

Nouitza Matossein, 12 Glenilla Rd, London NW34AS
15 April 2014

TO: planning@camden.gov.uk
CC: saveswisscottageNW3@yahoo.co.uk

SUBJECT: 100 AVENUE ROAD/ PLANNING APPLICATION 2014/1617/P

We object to the planning application to demolish the existing building and redevelopment for a 24-storey building and a part 7 part 5 storey building comprising a total of 184 residential units and all the associated development.

1. Despite objections and representations of local residents to the developers, it appears no real changes have been made to the scheme.
2. The development may cause material harm to the local area because it appears to be out of scale. It is too HIGH, too BULKY and the MASSING is wrong for this site, adjoining a conservation area, a listed library building and a popular green space.
3. The proposed development's height and mass will cause material damage to the character, appearance and setting of adjoining Conservation areas. The proposed building will be visible from most parts of the adjoining conservation areas.
4. The proposed building is not an iconic design by a well-known architect. It has no design coherence with the green space, the Belsize Conservation area or the adjacent grade II listed Swiss Cottage library.
5. The huge new development materially damages the local environment. The green space will be overlooked by 184 flats; parents of children who use the fountain are concerned about the security implications for their children. The retail development at the foot of the towers will spill onto the green space and create a noise nuisance for neighbours, particularly at night. Sunlight, and daylight will be affected at various different times of the day for neighbours, users of the green space and the market.
6. Local transport is already overcrowded. New residents and their visitors may well overwhelm the Swiss Cottage tube and adjoining bus stops. The proposals are vague about what will happen to the tube entrance on Eton Ave once the development has started.
7. The scheme provides no parking. Outside restricted times, there is nothing to stop visitors to the development's residents and the retail facilities using local parking spaces. The scheme fails to take into account that residents and users of the retail facilities will be picked up and dropped by cars.
8. The development does not provide affordable housing for local people and families. Of 184 flats, Essential Living will let 148 apartments on the private rental market. Their brochure makes clear that their target market are young working professionals. ONLY 28 flats will be social housing. This is inadequate for this community's needs.
9. This application is premature. There appears to be no successful example of the rental model proposed by Essential Living which has lasted for over five years elsewhere in London and none in Camden.
10. It appears that the major construction work will continue over 27 months. There is no clear plan for how vehicles and cranes will access the site without disrupting local residents, given that the site is bounded by Eton Ave and Winchester Road. Also, it seems likely that the construction work will coincide with HS2 construction work.

I endorse this letter and object to proposal.
Householder at above address: Nouitza Matossein & Rolf Gehlhaar.

35 ORNAN ROAD LONDON NW3 4QD

Tel: 020 7794 8555

RECEIVED
22 APR 2014
Culture & Environment

18.4.14

Camden

Dear Sirs

Ref: 2014/1667/P/108 Avenue Road London NW3

I am writing to object to the development on the grounds that it will blight Belsize Park because of its height and massing.

Out of scale developments such as The Tavolara Cinema have already caused blight - we do not want any more.

There is a plan for 24 storey building, but not a Belsize location as it will stick up a view across the whole of Belsize Park. It is out of scale completely.

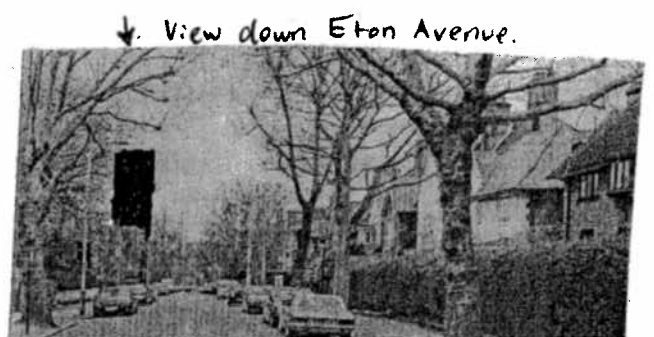
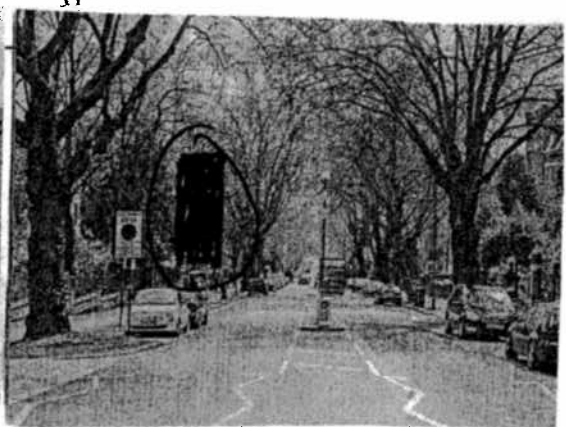
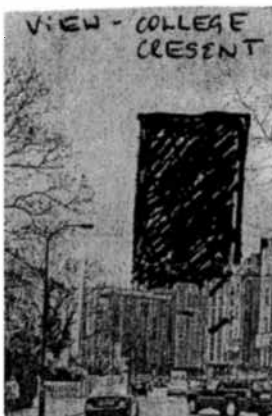
Belsize is a beautiful Conservation Area which should not be blighted by ultra-scale development.

