

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0528/P	Muna Salaad	01/04/2022 18:26:39	OBJ	<p>The Large Sainsbury is needed for the elderly and disabled neighbours. During Covid they supported the community well.</p> <p>No tower blocks as there is no capacity in the area, with Schools, hospitals and pollution.</p> <p>My personal details in my objection to be redacted.</p>
2022/0528/P	Muna Salaad	01/04/2022 18:26:44	OBJ	<p>The Large Sainsbury is needed for the elderly and disabled neighbours. During Covid they supported the community well.</p> <p>No tower blocks as there is no capacity in the area, with Schools, hospitals and pollution.</p> <p>My personal details in my objection to be redacted.</p>
2022/0528/P	Muna Salaad	01/04/2022 18:22:39	COMMNT	<p>The Large Sainsbury is needed for the elderly and disabled neighbours. During Covid they supported the community well.</p> <p>No tower blocks as there is no capacity in the area, with Schools, hospitals and pollution.</p>
2022/0528/P	Muna Salaad	01/04/2022 18:22:45	COMMNT	<p>The Large Sainsbury is needed for the elderly and disabled neighbours. During Covid they supported the community well.</p> <p>No tower blocks as there is no capacity in the area, with Schools, hospitals and pollution.</p>
2022/0528/P	Mary Massih	03/04/2022 11:30:46	COMMNT	<p>I strongly object to the proposed development on this site. The area is already extremely congested and the infrastructure simply cannot support an influx of such a large number of people. The number of local schools, GP surgeries and transport links are presently under enormous pressure; they cannot adequately meet the needs of the present population and would be absolutely overwhelmed by the development. I've read the developers analysis and am not reassured by anything they say.</p> <p>Further, the high rise buildings look extremely ugly and would substantially detract from the charm of the area. In addition, the development work on the site would exacerbate the already dreadful road congestion and add substantially to the poor air quality.</p> <p>Frankly, I cannot see anything to recommend in the proposal. The needs and views of local residents should be given the greatest weight in considering the planning application, as we know the local area the best and will be severely impacted by the development.</p>

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2022/0528/P	Christine Murtin Borgel	01/04/2022 15:26:17	COMMNT	<p>As West Hampstead is my neighbourhood, I completely disagree with that project.</p> <p>Why?</p> <p>First, the project is made for over 5000 people but the new transportation and schools won't be build. With no new infrastructure, this project is not liveable.</p> <p>Second, the project destroy a sport facility and a supermarket which are important for the community and won't be replaced.</p> <p>Third, the project is absolutely not liveable. Building 12 blocks without any green space and space between those high buildings it's like putting people into cages.</p> <p>It should be possible to change it to an project with small buildings, sport and green facilities and a supermarket.</p>
2022/0528/P	Christine Murtin Borgel	01/04/2022 15:26:21	COMMNT	<p>As West Hampstead is my neighbourhood, I completely disagree with that project.</p> <p>Why?</p> <p>First, the project is made for over 5000 people but the new transportation and schools won't be build. With no new infrastructure, this project is not liveable.</p> <p>Second, the project destroy a sport facility and a supermarket which are important for the community and won't be replaced.</p> <p>Third, the project is absolutely not liveable. Building 12 blocks without any green space and space between those high buildings it's like putting people into cages.</p> <p>It should be possible to change it to an project with small buildings, sport and green facilities and a supermarket.</p>

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2022/0528/P	Kate Shaughnessy	01/04/2022 13:33:25	OBJ	I would like to comment on 3 items in this planning request.

### 1. Safety

-from the application -

"Natural surveillance across the landscape is a core feature within the design with building footprints shifted to increase surveillance over the linear park during the masterplan evolution and ground floor uses (including cafes and retail outlets) offering passive surveillance.

Additionally positioning of windows and balconies has been considered to improve natural surveillance over children's play areas.

The main movement networks across the proposals have been designed with clear visibility, lighting and good sight lines alongside the creation of active spaces."

