

# Welcome!

## Purpose of the exhibition

- To inform residents of the work that we have carried out as part of the feasibility study
- To explain how the study fits in to the Housing Stock Options Review
- To allow residents to understand what is our preferred approach and what the changes might be
- To seek residents' views on what we are proposing

## Housing Stock Options

The Housing Stock Options Review has been running for over a year, and you will have received a number of letters and leaflets from the Council about it. This review included some more detailed feasibility studies of three areas, one of which was the Latimer area (including Lancaster West, Silchester and the adjoining council estates and properties). We need to find ways to finance improved council housing in the Royal Borough. A meeting was held at the Lighthouse on Lancaster Road in January this year, explaining the planned study, and Stock Options information roadshows were held between January and March this year across the Borough.



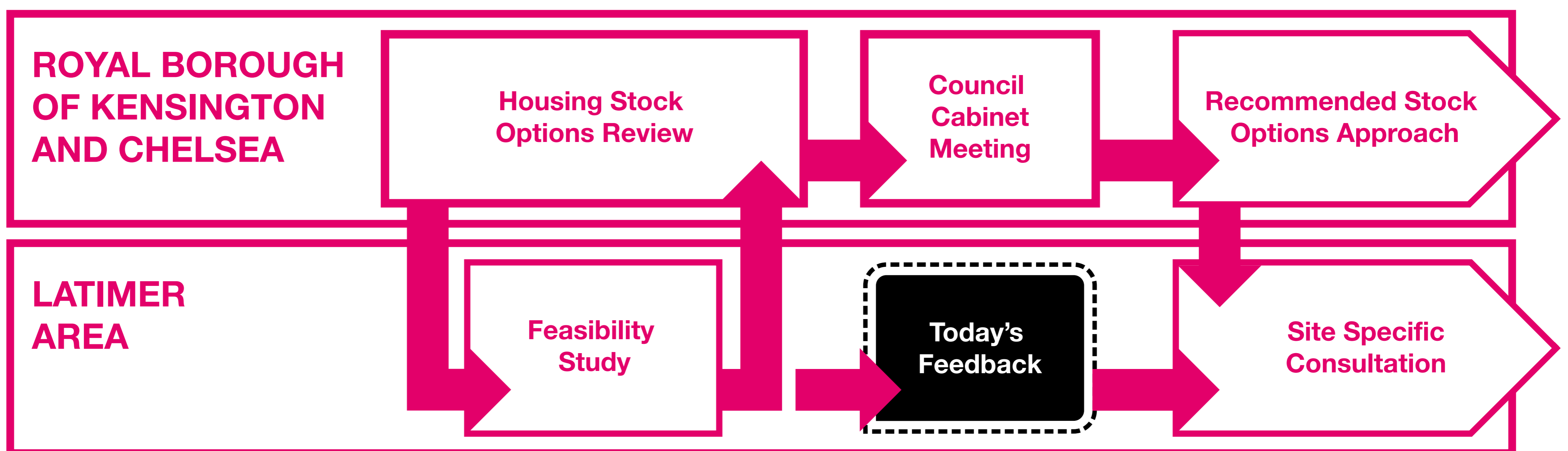
The Stock Options Review was overseen by a Cabinet Working Party chaired by the Leader of the Council, and reached a conclusion in September, which will be reported with recommendations to the November 2009 Cabinet meeting of the Council.

The feasibility study for the Latimer area looked at the specific problems and opportunities of the area, including stock condition, local service provision and environmental qualities, and explored regeneration scenarios for the estate. The feasibility study highlighted the benefits a comprehensive approach to regeneration could bring to the Latimer area.

This work has now been completed; its findings were considered as part of the Stock Options Review, and contributed to its conclusions.

At the end of the Stock Options Review the Cabinet Working Party has recommended further work on ways to manage the Council's housing more efficiently, and to explore how to raise funds to maintain properties and services to the standards that residents expect. It has also recommended further work on areas with new housing potential, including the Silchester Garage site described here.

