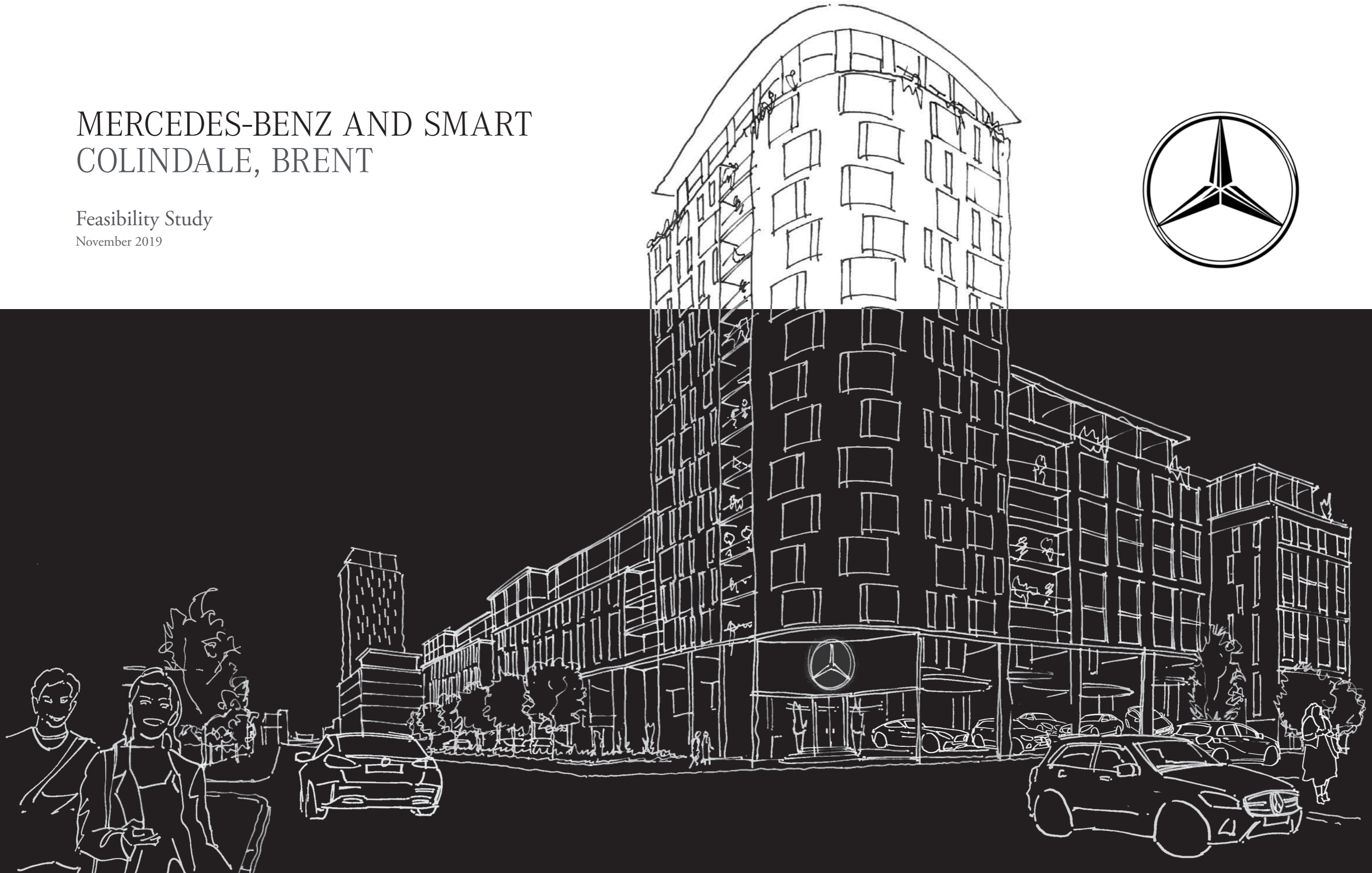


MERCEDES-BENZ AND SMART COLINDALE, BRENT

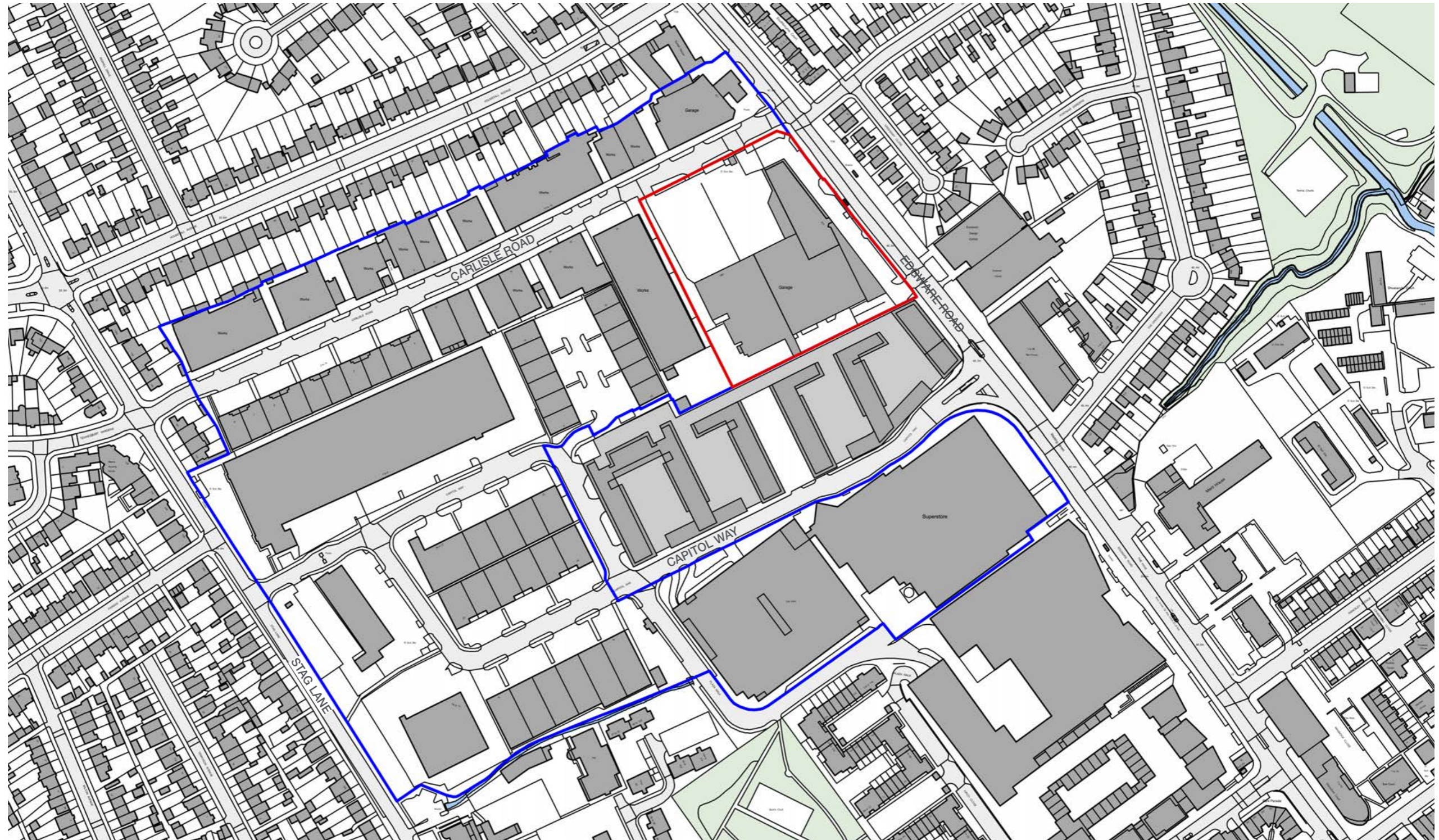
Feasibility Study
November 2019







1

Site and context LOCATION PLAN



Existing site location plan - Mercedes-Benz and Smart Colindale, 403 Edgware Road, London Borough of Brent (LBB)

-  Mercedes-Benz and Smart site boundary: 1.47ha / 3.64ac
-  LBB proposed site allocation area (BNSA1: Capitol Way Valley)

