

As a local resident and constant user of Swains Lane & its shops, I write to object to the current PA 2013/6647/P,

**Nos 1-11 Swains Lane & 109-110 Highgate West Hill.**

- **Camden Core Strategy Policy CS4** requires that a development should 'respect the character of its surroundings'. This proposal does so neither in its design nor in its materials.
- It is too massive: height should be restricted, on West block at least, to two storeys. If project not viable without third storey, that should be kept well back, and total height restricted to protect residents in Church Walk.
- Uniform white render is contrary to grain of local built structure. Red brick is the dominant element locally, though a few stuccoed (not necessarily white) buildings survive. The 19th-century villas on west side of Highgate West Hill are irrelevant, heavily obscured by foliage and anyway not visible from main aspects.
- Design altogether too metropolitan, and hostile to Arts & Crafts style block of flats & shops adjoining to west, characterised by hipped pitched tiled roof with dormers effectively reducing seen height.
- Junction of three-storey element with two-storey curved west end very clumsy & of poor design.
- **Replacement** of buildings in Conservation Area should enhance the CA. This design is thoroughly mediocre and does nothing to enhance the CA.
- **Retail units** are too many & too small.
- **Parking.** Why are five parking spaces provided when Camden pursues a 'car-free' policy? Moreover, there is insufficient space for a turning circle, so that cars would have to reverse onto busy, bus-route, West Hill. Such space as available should be for traders' deliveries, as otherwise intolerable burden on residents' parking in Swains Lane once a lively shopping parade restored.
- **Basement** provision for plant demands a Basement Assessment, particularly as there are hidden petrol tanks left from former car service station on site.
- **Construction assessment Plan** essential to enable residents to evaluate development conditions.
- **Consultation** with local community claimed by developer terminated by him prior production of application design which is quite different from what he was mooted and publicising in the summer.

The current proposals must therefore be withdrawn and thoroughly re-worked to achieve a design acceptable to the local community as well as to the owner.