

James Kon

From: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>
Sent: 23 May 2018 14:47
To: Kieron Hodgson
Cc: Wilson, Richard; Madders, Frances; Jopp, Philippa; Jarvis, Edward; Cullen, Bethany; Bushell, Alex; Stroud, Alfie; James Dilley; Laurie Handcock; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff; sue@brandarchitectsgroup.com
Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018 - Feedback

Kieron,

Thank you for your email and providing an explanatory note prior to the scheme being discussed at Major Case Conference.

Having taken into account the scope and comments of the Design Review Panel (DRP), Camden Planning Officers have formed the following substantive view of the scheme:

- The design of the extension and associated alterations are considered to harm the special architectural and historic interest of the building.
- The less than substantial harm caused would not be outweighed by the limited public benefit stated by the applicant.
- The necessity for works which result in less than substantial harm has not been sufficiently demonstrated

As such, the current application would not be recommended for approval at Planning Committee on the 28th June and would not be recommended for approval until the above has been sufficiently rectified.

Alternatively, the application could be determined on the information we currently have before us if the applicant so chooses.

Camden Officers consider fundamental elements require reconsideration and review by the applicant, in particular:

The necessity for the interventions proposed:

Officers query the extent of physical works required to maintain the existing or leisure type use, independent of the proposed redevelopment.

The findings of the Building Condition Report by Hallas & Co and a potential marketing strategy (see below) should be verified and/or corroborated by an independent conservation-specialist assessment (funded by the applicant), particularly reviewing the refurbishment needs to the existing building, independent of the proposed redevelopment.

In addition, a robust marketing strategy/survey should demonstrate whether specific cinema/leisure operators would be interested in occupying the space and the extent of works they view would be required to operate the building, independent of the proposed redevelopment. The Independent Cinema Operators (ICO) Report submitted relates to very broad market expectations, which while useful, does not inform an existing user within a listed building, therefore specific operators relating to this site should be sought for input.

We note that the current occupiers Odeon have neither substantively commented on the condition of the existing building, nor the extent of intervention they may require to continue occupation until the end of their lease which again would be valuable for our assessment.

Therefore additional information in mind of the above, provided by cinema/leisure operators should outline what interventions would be required to:

- 1) Refurbish the building for the existing cinema operator until the lease expires
- 2) For any other cinema/leisure operator to occupy the building until the lease expires
- 3) For any other cinema/leisure operator, notwithstanding the lease arrangements, within the existing buildings envelope

The submission needs to demonstrate that there is no prospect of it being used as a cinema/leisure type use in its current form or with minimal intervention. A robust assessment as outlined above could justify the interventions to the listed building.

The above may also inform the works proposed and perhaps a reduction in scale/scope. Therefore design officers would welcome the opportunity to engage in more detailed discussions of this nature once the above has been completed.

A key element that should be included at this point however relates to the inclusive design for a cinema/leisure operator. The quantum and nature of the cinema offer is considered of very limited benefit, if indeed at all, being located beneath ground floor level and having ancillary visibility and presence, particularly when balanced with the resulting harm proposed. Greater comfort must be provided for an integral cinema as part of any redevelopment with a design solution. Officers consider this does not come through the current design proposed for the ground floor level or elevational treatment to a sufficient degree, which again limits its stated benefits brought.

Given the above, we would ask that the applicant continues to work proactively with us as part of our PPA and following the above comments, in order to gain a positive officer recommendation. Officers would therefore request the following at this stage from the applicant:

- 1) Undertake a robust marketing strategy/survey in line with the above
- 2) Agree to fund an independent conservation-specialist assessment to review both the marketing strategy/survey and the current Building Condition Report

If you however wish for the application to be determined based on the information currently submitted please notify me directly.

Regards

Gideon Whittingham BA BSc DipTP
Senior Planning Officer
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Supporting Communities
London Borough of Camden

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Web: camden.gov.uk
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5 Pancras Square
London N1C 4AG

Please consider the environment before printing this email.

