

Harrow View, The Kodak Site



T T Harrow View
T T The Kodak Site

Thinking Place work – an independent view

Perceptions about Harrow from local community and business organisations, incl.

Harrow School

Northwest Chamber

Lloyds TSB Branch Manager

Bovis Lend Lease

Harrow College

Preston Bennett

West London Business Network

Paul Adams Flaherty

Gateway Asia

Developers

University of Westminster

Harrow in Business

Strong consensus.....

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Good points

- Growing diverse, well educated and prosperous community
- SME and entrepreneur led economy
- Location, urban meets green
- PT connectivity
- Aspirational, people want to live here
- Appetite for change by LBH – as evidenced by AAP strategic objectives
- Timing – Harrow can position itself for the next cycle of growth

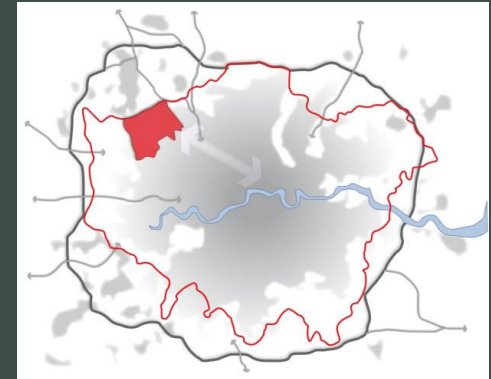


T Its not all good news though

- Compared to other boroughs, underwhelming, passed over
- Town centre needs work
- Underperforming office sector, lack of 'move on' space
- No strategy for attraction of 'big employer'
- Place is several places – unclear identity and
- Perceived as a residential dormitory - unsure of relationship with London
- Lack of confidence – hides light under a bushel

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T T Harrow View
↓ ⊕ ↓ The Kodak Site



† The Kodak site can be a catalyst for positive change in Harrow †

- **Scale and viability**, large enough to create jobs, opportunities and growth as part of a mixed use development
- **Deliverable**, land in single ownership and Phase 1 ready to go
- **Location and Accessibility**, excellent public transport links, no major infrastructure barriers to delivery



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† † Harrow View
↓ ↓ The Kodak Site

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7-9 December
2011



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Public Consultation – from November 2010 to date

