

A Vision for the Future of Maida Hill Market

May 2021 | Draft V2



breeze landscape architects limited
Citizen Architects



HARROW
ROAD W9


City of Westminster

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This report should be read in conjunction with the Annex document which contains a copy of the Working Group Terms of Reference (Annex 1) and records of the engagement sessions (Working Group, Public Engagement, Stakeholder Engagement and Westminster City Council Officer group) and associated outcomes. This report provides a summary of the overall outcome of engagement process through a series of Vision design principles only.

Executive Summary

breeze landscape architects limited, working in collaboration with Citizen Architects, were appointed by Westminster City Council (WCC) in the Autumn of 2019 to develop a community led vision for the Maida Hill Market area of Harrow Road. This piece of work supports a wider 'Place Plan' that WCC are developing with local stakeholders across the Harrow Road area.

The Vision seeks to build upon the existing community infrastructure that exists, create improvements to the existing public space, make better use of adjacent streets and identify neighbouring buildings which could be activated in a more positive way or potentially support new community uses.

This report sets out a summary of the projects aims, community led approach and the vision which emerged through that process. Ten project plans have resulted, based around the key design principles of the Vision, which identify a series of short, medium and long-term projects.

In early 2020 WCC's Place Shaping team secured £900,000 towards the delivery of Harrow Road Place Plan from the Greater London Authority's Good Growth Fund. This funding is being matched by WCC to provide a total project budget of £1.8m. A portion of this funding will be used to deliver some of the short-term projects identified in this report before the end of 2022 through what is referred to in this document as the 'Good Growth Fund Project.' Medium and long-term projects will be explored in more detail when appropriate or as further funding becomes available.

A 'working group' consisting of representatives from neighbourhood forums, local businesses, local school and active members of the community, was established to inform the detailed development of the proposals shown here. Due to national restrictions in response to the Covid-19 pandemic, the latter stages of the project were developed with virtual input from the group and WCC recognise that the pandemic has disrupted continuity of these conversations.

Whilst we believe this work has proven successful in arriving at a broad consensus around key issues and agreeing a shared vision for the Maida Hill Market area; it is by no means a final answer and there is opportunity going forward to inform, refine and develop the thinking set out here. The working group will be re-convened and will retain a key role in informing proposals that will be delivered through the Good Growth Fund project moving forward.

Further information on the Good Growth Fund project can be found by visiting:
www.harrowroad.org

Or you can email the WCC Place Shaping team via:
harrowroad4@westminster.gov.uk



Introduction

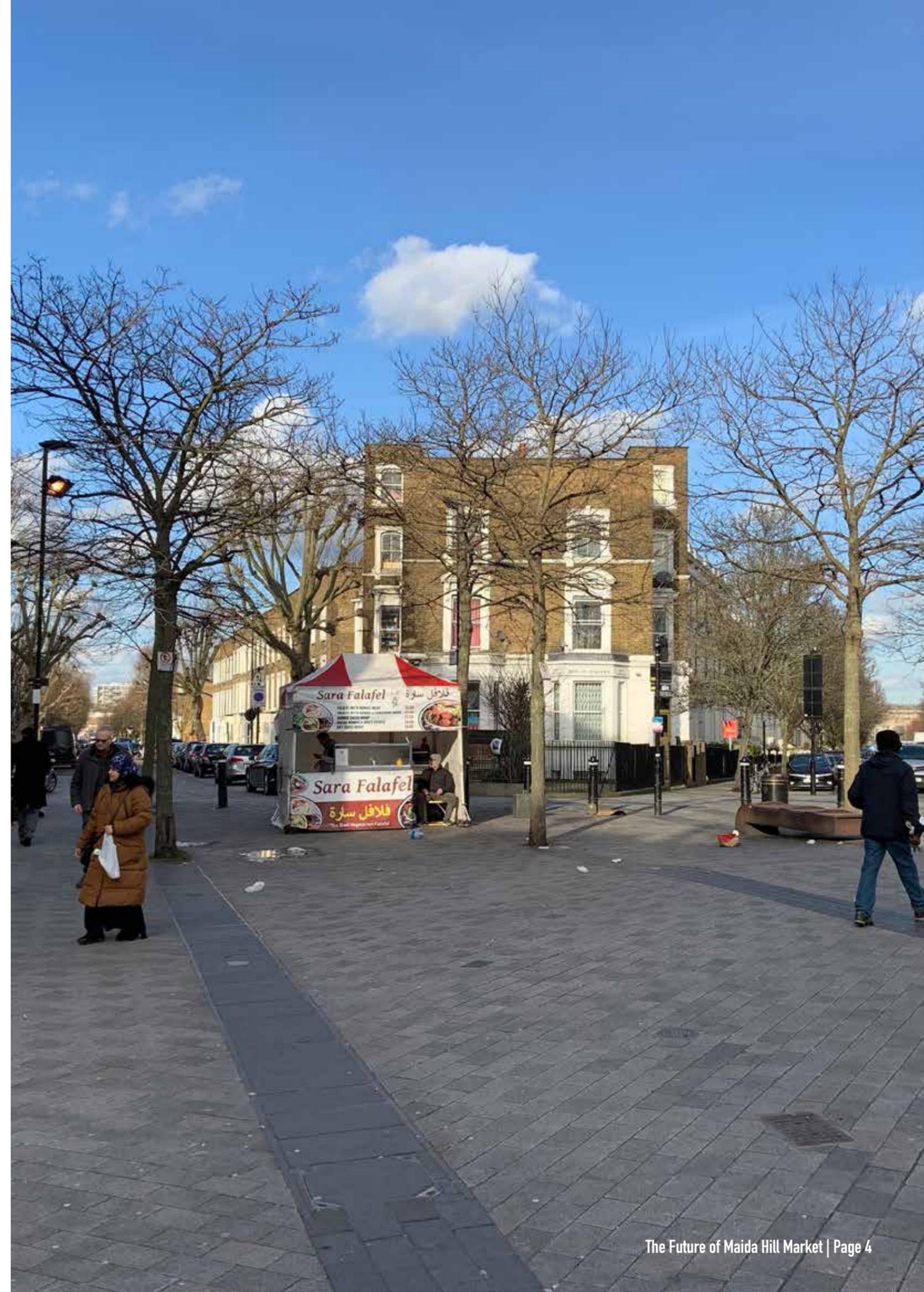
breeze landscape architects limited working in collaboration with Citizen Architects were appointed by Westminster City Council Place Shaping Team in the Autumn of 2019 to develop a community led vision for the Maida Hill Market area of Harrow Road.

The site sits within the Harrow Road District Centre which is itself part of the North West Economic Development Area, a priority for regeneration and renewal. This includes increasing and broadening economic activity and employment opportunities and investing in new community infrastructure for local communities to create a vibrant place where residents, workers and businesses can thrive. Working alongside local residents and stakeholders, and drawing support from across Council departments, WCC are developing a 'Place Plan' to describe issues and priorities, establish objectives for the area and give details on a range of realistic projects that will help deliver immediate and longer-term improvement.

This Vision for the market space seeks to provide further detail on potential projects which can respond to and build upon the key objectives and ambitions of the Harrow Road Place Plan. The work has been developed through the establishment of a Working Group comprising representatives of local community groups, users and immediate neighbours of the space. This community led approach is identified in the Place Plan governance and involvement structure, working in parallel to the overall Steering Group and Neighbourhood forum workshops. The Working Group itself is a key deliverable of this project.

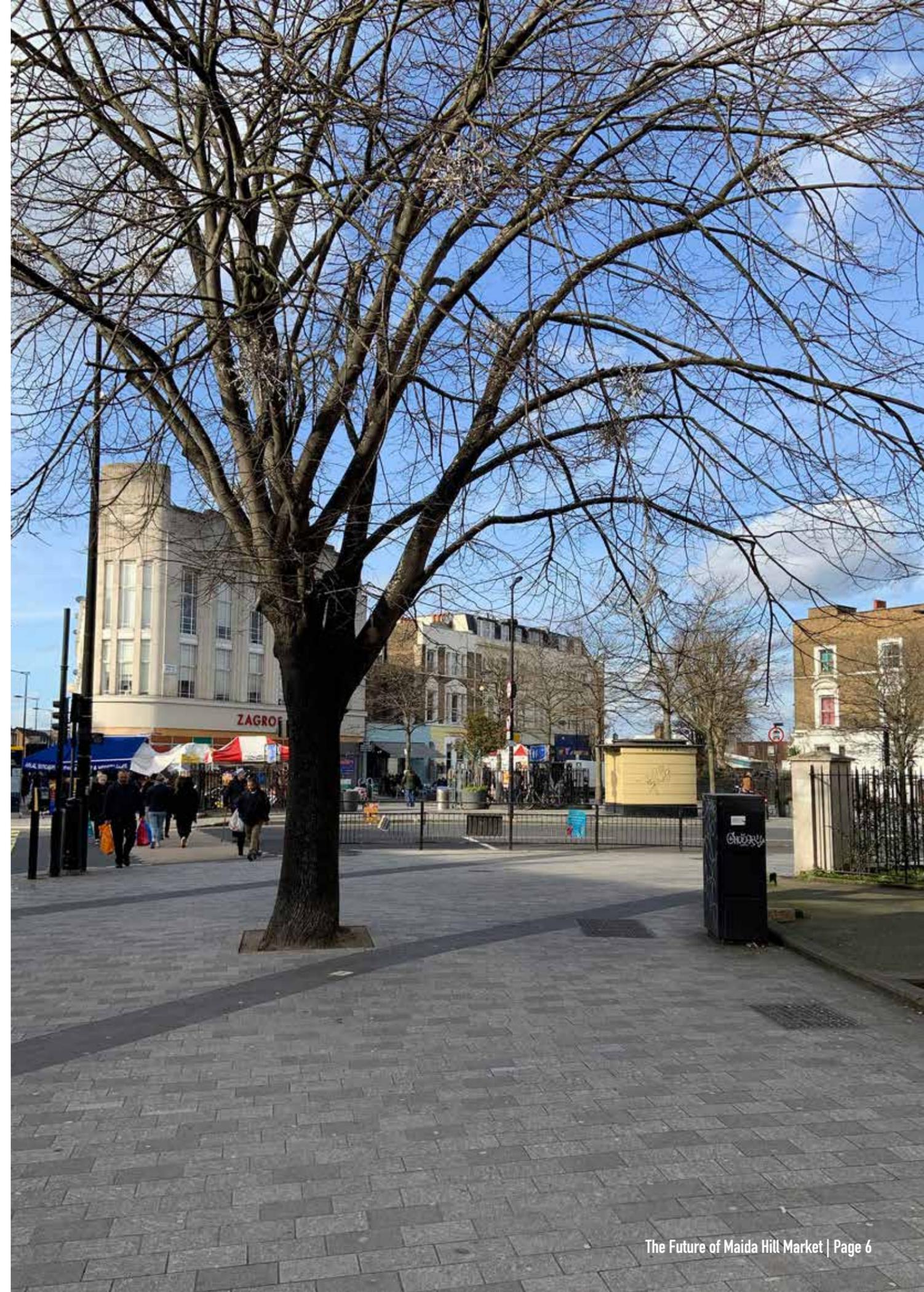
The work documented in this report has been developed through detailed engagement with the Working Group, wider public engagement, detailed consultation with immediate neighbours of the space (Zagros, Flamboyan and the Queen Elizabeth II Jubilee School) and a wide range of Westminster City Council departments.

This report sets out a summary of the Client's brief, community led approach and the vision which emerged through that process. Ten project plans have resulted, based around the key design principles of the Vision, which identify a series of short, medium and long-term projects to be explored in more detail, which collectively would see the area become a diverse, vibrant community hub. The Vision seeks to build upon the existing community infrastructure that existing (Maida Hill Place, Flamboyan, QEII School and Kennet West Skills Centre) by improvements to the existing public space, making better use of adjacent streets and identifying adjacent buildings which could be transformed by new community uses.



To provide a sense of experiential qualities of the Vision a series of artistic visuals have been included, which are not meant as final design solutions, but to give an illustration of how the project plans could come together to provide significant improvements to the public realm, which in association with work to adjacent building façades and buildings could provide a vibrant community hub which reflects the soul and spirit of the local community.

The area is enriched by a diverse, energetic and engaging local community, with a wide range of needs, aspirations and views on how the area should develop and grow. The development of this Vision has at times been challenging, but broad consensus on key issues to address was reached through respectful group discussion and debate. The Council have an on-going opportunity to continue to work with the local community to realise their Vision for Maida Hill Market as part of the broader strategy for Harrow Road as set out in the Place Plan. Working as a partnership this should be in relation to both the physical design and future management of the space, use of adjacent buildings and the curation of community events, activities considered in association with the future of the market itself.



The Brief

The brief for this piece of work is summarised as follows:

Maida Hill Market:

Maida Hill Market takes place 6 days per week on a public space created in 2009, pedestrianizing a former road junction with Fernhead Road and WALTERTON ROAD. The market includes a range of stalls including food, antiques and home goods.

The market is located at the eastern end of the main shopping street of Harrow Road, which extends towards Ladbroke Grove to the west. Our understanding is that the market has struggled to be sustained across 6 days a week, particularly on a Saturday.

Site Context:

The Maida Hill Market space is located within a predominantly residential neighbourhood, with the WALTERTON & ELGIN COMMUNITY HOMES ESTATE directly to the east, residential streets to the north and west, and residential/mixed use to the south, with key transport infrastructure including the A40 Westway flyover, Great Western Main Line railway, Hammersmith & City and Circle Line and the Grand Union Canal.

Brief Ambitions:

The ambitions which form the basis of the proposals shown here are as follows:

- Look to reinforce the Maida Hill Market space as a central resource for the wider high street. Broadening its use and activity to accommodate a wide variety of community uses.
- Support the future sustainable development of the Market.

- Improve the Maida Hill Market space public realm and streetscape.
- Improve the street frontages of adjacent buildings, and create more positive relationships between internal and external spaces of the key landmark buildings bordering the market.
- Explore dual use of the Queen Elizabeth II playground space to enable managed community use, with complementary use to support the market.
- To provide a flexible public space to act as a community hub to support the sustainable future of the market, provide a community events space, and create a community hub forming part of the wider Plan Strategy.

Westminster City Council Strategies:

The site sits within the Harrow Road District Centre which is itself part of the North West Economic Development Area, a priority for regeneration and renewal. This includes increasing and broadening economic activity and employment opportunities and investing in new community infrastructure for local communities to create a vibrant place where residents, workers and businesses can thrive. Working alongside local residents and stakeholders, and drawing support from across Council departments, WCC are producing a 'Place Plan' to describe issues and priorities, establish objective for the area and give details on a range of realistic projects that will help deliver immediate and longer-term improvement.

For full details of the Place Plan, visit: www.harrowroad.org

The ambition of the Place Plan is centred on the successful delivery of four objectives as follows:



ONE: CREATE A 21ST CENTURY HIGH STREET

Allowing for the Harrow Road to accommodate a wider mix of uses. With help, the high street can become a place full of life and cultural energy with greater economic opportunities for local people and businesses.



