

LDF

Building on Success



Silchester Garages Planning Brief

Supplementary Planning Document

Local Development Framework



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Adopted: 28 July 2011

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1.0 Introduction

1.1 PURPOSE

1.1.1 The purpose of this Planning Brief is to provide design and planning guidance for the future development of the Silchester Garages site and the southern portion of the Silchester Estate. The site is within the Latimer area, which is typified by substantial post-war social housing development and the area could benefit from regeneration. The Royal Borough recognises the potential of the site and its surroundings to provide regeneration benefits for both residents and the wider area. A planning brief is the appropriate tool to help manage and deliver these changes.

1.1.2 The Planning Brief establishes the physical, planning and social and economic characteristics of the area, sets out the broad time frames for planning and development and provides development guidance for designers, developers and development management officers. It seeks to provide a clear sense of the potential for future change in this part of Latimer.

1.1.3 Parts 1 and 2 of the Planning Brief provide introductory information, Parts 3 and 4 set out the policy background and the development context, whilst Parts 5 and 6 identify the strengths, weaknesses, opportunities and threats, and the issues and challenges. Part 7 sets out the design guidance and Part 8 the list of documents that must be submitted with any planning application. Part 9 deals with the planning obligation.

1.1.4 This document supplements the policies of the Royal Borough of Kensington & Chelsea Core Strategy which was adopted in December 2010. In accordance with advice contained within PPS12 Local Development Frameworks, it will be adopted as a Supplementary Planning Document (SPD).

1.1.5 The Core Strategy guides development in the Royal Borough for the next 20 years and together with the London Plan forms the Development Plan for the Borough.

1.2 BACKGROUND

1.2.1 The prospect of development at the Silchester Garages site has come about as a result of development at Holland Park School. The development at Holland Park School required the provision of new affordable housing to be provided at the Silchester Garages Site as part of a unilateral undertaking. A unilateral undertaking is a planning obligation offered in support of a planning application, in this case to support affordable housing provision.

1.2.2 As part of this scheme, outline planning permission for the Silchester Garages Site was granted in June 2008 under reference PP/08/00851 for the provision of 5,833 sqm (gross internal floor area) of residential floorspace comprising 63 affordable housing units, no less than 600 sqm of nursery (D1) use, together with open space and associated access, parking and landscaping.

1.2.3 However, the site and the southern portion of the Silchester Estate offer wider opportunities than those realised by the planning permission. This Planning Brief identifies those opportunities and sets out guidelines for a more successful design and arrangement which will benefit the area.

Silchester West Estate



1.3 THE SITE

1.3.1 This document covers two parts of the estate:

Part A: Silchester Garages Site. The extant outline planning permission applies to this area.

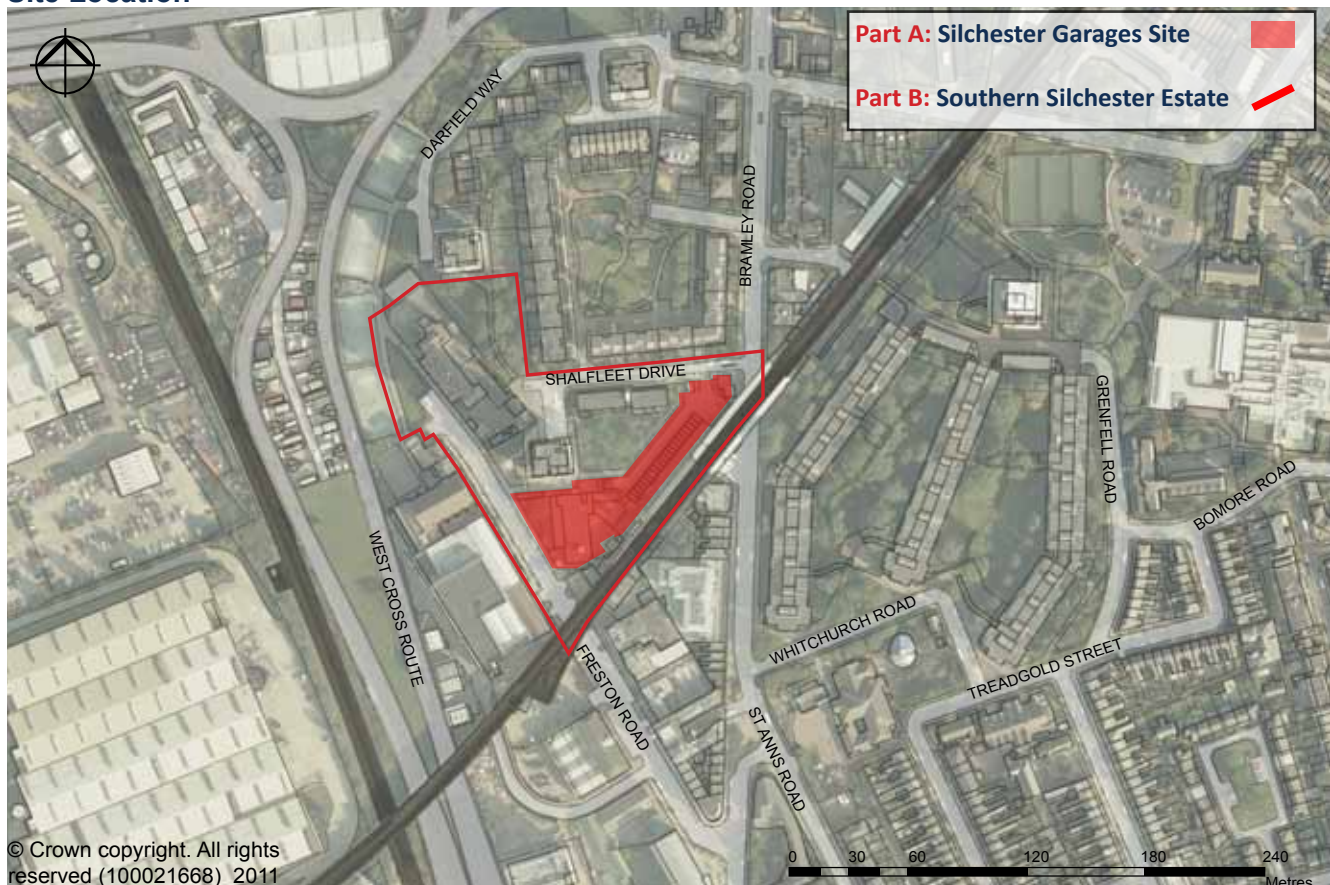
Part B: Southern Silchester Estate. This includes numbers 1-27 Shalfleet Drive (odd numbers only), Frinstead House and the Latimer Education Centre/St Anne's Nursery School.

1.3.2 Where this document refers to both sites collectively, these areas are referred to as 'the sites'.

1.3.3 This Planning Brief includes the potential demolition of 1-27 Shalfleet Drive (odd numbers only). If this option is pursued, residents would either be offered new homes within the redevelopment that would meet their housing needs or would be given the option of alternative suitable housing, should this be their preference. Tenants and leaseholders of 1-27 Shalfleet Drive were contacted in advance of the release of this draft Planning Brief to explain the proposals and how it might affect them, and contact is on-going as the project progresses.

1.3.4 There are no plans to demolish Frinstead House as part of this Planning Brief, although proposals to improve the ground floor and its relationship to the neighbourhood are suggested.

Figure 1:
Site Location





**Silchester Garages
looking east**

Part A: Silchester Garages Site

1.3.5 The Silchester Garages Site covers an area of about 3,336m² and is located at the junction of Bramley Road and Shalfleet Drive. One of the main features of the site is the presence of the Hammersmith & City line railway viaduct, which is adjacent to the southern boundary of this site

1.3.6 The Silchester Garages Site is currently occupied by:

- 21 lock-up garages and 12 surface car parking spaces located parallel to the rail viaduct. These are for the use of residents of the Silchester Estate;
- The Latymer Children's Centre and Contact Centre (which is referred to in this document as the Latymer Day Centre), a local authority nursery for children aged 3 months to 5 years and family services centre. This Centre is a single storey building located at the western end of the site alongside Freston Road. It occupies a 1440m² site of which the building footprint measures 600m². There is also underground car parking beneath the Latymer Day Centre building for 28 car parking spaces. At present this is unused;
- 45 Bramley Road, a small, single storey office unit of approximately 55m² situated at the corner of Bramley Road and Shalfleet Drive, directly opposite the Underground entrance. This building was previously used by the Tenant Management Organisation (TMO) for the Estate and is now let out commercially by the Council's Property Services Team for retail and storage purposes. There is also a former substation currently used to house the boiler for 1-27 Shalfleet Drive on the site next to the car park entrance on Shalfleet Drive.

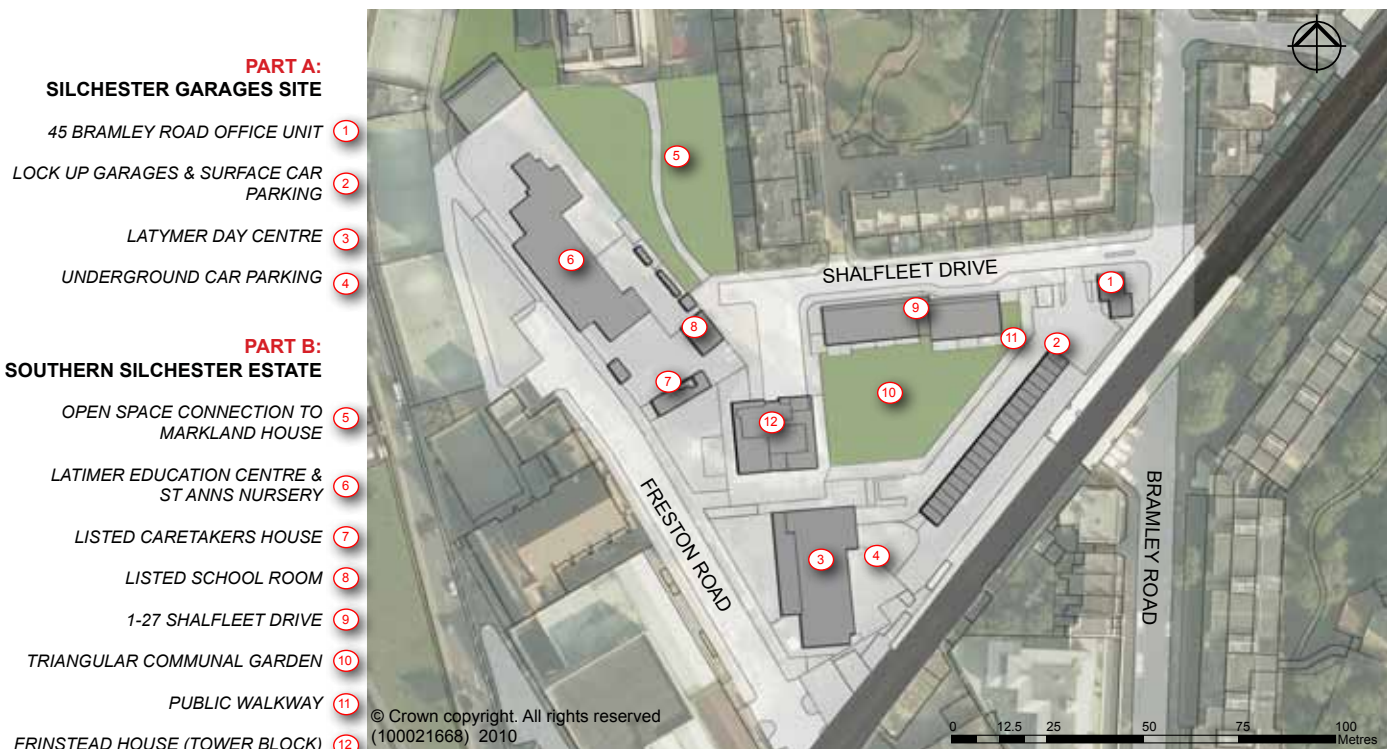
Part B: Southern Silchester Estate

1.3.7 The Southern Silchester Estate for the purposes of this Planning Brief stretches from Markland House in the north to the southern side of the rail viaduct arches. Bramley Road and Freston Road provide the eastern and western boundaries. However, it excludes the properties surrounding Waynfleet Square, to the north of Shalfleet Drive.

1.3.8 Features of the Southern Silchester Estate include:

- Shalfleet Drive Flats (Numbers 1-27 Shalfleet Drive (odd numbers)). These are two-storey residential units on the southern side of Shalfleet Drive constructed of brick and timber with plasterboard cladding. Each unit has one bedroom.
- A 1,220sqm triangular communal open space, located at the rear of the Shalfleet Drive Flats. This space also abuts Frinstead House and a public walkway that varies in width and connects Shalfleet Drive with Freston Road.
- Frinstead House. This is a 21 storey residential tower comprising 80 residential units with ground floor office and community facilities. It is one of four towers built to the same design on the Silchester Estate. The towers are of brick and concrete construction and feature corner balconies for the full height of the building. Frinstead House does not have access to any private open space and the incidental spaces in the immediate vicinity of the tower entrance are of limited amenity value.

