

## Thank you for taking the time to join us today to find out more about the proposals for the redevelopment of Annoor Cultural & Community Centre, Acton.

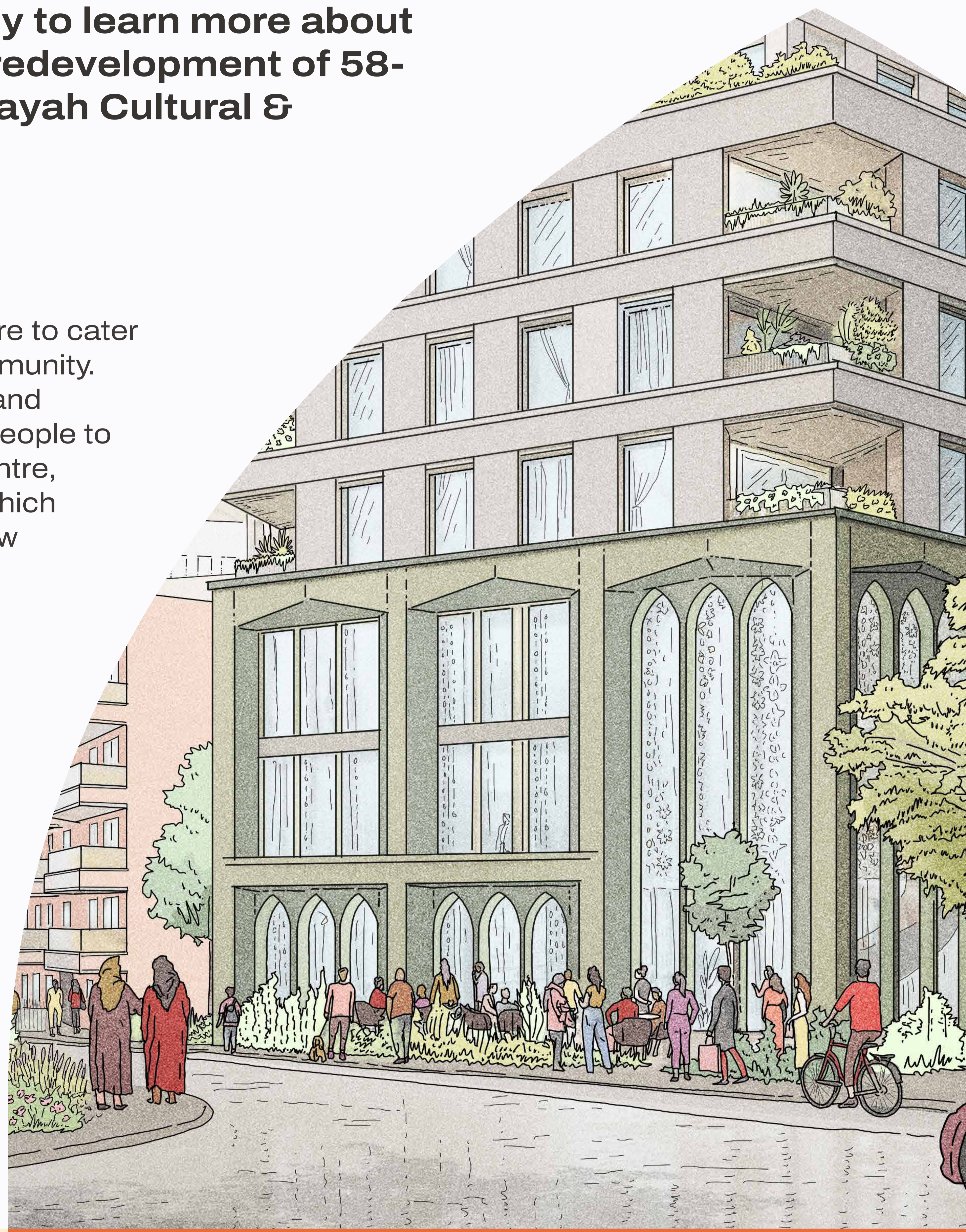
This exhibition gives you the opportunity to learn more about and comment on our proposals for the redevelopment of 58-70 Church Road, to be known as Al-Hidayah Cultural & Community Centre.

### Our Vision

We want to create a new mixed-use purpose-built Centre to cater for the growing needs of the local and surrounding community. The proposed Centre will focus on quality recreational and educational programmes and provide a safe place for people to engage in worship and cultural activities. Above the Centre, we are also looking to develop much-needed homes, which will ensure the long-term stability of the Centre and allow further investment into the local community.

