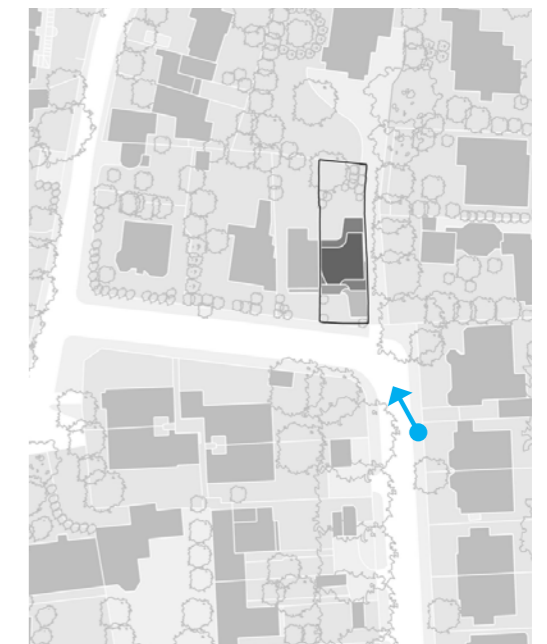


## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

Previously Submitted Scheme - View from South



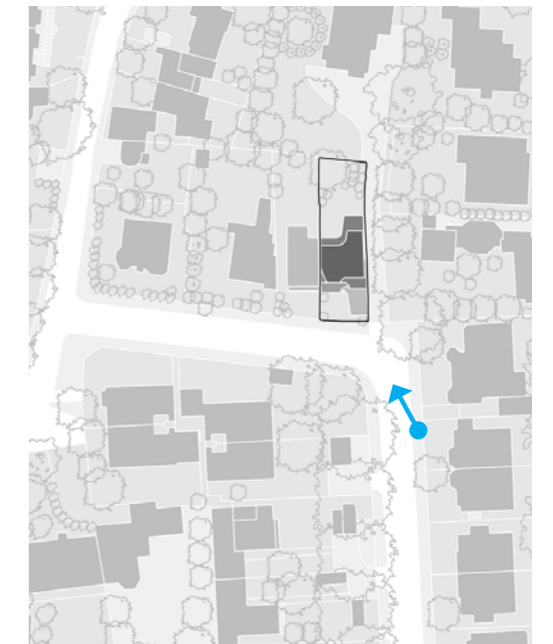
## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

#### Revised Scheme - View from South



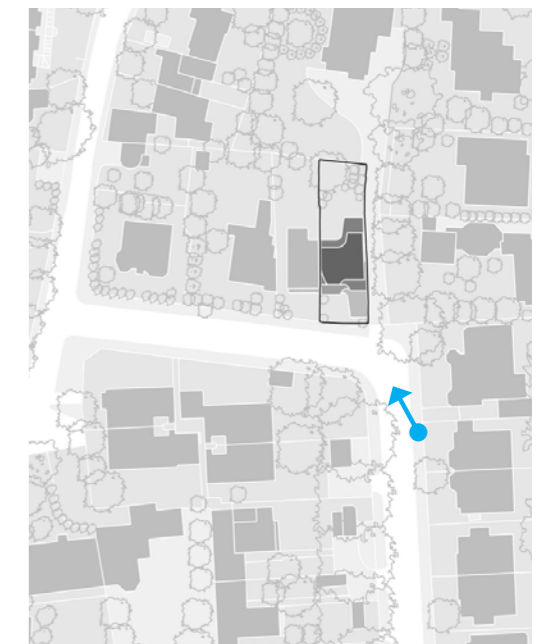
- Height to top of chimney reduced by 750mm
- Height to top of roof reduced by 350mm
- Curved 1220mm setback to east gable wall
- 230mm setback to top floor front wall
- 450mm top floor setback from west gable wall
- 1st & 2nd floor levels reduced 150mm
- Window height reduced by 650mm
- Front extension reduced by 1575mm and planting zone increased to 3320mm.
- More opaque planting to boundary with 18b



## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

Previously Submitted Scheme - Detail of View from South



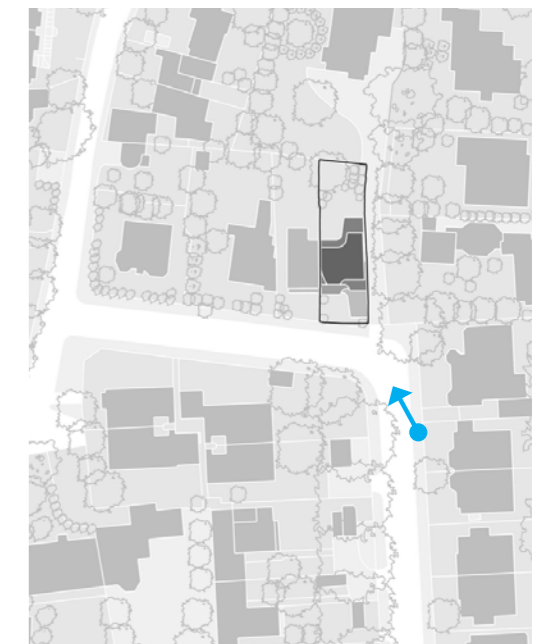
## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

#### Revised Scheme - Detail of View from South



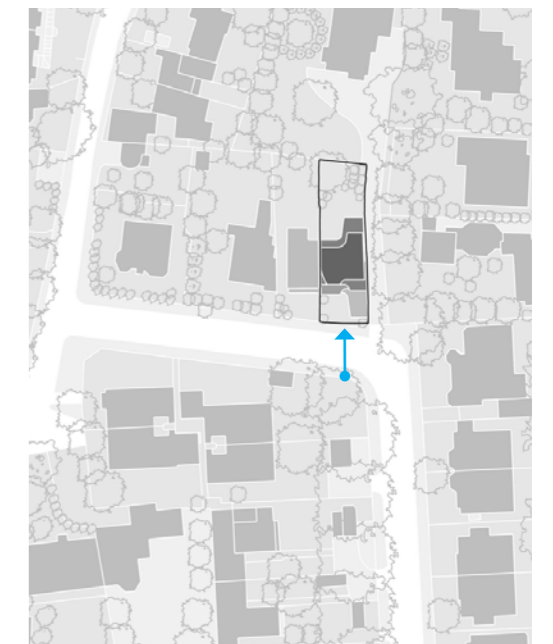
- Height to top of chimney reduced by 750mm
- Height to top of roof reduced by 350mm
- Curved 1220mm setback to east gable wall
- 230mm setback to top floor front wall
- 450mm top floor setback from west gable wall
- 1st & 2nd floor levels reduced 150mm
- Window height reduced by 650mm
- Front extension reduced by 1575mm and planting zone increased to 3320mm.
- More opaque planting to boundary with 18b



## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

Previously Submitted Scheme - Frontal View



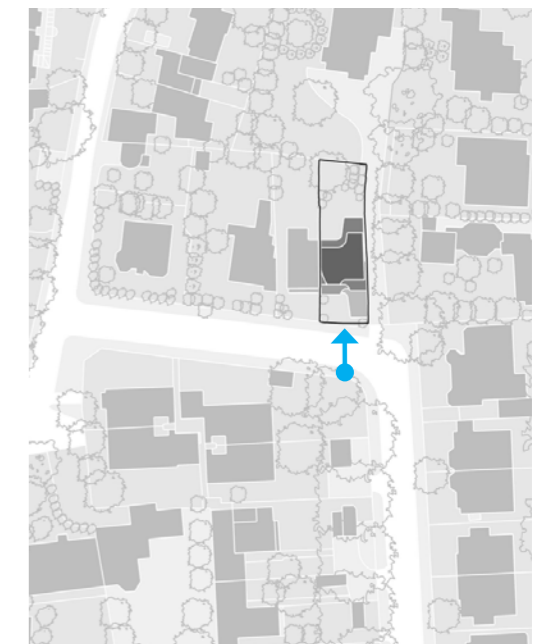
## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

