



# MAIDA HILL NEIGHBOURHOOD PLAN 2023-2040



**Submission Version  
August 2024**

**MAIDA HILL NEIGHBOURHOOD FORUM**

[www.maidahillforum.org.uk](http://www.maidahillforum.org.uk)

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# FOREWORD

This Neighbourhood Plan has been drawn up using powers in the Localism Act 2011 (an Act which aimed to make it easier to devolve decision-making powers from central government control to local communities). It has been written by the Maida Hill Neighbourhood Forum (MHNF), a group of volunteers representing residents and businesses in Maida Hill, which is non-political and independent of Westminster City Council.

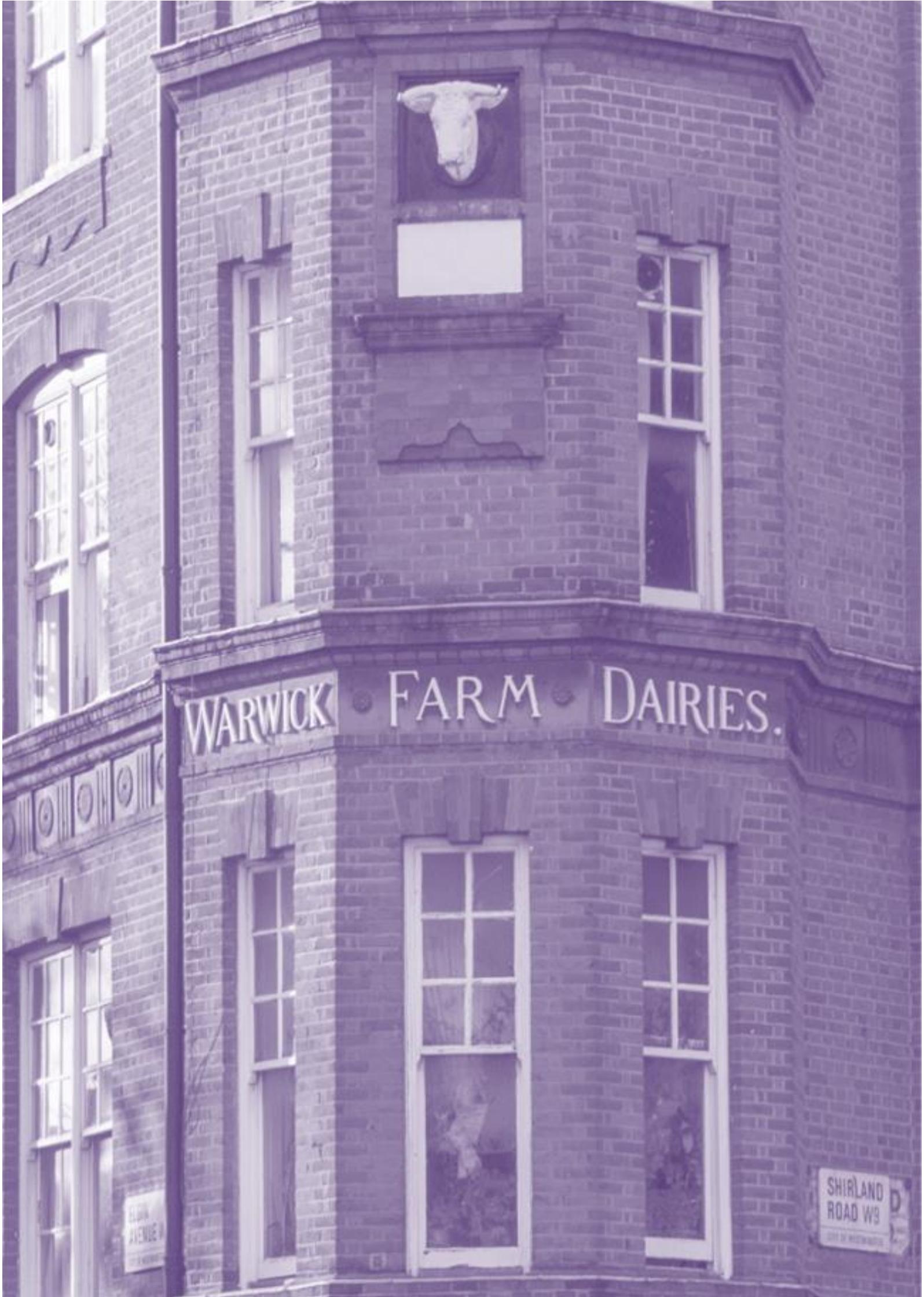
Maida Hill is known for its ethnically mixed and socio-economically diverse community, founded on decades of community activism and trailblazing resident led housing action. The area played an important role in the history of 20th century music, and provided a home for a number of iconic, arts and cultural organisations.

In what is one of the most, if not the most densely populated ward in the country, this Plan seeks to retain and protect its positive features, while facilitating environmental improvements and responses to the climate change, new jobs, renewed cultural vibrancy, an attractive and economically successful high street, and sustainable regeneration serving all sections of Maida Hill community, in the years ahead to 2040.

Progress in developing the Plan has been achieved thanks to the expertise, experience and enthusiasm of the members and previous members of the MHNF committee, including Susie Dye, Dafydd Elis, Chris Heath, Maureen Pepper, Sue McGuinness, Tim Roca and Andrew Watson. We are grateful for the support and advice from officers and councillors at Westminster City Council, and for the professional support from Jon Herbert and Tom Leigh at Troy Planning + Design consultants, and Colin Bannon, Ben Castell and Daniel Mather at AECOM. We further gratefully acknowledge grant funding from Locality.

## Committee members of the Maida Hill Neighbourhood Forum

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WARWICK FARM DAIRIES.

ELGIN AVENUE

SHIRLAND ROAD W9

# 1. INTRODUCTION

## A new plan for Maida Hill

- 1.1 This is the submission version of the Maida Hill Neighbourhood Plan. It includes the district centre along Harrow Road as well as Maida Hill Market, and extends to cover the residential areas and local centres beyond these (Figure 1). The Plan area was based upon the Harrow Road ward boundary as of 2015. Although the ward boundaries have changed slightly since then, the Plan area remains the same. Running clockwise from north to south, the boundary of the Plan area is defined by:

The junction of Fernhead Road and Carlton Vale – Saltram Crescent and properties fronting onto both sides of this – Shirland Road – Maylands Road – Harrow Road – Great Western Road – Grand Union Canal – Harrow Road – Portnall Road – Shirland Road – Fernhead Road.
- 1.2 The purpose of neighbourhood planning is to give local people and businesses a much greater say in how the places they live and work should change and develop over time. Neighbourhood planning is designed to give local people a very real voice in shaping the look and feel of an area.
- 1.3 Maida Hill was formally designated as an area for neighbourhood planning purposes in September 2015 and renewed for a further five years in February 2021. The Maida Hill Neighbourhood Plan Forum has surveyed, spoken to and listened to members of the community, and has used the issues, and opportunities, raised during that process to help inform production of the policies and projects now presented in the Neighbourhood Plan.
- 1.4 The Plan sets out the local community's aspirations for Maida Hill for the period 2023-2040 and establishes policies in relation to land use and development. These are policies that will influence future planning applications and decisions in the area.
- 1.5 When 'made', the Neighbourhood Plan will form part of the development plan prepared by Westminster City Council (which includes the City Plan, London Plan and the National Planning Policy Framework), and will be used by officers at the City Council to determine planning applications submitted for development in Maida Hill.
- 1.6 The Neighbourhood Plan is also a wider expression of the community's manifesto for Maida Hill, bringing together more than just traditional planning matters. It includes a series of projects and ideas that the Forum would like to see implemented in the area and which will help improve quality of life and the environment for all.



Figure 1: The designated Maida Hill Neighbourhood Plan area. This is based upon the Harrow Road Ward as of 2015.

## The Maida Hill Neighbourhood Forum

- 1.7 The [Localism Act 2011](#) gave communities the power to develop neighbourhood plans to be progressed by Town and Parish Councils, or neighbourhood forums.
- 1.8 Work on this Plan has been led by the Maida Hill Neighbourhood Forum (MHNF). The Forum is a community group that brings together the views of residents and businesses to speak with a collective voice about current issues and future developments in Maida Hill.
- 1.9 More than 13,000 people live in Maida Hill. It has an ethnically diverse population and a broad socio-economic mix with a strong sense of local community. The Forum is working with local people (residents and workers) to create a friendly and flourishing space and are committed to developing the area into a thriving and positive, healthy and happy community. The aim is to develop an environmentally and socially conscious Neighbourhood Plan for the benefit of everyone.

## About the Area

- 1.10 Facts and figures about the Neighbourhood Plan area (Source: [Westminster City Council, 2018, Harrow Road Ward profile](#)):
  - A primarily residential area, with 3-4 storey terraced homes, many of which have been converted into apartments.
  - The residential areas are predominantly of Victorian housing stock, along with some significant areas of social housing.
  - A population of around 13,400 people, living in approximately 5,500 residential properties. Half of all families have dependent children.
  - It is an ethnically diverse area, with almost half of all residents born outside the UK.
  - 68% of the population is of working age. There are 618 businesses in the area and 2,240 jobs. Median incomes are lower than those for Westminster as a whole.
  - There is a large affordability gap between household incomes and median property prices in the area.
  - The area benefits from excellent public transport links. The area is served by a number of bus routes and although there are no train or tube stations within the area boundary, Queen's Park, Maida Vale, Warwick Avenue, and Westbourne Park stations are in walking distance.

- Access to parks and open spaces in the Plan area is lower than the Westminster average. Concentration levels of nitrogen dioxide on Harrow Road exceed the World Health Organisations recommended limits.

## Status of the Plan

- 1.11 There are various stages involved in preparing a Neighbourhood Plan. Broadly, they include:
- a. Initial consultation to identify issues, concerns and areas of focus for the Neighbourhood Plan.
  - b. Collection of 'evidence' on the issues and potential options, ideas and strategies to be progressed through the Plan.
  - c. Production of and consultation on emerging policy ideas.
  - d. Drafting of and formal consultation on the Neighbourhood Plan (known as the Regulation 14 Stage).
  - e. Updating the Plan in response to consultation, submitting it to Westminster City Council and testing it through an independent examination process.
  - f. Subjecting the Neighbourhood Plan to a local referendum, where all those of voting age residing in the Plan area will be asked whether they think the Plan should be brought into force ('made').
  - g. Adopting ('making') the Neighbourhood Plan as a policy document (if more than 50% of people that turn out vote 'yes' at the referendum). It will then be used alongside the City Plan to help shape and determine planning applications in Maida Hill.
- 1.12 This is the Submission version of the Neighbourhood Plan. Comments received during consultation have been reviewed and amendments made to the Plan as appropriate.

## Structure of the Plan

- 1.13 Following this introduction the draft Neighbourhood Plan comprises ten further sections. These are:
- Section 2: 'Policy Context', provides an overview of existing planning policy for the area.
  - Section 3: 'Historic context', provides an overview of the growth and development of the area.
  - Section 4: 'Vision and Objectives', presents the vision and objectives for the Plan area.



- Sections 5 - 10: These sections present the policies and associated projects for Maida Hill, based upon the set of objectives for the area.
- Section 11: Summarises the next steps in the plan-making process.

1.14 This Plan is supported by a set of appendices and supporting documents, including the 'Maida Hill Design Guidance and Codes' (The 'DGC'). The DGC provides an overview and appreciation of Maida Hill's character and, based on this, presents a set of design guidance and codes which will apply to future development in the area. This will help to ensure that as new development comes forward, it responds to its context and supports and enhances the quality of the areas existing character. It is referenced, as appropriate, in the text and policies in the Neighbourhood Plan.



## 2. POLICY CONTEXT

### Introduction

- 2.1 Neighbourhood Plans must be prepared in line with national guidance and legislation including the Localism Act (2011), the [Neighbourhood Planning \(General\) Regulations](#) (2012, as updated in 2015 and 2016), the [Neighbourhood Planning Act](#), the [National Planning Policy Framework](#) (NPPF) (2023) and [Planning Practice Guidance](#) (PPG).
- 2.2 The NPPF supports the delivery of sustainable development and how this should be facilitated through plan-making and the determination of planning applications. Neighbourhood Plans need to align with the NPPF and support sustainable development.
- 2.3 Neighbourhood Plans must also be in general conformity with the strategic policies of the development plan. For Maida Hill, strategic policies are set out in the [London Plan](#) and the [Westminster City Plan](#).

### The London Plan

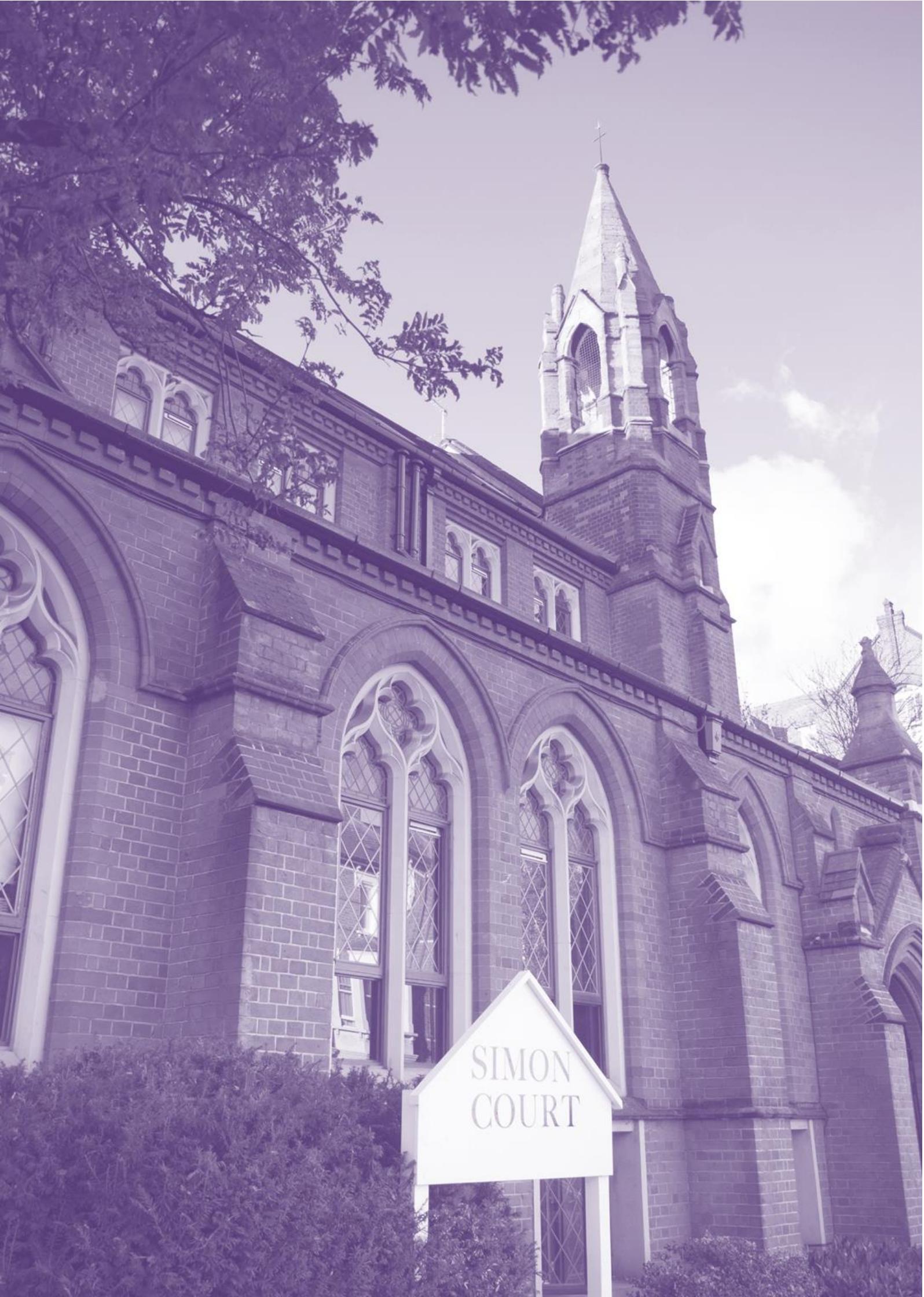
- 2.4 The London Plan is based around the concept of 'Good Growth', which is about creating a more socially inclusive city that improves the health and well-being of all residents. It seeks to provide choice and opportunity for all, reflected in a mix of housing types, employment opportunities, community facilities and an approach to 'healthy streets' that makes it safe and easy for all to get around.
- 2.5 Good Growth is also underpinned by a response to the climate change agenda, aiming to make London a cleaner and greener place for all. It aims to strengthen the character and identity of London's neighbourhoods, which is reflected in their built form, as well as cultural diversity.
- 2.6 The London Plan has set a challenging 10 year (2019/20 – 2028/29) target for delivery of 9,850 new homes across Westminster. Furthermore, the introduction of, for the first time, a small sites housing policy (Policy H2: Small Sites), means the London Plan supports incremental intensification of existing residential areas located in highly accessible, sustainable locations, such as Maida Hill. Small sites are those less than a quarter of a hectare in size. It is expected that, of the total housing target for Westminster, 5,040 of the new homes to be provided will be on small sites (see Table 4.2 of the London Plan).
- 2.7 Of particular relevance to Maida Hill, the London Plan identifies Harrow Road, which partially falls within the Neighbourhood Area, as a 'district centre' in its network of town centres. These are places where a viable range of functions should be consolidated, including convenience retailing, leisure, social

infrastructure, local employment and workspace, whilst addressing the challenges of new forms of retailing. In these centres, opportunities should be taken to realise the potential for higher density mixed-use residential development and improvements to their environment.

## The City Plan

- 2.8 The Westminster City Plan was adopted in April 2021 and covers the period up to 2040. A [partial review of the City Plan](#) is currently underway, focussing on three main policy areas, being affordable housing, a new retrofit-first policy and site allocations. It is anticipated that the Partial Review will be adopted in Summer 2025.
- 2.9 The Neighbourhood Plan has been drafted to cover the same period as the adopted City Plan and, as far as is relevant, refers to and utilises technical evidence prepared in support of the City Plan, all of which can be accessed via the [Westminster City Council website](#). Once 'made' the Neighbourhood Plan will play an integral role in setting out the non-strategic policies for Maida Hill that will be used to determine planning applications in the area.
- 2.10 The Westminster City Plan includes a number of strategic policies. The Maida Hill Neighbourhood Plan conforms to these and develops non-strategic policies that focus on more local issues.
- 2.11 Of particular note, the Westminster City Plan designates a North West Economic Development Area, within which the Neighbourhood Plan area is located. Within this area, the City Plan seeks to increase job opportunities, provide new residential and mixed use developments, create a greener environment, revitalise the Harrow Road District Centre, and provide new and improved social and community infrastructure.
- 2.12 The City Plan does not allocate sites for development as such, and nor does it establish housing figures for Neighbourhood Plan areas, but it does support the following:
- Optimising site densities, including those in Housing Renewal Areas.
  - Delivering a higher number of homes on small sites.
  - Permitting appropriate upwards extensions.
  - Planning positively for tall buildings in certain locations.
- 2.13 Equally, the Neighbourhood Plan does not seek to allocate land for development. Rather, it is recognised that proposals for development will come forward and that the nature of many small schemes, often involving conversion and sub-division for example, means that it will not be possible to identify all such sites. Instead, the Neighbourhood Plan takes a more pragmatic approach,

establishing design guidance and principles to help shape future development such that it responds to and helps reinforce local character and identity. Other matters, such as the approach to flooding, biodiversity, waste and heritage are established in the NPPF, London Plan and City Plan. The Neighbourhood Plan does not repeat these. It is thus important that the Neighbourhood Plan is read alongside the London Plan and City Plan.



SIMON  
COURT

## 3. HISTORIC CONTEXT

### Early history

- 3.1 Before 1800, what is now known as Maida Hill and Maida Vale, was covered in fields, with grazing cattle. Through the meadows ran a stream called the River Westbourne.
- 3.2 The opening of the Grand Union Canal (Paddington Branch) in 1801 led to the first villas being built on Hill House fields, the highest part of Paddington, 37m above sea level.
- 3.3 In 1810 a pub opened at 435-437 Edgware Road called 'The Hero Of Maida' – referring to Major General Sir John Stuart who, in 1806, led British troops to victory over a larger French force on the plain of Maida in southern Italy.
- 3.4 In 1828, other than a short row of houses at Orme's Green in Harrow Rd (probably built by Bond Street print seller Edward Orme, who was building around Bayswater from 1809), the countryside remained open.
- 3.5 The north-western part of Paddington parish was still rural in 1840. In the first half of the 19th Century Maida Hill East and Maida Hill West, referred to the area now known as Maida Vale, belonged to the Bishop of London. Most of the parish west of the Westbourne stream was within Westminster Abbey's Westbourne manor. Part of Queen's Park belonged to All Souls' College, Oxford. In the late 1850s the River Westbourne was piped underground. Building spread northward from Westbourne Green during the 1860s.

### The building of St Peter's Park, later to become Maida Hill

- 3.6 By 1865 the name St Peter's Park, commemorating the lordship of Westminster Abbey, was given to a projected suburb north of Harrow Road. A few straight avenues leading from Harrow Road had been planned, although not yet built up: Malvern (soon renamed Chippenham) Road, an extension of Elgin Road, St. Peter's (renamed Walterton) Road, and the southernmost stretch of the future Fernhead Road; to the west, part of Ashmore Road, as yet unnamed, had begun.
- 3.7 In 1865 Sir John Neeld made the first leases (99 years), on the nomination of Edward Vigers, a builder or timber merchant of Tavistock Lodge, Great Western Road. They were mostly for terraced houses of three storeys over a basement along the north side of Harrow Road, forming Chippenham Terrace, and in Marylands Road, and for two-storeyed houses in Chippenham Mews. The

Goldney family, some of whom were Wiltshire neighbours of the Neelds, were also involved.

