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AECOM

Maida Hill

Design guidance and codes

Final report

January 2024



Delivering a better world

Quality information

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Introduction

01

Delivering a better world

1. Introduction

Through the Department for Levelling Up, Housing and Communities (DLUHC) Programme led by Locality, AECOM was commissioned to provide design support to Maida Hill Neighbourhood Forum.

1.1 About this report

The Maida Hill community has established a Neighbourhood Forum in order, amongst other things, to shape and influence development within the Neighbourhood Plan Area.

This design guidance and codes document has been produced to supplement, illustrate and provide an evidence base for design policies in the Forum's Maida Hill Neighbourhood Plan.

It has been produced by AECOM alongside a steering group of Neighbourhood Forum representatives.

1.2 Aims and objectives

The purpose of this document is to provide an overview and appreciation of Maida Hill's existing character, in order to create a focused set of design guidance and codes which will apply to future development in the area. This will help to ensure that as any new development comes to the neighbourhood area, it responds to its context and supports and enhances the quality of the area's existing character.







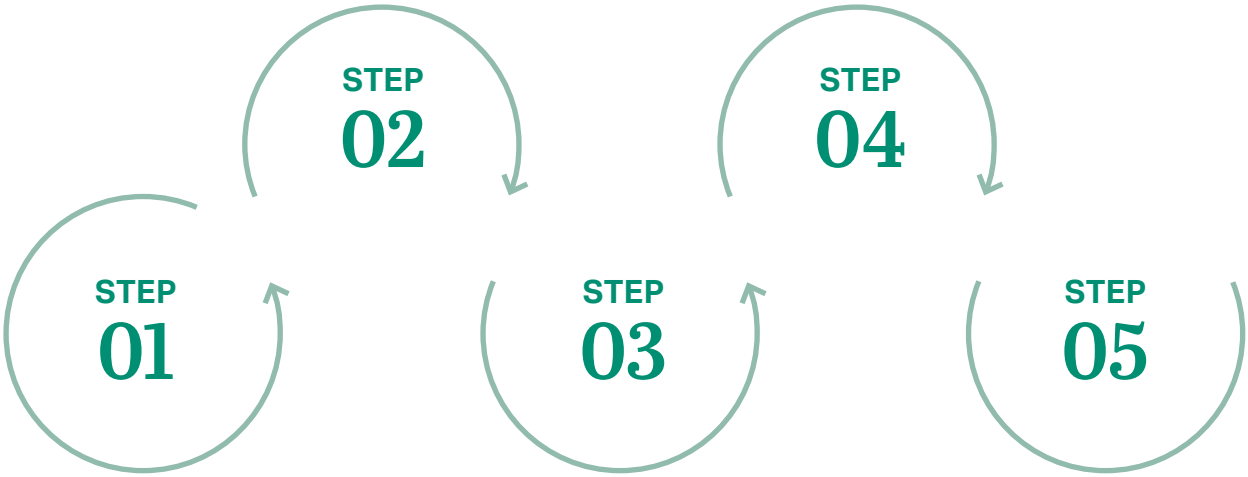
Figure 01: Typical housing on the east side of Fernhead Road. In true London style, it fronts a 20th C estate

Figure 02: Characterful brickwork and windows on Shirland Road

Figure 03: Harrow Road, the neighbourhood's High Street, as well as being one of London's thoroughfares

1.3 Process

The following steps were undertaken to produce this report:



STEP 1

Initial meeting and site visit between AECOM and the a Maida Hill Neighbourhood Plan Steering Group.

STEP 2

Review of existing baseline documents, including community engagement.

STEP 3

Urban design and local character analysis.

STEP 4

Preparation of the design guidance and codes.

STEP 5

Draft report with the design guidance and codes and submission of the final report.

1.4 Area of study

Maida Hill is a London neighbourhood area located north of the Regent's Canal, just 3.5 miles northwest of Buckingham Palace and 1 mile from Paddington Station. It is an area which is mainly made up of housing, although there are also notable retail areas, principally along the Harrow Road (the A404) but also important streets such as Elgin Avenue, Shirland Road and Chippenham Road.

Maida Hill is within walking distance of numerous railway stations on the London overground, London underground (Circle, Bakerloo and Hammersmith lines) and National Rail. Paddington is accessible via the 36 bus, which is one of 11 routes which service the neighbourhood area.

The Maida Hill tunnel (to the east of the neighbourhood area), begun in 1812, was the first canal tunnel to be built in London. Following this, development in the area accelerated. Like many other parts of London, Maida Hill was bombed during World War II, although much of the Victorian fabric remains. As well as this, there are 3 listed telephone kiosks in Elgin Avenue, outside no2.

The local community in Maida Hill have a range of amenities on their doorstep. There are four different educational facilities within the neighbourhood area alongside cafes, shops, restaurants, medical centres and offices. That said, the community has lost facilities over the last few years. Residents also have good access to many more amenities in central London and elsewhere due to the quality of the public transport network.



Figure 04: Canal-side living, Hormead Road



Figure 05: Landmark building located at the bottom of Elgin Avenue

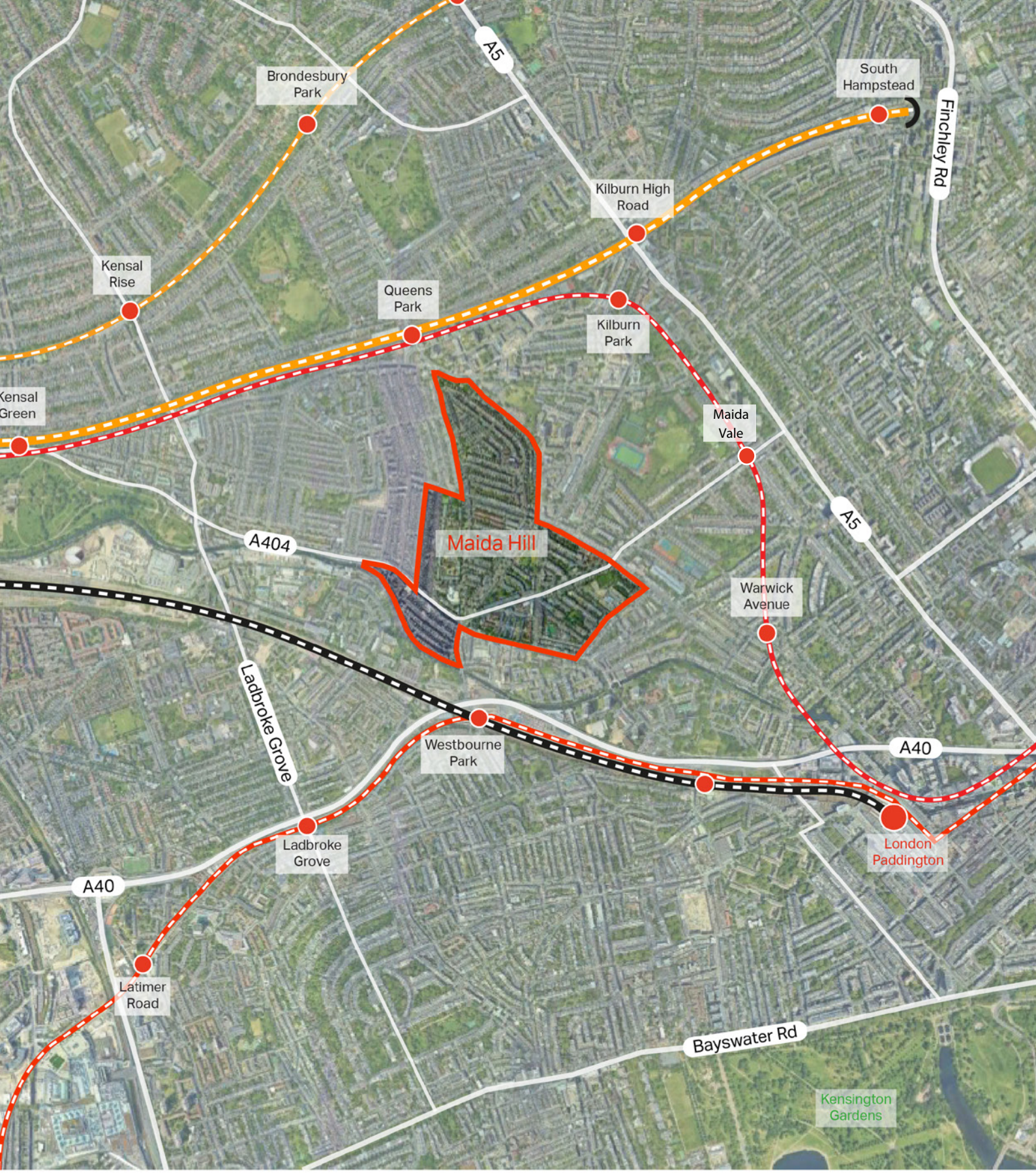


Figure 06: Surrounding context of Maida Hill



Policy context

02

2. Policy context

2.1 Introduction

The following documents have informed this document.

Any new development application should be familiar with these documents and make explicit reference to how each of them is taken into account in the design proposals where it is relevant.

NATIONAL LEVEL

National Planning Policy Framework (2023)

Department for Levelling Up, Housing and Communities

Relevant national planning policy is contained within the National Planning Policy Framework. It was updated in 2021 to include reference to the National Design Guide and National Model Design Code and the use of area, neighbourhood and site-specific design guides. Paragraph 131 states that:

"*the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve and outlines 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".*

National Model Design Code (2021)

Department for Levelling Up, Housing and Communities

This report provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on 10 characteristics of good design set out in the National Design Guide.

National Design Guide (2021)

Department for Levelling Up, Housing and Communities

The National Design Guide illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice. The ten characteristics identified includes: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources and lifespan. The Guide also reinforces the National Planning Policy Framework's objective in creating high quality buildings and places. The document forms part of the government planning practice guidance.

Building for a Healthy Life (2020)

Homes England and partners

Building for a Healthy Life (BHL) is the new (2020) name for Building for Life, the government-endorsed industry standard for well-designed homes and neighbourhoods. The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess the quality of proposed developments, but can also provide useful prompts and questions for planning applicants.

NATIONAL LEVEL

Manual for Streets (2007)

Department for Transport

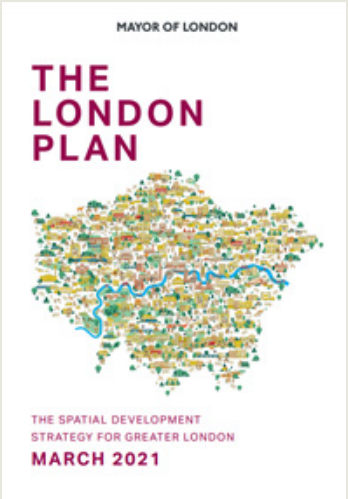
Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts but that do place the needs of pedestrians and cyclists first.

REGIONAL LEVEL

London Plan (2021)

Greater London Authority

The Mayor's Spatial Development Strategy for Greater London sets out design policies stating masterplans and design codes should be used to help bring forward development and ensure it delivers high quality design and place-making. The document provides guidance on achieving sustainable development patterns by defining an area's context and character to understand its capacity for growth.



LOCAL LEVEL

Westminster City Council City Plan (2021)

Westminster City Council

The City Plan for Westminster to 2040 forms part of the statutory development plan setting out the Council's vision and strategy for the development of the city, and contains policies that will be used in shaping the city's spatial development. Design and Heritage policies in the City Plan focus on promoting sustainable urban living by enhancing the environment, health and well-being and conservation of the heritage and character across the city.



