291 Harrow Road, 1-2 Elmfield Way and the adjoining land, London W9
Draft Planning Brief

Consultation Statement
July 2011
The Town and Country Planning (Local Development) (England) Regulations 2004 (as amended)

Draft Planning Brief for 291 Harrow Road, 1-2 Elmfield Way and the adjoining land London W9

Document title: Consultation Statement of Draft Planning Brief for 291 Harrow Road, 1-2 Elmfield Way and the adjoining land
Version: For issue during public consultation on the draft planning brief / supplementary planning document
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1 Introduction

1.1 In accordance with Regulation 17 (1) (b) of the Town and Country Planning (Local Development) (England) Regulations 2004 the City Council is required to prepare a statement setting out the details of any consultation that has taken place in connection with the preparation of a draft Supplementary Planning Document (SPD) including the main issues raised and how they have been addressed in the SPD. This document therefore describes the initial consultation undertaken on the following draft SPD in advance of it being published for formal public participation:

- Draft Planning Brief for 291 Harrow Road, 1-2 Elmfield Way and the adjacent land London W9.

2 Details of the Draft Supplementary Planning Document

2.1 On the 11th May 2011 the City Council’s Planning Sub Committee (Planning Briefs and Local Development Framework) agreed that the draft planning brief should be recommended to the Deputy Leader and Cabinet Member for the Built Environment for approval to be published as a draft SPD for public participation. This resolution was made subject to a number of minor amendments requested by the Sub-Committee.

2.2 Following the resolution of the Sub-Committee the draft brief was amended and the Deputy Leader and Cabinet Member for the Built Environment subsequently approved the draft planning brief for publication as a draft SPD for public participation.

2.3 The draft brief covers an area of approximately 0.4 hectares in size. The boundary of the site brings together 3 parcels of land, namely 291 Harrow Road 1-2 Elmfield Way and the adjacent land. A site location plan is included as Map 1 in the draft SPD.

3 Details of Consultation Undertaken

3.1 This draft planning brief has been prepared in response to a request from NHS Westminster and City Council Corporate Property Unit to provide guidance on the approach to developing this site. The brief sets out the City Council’s detailed planning considerations and potential development options for the site.

3.2 The initial draft of this brief was discussed NHS Westminster, Westminster Corporate Property and Housing Units.
4 Next Steps – Formal Consultation Process

4.1 In accordance with the relevant legislation, the City Council’s standard procedures for consulting on draft planning briefs and the City of Westminster’s Statement of Community Involvement, extensive public participation on the draft planning briefs will take place from 27 June to 7 August 2011.

4.2 As agreed by the Committee consultation will take place with the following groups and individuals:

- Ward Councillors;
- Relevant Amenity Societies;
- Residents and businesses in the local area and their various representative organisations;
- NHS Westminster;
- The Department of Health
- Westbourne Forum
- Other Council departments including Corporate Property, Housing;
- For public information and comment.

4.3 In addition to formally writing to the consultees listed above, a press notice will be published, and the draft SPD will be made available at the following locations:

- One Stop Services, 371 Harrow Road, W9 3RJ (Monday 08.00am – 19.00pm, Tuesday 08.00am-19.00pm- Wednesday –Friday 8:00am to 19:00pm).
- Website: www.westminster.gov.uk/services/environment/planning/majorprojects/harrow road

4.4 Following public participation it is intended that the draft SPD is formally adopted. The SPD supplements relevant policies in the adopted Core Strategy and the UDP and will become a material planning consideration in the determination of planning applications.

4.5 The purpose of the public participation is to allow comments to be expressed about the development principles that should be established in the area and to ascertain stakeholder and public views on the draft document. Following public participation where appropriate, the SPD will be revised to take account of the comments received.

4.6 By following the above procedures, the consultation on the draft SPD will conform with the City Council’s Statement of Community Involvement (2007) and the Town and Country Planning (Local Development) Regulations 2004 (as amended). This is in line with the statutory requirements for producing an SPD and is in accordance with the Council’s duty as a Local Planning Authority.