- 3.8 By 1869 there were houses along much of Chippenham Road and at the west ends of Elgin Road, where St. Peter's church had been allotted its existing site, Marylands Road, and Sutherland Gardens. All three roads led towards Shirland Road, which approximately followed the line of the Bayswater or Westbourne stream. Most of Goldney Road had been built up. Neither Fernhead nor Ashmore Roads stretched very far, but Saltram Crescent had been planned to run north to Kilburn Lane. There were houses on the west side of Shirland Road, at the south end, by 1870.
- 3.9 Vigers, who had been speculating in land in north Kensington at the west end of Westbourne Park Road since 1860, found the building of St. Peter's Park a risky enterprise. He had to construct roads and sewers, besides a bridge over the canal (Carlton bridge), which would provide access by omnibus, but which caused a dispute with the vestry about rights of way. Some of the small builders to whom he had subleased were in trouble from 1868, and Vigers himself was forced to negotiate a further loan in 1870. Over a quarter of the builders on the estate failed between 1870 and 1872.
- 3.10 Building activity revived in the mid 1870s, after Vigers's bankruptcy had been averted by the Neeld trustees. In 1886 the northern parts of Ashmore and Fernhead (then to be called Neeld) Roads had no buildings, except St. Luke's church between them by Kilburn Lane, and neither had Saltram Crescent.
- 3.11 There were still gaps along the middle stretch of Saltram Crescent and to either side of Marban Road, leading west from Fernhead Road, in 1891, although they had been filled by 1901.
- 3.12 St. Peter's Park was begun with some substantial terraces near Harrow Road. Parts came to suffer from a cramped layout, however, and much housing was soon neglected. Walterton Road in the 1880s had bay windows, many with cards advertising services 'from the letting of lodgings to the tuning of pianos'.
- 3.13 Subletting had led to deterioration throughout the area by the 1890s, although there was little real hardship. In the eastern part well-to-do households lined Sutherland and Elgin Avenues, as in the Maida Vale stretches of those roads, and Harrow Road and Grittleton Road. There were also some well-to-do residents in Marylands Road and its southern offshoots, and in Chippenham and Walterton Roads. Elsewhere, including the slightly newer part west of Chippenham Road, residents were 'fairly comfortable'. Houses were mostly of nine rooms and might be let to two or three families, often clerks, agents, or well-paid artisans.



- 3.14 In 1901 the area came under the metropolitan borough of Paddington, administratively the Harrow Road Ward. Between 1918 and 1939 the name St Peter's Park fell into disuse.

## The creation of Walterton and Elgin Community Homes (WECH)

- 3.15 After World War II parts of St Peter's Park were cleared for municipal housing.
- 3.16 In 1953 the London County Council bought the Walterton Estate, built between 1865 and 1885, from the Church Commissioners. During the 1950s, private landlords, including the infamous Rachman, bought up tail ends of leases due to expire. In 1964, the County Council inherited a rundown, overcrowded estate where many homes lacked basic amenities.
- 3.17 During the 1960s the Greater London Council built tower blocks and low rise blocks on the Elgin Estate. In the early 1970s the sheer volume of derelict homes gave rise to the high profile Elgin Avenue squatting campaign, involving such figures as housing campaigner Piers Corbyn and punk legend Joe Strummer of the Clash. More than half of the homes on Walterton were demolished during this time with the remainder of around 360 houses being "reconditioned" to a fifteen year life.
- 3.18 In 1980 ownership of the area transferred from the Greater London Council to Westminster City Council. In 1985 the Council decided to sell off the estates to private developers. Residents responded by forming the Walterton and Elgin Action Group (WEAG), organising protests, petitions and developing their own plan to save the homes of local people in need of rented housing.
- 3.19 In 1987, Westminster City Council proposed to dispose of a large number of homes in the private market, so they refrained from re-letting any flats that became vacant. By the middle of 1988 one third of Walterton Estate homes were empty and blocked with steel doors. Hermes and Chantry Points were heavily squatted.
- 3.20 In 1988, the WEAG began the process of transferring ownership of the estates to the community. In April 1992 residents took over ownership and control of 921 homes, and the Walterton and Elgin Community Homes (WECH) was formed. After negotiating funding from Westminster City Council, WECH rebuilt and refurbished properties that had suffered years of neglect. Two tower blocks were demolished and replaced with low rise homes. Despite turbulent relations with the local authority before 1992, WECH has since worked closely with Westminster City Council.

3.21 WECH is now a beacon of how resident control can not only revitalise the physical environment of run down estates but also create sustainable and inclusive communities from the bottom up.



# 4. VISION AND OBJECTIVES

## What the community told us

4.1 The Neighbourhood Plan has been strongly influenced by ideas, suggestions and feedback received from the community during a series of engagement activities that took place between 2016 and 2023. These activities have included:

- “Placecheck Walkabouts” in the local area (2016) – around 50 or so participants took part in two walks of the Plan area with the aim of gathering evidence on strengths, weaknesses, opportunities and threats as well as priorities for improvements. This was supplemented by an online version of the Placecheck tool, with more than 300 ideas and comments recorded on this.
- A Planning Workshop was convened by the Forum in December 2017, taking feedback from the Placecheck exercise to focus on potential improvements at a series of key locations in the Plan area.
- A series of collaborative sessions hosted by Westminster City Council in 2017 and 2018, which focused on the future of the ‘Harrow Road area’. The sessions involved day-long workshops and public meetings in the evening. The Forum supported and attended all events. Messages from this informed the Westminster City Council’s Place Plan for Harrow Road and have also fed into the Maida Hill Neighbourhood Plan.
- Walkabouts of the Marble House and Lydford Estate in the Summer of 2018, attended by Forum members and residents, identifying priorities for environmental improvements, access, safety and addressing anti-social behaviour.
- Attendance at the WECH Summer Festivals between 2021 and 2023, using the first of these to ‘re-launch’ work on the Plan following the Covid lockdown period, and later events to share information and consult on the ideas included in the emerging Plan.
- Holding annual general meetings (AGMs) every year, save for the first year of Covid lockdown, to present updates on the Plan and seek comments on this. The AGMS took place in person and online, with around 40 – 60 people attending each event.
- Formal consultation of the Neighbourhood Plan at the Regulation 14 stage in late 2023.

4.2 Key messages received from the consultation activities were:

- There is a **strong sense of community** and cultural identity in the area, which should be reflected in the range and mix of uses to support everyday life and community cohesion. The area should strive to be safe and inclusive. This should also extend to opportunities for local people to live and work in the area, with affordable workspace being accessible to the local community.
- The **quality and appearance of local shopping areas and public spaces** should be improved. Within these areas, uses that meet the needs of the community should be provided. The presence of betting shops, fast food outlets and shisha bars should be minimised.
- There is a **lack of greenery and green space in the area**. Opportunities should be taken to protect the green spaces that do exist, enhance enjoyment of these, including for example, access to the Canal, and to provide new areas of green space. New green spaces could be provided through new development or through introduction of street trees and pocket parks.
- New **development should be of an exceptional design quality** and reflect the key qualities of the area, including the heights, densities and architectural features of buildings in Maida Hill. Existing buildings should be reused in preference to redevelopment, with conversions undertaken sensitively, particularly in respect of any shops that are converted into new homes.
- Proposals should **support higher standards of sustainability** across the area and encourage people to walk and cycle.

4.3 The messages received through the events informed the vision and objectives for the Neighbourhood Plan. The policies and projects within this Neighbourhood Plan are then intended to deliver on the vision and objectives. These are presented in sections 5 – 10 of the Neighbourhood Plan.

4.4 Some of the matters outlined above are covered through the London Plan and the Westminster City Plan. It is not for the Neighbourhood Plan to repeat or duplicate these. Instead, the Neighbourhood Plan develops these further as appropriate to reflect local matters. Although some of the issues outlined above are not strictly 'land-use planning policy' matters, they do reflect the community's concerns and hopes for the area and are embedded in this Neighbourhood Plan through a combination of the vision and supporting projects. They are ideas that will need developing and exploring further with other organisations and delivery partners, but are those towards which any funding made available through the 'neighbourhood portion' of the Community Infrastructure Levy might be directed.

## Vision

4.5 The vision for the area is set out below:

*Maida Hill has a distinctive history and urban character, with a mix of Victorian terraces and 20<sup>th</sup> century housing estates at a high but gentle density, and with a network of small but well used green spaces. It has good transport links, with Harrow Road functioning as a local high street and Maida Hill Square as its main public space.*

*Maida Hill is known for its ethnically mixed and socio-economically diverse community, founded on decades of community activism and trailblazing resident-led housing action. The area played an important role in the history of 20<sup>th</sup> century music, and provided a home for a number of iconic, arts and cultural organisations.*

*This Plan seeks to retain and protect these positive features, while facilitating environmental improvements and responses to climate change, new jobs, renewed cultural vibrancy, an attractive and economically successful high street, and sustainable regeneration serving all sections of Maida Hill community, in the years ahead.*

## Objectives

4.6 The objectives, outlined below, have been developed through consultation and provide a framework for policies in the Neighbourhood Plan. They are:

### **Objective 1: Community**

4.7 To maintain a strong sense of community, foster social inclusiveness and support opportunities for local businesses and SMEs.

### **Objective 2: Town centres**

4.8 To support a network of local services and facilities that provide for the day-to-day needs of the local community.

### **Objective 3: Place quality**

4.9 To deliver high quality design in development that is distinctively 'Maida Hill'.

### **Objective 4: Public space**

4.10 To retain and deliver new areas of greenery, creating safe and attractive open space.

### **Objective 5: Movement**

4.11 To create an environment where people can move about safely and easily on foot and by bike.

### **Objective 6: Low carbon**

4.12 To support initiatives that make Maida Hill resilient to the effects of climate change.

## Policies and projects

- 4.13 A Neighbourhood Plan can take many shapes and forms. The drawing of a boundary for the purposes of neighbourhood planning does not mean that it needs to address all planning matters within it. Matters such as the overall quantum and location of new development will be established by the London Plan and the City Plan. The Neighbourhood Plan then has a focus on issues of particular interest to the local community, and which are intended to influence change at that level. The policies, and projects, that follow in sections 5 – 10 of the Neighbourhood Plan respond to, and are intended to help deliver, the vision and objectives for Maida Hill.
- 4.14 It is important that the Neighbourhood Plan is read as a whole. All policies should be viewed together, and alongside the wider development plan, in the preparation and consideration of planning applications.
- 4.15 For the avoidance of doubt, within sections 5-10, each topic area includes some introductory and explanatory text, followed by one or both of the following:

### Policy box

The draft Neighbourhood Plan establishes land use and development management policies for Maida Hill. These are contained in light blue shaded policy boxes, like this one. The policies cover matters where planning permission is required for development to take place. Developments and interventions that do not require planning permission are not covered by policies, but can be addressed through wider projects and aspirations (see below).

### Project box

The draft Neighbourhood Plan covers more than just traditional planning matters as it presents the community's vision for the area. Items that the community are seeking, but that cannot be delivered through planning policy, are identified and contained in pink shaded project boxes, like this one. These are included within the body of the report, rather than being presented in a separate chapter or appendix, because they relate to the objectives and form a clear and important part of the story. They are ideas that will need developing and exploring further with other organisations and delivery partners, with the role of the Forum focused on 'brokering'. Funding made available through the 'neighbourhood portion' of the Community Infrastructure Levy might be directed towards realising these ideas.





CHIPPENHAM HOTEL



207 SHIRLAND ROAD

CHIPPENHAM HOTEL

# 5. COMMUNITY

5.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 1: Community - To maintain a strong sense of community, foster social inclusiveness and support opportunities for local businesses and SMEs.**

## Facilities

5.2 The provision of social and community infrastructure in Maida Hill (Figure 2) is critical to sustaining and meeting the day-to-day needs of local residents, providing access to essential services and facilities, supporting community cohesion and helping to maintain a high quality of life. Such facilities, which include schools, healthcare, places of worship, sports and community halls, also have an important role in strengthening social networks, sense of community and identity. Locating such uses close to homes and co-located with other activities will help increase access and use by the whole community.

5.3 City Plan Policy 17 supports proposals for new community facilities and seeks (under clause 'c' of Policy 17) to protect, from loss, existing facilities. Where applications are made that would result in the loss of facilities, the City Plan establishes a set of criteria that need to be met. In terms of facilities within Maida Hill that should be protected from loss and enhanced where possible, the community identified the following to be of particular importance through consultation events:

- Community centres and halls, including Lydford Tenants Hall, Portgate Hall, the Ernest Harris Community Centre and WECH Community Centre.
- Green spaces, parks and gardens (see the green spaces section of the Neighbourhood Plan).
- The Maida Hill Marketplace (including its associated toilet facilities), as a community meeting and events space.
- The Post Office and YAA Centre.

5.4 In terms of new facilities that would be welcome in the area, these include spaces for younger members of the community (e.g.: Youth Clubs or similar), opportunities for sport, exercise (including swimming), art, culture and skills training. Facilities and/or art-works that promote and preserve cultural heritage would also be welcome.



 School	1. Maida Vale School	11. WECH Community Centre
 Healthcare	2. Fernhead Road Methodist Church	12. St Peter's CE Primary School
 Community Centre	3. Lydford Tenants Hall	13. YAA Centre
 Place of Worship	4. Pharmacy	14. Paddington Academy
 Art and Culture	5. Queen Elizabeth II Jubilee School	15. Ernest Harris Community Centre
 Other	6. St Peter's Church	16. Public toilets, Maida Hill Market
	7. Pharmacy	17. Post Office
	8. Dentists	18. Gerry's Pompeii
	9. Pharmacy	19. Portgate Hall
	10. Medical Centre	

*Figure 2: The Neighbourhood Plan area benefits from provision of a wide range of community facilities and services. Policy seeks to protect these and welcomes both improvements to these and proposals for new facilities.*

- 5.5 The City Plan supports the shared and extended use of facilities, enabling the wider community to benefit from those facilities out of normal operational hours (e.g.: school sports facilities). To help facilitate this, applicants for new or improved facilities are encouraged to prepare and submit a [Community Use Agreement](#) as part of the planning application material. This will help formalise the operation and use of the facility for different uses and activities. The use of Community Use Agreements is supported through the [draft Planning Obligations and Affordable Housing SPD](#) published by Westminster City Council.
- 5.6 The future of pubs in Maida Hill is also important to the community. Over the past decade the number of pubs in Maida Hill has fallen, with many of these being converted for other uses, including homes and shops.
- 5.7 The City Plan lists pubs as one of the uses typically found in a local centre 'providing facilities for people living or working nearby', and notes that they 'play an important role as social hubs at the heart of communities'.
- 5.8 Policy 16 of the City Plan specifically protects pubs from loss, subject to meeting certain criteria. In Maida Hill, applications that result in the loss of pubs will be strongly resisted. Equally, proposals for new pubs will be supported. In such instances, these will need to be appropriately located to avoid impacts on residential amenity, including noise and odour, in line with the London Plan Agent of Change Policy (D13) and the Westminster City Council's Environmental SPG.

### **Policy MHC1: Social and community facilities**

1. Community facilities in Maida Hill identified in Figure 2 are protected from loss in line with City Plan Policy 17.
2. Proposals for improvements to existing community halls (Lydford, Portgate, Ernest Harris, WECH) are welcome where they:
  - a. include provision of flexible, multi-functional space; and
  - b. are designed with inclusivity in mind, being accessible to all.
3. Proposals for new community facilities will be supported in line with City Plan Policy 17 and where:
  - a. they are designed in line with criteria 2a and 2b of this policy;
  - b. they are highly accessible by walking, cycling and use of public transport; and

- c. they respond positively to the immediate context in terms of the scale, massing, layout and materials of adjacent buildings as set out in the DGC.
- 4. Applicants for new community facilities, or improvements to existing facilities, are encouraged to prepare a Community Use Agreement as part of the planning application material.
- 5. Where proposals for community uses form part of a mixed use development, noise and odour conflicts<sup>1</sup> between uses must be avoided.
- 6. Proposals that result in the loss of pubs from the Neighbourhood Plan area will be resisted in line with City Plan Policy 16.
- 7. Proposals for new pubs in the Neighbourhood Plan area will be supported in line with City Plan Policy 16 and where:
  - a. they are located in designated town centres;
  - b. they demonstrate compliance with the Agent of Change approach in the London Plan and requirements of the Westminster City Council's Environmental SPG in respect of residential amenity, noise and odour disturbance.

5.9 Provision of new community facilities is often dependent upon new development and funding programmes established by service providers. In the absence of new facilities, making more effective use of, or enhancing existing, facilities can be a way to support social cohesion and inclusiveness.

5.10 Although land use policies can't require existing facilities to be opened up for wider use, the Forum is keen to work with the owners of existing facilities to enable this.

#### **Project MHa: Use of existing facilities**

1. The Forum supports and welcomes opportunities to open existing community / third sector facilities for use by the public. This could include 'out-of-hours' use of schools, community and church halls and charities. Specific locations that the Forum feel would be suitable include:
  - a. Queen Elizabeth School playground
  - b. Kennet West Skill Centre
  - c. Flamboyant Carnival Charity building and garden

<sup>1</sup> Including those comprising a 'statutory nuisance' covered by the Environmental Protection Act 1990. See: <https://www.gov.uk/guidance/statutory-nuisances-how-councils-deal-with-complaints>

- d. Lydford Tenants Hall
  - e. Portgate Hall
  - f. Paddington Academy
  - g. YAA Centre
  - h. Maida Vale School
  - i. Methodist Church, Fernhead Road
2. Service providers of community facilities (and proposed new facilities) are encouraged to prepare a Community Use Agreement to indicate how this might be used for wider community use.

## Safety and inclusiveness

- 5.11 Between February 2020 and January 2021 a total of [20,939 recorded crimes](#) occurred within one mile of W9 3ET (Maida Hill Place). Of these, 8,867 were associated with anti-social behaviour, and 3,736 comprised violence and sexual offences. In addition to these records, consultation exercises on the Plan drew attention to many local young people being subjected to threatening behaviour and coercion, which goes unreported. Shopkeepers also said they suffer from petty theft and intimidation.
- 5.12 The Forum wants the Plan area to be as safe, unthreatening and as inclusive as possible. Design principles, including those in Safer by Design (see Policy MHD3) can help, but wider interventions are also required.

### Project MHb: Community safety

1. The Forum supports opportunities to work with Westminster City Council and the police to establish priority locations for improved CCTV coverage and street lighting on existing streets.
2. The Forum also feels that Maida Hill would benefit from increased police presence, and is keen to work alongside the police to introduce a police/safety stand at Maida Hill Square.
3. Such actions are best complemented by the provision of facilities and activities that offer a positive route for teenagers and young adults, and the Forum is highly supportive of this agenda (for instance, it organises basketball sessions for young people led by a trained coach).

- 5.13 The Forum is a Planning Consultee and, in line with [Westminster City Council guidance](#), should be consulted on proposals for development at the earliest

opportunity, enabling concerns and potential opportunities to be highlighted at an early stage, informing the proposals and shaping a better final outcome.

### **Project MHC: Engagement and communication**

1. The Forum recognises that engagement and transparent communication is key to successful decision making. Applicants of locally significant developments (see Glossary) are encouraged to consult with the Maida Hill Neighbourhood Forum at the earliest opportunity, including at the pre-application stage, in line with the [Early Community Engagement guidance](#) note published by Westminster City Council.
2. Further to this, the Neighbourhood Forum, working with Westminster City Council, WECH and other key local partners, is to develop better ways of communicating with residents, through improved street displays, newsletters, Maida Hill Forum's web site and other community engagement platforms.
3. Efforts will also be made to ensure that within the Neighbourhood Forum all sections of the community are represented in decision making on issues that matter for the area. To do this, the Forum will continue to work to ensure that a diverse range of residents and businesses are involved in the Neighbourhood Forum activities and are represented on its Committee.

## **Affordable workspace and housing**

- 5.14 Although there are a range of businesses and employment opportunities in the Neighbourhood Plan area, incomes remain far below the borough median. The ongoing role that Maida Hill plays in providing local employment opportunities is supported. This is recognised in the City Plan, with Policy 13 supporting the provision of workshops and studios in the North West Economic Development Area, and that provision of affordable workshop will generally be supported throughout the commercial areas of the borough.
- 5.15 Guidance on what comprises affordable workspace in Westminster is set out in the [Westminster City Council's Planning Obligations and Affordable Housing SPD](#) (draft, March 2022) and supporting note to this: [Affordable Workspace Informal Planning Guidance Note](#) (draft, March 2022). Such uses will generally be classified as falling within Use Class E(c) or E(g) and where at least 50% of the total floorspace is within Use Class E(c) or E(g), and should be focused on supporting 'start-up' and 'early-stage' businesses, which are those business within their first five years since incorporation.

- 5.16 The guidance notes suggest that affordable workshops should be designed with flexibility in mind, to allow them to respond to the needs of changing occupier demands. It also notes that the workspace should be fitted out to Category A standards (see Appendix 1), or ready for such fit out. It also outlines the operation and management plans that should be in place to support the ongoing affordability of the workspace.
- 5.17 There is currently no provision or truly affordable workspaces in the Neighbourhood Plan area. Between 2017 and 2019 Kindred Studios provided a creative space for 175 artists and makers, as well as running an educational programme and hosting events to showcase local creativity. The building occupied by the Studios was sold in 2019 and this workspace has yet to be reprovided. The Great Western Studios in nearby Westbourne did, at one time, provide an alternative location for affordable workspace, although the commercial success of that means it is no longer affordable to many new young businesses, or artists and makers. Affordable workspaces bring life and inspiration to a community, and the Forum is keen that such workspaces can be provided in the Plan area.

### **Policy MHC2: Affordable workspace**

1. Proposals for developments which incorporate affordable workspace (Use Class E(c) or E(g)) are encouraged and will be supported where they:
  - a. do not cause excessive noise or disturbance to the detriment of residential amenity;
  - b. are complementary to other proposed uses when forming part of a mixed-use development;
  - c. respond positively to the immediate context in terms of the scale, massing, layout and materials of adjacent buildings as set out in the DGC;
  - d. are designed with flexibility in mind to allow for the changing needs of businesses and occupiers;
  - e. are designed for use by small businesses, including artists and makers, start-up and 'early-stage' businesses, who, ideally, are located in the Neighbourhood Plan area or North West Economic Development Area defined in the City Plan; and
  - f. include a fit out, operation and management plan in line with the Westminster City Council's Affordable Workspace Informal Planning Guidance Note and its Planning Obligations and Affordable Housing SPD.



### **Project MHd: New affordable workspaces**

1. The Forum is keen to work with Westminster City Council, Canal and River Trust, Housing Associations and other stakeholders to explore new locations for affordable workspaces. Suitable locations might include Canal Boats, Underused Housing Association undercroft car parks, empty retail and commercial buildings.
2. The Forum would also like to explore with Westminster City Council, Paddington Development Trust and local businesses, how best to extend and replicate the not-for-profit enterprise hub model used at St. Peter's Church, and feed in views and advice to the Council's economic development strategy.

- 5.18 The [Harrow Road Ward profile](#) indicates that there is a large affordability gap between household incomes and median property prices in the area. It states that residents of the area would have to pay 16.9 times their salary to be able to afford a home in the area. This is reflected in home ownership data, with the [2021 Census](#) reporting (via the [London data set](#)) that 44% of all households in the area are socially rented. Delivery of affordable housing within the Neighbourhood Plan area is thus important.
- 5.19 The City Plan (Policy 9) sets out the approach to affordable housing, the thresholds triggering delivery, split of tenure types and restrictions placed on the loss of affordable housing. These are all important to the Neighbourhood Plan area and are not repeated here. However, payment to the Westminster City Council's Affordable Housing Fund provides scope for off-site provision of affordable housing, which may take place beyond the Plan area. The Forum is keen to see the delivery of affordable housing within Maida Hill maximised and, to this end, welcomes proposals for schemes that comprise entirely affordable homes and which remain affordable in perpetuity. Equally, opportunities that are taken to bring empty homes back into use and delivery new affordable homes are welcome.