Yours faithfully

[Signature]
FRIC

D.3 Here is a section of the blight it will cause

[Handwritten mark]



CRASH

Combined Residents' Associations of South Hampstead

48 Canfield Gardens

London NW6 3EB

020 7624 4001

crashres2014@gmail.com

Conor McDonagh,
Regeneration & Planning Development Management
London Borough of Camden
Town Hall
Judd Street
London WC1H 8ND

15th April, 2014.



Dear Mr McDonagh,

Application Ref No 2014/1617/P
100 Avenue Road, Swiss Cottage, London NW3

This association wishes to object in the strongest possible terms to the above planning application.

This site at 100 Avenue Road was for many years designated a civic site. Now, without any consultation that this association, or indeed local residents, have been made aware of, we learn that it is termed the 'Swiss Cottage Town Centre' – a nonsense, for there is no Swiss Cottage Town and if there were, this site would not be its centre! If this change of designation has been effected in order simply to facilitate the swift approval of Essential Living's plans, then CRASH considers such action undemocratic and unconstitutional and plans to take advice on the legality of such a change. In the meantime, having studied the plans in detail, our specific objections are as follows:-

- 1) The proposed undistinguished 24-storey tower block will intrude upon and dominate the skyline from every aspect of the South Hampstead and Belsize Park Conservation Areas. Its height and bulk, along with the other proposed 5 and 7-storey buildings, will overwhelm the area, deprive many local residents of sunlight, cause a wind-tunnel effect and blight by bathing in shadow the surrounding popular green space. In addition its sheer mass will dwarf Sir Basil Spence's grade II

listed Swiss Cottage Library – one of the few iconic buildings of real architectural merit in the area.

- 2) The development has given no consideration to the impact on local residents from increased noise nuisance and the degree to which those living in Winchester Road will be overlooked. The area as presently constituted is already adversely affected by noise emanating from the one existing late-night restaurant on the site. The configuration of the existing buildings makes for a drum-like effect causing noise to reverberate and inconvenience nearby residents. This will be exacerbated by the increased bulk of the proposed new development. If new retail and restaurant premises are allowed as part of this plan noise nuisance will be even further magnified. In any event, there is little demand for additional retail space in this area. There are already too many vacant or derelict shops in the main shopping area in Finchley Road a few hundred yards to the north-west of the site.
- 3) No provision has been made for the delivery of supplies to service these retail outlets and any such traffic will presumably be forced to deliver from the roadside by stopping on one of the busiest gyratory systems in London, thereby compounding already heavy traffic congestion. Parking in the area is already at a premium and since no parking is allowed for the building's residents, their visitors and service suppliers will be forced to park in the streets in the surrounding area causing even further traffic and parking difficulties.
- 4) With the area's traffic already under pressure from existing and planned developments in West End Lane and at the junction of Abbey Road and Belsize Road, the two years projected for construction work will cause traffic chaos. Yet no clear plan has been detailed about how vehicles and cranes will access the site which sits on one of London's most congested traffic routes.
- 5) Local transport is already severely overstretched. The residents of an additional 184 flats in the area – possibly 400 people or more - will put an increased strain on local amenities and resources such as transport, schools and medical services.
- 6) Essential Living are keen to promote the fact that they are providing rental properties but only 28 of the 184 flats will be affordable housing – insufficient, in any event, for the community's needs. Furthermore, we believe it is unlikely that the rents will be affordable to the large numbers of Camden's residents entitled to fair-rented social housing.