TWO: BENEFIT FROM FUTURE DEVELOPMENT

Working with land owners to ensure sites with the potential for longer-term redevelopment come forward in a manner that provides direct measurable benefits to local residents.



THREE: IMPROVE ACCESS TO PUBLIC OPEN SPACE

Introducing a variety of new green and public spaces that cater for everyone in and around the Harrow Road. The Grand Union Canal will become a key place where people will visit, play and spend time.



FOUR: ENSURE A SOCIALLY SUSTAINABLE FUTURE

Providing health benefits and improved life opportunities for local people. Providing support for community development and opportunities to get involved in local decision making and activities.

Community Led Approach

Community Led Approach

The Vision for Maida Hill Market has been developed through a community led approach comprising a project Working Group made up of a diverse range of local stakeholders. In addition to the Working Group, where more specific issues and focused ideas have required more detailed investigation, separate discussions have taken place with local organisations including: Zagros, Flamboyan and Queen Elizabeth II Jubilee School.

Wider public engagement has also taken place at the inception of the project, and presenting back the emerging vision prior to the completion of this report.

Project Structure

The establishment of a project Working Group to develop a Vision for Maida Hill Market forms part of Westminster City Council's Governance and Involvement Structure developed as part of the wider Harrow Road Place Plan. This Governance structure also includes an overarching Steering Group. This governance structure is detailed on page 9, along with the detailed reporting structure for this project.

The Working Group

In late summer 2019, Westminster City Council made contact with relevant local stakeholders who had contributed to the development of the Harrow Road Place Plan to invite representatives to join a Market Space Working Group. In addition to this initial contact, during the first public engagement session in September 2019, those attending were invited to express interest in becoming a member of the Group.

In order to ensure the group provided representation from a wide range

of stakeholders, a maximum of two representatives from any one organisation was agreed with the Council as a way of maintaining diversity and inclusivity, whilst establishing a group of a manageable size. Participants were asked to agree to some basic house rules, and commit to attending up to four sessions to input to and guide the development of the vision.

The Working Group, which was formed following the first public engagement sessions included representatives from the following local stakeholders:

Community for All
Flamboyan
Happy Lizzie Events
Maida Hill Cafe
Maida Hill Community Market
Maida Hill Forum
Maida Hill Place
Paddington Arts
Queen Elizabeth II Jubilee School
Walterton & Elgin Community Homes
Westminster Artisans
St Luke's West Kilburn
Local Residents including present
and former market traders

The first Working Group meeting was held in November 2019.

Public Engagement

Public engagement took place on site during September 2019, with subsequent follow up public engagement in late 2020, early 2021 suspended by WCC as a result of the Covid-19 pandemic.

The public engagement in 2019 was well attended and provided extensive feedback in relation to the local communities use, perceptions, and experiences of the area. The public engagement also provided

an opportunity to gauge interest in the establishment of the project Working Group, and a number of members of the Group were signed up through this process.

The excellent turn out to the engagement was a result of the Council working in partnership with local Neighbourhood Forums, Westminster Artisans, Happy Lizzie, Community for All and other local stakeholders to promote the events.

Westminster Council Workshop Group

Along with the Working Group and wider public engagement, the Vision has been developed in association with a diverse range of Council departments, each of which bring a unique perspective to range of issues which have historically shaped and informed the physical form and use of Maida Hill Market. These include:

Transport
Highways
Planning and Conservation
Public Health and Protection
Licensing
Markets

Representative from these departments have been senior officers, who are in a position to make constructive input to the Vision process.

The first session with the group was held in August 2019, including representatives from all departments which provided an opportunity to promote inter-departmental working and discussion.

Subsequent session in Spring 2020 were held virtually with each department due to the Covid-19 restrictions.

Individual meetings have also be held with Highways, Markets and Public Health and Protection.

Impact of Covid-19

The original project programme for engagement was impacted by the national restrictions imposed as part of the of the Covid-19 pandemic. The councils priority has been the safety of its residents and therefore virtual workshops and meetings took place with stakeholders. A series of virtual Working Group and Client meetings took place in November and December 2020. This report is therefore based on the outcomes of Working Group, Stakeholder and public engagement that did take place between September 2019 and December 2020.

Engagement Summary Timeline

An engagement summary timeline is illustrated on pages 11 and 12, detailing all meetings and workshops which have taken place.

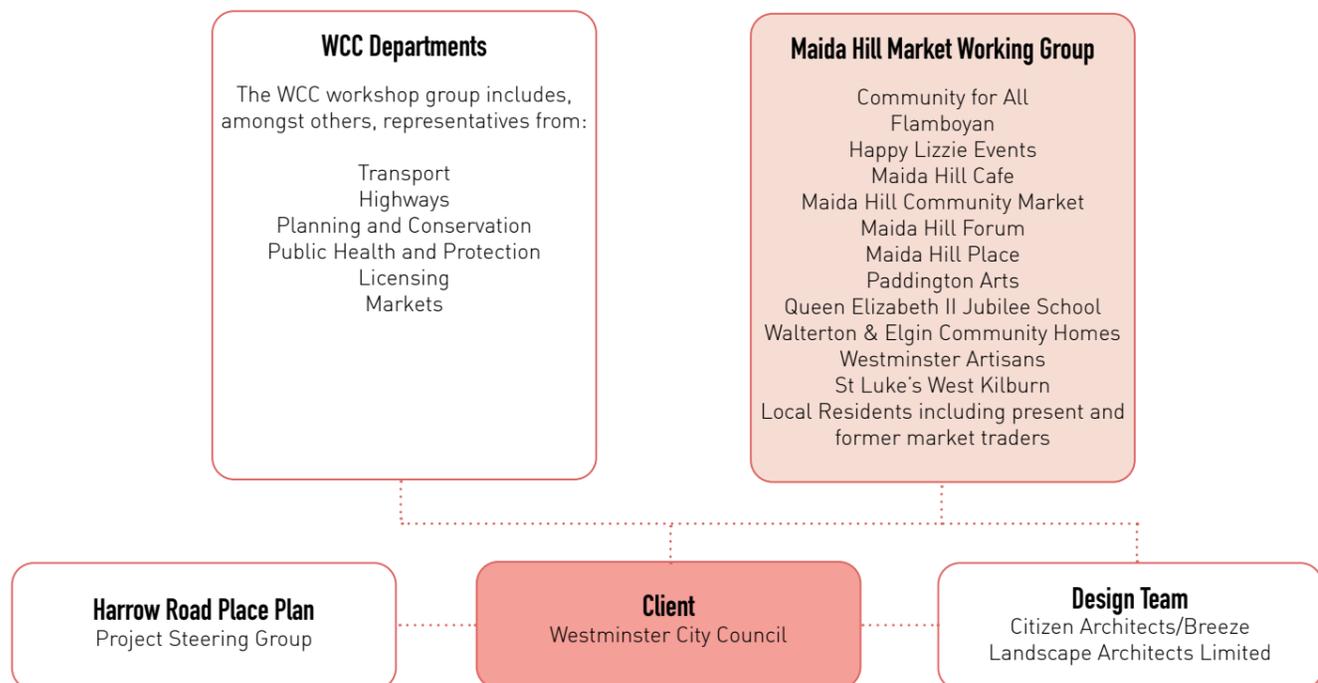
This includes individual stakeholder meetings with organisations such as Queen Elizabeth II School and Flamboyan.

Harrow Road Governance and Involvement

Source: www.harrowroad.org

	Steering Group Established April 2017	Working Groups Established May 2019
WHY?	Provide a strategic overview of all WCC work on the Harrow Road and ensure agreed objectives are met. Act as community representative to disseminate information, raise awareness and ensure local aspirations are reflected.	Ensure the design of individual projects are grounded in user aspirations and there is accurate community representation. Help build local ownership and provide a platform from discussing various opportunities.
WHO?	Two representatives from each Neighbourhood Forum and the Community Council One Councillor from each of the three wards. Two WCC representatives.	Formed of immediately affected stakeholders and those with a vested interest in a specific project. Each group must demonstrate membership is reflective of local demographics.
HOW?	WCC update to group on progress Meetings convened at key project milestones to discuss strategic direction and ensure alignment with agreed objectives.	Strong co-production methodology. Group to act as a sounding board at all stages of development.

Maida Hill Market Working Project Structure



Engagement Summary Timeline



Face to face meeting



Virtual meeting

Engagement Group

Working Group

Stakeholders

Queen Elizabeth II Jubilee School

Flamboyan

Zagros

Community Safety /Metropolitan Police

Public Engagement

WCC Officer Groups

Planning and Conservation

Highways and Transportation

Markets

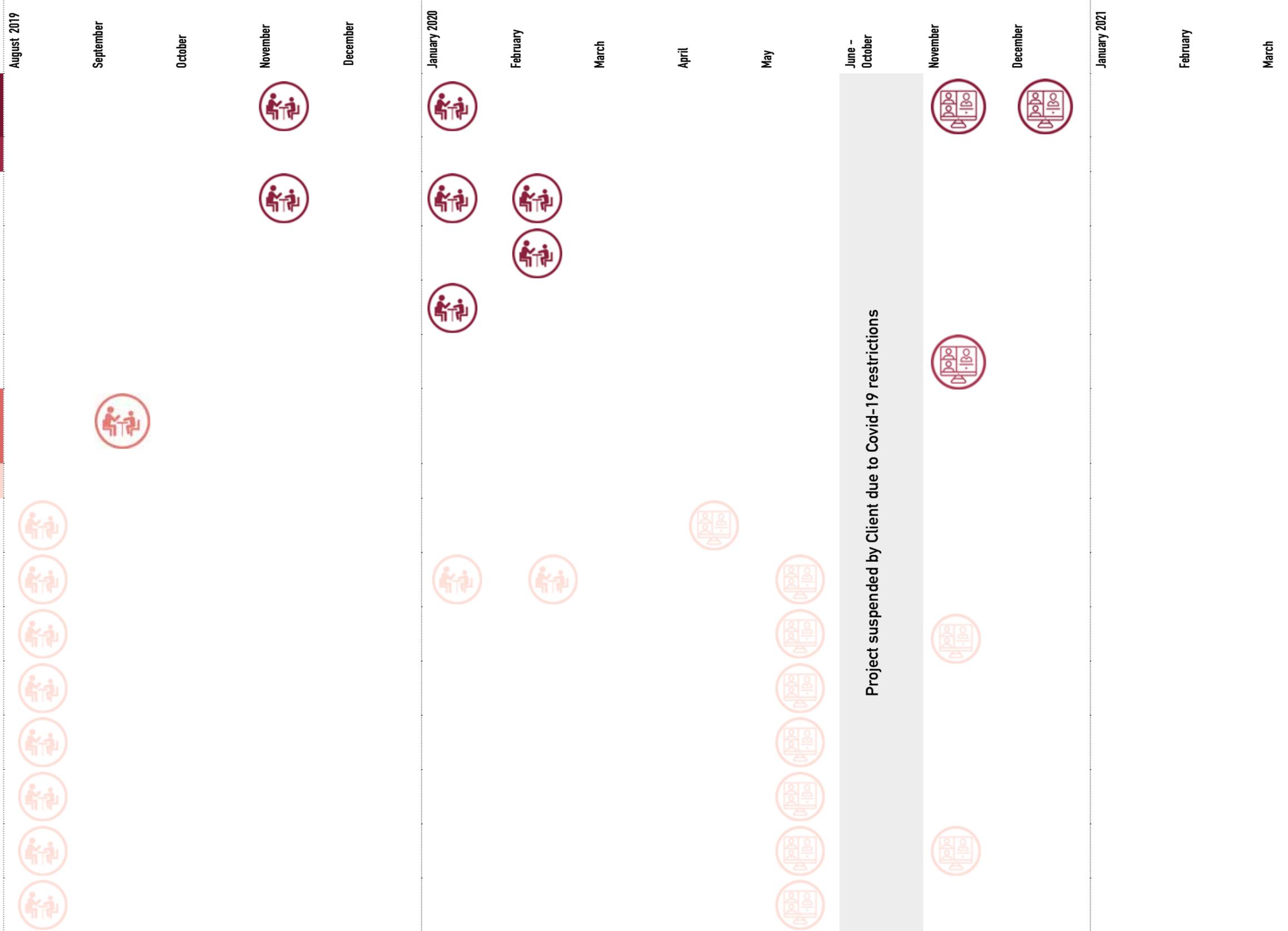
Promotions and Events

Assets

Property and Economy

Public Protection and Licensing

Public Health



The Existing Site

Site Location

The Maida Hill Market space is located within a predominantly residential neighbourhood, with the Walterton & Elgin Community Homes Estate directly to the east, residential streets to the north and west, and residential/mixed use to the south, with key transport infrastructure including the A40 Westway flyover, Great Western Main Line railway, Hammersmith & City and Circle Line and the Grand Union Canal.

The Harrow Road forming the southern boundary of the site is a busy commercial and retail route linking central London and Paddington with north-west London.

History of Maida Hill Market Space

Historically, the site was a road junction between Harrow Road, Fernhead Road, Walterton Road and Elgin Avenue. Great Western Road joins Harrow Road to the south, creating a urban form of six roads coming together.

The market space was created in 2009, with the rationalisation and part pedestrianisation of the former road junction of Fernhead Road, Walterton Road with Elgin Avenue and Harrow Road. The scheme included creating a high quality natural stone surface with tree planting and bespoke bench seating.

The site contains below ground public toilets, an above ground out of hours toilet, along with refuse storage for the market and an array of other street furniture items including highway lighting, CCTV cameras, bollards and signage.

The shared surface to the north of the site, providing a link between Walterton Road and Fernhead Road is subject to a Traffic Order, restricting movement of vehicles during weekdays from 8am to 8pm and Saturday 8am

to 6pm. The intention of the order is to restrict vehicular movement on days when the market is in operation. However, in reality there is traffic movements at all times of the week across the space, with no enforcement of the order. Parked cars also are an issue within the space, again in contravention of the order.

Parts of the shared surface have subsequently been delineated from the main pedestrian space to the south by a line of bollards.

The space is bounded by a number of important organisations providing community services, support, education and creative or enterprise training activities including: Maida Hill Place, Flamboyan and the Queen Elizabeth Jubilee School/Kennet West Skills Centre. However, whilst the public space is bounded by these organisations who provide vital community services, the physical relationship of the buildings they occupy all have a poor, often hidden relationship to the adjacent public realm.

Accessibility and Inclusion

Engagement with the QEII School staff and pupils has highlighted a number of accessibility issues with the current layout and design including:

- The shared surface materials using a common stone block to both the pedestrian areas and shared road surface. This design lacks a standard signifier (kerb or edging) distinguishing 'pedestrian' and 'vehicular' so clearly defining where it is safe to walk, and where vehicles may be.
- Pedestrian circulation is not always clear of obstructions including refuse bins, fly tipped materials, street furniture etc.
- A fully accessible routes along Fernhead Road to Harrow Road is hindered by poorly



1970s



1990s

located dropped kerbs, poor quality surface materials and obstructions.