#### Revised Scheme - Frontal View



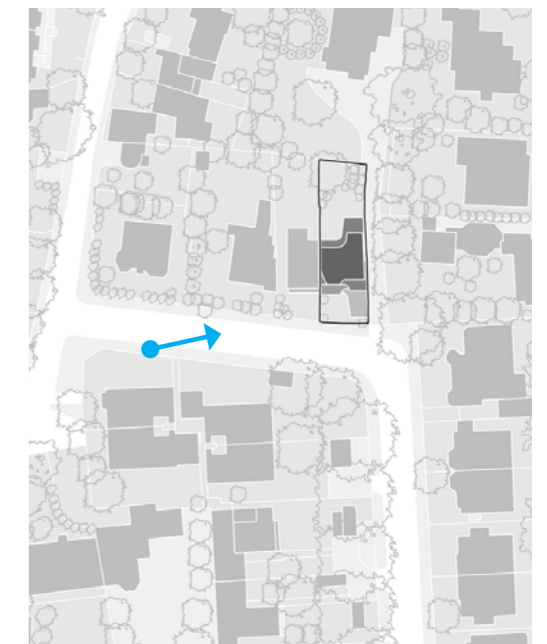
- Height to top of chimney reduced by 750mm
- Height to top of roof reduced by 350mm
- Curved 1220mm setback to east gable wall
- 230mm setback to top floor front wall
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- 1st & 2nd floor levels reduced 150mm
- Window height reduced by 650mm
- Front extension reduced by 1575mm and planting zone increased to 3320mm.
- More opaque planting to boundary with 18b



## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

Previously Submitted Scheme - View from West



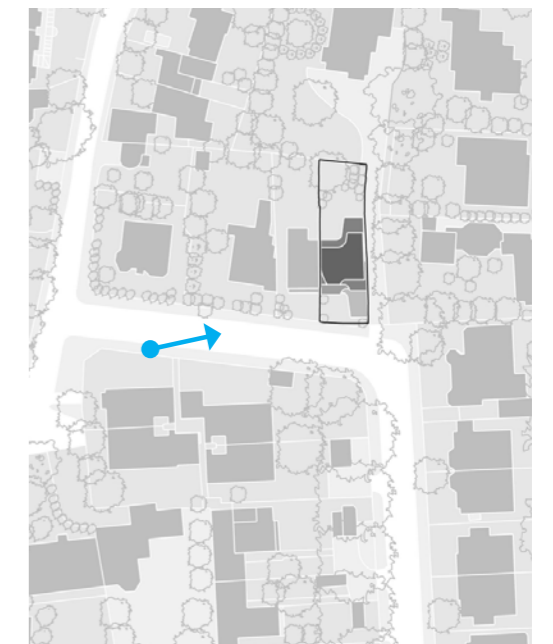
## 4.0 Design Development

### 4.8 Views of Scheme Before & After DRP

#### Revised Scheme - View from West



- Height to top of chimney reduced by 750mm
- Height to top of roof reduced by 350mm
- Curved 1220mm setback to east gable wall
- 230mm setback to top floor front wall
- 450mm top floor setback from west gable wall
- 1st & 2nd floor levels reduced 150mm
- Window height reduced by 650mm
- Front extension reduced by 1575mm and planting zone increased to 3320mm.
- More opaque planting to boundary with 18b





# Section 5.0

## Heritage Statement

## 5.0 Heritage Statement

This section should be read in conjunction with the preceding analysis provided in this report. Here, we specifically address the statutory duties relevant to this application, the assessment framework contained within the NPPF and compliance with Camden's own local Plan Policy. Thus this section addresses whether the scheme preserves or enhances the character or appearance of the Conservation Area or causes any harm to any designated heritage asset in the NPPF sense.

