

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/6978/P	Paul Crosfield	40 Randolph Street London NW1 0SR	20/03/2018 18:37:21	OBJ	<p>As a resident of the Camden Broadway Conservation Area, I object to this planning application based on the guidance and rules clearly set out in the Camden Broadway Conservation Area Appraisal and Management Strategy of 2009 (www.camden.gov.uk/ccm/cms-service/download/asset?asset_id=2658849).</p> <p>There are three main areas where the proposed designs fall short:</p> <ol style="list-style-type: none"> 1) The elevation onto Royal College Street is essentially a flat façade of “monolithic” concrete, which clearly is not in keeping with the uniformity of the row of original buildings and will harm the reading of the history of these historic buildings. 2) The materials and colours are not at all in keeping with the area in any way. There is no pink concrete to be found in the Conservation Area. 3) The scale of the development is completely out of proportion with the area. The elevations above the parapet of the adjacent buildings destroys the uniformity of the terraced row, and atop that is a further storey-height chimney. Together these are far too large. <p>The applicant has used the example of Bruges Place as the main context for the design, a development which is very much at odds with the rest of Camden Broadway Conservation Area, and therefore should immediately be discounted as a basis for new development.</p> <p>I am very supportive of a new building on the site, and would not be averse to a modern statement. This proposal is not the right one, being unsympathetic to the history of the site in design, scale and materials. I therefore oppose this planning application.</p>
