

Heart of Harrow

Harrow and Wealdstone Intensification Area

Major Development Panel

Monday 8th November 2010

East

GVA Grimley

with

Alan Baxter Associates

Formation Architects



Engagement Forums



Developers Forum
Community Forum
Members Workshop
Business Forum
My City 2 Workshop

4th Oct 2010
5th Oct 2010
12th Oct 2010
13th Oct 2010
26th Oct 2010

Engagement Forums

Key headlines:

- * The importance of a shared vision to influence area wide change
- * The need to maintain, value and strengthen the existing character of Harrow and Wealdstone
- * The need to raise the image and quality of Harrow
- * The significance of the Kodak site
- * The need for improved social and physical infrastructure
- * Family housing, not just flats
- * Short and long term improvements

Engagement Forums

Developers Forum 4th October 2010

Key messages

- * Harrow needs a 'shared vision'
- * Council needs to be clear with developers about what they want
- * Project needs full support of council and members
- * Political figure needs to champion project
- * AAP needs to be viable and deliverable
- * Short term deliverables as important as long-term strategy
- * Both small and large sites needed
- * Harrow and Wealdstone lack identity
- * Both stations need upgrading
- * Tall buildings to be considered in the long term; best near stations and fly-overs

Community Forum 5th October 2010

Key messages

- * Need for a coherent identity
- * Improve connection between I.A. and surrounding green spaces
- * Tall buildings can help with orientation
- * Need for a mix of housing types; family, people and elderly
- * Desire for high-quality landscaping and public art

Kodak

- * Mix of housing and high-tech industry
- * 3-4 storey development would be appropriate

Harrow town centre

- * More evening activity
- * Cultural facilities; library, exhibition and performance
- * Improve quality of retail
- * Improve stations

Members Workshop 12th October 2010

Key messages

- * All proposals should be place specific
- * Continuity of housing fabric is important
- * Reduce environmental impact
- * Preference for family and starter homes
- * Improve Station Road with Section 106 funds

Kodak

- * Could accept taller building based on existing building heights
- * Suitable for housing, retail, industry, municipal and energy production

Harrow town centre

- * More evening activity
- * Cultural facilities; library, exhibition and performance
- * Improve quality of retail
- * Promote 'café culture'

Business Forum 13th October 2010

What do you think is the strongest aspect of the current trade offer?

- * Good transport links
- * Image of Harrow-on-the-Hill
- * Proximity to Wembley
- * Large number of professionals in borough

What do you think are the main issues affecting trade in Harrow?

- * Crime
- * Lack of co-ordination between businesses
- * Under maintained shops
- * Poor mix of shops
- * Poor signage
- * Trading estates

What do you think should be done to improve trading opportunities?

- * Create new image
- * Bring the town centre 'together'
- * Improve communication between businesses
- * More variety of shops
- * Cultural venue

My City2 Workshop 26th October 2010

If I could change one thing in Harrow and Wealdstone I would:

- * Get rid of Wealdstone!
- * Build more shops
- * Improve the old buildings
- * Preserve Harrow-on-the-Hill
- * Build an icon to attract tourists
- * Build more leisure facilities
- * Make it more modern
- * Make the buildings more colourful

General comments:

- * Wealdstone feels unsafe
- * Provide flexible performance space on Kodak site
- * Provide facilities for commuters near Harrow and Wealdstone station
- * Improve the environment under the rail bridge on Headstone Drive

Working Baseline Report



London Plan Context

London Plan drivers:

- * Harrow Town Centre: rejuvenate through retail, office and hotel
- * Wealdstone: intensification of industrial and business use (PIL)
- * Higher density residential and mixed use
- * Localism agenda and London Devolved Delivery agenda mean greater flexibility in delivery



Housing

- * Existing population of Intensification Area: approx. 13,000
- * Existing homes in Intensification Area: 5,600 to 6,000
- * New borough monitoring target: 2011-2021 = 350 homes per year
- * Intensification Area: 2500 homes in 15 years
- * 166 per year in Intensification Area
- * Almost 50% of annual borough target
- * 40% approx. increase in number of homes in area
- * Average density: 150-200 units per hectare: quality and phasing key



Employment and Economy

Office:

- * Harrow has international name recognition - how can this be leveraged?
- * Speculative new office development is not viable in 2010
- * Emphasis on targeted office refurbishment evident in the market
- * Potential private sector occupiers: business services - accountancy, management consulting, legal services, market research, marketing
- * Public sector role is important as anchor to office district
- * Smaller corporates, own front door, potential for smaller buildings
- * Local small businesses - start up, local entrepreneurs



