

**2 FROGNAL CLOSE  
LONDON,  
NW3 6YB**

3 December 2017

Planning Department  
Camden Council  
Judd Street  
London  
WC1H 9JE

Dear Sirs / Madams

**41 FROGNAL – Application number 2017/5234/P**

We live immediately adjacent to the above property, and the above Planning Application has been brought to our attention.

We consider that the Applicant and their agents seek, through either a lack of understanding of massing and materiality in architecture or by way of a disingenuous disregard for it, to mislead in the manner with which this Application is presented.

The covering letter from DP9, dated 20 September 2017, states that 'The proposed amendments are being sought following a pre-application meeting and follow-up held in March and June 2017 respectively with planning and design officers at Camden'. It further states that the application is merely for 'Changes to materiality; and Rationalisation of window openings' and that 'there is no alteration in floorspace, building **height** and **mass**, footprint or new additional windows proposed'.

We have emboldened and underlined the words 'height' and 'mass' as it is on these points that our objection to the manner in which this Application is being presented is centred.

In the Documents with this letter we have attached the description of **massing in architecture** as described in Wikipedia, being as good a source of an explanation for the general public as to be comprehensible, along with its sources. We have underlined what we consider to be salient issues within that description when brought to bear on what is now being proposed for this third variant of the Planning Applications made on this site over the past 3 years.

The chronology of the Planning history of the site is pertinent here as it demonstrates what appears to be a general erosion of the Council's Planning Department's views on the building, and underlines our concerns that it is being led into an acquiescent and an unnecessarily yielding relationship with the Applicant. We take the view that if Camden Council considered the original building to be of so little merit then why did they oblige the Applicant on the original and subsequent submission to retain the front facade 'as is'?

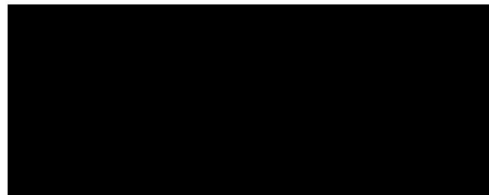
Attached are a series of marked up documents in which we draw your attention to the following -

- 1 The massing and materiality of the front original building display:-
  - A a massing of the main building to the left of the site, with the garage providing the transition element between the building and the adjacent Listed building in Froggnal Close.
  - B a clear layering of differing materials, with the Ground floor based on horizontal brickwork and fenestration and the First floor of horizontal fenestration and timber boarding over – with either end recessed from the end walls so as to effectively visually reduce the bulk of the upper floor.
- 2 In the original Planning Application documentation in 2015, including the Heritage Statement, there was much regard paid to the nature of the existing building, and the Planning and Design and Access Statements make much of the intention of retaining its salient features.
- 3 In the revised Application of August 2016 both the Heritage Consultant and the Architects made the self-same arguments for the retention of the salient features of horizontality and materiality of the front facade.

- 4 We have no knowledge of the discussions between the Council's officers and the Applicants team in March and June 2017 noted in the letter that accompanied this present Application, but we note mention in it that 'There is no alteration in floor space, building height and mass, footprint or new additional windows proposed'. In this regard we draw attention to various comments that we have made on the submitted drawings that indicate that this is palpably incorrect.
- 5 The Planning Application Form, under Section 4 Pre-Application Advice, requires completion of various pieces of information if the Application relates to assistance or prior advice from the local authority where the box 'yes' is ticked. There is none on the form, part of which requires 'Details of the pre-application advice received', yet the letter specially draws attention to the fact that the Application relies on the advice given in March and June 2017. We feel that we are entitled to know the nature of this advice, and are unable to comment on this aspect without this information.

As the proposed changes are cosmetic and make no alteration to the beneficial spaces and uses of the building, undermine the original design intent for the building that Camden Council wished to retain, encroach on the nature of the original lowered link with the adjacent Listed building in Frognal Close, and radically erode the nature of the building that the Heritage Consultant and the Architects originally sought to protect, we submit that this Planning Application be Refused.

Yours faithfully,



Attached:-

Document 1	Description of 'Mass' from Wikipedia
Document 2	Marked up copy of Existing Front Elevation
Document 3	Marked up Pages 3 and 28 of Heritage Statement, common to original and August 2016 Applications
Document 4	Marked up copy of Pages 35 and 36 of DP9 letter accompanying the original Application
Document 5	Marked up copy of 'Elevations Front' from August 2016 Application [Consented]
Document 6	Marked up copy of 'Elevation Side 1' from current Application
Document 7	Marked up copy of 'Elevations Rear' from current Application
Document 8	Marked up copy of 'Proposed Roof Plan' from current Application
Document 9	Marked up copy of 'Proposed First Floor' from current Application

## 41 Frognal

### From Wikipedia – Massing in Architecture

Massing is a term in [architecture](#) , which refers to the perception of the general [shape and form](#) as well as size of a building.<sup>[1]</sup>

