

**103 -123 KILBURN HIGH ROAD/
KILBURN SQUARE MARKET**
Supplementary Planning Document
Final Version March 2005



103 -123 KILBURN HIGH ROAD and KILBURN SQUARE MARKET Supplementary Planning Document

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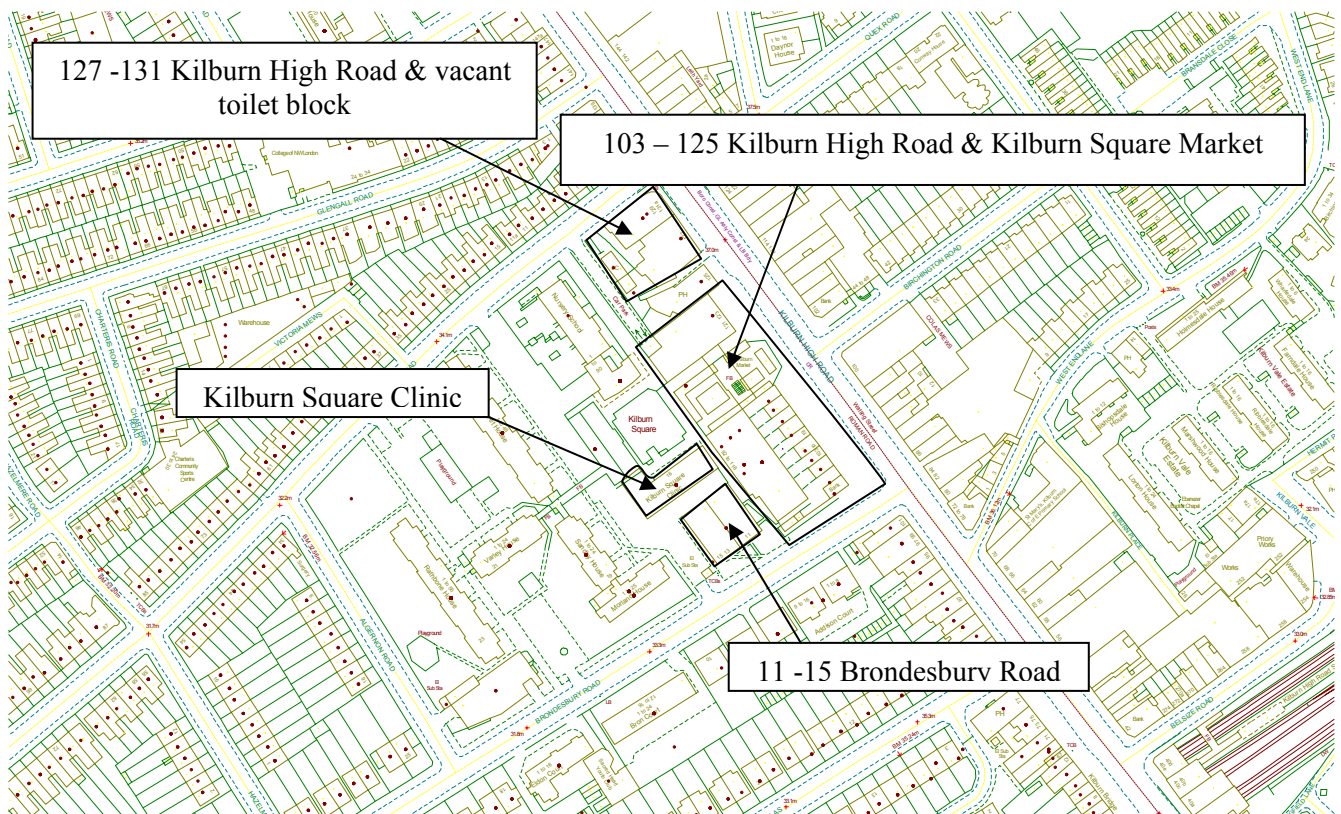
1. Purpose of the Brief

This brief has been prepared as a guide for potential applicants as to the Local Planning Authority's expectations and requirements for redevelopment of 103 to 123 Kilburn High Road and Kilburn Square Market. Preparation of the brief follows an appeal by Sandpiper Securities and the subsequent recommendations of the Planning Inspector in dismissing the appeal (Planning Inspectorate Reference: APP/T5150/A/03/1117033). The purpose of the brief is:

1. To promote the redevelopment of **103 - 123 Kilburn High Road** whilst ensuring the highest standards of urban and architectural design;
2. To provide a framework for an integrated and comprehensive development of the site and for improvement to the environment;
3. To provide clear and usable guidance in the form of a **supplementary planning document (spd)** that will be used to assess any planning application(s) for the site.

2. Context

Figure 1. Site Location & Key Neighbouring Buildings



The site is located on Kilburn High Road, Kilburn, a major town centre as designated by the Brent Unitary Development Plan (UDP) 2004. The site and market provide accommodation for a number of national multiples and the market provides a focus for the town centre. In recognition of this, the Brent UDP 2004 identifies the site as a Major Opportunity Site (MOS4: 103 – 125 Kilburn High Road & Kilburn Square Market).

Kilburn High Road and the surrounding area is currently subject to strong development pressures due to its excellent public transport links. Kilburn High Road represents the borough boundary between the London Borough of Brent and the London Borough of Camden.

In addition, the South Kilburn Estate which is located just south of the site is subject to long term regeneration proposals. The South Kilburn New Deal for Communities (SKNDC) has produced a masterplan for the whole estate which proposes comprehensive redevelopment of the area and a net addition of approximately 1400 private dwellings.

3. Development of the Brief

This draft brief has been developed in conjunction with local organisations and is currently subject to wider formal consultation as part of the public participation process in preparing Supplementary Planning Documents.

4. Area & Surroundings

Measuring 0.6 hectares, the site comprises a mixed use development combining retail, offices, and residential uses together with associated public space. The development was constructed in the 1960's and features a parade of shops on the ground floor with separate redundant office space above. There are nine maisonettes situated on the roof of the building which are set back from the Kilburn High Road frontage.

