to mention the utter lack of privacy we would have to contend with being overlooked by those staying there.</p> <p>These are not factors that were in play when we purchased a home for a large sum of money for a home we intended upon enjoying for many years.</p> <p>It's unfair and unrealistic to expect the current residents to take on these massively negative factors by changing our living standards so dramatically.</p> <p>Please accept this email as a firm objection to this quite ludicrous suggestion/ intention of placing a structure of this nature in the intended size &amp; position.</p> <p>Regards<br/>India Sargent<br/>House 2<br/>39 College Crescent<br/>NW3 5LB</p> |

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| 2025/1534/P   | Alvise Marsoni  | 15A Buckland Crescent<br>London<br>NW3 5DH | 15/05/2025 19:33:49 | OBJ     | <p>I recently had the opportunity to visit a four-storey house at 39 College Crescent, NW3, which belongs to one of my neighbours.</p> <p>I was shown around the property and remarked on how beautifully the house is flooded with natural sunlight, thanks to the large sliding doors opening onto balconies and the expansive windows overlooking the low rooftops of the shop parade on Finchley Road. These features offer far-reaching views of London's skyline to the south-west.</p> <p>However, I noticed that my comments about the abundant sunlight and openness caused visible distress to the owners. When I enquired, they explained that, after a decade of enjoying these precious qualities, they are now in grave danger of losing them.</p> <p>They had, almost by accident, discovered a planning application submitted to Camden Council by a developer proposing a new hotel above the low-lying shop parade on Finchley Road mentioned above.</p> <p>This new development would add four storeys to the existing structure, which would almost entirely block the view and significantly reduce both daylight and direct sunlight to their home.</p> <p>I was also shown the planning application drawings available on the Camden Planning Portal. These clearly depict a substantial rear elevation of the proposed hotel, located only about 14 metres away from the house. The plans confirm that both the view and natural light currently enjoyed by the property would be severely compromised.</p> <p>The proposed design shows little architectural merit.</p> <p>Furthermore, no effort appears to have been made to mitigate its visual and environmental impact on adjacent residential properties.</p> <p>For instance, a more imaginative use of window pattern or the use of more refined materials and some landscaping — rather than the currently proposed brick façade and aluminium windows with tinted glass — could have softened the building's impact considerably, and perhaps more importantly, the complete omission of the last floor, which would substantially reduce the loss direct sunlight and views.</p> <p>In my opinion, Camden Council should ask the developer to commission some CGI views taken from 39 College Crescent's balcony/windows to assess what the real visual impact of the proposed development will have on the livelihood of all those living in its shadow. Importantly, the site lies on a critical boundary between a residential neighbourhood and a commercial zone. Developments in such sensitive areas must be approached with care to avoid the pitfalls of overdevelopment and excessive massing, particularly when driven by commercial ambition.</p> <p>Moreover, as noted above, good architecture should serve as a tool to reduce the impact of new buildings on their surroundings. Regrettably, this principle has not been applied in the present</p> |

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|               |                 |                   |          |         | <p>case.</p> <p>To my surprise, the owners fully understand the need to modernise and improve the commercial stretch below. However, they — quite rightly — feel that this should be done with thoughtful planning, appropriate scale, and design excellence, ensuring that any development enhances rather than diminishes the residential quality of the area.</p> <p>Below some key points and relevant Camden Local plan and London plan:</p> <ul style="list-style-type: none"> <li>• Loss of daylight/sunlight</li> <li>• Overdevelopment and overmassing</li> <li>• Loss of privacy and harm to residential amenity.</li> <li>• Negative impact on character and setting of the area.</li> <li>• Inappropriate architectural design (poor materials, lack of mitigation).</li> <li>• Disruption to the residential/commercial balance.</li> <li>• Non-compliance with Camden's Local Plan or the London Plan (especially policies on design, scale, context, and heritage).</li> </ul> <p>Policy A1: Managing the Impact of Development. This policy requires that new developments:</p> <ol style="list-style-type: none"> <li>1 - Do not harm the amenity of neighbours, particularly in terms of loss of daylight, sunlight, outlook, privacy, noise, and disturbance</li> <li>2 - Are appropriately scaled and designed in relation to existing buildings and surroundings.</li> <li>3 - The new hotel's height and mass would severely reduce daylight, sunlight, and outlook for 39 College Crescent and possibly others. This is a direct breach of A1.</li> </ol> <p>Policy D1: Design. This policy promotes:</p> <ol style="list-style-type: none"> <li>1 - High-quality design that respects the local context and enhances the character of the area.</li> <li>2 - Developments that respond positively to local distinctiveness, scale, and architectural language.</li> <li>3 - The proposed block appears to lack architectural quality and sensitivity to nearby residential properties — especially in massing, materials, and design detail. It would dominate the street scene and disrupt the area's character.</li> </ol> <p>Policy D2: Heritage. This policy applies if the area or adjacent buildings have any conservation status or historic merit</p> <ol style="list-style-type: none"> <li>1 - It aims to preserve and enhance heritage assets and their settings.</li> <li>2 - If the house or wider College Crescent lies within or near a conservation area (like Fitzjohns-Netherhall or South Hampstead), the proposal could harm the setting of that area.</li> </ol> <p>Policy H1: Maximising Housing Supply. Although this policy supports new homes, Camden is not prioritising hotel development unless: There is a demonstrable need,</p> <ol style="list-style-type: none"> <li>1 - The site is appropriate, and</li> <li>2 - The use doesn't harm residential amenity.</li> <li>3 - A new hotel in a residential/commercial fringe, where it threatens daylight and privacy, may conflict with H1 if it undermines residential quality.</li> </ol> |

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|               |                 |   |                     |         | <p>Policy E2: Offices and Other Employment Uses. This policy allows hotel development, but only if:</p> <p>1 - It is well-located for business visitors or tourists.</p> <p>2 - It does not harm the character or amenity of the area.</p> <p>3 - Design and scale are sensitive to surroundings.</p> <p>4 - The scale and mass of the proposed hotel in a mixed-use/residential context may violate these conditions — particularly if the demand for hotel rooms in this exact location is questionable.</p> <p>Camden Planning Guidance (CPG): Amenity (CPG1). Camden's supplementary guidance lays out expectations for:</p> <p>1 - Daylight/Sunlight (following BRE Guidelines),</p> <p>2 - Avoiding overlooking and loss of privacy,</p> <p>3 - Maintaining outlook and views,</p> <p>4 - Avoiding overbearing structures.</p> <p>5 - The development clearly fails BRE daylight/sunlight expectations and would be unreasonably overbearing.</p> <p>London Plan 2021 Policies</p> <p>1 - Policy D3: Optimising Site Capacity through the Design-Led Approach (requires context-sensitive, high-quality design).</p> <p>2 - Policy D6: Housing Quality and Standards (relevant if existing homes are affected).</p> <p>3 - Policy D9: Tall Buildings (requires careful design and location justification for tall buildings, especially near residential zones).</p> |
| 2025/1534/P   | Ellie           | <p>Flat 4<br/>22 Lymington Road</p> <p>Flat 4, 22<br/>Lymington Road</p> <p>Flat 4, 22<br/>Lymington Road</p> | 15/05/2025 09:56:28 | COMMNT  | <p>I have significant concerns about this proposal. New College Court is already notably tall compared to its surroundings, and adding more tall buildings nearby could drastically reduce the light reaching the protected tree behind it. This poses a serious risk to the tree's health and could ultimately lead to its decline.</p>   |