- 7) Despite many residents voicing concerns about this proposal from the very first public consultation, Essential Living has made not a single concession. Instead, contemptuously, they have increased the height of the building by several floors from that first proposed and shown not the slightest regard for the inconvenience or unhappiness their proposals will inflict on local residents.
- 8) This monstrous development is out of scale, out of character with its surroundings and will denigrate the architectural heritage of the Conservation Areas on its borders. If permitted, this application will inflict material harm on a community, overwhelm the unique charms of several Conservation Areas and set a precedent for ever taller building.

Increasingly, residents are coming to resent the actions of greedy, self-regarding developers who display not the slightest respect for the existing amenities and character of an area but, instead, ride roughshod over the wishes of local residents simply to make the maximum profits from their property speculations. Such developers have to be stopped!

CRASH asks you to refuse this application.

Yours truly,



Peter Symonds

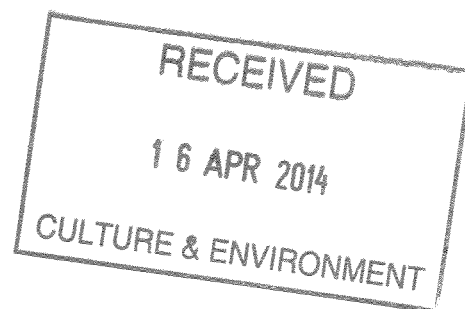
Chairman

Combined Residents' Associations of South Hampstead

**MICHAEL PHAREY
48 CANFIELD GARDENS
LONDON
NW6 3EB**

020 7624 4001

michaelpharey@gmail.com



Conor McDonagh
Regeneration and Planning Development Management
London Borough of Camden
Town Hall
Judd Street
London WC1H 8ND

14th April, 2014.

Dear Mr McDonagh,

Planning Application 2014/1617/P – 100 Avenue Road Swiss Cottage

I object to the demolition of the existing building on this site in order to build a 24-storey tower block and the accompanying seven and five storey buildings.

This proposal is widely disapproved of, overshadowing and belittling as it will the grade II listed Swiss Cottage Library which was built by Sir Basil Spence and is highly regarded as one of the few modern iconic buildings in North London.

This development will impact the skyline for miles around – being the tallest building by far in the area – and its sheer scale will have a detrimental effect on the pleasant green space behind it by casting a huge shadow, overlooking nearby houses and causing a wind tunnel. The building's height and mass is entirely out of keeping with the Victorian and Edwardian architecture of the surrounding neighbourhood which is a Conservation Area, and its unremarkable design has no coherence with the area as a whole.

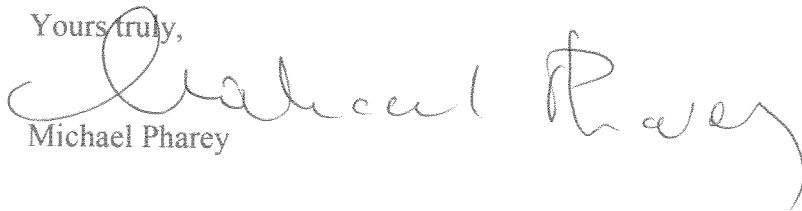
Since no detail has been given as to how the retail development proposed for the site will be serviced it is safe to assume that deliveries to these premises will be forced to stop in the Swiss Cottage one-way system thus causing increased traffic congestion. In any event, it is hard to understand why, when there are already numerous vacant shops in Finchley Road some two hundred yards away, anyone would want to rent retail space which is not sited in the main shopping parade.

The impact on the lives of people living in Winchester Road will be considerable. It will deprive them of light and increase the noise nuisance which they already experience as a result of the existing configuration of buildings. The construction works are likely to go on for well over two years and cause considerable distress and inconvenience.

