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# YOUR OPINIONS

## We need a new construction plan for 100 Avenue Road – and community consultation

**Essential Living (EL), the developer proposing to build the 24-storey tower overshadowing the Swiss Cottage Green space, is seeking Camden Council's approval for its confusing and ever-changing Construction Management Plan (CMP).**



**View from the street**

**Janine Sachs**

Yet integral to this plan is the proposal to route all construction vehicles into Swiss Cottage Green Space for most of the three-year 100 Avenue Road development programme.

This represents a 600 per cent increase from its initial proposal of routing seven construction vehicles per day through Winchester Road, Eton Avenue market and the Open Space, with the remaining 50 or so per day accessing the site only from a small pit lane in Avenue Road (the A41).

Desperate to promote its CMP, the developer is now lobbying councillors in a letter asking: "How we can best overcome any questions committee members may have, to allow them to agree with their planning officers and approve the CMP?"

It is shameful that EL is trying to meet councillors to promote its

scheme while refusing to properly to engage with the thousands of local people who have objected to their plans – who they denigrate in their letter – when what's clearly needed is a completely new CMP

In support of the developer Camden Council's planning officers have refused a fresh public consultation because they maintain the changes aren't substantial or "material".

How can a 600pc daily increase in lorry movements not constitute a "material" change?

Meanwhile, a sensible and reasonable alternative proposal has been made to Camden asking it to request TfL to allow the developer exclusive use of the A41 bus lane for full access to its site, especially now CS11 is being reconsidered after this month's



Swiss Cottage Open Space.

Picture: EDIE RAFF

judicial review.

This would allow the build to be completed in time and obviate any need to use or harm our valued Swiss Cottage amenity.

It is appalling that TfL only conceded the use of a single bus stop for the developer's pit lane – to make room for CS11, thereby forcing so many lorries (with Camden's agreement) into our precious Open Space and sensitive local streets.

This is equivalent to your own garden being requisitioned to access a neighbouring development.

If the redevelopment of Waterloo Station can take place

from a pit lane the entire length of TfL's (long) York Road, SE1, then the same can be done for 100AR from the A41.

Camden's only justification to allow any lorries at all through the Open Space, market and Winchester Road is based upon the inspector's general observation in his report that "there will inevitably be some disruption because of vehicle movements," but nowhere does he say the vehicle movements should be along this route.

Camden handed over our open space to the developer as far back as 2012, contrary to the commitment in its core strategy

for 2010 to 2025 to protect open spaces. Now it is time to hand it back.

If you would like to submit a comment on the proposals to Camden Council, send it – requesting it be posted on Camden's website – to [jonathan.mcclue@camden.gov.uk](mailto:jonathan.mcclue@camden.gov.uk) and copy in [100avenueroadCMP@camden.gov.uk](mailto:100avenueroadCMP@camden.gov.uk), with the subject heading 2017/6638/CMP.

To receive 100AR updates please email [saveswisscottage@icloud.com](mailto:saveswisscottage@icloud.com).

**Janine Sachs is chair of Save Swiss Cottage.**