

Alan Power Architects Ltd
13 Needham Road
London
W11 2RP
0207 2299375

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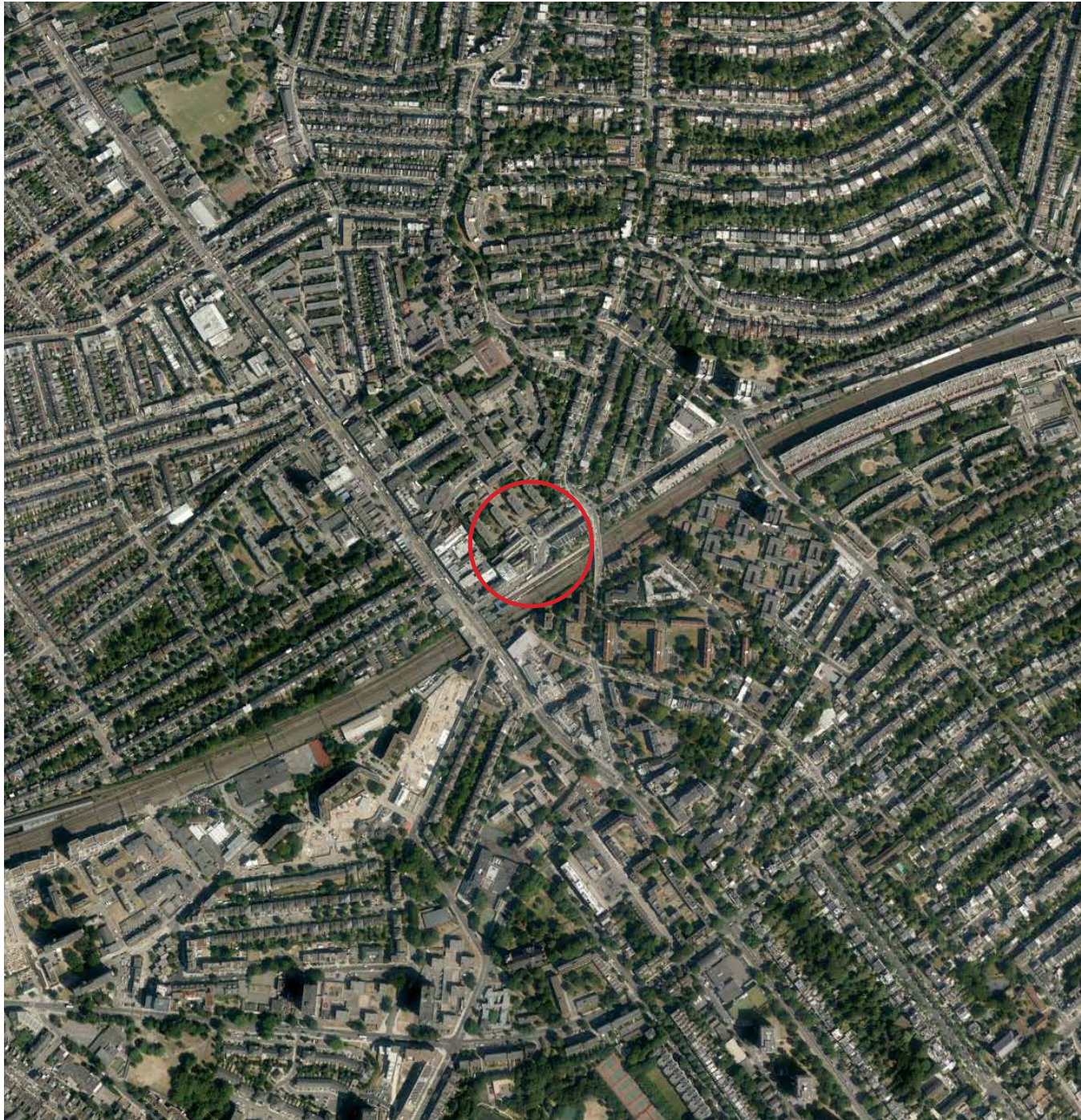
254 - 256 BELSIZE ROAD LONDON NW6 4BT

Description of development

Extension and part remodelling of an existing residential apartment building with the erection of a part 2 and part 1 storey to create 8 no. additional apartments.