Site and context
Aerial Photograph



2 Site and context THE EXISTING SITE



Aerial photograph from the north east*



Plan showing location of street views

Street views of the existing site and context*

*images from Google Earth

Site and context

RECENT MIXED USE DEVELOPMENTS



Aerial photograph showing recent mixed use developments in the surrounding area

3 Burnt Oak Broadway - complete (app. no. 05-0380)
Mixed use development - retail floorspace + 73 residential units (266dph)
5-6 storeys
Residential parking ratio: 0.9 spaces / unit



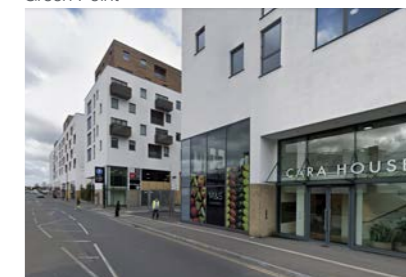
3 Burnt Oak Broadway

Green Point - complete (Barnet - app. no. H-03389-13)
Mixed use development - A1 retail / B1 floorspace + 86 residential units (218 dph)
8 storeys
Residential parking ratio: 1.4 spaces / unit



Green Point

The Northern Quarter (TNQ) - complete/tower under construction (app. no. 08/2823)
Mixed use development - 460 residential units (260 dph)
4-6 storeys above 2 storey podium with 17 storey tower above podium
Residential parking ratio: 0.61 spaces / unit



The Northern Quarter

1-8 Capitol Way - application approved (app. no. 17/0837)
Mixed use development - flexible commercial floorspace + 414 residential units (238 dph)
4-9 storeys
Residential parking ratio: 0.6 spaces / unit



399 Edgware Road

399 Edgware Road - under construction (app. no. 15/1337)
Mixed use development - retail foodstore/commercial floorspace + 183 residential units
2-9 storeys
Residential parking ratio: 1 spaces / unit



Silver Works

Silver Works, Grove Road - complete (app. no. 14/2930)
Mixed use development - affordable B1 workspace + 227 residential units (199 dph)
2-6 storeys
Residential parking ratio: 0.6 spaces / unit

Mercedes-Benz and Smart site boundary: 1.47ha / 3.64ac

LBB proposed site allocation area (BNSA1: Capitol Way Valley)

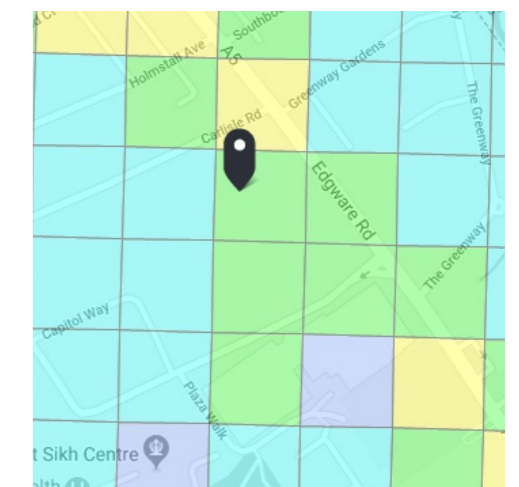
3 Site analysis LBB DRAFT PLANNING POLICY AREAS



- M-B site boundary
- LBB current site allocation area (B/C3, Capitol Way)
- LBB proposed draft site allocation area (BNSA1: Capitol Way Valley)
- Locally Significant Industrial Site (LSIS)
- Emerging Locally Significant Industrial Site (LSIS)
- Tall building zone (includes core zone)
- Tall building core zone
- Growth area

Map key- PTAL

- | | |
|---|--|
| 0 (Worst) | 1a |
| 1b | 2 |
| 3 | 4 |
| 5 | 6a |
| 6b (Best) | |



Site plan showing Brent Local Plan current and emerging planning policies

Plan showing sites' PTAL rating
(source: TfL WebCAT online planning tool)

Site analysis CONSTRAINTS AND OPPORTUNITIES



Plan showing constraints and opportunities



4

Illustrative proposals INDICATIVE CAPITOL WAY WIDER MASTERPLAN



- M-B site boundary
- LBB proposed draft site allocation area (BNSA1: Capitol Way Valley)
- Locally Significant Industrial Site (LSIS)
- Existing building footprints
- Approved building footprint (1-8 Capitol Way)
- Indicative building footprints: co-location of employment and residential uses
- Employment uses to be re-provided/intensified at lower levels within the LSIS
- Employment / commercial uses at lower levels outside of the LSIS or already approved
- Primary (north-south) vehicular links
- Secondary (east-west) vehicular links
- Potential pedestrian/cycle links
- Illustrative trees / greening of the streets
- Pocket parks / green spaces
- Residential landscaped gardens
- Potential landmark / gateways
- Key vista / way-finding marker

Indicative proposed masterplan for the wider Capitol Valley Way site allocation area

Illustrative proposals
PROPOSED SITE PLAN



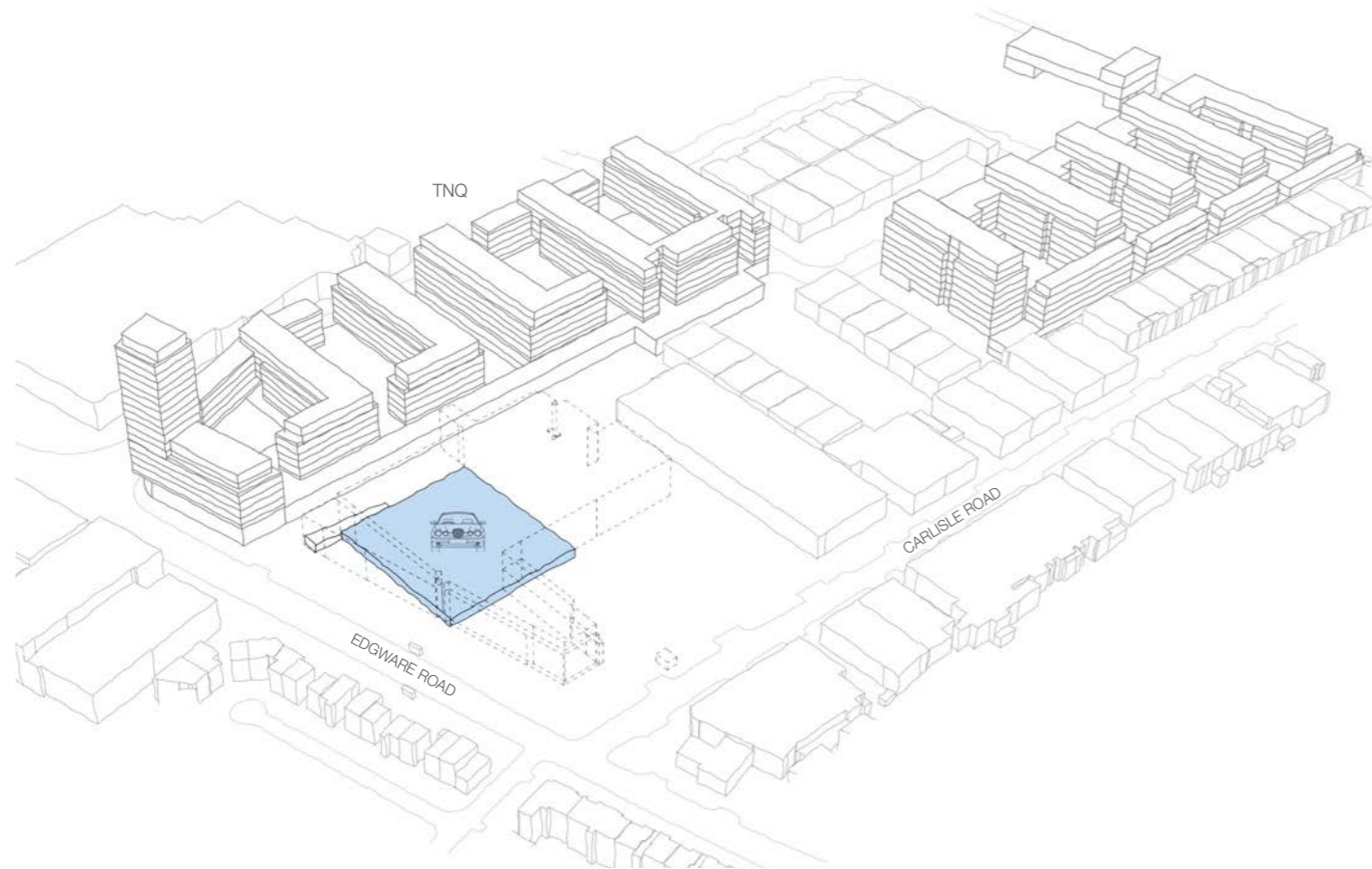
Proposed redevelopment of Mercedes-Benz and Smart site plan

