



# *The Heath & Hampstead Society*

P.O. BOX 38214 LONDON NW3 1XD

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: 2014/4264/P

Address: 22 Thurlow Road NW3

Description: Basement and rear/side extensions.

Case Officer: Gideon Whittingham

Date 21 July 2014

We have assessed this application by comparison with the previous proposals, which received permission on appeal last year.

In one respect these revised designs are an improvement on the previous proposals: the reduction in size and depth of the proposed new basement. In other respects, it is most objectionable: the style, material selection and detail of its architectural design.

The existing house was built in the mid to late C19 in a restrained Victorian Gothic style, consistent with almost all others in the road (although some later re-building works are of low quality). Your Conservation Area Statement describes these houses in some detail; they clearly form, together, an urban grouping of great character. Their predominant materials are brickwork, with moulded stone lintels and doorcases. The road takes its place as one of Hampstead's most pleasant places.

This proposal would break up this consistency with an extension, seen at the side and rear, of a character plainly intended to disrupt, indeed shock. The extensions are presented as all-glass, office-block style, with curtain-wall detailing, and curved corners. The curved corners would impart a most inappropriate quasi-Art Deco appearance, as seen in 1930's cinemas. Fine in their place---but not here, jammed up against this quietly designed brick-built 1880's house. It would be extremely damaging to the character of Thurlow Road.

The Guidelines forming part of the Conservation Area Statement, item F/N1 says: *“new development should be seen as an opportunity to enhance the CA. All development should respect existing features such as building lines, roof lines, elevational design, and where appropriate architectural characteristics, detailing, profile, and materials of adjoining buildings.....”*

There is nothing to suggest that Thurlow Road should not benefit from this wise guidance.

Please refuse.