### Assessment of the Scheme

As set out above, the principal assessment related to Designated Heritage Assets is whether the development as a whole at least preserves or enhances the character and appearance of the Hampstead Conservation Area.

The Council has identified the existing building as making a 'neutral' contribution to the Conservation Area. We have nevertheless undertaken an assessment in accordance with Historic England guidelines and conclude that the building makes no more than a neutral contribution to the Conservation Area and a negative one in some regards. Given the limited broad brush appraisal in the Conservation Area Appraisal, Our assessment goes into more detail than is possible within a wider Conservation Area Appraisal.

In any event, the Council agrees that there is no in-principle objection to the demolition of the existing building. While the development must be considered as a whole, there cannot be any harm to any designated heritage asset arising from the demolition of the existing building. The demolition of the existing building does not engage the provisions relating to 'harm' as set out in the NPPF, and paragraph 196 would not apply.

Assuming a replacement building is at least as good as the existing building it replaces, then the character and appearance of the Conservation Area would be maintained and at least 'preserved' in accordance with the Section 72 duty. There is plainly an opportunity in the present case to make a higher quality contribution to the Conservation Area than the existing building. We consider that this is achieved, emphatically, and the

character and appearance of the Conservation Area is enhanced.

Innovative architecture and design is a principal characteristic of the Conservation Area, especially throughout the 20th century. There is a long-established tradition in Hampstead of avant-garde architecture dating back to the mid-19th century. This is widely recognised, including in the Council's own Conservation Area Statement.

Thus, where innovative approaches can be accommodated without harm arising from the demolition of buildings, then modern and innovative designs are wholly consistent with the character and appearance of Hampstead and should be supported, where they are of genuine quality. Throughout the 20th century, buildings which were opposed at the time are now known as some of the most important residential buildings of their period, including some highly graded listed examples. Erno Goldfinger's 1-3 Willow Road (listed Grade II\*) is the supreme example.

Hampstead as a place of innovation is as much an element of its character to preserve and enhance as its more traditional characteristics; it would be perverse therefore if the Conservation Area designation of the late 1960s were to constrain innovative approaches to architecture as a result of the 'preserve and enhance' duty – Hampstead remains very much a location of innovative approaches to design, evidenced by more recent modern new builds in the Conservation Area. This includes the Mesh House (also by Alison Brooks Architects) and 17 Templewood Avenue with a copper roof which will acquire a distinctive hue over time.

Indeed, the Planning Inspector at No. 14A Redington Road in 2006 was unequivocal that 'strikingly modern' developments alongside the traditional are a fundamental part of the character of the area. To lose that sense of innovation was plainly anathema to the Inspector: 'I feel that there is a danger that the history of architectural innovation in the area would be lost if too many buildings were permitted which sought merely to replicate the designs and ideas of the past.' (our emphasis).

Such an approach is also reflected in adopted planning policy and the NPPF which promotes excellence and local distinctiveness in design, and where this is achieved, such an approach as the application proposals is quite capable of preserving and enhancing the character and appearance of the Conservation Area in a locally distinctive fashion. We consider that this is achieved.

