

3275/08-2512PO01IdI

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By email only (planning@camden.gov.uk)



David Fowler
London Borough of Camden
Development Management (Planning)
5 Pancras Square
London
N1C 4AG

Dear Mr Fowler

APPLICATION 2025/4861/P
LAND AT REGIS ROAD, LONDON NW5 3EW

On behalf of our client, The City of London Corporation ('City Corporation'), Metropolis Planning have been instructed to submit this initial holding objection to the above planning application.

Interest of the City Corporation

The City Corporation is the statutory body responsible for the management and protection of Hampstead Heath, having assumed this role from the London Residuary Body in 1989 pursuant to the London Government Reorganisation (Hampstead Heath) Order 1989 and related legislation.

In exercising its statutory duties, the City Corporation is required to protect and preserve Hampstead Heath as open space, and to ensure that development within the Heath or affecting its boundary, setting, or views does not adversely affect its character, appearance, or enjoyment.

The City Corporation has adopted a Hampstead Heath Management Strategy (2018–2028) and takes an active and consistent role in making representations on development proposals that may have a material impact on the Heath or its setting.

Principle of Objection

Upon initial review of the application material, The City Corporation objects to the proposal in its current form for the following reasons.

Impact on the Open Character and Setting of Hampstead Heath

The proposed redevelopment, comprising buildings of up to 24 storeys (residential equivalent), would represent a substantial and intrusive form of development within the setting of Hampstead Heath.

The City Corporation is concerned that the scale, height, and massing of the proposal would Harm the open, natural, and undeveloped character of the Heath and its wider setting; introduce visually

dominant built form into important views from and towards the Heath; and conflict with the City Corporation's statutory duty to safeguard the Heath as open space.

The City Corporation notes that the proposed height is approximately 20 metres higher than the maximum heights set out in both the Regis Road Supplementary Planning Document (SPD); and the Camden Local Plan Building Heights Study. We have not had the opportunity to review the Heritage Statement or the Townscape and Visual Impact Analysis submitted with the application at this stage; however, from the images included in the submitted Design and Access Statement it becomes apparent that this additional 20m becomes material in the visibility of the proposed scheme from viewpoints on the Heath, taking it from a scheme which sits well within the prevailing building heights of this historic vista, in foreground views, to one which is considered overly dominant and prominent in these views.

Given the recent adoption of both the Regis Road SPD and the Building Heights Study prepared in support of the recently adopted Camden Local Plan it is disappointing that this detailed guidance on suitable building heights has been ignored so swiftly.

Impact on the Character and Appearance of the Conservation Area

The proposal includes redevelopment at a scale that raises significant concerns regarding harm to the character and appearance of the surrounding Conservation Area; and potential non-compliance with statutory duties under sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Impact on Neighbouring Amenity

The City Corporation is also concerned about likely adverse impacts on neighbouring amenity, including but not limited to overbearing impacts arising from excessive height and massing; loss of visual amenity; and potential impacts on tranquillity, including noise, activity, and light spill, particularly given the proposed mix of uses.

The Heath is a resource for all of London to enjoy, and as such it is sensitive to the pressure from increased density of development in proximity to its boundaries. Reference is made to this proximity in a number of the application documents and the City Corporation will review the application submission to ensure that any potential adverse impacts arising from the intensification of use proposed has been properly assessed and suitable mitigation proposed where necessary.

Holding Objection and Reservation of Rights

This letter constitutes an initial holding objection only. The City Corporation has not yet had the opportunity to fully review the extensive application documentation, environmental information, and technical assessments submitted in support of the proposal.

Accordingly, the City Corporation expressly reserves the right to submit further, more detailed representations following a comprehensive review of the application, including but not limited to matters relating to Townscape and Visual Impact; Heritage and Conservation Impacts; Environmental Effects; Policy Compliance at Local, London Plan, and National Level.

Conclusion

For the reasons outlined above, and in exercising its role as custodian of Hampstead Heath, the City Corporation objects to the application as currently proposed and considers that it raises fundamental concerns in respect of height, scale, heritage impact, and harm to the Heath and its setting.

The City Corporation respectfully requests that this objection be given full weight in the determination of the application.

Paul O'Neill
Director

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