

# SMITHS FARM, NORTHOLT

## BACKGROUND



AERIAL VIEW SHOWING SITE BOUNDARY

## THESE PANELS PROVIDE INFORMATION ON DRAFT PLANS FOR THE RESIDENTIAL-LED REGENERATION OF THE SMITHS FARM SITE, KENSINGTON ROAD, NORTHOLT.

Just over 10 years ago, Ealing Council gave planning permission for the redevelopment of the site for new homes, but this permission along with another similar application in 2016 were not taken forward. The reason for this was that the plans were not commercially viable.

In 2021, Howarth Homes brought forward some new plans for the site and consulted locally on these. A planning application was submitted in June 2022, but this was refused by the London Borough of Ealing in November 2022.

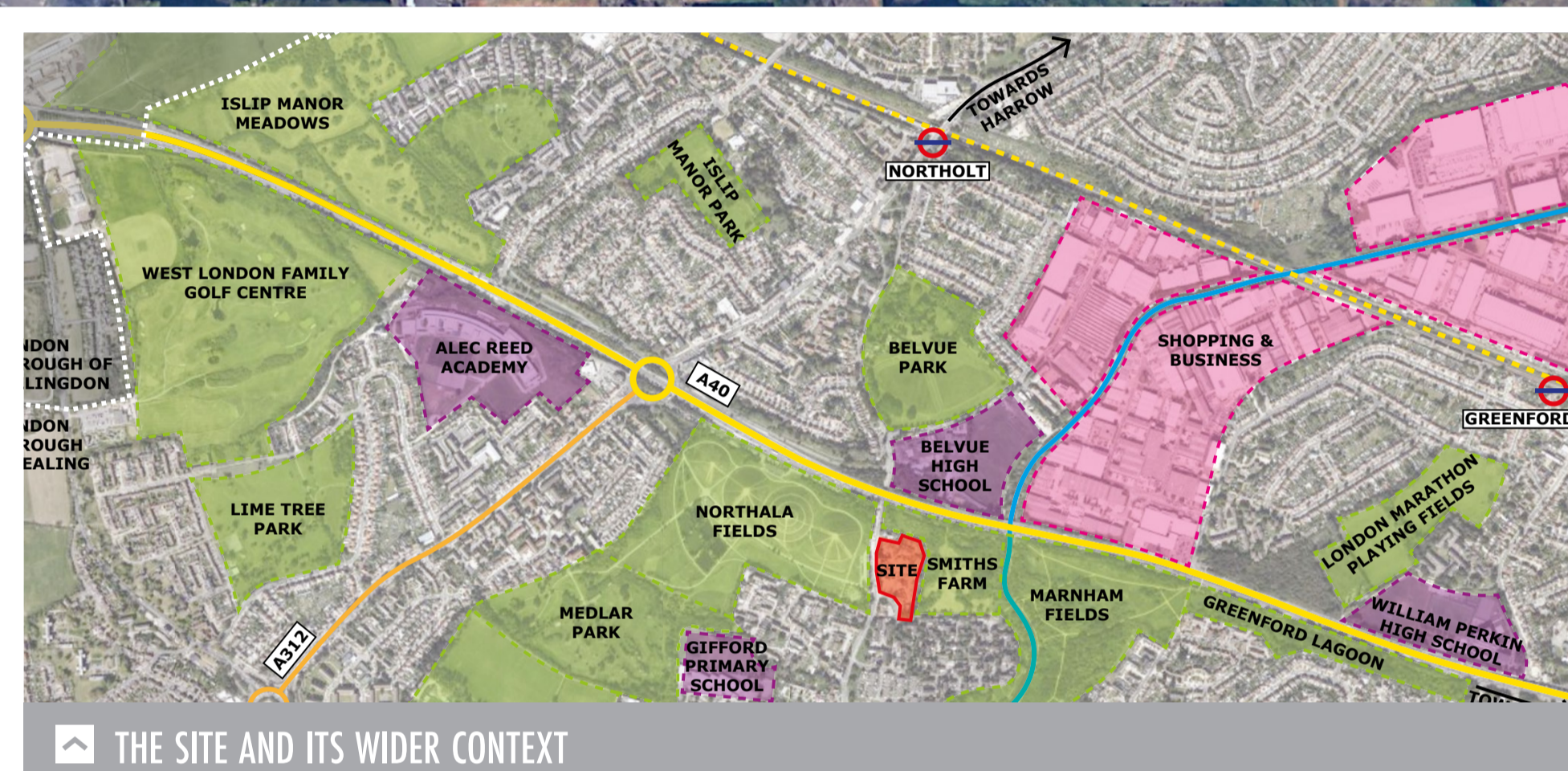
### A NEW APPROACH AND YOUR VIEWS

Since the refusal, Howarth Homes and its design team have been in dialogue with Ealing Council to find an acceptable way forward to deliver much-needed homes on this brownfield site.