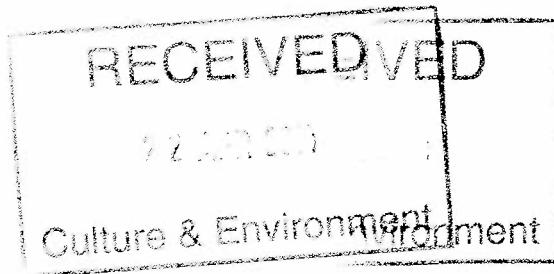
My main objection to this building, however, is that the tower block is simply too high, out of scale and too intrusive in a Conservation Area. Despite its meeting Camden's minimal requirement of affordable housing – and who of those in need of social housing will be able to afford them? - Essential Living has made not a single concession to the many concerns of locals who attended their consultation events. The development is primarily designed as yet another local property speculation which will make a multi-million pound profit for the developers and, no doubt, be bought off plan by investors with no interest in the locality other than the building's investment potential. Furthermore, it will replace a perfectly acceptable building just 25 years old which could easily be adapted to provide suitable living accommodation if that is what Camden really require of this site.

I ask you to refuse the application.

Yours truly,

A handwritten signature in cursive script, appearing to read "Michael Pharey". The signature is written in black ink and is positioned to the right of the typed name "Michael Pharey".

Michael Pharey



42 Belsize Square
London
NW3 4HN

15th April 2014

Conor McDonagh
Regeneration and Planning Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Dear Mr McDonagh

Proposed development at 100 Avenue Road (2014/1617/P)

I would like to object to the proposed development for the reasons laid out below.

1. Overbearing dimensions

At 24 stories and 81 metres high, the tower part of the development is quite simply too high and not in keeping with the conservation area. It would be significantly higher than Taplow (67 metres), a building that is entirely different in character and that dates from a very different era. No other building in the area comes even close to the proposed height

The claims by Essential Living that the proposed height responds to 'opportunities' offered by the presence of other tall buildings in the area is without substance – there are no buildings this tall in the area, I also fail to understand how the tower would be 'iconic' or a 'landmark' or in fact why this is relevant.

A tower of this height would be widely visible and imposing from across the local area and far beyond. It would also have significant negative side-effects such as over-shadowing, overlooking. The overall bulk would dominate surrounding buildings and the very popular green space.

2. Impact on green space, sunlight and wind

Essential Livings own Sunlight/Daylight studies show clear increases in the level of shadow cast by the new building compared to the current one. This shadowing would be particularly noticeable in the popular green space to the east of the development and neighbouring residential properties in the immediate vicinity. This means there is an indisputable loss of amenity for large numbers of people, especially for families, with small children or the elderly who have no other accessible outside space.

Very tall buildings create turbulence around them through accelerated wind on the ground, which can be dangerous. This would have a negative impact on the amenity of people using the market space, causing difficulties for stall holders and pedestrians

3. Construction problems, including air quality

There are a series of concerns related to the construction of the building. For all of these it is worth noting that construction is proposed to take 27 months and cause significant traffic disruption, noise, dust and air pollution in an area with already poor air quality due to its vicinity to Finchley Road. Again the impact is worst for the young, old and infirm.

4. Provision of affordable housing?

Camden needs more housing, particularly 'affordable housing' and there are few available sites. However developments need to be of an appropriate scale and design for any given area. This proposal fails on both these criteria and furthermore contains only a small percentage of affordable housing. The Local

Development Framework calls for 50% of new housing of more than 10 units to be affordable, which would be 92 units in this case. The proposal includes only 36 units, which is 19.56%. So is the motivation truly affordable housing or profiting from the continuing London property boom.

5. Parking

I'm not entirely sure how a development such as this can be "car-free". Even it were possible to restrict resident parking, which I doubt, there seems to be no account taken of visitor parking and the impact on already over demanded parking space in the area.

6. Negative impact on Conservation Area

The development would have a negative impact on neighbouring Conservation Areas, both because of its scale and its design. It certainly would not 'preserve or enhance' these areas. Essential Living's own heritage report recognises that the tower would be visible from parts of Belsize Conservation Area, and its claim that an 81 metre structure would be covered by existing trees is a fantasy.

7. Precedence

It is a great concern that if one very tall tower is permitted then others will follow. Planning applications always refer to similar permitted developments in the area and the Council's own reports do as well. If this application is approved then it will be very difficult to refuse similar proposals which could have very dire consequences to the architectural landscape.

For all of these reasons I urge Camden Council to reject the planning application.

Yours sincerely



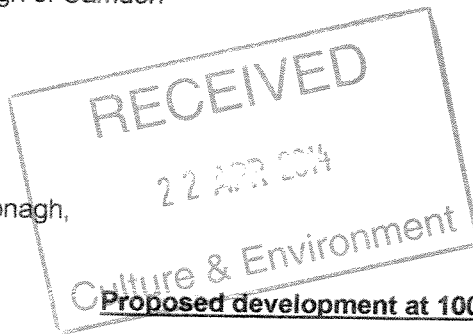
Karen Russell

Conor McDonagh,
Regeneration and Planning Development Manager,
London Borough of Camden
Town Hall,
Judd Street,
London,
WC1H 9JE.

