



Dear Madam,

I write to you today once again on behalf of my entire family - we are 6 people living in NW3 at two different addresses - regarding the "development" of 100 Avenue Road.

We were sickened to hear the escalating machinations around the above development. The latest news regarding this development has given us even greater cause for concern, with Camden Council justifying this application on the basis that - ensuring the approved building be erected immediately following demolition - they would be avoiding a *"harmful impact on the amenity of neighbouring residents."* ! As residents we can say, with and on heart, that this is categorically untrue.

Then we were horrified (yet not surprised) that EL are trying to exploit every possible planning loophole in order to circumvent the objections residents are raising by avoidance and delay tactics: If Essential Living demolishes before the full plans are approved, "planning permissions" would be triggered which would automatically cancel the three-year time limit within which development must commence. **Thus they could then vary their original scheme without submitting a new planning application.** Camden Council has clearly not taken into account the remainder of **condition 31** which requires that all the foundation plans be ratified before the building is erected. It could take considerable time to approve these plans, given the precarious location of a 24 storey tower above Swiss Cottage tube's southbound tunnel meaning that it may not even be feasible to construct the planned development at all anyway and damage will have been done by then anyway.

The impact of a vast demolition site on that site is without question a huge blight on the whole community regardless of the timing of any potential development. **A demolition site in the heart of Swiss Cottage for an indefinite period cannot be considered a 'minor' change.** There would still be an enormous hole in our green space and pollution from the gyratory for a long period, affecting the quality of life, and crucially, the health of residents. This will directly impact the council and its resources too eventually, as there will be

more noise, dust, traffic, disruption and as a result: asthma, sickness, mental/emotional disturbances which will send reverberations out through the community. We appeal to you to appreciate the real impact of such a development.

In summary:

Since it is not currently 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, 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.

This appears to be a political game in which the residents, without Camden's support, run the very real risk of becoming the losers, paying with their health and wellbeing and sustaining untold damage to their unique community.

Natalie Di Giorgio  
NW3 5AU





**Further Objection to 2016/2803/P**

Dear Zenab

In another twist to this sorry saga of Essential Living's rush to demolish 100 Avenue Road, Camden officers are offering to add a condition to their approval of EL's latest application that would actually help Essential Living demolish 100 Avenue Road *before* complying with condition 31 that was laid down by the Inspector and Secretary of State:

"no demolition or works above or below ground should commence until full detailed plans for the foundations have been submitted by Essential Living, agreed by TfL and approved by the Council"

Officers have hijacked the local community's legitimate concern that early demolition would "cause harm to the amenity and its neighbours" – and perverted it by offering to insert the cunning condition that as long as the site won't be left vacant for a prolonged period of time following demolition they will consider it "*unlikely to have a harmful impact on the amenity of neighbouring residents*"

- and, it follows, allow it.

Claiming that early demolition-followed-by-immediate-construction would cause no harm to the amenity and its neighbours is not only not true but offers EL a get-out clause that bypasses the more urgent danger the condition seeks to address: the possibility of a large scale catastrophe – above ground, below ground or both.

Inserting the condition that *construction should start immediately following demolition* would be tantamount to agreeing – given the time scale of getting so many different parties to agree and in such a problematic site - that construction could start *without* compliance with the Inspector's and SoS's safety conditions.

Surely Camden officers do not want to offer EL a way to avoid the Inspector's conditions? If so, they must not be allowed to do so.

Whatever conditions the officers offer, the fact remains that condition 31 has to be met before construction can begin.

Is it possible that Camden's officers are making such a ludicrous offer to make sure EL's £15M + Section 106 contributions stay on course to fill Camden's coffers?

How else to explain such a nonsense!

