

Welcome

Welcome to the public consultation on proposals for the redevelopment of 134 Kenton Road, Harrow, to provide new homes and a restaurant/bar.

Our ambition is to redevelop the existing site in favour of a new residential scheme, which comprises four blocks stepping down from seven to four storeys in height. The proposals will produce 118 new build-to-rent apartments, 106 co-living rooms and a restaurant/bar space, providing a mix of new housing types to meet local need, and a high quality active frontage to compliment the site's position in the Kenton District Centre.

Please read on to find out more about our proposals. You are welcome to speak to a member of the project team and fill in our survey to share your views.

134
Kenton
Road



The Project Team

134
Kenton
Road

The proposals are being presented by Whitbread PLC, a diverse hospitality business encompassing brands such as Premier Inn, Beefeater, Whitbread Inns and Table Table.

Whitbread have assembled a team of leading consultants, with extensive experience working on built-environment projects in London.



Applicant



Planning Consultant



Architect



Project Manager



Transport



Communications & Engagement



Landscape Architect

The Existing Site

134
Kenton
Road

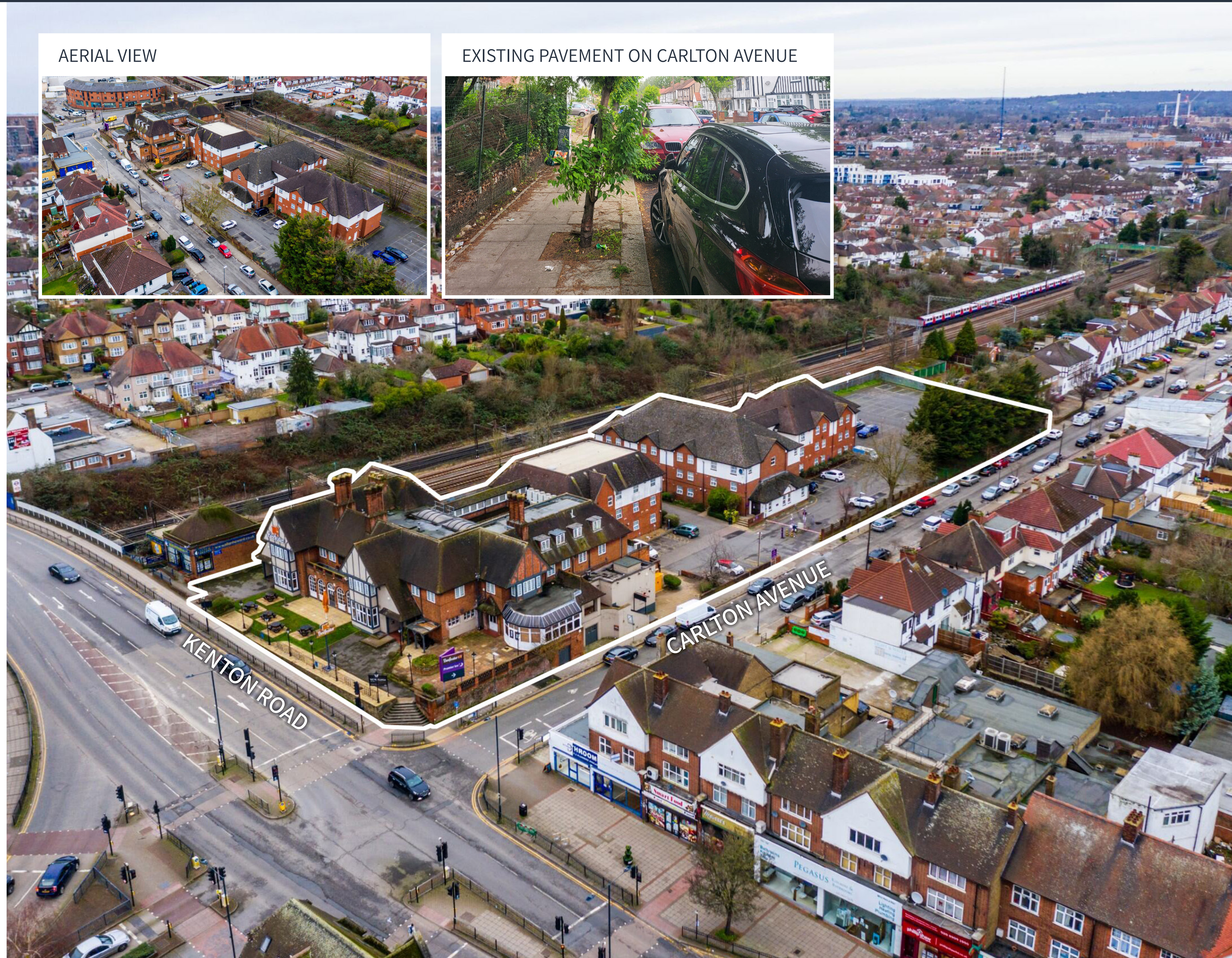
The site is situated at the corner of Kenton Road and Carlton Avenue in Harrow, adjacent to Kenton Station.