- The roads are quite noisy and loud. One-off noises (sirens & building works) can be distracting/distressing for some.
- The steeper gradients present in some parts of the space itself was an issue for some.
- The main market-space is quite open and exposed. This can make it difficult for those accompanying students from the school to be at ease in the space.

Children and the Space

The feedback from the public engagement sessions noted that parents with children often do not use the space as the boundaries to the roads are open and poorly defined, the shared surface is confusing due to the amount of traffic, and the space is blighted by anti-social behaviour.

Management of the Space

The pedestrianisation of the former road junction in 2009, created space for the operation of the market, as well as space for community events and activities.

Currently, there are different agencies managing aspects of the space as follows:

The Open Space:

The open space including pedestrianised road is within the ownership of Westminster City Council Highways, and is managed by the Council.

Street cleaning:

Westminster City Council are responsible for the cleaning of the space including refuse

collection from the refuse bins, and collection of residential and commercial waste from neighbouring properties.

The Public Toilets:

The public toilets are within the ownership of Westminster City Council, who manage the cleaning and maintenance and the toilets.

The Market:

Westminster City Council currently manage the market (refer to the following section).

The changing management of the market (as described in the next section) has been a fundamental part of its changing fortunes since 2009.

Events organisation:

Events are approved and organised through the Council's events team.

Key Constraints

The key constraints that have informed the development of the vision are as follows:

- Road layout
- Servicing requirements
- Existing trees
- Below ground toilet structure
- Building ownership
- Market viability
- Anti-social behaviour

Key Opportunities

The key opportunities that have informed the development of the vision are as follows:

- Extent of existing pedestrianised surfacing
- Existing community buildings and organisations within the vision site boundary
- Vacant buildings within the vision site



2020



2020

- boundary
- Traffic order in place for the pedestrianised space
- Opportunities to build upon other Harrow Projects currently either under construction or at detailed design stage

Local Community Facilities

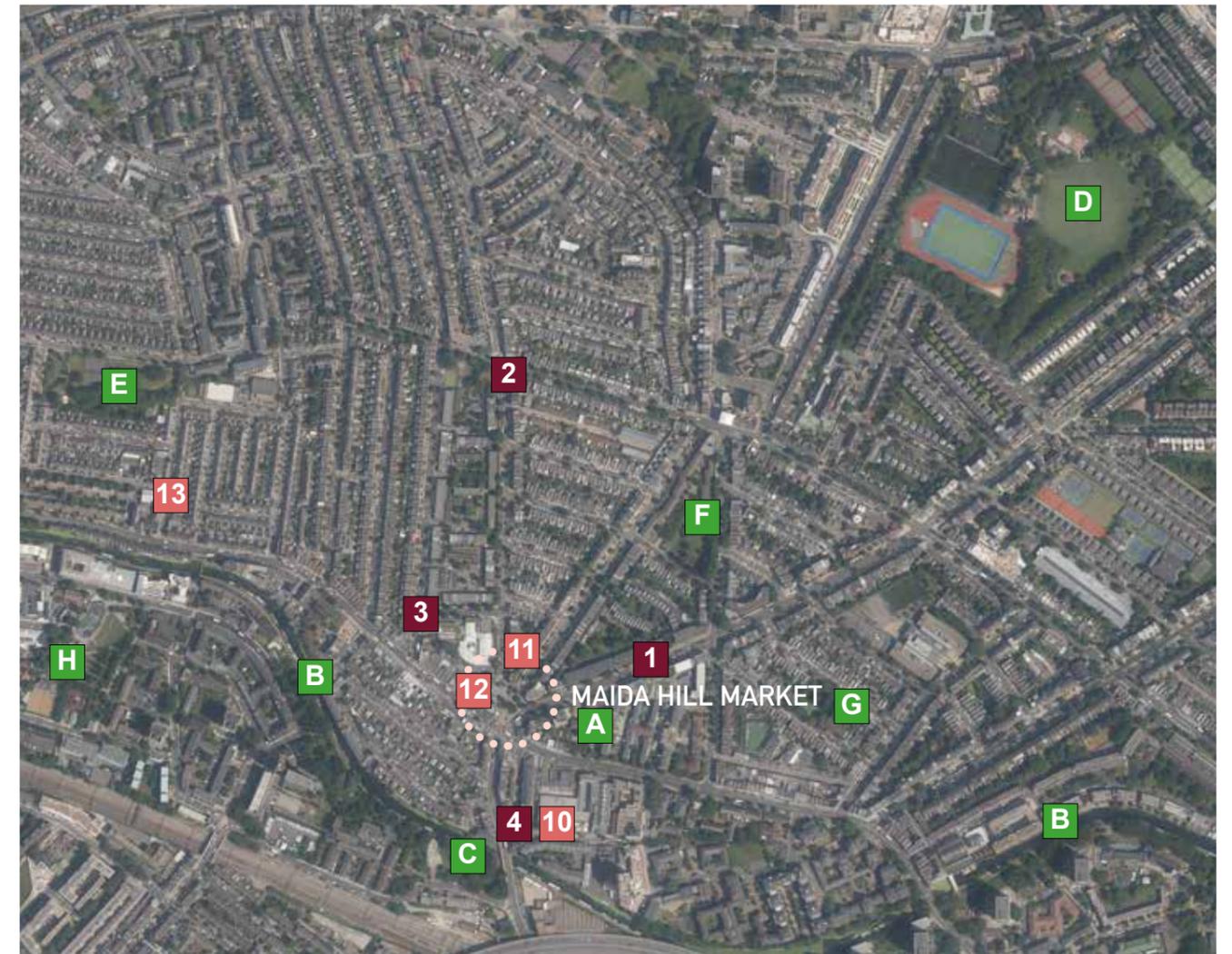
Within the local area there are a number of existing community organisations providing flexible indoor space for hire, along with programme of creative, skills based, youth orientated events and activities.

Maida Hill Place, Flamboyan and the QEII Jubilee School are immediate neighbours of the market space. Each of them provide vital community facilities, but all are located within buildings which through their physical design restrict visibility from the public realm as to the activities which take place within. With regard to the QEII School there are obvious safe guarding reasons for the design of the school boundary. However, there is an opportunity to engage these stakeholders to explore how the design of these buildings and boundaries could be improved so that they make have a more positive relationship to the space, reflecting the vital and creative work and community support which takes place within.

In the immediate vicinity of the market space, there is a lack of public open space. The WECH garden on Harrow Road is currently under construction and will provide a transformation of this existing estate space into a publicly accessible small park and go some way to address this deficiency.

Vision Study Area

The study area for the Vision is illustrated on the following plan. The boundary includes the market space as well as adjacent roads and community buildings including the QEII school.



	A WECH OPEN SPACE Garden with seating Multi-use games area Outdoor gym (Under construction)	B GRAND UNION CANAL Canal towpath linking the area with Central London to the east and parks and open spaces to the west.	C MEANWHILE GARDENS Playhut for hire, Skatepark, Community Events, Tiny Green Fingers growing project.	D PADDINGTON RECREATION GROUND Childrens play, Cafe, Gym, Tennis courts, Cricket pitch, Bowling green, Artificial football / hockey Pitch, Running track, MUGA
Parks & Open Spaces	E QUEENS PARK GARDENS General amenity space and children's playground.	F TAMPLIN MEWS GARDENS General amenity space and children's playground.	G EDBROOKE ROAD GARDENS General amenity space and young children's playground.	H EMSLIE HORNIMAN'S PLEASANCE GARDENS Children's play, All weather floodlight sports area, Public toilets.
Community Halls & Indoor Spaces	1 WECH COMMUNITY CENTRE Community Hall space available for rent. Community support services listed on WECH website	2 LYDFORD HALL Community Hall space available for rent for 80-100 people	3 QEII JUBILEE SCHOOL Training/conference room for 60 people available for rent.	4 PADDINGTON ARTS Spaces for hire include: A main hall, smaller spaces for hire and a dance studio.
Indoor Community Activities	10 PADDINGTON ARTS A Youth Arts organisation committed to developing talent and creativity in the community.	11 FLAMBOYAN ARTS The organisation run workshops in relation to costumes for the Notting Hill Carnival.	12 MAIDA HILL PLACE A social enterprise with professional kitchen available for food production, training, menu production and tasting.	13 AVENUES YOUTH PROJECT Diverse programme of events, workshops and activities for young people.

History of the Maida Hill Market

A useful historical summary of the timeline and operation of the market has been provided by members of the Working Group:

2004	Research showed that local residents decided a local market was a good idea.
2006–2008	Feasibility and local consultation on design and layout conducted by WCC (Retail Group) and the Harrow Road Neighbourhood Partnership (HRNP).
2008–2009	The first invitation to tender failed. There were no other takers as the market not considered large enough to be commercially viable (initial design was for some 30 stalls). After a second tender an award was made to Geraud Markets.
2009	Construction of the market place completed. Westminster's first new street market in 100 years opened. In order for the space to be managed flexibly it was decided not to licence it under City of Westminster Act. This meant no prescribed placement of stalls so that the market could respond to local conditions.
2009	Kensington Housing Trust allowed an empty undercroft garage at 1 Elgin Avenue to be used for market storage.
2009–2012	Geraud Markets left after 4 months and Westminster Artisans ran the market until 2012. Antique and bric-a-brac market attracts over 60 traders at its peak. Community Traders swap time credits for stalls.
2013	Tudor Markets became the first private operator.
2020	The market struggles to maintain regular traders, with the Falafel stall the only regular user of the market.

The Market Today

Maida Hill Market currently takes place 6 days per week. The market includes a range of stalls including food, antiques and home goods.

The market is located at the eastern end of the main shopping street of Harrow Road, which extends towards Ladbroke Grove to the west. The market has struggled to be sustained across 6 days a week, particularly on a Saturday.

The current traders include a falafel stall, which operates Monday to Friday, and once per week brick a brack stall (managed by the local church). Kennett West Skills Centre also occasionally operate a stall to sell cards made by its students.

The sustainability of the market has been impacted by a number of issues including:

- access to water supply.
- access to electricity supply.
- requirement for annual planning application for temporary storage
- lack of dedicated refuse storage.
- erosion of the overall vision for who the market should serve, and what it sells.
- Issues relating to anti-social behaviour deterring traders from operating.

Community members using the market has been hindered by:

- rental charges.
- requirement for public liability insurance.
- lack of traders overall impacting on footfall and visitors to the market.

The Council's plan to develop 470 Harrow Road as a new business school could provide a useful boost to future traders, using the market as a first step to establishing a trading base.

Community Events and Activities

Since the construction of the space in 2009, a wide range of community events have taken place, alongside the market. A premises licence is held by WCC for these activities.

Working Group members advised that historically between 2004 and 2014 some 200 events were held on the space, with some in-conjunction with the market.

Over the past few years there have been regular events in the calendar, which have included:

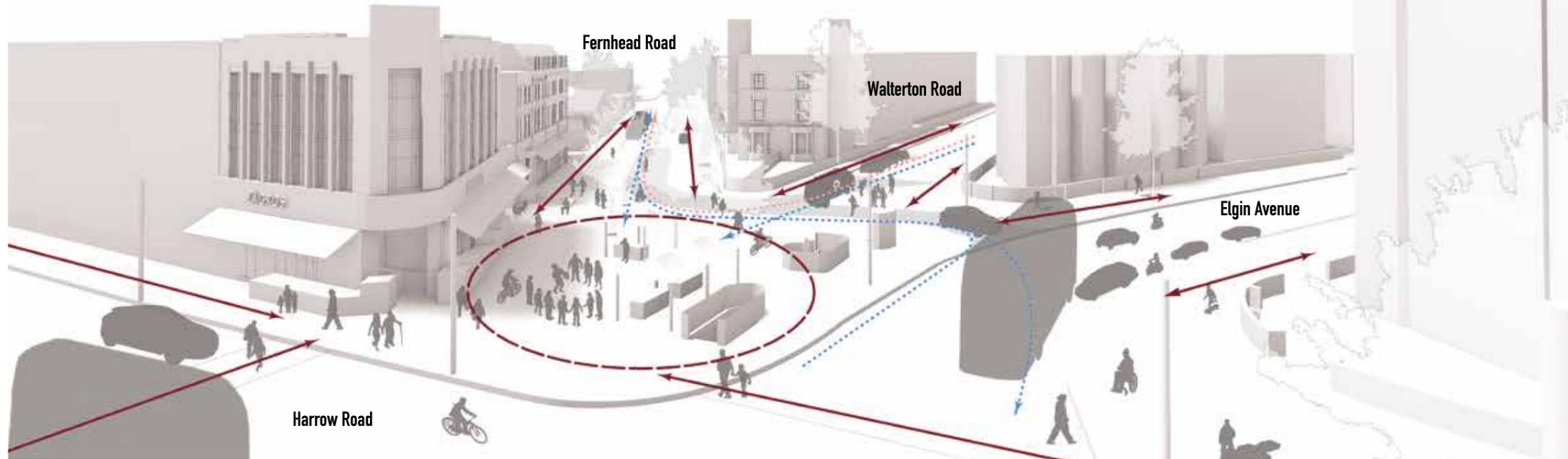
- Irish Day
- Caribbean Day
- Paddington Jam
- ad hoc 'family themed' attractions.

Anti-Social Behaviour

The location has a history of anti-social behaviour. Prior to 2009, this was primarily linked to drug dealing. Since pedestrianisation of the space in 2009, the use of the space by local residents, market traders and users of the space have been impacted by anti-social behaviour. This has ranged from street drinking, unlicensed events and drug dealing. It has been noted through the engagement process that noise complaints from local residents are a particular issue.

The site is surrounded by a number of hostels and ancillary support services for those who are impacted by homelessness, alcohol and drug addiction and mental health issues. The Council has been seeking to address the anti-social behaviour issues through a pre-emptive injunction. This is a Westminster City Council civil injunction, which would be enforceable by Westminster City Council and the Metropolitan Police. The injunction includes a list of behaviours, and breach of the injunction could result in enforcement against known and unknown individuals.

Whilst this approach does not address the underlying issues which may result in some of the anti-social behaviour experienced on the site, the aim of the injunction is to try and reduce the frequency of anti-social behaviour incidents in the first instance.



Movement

'Traffic – busy, makes the area not that nice to be in.'

'Family friendly space. Too open to busy road. Feels like there traffic not very child friendly. Good to have greenery more people, more comfortable seats and tables.'

'Design the space so its less of a throughfare. People walking through makes it feel too transient and busy.'



