

Welcome

Notting Hill
Genesis

Welcome to the final public consultation for Tesco, Station Road which we are now referring to as Greenmead Place (the development's name). This event follows on from previous rounds of consultation in July 2021 and July 2022. The team are actively seeking feedback on the plans on display and will be reviewing all comments submitted ahead of a final submission to Harrow Council in early 2023.

Please take time to read all the information shown and let us know your comments via the feedback forms available or via the project website: www.greenmeadplace.co.uk.

The site

The site is based within the Harrow & Wealdstone Opportunity Area. The site is currently occupied by a Tesco Superstore. The site is surrounded by Hamilton Road to the west, Hindes Road to the south, High Mead to the north and Station Road (the A409) to the west.



Community conversations



You said, We did

Notting Hill Genesis are committed to delivering a scheme that involves the views of local residents and stakeholders and addresses concerns that are raised as part of the engagement process.

After carefully reviewing the feedback from the last consultation, the team have identified the following themes. You'll also see how the team have taken on board these comments in the response column.

Comment	Response
 <p>Need for housing</p>	<p>Boroughs like Harrow are subject to the same pressures as the rest of the capital. We all know of people, especially young people, who want live and work in the borough, but struggle with increasing rents and unaffordable property prices.</p> <p>This scheme represents an opportunity to address that need and build homes on a brownfield site, avoiding the need to build in less appropriate locations such as the surrounding greenbelt. The plans have been carefully considered to help minimise the impact on local residents, including focusing height away from our neighbours.</p>
 <p>Impact on Infrastructure</p>	<p>Section 106 and Community Infrastructure Levy contributions to London Borough of Harrow will go towards improving local infrastructure.</p> <p>The development will bring with it social, environmental, and economic benefits, helping to reinvigorate the local Highstreet and develop a thriving community.</p> <p>At ground level the proposals incorporate significant enhancements with new integrated streets, a publicly accessible square, pocket park and play spaces.</p>
 <p>Parking & Traffic</p>	<p>The new development will reprovide the existing Tesco car park at ground floor level. The new car parks will be significantly better, providing dedicated disabled parking, dedicated click and collect bays and electric vehicle charging points. There will be 242 car parking spaces allocated for Tesco customers. Tesco are content that this will be enough to accommodate the number of shoppers.</p> <p>Around 155 car parking spaces will be for the residential element provided at ground level and within a basement.</p> <ul style="list-style-type: none"> • New residents will not be able to apply for car parking permits within any existing or new Controlled Parking Zones. • A car club space will also be provided onsite for use by new and existing residents. New residents will be given a free membership of the scheme and free credits to promote the car club scheme. <p>Find out more on the Traffic Management board.</p>
 <p>Affordable Housing</p>	<p>Notting Hill Genesis is one of London's largest housing associations, with a 50+ year track record of residential development and housing management. Specialising in building high-quality mixed use schemes, offering a variety of tenures including affordable homes. Our mission is to create sustainable vibrant communities where people can live, work and thrive.</p> <p>All the affordable will be delivered in the first phase, prioritising housing for those most in need.</p>
 <p>Construction management</p>	<p>We will only employ contractors who are part of the Considerate Constructors Scheme. This ensures the impact of the building works on local communities is minimised in terms of noise, dust, traffic, access and hours of operation.</p> <p>Works will take place only once a construction management plan is approved by the London Borough's of Harrow.</p>

