



Public consultation on our vision for 61 Widley Road

Welcome to the public consultation on our proposals for the sustainable regeneration of the garages at 61 Widley Road.

The existing building has been vacant for a number of years and is in poor condition, with the building sitting incongruously within the surrounding townscape.

Our ambition is to regenerate the existing site to ensure its positive contribution to the Maida Vale Conservation Area, while providing high-quality, much-needed new homes for Westminster residents.

61 Widley Road

Introduction

This presentation has been prepared on behalf of UKKA Real Estate for the re-development of 61 Widley Road following engagement in 2024.

We have assembled a team of specialists to develop proposals for the future of 61 Widley Road.

The following boards contain some context on the site and its history, our design approach and key considerations, our initial engagement with neighbours and our updated proposals for the site.

As part of the team’s commitment to community engagement, we welcome the opportunity to hear your perspectives on the proposals.

Project Team



Client & Fund
UKKA Real Estate LTD



Development Manager
Corvus Invest



Architect
Darling Associates Architects



Planning Consultant
Newmark



Heritage
Turley



Daylight & Sunlight
Point2



Sustainability
Inhabit



Transport
Caneparo Associates



Neighbourhood Engagement
Concilio



Arboriculturalist
Landmark Trees

The Site

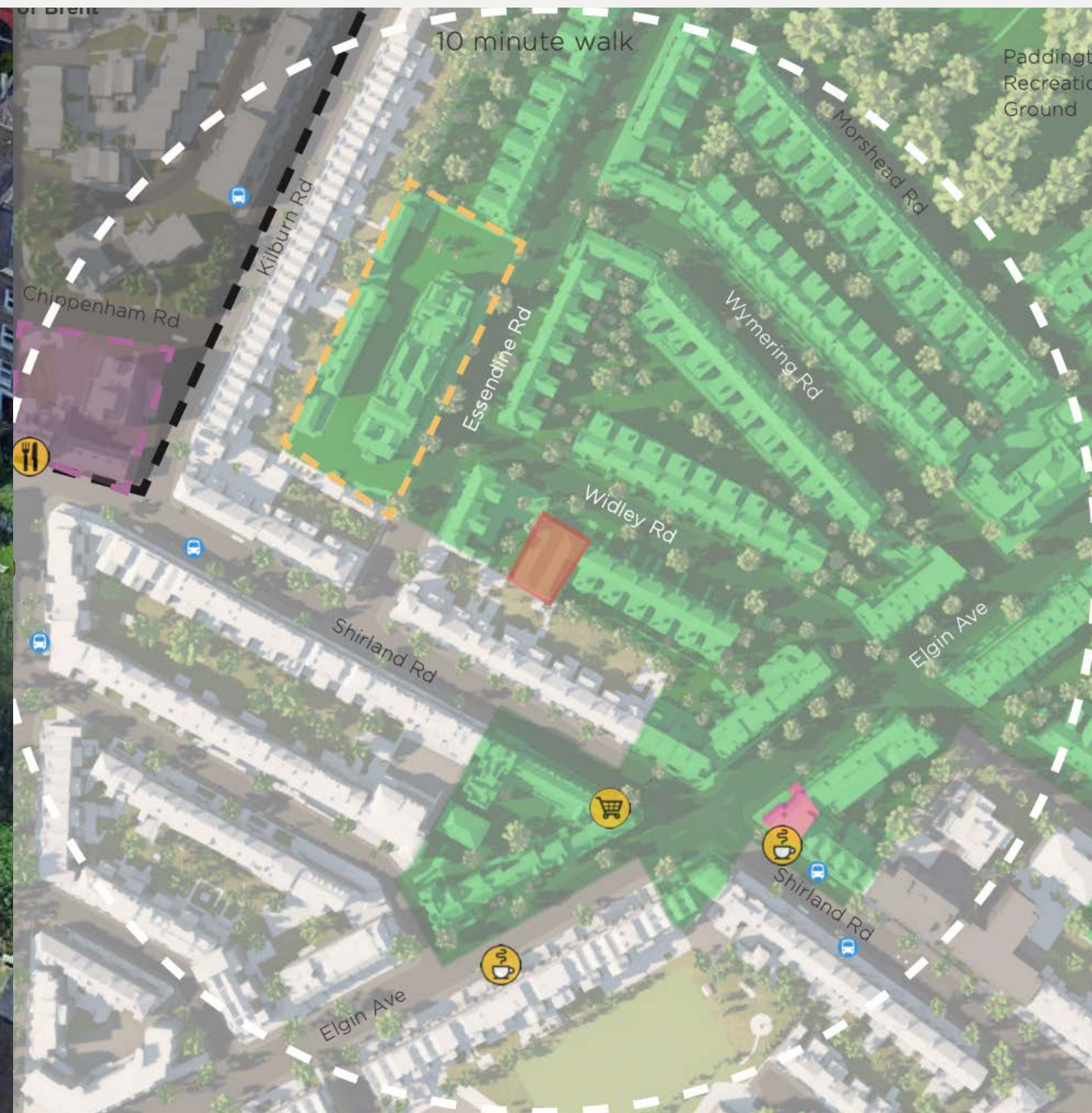
The site is located on the southern boundary of the Maida Vale Conservation Area to the western end of Widley Road.

It benefits from excellent public transport links and is within close walking distance of a number of green spaces and local amenities.

The area is predominantly comprised of mansion blocks, with the existing low-rise garages sitting incongruously within the established roof line. The building also contrasts with the residential character of the area .



Aerial view of the site



Site location map



Existing site



Existing building internal space

The Existing Building

The existing building has been vacant for a number of years and is in markedly poor condition, presenting an unsightly frontage to Widley Road, with peeling renders on the facade and rusting metal gates and shutters.

There is also a dearth of green space, with the building occupying the whole plot to the rear and unattractive hard landscaping and railings to the front that contrast with the residential character of the area.

The internal space is poorly configured and does not meet the needs of modern occupiers, and there are significant structural issues including a leaking roof. The building's materiality also contrasts negatively with the surrounding properties, with the white render standing out from the rich brick materiality of the local area.

Our Vision



Sensitive, proportionate design which complements the surrounding townscape



A considerate approach which reflects local feedback and priorities to protect neighbouring amenity



A focus on sustainability, with regeneration of a brownfield site and retention and reuse of existing structure and materials



Retention and protection of surrounding trees, with extensive planting to promote biodiversity and urban greening



Much-needed, high-quality new homes to meet identified need in Westminster with an effective range of tenures including family-appropriate homes



Public realm improvements to enhance the aesthetic of the street

Recap - the previous application (2018)

As you may be aware, a previous planning application (Reference: 17/O4106/FULL) for the residential redevelopment of the site was submitted to Westminster City Council. Although planning officers recommended the proposals for approval, the committee ultimately resolved to refuse the plans in July 2018.