CLIENT	: EMPIRE COMMUNICATIONS LTD
ARCHITECT	: ALAN POWER ARCHITECTS LTD
PLANNING CONSULTANT	: RPS CONSULTING
HERITAGE CONSULTANT	: RPS CONSULTING
STRUCTURAL ENGINEER	: THE MICHAEL BLACKER PARTNERSHIP
SUSTAINABILITY	: JAW SUSTAINABILITY LTD
ENERGY STRATEGY	: JAW SUSTAINABILITY LTD

1	INTRODUCTION
2	EXISTING BUILDING
3	SITE LOCATION & SURROUNDINGS
4	PRE-APPLICATION
5	LPA RESPONSE TO PRE-APPLICATION
6	DESIGN DEVELOPMENT
7	PLANNING APPLICATION
8	SUSTAINABILITY AND ENERGY
9	DRAWING SCHEDULE
10	EXISTING PLANS
11	PROPOSED PLANS



AERIAL VIEW

DESCRIPTION OF THE DEVELOPMENT:

Extension and part remodelling of an existing residential apartment building with the erection of a part 2 and part 1 storey to create an additional 8 no. apartments.

INTRODUCTION

This Design and Access Statement has been prepared in support of a planning application for the extension of a residential block of flats. The property was converted to C3 permanent residential accommodation in 2016-2017.

Since 1960's two buildings have been in use as a single property. No 256 Belsize was built as a commercial venture Kilburn Town Hall and Assembly Rooms in 1876. It has been used as a theatre and cinema, but in 1950's it was being used as office building and joined into single premises with the adjacent No.254 Belsize Road, which was initially built as a warehouse in 1890's.

The building is located at the junction of Belsize Road and Kilburn Vale.

The site is located in a close proximity to transport links: railway, London Underground and Bus routes. Kilburn High Road is a part of the A5 major road which provides large-scale transport links between areas. The site is easily accessed by both pedestrian and transport means.

There are various public amenities and services available within walking distance; in effect the site is located in a busy and vibrant area which attracts new residents.

By the 1870s, Kilburn was well developed as a lower middle-class suburb. It was not as grand as some parts of nearby Hampstead, but the railway station opened in 1852 as Kilburn & Maida Vale Station, attracted commuters.

Many people in Kilburn were 'fairly comfortable', although the district never became as select as some builders had hoped.

The major transformation of Kilburn into a suburban neighborhood occurred from 1870, over a period of thirty years.

The OS Map of 1866-71 shows the location, but the site under investigation remained as garden ground at that time before the erection of Nos. 254-256 Belsize Road.



VIEW OF THE BELSIZE ROAD TOWARDS KILBURN HIGH ROAD

No. 256 BELSIZE ROAD

The front facade of the building maintains original appearance at the ground floor, whilst upper floors are result of building's refurbishment in 1960's.

No. 256 Belsize Road was built as a commercial venture called the Kilburn Town Hall and Assembly Rooms in 1876. It later became the Theatre Royal and afterwards an early cinema called Kilburn Picture Palace. In 1909 theatre started to operate as a cinema. Soon after the outbreak World War Two cinema closed. During 1950's building was rebuilt and used as a warehouse.

It was at point that No 256 was amalgamated into single premises with the adjacent 254 Belsize Road. In 1959 premises were altered into office spaces. Since then buildings were predominantly used for offices and educational use.

No. 254 was built as a warehouse for Barnes' furniture depository, in use from c.1894 up to the Second World War. Hugging the corner at the junction of Belsize Road and Kilburn Vale, these property is of unusual architectural design: curved white painted brick frontage. From c.1959 the building was joined with No. 256 as one large property.