The City Plan is complemented by a series of Supplementary Planning Documents and Guidance. These cover important topics surrounding environmental design.

There is also older Supplementary Planning Guidance that was prepared to complement previous versions of the City Plan. Covering topics such as roofs, shopfronts and public realm design, it still has relevance if not the same policy status.

Neighbourhood area context analysis

03



3. Neighbourhood area context analysis

This chapter describes the local context and key characteristics of the area related to movement networks, land use and building heights. This forms a background analysis before exploring the character areas and informing the guidance.

3.1 Surrounding context

The immediate surrounding area is characterised by dense residential and retail units, with the canal and the Westway beyond running to the south of the neighbourhood area.

Maida Hill is one of a succession of characterful, popular and well-connected West London neighbourhoods, largely characterised by a Victorian (sometimes earlier) street network.

Green spaces nearby are provided by Queen's Park and Paddington Recreation Ground.



Figure 07: Fordingley Road, a typical tree-lined residential street



Figure 08: Looking east along the canal, with the neighbourhood area on the left of the image

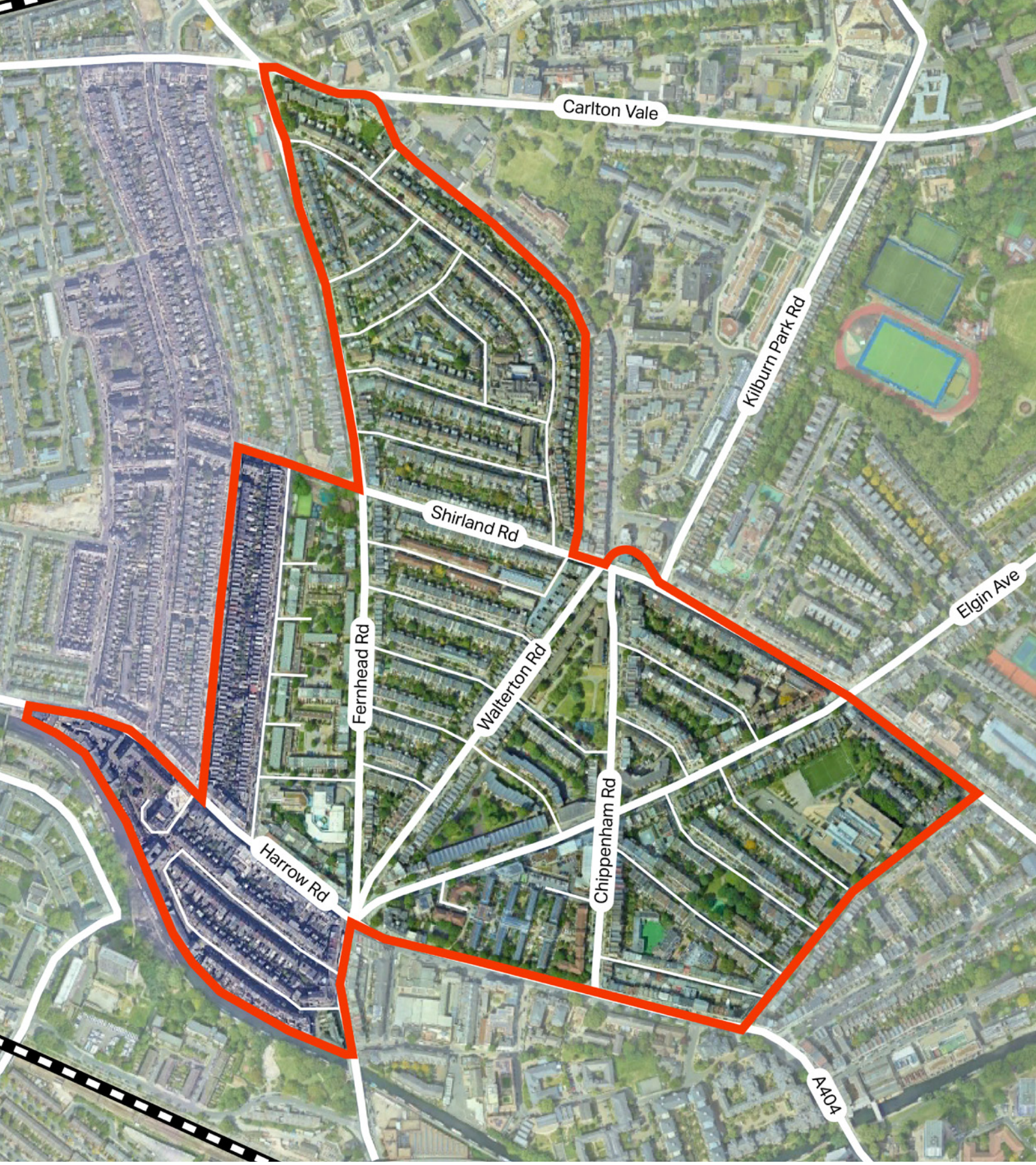


Figure 09: Immediate surroundings

3.2 Movement networks

Maida Hill is served by the A404 (Harrow Road) which provides east to west connections and also links up with the A40, allowing for access both into and out of central London. This primary road runs at the southern side of the neighbourhood plan area and is where many of the local businesses are concentrated.

Tributaries of the A404 include Fernhead Road, Walterton Street and Eigin Avenue. These roads create a triangular block structure that supports the rows of Victorian residential terraces. These secondary roads are typically heavily tree lined with on street parking.

Residential streets are often well joined up with the secondary streets and there are few cul-de-sacs. This allows for good connectivity. Despite being well connected, the residential streets remain relatively tranquil and walkable.

Throughout the ward there are tree lined streets with generous pavements, which creates a safe and pleasant walking environment. As well as this, there are several pedestrian crossings on the busier roads to enhance the level of safety. Traffic calming measures such as speed humps are well utilised to create healthy streets in Maida Hill, although busier streets lack segregated cycling infrastructure that has become common elsewhere in London.



Figure 10: Busy Harrow Road



Figure 11: Several streets are tree-lined, making for a more pleasant walking environment. Ashmore Road



Figure 12: Map showing the road network

3.3 Land use

Maida Hill is predominantly made-up Victorian houses, many converted into apartments, and subsequent infill development. There are also two significant post-War estates.

Retail, commercial and some employment uses are clustered in the southern and eastern parts of the area.

Principal public spaces are Tamplin Mews Gardens, Edbrooke Road Gardens and Maida Hill Place (Maida Hill Market).



Figure 13: Mixed use at Maida Hill Place



Figure 14: Local convenience store



Figure 15: Typical housing in the area



Figure 16: Contemporary (2004) mews development, Shirland Mews

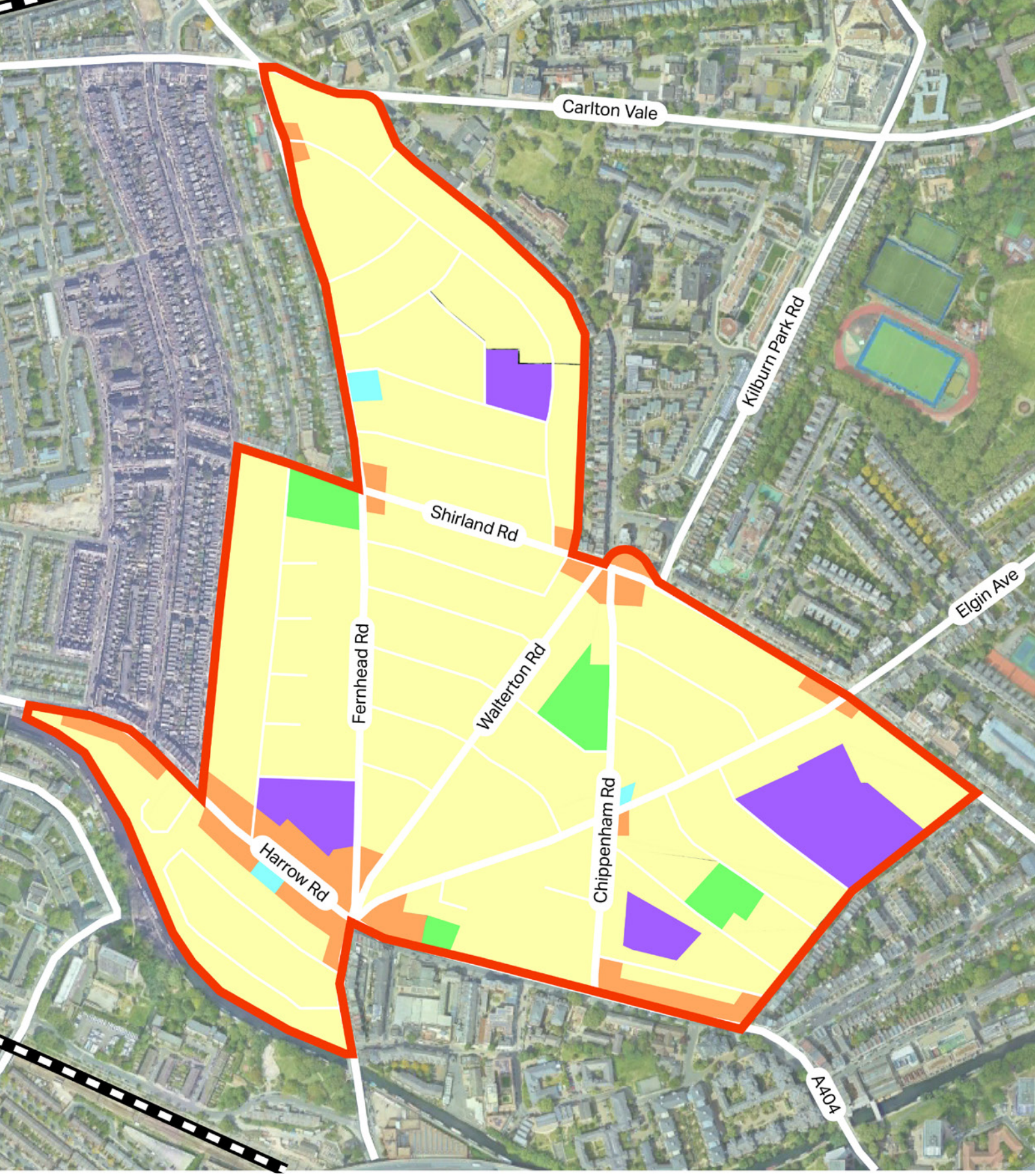


Figure 17: The land uses within Maida Hill

3.4 Building heights and roofline

With occasional landmark exceptions, the buildings in Maida Hill remain at a broadly consistent height throughout the neighbourhood area. An explanation for this is that many of the buildings are made up of Victorian terrace typologies. This creates a consistent feel to the roofline as well as an organised street scene.

Buildings are typically between 6 and 12 metres in height There are some examples of lower rise buildings, but these are typically found in the centre of blocks. Corner buildings are also sometimes slightly taller or of a different style to create a focal point. One such example of this is the old Warwick Farm Dairies, shown in figure 19.

Streets and blocks have a generally consistent roofline, often extended and featuring dormer windows on Victorian properties (figure 20).







Figure 18: Example of consistent roofline, although these 2 storey houses are lower than most in the area

Figure 19: Corner building (of Shirland Road and Elgin Avenue) brings variety of roofline and style

Figure 20: Harrow Road roof extensions



Figure 21: Maida Hill predominant building heights diagram showing the trend of building height in different parts of the ward.



