



Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Pauline Atlas	05/03/2022 14:18:04	INT	The density is unmanageable and the fact that the whole of West Hampstead is low rise, those towers will completely change the area for the worst and change the demographics. The loss of the large Sainsbury's is going to cause damage to the community. We need a large supermarket as not everybody can afford Waitrose prices, but the complete loss of the car park is another blow to a large Sainsbury's. Nobody can do a week's shop and take everything home on a bike or walk home with heavy bags. Again the loss of the swimming pool in the gym is bad for the community as it only leaves one pool at the Swiss Cottage gym. Generally the utilities won't be able to cope with all these extra people and neither will TfL if the stations are not improved and have better access. I urge you to reject the application for the good of the community.
2022/0528/P	Ulla Thiessen	06/03/2022 08:15:32	OBJ	This site is good for 500 (five hundred) flats, not 1,800! The proposal represents vast overdevelopment and will be a huge loss to the existing community. The large Sainsbury store, the car park, the cinemas and restaurants, and the fitness center must all be retained before any new development is considered. The new blocks must not be skyscrapers, but kept to 8 floors maximum so as not to impact on daylight for neighbouring properties and be of a decent living standard for new residents, and far more open space is required for a new development than is proposed.
				
				

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Jos Vernon	05/03/2022 10:18:53	OBJ	<p>The idea behind the Draft Vision is to create a new residential neighbourhood out of something which is essentially shopping based. The assumption that this is a good idea is predicated on the idea that existing use is not good and that the new use will be better.</p> <p>Over the last year 700,000 people have left London → ONS figures. One would have to question whether this is a good time to create more residential housing. It makes sense for housing developers but not for the people who live here.</p> <p>The study suggests that shopping and travel are changing but the reality is that the core change here is related to the pandemic. Perhaps shopping streets are on their way out but shopping centres are a different thing entirely → up until Covid, Westfield was enormous growing significantly both in footfall and tenant sales → a growth only put on pause by the pandemic.</p> <p>You can see this in the area. The Finchley Road as a shopping street is dying. However the O2 centre is busy even with only Sainsburys as an attraction. The O2 centre represents a style of shopping at the forefront of modern life.</p> <p>Around 80% of our shopping is still done in person. You cannot get a haircut online. Most people prefer to buy clothes in person. Amazon is moving into physical shops. Shopping is changing but the physical side is still vast. You only have to look at reports like (Westfield How We Shop: The Next Decade) to see this. Shoppers and want fun, experience led, physical outlets.</p> <p>According to surveys from the Estate Gazette the British public wants restaurants, coffee shops, fast food, and free parking. Funnily enough that is a perfect mesh with the O2 centre and the Vue cinema.</p> <p>The plan touts Camden as an inner city area which needs dense residential use. It suggests that areas further out might have less dense use. Why is this? Why would one want to unbalance such a useful mix of densities? All that happens is that people are forced to travel out of Camden for purposes that require lower density.</p> <p>The essence of Camden is that it should be a diverse area with a mix of services. Some of those services include shops, cinemas, warehouses and car parks. If you remove those services you unbalance Camden.</p> <p>The experience with the similar Morrisons development at Chalk Farm shows just how destructive this type of approach is. Here the large supermarket, car park and petrol station have been removed which has been vastly depriving for the area and the community.</p> <p>The loss of the supermarket has increased prices in the area. While 'metro' supermarkets appear to have the same prices as normal ones, they make their money by avoiding cheaper goods. The increase in prices is typically 5-7% according to Which.</p> <p>If you have a car the North Circular has become a good option as it is the nearest place with a cheap petrol station and indeed it has large cheap supermarkets. This is bad for the environment and bad for people and bad for business in Camden. It is exactly what happens when you remove diversity from the area.</p>

Application No: Consultees Name: Received:

Comment: Response:

If you do not have a car your options are limited. Indeed the people most affected are the people who have the least mobility and those who spend the highest proportion of their income on food - the poor. So those who have the least, have paid for the pleasure of Camden and land developers and their unaffordable affordable housing.

It is ironic that Camden's negativity about cars has actually made them more essential -> that it denies those without cars the option of cheaper supermarket food.

Most people have cars at some point in their lives for various reasons. People need to ferry kids around or move goods or are older and less good at walking or sometimes they just like cars and are happy to pay hefty taxes for the privilege.

Many of us are pedestrians and users of the tube and bus, and cyclists and drivers all at different times. I cycle and yet I find the cycle schemes bizarre. They seem to be designed by people who try to think up reasons why they do not cycle rather than for people who actually do. On a bicycle I find that many of these measures have no benefit and a number actually make things more dangerous.