From: Kieron Hodgson [mailto:KHodgson@iceniprojects.com]

Sent: 22 May 2018 15:01

To: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Cc: Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Jarvis, Edward <Edward.Jarvis@Camden.gov.uk>; Cullen, Bethany <Bethany.Cullen@camden.gov.uk>; Bushell, Alex <Alex.Bushell@camden.gov.uk>; Stroud, Alfie <Alfie.Stroud@camden.gov.uk>; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; sue@brandarchitectsgroup.com

Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018 - Feedback

Dear Gideon

Thank you.

We look forward to hearing from you.

Kind regards

Kieron

Kieron Hodgson

Director, Planning

telephone: 020 3435 4218

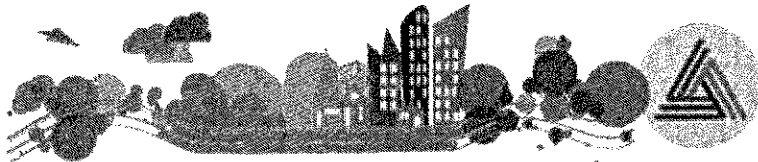
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From: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Sent: 22 May 2018 14:32

To: Kieron Hodgson <KHodgson@iceniprojects.com>

Cc: Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Jarvis, Edward <Edward.Jarvis@Camden.gov.uk>; Cullen, Bethany

<Bethany.Cullen@camden.gov.uk>; Bushell, Alex <Alex.Bushell@camden.gov.uk>; Stroud, Alfie <Alfie.Stroud@camden.gov.uk>; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; sue@brandarchitectsgroup.com

Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018 - Feedback

Thank you Kieron,

I'll be in meetings for much of today but can provide a full response by the end of play today.

I hope this is acceptable.

Regards

Gideon Whittingham BA BSc DipTP
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Please consider the environment before printing this email.

From: Kieron Hodgson [<mailto:KHodgson@iceniprojects.com>]

Sent: 22 May 2018 11:08

To: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Cc: Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Jarvis, Edward <Edward.Jarvis@Camden.gov.uk>; Cullen, Bethany <Bethany.Cullen@camden.gov.uk>; Bushell, Alex <Alex.Bushell@camden.gov.uk>; Stroud, Alfie <Alfie.Stroud@camden.gov.uk>; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; sue@brandarchitectsgroup.com

Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018 - Feedback

Dear Gideon

We hope you are well.

We have left you a number of telephone message over the past few days.

We would be grateful if you could kindly provide us with feedback following the officer meeting on 17th May 2018 or advise as to your programme for providing feedback.

Thank you for your help

Kind regards

Kieron

Kieron Hodgson
Director, Planning

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email: KHodgson@iceniprojects.com



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From: Kieron Hodgson

Sent: 18 May 2018 14:17

To: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Cc: Tom Bolton <Tom@frame-projects.co.uk>; Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Deborah Denner <deborah@frame-projects.co.uk>; Catherine@burdhaward.com; robin.nicholson@cullinanstudio.com; Rebecca@frame-projects.co.uk; Farzana@frame-projects.co.uk; Edward.Jarvis@Camden.gov.uk; bethany.cullen@camden.gov.uk; Bushell, Alex <Alex.Bushell@camden.gov.uk>; alfie.stroud@camden.gov.uk; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; sue@brandarchitectsgroup.com

Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018 - Feedback

Dear Gideon

We hope you are well and had an enjoyable holiday.

Please can you provide us with feedback following the officer meeting on 17th May 2018.

I am available on the telephone to speak if that would be convenient. My number is 07807264704.

Kind regards

Kieron

Kieron Hodgson
Director, Planning

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From: Kieron Hodgson

Sent: 15 May 2018 14:09

To: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Cc: Tom Bolton <Tom@frame-projects.co.uk>; Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Deborah Denner <deborah@frame-projects.co.uk>; Catherine@burdhaward.com; robin.nicholson@cullinanstudio.com; Rebecca@frame-projects.co.uk; Farzana@frame-projects.co.uk; Edward.Jarvis@Camden.gov.uk; bethany.cullen@camden.gov.uk; Bushell, Alex <Alex.Bushell@camden.gov.uk>; alfie.stroud@camden.gov.uk; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; sue@brandarchitectsgroup.com; Kieron Hodgson <KHodgson@iceniprojects.com>

Subject: RE: 135-149 Shaftesbury Avenue, London - Officer meeting 17th May 2018

Dear Gideon

Thank you for your email.

