

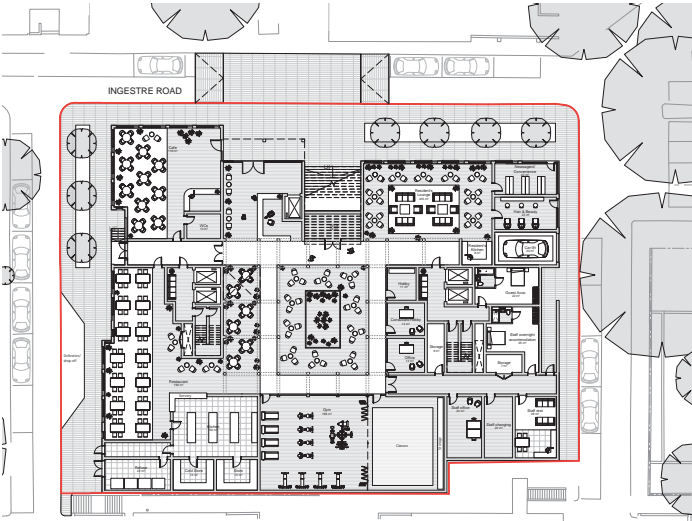
4.10 PRE-APP NO.3

THURSDAY 16TH NOVEMBER 2017

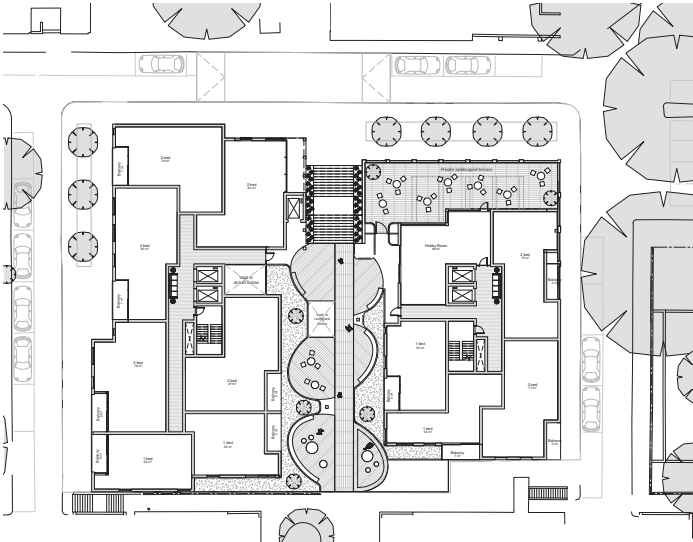
The proposals presented at this meeting included refinements to the stepping concept to reflect the local context more strongly and improvements to landscaped link.

As the volume of the proposals was agreed at the DRP more detail of elevations and sections were developed and presented as well as the outcome of public consultation.

SUMMARY			
No. of units	Height		Area
65 (25no. 1-bed / 40no. 2-bed)	West	East	8260 sqm
	4-8 Storeys	5-8 Storeys	



GROUND FLOOR PLAN



TYPICAL UPPER FLOOR PLAN



4.11 PRE-APP NO.4

TUESDAY 19TH DECEMBER 2017

The proposals presented included refinements to the scheme presented at the previous pre-app including refinements to elevation treatment to integrate into the estate and a reduction in height to the western block.

SUMMARY			
No. of units	Height		Area
65 (31no. 1-bed / 34no. 2-bed)	West	East	8260sqm
	4-7 Storeys	5-8 Storeys	



