



OPTIONS REPORT

FOR DISCUSSION AND
CONSULTATION

JULY 2013

OPTIONS
FOR THE

SUDBURY
TOWN

NEIGHBOURHOOD PLAN

Our vision is:

"A GREENER, CLEANER, SAFER
SUDBURY TOWN, WITH A HIGH
STREET AT THE HEART OF THE
COMMUNITY THAT WE CAN ALL
BE PROUD OF"

Sudbury Town Neighbourhood Plan

**Options report:
For discussion and consultation**

July 2013



neighbourhood
planning

Sudbury Town Neighbourhood Forum
c/o Sudbury Town Residents Association
Church Hall
809 Harrow Road
Middlesex, HA0 2LP

www.stra.org.uk
info@stra.org.uk

Brent Council
The Planning Service
4th Floor, Brent House
349 High Road
Wembley, HA9 6BZ

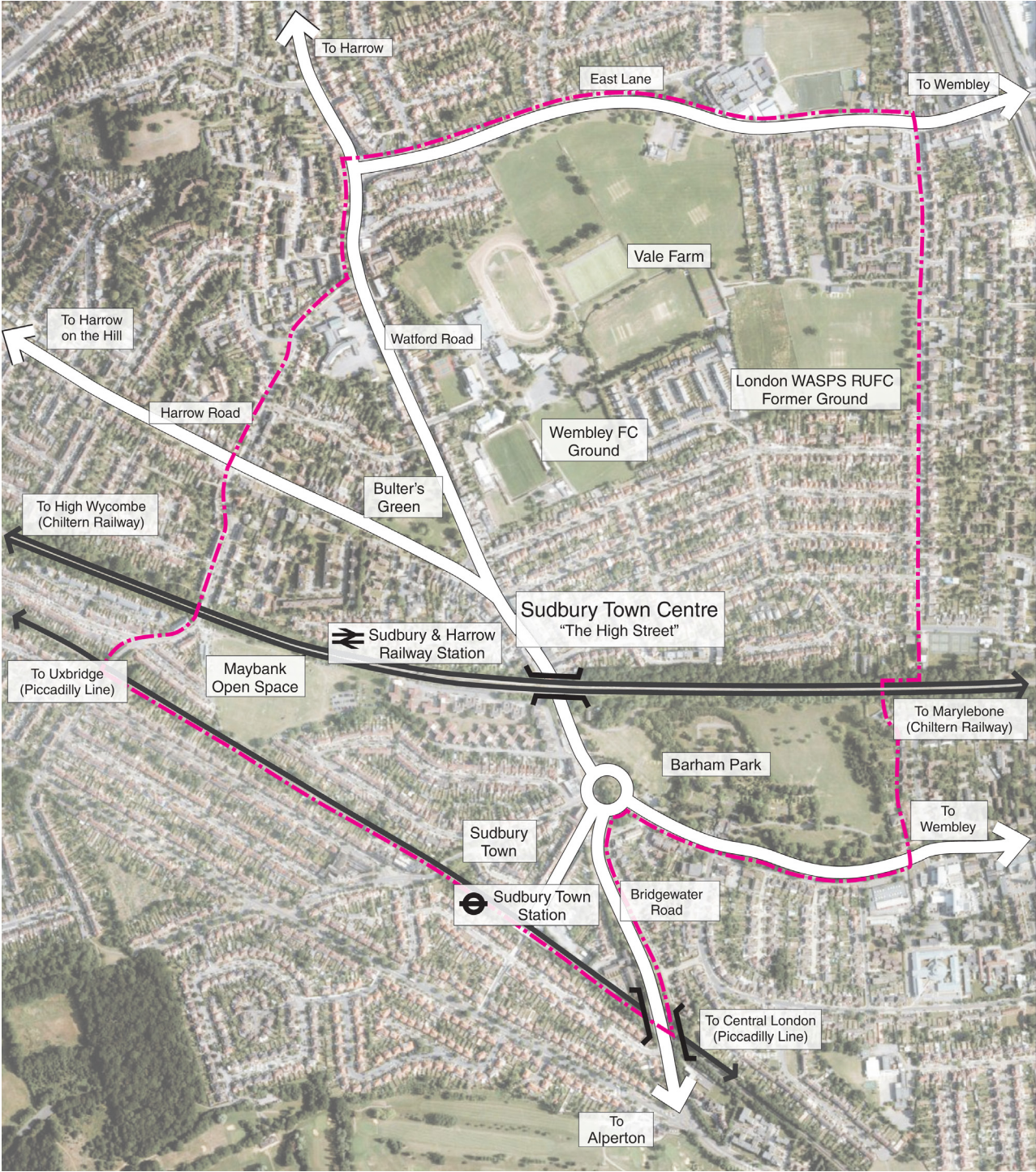
www.brent.gov.uk
ldf@brent.gov.uk
020 8937 5230



CONTENTS

FOREWORD	7	3. SUDBURY TOWN TODAY (the Issues)	21
EXECUTIVE SUMMARY	9	Consultation	21
1. INTRODUCTION	13	What you told us	21
Welcome to the Sudbury Town neighbourhood plan	13	4. SUDBURY TOWN TOMORROW (the Options)	25
The options report	13	Vision and objectives for Sudbury Town	25
Who is the leading the plan?	14	Policies and projects	25
Sudbury Town is leading the way	14	Objective set 1 (shops and services)	26
What will be in the neighbourhood plan?	15	Objective set 2 (public realm)	27
How does the plan differ from existing planning policy?	15	Objective set 3 (access and movement)	36
What is the process for preparing the neighbourhood plan?	16	What's not in the plan?	40
What is the purpose of this report?	16	5. WHAT HAPPENS NEXT?	43
How can you get involved?	17	Writing policies	43
2. THE NEIGHBOURHOOD PLAN AREA	19	Examination of the plan	43
Boundary	19	Referendum	43
The town centre	19	Ongoing consultation	43
Uses and connections	20	APPENDICES	
		A: Extracts from National Planning Policy Framework	
		B: Betting shops and hot-food takeaways	
		C: Testing the plan	
		D: About the STRA	

The neighbourhood plan area





FOREWORD

Residents commuting together from work to home through the streets of Sudbury refused to let their community and high street slide further into decay with streets peppered with red stains of paan spitting and litter. The overwhelming response was to form a residents' association to bring about a much needed change to Sudbury.

The Sudbury Town Residents Association (STRA) was formed over two years' ago with just eight local residents. They worked hard to encourage other like-minded residents to come together to form a community association and drive forward a plan to improve the area. STRA now has over 150 members. The first meeting was held in February 2011 where officials were appointed and sub-committees were formed to tackle key issues, and by June 2012 they had organised a huge party to celebrate the Queen's Diamond Jubilee. It brought the community together as thousands of people walked behind a military band through Sudbury High Street to the party in Barham Park.

Although this was the first visual opportunity to showcase STRA's commitment to the community, the executive committee and members have been working tirelessly behind the scenes to improve the problems of litter, paan spitting, rubbish dumping and anti-social behaviour around our streets, liaising with local councillors, the Safer Neighbourhood team and council services.

By December 2012, the hard working committee, supported by London Borough of Brent, achieved the Neighbourhood Forum status and was awarded funding to help prepare a neighbourhood plan. The STRA was the first Residents' Association in Brent and one of the very few in the London Boroughs, to be awarded this accolade.

One of the first assignments to be achieved in the consultation period (which members participated in), was to be part of the implementation of upgrading the high street which included the removal of excess street furniture, the laying of new pavements and the inclusion of beautiful trees which has already made a difference to the feel of the high street for residents, shopkeepers and visitors alike

We hope to encourage local businesses to come on board and be involved with the process of improving Sudbury.

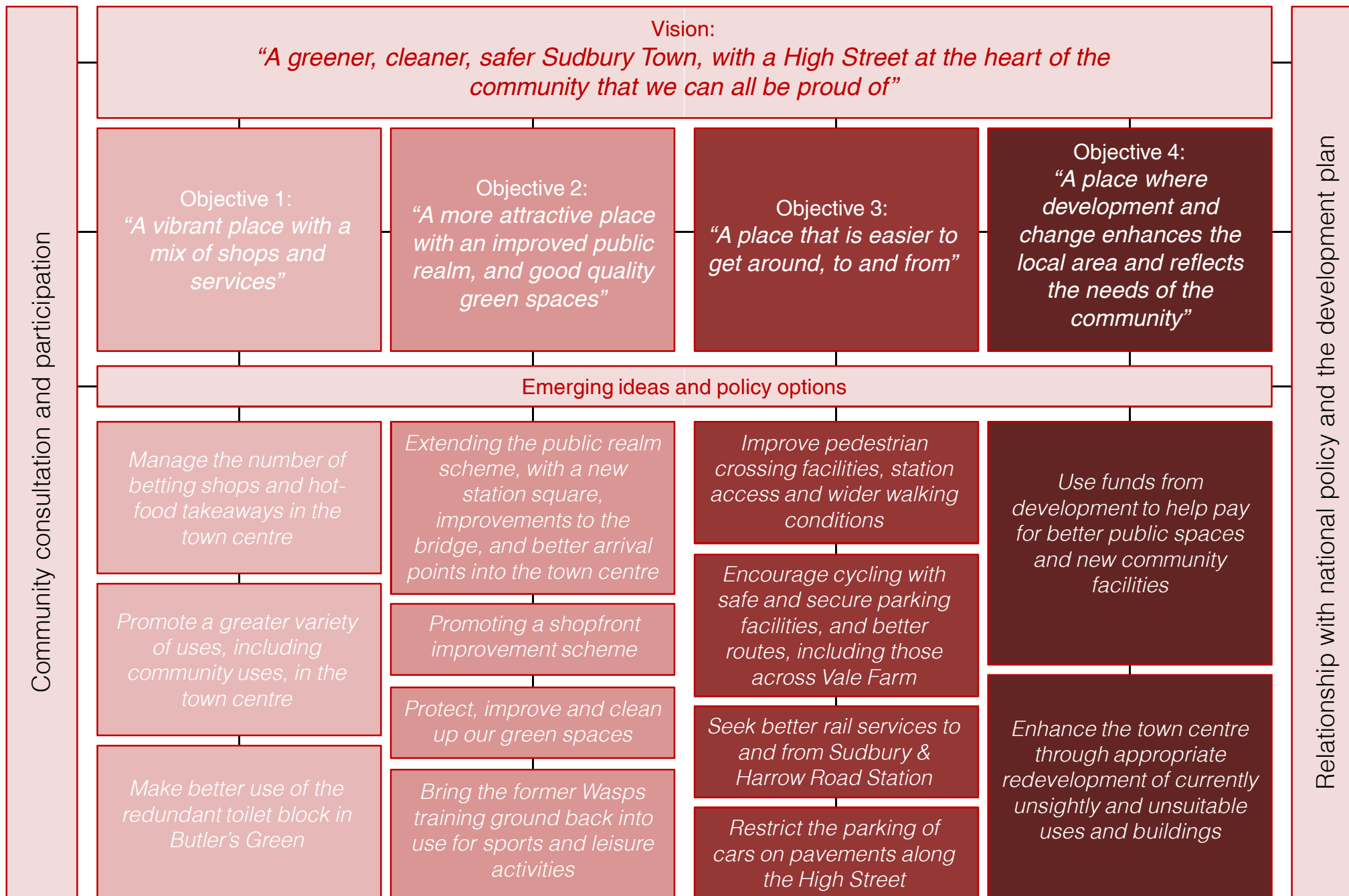
STRA is pleased to present this options report which has been prepared with the input from STRA members, local residents and businesses within the Sudbury Town Neighbourhood forum area.

Our thanks go to all those who gave up their time to make their voice heard in this plan to bring positive change to Sudbury, especially Renu Kaul Vice Chairperson of STRA for her determination to see Sudbury not only a place that is greener, cleaner and safer but also complete with top quality High Street with further development potential.

We are also grateful to London Borough of Brent's Planning Department for their invaluable support and guidance in this journey.

Join us, make your voice heard and help bring change to Sudbury Town.

STRA
July 2013





EXECUTIVE SUMMARY

The neighbourhood plan

Neighbourhood planning provides an excellent opportunity for us, the local community, to shape the future of Sudbury Town. It can help us **influence what changes and improvements we think are necessary to make Sudbury Town a better place to live and work.** It puts us in the driving seat.

Over the last year residents and businesses have come together at a series of events to discuss ideas for the neighbourhood plan. These ideas are presented in this document. We are now asking for your thoughts on these before we draft a series of policies that will eventually be used to shape and determine future planning proposals and applications for the area.