## Where are we in the process?



# The Latimer area today

## Facts

- Latimer area: **18 ha**
- **1,806** homes, of which:
  - **1452** are tenanted
  - **354** are leasehold
  - **18** are freehold



## The analysis of the Latimer area highlighted the following:

Much of the Latimer area was redeveloped in the 1960s and 1970s. There is a mix of housing including five high rise tower blocks. Many of the buildings are fairly popular with residents, but also suffer from design problems, poor energy performance, high maintenance cost and a dated external appearance. The council is making improvements to bring housing up to decent homes standards, but this will only make limited impact.

The assessment of the urban environment highlighted the following issues:



The Latimer area is missing a clear and welcoming centre although it has quite good public transport access



The Latimer area has limited neighbourhood facilities and local shops, although the Sports Centre and primary school are well valued



Segregated and elevated walkways feel less safe and make it difficult to find your way around the estate



Many of the green spaces feel left over, are small and not very useful for leisure purposes



Some public areas are characterised by a harsh and unattractive environment

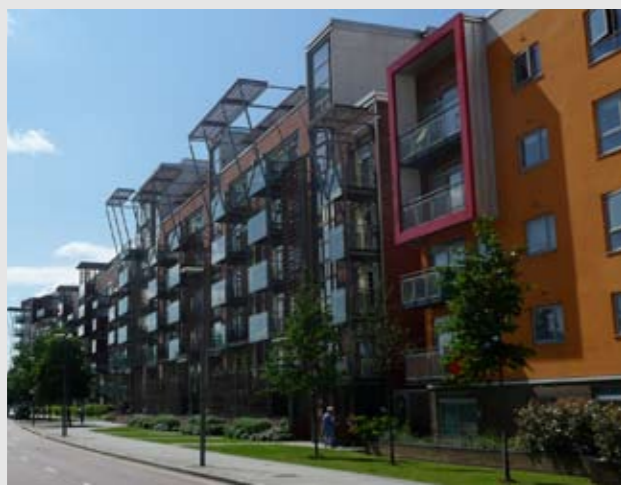


# What we looked at

We looked at a range of different options for the future of the Latimer area ranging from limited levels of change, through to much greater levels of change. Various options were tested to see what difference they could make to the area, living conditions for residents, how easy they were to achieve and how much they would cost. We looked particularly at both the Freston Road garages site and at long term planning in the wider area.

We have decided to investigate development of the Freston Road Garage area further. However, we may revisit this decision in the future in partnership with residents.

## Freston Road garages area



Develop the Silchester Garage site with at least 63 social rented and shared ownership housing units, providing replacement car parking, and new and larger accommodation for the Latymer Day Centre



Better local shopping at Latimer Road with a new public square outside the tube station



A new Academy (secondary school) for the north of the borough may be considered separately. This will include new community facilities and space



Ongoing improvements to the existing housing stock, bringing all homes to a decent standard



Consideration of how changes can improve safety and surveillance of the area



Explore other vacant or underused sites in council ownership for the development of a mix of affordable and market housing

## Our findings

The Freston Road Garage site will provide new affordable housing for the area and a modern nursery facility. It could also improve the environment around Latimer Road Station. The detailed proposals will be developed in consultation with residents and the new building will be a quality benchmark for other infill development sites that might be identified.

► This is our first step



# Long Term Planning

This looked at a comprehensive regeneration of the Latimer area. It explored how the area can be transformed into a residential quarter that is attractive, sustainable and inclusive. This would involve refurbishing some homes as well as demolition and rebuild of new social rented homes for existing tenants together with new homes for sale to fund the project and provide a more mixed community.

This option aimed:



To create better connections with surrounding areas



To establish an environment based on streets and spaces as in other parts of the borough



To create a place for people, with quality open spaces and an attractive environment



To create quality housing with different sizes and a mix of tenures



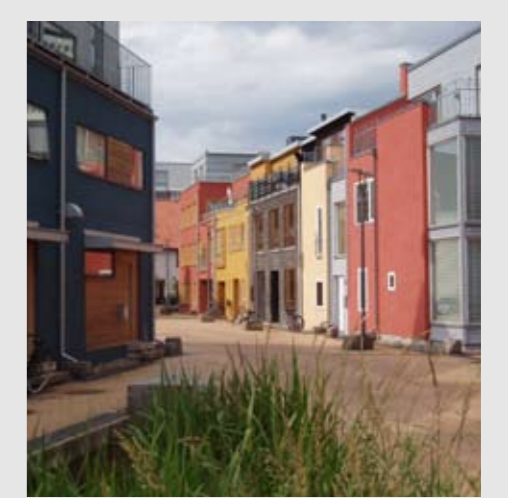
To create a new local centre at Latimer Road with local shops, community and health facilities



