

Summary draft planning brief - for consultation

Parsons House North, London W2



City of Westminster

January 2012

What is a planning brief?

A planning brief is used as a guide for potential developers. It includes information on the relevant planning policies and the limits on potential development. It also gives guidance on the sorts of developments that are appropriate and key aspects such as building height.

These draft planning briefs have been prepared following the development of the Futures Plan for Church Street, Paddington Green and Lisson Grove. This masterplan outlines the redevelopment of several sites in the area to deliver new and better housing as well as improve the physical, social and economic prospects of the area.

This document is a summary of the draft planning brief and identifies the key issues for development of the site. Please refer to the full draft planning brief for comprehensive guidance.

Key points of the draft Parsons House North planning brief

- The preferred use of the land is predominantly housing, including both private and affordable homes, with community uses fronting Edgware Road.
- Around one third of any new housing will be family-sized (3+ bedrooms).
- A use that offers training or employment opportunities will be encouraged.
- Any proposal must provide a significant quantity of enhanced open space, and children's play facilities, accessible to the people of Parsons House.
- Modern buildings that respect the residential neighbourhood are encouraged. They should consider their impact on Parsons House and Crompton Street residents in particular. Buildings should not exceed five storeys fronting Edgware Road and Hall place, or four storeys on Crompton Street or opposite Haywood House.
- Vehicle access should be maintained from Hall Place
- The street trees on Edgware Road should be retained.

How the land can be used?

The preferred land use for this site is predominantly residential, with open and play space for the occupiers of Parsons House and any future development.

The council would not seek to protect the current open space. Improvements to its appearance and ability to be used will therefore be welcomed, even if accompanied by a reduction in its size.

Active, non-retail uses should be included at the ground level that fronts on to Edgware Road, in addition to the entrances to the residences above. The council would welcome a social and community hub as part of the redevelopment of this site, particularly fronting Edgware Road. Any design should consider its impact on the surrounding dense residential community.

New homes

There will be a minimum of 35% affordable homes on this site with a 60:40 social rented / intermediate housing split. The intermediate housing built would be maintained as affordable for successive occupants. The affordability of intermediate housing should reflect a range of household incomes, including lower income levels.

An appropriate mix of housing should be provided to meet local need. This is likely to be family sized accommodation comprising 2, 3 and 4 bedroom homes.

Suitable rent levels will be charged on all affordable homes, to ensure they are affordable to those on low incomes. Housing which is built to replace existing homes can only be offered with similar tenancy conditions to those existing, including rent levels.

Higher proportions of a particular tenure may be acceptable on this site, as part of a strategy that includes nearby sites, to for example enable better management of affordable housing.

The Mayor's [London Housing Design Guide 2010](#) will be adhered to. It sets new minimum space standards, promotes better neighbourhoods, high environmental standards, better accessibility and better design and includes minimum standards for the amount of floor space (minimum 50m² for a 1 bed, 90m² for a 4 bed) and private outdoor space, as well as guidance on natural light and ceiling heights.

10% of all units should be wheelchair accessible or easily adaptable for residents who are wheelchair users.

Play, amenity, open space

Any development must provide a significant amount of open space which should, at ground level, be approximately equivalent in area to the footprint of any buildings proposed, and be designed with an understanding of the unique climatic conditions caused by the 20 storey Parsons House. Any development which includes 25 or more family housing units requires children's play space and facilities to be provided.

Any proposals must incorporate useable play space for the under-5's. The space should be a destination in its own right, offering attractive outlook to those within and overlooking it, and a meaningful contribution to biodiversity. It could also offer informal play opportunities, and access to nature for all ages.

A development providing a ball court or other facility for older children and adults would be welcomed. The roof space of a community building could be designed to accommodate such uses, which would ensure maximum daylight reaches the play or amenity spaces, whilst minimising potential residential issues such as noise.

Open and play space should be considered from early concept designs for this site in order to ensure factors such as sunlight can be maximised and also ensure that trees are successfully and appropriately incorporated.

Business opportunities

The council would like to see proposals which contribute towards providing training, skills and employment opportunities for local people. Business opportunities would be particularly suitable at ground and basement levels fronting Edgware Road. These could be dual use live/work units for small businesses.

