

MARKHAM STREET RESIDENTS' ASSOCIATION

Request to restart public consultation period for application
PP/23/00968, 81-103 King's Road, LONDON, SW3 4NX

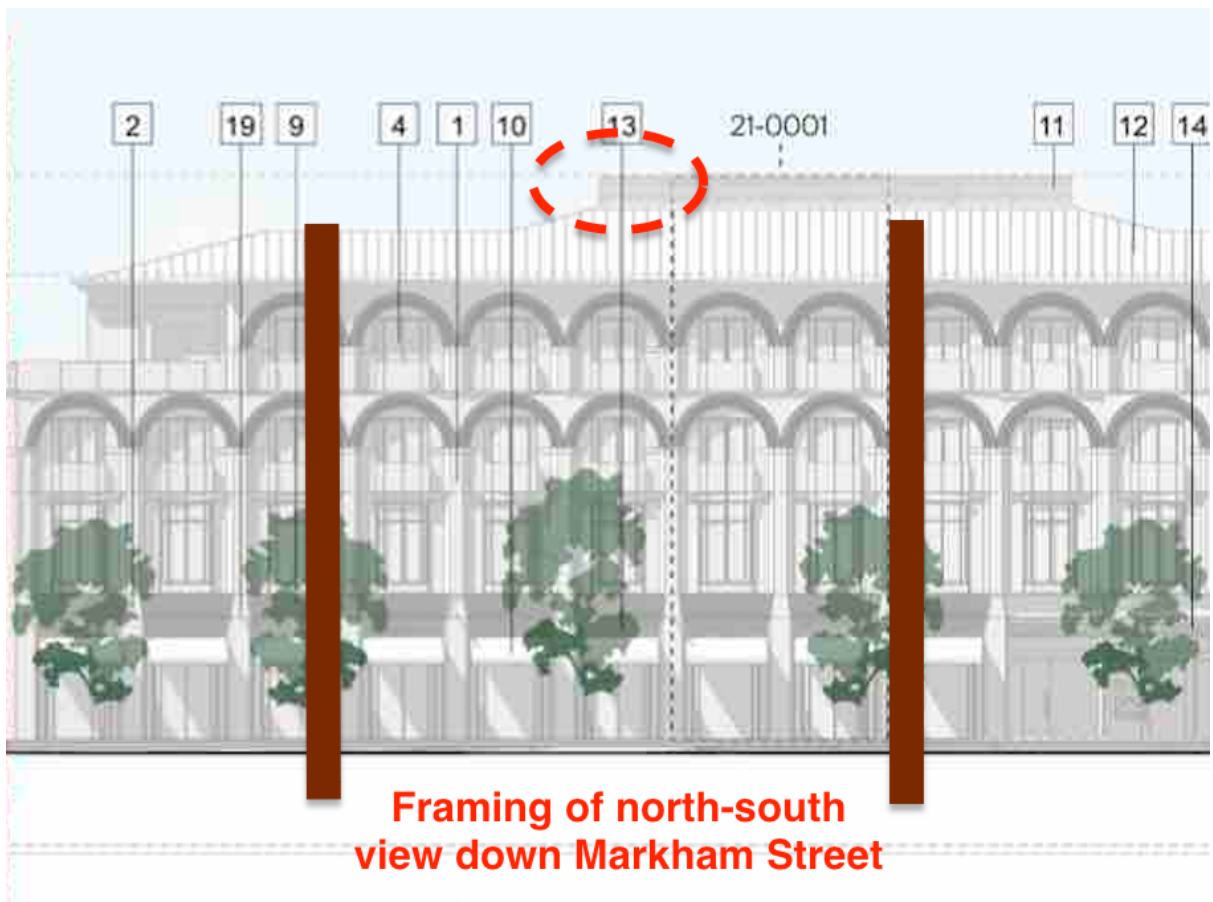
Demolition of existing building and redevelopment for new building
up to four storeys and basement (Use Class E - commercial, business
and service); roof terraces, landscaping works; installation of plant;
and associated works. (MAJOR APPLICATION)

