
Development Management,
Camden Town Hall,
Judd Street,
WC1H 9JE

Dear Case Officer,

Ref: 2022/1863/P | 52 Avenue Road, London, NW8 6HS

I am writing in support of the application for 12 new homes at 52 Avenue Road.

As a business owner, I welcome the development of this site. The existing property is derelict and unsightly attracting both squatters, various anti-social behaviour and crime.

The proposed design is of a high and sustainable quality, fitting in well with the character of the surrounding area and indeed the Conservation Area more broadly.

I strongly support both the eco/zero carbon credentials and 'rewilding' landscape proposals for the site. The overall approach making the building 'greener', promoting biodiversity and the many benefits that then accrue.

The proposals will deliver the following benefits:

Contributing positively to the area

The current site detracts from the Elsworthy Conservation Area and the vacancy of the building contributes to various anti-social behaviour including squatting over the years. The proposals will enhance the site, complement the local aesthetic and provide a productive use of the site.

Development of a brownfield site

This is a brownfield site that's been vacant and underutilised for a long time and a development such as this would be an attractive improvement for the local area. Developing sites such as this will help protect greenbelt land that positively contributes to the borough.

Improvements for landscaping and greenery

The landscaping on the site is currently unmaintained and detracts from the area. The landscaping strategy proposed will provide a significant increase in mature and semi-mature indigenous trees and provide a variety of plants to increase biodiversity on the site in addition to the health benefits this brings to local residents.

Affordable housing

The proposals will secure the delivery of offsite affordable housing to help those on the Council's housing waiting list.

Contribution to the area

The development will provide significant long- and short-term local employment opportunities, real and demonstrable local economic benefits, and a considerable Community Infrastructure Levy that will contribute to infrastructure for the borough notwithstanding the further residents who will contribute to the area economically incl. their support of Council tax.

For all of the above reasons, I trust that the application is approved.

Kind regards,



Jeremy Gee
80 St. John's Wood High Street
London
NW8 7SH