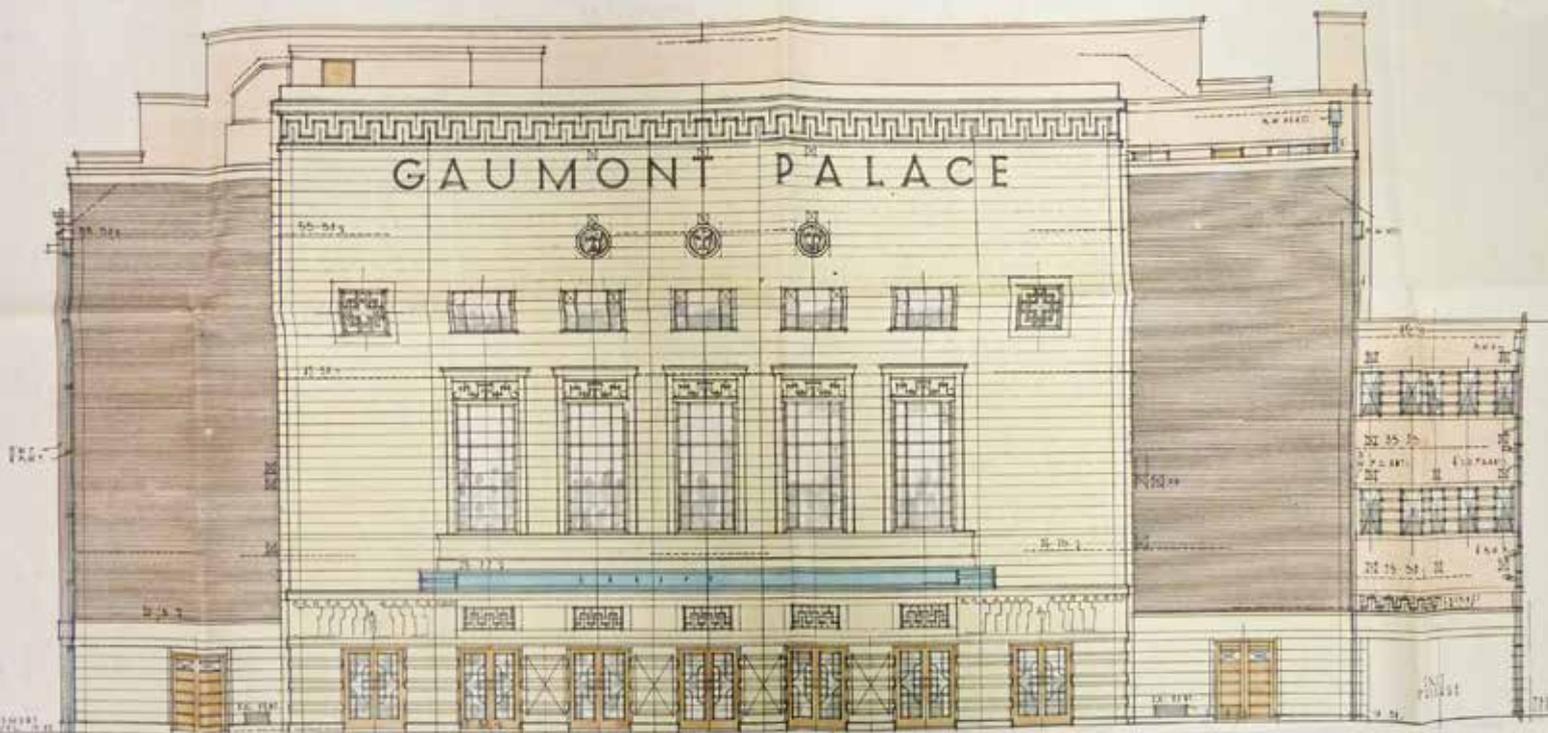


# Donald Insall Associates

196-222 King's Road

Addendum to Historic Buildings Report of June 2015  
for The Cadogan Estate

June 2016



196-222 King's Road

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2015

For The Cadogan Estate

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## 1.0 Introduction

This short report was commissioned by the Cadogan Estate to address the heritage issues relating to revised proposals for the redevelopment of 196-222 King's Road. The approved proposals for change were consented on 4<sup>th</sup> February 2016 (Ref: PP/15/04338). This report is an annex to the Donald Insall Associates report of June 2015 and should be read in conjunction with that report.

