

Application No:	Consultees Name:	Received:	Comment:	Response:
2020/4214/P	Richard Simpson for Primrose Hill CAAC	14/10/2020 10:50:15	OBJ	<p>ADVICE from Primrose Hill Conservation Area Advisory Committee 12A Manley Street, London NW1 8LT</p> <p>7 October 2020</p> <p>Hill View Apartments Primrose Hill Road NW3 3AX                      2020/4214/P</p> <p>Strong objection.</p> <p>The PHCAAC objected strongly to the previous application (2020/0989/P) on 1 April 2020, and fully supports the Council's refusal of consent for that application. Our advice (see below) was focussed on the harm from the application to the character and appearance of the conservation area, and to the setting of the adjacent Listed Buildings.</p> <p>We note that the present application, 2020/4214/P, appears to acknowledge the harm, but fails to modify the scheme sufficiently to address our objections adequately. A cluster of equipment is still proposed in the most prominent position in terms of views from the public open space. Our objection on the grounds of harm to the character and appearance of the conservation area, and to the setting of the Listed Buildings adjacent, as set out in our April advice, stands. The application fails to preserve or enhance the character and appearance of the conservation area.</p> <p>01 April 2020 advice on 2020/0989/P: Strong objection. Hill View is a high building located on the border of the conservation area, but adjacent to the Listed St George's Terrace, and overlooking Primrose Hill, a registered Park and Garden, Grade II. St Paul's Primary School is nearby.</p> <p>The proposed masts would be harmful to views east from Primrose Hill, which has protection as a registered Park and Garden Grade II. The masts are sited on the roof of Hill View at the most prominent position in terms of views from the public open space. Hill View itself is a modern building but has a clean profile: the masts would be prominent adding clutter to the views. Primrose Hill is famous for its views not only of central London, but of the panorama round the Hill. This would be seriously harmed by the proposal.</p> <p>We are extremely concerned by the masts in terms of the proximity to St Paul's Primary School: we seek a precautionary approach to protecting the health of children which would ensure that telecoms equipment is sited safely.</p> <p>We advise that the masts would also have an adverse impact on the setting of the adjacent Listed St George's, where the roofline is an important part of views to the east from the Hill, and represents building which related to Primrose Hill as an open space from the 1840s.</p> <p>We see no public benefit outweighing the avoidable harm to the heritage assets. [end 01 April 2020 advice]</p> <p>Richard Simpson FSA Chair</p>

**Application No:**    **Consultees Name:**    **Received:**                    **Comment:**    **Response:**

---