

Wed 28th January 2015

Dear Mr Tulloch

I write with reference to planning application 2014/7778/P.

It is a well-known, devious strategy to submit a planning application just before a major holiday period, so that opportunities for responses are, de facto, minimised. In this particular case, I note that the application was received on Wednesday 17th December 2014, registered on Thursday 18th December 2014 and the consultation was opened on Christmas Eve (!!!) 24th December 2014 and originally scheduled to close on 9th January 2015 which would have encompassed the entire Christmas holiday period when people are generally away, often only to return the second week of January. So, I thank you for extending the consultation period to at least to the end of January in order to give residents and neighbours more time to respond. This is a particularly critical planning application, considering not just its location in Hampstead, not just its location in prime Hampstead village, but also specifically its location at the confluence of some of the narrowest and yet most heavily pedestrian streets that line one of the most densely populated and yet the quietest residential pockets in Hampstead.

Mr Tulloch, I write to firstly object that while New End Primary School and New End Nursery have been listed as neighbours, 14-18 Streatley Place, which are located between the nursery and 19 Streatley Place (which too is listed as a neighbour) are not listed as neighbour. This discrepancy needs to be corrected since the location of the proposed development at 6 Streatley Place impacts every single property and resident on all of Streatley Place.

I venture further to insist that, considering the density of development in this small area, its strategic location with respect to access to/from the underground station, high street and heath street, and the resulting pedestrian circulation through this area, the consultation should pro-actively include residents who, while they may live outside the consultation area so far identified, do walk past the subject site twice a day, on the way to and from work. The development at 6 Streatley Place, if handled insensitively (such as, as I will argue below, how the current proposal stands), will adversely impact all these peoples' visual sensibilities and psychological sense of security.

Now, secondly, my specific objections with respect to the various requests put forth (and here I will refrain from reiterating very valid objections already put forth by other area residents, in my expectation that your office will give equal consideration to each objection, and a repetition of an objection should not be necessary to underscore its relevance or severity):

Regarding the request for change of land-use from B1 to C1:

- if there would be any possibility of a land-use change, it should be converted to residential, given the paucity of housing and pressures on new housing development in London in general, and in conservation areas such as Hampstead, in particular.

- a hotel, however small, and however well-managed by however reputable a firm, is nevertheless grossly undesirable in the intimately-built Streatley Place, New Court, Lutton Terrace, Mansfield

Place, Back Lane, Streatley Flats, New End Primary school area. This is a very closely-knit residential community where many of the residents have been living continuously for decades, and have developed a community where children play freely, unsupervised; neighbours look after each other's homes during holidays; and everyone enjoys the unparalleled quiet that descends peacefully on this area after the office-goers return home. It is not acceptable to punctuate this oasis of peace, quiet and privacy with transient holiday-makers, with no affinity to the neighbourhood, violating the privacy of the closely-placed homes and their residents, potentially drinking (perhaps even binge drinking?) and using drugs (a bad influence on the several children in the area, not to mention the several hundreds of children at New End Primary School), playing music publicly, or boisterously conversing with complete and utter disregard of the permanent residents.

- under an ideal scenario, and if it were commercially feasible, a convenience shop could be very useful at this location – selling affordable lunch sandwiches to the school staff and children, in addition to household sundries. Such a shop would also complement the village-like character of this neighbourhood. However, such shops are romanticisations that may not be feasible in today's 'Ocado-economy'; nevertheless, I mention it as food for thought to paint a picture of an idyllic urban residential-scape in order to demonstrate how grossly inappropriate is the contrasting proposal for a hotel.
- this space will also serve well as storage for businesses on high street or heath street (as it was being used) – which will better optimise economic allocation of land-use, and perhaps alleviate pressures on retailers.

Regarding the design per se, I wish to respond to the design features of the proposed building, drawing from my dual qualification and expertise as an architect and a town planner. Therefore, it would not be unreasonable to assume that I speak with some professional authority when I raise my objections below, because I maintain that architecture and design impacts not only the residents and users of the building, but also the passers-by who see and experience being near the building. Furthermore, it is our collective social responsibility to preserve for posterity the heritage of our built environment, and where such environment must morph, ensure that such change does not brutally vitiate the *wabi-sabi* and violate the vernacular that is our heritage. To add further credibility to my objections, I want to point out that I have also been a resident, for eight years now, barely 30 yards from the proposed development.

