

CHURCH STREET



SITES A, B AND C

DESIGN AND ACCESS STATEMENT



1 Executive Summary





View of the proposed building on Site A from Church Street

1 Executive Summary

1.1 Introduction

This Design and Access Statement has been prepared on behalf of Westminster City Council (the Applicant) in support of a Hybrid Planning Application for the redevelopment of Church Street and three adjoining urban blocks, referred to in this document as Sites A, B and C, known as:

- land bounded by Edgware Road, Church Street, Penfold Street and Broadley Street (Site A);
- land bounded by Penfold Street, Church Street, Salisbury Street, and Broadley Street (Site B);
- land bounded by Edgware Road, Boscobel Street, Penfold Street and Church Street (Site C); and
- Church Street Market

as shown in the image on p.9 (the Site). This report has been produced by Bell Phillips Architects in collaboration with the consultants set out in Section 1.3.

The Site falls within the administrative area of Westminster City Council (WCC) and therefore the WCC Local Planning Authority (WCC LPA) will determine the planning application.

1.2 Description of Proposal

The proposed development comprises the demolition of three existing post-war urban blocks comprising housing, retail, basement car parking and a library, at the south-western end of Church Street. These three urban blocks, named Sites A, B and C for the purposes of this report, are bound by Church Street, Penfold Street, Broadley Street and Edgware Road (Site A), Church Street, Salisbury Street, Broadley Street and Penfold Street (Site B) and, Boscobel Street, Penfold Street, Church Street and Venables Street (Site C) respectively. The existing blocks include the following accommodation:

- 400 homes;
- 228 affordable homes;
- Church Street Market infrastructure;
- Church Street Library
- Retail; and,
- The Lord Admiral Pub.

Further detail regarding the existing site is set out in Chapter 2.

The existing Sites will be replaced with a comprehensive mixed-use development. An illustrative masterplan set out in Chapter 4 illustrates that this will provide:

- 1,121 new mixed-tenure homes;
- a new library;
- infrastructure supporting the existing street market;
- new retail space;
- new community space;
- new enterprise workspace;
- 16,043m² of public accessible open space;
- 6,808m² of communal amenity space; and,
- car parking and cycle parking provision.

Further detail regarding the proposed development is set out in Chapters 4 and 5.

As described in further detail in this document, the proposed development is considered to be in accordance with planning policy and guidance at the national and local levels.

1.3 Professional Team

Project Manager / Principal Designer /
Cost Consultant / Fire consultant
Arcadis

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Landscape Architect
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Structural Engineer / Civil Engineer /
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Residential Consultant /
Planning Consultant
Savills

33 Margaret Street
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W1G 0JD

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GIA

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London
SE1 8GA

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1.4 Form of Application

Church Street Estate Regeneration - Sites A, B and C will be submitted in Hybrid Form with Site A being detail and Site B and Site C being Outline.

The Hybrid Application will be submitted under one submission using a single outline application form. The description of development will list phase one as being provided in detail as opposed to outline.

It is intended that the development is brought forward as a phased development with Site A being the first phase to be delivered. Each phase of the development is expected to take between three to five years to complete, however there will be overlap between each phase. With this in mind the total length of the programme is currently estimated to be around thirteen years to deliver the development from commencement on site. Works are currently programmed to begin on Site A in the second quarter of 2023.

The Control Documents that are to be approved identify the maximum parameters and the design guidelines of the Outline Application. The Control Documents are to inform the future design development of the Site, and comprise the following:

- The Design Code
- Development Specification
- The Parameter Plans

A detailed list of the drawings submitted as part of the full Detailed and Outline components is provided in Drawing Schedule accompanying this Hybrid Planning Application.

Design and Access Statement

This Design and Access Statement explains the masterplan proposals and design principles on which the design is based.

The document is structured to mirror the hybrid nature of the planning application, where the majority of the development is sought in outline, but Site A is presented in detail.

The Design and Access Statement should be read in conjunction with the Design Code setting out detailed requirements and design principles for the delivery of the outline elements of the masterplan.

The report should be read in conjunction with the planning application drawings (for both architecture and landscape). Reference should be made to the more detailed supplementary information submitted as part of the application.

Planning drawings

Drawings describing the proposals have been prepared by both architect (Bell Phillips Architects) and landscape architect (Camlins). The drawings are structured and numbered in series which relate to the nature of the drawing.

Parameter Plans

The Parameter Plans relate to the Outline Element of the planning application. Along with the Design Code, the Parameter Plans are submitted for approval and will be used to inform the detailed designs of the future Reserved Matters Applications.

Design Code

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Development Specification

The Development Specification describes the principal components of the Illustrative Masterplan, including the description of development; the amount and uses of development; residential home numbers; open space provision; car and cycle parking; and indicative development phasing. It also provides the primary reference for understanding the nature of the planning applications and the suite of planning documents.

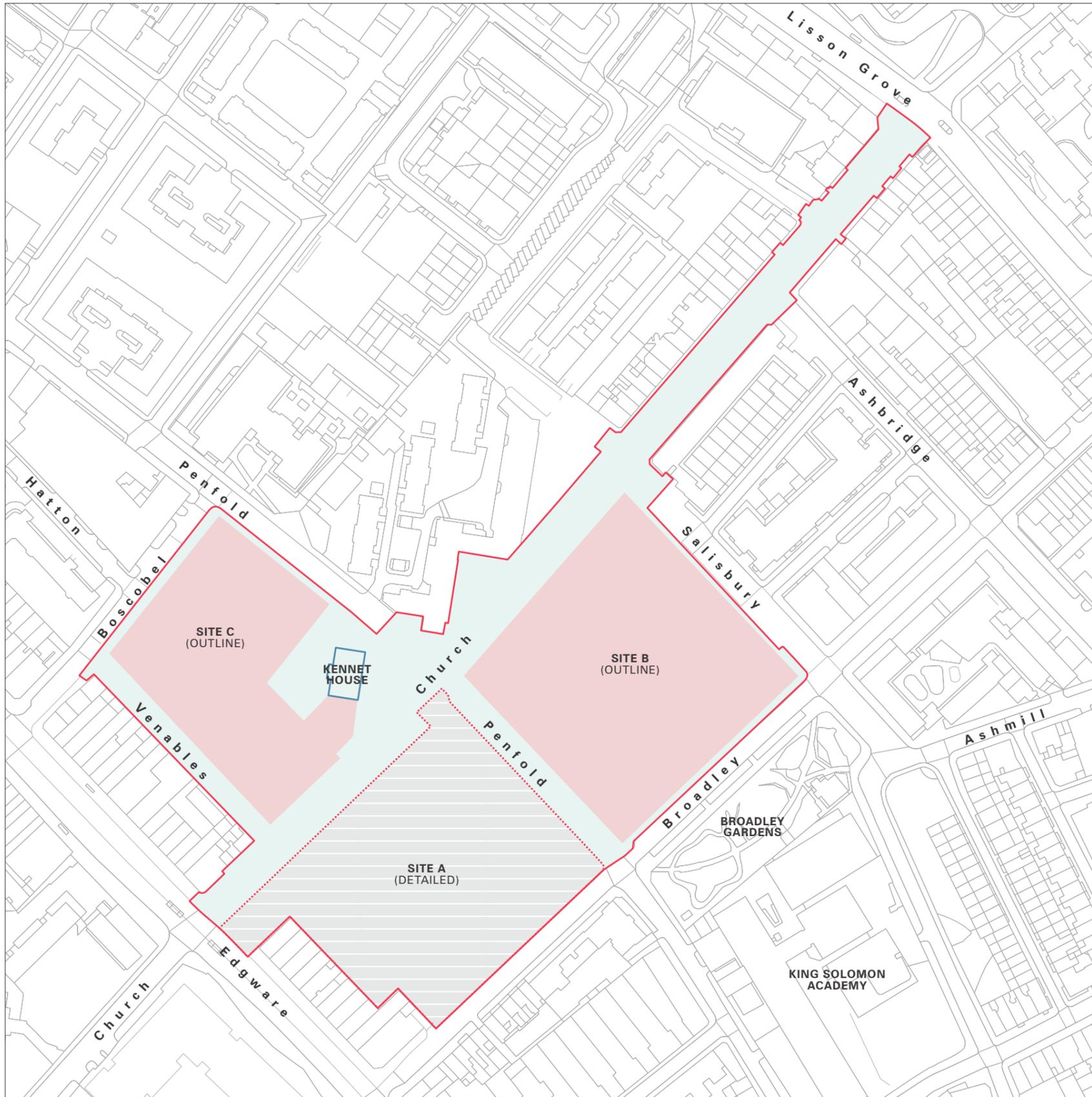
Statement of Community Involvement

Consultation has been influential in the development of the project.

This document outlines how this process has been considered and how responses have been incorporated in the design. Throughout the development of the scheme, the team has consulted widely with statutory bodies, groups and neighbours, including:

- Statutory consultees
- Utilities and technical bodies
- Neighbouring landowners
- Neighbouring groups
- Amenity societies
- Local community and interest groups
- Elected members
- Estate residents

Details on consultation and engagement are set out in the Statement of Community Involvement (SCI).



Planning application boundaries



- Public realm (Outline)
- Sites B and C (Outline)
- Site A (Detailed)
- Hybrid planning application boundary
- Detailed planning application boundary
- Excluded from application

1 Executive Summary

1.5 The Case for Change

Church Street is a vibrant, diverse and complex area. Despite its powerful sense of community, the strength of the Church Street Market and the proximity to the West End, residents within Church Street experience issues of social and economic exclusion. This results in deprivation, poorer health outcomes and lower than average rates of economic activity than neighbouring areas. These challenges are compounded by the area suffering from severance; the area has become an enclave ringed by transport infrastructure.

The Church Street area is bound by large infrastructure which creates clearly defined edges but also act as barriers to accessibility and movement from the neighbourhood.

- Regent's Canal bounds the site to the north, providing visual amenity but reducing physical access to areas to the north such as St. John's Wood. Access to the Canal from Church Street is limited due to built development and land ownership, meaning access is only achievable by crossing the road bridges of Edgware Road and Lisson Grove.
- The western edge of the area is bound by the bustling Edgware Road, a busy A-road and key arterial route into central London. Edgware Road provides a primary area for retail and commercial use, accommodating a mixed array of shops, garages and restaurants and cafés..
- Bounding the area to the east is the National Railway line serving Marylebone Station, and Lisson Grove, a busy B-road with mostly residential properties with pubs and retail emerging to the south of the road. In particular, the rail line greatly reduces the accessibility of Church Street and creates a barrier to areas to the east, such as Regent's Park. Accessibility is further reduced by the nature of the built environment, which backs onto the rail line, and a lack of bridge crossings, meaning Rossmore Road provides the only clear route to access areas to the east. It is in within easy walking distance of two of London's key transport interchanges at Marylebone and Paddington. Three London Underground lines at Edgware Road also serve the Street.

WCC wants to transform the quality of life of residents in the Church Street area and make Church Street the most liveable neighbourhood in London through investment in new housing and regeneration. The following section sets out the socio-economic baseline of the Church Street area across a range of key indicators which are symptomatic of wider levels of deprivation. It summarises some of the key socio-economic issues which are facing the Church Street area and highlights the case for change and the need for the council to intervene.

Deprivation

Church Street has the highest levels of deprivation in Westminster. According to the Index of Multiple Deprivation (IMD) 2019 average score, Westminster Borough is the 137th most deprived out of 317 local authorities in England. The borough is also ranked as the 19th most deprived of the 33 London boroughs. Among London's boroughs, Westminster is ranked 25th for the education, skills and training domain, 18th most deprived for income, 28th most deprived for the barriers to housing and services domain and finally the 27th most deprived for health.

The majority of Church street is in the most deprived 20% of Lower Super Output Areas (LSOAs) in England and Wales. The most severe of this deprivation is in the North and East of the ward, as both of these areas sit amongst the most deprived 10%.

Employment

The proportion of residents claiming employment support allowance (ESA) in Church Street Ward amongst 18-64 year olds more than doubles that of both Westminster and the rest of London. The underlying health reasons for claiming ESA are similar to elsewhere with mental health problem accounting for the majority of claims.

Education

Church Street shows a higher percentage of residents with no qualifications (28.1%) relative to London (17.60%) and Westminster (12.8%). Correspondingly, the proportion of residents with level 4 qualifications and above in Church Street is lower than the London average of 37.7% and Westminster of 50.3%.

Well-being and Health

Church Street scores within the lowest fifth of the Greater London Authority's well-being index, which considers measures including health, economic security, safety, families, accessibility and community. Church Street ranks as 537 out of 635 London areas.

Housing

There is an on-going need to increase the provision of affordable housing available to residents. In 2019, 7,500 households were waiting for affordable housing (4,500 households for social housing and 3,000 households for intermediate housing).

Due to the shortage of housing in the borough, households are facing waiting times (over ten years) in temporary housing before a permanent property is available and up to 25 years for a larger home. In 2019 there were an estimated 2,700 homeless households in temporary accommodation waiting for a permanent home due to an under supply of private rented housing which is affordable and available to homeless households in the borough.

Within Westminster 10.9% of households are considered overcrowded, although this is slightly lower than the London average of 11.3%. By contrast, Church Street shows high levels of overcrowding, as 21.2% of properties within the ward are considered to be over-crowded.

Analysis of social housing properties within Sites A, B and C demonstrates that overcrowding is an issue across these sites. For instance, it is estimated that between 15% and 19% of social housing properties within Sites A, B and C are overcrowded.

Open Space

Despite its proximity to Regent's Park, a large swathe of the area is classed as being deficient in access to open space, as noted in the Partnership Approach to Open Spaces and Biodiversity in Westminster.

Summary of Challenges facing Church Street

Analysis of baseline socio-economic data highlights some of the socio-economic consequences of deprivation within the Church Street area and presses the urgent case for change. Relative to the rest of Westminster and wider London the area is characterised by:

- high levels of overall deprivation;
- high levels of income deprivation;
- high unemployment;
- low proportions of employee jobs within higher value occupations;
- high proportions of residents with no qualifications;
- high levels of poor health;
- shortage of affordable quality housing;
- high levels of overcrowding; and
- deficiency of access to open space.



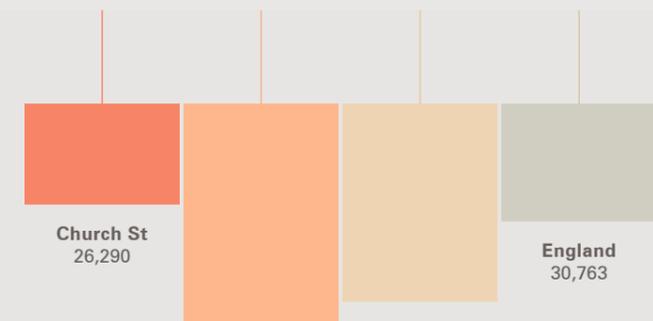
all children
(0-15)
(%)



working people
(16-64)
(%)



older people
(65+)
(%)



median household
income estimate
(£)



households
owned
(%)



households
social rented
(%)



households
private rented
(%)



dependant children (0-18)
in out-of-work-households
(%)



employment rate
(16-64)
(%)



open space
(%)

Data from London Datastore
(data.london.gov.uk)

- Church Street Ward
- Westminster
- London
- England

1 Executive Summary

1.6 Church Street Masterplan

The Church Street Masterplan was approved by Cabinet in December 2017 as the Council's framework for informing the future regeneration of the Church Street area.

The Church Street Masterplan provides the strategic framework that will guide the economic growth and physical development of Church Street for at least the next 15-20 years. The masterplan outlined the importance of retaining the real character of the Church Street area and the importance of the local community in delivering transformational change.

The masterplan encompasses a vision for Church Street that will see a significant increase in housing as well as measures to promote healthy lifestyles and opportunities for new jobs.



Church Street Masterplan

December 2017



The Masterplan outlined the importance of retaining the real character of the Church Street area and the importance of the local community in delivering transformational change.

Four interconnected drivers were identified in the masterplan: health and well-being, homes, market and enterprise, and making connections. The Masterplan was prepared in parallel with the City Plan review to ensure that there is an up to date planning policy context for the delivery of the aspirations in the masterplan. The Masterplan is intended to:

- build on the regeneration initiatives to date in Church Street;
- work with the social and economic communities of Church Street to
- deliver change; and
- focus on building on the unique qualities of the area to create a great place where people want to live, communities thrive, and businesses prosper.

A critical objective of the masterplan is improved health and well-being outcomes. Crucial to this is to:

- improve existing homes and build new homes;
- create local economic activity and help local residents into employment; and
- ensure the proposition is deliverable and achievable.

The Church Street Masterplan sets out a blueprint for building on the area's qualities and existing aspirations and development proposals. It reinforces Church Street as the heart of the area but also establishes strongly characterised new quarters.

The masterplan context for Sites A, B and C is as follows:

- Site A: This site provides an opportunity to create a gateway to the southern end of Church Street, to significantly increase housing numbers, provide an improved retail and service offer and enhance public realm.
- Site B: This occupies a key location within the masterplan at the junction of Church Street and the Green Spine. It has the potential to enhance housing, community facilities and a strong retail presence.
- Site C: This site works in conjunction with Site A to create a gateway at the junction of Church Street and Edgware Road. This site has the opportunity to provide retail at ground floor level, new enterprise areas and increased residential density.

A fundamental feature of Church Street is the market. The Masterplan provides the opportunity to improve both the market offer to the community and the facilities offered to existing and future vendors. Key to this is the retention, improvement and evolution of the market, building on its heritage.



Church Street masterplan vision (Church Street Masterplan, Westminster City Council, December 2017)

1 Executive Summary

1.7 Design Objectives

The Church Street regeneration programme aims to deliver real change by creating great places, opportunities for a healthy lifestyle, new homes and new jobs. These changes will benefit the people that already live in the ward as well as those who join the community.

Our vision is to create a great place where people want to live, where communities will thrive and businesses will prosper.

The Church Street regeneration programme aims to improve the community's quality of life in a number of ways. Broadly, these are characterised as falling into the following areas:

- Health and wellbeing; with improved health services within the Community Hub at Lilestone Street, new sports facilities including sports courts at Luton Street, and more green and pleasant environments throughout the ward
- Housing; with better quality housing which will reduce overcrowding, and homes available at all price points
- Connectivity; with better pedestrian and cycling routes through and around the ward
- Retail, business and markets; better facilities for the market to increase its appeal, and the provision of spaces and support for thriving retail and other local businesses.

The regeneration of the Church Street area will help to ensure future prosperity of the local economy by endeavouring to ensure that existing businesses remain in the area and by attracting new businesses to invest within the area. Through the regeneration of the Church Street area this provides confidence for existing local businesses that the area is a good place to do business encouraging them to remain in the area.

Increased housing will help to increase the local population of Church Street and in turn increase the footfall within the Church Street area helping to increase demand for local goods and services.

The provision of open space, inclusive street furniture and play space will provide opportunities for increased engagement within the community helping to improve the social capital within the Church Street area and improve community cohesiveness.

