



Decision Maker:	Councillor Robert Davis DL Cabinet Member for Built Environment
Date:	March 2013
Classification:	General Release
Title:	Neighbourhood Area Designations – Paddington and Maida Vale, Hyde Park and Paddington, Marylebone, Fitzrovia (west), Fitzrovia.
Wards Affected:	Maida Vale; Little Venice; Hyde Park; Regent’s Park; Bryanston and Dorset Square; Marylebone High Street; West End.
Better City, Better Lives Summary	Contributes to the achievement of a ‘Connected City’.
Key Decision:	This report does not involve a Key Decision
Financial Summary:	The City Council can claim £5,000 for each neighbourhood area designated.
Report of:	Rosemarie MacQueen, Strategic Director Built Environment

1. EXECUTIVE SUMMARY

- 1.1 The Localism Act (2011) and Neighbourhood Planning Regulations (2012) enable communities to undertake neighbourhood planning. In particular this includes the opportunity to develop a statutory neighbourhood plan.
- 1.2 To be able to undertake neighbourhood planning, a local community group has to firstly apply to designate a neighbourhood area; and then secondly apply to be designated as the representative neighbourhood forum (unless it is a parish council).
- 1.3 To date the City Council has received a total of 27 neighbourhood area applications, and completed the period for representations in relation to 26 of these applications.

14 neighbourhood areas have already been designated (in April and August 2013, and January 2014).

- 1.4 This report enables a designation decision to be made in relation to the following five areas:
- Hyde Park and Paddington
 - Paddington and Maida Vale
 - Marylebone
 - Fitzrovia (west)
 - Fitzrovia (cross borough)
- 1.5 A further report will be drafted to enable the designation of the remaining eligible neighbourhood areas in Knightsbridge, Belgravia, and Chelsea Barracks.

2. RECOMMENDATIONS

- 2.1 The Cabinet Member is requested to consider the representations received in response to consultation on the proposed neighbourhood areas the subject of this report, as summarised in Appendix B.
- 2.2 For the reasons set out in Section 3 (and in more detail in Section 5) of this report it is recommended that the Cabinet Member makes the following decisions:
- i. Hyde Park and Paddington: Designate the Hyde Park and Paddington Neighbourhood Area.
 - ii. Paddington and Maida Vale: Designate the revised Maida Vale Neighbourhood Area.
 - iii. Marylebone: Designate the revised Marylebone Neighbourhood Area
 - iv. Fitzrovia (west): Designate the revised Fitzrovia (West) neighbourhood area
 - v. Fitzrovia (cross borough): Refuse to designate the Fitzrovia neighbourhood area application in so far as it relates to Westminster.
- 2.3 It is recommended that formal decision notices be published under delegated authority of the Strategic Director of the Built Environment, following the Cabinet Member decision in relation to Hyde Park and Paddington, Paddington and Maida Vale, Marylebone, Fitzrovia (west) and Fitzrovia neighbourhood area applications.

3. REASONS FOR DECISION (SEE ALSO SECTION 5)

3.1 This section sets out the reasons for the recommendations above. These recommendations are based upon:

- an assessment of each of the prospective neighbourhood areas;
- responses received during the respective formal period for representations; and
- ongoing correspondence received from both applicants and representative bodies within and adjacent to each proposed area.

A more detailed consideration of each proposed neighbourhood area is set out in Section 5 of this report.

Paddington and Maida Vale – see also paragraphs 5.2 – 5.10

3.2 The neighbourhood area as applied for is not considered to represent a single neighbourhood area. The Paddington Basin area within the south of the proposed neighbourhood area is deemed to be a distinct and separate area from the Maida Vale area to the north, in terms of character and land use. These two areas are separated by the elevated section of the A4 Westway. Furthermore, no support was received from within the Paddington Basin area for the Paddington and Maida Vale neighbourhood area.

3.3 However, 'Maida Vale' to the north is considered to represent a homogenous neighbourhood in terms of its mainly residential nature, lower built density, and street layout, and it is therefore considered that this represents a suitable neighbourhood area. Designation as a neighbourhood *business* area is not considered to be applicable in this instance, due to the mainly residential nature of Maida Vale.

Hyde Park and Paddington – see also paragraphs 5.11 – 5.23

3.4 The proposed Hyde Park and Paddington neighbourhood area was strongly supported during its relevant period for representations. These representations originated from throughout the proposed neighbourhood area, including from within the Paddington Basin area. Whilst analysis of the proposed neighbourhood area does reveal differentiation between the Paddington Basin area and Hyde Park Estate area to the south, it is accepted that there is a greater connection and degree of permeability between these two areas at Praed Street via the interconnecting thoroughfares of London Street, Norfolk Place, and Sale Place, and therefore appropriate that these are designated within a single neighbourhood area.

3.5 Minor revisions are proposed to the north-west section of the area (Bishops Bridge Road/Westbourne Terrace) to take into account the designated South East Bayswater Neighbourhood Area (January 2014). It is also proposed to include within the Paddington and Hyde Park neighbourhood area the currently 'unclaimed' parcel of land between this application and the adjacent South East Bayswater Neighbourhood Area. This includes properties on the south west section of Sussex Gardens, and Bathurst Mews.

3.6 Designation as a neighbourhood *business* area is considered to be applicable in this instance, due to the business nature of the area as a whole, and in particular within the Paddington Opportunity Area.

Marylebone – see also paragraphs 5.24 – 5.39

- 3.7 The recommended revised neighbourhood area is considered to include the key areas and features that represent ‘Marylebone’ that was largely supported during its period for representations. However it is considered that the subsequent application and support for a separate neighbourhood area (Fitzrovia) should therefore mean a revised eastern boundary to the west of Great Portland Street. Furthermore, Regent’s Park is not considered to be part of Marylebone but a separate geographic entity in its own right.
- 3.8 Designation as a neighbourhood *business* area is considered to be applicable in this instance, due to the business nature of the area, and part location within the City Council’s designated Core Central Activities Zone.

Fitzrovia (west) – see also paragraphs 5.40 – 5.50

- 3.9 It is recommended that the Fitzrovia (west) neighbourhood area is designated with minor revisions to the western and southern boundaries as requested by the applicants. A new western boundary is additionally proposed that follows (and includes) the western side of Great Portland Street to ensure a consistent approach is taken to this street. These revisions, together with the largely supported proposed neighbourhood area, will ensure the designation of a distinct and separate neighbourhood area.
- 3.10 Its part location within the City Council’s designated Core Central Activities Zone (as designated by the adopted City Plan Strategic Policies) as well as current land use statistics suggest that the area should be designated as a neighbourhood business area, since the area is predominantly business in nature.

Fitzrovia – see also paragraphs 5.51 – 5.55

- 3.11 Due to the designation of Fitzrovia West neighbourhood area (above) the City Council is unable to designate the overlapping Fitzrovia neighbourhood area application, insofar as it relates to the Borough of Westminster. It is understood that this is commensurate with the wishes of the applicants who have revised their proposed neighbourhood area to within the London Borough of Camden only.

4. BACKGROUND

4.1 NEIGHBOURHOOD PLANNING

- 4.1.1 The Localism Act (November 2011) and Neighbourhood Planning Regulations (April 2012) enable communities to undertake neighbourhood planning. In particular this includes the opportunity to develop a statutory neighbourhood plan that will become part of the development plan for their area, and also to establish 'permitted development' rights for certain types of new development ('neighbourhood development order'). To be able to undertake neighbourhood planning, a local community group has to firstly apply to a designate a neighbourhood area; and then secondly apply to be designated as the representative neighbourhood forum.

Neighbourhood Areas

- 4.1.2 Neighbourhood area applications are submitted by the community, and as set out in the legislation, should contain a map highlighting the proposed neighbourhood, a statement explaining why the area is appropriate to be designated as a neighbourhood area, and a further statement that the body submitting the application is capable of becoming a neighbourhood forum. The application is therefore an opportunity for the applicants to not only justify the proposed boundaries of their neighbourhood, but to also publicise the likely establishment of a neighbourhood forum. The Regulations state that neighbourhood area applications should be publicised by the local planning authority for a period of not less than six weeks (the formal 'period for representations') before the City Council can formally designate each area.
- 4.1.3 Advice from the Government is clear that neighbourhood areas should be self-defined – i.e. it is up to the local community to specify what their neighbourhood is. It is also expected that local planning authorities should be relatively 'light touch' in their decision making, and not overly dictate what the neighbourhood area should be. Consideration of the responses received during the period for representations is a crucial component in providing an indication of a community's wishes. However, it also clear that in Westminster many of the proposed neighbourhood areas overlap (the City Council cannot designate overlapping areas), and therefore a degree of arbitration and directive decision-making is required, taking into account an assessment of the proposed neighbourhoods, and representations received.
- 4.1.4 There is no set definition of what constitutes a 'neighbourhood' which may be defined according to a combination of: character and function; urban grain and scale; pattern of land use; sense of place; existing defined boundaries etc. The amount of weight given to each of these considerations may vary depending upon the circumstances of the specific neighbourhood. Within an urban environment like Westminster, assessing the delineation of a neighbourhood can be quite problematic, especially if boundaries are major roads where opposite sides of the street - with very similar characteristics - are in different areas. There is also no size limit to the extent of a neighbourhood. In order to provide guidance the City Council has stated that applications for neighbourhood areas should accurately reflect whole neighbourhood areas that are clearly identifiable, established and recognised areas of Westminster.

Neighbourhood Forums

- 4.1.5 Following neighbourhood area designation, community groups and organisations within that neighbourhood can apply for neighbourhood forum status. Neighbourhood forums should consist of a minimum of 21 individuals who live or work (or are elected members of the local authority) within the area and have 'open' membership. The key role of the neighbourhood forum is to lead and co-ordinate the plan making process and write the neighbourhood plan. They should represent the diversity and character of the community, with a wide range of members including residents, businesses, amenity societies, local interest groups, and voluntary sector members. Similar to the neighbourhood area application stage, there is no 'deadline' for the submission of a neighbourhood forum application. Neighbourhood forum applications should contain a 'written constitution' setting out how the neighbourhood forum intends to operate as well as a statement setting out how the forum meets the legislative requirements (minimum of 21 members etc). Once a neighbourhood forum application has been received, the City Council has to publicise the application for a six week period to enable representations to be made before the Forum can be formally designated.
- 4.1.6 Once a neighbourhood forum is in place, it can formally undertake neighbourhood planning, and begin to formally prepare its neighbourhood plan or neighbourhood development order. The neighbourhood plan is a community-led framework which sets out policies in relation to the development and use of land in the whole or any part of a particular neighbourhood area specified in the plan.
- 4.1.7 Whilst it is up to the community (the 'neighbourhood forum') to decide what policies a neighbourhood plan should include, there are a number of principles that a neighbourhood plan should adhere to:
- neighbourhood planning policies should be 'in general conformity' with the City Council's strategic planning policies, currently contained in the Core Strategy and within the London Plan, and have regard to national planning policies;
 - it should contribute to the achievement of 'sustainable development';
 - it should address *local*, neighbourhood issues;
 - neighbourhood planning policies should be about shaping the development of a local area in a *positive* manner, and should not be used to prevent development; and
 - It should not breach, and should be compatible with EU obligations, Human Rights legislation etc.
- 4.1.8 As the neighbourhood plan will be a statutory planning document there are a number of formal stages that have to be completed in its production. The Government is clear that it is the neighbourhood forum that produces the neighbourhood plan (not the local planning authority), following community involvement and information gathering. Once submitted, it is the local planning authority's responsibility to undertake a statutory period of formal consultation, and to submit the plan for examination by an independent examiner. Following successful completion of the examination, the neighbourhood plan is subject to a referendum in which all those on the electoral register within the neighbourhood area are eligible to vote. A 'yes' vote will result in the local planning authority formally 'making' the neighbourhood plan.

