



Church Street Masterplan

DRAFT December 2017





Looking north up
Salisbury Street
from Church Street

Contents

Foreword	4	Placemaking	33
Introduction	7	Health and well-being	34
Executive summary	8	Homes	36
The story so far	10	Market and enterprise	38
Progress to date	13	Making connections	40
Existing context	15	The masterplan	43
Context	16	The masterplan sites	44
History and heritage	18	Land use and massing	60
Community	19	Church Street market	66
Building heights, density and form	20	Landscape and public realm	71
Open space, landscape, public realm	23	Movement and circulation	83
Transport links	24	Other opportunity sites	91
The vision	27	Other opportunities	92
The vision	28	The delivery approach	95
		Delivering the masterplan	96

Foreword

Housing plays a key role in the lives of everyone here in Westminster and providing more homes of all types is at the heart of our ambition to create a City for All.

Evidence from across London, and beyond, shows that good quality housing plays an essential part in helping people to have successful lives. It's not just about bricks and mortar, it's about improving people's life chances through better health, educational attainment and employment prospects. It's also about helping people to build on the sense of pride in their local neighbourhood, characterised by a strong sense of community whilst always respecting the heritage and history of the place. Quite simply, we believe that providing good homes can act as the bedrock of a successful community where people and businesses can flourish and realise their aspirations in life whether they are existing or future residents or businesses.

That's our ambition for the borough and for Church Street and we want to continue to work with local people and businesses to deliver those improvements in which everyone will take pride. We want the local community to feel they have had the opportunity to shape and deliver those plans.

In the wake of the dreadful fire at Grenfell Tower and before launching this masterplan consultation, we took the opportunity to take stock of the proposals in this plan and assess these against latest fire safety guidance. I want to reassure you that we take your safety very seriously and any new homes will comply with latest advice.

I'd like to acknowledge the hard work of so many members of the local community over many years, particularly the Church Street Futures Group, as we have worked together to develop plans and proposals over time. We are now building on that very important and valuable work with our joint desire to see change and make things happen by launching this masterplan consultation.

This masterplan sets out a framework for development and regeneration for Church Street. We know that a plan is only part of the picture and we are renewing our focus on following through with delivery of a regeneration programme to achieve these ambitions both directly and working with delivery and community partners.

You have my guarantee, on behalf of the council, that residents and businesses in Church Street will continue to shape and influence this diverse neighbourhood for the benefit of everyone who works and lives in this great part of Westminster.



Cllr Rachael Robathan

*Cabinet Member
Housing,
Westminster City Council*





Introduction



Executive summary

The masterplan recognises the real character of the Church Street area and the importance of the local community in delivering transformational change. Four interconnected drivers have been identified and they are explained in more detail in this document. Each will deliver in summary:

Health and well-being

- Up to 40% increase in publicly accessible open space
- A health and well-being hub
- A new community hub

Homes

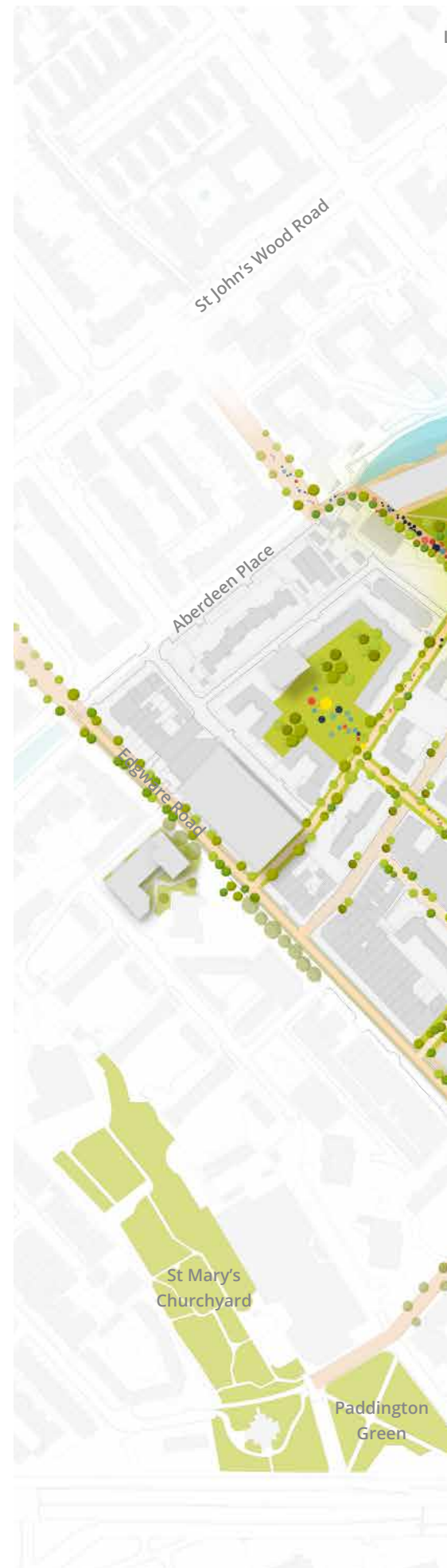
- Around 1,750 new homes including:
 - reprovided homes for existing tenants at social rent
 - new homes with 35% of these being affordable
- 1,010 homes are already being built in the area (300 in Church Street and 710 just outside the masterplan boundary)

Market and enterprise

- Improved street market with around 220 stalls, 150 van parking spaces, 3,600m² storage and facilities
- Affordable and flexible workspace and business support facilities
- A new cultural quarter centred around the antiques market and Cockpit Theatre
- Around 3,500 construction-related jobs
- Around 525 retail jobs
- 7,000 m² retail space provision

Making connections

- A 20mph traffic calmed zone to improve the public realm opportunities
- A new pedestrian priority street designed for Church Street market, pedestrians and cyclists which links Lisson Grove to Edgware Road





Lord's Cricket Ground

Regent's Park

Park Road

Regent's Canal

Frampton Street

Rossmore Road

Church Street

Lisson Grove

Marylebone

Edgware Road

Edgware Road (Bakerloo)

Edgware Road (Circle, District, H&C)

Marylebone Road

Marylebone Flyover

Church Street area once the masterplan is delivered

The story so far

Westminster City Council's central aspiration for the Church Street area is to facilitate estate renewal and economic growth, while making a fundamental and lasting difference to the lives of its residents, both current and future.

The council commissioned Peter Brett Associates and LDA Design to prepare the Church Street masterplan.

This masterplan provides the strategic framework that will guide the economic growth and physical development of Church Street for at least the next 15-20 years.

It has been prepared in parallel with the City Plan review to ensure that there is an up to date planning policy context for the delivery of our aspirations embodied in the masterplan. It is the intention that the masterplan will be agreed by the council to help inform the drawing up and determination of planning applications in the Church Street area.

The masterplan is intended to:

- build on the regeneration initiatives to date in Church Street
- work with the social and economic communities of Church Street to deliver change
- focus on building on the unique qualities of the area to create a great place where people want to live, communities thrive and businesses prosper

The masterplan takes full account of and builds on The Futures Plan, which was prepared with considerable community involvement and was published in 2012. It also takes account of Westminster City Council's City for All programme. More information on City for All can be found at: westminster.gov.uk/city-for-all

Church Street is a vibrant and complex area but, despite proximity to the West End, it has issues of social and economic exclusion. This results in poorer health outcomes and lower than average rates of economic activity than neighbouring areas. A critical objective of the masterplan is to facilitate improved health and well-being outcomes across the area. Crucial to this is to:

- improve existing homes and build new homes
- create local economic activity and help local residents into employment
- ensure the proposition is deliverable and achievable.

The aim has been to create a masterplan that is robust enough to ensure that it will be viable and deliverable, whatever changes are ahead.





Edgware Road District
and Circle Line Station

The Futures Plan



776 new homes

- 306 re-provision
- 470 additional new homes

Edgware Road Housing Zone



1,113 new homes

Housing Zone area designated by the Greater London Authority

Schemes being progressed



300 new homes in Church Street area

1,010 total new homes (710 homes are being delivered just outside the masterplan area)

Progress to date

A number of key plans and reports have been prepared in recent years, all of which have guided and informed the Church Street masterplan.

The Futures Plan

The Futures Plan is a renewal plan for the Paddington Green, Church Street and Lisson Grove area for the period through to 2026/2030. The plan, which was prepared during 2011 and published in 2012, is not a formal planning document.

The main features of the Futures Plan are:

- Better homes
- Better parks and open spaces
- Cultural, economic and enterprise opportunities
- Improved retail
- Better connections
- Community facilities

These themes remain central to the Church Street masterplan, as set out on the following pages.

Edgware Road Housing Zone

In June 2014, the Greater London Authority announced the Edgware Road Housing Zone, which covers the Church Street area and a small section of Little Venice ward. This Housing Zone is a vehicle for delivering regeneration and housing. It provides initial grant funding to help facilitate the delivery of 1,113 new homes in the area, which includes the West End Gate and Parsons North sites, outlined below. Together with other improvements, this represents a possible inward investment of £1.1bn.

Infrastructure and Public Realm Plan

This plan was produced in 2013 to influence infrastructure and public realm works within the Church Street and Paddington Green Area.

The Green Spine is a key project from the plan and will improve streets and green spaces. Lisson Street will be pedestrianised, whilst Lisson Gardens and Broadley Gardens will be enhanced with play and community facilities. Following public consultation, the Green Spine project is currently undergoing design development, with an estimated start on site in 2018

Schemes being progressed

A number of development schemes and other initiatives identified in the Futures Plan are already being delivered or will shortly begin to be delivered:

- **Lisson Arches** - The development at Lisson Arches will include replacement homes for residents of the sheltered housing scheme at Penn House and enterprise space for local businesses. The site will deliver a total of 59 new homes, including 44 affordable homes.
- **Ashbridge/Cosway** – These two sites will deliver 78 homes of which 28 will be affordable. Subject to planning approval, construction could start in 2018. site provision, mid 2020
- **Luton Street** - The site will deliver around 170 new homes including 62 affordable units, as well as a sports hall and community space.
- **Parsons North** – This site will deliver 60 homes, including 19 affordable and enhanced communal open space, alongside refurbishment of some areas of Parsons House itself.

The new homes that are being delivered in each of these proposals play a key role in enabling the developments identified in the Church Street masterplan by providing rehousing options for residents within identified masterplan sites.

Other significant private sector led schemes, which will provide rehousing opportunities for the Church Street regeneration programme, are:

- **West End Gate** - delivering around 650 new homes in the first phase of development, including 132 affordable units.
- **Lyons Place (Almacantar)** - delivering 76 new homes including 47 affordable.

Existing context



Context

The Church Street masterplan has been informed by a comprehensive analysis of the area both utilising existing studies and by undertaking a full review as part of the masterplanning process.

An understanding of the local context

The masterplan area follows the Church Street ward boundary but takes account of development and other opportunities in the vicinity that have an impact on the proposals. The site benefits from a highly desirable location, close to London's West End. The site's central location allows for easy access to major public transport hubs, Royal Parks and gardens and city centre amenities.

The neighbourhood is served by three important transport hubs, Marylebone, Edgware Road and Paddington stations. Several roads also link it to central London, notably Edgware Road and Lisson Grove. The site is located close to Regent's Park and Regent's Canal.

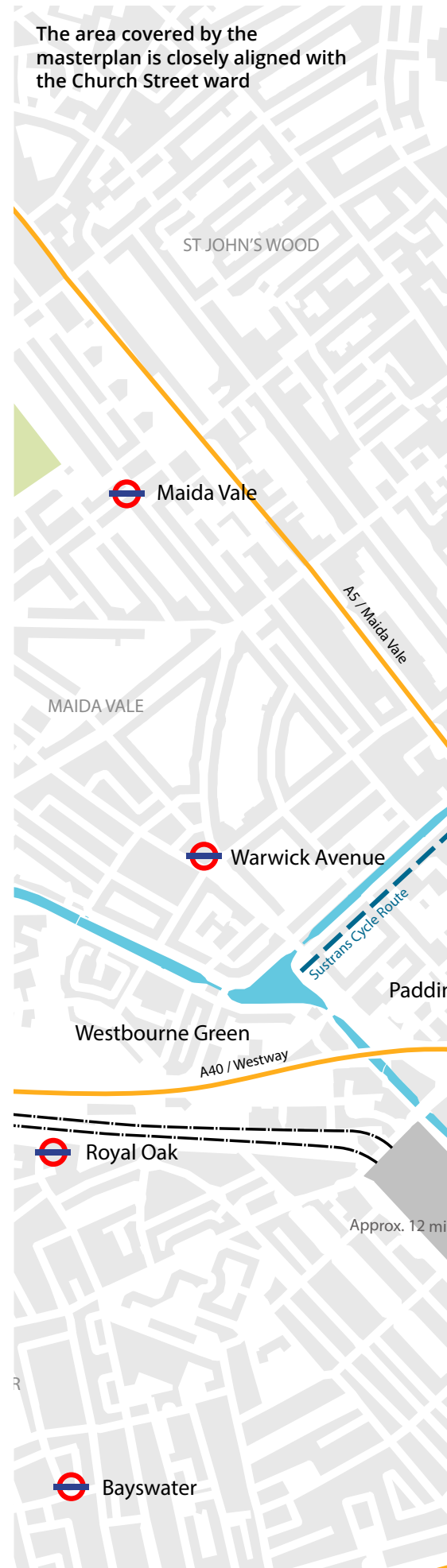
Church Street area is bound by large infrastructure which creates clearly defined edges but also act as barriers to accessibility and movement from the neighbourhood.

Regent's Canal bounds the site to the north, providing visual amenity but reducing physical access to areas to the north such as St. John's Wood. Access to the Canal from Church Street is limited due to built development and land ownership, meaning access is only achievable by crossing the road bridges of Edgware Road and Lisson Grove.

The western edge of the area is bound by the bustling Edgware Road, a busy A-road and key arterial route into central London. Edgware Road provides a primary area for retail and commercial use, accommodating a mixed array of shops, garages and a high proportion of restaurants and cafés, noted for their Middle Eastern cuisine.

Bounding the area to the east is the National Railway line serving Marylebone Station, and Lisson Grove, a busy B-road with mostly residential properties, with pubs and retail emerging to the south of the road. In particular, the rail line greatly reduces the accessibility of Church Street and creates a barrier to areas to the east, such as Regent's Park. Accessibility is further reduced by the nature of the built environment, which backs onto the rail line, and a lack of bridge crossings, meaning Rossmore Road provides the only clear route to access areas to the east.

The area covered by the masterplan is closely aligned with the Church Street ward





History and heritage

Site history

Church Street dates back to the 18th century, when it first began to develop as the small village of Lisson Green, situated to the east of Edgware Road. Construction of Regent's Canal began in 1812 and its completion sparked a dramatic change in character for the area. The once rural village was quickly replaced by high density residential accommodation, often of very poor quality. The neighbourhood became highly ordered with a tight pattern of streets. Church Street provided a strategic east-west connection through the area and began to accommodate the failing 'Portman Market' from the beginning of the 20th century.

Major infrastructure development had a significant impact on the area in the 19th and 20th centuries. Marylebone Station was constructed towards the end of the 19th century, severing connections to the east. Problems with access and movement increased further through the delivery of the flyover, Westway, in the 1960s. The current style of buildings in the area can mainly be attributed to the redevelopment following World War Two bomb damage. The pattern of streets once associated with the area was replaced by many of the housing estates found today.

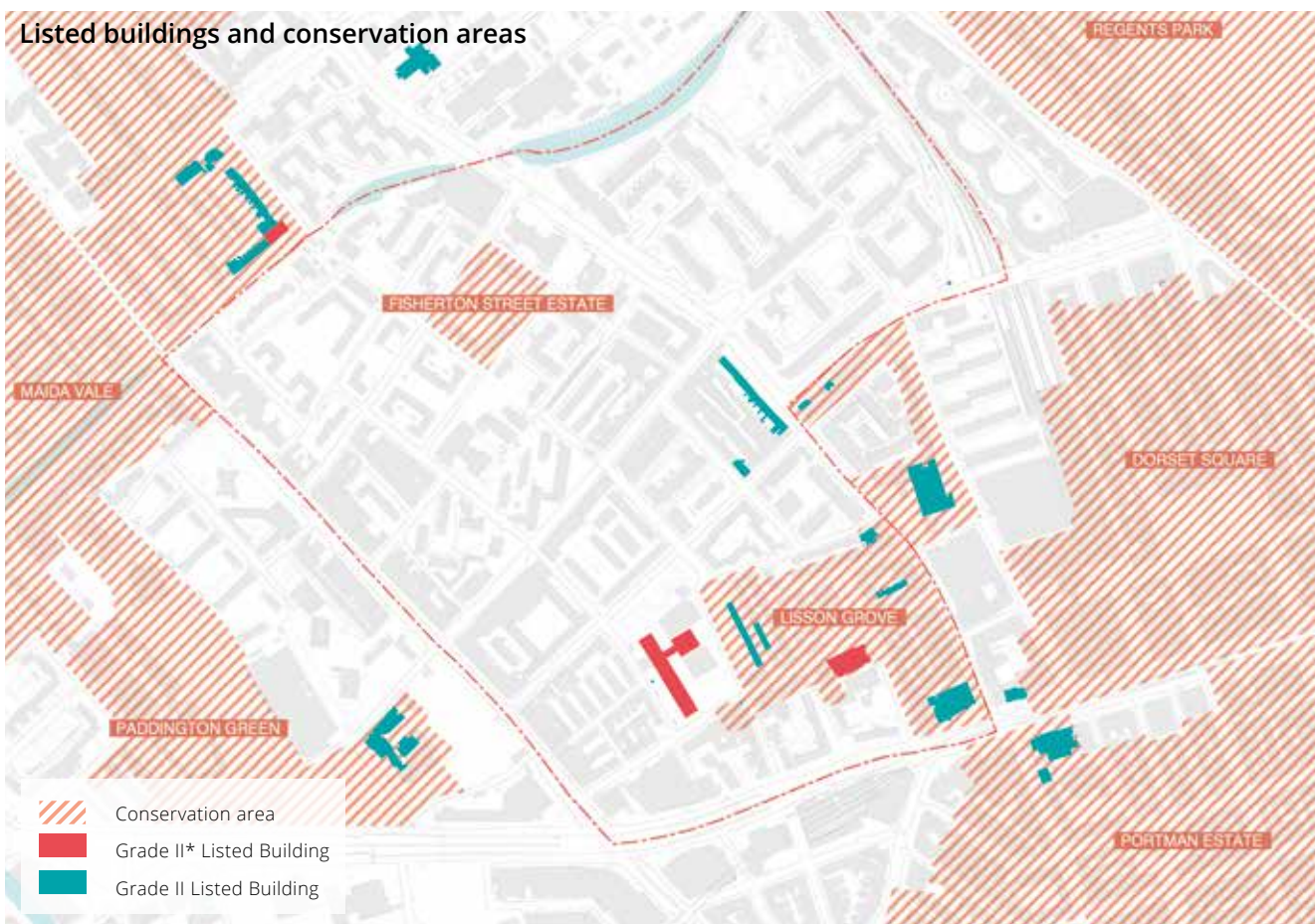
Heritage

Two conservation areas exist within the Church Street area, the Fisherton Street Estate and Lisson Grove. Fisherton Street Estate conservation area covers a post World War One residential estate, delivered through the 'Homes for Heroes' initiative in 1924, comprising 7 main buildings of uniform character and high architectural quality.

The Lisson Grove conservation area is slightly larger and is located around Bell Street and Lisson Grove. The character is predominantly Georgian, Victorian and Edwardian residential terraces, however a number of institutional buildings break up the formal character of the blocks and add visual interest. The conservation area includes one Grade II* listed building along with a number of Grade II listed properties.

An additional Grade II* building (King Solomon Academy) and a number of further Grade II listed buildings can be found on Lisson Grove and Ashbridge Street.

Although the majority of the area is not covered by a conservation area, a number of significant ones lie adjacent to its boundary.



Community

Church Street is a vibrant and diverse area with a powerful sense of community. However there remains a number of residents who are elderly and vulnerable who require better services and improved accessibility. A significant challenge will be to tackle health inequality, improve adult skills and child poverty.

Church Street scores within the lowest fifth of the Greater London Authority's well-being index, which considers measures including health, economic security, safety, families, accessibility and community. Church Street ranks as 537 out of 635 London areas. The health of residents generally falls below the average within Westminster, with 11% of the area feeling they are in ill health and 23% having a long-term life limiting illness (2011 Ward Census).

Deprivation is another issue within Church Street, with the area recording the highest levels of deprivation in Westminster. 82% of households are classified in at least one dimension of deprivation compared to a Westminster average of 61% (2011 Ward Census).

The population is young, with a much higher proportion of under-16s than the Westminster average (22% compared with 15%). The area has a lower proportion of working age adults and a number of elderly and vulnerable people.

The Church Street area is highly diverse in its needs, and although this must be seen as a strength, it also causes a number of tensions that need to be overcome. The masterplan has explored numerous options for the provision and co-location of community facilities at the heart of the area. It aims to improve services and bring residents together to improve both a sense of community and health and well-being.

Bringing about change and improvements to the social fabric within the area cannot be tackled in isolation. It must be considered as part of a cohesive masterplan which strives for better community facilities, employment and enterprise opportunities and environmental improvements.



Building heights, density and form

Church Street broadly comprises development of between three and five storeys with a number of taller towers.

Building heights

Within the area boundary, building heights are predominantly 3 to 5 storeys with the exception of a 16 storey tower building facing Church Street and the Lisson Green Estate towards the northeast side of the area marked mainly by 7 storey linear blocks.

The southern portion of Church Street is marked by the presence of housing estates with building heights of 4 to 5 storeys. As it currently stands, this area fails to provide the adequate scale and typology to respond to the needs of the area.

The northwest area of Church Street is characterised by mid-scale housing estates and buildings with an average of 4 to 5 storeys, typically surrounded by green and/ or open spaces. While the southeast area is marked by a larger ground floor coverage ratio with a mix of smaller and mid-scale buildings ranging between 2 to 4 storeys reaching 6 to 8 storeys as it meets Marylebone Street.

Out of the Church Street area there is a clear concentration of height along the southern end of Edgware Road with a few tower buildings up to 27 storeys in height.

Built form and density

There are primarily two main building characteristics, which dominate the area and have led to a fragmented town scape:

- **Late Victorian and/ or Georgian, which are small scale, low-medium rise, street orientated and clearly defined urban blocks in a tight street pattern.**
- **Post War, which are medium rise, estate based, flatted blocks, with poorly defined public/ private realm, and have a wide range of designs and vary in quality.**

The area is currently made up of a patchwork of densities across the site. The higher densities generally are of the late Victorian and/ or Georgian buildings, which is recognisable by its architectural articulation, tight street pattern and is low to medium rise.

