



Outlook

Maida Hill Neighbourhood Plan - comments and suggestions

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To Neighbourhood, Planning: WCC <neighbourhoodplanning@westminster.gov.uk>

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Hi,

Hope you are doing well

I am a resident of Maida Hill, a woman walking every day through Maida Hill to and from work, sometimes late at night, and also economist and real estate development specialist.

I have studied the documents related to the proposed Maida Hill Neighborhood Plan. That's a great initiative, covering many local concerns, and I wish many of the principles stated in the plan were taken seriously and introduced.

I would like to express my thoughts and suggestions regarding the plan. Please see some key points below.

1. Rain gardens and any other measures to prevent flooding should be a top priority in planning, and should be coordinated with the adjacent areas, such as South Kilburn regeneration projects in Brent, which increase the load to the existing sewage and drainage system, but the planning applications are being submitted in isolation, so the impact of all the new developments might be underestimated.
2. I strongly support the Design guidelines and codes developed by AECOM, and our neighborhood would be a much nicer place, if they are applied! I stress that it is very important to make sure that these standards are not only applicable to the new developments, but also reinforced to the existing businesses. From the document it appears that the principles have been created for new developments only ("set of design guidance and codes which will apply to future development in the area. This will help to ensure that as any new development comes to the neighbourhood area, it responds to its context and supports and enhances the quality of the area's existing character."). The majority of retail frontages are already active, so any strict requirements applied to a few new tenants won't improve the quality and appearance of the local shopping areas and public spaces overall. Please include the tools/mechanisms, which would make the existing businesses comply with the guidance.
3. Zagros building is an asset, which should be used to improve the visual appearance of the square. Please enforce the regulations to put the design of the ground floor in line with the whole building's beautiful design. This applies to all "locally significant buildings" - their beauty should be protected and showcased.

4. I strongly support the project aimed at the improvement of the public realm around the junction of Shirland Road with Chippenham Road, Walerton Road and Malvern Road.

However, to make it work, Shisha bar at 99 Chippenham Rd should be closed. It is a health and fire hazard, having negative effects on the community, including children and families. Also, not fitting to any design standards stated in the plan.

5. Finally, unpopular, but economically supported opinion: Building new social housing is not a solution to local problems. We need more viable businesses, which would get local people involved and employed. Also we need safety and security, especially protection of the young generation from getting involved into criminal activities, such as drug dealing, which is now so shamelessly obvious in some locations across the area, but not much is being done. These should be top priorities, not just building social housing for the sake of social housing.

I hope my voice will be heard, and I wish to see our neighbourhood beautiful and prospering.

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Sincerely,

Natalia Ivlikova