

How about some real 'affordable' housing for a change. Stop selling London off to developers and overseas investors. Stop laundering dodgy Russian money and catering for Chinese gamblers. The people who work here need to afford to live here!

Susan Currie

Dear Mr McDonagh/Dear Major

AVENUE ROAD/ PLANNING APPLICATION 2014/1617/P

I live in 42 Aberdare Gardens, NW6 3QA London and I 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 developer, 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 and 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. 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 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. In addition, the pavement on Avenue Road will be significantly narrowed, making it less safe for pedestrians - especially given the number of bus stops there.
7. The scheme provides no (non-disabled) 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 enough affordable housing for local people and families. Of 184 flats, Essential Living will let 148 apartments on the private rental market. Their brochure makes it clear that their target market is 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 is predicted to continue over 27 months (which is very likely to end up being at least double that!). 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.

Yours sincerely

Elisa Battaglia Trovato



Dear Mr McDonagh,

I am writing to object to the current plan submitted for an 81-metre tower block at 100 Avenue Road, Swiss Cottage.

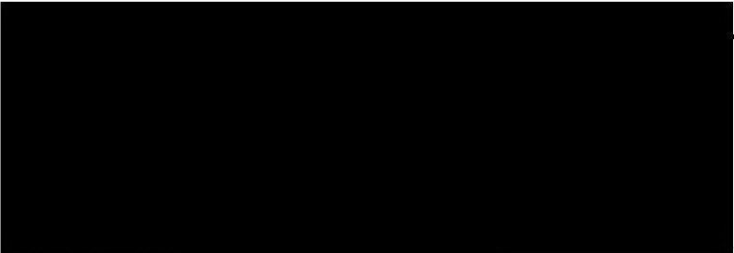
I believe that the scale and density of the proposed tower would negatively impact Belsize Conservation Area and the green open space at Swiss Cottage.

It will be out of proportion to existing buildings by adding another tower considerably taller than existing blocks. I believe this will look unsightly and oppressive and cause loss of light and overshadowing of the much-needed green open space at Swiss Cottage.


I hope that another design can be found on a more human scale in keeping with the existing environment.

Yours sincerely,


Rachel Elliott (Ms)
29C Belsize Square
London NW3 4HU




From: Katherine Reed



Totally out of keeping with the area. It would ruin Swiss Cottage open space

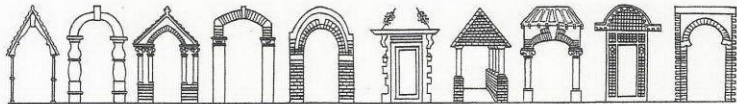


From: Adam Huxley |



I am a local resident. Could you please confirm if an application has been made to build a multi story dwelling at the above address? What due consultation has taken place and how local residents have been consulted about the plans?

Thanks



ELSWORTHY RESIDENTS ASSOCIATION

Conor McDonagh
Regeneration & Planning Department
Camden Town Hall
Judd Street
London WC1H 8ND

May 28 2014

Dear Mr McDonagh,

100 Avenue Road, Swiss Cottage

This is a follow up to my email objection of 20th March. Since then Elsworthly Residents Association have held their AGM and the members agreed *unanimously* that I write to Camden Council and object strongly on their behalf.

Our members use Swiss Cottage as their transport hub, access to community facilities, leisure centre, library, theatre, market place, all of which would be seriously affected during and post construction.

It is inconceivable that the pedestrianised area will survive since the retail premises and the flats cannot be adequately serviced from underground and Avenue Road is a designated red route with only buses allowed to stop. There is no indication of the extent of the deliveries required for the retail and flats, despite this exercise being perfectly feasible, if only to give a range of minimum/maximum traffic.

Refuse collection already presents a problem via the pedestrianised area and therefore demonstrates what will be a far greater nuisance in future. Turley's submission states that there will be no access through the pedestrianised area on Wednesdays during the construction period, but there are other days when there are market stalls and how will Camden be able to enforce this?



During construction access is not only via the pedestrianised area (not on Wednesdays) where the vehicles will have to reverse out but it is suggested there might be an in and out access on Avenue Road between the tube entrance and the bus stops. This would be equally dangerous to pedestrians.

The proposed retail area is designed to spill out into the much used and appreciated landscaped green space. This will create extra foot fall and the noise generated will be a nuisance at night for residents in Winchester Road.

The 24 storey tower will dominate views to a greater extent than Taplow and the other tower blocks on Adelaide Road simply because it is on higher ground. It will also reproduce the same unpleasant wind tunnels already existing on Winchester Road and between the Visage and the leisure centre.