Housing

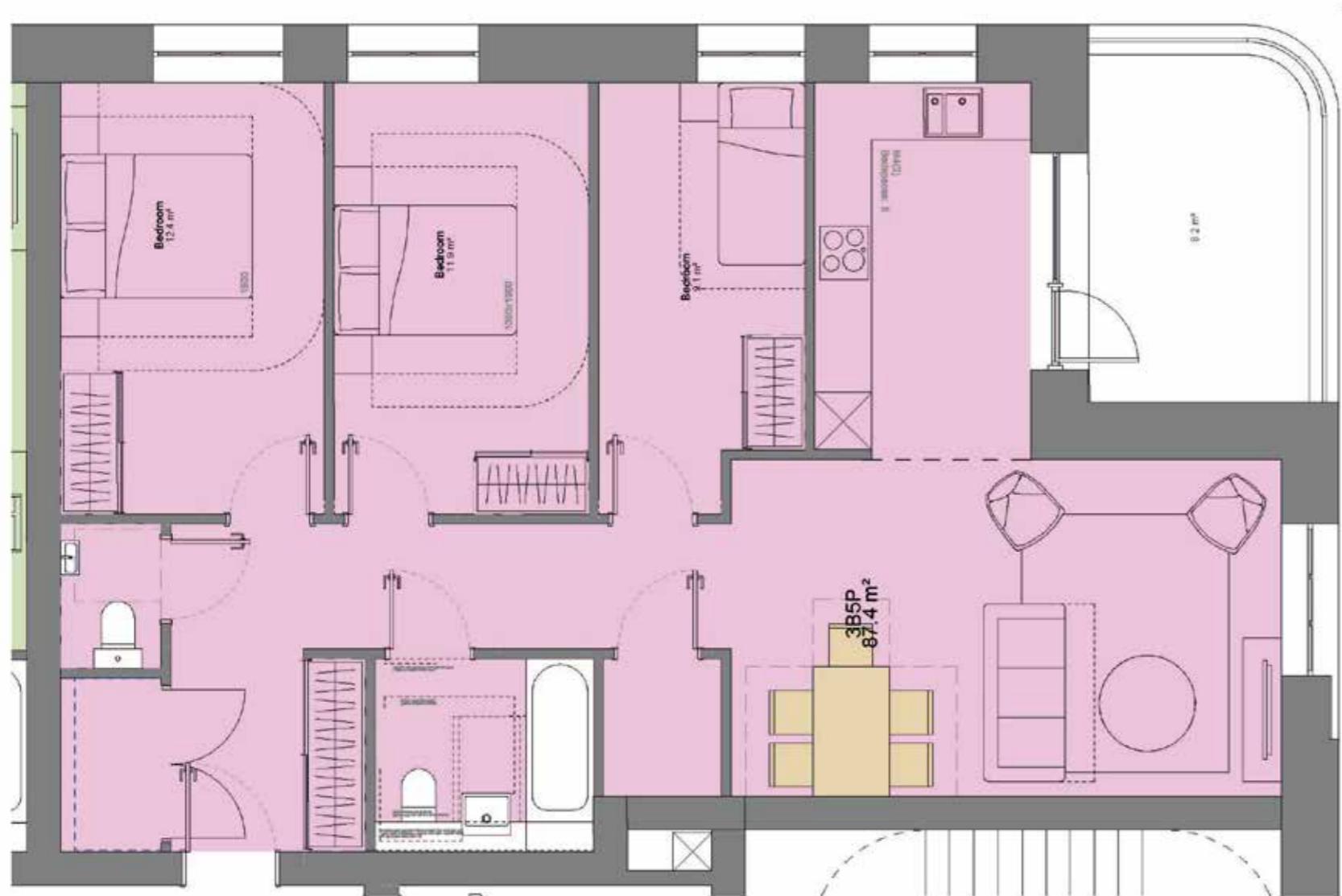
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We are proposing approximately 560 new homes, including 35% affordable housing (made up of Social Rent and Shared Ownership). All the affordable will be delivered in the first phase, prioritising housing for those most in need.

