

Application No:	Consultees Name:	Received:	Comment:	Response:
2020/3881/P	Gavin Monks	01/09/2020 18:10:12	OBJNOT	<p>As a long-time local resident of King's Cross and Camden I am writing in objection to the proposed redevelopment of Belgrove House on the north side of Argyle Square. The reasons are many-fold:</p> <p>The proposal is hideously out-of-context. It is not in keeping with the architectural designs that dominate the south side of Euston Road, and relies heavily on glass</p> <p>It's proportions are ridiculous. High and not wide, it does not compliment the buildings that it neighbours and certainly disregards the square behind it that it would dwarf</p> <p>Two wrongs don't make a right. Given that its height exactly matches that of the recently extended Standard Hotel, this reeks of a lazy attempt to maximise vertical real estate, leaning on the precedent set by the recently completed neighbour. The Standard Hotel extension itself is an abominable growth atop a historical building</p> <p>The proposal repeatedly calls upon its enriching the 'Knowledge Quarter' As a resident of Camden for over two decades I can honestly say that I had never heard of this term for the area until this application. And within the application launch video I've heard it numerous times. It's a buzz word and it's as meaningful as the attempt to rebrand the Holborn area 'Midtown'</p> <p>It's design is the wrong side of Euston Road. If this development was on the north side in St Pancras Square or part of the developments around Coal Drops Yard or Granary Square, this would have appeal to the vernacular of that area. I quite wonder if the architect has actually forgotten that it's no longer designing building to sit adjacent to the new Facebook HQ</p> <p>There is no respect being paid to the current building. The plans see it flattened. Scant regard for the years and history it has served the South Side of Euston Road. Are we saying that it's worthless and this tawdry proposal of glass and iron is it's tombstone?</p> <p>It devalues the landmark stations. Far from adding to the area it casts an ugly shadow. Instead of marvelling at the wonder of St Pancras and King's Cross stations attention is distracted by a Computer Aided Design GCSE project worthy of ridicule</p> <p>It destroys the views of the aforementioned stations. For many residents and business the views of the stations are vital. This development removes them in an instant if you're based anywhere near Argyle Street or the square</p> <p>Why does any redevelopment have to be so tall? 3-6 storeys is the recognised benchmark and retaining this philosophy would not detriment any development's neighbours. To me the building should be respectful of its nearest neighbour. Being as tall as the Megaro would seem logical and just</p> <p>Step-free access to the Underground. Because the architects are clutching at any benefit of the development they can muster, they are making great noise about step-free access to KX underground. Step-free access already exist on the north side, and it takes a matter of seconds to cross the road to use these facilities. The current underground entrances on both sides complement each other as they were obviously designed and built to do exactly that. This change to the entrance represents another example where the proposition tears down with scant regard for previous design points round the mainline station and underground</p> <p>Big pharma as an anchor tenant is worrying and to be treated with scepticism. The flakiness of the proposition required some fiscal certainty – and, hey presto!</p> <p>The lockdown has been used as a trump card by the developers. They've grasped an opportunity to minimise public scrutiny and take advantage of being able to provide a very limited consultation. As someone who has lost a parent during lockdown I find this abhorrent opportunism</p> <p>There is concern regarding Section 106 agreements and whether this might provide much-needed financial momentum to such a preposterous proposal. In these unpredictable times I wonder and worry whether this proposal may become more attractive in replenishing the money pot at Camden Council</p>

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				<p>Despite all this objections, I'm not adverse to the redevelopment of the site. But retaining the vernacular of the area, showing more respect to the building in situ and subscribing to a height of no more than 6 storeys would surely be the way forward.</p> <p>I sincerely hope these points are seriously considered, as I'm not alone in being a dissenting voice. Everyone I've canvassed who live in KX have a similar or stronger opinion against this proposal.</p>
