



REDINGTON FROGNAL ASSOCIATION
Umbrella body for residents groups in the Redington Frogнал Conservation Area

30 March, 2017

Dear Mr. Peres da Costa,

2017/0579/P: 26 Netherhall Gardens – objection

Redington Frogнал Association is greatly concerned by this proposal to destroy another of the Fitzjohns / Netherhall Conservation Area's locally listed buildings, which forms a positive contribution to Sub Area One. The area has been designated a Conservation Area on account of its late Victorian buildings, and its gardens and mature trees and vegetation. These features are absolutely central to the streetscape and to the Area's history.

The demolition of this fine example of the Queen Anne / Arts and Crafts architecture will cause a loss, not only to the area's architectural history, but also to its rich social heritage. Ames House, or 26 Netherhall Gardens, is said to have been donated by its owner in 1901 to 'protect the morals of young working girls in London' (https://www.goodreads.com/author_blog_posts/6109484-my-first-london-book-launch---at-the-chocolate-museum).

It is entirely inappropriate that a building of such social significance, should be demolished to make way for more luxury flats.

We would query a number of the responses given to Historic England's questions in "Understanding Place: Conservation Area Designation, Appraisal and Management" (2011) to assess the building's significance to the conservation area. Many of the answers on pages 28 to 30 of the applicant's Heritage Statement are subjective and as expected of a developer seeking to demolish a locally listed building.

In particular, we would refute the negative responses given to:

- Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?
- Does it have historic associations with local people or past events?
- Degree to which its historic form and values have been eroded?

Ames House, 26 Netherhall Gardens



Replacement building

The planned replacement building is a very banal pastiche, which will form a negative contribution to the conservation area and streetscape and also result in a substantial loss of garden space and the felling of as many as five mature trees (contrary to Fitzjohns / Netherhall Conservation Area Guidelines F/N27, F/N28 and F/N30).

The replacement fails to observe many stipulations of the Fitzjohns / Netherhall Conservation Area Statement, including the requirement to leave a gap between it and its neighbours, in order to leave gaps to enable the rear garden to be visible from the street.

The replacement building is excessively large in relation to its plot and extends too far into the rear garden, with an unacceptable level of rear garden extensions (in addition to the side garden building). This is in breach of Fitzjohns / Netherhall Conservation Area Guidelines F/N1, F/N29 and F/N32, which require new development to respect existing features, character and appearance and to provide a habitat for wildlife. The replacement building also fails to incorporate a front garden and appropriate front boundary treatment, thereby further damaging the streetscape and in contravention of Fitzjohns / Netherhall Conservation Area Guideline F/N31.

Featureless Proposed Replacement



Excessive Garden Loss



Car parking



Any replacement development should be car-free, particularly as the postcode NW3 5TL has a PTAL rating of 6A and is in close proximity to the bus routes on Finchley Road, Finchley Road and Swiss Cottage underground stations, Finchley Road and Frognal Overground and the planned CS11 Cycle Superhighway.

The proposals are contrary to the following Camden Core Strategies and Development Policies and Redington Frognal Conservation Area Guidelines:

CS: 5.7, 11.17, 13.13, 13.14, 14.4, 14.7, 14.11, 14.12, 14.19, 15.17, 15.19

DP: 19.7, 19.8, 19.9, 22.15, 24.13, 24.15, 24.19, 24.21, 25.4, 25.5, 25.6, 25.7, 25.8

F/N 1, 27, 28, 29, 30, 31, 32.

This speculative development fails to both “**preserve or enhance**” and we cannot allow heritage assets, which make a positive contribution to our Conservation Area, to be destroyed.

Yours sincerely,

Secretary
Redington Frognal Association
<http://www.redfroghampstead.org>