




Hi,

This is an email to express my objection to the project of building a 24 Storey Tower in Swiss Cottage.

Catia Pereira
123 King Henry's Road
NW3 3RB



Dear Sir/ Madam,

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.

Yours sincerely

Paola Giunti

Gabriela Pomeroy
12a Crossfield Road
London NW3 4NS

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

Dear Mr McDonough

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

I would like to object to the proposed development at 100 Avenue Road, for the following reasons:

Height and bulk

At a conspicuous 24 stories (81 metres) this development will be too high and would completely dominate the surrounding area and over-shadow the vicinity.

The Swiss Cottage green space, and sun/daylight

The building would block valuable sunlight / day light for the nearby green space.

Parking

Visitors to the block will inevitably add to parking pressures in the surrounding area. Belsize Ward already lacks available parking spaces. The streets close to the development site, ie: Fellows Road, England's Lane, Winchester Road, Adamson Road, and Eton Avenue are *already* overloaded on evenings and weekends, due to the presence of Hampstead Theatre, Swiss Cottage Station and the nearby Odeon Cinema. This development will only serve to exacerbate the problem.

Negative Impact on the Conservation Area

The development would have a negative impact on neighbouring Conservation Areas, both because of its scale and its design. There is no evidence that this development will 'preserve or enhance' these areas.

Construction problems and HS2

There are a series of concerns related to the construction of the building – which is proposed to take 27 months, including:

Traffic: The proposed route for construction traffic is to use Eton Avenue and Winchester Road - These residential streets are wholly-unsuited to construction traffic. [They are already part of the "school run", in the morning and afternoons, and frequently suffer congestion.] This development will only serve to exacerbate the problem.

Access to Swiss Cottage tube station: It is likely that construction would involve restricted access to entrances to Swiss Cottage tube stations 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 of these would be highly inconvenient for the large numbers of users of the station at peak times.

Air quality, pollution and noise: 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 children, the elderly and vulnerable adults.

HS2 - Construction of the building will overlap with the projected construction timescales for HS2 in the area. The considerable cumulative impact must be taken into account. There is – quite rightly – much anxiety about HS2 and the Council has outlined in considerable detail the impact on Belsize of HS2's construction in terms of traffic, congestion, noise and pollution. It is unfair for local residents to suffer the "double whammy" of HS2 and 100 Avenue Road.

I urge Camden Council to reject the planning application.

Yours

Gabriela Pomeroy




Dear Mr McDonagh

I am writing to you to express my strong objection to another high rise being built at Avenue Road and Eton Road. Please can you add me to your list

Many thanks
Paul Surety

>> ...
>> surefire communications
>> Unit 2, 123 King Henry's Road
>> NW3 3RB
>>
>> www.paulsurety.co.uk
>> www.surefirecommunications.co.uk
>> www.dreamingof.co



>>
>> This email & any content transmitted with it are intended solely for the use of the individual or entity to whom it is addressed. If you have received this email in error please delete it and contact the sender via email reply.
>>

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. No real changes have been made to the scheme, despite objections and representations of local residents to the developers.

2. This development goes against Camden's own clean air action plan (2013-2015) in Camden Core Strategy 2010- 2025 (adopted November 2010): "*The Council will seek to improve health and well-being in Camden. We will: e) recognise the impact of poor air quality on health.* Yet, people living in the development will be subject of high levels of pollution from NO₂, PM10 and CO. The lower levels of the building will be particularly affected. This means the health impacts would be worst for those in the affordable housing and community sections. The developer's own air quality report suggests that in the case of NO₂, some receptors up to and including floor three would exceed relevant air quality objectives.

3. The development may cause material harm to the local area because it is 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. 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.

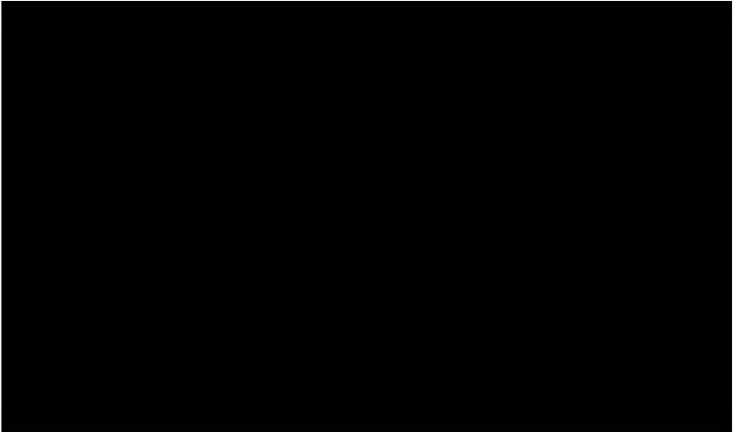
8. The development does not provide affordable housing for local people and families. Of 184 flats, Essential Living will let 148 apartments on the private rental market. Their brochure makes clear that their target market is young working professionals. ONLY 28 flats will be affordable housing. This is inadequate for this community's needs.