33 hours
of
exhibitions

25,780
invites issued

1,560 public
consultation
participants

8 themed
workshops

Involved
70 'seldom
heard'
groups

0800 019 5878
Harrowview.info

40 pupils took
part in a youth
workshop



Key Feedback from the Latest Consultation

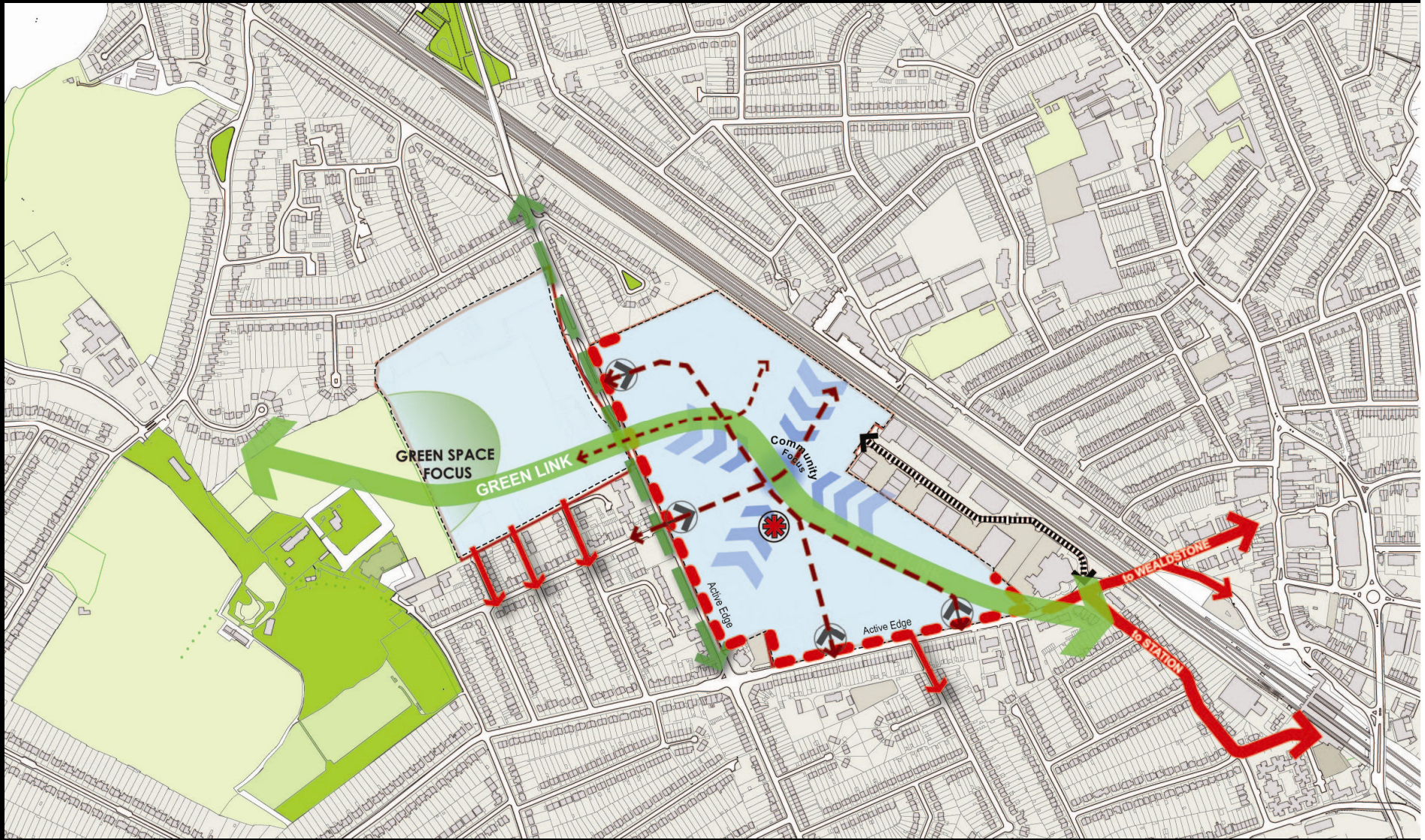
The local community support the principle of a **mixed use development** and are particularly keen to nurture smaller businesses to create **local employment**

Respondents felt that the **Kodak chimney** should be retained as a **landmark** for the site. Many ideas to continue the **Kodak legacy** were suggested

