

Delegated Report		Analysis sheet		Expiry Date:	29/05/2012	
		N/A / attached		Consultation Expiry Date:	N/A	
Officer			Application Number(s)			
Neil Zaayman			2012/2545/P			
Application Address			Drawing Numbers			
293 Kilburn High Road, London, NW6 7JS			N/A			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature			
Proposal(s)						
Erection of a third floor extension.						
Recommendation(s):		Object				
Application Type:		Request for Observations to Adjoining Borough				
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice				
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	N/A					
CAAC/Local groups* comments: *Please Specify	N/A					

Site Description

The application site relates to a 2-storey building with mansard roof extension on the west side of Kilburn High Road. The building is mainly in commercial use. It is not in a Conservation Area and the building is not listed.

Relevant History

No relevant history.

Relevant policies

LDF Core Strategy and Development Policies

CS14 (Promoting high quality places and conserving our heritage)

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

National Planning Policy Framework (NPPF), March 2012.

Assessment

Proposal:

The development is for an additional floor on the roof of the main building which will provide an additional 347sq.m of floor area including board room, kitchen with waiting area and office units. The proposed extension also includes a training room which will be used to train the staff members on various aspect of work.

The development will have a contemporary design making use of glazed curtain walling.

The proposal would be set back from the main front elevation and would also be set back from the side and rear of the main building.

Assessment:

The main issue for consideration is the proposal's impact on the character and appearance of the area.

Design / impact on character:

The application site is not adjacent one of Camden Council's conservation areas. Notwithstanding, the proposal would be visible from long views in Kilburn High Road. Approaching the site from the south-east end of Kilburn High Road, it is obvious that development north of the Cinema are of a lower height compared to other 4 – 5 storey developments in the vicinity. Of importance are those buildings at No. 285 – 289 Kilburn High Road which are single storey in height with 2 additional levels above set back by a significant distance from its main front elevation. This relationship leaves the application site exposed as viewed from the south-east.

The current mansard roof extension is not highly visible from street level as it is screened by the existing front façade and parapet of the main building.

The proposal, whilst set back from the main front elevation, is considered to be visible in the street scene, viewing the building from the south-east, face on from the front and to a lesser degree from the north. It is acknowledged that attempts have been made to reduce the overall impact however, Camden Council is of the view that the proposal would add unacceptable bulk to the main building giving the building a "top-heavy" appearance.

The proposed modern design viewed against the more traditional front façade is considered to compete architecturally and the glazed contemporary box extension is considered to harm the character and appearance of the host building.

Overall, Camden Council is therefore of the view that the proposal would represent a visually intrusive and incongruous form of the development in the street scene, harmful to the character and appearance of the main building and surrounding street scene character. Camden Council therefore **objects** to the proposal.

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