Progress with the discussions has led to a new emerging proposal. This is now the subject of pre-application consultation with the local community.

Nothing has been decided, the draft plans are being presented to inform local people and businesses and receive their feedback prior to the submission of a planning application.

Our consultation is entirely separate from that undertaken by Ealing Council once a planning application has been received by them. We would welcome your views and comments so that the design team can consider them in full before finalising the plans.



THE SITE AND ITS WIDER CONTEXT



COMPUTER-GENERATED IMAGE OF HOWARTH HOMES DEVELOPMENT AT DABBS HILL, NORTHOLT

### ABOUT HOWARTH HOMES

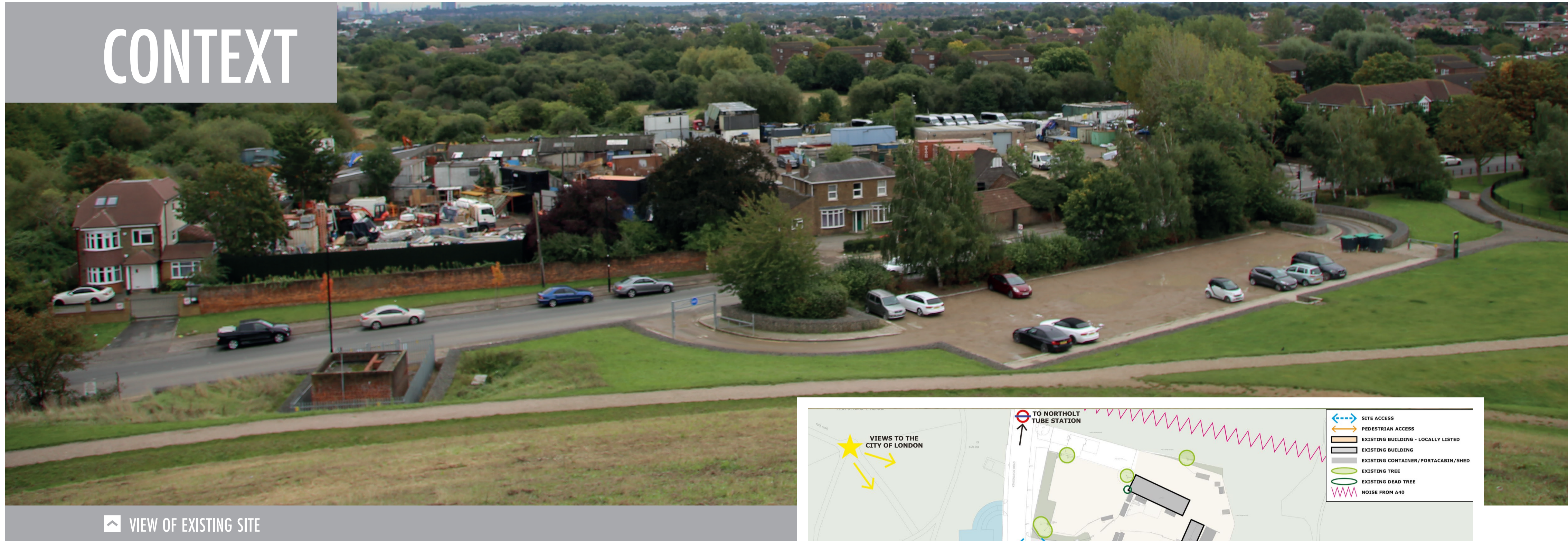
Established in 1988, Howarth Homes is a family-owned business with an outstanding reputation for construction standards and delivery of exceptional homes.