A Building reference (see schedule of accommodation)

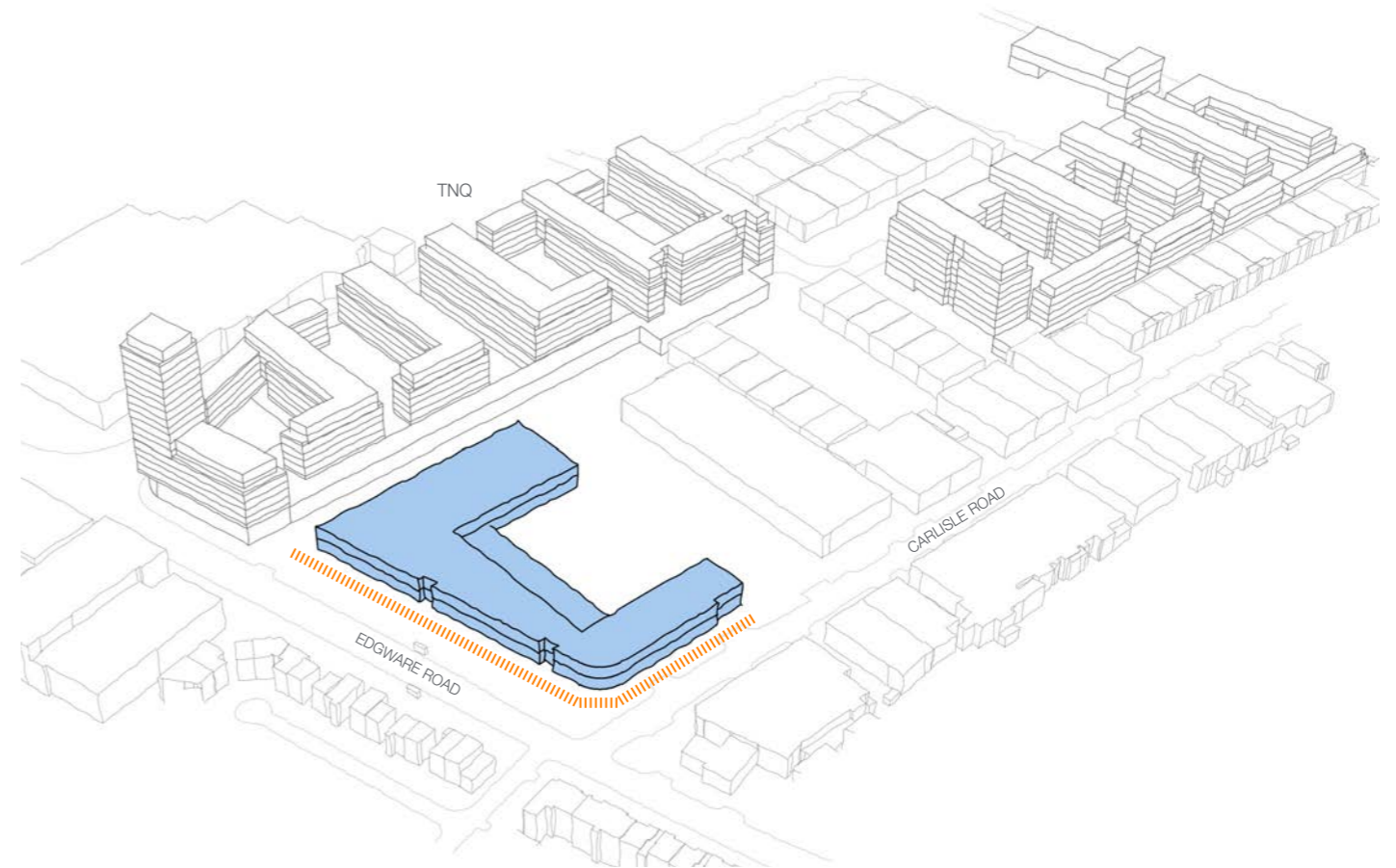
5 No. of storeys above podium
(podium = 2 commercial storeys / 3 residential storeys)

 5 Illustrative proposals
MASSING PRINCIPLES

1. Existing basement re-utilised for commercial car parking / car storage



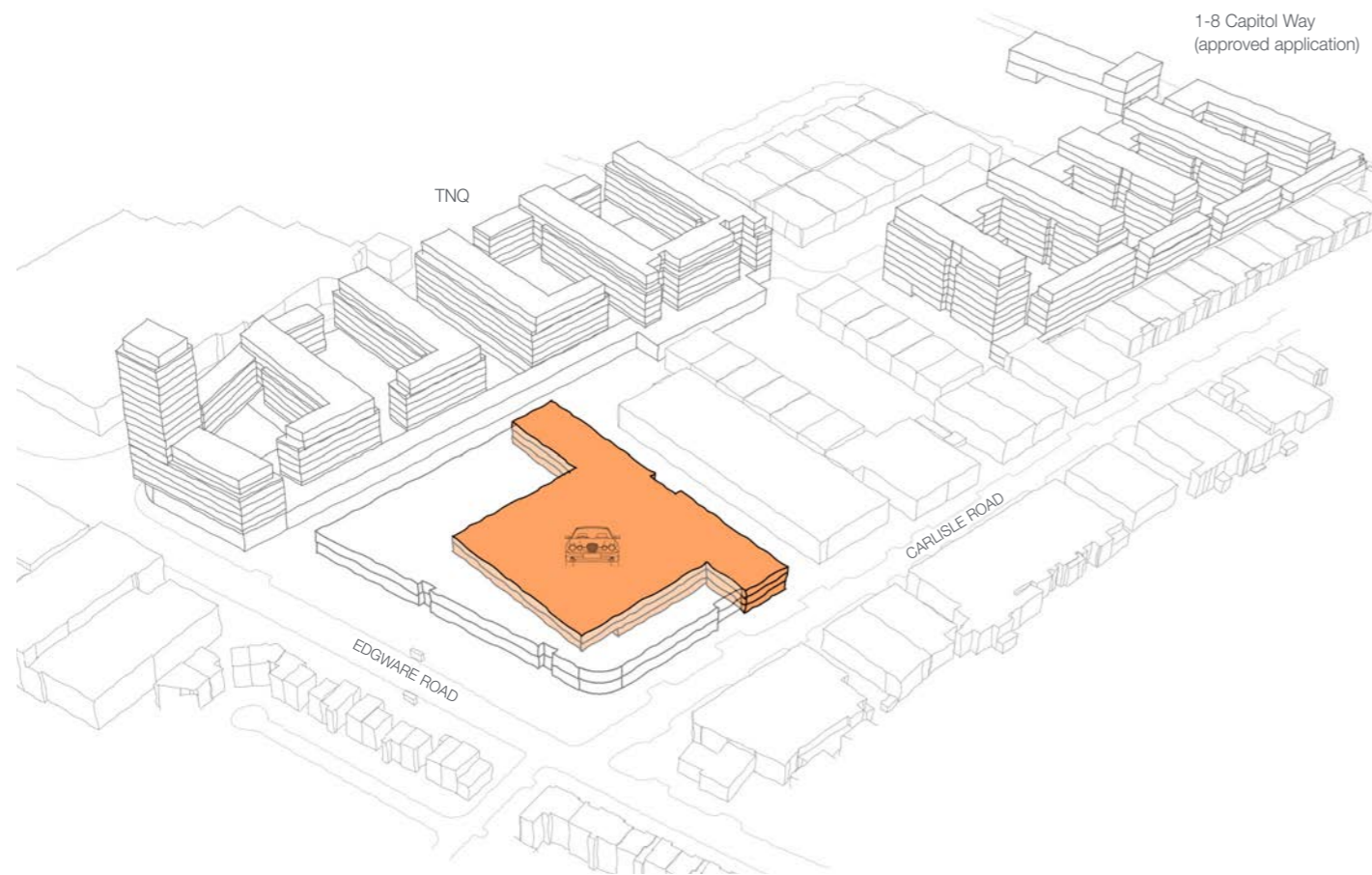
2. Commercial frontage wrapping around Edgware Road to provide an active frontage



