

ref: 51517/AUT/PLA

Ms Tania Skelli-Yaoz  
London Borough of Camden,  
Planning Department,  
5 Pancras Square,  
London N1C 4AG

19<sup>th</sup> May 2017

Dear Tania,

**27 – 29 Whitfield Street, London – 2016/6495/P**

We are in receipt of six illustrations which we understand have been produced by objectors to the above planning application. In our opinion both the existing building and the proposal are poorly represented and consequently provide a misleading and inaccurate representation.

The application building is depicted in high contrast, with overly dark windows and bright render, falsely making the building appear to stand out from its neighbours. The colours are also wrong as the existing brickwork is shown as a strong mustard yellow whereas the real colour is very similar to the stock brick on Colville Place terrace. In regard to the render, great care was taken with the Council's conservation officer, to select the exact tone from a range of samples, but in the objectors' illustrations it is bright white. Again, this creates a misleading relationship between the proposals and the context, and exaggerates the effect of the proposal.

The representation of the trees is also unfavourable, giving the images a bare and stark appearance which does not properly reflect the extent of tree cover in summer or winter, and inaccurately reflects how the proposal will appear in its setting.

For an accurate understanding of the proposal and how the materials will appear, I refer to the image that was produced and submitted with our application which is appended for ease of reference. It should be noted that the third floor front railings have been removed and further set-back following production of this image, as a result of consultation. Please refer to the application drawings for the correct railing lines.

We do not feel that it is helpful for the design to be assessed on the quality of poor illustrations. Other than attempting to convey the scheme in an unfavourable light we do not know what else these images seek to demonstrate, and in the interest of accurate and informed decision-making we ask that any Council member or officer who views these illustrations is made aware of the above.

Yours Sincerely,

Ben Stagg BA(Hons) Dip.Arch RIBA  
Director  
For and on behalf of Stagg Architects Limited



*Above: The site seen from Crabtree Fields*



*Above: The site seen from Crabtree Fields, close to where the objectors' View 7 is taken.*





*Above: The long view from Whitfield Street (objectors' View 4)*





*Above: The proposal as submitted in the Design and Access Statement*