### **Policy MHC3: Affordable housing**

1. Proposals for new housing development where all homes meet the definition of affordable housing, and comply with the wider policies of the development plan, are encouraged in the Neighbourhood Plan area. This includes proposals for community-led housing or from community land trusts where all homes are affordable and will remain so in perpetuity.

### **Project MHe: Empty homes and affordable housing**

1. The Forum is keen to see the number of empty homes in the area reduced, and to see more affordable homes provided in the Neighbourhood area.
2. As such, support will be given to residential developments that include mechanisms for preventing properties being unoccupied for long periods of time.
3. It further supports mechanisms for delivering affordable housing outside of the private sector, for example through the expansion of WECH (or the replication of its delivery and management model), or the expansion of affordable canal boat moorings through action of the Canal and River Trust.
4. It also supports enforcement action by Westminster City Council in tackling illegal holiday letting arrangements.

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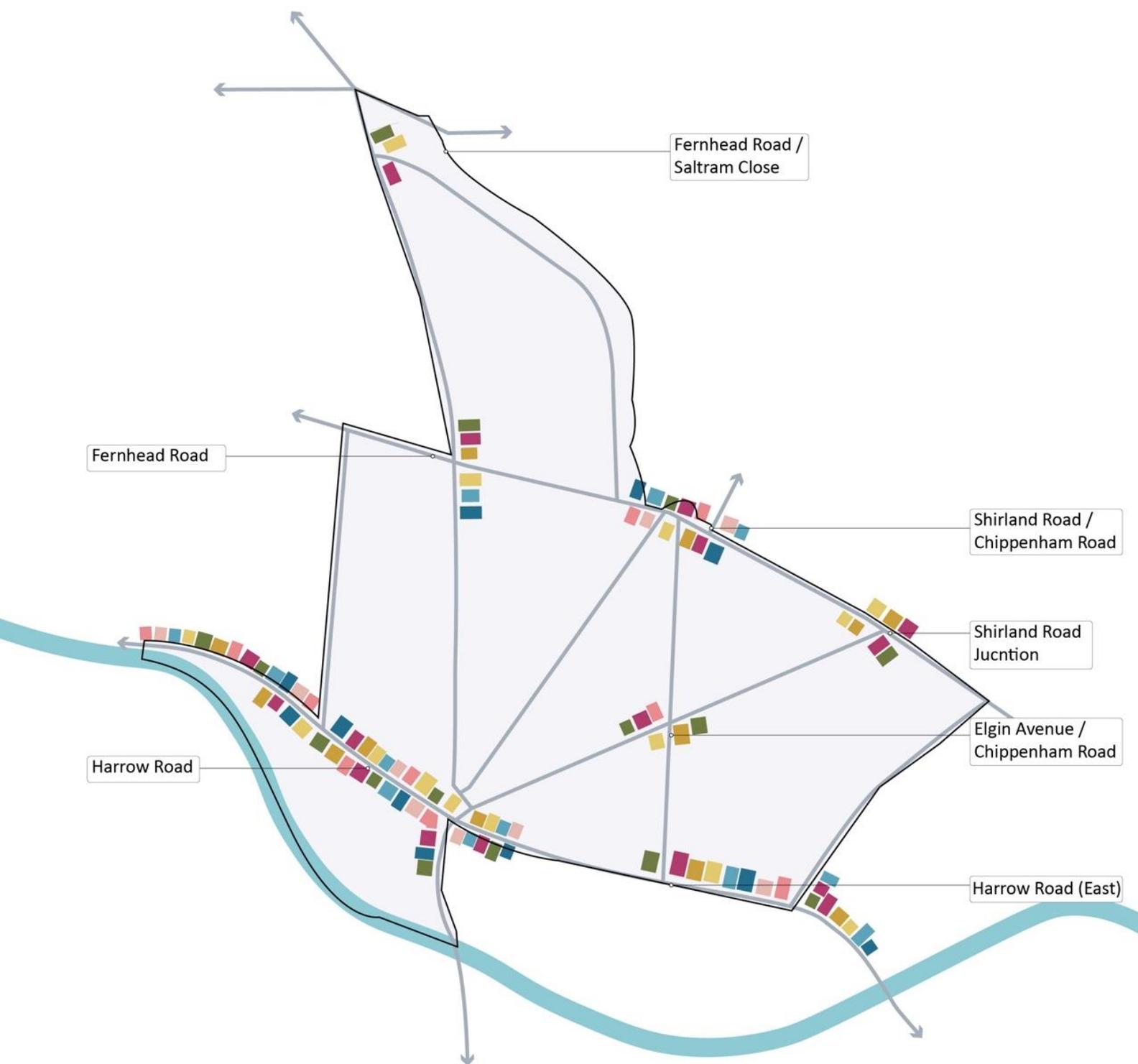
## 6. TOWN CENTRES

- 6.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 2: Town centres - To support a network of local services and facilities that provide for the day-to-day needs of the local community.**

### Land uses

- 6.2 Successful places benefit from the presence of centres that comprise a range of services and facilities to cater for day-to-day needs, which allow people to shop within walking distance of the home, and to engage in other social activities and events.
- 6.3 Maida Hill benefits from a network of town centres (Figure 3) that provide a range of services and facilities for the local community. These include Harrow Road, designated as a 'district centre' in the City Plan, as well as a network of local centres. They are:
- District Centre: Harrow Road (City Plan 'town centre' reference 20)
- Local Centres: Elgin Avenue / Chippenham Road ('town centre' reference 33)  
Fernhead Road ('town centre' reference 35)  
Harrow Road East ('town centre' reference 38)  
Shirland Road Junction ('town centre' reference 59)  
Shirland Road / Chippenham Road ('town centre' reference 60)
- 6.4 In addition to the above, there are a cluster of uses at the junction of Fernhead Road and Saltram Crescent which, together with St. Luke's Church and Primary School (just outside the Plan area), also comprise a small, though undesignated, centre. The centres are, by their very nature, 'boundary blind' and, in some instances, extend beyond the Neighbourhood Plan area. However, they are all important to and provide an important local resource for the community.
- 6.5 City Plan Policy 14 notes that, within district and town centres, a mix of uses to meet day-to-day needs should be provided. These should also include local employment opportunities, as well as opportunities for community interaction. Residential uses are also considered appropriate where provided on upper floors of buildings in the designated centres.



*Figure 3: The Neighbourhood Plan supports the provision of a diverse mix of uses and activities in district and local centres that are within easy access of the community, and provide for day-to-day needs.*

- 6.6 Permitted development rights allow for some changes of use without the need for planning permission. However, Westminster City Council introduced an [Article 4 direction](#) in December 2022 that removed permitted development rights for the conversion of Class E uses into residential in the network of centres outside of the Central Activities Zone. Policies in the Neighbourhood Plan expand upon this by outlining which uses are appropriate in the centres. These include 'sui generis' uses such as pubs and drinking establishments. City Plan Policy 16 seeks to protect pubs from loss or change of use. Proposals for new pubs will be welcome in the designated centres in the Neighbourhood Plan area. This is set out in Policy MHC1 of the Neighbourhood Plan.
- 6.7 The [2019 Vitality Index](#) indicates that, out of 1,000 centres assessed in terms of their 'retail health' across Britain, Harrow Road ranks in the bottom five centres. The Index notes that features common to the 'least healthy' centres include the presence of vacant retail units and lower-values uses, including betting shops.
- 6.8 A survey of ground floor uses in the centres across Maida Hill undertaken for the Neighbourhood Plan (see Appendix B) indicates that:
- Retail (Use Class E(a)) is the most common land use in the centres, accounting for around 37% of all premises.
  - Other significant uses include financial and professional services (Use Class E(c)), accounting for around 18% of all premises, and food and drink (Use Class E(b)), accounting for around 12% of all premises.
  - Other main uses are those classified as 'sui generis' (including betting shops, hot food takeaways and shisha bars), accounting for almost 16% of all premises. These are uses where general permitted development rights in respect of change of use do not apply.
  - Hot food takeaways account for a large proportion of uses, representing 10% of the total across the Neighbourhood Plan area. The Harrow Road (East) local centre is noticeable for a high number of hot food takeaways.
  - There is a relatively high vacancy rate of around 10%, with clusters of vacancies being particularly noticeable at the Elgin Road / Chippenham Road and the Shirland Road / Chippenham Road local centres.
- 6.9 During consultations concern was expressed with regard to the proliferation of hot food takeaways, betting shops and shisha bars in the Neighbourhood Plan area. This is reflected in the City Plan, which states that '*a predominance of uses such as shisha bars, betting shops and fast-food takeaways can undermine town centre vitality and viability and be detrimental to public health, and should be avoided*'. Despite this, there is no specific policy in the City Plan in respect of betting shops. However, the presence of these in the Neighbourhood Plan area is relatively limited at present (accounting for less than 1% of all ground floor

uses in the centres). There have been several applications for new betting shops in the Neighbourhood Plan area, which have been strongly opposed by the local community. All recent licence applications (at the time of writing) have been rejected by Westminster City Council. The impact of betting shops on [gambling harm](#) and their [effect on crime](#) is well documented, and although the presence of betting shops in the Neighbourhood Plan area is currently low, this will be monitored and potentially subject to a future review of policies in the Neighbourhood Plan.

6.10 City Plan Policy 16 outlines the approach to hot food takeaways. It states that proposals for hot food takeaways within 200m walking distance of a primary or secondary school entrance will not be supported. However, there is already a high proportion of hot food takeaways in Maida Hill within these catchments (twelve out of the fifteen recorded uses within the Plan Area - see Appendix B). Proposals that result in a change of use away from these to other appropriate town centre uses (those in Use Classes E and F as per Policy MHLN1) will be supported.

6.11 The impact of hot food takeaways on the quality of place, health and wellbeing is reflected in the City Plan policy approach. The impacts are compounded where there are a high proportion of uses in an area. This is substantiated by [Public Health England](#) who report that:

*“many hot food takeaways may generate substantial litter in an area well beyond their immediate vicinity.”*

*“discarded food waste and litter attracts foraging animals and pest species.”*

*“hot food takeaways may reduce the visual appeal of the local environment and generate night-time noise.”*

*“short-term car parking outside takeaways may contribute to traffic congestion.”*

6.12 The above are all relevant in Maida Hill and are reflected in the policy approach taken in the Neighbourhood Plan.

6.13 The land use survey of the area found that four premises within the centres were listed as shisha bars. However, this may not be representative of the actual number of shisha bars. As shisha bars often also sell food and drink, only the units which clearly advertised shisha as part of their business were included under this land use. Indeed, in [the 2017 report](#) looking at reducing the harm of shisha, Westminster City Council reported that there were nine shisha bars in the local centres in Maida Hill. City Plan Policy 16 states that, subject to impacts on public health and amenity of the surrounding area, the use of premises for shisha may be permitted in exceptional circumstances. Supporting text to the City Plan notes that the Council is *‘committed to managing the concentration and impacts of any uses detrimental to public health’*.

### **Policy MHLN1: Land uses in town centres**

1. Appropriate ground floor uses within the designated Town Centres in Maida Hill include retail, financial and professional services, cafes and restaurants (Use Class E(a) – E(c)), leisure (Use Class E(d)), drinking establishments ('sui generis'), community facilities (Use Class E(e), E(f), F1, F2) and employment (Use Class E(g)).
2. The use of the ground floor of vacant premises on a temporary basis for Use Classes in Clause 1 will be supported.
3. Uses that complement ground floor uses outlined in Clause 1 will be appropriate on upper floors within the defined Town Centres in Maida Hill. These include office space (Use Class E(c)), community facilities (Use Class E(e), E(f), F1, F2) and residential (Use Class C3). Schemes must be designed carefully to avoid noise and odour conflicts between uses.
4. Proposals for hot food takeaways will not be supported where:
  - a. they are within 200m walking distance of the entrance of a primary or secondary school; and/or
  - b. they are outside of a designated town centre.
5. Proposals for hot food takeaways in a designated town centre must:
  - a. mitigate the detrimental impacts of customer and staff activities in respect of litter, commercial waste, dirty pavements and noise, by ensuring adequate waste storage requirements;
  - b. provide adequate extraction and air conditioning which does not cause nuisance by way of noise or odour to residents living above or close to the proposed use, and where the impact of extraction and air conditioning on the appearance of buildings and townscape is minimised; and
  - c. ensure that delivery vehicles do not cause obstruction to pedestrians or other road users.

- 6.14 It is illegal to smoke shisha in an enclosed public space, or a space that's mostly-enclosed. The Forum would like to encourage business owners to move away this anti-social practice within their premises and hope the Council will provide expert advice and support to help these businesses evolve and find success. It is also noted that the sale of e-cigarettes and associated vape products is on an upward trajectory. Research by the Royal Society for Public Health (RSPH) and others, published in the [Health on the High Street report](#),



raises concern about e-cigarette use becoming a gateway to tobacco smoking. In this report, the RSPH calls on e-cigarette retailers to take a precautionary stance and ensure that e-cigarette sales are only ever made with the avoidance of tobacco smoking in mind. The Forum is keen to see similar behaviour adopted in Maida Hill.

### **Project MHf: Shisha bars and E-cigarette retailers**

1. The Forum is keen to work together with Westminster City Council's Licensing Team, Retailers Association and community groups from diverse backgrounds to improve and promote the understanding of needs, concerns and wishes of the local community about increasing number of shisha bars in the area.
2. The Forum's aim is to communicate the wishes of broader local community with shisha establishments, and make sure community wishes (which include the ambience of such establishments being welcoming to all people of an appropriate age), as well as laws and regulations related to shisha establishments, are addressed.
3. The Forum is also keen to encourage the adoption of responsible behaviour by retailers in relation to the sale of e-cigarette / vape products to children and young people.

- 6.15 In all instances, proposals are expected to contribute to the quality of the designated centre, creating active frontages, providing for a mix of complementary uses, designing for flexibility to allow for change over time, and, where appropriate, supporting improvements to the quality of the public realm.

### **Policy MHLN2: Design principles for designated centres**

1. Where new development is proposed in a district or town centre it shall:
  - a. Take opportunities to retain and refurbish buildings, particularly where these contribute to the quality of townscape in terms of buildings lines, heights, scale and massing.
  - b. Create a strong and consistent building line that relates well to adjacent buildings.
  - c. Be of a height that is consistent with the prevailing heights of adjacent buildings.
  - d. Have ground floor uses that create an active frontage to the street.

- e. Provide the principal points of access to buildings on the main street or public space onto which it fronts.
  - f. Upper storeys should include windows and, where appropriate, balconies that look out across the street and create variety and interest in building form.
  - g. On plots at the junction of streets, avoid blank gable ends through provision of well-articulated corner buildings that have frontages to multiple streets.
2. Proposals for development should, wherever possible, contribute to wider public realm improvements, and supporting initiatives that improve the quality of the pedestrian environment, including opportunities to rationalise parking and delivery areas, introducing more green space and providing opportunities for outdoor seating and dining.
  3. Proposals for uses that spill-out onto the street will be supported where there is sufficient space to allow this without causing obstruction to pedestrians.

6.16 There is considerable scope for improved connections between retailers in the area, Westminster City Council and community associations, to act as a means of enhancing the retail experience in the area to the benefit of retailers and residents alike. Up-to-date information about empty properties would better guide City Council's actions and improve residential and/or commercial building usage in the area.

#### **Project MHg: Liaison and information**

1. The Forum encourages all retailers in the area to join the Harrow Road Retailers Association, or alternatively form an affiliated association. This would make it easier for the Neighbourhood Forum to work with retailers in order to develop a programme of improvements and advice for shopkeepers/businesses.
2. In order to ensure the vitality of Maida Hill, the Forum is keen to facilitate an up-to-date register of empty properties, a draft of which has already been established by MHNF. If properties are found to remain empty for given time periods, the Forum will seek to support Westminster City Council's action to encourage meanwhile use, and/or undertake compulsory purchase as appropriate.

3. MHNF will also seek to encourage Harrow Road Retailers Association (and other business stakeholders in the area) to promote the Maida Hill branding, and align with Westminster City Council's actions to enhance the branding and appearance of the area.

## Shopfronts

- 6.17 Consultation responses undertaken during production of the Neighbourhood Plan highlighted concern about the visual impact of different shopfront designs and signage across the area. The area has seen a number of insensitive alterations to shopfronts, as well as newer, poorly designed shopfronts, which have eroded the character of the local area, and detracted from the character of the host building.
- 6.18 This is a long standing issue. The [Westminster City Council's design guide](#) (2004) for shopfronts, blinds and signs notes that *'the architectural integrity of individual buildings and groups of buildings can be destroyed by insensitive shopfront design'*. It recommends that *'size, scale, elaborate or simple design and detailing, the use of correct materials and colour schemes are all important in making shopfronts acceptable parts of existing buildings and areas'*.
- 6.19 The City Plan Policy 40 notes that important townscape features, including 'characteristic shopfronts' should be sensitively integrated within new development, and that, where possible, lost or damaged features should be reinstated or restored.
- 6.20 Key design considerations for shopfronts on existing buildings or new developments include:
  - The shopfront should be designed and conceived in relation to the entire building, scale, proportions and architectural style.
  - Vertical elements within the overall building design, such as columns and fenestration, should be reflected in the shopfront design.
  - Horizontal elements of the shopfront design, including signage, fascia and glazing should be consistent and relate well to surrounding facades.
  - The shopfront should acknowledge and continue the overall design language and common features that occur on adjacent buildings.
  - Materials and colours should generally be consistent with the overall character of the street and consistent with the age of the building. Where greening is possible, it should be included (along with a maintenance plan).
- 6.21 Examples of shopfront design that relates well to the street and buildings are illustrated in Figure 4. Not all shopfronts must follow an identical pattern of

design. However, consistency in terms of the palette of materials, colours and signage types used will help bring unity to the area, whilst at the same time providing room for interpretation and the diversity of the area to be represented.



*Architectural details, pilasters, entablature, mullions, panelled stallriser and door retained. In character with the façade and street.*

*Vertical sub-divisions of building façade carried down to shopfront. Sub-divided window and a simple stallriser in character with the street.*

*Panelled stallriser and door, window sub-divided, entablature revealed. Metal grille retained. Painted lettering and timber shopfront.*

*Architectural details of the original early 19th century shopfront are retained and relate well to the proportions of the façade and the character of the street.*

*Figure 4: Illustration showing examples of good shopfront design in relation to the street and buildings (source: Westminster City Council, 2004, Shopfronts, Blinds and Signs – A Guide to their Design)*

- 6.22 There have also been a number of conversions within the Plan area, where shops have been converted into residential use. In some instances, this has resulted in changes to buildings that are incongruous with the host and adjacent buildings. Where conversions are proposed, it is important that these reflect the original character of the building, and maintain their overall contribution to the quality of the street scene.

### **Policy MHLN3: Shopfront design and conversion**

1. Proposals for shopfronts will be supported where they accord with the criteria established in the Maida Hill DGC (Design Code BF-01):

- a. The shopfront shall relate in scale, proportion and architectural style to the host building and wider street scene, including, as appropriate, the scale, character and features of adjoining buildings.
  - b. The fascia must complement, rather than obscure or damage, existing architectural features including windows.
  - c. Where external lighting is used, this shall protect the visual amenity of the area. Internally illuminated signage is not supported.
  - d. Restoration of original and traditional shopfronts must replicate the original materials of the host building, and be as close to the original shop front as possible.
  - e. Where external shutters are proposed, these shall only be used where it can be shown that there are no other reasonable alternative solutions that can provide adequate security.
2. Where it is proposed to convert a retail unit into residential use, and where planning permission is required, the development must accord with the criteria established in the Maida Hill DGC (Design Code BF-01):
    - a. Retain, as far as possible and unless removal can be justified, original retail facades and decorative fascia's that are characteristic of the former use of the building.
    - b. Where shopfront details are removed, the materials, positioning, proportion and height of materials, windows and doors shall be consistent with the building as a whole, including the windows on upper floors, creating a balanced elevation.
    - c. Where it is proposed to convert the building into multiple residential units, these should be accessed via a shared door to the street.
    - d. The use of opaque glass should generally be avoided.

### **Project MHh: Maintenance and appearance: shopfronts and facades of businesses**

1. The Forum is keen to see buildings kept in a good state of repair, both internally and externally (including the forecourts and facades of businesses), and will continue to liaise with retailers, freeholders and leaseholders to help achieve this. The Forum will also seek to work with Harrow Road Retailers Association to support and encourage shops/businesses to remove shutters and introduce planters where possible.

## Parking and deliveries

- 6.23 Research undertaken on behalf of [London Councils](#) into the importance of providing parking spaces in urban centres in London has indicated that their role is often overestimated, with the proportion of visitors to the centres arriving by foot or by public transport being far greater than those visiting by car. It also indicates that whilst visitors who arrive by car may spend more in the centre in a single trip, visitors who arrive by foot or public transport often make multiple trips to the centres and over the course of a week or month will spend more time, and money, in the centre than those travelling by car. This is also reflected in data captured on behalf of [Transport for London](#) that highlights the economic benefits to local centres of improved walking, cycling and environmental conditions. In addition to supporting local businesses, improvements to the quality of walking and cycling routes, and the public realm as a whole, can also bring wider health and societal benefits, providing opportunities for socialising and community cohesion.
- 6.24 The Harrow Road is a busy main thoroughfare into Central London. Parking along Harrow Road can cause congestion, impeding the operation of bus routes and exacerbating pollution. The Forum is keen to see a range of possible solutions to this issue, which would help better manage traffic whilst also providing businesses with a way of handling deliveries, enabling taxis to pick up and drop off passengers, and protect cyclists. This would ideally be extended to all main commercial areas in Maida Hill, and be supported by data on the utilisation of parking bays. Identifying bays that are underused would open opportunities for alternative uses of the space that are more beneficial to the community, such as benches and pocket parks.
- 6.25 The Forum is thus keen to liaise with the City Council and retailers to explore opportunities to better manage parking and deliveries in the Neighbourhood Plan area, to help deliver improvements for all.

### **Project MHi: Delivery and parking strategy**

1. The Forum is keen to work with Westminster City Council, the Harrow Road Retailers Association and other local stakeholders, to contribute to the development of a formal parking and delivery strategy for the local / neighbourhood centres.
2. As well as tackling issues of improved enforcement action on illegal parking, this should also explore opportunities to rationalise parking and delivery areas, and open up new areas of publicly useable space, greenery and outdoor seating (which may potentially include the adaptation of underused parking bays for alternative uses). Coupled with

improved shop fronts, these measures would help the centres flourish, becoming 'sticky streets' that people want to come to and spend time in.





# 7. DESIGN AND QUALITY

7.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 3: Place quality - To deliver high quality design in development that is distinctively 'Maida Hill'.**

7.2 Good design is essential in producing attractive, high quality, sustainable and healthy places which people want to live, work and relax in. Good design is not just about the way that buildings look, it also considers factors such as the mix of uses and activities that help create lively and interesting places. These foster a sense of community through well designed, functional and attractive public spaces, and enhance the quality of environment.

