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1. Executive Summary

The main findings and recommendations of this document can be summarised as follows:

- The council's first priority is to support and promote a viable mixed use scheme to develop and assist in the regeneration of the South Kilburn area and to spread the relative economic prosperity of Queen's Park to the north, to the area south of the railway;
- It is the view of the council that the Queen's Park Station Area (Salisbury Road Car Park and associated sites) (QPSA) site should be comprehensively redeveloped. This is the best way to ensure a viable scheme that enables the full regenerative benefits of development to be met;
- There is significant potential to develop this area as a key 'gateway' to Salisbury Road and Kilburn Lane shops and Queen's Park as a whole;
- Exemplary standards of design will be expected. Only the highest quality architecture and urban design can achieve a distinctive development with a strong identity that can develop the area as an attractive and exciting destination for shopping, living, working and visiting;
- It is recommended that any proposals for development on this site should make provision for considerable improvements to the public realm, through the creation of a central courtyard, providing links to the station, bus stops and through to the shops on Salisbury Road and Kilburn Lane;
- Higher density development is appropriate on this site because there are excellent public transport links and it is necessary in order to provide a viable development;
- 4/5 storey development is generally considered most appropriate fronting on to Kilburn Lane and Claremont Road. This should allow for larger scale development without detriment to the townscape quality and appearance of the public realm. A taller element (up to 12 storeys) is acceptable at either the junction of Carlton Vale and Kilburn Lane or on the north eastern corner of the site adjacent to railway and Salisbury Road as a means to create a focal point and gateway to the area. This will only be acceptable if proposals attempt to mitigate the potential negative impacts of a taller building through exemplary design standards; and
- As a last resort and following evidence of attempts to negotiate with local businesses, the council will be prepared to use its Compulsory Purchase Order (CPO) powers to assemble a site for development.

1. Executive Summary

2. Introduction

2.1 Purpose of the SPD

This Supplementary Planning Document (SPD) has been prepared as a guide for potential applicants as to the Local Planning Authority's expectations and requirements for redevelopment of Salusbury Road car park, Cullen House, Premier House and The Falcon public house, Queens Park (collectively known as Queen's Park Station Area (also known as Salusbury Road car park and associated sites). The aims of the SPD are:

- To promote the redevelopment of Queen's Park Station Area whilst ensuring that the development encompasses innovative, high quality and sustainable design, construction and operation
- To offer guidance on appropriate land use
- To provide greater certainty on the form and quality of development required
- To provide a framework for integrated and comprehensive development of the site, which guides relevant parties towards the enhancement and improvement of the local environment
- To assist the Local Planning Authority in the consideration and determination of future planning applications in the area, through the provision of a clear and usable guidance document

This SPD sets out the council's and community's requirements for the redevelopment of the Queen's Park Station Area site and will be a material consideration in determining planning applications for this site. It does not bind the council to grant consent for any particular development on the site.

2.2 Background

The whole of the Queen's Park Station Area falls within the South Kilburn New Deals for the Communities area (SKNDC), a community led regeneration area. The SKNDC Delivery Plan (March 2001) developed by the community, in partnership with Brent Council, sets out the vision for the area together with a framework for achieving it over the next ten years and beyond. A masterplan was developed in 2004 which set out the development principles for the area. In addition to this a supplementary planning document for the whole of the South Kilburn regeneration area was adopted in April 2005 reinforcing these principles, and those of policy H7 (Major Estate Regeneration Areas) in the adopted Brent Unitary Development Plan (2004).

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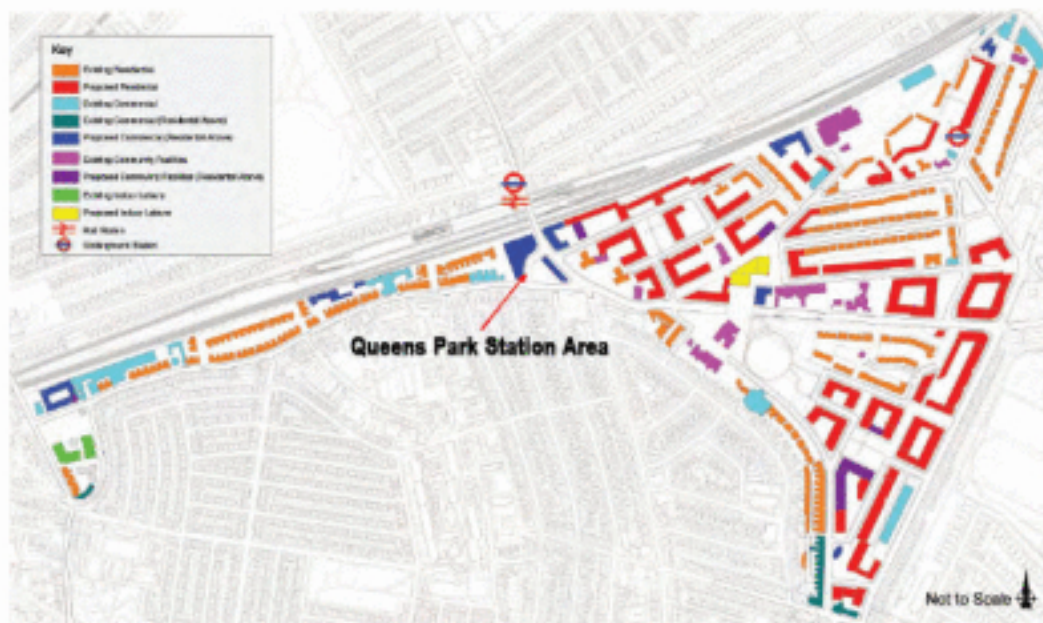


Figure 1 South Kilburn Regeneration Area

A planning brief was produced for the Queen's Park Station Area site (as Supplementary Planning Guidance to the UDP) as shown in figure 2 in this document plus the British Legion and the station in 2003. This brief was withdrawn in August 2006 for the following reasons:

1. That it may give rise to a form and height of development that, when tested by a planning application in 2005 (later withdrawn) proved to be environmentally unsustainable;
2. Local residents and stakeholders concerns over the application proposals that overdeveloped the site;
3. The 2003 Planning Brief does not fully reflect the council's and London Plan policies on sustainability and needs to be updated;
4. Subsequent work shows a clear preference for a different form of development (a courtyard style development) that is set out in the Principles of Development Section of this document; and
5. The 2003 Planning Brief proposed development over the station concourse which is now regarded as impracticable and unviable.

