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09 JUL 2014

Culture & Environment

re: planning applic. 2014/1617/P

tower block replacing 100 Avenue Rd. N.W.3.



5.7.14

I wish to object to the above proposed development on the grounds that

- 1) The proposed scheme will totally unbalance the present arrangement of the water feature, grass area, flower beds, sports centre, theatre & central library which came into being (apart from the library & graded of architectural merit) only a few years ago.
- 2) The closeness to a major road & a rational system with the consequent pollution generated by the traffic cannot be conducive to good health in the prospective residents. The site was considered previously unsuitable for housing so why now?
- 3) Noise from vehicles on this busy road would add discomfort & stress to residents of the proposed block.


4) The development of 184 flats will have little impact on the provision of housing that can be considered 'affordable' as is needed for key workers such as hospital staff, teachers & those of very modest means. The lack of real affordable housing drives people to further afield areas (& with the consequent added expense of travel) or to rented property which neither meets their needs or their pockets. Either of these options means they cannot save enough or are in constant debt.
A social deficit!

5) The proposed development of flats offer tenancies for 2-5 years. This offers no security to the residents. Why such a short stay? Surely it is to increase the rents after 5 years. Short term tenants would not show an interest in local affairs.

What does "Essential Living" mean?

- 6) Building The tower block & the lower blocks proposed have no architectural merit that would compensate for their size & position & would dwarf the nearby buildings.
- 7) It is known that tall buildings generate wind problems.
- 8) What about vehicle access? How will emergency vehicles (ambulances, fire engines) gain access?

Summary

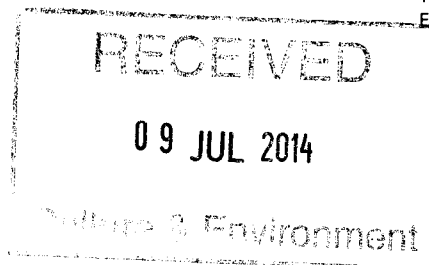
- a) The main objection is that the proposed development does nothing to ease the housing situation in London because 80% of the market rate for rent in this area will still make it unacceptable for those on a limited income. That leaves the tenancies only available to those from overseas or those who can afford a pied-a-terre in London with more permanent housing elsewhere.
- b) Due to the enormous bulk of the proposed buildings it completely destroys what is now a pleasant place to be, a place especially enjoyed by parents & young children.
- c) The increase in population would put a huge strain on transport, schooling & medical centres.
- 

ROYAL CENTRAL

SCHOOL OF SPEECH & DRAMA · UNIVERSITY OF LONDON

Conor McDonagh
Principal Planning Officer (West Area Team)
London Borough of Camden
Planning Department
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Deputy Principal (Corporate)
Deputy CEO/Clerk to Governors
Debbie Scully DMS, FRSA
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8 July 2014

Dear Mr McDonagh,

APPLICATION REF. 2014/1617/P - 100 AVENUE ROAD

We hereby submit representations on the above planning application for:
'Demolition of existing buildings and redevelopment to provide a 24-storey tower and a part seven/ part five storey building comprising: a total of 184 residential units (Class C3); up to 1,041sqm of flexible A1/A2/A3/sui generis floorspace to include a potential new London Underground station access from Avenue Road; up to 1,350sqm community use (D1) floorspace, and; associated works including the enlargement of an existing basement to contain disabled car and cycle parking spaces, landscaping and access improvements.'

The application site is located immediately south of The Royal Central School of Speech and Drama (Central)'s Swiss Cottage campus whose main entrance is off Eton Avenue. Central is a key landowner and occupier in Swiss Cottage, providing world-class teaching in the performing arts and a programme of performances and exhibitions open to the local community.

We acknowledge that the proposals have the potential to contribute to the Borough and London's housing targets and that plans to invigorate the street-scape may contribute to the programme to enliven the area. However we also consider that they may have a significant impact on the day-to-day operations of Central and on the public realm environment around the application site on Eton Avenue.