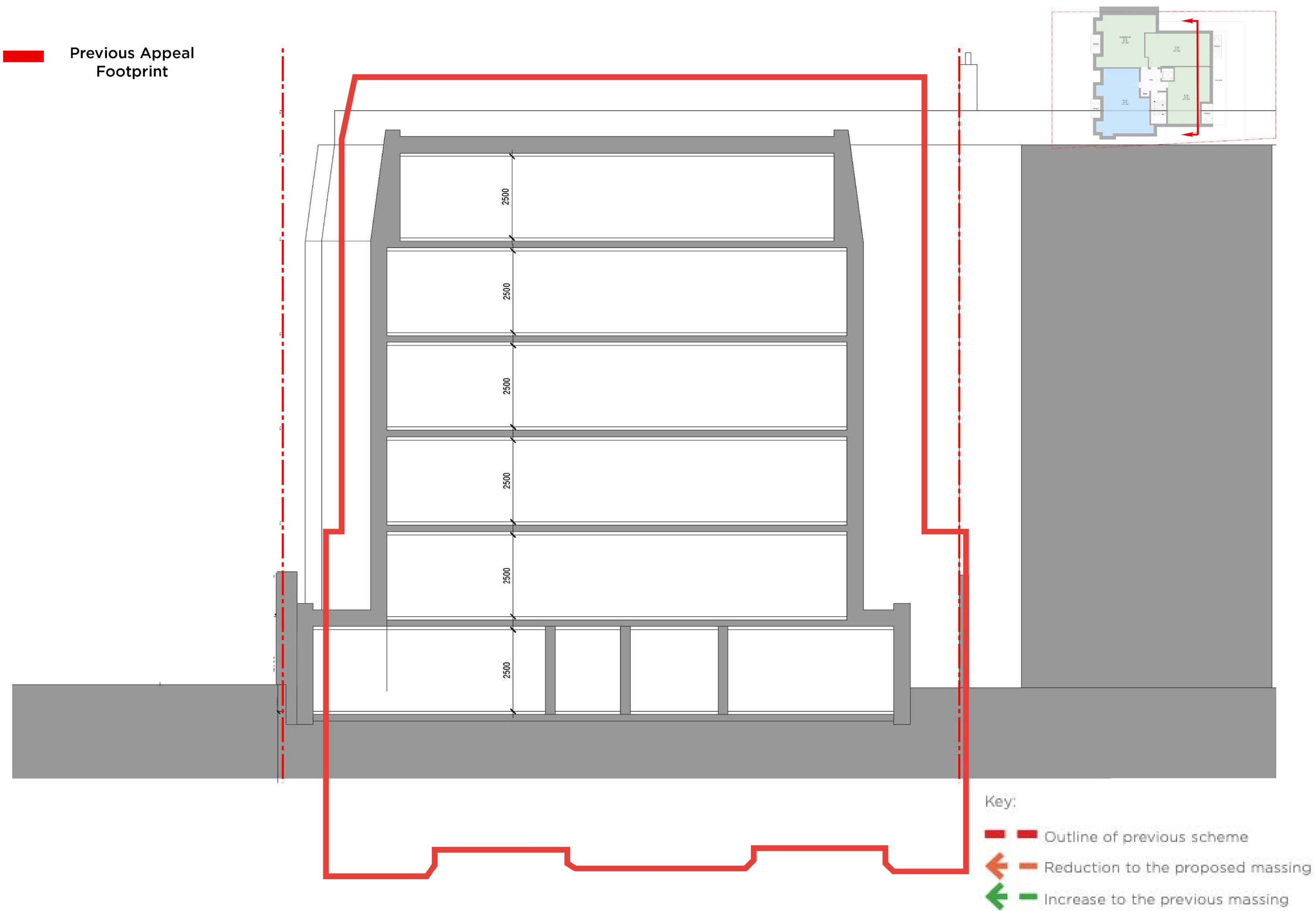
We understand that there was some local concern in response to the previous application, and from the outset of these proposals we have looked to respond to and incorporate feedback in order to create a harmonious addition to the streetscape.

Key changes include:
30% reduction in massing including the removal of the 5th floor rear massing
Basement accommodation and development removed to reduce intrusive works
Distance from existing homes increased to improve the relationship to the neighbouring Cleveland Mansions
Improving the visual appearance of the design to reflect the local area
Creation of a highly sustainable scheme
Following new policy guidance to create a car-free scheme and removal of car access
Improvements to the ground floor public realm and soft threshold to the streetscape

61 Widley Road

The daylight sunlight implications of the updated design have been carefully tested and show clear improvements to light levels compared to the earlier version.

On this board, we present our initial iteration of the scheme, which we shared during our initial engagement last year, and how it responded to feedback on the previous application.



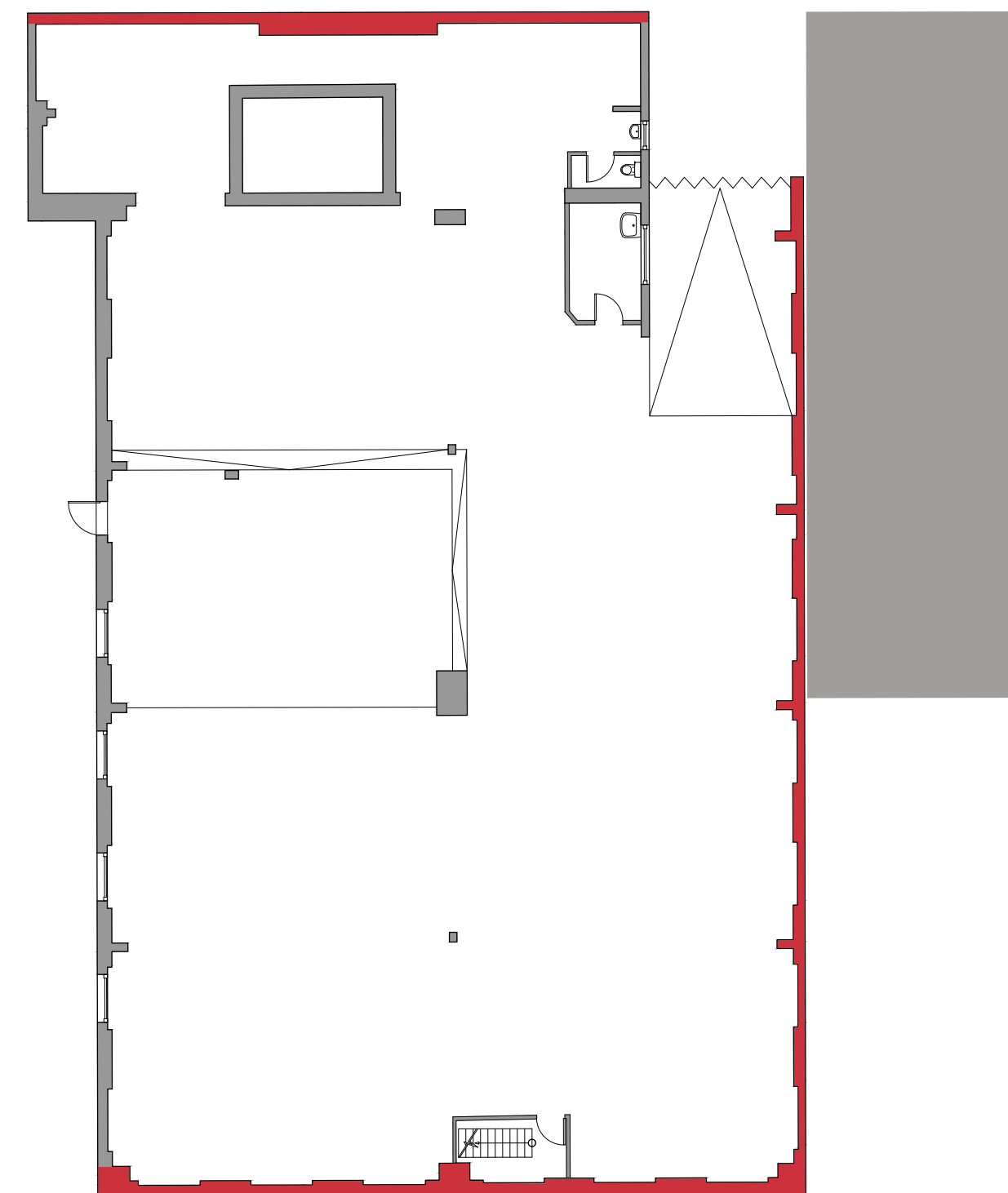
Scheme as shown during previous engagement