The post war residential buildings, which vary in architectural expression, are medium rise and compact but inefficiently designed.

Based on the above, we have identified opportunities for increasing density along the main transport arteries of Edgware Road and Lisson Grove.

Existing building heights plan



Land use

The Church Street area is diverse in its mix of land uses, with a good range of services and amenities catering for the neighbourhood.

Although there is a predominance of ground floor residential uses, the mixed use spines of Edgware Road and Church Street are clearly identifiable. These streets, characterised predominantly by retail, restaurants and cafés, serve as the district centre for shopping. Church Street also provides an additional occasional land use function, accommodating the Church Street market.

Commercial/office space is relatively limited in this area although a small concentration of office buildings can be found on or in close proximity to Marylebone Road. These are located adjacent to the main transport hubs, Edgware Road Station and Marylebone Station.

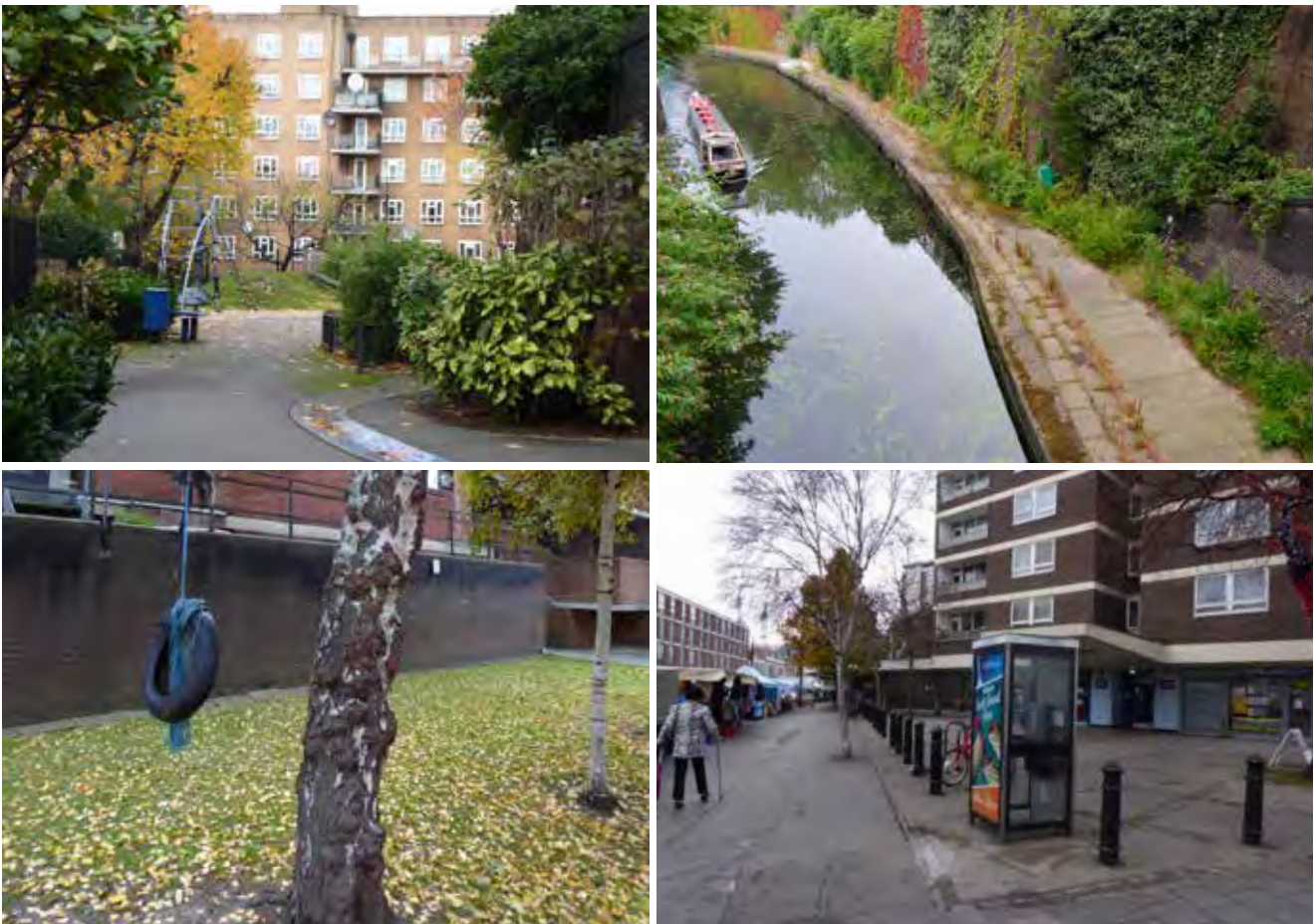
The area currently accommodates three primary schools (Gateway Academy, Christ Church Bentinck Church of England Primary School and King Solomon Academy) and a secondary school (King Solomon Academy) along with a number of community and youth facilities. Medical services appear to be lacking within the Church Street masterplan area itself, with the only significant facility being Lisson Grove Health Centre. However, a number of additional facilities lie just outside the masterplan area.

To the north and west of the area, within Maida Vale and St John's Wood, the use is almost exclusively residential. Immediately to the south and east of the area, blocks are highly mixed use, highlighting Westminster's central London location and its close proximity to some of the city's major public transport stations.

Existing open space



Existing public realm in Church Street



Open space, landscape, public realm

Church Street's open spaces are generally poor in terms of quality and connectivity, whilst a large proportion of the area has little access to open space.

Open spaces within Church Street

There is an opportunity to improve public green spaces in terms of quality, types and use. A large swathe of the area is also classed as being deficient in access to open space, as noted in Westminster City Council's 2007 Open Space Strategy.

Mature street trees are a key characteristic of some parts of the area, notably along the more historic streets, such as on Frampton Street, Broadley Street and Fisherton Street. However, areas with a predominance of post-war buildings and layouts, such as those along Church Street and within Lisson Green, suffer from a lack of good quality street trees and have a low level of canopy cover. Streets of this nature generally have a mainly low-quality hard urban character, further reduced by a lack of sufficient public realm, poor materials, a lack of seating opportunities and insufficient lighting.

Broadley Street Gardens provides the primary green asset and serves as a meeting and play space, but is known to have issues after dark with a high congregation of rough sleepers dominating the area. The nearby Lisson Gardens is a local Site of Importance for Nature Conservation and provides a valuable green space. However it lacks function, is poorly overlooked and similarly to Broadley Street Gardens has issues after dark with rough sleepers and anti-social behaviour.

Orange Park is a popular play area that is well-used. However its location, squeezed between two private housing blocks, reduces its accessibility and potential to positively contribute to the wider public realm.

Lisson Green Estate, within the northern part of the masterplan area, provides the primary open sports provision. A small sports pitch, a mixed-use games area and two play areas for varying ages are provided, creating much-needed opportunity for outdoor sport and exercise.

However, in the latest (2007) open space audit by Westminster City Council, these facilities were not classed as 'public'. Its location, within the Lisson Green Estate and bound by Regent's Canal, means that the area can feel isolated and inaccessible to residents who do not live within the estate, reducing the benefit of this notable asset.

Whilst provision of public open space is extremely important, semi-private estate spaces can also provide an important contribution for wildlife and biodiversity, such as Lavendon Wildlife Garden. They can also enrich the general streetscape when visible from public streets, such as the green space at Orchardson House. These spaces vary in quality but are generally more successful when there are clear distinctions between what is public and what is semi-private for residents only. Within Church Street, some of these distinctions are blurred, with it being unclear whether public access is permitted or not, potentially leading to conflict between residents and members of the public.

Existing open spaces around Church Street

St.Mary's public park and Paddington Green are situated just outside of the area to the west and provide nearby green spaces of good quality, with well-preserved heritage assets and mature tree cover. Both are within the Paddington Green Conservation Area. Whilst within easy walking distance from Church Street, these green spaces are somewhat segregated by the busy Edgware Road.

Regent's Canal, to the north-west, provides a linear green route with opportunity for walking, cycling and interaction with nature, providing vital green infrastructure. Currently the Canal is mostly inaccessible directly from the Church Street area due to built development and level changes associated with the Canal. Regent's Park and Hyde Park are two major London parks within a 15-20 minute walk to Church Street, however there is not a clear or direct route to the parks and there is a lack of way-finding and signage.

Transport links

Major road routes create a divide between parts of the Church Street area and its surroundings, reducing connectivity throughout and severing connections to neighbouring areas.

Existing condition

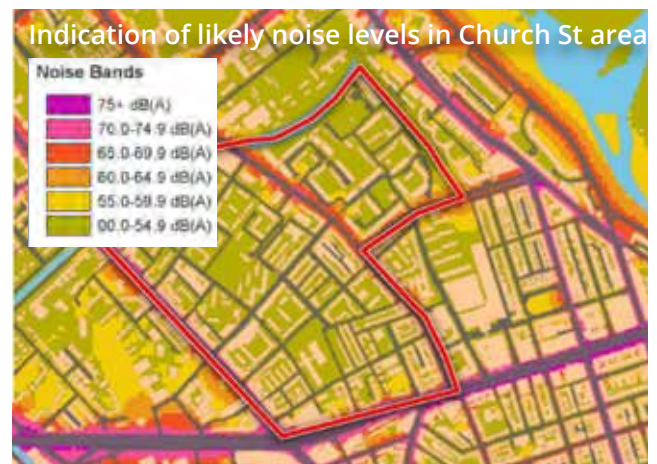
Church Street suffers fundamentally from severance. Busy arterial roads such as Edgware Road and Marylebone Road/Westway create physical and psychological barriers, which restrict movement and create a sense of disconnect from surrounding areas. Whilst geographically close to Marylebone, Paddington, Little Venice, St. John's Wood and Regent's Park, the existing infrastructure creates a sense of isolation within parts of Church Street, particularly those areas away from primary transport links or retail areas. Regent's Canal, with limited physical access further separates the neighbourhood.

Streets and public realm are largely dominated by vehicles, with busy roads and on-street parking throughout. There are currently limited designated cycle routes and pedestrians are generally restricted to narrow footpaths which offer limited opportunity for seating or gathering spaces.

Within the Church Street neighbourhood, clarity of the street pattern is a challenge in many areas; notably those planned post-War. The post-War estates suffer from a lack of a cohesively planned movement framework, resulting in estates that are not well-connected with surrounding streets and offer a poor street experience. A lack of distinction between private and publicly accessible areas within some estates can further reduce the quality of the pedestrian experience. However, the Church Street masterplan provides the opportunity to improve connections with neighbouring areas to overcome severance and the sense of being disconnected in some areas. New routes, improved crossings, traffic calming and improved wayfinding could all contribute to connecting Church Street better with surrounding areas.

Public Transport Accessibility Level (PTAL)

The public transport accessibility of the site is excellent. Edgware Road Underground Station is located in the southwest corner of the area. The station provides access to the Bakerloo Line. A separate Edgware Road Underground Station which accesses the Circle, District and Hammersmith and City Lines, is located three minutes walk to its southeast. Marylebone Station provides access to the Bakerloo Line and also National Rail services



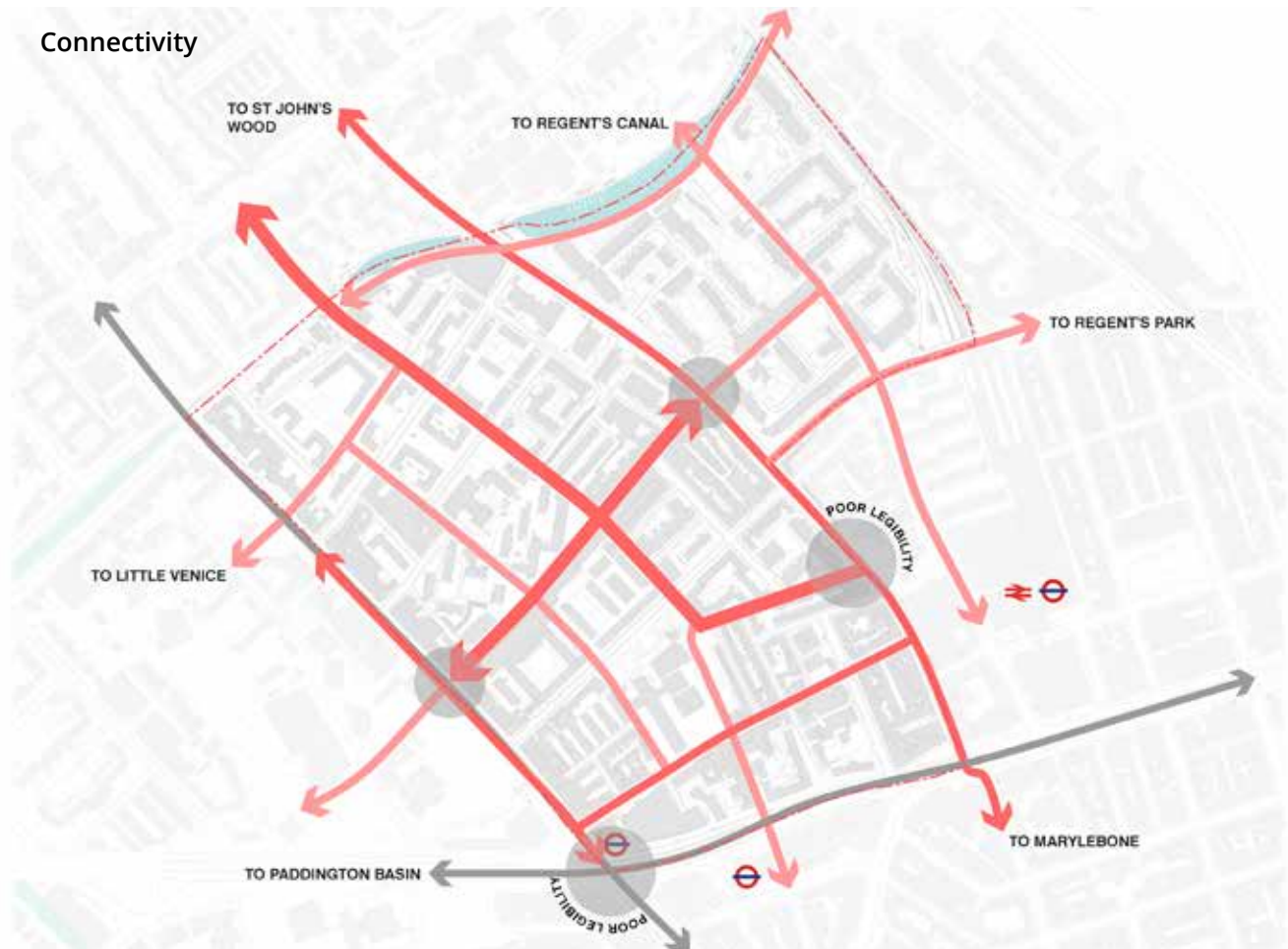
providing connections to High Wycombe, Oxford and Birmingham amongst others.

Highway Network Characteristics

The road network within the Church Street area is generally set out in a grid formation, where roads run from the south west to the north east or from north west to the south east.

Church Street

Church Street connects the A5 Edgware Road in the west to Lisson Grove in the east. Church Street is part of the strategic road network and is currently one way westbound. This link is currently dominated by businesses with flats above and market stalls down the length of the road. There is currently a mixture of road restrictions which



includes single yellow lines and pay and display controlled parking areas.

Broadley Street

Broadley Street runs parallel to the south side of Church Street and is located between Lisson Grove and Edgware Road. Broadley Street is two way between Lisson Grove and Salisbury Street, and is one way to the junction to Edgware Road. Broadley Street is currently a residential street which has a parking restriction to permit holders only and pay and display at some sections of the road. There are single/double yellow lines present across some parts of this link.

Overall, Broadley Street benefits from landscaping and pedestrian crossing points.

Existing parking situation

Most streets within the masterplan boundary have onstreet parking. The area has a mixture of permit holders only, pay and display and shared use parking bays. The area has an average car ownership of 31% (1,452 cars for 4,719 household).

Westminster City Council highways conduct regular parking monitoring surveys to assess the availability by type. There is a spare parking capacity of 30% or more at all times on the survey weekday.

Air and noise quality

Church Street is within an area of poor air quality, located within the Westminster City Council Air Quality Management Area.

The main source of noise impact in the area is likely to be from motor vehicles on the local roads, particularly Marylebone Road, Edgware Road, Lisson Grove and Park Road.

An indication of likely noise levels are provided in the figure on the left which were produced as part of the England noise mapping project undertaken by Defra (Department for Environment, Food & Rural Affairs).

Noise and vibration impacts could also be experienced due to the railway line at Marylebone station located along the north-east boundary of the site.

The vision



The vision

Westminster City Council is committed to transforming the quality of life of residents in the Church Street area. The masterplan seeks to deliver real change for the community by creating great places, opportunities for a healthy and prosperous lifestyle, new homes and more jobs.

Residents in Church Street are heavily invested in their neighbourhood, which has areas of real character, quality and heritage. There is a strong sense of community and its location close to London's West End provides a wealth of opportunity.

However, many residents currently experience social and economic exclusion, due in part to the area being an enclave ringed by transport infrastructure. Westminster City Council wants to make Church Street the most liveable neighbourhood in London through investment in new housing and regeneration. Success will depend primarily on high quality, well-linked public realm.

The Church Street masterplan sets out a blueprint for building on the area's qualities and existing aspirations and development proposals. The masterplan reinforces Church Street as the heart of the area but also establishes strongly characterised new quarters. It addresses four drivers of change: health and well-being; homes; market and enterprise; and making connections. This vision is not something the Council is able to deliver on its own; it will require support, engagement and funding from a range of public, private and community sector partners, as well as residents, businesses and community organisations in the area.

Health and well-being

The Church Street masterplan proposes a new health and well-being hub on the Limestone site, a key route through the neighbourhood. This will be directly connected along Church Street to a new community hub at the intersection between Church Street and the Green Spine, which will offer a new library, childcare, training facilities and other services.

The area is currently deficient in both quality and quantity of open space. The masterplan aims to create welcoming green spaces, improve existing ones, and make streets greener. The public realm will be designed to encourage physical exercise by making it easy and pleasant to walk and cycle. It will also be designed to encourage sociable spaces where people want to spend time. Sociable spaces lead to chance encounters and help new residents to integrate quickly.

Generous street trees and other planting will mitigate air pollution and the urban heat island effect, and improve biodiversity and seasonal interest. Importantly, it will give residents more contact with nature, which is key to reducing stress and improving mental well-being.

Church Street gateway from Lisson Grove to antiques market and cultural quarter





Homes

A key objective of the masterplan is to deliver more new homes across a range of types and tenure in the area, with associated infrastructure such as the new health centre. The number of new homes is above and beyond those already identified by the Futures Plan and other initiatives and their designs will be truly tenure blind.

The area has been designated as part of the Edgware Road Housing Zone, which will release significant new funds to invest in the infrastructure needed to bring forward new homes - particularly affordable homes - for local residents.

The masterplan will provide a high-quality environment for this new housing and design will enhance open space and create new connections. The masterplan will ensure that development sites are designed efficiently, with types that achieve a higher density whilst positively contributing to the quantum and quality of open space and public realm.

Market and enterprise

Commercial activity centres on the Church Street market, which is the largest in Westminster although it is not operating as strongly as it has in the past. The masterplan proposes supporting the market to sustain itself and building on the area's reputation for trade in antiques.

Better designed public realm and upgraded shopfronts will create an attractive and safe environment, with an improved retail offer on Church Street to attract more custom. The character of other commercial streets will be strengthened as well, including the historic character of Bell Street, through public realm improvements. Distinct commercial areas will be established, focusing activity on Lisson Grove and the centre of Church Street.

An enterprising community can create more local jobs and this will be facilitated by new flexible workspace and varied tenure. This will include opportunities for live and work spaces and commercial spaces. These could accommodate start-ups and established businesses along a new street (Hardington Street) and an existing one (Gateforth Street) both intersecting with Church Street.

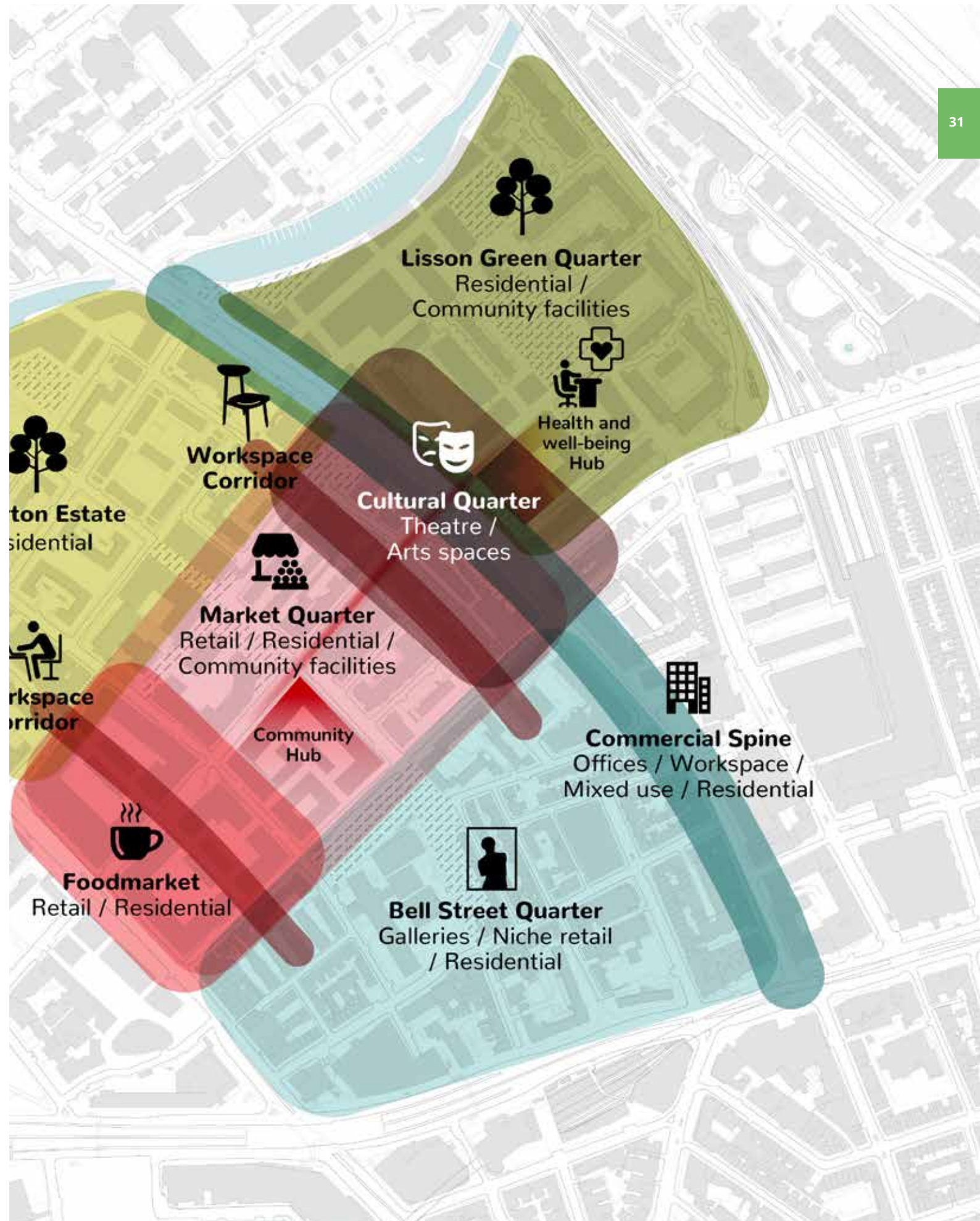
The masterplan aims to bring much-needed evening vitality in targeted locations with new restaurants, bars and cultural venues, and the market's trading hours could possibly be extended.

