

PROJECT	22 FROGNAL WAY	REF.	14008
SUBJECT	ARCHITECTURE & DESIGN SUMMARY NOTE	DATE	25 MAY 2016
NAME	Guy Ailion		
DISTRIBUTION	Rachel Crick, et al – DP9 Anjana Gosh, et al – Brecher LLP Jez San – Client Richard Solomon – KSR Architects LLP Guy Ailion – KSR Architects LLP		

The following summary refers to the Design and Access Statement, June 2015, Planning Application no. 2015/3530/P

1.0 KSR ARCHITECTS

- 1.1. KSR ARCHITECTS are an internationally renowned and award winning architectural practice based in Camden Town for over 30 years and with a large active office in Shenzhen, China. Whilst our core oeuvre is London based within Camden, RBKC, Westminster, and Barnet, we have for many years been engaged in significant international projects including in Barbados, Russia, France, Croatia, South Africa, Hong Kong and mainland China.
- 1.2. We are the recipient of many awards, both local and international, including Camden Council's own Design Award for Tercelet House, Frognal, only a few hundred metres from 22 Frognal Way. We have twice won the prestigious Evening Standard Best New Development Award for The Pavilions overlooking Lords Cricket Ground, and for Phillimore Square (here also a MIPIM international finalist). In the last 12 months, two of our houses have been selected in the 'Houzz Top 10 Most Beautiful Houses in London' and we were awarded the NLA New London Award for our work in Kings Cross.
- 1.3. With our offices based in Camden for the past 30 years, we have remained passionate and dedicated to our work in the borough. We believe that it should be the role of local planners and local architects to work together to provide mindful work that is of considered local thought and promotes progress, innovation and sustainable solutions, often within historic context.
- 1.4. Our current and recent houses in the Hampstead Conservation Area include Frognal Gardens, Ellerdale Road, Frognal, Nutley Terrace, West Heath and Holford Road.

2.0 EXISTING BUILDING AND CONTEXT

- 2.1. The application site falls in the Hampstead Conservation Area (Sub Area 5: Frognal). The site is 0.22Ha and is accessed from Frognal Way. The north boundary of the site borders the rear gardens belonging to Church Row properties and is the highest point of the site. The site slopes steeply from north to south and benefits from mature trees which provide natural screening, particularly to the north of the site.
- 2.2. The east boundary adjoins the garden of 22 Perrin's Walk and borders The Cottage at the end of Perrin's Walk. The south boundary is the lowest point of the site and borders Ellerdale Close. The west boundary of the site borders a private driveway, a garage building and no. 20 Frognal Way known as The Gracie Fields House.
- 2.3. The existing site is currently unoccupied and has remained vacant for almost 10 years. The site vegetation is overgrown and the existing building is derelict owing to works undertaken in relation to the 2009 permission by a previous owner (ref. 2009/3168/P), the lawful implementation of which is currently being contested by LB Camden.

- 2.4. At the centre of the property, previous excavation has exposed the second lower storey of the building and poor quality brick work.
- 2.5. The existing building on site dates from c. 1975 and was designed by the architect Philip Pank for his client Mr Harold C. Cooper.

3.0 THE BRIEF

The core brief is required address the following 4 items:

- 3.1. The design a new home for the client, his wife, five children and future care support.
- 3.2. Accommodation of the client's degenerative disability -a rare form of Muscular Dystrophy.
- 3.3. A sensitive approach to neighbours' views of the site, the site's historic context and it's conservation area status. Heritage Collective was consulted at an early stage and provided input to ensure the design responded to the character and appearance of the conservation area.
- 3.4. Understanding of the planning history and respond appropriately to the inspector's report following the 2008 Dismissed Appeal – 2007/3790/P and 2007/3791/C.

4.0 PROPOSED DESIGN CONCEPTS

The concept for the original building contains some useful elements. The intent is to reuse these elements within the new proposals which will, with refinement, respond better to the context and brief (see fig 1-4).

The new house will:

- 4.1. Be perceived as a single storey building from the North, East and West.
- 4.2. Be a bespoke architect designed house of unique character.
- 4.3. Maintain a low-rise profile in relation to neighbouring buildings.
- 4.4. Integrate the landscape and existing excavation to flow into and over the building to create vegetation screening and blended architecture and landscape.
- 4.5. Use appropriate materials to harmonise with the local environment and minimise visibility.
- 4.6. Respond to and accommodate the client's disability requirements, current regulations, and be highly sustainable primarily through the configuration and layout of the building.

It will therefore:

- 4.7. Be orientated to maximise sunlight penetration.
- 4.8. Allow the landscape to extend across the fifth elevation (the roof).
- 4.9. Provide excellent modern disability access with an expanded circulation hub giving good connectivity.

