

Introduction

Welcome to a public exhibition for Castle Trading Ltd's planning proposal for 254-256 Belsize Road. Castle Trading Ltd will shortly be submitting a planning application to Camden Council. We invite you to view the boards, which outline our proposals for the scheme and we would be grateful if you could let us know your views on the scheme.

Castle Trading Ltd

Castle Trading Ltd is a locally based company with more than twenty-five years' experience in property. They specialise in high quality residential accommodation, and have extensive experience of both new build and refurbishment. They developed their own office building in 258 Belsize Road which has operated as serviced offices until January 2015 and is now currently being redeveloped to provide residential accommodation.

They also operate the distinctive stone-clad Sanctum building in Greville Road completed in 2008, which comprises of seven stories of serviced apartments above the New Kilburn Library.

CTL has owned this site for past 17 years, during which time they have managed the building as serviced offices.

With the change in working patterns in recent years, the demand for such office space has declined, and CTL are now seeking planning permission to extend 254-256 to create a landmark residential building, with a mix of apartment types, finished to a very high standard.

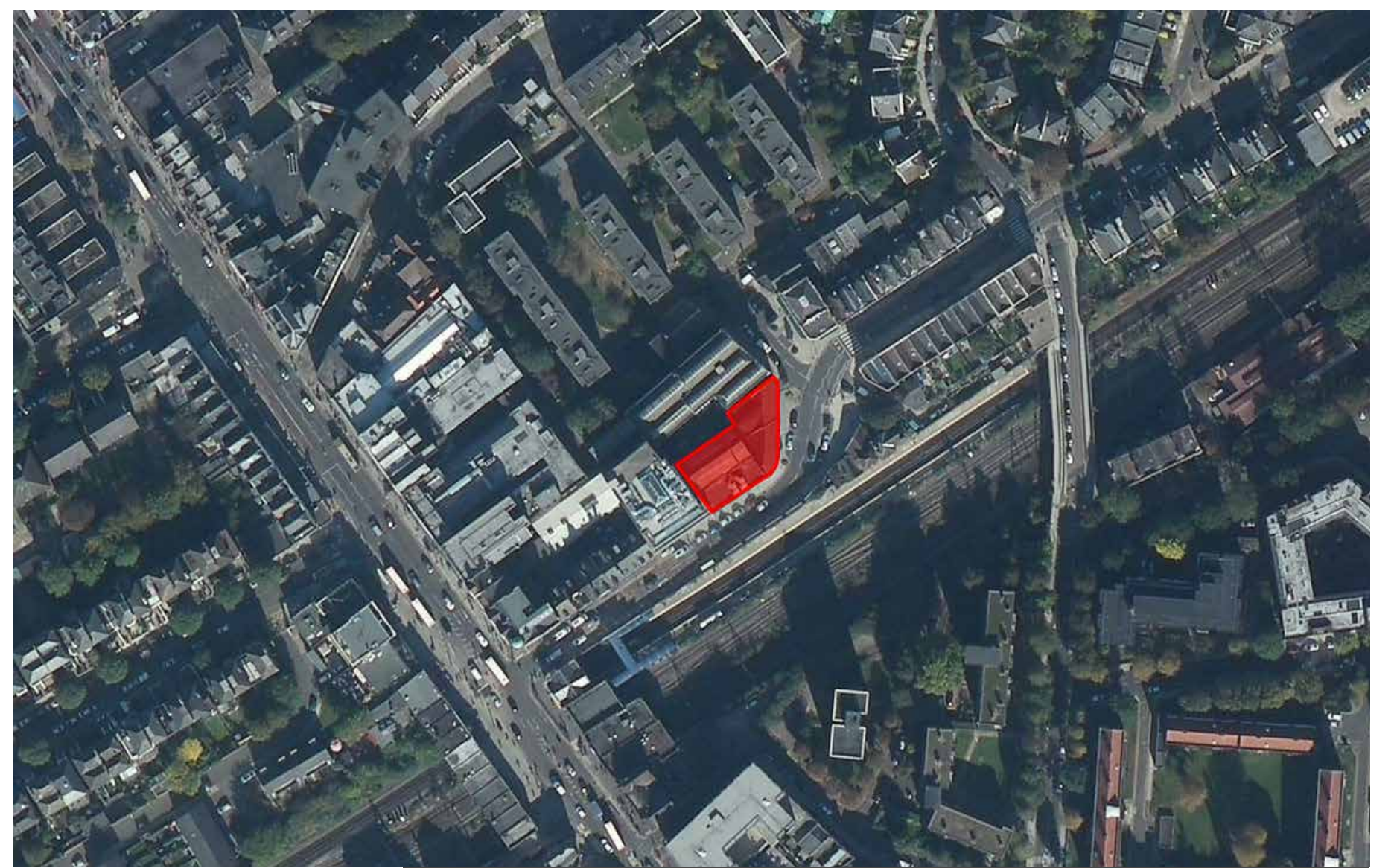
The directors of the company live locally and are committed to this area of North London with the aim of bringing employment to the area and commercial benefits to local businesses.