Character areas

04

4. Character areas

This chapter provides character area assessment for six identified character areas.

4.1 Defining the character areas

Following on from the analysis set out above, this part of the report focuses on the different character areas within the neighbourhood area.

The different areas are characterised by variations in built form and architectural details, although there are commonalities between them.

The character areas are as follows:

CA1 North & West residential

CA2 Lydford Estate

CA3 East residential

CA4 West of Chippenham Road

CA5 Harrow Road

CA6 South of Harrow Road

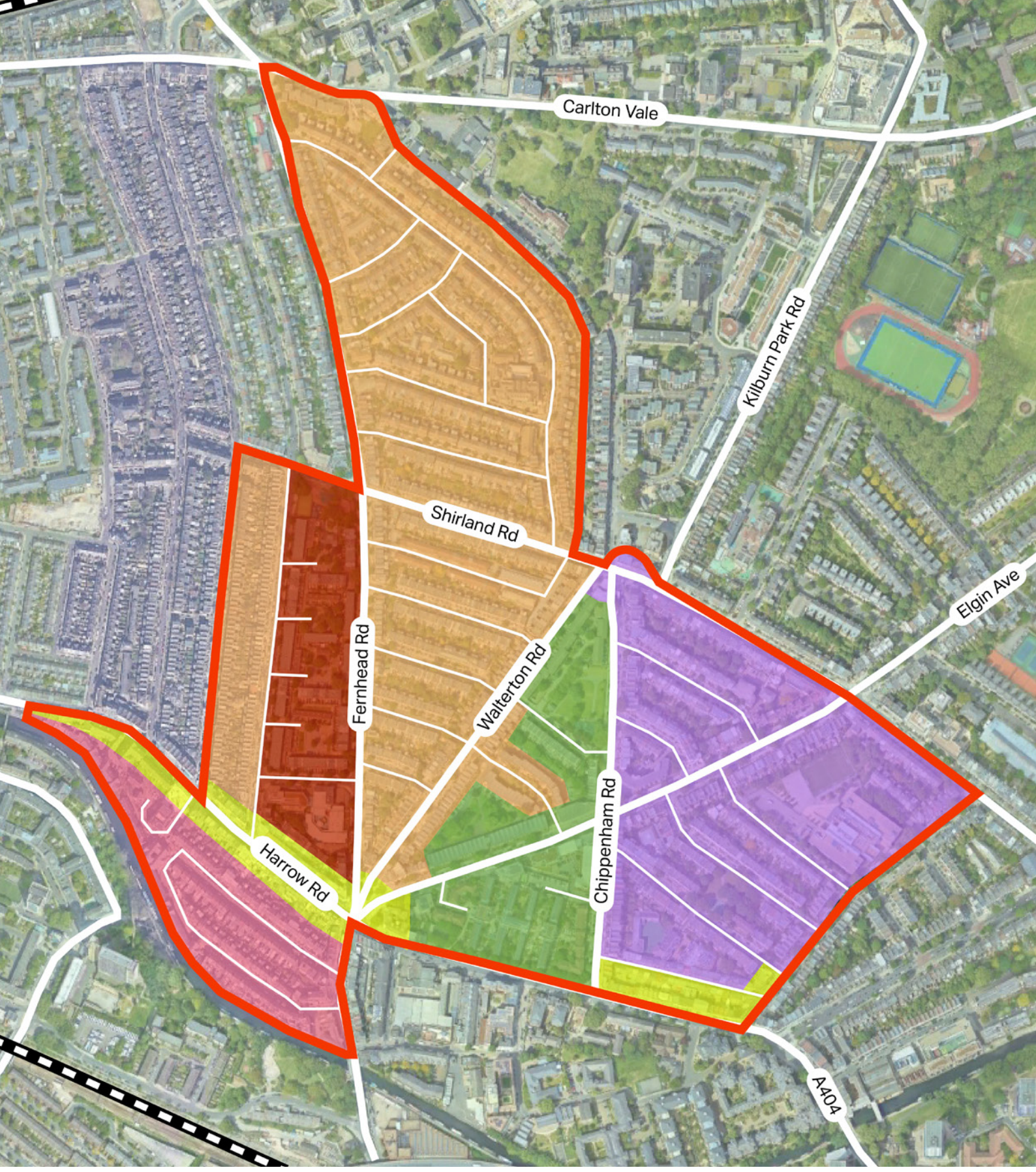
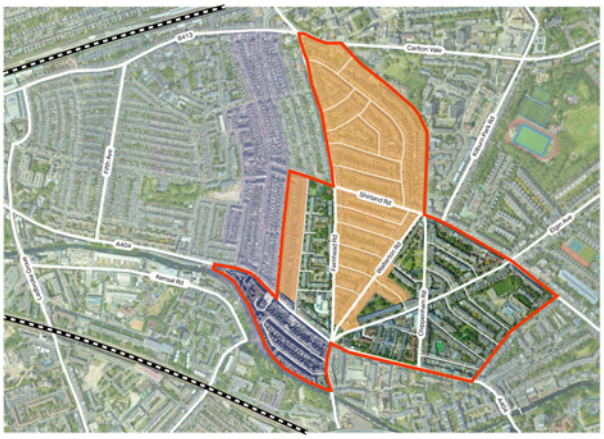


Figure 22: Map showing the 6 different character areas in Maida Hill

CA1 North & west residential

CA1 is located to the north, west and central area of the neighbourhood area. Its building typology is mainly Victorian terraced housing. On the main arterial roads, these terraces can extend to 4 storeys and some also have a mix of retail and residential.



Land Use	Mainly residential but some mixed use retail/ residential along busier arterial roads such as the corner of Shirland/Fernhead and Shirland/Walterton. Maida Vale School also has an imposing presence in CA1 as it stands out amongst the terrace housing extending to 5 storeys in height. Opposite this is Simon Court, a Victorian church well converted into flats. There is also Fernhead Road Methodist Church which is modern and lower in scale (2 storeys with a basement) compared to neighbouring 4 storey terraces and flats.
Pattern Of Development	The terraces are very long with few breaks in the building line. Repetition of building frontages, with consistent plot sizes give a sense of regularity to the streetscape, creating a tight urban grain. Both front and rear gardens are small. Despite the density of development, the wide streets give a feeling of spaciousness. The streets are mostly tree lined.
Building Line/Plot Arrangement	The majority of developments are terraced houses with a setback/ front gardens of approximately 2m. Car parking is on street and the building plots are quite small and fine grained.
Boundary Treatment	Boundaries between houses and the street are varied and inconsistent in the north of this character area however the south is mostly brick and railings and the west, mainly brick .
Heights & Roofline	Most of the terraces are 3 storeys with tiled pitched roofs, such as on Saltram Crescent and roads leading off it. Mostly butterfly roofs behind decorative parapets exist in the south and west of the CA, for example on Shirland/Ashmore/Walterton Roads, as well as roads adjacent to Walterton. Walterton also in the main is 3.5 storeys with some 4 storey buildings towards the market. The streets adjacent to it are 3 storeys (including semi-basement). This arrangement including the parapet gives a more domestic scale to houses on the streets off Walterton.
Materials	Most terraces are London stock brick with stone fenestration, door surrounds. Parapets, where they exist, are in stone or red brick. Maida Vale School has more decorative detailing compared to the neighbouring terraces for example with some terracotta tiling on the elevations. Simon Court also stands out due to it being mainly in red brick with stone detailing
Public Realm	The public realm is mainly focused on relatively generous pavements with healthy, mature street trees and good quality paving slabs. Tamplin Mews Gardens is adjacent to Warlock Road which has a kids play area and a headhouse for the storm water attenuation tank that serves the area.

CA1 North & west residential

Positive design features to be enhanced and retained	Design opportunities
• Dense family housing with gardens and front buffers. • Healthy street trees. • Regular patterns of frontages and plot sizes. • Spacious streets that feel welcoming for pedestrians. • Mix of uses along principal streets.	• Roof extensions in the form of dormers are common, with potential for more, provided that they do not detract from the character of the surrounding buildings. • Opportunities for well-integrated roof terraces.



Figure 23: Ground floor retail buildings with housing above, Shirland Road



Figure 24: Street tree



Figure 25: Consistent roof line



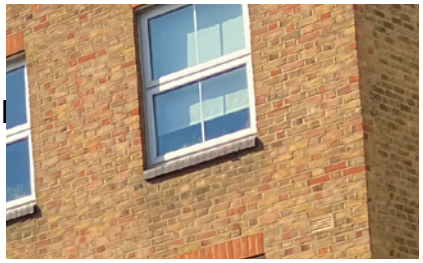
Figure 26: Cafe on the corner of Shirland Rd and Fernhead Rd



Figure 27: Shirland Mews

NORTH AND WEST RESIDENTIAL ARCHITECTURAL DETAILS

Walling



London stock brick



White render



Painted shop fronts

Windows



Sash windows



Bay windows



Large glazed shop front windows

Notable buildings



Maida Hill School



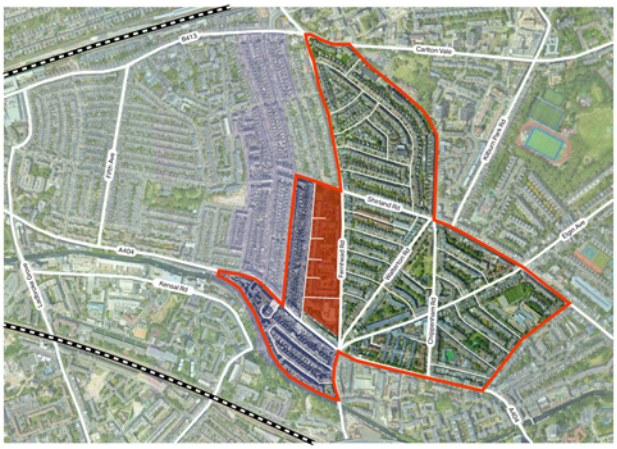
Shirland Mews



Simon Court

CA2 Lydford Estate

CA2 is located in the western part of the neighbourhood area , bordering Fernhead Road. Buildings are typically of a 3 storey 1960s Modern style residential development.



Land Use	Residential, plus educational and community facilities.
Pattern Of Development	There is a strong repetition in building frontages on Fernhead Road which creates regularity to the townscape. Ashmore Road is a little more disjointed with a mix of backs of houses, grills, entrances and terrace like development. Homes are Mid 20th Century and attempt to interpret the terraced typology. There are some maisonettes on Fernhead Road. The estate has a kind of "Radburn layout" with residential entrances off the internal courtyards. Kennet Road looks like a service road with all backs facing the street and very little natural surveillance due to high walls and fences. Permeability to the blocks from Fernhead Road is an issue. There are grills (from semi basement parking) abutting the pavement on Ashmore Road.
Building Line/Plot Arrangement	The majority of homes facing the streets are terraced houses (Ashmore Road) or maisonettes (Fernhead Road) with access from elevated walkways. These all have a slight setback of approx 2m with landscaping and a strong boundary treatment which makes it appear inaccessible. The courtyards, some of which are dominated by parking, are addressed by both fronts and backs. It is not always obvious where the front doors of homes are.
Boundary Treatment	There is a hard boundary that surrounds the residential part of the character area. Many of the properties are surrounded by walls and metal railing. This creates an obvious barrier between public and private or semi-public spaces.
Heights & Roofline	Residential buildings are mostly a uniform 3 storeys with flat roofs. This creates a sense of continuity in terms of roofline. Some of the courtyards have 2 storey housing terraces.
Materials	Brown/dark red brickwork dominates. The Queen Elizabeth II Jubilee School has a greater focus on glass to the rest of the buildings in the area. There are metal railings and gates around the perimeter of the residential block.
Public Realm	Within the blocks, the public realm features courtyards - mainly used for car parking and servicing - and pedestrian walkways. Mature street trees soften the environment. There is also a playground at the northern end of Lydford Estate including games area and a community hall.