GROUND FLOOR PLAN



TYPICAL UPPER FLOOR PLAN

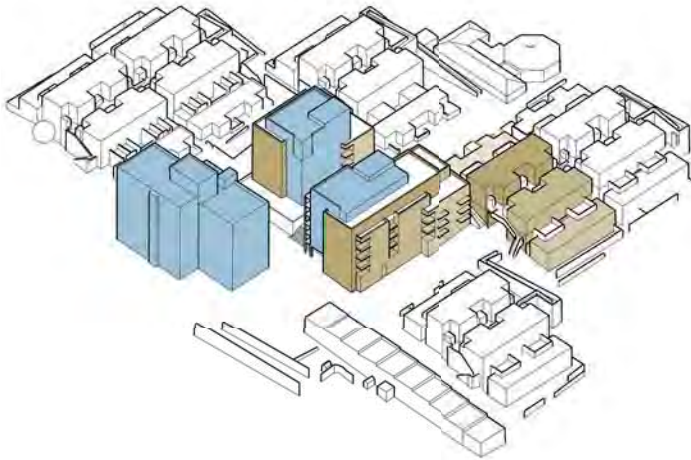


4.12 DESIGN REVIEW PANEL NO.2

FRIDAY 19TH JANUARY 2018

The updated proposals were presented to the design review panel with a number of changes to the architectural design to respond to their feedback at the previous review. This included detailed analysis of the immediate estate and our approach to relating the building to the complex architectural context.

SUMMARY			
No. of units	Height		Area
65 (31no. 1-bed / 34no. 2-bed)	West	East	8260sqm
	4-7 Storeys	5-8 Storeys	



4.13 PRE-APP NO.5

MONDAY 5TH MARCH 2018

Following the feedback from the design review panel, we reviewed the architectural design and developed two different approaches; one of which was similar to the previous concept of two separate buildings but responded to the comments and another concept of a U-shaped building which had the benefit of creating a stronger definition for Ingestre Road, and an improved resident's courtyard.

SUMMARY		
No. of units	Height	Area
59 (23no. 1-bed / 36no. 2-bed)	6 Storeys	8025sqm



GROUND FLOOR PLAN



TYPICAL UPPER FLOOR PLAN



4.14 DESIGN REVIEW PANEL NO.3

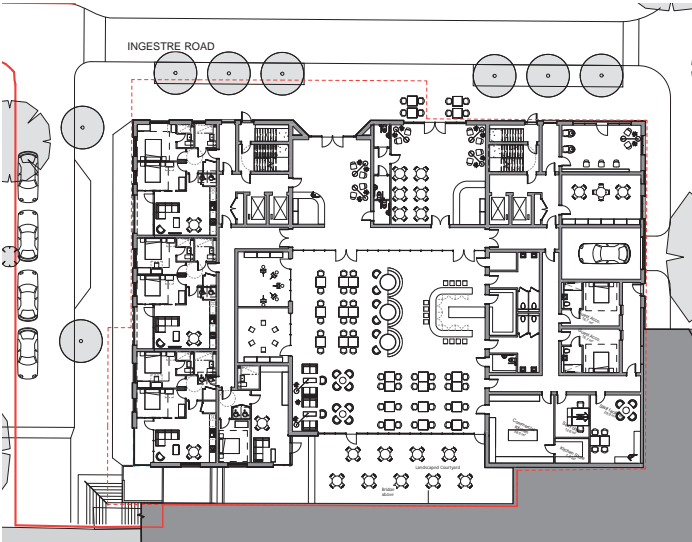
FRIDAY 11TH MAY 2018

The alternative concept of a U-shaped building was received positively at the fifth pre-application meeting but as the design approach had changed significantly we returned to design review panel to see their feedback on the updated scheme.

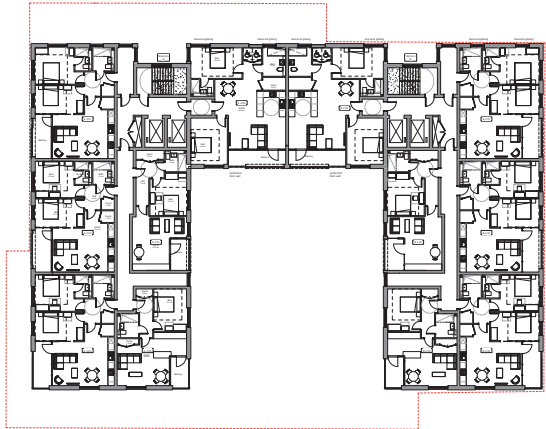
The proposals have a simple form which has strong elevational articulation to create a rich facade. It was considered that the simpler architectural form was a better response to the complex form of the wider estate.