Figure 2: Site Layout



- Latimer Education Centre and St Anne's Nursery. These uses are both contained within the Grade II Listed School Building. This school building (formerly Latimer Road School) was established in 1879. It is of yellow brick construction with red brick dressings and is a distinctive and easily identifiable landmark within the local area. The building comprises five storeys that have generous floor to floor heights and a hipped tiled roof. A brick wall about 2.5m high encloses the play areas of the school grounds.
- The Latimer Education Centre. This provides specialist education for pupils from 5-16 years of age. St Anne's Nursery is a long established nursery school (established 1908) which offers educational provision for children from 3-5 years of age. Both facilities are Council-owned.
- Two listed buildings within the curtilage of the Latimer Education Centre and St Anne's Nursery. These are: the single storey school room, located approximately 9 metres to the south east of the main building; and the two storey caretaker's house, located approximately 20 metres to the south of the main building. The latter is a two-storey building of yellow brick construction with red brick dressings and a pitched roof.
- Open space connection to Markland House. This is an open space link that features a curved path connecting Shalfleet Drive with Markland House. The open space occupies approximately 1,735m², with contoured grass slopes and semi-mature trees.

1.4 THE VISION

1.4.1 The vision for the redevelopment of the Silchester Garages Site and the Southern Silchester Estate site, taken together, is to create...

A well-designed and safe redevelopment that is fully integrated with its surroundings. It will provide high quality, attractive homes set within traditional street patterns and include a new green space. Opportunities for small businesses and the creative sector will be facilitated by the renovation and re-use of the railway arches.

1.4.2 This vision draws on responses to consultation together with the Latimer vision set out in the Core Strategy. It is also consistent with Policy CP9 of the Core Strategy which addresses the Latimer 'Place'.

1.4.3 To develop and implement this vision will require the full involvement of local people, in accordance with the Council's Statement of Community Involvement.

2.0 About the Planning Brief

2.1 SCOPE OF THE PLANNING BRIEF

2.1.1 This Planning Brief provides two approaches to development. The first involves only the Silchester Garages Site; the second adds to it the southern portion of Silchester Estate as described in Part 1.3 of this document. Irrespective of the final extent of land included in any schemes for the Silchester Garage Site, the establishment of 63 (affordable) residential units must be delivered by September 2014 in order to fulfil the requirements for the Holland Park School planning permission.. Once constructed, a Housing Association Registered Provider (RP) will let and manage the residential units provided on the sites.

2.1.2 This Planning Brief therefore provides design and planning guidance for both the garages site and the Southern Silchester Estate. It is applicable to both the larger site and to the smaller site, should the Silchester Garages Site alone come forward for redevelopment (i.e. the site subject to outline approval of planning permission). The requirements that relate to these two 'site areas' are as follows:

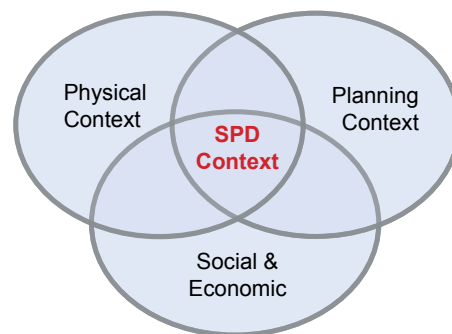


Figure 3:
SPD Context

1. Silchester Garages Site only

Development at this scale will need to deliver the amount of development established by the outline approval and associated unilateral undertaking as a minimum. Development will only occur within the Silchester Garages Site.

2. Southern Silchester Estate

Development at this scale would achieve wider regeneration benefits for the surrounding neighbourhood and a residential layout on the Silchester Garages Site which optimises development potential. This would be realised through a more innovative design and layout of this site and its surroundings that takes a longer term, phased approach.

Time Frames for Planning & Development

2.1.3 The construction of 63 residential units on the Silchester Garages Site needs to be delivered by September 2014 for occupation. This deadline drives the overall project timeframe, the key dates of which are as follows:

Date	Action
Oct 2010 to Apr 2011	Shortlisted Affordable Housing Registered Provider (RP)/developers to prepare designs concept for the sites
2 Nov 2010 to 14 Dec 2010	Draft Planning Brief published for consultation
June 2011	Planning Brief adopted
September 2011	Affordable Housing Registered Provider (RP)/Developers elected with input from residents
By Sept 2011	Selected RP/Developer design concept is agreed
January 2012	Planning Applications for development to be submitted
Aug 2012	Planning Application determined
Sep 2012	Subject to planning permission being approved, construction to start on Silchester Garages Site which was subject to outline planning approval
Sep 2014	Complete construction on Silchester Garages. Residential units to be ready for occupation
2015 (indicative)	Completion of the social and community or education facility
Beyond 2015	Delivery of additional benefits and phases

2.2 SUMMARY OF CONSULTATION TO DATE

2.2.1 The Council's Housing Department considered the Silchester Garages Site as part of its Stock Options Review, which began in 2008. The Stock Options Review was a Council-wide assessment of possible approaches to address the risk of deficit in its Housing Revenue Account, the Council's fund for the management of its housing stock. Following the Council resolution to focus its redevelopment interest on the Silchester Garages area, targeted consultation/feedback events have been run with estate residents. These have shown an interest in the potential for change.

2.2.2 Specific consultation events were held on:

- 8th December 2009. This consultation provided a summary of the Stock Options exercise and presented the intention to redevelop the Silchester Garages site with an option of looking at a wider area;
- 24th March 2010. This consultation provided an update of the intention to examine the Southern Silchester Estate as part of the redevelopment of the Silchester Garages Site, and included some preliminary consultation on the sort of issues that residents had been interested in for new development in the area

2.2.3 In addition to these events, consultation has also taken place with the Silchester Residents' Association to brief them on development opportunities at the Silchester Garage Site.

2.2.4 At the March 2010 consultation event, residents were invited to provide feedback on what they would like to see provided or improved as part of any redevelopment at Silchester Garages. In addition they were also asked questions regarding community facilities, development beyond the Garage Site, what their priorities were and their expected level of involvement in the future of Silchester Estate. Some of the key findings of relevance to this Planning Brief are:

- 70% of respondents indicated that they either strongly agreed or agreed that the wider area of Silchester should be considered for regeneration.
- Should redevelopment go ahead, 37% of respondents indicated that they preferred the replacement of some existing homes with new high quality homes for rent to residents and for private sale at the same time as investment and improvement on the wider Southern Silchester Estate area. This represented the most popular response to this question.
- In terms of provision of community facilities, the most popular response was 'shops that are useful to the local community', followed by a youth club.
- 56% (the highest proportion of responses) indicated that replacing all car parking currently in use on the site was important.
- In terms of connections, the highest proportion of respondents (18%) indicated that connections to Westfield White City were important, closely followed by connections to Kensington Leisure Centre (17%) and Ladbrooke Grove (15%).

- The highest scoring priorities for regeneration at Silchester were: improving street lighting; creating routes which feel safer; creating green spaces; providing landscaped gardens and improved play areas and multi-use games areas.
- In terms of new local shops, the most popular responses were: a small scale store from a national supermarket chain, followed by a post office.
- For open space (re)provision and public realm improvements, the most popular responses were: Improved entrances to the station platforms, followed by improved lighting and benches and places to sit. The majority of comments received in relation to this involved the Underground Station itself.
- Residents also gave high priority to the creation of longer term employment opportunities.

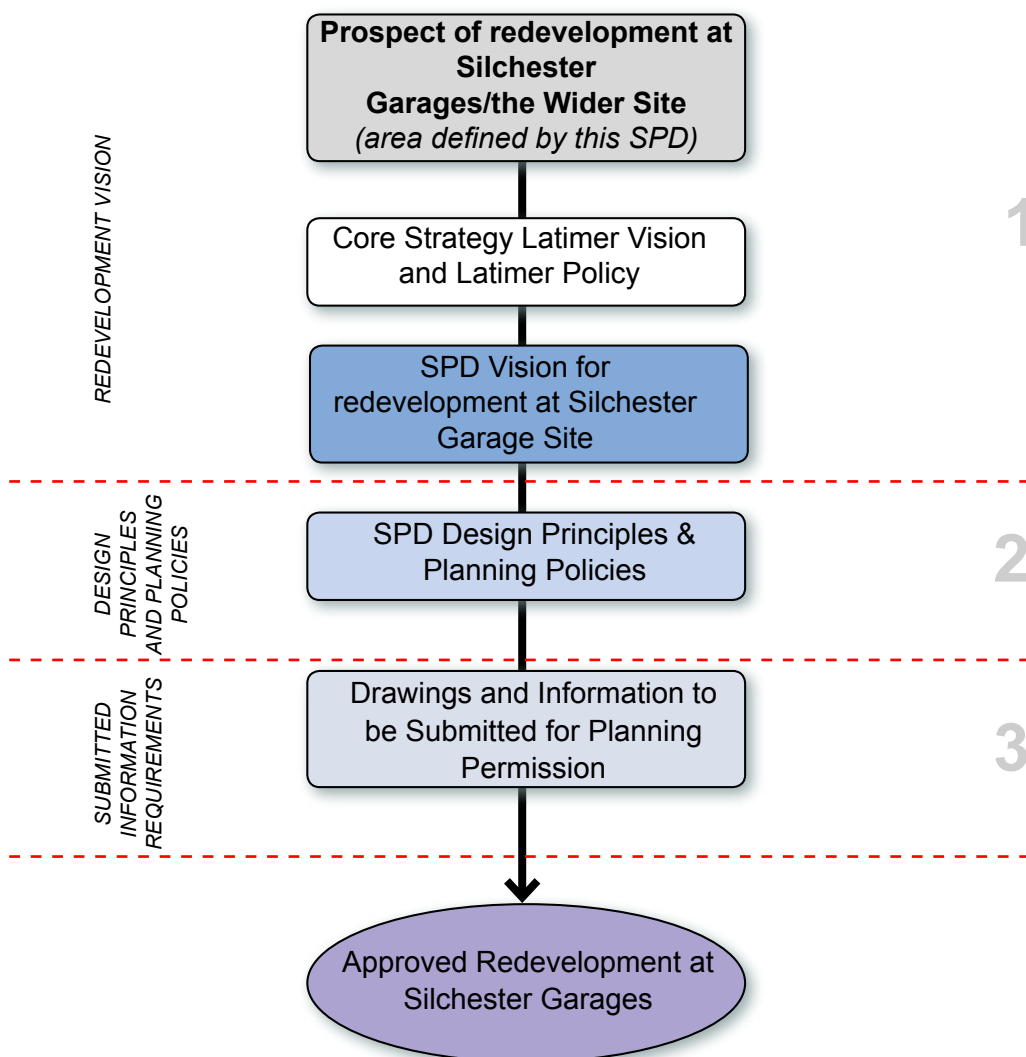


Figure 3: Planning and Design Guidance

3.0 Planning Policy Context

3.1 INTRODUCTION

3.1.1 This Planning Brief has been produced with regard to current national policies, the London Plan and the Core Strategy together with saved UDP policies and the Council's other SPDs.

3.1.2 Further information pertaining to specific policies and documents can be found in Appendix A of this document.

3.2 NATIONAL POLICY

3.2.1 National Planning Policy Statements (PPSs) and Planning Policy Guidance (PPGs) promote sustainable development and require that sustainable communities are best served by a mix of types and tenures of residential units to meet the needs of the community. A flourishing local economy supported by appropriate infrastructure, a high quality safe and healthy environment, community facilities and amenity space are also promoted as part of national guidance.

3.3 REGIONAL POLICY

3.3.1 The London Plan (Consolidated with Alterations since 2004) provides the regional planning policy framework for the Borough.

3.4 LOCAL POLICY

3.4.1 The Core Strategy is the Borough's principal development plan document. It provides a high level suite of policies which form an integral part of the Borough's Local Development Framework. The Core Strategy together with the London Plan and saved policies within the UDP forms the development plan for the Borough.

3.4.2 Within the Core Strategy, Latimer has been identified as being part of a wider North Kensington regeneration area. Policy CP3 seeks to ensure opportunities for change in North Kensington deliver the widest possible regeneration benefits commensurate to the scale of development.

3.4.3 This is elaborated on in the Latimer 'Place' chapter, which sets a strategic vision and policy for the area. The wider vision for the Latimer area is as follows:

Core Strategy Latimer Vision CV9

3.4.4 "Latimer will have been rebuilt, in a phased way, to a new street pattern, guaranteeing all existing tenants the opportunity of a new home as well as creating capacity for new residents to move to the area. It will be a place that focuses on the provision of high-quality services through

excellent architecture and urban design. It will provide accessible, safe and adaptable spaces that are valued and used by the local community. New development, including a new neighbourhood centre, will be located around Latimer Road Station. The area will be better served by public transport, and there will be clear links to Ladbrooke Grove and White City. A community sports centre with a swimming pool will be retained in the area and a new academy will be established.”

Core Strategy Latimer Policy CP9

3.4.5 “The Council will ensure the long term regeneration of Latimer by requiring development to positively contribute to the regeneration of the area and resisting development which prejudices long term regeneration opportunities and which undermines the role of the employment zone.”