7.3 Furthermore, achieving good design requires consideration of the local character and distinctiveness of a place. In Maida Hill, it is important that new development responds to the distinctive positive, characteristic features and qualities of the area.

7.4 The achievement of well-designed places is a core principle of the [NPPE](#). It states, at paragraph 126, that *'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities'*. It goes on to note the importance of local communities in developing design policies, so that *'they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics'* (paragraph 127). Neighbourhood Plans are crucial in identifying the special qualities of an area, and explaining how they should be reflected in development.

7.5 The Westminster City Plan, at Policies 38 and 40, requires new development to achieve an exemplary standard of design, contributing positively to local context, whilst not precluding innovative and contemporary design.

7.6 Alongside the Neighbourhood Plan, a set of Design Guidance and Codes ('the DGC') has been prepared. It identifies a series of character areas within Maida Hill, and draws out the defining features of each area. This expands upon the City Plan by clearly setting out the qualities of the built-form particular to Maida Hill. It is expected that new development will reflect the best qualities identified in the DGC, and that applicants will demonstrate how they have taken account of them.

7.7 Within Maida Hill, there are instances of communications infrastructure and advertising in the public realm that detract from the area's townscape quality and obstruct pedestrian movement. Development that includes such

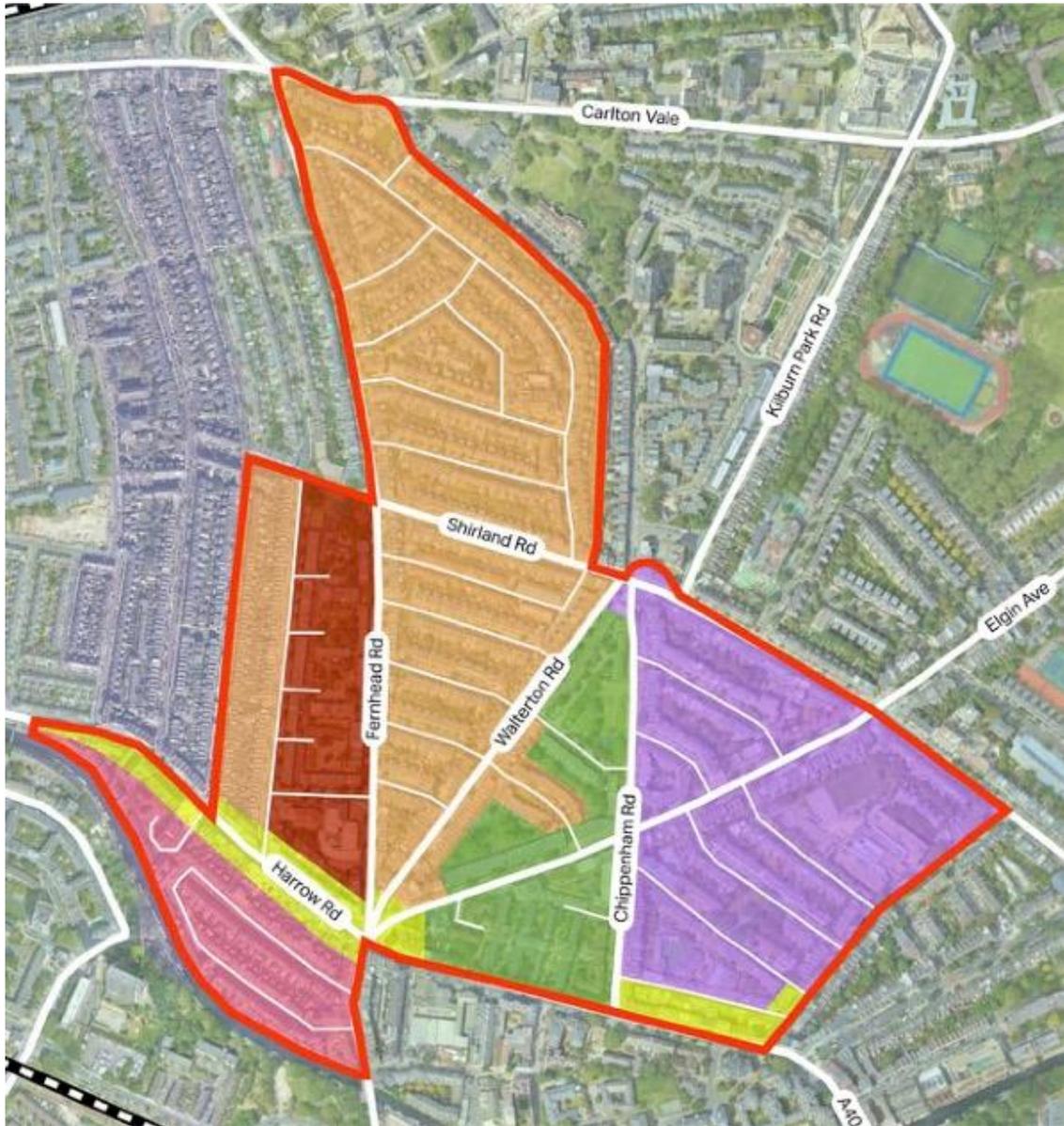
infrastructure and signage will be determined in line with City Plan Policy 43, which requires development to contribute towards a well-designed and clutter-free public realm.

## Character and development

- 7.8 Small scale development opportunities in Maida Hill often come forward through the regeneration, intensification and redevelopment of infill sites. The development of such sites is encouraged by the approach taken in the London Plan to establishing housing requirements at a borough level. Although a 'housing target' has not been established for Maida Hill, it is recognised that such development will come forward. Where it does, it is important that the proposal responds positively to the immediate context and the character of the area within which it is located. The DGC identifies six broad character areas across Maida Hill (Figure 5) and presents the key defining features of each, as well as features to be enhanced and retained.

### **Policy MHD1: Character and development**

1. Development in Maida Hill shall respond positively to the design qualities within the character area it is located in, as defined in the Maida Hill DGC and mapped in Figure 5.
2. Where appropriate to the site, opportunities should be taken to enhance and retain positive design features within the character area, as defined in the Maida Hill DGC.
3. Proposals for infill development that accord with the Maida Hill DGC (Code BF-04) will be supported where:
  - a. The scale, massing and layout of development is in general conformity with existing development in the area.
  - b. Development fronting the street aligns with the established building line, with the primary aspect of the development, including windows and doors, facing onto the street.
  - c. The density of development reflects its context and location in the Neighbourhood Plan area.



**KEY**

	Boundary		North & West residential		Harrow Road
	Main Roads		Lydford Estate		South of Harrow Road
	Residential Streets		East residential		West of Chippenham Road
	Railway				

Figure 5: Character areas within Maida Hill. Source: Maida Hill DGC (Aecom)

## Roof terraces and extensions

- 7.9 Roof terraces and balconies are popular in Maida Hill, providing outdoor space for homes without a garden. This can greatly improve amenity for residents, but, equally, can impact upon neighbouring amenity through overlooking.
- 7.10 Roof (upwards) extensions are common throughout Maida Hill, providing opportunities for enlarged living space, as well as provision of new homes. Where extensions are proposed, these should maintain the overall character of the street, building typologies and heights.

### **Policy MHD2: Roof terraces and extensions**

1. Proposals for roof terraces that accord with the Maida Hill DGC (Code BF-02) will be supported where:
  - a. They are located to the rear of buildings or, if at the front of buildings, they maintain the uniformity and character of the buildings and overall composition of the street. Screening to minimise the impact of overlooking will not be supported where it adversely affects the appearance of the building.
  - b. They do not result in the alteration of traditional roof forms.
  - c. They do not result in a loss of amenity or privacy to neighbouring properties.
2. Proposals for roof extensions that accord with the Maida Hill DGC (Code BF-03) will be supported where they respect the prevailing character, including materials, of the area within which they are located:
  - a. Dormer windows shall be subservient in scale and form to the existing building and generally align with windows at the floor below.
  - b. Mansard roofs will generally be appropriate where windows are set behind the parapet and project from the slope of the roof. Party walls and, where appropriate, chimneys, should be built up above the level of the new roof.
  - c. Extensions to unaltered butterfly roofs will not normally be acceptable.

## Architectural details, materials and colours

- 7.11 New development in the area should aim to complement the character of the built form, and integrate well with the townscape through the use of materials, their colour and the architectural details of buildings. Across Maida Hill, the majority of the building stock comprises Victorian terraces, with London stock

brick predominating, though with instances of other materials. Pitched, mansard and butterfly roofs are common, and window frames are typically painted white. Areas of public realm generally comprise asphalt and paving slabs. Opportunities exist to introduce greenery into the public realm, to soften the landscape.

### **Policy MHD3: Architectural details, materials and colours**

1. The architectural details, materials and colour palette of new development shall complement the character of nearby buildings and landscape, in accordance with the Maida Hill DGC (Code BF-05).
2. Proposals which retain and refurbish existing buildings will be supported where they preserve and enhance heritage features and the integrity of the original building.
3. Where appropriate to the location, opportunities taken through development to introduce greenery into the public realm will be supported.

- 7.12 In addition to the quality of development, responses to Neighbourhood Plan consultations noted that the appearance of existing buildings in the area can undermine its qualities. This includes the general upkeep of buildings, but also the visual clutter caused by signage, telecoms infrastructure and waste. The Forum is keen that all property owners take responsibility for the general maintenance and upkeep of their properties.

### **Project MHj: Maintenance of residential properties**

1. The Forum would like to ensure that properties are properly maintained over the course of their lifetime. The Forum is keen to support the work of Westminster City Council, in conjunction with resident associations and other community organisations, to promote the principles of sound maintenance and repairs plans and activity (for instance by signposting, via its website, to Westminster City Council's guidance on adhering to planning rules). Through such work, the Forum also seeks to encourage action to remove any unnecessary satellite dishes, estate agent signs and any unnecessary street clutter from the area. It further supports the Council's enforcement when planning regulations are not followed in refurbishment processes, particularly in relation to the retention of heritage features.

## Locally significant buildings

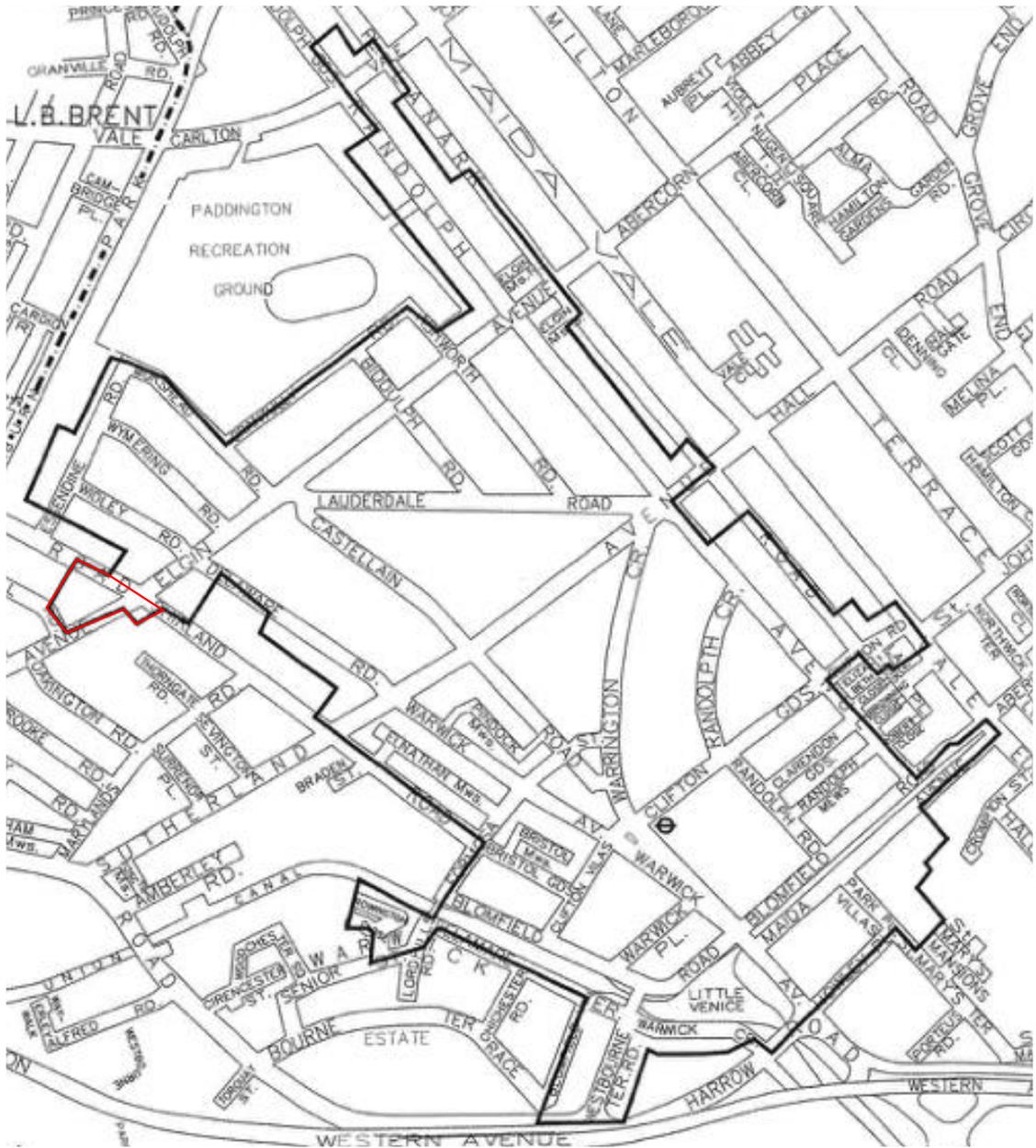
- 7.13 A small part of the neighbourhood plan area benefits from conservation area status (under City Plan Policy 39), where the Maida Vale conservation area extends across Shirland Road to include the Warwick Farm Diaries building on the corner of Shirland Road and Elgin Avenue (Figure 6).
- 7.14 The [Maida Vale conservation area information leaflet](#) states that *'at the junction of Elgin Avenue and Shirland Road the former Welford Dairy building [also known as the Warwick Farm Diaries building] of 1886 forms an important element in the townscape and acts as a focal point'*.
- 7.15 Beyond this, there are no other conservation areas in Maida Hill nor any listed buildings, other than three 'K2 Telephone Kiosks' (red phone boxes) in Elgin Avenue, close to the junction with Harrow Road. However, the Neighbourhood Plan area is strongly characterised by its nineteenth century buildings, which are important to its identity and heritage, and includes several buildings that stand out as being individually significant at the neighbourhood level.
- 7.16 City Plan Policy 39 notes that 'non-designated' heritage assets (i.e.: those that are not listed, but do have value at the local level) will be conserved and, when proposals are submitted that affect the asset, a balanced judgement will be made as to the scale of harm, or loss against the benefit of the proposed development.
- 7.17 There is currently no record of non-designated or locally listed buildings in Westminster, though the City Plan notes that buildings or other local heritage assets may be identified through neighbourhood plans. During the consultation process undertaken for this Neighbourhood Plan, the community identified buildings of interest and value to the area. The description of these is presented in Appendix 4. The buildings include:
- The former RBS Bank, 2 Elgin Avenue, and Sainsbury's store, 474-478 Harrow Road, which together form the corner of Elgin Avenue and Harrow Road.
  - The Chippenham, 207 Shirland Road.
  - The 'Zagros building', 482 Harrow Road, comprising grocery store at ground floor and offices above.
  - Former Welford & Sons Dairy (Warwick Farm Diaries building), 112-114 Shirland Road and 87-97 Elgin Avenue.
  - Maida Vale School (Former Westminster College), 18 Saltram Crescent (listed as an Asset of Community Value).
  - Simon Court, 16 Saltram Crescent.

- Former Squirrel Pub (36 Chippenham Road).
- Frankfort Arms Pub, 518 Harrow Road.
- Mews Houses, 1-3B, 5-5B, 7-7B Shirland Mews.
- Emmanuel Church, 389 Harrow Road.
- Gerry's Pompeii, on the canal bank behind Hormead Road.
- 1 Hormead Road (former Conservative Club).
- Noor Quality Food Centre (former Neeld Arms), Harrow Road
- Princes Chemist, 486 Harrow Road
- Yaa Centre, Chippenham Mews.

7.18 Some notable buildings are just outside the Plan area, such as the former Police Station building on the southern side of Harrow Road, located between the junctions with Elgin Avenue and Chippenham Road. However, all buildings outside the boundary area are ineligible to be on this list.

#### **Policy MHD4: Locally Significant Buildings**

1. Proposals that affect the Locally Significant Buildings identified in the preceding text and in Appendix 4 of the Neighbourhood Plan must take into account the scale of harm, if any, in relation to their significance and any benefits that may otherwise arise from the proposed development.



-  Maida Vale Conservation Area Boundary
-  WCC Boundary
-  Extent of Conservation Area within Maida Hill Neighbourhood Plan Area

*Figure 6: Map showing the part of the Maida Hill Conservation Area within the Neighbourhood Plan Area (Map source: Westminster City Council, Conservation Area Directory No.3, Maida Vale)*



## Building heights

- 7.19 The Neighbourhood Plan area is the most densely populated area in the country. The 2021 Census identifies that the population density of Maida Hill (based on Middle layer Super Output Area data, and which has a slightly different geography to the Neighbourhood Plan area) is 23,873 people per square kilometre. At the same time, it is an area with a deficiency of public space. It is an area where development densities have been optimised and where additional development needs to be designed such that it is sensitive to context and the pressure on land.
- 7.20 The Maida Hill DGC notes that building heights are broadly consistent across the Neighbourhood Plan area, and that Victorian buildings, which typify much of the area, result in a consistent feel to the roofline and street scene in Maida Hill. Existing building heights in the area are mapped in Figure 7.
- 7.21 The [Westminster Building Height study](#) indicates that *'the height of buildings in Westminster is strongly linked to the borough's history. In many areas there is uniformity that is derived from the prevailing building typologies that were promoted as an area was first developed'*.
- 7.22 It goes on to state that *'the height characteristics of buildings and neighbourhoods within Westminster are an important component of the character of the area with historic buildings, churches, institutions, and stations continuing to play an important role in marking notable places within the townscape through their massing and height'*.
- 7.23 The Westminster Building Height study states that buildings in the Neighbourhood Plan area are *'modest in scale, at three and four storeys'*.
- 7.24 The City Plan defines a tall building as one which is twice the prevailing context height (or greater), or which will result in a significant change to the skyline. Tall buildings are considered inappropriate in Maida Hill, given its defining characteristics and existing densities. This aligns with City Plan Policy 41, which notes that outside of certain defined areas, tall buildings are not generally acceptable.
- 7.25 Despite the high population density of the Neighbourhood Plan area, Maida Hill is characterised by its human scale and consistent building heights that frame the public realm. Within the parameters of consistent building heights, it is the architectural details and variety in building form that brings visual interest and stimulation to each area. These qualities shall influence the scale and form of new development.



Figure 7: Predominant building heights across the Neighbourhood Plan area. Source: Maida Hill DGC (Aecom)

## Policy MHD5: Building heights

1. The height of buildings in Maida Hill shall:
  - a. respect and respond to the prevailing building height (two – five storeys) established across the area (as referenced in the DGC); and
  - b. be in proportion to the established enclosure ratio of the street, expressed as the prevailing building height measured against the distance between buildings that face each other across the street.
2. Where there is variation in height, buildings must step up by no more than half to one storey between buildings along the street frontage.
3. Additional height may be acceptable where the enclosure ratio of the street is retained and additional storeys are set back from the shoulder height of the established building line. In these instances, additional storeys shall be designed such that they are clearly subordinate in appearance to the host building.

## Safer by design

- 7.26 Through work on the Neighbourhood Plan, concern has been expressed with regard to personal safety, crime and anti-social behaviour, both real and perceived. As far as possible, and as set out in City Plan Policy 38, development should be designed to help create safer and more socially inclusive places that can be enjoyed by the community as a whole.
- 7.27 The physical security of a building alone does not necessarily make it 'secure'; instead, it is a by-product of well thought-out and inconspicuous crime prevention measures that are incorporated within the whole design. [Secured By Design \(SBD\)](#) is the UK Police flagship initiative supporting the principles of "designing out crime" through the use of effective crime prevention and security standards for a range of applications. Schemes coming forward in the neighbourhood plan area should follow all relevant SBD guidance.
- 7.28 Similarly, the former guide to [Planning for Safer Places](#) linked the delivery of safe places back to established urban design principles, being:
- Access and movement: places with well-defined routes, spaces and entrances that provide for convenient movement without compromising security.
  - Structure: places that are structured so that different uses do not cause conflict.
  - Surveillance: places where all publicly accessible spaces are overlooked.

- Ownership: places that promote a sense of ownership, respect, territorial responsibility and community.
- Physical protection: places that include necessary, well-designed security features.
- Activity: places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.
- Management and maintenance: places that are designed with management and maintenance in mind, to discourage crime in the present and the future.

7.29 It is important that the design of new development, including the remodelling of existing development, streets and public spaces, creates environment that is safe for all, particularly for women and girls, at all times of the day and especially at night-time. Public spaces, for example, should be well overlooked, designed with inclusion in mind, and with direct walking routes. The importance of such an approach is stressed in the 'Safety in Public Space' document prepared by the Mayor of London ([Women, girls and gender diverse people: Designing a city for all Londoners](#)).

7.30 In Maida Hill there are also 20<sup>th</sup> Century estates and more recent developments which are gated, impermeable or labyrinthine in layout, with unclear and poorly defined public and private spaces. The use of good design principles outlined above applies both to new development, as well as opportunities to remodel or redevelop existing buildings, estates and spaces, including left-over spaces, dark and indirect routes within residential estates. Through application of good urban design principles, development in Maida Hill can contribute towards creation of a safer place.

#### **Policy MHD6: Safer places by design**

1. Where appropriate, and insofar as planning permission is required, development that includes the regeneration and refurbishment of existing estates and buildings as well as new buildings, shall incorporate design features that minimise opportunities for anti-social behaviour, crime and fear of crime, building on the principles of 'Secured by Design'.
2. Development, including public spaces, should be designed such that it is safe to use, and perceived to be safe to use, by all members of the community throughout the day, including during hours of darkness. Development will be supported where the following criteria are met:
  - a. Pedestrian routes are visually open, direct and well used.

- b. Footpaths are not placed at the rear of properties.
  - c. Planting of trees and shrubs does not create a physical obstruction or restrict the performance of street lighting.
  - d. Development clearly distinguishes between public and private spaces.
  - e. Development enables natural surveillance of public spaces from nearby dwellings.
  - f. Every effort is made to avoid the creation of windowless elevations and blank walls immediately adjacent to public spaces.
3. Proposals for gated developments will be resisted. Where the opportunity arises through development, existing gated developments should be made accessible to all with connecting routes provided through these.