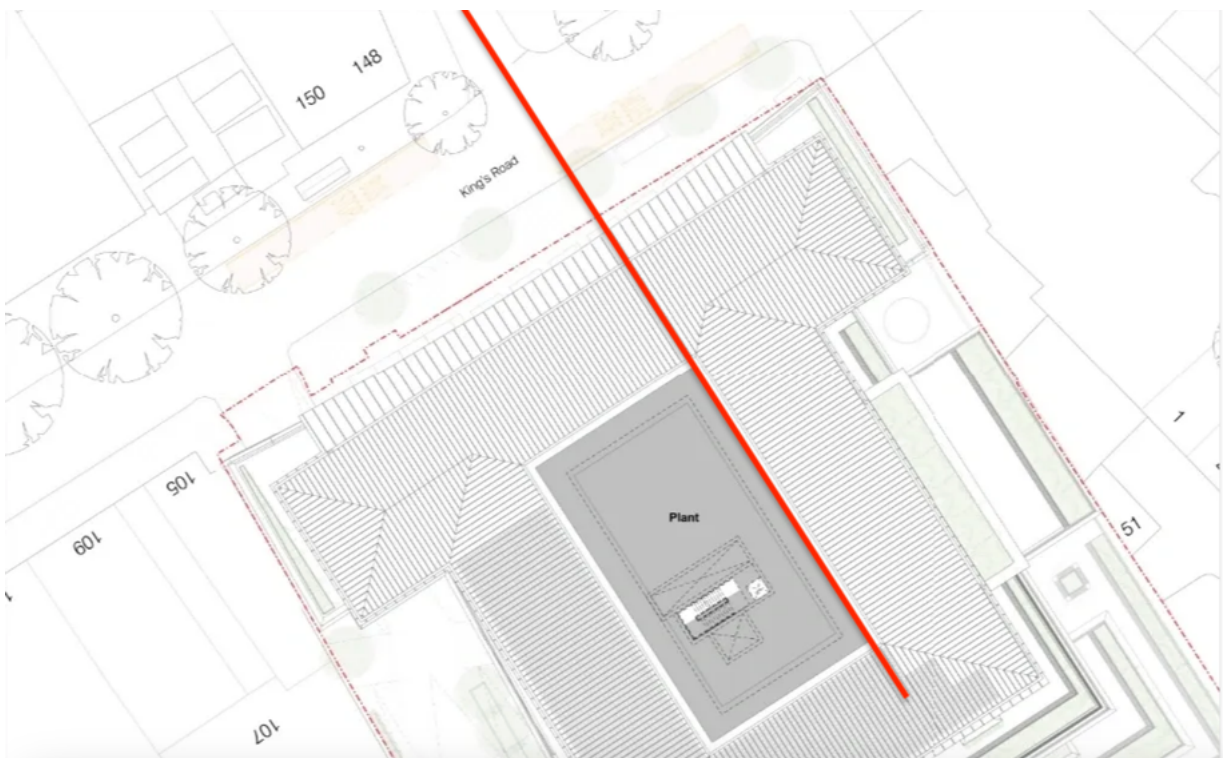
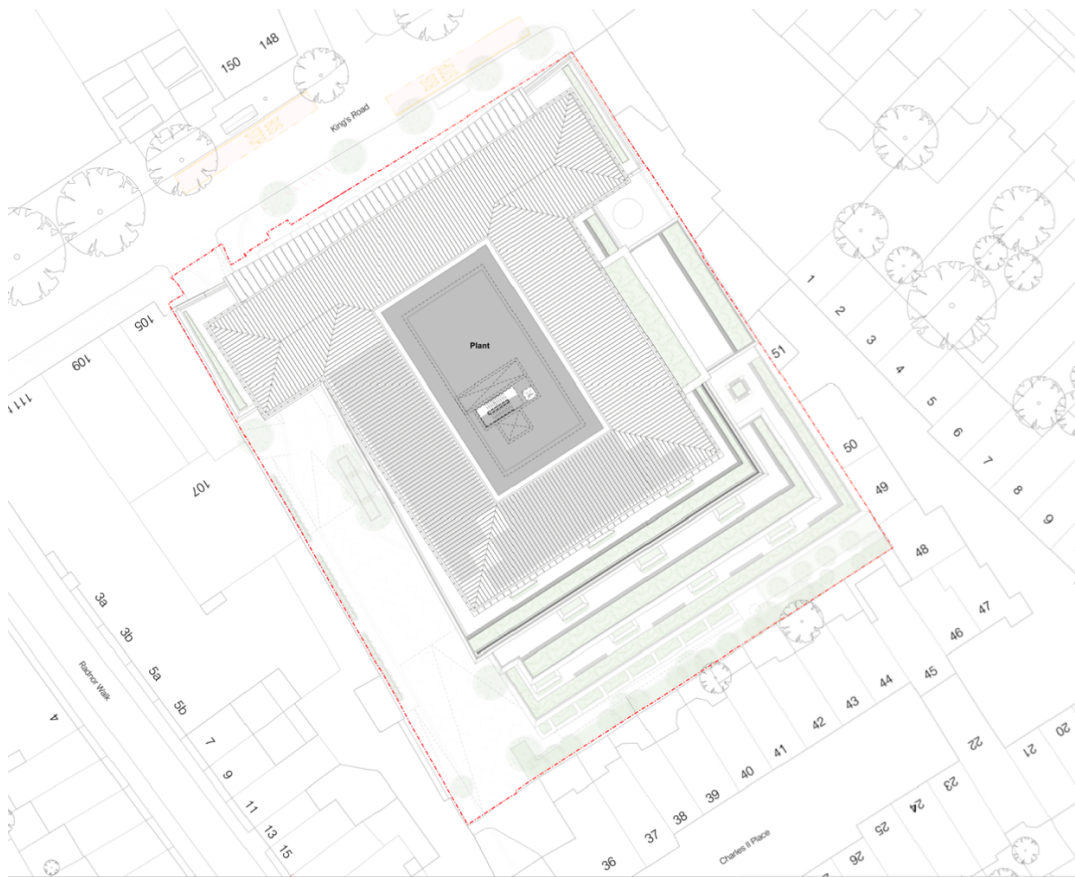
13th April 2023