Alan Power Architects Ltd

Alan Power Architects are a design-led practice whose work has ranged through public buildings, new housing – both private and public sector – new build offices and interiors, industrial buildings, individual new build houses, alterations to listed buildings, shop interiors and exhibition design.

APA seek a contemporary architectural expression for each project, coupled with an integrated approach to design – sustainable in the broadest sense – linking architectural ideas with wider physical and cultural landscape.

APA has worked with Castle Trading Ltd for more than twenty years, successfully delivering their serviced office building at 258 Belsize Road as well as the Sanctum building, which includes the New Kilburn Library.



AERIAL VIEW OF THE SITE AND SURROUNDING AREA



258 BELSIZE ROAD CURRENTLY BEING REDEVELOPED



SANCTUM BUILDING & NEW KILBURN LIBRARY

The Proposal - Materials

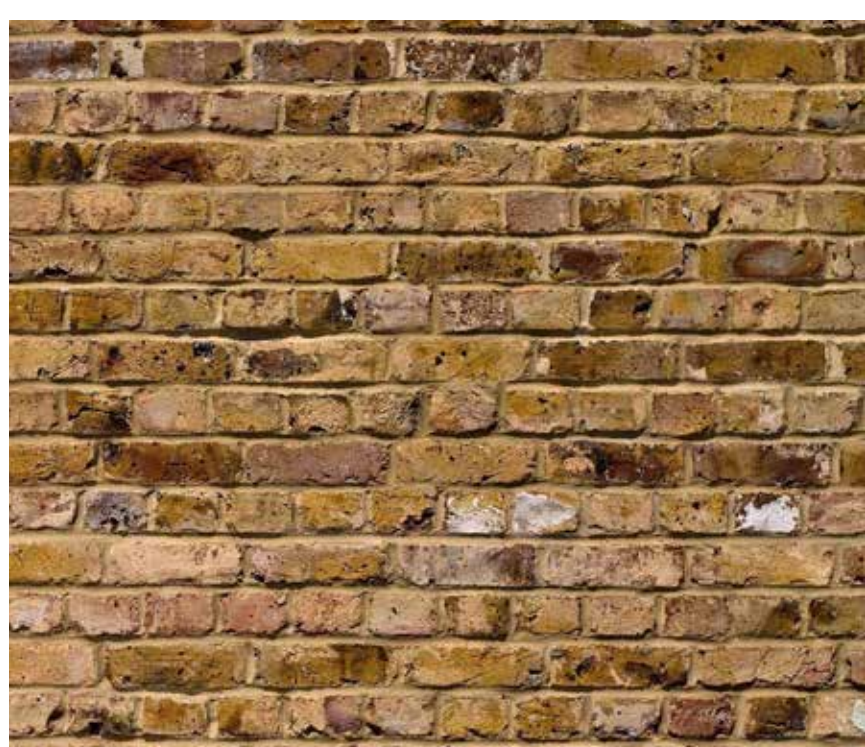


We propose to develop the existing office building as a high-quality residential development. The building already has planning permission to convert the premises into residential use and Castle Trading would like to extend and remodel the building to add further accommodation.

The existing roof over 254 will be removed and the masonry walls extended in the same materials with new traditional windows to match existing. Further modern glass extension set back from main façade.

On 256 we proposed to extend the masonry walls with London stock bricks to match the existing and replace the windows with traditional sashes in keeping with the conservation area.

A roof level glazed extension will be added, again setback from the main elevation.