10. 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.

11. 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.

-

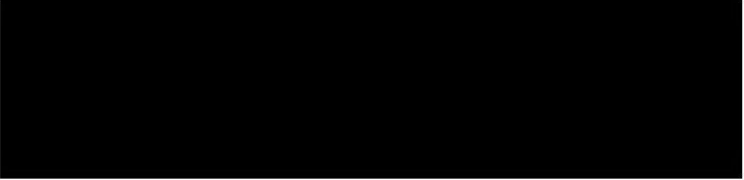
Gail Jammy
9 Adamfields
28 Adamson Rd
NW3 3JB



I have studied carefully all the objections raised to this appalling project from the oppressive feeling locally which such a hideous block towering above us would engender through the endless disruption to traffic and village life during the lengthy building thereof and the absence of provision for the extra parking generatedetc etc.

I oppose this application from every angle. Swiss Cottage is not a Town Centre. It is the wrong place to stick an eyesore of such a great height. Don't ruin Belsize which is an increasingly sought after residential area by making it a thoroughly unpleasant place to live from the overcrowding such an unsightly project would inevitably precipitate. I walk down Eton Avenue to the tube station at Swiss Cottage every day and am always uplifted by the architecture of its imposing houses which add to the character of Belsize. Just the thought of such a hideous monstrosity towering overhead at the end of the road already fills me with the depression that would spoil my every day.

Yours sincerely,
Natalya Pack
63 Lancaster Grove
NW3 4HD



Dear Sir or Madam

I am writing to express my worries about this proposal.

My main objection is that it is far too high. It is so much higher than any of the surrounding buildings, and totally out of keeping for the area. It may seem to the developers that Swiss Cottage is mainly a main road and little else, but to people who live in the area it is our 'village'. We visit the shops there daily, and enjoy the library, theatre and sports centre. A huge tower is completely inappropriate.

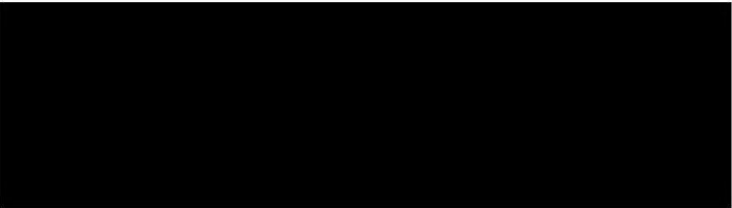
I also worry about the light being blocked out and shadow being created. We have our pretty market and theatre school area, and it would be such a shame to have it overshadowed.

We are also worried about the parking for local people outside their homes and for those using the local shops. The squeeze will just be too much.

The last problem is that of the construction and the time taken with it. It is looking like the HS2 will go ahead and there are also plans by Camden Council to build a new block in Adelaide Road. The area risks becoming a huge construction site for many years.

A well designed redevelopment would be acceptable, but it would have to be a lot smaller than that proposed, and ways need to be found for it to cause as little impact as possible to local residents. This is our village.

Kind regards
Joanna Chapman



My wife and I live on Eton Ave, NW3 and would like to record our support for the proposed development of Swiss Cottage ref. Application 2014/1617/P.

In our opinion, this area is in desperate need of redevelopment particularly as the A41 provides the major gateway to central London from the north. The proposed development would also complement existing high rise buildings on Fellows Road / Adelaide Road / Avenue Road.

Obviously, this building would represent only a small part of the overall exciting redevelopment of this great city, but is vital that all areas are included and none left behind as a result of the actions of a few self interested nimbys.

We sincerely hope that the Borough of Camden and the Greater London Authority have the foresight and courage to approve this application.

Neil and Sandra Bates

Sent from my iPad



Dear Mr. McDonagh,

I live on Crossfield Road just a stone's throw from the proposed 100 Avenue Road development.

I write to express my strong opposition to this proposed development for the following reasons:

- 1) the construction of this tower is likely to usher through a series of high rise towers in the area as has happened in other of areas thereby having a very lasting and significant impact on the character of the neighborhood - there is more at stake than just one tower.
- 2) the tower will lead to further congestion in the area - especially parking and narrow roads - Winchester Road in particular - is already heavily congested at times with rarely parking available
- 3) the tower is unsightly and excessively large for the neighborhood - it will stick out and break sight lines from as far as Hampstead Heath.

