

Appendix 3 – Draft Proposed City Plan Policy 5 (as consulted on 12th November 2018 – 21st December 2018)

5. Spatial Development Priorities: North West Economic Development Area

Regeneration of the North West Economic Development Area (NWEDA) over the plan period will deliver the following priorities:

- A. Increased job opportunities for local residents. This will be achieved through the protection of existing employment floorspace, and the provision of additional employment and commercial floorspace that is suitable for small and medium enterprises (SMEs) and helps diversify the local economy.
- B. A greener and more walkable environment that addresses issues of severance caused by the railway tracks, canal and Harrow Road, and creates opportunities for the extension of, and greater use of, the Grand Union Canal towpath.
- C. Enhancements to Harrow Road District Centre to provide a greater range of activity and a more attractive physical environment - including the transformation of Maida Hill Junction.
- D. The provision of new and improved social and community infrastructure that meets the needs of the local community.

5.1 / The NWEDA has long contained some of Westminster's most deprived areas, with lower levels of qualifications, earnings and health, and higher levels of worklessness, than elsewhere in the city. It is therefore an area requiring coordinated intervention to tackle persistent levels of inequality. Efforts through this plan will include providing for improved opportunities within the area itself, but also ensuring residents benefit from the opportunities offered by development in more central parts of Westminster. The boundary of the area has been amended from the previous City Plan to exclude Paddington Opportunity Area – to reflect the different nature of development expected there.

Commercial growth

5.2 / Much of the NWEDA is primarily residential, with a high proportion of social rented affordable housing, but it does also contain some commercial areas. The Woodfield Road area is home to a variety of businesses, and offers opportunities for intensification that can deliver new job opportunities alongside additional high quality homes. Building on the success of Great Western Studios nearby, there is scope to grow the local offer for creative, start-up, and grow-on business space including workshops, studios and canal boat offices - distinct from the employment offer elsewhere. Land under the A40 Westway also offers potential for additional enterprise space. Multi-purpose spaces that provide opportunities for community use, such as at Paddington Arts, will be welcomed, as will meanwhile use of space in advance of redevelopment proposals. New commercial development in Harrow

Road District Centre for town centre uses can also help sustain its long term vitality and viability and provide employment opportunities.