1. Yellow London Stock Brick



2. White Mineral Based Masonry Paint



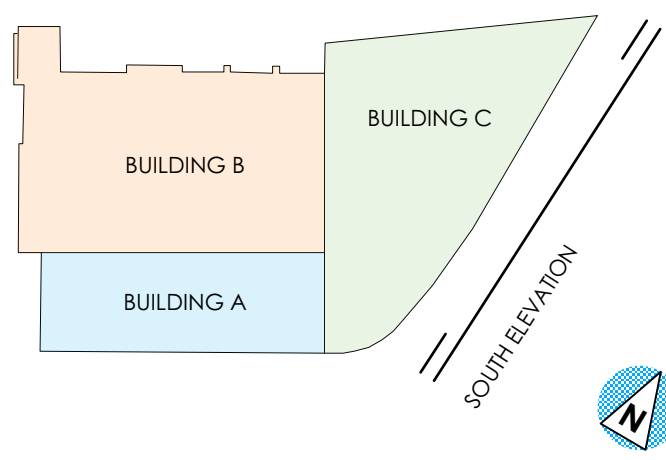
3. Timber-Framed sash windows maintaining the original design



4. Metal-Framed Sash window

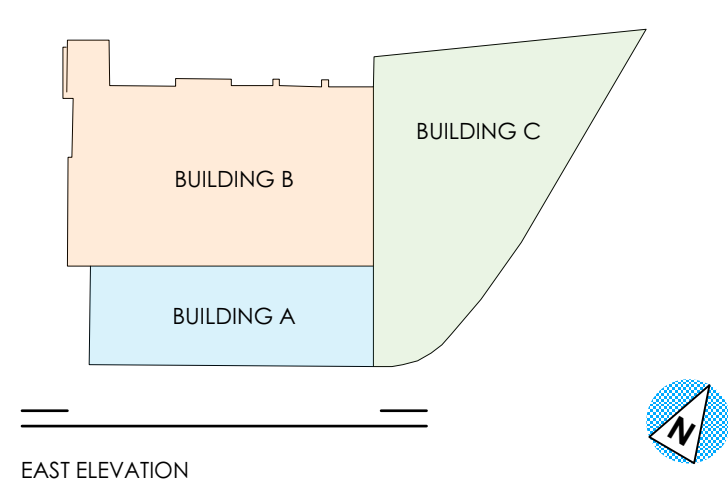
The Proposal - Elevations

Key Plan



- Remove the existing painted surface and repair the brickwork
- Extend existing masonry walls using materials to match existing
- Repaint brickwork using breathable mineral base paint
- Remodel the elevation with larger traditional styled windows to match existing
- Provide a new modern extension at roof level setback form main façade