The neighbourhood plan is being led by the Sudbury Town Residents Association (STRA), who in December 2012 was formally designated as the neighbourhood forum for the area. Through this, the STRA is recognised by Brent Council as being an appropriate body to develop a new plan, being representative of the community. This is a major step for the area and for Brent Council: the STRA is the first neighbourhood forum to have been designated in Brent, and Sudbury Town is one of only a handful of areas in London where a neighbourhood plan is being prepared.

The focus of the neighbourhood plan is on the town centre: essentially that area between Barham Park and Butlers Green. The plan area is wider than this though: it includes Vale Farm and Sudbury Town tube stations for example. We would encourage everyone who lives in the area to view the plan and let us have their comments: it really is an exciting opportunity for the community to collectively make a positive change for the future.

Vision and objectives

Through the consultation events undertaken so far we have developed a vision, objectives and series of ideas for change and improvement. These include improvements to the quality of our streets and spaces, a better mix of shops, improved green spaces, better conditions for pedestrians and cyclists, and in some places, opportunities for redevelopment of buildings to enhance the town centre, providing better facilities and new homes for local people.

These ideas are summarised below, with more detail presented in the main report. The main report includes a series of questions relating to our ideas: please do let us have your thoughts on these.

It is only by working together that we can make a stronger plan for Sudbury Town, one that can really influence a positive future for the area.

We want as many people as possible to be involved in the neighbourhood plan – and to be as excited by it as we are. This is an excellent opportunity for us to make a real difference in Sudbury Town.

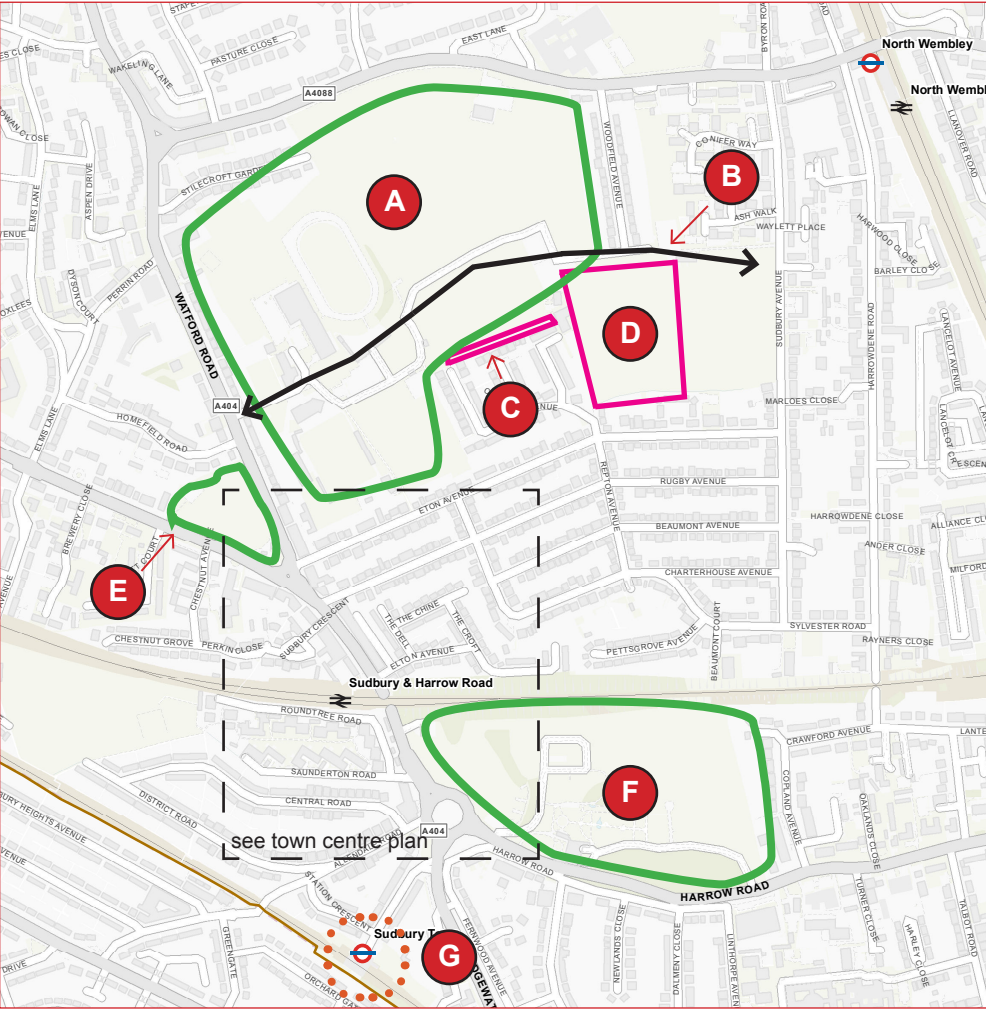
Our ideas

Objective 1: Shops and services

Through consultation events concern has been raised with regard to the number of betting shops and hot-food takeaways in the High Street. Although difficult to change what is there at present, policies can be put in place that will better manage what uses are allowed in the future. **We'd like to see a better mix of shops, and other community uses on the High Street.**

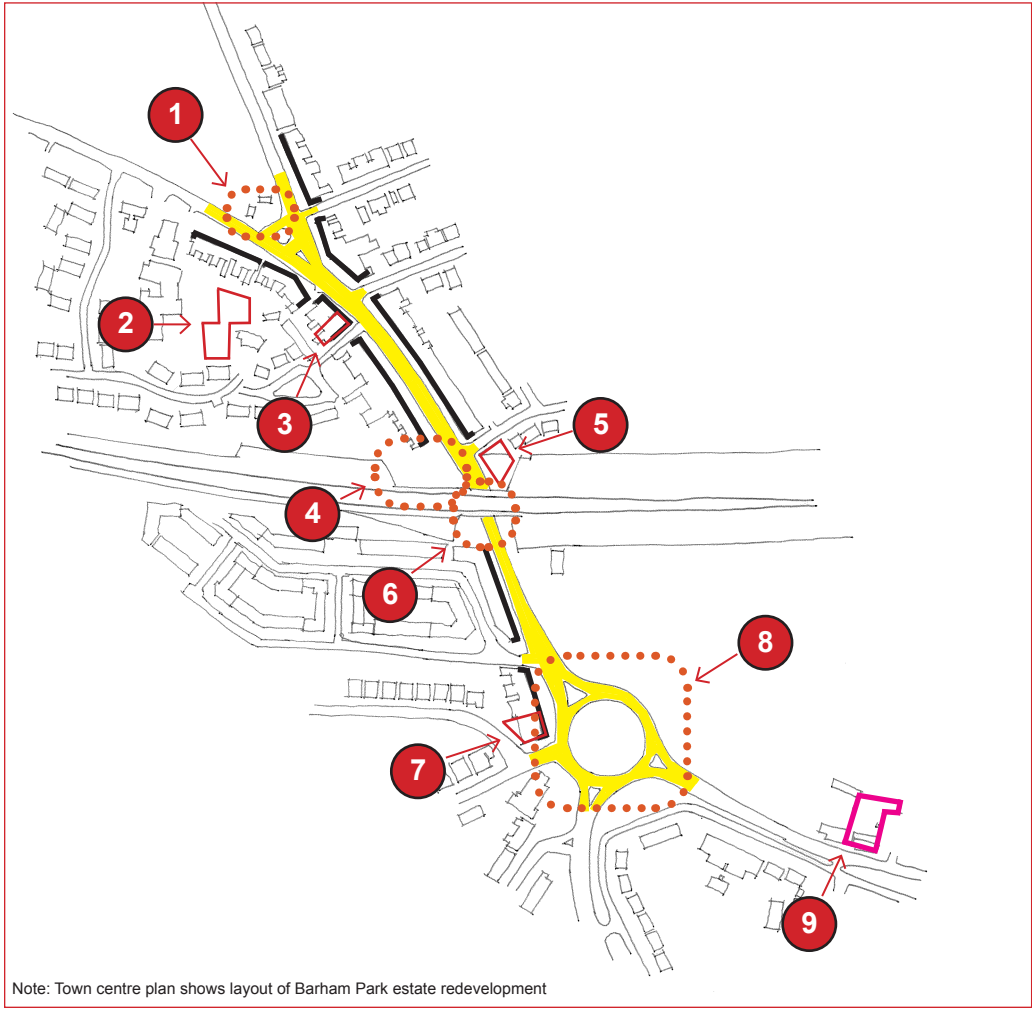
Strategy Plan

Wider plan area









- A. Promote Vale Farm as a regional centre of sports excellence
- B. Improved cycle routes through Vale Farm
- C. Better management of land behind the Crowngate Estate
- D. Reuse of former Wasps RUFC training ground for sports and community uses
- E. Protect and enhance Butler's Green open space
- F. Protect and enhance Barham Park open space
- G. Public realm treatment to improve station arrival area

Town centre



Note: Town centre plan shows layout of Barham Park estate redevelopment

- 1. Reuse / redevelopment of Butler's Green toilet block
- 2. Development opportunity: land behind Post Office
- 3. Development Opportunity: car sales on High Street
- 4. Improve railway station entrance
- 5. Development opportunity: car sales on High Street
- 6. Improve environment of and around bridge
- 7. Development opportunity: garage
- 8. Potential reconfiguration of roundabout, improving pedestrian and cycling routes
- 9. Encourage use of Barham Park buildings for community / educational uses

 Important green spaces	 Public realm improvement area	 Development opportunity sites	 Improved cycle route
 Improved high street shop frontages and increased variety of uses	 Targeted public realm interventions / projects	 Locations where better use should be made of community facilities	



Objective 2: Public Realm

The street and pavement works that have recently been undertaken along the High Street are an excellent start for Sudbury Town. They have really made a difference: the town centre is now looking a more attractive place to be, to spend time and money. We think more can be done though.

We think the gateways to the town centre could be improved, with **better landscaping, lighting and maintenance**, particularly at the roundabouts and the railway bridge.

We think **the quality of the shop fronts on the High Street could be improved**, with a consistency of approach to signage and materials enhancing the quality and attractiveness of the town centre.

We think **our green spaces are real assets** and wish to protect them for the future, but think they could be made even better. **The toilet block at Butler's Green could be reused** for a market, cafe or events space. **Buildings in Barham Park should be used for community facilities**, including a library and adult education. The local ecology and habitats for local wildlife in the park could also be improved.

In Vale Farm we have one of the largest cluster of sports facilities and playing fields in north London. But the facilities are a little dated: **could Vale Farm be promoted and transformed into a regional centre for sports excellence**, building on the Olympic legacy?

We'd also like to see the former **Wasps training ground open again for sports and leisure use**. This is part of the lease, but it is currently off-limits and becoming overgrown.

Finally, we think the land to the rear of the houses on Compton Avenue needs to be better managed: it is currently a location for fly-tipping. Could ownership be transferred to the neighbouring residents to take responsibility for it?

Objective 3: Access and movement

We think it is important to **promote better walking and cycling conditions, improving access for everyone in society**. Better pedestrian conditions should be provided through the public realm works, including **better crossings** – particularly across to the green spaces - **new arrival spaces and squares** outside the tube and railway stations, and **a better environment under the railway bridge**.

New cycle routes and facilities should be provided in Sudbury Town too, across Vale Farm and through the town centre, including possible changes to the size and configuration of the Bridgewater Road roundabout to make it safer for pedestrians and cyclists.

We will also **campaign for improved services from the railway station** and look to ensure that any proposals for new development fully consider car parking provision.

Objective 4: Development and change

New development can help meet our objectives for the area, contributing funds to public realm improvements, shop fronts and provision of new community facilities.

We have identified **opportunities for change on the High Street**. We think that over time, the car showrooms could be reused for retail, community uses and new homes, being a **more appropriate set of uses for the high street**. Land behind the post office could also be better used, for new eco-friendly homes that respond to local needs. Where development does take place it should respect the existing scale of buildings in the area and contribute to a better environment for everyone.

Now it is your turn. Please tell us what you think: only together can we make Sudbury Town a better place to live and work.





1. INTRODUCTION

Welcome to the Sudbury Town neighbourhood plan

Thank you for reading this report, one of the first to be prepared and published as part of the Sudbury Town neighbourhood plan.

The focus of the neighbourhood plan is the town centre, though it extends to include Barham Park, Sudbury Town underground station, Butlers Green and Vale Farm.

Neighbourhood plans are an exciting new type of planning document. The purpose of neighbourhood planning is to give local people and businesses a much greater say in how the places they live and work should change and develop over time. It is designed to give local people a very real voice in deciding the look and feel of an area, from determining the location of shops, offices and schools for example, to identifying sites and development standards for new housing.