The site was previously occupied by a Victorian Square which was lined by 3/4 storey terraced housing on two sides, with St Paul's Church occupying a central position. The Church was demolished in the 1930s and the houses in the 1960s to accommodate the present group of buildings. Stretching along Kilburn High Road, the development is punctured along the frontage by a pedestrian walkway which provides access to a private landscaped square, a residential block and a health centre. At ground floor level, part of the site is occupied by an outdoor market which is enclosed by unsympathetic fixed metal railings. The existing public realm is relatively open unlike the majority of Kilburn High Road. There is a large forecourt area to the front of the retail units measuring 14m in width and featuring a number of mature and semi-mature trees and planters. In particular, a large mature oak tree located adjacent to The Cock Tavern Public House positively contributes to the amenity of the area. The remaining area of public realm has been taken over by the market leaving a 5m access strip leading to the private square to the rear which features two very large mature trees and a grassed area.

The area is very well served by public transport with Kilburn Park Underground Station and Kilburn High Road Station both within 5 minutes easy walking distance of the site. In addition, there are a number of bus routes which operate along Kilburn High Road with a dedicated bus lane and bus stops immediately to the front of the site. A multi-level car park arranged over two floors is located beneath the development within the basement which is used for servicing and delivery purposes together as a shoppers car park.

In terms of the general character of Kilburn High Road, the majority of the buildings are 3/4 storey Victorian terraces with active frontages at ground floor level comprising shops, cafés, public houses, restaurants, take-aways, banks and building societies with offices and residential above. The areas either side of the High Road are predominantly

residential, characterised by larger 1960s tower blocks, beyond which are more suburban, traditional Victorian streets.

Neighbouring Buildings

127- 131 Kilburn High Road & land to rear (Vacant Toilet Block)

The Council would welcome the inclusion of 127 – 131 Kilburn High Road & land to rear (Vacant Toilet Block) in any comprehensive redevelopment proposals for the site.

Kilburn Square Clinic & 11 -15 Brondesbury Road The Council would welcome the inclusion of Kilburn Square Clinic and 11-15 Brondesbury Road in any comprehensive redevelopment proposals for the site. This is described in further detail as Option D in Section 9 below. Facilities and services lost would have to be re-provided within any new development in partnership with and to the requirements of the existing occupiers of these buildings. *This includes both the Clinic, the facilities and services provided at 11-15 Brondesbury Road and the 16 lock up garages that are located on the ground floor of the Kilburn Square Clinic building.*

Any development would also need to accord with relevant UDP policies in terms of scale and massing.

5. Planning Context

Kilburn Town Centre is designated as a Major Town Centre (Policy SH1). This site is one of the focal points of Kilburn Town Centre, and lies within the Primary Shopping Frontage as designated by the UDP. However, there has been little retail investment in recent years, and it suffers from a poor general environment.

The adopted Brent UDP 2004 refers specifically to the site, and sets out a site specific policy for the area as a Major Opportunity Site (MOS4). The development objectives of the policy seek the enhancement of shopping facilities and the townscape within Kilburn. A comprehensive approach to redevelopment is encouraged with the reinforcement of the building line, whilst maintaining an adequate footway width. The policy also seeks to retain as many trees as possible while any trees which are lost are replacement by suitable alternatives. New public space with new trees on the Kilburn High Road frontage is encouraged with good links through to Kilburn Square.

MOS4 also advocates that no loss of Kilburn Square open space would be permitted while active frontages onto Kilburn Square and Kilburn High Road would be required. The existing shopper's car parking area should also be retained while all servicing should be from the rear. The policy generally encourages more intensive development, including housing and small business units on the upper storeys, subject to a quality design.

The development should support the retail function of Kilburn High Road as a major town centre within North West London and in accordance with the Town Centre & Shopping policies contained within the UDP. Furthermore, due to its location, the Council considers the area is suitable for a mixed-use redevelopment scheme (Policy BE11), including a significant element of residential use. It is essential that any scheme contributes to the housing needs of the area whilst providing the required level of affordable housing and amenity space in order to create a mixed and balanced residential community.

The area, given its very good accessibility to public transport, provides an excellent opportunity to achieve a higher intensity of mixed development and a key development

objective will be to promote a high quality landmark scheme which reflects design best practice.

In terms of the built heritage, the site does not fall within a conservation area and there are no statutory listed buildings either within or adjacent to the site. However, the Kilburn Conservation Area lies immediately to the south of the site and so any development proposals that affect the views out of the Conservation Area would have to be assessed in relation to Policy BE25. In addition, the adjacent Public House, The Cock Tavern, is identified as a Locally Listed Building within the UDP.

The UDP policies most pertinent to development opportunities within the area are listed in Section 18 of this document. The guidelines and principles of this brief reflect these policies.

6. Consultation

This SPD has been prepared following consultation with local groups and organisations and is currently subject to public consultation.

A Consultation Statement has been prepared as part of the SPD process, A copy of the Statement can be obtained from the Council.

7. Sustainability Appraisal

A Sustainability Appraisal (SA) has been undertaken in developing this SPD. The Sustainability Appraisal process has informed the development of this draft SPD. The Sustainability Appraisal assessed a range of development options and development objectives. The development options are listed at appendix 1. As development options A and E performed poorly against the other options, they have not been included as possible options in this SPD. The SA also identified a number of development objectives and development requirements, which have been included in this SPD. The development requirements identified are to:

- provide an opportunity to increase the sense of green space on Kilburn High Road and maintain tree cover where possible (or provide replacements);
- open up access/provide a visual link to Kilburn Square from the High Road;
- ensure any new development , including access to Kilburn Square, would be fully accessible to disabled persons and that lifetime homes are incorporated;
- explore possibility of increasing Kilburn Market's capacity, layout or overall standard to improve quality/attractiveness;
- provide new/improved employment opportunities;
- seek any new residential or commercial building space was built to an "excellent" rating in accordance with SPG 19, BREEAM and Ecohomes standards;
- provide convenient communal waste management facilities (for residential and commercial users) within the redeveloped area;
- apply strict building efficiency standards and encourage the consideration of renewably sourced energy;
- seek adherence to the demolition protocol where applicable;
- secure the development of car free housing and explore the possibility of the provision of a city car club;
- ensure the development provided a mix of housing including affordable housing
- seek the provision of key worker housing;
- seek to secure the provision of community space (indoor and outdoor);

- improve access to healthcare facilities;
- incorporate high levels of noise attenuation;
- ensure development addresses issues relating to fear of crime and seeks to reduce opportunities to commit crime;
- car parking redeveloped to 'secured by design' standards; and
- resist bringing the building line forward or consider incremental change only where there are other substantive public realm benefits.

