

Dear Zenab Haji-Ismaili,

I understand you are dealing with the latest application from developers Essential Living to persuade Camden Council to allow activity at the 100 Avenue Road site -- specifically, demolition of the existing structures before any detailed plans have been submitted and approved for crucial aspects of the development, such as accommodating the Swiss Cottage Underground station.

Essential Living are appealing under the guise of requesting a "minor"-material amendment to provisional approval. This is, like previous moves by EL, a blatant attempt to bypass the extraordinary degree of community opposition to this development. It also represents a really breathtaking attempt to force Camden to agree to early demolition against all common-sense arguments.

The fact that EL have not submitted sound, detailed plans for laying appropriate foundations around the Swiss Cottage Tube station suggest that this isn't an easy task - and in fact such plans may never be forthcoming, or may take years to produce. In the meantime, is the neighbourhood supposed to simply live indefinitely with an ugly, dangerous site? This is a completely outrageous suggestion.

EL are also clearly trying to get round the existing conditions previously attached to the planning approval, by asking for early demolition. We know that that would automatically cancel the three-year time limit for starting construction, and -- even more alarming -- allow changes to the original plans without a new planning application.

At this stage, no one knows whether EL can even submit plans for the safe erection of the ridiculous 24-story tower and additional buildings they propose. In this circumstance, it would be ludicrous to allow demolition, when the entire community might be left with a demolition site for months or years to come. And there's no telling whether any other developer would want to embark on plans for the site if EL failed after some time to develop it and offered the site for sale. Worse, EL could build something even more appalling and useless to the community than the plans already approved provisionally.

Please, please, don't allow this to happen. Permitting demolition without the agreed plans being submitted would be a travesty. It's certain not a "minor" change to the conditions initially imposed. This development would be a monstrous eyesore, and it must already be very clear to you that the community DOES NOT WANT IT. It would not provide anything we need, such as affordable housing, but instead more flats for rich people, and lots of money for Essential Living, who are essentially parasites pushing a plan that is inappropriate to the location and quite likely impossible, given the Tube station.

Many thanks for your attention to this matter.

Karin von Abrams  
14 Daleham Gardens





Dear Zenab Haji-Ismail,

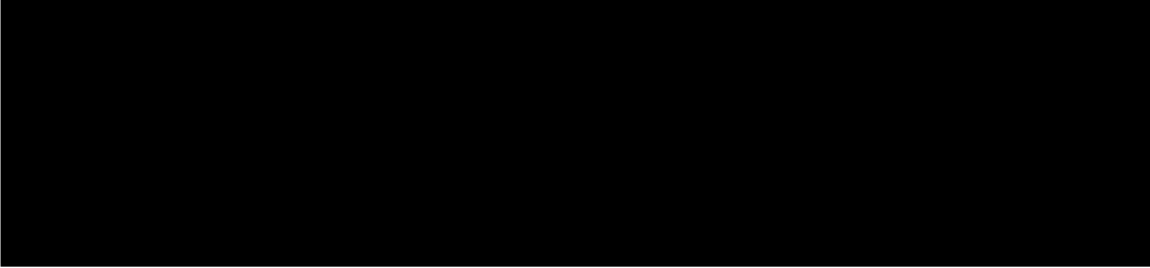
I understand that developers Essential Living has applied again to Camden Council to amend Condition 31 which the Inspector made last month. Demolishing the existing building before the full plans are approved should not be allowed under any circumstances; also, the request for a demolition should not have been classed as a “minor material amendment”.

I should like to voice my strong objection to this amendment.

Yours sincerely,

Kumiko Matsuoka

Top Floor Flat  
105 Greencroft Gardens  
London NW6 3PE



Good morning,

I am writing regarding the Essential Livings attempt to knock down 100 Avenue Road before plans are approved on the grounds that knocking down a bloody great building is actually a minor change. To state the obvious, since it's not known when, or if, the 100 Avenue Road development can go ahead, and in what form, Camden Council must surely conclude that to create a demolition site for an undefined period, and with an uncertain outcome, would not only be a major alteration but also cause harm to the community. Permission to vary condition 31 must be refused.

