

Application 2018/2081P  
7 Jeffrey's Place London NW1 9PP

I write to object to the application 2018/2081/P which I hope will be refused, like the previous attempts by this developer to add an additional floor to 7 Jeffrey's Place.

My grounds for objection are the impact of the proposal on the Jeffrey's Street conservation area and the environmental and social consequences were this planning application to be granted.

1) Impact on the conservation area from the street level

7-8 Jeffrey's Place is already the tallest building in Jeffrey's Place. The Jeffrey's Street conservation area statement describes it as "out of scale and out of character with the surrounding area". Adding extra mass in the form of an extra 1.5 storey addition emphasises further this undesirable feature.

The existing building offers a balanced industrial façade with symmetrical windows replaced during the 2015 refurbishment. The proposed new addition takes the form of a shed like bungalow with single pane modern fenestration out of keeping with the previous refurbishment, topped by a huge pitch roof which will become the first of its kind in the conservation area. It is clear that the additional floor is an alien imposition in the conservation context.

The developer offers some images in its conservation statement of the purported visual change caused by the addition. These images seem to me to be as misleading as the text which trumpets the supposed conservation benefit of the 2015 conversion.

Scaling the elevations in the application to my photographs I believe the visual impact on Prowse Place will be severe

The proposed extra floor also detracts from the street view in Jeffrey's Place because its end elevations are so dominant

Now

Proposed



Now

Proposed

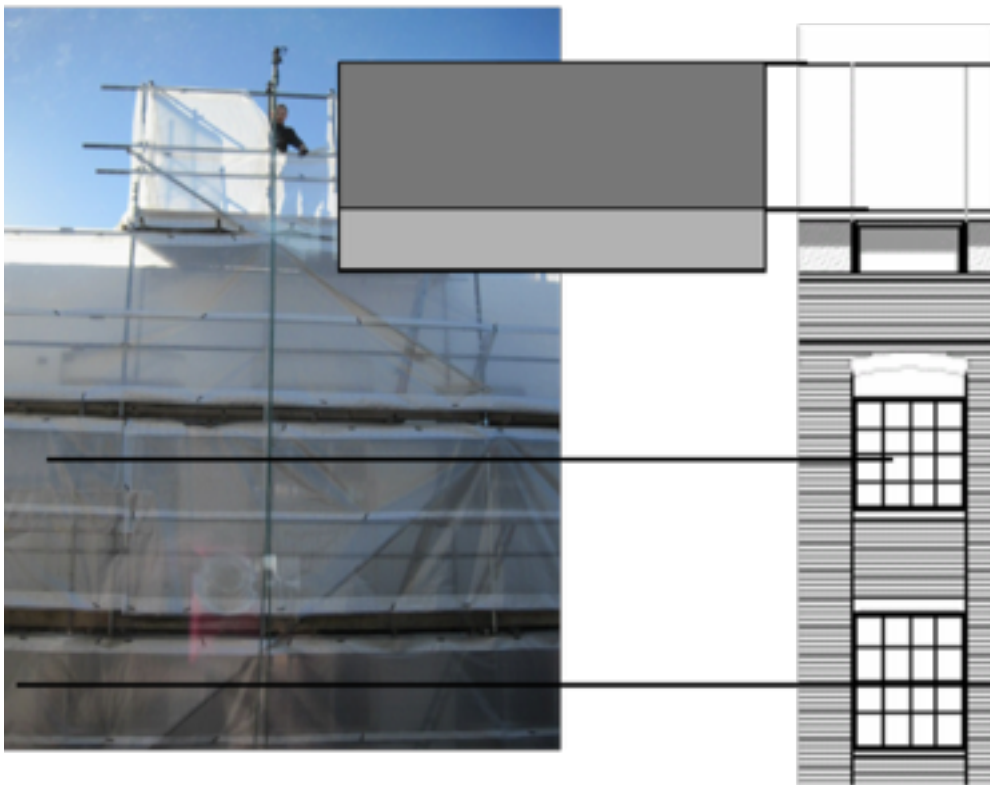
Now

Proposed



These concerns are even greater for residents of Ivor Street and Jeffrey's Place like myself, who's living room windows face the proposed addition 1.5 story structure. We will suffer significant light loss as well as loss of amenity as we view the expanse of proposed roof from our sitting rooms.

How the development will block your light based on the perspective during the earlier conversion



There is an impact too at street level for those like myself who try to grow plants to enhance the street appearance. The addition of the extra 1.5 stories will significantly reduce the sunlight on our planters even at midday in the summer months

I view the current proposal as a response to the refusal of an earlier application and the dismissal of subsequent appeals by both Camden and the Planning Inspectorate. The developer's response has not been to reduce the size of the additional floor but to increase it by 25%, not to increase its setback but to bring it closer to the existing building line, not to reduce its height but to increase it 50%. The proposal guarantees the overlooking of windows in Ivor Street, Prowse Place and Jeffreys Place from the proposed roof terrace.

This developer has already inflicted damage to the character of the Jeffreys Street conservation area by sandblasting the white façade of 7-8 Jeffrey's Place to reveal a sombre red brick façade in an area of yellow London stock. Subsequently they inserted a modernist 4 story block into the three story class II terraces of Jeffrey's Street. I hope this new proposal which further damages the conservation area will be refused

## 2 Environmental Impact

This developer has caused environmental damage in Jeffreys Place by sandblasting the face of 7-8 Jeffreys Place without consultation or permission. Residents have had to tolerate without redress the scaffolding and noise from the original conversion, the building in Jeffreys Street, the disturbance caused by Twyman House, by Hawley Wharf and so called Camden Courtyards on St Pancras Way. It is high time this area was allowed to enjoy some peace and some reduction in the air pollution attendant on the construction activity throughout the past 4 years.

## 3 Social Impact

The developer responsible for this application has caused significant social impairment to the conservation area. 7-8 Jeffrey's Place was in continual use as offices and workshops for the 24 years I have lived opposite, including a long period where it was the London Offices of the internationally renowned design consultant IDEO. The social benefit of the employment offered by such high tech companies was lost by the conversion to residential space (which would be stopped now by an Article 4 direction). Instead of selling the 6 residential spaces to long leaseholders, 2 appear to be on short term tenancies with Flat 1 Jeffreys Place currently advertised for rent (at £775 per week)

The waste disposal arrangements for the existing 2015 conversion broke down after a few weeks leading to dumping of waste and recycle sacks on the narrow pavement. Turnover from short term tenancies exacerbates this dumping until newcomers learn the system. The current application does nothing to improve the arrangements for waste disposal.



Most residents keep Jeffrey's Place tidy and use planters to bring blooms and greenery to the street...



... but 7 Jeffrey's Place is invariably a mess with carelessly stored bins and rubbish cast out irrespective of collection day (this shot on Sunday 27<sup>th</sup> May (collection is Thursdays))

This application for a 3 bed penthouse is obviously not going to offer affordable housing of social benefit but will be another high end development for investors with no interest in the well being or social cohesion of the existing area which is increasingly beset by short term tenancies.

In conclusion the proposal

- 1) Degrades the Jeffrey's Street conservation area
- 2) The construction will continue the environmental impairment caused by building noise, air pollution and restricted access in this narrow backstreet
- 3) There is no social benefit from this proposal to offset its conservation and environmental impairment. On the contrary the activities of this developer around Jeffreys Place have already damaged irreparably the social fabric of this backstreet.