It is notable that Indices of Deprivation such as the Townsend Deprivation Score used by many social scientists include a hefty weighting for car ownership. So reducing car ownership increases the deprivation of an area. Remove cars and you deprive your population in a measurable way.

The Chalk Farm development has been immensely damaging. The proposed Finchley Road development will be exactly the same. The poor will pay for the benefit of land developers and council.

Camden should in no way implement anything like this plan because it is not regeneration it is destruction. The vast majority of the population have no interest in this change.

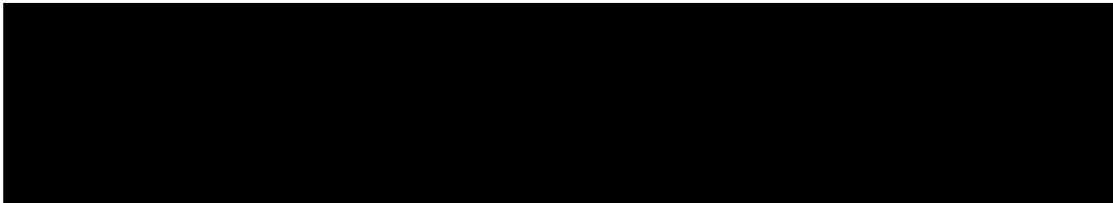
The vision is something only an urban planner could want - plastic parks and deserts of urbanity -> Legoland Hampstead Garden Suburb.

The best thing to do would be very little. Joining the east and west up seems like a good idea and then running public transport through it would establish good infrastructure around which things can grow sensibly.

After that an organic process of iterative development in consultation with the community would be by far the best way to end up with a result that benefits the residents of Camden rather than self-appointed visionaries and consultants.



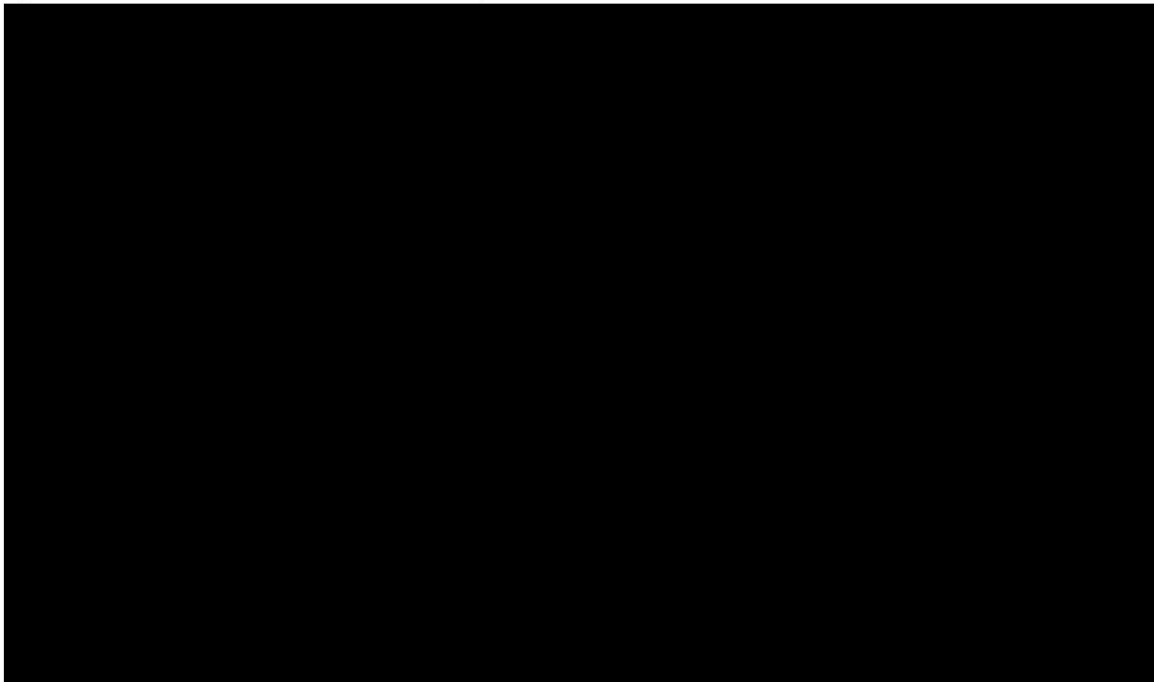
Application No:	Consultees Name:	Received:	Comment:	Response:
2022-0528P	Michael Fitzgerald	07/03/2022 08:52:29	PETTINOHJE	This new planning application is totally inappropriate for this area. From security issues with tower blocks, to increase in traffic flow in area, people and vehicles, which will put even more pressure on local services, doctors, police, schools, hospitals, etc. There has been a priority on the profit for the company and no proper thought for the long term effects for the local communities and area
2022-0528P	Sebastien Juillet	06/03/2022 19:46:24	OBJ	<p>Having attended the consultation organised today (06.03.2022) at the O2 centre, I strongly object to the proposal for the following reasons:</p> <ol style="list-style-type: none"> 1. Residents estimate made by LandSec set at 3 000 for 1 800 new homes is largely underestimated (1.5 resident / home). Many flats will have families and a 2.5 estimate would already be conservative and bring a minimum additional 1 800 residents vs the current estimate. 2. Based on the above, local public transports (Finchley Rd and West Hampstead) that are already overstretched, will not be able to absorb the additional capacity. This is without taking into account the other development currently being built on west end lane (travis perkins site) which will also add to the extra transport requirements. 3. No plan for for new schools, primary or secondary, in an area already at fully capacity 4. No cohesive or clear plan to address already overstretched facilities in the local area - water, energy. 5. No plan / explanation on how West end lane / Finchley rd will be able to absorb access to the site without disrupting local residents (both roads are already congested most times) 6. South Hampstead conservation area will be deeply affected by overcrowding, parking overflow (no car park on the new proposed site) and aesthetic impact 7. Limited plans for replacement of current O2 Centre facilities (swimming pool, hypermarket, cinema...)



Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Neli Pecheva	04/03/2022 15:52:57	OBJ	<p>I object very strongly to the proposed overdevelopment of the site so close to South Hampstead Conservation Area.</p> <p>The "Townscape, Heritage and Visual Impact assessment, Version 1" prepared by Tavernor Consultancy does not represent correctly the enormity of the visual impact of such a massive development. All pictures are taken with a wide lens distorting the view. This is very visible on page 116 where Finchley Road looks like a motorway and the Waitrose building looks like a bungalow.</p> <p>Much more importantly there is no assessment of the visual impact on the people living in Broadhurst Gardens, Compayne Gardens and Canfield Gardens. All the images representing the visual impact in the report are taken with east-west orientation. All the windows of the people living in these streets are south-north. The north side of their view will be blocked by the very close 15 stories tower blocks. The report completely ignores Compayne Gardens and Canfield Gardens.</p> <p>There is also no representation of the Finchley Road view directly opposite the present O2 Centre. The reason is very obvious & it would be difficult to distort the view to make the blocks look smaller and "neutral" as they try to call them.</p> <p>The blocks should not be higher than 6-7 stories to fit into the present environment and not be the eye sore of the area.</p>


Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Mila Griebel	06/03/2022 20:38:46	OBJ	<p>Infrastructure of the area. In the last 8 years we have lost Drs and a whole surgery in WEL. These have not been replaced despite the huge influx of people in the area/developments. The local medical centres are overwhelmed. Before any more development can even be considered, we need Drs to replace ones lost as local peoples lives are being put at risk. We need Drs now not in 5 years time. Same for secondary schools. Local people are not able to send their schools locally as over subscribed. Rubbish collections are very poor and now our CL money is being used to try & help it, which isn't working. How will it work with the addition of 5000+ people. Transport; we have never been given the upgrade to the WH Tube station so badly needed. There is no lift & no capacity for more people getting into station or onto the platforms. The Buses are over crowded as the influx of people coming off the Overground & Thameslink has swelled the commuters onto the Jubilee line & local buses. Our pavements are narrow and over crowded, the footfall in WEL at rush hours is dangerous. Density, Too many people, too many blocks of flats & too high at 6-7 times Camden average density. Why does Camden consider it OK to blight the area with what will become a ghetto. With densely packed flats with far too little private outside space. The flats with large families will share what little green space with the public. Has Corvid taught planners nothing? Between 3 conservations areas, the towers will also be a blight on the landscape. The design is dangerous as too close together & the blocks have a single staircases. There should be two. The 1st phase is all rented. This will not grow a community, but have a transient population, with many flats being used as Air b&b as has happened with other sites. The idea of building a small town between two existing town centres, with out any of the infrastructure of the sounding areas brought up to standard is an insult to the existing local population and not supporting any new people to the area. The developers do not own the areas being proposed for the second stage with the 'social housing & other incentives. There is no social housing. What the developers are proposing is sketchy at best and may never happen at worse. Calling the site 'car free' is miss leading. Camden can not stop a developer allowing cars, vans etc parking on the site as we have seen with the Ballymore development. You may take away the useful carpark we have now, but it will be replaced with vehicles parking anywhere they can. The pavements will not be safe as they will be covered with double parked private cars, vans, trucks, delivery bikes, scooters etc. Stop saying the are has no greenery. It has dozens of mature trees, that are used and are home to local wildlife. Taking away Sainsburys /O2 centre will disadvantage local teenagers who use it at night as a skateboarding park & as a safe place to meet. Disabled people who use the facilities and families who bulk by from the supermarket for their large families or communities. With out a carpark, this will no longer be possible & and will have to travel further in their cars to