Massing refers to the structure in [three dimensions \(form\)](#), [not just its outline from a single perspective \(shape\)](#).<sup>[1]</sup><sup>[3]</sup> Massing influences the sense of space, which the building encloses, and helps to define both the interior space and the exterior shape of the building.<sup>[1]</sup> The creation of massing, and changes to it, may be additive (accumulating or repeating masses) or subtractive (creating spaces or voids in a mass by removing parts of it).<sup>[4]</sup> Massing can also be significantly altered by the materials used for the building's exterior, as transparent or layered materials are perceived differently.<sup>[1]</sup>

It is widely accepted that architectural design begins by studying massing.<sup>[5]</sup> From a distance, massing, more than any architectural detail, is what creates the most impact on the eye.<sup>[6]</sup> Architectural details or ornaments serve to reinforce massing.<sup>[7]</sup> Because it has a direct relation to the visual impact a building makes, massing is one of the most important architectural design considerations.<sup>[1]</sup>

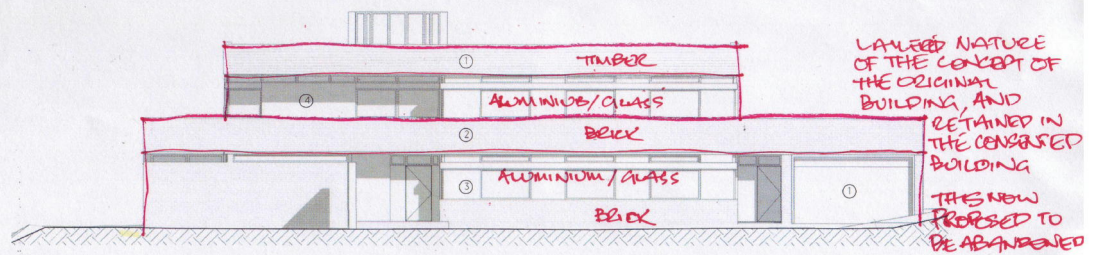
#### Reference

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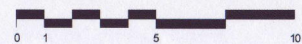
1. Jacoby, Sam (2016). *Drawing Architecture and the Urban*. Chichester, West Sussex: Wiley. p. 52. ISBN 9781118879405.
2. Born, George Walter (2006). *Preserving Paradise: The Architectural Heritage and History of the Florida Keys*. Charleston, S.C.: History Press. p. 149. ISBN 9781596291522.
3. Thompson, Arthur (1999). *Architectural Design Procedures*. New York: Routledge. p. 108. ISBN 9780415502849
4. Dietsch, Deborah K. (2002). *Architecture for Dummies*. New York: Hungry Minds. pp. 30–31. ISBN 9780764553967.
5. Leyton, Michael (2001). *A generative theory of shape*. Berlin: Heidelberg Springer. p. 366. ISBN 9783540454885.
6. Charleson, Andrew (2015). *Structure As Architecture: A Source Book for Architects and Structural Engineers*. New York: Routledge. p. 14. ISBN 9780415644594.
7. Glassie, Henry H. (2000). *Vernacular Architecture*. Philadelphia, Pa.: Material Culture. p. 69. ISBN 9780253213952.

- ① Timber cladding
- ② Brick
- ③ Back painted glass
- ④ Feature tile
- ⑤ Glass - translucent

## EXISTING ELEVATIONS



EXISTING FRONT ELEVATION  
SCALE 1:100





## 1 Executive Summary

- 1.1 41 Frognal was designed in 1965 by Alexander Flinder for the industrialist Harry Kleeman in the International Modernist style.
- 1.2 The house lies within the Redington Frognal Conservation Area. 41 Frognal sits 'quietly' in its mature setting, set back from the road. This landscape setting in particular is recognised as a defining feature of the conservation area and is an important contributor to its character.
- 1.3 The proposal is to retain the existing house, adding extension to the rear, side and second floor and creation of a new garage and a single level basement to provide a modern detached family dwelling and a one bedroom apartment. The scale and composition of the extensions have been designed to be sympathetic to the existing building and its setting.
- 1.4 The scheme is respectful and well-considered and takes its cue from the existing architectural composition of the building. The proposals will significantly enhance the environmental performance and therefore sustainability of the building.
- 1.5 Following pre-application discussion, particular emphasis has been placed on ensuring the horizontal form remains – in particular through emphasis of the fenestration in the extensions. Detailed panelling of the full length rear stair window has been incorporated to break up the full length glazing.
- 1.6 The effect of the works on the heritage significance is positive. The works will preserve the character and appearance of the conservation area and the setting of nearby listed buildings – the sylvan setting of the house will be retained and the key elements of the architectural style of the building will remain legible and appreciable.
- 1.7 For these reasons, the proposed scheme complies with the law, and national and local policy and guidance for listed buildings and conservation areas.



## 8 Summary and conclusion

- 8.1 The proposed scheme is respectful and well-considered ~~and takes its cue from the existing architectural composition of the building.~~ The proposals will significantly enhance the environmental performance and therefore sustainability of the building.
- 8.2 The effect of the works on the heritage significance described earlier is therefore positive. ~~The works will preserve the character and appearance of the conservation area and the setting of nearby listed buildings – the sylvan setting of the house will be retained and the key elements of the architectural style of the building will remain legible and appreciable.~~
- 8.3 For these reasons, the proposed scheme complies with the law, and national and local policy and guidance for listed buildings and conservation areas.