This document, read with the DAS submitted with the application, sets out how the building has been designed to meet the client's brief with an exceptional piece of architecture appropriate in this location, and taking the opportunity to enhance the contribution that the site makes to the Conservation Area:

- The overall picturesque design and massing reflects the symmetrical bayed composition of the surrounding Victorian Houses. This rhythm is present in the façade of the main building.
- The elevational treatment of the building is layered with some aspects stepping forward, some back, reflecting the layered building line of the nearby Victorian buildings formed by roofs, porches and bays.
- Other contextual details are reflected in the use of a chimney which references the rooflines of surrounding buildings, and the vertical and horizontal alignment of building elements generally, including its immediate neighbour at 18b.
- In this way the design is a contemporary interpretation of the compositional elements of the Victorian buildings in a proportionally appropriate manner. The proposal has been carefully designed to draw its references in form and detailed design in a playful manner from the surrounding architectural context.
- Thus the design draws on the surrounding historic context, with a striking modern building entirely appropriate in Hampstead as a location for architectural innovation.
- In terms of scale, the building mediates the consistent 5-6 storey context of the eastern side of the road and its lower neighbour at 18b. Its position just off the corner does not overwhelm the northern approach on Frognaal Gardens but instead pleases the viewer with its gradual revelation in the context of mature foliage.
- In terms of materials, the tiles evoke the Victorian spirit of craft, with a bespoke high quality material. The properties of the material softly reflect

(literally) the lush greenness of Frognaal Gardens, presents animation and articulation in the façade and present interest to the viewer.

The proposals accord with Policy D1 in that they represent excellence in design that respects local character and context, responds creatively to its context, uses high quality materials and is sustainable in design and construction (the building represents a substantial improvement over the environmental performance of the existing building). This document explains how the proposal responds positively to Hampstead's Character and the Character Area 2. These enhancements should be given great weight in the determination of the application.

On this basis we do not consider that the proposals harm the character and appearance of the Hampstead Conservation Area. Thus the grant of planning permission would be consistent with the duty set out in Section 72 of the Act and consistent with policies in the NPPF which encourage high quality design and architectural innovation.

# Appendix A : Design Review Panel Report



## London Borough of Camden Design Review Panel

### Report of Chair's Review Meeting: 18a Frognal Gardens

Friday 13 March 2020  
Video conference

#### Panel

Catherine Burd (chair)  
Matthew Lloyd

#### Attendees

#### Attendees

Edward Jarvis	London Borough of Camden
Kevin Fisher	London Borough of Camden
Richard Limbrick	London Borough of Camden
Deborah Denner	Frame Projects
Tom Bolton	Frame Projects
Kyriaki Ageridou	Frame Projects

#### Apologies / report copied to

Bethany Cullen	London Borough of Camden
Richard Wilson	London Borough of Camden

#### Confidentiality

This is a pre-application review, and therefore confidential. As a public organisation Camden Council is subject to the Freedom of Information Act (FOI), and in the case of an FOI request may be obliged to release project information submitted for review.

Report of Chair's Review Meeting  
27 March 2020  
CDRP84\_18a Frognal Gardens

## CONFIDENTIAL

### 1. Project name and site address

18a Frognal Gardens, London NW8 6XA

### 2. Presenting team

Alison Brooks	Alison Brooks Architects
Ayesha Khan	Alison Brooks Architects
Roger Bowdler	Montagu Evans
Tim Miles	Montagu Evans
Nadine Majaro	Client
Roger Pilgrim	Client

### 3. Planning authority's views

The application site is located on the northern side of Frognal Gardens within sub-area five of the Hampstead Conservation Area. The surrounding area consists predominantly of large Victorian semi-detached and detached properties, and is characterised in part by green space and mature vegetation. A number of properties of a more contemporary design also exist within the area. The site contains a 1960s built semi-detached single family dwelling house, set back from the street by a driveway. The property is noted within the Hampstead Conservation Area Appraisal as having a neutral impact on the conservation area. The closest listed buildings are at Nos. 104-110 Frognal, 38 metres away.

A planning application was submitted in November 2019. The proposal is to demolish the house and erect a replacement four storey plus basement single family dwelling house, with a green ceramic façade and associated landscaping alterations. The form and language of the house are inspired by the neighbouring Queen Anne Revival style villas found in Frognal Gardens and throughout the conservation area, as well as the Victorian tradition of garden conservatories, merged with the more grounded form, single material palette, and horizontal emphasis of No. 18b Frognal Gardens.