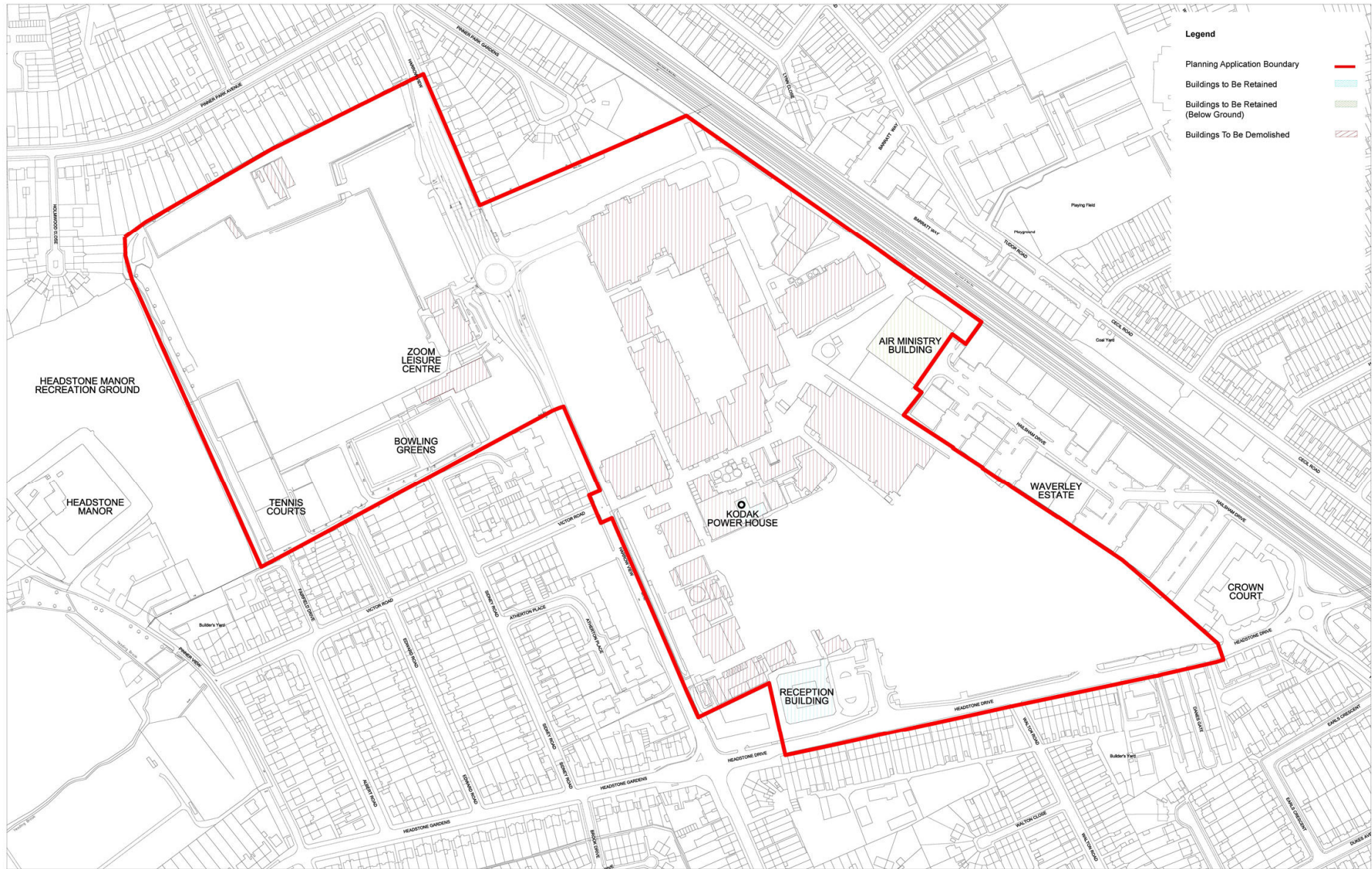
Green communal space was highlighted by the community as being important. **64%** felt that the principle of a **green link** running through the site was an appropriate response. Just **8%** disagreed



In the most recent consultation, **69%** of respondents believed that the Harrow View proposals are moving in the right direction. Only **18%** expressed negative opinions.







- Legend**
- Planning Application Boundary —
 - Buildings To Be Retained ■
 - Buildings To Be Retained (Below Ground) ■
 - Buildings To Be Demolished ▨

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APPLICATION PLAN



BDP.

1:1000 (B) A4
 10/11/2011

Project Name	Headstone View
Project Number	P2020930
Project Description	Buildings - Demolition & Retention
Project Location	10/11/2011
Project Status	HV (00) APOD
Project Date	RO01



Legend

- Planning Application Boundary —
- Green Link With 3 m Limit of Deviation Either Side —
- Primary Route With 5 m Limit of Deviation Either Side —
- Secondary Route with 3m Deviation Either Side —
- Primary Frontage —
- Active Frontage —
- Min 60 % of the frontage to be active on GF
- Development Zones —