Kind regards

Edie Raff

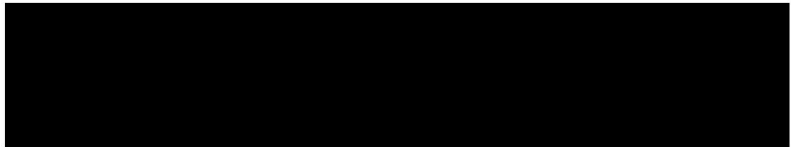
Save Swiss Cottage

**Camden Council Customer feedback and enquiries**  
**Comments on a current Planning Application - Ref. 20625938**

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**Planning Application Details**

Year	2016
Number	2803
Letter	P
Planning application address	Flat 22, Centre Heights
Title	Ms.
Your First Name	Serina
Initial	
Last Name	Aswani
Organisation	
Comment Type	Object
Postcode	NW3 6JG
Address line 1	Flat 22Centre Heights137 Finchley Road
Address line 2	LONDON
Address line 3	
Postcode	NW3 6JG



Your comments on the planning application

I object to the proposed redevelopment for a 24 storey building due to noise concerns. I currently live on the top floor (Floor 9) and am already very inconvenienced by the noise from all the construction of redeveloping the first 5 floors of the building. The proposal to build even more floors right above my flat will cause a lot of noise throughout the day. I work from home quite often and this is a disruption to the day, where I am unable to concentrate, take phone calls, or work effectively. It is affecting my daily life and livelihood. I can't bear to imagine how loud the construction will be (and for how long it would go on for!) if additional floors get built

**Camden Council Customer feedback and enquiries**  
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**Planning Application Details**

on top of mine.

**If you wish to upload a file containing your comments then use the link below**

No files attached

**About this form**

Issued by	Camden Council Customer feedback and enquiries Camden Town Hall Judd Street London WC1H 9JE
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Form reference	20625938
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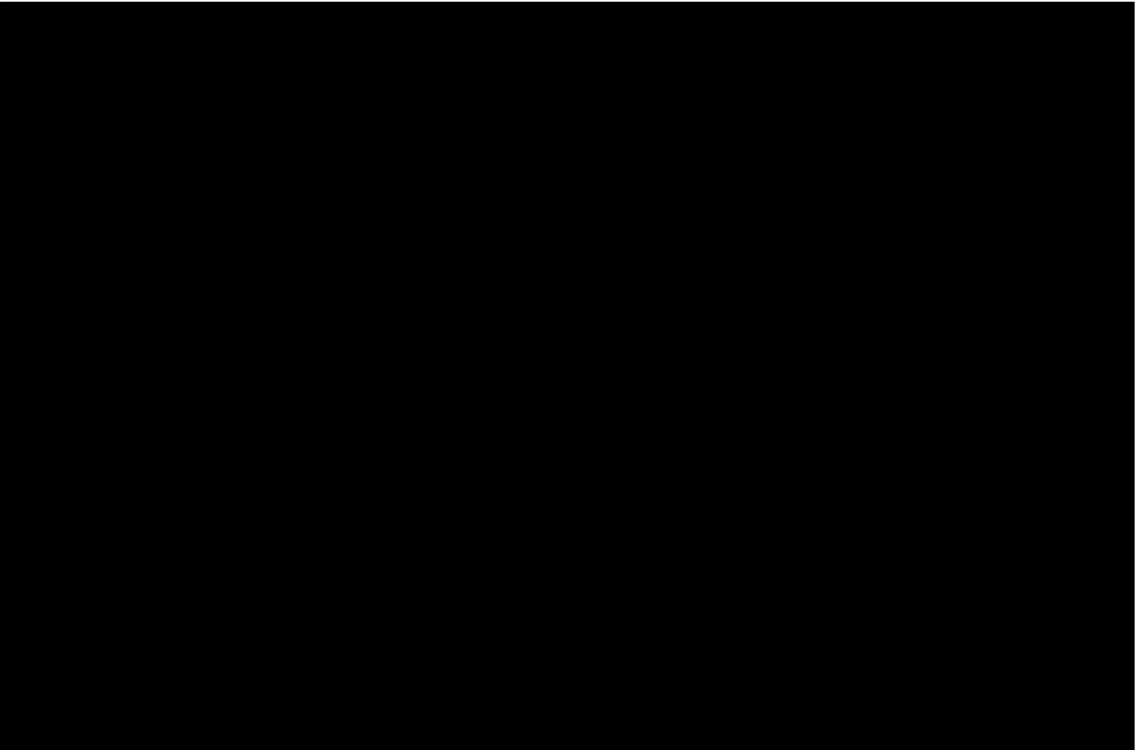
21st June 2016.