I ask that you please oppose the construction of a high rise tower on this site.

Yours sincerely,

David Bernasconi
Garden Flat
19 Crossfield Road
London NW3 4NT



Dear Sir/Madam

I am writing to urge you to substantially reconsider the highly unsuitable proposal for this site. The current environment is a model of good planning. It is a well used, well planned and appropriate community space with an admirable mix of outdoor spaces, leisure services, residential homes as well as a care home and school.

It is a space which I have known for over 50 years and which I, along with many others have come to enjoy with great pleasure following the fantastic redevelopment after many years of neglect. It is a model of good planning so why destroy it? I can only think that it is greed. It is certainly not for the benefit of those who live and use the space. The proposed tower block will give no added value in real terms. It will impact extremely adversely on the light, spaciousness, and sheer quantity of cars and people. The scale is completely inappropriate for the site and the appearance could not be more ugly and unimaginative.

I do hope that you will reconsider and behave responsibly by creating a building (or buildings) that are of a much smaller scale and which contribute to rather than detract from the area.

Your faithfully

Sara Dibb

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

I object to the planning application to demolish the existing building and redevelopment for a 24-stc 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, no changes have been made to the scheme.

2. This development goes against Camden's own clean air action plan (2013-2015) in Camden Core Strategy 2010- 2025 (adopted November 2010): "*The Council will seek to improve health and well-being in Camden. We will: e) recognise the impact of poor air quality on health.* Yet, people living in the development will be subject of high levels of pollution from NO2, PM10 and CO. The lower levels of the building will be particularly affected. The developer's own air quality report suggests that in the case of NO2, some receptors up to and including floor three would exceed relevant air quality objectives.

3. 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.

4. 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. The developer admit it will impact the listed view of 69 Belsize Park. It will destroy several cityscapes made famous by Robert Bevan's paintings.

5. The proposed building is not an iconic design. In fact, it appears quite 'ordinary'. It has no design coherence with the green space, the Belsize Conservation area or the adjacent grade II listed Swiss Cottage library.

6. The huge new development materially damages the local environment. The green space will be overlooked by 184 flats and retail facilities; 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. The design incorporates an open slot between Avenue Road and the North West corner of the open space. This will channel wind and traffic noise; such an opening was explicitly excluded from earlier designs for this space which aimed to block off the green space from Avenue Road. Sunlight, and daylight will be affected at various different times of the day for neighbours, users of the green space and the market. Several areas will become windier, particularly the public space on Eton Ave.

7. The developers do not appear to consider the impact on elderly residents of Mora Burnet House during and after construction. They will be particularly affected by noise, vibration and overshadowing. There is no discussion about how the development responds to the needs of older members of our community.

8. 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.

9. 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. The access to the future development using the pedestrian area on Eton Ave is unworkable and dangerous.


10. The development does not provide affordable permanent housing for local people and families. Of 184 flats, ONLY 28 flats will be affordable housing. This is inadequate for this community's needs.

11. 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.

12. 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.

Yours

Lorella Terzi
NW3 3JH



I HEREBY REGISTER MY OBJECTION IN THE STRONGEST POSSIBLE TERMS TO THE MONSTROSITY PROPOSED ABOVE .

IT IS CLEAR THE DEVELOPERS, LOCAL GOV'T AND OUR MEGALOMANIAC MAYOR FOR LONDON THINK THEY CAN RIDE ROUGHSHOD OVER THE WISHES OF THE VAST MAJORITY OF LOCAL PEOPLE WHO ARE TOTALLY OPPOSED TO THE DEVELOPMENT. WELL , MASS PHYSICAL PROTEST AND FULL USE OF THE DEMOCRATIC PROCESS WILL MAKE SURE THE DEVELOPMENT FAILS . ANY POLITICIAN WHO FAILS TO CONDEMN THE PROJECT WILL EITHER BE VOTED OUT OF OFFICE OR NOT BE VOTED INTO OFFICE .

RICHARD L.BUNKER , 43 A ETON AVENUE , LONDON , NW3 3EP

Dear Sir/ Madam,

I am writing to object to the proposed development at 100, Avenue Road, Swiss Cottage. Camden.

I strongly object to a completely usable 6 storey building being demolished to be replaced with an enormous 24 storey building, comprising a total of 184 residential units and all the associated development, in the heart of Swiss Cottage.