The development of this brief is the result of discussions and consultation with local residents and stakeholders, in particular the meetings of the 'Salisbury Road Stakeholder Forum' (see section 6), and detailed site analysis. The proposals are currently subject to wider formal consultation as part of the public participation process in preparing Supplementary Planning Documents.

2. Introduction

Status

This SPD replaces the 2003 Planning Brief and provides more up to date guidance for the sites covered by this document and supercedes that part of the South Kilburn SPD. In all other respects the SK SPD remains current, and guidance for the British Legion and Albert Road Day Centre is now only covered in the South Kilburn Masterplan and SPD.

2.3 Area & Surroundings

The area covered by this brief is located in the south of the borough in the ward of Queen's Park, and is also directly adjacent to the boundary of the ward of Kilburn. The area is bounded by Claremont Road to the west, Kilburn Lane to the south, Salusbury Road to the east and the Silverlink/Bakerloo railway line to the north and is approximately 0.58Ha in size (see figure 1). The area includes the following sites:

- Premier House & Keniston Press
- Falcon Pub & Cullen House
- Council public car park



Figure 2 SPD Area Boundary

The sites within the area are in multiple ownership, although the council currently owns both Cullen House and the public car park. The area is included within the South Kilburn New Deals for the Community (SKNDC) regeneration area. The vision for this area was formulated by the SKNDC in 2001 and is:

- *“a neighbourhood where people are proud to live, learn & work;”*

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- *a safe neighbourhood, free from crime and the fear of crime; and*
- *a sustainable neighbourhood that works together to meet the needs of its diverse community."*

All of the sites fall within the ward of Queen's Park, although the SPD area borders the ward of Kilburn. The railway line currently acts as a physical barrier between the two shopping parades of Salisbury Road to the north of the railway line and Kilburn Lane to the south west. Both consist of commercial at ground floor and two floors of residential/office use above.

Site Analysis

The railway line also physically divides two distinct residential areas, Queens Park and Kilburn to the north and South Kilburn NDC area to the south of the line. Queen's Park and Kilburn, a more affluent area, consists predominantly of 2 and 3 storey late Victorian residential properties many of which fall within the Queen's Park and Kilburn Conservation Areas. In contrast the South Kilburn NDC area is characterised by a variety of primarily council owned residential blocks reaching up to 17 storeys in height (13 storeys plus penthouse adjacent to the SPD area).



Picture 1 View from Kilburn Lane

The picture opposite shows the predominant character of the area to the west of the site. The towers in view are William Dunbar and William Saville Houses both within the South Kilburn Estate, but neither are proposed for demolition in the masterplan and will remain.

William Saville and Dunbar Houses are shown in context of the views from Carlton Vale towards the SPD site. The congested traffic is also clearly visible in this image. Queens Park Station itself sits astride a narrow road bridge over the top of railway lines for the Bakerloo line into central line and Silverlink overground trains.



Picture 2 View from Carlton Vale

Salisbury Road is characterised by 3 storey terraced buildings, with retail units on the ground floor and residential accommodation above. The street contains a variety of retail offer and is a popular local shopping destination. Queen's Park itself forms the centre of Queen's Park Conservation Area. The Queen's Park Conservation Area was originally designated in July 1986 as an excellent example of a Victorian Urban Park and residential area. It possesses a defined character and retains a considerable level of its original integrity with well designed houses in a formal grid street pattern.

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Picture 3 Queens Park Station

To the east of this conservation area, north of the railway lies Kilburn Conservation Area. The houses in the Conservation Area are of several different styles, which reflect the four periods during which the development of the area was phased. The houses are mostly terraces of 3 storeys and a number of semi detached town houses. Brondesbury Road and Brondesbury Villas run east – west parallel with the railway with several roads dissecting north-south.



Picture 4 View along Salisbury Road

2. Introduction

2.4 Objectives of the SPD

The development objectives of this SPD have been worked up to articulate a vision which maximises the opportunities presented by the site. These objectives have in turn been considered against the current UDP policies, South Kilburn SPD and masterplan and through consultation throughout the SPD process (as outlined in Sections 5 and 6). As a response to this, the council believes the area should be developed based on the following objectives:

1. **Secure comprehensive development** A comprehensive development will be sought which will enable a more effective use of land in the area. The removal of the road through the centre of the site will enable the development of a larger site, and allow for a courtyard layout creating improved pedestrian links from Kilburn Lane to Queen's Park station.
2. **Achieve a scale of development appropriate to the area** The development of very high buildings on the SPD site would impact negatively on the surrounding areas. Therefore development should be limited in height to a level that will still ensure regenerative development and also would not undermine the regeneration proposals for South Kilburn.
3. **Secure a mixed use scheme** The uses should include retail at ground level and a significant element of residential above. A high quality mixed use scheme may also assist in 'kick starting' the regeneration of the South Kilburn area.
4. **Develop to a very high quality of design and sustainability** A very high quality design scheme will be sought on the site, a benchmark for the borough, reflecting the site's location. Development should also should be an exemplar in terms of sustainability such as the use of renewables and inclusion of recycling facilities and achieve BREEAM's Eco Homes excellent standard.
5. **Achieve a mix of tenure** A mix of both private housing and affordable housing on the site are essential to meet the housing needs of the area, and particularly in the context of the regeneration of South Kilburn.
6. **Secure public transport and interchange improvements** In particular development should allow access to the station (potentially a second access) and provide an appropriate solution to the bus route layouts and interchange requirements on the site.
7. **Resolve and rationalise traffic impact and community severance** A comprehensive development would allow for the redesign of the road layout to move the traffic around the site rather than through the centre of it. This creates a safer and more attractive environment for residents and pedestrians.
8. **Ensure new and replacement community facilities** New and replacement community facilities will be sought as part of the development to address the needs of the local area.

