

From: Jacky Schloss
Sent: 02 March 2023 09:26
To: David Fowler
Subject: Planning Reference 2022/0528/P

Dear Mr Fowler

I am writing to you in regard to the enormous development proposed in the area of the O2 centre off Finchley Rd.

As a West Hampstead resident who uses the O2 centre regularly for shopping and cinema I am completely against the development.

Here are my main reasons.

1. Non-conformity with national policies, eg the National Model Design Code and Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990
2. Non-conformity with local policies, eg Guidance from the Greater London Authority, Camden Local Plan policy A2 and policies in the Fortune Green and West Hampstead Neighbourhood Plan
3. Unacceptably high density of 312 dwellings per hectare
4. Design (including bulk, height and massing, detailing and materials). The proposal is incongruent with the Arts and Crafts architecture of the surrounding Conservation Areas and garden suburbs
5. The proposed development is over-bearing, out-of-scale and out of character in terms of appearance, when compared with the domestic scale of architecture in the vicinity
6. The adverse effect of the proposal on the settings of five surrounding Conservation Areas and on the Victorian and Edwardian character of Finchley Road and surrounding streets
7. The adverse effect of the proposed tower blocks on views from the five surrounding Conservation Areas
8. Adverse visual impact of the development, notably from Finchley Road, Frognal, Arkwright Road, Langland Gardens, Lindfield Gardens, Arkwright Road, Nutley Terrace, Netherhall Gardens, Canfield Place, Rosemont Road and Rosemont Mews
9. The proposal is exceptionally harmful to residents of Rosemont Road and Rosemont Mews, who will lose not only their views but also their daylight, thereby causing a loss of residential amenity.

On a more personal level it will just over populate the area and will spoil the openness and views that we have been able to enjoy of this lovely area of London.

Thank you

Yours sincerely

Jacky Schloss