5.0 BENEFITS OF THE PROPOSAL

This proposal will:

- 5.1. Provide enhanced landscaping resulting in an improved outlook from Church Row and surrounding public views. The Landscaping is designed by the award-winning UK landscape designer Randle Siddeley, The Lord Kenilworth.
- 5.2. Maintain the concept of a low profile, architect designed house that is integrated into the landscape, in keeping with the inspector's report.
- 5.3. Provide a 21st century safe and fully accessible house for Mr San to grow old in with the provision for future supporting staff as he has a progressive disability.
- 5.4. Provide a suitable unit of accommodation for a large family including 5 children to grow old in.
- 5.5. Bring this derelict site back into an appropriate and sympathetic use that preserves the Conservation Area and is supported by the residents of Frogna Way.
- 5.6. Be planned with a prominent south facing façade for healthy and efficient living.
- 5.7. Bring to this site an exceptionally sustainable single family home for a long-standing local resident.
- 5.8. Be designed by an established and award winning Camden architectural practice.

Reference images (Figures 1 to 4) are attached overleaf

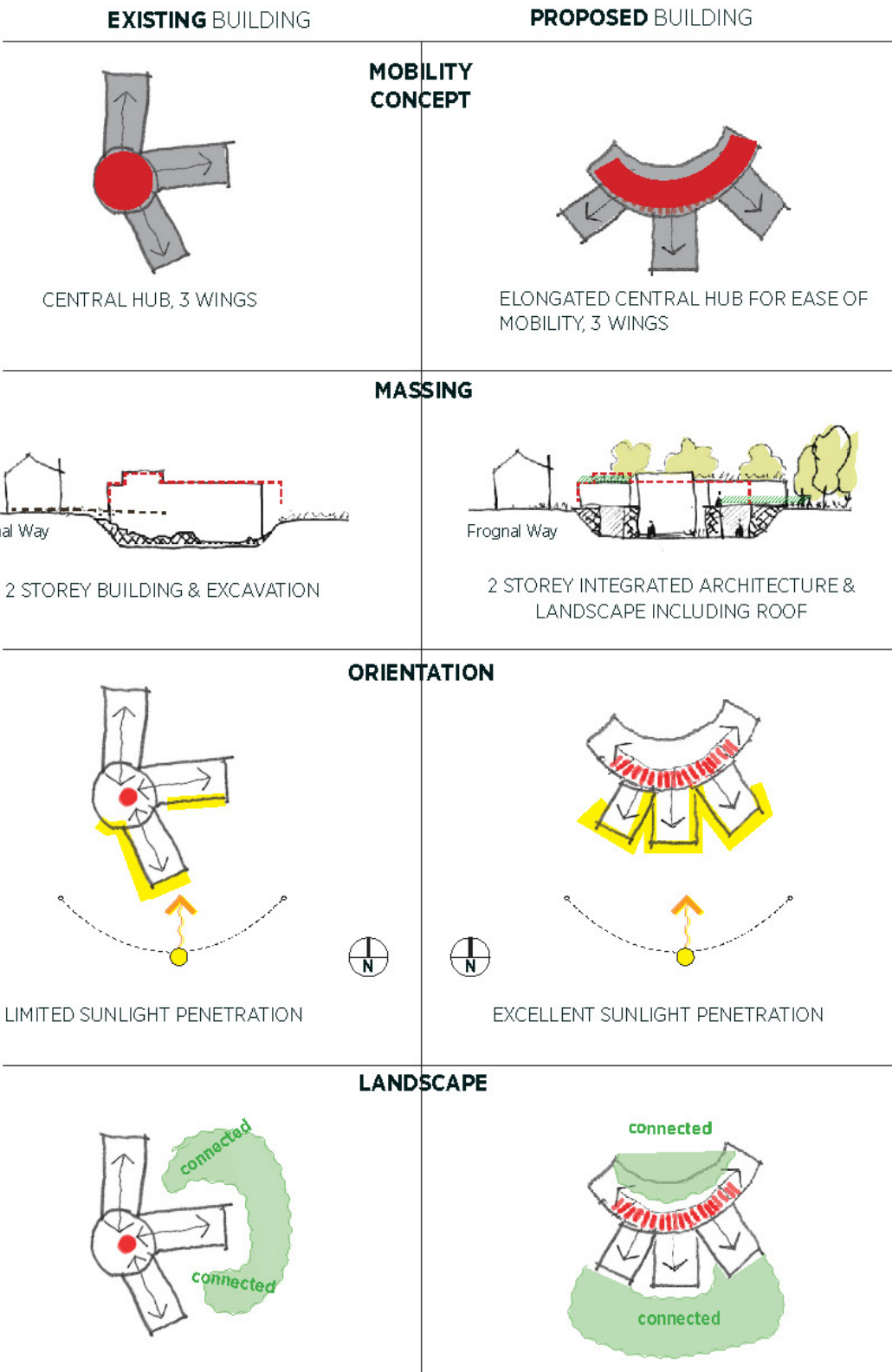


Fig.1 - (above) Concept diagrams illustrating the proposed and existing buildings



Fig.2 - (above) View facing East from elevated Church yard



Fig.3 - (above) View facing South from top of Church Row and the footpath to Frogna Way



Fig.4 - (above) View facing North from Frogna Way