

Advice from Eton Conservation Area Advisory Committee: 13 September 2016.

Re 5 - 17 Haverstock Hill: 2016/3975/P

Proposal to demolish the 1930's red brick building known as Eton Garage adjoining Chalk Farm Tube Station and replace it with a six/seven storey residential building.

The proposed development falls outside the Eton Conservation Area. However, the site marks what is in effect the southern "gateway" to the Conservation Area in Eton College Road which leads to Provost Road and Eton Villas (South) which form two sides of the "triangle" which surrounds St Saviour's Church. The church and all the houses in Provost Road and Eton Villas (South) are Grade 11 Listed. It is for this reason that we wish to comment on the proposal.

The proposal is clearly an overdevelopment of the site and its appearance is considered to be insensitive to the fact that it is situated at the entrance to a Conservation Area which contains many listed buildings. Section 3.7 of Camden Planning Guidance - Design Effects on Conservation Area Status contains the following statement:

Effects of conservation area status

3.7 We will only permit development within conservation areas, and development affecting the setting of conservation areas, that preserves and enhances the character and appearance of the area (see Planning Policy Statement 5 (PPS5), policy HE8).

Whilst we appreciate that the proposed redevelopment is outside the Eton Conservation Area, the fact that it is contiguous means some regard should be had to this statement of Guidance.

The proposed new building will be attached to Chalk Farm Tube Station. This is a Grade 2 Listed Building. It was listed in July 2011. The listing description states:

* Architectural interest: a good example of a station designed by Leslie Green to serve the CC&HR, later the Northern Line; situated at the acute angle of the road junction, it is externally the most impressive and distinctive of the surviving Green stations, and retains three early tiled Underground signs, now rare * Interior: while altered, features of interest survive including tiling at lower levels * Historic interest: the Yerkes group of stations designed by Leslie Green illustrate a remarkable phase in the development of the capital's transport system, with the pioneering use of a strong and consistent corporate image; **the characteristic ox-blood faience façades are instantly recognisable and count among the most iconic of London building types**

Any proposed development which adjoins the Underground Station Building should at the very least be sympathetic to it. Section 3.17 of Camden Planning Guidance - Design Heritage states:

3.17...Listed buildings are identified as heritage assets within the LDF and the Council is required to assess the impact that proposals to a listed building, or within their setting, may have on the historic significance of the building.

The current building proposed for demolition, whilst neither listed nor of great architectural merit, is "well mannered" in that it steps back above the first floor level to reflect the low rise nature of the station which is listed. The current proposal shows no such architectural sensitivity to the impact it will have on a listed building and its setting, and is completely unsympathetic.

We would like to see a proposal which:

1. takes its cues from the surrounding buildings - the Grade 2 Listed Underground Station and Eton Place - both in terms of scale (particularly height) and external appearance. This is in accordance with Section 2 of Camden Planning Guidance - Design Excellence which includes the following statements:

2.8 In order to achieve high quality design in the borough we require applicants to consider buildings in terms of context, height, accessibility, orientation, siting, detailing and materials.

2.12 Materials should form an integral part of the design process and should relate to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings.
2. relates architecturally to the Underground Station to which it will be attached
3. recognises in its design its position as the gateway to Eton Conservation Area which contains many listed buildings

This proposal in its current form should not be approved. The proposed appearance of the new building should be subjected to a complete redesign so that it is in accord with the opening statement in the Camden Planning Guidance document, namely:

Design in Camden

1.3 Camden has many attractive and historic neighbourhoods as well as both traditional and modern buildings of the highest quality. These are a significant reason that the borough is such a popular place to live, work and visit. As well as conserving our rich heritage we should also contribute towards it by ensuring that we create equally high quality buildings and spaces which will be appreciated by future generations.

Eton CAAC