3.4.6 The priority is therefore to provide a traditional urban street pattern, which balances residential accommodation with new retail and employment opportunities.

3.4.7 The Council has also produced a number of relevant supplementary planning documents which include:

- Designing Out Crime SPD 2008
- Transportation SPD 2008
- Noise SPD 2009
- Air Quality SPD 2009
- Subterranean Development SPD 2009
- Shopfront Design Guide SPD 2010
- S106 Planning Obligations SPD 2010
- Building Heights SPD 2010
- Access Design Guide 2010

3.4.8 Any planning application submitted will be assessed against national planning policy guidance, the London Plan (Consolidated with Alterations since 2004), the Council’s Core Strategy), other LDF documents, the Unitary Development Plan saved policies and against this SPD.

Shalfleet Drive



4.0 Development Context

4.1 HISTORY

4.1.1 The history of the surrounding area is based around the pottery and piggery industries. The natural landscape of the area is typified by flat, low lying stiff clay, which gave rise to the establishment of a pottery industry in the first half of the nineteenth century, the centre of which is situated at Pottery Lane about 600 metres southeast of the Silchester Garages Site. High quality clay was dug from this area from 1818.

4.1.2 Around the same time, pig keepers also began to move into this area and remained until 1878.

4.1.3 Overcrowding quickly became an issue as a result of continued worker migration from more central areas within London. A key migration movement occurred in the 1860s due to an influx of people displaced by the extensive railway demolitions.

4.1.4 In the 1920s, housing associations became active in North Kensington, and they sought to address some of these longstanding local housing issues.

4.1.5 With the building of the elevated Westway in the 1960s, part of the adjacent land became designated for comprehensive redevelopment. The Council constructed around 1,200 flats on 27 acres of land bounded on the north by the railway, to the west and south by Bramley and Lancaster Roads respectively and to the east (on the former Ladbroke Estate) by St Mark's Road. The Greater London Council of the time was also engaged on a similar scheme for the Silchester Road area to the north of the railway and this became the Silchester Estate.

Figure 4: Latimer in 1896



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4.2 LOCATION

4.2.1 The Silchester Estate is located between the Westway (A40) and the Lancaster West Estate in the Latimer area. The White City commercial and industrial area which is in the London Borough of Hammersmith & Fulham is about 150 metres to the west of the sites but however, there are currently poor connections between White City and the Silchester Estate.

4.2.2 The freehold of Silchester Estate (both East and West) is entirely owned by the Council and comprises some 369 residential units spread over 2.6 hectares. There are 84 leases within the Estate in private ownership.

4.3 TOPOGRAPHY

4.3.1 The site is relatively low-lying, it is lower than the areas to the east of Clarendon Road and north of Cambridge Gardens. There are no identified landscape features or Sites of Nature Conservation Importance within the vicinity of the sites.

TOP ROW: The
Garages facing West
BOTTOM ROW:
Shalfleet Drive Flats
and Communal Garden



4.3.2 The area is typified by housing estates constructed in the 1970s. Most of the residential buildings in the area are town houses and low-rise apartments, but there are also three residential tower blocks of identical design, 21 storeys and 59 metres tall. Of these, Frinstead House is the nearest to the garages and is included within the defined area. With the exception of these towers, the predominant building height in the area ranges from 2-5 storeys. The railway viaduct carrying the Hammersmith & City line and the Westway flyover are also significant features of the locality. However, there are areas of latent character (see below).

4.3.3 Some two-storey cottages remain to the east of the sites as evidence of the predominant housing style prior to comprehensive redevelopment in the early 1970s. The Block Structure drawing (opposite) shows the contrast between the more traditional street network and building arrangement in the vicinity of Sirdar Road and Treadgold Street and the more recent development to the west. The contrasting areas illustrate the many differences in building practice in respect of street layout, street connections, building layout, building orientation, building coverage, density and height.

TOP ROW (left to right): Mary Place, Portland Road
BOTTOM ROW: Avondale Park Gardens



scape

4.3.4 The site and its surroundings are characterised by large blocks and unconnected streets. There are a number of cul-de-sacs which means that vehicles predominantly use Bramley Road to pass through the area. These connections lead to a street layout that is difficult to follow. As a result, parts of the area feel isolated from neighbouring areas. This is further exacerbated by the Westway and the rail viaduct which act as barriers to local movement.

4.3.5 In the area, street furniture and public realm do not have a coordinated appearance. An opportunity exists to provide a more coherent streetscape to the Silchester Estate, with improved methods and procedures for maintenance.

4.3.6 The design of Frinstead House on the Southern Silchester Estate is poor. There is little activity at ground floor level apart from a single entrance and service area with the club room being locked for much of the day and night. An opportunity exists for the development to integrate Frinstead House into the area and resolve some of these challenges



5 towers (yellow) and the elevated motorway/railway



Cul-de-sacs (blue) sit awkwardly against the traditional street from



Cul-de-sacs result in the creation of informal through-routes



Figure 5: Block Structure

4.3.6 Within the Southern Silchester Estate site there is an area of public open space to the south of Markland House. In addition, the residents of 1-27 Shalfleet Drive have exclusive use of a communal garden which provides visual amenity to the area in general this space.

4.4 CONSERVATION AND LISTED BUILDINGS

4.4.1 Neither site covered by this Planning Brief is located within a conservation area. There are a number of Conservation Areas in relatively close proximity to the sites.. These conservation areas include: Ladbroke, Norland, and north of the Westway, Oxford Gardens. It is important that any development within the area of this Planning Brief preserves or enhances the character or appearance of these conservation areas.

4.4.2 Within the area covered by the Planning Brief, there is a complex of Grade II listed buildings. The main building is the Latimer Education Centre and St Anne’s Nursery (formerly Latimer Road School). The building was established in 1879 and is of yellow brick construction with red brick dressings. Other Grade II listed buildings within the curtilage of this building include a stand-alone school room and a caretaker’s house.

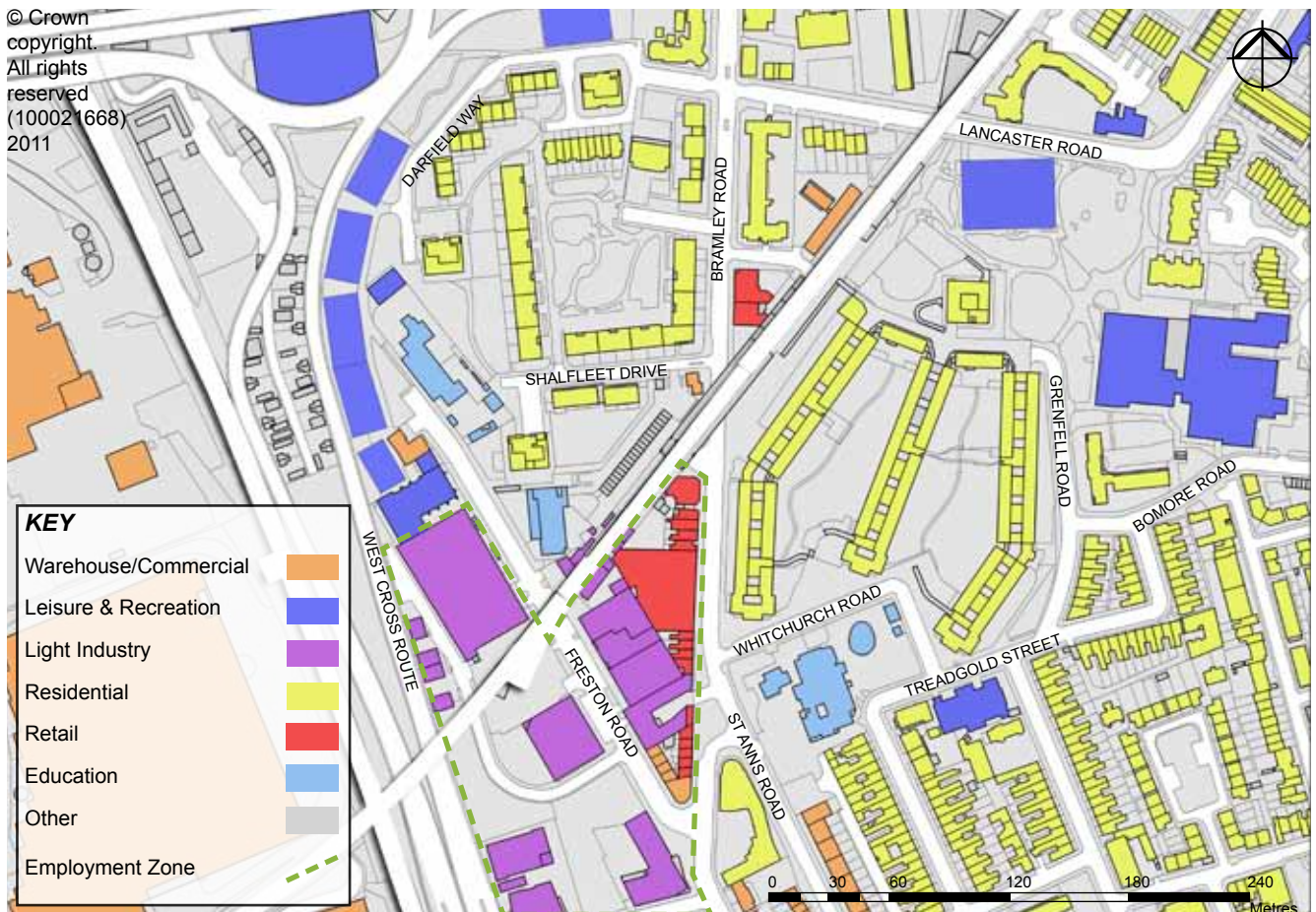
4.4.3 Nearby, but outside the area covered by the Planning Brief, there are two Grade II listed buildings:

- The Harrow Club (formerly listed as Church of the Holy Trinity). This building was designed by R Norman Shaw and constructed in 1887 with red brick and stone dressings and is Grade II Listed.
- 189 Freston Road adjoining the Harrow Club
- St Clements Church, Treadgold Street
- No.1 & 2 Whitchurch Road (residential properties).

Figure 6: Heritage Assets



Figure 7: Land Uses



4.4.4 The Latimer Education Centre is visible from Bramley Road along Shalfleet Drive. The Harrow Club is visible from Bramley Road, although the views are partially obscured.

4.5 EMPLOYMENT

4.5.1 The Silchester Garages Site is located within the Notting Barns Ward. The ward has the following socio-economic characteristics:

- Parts of the Notting Barns ward are amongst the 10% most deprived in the country (Multiple Index of Deprivation 2007).
- 380 (5.9%) of the working age population are claiming Job Seekers Allowance (JSA). The ward had the second highest JSA rate in the Borough. (ONS May 2010)

4.5.2 Median annual gross household income in the North of the Borough is £15,391. The north of the Borough also has the lowest levels of Median savings at £424 per household. (Fordham Research 2009).

4.5.3 The predominant land use within the surrounding area is residential. However there are also a significant number of office and light industrial uses, which are protected by policies contained within the Core Strategy including Employment Zone status.

4.5.4 The Freston Road /Latimer Road Employment Zone lies to the south and west of the sites and is one of three Employment Zones in the Borough. Within this zone, employment uses are protected. Whilst the area has historically been favoured by light industrial uses, in recent times there have been a number of new office developments in the area. Both Talk Talk and Monsoon have opened large headquarters which has led in turn to a greater demand for creative and technological industries in the wider Latimer area. According to the 2007 Employment Land Study, over half of all units in the Employment Zone are over 100 sqm, in contrast to the Borough's other Employment Zones.

4.5.5 West of the Council boundary in the London Borough of Hammersmith and Fulham there are a number of large scale office and warehouse buildings in the area known as White City.

4.5.6 White City is classified as an Opportunity Area in the Consultation Draft Replacement London Plan (October 2009) and has been identified as having the potential capacity for up to 10,000 jobs and between 4,000 and 5,000 new homes.

4.6 SHOPS AND SERVICES

4.6.1 At present, there are few shops in the Latimer area. One small independent grocery shop provides essential day-to-day convenience shopping needs. Most residents appear to use retail stores located at Ladbrooke Grove or Shepherds Bush. The Westfield Shopping Centre is located nearby in White City but is not easily accessible from the Latimer area. In spite of this, the intensification of office developments in the Employment Zone has led to the establishment of some small independent retailers at the corner of Freston Road and Bramley Road.

4.7 EDUCATION AND LEISURE

4.7.1 Within the local area, there is one primary school and two nurseries. It is proposed to develop part of the Kensington Leisure Centre site (as set out in the Core Strategy and a separate Planning Brief) will feature a new Academy for the communities of North Kensington. Providing that funding is agreed and planning permission is granted, this is anticipated to open in 2014.

4.7.2 The North Kensington Leisure Centre is less than 250 metres from the site. It has one of only two public swimming pools in Kensington and Chelsea and also provides 3 all-weather pitches (primarily used for football) and a gymnasium. The Westway Sports Centre is also very close to the sites. This facility which is run by the Westway Trust, provides the community with several sporting pursuits, including football, rock-climbing, horse-riding, basketball and hand-ball.