Retrofit Options



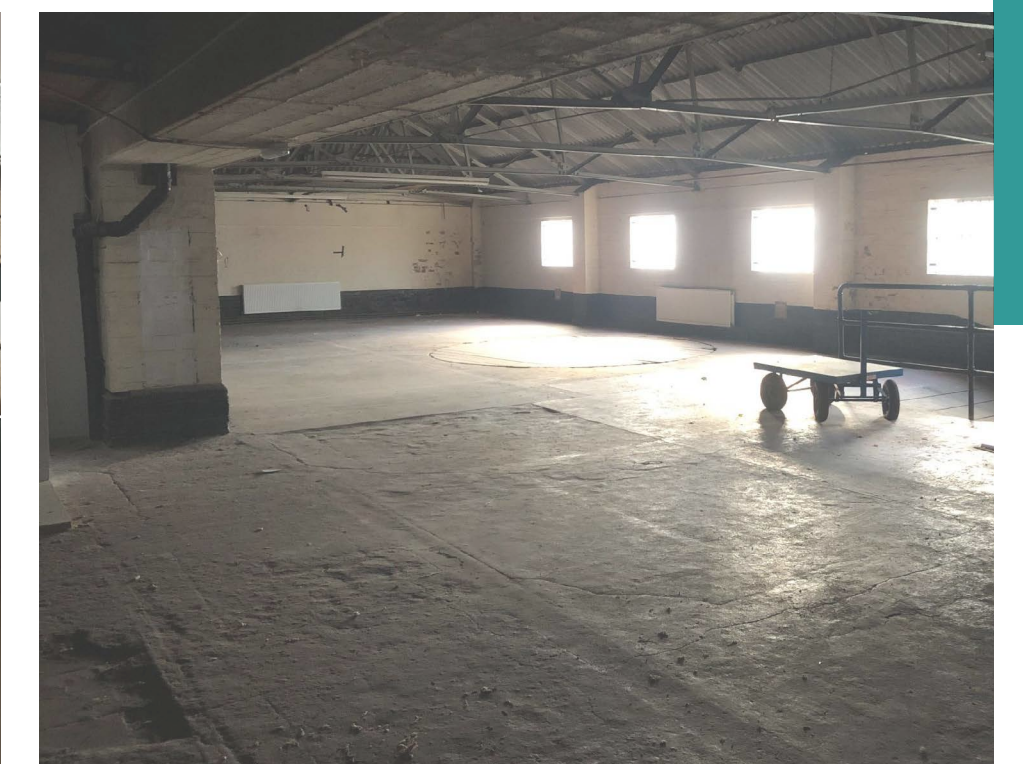
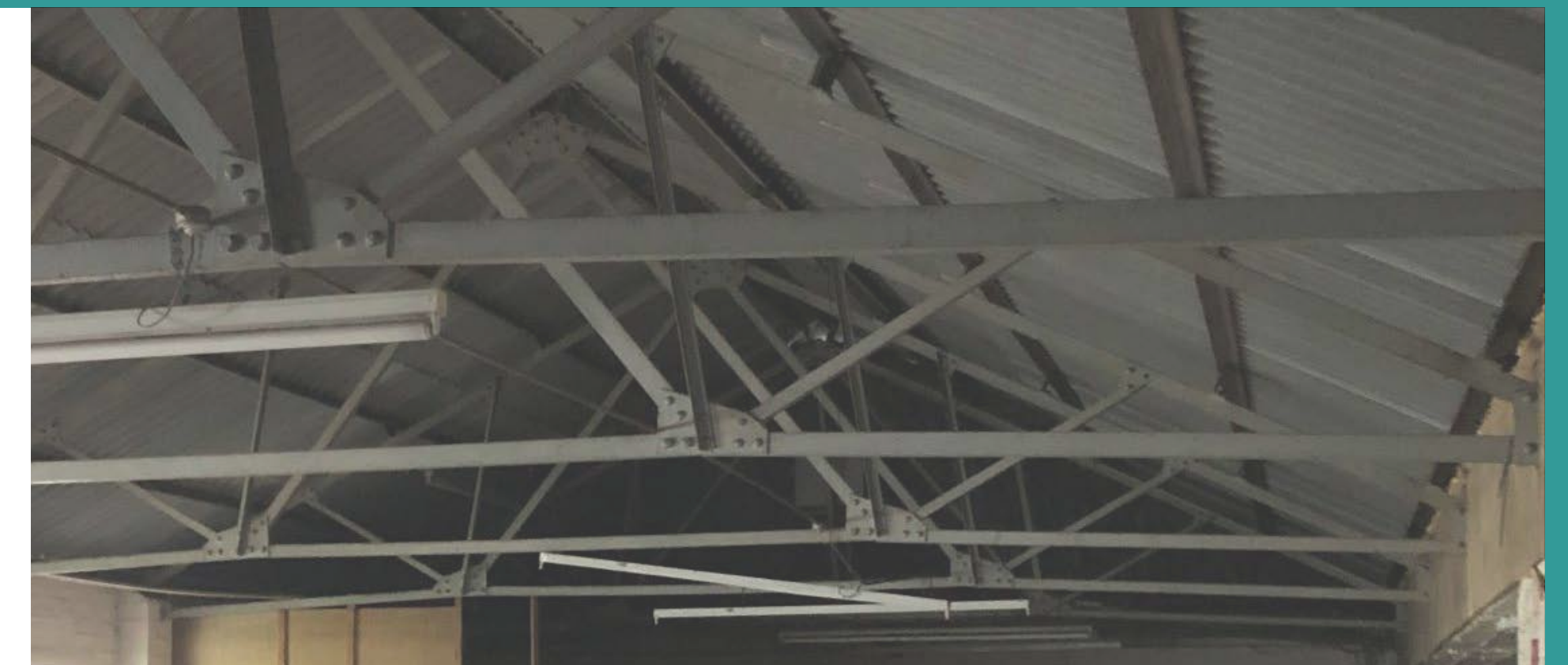
Existing Building:

- The existing building was constructed for car parking and maintenance.
- The current layout would require significant changes and reconstruction to create suitable living accommodation.
- The deep floor plate would provide low levels of daylight to any proposed apartments. Existing windows are in close proximity to the site boundary, and if they were to be increased in size, overlooking would become a concern.
- More considerate design proposals will reduce the building footprint, increase the amount of green space and improve the relationship with Cleveland Mansions.
- Elements of the building that are of suitable quality will be reused or recycled.



Lower Ground Plan:

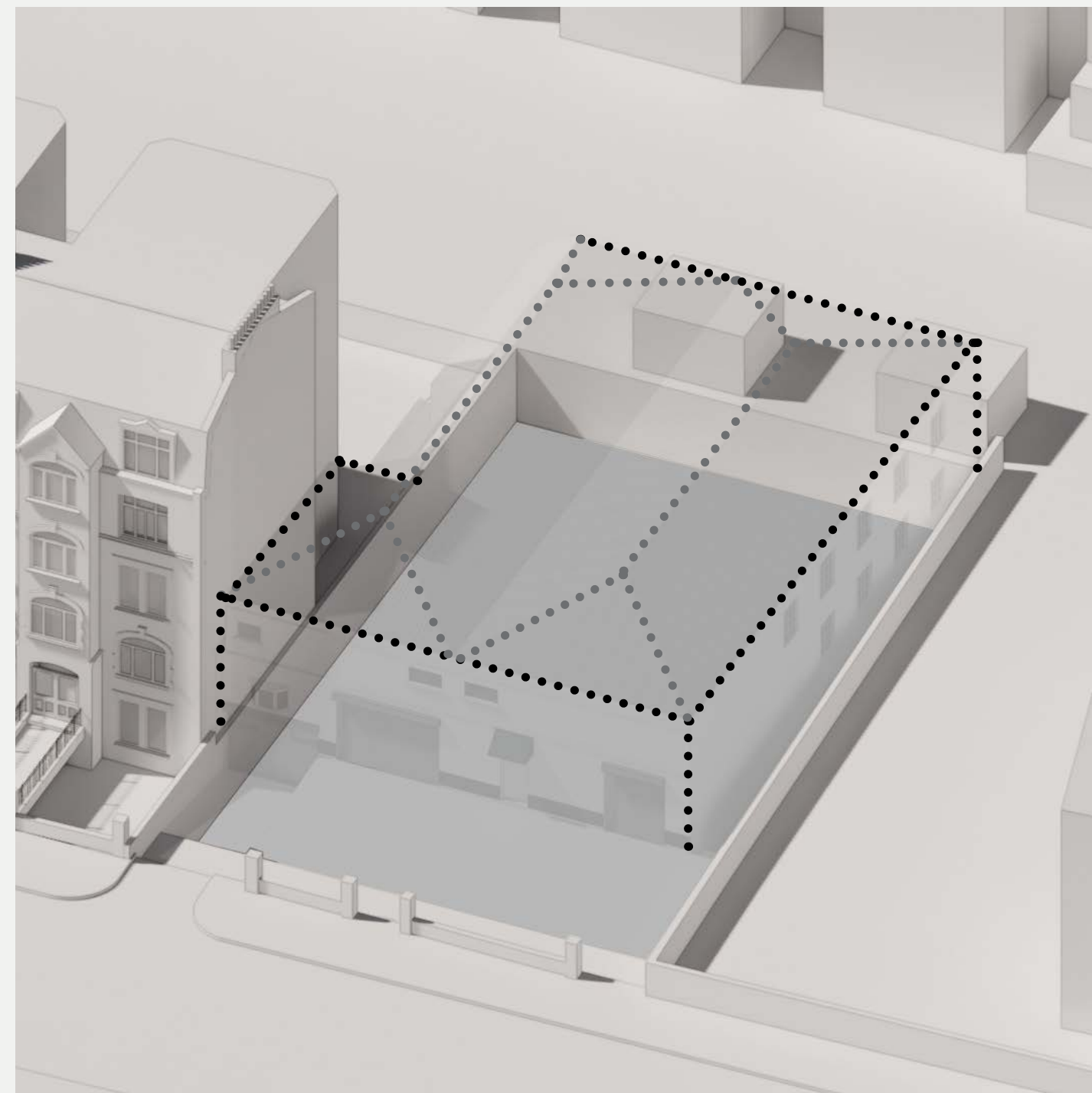
- Structural analysis will focus on the re-use of the existing foundations and retaining walls where possible.
- Other slabs are to be broken down into aggregates that can be reused elsewhere in the proposed development.