The Sustainability Report can be obtained from the Council.

8. Development Objectives

Development objectives derive from UDP policy and consultation throughout the SPD process (as outlined in Section 5 and 6). As a response to this, the Council believes the area should be comprehensively developed:

- **To provide an integrated comprehensive approach to development which supports the maintenance and improvement of shopping and other facilities in accordance with its status as a major town centre;**
- **To provide a mix of uses appropriate to a town centre location**
- **To encourage a sustainable approach to the redevelopment of the site, including the impact on water and wastewater infrastructure, taking into account guidelines set out in SPG 19**
- **To require the redevelopment to incorporate an inclusive approach to design in terms of disability accessibility both now and in the future;**
- **To enhance the townscape in Kilburn High Road;**
- **To reinforce the building line, whilst maintaining adequate footway width; or consider incremental change only where there are other substantive public realm benefits.**
- **To retain existing mature trees as far as possible and to replace any trees lost;**
- **To improve public space and linkages to Kilburn Square and no loss of Kilburn Square Open Space;**
- **To create active frontages onto Kilburn Square and Kilburn High Road;**
- **To result in no loss of shoppers car parking; and**
- **To allow housing and small business units on upper floors.**

A single application is desirable to secure comprehensive development of the area and in order to ensure a scheme that addresses such issues as design, environmental and community benefit.

9. Development Options

The SPD recognises that there are a number of development options that are appropriate to the site. These are:

Option B. Partial Redevelopment

This will involve refurbishment of the existing building and new development on part of the site. It encompasses a range of possible solutions including a net increase in the amount of residential units by around 70 new flats and minor net increases in the commercial floorspace and other uses. Partial redevelopment would allow for improved shopping and housing and improve the quality and layout of the existing building. The layout of the market could also be addressed. This option is likely to lead to the loss of some of the footway and some of the street trees.

Option C. Complete Redevelopment

This may allow for a better mix of uses to be incorporated onto the site and will give the opportunity to review the way any new building addresses the High Road, Kilburn Square and the neighbouring buildings. A complete redevelopment offers a better opportunity to provide community and related services for local residents. It would allow for a more efficient layout of commercial floorspace and other uses. It would also allow for better access to Kilburn Square and give an opportunity to improve the layout of the market. It may also allow for the retention of existing trees. It would allow for a small net increase in commercial floorspace, and give an opportunity to increase the number of residential units by significantly more than option B. A similar amount of car parking is likely to be provided.

Option D Complete Redevelopment including Kilburn Square Clinic and 11 -15 Brondesbury Road

This option is similar to option C but includes Kilburn Square Clinic and 11-15 Brondesbury Road within the development site. These buildings are council owned sites and leased to the Primary Care Trust and Brent Mental Health Services respectively. Advantages for this option are similar to option C except that it would allow for a larger net increase in commercial floorspace, and give an opportunity to provide more residential units. A similar amount of car parking is likely to be provided. Any services and facilities lost through redevelopment would have to be re-provided within the new development.

However, it is recognised that both option C and D are financially more challenging options due to the need to buy out the existing commercial and residential leases on the site and the re-construction costs and related loss of revenue during the redevelopment.

Neighbouring Site

The inclusion of 127 – 131 High Road and the vacant toilet block to the rear of the site will be acceptable for options C and D above.

10. Design Principles

A comprehensive design approach

The Council will seek a robust and comprehensive approach and solution with respect to the layout of any scheme and location of specific uses, particularly in relation to public space and access through the site.

A linking development

Redevelopment of the site represents a major opportunity to improve an area within the heart of Kilburn town centre and improve linkages to Kilburn Square to the rear of the site.

Quality in design

As part of a comprehensive approach, new building(s), improvement to the market and public realm are sought and high quality design for all these elements will be essential for any increase in the intensity of development on the site.

Sustainability

Any development must embrace the principles of sustainable construction and design as outlined in the Council's SPG19 and incorporate as a strategy a fully assessed environmentally sustainable approach.

Vitality and mixed use

There is an opportunity to create a mixed-use building and an environment that is rich, vibrant and makes a positive contribution to Kilburn Town Centre. Key to achieving this is providing a mix of compatible **town centre uses** together with the reintegration and improvement of the market into the high street.

Public Realm

Reconfiguration and improvement of the market and adjacent public space will be integral to any development proposal. This will include the use of high quality materials and the incorporation of tree planting, street furniture, public art and lighting.

Access for All

All areas and facilities within the development should be designed to comply with current and anticipated access legislation, Codes of Practice, and general good-access design principles. An inclusive design approach should be adopted to ensure that access is addressed from the start and not regarded separately or as an afterthought.

11. Uses

Due to its location, the Council considers the area suitable for a **mixed-use redevelopment** scheme, including residential use with predominantly retail at ground floor level. Other uses appropriate to a town centre would also be welcomed including offices, community, health, leisure and education uses. The existing market should also be re-provided within the development.

Retail

Kilburn Town Centre is designated as a Major Town Centre (Policy SH1). Council policy seeks to maintain and improve shopping and other facilities in line with its status as a Major Town Centre (Policy SH2). In order to retain and improve the primary shopping frontage, retail uses will be preferred at ground floor level. Non-retail uses including financial and professional services, food and drink and library uses will be acceptable provided they comply with policies SH6 and SH7.

Kilburn Market

Kilburn market provides an important retail function on the high street and should be retained and improved as part of any redevelopment of the site and/or improvement of public space (Policy SH26).

Residential

Existing residential units lost as a result of any proposal must be re-provided within any new development. New provision will be supported in addition to the provision of affordable housing units as outlined below.

