



# *The Heath & Hampstead Society*

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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: 2016/5380/P

Address: 115 Frognal NW3

Description: New house REVISED Design.

Case Officer: Kate Phillips

Date 3 February 2017

NB We were not aware that this radically altered design had been presented from information via LB Camden, only from recent neighbours' alerts. This obstruction of access to information which ought to be publicly available is unacceptable.

This revised design is indeed radically different from the originally submitted proposal, freeing it from the derivative architectural constraints of the first design. However, it does not fit the bill, of providing an acceptable substitute to the existing house, which contributes so notably to the character of our Conservation Area.

The existing house dominates this corner of the CA; this fragmented form only detracts from it. Its architecture is in fact somewhat banal; its rounded corners sit uneasily into its overall concept.

The perspective sketch submitted is quite misleading; it depicts the new house as a if it were a cottage in a rural setting. This part of the CA indeed has many good trees, but not that many, and the overall image presented is deceptive.

Still not good enough. Please refuse.