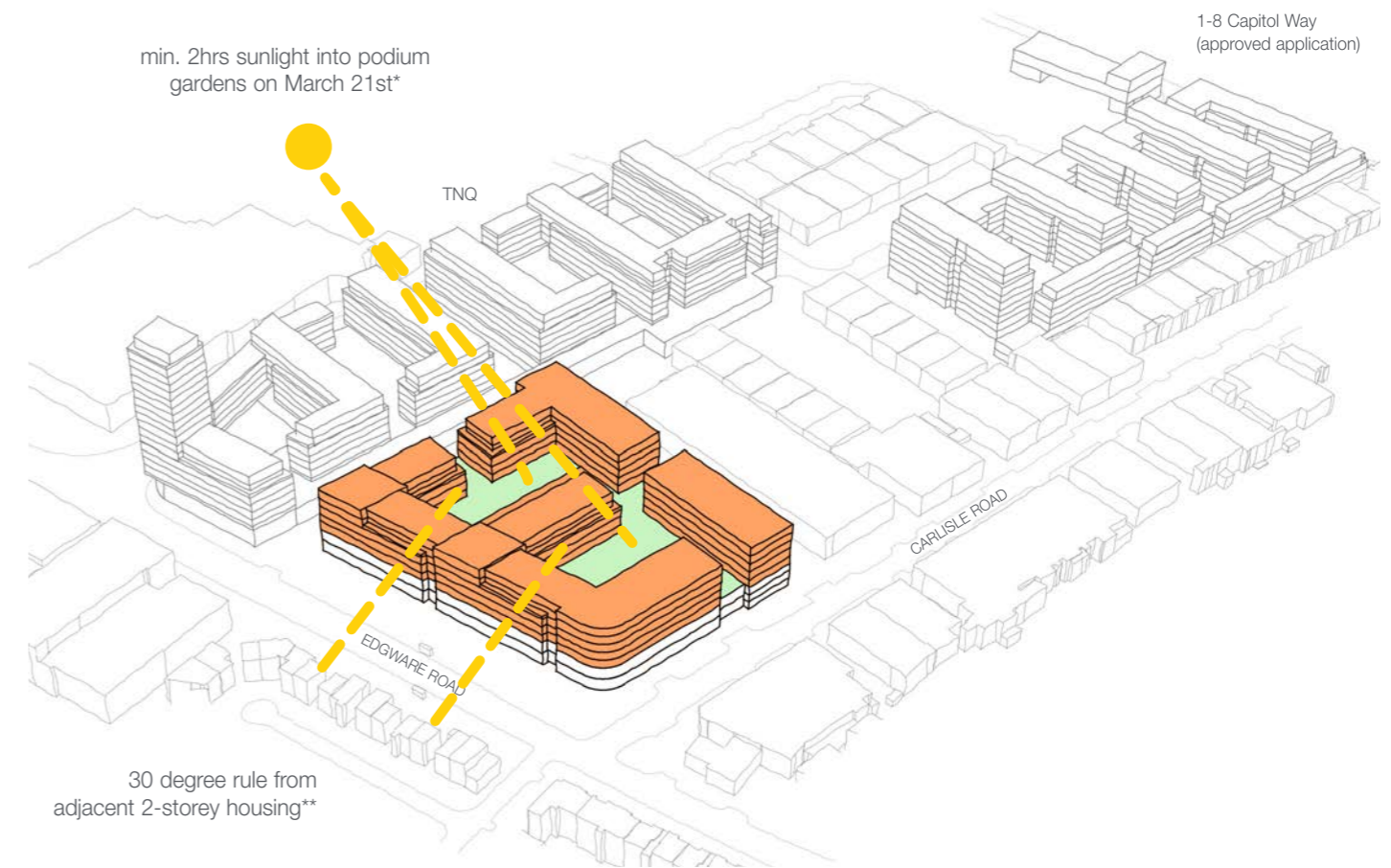
Diagrams showing the proposed massing principles

Illustrative proposals
Massing principles

3. Utilising the footprint of the site for residential car parking within podium - 3 levels = same height as 2 commercial levels



4. Residential accommodation wrapping around podium gardens - standard massing of five storeys above podium in response to adjacent 2 storey housing and to ensure sufficient sunlight into residents' gardens above podium

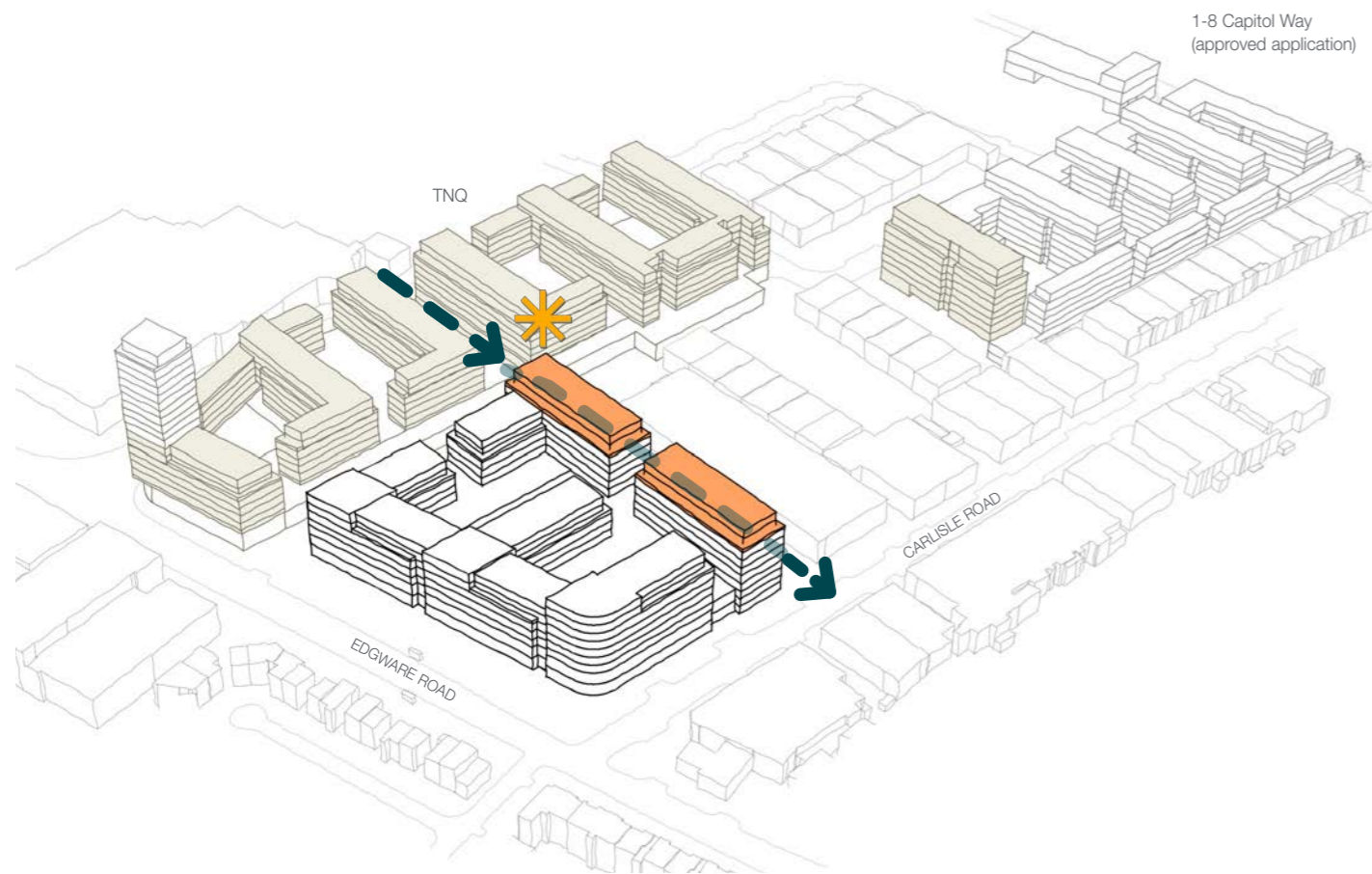


* from BRE 2011 guidelines: Site layout planning for daylight and sunlight: a guide to good practice (BR 209)
**from Brent Design Guide SPD 1 (November 2018), 5, 1