I raise my objections as comments on the proposal drawings submitted. Please see attached PDFs of architectural drawings annotated with my comments (these PDFs I shall also be sending via email as there seems to be no provision to directly upload directly on the website – kindly publish the PDFs of the architectural drawings on the website for the benefit of all).

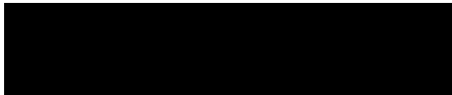
To enumerate, any building that is build on this site:

- must reuse the existing old bricks in its Streatley Place facade
- must not have a three storey component to the structure, and instead be limited to two storeys
- must have a form that reflects the local vernacular (no incongruous, out-of-context, disproportionate eye-sore elements, such as vaults) – more so in the midst of a conservation area

- should not use any faux elements in the facade, such as blocked windows – historically, blocked windows reflected a response to the tax basis, but there is no need to superficially replicate this in the midst of a conservation area
- must be designed by a sensitive architect in partnership with a sensitive landscape architect in order to maintain all existing trees on site, and let the built form incorporate the existing trees, rather than require them to be felled
- incorporate and put to adaptive re-use the 19th century structures to the extent possible

Lastly, I would like to point out that the pedestrian alley-way on which this proposed development is set, and wherefrom the construction material and equipment will likely be conveyed is as narrow as 1.5 metres in part, is defined by a steep slope (on which many an elderly resident has slipped), and interjected with a flight of stairs. It is also this very alley-way that is actively used twice a day by (literally) hundreds of the four-hundred or so children at New End Primary School, and their accompanying parents, younger siblings in buggies, and dogs. Construction scheduling and planning must take this into consideration, in addition to considering the fact that Camden is separately proposing to plant two medium-sized trees smack-bang in the middle of Streatley Place (this alley way), and constant flow of construction traffic could neither be good for newly planted saplings, nor can such middle-of-the-alley planting locations assist smooth transportation of construction material and equipment.

Sincerely,



S.P.S.S.

(name and residential address withheld for data protection and privacy, but can be contacted by post at:



KEY



Ordinary Architecture
 Ordinary Architecture Limited
 Unit 6, 5 Durrant Yard, London E2 6QF
 Telephone : +44 (0) 207 729 4311
 Email : hello@ordinaryarchitecture.co.uk
 Web : www.ordinaryarchitecture.co.uk
 Notes

Revisions

Project
Streitley Place

Drawing Title

Proposed NW
Elevation (Front)