The provision of this infrastructure and the increase in public open space will also provide more opportunity for Church Street residents to partake in exercise and recreational activities. The shift to more active forms of travel, as well as the increased exercise opportunity stemming from the new open space, will promote health and well-being benefits for residents within the area, and others outside of the Church Street area who will use the routes and spaces when travelling for purposes such as commuting to work.

The increased provision of local and accessible employment opportunities in conjunction with services such as 'The Church Street For All Employment Service' will likely lead to more local people benefitting from the development proposals.

The design proposals for Sites A, B and C have been shaped with the Council's Church Street Masterplan vision principles at the centre of the design proposals.

The scheme delivers on the vision principles in the following ways:

Health and Wellbeing

- Consideration of the public realm is at the heart of the design thinking. Streets and parks have been shaped to enable access to high quality public amenity and open space for all.
- The overall amount of public open space will increase with more opportunities for play, planting, biodiversity and sustainable urban drainage.
- The design will be green and healthy. All homes will have views over and access to green communal courtyard spaces. Green roofs will contribute to biodiversity and sustainable drainage.
- Low energy buildings will reduce energy bills and have a low environmental impact.
- Homes will be designed to be dual aspect, maximising natural ventilation, having attractive aspects and high levels of daylight to enhance wellbeing.
- The development will provide places to learn, meet and play with new shared spaces for leisure such as New Street Gardens.
- Healthy lifestyles will be promoted through provision of easily accessible cycle storage and a focus on providing a walkable streetscape with shops and services provided locally.

Homes

- There will be a significant increase in the number of new homes provided, 50% of which will be affordable.
- The new development will be a place where people want to live and where they feel safe through good natural surveillance, optimizing dual aspect homes, maximizing daylight, minimizing overshadowing, adaptability for changing needs and mixed tenures.
- Generous and inviting communal entrances and routes into homes will encourage residents to linger and interact with their neighbours.
- Access to homes will be improved with two lifts serving every upper floor dwelling and level access throughout.
- All homes will have generous private external amenity space.
- The existing community has the opportunity to be retained by ensuring that every existing household has the potential to return to a new home within the development.
- New homes will be spacious, accessible, adaptable and functional with 10% designed specifically for wheelchair users.

Market and Enterprise

- A place to work, shop and enjoy will be delivered through a mix of much improved commercial, retail and enterprise space that supports local needs and provides employment opportunities.
- The mixed-use character of the existing neighbourhood will be enhanced through an improved street market on Church Street. An improved layout will improve the function of the market reinforcing its relationship with adjacent shops.
- The market infrastructure will be improved with delivery parking, storage and welfare facilities within Sites A and B reducing local congestion and minimising the impact on local residents.
- A new community centre, library and library garden are incorporated into the proposals adding to the rich mix of local amenities and leisure on offer in the neighbourhood.

Making Connections

- New connections have been established through the site and the quality of existing ones improved. The positioning and character of these has been informed by the historic street pattern to restore a more consistent and successful urban character.
- Streets have been designed with a pedestrian focus to encourage walking and cycle use leading to health benefits to the local population.
- Active frontages to streets will increase activity, provide natural surveillance and add vitality to the street scene.
- Increased planting, street lighting and finishes will greatly enhance the quality of the streetscene and experience for pedestrians.



Church Street Market is the heart of the community

2 The Site



2 The Site

2.1 Site Location



The Site is located within Church Street Ward in the City of Westminster, North-West Central London close to the West End.

The Ward occupies an area of 0.4sqkm with a population of 12,913, according to 2017 data. Despite its proximity to Central London the area has high levels of deprivation and a diverse population with some of the worst data for poverty, deprivation and vulnerable families in Westminster. The ward is notable for the following characteristics:

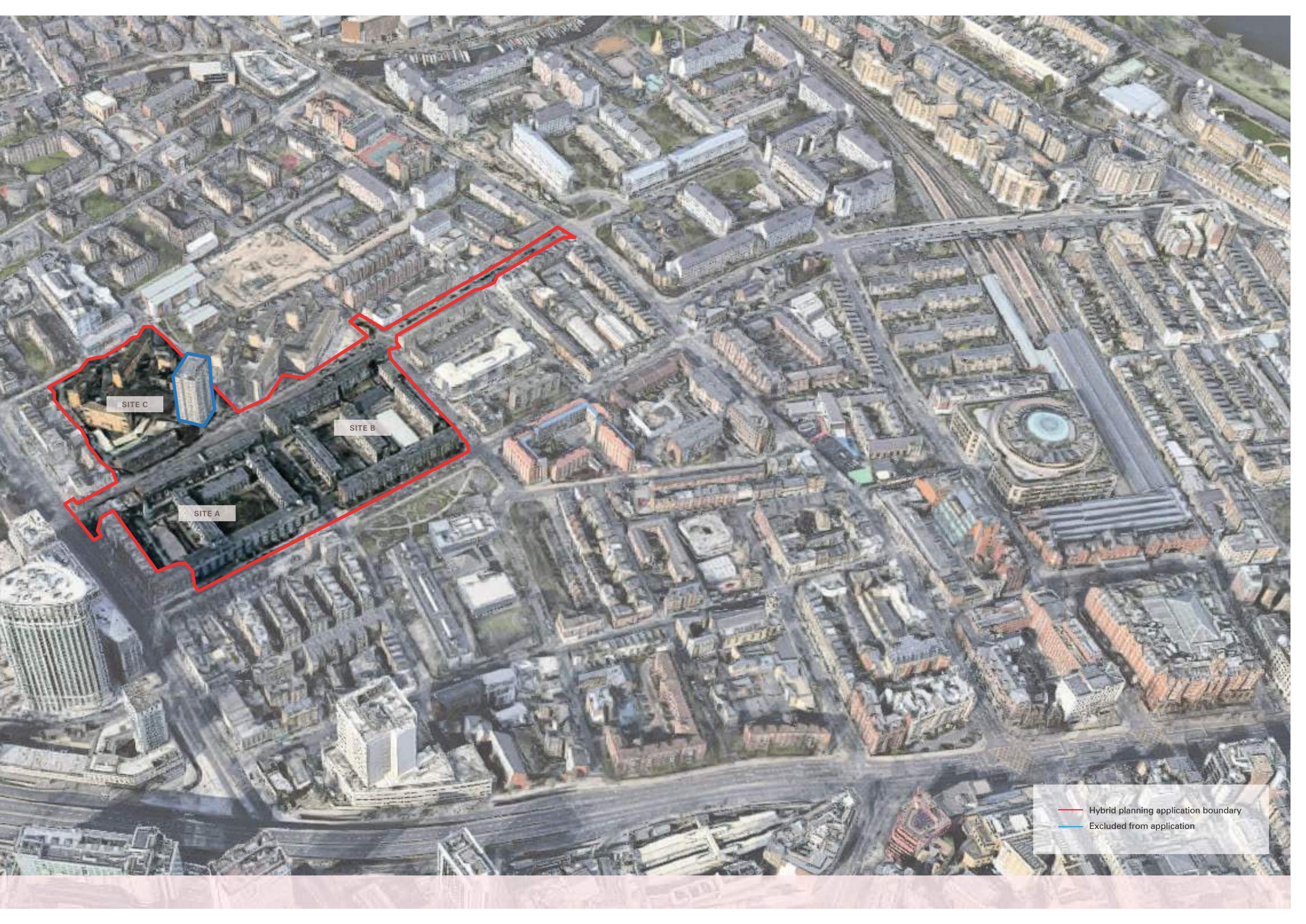
- High proportion of children and older people.
- Extremely low amount of open space set against a particularly high population density.

- Low income levels, high levels of unemployment and high levels of income support.
- High numbers of social rented properties vs properties that are owned or privately rented.

Church Street exhibits a breadth of cultural and ethnic diversity with a particular concentration of Arab and Bangladeshi minorities. This is reflected in census data that demonstrates the high proportion of BAME residents, the high proportion of households where English is not the first language and the high proportion of residents who were not born in the UK. Analysis of languages spoken at home highlights the number of households of Arabic origin with Albanian, Bengali and Kurdish also well-represented.



Aerial photograph of the site and surrounding context



SITE C

SITE B

SITE A

— Hybrid planning application boundary
— Excluded from application

2 The Site

2.2 Wider Context

The Site is located on Church Street in which is a prominent street that extends from Edgware Road to the south-west to Lisson Grove to the north-east, just to the north of Marylebone Road. Sites A, B and C are located at the south-western end of Church Street. The site is located within Church Street Ward within the City of Westminster.

The Site has excellent transportation accessibility and is a major component in the regeneration of the Church Street Ward.

The Site is served by 3 important transport hubs; Marylebone, Edgware Road and Paddington stations. These provide London Underground and National Rail services. Several roads with numerous bus routes link the sites to Central London, notably Edgware Road and Lisson Grove. As a result, the Site has a PTAL rating of 6.

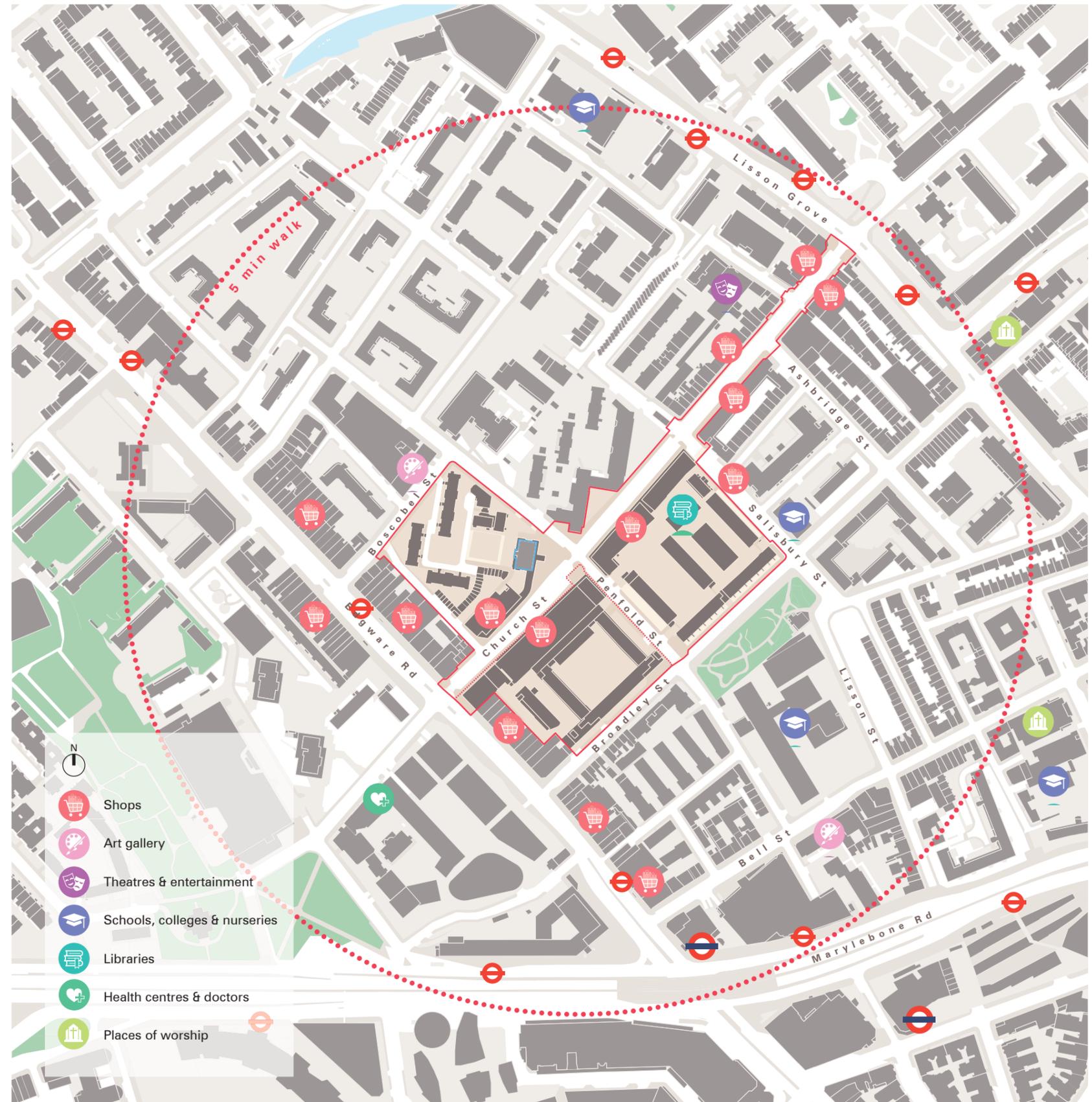
The character of the neighbourhood is primarily residential but with a mix of uses concentrated along Church Street and Edgware Road in particular including retail, food and beverage and commercial space at ground level. The north-eastern end of Church Street is notable for its concentration of antiques and furniture trade.

The area is well served by a range of amenities including schools, such as the King Solomon Academy, further education facilities, such as City of Westminster College, and cultural venues such as the Cockpit Theatre.

There are a number of small to medium scale green amenity spaces adjacent to the sites such as Broadley Gardens and Paddington Green. Regents Park with its expansive green open spaces is located approximately 15 minutes' walk to the east. Whilst Regents Park and Paddington Green are in close proximity, Edgware Road and Lisson Grove present significant physical and psychological barriers to these spaces. The Regent's Canal is in close proximity to the north of the site however it is inaccessible along this particular stretch and offers little in terms of amenity space.

The street market along Church Street is central to the social, commercial and cultural vitality of the local area. The market operates Monday-Saturday 8am-6pm with 135 pitches between Edgware Road and Salisbury Street, Monday to Friday, and 220 pitches between Edgware Road and Lisson Grove on a Saturday.

Despite the central location of Church Street and its environs it has a sense of disconnection from the wider area due to the significant physical and psychological barriers presented by Edgware Road, Lisson Grove, the Regent's Canal and the Marylebone Flyover.



Local shops, services and amenities



Church Street market



Joel & Sons Fabrics



Church Street market



Church Street restaurant

2 The Site

2.3 Historic Context



Church Street market



St. Mary's Church - Drawing of facade



St. Mary's Church - Interior

Until the 18th Century the area now known as Church Street was gently sloping open land named Lissing Green, located to the south-west of the hamlet of St. John's Wood and to the east of Edgware Road and Paddington Green. The current church of St. Mary on Paddington Green, designed by John Plaw, was built in 1791. It is the third church to have occupied the site and was once the focal point of Paddington and Lilestone villages. Church Street (north-east of Edgware Road) was historically known as New Church Street, distinguishing it from the older Church Street which extended south-west of Edgware Road to Paddington Green.

During the 19th Century the area developed rapidly and New Church Street, now known as Church Street, took shape extending from Edgware Road to the south-west and Lisson Grove to the North-east.

Portman Market, a covered hay market, opened to the north of Church Street in the 1830s. It expanded to include vegetables and general goods a few years later. In 1906 the site was sold and traders set up their stalls in the street instead.

The area suffered heavy bombing during the Second World War and as a result the south-western end of Church Street was redeveloped as the Church Street Estate.



