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B. Farrant Esq  
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**Via Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)**

**Date:** 14<sup>th</sup> February 2020  
**Your Ref:** 2019/5348/P  
**Our Ref:** 107

Dear Mr Farrant

**HERITAGE AND DESIGN OBJECTIONS TO APPLICATION REFERENCE 2019/5348/P –  
REDEVELOPMENT OF 18A FROGNAL GARDENS NW3 6XA**

I write to submit further additional objections concerning heritage and design considerations that were submitted on 16<sup>th</sup> December 2019, on behalf of a number of local residents of Frognal Gardens including: Mrs Varshika Manji, Mr Lars, Mrs Veronica Bane and Mr Peter Oppenheimer and Dr Joanna Myers. These respond to the applicant's Design & Access Statement Addendum dated 7<sup>th</sup> February 2020.

First, the residents do not dispute that the existing building makes no more than a neutral contribution to the Sub Area Five: Frognal Hampstead Conservation Area. This was made clear in the December representations. It is also not disputed that the building could be replaced for this reason, subject to an acceptable design in scale and materiality, to preserve and or enhance the character of the conservation area. The applicant's scheme does not achieve this.

The residents December objections remain as stated and are not altered by the applicant's Design & Access Statement Addendum (February 2020), which fail to address the objections submitted for the following reasons:

- The examples set out as 'precedents' of modern design that contribute to the conservation area are generally not in Sub Area Five: Frognal, ie Platts Lane, Willow Road, Lawn Road, Ellerdale Road and Reddington Road.
- The modern examples that are in Sub Area Five are muted reflecting more the character of Sub Area Five: Frognal, including 9, 20 and 66 Frognal Way.
- The justification that trees both existing and proposed, screen 18a Frognal Gardens and that it is a verdant character, is likely to be relevant for 6 months of the year but the other half of the year trees are not in leaf. The new building will be highly exposed and incongruous with added emphasis from October/November to March/April every year. There are no photographs of the impact of the proposed dwelling in Winter months.
- The design inspiration is of follies, and buildings in large estates, not appropriate for an infill/backland site in a predominantly Victorian/Georgian/arts and crafts conservation area character. Brick and tiles is the general character.

In summary, the Design & Access Addendum (February 2020) does not address the heritage assessment shortcomings, it does not justify the scale and materiality of the proposed development and does not overcome the heritage harm to the conservation area, with no public benefits arising. The

application should be refused planning permission and conservation area consent as it fails to comply with the Council's adopted planning policies: D1, D2 of the Local plan; policies H21, H22 and H24 of the Hampstead Conservation Area Statement and policies DH1 and DH2 of the Hampstead Neighbourhood Plan, the NPPF and Historic England Guidance.

Yours sincerely



**Mary Power**  
**Director**  
**PowerHaus Consultancy Ltd**