4.7.3 Avondale Park is within a 10 minute walk and also has an all-weather pitch used by many in the area for netball, hockey and football.

4.8 HEALTH

4.8.1 Within the Notting Barns ward, the premature mortality rate is the second highest in the Borough behind neighbouring St Charles ward. This rate is over double that in the Central and Southern parts of the Borough. Indeed, residents living in these areas have an average life expectancy of over 10 years more than those in Notting Barns.

4.9 PUBLIC TRANSPORT

4.9.1 Close to the site across Bramley Road is Latimer Road Underground Station, on the Hammersmith & City and Circle Lines. These lines link the site with Shepherds Bush and Hammersmith to the west and Baker Street, Kings Cross and the City to the east. Other public transport links are less good. This is demonstrated by the Public Transport Accessibility Levels (PTAL) shown on the right. PTALs are a means of assessing the relative ease of access of a location to the public transport network. The sites have a Poor to Moderate Public Transport Accessibility Level (PTAL). Policy CT1 of the Core Strategy explains how PTAL ratings relate to the intensity of development on a site with high trip generating uses located in areas of good public transport accessibility.

Figure 8: Transport Nodes

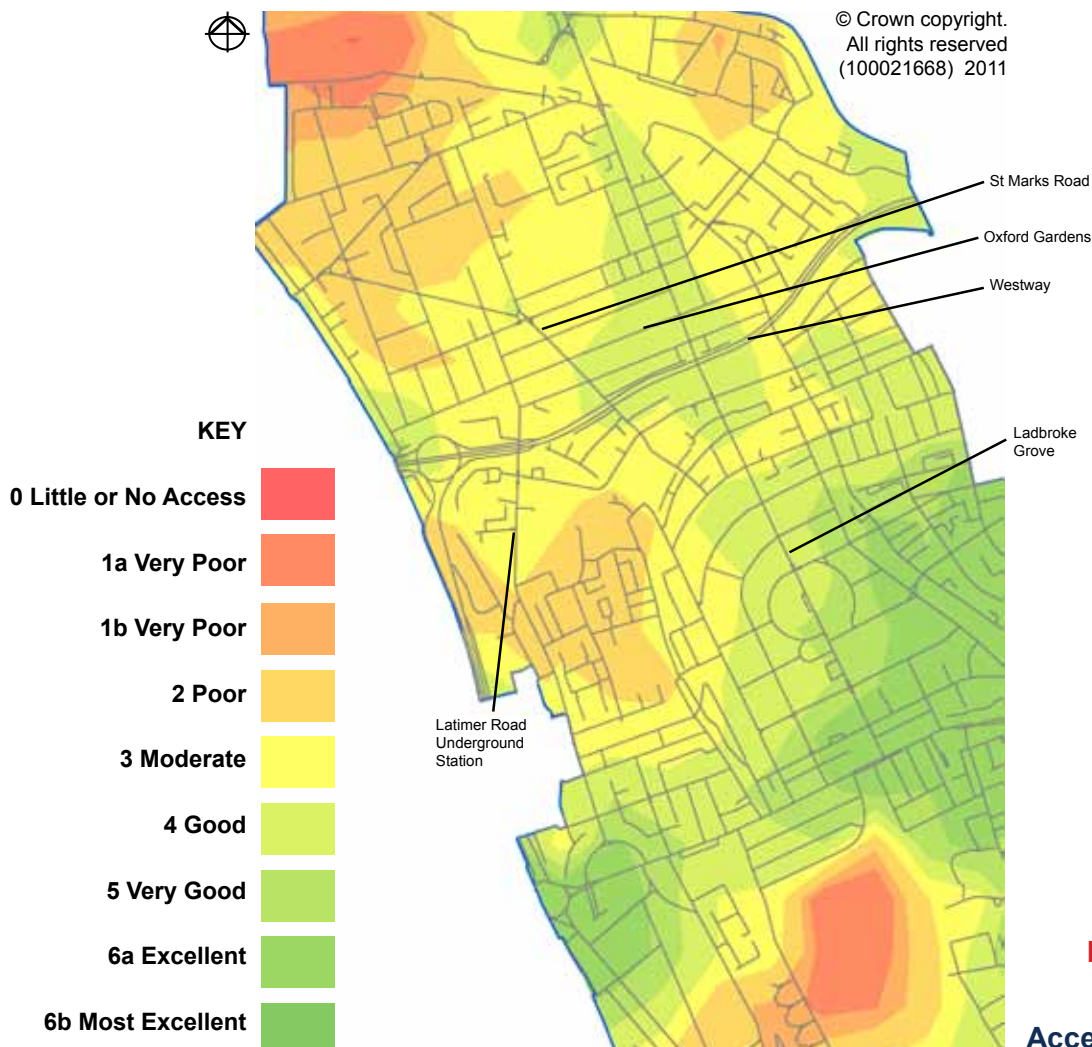


Figure 9: Public Transport Accessibility Levels

4.10 ROADS

4.10.1 Bramley Road, running north to south is the main through-route for local traffic. It is classified as a Local Distributor Road and also functions as a bus route (Route 295, Ladbroke Grove Sainsbury's to Clapham Junction Station and 316). Lancaster Road provides the most direct connection east of the sites. Otherwise, the area is not particularly well connected with the remainder of the local road network being comprised largely of cul-de-sacs.

4.10.2 Despite the significance and impact of the Westway, it does not have a direct connection with the Latimer area. The accessibility map below, shows the road connections through this part of the Borough. The red connections shows those links which are highly connected and the blue connections show those which are poorly connected. It illustrates that the sites and their surrounding area have very poor connections.

4.10.3 Silchester Estate was established as a Council housing estate and the majority of units within the Estate are managed by the TMO.

4.10.4 The Council's Housing Strategy and Regeneration team has identified a need for the following housing mix in the sites:

- Market Housing: preference for 3-4 bedroom 'family sized homes'
- Intermediate Housing: preference for 1-2 bedroom homes

4.10.5 Where proposals for development of the sites incorporate the replacement of existing housing on the Silchester Estate, provision should be made to include new homes for all existing residents who wish to remain on the estate.

Figure 8: Space Syntax Accessibility levels



5.0 Stakeholders

5.0.1 Silchester Estate has an active residents' association, who have participated in some of the consultation events for the area run by the Council's Housing Department.

5.0.2 Engagement with local residents will be crucial in order to ensure that future development satisfies their needs.

5.0.3 Key stakeholders will need to be involved in any plans for regeneration in both sites or beyond. These include:

- Silchester Estate Residents
- Silchester Residents Association
- Other Local Groups
- The Council's Housing, Regeneration, Property Services, Leisure Services, Education, Family and Children's Services
- Transport for London



Frinstead House

6.0 SWOT Analysis

6.1 STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

6.1.1 This section brings together the contextual considerations and site issues to summarise the key elements that will be used to inform the design principles, policies, objectives and preferred outcomes for development.

STRENGTHS

- Near to Latimer Road underground station
- Close to White City Opportunity Area
- Various existing or proposed education facilities are nearby
- Close to sports facilities and a new Academy
- Near an Employment zone
- A viable scheme has already been granted outline planning permission
- Near green space
- Listed buildings add historic and visual interest to the area
- Close to some social and community uses

WEAKNESSES

- Adjacent to rail viaduct which can create noise and vibration
- Rail viaduct screens southern aspect of the sites
- Distance from local shops
- Irregular site configuration
- Poor relationship between existing buildings and open space/public realm
- Limited mix of housing tenure
- Confusing and poorly connected street network
- High unemployment figures (21%) in the Latimer Area/ Notting Barns Ward compared with the rest of the Borough (9.7%)
- The sites are located in a ward considered amongst the 10% most deprived in the country (Index of Multiple Deprivation)

Shalfleet Drive Flats





OPPORTUNITIES

Potential for:

- A local centre along Bramley Road
- Improvements to the quality and safety and surveillance of the public realm
- The provision of a built form that addresses the street frontage, existing buildings and open spaces
- The comprehensive design and planning of this part of Silchester Estate
- A contribution to employment in the Freston Road Employment Zone
- Employment opportunities during construction of the development
- Employment opportunities within the railway arches
- Potential future links to the White City Opportunity Area
- Integration of Frinstead House into the street environment
- The potential conversion of the Latimer Education Centre to residential use
- the provision of basement parking

THREATS/CONSTRAINTS

- The difficulty of achieving an efficient/high quality layout on a constrained site
- The possible need for some residents to be rehoused as part of the new development if the wider opportunity of Southern Silchester Estate site is to be fulfilled.
- The proximity of the sites to rail viaduct and its effect on perceived noise, vibration and nuisance effects
- The presence of adjacent light industrial uses within the arches should they remain in situ
- The lack of control over the railway arches and adjoining land, which are not in Council ownership.

7.0 Design and Planning Issues

7.1 ISSUES AND CHALLENGES

7.1.1 Issues and challenges to the design and development of the sites are set out below. These issues will form the basis of structuring the latter stages of this document in Section 8.0 of this document.

7.1.2 *Housing Delivery*

- The scheme must provide 63 residential units for occupation by September 2014 as secured in the Unilateral Undertaking.
- The scheme must accommodate the re-provision of a daycare or other social and community or education use on the Silchester Garages site.
- It is desirable for the new development should provide local employment opportunities through apprenticeships and trainee placements during construction.

7.1.3 *High Quality Architecture, Design and Layout*

- The basement car park should be re-configured to create a more active and attractive frontage, with improvements to its design, access and layout to the wider area.
- Any redevelopment should improve the relationship between Frinstead House and the surrounding area.
- The arrangement of uses on the sites should not impinge upon the function of existing uses that comprise the Freston Road Employment Zone.
- Homes and public realm should be well designed.
- There is potential to refurbish the Grade II Listed Latimer Education Centre so that it contributes further to the regeneration and housing mix of the Southern Silchester Estate if an alternative location for the existing facility is found.

7.1.4 *Safe Streets & Public Realm*

- Street connections and layout must be improved across the sites
- The scheme should take the opportunity, where appropriate, to create vistas towards important local buildings such as Latimer Education Centre and Harrow Club
- Active building frontages – doors and windows overlooking the public realm should be provided, as well as improved street enclosure and edge definition by buildings. This will improve passive surveillance and safety.
- The distinction between the public realm and private property should be clear and unambiguous.
- Any basement car parking entrances should be sited so as to minimise the impact on the continuity of building frontage and active ground floor uses.
- A more consistent streetscape should be created, together with improvements to public spaces (including seating and lighting), particularly by the Underground station entrance.
- Plans should ensure that Frinstead House is better integrated into the local area.

**Footpath in front of
the garages**



- A new convenience shop or shops should be included as part of this development. There is also potential for additional on site social and community facilities.

7.1.6 *A Positive Relationship with the Rail Viaduct*

- A commercial mews could be created in the nearby railway viaduct which would provide employment opportunities whilst adding character to the area.
- New buildings should be designed and sited so as to mitigate any overshadowing, sunlight and daylight issues and perceived nuisances (such as noise and vibration) arising from the site's close proximity to the rail viaduct.
- Opportunities to re-use the rail arches will need to take into account the location of platforms and the programmed platform extension at Latimer Road underground station.
- Residential development opposite the rail arches will help to make the business premises in the arches a more commercially attractive option.

7.1.7 *Green Space*

- Green space will need to be provided. This could be in the form of public open space or through the continuation of the communal gardens or a similar space to that which is provided at present. The re-provided open space will need to meet certain criteria.

7.1.8 *Future Location of Social and Community and Education Use*

- The Latymer Day Centre, or an alternative social and community or education facility, will need to be provided. The design and location of any such facility should have street presence and be well-integrated into the scheme.

8.0 Guidance

8.0.1 The plan below introduces a concept diagram to illustrate how the sites could be developed.

8.0.2 The planning and design guidance of this Planning Brief will at times refer to aspects of this concept diagram.

8.0.3 However, it should not be considered as the final design for the sites. The purpose of the concept diagram is for illustrative purposes only, and shows one way in which the supplementary guidance can be applied.

