



10th Dec 2017

FAO Essential Living and Camden Council

from Elaine Chambers, chair Winchester Rd Resident Assoc. (WRRRA)

As tedious as it is to state the obvious again having pointed this out to E.L. since 2012, here it is:-

those residents who provide the periphery of Swiss Cottage Green completing the surround with 100 Ave rd building, Hampstead Theatre and the sports centre will be particularly exposed to noise, vibration and pollution generated by this proposed build because they will, to all intent and purpose be on the site! Some of these properties house vulnerable people with mental and physical health problems, i.e. those above the sports centre and above Swiss Cott. comm. centre. The rest of this surround is covered by a Victorian terraced row and a senior citizen's home, Mora Burnette house. In fact there will be no escape from the disruption of this development for these people over a period of 3/4years, and note after. Those facing Winchester rd. which, please note, has no regressive set back from the road, i.e those residing in the Victoria terraced row and the senior citizens in Mora Burnette House are in properties which open directly onto the narrow pavement with no gardens or trees to absorb vibrations and pollution from passing traffic. They will be subjected to noise, vibration and pollution's front and back. **That is an Ask too far for these people.** E.L. might well consider funding temporary re-housing if they persist with their MCP.

No amount of stats and jiggory pokery will diminish the effect of the 14 lorries E.L. intended to be sent through Winchester rd. The level of pollution here is already high, any single lorry which tips that reading over the max will have to stop.

Furthermore, There are the businesses in Winchester rd which have deliveries and customers arriving throughout the day. There is a nursery in the Swiss Cott comm centre, two sessions a day. Parents will be delivering their children and leaving in the morning; this will be repeated twice at lunch time when the morning group of parents arrives leaves and the afternoon group starts, and again all will be repeated when they collect. There are ambulances used to transport M. Burnette senior citizens to their various appointments

throughout the day. The school at the bottom of Winchester rd is actually on Adelaide rd., UCL has pupils coming and going at various times of the day. They do not have a one-fits-all arrival and home time as schools did in the old days

To claim that these lorries will be able to move at the expected rate of delivery and departure throughout these days devoid of detectable vibrations, noise, pollution and disruption to Winchester rd is conspicuously ludicrous, dishonest, a pure fantasy on the part of the developers. E.L.'s MCP is not a rational plan; in fact it is entirely unworkable. It cannot offer the minimum respect and consideration to the residents, and those who use Winchester rd and its many amenities.

Leafleting was not conducted as described by EL and yet there is on their part consistent denial of this widely reported fact when brought up at the Working Party Meeting (WPM). In fact the only way that local people were able to make their concerns known at the first WPM was because our local Cllrs did E.L.'s leafleting for them to make up for their deplorable lack of notification.

The MCP plans offered for display at our local library were, (when found!), a mass of obfuscation and deceit with numerous parts missing, e.g. fantasy lorry numbers, obscure lorry directions, and the missing lorry histogram. Not least of which it was noted the librarians themselves didn't know where, when asked, for the plans for 100 Ave Rd development plans they might be! Not surprising since the plans were entitled "Theatre Square" No one, except E.L. in its fantastical way knows what on earth, nor indeed where 'Theatre Square' is! This name is used by them, but no one else uses it, and some have no idea to what or where it refers. This penchant of E.L. is very odd indeed as a square is an area of land not a building, not to put too a finer point on it, their proposed building is not even a square! I put this fantastical muddle down to inebriation.

Fantasy does appear to be the operative functioning word to describe this entire plan; both the original, which we must not mention anymore incase anyone notices that it was never wanted. It would never work here in Swiss cottage, it would be an enormous scar, a ruination of this whole area that no one wanted and everyone said so except the then SofS Greg Clark, who should be made to live here if it is constructed. **But now and importantly, the MCP will not work either entirely because this was, is, and remains an enormous, muddling, irrational, mistake.**
E. Chambers.