

# Peel Place, London



## Delivering the Civic Quarter of the South Kilburn Estate Regeneration

### CLIENT

London Borough of Brent

### LPA

Brent Council

### STATUS

Planning permission granted

### SERVICES

Planning, Heritage and Townscape

### Our role

- Peel is a key phase of the council's wider South Kilburn masterplan, delivering a new health centre, commercial uses, new public realm and 225 new homes in the heart of South Kilburn, which as a whole will deliver 2,400 new homes including 50% affordable.
- We led on the planning for the project, steering the complex hybrid planning application through the pre-application and application submission stages through to determination. We also led on negotiations with the GLA and other stakeholders, alongside appearing at committee.
- Our Heritage and Townscape team provided valuable studies in support of the application, which included seven new blocks, including a landmark 16 storey tower.
- Key challenges included the negotiation of affordable housing provision (in the context of the provision of a health centre within this phase, and the provision across the wider masterplan), and the advocacy of the proposed height, bulk and massing, which includes a landmark 16 storey tower, the tallest building in the regeneration area.

### Results

- The scheme garnered significant support from local residents and from the Mayor of London. We successfully led on the advocacy and negotiation of the application, managing a range of stakeholders and the detailed nature of the hybrid application through to resolution.
- The proposal will deliver a significant uplift in homes of around 180 from the existing number, rehousing existing secure social tenants in a new block on site which they inputted heavily into the design of. The new health centre, commercial uses and public realm, including a new market space, will provide a significantly enhanced environment for the area. The site reconnects to the surrounding environment, re-opening historic routes and promoting sustainable transport.