- 1. The public consultation period for this application is scheduled to end on 26 April 2023, but because of the number of errors and omissions in the application, we request that the consultation period starts again, or at least be extended significantly past the 26 April deadline.**
2. In 2021, the deadline for the consultation period for the **first** application (for this site) was put back by several weeks to 7th May 2021, after Paul Lever of the Chelsea Society pointed out that records of pre-application advice and reports of the Quality Review Panel (for the first application) were not made available as soon as they should have been. For this second application, the errors and omissions appear to be just as serious, if not more so.
3. Markham Street Residents' Association is making this request in concert with the Residents' Associations of Smith Street and of Charles II Place, who will point out similar errors and omissions for the current application PP/23/00968.
4. In the current application, the applicants provided the following visualisation of the expected north-south view down Markham Street, overleaf. Note the low, smooth roofline:

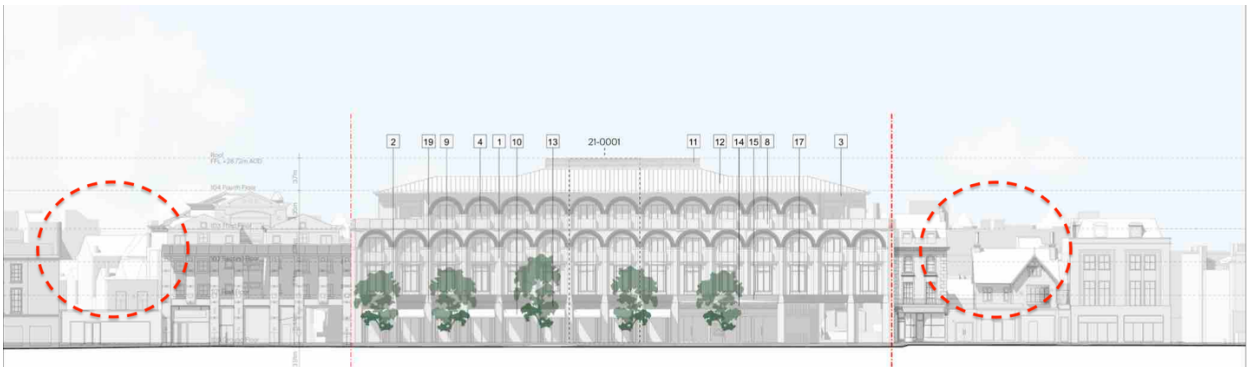


5. This does not appear to be accurate. We believe the roofline will 'pop up' asymmetrically to house 'plant', as depicted below and as shown by the architects' plan, overleaf. (I have superimposed a red line on a copy of this plan to make clear where the plant 'pops' up in relation to the view down Markham Street – see overleaf.)