Church Street market



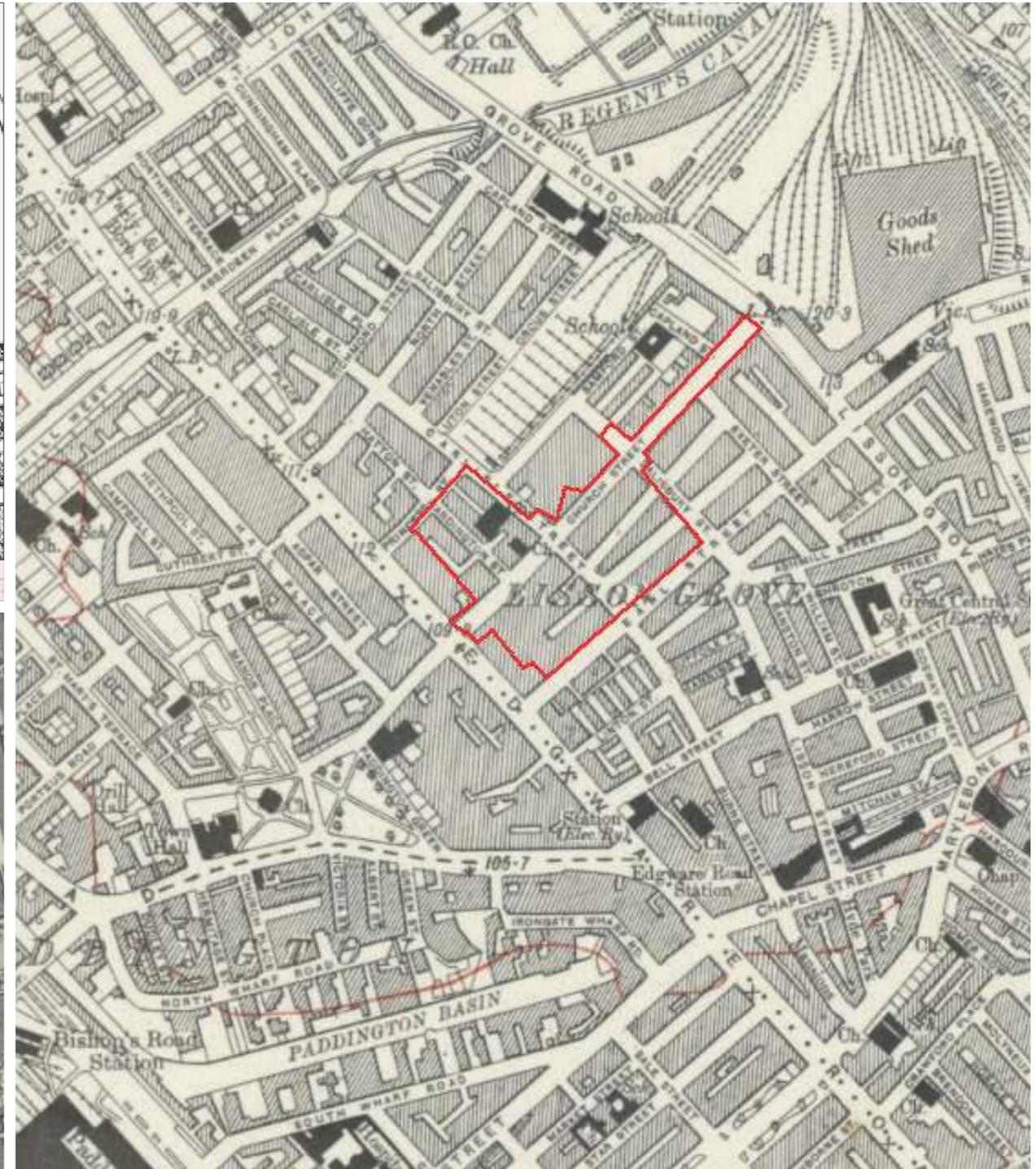
Church Street market



1815



1866



1912-14

2 The Site

2.4 Architectural Character

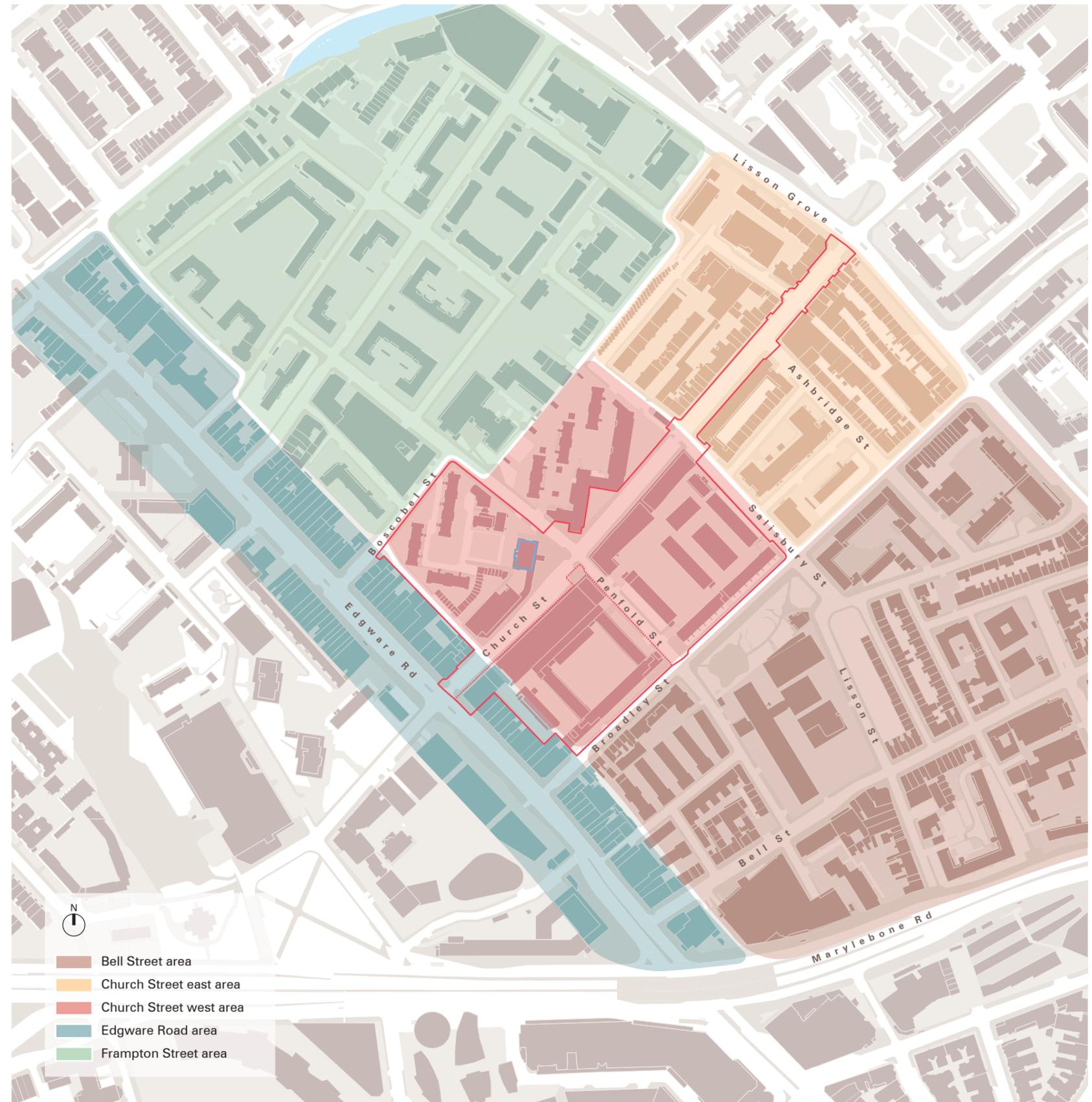
To the east of the Site, towards Marylebone, the built context is characterised by the late Victorian and Georgian mansion blocks and townhouses. These are typically in a mixture of red and yellow stock bricks, with stone and plaster detailing with white painted timber sash windows. The 3-5 storey buildings present a coherent and consistent street frontage often with a lightwell to a basement storey.

The north-eastern end of Church Street largely conforms to this pattern with 3-4 storey Victorian townhouses in yellow brick or render, with shop units on the ground floor set to the back of pavement.

However, as one moves south-west along Church Street and into its environs the townscape becomes more eclectic with a more fragmented make up of Victorian, Georgian, pre, inter and post-war housing estates and late 20th Century interventions. These include the three development Sites which were built in the 1960s, as well as The Wilcove Estate on Ashmill Street (Built 1934), the King Solomon Academy (Previously the Rutherford School, built 1960), Nightingale Street Buildings (Built 1904) and the Fisherton Estate (Built 1924). There are also a number of noteworthy architectural anomalies in the local area including Alfies on Church Street and Hatton Street Studios, both in Art Deco style.

As a result of this more piecemeal and fragmented townscape the south-western end of Church Street lacks the architectural coherence and consistency of street scene to the west.

The length of Edgware Road running from Marylebone flyover in the south to the Regent's Canal has an eclectic character from low-rise terraces, typically 3-4 storeys in height to post war tower blocks circa 20 storeys in height such as Hall Tower, Braithwaite Tower, Kennet House and Parson's House, which tend to be set back from the Edgware Road frontage. Typically buildings have retail, shops and restaurants on the ground floor with flats above. Further to the north these buildings give way to handsome mansion blocks as one moves towards St. John's Wood. Site A faces towards West End Gate, a new high-density residential development that is 11-storeys fronting on to Edgware Road with a 30-storey tower at its southern end. Further to the north is another contemporary addition, Lyons Place, which is six storeys in height. The frontage addressing Edgware Road adjacent to Site A is a notable terrace of Victorian flats with retail on the ground floor which whilst not listed is one of the more handsome elevations on this stretch of Edgware Road. The street has an eclectic mix of styles and materials with a predominance of red and yellow stock bricks and creamy tones of stucco.



Architectural character areas



Frith House, Frampton Street



Blackwater House, Church Street



The corner of Bell Street and Cosway Street



Edgware Road



18-24 Church Street

2 The Site

2.5 Materials

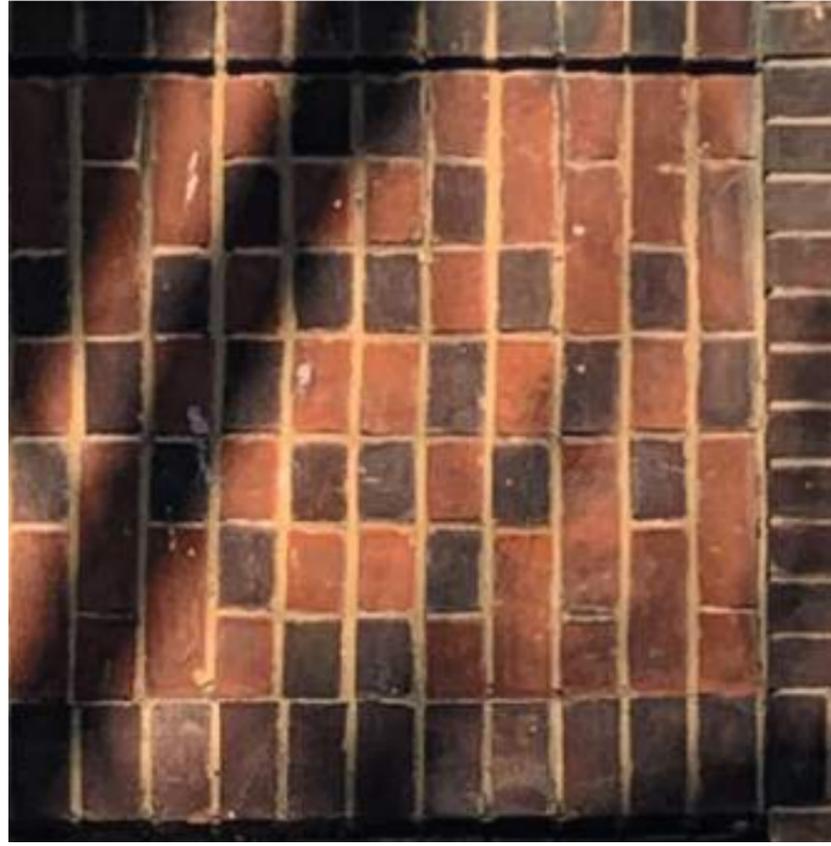
Buildings in the Church Street area are predominantly residential, with brick façades in shades of red, London Stock and grey. Render is frequently used to define bay rhythms and accentuate details.

Along Church Street, where the ground level use is retail, the shop fronts are lined with timber or render.

There are some buildings in the area, which offer workspaces at ground level. These have more tactile ground floor facade materials on deeper façades for privacy. Two notable examples of this are Hatton Studios and Spitfireworks on Hatton Street.

The area also comprises some special buildings, with materials which stand out from the above stated norm. This can happen through the use of alternative materials like the glazed facade of Lisson Gallery, or through the use of bright colours like Alfie's Antiques or the Cockpit theatre.





Brick colours, tones, hues, bonds and patterns found within the local area

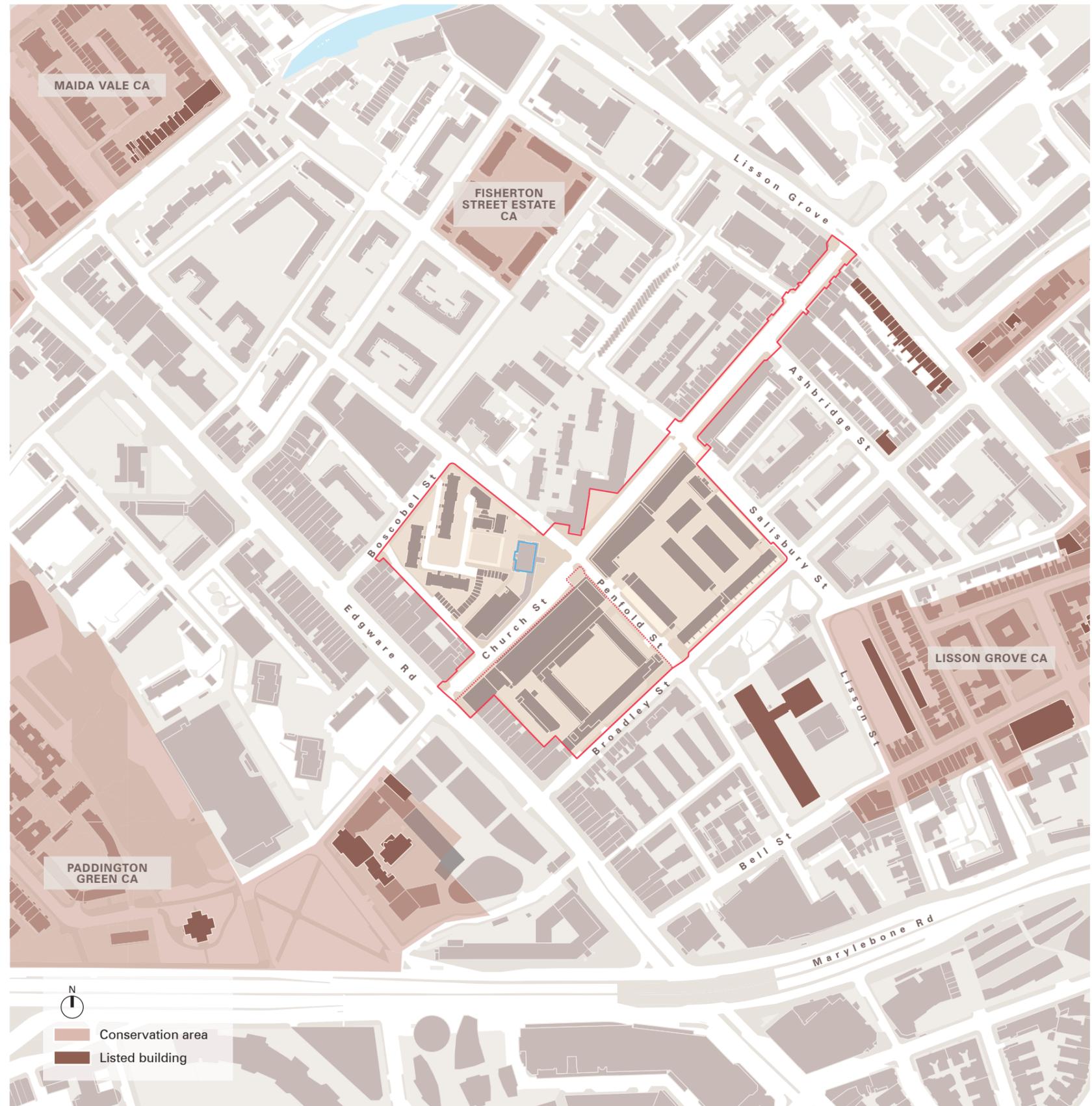
2 The Site

2.6 Built Heritage

The Site does not incorporate any listed buildings, nor are there any located immediately adjacent to the Site, but the local area has a number of listed buildings within the vicinity of the Site. These include;

- King Salomon Academy (Grade II*)
- 5-11 Ranston Street (Grade II)
- 21-37 Ranston Street (Grade II)
- Exeter Arms Public House (Grade II)
- 129-135 Lisson Grove (Grade II)
- 97-127 Lisson Grove (Grade II)

Similarly, the Site does not sit within a conservation area but the Lisson Grove Conservation Area is located to the south-east of the Site and the Fisherton Street Conservation Area is located to the north of the Site. The Paddington Green Conservation Area is located to the west of Edgware Road.



Listed buildings and conservation areas



Church of St. Mary, Grade II* Listed



Christ Church, Grade II* Listed



5-11 and 21-37 Ranston Street, Grade II Listed



King Solomon Academy (formerly North Westminster Community School), Grade II* Listed

2 The Site

2.7 Building Heights

Sites A, B and C along with the majority of the area to the east of Edgware Road contain building heights of predominantly 3 to 5 storeys with the exception of Kennet House which is 17 storeys.

Along the western edge of Edgware Road there is a string of post war tower blocks of 20+ storeys, whilst the prevailing height along Edgware Road, north of the Marylebone Flyover, is typically 4-5 storeys.

There is a concentration of height where Edgware Road intersects with the Marylebone Flyover, peaking at Paddington Basin. A number of large new schemes submitted for planning, consented, or under construction, are further adding to this emerging higher rise context. West End Gate, currently under construction, has a consistent shoulder height of 11 storeys to Edgware Road with a large footprint tower of 30 storeys at the southern end. A planning application has been submitted to replace the former Paddington Green Police Station with a new 32 storey residential tower. The tower that received planning consent at One Merchant Square is to be 42 storeys and will be the tallest building in Westminster when built.

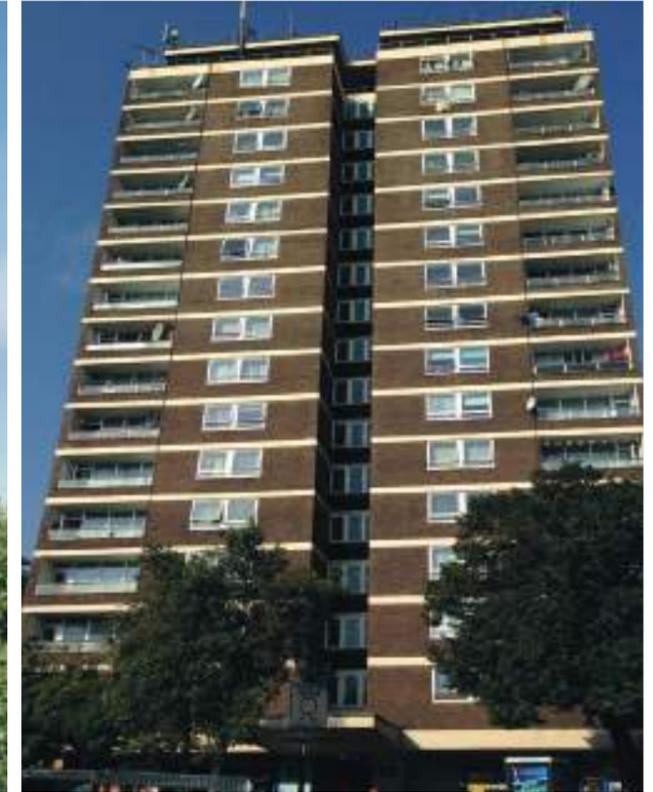




One Merchant Square (planning consent granted)



