

Dear David,

Thank you for attending the public consultation, it is unfortunate that I did not get the chance to talk with you on that occasion, as I am sure we would have had an interesting conversation and I could have perhaps clarified a number of points that you raised concern over in your draft response to the Public consultation.

It should firstly be noted that the presentation was a continuation from the resident's workshops and the Design panel review. There were 3 alternative elevations presented which were evolutions of the on-going discussions and that in our opinion they are by no means the final product but ways of exploring the issues raised. None should be considered as the final design. Like yourselves we have a preference for pursuing the curved design which was also favoured by a number of the residents, but as you note the design panel considered it more important to see separation in character designs for the 2 frontages see there comment below.

*" We suggest that the difference between these two characters should be acknowledged more firmly in the design of the new building, with a more formal frontage on Kingsway addressing the seafront, and a more modest and lower scaled frontage on the return to Sackville Gardens."*

They also thought that curving the corner was not appropriate for the site, It was therefore incumbent upon us to consider the design in these terms.

In reality, as you quite rightly note, there are 4 critical design issues: Massing and height, the issue of mitigating the contrast between the mid-rise scale of Kingsway and the domestic scale of Sackville gardens, the turning of this important corner and the location of the site within the conservation area. In terms of the exhibition, we were concentrating on exploring these principle's, which I think we managed to address, some more successful than others.

We consider that a contemporary building should use the architectural elements of the existing surrounding Victorian vernacular which takes the form of bays, balconies, hierarchy of floor heights, roofs, and the horizontally and verticality of form that is a strong feature in the existing

area. Therefore, it is important to recognise these traditional forms in a contemporary manner that transcends and exemplifies the architecture of today and yesterday to create a holistic built form.

As already noted, the design currently is very much work in progress, we are pleased you are taking an interest in the design and hope that you will allow us the opportunity as the design develops to meet with yourselves in the New Year.

I have attached an images which perhaps give a better idea on the use of articulation and design forms that we are exploring.

Kind Regards

**Guy Goodman**  
Director