

DP3654/RPW/RC

19 June 2015

**FAO Jenna Litherland**

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Dear Jenna

**22 FROGNAL WAY, HAMPSTEAD, LONDON, NW3 6XE  
APPLICATION FOR FULL PLANNING PERMISSION AND RELEVANT  
DEMOLITION OF AN UNLISTED BUILDING IN A CONSERVATION AREA (TOWN  
AND COUNTRY PLANNING ACT 1990)**

We are writing on behalf of our client, Mr Jez San OBE, to submit an application for full planning permission with relevant demolition of an unlisted building in a conservation area for the above site. The application seeks permission for the following:

*Demolition of existing dwelling house at 22 Frognal Way and redevelopment to provide a single detached family dwelling house and all other necessary works.*

As agreed, please find enclosed 1 hard copy and 1 cd of all the planning application documents. The application submission comprises the following documents, which have been agreed with you prior to submission:

- Planning Application Form and Certificates, prepared by DP9 Limited (DP9);
- CIL Additional Information Form, prepared by DP9;
- Planning Statement, prepared by DP9;
- Design and Access Statement, prepared by KSR Architects, including:
  - Plans, elevations and sections of the existing and proposed building;
  - Demolition plans; and
  - Floorspace schedule.
- Heritage Statement, prepared by Heritage Collective;



- Archaeological Written Scheme of Investigation, prepared by Heritage Collective;
- Daylight and Sunlight Assessment, prepared by Deloitte;
- Energy and Sustainability Statement, prepared by Skelly and Couch, including:
  - Whole Life Carbon Assessment
- Transport Statement, prepared by Motion;
- Draft Construction Management Plan Proforma, prepared by Motion;
- Construction Method Statement and Basement Impact Assessment, prepared by Price & Myers and GEA; and
- Arboricultural Report, prepared by Landmark Trees.

A cheque for £385 in respect of the application fee is also enclosed.

### **The Site**

The site is located on Frogmal Way, and is irregular in shape bound by to the west by Frogmal Way, to the north by the rear gardens of Church Row, to the east by 20 Perrins Walk and The Cottage, and to the south by 20 Frogmal Way. The site covers an area of approximately 0.22 hectares.

The application site comprises a derelict residential dwelling, which has been vacant for nearly ten years. The site was originally building in c.1975 by the architect Philip Pank for his client Mr Harold C Cooper. The building has an individualistic design and unusual footprint which features a central rotunda which provides an entrance hall, and three 'fingers which protrude from the hallway. The building is located within a generous plot of land which features a dramatic level change of approximately minus one storey between the entrance level and the south of the site, and approximately plus one storey between the entrance level and the north eastern corner of the site.

The site falls within the Hampstead Conservation Area. The building itself is not statutorily listed, and is not identified on Camden's Local List which was adopted in January 2015. There are several listed buildings in the vicinity of the site including Sun House (Grade II\* listed) and Shepherds Well (Grade II listed), both on Frogmal Way. The six bollards at the end of the path linking Church Row to Frogmal Way are Grade II listed. To the west of the site, St John's Church is Grade I listed, as are many of the tombs in the St John's churchyard. To the north of the site, the houses along the south side of Church Row closest to the site are all Grade II or Grade II\* listed.

Frogmal Way is a short walk from Hampstead town centre, and has a PTAL rating of 3. Frogmal Way itself is a private road which is managed by the Frogmal Way Residents Association. A



public footpath runs to the west of the site, which links Frognal Way to St John's Church and Church Row.

## **Planning History**

A detailed planning history is provided within the Planning Statement submitted as part of this application.

In summary, an application for the demolition of the existing building and the erection of 2 x two storey family dwellings was submitted to the LBC in August 2007 (application reference 2007/3790/P and 2007/3791/C). The previous owner of the building appealed against non-determination, and the application was considered by a Planning Inspector, and subsequently refused the appeal on the grounds that the proposed development *'would harm the character and appearance of this part of the conservation area and would interrupt important local views and views from St John's churchyard. I also conclude that the proposed houses would harm the setting of nearby listed buildings and I am not convinced that the suggested condition and Section 106 agreement would restrict parking availability to ensure less reliance on the car and the use of alternative modes of transport. For these reasons, I conclude that Appeal A should be dismissed and planning permission refused'* (Appeal Decision, Paragraph 28). The appeal was dismissed on 20 October 2008.

Following the refusal of the 2007 appeal scheme, planning permission was granted by LBC in September 2009 for an extension scheme, which included various alterations to the existing building, including extensions to the existing basement, conservatory, insertion of a car lift, introduction of a green roof, lightwells, a lanterns light roof extension to the rotunda and other associated works (application reference 2009/3168/P). This consented application has been partially implemented, but has not been completed.

An application was subsequently approved in March 2012 for the removal of the existing external brickwork and replacement with custom manufactured bricks in association with the extension scheme (application reference 2011/0924/P).

Most recently, two tree applications have been submitted and approved for: i) the felling of a willow tree (application reference 2014/4872/T); and ii) the reduction of the lower north limb of a lime tree by 15% (application reference 2014/4899/T).

## **Proposed Development**

The concept behind the proposal is to demolish the existing building, and to provide a replacement family dwelling of exceptionally high design quality and strong sustainability credentials. The proposed development seeks to make a significant enhancement to the character and setting of the Hampstead Conservation Area and surrounding listed buildings. More details of the design proposals are found in the Design and Access Statement and the Heritage Statement submitted as part of this application.



The proposed dwelling provides a very sensitive architectural response to the setting and context of the surrounding area, through respecting the maximum height of the existing building to avoid any adverse impacts on the setting of neighbouring buildings. The proposed dwelling will read as a single storey building from ground level, with living accommodation provided at lower ground floor opening out into the garden level, with a basement storey below. The external appearance of the building has been developed to respond to the character of the Hampstead area, although the building is barely visible from public viewpoints.

The development has also been assessed against national, regional and local planning policies, and has been found to be in general conformity with the relevant policies. Please refer to the Planning Statement for detailed analysis of the scheme proposals.

We look forward to receiving confirmation that the planning application has been registered. Please contact Bob Woodman or Rachel Crick at this office should you require any further information.

Yours sincerely

Rachel Crick  
**Planner**  
**DP9 Limited**