

From: Kate Anderson
Sent: 12 August 2014 13:27
To: Planning
Subject: Planning application ref. 2014/1617/P

I object to the planning application to demolish the existing building at **100 AVENUE ROAD** and the proposed redevelopment on that site of 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. Despite objections and representations of local residents to the developers, no changes have been made to the scheme.

2. **The development could materially harm the local area because it appears to be out of scale.** The height - **80 metres** (20% higher than Burnham and Taplow), bulk and density are inappropriate for this site, adjoining several conservation areas, a listed library building, a sports centre, and popular green space - as well as for the residents of the square. The development substantially damages the appearance and character of Belsize conservation area. The identified view of 69 Belsize Park will be destroyed. The proposed building is not an iconic design for its setting and has no design coherence.

3. **The residents of the square, including those at the care home Mora Burnet House, will have to suffer the disturbance of construction and the 24/7 mini town centre there once completed.**

4. **The development does not provide decent, permanent, affordable housing for local families.** There is no social housing in this scheme. Of 184 flats, 28 are so-called 'affordable'. This is defined as 80% of market rent in this area. The flats only offer tenancies for 2-5 years. The so-called 'affordable' units are segregated from the rest of the development.

5. **We do not believe the site is suitable for residential use due to the proximity of one of Camden's most polluted and noisy roads.** The developer's own air quality statements show that users and residents of the building will be subject to high levels of dangerous air pollution including nitrogen dioxide. High levels of pollution during construction are predicted for local residents. The site was previously deemed unsuitable for housing due to traffic noise and pollution.

6. **The development proposes higher levels of residential density than recommended in the Mayor's London Plan. It does not meet national targets for CO2 reduction.**

7. **Our public realm will be damaged.** The development extends further into the green space than the current building. 23 trees will be felled. The green play area will be overlooked by 184 flats and retail facilities will open onto it; parents of children who use the fountain are concerned about the security implications for their children. The Design Council say the green space will only receive light of a sufficient quality between May and August. The developer's own statements admit that there will be increased wind on the green space and pedestrian/market area of Eton Avenue.

8. **There is no real provision for vehicle access to the development. This will damage the pedestrian/market area of Eton Avenue.** Access for larger vans, delivery trucks and emergency vehicles will be along the pedestrian area. This will disrupt the market and lead to dangers for pedestrians, particularly schoolchildren. The scheme provides no (non-

disabled) parking. Outside restricted times, there is nothing to stop visitors to the development and retail facilities using local parking spaces. The scheme fails to take into account that residents and users of the scheme will be picked up and dropped by cars. There will be even more congestion if HS2 construction goes ahead.

9. The provision for construction is inadequate. For 27 months, (or more) construction traffic will access the site using local roads and the Eton Avenue pedestrian/market area. This includes delivery of three massive cranes.

10. 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.