

To: Jennifer Walsh
Planning Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND
planning@camden.gov.uk

re: Application 2014/5900/P
The Castle, 147 Kentish Town Rd NW1 8PB

Dear Jennifer Walsh

I am writing on behalf of Kentish Town Neighbourhood Forum. We are objecting to this application for the following reasons:

KTNF's draft Neighbourhood Plan policy Design 3 states, "Applications for the redevelopment of existing buildings (including demolition and refurbishment) will be supported where they meet the following criteria:

- a) Proposals must be based on an understanding of the site and its context.
- b) Proposals must be well integrated with their surroundings and reinforce local character and the local street scene.
- c) Proposals should identify and extrapolate key aspects of character, or design cues from the surrounding area. Appropriate design cues include building form (shape), scale, height, alignment, modulation, architectural detailing, materials, public realm and boundary treatments.

Inappropriate development over the decades has left a legacy of poorly designed buildings, out of keeping with the local area and impacting negatively on the visual amenity and sense of the area. Good design is about getting the process right to achieve successful outcomes. KTNF believes that good quality development is based on a clear understanding of the site and its context. KTNF requires new development to be design-led. That means that it should be determined by the nature of the site, its context, the proposed use(s) and urban design objectives.

This policy is in accordance with CS14, supported by DPG 1, 2.1-2.23.
Kentish Town Conservation Area Appraisal and Management Strategy (2011)
Town Centres SPG, Greater London Authority July 2014
Camden Planning Guidance 1 Design
Camden Streetscape Design Manual (2005)
Shaping Neighbourhoods: character and context supplementary planning guidance non technical summary, GLA June 2014."

This application in no way recognises points a) b) and c) and cannot be supported by KTNF:

- The design of the roof extension is in no way appropriate to the shape and architectural detailing of the original Victorian façade.

- The plans submitted do not indicate the appearance and quality of the reinstated mouldings and elements that were previously demolished and which the applicant is obligated by law to replace in their original condition.
- Details of windows, doors and external materials have not been shown on the plans.

For all the reasons above, we are asking that this application be refused in its entirety.

If officers recommend acceptance of the application, we are asking that it be heard by the Development Committee. Please notify me if this application is to be heard by the Development Committee.

Yours Sincerely

Caroline Hill
Chair Kentish Town Neighbourhood Forum
13 Leverton Street
London NW5 2PH

