



The Heath & Hampstead Society

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: 2018/2359/P

Address: 29-30 Hollycroft Avenue NW3

Description: Rear infill extensions

Case Officer: Alyce Keen

Date: 5 June 2018

These Locally Listed houses, designed by Quennell in the 1930's, are part of a large group of Quennell houses in this area. Their architecture and detail are typical of his work, and contribute greatly to the character of this part of Hampstead

Although the additions proposed to the 2 houses are relatively small in scale, and not fully visible from the street, it is important that their architecture is fully respected. These proposals do not do this, and must be resisted. It is plain that the owners (or their architects) know little or nothing about the national importance Quennell's work; the application tinkers with the scale and design of its concept, and is damaging to its character in our Conservation Area.

Both designs are equally harmful, in their different ways; please refuse