Swiss Cottage was enormously improved for the benefit of the community with the present design of green open space, public buildings and the pedestrian area close to the transport hub. All this will be jeopardised by the scale and extent of this proposal for 100 Avenue Road which we urge Camden Council to reject.


Yours sincerely



Francoise Findlay

Chairman

1. Lower Merton Rise
London NW3 3RA



I am against 100 Ave Rd.

It is horrendous

Please vote no! .

Professor Owen Rossan
66 Fellows Rd
NW3 3LJ



Dear Mr McDonagh,

I saw a proposal for a highrise at 100 Avenue Road in the Swiss Cottage councillors' newsletter, and I am very concerned about plans of putting such a huge structure in an already busy place. Local residents already have trouble parking in the vicinity of Swiss Cottage tube station; Winchester Road will likely become completely unusable for the duration of the construction, and the addition of so many new residents will put excessive pressure on the local tube entrance. I am further concerned about aesthetics of the proposal and with the scale of the development casting shadow over the very popular open public space at Swiss Cottage.

Based on these considerations, I strongly oppose the proposal and suggest advising the applicant to look for an alternative location, similar to the round-about off Belsize where they have already built and where the population density is considerably lower.

Many thanks for your consideration.

Regards
Marina Smith
Swiss Cottage resident



Dear Sirs


as a resident living in Swiss Cottage, I am wholeheartedly against planning permission being granted for this tower block which is totally out of keeping with the surrounding area and will blight many residents' lives for a long time during the construction and thereafter living under its shadow.

I urge the Mayor to listen to local people and not to exercise any rights he may have in respect of such planning permission.

yours faithfully

Mrs Gillian King

37 Elliott Square, London NW3 3SU





Sirs/Mesdames

I write to object to the proposed 24-storey apartment block by the Swiss Cottage Tube stop, at the corner of Avenue Rd and Eton Ave.


I understand that the U.K. in general and London in particular has a shortage of housing, but a 24-storey tower block is inappropriate. It would be totally out the character of the neighbourhood and represent an unacceptable intensification of use. The shadow it would cast also would deprive area residents of light, especially in winter months.

A building of 15 stories maximum would strike me as acceptable. That would be just a few floors taller than the nearby Visage residential building at the corner of Adelaide Rd and Winchester Rd and about the same height as the tower blocks of council housing further east on Adelaide Rd.

Also, the developers of this new tower should be required to provide new community facilities and amenities, or make significant contributions to existing ones.

Regards

Dick Schumacher
41C Marlborough Hill
London NW8 0NG



My family and i urge you not to grant planning approval to this proposal at Swiss Cottage for many reasons including because the new bdg will cause a shadow over the small open space ; will increase the density in already crowded site, has little or indeed no architectural merit and does noit provide any solution to those on the long waiting list for housing registered with the borough council.

Will our views be taken into account ?

Faithfully,

Edward Pincheson





OBJECTION

A totally inappropriate housing/building size for a busy corner of the borough. We do NOT need more luxury housing and it is time that high-rise buildings are no longer considered suitable for the general architecture of London.

Hilda Matthews



*7 Willingham Close,
LONDON,
NW5 2UY*





Dear Sirs

re: **100 Avenue Road/Planning application 2014/1617/P**

As local residents, we **strongly** object to the planning application for 100 Avenue Road because this development will seriously harm the Swiss Cottage area in many ways, some of which are listed below:

1. The height will dwarf the nearby buildings and the green space as well as increasing bulk and density which are inappropriate for this site.
2. The site is unsuitable for residential use because it is close to noisy roads with constant traffic.
3. At present, Swiss Cottage enjoys a variety of buildings and facilities including the library, the Hampstead Theatre and the Leisure Centre. The street market outside the theatre provides a nice range of merchandise and gives a pleasant atmosphere which would be disrupted if the proposed building goes ahead.
4. There is already a lack of parking spaces for residents and visitors and the building would create increased congestion.
5. Very importantly, the ambience of the green play area and fountain enjoyed by families would be overlooked and over-shadowed and the loss of trees is yet another threat to our environment.
6. This scheme has been put forward without any real understanding of the needs and wishes of the residents of Swiss Cottage. We do not want just another high-rise development eroding the character of this area.
7. We urge you to reject this planning application and similar schemes for 100 Avenue Road.