We aim to create an inviting environment that integrates seamlessly with its present and future surroundings.

We are working alongside a team of planners and technical experts in preparation to submit a planning application to Ealing Council later this year.



Artist's impression of the entrance to the new Al-Hidayah Cultural & Community Centre from Church Road

### Have Your Say

Please take your time to consider the information presented and discuss with the project team.

We encourage you to complete a feedback form, where you can also sign-up to receive updates during the planning process and beyond. If you do not have time today, you can complete the form on our website or return via post – you have until **Tuesday 12 November at 5pm** to return your comments to be considered by the project team. Please ask a member of the project team for a stamped addressed envelope.

Your local knowledge, thoughts and suggestions are important to help guide the development of the proposals to ensure we create a vibrant and welcoming building that works within its surrounding context.



Artist's impression of Al-Hidayah Cultural & Community Centre from Church Road

[www.al-hidayahcentre.com](http://www.al-hidayahcentre.com)

## ABOUT ANNOOR CULTURAL & COMMUNITY CENTRE (ACCC TRUST)

Annoor Cultural & Community Centre has been operating at the existing building since December 2005. Its main objective is to provide a safe space for religious, cultural and social activities as well as educational services for the whole community.

In addition to offering space for prayer and worship, the Centre also hosts activities and classes for the whole community, including:

- **Five daily prayer sessions**, which are attended by up to 100 visitors. Friday Prayers are attended by 500 people.
- **Afterschool and Weekend Classes for Children.**
- **Weekly Adult Classes.**
- **Spiritual Counselling and Marital Advice.**
- **Mental Health and Drug Addiction Counselling.**
- **Ad-Hoc Marriage Ceremonies.**
- **Mother and Toddler Classes.**
- **Youth Programmes.**
- **Community Events and Opens Days**, including venue hire for the whole community.
- **Education and Career Advice.**
- **Foodbanks**, for the whole community.
- **Eid Festival in Acton Park** (twice a year).



Site location plan



Images of current community uses at Annoor Cultural & Community Centre

## ABOUT THE EXISTING CENTRE

Annoor Cultural & Community Centre is located within a mixed residential area on the western side of Church Road.

The existing Centre is made up of a part single storey and part-two storey building, which includes a series of interconnecting rooms. The basement contains storage facilities and across the ground and upper floors there are prayer halls and multi-use rooms, a café, office and administrative areas.

The current building is old, poorly designed, and no longer meets the needs of the Trust and community, so a complete overhaul is needed to ensure it serves both current and future users.



Image showing the existing Annoor Cultural & Community Centre from Church Road

## SURROUNDING LOCAL CONTEXT

**Our team has been looking at the existing Centre and its relationship to the surrounding local context. To ensure the proposals take the existing local character and context into account and responds positively to the future local context.**

The surrounding area comprises of residential houses, apartments and large commercial buildings with some smaller scale townhouses divided into flats. To the north of the site is a council-run day centre and to the south is a new residential building, which forms part of the borough's wider regeneration project for South Acton Estate.