CA2 Lydford Estate

Positive design features to be enhanced and retained	Design opportunities
• Concentration of some of the area's more affordable housing. • Valued community facilities. • Efficient use of land in a low rise, high density typology.	• The large central courtyards are huge missed opportunities for play, greenery and perhaps residential or community development. • The desirability of re-opening pedestrian connections to Fernhead Road should be explored.



Figure 28: Large windows on red/brown brick buildings



Figure 29: Terraced housing with black metal railings as boundary treatment, Fernhead Road



Figure 30: Central parking courts within the blocks - a repetitive feature, Lydford Estate



Figure 31: Maisonette accessed from above-ground walkway, Lydford Estate

LYDFORD ESTATE ARCHITECTURAL DETAILS

Walling



Dark red brick



London stock brick

Windows



The same window is used throughout the estate.

Notable buildings



Variations on a uniform style across the estate



Mary Paterson Nursery School

CA3 East residential

Much of the development in character area 3, which straddles Elgin Avenue in the eastern part of the area, is of a terraced style which, with exception of the Paddington Academy, creates a tight urban grain.



Land Use	The majority of the character area is made up of terraced residential housing, with a scattering of retail uses as well as the Academy.
Pattern Of Development	Typical Victorian terrace street typology throughout. Terraces create a linear feel and vary in length throughout the area, but active edges and natural surveillance is maintained. Both front and rear gardens are small. Yet despite the density of development, the wide streets give a feeling of spaciousness. There are also some mews streets which are typically quieter than the other residential roads.
Building Line/Plot Arrangement	Most buildings are terraced houses with a setback/ front garden of around 2m and car parking on street. Plots are typically arranged back to back to allow for active edges facing onto the street.
Boundary Treatment	The border between the public and private spaces is typically clearly defined by low walls and low metal railings. This is a soft boundary which allows for a feeling of natural surveillance at the same time as retaining privacy for the householder.
Heights & Roofline	Building heights in the area vary between 2 and 3 storeys in the main however along main roads like Elgin Av they can extend to 4-5 storeys (including a lower ground floor and roof extensions). There are a mix of pitched (Oakington Road) and butterfly roofs behind stucco parapets (Elgin Road). Roof extensions vary in style from large mansards on butterfly roofs (for example Elgin) to twin dormers on pitched roofs (Grittleton Road).
Materials	The area is an eclectic mix of different styles of Victorian terraced housing, mews and shopping parades. Many are built with London stock brick and more elaborate fenestration and detailing than CA1, such as on Elgin Avenue. Pillared porches and stucco also feature on the ground and lower ground floors of many of these terraces. Also of note are the terraces on Elgin that dressed with red brick on their door surrounds and windows as well as the fully red bricked Warwick Farm Dairies. It has an original tiled entrance on the corner of Shirland which is now a shop. Goldney Road has decorative metal balconies on the first floor of its terraces. The Academy uses more modern materials such as weatherboarding and an increased amount of glass windows.
Public Realm	The pavements are very generous with tree lined avenues which creates a leafy feel to an otherwise urban area. As well as this, the active edges allow for the streets to feel safe at all times of the day. There is also Edbrooke Road Gardens which is a small park with a playground.

CA3 East residential

Positive design features to be enhanced and retained	Design opportunities
• The linear Victorian street typology retains its historic character. • There is a good variety of terrace, mews and shopping parade which creates a vibrant feel to the area. • Tree lined avenues with generous pavements create a welcoming walking environment. • Warwick Farm Dairies is a true landmark.	• Opportunity for both double pitched and flat roofed mansard extensions to help tackle the lack of housing supply in the area, subject to the requirements of Neighbourhood Plan policy MHD2. These sorts of developments have already happened in streets such as Marylands Road. • Wide streets such as Shirland Road create scope for the implementation of rain gardens to green the streets and provide drainage.



Figure 32: Consistent building line with metal railings as boundary treatment, Shirland Rd



Figure 33: Typical Victorian architectural frontage in the character area, Elgin Avenue



Figure 34: Chippenham Mews from Chippenham Rd



Figure 35: Improved streetscape, Shirland Rd

EAST RESIDENTIAL ARCHITECTURAL DETAILS

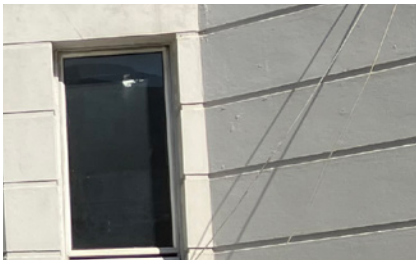
Walling



London stock brick



Red brick



White painted brick

Windows



Full circle window



Bay windows



Double hung sash window

Notable buildings



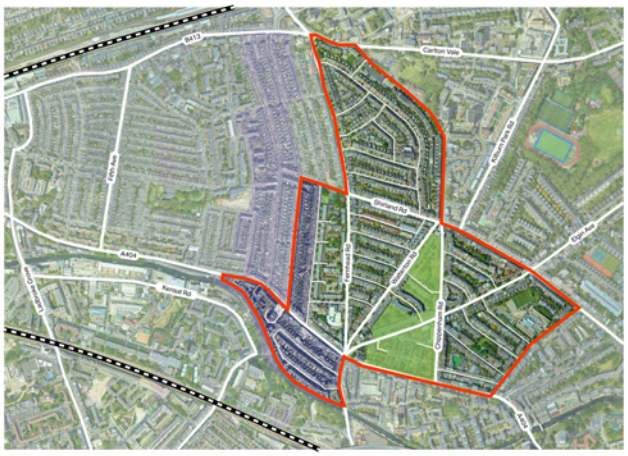
Warwick Park Dairy



Paddington Academy

CA4 West of Chippenham Road

CA4 is located in the centre of the neighbourhood plan area and is made up of larger houses and residential and commercial blocks, which create a much coarser urban grain in contrast to the other residential parts of the neighborhood plan area.



Land Use	The buildings in CA4 are mainly residential plus a commercial centre on the corner with Shirland Road as well as parts of Elgin Road. This mix means that the area remains active throughout the whole day. As well as this there is a park in the northern part of the character area.
Pattern Of Development	Much of this development is 20th Century, although the character is different to CA2, partly resulting from rebuilding after slum clearance and subsequent remodelling of the Elgin Estate. Apartment buildings and commercial buildings line the streets, mostly in a perimeter block pattern.
Building Line/Plot Arrangement	The building line is generally consistent along streets, although the Elgin Estate has a more linear/ modernist arrangement.
Boundary Treatment	When the buildings are not directly bordering the pavements, the boundary between public and private spaces is typically defined by walls and metal fences. Quite high walls exist opposite the junction of Chippenham Road/ Lanhill Road.
Heights & Roofline	Heights in the area vary with 3 and 3.5 storey buildings in the northern part of the character area. There are 4 and 5 storey buildings in the south towards Harrow Road. Rooflines are a mix of flat and pitched but quite utilitarian/ modernist in appearance.
Materials	Buildings in CA4 exhibit a mix of styles with a variety of materials, including post modern on corner of Chippenham Road and Harrow Road - modern London brick with red brick banding; brown brick on the corner of Chippenham/ Elgin Avenue including St. Peter's Church opposite as well as Marble House on Elgin Avenue closer to the market place. There are also some new developments on Elgin Avenue with a mix of materials incongruous to the area such as metal infills/ banding, glass, chrome and large, out of proportion windows and coloured render. Similar materials have been used for the recently refurbished Elgin Estate.
Public Realm	The pavements are very generous with tree lined avenues which creates a leafy feel to an otherwise urban area. As well as this there is a neighbourhood park, Tamplin Mews Gardens. There is also Watson Garden in WECH estate which offers local people with a green outdoors space to meet and relax in.

CA4 West of Chippenham Road

Positive design features to be enhanced and retained	Design opportunities
• Parks in the area such as Tamplin Mews Gardens and Watson Green provide space to sit and exercise outdoors. • Elgin Avenue provides good connectivity both within and out of the ward which has lead to an increase in density. • The commercial centre creates a vibrant feel. • Good mix of housing types.	• Roof terraces are already present in the area, especially along Elgin Avenue. There is opportunity for further development of this typology which will provide greater levels of amenity space for residents. • Possibility of small-scale infill development.



Figure 36: The recently refurbished Elgin Estate



Figure 37: Elgin Estate redevelopment



Figure 39: Looking down spacious Elgin Avenue



Figure 38: 20th Century Abinger Mews development

WEST OF CHIPPENHAM ROAD ARCHITECTURAL DETAILS

Walling



White render



Yellow brick



Red brick

Windows



Diamond window



Full length windows



Casement windows

Notable buildings



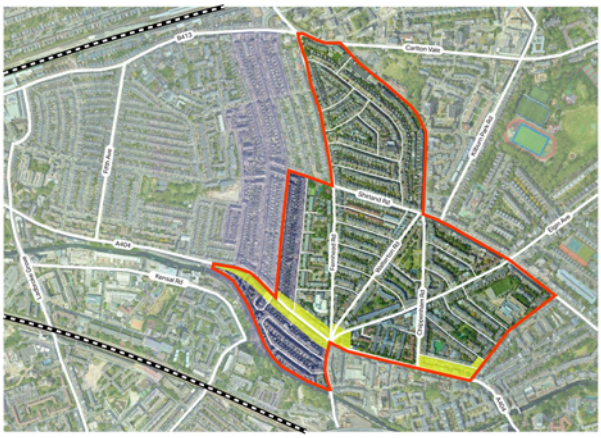
Marble House



Elgin Estate

CA5 Harrow Road

CA5 is a special Victorian shopping parade located in the southern part of the neighbourhood plan area , running along the Harrow Road (A404). It is a vibrant and busy - albeit heavily trafficked - area which is home to a variety of shops, uses and architectural styles.



Land Use	The Harrow Road is the busiest road in Maida Hill, which lends itself to retail and commercial/office uses. While there are some instances of residential, it is far more common to find retail and commercial uses on the ground floor.
Pattern Of Development	Follows the path of the centuries old route from London to Harrow. The Market Place has formed at a 6-armed crossroads.
Building Line/Plot Arrangement	Buildings are uniformly set back approximately 3 metres from the road, allowing for shops to spill out onto the footway. The footway can get crowded.
Boundary Treatment	There is often no boundary between the building and the public realm.
Heights & Roofline	Buildings predominantly vary between 3.5, 4 and 5 storeys . This creates a varying roofline when looking down the street and the differing roofline catches the eye. The skyline is also broken by changes in roof styles from buildings such as the All-Saints Boxing Gym. Dormer windows are common.
Materials	Buildings are a mix of styles and therefore there is a mix of materials that are used. The most prominent material used is London stock brick.
Public Realm	The public realm is dominated by the A404, on which there is traffic that causes some severance. There is a modest amount of greenery. Maida Hill Place is the central node for the neighbourhood, and is a place where people congregate. The square is used for a pop up market which adds vibrancy to the public realm. There is also a small public space at the western edge of the neighbourhood plan area, around the foot of Half Penny Steps footbridge, where views of the canal open up from Harrow Road.