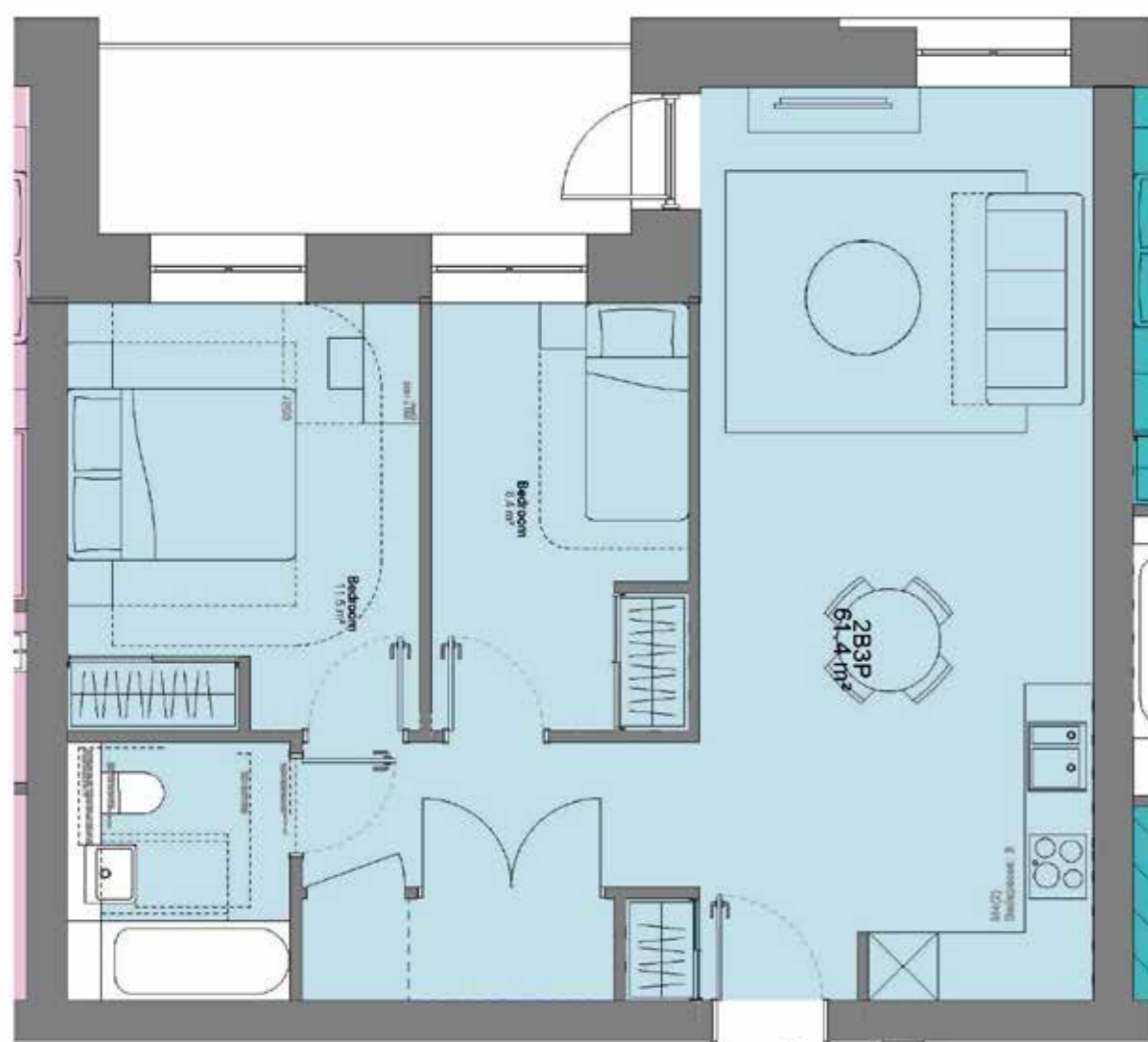
We are providing a range of housing types to reflect housing need, including flats and maisonettes.

The table below sets the proposed weekly rent levels for Social Rent homes:

Apartment type	Weekly Rent
1 bed	£142.18
2 bed	£168.85
3 bed	£191.96



Typical 3-bed rented home



Typical 2-bed rented home



Shared Ownership

This form of housing is a part buy, part rent type of home ownership that will provide a chance for local people to get on the property ladder and make buying their first home more affordable. Buyers will be able to purchase a minimum of 25% of the home and pay a rent on the rest, this opens up the possibility of home ownership to a range of working households.

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Notting Hill Genesis are one of London's largest housing associations and registered provider of social housing. There will be a mix of 1, 2 and 3 bedroom homes delivered on site, including a large proportion of family homes at social rent levels for those on the Councils waiting list.



Masterplan

In response to the feedback we have received, and building on our vision, we are proposing homes, a new Tesco and open public spaces which will positively contribute the local neighbourhood and create a new place for people to live work and thrive.