It was concluded by the design review panel that the changes to the design addressed their main concerns with the previous design and they agreed that any final details could be discussed with the council prior to submission of the planning application.

SUMMARY		
No. of units	Height	Area
58 (17no. 1-bed / 41no. 2-bed)	6 Storeys	8003sqm



GROUND FLOOR PLAN



TYPICAL UPPER FLOOR PLAN



4.15 PUBLIC CONSULTATION

Summary by Thorncliffe:

The applicant has undertaken public consultation to ensure local stakeholders have had an opportunity to comment on the emerging proposals in advance of submission.

A list of key stakeholders has been put together to ensure that all interested parties have been kept informed of the plans and given a chance to ask questions and give feedback. This list included, but was not limited to, stakeholder groups that were suggested by London Borough of Camden's planning officers. Where information has been requested, it has been supplied in an easy to understand way.

The applicant held two rounds of public consultation on the proposals, exceeding the requirements of the London Borough of Camden's SCI. The public exhibitions were well advertised with the delivery of information leaflets/letters to the local area. Key stakeholders and councillors were notified with an email invitation.

The public exhibitions consisted of information that gave a clear indication of the proposals. Members of the applicant's professional team were in attendance to answer any questions. A wide variety of ways to respond to the public consultation were available. Feedback could be given by using the feedback form, freephone number, a freepost address and a dedicated email address.

The key local stakeholders and councillors were contacted prior to the public exhibitions and have been given the chance to engage since. Meetings have been held with representatives of the Ingestre Road Tenants and Residents' Association and the Kentish Town Neighbourhood Forum; the applicant team also presented the initial plans to residents at a Development Management Forum and to Planning Committee members at a Developer Briefing.

In response to feedback received during the consultation, a number of significant design changes have been made to the proposed development, including a reduction in height by two storeys, amended layouts and a reduction in the number of units proposed.

This Statement of Community Involvement fully demonstrates the applicant's commitment to thorough and meaningful public consultation and exceeds the requirements set out by London Borough of Camden. The submission of the planning application does not mark the end of this consultation and the applicant will continue to meet with local groups and individuals as appropriate throughout this process.

After ongoing engagement with local community groups a second public consultation was held on 17th May 2018 for residents of the Ingestre Road Estate.

For further information please refer to the Statement of Community Involvement prepared by Thorncliffe.

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PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

High quality design

Through a series of pre-application meetings with London Borough of Camden planning department and a presentation to the Design Review Panel the design concept has been analysed, tested and developed.



AERIAL VIEW

Our initial design premises

- Create a good sustainable development, from high density.
- Create high quality architecture and design.
- Meet the 100% affordable housing requirement.
- Create a link from the community centre, through the site, to the Ingestre Road footpath.
- Provide the communal facilities along ground floor footpath, to make the building more active and open.

Design development

- Break up the building into two separate blocks, to reflect the style of the surrounding buildings.
- Step the building line to reflect neighbouring buildings and to maximise the amount of south facing homes.
- Provide a link from the community centre, through the site, to the Ingestre Road footpath.
- Provide the communal facilities along ground floor footpath, to make the building more active and open.



RENDER OF THE DEVELOPMENT IN RELATION TO NEIGHBOURING BUILDINGS

PROPOSALS FOR THE FORMER INGESTRE ROAD CAFE HOME, CAMDEN

Making a positive contribution to the Ingestre Estate

Delivering a much-needed assisted living housing scheme in Camden while making a positive contribution to the area with new local amenities and attractive, landscaped walkways.



THE DEVELOPMENT WILL INCLUDE ACTIVE PROMENADES ORRIVING ONTO THE STREET



ACTIVE PROMENADES ONTO ADJACENT STREETS



ENHANCED NATURAL SURVEILLANCE OF PUBLIC SPACES



IMPROVED CONNECTIVITY THROUGH THE SITE







Landscaped living & linkages

The landscape proposals have the unique opportunity to enhance the existing community facilities whilst also providing a new publicly accessible playground for use by the local community.