As stated in the June 2015 report by DIA, the application approved in February 2016 (ref PP/15/04338) allows for the following:

'Demolition of all but the central portion of the façade of the former Gaumont Cinema and Friese Green House and redevelopment of the site to provide a new cinema, public house, shops, residential accommodation, offices, a roof-top bar and retained Waitrose supermarket..... The approved proposals will have a positive impact on the character and appearance of the Chelsea and Royal Hospital Conservation Areas, both of which are near the study site. They will also enhance the setting of the Grade II listed Chelsea Old Town Hall and former Temperance Billiard's Hall. The proposals respond to the significance of the unlisted cinema façade, which is to be retained, and improve its setting and that of the nearby listed buildings by offering high-quality, contextually informed contemporary design.

The approved proposals cause no harm to designated heritage assets – in this case the two conservation areas and two nearby listed buildings – and only minor harm or loss to the former cinema building, harm which is wholly proportionate to its modest significance. Furthermore, the proposed development would allow the creation of good quality residential, retail and office accommodation, a new cinema and a new public house fronting the King's Road. This is in keeping with the core planning principles of the NPPF which state at paragraph 17 that planning should 'not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives'.

As part of these approved works, the existing building named Friese Green House was to be refurbished and externally clad in a white rendered finish. The building was to house eleven units, with five affordable units. The basement of Friese Green House was to be retained, though limited in height.

This revised application seeks approval for the following changes:

1. The demolition and replacement of Friese Green House with a new building of similar scale but improved design.
2. The principal elevation to the residences in Block A facing the King's Road has been subject to further design development. The changes to this King's Road elevation are as follows:

- Subtle definition to windows, with metal rather than timber-framed casements;
  - Delineation of the three-part residential façade with a defined Portland-stone parapet;
  - Incorporation of a lower white stucco entablature to improve the elevation proportions.
3. Following planning approval, opportunity was found to extend the south-east corner of Basement Level 2 in order to rationalise the structural solution. This would result in an uplift of 133sqm area.
  4. The planning approved scheme provided 25sqm of photovoltaic (PV) panels. The GLA and Local Authority are seeking up to 176sqm of PV. Through a detailed analysis and solar viability review the scheme has found viable space for 152sqm (121 panels).

## 2.0 The Reasons for the Changes

As detailed in the accompanying report by Paul Davis and Partners, the approved scheme provided limited opportunity for alteration to Friese Green House due to an existing tenant to be retained on site. The circumstances have now changed allowing an opportunity for the demolition and replacement of the building. The proposed new building would provide modern standards of living, improved floor to ceiling heights, insulation and daylight levels and would be of a better external design than Friese Green House, contributing positively to the streetscape and the setting of nearby conservation areas and listed buildings.

As detailed in the report by Paul Davis and Partners, two pre-application submissions were made in January and March 2016 to discuss the principle of demolishing Friese Green House, the extension of the basement and the provision of photovoltaics. The pre-application response (Ref. PRE/PP/16100036) confirmed that additional demolition was acceptable in principle and that a Section 73 application could be submitted to address the changes to the proposed scheme. The modest increase in height to allow for the improved floor to ceiling heights and the improvements to the design were also considered acceptable. The proposed new building would provide the same number of residential units, including affordable units.

The other changes proposed seek to improve the overall design and composition of the King's Road elevation of Block A, and to provide additional Level 2 basement space and address the requirements of the GLA and Local Authority with regard to PV panels.

### 3.0 The Proposals and their Implications

The proposals are shown on the Paul Davis and Partners drawings which accompany this application.

#### **Friese Green House**

The proposed demolition and replacement of Friese Green House would not result in the loss of any historic fabric. As detailed in the June 2015 Historic Building Report, Friese Green House is a tall seven-storey, ten-bay by three-bay block that was constructed in 1972 on the site of the former Gaumont Palace fly tower. It has no redeeming features. The brickwork is noticeably different to the cinema block, being a light red, rather than brown brick; on the flank elevations it has been painted brown, presumably so that it blends better with the original cinema building. The windows are regimented rows of metal framed sashes. On the ground floor of the northern elevation there are large modern vehicular service entrance doors providing access for deliveries to the Habitat store.

The office and residential accommodation on the upper floors is accessible via an entrance in a very plain two-storey block fronting Chelsea Manor Street. This block, rendered and white-painted to match the ground floor of the cinema building, has a modern entrance door and modern plant room doors. The eastern elevation faces into an internal service yard. Constructed in a cheaper, paler brick, it is very plain, the wall punctured only by modern windows, ventilation grilles and downpipes. The ground floor of this elevation has been rebuilt in a lighter coloured brick and there is a clear straight joint between the two phases of brickwork.