Condition of Existing Building:

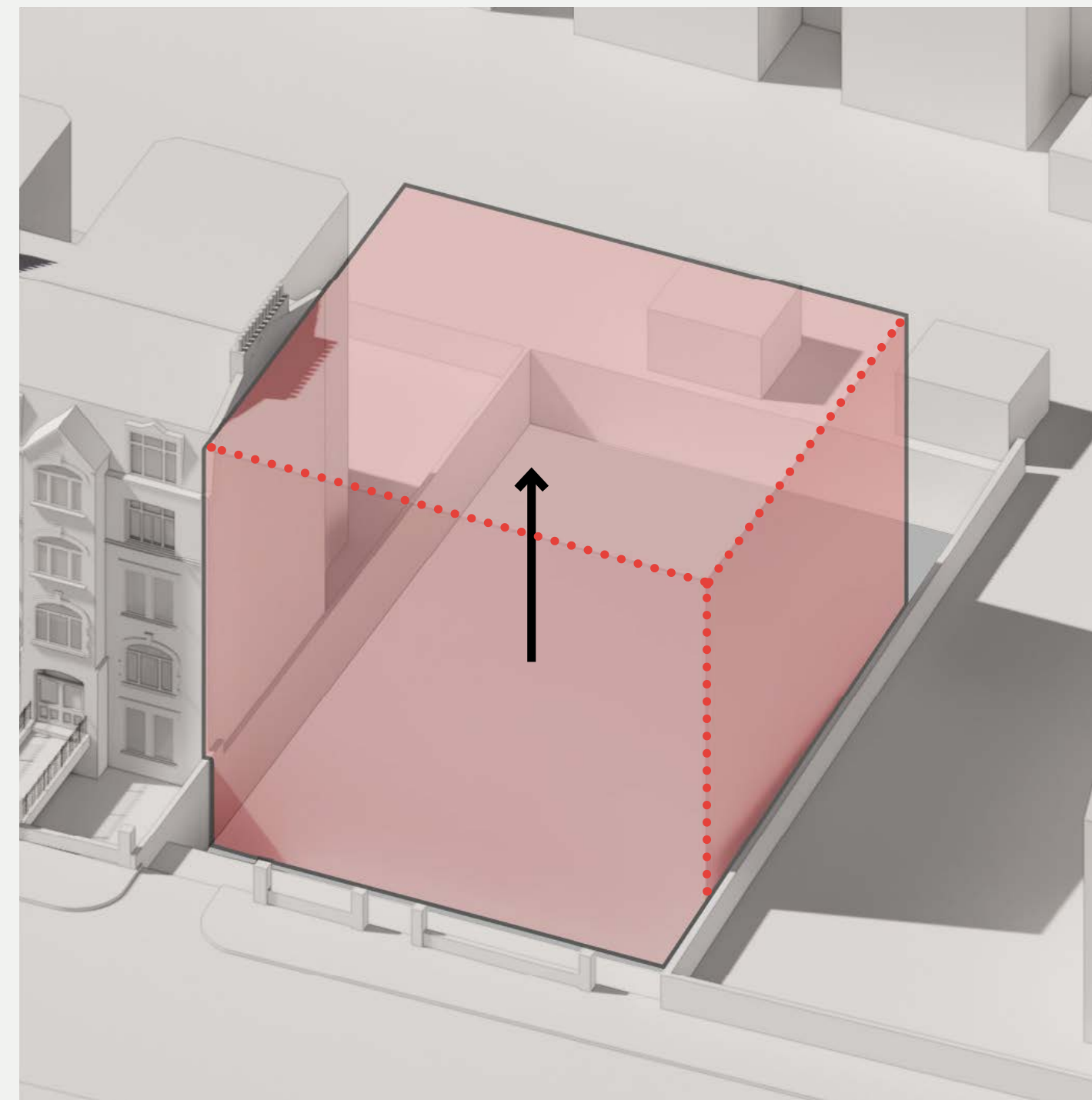
- The existing roof is in poor condition (leaking) and the floor-to-ceiling heights in some areas are extremely low.
- Poor thermal performance of all external elements will require full replacement (windows / doors / roof).
- Due to the age of the property, there is a high chance of asbestos on the existing pipework and within the roof structure. A specialist survey will be undertaken.

Massing Strategy



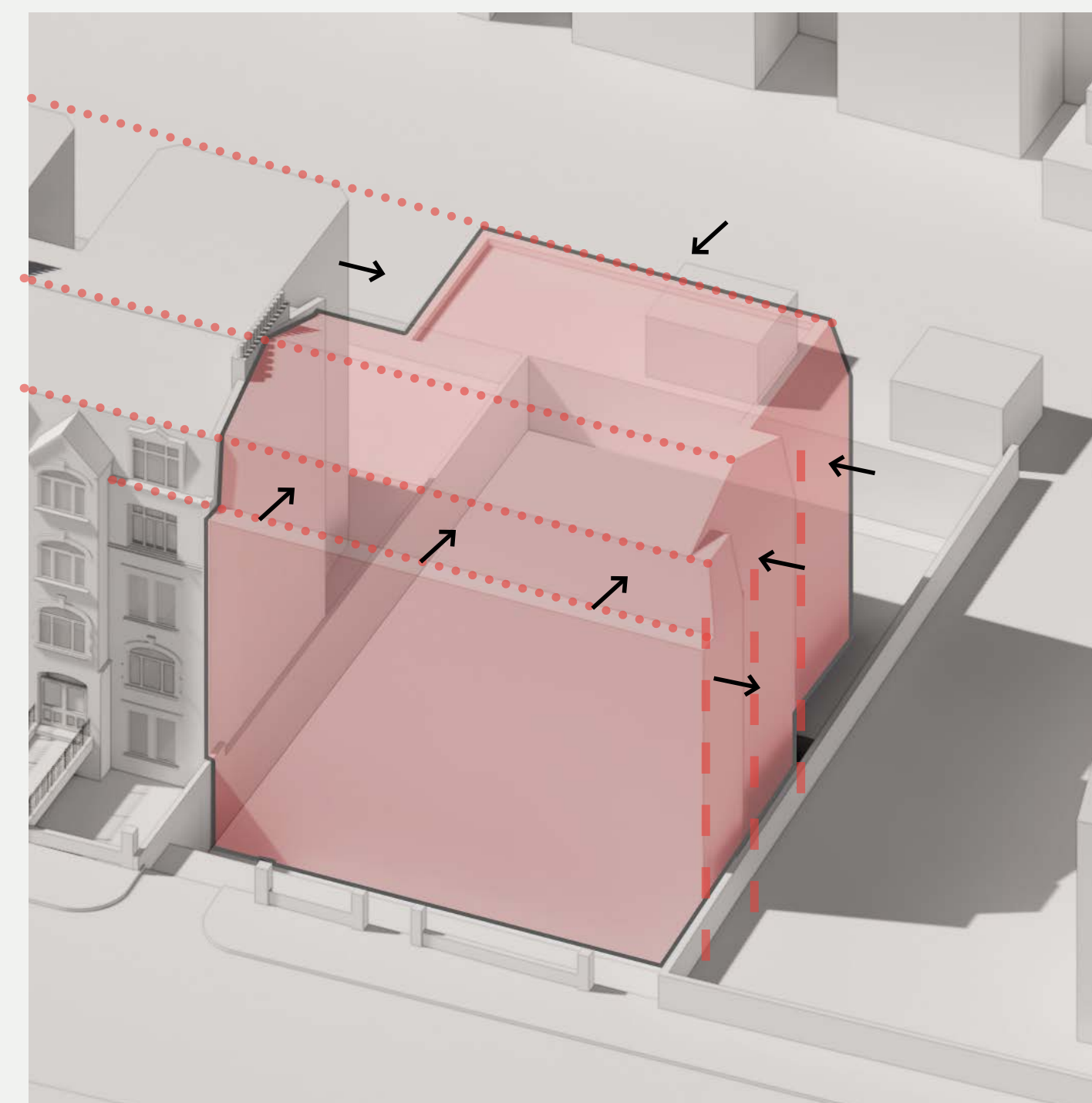
Existing Site

- Existing building to be demolished
- Retaining walls and existing building material of suitable quality retained and recycled