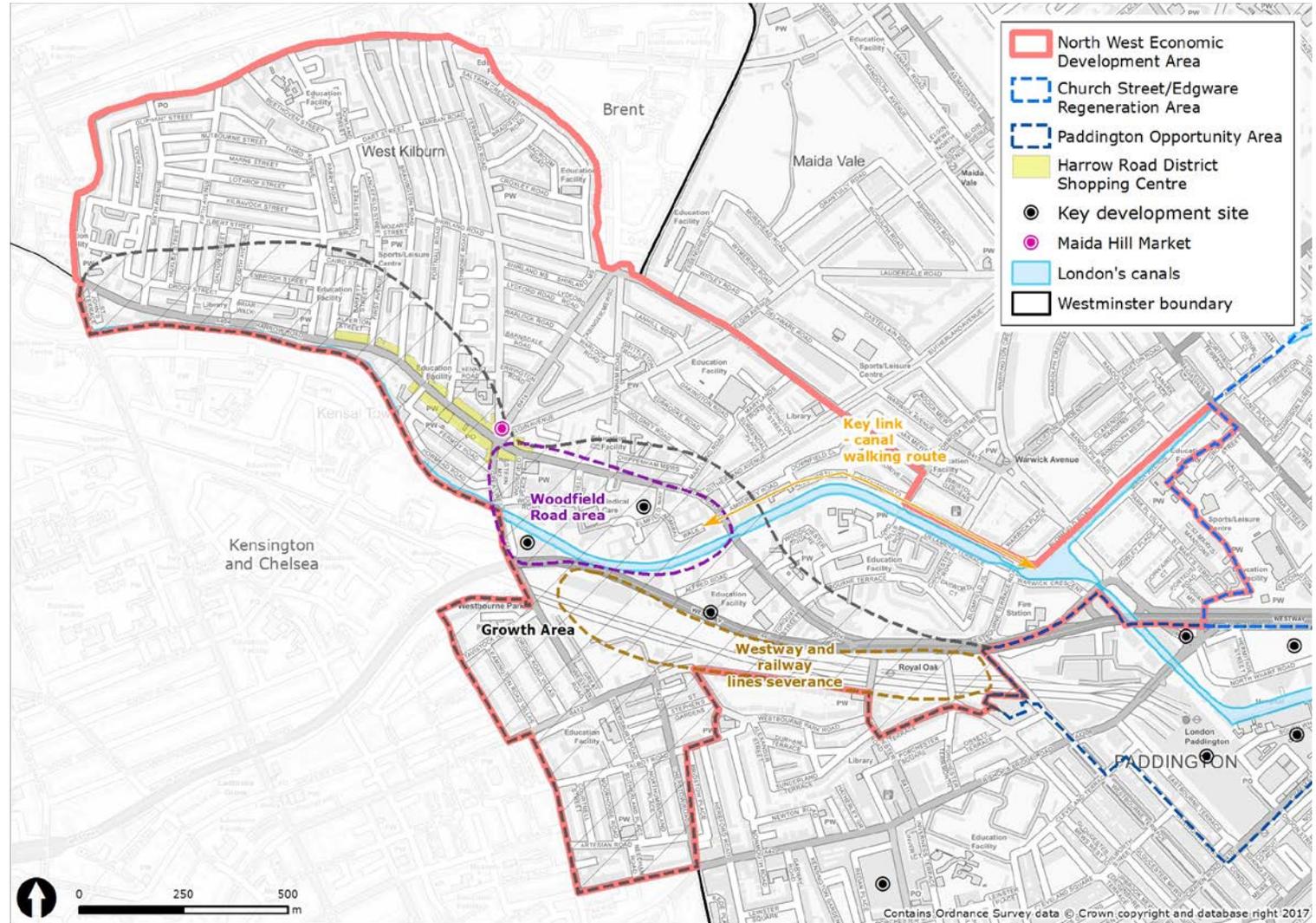
Open space

5.3 / The area is deficient in publicly accessible open space⁶. Severance from the Grand Union Canal, A40 Westway, and railway lines, all currently limit access to existing open spaces within the area and beyond. New development should therefore seek to green the area, by providing new publicly accessible open spaces such as that being provided at Walterdon and Elgin Community Homes Gardens, and increasing activity along the Grand Union Canal. The canal represents a significant underutilised asset that offers opportunities to provide an attractive walking and cycling environment - both to job opportunities in nearby Paddington and Old Oak Common, and also to high quality open space at Regent's Park. Bids are being made to TfL's Liveable Neighbourhoods Programme to fund interventions that help encourage walking, cycling and use of public transport.

Retail

5.4 / Harrow Road District Centre provides the main cluster of shops and other town centre uses within the area. It is important that this continues to provide for local resident's shopping and servicing needs alongside Maida Hill Market, but also that it adapts to the challenges traditional high streets

⁶ www.gigl.org.uk



Map 4: North West Economic Development Area

face. The findings of the Westminster Town Centre Health Check 2018 identified poor quality public realm, lack of active shop fronts, and the presence of some low quality retail and uses such as hot food takeaways and betting shops. Greater diversity within the centre, including the growth of the evening and night-time economy, and spaces for small businesses with active frontages (including meanwhile uses) will therefore be supported, alongside investment in the public realm to improve its physical appearance. To secure its long term sustainability, it is envisaged that the retail core of the centre will remain close to Maida Hill Market, with a more diverse mix of uses supported on the periphery of the centre. To support a more attractive retail core, improvements to Maida Hill junction will secure a safer, more welcoming environment for pedestrians and cyclists. Opportunities to reduce severance to the District Centre so it more conveniently serves a wider catchment area will also be sought. This could include additional or more inviting canal crossings and road underpasses. Proposals for the centre will be set out in a forthcoming Harrow Road Place Plan.

Social and community infrastructure

5.5 / New social and community infrastructure in the area will be important to support sustainable growth, meet the needs of local communities, and provide opportunities for them to mix. Development will therefore be supported by investment in improved education, health and leisure facilities necessary to support population growth.