Key Plan



KEY

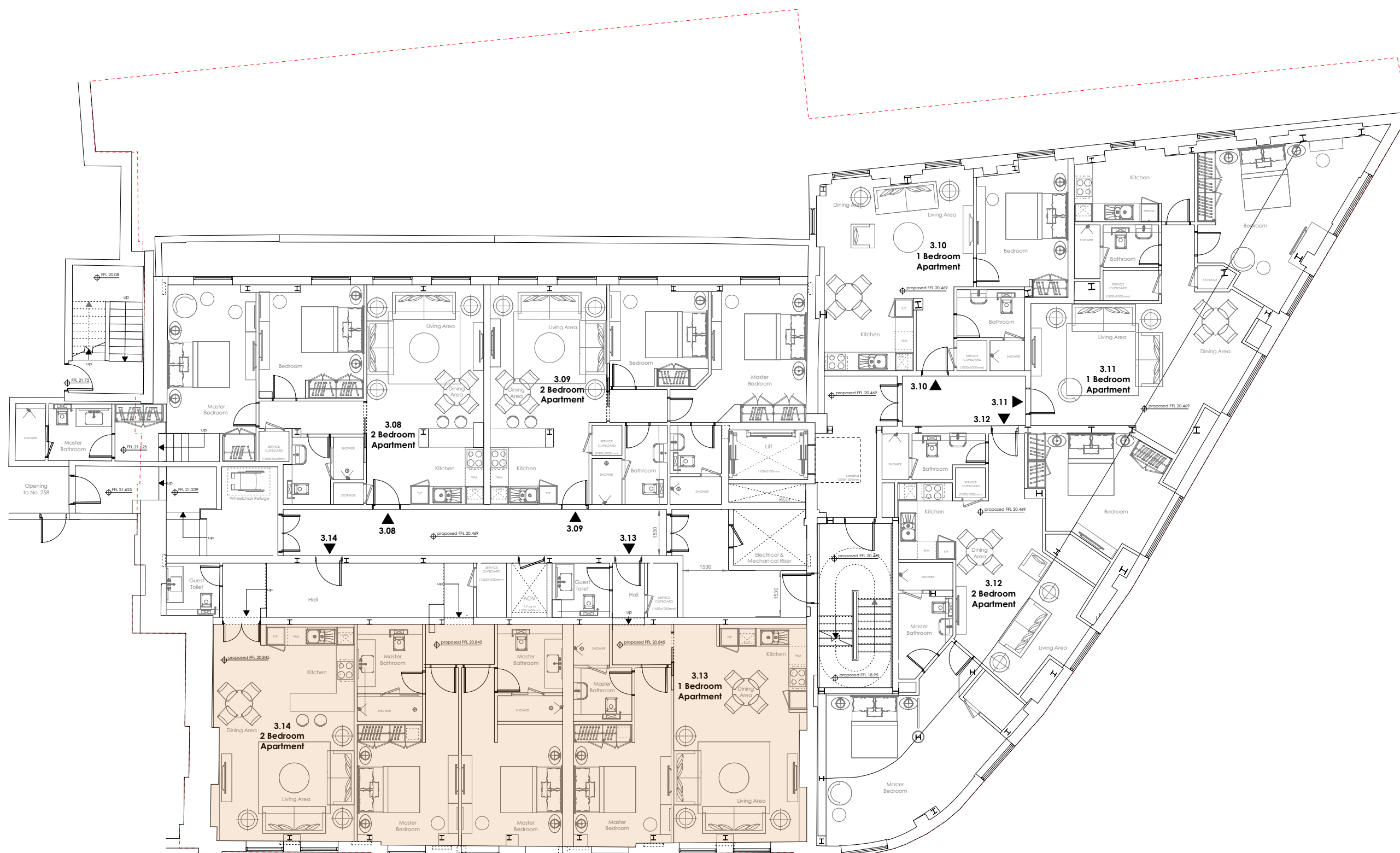
- Existing Windows with Proposed Alterations
- Existing Windows with Proposed Alterations
- Proposed Building Extension

- Repair the existing brickwork and extend using materials to match existing
- Remodel the elevation removing the larger central windows on the 1st and 2nd floors and replacing all windows with new traditional styled windows to match existing
- Provide new modern extension at roof level setback form the main façade

The Proposal - Floor Plans



TYPICAL FLOOR PLAN



PROPOSED EXTENSION TO THE PERMITTED DEVELOPMENT
(3 - 1 BED & 4 - 2 BED)

3rd FLOOR PLAN



KEY
Proposed Building Extension



PROPOSED EXTENSION TO THE PERMITTED DEVELOPMENT
(4 - 1 BED, 1 - 2 BED & 1 - 3 BED)

4th FLOOR PLAN

The Proposal - Public Realm Enhancement



CURRENT VIEW OF KILBURN VALE



SITE PLAN

The Proposal - Public Realm Enhancement



PRELIMINARY PROPOSALS FOR THE PUBLIC REALM ENHANCEMENT FOR KILBURN VALE



VIEW TOWARDS KILBURN VALE ESTATE

The public realm enhancement of Kilburn Vale will have mutual benefits for local business and the community.

These may include the following:

- Hard landscaping to Kilburn Vale to create a 'shared surface'
- New Planters
- New Street lighting
- Planting to the boundary with the Kilburn Vale Estate
- Relocation of bins
- Relocation of the bus stop outside to previous location

Thank you



VIEW OF EAST ELEVATION UP THE BELSIZE ROAD TOWARDS KILBURN HIGH ROAD

Thank you for attending our public exhibition. We hope you have found this information useful;

The proposal will:

- Provide a new high-quality residential development
- Create employment and local business opportunities
- Contribute to the regeneration of the area

Next steps

Castle Trading Ltd will shortly be submitting a planning application to Camden Council for the development of the property.

To ensure that we understand the views of the local community, we would be grateful if you could fill in a comments form to let us know your thoughts; this can be left with members of the development team or sent to use later using the email address given below.

Contacting Us

If you have any questions or would like further information, please contact us at

E: hramsey@quatro-pr.co.uk
T: 020 7566 7978

Camden's officers will collate all feedback from interested parties to form part of its report to the planning committee. Any feedback given here will be passed to Camden Council as part of the application.