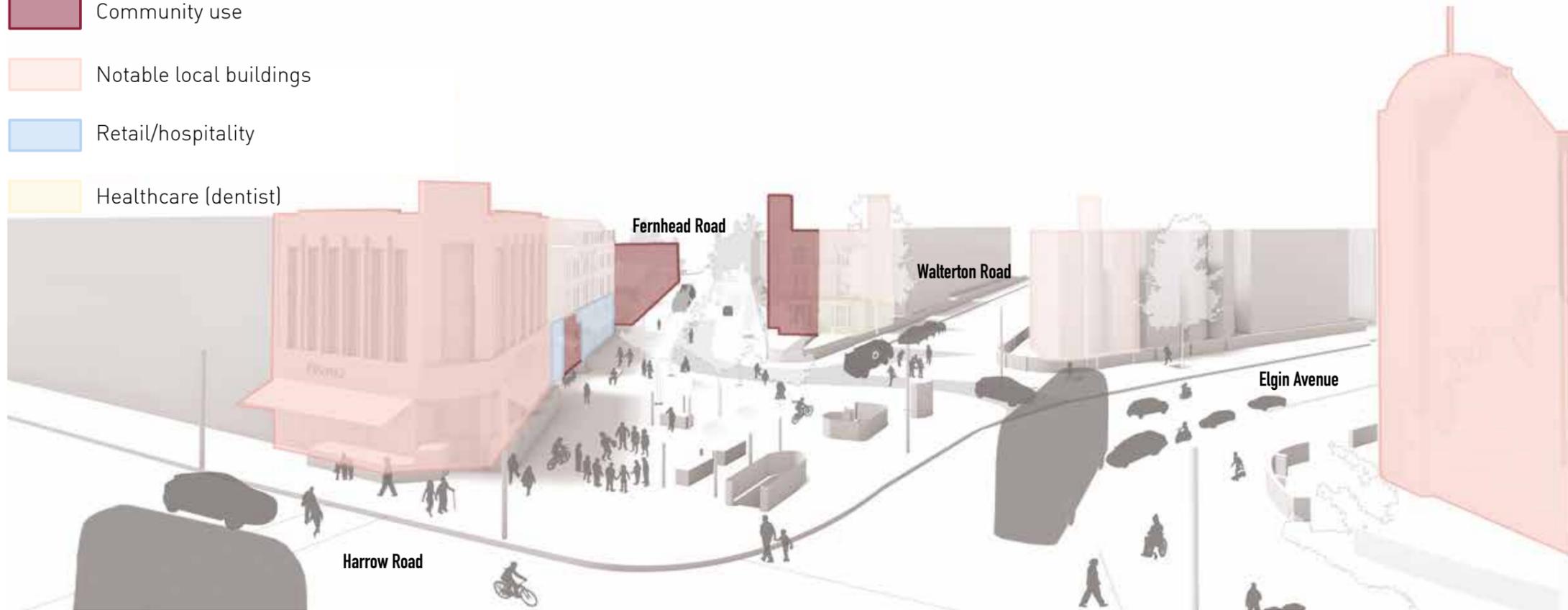
Public Realm

'Fabulous area – reflects a fabulous community.'

'It's a great place for people to congregate and socialise – informal and this is the spirit of the community.'

'1999 a no mans land, was not antisocial, but had drug issues. 2007 looks great but last couple of years has gone down hill.'

- Community use
- Notable local buildings
- Retail/hospitality
- Healthcare (dentist)



'A lack of cash points affect the market.'

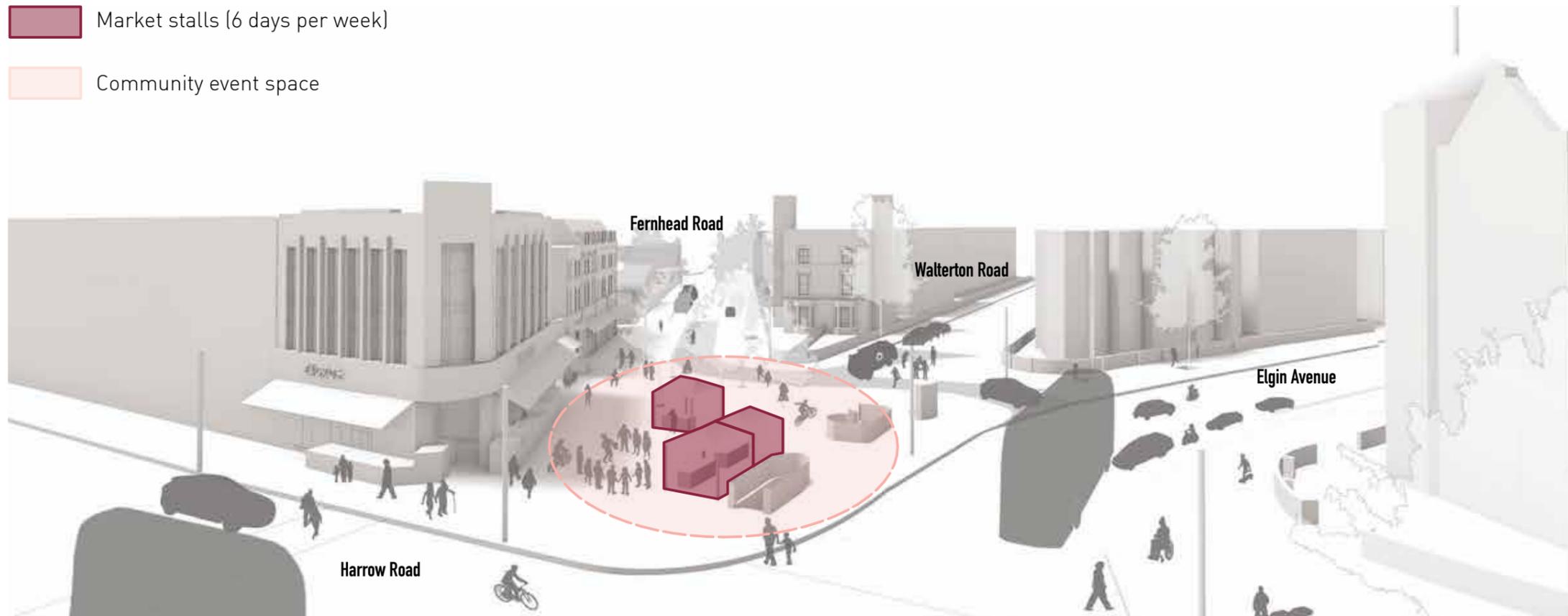
'Concentration has always been on the market and getting it to function better. We need a spark to get it going. A major store or something different?'

'The coffee shop could be enhanced to become a social hub for the square.'

'Permanent space for the (C4A) Dominos Group. Night possibly RBS connecting events to the square (MHMP), would act as a social centre for elders.'

Surrounding buildings

- Market stalls (6 days per week)
- Community event space



'Place needs to feel safe for everyone.'

'Need to bring in more people – greater mix of people.'

'The market stalls are too expensive to hire.'

'Like music events. Like the Maida Hill café.'

Events and Activities

A Vision for Maida Hill Market

Summary of key design principles

The key design principles which have been developed with the Working Group, seek to address the current physical design, usage, experiential and management issues that were documented through the initial public engagement and Working Group sessions.

These key design principles were then translated into a series of design options that were discussed with the Working Group and through a series of sessions with WCC Officers.

The outcome of these subsequent sessions was a final scope of work for the Vision which is documented on the following pages.

 Proposals should provide **A CLEAR DEFINITION OF SPACE**, with the design and layout of each area reinforcing the activities for which they are designed.

 There should be **CLEAR, LOGICAL AND SEPARATE CIRCULATION ROUTES** for vehicles, bicycles and pedestrians. Circulation routes should be separate from activity spaces.

 Investigate closure to vehicles or increasing pedestrian priority of the existing shared surface to the southern end of Fernhead Road to **MAXIMISE USE OF EXTERNAL SPACE FOR COMMUNITY USE**.

 Create **INCLUSIVE AND SAFE SPACE FOR ALL SECTIONS OF THE COMMUNITY**, including positive active frontages from adjacent buildings to open spaces.

The Vision for Maida Hill Market seeks to put forward a range of short, medium and long term projects which would deliver a community hub, with safe, high quality public realm which would be welcoming for all, providing opportunities for the local community to engage in creative, enterprise and social activities centred around both the public space, adjacent streets and buildings.

A summary of the key design principles, emerging from the design work of the project Working Group are as follows:

 Opportunities for **GREENING OF THE EXTERNAL SPACES AND ADJACENT BUILDINGS**, to provide traffic separate from the community spaces, improving air quality and seasonal microclimate.

 Explore opportunities for **COMMUNITY USE OF ADJACENT BUILDINGS**, contributing to the creation of a community hub including both internal and external space.

 In the first instance, develop proposals to improve the open spaces and adjacent buildings to deliver a **COMMUNITY HUB** to provide for the needs of the local community.

 The development of a **VIABLE AND SUSTAINABLE COMMUNITY MARKET** should be considered as an integral part of the wider ambition for a community hub.

Project Plans

The overall Vision is illustrated on the following pages, through an overview image of the space and surrounding buildings to identify a series of project plans based around the key design principles.

To provide a sense of experiential qualities of this Vision a series of artistic visuals have been included, which are not meant as final design solutions, but to give an illustration of how the project plans could come together to create a vibrant community hub which reflects the needs, aspirations, soul and spirit of the local community.

Priority for delivery

The proposed priority for delivery for elements that make up each project plan is partly recommended around those projects which can be implemented more easily, due to the particular sites being in WCC ownership, no or limited statutory approvals required and projects which respond to wider WCC plans and policies.

The priority for implementation is also based around the following key moves for creating the community hub in the longer term as set out below:

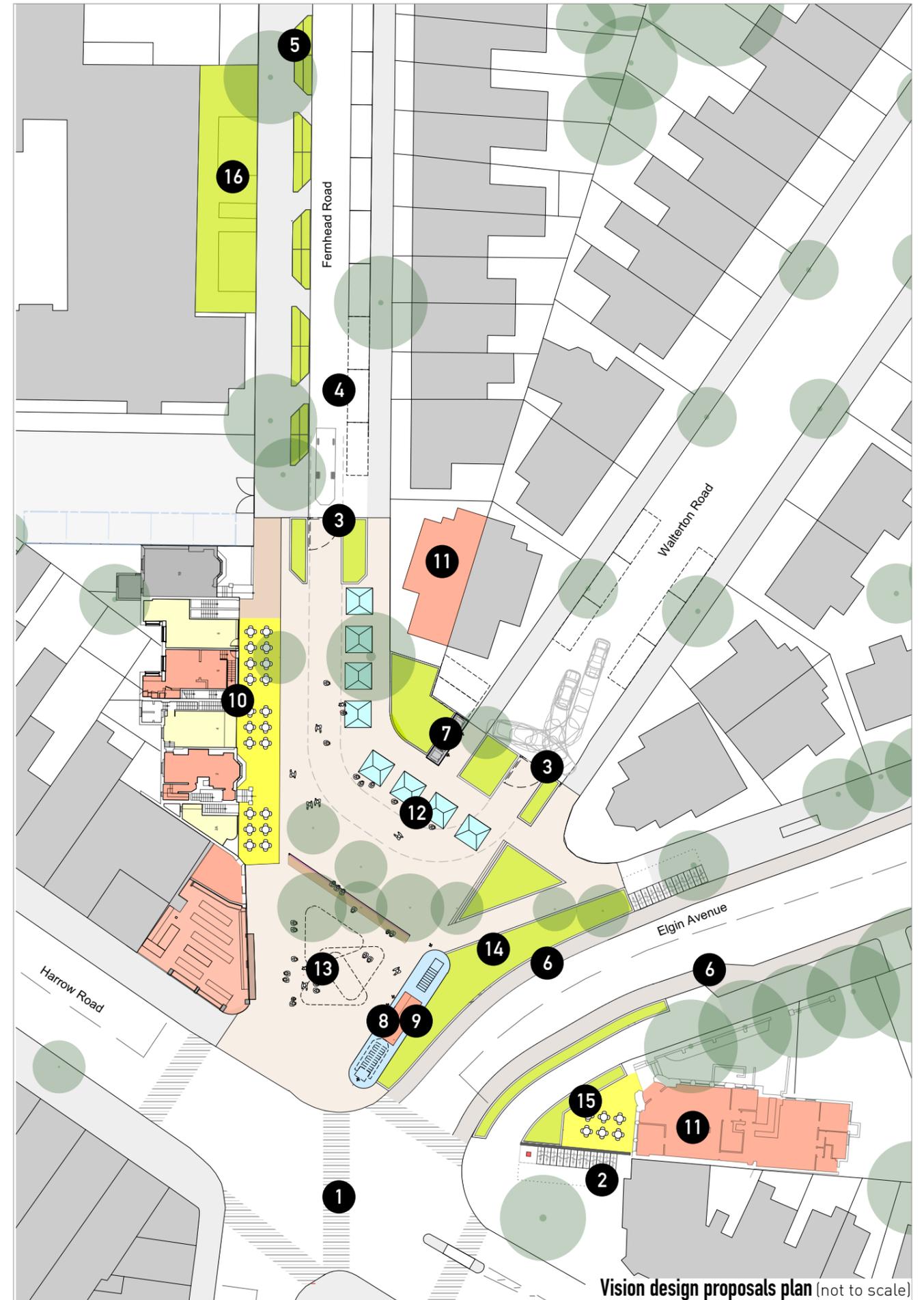




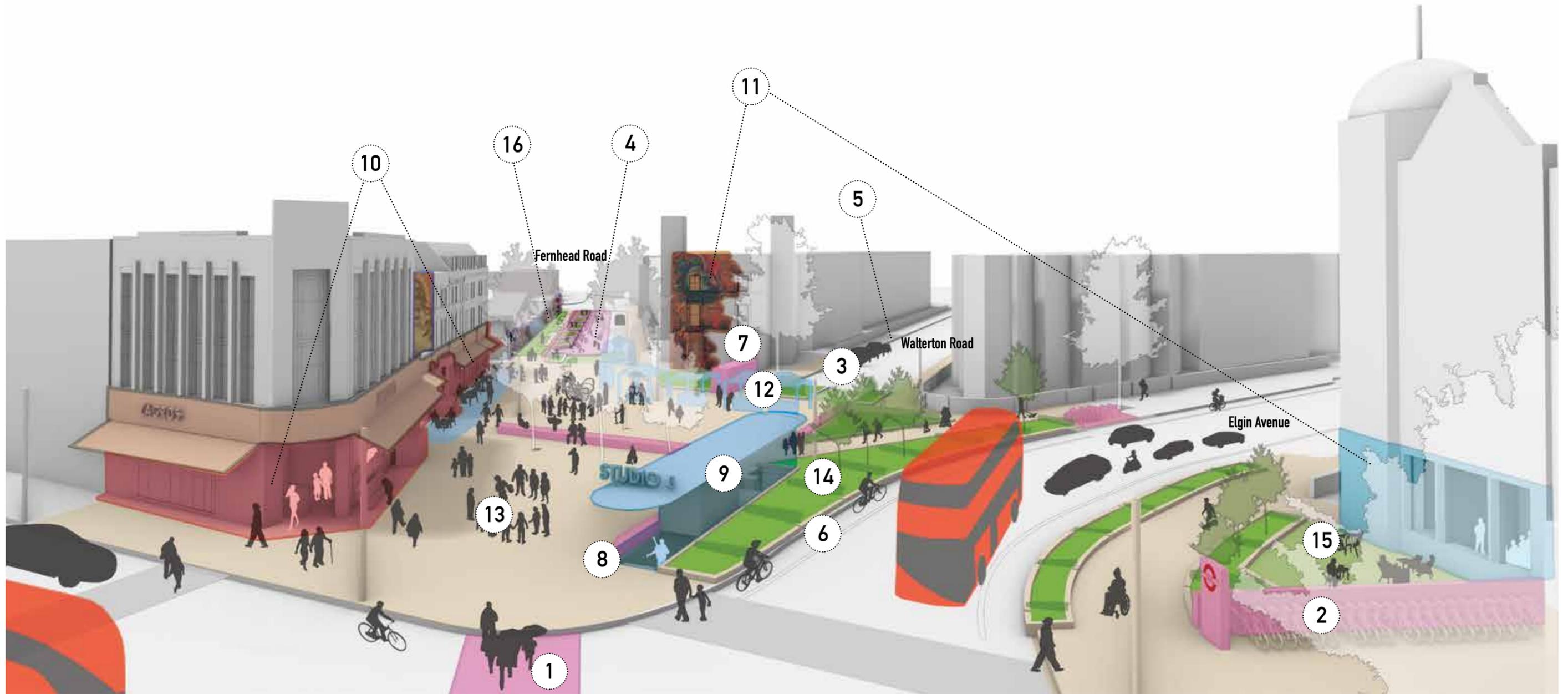
Vision design proposals context plan (not to scale)