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9. **High quality landscaping and public spaces** There is the opportunity to create high quality landscaping and public spaces, including a central courtyard on the site. These should provide an attractive space for residents and visitors alike.
10. **A safe, secure and well maintained development** A development that is safe and secure, well managed and maintained will be sought.
11. **Ensure there is a satisfactory solution to off road servicing and parking** The site is at the junction of two busy roads which carry significant volumes of traffic throughout the day. It is therefore important to ensure that any development addresses the servicing and parking needs appropriately.

2. Introduction

3. Planning Context & SPD Production

3.1 Planning Policy

The following section outlines the planning policies that are relevant to the SPD, and that have been considered in the formulation of this document. A review of all the documents mentioned in this section, in terms of the potential impacts of this SPD on their objectives, can be found at Appendix 2 of the SA report.

National Planning Policy

This SPD has been developed in accordance with the policies contained in relevant national and regional planning policy guidance. A full list of the policy documents that have been taken into consideration in the preparation of this SPD are contained at appendix 1 of this document. The Sustainability Appraisal also contains an assessment of the relevant policies as an appendix.

Regional Planning Policy

The London Spatial Development Strategy (The London Plan), February 2004 provides strategic level guidance and is part of the development plan for Brent. Map 2A.2 identifies the Queen's Park Station\South Kilburn estate area as falling within the 20% most deprived wards in London. Policy 2A.4 seeks the sustained renewal of such areas and the prioritisation of them for action and investment.

Local Planning Policy

The Brent Unitary Development Plan (UDP) was adopted in January 2004 and will remain the statutory plan until new development plan documents within the Local Development Framework are adopted in 2008. Policy H7 (Major Estate Regeneration Areas) of the UDP identifies South Kilburn as an estate for renewal. Through this policy the council seeks comprehensive regeneration, either through the refurbishment and/or redevelopment, of the area. Due to the high transport accessibility level of the site (PTAL level 6) the council considers the site a suitable location for a mixed use redevelopment scheme, including residential, retail and some office space.



A masterplan was developed with SKNDC, which was formally adopted in 2004. The overarching aim of this plan is to create a sustainable place. The main development principles for the regeneration of the area include re-establishing recognisable neighbourhoods; re-establishing urban form; establishing a mix of uses and creating safety by design.

Following this a supplementary planning document (SPD) for the South Kilburn area was approved in April 2005 which supports the masterplan and sets out the future expectations for the regeneration of the area. The SPD seeks to ensure:

- Sustainable development & sustainable communities;
- Mix of housing types;

3. Planning Context & SPD Production

- Mix of housing tenures;
- Improved community and leisure facilities;
- Improved health facilities;
- Improved education facilities;
- Improved public open space; and
- Public realm improvements

A policy checklist containing all UDP policies relevant to this SPD can be found at Appendix 1. Applicants should ensure that any development proposals comply with these policies and the guidance in this document.

3.2 Sustainability Appraisal

A Sustainability Appraisal (SA) has been undertaken to inform the development of this SPD to meet the requirements set out in the Planning & Compulsory Purchase Act 2004. The process assessed a range of development options and development objectives. The development options are listed at appendix 2. The SA identified a number of development objectives and development requirements, which have been incorporated into this SPD and which are detailed in the draft SA.

Copies of the Sustainability Appraisal Draft Report can be obtained from the Planning Service (see section 8.2 for details).

An integral part of the preparation of this SPD and accompanying Sustainability Appraisal was the assessment of a series of possible development options. As a result of this rigorous process of evaluation it became clear that only one of these options was viable to enable the full regenerative benefits of development in this area. Comprehensive redevelopment of the Queen's Park Station area to include Salusbury Road car park, Cullen House, Premier House, Premier Corner and The Falcon public house (Figure 2) was considered to be the only possible way to achieve the key objectives set out in this SPD.

The benefits of a comprehensive site are:

- A complete site is more likely to bring forward a viable development and would allow for a more efficient layout of commercial floor space and other uses;
- It provides an opportunity to create a public square in the form of a courtyard in the centre of the development;
- Rationalises the road layout and improves pedestrian linkages between Kilburn Lane and Salusbury Road;

3. Planning Context & SPD Production

- Allows a quantum of residential development that would make a scheme viable, without requiring the height to be excessive in relation to the surrounding environment;
- Allows for a quantum of development that would not undermine proposals for the regeneration of South Kilburn;
- Allows for a higher level of sustainability to be built into the development;
- The comprehensive approach is also more sustainable as it rationalises resource use, and creates a mixed use development close to a transport node, which are key elements of a sustainable community; and
- A comprehensive approach signals the council's intention to make a step change in the quality and breadth of any proposals and their regenerative effects.

3.3 Consultation

This SPD has been prepared following consultation with residents, local groups and organisations. A key part of this consultation was the work of the Salusbury Road Stakeholder Forum. The group was set up by the council following local residents concerns over a planning application for a part 26, part 18 storey tower on the site which was withdrawn in October 2005. The group was formed of representatives from a variety of local residents' organisations, L.B. Brent planners and Genesis Housing Group (former applicants and owners of part of the northern section of the site). The group looked at the potential layout, forms, density, height and massing of the development, aided by work on options developed by a commissioned architectural firm. The aim of the group was to find an acceptable solution to the development of the site that local residents and other stakeholders could broadly support. Several options were considered, and the concepts presented in this SPD are based on the preferred option of the group. Feedback received from other residents and businesses in the area from initial consultation events has also been incorporated into the core objectives of this SPD.

3. Planning Context & SPD Production

4. Development Principles

4.1 Sustainable Development

Sustainable development is of key concern to the council and Government guidance is increasingly highlighting the importance of sustainable development. The London Plan requires development to contribute towards creating a sustainable environment through policy 4A.6 (Improving Air Quality), 4A.7 (Energy Efficiency and Renewable Energy), 4A.8 (Energy Assessment) and policy 4B.6 (Sustainable Design & Construction) and the draft alterations to the London Plan place further emphasis on sustainable development, in recognition of the increasing awareness of the potential future problems associated with climate change.

In light of this the council will expect any new residential and commercial building space to be built to an “excellent” rating in accordance with SPG 19, BREEAM and Ecohomes standards. Adherence to the ICE Demolition Protocol will also be mandatory in order to maximise the re-use of recovered materials from demolition to preserve building resources.

