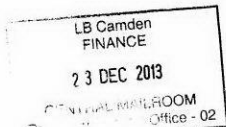


Planning Department
London Borough of Camden
6 Floor Town Hall Extension Camden Council
Judd Street
London WC1H 8ND

19 December 2013

Dear Sir,

Re: Objection to planning application 2013/7646/P; 79 Camden Road / 86-100 St Pancras Way, London, NW1 9EU



I write to object to the proposed redevelopment of the site to create 166 residential units, to the demolition of all existing business use buildings and to the proposed design of the new development for the following reasons.

The proposed development located at 79 Camden Road / 86-100 St Pancras Way on the edge of a conservation area is comprised of 100% residential units totaling 166. The proposed building is a full basement, ground floor and 7-storeys' above ground level.

The map below shows the location of the site with its boundaries of Camden Road, St Pancras Way and Rochester Place (a light industrial cobbled mews). The existing building (built in 1902) is set back off St Pancras Way with a drive for vehicular access. There is an extension building on Camden Road that was built at a later date as office space. The surrounding area comprises of Victorian and Georgian housing with large pockets of social housing. Rochester Place has a high proportion of industrial use.

There is a large London Plane tree on the site along St Pancras Way and a number of substantial trees on the Camden Road edge of the site.



There is more Victorian and Georgian housing than indicated
There is more social housing than is indicated.
Rochester Place is 80 per cent industrial.

The buildings opposite on St Pancras Way are set back from the pavement and road and are ground plus 4-storeys and the ones opposite on Camden Road are also set back from the pavement and are ground plus 5-storeys. The buildings on Rochester Mews are much smaller and in close proximity, ground plus 2-storeys is the highest

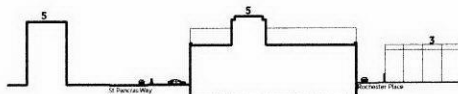
The fourth side of the building is adjacent to an existing and occupied office of ground plus 2-storeys. Each side of the site has a unique character and scale.

The site itself isn't in a conservation area, however it is surrounded by four. Jeffrey's Street to the south west, Rochester to the north, Camden Square to the east and Camden Broadway to the south. If constructed as proposed it will be visible from all these areas causing an negative impact.

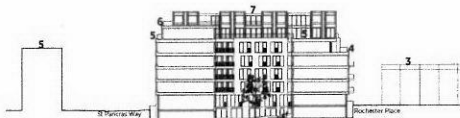
The proposed development site was sold to the developer without consultation with local residents. The site is currently class B1 (business use including light industrial). In the site appraisal the developers describe the site as being a derelict office building which is incorrect. The building is not derelict and has been used as office space and a GP Surgery in the recent past.

Camden's Local Development Framework 2010 seeks mixed use developments whereas this is solely residential and therefore there is a loss of employment space. The existing building could be refurbished to provide the light industrial space desired in Camden's business policies.

The massing of the proposed development is too large/heavy. It's building line is being pulled out to the pavement on St Pancras Way losing the set back that exists currently for deliveries/collections and parking. The building is significantly higher than any of the surrounding buildings in particular the "1-2 storeys" indicated in the Rochester Conservation statement for Rochester Place.



Existing Storeys



Proposed Storeys _ October 2013

Massing relocated from Rochester Place to St. Pancras W

In addition to the massing above ground level they intend to excavate a basement area over the whole site. There is no precedent for this along this part of Camden Road, St Pancras Way or Rochester Place. The junction of St Pancras Way and Camden Road is very busy and in my view not suitable for residential units on the ground and proposed lower ground floors. This is a poor design based on maximising the development value of the site. Hedges along the edge of the pavement will become littered and rubbish will be thrown down into the light-wells. People will draw their blinds making the facade inactive at ground floor level. This is a very poor choice for such a prominent site on very busy roads.

The number of occupant proposed for this site will be in the region of 500 people. The implications on local services have not been properly developed and do not appear to take note of the other developments close by. The cumulative impact of Agar Grove densification, Twyman House and Hawley Wharf have been ignored by the developer. There are no GP facilities accepting new patients from this address. This new housing development will displace existing residents from local school places which are in short supply. Including a GP Surgery in this site would alleviate one of these issues.

Both St Pancras Way and Camden Road are red routes. The arrival sequence described in the developers proposals is for all deliveries to be via St Pancras Way concierge. There is no indication of how large items such as furniture removals will access the site. The waste removal from Rochester Place is a problem as the cobbled mews is too narrow for the standard size refuse and recycling trucks to drive down without going onto the footpath. This is currently what happens.

