
From: [REDACTED]
Sent: 02 February 2021 16:59
To: McClue, Jonathan
Cc: Planning
Subject: Application 2021/0022/P

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Dear Jonathan McClue,

Re: proposed change of cladding at 100 Avenue Road, NW3

I would like to add my voice to those of many local residents and representatives who feel that the proposed change of cladding to this Essential Living development, like the removal of the 36 affordable homes slated for inclusion, should not be approved.

I entirely agree with our MP Tulip Siddiq and Cllr Leo Cassarani that EL should not be allowed to proceed with work at the site under these revised terms. Cllr Steve Adams also hit the nail on the head when he remarked that if the development is no longer financially viable under the terms it was approved, that isn't a problem for Camden, but a problem for EL.

Camden should not be bending planning rules for developers when they claim they have run into financial difficulties, and going back on agreements made on behalf of the local population, especially if these include provisions that render a development more visually (and socially) acceptable. If the development has really ceased to be viable in financial terms – which is doubtful, frankly, considering the profit that EL anticipated initially – then EL can back out and sell the site to another developer who can complete a more appropriate and sustainable project. The fact that EL has submitted revised proposals suggests that they still envisage a big profit; they are clearly pressuring Camden to give in and roll over.

Please don't do that! You must be so well aware of the strength of feeling locally about this monstrous project, which should never have been approved in the first place. And now local residents are being asked to live with an even more visually intrusive and socially irresponsible structure. Please stand firm and say no to EL.

Many thanks,
Karin Dosaj