4.2 NEIGHBOURHOOD PLANNING APPLICATIONS IN WESTMINSTER

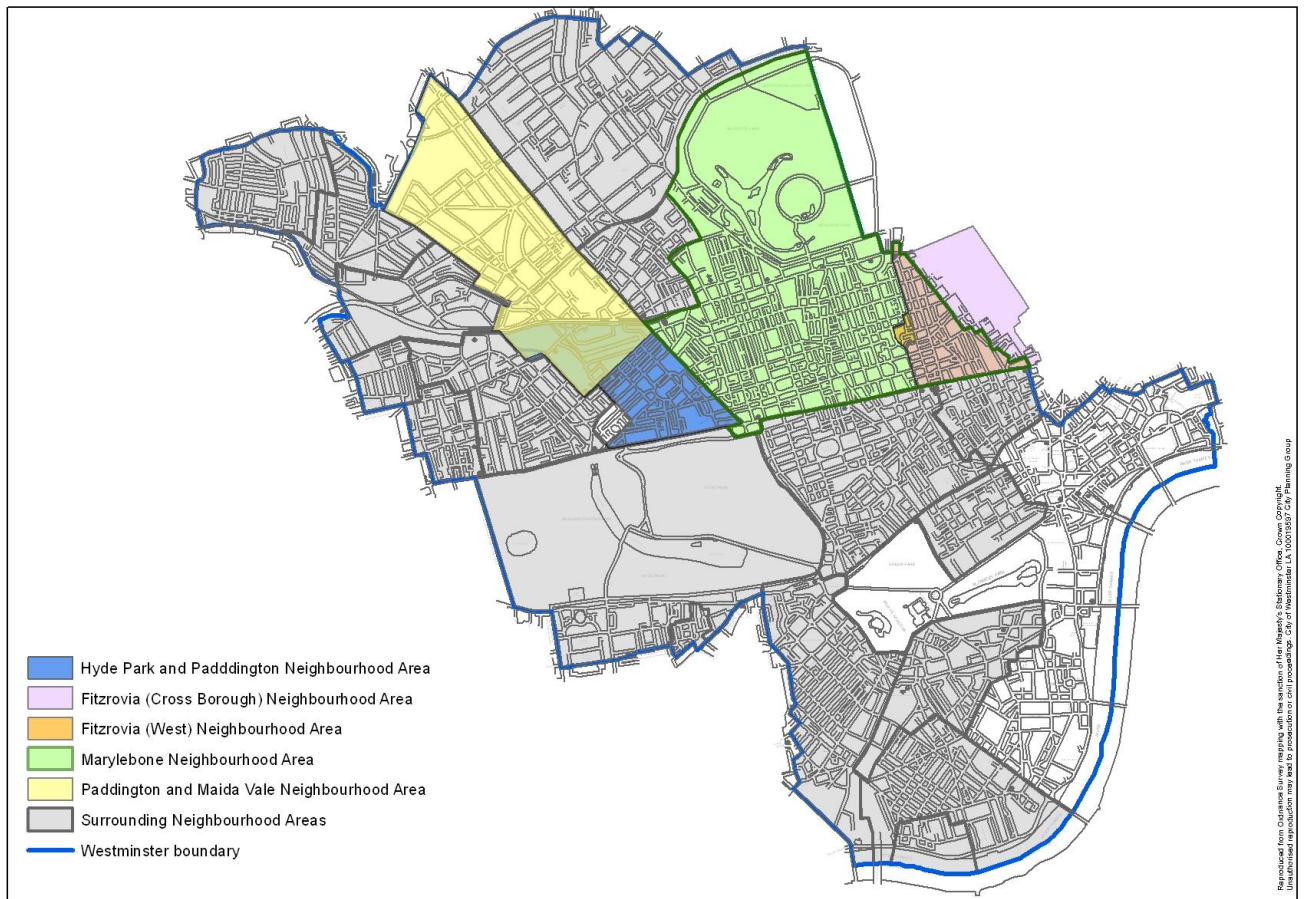
4.2.1 The table below highlights those areas of Westminster where a neighbourhood area application has been received. The legislation is clear that there is no 'deadline' for neighbourhood area applications, which can be made whenever a community group deem it necessary, and for whatever area is considered to represent the neighbourhood.

Neighbourhood Area	Progress
1. Mayfair	Neighbourhood Area Designated (April 2013)
2. St. James's	
3. St. John's Wood	
4. Soho	
5. Churchill Gardens Estate	Neighbourhood Area Designated (September 2013)
6. Church Street	
7. Pimlico	
8. Victoria	
9. Bayswater	Neighbourhood Area Designated (January 2014)
10. Maida Hill	
11. Notting Hill East	
12. Queen's Park	
13. South East Bayswater	
14. Westbourne	
15. Belgravia	Consultation now complete, areas eligible for designation.
16. Chelsea Barracks	
17. Fitzrovia (west)	
18. Fitzrovia	
18. Hyde Park and Paddington	
19. Marylebone	
20. Paddington & Maida Vale	
21. Knightsbridge Village	
22. Knightsbridge	
23. Notting Hill Carnival Area	Application received. To be subject to consultation, led by RBKC.
24. Buckingham Gate	Neighbourhood Area refused (September 2013)
26. Marylebone Central	Consultation completed. Superseded/withdrawn
27. Marylebone	Consultation completed. Superseded/withdrawn

4.2.2 Figure 1 below illustrates the geographic extent of the neighbourhood area applications that have been received by the City Council and are the subject of this report. It illustrates the areas largely as applied for (it does not show all suggested changes and alterations to neighbourhood areas made to the City Council by applicants). Neighbourhood areas that have completed their respective period for

representations but are not subject to a recommendation within this Cabinet Member Report will be included within a subsequent report to follow shortly.

Figure 1: Neighbourhood Area Applications



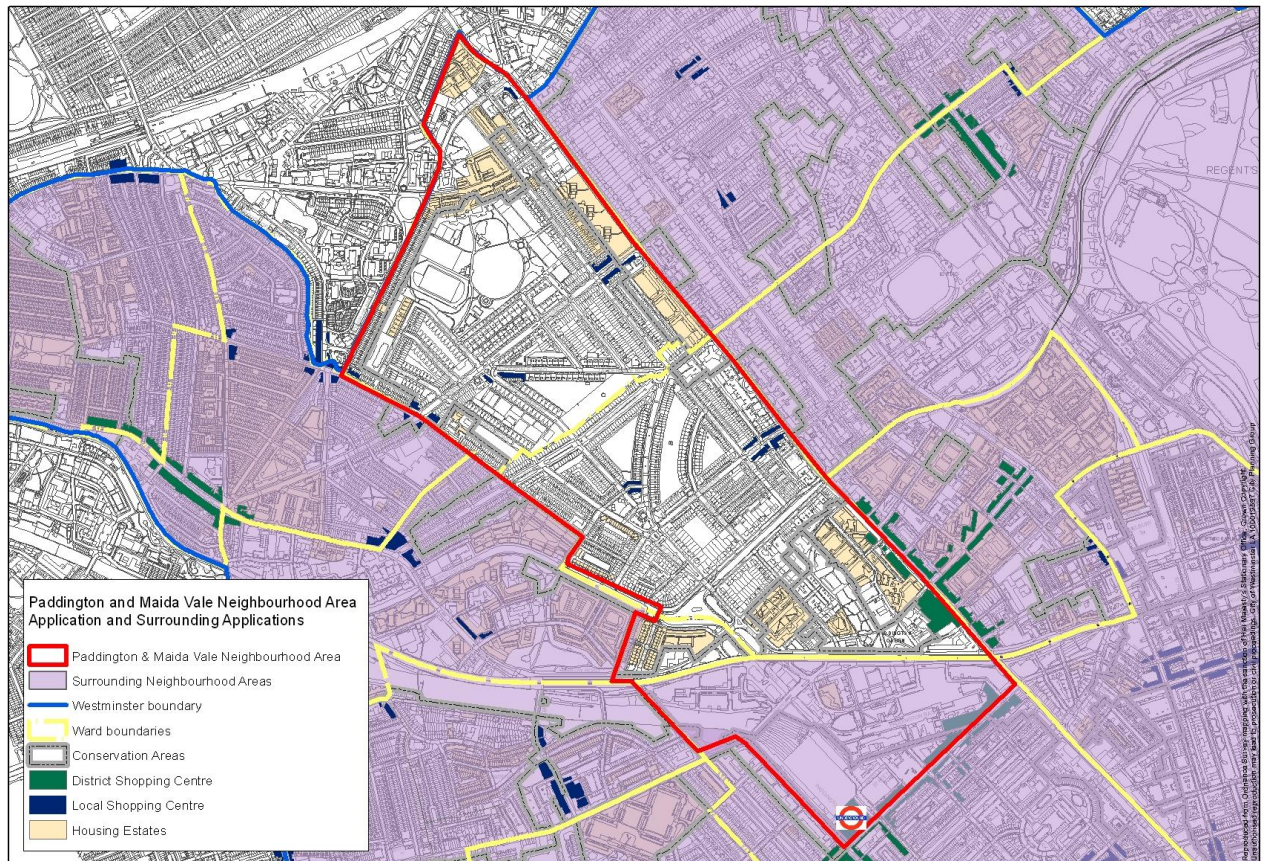
ASSESSMENT OF THE NEIGHBOURHOOD AREA APPLICATIONS

- 5.1 The following section provides an assessment of the five neighbourhood area applications, taking in account the proposed boundaries, adjoining neighbourhood area applications and the responses received during the respective formal period for representations.

Paddington and Maida Vale Neighbourhood Area (applicant: Paddington Waterways and Maida Vale Society)

- 5.2 The proposed neighbourhood area is identical to the Paddington Waterways and Maida Vale Society's area and includes Paddington Basin, Little Venice, and Maida Vale. It is bounded by the borough boundary with Brent to the north, Maida Vale road (A5) to the east, and Praed Street to the south. The originally proposed western boundary is more complex, and follows Eastbourne Terrace, Westbourne Terrace, Blomfield Villas, Blomfield Road, and Shirland Road.
- 5.3 The justification provided by the applicants for the proposed neighbourhood area is that it corresponds with the area that the Paddington Waterways and Maida Vale Society has responsibility for, as a recognised amenity society with members throughout the area.
- 5.4 The Paddington and Maida Vale neighbourhood area application was one of the first neighbourhood area applications received by the City Council, in June 2012. It was subsequently overlapped to a small degree by the Westbourne Neighbourhood Area application (received in September 2012, and designated in January 2014). The southern section of the proposed neighbourhood area at Paddington Basin was overlapped by the proposed Hyde Park and Paddington Neighbourhood Area (received in April 2013). There was also a minor overlap with the South East Bayswater Neighbourhood Area (received in April 2013, and designated in January 2014).
- 5.5 The Paddington and Maida Vale neighbourhood area application was subject to its period for representations from 23rd July to 14th September 2012. The City Council received a total of seven representations. These consisted mainly of comments highlighting the disconnection between Paddington to the south and Little Venice and Maida Vale to the north. One representation was received from residents living within Westbourne Terrace Road, highlighting the connection with that area and the Westbourne Forum neighbourhood area application. No support was received from within the Paddington Opportunity Area itself, including from Paddington BID/Waterside Partnership.
- 5.6 A very minor alteration to the western boundary was mutually agreed with the Westbourne Neighbourhood Area applicants to resolve the overlap at Bloomfield Villas-Westbourne Terrace Road. This revision has already been taken into account in relation to the Westbourne Neighbourhood Area, designated in January 2014.

Figure 2: Paddington and Maida Vale Neighbourhood Area application – Area Information



5.7 An overarching land use assessment of the proposed neighbourhood area highlights that 78% of floorspace is considered to be in residential use, and 22% in 'business use'. In particular, the area to the north of Westway is considered to be predominantly residential with local retail facilities. There are designated local shopping facilities at Clifton Road, Elgin Avenue, Lauderdale road, and Formosa Street. The proposed neighbourhood area also contains the western edge of the designated district shopping centre at Edgware Road. The built form is a combination of brick and stucco houses, including stucco crescents, together with mansion blocks of flats and apartments. The area is characterised by wide-tree lined streets and private amenity spaces which combine to give the area a leafy character. It contains publicly accessible open spaces at Paddington Recreation Ground and Paddington Green (there are additional private open spaces adjacent to Lauderdale Road and Warrington Crescent).