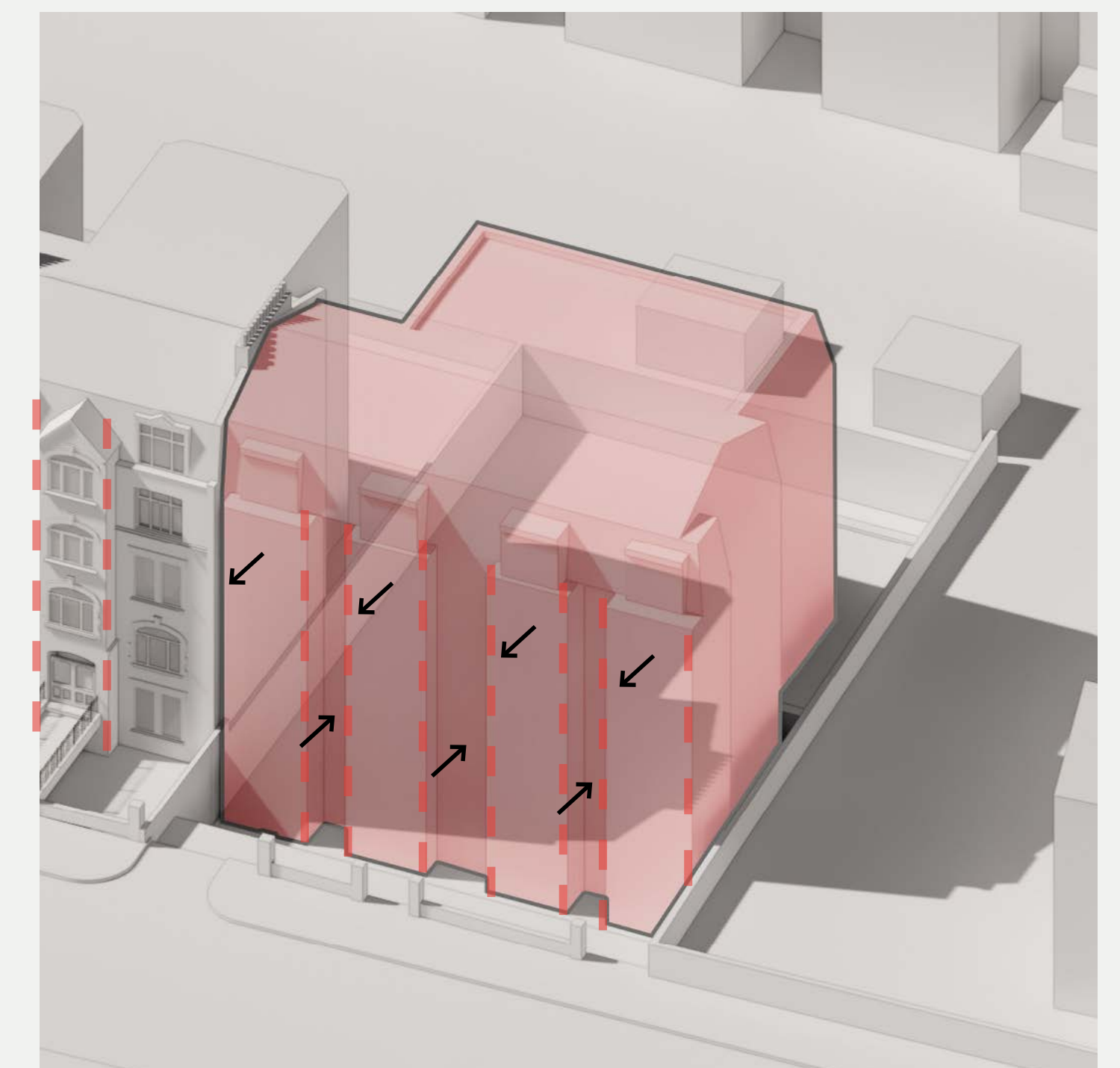
Extrusion of proposed building footprint

- New footprint extruded to align with neighbouring building heights



Massing pinched to suit neighbouring constraints

- Roofscape continues on the line of the adjoining buildings
- Rear massing steps in to suit neighbouring mansion blocks
- Detail added to the gable end to ensure a sensitive relationship with Essendine Road



Facade detail added

- Aspects of the neighbouring facade geometry become part of the proposed massing
- The entrance is highlighted and connected to the streetscape

The consultation so far

In March 2024, we held our initial engagement with neighbours to gather local feedback on our amended proposals for the sustainable regeneration of the garages at 61 Widley Road.

We would would like to take the opportunity to thank the local community for their participation and feedback.



Our initial engagement summarised:

172 Website views since launch

378 Consultation letters delivered

16 Attendees at the in-person event

33 Attendees at the online event

Feedback Received

During our initial engagement, we collected feedback from online and in-person meetings with key stakeholders and verbal comments made at public exhibitions. Some key response themes have been identified:



View from Widley Road as shown in previous plans

Previous Scheme:

- 30% reduction of the massing of the appeal scheme
- Total of 22 new homes
- 10% 3-bed family homes
- Substation to Ground Floor Frontage
- Use of red stock brickwork and white painted render as the principal facing materials for the front of the building

Key Feedback Themes:

- **Design and Context:** Importance of ensuring the development fits with the character of the surrounding area.
- **Privacy:** Consideration needed around window placement and balconies in relation to neighbouring properties.
- **Light Impact:** Concerns raised about potential reduction in natural light to nearby homes.
- **Building Scale:** Feedback highlighted the need to manage the size and massing of the proposed scheme.
- **Construction Impact:** Interest in minimising disruption during construction, especially for nearby residents and local schools.
- **Parking and Servicing:** Questions around parking provision, servicing access, and potential local traffic pressures.
- **Environmental Features:** Support for green design elements and consideration of local trees, drainage, and biodiversity.

Design Development- Responding to Feedback

Following our public consultation that took place in March 2024, and further discussions with Westminster City Council Officers, we have been busy reviewing the feedback received and are working towards finalising our proposals for the site.

See below how the key themes that you raised have been considered in the continued development of our plans.

Theme: Design and Context

We have:

- Revised the design of the front facade to reflect the architectural rhythm of the street, using two symmetrical bays consistent with local mansion blocks. Detailing such as arched and square window heads references nearby buildings. The design seeks to integrate respectfully with the Widley Road streetscape.
- Simplified the design at the rear to ensure a coherent material approach. Full bricks will be used throughout the scheme, with no brick slips specified.

Building Scale and Massing

We have:

- Amended the scheme to omit the north-west projecting bay at the rear. The fourth floor features a mansard pitch matching Cleveland Mansions, with an added 30° top pitch that aligns approximately 80% with the neighbouring roofline.
- Scrutinised the proposals closely against BRE guidance to ensure that the amenity of neighbouring residents is protected.

Parking, traffic & construction impact

We have:

- Proposed a car-free development.
- Provided secure storage for 45 bicycles.
- Additional new residential units will be conditioned to be permit-free (i.e., residents of the developments would not be able to obtain a residents' parking permit), to ensure the new residential units are car-free, and prevent parking disruption on the surrounding streets.
- Shortened the overall construction period (maximum 15-18 months) .
- Reduced the development from the initial 22 units to 17 units.
- Planned to submit a transport assessment to alongside the application to ensure that any transport impact will be mitigated.
- Planned to produce a Construction Management Plan in conversation with the local community if the planning application is approved to ensure that that any construction impact will be carefully managed.

Servicing, access and street-level impact

We have:

- Redesigned and relocated the refuse store to improve street-level amenity and functionality. These changes aim to enhance the site's contribution to the public realm.
- Relocated the substation to the lower ground floor level, reducing its visual and functional impact at street level.
- Enhanced the public realm with revised planter hierarchy at ground floor.
- Appointed arboricultural specialists to ensure significant trees are preserved throughout construction.

Our amended proposals

The scheme has been amended to take into account all comments raised where reasonably possible. The amended scheme now provides 17 homes as follows:

Six 1-bed homes
Eight 2-bed homes
Three 3-bed homes

Our amended scheme provides a mix of tenures with the inclusion of additional family homes to reflect Westminster's demand for housing.

The scheme will also include secured cycle store of 45 cycle spaces.

61 Widley Road



Updated design image of our proposals for 61 Widley Road

Adapting our design to suit site constraints

Taking precedent from the streetscape

- Existing streetscape has a fixed rhythm split into groups of 3 with a single protruding central bay.
- The detailing to the windows varies on a floor by floor level with the rendered material providing the consistency.
- The roof scape and chimney line is regular and a critical constraint to dictate the height of the development.
- The proposed site is wide enough to hold two existing Cleveland Mansion Blocks if extended to the full boundary. This existing two central bay approach will be replicated in our design proposals.

Moulding to suit site constraints:

- We will consider how the building's front elevation affects not just this street, but also how it fits into the surrounding neighbourhood.
- The front of the building is designed with two bold, protruding sections that give it a formal feel, while modern materials and detailed brickwork add a contemporary touch.



Providing much-needed new homes and respecting the local streetscape

Our ambition is to sustainably regenerate this vacant building to ensure its positive contribution to the Maida Vale Conservation Area.

Our design has been shaped by feedback from Westminster City Council planning officers and local neighbours, echoing the red-brick mansion blocks through a consistent roofline, high-quality brickwork, and a rhythmic façade that reflects local architecture.