## 8. PUBLIC REALM

8.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 4: Public space - To retain and deliver new areas of greenery, creating safe and attractive open space.**

8.2 This section of the Neighbourhood Plan refers to the quality of the public realm. The public realm is defined, in the London Plan for example, as all the publicly accessible space between buildings, whether in public or private ownership, from alleyways and streets, to squares and open spaces.

### Streets and spaces

8.3 The City Plan, at Policy 43, states that development will contribute towards a well-designed, clutter-free public realm. It requires public spaces to be inclusive and accessible to all.

8.4 Harrow Road is the main street in the Plan area and is a conduit for through traffic. At the same time, it is an important place for local movement and activity, being the main centre serving Maida Hill. Efforts that reconcile these two functions and create a more conducive environment for day-to-day activity are supported. The Maida Hill Market, the main civic hub in the area, is currently subject to plans that will see improvements to the quality of the space, including an enlarged vehicle-free space, dedicated area for market stalls and spill-out space for cafes, a dedicated events space, new areas of planting, lighting and seat furniture.

8.5 There are other highways dominated spaces in the Plan area too, which would benefit from public realm improvements. These include the spaces at key junctions in the area, associated with the presence of local shops and services, and where many of the streets are very wide and lack greenery. The potential exists in these locations to rationalise the road space, providing a better balance between vehicles and pedestrians, creating opportunities for social interaction, as well as supporting a safer and more conducive environment for people to walk to and make use of local services.

8.6 The Maida Hill Market scheme provides an example of how a public space might be created from the rebalancing and rationalisation of space currently used by vehicles. Other examples exist in close proximity to the Neighbourhood Plan area, including, in Maida Vale, the small square and area of planting created at the junction of Elgin Avenue, Lauderdale Road and Castellain Road. Here, the public realm scheme supports the enjoyment of a small local centre,

traffic has been calmed and spill-out space for cafes and restaurants provided against a backdrop of trees and new planting, coupled with benches for people to sit and enjoy the area.

- 8.7 Places that would benefit from public realm improvements in Maida Hill (Figure 8) include:
- 8.8 ***The junction of Shirland Road with Chippenham Road, WALTERTON ROAD and Malvern Road:*** This junction comprise a small local centre, with shops and services separated by the presence of wide roads. There have been numerous accidents at this junction. Opportunities should be explored that incorporate traffic calming measures and allow for pavement widening, including the narrowing of junctions on 'side roads', potentially including new areas of planting and street furniture, as well as the raising of the carriageway to allow pavements to run across these at a continuous level, and thus support pedestrian movement.
- 8.9 ***The junction of Shirland Road and Elgin Avenue:*** The north side of the junction benefits from slight build outs of the pavement edge to assist pedestrian crossing. Similar interventions should be explored on all arms of the junction, supporting access between local centre uses, but also supporting movement on important desire lines to destinations outside the Plan area, including Maida Vale tube, Paddington Recreation Ground and associated sports facilities. Public realm improvements would also recognise the significance of the Warwick Farm Diaries building as a key local landmark, as well as its contribution to the wider Maida Vale conservation area. Materials used within the public realm should be sensitive to the heritage setting and context, and extend to incorporate measures that sensitively manage waste storage and parking at this location.
- 8.10 ***The junction of Elgin Avenue and Chippenham Road:*** Forming a crossroads on important north-south and east-west routes through the area, public realm improvements here would improve access to local services and provide increased opportunities for dwell time outside St. Peter's Church, supported by provision of new greenery to enliven currently blank walls. The rationalisation of road space could also allow for the addition of greenery to the area, which is currently limited on the eastern arm of the junction, as well as removal of guardrail.
- 8.11 ***The junction of Fernhead Road, Carlton Vale and Kilburn Lane:*** At the northern end of the Plan Area, this is a 'gateway' into Maida Hill, although it comprises a convoluted network of streets and disconnected spaces. It is an important junction in the area for people travelling to St Luke's Church and associated Primary School, and, north of the area, to Queen's Park station. Entry treatments on Fernhead Road, which signal to drivers that they are entering a quieter, residential area and where speed and behaviour should change



accordingly, would be supported. Public realm improvements could include the extension and remodelling of the existing area of trees and landscaping, allowing for a more user-friendly space with seating, secure cycle storage, EV charging points and rubbish bins designed to be clearly integrated within a well-functioning space.

- 8.12 **Harrow Road:** Alongside the plans for the Market, opportunities to extend the public realm treatment along Harrow Road would be welcome, utilising similar high quality materials along the pavements and linking with the Half Penny Steps footbridge and public square. This comprises one of the few publicly accessible points on the Grand Union Canal within the Plan Area and, together with the Market, provides a bookend to the Harrow Road centre. Improved points of access to this will be supported, as would the installation of public art and, if appropriate, decorative lighting to enliven the space.
- 8.13 Harrow Road is identified as a priority corridor in Transport for London's Area Investment Plan. It is a heavily used bus corridor and Route 18 has the highest number of bus boardings of all bus routes in London. It is also an important route for cycling and has been identified as a priority route in Transport for London's [Strategic Cycling Analysis](#). The Harrow Road Place Plan is currently being prepared by Westminster City Council and, although at an early stage, it will be used to help develop projects that support an improved pedestrian environment, better cycling infrastructure and traffic management interventions. Schemes within this will be subject to engagement with the community and wider stakeholders.
- 8.14 As well as key junctions, the Forum supports optimising opportunities to increase greening on residential and shopping streets – wide pavements have potential for adding plants and planters; and unused spaces could become green corners with street benches and planters. Where there are more parking bays than needed, they could be turned into parklets - provided they have the approval of neighbours and the Council, along with a maintenance plan (see Project MHn). Insofar as new street trees are to be planted, they should comply with the regulations, standards and guidelines for planting and maintenance, as set out in the DGC (Section SP-03). This includes giving consideration to the impact of tree roots interfering with building foundations.

### **Project MHk: Public realm projects**

1. Opportunities to improve the setting of local and neighbourhood centres, and the quality of the public realm within them, should be taken and will be supported by the Forum. This list of projects is not exhaustive and is subject to further suggestions from the public, but may include the

following locations, which the Forum will seek to explore further with Westminster City Council and partner organisations:

- a. The junction of Shirland Road with Chippenham Road, Walterton Road and Malvern Road.
  - b. The junction of Shirland Road and Elgin Avenue.
  - c. The junction of Elgin Avenue and Chippenham Road.
  - d. The junction of Fernhead Road, Carlton Vale and Kilburn Lane.
  - e. Harrow Road, at the Market Place (subject to current proposal), the Half Penny Steps footbridge, and space connecting these.
2. Where public realm projects are taken forward, the Forum is keen for these to follow the [Healthy Streets](#) approach to design, and embed the [Vision Zero](#) objective for road safety. Such projects should support improvements for active travel, whilst also taking account of bus operations and supporting infrastructure.

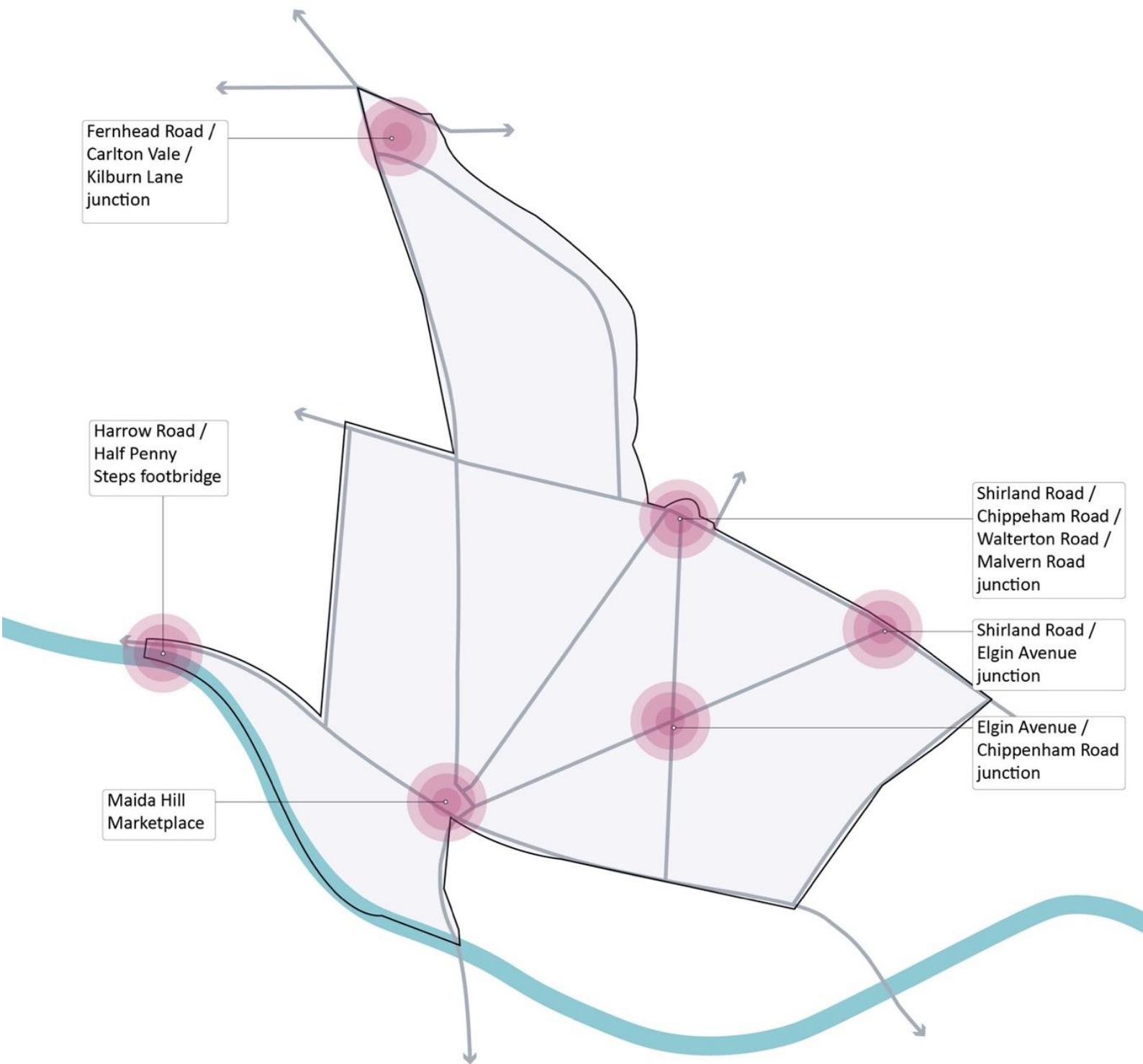


Figure 8: Concept plan illustrating location where improvements to the quality of the public space and setting of local centres will be supported.

- 8.15 The City Plan notes that ongoing maintenance of the public realm is essential to the use and enjoyment of that space. In Maida Hill there is concern, expressed through consultation, about the appearance of the public realm and, in particular, the visual, cleanliness and other impacts associated with waste and street clutter. The Forum is keen to foster a sense of pride in the community, and will encourage people and organisations to take ownership of and contribute to the overall appearance of the public realm.

### **Project MHI: Maintenance and appearance of the public realm**

1. The Forum supports opportunities which help improve the maintenance and appearance of public spaces. Public realm improvements which lead to increased levels of street clutter and on-street waste storage issues, will not be supported.
2. The Forum will seek to work with the Council on a better online reporting and response system, and to support the Council, business association and/or community association campaigns to inform residents and businesses on waste collection issues.

## **Green and play space**

- 8.16 The Westminster City Plan notes that large parts of the Neighbourhood area are deficient in open space. This was also reflected in consultation responses to the Neighbourhood Plan, with a strong message being that existing green spaces should be protected and enhanced, and that opportunities should also be taken to introduce new greenery into the area. The importance of this is further emphasised by climate change.
- 8.17 City Plan Policy 34 (C) states that all open spaces, their quality, heritage and ecological value, tranquillity and amenity will be protected. Important open spaces in Maida Hill that benefit from this policy protection are Edbrooke Road Gardens, Trampolin Mews Gardens and the Lydford Estate Play and Games Area. Opportunities that are taken to improve the quality and enjoyment of these spaces, whether through landscaping, planting or new play provision for example, are encouraged.
- 8.18 Any development that takes place immediately adjacent to one of these spaces should be designed in such a way that contributes to the use and enjoyment of that space. City Plan Policy 38 (B.3) states that development should contribute positively to townscape and streetscape, having regard to the form, character and ecological value of parks, gardens and other open spaces.
- 8.19 In Maida Hill, development opportunities should be taken that support the safe use and enjoyment of open spaces by all members of the community. This

includes the creation of activated development edges that provide the open space with natural surveillance, and arranging development such that it helps create direct and logical routes to the space, including safe crossing points.

### **Policy MHP1: Protected spaces**

1. The following spaces in Maida Hill are protected in line with Policy 34 of the Westminster City Plan:
  - a. Edbrooke Road Gardens.
  - b. Tamplin Mews Gardens.
  - c. Lydford Estate Play and Games Area.
  - d. Watson Gardens, WECH estate, Harrow Road.
2. Development proposals which take opportunities to enhance the quality of these spaces and facilities within them will be supported.
3. Development proposals adjacent to these spaces must be designed to respond positively to the space through the arrangement of buildings that front onto and overlook the space, providing natural surveillance, and to help create new routes and entrances to the space. Development shall not have adverse impacts on the open space in terms of daylight and sunlight.

- 8.20 The provision of open space, including green spaces and play space, is important in helping to create an environment that supports community cohesion, health and wellbeing. Indeed, the Covid-19 pandemic emphasised the importance of having a network of local and accessible green spaces for leisure and recreation.
- 8.21 The City Plan notes that the North West Economic Development Area, within which the Neighbourhood Plan area is located, and parts of Maida Hill in particular, is deficient in publicly accessible open space. It states, at para 5.3, that *'new development should therefore seek to green the area, by providing new publicly accessible open spaces wherever possible'*. City Plan Policy 34 (D) then states that major developments will be required to provide new or improved public open space, and space for children's play, particularly where an area has been identified as being deficient in open space.
- 8.22 The opportunity for delivering new space might arise through new development or the remodelling of existing areas and estates. This includes the potential for reimagining internal spaces within the Lydford Estate used for car

parking, and where the reorganisation of that space could allow for the introduction of new, useable green spaces.

- 8.23 The quantum of new green and play space required of new development is determined by the [London Plan Urban Greening Factor](#) (Policy G5) and benchmark standards in the Mayor of London's [Shaping Neighbourhoods Play and Informal Recreation SPG](#) (2012) (or until such time as successor documents have been published either by the Mayor of London or Westminster City Council). Proposals for new development are expected to show they are providing new play space in line with these standards.
- 8.24 There are some examples of green space within the Plan area being located within gated developments, and thus inaccessible to the community as a whole. Opportunities that are taken to open such spaces up for the benefit of the community as a whole, will be welcome. Where new green spaces are to be provided, they should be safe, accessible and usable for all, and provide a range of open space types and play facilities that cater for all ages. Green spaces should be connected into a green infrastructure network by green links, such as public rights of way, tree-lined and landscaped streets. This network of spaces should incorporate measures that help manage surface water run-off and include wildflowers enabling insect pollinators to extend their range.
- 8.25 Where play spaces are to be provided, these should be inclusive and designed to cater for play for all ages, and linked to other leisure and communal activities, including outdoor gyms and community food-growing area. As far as possible, such spaces should be overlooked by new development, providing natural surveillance of the space.

### **Policy MHP2: New green spaces**

1. Major development, including the regeneration of existing estates, will provide new green space and play space in line with the London Plan and the Mayor of London's Shaping Neighbourhoods SPG (or later successor documents). Development shall:
  - a. Avoid creation of left over space that lacks purpose.
  - b. Where possible, integrate open space within the development rather than pushing it to the periphery.
  - c. Locate new green space within walking distance of as many residents as possible.
  - d. Link green spaces through a network of green routes wherever possible, including public rights of way and tree-lined or landscaped streets.

- e. Provide a range of open space types, including areas of play, opportunities for growing food, and quieter areas for relaxation.
  - f. Ensure that play areas and public spaces are well overlooked wherever possible, providing natural surveillance of the space. Hidden spots must be avoided.
  - g. Enable play spaces to be accessible for people of all ages, and incorporate elements relating to nature and landscape, as well as play equipment.
2. Development which includes rooftop gardens and green walls will be supported where suitable measures are proposed to mitigate any potential adverse impacts arising, which may affect the streetscape and residential amenity, such as through noise or overlooking, and where there is a long-term maintenance plan.
  3. Opportunities that are taken to reorganise areas used for car parking within the Lydford Estate to introduce new, useable green spaces, will be supported.

### **Project MHm: Green spaces within gated developments**

1. In an area notable for its lack of green space, the Forum is keen to see existing green spaces within gated estates become accessible to the community as a whole, and would like to explore the potential for this with the relevant Housing Associations and where access is achieved in a way that meets concerns over potential anti-social behaviour.

- 8.26 New green spaces could be provided in the Neighbourhood Plan area through creation of pocket parks and parklets in the public realm. Many of the streets in Maida Hill, particularly in residential areas, are relatively wide, dominated by on-street parking, and lacking in greenery. Reallocation and reorganisation of the space could be undertaken, potentially through removal of a small number of parking spaces. or through new junction design and street entry treatments that creates opportunities for planting, seating and public art. Any new green space or area of seating should be considered within the scope of 'safer by design'.
- 8.27 Some residents in the Plan Area already plant flowers around the base of the street trees near them ('mini tree gardens'). Their experience is that flower planting in their streets encourages social interaction and community cohesion.

Maintenance of these areas can also help with surface water run-off. Further planting is encouraged, as long as the areas are well maintained.

- 8.28 Through consultation a list of potential locations for new pocket parks and parklets were also suggested. These could potentially take the form of trial projects to test their effectiveness before being implemented on a permanent basis.
- 8.29 The wider benefits of green spaces is also recognised, introducing biodiversity to the area and helping to manage the surface water flooding. The [City Councils Environmental SPD](#) (February 2022) identified much of the Neighbourhood Plan area as being a 'surface water flood risk hotspot' (with the area experiencing two major flood incidents over the last fifteen years). The City Plan (Policy 35) notes that site-specific flood risk assessment must be submitted with all proposals for development in a surface water hotspot. It also notes that new development must incorporate sustainable drainage systems (SuDS). From 2024, changes to the Flood and Water Management Act 2010 will come into effect, requiring SuDS to become mandatory in all new development.
- 8.30 However, irrespective of whether new development takes place or not, solutions are needed to address the risk of surface water flooding. The flash flooding experienced across much of London in July 2021, including severe flooding on Shirland Road in the Neighbourhood Plan area, highlights the importance and need for interventions.
- 8.31 The Forum is keen to see street space utilised in a more effective manner, remodelling these to allow for the introduction of new street trees, raingardens (Figure 9) and the planting of wildflowers, enhancing biodiversity and helping to manage flood risk. Raingardens are a form of sustainable urban drainage that are generally low maintenance, wildlife-friendly spaces. They are also often referred to as 'bioretention facilities'.
- 8.32 The route of the former, now buried and culverted, Westbourne River runs through part of the Neighbourhood Plan area. The introduction of raingardens and other similar solutions also presents an opportunity to reimagine and rediscover this route as part of a public realm scheme that is unique to the area.
- 8.33 Wherever SuDS are to be provided, these must be designed in line with the four pillars of SuDs being:
- i) Water quantity: controlling the quantity of runoff to manage flood risk, maintain and protect the natural water cycle.
  - ii) Water quality: manage the quality of the runoff to prevent pollution.
  - iii) Amenity: create and sustain better places for people.

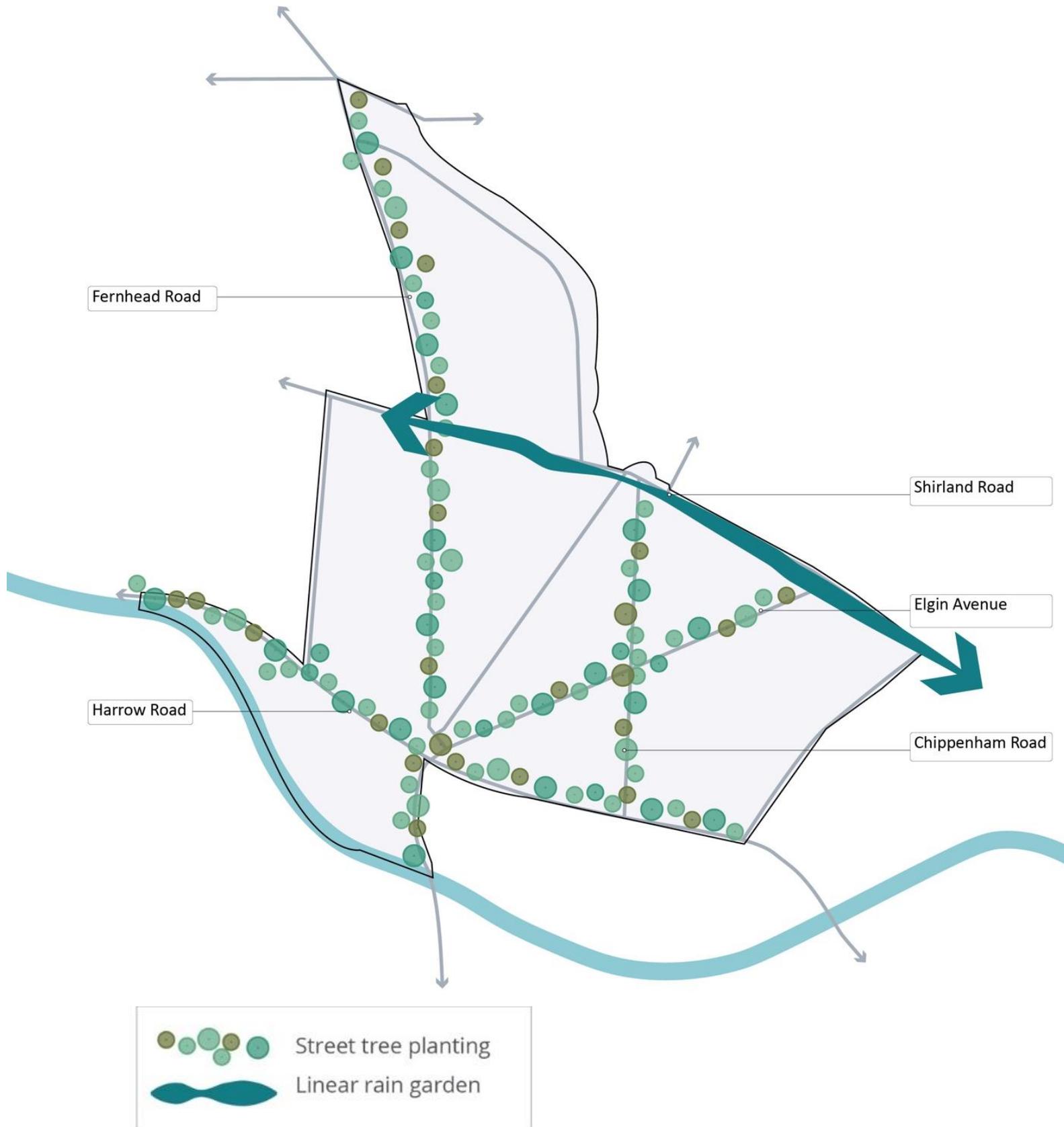


iv) Biodiversity: create and sustain better places for nature.

