

Dear Sir,

As a parent of two young kids growing up in Belsize I am a very frequent user of the open spaces around the proposed development site. I feel that the size and scope of the project are too ambitious and do not support it on the grounds that it will have adverse consequences on the local community during construction.

I am concerned that the construction process will adversely affect my kids' ability to enjoy and play in the existing public spaces surrounding the site. I also fear that the excessive height of the 24 story project will diminish the available light for the public spaces making the play areas colder and less attractive.

I fear the project will also adversely affect the communal space where we enjoy the farmers market and the adjacent theatre. This area will be blighted with noise, pollution, scaffolding, and construction materials and their residues for many years. While the developer benefits, how does the community?

Furthermore, the project will exacerbate an already incredibly bad traffic situation. Bear in mind that the hour of the school run already clogs the neighbourhood in the same spots where surely now the construction vehicles will be passing through to deposit their supplies. Beyond the years of construction traffic disturbance, the any larger underground car park at the new facility is sure to also adversely bring substantial additional future traffic directly into the neighbourhood bottleneck.

The extra and additional square footage of this enormous project is clearly a very important requirement for the developer/owner. In the current market, any well managed project of this proportion is likely to ensure a significant profit upon completion. Clearly, it is not acceptable that such a profit rest solely on the planning consent being given by the council, when it creates such large multi-year one-off adverse costs as well as permanent future negative impacts (congestion) to the community.

The size of the project should be curtailed to reach the right balance of interests. The square footage may certainly be increased vs. the original site and I welcome a mix of commercial and residential real estate but there should be NO INCREASE in underground parking capacity. This avoids increasing subsequent PERMANENT access congestion vs. Eton Avenue. The height should be more modest to minimize light taken from public spaces. Public spaces must be allowed to remain open with minimal disruption during the construction. The successful minimization of public disruption may carry additional cost and should be charged up front to the developer to strictly ensure compliance. The computation of such an amount should

be publicly approved by the Council/community and invested in the local community centre at Swiss Cottage or possibly be integrated into the design of the site's public spaces. Construction vehicles must be prohibited from, or strictly and transparently regulated when using Eton Avenue, Primrose Hill Road, Adamson Road, Fellows Road, Englands Lane, etc.

I am not in possession of all the facts regarding this planning application and thus express that these are simply my personal opinions on the matter as a concerned local resident. I thank you for your time.

Sincerely yours,

Roland Hartwig

Local Resident
Belsize Ward





Dear Mr McDonagh,

I live at 11 Adamson Road NW3 3HX.

As such the proposed carbuncle at 100 Avenue Rd has a huge adverse impact on me.

Specifically may I draw your attention to my 2 strongest objections.

First : The proposed building is domineering and much out of character with the area over which it will dominate. My understanding is that there are very strict rules with regard to permitted developments on my road. Much of these stem from the wish to preserve the visual aspect and ambience of the area. It is a complete mockery to enforce on people such as myself your conservation rules and then allow such an attack on our area from the sky down. Please get real and stop pandering to whatever vested interests are driving this.

Secondly is the effect on traffic. Currently you are aware of the problems in the area. This is demonstrated as regards parking by your unwillingness to have allowed certain addresses to have parking rights. At peak times it can take 20 minutes for me to travel down Winchester Road south to the main traffic lights. This huge development in the area will hugely exasperate this problem.

I expect the planning authorities to start using some common sense and stop this monster going up.

Yours sincerely,

Charles K Walford



I strongly object to giving planning permission to build an 81 m building at Swiss Cottage for the following reasons:

1. There have been three large buildings erected in the past few years. Resources are stretched to the limit.
2. Already traffic is impossible during the mornings and from approximately 3:30pm until past 7pm. The burden of extra traffic would be a detriment to the entire neighbourhood. Total gridlock.
3. Because of all the new buildings, parking is terribly restricted. Even if there are parking facilities within the building for its residents, visitors and workmen would make parking impossible. Add to that the market and you have a recipe for trouble.
4. Noise and pollution would be greatly increased in an already congested area once the building is erected.
5. The construction period would create treble the problems of traffic, parking, pollution and noise.
6. The little park area so enjoyed by children and adults with flowers and children's garden boxes and a fountain to splash in would be totally overwhelmed in shadow. It is the lungs of Swiss Cottage. It would be a shame to ruin that.