shop. The lay out of the buildings will create rat runs and unsafe areas. Years of development, have destroyed the surrounding areas. The idea of 15 years of ongoing building for the area after already enduring years of on going development in our area is the living nightmare that has been allowed. None of the traffic systems put in place have been respected by the construction companies & Camden has not held them to account. This planning should be rejected for the reasons above. It should only be considered if it is half halved in dwellings, lowered in height and building should only begin once all the land is acquired by the developers. Only when we have a Tube station for the 21st century & Doctors to serve the community.</p>
2022/0528/P	D. SKYLLAS	05/03/2022 12:33:44	OBJ	<p>There no need for a further huge sized development in Finchley road, as we have already one planned in Swiss Cottage which has created traffic problems for months. Enough problems with heavy road users as well as busses, coaches and enormous trucks. Such high number of flats would create crucial parking problems in an area having already critical lack of parking space. Existing restrictions already making social life difficult and restricted.</p>

Application No: Consultees Name: Received: Comment: Response:



Application No:	Consultees Name:	Received:	Comment:	Response:
2022-0528/P	Jennifer Lake	05/03/2022 09:17:17	COMMENT	This is a dangerous and ill conceived scheme. Local services will not be adequate to deal with 1800 extra families. I strongly object to this proposal.

2022-0528/P	VR	05/03/2022 00:33:36	COMMENT	Is it really useful to give my opinion or it's true that everything has already been decided? It's Horrible ! We don't want this !! We want O2 to stay as it is with sainsburys to make our groceries, a house and garden centre, where we can park our car and have it washed while we do our shopping. With all the nice activities that are available for kids and that make this neighborhood family friendly, how many responses do you need on this? How sad! O truly believe when I hear that Landsec has intentionally not invested in the center and run it in the ground so they can redevelop something which was built only 25 yrs ago! That last year it took them 7 months to repair the escalators, and of course Covid has been very hard on the restaurants on the first floor! These developments are ruining London and blighting what light we have with ugly legoland towers and straining services with overpopulation in small areas. I firmly oppose to this redevelopment.
-------------	----	---------------------	---------	--

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Maria Penkin	06/03/2022 18:39:57	OBJ	<p>I strongly object to this proposal and the detrimental impact to the local community, in particular:</p> <ol style="list-style-type: none">1. Landsec estimate of 3600 new residents and associated modelling would seem extremely low for a development of 1800 new homes2. No provision made for schools - primary or secondary. All schools in the local vicinity are oversubscribed and this is a considerable concern3. No cohesive or clear plan to address already overstretched facilities in the local area - water, energy, transport4. No provision for renewable energy supply5. The detrimental impact on the surrounding conservation area from overcrowding, parking overflow and aesthetic impact
2022/0528/P	Elizabeth Rose	04/03/2022 23:22:52	COMMENT	<p>This development is a blight on the area and South Hampstead community and I strongly oppose it. I have participated in every consultation but feel like it has made no difference. The proposal is too dense and overpowering - the buildings are too high, there are too many flats, the flats are too small and there is not enough green space or amenities.</p> <p>My real concern is that having thousands of additional residents will have a major impact on an area that is already congested. There will be more traffic and pollution plus there is no where for these new residents to park - they will probably spill over into already congested and overpopulated resident parking on nearby streets. Has anyone considered the impact on local amenities - on schools and transport? Already Finchley Road and West Hampstead tube stations are packed as people return to the office plus these stations and the congested footpaths around them have had zero investment. Accommodating thousands of additional residents is irresponsible and gives nothing back to the local community. Please significantly reduce the size and density.</p>
2022/0528/P	David	04/03/2022 15:20:44	OBJ	<p>Scrap this scheme and keep the 02 centre. Sack the council leader.</p>
				