Kind regards

Richard Flax



Dear All Concerned,


If everyone could just take a step back for a reality check on the impact of this proposed scheme for the area, I'm sure it will be patently evident that the scale of this prospective development is way to large and overblown not to have a severely negative impact on the area and environment. Twenty four stories and no parking facilities? Really?? Have any of the planners ever tried to park in this area as it stands?

The green space is the one small lung and refuge for all local inhabitants. It really must be preserved to maintain some quality of life in Swiss Cottage.

I beg you not to grant permission for the current application. Let's please find a proposal that could consider everyone.

Thanks for your attention,

Carolyn Askar  
(8 Adamson Rd.)



TO THE PLANNING COMMITTEE Re App/2016/2803/P – 100 Avenue Road London  
NW3 3HF

"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 Camden's 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.  
Permission to vary condition 31 must therefore be refused".

If everyone could just take a step back for a reality check on the impact of this proposed scheme for the area, I'm sure it will be patently evident that the scale of this prospective development is way too large and overblown not to have a severely negative impact on the area and environment.  
The green space is the one small lung and refuge for all local inhabitants. It really must be preserved to maintain some quality of life in Swiss Cottage.

Hugh Askar  
(NW3 3HR)



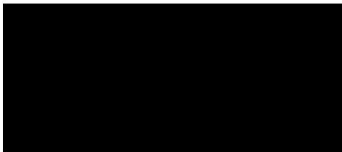
Dear Ms Haji-Ismail,

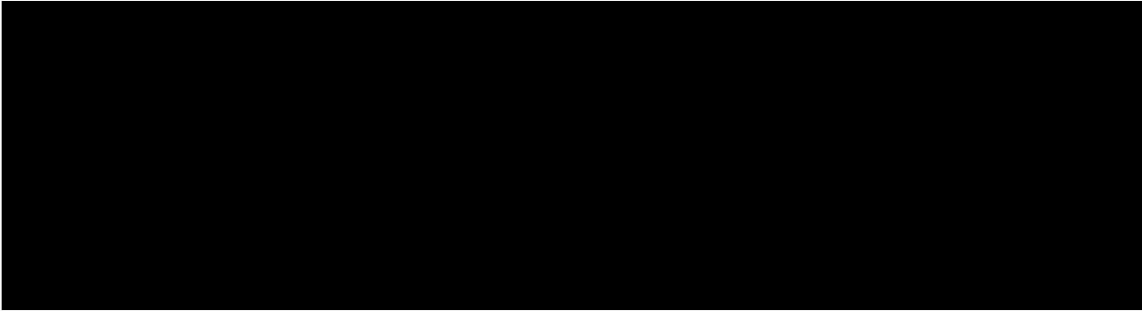
Because it is not yet known when, or even if the 100 Avenue road development can go ahead as planned, Camden Council must conclude that a demolition site for an indeterminate period, with an unknown outcome - whilst awaiting approval of foundation plans - would, by Camden's own definition, cause 'harm'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

Permission to vary condition 31 must therefore be refused.

Yours sincerely,

***Janet St. John-Austen***



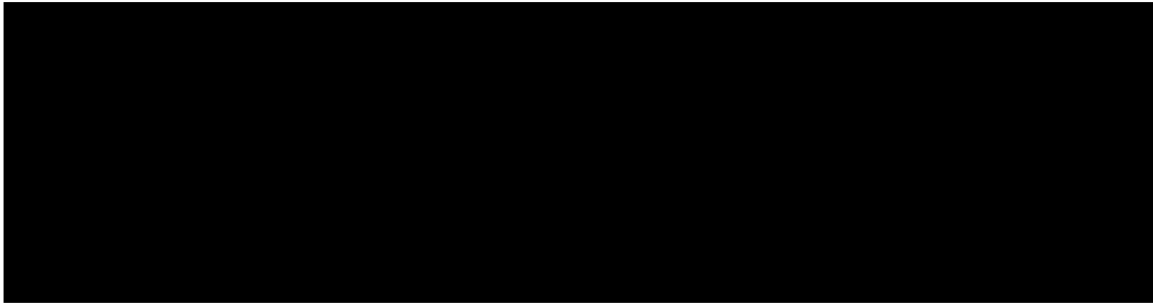


Dear Zenab,

I received information regarding the demolition of 100 Avenue Road in order to build a high rise building in its place. 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.