8.0.4 The design guidance has been arranged under the following topic areas which are aligned with the planning and design issues set out in this Planning Brief:

- Housing Delivery
- High Quality Architecture, Design & Layout
- Safe Streets & Public Realm
- Boosting Latimer Neighbourhood Centre
- A Positive Relationship with the Rail Viaduct
- New Public Open Space
- Future Location of Social and Community or Education Uses

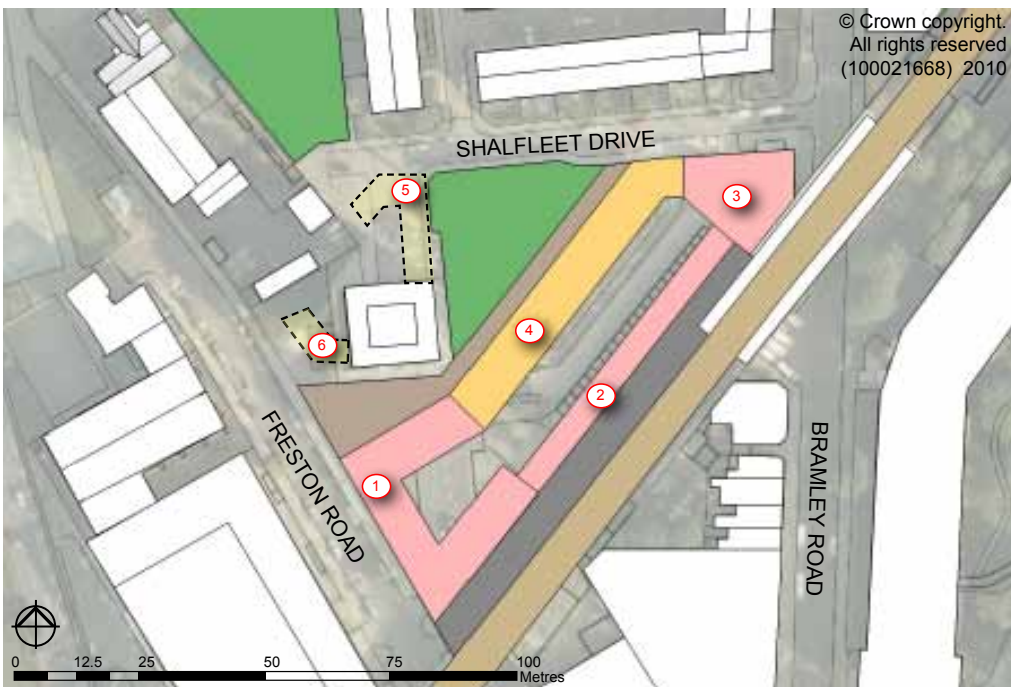


Figure 9: Concept Masterplan

NOTE: This diagram proposes an indicative layout for a development of several possible phases which would optimise the potential of the site and promote a new streetscape of mixed uses and high quality new homes. Other layouts that meet the objectives of the brief will also be considered.

PHASE 1		PHASE 2 (shown in yellow)	
FRESTON ROAD BLOCK	①	④	BLOCK FACING THE OPEN SPACE
MEWS STREET BLOCK	②	⑤	ST ANNE'S BLOCK (optional phase)
BRAMLEY ROAD/SHALFLEET DRIVE BLOCK	③	⑥	FRESTON BLOCK (optional phase)

8.1 HOUSING DELIVERY

Explanation

8.1.1 There is a requirement to deliver 63 residential units on site by September 2014 in line with obligations set out in the Unilateral Undertaking explained in Section 1.2 of this Brief. Whilst this Planning Brief establishes guidance for further development in addition to these units, the first phase of any development must produce 63 residential units.

8.1.2 On the Southern Silchester Estate site, an opportunity exists to provide additional residential units as well as refurbish the Grade II Listed Latimer Education Centre at Freston Road. The Latimer Education Centre could be converted to provide a richer housing mix within the immediate area, particularly if there is a commitment to higher end, larger market residential units making the most of the character features of the building (and its ancillary buildings and grounds).

8.1.3 There exists the possibility for any affordable housing contribution associated with the conversion of the Latimer Education Centre to be accommodated within the Southern Silchester Estate of this Brief. Discussion with Council will need to take place to determine how these requirements should be pursued. It may also be necessary to consult the Council's Education Department to determine what relocation arrangements for education facilities will need to be made.

Supplementary Guidance

8.1.4 *Delivery of Obligations in the Unilateral Undertaking*

SP1 The delivery of 63 Residential Units ready for occupation in September 2014 must be provided in accordance with the following established requirements:

SOCIAL RENTED		
Unit Type	Size per Sq M	Total Units
3 Bed	94	17
4 Bed	110	10
5 Bed	140	3
INTERMEDIATE		
Unit Type	Size per Sq M	Total Units
1 Bed	46	18
2 Bed	66	15

8.1.5 *Co-ordination with Wider Site Delivery*

SP2 There exists opportunity in the Southern Silchester Estate for further residential development and refurbishment to provide additional regeneration benefits. This additional development may be carried out in the same phase as the obligations set out in the Unilateral Undertaking, in other words, more than 63 residential units can be constructed. However they should not put at risk the delivery of the 63 residential units and the social and community and education use.

SP3 It is envisaged that the delivery of the planning obligations will form the first phase of any redevelopment. Should the design and layout come from a concept that involves the defined Southern Silchester Estate, it is expected that a hybrid planning application could be prepared to establish the design for the Southern Silchester Estate and to provide the detail for those aspects relating to the delivery of the 63 residential units and social and community and education use.

8.1.6 *Additional Residential Units*

SP4 There is the potential to accommodate additional residential units over and above the required 63 units. The layout of additional residential units must be underpinned by good design and townscape considerations. The provision of any additional units must have regard to guidance contained within Policy 3A.2 of the London Plan (Consolidated with Alterations since 2004). This policy provides guidance on development density, for new residential developments. As the sites are within an Urban setting with a PTAL range of 2-3 the appropriate density would approximate to 13-27 additional residential units on the Silchester Garages Site or a total of 102-120 for both sites.

SP5 As set out in the Core Strategy, diverse communities are desired and therefore, a mix of different housing tenures is required. There must be no net loss of social rented accommodation, but, private market housing is encouraged for any additional housing to diversify tenure. A viability assessment will be required to ensure that, over and above the re-provision of any social rented housing, the maximum, viable amount of affordable housing floorspace is being provided. However, in line with the Diversity of Housing chapter within the Core Strategy, there may be exceptional site circumstances that the applicant can demonstrate – such as the existing tenure balance of the estate and the overall Strategic Objective to diversify housing at a local level, along with other community benefits – to justify reduced provision. Should further affordable housing be provided, there will be a preference for Intermediate Housing or Shared Ownership with one or two bedrooms. There must be no net loss of social rented accommodation.

SP6 Where proposals for development incorporate the replacement of existing housing on the Silchester Estate, new homes to meet the needs of existing residents who wish to remain on the estate should be provided.

8.1.7 Design

SP7 High standards of design will be expected for all housing irrespective of whether it is owner-occupied, private rental, intermediate or affordable housing. Housing tenure can change in the life-cycle of homes, so dwellings must be designed to be ‘tenure blind’, particularly in terms of their exterior appearance. This will help discourage any obvious differentiation between tenures.

8.1.8 Construction/Local Employment Opportunities

SP8 Redevelopment should provide opportunities for apprenticeships or trainee placements for local people (this can be furthered through the Council’s Economic Development and Education Business Partnership).

8.2 HIGH QUALITY ARCHITECTURE, DESIGN & LAYOUT

Explanation

8.2.1 The Southern Silchester Estate and its surroundings are an example of a ‘context-less’ design and planning approach. The layout and the design of the existing buildings and places do not pay sufficient regard to local character, identity and heritage assets. New development will need to work with existing structures and layout whilst trying to enhance the latent local character of the area.

8.2.2 Well considered, innovative and high quality architecture and landscape design will be required. New buildings will need to provide improved street definition and opportunities for passive surveillance.

8.2.3 Active and animated building frontages will be expected. Views into a building can provide interest to passers-by and make their function apparent, while views out, put ‘eyes on the street’ and contribute to safety.

Existing view to the Harrow Club (right) and a new development which respects the setting of a similar character building (left)
**HORNSEY ROAD,
POLLARD THOMAS
EDWARDS**



8.2.4 The height and design of new buildings should generally complement the area's notable features and characteristics.

8.2.5 There is scope for taller buildings at the Freston Road end of the Silchester Garages site, closer to the rail viaduct. This part of the site is closer to the taller buildings in the Employment Zone, and there may be opportunity to provide an interesting urban focal point visible from the railway line.

Supplementary Guidance

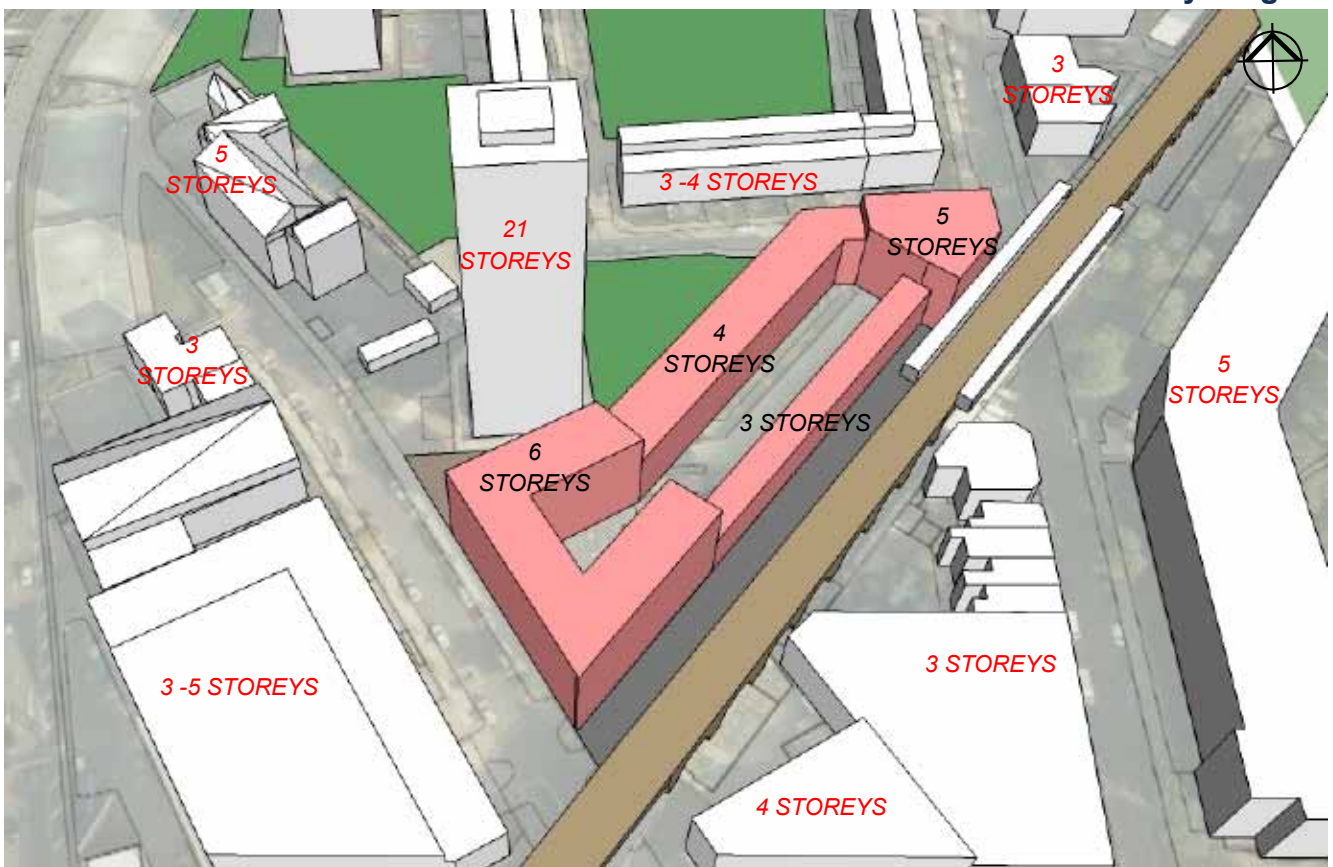
8.2.6 High Quality Architecture

SP9 Architecture should respect the setting of listed buildings (the Harrow Club & Latimer Education Centre buildings) and other character features of the neighbourhood.

8.2.7 Building Heights

SP10 Maximum building heights are shown in the following diagram. They range from 3-5 storeys, with the potential for a 6th recessed storey in places. Tallest heights are located at the Freston Road and Shalfleet Drive/Bramley Road corners. Building height will need to be supported from a townscape perspective in accordance with Policy CL2(h and i) of the Core Strategy and the Council's Building Heights SPD.

Figure 10:
Storey Heights



8.2.8 Corner Sites

SP11 Corner sites are important to the wayfinding and design expression of the neighbourhood and provide ideal opportunities for retail, office or social and community uses.

SP12 Architectural design should respond accordingly to the challenge of these identified corner sites. Exemplary architecture and design will be expected in these locations, where emphasis on the corner can be achieved through a variety of ways such as, the location of entrances, additional massing, building lines or additional height.

SP13 Development on the Bramley Road/Shalfleet Drive corner site must:

- Provide at least one building entrance directly accessible from Bramley Road.
- Ensure new building(s) relate positively to both Bramley Road and Shalfleet Drive through façade design, building orientation, window placement/rhythms.
- Provide a response to the relationship between the development and the entrance to Latimer Road underground station on the opposite side of Bramley Road.

SP14 Development on the Freston Road corner site must:

- Provide building entrances directly accessible from Freston Road
- Provide an appropriately designed façade that contributes positively to Freston Road, whilst acknowledging the adjacent Employment Zone activities.
- Ensure new buildings relate positively to Freston Road, the rail arches and consider their relationship with adjacent (new and existing) buildings and spaces.