CA5 Harrow Road

Positive design features to be enhanced and retained	Design opportunities
• Vibrant shopping parade and market square create a focal point for congregation in the ward. • Street trees break up the building line creating an interesting view down Harrow Road as well as softening the feel of an otherwise very urban environment.	• Opportunity for the development of roof extensions with dormer windows. • Provision of cycle infrastructure such as lanes and parking to promote active travel. • Where space allows, opportunity for softening of landscape with planting and rain gardens.



Figure 40: Pedestrian wayfinding on Harrow Road



Figure 41: High Street uses where other streets meet Harrow Road (Chippenham Road)



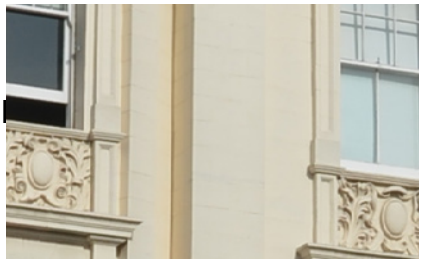
Figure 42: Recent development taking some cues from the street's older buildings



Figure 43: A place to congregate, Maida Hill Place

HARROW ROAD ARCHITECTURAL DETAILS

Walling



White render



London stock brick



Yellow brick

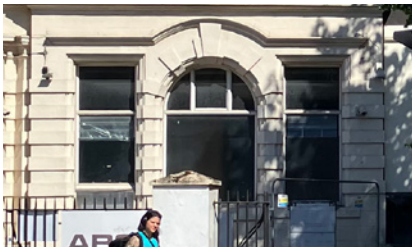
Windows



Double hung sash window



Dormer windows



Arched window

Notable buildings



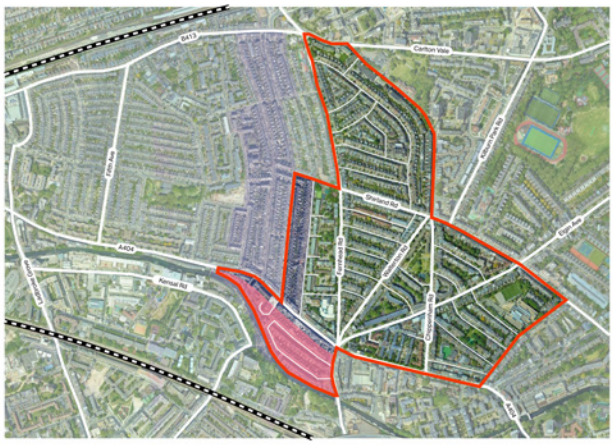
2 Elgin Avenue



482 Harrow Road

CA6 South of Harrow Road

CA6 is the most southern part of the neighbourhood plan area and borders the canal. It is an area which is predominantly made up of Victorian terraced houses with some bulkier more recent additions.



Land Use	CA6 is almost exclusively made up of residential uses, although at the end of the blocks facing the Great Western Road there are a couple of restaurants and a newsagent.
Pattern Of Development	The terraces are long with few breaks in the building line. Repetition of building frontages, with consistent plots sizes give a sense of regularity to the streetscape, creating a tight urban grain. Both front and back gardens are small. Despite the density of development, the wide streets and lack of through traffic give a feeling of spaciousness. There are some newer and larger apartment blocks towards the canal.
Building Line/Plot Arrangement	The terrace typology lends itself to the buildings being uniformly set back from the pavement. Front gardens are no more than 2 metres and car parking is on the street. Larger footprint apartment buildings are found adjacent to the canal.
Boundary Treatment	Boundaries are often defined by low brick walls and in some cases timber fencing.
Heights & Roofline	There is an abundance of terraced housing that creates a very consistent roofline and are almost always 3 storeys in height in CA6. In the western part of the area there are exceptions in the form of apartment buildings which reach up to 5 storeys in height.
Materials	The majority of the area is made up of Victorian terraces as well as several apartment buildings. London stock brick is most common amongst the Victorian part of the character area, however there are a few occasions where more modern building materials have been used in the western part of the character are.
Public Realm	The public realm is mainly focused on pavements with healthy, mature street trees and good quality paving slabs. There are glimpses of the canal but no towpath on this side. Unfortunately there is very limited access to the canal which is a general issue for the neighbourhood.

CA6 South of Harrow Road

Positive design features to be enhanced and retained	Design opportunities
• Close proximity to the canal area which could be utilised as a public open space with better access. • Consistent building line that respects the Victorian terrace heritage. • Tree lined streets which soften the feel of the urban environment. • Low traffic volumes.	• Provide better accessibility to the canal which has the potential to be a more prominent asset for Maida Hill.



Figure 44: Leafy residential street, Hormead Rd



Figure 45: View from Half Penny Steps footbridge



Figure 47: Consistent building line but variety in boundary treatment, Fermoy Rd



Figure 46: Canal boats moored in the area, view from Hormead Rd

SOUTH OF HARROW ROAD ARCHITECTURAL DETAILS

Walling



London stock brick



Brown brick



White render

Windows



Bay window



Modern panoramic windows



Double hung sash windows

Notable buildings



New residential building in Fermoy Rd,



Contemporary canal side apartment building



The iconic Trellick Tower is outside the neighbourhood but is very prominent from parts of it.



Design guidance and codes

05

5. Design guidance & codes

This chapter provides guidance on the design of development, setting out the expectations that applicants for planning permission in the Neighbourhood Plan Area will be required to meet.

5.1 Introduction

The following section describes a set of design codes that have been put together based on the existing context of Maida Hill.

These codes will aim to guide any changes or development within the Neighbourhood plan area to ensure the local character is respected whilst allowing space for innovation within the built environment.

Given the range of existing guidance referenced in section 2.1, the codes in this report focus only on a small number of topics of specific relevance to Maida Hill, grouped under the headings of **streets and public realm** and **built form**.

More detail about this structure is provided in Section 5.2. Both national and regional/ Westminster guidance, as outlined in chapter 2, should be read in conjunction with these codes.



Figure 48: The 10 characteristics of well-designed places. (Source: National Design Guide, page 8)

5.1.1 The importance of good design

As the National Planning Policy Framework notes, "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".

Research, such as for the Government's Commission for Architecture and the Built Environment (now part of the Design Council) has shown that good design of buildings and places can:

- Improve health and well-being;
- Increase civic pride and cultural activity;
- Reduce crime and anti-social behaviour; and
- Reduce pollution.

This document seeks to harness an understanding of how good design can make future development as endearingly popular as the best of what has gone before.

5.1.2 Placemaking and design codes

These design codes are underpinned by a set of placemaking principles that should influence the design of future development areas, public realms, homes and green spaces, and the interfaces between them.

What designers and planners call 'placemaking' is about creating the physical conditions that residents and users find attractive and safe, with good levels of social interaction and layouts that are easily understood.

It is important with any proposal that full account is taken of the local context and that the new design embodies the 'sense of place'.

Reference to context means using what is around, shown in the first four chapters, as inspiration and influence and it could be a contemporary solution that is in harmony with the surroundings.

5.2 The Maida Hill guidance and codes

Based on the understanding gained in the previous chapters, this section will identify design codes for future development to adhere to.

The codes supplement the City of Westminster supplementary planning documents and guidance. They are grouped under two headings: streets and public realm and built form.

Theme	Code	Title
Streets and public realm (SP)	SP 01	Active travel
	SP 02	Cycle parking solutions
	SP 03	Trees
	SP 04	SuDS and pocket parks
Built form (BF)	BF 01	Shop fronts
	BF 02	Roof terraces
	BF 03	Roof extensions
	BF 04	Infill developments

SP. Streets and public realm

SP 01 ACTIVE TRAVEL

Increasing the opportunities for people to walk and cycle around the area is an important part of improving health and the quality of their experience.

- New development should ensure that pedestrian and cycle routes are incorporated into new designs to incentivise modes of active travel,
- These routes should link to key services on the Harrow Road and other existing routes to form a network of walkable areas;
- Users of public and private space are varied and include disabled users, parents/carers with buggies and young children. It is important for these users to be catered for when designing new development;
- Walking routes along a roadway should provide safety from vehicles on the road. This requires a footway, grass verge or pavement that is wide enough to ensure pedestrians do not conflict with vehicles; and
- Walking routes should be well over looked by development which is occupied day and night and well lit after dusk.

The London Plan Guidance has further requirements on public space and how it should allow for: 'public welcome, openness, unrestricted use, community focus, free of charge, privacy and data, transparency and good stewardship'. This information can be found via https://www.london.gov.uk/publications/public-london-charter



Figure 49: Gender Inclusive Public Space is an emerging guide coming through the Mayor of London which aims to create more friendly public spaces for everyone

SP 02 CYCLE PARKING

Cycling, either for commuting or recreation, is a common activity and should be encouraged to reduce car dependence. Therefore, provision for cycle parking should be an integrated part in the design for new and existing developments.

- New residential units should be provided within the domestic curtilage;
- Cycle storage should be provided at a convenient location with easy access, ideally to the rear or side of the building;
- Where possible in Maida Hill bicycle hangers should be implemented in line with WCC policy;
- Where this is not possible, cycle parking could be accessed from the front of the building either in a specially constructed enclosure (Fig. 50);
- The design of any enclosure should integrate well with the surroundings; and
- The use of planting and smaller trees alongside cycle parking can be used.

The following note sets out some guidance on how people living in existing buildings in Maida Hill, where there are typically small front gardens, can think about bike storage:

- Consider the best position in the garden not only for your ease of access but also to minimise intrusion to both the neighbours' views and those of the passing public. See figure 51 which is an example of well positioned cycle parking, screened by vegetation; and
- Check with Westminster City Council to see if planning permission is required.



Figure 51: Example of soft landscaping with disguises bin and cycle stores in the front garden



Figure 50: Example of cycle parking storage that fits sensitively within an urban environment, elsewhere in London

SP 03 TREES

The abundance of trees is one of Maida Hill's assets. They provide shading and cooling, absorb carbon dioxide, reduce air pollution and assist water attenuation and humidity regulation. They also contribute to human health and wellbeing. In addition, they add life to the landscape and help shape and add character to open spaces.

As well as the tree lined streets in the neighbourhood plan area there are a couple of pocket green spaces which should be protected such as Edbrooke Road Gardens.

The following guidelines focus on the design aspects and appearance of planting and trees in private gardens as well as public open spaces and streets.

Encourage tree planting and greening within new developments

- Aim to preserve existing mature trees, trees of amenity, ecological and historic value, incorporating them into the new landscape design and using them as accents and landmarks, where appropriate;
- Consider canopy size when locating trees; Westminster City plan policy 34I refers to optimising canopy cover in new developments;
- Adequate soil volume should be provided in new developments to allow new trees and other plants to grow to maturity;
- New trees should be added to strengthen vistas, focal points and movement corridors, while retaining clear visibility into and out of amenity spaces. They also maximise the social and economic value of the public realm by creating an attractive environment that they want to be in as well as providing relief from rain and sunlight. They should, however, not block key view corridors and vehicular circulation sight lines;
- New trees should be integrated into the design of new developments from the outset rather than left as an afterthought; and
- If development proposals includes the removal of mature trees, it is expected that new landscaping include replacement tree planting to optimise canopy cover.

