

**Alasdair Hawkyard, 5 Bonny Street, London NW1 9PE**

The Development Management Team  
London Borough of Camden  
Town Hall Extension  
Argyle Street  
London WC1H 8ND

21 January 2015

Dear Mr MacDougall

**Application Ref. No. 2014/7908/P**

Demolition of existing buildings and erection of part 2, 4, 5 & 8 storey building with single storey basement to provide 1959 sqm of commercial floorspace and 53 residential units with associated landscaping

The set of plans was accepted on 24 December 2014. The timing of the submission by the applicants at Christmas in the knowledge that the attention of people in the locality would be diverted elsewhere smack of a lack of forthrightness on their part. The failure to display drawings publicly in advance of the submission not only endorses this interpretation but suggests a contempt for the neighbourhood and those living there.

The re-submitted plans reduce the height of the main block by one storey and the number of residential units from 62 to 53, but whatever other improvements are there? The main block is 2.5 metres taller than Shirley House when it actually should be lower.

The key points of mass, height and density have already been repeatedly raised. These remain unresolved.

In townscape and architectural terms the re-submitted plans are poor, when not vile. The

mismatch with the surrounding area is simply inexcusable. In particular, they ignore that Bonny Street is an enclosed street with defined edges.

The poverty of re-submitted designs is compounded, and also disguised, by the misleading images accompanying them.

The absence of any significant changes raises the question about the quality of the advice offered by the Council to the applicants. Or have the applicants treated the Council with the disdain that they are showing everyone living in the vicinity?

There is a disturbing blandness in the re-submitted plans. Surely the site permits, while the key points of mass, height and density are being fully and properly addressed, something of merit and interest to be built?

Please urge the developer with his architects to rethink their ideas more constructively and more imaginatively.

With thanks,

**Alasdair Hawkyard**