Paddington Gardens



Kennet House



Paddington Green Police Station



West End Gate and proposals for Paddington Green Police Station



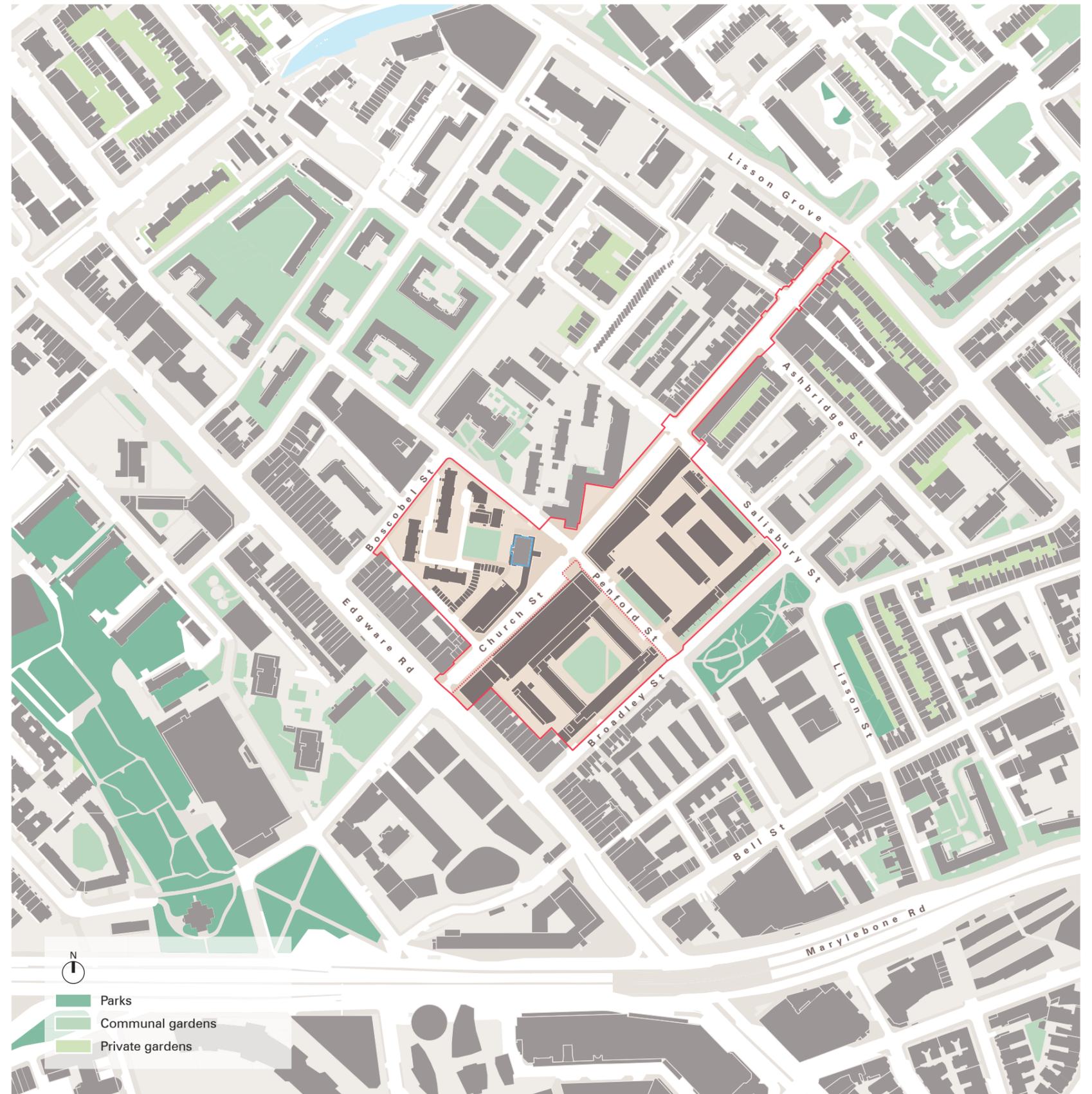
Hall Tower and Braithwaite Tower

2 The Site

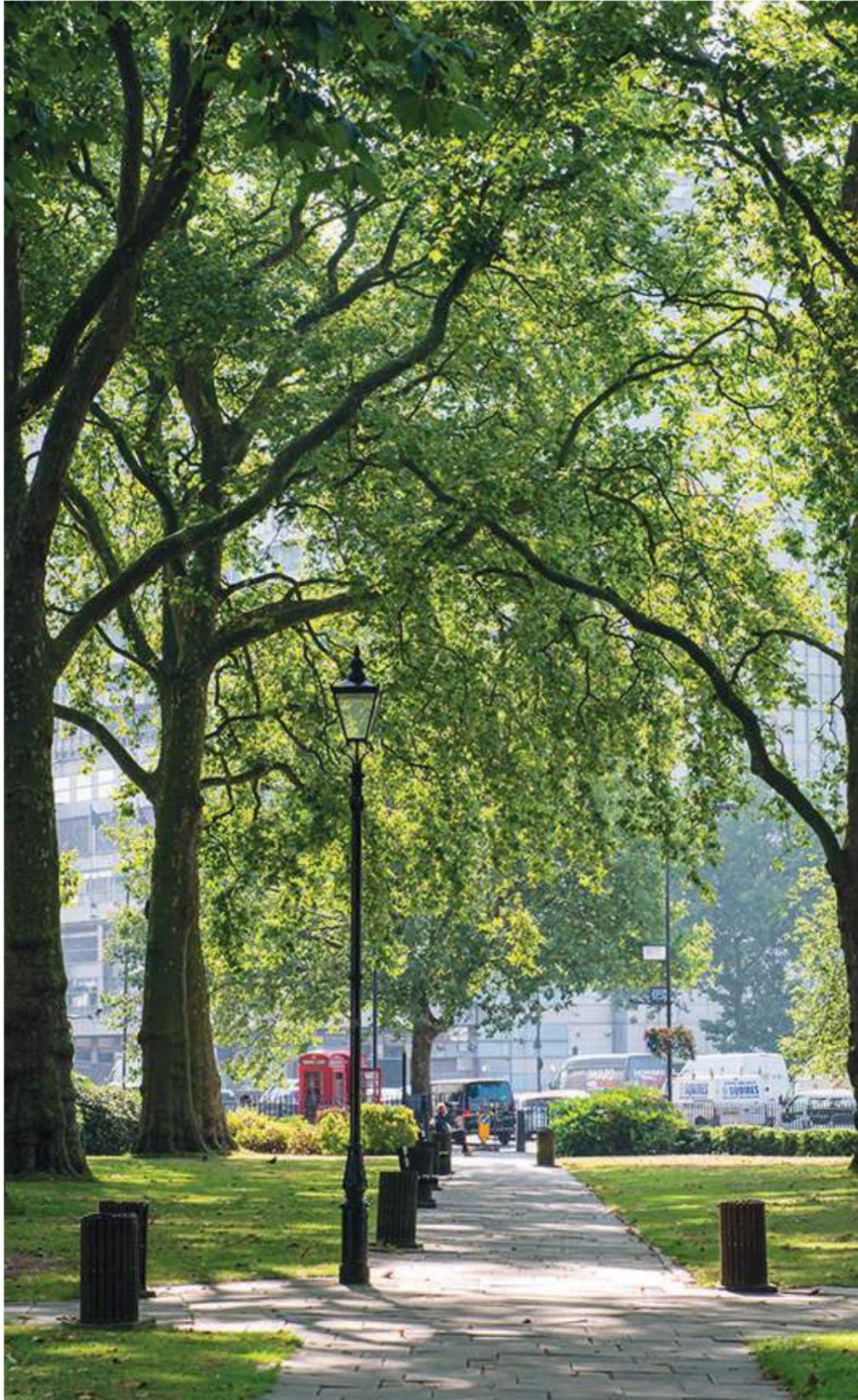
2.8 Open Space

The existing sites have very little in terms of accessible green space, with a small amount of shared amenity space within Sites A and C and no public or private space provided. Sites B and C include multi-use games areas (MUGAs), although the former is locked and inaccessible. However, within the local area there are several spaces including Broadley Street Gardens, a medium sized public space utilised by the adjacent school, and the local community and a small playground and green space just off Lisson Street. Further afield is St. Mary's Churchyard, Paddington Basin and Hyde Park to the south-west and Regents Park to the north-east, all of which are physically and psychologically dislocated by Edgware Road, Lisson Grove and Park Road respectively.

A project is currently underway to enhance Salisbury Street and Broadley Street Gardens with a 'Green Spine' that will connect across Church Street to the new Luton Street development.



Existing local open space



St. Mary's Churchyard



Broadley Gardens



The proposed Green Spine

2 The Site

2.9 Street Pattern

Marylebone Road and Edgware Road are the major arteries connecting the site to Central London and to the north, south, east and west. A grid of secondary streets serve the Church Street neighbourhood and define the boundaries of Sites A, B and C. Tertiary mews lanes and yards add a finer grain to those blocks that retain the historical block pattern dating back to the 19th Century which also allow for increased permeability and connectivity.

The blocks on Sites A and B which were constructed in the 1960's contain courtyards private to the occupants of the buildings but do not connect through the block. Site C addresses Venables Street that functions primarily as a service street to the backs of the retail units fronting Edgware Road and improves connectivity. The nature of the individual residential blocks on Site C allow informal pedestrian access through the site as well as car parking.



Existing street hierarchy



Plympton Street



Penfold Place looking south-west



The north-eastern end of Church Street viewed from Lisson Grove



Broadley Street looking south-west



Edgware Road looking south

2 The Site

2.10 Urban Grain

Due to the piecemeal development of the Church Street area from the 18th Century onwards and post-war development following bomb damage during the Second World War the urban grain lacks the cohesive structure that is typified by adjacent neighbourhoods such as Marylebone to the east. Instead, the urban grain has a fragmented nature arising from the different typologies and urban design represented by the architecture of different eras.

To the north-eastern end of Church Street extending towards Marylebone to the east the urban grain comprises densely structured urban blocks with buildings set on the back of pavement and narrow mews' extending back from the primary frontages.

This block structure breaks down to the east of Lisson Grove, to the South-western end of Church Street and to the north of Church Street where 20th century development takes a more open structure with linear blocks set back from adjacent streets around green communal space which is less successful in maintaining the urban structure. This is particularly notable in the post-war blocks that extend between Edgware Road and Salisbury Street on the northern side of Church Street including the point block of Kennet House which are orientated north-south, therefore on the diagonal in relation to the surrounding streetscape.



Existing urban grain



Plympton Street



Linear blocks on Church Street at south west end



Fisherton Estate Conservation Area to the north of Church Street

2 The Site

2.11 Ground Floor Uses

Site A extends out to the bustling Edgware Road which provides a primary area for retail and commercial use, accommodating a mixed array of shops, filling stations and a high proportion of restaurants and cafes, noted for their Middle Eastern Cuisine. All 3 Sites front Church Street with its varied shops, cafes, restaurants and businesses. At the south-western end of Church Street there are a high proportion of cafes, together with the notable fabric shop; Joel & Sons. A Tesco Metro occupies a prominent frontage on Site C. Towards the north-eastern end of Church Street the character of the commercial space changes with a greater emphasis on antiques and furniture, for which Church Street is well renowned.

The daily street market (Monday-Saturday) takes place in the south-western portion of Church Street directly adjacent to the development Sites. On a Saturday the market extends the full length of Church Street from Edgware Road to Lisson Grove.

The plan opposite indicates that commercial uses at ground level are concentrated along Edgware Road and Church Street. Apart from this the ground floor is predominantly residential with the exception of localised ancillary functions such as the King Solomon Academy, City of Westminster College and Church Street Library. To the north of Site C there is a concentration of commercial uses along Hatton Street.



Existing ground floor uses



Hatton Street Studios, Hatton Street



Antiques shops at the eastern end of Church Street



The Cockpit Theatre, Gateforth Street



The Showroom and The Wallis Building, Penfold Street



Restaurants on Church Street



Church Street Library

2 The Site

2.12 Existing Site

Sites A, B and C currently contain residential and mixed-use buildings of the Church Street Estate constructed between 1945 and 1967. Westminster City Council owns the freehold of these buildings.

The existing buildings have a number of deficiencies including:

- No lift access to upper floors and in some cases stepped access to ground floor flats.
- No balconies to flats on Sites A and B and therefore no private amenity space for residents in upper floor flats.
- Low floor to ceiling heights.
- Poor quality communal amenity space, in particular to Site B.
- Poor thermal and acoustic insulation.

The number of dwellings within Sites A, B and C is set out below:

Site A

Blackwater House	29
Cray House	6
Pool House	24
Lambourne House	62
Ingrebourne House	24
Sub-total Site A	145

Site B

Eden House	38
Roding House	6
Lea House	24
Ravensbourne House	63
Medway House	23
Wandle House	22
Sub-total Site B	176

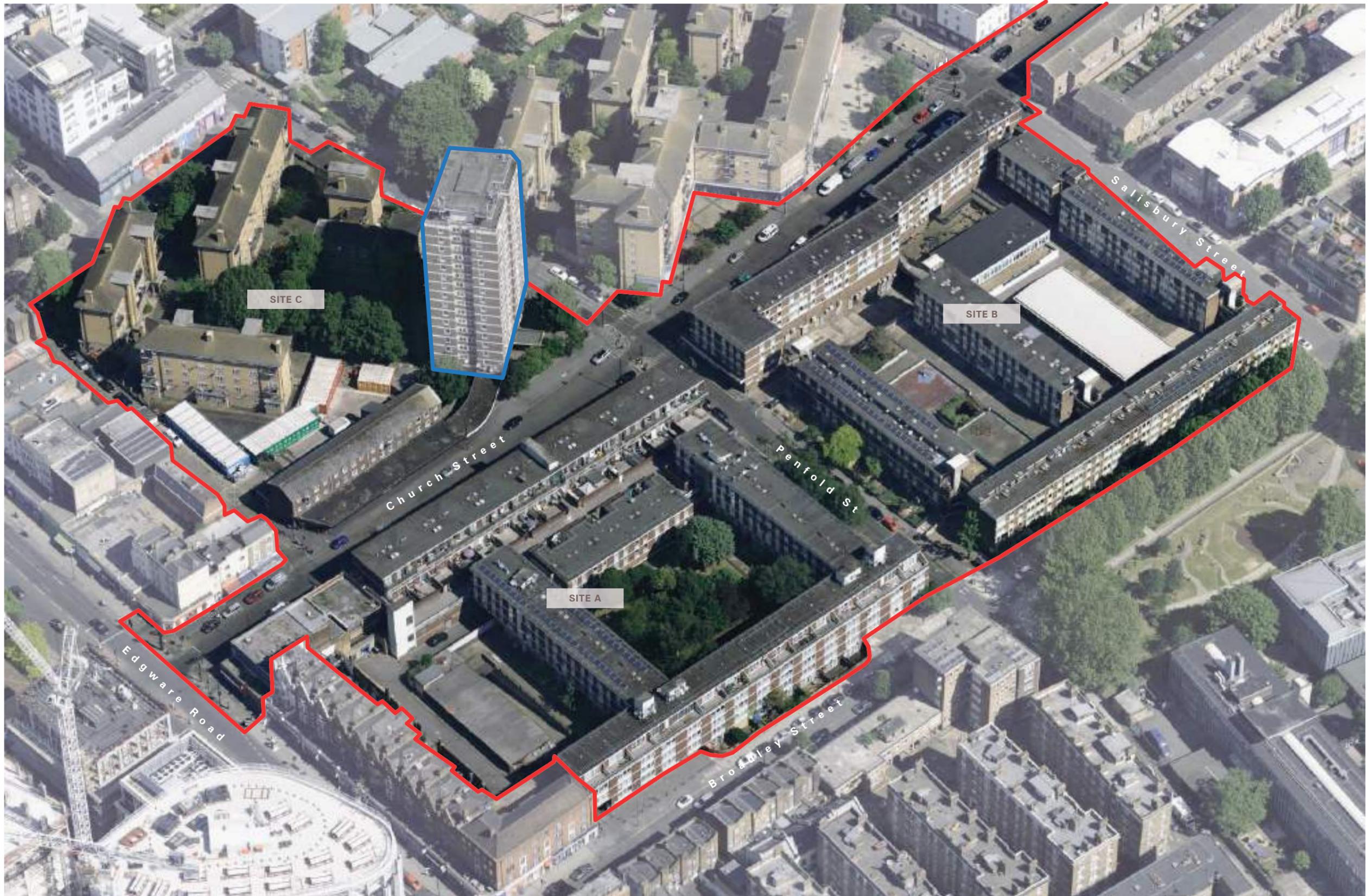
Site C

Darent House	16
Windrush House	12
Mole House	12
Isis House	18
Derry House	9
Colne House	12
Sub-total Site C	79

Total (Sites A, B and C) 400



Existing site plan (Sites A, B and C)



Aerial photograph of Sites A, B and C from south

2 The Site

2.12 Existing Site

Site A

Site A is bounded by Penfold Street to the north-east, Broadley Street to the south-east, the properties at 356-380 Edgware Road to the south-west and Church Street to the north-west. The existing site comprises five post-war housing blocks (Ingrebourne House, Lambourne House, Pool House, Cray House and Blackwater House) comprising 145 flats. In addition, the Site also includes the properties at 382-386 Edgware Road and 125-127 Church Street.

Blackwater House is a 4-storey post-war housing block in red brick, concrete and metal windows that extends along the full extent of the Church Street frontage of Site A. The building accommodates 29 flats on the upper floors accessed via stair cores with entrances on Church Street. The ground floor accommodates retail use fronting on to Church Street.

Cray House sits to the south of Blackwater House facing south towards the central communal garden. The building is a 3-storey post-war housing block in red brick, concrete and UPVC windows accommodating 6 flats.

Pool House is a 5-storey post-war housing block in red brick, concrete and UPVC windows that extends along most of the extent of the Penfold Street frontage of Site A. The building accommodates 24 flats. The building is set back from the street where there are a number of mature street trees. Between Penfold Street and Pool House is a vehicular ramp that extends down to the basement. A gate at the northern end of the building provides vehicular access to the rear of the retail units.

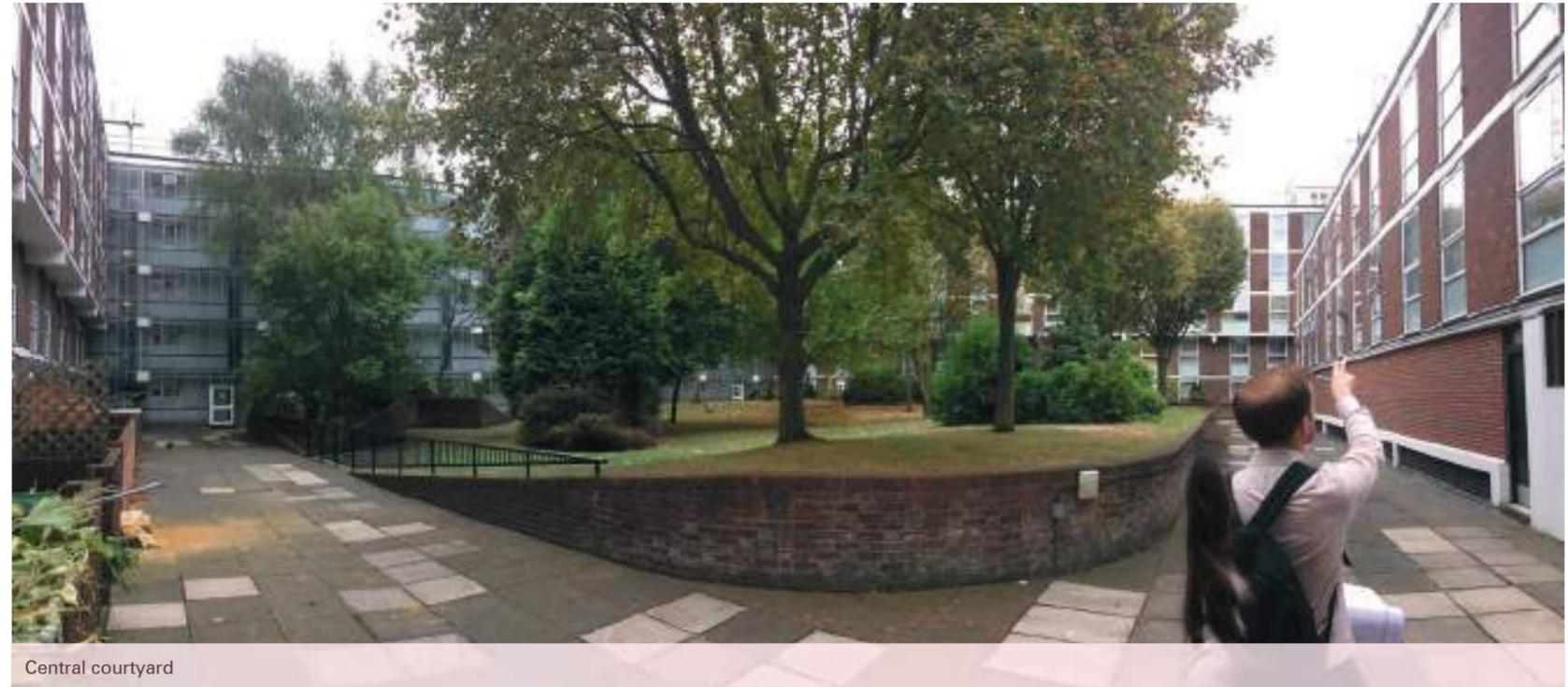
Lambourne House is a 5-storey post-war housing block in red brick, concrete and UPVC windows that extends along most of the extent of the Broadley Street frontage of Site A. The building provides sheltered housing for elderly residents accommodating 62 flats. The building presents a largely inactive frontage to the street at ground level with a high brick wall screening private gardens. The western end of the block incorporates vehicular access to the basement.

