

Mr. Patrick Marfleet
Regeneration and Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

20-February 2017

Dear Mr. Marfleet

Application Ref: 2016/6862/P

I refer to Camden Council's planning refusal of Kings College Court, 55 Primrose Hill Road, NW3 3EA ("KCC") proposed external cladding material – the *Sto-brick* slip system.

I am supportive of Camden's position and grateful that Camden has noted how this will blight the neighbourhood. All of the surrounding buildings are made of brick and it is questionable why KCC does not re-point like every other surrounding building. The proposed cladding tile is printed to look like brick but will undoubtedly not have the texture of brickwork. It will reflect light differently and thus clearly stand out. The building at the crossroads of Belsize Park/Primrose Hill and the use of such cost-savings materials will cheapen the look and atmosphere of this high quality neighbourhood.

A missing tile will leave a gaping gap which would further make it immediately obvious to all that the building has been clad rather than re-bricked properly. If ever a tile were to fall off, I note that Primrose Hill Road is a high pedestrian traffic route, and that it is the road leading to the primary school 2 streets away.

The insulating and permeability properties of the proposed tile are also of concern. These properties may restrict the 'breathability' of the building and cause deterioration of the underlying brickwork. The insulation may change the wall dew-points and cause condensation in unforeseen areas. This might result in the cladding to fall off prematurely. In short, this poses a great risk that this will cause problems for residents in future years after the developer is gone and flat owners to incur future costs.

Lastly, we are concerned the driving motives in this redevelopment might not be to the Council's desired standards. The *Sto-brick* system appears to have been chosen as a lower cost substitute to proper brickwork repair. I hope this is not a proverbial 'papering over' of problems. And seeing KCC construction crews continue to clad the building even after the clear 6-Oct 2016 Council refusal decision, would suggest a penchant for putting costs and speed ahead of due process.

Yours sincerely

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