8, Belsize Grove,
London,
NW3 4UN.

17th April, 2014.

Dear Mr. McDonagh,



Proposed development at 100 Avenue Road (2014/1617/P)

I would like to object to the proposed development for the reasons laid out below.

1. Height and bulk

At 24 stories and 81 metres high, the tower part of the development is simply much too high. It would be significantly higher than Taplow (67 metres), a building that is entirely different in character and that dates from a very different era, long before the Conservation Areas came into being. No other building in the area comes even close to the proposed height, with the next highest being the Visage at 48 metres.

The claims by Essential Living that the proposed height responds to "opportunities" offered by the presence of other tall buildings in the area is, I think, meaningless, as is the notion that the tower would be "iconic" or a "landmark".

A tower of this height would be widely visible and imposing from across the local area and far beyond. It would also have significant negative side-effects such as over-shadowing, overlooking and wind down-draughts.

The proposal substantially expands the footprint of the current building and even the lower section is higher than the current structure. The overall bulk would dominate surrounding buildings and the very popular green space.

2. The Swiss Cottage green space, sunlight and wind

Essential Living's own Sunlight/Daylight studies, yet to be independently verified, show clear increases in the level of shadow cast by the new building compared to the current one. This shadowing would be particularly noticeable by people using the popular green space to the east of the development, and also by residential properties in the immediate vicinity. This means there is an indisputable loss of amenity for large numbers of people.

The open space also provides a "safe haven" for families, particularly helpful for parents with small children. The proposed development envisages a significant change to what is currently the back of the building, changing it from a quiet, largely dead space to a much more open, commercial one.

Very tall buildings create turbulence around them through accelerated wind on the ground, which can be dangerous. This would have a negative impact on the amenity of people using the market space, causing difficulties for stall holders and pedestrians.

3. Housing provision

Camden needs *far* more housing, *particularly* "affordable housing", and there are few available sites. However developments need to be of an appropriate scale and design for any given area. This proposal fails on both these criteria and furthermore contains *far* too small a percentage of affordable housing. The Local Development Framework (Policy DP3) calls for 50% of new housing of more than 10 units to be affordable, which would be 92 units in this case. The proposal includes only 36 units, which is 19.56%.

I am not convinced that a development of this kind would help with Camden's shortage of housing, apart from the *extremely* modest number of affordable units. In my opinion it is more likely to attract new people to move into the area, adding pressure to the local infrastructure.

4. Parking

While the development itself would be car-free, the assertion by Essential Living that parking is therefore not an issue is not accurate as it discounts visitors coming by car outside of regulated hours. Belsize ward is a very high-pressure area for parking already. The streets close to the development site, such as Winchester Road, Adamson Road, Eton Avenue and Fellows Road get overloaded on evenings and weekends already, due to the presence of Hampstead Theatre, the Odeon cinema and Swiss Cottage Station. This means that residents returning home outside of regulated hours often find it hard to find a parking space.

5. Conservation Area negative impact

The development would have a negative impact on neighbouring Conservation Areas, because of both its scale and its design. It certainly would not "preserve or enhance" these areas. Essential Living's own heritage report recognises that the tower would be visible from parts of Belsize Conservation Area, but its claim that existing trees would sufficiently cover the visibility is wishful thinking.

For such a huge and conspicuous building the architecture should be of a very high standard. LDF Policy DP24 *Security High Quality Design* should apply to this development. The proposed design falls well short of this standard.

6. Precedence

It is a great concern that if one very tall tower is permitted then others will follow. Planning applications always refer to similar permitted developments in the area and the Council's own reports do as well. If this application is approved then it will be impossible for permission to be refused for further applications of a similar scale on the basis that they are too tall. A "line in the sand" should be drawn. The alternative is the prospect of a cluster of very tall towers in the area.

7. Construction problems, including air quality

There are a series of concerns related to the construction of the building. For all of these it is worth noting that construction is proposed to take 27 months.