The garden has been designed to create a series of outdoor courtyards, with spaces for people to sit and socialise and an area for children to play. Planting beds have been introduced to soften the development whilst providing privacy for ground floor windows. A generous set of steps lead the new garden to existing flood, providing a direct route to the community centre.

The proposal's goal is to improve the street environment by enhancing the pedestrian experience within street surfacing, kerbside lighting and signage to make it safer and more attractive to local residents. The proposals within the street through tree planting will also creating a new external canal space.

New landscaped terraces have also been provided at various levels up the building. These will be used by the residents for social activities such as gardening, dining and relaxation.

Sun Deck - making advantage of the southern orientation, sun screening and overlooking to the sea
Arch Terrace - a quiet avenue of the building - a private open terrace for youth, offering ventilation
Terrace level - internal courtyard for formalised and informal
Plant and flower window - opportunities to grow and to house plants with views
Social Product - social gathering and socialisation
Solidity Terrace - social gathering and socialisation with views of children in the park
Natalie Terrace - intimate terrace for providing space for simply conversation or meeting

Sun Deck Relax Terrace Flower Terrace Plant & Flower Window Social Product Solidity Terrace

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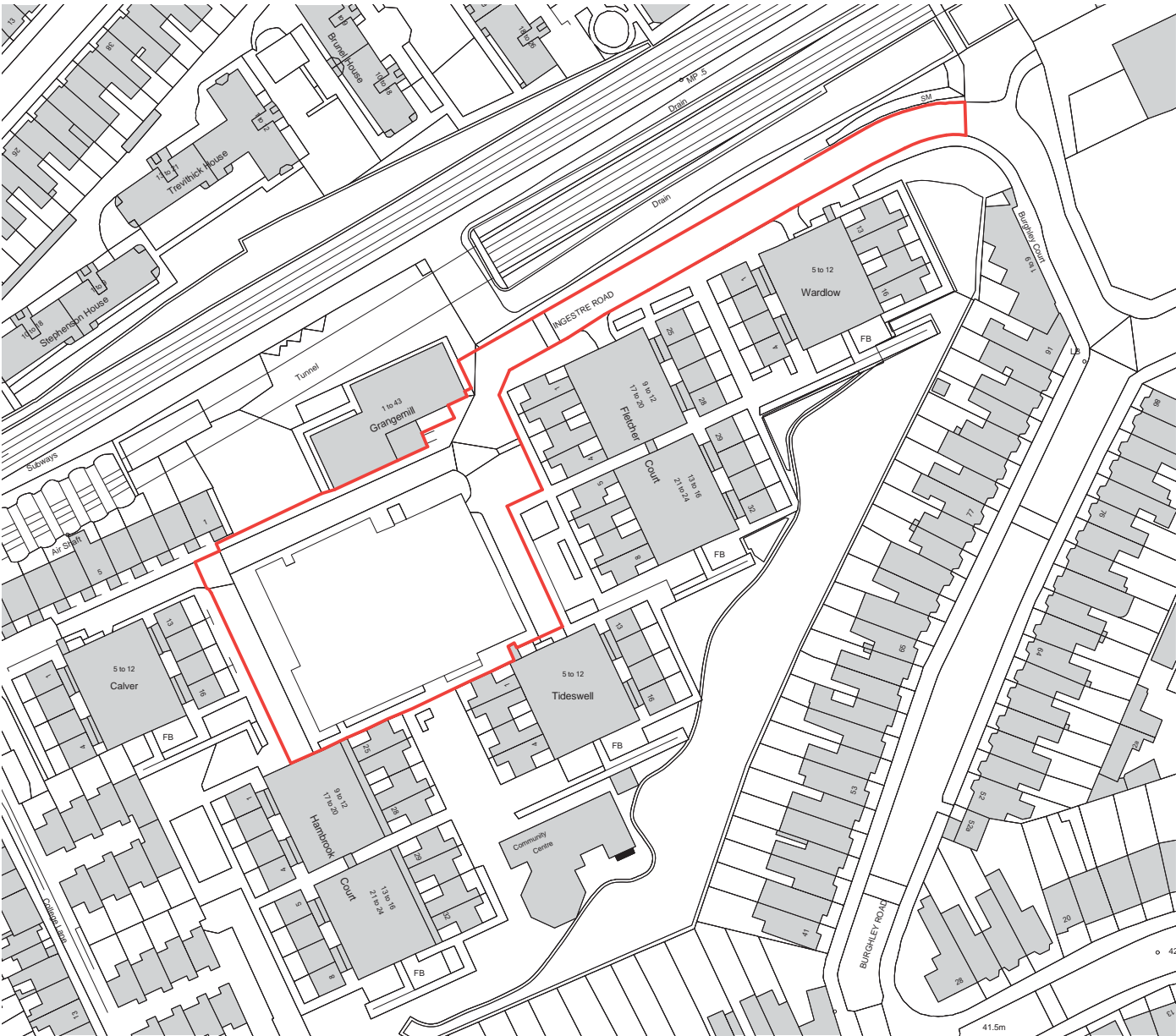
5.0 DESIGN RESPONSE