We are concerned that the proposal will detrimentally affect the operation of the Eton Avenue markets and Central during the construction period. In particular, we are concerned about noise in assessed performances. These assessed performances are a major component of students' degree outcomes. The number of performance hours required means that it is not feasible to programme them entirely outside construction hours. We are concerned that the construction programme will affect Exit 2 from Swiss Cottage Underground Station onto Eton Avenue. The station exits are confusing to visitors and it is important that the most direct route is available to prospective students and auditionees who do not know the area. There is potential for a direct impact on Central's income streams if these visitors' experience is affected.

The Royal Central School of Speech and Drama
Eton Avenue
London NW3 3HY
T: +44 (0)20 7722 8183
www.cssd.ac.uk

Patron: HRH Princess Alexandra,
The Hon Lady Ogilvy KG GCVO
President: Michael Grandage CBE
Principal: Professor Gavin Henderson CBE

The Royal Central School of Speech and Drama is registered as a Company Limited by Guarantee, with exempt charitable status, in England and Wales under Company No. 203645. Its registered office is as above. VAT No. GB 135 6002 46.

Central needs to be assured that its emergency evacuation access onto Eton Avenue will not be affected by the construction programme. There are up to 1,000 people in the School in term time and most fire exits open onto Eton Avenue. Finally, we note the potential permanent loss of daylight and sunlight to some of the School's rehearsal studios. This is important to students and risks a downgrading of facilities that Central can offer with a potential impact on income streams.

The Applicant should provide a detailed construction and traffic management plan which has undergone consultation with neighbouring landowners and occupiers including Central, the Hampstead Theatre and the Market stall operators. It is only through this process that the Local Planning Authority can be satisfied that the construction programme will be adequately managed to minimise impacts on Central's teaching programme and residential amenity.

Given the potential for substantive impact on Central's income - and, we assume, that of neighbours' including Hampstead Theatre and Farmers' Market, we request that the potential for the scheme to provide some gain for the local community through the Community Infrastructure Levy is also considered.

We request that the Local Planning Authority acknowledges these representations made on behalf of Central.

Kind regards,



Debbie Scully
Deputy Principal (Corporate) / Deputy CEO / Company Secretary

Camden Planning Department

Dear Mr. McDonagh

Re. application ref. 2014/1617/P

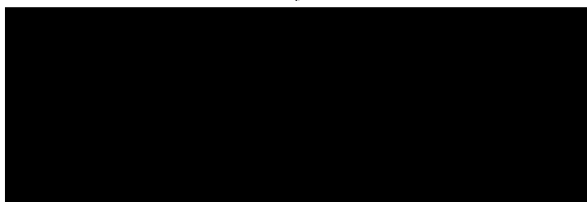
I live in Swiss Cottage.

The area is totally unsuitable for such a large development.

The Council seems to be abusing its own planning policy to build the biggest development possible. There has been no consideration of building on a human scale. Having looked at the air quality assessment, I am flabbergasted. The Council must conduct its own independent analysis of the health impacts for future residents of living above the highest NO2 levels in the borough. Has anyone done an independent assessment of the impact on life expectancy for future residents?

Obviously, there will also be an impact on NO2 levels with the increase in traffic due to the large-scale construction required. I would like to know where these vehicles, particularly those assembling and disassembling the three massive cranes will be routed. There can be no question that the narrow residential streets of Winchester Road, England's Lane, Eton Avenue, Belsize Avenue, Adamson Road, Belsize Park and Buckland Cresc could not take these heavy vehicles safely, especially given the number of local schools. If the heavy vehicles are routed from Adelaide Road or the gyratory, there will be real traffic chaos and an increase in pollution levels will again result.

Yours sincerely



226 Iverson Rd, NW6 2HL

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 object to this planning application.

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 density of 1272 hrh proposed here is totally inappropriate for this area. It exceeds the recommended levels of 650-1100hrh.