Dear Zenab,

As keen as E.L. are to deconstruct the present 100Ave building, it is as well for Camden and E.L. to know that according to Planning Aid they are, by law, obliged to give a very good reason for such a demolition being carried out prior to all the foundation plans being completed.

I trust that Camden's legal department is fully aware, and that they will not be engaging in any semantic gymnastic in order to by pass this condition.

Yours sincerely, Elaine Chambers.



Dear/Madam,

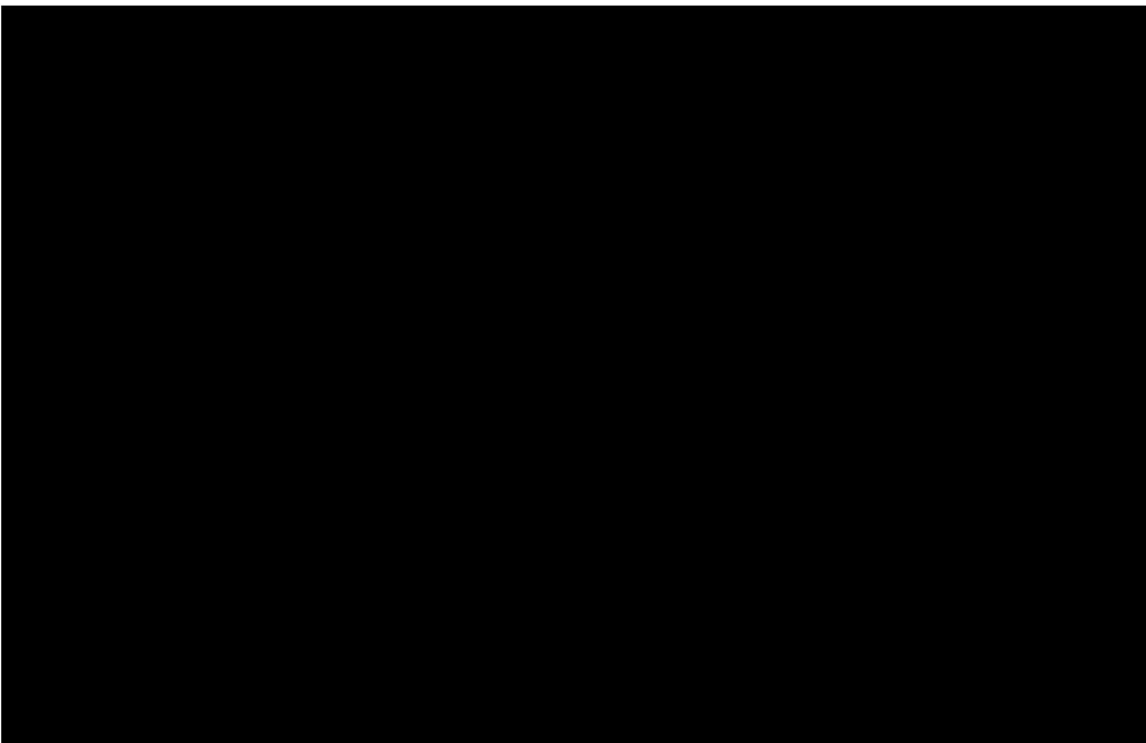
I refer to my earlier comments relating to the proposed amendments to Clause 31. I have just seen the recent submissions by Richard Ferraro dated 20th June 2016 and am writing to confirm my agreement with and support for these representations. I foresee a real danger that if the Council approves these so-called Minor Material Amendments