KEY

- ① WIDENING & GREENING STATION ROAD
- ② ACTIVE FRONTAGE HINDES ROAD
- ③ EXTERNAL TESCO CAR PARK
- ④ WESTMEAD SHARED SURFACE LINK
- ⑤ EASTMEAD SHARED SURFACE LINK
- ⑥ CENTRAL SQUARE PEDESTRIAN ZONE
- ⑦ POCKET PLAY
- ⑧ CENTRAL SQUARE POCKET PARK
- ⑨ TESCO GANTRY & SIGNAGE
- ⑩ PRIVATE AMENITY SPACES HIGHMEAD
- ⑪ SHARED AMENITY SPACE WITH PLAY
- ⑫ PHASE 1 INTERNAL CAR PARK
- ⑬ PHASE 2 INTERNAL CAR PARK
- ⑭ FORECOURT TO RESIDENTIAL AMENITY
- ⑮ OPEN GRASSLAND & MEADOW
- ⑯ PLAY FEATURES
- ⑰ CYCLE STORAGE & GREEN ROOF
- ⑱ PRIVATE AMENITY SPACES
- ⑲ OUTDOOR GYM
- ⑳ BIO-DIVERSE ROOF WITH ECOLOGICAL ENHANCEMENT
- ㉑ LIFT OVERRUN
- ㉒ PLANT REQUIRED LOCATED NEAR LIFT OVERRUNS WHERE POSSIBLE

Project Benefits

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Project Benefits



Approximately 560 new much needed homes



Approximately 6,600sqm new modern Tesco store



35% affordable homes for local people



Car parking spaces for the new Tesco store and residents including EV charging



Sustainable transport initiatives including secure cycle parking spaces



New publicly accessible pocket park at the heart of the development



Small commercial space activating Hindes Road & Station Road



Highly sustainable scheme with solar panels and Air Source Heat Pumps for energy generation



Improvements to ecology and biodiversity through urban greening and use of green/brown roofs

Building Design

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Our current design has been improved by our engagement with LB Harrow, stakeholders and the local community.



Emerging Material Palette

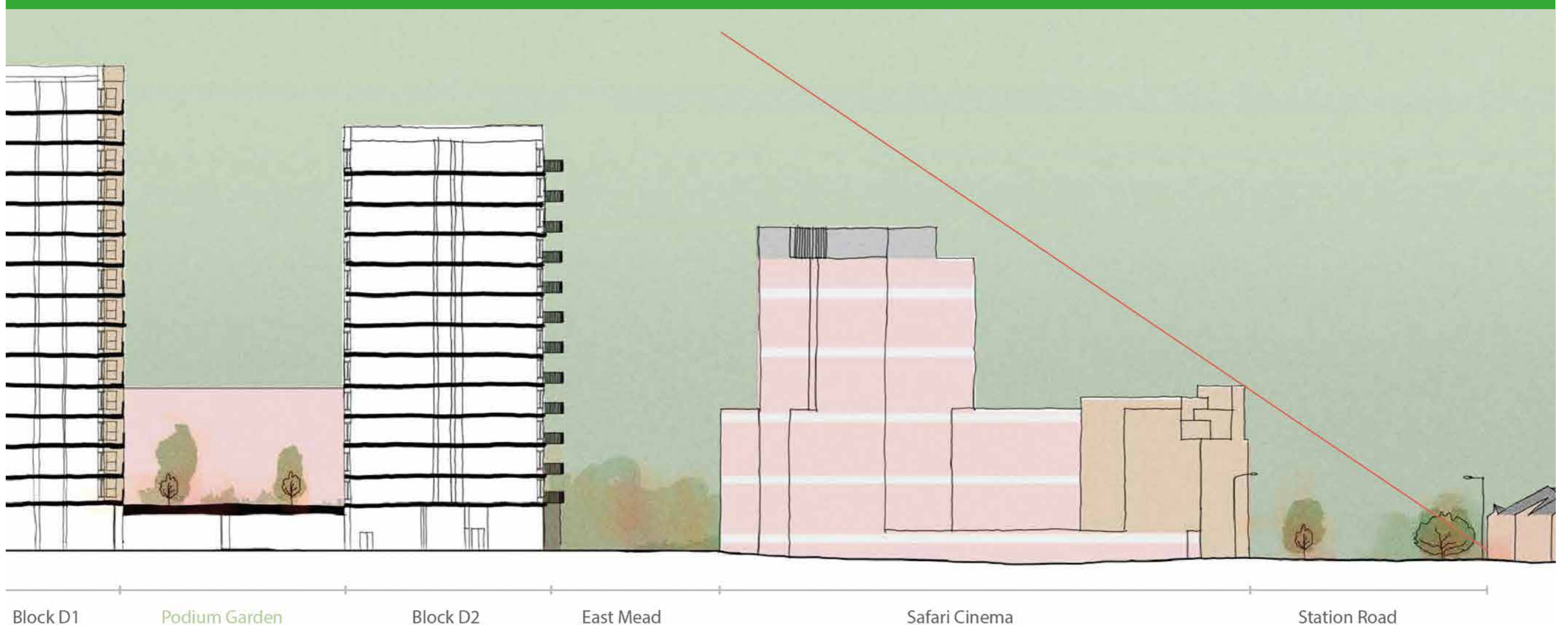
The scheme references the Metro-land architecture of the local area as well as other local historic buildings. The chosen palette of materials will sympathetically respond to the local context. Surrounding buildings are mostly red brick so this will play a prominent part and compliment the contrasting brick.



