

<b>Application No:</b>	<b>Consultees Name:</b>	<b>Received:</b>	<b>Comment:</b>	<b>Response:</b>
2020/5623/P	Eton CAAC	24/01/2021 12:05:21	OBJ	Eton Conservation Area Advisory Committee

Advice from Eton Conservation Area Advisory Committee: 22.01.2021

Re: 5 - 17 Haverstock Hill London NW3 2BP, 2020/5623/P

Demolition of existing building and erection of a development comprising residential (Use Class C3), Hotel (Use Class C1) and associated commercial, business and service (Use Class E, formerly Use Classes A1 and A3) with associated works

The proposed development at 5-17 Haverstock Hill is for a part-seven, part-six storey mixed-use hotel and residential building comprising 118 hotel beds and 35 residential units together with retail, café, service and ancillary uses.

The Eton Conservation Area adjoins the proposed development site. Together with St Saviours Church the southern part of the conservation area comprises listed buildings on Provost Road, Eton Villas and Eton College Road which is also the eastern boundary of the conservation area. The nature and quality of the proposals for development at 5-17 Haverstock Hill are therefore of great interest to us as the site impacts the entrance to the conservation area from the south. Our comments and objections are as follows.

As with the previously approved scheme and despite the 'fine words' contained in the supporting documents the architect's proposals continue to ignore the scale of the surrounding/adjoining areas and in particular provide an unsympathetic backdrop to the listed, iconic two storey Chalk Farm Station. The proposals remain a storey too high on both main frontages and salmon pink materials do not redeem their height or massing. This is a missed opportunity to provide a building which will enhance the junction of two key routes – to Hampstead and Swiss Cottage and the residential areas beyond.

The proposals also ignore the predominant uses surrounding the site. Hinterlands to the north, east and west of the site are residential both in character and use. Adelaide Road, Haverstock Hill and Eton College Road are residential roads and 'commercial' use, where it exists, is at ground level primarily serving the local community. Five, small local community shops previously occupied the application site and served the community for many years and should be replaced.

There is much in the supporting documents which is misleading. The original houses on the site were replaced by the existing building uniquely built as a carpark ancillary to the residential blocks to the north – The Etons. Its subsequent use as a car pound remained a low intensity use compatible with the residential neighbourhood surrounding it. Accordingly the site has never existed as a 'prominent site' and its neglected state has been the direct result of development speculation over the past five years or so which has seen the closure of the local shops- beneath a building left to stand vacant. To turn this into a prominent mixed use development is totally to misunderstand the nature and character of the area and it is disheartening to learn that officers are reported to 'support a mixed use scheme with approximately 50% residential and 50% hotel' (Design& Access Statement Part 3 para 3.5)

The current 'mixed use' proposal is out of character with its surroundings and the proposed hotel use is

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intrusive, unnecessary and will result in the loss of potential residential accommodation which we are told by government at all levels is of the highest priority. There are plenty of hotel uses close to the development site which have been omitted from the supporting documents. The survey/assessment of existing hotel provision (Design & Access Statement Part 2 para 2.8) is incomplete and seriously underestimates the hotel offer in the area. In addition to those identified and within walking distance of the site there are at least five further hotels (The London Marriot at Swiss Cottage [304 beds]; The Premier Inn Belsize Park [140 beds]; The Haverstock [Arms] Hotel [22 beds]; The Camden Lock Hotel, Crogsland Road [38 beds] as well as proposals for a 58 bed hotel on the site opposite at the junction of 155 Regent's Park Road and Adelaide Road. The proposed hotel use which results in the loss of residential land and potential dwellings is unacceptable and contrary to policy at all levels.

Security is a particular issue in this area and proposals for an 'alleyway' from Adelaide Road accessing a courtyard at the centre of the development will be a 'haven' for rough sleepers and drug dealing. [Ref submitted Security Needs assessment section 6 Risk Register] A hotel use on the site should be rejected and the scheme redesigned.