The site comprises a Premier Inn Hotel and Beefeater. Having been extensively altered and extended over time, this usage is now contained within two separate and dated buildings surrounded by extensive car parking.

The site exhibits prevailing accessibility challenges for pedestrians. No buildings on site are locally or statutorily listed neither is it located in a Conservation Area.

Located adjacent to Kenton Station, within a short walk of Northwick Park Station, and in a primary frontage in the Kenton District Centre, this under-used brownfield site presents a fantastic opportunity to deliver a new residential community which better reflects its setting - with accessible landscaping, high quality greening and attractive architecture.

With the London Plan's annual housebuilding target for Harrow at 802 homes per year, this brownfield site is ideally placed to deliver high-quality, sustainable homes and a new restaurant/bar with outdoor terrace to support the local high street.



Our Vision

Our vision is to provide new built-to-rent homes and co-living accommodation for locals in the Kenton area and a new restaurant/bar space that will help support the local economy.

134
Kenton
Road



Providing new homes to tackle Harrow's housing need



Supporting the local economy by reproviding a restaurant/bar



Improved architecture, street greening and pedestrian experience



A mix of housing types including affordable, family and co-living



Considerate construction management and servicing



Sustainable and energy efficient design

High Quality Built-to-Rent Homes

134
Kenton
Road

Our scheme will provide 118 apartments on Carlton Avenue, close to key transport links. Accommodation in this scheme will be for rent only.

Of the 118 homes, 22% will have 3+ bedrooms to accommodate families and each is designed to have private amenity space attached in the form of balconies and private gardens.

Over 72% of apartments are dual aspect, maximising sunlight amenity, and the majority of living spaces will overlook

landscaped gardens and communal terraces. As part of our commitment to inclusivity, we have designed 10% of apartments to be accessible for wheelchair users. A communal amenity and play space to the rear is also designed to be wheelchair accessible and provide a multi-functional gathering and play space.



PROPOSED VIEW CARLTON AVENUE



PRECEDENT VIEW

Exceptional Co-Living Accommodation

134
Kenton
Road

Our proposals will also deliver 106 co-living rooms, which will be supported by a suite of shared amenities including kitchens, living spaces, co-working spaces and a landscaped roof terrace.

The amenities are set up to encourage a strong sense of community in a socialised setting. 11% of the co-living units will be designed for wheelchair users.