Shelley Katz
5, 56 Eton Avenue
NW3 3hn

I would just like to register my horror at the proposal for the behemoth proposal for The 100 Avenue Road structure. It is totally out of keeping and will blight my environment. Please scale it down by 75% at least!


My objections are aesthetic and because they set a precedent. I live nearby and such a building in that area will create a threatening, overshadowing presence, totally out of keeping. If such a structure has been built (why should it?) it should be set in amongst other buildings - eg in the city where its presence would not affect residents.

Also because

Overlooking/loss of privacy

- Loss of light or overshadowing
- Parking
- Highway safety
- Traffic
- Noise
- Effect on listed building and conservation area
- Layout and density of building
- Design, appearance and materials
- Government policy
- Disabled persons' access
- Proposals in the Development Plan
- Previous planning decisions (including appeal decisions)
- Nature conservation

Alison Holmes - 7 Belsize Park



As a resident of 1, Strathray Gardens NW3 4PA for 24 years, I wish to put on record my total opposition to the proposed tower block which will be an absolute blight on our local landscape; the construction of which is clearly driven by monetary gain above all else. Please do whatever you can to stop this.

Sincerely

Martin Miller (Dr)

Dear David

Thanks for your concern about 100 Avenue Road.

As the surviving partner from the Levy Benjamin Horvitch partnership, I take great exception to the comments made by Grid Architects for Essential Living to the effect that the building we designed on 100 Avenue Road has "limited architectural merit, is of mediocre quality and a poor contribution to the surrounding landscape."

An RIBA gold medal and a number of commendations for our design work perhaps will give the lie to those allegations.

100 Avenue Road was designed with the same care and attention that we devoted to every project, observing not merely "Sense of Place" but also "Spirit of Place", the regard for the intangibles as well as the tangibles of the area ... the "grain" of historical Hampstead, the texture of neighbouring Belsize Park, the scale of the buildings lining Finchley Road and Fitzjohns Avenue ... as well as paying homage to the iconic Basil Spence Library.

We designed to complement, not compete.

Great care was taken with the scale of the building, as, coupled with the library and the buildings on the opposite side of the road, the complex forms, for the suburbs to the north, a "gateway" to the West End.

In addition, these buildings (100 Avenue Road and the Library) serve to enclose an area of public space without overshadowing it ... creating not merely a "functional" open space but a space that is best described as being "for the foot that dances, the voice that sings".

As I am writing this from Spain, I have not had a chance to study the proposed plans, but I understand it is to be a "tower block".

How apt! It will tower and it will block,

Yours sincerely
Issy Benjamin





Dear Mr. Donagh,

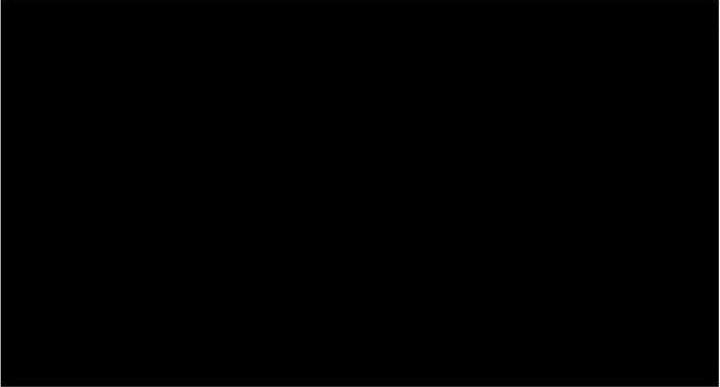
We are two neighbours living in Belsize Park, (Flat 1, 68 Fellows Road, NW3 3LJ) and we oppose to the new project to be built besides the Swiss Cottage tube station. We think will have many negative consequences for the neighbourhood. We have 3 small kids, and we use the Swiss Cottage Leisure Centre and adjacent green area quite a lot.

Here are our details:

Carolina Varela
Santiago Baraibar

Many thanks for your efforts.

