
From: [REDACTED]
Sent: 01 May 2020 15:49
To: Planning
Cc: Bushell, Alex
Subject: Planning Application 2020/1025/P Neighbour to Schreiber House

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OBJECTION

From:
THE HEATH & HAMPSTEAD SOCIETY

We consider the application's design to be an improvement on the existing building, but in this location - on the edge of the Heath, very prominent, and next to a famous listed building - considerable improvement to the design should be sought. The Schreiber House is uncomplicated and rigorous. Any new neighbouring building would do well to emulate those qualities – regardless of style - and the references on page 31 of the DAS suggest that this is the intention.

Unfortunately we think the design has lost its way somewhere. Externally, we find it over fussy and disjointed when viewed from the street, as if a once bold form has deteriorated into 'a bit of everything'. The rooftop drum feature is overbearing and more like the kind of motif that you'd see on a shopping centre entrance. The patterned brickwork – which works on the oriel window 'feature' - is far too distracting on the corner form, spoiling the form.

The architectural references are slightly confusing - a bit of everything. Are the Oriel window, drum corner and filigree all supposed to be some abstracted Edwardian motifs? Are the vertical rhythms of the fenestration and 2nd floor a nod to the vertical emphasis of the Schreiber House?

We consider that the treatment on the junction of Templewood and West Heath drive, the bookend effect on both streets, works well. We are pleased to see the retention of the original Schreiber wall and the trees.

However please Object to the proposal unless and until a simplification and improvement is carried out to the design in this very important location.