it may well be opening the door to a situation which would enable the applicant to leave the site vacant for an indeterminate period during which the small park(now protected by the existing building)would be left exposed to the noise and pollution generated by the traffic junction. The present owner would be able to delay carrying out the development for an unknown period(whilst incurring little in the way of maintenance costs/expenditure) and would no doubt be able to dispose of the site to an even more ambitious developer. I believe that there are possibly unforeseen consequences to this course of action which could be detrimental to the LPA's and local residents' interests.

Yours sincerely,

Dr Peter Smith(18A Fitzjohns Avenue).





Dear Ms. Haji-Ismail,

I would like to make an objection to Essential Living's application to vary condition 31- Ap/2803/2016/P for 100 Avenue Road.

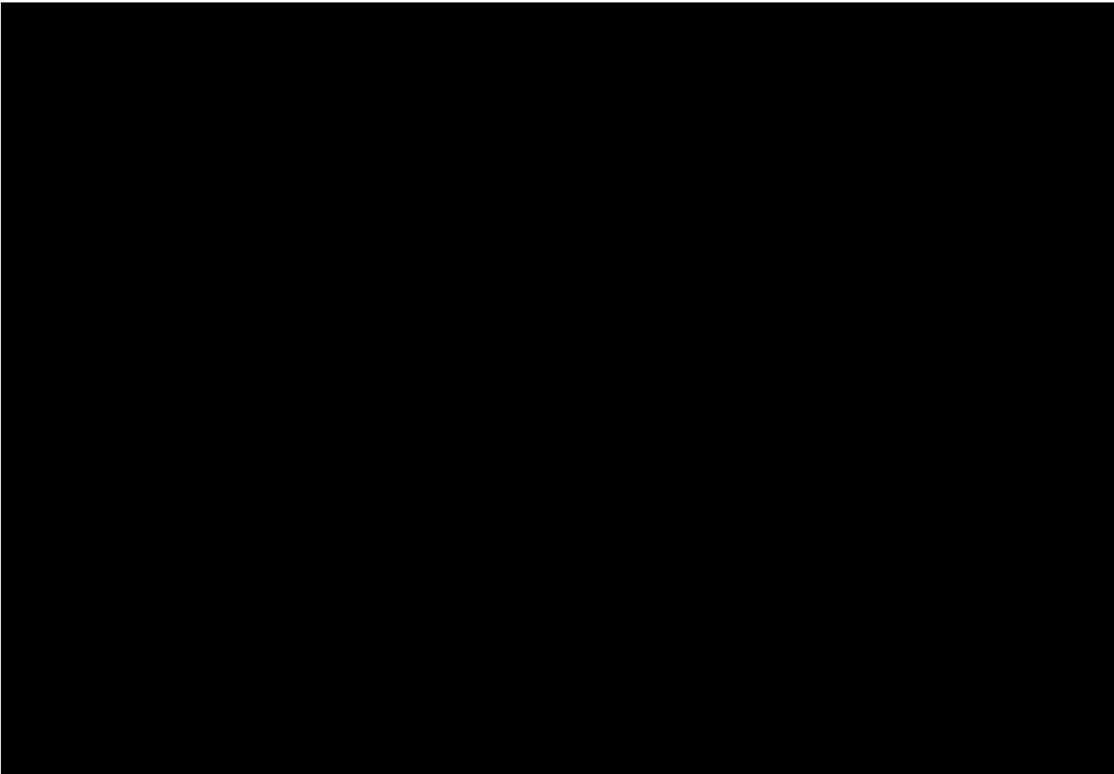
As it is not yet known when, or if the 100 Avenue road development can go ahead as planned, the Camden Council must conclude that a demolition site for an indeterminate period and with an unknown outcome (whilst awaiting approval of foundation plans) would, by the Council's own definition, cause 'harm' to the community and amenity, and therefore, be considered a 'major'-material alteration to the original plan and not a 'minor' one.

