

52 Gloucester Avenue
London
NW1 8JD

Reference: Planning Application 2015/1243/P

London, 8th May 2015

Dear Mr Cassidy,

I am writing to you regarding the planning application at 44-44A Gloucester Avenue, NW1 8JD ("44GA"). I would like to highlight to you the following comments and observations:

1. Design and layout: In terms of the NW corner at 44GA, the two proposed 5-storey buildings (plus roof terrace, so up to 6 storeys) are a whole 3~4 storeys taller than the current structure. The proposed new building will have a devastating effect on all the surrounding properties in the immediate vicinity, namely six dwellings at Sunny Mews as well as 48, 50 and 52 Gloucester Avenue – a total of 12 separate dwellings. The west elevation building bulk, height and design doesn't match the appearance of the Primrose Hill Conservation Area. Also note that the west elevation building will likely be the tallest building on that stretch of the street.

A building this tall will substantially modify the existing area and bring inmitigable blight on the existing residents, both in the short term, in terms of building works (demolitions, excavations, etc.) and also in the long term, undoubtedly having a negative impact on property values.

As you may know the previous application was previously refused because *"the proposed new buildings, by reason of their bulk, height and detailed design would be harmful to the character and appearance of the Primrose Hill Conservation Area and contrary to policy CS14 (Promoting high Quality Places and Conserving Our Heritage) of the London Borough of Camden Local Development Framework Core Strategy and DP24 (Securing High Quality Design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies"*.

I fail to see how this new planning application mitigates the above refusal.

2. Daylight and Sunlight report: The proposed development will restrict the views and substantially reduce daylight, particularly in the winter months, to residents of Gloucester Avenue at numbers 48, 50 and 52 as well as Sunny Mews.

The daylight and sunlight report provided by the applicant takes into consideration a property at 46 Gloucester Avenue but, such a property does not exist and is therefore irrelevant. The report doesn't take into consideration houses at numbers 48, 50, and 52 Gloucester Avenue and Sunny Mews. Such properties are instead are directly affected by the development and therefore should have been carefully considered by the applicant. Please see pictures attached in this letter illustrating the current view from the top floor at 52 Gloucester Av. I believe that the above is a gross omission which cannot be explained and wonder how thorough any of the other impact assessment documents really are.

Please also note that the previous plan (ref 2010/6627/p) was refused because *"the applicant has failed to demonstrate, by way of a detailed assessment (complete with tables of results), that the*

impact of the development on access to daylight and sunlight within the adjacent properties at 48-50 Gloucester Avenue and all other affected properties would not result in an unacceptable impact on the quality of amenity enjoyed by those properties and their outdoor amenity spaces, contrary to policy CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies”.

3. Traffic and parking issues: The construction of 44 new residential units plus additional office space will have a significant increase in the level of traffic and congestion on Gloucester Avenue, a quiet residential street. In particular the stretch between the Lansdowne Pub on one end and the Engineer pub on the other the street narrows, allowing for only one car at the time to safely pass by.

Space for on-street parking in the areas adjacent to the development is already at a premium and would not be able to accommodate an additional 40+ vehicles (assuming just one permit per flat) plus vehicles associated with the proposed business premises.

It could be assumed that, during the construction works, long-term parking restrictions will apply to the surrounding area. I question the need for the immediate neighbours of the area to be forced to endure such inconvenience for such a prolonged period of time.

4. Privacy: residents of Gloucester Avenue at numbers 48, 50 and 52 as well as all of Sunny Mews will suffer an extensive loss of privacy due to the considerable height of the proposed 5~6 storey building. West facing windows in the proposed development, circa 30 in total from the plans submitted, would overlook directly onto the above mentioned properties.

It is important to note that at the moment there are just 4 windows in the current building that look towards 48 – 52 GA and Sunny Mews. Currently 44 GA is purely a commercial building and, as such, any loss of privacy is normally limited to normal working hours (notwithstanding the fact that the windows in question do not even seem to be utilised). On the contrary, the proposed development would inflict a continuous, night and day, loss of privacy on all the neighbouring properties due to its residential nature.

5. Listed buildings: the building is close to and controls possible access to the Grade II* Listed Stationary Winding Vaults. It is part of Camden duty to protect the future of the building, including access to it. I believe this has already been brought to your attention by Pam White and Martin Sheppard of the Gloucester Avenue Association.

For all the reasons above I firmly object to the proposed development under planning application 2015/1243/P.

Yours sincerely,



Riccardo Gubbioli
Resident of 52 Gloucester Avenue

Annex 1. – Pictures from rear of top floor flat at 52 Gloucester Avenue



