

## Application 2021/0022/P - 100 Avenue Road London NW3 3HF

Details of the facing materials to discharge condition 18 of planning permission 2014/1617/P

I object to the proposal to use Glass Reinforced Concrete (GRC) for the cladding on the 100 Avenue Road development because, from looking at the visual samples - in the applicants [GRC Proposals Pack](#), the [Design Overview Pack](#) and extensively online, this material appears to be very dull, flat and without any visual texture or merit and comes nowhere close to the very fine appearance of the classic Portland stone listed as considered option - see Figs 2-4 for comparison. It is a shame we cannot not see the actual material in reality.

Unfortunately it is impossible to see clearly what the GRC mock-up on site looks like. This low res, long distance photograph, Fig. 1, is the best we have at present. However, managing a side view glimpse closer up, it appears to be a very flat, very glaring white (much more than this photo shows), and in my view 24 stories of cladding in this material would be an insult to the skyline for miles around and a blinding eyesore at the lower levels by the Green.

**Fig 1. Mock-up of GRC and brick facia**



The high visibility of the 24-story tower block situated in the middle of five Conservation Areas nearby means that the CA requirements to “preserve or enhance the character or [appearance](#)” of a building would still apply.

According to the applicant's [GRC Proposals Pack](#) Camden officers decided that the use of GRC would be “unacceptable” because “it has an inert lifeless feeling to it whereas reconstituted stone seems to have more life to it and its heaviness is apparent”.

Whilst I wholehearted agree with this, I would go further to say that Portland stone, as listed in the applicant's pack, would be an infinitely preferable option. I don't think the Ashlar effect would be detrimental to the overall appearance at

all, in fact I believe it would only enhance the overall effect and this classic stone would be the one redeeming feature of this otherwise unsightly development.

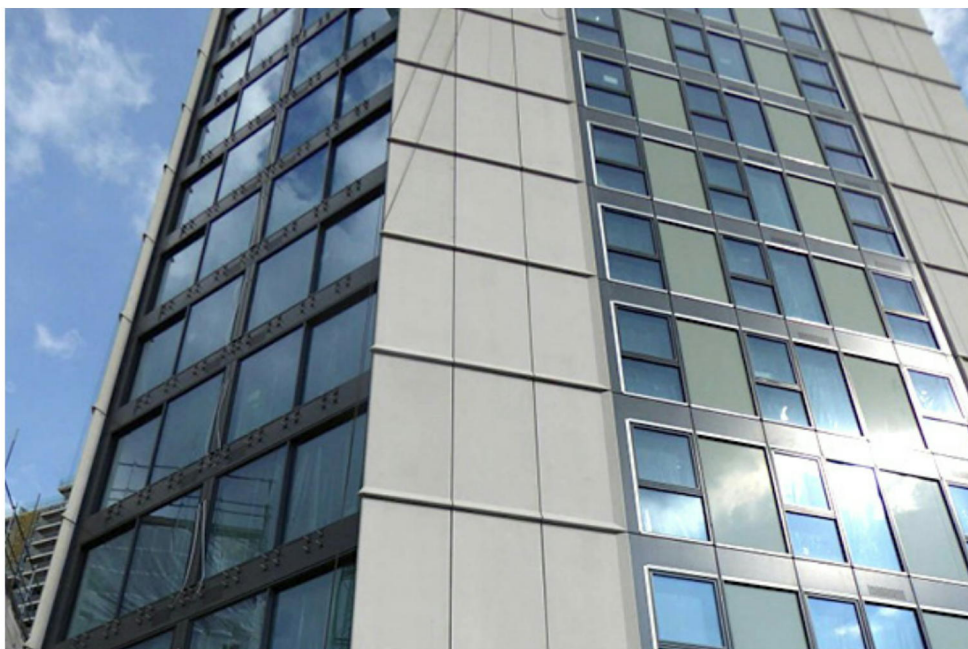
To avoid the visual harm to the five neighbouring Conservation Areas, this application should be refused.