Neighbourhood plans are intended to establish policies in relation to land use and development. It is these policies that will influence future planning applications and decisions in the area. But the neighbourhood plan can be more than this. It can represent the communities manifesto for the area, bringing together more than just traditional planning matters.

The neighbourhood plan is helping to bring us together as a stronger, more inclusive community. We have spoken to many people for the first time through the process of making this plan. We have real pride in the way the community has come together. We are passionate about Sudbury Town and hope to influence change that makes it a better place to live, grow up, work and do businesses. We hope the neighbourhood plan will help us achieve these goals.

The options report

The report you are reading is called an Options report, identifying areas and aspects of Sudbury Town that people would like to see improved, and suggested ways for doing this, building upon feedback received during a series of community consultation events.

It is presented as a discussion document, which the neighbourhood forum will be using, alongside other planned events, to seek feedback and help produce a new plan for Sudbury Town.

QUESTION BOX

Throughout this document we present a number of questions that we want your comments on. These are presented in boxes, like this one. We would like your views and comments on these. It will help us to further develop the neighbourhood plan in response to the views and aspirations of the community.



Who is the leading the plan?

Work on the plan is being led by the Sudbury Town neighbourhood forum with support from Brent Council. Through this close working relationship it is hoped that a plan can be taken forward that will eventually be brought into force by the Council. The content of the neighbourhood plan will be informed by consultation and engagement with the local community.

The Localism Act 2011¹ gave communities the power to develop neighbourhood plans, to be progressed by Parish Councils or neighbourhood forums as opposed to the local authority. In areas where there is no Parish Council, neighbourhood forums should be set up to prepare the plan. The forums should be representative of the community. In Sudbury Town, the Sudbury Town Residents Association (STRA) was formally approved as the neighbourhood forum in December 2012.

STRA was established in February 2011 with its mission statement a Safer, Greener and Cleaner Sudbury, which clearly puts across what STRA wishes to achieve. STRA ensures that every member has the opportunity to be informed on the process and progress of the Neighbourhood Forum and have endeavoured to encourage and invite local businesses to become part of this movement for change and productive use of land.

Sudbury Town is leading the way

In advance of the Localism Act being granted royal assent, central Government invited bids from communities to act as pilots and test this new approach to plan making. These pilot areas are known as the 'frontrunners'. Each of the frontrunners was awarded £20,000 by the Department of Communities and Local Government (DCLG) to contribute towards preparing a neighbourhood plan. Sudbury Town is one of the frontrunners. It is one of only a handful of frontrunners in London and the only one in Brent.

The funding is paving the way for the local residents and the business community in Sudbury Town to work together in preparing a neighbourhood plan which will set out a range of policies to shape how Sudbury Town could change in the future. This is a key objective for the STRA. Upon being awarded funding, the STRA Chair said:

'STRA are delighted to win this joint bid with Brent Council. We can now set about delivering a neighbourhood plan for Sudbury Town that reflects the desires and wishes of both the residents and businesses living and working in the community.'

'To win the funding allows the STRA to continue its efforts in placing the community in the driving seat and sets a future direction for generations to come in making our neighbourhood more responsive to our community needs.'

¹ See: <http://www.legislation.gov.uk/ukpga/2011/20/contents/enacted>



What will be in the neighbourhood plan?

Neighbourhood plans can take many different shapes and forms. They can set out detailed policies and allocate sites for development, they can present generic principles for an area and they can focus on a particular theme or issue. There is no prescribed format.

The final form and content of the emerging neighbourhood plan for Sudbury Town will be informed by the community through engagement and consultation exercises.

In Sudbury Town, we think there are opportunities to improve the look and feel of the town centre, the shops and services within it, to enhance the quality of green spaces and, in appropriate locations, to promote new development that contributes towards improving the area. Locally specific policies and proposals in the neighbourhood plan can direct what change should happen where.

“...changing the image of the town centre must be a priority...”

How does the plan differ from existing planning policy?

Existing planning policy for the area is set out through a combination of national planning policies (see the National Planning Policy Framework: NPPF²), the London Plan³ and the Brent Core Strategy⁴.

These provide strategic policy directions. But, there is very little planning policy at present that is specific to Sudbury Town. The aspiration is that the neighbourhood plan will present locally-specific policies and proposals that will help shape the future of Sudbury Town.

The neighbourhood plan needs to have regard to national policy and be in general conformity with the strategic objectives of the development plan. For Sudbury Town, the development plan comprises the London Plan and Brent Core Strategy.

When drafted, the neighbourhood plan will be subject to an independent examination. An inspector will be appointed to determine whether the neighbourhood plan is in general conformity with the London plan and the Brent Core Strategy. If he or she is satisfied that it is, the neighbourhood plan will then be subject to a referendum.

At the referendum, all people of voting age residing within the plan area will be able to cast a vote on whether they think the neighbourhood plan should be brought into force. If more than 50% of people vote yes, it will then be used to shape planning decisions and applications in Sudbury Town. It will sit alongside the Brent Core Strategy.

² DCLG, March 2012, National Planning Policy Framework (NPPF)

³ GLA, July 2011, The London Plan: Spatial development strategy for Greater London

⁴ See: <http://www.brent.gov.uk/tps.nsf/Planning%20policy/LBB-26>

What is the process for preparing the neighbourhood plan?

There are a number of stages involved in preparing a neighbourhood plan. Broadly, they include:

- a) Initial consultation to identify issues, concerns and areas of focus for the neighbourhood plan.
- b) Collection of 'evidence' on the issues and potential options, ideas and strategies to be progressed through the Plan.
- c) Production of and consultation on the 'Issues and Options'.
- d) Drafting a preferred strategy for the neighbourhood plan.
- e) Review the neighbourhood plan to see whether it is general conformity with the strategic objectives of the development plan.
- f) Testing the neighbourhood plan through an independent examination process.
- g) Subjecting the neighbourhood plan to a local referendum.
- h) Adopting the neighbourhood plan as a policy document – if more than 50% of people vote 'yes' at the referendum.

More information on the neighbourhood planning process can be found on the DCLG website⁵. The Sudbury Town neighbourhood plan is currently at the 'Issues and Options' stage.

⁵ <https://www.gov.uk/neighbourhood-planning>

What is the purpose of this report?

The document you are reading is the Sudbury Town neighbourhood plan Options report. We have called it a discussion and consultation document. It reports on the issues raised during consultation, identifies common themes, and potential opportunities or options to address these.

The report is a starting point for further discussion, through which other opportunities might be identified, or some ruled out. The purpose of this is to help identify a preferred strategy or set of actions to be developed and refined. Following this introduction it comprises four more chapters. These are:

- Chapter 2: The neighbourhood plan area. This presents an overview of the extent of the study area and key features or areas of focus within it.
- Chapter 3: Sudbury Town Today, or, 'The Issues'. This reports on the consultation undertaken and what we have been told so far.
- Chapter 4: Sudbury Town Tomorrow, or, 'The Options'. This presents a vision and objectives for Sudbury Town and a series of options.
- Chapter 5: What happens next? This runs through the next steps in the production of the plan.



How can you get involved?

This document presents some options for inclusion in the emerging neighbourhood plan for Sudbury town. We would like to know whether you think the issues identified are the right ones and what you think about the suggested ways for addressing these. We'd also like to know whether there are any other issues, and options, that have not been identified, but which you think should be addressed in the neighbourhood plan.

Comments can be made in person at one of the upcoming events, by filling in a feedback form, by commenting on the Sudbury Town facebook page, or by tweeting STRA with the hashtag #sudtwnNP. You can also contact the STRA direct, become a member or volunteer to help. Details can be found on the STRA website.

We look forward to hearing from you.

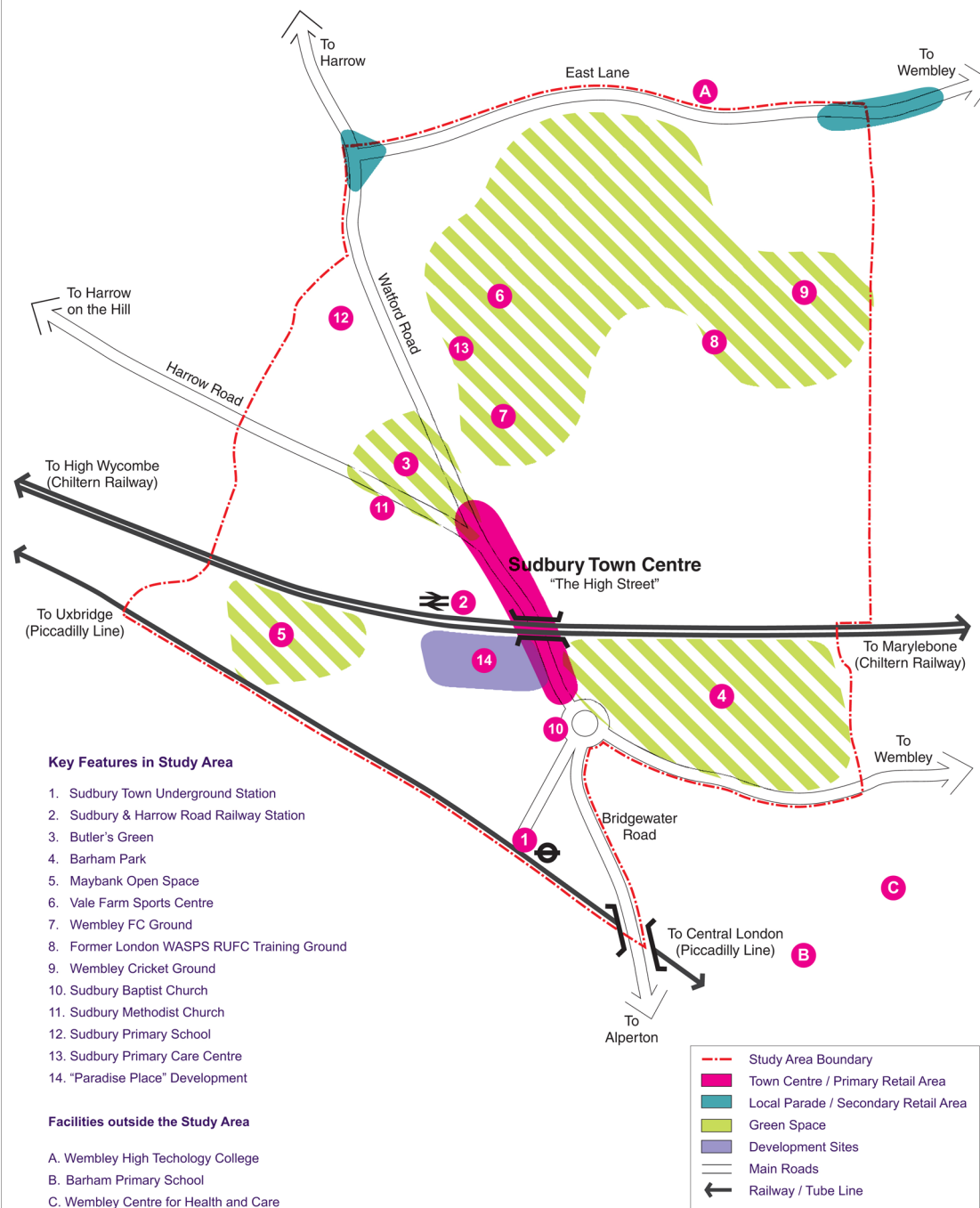
>> STRA website: <http://www.stra.org.uk/>

>> STRA Facebook page: www.facebook.com/SudburyTown

>> STRA Twitter feed: www.twitter.com/SudburyPlanning
[@sudburyplanning](https://twitter.com/sudburyplanning) hashtag [#sudtwnNP](https://twitter.com/sudtwnNP)



Uses within the neighbourhood plan area





2. THE NEIGHBOURHOOD PLAN AREA

Boundary

The boundary of the Sudbury Town neighbourhood plan runs along East Lane at its northern most point, down Sudbury Avenue to the east, along Harrow Road to the south, where it kinks down along Bridgewater Road to the Piccadilly tube line. It then follows this up to The Rise, whereupon it follows Maybank Avenue and Elms Lane to form the western boundary.

This boundary was drawn for the purposes of the bid to DCLG for frontrunner funding. It has since been formally approved by Brent Council as being appropriate for plan making purposes.

The boundary will be used for consultation purposes and, if and when the neighbourhood plan progresses to a referendum, will be used as the area within which residents and businesses will be invited to vote on the plan.

The drawing of the boundary does not mean that the neighbourhood plan will address all planning matters within it. Matters such as residential extensions for example will still be subject to normal planning procedures set out in the Council's Core Strategy. What the boundary does do is place the town centre at the heart of the study area. This is the primary focus of the neighbourhood plan.