Example of a strong corner block which provides definition to the rest of the development

**CARGO, PLYMOUTH,
FERGUSON MANN
ARCHITECTS**



8.2.9 Residential Typologies

SP15 Terrace housing, maisonettes and low-medium rise apartments are appropriate residential typologies for the wider area. As a rule of thumb, the width of frontages for individual units should not be less than 4 metres wide.

SP16 New housing requirements must meet standards contained within the GLA's London Housing Design Guide (Interim Edition August 2010) and the Council's Access Design Guide SPD.

	Dwelling type (bedroom/ persons)	Essential GIA (sq.m)
Single storey dwelling	1b2p	50
	2b3p	61
	2b4p	70
	3b4p	74
	3b5p	86
	3b6p	95
	4b5p	90
Two storey dwelling	4b6p	99
	2b4p	83
	3b4p	87
	3b5p	96
	4b5p	100
Three storey dwelling	4b6p	107
	3b5p	102
	4b5p	106
	4b6p	113

**London Housing
Design Guide
(Interim Edition
August 2010) internal
unit size standards**

SP17 Development should avoid large numbers of units sharing a single access. As a general rule of thumb, there should be no more than 4 units per floor and no more than 12-15 units from any one stairway. Clearly, there will need to be some flexibility in this, and the costs of the long term maintenance of lifts is one factor that needs to be taken into account, and may restrict the number of stairways that can actually be provided.

SP18 For general guidance on all other internal space requirements and design matters, the London Housing Design Guide Interim Edition (August 2010) published by the Mayor of London should be referred to.

8.2.10 Design & Amenity

SP19 Dwellings should be protected from noise, vibration, poor air quality and should have adequate access to daylight. This is particularly pertinent for residential design in areas adjacent to the rail viaduct.

SP20 The design of new buildings within the Silchester Garages Site should avoid any significant reduction in the levels of sunlight and daylight currently enjoyed by occupiers of surrounding properties

8.2.11 *Private Communal Open Space and Gardens*

SP21 Public and communal open spaces should have a clear purpose and be well-overlooked. There is also a strong preference for the provision of some defensible space within blocks to act as private gardens.

8.2.12 *Building Design, Edges & Interfaces*

SP22 In the design of buildings:

- Elevational design should ensure that 'dead frontages' with blank, flat surfaces and no openings or details are avoided.
- Double-aspect units are strongly preferred throughout the Southern Silchester Estate in the interests of improving living conditions.
- Designs must achieve passive surveillance by residents of any adjacent public or open space.
- Buildings should be oriented so as to front public and communal open spaces to provide sufficient definition and enclosure to the public realm. Any consistent and established building lines should be continued.
- Vehicle entrances should not project beyond the main building line. Doing so will undermine any relationship between a building and the street.
- Formal/main entrances to buildings should be visible from the street and clearly identifiable.

Facade design with regular openings and a positive relationship with adjoining spaces

ACCORDIA HOUSING
DEVELOPMENT, FEILDEN
CLEGG BRADLEY
ARCHITECTS



SP23 Buildings on Bramley Road and Freston Road and building frontages like the railway arches, public realm and open space should have the following characteristics:

- Frequent doors and windows, with few blank walls;
- Narrow frontage buildings, giving appropriate vertical rhythm to the streetscene;
- Articulation of facades with projections such as bays and porches being incorporated that provide a welcome feeling; and
- Provision for lively internal uses visible from the outside or spilling onto the street such as retail, cafe, commercial and studio spaces.

SP24 Any routes/links between buildings, units to be designed so that they are secure, welcoming and well-connected.

8.2.13 *Materials*

SP25 Building materials, street furniture and landscaping should be of a high quality, durable and be easy to maintain. They should also have regard to the colours and textures in the wider area.

SP26 High quality clay was dug from this area from the 1818. Innovative opportunities to use clay and ceramic materials as part of buildings, street furniture or for other decorative/detailing purposes to link with the historical connections should be investigated.

8.2.14 Noise and Relationship to Freston Road Employment Zone

SP27 The design should ensure that the more noise-sensitive parts of the development and associated open spaces are not adversely affected by neighbouring activities, including the railway arches and the Freston Road Employment Zone. Specific consideration should be given to internal layouts, elevational design and uses. There is also scope for the ground floor of the Freston Road frontage to contain employment uses (most likely Class B1 offices) providing that the social and community use is located elsewhere on site. Ground floor residential uses are not considered appropriate adjacent to the Freston Road Employment Zone.

SP28 Development must adhere to the Council's Noise SPD and appropriate conditions will be attached to any planning permission. Noise levels emanating from the railway and experienced within dwellings must not be higher than 66dB between 7am and 11pm; and 57dB between 11pm and 7am (the Council's Noise SPD Chapter 5).

8.2.15 General Development Standards

SP29 Parking for the development should be located in the basement to replace spaces lost elsewhere on site. Additional parking in the basement will be permitted for the new dwellings at a ratio which conforms to the Council's parking standards. No additional on-street parking permits will be issued. Car and cycle parking will need to comply with the Council's Transportation SPD.

SP30 Any residential development in addition to the 63 residential units must be parking permit-free in line with guidance contained in the Transportation SPD. Furthermore, the re-provided Community & Education use will not be granted additional parking provision.

SP31 Development should comply with the Council's Air Quality SPD. An air quality assessment is required as part of any future planning application to examine the effects on local air quality across the sites. Dust and emissions arising from construction and demolition on site must meet the minimum standards on construction management, as detailed in the London Council's best practice guidance to Control Dust & Emissions from Construction and Demolition (The Council's Air Quality SPD, Chapter 6 and Appendix III).

SP32 Streetscape and public realm improvements should be in accordance with the Council's Streetscape Guidance. Consideration should be given to the involvement of the Council's Arts Development Team who can examine opportunities for developing locally distinct public realm improvements/features through community involvement, such as art work, paving details/design. There may also be opportunities for creative industries to be located within the railway arches.

SP33 Development must adhere to the Council's Access Design Guide Supplementary Planning Document 2010.

8.2.16 Refurbishment of the Latimer Education Centre

SP34 A residential conversion of the Latimer Education Centre building could take place. Doing so would refurbish the Grade II listed building while also adding to the overall housing mix of the area. Any conversion of the Latimer Education Centre must:

- be of a high quality appropriate for that of a Grade II listed building and the land use secured, if possible, before the existing use vacates
- consider the relocation of the Latimer Education Centre and St Anne's elsewhere in the Borough, the location of which would need to be confirmed prior to the submission of any planning application
- meet the Eco-Homes 'very good' standard.

BELOW: Example of a Refurbished school building
BOTTOM: Existing Latimer Education Centre/St. Anne's Building.
ELM COURT SCHOOL, LONDON BOROUGH OF LAMBETH

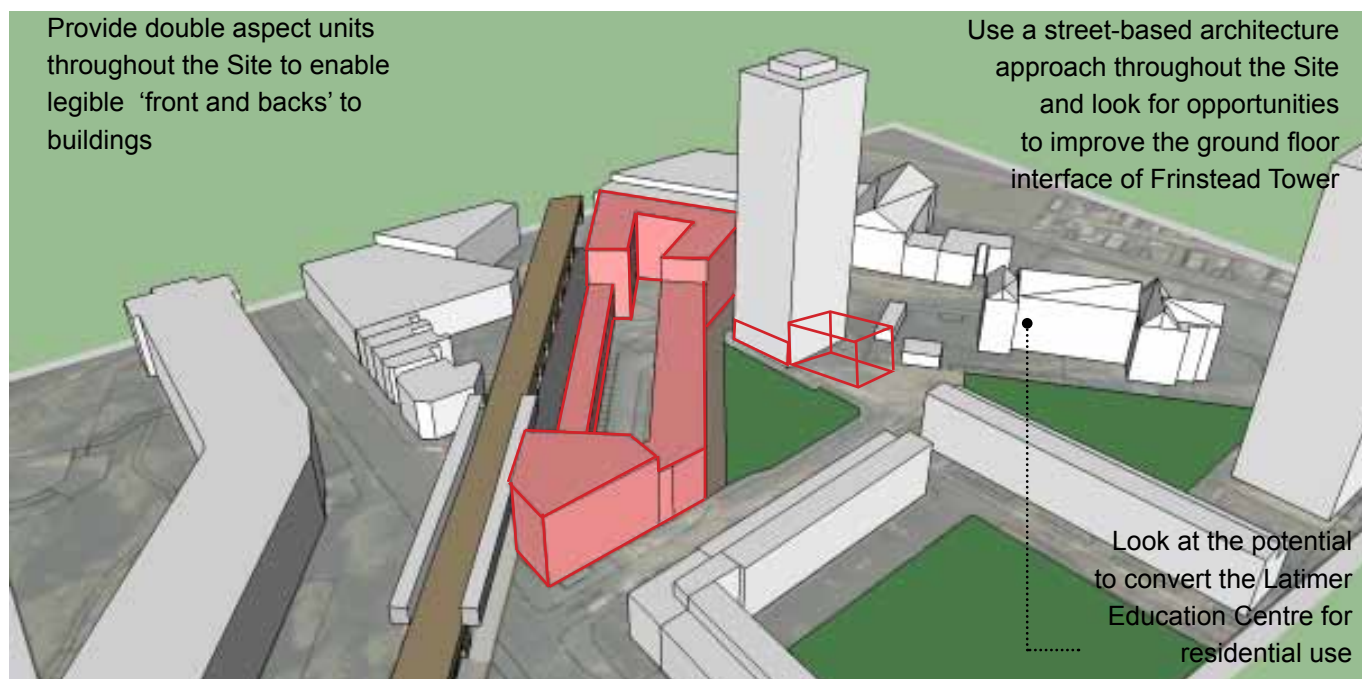


8.2.17 Ground Floor of Frinstead Tower and Optional Phase – St Anne’s Block

SP35 Opportunities should be sought to improve the ground floor interface of Frinstead Tower, and enhance sight lines to and from the tower entrance.

SP36 The possibility should be examined of developing around both the northern side of Frinstead Tower (existing servicing area off Shalfleet Drive) and on the Freston Road frontage in order to provide better integration of Frinstead Tower into the Southern Silchester Estate creating a block structure for Frinstead Tower and moving the servicing of Frinstead House to Freston Road.

Figure 11:
Street-based architecture



8.3 SAFE STREETS & PUBLIC REALM

8.3.1 The street and movement network should be designed to provide more direct and legible links through the sites and to buildings and spaces. More emphasis will also be placed on the pedestrian experience and cycle friendliness. As such, the relationship between buildings, vehicles and the public realm will need careful consideration, along with providing quality linkages that are safe and overlooked.

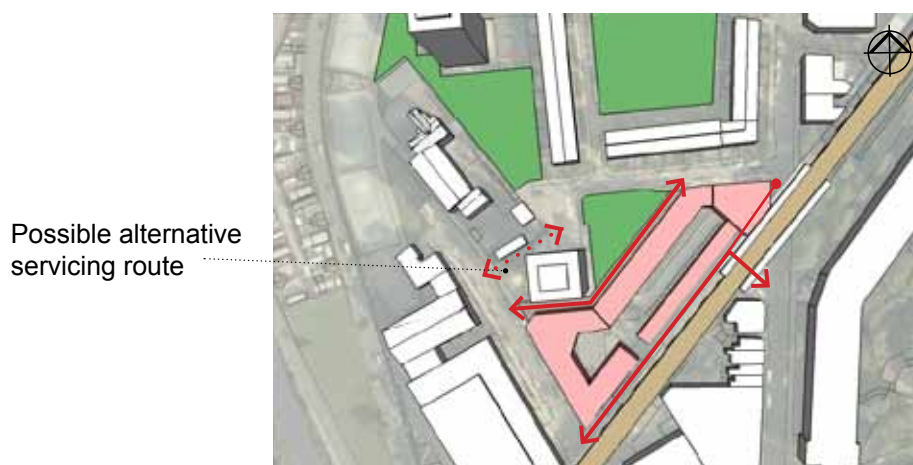
8.3.2 The consultation draft replacement London Plan has allocated 110 hectares within White City in the London Borough of Hammersmith and Fulham as an Opportunity Area, with an indicative employment capacity of 10,000 jobs and possible links to this area could be explored. A report has been prepared by Project Centre, entitled “Feasibility Study – North Kensington to White City Pedestrian Connections” (March 2010) that explores possible connections between Latimer and White City. This should be considered in any designs for the Southern Silchester Estate.

Supplementary Guidance

8.3.4 Connections

SP37 Design of the Southern Silchester Estate must not preclude connections westward into White City as identified in the 'Feasibility Study – North Kensington to White City Pedestrian Connections'; March 2010, prepared by Project Centre. These options for connections must be considered in any wider area movement framework informing design on the sites.

Figure 12:
Improving
Legibility



8.3.5 Improving the Public Realm

SP38 The design of new buildings should take into account the relationship with the public realm and should aim to define and enclose streets and spaces.