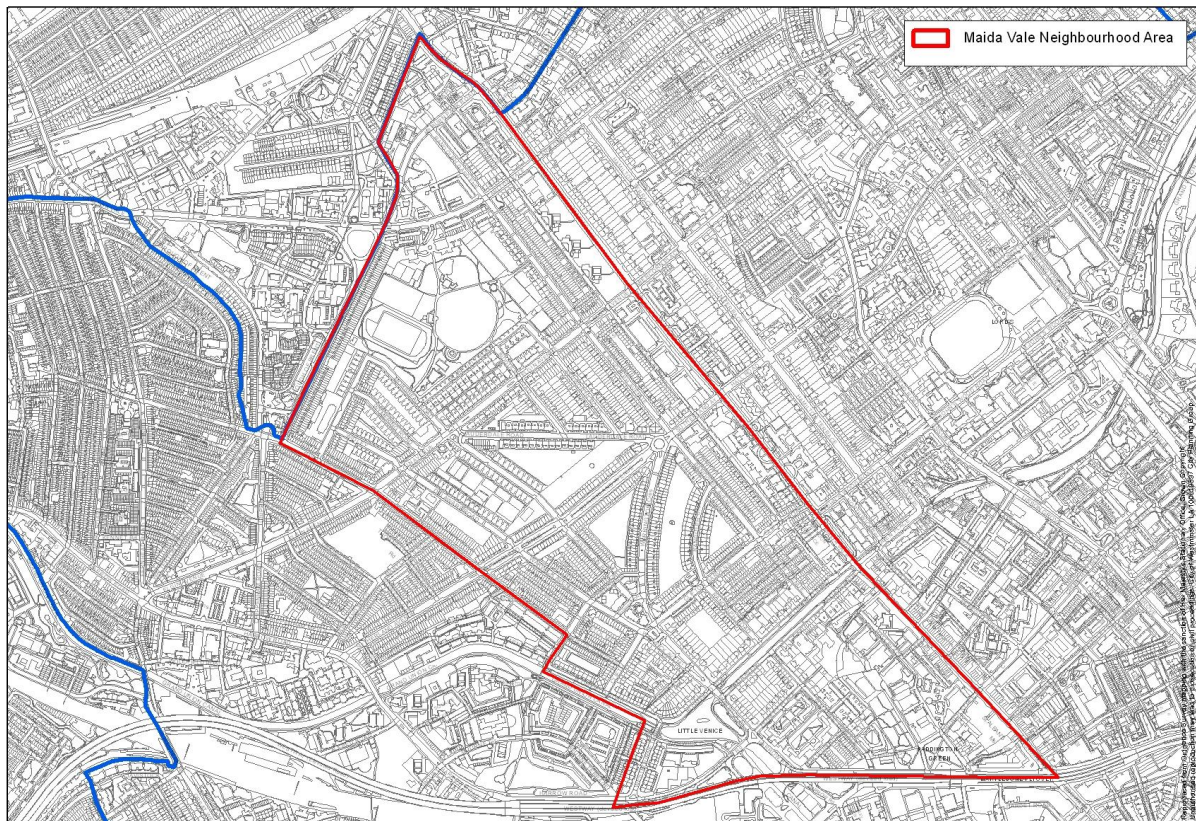
5.8 To the south of Westway, the southern section of the proposed neighbourhood area is centred on Paddington station and the Grand Union Canal Basin. This designated Opportunity Area consists of recently completed large scale office and mixed use developments, together with further sites subject to redevelopment. The City Council's City Plan - Strategic Policies document projects capacity for at least 1,000 new homes and 5,000 new jobs between 2011 and 2031. Much of the additional capacity in Westminster's office floorspace has been provided within Paddington and it remains a

location for large floorplate office space. However future development will also focus on the delivery of housing to ensure the creation of a sustainable mixed-use area.

5.9 Based upon the difference in character between the northern and southern sections, it is recommended that the neighbourhood area as applied for is refused. However, the designation of a neighbourhood area from the Westway northwards to include Maida Vale would represent a coherent and distinct neighbourhood area with shared characteristics. This neighbourhood area is illustrated below in Figure 3, and also includes the revised boundary to the east of Bloomfield Terrace (as previously agreed between the relevant applicants). It is also recommended that the neighbourhood area is renamed as the 'Maida Vale Neighbourhood Area' in order to accurately reflect this new area.

5.10 Whilst the originally proposed neighbourhood area was commensurate with the boundary of the Paddington Waterways and Maida Vale Society, it should be highlighted that this neighbourhood area recommendation is a separate issue to existing area of operation of the recognised amenity society.

Figure 3: Maida Vale Neighbourhood Area



Hyde Park and Paddington Neighbourhood Area (applicants: Hyde Park Estate Association, the Paddington Business Improvement District and the Paddington Waterside Partnership)

- 5.11 The proposed Hyde Park and Paddington Neighbourhood Area is bounded by the Westway (Marylebone Flyover) to the north, Edgware Road to the east, and Bayswater Road/Hyde Park to the south. The western boundary is more complex, following Stanhope Terrace, Sussex Place, Praed Street, Eastbourne Terrace, Bishops Bridge Road and Westbourne Terrace. As the proposed name suggests, the neighbourhood area includes the Paddington Basin area and the majority of Hyde Park Ward to the south.
- 5.12 The applicants submitted a comprehensive justification to support their neighbourhood area application. This highlighted that the proposed area is
- the proposed area is characterised by a mix of residential and commercial, with two important town centres at Praed Street and Edgware Road (as well as 'Connaught Village')
 - Global headquarters and small businesses operate side by side in the major international transport hub at Paddington, connected to the West End by the Edgware Road corridor.
 - Major change and development has been taking place for 15 years, with efforts to create a new sense of place bearing fruits evidenced through the popularity of this proposed Neighbourhood Area as a place to live.
 - The HPEA Amenity Society geographical area and the Paddington Opportunity Area are already linked in fundamental ways
 - Residents from Hyde Park go north into Paddington Opportunity Area to utilise transport links, and to use post office and hospital
 - Residents from Paddington Opportunity Area shop and dine in the Edgware Road Area and in Connaught Village, and pass through to visit Hyde Park or work in the West End.
 - Desire to create a new sense of place linking the established residential community of the Hyde Park Estate Association with the new and burgeoning residential community of the Paddington Opportunity Area.

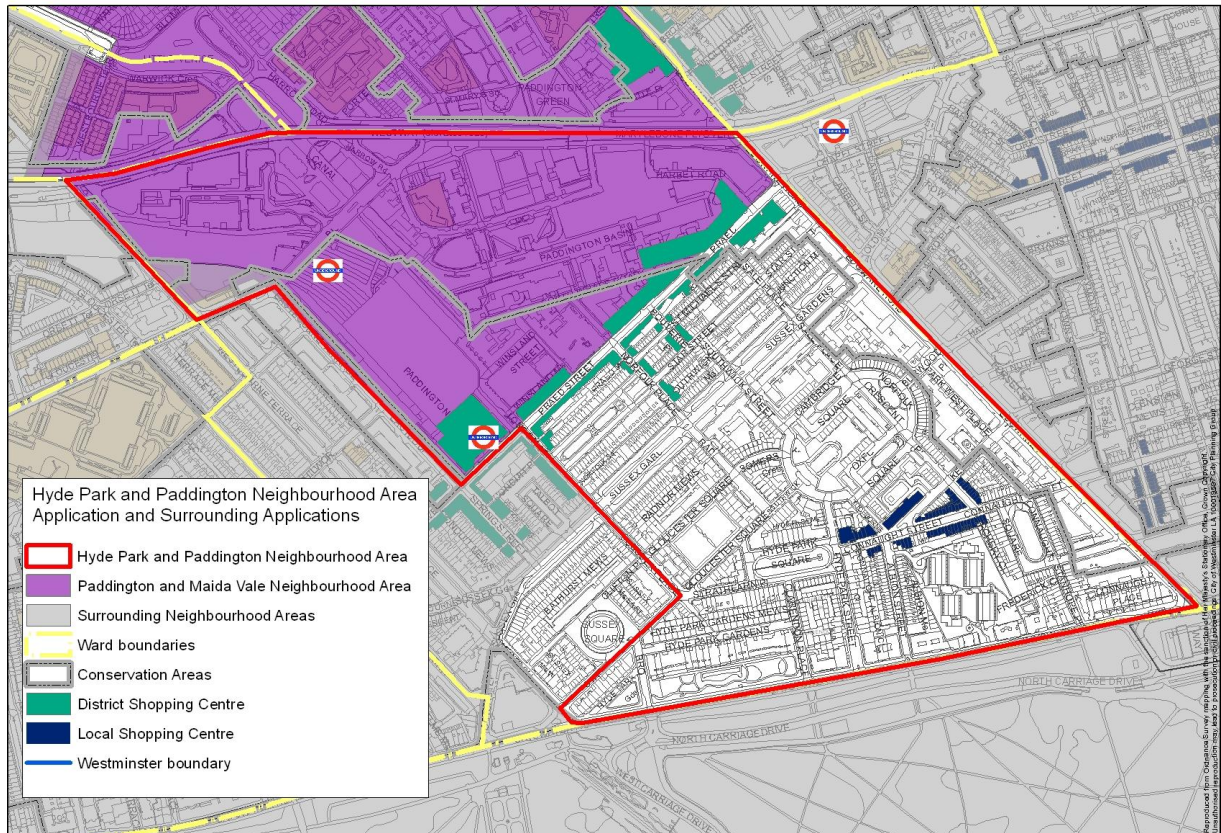
Whilst no detailed justification was put forward to support the more complex western boundary, it is understood that the intention was to follow boundaries of pre-existing amenity societies.

- 5.13 The Hyde Park and Paddington neighbourhood area overlaps the previously made Paddington Waterways and Maida Vale Neighbourhood Area application at Paddington Basin (see Section 5.2 to 5.10 above). There is also a small overlap with the designated South East Bayswater Neighbourhood Area at the junction of Bishops Bridge Road and Westbourne Terrace. The proposed Marylebone neighbourhood area is adjacent to the east, along the Edgware Road frontage, whilst to the south is the proposed Knightsbridge neighbourhood area (to be subject to forthcoming report).

- 5.14 The Hyde Park and Paddington neighbourhood area application completed its period for representations in late June 2013 and received a total of 142 representations. Of these, 141 responses were in support of the proposed neighbourhood area. In addition, it is clear that substantial support was received for this neighbourhood area from throughout (and beyond) the area in question. Significantly, the City Council received support from within the Paddington Opportunity Area, including from residents at West End Quay.
- 5.15 The views of ward councillors within Hyde Park and Little Venice wards were sought in July 2013 in relation to the potential designation of the overlapping Hyde Park and Paddington, and Paddington and Maida Vale neighbourhood area applications. In response, a councillor from the Little Venice ward indicated that the greatest weight should be given to the Hyde Park councillors (as Paddington is contained in their ward). The ward councillors for Hyde Park Ward all strongly supported the southern application for Hyde Park and Paddington.
- 5.16 The proposed neighbourhood area is largely distinguished and delineated by the sizeable proportion of office stock within the Paddington Opportunity area, but also the high density of residential properties in the larger 'Hyde Park' area to the south.
- 5.17 The Paddington Basin is a designated Opportunity Area (in the City Council's City Plan: Strategic Policies and the Mayor's London Plan) with anticipated growth of at least 1,000 new homes and 5,000 new jobs between 2011 and 2031. The Paddington Opportunity Area displays a number of distinct characteristics in terms of land use, density and design aesthetics, as well as additional development potential that is quite different to the surrounding area. New development is typically on a large scale with large office floorplates or high density residential apartments over multiple floors. In the east of the basin area is the existing high rise Paddington Metropole Hotel and conference facility, whilst permission has been granted for a tall building rising to 140 metres in height at Harbet Road. The Opportunity Area also includes Paddington Railway station serving locations in the west of England, as well as St Mary's Hospital on Praed Street where further redevelopment is anticipated.
- 5.18 Immediately to the south of the Paddington Opportunity Area is Praed Street, designated as a 'District Shopping Centre' by the City Council. This also includes perpendicular retail frontages on London Street, Norfolk Place, and Bouverie Place that provide linkage into the more wholly residential areas to the south (the western edge of the District Shopping Centre is located within the designated South East Bayswater Neighbourhood Area).
- 5.19 Much of the southern section of the proposed neighbourhood area is predominantly residential, largely developed around the boulevard of Sussex Gardens, which contains classical residential terraces built on a grand scale. Norfolk and Hyde Park Crescents follow the distinctive street pattern and orientation although many of the large houses have been converted into flats as well as visitor accommodation. There is also a local shopping frontage centred on Connaught Street and also including Kendall Street and the southern section of Porchester Place.