6. When all these points were put to architect Fred Pilbrow in emails dated March 28 and April 3 2023 (with RBKC planning team members Laura Fogarty and Martin Lomas copied), Mr Pilbrow did not have an answer.
7. We are very concerned about how dominant the proposed frontage will appear as seen from Markham Street and its junction with the King's Road. In light of this, we find the manipulation of the north elevation, shown below, to be particularly concerning. The applicant appears to have superimposed erroneous buildings and rooflines, circled, to make the proposed new frontage appear relatively less dominant:



8. The elevation should look like the following, revealing how relatively more dominant the proposed new building would be:



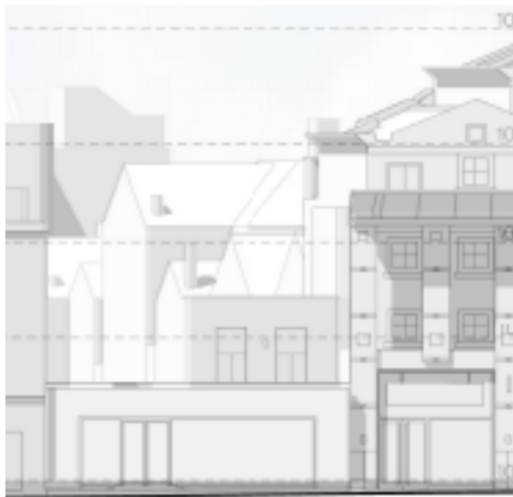
9. Taking a closer look at Venchi, no. 71 King's Road (left circle above), and KOBOX and IKKS, no.s 107 and 109 (right circle above):

Venchi

Reality:

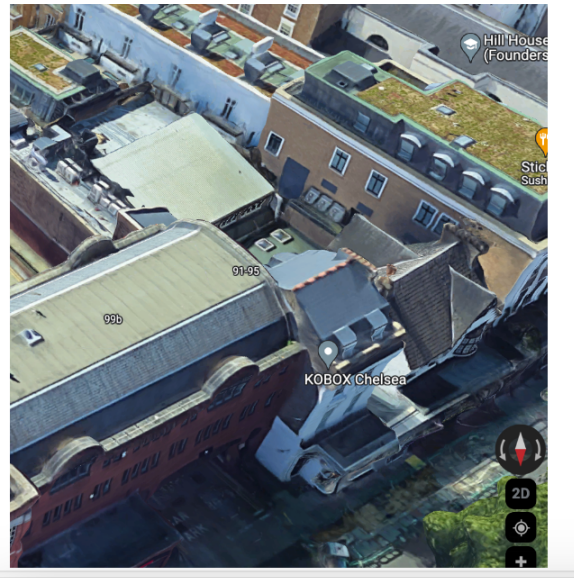


Presented as:



KOBOX and IKKS

Reality:

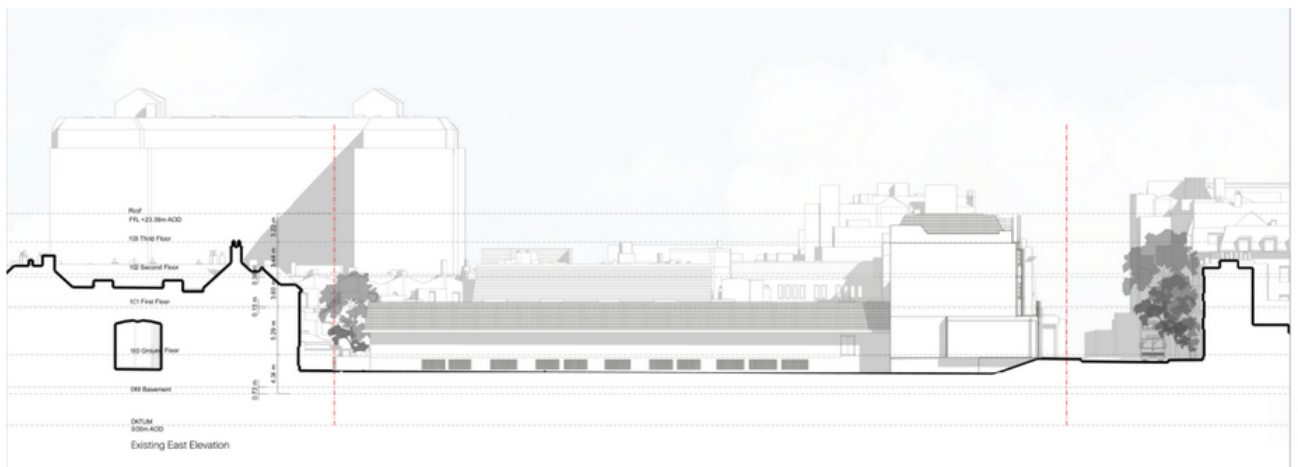
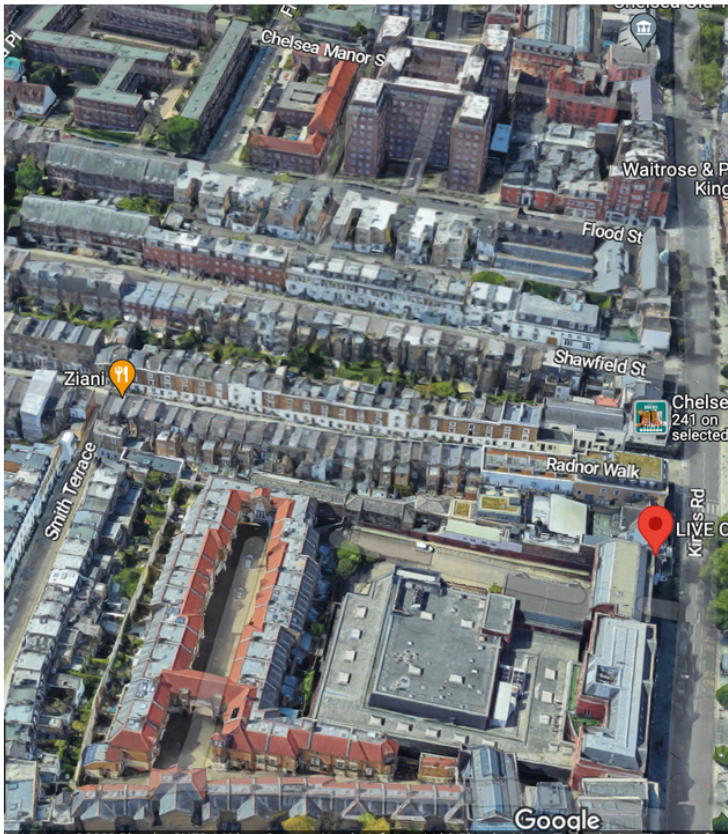