Making connections

The masterplan is proposing safe and clearly defined routes to and through the area, linking into neighbouring communities. This will improve accessibility for residents and visitors to other parts of Westminster and the rest of the capital.

New gateways to the area will draw new visitors, generating more footfall and economic activity. These will include a new food quarter proposed for the busy intersection of Church Street and Edgware Road and a cultural hub on the junction of Church Street and Lisson Grove, which will build on the success of the Cockpit Theatre.





Lisson Green Quarter
Residential /
Community facilities

Health and
well-being
Hub

**Workspace
Corridor**

Cultural Quarter
Theatre /
Arts spaces

Market Quarter
Retail / Residential /
Community facilities

Commercial Spine
Offices / Workspace /
Mixed use / Residential

Foodmarket
Retail / Residential

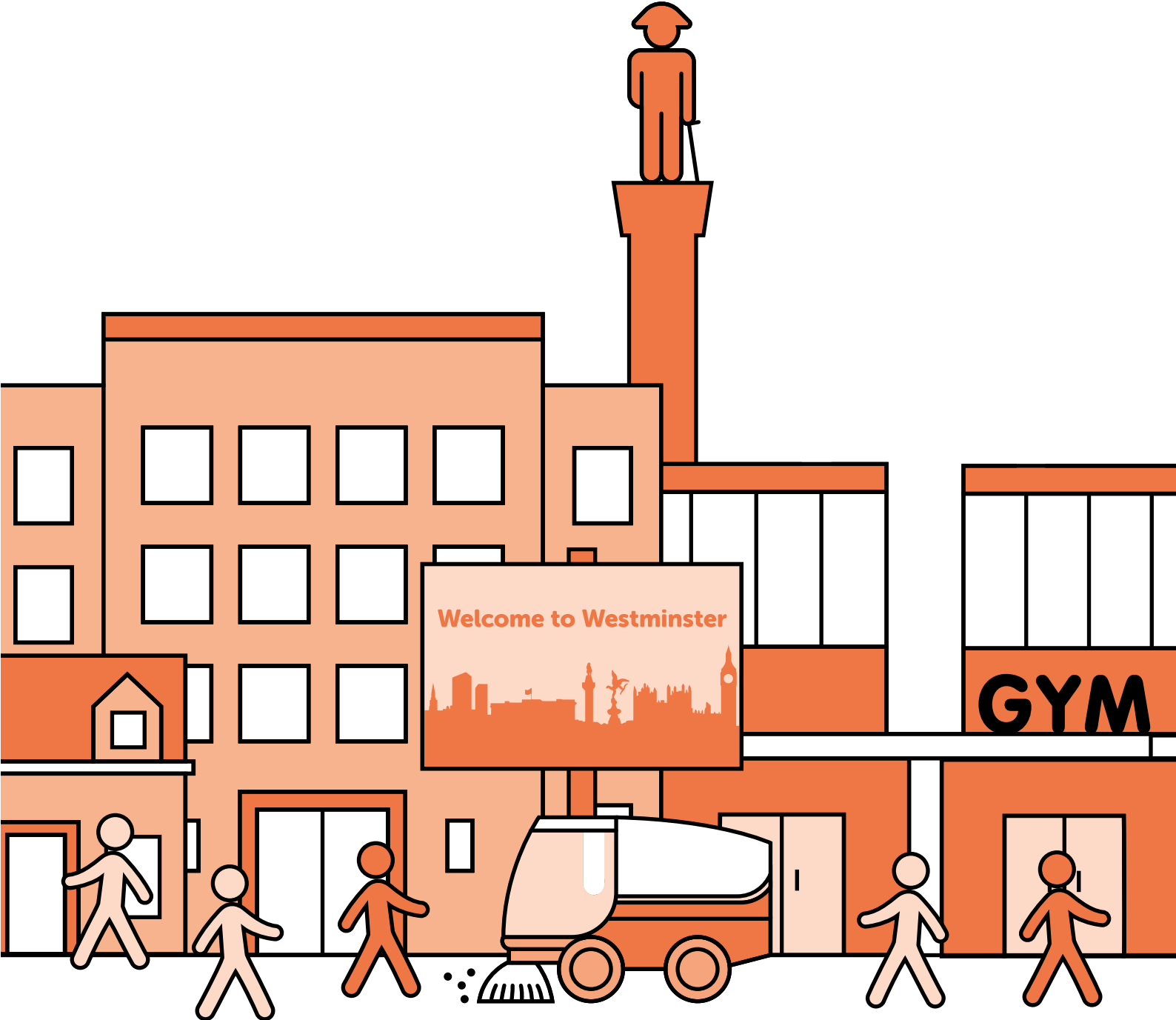
Community
Hub

Bell Street Quarter
Galleries / Niche retail
/ Residential

ton Estate
Residential

**Workspace
Corridor**

Placemaking



Health and well-being

Improving health and well-being in the Church Street area is fundamental to the success of the masterplan.

A key driver for improved health and well-being is the delivery of a new health hub for the area. This facility will be located on the Lilestone Street site and easily accessible for residents from across the neighbourhood and further afield.

In addition, the plan includes a new community hub, located at the intersection of the new Green Spine and the Church Street market. This community hub will anchor a new public space at the heart of the area. Delivery of these assets will improve health, enable job creation and business start up, and give the community a place to come together. This provision would replace the existing Church Street library and the future needs of this service would be incorporated into one of the proposed hubs within the masterplan.

Our masterplan is landscape-led, looking to create a place before buildings, putting people and lifestyle at the forefront of design. Church Street is deficient in open space and what there is lacks quality. The proposals look to improve the existing condition and create new open spaces, green streets and public realm.

This will increase the opportunity for residents and visitors to engage with a rich and varied landscape environment and encourage exercise and sustainable methods of transport, all of which help to improve the health and well-being of the community.

The masterplan aims for Health and well-being are;



Health and well-being at the heart of Church Street

Regent's Park

Marylebone

Edgware Road

Edgware Road

Green space

- A greener neighbourhood with new public open spaces and public realm
- Up to 40% increase in publicly accessible open space
- A hierarchy of squares and gardens with play areas for children of all ages
- An improved street network with high quality streets that promote walking and cycling
- Public realm enhancement works and upgraded shopfronts will create an attractive and safe environment
- Ecological and productive landscapes with a wide range of habitats
- Sustainable urban drainage and hybrid green/blue roofs to capture rainwater and greywater
- Green roofs and “living walls” to enhance site-wide biodiversity and air pollution

Facilities

- A new health and well-being hub offering a range of primary health care and services
- A new community hub for access to council services and other facilities such as childcare

Healthy and sustainable living

- Food gardens that will inspire local people to grow their own produce
- It will be easy to walk, cycle, shop locally, save energy and minimise waste
- Local sources of renewable energy
- Safe, secure and livable streets



Homes

The masterplan identifies a number of sites for the provision of new homes within Church Street.

A comprehensive delivery strategy supports the ambitious provision of increased density and homes at a range of type and tenure to meet the current and future needs of the community. Proposals will rationalise plots, making an efficient use of space.

Different housing types such as courtyard blocks with podium and mansion block*, will be considered to achieve an appropriate density of the sites. These buildings will be approximately 5 to 6 storeys in height and will be articulated with entrances, bays and set backs. These urban blocks achieve density without requiring great height.

The focus of new housing in the Church Street area will be on quality and sustainability. These will comply with the latest fire safety advice and planning regulations. New homes will in some cases replace poorly performing housing stock and in others will make best use of land to create residential neighbourhoods with character building on the strong sense of community. Schemes will also provide a range of housing tenures and types to meet the needs of the existing and future population, which could include a range of affordable rented products, sheltered or supported housing or extra care housing. The need to meet this range of requirements is one of the key reasons that the sites

proposed are more comprehensive than in previous proposals for the area.

In order to deliver a good range of housing types to meet the needs of as many existing and future residents as possible, the masterplan enables the following:

- Re-provision of all council social rented housing requiring demolition as part of the proposals
- A single move in the local area for directly affected tenants in all phases, utilising schemes already in development and the masterplan sites.
- Delivery of additional housing to include 35% affordable, which will be split into 60% intermediate and 40% social rented tenures and will respond to the council's emerging changes to the City Plan as well as the London Plan. The masterplan must however be flexible to respond to future models and approaches to the delivery of affordable housing if and when they emerge at both a regional and national level.
- Provision of a range of options for existing resident leaseholders, in line with the council's policy for Leaseholders in Housing Renewal Areas.

The masterplan proposals can provide:



New homes

- Around 1,750 much needed new homes
- 300 new homes are already being built in the Church Street area
- A range of homes to suit every age and income level
- Improved quality and increased diversification of accommodation types in Church Street
- New homes will be tenure blind and integrated into the existing community and environment
- Estimated increase in the local population by around 3,400 residents, resulting in an uplift of council tax and additional expenditure retained in the local area
- High quality estate management and stewardship
- Fully wheelchair accessible in line with planning policy
- Delivery of new housing for people with support needs
- Diversity in designs to achieve an appropriate density for the sites

Energy efficiency

- A cutting-edge community energy network
- State-of-the-art, energy efficient buildings
- A low-carbon development

* Courtyard block with podium

This building type ensures the maximum of active frontage by providing maisonettes with private front doors on street level. Bicycles, bins and cars are hidden under the shared courtyard. Architectural variety and different heights will ensure an interesting building. Private amenity space will normally be provided for every home.

Mansion block

This building type ensures the maximum of active frontage by providing maisonettes with private front doors on street level. Private amenity space will normally be provided for every apartment. A shared garden may be provided at the back of the building, accessible by the residents of the building.



Market and enterprise

Improving the market and introducing diversification to the retail and commercial offer are key to creating a thriving economy delivering new jobs and investment

Key to this change is support for the Church Street market, enabling it to thrive. Improvements will draw footfall back to the market through improved access, signage and layout, awareness and product offer. The neighbourhood is famous because of its market. Its value to the community is more significant than simply financial. A bustling market brings people together, supports the local community and contributes significantly to well-being.

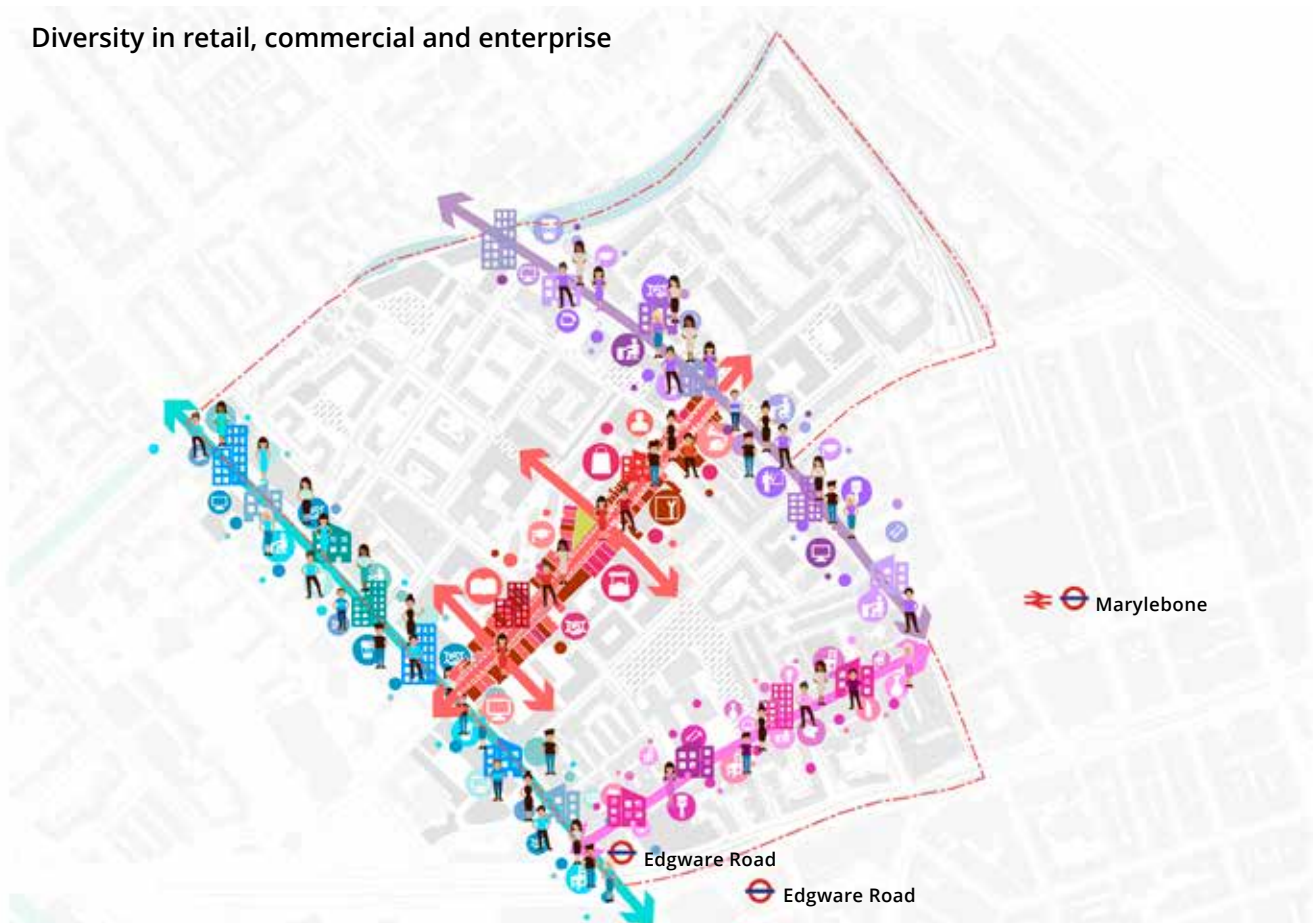
Redevelopment of Church Street itself will allow for the improvement and diversification of the street's retail offer. Twinned with public realm improvements, this will attract a range of new vendors and businesses, creating jobs and attracting footfall from the wider community. The masterplan proposals allow for the provision of a range of commercial unit types including live-work and co-working solutions for new and established businesses.

The masterplan suggests Bell Street as an additional commercial area, differing in character to Church Street. Public realm interventions can create this as a route and destination, attracting footfall and enabling the diversification of commercial options in the area.

Lisson Grove is a strategic route within this part of London, connecting Marylebone to St. John's Wood and runs through the heart of the area. The masterplan identifies this street as having the potential to accommodate increased commercial provision, delivering new jobs and investment to the neighbourhood.

The masterplan proposals include:

Diversity in retail, commercial and enterprise



Improved street market and retail

- Church Street market: a new food and antiques market destination. A high quality visitor experience for all
- New market layout with around 220 stalls back to back facing the shops
- New branded stalls for young entrepreneurs and a range of other enterprise initiatives
- Up to 150 van parking space and 3,600m² of market storage
- Market facilities: trader toilets, power and water
- An occasional Sunday antiques market between Salisbury Street and Lisson Grove
- Ongoing management review to ensure increased operational flexibility
- An improved range of shops including a supermarket in the heart of Church Street

Culture and leisure

- A destination with a stronger brand and identity
- An enhanced community and cultural quarter dedicated to the arts, community learning and entertainment including the redeveloped Cockpit Theatre and the antiques businesses

- A diversified food and drink offer will create improved opportunities for leisure
- Improved potential for evening economy in targeted locations such as the Edgware Road and Church Street gateway

Jobs, skills and enterprise

- New opportunities for jobs and training including the provision of the future needs of Westminster Adult Education Services in the area on one of the new masterplan sites
- Around 3,500 construction-related jobs*
- Around 525 retail jobs**
- 7,000m² retail space provision
- Two new enterprise corridors offering affordable and flexible workspace and business support facilities
- Offices and work spaces supporting new jobs
- Training and support programmes for people who live in the area

** Church Street masterplan is estimated to generate 3,514 gross temporary construction jobs (i.e. construction jobs equivalent to a one-year period of employment). 125 of these will be net additional to the area after taking into account the number of jobs that might be taken up by construction workers outside the area boundary; construction jobs that might have been created in the absence of the masterplan; and additional jobs created indirectly by the supply chain impacts of the construction activity and by the additional expenditure of the construction workers within the area.*

*** The retail development as part of the Church Street area masterplan is expected to generate 531 gross FTE retail jobs once the construction phase is complete and retail spaces are occupied. 59 of these will be net additional to the area once additionality factors have been applied.*



Making connections

A fundamental placemaking principle is to open up Church Street, improving access and wayfinding throughout the area.

The Church Street area has few direct connections and access to areas within and outside the area. It is enclosed to the north-east and north-west by the railway line and the canal respectively and bound by the busy Edgware and Marylebone Roads to the south-east and south-west.

The masterplan will create streets that re-balance the relationship between vehicles, pedestrians and cyclists. A strategic movement hierarchy would help to establish certain streets and spaces that are more pedestrian orientated with generous footways, seating spots, planting and reduced on-street parking. Better connected and better designed cycle routes would also help to improve the cyclist experience and help to reduce conflict between cyclists, vehicles and pedestrians.

Church Street itself lies at the heart of the area and accommodates the once thriving market. Legible routes from key arrival points will be provided and the masterplan will establish strong gateways to the market at Edgware Road and Lisson Grove.

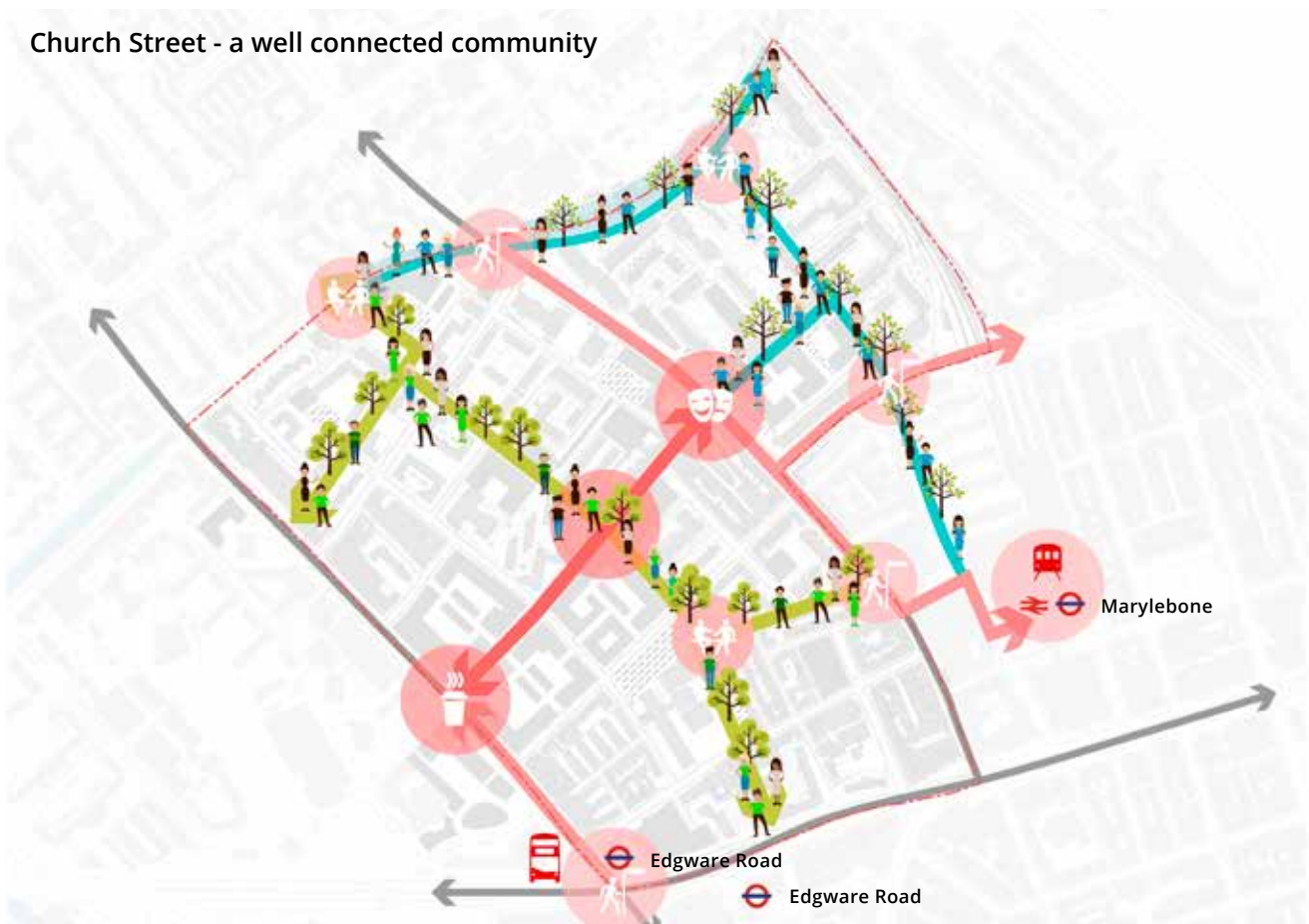
A comprehensive wayfinding strategy will be established throughout the area, drawing existing and new residents and visitors through the neighbourhood and connecting key community assets. Important routes will be strengthened through public realm improvements and a comprehensive “greening the streets” approach.

Wayfinding will be improved by creating streets that are legible, safe and enjoyable for pedestrians. Clear sight views, natural surveillance, signage and lighting should add to an improved pedestrian experience.

New routes and connections will also be established through the delivery of the masterplan. In the Lisson Green Estate, the masterplan seeks to ensure that the canal is celebrated and not turned away from. Improvements in public realm will create a new destination and re-establish the canal as an asset for the area.