The town centre

The town centre is on the Harrow Road and includes a mix of high street activities, such as shops and cafes, as well as betting shops, hot-food takeaways and several car showrooms. It is bookended by the green spaces of Butler's Green to the north and Barham Park to the south.

Most of the shops and retail premises along the High Street are in the order of two to three storeys high. Some are converted residential properties, others are purpose built shop units with flats above. There are few vacant properties along the High Street, and few high street chain stores.

Harrow Road is the main north south route through the study area. Watford Road and Harrow Roads come together at the Butler's Green end of the High Street. At the Barham Park end, Harrow and Bridgewater Roads come together. The High Street thus acts as a funnel, with all movement routes and activities coming together at this point.



Sudbury Town Underground station: an architectural gem on our doorstep:

"The first of Charles Holden's tube stations for Frank Pick was Sudbury Town, on the Piccadilly line, opened in 1931. There had been nothing like this distinctly modern yet well-crafted building in Britain before. With typical modesty, Holden, a retiring, teetotal, vegetarian Quaker draper's son from Bolton, Lancashire, chose to describe his first modern masterpiece as "a brick box with a concrete lid". Possibly, just possibly, Holden meant something more.

*I can't help thinking that this truly great and still under-rated English architect was thinking of Inigo Jones (1573-1652), who had instigated a revolution in British architecture in the reign of James I when he designed the country's first truly classical buildings. When his client Francis Russell, Earl of Bedford, asked Jones to add a chapel "as cheap as a barn" to his smart residential development built around the new Covent Garden piazza, the architect replied "then you shall have the handsomest barn in England". **Sudbury Town station is surely transport design's equivalent of St Paul's, Covent Garden.***

Jonathan Glancey, Guardian architectural correspondent

(The station was awarded Grade II-listed status on 19 February 1971 and upgraded to Grade II*-listed status on 20 July 2011.)

Uses and connections

In addition to the mix of activities along the High Street, the study area benefits from the presence of a mix of social and community facilities, including schools, and the Baptist and Methodists churches. It also benefits from extensive areas of green space. In addition to Butler's Green and Barham Park, the study area also includes the Vale Farm sports and leisure area, as well as the Maybank open space.

The area is well served by public transport. Sudbury Town underground station provides regular services into central London, and numerous bus routes operate through the town centre. Sudbury & Harrow Road railway station is also found on the High Street. This provides train services into Marylebone, although these are infrequent. The railway line crosses Harrow Road and acts to cut the High Street in half.

The highest concentration of shops and activities are to the north of the railway line, although there is a small parade of shops fronting the Harrow Road roundabout to the south of the railway line. The recent redevelopment of the Classic Cars dealership, including flats and a Tesco foodstore, is helping to link the two sides of the High Street together. This development ('Parkside Place') is the first phase in the planned regeneration of the Barham Park Estate. The current street and pavement improvements being carried out along the High Street will also help unify the area.

Much of the remainder of the study area is residential in nature, although there are some local shopping parades at the junctions of East Lane and Watford Road, and East Lane and Sudbury Avenue.



3. SUDBURY TOWN TODAY (THE ISSUES)

Consultation

Over the course of the last year we have run a series of consultation exercises. These have included:

- A walk around of the town centre (called a Placecheck) to find out what people like and don't like about Sudbury Town, and what should happen in the area.
- A briefing and Q&A with residents, at which people volunteered to act as 'community champions' to help raise awareness of the plan and contribute their time and skills.
- A presentation to and drop-in surgery for residents and businesses.
- A workshop event to explore opportunities for change and improvement in the town centre.
- A mail-shot to all residents, businesses and organisations in the study area (more than 3,000 questionnaires and briefing notes were sent out).
- Printing and placement of banners in Sudbury Town to raise awareness of consultation events.
- A media campaign to raise awareness, including an article in the Harrow Times.
- Creation of an active twitter feed to seek peoples' views, and regular updates, including questionnaires, on the STRA and Brent Council websites.
- Discussion with people at events such as the Big Lunch in Barham Park and at the Diamond Jubilee parade through Sudbury Town.

What you told us

Many people have been involved in production of the plan to date, contributing ideas and participating in consultation events. We have spoken with residents, businesses, our local councillors, voluntary organisations, the guides, cadettes and council officers.

Feedback received through the consultation exercises pointed to a series of issues and concerns for consideration in the neighbourhood plan. These are summarised below:

- A poor variety of shops in the town centre and, in particular, there are too many betting shops and hot-food take-aways.
- There is a lot of street clutter in the town centre, comprising a mix of advertising boarding related to shops and other businesses, as well as road signage. The number of satellite dishes on building frontages contributes to this problem. Closely related to this is the issue of litter, overflowing bins and general dumping of rubbish. These all detract from the look and 'feel' of the town centre.
- Although recent work has been undertaken to improve the quality of the pedestrian environment, it was commented that it was still poor in many places and this gives an impression of neglect.
- The poor quality and appearance of the environment beneath the railway bridge on Harrow Road, lighting, graffiti and presence of pigeons.
- Poor quality and dangerous pedestrian crossings, particularly across Harrow Road and District Road, linking with Barham Park.
- A lack of cycling parking facilities and good cycle routes.

Selected images: Sudbury Town today
How can we improve the quiality and appearance of the town centre, the mix and type of uses?





- Infrequent rail services from Sudbury and Harrow Road station.
- Car parking is too expensive, particular for short-term visitors. However, it was also noted that commuters are parking at Barham Park and this should be restricted.
- Some people expressed concern about the height of the new residential development to the south of Sudbury & Harrow Road station.
- Concern about the disused toilet block in Butlers Green.
- There is a wide-spread concern about paan spitting⁶, its appearance and generally negative impact on the appearance of the town centre.
- Some people mentioned safety and, in particular, noted issues associated with groups of men loitering in the area, drinking and harassing women.
- Neglected front gardens and little greenery in the actual town centre. But also a need to protect and enhance Butlers Green and Barham Park.
- The lease of the former Wasps RUFC training ground is not being fulfilled and should be enforced so it can be used by all.
- Land to the rear of properties on Chilcott Close is being used as a location for fly tipping and vandalism.

⁶ Paan is a mixture of tobacco, nuts and spices wrapped in a leaf. When chewed and spat on to the street, it dries and leaves a dark red, blood-like stain that is both difficult and costly to remove.

QUESTION BOX 1

Many of the issues raised appear to relate to (a) the mix and type of shops in the town centre (b) the quality and appearance of the environment (c) general accessibility and the pedestrian environment.

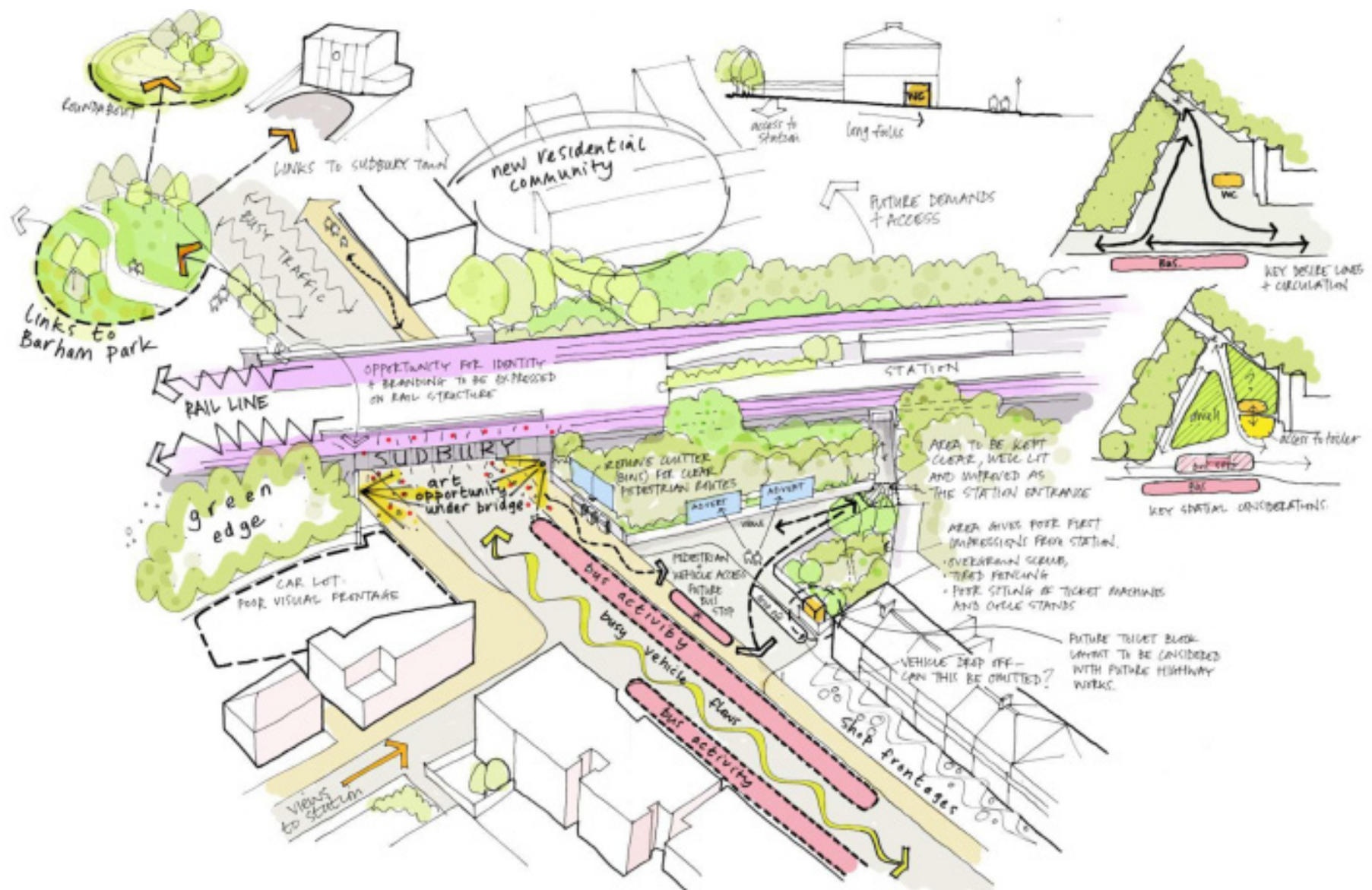
What do you think?

The neighbourhood plan also presents us with the opportunity to identify opportunities for change and development. This has been discussed during consultation events.

We think the neighbourhood plan is an opportunity, not a threat. There are some uses in the town centre, such as car showrooms, that contribute little to the quality and attractiveness of the town centre. Should the current uses close or relocate we think they could be put to alternative use that enhances the town centre, such as new shops, community facilities and new homes.

“...become a more connected,
cohesive and locally active
community...”

Potential areas for street and space improvement, as presented by WestTrans





4. SUDBURY TOWN TOMORROW (THE OPTIONS)

Vision and objectives for Sudbury Town

Feedback received through the consultation exercises has led to the following vision statement:

“A greener, cleaner, safer Sudbury Town, with a High Street at the heart of the community that we can all be proud of”

Following from this are a series of objectives. These break the vision into topic areas and will allow for policies and projects to be identified. They are:

>> Objective 1:

A vibrant place with a mix of shops and services

>> Objective 2:

A more attractive place with an improved public realm, and good quality green spaces

>> Objective 3:

A place that is easier to get around, to and from

>> Objective 4:

A place where development and change enhances the local area and reflects the needs of the community

QUESTION BOX 2

Do you agree with vision and objectives outlined above?

Do you agree that these are the right focus for the neighbourhood plan?

What do you think? Are there any objectives missing? What would your vision be?

Policies and projects

Flowing from the objectives we have started to identify potential policies and projects for inclusion in the neighbourhood plan. They are presented for comment at this stage. Following your feedback, we will prepare a set of policies. The policies will influence what happens where in Sudbury Town.

Our ideas are presented on the following pages.



Objective set 1 (shops and services)

"A vibrant place with a mix of shops and services"

Betting shops and hot-food takeaways

Concern was expressed during consultation with regard to the increased presence of betting shops and hot-food takeaway outlets along the High Street and whether any measures can be put in place that will help control further increases in the future.

There is currently limited scope within existing planning and licensing laws to limit the increasing numbers of betting and hot-food takeaways, but it is a subject that has recently attracted much attention. The GLAs Takeaways Toolkit⁷ sets out some tools and interventions that might be used to help local authorities develop a response to the health impacts of fast food takeaways.

