ADVICE from Primrose Hill Conservation Area Advisory Committee

21 August 2013

72-74 Parkway NW1 7AL 2013/4013/P att. Sally Shepherd

We have been advised by the Camden Town CAAC of this application, which we considered at our meeting on 21 August.

We **object** to the proposals as harmful to the character and appearance of the Primrose Hill conservation area and to the setting of the Listed Buildings in Gloucester Crescent.

The proposed location is close to the Listed Buildings in Gloucester Crescent, and affect their setting, as well as having an impact on the character and appearance of the Primrose Hill conservation area, which the building abuts. The significance of both the conservation area, and the Listed Buildings depends, in part, on the densely built nature of the urban fabric, which includes open spaces defined by the surrounding built enclosure.

The proposal would add an obtrusive, alien, and harmful addition into the relevant open space, without any attempt at visual enclosure or mitigation.

We accept that airhandling is appropriate to the use proposed, but advise that it should be integrated into the building, with only those elements exposed to the open air which need to be so exposed, and those exposed elements appropriately screened visually and for sound attenuation.

Richard Simpson FSA Chair