This site is not safe. After 10 or 11 pm when the commercial enterprises are closed the safety decreases rapidly. Anyone returning from working a late shift is vulnerable to mugging, theft, rape and worse. No one in the buildings will be overlooking the public spaces at this hour. There are no patrols and even if there are alarm points, these are linked not to the police but to the ONE concierge, on one site, in ONE building. There are hidden areas all over the site, not well lit that would be perfect for anyone who wanted to cause harm, sell drugs and behave in any way anti-socially. "Feeling safe", which was stated as a goal in the Safety Zoom Meeting with Landsec as being an important factor, does not stop rape and injury.

The latest Crime Statistics for West Hampstead put Violence and Sexual Offences at 20% - second place only to Anti-Social Behaviour. This is an appalling statistic and Landsec would do well to make provisions for it.

-from the application-

The security of the Proposed Development will benefit from continuous public presence in well-lit, monitored, non-threatening spaces and the provision of a high-quality, well-maintained environment which people respect and in which people behave appropriately.

What does this mean? After 11 pm there is no continuous public presence.

Who will be monitoring after 11 pm? Will they be able to provide urgent and emergency help to anyone in trouble on the site? Will they be trained in First Aid, how to deal with aggressive confrontation??

Just because a site is well-maintained, for which there is no provision in the application – is there a team to do this on this large site? A high-quality, a grading which is definitely open for discussion, this does not impel people to behave appropriately.

The Metropolitan Police have already written with their very real concerns about policing this site.

The Fire document in the application is generic, makes no reference to the TWO staircases now needed in tall buildings and Thames Water has voiced their concerns about providing sufficient water to the site for residents thereby curtailing any water a fire engine might need.

### 2. Social Housing

No provision has been made for social housing. There is affordable housing, well below Camden's guidelines at 35%, which should be 50%. This housing is affordable for who exactly? Will it house our keyworkers – medical, delivery and social? The average salary in the UK at time of writing is £29,600 per year. I cannot imagine that this salary will cover the rent in this development for even a one-bedroom flat.

From Camden's Pre-planning Document:

5.5 This will not meet Camden policies - 35% affordable housing, whilst complying with the Mayor's Fast Track Route, is well below the Camden policy requirement of 50% and is considered very disappointing. For officers to support the significant scale and quantum proposed, we consider the proposed affordable housing should

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				<p>be significantly increased. We note the constraints you have stated with regards to land assembly and demolition etc., but we consider this a very unconstrained site in comparison to most large development sites in the borough.</p> <p>3.Overdevelopment</p> <p>Just this week a prominent Councillor in Camden said, "Residents must be at the heart of what we do and how we respond to the housing crisis."</p> <p>Creating 1800 new dwellings at unreachable rents for most 'residents' without any plan at all for new infrastructure is verging on the reckless and most certainly does not put the residents at the 'heart' of anything or anyone . The area needs a new GP, a new school, step-free access in both the Finchley Road and West Hampstead tube stations, more police, a large supermarket and like-for-like replacement of the facilities (swimming, hardware, bookshop) that we stand to lose if this development goes ahead as it stands now. The 5000+ new residents in 1800 new dwellings will overcrowd a neighbourhood already suffering from too many people, the new residents will not be socially provided for and the present landscape will be blighted by dense, ugly brutalist architecture created by a company (AHMM) whose main architect is the Head of RIBA but seemingly takes no responsibility for the hideous buildings his own firm imposes on this city.</p>
2022/0528/P	Tim Nagy	01/04/2022 14:10:26	OBJ	<p>Overall I agree with the general concept of the redevelopment as the existing use of space is not optimal and Camden has to generate additional houses. However, this proposal continues the trend of developments out of keeping with the rest of West Hampstead but with a far greater impact. No dwellings in West Hampstead are above 7 stories - and some of those are recent and provide a new and unattractive skyline across the area. The slightly lower setting of the site may allow a couple more floors but that is still 9 stories compared to 12-15 stories proposed which will be clearly visible for miles around (e.g. West Hampstead Square). The addition of 1800 new dwellings together with the 200 at 156 West End Lane mean almost all Camden new housing in a single area and will have a significant impact on the nature of the area (currently low to medium density), the traffic and public transport in the area. The lack of parking just means more home deliveries / taxis and as has been shown from West Hampstead Square - parking in local streets. traffic is already high due to the funnelling effect of the multiple railways. Additionally, the tube stations, particularly West Hampstead already operate close to capacity during rush hour with regular queues to enter the station so the addition of several thousand additional journeys is likely to make this worse. A proposed second entrance during the consultation is not included in the plan. Overall the site should be scaled back so that the building heights do not need to exceed 9-10 stories and potentially thinned out to reduce the total dwellings to a more manageable number and more in keeping with the neighbourhood.</p>
2022/0528/P	Prashanth kimar	03/04/2022 09:55:13	COMMNT	<p>Please stop this. O2 is a community centre and we need to realise that we are building way beyond capacity. Stop a mistake which we will all regret a few years down the line.</p> <p>I hope you see sense in this eventually.</p>
2022/0528/P	S.morand	03/04/2022 21:23:00	COMMNT	<p>As a life long Labour Supporter and proud Camden Resident I am shocked and dismayed by the UNBELIEVABLE GREED SHORTSIGHTEDNESS and Unintelligent proposal to build these ridiculous Tower blocks! What are Camden,s councillors thinking?? Never again can we possibly vote Labour again! This council must GO .</p>