The proposed route for construction traffic is to use Eton Avenue and Winchester Road to reach the Swiss Cottage market space and then to access the development site that way. These streets, and all other possible routes east of Finchley Road, are ill-suited to construction traffic. In the morning and late afternoon they are paralysed by the school run, due to the concentration of private schools in the area. The existence of the schools, as well as the Winchester Project on Winchester Road, raises concerns about whether the construction traffic would pose a safety risk to the large number of children in the area.

Air quality in the Swiss Cottage area is poor. The local monitoring site shows particulate levels approaching "high" levels. The construction of such a large building, and its associated traffic, will inevitably have a negative impact on air quality in the area, leading to greater health risks for susceptible groups such as children and the elderly.

There are question marks over the impact the construction would have on the Swiss Cottage market space. Noise, dust, construction traffic and pollution all have the potential to undermine the amenity of this area, particularly on market days. For the same reasons the ability of people to enjoy using the green space could also be negatively affected.

It is likely that construction would involve restricted access to entrances to Swiss Cottage tube station on Avenue Road and the market site. It is also possible that the station itself would have to be closed for a period of time. Both these issues would be very inconvenient for the large numbers of users of the station at peak times.

Construction of the building will overlap with the projected construction timescales for HS2 in the area. The cumulative impact must be taken into account. The Council has outlined in considerable detail the impact on Belsize of HS2's construction in terms of traffic, congestion, noise and pollution. This proposed development is of such a scale that the cumulative impact would probably be considerable; and *totally unbearable* for residents. In other words, the very significant negative impact of HS2's construction would be seriously exacerbated.

For all of these reasons I urge Camden Council to reject the planning application.

Yours sincerely,



Margaret King (frequent visitor to the Swiss Cottage area).

182 Goldhurst Terrace NW6 3HN

Conor McDonagh
London Borough of Camden
Regeneration and Planning Management,
Town Hall, Judd St
WC1H 8ND



17 April 2014

Dear Mr Donagh

Application 2014/1617/P

First, I trust that this letter – due to the Bank Holiday – even if it does not arrive by Bank Holiday 21st, due to likely postal delays, will be read and included by you please.....I was ^{away and} only told of the Monday deadline today. I do not do internet.

I know the site 100 Avenue Road and its environs well; I have lived and worked in this area for over 25 years and continue to do so.

I wish to object to the above planning application. I have a number of reasons:

- It is unwarrantedly tall for this environment.
It will tower over a large chunk of the area, being also at an important junction and with many sight-lines. These will all be adversely affected.
- It has large bulk, it is solid, massed.
In fact, it clearly will be too visible and massing, and blocking from too many other habitations, from the green space, and from many street-scenes.
- It will generate a lot of unwanted shade/shadows. We get little enough sun and light here as it is. The neighbouring green area [near the library and theatre] will suffer from such a tall tower in this regard; this is an essential green area for children, also for adults – it is, so far, a much-used and loved green and sunny oasis,- in an area which is densely populated and built up, and is already much used by pedestrians.
- The design of the application buildings does not relate at all to the neighbouring buildings [inc. the Library which is a modern listed building] and the green space.
Among areas it will be close to and out of kilter with are several Conservation areas.
The application is not appropriate for this site.
- Parking facilities are nowhere in the application, yet it has to be accepted that some people will have cars, or will absolutely need cars at times, for eg, when they are sick, not mobile, elderly, need carers /cabs/ family visiting them and wanting to take out not fully mobile people.
[It is not good enough to say that Camden has limits on car-users and car-park spaces– we all need transport other than public at particular, difficult times/when sick,etc,and this needs to be formally considered and planned in.
- This area does need more affordable housing. But I believe that only 28 flats

out of 184 will be for this purpose and this is not enough; it is also an inadequate proportion for such a large development.

- 184 flats and a height of 24 stories and with retail outlets, is simply going to mean too many people, [this is after all a roundabout with loads of pedestrians and traffic already] and will generate too many people on the pavements/undergrounds/bus stop.


Please note, it is already often difficult to stand/walk/pass others, on the pavement stretch in front of no. 100 Avenue Road, going along to the library with its 2 bus stops and one entrance to the tube, also all close together along this stretch.

- Too many instances of pollution will be generated.. ie noise pollution, crowding [including likely dangers on the road-crossings] and potential light-pollution for immediate neighbours. I understand that lower levels of the building [with retail developments included] will also be subject to dangerous levels of air pollution inc. NO2
- We know, major construction work is always disruptive. This one – such a huge development and on such a busy road system/roundabout, will be extremely disruptive - and I understand for 27 months.

