

4 July 2019

Sofie Fieldsend
Regeneration and Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London WC1H 9JE

Re: 2019/3015/P,

Dear Sofie,

The Hampstead Neighbourhood Forum objects to this retrospective application, noting that it is nearly identical to 2018/1022/P, which was refused on the basis that the development would be detrimental to the character and appearance of the conservation area. The current proposal, by virtue of its hard landscaping and nature of the materials, fails to enhance the rustic and green character of the area, and therefore is contrary to Hampstead Neighbourhood Plan DH1 and DH2 as well as Camden Local Plan D1, D2 and CC3.

DH1 states that development proposals should demonstrate how they respond and contribute positively to the character of the area. The Plan identifies North End as part of Character area 4, described in Appendix 1 as an area of "overgrown greenery and mature landscape". It states that "any future redevelopment of the area must consider its location at the edge of the Heath and seek to preserve and enhance its lush open character."

We urge Camden to reject this proposal as contrary to both the Hampstead Neighbourhood Plan and the Camden Local Plan.

Sincerely,

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Chair
Hampstead Neighbourhood Forum
■ www.hampsteadforum.org
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