

PLANNING APPLICATION DETAILS

Year: 2014

Number: 2014

Letter: P

Planning application address: 2014/1617/P. 100 Avebue road

Title: Ms.

Your First Name: Helen

Initial:

Last Name: Hutton

Organisation:

Comment Type: Object

Postcode: NW6 3AB

Address line 1: 10A Wavel Mews

Address line 2: LONDON

Address line 3:

Postcode: NW6 3AB

Your comments on the planning application: Dear sirs I am shocked to hear of the planning application for Swiss Cottage.

I thought this was a conservation area ?

I have a 2 storey house & have been told I cannot add a storey and you are considering 124 floors !

What madness is this.?

This area is already over populated especially at peak times of the day.

Congestion is a nightmare.

Parking is impossible.

The tube stations and bus stops are packed

Many times my husband cannot get on a bus to get home.

Policing is already thin, I know of several people who have been mugged in this area.

There are not enough facilities for teenagers to be occupied n they turn to mischief.

Both swiss cottage leisure centre n Talacre were oversubscribed since they opened 10 years ago.

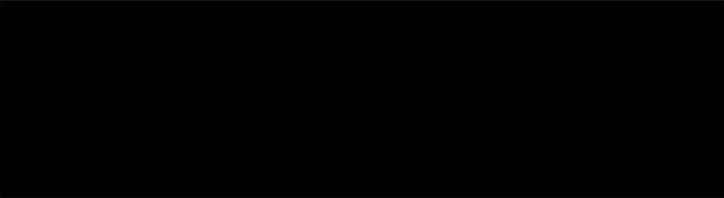
Build facilities to help the people who live here not squash more mice into this box !

IF YOU WISH TO UPLOAD A FILE CONTAINING YOUR COMMENTS THEN USE THE LINK BELOW

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No files attached

ABOUT THIS FORM

Issued by: Camden Council
Customer feedback and enquiries
Camden Town Hall
Judd Street
London WC1H 9JE
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I can only imagine that this planning application has close to zero chance of acceptance given how outrageous the proposition is. However, mistakes were made in allowing the Visage to go up in its ugly form, so I fear that this is a technique the developers are using. Go for something so extreme, all the residents will assume that it has no chance of success, and so there will be no objections.

Here are my principal objections, in main to the tower:

1. The tower is massively out of proportion to everything in its surroundings. 5, 7 and 9 stories would be far more appropriate.
2. It isn't an iconic design, or even attractive, and would not improve the area in any way.
3. It would destroy the community and village feel of the area.
4. It would be an eyesore from my road (Adamson). It would set a precedent for the whole of the Finchley rd. Are we becoming Dubai?
5. It would negatively impact traffic and parking (extra 200-300 parking spaces required) taxis, drop offs etc. on a permanent basis, and enormously during construction.

We can't remove the errors of the sixties tower blocks, but we can avoid new ones. I think a 5, 7, 9 story building would be a challenge but maybe feasible in terms of scale, suitability for the available space and existing residents. 24 stories however, is nothing short of preposterous. Please could you outline what planning indications have been given to the development group? What makes me very suspicious is that they have clearly spent a good deal of money on the application, and I'm worried the planners have given tacit approval of this scheme, no matter how ludicrous the residents feel that it is.

Regards,

Nigel Dyble

Nigel Dyble
Head of Treasury and Trading, EMEA
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I am writing to express my worry, concern at the prospect of a possible development at Swiss Cottage (see above application ref).

To be clear, I OBJECT to the planning application to demolish the existing building and the redevelopment of the site 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. Here are just a few of my reasons:

1. The area with its "VISAGE" building complex, its towers along Fellows Road and the already too urban feel of the Finchley road is already losing its charm, and I fear this will further taint the views and character of our beautiful neighbourhood.
2. Despite objections and representations of local residents to the developers, it appears no real changes have been made to the scheme and this is frankly confirming my doubts in Camden as a council.
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.
5. 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.
6. 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.
7. 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.
8. 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
9. 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
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.

12. The Farmers' Market which I have attended every week for the last 6 years and which is a major part of my community would undoubtedly be disrupted / displaced.

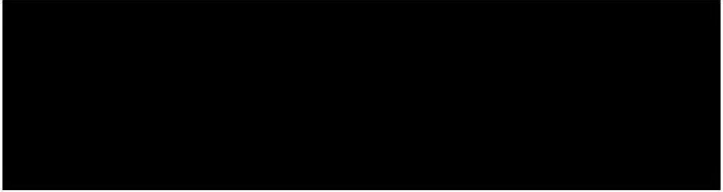
I hope that the financial needs of Camden Council are not the overriding influencing factors in the council's decision on whether to approve this application.

Yours inn apprehension and dismay,

--

Natalie Di Giorgio





Your Ref: Ref: **2014/1617/P**

While I have no objection in principal to development of the site nor to a Tower of some type I did attend a one day consultation at The Best Western Hotel in Adamson Rd where I met the architect.

While having a keen amateur interest in architecture and involvement with Open London etc etc I can only describe the design of the tower as bland, boring, slabbish, utilitarian and utterly unimaginative!

If the council wants to approve the development I absolutely and *fervently urge* it to demand a much better DESIGN submission.

This is a high profile highly visible site passed by millions of vehicles every year. Surely you would want to demand something ICONIC or at least with a degree of architectural merit!!

Swiss Cottage IS Swiss Cottage because it had an iconic landmark (maybe not so iconic these days) . This building is an ideal opportunity to put down an architectural compliment of the 21st century to the area.

I implore you only to consider therefore the ARCHITECTURE. Otherwise this slab in 30 years time will be the Elephant & Castle of NW3

Sincerely

Sheldon Collins
Garden Flat, 71 Eton Avenue
NW3 3EU

sent from my Desktop PC