PRECEDENT VIEW



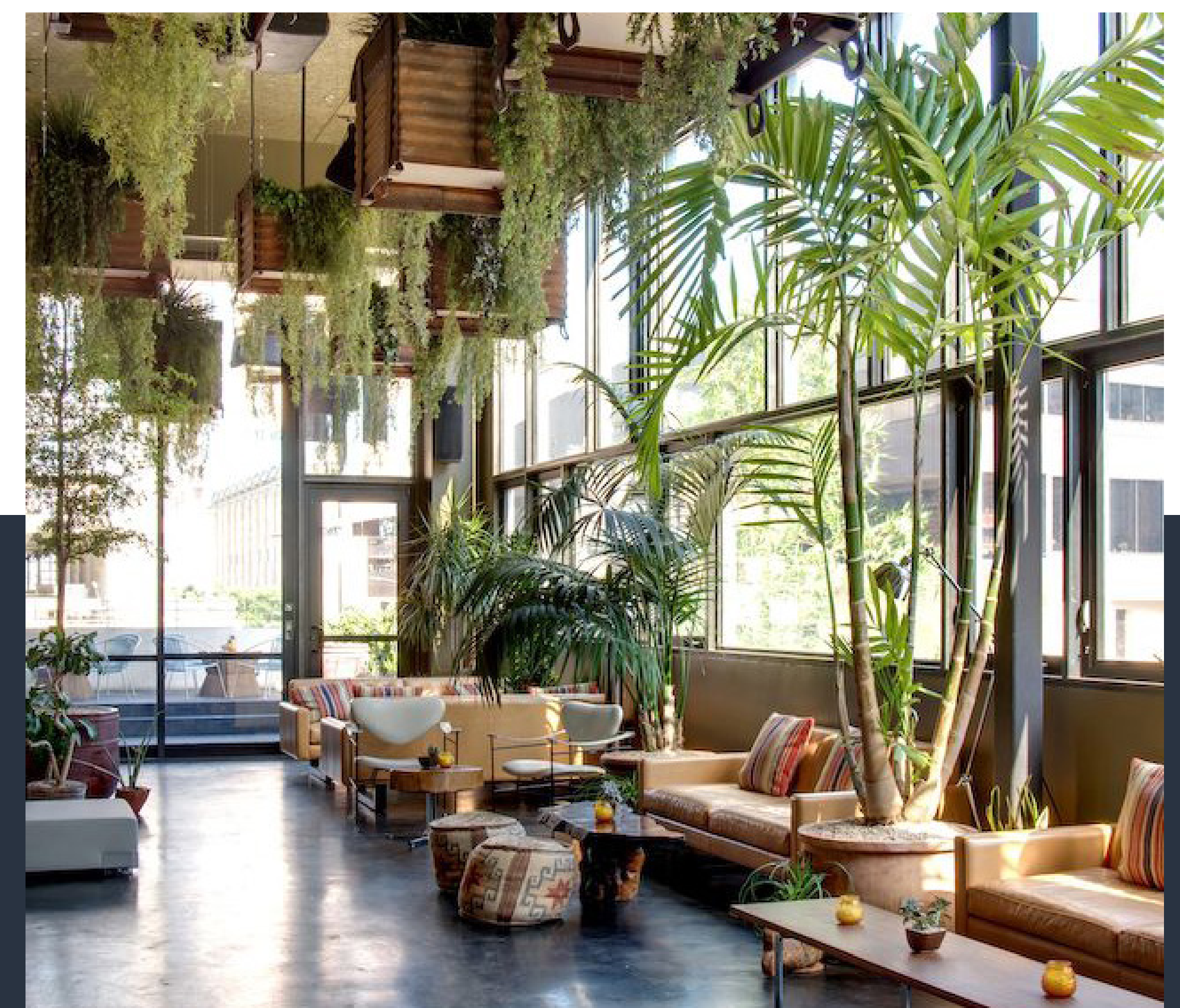
PRECEDENT VIEW



EXTERIOR INDICATIVE VIEW



PRECEDENT VIEW



PRECEDENT VIEW

Restaurant/Bar Provision

134
Kenton
Road

Our proposals include a new restaurant/bar on the ground floor fronting Kenton Road.

The design brings the frontage of this new restaurant/bar closer to Kenton Road, allowing for the creation of a new active frontage and accessible outdoor terrace.

Upgraded and modern in its specification, this new restaurant/bar space will create an area for local residents to relax and socialise, whilst also positively contributing towards the vibrancy of the Kenton District Centre.



PROPOSED COMMERCIAL RESTAURANT/BAR SPACE



NEW RESTAURANT/BAR ON KENTON ROAD

Landscaping and Public Realm

The scheme seeks to connect into its context through the use of diverse landscaping.

The landscaping proposals seek to respond to the specific needs of the site.