SOUTH ELEVATION VIEW OF BELSIZE ROAD



Location of photographic views





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2 EXISTING BUILDING



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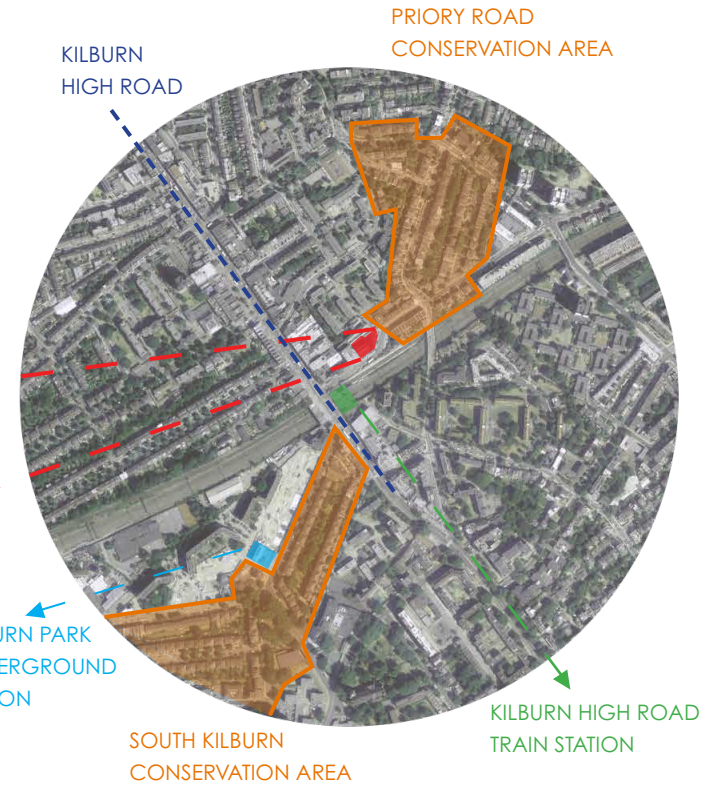
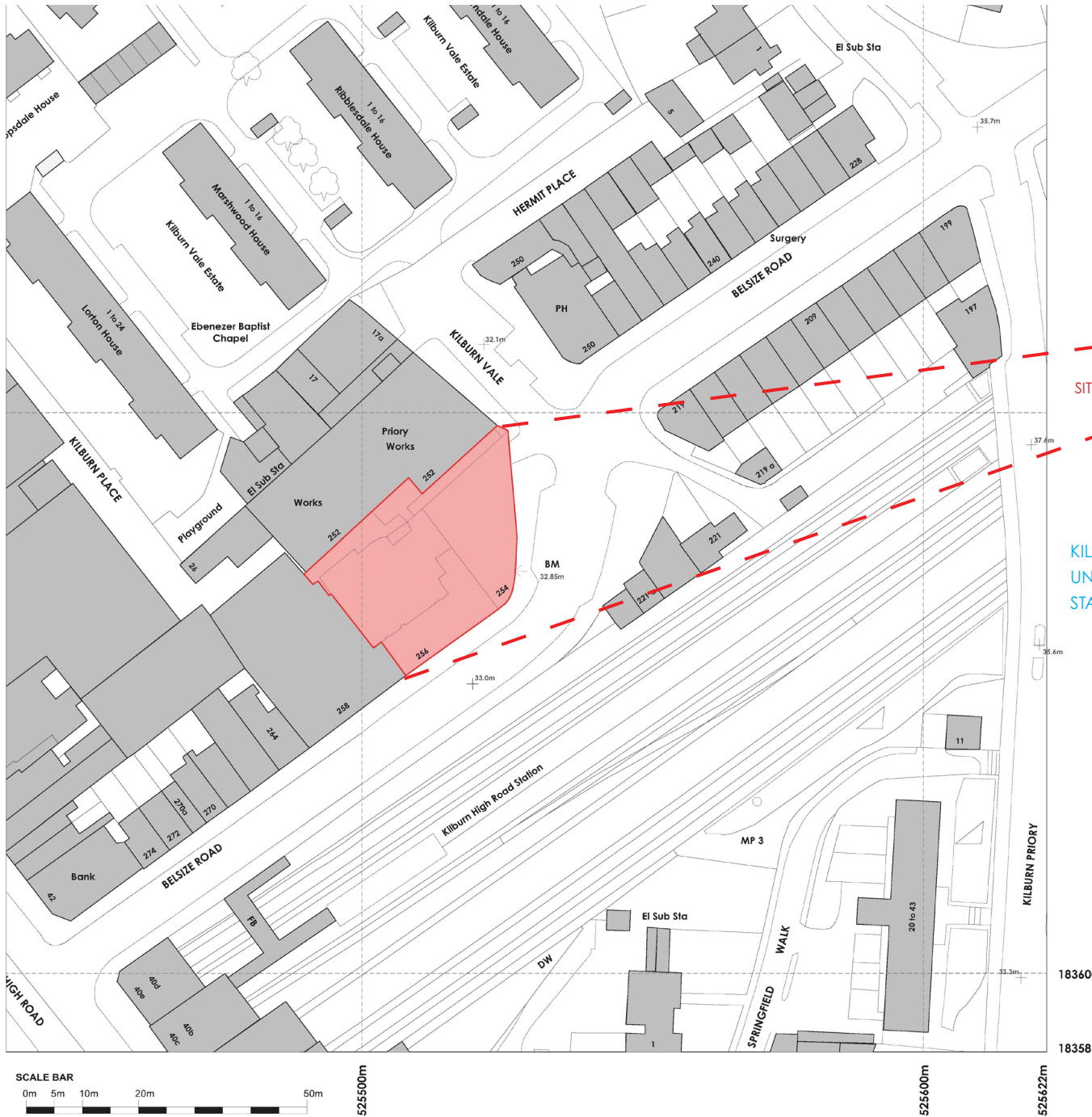
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SITE LOCATION