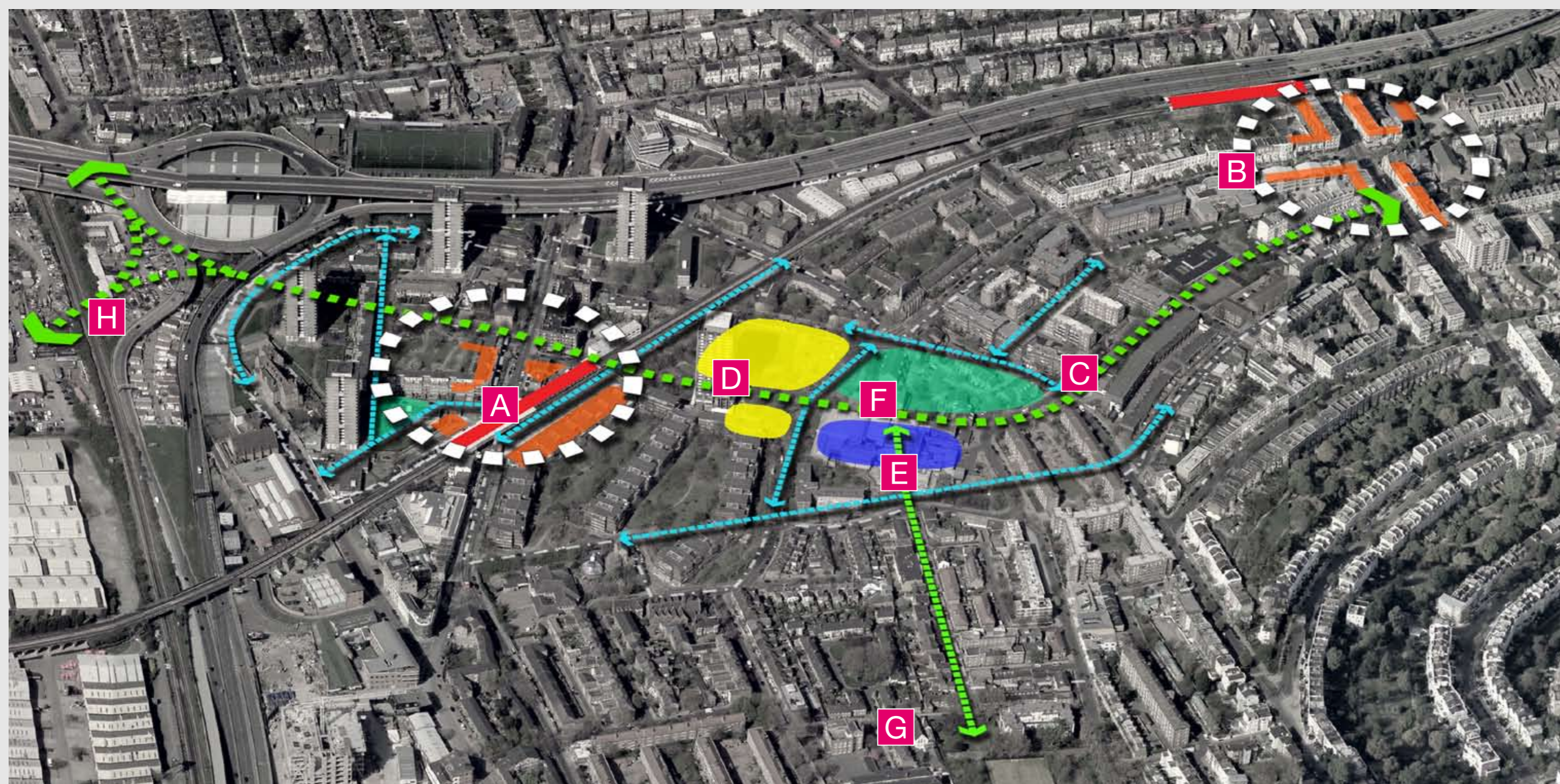
To create a new learning hub for the community with a new secondary education facility central to the Latimer area



To create a healthy neighbourhood with quality outdoor and indoor sports facilities, cycle ways and a new park



Major change will allow real improvement in standards of environmental sustainability



- A New Latimer Road centre
- B Ladbroke Grove centre
- C Community Spine – Safe walking and cycling route
- D Potential primary and secondary school
- E Enhanced leisure centre
- F Potential neighbourhood park
- G Green route to Avondale Park
- H New pedestrian link with White City

The concept diagram to the left indicates new connections, spaces and development proposed in the Latimer Area by the major change scenario. In addition to new links, homes in the worst condition would be rebuilt, others would be refurbished, and some new private homes would be constructed.

