



To: LB Camden, Planning Department

From: Richard Ferraro, 28 Palgrave House, Fleet Road, London NW3 2QJ

Ref: Planning Application 2016/1480/P - 192 Haverstock Hill, NW3 2AJ

Dear Sir/Madam,

I write on the subject of the above Planning Application. **I give Conditional Support for the Application.** My reasons for this are set out below. Also I list the the Conditions of my support.

Reasons for Support

- I support the idea of having a Sainsbury's food shop in this location. I think there needs to be more variety of food shopping at Belsize Park, with a wider price range. Also, there are now so many restaurants and cafes at Belsize Park, the opportunities for food shopping are much more restricted than in the past.
- In my opinion, Budgens is a very expensive supermarket and it currently has a monopoly on supermarket type shopping at Belsize Park. For someone like myself (semi-retired) on a more limited budget who uses Belsize Park tube station and then walks home, a Sainsbury's shop at this location would be a very useful addition to the shopping provided in that location.
- I think that the proposed new building will provide a good architectural solution to what is currently a messy and under-used location, which is in a key position in the public area of Belsize Park in Haverstock Hill.

Conditions of Support

- **IMPORTANT: The Council must require the Applicant to enter into a Section 106 Agreement that requires the Applicant to pay for the whole cost of (as a minimum) the re-landscaping of all the areas along and close to the roads and parking areas and pathways that form the important and well used pedestrian route that runs from Haverstock Hill, through the housing estate to the rear, along the edge of the fence between the housing estate and the Tennis Courts, then along the rear of the estate to connect to the steps and pathway that lead down through the woodland nature reserve area, to emerge into Lawn Road NW3, next to the Isokon Building. Currently all of that area is suffering from decay and lack of maintenance, with numerous trip hazards and displaced paving and curbs and road surfaces etc, and other dangerous hazards for pedestrians; caused mainly by subsidence under the hard surfaces, including disturbance by tree roots. But also, lack of proper maintenance, which includes areas that go down the steps and path through the woodland area itself. The re-landscaping works that must be done to this whole area along the public pedestrian route (between Haverstock Hill and Lawn Road) must include renewal of all the hard and soft landscaping where required, with new planting as appropriate, replacement fencing where required, upgraded street lighting, and robust attractive new signage. This pedestrian route provides important access to Belsize Park for residents in the Lawn Road area including Upper Park Road, also residents of the Fleet Road Estate (LB Camden), residents on other LB Camden estates (Southampton Road and Mansfield Road) and the whole of the residential area to the**

south and east. This pedestrian route will therefore provide access for customers to Sainsbury's store at this proposed location in Belsize Park, and therefore there is every good reason to expect the Applicant to pay for the upgrade of this pedestrian route in order to provide safe access for pedestrians to the Sainsbury's store during all of its planned opening hours.

- The Council must be satisfied that all the amenity requirements and safe access requirements for local residents are maintained and properly provided for. The Council must ensure that there are strict Conditions included in the Planning Permission which apply to the operational requirements of the Sainsbury's store. Taken together, these Conditions must ensure, on a legally enforceable basis, that the store will be operated at all times with minimum disruption and disturbance to local residents and the public. So, for example, there must be careful consideration by the Council regarding hours of operation of the store.
- Also, regarding Conditions to be included in the Planning Permission, there must never be occasions when vehicles that are servicing the store form an obstruction to the required access to the rear of the store by residents and other members of the public using the area, including people with disabilities. There must be no obstructions at any time to those using the public pedestrian route from Haverstock Hill to Lawn Road. In this regard there must never be vehicles servicing the store parked in the public access area between the tube station and the new proposed store, eg vehicles for deliveries, refuse collections and the like.
- The Council must include Conditions in the Planning Permission that include specific requirements for unobstructed access **at all times** to the housing estate and the Tennis Club for fire appliances, ambulances and other emergency vehicles.
- The Council must include Conditions in the Planning permission that require all refuse materials that are to be collected from the store to be stored inside the premises of the store until they are actually collected. In other words, no refuse material of any description will be left outside the building at any time, awaiting collection.

If all of the above Conditions are fully met by the Council and the Applicant, then I support the Application.

However, if all the above Conditions are not met fully by the Council and the Applicant, then I oppose the Application.

Thank you.

Yours sincerely,

Richard Ferraro

Architect, BA(Hons) DipArch ARB RIBA FRSA

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