More detail about the design on individual areas is shown on later boards.

Height Strategy: Stepping Down

The development comprises buildings from 5 to 15 Storeys. The new buildings will step down as they approach residential areas, acknowledging the relationships with the properties in the surrounding streets. The tallest building will be located furthest from these areas.



New Tesco Store

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Tesco Superstore

The new Tesco supermarket will be a similar size to the existing one and provide a modernised layout, with a wide product range and a rationalised back-of-house operation to maximise sales floorspace for customers.

This new Tesco store will provide a new Click + Collect service to enable customers to save time by ordering online.

The pharmacy service will be retained and a new café provided.

Tesco aims to be net carbon zero by 2035 and this new store will enable more efficient and sustainable operations. Sustainability measures such as energy efficient refrigerators and freezers and high efficiency LED lighting will be incorporated into the store design.

To minimise disruption to customers, the current Tesco supermarket will remain trading until the new store is ready to open with a temporary car park built.



An example of electric vehicle charging at a Tesco store



Additional benefits



More sustainable and energy efficient refrigeration.



EV charging points



New Customer Café



Click & Collect with dedicated parking spaces in car park



Modern shopping experience



Jobs for local people

High Mead & Central Square



High Mead

Buildings on High Mead step down to 5 storeys respecting the low rise character of the neighboring properties. Two new streets will link High Mead through the site to Station Road and Hindes Road. The properties fronting High Mead will include front entrance doors and enhanced landscaping features. Wayfinding measures will ensure it is clearly legible for cyclists and pedestrians to access through into the heart of the development.

Public Spaces: Central Square

Buildings are set around a new public square at the centre of the development, serving as a public pedestrian link through the site, to residential entrances and townhouses.

The entire space will be tree lined with doorstep street play. A green open space will provide a pleasant area for visitors. The 'Central Square' leads to the wider neighbourhood via a new pocket park with a play and seating area.



West Mead & East Mead

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East Mead

East Mead is a new street adjacent to the rear of Safari Cinema. Providing vehicular access to residential parking. It will also provide pedestrian access to the development and a landscaped pocket park.



West Mead

West Mead will be a key north-south route through the site. Since the last consultation, the car parking area has been reconfigured to allow for more landscaping in this space. There will be wide pavements which allow more trees and planting beds. This will be a pedestrian friendly route to the Tesco car park, Central Square and wider neighbourhood.



Hindes Road & Station Road

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Aerial view of Station Road



Station Road: Completing the Urban Corner

The pedestrian access to the new Tesco store will be located on the corner of Station Road. There will also be a new kiosk incorporated into the store Atrium. A travelator will take customers to the first floor, accessing the new Café and modern first floor store area. Trees will be planted in front of the store along with integrated seating and visitor cycle parking spaces. The pavement will be up to 9 meters wide here, providing plenty of space for customers and the public to walk up and down the high street more easily.