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2022/0528/P	Tarala	01/04/2022 17:51:52	OBJ	I object to this plan due to - overcrowding - inadequate green space - loss of O2 centre, sainsbury and car parking - long term harm to infrastructure and local environment
2022/0528/P	Tarala	01/04/2022 17:51:56	OBJ	I object to this plan due to - overcrowding - inadequate green space - loss of O2 centre, sainsbury and car parking - long term harm to infrastructure and local environment
2022/0528/P	Heidi Vogel	02/04/2022 07:04:54	COMMNT	High rise in this area not aesthetic. Building work will disrupt area where I walk up and down with my children daily to get to shops etc. High rise makes street darker, feels overcrowded and ruins the community visually. Overpopulation. Traffic. Aesthetics. Building works. All a major concern for families with small children.
2022/0528/P	Heidi Vogel	02/04/2022 07:04:57	COMMNT	High rise in this area not aesthetic. Building work will disrupt area where I walk up and down with my children daily to get to shops etc. High rise makes street darker, feels overcrowded and ruins the community visually. Overpopulation. Traffic. Aesthetics. Building works. All a major concern for families with small children.
2022/0528/P	Heidi Vogel	02/04/2022 07:04:59	COMMNT	High rise in this area not aesthetic. Building work will disrupt area where I walk up and down with my children daily to get to shops etc. High rise makes street darker, feels overcrowded and ruins the community visually. Overpopulation. Traffic. Aesthetics. Building works. All a major concern for families with small children.

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2022/0528/P	Mrs. Corinne Gibbons	01/04/2022 21:02:35	OBJNOT	<p>Dear Sir,</p> <p>I am writing to object in the strongest possible terms to Landsec's current development plans on the site of the O2 Centre in Finchley Road. I am objecting on the following grounds:</p> <p>a) The height &amp; density of new buildings proposed is far too high and does not conform to the Neighbourhood Plan for the area.</p> <p>b) The loss of valuable community amenities, in particular the supermarket &amp; associated adequate amount of parking which will be keenly felt by elderly and disabled residents together with mothers with young children.</p> <p>c) The current development plans do absolutely nothing to enhance the nearby Conservation Areas.</p> <p>d) The plans do not take account of the need for more schools, surgeries etc. which are already over-subscribed in this area.</p> <p>e) No account appears to have been given to the amount of air pollution which will arise from this large development, particularly on the residential areas surrounding the area and Finchley Road.</p>
2022/0528/P	Zoltan Szalai	03/04/2022 13:25:43	OBJ	<p>I strongly OPPOSE the plan. The planned buildings are much taller than it is appropriate for the area and it is detrimental to the character of the neighbourhood.</p> <p>Once the development is occupied by new residents it will place immense burden on the existing transport infrastructure and will make commuting hell.</p>
2022/0528/P	Sarah Dixon	02/04/2022 07:42:14	INT	<p>I object to the height and density of the proposals for this development and the inadequate provisions for infrastructure development for the extra residents. What started out as a multifaceted development with an emphasis on multiple uses and green space now seems to be simply a high rise housing estate, which isn't in character of the local area and doesn't fulfil the aims of the London plan or Camden plan. It is predominantly flat accommodation for singles/ couples, whilst the shortage in the area is family housing and it does not reach the target of 50% set for affordable homes.</p> <p>Transport: The stations are already extremely busy and access would need to be significantly improved. The development understandably discourages car use; adequate local transport provision is the main way to do this. Covid dramatically reduced use of the stations but this can not be taken as a long term trend. The reality is that some residents will want cars and there is no thought for how this might be accommodated including in innovative ways or of the impact on local parking.</p> <p>This site is a key 'bridge' between West Hampstead and Finchley Road and one I walk through regularly. It could be developed to provide homes that improved the mix of accommodation available locally (more family space) and create more usable green space that would provide a 'lung' and community space in a congested area.</p>