The debris right next to the fountain and playground would make this area unsafe and unhealthy for children, and it would make it difficult for people to commute due to its proximity to the tube station entrance on Eton Avenue and the access to buses. This cannot be allowed when there is no certainty that the foundation plans will be approved.

Any new condition to ensure that the approved building is immediately erected following demolition will not change this. Permission to vary condition 31 must therefore be refused.

Kind regards,

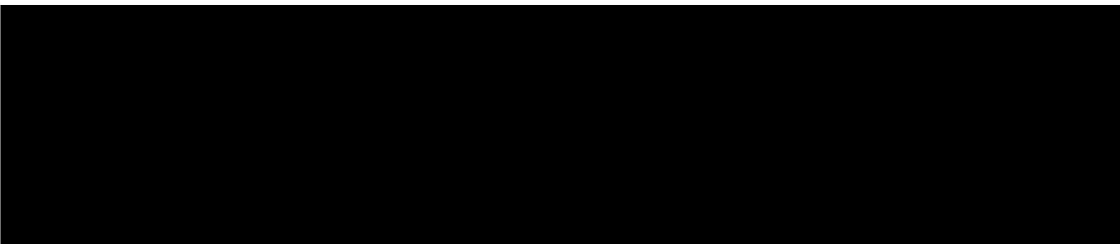
Basak Yeltekin



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 so be considered a 'major'-material alteration to the original plan and not a 'minor' one. No new condition to ensure that the approved building is immediately erected following demolition can change this. Permission to vary condition 31 must therefore be refused.

Anneliese Simeloff

86 Goldhurst Terrace NW6 3HS



Dear Zenab Haji-Ismail,

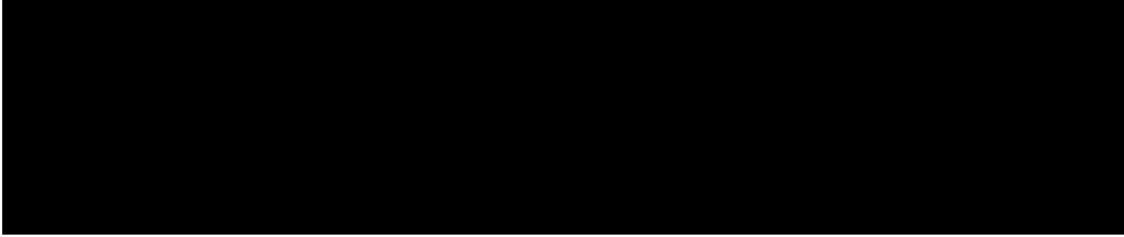
I wrote to you on June 6th but would now like to add a further point; namely that any new condition that Camden Council would introduce to ensure that the approved building be erected immediately following demolition won't make any difference to how long it may take to approve all the foundation plans. The "harmful impact on the amenity of neighbouring residents" will still be the same during the indefinite waiting time that will follow demolition. Therefore this condition cannot be used to justify granting this application to vary condition 31.

This seems important and I therefore hope that I have expressed myself clearly.

Yours sincerely,

Gillian Deane.

Sent from my iPad



Dear Zenab,

Once again, I strongly object about the proposed demolition site of 100 Avenue Road at Swiss Cottage.


I live at the nearest residential property to the building site and this would be a major-material alteration to the original plan. Permission to vary condition 31 must be refused.

Regards,

Lorna Veale

Lorna Veale  
Amaryllis Gardening





Dear Sir/Madam

We are a family of 4 and residents at NW3 3HJ and that's why we're deeply concerned about the Essential Living's attempt to demolish the existing building without the full plans' approval.

IN his decision to approve the 24-storey tower for 100 Avenue Road, the planning inspector made a condition that no demolition or works above or below ground can commence until full detailed plans for the foundation works have been submitted by Essential Living, agreed by Transport for London, and approved by Camden Council.