The proposed landscape strategy includes the provision of landscaped and tree lined entrance courts fronting onto Carlton Avenue; new

communal and private amenity and playspace to the rear for residents; and a suite of roof terraces.

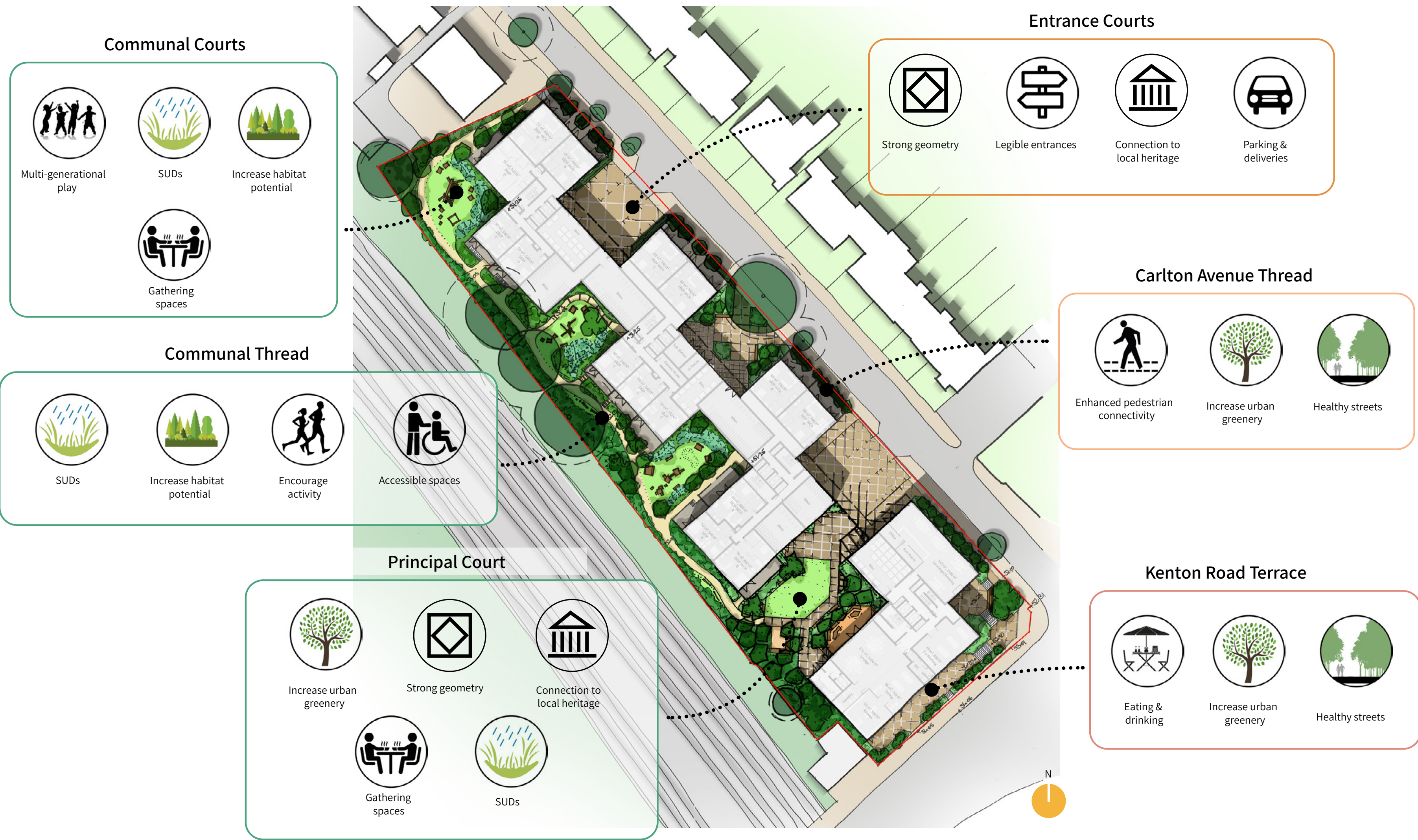
In all, the landscape strategy will enhance urban greening and biodiversity whilst creating spaces to relax, dwell and socialise.