5.20 Along the eastern boundary of the proposed neighbourhood area is the west side of the Edgware Road commercial frontage containing numerous shops, cafes and bars, and is designated as a Central Activities Zone Frontage by the City Council. This linear location is also a 'Stress Area' where the number of entertainment uses is considered to have reached saturation.

Figure 4: Hyde Park and Paddington Area application – Area Information



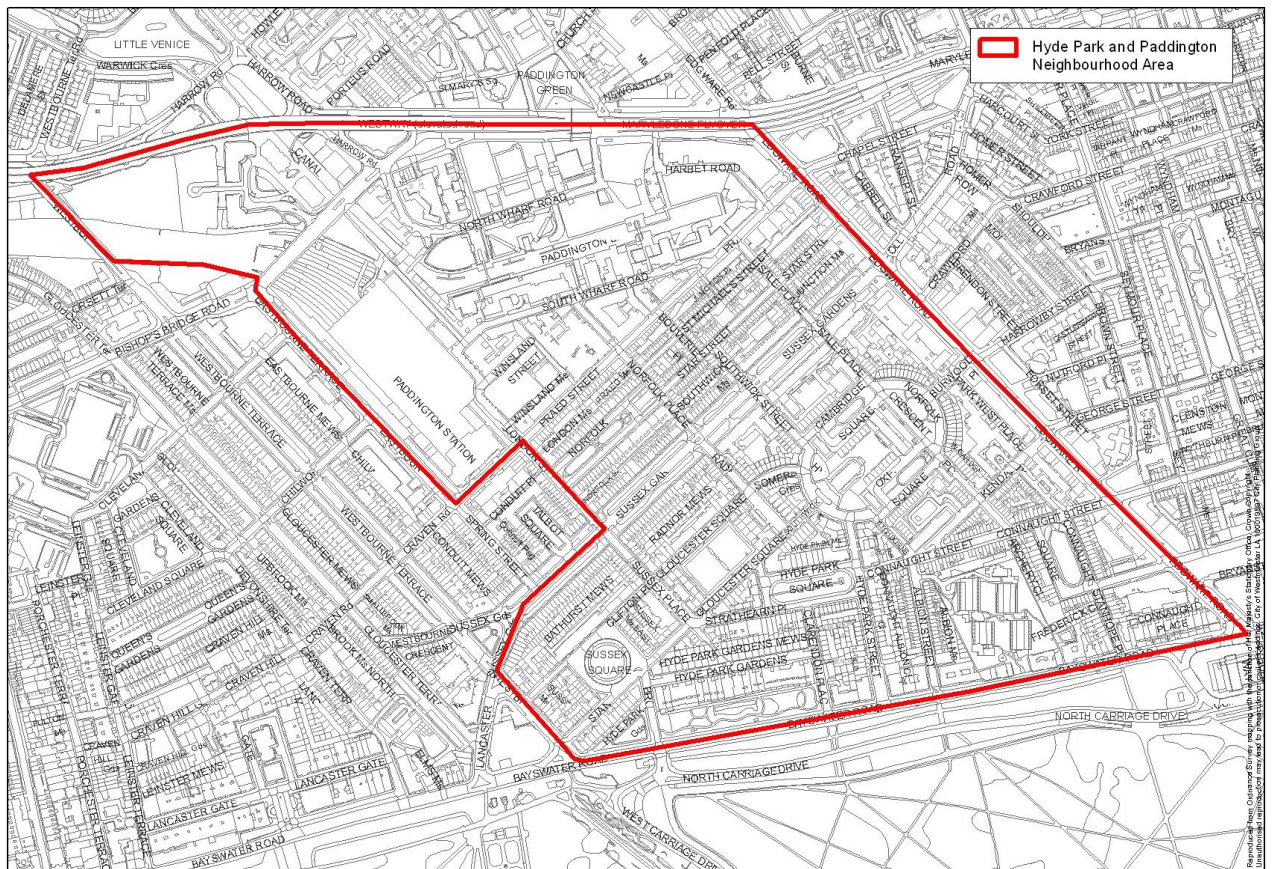
5.21 Figure 5 below illustrates the recommended area for designation for 'Hyde Park and Paddington'. Despite the differentiation between the Paddington Opportunity Area and Hyde Park, the wider neighbourhood area is considered appropriate to be designated as single neighbourhood area. The area to the south of Praed Street (as included within this proposed neighbourhood area) is considered to have a greater connection and relationship with the Paddington Opportunity Area. Paddington Station 'faces' south, whilst many of the routes through the neighbourhood lead onto and connect Paddington to the more wholly residential areas to the south (e.g. via London Street, Norfolk Place, Sale Place). Furthermore the location of the Praed Street District Shopping Centre provides an effective 'join' between the Opportunity Area to the north, and the more residential areas to the south.

5.22 An assessment of land use within the neighbourhood areas a whole highlights that 55% of floorspace is in commercial use and 44% is residential use, largely as a result of commercial uses in the Paddington Opportunity Area (but also along Edgware Road). Based on these figures, as well as existing planning policy designations, it is considered appropriate to designate Hyde Park and Paddington as a business area.

This will mean that any neighbourhood plan that is produced will be subject to an additional referendum of businesses in the area (in addition to those on the electoral register).

5.23 It is additionally proposed to include within the Paddington and Hyde Park Neighbourhood Area the currently 'unclaimed' parcel of land between this application and the adjacent South East Bayswater Neighbourhood Area designated in January 2014. This includes properties on the south west section of Sussex Gardens and Bathhurst Mews.

Figure 5: Hyde Park and Paddington Neighbourhood Area

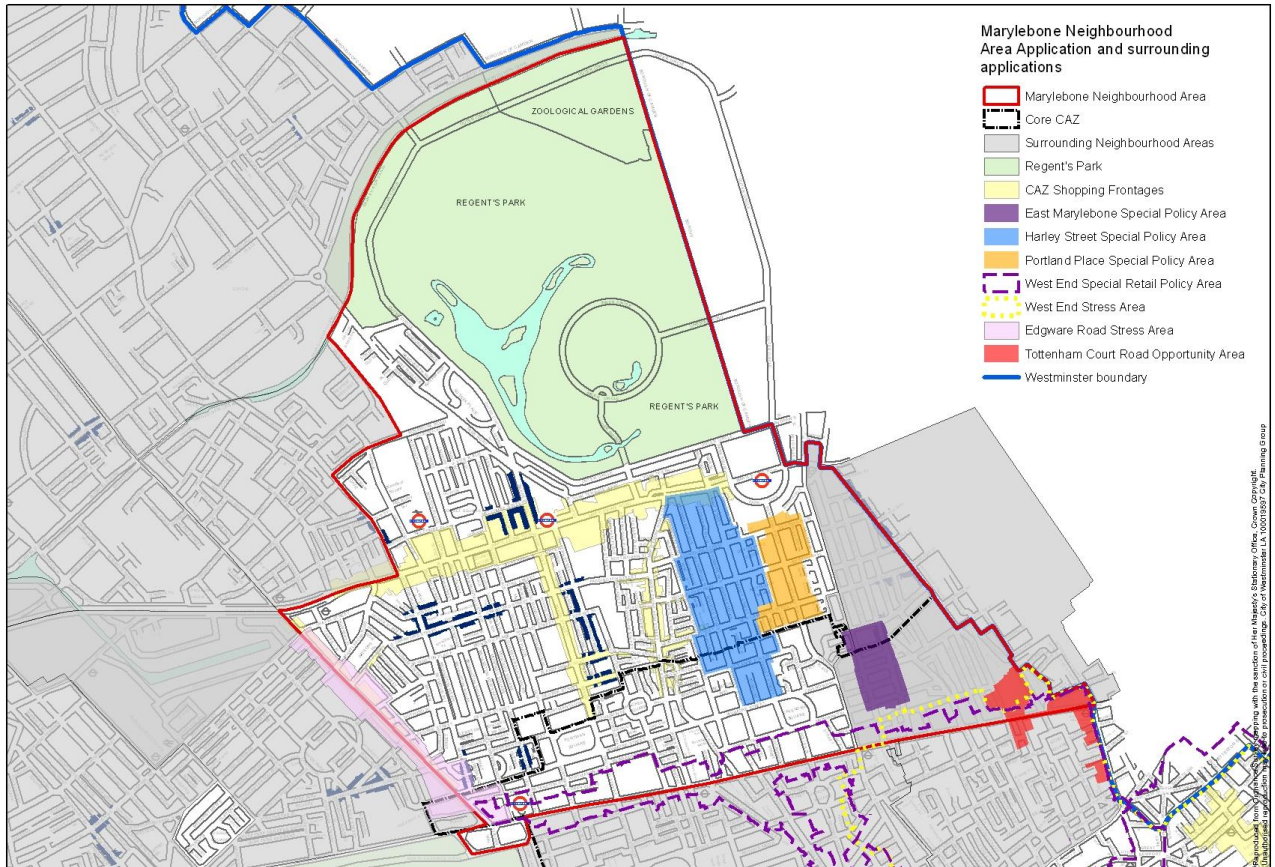


Marylebone Neighbourhood Area: (applicant: 'Marylebone Forum')

- 5.24 The proposed Marylebone Neighbourhood area is bounded by Regents Canal to the north, the borough boundary with Camden to the east, and Oxford Street (including Marble Arch) to the south. It has a more complex western boundary, following the middle of Edgware Road, Marylebone Road, Lisson Grove, Rossmore Road and the Marylebone railway lines until the Regents Canal. The proposed area includes Regent's Park, as well as Baker Street, Marylebone High Street and Great Portland Street.
- 5.25 The proposed area covers the area boundaries of two existing amenity societies, the Marylebone Association and the Fitzrovia Neighbourhood Association, and part of a third, the St Marylebone Society. The application represents the 'coming together' of two previously made neighbourhood area applications from the Marylebone Association and the St Marylebone Society. The application states that the proposed area "forms a broadly coherent whole" and "reflects the general character of the locality which embraces within it residential areas, shopping areas, business districts, as well as centres of academic and medical excellence". Furthermore, the application states that "the area...is of a size that can ensure good representation in the development of the shared vision of the community within it." No justification is provided for the inclusion of Regents Park within the Marylebone neighbourhood area.
- 5.26 The Marylebone Neighbourhood Area is overlapped by two other proposed neighbourhood areas – Fitzrovia (west) and Fitzrovia (cross-borough). Both of these proposed neighbourhood areas overlap the eastern section of the proposed Marylebone neighbourhood area, between the borough boundary with Camden and Great Portland Street/Regent Street. Adjacent neighbourhood areas include St John's Wood, Church Street, Hyde Park and Paddington (proposed) Mayfair, and Soho.
- 5.27 The Marylebone Neighbourhood Area was subject to a period for representations between 20th May and 28th June 2013. In total the City Council received 31 responses, of which 27 were in support of the proposed Marylebone Neighbourhood Area. The support originated from both resident and business groups, including from a range of wider representative groups on behalf of their membership, including Portland Village Association, Holcroft Court Residents, Stone House Residents (Weymouth Street), Dorset Square Trust, Baker Street Quarter, Edgware Road Partnership, and the Portman Estate and Howard De Walden Estate. An objection was received that stated that the proposed Marylebone neighbourhood area is too large and disparate and not representative.
- 5.28 A further representation made by the Fitzrovia Neighbourhood Association in December 2013 stated that they no longer wish to support the original Marylebone Neighbourhood Area application, and that they have chosen to remain neutral and not support the proposed overlapping Fitzrovia (west) neighbourhood area either.
- 5.29 The Royal Parks also submitted a representation, in January 2014, objecting to the inclusion of Regent's Park within the Marylebone Neighbourhood Area. The representation highlighted that the Royal Parks are of regional and national importance

and should be considered at a strategic level, taking local views into account in the context of regional and national policies. The Royal Parks were concerned to ensure that any issues relating to the land in its care are considered more widely than by one neighbourhood area.