Kind Regards,  
Janet Obi-Keller





Dear Ms Haji Ismail,

I would like to object in the strongest terms to this demolition project in the heart of Swiss Cottage which would have severe environmental implications. This area of Camden is dangerously overly polluted and with a high concentration of schools in the Swiss Cottage area, I assume that a development of this sort would be definitively refused.

Since 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 Camden's 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. Permission to vary condition 31 must therefore be refused.

Yours sincerely,

Elizabeth Meyer

Elsworthy Road resident



Dear Ms Haji- Ismail,

I do not appear  
To have had a reply to my  
Email. I now wish to object  
Formally to the granting of the variation of planning for 100 Avenue Road on grounds of disruption to the  
community.

I look forward to hearing from you.

Anne Lapping

Sent from my iPhone

Begin forwarded message:



Dear Miss Haji-Ismail,

This is an aide-memoire and request following our very useful conversation on the telephone this  
afternoon.

I understand that the variation referred to in your letter refers merely to the timing of information  
to TFL and the council about the nature of the works on 100 Avenue Road to be carried out by the  
developers.

But of more concern was your explanation about the way the developers had to consult with the  
community before they start work.

You said you had no idea yet when the work would start . You also said that you thought they ought  
to consult about a month or six weeks before that. As I understood it they have a duty to carry out  
destruction and construction in a way that inflicts least pain. But that the council plays no role in  
that consultation. It just has to be happy that it has taken place. But if the community is not content  
with the developer's proposals it would be for the council to determine whether the developers are  
doing the best they can - and whether that best is good enough.

I think that I am not alone in being uncertain about this process. How long in advance may we  
expect to know when work is due to commence? How can we be certain the consultation is carried

out in good faith ? How can we know that the council's definition of pain or undue disruption will reflect that of the community?


It would be very helpful if could circulate a schedule of works ,or at least a timetable indicating when that schedule will be available, and an answer to the above questions – though I am sure there will be others.

Thank you again for our chat. And I – and others - look forward to hearing from you.

Best,

Anne Lapping

Sent from [Mail](#) for Windows



I am vehemently opposed to the demolition of this site before any formal approvals have been received.

Yours

Jayne Chiazzari

Sent from my iPad

Begin forwarded message:



Dear 'Save 100 Avenue Road' supporter

A thousand thanks to everyone who sent in objections to Essential Living's application [2016/2048/P] to vary condition 31 (so that they may demolish 100 Avenue Road early before approval of detailed foundation plans). 112 objections were posted on Camden's website!

As a result Camden Council refused the application on the grounds that early demolition "**would result in the risk of significant harm to visual amenity and the amenities of neighbouring occupiers**" [Decision Notice [04/05/16].

Most annoyingly, EL are now making their third attempt to amend this condition. They are reapplying under a "minor"-material amendment (under Section 73) instead of a "non"-material one.

There is an opportunity to object again, this time through a FULL  
**PUBLIC CONSULTATION OPEN FOR THE NEXT TWO WEEKS.**

**Once again, just a simple, short letter could now make all the difference between the tower going up, or not going up!**

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 goodness knows how long.

It could take some time to approve these plans, given the precarious location of a 24 storey

tower above Swiss Cottage tube's southbound tunnel. For this reason it is possible that it might ultimately not be feasible to construct the planned development at all.

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.

*(It will be will be enough to just write this paragraph\*. If you can put it in your own words so much the better):*

Dear Zenab

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.

Kind Regards etc

**Please send your objections ASAP:**

**Re App/2016/2803/P – 100 Avenue Road London NW3 3HF**

Zenab Haji-Ismail

Regeneration and Planning, Development Management,  
London Borough of Camden, Town Hall, Judd Street, London, WC1H 9JE.