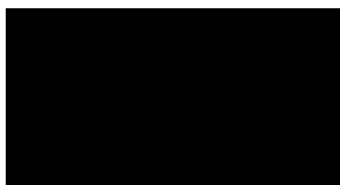
The developer's own air quality statements show that users and residents of the building will be subject to high levels of dangerous air pollution including nitrogen dioxide. High levels of pollution during construction are predicted for local residents. The site was previously deemed unsuitable for housing due to traffic noise and pollution.

The proposal substantially expands the footprint of the current building and includes a 24-storey tower block. This is inappropriate for the context. There are no local comparators as the proposed tower is 80 m, compared with Taplow 67 m and the Visage 48m.

It will increase noise and wind. The design incorporates an open slot between Avenue Road and the North West corner of the open space which will funnel wind and road noise. Allowing this would be a very poor and irresponsible decision.

As a regular user of the green space, I am upset that the only local green space and 'safe haven' for children to visit and explore is going to be damaged and that part of the development will intrude upon it. As the site is currently bordered by buildings of 10-13 metres high on the east, the scale of the development will visually ruin the open space.

Yours sincerely



Jey GASANOV
30 Cambridge street
LU1 3QU

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 block will have a dramatic visual impact which harms the character and appearance of the adjoining conservation areas, particularly the 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.

Yours sincerely

■
Mauee Tornero
53, Eton Ave
London N.W.3. 3EP

Camden Planning Department

Dear Sir

Re. **application ref. 2014/1617/P**

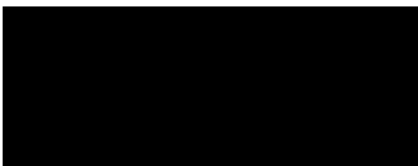
I object to the planning application to demolish the existing building and redevelopment for a 24-storey building a part 7 part 5 storey building.

The proposal substantially expands the footprint of the current building and includes a 24-storey tower block. This is inappropriate for the context. There are no local comparators as the proposed tower is 80 m, compared with Taplow 67 m and the Visage 48m.

It will increase noise and wind. The design incorporates an open slot between Avenue Road and the North West corner of the open space which will funnel wind and road noise. Allowing this would be a very poor and irresponsible decision.

As a regular user of the green space, I am upset that the only local green space and 'safe haven' for children to visit and explore is going to be damaged and that part of the development will intrude upon it. As the site is currently bordered by buildings of 10-13 metres high on the east, the scale of the development will visually ruin the open space.

Yours sincerely



19 Wood Vale
London
N10 3RJ

Camden Planning Department

Dear Mr. McDonagh

Re. application ref. 2014/1617/P

I use the Swiss Cottage and Finchley Road regularly.

The area is totally unsuitable for such a large development. The access and servicing statement shows the building will be unworkable as there is no real access or parking facility for deliveries and visitors.

The Council seems to be abusing its own planning policy to build the biggest development possible. There has been no consideration of building on a human scale. Having looked at the air quality assessment, I am flabbergasted. The Council must conduct its own independent analysis of the health impacts for future residents of living above the highest NO2 levels in the borough. Has anyone done an independent assessment of the impact on life expectancy for future residents?

Obviously, there will also be an impact on NO2 levels with the increase in traffic due to the large-scale construction required. I would like to know where these vehicles, particularly those assembling and disassembling the three massive cranes will be routed. There can be no question that the narrow residential streets of Winchester Road, England's Lane, Eton Avenue, Belsize Avenue, Adamson Road, Belsize Park and Buckland Cresc could not take these heavy vehicles safely, especially given the number of local schools. If the heavy vehicles are routed from Adelaide Road or the gyratory, there will be real traffic chaos and an increase in pollution levels will again result.

Yours sincerely

Apel Lada

F. Tillet close

N/W/O OAA



Dear Mr. McDonagh,

Re. application ref. 2014/1617/P; 100 Avenue Road

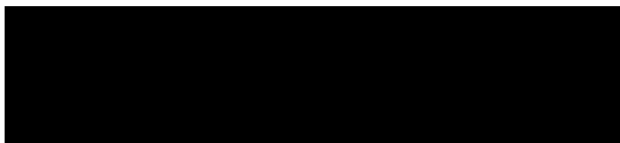
I object to this proposal. It goes against your own policy DP 25 that, in relation to conservation areas, the council will not permit development outside a conservation area that causes harm to the character and appearance of that conservation area. Similarly, in relation to listed buildings, DP 25 states that the Council will not permit development that it considers would cause harm to the setting of the listed building. This development will cause material harm to the character and appearance of several conservation areas and at least two listed buildings.