Affordable Housing

Policy H3 of the UDP requires that 30-50% of units are affordable (as defined in the UDP). The site lies within an area which is characterised by high levels of Council and Housing Association ownership. In order to meet Borough wide housing needs and to achieve a mixed and balanced community, the Council considers that 50% affordable housing is appropriate and the proportions of housing provided meet the policies set out in the Mayor's London Plan. A lower proportion would only be acceptable where the applicants clearly demonstrated that 50% proportion was not financially viable. This should take the form of:

- **35%** social rented family sized dwellings (a mix of 2,3 and 4 bed units)
- **15%** affordable shared ownership or affordable units for key workers. These should be in the form of 1 and 2 bed-units.

All new affordable units need to be built to the Housing Corporation's Scheme Development standards. All affordable units must be built to life time homes standards. The service charges to the affordable housing elements must be set at a rate that ensures those dwellings remain affordable.

The Council will expect that any development be accompanied by long term management and maintenance strategy that encompasses management and maintenance of all buildings and their associated amenity space.

The Council does not consider that other forms of housing e.g. student housing should be provided at the expense of the priority groups as set out above (i.e. social rented and affordable shared ownership/key worker). This is justified by the housing needs of the Borough in general. Any residential elements should also be exemplar in terms of its energy requirements and overall sustainability.

Community

The Council would require a flexible community space to be provided within the development at a subsidised rent. The space should be able to hold up to 150 people and be able to accommodate a range of possible uses which could include an office for a town centre manager and community meeting space.

Other Uses

A range of other town centre uses could be accommodated for within the development as part of a wider mixed-use scheme. Acceptable uses are health, education, hotel, office (either commercial or public sector), small business units and leisure.

12. Layout and Siting

Orientation

As a basic layout requirement to generate active edges to help support natural surveillance and improve perceptions of safety, any scheme should be orientated to have a **principal outlook onto the public front**, with private amenity space and living space contained at the rear. Development should **define and overlook Kilburn High Road, Brondesbury Road and Kilburn Square Market**.

Any development will also **retain the existing pedestrian access** via Kilburn Square Market to Kilburn Square. Kilburn Square Market will be re-accommodated and re-configured as part of this open space and the layout of development will respond to its location through orientation.

Residential Units

All new residential units shall be in full compliance with the standards set out within SPG 17 in terms of internal dimensions, while the required distances between habitable rooms will be sought to ensure the level of amenity for future residents.

Building line

Option B – Partial Redevelopment

It is important that the character of the area as a public space along Kilburn High Road is retained through siting and layout of any new development. A minimum pavement width of 11-12 metres should be retained between the front of the building and the edge of the footway. The location and the layout of the market and the remaining public space should be amended to improve the quality of the public space around the market, and ensure that there is better access to Kilburn Square. Any new development should also respect the setting and views of The Cock Tavern, a locally listed building at 125 Kilburn High Road.

Option C & D – Complete Redevelopment

It is important that the 'linear open space', created by the existing **14m pavement width along Kilburn High Road is retained** through siting and layout of any new development. This will also ensure that any new development respects the setting and views of The Cock Tavern, a locally listed building at 125 Kilburn High Road. **As such, any development should retain and not be beyond the existing building line.**

Bridge Link – Option B only

Option B allows for the retention of the existing bridge link across Kilburn Square. Further development of the link is only acceptable where there is no significant loss of amenity to residents in terms of outlook, sunlight and daylight. In addition, any development should not affect existing trees adjacent to the bridge link.

Colonnade

There is the potential for arcaded development onto Kilburn Square Market only. A guideline of a minimum height of 1 1/2 storeys would be acceptable.

Active edges

The relationship between development (particularly at ground floor level) and its impact on the public realm will determine the success of the development and its role and contribution to Kilburn High Street and Kilburn town centre. The scheme should be **designed to encourage active uses at ground level along key pedestrian routes and principal shopping frontages** such as the corner of Brondesbury Road, Kilburn High Road and fronting Kilburn Square.

Safety and security

Careful design can make a major contribution to both the prevention of crime and reducing the fear of crime. The Council will expect **'Secured by Design' principles to be integral to any redevelopment scheme**. This should introduce security for the building, introduce appropriate design features that enable natural surveillance

and create a sense of ownership and responsibility for every part of the development. These features include lighting of common areas, instilling a sense of ownership of the local environment, control of access to individual and common curtilages, defensible space, and a landscaping scheme that enhances natural surveillance and safety.

In summary, a scheme should be designed:

- **To ensure a scheme with the principal outlook is onto the public front;**
- **To ensure the building(s) define and overlook Kilburn High Road, Brondesbury Road and Kilburn Square Market (as appropriate);**
- **To design for/encourage active uses at ground level along key pedestrian routes and principal shopping frontages;**
- **'Secured by Design' principles to be integral to any redevelopment scheme.**

13. Scale & Massing

Townscape Quality

There is the opportunity on this site to create a building of innovative design and distinctive quality, set within high quality public open space. It will also provide an important townscape element to create identity, distinctiveness and aid orientation along Kilburn High Road.

In order to contribute positively to the locality, any scheme must make respond to existing townscape and landscape characteristics of the Kilburn town centre including the buildings on the south side of Brondesbury Road.

Scale and massing

The combined effect of the arrangement, volume and shape of a building(s) must relate to and not dominate the relationship with surrounding buildings and spaces.

A 'stepped' massing approach is considered an appropriate response to accommodate larger development on this site. There is also an opportunity to provide a point of emphasis for the development at the junction of Kilburn High Road and Brondesbury Road. A 'stepped massing' approach would 'step' heights and intensify development towards the centre/rear of the site and towards the corner where Brondesbury Road and Kilburn High Road meet.

Height

There is the opportunity for larger scale development on this site and any development will need to be sensitive to the scale of buildings on Kilburn High Road (predominantly four storey buildings). Development will therefore generally **not exceed a building height of four storeys except at the identified corner/feature locations** where 6 to 8 storeys would be acceptable and along the elevation to Brondesbury Road where 5 storeys would be acceptable.

14. Architectural Quality

Frontage architecture

The Council do not wish to be prescriptive in terms of architecture however will expect **high quality materials, design and detailing** to merit a landmark building in this prominent location. Frontages should be broken down in terms of providing

entrances, balconies, terraces and habitable room/ windows on the edges of the development to provide interest, variety and animation.