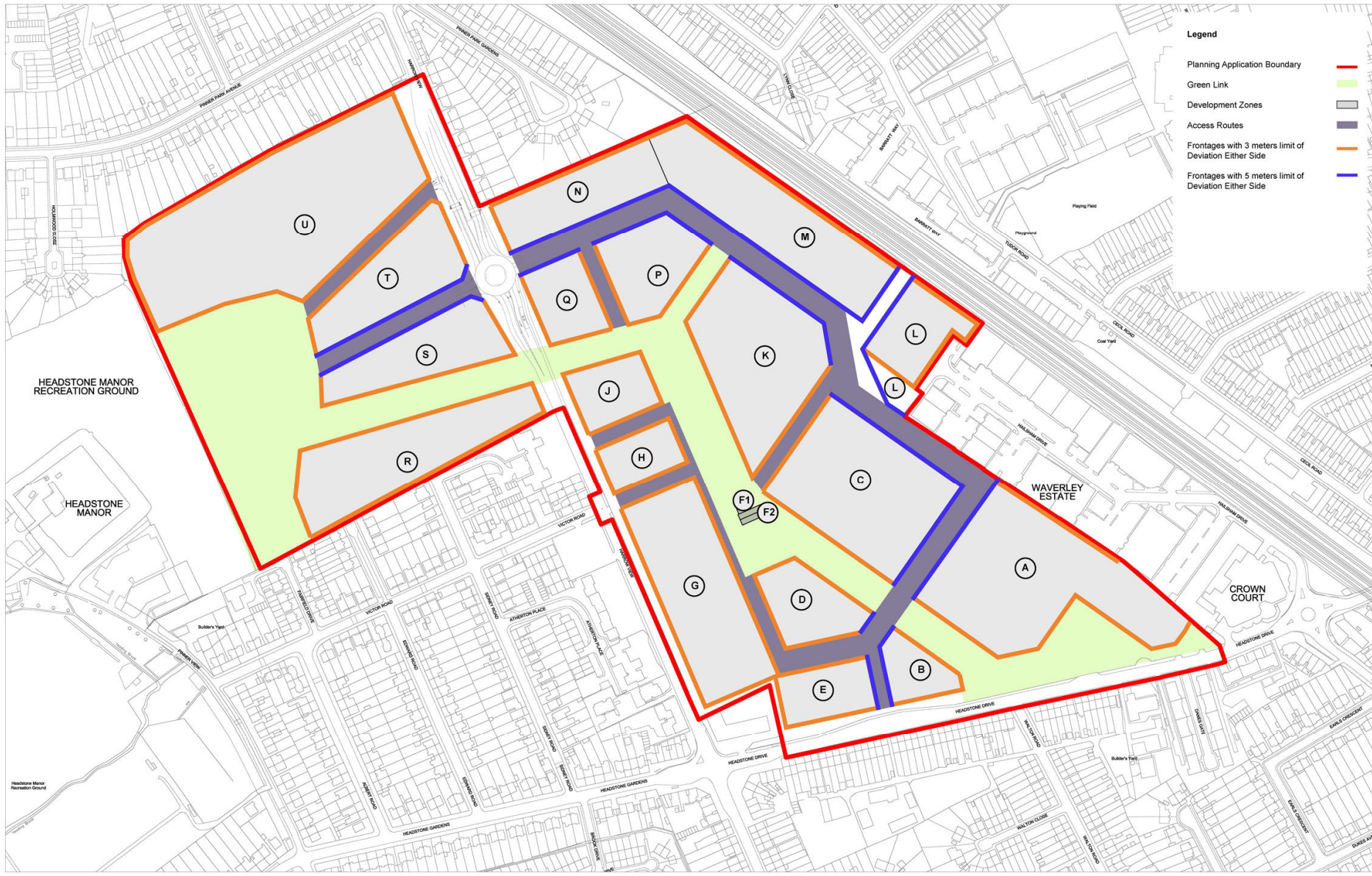
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PARAMETER PLAN



BDP.

Project Name	Harrow View
Project Reference	PA2000330
Project Location	Principal Public Realm Areas
Scale	1:1000 (B2)
Date	16.11.2011
Version	HV (00) AP101



- Legend**
- Planning Application Boundary —
 - Green Link —
 - Development Zones
 - Access Routes
 - Frontages with 3 meters limit of Deviation Either Side —
 - Frontages with 5 meters limit of Deviation Either Side —

