

LOCATION: European Design Centre, Edgware Road, Colindale, NW9 5AE

REFERENCE:

Received:

Accepted:

WARD(S): Colindale

APPLICANT: MDR Associates

PROPOSAL: Demolish existing two storey commercial building and replace with residential development, ranging in height from 2 to 12 storeys.

1. DETAILS OF THE DEVELOPMENT

It is proposed to demolish an existing two storey commercial building, currently used for banqueting purposes, and replace with a residential development, ranging in height from 2 to 12 storeys. The scheme will provide up to 500 residential units and the buildings will be arranged in horseshoe formation around a central communal garden. The new buildings adjoining the existing two storey housing on The Greenway will be two storeys high, with the 12 storey element fronting onto Edgware Road (and the Imperial House development currently under construction).

Vehicular access will be directly onto Edgware Road. 72 car parking spaces are to be provided at lower and upper ground level.

2. BACKGROUND

The proposed development is being reported to Planning Pre-application Committee to enable Members to view it at an early stage. Any comments made are of a provisional nature only and will not prejudice the final outcome of any planning application submitted for formal determination.

3. PLANNING HISTORY

The site has had a long planning history. Only the most relevant schemes and decisions are listed.

W03347Q

Proposal: Change of use of first floor from office (B1) to assembly use for conferences, exhibitions presentations and social functions (D2).

Registered: 23 September 1994

Decision: Approved 10 May 1995

W03347Y/04

Proposal: Change of use from (Class B1) to a furniture and lighting showroom (sui generis) and ancillary design studio/office.

Registered: 19 July 2004

Decision: Approved 10 September 2004

W03347AA/06

Proposal: Variation to condition 6 of planning permission W03347Q dated 15/05/1995 to allow premises to remain open until 1am Friday nights / Saturday mornings and Saturday nights / Sunday mornings and midnight all other days (including Sundays and Bank Holidays).

Registered: 7 December 2006

Decision: Approved 26 March 2007

W03347AB/08

Proposal: Variation to condition 1 of planning permission W03347AA/06 dated 26-03-2007 to allow premises to remain open until 1am Friday nights / Saturday mornings and Saturday nights / Sunday mornings and midnight all other days (including Sundays and Bank Holidays).

Registered: 29 February 2008

Decision: Approved 23 November 2010

16/8193/ENQ

Proposal: Proposed redevelopment of the site known as Cavendish Banqueting Suites to provide a total of 65 residential units in a mix of 1, 2 and 3 bed flats and the provision of commercial floorspace at ground floor level all accessed from the Edgware Road.

Registered: 23 May 2016

Decision: Pending consideration

4. SITE DESCRIPTION

The proposed development site is located on Edgware Road. It adjoins Imperial House to the east, a former commercial building currently being redeveloped for housing and extending to 16 storeys. To the west and south is established two storey housing, dating to the post war period.

The existing building on the site is two storeys high with a footprint occupying the full extent of the site. The building is currently used for banqueting events and has no dedicated car parking.

5. KEY MATERIAL CONSIDERATIONS

The site is located within the Colindale Regeneration Area in an area designated as suitable for high buildings. The applicant has provided illustrative elevations and

floor plans of the proposed development. Key material considerations include the impact of the proposed height of the new development on the surrounding area; the extent of mixed-use development proposed; vehicular access to the site; and the provision of affordable housing.