

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/4953/P	Richard Simpson for Primrose Hill CAAC	02/12/2024 12:16:55	OBJ	PRIMROSE HILL CONSERVATION AREA ADVISORY COMMITTEE 12A Manley Street, London NW1 8LT

20 November 2024

33-35 Jamestown Road NW1 7DB 2024/4953/P

1. The PHCAAC reviewed the public consultation held by the applicant in July 2024, submitting a series of comments dated 7 August 2024. We received no substantive feedback on our comments.

2. The PHCAAC notes that the application site abuts the Primrose Hill Conservation Area, and is adjacent to a group of Listed Buildings in the PHCA, whose settings are an issue. We also note that the application site is adjacent to the Regent's Canal Conservation Area. Buildings on Jamestown Road are included on the Local List. 31 Jamestown Road, the former pub (ref 454), and 61-85 Jamestown Road (ref 453) are important in the townscape. As the local list (ref 454) states of the pub: 'in long views it can be seen together with the historic 61-85 Jamestown Street which reinforces the underlying historic framework of the streetscape'

3. The varied heritage assets in the area offer an opportunity to provide new homes which allow residents to feel at home in a well-established neighbourhood rather than alienated by living in imposed and intrusive structures.

4.1 Uses. We welcome in principle the mixed uses proposed. While we welcome affordable housing provided on site, and specially social rent housing, we seek reassurance that the provision of such affordable housing on site has been maximised within the constraints of the site.

4.2 We understand the argument that providing student housing can release other, existing housing, for families, but we seek certainty, either through a condition or legal agreement that the student housing will not be diverted to Air-bnb or other similar tourist accommodation. We are aware of the recent, incremental and uncontrolled, loss of affordable housing, specifically key-worker housing, to tourist accommodation in the PHCA.

Massing – design

5.1 It is critical that the buildings to Arlington Road and Jamestown Road should be integrated with the existing streets. The junction of Arlington Road and Jamestown Road is formed by the former pub, 31 Jamestown Road, now 'Cushla', which is Locally Listed (ref 454) and a key building in the streetscape.

5.2 In terms of this key building we advise that the proposed block on Arlington Road to the south of the former pub is over-dominant in terms of both massing and detail. The former pub should retain its landmark quality in the local streetscape, particularly in the views of its spectacular, playful, roof.

5.3 The proposed western building on Jamestown Road is over-dominant in massing – 7 storeys + plant at roof level – and design in terms of the historic existing terraced houses at 61-65 Jamestown Road (Locally Listed ref 453). These houses, at 4-storeys, are a survival of the earlier development of the area and form a coherent block. The entry to the rear of the site to the east of the terrace should provide an opportunity for a

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				<p>more appropriate scale and design.</p> <p>5.4 Generally we note that the buildings on Jamestown Road to the north of the application site, commercial buildings on a scale suited to the working of the Canal, are of 6 storeys. The housing on the application site at 7 storeys + plant at roof level, is inappropriate and excessive.</p> <p>6. We welcomed the provision of green courtyards within the site. Their planting and maintenance should be subject to condition to ensure ecologically appropriate vegetation and long-term sustainability.</p> <p>Richard Simpson FSA, Chair PHCAAC.</p>

Total: 3