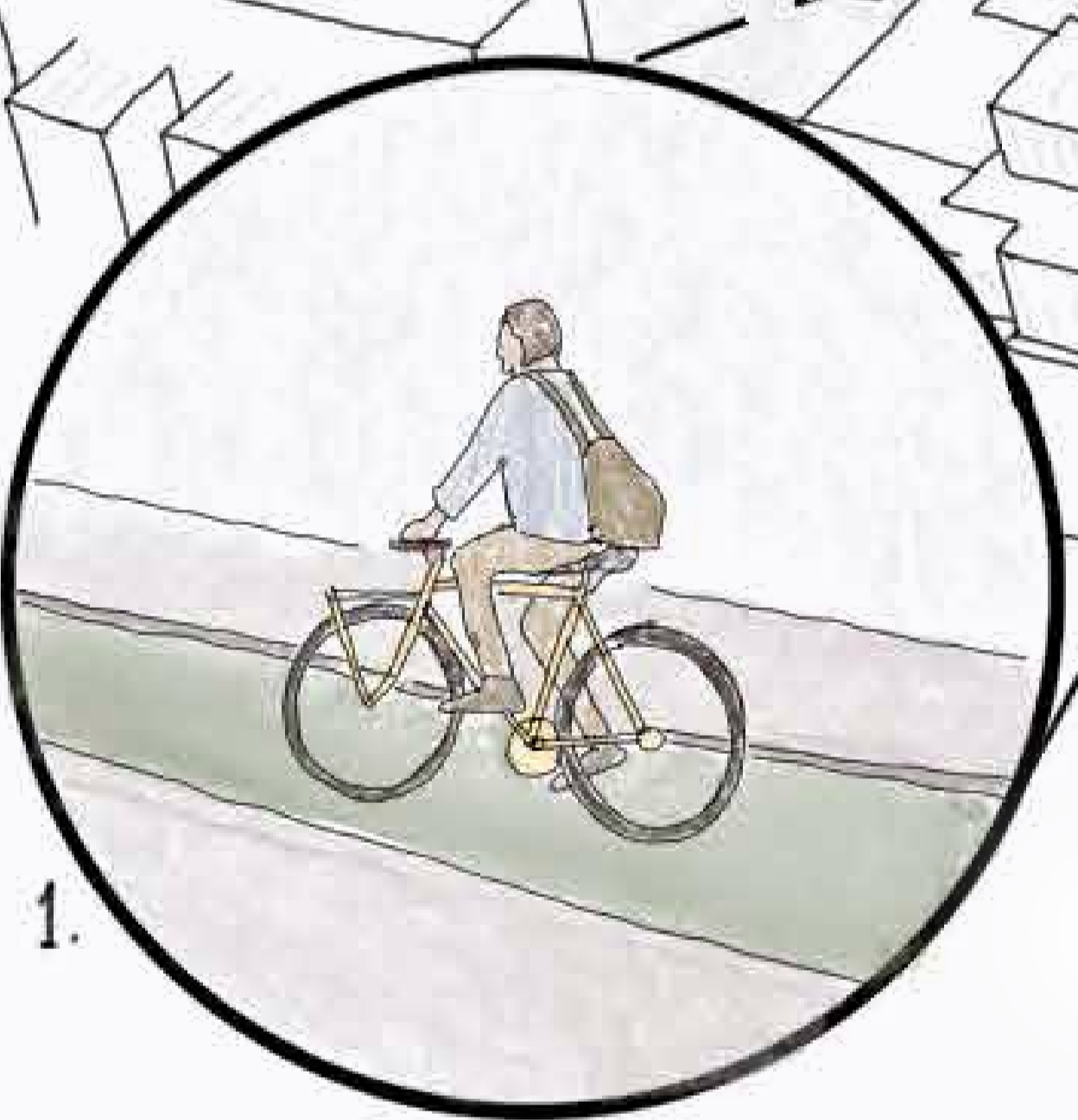
### South Acton Masterplan

Development of the South Acton Estate began in the 1960s. The estate became one of the largest council estates in West London and is currently undergoing regeneration as part of the Acton Gardens Masterplan. Characterised by high-rise housing and modernist design, the development is part of a broader trend of urban renewal.

2.

2. Play ground built as a part of phase 7.1 of the Acton Gardens Regeneration Plan

The Acton Gardens Masterplan is a major regeneration initiative, aiming to replace outdated housing with modern and sustainable housing. The area has been subject to a large number of developments, as shown in the images below, which have introduced a number of apartment buildings and with modern features.



1.

1. Cycle lane parallel with site

CHURCH ROAD

3.