Vision design proposals

- | | |
|--|--|
| <ul style="list-style-type: none"> 1 Diagonal crossing to improve pedestrian connections across Harrow Road. 2 TfL cycle hire docking station. 3 Planting and controlled access to restrict vehicular movements around market space. 4 Fernhead Road designated as a 'play street' at certain times of the week. 5 Trader parking relocated to WALTERTON ROAD to allow planting in Fernhead Road. 6 Potential cycle lanes to Elgin Avenue to promote cycling around the market space. 7 Potential discrete refuse storage for market to remove palladin bins from the space. 8 Below ground toilets reprovided above ground and conversion to community use. | <ul style="list-style-type: none"> 9 New building to provide toilets, and community facilities. 10 Signage, awings and frontage improvements to Fernhead Road. 11 Explore enhanced community use of neighbouring buildings. 12 Market stalls relocated, operating three days per week with community pitches. 13 Public realm improvements to create flexible space to allow community events. 14 New low level sustainable urban drainage planting to boundaries of the space. 15 New garden area including planting, seating and tables. 16 Potential future community garden including shared space with QE11 School. |
|--|--|



Vision design proposals plan (not to scale)



Vision design proposals

- | | | | |
|---|---|--|--|
| <p>1 Diagonal crossing to improve pedestrian connections across Harrow Road.</p> <p>2 TfL cycle hire docking station.</p> <p>3 Planting and controlled access to restrict vehicular movements around market space.</p> <p>4 Fernhead Road designated as a 'play street' at certain times of the week.</p> | <p>5 Trader parking relocated to Walterton Road to allow planting in Fernhead Road.</p> <p>6 Potential cycle lanes to Elgin Avenue to promote cycling around the market space.</p> <p>7 Potential discrete refuse storage for market to remove palladin bins from the space.</p> <p>8 Below ground toilets reprovided above ground and conversion to community use.</p> | <p>9 New building to provide toilets, and community facilities.</p> <p>10 Signage, awings and frontage improvements to Fernhead Road.</p> <p>11 Explore enhanced community use of neighbouring buildings.</p> <p>12 Market stalls relocated, operating three days per week with community pitches.</p> | <p>13 Public realm improvements to create flexible space to allow community events.</p> <p>14 New low level sustainable urban drainage planting to boundaries of the space.</p> <p>15 New garden area including planting, seating and tables.</p> <p>16 Potential future community garden including shared space with QE11 School.</p> |
|---|---|--|--|



View on approach from Elgin Avenue



View of Maida Hill Market looking towards Harrow Road



View of Fernhead Road future Community Garden



View looking north towards Fernhead Road illustrating relocated market

Project Plans

Project Plans

The following section contains a series of short, medium and long-term project plans identifying individual projects which can be implemented over time to deliver the overall Vision for Maida Hill Market.

The project plans detailed are set out providing the following information:

- Design concept
- Response to the community engagement
- Brief
- The next steps
- Responsibility for delivery
- Priority

The Project Plans are organised as follows. The following table summarises the elements which make up each plan, organised around short, medium and long term delivery:

01	Greening the Space
02	Public Realm Improvements
03	Walking & cycling infrastructure
04	Fernhead Road
05	Fernhead Road buildings
06	Improved facilities: Enterprise space, public toilets, refuse and storage
07	Community use of adjacent buildings
08	Maida Hill Market
09	Community events and activities
10	Management of the space

PROJECT PLAN THEMES

SHORT TERM PROJECTS

MEDIUM TERM PROJECTS

LONG TERM PROJECTS

01 Greening the Space

- 1a Market Space threshold planting and vehicular control.
- 1b Maida Hill market space planting.
- 1c Fernhead Road planting.

- 1d RBS/Sainsbury's external planting project.

02 Public Realm Improvements

- 2a Remove existing benches and install new seating and monitor anti-social behaviour.
- 2b Install vehicular access gates and review street furniture/access layout.

- 2c Public realm improvement to define revised pedestrian desirelines.

- 2d Flamboyan/Denist garden space boundary realigned to include part within public realm.

03 Walking & Cycling Infrastructure

- 3a Diagonal pedestrian crossing to Harrow Road to improve pedestrian movement.
- 3b TfL Cycle Hire docking station.
- 3c Visitor cycle parking.

- 3d Cycle lanes to Elgin Avenue.

04 Fernhead Road

- 4a Play Street designation
- 4b Improve pedestrian route including relocating trader parking.

- 4c Rain gardens to existing parking spaces/electric car charging point.

- 4d Community Garden with QEII School shared space.

05 Fernhead Road Buildings

- 5a Zagros - agree removal/relocation of market stalls to facade. Detail design of facade improvements.

- 5b Common signage and awning works to remaining commercial units on Fernhead Road.

- 5d Community use of adjacent buildings in response to 5c.

- 5c Feasibility study for community use of existing ground floor buildings.

PROJECT PLAN THEMES

SHORT TERM PROJECTS

MEDIUM TERM PROJECTS

LONG TERM PROJECTS

06 IMPROVED FACILITIES:
ENTERPRISE SPACE, PUBLIC
TOILETS, REFUSE & STORAGE

6a Qualify servicing requirements for existing premises and neighbourhoods

6c Re-provide accessible below ground toilets in an alternative location.

6b Identify the servicing requirements for the market and proposed community events.

07 COMMUNITY USE OF
ADJACENT BUILDINGS

7a Options appraisal for relocation of existing below ground WC.

7b Re-purpose below ground WCs to community use and design for pavillion building above.

7d Explore the potential to positively re-activate the RBS building.

7c Flamboyen

08 MAIDA HILL MARKET

8a Establish formal pitch setting out including metered power, water and refuse store.

8d Adjust pitch positions to outcome of negotiations under 2d.

8b Establish Markets Working Group to partner the Council to develop events.

8c Three day per week market, monitor and develop long term sustainable strategy.

09 COMMUNITY EVENTS &
ACTIVITIES

9a Establish Events Working Group to partner the Council to develop events.

9b Community involvement in development of public art works (facades, crossings, furniture etc).

9c Working Group to develop events with neighbours: QEII School/ Flamboyen.

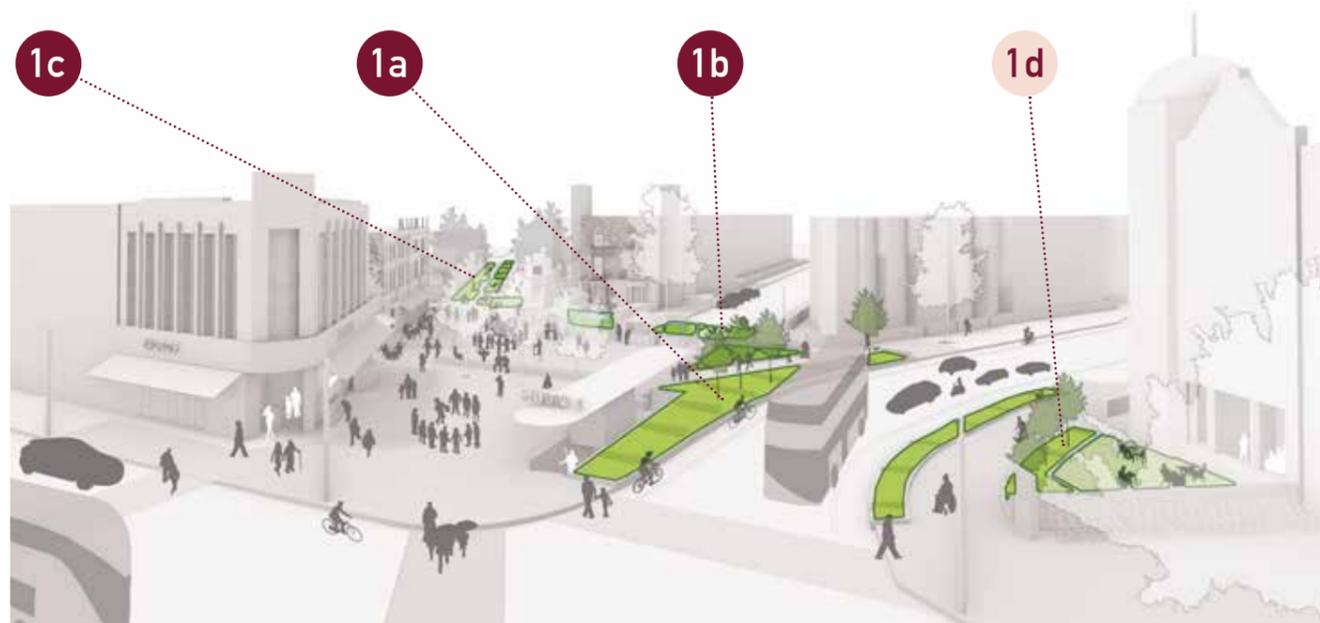
10 MANAGEMENT OF THE SPACE

10a Tackling anti-social behaviour beyond the injunction work.

10c Horticultural maintenance, should a community garden be established with QEII School

10b Working groups to co-ordinate market, community events and activities

Project Plan 01



1a Market space planted entrance thresholds at WALTERTON ROAD and FERNHEAD ROAD.

1b Market space perimeter planting to ELGIN AVENUE.



'Greening the Grey' project, Sheffield (Nigel Dunnett)



1c Fernhead Road planting in association with Play Street designation.

1d RBS/Sainsbury's external space planting to 'Elgin Garden'.



Australia Road, Hammersmith (Robert Bray Associates)



Greening the Space

Design Concept

- To use rain garden planting to create clear definition to the edges of the Market Space, located at the low points of the hard surfacing to receive surface water run-off.
- At the thresholds of the space with Fernhead Road and WALTERTON ROAD, planting to be used in combination with surfacing and vehicle control to use physical design measures to define the extent of the traffic order, and reinforce restricted access when the order is in force.
- The planting to be located to reinforce pedestrian circulation, and provide a buffer to the adjacent busy ELGIN AVENUE, creating safer activity spaces for children, families and vulnerable adults.
- The planting palette to include plants that are robust, low maintenance and assist in improving air quality.
- The planting provides a visual backdrop to the space, helping to reduce the dominance of the main roads as well as moving the hard landscape area (including bench seating) away from adjacent residential properties.
- Greening of the public realm to be extended northwards along Fernhead Road to improve pedestrian links to the Kennet West Skills Centre and QEII School, helping to improve the external environment to both these institutions, as well as complement the proposed Play Street designation.

Response to the Community Engagement



Proposals should provide **A CLEAR DEFINITION OF SPACE**, with the design and layout of each area reinforcing the activities for which they are designed.



Investigate closure to vehicles or increasing pedestrian priority of the existing shared surface to the southern end of Fernhead Road to **MAXIMISE USE OF EXTERNAL SPACE FOR COMMUNITY USE**.



Opportunities for **GREENING OF THE EXTERNAL SPACES AND ADJACENT BUILDINGS**, to provide traffic separate from the community spaces, improving air quality and seasonal microclimate.

Brief

- 1a:** To create planted rain garden thresholds to the edges of the space at WALTERTON ROAD and FERNHEAD ROAD, in combination with hard landscape treatment and vehicle control gates (or equivalent) to reinforce traffic order times.
- 1b:** To create rain garden planting, which is low level, robust, low maintenance providing seasonal interest to the ELGIN AVENUE boundary of the Market Space. Setting out of the planting to be designed to create clearly defined pedestrian routes into the space, with the potential for seating to the planting edges bordering the space.
- 1c:** Linear raised bed planters within the existing trader parking zone to the west side of Fernhead Road, to improve the pedestrian route north-south as well as reducing the visual impact of on street parking and create a green backdrop to the Play Street designation.
- 1d:** To explore opportunities to create a planted garden including games tables and seating to complement future use of the RBS building.