## 5.0 CONCLUSION

- 5.1 The proposal seeks to undertake partial demolition, extension and full refurbishment of the existing house, retaining the existing front facade while adding a new single storey garage. Extensions to the rear, side and at roof level are also proposed, as well as introducing a new lower ground level to provide a six bedroom detached family dwelling and a one bedroom duplex apartment.
- 5.2 The proposed scheme has been subject to detailed assessment against national, regional and local planning policy and guidance and has been found to be in general accordance with the development plan and other material considerations.
- 5.3 In particular, it will deliver the following policy objectives and benefits:
- The proposal comprises a sensitively designed scheme which addresses the complexities, constraints and opportunities of the site;
  - No material harm would be caused to the amenity of neighbours from the proposed works, since no new overlooking, loss of privacy or effect on outlook would occur. Access to the house would remain as it currently exists.
  - The setting of the neighbouring listed buildings will be enhanced by virtue of the refurbishment of the existing neutral building on site with a high quality new family home and separate one bedroom apartment;

- The proposed development will remain set back in the existing plot and centralised to better reflect the grain and character of the conservation area; and
- The resulting sustainability and renewable energy strategy will see an improvement over the existing building and will aim to reach a BREEAM Domestic Refurbishment rating of Excellent. The proposals will incorporate passive energy measures (i.e. photovoltaics and green sedum roofs above the second floor, rainwater harvesting etc), together with the maximisation of other renewable energy technologies (i.e. Air Source Heat Pump) within the heritage constraints of the site.

5.4 In conclusion, the current proposals all contribute to improving the building as a single family residence and separate one bedroom duplex apartment, enhancing the buildings original design and layout whilst ensuring the historic front façade's form and integrity is sympathetically retained. The alterations are all intended to bring the property up to modern standards and provide the floor area expected in high-quality family homes. This will enable the building to continue in a historically appropriate and viable use – that is, residential – which is consistent with its conservation.



Architectural rendering of a three-story building with numbered callouts 1-7 and handwritten red annotations. The building features a mix of materials including brick, wood, and stone. Handwritten red text at the bottom reads: "CHANGE OF TIMBER FACED WILL" and "THIS IS A". Red arrows and boxes highlight specific areas: a red arrow points to callout 1 (wood paneling above windows), a red box highlights callout 6 (stone wall on the right), and a red arrow points to callout 7 (dark textured wall on the left).

THIS IS A  
HEIGHT INCREASE

1. CHANGE OF TIMBER FRAME WILL  
LOSE CONNECTION WITH ORIGINAL  
DESIGN OF HOUSE THAT HERITAGE  
CONSULTANT, ARCHITECT, PLANNING  
CONSULTANT AND CAMDEN COUNCIL  
CONSIDERED VITAL TO RETAIN
2. CHANGE TO BRICKWORK WILL  
ADD TO THE FEELING OF A  
BASIC MONUMENT.
3. EXTENSION OF FRAME WILL  
MUCH INCREASE THE MASS  
OF THE BUILDING, AS TO WILL  
ITS PROPOSE CHANGE TO BRICKWORK

- ① New timber cladding to match existing
- ② Existing brickwork retained.
- ③ New double-glazed windows to match existing.
- ④ Pre-oxidised zinc.
- ⑤ Green wall.
- ⑥ New render to match existing.
- ⑦ New grey brickwork.
- ⑧ New brickwork to match existing.
- ⑨ Glass balustrade.

How is the  
extended fascia  
supported at  
this end?

W/ THE CHANGE TO  
BRICK, AS THIS ALONG  
WITH BRICK FACADE  
ADDS TO THE SENSE  
OF A MANSION. IT ALSO  
DARKENS THE IMMEDIATELY  
4RJ ALONG GARDEN @  
2 FLOORAL CASE



KSRARCHITECTS

41 FROGNAL  
ELEVATION SIDE 1

Date: 2/11/2014	Status: Information
Scale: 1000 (x 4)	Dr. Will Combs
Project Ref:	Discovery No.
14044	P312
	Revision
	E



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ACTUAL HEIGHT OF THE  
PROPOSED FINISH ON  
THE FRONTAGE

- ① New timber cladding to match existing
- ② Existing brickwork retained
- ③ New double-glazed windows to match existing
- ④ Pre-oxidised zinc
- ⑤ Green wall
- ⑥ New render to match existing
- ⑦ New grey brickwork
- ⑧ New brickwork to match existing
- ⑨ Glass balustrade

**KSRARCHITECTS**  
ARCHITECTS  
140244  
41 FROGNAL  
ELEVATIONS REAR

DATE	20/06/2024	BY	ARCHITECT
SCALE	1:1000	BY	ARCHITECT
PROJECT	140244	DATE	20/06/2024
		BY	ARCHITECT