Figure 6: Marylebone Neighbourhood Area Application – Area Information



5.30 The proposed Marylebone Neighbourhood Area contains a number of key commercial streets and areas that display distinctive characteristics. The southern section of the proposed neighbourhood area is located within the City Council's Core Central Activities Zone, designated as the key location for commercial, tourist, and municipal uses as well as residential accommodation. This part of the neighbourhood area is dominated by Oxford Street (north side) which runs east-west and connects Tottenham Court Road to Marble Arch. Designated in the City Council's City Plan as a Primary Shopping Frontage, the Oxford Street area is also within the West End Special Retail Policy Area, which aims to enhance the location as a global shopping destination. The proposed Marylebone Neighbourhood Area therefore contains large flagship retail stores buildings such as Selfridges and John Lewis, as well as some connected storage and delivery facilities along Eastcastle Street (for example) to the north. The eastern end of Oxford Street is designated as the Tottenham Court Road Opportunity Area, and has a projected capacity for at least 420 new homes (500 in draft further alterations to London Plan 2014) and 5,000 new jobs between 2011 and 2031. Whilst the majority of this Opportunity Area is located within Camden to the east, the western section within the proposed Marylebone Neighbourhood Area contains key

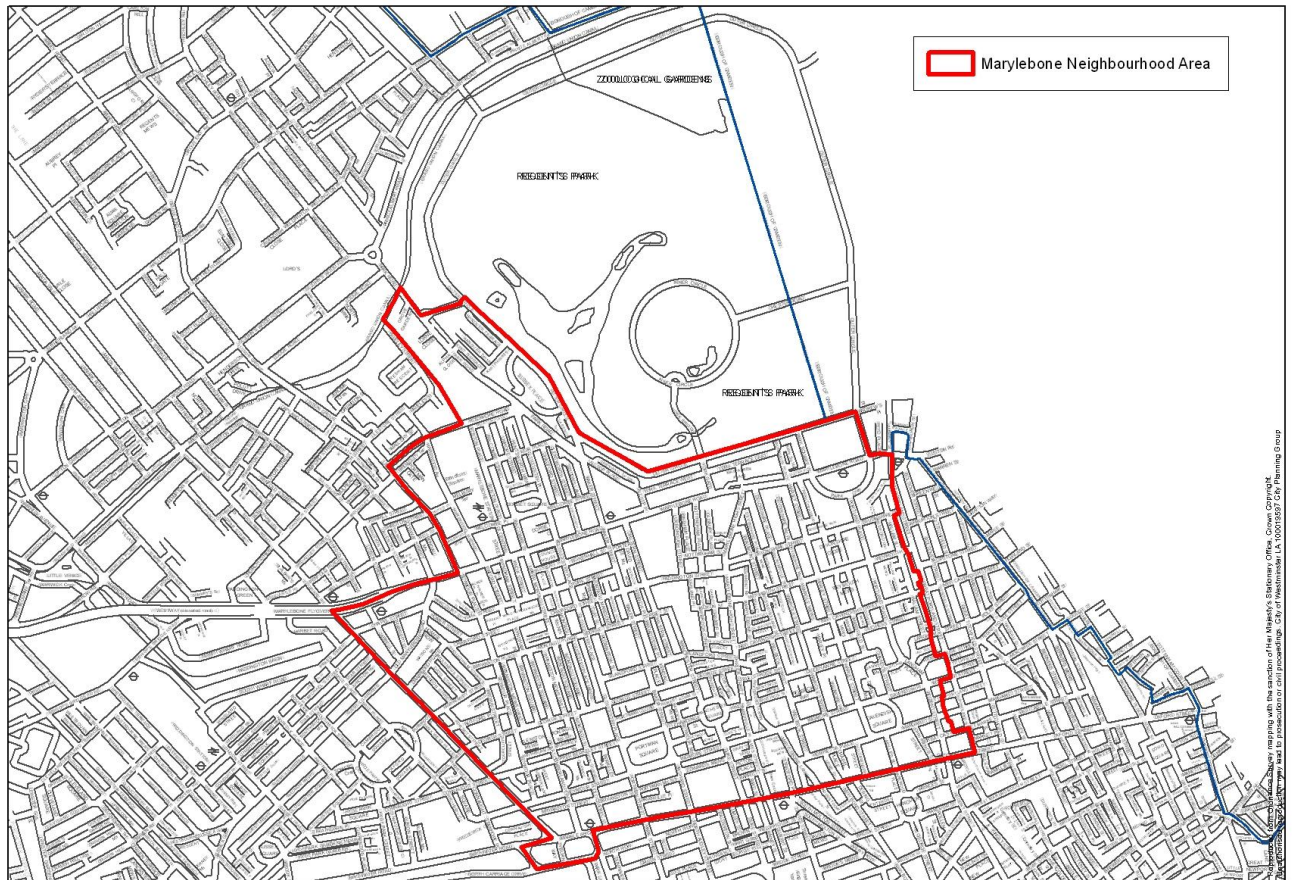
development sites at 4-48 Oxford Street, and at the Royal Mail Sorting Office at Rathbone Place.

- 5.31 Radiating north-south through the proposed neighbourhood area are a number of key intersecting roads. On the western boundary is the east side of Edgware Road, designated as a 'CAZ Frontage' and key location for shops, restaurants, and cafes. Due to the number of entertainment uses, the Edgware Road area has also been designated as a 'Stress Area' by the City Council in order to closely manage the number of new entertainment uses.
- 5.32 To the east is Baker Street, which connects Oxford Street to the Marylebone Station area, and has also been designated as a Central Activities Zone Frontage, and is therefore considered to be an appropriate location for commercial uses. Surrounding Baker Street is the Portman Estate; a formal grid pattern of roads spreading north and west from Portman Square. It includes a series of elongated squares such as Bryan Square, as well as Manchester Square and Montagu square. This area has a concentration of offices and hotels, especially in the southern section.
- 5.33 Centrally located within the proposed neighbourhood area is Marylebone High Street, a key shopping thoroughfare running north-south and serving the surrounding office and residential properties, and viewed locally as the 'local high street' for the neighbourhood. Like Edgware Road and Baker Street, Marylebone High Street is also designated as a 'Central Activities Zone Frontage'.
- 5.34 Further to the east is Harley Street which retains a largely residential character with concentrations of medical facilities of international renown. 'Institutional uses' are concentrated in Portland Place; whilst workshops and showrooms are located around Great Portland Street. All three of these specialist concentrations of uses have been designated as Special Policy Areas by the City Council to protect and promote the unique character and uses within these areas. The eastern portion of the proposed neighbourhood area is known by many as 'Fitzrovia', and contains a mix of small scale shops, restaurants, offices and residential uses.
- 5.35 Running east-west through the centre of the proposed neighbourhood area is the busy Marylebone Road – designated as a Central Activities Zone Frontage – which contains larger scale uses including mansion blocks, Madame Tussards tourist attraction, and the Old Marylebone Town Hall and Baker Street London Underground station. To the north-west is Marylebone Station serving/providing routes via the Chiltern Mainline to Birmingham. To the east of Marylebone Station is the Dorset Square Conservation Area containing a small grid of neo-classical Georgian residential terraces of uniform townscape and coherent character. Edwardian mansion blocks to east of Gloucester Place (Glentworth Street/Clarence Gate) provide variety to the townscape. There is also a local shopping frontage here at Baker Street/Melcombe Street.
- 5.36 The northern section of the proposed neighbourhood area is obviously dominated by the large open spaces of Regent's Park, formally designated as 'Metropolitan Open Land' and a 'Site of Importance for Nature Conservation', and also containing London Zoo. The City Council's City Plan: Strategic Policies (adopted November 2013)

protects the Royal Parks from inappropriate development and activity. The proposed neighbourhood area does not include the entirety of Regent's Park, but follows the boundary between Westminster and Camden along Broadwalk footway.

- 5.37 Whilst there is no prescribed size limit for a neighbourhood area, the designation of a boundary that includes the area from Oxford Street to the south to London Zoo in the north, and from Edgware Road in the west to the borough boundary with Camden in the east represents a vastly bigger neighbourhood area than any other within Westminster. The applied for Marylebone neighbourhood area covers 363 hectares and 16.5% of the total land area of Westminster. An overarching land use assessment of the proposed neighbourhood area as applied for highlights that 28% of floorspace is considered to be in residential use, and 52% in 'business use' with the remaining 20% belonging to the Regent's Park. There are over 6,500 businesses operating within the area.
- 5.38 Taking the above assessment of the proposed Marylebone Neighbourhood Area into account, together with responses received during its respective period for representations, it is proposed to designate the neighbourhood area illustrated in Figure 13 below as the Marylebone Neighbourhood Area. It is accepted that the applied for neighbourhood area includes the key areas and features that represent 'Marylebone'. However, this proposed recommendation also takes into account the support for, and proposed designation of the separate Fitzrovia West Neighbourhood Area (see section 5.40 to 5.50) to the east. 'Fitzrovia' is considered to represent a distinct and separate neighbourhood to 'Marylebone' based on the function and scale of uses within the area. The west side of Great Portland Street is considered to represent an appropriate delineation between these two neighbourhood areas, and ensures that both sides of this street are considered within the same neighbourhood area. In addition, the recommended area for designation does not include Regent's Park as a result of the representation made by The Royal Parks, but also because it is accepted that Regent's Park is a separate entity of London-wide importance that is not considered to be located *within* Marylebone.
- 5.39 Analysis of this revised Marylebone Neighbourhood Area highlights that 61% of floorspace is in 'business use' and 39% in residential use. Taking this analysis into account, as well as the assessment of the area and current policy designations, it is considered appropriate that the neighbourhood area is designated as a business area. This will mean that any neighbourhood plan that is produced will be subject to an additional referendum of businesses in the area (in addition to the referendum of those on the electoral register).