The council will seek the incorporation of the following sustainability measures into any development on the site:

- Sustainable Urban Drainage Systems (SUDS);
- maximum re-use of water through mechanisms such as grey water recycling;
- mechanisms to minimise the amount of water taken from the mains;
- heating and cooling systems selected in accordance with the following order of preference: passive design; solar water heating; combined heat and power, for heating and cooling, preferably fuelled by renewables; community heating for heating and cooling; heat pumps; gas condensing boilers and gas central heating;
- sustainable construction techniques & registration to the Considerate Contractor Scheme;
- at least 10% of the site’s energy needs should be met by on-site renewables;
- a high level of noise and vibration attenuation;
- measures to minimise the effect of poor air quality (as the site falls within the borough's Air Quality Management Area);
- use of non toxic materials to improve the quality of indoor air quality;
- improvement of the ecological diversity of the site through landscape design, with particular regard to native species;
- incorporation of the principles of the 'Waste Hierarchy'; to include communal waste management facilities (separated for residential and commercial users) within the redeveloped area; provision of areas for waste storage receptacles for at least three separate material

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types (organic wastes, dry recyclables and residual wastes) to support Brent's Municipal Waste Management Strategy. This should include facilities for on-site composting of green and residential kitchen waste for use in grounds maintenance;

- all waste and recycling facilities should be designed as an integral part of building(s);
- energy efficient street lamps with a presumption towards the use of LED lighting technologies if significantly mature; and
- adherence to the Dark Skies policy to avoid urban sky glow, with all light fully directed to the ground and no side escape of light.

For further details and links for the schemes and standards referred to in this section can be found at section 8.1 of this document.

In addition to these requirements, any development should comply with UDP policy EP6 and the emerging LDF equivalent policy in terms of the requirements to investigate and remediate any potential contamination of the land. The SPD area was the site of historic industrial uses therefore has a greater probability of being contaminated, a map illustrating the areas affected is below.



Figure 3 Map illustrating Historic Industrial Uses

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4.2 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 at a key gateway into Queen's Park and South Kilburn and to develop attractive linkages between the two areas.

Quality in design

The comprehensive approach advocated within this document should incorporate new building(s) and significant public realm improvements as minimum interventions. An important goal for any development on this site should be to raise the standard of design, and thereby the quality of the environment for residents and visitors alike. The council will expect high architectural quality and design which respects the local character and surrounding development. In order to achieve this, the council will encourage individual architectural skill, innovation and creativity to ensure that any increase in the intensity of development is executed to the highest possible standard. High quality buildings and public spaces can serve to foster civic pride within an area, which in turn creates more social responsibility for the continued maintenance and development of an area.

Sustainability

Any development must embrace the principles of sustainable construction and design as outlined in the council's SPG19 and in section 3.1 above.

Vitality and mixed use

There is an opportunity to create a mixed-use development in order to produce an environment that is rich, vibrant and active throughout the day. This approach is key to enhancing the safety of the area and positively impacting on the area as a whole. Key to achieving this is to provide a mix of compatible uses.

Public Realm

The site and surrounding area are currently dominated by traffic, and the proposed comprehensive development presents an opportunity to create an attractive public space, in the form of a central courtyard.

In order to create a comfortable and stimulating public realm for pedestrians, issues such as lighting, planting, street furniture, public art, signage and security should all be considered in detail. The use of high quality materials in well structured and clearly defined spaces is vital to encourage social interaction and animate public spaces and streets.

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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.

4.3 Uses

Due to its location, the council considers the area to be suitable for a mixed-use redevelopment scheme, with a significant element of residential development. This should serve to animate the area throughout the day. The mixing of tenure and types of residential units can achieve social diversity and stimulate positive interaction. At ground floor level retail uses are considered to be most appropriate in order to create an active public realm. Other uses such as including offices, community, health, leisure and education uses. Such uses would be expected to be located on upper floors on areas of primary shopping frontage.

Residential

Policy 4B.3 in the London Plan states that boroughs should ensure that development proposals achieve the highest possible intensity of use compatible with local context. The residential density required within the London Plan for a site such as this is a minimum of between 450-700 habitable rooms per hectare. The council's Supplementary Planning Guidance (SPG) 17 states that on a site such as this, where accessibility to public transport is very good, the residential density should be from 240-700+ habitable rooms per hectare (hrh). It is the view of the council that any development should strive to achieve the upper levels of housing density.

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 between areas to the north of the railway line with very high levels of home ownership and South Kilburn which is characterised by very high levels of council and Housing Association ownership. In order to meet Borough wide housing needs, the pressing needs of the South Kilburn area 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. This should consist of both a proportion of social rented dwellings and a proportion of affordable shared ownership or affordable units for key workers.

A lower proportion of affordable housing would only be acceptable where the applicants clearly demonstrated that 50% proportion was not financially viable. The council recognises that its first priority is to achieve a viable mixed use development. It is understood that there may be particular difficulties and costs associated with the development of this site and the proportion of affordable

4. Development Principles

housing will ultimately have to relate to the viability of the scheme. The council would expect to see conclusive viability evidence produced where affordable housing provision falls below London Plan requirements. While the council would normally seek half of all the social rented dwellings to be 3 bed and above, it is accepted that on this site this may not be achievable due to the location and form of development. It is expected that the number of family social rented units should be maximised within the constraints of the site. All new affordable units need to be built to the Housing Corporation's Scheme Development standards or to SKNDC agreed alternatives, whichever is greater. All affordable units must be built to lifetime 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 any development to be accompanied by long term management and maintenance strategy that encompasses management and maintenance of all buildings, their associated amenity space and the central courtyard.

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.

New housing must be fully accessible to disabled persons and lifetime home standards should be incorporated. New residential units should also be built to an "excellent" rating in accordance with SPG 19, BREEAM and Ecohomes standards.

