



2<sup>nd</sup> February, 2021

Dear Mr McClue,

**Objection to Planning Application 2021/0025/P: 100 Avenue Road**

I am writing to object in the strongest possible terms to Essential Living's proposal to renege on their undertaking to include 36 "affordable" units in their proposed development of 100 Avenue Road.

There was never a real justification for planning consent for this skyscraper to be inflicted on Swiss Cottage, despite massive local opposition. But the one tiny mitigating factor was that 36 households, unable to afford local property prices, would be accommodated there.

Now even that has gone. Essential Living have demonstrated that, as the local objectors forecast, they are not to be trusted.


Please reject this application.

Yours sincerely



E B W Luke (Miss)

Mr Jonathon McClue,  
Planning Dept,  
London Borough of Camden, 2<sup>nd</sup> floor, 5 St Pancras Square,  
c/o Town Hall, Judd Street, London WC1H 9JE



2<sup>nd</sup> February, 2021

Dear Mr McClue,

**Objection to Planning Application 2021/0022/P**


I was dismayed, but not surprised, to see in *The Ham & High, Camden New Journal* and elsewhere that Essential Living have applied to downgrade the material to be used on their 23-storey building at 100 Avenue Road from Portland stone to a cheaper substitute.

I have also read in a national newspaper that the Minister for Housing, Communities and Local Government, Robert Jenrick, has just introduced new measures to ensure that greater emphasis is placed on locally popular design, quality and access to nature through our national planning policies... He said **“Instead of developers forcing plans on locals, they will need to adapt to proposals from local people, ensuring that current and new residents alike will benefit from beautiful homes in well-designed neighbourhoods.”**

Given the strength of local opposition to Essential Living’s initial design – and now even more so to the downgrading of the materials to be used, I very much hope that **you will reject their proposal.**

I am writing separately about their wish to renege on their original undertaking to provide 36 “affordable” units.

Yours sincerely,



E B W Luke (Miss)

Mr Jonathon McClue,  
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