

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Pascale	22/03/2022 20:12:30	PETITNOBJ E	This is a terrible idea - we just don't have the infrastructure to support any of these extra people living in this development Roads are already too busy, schools packed, public transportation was divided by 2 only a few years ago. Quality of life for people already living in the area will go down. Camden must reconsider
2022/0528/P	Pascale	22/03/2022 20:12:40	PETITNOBJ E	This is a terrible idea - we just don't have the infrastructure to support any of these extra people living in this development Roads are already too busy, schools packed, public transportation was divided by 2 only a few years ago. Quality of life for people already living in the area will go down. Camden must reconsider
2022/0528/P	Bernard Walsh	22/03/2022 20:00:25	COMMNT	The proposal is not in line with the density and height of a basically Victorian area. It sacrifices the only large supermarket and parking for miles around, There would not be sufficient local services to support such an influx. The council seems only interested in revenue at the expense of the local residents
2022/0528/P	Lida Walsh	22/03/2022 13:56:55	PETITNOBJ E	I am opposing development of such scale. Reasons: Too high buildings, which will obscure view from our flat and garden. Too many flats and people - no schools, GPs, not enough police etc. Loss of Sainsbury, cinemas, swimming pool and O2. Loss of Homebase, no car parking. Long term harm to infrastructure. No green spaces. The density of buildings will attract crime.

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2022/0528/P	Shirley Skeel	22/03/2022 17:57:55	OBJ	<p>CAMDEN Chief Planning Officer Dan Pope says that “harms have to be significantly bigger than benefits to refuse a planning appeal.” The ONLY benefit that Landsec or Camden have put forward is the need for new homes because of overcrowding and long waiting lists for social housing. (Any job growth will be temporary or minor) Based on Landsec’s application and remarks, let’s look at that:</p>

#### ONE BENEFIT ONLY

- The 1,800 flats will cost £1 million plus each, which only rich investors can afford, and most rents will likewise be out of ordinary people’s reach
- Only 20% of floorspace will be “Low cost” rents. 15% will be “intermediate” rents (up to 80% of market rates). This breaches Camden’s own rules on affordable homes.
- Of 1,600 flats, just 315 will be low-cost rentals. There are 7,000 households on Camden’s waiting list. So Landsec will solve 0.05% of Camden’s housing problem. At what cost?

#### ENORMOUS HARMS:

- The density is overwhelming—29 towers on a narrow strip, amounting to 312 dwellings per hectare in an area surrounded by 4 conservation areas. It smashes every planning rule including The National Model Design Code (3-5x denser), the Fortune Green and West Hampstead Neighborhood Plan, the National Planning Policy Framework, the 2016 London Plan SRQ (2x denser), and the London Plan policy D9.
- With 5,000+ new people, dangerous overcrowding will occur on West End Lane and Finchley Road pavements, in the streets, and in train and tube stations and platforms. Baby buggies and strolling families will be forced into the street, and already dense traffic will come to a stand-still.
- All local resources will strain and some will collapse: rubbish collection, doctors, police, fire station, schools, recreation centres, cafes and food shops. NHS England has already pointed to inadequate GP access in the area.
- West Hampstead has been severely flooded three times in 50 years and the strain of 1,800 new homes on water and sewage infrastructure could be disastrous. Landsec claims Thames Water has approved their plan, but Thames told the South Hampstead Flood Action Group they are trying to get the O2 development waste water reduced seven-fold and to get “tankage” introduced. CAMDEN: CHECK THIS OUT!!!
- The green space is laughable as it includes every thin median strip. Even so, it is below Camden’s own requirement of 9 sq metres per person. Camden plans to take cash in lieu of enforcing its standards!! Who gains from that?
- 15 years of construction will mean an enormous amount of air and noise pollution, affecting locals’ health and well-being, and defeating Camden’s Climate Change Plan
- The single fire escape per tower breaks fire safety rules and could lead to deaths. It shows the recklessness with which Landsec disregards the safety of those who will live there.
- Locals will lose the only large, low-price supermarket in the area and the ability to park and carry large grocery loads.
- They will lose a swimming pool, large bookstore, and very probably the cinema and gym
- The “no car” policy will be unenforceable and traffic and parking on all sides will become impossible. (I do not believe people living in a £1-2 million flat will not own a car. They will find a way to get permits or have 100 Ubers coming per day.) Deliveries to 5,000+ people will create enormous congestion.
- The towers area will be oppressive, lightless, airless, ugly, and will become criminally dangerous, based on urban studies. People will have no privacy and only walls to look at, with loud trains passing regularly on both sides. It is not fit for decent human living and certainly not for children. Just look at the crowded new