MULTIGENERATIONAL PLAY SPACE



ROOF TERRACE PRECEDENT



AERIAL LANDSCAPING PLAN

Roof Terrace Design

134
Kenton
Road

Our design includes shared amenity roof terraces for the built-to-rent apartments, and a communal roof terrace for co-living residents.

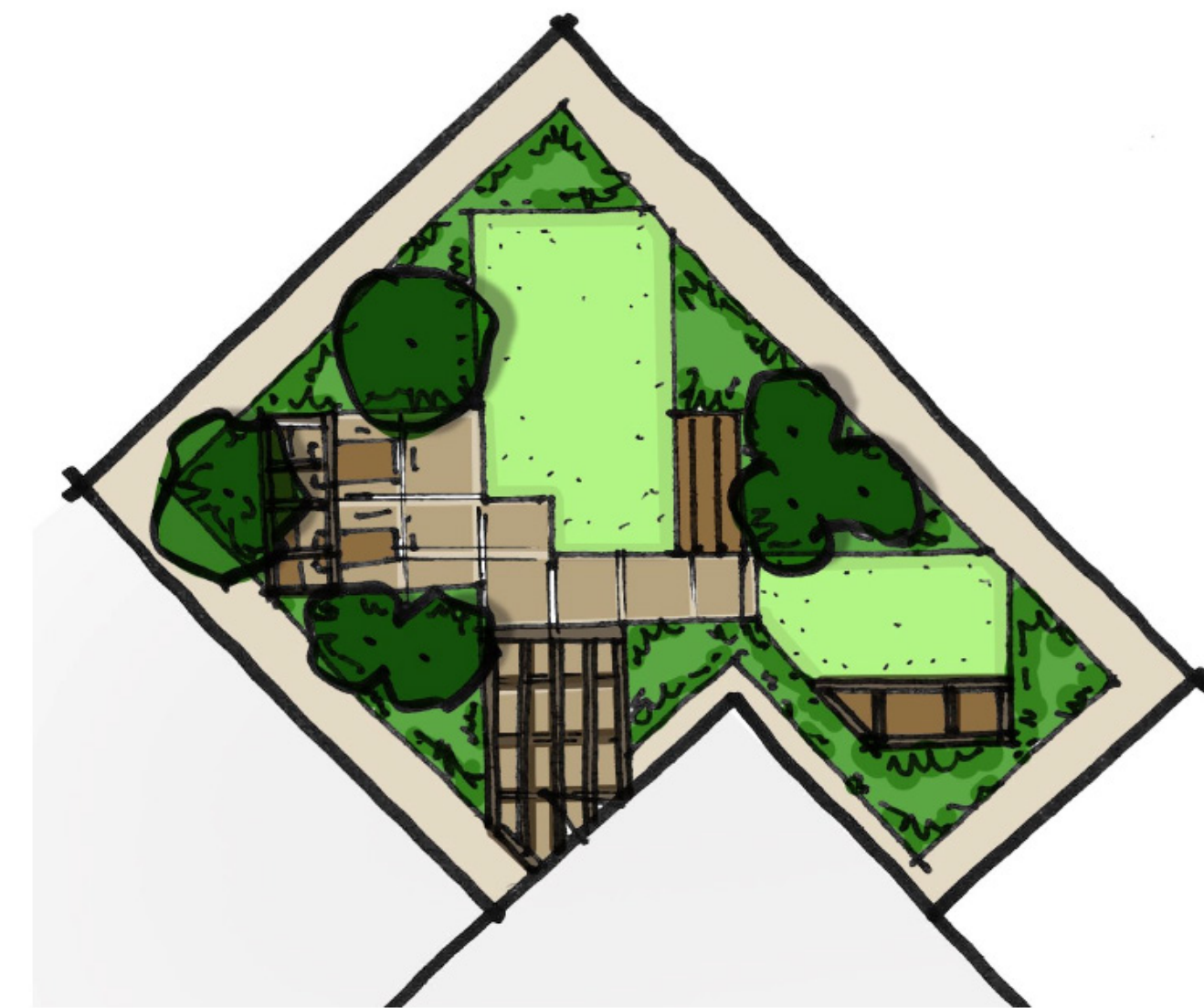
These terraces will provide further opportunities for urban greening and increasing biodiversity. The planting will also act as a buffer, protecting the privacy of neighbours by preventing overlooking.