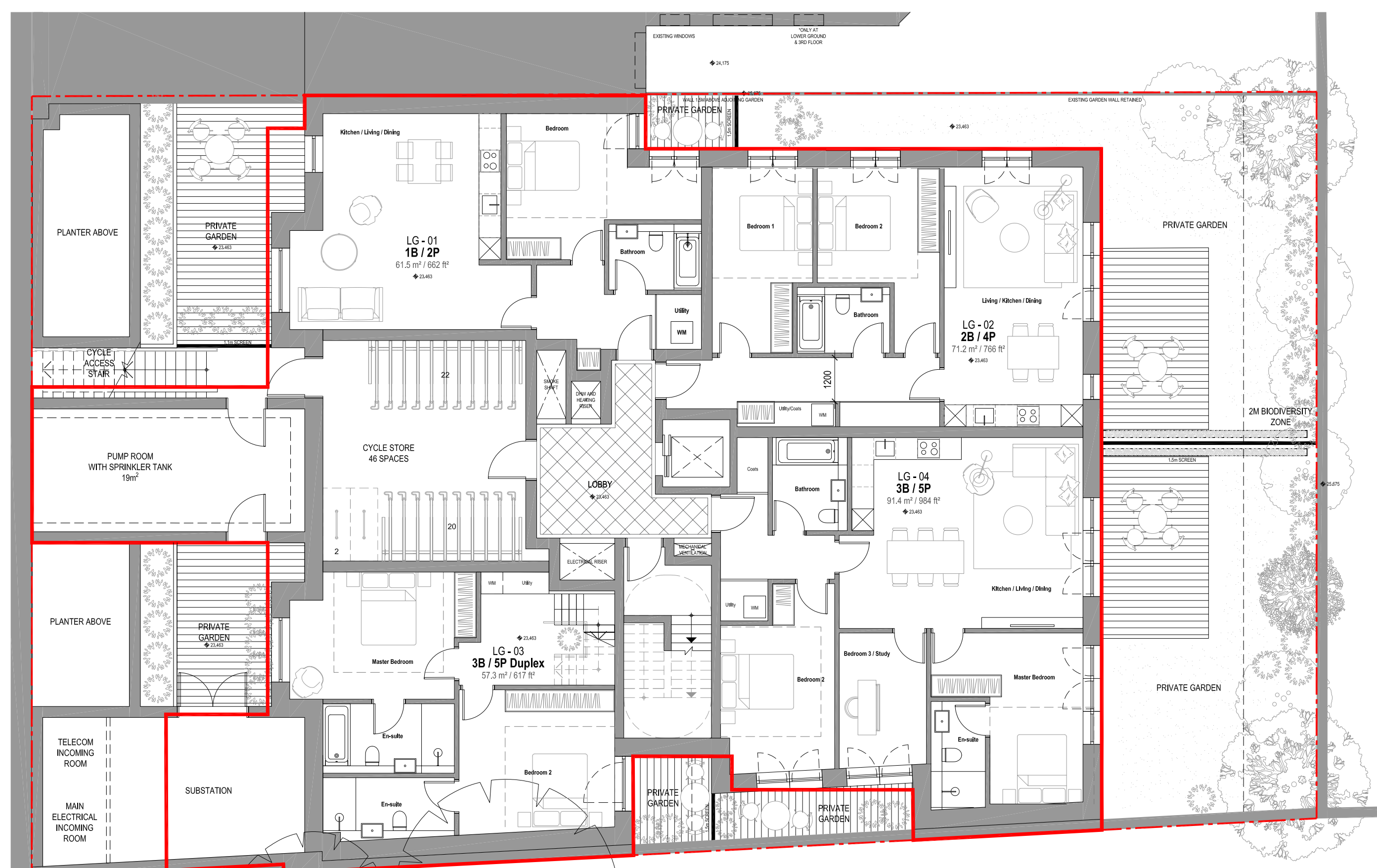
The massing will also be stepped back at the rear, a reduction in footprint compared to the existing building ensuring a sensitive relationship to both neighbouring amenity and the surrounding streetscape.

The proposals aim to create high-quality homes to meet local demand, whilst providing improvements to the ground floor public realm and soft threshold to the streetscape.

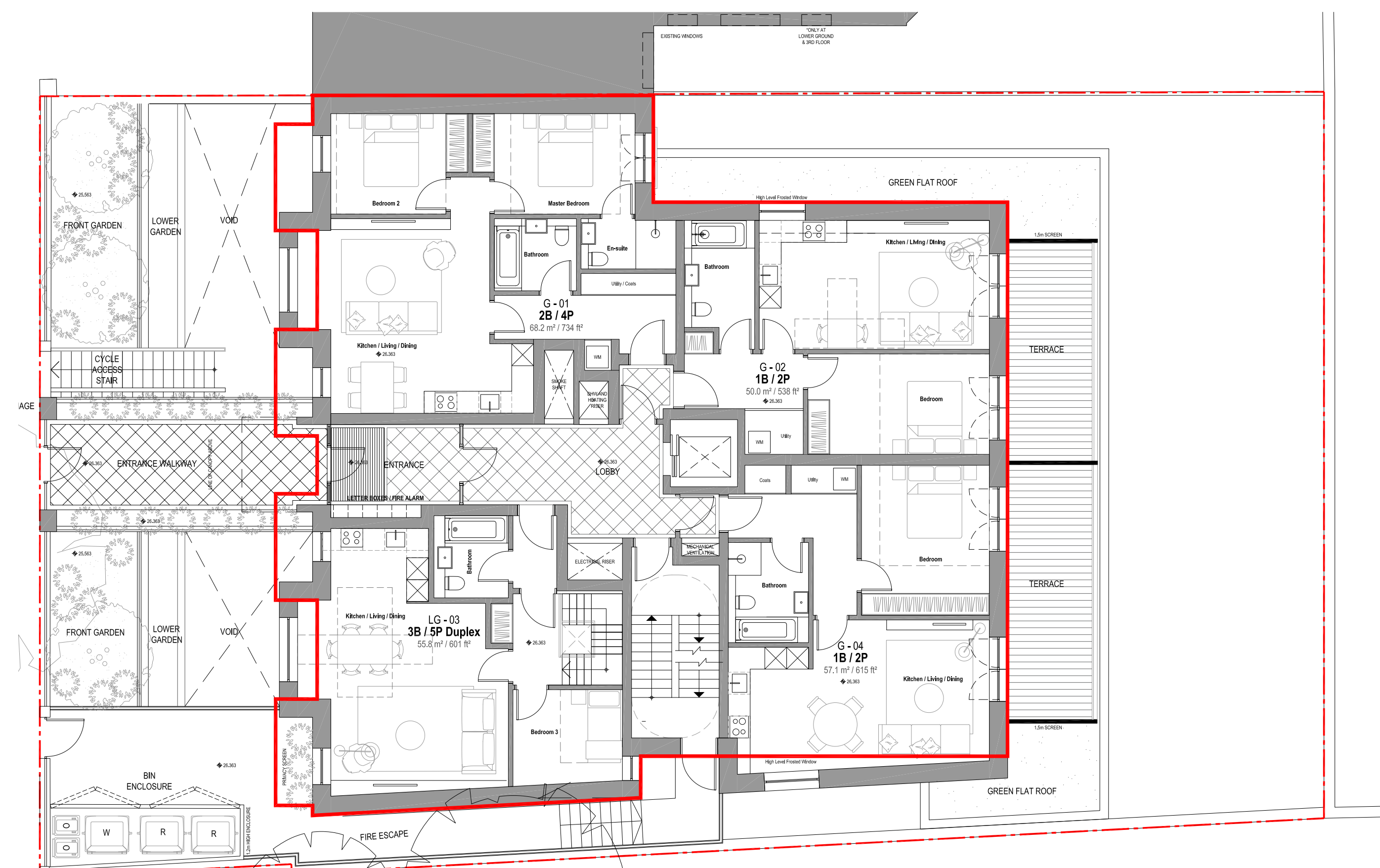
Our scheme will provide 17 much-needed new homes, on an existing poor-quality and unused garage site, optimising the site's capacity whilst being considerate of the neighbouring properties.