SP39 The layout of the area should be improved by ensuring streets and paths provide direct connections. Views to the listed buildings of the Harrow Club and the Latimer Education Centre should be improved. There may also be potential to extend Shalfleet Drive alongside the Latimer Education Centre. However, this would need to take into account any impact on setting of the listed buildings. Where possible, opportunities should be taken to integrate local features such as the railway viaduct. Improving access to Latimer Road Underground station would also be beneficial.

SP40 Active non-residential ground floor frontages and consistent building lines are a priority along Freston Road and Bramley Road. An entrance into the basement car park towards the western side of the Silchester Garages site could be located off the new mews street which is to be developed alongside the railway viaduct. This will ensure a consistent frontage can be achieved along Freston Road.

SP41 The vehicle entrance into the basement car park beneath the existing Latymer Day Care Centre shall:

- Have a maximum 6 metre wide entrance to the street.
- Provide/maintain a level crossing along footpaths.
- Be designed to avoid detracting from the overall building design and street frontage.
- Be designed in accordance with The Council's Transportation standards.

SP42 Proposals to improve the forecourt/entrance to Latimer Road Underground Station (including waiting/seating areas) will be looked upon favourably.

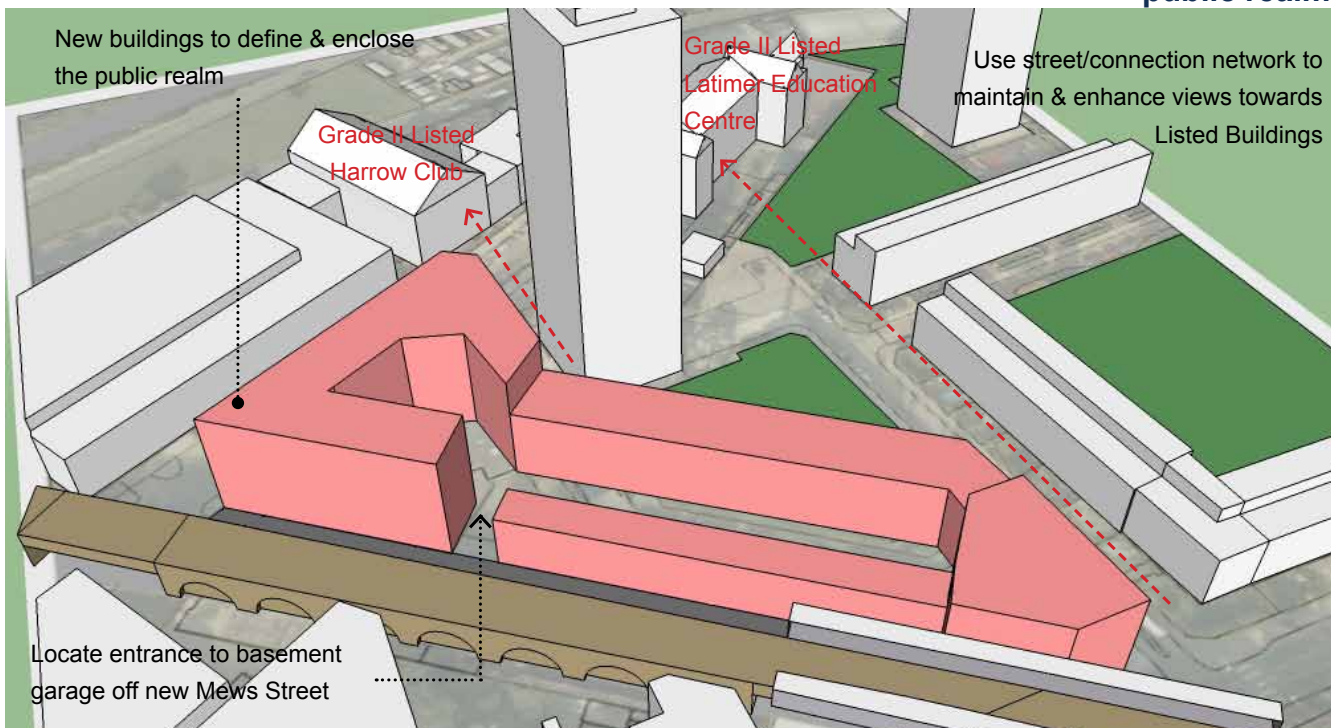
SP43 Shared cycle and pedestrian routes should be a minimum of 3.5m wide and step free.

SP44 Hard and soft landscape design should be used to the identity of the neighbourhood. Landscape design within the public realm should not be considered as an 'add on' at the final stages of design.

SP45 Work or improvements to the public realm should be carried out in accordance with the requirements of the following Council documents:

- The Council's Streetscape Policies
- The Council's Access Design Guide SPD
- The Council's Transportation SPD and standards
- The Council's Designing Out Crime SPD

Figure 13:
Enhancing the public realm



8.4 BOOSTING LATIMER LOCAL CENTRE

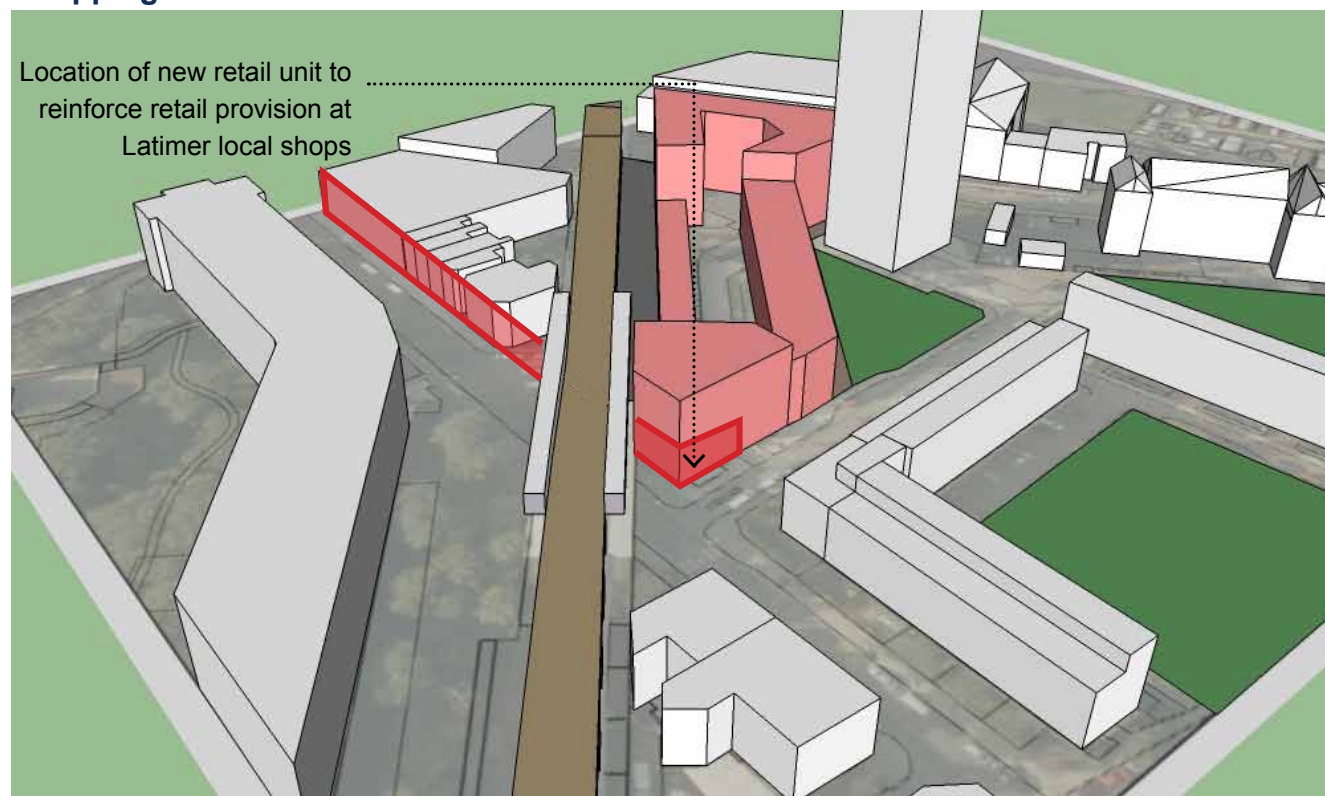
Explanation

8.4.1 There are currently a small number of local shops located along Bramley Road. The majority of these are located south of the rail viaduct. Redevelopment as part of this Planning Brief represents an opportunity to extend this retail and commercial edge north of the rail viaduct, within closer proximity to Latimer Road Underground Station.

8.4.2 The Latimer area has a lack of local shopping opportunities with many residents relying on either Ladbroke Grove or St Helens Gardens in order to shop for their day-to-day needs. New retail floorspace should be located at the corner of Bramley Road and Shalfleet Drive.

8.4.3 This Planning Brief does not specify the precise amount of retail floorspace for this location but recent community consultation has indicated that a 'small scale store from a national supermarket chain' is the most popular choice of shop. This is the preferred retail use. It is likely that a unit would be in the order of 400sqm. There may be scope for more retail to be accommodated on this corner, subject to viability, provided there is no unacceptable impact on residential amenity.

Figure 14:
Establishing
Latimer
Neighbourhood
Shopping Centre



Supplementary Guidance

8.4.4 Retail

SP46 Design and layout of the 'corner site' at Bramley Road and Shalfleet Drive should seek to extend retail activity north of the rail viaduct in order to capitalise on footfall from Latimer Road Underground station and to increase retail floorspace in this area. Retail floorspace is strongly preferred at ground floor level here with potential for some social and community uses subject to accessibility requirements and amenity. Ground floor residential uses will not be acceptable in this location. A single unit of around 400sqm is preferred.

SP47 New shops within the Silchester Garages Site should be designed in accordance with the Council's Draft Shopfront Design Guide 2010.

8.5 A POSITIVE RELATIONSHIP WITH THE RAIL VIADUCT

Explanation

8.5.1 The existing Hammersmith and City railway viaduct abuts the southern edge of the Silchester Garage site. The structure is about six metres tall, visually distinct and of brick and steel construction. The arches of the viaduct provide both through-access along Bramley Road and voids for occupation, currently by light industrial uses.

8.5.2 The rail viaduct represents a unique characteristic of the site and redevelopment offers an opportunity to improve its integration with the surrounding neighbourhood. The rail arches provide an opportunity for accommodating creative and/or knowledge based businesses, which can act as an appropriate buffer between the residential uses at the Silchester Garage site and the adjacent Freston Road Employment Zone.

Railway arch conversions
LEFT: Business units in Leamington Spa
RIGHT: Retail and Cafe units in Leeds



Supplementary Guidance

8.5.3 Commercial Mews

SP48 This area should be developed as a commercial mews street to provide flexible commercial space in the Victorian rail arches of the rail viaduct. This commercial mews would function as a transition between the Employment Zone and the predominantly residential uses on the Silchester Estate. The frontages of the re-used arches should be designed for these new uses, whilst respecting their historic character.

SP49 Servicing and delivery arrangements for both the mews and other new commercial premises using this road must meet the reasonable needs of businesses whilst minimising disruption to residents.

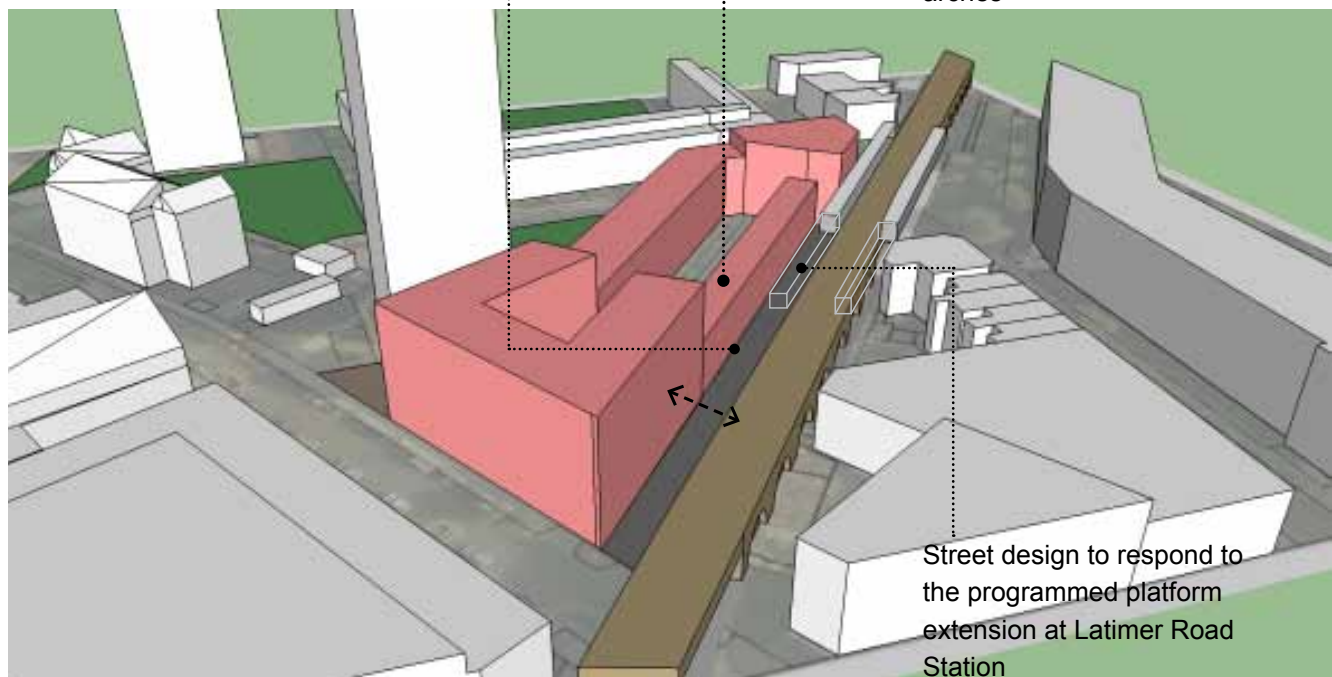
8.5.4 Mews Street Block

SP50 Residential development opposite the rail arches should be of an appropriate 'mews' scale. Any proposals should include a cross section of the mews street to ensure that the scale and location of the development is consistent with the street typology envisaged. Design in this location will also need to take into account the programmed platform extension and station improvements at Latimer Road Underground station which is due to be completed in December 2011.

