

## Frognal Way Residents Association

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Please reply to  
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London NW3 6XE  
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21 July 2015

Ms Zenab Haji-Ismail  
London Borough of Camden  
Planning Department  
5 Pancras Square  
London N1C 4AG

Dear Ms Haji-Ismail

Application ref 2015 / 3530 / P  
22 Frognal Way London NW3 6XE  
**LETTER IN SUPPORT**

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Thank you for the opportunity to comment on this proposal. This association represents the twelve residents of Frognal Way in which the site is situated, and wishes to **support** the application. In order to ascertain its member's views accurately, the association undertook a secret ballot in which the voting was 9 – 0 in support of the application, with three residents not responding.

The existing house was originally built for Harold and Daphne Cooper in the mid-1970s to designs by Philip Pank. The site was created by a land assembly transaction out of part of the rear gardens of No 15 and 16 Church Row. Mrs Cooper was profoundly disabled and the house was designed to meet her specific requirements at a time when the concepts of general accessibility and lifetime housing were relatively unknown. Mr and Mrs Cooper lived in the house till 2006 and both were well known to me.

In 2007 the house was sold to a developer who at first proposed four new houses on the site and eventually applied for two. This scheme was obtrusive and out of keeping with the conservation area, affected the setting of nearby listed buildings and interrupted important views across the site. For these reasons, the proposals attracted widespread and vehement opposition, including from this association and its members as well as the residents of Church Row. The application for two houses was refused by the council, with the refusal upheld at appeal in 2009.

In his decision, the inspector stated that the existing house made a positive contribution to the conservation area. Having attended the appeal hearing throughout, this observation seems to have been made in the context of the unattractive replacement proposal before

the inquiry. Unlike most houses in Frogmal Way, the existing house was not identified as making a positive contribution in the Conservation Area Statement adopted in 2001, and notwithstanding the inspector's comment the council did not include it in the Local List adopted in January 2015.

The prevailing view seems to be that while it was – originally – an interesting one-off architect designed house of the period, its contribution to the conservation area falls below that of other unlisted houses in the area, and it is at the lower end of the spectrum of importance.

Since this appeal decision, the council has granted planning permission for a substantial refurbishment and, subsequently, the replacement of all of the external walls, both above and below ground, by reason of their poor condition. The previous owner has carried out some works of demolition, leading to the issue of a Section 215 'untidy land' notice by the council. If the above planning permissions were applied to the house as it now stands, almost nothing would be left of the original fabric.

In 2014 the developer sold the property to the present owners, Mr and Mrs San, who wish to build a new house for long term occupation by themselves and their large family. The owners have carried out an extensive public consultation exercise, and the new proposals are strongly influenced by the form of the Pank house and its response to the unusual backland site; it is set into the slope of the natural ground so that it is hardly seen from the public domain, which also preserves the important views from Frogmal Way to the rear of Church Row. The proposed house has a full green roof (not a sedum roof) so that the view from the houses on the south side of Church Row will be of an open and green landscape; a significant improvement on the unattractive flat roofs of the present building.

We are aware that some local residents are against the proposals and are pressing for the existing house to be retained. While we acknowledge their views, we consider that they are mistaken, and that this reaction is a leftover from the opposition to the former owner's proposals and *modus operandi*. Furthermore the retention of the existing house would now be almost impossible given the depredations of the previous owner and its present condition. In view of the planning consent for replacement of the walls granted previously, the most that could now be expected would be a re-creation or replica; and in all the circumstances it would seem perverse to insist on this when design standards and building technology have advanced over the last forty years and the new owners, like the original ones, will have their own specific requirements.

The grant of planning permission for this application will allow the construction of a new house on this important site in the heart of the conservation area; commissioned, like its predecessor, by individual clients for their own occupation, which is a strong tradition in Hampstead. It will allow the derelict site and buildings to be revived with a new house and garden, appropriate by reason of their unobtrusive design. We hope that the council will grant this application.

Yours sincerely



Douglas Maxwell  
Honorary Secretary  
for Frogna! Way Residents Association

cc all residents of Frogna! Way  
Cllr Andrew Mennear  
Cllr Gio Spinella  
Cllr Siobhan Baillie