Developers Essential Living are now making their third attempt to bulldoze 100 Avenue Road earlier than allowed, having already been turned down twice by Camden.

Kindly accept this email as our strong objection to the Essential Living's attempt.

We strongly rely on your support in this matter.

Yours sincerely

Varvara Khomutova  
Alexey Arakcheev  
Kirill Arakcheev  
Natalia Arakcheeva

Flat 20 Eton Court  
NW3 3HJ



To Zenab Haji-Ismael

ref: 2016/2803/P - 100 Avenue Road

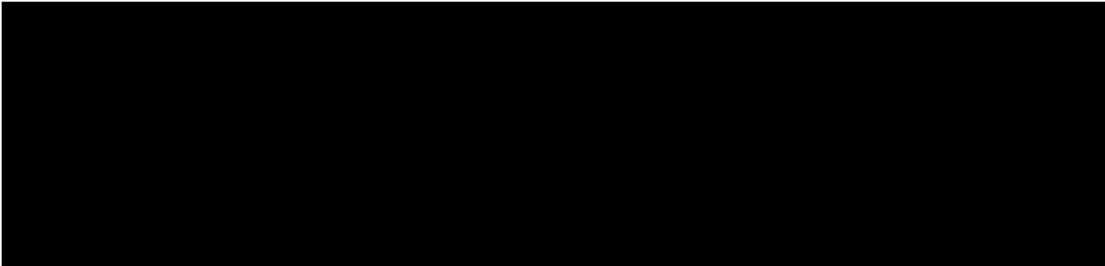
Since we don't know when, or if the above development can go ahead as planned, a demolition site for an indeterminate period, with an unknown outcome (whilst awaiting foundation plans approval) would, by Camden council's own definition, cause harm to the community and amenity and therefore be considered a 'major' material alteration to the original plans and not a 'minor' one.

No new condition to ensure that the approved building is immediately erected following demotion can change this.

Permission to vary condition 31 **must** therefore be refused.

Sincerely

Barbara Alden  
8 Chesterford Gardens  
NW3 7DE



Dear Zenab

Please include my corrections to my objection of 20th June 2016 - as highlighted below:

3) 'online' should read 'outline'.

4) **'A valid reason is required to vary a condition.'**

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Camden Council cannot allow Essential Living to vary condition 31 for the following reasons:

1. EL's previous application [2084] was refused on the grounds that the effect of demolishing the existing 100 Avenue Road building before all the foundation plans are approved **would cause harm to the amenity and its neighbours**, and would not be a non-material alteration.

**The harm will still be exactly the same if condition 31 is varied as a non-material alteration or under section 73 as a minor material alteration .**

· Whatever section or heading any variation to condition 31 is made under won't change the fact that it may take many years for detailed foundation plans to be approved. Given the major engineering feat of building an 81m tower directly above Swiss Cottage tube's southbound tunnel on soft London clay with a tendency for subsidence and currently insufficient piles to take such a structure, it may turn out not to be feasible or viable for the planned development to go ahead at all.

· The community would still be left to contend with an unsightly demolition site and be exposed to the noise and air pollution from the gyratory without the screening that the existing building now affords **for an indeterminate period with an unknown outcome.**

**2. Any condition that Camden Council may impose to ensure that the approved building be erected immediately following demolition will not change anything, so cannot be used to justify this application.** Unless it can be shown that all the full and detailed foundation plans will have been approved by the time demolition is complete, we would still be left with an unsightly building site for an indeterminate period of time.

**3. The 'outline method statement' for demolition that TfL have now agreed to will do nothing to ameliorate any harm to the community.** We will still have to wait for the rest of the foundation plans to be approved of before any thing can be built and meanwhile have to contend with an unsightly demolition site and exposure to the noise and air pollution from the gyratory for an indeterminate period and an unknown outcome.