Employment and Economy

Industrial:

- * Industrial development is viable given rents
- * The pace of delivery will need to be managed, excess space will drive rents and viability down
- * Potential for local energy, recycling and retrofitting as part of green economy
- * These sectors are reliant on logistical requirements
- * Highway limitations challenge large scale logistics and distribution
- * Energy, recycling and waste my limit to a local role
- * Park Royal, Wembley and Heathrow have substantial industrial holdings
- * Broxbourne, Watform and Slough are also competing locations



Employment and Economy

Retail, leisure, entertainment and hotel:

- * Key sectors that will play a role in meeting jobs targets

Overall economic approach:

- * 3500 jobs target
- * Employment strategy will be office, industrial and retail based
- * Potential for 20-30% of land required for employment uses
- * Higher density employment required if targets to be met



Strategic options

Option 1

Harrow-on-the-Hill Cluster / Metropolitan Centre, Wealdstone Local Centre

Option 2

High Road emphasis

Option 3

Extension of Two Centres, Intensification of Corridor

Option 4

Intensification of Harrow-on-the-Hill Cluster / Metropolitan Centre, Wealdstone maintained and enhanced

Key criteria for Intensification

Area scenarios

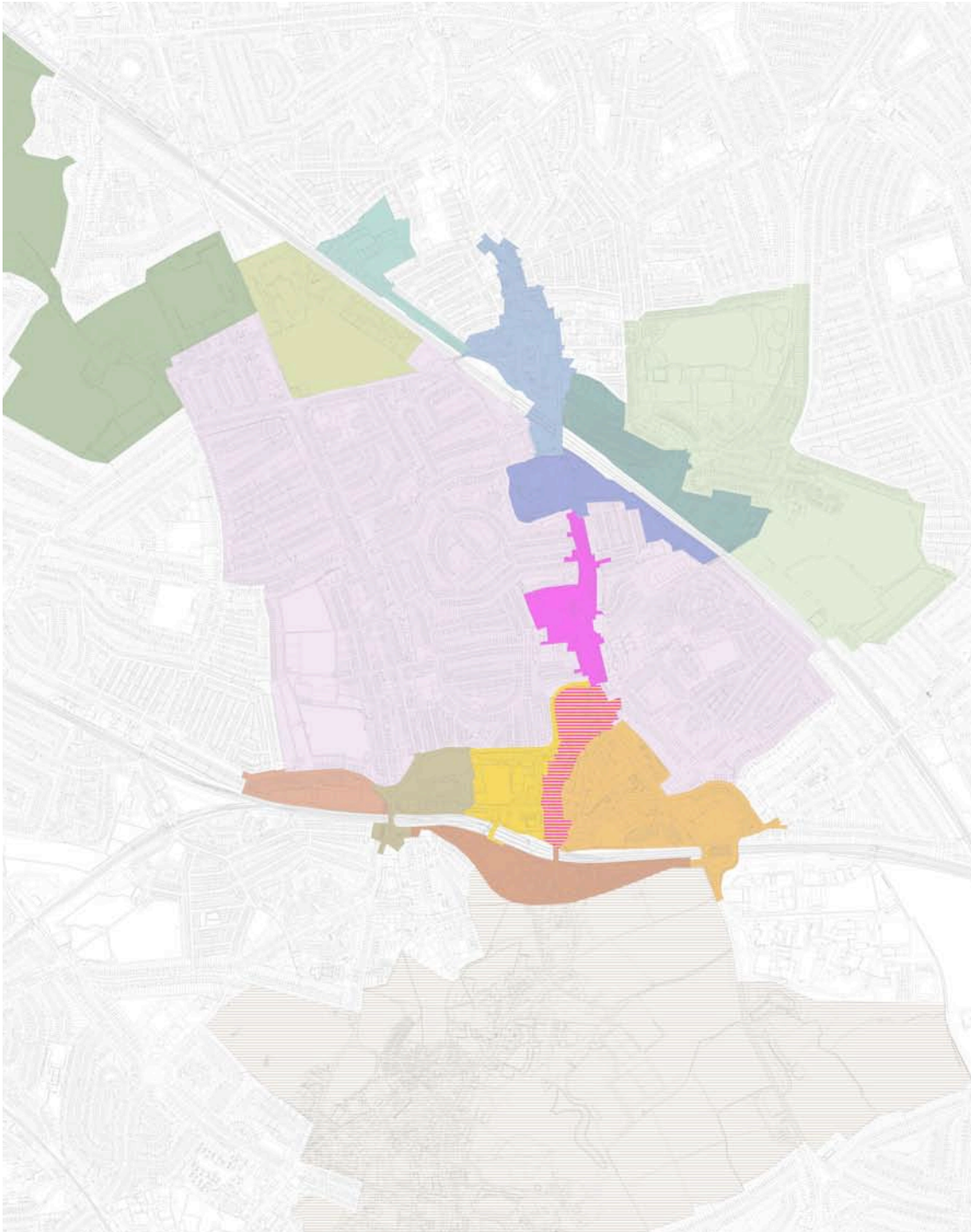
- * Urban renewal - reducing vacant and obsolete components, replacing with high quality
- * Intensification - increasing activity and density, higher density residential and mixed use schemes
- * Delivery targets: 2,500 homes, 3,000 jobs
- * Regenerate Wealdstone Town Centre - increase quality and value of retail and housing
- * Wealdstone: improve industrial area, intensify industrial and other business use
- * Rejuvenate Harrow Town Centre - office renewal, addition of retail and hotel