Email: [zenab.haji-ismail@camden.gov.uk](mailto:zenab.haji-ismail@camden.gov.uk) and Cc: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)

**PLEASE PASS THIS ON** - to as many as possible. The more who object the better!  
Please also find a flyer attached which can either be forwarded electronically or printed up (works well as A5).

Many Thanks

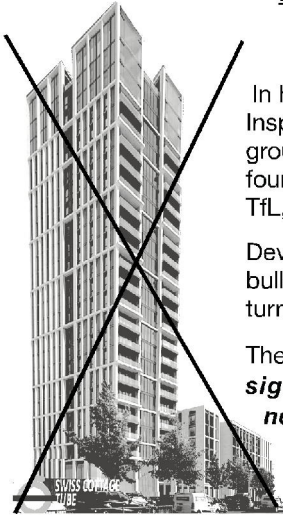
Kind Regards

\_\_\_\_\_  
Janine Sachs

BE REALISTIC-PLAN FOR A MIRACLE

**STOP 100 AVENUE ROAD BEING DEMOLISHED  
BEFORE FOUNDATIONS AGREED**

**SAVE SWISS COTTAGE**



In his decision to approve the 24 storey tower for 100 Avenue Road, the Inspector made a condition [No.31] that no demolition or above or below ground development can commence until full detailed plans for the foundation works have been submitted by Essential Living, agreed by TfL, 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.

The last refusal was that early demolition "**would result in the risk of significant harm to visual amenity and the amenities of neighbouring occupiers**" [Decision Notice [04/05/16].

They are now reapplying under a "minor"-material amendment instead of a "non"-material one.

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 goodness knows how long.

It could take some time to approve these plans, given **the precarious location of a 24 storey tower above Swiss Cottage tube's southbound tunnel**. For this reason it is possible that it might ultimately not be feasible to construct the planned development at all.

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.

**A PUBLIC CONSULTATION IS OPEN FOR THE NEXT FEW WEEKS.**

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.

**PLEASE SEND YOUR OBJECTIONS ASAP –**

Ref: **[2016/2803/P -100 Avenue Road NW3 3HF]** to:

Zenab Haji-Ismael  
Regeneration and Planning, Development Management,  
London Borough of Camden, Town Hall, Judd Street, London, WC1H 9JE.

Email: [zenab.haji-ismail@camden.gov.uk](mailto:zenab.haji-ismail@camden.gov.uk) and Cc: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)

**PLEASE PASS THIS ON** - to as many as possible. The more who object the better!

N.B. It will be will be enough to just write the last paragraph.



Dear Madam/Sir

I am writing further to my previous objection to the proposed over development of 100 Avenue Rd, which is minutes from my home on Goldhurst Terrace. I have lived in our house, ie in the Swiss Cottage area, for 30 years.

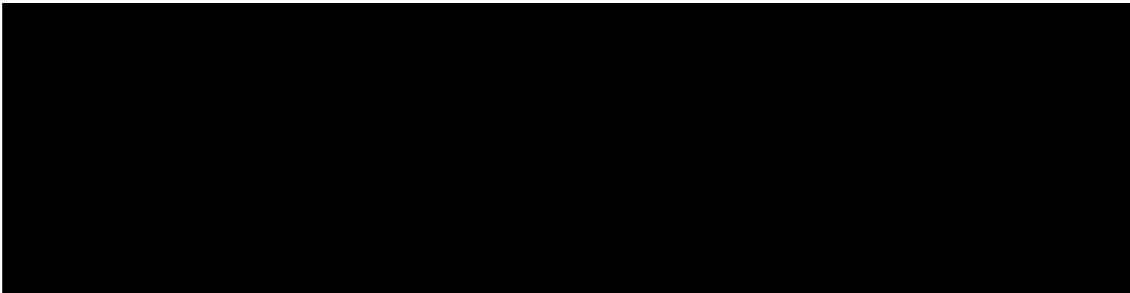
The plan is over scale for the area, Swiss Cottage is NOT a town centre and the building will destroy the area forever, and make a negative impact on local residents and people passing through. There are too many reasons to be deeply concerned about this proposed development and finding out that there has been insufficient assessment of the negative and highly risk to the physical structure and thus people's safety, with the impact of building such a huge structure above Swiss Cottage tube station, is shocking and deeply concerning. It is astonishing that Camden could even consider granting planning permission to the building of this structure.