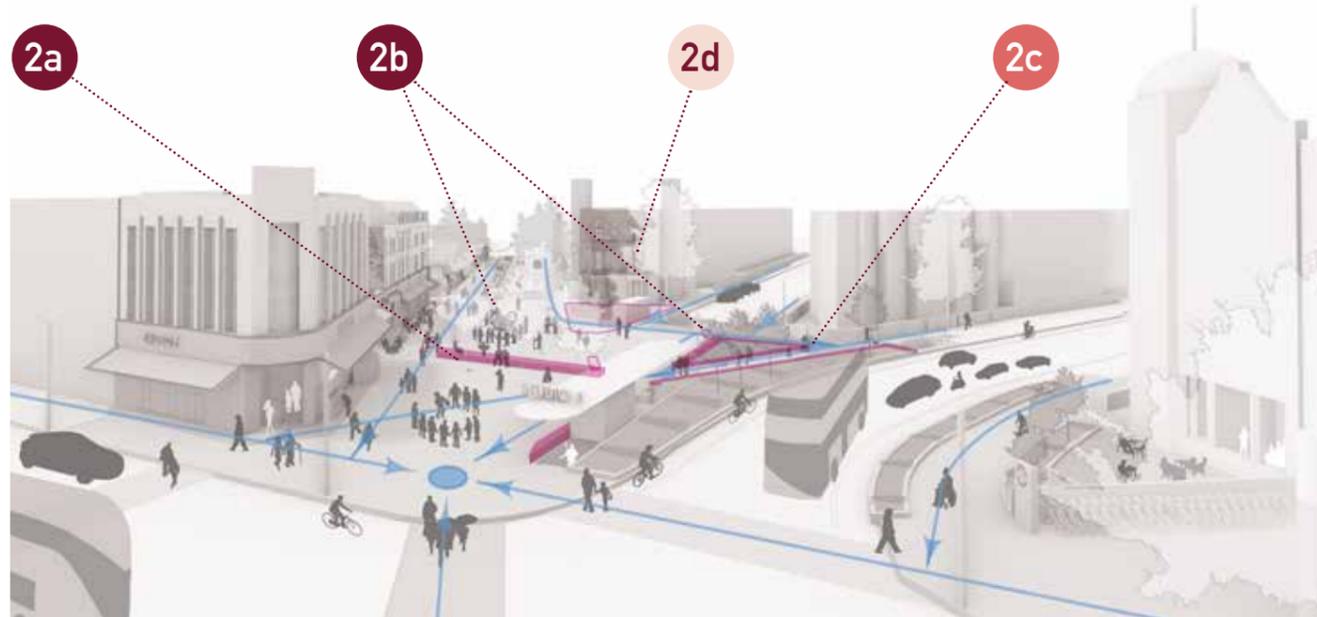
Recommended Next Steps

- 1a/1b/1c/1d:** Below ground services survey and extend topographic survey to include Fernhead Road, with design study to establish through discussion with Highways, refuse collection and emergency services extent of potential rain garden areas.
- 1a/1b/1c:** Design development in association with Project Plan 04 works.
- 1d:** Design development of the external space to the RBS Bank building to be developed in conjunction with proposals for the future use of the ground floor of the building as described in Project Plan 07.
- 1a/1b/1c/1d:** Working in partnership with the Working Group explore setting up a horticulture group to assist in maintaining the planting, with potential to expand into the development of a Fernhead Road Community Garden in the longer term. Horticulture training should be explored for members of the local community as part of skills development and employment opportunities.

Programme for Delivery

- 3a/3b/3c:** Short term projects. Delivery will be explored through the upcoming Good Growth Fund work.
- 3d:** Long term project associated within the future use of the RBS building.

Project Plan 02



2a Remove existing benches and install new seating and monitor anti-social behaviour.

2b Install vehicular access gates and review street furniture/access layout.

2c Public realm improvement to define revised pedestrian desirelines and activity spaces.

2d Flamboyant/Denist garden space boundary realigned to include part within public realm.



Public Realm Improvements

Design Concept

- To design thresholds to the Market Space to define the boundaries of the shared space and reinforce the traffic order.
- To use a palette of hard landscape materials to define the primary pedestrian routes around the space, clearly identifying them in relation to activity spaces for either the Market, Community Activities and spill out space from the Fernhead Road frontage.
- Seating to be relocated away from residential properties, with new seating use to define the edges of space and reinforce circulation routes. The type and extent of seating to be subject to detailed design and consultation with the ASB teams to promote positive use, and deter anti-social gatherings. This may be achieved through phased introduction of new seating.
- To consult with freeholders of Flamboyant and the neighbouring dentist to secure purchase of the southern end of the two private gardens to extend the public space northwards to allow for relocation of the current market stalls to create an active frontage to the Market Space to the north.

Response to the Community Engagement



Proposals should provide **A CLEAR DEFINITION OF SPACE**, with the design and layout of each area reinforcing the activities for which they are designed.



There should be **CLEAR, LOGICAL AND SEPARATE CIRCULATION ROUTES** for vehicles, bicycles and pedestrians. Circulation routes should be separate from activity spaces.



Investigate closure to vehicles or increasing pedestrian priority of the existing shared surface to the southern end of Fernhead Road to **MAXIMISE USE OF EXTERNAL SPACE FOR COMMUNITY USE**.

Brief

2a: To remove the existing benches and install new seating to relate to the greening proposals, locating new seating to reinforce the proposed circulation, edges of the space, and away from the residential properties to the north.

2b: In association with Project Plan 1 to install hard landscape thresholds to Walerton Road and Fernhead Road.

2c: Re-design of parts of the public realm to define through materials the pedestrian routes across the space including work to Zagros to remove the current market stalls placed outside the shop. Works to be completed in association with Project Plan 01.

2d: To explore options for obtaining the southern section of the private garden space to Flamboyant and the neighbouring dentist to extend the public realm to the north to accommodate market stalls (3 days per week) and/or event space as required.

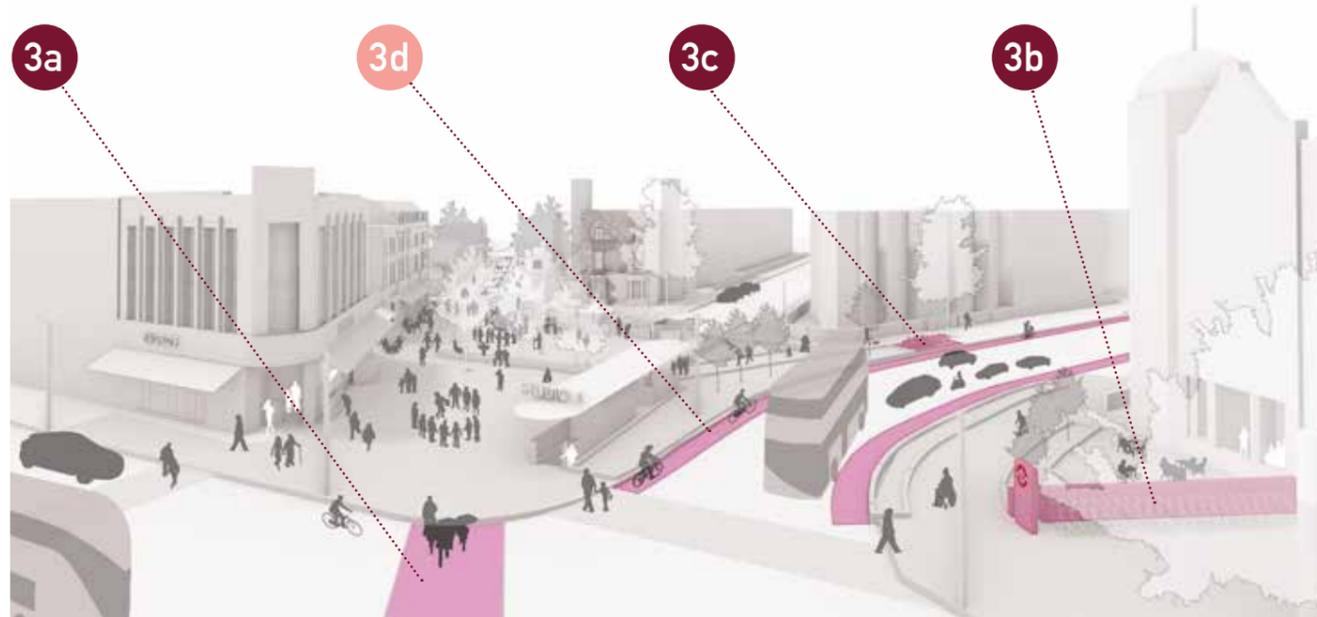
Recommended Next Steps

- **2a:** To prepare detailed layout plans for the space, integrating potential locations for seating to define the edges of the space and help to reinforce circulation and movement. Proposals to be developed through engagement with the Working Group and adjacent properties.
- **2b:** Below ground services survey and extend topographic survey, with design study to establish through discussion with Highways, refuse collection and emergency services extent of hard surface thresholds and rain garden areas.
- **2c:** Develop detailed design proposals in association with Project Plan 01.
- **2d:** To undertake consultation with the freeholders of Flamboyant and the Dentist to discuss land transfer. Proposals should be considered in association with proposed future works to Flamboyant.

Programme for Delivery

- **2a/2b:** Short term projects. Delivery will be explored through the upcoming Good Growth Fund work.
- **2c:** Medium term project. Potential to be explored through upcoming Good Growth Fund work.
- **2d:** Medium to long term subject to negotiation, land transfer and funding.

Project Plan 03



3a Diagonal pedestrian crossing to Harrow Road to improve pedestrian movement.

3c Visitor cycle parking.

3b TfL Cycle Hire docking station.

3d Cycle lanes to Elgin Avenue.



Eley Kishimoto / Dolman Bowles (Brixton Design Trail)



Camille Walala (Southwark High Street)

Walking and Cycling Infrastructure

Design Concept

- To separate pedestrian and cycling routes, through and across the site.
- To define cycling routes on existing roads, and coordinate locations for a TfL docking station and visitor cycle parking to the periphery of the market space.
- To define pedestrian routes to the edges of the space to allow clear space for events and activities.
- The layout of planting to define the edges of the Market Space, providing a sense of arriving and entering the space, rather than passing through or across it as is the current experience.
- To co-ordinate with the proposed diagonal crossing on Harrow Road, with potential for graphic, local artist designed crossings to emphasis the importance of the pedestrian environment and onward connections along Harrow Road, to Westbourne Park tube to the south and Maida Vale and Queens Park to the north.

Response to the Community Engagement



Proposals should provide **A CLEAR DEFINITION OF SPACE**, with the design and layout of each area reinforcing the activities for which they are designed.



There should be **CLEAR, LOGICAL AND SEPARATE CIRCULATION ROUTES** for vehicles, bicycles and pedestrians. Circulation routes should be separate from activity spaces.



Investigate closure to vehicles or increasing pedestrian priority of the existing shared surface to the southern end of Fernhead Road to **MAXIMISE USE OF EXTERNAL SPACE FOR COMMUNITY USE**.

Brief

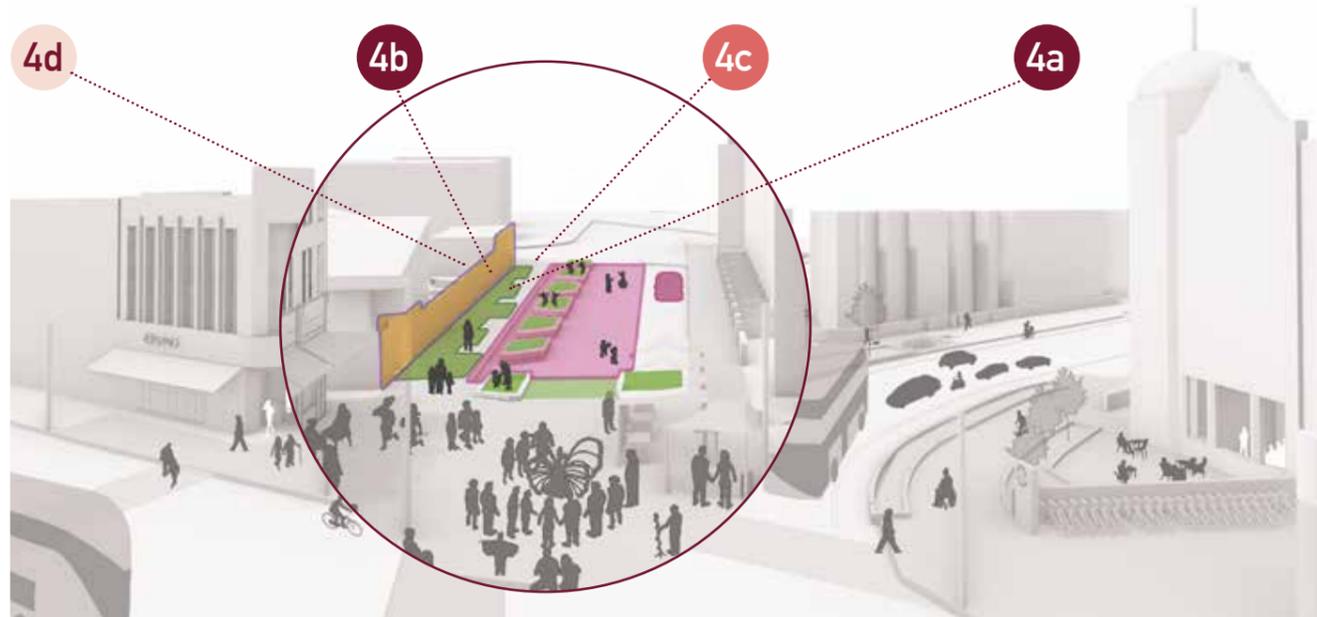
- **3a:** To build upon the existing WCC Highways proposal to install a diagonal crossing on Harrow Road, with a brief for local artists to design the crossing, with potential to extend to the two other crossing points (Harrow Road to the west and Elgin Avenue) to create a sense of local identity and showcase the work of local creative individuals or organisations.
- **3b:** To work with WCC Highways/Cycling Teams to agree detailed location and size of TfL docking station to co-ordinate with wider strategy to extend docking stations along Harrow Rd.
- **3c:** To install visitor cycle parking on Elgin Avenue (to the periphery of the pedestrian space) to increase the existing provision and promote the space as a destination for cyclists.
- **3d:** To liaise with WCC Highways/Cycling Teams to complete a feasibility study for marked cycle lanes to be installed north along Elgin Avenue and link to infrastructure on Sutherland Avenue etc, to provide a safe route around the pedestrian space. The proposed planting along Elgin Avenue would also promote cycle movements away from pedestrian areas.

Recommended Next Steps

- **3a/3b/3c/3d:** Liaison with WCC Highways/Cycling team to develop detailed proposals.
- **3a:** Liaison with Working Group to select suitable local creative individuals/organisations to work with WCC Highways to design site specific pedestrian crossings.
- **3d:** WCC Highways to undertake feasibility study and co-ordinate with wider cycling infrastructure proposals.

Programme for Delivery

- **3a, 3b and 3c:** Short term projects. Delivery will be explored through the upcoming Good Growth Fund work.
- **3d:** Medium term for delivery subject to feasibility study and funding.



- 4a** Play Street designation to complement Kennet Road 'School Street'.
- 4b** Improve pedestrian route including relocating trader parking with plan 1C.
- 4c** Rain gardens to existing parking spaces/ electric car charging point.
- 4d** Community Garden with QEII School shared space.



Design Concept

- To improve the quality of the public realm north from Maida Hill Market along Fernhead Road, improving connections to the Kennet West Skills Centre and Queen Elizabeth II Jubilee School.
- To designate Fernhead Road, south of Kennet Road a 'Play Street' to provide space for play at certain times.
- To consider through a parking survey slightly reducing residential parking permit space and replacing with rain gardens and electric car charging points in the medium term to provide further improvements to the pedestrian environment and contribute to improving local air quality.
- In the longer term there is an opportunity to provide a shared community garden space with the QEII School, which responds to the Place Plan's ambition for the area to provide increased access to open space and the associated health benefits this can bring. This would provide further improvements to the pedestrian environment of Fernhead Road, and provide a shared space to foster closer links between the school and local community.