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2022/0528/P	Sheila Myers	01/04/2022 15:12:57	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:00	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:03	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:05	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:07	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:09	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.
2022/0528/P	Sheila Myers	01/04/2022 15:13:11	INT	I believe that this site is being over developed,causing crowding on the streets,services and transport. Sainsbury;s supermarket,Waterstones and the cinema with the amenity of car parking will be a loss felt by many people. High rise blocks with very few affordable homes,taking fifteen years to finish is outrageous. I REALLY THINK THAT THIS SCHEME NEEDS TO BE RETHOUGHT OUT.

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2022/0528/P	Laurence Prince	01/04/2022 22:45:38	COMMNT	I be Object to the planning application as it is completely out if character with area and will increase the traffic from what is an already congested area and will cause more chaos

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2022/0528/P	C Monsanto	01/04/2022 16:55:32	OBJ	<p>I am all for increasing housing stock, including affordable homes, in all London areas, but Landsec's proposed development is quite obviously one that ensures maximum profit to the developer at the expense of the surrounding community. If Camden Council approves the current development plans, West Hampstead will be transformed from a busy but pleasant residential neighbourhood to an inner city urban area. In particular the development has the following very problematic features:</p> <ul style="list-style-type: none"> <li>* Extreme population density increase in an area that is already crowded in relation to local parks, local grocery shops, local eateries, local schools, local medical facilities, local parking and (at morning and afternoon rush hours) tube and train platforms and pavements along West End Lane high street.</li> <li>* Height of multiple apartment blocks that will tower over neighbouring conservation areas. (The initial plans were for lower buildings and only one high tower block.)</li> <li>* Extremely disappointing public outdoor space. The maximum amount of tower block space has been crammed into the lot. Not enough green space. A town square squeezed in between three high tower blocks is likely to be unappealing.</li> <li>* Insufficient retail space and eateries in the new development as planned, given the additional 6,000+ population. (Developers were allowed to do the same thing in Colindale.) London's vibrancy is based, for residential neighbourhoods, on the high street model and the developer should be forced to include a proper high street - or its equivalent - inside the lot, not a paltry minimum of retail/food/services. This is necessary following both the loss of the O2 centre and its shops and restaurants and the addition of thousands of residents to the area.</li> <li>* From the illustrations it looks like the apartment blocks will have cheap-looking exteriors (worse than most of the new developments in Colindale).</li> <li>* Should the developer not include at a very minimum: (1) a large grocery store, given the loss of the Sainsburys O2 and few other local grocery store options (especially in walking distance as the 6,000+ new residents will be expected not to have cars)? (2) a proper public sports and leisure centre (not the small space planned) with a pool, football pitch, indoor/outdoor basketball courts, gym, similar to the leisure centre at Swiss Cottage? (3) parking e.g. underground?</li> <li>* The no parking policy will be very profitable for the developer, which can conveniently justify it based on concern for the environment. Even if the new residents will not have parking permits for the surrounding area, what will be the solution for congestion in the surrounding streets on weekends - due to cars owned or leased by new residents and their visitors - when it is already difficult for existing residents to find parking space?</li> </ul> <p>The fact that the developer is not being challenged, and is being allowed to run roughshod in its profit-seeking plan at the expense of the surrounding residential London neighbourhood, leaves me extremely disappointed (and that's an understatement) with the current Camden Council members and others involved in approving this project.</p>