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 Camden's 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. Permission to vary condition 31 must therefore be refused.

Please add my name and details to the list of objectors.

Susan Zur-Szpiro  
231 Goldhurst Terrace  
NW6 3EP

Swiss Cottage and West Hampstead borders



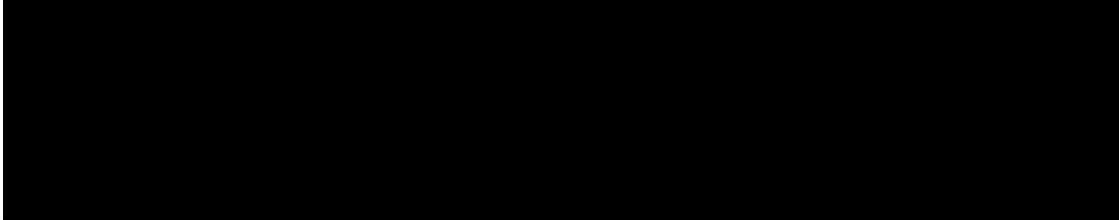
To whom it concerns,

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.

Mia

Sent from my iPhone



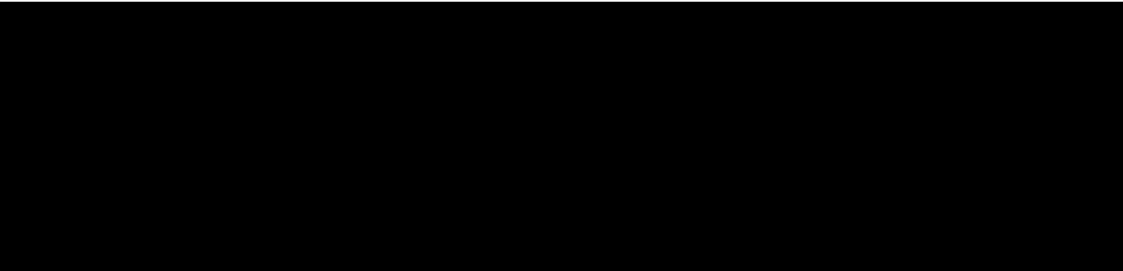


Hello,

I'm writing to object to the demolition of 100 Avenue Road by Essential Living. Twice their appeal has been rejected, and now they are trying to get around the rules.

The very many objections to this development are very well documented, and I support them all. Please uphold the two past appeals and do not allow a consultation.  
Thank you,

Annette Kramer  
56 Eton Avenue  
London NW33HN



To: Zenab Haji-Ismael  
Regeneration and Planning, Development Management,  
London Borough of Camden, Town Hall, Judd Street, London, WC1H 9JE.

Dear Zenab Haji-Ismael

I want to protest in the strongest possible terms regarding the planning application App/2016/2803/P – 100 Avenue Road London NW3 3HF

At present there is no idea whatever when, or even if the 100 Avenue road development can go ahead as planned. Under such circumstances, 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. In addition, this can only be seen as a 'major'-material alteration to the original plan and not a 'minor' one. Therefore permission to vary condition 31 must be refused.

Best regards

Neil Alford  
26 Daleham Gardens  
Swiss Cottage  
NW35DA

---

Professor Neil McN. Alford MBE FREng.  
Professor of Physical Electronics and Thin Film Materials  
Associate Provost (Academic Planning)  
Imperial College London  
Exhibition Road  
London SW7 2AZ  
Tel: 44 (0) 20 7594 6724  
Fax: 44(0) 20 7594 6736  
e-mail: [n.alford@imperial.ac.uk](mailto:n.alford@imperial.ac.uk)  
<http://www3.imperial.ac.uk/materials>



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

Dear Zenab Haji-Ismael

***re: 2016/2803/p-100 Avenue Road***

We object to the proposed demolition 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.

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  
Judd Street  
London