

Last chance to object to the 100 Avenue Road redevelopment

There is only limited time left for readers to object to the Revised proposed construction management plan (CMP), which has been put forward by the owners of the 100 Avenue Road site, private equity fund, M3 Capital Partners (who appear to have taken over Essential Living).

In a flagrant breach of their planning obligations, we believe the developers have failed to properly consult local people about the CMP

This plan proposes that for over three to four years, demolition and construction traffic for the 100 Avenue Road development will be routed over Winchester Road, the Eton Avenue pedestrian space and around the Swiss Cottage Green Space.

As well as posing a danger and nuisance to users of the Swiss Cottage market, the Hampstead Theatre and the numerous schoolchildren who pass through the area every day, this plan would render the Swiss Cottage green space and popular water feature virtually unusable for the duration of the work through the noise and pollution that would be generated.



View from the street

Janine Sachs

The vulnerable residents and nursery children in Winchester Road would also suffer from the constant stream of HGV's on the one side and the construction site on the other

It is vital to send in your objections and comments now. Obviously, these should focus on the construction management plan and not the development itself (otherwise the objection will not be valid).

Our main argument is that **"the only way to protect the Swiss Cottage Green, Open Space and amenity is that all demolition and construction traffic must be routed exclusively via the A41"**.

Given the extent of public opposition, there is now a chance that the CMP will be discussed and voted on by a full

planning committee.

Please send your comments headed 'Ref: 2017/6638/ CMP 100 Avenue Road' To: 100AvenueroadCMP@camden.gov.uk CC: theatresquare@essentialliving.uk.com.

Revised CMP: <https://tinyurl.com/100ARCMP-5>

Also, we were very shocked that just before Christmas, the developers started unauthorised demolition of 100 Avenue Road by removing the steps and access ramp.

We understand this was in breach of advice they had received from Camden Council. It certainly **goes against their original planning permission which was clear that no work could start on site until the Council approved the Construction Management Plan.**

The developers are now asking for retrospective approval for this work.

This appears to be a desperate attempt by the developers to gain full planning permission before all the pre-commencement conditions, in particular the CMP, have been satisfied.

If they do not commence works before February 18, 2019, when their 3 year time limit runs out,



100 Avenue Road.

they will have to make a brand new planning application to the council. It appears that the developers are worried they may not get their CMP approved in time.

As a matter of urgency we would also request that people also take the time to object to this unauthorised demolition.

Emails headed 'Ref: 2017/6884/P 100 Avenue Road' should be sent To: jonathan.mcclue@camden.gov.uk CC: planning@camden.gov.uk.

For more info please email: saveswisscottage@icloud.com and see: www.saveswisscottage.com.