## Our findings

The long term planning approach has the potential to bring a lot of benefits and a significant improvement to the quality of life of existing and future residents. The Council will continue to explore the potential for the Latimer area via a planning framework and masterplan. This will be prepared with active involvement of local people. This feasibility study has helped to inform this approach.

► Long term planning will help to inform future investment decisions



# Freston Road Project

## Initial ideas

The Council needs to build 63 affordable units and a replacement for the Latymer Day nursery on Freston Road (Silchester Garages). The development needs to be completed by 2014, to meet the council's obligations to deliver new affordable housing associated with the Holland Park School planning consent.

The Council will ask Housing Associations (also known as Registered Providers) to bid for the site. Housing Associations are charitable organisations that specialise in the building and management of homes for affordable rent.

We have started to develop ideas on what we need to include in the brief for the Housing Associations. So far these include:

- To provide a range of housing with different sizes
- Space standards of new homes should meet the best current standards
- Useable private outside space or balconies to be provided for each home
- Housing to meet sustainable housing criteria, including low running costs, good levels of insulation, high quality windows and doors etc.
- Housing to have access to communal cycle storage and recycling facility
- Houses to have a sound construction with sufficient sound separation
- Replacement of the Latymer Day Nursery
- Replacement secure car parking spaces

Do you agree with them?

Agree	Don't know	Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We believe the Freston Road project will benefit by taking in a wider picture. This will include considering more of the area immediately around the Silchester Garage site on Freston Road. We want to begin a process to find out what would be possible here, and involve local residents in this.

What factors would you like to see as part of a wider proposal?



