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**From:** [REDACTED]  
**Sent:** 03 December 2019 18:32  
**To:** Planning [REDACTED]  
**Subject:** Ben Farrant Ref.no. 2019/5348/P

From [REDACTED] Frognal Gardens, London NW3 6UX

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December 3 2019

Dear Sir,

Re. Planning application ref. 2019/5348/P 18A Frognal Gardens NW3

I wish to protest most strongly against the above application.

Frognal Gardens has been awarded 'conservation status' by the planning Authority. Consequently, given that it has been designated an 'area of special or historic interest' the character or appearance of which it is desirable to preserve or enhance – see section 69 of the 1990 Planning Act (Listed Buildings and Conservation Areas) - the appearance of any proposed new building must be extremely significant. Frognal Gardens is a quiet road situated in close proximity to St John's, Hampstead's 18th century parish Church, with its green churchyards and mature trees, as well as the architecturally magnificent Church Row. The existing buildings of the road itself, are mostly large dignified Edwardian properties, built of the brick that was used at the time – ie approximately 1911, with large trees and surrounding gardens giving it a green and spacious aspect. It very much contributes to the 'Villagey Hampstead feel' of this area of Hampstead. There are a few later buildings dating from the thirties, which blend in with the older buildings because of the green almost rural quality of the road. At present, the current 18A is an unremarkable, modest sixties type building, which nevertheless fits in well enough to the profile of the street as far as its appearance is concerned. In comparison, and as shown in drawings and the plan, the proposed new building is architecturally completely inappropriate given the nature of its surroundings. More like something one would see built on the coast of the Algarve, or architect William Ellis' fake Italianate buildings at Port Merion or similar.

For these reasons and in conclusion, I believe this proposed development to be is out of character with the surrounding environment, much too big, and inevitably will change the harmony and character of the street. Noticeable for all the wrong reasons, it threatens to be a grandiose, ugly development in an area of special and historic interest, thus flouting the Planning Act and degrading an area that 'conservation status' is meant to protect.

I trust that the Planning application will be refused.

Yours sincerely,

[REDACTED]