8.34 Guidance published by Transport for London ([SuDs in London](#)) builds upon that published by the Construction Industry Research and Information Association (CIRIA, C753, the SuDS Manual, 2015) and shows how SuDS can be successfully integrated in the London context. Where SuDS are proposed, either as part of a development or through the retrofitting of existing streets and paces, reference should be made to the Transport for London guidance.

### **Policy MHP3: Sustainable drainage systems (SuDS)**

1. Where SuDS are proposed:
  - a. The design of SuDS must reflect best practice guidance and advice established by Transport for London in '[SuDS for London](#)' (or any successor document to this).
  - b. SuDS must be designed to be multi-functional and deliver benefits for biodiversity, amenity, water quality and quantity (the 'four pillars' of SuDS).
  - c. A source control approach should be prioritised to implement above-ground SuDS features, allowing surface water runoff to be captured, attenuated and treated as close to source as possible.
  - d. Swales, and where appropriate, attenuation ponds shall be designed so that water features and plants are visible from the surrounding area and to avoid unattractive and over-engineered boundary treatments.
  - e. Where it is proposed to provide SuDS within the public realm, such as rain gardens and tree pits, these must be designed as an integral part of the green and blue infrastructure network and street network, responding positively to the character of the area. Where hard landscaping is needed, the use of porous materials should be maximised to enable infiltration.



*Figure 9: Concept plan illustrating potential street greening programme. This highlights opportunities on the main street network but is supplemented by smaller scale interventions, including pocket parks and parklets across the Neighbourhood Plan area.*

### **Project MHn: Pocket Parks and Parklets**

1. The Forum aims to work with Westminster City Council and other partner organisations to explore the installation of Parklets and Pocket Parks on streets within the Neighbourhood Plan area, providing small areas of greenery, potentially integrated with seating, public art and cycle parking.
2. Schemes will generally involve the rationalisation of existing road space, including the remodelling of road junctions and/or the replacement of parking bays. They will extend out from, and be level with, the pedestrian footpath. Schemes might initially be trialled on a temporary basis and their success monitored before being delivered on a permanent basis.
3. Suggestions for suitable locations potentially include:
  - a. Kennet Close / Ashmore Road corner
  - b. Marylands Road / Goldney Road corner
  - c. Hormead Wharf, next to 48a and 50 Hormead Road
  - d. Warlock Road / Chippenham Road corner
  - e. Chippenham Road / Elgin Avenue junction, in front of William Hill
  - f. Elgin Avenue / Chippenham Road corner, in front of St Peter's Church
  - g. Halfpenny Steps mini park by canal
  - h. Fernhead Road / Barnsdale Road corner
  - i. Fernhead Road / Errington Road corner
  - j. Fernhead Road / Croxley Road corner.

### **Project MHo: Raingardens, street tree planting and flood resilience**

1. The Forum is keen to promote delivery of greener streets throughout the Neighbourhood Plan Area, particularly where this will help manage and mitigate localised flooding issues associated with surface water run-off. This could include a programme of street tree planting along the main streets and avenues through the Neighbourhood Area.
2. The Forum is also keen to work with partner organisations to explore how existing road space might be rationalised to introduce 'raingardens' and Sustainable Drainage Systems (SuDS) into the streets, forming a network of SuDS across the area. Introduction of such a scheme along Shirland Road would also help form a modern reinterpretation of the route of the

Westbourne River, which used to flow through Maida Hill (and now runs in culvert under Shirland Road). The Forum aims to work with Westminster City Council to explore possibilities for 'raingarden' locations, and develop a strategy and promote funding opportunities for the most beneficial of these.

3. The introduction of raingardens and associated wildflower areas would bring biodiversity benefits and could act as a network of 'B-Lines' allowing bees, butterflies and other insect pollinators to extend their range. The associated management and maintenance regimes would be agreed with the relevant authorities.
4. Where raingardens are proposed, existing trees should be retained, and where new trees are to be planted, these should be beneficial for local flora, fauna and people (for example, providing edible fruits for birds).
5. Encouragement is given to wider opportunities, including those taken by homeowners, to 'de-pave' existing areas of hard standing and replace them with natural and permeable surfaces. Conversely, actions that substitute natural surfaces for hard surfaces, and related actions such as the removal of hedges, are detrimental to the environment and will be discouraged.

## Grand Union Canal

- 8.35 The Grand Union is a key, yet somewhat hidden, asset of the Neighbourhood Plan area. The City Plan notes that the borough's canals are an important part of the network of public spaces across Westminster, and thus important to health and well-being of residents. Priorities identified for the North West Economic Development Area include the extension and greater use of the Grand Union Canal towpath. At the same time, the canal is recognised as being a barrier to movement. To reduce severance to the Harrow Road district centre caused by the canal (which includes the retail frontage in and around Maida Hill Market in the Neighbourhood Plan area), the City Plan states that *'this could include additional or more inviting canal crossings'*. If a new crossing is to be provided, it is likely that this would be outside the Neighbourhood Plan area. However, improved links to any new crossing from the Plan area should be provided, allowing for greater access to facilities, including parks, that are to the south of the canal, and which could help address open space deficiencies in the Neighbourhood Plan area.
- 8.36 City Plan Policy 31 sets out policy requirements in respect of development adjacent to a waterway, including creation of active frontages to the waterway, as well as enhanced towpaths and footpaths on the waterside. In Maida Hill

there is limited access to the Canal, with buildings and property boundaries often running right up to the water edge and the towpath being on the southern side of the canal (outside of the Neighbourhood Plan area). Where the opportunity arises, development should allow for the creation of improved links to, and new public spaces adjacent to the canal (Figure 10).

#### **Policy MHP4: Canal access**

1. Major development adjacent to the Grand Union Canal shall:
  - a. Take opportunities to provide public views and public access to the Canal, including new public spaces.
  - b. Avoid creation of blank walls adjacent to the canal and any new public space created. Doors and windows should be provided that overlook the space.
  - c. Where appropriate, provide street furniture in new public spaces adjacent to the canal, and which allow people to enjoy the space without detriment to pedestrian movement and existing residential amenity.

#### **Project MHP: Connections to canal crossings, maintenance and tow-paths**

1. Should new canal crossings be provided close to, but outside the Neighbourhood Plan area, the Forum is keen to see access between these and the Neighbourhood Plan area provided, allowing greater accessibility to the south side of the canal. In the event that new crossings are proposed, the Forum will seek to work with partner organisations, including adjacent Neighbourhood Forums, to identify opportunities for improved access.
2. Any new connections and other structural changes should ideally be undertaken in conjunction with action to improve maintenance. The Forum is keen to work with Westminster City Council and other partner stakeholders to undertake a review of how best to uphold a good quality ambience for tow-paths.

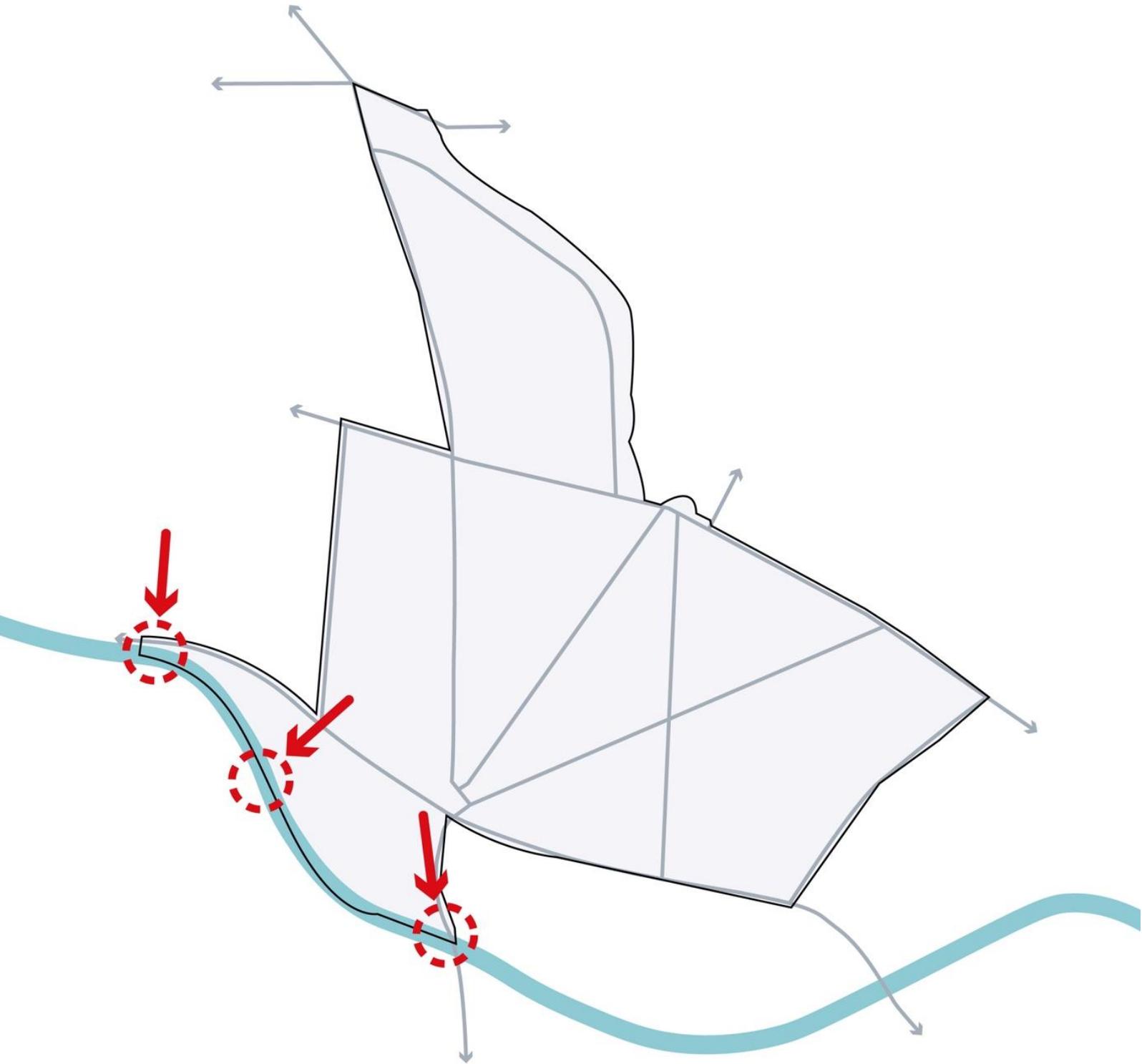


Figure 10: Concept plan illustrating opportunities for improving connections to the Canal



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BUS STOP

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or Paddington

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## 9. SUSTAINABLE ACCESS

- 9.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 5: Movement - To create an environment where people can move about safely and easily on foot and by bike.**

### Active, healthy and liveable neighbourhoods

- 9.2 Maida Hill aspires to be a place where people of all areas and abilities can move freely and easily around, supporting day-to-day activity. However, levels of congestion along Harrow Road, and for many of the junctions in Maida Hill, are often high, and this can have detrimental effects on the time use of travellers, the mental health and physical health of those in the vicinity.
- 9.3 City Plan Policy 24 states that development must help support walking, cycling and use of public transport, contributing to the Healthy Streets approach outlined in the London Plan. This is a framework of ten indicators which describe the human experience of a street and can help identify how and where improvements might be made to make those streets and spaces a healthy, sustainable and welcoming environment for all. This is expanded upon in City Plan Policy 25 which sets out a range of criteria in respect of walking and cycling that development is required to comply with. City Plan Policy 27 then outlines the approach to parking, including the provision of cycle parking facilities.
- 9.4 The [Healthy Streets Index](#) shows that Harrow Road performs poorly against those factors that have the biggest impacts on health, including air and noise pollution, street design, traffic dominance and walkability.
- 9.5 Equally, [OpenMapping prepared by Space Syntax](#) shows how likely it is that different streets will be used in an area, based upon how connected they are and how direct the routes between different places are. The model indicates that Harrow Road is a high route of choice for pedestrian and vehicular movement, with Shirland Road, Elgin Avenue, Fernhead Road and Chippenham Road also all scoring fairly high as routes of choice (Figure 11). This is also reflected in [heat mapping collated by Strava](#) which shows the most popular routes used by athletes. It indicates that the canal towpath (just outside the study area) is the most popular route for jogging and cycling, but that Harrow Road is heavily used by cyclists, as is the Great Western Road south from Maida Hill Market, being the primary route across the canal. Other routes well used in the area include Elgin Avenue and, to a lesser extent, Fernhead Road. However,



conditions for walking and cycling on these routes is varied, with space for cycling limited or completely lacking in many instances.



Figure 11: Mapping prepared by Space Syntax which shows the routes of choice for those people making relatively short journeys (of around 2km in distance). The most popular routes of choice are shown in red, with the least popular in blue. Although not shown above, the Space Syntax mapping also indicates that route choices for those making longer journeys of around 10km are similar to those for shorter journeys (source: Space Syntax OpenMapping).

- 9.6 Harrow Road is the main distributor route in the area, with through traffic as well as local traffic making use of this. It should remain the main distributor route, with through traffic on smaller residential streets in the area discouraged. This will help contribute to improvements to the quality of the environment in these areas (including improved air quality, reduced noise and congestion) whilst also creating safer and more socially inclusive places for people to make local trips by foot and by bike.
- 9.7 In Maida Hill the idea of ‘active, healthy and liveable neighbourhoods’ is supported, where the role and function of streets is rebalanced to make walking and cycling a more attractive and safer proposition for people of all ages and abilities, where motorised through traffic in residential areas is minimised (though still allowing for access by residents and emergency vehicles), and where wider environmental and societal benefits can be captured: air quality is improved, the potential exists to create and introduce greenery into the area, and more opportunities arise for social interaction.
- 9.8 [Strategic Network Analysis prepared by Transport for London](#) indicates that Maida Hill is within an area which has very high potential to be an ‘active, healthy and liveable neighbourhood’, as well as being a location where the need for such an approach is also very high. This analysis presents a starting point for further analysis and exploration of interventions at a more local level. Where measures are introduced, these should be on the basis that they:
- are equitable between different parts of the Plan area;
  - avoid the risk of ‘tipping points’ in which boundary roads become subject to increased congestion; and
  - are especially sensitive to increased pollution emissions around schools and medical facilities.
- 9.9 Harrow Road, Shirland Road, Fernhead Road, Elgin Avenue and Chippenham Road are key routes in the neighbourhood where improvements to walking and cycling conditions should be delivered, including dedicated cycling routes and safer junction designs for cycling and pedestrians crossing the street. These are also streets that accommodate bus services and thus where a balanced approach to the design of infrastructure is required. On busier streets, segregated routes should be accommodated. These routes also help define ‘residential cells’ within them (Figure 12), where interventions such as filtered mobility, entry treatments, speed and traffic restrictions, and street greening will help deliver a network of ‘active, healthy and liveable neighbourhoods’. Where new or improved routes for walking and cycling are to be provided, they should connect with the wider network of routes that extend beyond Maida Hill, with associated signage and wayfinding that support their use.

- 9.10 Development in the area should help contribute to provision of new and improved walking and cycling routes (where appropriate to the size of the site) that provide direct links to the surrounding street network, maximise active frontages along the routes so that they benefit from natural surveillance, avoid unclear routes to the rear of properties, and provide easily accessible cycle parking provision, preferably within the property. Other opportunities that support the creation of 'active, healthy and liveable neighbourhoods' should also be explored, including the delivery of school streets (see glossary for definition).

### **Policy MHS1: Active and healthy travel**

1. Other than for essential servicing and where emergency access is required, development proposals are expected to support the 'active, healthy and liveable neighbourhoods' concept, restricting the potential for through traffic to divert away from main distributor routes onto smaller streets and residential roads.
2. Proposals for major residential and commercial development are expected to include plans which make clear how they satisfy the following active travel criteria:
  - a. Provide new walking and cycling routes that are direct, safe and convenient to use and designed for use by people of all ages and abilities, and which are well connected with and link to the existing network of defined walking and cycling routes.
  - b. Demonstrate how such proposals will integrate satisfactorily into existing adjacent walking and cycling networks, without reduction of capacity or safety of those routes.
  - c. Provide development layouts with active frontages which allow for the natural surveillance of routes through overlooking.
  - d. Reflect best practice principles for active travel design with the design of new cycle routes incorporating the guidance set out in the Department for Transport's Cycle Infrastructure Design LTN 1/20, or successor guidance.
3. Proposals for residential development shall provide cycle storage in line with London Plan standards (or future updates to these). Proposals for development are encouraged to locate secure cycle parking within or immediately adjacent to the property, fully enclosed and at ground-level.
4. Proposals for commercial, leisure and community uses shall be in line with London Plan standards (or future updates to these), support and

enable active travel through inclusion of safe, secure, dry and convenient cycle parking and changing facilities where appropriate.

### **Project MHq: Active, Healthy and Liveable neighbourhoods**

1. The Forum has identified the following locations for new and or improved walking and cycling routes, and is keen to explore the design and delivery of these further with Westminster City Council and other partner organisations:
  - a. A segregated cycle route along Harrow Road and Great Western Road, including clutter free routes, direct and safer crossings for pedestrians travelling to and from Westbourne Park and Queen's Park stations.
  - b. New cycle routes along Shirland Road, Elgin Avenue, Chippenham Road and Fernhead Road.
  - c. Redesigned junctions at the intersections of the above named routes, incorporating cycle priority measures and improved crossings for pedestrians.
2. New and or improved routes should connect with the surrounding network and be combined with wayfinding to support their use.
3. Where new or improved infrastructure is provided this should also include provision for the growing use of e-scooters (subject to the outcomes of the current trial project associated with the hire of e-scooters and any changes to the legal status of using these in public spaces) and other micro-mobility solutions, and where conflicts between users are minimised.
4. Implementation of school streets is also welcome, as are new street trees, planters, crossing sand build outs, including near parks and other green spaces, to support safe access to these by foot and bicycle, and where reducing pollution and motor traffic is particularly beneficial.
5. Alongside these measures, the Forum is also keen to explore opportunities that help minimise the volume and speed of through traffic in the Plan area, particularly on residential streets. These might initially take the form of a series of trial projects that include well-designed and non-intrusive traffic calming measures. Residential areas for intervention might be those defined by Harrow Road, Shirland Road, Elgin Avenue, Fernhead Road and Great Western Road (as per Figure 12).

6. The Forum will seek to feed into opportunities and proposals developed by Westminster City Council that support active travel measures.

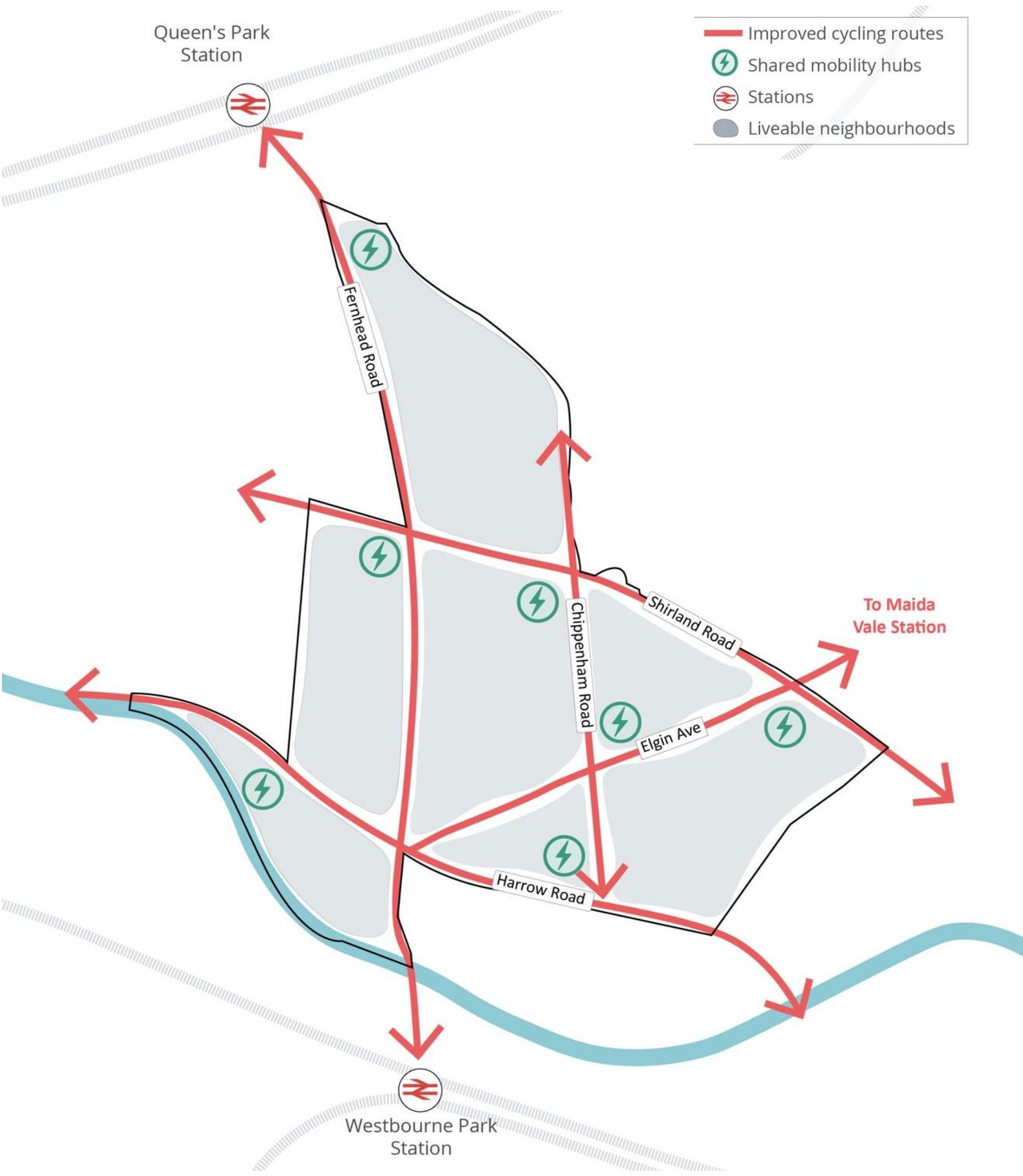


Figure 12: Concept plan illustrating potential locations of improved cycling facilities on key routes, and broad locations for introduction of mobility hubs.

