
From: [REDACTED]
Sent: 03 December 2019 12:13
To: Planning
Subject: Reference 18a Frogna! gardens 2019/5348/P

Dear Mr Farrant

Regarding the proposed demolition and build on 18A frogna! gardens

There are many objections on the basis of scale and disruption that have been made by others .

But in addition the detailed proposal does not seem to fit with the Hampstead plan or indeed the councils own requirements.

According the proposal 'The scale, composition, detailing and materiality of the proposal take reference from the distinctive local architecture and have been designed to complement and enhance the existing site and it's setting'.

There seems to be no consideration for the 'architectural language' of the street. I do not have an objection to a modern building but this design does not enhance the area but dominates it and the statement that says 'The scale and composition of the proposal draws on the contrasting architectural languages and forms of the immediate context' is not at all evident in the visual language that is employed.

It goes on to say 'The proposed principal south facade draws on the detail texture and materiality of the historic context. **The ceramic facade treatment is a reinterpretation of the traditional hung tiles found in many neighbouring buildings and across the wider conservation area.** Buff brick is introduced on the gable elevation, bringing a second colour and texture which is reflected in the two-tone materiality of many of the Victorian buildings.'

But there are no tiles on the facade of any building – yes there are tiles on roofs but not covering entire facades – so this link seems to be a tenuous argument. This design offers no sympathetic reference to the visual or architectural language of the street or conservation area. Furthermore the bright green colour covering the entire building is not consistent with, or sympathetic to, the street and will simply dominate it. For it to reference in with the street and conservation architecture substantial changes would need to take place, and particularly in the colour of the facade which seems to dominate the entire design and is very out of place.

I have looked carefully at the projects of the architect and many of them are wonderful buildings with designs that would much better suit this site but I would like to oppose the design for this site in its current form.