Yours sincerely,

(Dr) David Lovell
(Mrs) Alice Lovell

26 Fairfax Road
London NW3 4HA

Dear Mr McDonagh,

As a resident of Eton Avenue in the immediate vicinity of the proposed construction I write to support the planning application 2014/1617/P for a development at 100 Avenue Road. In May 2014 I received a letter from Cllrs Bucknell, Leyland and Roy urging residents to email our views about the planning application to you. I have to say that I do not share the views of these councillors. I am living in rental accommodation and am keen to see the affordability of housing in the Swiss Cottage and Belsize Park areas improve. This can only happen if there is additional construction. In addition, as an academic economist interested in urban issues I write to support further development of housing in the Swiss Cottage town centre.

This is now officially supported in the new guidance document published last autumn by DCLG in connection with the new NPPF. This says in Paragraph: 019 Reference ID: 2a-019-20140306 – I quote:

"How should market signals be taken into account?"

The housing need number suggested by household projections (the starting point) should be adjusted to reflect appropriate market signals, as well as other market indicators of the balance between the demand for and supply of dwellings. Prices or rents rising faster than the national/local average may well indicate particular market undersupply relative to demand. Relevant signals may include the following:"

<http://planningguidance.planningportal.gov.uk/blog/guidance/housing-and-economic-development-needs-assessments/methodology-assessing-housing-need/>

It is beyond dispute that both prices and rents in this area have been rising far faster than national or even London averages over both the recent past and – more relevant for this test – over a sustained period of 30 years. Alone this Guidance would suggest the council if it were to reject this application would risk scarce resources in defending an appeal it would be likely to lose.

There is long-standing research in urban economics of which you may be aware that shows that the UK needs to increase housing supply in areas where housing demand is high or where productivity is high, rather than in declining locations. In particular, recent research by Professor Paul Cheshire of the London School of Economics highlights the fact that in the period 1994-2012 in the UK building of new houses fell short of what was needed in order to maintain affordability by between 1.6 and 2.3 million houses. Professor Cheshire advocates increasing construction of new homes, not just in general but particularly in

highly productive towns such as Oxford and Cambridge, or in the London housing market, particularly in boroughs such as Camden in which housing is relatively least affordable.

Since new construction is almost completely constrained in conservation areas and in green belts, we must allow this badly needed additional housing supply to be built in locations that have been identified as having a high potential for redevelopment. This is precisely the case of the Swiss Cottage area.

100 Avenue Road is located outside the Belsize conservation area and outside a strategic viewing corridor. Residents may be concerned about the potential visual impact on the Belsize Conservation Area however this is not an acceptable argument. I am also shocked by the views expressed by the Heath and Hampstead Society (with all due respect to the Society), stating that the tower would ruin the views from Hampstead Heath. I find this unacceptable given the severity of the housing situation in London and the fact that a multitude of high-rise buildings of doubtful aesthetic quality such as the Shard or the Post Office Tower can be seen from the Heath.

100 Avenue Road is also located within the Swiss Cottage "town centre", an area which needs development and benefits from high accessibility to highly productive parts of London via the Jubilee line. This particular site has already been identified as an opportunity for redevelopment. For the reasons I mentioned above I think it makes complete sense to increase the housing stock in this high-accessibility area.

Moreover, the project would increase the availability of affordable housing in the area. This (and other similar projects that might follow) would increase the diversity of the resident population, in particular allowing professionals like me with incomes closer to the median as well as young families to contribute to the life of the area.

Yours Sincerely,

Sabine D'Costa

Dr Sabine D'Costa
Lecturer in Economics
Department of Economics and Quantitative Methods
Westminster Business School, University of Westminster
35 Marylebone Road
London NW1 5LS

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Dear sir

As you are aware 100 Avenue Road is a planning application submitted by Easy Living to build a huge 24-storey tower at the end of Eton Avenue meeting Swiss Cottage (raising the existing office of Ham&High, and taking over the existing entrance into the tube). I would like to herewith express my strong objection to this project for the following reasons:

Current infrastructure (roads, parking, tube etc) cannot withstand such a large project

During the two-year construction period the access through Winchester Road will likely be severely affected.

Once completed, the tower will house 190 flats with several hundred new residents and their cars - and no underground parking provision.

It will directly affect the streets around the neighbourhood including four schools (Trevor Roberts, Hereward House, The Hall and the Academy) making it much harder for parents and school vans to drive around.

Among many further concerns about the pressure on the local infrastructure, one we may consider is getting in and out of Swiss Cottage tube station.

The design is a high-rise not consistent with the architecture and existing image of the area.

Kind Regards

Dr George Polychronopoulos
9 Harley Road, NW3 3BX