


Jane Walmsley
26 Belsize Road
London NW6 4RD



TO:
Tessa Craig
Development control, Customer Service Team
Camden Town Hall
5th Floor
London WC1H 8EQ

October 9th 2017

Dear Tessa Craig,

Objection: Planning Application Ref. No. 2017/4737/P
Unit to the rear of 115-119 Finchley Road, London NW3 6HY

I am writing as a resident and owner of 26 Belsize Road (full address above) to object to the above planning application, Ref. 2017/4737/P. I also submitted an objection to Deliveroo's previous application "for sale by retail of alcohol off the premises". I attach it to this letter.

Both Deliveroo applications are cynical attempts to stay below the radar of local residents and the Council, and to pass off an intended industrial-sized food operation - in the middle of a quiet residential neighbourhood - as something far less significant and damaging.

Worse still, any stroll past the entrance gates to the rear of the site (on Belsize Road) reveals that heavy work has already begun ... and apparently without any form of Planning Permission. Those of us who live in the area understand that the construction now underway is nothing less than a nine-kitchen Deliveroo hub. If permitted by Camden, this would utterly undermine the peace of our neighbourhood, and the quality of life presently enjoyed by residents of surrounding houses and flats (both private and Council). Roads affected would include Harben Road, Dobson Close, Belsize and Fairfax Roads.

I am sure that if I tried to build new plant and drainage in my back garden without planning permission, the Council would (quite rightly) call an immediate halt. Yet it appears that Deliveroo is being allowed to continue operations without a formal OK. I don't understand why they are not being immediately closed down.

As things stand, Belsize Road, Harben Road and Dobson Close are quiet streets and relatively traffic-lite. Belsize Road is a 20 mile per hour zone. A Deliveroo hub would generate hundreds of commercial traffic movements each day through these and

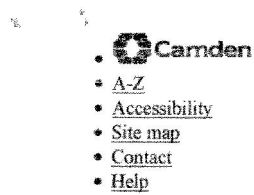
surrounding streets, with motorbike, moped and bike riders collecting and delivering food orders nearly 24 hours a day. Damage to the peace, quiet, and character of the neighbourhood would be terrible. We could also expect additional commercial traffic from suppliers of food and drink to nine commercial kitchens on the Deliveroo site. The impact of loud noise as motorbikes, mopeds and lorries revved their way up and down the hill to the Belsize Road access point to the kitchens would be intolerable for surrounding residents.

There are also important safety considerations here. Belsize Road dead-ends into an entrance to Swiss Cottage tube station. This means a large number of pedestrians walking and hauling suitcases up and down the street from morning to night. They include mothers with babies in push chairs, school children, disabled and blind people, as well as wheelchair users. In fact, our pavements were quite recently repaired and replaced by the Council in order to improve safety for all those using the tube. How could we be expected to deal with dozens (if not hundreds) of motorbikes, bikes and lorries competing with us for road space, day and night ... and in all weather? Surely safety for pedestrians and tube users would be severely compromised.

I would submit that a Deliveroo hub simply does not belong on these residential streets. We are not an industrial estate, but a neighbourhood, where every part of Deliveroo's proposed site is cheek-by-jowl with people's homes. Why should our living standards and daily routines now be sacrificed to such a disruptive operation? I would therefore strongly urge you to please reject the Deliveroo planning application for 115-119 Finchley Road, London NW3, and to preserve the peace of our neighbourhood.

Thank you for your consideration,

Jane Walmsley



Search

You are here: [Home](#) → [Contact Camden](#)



Make a representation

Form reference: 21064850 | Jane Walmsley

Form about to be sent

Please check the details of your request. Then send it using the button below.

[<< Back](#) [Submit form](#)

Make representations under the Licensing Act 2003

[Edit this page](#)

Forename

Jane

Surname

Walmsley

Telephone

Email

Address:

NW6 4RD

26 Belsize Road

London

NW6 4RD

Please your personal details on this page and then click proceed to provide details of your representation on the next page.

Representation details

[Edit this page](#)

Application Reference Number

APP-PREMISES-NEW-085178

Last date for representation

10.10.2017

Please provide the details of the representation below:

This application appears to be made "for sale by retail of alcohol off the premises" at the rear of 117 Finchley Road. I have reason to believe that the intention of the applicant is far more extensive - to set up a kitchen hub at the rear of the premises, from which Deliveroo drivers can collect meals

2

cooked to order, and/or alcohol to be delivered to customers.

The public document associated with this application describes the proposed activity as "delivery kitchens only". It makes no reference to how the drivers of dozens of mopeds, motor bikes and bikes will enter and exit the site, or what the impact will be on those who live nearby, for nearly 24 hours a day, 7 days a week.

The rear of this address is most directly accessed from the street where I live - Belsize Road, NW6 4RD. It is a quiet residential street - a semi dead-end road of houses and flats - and many of my neighbours have chosen it precisely because it is a peaceful place. I have lived on the road for over 30 years. I am well aware that these kitchens could generate literally hundreds of noisy commercial traffic movements a day through this quiet street, and also through surrounding residential streets such as Harben Road and Dobson Close. The character and peace of our roads would be entirely changed, greatly to the detriment of residents. Since Belsize Road leads directly to the entrance to Swiss Cottage Tube station, dozens of fast-moving bikes, mopeds and motorbikes would undoubtedly create hazards for pedestrians - particularly for children, the elderly, and the disabled making their way to and from the tube station. Safety for everyone would be severely compromised.

On top of these considerations, the road would be further disrupted by commercial vehicles belonging to suppliers, bringing food and alcohol stocks to the kitchens. This would completely change the character of our streets.

I object in the strongest possible terms to this proposal - which, incidentally, has been almost invisible to local residents. A single small notice posted in front of 117 Finchley Road has probably gone unseen by most of the people whose lives would be most severely affected by this proposal. Has the Council followed due consultation process with sufficient care?

May I suggest, for all these reasons, that this planning application should now be rejected.

You do not need to withhold my details, except for my phone number and email address.

The Licensing Act 2003 requires that we share copies of all representations received with the applicant in full. We will only withhold details from your representation in exceptional circumstances. If you wish to withhold your personal details, you should firstly consider asking a local residents association or representative to make representation on your behalf. If this is not possible, please justify your reasons for requesting that we withhold your details in the box below. The reasons given will be considered when determining whether or not to provide a full or redacted version of the representation to the applicant. Failure to provide sufficient justification for withholding details may lead to the representation being rejected.

About this form



Issued by

Camden Licensing Authority
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

Contact email

licensing.safety@camden.gov.uk

Contact phone

020 7974 6797

Form reference

21064850

[Cancel this form and go back](#) This form is powered by [iCasework](#).

- [Privacy and disclaimer information](#)

Contact Camden

- [Sign in](#)
- [Register now](#)
- [Resume a pending form](#)
- [Business](#)
- [Community and living](#)
- [Council and democracy](#)
- [Education](#)
- [Environment](#)
- [Housing](#)
- [Jobs and careers](#)
- [Leisure](#)
- [Policing and public safety](#)
- [Social care and Health](#)
- [Transport and streets](#)
- [Copyright](#)
- [Disclaimer and privacy statement](#)
- [Contact](#)