Architectural quality/distinctiveness

The opportunity exists to produce a **strikingly contemporary development scheme that is a benchmark for design and quality in the area**. The architecture will be expected to support the provision of a distinctive development, which creates a real sense of place and reinforces the landmark/corner opportunity. The Council will therefore expect the following:

- A design that is sensitive to its setting and responsive to context;
- Of demonstrably high quality design and materials;
- Complementary composition in terms of colour, texture, scale and detail;
- Appropriate architectural expression of the buildings;
- Landscaping and public realm improvements integral to any scheme.

15. Landscape Design and Public Realm

The site lies within a designated area of low townscape or public realm quality (Policy BE13). The introduction of a **high quality landscaping scheme** is therefore regarded by the Council as integral to the satisfactory redevelopment of the site. A **cohesive landscape strategy** will therefore be a condition of any scheme proposal. It will be expected to address the following:

Public space and Market

The market and public space within the site is well-used space and performs an important part of the town centre structure. **The improvement of public space and Kilburn Square Market** to create a high quality, distinctive 'place' along the High Road is therefore critical to the success of the area. **Sensitive design balanced with high quality materials** will be required to ensure that this is achieved.

Any redesigned market would need to be more open in character. Better quality market stalls would also be required. The width of the link through the site to Kilburn Square needs to be increased to a minimum of 13 metres. To accommodate this, a smaller sized market would be acceptable.

Re-arrangement and improvement of the market area should also consider the use, visual appearance and safety aspects of the space outside trading hours. It should also be designed so as not to restrict access and movement to bus stop facilities and movement along the High Street generally and to the residential units and the Kilburn Clinic located on Kilburn Square. The location of street furniture, public art and lighting should also be an integral part of any scheme.

Soft Landscaping

To help re-establish a clear and legible space within Kilburn Town Centre and help ensure that air and noise pollution generated from the development are minimised, there should be **no net loss of trees** within the site. The **existing mature tree located outside Argos should be retained** unless it can be demonstrated that the development is unviable without its loss. Any trees lost as a result of development should be re-provided within the site with appropriate semi – mature stock. (where the location and species are appropriate).

Quality and materials

The Council will expect high quality design and materials that are:

- complementary to each other in terms of colour, texture, scale and detail;
- appropriate to the architectural expression of the buildings;
- sensitive to their setting within the site and the surrounding area;
- low maintenance;
- co-ordinated (including signage and street furniture).
- semi-mature and mature tree planting where appropriate.

In summary, a scheme should be designed:

- **To include a ‘cohesive landscaping strategy’ as part of any scheme;**
- **To improve public open space and Kilburn Square Market, using sensitive design balanced with high quality materials;**

16. Access

The site is located within an area of very good public transport accessibility given its close proximity to Kilburn High Road and Kilburn Park Stations. The site is also very well served by a high volume and frequency of bus services along Kilburn High Road.

It is not considered that the existing road network requires any alterations in terms of capacity enhancements. Any new access points to the site from both road frontages would not be appropriate given the need to avoid conflict with vehicular traffic and pedestrians.

A key benefit of any scheme should be the provision of improved pedestrian linkage to adjacent sites and high quality surfacing. In particular, the scheme should promote improved routes through to Kilburn Square and the health centre from Kilburn High Road in a manner which encourages security through appropriate lighting whilst enabling views through to the square and the trees. As part of this improvement, the arrangement of bus stops and provision of shelters should be reviewed as part of the overall landscaping scheme. Any redevelopment scheme should also provide level, high quality surfacing which is suitable for wheel chair uses and mobility impaired persons throughout.

Level thresholds to all public buildings will be required including shops, offices and bars/restaurants in compliance with the requirements of the Disability Discrimination Act. Furthermore, lifts will be required from ground level to the residential accommodation from both the basement car park and ground level.

In order to improve disabled access to all forms of public transport, a site specific assessment will be required of disabled parking and other facilities to be provided within the area. Such improvements should ensure access for all members of the community.

17. Parking & Servicing

The overall provision of car parking for any of the acceptable uses must not exceed the maximum standards set out in the UDP. However, in terms of the residential element this is an ideal location for the provision of car-free housing. Such a scheme would be subject to a legal agreement to prevent residents obtaining resident parking permits. It would not however preclude the provision of sufficient disabled parking spaces. Any development should ensure the implementation of a car pooling scheme (for example, a City Car Club). This would require the provision of dedicated parking spaces for City Car Club vehicles within either the basement car

park or at a suitable location on an adjacent street and subsidised initial membership for future residents.

The existing public car park will need to be retained as part of any scheme, again for short-term parking only to provide for the needs of people using Kilburn Town Centre. However, any scheme should include provisions to upgrade the car park to Secured by Design standards, which would involve improvements to the lighting, layout, access control, CCTV, signage and management. The car park should also include the required number of disabled parking spaces in accordance with UDP standards.

Secure covered cycle parking must also be provided, in line with the standards set out in the UDP, for both the residential and commercial uses. Any servicing provision must accord with the standards set out in the UDP. All servicing and refuse collection must take place within the site and not on the highway. Any proposal needs to consider the servicing requirements of all parts of the site and the use of the existing lower basement area as the best option.

18. Planning Requirements

Any planning application shall be accompanied by the following information:

- an assessment of the proposal in light of the contents of this brief;
- a development framework including phasing strategy;
- an Urban Design Strategy;
- a Planning Statement;
- a sustainability strategy;
- an assessment of the impact on utility water and wastewater infrastructure
- a comprehensive landscape Design Strategy, including a tree survey of existing area;
- Transport Impact Assessment;
- a completed LBB Sustainability Checklist Form;
- a noise study;
- a Daylight, sunlight and wind assessment;
- an Access statement;
- an investigation of the hazards by the developer and proposals for any necessary remediation will be required prior to determination of any application.

The Council will undertake a screening opinion under the provisions of regulation 5 of S.I 1999 No 293 Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999 to assess whether an EIA is required. The Council would therefore seek further information from applicants to be able to undertake this screening opinion.

A single planning application is desirable to secure a comprehensive approach to the redevelopment of the area. However, such an application should demonstrate how the redeveloped site will relate to adjoining sites and buildings and to the wider context, including uses, siting, design and access. Under the provisions of the Town and Country Planning (Mayor of London) Order 2000 the council is required to refer applications for development of a certain scale or height to the Mayor for his consideration.