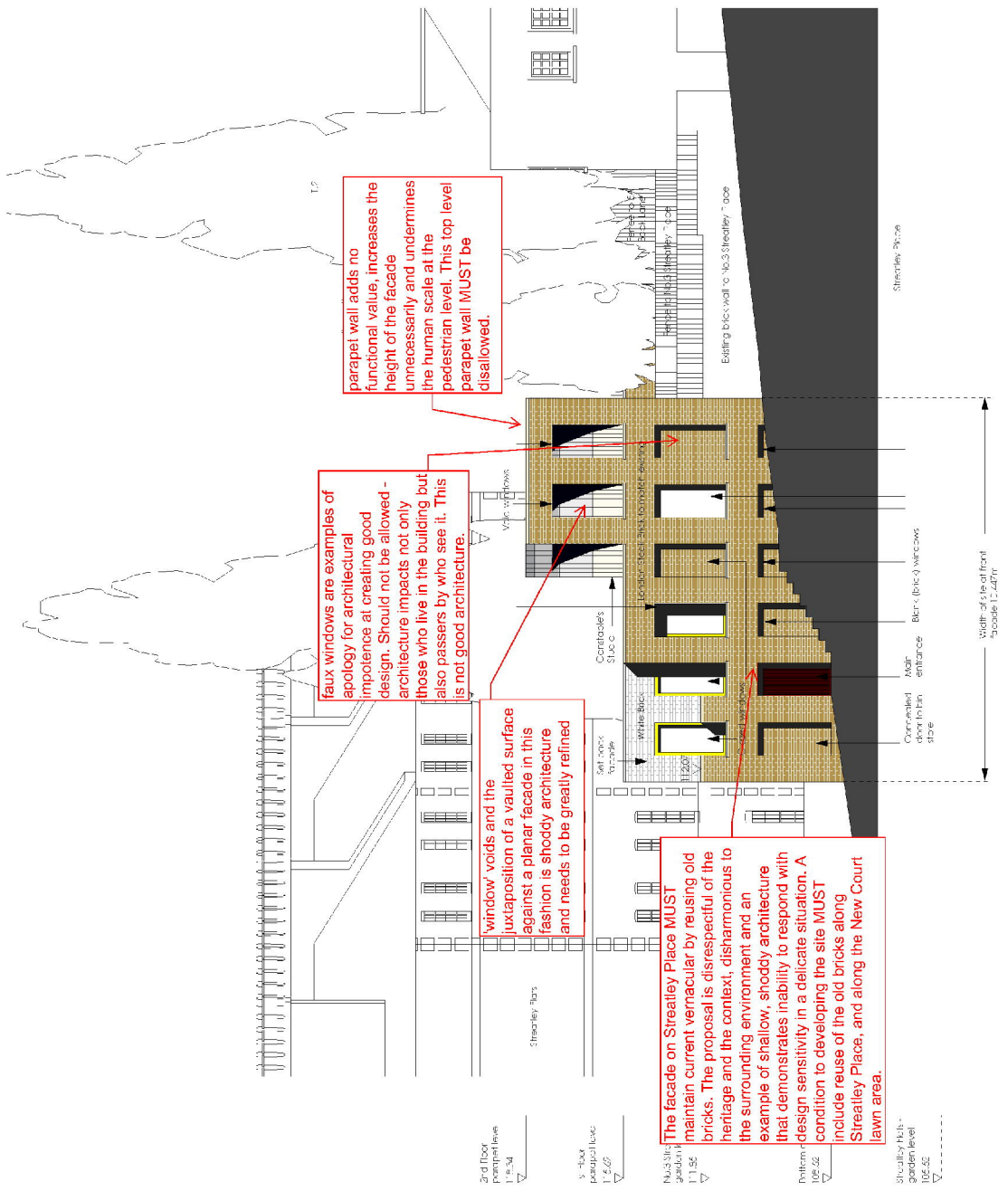
Scale	Status
1:100	10/12/14
8A3	PLANNING

Drawing No.

SP-PL-300

Revision

✱



parapet wall adds no functional value, increases the height of the facade unnecessarily and undermines the human scale at the pedestrian level. This top level parapet wall **MUST** be disallowed.