Kind regards,
Carolina



Dear mr McDonagh

I revived the letter about the 100 avenue road proposal and I don't agree with the 'plan' because in the summer the tall building will block the park area from getting any sunshine and the building works will take a lot of time and a lot of elderly people live in this area so the noise would disturb them. And in case you haven't noticed there is a drama school across the street so any noise could disturb them from learning and achieving their full potential. There are also more reasons but it would take me all day to explain them. Also what about the current businesses already there like me love sushi. Also there is a library which is a place of peace which would be disturbed if this work goes ahead?

Thank you for your time

I hope you consider my views which are also shared by others in this area Many thanks Miss Rio Hockey-Morley

Sent from my iPhone

Dear Conor

I am a resident of Springfield Court on Eton Avenue.

This is to express my strong objection to the 100 Avenue Road development. I was always concerned of a high rise being planned on the site but was shocked to learn that it would be as high as 81 meters. This is a glaring mistake to me as it will simply not compliment a conservation area and arguably one of the most beautiful parts of London.

Swiss Cottage / Belsize is a residential area and a high rise of this scale will change the very fabric of the place. It will be a blotch on the skyline - I certainly do not want to have to look at this huge building on my morning westward walk to the tube station.

I also worry about the crowds near Hampstead Theatre which is as it stands quaint with its market etc. this building will make the place crowded. The leisure centre area too will become so busy. And lastly I worry about pressure on the station and how busy the platforms might become during rush hour.

It is clear to me that this is once again about making big money for the developer. Sure the council might benefit too economically but this area will certainly lose the charm that it has which was the reason I moved to the area 30 months ago.

I urge you not to approve this plan at this height and bring it down to levels that is more sustainable and one that would be complimentary to the area. Please save Swiss Cottage and London from this super high rise phenomenon.

Thanks and regards
Mahesh



To Whom It May Concern

I would like to register my strong opposition to this proposed development. We have been living on Belsize Square for 5 years now and tremendously enjoy our neighbourhood which we fear would be very negatively impacted should this project come to fruition.

Thank you for your attention to this matter.

Sincerely,

Olivier Gers



8 Belsize Square - Flat 1 - London NW34HT



Hello,

I am writing to let you know I am a neighbour in the swiss cottage area and i am opposing to the planning application of the building next to swiss cottage station.

Thanks,

Elena Maurer

Dear Mr McDonagh

Re: 100 Avenue Road

I'm lead to believe this proposed redevelopment has NOT in reality received a "powerful endorsement" from the Mayor of London as it's proponents would purport.

Please allow me to re-state here objections already emailed to Camden Planning.

There is no particular architectural merit in the existing building and in principal I'm not against progress and re-development.

However, in this case, the proposed tower not only lacks architectural merit but is in fact a hideous "slab" which can only result in it becoming **The Elephant & Castle of Swiss Cottage**. The architect (who I have met) was clearly designing to a commercial brief that maximises the number of dwellings on the site and nothing else. A corn flakes box with cut out holes for windows.

This site is a very prominent one. Standing as it does at the beginning of an arterial route out towards NW London it is literally passed by millions every year. If we are going to have a tower here then **let Camden at the very least DEMAND a design of such architectural merit that it will be local landmark to actually be proud of.**

Currently we are called Swiss Cottage BECAUSE of our local landmark (granted a license as you know when Parliament passed an Act to allow the building of the Finchley Road way back in the 18th century I think). This was to be the last victualling establishment before leaving London.

Now you want to consider something which no doubt will give our Tube station a new name.....

Tombstone Cross

as someone living within 100 metres of this design travesty I would earnestly urge you and your planning colleagues to simply DEMAND a building for which we can all at least say we have some *civil pride*.

Failing that the council can consider themselves a left over movement of those who thought council house Tower blocks in the 1960's were the new Nirvana.

LBCamden HAS A REAL OPPORTUNITY HERE TO USE SOME PROGRESSIVE IMAGINATION. I'm not asking you to consider this plea *I'm imploring you!!*

For me personally on a secondary note.....how in G-d's name could you approve a scheme like this that comes with no parking??!!

