

Comments on a current Planning Application

- Ref. 9636720

Planning Application Details

<i>Year</i>	2014
<i>Number</i>	1617
<i>Letter</i>	P
<i>Planning application address</i>	100 avenue road
<i>Title</i>	Mr.
<i>Your First Name</i>	peter
<i>Initial</i>	a
<i>Last Name</i>	jacobs
<i>Organisation</i>	
<i>Comment Type</i>	Object
<i>Postcode</i>	nw3 5by
<i>Address line 1</i>	29 Daleham Gardens
<i>Address line 2</i>	LONDON
<i>Address line 3</i>	
<i>Postcode</i>	NW3 5BY
<i>E-mail</i>	
<i>Confirm e-mail</i>	
<i>Contact number</i>	

Your comments on the planning application

My wife and I wish to object most strongly to the proposed 24 storey high rise development at 100 Avenue road.

We are convinced that it is inappropriate and will change the nature of the area for the worse. Worse still it is likely to be the first of a number of such developments should this one be granted planning permission. We understand that there will be financial consequences to rejecting this application but believe that the Councillors first duty is to protect the Borough for which they are responsible and to do that they must reject this proposal.

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Judd Street
London WC1H 9JE

Form reference

9636720

[REDACTED]

From: Kirill Glukhovskoy [REDACTED]
Sent: 11 September 2014 12:12
To: Planning
Subject: Planning application 2014/1617/P

Dear Mr Fowler,

Many thanks for the invitation to attend the Committee meeting in respect of the above application today. Regretfully, I am in Newcastle today and cannot attend the meeting.

Nevertheless, I would like to express one more time my strong opposition to the plan to develop a 24-level building at 100 Avenue Road.

I have provided my detailed reply at the consultation stage. I strongly believe that it will be absolutely out of place and ruin the views from Hampstead elevation over London. It will be out of style with its surroundings. It is taller than council housing along Fellows Road and those building were a huge mistake of the previous less responsible planning era. Furthermore, it will create more pressure on the existing infrastructure in an already extremely area. The mitigating measures proposed by the developer are not adequate and no more than declarations.

Moreover, the construction stage will create major disruptions in this important transport hub (Tube, buses, private cars, near-by overground) for an extended period of time and will also significantly affect access to such important communal facilities as Hampstead Theater, Swiss Cottage Library and Leisure Centre, playing grounds and a communal recreational area that are all located in this space between Winchester Road and Avenue Road and the newly build school on the other side of Adelaide Road.

The merits of developing a residential project over a roundabout with some of the worst air quality in London are really doubtful. If there is any council housing in this building, it will most likely on lower floors and facing the road turning into a "death trap for the poor".

The share of communal space and other amenities is incomparable with commercial, for-profit, space and not adequate for the scale of the development that is proposed. So, all the negative impacts of this project are only for the benefit and profit of the private developer at the expense of a large number of Camden residents.

s106 is not an adequate way to deal with it. It is only a way to show that the Planning office has done some work. But in all truth it does not cut it. I had experience with s106 in my work and have a strong believe that they are not effective in most of the cases.

This application must be rejected outright. The Committee will have the support of all the residents of the area. If the application is granted, we will have to go forward with the appeal and judicial reviews and it will become a major issue at the next elections.

Kind regards,
Kirill Glukhovskoy

[REDACTED]

From: Annelies Simeloff [REDACTED]
Sent: 07 September 2014 14:41
To: Planning
Cc: [REDACTED]
Subject: 100 Avenue Road/Planning Application 2014/1617/P

I object to the Planning Application because:

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

2. The development will harm the local area because it is very much out of scale. The height of the tower, adjoining an extensive conservation area, a listed library building, a sports centre and local green space, is inappropriate for this area and in addition, will take away much of the light reaching the open space and children's play area. The design Council has stated that the space will only receive light of sufficient quality during the May to August period. Obviously the lack of light will mean that the area will be used less and as a result will deteriorate into an under used and unsupervised, impoverished site.

3. The residents of the square, including residents of the care-home Mora Burnet House, will suffer construction pollution over (I believe) 24 months and once completed they will face a late night, mini town-centre with all associated traffic, noise etc.