The masterplan proposals include:

Church Street - a well connected community

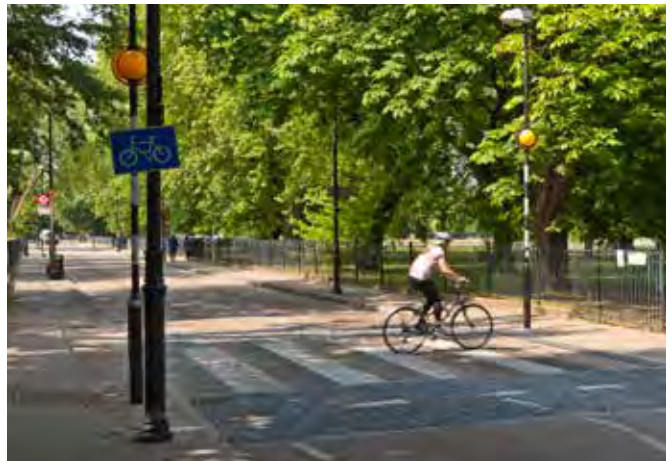


Transport and traffic

- A new pedestrian priority street designed for Church Street market, pedestrians and cyclists which links Lisson Grove to Edgware Road.
- A 20mph traffic calmed zone
- Improvements to access from Marylebone and Edgware Road stations
- The area under the flyover will be improved and made safer for pedestrians and cyclists
- The pedestrian tunnel under the Marylebone Road is proposed to be improved through lighting and signage
- Improved and safer access to schools

Walking and cycling

- Existing streets will be improved by removing street clutter and furniture to make them safer, more sociable and better for pedestrians
- Junctions will be improved to enhance pedestrian crossing facilities and traffic calming
- New locations for at least 80 cycle hire docking stations will be provided in line with policy regulations
- Tree-lined streets connecting public gardens and parks will be a pleasure to walk along
- A new, north-south green thoroughfare designed for pedestrians, cyclists and cars which will link Broadley Street Gardens to the canal
- Increased priority for pedestrians and cyclists on all streets through landscape, materials and reorganisation of parking
- Improved environment for pedestrians and cyclists with relocation of trader parking and storage



The masterplan



The masterplan sites

The masterplan has been divided into a number of broad geographical study areas and the following sections highlight the key opportunities and principles for each.

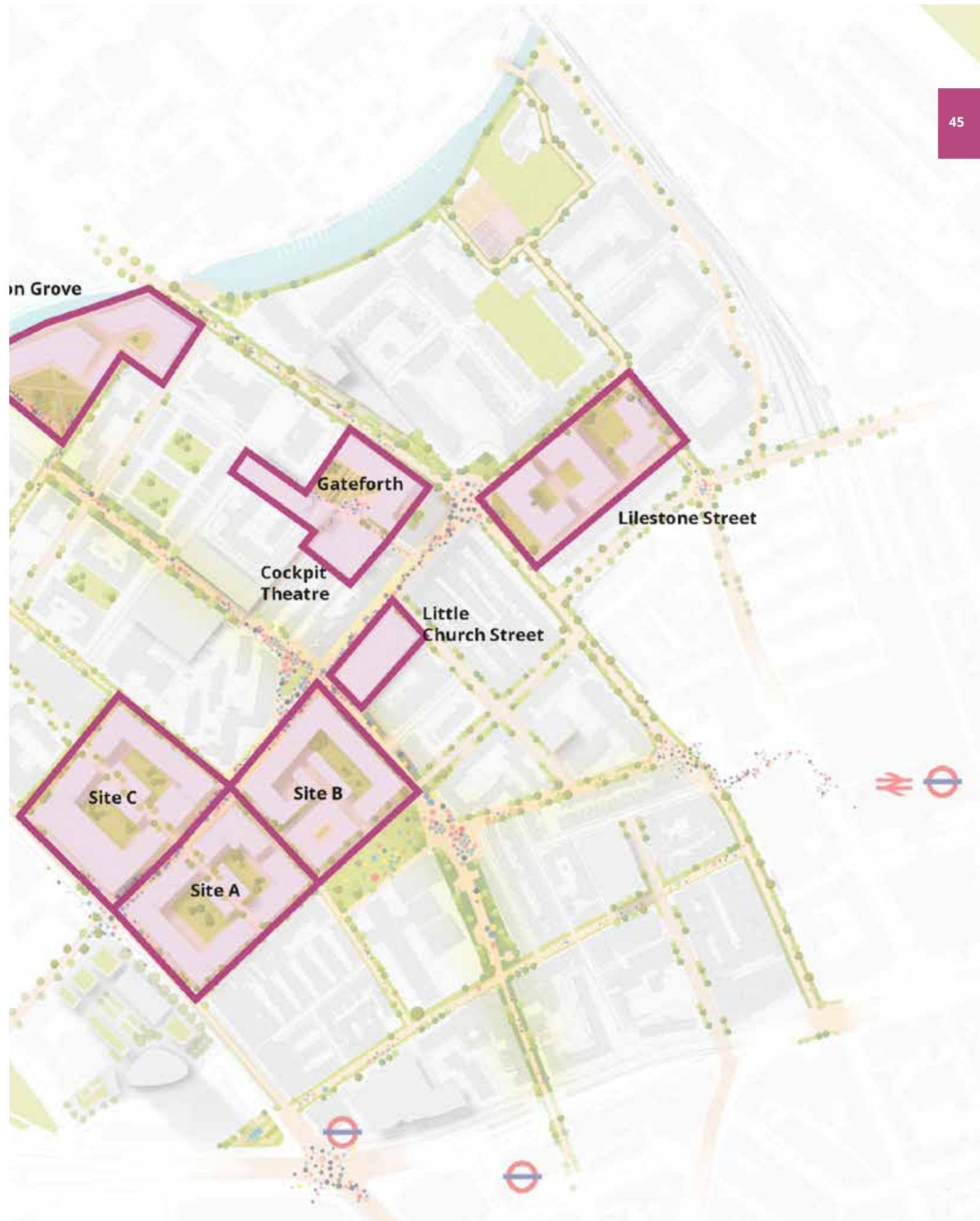
The proposed massing, character and uses identified for each site are intended to influence and guide future developments, but not to limit potential schemes.

These study areas are:

- Lilestone Street
- Church Street Sites (A, B and C)
- Lisson Grove
- Gateforth and Cockpit Theatre
- Little Church Street

A number of the sites within these study areas have previously been identified for regeneration by the Futures Plan and are currently being developed or will be developed before the first main masterplan sites (Church Street Sites A, B and C) come forward. As such, they provide important and early opportunities for rehousing residents from those blocks located within Church Street Site A.





in Grove

Gateforth

Lilestone Street

Cockpit Theatre

Little Church Street

Site C

Site B

Site A



Lilestone Street

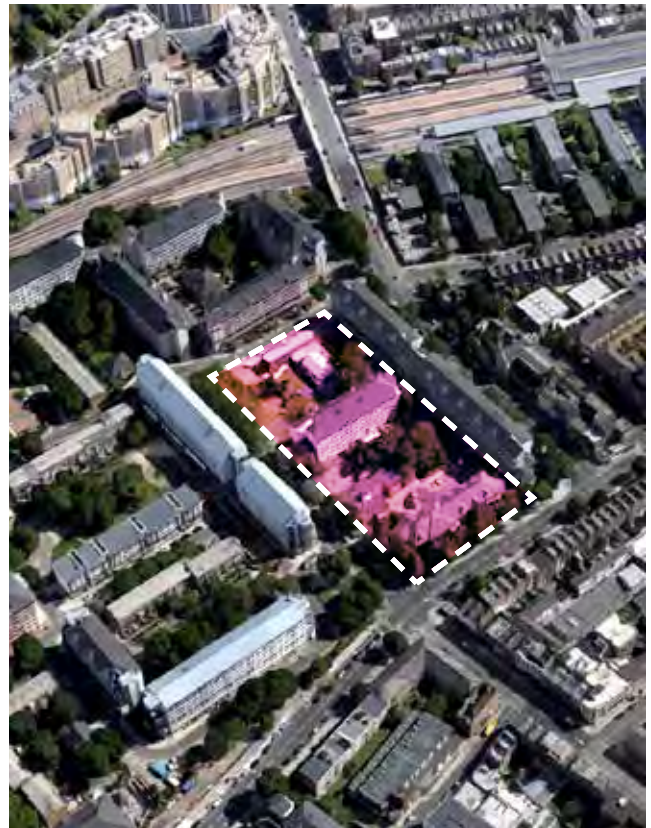
Design approach

Penn House and 4 Lilestone Street were previously identified for regeneration and the council drafted a planning brief for the site in 2012. A planning application was subsequently submitted and planning consent was granted in 2014. This consent was for a modern health and well-being hub and 45 new homes, of which 26 are affordable.

A larger site was identified through the masterplan process. In addition to the new health and well-being hub it will also provide office space required for the relocation of the council's Lisson Grove site and space for community provision.

The larger site is centrally located and easily accessible, providing significant community benefits to the area's residents. New housing, public and private open space, parking and office space will also be provided at this site.

The larger site has the potential to deliver up to 60 new homes.



Possible design approach



Queens Park Place by Ian Simpson Architects

Possible design approach



Turnmill by Piercy and Company

Likely timescale

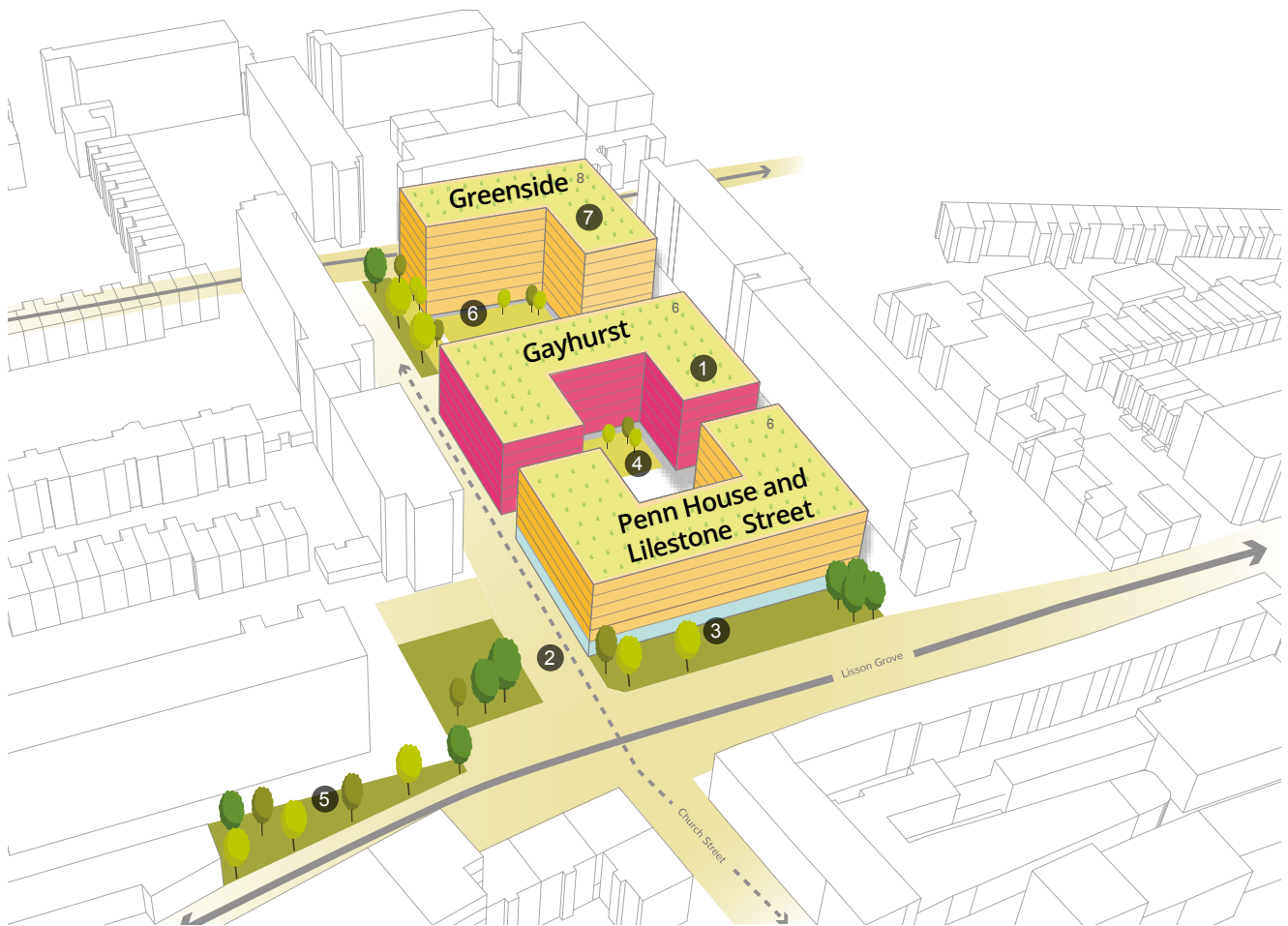
The Lilestone site is likely to commence in the second half of 2020, subject to detailed planning application.

Existing situation

Homes

Penn House (45 homes)
Gayhurst (32 homes
including 17 tenants)

Greenside Community
Centre



Health and well-being

- Health and well-being hub
- Community centre
- Publicly accessible open space
- Public pocket space for growing and play
- Residential amenity space

Homes

- c.50 new homes
- 6-8 storeys building height

- Design principles**
- 1 Health and well-being hub
 - 2 Gateway and sense of arrival to Lisson Green
 - 3 Public landscape space fronting the Lisson Grove
 - 4 Residential amenity internal courtyards
 - 5 Residential outdoor amenity space to Greenside site
 - 6 Residential outdoor amenity space to Greenside site
 - 7 Potential green roof space, subject to design

Market and enterprise

- Westminster City Council offices
- Retail space

Making connections

- Gateway to Lisson Green
- Active frontage to Lisson Grove

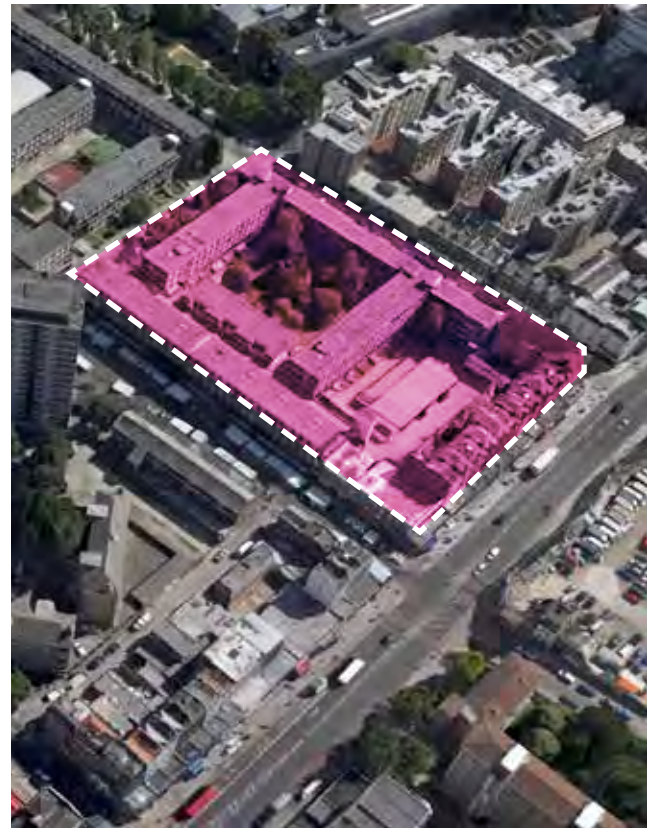
Church Street Site A

Design approach

Only Blackwater House was previously proposed for redevelopment. The Church Street masterplan proposes comprehensive redevelopment of this site.

The site provides a unique opportunity to create a gateway at the southern end of Church Street, to increase significantly housing numbers, to provide an improved retail and service offer at ground floor and to enhance the public realm. This site will also deliver van parking and storage for market traders.

The buildings within Site A currently provide around 160 homes. The Church Street masterplan has identified that the site has the potential to deliver around 350 new homes when redeveloped.



Likely timescale

Church Street Site A is a priority for early delivery. Sufficient homes have already been identified within the housing renewal area to rehouse all the current tenants within this site. The current timetable is for this development to start on site in 2020-2021.

Existing situation

Homes

Total= 144 in council owned sites, which includes 97 tenants, plus private properties above the Edgware Road frontage

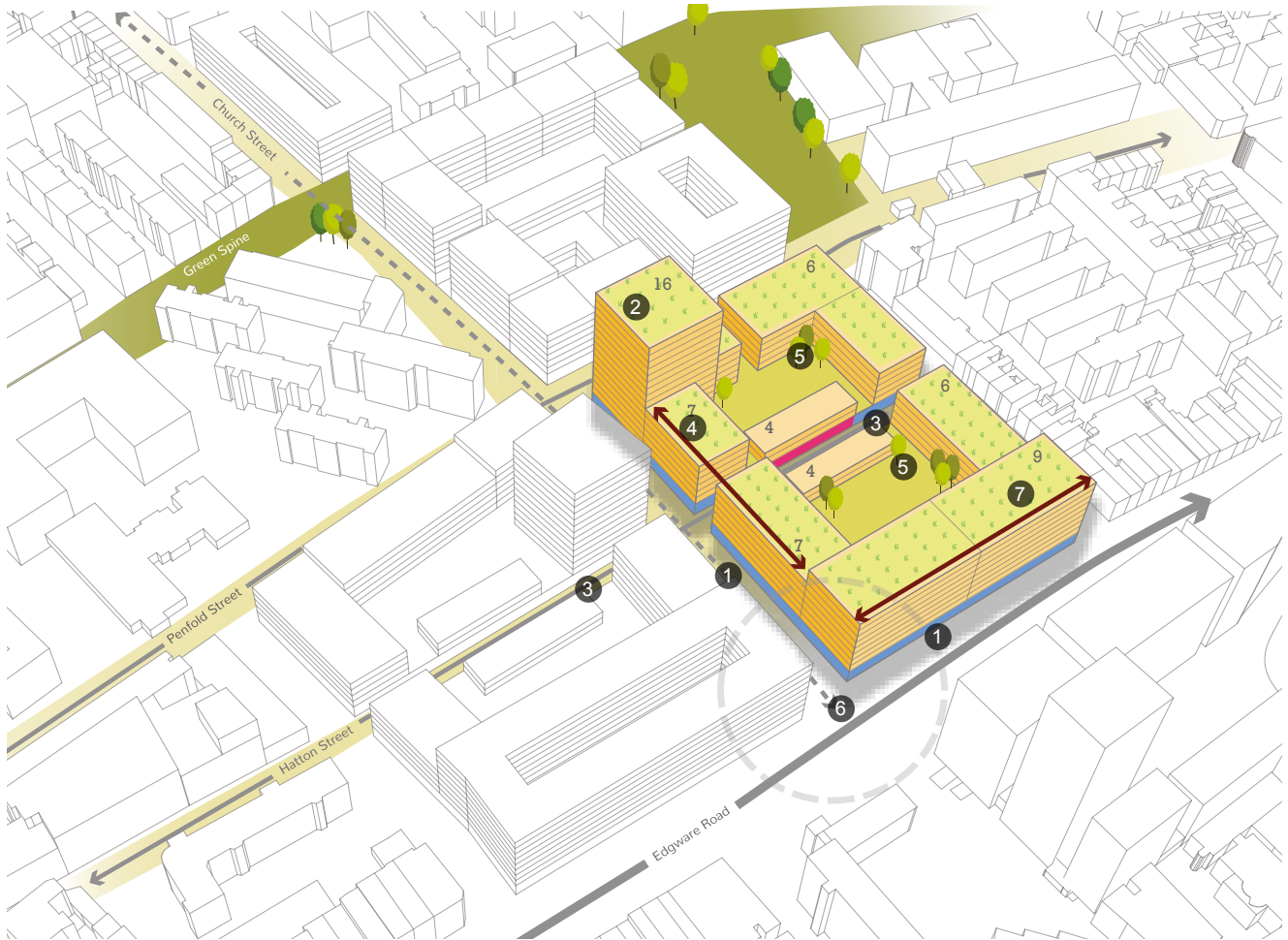
Retail

Retail units on Edgware Road in private ownership and Church Street units leased from the council

Market storage
Basement parking

Buildings

Blackwater
Cray
Ingrebourne
Lambourne
Pool



Health and well-being

Residential amenity space

Homes

c.350 new homes
 3-16 storeys building height
 Basement parking

Design principles

- 1 Retail fronting onto Church Street and Edgware Road
- 2 Cluster of tall building elements
- 3 Reinstated historic pedestrian link, fronted with enterprise spaces either side
- 4 Opportunity to increase height along Church Street
- 5 Private space for residential use (podium)
- 6 Gateway to Church Street. Focus on food market
- 7 Hybrid green/ blue or brown roofs (maintenance access only)

Market and enterprise

Market storage
 Market parking provision
 Enterprise spaces
 Retail frontage with concentration of food/ beverages

Making connections

Hardington Street - historic street reinstated
 Gateway to Church Street

Church Street Site B

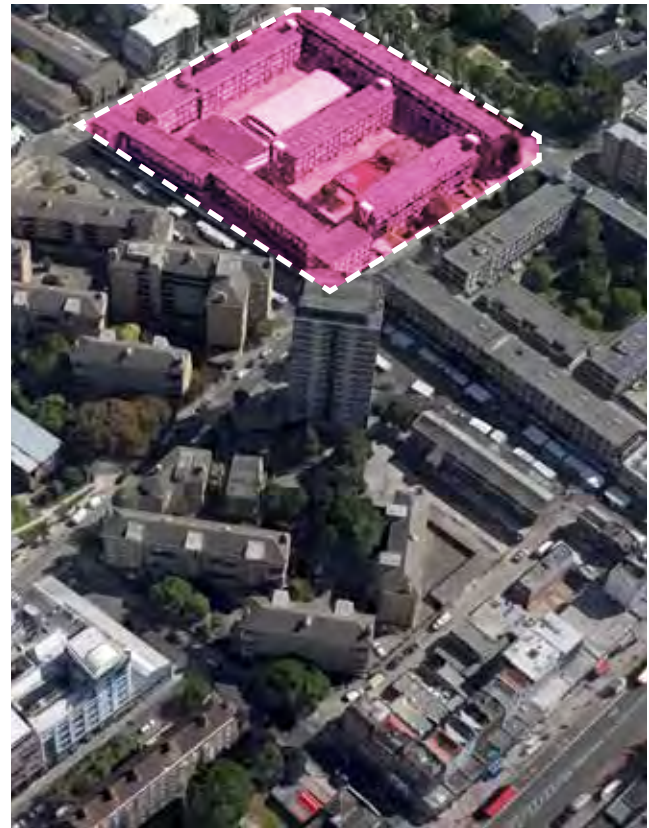
Design approach

Only Eden House was previously proposed for redevelopment. The Church Street masterplan seeks comprehensive redevelopment of this site.

Site B occupies a key location within the masterplan, at the junction of Church Street and the Green Spine. It will provide significant community facilities, including the community hub, fronting onto and integrating with Broadley Street Gardens and the Green Spine.

