



# *The Heath & Hampstead Society*

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The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

## **To London Borough of Camden, Development Control Team**

Planning Ref: 2014/4722/P

Address: 15 Rosecroft Avenue NW3

Description: Various additions and alterations.

Case Officer: Katrine Dean

Date 17 Sept 14

This poorly presented proposal would harm the appearance and character of the Conservation Area.

No contextual drawings are presented, but a photograph, part of the D & A Statement, indicates that adjoining houses are charming, fitting the descriptions given in the CA Statement. Many of its neighbours are works of Charles Quennell.

The proposal is crude, badly proportioned and detailed, and devoid of any architectural merit. The house is itself of narrow frontage, jammed in between others, whose character it would damage due to close proximity..

The proposed balconies at 1<sup>st</sup> and 2<sup>nd</sup> floor level rear would overlook adjoining properties, leading to loss of privacy.

The CA Statement says, of Rosecroft Avenue, that there are “.. a number of properties with unfortunate alterations and extensions” which harm its character. This proposal would add to them: please refuse.