The roofscape of Friese Green House is of an awkward composition, with the elevation to Chelsea Manor Street rising to a parapet above the rear sixth-floor mansard roof. This forms a rather unresolved terminus to the roofscape in views south along Chelsea Manor Street.

In its current form Friese Green House detracts from the street scene and adjoining conservation area and has a negative impact on views along Chelsea Manor Street. Its elevations incorporate none of the architectural charm of the main front and return elevations of the cinema building and the unattractive, utilitarian loading bays and fire escape have a particularly negative impact. While the approved proposals to render Friese Green House would have improved its overall appearance, its proposed demolition and replacement with a new building of a better design would further enhance the streetscape and would contribute positively to the setting nearby heritage assets.

The proposed building would also be of seven storeys but would be slightly taller to allow improved floor to ceiling heights in the proposed residential units. The external design would remain simple but with an improved fenestration pattern of taller windows with anodised aluminium surrounds. Decorative metal railings similar to those proposed on the return (Chelsea Manor Street) elevation of the adjoining building would be added to the window openings. On the sixth floor fronting Chelsea Manor Street the accommodation would be set back behind a covered terrace accessible via glazed doors, while on the ground floor the new

building would incorporate the same shop front design proposed as part of the approved application.

In views south along Chelsea Manor Street the design of the proposed building would represent an improvement over the appearance of the approved plans to re-clad Friese Green House. In particular, the proposed fenestration and associated railings would add more articulation to the elevations, while the proposed sixth floor would form a better resolved composition, replacing the awkward juxtaposition between the mansard and parapet wall of the existing building and contrasting well with the stepped roofline of the adjoining proposed building. The proposed sixth-floor roof terrace would not be visible in street views, being set back behind an opening with an anodised aluminium frame to accord with the window openings below. On the ground floor the approved shop front, matching the design of that already approved, would substantially enhance the streetscape.

In the view north along Chelsea Manor Street, the proposed building would be concealed by 206 King's Road, the historic cinema façade remaining the most prominent element in the view. The slightly taller height of the proposed building would mean that its upper storey would be more prominent in the long view across the terraced houses lining Burnsall Street in the Chelsea Conservation Area. It would not, however, result in any harm to the setting of the conservation area as the sixth floor of the existing building is already visible in this view and the difference between this and the impact of the proposed building would be negligible.

As detailed in the report by Paul Davis and Partners, in addition to the improved design, the new building would also provide the following additional benefits:

- Improved floor to ceiling heights to all units in line with GLA guides;
- Improved flat layouts due to a more rational structure;
- Improved internal daylighting and thermal performance.

### **Proposed Block A**

As stated above, the proposed changes to the approved King's Road elevation of Block A would improve the overall composition and design of the elevation. The proposed parapet and fascia would help to distinguish the three-part composition of the elevation, refining the parapet detail, while the proposed change to the fenestration would ensure that the detailing is more subtle giving greater prominence to the adjacent historic cinema façade. The proposed design changes would contribute positively to the streetscape and to the setting of the Royal Hospital Conservation Area.

### **Proposed Basement at Level 2 and PV Panels**

The proposed additional Level 2 basement area would have no external manifestation and therefore no impact on the setting of the adjoining

conservation areas and listed buildings. The proposed larger number of PV panels would be located on the roof of the buildings and would also have no impact on the setting of heritage assets.

## 4.0 Justification and Conclusion

The proposals would cause no harm to designated heritage assets – in this case the two conservation areas and two neighbouring listed buildings. The proposed demolition and replacement of Friese Green House would allow the provision of better quality residential accommodation and a new building of a better overall design that would contribute positively to the streetscape and enhance the setting of the adjoining conservation areas. The proposed changes to the King's Road elevation of Block A would improve the architectural design of this elevation and make a positive contribution to the setting of the Royal Hospital Conservation Area, while the proposed basement changes and additional PV panels would have no impact on the neighbouring heritage assets.

The proposals would accord with the statutory duty imposed by Sections 66 and 72 of the Planning (Listed Building and Conservation Areas) Act 1990 with regard to the impact of proposals upon listed buildings and conservation areas, and would meet the tests set out in the *National Planning Policy Framework* for sustainable development. The proposals are therefore considered to be acceptable in heritage terms.

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