Officers considered the principle to be acceptable, subject to further details, though requested the following: further detail on materiality/design; reconsideration of the depth of the ground floor front projection (to reduce visibility and encourage landscaping); removal of accessible front roof terraces; and further consideration to the design of the side elevation (such as a 'scooped' approach, as on the front elevation) as the side is entirely visible in views of the property. They asked the panel for its views on these aspects, as well on how comfortably the design sits within the conservation area; on massing and height; and on whether the proposal serves to harm or to preserve and or enhance its character and appearance, in the light of the limited public benefits offered by a private house.

Report of Chair's Review Meeting  
27 March 2020  
CDRP84\_18a Frognal Gardens



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### 4. Design Review Panel's views

#### Summary

The panel considers the proposals represent a particularly interesting scheme, with architecture of a potentially very high quality. Its feedback is intended to help refine the details of the planning application, to ensure the building provides public benefit through the quality of its design to mitigate any harm caused in the conservation area setting. While the opulence and originality of the materiality is impressive, and the finished house will be a special building, it is important that it is highly appropriate for its conservation area setting. The panel suggests that the mass of the building be reduced in small ways to prevent it from seeming over-dominant, in a context where architecturally distinctive modern houses are generally characterised by their modest qualities. The panel therefore asks that the design is carefully examined to identify areas where its mass can be subtly reduced, particularly around the roofline, chimneys and where the front elevation projects beyond the building line of No. 18b Froggnal Gardens. Views from the west-facing windows in the projecting section of the ground floor must also be managed carefully to avoid overlooking No. 18b. The panel feels there is scope to refine the scale of the fenestration, particularly given the south facing aspect. It supports the proposed use of green faience material for the façade, and enjoys the detail of the design, including the façade curves and chimneys. It is convinced that the scheme can be refined to achieve full support.

#### Architecture

- The panel accepts that the character of the Hampstead Conservation Areas includes significant architectural variety, including examples of progressive architecture. It considers that the proposals form an appropriate contribution to this aspect of the area's character.
- The panel considers the proposed façade material to be delightful, with the green colour an appropriate reference to design influences. The interpretation of these influences is interesting, with the curvature and detail of the corning particularly effective.
- The panel query the scale, detail and potential for overheating of the large south-facing windows and wonder if there is scope for refinement of these.
- It is important that the new building is as sustainable as possible. The design team has a particular duty, in the context of the climate emergency declared by Camden Council, to ensure that the replacement building has the lowest possible embodied energy.
- It is essential that the current architect delivers the scheme through to completion, as the success of the design will depend on its execution to the highest level of quality.



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#### Massing

- Although appreciating the building's flamboyant character, the panel feels that the massing of the proposed building is slightly larger than is comfortable for the site. Its relationship to the neighbouring No. 18b is particularly important. The panel notes the new building could eventually, or theoretically, form one half of a semi-detached pair of houses with a house on this site, and its design and massing could reflect this.
- Minor adjustments to the building massing and height will ensure the building does not appear too large in relation to neighbouring buildings, particularly given the slope of the street.
- Adjustment to the height of the right-hand side recessed element at top floor would lessen the dominance of this elevation.
- The left-hand side of the top storey also feels dominant in relation to the adjoining house, and could also be reduced in height.
- The panel asks whether there is any opportunity to pull the left-hand area of the ground floor frontage further back towards the building line of No. 18b.

#### Ground floor frontage

- The panel expressed mixed views about the projecting ground floor element on the right-hand side of the front elevation, including the view that its size creates an impression of overdevelopment.
- This projection may be possible in the context of the boundary planting, but in any case the relationship of this element to No. 18b should be managed carefully to avoid overlooking, as it provides a sweeping view of the neighbouring frontage.

#### Next Steps

The panel feels confident that the applicants can resolve its comments in collaboration with Camden officers.