The consented application provided 77 dwellings with a total floorspace of 8356sqm [89,943sqft]. This was a 15% increase in floorspace on the existing building - 7273sqm [78,286sqft]. The current application – over half of which is proposed commercial use - increases the floorspace on the site still further to 9849sqm [106,014sq ft]. This is a 35% increase over the existing building. The implications of the level of activity to be generated by the proposed development on the quiet amenity of surrounding residential areas are serious. No proposals have been put forward by the developer to involve the local resident community in mitigating the impact of the commercial development on residents in the surrounding roads.

Eton CAAC was represented on the Community Working Group [CWG] set up to work with the South Hampstead Synagogue on the operation of its new building on Eton Road to the north of the site. The aim was to mitigate the impact of the non-religious use of the Synagogue through joint agreement on an Events Management Plan. The current application/proposed development is x4 the size of the new synagogue and the proposed hotel use is x2 its size. If this proposal goes ahead then controls over the operation of the commercial uses are essential to safeguard the amenities currently enjoyed by surrounding residents. Hours of operation, security, noise, traffic management (including size of commercial vehicles), a travel plan and an Events Management Plan will be essential and officers should have regard to the document drawn up jointly between the CWG and South Hampstead Synagogue.

#### Summary

The proposed development for a mixed-use hotel and residential building is unacceptable and inappropriate development of this residential site. Eton CAAC objects to the proposed development for the following reasons:

1. Loss of a residential site and potential residential dwellings
2. The height, massing and materials proposed are insensitive and unsympathetic to their surroundings and adjoining listed buildings;
3. Loss of local community shops;
4. Unacceptable increase in floorspace and intensification of use and activity on the site and in a residential area;

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2020/5623/P	Nadia Crandall	25/01/2021 18:24:06	OBJ	<p data-bbox="875 130 1944 153">5. Hotel use of the site is unacceptable and will harm the amenity of neighbouring residential areas.</p> <p data-bbox="875 191 1048 242">Yours sincerely, Eton CAAC</p> <hr/> <p data-bbox="875 284 1554 306">I am writing to object to this application on a number of grounds:</p> <ol style="list-style-type: none"> <li data-bbox="875 344 2018 459">1. The height of the development is stated to be 7 storeys on the Haverstock Hill side, and and 6 storeys on the Adelaide Road side. However, there is also a mezzanine floor which appears not to have been counted, creating a structure that is in face 8 and 7 storeys high respectively. This is out of keeping with Chalk Farm tube station and with surrounding buildings.</li> <li data-bbox="875 497 2033 580">2. The development is located just beyond the southern end of a conservation area with grade II listed buildings predominating. In its current form, the height, choice of brick and primary use as a hotel and events centre is antithetical to the area.</li> <li data-bbox="875 619 2011 734">3. The development offers only 35 dwellings in total, and only 18 of these as affordable housing. In the current climate where housing is in such short supply, this seems a troubling offer, particularly in view of the earlier proposal for 77 dwellings on the site to replace what is predominantly a residential building with local shops at street level.</li> <li data-bbox="875 772 2042 855">4. The north side of Adelaide Road is entirely residential and Haverstock Hill, north of Chalk Farm tube station is also essentially residential. This proposal introduces commercial use into a residential area. It would be detrimental to local residents.</li> <li data-bbox="875 893 2042 1040">5. I am seriously concerned about the impact of hotel use on this site, particularly the following aspects: the use of 10 metre lorries for delivery and servicing; a courtyard which will, given the nature of the area, almost certainly attract drug dealers and rough sleepers if it is not meticulously manage; events areas which, in order to make the development viable will be exploited to the full and will result in late night noise, traffic and disturbance to local residents.</li> <li data-bbox="875 1078 1962 1129">6. The use of salmon pink brick on the exterior, a novelty in the area, and unhelpful and unattractive in blending in with existing architecture.</li> </ol>