A number of other local authorities, including some in London, have been investigating what mechanisms might be put in place. These are discussed in the appendix. Some potential approaches for Sudbury Town are set out below.

⁷ GLA, November 2012, Takeaways Toolkit

A 'clustering' policy

We could look to introduce a policy that establishes how much of the retail frontage in the town centre can be used for different uses, such as betting shops and hot-food takeaways. This would be expressed as a percentage of the total retail frontage and could encourage different uses to be interspersed. This would not change what exists at present, but would help to control an increase in future uses.

A 'catchment area' policy

Building upon health and well-being agendas, we could consider drawing a catchment area around a set distance from local schools (say a five or ten minute walking distance) within which restrictions could be placed on new hot-food takeaways being permitted.

Increasing variety

Concern was expressed during consultation about the closure of the library and lack of community facilities within the town centre. It was suggested that beyond day-to-day necessities, there were few reasons to visit and spend time in the town centre. It was suggested that a wider range of shops and activities should be promoted, including new cafes for example. It was further suggested that other non-traditional high street activities that encourage people to visit the town centre at all times of the day and which have spin-off benefits for other businesses could be promoted. This might include for example a new library or educational facility. This might require consideration to be given to the existing retail policies established in the Brent Council Core Strategy for town centres.

QUESTION BOX 3

What do you think about the options outlined above? Do you agree? Do you have any suggestions or alternative ideas? Please tell us what you think



Objective set 2 (public realm)

"A more attractive place with an improved public realm, and good quality green spaces"

The public realm is defined as all the spaces between buildings to which the public has access. The Brent Placemaking Guide⁸ states that:

'a well designed and high quality public realm is essential to creating good places and strong communities....'

During our first consultation event many people expressed concern about the quality of the public realm, the state of the pavements (including potholes), the lack of greenery along the High Street, lack of places to sit, and the unwelcoming nature of the pedestrian environment under the railway bridge.

In parallel to our work on the neighbourhood plan, the Council, in partnership with Transport for London, designed a public realm improvement scheme⁹. We supported that.

At the time of writing, the improvement works are almost complete. We believe the scheme has made a vast improvement to the quality of the High Street. It is a nicer place to walk, to visit and spend time in. It is now easier to cross the road. New street trees have been introduced. New toilets have been installed next to Sudbury and Harrow Road station. The High Street feels and looks both cleaner and fresher. It is somewhere that we enjoy spending time in.

⁸ Brent Council, 2011, The Brent Placemaking Guide, Achieving excellence in the design of the public realm

⁹ This scheme was prepared in accordance with the London Mayor's Transportation Strategy and Brent Council's Local Implementation Plan (LIP) for transport. It also accords with policy 6.1 of the London Plan. Funding for the scheme has been made in full by TfL

The aim of the improvement scheme was:

'to provide a new road layout for Sudbury Town centre which will benefit all road users. The scheme specifically targets reducing pedestrian and vehicle accidents, improving bus facilities and movements, improving parking and loading, reducing congestion, and improving the streetscene'.¹⁰

We think it has achieved many of these things and that it represents an excellent start for Sudbury Town. However, we think it can be extended further.

Ideas for additional public realm improvements

The scheme currently being implemented addresses many of the issues and concerns expressed in the earlier consultation exercises. It will reduce street clutter along the High Street, increase pedestrian space and safety at crossing points, introduce trees and greenery, linking the High Street with Butler's Green and Barham Park, and resolve some of the conflicts between pedestrians, busses and other traffic.

Overall, it will contribute to an enhanced and improved environment for all – which has emerged as one of the key objectives for this neighbourhood plan. This is an excellent start for Sudbury Town and one which the neighbourhood plan can build upon. However, there are some issues not being addressed by the current scheme which we think could be included in a further expansion of it. These include:

¹⁰ See Brent Council public consultation document, March 2011, Ref.: TP880 – JP (<http://www.bmgresearch.co.uk/brent/UploadedFiles/Signed%20-%20TP880%20Delegated%20Report.pdf>)

Example images showing how the bridge environment could be improved with the use of lighting and artwork, making a better 'gateway' into the High Street



Top: Mural, Kilburn
Bottom: Lighting, Southwark Street



Above: Artwork, Southwark Street



Above: Lighting and place naming, Acton



- Improving the quality of the pedestrian environment and experience under the railway bridge, including the installation of feature lighting and or public art. It was suggested that a competition could be held for local school children to design poster art or a mural for display on the walls under the bridge. This could also act as a 'welcome' to the town centre.
- Further enhance the quality of the space outside the Sudbury and Harrow railway station, creating a safer and more pleasant environment. This could be a new town square, with seating, cycle parking and an improved station entrance.
- Potentially relocate the no. 18 bus stand further north to both reduce congestion in the High Street and the visual impact of standing busses. It was suggested during consultation that the bus stand be relocated to Northwick Park.
- Improve the pedestrian environment around and access to the Sudbury Town underground station, reconfiguring the bus stop and waiting areas outside the front of the station, and enhancing the pedestrian entrance to the rear of the station.
- Expand the urban realm scheme to include improvements to pedestrian crossing facilities at the Harrow Road and Bridgewater Road roundabout, making them more direct and easier for pedestrians to cross to Barham Park. Consideration could be given to a reconfigured road junction here, potentially replacing the roundabout.
- Expand the urban realm scheme to include the former toilet block at the apex of Butler's Green, integrating this space with the High Street.
- Landscaping of the mini-roundabout at the apex of Butler's Green, improving the welcome to the town centre.
- Cleaning up the rubbish behind the fences next to the railway bridge, and removal of advertising hoardings which contribute to visual clutter.
- Completing the current improvement works by reaching agreement with those businesses on the High Street who have so far not let the Council pave up to the property line. Left as it is gives a poor impression of the town centre.
- Exploring whether the sale of paan can be regulated and whether behavioural attitudes can be changed to reduce the amount and impact of paan spitting and stains on the quality of our streets and spaces.



Some of these ideas have been explored in parallel by WestTrans¹¹, including improved pedestrian space outside the main entrance of Sudbury Town underground station, creation of a pocket park to improve the pedestrian entrance to the rear of the station, improving areas of paving and crossing facilities over the Bridgewater Road roundabout, improving the experience under the railway bridge, and creating a new landscaped park outside the Sudbury and Harrow Road railway station. Longer term, it is also suggested that a secondary access to the Sudbury and Harrow road station, through the redevelopment of the Barham Park estate, might be created. Together, these can help transform the quality of Sudbury Town Centre.

If we are to progress any of the ideas we will need to liaise with the Council, Transport for London, Network Rail and Chiltern Railways.

It is suggested that any further public realm works in Sudbury Town should follow the style of that work already undertaken, providing a consistent and unified appearance across the town centre. We would also encourage any further work to be prepared in accordance with the guidance and principles set out in the Brent Placemaking guide. The guide provides advice on the benefits of well-designed places, sets out design principles, provides examples of well designed streets and spaces, traffic management techniques, parking, tree planting and materials that should be used in public realm schemes.

QUESTION BOX 4

What do you think about the opportunities outlined above? Do you agree? Do you have any suggestions or alternative ideas? Please tell us what you think.

¹¹ WestTrans is a partnership of the six West London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. It works with Transport for London to identify, develop and implement transport projects to the benefit of the subregion.

Shopfronts

The quality of the shop fronts along the High Street has an influence on the appearance and attractiveness of the town centre. During consultation the visual appearance of buildings in the town centre was raised: many people thought that the upkeep and maintenance of the buildings could be improved, and that a consistent approach to signage and shopfronts would make an improvement to the experience of the town centre.

The recent transformation of Leyton High Street demonstrates what can be achieved¹². New shop fronts, signage, materials and facade treatments have enhanced the quality and appearance of the town centre. This was funded through the Government's 'Working Neighbourhood's fund'¹³. It provides an example of how the shop fronts in Sudbury Town could be enhanced¹⁴. We will discuss with the Council what grants and funding might be available to help pay for shop front improvements.

It was also suggested during the consultation exercises that landlords of properties fronting the High Street should be required to maintain their properties in line with the aspiration for an improved town centre.

Brent Council's Shopfront and Shop Sign supplementary planning guidance¹⁵ was prepared in accordance with the previous Unitary Development Plan, which has now been replaced by the Council's Core Strategy. This presented guidance on architectural features, fascias, projecting signage, awnings, security shutters, cash dispensers, highway safety and illumination. The guidance

¹² For more information, see, for example: <http://www.guardian.co.uk/sport/2012/jun/22/london-olympic-leyton-council-makeover?newsfeed=true>

¹³ <http://webarchive.nationalarchives.gov.uk/20120919132719/www.communities.gov.uk/communities/neighbourhoodrenewal/workingneighbourhoodsfund/>

¹⁴ Other examples are presented by Design for London in their publication 'The London High Street Possibilities Primer', September 2011

¹⁵ Brent Council, 2003, SPG7: Shopfronts & Shop Signs



established what would be considered acceptable or not within individual planning applications.

The neighbourhood plan could provide policies on the design intent for shop fronts within the town centre. This could be taken forward as part of or in parallel to an expanded public realm scheme, ensuring consistency and coherence between the two. This could also include guidance on the use of shop signage on pavements and in the public realm. Removal or standardisation of these, in terms of their size, appearance and locations would help reduce street clutter along the High Street.

QUESTION BOX 5

Do you think we should seek to encourage improvements to the quality of shop fronts along the High Street? Are there any particular areas where improvements should be targeted?

Please do tell us what you think.

Sudbury Town Neighbourhood Plan
Options report: For discussion and consultation

The Sudbury Town Neighbourhood Forum
with support from Brent Council

Example images: shopfront improvements along Leyton High Street





Green spaces

The Council's Core Strategy recognises the importance of and seeks to protect areas of open space and local value. Through the neighbourhood plan, additional weight can be given to the protection of open space in Sudbury Town. At earlier consultation exercises, the value of Butler's Green and Barham Park were identified. Comments were also made with regard to making better use of these spaces and better integrating the quality and value of these green spaces with the High Street. And new development that takes place in Sudbury Town should seek to enhance the quality of the green spaces and local ecological habitats.

It was also suggested that these areas should be protected as important local green spaces. The opportunity exists to do this through the neighbourhood plan. As national policy states:

*Local communities through local and neighbourhood plans should be able to identify for special protection green areas of particular importance to them. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances.*¹⁶

¹⁶ See paragraph 76, National Planning Policy Framework

Butler's Green

At Butler's Green, the neighbourhood plan could investigate how the redundant toilet block might be used for alternative uses, enhancing the quality and safety of that space. This could include:

- Demolition of the existing buildings, opening up the space and creating better views through to the park.
- Refurbishing and using the existing buildings for alternative uses, such as a cafe in the park, or a pop-up shop¹⁷.
- Reusing the space for temporary activities, possibly including a weekly farmers market or similar. It was also suggested that this might be a suitable place for holding summer events, including the screening of films at an outdoor cinema for example.

¹⁷ Empty or vacant space or buildings used on a temporary, short-term basis

Example images: a summer screen in the park



Barham Park

In parallel to the production of this neighbourhood plan, approval has been granted for the Trustees of Barham Park to develop an option appraisal, project management plan and feasibility study for future uses of the Park buildings and options for improving the public space¹⁸.

The two strands of work will be taken forward together, with the neighbourhood plan (and the Council's Core Strategy), presenting the policy framework for the park. Options that are currently being explored by the Trustees include:

- Advertising vacant space within the existing complex of buildings for reuse and investigating whether any adaptations or other work is required to make the existing space more attractive for re-use and leasing out.
- Restore, repair and improve existing landscaping in the Park.
- Create enhanced eco-habitats for wildlife and educational purposes.

The neighbourhood forum would like to see a long term sustainable use of the Park and the buildings within it. Through initial consultation on the neighbourhood plan, it was suggested that the range of sports facilities and provision should be expanded in the Park, and also that the former library should be reopened. The neighbourhood plan can support provision of library space within the Barham Park buildings, though this is likely to be subject to the availability of funding. Other community uses, such as an adult education and training centre could be investigated, providing local people with the skills to access employment.

¹⁸ See LB Brent, Item 4, Minutes of the Executive, Monday 12 March 2012

In the meantime, and subject to discussions with the Trustees, temporary library provision might be accommodated. This could potentially take the form of a 'pop-up' library¹⁹ or a 'meanwhile use'²⁰.

Any improvements to Barham Park and Butler's Green should be considered alongside an extension of the public realm scheme outlined above. This would help integrate the green space with the High Street but also, importantly, look to enhance pedestrian crossing points across Harrow Road to better improve access to the Park.