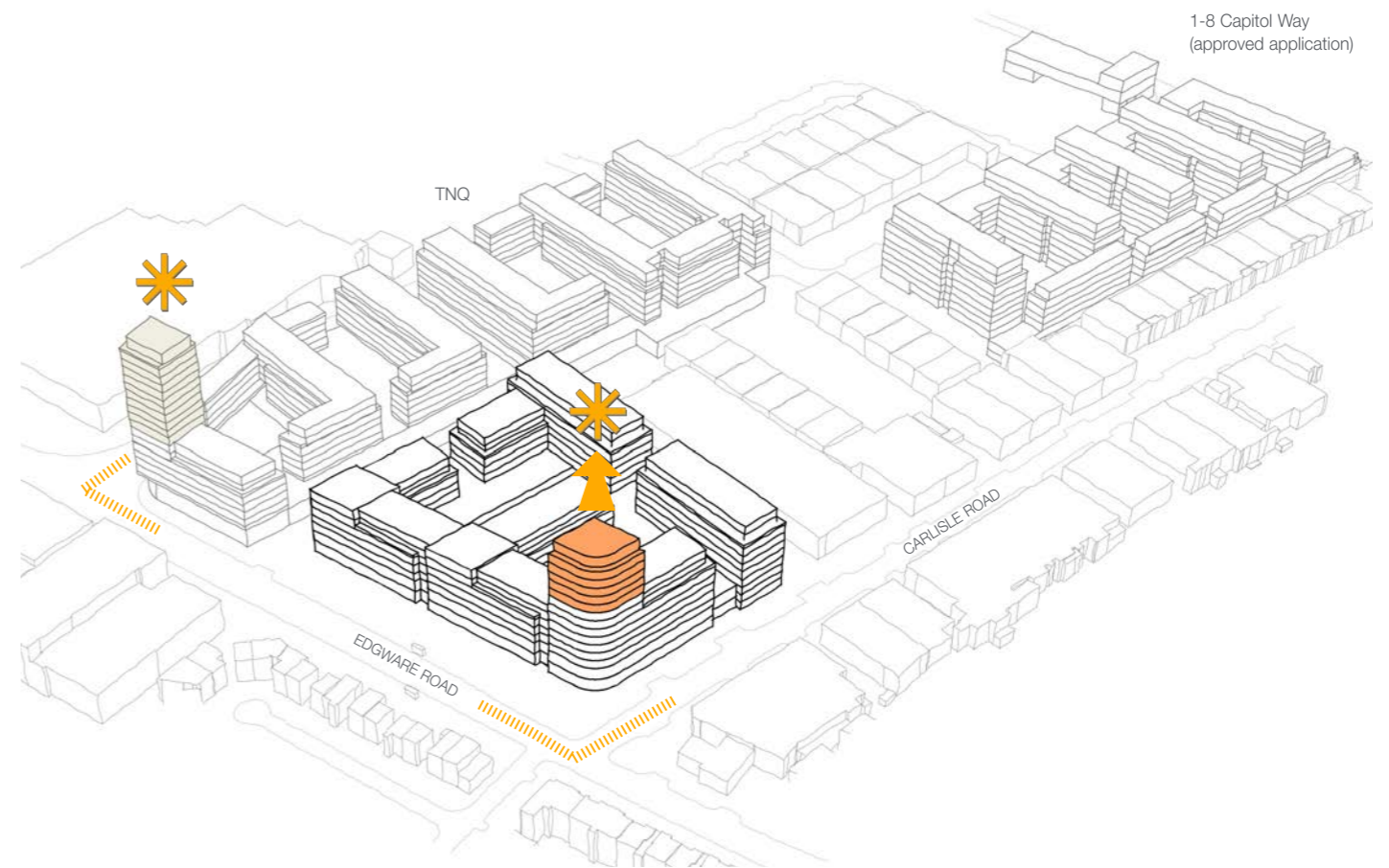
Diagrams showing the proposed massing principles (cont.)

6 Illustrative proposals MASSING PRINCIPLES

5. Additional height along the eastern edge to define pedestrian/cycle route from Capitol Way to Carlisle Road and to respond to the height of TNQ and the approved height at 1-8 Capitol Way



6. Commercial frontage wrapping around Edgware Road to provide an active frontage



Diagrams showing the proposed massing principles (cont.)

Illustrative proposals PROPOSED FLOOR PLANS

- commercial (Mercedes-Benz / retail / B1 office)
- car workshop / commercial space
- residential apartments
- primary residential cores / entrance lobbies
- plant / bins / cycle stores



utilising existing basement for commercial car parking - circa. 90 spaces
(exact number of spaces subject to survey of existing)
- potential to extend should further car parking / storage be required



Proposed ground floor plan (commercial frontage, residential mews and podium car parking)

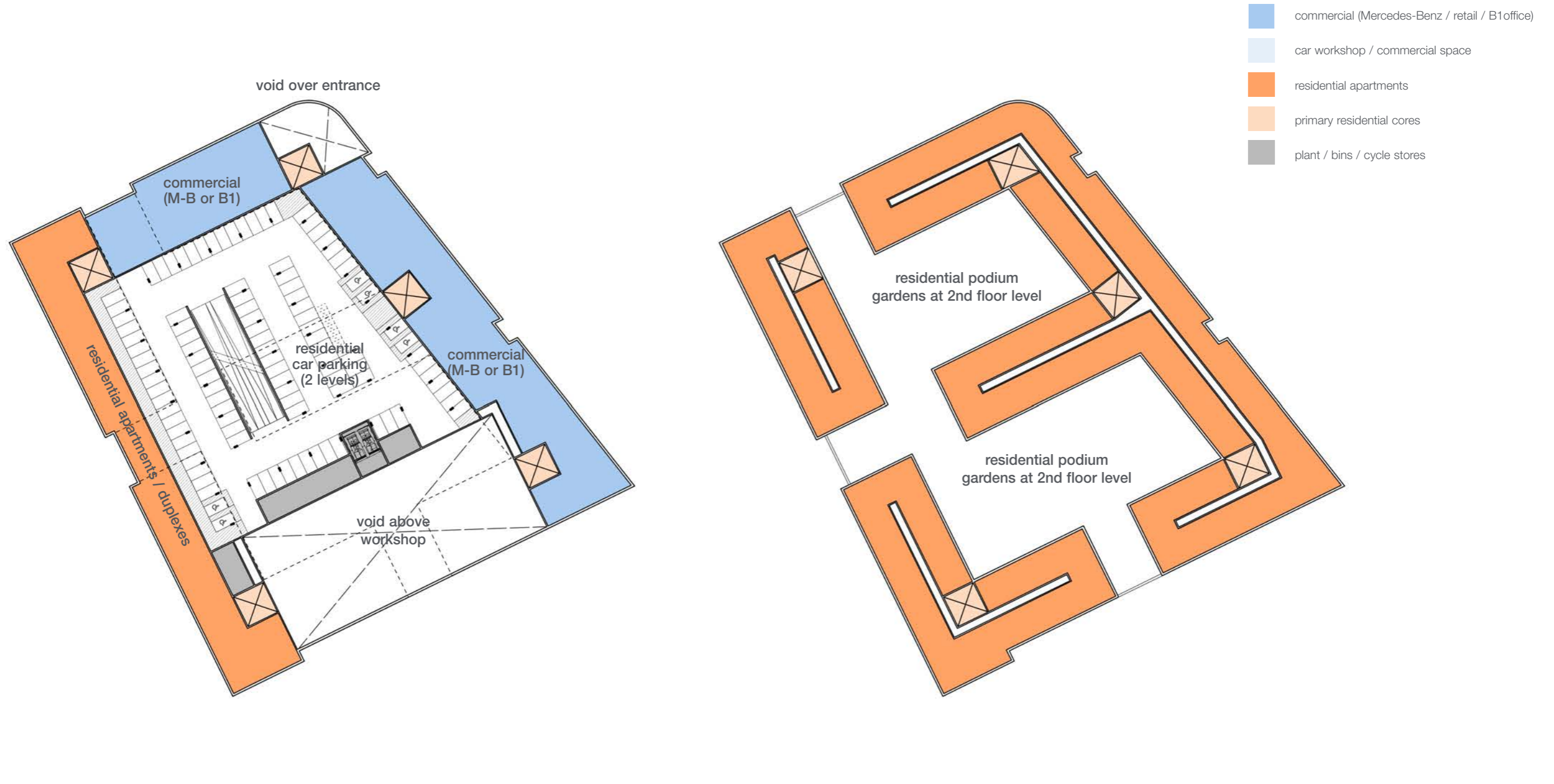


Retained existing basement floor plan (commercial car parking)