4. The scheme does not offer decent, permanent, affordable housing for local people. Of 184 flats, 28 are "affordable" which is defined as 80% of local market rates. The flats only offer tenancies for 2 to 5 years.

5. In addition the site is not really suitable for residential use because it is situated slap bang in the middle of one of the most polluted areas. Residents will suffer from high levels of air pollution. During construction there will be higher levels of pollution still.

6. The scheme proposes a very high density level of residential occupation - higher than the maximum recommended for central London.

7. There is no provision for vehicle access to the development. This will damage the pedestrian/market area of Eton Avenue. The scheme has no parking provision, so will make use of already over-used local parking bays.

The scheme will put pressure on local transport which is already under pressure and will be even more so if HS2 goes ahead. The congestion on all forms of public transport will be very great.

8. 3 Large cranes will be required during construction. As no other vehicular access has been planned all this traffic will go on local road and over Eton Avenue leading to much congestion. The pedestrian area in Eton Road will largely be gone.

The whole scheme will damage the area, make the local open space inaccessible, smaller (as the proposed development is larger than existing) and unlikely to be able to function as the "design icon" that developers advertise!.

9. I personally use the open space, the leisure centre, the cafe and I have in the past often used the water fountain for my small grandson to play in with his friends. I also go to the Hampstead theatre at times and enjoy having a drink outside at the back, overlooking the green space. Access to the theatre and to Eton

Road is currently pleasant and enjoyable but I think that both the theatre, as well as the market and the green space will be severely damaged should this development go ahead.

Annelies Simeloff, 86 Goldhurst Terrace, London NW6 3HS

Comments on a current Planning Application

- Ref. 9637266

Planning Application Details

<i>Year</i>	2014
<i>Number</i>	1617
<i>Letter</i>	P
<i>Planning application address</i>	100 Avenue Road
<i>Title</i>	Mr.
<i>Your First Name</i>	Matthew
<i>Initial</i>	o
<i>Last Name</i>	sebag-montefiore
<i>Organisation</i>	none
<i>Comment Type</i>	Support
<i>Postcode</i>	nw5 2hy
<i>Address line 1</i>	6 Lupton Street
<i>Address line 2</i>	LONDON
<i>Address line 3</i>	
<i>Postcode</i>	NW5 2HY
<i>E-mail</i>	
<i>Confirm e-mail</i>	
<i>Contact number</i>	

Your comments on the planning application

While this is a major development and much care will be needed to ensure that the disruption during building is minimized, house prices in Camden are very high and we need to build more houses. this site does fundamentally seem reasonably suitable for high rise development. in general it is difficult to find suitable development land in Camden so I believe this building should be allowed to proceed

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Form reference

9637266

From: ANTHONY KAY [REDACTED]
Sent: 08 September 2014 15:28
To: RSCDevelopmentControl
Cc: Planning
Subject: 100 Avenue Road NW3 3HF ref 2014/1617/P
Attachments: header.htm

ANTHONY H. KAY LLB.
SOLICITOR

Non-practicing

26 Crossfield Road
Hampstead
London NW3 4NT
[REDACTED]

VIA EMAIL

8 September 2014

DCC Committee Clerk
London Borough of Camden

Dear Sir,

100 Avenue Road NW3 3HF Planning Application ref 2014/1617/P

Having read the Report over the weekend I should like to submit this Written Statement, and also request that a copy of this letter is included in the Supplemental Report for consideration by the members of the DCC. Apart from being listed in the Report the serious fundamental and substantive issues raised by the large number of councillors, residents associations and especially individual residents seem to have been more or less ignored, and it is hard to accept a Report which does not at the least address these issues as being a serious objective analysis. The whole tenor of the Report is indicative of a desire to push through a deal already negotiated between the Planners and the Developers, designed to maximise the potential profit of the developers and thus the s.106 Agreement payment to the Council, and is a complete negation of the Planners responsibility to the local community.