Figure 15:
Mews block

Construct a commercial mews street to formalise uses in the rail arches, which can provide additional separation between new development and the rail viaduct

Develop an appropriately scaled 'mews block' to relate to new uses in the commercial arches



8.6 GREEN SPACE

Explanation

8.6.1 At present, there is a generous communal garden of approximately 1,220sqm for the exclusive use of the residents of the flats on the south side of Shalfleet Drive. If development is proposed for the Southern Silchester Estate, it should ensure that this space becomes more widely accessible either as communal open space with a perimeter block, or as public open space.

Supplementary Guidance

8.6.2 Open Space Provision & Design

SP51 Any re-provision of the existing communal open space should be:

- of a sufficient size to provide not only visual amenity, but opportunities for informal recreation as well as sitting out areas.
- fully accessible.
- located so that it is well overlooked by adjoining development for safety and security reasons.
- well defined by adjoining buildings to provide sufficient enclosure and definition.
- appropriately landscaped so that it contributes to a high quality public realm.

If the Green Space is to be public open space, it must additionally be:

- open to all.
- subject to management arrangements such as closing at night.

If the green space is to be communal gardens, it must additionally be:

- securely accessed with access only being granted to those in the surrounding residential blocks.
- appropriately designed in terms of privacy arrangements for the ground floor flats abutting the communal space.
- of a design that is visually attractive but inexpensive to maintain so as to ensure service charges are kept to reasonable levels.

Exemplar urban open spaces



SP52 Any new layout or modification to the existing triangular open space must demonstrate how the new configuration maintains or improves residential amenity.

SP53 Trees are an important part of the public realm and should be well protected and irrigated in their early years.

SP54 Planting and vegetation on open spaces is to consist of a range of species so that insects, birds and animals can be encouraged.

8.6.3 General Design Considerations

SP55 Design should adhere to the requirements of:

- Access Design Guide SPD;
- Trees and Development SPD; and
- The Designing Out Crime SPD.

8.7 FUTURE LOCATION OF COMMUNITY & EDUCATION USE

Explanation

8.7.1 Well-designed and well-managed neighbourhood facilities are important in establishing and maintaining social links, as well as providing a facility for local education, culture and leisure. There are some existing community facilities in, adjacent and within walking distance of the sites such as the Club Room in Frinstead House.

8.7.2 This Planning Brief requires no less than 600sqm of floorspace for social and community and education use in a location with sufficient street presence. This must be delivered along with the 63 residential units by September 2014 in accordance with the planning obligations related to the Holland Park School planning permission (explained in Section 1.2 of this Planning Brief). This could be a 'like-for-like' replacement of the Latymer Day Centre or another social or community use. The existing Latymer Daycare Centre comprises 480sqm of internal floor area on a site area of 1440sqm.

Supplementary Guidance

8.7.3 Design & Location of Community and Education Use

SP56 Any social and community and education use must be accessible from street level and have an active street presence.

SP57 A new social and community use must be provided. This shall provide no less than 600 square metres of social and community use floorspace, and include a ground floor presence. It is considered appropriate that this facility may also occupy 1st floor level provided that a ground floor presence is maintained.

9.0 Material and Information to be Submitted

9.1.1 The Council will expect any future applications (planning permission and listed building consent, if applicable) to include (but be not limited to) the following:

9.1.2 Design and Access Statement

- Transport Assessment
- Sustainability Statement
- Energy Statement
- Air Quality Assessment
- Noise Report
- Regeneration Statement including decanting arrangements and phasing
- Environmental Management Plan
- Drainage capacity assessment
- Sunlight/Daylight analysis
- Sample materials and potential colour palettes
- Statement demonstrating how relevant policies in the Core Strategy and other LDF documents have been addressed.
- Green Space management plan
- Heritage Statement
- Townscape and visual analysis assessment

9.1.3 The full list of documents required for a valid submission of planning applications is available on the Council's website:

<http://www.rbkc.gov.uk/planningandconservation/planningapplications/validationchecklistrevisions.aspx>

The Gargaes looking
towards Shalfleet
Dirve/Bramley Road



A Hybrid Planning Application

9.1.4 The most appropriate method of securing the comprehensive development of the Silchester Garages Site and Southern Silchester Estate in accordance with this Planning Brief is considered to be the submission of a hybrid planning application comprising:

1 A detailed submission of documents for the first phase of development which must include the delivery of at least 63 residential units and no less than 600sqm of social and community and education floorspace;

2 A submission in outline of redevelopment occurring after the first phase for the Southern Silchester Estate.

9.1.5 This is to ensure there is co-ordination between the mandatory requirement to construct 63 residential units fit for occupation by September 2014 and the concept for the Southern Silchester Estate, which comprises the larger site.

Any further queries in this respect should be directed for the attention the Strategic Development Team within the Directorate of Planning and Borough Development.

10.0 Planning Obligations

10.1.1 Where there is a requirement to provide affordable (social rented) accommodation, the Council's section 106 tariff will not apply. However, the development of additional private market units will require a contribution to be made.

10.1.2 Core Strategy Policy C1 deals with planning obligations. It sets out the policy in respect of securing measures to meet needs generated by development.

10.1.3 The policy states that the Council will require that there is adequate infrastructure to serve developments, including through the use of planning obligations. Further detailed guidance is set out in the Council's Planning Obligations SPD (2010).

10.1.4 The items sought through a planning obligation will vary depending on the individual nature of each development and site, but in the instance of the Silchester Garages Site and Southern Silchester Estate, it may include:

- Education provision, including nursery provision
- Health provision
- Improved leisure and recreation facilities
- Improved open and play space
- Streetscape and street lighting improvements
- Improvements to the forecourt of Latimer Road Underground Station
- Environmental improvements including public art
- Affordable retail and commercial space
- Training and supply chain requirements associated with the development during construction and in connection with the employment opportunities that may arise
- Further affordable housing contributions (as part of Phase 2/ development of the Southern Silchester Estate)
- A contribution towards the establishment of public art and supporting creative industries
- Contributions to public transport improvements
- Contributions towards regeneration initiatives and employment/ training schemes, and
- Other contributions as required

10.1.5 Any provisions of a s.106 Agreement would be in accordance with the guidance given in Government Circular 05/05 'Planning Obligations' as amended by the Community Infrastructure Levy Regulations (2010), and will only be sought where absolutely necessary to make a scheme, if approved, acceptable.

A.1 Glossary

Access. This term refers to the methods by which people with a range of needs (such as disabled people, people with children, people whose first language is not English) find out about and use services and information. For disabled people, access in London means the freedom to participate in the economy, and in how London is planned, in the social and cultural life of the community.

Accessible/Accessibility. This refers to the extent to which employment, goods and services are made available to people, either through close proximity, or through providing the required physical links to enable people to be transported to locations where they are available. The latter can refer to the ease of access to the public transport network, often measured by a location's Public Transport Accessibility Level.

Active frontage. The interaction between buildings and the public domain should be positive. Frontages should be 'active', adding interest, life and vitality to the public realm, as well as the sense of informal security. Dependent upon use and intensity, active frontages mean frequent doors and windows and few blank walls; main building entrances and foyers; ground floor shop fronts and transparent frontages that allow activities within the buildings to be visible from the street; and occasionally the opportunity for activities to spill out onto pavements through street cafés and shop displays. It often extends to the architecture, with narrow building frontages that give a vertical rhythm to the street scene; and articulated facades with bays, porches and other projections incorporated into the building line.

Amenity. An amenity is an element of a location or neighbourhood that helps to make it attractive or enjoyable for residents and visitors.

Building Research Establishment's Environmental Assessment Methodology (BREEAM). Is the methodology for measuring the environmental performance of nearly every land use, including schools, healthcare or bespoke uses. BREEAM for new residential development (in the form of EcoHomes) has been replaced by the Code for Sustainable Homes. However, EcoHomes are still used for works to existing residential buildings, as BREEAM for refurbishment is currently being developed.

Combined Heat and Power (CHP). The combined production of electricity and usable heat is known as Combined Heat and Power (CHP). Steam or hot water, which would otherwise be rejected when electricity alone is produced, is used for space or process heating. The provision of Cooling can be added to create Combined Cooling, Heat and Power (CCHP).

Core Strategy. This is the principal document of a suite of documents that comprise the Local Development Framework (LDF).

District heat and power network. District heat and power is the distribution of steam or hot water (for hot water and space heating) and energy through a network of pipes to heat and provide energy to a large area of commercial, industrial or domestic buildings or for industrial processes. The steam or hot water and energy is supplied from a central source, usually decentralised from the national grid or gas network, such as a heat-only boiler or a combined heat and power plant.

Employment Zones. Designated areas where specific policies apply in order to protect employment uses, particularly light industrial and research and development uses, and encourage new activities.

Legibility. The ease in which people can understand the layout and qualities of a place, thus enabling them to form a clear image of an area. Roads, junctions, public spaces and local landmarks all contribute to this sense of recognising and understanding an area.

Lifetime Homes. Ordinary homes designed to provide accessible and convenient homes for a large segment of the population from young children to frail older people and those with temporary or permanent physical or sensory impairments. Lifetime Homes have 16 design features that ensure that the home will be flexible enough to meet the existing and changing needs of most households, as set out in the Joseph Rowntree Foundation report 'Meeting Part M and Designing Lifetime Homes'. British Standards Institution published in 2007 a Draft for Development (DD 266:2007) 'Design of accessible housing - Lifetime home - Code of practice' which introduces the concept of 'accessible housing' which builds upon and extends the Lifetime Homes 16 point specification to flats and town houses and to other accommodation without ground-level living space and updates the technical criteria.

Local Development Framework (LDF). A statutory plan produced by each local planning authority that comprises a portfolio of supplementary planning documents (SPDs) and development plan documents (DPDs) including a Core Strategy. This portfolio may include site allocations, development management policies and area action plans. The Local Development Framework replaces the Borough's Unitary Development Plan.

Open space. All land in London that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. The definition covers the broad range of types of open space within London, whether in public or private ownership and whether public access is unrestricted, limited or restricted.

Permit-free. A restriction that removes the eligibility of residents within permit-free developments to have on-street residents' parking permits.

Planning Policy Statements (PPSs). Planning Policy Guidance Notes (PPGs) and their replacements, Planning Policy Statements (PPSs), are prepared by Government after public consultation to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system. They also explain the relationship between planning policies and other policies which have an important bearing on issues of development and land use. Local authorities must take their contents into account in preparing their development plan documents. The guidance may also be relevant to decisions on individual planning applications and appeals.

Public realm. The space between and within buildings that are publicly accessible, including streets, squares, forecourts, parks and open spaces.

Public Transport Accessibility Level (PTAL). Provide a methodology for assessing the relative ease of access of a location to the public transport network. PTAL 1 is 'very poor' with PTAL 6 being 'excellent'.

Social and community uses. For the purpose of the Core Strategy, Social and Community uses are defined as including: care homes/care facilities and elderly people's homes; community/meeting halls; doctors, dentists, hospitals and other health facilities; hostels; laundrettes; libraries; Metropolitan Police and other emergency service facilities; petrol filling stations; places of worship; bespoke premises for the voluntary sector; schools and other educational establishments sports facilities; and youth facilities.

Spatial Development Strategy. This strategy is prepared by the Mayor. The Mayor has chosen to call the Spatial Development Strategy for London the 'London Plan'.

Statutory Consultees. For the purposes of this document refer to the SEA screening and is identified as the Environment Agency, Natural England and English Heritage.

Supplementary Planning Document (SPD). An SPD does not form a part of the statutory development plan. It can take the form of design guides or area development briefs, or supplement other specific policies in the plan. However it must be consistent with national and regional planning guidance, as well as the policies set out in the adopted plan. It should be clearly cross-referenced to the relevant plan policy or proposal that it supplements. Public consultation should be undertaken and SPDs should be regularly reviewed. An SPD is a material planning consideration.

A.2 Translation

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