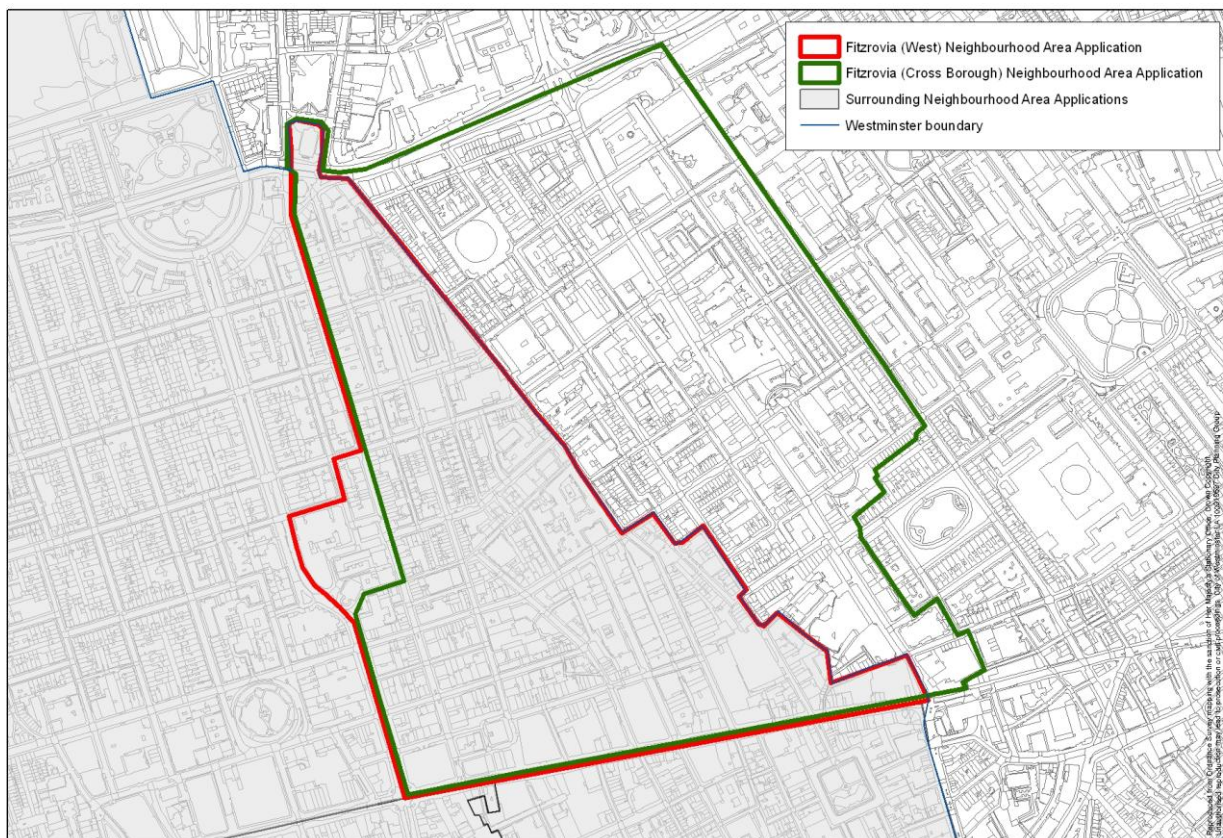
Figure 7: Marylebone Neighbourhood Area



Fitzrovia (West) Neighbourhood Area (applicant: Fitzrovia Forum (West) Steering Committee)

- 5.40 The proposed Fitzrovia (West) Neighbourhood Area is bounded by Great Portland Street and Regent Street in the west (additionally including BBC Broadcasting House), Oxford Street to the south, and the borough boundary with Camden to the north and east.
- 5.41 The proposed Fitzrovia (West) Neighbourhood Area is overlapped by two other neighbourhood area applications for Marylebone and Fitzrovia (cross borough). It is also adjacent to the designated Soho Neighbourhood Area to the south. Figure 8 below illustrates the proposed neighbourhood area as applied for, and in particular, its relationship with the alternative Fitzrovia Neighbourhood Area spanning the borough boundary with Camden.

Figure 8: Fitzrovia Neighbourhood Area Applications



- 5.42 The applicants provided an extensive justification within their application for the designation of the Fitzrovia (West) neighbourhood area, summarised as follows:
- Fitzrovia (West) has been regulated by different Westminster policies that reflect strategies and preferences for addressing the character, appearance, and special needs of the central London community, including conservation area audits (Cleveland Street Charlotte Street West, Hanway Street, East Marylebone, Regent St) and East Marylebone Special Policy Area.

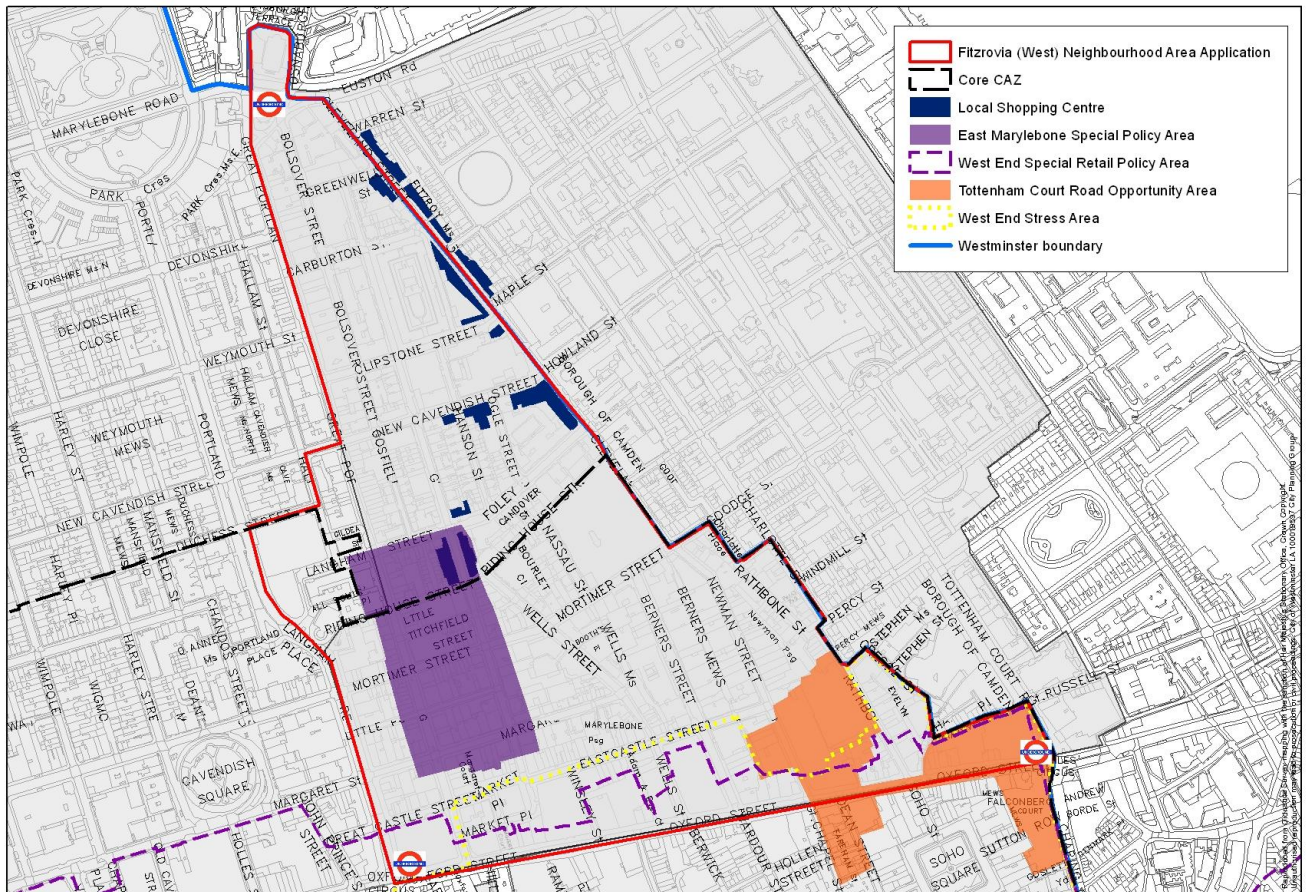
- Fitzrovia (West) Currently has a variety of land uses, including residential, office, commercial, retail and institutional, with no single dominate activity;
- The proposed neighbourhood area is generally consistent with the boundaries of the Fitzrovia Neighbourhood Association, as recognised by the City Council.
- The boundaries are consistent with the catchment areas of important community infrastructure, including the recently established Fitzrovia Community Centre and local primary school All Souls Primary School, both on Foley Street.

5.43 The City Council undertook the period for representations in relation to Fitzrovia West between 31st October and 13th December 2013. This was undertaken at the same time as the period for representations in relation to the Fitzrovia (cross-boundary) neighbourhood area application, carried out jointly with Camden Council.

5.44 The Fitzrovia (West) Neighbourhood Area application generated 149 responses. An additional 35 responses were received by the City Council and Camden Council in relation to the cross-borough boundary Fitzrovia application – see section 5.54 and Appendix B. Of the 149 responses received, 92 responses (62% of the total) directly supported the proposed Fitzrovia West neighbourhood area. There were also 51 objections (34% of total responses) and 6 ‘comments’ (neither for nor against) received. 19 of the 51 (13% of total 149 responses) objections received opposed an incorrect western boundary along Portland Place and also encouraged a revision to Great Portland Street (the actual western boundary of the proposed Fitzrovia West neighbourhood area already follows Great Portland Street). The location of responses received demonstrates that the majority of support for the Fitzrovia West neighbourhood area originates from within the proposed neighbourhood area, whilst the majority of objections received are from outside the proposed area.

5.45 The applicants submitted a report to the City Council outlining the consultation work that they have undertaken, as well as additional information in relation to their future vision, aims and objectives. The applicants highlighted potential issues that could be addressed through neighbourhood planning, including the pressure for development, the provision of space for small businesses, and the cost of housing.

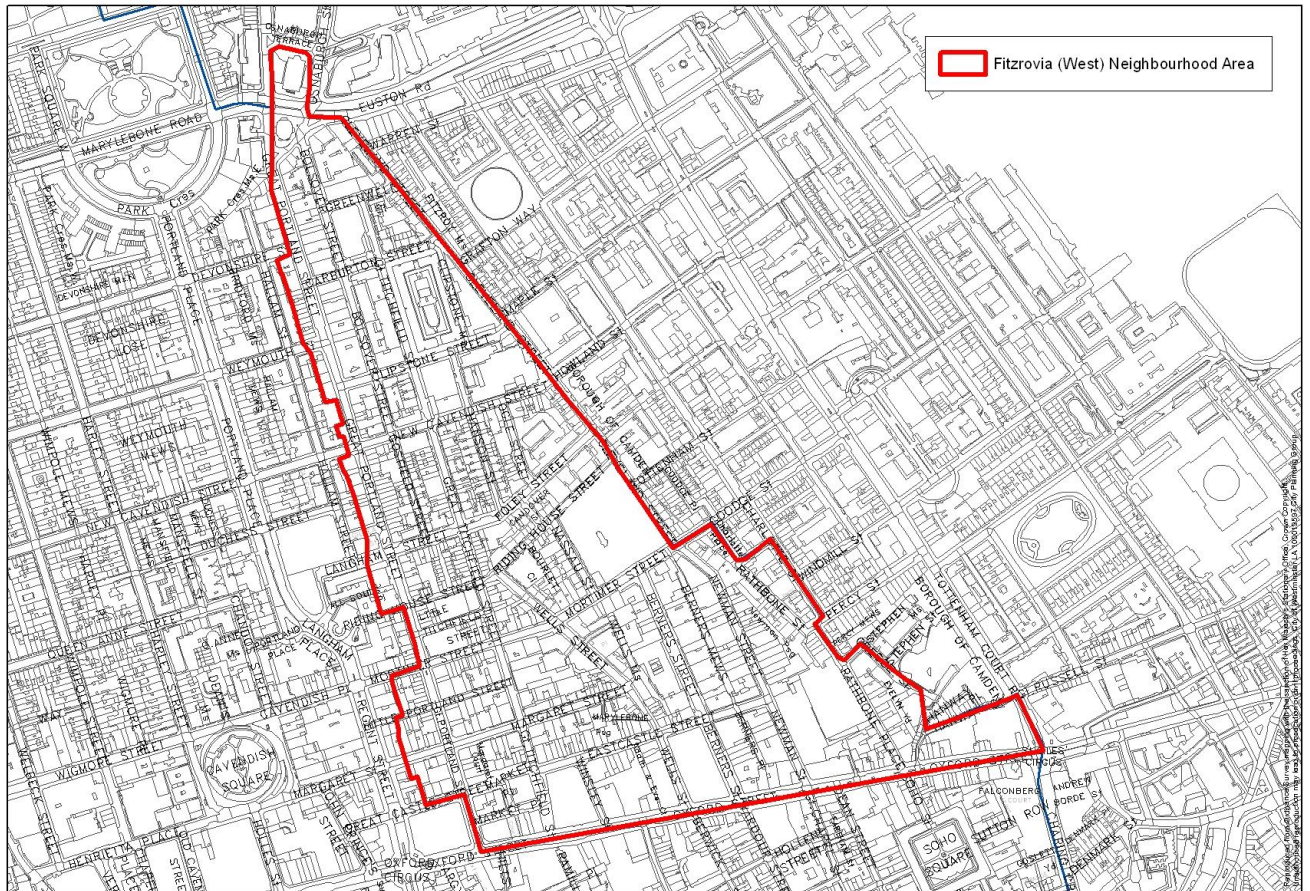
Figure 10: Fitzrovia (West) Neighbourhood Area application - Area Information



