

**From:** David Reed [REDACTED]  
**Sent:** 11 November 2019 13:09  
**To:** [REDACTED]  
**Cc:** 100avenueroadCMP [REDACTED]  
**Subject:** 100 Avenue Road comments on Construction Management Plan, 1 Nov 2019

**Dear Mr Coltrini, and Officers at Camden Council,**

Yet again, this latest Construction Management Plan, dated 1 Nov 2019, confirms how stupid it was of Camden Council's Planning Department to allow the massive over-development of this tight site by Essential Living (Swiss Cottage) Ltd, based in the Channel Islands.

**THE PROJECT IS TOO BIG!**

The project, a 24-storey tower and two side blocks 7- and 5-storeys high, running the whole length of the Swiss Cottage Park, is so oversized that Essential Living have had to DESTROY the amenity of ALL USERS of Swiss Cottage for more than three years to build their disgusting over-sized buildings which, apart from offering almost nothing for Camden residents, will dominate the whole area forever. When completed, the blocks will be filled with 185 private flats which, alone will generate massive local difficulties as the 400 or more residents create major amounts of traffic, passing through the PEDESTRIANISED Market Square (NOT Theatre Square!) to the detriment of all the local residents as well as users of the extensive leisure facilities, not forgetting the impact of these architecturally poor blocks will have on the one building of architectural note in the whole of Camden: the Grade 2\*-listed Library, designed by Sir Basil Spence.

**THE CMP WILL BE A THREE-YEAR LONG DISASTER**

This CMP takes ALL of the ONLY flat area of the park, leaving almost NOWHERE for people, including children and older residents, to sit and enjoy some fresh air. But of course there will not be much of that, since the CMP plans for massive trucks to drive in and around the site, within INCHES of the hoardings separating the building site from the park.

NOTE that the south eastern corner, where your trucks will drive, is alongside the main paths leading through the Park and the Children's Play area, as well as the exercise equipment area between the building site and the Swiss Cottage Library.

#### NOISE AND POLLUTION WILL INCREASE

The Swiss Cottage Park is already polluted by fumes and noise from the Swiss Cottage Gyrotory system. Imperial College data shows that Nitrogen Dioxide (NO<sub>2</sub>) levels in Swiss Cottage Open Space are already 63% above the EU limit [Imperial College, Oct 2019]. The massive increase in the number and size of the trucks will simply take the pollution to a higher level, thus endangering ALL users of the park, with children being especially affected. The stupid design of the buildings, with a gap in the middle, will funnel all the noise and pollution on the A41 directly into the Park, yet another idiocy created by Essential Living and allowed by Camden Council planners!

#### TRUCKS WILL CREATE EVEN BIGGER TRAFFIC JAMS ON THE A41 ...

And the idiocy of suggesting that these massive trucks will play 'ring-a-ring-a-roses' around the highly congested gyratory system is blindingly obvious: they will cause major congestion of the whole system, causing traffic jams which will stretch even

further up and down the A41, Finchley Road, thus directly affecting traffic flows north and south from Swiss Cottage, already a massive block on traffic flows from central London to the northern suburbs and the whole of England!

**... AND ON LOCAL STREETS: TRAFFIC MODELLING NEEDED**

In itself, this CMP will undoubtedly produce MORE TRAFFIC on local roads as users try to avoid the whole area. Has any modelling of this been done and if not, WHY NOT!?

**BUT THERE IS ONE WAY SOME OF THIS CAN BE MITIGATED, slightly:**

Make all access to the site take place from the Pit Lane now operating. This will at least stop some of the pollution from all the trucks reaching the Park, a small relief in the dreadful disaster imposed by Essential Living (Swiss Cottage) Ltd, based in the Channel Islands.

**THE PROJECT WAS ALWAYS TOO BIG AND CAMDEN SHOULD HAVE STOPPED IT!**

BUT let's not forget that this whole appalling project was helped into being by cretinous planners in the Camden Planning Department, led by David Fowler (now retired), who should have stopped this idea getting onto the drawing board in the first place.

A more modest scheme, which would have much less impact on the area and thus less opposition, could have been up and

running by now, confirming that greed and stupidity are never a good combination.

**Monika Caro, Chair, and David Reed, Treasurer**

**SAVE SWISS COTTAGE ACTION GROUP**

**David Reed**