The site is located in Kilburn within the Borough of Camden. It is located on the northern side of Belsize Road, at the intersection with Kilburn Vale. The site area is approximately 912 sq.m, and the existing building footprint is 745 sq.m.

It is approximately 80 metres east of Kilburn High Road. It is adjacent to the Priory Road Conservation Area, but is not in the Conservation Area itself. The site is within an Archaeological Priority Area due to its close proximity to an old Roman road, now the A5.

SURROUNDINGS

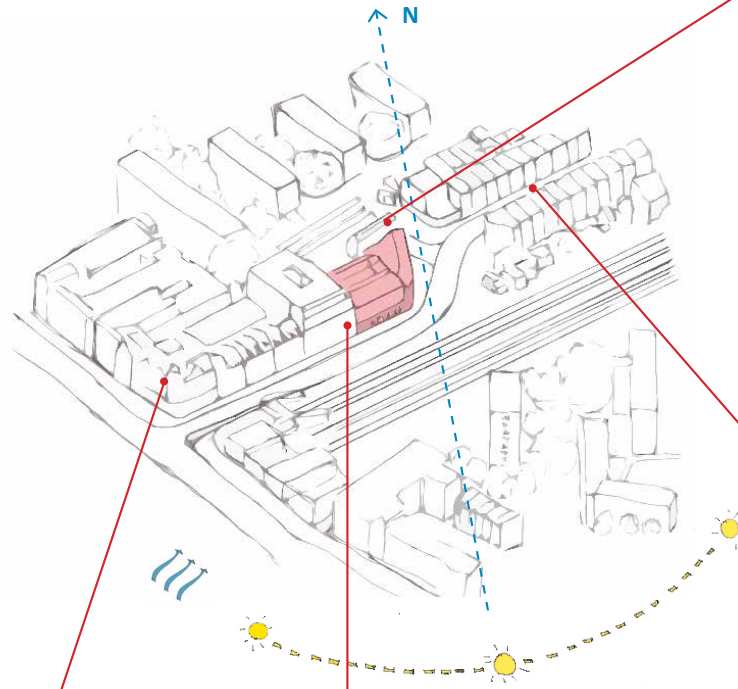
The site is the eastern edge of a major shopping and service centre. This centre extends into Belsize Road, but stops at the building adjacent to the application site, at 258 Belsize Road.

The area is within easy walking distance of four underground stations – Kilburn High Road, Kilburn Park, South Hampstead and Swiss Cottage, in that order – and one overground station, Queens Park. It is also well-served by bus routes into and out of Central London – Routes 16, 31, 32, 98, 189, 206, 316, 328 and 332. Within 2 miles to south there are two major transport hubs: Paddington and London Marylebone stations. The site is 4 miles away from Central London (Charing Cross Station).

