

**Gentet, Matthias**

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**From:** David Reed <DavidRReed [REDACTED]>  
**Sent:** 09 July 2017 11:49  
**To:** Planning; PlanningCommittee  
**Cc:** [REDACTED]

**Subject:** Application number: 2017/3838/P, re 100 Avenue Road London NW3 3HF

**Dear Planning Department,**

I could not find any way to comment on the latest phase of this appalling development at Swiss Cottage, but trust you will direct my comments below to the appropriate people.

**David Reed**  
**Save Swiss Cottage Action Group**

Application number: 2017/3838/P  
**100 Avenue Road London NW3 3HF**

Details of microclimate mitigation measures, including a balustrade to the west-facing balustrade and a landscaped planter to the east boundary of the site adjacent to Hampstead Theatre, as required by condition 15 of planning permission 2014/1617/P dated 18/02/2016 for Demolition of existing building and redevelopment for a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (Class C3) and up to 1,041 sqm of flexible retail/financial or professional or cafe/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 1,350 sqm for community use(Class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.

OBJECTION

**This is the stupidest and most-damaging part of this whole appalling development and must be stopped.**

The creation of a wide gap between the 24-storey tower and 7/9-storey side blocks will DIRECTLY funnel all the NOISE AND POLLUTION of the Swiss Cottage Gyrotory system, one of the most highly polluted sites in the whole of Camden, into the HEART OF THE OPEN SPACE, the only area in the whole of Swiss Cottage where children can play and adults relax away from the noise and pollution of all local streets and the appalling levels of traffic on the Finchley Road.

The proposed mitigation measures will DO ABSOLUTELY NOTHING to ameliorate the situation, these buildings will MASSIVELY increase the danger from noise and pollution in the area. In the Public Inquiry in 1016 it was referred to BY THE DEVELOPERS as 'a shrub in a tub' which confirms their UTTER CONTEMPT for all local people.

Equally stupidly, the creation of the so-called Theatre Lane will MIS-DIRECT ALL PEDESTRIAN

TRAFFIC into the green space, forcing them to go around the Theatre to reach Eton Avenue and all onward directions into the western end of Belsize Park.

**You could not create a more stupid design if you deliberately wanted to bring harm to the children and massive inconvenience to the people of the whole area.**

Please do not approve these measures: a wall between the two buildings is essential to prevent the above-described dangers, the present building does this and was designed to provide this ESSENTIAL BARRIER.

**David Reed**  
**Save Swiss Cottage Action Group**

**David Reed**, Flat 2, 56 Eton Avenue, London NW3 3HN, UK