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				<p>tower blocks in Wembley! Frightening!</p> <ul style="list-style-type: none"> <li>• West Hampstead will have an overbearing skyline of towers that destroys every sense of the natural historic beauty and old village atmosphere of the area.</li> <li>• The towers will overshadow homes nearby and destroy their privacy</li> <li>• High rises, because of their high cost to build, are known to drive up land prices making affordable housing and protecting historic buildings less feasible</li> </ul> <p>Most importantly Camden cannot choose to ignore the stark fact that in London, developers like Landsec have too often backed off from their promise for affordable housing. (The Guardian article 2013) They call in lawyers to argue that it is economically unfeasible and greatly reduce the number to be built. Camden would need a bank of expensive lawyers.</p> <p>To sum up: CAMDEN counsellors you are not listening! The 2020 Landsec plan for 950 flats was soundly rejected by local residents, and yet you work with Landsec to near double the size!!!! WHO ARE YOU SERVING??</p> <p>No one wants this development except Landsec and counsellors who want the tax money and to meet unrealistic home goals that be little served by this project. I also have to ask certain Labour counsellors: why are you throwing out counsellors who don't tow your line? And all Labour Counsellors: Will you stand up to these bullies and support your electorate?</p> <p>Cut this development in half or WE WILL VOTE YOU OUT.</p>
2022/0528/P	Charlotte	22/03/2022 21:40:49	PETITNOBJ E	<p>The local infrastructure cannot handle this. We already have multiple burst water pipes a year. Over crowding at stations Competitive entry to schools Long waits at doctors surgeries. This is too many people to bring to a small area. Quality of life will fall for everyone living here plus any potential new residents.</p>
2022/0528/P	Karen levy-heidmann	23/03/2022 00:54:09	AMEND	<p>This project is horrendous! The O2 centre is at the centre of the community. I love gymboree, the movie theatre, the gym, Oliver bonas, Waterstones and the Sainsbury's. Let's not forget the starbucks</p>
2022/0528/P	Elizabeth Flores	23/03/2022 08:25:25	PETITNOBJ E	<p>This project should not be built.</p> <p>It will bring more people to the area overcrowding the roads and services. At the moment the area already has lots of traffic from all the commuters during the week and this project will only exacerbate the problem while augmenting the rubbish and pollution of the area.</p> <p>The height of the buildings doesn't take into consideration the rest of the urban context. Bringing that excess of people will only change the vibe and feeling of the neighborhood.</p>

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2022/0528/P	Thomas leslie	22/03/2022 12:20:33	OBJ	<p>I totally disagree with this development! The strain on the local infrastructure will be to much.</p> <p>The extra footfall at Finchley Road tube station and Finchley Road and Frongal overground station during rush hour will exceed the stations capability's.</p> <p>Local Gp's and school's do not have the space to take on this amount of people.</p> <p>The proposed green space is little more than a green verge with the odd tree. The density of people is to high and the social house inn to low</p>
2022/0528/P	Janet Warren	22/03/2022 10:39:38	COMMT	<p>I oppose to this development taking place as, as a resident in this area for the past 50 years, do not believe sustainable infrastructure will be available. I cannot see schools, hospitals, police, green area, being available for the proposed increase in population. What about the defunct area of 100 Avenue Road in Swiss Cottage? It's now a gaping hole due to the plans being ditched by the proposed construction company.</p>
2022/0528/P	R Nagrecha	22/03/2022 16:05:15	OBJ	<p>Dear Planning officer(s),</p> <p>It is grossly disappointing the council is entertaining this scheme in the current format. It appears solely focused on delivering units and dare i say council taxable estate vs. thoughts over the current constituents and rolling back many decades of great work by Camden.</p> <p>An important consideration of moving to camden was the care that has been taking with planning that includes consideration of parking, amenities and open space. Indeed our own driveway (under previous ownership) was denied in order to protect parking for other residents.</p> <p>Development of more housing and making use of semi-derilict land is the right answer. Affordable housing of different form factors, limitation of heights and lower density can make this scheme palatable for many residents.</p> <p>This however is not the solution or close to an acceptable proposal.</p> <p>I hope this is considered. Thanks</p>