As The Heath and Hampstead society puts it ' it would cast a blight on the whole area - including substantial parts of Hampstead and the Heath."

The impact of this excessive height on places in the vicinity but miles away would be intrusive and very unpleasant for all. The proposed development is massive, bulky and high. It is completely out of character for the green space, library and sports centre. It the gateway to 2 conservation areas.

It could set a precedent for towers which is an appalling thought.

Has anyone considered what a huge tower plus the rest of the proposed development do to the wind? Will the wind be funnelled around the buildings and the green open space?

Local transport is already over stretched and the proposed development will only exacerbate this further. No parking is being allocated the residents or for people visiting the shops and other facilities. Parking in the area is already very overstretched.

How will the Hampstead theatre, the sports facilities, the local cinemas and restaurants going to be affected by the increase in traffic when their patrons already compete with locals for parking?

Local transport is already overstretched, added demand by the recently oped secondary school has increased this pressure.

Pollution in this area of London is not good and this proposed development will only add to it. How many vehicles will they need daily to clear and for rebuilding of the site?

Will building works, offices and equipment be housed within the site or will it spread out into Eton Rise? How will the Farmers market be affected? How are they and residents to compete for road space with any lorries and other vehicles coming and going from the proposed site?

The tranquil green will be lost. Who wants to sit with young children next to a building site?

The local authority home, with vulnerable people will be blighted by noise, fumes, dirt and dust for years. The disruption to businesses locals and to traffic will be huge, has a full cost benefit analysis been carried out?

If this coincides with the HS2 works Swiss Cottage will be gridlocked.

The development will not provide much need affordable housing to the majority. 148 apartments will be rented privately and only 15% for social housing.

Even the mayor says 25% is a healthy proportion for affordable housing.

This proposal will have a monumental effect on the area which will be detrimental to those living and working in the area as well as those who travel through it on their way to work.

I regard this application as disproportionate and harmful to the environment in countless ways and would like my objections to be noted.

Yours faithfully, Lois George



To Who It May Concern;

As a local resident, I am horrified at the potential plans to build a 24 storey tower block in this area. The traffic is pretty busy , I cannot imagine how much worse it will get if this gets built.

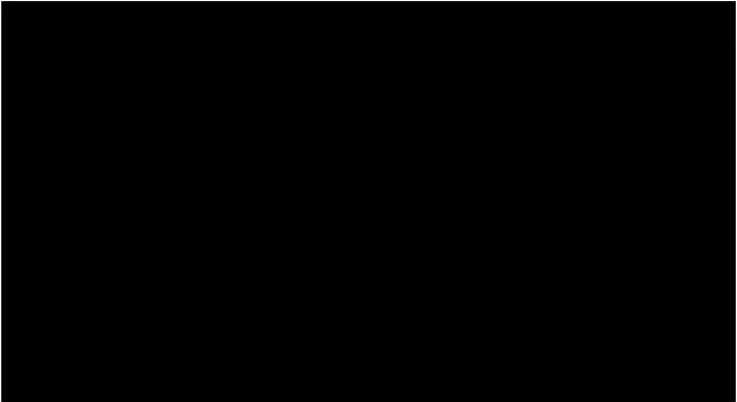
Round the corner is Primrose Hill a source of pleasure for many and a fantastic tourist attraction, can you imagine having this practically on the doorstep?

I don't see how the infrastructure can cope?

I don't object in principle to high rise towers, but in their place is in the city surely? not in a green and pleasant area like nw3.

Kind regards,

Carol-anne Turner



Dear Mr McDonagh,

I see that you are case officer for the development at 100 Avenue Road (2014/1617/P). I have also heard that you are willing to accept late submissions in this case.

I am contacting you on behalf of Camden Cycling Campaign about the proposed development at 100 Avenue Road.

We have recently been warned that the development at 100 Avenue Road may have harmful effects on the cycle route through Swiss Cottage Market. I hope that this is incorrect.

This is currently an essential route for cyclists and there is no safe alternative. In addition, there are plans associated with the Central London Cycling Grid to provide a safe two-way route across the gyratory from Belsize Road via Swiss Terrace to Eton Avenue. I would hope that Camden Council intends to protect the existing route through the market during any development that takes place and retain it after it is finished.

The papers on the website are far too extensive for me to study them properly, but I am unable to see anything that mentions either taking away or keeping the cycle route. Surely LB Camden has a duty to protect this essential link for cyclists?

Please would you let me know the conditions on the development regarding this cycle route.

Jean Dollimore

Camden Cycling Campaign Committee
9 Dartmouth Park Avenue
NW5 1JL