- 5.46 An analysis of the proposed neighbourhood area reveals that it is largely characterised by its mix and scale of uses. Much of the proposed neighbourhood area contains a mix of restaurants and local shops, small scale businesses, and residential accommodation on upper floors which combine to create a ‘village atmosphere’. There are local parades of shops at Cleveland Street (on the borough boundary with Camden), as well as at New Cavendish Street, and Great Titchfield Street.
- 5.47 The southern half of the proposed neighbourhood area is located within the City Council’s Core Central Activities Zone. This includes the key development site at the former Middlesex Hospital on Mortimer Street, as well as the East Marylebone Special Policy at the southern section of Great Portland Street and Great Titchfield Street. This Special Policy Area was designated to protect and promote wholesale showrooms originally used with garment trade but increasingly dominated by small scale start-up businesses. The southern boundary is dominated by Oxford Street, designated as a Primary Shopping Frontage by the City Council and contains large-scale retail uses over multiple floors. The eastern end of Oxford Street has been designated as the Tottenham Court Road Opportunity Area (also located within Camden), and has a planned additional capacity for at least 420 new homes (500 in Draft Further Alterations to London Plan 2014) and 5,000 new jobs between 2011 and 2031.

- 5.48 As a result of ongoing discussions with other stakeholders within the area, the applicants have put forward a number of revisions to the western boundary of the proposed neighbourhood area. This includes the non-inclusion of the BBC Broadcasting House complex on Regent Street (as well as the block to the north) and the removal of the street frontage facing onto Regent Street and Oxford Street (part).
- 5.49 Figure 11 below highlights the recommended area for designation for the Fitzrovia Neighbourhood Area, which reflects the area as revised by the applicants in December 2013. It is considered that Fitzrovia represents a separate and coherent 'neighbourhood' that can be differentiated from the Marylebone area to the east. It is also accepted that the proposed Fitzrovia Neighbourhood Area received strong support for its designation from those responses that originated from within the proposed area.
- 5.50 One further alteration is proposed; to largely include both sides of Great Portland Street within the designated area. Whilst it is recognised that there are difficulties in delineating a neighbourhood within an urban context, this boundary offers an opportunity for the City Council to ensure that a consistent and inclusive treatment is given to both sides of this prominent, commercial thoroughfare. An assessment of this revised neighbourhood area demonstrates that 83% of the floorspace is in 'commercial' use and just 17% is in residential use. Based on these figures, together with the assessment of the area and current policy designations, it is considered appropriate to designate the Fitzrovia West neighbourhood area as a 'business area'. This will mean that any neighbourhood plan that is produced will be subject to an additional referendum of businesses in the area (in addition to a referendum of those on the electoral register).

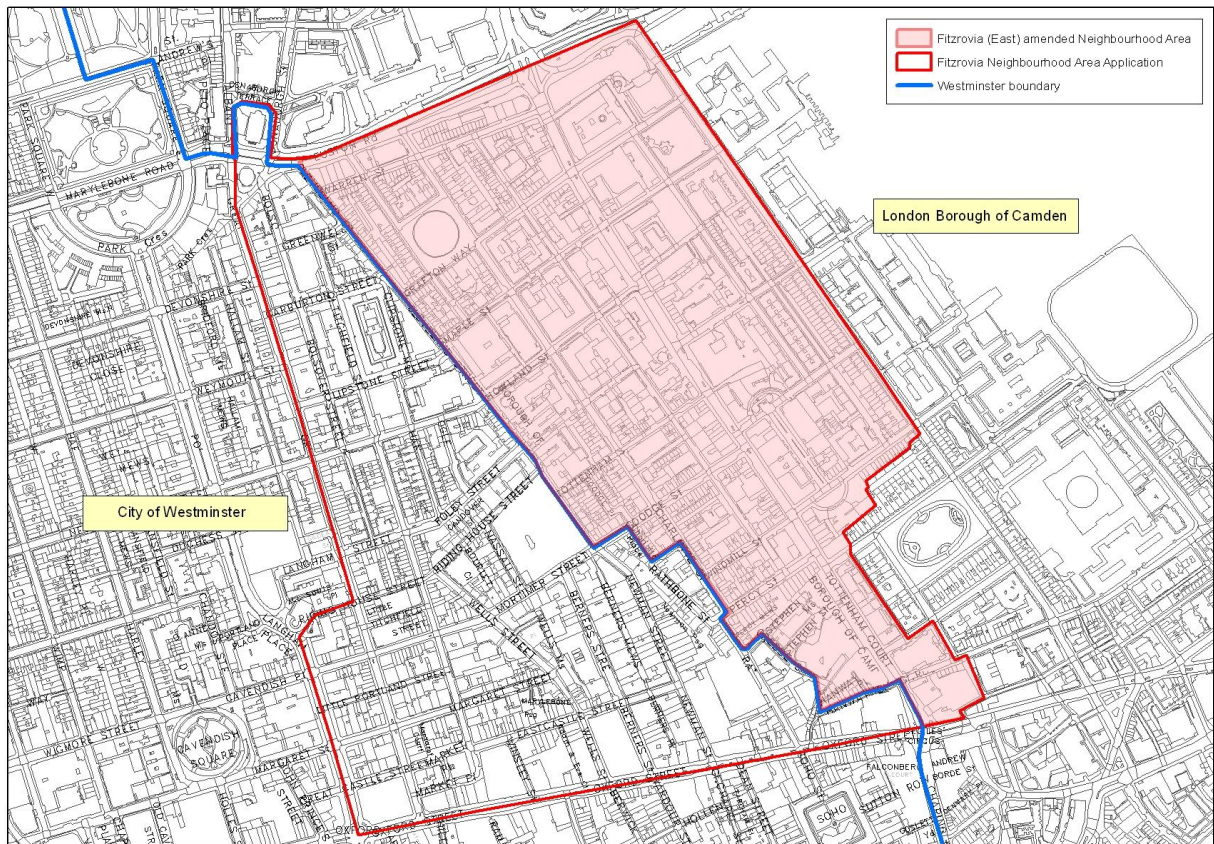
Figure 11: Fitzrovia (West) Neighbourhood Area



Fitzrovia Neighbourhood Area (applicant: Fitzrovia Forum Steering Committee)

- 5.51 An application was made by the Fitzrovia Forum Steering Committee for a cross borough boundary area from Gower Street (within the London Borough of Camden to the east) to Great Portland Street (and Regent Street) within Westminster to the West. This proposed area is illustrated below in Figure 12. This neighbourhood area application was originally submitted to both the City Council and Camden Council in January 2013, but was revised and resubmitted in October 2013 following ongoing community discussions.
- 5.52 The applicants submitted the following justification to support their neighbourhood area application:
- Fitzrovia has suffered as a result of its location straddling the local government boundary between the City of Westminster and London Borough of Camden.
 - Fitzrovia currently has a variety of land uses, including residential, office and commercial, retail and institutional, with no single dominate activity
 - Nurtured and supported people from a wide range of creative communities and businesses
 - The boundaries are consistent with the catchment areas of important community infrastructure, including the recently established Fitzrovia Community Centre and local primary school All Souls C of E Primary School, both on Foley Street.
- 5.53 The proposed Fitzrovia neighbourhood area overlaps with the proposed Fitzrovia (West) Neighbourhood Area (see section 5.40 – 5.51), and the proposed Marylebone Neighbourhood Area (see section 5.24 – 5.39). It is also understood to overlap with a proposed Bloomsbury Neighbourhood Area within the London Borough of Camden.
- 5.54 The City Council undertook the period for representations in relation to the Fitzrovia (cross borough) neighbourhood area between 31st October and 13th December 2013. Due to the cross borough boundary nature of the application, this period for representations was undertaken in partnership between Westminster City Council and Camden Council. A total of 35 representations were made during the period for representations. The majority of these supported the principle of establishing the neighbourhood area, whilst 14 responses specifically supported its designation as ‘Fitzrovia East’.
- 5.55 During the period for representations, the applicants submitted revisions to the proposed neighbourhood area. This entailed the removal of the western boundary along Great Portland Street (and Regent Street) and the redrawing of this boundary along the borough boundary (following Cleveland Street, Charlotte Street, Gresse Street, Hanway Street). Significantly this proposal removes the overlap with the Fitzrovia (West) Neighbourhood Area, and also results in a proposed neighbourhood area is solely within the London Borough of Camden. These proposed alterations are illustrated in Figure 12. It is recommended that these alterations are accepted.

Figure 12: Revisions to Fitzrovia (cross borough) Neighbourhood Area



- 5.56 Despite the applicants desire to reduce the neighbourhood area to within Camden only, the City Council is required to make a formal decision in relation to the originally submitted valid neighbourhood area application. The City Council can only make a designation decision in respect of the extent of the proposed neighbourhood area within the borough boundary. The City Council cannot designate any section of a neighbourhood area within the London Borough of Camden. Therefore, it is recommended that the Fitzrovia neighbourhood area application is formally 'refused' in so far as it relates to Westminster.
- 5.57 Furthermore, the legislation states that a local planning authority "must exercise their power of designation so as to secure that some or all of the specified area forms part of one or more areas designated (or to be designated) as neighbourhood areas". The City Council cannot therefore refuse to designate a valid application for a neighbourhood area outright, and must designate at least some of the area applied for as a neighbourhood area. It is considered that the recommendation to designate the Fitzrovia West neighbourhood area (section 5.40 to 5.50) above fulfils this obligation.

6. FINANCIAL IMPLICATIONS

- 6.1 The high level of interest in neighbourhood planning in Westminster, coupled with the statutory obligation to support neighbourhood planning clearly has financial implications for the City Council. The Government have developed a financial assistance package to enable and incentivise local planning authorities to provide support for neighbourhood planning. Within the current financial year the City Council can claim:
- £5,000 for each neighbourhood area designated (up to a maximum of 20 areas);
 - £5,000 for each neighbourhood forum designated (up to a maximum of five neighbourhood forums within the financial year);
 - £5,000 for each neighbourhood plan that reaches pre-examination consultation stage; and
 - £20,000 on successful completion of the examination of a neighbourhood plan.
- 6.2 The Government 'Locality network' and their 'Supporting Communities in Neighbourhood Planning' initiative is currently offering support to *emerging* neighbourhood forums in the form of either grant payments (up to £7,000 to contribute to costs incurred) or through direct professional advice and support, tailored to individual needs.
- 6.3 The 2013 amendments to the Community Infrastructure Levy Regulations (2010 and as amended) put into legislation a duty to pass a proportion of receipts arising from developments within a local parish council's area onto the relevant parish council (there is only one local parish council in Westminster; the Queen's Park Community Council). Whilst there is no regulatory requirement to pass on a proportion of CIL funding to areas outside of a parish council, the regulations state that:
- "The charging authority may use the CIL... to support the development of the relevant area by funding –*
- (a) the provision, improvement, replacement, operation or maintenance of infrastructure; or*
- (b) anything else that is concerned with addressing the demands that development places on an area"*
- 6.4 Government guidance advises that in areas outside a local parish council, the charging authority will retain the Levy receipts but should engage with the communities where development has taken place and agree with them how best to spend the neighbourhood funding.
- 6.5 The proportion of CIL receipts that should be ring fenced for the areas within which they were derived is therefore dependent upon (i) whether the area has a Parish Council and (ii) whether there is a neighbourhood plan in place. The figure below summarises how the regulations should work in practice:

		Neighbourhood Plan?	
		Yes	No
Parish Council?	Yes	25% of CIL receipts uncapped, paid to Parish	15% of CIL receipts capped at £100 / dwelling, paid to Parish
	No	25% of CIL receipts uncapped, local authority consults with community	15% of CIL receipts capped at £100 / dwelling, local authority consults with community

7. LEGAL IMPLICATIONS

Decision-Making

7.1 As set out by legislation and advice from the Government, the following represent the decision-making options open to the City Council:

- i) Agree to designate the neighbourhood area as applied for;
- ii) Refuse to designate the neighbourhood area *as applied for* (because it is considered that the specified area is not an appropriate area to be designated as a neighbourhood area);

7.2 Crucially S61G (5) of the Town and Country Planning Act 1990 as inserted by the Localism Act states that the local planning authority “must exercise their power of designation so as to secure that some or all of the specified area forms part of one or more areas designated (or to be designated) as neighbourhood areas”. The City Council cannot therefore refuse to designate a valid application for a neighbourhood area outright, and must designate at least some of the area applied for as a neighbourhood area (though not necessarily the same area).