**4. No good reason has been given by EL or Camden for this application other than EL's being keen to get started.** They still cannot build until all the detailed foundation plans have been approved, which could take some time etc. So this is not a valid reason to vary condition 31 in order to demolish early. **A valid reason is required to vary a condition.**

It appears obvious that EL's determination to demolish the building before all the foundation plans are complete is to trigger planning permissions which will afford them more latitude - to either sell the demolition site for considerable profit - by *virtue* of the implemented planning permissions, or adjust (within 'so-called' reason) their original plans to comply with foundation engineering requirements without having to submit an entirely new planning application.

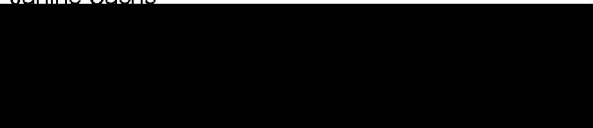
This surely cannot be in the interests of the council - just as it cannot be in the interest of the council to harm the community in this way.

Taking all of the above into consideration, I urge you to honour the inspector's condition no.31 and unequivocally refuse this application.

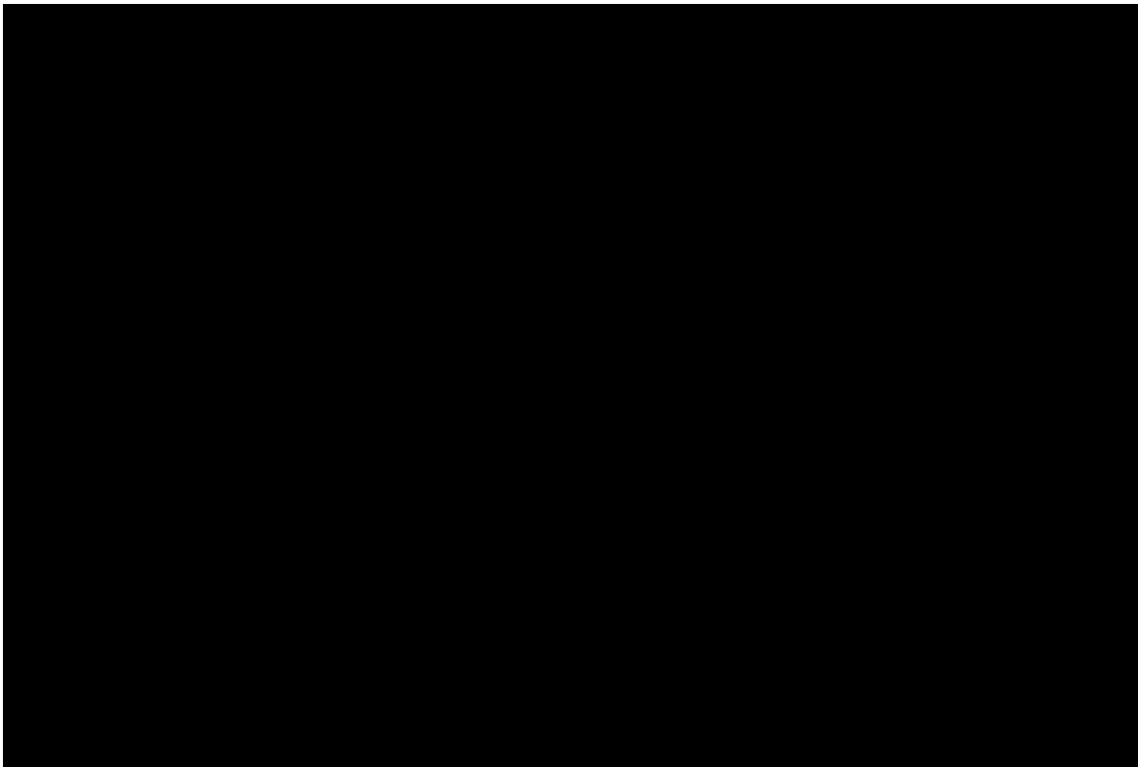
Kind regards

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Janine Sachs







Dear Madam / Sir,

Regarding your letter I received "Planning Application Consultation" I would like to comment on your proposal.


