

109 Frognal, London NW3 6XR

Ms Kate Phillips
London Borough of Camden
Development Control & Planning Services
Town Hall
Argyle Street
London WC1H 8ND

22nd October 2016

Dear Ms Phillips

Demolition and replacement of No 115 Frognal

My wife and I live at number 109 Frognal and have done so since 1984.

We very much value the understated traditional character of the area and the way in which the majority of the houses sit comfortably within their plots and alongside the mature trees which give the area a countryside feel, despite its urban location.

We are not averse to the idea of modern architecture but believe that for this to assimilate successfully into an area such as Hampstead it must be of the absolute highest quality and should respect the general scale and proportions of the existing buildings and the features that provide the area with its special character.

The current house at 115 Frognal is of pleasant appearance. Although it occupies a very prominent position within the Conservation Area it does not 'shout out' or appear overly dominant because of its scale, massing, traditional design, and use of materials compatible with the location.

Importantly the existing house does not fill the plot completely. It retains generous space between it and its neighbours so that it can breathe. The built form is softened by the mature trees which flank it and frame it, particularly in views from the frontage.

In contrast the proposed replacement house appears of quite monolithic scale wrapping around the whole site from the rear of the plot adjoining my neighbour's garden at 113 Frognal to the garage block which stands at the entrance to Oak Hill Way.

No breaks or open views are proposed to be retained such that one would gain the impression of a sweeping terrace or flatted block running from 113 Frognal all the way to 1 Oak Hill Way rather than a single residence.

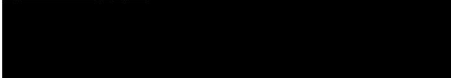
The architecture is in our view non-descript. The design does not reflect local character nor is it the best of modern architecture so as to exhibit an eclectic quality.

Existing mature trees are to be removed to facilitate this overdevelopment of the site. This loss of very large mature trees further harms the character of the area.

We do not see any good reason why permission should be given to demolish a house within a conservation area unless the replacement would result in clearly better situation. We have always been made aware that any proposals to alter our own home would only be supported if they would either preserve or enhance the conservation area.

The current application clearly does neither and so for this reason it is with regret that we feel we must object and ask that the Council refuses the application in its current form.

Yours sincerely



Ronald Stern