5.1 INTRODUCTION

The proposed use reintroduces later living into the estate so that all ages of the population are catered for in the area. The proposals seek to create a high-quality building at the heart of the existing estate which mediates in scale and massing, between eight/nine storey Grangemill and the other buildings in the estate which vary between two and four storeys.

In order to integrate into the complex architectural language the estate the building has a simple massing which steps in from the boundary of the site. The increased use of the site introduces active frontages which address the public realm effectively and allow the building to sit comfortably in its context. This approach aims to improve the public realm and enhance legibility of the estate.

This section will explain the rationale behind the design concept and display the final design proposals.



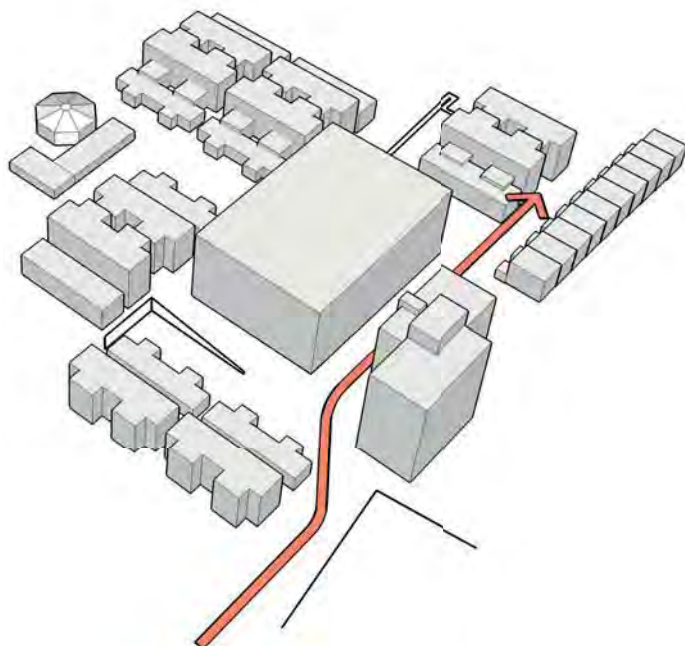


5.2 LAYOUT & FORM

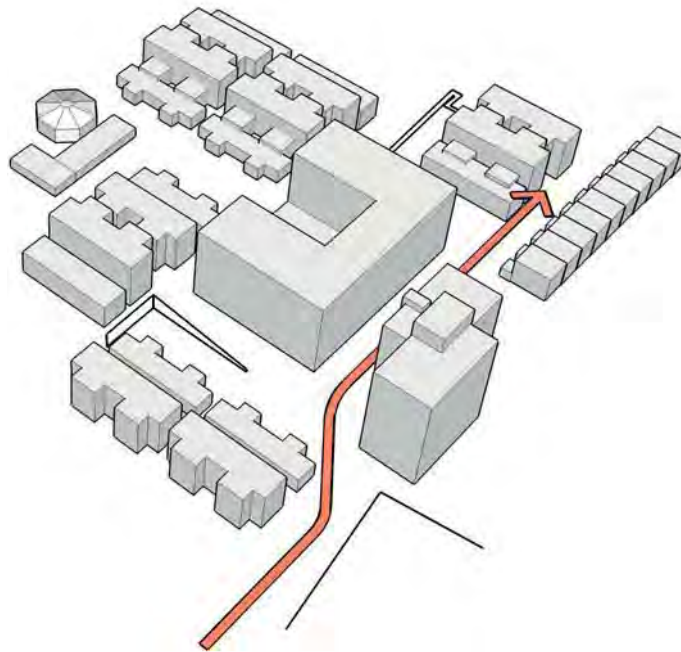