- 9.11 Other street-level initiatives which would be supported within residential streets in the area include the idea of Garden Streets or Homezones. Deriving from The Netherlands, where such streets are known as 'Woonerfs', these streets typically include shared spaces, greening, traffic calming and low speed limits. A central goal of the concept is to encourage natural human interaction.
- 9.12 Further initiatives to help move towards safe and active neighbourhoods are presented in the [Small Change, Big Impact guide](#) which offers practical advice on how to deliver temporary, light touch and low-cost projects to change the way a street looks and feels. Examples given within the guide feature a range of potential projects including: a one-day closure of a street for a community festival; planting new flowerbeds; a new street design creatively tested for a limited period of time; and parking spaces repurposed to extend a café's terrace in the summer.

### **Project MHR: Garden Streets, Homezones and Play Streets**

1. The Forum is keen to explore, with Westminster City Council, opportunities for transforming existing streets into Garden Streets and Homezones. This would need to involve the cooperation of homeowners and close partnership with the relevant authorities to identify a pilot project to trial this concept, ahead of any longer term roll-out of such a project.
2. Identification of a pilot project would enable funding streams to be identified to help facilitate such transformation, with management and maintenance regimes and responsibilities established as a result of the trail.
3. Ahead of this, temporary applications for street closures as part of annual car free days and other similar events are encouraged and can be used to monitor the community benefits.
4. Equally, the potential for Play Streets (where residents agree to close their road to cars for a few hours a week or month so that children can play safely) is supported and opportunities to test this on a pilot basis will be explored with residents.

## Mobility hubs

- 9.13 Linked to the initiatives outlined above, residential areas should benefit from introduction of mobility hubs (Figure 11), providing different transport choices and solutions for residents.
- 9.14 The City Plan, at Policy 30, supports the introduction of new transport solutions, including technological innovation. Maida Hill currently benefits from the presence of cycle and scooter hire opportunities, although these are not all in designated docking areas or logical locations where use can be maximised. Greater control of these and their location is required. Combining the cycle and scooter hire into a series of defined docking points would be preferred, assisting with their management and use, but also in terms of the general appearance of public space. Opportunities should be taken to integrate the docking points with parklets and wider street greening initiatives.
- 9.15 Existing cycle hire docking stations on Elgin Avenue and those outside but close to the Plan area at Maida Vale station and Warwick Avenue could be supplemented by a new docking station in the area between these three locations, which could form part of a new mobility hub.
- 9.16 Mobility hubs are spaces where docking points for hire bikes and scooters are provided alongside car clubs and EV charging points. They can also potentially include lockers for parcel deliveries, minimising the movement of vehicles associated with trips to multiple private addresses.
- 9.17 Mobility hubs are often designed as part of a public realm programme, creating new public space and greenery. The redesign and reallocation of space from the private car is intended to enhance the experience of travellers as well as benefiting local residents and businesses. The concept of the Mobility Hub has been applied to the streetscape in many European and North American cities and is now being replicated in the UK.
- 9.18 CoMoUK is one of the leading organisations pushing for the UK's transition towards integrated mobility solutions designed for the public good and are supporting the implementation of mobility hubs in the UK. Their [Mobility Hub Guidance](#) document provides advice on the components of a mobility hub and how they might be implemented, drawing on a range of case studies. It is recommended that if mobility hubs come forward in Maida Hill, they should draw upon this best practice guidance.
- 9.19 Where such hubs are to be provided, they should be designed to avoid conflict between users of different transport modes. Where any technology or cabling associated with e-vehicles or similar is incorporated, it should not cause obstruction or hindrance to pedestrian movement.



## Policy MHS2: Mobility hubs

1. Proposals for mobility hubs in the Neighbourhood area will be supported where they incorporate some or all of the following elements:
  - a. Docking points for bikes and e-scooter hire.
  - b. Secure cycle parking facilities / sheds for residents.
  - c. EV charging points for cars.
2. Mobility hubs should be located in the carriageway, replacing car parking spaces or helping to reduce road width. They should be next to defined cycle routes.
3. Where EV charging points are provided, cables must be directed away from the pavement so as not to cause hindrance to pedestrians.
4. Proposals must be of a high-quality design and, as far as possible, integrate planting and seating alongside delivery of parklets and pocket-parks.
5. Proposals that include improvements to existing docking points and bus stops / stands to act as a mobility hub will be supported.

## Car-free development

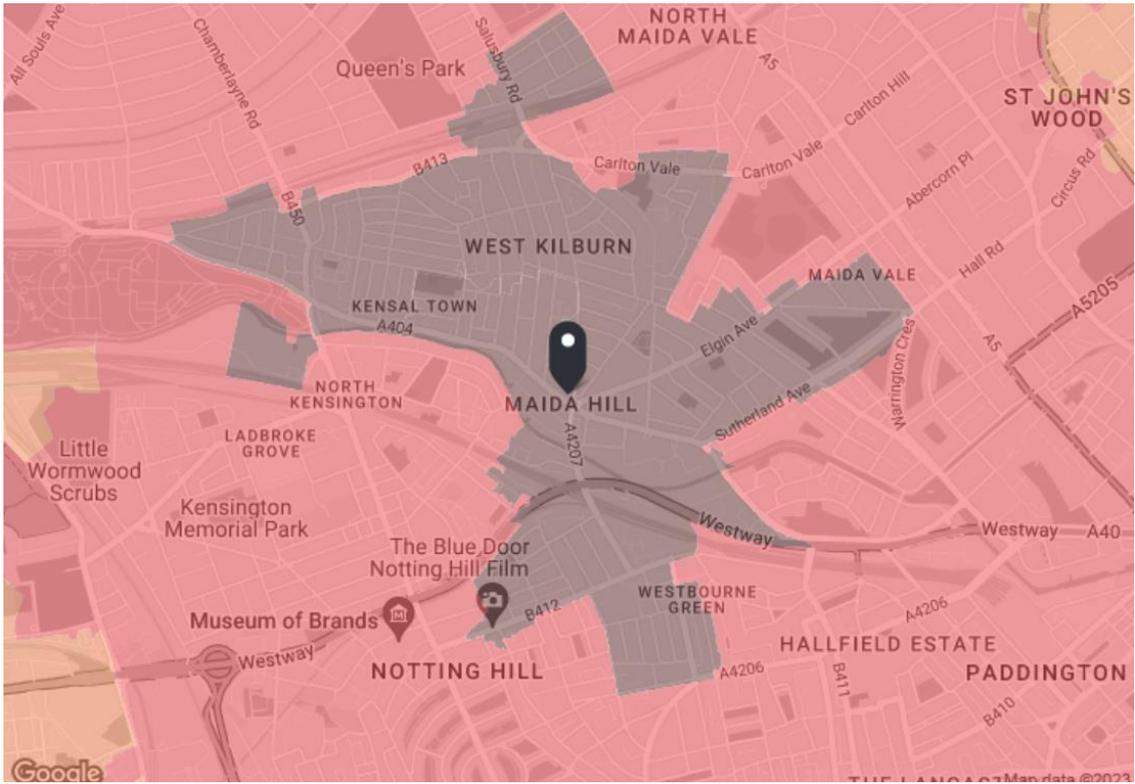
- 9.20 Maida Hill benefits from high public transport accessibility. Transport for London's PTAL (see glossary) tool shows that much of the Neighbourhood Plan area currently benefits from very high [PTAL ratings of 5-6a](#). Based on public transport investments within Transport for London's committed and funded transport improvement programme, it is forecast that PTAL ratings will increase, with a higher proportion of the Neighbourhood Plan area benefiting from a [PTAL rating of 6a](#). The area that can be reached by non-car modes is extensive.
- 9.21 [Transport for London's 'Time Mapping' tool](#) indicates that the entirety of the Neighbourhood Plan area is within a fifteen minute bus journey of Maida Hill market, with much of the surrounding area also within a short journey time. Maida Vale and Queen's Park tube stations are also within the fifteen minute catchment of Maida Hill market (Figure 13). The Time Mapping tool shows that the distance that can be travelled by bike extends this catchment significantly, increasing accessibility to a wider range of services and facilities.
- 9.22 Westminster [City Council's Walking Strategy](#) aims to increase the proportion of all trips made by residents by foot, such that the Borough has the highest level of walking in London. It seeks to improve the quality and safety of the walking

environment to make trips by foot a more attractive proposition. To help facilitate this, the Strategy identifies a number of opportunities to encourage behavioural change. These include support for car-free development, with the Strategy stating that *'car-free development is also becoming more feasible as the City has one of the most extensive public transport systems in the world'*.

- 9.23 City Plan Policy 27 states that the maximum parking standards in the London Plan will be applied. In respect of residential parking standards, the London Plan states that all areas with a PTAL rating of 5-6, and all areas of inner London with a PTAL rating of 4, shall be car-free. The London Plan also states that proposals for office development in inner London shall be car-free and that proposals for retail development in areas with a PTAL rating of 5-6 should also be car-free. In all instances, the London Plan notes that exceptions include provision for disabled persons' parking.

### **Policy MHS3: Car free development**

1. Based upon the location of and public transport accessibility levels in Maida Hill, proposals for all development should seek to be car free, except where required for disabled persons.
2. Proposals that incorporate active travel measures and provision of mobility hubs will be supported.



Scenario: Base Year Mode: Bus only, Time of day: AM peak, Direction: From location

W9 3QA  
 Harrow Rd, London W9 3QA, UK  
 Easting: 524842, Northing: 182161

Code: NT086A05A

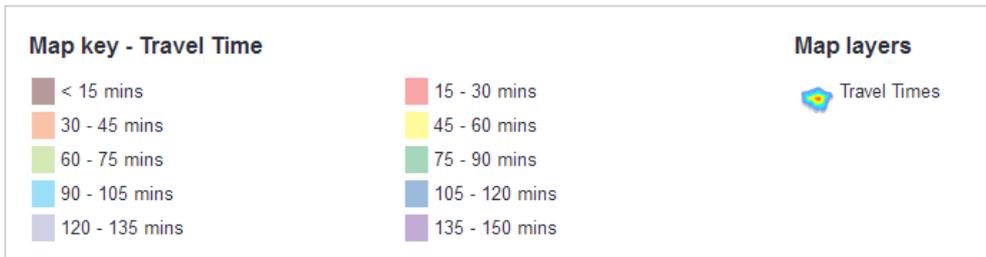


Figure 13: Map showing travel time, by bus, measured from Maida Hill Market (source: Transport for London's WebCAT Time Mapping tool. Map source: Google)



# 10. ENVIRONMENT

- 10.1 The policies in this section of the Neighbourhood Plan are linked to the following objective:

**Objective 6: Low carbon - To support initiatives that make Maida Hill resilient to the effects of climate change.**

## Buildings

- 10.2 City Plan Policy 36 notes that the City Council promotes zero carbon development and, at City Plan Policy 38, that development should incorporate the principles of sustainable design. Supporting text notes that the possibility of sensitive refurbishment or retrofitting of buildings should be considered prior to demolition. The Westminster Environmental SPG goes further, noting that *'refurbishment and retrofit projects provide an important opportunity to improve the energy and water efficiency of buildings and reduce emissions, which is key to achieving net zero carbon by 2040'*.
- 10.3 The Westminster City Council's validation requirements for planning applications note that a [Sustainable Design Statement](#) should be prepared to explain how proposals address the sustainable design principles in the City Plan, to ensure that new buildings are durable, adaptable and that they limit long-term resource use.
- 10.4 The importance of retrofitting buildings is also linked to wider climate change issues, including those in respect of overheating and flood resilience. Approaches to the retrofitting of buildings should be undertaken in consideration of climate and environmental impacts to help create safe and healthy home and buildings.
- 10.5 The Low Energy Transformation Initiative (LETI) note in their [Climate Emergency Retrofit Guide](#) that *'as our new-build standards are still not in-line with net zero, even the homes we are building now will need to be retrofitted before 2050. Retrofit is therefore critical in supporting our transition to net zero'*. The Guide presents benchmarks that go beyond current requirements. The Westminster Environmental SPD notes that these targets may be integrated in future reviews of the City Plan. Until such time, applicants for development in Maida Hill are strongly encouraged to follow the LETI Guide.

### **Policy MHE1: Re-use and retrofit of buildings**

1. Every opportunity should be taken to retain, refurbish and sensitively retrofit existing buildings, improving the sustainability of existing buildings and their resilience to flooding and overheating.
2. Strong support will be given to residential schemes that involve the retrofitting of existing buildings in line with targets set out in the LETI Climate Emergency Retrofit Guide (or any subsequent document or set of standards that supersedes this).
3. Any scheme involving the demolition or redevelopment of an existing building, as opposed to retrofitting that building, will need to be fully justified through submission of a Sustainable Design Statement.
4. The responsible retrofit of heritage assets is encouraged where it leads to energy efficiencies and the longevity of the building, and where it safeguards historic characteristics in line with guidance published by Historic England ([Advice note 14](#)) in respect of Energy Efficiency.

## **Air quality**

- 10.6 The [London Air website](#) indicates that Nitrogen Dioxide emissions and particulate matter in the Neighbourhood Plan area exceed the maximum allowable benchmarks, with Harrow Road having the highest levels of pollution.
- 10.7 The whole of Westminster is an Air Quality Management Area. City Plan Policy 32 requires proposals for major development to be accompanied by an Air Quality Assessment, and expects all development to maximise opportunities to improve air quality.
- 10.8 There are eight Air Quality Focus Areas (AQFA) in Westminster, designated by the Mayor of London. In these locations it is expected that Air Quality Positive (see Glossary) guidance will be followed. Relevant guidance and advice can be found in the [Westminster Environmental SPD](#).
- 10.9 Although Maida Hill is not currently within an AQFA the [City Council's Air Quality Action Plan](#) notes that other areas of concern include Harrow Road and all areas immediately surrounding schools and GP surgeries.
- 10.10 There is a strong desire, expressed through responses to consultations carried out by the Forum, for improvements to air quality in Maida Hill. This informed interventions identified in the Neighbourhood Plan such as street greening and promotion of walking and cycling. The Forum is keen to see wider measures introduced, including the requirement for air positive schemes being extended to and including all qualifying developments in Maida Hill.

### **Project MHs: Air quality**

1. Working with Westminster City Council and other community groups, the Forum would like to explore opportunities to better measure, monitor and introduce strategies to reduce air pollution within the Neighbourhood Plan area (such as the [‘Breathe London’ initiative](#)), including the requirement for air quality positive development schemes.



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# 11. PROJECTS AND NEXT STEPS

## Community Infrastructure Levy

- 11.1 The Community Infrastructure Levy (CIL) is a charge levied on development which is payable to Westminster City Council and is intended to be spent on infrastructure projects that help address the demands placed on it resulting from growth. This might include, for example, spending on new transport infrastructure, health and educational facilities, open spaces and sports facilities.
- 11.2 The [Westminster CIL Charging Schedule](#) took effect on 1st May 2016. All applications for development that are above the necessary thresholds will be subject to the Westminster CIL charging schedule, or any subsequent updates to it.
- 11.3 A portion of CIL is ringfenced for spending on neighbourhood projects identified by the local community. Through consultation and work on the Neighbourhood Plan, a series of projects have been identified which the Neighbourhood Forum is keen to direct the neighbourhood portion of CIL towards. These are referred to through the Neighbourhood Plan in the pink project boxes. The projects will be kept under review.
- 11.4 Alongside CIL, the City Council will continue to negotiate [Section 106 agreements](#) with applicants, which can provide funds or works to make development more acceptable in planning terms. The Neighbourhood Forum will liaise with the City Council as to the most appropriate form of Section 106 agreement relating to applications within the Neighbourhood Plan area.
- 11.5 In addition to the Westminster CIL, the [Mayoral Community Infrastructure Levy \(MCIL\)](#) is also payable. The MCIL Charging Schedule came into effect on 1<sup>st</sup> April 2012 and was updated on 1<sup>st</sup> April 2019. The MCIL will be used to fund Crossrail 1 and 2. Westminster City Council is responsible for calculating and collecting the MCIL.

## Next steps

- 11.6 This is the submission version Neighbourhood Plan for Maida Hill. It has been subject to a period of formal consultation lasting for at least six-weeks (known as 'Regulation 14' consultation) and amendments have been made in response to feedback received during this period. The Plan has now been submitted to Westminster City Council who will start the 'examination process'.
- 11.7 The City Council will formally consult on the submission version of the Neighbourhood Plan and appoint an independent examiner to review the Plan

and any consultation comments made in response to it. Following this, the examiner will issue a report to the City Council advising whether:

- The Plan should proceed to referendum.
- The Plan should proceed to referendum subject to modification.
- The Plan should not proceed to referendum.

11.8 For the examiner to advise that the Plan proceed to referendum, it will need to be demonstrated that the Plan meets what are called the 'Basic Conditions'. These include showing that the Plan is in general conformity with the strategic objectives of the Local Development Plan (i.e.: the Westminster City Plan and the London Plan).

11.9 The City Council will organise the referendum. All people of voting age living in the designated Neighbourhood Plan area, and who are registered on the electoral role, are eligible to vote on whether the Plan should be brought into force ('made') or not. If more than 50% of all people who turnout to vote are in favour of making the Plan, then it will become part of the suite of planning policies used by Westminster City Council to help shape and determine planning applications in Maida Hill.

## **Reviewing the Neighbourhood Plan**

11.10 Notwithstanding the defined period of the Neighbourhood Plan to 2040, it is recognised that, with the future reviews of both the Westminster City Plan and London Plan, the Neighbourhood Plan will need to be reviewed periodically. This will enable the Neighbourhood Plan to remain 'current' and in conformity with the Local Plan and National Planning Policy Framework.

YAAABE  
CENTRE

# APPENDIX 1: AFFORDABLE WORKSPACE

The Westminster 'Affordable Workspace Informal Planning Guidance Note (draft, March 2022) includes guidance on the quality of the fit out of the workspace for end-users. A 'Category A' fit out is required. This includes elements such as raised floors, suspended ceilings or equivalent, basic mechanical and electrical services (air condition, lighting, controls), basic fire detection / protection systems, general decoration to perimeter walls.

As a minimum, a 'Category A' fit out is expected to meet the following criteria:

- a. Good quality, with quality not being less than the quality of fit out for the majority of the rest of the development unless adequately justified;
- b. Reasonable finished floor to ceiling heights no lower than 2.7m;
- c. To avoid the affordable workspace being compromised at the expense of other parts of the development, for example, there should be minimal servicing such as drainage and soil piping for other parts of the development in the affordable workspace, and there should be appropriate levels of visual and sound proofing of such services;
- d. Air conditioning, air handling, fire exits, toilets, and other relevant components to be of a suitable quantity and position to allow for a large number of people to be in the affordable workspace at the same time; this is on the basis affordable workspaces can often be intensively used with a high density of desk spaces and increased numbers of people at training or events that might take place at the affordable workspace;
- e. Maximised net internal area, at least 90% of the gross internal area;
- f. Disability Discrimination Act 1995 compliant, including level access to any lifts;
- g. Good levels of natural light as to be expected in the standard space with an office use;
- h. Minimal internal walls so to give the Qualifying Tenant flexibility for partitioning the space as part of their category B fit out, although exceptions may be made if reletting the space to subsequent qualifying tenant/s if the internal partitions with the previous qualifying tenants would be of interest to the subsequent qualifying tenant/s;
- i. Configured with appropriate air handling, air conditioning, electrical services and other elements to allow for the Qualifying Tenant to easily and at minimal cost: create cellular small office units in the majority of the space to meet market demand for small office units and to make use of small business rates relief so to help the space to be affordable for End Users; install high speed internet cabling;

and, fit out the space to have a diverse range of facilities such as shared co-working open plan desk areas, break out spaces, meeting and kitchen areas.

- j. the Qualifying Tenant should have rights to have clear signage and visual presence at the entrance to the affordable workspace.

# APPENDIX 2: TOWN CENTRE LAND USES

Maida Hill benefits from the presence of seven 'town centres' (see Figure 14). The ground floor uses in the centres were surveyed in May 2022. The areas surveyed are listed below. The names of the centres below and listed on Figure 14 differ slightly to those in the City Plan. For comprehensiveness, the City Plan references are also included:

<b>Town Centre (as named on Figure 14) for purposes of the survey)</b>	<b>Name of centre in the City Plan</b>	<b>Town Centre designation in the City Plan</b>
Harrow Road	Harrow Road	District Centre
Harrow Road / Marylands Road / Chippenham Road	Harrow Road (East)	Local Centre
Chippenham Road / Elgin Avenue	Elgin Avenue / Chippenham Road	Local Centre
Shirland Road / Elgin Avenue	Shirland Road Junction	Local Centre
Shirland Road / Malvern Road	Shirland Road / Chippenham Road	Local Centre
Shirland Road / Fernhead Road	Fernhead Road	Local Centre
Fernhead Road / Saltram Close	n/a	Not designated

Some of these areas are entirely within the Neighbourhood Area, but others, including that along Harrow Road, straddle the boundary of the Neighbourhood Area.

In total, there are 215 business units across the centres, of which 145 are located within the Maida Hill Neighbourhood Area.

The breakdown of ground floor use types found within the local centres is presented in Table 1, and mapped in Figure 14. The most common land use type across the network of centres in Maida Hill is Class E. This broadly covers uses previously defined in the revoked Classes A1/2/3, B1, D1(a-b) and 'indoor sport' from D2(e). Class E is sub-divided as follows:

- E(a) Display or retail sale of goods, other than hot food
- E(b) Sale of food and drink for consumption (mostly) on the premises
- E(c) Provision of:
  - E(c)(i) Financial services,
  - E(c)(ii) Professional services (other than health or medical services), or

- E(c)(iii) Other appropriate services in a commercial, business or service locality
- E(d) Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink,)
- E(e) Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner)
- E(f) Creche, day nursery or day centre (not including a residential use)
- E(g) Uses which can be carried out in a residential area without detriment to its amenity:
  - E(g)(i) Offices to carry out any operational or administrative functions,
  - E(g)(ii) Research and development of products or processes
  - E(g)(iii) Industrial processes

In Maida Hill, the most common Class E land use is E(a), retail, accounting for around 37% of all uses in the centres.

Taken together, Betting Shops, Hot Food Takeaways, and Shisha Bars account for around 13% of all units within the local centres. These are mainly found within three of the local centres, being:

- Harrow Road
- Harrow Road / Marylands Road / Chippenham Road
- Shirland Road / Malvern Road

There are twelve hot food takeaways in the local centres which are within 200 metres of a primary or secondary school (see Figure 15). Ten of these are within the Neighbourhood Area. The centre focussed around Harrow Road, Marylands Road and Chippenham Road is a particular hotspot for hot food takeaways, featuring seven in total, all of which are within 200 metres of a primary or secondary school.

The Harrow Road local centre features a cluster of betting shops around Maida Hill Market (Maida Hill Place). This area also features several hot food takeaways and a shisha bar.