The diagrams illustrating the disabled parking bay access appears to work on paper if the cars are pushed up against the footpath but in reality this will be very hard to achieve particularly with residential cars parked in the street.

The materials used on the top floors of the building only serve to accentuate its height and bulk. All sides of the site had different character yet the design is for one palette of materials on St Pancras Way and Camden Road and a slightly lighter version of brick on Rochester Place. The majority of the facade will be dark brick which will emphasise the bulk of the building. The CGI's contained within the documents illustrate a lighter set of materials. This is not a good representation and more detail should be provided.



This view shows how the change in materials on the top two storeys only emphasizes the height and bulk of the building. In winter when the trees are bare the whole block will look more imposing and bulky. The developer has chosen to show mainly internal courtyard images rather than the external illustrations of the impact to Rochester Place and St Pancras Way.

Both of the disabled parking bays have been provided on Rochester Place which is a narrow cobbled street. This provides difficulties with maneuvering vehicles and whilst the development is providing slightly wider pavements on this side of the building they could set the building back on St Pancras Way to provide a drop off and disabled parking as is currently the situation. It is only the fact that the developer is trying to maximize the number of residential units that the disabled parking and accessible units are located to this side of the building. This is neither inclusive design nor best practice.

It is proposed to remove a substantial London Plane tree currently located within the site boundary. This tree forms part of a series of London Plane trees that run down St Pancras Way and should be retained. If there is a need to replace this tree due to an issue with rot it should be replaced with a London Plane in the same position.

The proposed roof gardens will give rise to the possibility of noise nuisance to the surrounding area particularly in the summer months.

Policy CS14 requires that development is of the highest standard of design and that it respects local context and character. It also ensures that Camden's heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens are preserved and enhanced and promotes high quality landscaping and works to streets and public spaces.

Paragraph 2.3.5 'Retaining and enhancing the traditional and historic character of the area' stresses the importance of maintaining links with the past, especially in those areas which have sustained great change in the past and high levels of growth. The importance of maintaining a 'sense of place' by the use of traditional architectural styles and materials is also stressed.

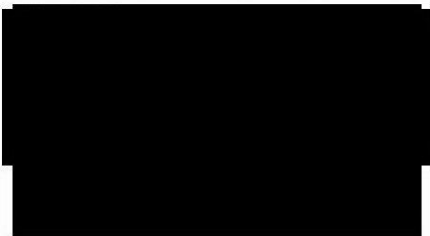
The proposed development does not achieve these policy requirements as it does not retain any light industrial space or other commercial space and the design does not respect the local context and character of Rochester Place or of the set back gardens on Camden Road and the set back on St Pancras Way.

Once complete and operational the Proposed Development is anticipated to produce approximately 31,700L of waste per week (4,523L per day). Of this total, 15,848L will comprise mixed dry recyclables, 3,962L will be formed of organic food waste with the remaining 11,886L expected to be residual waste. Mixed dry recyclables and residual waste will be collected on a weekly basis by LBC operatives; food waste will undergo twice weekly collection. Given the narrowness of Rochester Place I do not believe that these collection estimates will work in practice.

The pre-application consultations involved very few local residents. The site was not presented by LBC in its strategic site review and was sold by LBC without consultation. There is precedent that the Governments Inspectorate required 55 Rochester Place to be retained as the existing 2-storey building without a basement.

Residential house prices are projected to rise by circa 11% in the next year. The proposal to develop this site as 100% housing and in such density is a cynical proposal by a commercial developer to maximize their profit. It provides no benefit to the local community and will impact our lives negatively. It is highly likely that the private residential units will be bought by by to let investors with no interest in the local community. It is a massive overdevelopment of this prominently located industrial site and in its current format should be rejected by the council.

Given that Camden owns the site that they are selling for financial benefit and are also judging the planning application, the residents would seek independent opinion by the Inspectorate or other relevant body. It is therefore crucial that the planning committee reject this application and I would ask you to do so. I feel very strongly that LBC are taking a very short term view of how Camden is developed and that you are now working outside any published or agreed strategy for the Borough.



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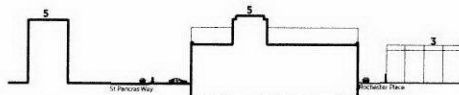
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Yours sincerely,