Ingrebourne House is a 5-storey post-war housing block in red brick, concrete and UPVC windows that mirrors Pool House extending along the south-western edge of the communal garden that accommodates 24 flats. These flats address the communal garden to the north-east and the car park and service area to the south-west.

At the centre of the site is a communal garden.

A basement for car parking and market storage is located under the northern portion of the site.

The properties at 382-386 Edgware Road and 125-127 Church Street comprise a single 2-storey building with retail use on the ground floor and commercial use on the first floor. The property extends along Church Street and returns on to Edgware Road.



Central courtyard



Basement ramp adjacent to Penfold Street



Rear of properties to 356-380 Edgware Road



Blackwater House



Lambourne House



Ramp access to basement adjacent to Ingrebourne House



Residential entrance to Blackwater House



382-386 Edgware Road and 125-127 Church Street

2 The Site

2.12 Existing Site



Deck access walkway to Wandle House



Ramp access to basement adjacent to Wandle House and Ravensbourne House



Roof to MUGA

Site B

Site B is bounded by Salisbury Street to the north-east, Broadley Street to the south-east, Penfold Street to the south-west and Church Street to the north-west. The existing site comprises six post-war housing blocks (Eden House, Roding House, Lea House, Ravensbourne House, Medway House and Wandle House) comprising 176 flats. In addition, the Site also includes Church Street Library set back behind Eden House accessed off Church Street and an extensive basement incorporating a car park, retail servicing and an amenity space.

Eden House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that extends along the full extent of the Church Street frontage of Site B. The building accommodates 38 flats and duplexes on the upper floors accessed via stair cores and deck access with entrances on Church Street and Salisbury Street. The ground floor accommodates retail use fronting on to Church Street. A large concrete deck extends above the retail units. The flats to the rear of the western end of Eden House look out across the retail service yard ramp.

Roding House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that comprises six flats accessed from Salisbury Street. The ground floor frontage to Salisbury Street presents a high inactive brick garden wall to the street.

Lea House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that extends along the majority of the extent of the Salisbury Street frontage of Site B. The building comprises 24 double-stacked maisonettes with ground floor dwellings accessed directly from Salisbury Street and upper floor dwellings accessed via a deck access walkway. Ground floor flats have front gardens adjacent to Salisbury Street.

Ravensbourne House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that extends the full length of the Site B frontage addressing Broadley Gardens. Similar to Lea House the building comprises 63 double-stacked maisonettes with the ground floor dwellings accessed from Broadley Street and upper floor dwellings accessed via a deck. Due to the change in ground level across the site the ground floor maisonettes are raised up approximately 1m above ground level with steps up to front doors. Access to the second floor deck is via stair cores accessed from Salisbury Street, Penfold Street or the central courtyard.

Wandle House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that extends along the majority of the Penfold Street frontage of Site B. The building accommodates 22 dwellings in the same double-stacked maisonette arrangement as Ravensbourne and Lea

House with ground floor dwellings accessed from Penfold Street and upper floor dwellings via a walkway accessed from stair cores at either end. Gardens to the ground floor flats give on to Penfold Street.

Medway House is a 4-storey post-war housing block in red brick, concrete and UPVC windows that sits centrally within Site B. Comprising 23 flats it is accessed via the courtyard at the centre of the Site.

Church Street Library is set behind Eden House with a community garden between the two buildings. The library is accessed via an undercroft from Church Street and is a single storey building with two basement levels.

Within the Site there are two amenity courtyards separated by Medway House. The south-western courtyard is largely hard-standing with some planting and a children's play area. The north-eastern courtyard is dominated by a sunken multi-use games area (MUGA), which has the later addition of a metal roof which the adjacent flats look across. The MUGA is locked and unused.

The basement car park is accessed via a ramp at the southern end of Penfold Street between Wandle and Ravensbourne House. The basement service area is accessed via a ramp at the northern end of Penfold Street between Wandle and Eden House.



Church Street Library garden



Ravensbourne House



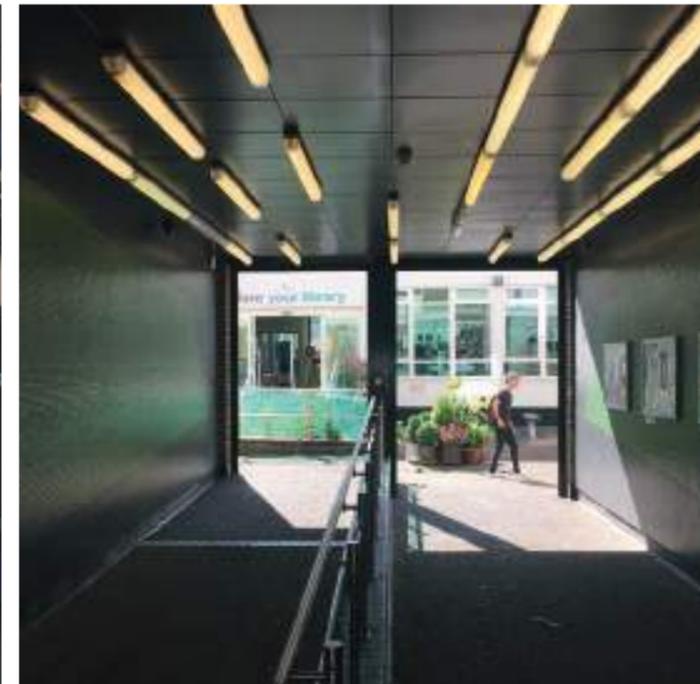
Communal amenity space



Ramp access to basement to rear of Eden House



Eden House



Access to Church Street Library under Eden House



Basement MUGA

2 The Site

2.12 Existing Site

Site C

Site C is bounded by Penfold Street to the north-east, Church Street to the south-east, Venables Street to the south-west and Boscobel Street to the north-west. The existing site comprises six post-war housing blocks (Darent House, Windrush House, Mole House, Isis House, Derry House and Colne House) comprising 79 flats.

Darent House is a three-storey brick building with pitched roof that fronts on to Church Street. The building comprises 16 flats with retail on the ground floor. An extensive canopy extends over the frontage at first floor. This canopy extends along the Church Street frontage connecting with Kennet House to the east. The flats are accessed via an access walkway along the northern edge of the building with an accommodation stair at the eastern end.

Windrush House, Mole House and Isis House are variants of the same building typology. Each are five storeys in buff brick and pitched roofs with UPVC windows. The blocks accommodate 12, 12 and 18 flats respectively accessed via stair cores. The buildings feature projecting concrete balconies with blue painted metal balustrades. The three buildings are notable for their orientation. Rather than taking the orthogonal geometry of adjacent streets the buildings are set on the diagonal leaving some awkward spaces between the buildings and streets.

Derry House is a similar style building to Windrush House but is four storeys and takes on a V-shape with one wing set parallel to Penfold Street and the other wing taking the diagonal orientation of the other buildings. The building accommodates nine flats.

Colne House is set immediately adjacent to Derry House. The flat-roofed, three-storey brick building is L-shaped on plan and takes the diagonal orientation of the other blocks on the Site. The building features concrete projecting balconies with solid brick balconies. The building accommodates 12 flats.

On the eastern corner of the Site is Kennet House. This is a 17-storey post-war point block has brick facades with painted concrete banding, UPVC windows and inset balconies with brick and glass balconies.

To the north of Darent House between Darent House and Windrush House is a yard comprising metal containers providing storage for market traders. Between the other blocks is a combination of car parking, estate roads, hard standing and localised tree planting. At the centre of the Site is a MUGA.



Kennet House (excluded from application)



Venables Street



Derry House



Mole House



Windrush House



Colne House



Market storage area to rear of Darent House



Darent House

2 The Site

2.13 Church Street Market

Church Street market is a historic, vibrant street market that is the heart of the Church Street community. It is a unique The market is the largest in Westminster.

The market has its origins in Portman Market, a covered hay and vegetable market that was established in the 19th century adjacent to Church Street. When the market closed in the early 20th Century traders continued to trade on Church Street.

The existing market operates Monday-Saturday 8am-6pm with 135 pitches between Edgware Road and Salisbury Street, Monday to Friday, and 220 pitches between Edgware Road and Lisson Grove on a Saturday.

The daily market sells a range of products serving the local community including fresh food, flowers and plants, household goods, bags, clothing, shoes, delicatessen and international take away food. The market expands on a Saturday with more stalls at the north-eastern end selling antiques, bric-a-brac and furniture.

In 2018 Westminster produced A Strategy for Westminster City Council's markets 2019-2022. The strategy sets out a vision for the area's markets, to ensure that now and in the future the area's markets:

- Have a distinctive character
- Act as a social hub
- Expand their offer
- Further develop links with incubator spaces
- Offer a space for local people to access in-season food
- Build towards a sustainable existence
- Operate a robust street trading licensing approach, and
- Are resilient to change.

With these objectives in mind Church Street Market has seen the implementation of 98 new gazebos to provide traders with improved stalls and a traffic management order has been submitted to ensure the market is traffic free Monday – Saturday.



The market is a social space but there is a lack of seating



Damage to paving caused by stalls



Market stalls are



Clothing for sale



Vans servicing stalls block pedestrian movement through the market



Fabrics for sale



currently configured with their backs facing towards adjacent shops taking footfall away from retail units



Traders' vans parked on Venables Street



Fruit and veg stall



Market storage area to rear of Darent House



The market is particularly busy on Saturdays but can be quiet on weekdays

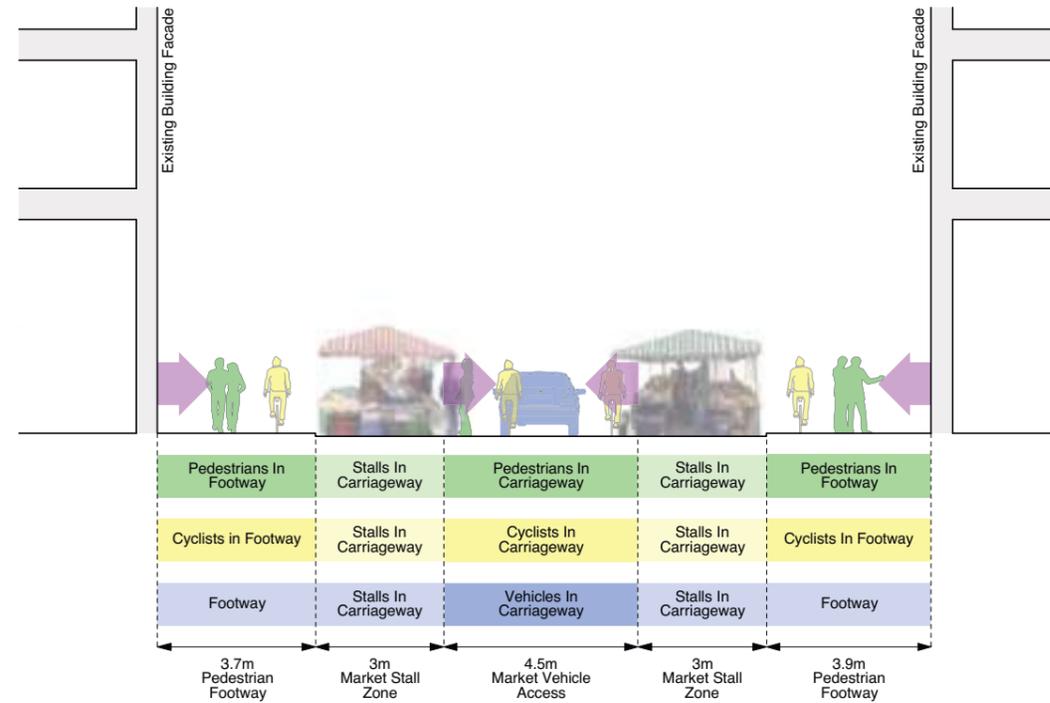
2 The Site

2.13 Church Street Market

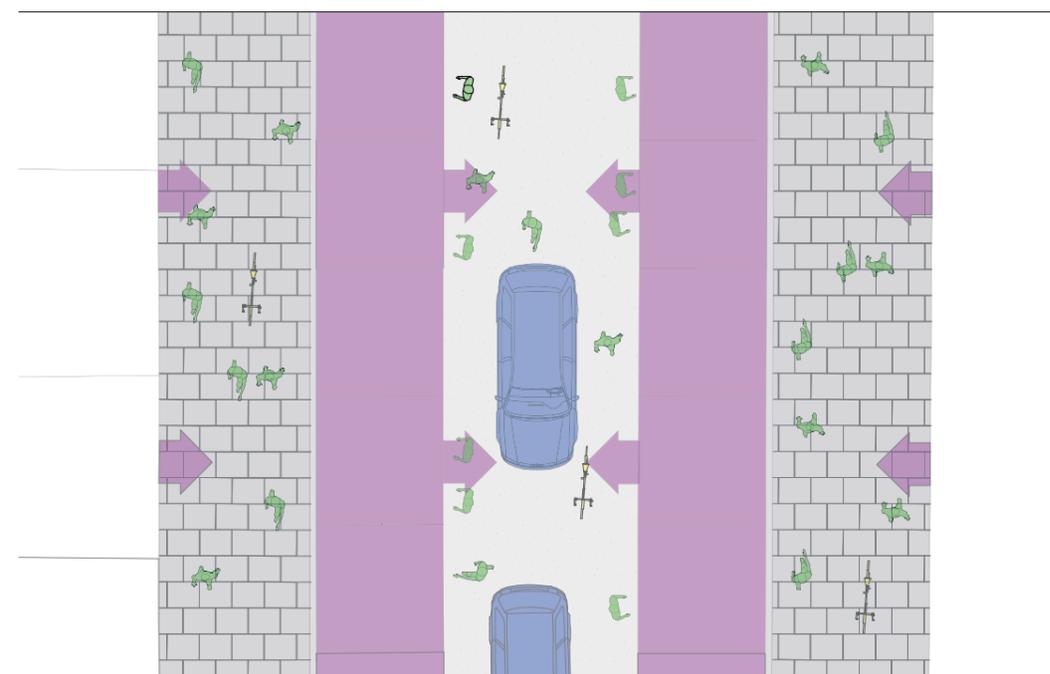
Whilst the market makes a vital contribution to the character and vibrancy of Church Street and provides the local community with an affordable source of produce and goods, it suffers from a number of problems that inhibit its operation.

The challenges faced by the market are as follows;

- The impact of noise, congestion, parking and air quality caused by vehicles servicing the market is disruptive and has a negative impact on residents and the local community. The number of vehicle movements could be reduced by providing more storage for stallholders.
- Despite the storage units provided on Venables Street, there is a lack of storage provision for stallholders. Some stallholders use storage space in the basement of Site A, however this storage is of a very poor quality and lacks lift access. The lack of storage requires stallholders to drive to Church Street more frequently with a subsequent impact on parking, noise, air quality and congestion.
- There is a lack of welfare provision for traders forcing them to use WCs in adjacent restaurants and/or the library.
- The lack of electrical and water infrastructure for stallholders limits the function, quality and appearance of stalls.
- There is a lack of dedicated refuse provision resulting in a negative visual impact on the market and public realm and putting an increased management burden on WCC.
- On Saturdays the market stalls are configured with their backs facing towards adjacent shops with pedestrians walking down the middle of the road between market stalls. This drives footfall away from retail units when the market is in operation. In addition, vehicles servicing stalls when traders set up and break down stalls park in the road disrupting pedestrian movement along Church Street.



Existing market layout (section)



Existing market layout (plan)



Existing market stall layout (Saturday market configuration)

3 Design Development



3 Design Development

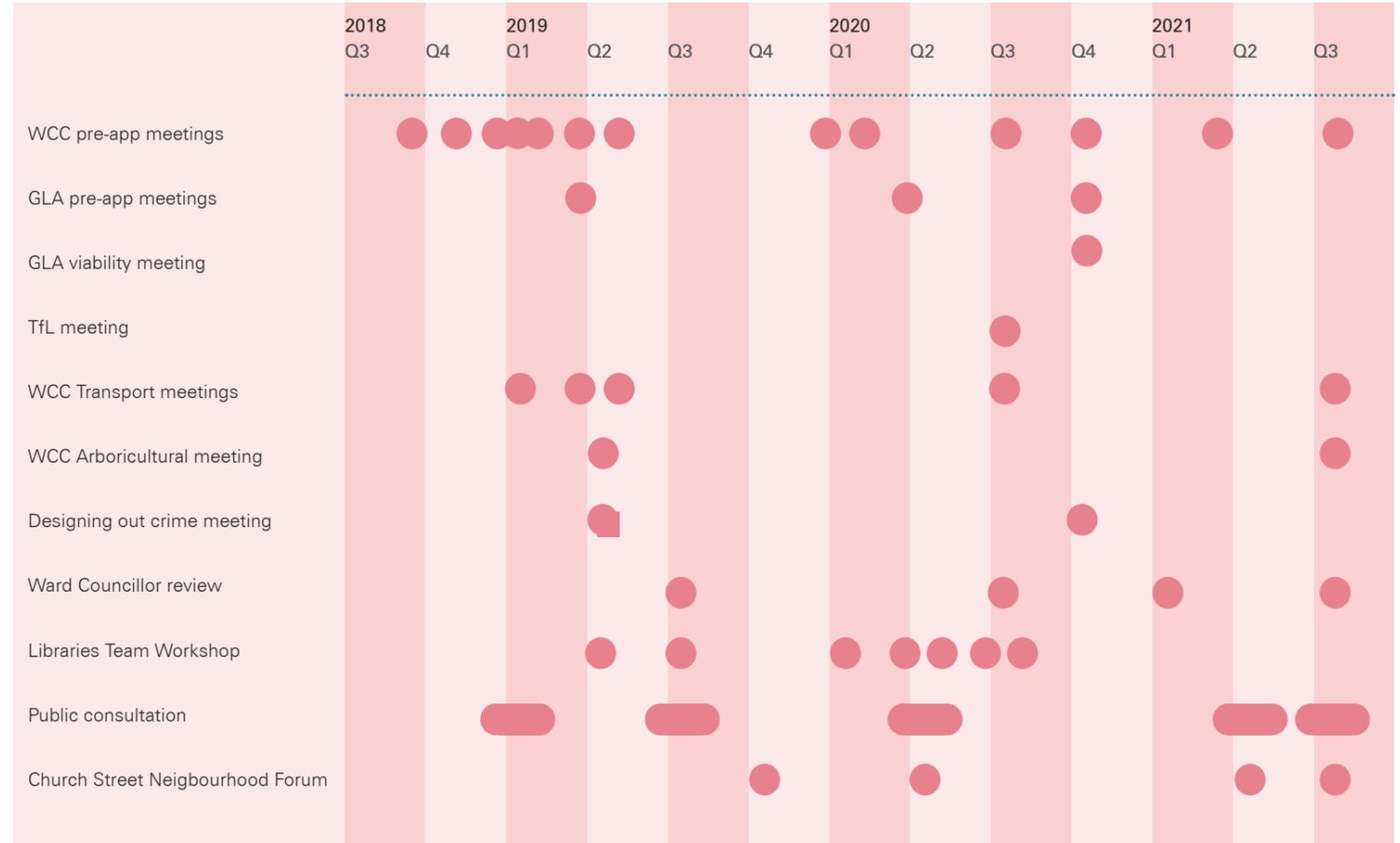
3.1 Introduction

The design proposals have been developed in consultation with stakeholders and the local community since 2018. Stakeholders have included;

- WCC Planning
- WCC Highways
- WCC Refuse
- WCC Arboriculture
- WCC Markets Team
- WCC Library Team
- Ward Councillors and Cabinet Members
- GLA
- TfL
- Market traders
- Local residents
- Local businesses
- Church Street Neighbourhood Forum
- Friends of Church Street Library
- Designing out Crime

A detailed schedule of the consultation events undertaken, the feedback and outcomes is set out in the Statement of Community Involvement. The following pages set out how the design of Sites A, B and C has evolved since 2018 in collaboration with the groups set out above.