- More information on how trees and hedges are managed in the borough can be found here: https://www.westminster.gov.uk/planning-building-and-environmental-regulations/trees-and-high-hedges
- Regulations, standards, and guidelines relevant to the planting and maintenance of trees are listed below:
- Trees in Hard Landscapes: A Guide for Delivery;[1]
- Trees in the Townscape: A Guide for Decision Makers;[2]
- Tree Species Selection for Green Infrastructure;[3] and Tree Planting in Paved Surrounds[4]
- Trees and the public realm (Westminster City Council) [5]
- BS5837:2012 'Trees in relation to design, demolition and construction recommendations'.

[1] Trees & Design Action Group (2012). *Trees in Hard Landscapes: A Guide for Delivery.* Available at: http://www.tdag.org.uk/uploads/4/2/8/0/4280686/tdag_trees-in-hard-landscapes_september_2014_colour.pdf

[2] Trees & Design Action Group (2012). *Trees in the Townscape: A Guide for Decision Makers.* Available at: http://www.tdag.org.uk/uploads/4/2/8/0/4280686/tdag_treesinthetownscape.pdf

[3] Trees & Design Action Group (2019). *Tree Species Selection for Green Infrastructure.* Available at: http://www.tdag.org.uk/uploads/4/2/8/0/4280686/tdag_treespeciesguidev1.3.pdf

[4] https://www.greenblue.com/wp-content/uploads/2016/05/Tree-Planting-in-Paved-Surrounds.pdf

[5] https://www.westminster.gov.uk/sites/default/files/media/documents/Trees_%26_the_Public_Realm_Adopted_Strategy_September_2011.pdf

[6] Westminster Way- Public realm strategy
Design principles and practice. https://www.westminster.gov.uk/media/document/westminster-way---public-realm-strategy-design-practice-and-principles-

POCKET PARKS

Pocket parks and parklets are the names given to small areas of planting or small areas of green space in the urban environment. They give opportunities for local people to enjoy a space that more often than not was used for another purpose or transform an unloved space.

- Where appropriate, car parking spaces should be transformed into parklets to bring greenness to the dense urban environment; and
- The Westminster Way public realm strategy suggests that urban greening can be achieved by ensuring that new developments contribute to Westminster's open space network and increase the amount of wildlife habitat and biodiversity in the city [6].



Figure 52: Watson Gardens located on Harrow Road

Complement public realm and enhance built environment and local identity

Planting can make an appreciable difference to the appearance of an area, as well as adding to the local identity. The following guidance is intended to aid the community of Maida Hill with enhancing the public realm and ensuring that local identity is retained in the case of any new development.

- As part of the development process, opportunities should be sought for new tree planting and improvements to the public realm with a strong focus on biodiversity and inclusive design. These schemes could possibly be financed via S106 or any other funding frameworks.
- Opportunities for planting in areas should be explored, particularly residential areas, and increase plant diversity and select species with resilience to climate change;
- New development should use boundary features which are complementary to the street and enhance the character of the neighbourhood (see figure 53). The use of trees, hedges, window boxes and planting in publicly visible areas, including edges and interfaces, should be encouraged;
- Climbing plants, green roofs and walls could be integrated into new schemes where appropriate as they are good at screening features such as garages, blank walls and fences.
- Applicants should explore the quality and attractiveness of existing and new squares/open spaces within developments by ensuring that they are well designed with proper maintenance in place to provide tranquil, clean and safe spaces (see figure 55);
- Where trees are not appropriate, encourage flower and shrub planting in the form of green roofs and window cill displays rather than in the street with watering from the premises and creeper on undistinguished blind walls (see figure 54).



Figure 53: Positive green example of boundary treatment in Maida Hill



Figure 54: Flower and shrub planting within Maida Hill





Figure 55: A car- dominated public realm before (left) and after (right) interventions. Pedestrianising the square, spill-out cafés, welcoming paving materials with green elements encourage people to walk in the public realm, Altrincham

SP 04- SUDS

The term SuDS stands for Sustainable Drainage Systems. It covers a range of approaches to managing surface water in a more sustainable way to reduce flood risk and improve water quality whilst improving amenity benefits.

SuDS work by reducing the amount and rate at which surface water reaches a waterway or combined sewer system. Usually, the most sustainable option is collecting this water for reuse, for example in a water butt or rainwater harvesting system, as this has the added benefit of reducing pressure on important water sources. Rain gardens are a popular solution to drainage. They are designed to intercept rainfall and use the water to sustain planting.

Where reuse is not possible there are two alternative approaches using SuDS:

- Infiltration, which allows water to percolate into the ground and eventually restore groundwater; and
- Maida Hill already has a large attenuation tank installed under Tamplin Mews Gardens which was installed after a big flood a few years ago. This was a large scheme carried out by Thames Water. Attenuation and controlled release, which holds back the water and slowly releases it into the sewer network. Although the overall volume entering the sewer system is the same, the peak flow is reduced. This reduces the risk of sewers overflowing into basement rooms within Maida Hill.

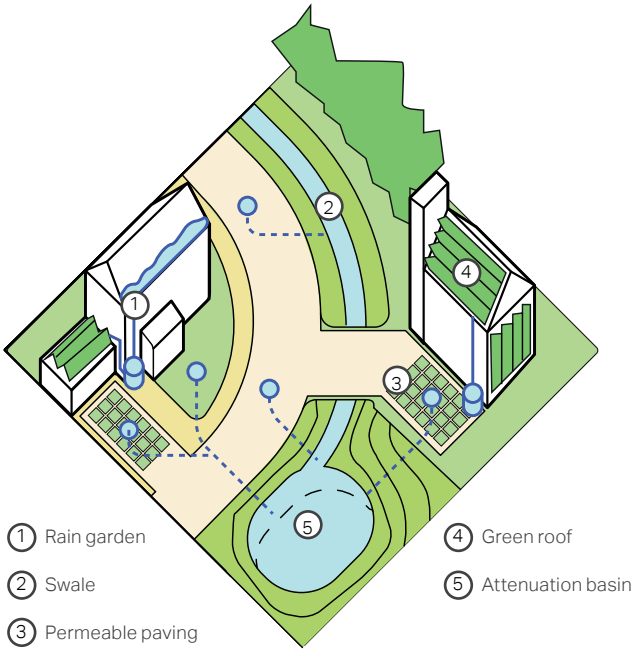


Figure 56: Diagram showing the best use of harvesting water systems rain garden, swales, permeable paving, green roofs



Figure 57: Examples of SuDS designed as a public amenity and fully integrated into the design of the public realm, Sweden

The most effective type or design of SuDS would depend on site-specific conditions such as underlying ground conditions, infiltration rate, slope, or presence of ground contamination. A number of overarching principles can however be applied:

- Reduce runoff rates by facilitating infiltration into the ground or by providing attenuation that stores water to help slow its flow down so that it does not overwhelm water courses or the sewer network;
- Integrate into development and improve amenity through early consideration in the development process and good design practices;
- SuDS are often as important in areas that are not directly in an area of flood risk themselves, as they can help reduce downstream flood risk by storing water upstream;
- Some of the most effective SuDS are vegetated, using natural processes to slow and clean the water whilst increasing the biodiversity value of the area;
- Best practice SuDS schemes link the water cycle to make the most efficient use of water resources by reusing surface water; and
- SuDS must be designed sensitively to augment the landscape and provide biodiversity and amenity benefits.

RAIN GARDENS

Rain gardens are becoming more common in urban areas. Rain gardens are shallow landscaped spaces that reduce rainfall runoff and mitigate the impact of pollution. They can be used to enhance the capacity of the surface water piped drainage network by capturing and storing rainfall, allowing it to soak into the ground or release it slowly back into the piped network. For this reason it is important that they should where possible be incorporated into public realm schemes in Maida Hill.



Figure 58: Example 1 of rain gardens along Marylebone High Street



Figure 59: Example of rain gardens elsewhere in London.

Rain gardens can be introduced in most places. Figure 61 shows the route of the former River Westbourne in the Neighbourhood Area. Rain gardens could be implemented on Shirland Road to both tackle flood risk and improve the public realm, re-imagining the river. As well as this, rain gardens within Maida Hill would add to the existing green network.

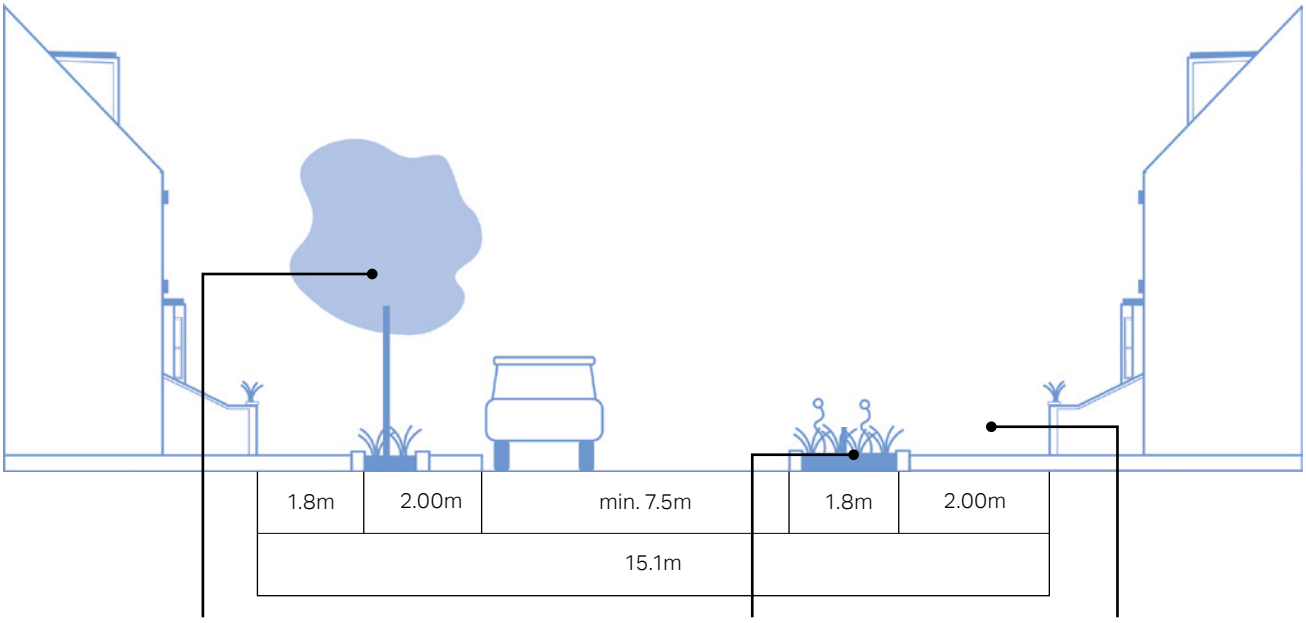
These interventions will help provide sustainable drainage and create healthier streets in Maida Hill.

More information on rain gardens can be found in the CIRIA SuDS Manual 2015.



Figure 61: Example proposed streets for rain gardens, following the route of the Westbourne River.

HOW RAIN GARDENS COULD BE APPLIED IN MAIDA HILL (SHIRLAND ROAD)



Respect the trees that are already existing on Shirland Road, making sure to not impact their root zones.

Soiled area and shrubs lowered from footway to allow them to collect the rain water

At least 1.8 metres between the property boundaries and the rain gardens to allow for safe passage for all users.

Figure 60: Street section diagram showing how rain gardens could be implemented on Shirland Road

BF. Built Form

This section outlines approaches that should be considered by developers when creating new development within Maida Hill. Some of the following guidance is directed at development on existing plots, such as extensions, though many can be applied to both new and existing development.

