

**Report to the Executive 8 December 2003
The South Kilburn Master Plan**

Main Master Plan Principles

Urban Design, Form and Layout

- To transform South Kilburn into an exciting, safe and lively part of urban London where people are proud to live and eager to visit; through the use of high quality varied building design, spaces and routes.
- To define and interconnect local neighbourhoods both within South Kilburn and to its wider neighbouring urban fabric and the rest of London.
- To provide safe, legible, easy and convenient access to all homes, places of work and leisure.

Homes

- To create a sustainable mixed and balanced community, consisting of diverse residential accommodation which offers real variety and choice.

Open Space

- To ensure no loss in terms of the existing quantity of open space and improve the legibility of physical connections to public open space in adjoining neighbourhoods.
- To provide high quality, usable, and safe spaces ranging from private defensible to semi-private external and public amenity spaces for residents.

Public Realm

- To provide a sustainable, safe, active and attractive public realm, which contributes to an overall high quality environment and creates a sense of place.
- To provide clear boundaries between public and private space to aid management, ownership and safety.

Environmental Sustainability

- To ensure the use of affordable sustainable environmental measures to mitigate any possible negative effects of increased density and facilitate the increased demand created by additional households.

- To ensure that sustainability is a design consideration from the outset in all aspects of the master plan development and implementation including green transport plans, minimising waste in construction, encouraging domestic waste recycling and providing an environment which minimises the demand on limited finite resources.

Transportation and Movement

- To improve the accessibility and capability of existing public transportation nodes to support increased demand and improve the interconnectivity of bus, tube and train at key transport nodes.
- To actively promote the reduction in the reliance of private vehicular use by promoting alternative strategies such as car sharing, city car clubs, car free residential developments and green travel plans.
- To encourage safer route initiatives within the South Kilburn area by designing home zones to reduce traffic speeds thus creating more balanced streets.

Community Facilities for a balanced, mixed, cohesive and sustainable neighbourhood

- To provide a range of accessible facilities with a complimentary mix of community, social and commercial uses which consolidate, support and enhance existing facilities and assist the social and economic regeneration of the area.
- To improve access, opportunity and wider participation in broader health services, local recreational sport, leisure and life-long learning activities in order to improve the physical and mental well being of residents.

Promoting Inward Investment

- To support the local economy, encourage local enterprise, income generation and offer additional local facilities, employment and training opportunities.