7

Illustrative proposals PROPOSED FLOOR PLANS



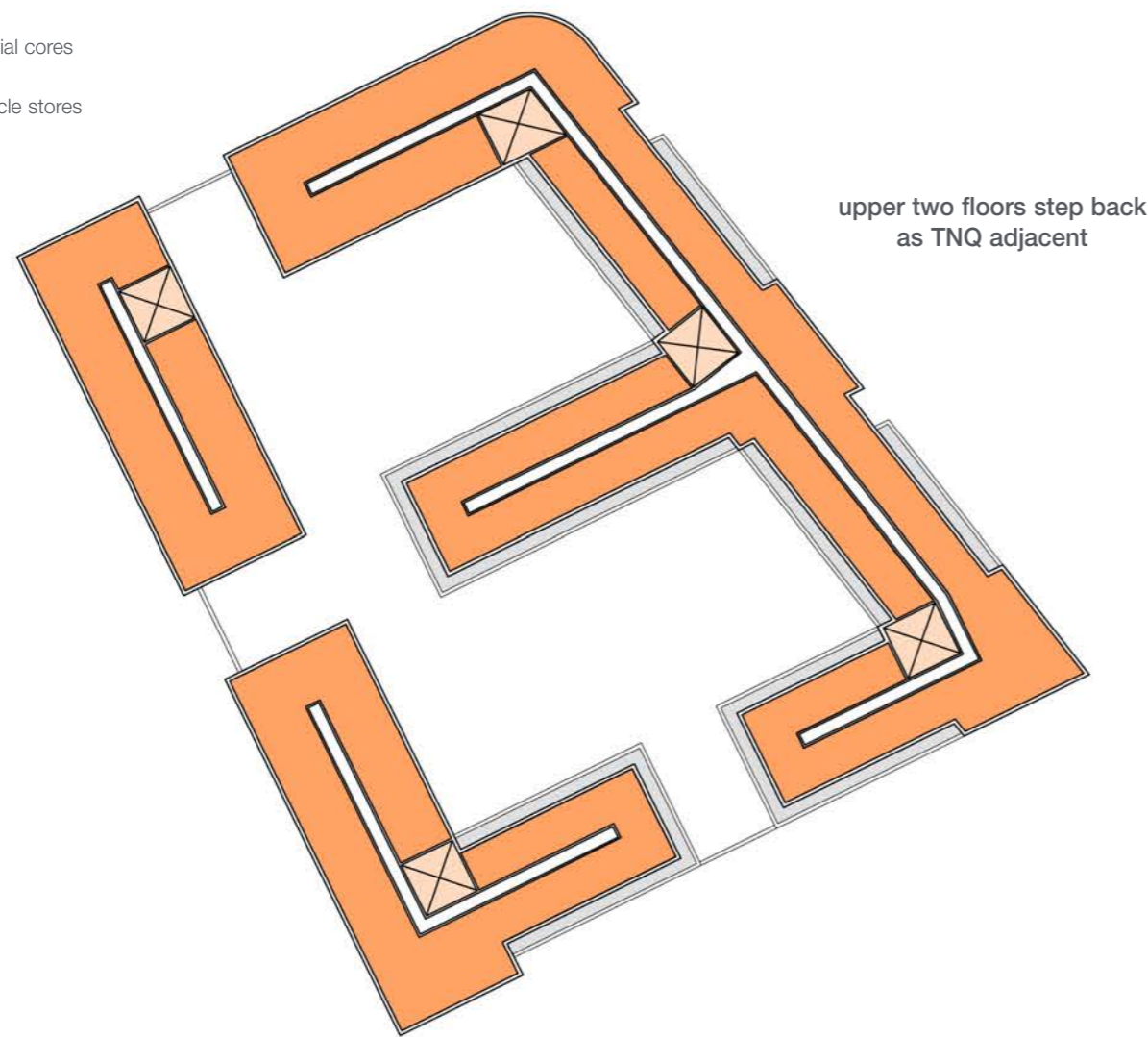
Proposed first floor plan (commercial frontage, residential mews and podium car parking)
[Note: two levels of residential / podium car parking to one level of commercial]

Proposed 2nd to 4th floors plan (residential apartments)

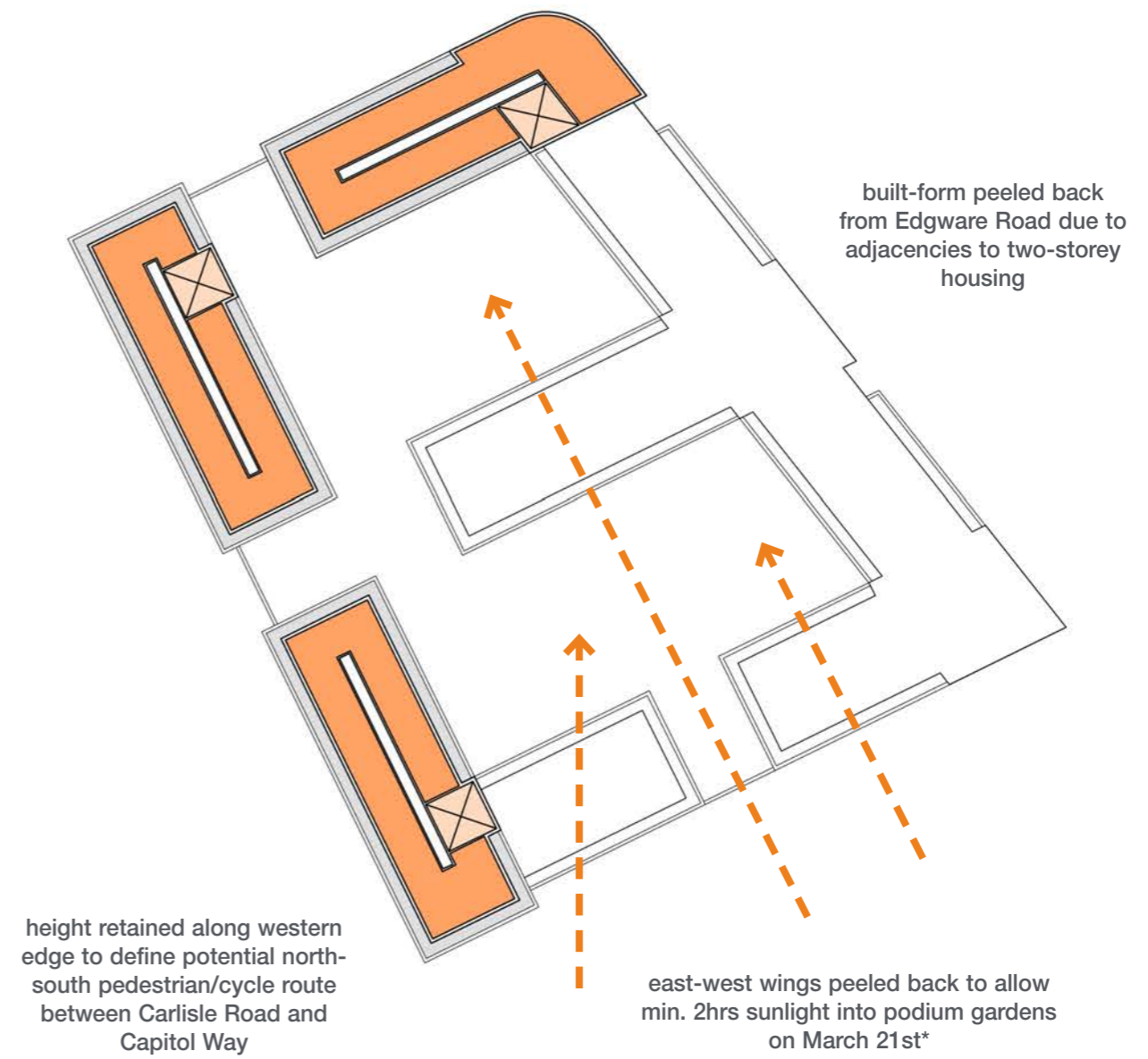
Illustrative proposals
Proposed floor plans

- commercial (Mercedes-Benz / retail / B1office)
- car workshop / commercial space
- residential apartments
- primary residential cores
- plant / bins / cycle stores