Aerial view of Hindes Road



Hindes Road: Street Activation

A new commercial space and residential entrance will be located here. This will bring the space to life. The public street will be enhanced with new trees and visitor cycling parking.



Environment & Sustainability

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Making this development fit for the future has been a central pillar of the design. All aspects of the scheme will be highly efficient and ensure high standards of sustainability. This board explains how this will be achieved.

Energy Strategy

Photovoltaic panels and air source heat pumps on the roofs will provide much of the energy needs of new residents and the new store.

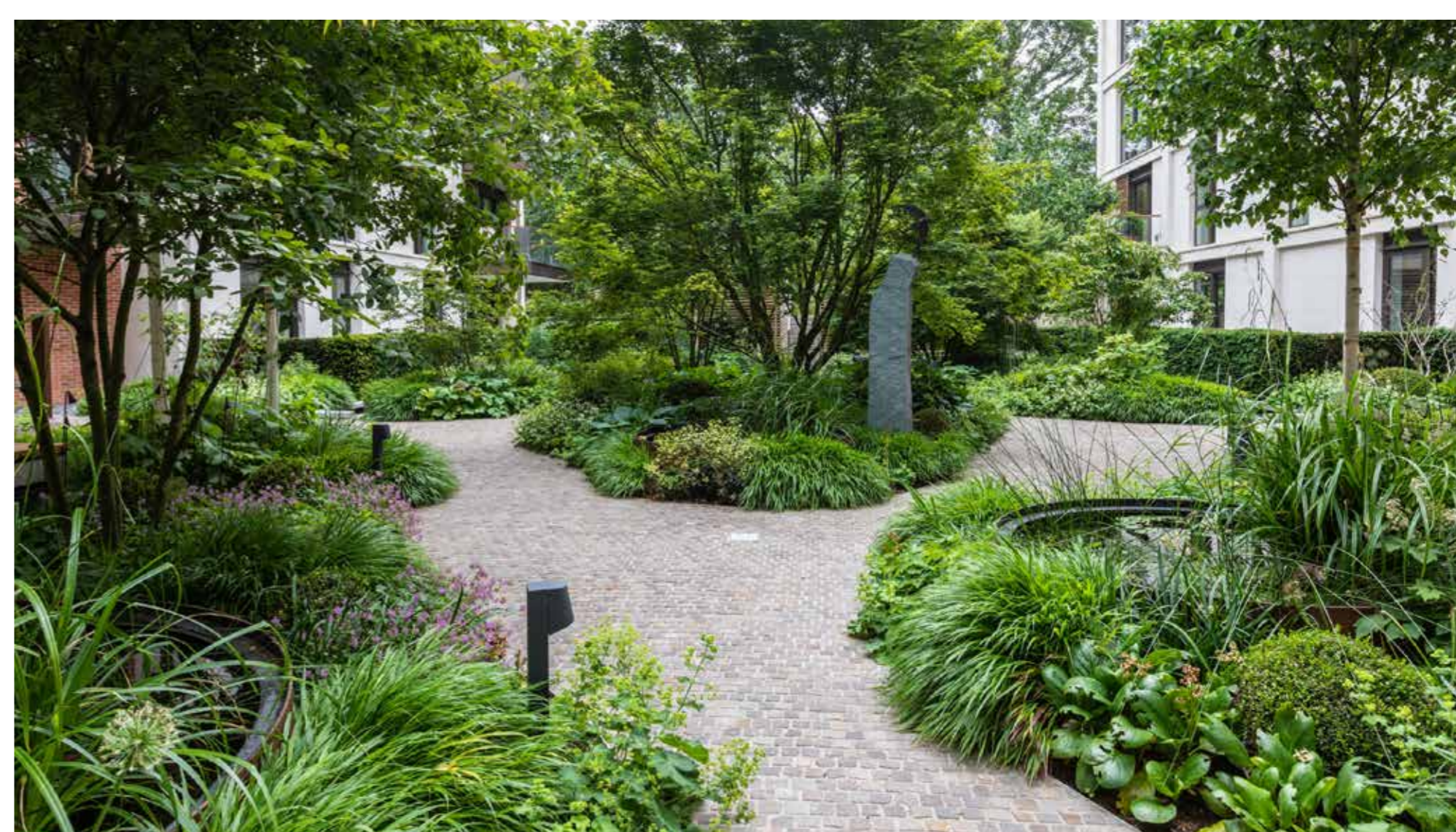
- The development will exceed the 35% mandatory reduction in carbon emission for building regulations and the GLA requirement for at least 10% of carbon emissions to be achieved through passive means.
- The performance of building fabric will be that associated with low-energy dwellings, with a high level of thermal installation and a low level of air permeability.
- Heating and energy for hot water will be generated by a hybrid system comprising centralised air source heat pumps with gas-fired boilers in backup.
- Every dwelling will be provided with an independent mechanical ventilation system with heat recovery.
- Passive carbon emissions reductions will be achieved through an array of photovoltaic panels to be located at roof level.
- Electrical Vehicle Charging points as part of measures to encourage sustainable travel and reduce harmful pollutants.



