



HAMPSTEAD NEIGHBOURHOOD FORUM

Fergus Wong
Camden Planning Solutions Team

10 July 2022

Re: Planning Reference 2022/1607/P, 12b Keats Grove

Dear Mr Wong,

We would like to correct one point stated in the application. While the Hampstead Neighbourhood Forum were contacted by and agreed to meet with the architects, we were never subsequently contacted despite follow-up emails from us. We never saw the proposal before the application was registered nor had any input into the design.

We agree with the Heath and Hampstead Society that the proposed façade facing Keats Grove is too high and the overall mass rivals and diminishes the important designated heritage asset to its right. The proposal further damages the setting of the listed property. The proposal therefore is contrary to DH2 of the Hampstead Neighbourhood Plan: “Development proposals must seek to protect and/or enhance buildings (or other elements) which make a positive contribution to the Conservation area”.

The façade of the existing dwelling is low profile and has minimal impact on the streetscape. The proposed building would be an assertive new addition to Keats Grove, with a presence to rival that of 12 Keats Grove and alter its setting.

As suggested by the Heath and Hampstead Society, we would like to see a more subordinate façade, smaller in mass and height.

Sincerely,

Janine Griffis

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