Proposed Plans & Elevations



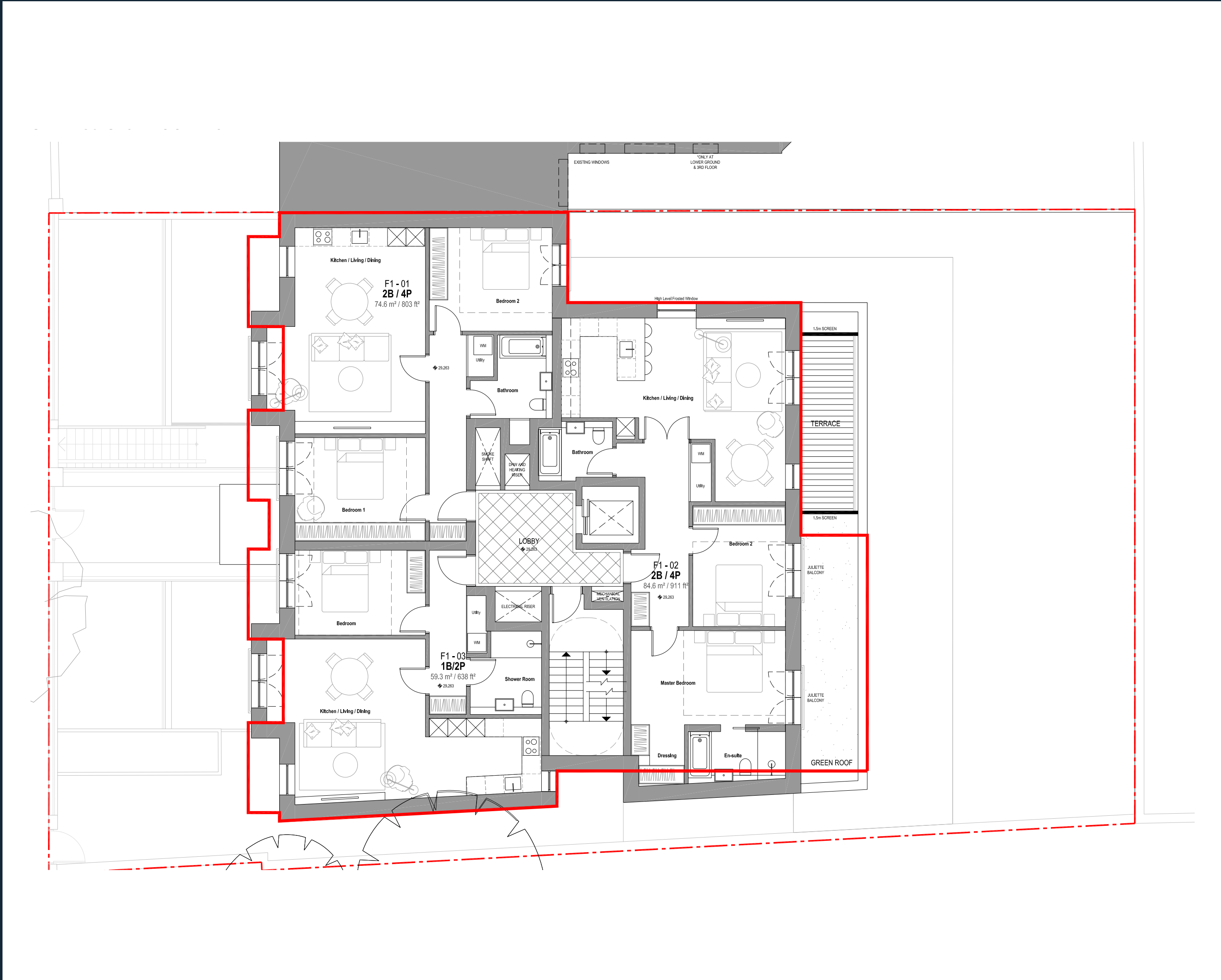
Lower ground floor plan



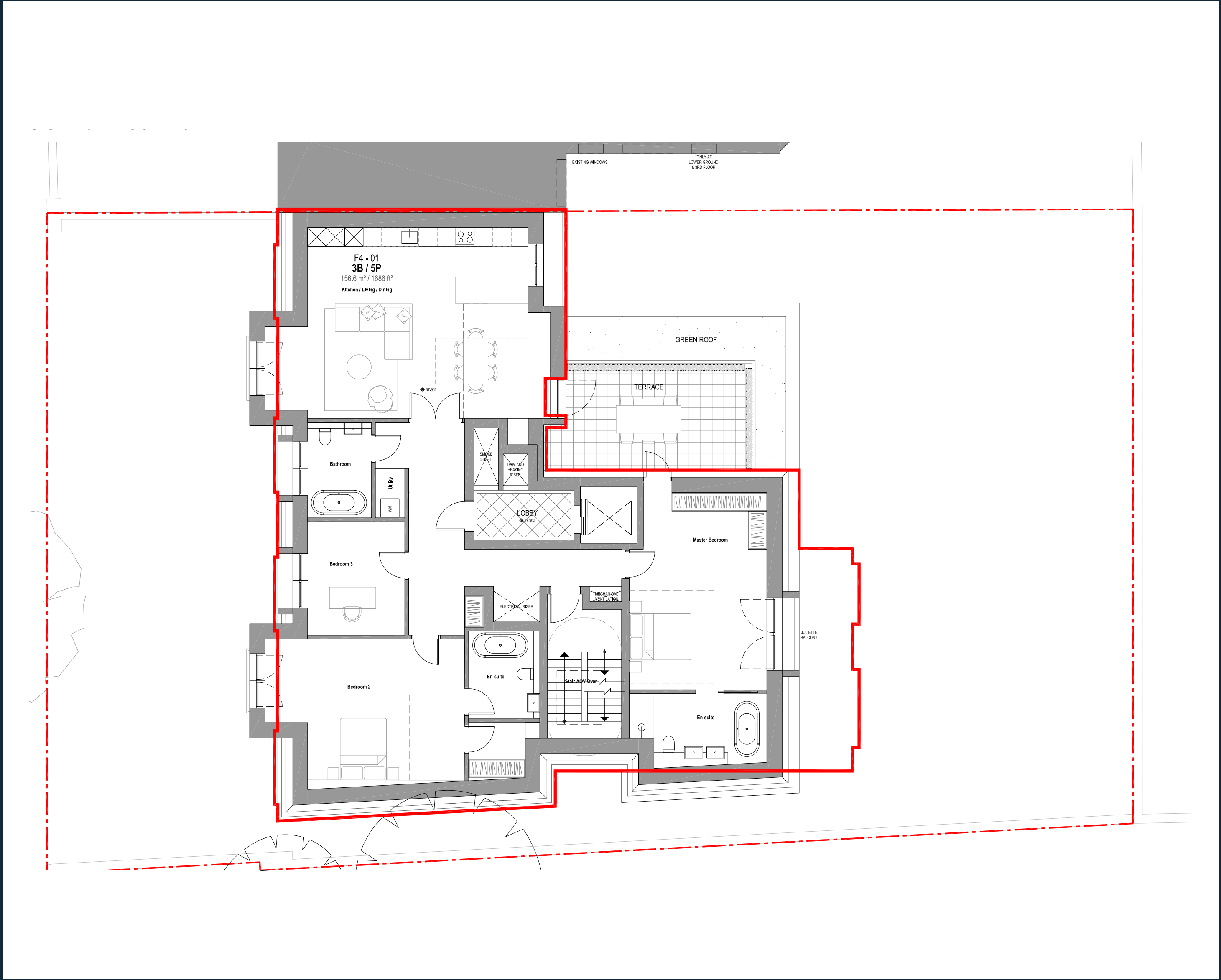
Ground floor plan

Red line denotes
outline of previous
proposal

Proposed Plans & Elevations



1st-3rd floor plan



4th floor plan

Proposed Plans & Elevations

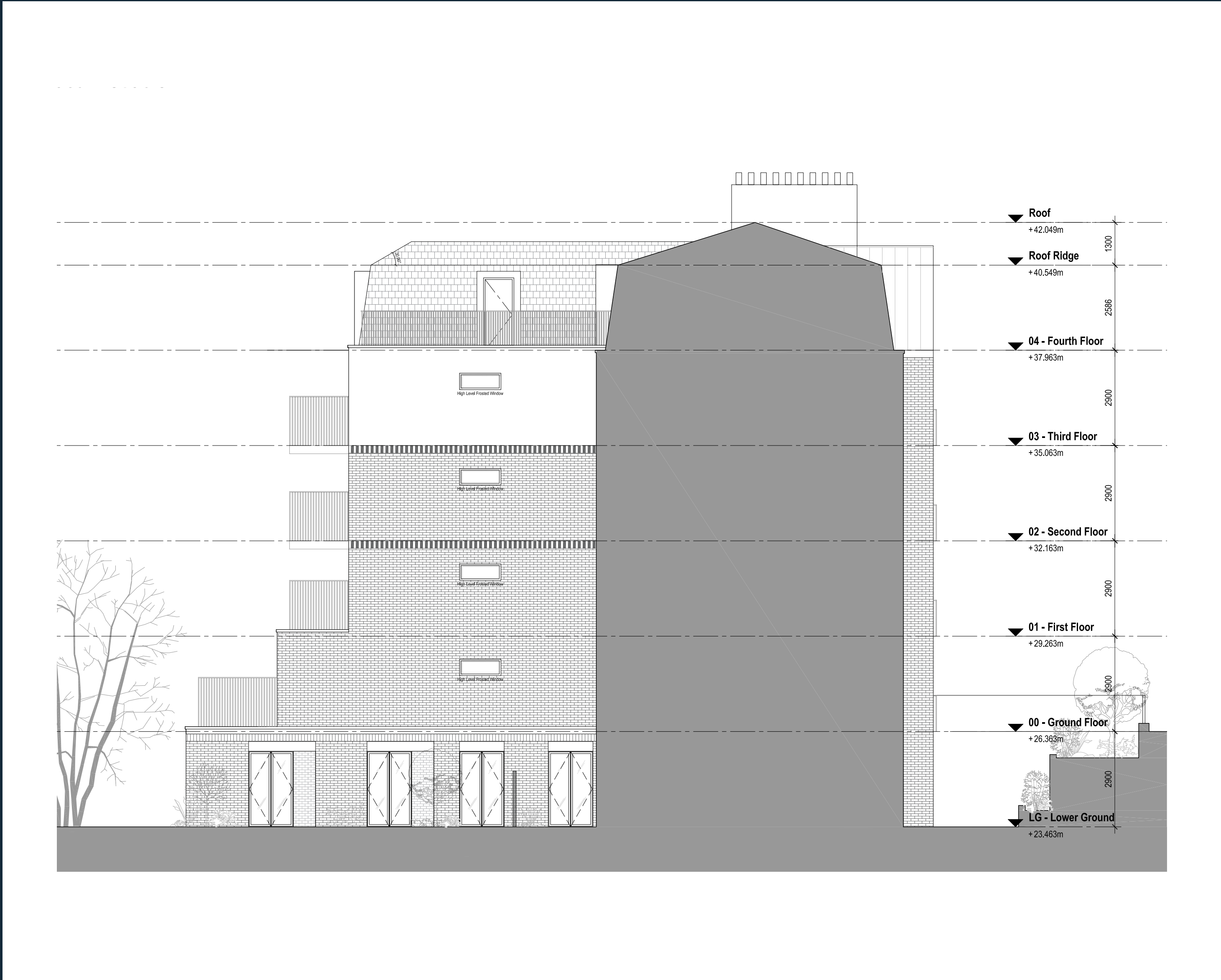


Widley Road south elevation

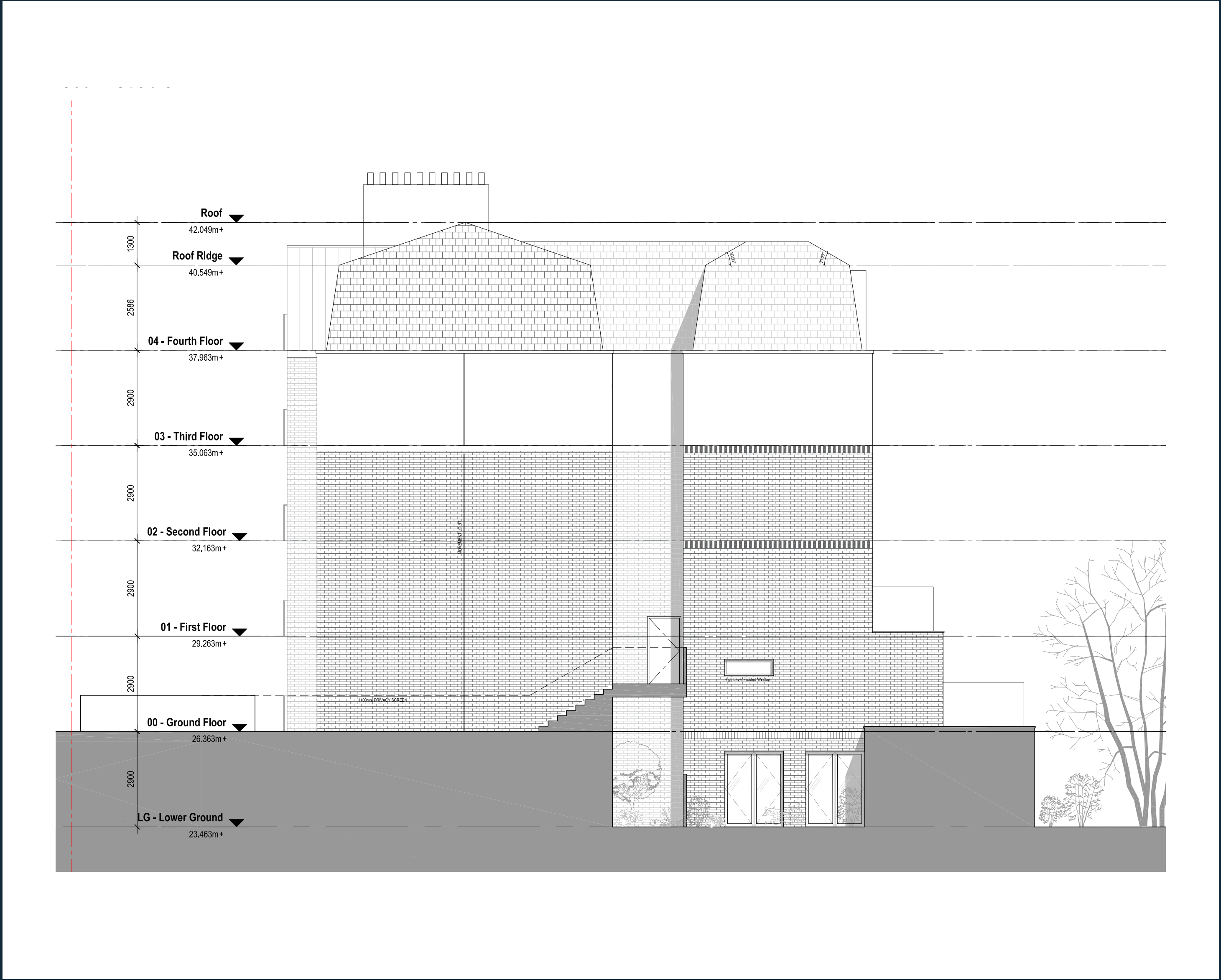


Widley Road north elevation

Proposed Plans & Elevations



Widley Road east elevation



Widley Road west elevation

Sustainable and considerate development

Our proposals will provide a model of sustainable development in making effective use of a brownfield site to deliver a building with enhanced energy performance.

We are fully committed to early neighbour engagement to shape the development of our plans.

The proposal will include green roofs (ground & roof levels) and the biodiverse deeper ground floor planters on Widley Road and a section of LG floor gardens to match the tree line of the neighbouring Cleveland Mansions. An ecologist will advise on the most suitable species of plant to support and enhance the local ecosystem.

61 Widley Road

Our Sustainability Strategy



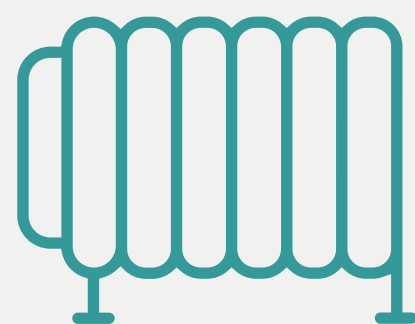
Re-use and retention of existing structure and materials where feasible



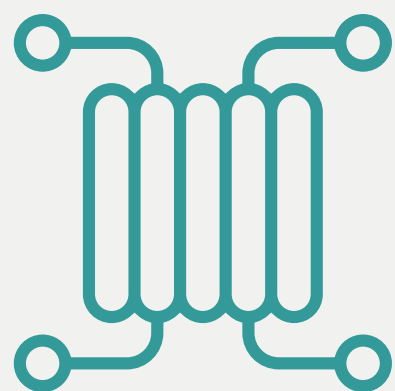
Maintaining and protecting existing trees with additional planting to promote biodiversity and create a pleasant environment



Mechanical ventilation with heat recovery to improve energy performance



Air source heat pump for a sustainable heating strategy



A fabric-first approach to minimise energy consumption



Car-free development with cycle storage

We want to hear from you

Thank you for attending our public consultation on our proposals for the future of **61 Widley Road**.

Ahead of submitting a planning application to Westminster City Council, we want to hear your feedback to ensure that our plans reflect your priorities.

Have your say by completing our consultation survey or speaking to a member of the project team, or use the contact details below.

61widleyroad@conciliocomms.com

0800 193 0434

Programme of Next Steps

**In person public
consultation exhibition**
Thursday 8th May

**Feedback Review and
Design Update**
Spring/Summer 2025

**Online Community
Meeting**
Tuesday 13th May

**Submission of planning
application**
Autumn 2025

61 Widley Road



Have your say

YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE
YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE
YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE
YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE	YOUR POST-IT HERE



61 Widley Road

Updated design image of our proposals for 61 Widley Road from the rear