

Martini & Juliette Bloom

50 Elm Court

Elm Ave.

NW3 3HT

Ref: 2016/2803/P - 100 Avenue Road - NW3 3HT

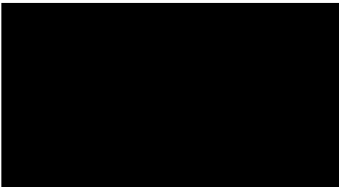
Mrs Zehab Haji-Ismael  
Regeneration and Planning  
London Borough of Camden  
Judd Street WC1H 9SE

Dear Mrs Zehab Haji-Ismael,

We live in a flat in Swiss Cottage with no garden or any outside space. The only space where our young children can play & run safely is our "precious" "Green Space". ~~It~~ <sup>It</sup> would be devastating if it became <sup>near</sup> a demolition site.

Because it is not yet known when, or even if the 100 Avenue Road Development can go ahead as planned, Camden Council must conclude that a demolition site for an indeterminate period, with an unknown outcome (whilst awaiting approval of foundation plans) would, by their own definition, cause "harm" to the Community and amenity and in any case be considered a "major" material alteration to the original plan and not a "minor" one. Therefore permission to vary condition 31 must be refused -

Thank you very much for listening to my deep concern.



London 13 June 2016

June Saw Choo Ooi (Miss)  
71 Burnham  
Fellows Road  
London NW3 3JP  
8<sup>th</sup> June 2016

London Borough of Camden  
Regeneration & Planning Development Management  
Town Hall  
Judd Street  
London WC1H 9JE

Dear Sir /Madam

**Re: Application Ref. 2016/2803/P – 100 Avenue Road, London NW3 3HF**

With reference to the above application & your circular letter dated 26 May 2016, I am raising the issue of Affordable Housing in Camden & the heavy traffic flow on the Finchley Road (A41) & all its feed-road leading into the Swiss Cottage gyratory system.

I live in the Chalcot Estate, comprising of Taplow, Burnham, Bray, Dorney & Blashford Towers, having purchased my leasehold in 2004 from a previous Leaseholder. The Chalcot Estate is a council-run & owned estate, built in the 1960's as affordable housing and with hindsight, one would say that Margaret Thatchers' & the current incumbent Tories policy on the Right to Buy has depleted Councils' housing stocks of affordable housing. All London Borough councils will have to look deeply into setting up new regulations on a renewal contract for all its' new tenants, in order to maintain its level of housing stocks. There shouldn't be a "tenancy for life" or even a "transferable tenancy"!

I very much doubt the above planning application for a 24 storey building would contain even the required percentage of affordable housing! As with the current trend in building them high, all along the Thames, the majority are for private investors as no Londoners can possibly afford to buy these.

Now, to the question of congestion on the Finchley Road (A41) .....since October 2015, Thames Water has been renewing the water pipes along this road & causing awful traffic jams on all roads leading into the Swiss Cottage gyratory system, stretching up as far as Frognal. With the above anticipated building work, the only access to the site is Winchester Road. I hope the developers are not granted permission to access the site from the main A41; imagine the chaos in the morning & afternoon rush hour! This traffic of heavy-duty machines & deliveries of heavy building materials will affect its surrounding residential area plus the neighbouring

schools with young schoolchildren & old residents alike for the coming 2 or even 3 years! At present, every day, both sides of Fellows Road & Eton Avenue are always full of motor vehicles. Consider the cost of buying a parking space in the above new building, there'll be the overflow of residents' motor vehicles onto the adjacent roads!

In February 2016, the Secretary of State followed the recommendations of the Planning Inspectors, in granting permission to Essential Living to demolish the existing building at 100 Avenue Road & for redevelopment as per its original planning application!

Thank you for your time in reading through my letter.

Yours faithfully



Regeneration & Planning  
Development Management  
LB. Camden  
Town Hall  
London WC1H 9JE

81 Priory Road,  
London NW6 3NL

June 6. 2016

Dear Zenab Haji-Ismail.

100 Avenue Road / Essential Living Tower.

I am writing to object very strongly to the new proposal made by Essential Living in their attempt to demolish 100 Avenue Road and give themselves more favourable planning conditions.