19. Section 106 Obligations

Appropriate legal agreement(s) will be required to progress the development of the area. Such agreement(s) are likely to cover the provision of:

- 50% Affordable housing (70/30% split between rented and shared ownership)
- Transport improvements including enhancements to the basement car park and bus related improvements
- Non-car access improvements
- Support of a City Car Club
- Inclusion of community facilities
- Open Space/public realm contribution
- Possible contribution to school places, depending on the number of family sized units and current school capacity
- Job training depending on employment balance sheet: e.g. contributions to job Training;
- Public Art.

20. Policy Checklist

The area is subject to the following Brent Unitary Development Plan 2004 policies:

Built Environment

BE1 Urban Design Statement
BE2 Townscape: Local Context & Character
BE3 Urban Structure: Space & Movement
BE4 Access for Disabled People
BE5 Urban Clarity & Safety
BE6 Public Realm: Landscape Design
BE7 Public Realm: Streetscape
BE9 Architectural quality
BE11 Intensive & Mixed-use Developments
BE12 Environmental Design Principles
BE13: Areas of Low Townscape or Public Realm Quality
BE15: Transport Corridors and Gateways
BE25: Development in Conservation Areas

Environmental Protection

EP2 Noise and Vibration

Housing

H2: Requirement for Affordable Housing
H3: Proportion of Affordable Housing Sought
H4: A Key Worker Housing
H9: Dwelling Mix
H12: Residential Quality – Layout Considerations
H13: Residential Density

Transport

TRN1 Transport Assessment
TRN2 Public Transport Integration

TRN3 Environmental Impact of Traffic
TRN4 Measures to make Transport Impact Acceptable
Appendix TRN2 Parking and Servicing Standards
TRN10: Walkable Environments

Employment

EMP15 Location of B1 Business Development

Town Centres and Shopping

SH1: Network of Town Centres
SH2: Major Town Centres
SH3: Major town centres and district centres
SH6: Non-Retail uses appropriate to Primary Shopping Frontages
SH7: Change of Use from Retail to Non-Retail
SH10: Food and Drink (A3) Uses
SH19: Rear Servicing
SH20: New Development in or adjoining town centres
SH21: Shopfront Design
SH22: Extension to Shops
SH24: Private Forecourts
SH25: Customer Facilities in Major Schemes
SH26: Existing Retail Markets
SH27: New Retail Markets
SH30: Kilburn Town Centre Regeneration

Tourism, Entertainment & the Arts

TEA4 Public Art

Community Facilities

CF5 Community Facilities in Large Scale Developments
CF6 School Places

The following guidance notes should also be taken into account:

PPG3 Housing
PPG6 Town Centres and Retail Development
PPG15 Planning and the Historic Environment
PPG13 Transport
SPG17 Design Guide for New Development (LBB)
SPG 19 Sustainable Design, Construction and Pollution Control sets out guidance for sustainable development (LBB)
SPG21 Affordable Housing (LBB)
Supplementary Guidance on Inclusive Design (GLA)

21. Principal Contacts

David Sklair

Regeneration & Design Team
The Planning Service
London Borough of Brent
Brent House
349 High Road
Wembley
Middlesex HA9 6BZ

Tel. 020 8937 5018

Andy Bates

South Team
The Planning Service
London Borough of Brent
Brent House
349 High Road
Wembley
Middlesex HA9 6BZ
Tel. 020 8937 5228

Disclaimer

The information contained in this brief is, as far as the Council is aware, correct but developers should satisfy themselves about any information contained within it. The Council is not responsible for any loss arising from any error of information contained in the brief.

Potential purchasers and developers are advised to consult the relevant Council officers about their specific proposals before making any application for the redevelopment of this site. The brief does not bind the Council to grant consent for any particular development on this site.

22. Appendices

Appendix 1. List of Development Options

A Enhancements within existing building envelope

This would allow for refurbishment of the existing building and associated public realm. It would also allow for the re-allocation of space within the building including the introduction of new uses.

B Partial Redevelopment

This will involve refurbishment of the existing building and new development on part of the site. It encompasses a range of options and includes the option submitted by the owners and subject to a public inquiry early in 2004. It could increase the net amount of residential units by around 70 new flats and allow for minor net increases in the commercial floorspace and other uses. It is likely to involve building on part of the existing pavement and lead to a loss of trees.

C Complete Redevelopment

This may allow for a better mix of uses to be incorporated onto the site and will give the opportunity to review the way any new building addresses the High Road, Kilburn Square and the neighbouring buildings. A complete redevelopment offers a better opportunity to provide community and related services for local residents. It would allow for a more efficient layout of commercial floorspace and other uses. It would also allow for better access to Kilburn Square and give an opportunity to improve the layout of the market. It may also allow for the retention of existing trees. It would allow for a small net increase in commercial floorspace, and give an opportunity to increase the number of residential units by 70+. A similar amount of car parking is likely to be provided. A redevelopment of the whole site may affect the continuity of the provision of facilities during redevelopment.

D Complete Redevelopment including either Kilburn Square Clinic and 11-15 Brondesbury Road or both

This will allow for an even better mix of uses to be incorporated onto the site and will give the opportunity to review the way any new building addresses the High Road, Kilburn Square and the neighbouring buildings. Such a complete redevelopment would offer a better opportunity to provide community and related services for local residents including a new clinic. It would allow for a more efficient layout of commercial floorspace and other uses. It would also allow for better access to Kilburn Square and give an opportunity to improve the layout of the market. It may also allow for the retention of existing trees. It would allow for a small net increase in commercial floorspace, and give an opportunity to increase the number of residential units by 120+. A similar amount of car parking is likely to be provided. A redevelopment of the whole site may affect the continuity of the provision of facilities during redevelopment.

