

[REDACTED]

From: richard.evans [REDACTED]
Sent: 03 April 2017 10:11
To: Planning
Cc: Meynell, Charlotte
Subject: LAND ADJACENT TO 100 AVENUE ROAD LONDON NW3 3HA
Attachments: Objection Letter - submission 03.04.2017.pdf; Camlins drawing no_LL443-300-1303.pdf

Application Ref: 2017/1074/P
Installation Of 1 X Telephone Box On Pavement
Land Adjacent to 100 Avenue Road London NW3 3HA

Sir/Madam

Please find attached letter and drawing in respect of the above application. I would be grateful if you would kindly acknowledge receipt.

Kind Regards, Richard

Richard Evans
Associate

WYG
9 Mansfield Street, London W1G 9NY

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Our Ref: RE/HG3405

[REDACTED]
3 April 2017

**DEVELOPMENT MANAGEMENT
LONDON BOROUGH OF CAMDEN**
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JUDD STREET
LONDON
WC1H 9JE

FAO: CHARLOTTE MEYNELL

Dear Madam

**2017/1074/P – GPDO PRIOR APPROVAL DETERMINATION
INSTALLATION OF 1 X TELEPHONE BOX ON PAVEMENT
LAND ADJACENT TO 100 AVENUE ROAD LONDON NW3 3HA**

We write on behalf of Essential Living to object to the above application on the grounds of the siting and appearance of the proposals.

Essential Living obtained full planning permission for a new mixed use redevelopment of 100 Avenue Road to comprise of a 24-storey building and a part 7, part 5-storey building, application ref. 2014/1617/P dated 19th February 2016. The approved development will comprise a total of 184 residential units and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (Classes A1/A2/A3) inclusive of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1,350sqm for community use.

I enclose a Camlins drawing, no. LL443-300-1303 which is based upon the approved Proposed Tree Plan drawing, no. LL443-100-007 P1, and approved Public Realm and Landscape Plan, no. LL443-100-001 P1, under the above planning permission. The enclosed drawing shows, with a red cross, the proposed siting of the telephone box on the basis of the submitted easting and northing of 526673.000 E, 184327.000 N, and the location of the telephone box according to the submitted drawings. Clearly

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there is a contradiction between the two locations which needs to be resolved prior to the determination of an application and following further public consultation once the location is clarified accurately.

Notwithstanding the above, the proposed siting and appearance of the telephone box is unacceptable on the grounds that it will conflict with the proposals approved under full planning permission ref. 2014/1617/P dated 19th February 2016.

Of the two locations the application refers to, the position immediately to the south of the existing call box would conflict directly with the approved location of a street tree under planning permission ref. 2014/1617/P dated 19th February 2016.

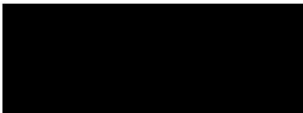
The proposed siting of the telephone box would also conflict with pedestrian movement and desire lines along the footway due to its siting adjoining an entrance to the Swiss Cottage London Underground Station, a busy junction of the A41 Finchley Road, College Crescent and Avenue Road, Cycle Superhighway 11, a major development site and an existing telephone box. Accordingly pedestrian flow will be affected to the detriment of the public.

The proposal will lead to increased visual clutter at this location as a result of its design and siting conflicting with the form and appearance of its surroundings including existing street furniture and approved landscape proposals under full planning permission ref. 2014/1617/P dated 19th February 2016.

Conclusion

For the above reasons the proposed details for the telephone box are unacceptable on the grounds of appearance and siting. The prior approval of the Council is required for the proposal and should be refused accordingly.

Yours faithfully



RICHARD EVANS
ASSOCIATE
WYG

cc. Essential Living

Enc.