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2022/0528/P	SHIREEN FRASER	03/04/2022 17:03:50	OBJ	<p>Please do not display / redact name and contact details publicly</p> <p>Objection:</p> <p>The O2 Centre has been a safe place for people of all ages to gather over the years, offering many and varied activities. It has not been around that long and should not be demolished. I object to this. I would support conversion of the upper levels to flats to benefit some of the need for extra and affordable housing.</p> <p>The proposal to build dwellings across from Finchley Road to West End Lane may seem desirable but a simple ribbon development could suffice.</p> <p>My main objections:</p> <ul style="list-style-type: none"> <li>- unnecessary demolition of iconic local building - much used - not derelict - able to be adapted for dwellings while maintaining social and retail spaces</li> <li>- not sustainable or desirable to build between 2 major roads that are already very congested</li> <li>- inappropriate number of households for area that is already very congested and polluted</li> <li>- years of disruption and pollution for construction</li> <li>- high density of tower blocks not appropriate for the area and its character</li> <li>- developer working for profit not people</li> <li>- too many extra people on public transport system that is already overcrowded at peak times</li> <li>- no guarantees that this will help people who need affordable housing</li> </ul>
2022/0528/P	mark smith	02/04/2022 13:07:05	OBJ	<p>The lack of proper consultation by Camden is quite appalling and completely dismisses valid serious concerns the local community have over this hugely overmassed tall development which ignores key aspects of the London plan and the Camden Local and Fortune green &amp; West Hampstead plans.</p> <p>The impact on the local community as well as traffic will be irrefutably detrimental.</p>
2022/0528/P	Pamela Marks	02/04/2022 15:58:04	COMMNT	<p>The plan to build high rise flats on the O@ centre will significantly ruin the entire neighbourhood by overcrowding. There are no plans for play places for children and no parking spaces. We would lose shopping facilities, cinemas, and restaurants. We would gain nothing.</p>
2022/0528/P	Laurence Prince	01/04/2022 22:45:43	COMMNT	<p>I be Object to the planning application as it is completely out of character with area and will increase the traffic from what is an already congested area and will cause more chaos</p>
2022/0528/P	Mrs M Zelouf	02/04/2022 09:13:09	OBJNOT	<p>This is a poorly considered redevelopment. The proposed 1800+ Households development on the site of the current O2 Centre at Finchley Road. Many of us are concerned at the unattractive and overshadowing design of several 16-story high rises with inadequate associated facilities and not in keeping with the surrounding conservation areas, will damage the local community irreparably.</p> <p>This proposition has not sufficiently explained how an additional 1800+ households will find integration into schools, transport or community services or how the services it removes - namely the large Sainsbury at the O2 - will be recreated to serve an even larger community. Development in keeping with the local area and environment is preferred. Terraced housing is in keeping, high-rises that overshadow their own alleged green spaces are not.</p>

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2022/0528/P	Mrs M Zelouf	02/04/2022 09:13:12	OBJNOT	<p>This is a poorly considered redevelopment. The proposed 1800+ Households development on the site of the current O2 Centre at Finchley Road. Many of us are concerned at the unattractive and overshadowing design of several 16-story high rises with inadequate associated facilities and not in keeping with the surrounding conservation areas, will damage the local community irreparably.</p> <p>This proposition has not sufficiently explained how an additional 1800+ households will find integration into schools, transport or community services or how the services it removes - namely the large Sainsbury at the O2 - will be recreated to serve an even larger community. Development in keeping with the local area and environment is preferred. Terraced housing is in keeping, high-rises that overshadow their own alleged green spaces are not.</p>

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