

Kilburn Square Development Proposals

Summary of Design Options Feedback (October 2021 – January 2022)

Introduction

The engagement process on Kilburn Square began in Autumn 2020. This included Resident Panel meetings, questionnaires, an in-person exhibition, our market stall drop in and monthly newsletters. Over summer 2021, we increased this engagement because we wanted to hear from as many residents as possible.

We also held several virtual meetings and your Independent Advisors, Source Partnership, knocked on every door on the estate to gather your views.

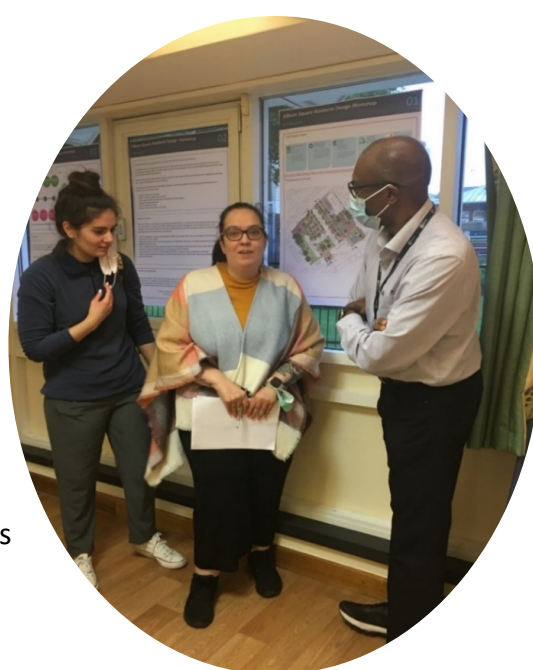
In your feedback to us over the summer, you told us that you were concerned about the height of the proposed new tower, the amount of open and amenity space and the impact of the new homes on existing services.

Consultation

In October 2021 we held two design events to present five outline design options to you, all with reduced height(s) and had fewer new homes.



12.6% of households (34) from the estate attended the sessions held over two days. The 34 households that attended were made up of 21 council tenants and 13 leaseholders. 7 stakeholders also attended these sessions.



The team listened to what people liked and didn't like about the five options and residents who came to the workshops chose two designs, option A and option E, for further development by the team.

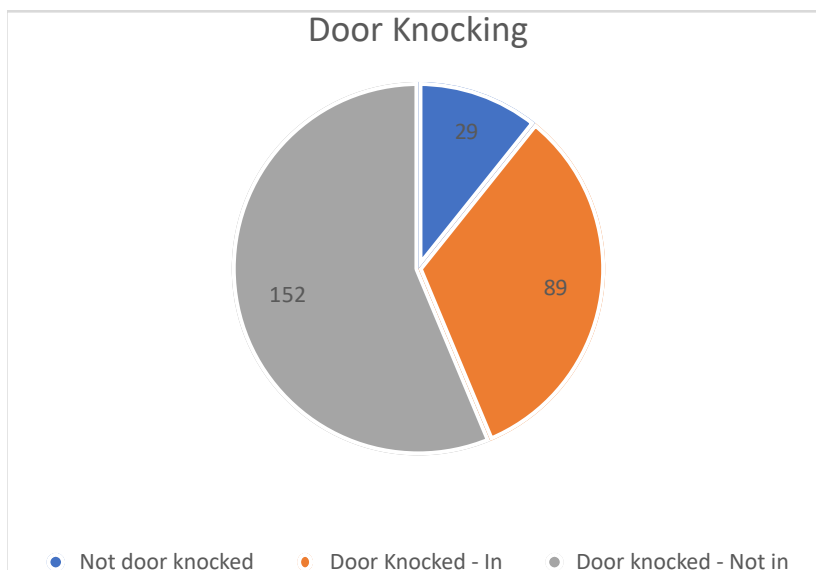
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Throughout October 2021, residents were invited to share their views with us. We also created a Youtube video (100+ views) so residents could catch up on what was presented: tinyurl.com/KilburnSquareWorkshop

Further design events took place in November, where we presented more detailed designs of the two preferred options. This included information on heights of each block, unit numbers and density of each option plus more detail on the landscaping and amenity spaces.

As we did not speak to many of you in November, we provided further opportunities for you to talk to us about the design proposals: a door knocking across the estate was carried out in late November/early December. Residents were also able to email or call us with their feedback or speak to Source about the designs. We also held a drop-in session at the market stall in early December 2021.



Out of the 270 households on the estate, we managed to door knock 241 households.

We spoke to 89 households (33%) but 152 households were not in when we knocked.

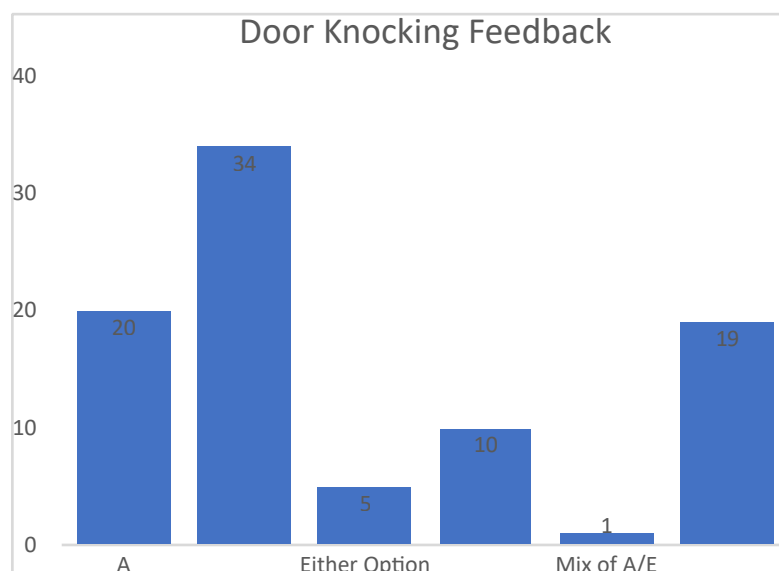
We also tried to knock again to at least 50% of the properties that were not in when we door knocked the first time.