Despite the significant provision of community facilities at ground floor level, the Church Street frontage will still maintain its strong retail presence.

Delivery of Site B will provide further basement van parking and storage space for market traders. The buildings within Site B currently comprise 177 homes. It has the potential to deliver around 300 new homes once redeveloped.



Possible design approach



Likely timescale

It is currently anticipated that the redevelopment of this site could take place in 2024-2026.

Possible design approach



Existing situation

Homes

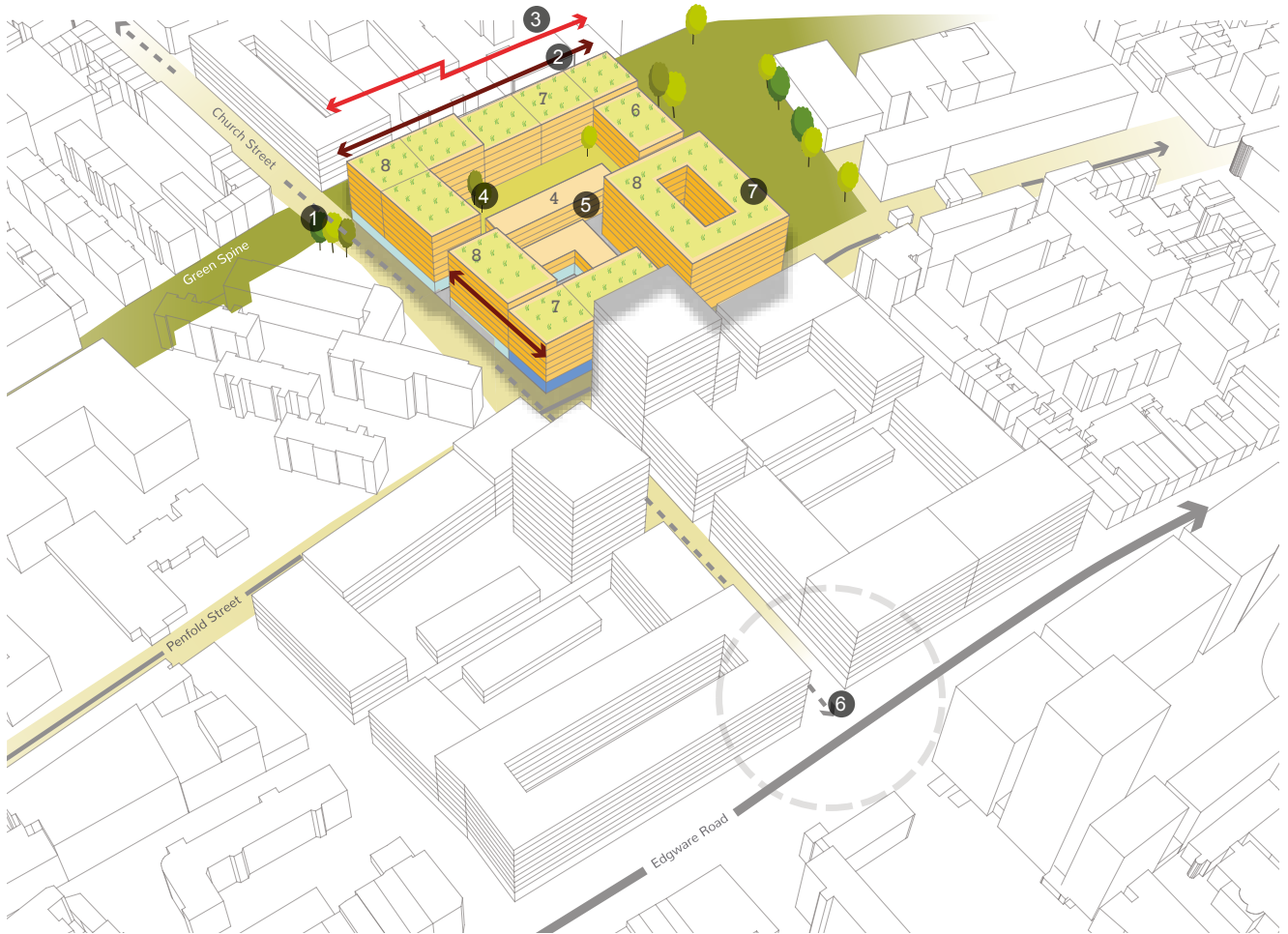
Total = 177 including 86 council tenants

Retail

Basement parking

Buildings

Eden
Lea
Medway
Ravensbourne
Roding
Wandle



Health and well-being

- Community hub
- Residential amenity space

Homes

- c.300 new homes
- 4-8 storeys building height
- Basement parking

Design principles

- 1 Community and retail frontage to Church Street market and the 'Church Street Triangle' open space
- 2 Community uses fronting Broadley Gardens and the Green Spine
- 3 Buildings scaled down towards the park
- 4 Semi-public space for community hub
- 5 Street-level links connecting co-located community and residential buildings
- 6 Gateway to Church Street
- 7 Hybrid green/ blue or brown roofs (maintenance access only)

Market and enterprise

- Market parking provision
- Enterprise space
- Retail frontage to Church Street

Making connections

- Community uses fronting Green Spine and Broadley Gardens
- Gateway to Church Street

Church Street Site C

Design approach

Redevelopment of most of these buildings and the retention of Kennet House were previously proposed. The Church Street masterplan seeks comprehensive redevelopment of this site.

Site C works in conjunction with Site A, creating a gateway at the junction of Church Street and Edgware Road, as well as providing a continuation of Hatton Street. This site maintains a predominantly retail frontage at ground floor level, although a new enterprise zone at its core will provide flexible commercial space and the opportunity for live-work. Site C again allows for the opportunity for increased residential density and basement parking provision. The buildings within Site C currently contain 155 homes. The site has the potential to deliver around 360 new homes once redeveloped.



Possible design approach



Possible design approach



Likely timescale

Church Street Site C is likely to be redeveloped later in the masterplan period, with development from around 2027 onwards.

Existing situation

Homes

Total = 139 in council owned sites, which includes 81 tenants, plus private properties above the Edgware Road frontage

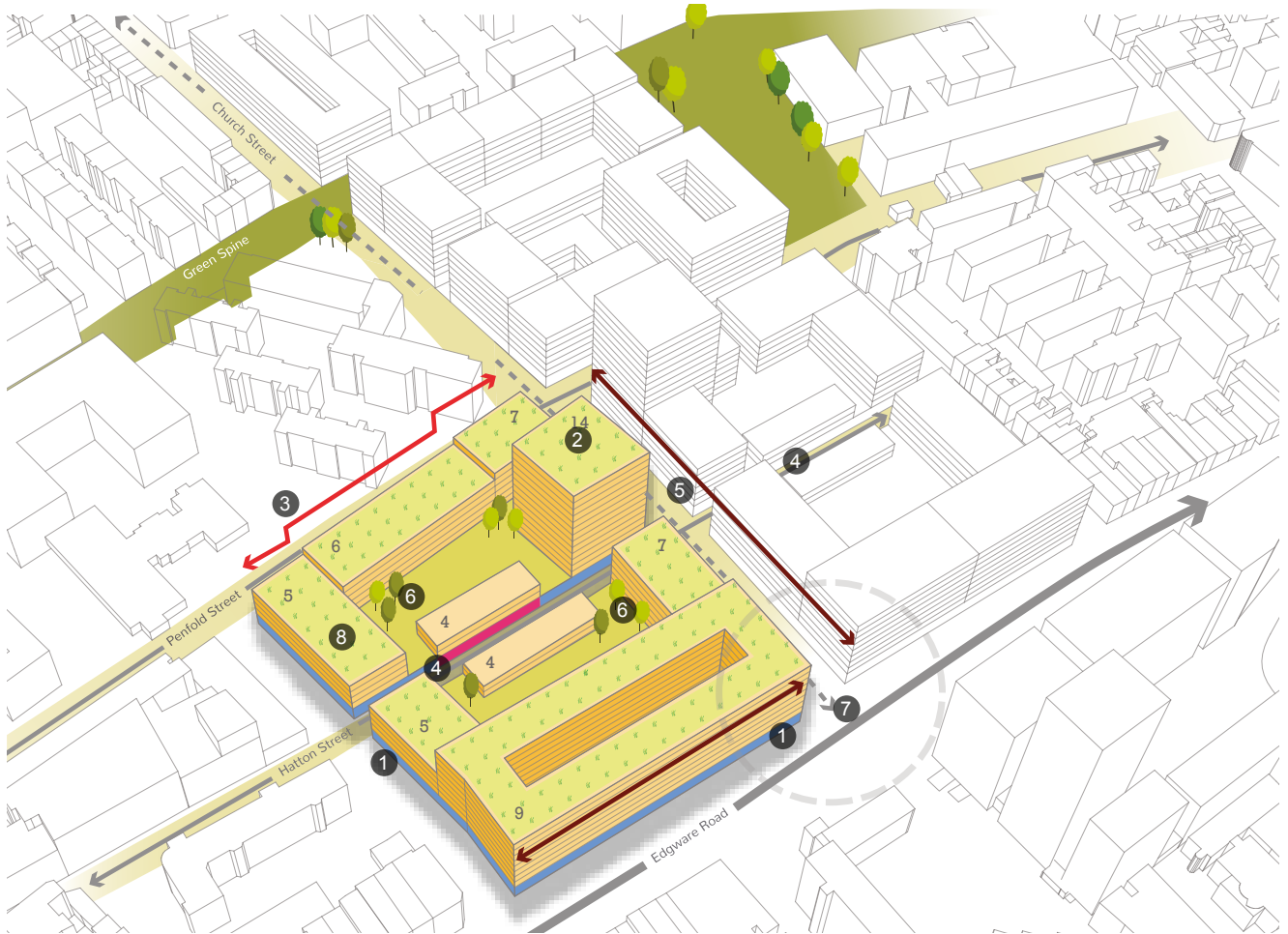
Retail

Retail to Edgware Road

Migrant Resource centre (Derry House)

Buildings

Colne
Darent
Derry
Isis
Windrush
Mole
Kennet



Health and well-being

Residential amenity space

Homes

c.360 new homes

3-14 storeys building height

Basement parking

Design principles

- 1 Retail fronting onto Church Street, Boscobel Street and Edgware Road
- 2 Cluster of tall building elements
- 3 Buildings step down in height to Boscobel Street
- 4 Reinstated historic pedestrian link, fronted with enterprise spaces either side
- 5 Opportunity to increase height
- 6 Podium for residential use
- 7 Gateway to Church Street
- 8 Hybrid green/ blue or brown roofs (maintenance access only)

Market and enterprise

Enterprise spaces

Retail frontage with concentration of food/ beverages

Reprovision of supermarket

Making connections

Hardington Street - historic street reinstated

Gateway to Church Street

Lisson Grove

Design approach

This site provides an opportunity to deliver a quality residential development adjacent to Regent's Canal. Additionally, the site has significant frontage to Lisson Grove, and marks the arrival to Church Street area from the north-west. Retail/ commercial space will be provided at ground floor level on Lisson Grove, however the majority of the development will be residential. The proposals also include both public and private open space.

The Lisson Grove site currently comprises 60 homes. If redeveloped, the site has the potential to deliver around 200 new homes.



Possible design approach



Camley Place by AHMM

Possible design approach



Beekpoort by MaccreanorLavington

Likely timescale

The Lisson Grove site is likely to commence in the second half of 2022, subject to detailed planning.

Existing situation

Homes

Sanctuary (60 homes)

Council offices



Health and well-being

Residential amenity space

Publicly accessible open space

Homes

c.200 new homes

3-11 storeys building height

Design principles

- 1 Maximise potential of canal frontage
- 2 Feature corner - potential for taller element to achieve gateway and sense of arrival
- 3 Scale stepped to respect context
- 4 Active ground floor uses at Lisson Grove
- 5 Views and access to canal created
- 6 Terraced public space created with access to the canal and retail environments
- 7 Residential amenity space at podium level
- 8 Hybrid green/ blue or brown roofs (maintenance access only)

Market and enterprise

Retail/ commercial frontage

Making connections

Enhanced green link and access to the canal

Gateforth and Cockpit Theatre

Design approach

Some regeneration in this area has been previously proposed. The Church Street masterplan seeks to establish a new cultural quarter, capitalising on the success of the Cockpit Theatre. Diversifying the offer within the neighbourhood, attracting footfall and creating an evening economy, will be supported by the delivery of this quarter at Lisson Green and Church Street.

A commercial and retail presence will be provided on Lisson Grove, and increased residential accommodation is proposed above. The site provides an opportunity for new public space at its core, providing spill out space for the theatre and cultural activities.

The Gateforth site currently accommodates 37 homes. If redeveloped, in addition to a refurbished Cockpit Theatre, this site has the potential to deliver around 125 new homes. If Jordans House, which currently provides 40 homes, is included in the redevelopment, this could deliver an additional 50 new homes.



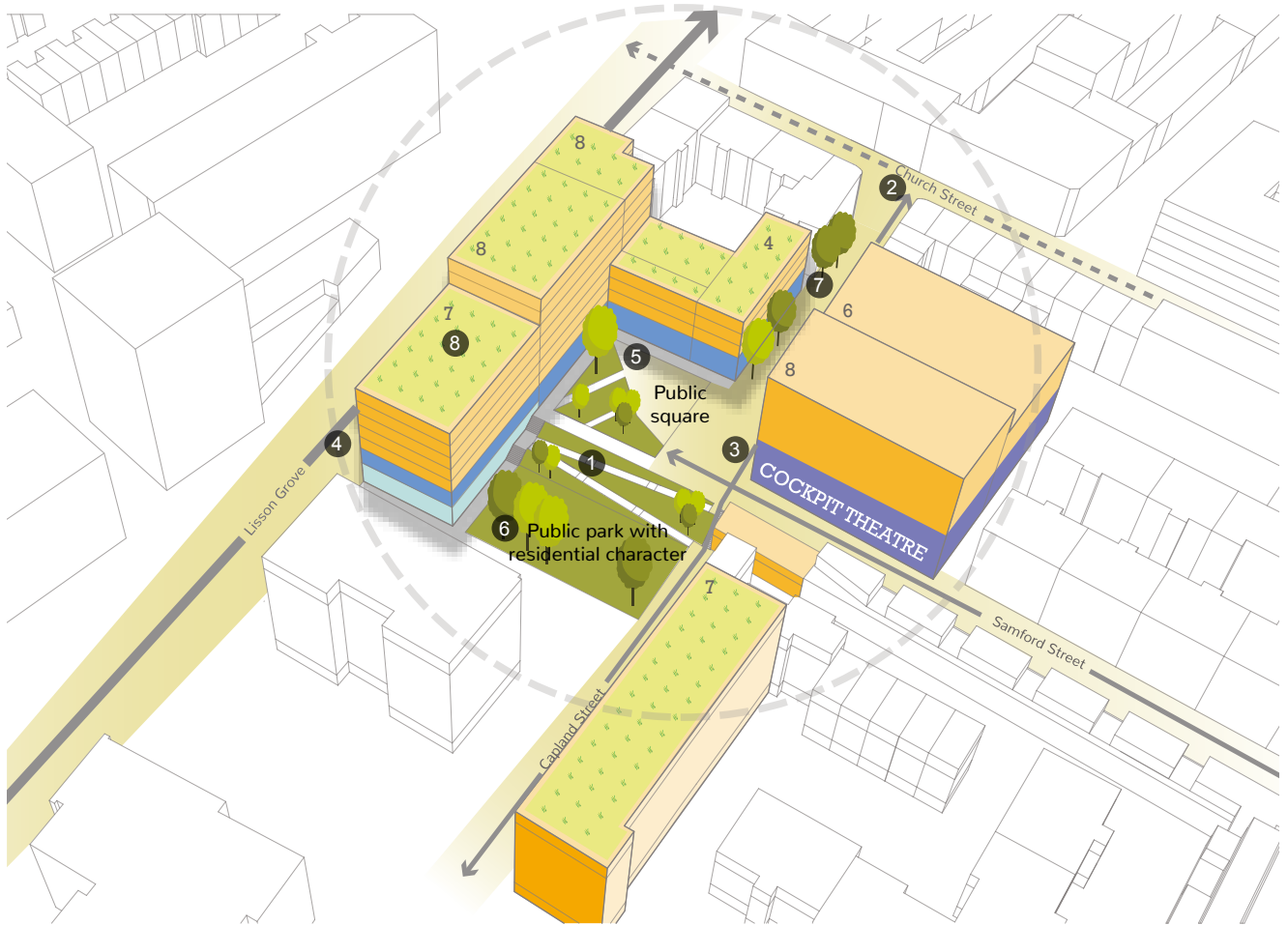
Likely timescale

The Gateforth site is likely to be redeveloped later in the masterplan period, commencing in 2028-2029. Jordans House could start later, in 2031-2032. However, there is flexibility in the masterplan and the site could be brought forward for development sooner if a viable funding and delivery model can be found, working in partnership with other site owners including City of Westminster College.

Existing situation

Homes

- Swanbourne House
(37 homes)
- Jordans House (40 homes)
- 149-161 Lisson Grove
- Nightingale House
(A2 Dominion owned)
- Cockpit Theatre
- Gateforth Street surgery



Health and well-being

Cultural/ community facilities

Nightingale Place

Capland Gardens

Market and enterprise

Active frontage to Lisson Grove

Refurbished Cockpit Theatre

Homes

c.125 new homes

4-8 storeys building height

Redevelopment of Jordans House could deliver around 50 new homes

Making connections

Gateway to Church Street and cultural quarter

- Design principles**
- 1 Sloped gardens to improve and facilitate accessibility between Gateforth Street and Capland Street
 - 2 Create a legible gateway to the cultural quarter
 - 3 Integrate Cockpit Theatre and proposed cultural facilities with new public realm
 - 4 Active frontages to open spaces and Lisson Grove
 - 5 Public square with performance stage
 - 6 Biodiverse public park with play amenity
 - 7 Gateforth Street enhanced as pedestrian-priority street within the antiques quarter
 - 8 Hybrid green/ blue or brown roofs (maintenance access only)

Little Church Street

Design approach

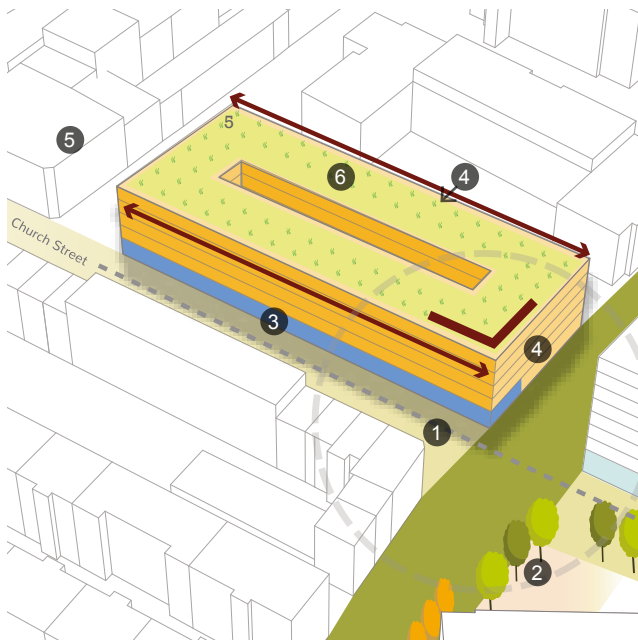
The Little Church Street site has been chosen as a development site due to its prominent location at the core of the masterplan. It lies at the junction of Church Street and the Green Spine, and provides the opportunity to create a go-to location, as well as provide active frontages. The existing buildings are relatively low rise and allow for increased scale and density.

A strengthened and varied retail frontage will be provided along Church Street, with increased residential density above.

The Little Church Street site currently comprises 45 homes. If redeveloped, the site has the potential to deliver around 65 new homes.

Likely timescale

The Little Church Street site is likely to be redeveloped later in the masterplan period, commencing on site in 2031-2032.



Design principles

- 1 Key corner location at the axis of Church Street and the Green Spine
- 2 Opposite primary open space 'Church Street Triangle'
- 3 Retail frontage to Church Street
- 4 Residential frontage to Salisbury Street and Mulready Street
- 5 Buildings height has relationship to adjacent buildings and acts as a transition between existing and new development
- 6 Hybrid green/ blue or brown roof (maintenance access only)

Homes

c.65 new homes

5 storeys

Making connections

Gateway to Church Street

Market and enterprise

Retail frontage to Church Street

Existing situation

Homes

Total= 45

c. 700 m2 retail

Buildings

27 Mulready Street
 27-53 Church Street
 20-33 Salisbury Street
 30-45 Ashbridge Street



Land use and massing

Delivery of the Church Street masterplan allows for significant diversification of land uses through the area. Land uses have been carefully distributed in order to help fulfil the overarching objectives of delivering new homes, creating jobs and enterprise and improving the health of residents.

The masterplan creates a focus of activity around three key routes: Church Street, Lisson Grove and Bell Street. Uses and facilities have been located strategically to ensure each street maintains a unique character and offer.

Church Street itself becomes the heart of the masterplan. New quarters are established, including a new food quarter at the intersection of Church Street and Edgware Road, building on existing footfall and the proposals for a new gateway at this location.

Another gateway is proposed at the junction of Church Street and Lisson Grove, where the cultural quarter is planned. Building on the success of the Cockpit Theatre, a hub for arts and entertainment would draw new and existing visitors to the area, generating increased footfall and economy.

Public realm enhancement works and upgraded shopfronts will create an attractive and safe environment for the improved retail offer at Church Street. New flexible retail units and centrally located workspace would provide suitable space for all types and sizes of businesses.

The commercial offer will have a variety of types and tenure to enable job creation and develop an enterprising community at Church Street. This would include opportunities for live-work units with the potential to accommodate both new start-up businesses as well as established companies. The masterplan will increase active frontages at ground floor by relocating existing B1 and A2 uses to upper storeys.

The masterplan will build on the existing character offered by Bell Street through public realm improvements, creating a setting to this historic commercial street and a greater sense of place. A similar focus of the commercial offer along Shroton Street/Hayes Place is also proposed.

A fundamental aspiration of the masterplan is to improve the evening economy. This can be effectively achieved through land use planning creating centres of gravity through restaurants, bars and cultural venues, alongside the potential for a later trading market.

Church Street and Edgware Road will maintain their retail presence at ground floor level, with a greater emphasis on cafés and restaurants at their intersection. The masterplan re-provides 7,000sqm of

retail space and provides an additional 2,000sqm at sites A,B,C and Little Church Street.

Not only will this diversify the offer provided in the area, but it will also bring much needed evening activity and economy to the neighbourhood. There is the opportunity for a new anchor store to draw shoppers further down Church Street from Edgware Road.

