

Hazelton, Laura

Subject: FW: 2017/6080/P - Cyclone House, 27-29 Whitfield Street

From: Debbie Radcliffe [REDACTED]
Sent: 05 April 2018 18:59
To: Hazelton, Laura <Laura.Hazelton@camden.gov.uk>
Subject: Re: 2017/6080/P - Cyclone House, 27-29 Whitfield Street

Dear Laura

This is an unacceptably confusing planning application, with different numbers and slight alterations, all of which relate to Cyclone House, 27-29 Whitfield Street.

According to Camden's planning portal these are, in date order:

2016/6495/P – Granted subject to a Section 106 legal agreement 22-12-2016
2017/4521/P – Granted 09-08-2017
2017/4624/P – Withdrawn 25-08-2017
2017/6080/P – Registered 07-11-2107 – Re-consultation
2017/6922/P – Registered 22-12-2017

We have already objected THREE times to design proposals for Cyclone House, and our objections remain the same. The proposed development is too high, too bulky and impacts on both residential amenity and the Fitzrovia Conservation Area. We note that it will affect, in particular, the Grade II listed building that lies next door in Colville Place - and its residential occupant.

I refer to our following objections.

2016/6495/P – 07-02-2017
2017/6080/P – 18-11-2017
2017/6922/P – 24-02-2018

The fact there is endless "re-consultation" on the application seems to imply that the developer and officers hope that eventually objectors will simply "give up" and "go away".

The latest changes focus on proposed changes to the façade – removing cladding and imposing a colour wash, which will surely both damage the bricks and make the building far too dominant within the streetscape – especially considering its location within the conservation area generally, and more specifically in relation to its listed neighbour and the open space nearby.

Despite the fact we are commenting on a corner block that abuts Whitfield Street, it is surely the modest scale and character of Colville Place and Crabtree Fields which provide the key setting and surroundings in which the building will be experienced. Colville Place retains its charm due to the scale of the terraced dwellings. Crabtree Fields is an oasis of green space in a neighbourhood which is seeing a massive increase in density and over-development.

The additional storey and proposed change to the roofline of Cyclone House opposite will inevitably impact on views from Crabtree Fields and thus the experience of residents who live nearby and use the open space.

Changes to the built environment are permitted if they preserve and enhance the conservation area, not ruin it. The increased bulk and “feeling” of dominating physical presence which will result from the proposed redevelopment of Cyclone House is simply unacceptable.

There is no justification for greater massing and height in this location, and the recently proposed colourwash is simply an adjustment which in no way changes local people’s opinion that this proposal is inappropriate and causes harm to residential amenity and the character of the conservation area. One would be tempted to use the phrase – it’s like putting “lipstick on a pig”, defined by Wikipedia as: “a rhetorical expression, used to convey the message that making superficial or cosmetic changes is a futile attempt to disguise the true nature of a product...”

I hope Planning Officers will see fit - at last - to reject this inappropriate development.

Debbie Radcliffe
for Bloomsbury Residents Action Group (BRAG) - Residents Matter!