The proposed form is organised in response to Ingestre Road as the primary route through the estate, and is conceived as a simple singular block that directly addresses the streets to the edge of the site on the north, east and west.

The scheme has a simple massing with identical blocks to the eastern and western side of the site. To the south it is organised around a simple 18m wide amenity space in order to maintain privacy from overlooking. There are clearer simplified routes to the southeast and southwest of the site where the existing pedestrian routes to the Community Centre are located.

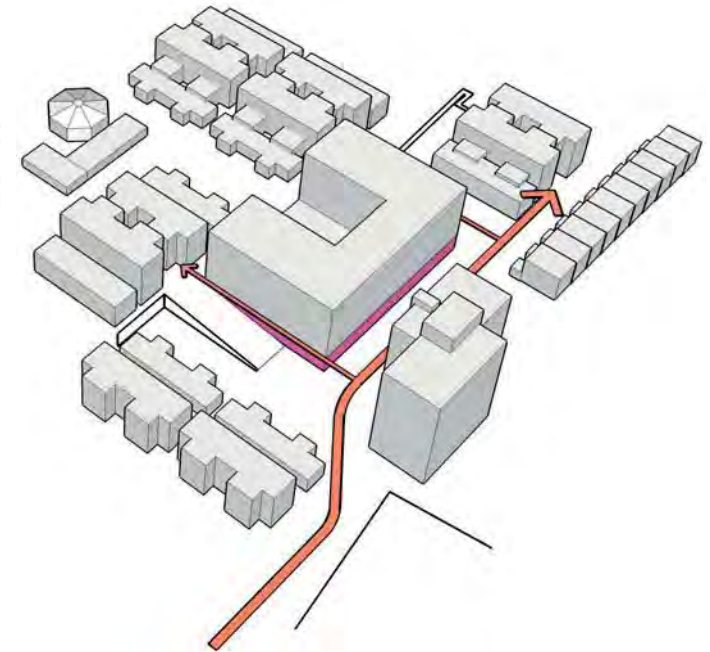
In order to improve the continuity of frontage and to define the street the building has been stepped in from the site boundary. This has the benefit of enhancing natural surveillance of the green space opposite. Where the building faces onto Grangemill there is a separation of 12.2m, the floor plans have been carefully considered to remove any direct overlooking and obscure glazing used where necessary.



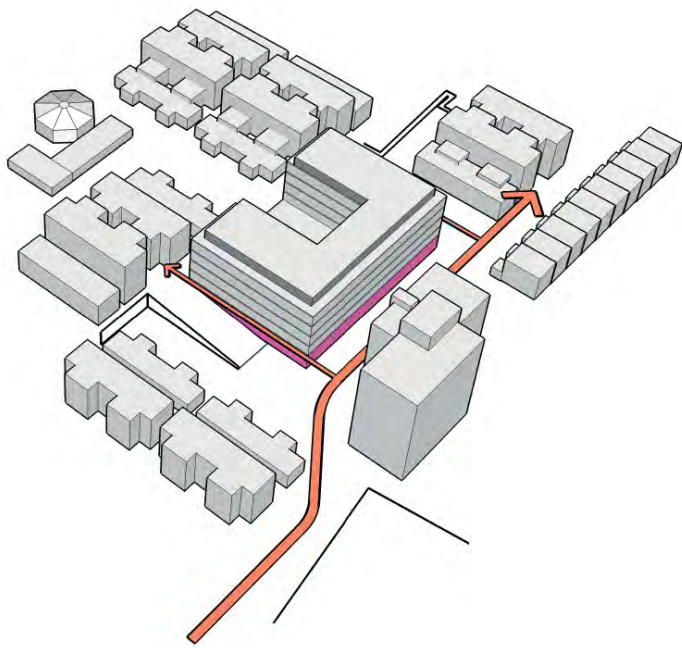
01 - Ingestre Road as primary organising axis - the creation of street