The table to the right sets out the meetings, workshops and consultations undertaken since 2018.



Summary of stakeholder engagement undertaken since 2018



Consultation workshops undertaken with local residents

3 Design Development

3.2 Design Evolution



Pre-app Workshop 1 / October 2018

At the first pre-app workshop the development team presented a detailed analysis of the local context and set out alternative design approaches. Of these it was agreed that an approach based on courtyards interspersed with modest points of height was the preferred option to develop further.

At the stage the development team was exploring a more comprehensive development that included the Edgware Road frontage on Sites A and C and Kennet House. As a result, it was proposed to realign Venables Street so that it would align with Hatton Street to the north. As per the Church Street Masterplan a new street is proposed through Site A aligning with the new alignment of Venables Street and Hatton Street.

Significant points of height were proposed adjacent to Broadley Gardens and the Church Street frontage of Site B is set back to provide an enlarged 'market square'.



Pre-app Workshop 3 / November 2018

In response to feedback from WCC Planning Officers the height of the development adjacent to Broadley Gardens is significantly reduced.

The new street through Site A is removed in preference for a new 'enterprise square' comprising a public courtyard with enterprise space fronting on to it. A taller building is introduced terminating the southern end of Venables Street.

The Church Street frontage of Site B is extended northwards corresponding to the alignment of the existing building. A covered market is introduced to the ground floor of Site B.



Pre-app Workshop 5 / February 2019

In February 2019 the development team was progressing two alternative options; the first, a comprehensive development including the Edgware Road frontage to Sites A and B and Kennet House, the second, a combination of newbuild development and retention with the Edgware Road frontages and Kennet House retained. Following consultation with local residents and stakeholders, and analysis of existing buildings it was the latter option that was taken forwards. As a result of this Venables Street is not realigned, but retains its existing alignment maintaining its relationship with the rear of the Edgware Road properties on Site C.

A taller building is proposed on the Edgware Road frontage of Site A providing a visual marker signalling the entrance to Church Street.

Further consideration of the market layout concluded that its distinctive character is best served by retaining its format as a street market. As a result, the covered market on the ground floor of Site B is removed in lieu of retail space.



Pre-app Workshop 7 / June 2019

By June 2019 the most significant change to the design is to Site B which has changed in form with the central block omitted to form a conventional perimeter block focussed on a generous communal courtyard.

The massing and form of the blocks has evolved with the perimeter blocks taking the forms of taller 'villas' connected by set-back link blocks. This helps to break down the scale of the development giving it a richer, more granular, quality that seeks to appropriately transition into the finer grain character of Marylebone.

3 Design Development

3.2 Design Evolution



Pre-app Workshop 9 / February 2020

By early 2020 with the principles of the masterplan established focus turned to the detailed design of Site A.

In response to feedback from the local community the library was introduced back into the design, taking a prominent location on Site A immediately adjacent to Church Street.

The enterprise space was removed from Site A in preference for more homes and the library. The design was rationalised, removing the enterprise yard and forming two perimeter blocks with a landscaped pedestrianised street between thereby increasing the amount of public open green space in the local area.

The layout of the upper floors was redesigned to ensure that every dwelling is dual aspect.



Pre-app Workshop 10 / September 2020

In September 2020 preliminary elevations were presented.

The design concept for the elevations has the facades rationalised into equal bay widths with a 'pattern book' approach of different heights, ground floor and roof details for each bay resulting in a varied appearance intended to reflect the richness of the surrounding historic townscape.

Patterned brick is introduced to add visual interest in prominent locations with arches and barrel vaults inspired by local mansion blocks.



Pre-app Workshop 11 / October 2020

By October 2020 the principles of the design set out in this planning application had been broadly established.

Further work on the elevations sees a more structured and rationalised design with the following changes;

- less variation in height,
- simplification of brick colours to just two bricks; red and cream, arranged in bays,
- bays introduced along Penfold Street and the new street incorporating alternating projecting and inset balconies to reduce the visual impact of the balconies and to add variation and interest,
- set back floors added increasing the amount of homes provided without significantly impacting on the streetscape,
- design of arches on the ground floor simplified



Pre-app Workshop 11 / March 2021

In March 2021 the design team presented a number of refinements to the elevation design including;

- The introduction of alternating projecting and recessed bays in an A-B-A rhythm with red and cream brickwork.
- Refinements to the retail frontage on Church Street.
- A mix of projecting and recessed balconies to reduce their visual impact.
- Design development of the balcony design.
- Further design development of the Edgware Road frontage.

In addition alternative options were presented to increase the number of dual aspect flats to 100%.

**4 Proposed Development
Illustrative Masterplan**

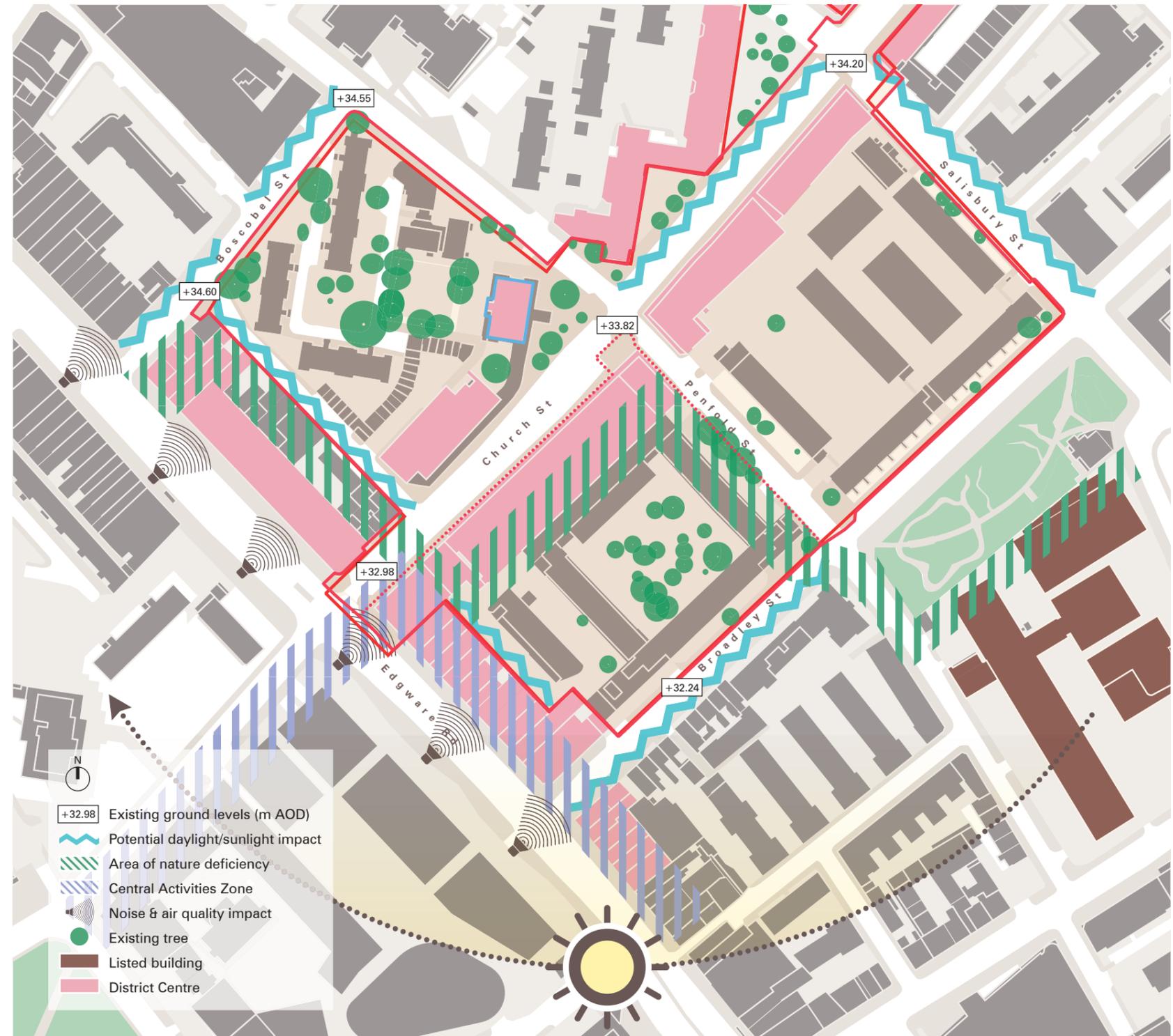


4 Proposed Development: Illustrative Masterplan

4.1 Opportunities and Constraints

Constraints

- Noise and air quality from Edgware Road – Edgware Road is a major busy road leading into Central London. The impact of noise and air quality will be considered in relation to the design of new homes.
- Daylight and sunlight impact on surrounding properties – The proposed development may have impact on surrounding residential properties particularly on Penfold Street, Salisbury Street, Venables Street, Broadley Street and to the rear of Edgware Road properties on Site A. The development will be designed to mitigate this impact.
- Overshadowing to adjacent public realm – Similarly the impact of the development in terms of overshadowing to the public realm will be considered with particular consideration given to Broadley Gardens and Church Street.
- Privacy and overlooking to adjacent properties – As with daylight and sunlight impact, consideration will be given to mitigating impact on privacy to surrounding properties, as well as ensuring that privacy to newbuild homes is protected.
- Impact on heritage assets – Whilst there are no protected heritage assets on the Site, there are several heritage assets nearby including the King Solomon Academy and Lisson Grove Conservation Area. In addition, it is noted that the Edgware Road frontage on Site A, whilst not protected, is a distinctive historic building within Edgware Road. The development will consider the impact on the setting of these assets.
- Existing trees – There are a number of existing trees on the Site. These will be assessed and where removed, the loss will be mitigated.
- Existing underground services and electrical sub-stations – A number of electrical sub-stations are located within the three sites. These will need to be decommissioned and removed. In addition there are numerous underground services, particularly in adjacent streets, that restrict the extent development and tree planting in the public highway.
- Site levels – The site is relatively flat however there is a gentle rise along the length of Church Street from +32.98m AOD where Church Street meets Edgware Road rising to +35.55m AOD where Church Street meets Lisson Grove. There is a fall in height across Sites A and B from circa +33.50m AOD on Church Street to circa +32.24m AOD on Broadley Street. There is a fall across Site C from Boscobel Street which has a ground level of circa +34.50m AOD to Church Street at circa +33.50m AOD.



Opportunities and constraints diagram

Opportunities

- High level views towards Central London – Due to the relatively modest height of existing buildings around the Site, the upper floors of the development will benefit from terrific panoramic views towards Central London to the south and Regent’s Park to the east.
- Reinststate a conventional street pattern – This development offers the potential to re-introduce a conventional building typology that improves the surrounding street structure and hierarchy and adds animation, interest and vitality to the surrounding streets.
- Increase the amount of green open space – The area has a deficit of green open space and therefore this development seeks to increase the amount and quality of green open space that is accessible to the public.
- Improve the quality of the market and public realm – Whilst Church Street has a vibrant and lively commercial character there are practical issues such as the layout of stalls in relation to adjacent shops, conflicts between servicing of adjacent shops and stalls and conflict between pedestrian and vehicle movement. There is an opportunity to improve this as well as providing the quality of finishes and public realm along the street to be more attractive and durable.
- Rationalise and improve market infrastructure – This development seeks to ensure the commercial success and future longevity of the market whilst minimising the impact of the market on surrounding spaces, highways and uses.
- Improve the quality and amount of retail space, community facilities and commercial space – There is an opportunity to provide retail space and community facilities that meet modern standards with improved access, servicing, ceiling heights and so on. In addition, there is the opportunity to introduce a wider spectrum of commercial uses including enterprise space and commercial space that will provide local employment opportunities.
- Provide high quality, low energy, affordable homes – New homes will meet modern standards of accessibility, size, sustainability and access to amenity space. There is the opportunity to increase the number of homes on the Site and create a mix of dwellings that contributes towards a diverse community on existing brownfield land in Central London.
- Frontage to Broadley Gardens – Broadley Gardens is a wonderful local park that will be further enhanced through works to the Green Spine. There is an opportunity to further enhance this park with active uses and to take advantage of the south-facing aspect that it offers to Site B.



Improve access to and relationship with public open space



Improve the setting of existing built heritage



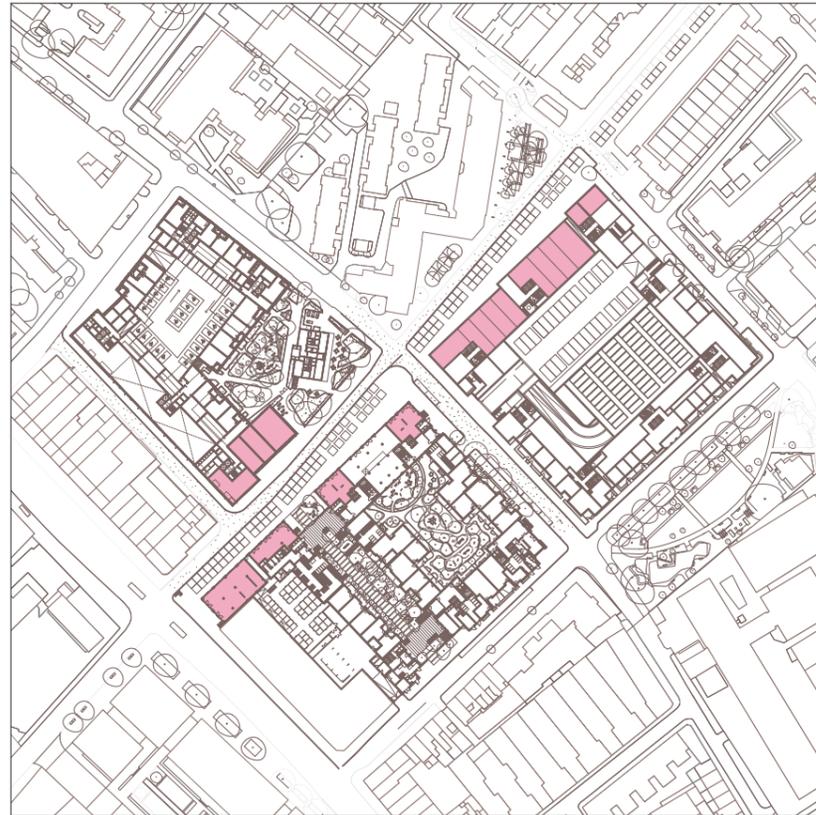
Relieve congestion and improve servicing to the market



Improve amenity space and play opportunities for residents and the local community

4 Proposed Development: Illustrative Masterplan

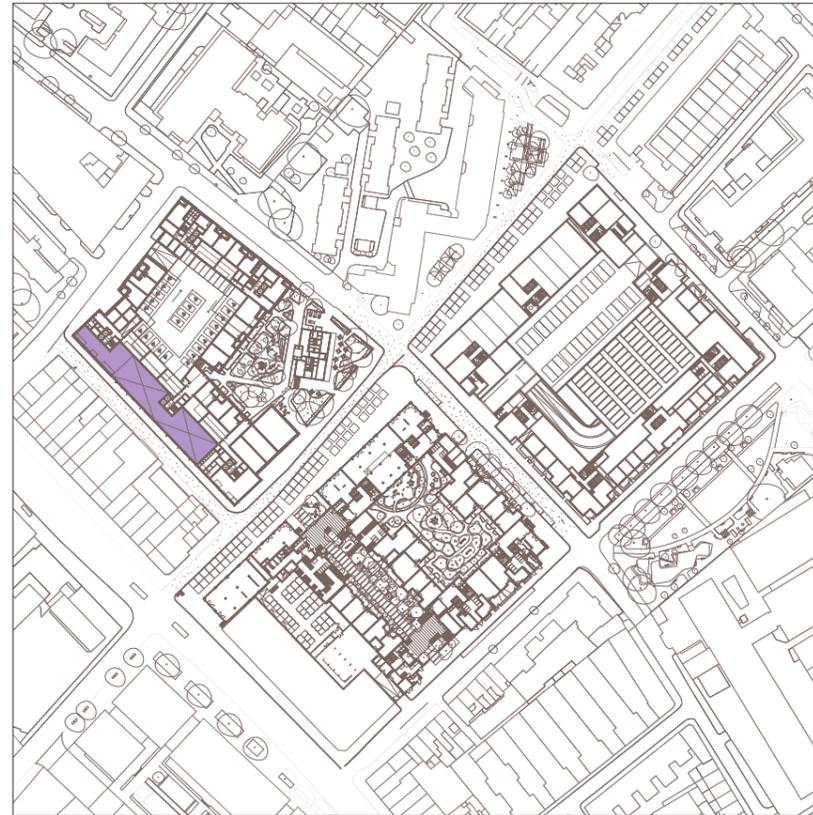
4.2 Design Concepts



Retail

Retail space is concentrated on the ground floor along Church Street consolidating and reinforcing the existing retail space along the street and providing a continuous active frontage.

The retail space returns on to the Edgware Road frontage maintaining the continuity of retail use.