E Alternative complete redevelopment including buildings at 127 – 131 High Road

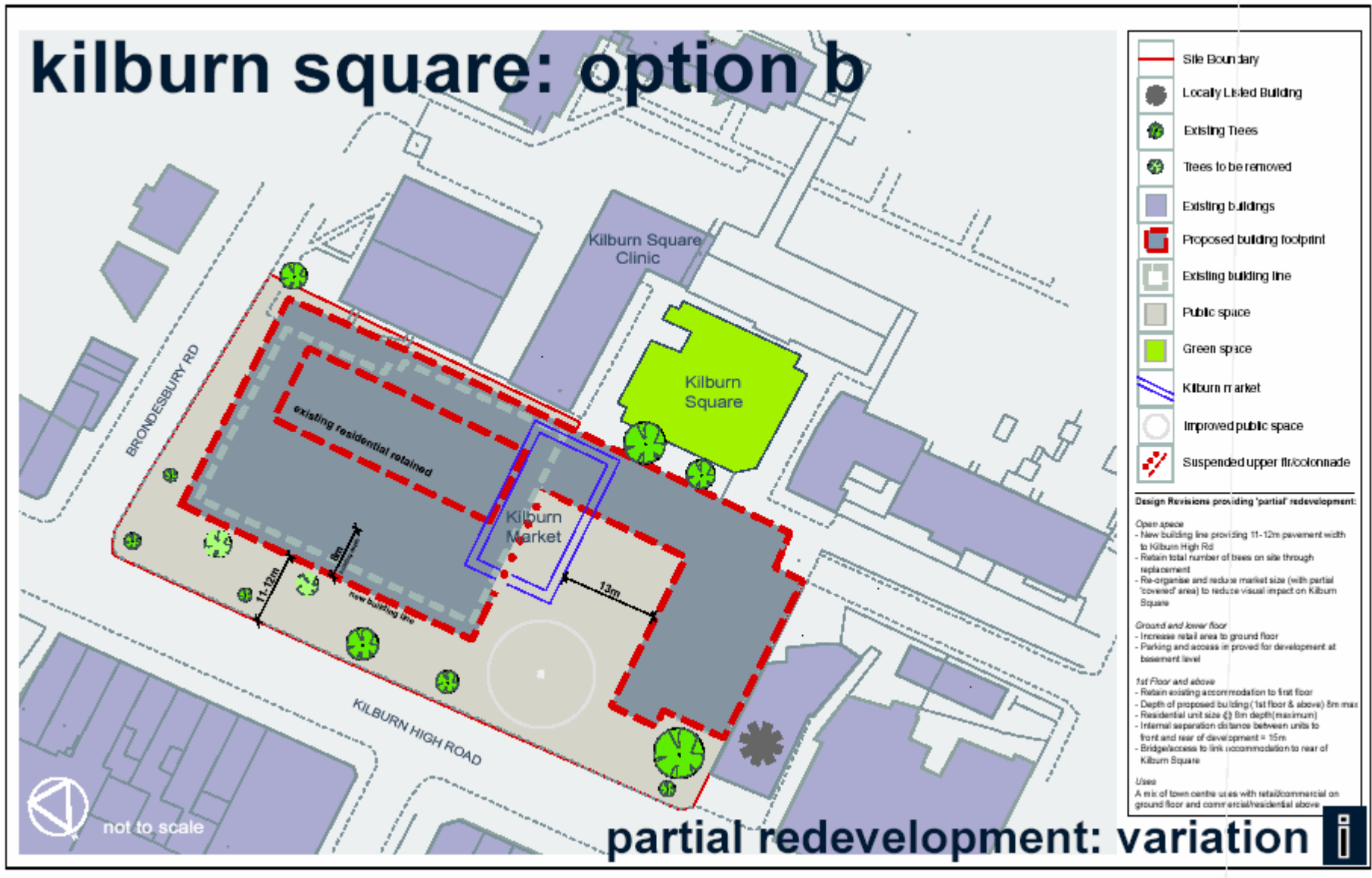
This option was identified by local residents through the consultation process. It includes the vacant former Allied Irish Bank Building (127 High Road) and neighbouring McDonalds building (129 -131 High Road) as well as the derelict toilet block to the rear of these buildings. It does not include Kilburn Square Clinic and 11-15 Brondesbury Road. The key features of this option are:

- No buildings forward of the current building line
- No loss of trees
- 3 story limit on development
- Acceptable town centre uses include retail, leisure, offices (either commercial or for occupation by public sector), sports centre, college, hotel, one stop shop, health centre, post office.
- Minimal residential development – this option identifies that residential development should be on the site identified in the UDP as MOS3 - Kilburn State (former cinema) and land to the rear.