This is confirmed by the 14 page report on economic viability commissioned by the Planning Dept. already in March. There are a lot of other matters which would seem to be much greater planning considerations justifying a report than this. Nowhere does the Planning Officer in his Report deal with the criticisms that this type of project does not satisfy the call for proper long term family housing, or justify the minimal provision of only 28 so called affordable units out of 184; where the use of the word "affordable" is only relative and the units will still be very expensive to rent.

Even in those relatively few cases where some mention is made of the serious reservations affecting the proposals, the Planning Officer's comments are at best disingenuous when not misleading or incorrect. From what had to be a quick perusal, the following are examples, which while of mainly ancillary items are sufficiently serious to alone justify refusing consent:-

- P.29,para 11.16 Appropriateness of Site for a Tall Building. In an attempt to justify the highest building in the locality, which has been almost universally condemned as out of place, unmeritorious and an eyesore, the Report states that the site is at an "intersection which marks a transition between suburban North London and the larger grain development of Central London". I consider this statement to be totally misleading and factually incorrect. Central London is over a mile and a half to the south, and in between lies St.Johns' Wood which is predominantly residential. The whole stretch of the Finchley Road and its continuations into Wellington Road and Park Road south from the site is lined on both sides almost exclusively by mid height residential apartment blocks with hardly any shops or offices at all. Similarly on P.31 para 11.22 the statement that a tall building would be consistent with "the experience of moving out of the conservation area towards the town centre" is similarly flawed; as also is the conclusion on P.58 para 29.3 of the Report.

- P.45 para 16 Air Quality. No explanation is given as to how a site deemed several years ago to be unsuitable for residential use, when there was less concern and regulation, can have suddenly been transformed; quite apart from the adverse effects caused by the construction works and heavy vehicles.
- P.46-47 para 18. Microclimate. The effect of tall buildings causing and exacerbating wind tunnels is so well known that the Report here can only be described as an exercise in not facing reality. Anyone who regularly walks through the pedestrian/market area or along the Finchley Road nearby knows that the area suffers from frequent extremely strong winds when every where else is relatively calm. So the comment in para 18.6 that there would be a problem only for 1.2 hours a year is completely misleading and not borne out by personal observation.
- Ps.49-50 paras 21.3-21.10 Car Parking. The report acknowledges briefly that car parking is a problem but finds it acceptable that apart from 13 car parking spaces for disabled persons the problem is solved by describing the proposed 184 apartment block as being "car free". It will only be "car free" in the sense that there is no proper provision of parking. It is quite unrealistic if not disingenuous, to expect that in 184 apartments, primarily designed to be occupied by young working professionals, that the majority will not have their own car; indeed many may require it for their jobs. In fact as many of the apartments have two or even three bedrooms, the number of car owners could be very considerable, leaving aside completely cars of visitors. I am not the only person to have pointed out that there is really no spare capacity in the surrounding streets, and in the evening there is already great pressure on any spare space from visitors to the local theatres and cinemas. The reality is that there will be a huge number of extra cars, and their owners from necessity will park them wherever they can, such as blocking entrances and driveways, and overnight on the pedestrian/market area, and I consider it quite irresponsible of the Planners to blithely ignore this issue. The conclusion on P.59 para 29.6 is thus flawed.
- P.50 -51 paras 21.15 & 21.19 Servicing. The Report accepts that the only access for service and refuse vehicles is via Eton Avenue and that due to height restrictions larger vehicles could not use the existing tunnel and as at present go through the pedestrian area, but does not mention that this already causes problems for pedestrians and also that this area is also used for an open air market. In 21.19 the Report states that "Given the nature of the uses proposed it is not considered there would be significantly more servicing than at present". Most people would consider that an apartment block of 184 dwellings will require much more servicing and refuse collection than a commercial office building. Given the nature of the proposed lettings there is likely to be a much greater changeover than is usually the case; so it is not inconceivable that large removal vans will have to negotiate the pedestrian area, even if the market is on, about twice a week. If more than one move either in or out takes place on the same day chaos is likely to ensue, especially if there is also an articulated lorry there servicing the theatre. To completely ignore all considerations of this nature indicates a completely cavalier and irresponsible attitude on the part of the Planners to the safety of pedestrians. Again the conclusion on P.59 para 29.6 is flawed.
- P 52 para 21.27 Access for Construction. It is well known that access to the site for construction is severely restricted, and the only way through is via Winchester Road and Eton Avenue. For the Planning Officer to state that "This route has been identified in order to protect residential amenity" is really barefaced cheek; especially as it passes directly in front of an old age home, This is compounded in para 21.30 by construction works being permitted from 8am to 6pm during the week and 8am to 1pm on Saturday. A builder is hardly like to ask for any more than this. The local streets are already congested enough at times especially during the school run. At present I walk or use public transport as much as possible and hardly use my car. It should not be necessary for me to consider changing my habits and add to the traffic to have to demonstrate that the local streets cannot accommodate the extra construction heavy vehicles.