**Fig 2. Portland Stone**

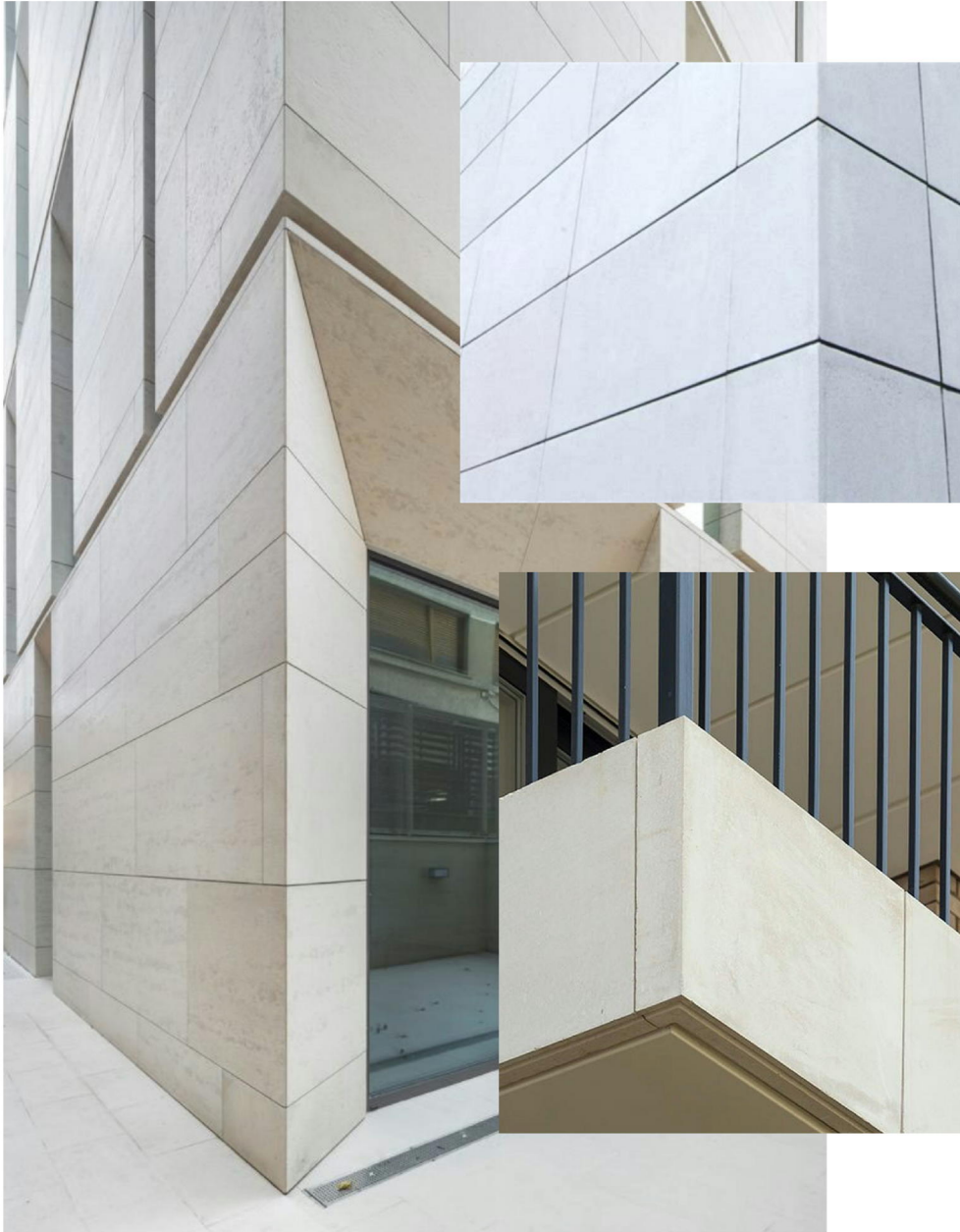




**Fig 3. Glass Reinforced Concrete**



**Fig 4. Compare Portland stone (left) v Glass Reinforced Concrete (right)**



Portland stone is a quarried natural stone with a rich textural grain - something you cannot manufacture. GRC appears flat, flimsy and is without textural grain.