I consider it a disgraceful weakness in the planning system that E.L. can put in their proposals without having first shown that it is feasible to build a 24 storey tower over the Swiss Cottage Tube lines.

Furthermore, since it is not currently known when, or even if the development can go ahead as planned, Camden Council must conclude that a demolition site for an intermediate period, with an unknown outcome, would by their own definition, cause 'harm' to the

Community and amenity and in any case  
be considered a 'major' material alteration  
to the original plan and not a 'minor'  
one. Therefore permission to vary condition  
31 must be refused.

Yours sincerely,

Patricia Cocks

5A ST ANDREW'S ROAD  
KINGSBURY  
LONDON  
NW9 8DL

13/6/2016

1ST CLASS  
RECORDED  
DELIVERY

ZENAB HASI-ISMAIL  
SUPPORTING COMMUNITIES  
DIRECTORATE  
REGENERATION + PLANNING  
DEVELOPMENT MANAGEMENT  
LONDON BOROUGH OF CAMDEN  
TOWN HALL/JUDD STREET  
LONDON WC1 9TE

DEAR SIR/MADAM

RE: 100 AVENUE ROAD LONDON NW3 3HF  
APPLICATION REF: 2016/2803/P

THANK YOU FOR YOUR LETTER DATED 26/5/16  
RECEIVED 10/6/2016.

AS YOUR RECORDS WILL SHOW, I AM ONE  
OF THE MANY PEOPLE WHO PETITIONED  
AGAINST THE DEMOLITION OF THIS ABOVE  
SITE. MY FEELINGS REMAIN AS STRONG  
AS EVER. DO NOT LET IT HAPPEN PLEASE.

CAN SUCH A DECISION BE CONDONED  
UNDER PEOPLES' DEMOCRACY?

AFTER ALL, THE PEOPLE VOTE FOR  
AUTHORITIES TO BE IN THEIR WORKPLACE

P10...

(2)

AND YET US AS VOTERS ARE MORE OFTEN THAN NOT, TOTALLY IGNORED.

IT WOULD BE APPRECIATED TO HEAR YOUR DECISION ON THE APPLICATION BY POST. I DO NOT HAVE A COMPUTER.

WITH THANKS,

YOURS FAITHFULLY,



EVELYN BEINART



95a Belsize lane London NW3 5AU

Re:Planning 2014/1617/P DATED 18/02/16 AVENUE road NW3 3HF  
12/06/2016

We have no objection to the redevelopment of this site and the provision of community facilities and affordable homes.

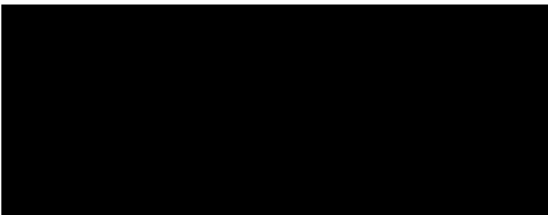
We do strongly object to the height.

Nothing in the area is more than twelve stories. The extra height of this building will dominate the area and will not be in keeping with existing buildings and architecture. The construction of any building on this site, particularly on the scale intended, will also cause major disruption in the area at a time when the intended construction of HS2 will be taking place also causing greater disruption in the area.

We ask the planners to reconsider the height of the building which we believe is a reasonable request.

Yours sincerely

D P and R Jacobs



Shahnaz Bagherzade  
49 Elsworthy Road  
London  
NW3 3BSApplication Ref: **2016/2803/P**  
Please ask for: **Zenab Haji-Ismael**  
Telephone: 020 7974 3270

26 May 2016

Dear Sir/Madam

**PLANNING APPLICATION CONSULTATION**

We have received a planning application for work to the property or site listed below. I am inviting you to comment on the application so that your views can be taken into account before the application is decided.

Address:  
**100 Avenue Road**  
London  
NW3 3HF

*I am totally opposed to this.  
Please do not allow.*

The Proposed Work:

**Variation of condition 31 of planning permission 2014/1617/P dated 18/02/16 for demolition of existing building and redevelopment for a 24 storey building comprising a total of 184 residential units and flexible commercial and community use with associated works namely to change the point at which full details are submitted.**

You can comment for or against an application or simply raise an issue without saying whether you support the application or not. You can see the application details and comment on them using our website [www.camden.gov.uk/planningcomments](http://www.camden.gov.uk/planningcomments). Or if you prefer you can send your letter by post using the address at the top of this page. The webpage also gives advice about which types of comment we can take into account.