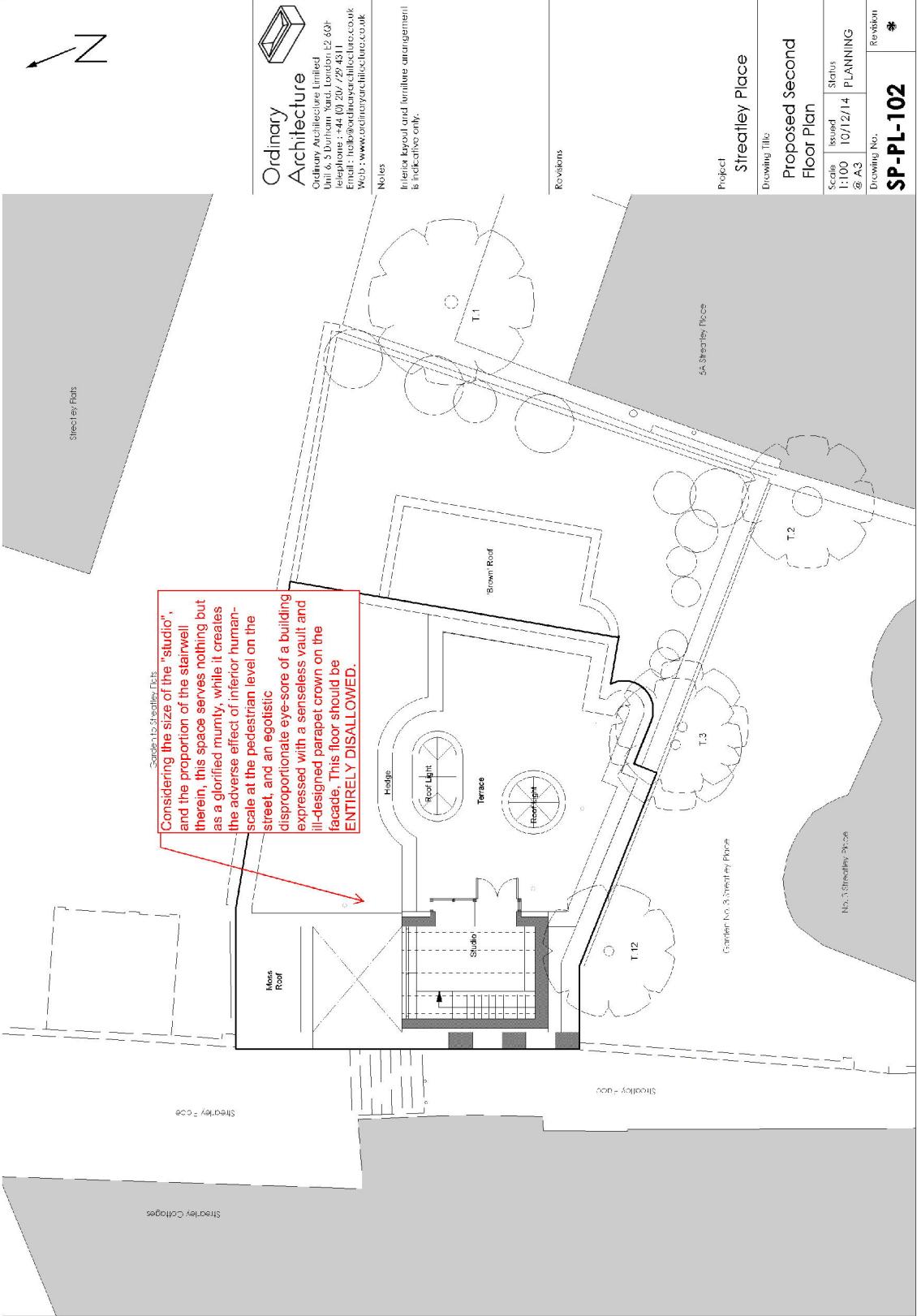
faux windows are examples of apology for architectural incompetence at creating good design. Should not be allowed - architecture impacts not only those who live in the building but also passers by who see it. This is not good architecture.

window voids and the juxtaposition of a vaulted surface against a planar facade in this fashion is shoddy architecture and needs to be greatly refined

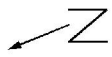
The facade on Streitley Place **MUST** maintain current vernacular by reusing old bricks. The proposal is disrespectful of the heritage and the context, disharmonious to the surrounding environment and an example of shallow, shoddy architecture that demonstrates inability to respond with design sensitivity in a delicate situation. A condition to developing the site **MUST** include reuse of the old bricks along Streitley Place, and along the New Court lawn area.

2nd Floor parapet level	1' 8' 54"
3rd Floor parapet level	1' 8' 00"
1st Floor level	1' 7' 11"
Ground level	1' 0' 00"

Streitley Place garden level	102.52
Streitley Place lawn level	102.52



Considering the size of the "studio", and the proportion of the stairwell therein, this space serves nothing but as a glorified mummy, while it creates the adverse effect of inferior human-scale at the pedestrian level on the street, and an egotistic disproportionate eye-sore of a building expressed with a senseless vault and ill-designed parapet crown on the facade. This floor should be ENTIRELY DISALLOWED.



Ordinary Architecture
 Ordinary Architecture Limited
 Unit 6, 3 Burlington Yard, London, E2 6QH
 Telephone : +44 (0) 207 299 4311
 Email : holk@ordinaryarchitecture.co.uk
 Web : www.ordinaryarchitecture.co.uk

Notes
 Interior layout and furniture arrangement
 is indicative only.

Revisions

Project
 Streetley Place

Drawing Title
 Proposed Second Floor Plan

Scale	1:100	Status	PLANNING
Issued @	A3	10/12/14	

Drawing No.
 SP-PL-102

Revision

*