7.3 The 1990 Act also states that in designating a neighbourhood area, the City Council must consider whether the area concerned should be designated as a ‘business area’. The legislation states that this designation should be applied if it is considered that “the area is wholly or predominantly business in nature”. No further guidance has been issued by the Government as to how this should be assessed.

7.4 The potential for neighbourhood business area designation is considered within the individual neighbourhood area assessments set out in Section 5 of the report. This assessment takes into account location within the City Council’s designated Central Activities Zone (as set out in the adopted Core Strategy 2011) as well as current land use statistics and council tax and business rate information. It is also worth highlighting that the assessment should additionally take into account whether the area is business

“in nature”, which suggests less of an analytical analysis and more of an appreciation of the perception and ‘feel’ of the area.

- 7.5 The key implication of a business area designation is at the referendum stage of neighbourhood plan production, when businesses within the neighbourhood area would also be eligible to vote for or against the neighbourhood plan (in an additional ballot alongside the residential ballot). A ‘yes’ vote would be required in both ballots to establish the neighbourhood plan.
- 7.6 The City Council is also required to publish the name of the neighbourhood area following designation.

Neighbourhood Area Designation

- 7.7 The Neighbourhood Planning (General) Regulations (Regulation 7) state that as soon as possible after designating a neighbourhood area, the City Council must publish the following on our website (and in such other manner considered likely to bring it to the attention of those who live, or work in the neighbourhood area):
- the name of the neighbourhood area;
 - a map which identifies the area; and
 - the name of the relevant body who applied for the designation.
- 7.8 If deciding to ‘refuse’ to designate a neighbourhood area as applied for then the City Council has to publish a ‘decision document’ setting out the decision and a statement of reasons for that decision; and also publish details of where and when the decision document may be inspected. It is worth noting that a ‘decision document’ does not have to be produced if agreeing to designate a neighbourhood area (as applied for).
- 7.9 It is intended that the formal decision notices will be published following the Cabinet Member decision in relation to Paddington and Maida Vale, Hyde Park and Paddington, Marylebone, Fitzrovia (East) and Fitzrovia (cross borough).

8. STAFFING IMPLICATIONS

- 8.1 There are implications on staff resources in respect of carrying out the City Council’s duty to support neighbourhood planning, in terms of managing the neighbourhood area (and forum) application process, but also providing support to the prospective neighbourhood forums. In addition the City Council will be obliged to carry out legal compliance assessment of any neighbourhood plans produced, support the examination (by independent examiner), and undertake the referendum stage. The City Council’s obligation to support will be intensified by the comparatively large number of neighbourhood areas and forums anticipated within Westminster. There is currently one full time officer and two part time officers supporting the neighbourhood planning process in Westminster.

9. RESOURCES IMPLICATIONS

- 9.1 The designation of additional neighbourhood areas will have resource implications for the City Council in terms of its 'duty to support' to enable subsequent neighbourhood forum applications.

10. BUSINESS PLAN IMPLICATIONS

- 10.1 The City Council's Built Environment Business Plan includes a specific reference to "*Improve the quality of life, health and well-being of Westminster's communities*".
- 10.2 The ability to enable and empower others to take responsibility for themselves and their neighbourhoods is one of the key tenets of the City Council's 'Better City, Better Lives' five year plan. In particular, it meets the City Council's aspirations of 'A Connected City', and the objective to support local communities to establish new neighbourhood forums and neighbourhood plans, where appropriate.

11. CONSULTATION

- 11.1 Each neighbourhood area application was published on the City Council's website. In addition, and in each instance, over 200 e-mails and letters were sent to residents' groups, societies, community groups, businesses, and landowners within and adjacent to the proposed area to inform them of the neighbourhood area application and how to respond if they had any comments. The City Council's 'Planning Consultation Database' was used to identify these consultees. Relevant Ward Councillors in both the affected wards and adjacent wards were also consulted in relation to each neighbourhood area application. Further responses have been generated through additional correspondence and as a result of numerous neighbourhood planning meetings with community groups in each neighbourhood area.

12. COMMUNICATIONS IMPLICATIONS

- 12.1 There is a need to ensure that the any designation decisions are clearly communicated to those who live and work within the respective neighbourhood areas – in line with the City Council's legal obligations set out in paragraph 7.7 of this report.

**If you have any queries about this Report or wish to inspect any of the
Background Papers please contact:**

Tom Kimber

City Planning Delivery Unit

tkimber@westminster.gov.uk

Telephone 020 7641 3478

BACKGROUND PAPERS:

- Localism Act 2011
- Neighbourhood Planning Regulations 2012
- Westminster's City Plan: Strategic Policies (November 2013)

For completion by the **Cabinet Member for Built Environment**

Declaration of Interest

I have <no interest to declare / to declare an interest> in respect of this report

Signed: _____ Date: _____

NAME: **Councillor Robert Davis DL**

State nature of interest if any
.....

(N.B: If you have an interest you should seek advice as to whether it is appropriate to make a decision in relation to this matter)

For the reasons set out above, I agree the recommendation(s) in the report entitled Neighbourhood Area Designations - Paddington and Maida Vale, Hyde Park and Paddington, Marylebone, Fitzrovia (East) and Fitzrovia (cross borough)..

Signed

Cabinet Member for Built Environment

Date

If you have any additional comment which you would want actioned in connection with your decision you should discuss this with the report author and then set out your comment below before the report and this pro-forma is returned to the Secretariat for processing.

Additional comment:
.....
.....

If you do not wish to approve the recommendations, or wish to make an alternative decision, it is important that you consult the report author, the Head of Legal and Democratic Services, Chief Operating Officer and, if there are resources implications, the Director of Human Resources (or their representatives) so that (1) you can be made aware of any further relevant

considerations that you should take into account before making the decision and (2) your reasons for the decision can be properly identified and recorded, as required by law.

Note to Cabinet Member: Your decision will now be published and copied to the Members of the relevant Policy & Scrutiny Committee. If the decision falls within the criteria for call-in, it will not be implemented until five working days have elapsed from publication to allow the Policy and Scrutiny Committee to decide whether it wishes to call the matter in.

Other Implications

1. Risk Management Implications

- 1.1 The recommendations in this report do not have any significant Risk Management Implications

2. Health and Wellbeing Impact Assessment including Health and Safety Implications

- 2.1. The recommendations in this report do not have a significant impact on health and well-being.

3. Crime and Disorder Implications

- 3.1 The recommendations in this report do not have any significant crime and disorder implications.

4. Impact on the Environment

- 4.1. The recommendations in this report do not have any significant impact on the environment.

5. Equalities Implications

- 5.1. The recommendations in this report do not have any significant equalities implications.

6. Staffing Implications

- 6.1 Key staffing implications are set out in the main body of the report.

7. Human Rights Implications

- 7.1. The recommendations in this report do not have any significant human rights implications.

8. Energy Measure Implications

- 8.1. The recommendations in this report do not have any significant energy measure implications.

Summary of neighbourhood area application representations

Paddington and Maida Vale Neighbourhood Area

23rd July 2012 – 14th September 2012

7 responses received; 1 general comment, 6 objections and 0 supporting representations.

Summary of comments:

- Objecting comments raised issues around the character of the neighbourhood area. The areas to the north and south of the Westway are distinct in character, with significant differences between the dense, mixed-use Paddington Opportunity Area and the residential districts of Maida Vale and Little Venice. The boundary area was not representative enough.
- Comments from SEBRA were regarding the Paddington Opportunity Area. Their concerns were for the continued wider consultation on any planning related issues for this area. They had no issues with the Paddington Opportunity Area falling within the Paddington and Maida Vale neighbourhood area but wished for the same communication and consultation on planning matters which affected this opportunity area.

Hyde Park and Paddington Neighbourhood Area

20th May to 28th June 2013

142 responses received; 1 general comment, 1 objection and 140 supporting representations.

Summary of comments:

- Supporting comments believed the geographic area was the right one. The area will create a new neighbourhood that links the older/more established area of the Hyde Park estate to the new residential developments north of Praed St. *"We all share an interest in the amenities of Paddington Station, the Edgware Road, and Praed St town centres, and the balance between those who live, work and travel to the area for Tourism."*
- Many businesses also agreed with the area boundary, and they believed the boundary represented a good balance of commercial and residential amenities, which would create a new neighbourhood to link old with new parts, and provide a good relationship between commercial and residential areas.
- The one objection was from the Paddington Waterways and Maida Vale (PWMV) Amenity Society. They objected to the exclusion of the Amenity Society area south of Harrow Road. The society has been officially involved in the area, especially with planning and licensing in Sheldon Square, South Quay Road and north side of Praed Street working with other groups of interested parties. PWMV society would like to include this area in their neighbourhood area.

Marylebone Neighbourhood Area

20th May to 28th June 2013

32 responses received; 2 general comments, 1 objection and 29 supporting representations.

Summary of comments:

- The enlarged boundary accurately reflects the area which includes the areas North and South of Marylebone Road, and the historically formed borough of St Marylebone. In line with conservation boundaries and logical to create a boundary to include Marylebone Station and other formal council properties which carry the badge of St Marylebone.
- Support from NVEC, Baker Street Quarter BID, and Edgware Road Partnership for Marylebone to be a business area.
- Howard de Walden, Portman Estate, International Student House, and Resident Associations (Portland Village/Holcroft Court) are committed to the development of the Neighbourhood Forum and playing an active, positive role.
- The objection comment felt the area was too large, disparate and faced very different challenges. The area was not representative enough.

Fitzrovia (West) Neighbourhood Area

31st October to 13th December 2013

149 responses received; 6 general comments, 51 objections and 92 supporting representations.

Summary of comments:

- Fitzrovia has its own character and a very different identity to Marylebone, and for that reason a Forum needs to be established for the express purpose of promoting or improving the social, economic and environmental well being of the Fitzrovia.
- Business owners should have a say in the future development and maintenance of this unique and culturally diverse neighbourhood.
- Those who opposed the area felt the Marylebone area should be kept for historic reasons and the Marylebone Association best served the interests of businesses and residents.

Fitzrovia Neighbourhood Area

31st October to 13th December 2013

35 responses received; 10 general comments, 2 objections and 23 supporting representations (14 specifically supported a Fitzrovia *East* Neighbourhood Area).

Summary of comments:

- Supporting comments were in favour of a Fitzrovia (East) boundary rather than a cross borough boundary. The comments suggested the proposed boundary will enable a unique community to focus on the interests of businesses and residents in the area, and work closely with other organisations for the good of Fitzrovia.
- Comments raised concerns with the overlap of the Bloomsbury Neighbourhood Area (within the London Borough of Camden) and certain issues which might arise with masterplans/action plans currently being prepared. UCL and the Bedford Estates wish to be updated of developments due to a number of their buildings/properties falling with the Fitzrovia (East) boundary.