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Door Knocking Feedback

34 of the 89 households we spoke to, expressed a preference for option E.



20 households stated that their preference was option A.

19 households who opened their doors were unable to provide feedback at the time i.e., will send email, too busy, too poorly, just going out.

In total 70 (26%) households provided feedback on the doorstep.

In December 2021 we sent a flyer to all Kilburn Square residents confirming that we had uploaded an online feedback form on the webpage for residents to submit their feedback if they had not done so already. We also confirmed that residents could still call or email the team with their feedback if this was their preference.

In January 2022 we wrote to all households that had not yet provided feedback extending the deadline for feedback until 30 January 2022.

The table below shows details of the feedback received prior to the end of the consultation extension (30 January 2022):

Option A – 18

Option E – 34

Either Option – 3

Neither Option – 10

Mix of A & E – 1

Residents who said they would provide feedback later – 13

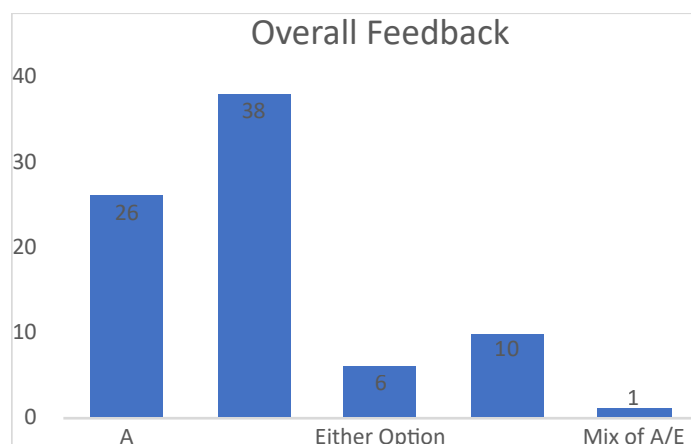
Following the consultation extension, the feedback position increased slightly, and the table below shows the overall feedback received.

Overall Feedback

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Feedback received:



- door knocking (70)
- telephone calls (0)
- emails (3)
- online feedback forms (8)

Overall, 81 (30%) households provided feedback. 38 households expressed a preference for option E and 26 households preferred option A.

Table 1 – Overall Feedback – from existing tower or low-rise blocks.

	Tower Block	Low Rise	Not Sure	
Door knock - A	11	9	0	
Email - A	1	0	0	
On-line form - A	2	0	3	
	14	9	3	26

Door knock- E	14	20	0	
Email - E	0	1	0	
On-line form -E	0	2	1	
	14	23	1	38

Brent Council's Decision and Next Steps

The majority of Kilburn Square residents, who provided feedback, expressed a preference for option E: 38 households stated they preferred option E and 26 households advised that they preferred option A.

Brent Council has listened to your feedback, taken advice from our architects and planners, and considered the Planning Inspectors report issued on 17th January 2022.

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The GLA guidance on tall buildings, states developments must be in compliance with the London Plan Tall Buildings Policy and London Boroughs are required to determine the locations where tall buildings may be an appropriate form of development and any such locations and heights should be identified in Development Plans.

During the preparation of the Local Plan the Council put forward a new tall buildings zone at Kilburn Square which included the existing tower and adjacent land around Kilburn Square (13-15 Brondesbury Road and the former Kilburn Square Clinic). The proposed tall buildings zone was for buildings up to 51 metres in height. Following this the Planning Inspector, in their report issued on 17th January 2022, advised that they were unable to recommend Kilburn Square as a tall buildings zone in the new Local Plan.

Considering all these factors, the Council has concluded that option A will be taken forward into the planning process. Option A reduces the tower from 17 storeys to 10 and the amount of green space maintained is in line with the original proposal. Your feedback has made clear how much you value green space, and the Council will be reviewing how to improve and make best use of the available amenity space.

Design Approach A



Key

■ Approach A □ Original Proposal

Key Changes

- A reduction of 7 storeys on the tower, taking it from 17 storeys to 10 storeys.
- Rest of the design has remained the same.
- No change to available green / open space.
- Number of trees being removed remains the same.

Over the next few months, work to further develop option A will take place but we will continue to engage with Kilburn Square residents and stakeholders via our regular newsletters and our market stall drop-ins. We will keep you updated as the design develops. We will also invite residents and stakeholders to a final exhibition on the new build proposals before we submit the planning application, and we will confirm dates and location in a future newsletter.

Winners!

If you gave us your views by talking to us on the doorstep, visiting a drop-in session or contacting us by email or phone you were entered into the prize draw.

The two lucky winners of the prize drawer have now been contacted and will each receive a £50 voucher for the outlet of their choice. One winner lives in Kilburn Square and the other lives in Varley House.