In general, the terraced areas in Maida Hill are compact but still have generous sized plots. The area exhibits a high but 'gentle' density with heights averaging 3 to 4 storeys with little or no space between dwellings.

The following codes are based on the older Westminster supplementary planning documents, which are not linked to policies in the current City Plan. Their inclusion here gives them enhanced and enduring status in the Maida Hill area.





Figure 62: Example of dormer property with a roof extension and dormer windows

Figure 63: Example of typical terrace build form within Maida Hill

BF 01- SHOP FRONTS

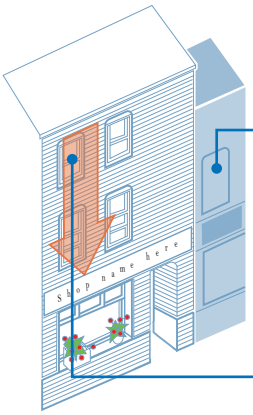
Maida Hill is an area with various retail spaces and therefore shop fronts should often be enhanced or protected in order to retain the character of the area. Where relevant, development should be in line with the 'Shopfronts, Blinds and Signs SPG' from the City of Westminster. Some guidance includes:

- The design of shop fronts should take account of rhythm and character of the street such as the width of building, the horizontal or vertical emphasis, the variety of style and architecture of the building itself. Where the shop front continues to another building, a change in its design may be required;
- The fascia is the most important area of a shop front for advertising the business. Signage within the established proportions and confines of the fascia board should be maintained. Large box signs or additional flat boards should be avoided as they create disproportionate depth and height;
- The most appropriate signage at fascia level are individual letters applied or painted directly onto the fascia board;
- Hanging signs should be appropriately sized in relation to the building and street. They should not dominate the pavement space or the building. They should use an appropriate material, shape, and form, avoiding large box signs;
- Pavement space should not be used for displaying goods especially in areas of high footfall such as Harrow Road.
- The shopfront should not be designed in isolation. The proposed design should relate in scale, proportion and architectural style not just to the host building, but to the wider streetscene. The design language of the building and shopfronts are extremely important as demonstrated in Figure 64 The bottom image acknowledges the common features that occur on the parade of shops such as the proportions of the signage, stallrisers, glazing and cornice in the shopfronts; and
- Garish colours and materials such as plastic should be avoided in favour of natural materials such as hand painted wooden or glazed signs which can be externally lit if necessary.



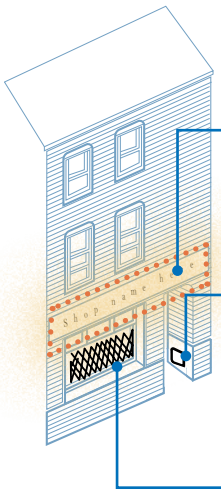
Figure 64: Illustrations of both good and bad examples of shop fronts - disorder vs order

Character & Design



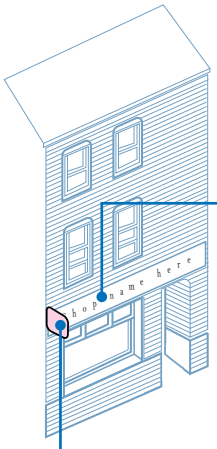
- Integrate the shop front with the surrounding streetscape. Consider adjacent buildings and typical details in the area
- Incorporate the overall proportion, form, and scale of the building's upper floors into the design of the shop front

Lighting & Safety



- Avoid using internally-illuminated box signs
- Conceal alarms from the shop front façade and integrate them in the design
- Avoid using external roller shutters and grilles. Favour the use of internal open grilles which cover only the glazed part of the shop front

Signage



- Avoid unnecessary visual clutter
- Signage should not be placed on upper floors
- Use the fascia as the predominant position
- Hanging signs should be in proportion to the building and street and should not dominate pavements

GUIDANCE ON CONVERSION OF SHOPS AND PUBS

Maida Hill has an important retail offer and a culturally significant pub culture. Unfortunately, wider trends have led to the gradual closure of several pubs and shops. The local community do not support conversions of shops into residential if they are part of a row of existing shops, because of the effect on adjoining businesses, although they are sometimes subject to permitted development.

Public houses are seen as assets by the community and their closure should be strongly resisted where possible. Refer to policy 16 in the City Plan (protection of Public Houses). However, if they are converted in any way, it is important that it is not to the detriment of the area's appearance.

When it is possible to convert retail and pub uses into residential (subject to any article directions or permitted development):

- The original shopfront should be retained and if this is not possible at least some of the features should be retained in the design of the new residential building;
- The design should demonstrate a positive impact on the host building and compatibility with the character and appearance of the local area;
- Privacy should be achieved in any conversion without adversely impacting the character and appearance of the host building and the Maida Hill street scene. Materials such as mirror glass should be avoided as it nullifies an active frontage; and



Figure 65: Positive example of a corner shop conversion, elsewhere in London



Figure 66: Poor example of a corner shop conversion, elsewhere in London

- The conversion design should consider how upper floors are to be accessed if the proposal is to subdivide the building.

BF 02- ROOF TERRACES

Roof terraces and balconies are popular in built up areas such as Maida Hill because they provide outdoor space for dwellings without a garden. This can greatly improve amenity for residents but, if badly done, can cause problems.

Any development should be in line with the 'A Guide to Alterations and Extensions on Domestic Buildings SPD' from Westminster City Council.

Some guidance for roof terraces in Maida Hill is:

- Well-designed outdoor amenity spaces will not result in too much clutter on the roof line while managing the impacts on both the architectural character of the building, the heritage and the townscape of Maida Hill;
- Roof terraces on the front of buildings can be acceptable if they do not negatively impact the historic character of the building and the street. Given this, roof terraces are more likely to be acceptable on the back of a building;
- Where a roof terrace is acceptable it must have a simple balustrade or rail at a height of 1.1 metres for safety purposes. Other solutions include setting back the front of the terrace from the existing parapet or locating it within the centre of the roof (see figures 67 and 68 for example);
- In cases where screening is required to prevent overlooking problems, the terrace may be unacceptable when the screening adversely affects the appearance of the building;
- The alteration of traditional roof-forms to create roof terraces is not acceptable; and
- Greening on roof terraces is encouraged where possible.

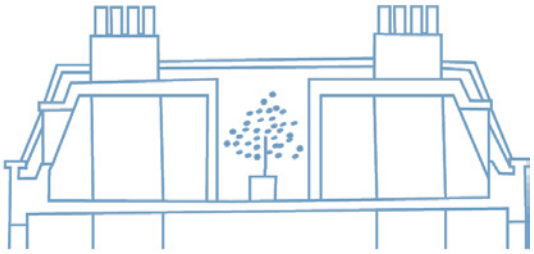


Figure 67: Diagram of roof terrace in the centre of a deep plan building. Based on Westminster 'A Guide to Alterations and Extensions on Domestic Buildings SPD'

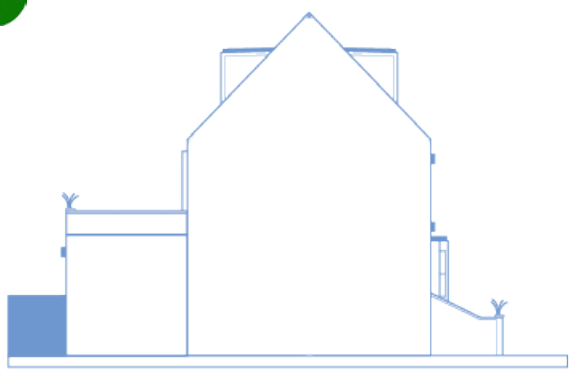


Figure 68: Diagram of roof terrace at the rear with a railing of at least 1.1 metres, thus providing greater amenity space which is especially important when buildings are turned into flats.

BF 03- ROOF EXTENSIONS

Roof extensions are common throughout Maida Hill. They offer advantages to householders but it is important that they do not impact the character of the Victorian residential typologies in the area. There is a need for housing in the area and, therefore, the enlargement of existing buildings is something that we are supportive of provided it adheres to the design guidance in the plan. As well as this any development should be in line with the 'A Guide to Alterations and Extensions on Domestic Buildings SPD' from Westminster City Council. Given this, there are a number of principles that residential roof extensions and conversions should follow to maintain character:

DORMER EXTENSIONS

- Windows should be in general 70-degree slopes only and they should project from the slopes and set behind the parapet wall, so that the full window is not visible from street level;
- In addition, they should be less in height than the windows on the floor below;
- The cill of the window should not come from higher than the coping of the parapet, so that no roof slope is visible at street view;
- They should normally line up with windows on floor below (see figure 69). However, in some cases, it may be appropriate to line the dormers over the brick piers rather than the window openings of the floor below;
- Dormer windows should be Subservient to the existing features on the building in construction and design;
- Dormer windows to a rear roof slope should reflect the architectural character of the existing building and its neighbours in their form, detailing and materials;
- As a general guide, dormers should be a minimum of 0.5m below the ridge, a minimum of 0.5m from the edge of any roof hip, a minimum of 1.0m above the eaves line, and the height of the dormer should be no more than half the height of the roof (measured on elevation);
- Large single dormer windows may be acceptable on the rear of a building if they are sympathetic to the existing features of the building.



Figure 69: Diagram showing 2 small dormers in line with the windows on the storey below



Figure 70: Diagram showing dormers that are obscured behind the parapet wall from the street below, Maida Hill

MANSARD ROOFS

- As a general guide, the ceiling height should be kept to a minimum in roof extensions. The normal maximum is 2.3 metres for domestic buildings and chimney stacks containing active flutes should be raised at least 1 metre above the level of the adjoining roof covering. See figure 73 for how this works on a flat mansard roof.
- A double pitched mansard roof should have two slopes, the lower face being steeply pitched (A on figure 72) and the upper one at a shallower pitch (B on figure 72).
- Windows in both double pitched and flat roofed mansard roofs should be set behind the parapet wall and project from the lower roof slope. Party walls and chimneys should normally be properly built up above the level of the new roof, with the party wall following the pitch of the roof.
- Where a mansard is deemed appropriate, either the 'flat roof' or 'double pitched' approach could be acceptable provided that there is some uniformity.
- On many occasions flat topped extensions are preferable as they assist in keeping abreast views at street level as well as making proposals of solar panels and green roofs easier.



Figure 71: Diagram of a well designed flat mansard roof extension. Based on Westminster 'A Guide to Alterations and Extensions on Domestic Buildings SPD'

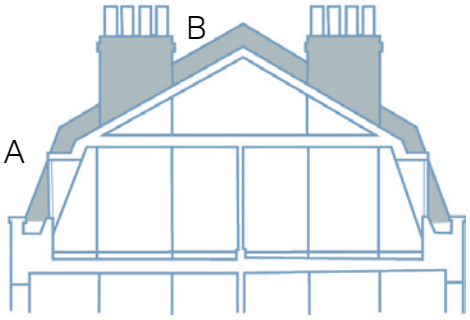


Figure 72: Cross section of a double pitched mansard extension. Based on Westminster 'A Guide to Alterations and Extensions on Domestic Buildings SPD'

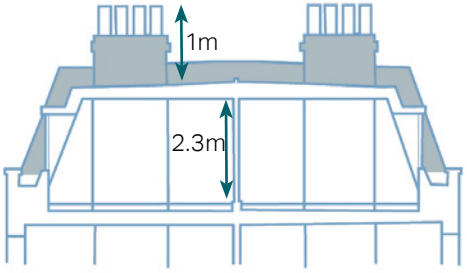


Figure 73: Cross section of a flat mansard roof extension. Based on Westminster 'A Guide to Alterations and Extensions on Domestic Buildings SPD'

BUTTERFLY ROOFS

- In the case where a historic butterfly roof remains unaltered, roof extensions may not normally be acceptable:
- Where the original roof has been altered, a roof extension may be allowed if the 'V' shaped parapet wall is retained. This can be achieved in various ways. In each case the new mansard should be constructed of high quality materials that complement the existing property such as Welsh slate or high quality lead or zinc sheet metal cladding; and
- Where the butterfly parapets have already been replaced with straight parapets, any roof extension must attempt to replicate the prevailing patterns of adjacent buildings while also using traditional materials.