Response to the Community Engagement

- Create **INCLUSIVE AND SAFE SPACE FOR ALL SECTIONS OF THE COMMUNITY**, including positive active frontages from adjacent buildings to open spaces.
- Opportunities for **GREENING OF THE EXTERNAL SPACES AND ADJACENT BUILDINGS**, to provide traffic separate from the community spaces, improving air quality and seasonal microclimat
- In the first instance, develop proposals to improve the open spaces and adjacent buildings to deliver a **COMMUNITY HUB** to provide for the needs of the local community.

Brief

- 4a:** To designate Fernhead Road a 'Play Street' to provide space for play. This will complement the 'School Street' designation on Kennet Road and assist in reinforcing the traffic order for reducing traffic movements at certain times to promote the importance of the pedestrian environment.
- 4b:** Undertake a parking survey, and where feasible, relocate the trader parking from Fernhead Road to Walteron Road to allow for rain gardens/raised planters to be installed on within the parking space zone to make public realm improvements to the north-south link between the Market Space and the School.
- 4c:** Using the parking survey and future predictions for car ownership, in the medium term undertake minor reductions in resident parking spaces and replace with rain gardens and electric car charging spaces, which could also be linked to car club usage.
- 4d:** To work in partnership with QEII School and the Working Group to develop proposals for a shared community garden space along Fernhead Road. This would include improvements to the existing kitchen garden within the school boundary, removing the brick boundary wall and replacing with bespoke metalwork (allowing some visual permeability, but maintaining school privacy), reducing the road carriageway width of Fernhead Road and relocating the pedestrian footpath to create a linear space, which physically links to the school's kitchen garden. Working in partnership with a community garden organisation to assist managing the space, to develop a programme of community activities and events, which can also support the school's learning curriculum.

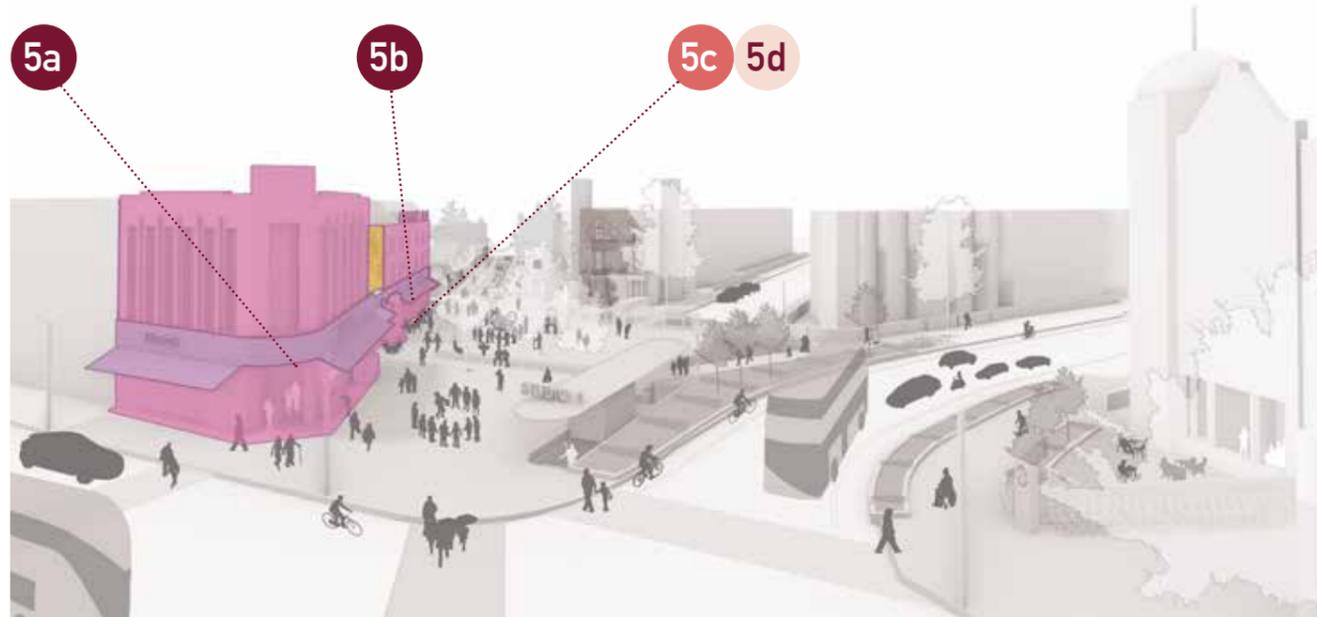
Recommended Next Steps

- 4a:** WCC apply for designation of Fernhead Road as a Play Street, and consult with the local community on the times/days for its operation.
- 4b/4c:** WCC to undertake a parking survey to establish feasibility of relocating trader parking in the short term and reduction of resident permit spaces in the longer term and replacement with electric car points/car club spaces.
- 4d:** WCC to work in partnership with the QEII School, Working Group to develop ideas for creating a community garden space, including feasibility study and funding to work with a Community Garden organisation.

Programme for Delivery

- 4a and 4b:** Short term project. Delivery will be explored through the upcoming Good Growth Fund work.
- 4c:** Medium term projects. Delivery will be explored through the upcoming Good Growth Fund work.
- 4d:** Long term for delivery within three years subject to feasibility study and funding.

Project Plan 05



- 5a** Zagros - agree removal/relocation of market stalls to facade. Detail design of facade improvements.
- 5b** Common signage and awning works to remaining commercial units on Fernhead Road.
- 5c** Feasibility study for community use of existing ground floor buildings.
- 5d** Community use of adjacent buildings in response to 5c.



Fernhead Road existing elevation



Fernhead Road proposed elevation

Fernhead Road Buildings

Design Concept

- To improve and enhance the building elevations along the western edge of Maida Hill Market.
- To improve the thresholds and access into these properties and provide clear circulation routes around and through the space.
- To improve the relationship between inside and outside and to provide active frontages at ground level & to improve natural surveillance.
- Acknowledge the importance external elevations play in the environment and their role in the host building's energy use (thermal insulation and air permeability) as well as acoustic insulation, and sense of place.
- To co-ordinate and facilitate activity in the space that complements the existing uses.

Response to the Community Engagement

-  Explore opportunities for **COMMUNITY USE OF ADJACENT BUILDINGS**, contributing to the creation of a community hub including both internal and external space.
-  Create **INCLUSIVE AND SAFE SPACE FOR ALL SECTIONS OF THE COMMUNITY**, including positive active frontages from adjacent buildings to open spaces.

Brief

- Provide building owners and users with incentives or/and support to make positive changes by:
- Investigating how existing units abutting the space can be improved to streamline, expand, or consolidate their operations and link any support to positive contribution to the project's aims.
 - Use this engagement and, if necessary, enforcement to amend the existing fabric and use of areas abutting existing buildings that detract from the project's aims.
 - Shape future changes to work towards a coherent whole by application of clear design guides or supplement local guides.

Recommended Next Steps

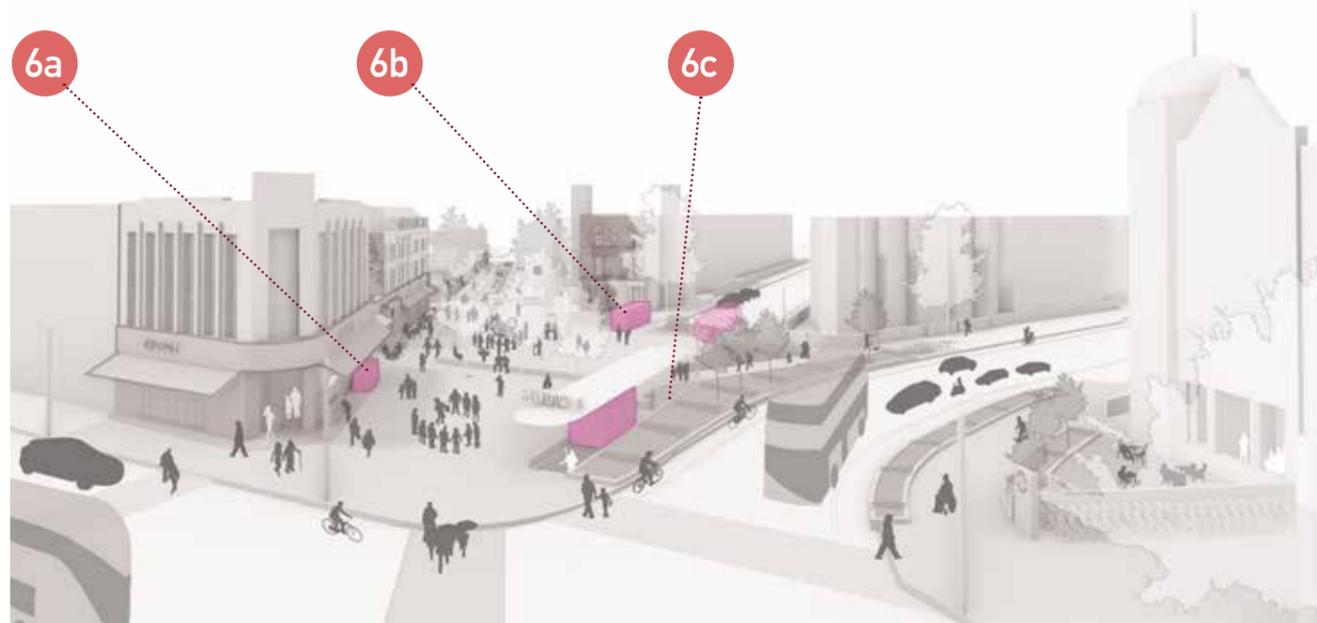
1. Engage with each of the building owners and users to map out and affect changes:
 - Burton Building**
Zagros: Immediate issues are the use of the highway and avoiding pinch points on the public footpath that affect public safety around the site, and façade improvements to provide an active frontage to the space and/or street.
 - 2 Fernhead Road**
Maida Hill Place: Establish support for this community use and support the café to ensure its positive contribution to the space is not lost.
 - 4-6 Fernhead Road**
Ground floors: to encourage appropriate facia design and encourage appropriate external use.
2. Other users above ground floor: Quantify uses, occupancy, and access to establish opportunities to contribute to the project's aims.
3. Help facilitate these changes but also support, encourage and grow activities and interventions that contribute positively to the vibrancy of the space.
4. Engage with the ongoing project team and Working Group to integrate Public Art and facilitate a discussion on identity of the space with the local community.

Where appropriate planning policy guidance to be utilised to inform and guide the positive changes required to deliver the Vision.

Potential Delivery Timescales

Short to medium term project subject to negotiations and landowner support.
Long term: Establish design guides for future developments.

Project Plan 06 ●●



- 6a** Qualify servicing requirements for existing premises and neighbourhoods
- 6b** Identify the servicing requirements for the market and proposed community events.
- 6c** Re-provide accessible below ground toilets in an alternative location.

Improved Facilities: Enterprise Space, Public Toilets, Refuse & Storage

Design Concept

- To support the activities and uses of the community hub within and around the market space by coordinating and enhancing facilities, servicing, and inclusive access.
- To relocate the non-accessible below ground toilets and provide modern, safe and well-maintained facilities elsewhere.

Response to the Community Engagement



To support the activities and uses of the **COMMUNITY HUB** within the market space and around the space by coordinating and enhancing facilities, servicing, and access. To make better use of the existing space presently occupied by non-accessible toilets below ground.



Create **INCLUSIVE AND SAFE SPACE FOR ALL SECTIONS OF THE COMMUNITY**, including positive active frontages from adjacent buildings to open spaces.

Brief

- 6a:** Quantify servicing requirements for the existing premises and residences, and their locations. Formulate a coordinated spatial and management plan for servicing the space in future and providing appropriate facilities. This should include identifying the feasibility of using existing spaces abutting the site in full or part.
- 6b:** Identify servicing requirements for the market and proposed community events and provide adequate facilities, namely access to water, storage, refuse, deliveries etc.
- 6c:** Re-provide inaccessible below ground toilets in alternative location.

Recommended Next Steps

Carry out a feasibility study to establish potential locations for the required facilities: refuse storage, market/events storage and new accessible toilets.

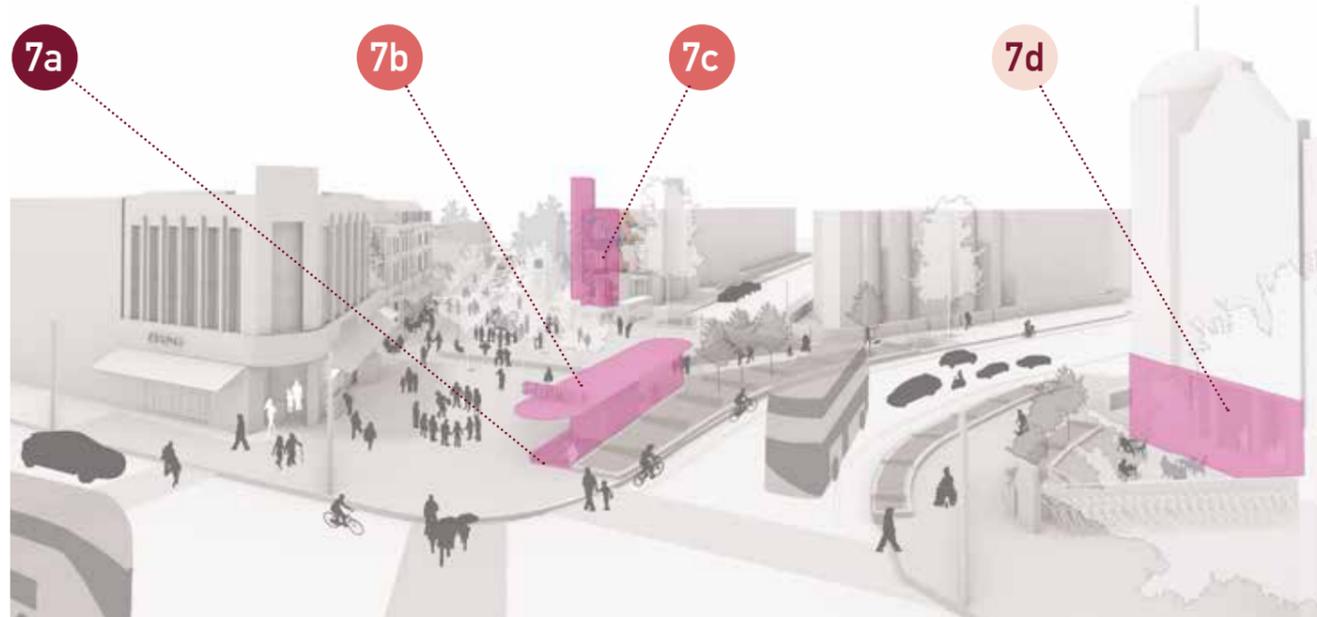
The engagement process to date has identified two potential locations for standalone storage (see diagrams). The feasibility study should also look at a location for the public toilets. These may potentially be located within an existing building.

