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18 February 2015

Dear Sir

Liddell Road Plans
Ref: 2014/7651/P and 2014/7649/P

I am writing to you as the director of a business employing approximately 16 people in Maygrove Road, immediately adjacent to the proposed Development referred to above.

Whilst I appreciate that areas do not remain the same forever, I have considered the plans and wish to register my objections on the following grounds.

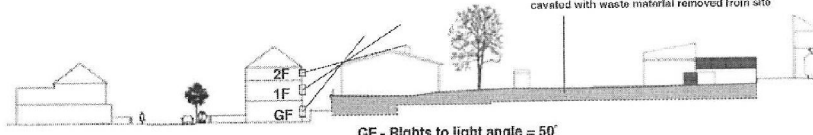
1. I understand that the plans include tower blocks, and that at least one of them is intended to be 11 storeys high. Given that this development is immediately behind our offices, this building will inevitably seriously affect the light available to our business through the windows we have at the back of our office. Our building is only 3 storeys high and we enjoy the natural light which we presently benefit from. The first image on page two clearly indicates the existing condition with adequate light levels. The proposals in the second image on page two represent an unacceptable level of overlooking with the best case on the 2nd floor comprising a level of light substantially worse than the existing condition on our ground floor.



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Consultant: AJL Randall FCA BSc FCIE BS Champai FCA

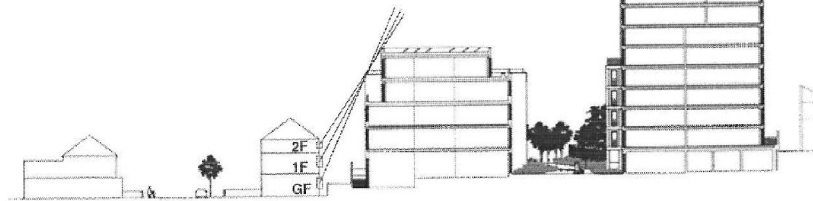
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substantial changes proposed to existing ground level within extremely close proximity to the rear of our existing property - to be excavated with waste material removed from site



**Existing Section Through
75 Maygrove Road**

GF - Rights to light angle = 50°
1F - Rights to light angle = 32.75°
2F - Rights to light angle = 14°



**Proposed Section Through
75 Maygrove Road**

GF - Rights to light angle = 66°
1F - Rights to light angle = 61°
2F - Rights to light angle = 56°

My company has been at 75 Maygrove Road since this property was built in 2001/02 and feel that the loss of light would seriously diminish our use of the property. As can be noted within the above proposed section, extracted from the drawings issued as part of the application, the development represents an overbearing structure that will materially affect the internally space impact on its suitability. The rear windows currently provide adequate natural light levels for our required use, promoting a healthy working environment; however the proposals will create an insalubrious working environment impacting on the health and wellbeing of our longstanding workforce and the viability of our office space.

Additionally the level of excavation required within close proximity to our building is of concern. This will cause substantial disruption to our working environment due to the unacceptable increase in heavy trucks accessing the site to remove excess material. We would also question the environmental credentials of a scheme that requires such substantial ground works. We understand this has been proposed to minimise the height of the tower blocks. We would however suggest, that substantially reducing the height of these structures would be a more suitable solution as it would not burden the local infrastructure with the substantial level of trucks and heavy machinery required to complete these works.

2. The character of the area would be seriously affected in an adverse way by the presence of a tower block. Although a similarly high building has recently been built in West End Land, I believe that this area of Maygrove Road is totally different in character. It is also key to note that the Ballymore West Hampstead Square development is located within the West Hampstead Growth Area and therefore planning policy supports the introduction of higher rise structures. The Liddell Road development is located substantially outside this designated area and therefore planning policy does not support the proposed scale. By and large the road and its immediate surrounding area consist of terraced housing (generally 2/3 storeys) and some blocks of flats up to 5 storeys. A tower block of 11 storeys would be a huge blot on the character of the area. In this connection, I note that a previous application for a 7 storey building to be built in Iverson Road (application 2014/5342/P - December 2014) was rejected on the basis of being excessively high, 'causing harm to the street scene and negatively impacting on long views'.

How can a 7 storey building be unacceptable as being 'over dominant', whilst an 11 storey tower block passes the planning application only a short time later?

3. Included in the plan is a proposal to open a new entrance to the site opposite Ariel Road to the west end of Maygrove Open Space. This would impact negatively on Maygrove Open Space, which is considered a protected site. Furthermore, the Maygrove Peace Park is not proposed to be expanded and there is no significant new green space in the development. Generally I feel that the plans do not comply with the plans for “protecting and improving our parks and open spaces” outlined in Camden Core Strategy 2010-2025 Section CS15.
4. A recent development in Maygrove Road caused part of the road to be closed and caused considerable upheaval as regards traffic, and access for our staff and clients. This development will cause much more upheaval during the building process which will last for longer and comprises an excessive level of excavation as previously indicated. In addition, there will be considerably increased traffic and congestion after the development has completed especially as the result of the school. Maygrove Road is a narrow residential Road where residents are able to park on both sides of the road. It simply cannot accommodate an increased volume of traffic.
5. I therefore consider that the planned development does not give proper regard to the residents of the area or local existing businesses such as our own. Nor does it comply with a substantial number of national, regional or local planning policies.

Yours faithfully



STEPHEN P GOODWIN
DIRECTOR
GOLDWINS