A new community hub, anchoring the intersection between Church Street and the Green Spine will be a significant new facility for the community, offering training, resources and workspace. In addition to this a new health centre will be provided on Lisson Grove, located on a key route through the neighbourhood, easily accessible for local residents and those travelling from further afield.

Building height

The masterplan provides the opportunity to influence the physical urban fabric of the neighbourhood. It sets out a height profile which responds to the surrounding proposed and existing context. Massing and scale of proposed buildings has been carefully considered in order to improve Church Street's townscape, creating a sense of arrival and place and providing clarity and comfort at street level. The width of Church Street allows for a modest increase in building heights that can positively influence townscape, rather than detract from it. Increased height and gateway buildings at the junction with Edgware Road will give greater significance to this key street, aiding clarity in the street pattern and attracting footfall.

Interest and wayfinding is provided along Church Street by variation in height and designs, especially at key junctions and spaces. Rigorous testing has determined heights at Church Street.

The council has recently completed a consultation on 'Building height: Getting the right kind of growth for Westminster'. The responses are currently being analysed. The revised policy, once published, will inform future plans for the City and therefore the building height proposed here may change to be compliant.



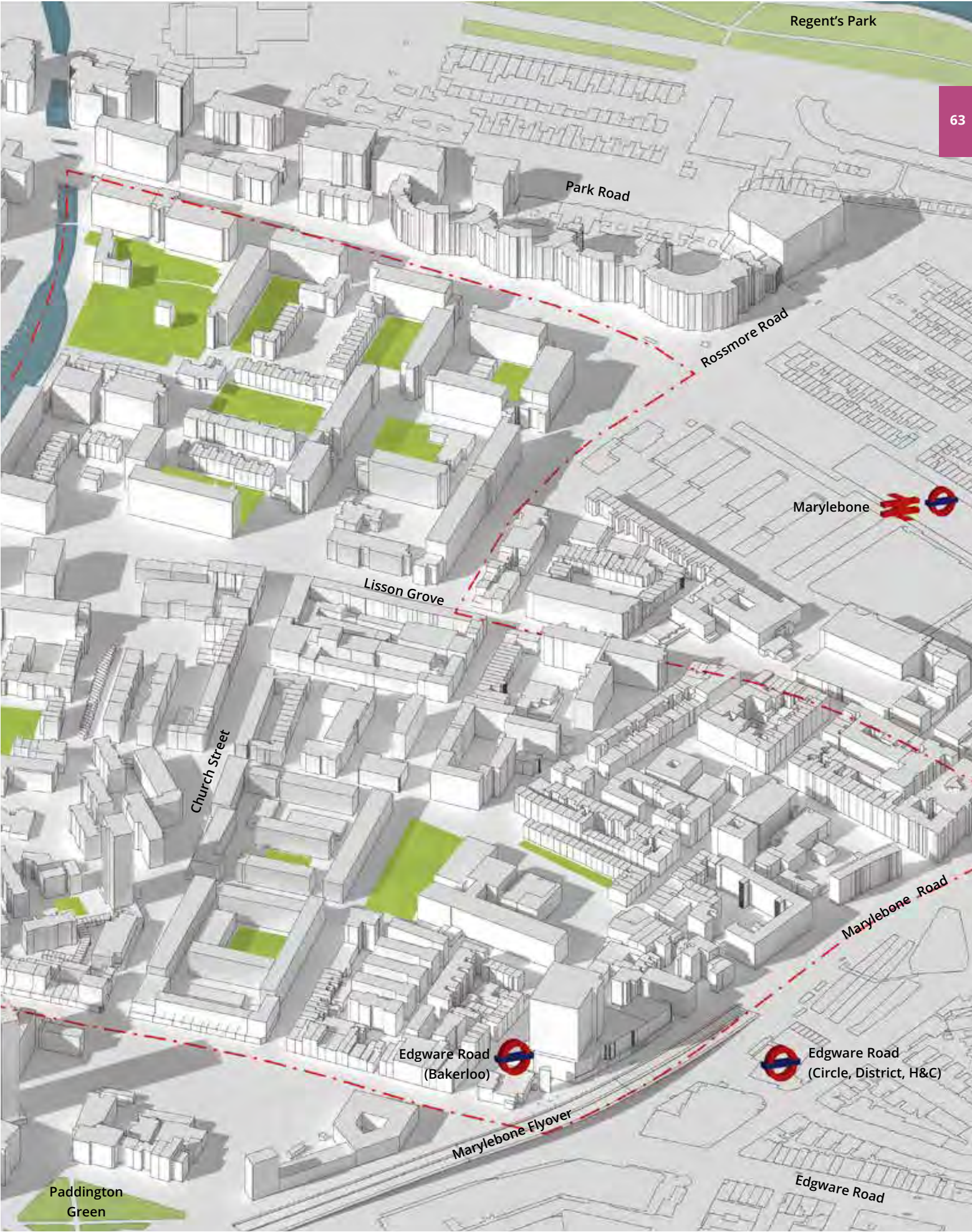
Indicative building heights



Existing massing

At the time of the Church Street Ward Profile, November 2015, the ward had 10,565 residents. In a site of 44 hectares, this is 240 people per hectare.





Park Road

Rossmore Road

Lisson Grove

Church Street

Marylebone



Edgware Road (Bakerloo)



Edgware Road (Circle, District, H&C)



Marylebone Road

Marylebone Flyover

Edgware Road

Paddington Green

Proposed massing

With an estimated increase in the local population by around 3,400 residents, the estimated density for Church Street masterplan is 320 people per hectare.

There are lots of ways of calculating density such as habitable mass per hectare. All of these measures will be considered on a site by site basis.

We recognise that an increased population puts pressure on already deficient open spaces and therefore our masterplan provides a 40% uplift in the amount of open space provided

within the area. Options for massing, types and land uses were tested in order to respond to changing conditions and pedestrian footfall whilst also maximising the potential of the site.

Mansion block types make a smooth transition between the domestic scale of terraced houses and the high rise residential buildings. These will comply with the latest fire safety advice and planning regulations.





Paddington Green

Edgware Road (Bakerloo)

Marylebone Flyover

Edgware Road (Circle, District, HandC)

Edgware Road

Church Street

Lisson Grove

Park Road

Rossmore Road

Marylebone

Marylebone Road

Church Street market

A fundamental feature of Church Street is the market. The Church Street masterplan provides the opportunity to improve both the market offer to the community and the facilities offered to existing and future vendors. The purpose of any detailed proposals for the market should be the retention, improvement and evolution of the existing market, building on its heritage.

Redesigned layout

The market layout needs to be redesigned to work more efficiently, benefiting vendors and local shop owners. A single, level street surface would allow for back to back trading at the centre of the street, allowing footfall to benefit market traders and shop owners equally.

The antiques market will remain to the east end of the street, and the western end of the market will be improved and diversified in terms of its product offer, including an emphasis on hot food around the Church Street Triangle. The triangle will also be re-designed to support temporary events. Traders will be provided with van parking, additional storage space and an electricity supply in order to support their ongoing businesses.

Back to back trading benefits the traders as they will share a “back of house” area with the trader behind them, hence increasing the security of their stock. It also benefits the retailers who will be looking onto the trading face of stalls not unsightly back covers.

Overall this will give the market a much more consistent and brighter look. Some market traders will take stalls on both sides to have “walk through” stalls linking both sides of the street, although pedestrian breaks in the stalls have been allowed for in our design.

The same principles apply to the Saturday market, when trading expands from Salisbury Street to Lisson Grove, with more specialist traders adding to the general traders and some hot food included to add variety to the food offer.

The proposals allow for an occasional Sunday market, which would be subject to detailed business planning and consultation. This may include further testing of a specialist antiques, collectables and second hand market operating between Lisson Grove and Salisbury Street with hot food operators at the Salisbury Street end.

Services

The masterplan considers the following elements fundamental to an efficient servicing strategy for the market;

- provision of pop-up power supplies to each group of stalls which will mostly be for lighting and this will be low ampage. Where hot food is operating there is an increase in ampage to accommodate electrical equipment.
- Water supply will be provided to hot food locations as well as to the fish and fruit and veg traders.
- Pop-up services allow for a clutter free street when the market is not operating. Trader toilets will be located in each of the new blocks, on Sites A and B, either in the basements along with the storage and parking, or at ground level close to the entry/exit points for the market traders.

Market trader parking and storage

A number of scenarios will need to be considered for market trader parking and storage, all of which provide capacity for trader parking for a revitalised market. All scenarios will need to include trader toilets and washing points. The delivery of these facilities will need to be linked to the phased delivery of key regeneration sites, with interim arrangements a key delivery consideration.

Market during construction

The market will be impacted strongly by the masterplan. In the long term this will be for the better as a purpose designed streetscape will allow the market to operate much better than today.

The masterplan proposes the delivery of Church Street public realm enhancement early on. Following on from that, further improvements to the market layout and logistics will be implemented.

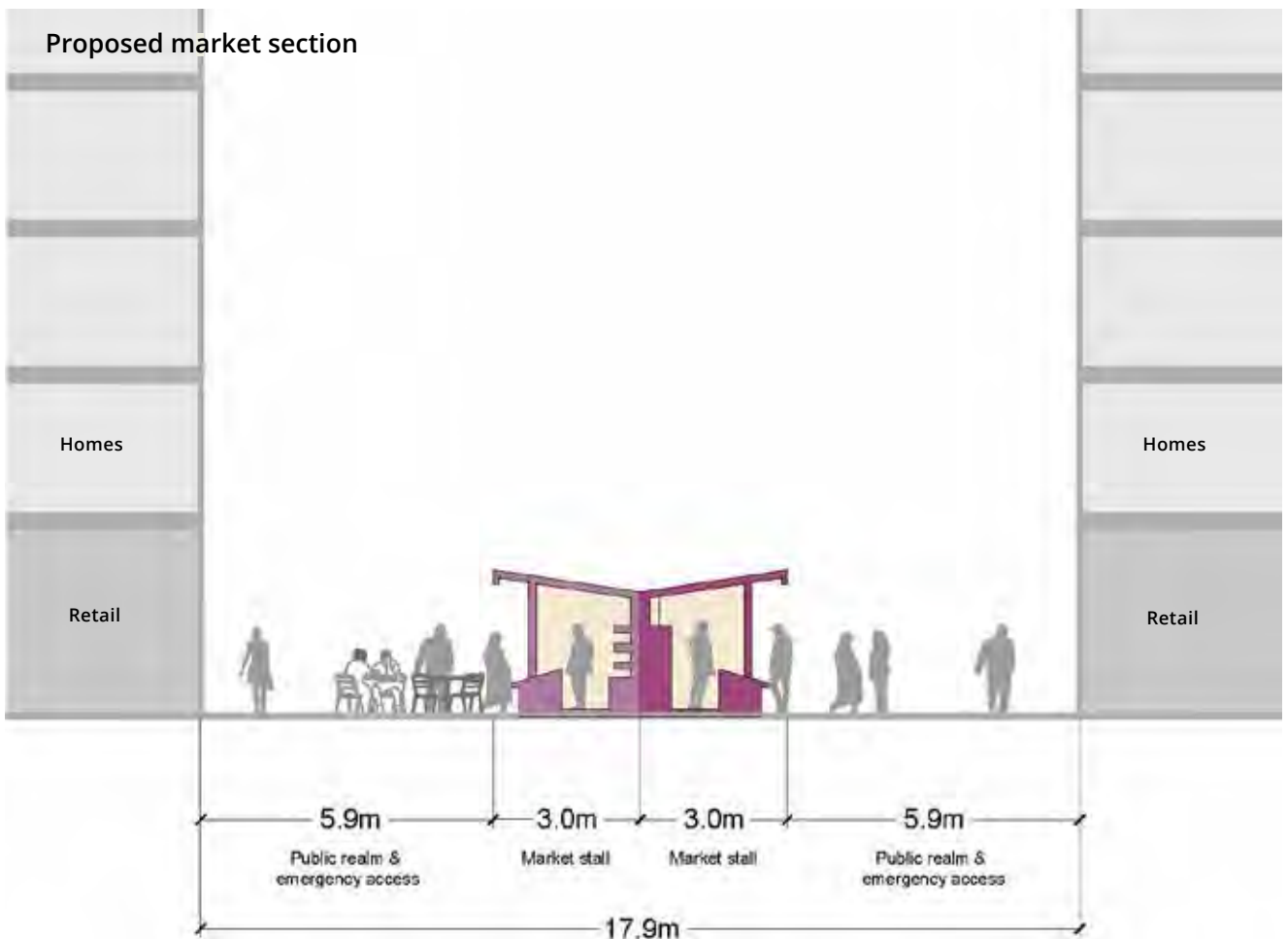
As the process of hoarding, demolition and new building of each site along with associated street enhancement works proceed, the market might need to be relocated temporarily. If that is the case, the most sensible location is Salisbury Street, which will keep the market as one unit, encouraging customers to continue to use as many stalls as possible. As the sites are completed, the market would move back into Church Street.

Proposed market layout

- Hot food
- Fresh produce
- General & clothes
- New enterprises
- Electricity supply
- Water supply
- Trader toilet facilities
- Market trader vehicle route during market hours
- No access beyond this point for vans



Proposed market section





Church Street Arts & Antiques Quarter

As a result of the establishment of Alfies antiques market in 1976 a cluster of small, high-end, antiques businesses sprung up on Church Street, many having started in Alfies and subsequently graduating to their own premises. Today, Alfies is home to around 80 traders and there is a further 20 shops located at the east end of Church Street. As with the market the arts and antiques quarter is a fundamental feature of Church Street and an important source of employment. In the context of the masterplan, the arts and antiques businesses, alongside the Cockpit Theatre, provide the foundation on which to build new cultural facilities and stimulate creative sector enterprise.

In the short term we will bring businesses together to collaborate with the Council and partners. This activity has already begun and a recent pilot event for a Sunday arts and antiques market, branded 'Antiques Anonymous' was extremely successful, attracting around 5000 visitors over the course of the day. The traders and Council are now working to establish the market on a regular basis.

In the short to medium term, the approach to supporting the development of the arts and antiques quarter will be primarily through smaller interventions that will help to increase footfall, improve the trading environment, stimulate enterprise and build resilience into the existing business community. Many of the smaller scale interventions (e.g. creation of affordable workspace) will test and inform the design and delivery of any larger scale, long term, activity.

In the short to medium term the following actions will be explored:

- In partnership with the business community create a detailed vision for the arts and antiques quarter – linked to the emerging Cultural hub vision
- Destination marketing – develop and communicate a new identity for the arts and antiques quarter that dovetails with any new market branding
- Trader incubation – in collaboration with Alfies and, should it go forward, the operator of any Sunday market
- Develop a complimentary street food offer at the Salisbury Street end of the market or on the 'triangle' area facing the toilet block
- Curation of council owned commercial property – using the councils property to ensure that the street encourages uses that complement the longer term ambition for the cultural quarter
- Public realm improvements – where they don't impinge on the major regeneration sites
- Forming a council officer group to coordinate those with a stewardship role within the area to ensure coordinated delivery of services
- As a pilot project, refurbish 66-72 Church Street to provide a flexible affordable work/exhibition space for the creative industries
- Continue to support the use of vacant council shop units for pop-up shops and exhibitions as a means of attracting a new demographic to Church Street

Longer term actions:

- Develop a strategy for new commercial space in the regenerated blocks that allows expansion of the arts and antiques businesses including a gallery/exhibition space.
- Improve signage at local transport interchanges and gateways to both the market and antiques quarter
- Develop a public art programme to reinforce the identity of the area in respect of culture, artists and makers
- Provide a mix of affordable workspace and maker space that stimulates the clustering of creative businesses
- Create a local network of affordable workspace that allows enterprises to grow and move on within the area



Possible design approach

Landscape and public realm

Approach and overarching principles

Delivery of the Church Street masterplan should set a high standard for healthy, sustainable regeneration. The landscape strategy is key to the overall masterplan and will be fundamental in achieving its aims to improve opportunities for a healthy lifestyle within Church Street. The landscape framework will help to re-stitch the area, shape the design and use of new buildings, promote high quality streets and spaces, provide opportunities for outdoor recreation and enhance the overall character of Church Street.

The fundamental principle of the landscape strategy is to create places that are healthy; socially, environmentally and economically successful. This may be achieved by implementing the following overarching principles:

1. Promote a healthy and active community

Green spaces are vital for healthy places. Both physical and mental well-being must be considered. Places should be designed with purpose, whether for a specified activity or for a sense of tranquillity and passive leisure. It is well-documented that green spaces and nature are essential for psychological well-being, whilst opportunities for outdoor recreation are important factors in the encouragement of active lifestyles. Good quality green spaces that provide a variety of opportunities and experiences are essential for the well-being of a community, particularly those that are densely populated and urban in nature. Community food growing, opportunities for play, outdoor sport and opportunities for social interaction and community events should all be provided within Church Street.

2. Create a well-connected neighbourhood

Church Street is currently severed from its surrounding areas by transport infrastructure which creates physical and psychological barriers. The Church Street area itself is also fragmented through years of ad-hoc urban planning. The masterplan addresses these issues through proposing well-designed streets that will create cohesion between the neighbourhood and its surroundings. The public realm strategy has been developed alongside

a transport strategy which proposes traffic calming and enhanced road crossings to further improve the pedestrian connectivity of the neighbourhood. The masterplan proposes to introduce more typical street patterns as well as reinstating historic streets. These will be set within a 20mph zone to create streets that are designed for people first.

3. Create a distinctive and diverse place

Landscape and public realm are fundamental to how places are perceived, both by those living there and those visiting the area. Currently the outdoor environment within Church Street offers little by way of quality parks or public realm. The masterplan provides the opportunity to create a high quality environment, with well-designed public realm and attractive parks. These should be distinctive, reflective of the Church Street community and its diversity.

4. Tackle open space deficiency

Large parts of Church Street are deficient in access to open space. Overcoming these deficiencies is a primary driver for the masterplan, which proposes a large increase in publicly accessible open space and a more evenly distributed network of squares and parks which vary in scale and character. Links between these proposed spaces will be enhanced to create a well-connected internal green infrastructure. The masterplan could achieve approximately 40% additional increase in publicly accessible open space.

5. Enhance green infrastructure and biodiversity

With increasing pressure placed upon urban environments, it is important to consider natural systems. Currently Church Street has extremely limited green space and lacks biodiversity. The masterplan provides an opportunity to enhance greatly the environmental quality of the area. New green spaces are proposed to encourage biodiverse planting and habitat creation, whilst proposed enhancements to streets offer potential for sustainable drainage and street trees to be planted.

Landscape masterplan

The landscape masterplan aims to introduce new open spaces and to enhance those that are existing to create an interlinked network of parks and squares, whilst improving connections to adjoining neighbourhoods.

1. Church Street Triangle (existing / enhanced)

A flexible 'market square' with high-quality paving, seating, lighting and robust landmark trees

2. Broadley / Lisson Gardens (part of Green Spine proposals)

Existing green spaces conjoined and enhanced to be the primary play space within Church Street and the core of the Green Spine

3. Nightingale Place (proposed)

A new public square with sunny seating spots and occasional performance stage in the cultural heart of Church Street, opposite the Cockpit Theatre within the cultural quarter

4. Capland Gardens (proposed)

A neighbourhood green space with natural play, diverse planting and landscaped slopes suitable for wheelchairs to replace the existing steep ramps

5. Orchardson Park (proposed)

A new neighbourhood park with orchard, meadows, community growing and play amenity

6. Orange Park (existing / enhanced)

Existing play park; gated spaces enhanced with meadow planting

7. Lilestone Gardens (proposed)

Series of pocket park open spaces with communal growing and rest spaces and opportunities to play

8. Hardington Street (proposed)

Historic street reinstated and extended as a pedestrian only link with enterprise / retail frontage

9. Fisherton Street / Orchardson Street

Proposed future extension to Green Spine and priority area for future phased reduction in on-street parking, to integrate planting and rest spaces

10. Lisson Green Estate Open Space and Sports Courts

Existing open spaces retained, with improved access and biodiverse planting

11. Orchardson Street Green Link (proposed)

Proposed pedestrian-only green link to be bridged over Regent's Canal as part of a proposed extension to the Green Spine

12. Upper Canal Walkway (existing / enhanced)

Enhanced access to the upper canal walkway from Lisson Grove, with an improved walkway experience linking to Regent's Canal footbridge





Parks, streets and public realm

Parks, streets and public realm are vital for the health and well-being of a community. They are where people come together to meet, play, exercise and celebrate, or simply to catch a quiet moment amongst nature. They are critical in the creation of active, attractive neighbourhoods where people want to live, work, visit and invest in.

The masterplan proposes a series of parks and public realm spaces and should achieve approximately 40% increase in publicly accessible open space.

These open spaces should perform multiple roles, such as providing space for exercise and play whilst also enhancing biodiversity, retaining and cleaning stormwater and helping to improve air quality. The green spaces proposed as part of the masterplan are therefore designed to function in simultaneous ways for both nature and people.

The Green Spine, planted with large-scale street trees, will create a strong back-bone to the landscape framework, which future parks and public open spaces should hang from to create a linear green route that provides a variety of landscape and social experiences. The masterplan proposes to extend the Green Spine northwards, bridging over Regent's Canal to create a green route between Church Street and St. John's Wood.

Well-designed streets form a primary part of the landscape and public realm strategy. These can help to promote walking and healthier active transport modes, improve air quality, provide urban cooling, and enhance biodiversity. The strategy aims to shift the mind-set of what neighbourhood streets should be. Rather than busy, car-dominated routes that are cluttered and have poor air-quality, it is envisaged that through the masterplan streets will become more walkable and pleasant for pedestrians with clear generous footways and an abundance of street trees and other planting. It has been closely coordinated with the transport strategy.

The masterplan proposes parks, streets and public realm that will:

- Be designed for people first
- Promote opportunities for a healthy lifestyle
- Help to overcome deficiencies in access to open space
- Provide a variety of landscape types and experiences for people of all ages and backgrounds
- Be multi-functional and provide benefits for both people and nature
- Be accessible to all
- Be biodiverse and create opportunities for learning about the environment wherever possible
- Promote social interaction and provide opportunities for community events
- Contribute to the Westminster Biodiversity Action Plan and Church Street Green Infrastructure Strategy
- Align with the Westminster Open Space Strategy

Health and well-being

Regular outdoor exercise is paramount for a healthy community, whether through promotion of regular walking or providing sufficient space for sport and play. The parks, streets and public spaces within a community are key to healthy lifestyle choices. The mental and social benefits of parks and public open spaces are also significant for health and well-being. Interaction with natural elements has calming and stress-reducing for people, particularly within dense urban areas, whilst regular social interaction with other residents can create a sense of community well-being. Public spaces should encourage this and provide areas for passive interaction as well as programmed events and activities for people to come together as a community.