Attention to detail is paramount in each and every Howarth home, and this has been recognised by the many awards the company has received.

The company recently received permission from Ealing Council for another site in Northolt at Dabs Hill. Here, some 149 affordable new homes are being brought forward in partnership with the housing association Network Housing.

# SMITHS FARM, NORTHOLT

## CONTEXT



**THE CURRENT SITE IS AROUND 1.5 HECTARES AND CONTAINS A TWO-STOREY DWELLING AND SEVERAL SINGLE STOREY COMMERCIAL/INDUSTRIAL BUILDINGS, TEMPORARY STRUCTURES AND AREAS OF HARD SURFACING. USES INCLUDE A LORRY PARK, WORKSHOPS, AND STORAGE OF PLANT AND CONSTRUCTION EQUIPMENT.**

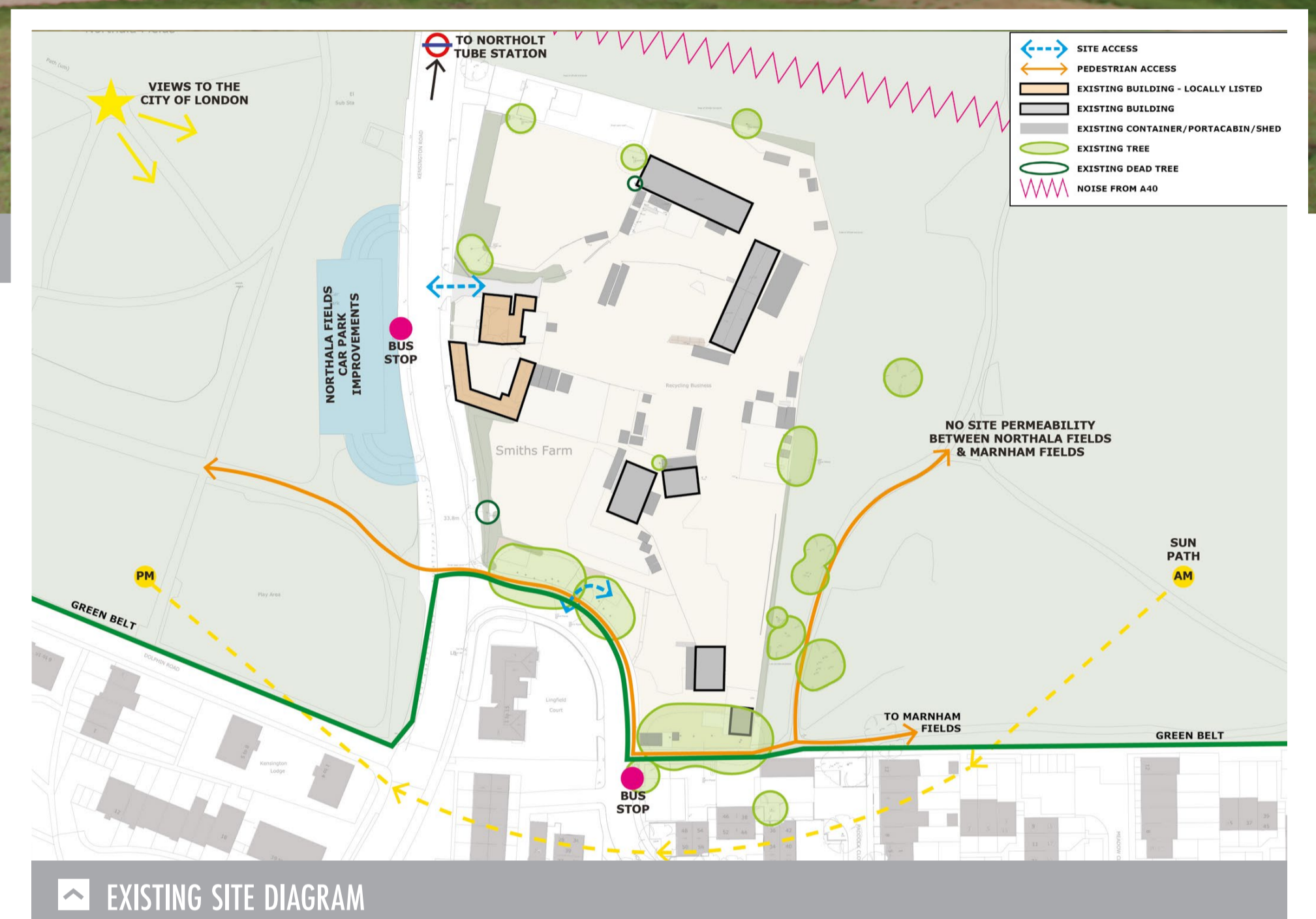
The site has been used for commercial purposes for the last 30 years and in many respects, it can be considered a local eyesore. It is an unattractive brownfield site which for ten years or more has been considered a natural location for new homes.