Key Local Delivery criteria

- * Response to character and density context
- * Response to transport context
- * Response to open space context
- * Response to community infrastructure provision
- * Viability requirements - what can be absorbed by the market
- * Viability requirements - affordable housing and S106 requirements





A complex mosaic of existing character areas



Potential development sites

High level options

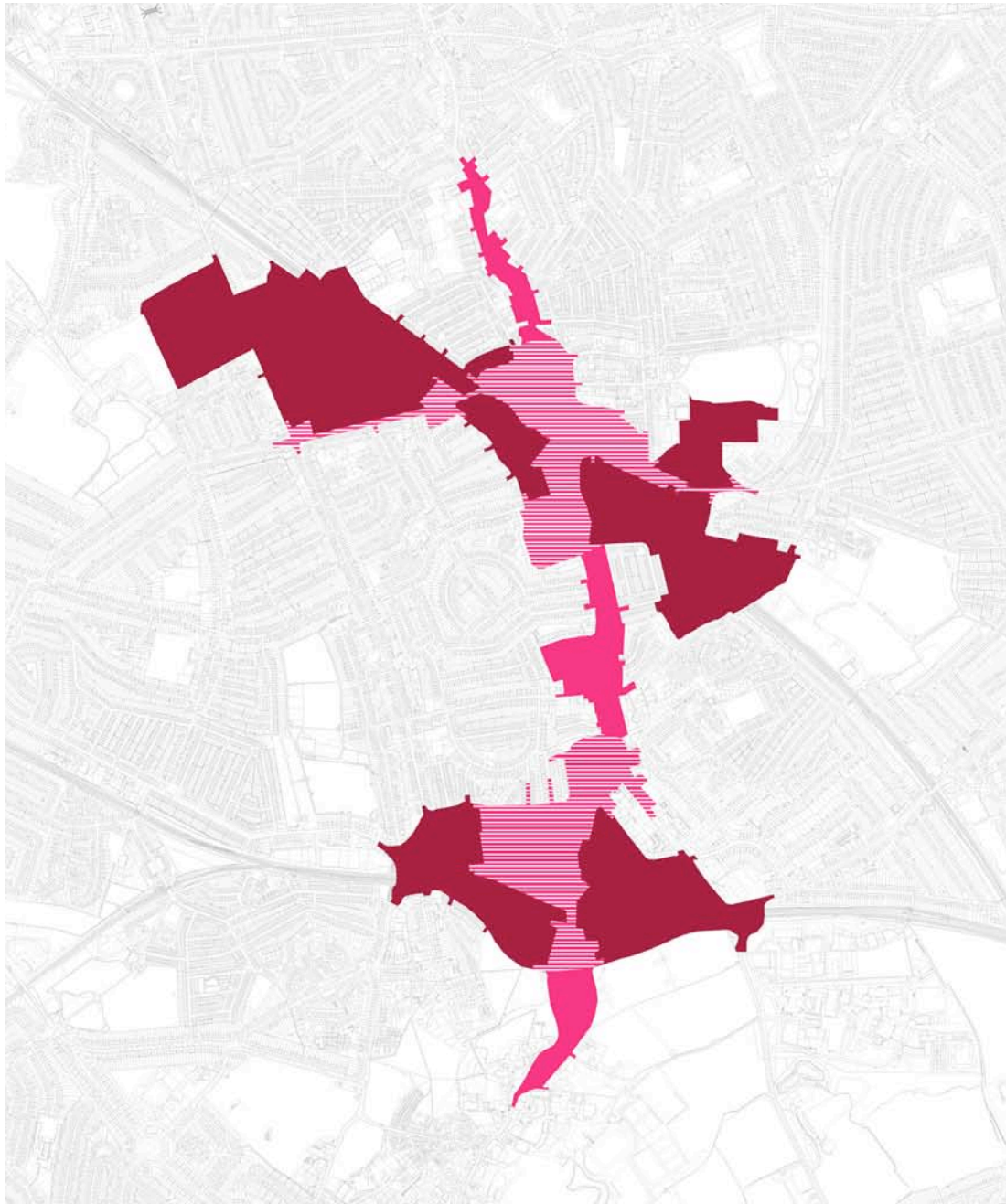
1. Two Centres
2. High Road Centres
3. One Centre
4. Harrow Plus