The terraces will provide a space for relaxation for residents, putting wellbeing at the heart of the development.

ROOF TERRACES SITE PLAN



Typical Built-to-Rent terrace



Co-living terrace



ROOF TERRACES SITE PLAN



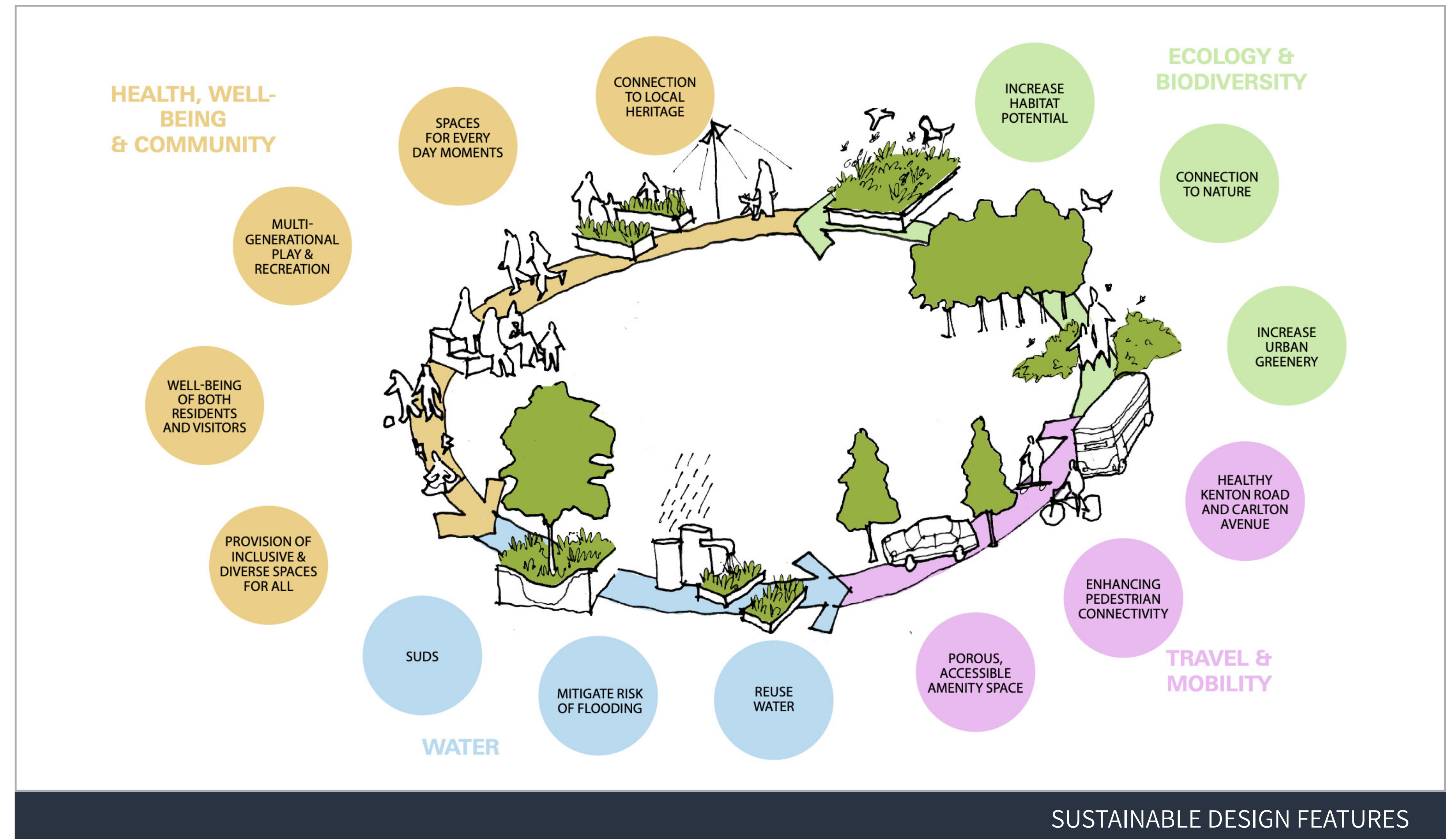
PRECEDENT VIEWS

Sustainability

Our proposals are designed to achieve the highest sustainability and environmental credentials. The scheme will minimise CO₂ emissions and increase energy efficiency through solar panels, air source heat pumps and effective ventilation in each apartment.

134
Kenton
Road

- BREEAM 'Excellent' targeted for co-living block
- Home Quality Mark '4 Stars' targeted for built-to-rent apartments
- Prioritising the reuse / recycling of existing materials on site where appropriate
- Reduction in operational and embodied carbon
- Implementation of building-integrated Low or Zero Carbon technology
- High performance built fabric and glazing to minimise heat gains / loss
- Enhanced efficiency "smart" plant equipment that has the capability to match demand
- Efficient ventilation and heat recovery systems
- Integration of air source heat pumps to provide heating and hot water
- Sustainable drainage systems to allow for water reuse



PRECEDENT IMAGES

Proposed Massing and Design

134
Kenton
Road



PROPOSED MASSING



PROPOSED VIEW NASH WAY



PROPOSED VIEW CARLTON AVENUE

Key Benefits

134
Kenton
Road

Socio-Economic Benefits

Our proposals will contribute substantial socio-economic benefits to Kenton and the broader Harrow area. Provision of a variety of housing types will contribute to fulfilling Harrow's housing target of building 802 new homes annually and meeting the high, diverse housing demand in the area.

- Reuse of a highly accessible brownfield site.