Located on the eastern side of Kensington Road, the site is around 60m south of the A40 and north of Horse Shoe Crescent where the nearest property is Lingfield Court, a three-storey block of flats. To the west across Kensington Road are Northala Fields, largely screened by trees along the site boundary. To the east lies the Smiths Farm Open Space an area of open land separated by the Grand Union Canal from Marnham Fields Country Park.

The site lies within the Metropolitan Green Belt and in Flood Risk Zone 1 (low risk of flooding). The adjoining open land to the north, east and west, including Northala Fields, is also within the Green Belt and designated as Public Open Space and a Site of Importance for Nature Conservation (SINC).

There are no listed buildings within or near the site but Smith's Farmhouse and associated outbuildings/barns are locally listed. The nearest conservation areas are the Canalside Conservation area some 200m to the east and the Northolt Village Green Conservation Area 250m to the north.

The design of the development aims to be of the highest standard with a full package of benefits such as removal of the unneighbourly uses, delivery of much-needed high quality new homes, improved public spaces as well as new physical and visual connections through the Green Belt which improve its setting and openness.



# SMITHS FARM, NORTHOLT

## OUR PROPOSAL

AERIAL VIEW OF MODEL OF DRAFT PROPOSALS

**THE KEY OBJECTIVE OF THE PROPOSALS IS TO INTRODUCE NEW, HIGH-QUALITY HOMES IN A HIGHLY ATTRACTIVE SETTING WHICH ENHANCES THE SURROUNDING ENVIRONMENT AND IS SENSITIVE TO THE NEARBY EXISTING RESIDENTIAL COMMUNITY.**

Ealing Council has an identified acute housing need and has set an ambitious target of 4,000 new genuinely affordable homes during the period 2022 to 2026. The Smiths Farm proposals aim to make a very valuable contribution to meeting the council's target as all 220 proposed new homes will be offered as affordable. These are much needed new homes for Ealing's residents and will include a sizeable proportion (60%) of London Affordable Rent tenure homes. These are targeted at the borough's neediest.

The layout plan shows how the new homes will be provided in a series of blocks which provide the frontage to Kensington Road and the three sides to a large central landscaped public square.

The proposed development is favourably positioned to the North of all existing residential neighbours. This means that the proposed development would not overshadow any existing residential properties and daylight to neighbours' windows would not be adversely affected. Separation distances between the proposed new buildings and the nearest existing properties on the southern edge of the site are designed to ensure privacy.



# SMITHS FARM, NORTHOLT

## OUR PROPOSAL

CONCEPT VIEW OF CENTRAL PUBLIC SQUARE

### Layout - Blocks A and G

These are located on the Kensington Road frontage and sit either side of the locally listed farmhouse and outbuildings which are retained and intended for a café/commercial unit. These four-storey flat-roofed blocks include duplex town houses over the ground and first floor and feature lighter coloured materials.