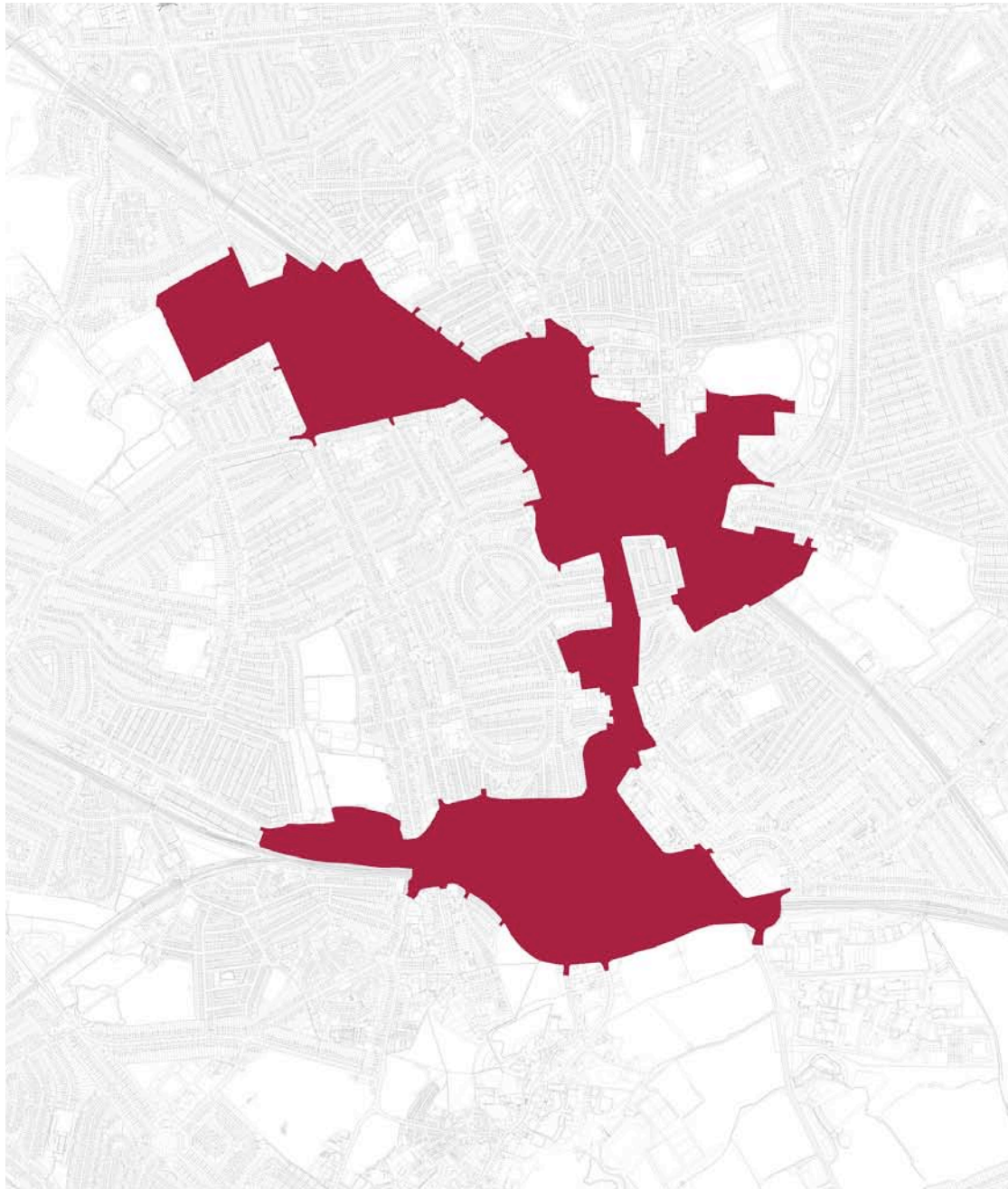
- * *Harrow and Wealdstone's currently diverse and complementary characters are enhanced*
- * *Harrow is developed as a Metropolitan Centre building on its brand as a place of learning, with large open spaces, through an intensification of retail and office uses alongside flatted development*
- * *Wealdstone builds upon its character as a local centre with small-scale retail and industry*
- * *The two centres are composed of a mosaic of characters that create rich and specific urban areas*
- * *The role of Station Road is diminished to become stronger as a 'metroland' residential territory with commercial, community, leisure uses set within the area*