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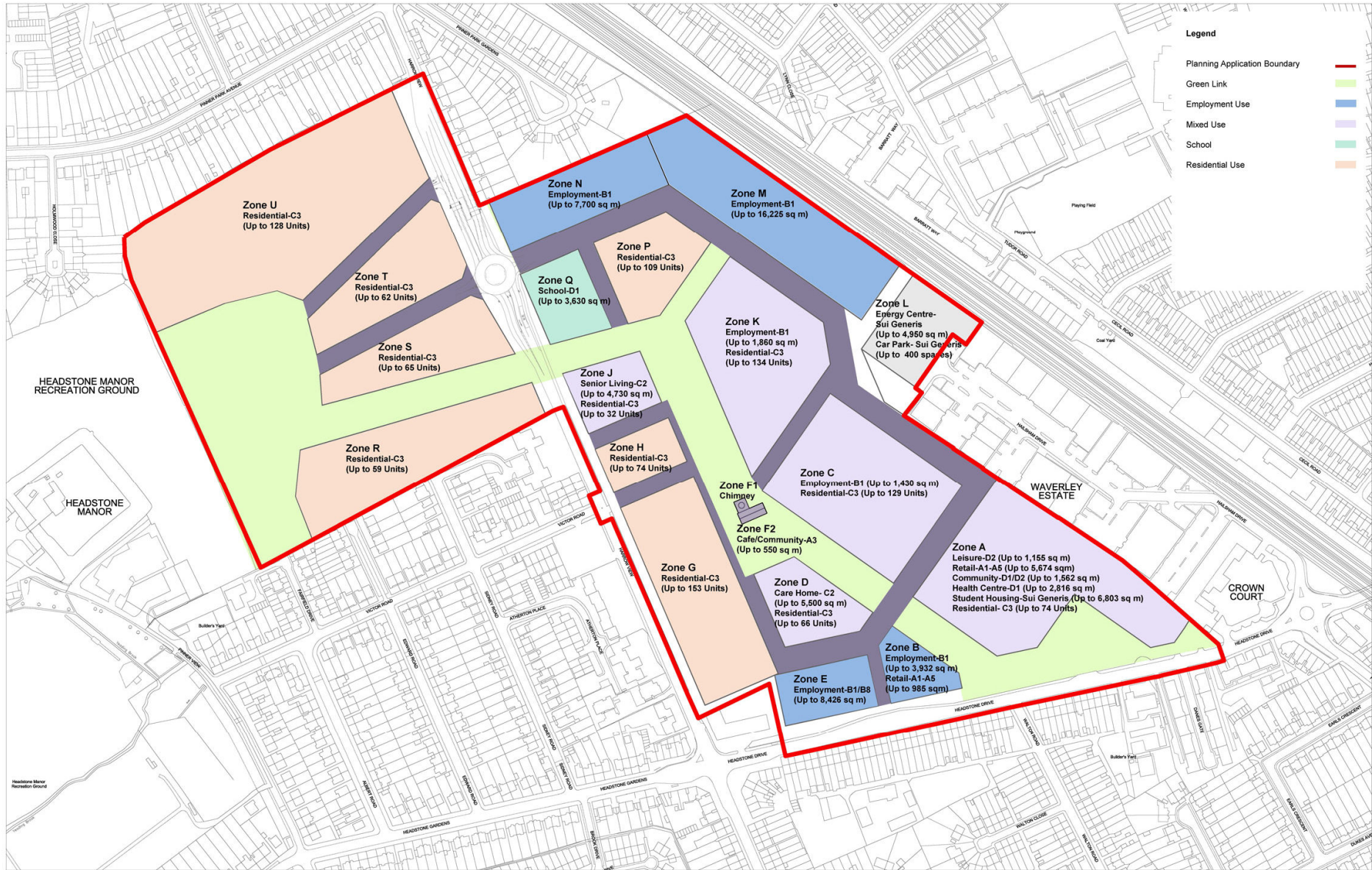
PARAMETER PLAN

BDP.

100% Scale Issues 30 JUN 15/02/15
FIRST ISSUE



Harrow View	
PROJECT	F0020930
Development Zones	1:1000 @ A4
DATE	16.11.2011
HV (00) AP102	



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PARAMETER PLAN

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BDP.

Client:	Waverley Estate
Project:	P2002930
Document:	Masterplan - Zoning and Land uses (1:1000 @ A4)
Date:	18.11.2019
File:	HV (00) AP-103