Commercial

A range of town centre uses may be acceptable provided this is part of a wider mixed-use scheme, it is the council's intention to create a specialist shopping area consisting of A1 (shops), A3 (restaurants & cafes) and limited A4 (drinking establishments) uses. These uses should cater to local needs, link the existing retail provision on Salusbury Road and Kilburn Lane, and should comply with policies SH6 and SH7. However fast food outlets will not be considered appropriate on this site due to its location on a busy road junction, on the grounds of highway safety (policy SH10). The provision of a limited element of office space would be acceptable, and the re-provision of the TfL facilities at Premier House will be required as part of any development proposals. The council will encourage a range of different unit sizes within any development.

Community Facilities

A significant residential development will generate demand for additional community facilities. The council would expect the provision of community facilities within the development commensurate with the need created by the development. We would encourage the re-provision of the British Legion facilities within the site, on ground or a lower floor although this should not be in a location of prime retail frontage. This could include health facilities unless there is sufficient provision in the South Kilburn NDC area. The council would welcome workspace for creative industries or arts within the development.

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4.4 Layout & Siting

Building line

Development should be of a courtyard style that encloses the site, with openings to the south along Kilburn Lane to allow maximum penetration of daylight and sunlight. This layout would facilitate pedestrian links through the site, and connect the existing retail along Kilburn Lane and that on Salusbury Road. This would also allow for efficient use of land and establish a greater amount of frontage for new retail development and generate jobs and activity on the ground floor. The pavements should be wider than those existing to secure a more attractive and secure environment for the pedestrian. SPG13 suggests a minimum footway width for shopping areas of 3.5 metres. Widened footways could also create space for soft landscaping, which would enhance the overall perception of the area. Design should ensure that whilst at ground level development respects the street building line, above ground buildings and terraces are modulated with minor set-backs, features (balconies etc.), or forms of detailing to increase interest and retain a 'finer grain' character to the Kilburn Lane and Claremont Road frontage in particular.



Figure 4 Potential Site Layout

Removal or replacement of barriers, coupled with new and enhanced pedestrian crossings could create a more pedestrian friendly environment for residents and visitors to the area. The use of high quality materials for railings and bollards can turn safety mechanisms into attractive features that enhance and reinforce local character and identity.

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Orientation

As a basic layout requirement to generate active edges, aid natural surveillance and improve perceptions of safety, any scheme should be orientated to have a principal outlook onto the courtyard. Buildings must be planned and configured to enable all units to comply with BRE bulletin 209 on sunlight and daylight impact. The council expects the units to be double aspect units, particularly in areas where single aspect spaces may give rise to problems with daylight and sunlight and traffic and rail noise.

Residential Units

All new residential units shall be in full compliance with the standards set out within SPG 17 (also refer to standard guidance for affordable units regulated through the Housing Corporation) in terms of internal dimensions, while the required distances between habitable rooms will be sought to ensure the level of amenity for future residents. Direct access onto the streets will be recommended for the majority of residential units.

4.5 Scale & Massing

The overall effect of the arrangement, volume and shape of the building(s) must relate to and not dominate the relationship with surrounding buildings and spaces. As outlined in earlier sections, the council considers a courtyard layout to be the most appropriate form of development on this site.

A stepped massing approach is considered an appropriate response to accommodate larger development on this site and to minimise loss of sunlight onto the surrounding streets. The massing of the development should take into account the path of the sun and seek to reduce the need for artificial lighting. Residential units should be designed to maximise solar gain and minimise heat loss where possible.

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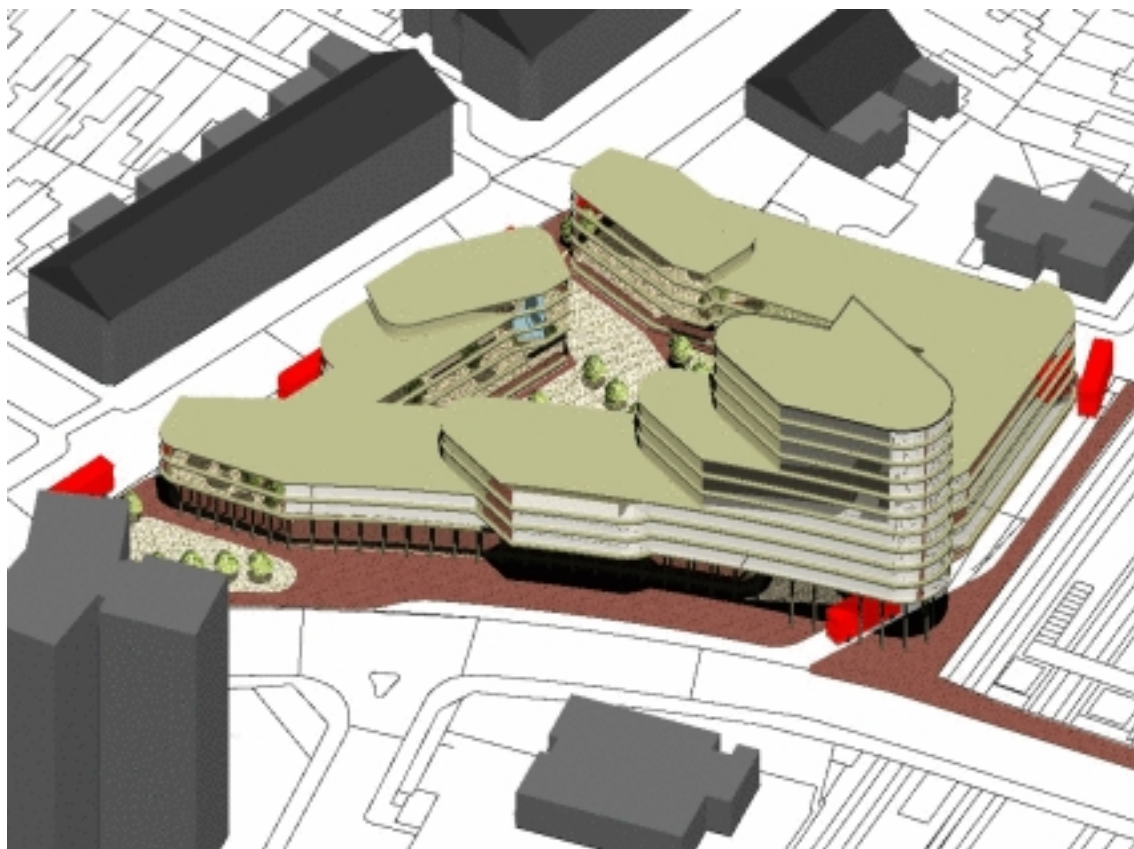