1 Two Centres



- * *Station Road is enhanced as a driving force of development and public realm quality, creating a new invigorated spine linking the two centres of Harrow and Wealdstone*
- * *The High Road become the focus of retail and cultural intensification*
- * *The character of the High Road changes throughout its length to suit the varied characters of Harrow and Wealdstone*
- * *Harrow is developed as a Metropolitan Centre building on its brand as a place of learning, with large open spaces, led by office and flatted development*
- * *Wealdstone builds upon its character as a local centre with small-scale retail and industry*

2 High Road Centres



- * *Harrow and Wealdstone combine and expand to become one centre*
- * *Unlike option 2 Station Road becomes part the new larger centre*
- * *The new Harrow and Wealdstone centre respects the mosaic of characters of which its is composed*
- * *Development and land-use is applied homogenously throughout the new combined centre*

3 One Centre

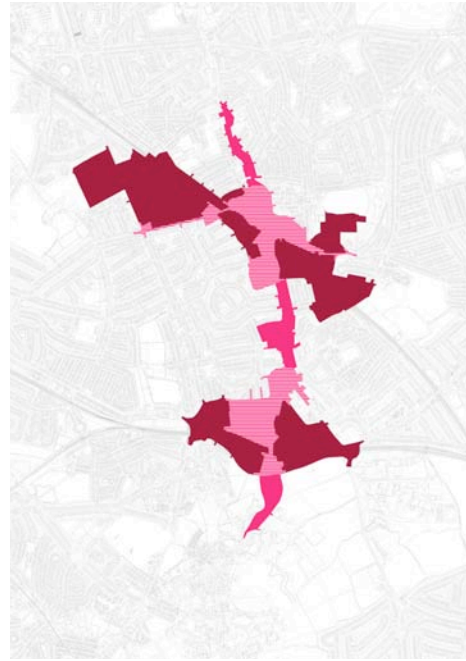


- * *The Metropolitan Centre status of Harrow is intensified becoming the major focus of commercial growth through retail, office, cultural and evening uses*
- * *Harrow town centre expands and becomes more 'city' like*
- * *It is accepted that Wealdstone cannot compete commercially with Harrow*
- * *Wealdstone centre is developed around residential and small-scale, local retail*
- * *Wealdstone's important but modest industrial uses are maintained and possibly enhanced*

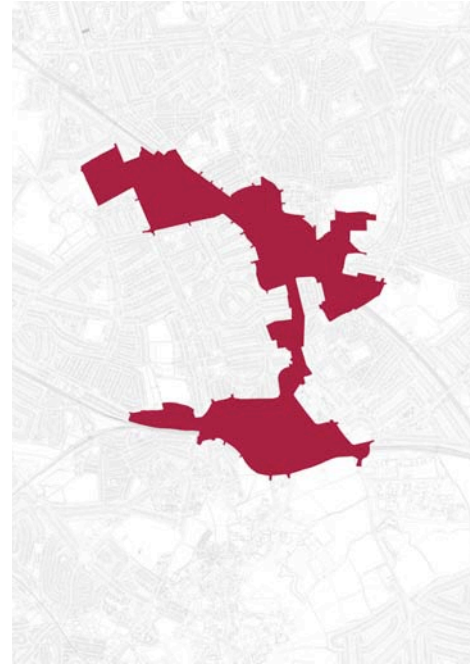
4 Harrow Plus



1. Two Centres



2. High Road Centres



3. One Centre



4. Harrow Plus