

Application ref: 2018/2882/P
Contact: Thomas Sild
Tel: 020 7974 3686
Date: 17 September 2018

Development Management
Regeneration and Planning
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Hedley Clark Ltd
Yew Tree House
Sandy Lane
Kingsley Bordon
GU35 9NH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Householder Application Refused

Address:
102 Frognal
London
NW3 6XU

Proposal: Erection of replacement first floor side extension following demolition of existing conservatory.

Drawing Nos: Site Location Plan (LP-01), Planning, Design & Access & Heritage Impact Statement (Hedley Clark), EX-03, DM-01, DM-02, DM-03, PA-03 Rev 01

The Council has considered your application and decided to **refuse** planning permission for the following reason:

Reason for Refusal

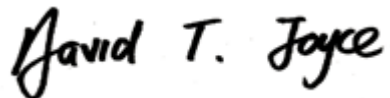
- 1 The proposed extension, by reason of its siting, visual prominence, bulk, form and detailed design, would appear as an incongruous and visually obtrusive addition, detracting from the character and architectural integrity of the host building as a positive contributor to the Hampstead Conservation Area. The proposed extension would cause harm to the setting of adjoining listed buildings nos. 104-110 Frognal and the special character of the conservation area. As such the proposals are contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017, and policy DH1 of the Hampstead Neighbourhood Plan (2018).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning