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**Sent:** 11 April 2014 13:53  
**To:** Planning  
**Subject:** application ref. 2014/1617/P

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

Dear Mr. McDonagh

Re. application ref. 2014/1617/P

I wish to object to the above application for 100 Avenue Road Swiss Cottage.

The proposals for a 24-storey building and adjoining block must be rejected on grounds of their inappropriate bulk, height and mass.

The tower part of the development will be clearly visible from my road, part of which lies within the Elsworth conservation area. Its bulk and massing will materially damage the character and appearance of the conservation area forever. This goes against national and local policy guidelines.

The tower block will have a dramatic visual impact which harms the character and appearance of the adjoining conservation areas, particularly the listed view of 69 Belsize Park. Clear evidence of this can be seen in the developer's own visual impact statement. It is also totally out of scale with the open space. As the wind statements point out, it will lead to an increase in windiness, particularly the pedestrian area of Eton Ave.

The adjoining lower-rise building part of the development will have a radically worse impact than the current building. The proposed design is higher, bulkier and intrudes much further into the open space. This means we will be losing an area of our park. Even the lower rise part of the development is totally out of scale with the rest of the open space and the Grade II listed library next door.

For these reasons, the entire development is out of scale with the adjoining conservation area and the green space. It will destroy both.

I also want to add that there has not been proper time for local people to scrutinize the expert reports and plans. There has been no full on-site exhibition of the plans with scale models as I might have expected for a development on this scale. This has meant that the official consultation regarding this consultation has been inadequate, given the dramatic impact it would have on all our lives.

Stephen Traube

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