QUESTION BOX 6

What do you think should be done with the toilet block in Butler's Green? How would you like to see the buildings in Barham Park reused in the future? Do you find it easy or difficult to cross the road to get to Butler's Green and Barham Park? Should we seek to designate these places as Local Green Space?

Please do tell us what you think.

¹⁹ The library is currently being hosted in a pop-up in Wembley High Street. We would like to bring this back to Sudbury Town.

²⁰ A meanwhile use is a temporary use of an empty property, facilitated through special 'meanwhile' leases. They can be used by community groups (and others) for a short-time. Such use can help maintain buildings and make a place feel vibrant and active. More can be found at <http://www.meanwhile.org.uk/> or <http://www.meanwhilespace.com/>. The recent London Plan draft Supplementary Planning Guidance on Town Centres encourages the use of meanwhile uses.

Vale Farm sports centre

The sports facilities and playing fields at Vale Farm are a wonderful asset for Sudbury Town. Brent Council, in their Core Strategy Site Allocations document (adopted 2011) note that the facilities are reaching the limits of use and are in need of modernisation and improvement. The Site Allocations document goes on to say that improved indoor and outdoor sports and recreation facilities should be provided here, incorporating better cycle links through Vale Farm and improved public transport links.

We fully support this. We think that Vale Farm has the potential to become a regional centre of sports excellence.

World cup winners England train at Wembley FC, Vale Farm, 1968





Former Wasps RUFC Training Ground and Club House

Up until the late 1990s London Wasps Rugby club were based in Sudbury, playing their home games at Vale Farm. The former ground has now been redeveloped for housing, but the club house and former training ground remain, though leased to new owners.

The Clubhouse and car park were sold freehold to the present owner by the Wasps Rugby Club. The adjacent fenced-off sports pitch is owned by the Council but has been leased to the owners of the former Clubhouse. The terms of the lease and the legal agreement that was attached to the planning permission for the redevelopment of the former Wasps ground requires that the pitch be made available at certain times for public use. Unfortunately the pitch has fallen into disuse and has been allowed to become overgrown.

During consultation on the neighbourhood plan, comments were made that the lease should be enforced. The Council are currently exploring ways of ensuring that the pitch is brought back into public use. Ideally this would be by working in partnership with the current owners of the club house and an appropriate community sports team. However, if this does not prove possible, other legal remedies may need to be considered.

QUESTION BOX 7

Should land at the former training ground be brought back into use?
If so, how should it be used?

Please do tell us what you think.

Land to the rear of the Crowngate Estate

To the rear of the Crowngate Estate (Compton Avenue, Chilcott and Hastings Close) a strip of land, currently leased to the owner of the former Wasps RUFC Clubhouse, is poorly maintained and subject to fly-tipping.

This situation could potentially be improved by revising the lease and allowing home owners whose gardens back onto this strip of land to extend their gardens and take ownership and responsibility for it (should they be willing).

QUESTION BOX 8

How can poorly maintained land be improved? Who should be responsible for this?

Please do tell us what you think.

Objective set 3 (access and movement)

"A place that is easier to get around, to and from"

A more vibrant Sudbury Town, with a good mix of shops, would help reduce the number of journeys residents make to other shopping areas by car and public transport. This is good for the environment and for local businesses.

The consultation raised a series of access related issues. We present options and ideas for these below. In all instances, we'd like to see better access for all.

Walking

The public realm scheme currently being implemented has made a significant improvement to the quality of the pedestrian environment in the town centre. However, as outlined in relation to Objective set 2 above (public realm), we think further improvements could be made to improve walking conditions even further. These include:

- Extending the public realm improvements all the way down to the Bridgewater roundabout.
- Improving conditions under the railway bridge.
- Improving crossing facilities, particular across to Barham Park.
- Improving the quality of space outside the railway and tube station entrances.

We think that further consideration should also be given to the junctions that bookend the High Street (Harrow Road and Watford Road roundabout to the north, Harrow Road and Bridgewater Road roundabout to the south). These are the 'gateways' into the town centre and as such would benefit from an improved 'welcome' and arrival into the town centre. Coupled with improved pedestrian crossing facilities to Barham Park, we think that the Bridgewater Road roundabout could be re-modelled. It is a large junction: scope exists to give some of this space back to the park for the enjoyment of all.

Concern has also been expressed with regard to safety in the area. The pedestrian link between Harrow Road, Perking Close and across the railway line to Mayfield Open Space is considered to be particularly unsafe, enclosed as it is between the backs of properties. A short term improvement could be to remove the wall between Sudbury Crescent and Perking Close, opening up views and increasing the perception of safety.

QUESTION BOX 9

What would you do to improve walking conditions in and around Sudbury Town? Do you agree with the ideas above?

Please tell us what you think



Cycling

Consultation responses showed a desire to improve cycling conditions and facilities in and around the neighbourhood plan area. This aligns with current initiatives across London: the Mayor has recently launched his cycle vision for London and announced funding for new schemes in the outer London boroughs.

Potential ideas in Sudbury Town could include:

- New, secure cycle parking facilities along the high street and at the railway and tube stations.
- Safer and more attractive cycle routes, including improved connections across Vale Farm, linking to the wider cycle network and helping to encourage more cycle use.
- Improved cycle routes incorporated into any extension of the public realm scheme, including a potential remodelling of the Bridgewater Road roundabout noted above, potentially following Dutch-style principles of cycle segregation, making cycling a safer and more attractive proposition for all people, of all ages and abilities.

QUESTION BOX 10

How would you improve cycling conditions in and around Sudbury Town? Do you agree with the ideas above?

Please tell us what you think

Public transport

Comments were made during consultation with regard to the frequency of services operating from Sudbury & Harrow Railway Station.

Although not strictly a planning issue, the neighbourhood plan can reflect and support the community's desire to see improved services at the railway station, which the community will seek through continued lobbying of Chiltern Railways.

It was suggested during the consultation events that there should be a community notice-board in the town centre, and that the public space next to the Sudbury & Harrow Railway station might be a suitable location for this. It was suggested that this should be electronic, displaying real time public transport and travel information, as well as being used to display local information and upcoming events.

Parking

Comments were made during consultation in regard to parking regimes, short and long term parking and parking costs.

Although it is not within the remit of planning policy to establish the cost of parking and the time that someone may park for, it can establish policies in regard to parking provision. In this regard, the London Plan establishes standards for car parking. Flexibility can be used, particularly in town centres 'where there are identified issues of vitality and viability'²¹.

These standards relate to individual developments and planning applications and should be considered when applications for development or change of use are made in the area.

²¹ See London Plan, 2011, Policy 6.13

Objective set 4 (development and change)

"A place where development and change enhances the local area and reflects the needs of the community"

Through the neighbourhood plan we have the opportunity to be proactive about land use and development changes.

At present, the Council does not identify any sites for development in Sudbury Town. That does not mean to say that planning applications cannot come forward and be approved. Where they do, they will be judged on their merits against existing policies in the Council's Core Strategy.

Through the neighbourhood plan we can set the agenda and influence what happens where. Future decisions and applications will then be made in accordance with the plan, and thus our wishes for the area.

We also have the scope to use future development in the area to help lever funds to pay for improvements to infrastructure in Sudbury Town.

Developers are obliged to pay a 'community infrastructure levy' if and when planning applications are approved. This levy applies to development over 100 square metres.

The levy is determined in accordance with the Council's schedule of charges²². If an application is approved for development in the area, 15% of the levy will be ring fenced for spending on projects in the neighbourhood plan area. When the neighbourhood plan is brought into force, that figure will rise to 25%.

²² <http://www.brent.gov.uk/services-for-residents/planning-and-building-control/planning-policy/community-infrastructure-levy/>

Through the neighbourhood plan, we can say what we think the levy should be spent on.

We have set out some ideas below on what the levy could be spent.

Community infrastructure levy

The Community infrastructure regulations state that:

Any monies received through the levy is meant "to support development" of the area, including funding towards "the provision, improvement, replacement, operation or maintenance of infrastructure" or "anything else that is concerned with addressing the demands that development places on an area".

In Sudbury Town, this could possibly include:

- Contributions towards a shopfront improvement scheme.
- Contributions to an expanded public realm scheme.
- Contributions towards road improvements, including new cycle routes and facilities, as well as safer pedestrian crossings and the potential remodelling of the Bridgewater Road roundabout.
- Contributions towards new community facilities, such as new library space.

We would also like to explore whether an electronic community notice-board could be funded through the levy.

QUESTION BOX 11

What do you think money raised through the community infrastructure should be spent on?

Please tell us what you think



Development opportunities

The following opportunities were identified for potential future development or re-development during the consultation exercises:

Car showrooms and garages on the High Street:

There are several car showrooms and garages in the town centre. We do not think these contribute to the quality or attractiveness of the town centre and that other uses more appropriate to this location should be actively encouraged.

Development opportunities fronting the High Street should include ground floor retail or community uses, with new homes above. The Brent Council Core Strategy²³ and London Plan²⁴ establish density and design policies that should be considered when making proposals for new development. However, any development that does come forward should respect the existing scale of buildings in the town centre and immediate surroundings, being in the order of three to four storeys in height.

Land behind the Post Office:

To the rear of the Post Office, land is used for car sales and associated parking. This is however a residential area. Uses that are more appropriate to the location should be encouraged. The site could be used to provide new homes, contributing to an improved residential amenity for all.

As noted above, density and design policies are established by the Core Strategy and London Plan, though we suggest that proposals for any new development be in the order of two to three storeys high. The type and mix of new homes to be provided should respond to local needs and be built to high standards of sustainability.

Beyond these suggestions, and as noted in previous sections, we also encourage:

- Strengthening Vale Farm as a regional centre for sports excellence.
- Re-using, re-furbishing or re-developing the vacant toilet blocks in Butlers Green.
- Re-use of buildings in Barham Park, to include community and educational facilities.

QUESTION BOX 12

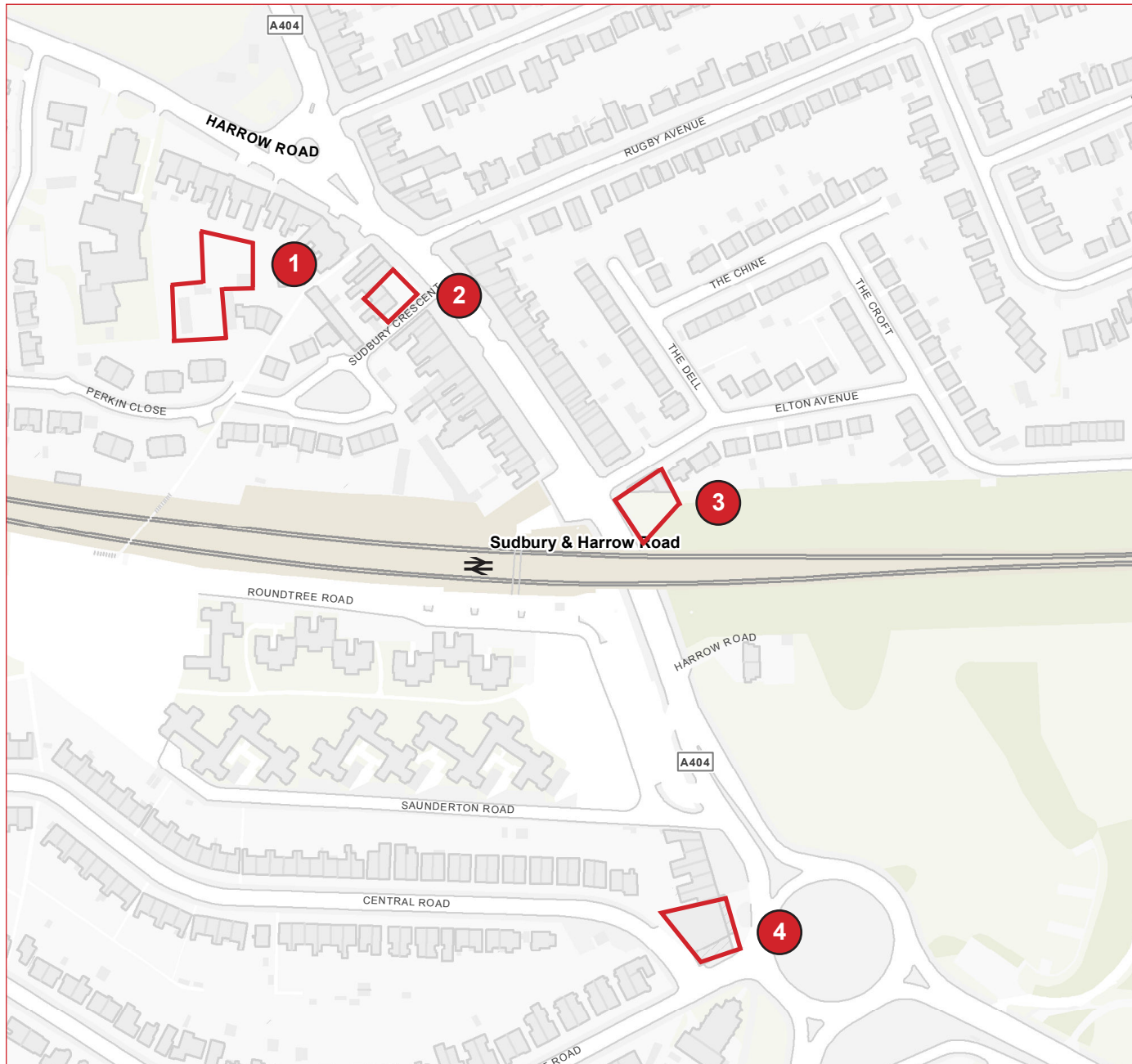
What opportunities for new development are there in Sudbury Town? What type of development should take place? Do you agree with the opportunities identified? Are there others?