Figure 5 Potential Scale of Development (with highest point by station)

Height

The current scale of development in the area is predominantly 3-4 storeys although William Dunbar House and William Saville House opposite the site on the edge of the South Kilburn Estate are 14 storeys tall. Therefore, development should be 4-5 storeys (with upper floors set back) along Claremont Road and Kilburn Lane to reflect the existing building heights, rising to a maximum of 12 storeys (including any commercial units on the ground floor) either at the north eastern corner of the site adjacent to the station or on the Carlton Vale/Kilburn Lane corner (i.e. the Falcon Pub corner), stepping down to the south and west. These heights are considered appropriate in the context of the surrounding character and scale of buildings and also will not significantly effect

4. Development Principles

views into or out of Queen's Park Conservation Area and from the surrounding residential streets or cause other significant negative environmental impacts. Any design must be of an exemplary standard.



Figure 6 View from Carlton Vale (12 storeys)



Figure 7 View from Salusbury Road (12 storeys)

Townscape Quality

A new development on the site provides an opportunity to create a high quality and innovative building, and public realm improvements which would significantly contribute towards improving the townscape of the area. It will also provide an important townscape element to create identity, distinctiveness and aid orientation. The development should also take into account the scale of proposals for the adjacent South Kilburn regeneration project and should complement and enhance the regeneration of the area.

Density

The site is located within an area of very high public transport accessibility and has a PTAL score of 6 which is the highest possible score. Therefore the council will encourage a high density scheme on the site, in line with the guidance contained in the London Plan. High densities can be achieved by following the layout and scale recommendations in this brief without being excessive in height. Achieving a higher density development on this site whilst meeting the design objectives will assist in the wider regeneration objectives of South Kilburn, which should be taken into consideration when developing proposals for the site.

4.6 Architectural Quality

Frontage architecture

The council do not wish to be prescriptive in terms of architecture, however high quality materials, design and detailing will be expected to merit a landmark building in this prominent location. Frontages should be broken down to provide entrances, balconies, terraces and habitable rooms/windows on the edges of the development creating interest, variety and animation.

4. Development Principles

The nature and potential scale of development on this site necessitates that any application demonstrates in detail how the façade will be addressed as a means of reducing the perceived mass of a development. Generous balconies, articulation and breaking up a façade with the use of different materials and detailing can all help to add variety and visual interest.

It is vital that the shop fronts are of the highest possible quality to create a vibrant and economically successful development and a pleasant pedestrian environment. They should also overlook and engage with the central courtyard (see Gainsborough Studios development opposite).

Architectural quality/distinctiveness

This is an opportunity to produce a strikingly contemporary development scheme that is a benchmark for design and quality in the area whilst respecting the wider context. 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:



Figure 8 Gainsborough Studios Residential development

- 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; and
- Landscaping and public realm improvements integral to any scheme.

As a linking scheme between the Salusbury Road area and Kilburn Lane, an innovative approach to the development may be appropriate. It is also important to preserve and enhance key views and vistas approaching and retreating from the development. The scheme should be of London wide significance.

4. Development Principles

4.7 Landscape Design & Public Realm

The treatment of the public realm is a critical element, helping to create a high quality, distinctive 'place' and linking the different elements of the scheme. High quality materials and design will be essential. New areas of public realm (including the central courtyard), public open space and landscaping should be included as part of the scheme. Semi mature and mature ornamental tree planting is essential, especially along the road frontage and within the courtyard. There is an opportunity to create a coherent landscape scheme, greening the pedestrian routes between South Kilburn and Queen's Park. A cohesive landscape strategy will be a condition of any scheme proposal.

Sensitive design balanced with high quality materials will be required to ensure a good quality public space is produced. The location of street furniture, public art and lighting should also be an integral part of any scheme. As a result of the Sustainability Appraisal process it has been identified that the ecological diversity of the site should be improved through landscape design, with particular regard to native species.



Figure 9 Examples of Street Furniture

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).
- approved semi-mature and mature ornamental tree planting where appropriate.

Any new development will be required to be set back from the existing building line on the Kilburn Lane and Salusbury Road frontages to create a larger footway. The council will seek to minimise street 'clutter' created by excessive signage, street furniture and barriers.

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4.8 Transport & Access

One of the key opportunities the development of these sites represents is the rationalisation of the road layout through comprehensive development of the site. The removal of the road cutting through the development site creates a larger development site, improved pedestrian links between the areas to the north and south of the railway and gives an opportunity to create a central courtyard. The re-arrangement of the roads should not significantly increase road traffic congestion to these roads or surrounding roads, an appropriate arrangement of the traffic flow will be expected. Any enhancement of the pedestrian crossings will have to be done in such a way that traffic flow through the junction isn't significantly disadvantaged, particularly for buses. The final design of proposals and resulting road layouts should be subject to a full capacity assessment and Safety Audit as part of a Transport Assessment for any planning application. New bus proposals would alter the current no.36 bus route from travelling along the full length of Claremont Road, to using only the section shown in the map below. This significantly reduces the disturbance to the residents of Claremont Road.



Figure 10 Preferred Bus & access layout

The new road layout also has implications for the bus routes currently running through the SPD site. The council has discussed the bus requirements with Transport for London (TfL) and an acceptable layout agreed (see figure 14). Any development should incorporate the required layout for buses as shown in figure 14 and make provision for improved public transport interchange facilities adjacent to Queen's Park Station, including bus standing areas with all weather protection.

4. Development Principles

The improved interchange must include CCTV, adequate lighting and signage to ensure that the interchange is safe and convenient. A review of existing lighting and direction signs (for areas, facilities and bus stop locations) should also be undertaken to identify the need for additional lighting and signs or rationalisation of existing where appropriate. A second access to the station will be expected as part of this development to facilitate ease of access between the station and the planned arrangement of bus stops around the SPD area subject to the resources of TfL. In addition a higher level of linkage onto the existing footbridge over the platforms will be expected and road and pedestrian improvements to the junction of Kilburn Lane and Carlton Vale will be required as part of the scheme.