Figure 74: Positive example of a property with well-proportioned dormer windows - Based on Westminster 'A Guide to Alterations and Extensions on Domestic Buildings SPD'

BF 04- INFILL DEVELOPMENTS

Infill sites will vary in scale, context and location within a settlement. Any new infill can have significant impact on the character and appearance of the built environment, either positive or negative. The following principles should be applied in any future infill site:

- Infill development should complement the street scene into which it will be inserted. It does not need to mimic the existing styles but its scale, massing and layout need to be in general conformity with the existing (this is particularly ridge/eave heights, especially for terraced or dense groupings of buildings);

- Development fronting an existing street should comply with the existing building line and should have its primary aspect and windows facing the street, particularly if aspect in all other directions is constrained due to overlooking of neighbouring properties;

- The building line of new development should be in conformity with the existing. Very often, with terraced or dense groupings, the building line will be exactly the same; and

- The density of any new infill development should reflect its context and its location in the neighbourhood plan area (centre or residential street). The optimum density will respond to surrounding densities whilst making efficient use of land.

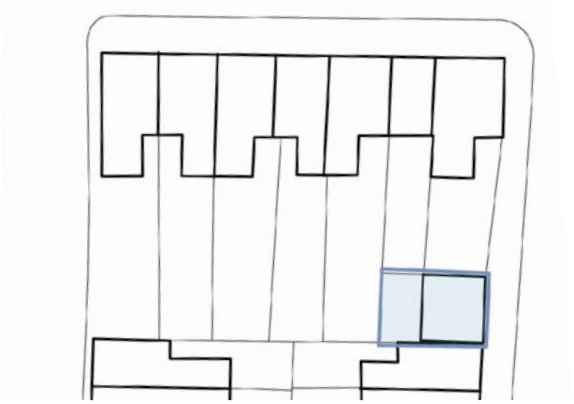


Figure 78: Plan showing infill development with a frontage to the existing street



Figure 79: Plan showing backland infill development

BF 05- ARCHITECTURE DETAILS, MATERIALS AND COLOUR PALETTE

When deciding the type and colour of materials to use for a new building it will be important to study, but not necessarily mimic, nearby buildings. The aim should be to ensure that the new building complements the character of nearby buildings and integrates well into the landscape. This means that the design of new buildings in the Lydford Estate may be different to those on Harrow Road.

In the case of a conversion of an existing historic building into a residential use, this should look to preserve and enhance any existing heritage features, to maintain the integrity of the original building. Any new fenestration should be positioned carefully to maintain the character and balance of the building and reflect the existing design through use of complementary materials and decorative features. These buildings create the opportunity to provide large single dwellings or can be split into a series of smaller dwellings.



Figure 80: Typical appearance of Maida Hill houses



Figure 81: Typical original building with a business use on the ground floor.



Figure 82: Buildings using london stock brick and red brick

Wall materials

Most of Maida Hill is made up of Victorian terraces. London stock brick is most common within the Victorian part of the neighbourhood plan area , with a few occasions where more modern yellow brick and cladding are used. Red bricks are also used, however most of these buildings are in the Lydford Estate area.

Where possible, similar materials and styles should be used to maintain the Victorian terraces and shopping promenade character in Maida Hill. As well as this the scale and density of development should be respected.

Fenestration materials

Original windows would have been wooden painted white. Slimline double glazed white wooden windows are suitable for historic buildings. Powder coated aluminium windows are suitable for 20th century and newer developments.

Roofs

Pitched, mansard and butterfly roofs are the most common roof styles within Maida Hill and these are key contributors to the character of the Neighbourhood plan area. Therefore it is imperative that where they are extended, it must be done in a sympathetic manner. Slate is the most common roofing material that go with these styles.

It is important that future roof styles and materials in Maida Hill are subservient to traditional build forms that are already existing in the area and what has gone before.

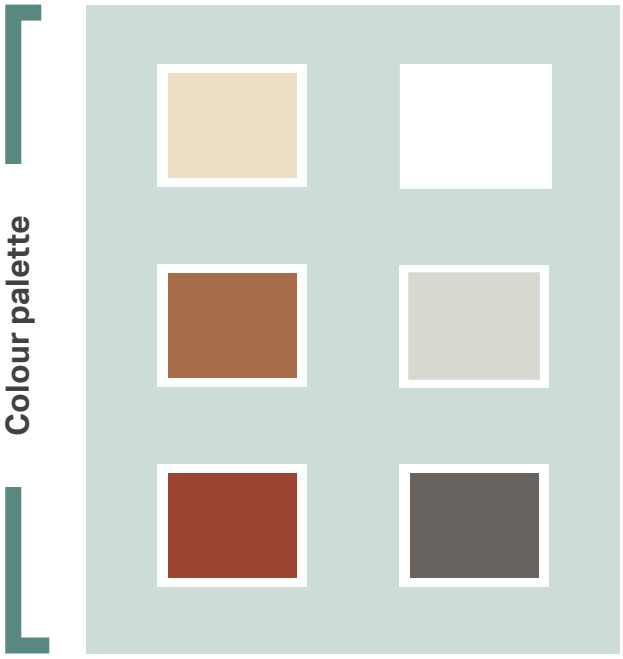
Ground surface materials

Generally asphalt and paving slabs are used throughout Maida Hill. There are some small pocket parks in the area, however parklets and rain gardens should be introduced where possible in order to create a softer feel to the streetscape. Furthermore, the greening of the street will lead to higher levels of carbon sequestration and subsequently better air quality

Boundary treatment materials

There is a wide variety of boundary treatments in the neighbourhood plan area such as low walls, metal fencing and hedges.

Boundary treatments in Maida Hill should align with the traditional styles and materials used on other properties in each character area. As well as this, boundaries should not take away from the active edges along the street and natural surveillance should be retained.



Wall



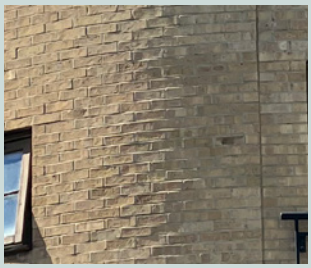
London stock brick



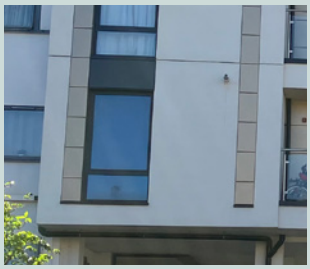
Victorian red brick



Light colours of render



Yellow brick



Modern cladding (Hermes Close)



Lydford red brick

Fenestration



Bay window



Sash window



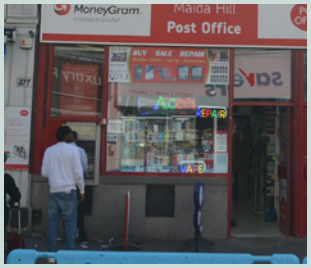
Dormer window



Window with white casing



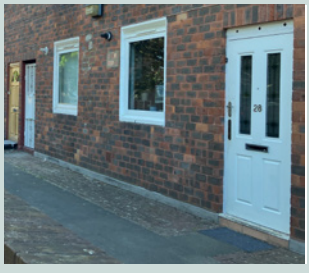
Oeil-de-boeuf



Large shop window with timber frame



Door with Victorian porch



Standard white door



Large double door for shop

Roof



Slate (typical and historic)



Plain brown tile



Modern flat roof

Ground surface



Tarmac



Cobbles



Paving slabs

5.3 Checklist

As the design guidance and codes in this document cannot cover all design eventualities, this chapter provides a number of questions based on established good practice against which the design proposal should be evaluated. The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has considered the context and provided an adequate design solution.

As a first step there are a number of ideas or principles that should be present in all proposals. These are listed under 'General design guidance for new development'. Following these ideas and principles, questions are listed for more specific topics on the following pages.

1

General design guidelines for new development:

- New development will integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established settlement character of streets, greens, and other spaces;
- Harmonise with and enhance the existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent vegetation and long-distance views;
- Reflect, respect, and reinforce local architecture and historic distinctiveness;
- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Gated communities should be avoided in order to maximise the sense of community in Maida Hill;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;
- Positively integrate energy efficient technologies;
- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and
- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources.

2

Local green spaces, views & character:

- What are the particular characteristics of this area which have been taken into account in the design?
- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Can trees be used to provide natural shading from unwanted solar gain? i.e. deciduous trees can limit solar gains in summer, while maximising them in winter.
- Has the proposal been considered within its wider physical context?
- Has the impact on the landscape quality of the area been taken into account?
- In tranquil areas (such as by the canal), has the impact of the development on the tranquillity of the area been fully considered?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?
- Will any communal amenity space be created? If so, how will it be used by the new owners and how will it be managed?
- Can green space be used for natural flood prevention e.g. permeable landscaping, swales etc.?
- Can water bodies be used to provide evaporative cooling?

3

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

4

Buildings layout and grouping:

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?
- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?
- Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to supply multiple buildings that might require energy at different times of day or night? This is to reduce peak loads. And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?

5

Building line and boundary treatment:

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Has the appropriateness of the boundary treatments been considered in the context of the site?

6

Building heights and roofline:

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

7

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood?
- What is the impact of the proposed changes/extension on the surrounding environment, including green space and parking/pedestrian access?
- Is the roof form of the extension appropriate to the original dwelling?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?
- Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
- Can any materials be re-used in situ to reduce waste and embodied carbon?
- What is the impact of the proposed changes/extension on the surrounding environment, including green space and parking/pedestrian access?

8

Building materials & surface treatment:

- What is the distinctive material in the area?
- Does the proposed material harmonise with the local materials?
- Does the proposal use high-quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Does the new proposed materials respect or enhance the existing area or adversely change its character?
- Are recycled materials, or those with high recycled content proposed?
- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
- Can the proposed materials be locally and/or responsibly sourced? E.g. FSC timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

9

Car parking:

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the needs of wheelchair users been considered?
- Can electric vehicle charging points be provided?
- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?
- Does the proposed parking arrangement provide sufficient security and deter anti-social behaviour/crime?

10

Architectural details and design:

- Does the proposal harmonise with the adjacent properties? This means that it follows the height massing and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?
- Can the building designs utilise thermal mass to minimise heat transfer and provide free cooling?



AECOM

Delivery

06

Delivering a better world

6. Delivery

The Design Guidelines & Codes will be a valuable tool in securing context-driven, high quality development in Maida Hill. They will be used in different ways by different actors in the planning and development process, as summarised in the table.

Actors	How they will use the design guidelines
Applicants, developers, & landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines should be discussed with applicants during any pre-application discussions.
Neighbourhood Forum	As a guide when commenting on planning applications, ensuring that the Design Guidelines are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

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