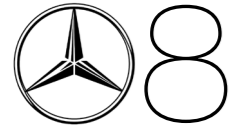
* from BRE 2011 guidelines: Site layout planning for daylight and sunlight: a guide to good practice (BR 209)



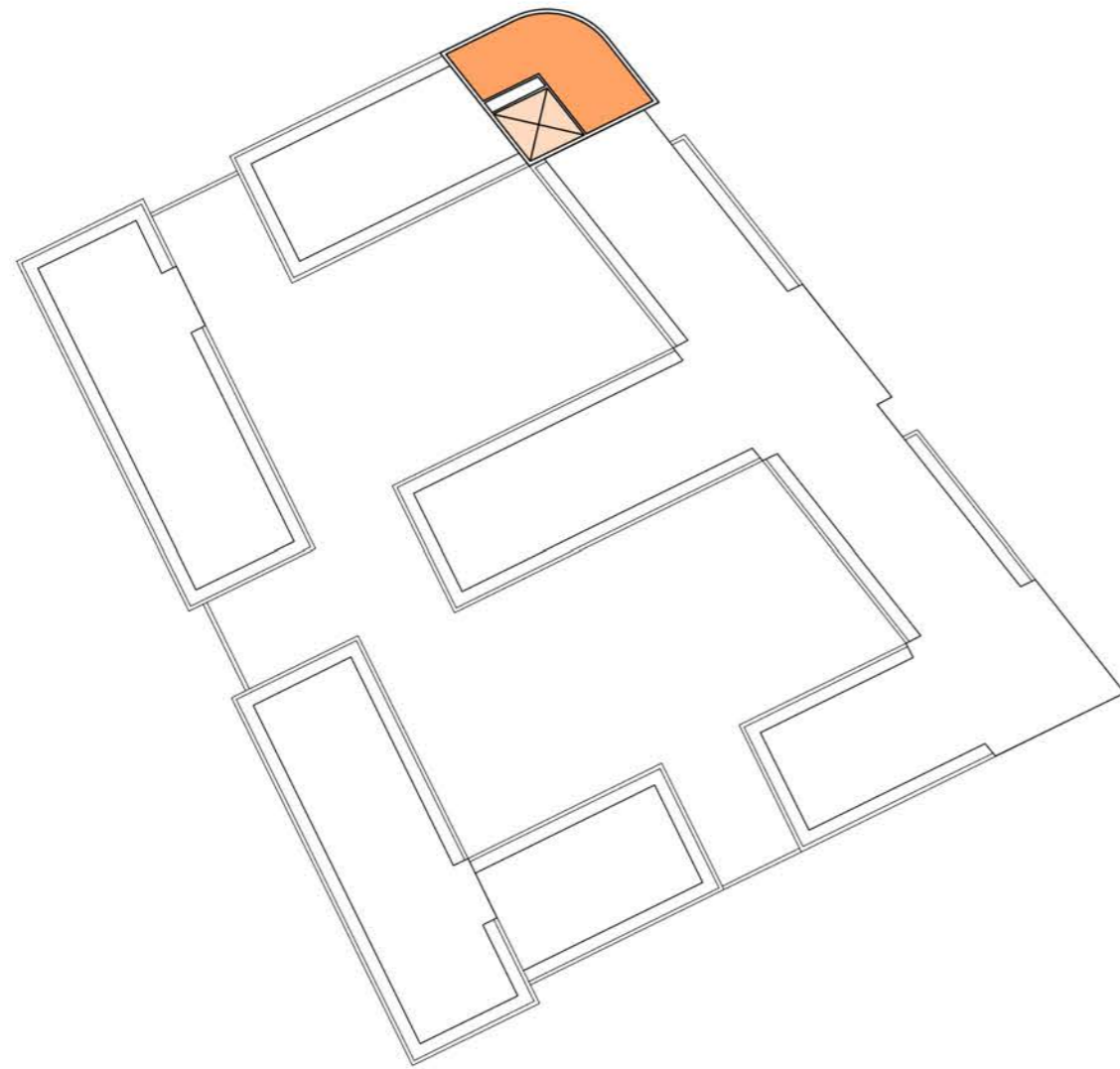
Proposed 5th and 6th floors plan (residential apartments)



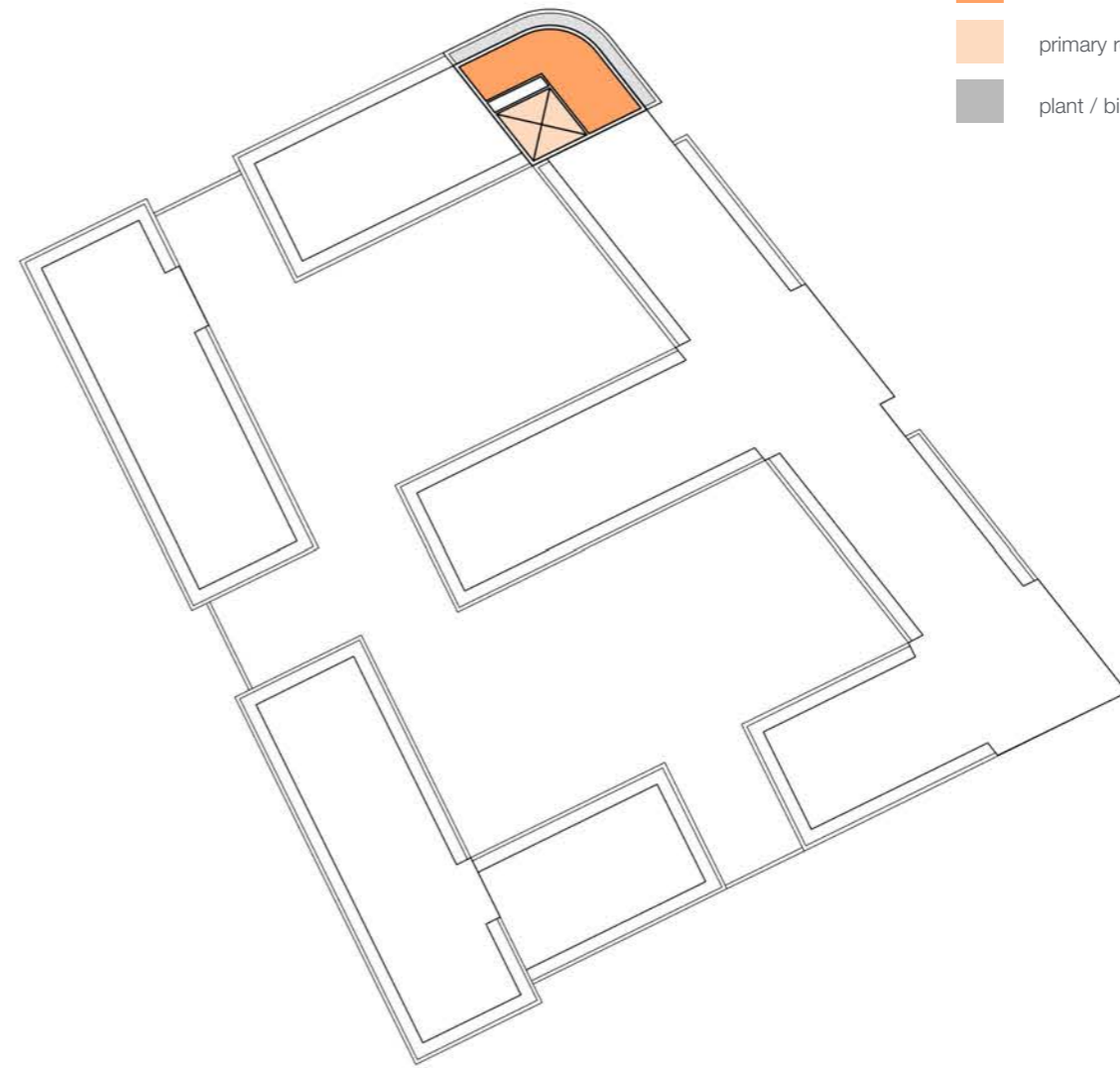
Proposed 7th and 8th floors plan (residential apartments)



Illustrative proposals
PROPOSED FLOOR PLANS



Proposed 9th to 13th floors plan (residential apartments)



Proposed 14th to 15th floors plan (residential apartments)

- commercial (Mercedes-Benz / retail / B1office)
- car workshop / commercial space
- residential apartments
- primary residential cores
- plant / bins / cycle stores