Improved cycle route facilities such as cycle lanes, signage etc, should be provided along Salusbury Road and its connections between Kilburn Lane, Carlton Vale and Brondesbury Road. Any development should also improve the existing and provide new pedestrian links between the Salusbury Road area and the Kilburn Lane area. A level, high quality surface which is suitable for wheelchair users will be required along with level thresholds to all public buildings such as shops, offices and bars /restaurants in compliance with the requirements of the Disability Discrimination Act.

4.9 Parking & Servicing

Any development on the site should aim to re-provide the existing level of short stay car parking for shoppers and visitors to the area. Development should also include basement car parking for residents (with a reasonable split between social and private units) subject to financial viability. The levels of parking should meet the requirements of parking standard PS14 in the adopted UDP as outlined for areas with very good public transport accessibility. In addition to this the implementation of a car pooling scheme (for example a Car Club) will be expected. This would require the provision of dedicated parking spaces for 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 car park should be developed to Secured by Design standards, which would involve appropriate lighting solutions, 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 provide rear servicing.

4.10 Safety & 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' to be integral to any redevelopment scheme. This should introduce security for the building, introduce appropriate design features that

4. Development Principles

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, unobstructed views from dwellings onto the site, defensible space, and a landscaping scheme that enhances natural surveillance and safety. A key element of designing out crime is creating increased activity and natural surveillance. It is well recognised that one of the most successful methods of achieving this is by creating residential access directly onto the streets, thereby increasing activity and surveillance at all times of the day. It is recommended that the majority of residential units on any proposed scheme should have access directly onto the pavements.

5. 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 setting out how the development will comply with the standards and requirements set out in this document;
- an assessment of the impact on utility water and wastewater infrastructure;
- a Waste Management Strategy;
- a comprehensive Landscape Design Strategy, including a tree survey of existing area;
- a Transport Assessment;
- an Air Quality Impact Assessment (separate or as part of the Transport Assessment);
- a completed LBB Sustainability Checklist Form;
- a noise & vibration 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 required 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.

5. Planning Requirements

6. Implementation

Phasing

The council will require a comprehensive approach to the development of the SPD sites. If the applicant can demonstrate that the comprehensive development of the site is not implementable, a phasing plan must be agreed with the council and submitted at the outline application stage. An important part of any phasing plan will be the delivery of affordable units and the timely provision of necessary infrastructure (such as roads), community facilities and mitigation.

Where the land is not under the control of the applicant, an effective and realistic strategy must be produced which demonstrates how the phasing can be achieved whilst providing all necessary elements of the development.

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 (split between rented and shared ownership);
- Transport improvements including an improved junction between Carlton Vale, Kilburn Lane and Salusbury Road, station access improvements in the form of a second access to the station unless another scheme could be agreed and Station/Bus interchange facilities;
- Sustainable transport measures and improvements;
- Support of a Car Club;
- Travel Plan;
- Minimum of 10% of the site's energy needs should be met by on-site renewables;
- Sustainable construction techniques and registration to the considerate contractors scheme;
- Units built to Eco Homes Excellent rating;
- Waste management measures implemented through an agreed Waste Management Strategy;
- Use of Sustainable Urban Drainage Systems;
- A high level of noise and vibration attenuation;
- Inclusion of community facilities;
- Measures to minimise the effect of poor air quality and use of non-toxic materials to improve the quality of indoor air quality;
- Financial contributions towards air quality management and monitoring in the area;

6. Implementation

- Open Space/public realm contribution including contributions for CCTV installation, operation etc and maintenance of landscaping & trees;
- Provision of publicly accessible toilets;
- Contribution to education provision;
- Job training depending on employment balance sheet: e.g. contributions to job training;
- Public Art;
- Public access to the courtyard between 6am and midnight; and
- Council legal fees in preparing the S106.

It should be noted that this is not an exhaustive list and the actual heads of terms of any legal agreement will depend on the nature of the scheme. In addition to this any relevant obligations listed in the South Kilburn Supplementary Planning Document, adopted April 2005, will be required.

Compulsory Purchase Orders

It should be made clear that the council is prepared to use its Compulsory Purchase (CPO) powers in order to assemble a site for development. It is hoped that landowners and businesses will come together to form a joint venture to progress the development of the site, or agree to fill properties to enable the development to proceed. However the council should consider CPO as a last resort to achieve its redevelopment objectives. CPO powers will only be exercised where a development partner meets all the cost of acquisition and so indemnifies the council.

7. Monitoring & Review

This SPD will be monitored, reviewed and updated to ensure that it remains relevant and in accordance with development plan policy. The SPD will become part of the Local Development Framework upon its adoption. The SPD will be subject to the Annual Monitoring Report. This SPD will be assessed against a robust monitoring system developed for the Annual Monitoring Report.

The UDP will be replaced by a series of development plan documents that form the Local Development Framework will be adopted in August 2008. The SPD will be reviewed at this time to ensure that there is still a chain of conformity with development plan policy, and to take into account changes that may have occurred on or in the vicinity of Queen's Park Station Area during that time.

7. Monitoring & Review

8. Contacts & Useful Links

8.1 Useful Links

ICE Demolition Protocol: <http://icextra.ice.org.uk/tlml/demolition>

BREEAM Eco Homes: <http://www.breeam.org/>

Sustainable Urban Drainage Systems: <http://www.ciria.org/suds/>

Environment Agency: <http://www.environment-agency.gov.uk/>

Secured by Design: <http://www.securedbydesign.com/>

Considerate Constructors Scheme:
<http://www.considerateconstructorsscheme.org.uk/htm-news/025000th.htm>

Campaign for Dark Skies (British site): <http://www.britastro.org/dark-skies/index.html>

The Carbon Trust: <http://www.carbontrust.co.uk/default.ct>

UK Climate Impacts Programme: <http://www.ukcip.org.uk/>

8. Contacts & Useful Links

8.2 Contacts

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Appendix 1 - 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