While there are only four units listed as shisha bars / stores in total, this may not be representative of the actual number of shisha bars in the area. As shisha bars often also sell food /drink, only the units which clearly advertised shisha as part of their business were included under this land use. Indeed, in [2017, Westminster City Council reported that there were nine shisha bars in the local centres in Maida Hill.](#)

Use Class		No. of Units		Percentage of all units	
		Within MHNP Area	Total across the centres	Within MHNP Area	Total across the centres
<b>B</b> (General industrial processes, storage and distribution)		1	1	0.7%	0.5%
<b>E</b>	<b>E(a)</b> (Display or retail sale of goods, other than hot food)	54	81	37.2%	37.7%
	<b>E(b)</b> (Sale of food and drink for consumption (mostly) on the premises)	18	25	12.4%	11.6%
	<b>E(c)</b> (Provision of financial services, professional services (other than health or medical services), or other appropriate services in a commercial, business or service locality)	26	44	17.9%	20.5%
	<b>E(d)</b> (Indoor sport, recreation or fitness)	0	2	0.0%	0.9%
	<b>E(e)</b> (Provision of medical or health services)	5	7	3.4%	3.3%
	<b>F</b> (Learning and non-residential institutions and local community uses)	3	3	2.1%	1.4%
<b>Sui Generis</b>	<b>Betting Shops</b>	1	3	0.7%	1.4%
	<b>Hot Food Takeaways</b>	15	21	10.3%	9.8%
	<b>Laundrette</b>	3	3	2.1%	1.4%
	<b>Public House</b>	1	1	0.7%	0.5%
	<b>Shisha Bars / Stores</b>	3	4	2.1%	1.9%
	<b>Vacant</b>	15	20	10.3%	9.3%
<b>TOTAL</b>		145	215	100%	100%

Table 1: Breakdown of ground floor use types within the local centres



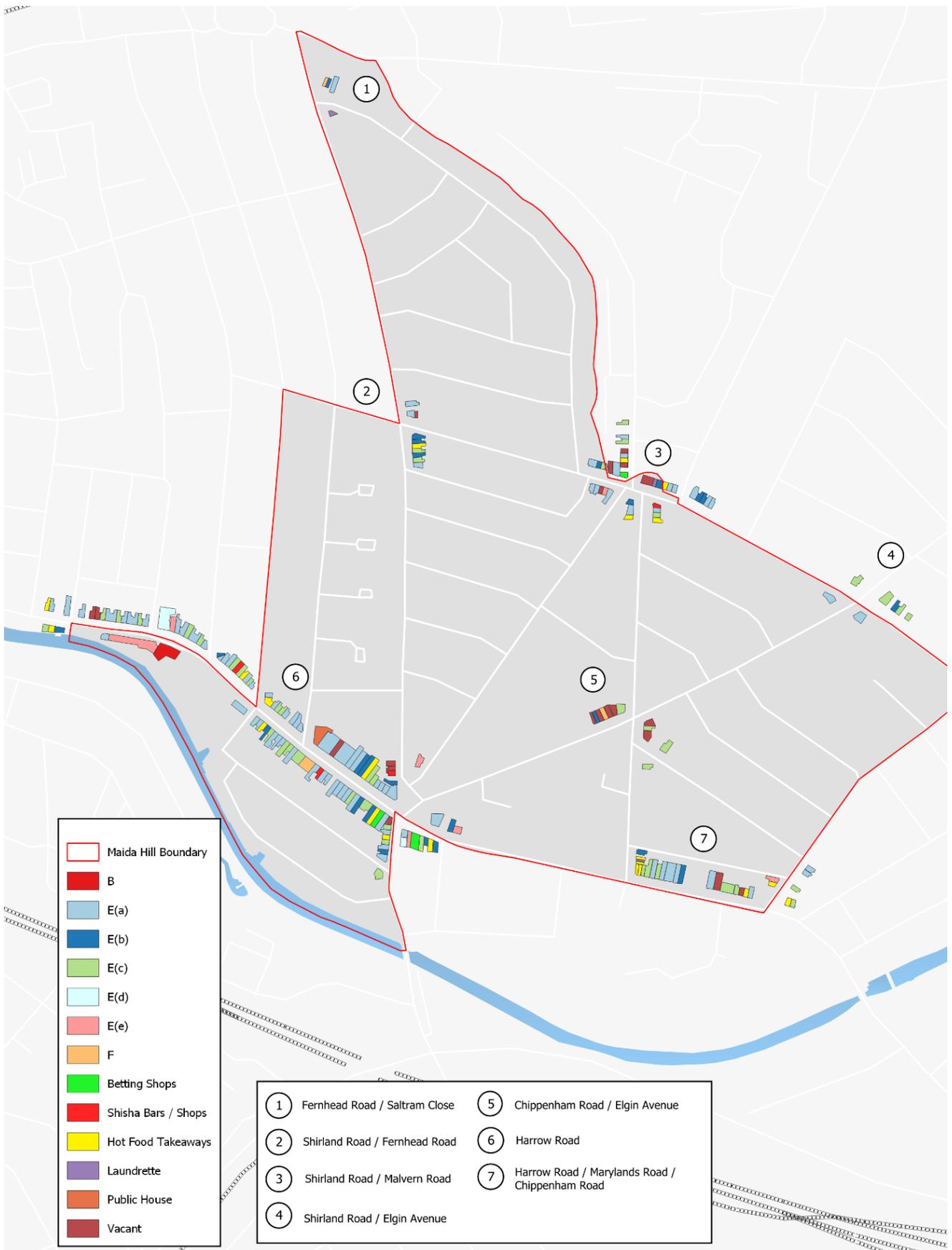


Figure 14: Map of 'town centre' uses within the Neighbourhood Plan area, as of May 2022

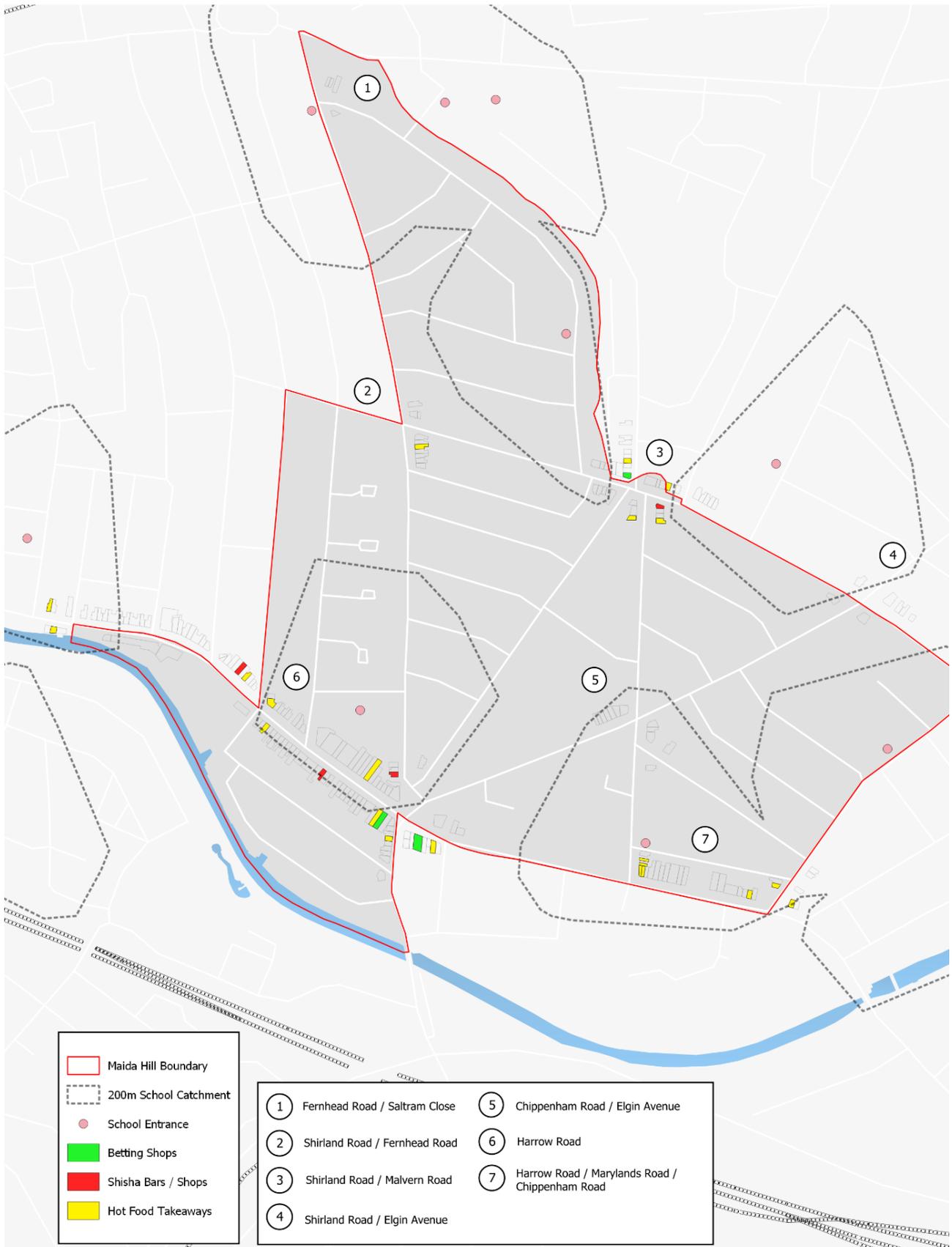


Figure 15: Map showing location of betting shops, hot food takeaways and shisha bars in the Neighbourhood Plan area, and their relationship with the 200m catchment around the entrance of primary and secondary schools

# APPENDIX 3: MAIDA HILL DESIGN GUIDANCE AND CODES

The Maida Hill Design Guide and Code ('The DGC') is presented as a free-standing appendix to the Neighbourhood Plan and must be referred to by all applicants for new development in the Neighbourhood Plan area.

# APPENDIX 4: LOCALLY SIGNIFICANT BUILDINGS

The Neighbourhood Plan area includes numerous 'locally significant buildings'. Information on each of these is presented below.

**The former RBS Bank and Sainsbury's store, 2 Elgin Avenue and 474-478 Harrow Road respectively and which, together, form the corner of Elgin Avenue and Harrow Road**

This striking period corner building at 2 Elgin Avenue, with a rounded turret and a prominent position at the junction with Elgin Avenue and Harrow Road was built to be a bank and was a branch of the Royal Bank of Scotland (RBS) until recently. Following refurbishment, it has been converted into a private health care clinic.

Next door to the former RBS bank building, 474-478 Harrow Road was built in a grand architectural style with turret, balustrade and columns, and was originally a vicarage. The building also became a bank in the 1950s. It is now the local Sainsbury's.

**The Chippenham, 207 Shirland Road**

This pub opened in 1881 or earlier (according to Census information). The Campaign for Real Ale (CAMRA) described the interior with its ornate tiling and mirrors as "one of Britain's Real Heritage Pubs" in its National Inventory of Pub Interiors of Outstanding Historic Interest. The decorative tiling was hidden from view and lost for decades, being rediscovered around 1970. It was famous for hosting the first rehearsals and gigs of Joe Strummer with the 101ers (101 Walterton Road is just across the road) and The Clash. Derelict since 2014, its fate is uncertain

**The 'Zagros building', 482 Harrow Road, comprising grocery store at ground floor and offices above**

Formerly Alfred the Great Tailors, Burton's Menswear, a ballroom and a snooker hall, a Seven Eleven, and a Costcutters, buildings on this site have been a local landmark for over 100 years. This 1930's art deco gem has stylish tall narrow windows dominating its façade. Currently it comprises a grocery store at ground floor and offices above.

**Former Welford & Sons Dairy (Warwick Farm Diaries building), 112-114 Shirland Road and 87-97 Elgin Avenue**

A red brick complex topped with a small turret and adorned with a sculpture of a cow's head, at one point this building housed one of the most prestigious dairies in London (Welford dairies started supplying dairy products to the Prince of Wales and Queen Victoria in 1876, earning a royal seal) - selling milk from cows that grazed the fields that are now the Maida Hill area. Built in the early 1880s, it was designed to be a new model dairy which valued staff welfare and included flats for the workforce. Welford dairy was

in operation in the area until 1983. A plaque on the outside installed in 1982 marks the centenary of the Dairy opening on the site. Now converted into a shop and flats, it remains an important element in the townscape.

### **Maida Vale School (Former Westminster College), 18 Saltram Crescent (listed as an Asset of Community Value)**

A large, airy Victorian building situated in its own secure grounds. Opened in 1903 as Paddington Technical Institute, part of its premises was used by the London School of Chiropody from 1957. After the College of Further Education (renamed City of Westminster College) moved to Paddington Green in 2011, the site serves as the building for Maida Vale school (an independent day school for boys and girls aged 11–18).

### **Simon Court, 16 Saltram Crescent**

Saint Simon Church was constructed in 1898-99, with an associated Parish of Saint Simon assigned in the same year (taken from the parishes of Saint John the Evangelist, Hyde Park Corner and Saint Jude, Lancefield Street). The parishes were redesignated in the 1950s, and Saint Simon Church was closed in the 1980s. It was renamed Simon Court and converted into residential use.

### **Former Squirrel Pub (36 Chippenham Road)**

Originally built in the early 1870s or 1860s, this building acted as a pub/hotel until converted to a pharmacy/housing in 2021. It was originally named as “The Skiddaw” (the name of the town in Cumberland that the publican, Samuel Richardson, lived in prior to London). A prominent corner site, it held notable internal decorations, namely a mosaic floor, mirror and floral tile strips, mahogany wall panelling and three stained glass panels until it was redeveloped.

### **Frankfort Arms Pub, 518 Harrow Road**

This is a traditional pub on a corner of the busy Harrow Road, and was built in a classical mid-Victorian style. It was first noted as a pub in 1874, and was refurbished in 2022/23.

### **Mews Houses, 1-3B, 5-5B, 7-7B Shirland Mews**

Shirland Mews is a through-road off Shirland Road. The properties, referenced in the 1890s as “a hot-spot of poverty with only a small amount of comfortable living conditions for the residence” have since been redeveloped, with conversions to the flats taking place in 2002-04 by Conran and Partners.

### **Emmanuel Church, 389 Harrow Road**

Designed by I. Howe and P. Makower, this building dates from 1995, replacing a 19th century building (of yellow brick with freestone and red-brick dressings in Early English style designed by J. T. Lee). Several furnishings and some glass was re-used in the new

building. The church is on the ground floor with housing on the floors above. The church now hosts the Emmanuel Pantry / foodbank.

### Gerry's Pompeii, on the canal bank behind Hormead Road

This is a unique installation of dozens of statues, topiary and 50 metres of canal-side wall covered in unusual objects. Noted by many (Jarvis Cocker, Paloma Faith, experts from the Tate, the Museum of London and the Design Museum) as one of the best examples of work by an untaught artist in England. Created by Gerard Dalton (1935-2019) over 30 years, and is now preserved by a charity.

### 1 Hormead Road (former Conservative Club)

Built about 1894, when the other houses on Hormead Road were built, it was until the election in 1997 the Conservative Party Club. It had many function rooms including a ballroom and bar fully equipped with party memorabilia. It is now a private house.

### Noor Quality Food Centre (former Neeld Arms), Harrow Road

Now Noor Quality Food Centre, this was previously the location of the pub The Neeld Arms, which closed in 2014. The Neeld family, prominent local landowners, were from Wiltshire, which is why several local streets in Maida Hill, such as Chippenham Road, are named after places or families from Wiltshire.

### Princes Chemist, 486 Harrow Road

Together with the next-door fishmonger on Harrow Road, this was the site of a Lyons Tea House, one of 250 tea shops in London owned by Joe Lyons. Marble panelling and decorative details are still visible in the corner of the chemist shop.

### Yaa Centre, Chippenham Mews

Since 1979, when The Yaa Centre was known as The Factory and then as Yaa Asantewaa Arts & Community Centre, this popular community centre has made a significant contribution to showcasing African Caribbean arts and culture. Originally an African Caribbean community centre, the building was substantially refurbished in 2010/11 to include features such as a sound-proof studio, and the venue has regular arts and music activities all year round.

# GLOSSARY OF TERMS

**Adoption** - The final confirmation of a development plan by a local planning authority.

**Affordable Housing** - Housing for sale or rent, for those whose needs are not met by the market. In Westminster this is split into 'social' and 'intermediate' types. A full definition is available in the NPPF.

**Air Quality Positive** - The Westminster Environmental SPG states that 'an air quality positive approach [to development] maximises the benefits to local air quality in and around a development site or masterplan area and minimises exposure to existing sources of poor air quality.'

**Article 4 Direction** - Direction removing some or all permitted development rights, for example within a conservation area or curtilage of a listed building. Article 4 directions are issued by local planning authorities.

**Brownfield Site** – See Previously Developed Land.

**Conservation Area** - An area of special architectural or historic interest, the character or appearance of which is preserved by local planning policies and guidance.

**Department for Levelling Up, Housing and Communities (DLUHC)** - The Government department with responsibility for planning, housing, urban regeneration and local government. Previously known as the Ministry for Housing, Communities and Local Government (MHCLG), and, prior to that, the Department for Communities and Local Government (DCLG).

**Development Plan** - Includes the adopted London Plan, Westminster City Plan and any future adopted Plans which may replace these, and Neighbourhood Development Plans which are used to determine planning applications.

**Evidence Base** - The background information that any Development Plan Document is based on and is made up of studies on specific issues, such as housing need.

**Green Infrastructure** - A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. Includes the parts of an area which are occupied by natural open space, parkland, woodland, sports fields, gardens, allotments and the like.

**Independent Examination** - An assessment of a proposed Neighbourhood Plan carried out by an independent examiner to consider whether the Plan conforms with relevant legal requirements.

**Infrastructure** - Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.

**Infill Development** - The insertion of one or more new buildings within a continuous street façade or frontage.

**Listed Building** – Building of special architectural or historic interest.

**Locally Significant Developments** - These are schemes that may not necessarily meet the thresholds to be considered ‘major development’ (see below) but which may alter the character of the locality by reason of its scale, use or visual appearance. This includes development on sites sensitive to development pressures, such as those located within a Conservation Area.

**Local Planning Authority** - Local government body responsible for formulating planning policies and controlling development; a district council, metropolitan council, county council, a unitary authority or national park authority. For Maida Hill this is Westminster City Council.

**Major Development** – Development greater than or equal to:

- 10 residential units; or
- 0.5 hectares site area (residential) or 1 hectare (non-residential); or
- Gross floorspace of 1,000 sqm (GIA).

**Neighbourhood Development Plan** - A development plan prepared by a Town or Parish Council, or a Neighbourhood Forum, for a particular Neighbourhood Area, which includes land use topics.

**Open Space** - All land in Westminster that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. It includes a broad range of types of open space within the city, in public or private ownership, with unrestricted, limited or restricted public access. Includes all parks and gardens, regardless of size (whether public or private); the River Thames and the canals and their towpaths; civic spaces; children’s playgrounds, including school playgrounds; ballcourts and other outdoor sports facilities; amenity green spaces, such as open spaces on housing estates; churchyards; and community gardens.

**Parklet** - Kerbside spaces, often used for car parking, which have been repurposed for community use, often including planting and areas of seating.

**Permitted Development** - Comprises certain categories of minor development as specified in the General Permitted Development Order, which can be carried out without having to obtain specific planning permission.

**Planning Permission** - Formal approval granted by a council (e.g. Westminster) in allowing a proposed development to proceed.

**Previously Developed Land** - Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface



infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

**PTAL** - Public Transport Accessibility Levels. A measure used by Transport for London which rates locations by distance from frequent public transport services. The higher the rating, the higher the provision of and access to public transport services. The ratings are measured on a scale of 1 – 6b, with the highest being 6b.

**Public Realm** - The parts of the city in either public or private ownerships which are available free for everyone to use or see, including streets, squares and parks.

**Registered Providers** - Registered Providers are owners and managers of affordable housing regulated by Government. Most operate on a not-for-profit basis and use any trading surplus to maintain existing homes and to help finance new ones. Registered Providers can include the council, housing associations, housing trusts and cooperatives, registered charities, or non-profit making provident societies or companies.

**School Streets** - Defined by the School Streets Initiative as a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic.

**Section 106 Agreement** - Planning obligation under Section 106 of the Town & Country Planning Act 1990, secured by a local planning authority through negotiations with a developer to offset the public cost of permitting a development proposal.

**Soundness** - The soundness of a statutory local planning document is determined by the planning inspector against three criteria: whether the Plan is justified (founded on robust and credible evidence and be the most appropriate strategy), whether the plan is effective (deliverable, flexible and able to be monitored), and whether it is consistent with national and local planning policy.

**Stakeholder** - People who have an interest in an organisation or process including residents, business owners and national organisations and government departments.

**Sustainable Development** - An approach to development that aims to allow economic growth without damaging the environment or natural resources. Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

**Sustainable Drainage Systems** - Sustainable drainage techniques and measures that manage surface water run-off from buildings and hardstanding in a way that reduces

the total volume, flow and rate of surface water that runs directly into drains and sewers.

**Use Classes Order** – The Town and Country Planning (Use Classes) (Amendment) (England) regulations 2020 puts uses of land and buildings into various categories known as 'Use Classes'. These regulations came into force on 1st September 2020 and effectively nullify the former use class definitions used within the Town and Country Planning (Use Classes) Order 1987.

It is generally the case that you will need planning permission to change from one use class to another, although there are exceptions where the legislation allows some changes between uses. It should be noted that the recent changes led to former Use Class A (shops, financial and professional services and food and drink establishments) becoming part of the new Use Class E.

B2 use class: Refers to general industry

B8 use class: Refers to storage and distribution

C1, 2, 2A, 3, 4 use class: Refers to hotels and residential institutions, secure residential institutions, dwellings and House in Multiple Occupations (HMOs)

E use class: Refers to shops, restaurants, financial and professional services, indoor sport, recreation or fitness (not involving motorised vehicles or firearms, health or medical services, creche, nursery or day centre principally to visiting members of the public, an office, research and development, or any industrial process that can be carried out in any residential area without detriment to amenity. The breakdown of uses in Class E is:

E(a): Display or retail sale of goods, other than hot food

E(b): Sale of food and drink for consumption (mostly) on premises

E(c): Provision of (i) Financial services, (ii) Professional services (other than health or medical services), or (iii) other appropriate services in a commercial, business or service locality

E(d): Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink)

E(e): Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner)

E(f): Creche, day nursery or day centre (not including a residential use)

E(g): Uses which can be carried out in a residential area without detriment to its amenity, including (i) offices to carry out any operational or administrative functions, (ii) research and development of products or processes, (iii) industrial processes

F use class: Includes a range of social and community uses, including education, libraries and community halls, as well as sports and recreation

Sui Generis: 'Sui generis' is a Latin term that, in this context, means 'in a class of its own'. Certain uses are specifically defined and excluded from classification by legislation, and therefore become 'sui generis'. Public houses, wine bars, or drinking establishments (previously Use Class A4) are classified as Sui Generis.

Maida Hill Neighbourhood Plan Forum

**Neighbourhood Plan for Maida Hill 2023-2040**

(Submission version: August 2024)



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