STUDY OF BLOCK G

### Layout - Blocks B, D and F

With repeating gables and facing the public square, these five-storey buildings use a darker tone of materials and frame.



STUDY OF BLOCK D

### Layout - Blocks C and E

The 'bookends' to the development, these blocks also form most of the eastern façade overlooking the Smiths Farm Open Space, offering improved safety through passive surveillance. These buildings range from five to eight-storeys and use two tones of brick.



STUDY OF BLOCK E

# SMITHS FARM, NORTHOLT

## LANDSCAPE AND ACCESS



CONCEPT VIEWS OF CENTRAL PUBLIC SQUARE

### A transformed site

The proposals offer an exceptional opportunity to clean up a contaminated site within the Green Belt and which also neighbours a Site of Interest for Nature Conservation (SINC).

The central landscaped public square forms the heart of the new development and will offer inviting and valuable east-west routes meandering through the site. Here, residents and visitors will be able to relax in landscaped setting and playspace will also be provided.

There is scope for a café in the locally listed building with its own terrace offering attractive views over the public square.

The current environmental and ecological shortcomings of the existing site will be transformed by a large swathe of new green space promoting biodiversity and providing a place to dwell between Northala Fields and Smiths Farm Open Space/Marnham Fields Nature Reserve.

### Access and transport

The proposals envisage east-west improved public access via a cycle and pedestrian route which located along the southern boundary of the site bordering Horse Shoe Crescent. A safe route to this and the primary access to the north into the public square will be provided by a new crossing on Kensington Road.

Vehicular access and servicing will be primarily off an entrance on Kensington Road opposite the Northala Fields public car park which will be improved through an increased number of spaces and enhanced appearance. A secondary access for the parking associated with the southern blocks will be provided via Horse Shoe Crescent.

The on-site car parking has been designed to be concealed behind the residential blocks and some 74 spaces are provided in line with local and national policy which seeks to discourage the use of private vehicles.

Improvements to bus services such as real time passenger information systems to encourage the use of public transport are also envisaged.



BUS STOP AT HORSE SHOE CRESCENT



LOCAL CYCLE ROUTES

# SMITHS FARM, NORTHOLT

## SUMMARY AND NEXT STEPS



CONCEPT VIEWS OF CENTRAL PUBLIC SQUARE

### THANK YOU VERY MUCH FOR VIEWING THIS INFORMATION ON THE EMERGING NEW PROPOSALS AT SMITHS FARM, NORTHOLT.

We welcome your feedback. At our public drop-in session, you can speak with us or otherwise please use the online response form available at [www.smithsfarm.info](http://www.smithsfarm.info) or email us at [consultation@smithsfarm.info](mailto:consultation@smithsfarm.info).

You can also call us free of charge on **0800 246 5890**.

#### What happens next?

Howarth Homes and its design team will review all feedback received on the draft plans before submitting a planning application to Ealing Council. On receipt the Council will carry out its own local consultation before taking a decision. If approved, the construction of the new homes is expected to take around two years.

#### LOCAL COMMUNITY BENEFITS

Howarth Homes believe that their revised proposals at Smiths Farm offer a number of benefits which include:

- Removal of the current unattractive and unneighbourly uses at the site;
- Delivery of high quality, much-needed homes within a highly attractive living environment;
- All homes to be offered as affordable with a good proportion of family-sized accommodation directly meeting local needs;
- Dramatically improved public realm and open space including a large green central area with playspace;
- Re-use of the locally listed buildings for commercial uses including the possibility of a café with its own terrace overlooking the central open space
- Significant local ecological enhancements;
- Sustainable drainage systems and improved permeable landscaping;
- A substantial increase in biodiversity in comparison with the existing site;
- New and improved pedestrian and cycle links between the highly valued Northala Fields, Smiths Farm Open Space, Marnham Fields and the Grand Union Canal;
- Enhanced landscaping along Kensington Road;
- Increased car parking at Northala Fields; and
- Improvements to highway infrastructure including the introduction of electronic information panels at bus stops showing when buses are expected to arrive.