Presented as:

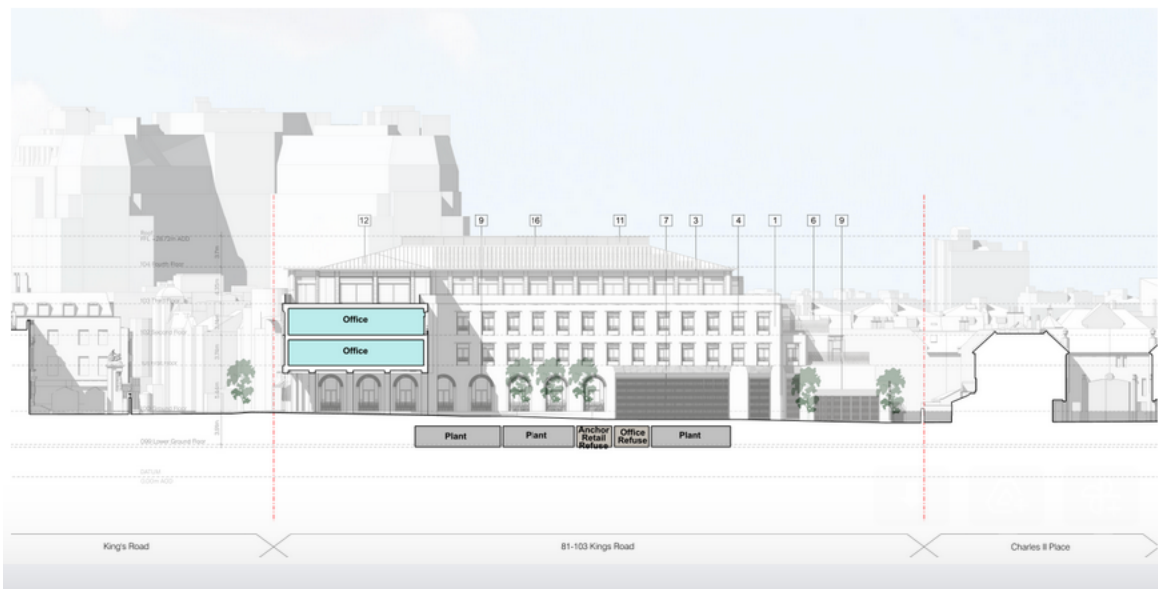


10. There are similarly misleading representations of the east and west elevations, with monster-sized buildings added into the backgrounds, presumably to make the proposed larger structure on the site appear more reasonable:

East elevation reality, and presentation:



West elevation reality, and presentation:



11. We request that the applicant submits accurate visualisations, plans and elevations so that the public can assess the scale and design of the proposed development accurately and make informed decisions.