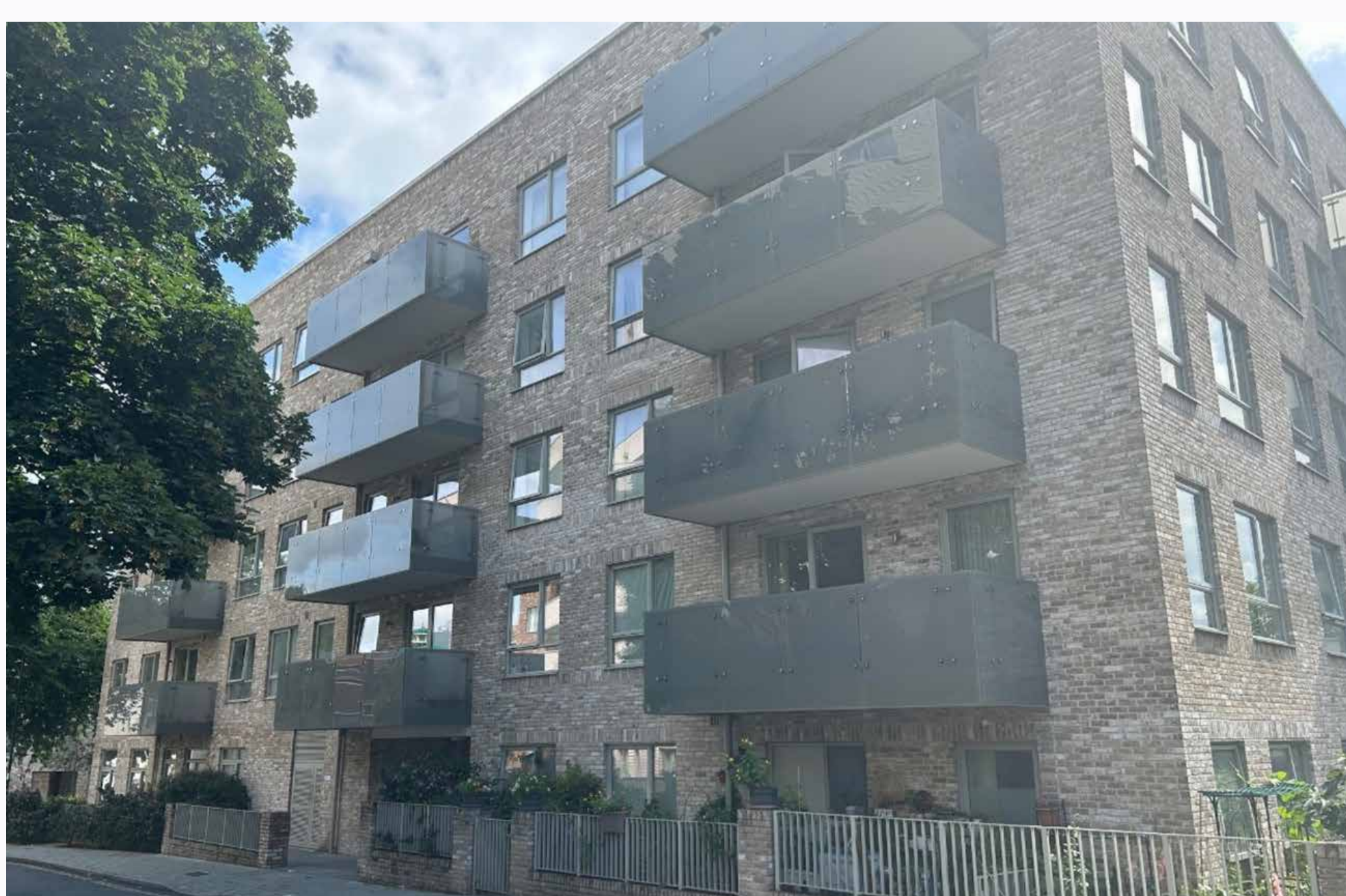
3. Acton Masjid

### Future Masterplan Plans

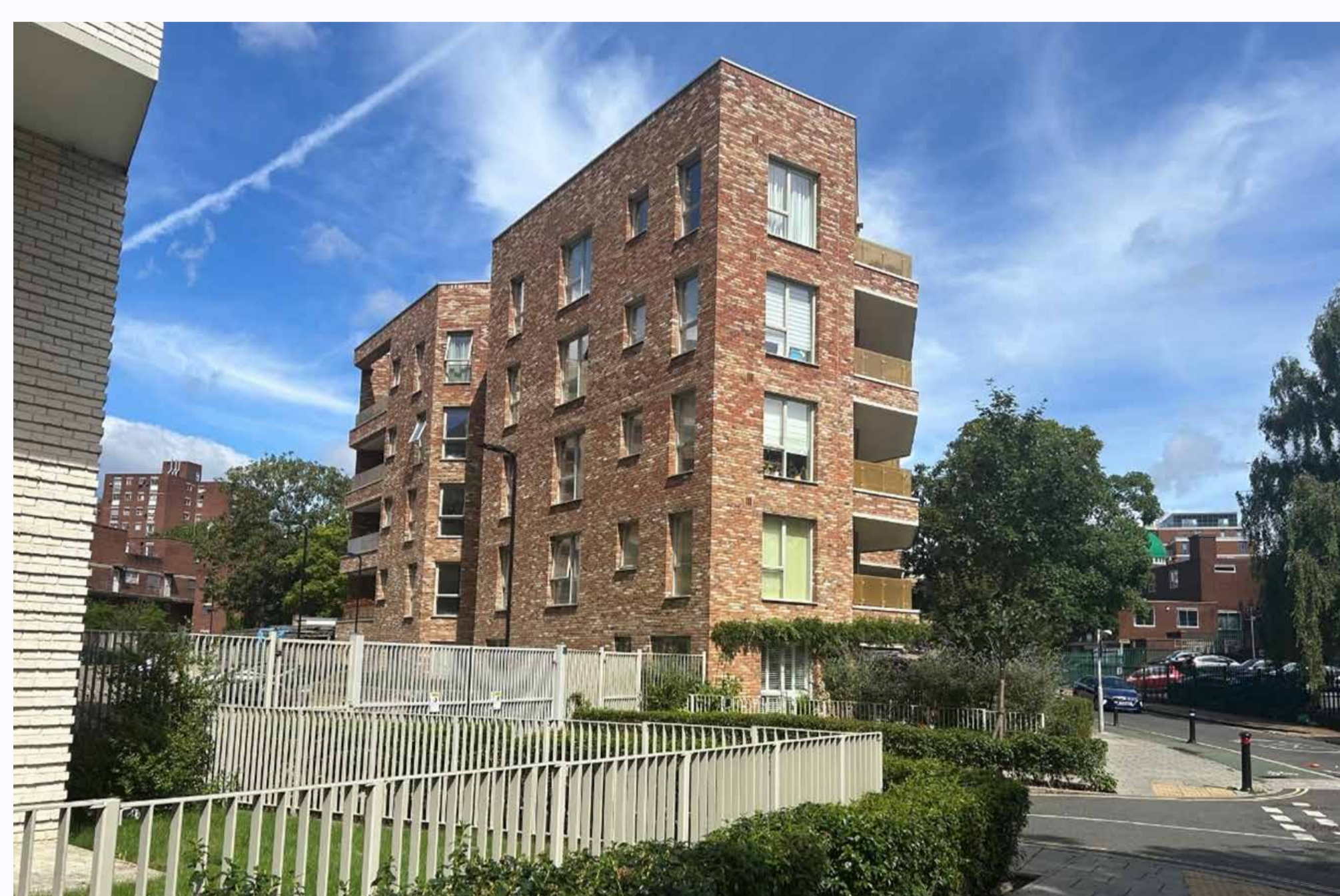
Future development around the Centre is proposed to range from 1-3 storeys at its lowest and 13-15 storeys at its highest. The development directly north of the site falls under phase 7.4, which masterplan drawings indicate to be a building of up to 6-storeys.

Phase 7.2, which sits west of the site, is 12 storeys at its tallest part and 6 at the shortest. It's facade treatment is similar to the development delivered in phase 7.1 with light brick, a mixture of inset and bolted on balconies, and contrasting brick tones for the lower storeys.

The existing Annoor Cultural & Community Centre is sandwiched within the context of the Acton Gardens Masterplan, therefore, we are keen to ensure that it is not left behind. The present and future local context offers a prime opportunity for the redevelopment of the Centre, ensuring it complements the local area, brings the facilities up to modern standards and provides for generations to come.



Nearby Acton Gardens Masterplan developments along Rossetti Avenue



Nearby Acton Gardens Masterplan developments along Church Road



Nearby Acton Gardens Masterplan developments along Church Road

## OUR PROPOSALS

Our proposals will involve the demolition of the existing Annoor Cultural & Community Centre and the construction of a new mixed-use building, to be known as Al-Hidayah Cultural & Community Centre, which will provide improved community space alongside new homes.

The project aims to create an inviting environment that integrates seamlessly with its present and future surroundings.

We want to ensure that any development here meets our values, high standards and delivers for future generations.

We are keen to hear your thoughts on how we shape the new Al-Hidayah Cultural & Community Centre.

### Our proposals include:



**Improved mixed-use community facilities** on the ground, first and second floors, including a **multi-space hall, café and retail space, multi-purpose community spaces and ancillary office space.**



**38 new homes**, above the Centre, which will secure the long-term future of the Centre.



**High-quality and sensitive design**, at 11-storeys high, which will complement the surrounding area and respects neighbouring amenities.



**Car-free development** with the exception of accessible spaces.



**Sustainable development** with the installation of green infrastructure, creating **attractive landscapes and supporting biodiversity.**



Artist's impression of the new Al-Hidayah Cultural & Community Centre from Church Road

## NEW HOMES

New much-needed homes are proposed on the upper floors, which will secure the Centre's long-term future ensuring we can invest back into the community we serve.