Frankly it beggars my belief!! I can write no more on that as perhaps some of you think that parking problems here in Swiss Cottage are exactly the same as they were in the 1950's. Why not take your vision further and bulldoze the Swiss Cottage itself and build a multi storey car park in its place. Then we can be a pilgrimage attraction for lovers of retro brutalist town planning of the 1970's??!!

Sincerely

**Dr Sheldon Collins BDS LDS RCS DipDSed
Garden Flat
71 Eton Avenue
London
NW3 3EU**

sent from my Desktop PC

Dear Sir,

I am a resident of the Belsize Conservation area (address: 21 Belsize Square), and I am strongly against the proposed new development for several reasons, as discussed below. But first let me say how disappointed I am that Camden Council has refused to put the notices regarding this development up again. I think this decision does a huge disservice to all those who live in the Belsize Conservation area and pay their council taxes; and I request the council to put new notices up informing honest, hardworking residents about this proposal.

The proposed development's height and mass will cause material damage to the character, appearance and setting of conservation areas, including Belsize Square. It will be highly visible from all the conservation areas. It is not an iconic design by a well-known architect. Sadly, it has no design coherence with the green space, the Belsize Conservation area or the adjacent grade II listed Swiss Cottage library.

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 will be negatively affected at different times of the day for neighbours, users of the green space and the market.

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.

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 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 social housing. This is inadequate for this community's needs.

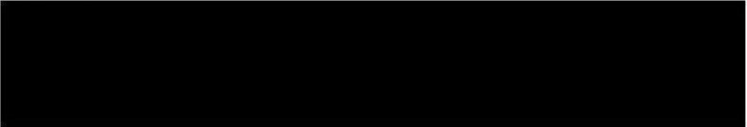
This application is premature. There appears to be no successful example of the rental model proposed by Essential Living which has lasted for over five years elsewhere in London and none in Camden.

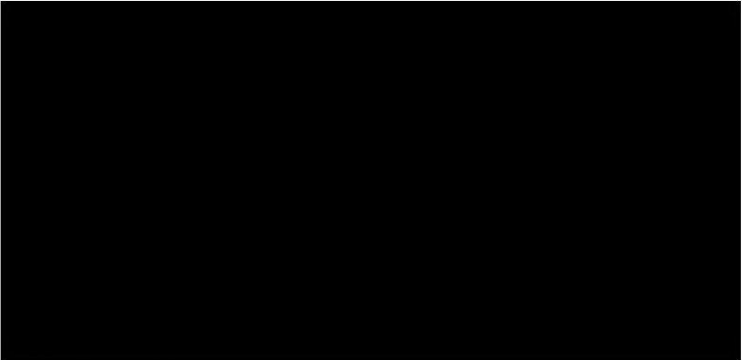
It appears that the major construction work will continue over 27 months. There is no clear plan for how vehicles and cranes will access the site without disrupting local residents, given that the site is bounded by Eton Ave and Winchester Road. Also, it seems likely that the construction work will coincide with HS2 construction work.

I look forward to your response.

Tks, rgds,

Genghis Lloyd-Harris
21 Belsize Square
London NW3 4HT





Dear Mr. Mc Donagh,

I live in 1B Primrose Gardens, NW3 4UJ, and I am opposed to the construction of the building in 100 Avenue Road.

Best Wishes,
Daniela Rocha

1 Primrose Gardens Flat B
NW3 4UJ
London





Dear Sir, Madam,

I object to the building and redevelopment for a 24 storey building in Swiss Cottage. The main reason being that the proposed building is too high.

It is also ugly, but I guess that is a matter of taste.

It will be an eyesore for anyone living in the area as well as in the surrounding areas - as we will be seeing it from every single angle from Hampstead, Belsize Park and Sint Johns Wood!

Another reason why I object to this building is that it will make Swiss Cottage even more overcrowded, traffic even more insane and dangerous than it is at this moment.

Don't do it.

Make other plans - something you won't regret in the future and something Swiss Cottage can be proud of.

Not another big block!

Charlotte Vinken
29 Arkwright Road
London (Hampstead) NW3 6BK