I don't agree with the 24-story building in the area. this really is not appropriate for the street with the Victorian 2 story buildings. we live in this street which is already too busy for the number of people and the cars. HUGE skyscraper will completely damage our standard of living. apart of looking very inappropriate, it will block entrance to the tube and the green market we have will disappear. cars will be blocking entrance to the theater. And small green area will also disappear.

I know developers have give you various explanations and excuses however this type of the building in this area is just not right for this part of the city.

I hope you will take into account number of households this will impact/

Regards  
Jelka Bgd

ps - i was not able to add this comment on the official Camden web site  
this was approved early may, letter from the council was dated 26 May 2016 and I only received it 5 days  
go, so 16 June!



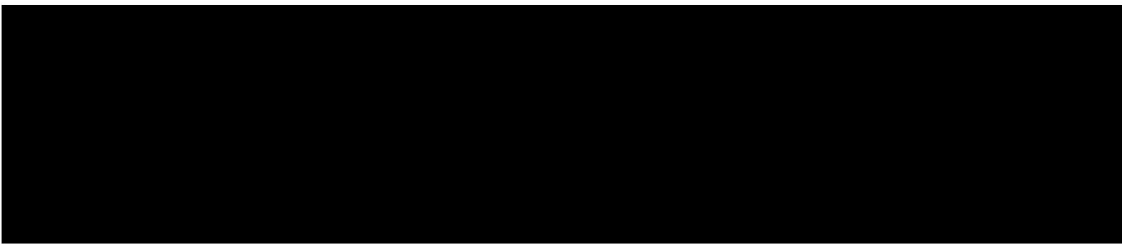
Dear Zenab,

I would like to add to my earlier objection:

Any new condition that Camden Council would introduce to ensure that the approved building be erected immediately following demolition won't make any difference to how long it may take to approve all the foundation plans. The "harmful impact on the amenity of neighbouring residents" will still be the same during the indefinite waiting time that will follow demolition. Therefore this condition cannot be used to justify granting this application to vary condition 31.

All the best

Gaby Riley  
100a Fellows Road, NW3 3JG



Dear Planning People,

I haven't met anyone in South Hampstead who approves of redeveloping 100, Avenue Road. It's so obvious that it would be bad for the local community. It is inconceivable that Camden planning people haven't visited the local area and seen for themselves what an eyesore the proposed tower would be and how, by overshadowing our much loved green space along with Hampstead Theatre, the wonderful library, the Royal School for Speech and Drama, the Swiss Cottage Pub, the sports centre, local houses and so on, it would fundamentally damage this part of Camden.

Local residents talk about insanity and corruption within the council as being behind the development. Confidence in the Council is at an all time low. It's literally difficult to believe that anyone working on this project lives in this area or even in any part of Hampstead at all.

This is a wonderful part of Hampstead with a thoroughly mixed community and with lots of people knowing each other. I can hardly walk through the area on the way to the shops without one or two people calling out "Hi there, Sebastian. Alright today?" None of us like the idea of rich foreign investors buying properties in the proposed development and leaving them empty, or, worse still, actually living here!

Of course, with a large development like this, there are lots of opportunities for corruption. We know all too well how easily and how often government officials move smoothly from the public sector into much more highly paid jobs in the private sector. There's disgust at the high wages being paid to a few and the ever-widening gulf between the rich and everyone else. It would be good to put a stop to this sort of corruption.

And it would be good to put a stop to the proposed re-development of 100 Avenue Road.

Yours faithfully,

Sebastian Martiensen,  
32A Winchester Road,  
London NW3 3NT



P.S. I've lived at 32 Winchester Road off and on since 1971 and have recently been in continuous residence since 2006. Guess what! I like this part of London and I don't like your insane development plans for 100, Avenue Road.



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