

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2016/2803/P	Manuela Robson	58 Belsize Park London NW3 4EH	14/06/2016 06:52:40	OBJ	<p>Having been a resident here for almost 20 years, I vehemently oppose this application. The tower is unnecessarily high and will overshadow the landscape of this conservation area and will block crucial light and sun that needs to be preserved in our day and age. It will create a much too high density of population in this small space, and it will wreck the atmosphere of this area which is so unique. It will harm that wonderful open space between Hampstead Theatre and the Leisure Centre, such a success for its sun, the light, space and greenery and for the cross-section of families and children that I see enjoying the space and the sun.</p> <p>Like others, my window faces what potentially would be the 24-story tower. My light, sun and views would be hugely affected by this tower and would have a detrimental affect on my every day life, especially as I work from home.</p> <p>The proposed tower is much too high for this small area and much too close to this historic conservation areas for it to be acceptable. Put yourself in the shoes of the close community and those like myself in the neighbouring conservation areas, and consider this: that a 24-story eyesore towering over all of us, blocking light, and creating huge density in this small area that will barely be able to breathe is not the way to create a real and long-lasting benefit for the community. So many people oppose this, please listen.</p>

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2016/2803/P	paride di giorgio	flat 3, 12 lancaster drive nw34ha	14/06/2016 22:04:22	OBJ	<p>I am writing to express my worry, concern at the prospect of a possible development at Swiss Cottage (see above application ref).</p> <p>To be clear, I OBJECT to the planning application to demolish the existing building and the redevelopment of the site for a 24-storey building and a part 7 part 5 storey building comprising a total of 184 residential units and all the associated development. Here are just a few of my reasons:</p> <p>The area with its "VISAGE" building complex, its towers along Fellows Road and the already too urban feel of the Finchley road is already losing its charm, and I fear this will further taint the views and character of our beautiful neighbourhood.</p> <p>Despite objections and representations of local residents to the developers, it appears no real changes have been made to the scheme and this is frankly confirming my doubts in Camden as a council. The development may cause material harm to the local area because it appears to be out of scale. It is too HIGH, too BULKY and the MASSING is wrong for this site, adjoining a conservation area, a listed library building and a popular green space.</p> <p>The proposed development's height and mass will cause material damage to the character, appearance and setting of adjoining Conservation areas. The proposed building will be visible from most parts of the adjoining conservation areas.</p> <p>The proposed building is not an iconic design by a well-known architect. It has no design coherence with the green space, the Belsize Conservation area or the adjacent grade II listed Swiss Cottage library.</p> <p>The huge new development materially damages the local environment. The green space will be overlooked by 184 flats; parents of children who use the fountain are concerned about the security implications for their children. The retail development at the foot of the towers will spill onto the green space and create a noise nuisance for neighbours, particularly at night. Sunlight, and daylight will be affected at various different times of the day for neighbours, users of the green space and the market. 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.</p> <p>The scheme provides no parking. Outside restricted times, there is nothing to stop visitors to the development's residents and the retail facilities using local parking spaces. The scheme fails to take into account that residents and users of the retail facilities will be picked up and dropped by cars. The development does not provide affordable housing for local people and families. Of 184 flats, Essential Living will let 148 apartments on the private rental market. Their brochure makes clear that their target market is young working professionals. ONLY 28 flats will be social housing. This is inadequate for this community's needs.</p> <p>This application is premature. There appears to be no successful example of the rental model proposed by Essential Living which has lasted for over five years elsewhere in London and none in Camden. It appears that the major construction work will continue over 27 months. There is no clear plan for how vehicles and cranes will access the site without disrupting local residents, given that the site is bounded by Eton Ave and Winchester Road. Also, it seems likely that the construction work will coincide with HS2 construction work.</p> <p>The Farmers' Market which I have attended every week for the last 6 years and which is a major part of</p>

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					<p>my community would undoubtedly be disrupted / displaced.</p> <p>I hope that the financial needs of Camden Council are not the overriding influencing factors in the council's decision on whether to approve this application.</p> <p>Yours inn apprehension and dismay,</p>
2016/2803/P	paride di giorgio	flat 3, 12 lancaster drive nw34ha	14/06/2016 22:04:21	OBJ	
2016/2803/P	Harold Lorenzelli	63a Lancaster Grove NW3 4HD	13/06/2016 12:14:14	OBJEMPER	I must object in the strongest possible terms to the submission for development of a 24 storey block on the Swiss Cottage site. This is wholly out of keeping with the area in terms of its impact on the visual environment. The development borders on a residential suburb whose aesthetic appeal would be compromised by the construction of this tower block. The feel of the area is suburban and a building of the proposed size would unbalance the appeal of the relatively modest buildings. Swiss Cottage is not Canary Wharf and it is important to preserve the visual heritage as it stands. To destroy this fine balance would be an act of architectural vandalism.
2016/2803/P	Yaniv Jennings	82b Goldhurst terrace	14/06/2016 17:15:03	COMMNT	will not be in line with the area and a 24 storey tower will affect local business and house prices and be physically unattractive in what is a landmark area for many previous generations.