Printed on: 07/03/2022 09:10:16

Application No:	Consultees Name:	Received:	Comment:	Response:
-----------------	------------------	-----------	----------	-----------



Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528P	B G Champion	06/03/2022 17:07:43	OBJNOT	<p>Today Camden Labour Councilors came through the neighbourhood saying they do not support this project and asking that people go to the consultation. We hope planning are aware that locals who have commented to LandSec do not realize that they need to comment separately to planning. We have seen LandSec's condensation of comments about height of buildings etc at the very end of their report, and it glosses over the conversations being had. Here are some thoughts after attending the consultation today.</p> <p>1) There should be fewer homes in this phase and overall.</p> <p>This first planning phase has approx 600 homes - LandSec/Tim Trillo calculates 3500 people added to W Hampstead without any supporting services during phase 1. For phases 2 and 3, adding 1200 more homes assumes 6000 more people. LandSec are operating at a density 1.5 times the former top limit of 210 homes per hectare by proposing 317 per hectare on this site. The O2 will be more dense than any housing estate in the country. While the Mayor removed density limits in 2019, the advice is to be prudent, not greedy. Limiting comment to Phase 1, there will be no space to serve people locally, for instance at Swiss Cottage or other surgeries. The promise of a health centre in the future cannot be guaranteed as LandSec does not own the site where they propose to build it - How can Camden agree to these homes if LandSec cannot guarantee the services on the date of approval? How can Camden allow LandSec to display a model suggesting they own the site for the health centre without indicating on the model that it is a hope, rather than a viable reality? Who is going to supply these people with services, because LandSec isn't doing it in this phase. There is a danger in saying it will arrive in the future. Businesses can promise, but they are not bound by what they promise. Either they provide as they build, or these homes should not be approved.</p> <p>2) Heights of buildings are destructive to existing neighbourhoods.</p> <p>Quality of life for those in homes surrounding the O2 site will be denigrated by high rises that block the natural view. Any "blue sky" views in homes on Broadhurst Gardens/Compayne Gardens facing the O2 will disappear as they are replaced with a wall of buildings, and the same will occur on the other bank of the site. This is evident from the LandSec model on display. A mock up done by a neighbour using information from the consultation this week shows how we will all lose out, with buildings taking the place of the sky - never mind losing the views of any hills or greenery. It has been said but needs repeating that towers do not provide good community. It should also be said again that towers are not part of the conservation areas surrounding the O2 isle of opportunity, and people living in these conservation areas have been preserving these neighbourhoods for generations. Camden's Design documents commit to this preservation. Change is inevitable, but destruction is not. We love London because of the low-rise scale, and while building up seems to be the Mayor's decree, it doesn't mean destroying the horizon with 16-story buildings. Keeping with West Hampstead's previous heights is smart and cohesive. West Hampstead Village is already tall. Why taller?</p> <p>3) LandSec accommodates the rules for outdoor space of 5m square per 1-2 with balconies only, not with ground-level outdoor space - except for the compulsory play areas that are quite small. Are we to expect that people will be able to use unprotected balconies for outdoor exercise, or will these thousands of people need places to walk and run? Where is the promised green space for living? Balconies are not green space, and a 60 square meter green area for phase 1 - shown on the model - cannot support 3000+ people. Beyond that, there is no more space on the model for the remaining thousands to walk or run when they get around to Phases 2 & 3. Is Camden going to allow this kind of inner-city gray area to be developed? We are miles from Queens Park, Hampstead Heath, and Regent's Park. Where will these thousands stroll on an average day?</p> <p>4) This project is greedy. Approving it will transfer wealth and advantage to LandSec, while disadvantaging local home owners. Our homes will lose value, our lives will suffer with the congestion and duration of this massive build, and we will lose out on simple things like economic food prices, as Sainsbury's superstore will be replaced with higher cost mini markets according to LandSec. While this comment will be disregarded as NIMBY by some, it must be asked, why are Camden pushing LandSec to make this project so massive? It is</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
				understood that people at Camden have coached LandSec to make the project larger and larger to meet Camden's quotas for the London Plan. It sounds so progressive to talk about adding new homes, but Camden will be destroying the human scale of the area by approving this, and will be hurting settled residents, who they are bound by law to protect. There are better ways to do this project. The imaginary people who will move into this mostrous site are not here now. Where are the people protecting current residents from overblown projects fueled by the greed of people who will not have to live with the mess that is made?