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2022/0528/P	Jean-Francois Neuez	22/03/2022 09:16:14	COMMNT	<p>Sirs,</p> <p>I am writing today with regards to the planning permission aiming at replacing the O2 with residential units. My opinion is that the application in its current state is very inadequate. In summary, there are insufficient schools, hospitals and other amenities; transport infrastructure can't take the population increase; the architectural heritage of the area, as acknowledged by the many conservation areas, will be destroyed, against your own published guidelines in the housing plan:</p> <p>In more details,</p> <ul style="list-style-type: none"> <li>- density is too high: 5,000 planned new residents over this area is 6-7x the average density of Camden.</li> <li>- local amenities are insufficient: in particular the already high school place deficit in West Hamsptead is already quite problematic. Assuming at least 750 children live there, this is the equivalent to almost 30 classes at the average size, or 2 full primary schools needed for new pupils locally. Same goes for hospitals, doctors, etc. The leisure and supermarket facilities of the O2 will be vastly reduced, at the expense of existing residents.</li> <li>- the tube station for the Jubilee line will be overcrowded and its outside pavement on West End Lane will be very dangerous, more than it already is.</li> <li>- The architectural heritage of the area would be destroyed. There are many conservation areas surrounding the site which would be made redundant by the sheer height of the proposed construction. Unlike in other areas where such developments are undertaken, such as the East End, Canary Wharf, Old Street, Hampstead is renowned for its green spaces and its village feel. This will be lost. Lastly, the proposed building seem to have no architectural character, but rather look like large brick boxes. In my opinion, there should be a mix townhouse-like buildings and mid rise apartment blocks. In your own housing plan published on your website, you write under the paragraph « Quality of the environment »:</li> </ul> <p>« 1.30 Camden has many attractive and historic neighbourhoods (such as Hampstead, Highgate, Primrose Hill and Bloomsbury) and numerous parks and open spaces (ranging from local playgrounds to Hampstead Heath). These contribute greatly to the attractiveness of the borough. We need to make sure that the growth and change respects the character, heritage and distinctiveness of Camden's valued and special places. ».</p> <p>The proposed development would unequivocally go against your own guidelines</p> <p>Thanks for your consideration Regards Jean-Francois</p>
2022/0528/P	Robert Low	22/03/2022 15:50:41	OBJ	<p>I object to the plan. I would like the entire development to be rejected and the site left as it is. The Sainsbury's supermarket, Homebase and the car park are very well used, showing they all fulfil a need. The proposal to cram the site full of apartment buildings without any thought to the present amenities is truly shocking. Most of the apartments would be bought by foreign owners and left empty, as has happened all over London. Camden Council is only interested in getting as much Council Tax income as it can and the hell with what local residents want.</p>
2022/0528/P	Hannah McMullen	22/03/2022 20:48:54	COMMNT	<p>I have serious concerns about the number of flats and the impact on local resources</p>

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2022/0528/P	Kimberley Peach	22/03/2022 22:09:17	COMMNT	<p>Please can you provide a detailed response to myself and all other residents in NW3 and surrounding areas how this will demographically work. The current state of NW3 means that services, shops, doctors are at an all time low.</p> <p>Given the fact that council tax has increased, services have been reduced due to covid how will the area cope with more flats with no more amenities being provided. It's a total money making game for the council and the developer. If the project is ever completed how will NW3 function considering at peak hours it's at a standstill most days.</p> <p>There won't be one big supermarket to support the area and quite frankly you need to provide more amenities for the current plans that are proposed. Perhaps a mail out to all residents would be a good idea, before you sign off on a deal that will affect all surrounding areas long term without a contingency plan to ensure current residents are not adversely affected.</p>
2022/0528/P	Evgenia Chernysheva	22/03/2022 23:36:16	COMNOT	<p>As a resident of South Hampstead, I very much appreciate having an amazing , spacious car park, Sainsbury's- large , good quality food supermarket , and a very useful Homebase store. In the studios of O2 centre, my daughter is having her ballet lessons, and we go to the book store on the ground floor. Cinema and Caffes are lovely. I love residential roads , they are beautifully built, green , quite and peaceful. I don't want a new development with lots of cheap multistorey housing to go forward. It will take away from the residents of the South Hampstead our great amenities of O2 centre. It will bring around 5000 new residents and overcrowded pavements, services, roads, trains and shops. Long term harm to infrastructure and local environment</p>
2022/0528/P	Pascale	22/03/2022 20:12:27	PETITNOBJE	<p>This is a terrible idea - we just don't have the infrastructure to support any of these extra people living in this development</p> <p>Roads are already too busy, schools packed, public transportation was divided by 2 only a few years ago. Quality of life for people already living in the area will go down.</p> <p>Camden must reconsider</p>