Yours faithfully,

A.H.Kay

From: Gian Banchero [REDACTED]
Sent: 08 September 2014 15:36
To: Planning
Subject: Fw: Re :100 Avenue Road 24 Storey Tower Block

----- Original Message -----

From: [Gian Banchero](#)

Sent: Monday, September 08, 2014 3:05 PM
Subject: Re :100 Avenue Road 24 Storey Tower Block

Dear Jonny Bucknell,

24 Storey Tower Block - 100 Avenue Road.

A permission granted for this tower block contravenes all acceptable and historic planning protocols. It demonstrate a Council in disarray, one with no vision for the future of this area or its environmental protection and one that totally disregards the views of its population.

It is not just the horror of this poorly designed megalith dumped in our beloved neighbourhood, it is also the horror of the future blight that beckons once it is here.

Its location, adjoining the Conservation Areas of Elsworthy and Belsize is wrong as its overbearing scale will be too dominant and it is too close to these residential areas. In addition, its location within the Greater London Conurbation is ill-conceived.

No one in this part of Camden wishes to see another Croydon on its doorstep.

Yours sincerely,

Eldred Evans OBE
Chair - Belsize, Elsworthy and Parkhill Road Conservation Area Advisory Committee.

[REDACTED]

From: Christine Andry [REDACTED]
Sent: 12 September 2014 10:30
To: Planning
Subject: Planning application 2014/1617/P 100 Avenue Road

As very many members of the general public were unable to attend the "open" meeting on the above last evening (we were told there was no room) please let me know immediately the decision made at the end of the meeting. Failure to do so will constitute a breach of the public's right to attend such meetings.
Christine Andry (resident in Belsize)

[REDACTED]

From: Fowler, David
Sent: 15 September 2014 10:25
To: Planning
Subject: FW: 100 Avenue Road communication (2014/1617/P)

Morning,

Please could this be uploaded.

Thanks,

David

David Fowler
Principal Planning Officer

Telephone: 0207 974 2123

From: KingAssocs@aol.com [REDACTED]
Sent: 10 September 2014 16:27
To: RSCDevelopmentControl
Subject: 100 Avenue Road communication

Dear Mr Fowler

I know it is too late to write any more prior to tomorrow's meeting but I do want to complain that I only received your letter on Monday - 8th September (dated 3rd) and 3 days notice is not sufficient to be able to attend an important meeting like that, nor is less than 2 days to be able to respond before 9 am today.

I am incredibly unhappy that a decision like this could be taken so flippantly by the Council without taking into account the views of the people who live here. I am sure those giving consent never drive round Swiss Cottage as it is which is difficult enough but to suddenly import hundreds more people, cars etc into such a small space with very little access and right on top of the tube is complete madness. Added to this we are going to suffer the disruption of Adelaide Road being cut off for HS2 (another plan which is totally over the top in expense and disruption).

I am also sure lots of studies have been done about the unsociability of living in Tower Blocks and that those phenomena from the 50s went out of fashion a long time ago. I dread to think about the problems with drains underneath given our ancient sewer system which already copes with this very congested area, let alone the potential fire hazard (Towering Inferno) and if the lifts break down. I can only think there are some serious handouts being made to get this through and that democracy is out of the window.