But in addition - please note: There are *currently too many big* developments planned in a small area: if there is also HS2 construction and planning works going on – and also the knocking down and reconstructing of the Abbey Road/Belsize Road car-park and Council buildings and these developments the Council is planning to start soon. The Swiss Cottage plus the Abbey/Belsize Road area's traffic hold-ups and long tail-backs, and the pollution situation, for everyone, will be horrendous and untenable. Buses will be unable to move [not all these streets have dedicated bus lanes..] and emergency services likewise.

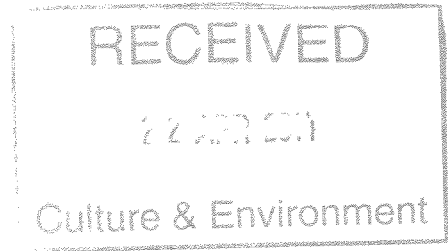
Please take these objections, comments, major concerns, into account.

Yours sincerely



Lynne Stern

MRS JUNE TREISTER
63a Compayne Gardens, London NW6 3DB, UK
Tel: +44 (0)20 7328 6949
email: mtreister@btinternet.com



16th April 2014

Mr Connor McDonagh
Regeneration and Planning Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9ND

Dear Sir,

APPLICATION REF 2014/1617

SUBJECT: 100 AVENUE ROAD/PLANNING APPLICATION 2014/1617/P

Having lived in this area for many years I sincerely object to the application to demolish the existing building and redevelop a 24 storey Building and a part 7 part 5 storey building comprising a total of 184 residential units and all the associated development for the following reasons -

See attached two pages - Paras 1 to 10

Yours faithfully,

Mrs J M Treister



TO: planning@camden.gov.uk

CC: saveswisscottageNW3@yahoo.co.uk

SUBJECT: 100 AVENUE ROAD/ PLANNING APPLICATION 2014/1617/P

We object to the application to demolish the existing building and redevelop a 24-storey building and a part 7 part 5 storey building comprising a total of 184 residential units and all the associated development.

1. Despite objections and representations of local residents to the developers, it appears no real changes have been made to the scheme. South Hampstead residents have not been consulted properly despite the damage the scheme would cause to their conservation area.
2. The development may cause material harm to the area because it appears to be out of scale. It is too HIGH, too BULKY and the MASSING is wrong for this site, adjoining several conservation areas, a listed library building and a popular green space.
3. The proposed development's height and mass will cause material damage to the character, appearance and setting of adjoining Conservation areas. The proposed building will be visible from many streets in the South Hampstead conservation area, causing material damage to its appearance and character.
4. The proposed building has no design coherence with the green space, the adjoining Conservation areas or the adjacent grade II listed Swiss Cottage library.
5. The huge new development materially damages the local environment. The green space will be overlooked by 184 flats; parents of children who use the fountain are concerned about the security implications for their children. The retail development will spill onto the green space and create a noise nuisance for neighbours, particularly at night. Sunlight, and daylight will be affected at various different times of the day for neighbours, users of the green space and the market. The developer's own air quality statements show that the lower levels of the building will be subject to dangerous levels of air pollution, including NO2.
6. Local transport and roads are already overcrowded. New residents and their visitors may well overwhelm the Swiss Cottage tube and adjoining bus stops.
7. The scheme provides no parking. Outside restricted times, there is nothing to stop visitors to the development's residents and the retail facilities using local parking spaces. The scheme fails to take into account that residents and users of the retail facilities will be picked up and dropped by cars.
8. The development does not provide affordable permanent housing for local people and families. Of 184 flats, Essential Living will let 148 apartments on the private rental market for tenancies of 2-5 years. Short tenancies do not contribute to our community. ONLY 28 flats will be affordable housing. This is inadequate.
9. This application is premature. There appears to be no successful example of the rental model proposed by Essential Living which has lasted for over five years elsewhere in London and none in Camden.

*Jan 2015
16.4.14*

10. It appears that the major construction work will continue over 27 months. Vehicles and cranes will be disrupting local residents, causing more air pollution and congesting Finchley Road and the gyratory. It seems that the work will coincide with HS2 construction work.

Jim Trevis 16
16.4.14