First, as regards the material harm to the conservation area, the most badly damaged will be Belsize CA, in particular Adamson Road, Eton Avenue, Belsize Park, Buckland Crescent. This is made clear in the visual impact statements produced by the developer. **I am shocked Camden Council has not commissioned its own independent visual impact statements.** The extreme height and proposed red and white colour of this tower makes it visible, in horrific ways, from key parts of this conservation area. I wish to focus on two particularly important street views.

The developers admit that it will impinge upon the identified view of 69 Belsize Park. This view is singled out in the conservation area statement. It was made famous in the 1917 painting by Robert Bevan. In their visual impact statement (5.25-7), the developers say 'The upper part of the tower of the Proposed Development would be visible from here The form and architecture would contrast with the foreground, marking the Finchley Road / Swiss Cottage town centre and contributing to legibility.' In other words, it will stick out like a sore thumb.

Similarly, another key part of the conservation area, Adamson Road will be utterly destroyed. Again, this view was made iconic by Bevan. **I want to know why no winter view of view 26 is provided.** We note that the developers admit (5.116 and 7) that the tower, upper floors and base of the development would be 'prominent' 'evident' and 'apparent'. In other words, the character and appearance of a famous road within the conservation area is being materially destroyed in an act of absolute vandalism. It is not acceptable to say this 'might be expected where residential streets approach main roads and town centres'. (5.23) We are dealing the heart of a conservation area.

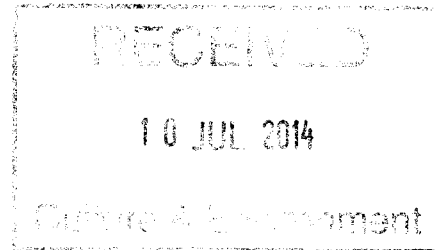
In terms of the relationship with listed buildings, the bulk and mass of the lower block will overwhelm the Grade II listed Basil Spence library. The developers do not mention that the light entering through the façade of the library is key to the Spence design. This is one of the reasons the current 100 Avenue Rd steps down low as it approaches the library. The new building is far taller and will block out light. The developers do not appear to have considered the effect of the development and its visibility from the Grade II listed Regency Court, even though it is very close.



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London NW3 3BS
Tel 0207 7220936
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Mr David Fowler
Camden Council Planning Dept
Borough of Camden
Town Hall
Judd Street
WC1H 8ND



5 July 2014

Dear Mr Fowler

Building application 2014/1617/P at 100 Avenue Road

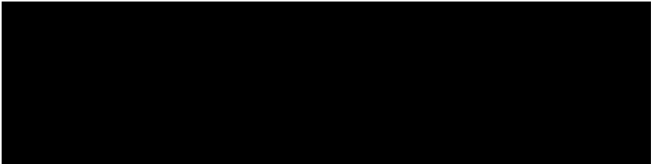
We understand a building application has been submitted for a 24 storey construction for the current site of 100 Avenue Road at Swiss Cottage, NW3.

Already our neighbourhood has been badly damaged by monstrous buildings going up. Please halt this plan. It will be major eye sore, not to mention the increased traffic at Swiss Cottage, a major thoroughfare. We have plenty of eyesores already ! Not least the tall slanted 'Visage' building in Swiss Cottage built recently, a very questionable design, to say the least. These massive tall buildings change the character of our neighbourhood, damage the traditional character and charm of the area. It will be gone for ever.

We already have parking problems in our area. This new proposal will add massively to our problems.

There is a limit to adding housing space in London, even up into the skies.
Please look into this.

Thanking you in advance
Yours sincerely



Shahnaz Bagherzade