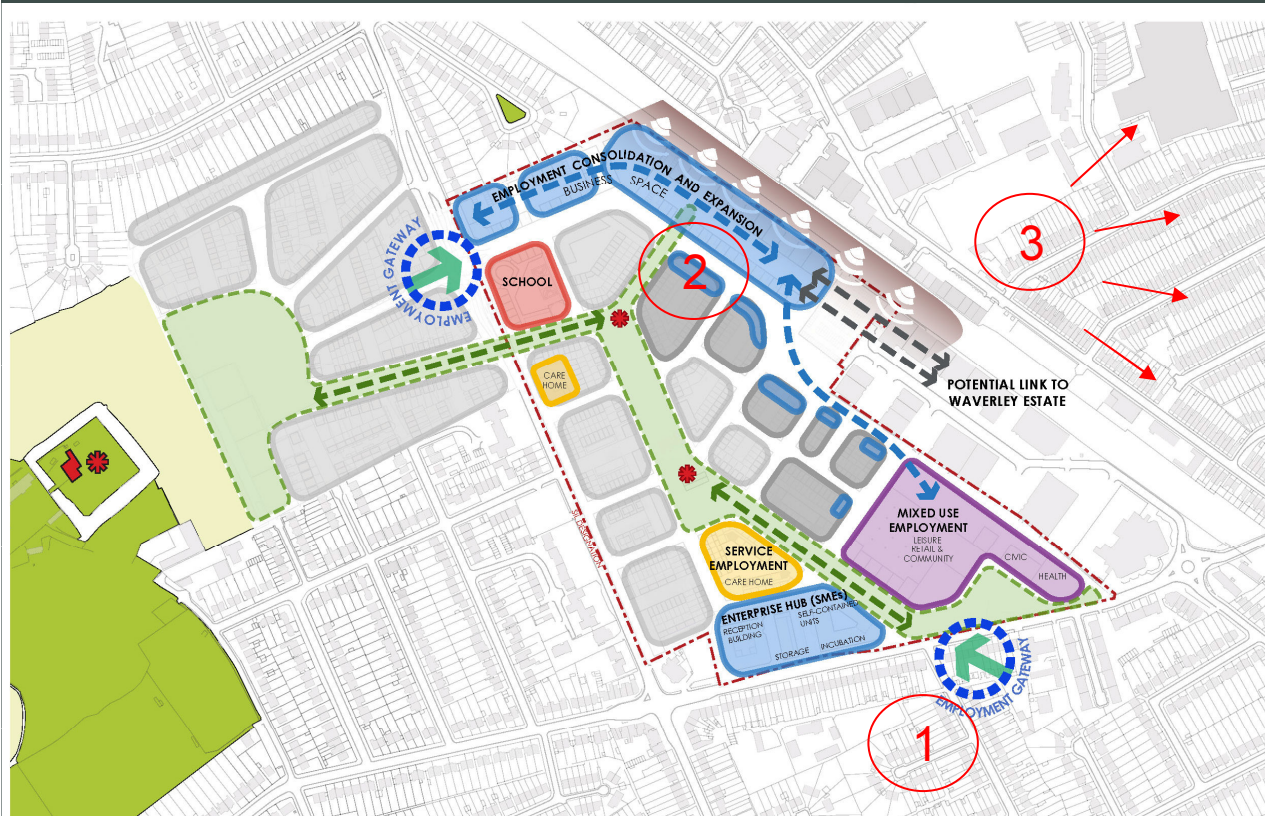
Development floorspace applied for (up to):

- Employment space (B1/B8) = 35,975 sq m
- Residential (C3) = 985 units
- Supermarket 4000 sq.m
- Other retail / food and drink (A1-A5) = 2,000 sq m
- Uses within D1/D2 = 8,830 sq m
- Nursing/elderly care (C2) = 9,300 sq m
- Student Housing (Sui Generis) = 220 units
- Energy Centre = 4,500 sq m
- Publicly accessible open space = 6 Ha

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A new and sustainable focus for SMEs – in 3 stages



1. Mixed use start up and enterprise hub - **new focus, new place**
2. Flexible response - **consolidation and expansion**
3. Catalytic effect – **ripple effect beyond the site**

BDP.