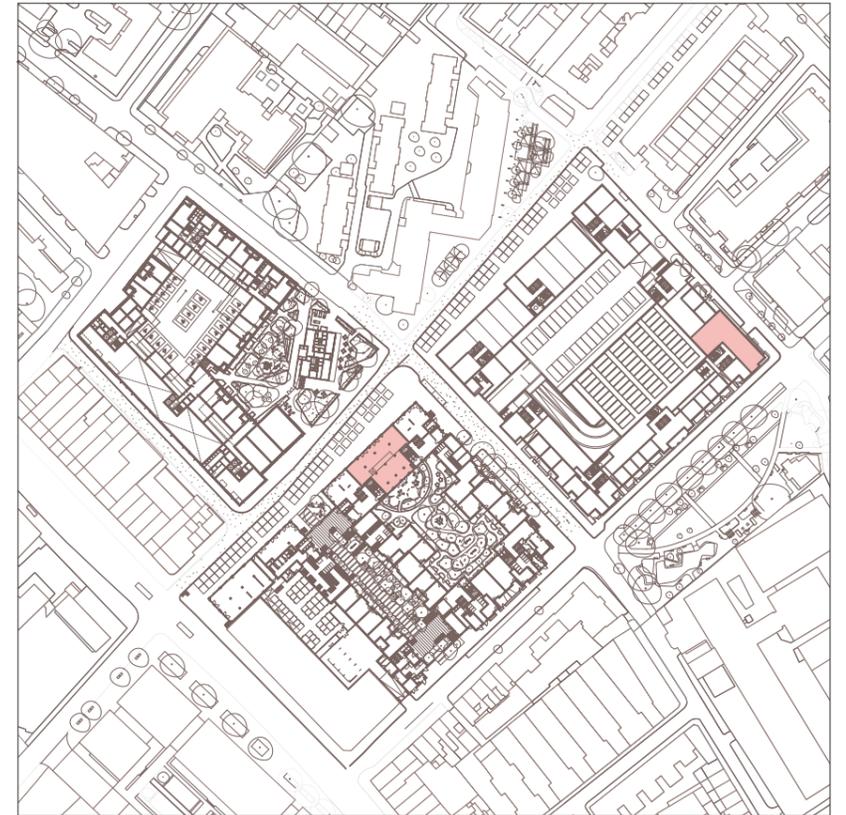
Enterprise Space

Enterprise space is provided on the ground floor of Site C extending along Venables Street.

This space will activate Venables Street, contribute to the vibrancy of the local economy, provide employment opportunities and extend the business and studio space concentrated on Hatton Street.

This will improve the quality of Venables Street, creating a more conventional two-sided street with improved overlooking and passive surveillance and contributing positively to the public realm.

The space has been designed to be robust and adaptable to accommodate community, retail or enterprise use ensuring that it is flexible enough to respond to changing economic conditions.

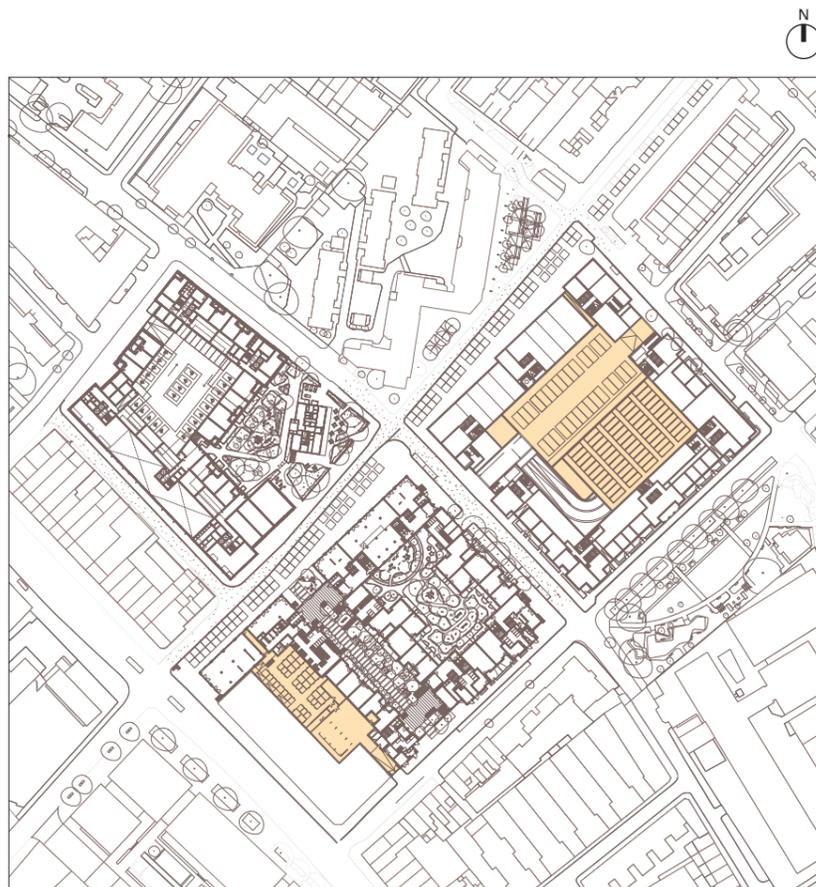


Community Space

Community spaces are provided in two locations on Sites A and B.

A new library on Site A is located on the ground floor directly accessible from Church Street replacing the existing library on Site B. The new library will add activation, variety and vibrancy to the street scene with greater prominence and ease of access for the local community.

On Site B, new community space on the corner of Salisbury Street and Broadley Gardens is well placed for this prominent corner where the green spine meets Broadley Gardens. This community space will form a cluster of related functions with the King Solomon Academy and Imps Pre-school.

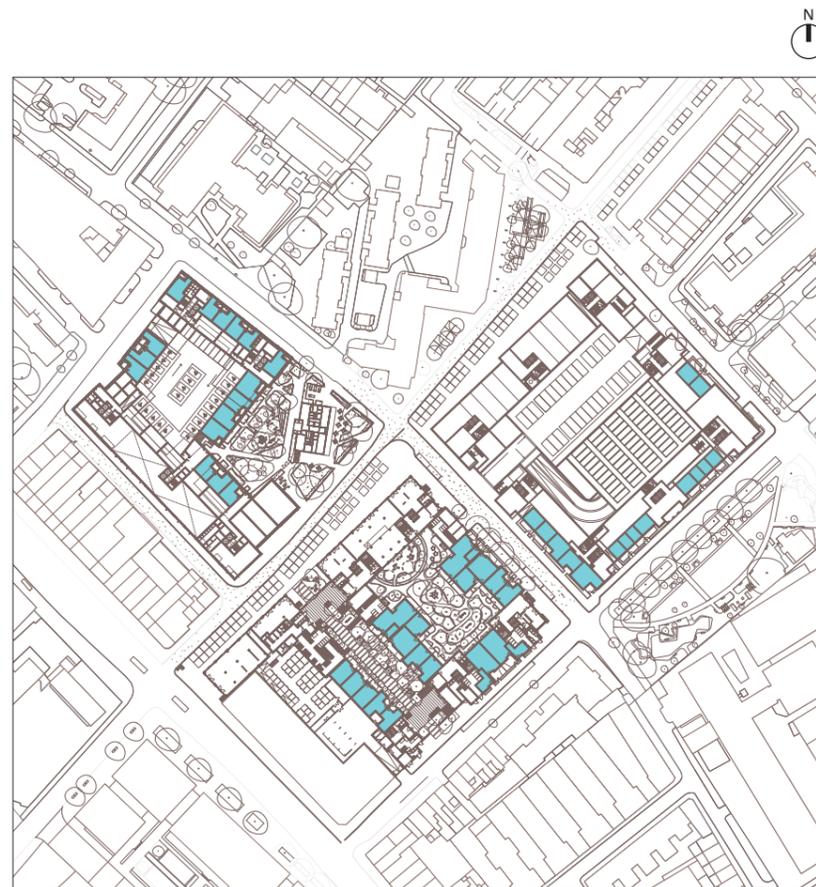


Market Infrastructure

Market infrastructure comprising van parking, storage units and welfare facilities is located on the ground floor of Sites A and B. The market infrastructure is embedded within the centre of each of these Sites to maintain the active frontage to adjacent streets.

On Site A the market infrastructure has a vehicular entrance from Broadley Gardens and a pedestrian connection to Church Street.

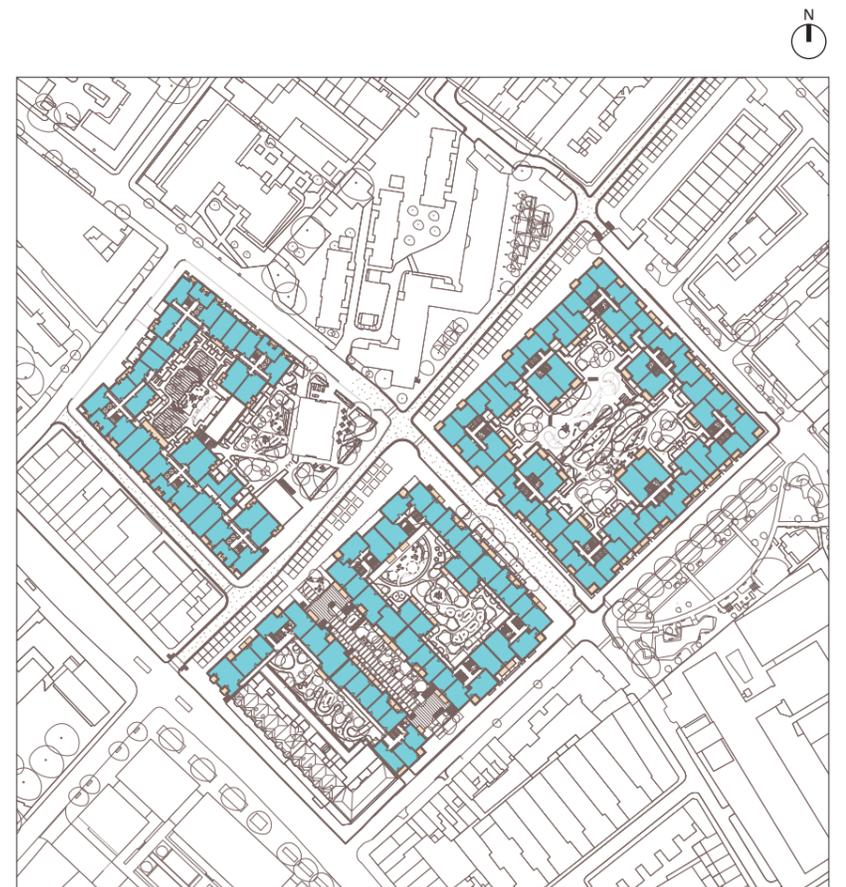
On Site B the market infrastructure has a vehicular entrance from Penfold Street and egress to Salisbury Street. A pedestrian connection provides access to Church Street.



Residential: Ground Floor

Residential use on the ground floor is focussed along the side streets off Church Street; Salisbury Street, Penfold Street, Broadley Street, the new street within Site A and the edges of Site C facing towards Kennet House.

This use will reinforce the existing residential character of the area surrounding Church Street and activate the adjacent street with front doors, communal entrances and windows to habitable rooms providing passive surveillance to the surrounding streets.



Residential: Upper Floors

On the upper floors the use will be residential in the form of conventional perimeter blocks around communal gardens providing an active well-defined edge to surrounding streets.

Layouts are designed to have no more than eight dwellings to each core on a typical floor and to maximise the number of dual-aspect flats.

4 Proposed Development: Illustrative Masterplan

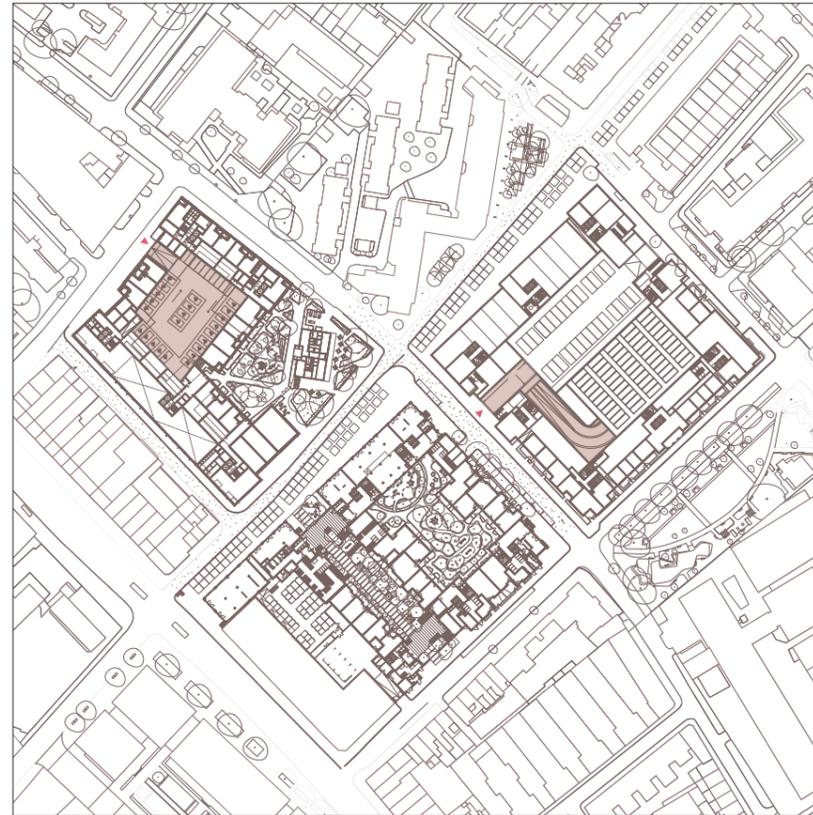
4.2 Design Concepts



Residential Entrances

Residential entrances are located on secondary streets away from the primary commercial uses with the exception of a solitary entrance on Site B which is located on Church Street.

Where possible communal entrances are located on the corners of blocks where they are prominent and provide activation and surveillance.



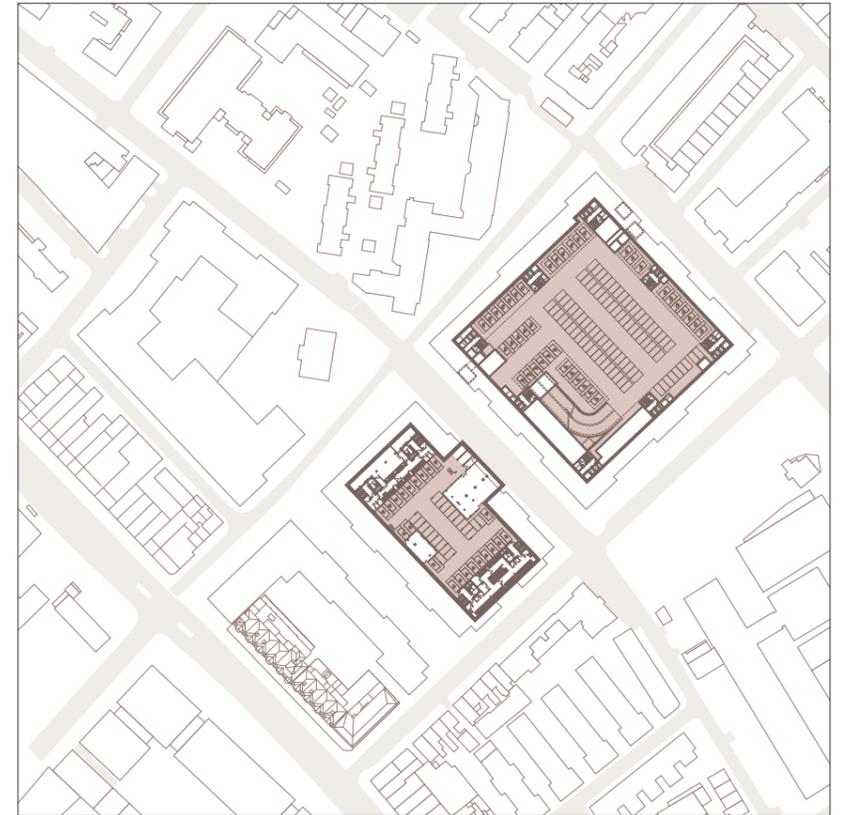
Car Parking

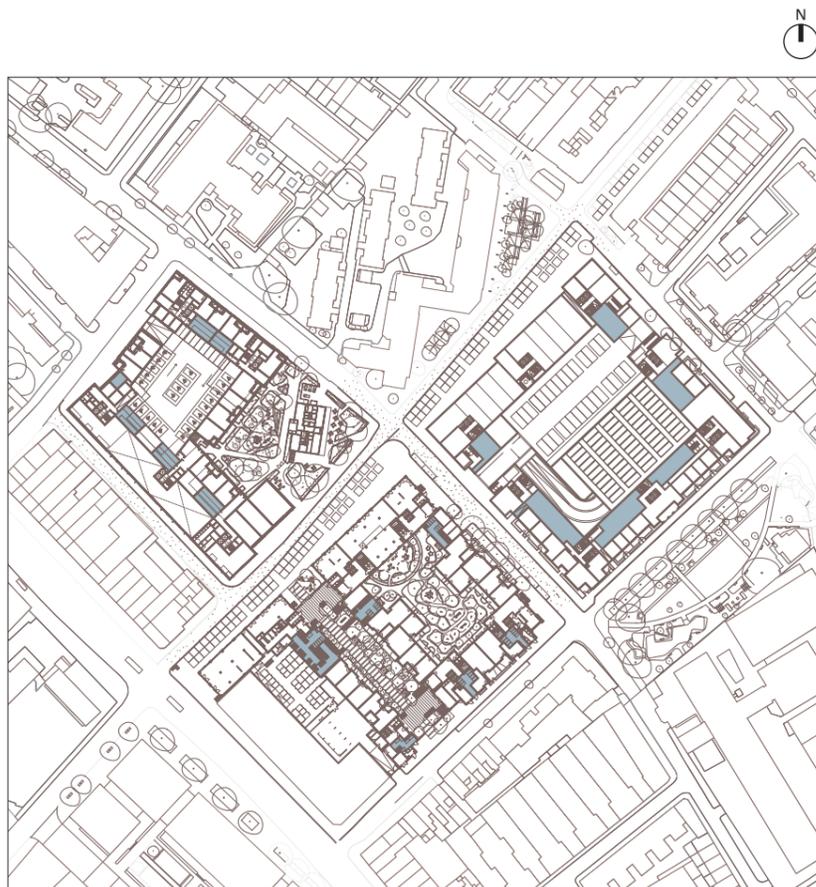
On site car parking is provided embedded within the centre of the Sites to minimise the impact on active frontages.

Basement car parking is provided on Sites A and B and surface car parking is provided under a podium garden on Site C. This avoids on-street car parking ensuring that surrounding streets are attractive and pedestrian-focussed.

Access and egress to the basement car parking on Site A is via a pair of car lifts located on Penfold Street.

Access and egress to the basement car parking on Site B is via a ramp accessed from a vehicular entrance on Penfold Street. This vehicular entrance is shared with the vehicular entrance to the market infrastructure but splits off within the Site so that the respective uses can be secured.