Illustrative proposals SCHEDULE OF ACCOMMODATION

COMMERCIAL (MERCEDES-BENZ)

Proposed

PROPOSED - PODIUM	Commercial/Employment GEFA		Commercial/Employment NIFA/GIFA*	
	sqm	sqft	sqm	sqft
GF (showroom/retail/offices)	3,043	32,757	2,891	31,119
GF (workshop)	1,778	19,137	1,689	18,180
1F (offices)	2,193	23,601	2,083	22,421
TOTALS	7,014	75,495	6,663	71,721

CAR PARKING	sqm	sqft	sqm	sqft
Basement (parking / plant)	3,167	34,090	3,009	32,385
Approx no. parking spaces	90			
Approx no. external spaces	35			
Approx total no. spaces	125			

RESIDENTIAL

Building	Residential GEFA*		Residential NIFA**		No of residential homes (@ 70.5sqm / home***)
	sqm	sqft	sqm	sqft	
PODIUM	4,242	45,661	3,182	34,246	45
A	9,879	106,338	7,409	79,753	105
B	10,562	113,689	7,922	85,267	112
C	7,834	84,325	5,876	63,244	83
D	5,461	58,782	4,096	44,087	58
TOTALS	37,978	408,795	28,484	306,596	404

PARKING / PLANT / BIKES / BINS	sqm	sqft	sqm	sqft	No. of car parking spaces
Podium - Level 2	5,880	63,292	5,586	60,128	110
Podium - Level 1	5,880	63,292	5,586	60,128	107
Podium - Level G	3,555	38,266	3,377	36,353	60
TOTAL	15,315	164,851	14,549	156,608	277
Residential parking ratio (space / unit)					0.69

Notes

GEFA = gross external floor area / GIFA = gross internal floor area / NIFA = net internal floor area

GIFA = NIFA for all non-residential uses. Non-residential NIFA / GIFA subject to fit-out and includes circulation and ancillary spaces

For the GIFA and NIFA are calculated from the GEA using the assumptions below:

* allowance for external walls from GEFA to GIFA

5%

** allowance for external walls, cores, circulation, bins, bikes and plant to derive the NIFA from GEFA

25%

*** Average flat size (excluding external private amenity space)

70.5 sqm / 759 sqft

**** Mix based on recent mixed used development planning approval at 1-8 Capitol Way. 25% to be family sized (3+ beds) - LBB Draft Policy BH6.

Flat sizes based on Nationally Described Space Standards (NdSS) minimum sizes (as required by London Plan) + 5% uplift for inefficiencies.

Existing (approximate based on OS mapping footprint)

EXISTING	Commercial/Employment GEFA		Commercial/Employment NIFA/GIFA*	
	sqm	sqft	sqm	sqft
GF (showroom/offices)	1,894	20,387	1,799	19,368
GF (workshop)	3,697	39,795	3,512	37,805
1F (offices)	1,104	11,883	1,049	11,289
TOTALS	6,695	72,065	6,360	68,462

Unit Type	Average Size (NdSS)	%'age of mix	No. of units	No. of hab rooms	No. of bedrooms
1B1P	39	10	40	40	40
1B2P	50	30	121	242	121
2B4P	70	35	141	424	283
3B6P	95	25	101	404	303
TOTALS		100	404	1,111	747

Site area	1.474	hectares	3.64	acres
Density / unit	274	dph	111	dpa
Density / hab rooms	754	hph	305	hpa

Outer London PTAL rating = 3 : maximum parking provision = 0.75 spaces per dwelling (Draft London Plan Table 10.3)

(Census data suggests car ownership 0.8 spaces / flat in the area)



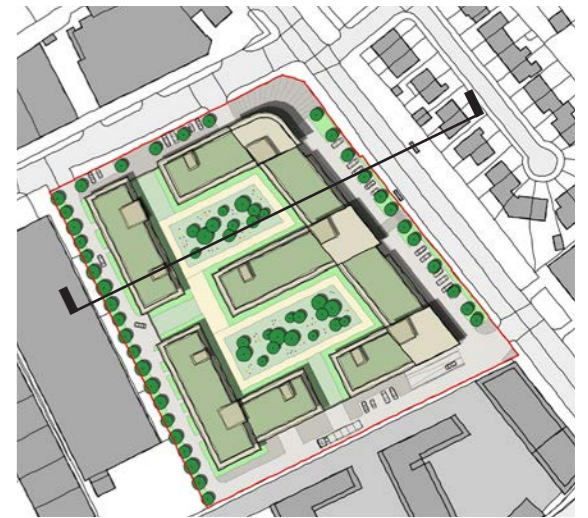
Illustrative proposals
VIEW ALONG EDGWARE
ROAD FROM THE NORTH



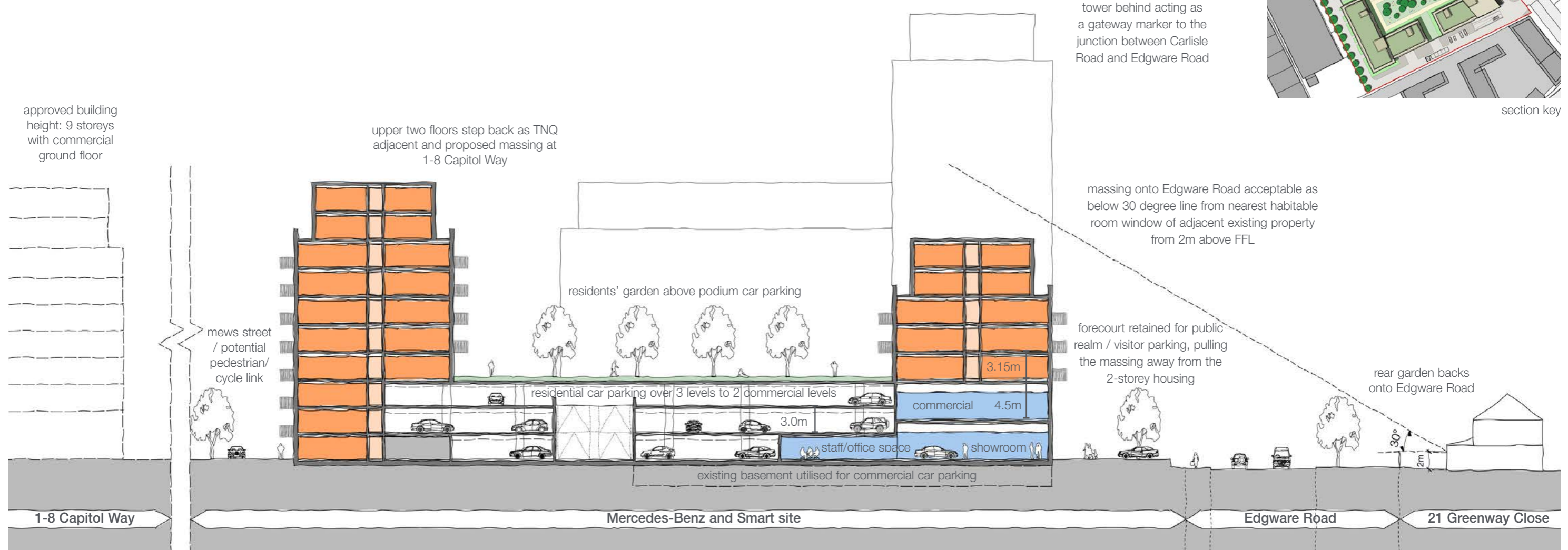
Illustrative view along Edgware Road from the north showing the new Mercedes-Benz entrance and tower marking the corner of Carlise Road

Illustrative proposals PROPOSED SECTION

- commercial (Mercedes-Benz / retail / B1 office)
- residential apartments
- residential circulation
- plant / bins / cycle stores



section key



*from Brent Design Guide SPD 1 (November 2018), 5.1

Proposed section

1  Illustrative proposals
PRECEDENT EXAMPLES



Precedent image examples

Illustrative proposals
Precedent examples



Precedent image examples



TERENCE
O'ROURKE

London
7 Heddon Street London W1B 4BD

Birmingham
Enterprise House 115 Edmund Street Birmingham B3 2HJ

Bournemouth
Everdene House Deansleigh Road Bournemouth BH7 7DU

Telephone 0203 664 6755

Email enquiries@torltd.co.uk

www.torltd.co.uk



© Terence O'Rourke Ltd 2019
Document designed by Terence O'Rourke Ltd