↑ **How is this achieved?** ↑

Financial cross subsidy from residential development to enable business space to be created

Maximising the attraction of Harrow View to new SMEs through embedment of business uses within the mixed use scheme

Development and implementation of an inward investment and marketing campaign involving LBH and business representatives raising Harrows profile as a place to locate

Outcomes – 1,500 net additional jobs on site, and potentially many more beyond the site

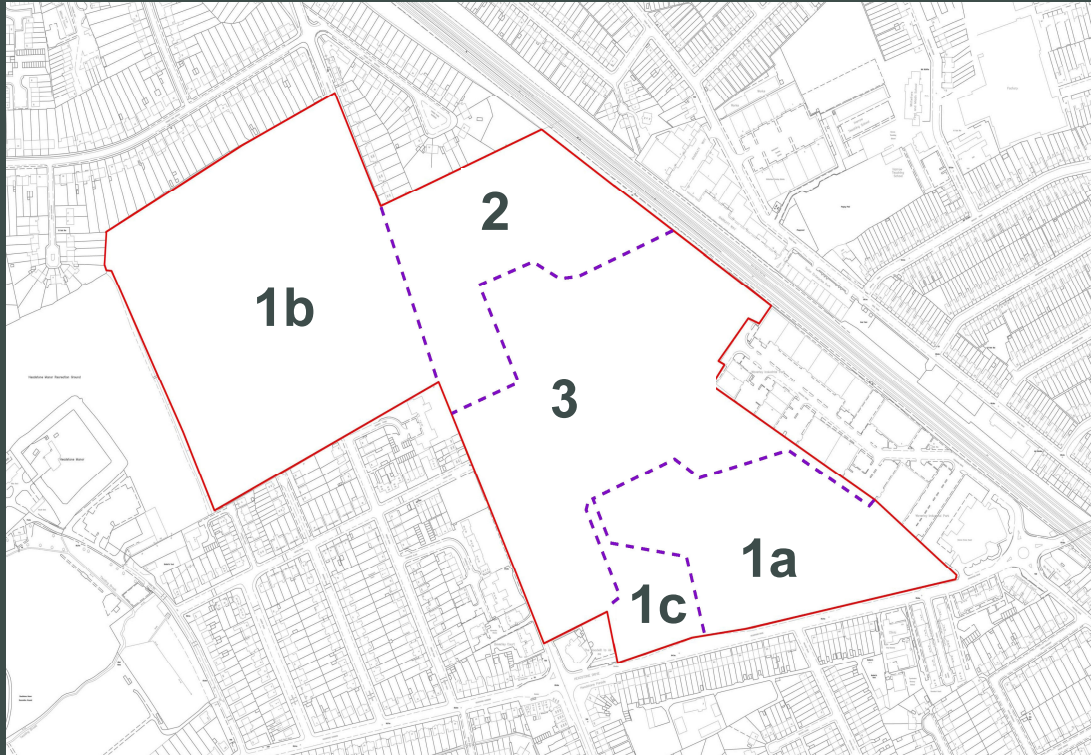
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↑ What are the other benefits? ↑

- Provision of a site and financial contribution towards, a new 3 FE Primary School
- Community centre = 1,562 sq m,
- Health centre = 2,816 sq m
- Affordable Housing
- Elderly – Care Home and Senior Living
- Commercial Leisure = 1,155 sq m
- Retained and refurbished Kodak powerhouse for community use
- New play space and public realm = in excess of 6 Ha
- Investment on sports facilities Bannister SC and Headstone MRC
- ↓ Investment in public realm enhancements - link to Wealdstone ↓

Site Development – sequence and timing



Phase	Start
1	March 2013
2	Demolition by Kodak, on commencement of Phase 1
3	Earliest (subject to Kodak operational needs), on completion of Phase 2 demolition



Land Securities are seeking to achieve

- A new 21st century suburbia, (a redefined Metroland)
 - with its own economic vitality, responding to a 21st century business landscape in a changing world economy
 - an enhanced quality of life within abundant 'mobilised' and connected green spaces
- To act as a catalyst within the AAP to build upon Harrow unique strengths and re-invigorate Harrow's profile, identity and relationship with Central London



Outstanding issues with Harrow

Out of centre supermarket/foodstore

Consolidation of SIL within AAP and delivery of employment space

Connection of employment floorspace to Wealdstone

Transport assessment (with TfL)

Affordable housing delivery and numbers

Phasing

School delivery

User for community facilities

Building heights on periphery

Connection/access to Wealdstone

Infrastructure delivery programme

Next steps

Application expected to be submitted 9th December

Extended consultation to end of January

Special Planning Committee March 2012