

Gentet, Matthias

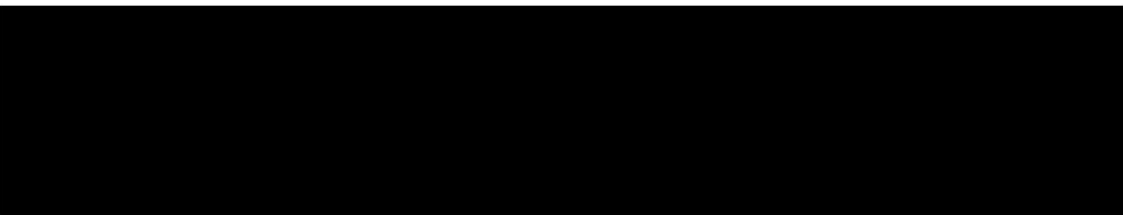
From: McCarthy, Mark <m.mccarthy@ucl.ac.uk>
Sent: 01 February 2017 12:21
To: Gentet, Matthias
Cc: Jones, Phil (Councillor)
Subject: Camden Road application 2017/0108/A

The Application for a bus-shelter advertisement appears to be at fault. The site 79 Camden Road is currently being redeveloped for Camden's housing. The ground plan presented is therefore out of date: it positions the bus shelter near the curb, but the new space for pedestrians is not demonstrated; and the pictures only show the current hoarding. This does not represent the final effect.

However, the main reason for rejection is that the advertisement would obscure and diminish the historic view and therefore character of Camden Road. Camden Road is named after the first Marquis of Camden, during whose years the land to the north of Camden Town was developed. It was built by Act of Parliament in 1826, 'a New Road from Marylebone to Holloway' and set out with villas of superior quality either side, lining uphill towards Brecknock Road (Lord Camden was also Earl of Brecknock) at the border (now) of the borough of Camden.

Camden Road is bounded on the east by Camden Road Conservation Area, and on the west by Rochester Conservation Area, which were both developed in the late regency period through twenty years' supervision of Joseph Kay, a founder of the (Royal) Institute of Architecture. Either side, Rochester Terrace Gardens, Rochester Square and Camden Square are significant evidence of planning considerations, the terraces and gardens extending those that Kay's friend Nash had created nearby at Regents Park in the previous decade. Villas remain, more on the east side, but also at Nos 95-101 Camden Road. Further north trees line the road, leaning from house gardens.

Putting an advertisement at this point would spoil the visual intentions of Lord Camden and Joseph Kay in planning the road. When the present hoarding is removed, and the frontage of the Barrett tenements is built, the view northwards up Camden Road must be protected by (inheritors) Camden Council.



Rochester Conservation Area