Biodiversity Net Gain

New landscaping will be delivered across the site that will encourage both new and existing wildlife onto the site.

- The Central Square garden and large podium gardens will provide opportunities for urban greening, with areas of rich planting of shrubs and trees.
- Permeable block paving to the streets and car parking bays.
- There will also be green roofs across the site.



Transport Management

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The team recognise the importance of encouraging sustainable forms of transport but also appreciate that some new residents may need to own a car. Therefore, a balanced approach to transport has been taken with the provision of some car parking spaces alongside car clubs and cycle parking.



New Tesco Store Access Arrangements

Tesco will be maintaining the same access as it does now from Hindes Road. There will be a separate access to the residential parking to avoid disruption and to keep things separate.

Proposed Servicing Strategy

Consideration has been given to the servicing strategy of the site, ensuring that all activities such as deliveries and refuse collection are undertaken within the site footprint or from dedicated laybys. The design of the site will ensure that adequate space will be provided for service vehicles to enter, turn within the site and exit in a safe manner.

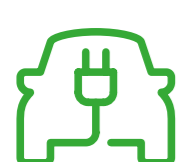
Car & Cycle Parking - Tesco



242 Tesco customer parking



Parking split between 84 surface & 158 internal spaces



2 rapid EV spaces with 48 fast EV spaces to be provided in the future



24 staff and 82 customer cycle parking spaces

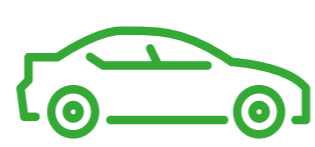
Car & Cycle Parking – Residential



60 basement parking spaces in Phase 1. All spaces provided with EV Charging Points.



299 cycles spaces in Phase 1



94 parking spaces in Phase 2 incl. 45 podium and 29 surface. All spaces would be provided with EV charging.



909 resident cycle spaces and 31 visitor spaces across both phases



New residents will not be able to apply for car parking permits within any existing or new Controlled Parking Zones.



A car club space will also be provided onsite for use by new and existing residents.

Phasing & Timeline Images



Phasing Strategy

The existing store will remain open until the new store has been built. The new store will be built in the current car parking area nearest Hindes Road (Phase 1). Whilst it's being built a temporary parking deck will be in place adjacent to the existing store to the west of the site. Once the new store is open the current store will close and be demolished ready for the construction of new homes (Phase 2)

Phasing Summary

Phase 1

Approximately 240 new homes including all the affordable housing. New and improved Tesco Store

Phase 2

Approximately 320 new homes following the demolition of the existing store



Thank you for taking the time to view our plans we hope you found it useful. We would really appreciate it if you could submit an online feedback form. Your comments will help us progress our proposals and we will look to respond to your feedback, where possible.

For future updates on the scheme please check the project website: www.greenmeadplace.co.uk.

Estimated Timeline

- **Project Start**
2021
- **Public Consultation 1:**
July 2021 (Webinar)
- **Feedback Review/Stakeholder Engagement /Design Development**
- **Public Consultation 2:**
July 2022 (in person & Webinar)
- **Feedback Review/Stakeholder Engagement /Design Development**
- **Public Consultation 3:**
November 2022 (in person & Webinar)
- **Feedback Review/Stakeholder Engagement /Design Development**
- **Submission:**
Early 2023
- **Determination:**
Summer 2023