Please tell us what you think

²³ Brent Council, July 2010, Brent Core Strategy

²⁴ GLA, July 2011, The London Plan: Spatial development strategy for Greater London

Development opportunities



Key

1. Land to rear of Post Office. Currently being used for car sales and associated parking. Potential long term reuse for eco-friendly housing.
2. Building and land fronting High Street currently being used as a car showroom. Potential future reuse or redevelopment for new shops and or community uses on ground floor, with new homes above.
3. Building and land adjacent to railway bridge currently being used as a car showroom. Potential future redevelopment for new shops and or community uses on ground floor, with new homes above, enhancing 'gateway' site into town centre.
4. Building fronting Bridgewater Road roundabout currently used as a garage and car repairs. Potential future redevelopment for new shops and or community uses on ground floor, with new homes above at prominent site opposite Barham Park.



What's not in the plan?

The primary focus of the neighbourhood plan is on improving the quality of the town centre. This recognises the importance of creating attractive, viable and vibrant centres at the heart of the community.

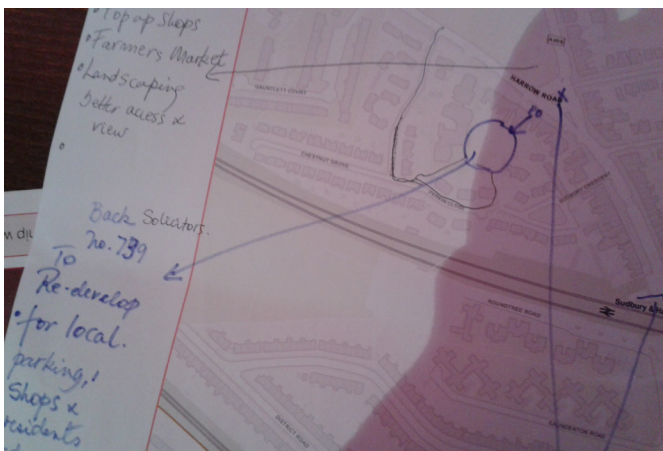
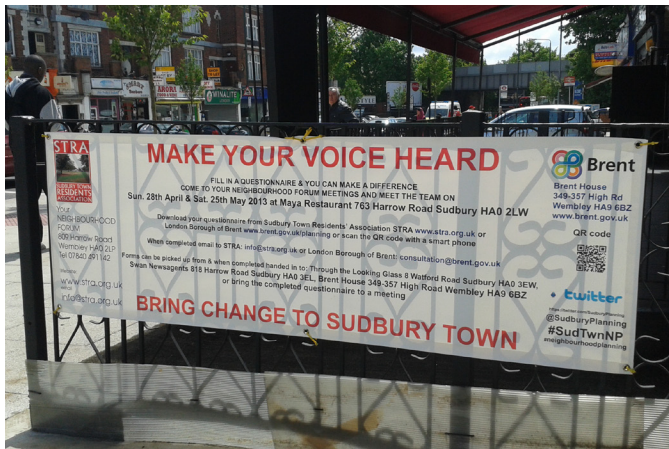
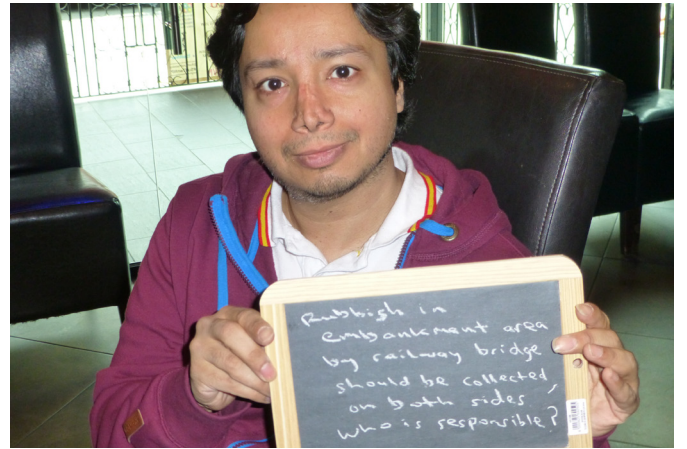
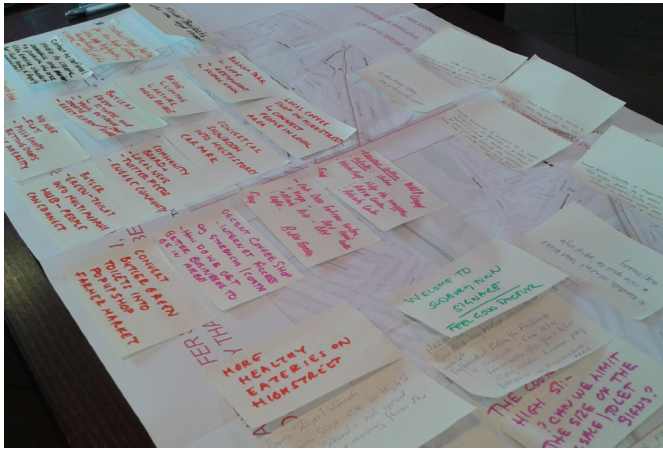
Where a particular issue or subject is not covered in the neighbourhood plan, the Council's Core Strategy will provide the policy framework for shaping and determining planning applications. For example, if an application is made to the Council for an extension to a private house, it will be determined in accordance with the Core Strategy.

As previously mentioned, there are no hard and fast rules as to what should be covered by the neighbourhood plan. This report covers those areas raised during consultation. It does not need to be this wide-ranging. It can just focus on one or two issues if that is more appropriate. We'd like to know your views on this.

QUESTION BOX 13

Do you agree with the focus of the Neighbourhood Plan? Is there anything important we have missed? Or are we trying to address too much?

Please do tell us what you think.





5. WHAT HAPPENS NEXT?

Writing policies

Following feedback on this report we will start preparing policies for the plan that will shape the future of Sudbury Town.

We will continue to consult so that the emerging plan reflects the community's views. Once we are all happy with the plan it will be submitted for independent examination.

Examination of the plan

The examination of the plan will look at whether it has met certain 'basic conditions', for example, having regard to national policy objectives and whether it is in general conformity with the strategic objectives of the development plan (see Appendix C for more information).

Referendum

Should the examiner be satisfied that the neighbourhood plan meets these basic conditions it will be recommended that a referendum takes place. At the referendum, those people of voting age residing in the neighbourhood plan area will be able to vote on whether they want the plan to come into force or not. If more than 50% of all people who vote say 'yes', then the plan can start to be used for planning purposes.

Ongoing consultation

Between now and then we will be consulting with residents, businesses, landowners and other organisations on a regular basis.

Together, we can make a stronger plan for Sudbury Town, one that can really influence a positive future for the area.

We want as many people as possible to be involved in the neighbourhood plan – and to be as excited by it as we are. This is an excellent opportunity for us to make a real difference in Sudbury Town.

So please do tell us what you think. And if you want to help us work on the plan then please let us know. We would love to hear from you.

>> STRA website: <http://www.stra.org.uk/>

>> STRA Facebook page: www.facebook.com/SudburyTown

>> STRA Twitter feed: [www.twitter.com/SudburyPlanning](https://twitter.com/SudburyPlanning)
[@sudburyplanning](https://twitter.com/SudburyPlanning) hashtag [#sudtwnNP](https://twitter.com/SudburyPlanning)



APPENDIX A: EXTRACTS FROM NATIONAL PLANNING POLICY FRAMEWORK

Selected neighbourhood planning extracts from the National Planning Policy Framework

Key neighbourhood planning extracts from the NPPF, including paragraph references:

- 1) *It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which **reflect the needs and priorities of their communities**.*
- 2) *The National Planning Policy Framework must be taken into account in the preparation of local and neighbourhood plans*
- 16) *Neighbourhoods should:*
 - *develop plans that **support the strategic development needs set out in Local Plans**, including policies for housing and economic development;*
 - ***plan positively to support local development**, shaping and directing development in their area that is outside the strategic elements of the Local Plan*
- 17) *Planning should:*
 - *be genuinely plan-led, **empowering local people to shape their surroundings**, with succinct local and neighbourhood plans **setting out a positive vision for the future of the area***
- 58) *Neighbourhood plans should **develop robust and comprehensive policies** that set out the quality of development that will be expected for the area*
- 76) *Local communities through local and neighbourhood plans should be **able to identify for special protection green areas of particular importance** to them. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances.*
- 183) *Neighbourhood planning gives communities direct power to **develop a shared vision for their neighbourhood and deliver the sustainable development they need**.*
- 184) *Neighbourhood planning provides a powerful set of tools for local people to ensure that they **get the right types of development for their community**. The ambition of the neighbourhood should be aligned with the strategic needs and priorities of the wider local area. Neighbourhood plans must be in general conformity with the strategic policies of the Local Plan.... Neighbourhood plans and orders **should not promote less development than set out in the Local Plan or undermine its strategic policies**.*
- 198) *Where a planning application conflicts with a neighbourhood plan that has been brought into force, planning permission should not normally be granted.*



Sudbury Town Neighbourhood Plan
Options report: For discussion and consultation

The Sudbury Town Neighbourhood Forum
with support from Brent Council

APPENDIX B: BETTING SHOPS AND HOT-FOOD TAKEAWAYS

This section presents an overview of the current mechanisms available to control the number and location of betting shops and hot-food takeaways.

Changing the planning use class order

Currently, in planning use class terms, betting shops are included within the same category as banks and building societies, and are thus treated in the same way.

Under the general permitted development order, restaurants and cafes can, for example, be changed into a betting shop as easily as they can a bank. Some local authorities²⁵ have been lobbying DCLG for a change, proposing a separate use class be created for betting shops. In December 2011, Mary Portas recommended in her review of High Streets²⁶ that a separate use class be created for Betting Shops (recommendation 13). However, the Betting Shops Bill 2010-12²⁷, which requested this very change, failed to make its passage through Parliament and has made no further progress.

Although a change of use class may be a long term aspiration, it is not yet an approach that the neighbourhood plan will be able to implement, though is one that should be monitored for the future.

Article 4 Directions

In the Government's response to the Portas Review²⁸, DCLG note that an Article 4 Direction could be used by local authorities to control certain uses, such as betting shops, by removing permitted development rights.

An Article 4 direction does not prevent development from taking place, but it does require a planning application to be made for that use. However, guidance suggests that use of Article 4 directions should only be considered in exceptional circumstances and where evidence suggests that the exercise of permitted development rights would harm local amenity or the 'proper planning of the area'²⁹.

The London Borough of Barking and Dagenham is currently consulting on the introduction of an Article 4 direction to curb the proliferation of betting offices across the borough³⁰. This removes permitted development rights for proposals for new betting offices that would be within 400m of an existing betting office. Such an approach could be further investigated through the neighbourhood plan. However, Article 4 Directions have been rarely used for these purposes elsewhere, as they require evidence as to need and impact, regular monitoring and potential compensation.

Restrictions in 'sensitive' locations

It might be possible for the Council to control hot-food takeaways in certain locations, such as within walking catchments of 'sensitive uses' such as schools. Such an approach has been followed in other local authorities³¹, where the presence of a high-number of takeaways is considered to be linked to unhealthy lifestyles, impacting particularly on school children.