I feel Camden Council have betrayed us all and whilst this email will not go in with anything for tomorrow's meeting - which I cannot attend personally as I was already booked to go elsewhere - I would like it forwarded to the Leader of the Council and Council Members.

kind regards

Mrs Gillian King
(resident for over 30 years)

37 Elliott Square, London NW3 3SU

[REDACTED]

CRASH

Combined Residents' Associations of South Hampstead

100 AVENUE ROAD APPLICATION NO 2014/1617/P
SUBMISSION OF OBJECTION

I have only today learned that my emailed request to be allowed to make a deputation to Council on behalf of The Combined Residents' Associations of South Hampstead was, mysteriously, never received, despite the fact that I have proof, on my computer, of that request having been made at 10.35am on 6th September. Consequently I am now making this written submission which I hope, in light of an error not of my making, will be allowed and conveyed to members of the DCC.

The 250 members of CRASH, the residents' association covering the conservation area of South Hampstead, west of Swiss Cottage, have deputed me to state our strong objection to Essential Living's application. We consider this proposed building to be an undistinguished, oversized, dominating structure of no architectural merit - one which is grossly out of scale with its surroundings. Its impact on the immediate area will be to overwhelm and overshadow the present public open green space while at the same time considerably diminishing the predominantly low-rise Victorian and Edwardian architectural heritage of the conservation areas surrounding it. Its sheer mass will overawe and dwarf Sir Basil Spence's Grade 2 listed Swiss Cottage Library - one of the few iconic modern buildings in London.

This proposal will have a considerable detrimental visual impact on streets way beyond its immediate location. It will cause substantial visual harm to the skyline of many of the streets of the South Hampstead Conservation Area from which it will be clearly visible. Its bulk will even impose itself on the skyline of certain parts of West Hampstead, particularly in West End Lane and Abbey Road. Despite this neither CRASH nor WHGARA (West Hampstead Gardens and Residents' Association) were ever consulted by Camden on the prospect of this fundamental change to the existing environmental harmony of the area.

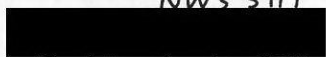
Camden Council has, in the past, acknowledged its mistakes with regards to high-rise buildings and committed itself to not repeating such architectural errors. The Case Officer's recommendation that the proposal for 100 Avenue Road be approved suggests that the Planning Department has forgotten the lessons of the past as well as its commitment and that we are to return to the out-of-date thinking of the 60's and 70's with equally tragic consequences for the local environment.

CRASH asks you to refuse this application.

Peter Symonds
Chairman
Combined Residents Associations of South Hampstead
48 Canfield Gardens, NW6 3EB

27 Adamsan Road
LONDON
NW3 3HT

Application ref: 2014/1617/P
(100 Avenue Road)



9 September, 2014

Sir,

Many hundreds, or thousands, of local people have objected to the building of this disgusting sky scrapes, with only a small handful in favour. The planning officer decides to ignore this and grant permission anyway.

What happened to democracy? The only people who agree with the project are those who will make a lot of money from it.

This building will destroy the only area in Swiss Cottage where young families or older people, can go for a bit of peace and landscape and feel safe.

The construction will block out most of the afternoon light, create expensive flats which will dominate the area and put

great stress on local amenities such as parking, medical centre and noise.

There is much more to life than generating money for short-term gain.

This disgusting building would be a blight on our landscape, destroying what remains of Swiss Cottage.

No body wants it - why are you not listening?

Anthony Richards.

Muthoora, Leela

Subject: FW: 100 Avenue Road (2014/1617/P)

From: "Julian Brown" <>

Date: 9 September 2014 10:38:17 BST

To: "Belsize Bulletin" <>

Subject: RE: URGENT: Camden recommends APPROVAL for 100 Avenue Road

We are residents at Flat no 6, 121 Haverstock Hill and strongly oppose the building of this tower block. It is totally inappropriate in this area and harks back to the dreadful developments of the 1960s please register our opposition. We are abroad at the time of the meeting and so cannot attend but wish to register our opposition, about which we feel strongly.

Regards,

Julian and Ingrid Brown