Unacceptable business uses

- Large retail uses – as the site is outside the District and Local shopping centre these could cause harm to the vitality or viability of the 19 nearby shopping centres and frontages. A small retail use, complimentary to the residential nature of the area, could be acceptable.

- Certain entertainment uses such as night clubs and dance venues are not acceptable due to the impact on the amenity and environmental quality, character and function of the residential area.
- General Industrial
- Storage/Distribution

Design

The council expects high standards of sustainable and inclusive design and architectural quality.

The references for the scale of any new development are the three storey red brick terrace within a conservation area at 431-451 Edgware Road, the two storey yellow brick terrace across Crompton Street and the four storey yellow brick and six storey red brick blocks across Hall Place. Therefore any proposals to introduce buildings more than five storeys in height (four above podium) on Edgware Road and Hall Place, and four storeys in height (three above podium) on Crompton Street, are therefore unlikely to be acceptable.

Any development should not have a negative impact on neighbouring residents in Hall Place, Crompton Street and Edgware Road in terms of daylight, sunlight, sense of enclosure and privacy. The properties across the narrow Crompton Street are particularly close to the site. It may be worth considering the potential to widen Crompton Street and allow two-way traffic along its entire length. This would have the combined benefit of pulling the new development back from the existing residents, and allow for the closure of the northern section of Hall Place.

The design of the ground floor of buildings, particularly where it may interface with public routes will require particular care. The requirement to ensure routes are overlooked to provide natural security will need to be balanced by the desire for residential privacy.

Affordable housing should be integrated into the overall layout and should be indistinguishable from market housing. Residential buildings should also be equipped with a central location for communal satellite dishes.

An avenue of 19 mature Caucasian Wingnut trees grow on Edgware Road, adjacent to the site should be retained. It will be important to design space for trees, at either ground or deck level, and within any public open space.

Provision of public artwork, including sculpture, statuary and mural decoration, will be encouraged

Sustainability and energy use

Development should provide the highest energy use standards.

The potential to create a substantial basement space gives an opportunity to deliver solutions to sustainable heat, power, cooling and waste collection/compaction facilities for the neighbourhood.

It may be that, subject to detailed design, part of the potentially large basement area could be used for market waste storage compaction and composting facilities.

Any visible renewable technologies that are used should be integrated into the design of any scheme, to generate carbon reduction while being sympathetic to the surrounding area.

This site is required to provide for recycling and composting waste management facilities within the development. The incorporation of the public micro-recycling station on Edgware Road (for paper, glass, plastic bottles, cans, and textiles) within the new development would be welcome.

The installation of energy intensive cooling mechanisms (air conditioning) should only be used as a last resort, with passive (natural) cooling preferred and expected.

Recycling of rain water is encouraged and low flush or dual flush technology should be used for toilets throughout the development

Transport, highways and parking

Generally the council requires a maximum of one car space per home of two bedrooms or less, and 1.5 spaces for three or more bedrooms. A development that does not provide off-street parking spaces for residents is unlikely to be accepted. It may be possible to use the level of public transport availability to demonstrate lower levels of off-street parking are required to ensure no increased demand for on-street residential parking permits.

The existing car parking capacity for Parsons House and the Estate Office must not be reduced.

It is important to improve the pedestrian routes through to Hall Place adjacent to 100-122 Edgware Road (Haywood House) and on Crompton Street.

If you would like to see a full copy of the draft planning brief, please visit our website:

www.westminster.gov.uk/churchstreetpaddingtongreen

Alternatively you can see a hard copy at the following venues, or request that one is sent to you by calling Tim Butcher on 020 7641 5972:

- Neighbourhood Centre, 88 Church Street, NW8 8ET
- Church Street Library, 67 Church Street, NW8 8EU
- Church Street Estate Office, Cherwell House, Penfold Street, NW8 8PT
- Paddington Green Estate Office, Hall Place, W2 1XS

To give us your views or if you have any queries relating to the draft briefs please contact:

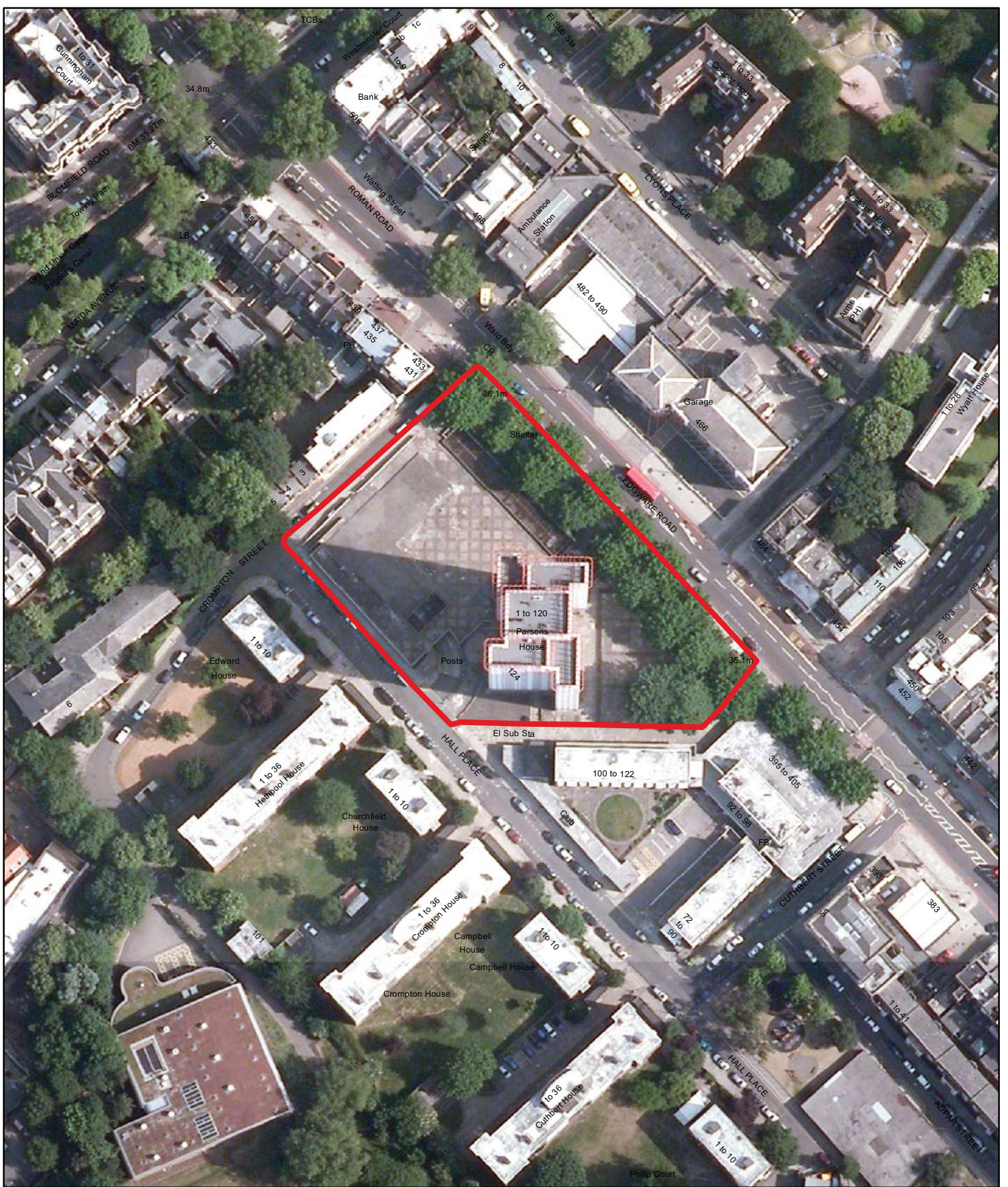
Web form: <http://transact.westminster.gov.uk/forms/emailform.cfm?aliasid=492>

E-mail: tbutcher01@westminster.gov.uk

Write to: Tim Butcher, City Planning, Westminster City Council, City Hall, 64 Victoria Street, SW1E 6QP


Call: 020 7641 5972

Fax: 020 7641 3050



MAP 5
Church Street Masterplan Phase 1:

1:1,250

 Parsons House North Site
 (Parsons House Podium Site)
 W2 1NE

