



Our Ref: RE/HG3405

18 May 2018

Development Management
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

FAO: Jonathan McClue

Dear Sir

LAND TO THE SOUTH OF SWISS COTTAGE LEISURE CENTRE, ADELAIDE ROAD, LONDON NW3 3HF

PLANNING PERMISSION AND LISTED BUILDING CONSENT APPLICATION

We write further to the above on behalf of our client, Essential Living (Swiss Cottage) Ltd.

Please find enclosed an application for planning permission and listed building consent for the relocation of the grade II listed Hampstead Figure Statue ('The Statue') from its present position on land to the South of 100 Avenue Road, London NW3 3HF to land to the South of Swiss Cottage Leisure Centre, Adelaide Road, London NW3 3HF.

The Statue is currently located in a small area of open space, in close proximity to 100 Avenue Road, a dated 1980's building which is due to be demolished in line with the approved planning application for redevelopment of the site (2014/1617/P). The Statue abuts the site of this redevelopment, and falls within an area required for temporary construction works. While the relocation of The Statue is being driven by these temporary works, careful consideration has developed proposals for a permanent relocation that would greatly benefit the listed statue. The current location of The Statue does not optimise its visibility – it is setback from the public footpath, surrounded by landscape planting and dominated by the backdrop of the adjacent 100 Avenue Road.

The proposal is to relocate The Statue permanently to a more visible and open location to the south of the Swiss Cottage Leisure Centre. A number of alternative locations have been considered and the optimal location identified in collaboration with officers from Camden Council, as set out in the supporting Heritage Statement.

The Statue and plinth will be moved together in their entirety and therefore no negative impact to the listed statue are anticipated. The historic significance of The Statue will be preserved, and the setting of this listed sculpture will be greatly enhanced by the proposals. The proposed site adjoins the location of the Leisure Centre sign which LB Camden intend to remove shortly.

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We enclose the following documents for approval under this condition:

- Application Form;
- CIL Form;
- Site Location Plan;
- Drawings
- Heritage Statement;
- Design and Access Statement;
- A payment of £234.00 being the appropriate planning fee will be paid via the Planning Portal (ref: PP-06840427).

I look forward to receiving your registration and validation of this submission at your earliest convenience. Should you require any further information or seek clarification, please do not hesitate to contact me via the contact details provided in this letter.

Yours faithfully



RICHARD EVANS
Associate Director
WYG

Enc.