Belsize Road contains a wide mixture of architectural styles. These include late-nineteenth century brick terraces immediately off Kilburn High Road; an early-1990s office building at 258 Belsize Road; and, the site itself, which dates from around the 1880s-1890s. Further east, beyond Kilburn Vale, Belsize Road is flanked by late-Georgian stucco terraces on both sides.

To the north, immediately adjacent to the site, is 252 Belsize Road. This is a late-Victorian brick building with stucco highlights that is thought to have originally been designed as a town hall for the locality. It has been restored in recent years for use as offices, and is now known as Omni House.

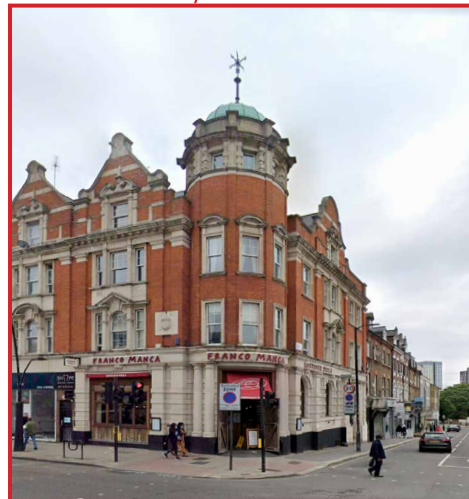
North of this building is a large public housing estate, which dates from the 1970s. This comprises individual blocks of flats, four storeys high, set in partially landscaped grounds. Much of Belsize Road between the site and the High Road also comprises secondary retail frontages, some of which have been converted to offices.



ADJACENT BUILDING:
VIEW OF No. 252



PRIORY ROAD CONSERVATION AREA:
PRIORY TERRACE



LOCAL BUILDINGS:
KILBURN HIGH ROAD



ADJACENT BUILDING:
VIEW OF No. 258

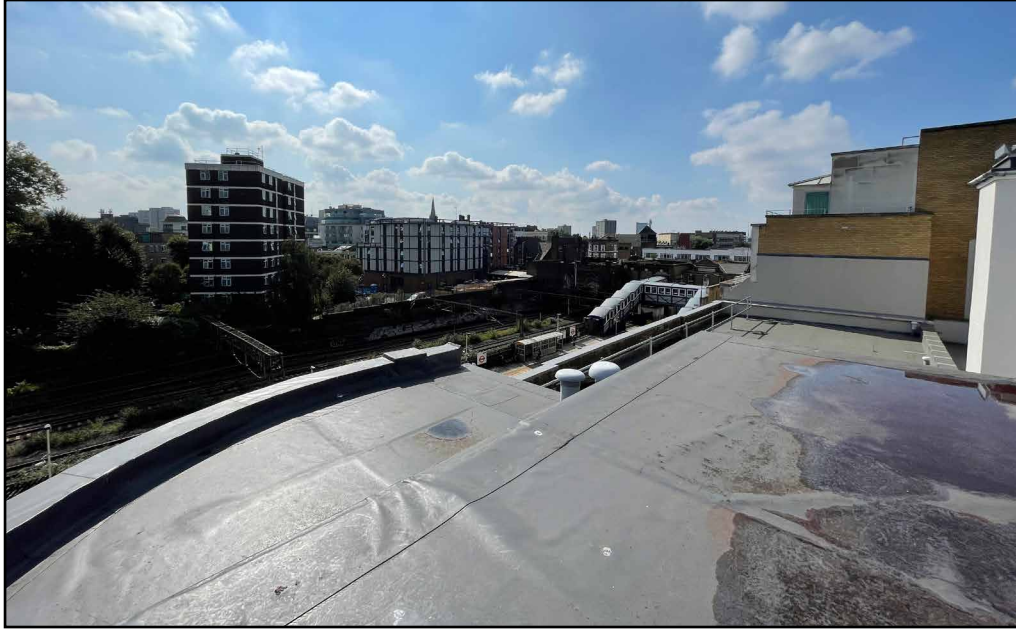
3 SITE LOCATION & SURROUNDINGS

Location of photographic views





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3 SITE LOCATION & SURROUNDINGS

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