Environmental Protection

- EP1 Environmental Impact Assessment
- EP2 Noise and Vibration
- EP3 Local Air Quality Management
- EP4 Potentially Polluting Development
- EP6 Contaminated Land
- EP9 Water Quality
- EP10 Protection of Surface Water
- EP11 Water Supply - Demand Management

9. Appendices

EP13 Water Run Off - Source Control

EP14 New Energy, Renewable Energy and Fuel Storage Development

EP15 Infrastructure

EP16 Operational Requirements of Statutory Undertakers

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

SH6: Non-Retail uses appropriate to Primary Shopping Frontages

SH7: Change of Use from Retail to Non-Retail

SH10: Food and Drink (A3) Uses

9. Appendices

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

Tourism, Entertainment & the Arts

TEA4 Public Art

Community Facilities

CF5 Community Facilities in Large Scale Developments

CF6 School Places

Waste

W1 The Waste Management Hierarchy

W7 Local Recycling Points and Facilities

W8 Construction/Demolition/Commercial waste

The following guidance notes should also be taken into account:

National Planning Policy

PPS1 Delivering Sustainable Communities, ODPM, February 2005

PPG3 Housing, ODPM, March 2000

PPS6 Planning for Town Centres, ODPM, March 2005

PPS9 Biodiversity & Geological Conservation, ODPM, August 2005

PPS10 Planning for Sustainable Waste Management, ODPM, July 2005

PPG13 Transport, ODPM, March 2001

PPG15 Planning and the Historic Environment, ODPM, September 1994

PPS22 Renewable Energy, ODPM, August 2004

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PPS23 Planning and Pollution Control, ODPM, November 2004

PPG24 Planning and Noise, ODPM, September 1994

PPG25 Development and Flood Risk, ODPM, July 2001

PPS25 Development and Flood Risk, ODPM, January 2006

The London Plan: Spatial Development Strategy for Greater London (GLA) 2004

Local Planning Policy & Guidance

South Kilburn Masterplan, 2004 (LBB)

South Kilburn Supplementary Planning Document, 2005 (LBB)

SPG07 Shopfronts and Shop Signs (LBB)

SPG13 Layout Standards for Access Roads (LBB)

SPG17 Design Guide for New Development (LBB)

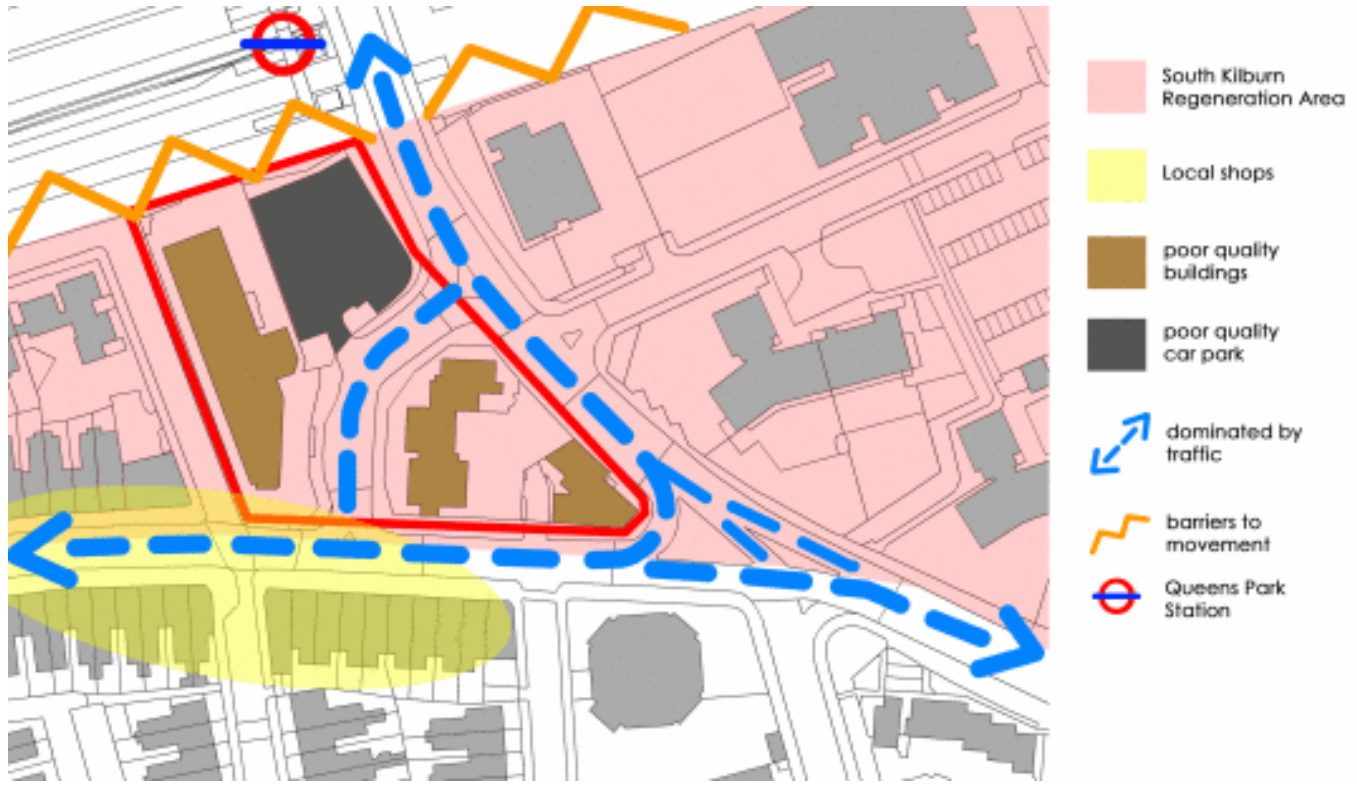
SPG 19 Sustainable Design, Construction and Pollution Control (sets out guidance for sustainable development (LBB))

SPG21 Affordable Housing (LBB)

Supplementary Guidance on Inclusive Design (GLA)

9. Appendices

Appendix 2 - SWOT Analysis



Site Analysis - Strengths and Weaknesses

9. Appendices



Development Opportunities

Appendix 3 - Development Options

Option A - Comprehensive Redevelopment - Whole Site



9. Appendices

Option B - Partial Redevelopment