Please find enclosed a summary of the planning and public benefits case, which we hope is helpful to support officers considerations of our proposals at the meeting on the 17th May 2018.

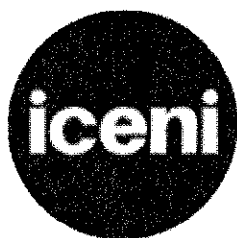
Please do not hesitate to contact me should you have any questions of wish to discuss any aspect.

Kind regards

Kieron

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Kieron,

In acknowledging your email, we are of the view that the scheme need no longer go back to DRP at this stage.

Beth Cullen has requested the scheme be discussed at an internal meeting on the 17th May, following which I can confirm officers recommendation.

Notwithstanding the meeting on the 17th, we will continue to work towards a PC date at the end of June in any case.

Regards

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From: Kieron Hodgson

Sent: 02 May 2018 13:29

To: Whittingham, Gideon <Gideon.Whittingham@camden.gov.uk>

Cc: Tom Bolton <Tom@frame-projects.co.uk>; Wilson, Richard <Richard.Wilson@camden.gov.uk>; Madders, Frances <Frances.Madders@camden.gov.uk>; Jopp, Philippa <Philippa.Jopp@camden.gov.uk>; Deborah Denner <deborah@frame-projects.co.uk>; Catherine@burdhaward.com; robin.nicholson@cullinanstudio.com; Rebecca@frame-projects.co.uk; Farzana@frame-projects.co.uk; Edward.Jarvis@Camden.gov.uk; bethany.cullen@camden.gov.uk; Bushell, Alex <Alex.Bushell@camden.gov.uk>; alfie.stroud@camden.gov.uk; James Dilley <James.Dilley@jesticowhiles.com>; Laurie Handcock <LHandcock@iceniprojects.com>; jennifer.hopkins@jesticowhiles.com; Lewis Westhoff <lwesthoff@iceniprojects.com>; Kieron Hodgson <KHodgson@iceniprojects.com>; sue@brandarchitectsgroup.com

Subject: 135-149 Shaftesbury Avenue, London - Design Review Panel (3) - 11th May 2018

Dear Gideon

It was good to see you yesterday and we write following our meeting at your offices.

You have recommended that the scheme is presented to the Design Review Panel (DRP) for a third time. We understand this third review would be undertaken via a 'surgery review' led by the DRP Chair.

You have advised us that the next available date for this review is the 11th May 2018.

You advised that you would liaise with Frame and confirm that the scheme shall be considered again at the DRP surgery review meeting on 11th May 2018.

We would be grateful if the Frame team could advise as to what is necessary in terms of administration. For example, whether the applicant is required to pay a further fee?

We understand that this third DRP meeting is recommended to enable the DRP to provide an assessment on the additional information provided on 23 April 2018. I enclose this information and relevant email chronology for completeness.

We also understand that officers wish the DRP to answer a specific question from officers in relation to how the building "appears". We understand from our meeting yesterday that you consider it critical for the DRP to provide an answer to this question to enable officers to conclude their planning assessment of the proposals in the round. You advise that the DRP provides their answer to this question at the meeting on the 11th May 2018 and specifically within the DRP's subsequent formal written feedback.

Given the importance of this issue to officers, we understand that you are going to define in writing the question you would like the DRP to answer as it is important the DRP are clear on the brief and what officers require.

We trust the above is an accurate summary of our meeting and we look forward to hearing from you and the Frame team.

Kind regards

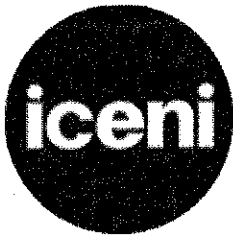
Kieron

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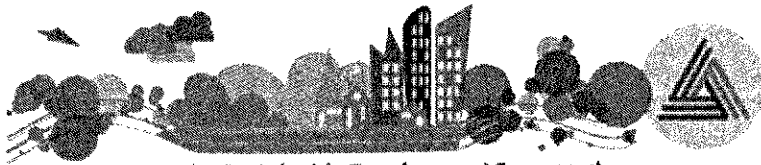
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