Brent Council is considering such an approach within the Wembley Area Action Plan³². It is suggested in this that a 400 metre walking

²⁵ The London Borough of Hackney for example. See Recommendation One, Scrutiny inquiry on 'The Concentration of Betting Shops in Hackney', July 2009

²⁶ The Portas Review, December 2011, An independent review into the future of our high streets

²⁷ See <http://services.parliament.uk/bills/2010-12/bettingshops.html>

²⁸ DCLG, March 2012, High Streets at the Heart of our Communities: the Government's Response to the Mary Portas Review

²⁹ DCLG, November 2010, Replacement Appendix D to the Department of the Environment Circular 9/95: General Development Consolidation Order 1995

³⁰ LB Barking & Dagenham, May 2013, Evening the odds: curbing the proliferation of betting offices, Draft Supplementary Planning Document

³¹ For example, LB Barking & Dagenham, July 2012, Supplementary Planning Document: Saturation Point, Addressing the health impacts of hot food takeaways

³² Brent Council, September 2011, Wembley Area Action Plan Issues and Options – see Options TC5



catchment be drawn around schools, within which a maximum threshold of permitted uses, expressed as a percent, could be set.

It might be possible to follow a similar approach for Sudbury Town through the Neighbourhood Plan. However, a 400 metre catchment (equal to a five minute walk) drawn around Sudbury Primary School, would only extend to the junction of Harrow Road and Watford Road. It would not cover the primary part of the town centre and so its effectiveness would be limited.

Restrictions outside 'sensitive' locations (Clustering policies)

In 2011, the London Mayor wrote to the Secretary of State calling for a change in planning policy to control the proliferation and clustering of betting shops³³. Such an approach is being used in Barking and Dagenham to control the concentration and clustering of hot food takeaways in those areas that fall outside of 'sensitive locations' (i.e.: around schools). Policy here limits the amount of hot food takeaways based on a set percent of the overall retail frontage along a High Street. It also encourages these uses to be interspersed, to minimise clustering, impact on amenity value, and the occurrence of breaks in the retail frontage to the street. This policy approach is also now being considered by LB Barking and Dagenham in their recent draft supplementary planning document on betting shops³⁴.

A similar approach could be considered for the neighbourhood plan, though would require further research into overall retail provision and mix, location and impact of different uses.

Encouraging diversity in the town centres

Sudbury town centre is identified as a 'local centre' in the Council's Core Strategy³⁵. This is defined as serving a localised catchment, accessible by walking and cycling, comprising local parades and clusters of shops offering convenience goods and other useful local services, such as post offices, pharmacies and laundrettes³⁶.

The London Plan states that Council's should support convenience retail in local centres and should seek to secure a sustainable pattern of provision, contributing to strong, lifetime neighbourhoods: places that are welcoming, accessible and inviting to all³⁷. To this end, the London Plan is also committed to supporting the provision of small shops and affordable premises.

Following from this, and key objective 3 in the Core Strategy ('Enhance the vitality and viability of town centres'³⁸), the neighbourhood plan could consider introducing a policy that promotes a diverse mix of activities within the town centre and controlling the size and type of units that might be permitted.

It should be noted that as this neighbourhood plan progresses, further information on the mix of activities along the High Street and how they have changed over time should be investigated in more detail. This will help support the policy direction that is eventually followed.

³³ See GLA Press Release, 18 October 2011, Mayor calls for planning controls over betting shop boom

³⁴ LB Barking & Dagenham, May 2013, Evening the odds: curbing the proliferation of betting offices, Draft Supplementary Planning Document

³⁵ See Brent Council Core Strategy, 2010, para 5.5

³⁶ See London Plan, 2011, para A2.3

³⁷ See London Plan, 2011, policy 4.8

³⁸ See Appendix C of this neighbourhood plan options report for more information

APPENDIX C: TESTING THE PLAN

The 'Basic Conditions'

For a neighbourhood plan to be brought into use it needs to meet a number of 'basic conditions'³⁹. These are:

- The plan has regard to national planning policies.
- The plan contributes to the achievement of sustainable development.
- The plan is in general conformity with the strategic policies of the development plan for the area.
- The plan is compatible with European Union law and human rights obligation.

National planning policies

The emerging Sudbury Town neighbourhood plan, with its focus on the Town Centre, aligns well with the strategic policy direction.

The National Planning Policy Framework (NPPF) was published in March 2012. It promotes the delivery of growth, new homes and jobs. It is clear from the NPPF that the Government expects communities to plan positively to support local development. The NPPF also establishes policies that support the vitality and viability of town centres.

Furthermore, recent reviews and strategies published at a national level have been prepared that focus on various ways and means of improving town centres. The Mary Portas Review⁴⁰, and the

³⁹ The legal source of the basic conditions is the Localism Act 2011 which inserted Schedules 4A and 4B into the Town and Country Planning Act 1990. Schedule 4B relates to neighbourhood development orders. Schedule 4A relates to neighbourhood development plans and applies parts of Schedule 4B to plans.

⁴⁰ <https://www.gov.uk/government/publications/the-portas-review-the-future-of-our-high-streets>

Governments response to this⁴¹, has raised the profile and importance of high quality town centres. The Government has launched 'Parades to be Proud of'⁴². This identifies a range of strategies that could be considered in local areas to help support and enhance local parades and centres. Amongst these, it recognises the role that neighbourhood planning, and planning as a whole, has to play.

Sustainable development

Sustainable development is the 'golden thread' running through national policy objectives. It should be considered in all plan making decisions and applications. The NPPF makes it clear that

'sustainable development is about change for the better.... is about positive growth – making economic, environmental and social progress for this and future generations.'

'planning must be a creative exercise in finding ways to enhance and improve the places in which we live our lives... This should be a collective enterprise.'

The NPPF goes on to say that:

Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- *making it easier for jobs to be created in cities, towns and villages;*

⁴¹ <https://www.gov.uk/government/publications/high-streets-at-the-heart-of-our-communities-government-response-to-the-mary-portas-review>

⁴² CLG, June 2012, Parades to be Proud of: Strategies to support local shops

- *moving from a net loss of bio-diversity to achieving net gains for nature;*
- *replacing poor design with better design;*
- *improving the conditions in which people live, work, travel and take leisure; and*
- *widening the choice of high quality homes.*

Plans and decisions need to take local circumstances into account, so that they respond to the different opportunities for achieving sustainable development in different areas.

We believe the emerging neighbourhood plan aligns well with the achievement of sustainable development.

The 'development plan'

The 'development plan' for the Sudbury town neighbourhood plan comprises the London Plan⁴³ and the Brent Local Development Framework⁴⁴, specifically the Brent Core Strategy⁴⁵. These are taken in turn below.

The London Plan

The London Plan is the overall strategic plan for London. The London plan establishes a range of strategic policies that need considering within the neighbourhood plan. Policy 2.6 seeks, for example, to enhance the quality of the outer London neighbourhoods, such as Sudbury, and Policy 2.15 is focussed on creating a network of successful, accessible, diverse and attractive town centres. The focus of this neighbourhood plan thus aligns well with these policies.

⁴³ GLA, July 2011, The London Plan: Spatial development strategy for Greater London

⁴⁴ <http://www.brent.gov.uk/services-for-residents/planning-and-building-control/planning-policy/local-development-framework/>

⁴⁵ Brent Council, July 2010, Brent Core Strategy

More recently, the GLA has published draft supplementary planning guidance (SPG) to the London Plan focusing on town centres⁴⁶. This recognises the important role that town centres play in London, that *'they are at the heart of communities, providing a sense of place and identity'*.

The draft SPG has not yet been adopted but does indicate the likely policy approach to be taken. It provides further advice on policies in the London Plan⁴⁷ in relation to:

- Promoting the vitality and viability of town centres, including neighbourhood and local centres.
- Supporting a vibrant mix of uses in town centres including retail, leisure, culture, tourism, business, social infrastructure and housing.
- Accommodating growth in demand for new town centre floorspace within centres or in well integrated edge of centre development sites.
- Bringing back into use vacant or under-used premises.
- Promoting inclusive access by public transport, shopmobility, walking and cycling to the range of goods and services in town centres.
- Advancing the role of town centres in promoting safe, healthy, sustainable neighbourhoods with quality design and public realm, now and for the future.
- Developing the sense of place and identity of town centres, making them places that people will want to visit.

We think that the ambitions outlined in this neighbourhood plan align well with this policy direction.

⁴⁶ GLA, January 2013, London Plan 2011: Draft Supplementary Planning Guidance, Town Centres

⁴⁷ The draft SPG provides further guidance on London Plan policies 2.15 (Town Centres) and 2.16 (Strategic Outer London Development Centres)



Brent Core Strategy

The Core Strategy was adopted in July 2010. It contains twelve strategic objectives. They are listed below, with the potential neighbourhood plan response to these also shown.

Relationship between the neighbourhood plan and strategic objectives of the Brent Core Strategy

Core Strategy objective		Sudbury Town neighbourhood plan response
01.	To promote economic performance and regeneration	<ul style="list-style-type: none"> Encouraging a more diverse mix of shops and activities in the town centre
02.	To meet employment needs and aid the regeneration of industry and business	<ul style="list-style-type: none"> Enhance town centre public realm and promote shop front improvements. Identify development opportunities in and around the town centre
03.	To enhance the vitality and viability of town centres	<ul style="list-style-type: none"> Enhancing the quality of the public realm, pedestrian environment and general streetscape Encourage a more diverse mix of shops and activities in the town centre
04.	To promote the arts and creative industries	<ul style="list-style-type: none"> Enhance the quality of the public realm Potential for public art to enhance the environmental quality beneath the railway bridge
05.	To meet social infrastructure needs	<ul style="list-style-type: none"> Promote a new / replacement library and education facilities Enhance quality of green spaces Promote more diverse range of uses within the Town Centre
06.	To promote sports and other recreational facilities	<ul style="list-style-type: none"> Strengthen Vale Farm as a regional centre for sports excellence Promote better and safer cycle routes
07.	To achieve housing growth	<ul style="list-style-type: none"> Identifying appropriate development

	and meet housing needs	opportunities
08.	To reduce the need to travel and improve transport choices	<ul style="list-style-type: none"> Promote improved walking and cycling conditions Introduction of cycle parking facilities, particularly at the underground and overground stations Seeking to increase the frequency of stopping services at Sudbury & Harrow railway station
09.	To protect and enhance Brent's environment	<ul style="list-style-type: none"> Protect and enhance the quality of the green spaces in Sudbury Town (Barham Park, Butler's Green and Vale Farm) Promote public access and reuse of the former London Wasps RUFC training ground Clearing of litter and fly-tipping from the town centre and open spaces
10.	To achieve sustainable development, mitigate and adapt to climate change	<ul style="list-style-type: none"> Enhancement of the town centre, through public realm improvements and greater mix of shops and facilities, as well as appropriate new development
11.	To treat waste as a resource	<ul style="list-style-type: none"> N/A: detail to be provided by Core Strategy
12.	To promote healthy living and create a safe and secure environment	<ul style="list-style-type: none"> Improving the quality of the pedestrian environment in the town centre, streets and spaces Promoting a design-led approach to street improvements and new buildings that seeks to reduce crime and the fear of crime Promoting new cycle parking facilities and improved cycle routes Protecting green spaces and promoting new sports provision in Barham Park and at the former London Wasps RUFC training ground



APPENDIX D: ABOUT THE STRA

STRA was established in February 2011 with its mission statement a Safer, Greener and Cleaner Sudbury, which clearly puts across what STRA wishes to achieve. STRA ensures that every member has the opportunity to be informed on the process and progress of the Neighbourhood Forum and have endeavoured to encourage and invite local businesses to become part of this movement for change and productive use of land.

At the onset the Executive Committee with the eight lead positions, set down a clear constitution with defined reporting lines. Meetings are held on the third Tuesday of every month in a local church hall with a refreshment break to allow members and guests to interact with each other. The minutes and agenda are emailed to members and posted or delivered to those without access to the internet. Meetings are well attended with the occasional guest speakers on relevant subjects. Attendees are encouraged to ask questions and get involved. STRA ensures that every member has the opportunity to be informed on the process and progress of the Neighbourhood Forum and have endeavoured to encourage and invite local businesses to become part of this movement for change and productive use of land.

We have a web page which is regularly updated with current issues, events, planning applications, local history, street briefing and invitations to encourage residents to become actively involved. This page links into our Twitter and Facebook updates. We have instigated a bi-monthly e-newsletter which is also delivered to those without email, to keep our residents informed.

Our initial consultations for the Neighbourhood Forum were well attended by residents and businesses.

We have great support from our local Councillors and the Safer Neighbourhood Team.

Our role is to convince the residents and businesses of Sudbury to play take an active part in helping to enforce the positive changes and make Sudbury a pleasant place to live and work. The more people who join the Residents' Association the stronger is our voice.

STRA 'clear-up' campaign

