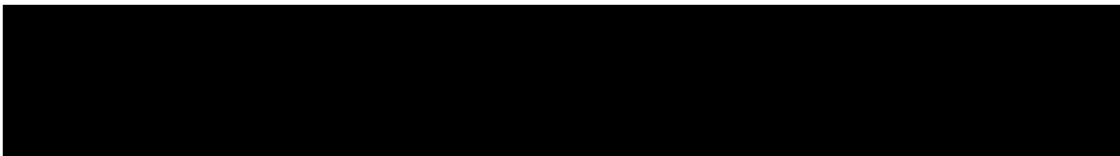




Subject: 2021/2446/P Basement Floor, 368-370 Cascades Apartments NW3 7AJ - Objection



Dear Kate

Basement Floor, 368-370 Cascades Apartments, Finchley Road London NW3 7AJ

We are writing to object to the above application for a change of use at the above property from residential to commercial purposes on the following grounds:

- 1. Damage to residential amenity** The Cascades were built quite recently for residential purposes in a popular residential area. This part of Finchley Road is entirely residential. Indeed the Cascade buildings back into the residential gardens/wildlife corridor that runs behind the Finchley Road. This residential area is very quiet at night. Allowing a business to operate 7am-11pm seven days a week would be inappropriate. It will increase noise pollution and is unfair on all residents whether they live on the Finchley Road itself or on side roads. Residential units are being built opposite the Cascades at the moment. Allowing distribution here risks blighting this part of the Finchley Road. All this at a time when Camden needs more residential units

due to the housing shortage and should be encouraging people to live on or close to roads like Finchley Road.

2. **Highway safety.** The Cascades sits right on the junction of the Finchley Road and A41. Allowing a distribution business to operate from here would raise particular and major problems:
 - ∞ Lorries delivering to the Cascades will block buses along the Finchley Road as they turn/are unloaded.
 - ∞ Deliveries to the Cascades will be numerous. Lorries coming into London up the A41 from the North Circular/M1 cannot get to the Cascades without driving through the residential area. Lorries cannot turn into the Cascades from the A41/Finchley Road junction and will have to take an alternative route through residential streets ie Platt's Lane left into Briardale left into Finchley Road and to Cascades or else use Hermitage Lane/Platt's Lane/Briardale Gardens.
 - ∞ From the south, again lorries cannot get to the Cascades without using residential roads eg Heath Drive/Ferncroft/Briardale Gardens. Lyndale Avenue will also be badly affected.
 - ∞ The entrance to the Cascades is very close to bus stops serving busy bus routes (13,328,139) used by many residents including children going to local schools (eg St Luke's, UCL Academy at Swiss Cottage).
 - ∞ For these bus users and for all pedestrians, using this site as a distribution centre is unsafe and unreasonable. It will mean lorries/cycles/presumably mopeds too crossing the pavement all day every day close to the bus stop.
 - ∞ Cycles/mopeds will U-turn in what is already a very dangerous junction. This will be dangerous.
3. **Change of use from residential to commercial use.** The site sits on the edge of a conservation area. It will affect many roads within the conservation area as well as the many houses and flats along this residential part of the Finchley Road. The Cascades was allowed for residential purposes. That such overdevelopment was allowed by Camden in the first place was surprising and disappointing to those of us who live here.
4. **Abuse of process.** Although not totally clear in the paperwork submitted in support of the Application, the cold store would appear to be located in space in the building granted pursuant to planning permission 2014/7038/P for disabled parking bays granted but not implemented. Seeking to ride on the back of previous approvals granted for good reasons ie disabled parking in what was previously a care home, is a disturbing, cynical and unacceptable abuse of process.
5. **The future.** In view of all the above, you will understand perhaps why many of us are cynical about the Application's mention of only pedal bikes. How will this be policed? When Jiffy starts using motorbikes, what will we as residents be able to do about it? In any event you only have to witness the disruption caused by Deliveroo and other bicycle deliveries on West End Lane and on Hampstead High Street to see that even bicycle delivery causes disruption – leaving aside the lorries making multiple visits to drop off stock.
6. **Neighbourhood Plan.** This application is in direct contravention of the soon-to-be-implemented Neighbourhood Plan and to have the Plan undermined at the outset is also unacceptable.

To allow the change of use now will just encourage other developers to move the goal posts agreed with residents thereby damaging and degrading a much loved area of London. Please understand the concerns of local Camden residents and reject the Application.

Kind regards

Emily and Oliver Brettle