The formal consultation period for the application is 21 days from the date of this letter but you can still send us comments after this time if we have not already made a final decision on the application.

Ms FRANCES RADFORD  
FLAT 3  
113 BROADHURST GARDENS  
LONDON  
NW6 3BJ

ref (App 2016/2803 P)

9.6.16

100 Avenue Rd,  
NW3. 3HF

regarding the condition (no 31) set by the inspector that no demolition shall take place until ~~the~~ full detailed plans for the foundation works are submitted by Essential Living & are agreed by Transport for London & approved by Camden Council.

The developers are now making a third attempt to demolish 100 Avenue Road by reapplying under a 'minor' material amendment instead of a 'non' material one.

It is absolutely vital that TfL, in particular, examines the detailed plans of the foundation work for a building as large as proposed, 24 storey + 7 storey + 5 storey, over Swiss Cottage tube south bound tunnel. This will take considerable time.

To leave a huge empty space near a busy road, heavy with traffic, would increase the pollution level to reach

2

the park area where many pre-school children enjoy the water feature (with the attendant <sup>safety</sup> health risks) At least the present building does offer some protection. The community's well being must be considered therefore the planning inspector condition given (no: 31) should be strictly adhered to - any variation must be refused.



Regeneration & Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

48 Aberdare Gardens  
London NW6 3QA

Re: 100 Avenue Road

10.6.16.

Dear Sir/Madam

Please, I implore you to take serious note of the following  
Because it is known when or if this deplorable development  
can go ahead as planned, Camden Council must conclude  
that a demolition site for an ~~intermedi~~ indeterminate period,  
with an unknown outcome, would, by their own definition,  
cause 'HARM' to our community & amenity & in any  
case be considered a major-material alteration to the  
original plan & not a minor one.  
I implore you that permission to vary Condition 31  
must be refused.

Yours faithfully

  
Ms Leora Lloyd

cc. Peter Symonds  
Chair

The Combined Residents Association of South Hampstead  
48 Canfield Gardens  
London NW6 3EB

Zenab Haji-Ismael  
Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London WC1 9JE

9th June 2016

Dear Zenab Haji-Ismael

**PLANNING APPLICATION CONSULTATION**  
***re: 2016/2803/p-100 Avenue Road***

We object to the proposed demolition and redevelopment of 100 Avenue Road. This proposed demolition site would be a major eyesore and in our opinion, the building should not be demolished at all and certainly not for an indeterminate time.


We are very much against the idea of tall buildings being erected in this area which would overshadow and dwarf the green space behind it and other buildings in the area. These proposed plans take no heed of the wishes of local residents and would damage the environment and cause considerable harm to this area.

The proposed 24 storey building will add to the density in this area and pollution through additional traffic when, for instance, deliveries are made to the residents and commercial properties.

It will put pressure on the General Practice at Swiss Cottage Surgery which already has a considerable list of patients.

Kindly take into account our views and those of many other local residents.

Yours sincerely

  
David Lovell (Dr) and Alice Lovell (Mrs)  
26 Fairfax Road  
London NW6 4HA

09/06/2016

49 Elsworthy Road  
London NW3 3BS



Ms Zenab Haji Ismail  
Planning  
Borough of Camden  
Town Hall  
Judd Street  
WC1H 9JE

8 June 2016

Dear Ms Haji Ismail

Ref 2016/2803/P- 100 Avenue Road

This is yet again a plea not to grant permission to Essential Living to vary condition 31. We cannot face a demolition site for an unforeseeable period of time. This is unacceptable. We already have a monster building in the name of 'The Visage' in Swiss Cottage and every day I pass by and I wonder, how Camden granted permission for this !!??

Lets not get the neighbourhood in a messy situation at 100 Avenue Road. Please refuse permission to vary condition 31.

I thank you for your understanding

Shahnaz Bagherzade