A new local centre at Latimer Road station with more local shops



A new public space outside the station



Provision of more socially rented and private homes in the area



Safer/ high quality streets



Better connections with surrounding areas



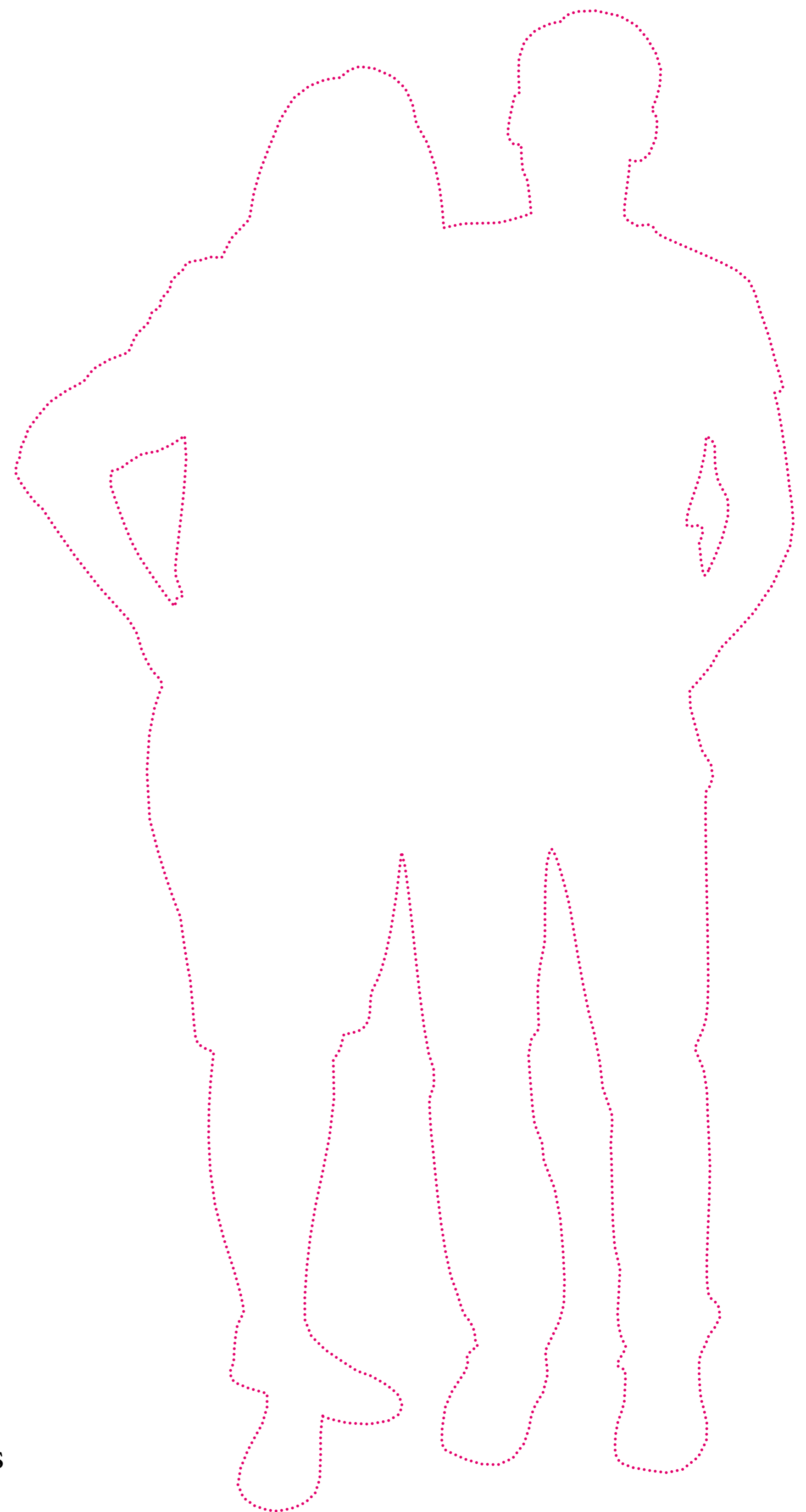
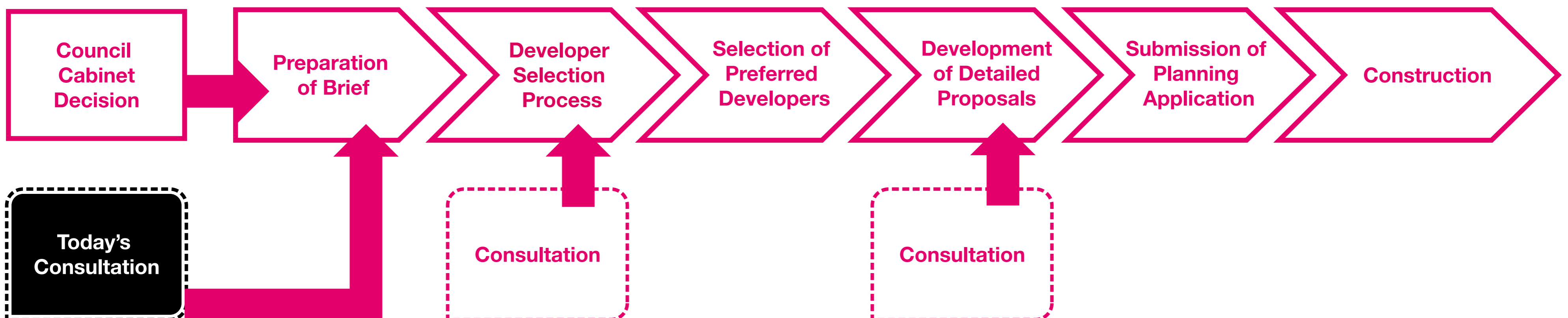
Small green space with children's play areas

Agree						
Don't know						
Disagree						
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The council will undertake further consultation with local residents on these proposals as part of this process. If you are interested, please let a member of the team know.

# Next Steps and Comments

The next steps on taking the limited change option forward focus on the development of the Freston Road site:



- We are interested in your opinion, please use the provided post-it stickers to leave your comments and suggestions
- If you live close to the Freston Road garage site and wish to be involved in the development of proposals for that area, please pass your details to one of the people running this exhibition.

