

**Butler, Clare**

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**From:** Paul McKenzie Studio [REDACTED]  
**Sent:** 23 July 2013 17:40  
**To:** Planning  
**Subject:** 2013/0685/P and 2013/0698/C  
**Follow Up Flag:** Follow up  
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Dear Conor

I was slightly taken aback to find that I had not received any notice that this application for planning had been submitted, particularly as it is such a large scheme, and also having been previously invited by the developer to attend two public consultations.

I feel that this proposal submitted is actually generally of a good standard, and is of a better quality than the first draft submitted, which I believe received a lot of negative comments. On the Finchley Road site the new buildings still look overly monolithic and the treatment of the upper floors makes them look more aggressive and taller than necessary, but they are at least split into pairs, and bear some similarity in proportion to nearby mansion blocks (if not to those adjacent unfortunately).

The Kidderpore Avenue buildings show some recognition of the proportion and scale of the nearby Arts & Crafts buildings which are highly valued within the area and for the Arts & Crafts movement in general. This sense of context and standard does help when looking at the large scale of the buildings, whose footprint are perhaps not as disruptive as might be had the proportion and geometry not shown this sensitivity.

So it is disappointing that I have to oppose the scheme because of the corner site opposite Annelsey Lodge and the proposed development along Platts Lane, which now appears to be of even poorer quality than that shown at the consultation.

Both these elements have no obvious relationship to the local vernacular, context or the environment, either in built form or from the style of planting and views through open corners. The high wall proposed across the corner of Platts Lane and Kidderpore within the new scheme appears even more unsightly when seen in this context, and detracts from appealing local character which is predominantly for open or low-level boundaries to the pavement, sight-lines across broad streets and views through mature trees and smaller scale planting within front gardens.

The site facing directly into Platts Lane also shows no sense of scale, architectural quality or character in keeping with this part of the conservation area; its flat 5-floor footprint is almost directly up against the pavement, again creating no sense of depth or distance, contravening the need 'to enhance or preserve the special character' of this area.

Without having these areas of obvious insensitivity and detriment to the quality of the local area improved I need to voice my opposition to the scheme.

I look forward to any feedback,

Kind regards

Paul

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