

Application No:	Consultees Name:	Received:	Comment:	Response:
2020/3502/A	Camden Town CAAC	23/09/2020 13:21:45	OBJ	<p>Response from Camden Town CAAC:</p> <p>The committee's view is that the size is too large and it is too dominant an element in the street frontage. In addition, the content is more akin to an advert than a 'mural'. The proposal is based on a graphic/photographic montage; even if hand painted, it is too glossy and commercial and therefore would undermine the character of the market. As it is immediately adjacent to the station it is important that the artwork is of higher quality.</p> <p>We request that the applicant reduces the height of the installation and provides more appropriate content for consideration. It would be better if this could reflect the history of the market in a more authentic way. There is a history of street art to draw on, and the proposal in the current application undermines this. Unless the proposal is of a very high quality it would be inappropriate as it would neither enhance nor preserve this highly prominent junction in the Conservation Area.</p>