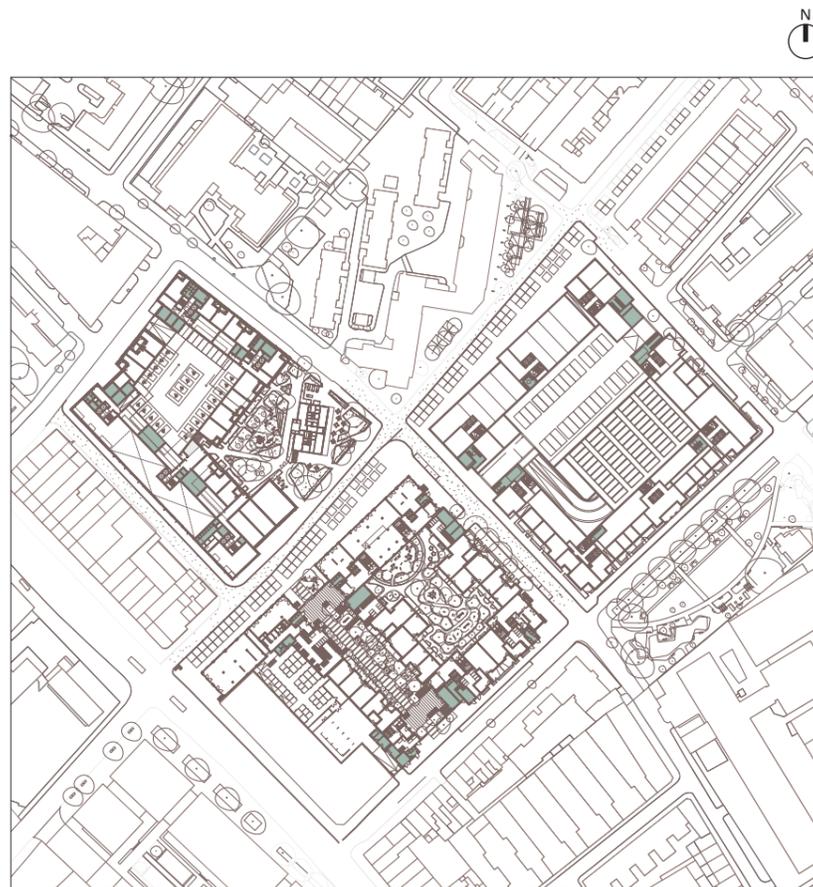




Cycle Parking

Cycle parking to the three Sites is located on the ground and basement floors with the majority located on the ground floor for ease of access.

The cycle parking is located in close proximity to communal residential entrances but set back within the Sites to minimise the impact on the active frontages.



Refuse, Plant and Servicing

Refuse, plant and servicing requirements are dealt with discretely to reduce the impact on the adjacent street scene. Where possible plant is located within the basement and roof. Plant and refuse spaces on the ground floor are located on secondary streets - none is located on Church Street to maximise the uninterrupted retail frontage - for ease of access from the adjacent streets. Refuse stores are located close to residential entrances for ease of use by residents.

On Site A service, emergency vehicles and refuse vehicles will access along the new street entering from Broadley Gardens and exiting on to Church Street.

On Site B refuse and plant serving the residential blocks adjacent to Church Street will be serviced from the servicing area within the Site serving the market infrastructure facilities.



Public Realm

The three Sites are designed as conventional perimeter blocks set around communal courtyard gardens contributing to health and wellbeing. On Site A there is a podium garden above the market infrastructure on block A2 and a courtyard garden on Block A1. Sites B and C have podium gardens above the market infrastructure and car parking respectively.

There is also a significant increase in the amount of accessible public open space with the new street on Site A and a new garden around Kennet House. These spaces will include areas of play, planting and seating enhancing the quality of spaces and biodiversity in the local area.



The proposed building on Site B addressing Church Street

4 Proposed Development: Illustrative Masterplan

4.3 Site-wide Principles

The proposed masterplan design seeks to reinstate the historic urban structure with conventional perimeter blocks arranged around communal gardens accommodating residential use above a mix of commercial, community and residential use on the ground floor that present active frontages to the surrounding streets.

At the heart of the design proposals are improvements to the street market and public realm on Church Street which will be improved along its entire length. The quality of Church Street will be enhanced by new public spaces including a new pedestrian connection on Site A, referred to within this document as New Street Gardens, which will include planting and seating areas and a new public open space on Site C around Kennet House. The street market will be improved with new market infrastructure including market storage, welfare facilities and parking on Sites A and B.

At the centre of each block green residential courtyards will provide communal amenity, increase the amount of urban greening, enhance sustainability and give homes a direct aspect onto green spaces contributing to the health and wellbeing of residents.

Site A comprises a courtyard block and an L-shaped block that forms a new urban block that includes the existing buildings along Edgware Road and Broadley Street. These buildings will have a mix of uses on the ground floor with residential on the floors above. A new pedestrian-friendly street between the two urban blocks extends the connection provided by Venables Street to the north. Commercial and community spaces will provide an active frontage to Church Street with residential use providing an active frontage to Broadley Street, Penfold Street and the new street.

Site B comprises a single courtyard block with a mix of uses on the ground floor and residential on the floors above. Commercial and/or community spaces will provide an active frontage to Church Street with residential use providing an active frontage to Salisbury Street, Penfold Street and the frontage addressing Broadley Gardens. Commercial and/or community uses on the ground floor on the corner of Salisbury Street and Broadley Gardens will complement this corner where the green spine meets Broadley Gardens.

Site C comprises a single courtyard block with a wing extending along Venables Street to Church Street. The building will have a mix of uses on the ground floor with residential on the floors above. A new open space will be created between the proposed building and Kennet House enhancing the setting of the existing building. The proposed building will introduce an active frontage of commercial use to Venables Street enhancing the quality of the pedestrian connection between Boscobel Street and Church Street.

4 Proposed Development: Illustrative Masterplan

4.4 Ground Floor

The ground floor layout is designed to introduce a conventional street-based layout with active frontage addressing adjacent streets an increased amount of public and communal green open space, an appropriate mix of uses and consolidation of market infrastructure so that the market can be serviced discretely thereby reducing the impact of market servicing on the surrounding area.

The proposal contains the following:

Retail Space

Retail space is arranged along Church Street. On Site A this returns on to Edgware Road reinforcing the retail use along Church Street and adding animation and vitality to the street scene. The retail units are designed to offer flexibility to be divided up into larger or smaller units allowing for adaptability of use. Floor to ceiling heights have been designed to provide a minimum of 3.6m clear internal height to allow for a variety of alternative uses.

Enterprise Space

Enterprise space is located along Venables Street extending the cluster of existing business and light industrial uses along Hatton Street to the north and providing an active frontage that will enhance and animate Venables Street. The space has been designed to allow for flexibility in use and unit size with internal ceiling heights allowing for light industrial 'makerspace' (4-8m) as well as conventional office use (3-4m).

The space has been designed to be robust and adaptable to accommodate community, retail or enterprise use ensuring that it is flexible enough to respond to changing economic conditions.

Community Space

The existing library on Site B will be relocated to a prominent central location immediately adjacent to Church Street on Site A. This will enable continuity of library services as Site A is developed in advance of Site B and will contribute to a rich mix of uses on Church Street. The new library will have a library garden to the rear.

In addition, a community hub will be provided on the corner of Salisbury Street and Broadley Street on Site B. This hub will help to activate this prominent corner where the Green Spine meets Broadley Gardens and will form a hub of community uses together with the park, Little Imps Pre-School and King Solomon Academy.

Market infrastructure

Sites A and B incorporate infrastructure to support the ongoing vitality and longevity of the street market, to rationalise servicing of the market and to minimise the impact of the market on the surrounding streets and spaces. This infrastructure comprises storage units, van parking and welfare facilities. These elements are embedded within the ground floor plan of the sites with podium gardens above so that they are largely hidden from view.

On Site A market infrastructure vehicles access via a secure entrance from Broadley Street. This gives on to a van parking area comprising van parking spaces. This area allows traders to unload and store their goods within storage units. Storage units are located to the northern end of the undercroft space. A secure pedestrian route then allows traders to safely and discretely trolley their goods to the market stalls on Church Street. The market infrastructure area also includes welfare facilities for market traders.

On Site B market infrastructure vehicles access via a secure entrance from Penfold Street. This gives on to a van parking area. This area allows traders to unload and store their goods within storage units. Storage units are located to the southern end of the undercroft space. A secure pedestrian route then allows traders to safely and discretely trolley their goods to the market stalls on Church Street. Vehicles can then egress on to Salisbury Street. The market infrastructure area also includes welfare facilities for market traders and a market office adjacent to Church Street on the northern corner of the block.

Vehicular entrances on Sites A and B are located between retail and residential frontages to avoid interrupting these uses along their length.

Residential

Adjacent to surrounding streets off Church Street i.e. Boscobel Street, Penfold Street, Salisbury Street, Broadley Street, the new street on Site A and the frontage around Kennet House on Site C the ground floor frontages are primarily residential. This reinforces the residential character of the surrounding area and provides activation and passive surveillance to the adjacent streets. The majority of these dwellings are duplex units which have entrances from the street on the ground floor and give on to podium gardens on the first floor or communal gardens on the ground floor.

Communal residential entrances to upper floor flats are located around the perimeter of the Sites adding further animation to the street scene. Entrances are designed to be generous and welcoming, with no qualitative distinction between the entrances of different tenures. Site A has an expanded lobby with concierge on the corner of Penfold Street and Broadley Gardens. Site B has an expanded lobby with concierge facing towards Broadley Gardens.

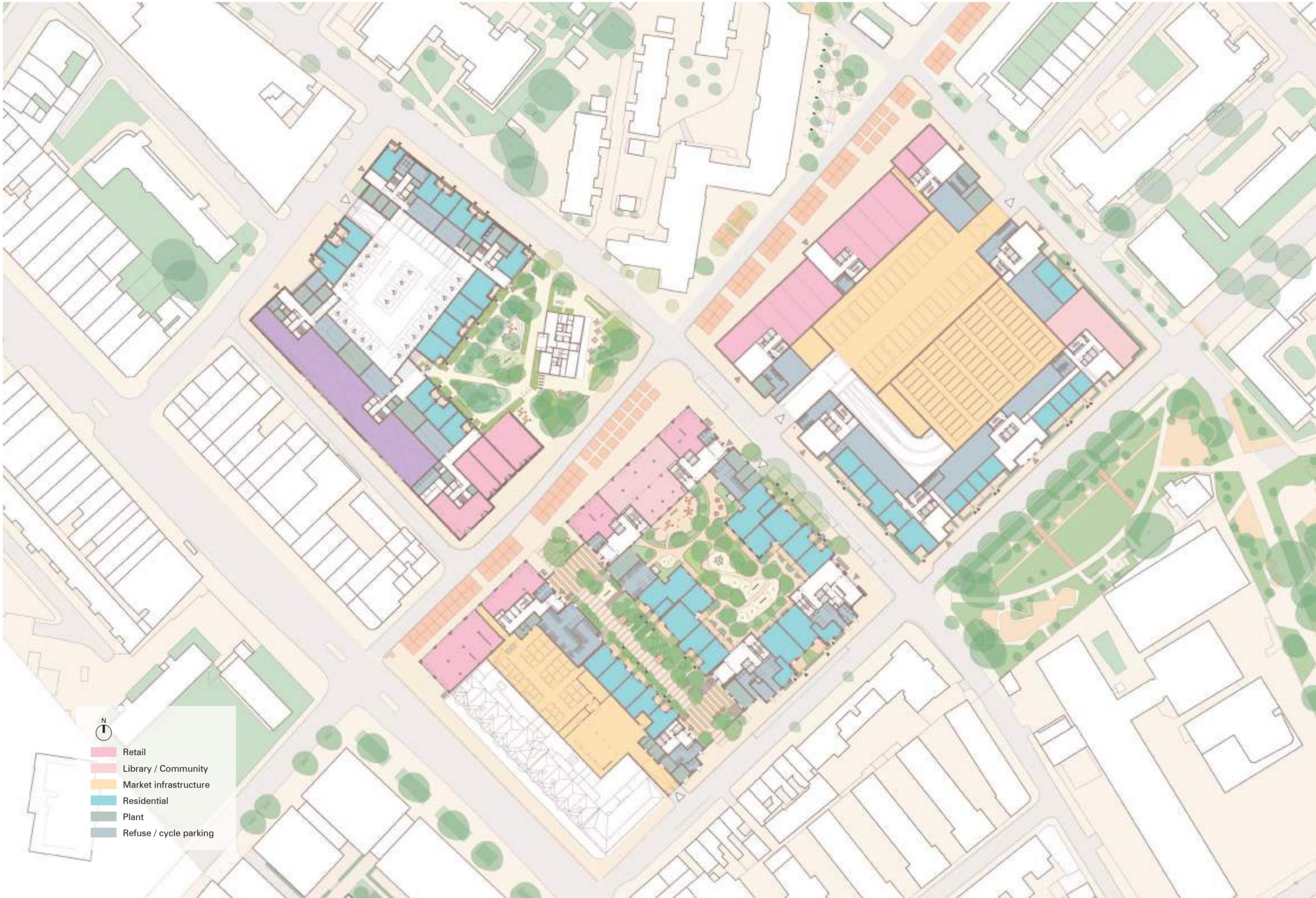
Car Parking

Car parking is provided to all sites. Car parking has been arranged to be discrete and minimise impact on the streetscape. Locating car parking within basements and under podiums avoids on-street car parking ensuring that surrounding streets are attractive and pedestrian-focussed.

On Site A car parking spaces are located in a basement car park under Block A1. The car park is accessed via two car lifts accessed from Penfold Street. Residential access cores in Block A1 extend down into the basement to provide access for residents.

On Site B car parking spaces are located in a basement car park. The car park is accessed via a ramp from the secure vehicular entrance on Penfold Street. Residential access cores extend down into the basement to provide access for residents.

On Site C car parking spaces are located on the ground floor centrally within the block. The car park is accessed via a secure vehicular entrance on Boscobel Street. The car park is accessible from the communal residential lobbies.



- Retail
- Library / Community
- Market infrastructure
- Residential
- Plant
- Refuse / cycle parking

Illustrative masterplan - Proposed ground floor plan

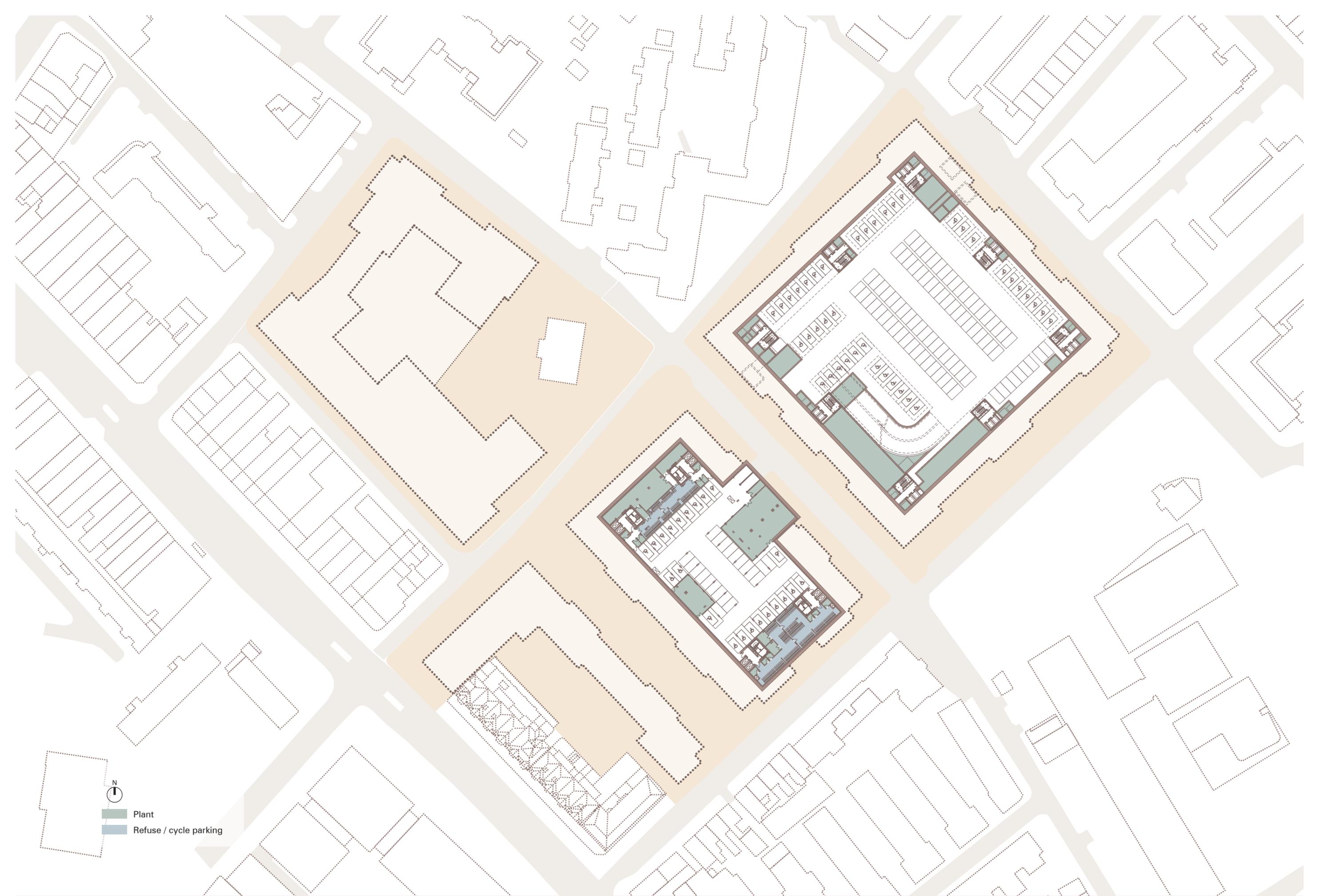
4 Proposed Development: Illustrative Masterplan

4.5 Basement

Basements are proposed beneath Sites A and B to provide the residential car parking, additional cycle parking, water attenuation tanks and plant.

On Site A the basement extends under the north-western block (A2). Residential cores in Block A2 extend down into the basement to provide access.

On Site B the basement extends across the entire area of the Site broadly corresponding to the area of the existing basement to minimise excavation and/or filling. Residential cores from the building above extend down into the basement to provide access.



- Plant
- Refuse / cycle parking

4 Proposed Development: Illustrative Masterplan

4.6 Typical Upper Floor

Typical floors above ground floor comprise residential use as per the plan opposite. Flats are arranged in clusters of between 6-8 flats per core making for an efficient, compact layout with a high proportion of dual aspect flats with short corridors. On Site A every flat is dual aspect. No flats are north-facing single aspect.

Each core has two lifts to ensure for ease of access and continuity of lift access in the case of routine maintenance or breakdown.

Every flat has access to private amenity, whether as a balcony, roof terrace or garden space on the lower floors. Where possible flats have private amenity addressing the central communal gardens and/or a view of the central communal garden from their dwelling to enhance a sense of health and wellbeing. Private amenity space is provided in accordance with the London Housing Design Guide and Nationally Described Space Standards.

A mix of dwelling sizes, types and tenures has been provided across the three Sites and the development incorporates re-provision of existing flats on the estate to accommodate returning residents.

On Site A 64 flats have been incorporated designed to HAPPI standards as re-provision for the Lambourne House sheltered accommodation. These are accessed off a single accommodation core located on the eastern corner of Block A2.