

Rachel Crick

From: Rachel Crick
Sent: 14 April 2015 08:55
To: 'Litherland, Jenna'
Cc: Lakew, Eleanor; 'Sheehy, John'; 'Bob Woodman (Bob.Woodman@dp9.co.uk)'
Subject: 22 Frogal Way

Dear Jenna

Further to our last pre-application meeting on 26th February, KSR have worked with Eleanor to achieve an acceptable design solution for the proposed development at 22 Frogal Way. The team are currently working towards the second round of public consultation, with an exhibition scheduled to take place on site this Sunday evening (19 April between 4 and 7 pm), which you are more than welcome to attend. Following this we anticipate that the application will be submitted towards the end of this month.

At the meeting we requested your formal pre-application advice, and we have not received your feedback to date. We have also asked for confirmation on which of the viewpoints from the churchyard will be required to be submitted, and whether the views are required to be verified views or CGIs. We would be grateful if you could issue your formal feedback within the next week. If we receive any feedback later than this there will be insufficient time to address this in the application submission at the end of the month.

We are currently working on the basis of the following feedback we have received from the pre-application meetings held to date:

- You required a Heritage Assessment to be undertaken regarding the principle of demolishing the existing building, before the principle of redeveloping the site could be agreed. You requested that the Heritage Assessment addressed two key points:
 1. The quality of the existing building
 2. The contribution the building makes to the Conservation Area.
- A detailed Heritage Assessment prepared by Heritage Collective was submitted to you, and it was discussed and agreed that the most important features of the existing building, in terms of its contribution to the conservation area, relate to:
 1. Its integration into the site
 2. As a bespoke, architect designed house of unusual form
 3. As a low profile building with little impact on its surroundings.
- We discussed whether it would be feasible to retain the existing building, or whether a façade retention scheme could be delivered. It was agreed that an infilling scheme would result in a compromised building, and that there would be little merit to a façade retention scheme as the façade of the building does not provide a significant contribution to the conservation area.
- LB Camden have acknowledged that the existing building is in a poor condition and that significant alterations to the building have already been consented. We discussed that at officer level, LB Camden could envisage replacement by a new building, subject to ensuring that the proposed design makes an improved contribution to the conservation area.
- Detailed design discussions have taken place to ensure that the design concept is acceptable and sympathetic to the surroundings. KSR have worked with LB Camden to introduce additional brick on the building facades, and introduced a curved element to the roof of the entrance hall. We consider that the design of the scheme has now been resolved.
- You recommended that public consultation was undertaken in two steps, to involve residents at an early stage in the design process. We have held the initial public consultation which identified that whilst there is some, widely anticipated, objection from residents of Church Row, that there was overwhelming support for the proposals from Frogal Way. A second round of public consultation is to take place within the next week to provide a scheme update to residents.
- The list of application submission documents has been agreed.

- The viewpoint location from the churchyard is still to be agreed.

I look forward to hearing from you soon.

Kind regards
Rachel

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