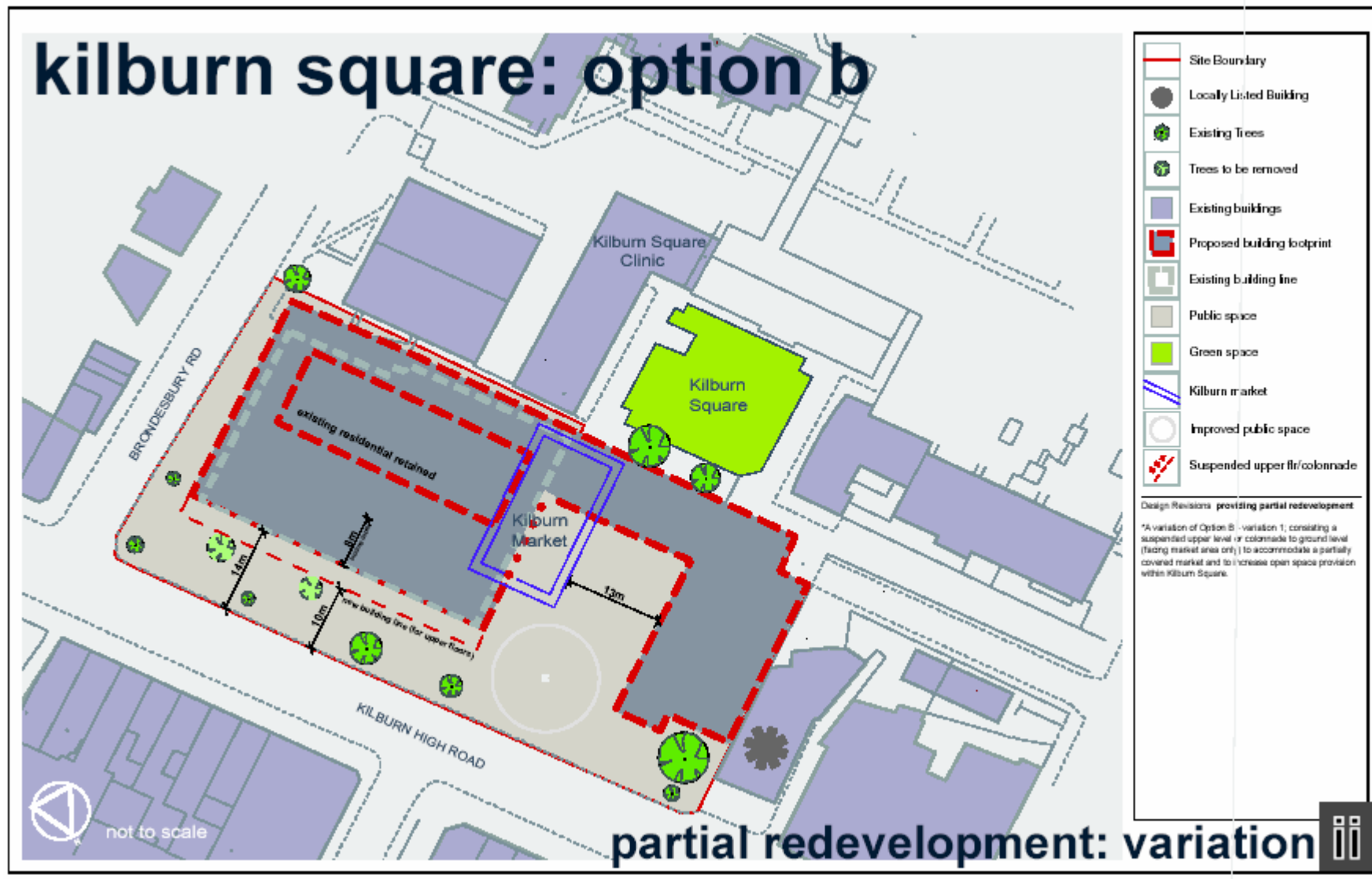
The development of this site would also be linked to the development of UDP site MOS3 Kilburn State (Former Cinema) which would provide the (family) housing development as suggested by the residents.

Appendix 2 Concept Diagrams for Options B, C & D

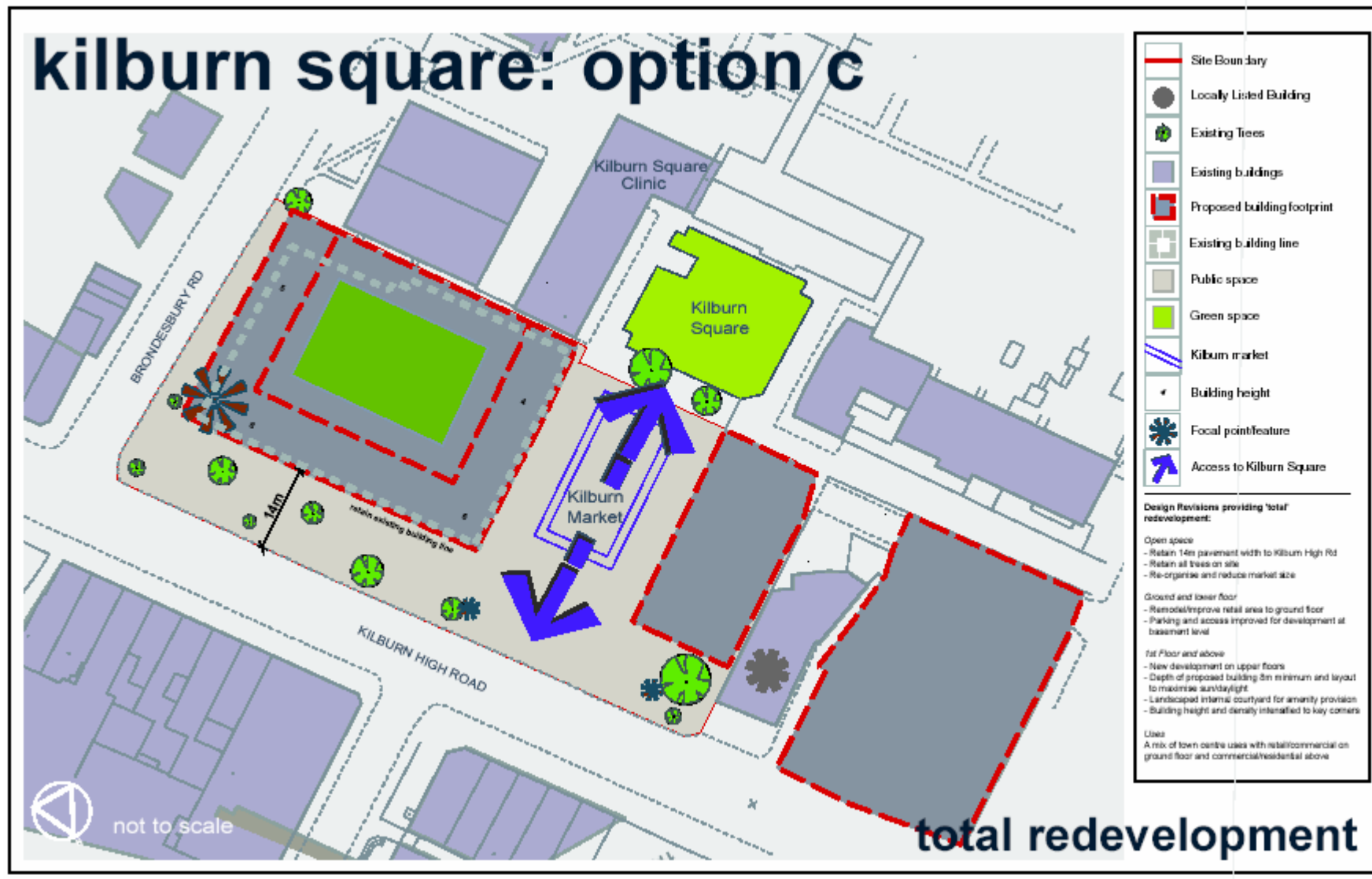
Please note that this diagram is illustrative only.



Please note that this diagram is illustrative only.



Please note that this diagram is illustrative only.



Please note that this diagram is illustrative only.