- High quality architecture.
- Contribution towards the area's regeneration.
- New restaurant / bar with an active frontage onto Kenton Road.
- 118 new apartments and 106 co-living rooms to meet the diverse local housing need.
- Provision of affordable housing.
- 22% of apartments to be 3+ beds family homes.
- 10% of units to be wheelchair accessible.
- Enhanced public realm through high quality urban greening.
- Employment opportunities through construction and operation.



Environmental Benefits

High quality urban greening across public and private amenity spaces, including in shared courtyards and on the communal roof terrace.

- Sustainable and energy efficient design projected to achieve ambitious targets of BREEAM 'Excellent' and HMQ '4 stars'.
- Provision of 304 cycle spaces across five cycle stores to encourage active transport among residents and visitors.
- Enhanced ecology with a 10% increase in habitat area to support biodiversity on site.
- Retention of the majority of trees and substantial new tree planting.
- Integration of low-carbon and energy efficient technologies throughout.



Have Your Say

134
Kenton
Road

Thank you for taking the time to attend our exhibition and view our proposals.

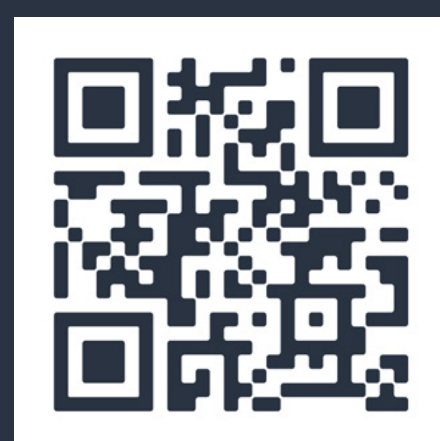
We welcome your feedback and suggestions ahead of submitting a planning application to Harrow Council.

Fill in one of our surveys or speak to a member of the project team to share your views or ask us any questions you may have.

Please scan the QR code to share your feedback. You are also welcome to speak to a member of the project team or fill in a survey to share your views.

E | rblakeman@conciliocomms.com
P | 0800 193 0884

www.futureof134kentonroad.co.uk



INDICATIVE VIEW FROM CARLTON AVENUE

Timeline