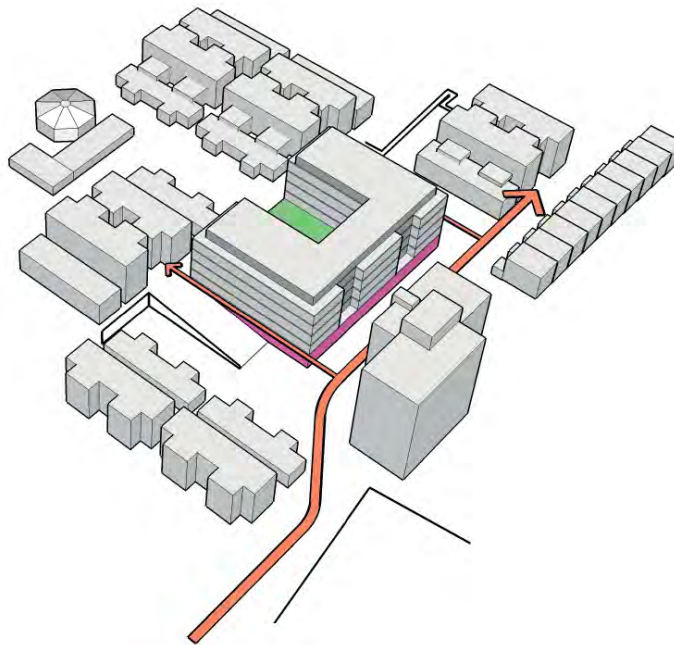
02 - Simple building form in response to context



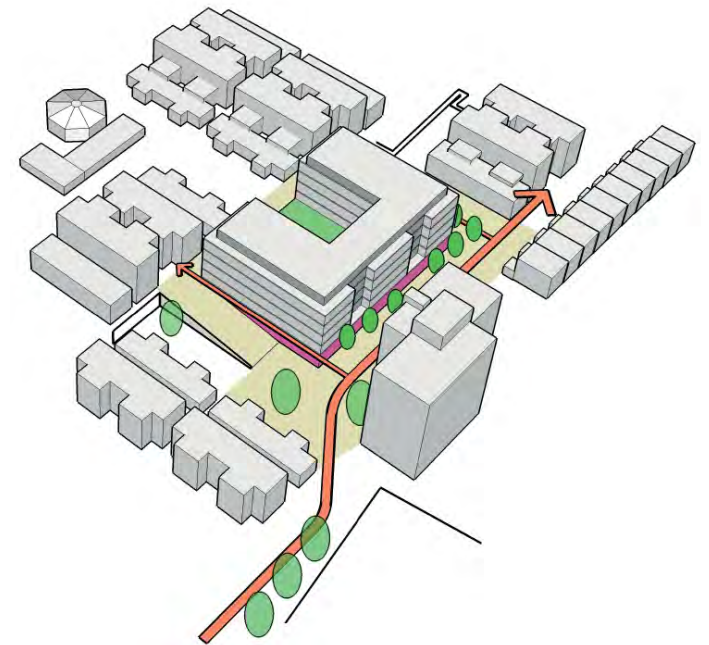
03 - Active frontages to north, east and west street frontages



04 - Top storey set back for articulation and to reduce visual impact



05 - Articulation of architectural form around communal courtyard



06 - Improved hard landscaping and formation Ingestre road as a tree lined street