WCC Place Shaping, Economy, Public Events and Markets Teams to engage with stakeholders as outlined above.

Potential Delivery Timescales

- 6a** and **6b:** Short term project. Delivery will be explored through the upcoming Good Growth Fund work.
- 6c:** Medium term project to be explored by the Council with stakeholders.

Project Plan 07



7a Options appraisal for relocation of existing below ground WC.

7b Re-purpose below ground WCs to community use and design for pavillion building above.

7c Flamboyan.

7d Explore the potential to positively re-activate the RBS building.



Catering Pavillion (Lukas Scaller)



Barneveld Central Station (NL Architects)



Serpentine Pavillion (Sejima and Nishizawa)



Apple Store (Eric Rogers)

Community Use of Adjacent Buildings

Design Concept

- To quantify and support the existing community focussed activities around the site
- To encourage, support, and foster a platform for the community's cultural expression
- To support marginalised and vulnerable groups
- To direct resources in a transparent and appropriate way that is supported by a diverse community

Response to the Community Engagement

- Explore the potential for buildings adjacent to the square that are either unused or already under WCC ownership to house activities that will assist the creating of a community hub:
- Re-provide below ground toilets above ground and use the existing toilet structure to create a new pavillion offering additional space for community use. (See Project Plan 06).
- Work with Flamboyan to improve their existing accommodation and their connection to and visibility on the square
- Explore short term use with the longer aim of creating a new community facility within the unused ground floor of the former RBS building and the space outside of it.

Brief

7a: Relocate existing below ground toilets (See Project Plan 06).

7b: Create a small single storey community hub or social enterprise pavillion on top of and utilising the existing underground toilets. Use to be determined through further community engagement. Suggestions include a recording studio or a start-up incubator.

7c: Engage further with Flamboyan (and the building's Freeholder) to explore their needs in terms of building maintenance and space provision. Explore options for creating greater visibility of their work on the square, e.g. through changes to the existing building or short-term use of underused commercial spaces in the area.

7d: Engage with Freeholder of the RBS Building to discuss lease arrangements that would enable the use of the ground floor for community use. Use to be determined through further community engagement. Suggestions include a social club, a library or a performing arts venue. Explore use of widened pavement area outside of the building to be used as outdoor amenity space associated with the RBS building

Recommended Next Steps

7a: Carry out feasibility study to establish suitable location for new public toilet facilities. (See project plan 06)

7b: Carry out further engagement with Working Group to establish a brief for new community facility to be housed in pavillion building, including a business case for the proposed use (uses that have been discussed include a recording studio or a start-up hub). Commence co-design of facility.

7c: Carry out further engagement with Flamboyan on their needs as an organisation and with Working Group and Flamboyan on potential connections and shared facilities. Establish design brief based on this engagement and commence co-design with Flamboyan.

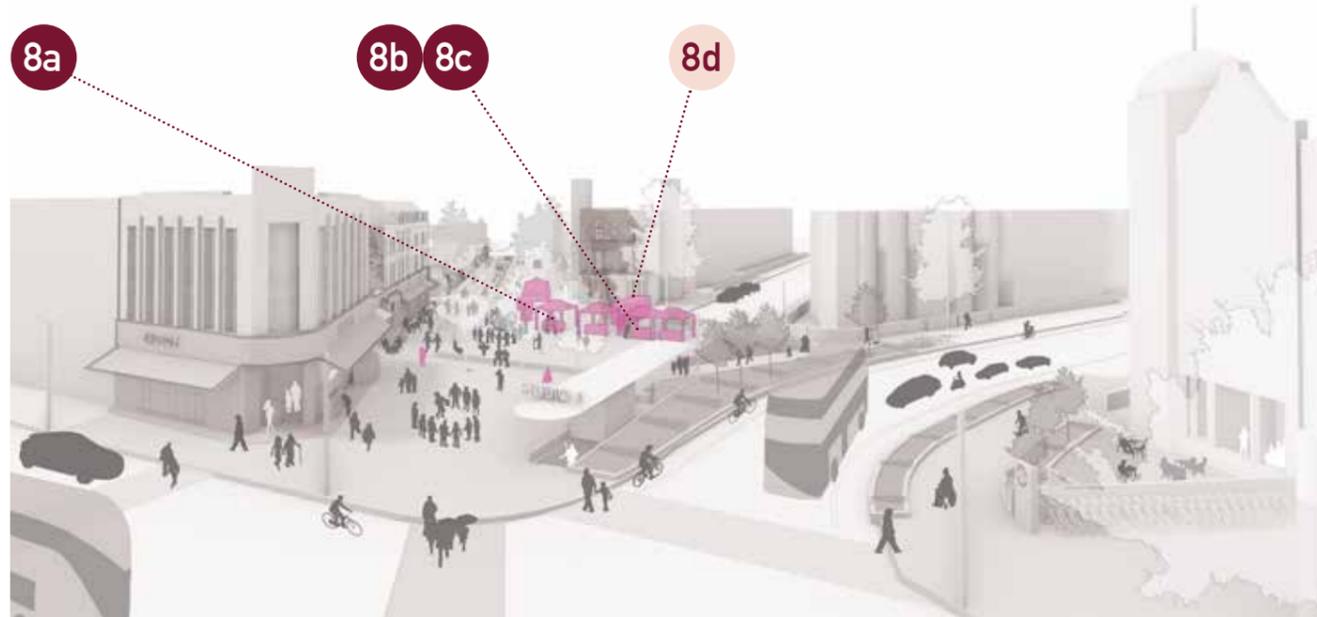
7d: WCC to engage with Freeholder and explore potential to positively re-active the RBS building.

Potential Delivery Timescales

7a: Short term project. Delivery will be explored through the upcoming Good Growth Fund work.

7b, c and d: Long term for delivery within 3 years subject to feasibility, landowner negotiations/ambitions and funding.

Project Plan 08



- 8a** Establish formal pitch setting out including metered power, water and refuse store.
- 8b** Establish Markets Working Group to partner the Council to develop events.
- 8c** Three day per week market, monitor and develop long term sustainable strategy.
- 8d** Adjust pitch positions to outcome of negotiations under 2d.



Maida Hill Market

Design Concept

- To seek to develop a longer term, sustainable framework for the operation of the market, by reducing the number of days of operation from six to three, providing formal pitches (3 or 6m) WCC Markets Team working through discussion with members of the Working Group have developed a five year proposal for the Market, which also would provide one free pitch for a local community member or organisation.
- Flexible arrangements for pitch rental from day, week, month to allow for pop-ups/occasional use.
- WCC to work in partnership with the community to attract anchor tenants, agree allocation of community stall space and to develop a programme of themed events and activities.

Response to the Community Engagement



In the first instance, develop proposals to improve the open spaces and adjacent buildings to deliver a **COMMUNITY HUB** to provide for the needs of the local community.



The development of a **VIABLE AND SUSTAINABLE COMMUNITY MARKET** should be considered as an integral part of the wider ambition for a community hub.

Brief

- Location:** To locate the market to the northern edge of the space to provide an active frontage to the current residential garden boundary. To create a more usable space for setting out formal pitches, WCC should seek to purchase the southern part of the existing gardens to Flamboyan and the Dentist to locate the linear market, providing more space for other activities to take place.
- Market Offer:** WCC have developed a five year plan which should be implemented through working with a Markets Working Group to attract suitable anchor tenants, and encourage and support members of the community to make use of the flexible rental arrangements and/or free community pitch to promote local business and enterprise.
- Events and Activities:** WCC to work with a Markets Working Group to develop a programme of themed events and activities to promote both the market and local community groups and organisations.

Recommended Next Steps

- The Council to explore with stakeholders establishing a Markets Working Group to work alongside the Markets Team, building upon the current relationships established to develop the detail of the market operating times, offer and programme of events. The group should work to establish a formal pitch layout for a series of serviced market stalls
- The Council to undertake below ground services surveys to establish locations for metered power and water supply.
- Undertake discussions with Flamboyan and the dentist to establish feasibility and terms for purchasing part of the private garden spaces to provide formal setting out of the pitches.
- To work with local enterprise and training organisations, including the community support/training to be provided at 470 Harrow Road to utilise the market space for promoting local businesses and start-ups.

Potential Delivery Timescales

- 8a, b and c:** Short term projects. Delivery will be explored through the upcoming Good Growth Fund work.
- 8d:** Medium to long term subject to negotiation and land transfer.



9a Establish EventsWorking Group to partner the Council to develop events.

9b Community involvement in development of public art works (facades, crossings, furniture etc).

9c Working Group to develop events with neighbours: QEII School/Flamboyan.



Brentford Market Square (Kinnear Landscape Architects)



Community Events and Activities

Design Concept

- To create an inclusive and safe space for all sections of the community by reflecting the individuals and smaller groups there, and fostering a sense of ownership and empowerment via a management structure that allows the community to curate and manage activities in the space
- To create a public realm that gives expression to the extraordinary creative energy of this specific community and its vibrant past.
- To ensure that the local community are at the heart of designing the public art in the space and identity of the space.

Response to the Community Engagement



In the first instance, develop co-ordinated detailed proposals to improve the open spaces and adjacent buildings to deliver a **COMMUNITY HUB** to provide for the needs of the local community.



Create **INCLUSIVE AND SAFE SPACE FOR ALL SECTIONS OF THE COMMUNITY**, including positive active frontages from adjacent buildings to open spaces & other interventions and endeavours to support all groups of the community.



Proposals should provide **A CLEAR DEFINITION OF SPACE**, with the design and layout of each area reinforcing the activities for which they are designed.



Opportunities for **GREENING OF THE EXTERNAL SPACES AND ADJACENT BUILDINGS**, to provide an appropriate environment with traffic separate from the community spaces, improving air quality and seasonal microclimate.

Brief

9a: Create two distinct areas (one to the front, and one to the rear) that can be flexible and facilitate a number of different uses (also see Project Plan 02). To give clarity to the space by clear circulation and boundaries. Create a green buffer to Elgin Avenue to better define and protect the event spaces (also see Project Plan 01). Provide practical facilities to support outdoor events: Access. Toilet / storage / lighting / electricity / water (also see Project Plan 06)

9b: Create an Events Management Group (also see Project Plan 10b) to partner with Council, QEII School and Flamboyan to develop community events

9c: Working Group and local arts organisations to develop a public arts strategy for the square

Recommended Next Steps

9a: Refer to Project Plans 01, 02 and 06 for delivery of public realm improvements.

9b: WCC to work with stakeholders to explore the value of establishing an Event Management Group to partner with WCC in managing the space. Establish management and funding structure for this body.

9c: WCC to work with stakeholders to explore the value of establishing a co-design strategy to allow the Working Group and local arts organisations to steer the design of public arts elements in the space (facades, crossings, furniture etc.)

Potential Delivery Timescales

9a/b and c: Short term projects. Delivery will be explored through the upcoming Good Growth Fund work.



- 10a Tackling anti-social behaviour beyond the injunction work. (WG4)
- 10b Working groups to co-ordinate market, community events and activities. (WG2 & 3)

- 10c Horticultural maintenance, should a community garden be established with QE11 School. (WG1)



MANAGEMENT GROUP 1
Maintaining the space

To maintain the space to keep it clean, tidy and in its fixtures and fittings in good working order. This could include in particular horticulture training and assistance as part of soft landscape maintenance.



MANAGEMENT GROUP 3
Community Events

To assist in planning a diverse range of community events and activities to encourage use of the space by all in a managed and co-ordinated way.



MANAGEMENT GROUP 2
Community Market

To work with the Council's Markets Team to develop a suitable range of anchor tenants and manage the community stall and wider community involvement.



MANAGEMENT GROUP 4
Making the Space Welcoming to Everyone.

A group to work with the Council and relevant agencies to explore how to develop long term help and support for those in need and to seek to address issues of anti-social behaviour.

Design Concept

- To continue working in partnership with the Working Group on specific management issues, through the establishment of themed sub-groups to explore how the community have detailed involvement and agency in the future management of the space.
- To respond to the following key principles of the Harrow Road Place Plan:
 - 'Ensure a Socially Sustainable Future', which states that: *Provide support for community development and opportunities to get involved in local decision making and activities*
 - 'Benefit from Future Development', which states that: *Working with landowners to ensure sites with the potential longer-term redevelopment come forward in a manner that provides direct and measurable benefits to local residents.*

Response to the Community Engagement

- Following feedback from the initial community engagement and discussions with WCC officers, it became clear that whilst the creation of the pedestrianised space was a positive development, a lack of co-ordinated management of the space over time, has led to a decrease in the diverse use of the space and an increase in anti-social behaviour.
- Members of the Working Group also expressed a clear desire for the local community to not only shape design proposals as part of the Vision for the area, but to be part of the future management of the space, so that the creation and future evolution of a 'community hub' was shaped by the local community working in partnership with the Council.
- In conjunction with the Working Group continuing to shape the overall design proposals, a series of smaller, themed groups could be established to address management of both the space and future community activities and events.
- The over-riding question from the engagement was therefore: *'How is space developed and managed so that it is welcoming to everyone?'*

Brief

10a: Tackling anti-social behaviour successfully is a complex issue, and is key in this instance to the future success of sustainably delivering the Vision. The Council will need to develop a multi-agency approach which should include a smaller, focused Working Group.

10b: WCC Markets team have developed a five year proposal for the future of the market. This seeks to address the desire for a community market as expressed by the Working Group, whilst also balancing the Council's wider requirements to provide a clear offer to the public for each of its market sites, and to cover resources for the management of the pitches and equipment provided. A focused Working Group is required to work with the Council to allocate the community stall and develop a series of themed events and activities to reflect to local community.

10c: The Vision includes proposals to increase the extent of planting across the public realm, with potential for the development of a community garden space along Fernhead Road. The viability for local community involvement in maintaining proposed planting in the short term, leading to creating a group who could become involved in a community garden in future, working in partnership with the QE11 School to be explored.

Recommended Next Steps

The suggested structure and themes of the smaller sub-groups should be discussed with the Working Group to seek guidance and direction on whether these proposals are supported, and changed accordingly.

Potential Delivery Timescales

Development of management proposals to be considered in association with the development of detailed proposals to be explored through the upcoming Good Growth Fund work.

The Next Steps

The establishment of a diverse Working Group of local stakeholders has been a key output of this project. Due to national restrictions in response to the Covid-19 pandemic, the latter stages of the project have been developed with virtual input from the group and WCC recognise that the pandemic has disrupted continuity of conversations.

In May 2021 work around the Maida Hill Market will re-commence as part of the GLA supported 'Good Growth Fund' work. As this begins, the Working Group will be re-engaged. There will be an opportunity to revisit the work presented here before helping to shape the next phase of this work in a detailed and meaningful way.

Further information on the Good Growth Fund project can be found by visiting:

www.harrowroad.org

Or you can email the WCC Place Shaping team via:

harrowroad4@westminster.gov.uk

