

Southgate Green WARD FORUM 7th October 2014

Briefing on future plans for Ritz Parade

Ritz Parade is identified in the North Circular Area Action Plan (NCAAP), as Opportunity Site 12 and is recognised as the principal Parade that sits on the northern side of the North Circular Road (A406) and within the wider Bowes Road Large Local Centre.

NC Policy 23 envisages that the site would accommodate a ground floor retail use, possibly including a small foodstore, community uses and new homes. It is recognised that the existing auditorium, currently used as a Jehovah's Witnesses Assembly Hall, is considered to be a local landmark by some members of the local community.

Development Brief

Officers have recently commenced the preparation of a detailed Development Brief for Ritz Parade that, with the benefit of community consultation, will clearly guide the site's future and fulfil the vision and objectives established through the adopted NCAAP. The scope of work will identify a clear development boundary for Ritz Parade and its function as a Neighbourhood Place. This work will also investigate a viable land use mix, density and capacity for the Parade and test a minimum of three development options that include:

1. The comprehensive redevelopment of the site, including the demolition of the Ritz Parade building;
2. Comprehensive redevelopment of the site, maintaining the existing Ritz Parade façade; and
3. The partial redevelopment of the site retaining the existing Ritz Parade building and developing the areas to the east, west and north.

Community Consultation

The preparation of the development brief will involve collaborative working with organisations that have an interest in the land, including Notting Hill Housing Trust and key leasehold interests, such as the Jehovah's witnesses, other stakeholders and the wider community. It will also be important to ensure efforts are made to engage with relevant and appropriate Members and officers throughout the process. Officers are working towards undertaking early engagement in November, with a draft development brief ready for wider public consultation in January 2015.