

The Fortune Green and West Hampstead Neighbourhood Development Forum strongly objects to this application on the basis of height and the addition of a fourth storey, in an area where other houses are have a maximum of 3 storeys . The building is already taller than immediate neighbouring residential buildings and the addition of another floor, in modern design, would increase its incongruity.

The application contradicts objective 2 of the Neighbourhood Plan, one of six key objectives, emphasised by Policy 2. (see both below).

*Objective 2. Design & Character Development will be of high-quality design and will need to reflect the existing styles of the Area, large parts of which are covered by Conservation Areas. The height of new buildings shall have regard to and respect the proportion, scale, massing and rooflines of existing buildings in their vicinity and setting. In all development there shall be a clear presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it.*

*Policy 2. All development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead. This shall be achieved by:*

- i. Development which positively interfaces with the street and streetscape in which it is located.*
- ii. Development which maintains the positive contributions to character of existing buildings and structures.*
- iii. Development which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.*
- iv. Development which has regard to the form, function, structure and heritage of its context - including the scale, mass, orientation, pattern and grain of surrounding buildings, streets and spaces.*
- v. A presumption in favour of a colour palate which reflects, or is in harmony with, the materials of its context.*
- vi. New buildings and extensions that respect and are sensitive to the height of existing buildings in their vicinity and setting. Tall buildings in the Growth Area will need to have regard to their impact on the setting of the two immediately adjacent conservation areas, in order to avoid any negative impact on them.*
- vii. Extensions - and infill development - being in character and proportion with its context and setting, including the relationship to any adjoining properties.*
- viii. The provision of associated high quality public realm.*
- ix. Having regard to the impact on local views across the Area and the streetscapes within the Area (as identified in A11 and Map 2).*
- x. Development which aims to fulfil the criteria set out in Building for Life 12 (as detailed in A18).*