40% increase in publicly accessible open space proposed within Church Street ward



Existing public open space provision and deficiency
 (Note: Existing 'Public Open Space' as classed in the Westminster City Council Open Space Strategy 2007)



Proposed public open space provision and deficiency. Assumes:

- Proposed open spaces achieved
- Existing Lisson Green Estate open space and sports area to be managed / considered as 'Public Open Space' in future
- Church Street Triangle upgraded and classed as 'Public Open Space' ('Civic Space' category)

Provision: Green infrastructure and biodiversity

Church Street suffers from a lack of green infrastructure and biodiversity due to its heavily urban nature and lack of natural green spaces. The masterplan provides the opportunity to enhance greatly both green infrastructure and biodiversity within Church Street as well as for the wider Westminster Green Infrastructure network and Biodiversity Action Plan.

Church Street's most important wildlife asset is Regent's Canal, which passes east-west through the north of Church Street and is an area of high ecological value. Broadley Street Gardens and Lisson Gardens provide the most diverse and attractive planting in the area. Lisson Street Gardens is also a designated local Site of Importance for Nature Conservation (SINC), which will be enhanced through the Green Spine.

The Green Spine

The Green Spine will form the main axis of the landscape framework running north-south through the area. The first phase will co-join Broadley Street Gardens and Lisson Gardens to create a neighbourhood park with play for all ages, communal growing and a 'wild' naturalistic planting palette. Lisson Street will be pedestrianised as part of the proposals. The second phase will comprise part of the Luton Street development and will connect Salisbury Street with Luton Street via a pedestrian and cycle-only linear green route. It will have an abundance of planting with species selected to represent the diverse backgrounds of Church Street residents and will have integrated natural play features.

A later phase of the Green Spine is proposed to continue northwards from Luton Street along Fisherton Street, connecting to the proposed Orchardson Park. It is proposed to continue further north and bridge over Regent's Canal through the creation of a pedestrian and cycle-only green route between Church Street and St. John's Wood.

The proposed extension of the Green Spine should be coordinated with a phased reduction in on-street parking along Fisherton Street and Orchardson Street to enable sufficient capacity within the street for abundant planting and generous footways. It will continue the 'wild' and biodiverse planting palette of the Green Spine and should introduce sustainable drainage along its route. The Green Spine will favour pedestrians over other transport modes, but will form part of the highways network in places.

The masterplan proposes the enhancement of green infrastructure and biodiversity by:

- Protecting and enhancing existing biodiverse and green infrastructure sites
- Increasing the overall provision of natural green space and planting and habitat diversity within them
- Increasing the diversity of green spaces that should cover a broad range of habitat types including species rich grassland, meadows, Sustainable Urban Drainage Systems (SuDS), orchards, native shrubs and trees
- Providing a range of habitat features within parks and as part of building design including bat/bird boxes, insect hotels and bee hives.
- Proposing plant and habitat species that are noted as being of importance to the Westminster Biodiversity Action Plan
- Proposing urban greening to new buildings

Green Spine: Initial Phase

1. Broadley Gardens / Lisson Gardens co-joined and enhanced with play, communal gardening. Lisson Street pedestrianised as green link, with no through-access from Ashmill Street
2. Salisbury Street made one-way with reduced on-street parking, replaced with planting, generous footways and pocket spaces

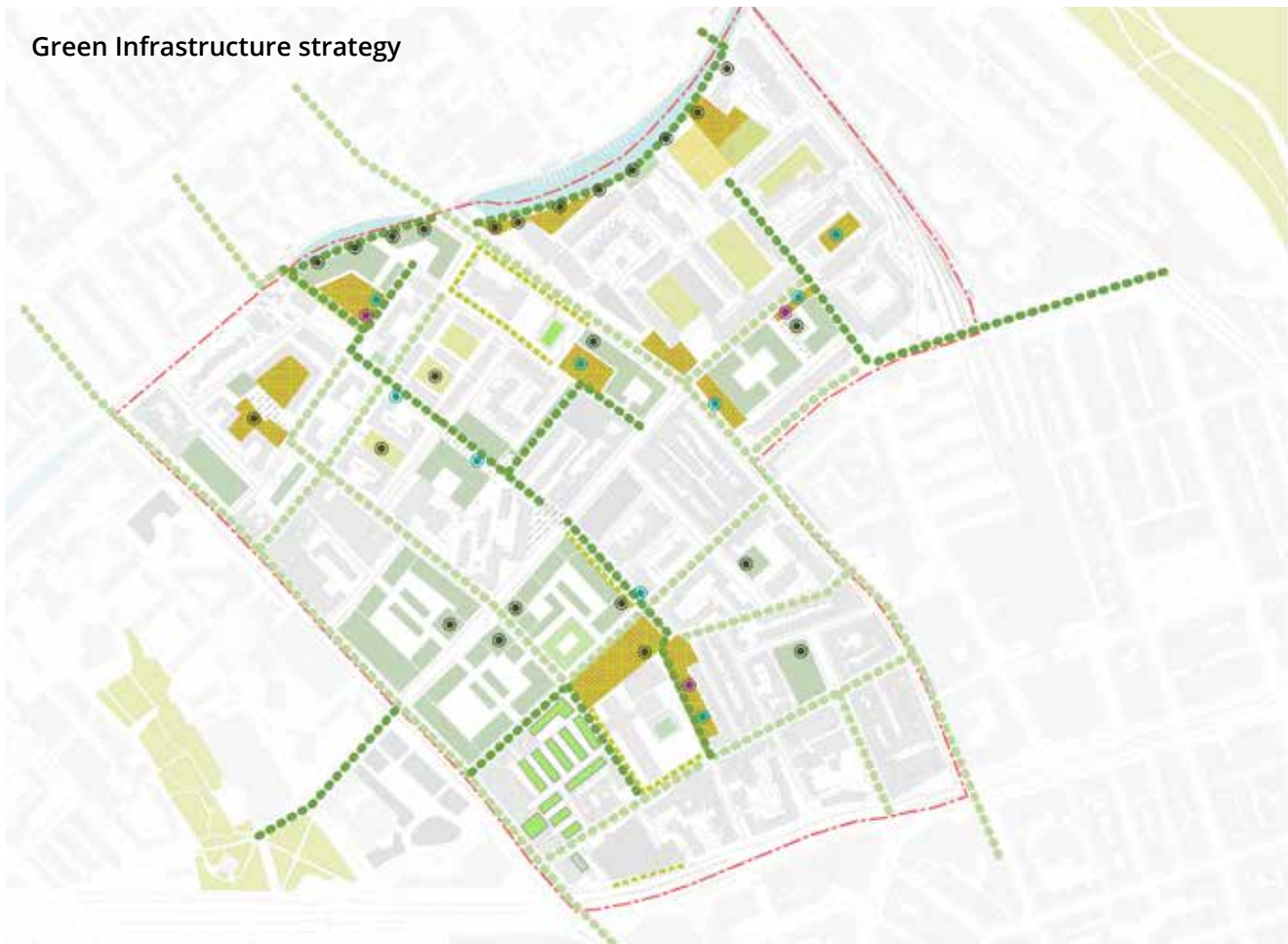
Green Spine: Luton Street Phase











3. Part of the Luton Street development, Salisbury Street will be reconnected to Luton Street at street level to form a pedestrian green link with abundant planting and incidental play

Green Spine: Potential Future Phase

4. Reduced on-street parking along Fisherton Street to accommodate increased tree and other planting to continue the Green Spine from Luton Street to Orchardson Street
5. Creation of an 'Orchardson Street Green Link' to further extend the Green Spine through the proposed Lisson Green development site. The link should be pedestrian and cycle only (with emergency vehicle access to new buildings) and implement a footbridge over Regent's Canal, connecting Church Street with St. John's Wood
6. Planting and paving continued along section of Orchardson Street to link to the proposed 'Orchardson Street Green Link'

Green Infrastructure strategy



-  Proposed / enhanced planting noted for biodiversity and ecological value
-  Proposed building with potential for green/blue roof for biodiversity and sustainable water management
-  Existing building retro-fitted with green roof
-  Existing building fitted with green roof
-  Proposed avenue tree planting of noted species for biodiversity / air value
-  Proposed infill to existing avenue trees where possible. To be complimentary to existing species
-  Green wall / vertical greening proposed to existing wall
-  Community growing including fruit trees or urban allotments
-  Proposed rain gardens or SuDs features to parks and existing streets
-  Proposed habitat features to existing and proposed structures or green spaces including bat / bird boxes, insect hotels and bee hives

Green Spine plan



- Green Spine: initial phase **1 2**
- Green Spine: Luton Street phase **3**
- Green Spine: potential future phase **4 5 6**

Church Street Triangle

The existing triangle space at the junction of Church Street and Salisbury Street currently provides the only designed hard public realm space in the centre of Church Street. However, it lacks design quality and does not create a memorable user experience or contribute to the presence of the market or adjacent buildings.

The Church Street Triangle should be designed as a high quality public square that will be a fitting focal point for the market. It should have designed-in flexibility to allow for a variety of uses throughout the year. Community events, performances or occasional market trading could be provided within the space through a curated activity programme.

Opportunities should be explored to animate the central space when it is being used in an informal passive way. Dual-aspect seating could provide opportunities for relaxing and for incidental meetings. Animated objects such as water jets which can be turned on/off and creative lighting should also be considered to animate the space and create a focal point during evening hours.

Whilst flexible, it should also be designed to have a strong landscape structure through large-scale landmark trees for height and combined raised planters/seating to add colour and provide enclosure to the space. As a focal piece of public realm, it should reflect the diversity of the area in its design and provide opportunities for temporary artworks.



Area:

- 635m² (approx)

Access:

- Publicly accessible from Church Street and Salisbury Street. Existing Public Rights of Way to remain

Uses / features:

- Flexible public square
- Occasional formal events / activities
- Passive animation features including controlled water jets or lighting features, social spaces and communal gardening

Indicative soft landscape types:

- Large-scale landmark trees noted for benefits to air-quality enhancement, contribution to biodiversity and seasonal interest

Indicative hard landscape types:

- Feature paving in a mix of hues to denote a primary piece of public realm
- Bespoke benches
- Combined raised planter / seating

Church Street Triangle plan

- 1 Public square / triangle
- 2 Large-scale landmark trees
- 3 Raised planter / seating
- 4 Animating elements / water jets
- 5 Food / retail frontage
- 6 Community use frontage



Orchardson Park

The park will form a new community park to the north of Church Street and be a key green space along the proposed Green Spine. It will be a relaxed and tranquil area for residents to come together to enjoy nature and spend time with family and neighbours. It will anchor and integrate proposed and existing housing in the area.

The park will comprise a variety of landscape types with spaces 'for nature' as well as for amenity. A key feature will be a colourful naturalistic meadow landscape, with sinuous gravel footpaths and an integrated play area with both fixed and incidental play features. Play will be sensitively integrated within the 'wild' landscape and will provide information and opportunities for learning about the environment.

Suitable habitat features such as insect hotels and bat/bird boxes within trees will be provided. An orchard of fruit trees will continue the Green Spine theme of communal growing and provide the opportunity for residents to become involved with managing their landscape and to harvest fruit.

Lawn spaces with perimeter seating will provide a flexible amenity green space to have picnics, kick a ball around or hold social events or gatherings. A perimeter footpath with robust planting will be designed to provide an element of privacy and defensible space to adjacent properties.



Area

- 1715m² (approx)

Access:

- Publicly accessible from Orchardson Street and the proposed extension of the Green Spine, with a fenced / gated perimeter for night-time control. The design of boundaries, edges and signage should indicate the park is publicly accessible

Uses / features:

- Play area integrated with meadow and naturalistic planting, with both fixed and incidental features
- Orchard of fruit trees
- Amenity lawn spaces
- Habitat features and opportunities for learning about the environment

Indicative soft landscape types:

- Colourful meadow with small trees, shrubs and hedging
- Mix of large native trees and orchard of fruit trees
- Mix of species-rich and amenity lawns

Indicative hard landscape types:

- Loose gravel paths within meadow areas
- Resin bound pathways through park

Orchardson Park plan

- 1 Meadow landscape with fixed and incidental play
- 2 Species-rich lawn and grasses
- 3 Amenity lawn
- 4 Communal orchard / fruit trees
- 5 Swale / rain gardens
- 6 'Orchardson Street Green Link' proposal to bridge over Regent's Canal
- 7 Natural surveillance from overlooking buildings



Nightingale Place and Capland Gardens

Nightingale Place and Capland Gardens will comprise a new public square and community park in the centre of Church Street. The design integration of the two is critical to the re-connection of this area of Church Street through overcoming restrictive level changes.

Nightingale Place will comprise a calming public square in the cultural 'antiques quarter' of Church Street. It will be a space to compliment the Cockpit Theatre and provide a relaxing place to sit. Varied ground floor frontage and a designed-in flexibility to how the space may be used will keep the square lively throughout the year. A mix of fixed seating with space for movable chairs should be provided and designed to encourage social interaction, whilst a small tiered platform is proposed to provide informal stepped seating and act as a 'stage' for occasional outdoor performances or events, with potential for curation by the theatre.

Gateforth Street, running between the theatre and Nightingale Place, will be designed to be well-integrated with the square and create a unified pedestrian-priority character.

Capland Gardens will comprise a local park with play features and richly-planted slopes connecting the lower-level Capland Street with the upper-level Gateforth Street. Play designed for young children, with seating areas for parents set amongst colourful seasonal biodiverse planting will provide much-needed green and play space for residents of the area. The landscaped slopes are key to providing sufficient and welcoming wheel-chair access and will visually and physically reconnect the lower Capland Street with the higher level Gateforth Street.



Area:

- Nightingale Place: 660m² (approx)
- Capland Gardens: 880m² (approx)

Access:

- Publicly accessible at all times – access, boundary and interface with adjacent buildings to be coordinated

Uses / features:

- Flexible urban square with fixed and movable seating
- Integrated tiered seating and performance platform
- Curated programme of events
- Sloped wheel chair accessible walkways
- Bespoke children's play (fixed and incidental)

Indicative soft landscape types:

- Seasonal and ornamental street trees and shrubs
- Biodiverse ornamental herbaceous planting
- Native and ornamental street and park trees
- Species-rich and amenity lawns

Indicative hard landscape types:

- High quality paving of mixed colouration
- Bespoke seating and lighting
- Timber platform with integrated casual seating
- Bark chip or other natural play surface to play areas

Nightingale Place and Capland Gardens plan

- 1 Public square for flexible use
- 2 Integrated tiered seating and 'stage' platform
- 3 Gateforth Street as pedestrian-priority street
- 4 Fixed and incidental play
- 5 Sloped gardens providing 1:21 compliant access from Gateforth Street to Capland Street
- 6 Step access from Gateforth Street to Capland Street



Lilestone Gardens

Lilestone Gardens will form a series of pocket spaces within Lisson Green that will provide opportunities for communal growing and provision of incidental and informal play for young children. Its design will compliment adjacent building uses and enhance the green neighbourhood character of the immediate locale, by capitalising on assets such as good mature trees. Generally, the spaces will comprise of:

- **Lisson Gateway:** a gateway space at the intersection of Lisson Grove/Lilestone Street
- **Tresham Gardens:** enhancement to existing green space with improved access/boundary treatment, enhanced biodiverse planting and opportunities for communal growing
- **Lisson Grove open space:** garden frontage to new community building with Sustainable Urban Drainage System (SuDS), planting and seating niches and landmark trees
- **Greenside Gardens:** a linear pocket space under mature tree canopy, with communal growing and incidental play

Wherever feasible, mature trees will be retained, with the introduction of biodiverse under-planting. Design of the spaces will place an emphasis on communal activity including communal growing and seating to encourage social interaction, whilst incidental play elements will create a playful public realm.

There is potential to link the gardens with nearby community building uses to create a programme for learning about growing food with potential to contribute to a community kitchen.

The gardens will be located close to the new health building and may therefore provide a pleasant outdoor environment for those using the health facilities close by.



Area:

- 2235m² (approx)

Access:

- Publicly accessible from Mallory Street and Lilestone Street

Uses / features:

- Raised gardens for food growing with seating
- Bespoke seating niches
- Incidental / natural play elements

Indicative soft landscape types:

- Grow gardens
- Existing mature street trees
- Biodiverse under-storey planting

Indicative hard landscape types:

- Resin-bound surface to garden area
- Park /road edge footways to Westminster Way palette with high quality paving
- Bespoke planters / seating

Lilestone Gardens plans

- 1 Grow gardens
- 2 Incidental play elements
- 3 Existing mature trees retained
- 4 Pedestrian-priority street
- 5 Series of SuDS elements
- 6 Enhanced Lisson Grove frontage



Possible design approach



Movement and circulation

The main aim of the circulation strategy is to address the barriers to movement for people and to create an inclusive and safe environment for the residents, market customers and traders and to provide a transport framework for the new developments.

The key objectives of the movement and circulation strategy are:

- To set out a comprehensive and coherent vision for the site, which builds on the existing sense of place and the transport conditions and allows an incremental delivery to the strategy
- That the commercial viability of the area is maintained through all stages of the transport strategy development
- That new streets and public spaces integrate the site into the surrounding area and encourage people to walk and cycle through
- To develop transport related parameters for the new development sites in a cohesive manner and have no adverse impacts on the streetscape and public realm during construction and improved public realm on completion

The plan puts pedestrians and cyclists at the heart of our proposals. All streets will prioritise pedestrians and cyclists with the speed limit reduced to 20mph (except Lisson Grove). This will be facilitated through a series of raised tables, localised narrowing, and change of surface material.

Connections to the wider network will also be improved including routes under the A40 and pedestrian crossings towards Marylebone Station.

Through-cycle connections will be predominantly limited to Quietways, leaving the proposed cycle network to local traffic, prioritising market users, school pupils, residents, leisure cyclists and commuters.

The proposal is that during market hours, there will be no through access for vehicles on Penfold Street via Church Street. This means that Penfold Street will become an access only street for the properties to the north and south of Church Street, without vehicles crossing Church Street. The whole of Church Street is proposed to be raised and upgraded with surface material changes.

A number of existing streets will be made one-way:

- Mulready Street
- Whitehaven Street
- Gateforth Street
- Samford Street
- Salisbury Street
- Ranston Street
- Daventry Street

Bell Street is proposed to be upgraded with a series of traffic calming measures such as raised tables and introduction of short stay vehicle parking for reducing the width to deter through-traffic.

The transport strategy will be implemented in consideration of the construction strategy for the masterplan area.

Where possible over time, parking will be reclaimed and given back to public realm, making streets for people and reducing the car domination currently experienced. All proposals will be subject to rigorous detailed testing and design processes in conjunction with a planning process and will need to respond to the City of Westminster and London wide planning policy context.

There will be no on-street van parking associated with the Church Street market. One of the aims of the masterplan is to remove the van parking space from the public realm and retain the vacated space for public realm improvements. It is therefore considered that the first key development sites (Church Street sites A and B) provide for the market related parking and storage requirements nearby.

The future on-street parking provision will therefore be prioritised for disabled parking, car club, electric vehicle charging, resident permit and pay and display parking.

New development plots will provide their own vehicle and cycle parking along with their respective refuse storage and collection as far as reasonably practicable.

The following diagrams introduce the proposed strategy with emphasis on making Church Street into a place focussed on the local users such as residents, market traders and market customers, whilst making it attractive for visitors and employees.

Proposed circulation strategy

Street hierarchy:

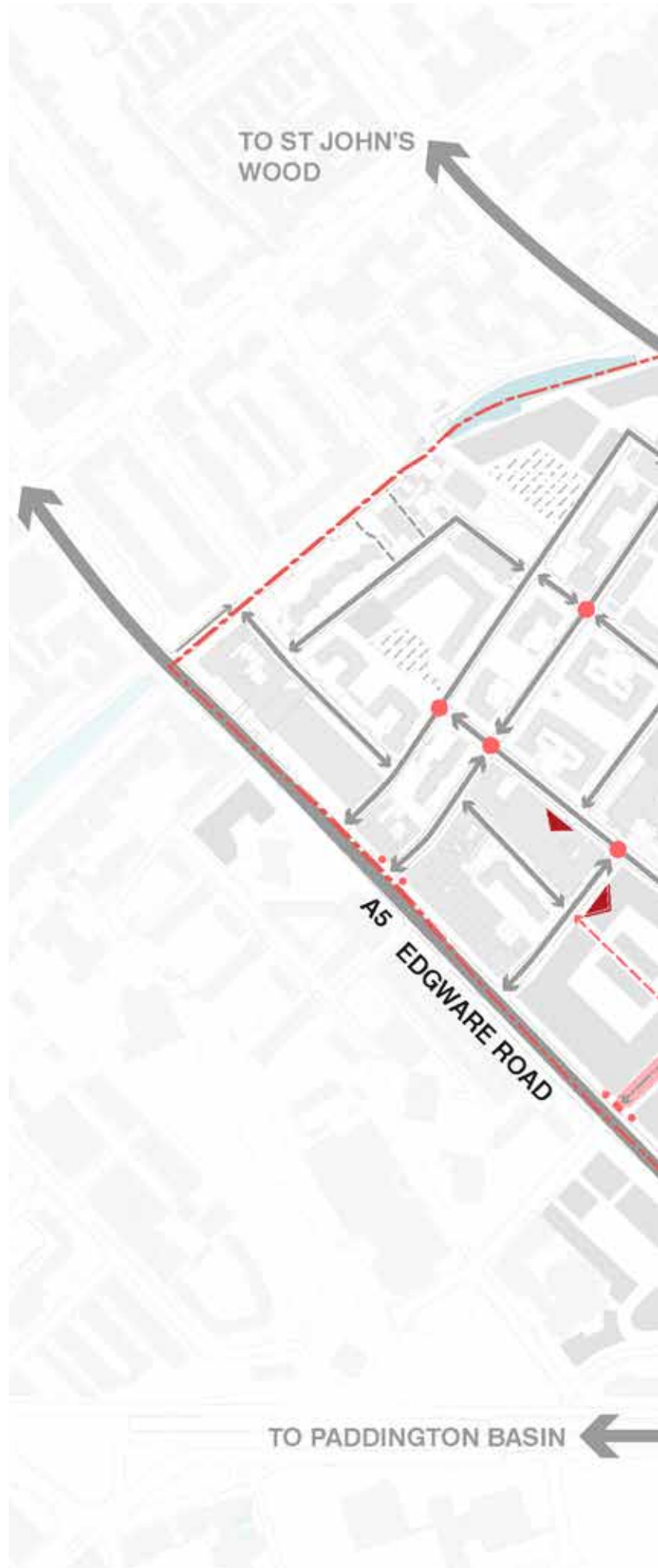
-  Existing two way road
-  Existing one way road
-  Existing one way access via Church Street outside market operating hours
-  Existing pedestrian/cycle only access
-  Proposed one way road
-  Proposed pedestrian/cycle only access

Proposed traffic calming measures:

-  Raised junction
-  Raised table within carriageway
-  Home zone - 20 mph speed limit
-  Church Street restricted access during market hours
(Mon-Fri closed to traffic between Salisbury Street and Edgware Rd during market operating hours, Saturday closed to traffic during market operating hours)
-  Raised Street Level
-  Enhanced footway
-  Traffic-free routes

Market hours measures:

-  Indicative vehicular access
-  Indicative secondary access
-  No access beyond this point for vans

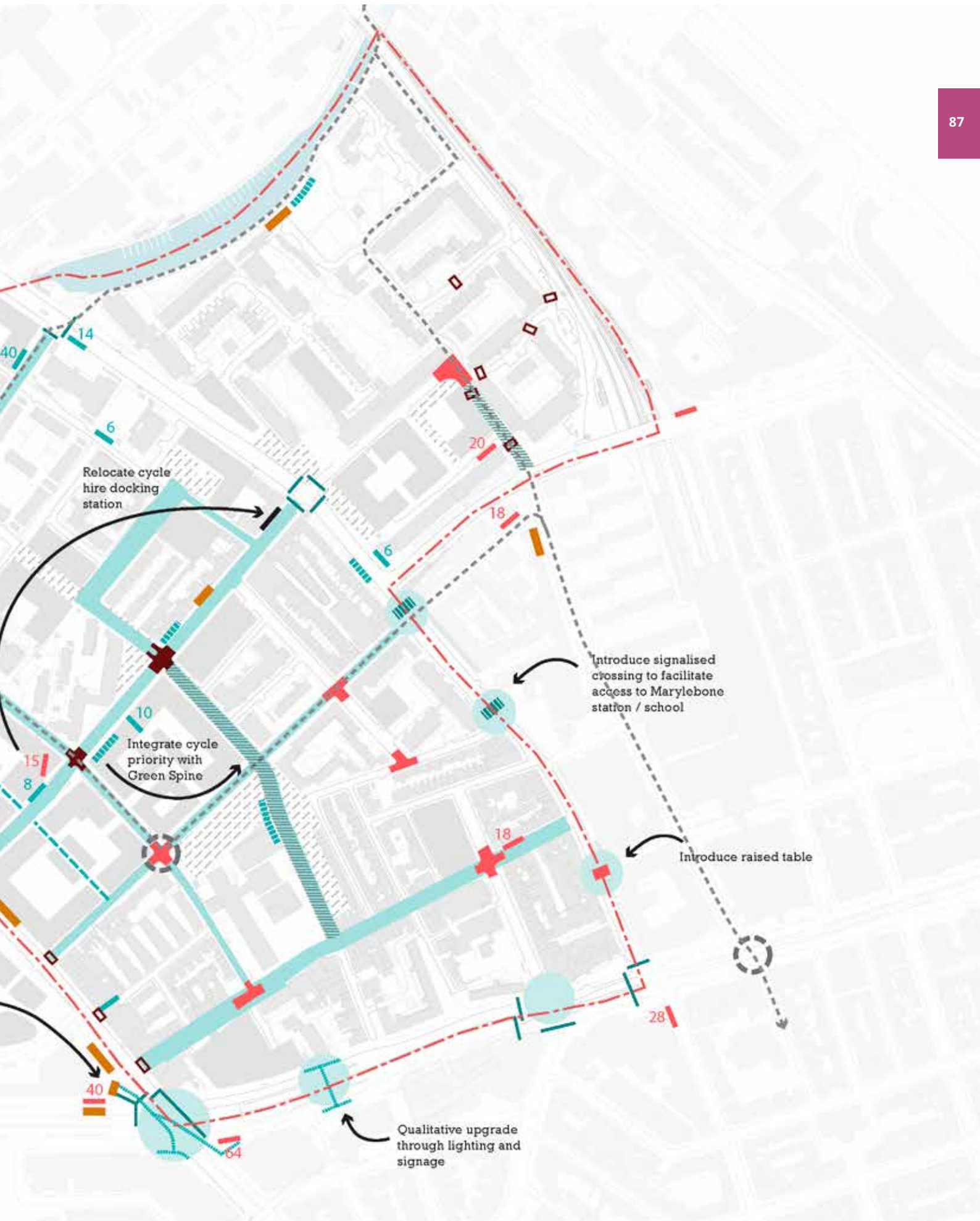




Proposed pedestrian and cycle enhancements

-  Signalise pedestrian crossing
-  Zebra crossing
-  Subway crossing
-  Raised table - existing
-  Raised junction - existing
-  Raised table - proposed
-  Potential traffic calming or other measures to improve pedestrian amenity (20 mph)
-  Road realignment to increase pedestrian realm
-  Areas with significant interventions for enhanced public realm
-  Junction improvement - proposed as part of Quietway
-  Quietway routes - proposed
-  Incidents of 'fly parking'
-  Cycle route improved as part of Green Spine
-  Cycle hire docks with number of cycle hire spaces
-  Existing number of sheffield stands
-  Indicative location of sheffield stands
-  Relocated cycle hire docking stations








Proposed parking strategy


B10 Resident Bay 24 hrs every day inc. Bank holidays


B11 08:30 to 22:00 Monday-Saturday

 Potential location of car club bay

 Areas with loss of parking

 Rearrangement of parking to reprovide loss of parking

 Indicative area of van parking (basement in new development)

 New P&D bays to facilitate drop-off to King Solomon Academy

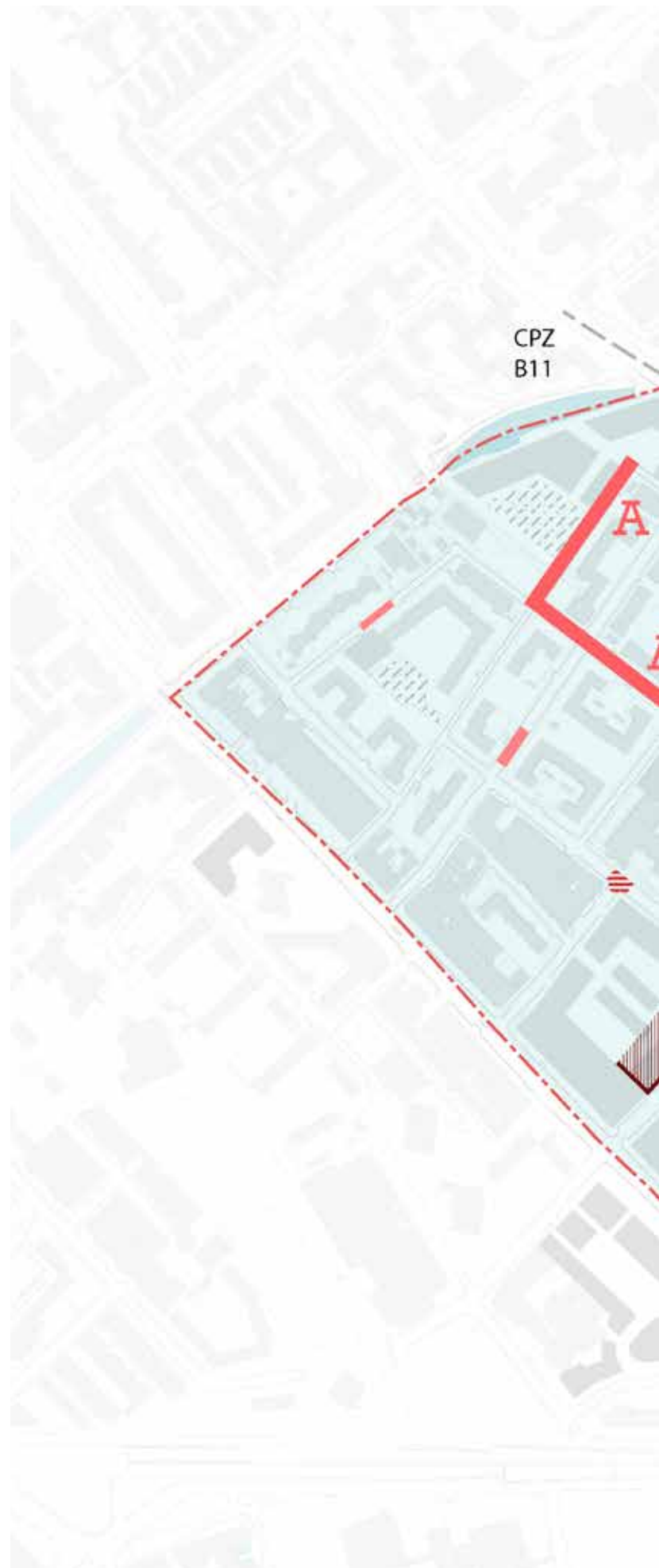
Priority areas for future phased reduction in parking:

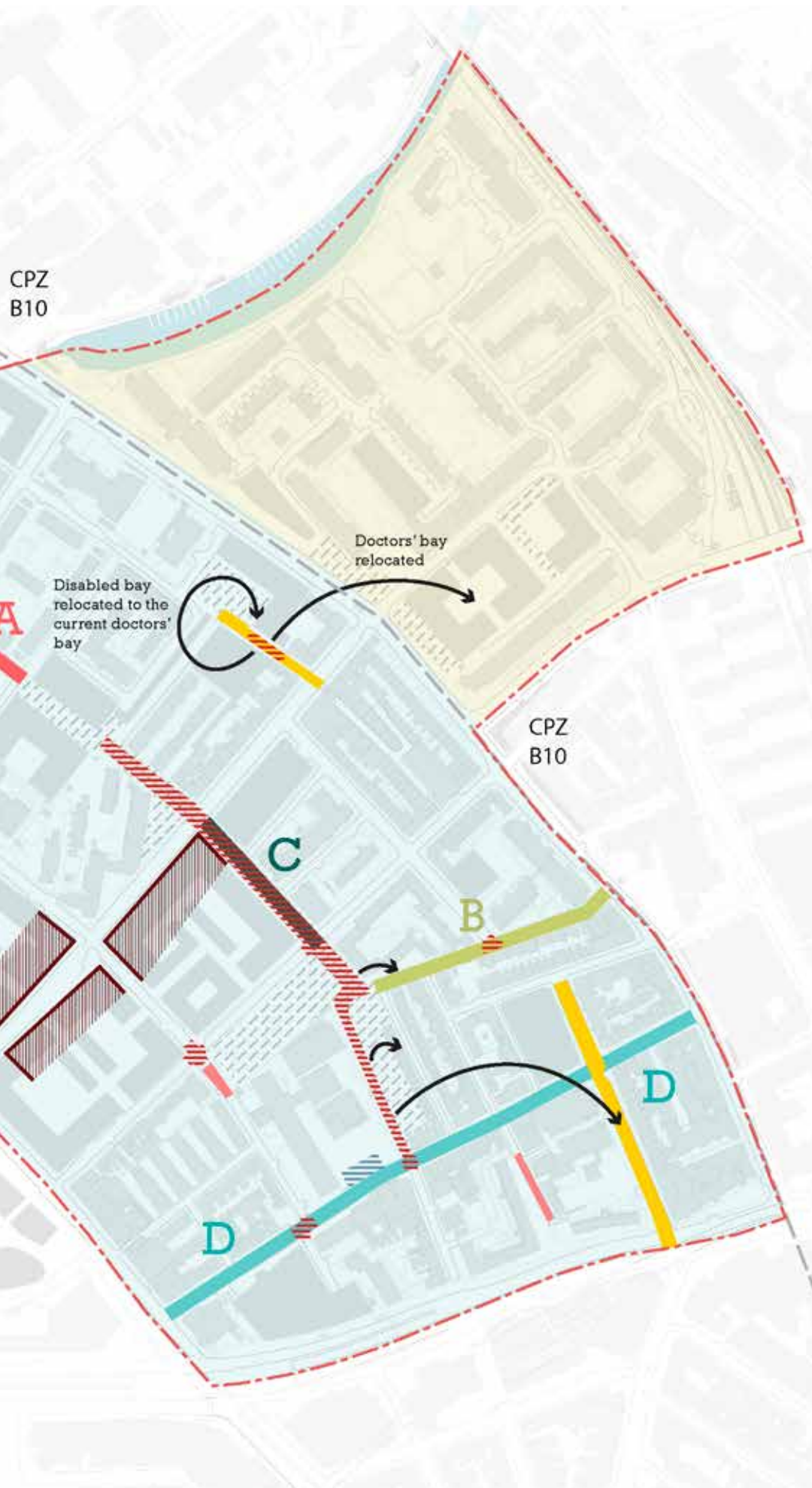
A Fisheron Street / Orchardson Street

B Ashmill Street

C Salisbury Street

D Bell Street





CPZ B10

CPZ B10

A

C

B

D

D

Disabled bay relocated to the current doctors' bay

Doctors' bay relocated

Other opportunity sites



Other opportunities

The Church Street masterplan does not preclude additional sites coming forward over the next 15-20 years or beyond. For example, Lisson Green is considered suitable for potential future development in some locations. Other areas or specific sites within the masterplan area could also be considered for future opportunities.

Lisson Green

Specific proposals have not been identified for Lisson Green during this masterplan process albeit the area is considered to be suitable for potential future development. However, all future proposals for this area of Church Street ward would need to respond to the overarching principles and themes laid out in the masterplan

It is the intention of the council to develop dialogue with the existing residents of the Lisson Green area to better understand how they would like their area to develop and be integrated within the wider regeneration opportunity. The masterplan could, in future years, be added to in order to include any agreed proposals.

Other opportunities

Although other sites and areas within Church Street have not been considered at this stage, this masterplan does not prevent or discourage other potential opportunities emerging. Any such opportunities would be assessed in the context of the masterplan and would be subject to appropriate consultation and planning consents. For example, the council has a borough wide infill housing programme, which assesses sites for smaller scale housing delivery. The Church Street area will continue to be included in such processes.





Lisson Green

Delivery approach



Delivering the masterplan

In order to be able to deliver the masterplan proposals there is a significant amount of work both the Council and partners will need to undertake.

Westminster City Council will ensure that it has the right planning policy framework in place, ensure that all the tenants and leaseholders within the properties affected are consulted, listened to and safely relocated when it is appropriate to do so, in line with its housing policies. The council will also ensure that new homes delivered meet a range of housing need aspirations. There are also property interests that the council will need to seek to acquire if all our aspirations are to be fulfilled. In addition the council will ensure that all proposals meet safety guidance

However, first and foremost, the council will need to ensure that stakeholders, including residents and businesses, understand the proposals, are kept informed and engaged as scheme proposals develop and always know where to go to find out more.

Establishing the planning policy framework

The masterplan has been developed with reference to the existing planning policy framework, including the Westminster City Plan (2016), Westminster Unitary Development Plan (saved policies), the London Plan and the Mayor's Housing SPG (2016).

The scale and quality of health and wellbeing provision, housing, economic regeneration and public realm delivery envisaged by the masterplan has support in current policy to help facilitate delivery. The council's regeneration team will continue to engage with relevant planning authorities as they consult on revisions to the existing planning framework over the life of the masterplan. Detailed scheme proposals will always be required to respond to the planning policy context at the time formal planning applications are made.

The masterplan itself is not a statutory planning document. The planning policy contexts for delivery of its aspirations are set by the City Plan and the London Plan. It is vitally important, however, that the masterplan has sufficient weight to enable it to inform detailed proposals for individual sites and the preparation and consideration of planning applications. As such, the document is a formal non-statutory statement of policy, which can be taken into account in the preparation of any planning applications which come forward in the Church Street area.

Safety considerations

The safety of our residents is our number one priority. All buildings will be designed to a high standard of safety incorporating the latest fire safety advice.

This includes:

- Making the separating (or 'party') walls and floors between dwellings fire resistant.
- Installing individual fire alarm systems in all apartments.
- Fire protecting corridors and escape stairs to allow for a minimum of 30 minutes of protection between communal areas and dwellings.
- Installing vents in all common areas to allow smoke to escape.

Taller buildings above 30 metres high will have additional fire safety measures including:

- Sprinklers in all apartments.
- Designated staircases and lifts for use by the fire service. These will have a higher standard of protection, such as backup power in the event of a fire and two hours of protection between the walls enclosing the lifts and stairs. The stairs will also have fire mains which the fire service can connect their hoses to.
- Careful selection of materials used for external walls to ensure that the spread of any fire outside the building is restricted. All materials will either be non-combustible or have limited combustibility.
- Increased fire resistance to the structure which holds the building up. The taller the building the greater the fire protection of the structure.

The above is consistent with current advice and all proposals within the masterplan will respond to any changes to guidance and legislation throughout the life of the plan. Westminster City Council will always seek to apply best practice in all aspects of safety and will continue to work closely with agencies and governing bodies, such as the London Fire Brigade and the Department for Local Government and Communities, responsible for fire safety legislation.

Housing delivery

Westminster, like the rest of London, faces significant challenges in housing delivery and on a scale which has not been witnessed for some time.

A key element of housing provision is affordable housing, which is defined by the Department for Communities and Local Government as follows;

Affordable housing is social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. From April 2012 affordable housing is defined in the National Planning Policy Framework (prior to this the definitions in Planning Policy Statement 3 apply).

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80 per cent of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing. Homes that do not meet the above definition of affordable housing, such as 'low cost market' housing, may not be considered as affordable housing for planning purposes.

This definition and any updates to it at a national level will be the guiding principle for defining what constitutes affordable housing in any scheme. As part of Westminster's City for All commitments, we will seek to make these options genuinely affordable for local residents by ensuring rental levels are based on local incomes.

The masterplan proposals reflect Westminster's intentions in terms of housing delivery as follows:

- There will be a total number of around 1,750 new homes provided in Church Street, in addition to the 300 new homes already being built or in the pipeline in the area. That exceeds significantly the 1,113 new homes proposed in the Edgware Road Housing Zone
- At least 35% of the new homes will be affordable in line with the council's intention for this part of Westminster. The percentage of affordable homes will be calculated on floorspace as per planning policy guidance and will need to respond to relevant planning policy guidance at the time of application.
- The masterplan will deliver approximately 50% affordable housing in total in the area when taking into account the additional new homes and those that will be re-provided
- Of the new affordable homes it is proposed that 40% will be for social rent and 60% will be intermediate in line with the council's current views set out in the Direction of Travel Housing Strategy to better meet demand. The masterplan is however flexible to respond to future models and approaches to the delivery of affordable housing if and when they emerge
- Protections for social tenants and the provision of a single, local move offer to meet their housing needs
- A comprehensive offer for resident leaseholders

As well as rebalancing the existing housing stock across the area, the aim of the masterplan is to create a sense of place which meets the needs of the existing residents but also creates sustainability for generations to come; meet the latest quality and safety standards and planning policies to deliver new facilities, open spaces, retail and much more; whilst ensuring that the Church Street programme remains viable and deliverable.

Proposed housing mix

The mix of dwelling sizes to be provided will be determined by the household needs of existing Church Street tenants plus the wider housing needs of households the council has a duty to house: this is currently approximately 40% 2 bed and 40% 3 bed, with the remaining dwelling sizes being a mix of 4 bed and 1 bed.

The mix of dwelling sizes in each scheme will be appraised on a case by case basis. The minimum size for individual flats/houses will meet with the standards set out in the Mayor's Housing Supplementary Planning Housing Guidance (Mayor of London SPG 2016). A range of unit sizes will be delivered to meet housing needs and requirements. It is likely therefore that social and affordable units will have larger floor areas than private units and so fewer units may be delivered in these tenures but they will still provide the required percentage of floorspace.

Consultation with leaseholders and identifying housing need

The council will apply the appropriate policies and legislation on tenants and leaseholders at the relevant time within the masterplan delivery programme, due to the fact that the masterplan will be delivered in phases and updates may occur during that time. Current information has been considered in preparation of the masterplan.

The appropriate policy will provide the basis for discussions with leaseholders and tenants directly affected by the masterplan proposals. The council will undertake reviews of housing needs to ensure that the existing and future needs of its tenants and leaseholders are fully considered in the implementation of the masterplan proposals.

Consultation with commercial interests

The council will apply appropriate policies and legislation on commercial interests including third party freeholds, leaseholds within council freehold areas and market pitch licences at the relevant time within the masterplan delivery programme, due to the fact that the masterplan will be delivered in phases and updates may occur during that time. Current information has been considered in preparation of the masterplan.

The council will undertake reviews and engage with all commercial interests affected by the proposals to seek to negotiate a suitable approach to acquisition, replacement or relocation.

Acquisition

Although the masterplan largely identifies opportunities for redevelopment and renewal which are in the council's freehold ownership there are residential and commercial leasehold interests within those areas and some other freeholders who will be affected by the implementation of the masterplan

The first step in any potential acquisition will be to seek to negotiate. If acquisition cannot be agreed via negotiation, then the council will consider the need to acquire by compulsory purchase in order to ensure that the comprehensive nature of the proposed development is not compromised. If there is a need to consider acquisition by compulsory purchase, there will need to be a council resolution to enable this to be progressed. This will only be considered, and the appropriate resolution sought, as a last resort and if it is thought the delivery of the masterplan is significantly compromised without it.

Viability

Viability information is required as part of planning submissions for individual scheme proposals. Prior to that, existing forums for discussing commercially sensitive information will be utilised.

Timescales

Each of the masterplan sites has information about the potential timescales for delivery. This is probably one of the most fluid elements of the proposals, as delivery timescales rely on a wide range of factors including agreement of a scheme, viability and the need to ensure vacant possession. As such a high level delivery programme appendix to the masterplan will be updated on at least an annual basis throughout the life of the masterplan and communicated to local residents accordingly.

Our delivery approach

Westminster City Council is a significant land owner in the Church Street area and as such wishes to retain a suitable element of control and influence in the progression of schemes in the area. As such, the council will;

- Carry out detailed due diligence on all scheme proposals to ensure that they are fully understood and can be delivered
- Seek partnerships with all sectors to deliver the best overall scheme and to utilise expertise from other sectors to do so
- Insist on high quality design and delivery processes including meeting all relevant safety and design standards and adherence to schemes such as Considerate Contractors
- Remain involved in schemes throughout their development and delivery and beyond however is most appropriate.

Engaging with the Church Street community

Westminster City Council intends to ensure that the Church Street community remains a fundamental part of the development of scheme proposals and that this process is iterative and useful to all parties. Some of the key elements of that approach will be;

- To utilise the Church Street Futures Group structure including site and project specific working groups to ensure that resident, business and community representatives can be engaged in development processes and can influence decision making processes.
- To engage with schools and youth provision in the area to ensure that the next generation of local residents and workers have their say on the proposals
- To ensure the provision of a Regeneration Hub or similar space throughout the life of the delivery programme as a first point of contact for enquiries and engagement
- To maintain a regular flow of information to the Church Street community via newsletters, electronic materials and by attending meetings of local resident and community groups as appropriate
- To run Meet the Contractor events for all delivery schemes and ensure all contractors working in the area have clear points of contact and can be held accountable for their activity on site.

