

Could we lose the Eton Avenue Square outside Hampstead Theatre and The Farmers' Market? New Swiss Cottage Tower planning application



View from Adamson Rd, Hampstead Theatre on left
(from <https://www.100avenueroad.uk/our-proposals/>)

This 26 storey tower and 8 storey lower building at 100 Avenue Road already have planning permission but because the new developers have squeezed in 2 extra floors within the same envelope and redesigned the exterior they need new consent.

There will now be 237 housing units instead of the original 184, with 35% affordable housing sited in the 8 storey building, those in the tower to be sold off (marketed in China, Singapore, Hong Kong, Dubai, & UK).

There are many objections to this inappropriately huge tower (turned down by Camden but allowed by the Secretary of State). As it already has consent, we can only raise our concerns on certain matters. **The Belsize Society** has these major concerns, among others:

- 1) **The vehicle deliveries and services to the development are planned mainly to go over the Eton Avenue square outside Hampstead Theatre, currently a largely pedestrian area and home to the Farmers' Market and daily stalls and full of pedestrians and many children.** Dustbin trucks, removal lorries, food deliveries to the flats and shops, repair contractors, parcel deliveries etc each day will have to access this small site. Timed deliveries are proposed but we suspect that is impractical and the square may have to go, with traffic controls and barriers to avoid danger to the many pedestrians and children using it. Traffic will also travel through our narrow residential streets to get there. **Local residents stopped the construction traffic using this route so we think deliveries should take the same route via the A41 main road and leave this well-loved square to thrive in peace.**
- 2) The tower was a bland grey colour but **they now propose red brick** 'to fit in' with the local area. This will probably make it stick out even more like a **red, throbbing sore thumb**. We think this needs redesigning to make it less rudely obtrusive (it will tower over many of our local streets, as above).

The Belsize Society will be objecting on these and other grounds.

To add your comments by April 6th - use this QR code:

- OR go to the Camden Planning portal -

<https://planningrecords.camden.gov.uk> and type '100 Avenue Rd'
in the 'site address' box - it's the second in the list, **2025/0852/P**.

There are many technical documents and a link to 'Add Comments'



OR (even after April 6th) email to: planning@camden.gov.uk, header 2025/0852/P

THE BELSIZE SOCIETY

Your local residents' association
www.belsize.org.uk info@belsize.org.uk

We ask: do you wish to object?

- Does this square need to be the route for deliveries to the new development (100 Avenue Rd)?
- Will we lose our market?
- What will happen to pedestrians and children using the square in front of the theatre?

Is there a better option using the main road?



Image AS



Image CL

Deliveries & services will travel up the square and cross the pavement to enter the site next to the theatre on the shared pathway

See over for details on viewing the application documents and how to object.