### Residential Homes

- Up to 38 much-needed new homes, including affordable housing.
- A mix of 1, 2 and 3 bed-homes to meet the specific needs of the local area.
- The new homes will be 100% dual aspect with optimised space utilisation, allowing homes to have a good amount of natural light, good ventilation and enhanced privacy.
- Use of high-quality external materials.

### Communal Garden Space

Across the floors and terraces at different levels there will be communal garden spaces, which will provide:

- A range of different planting.
- Playable elements woven throughout the space.
- A boundary wall brought to life with playful installations.
- High-quality paving and materials installed to create a consistent look across the development.

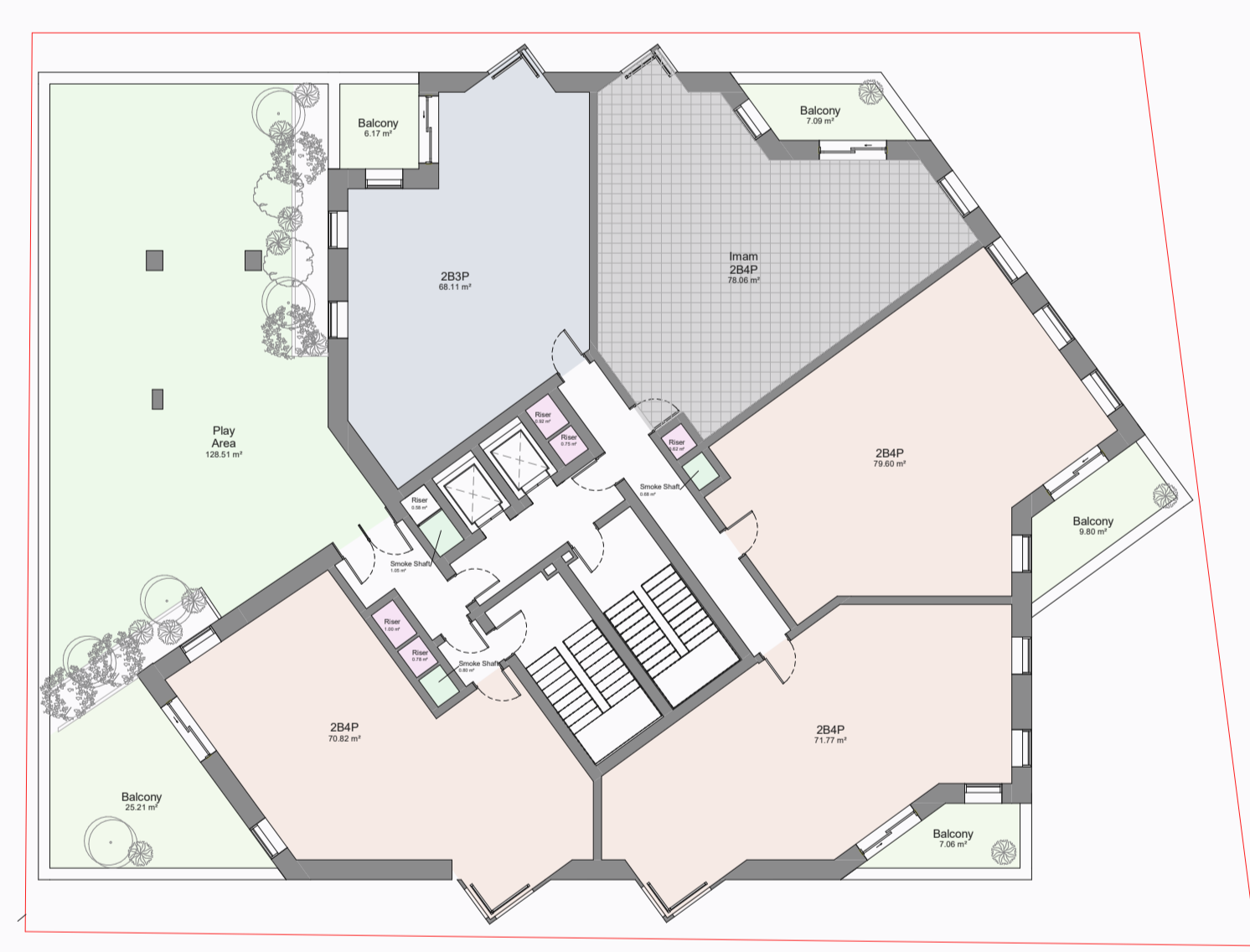
### Amenity Space

A series of tiered gardens, at third, sixth, ninth and roof level will create landscaped gardens for new residents, including:

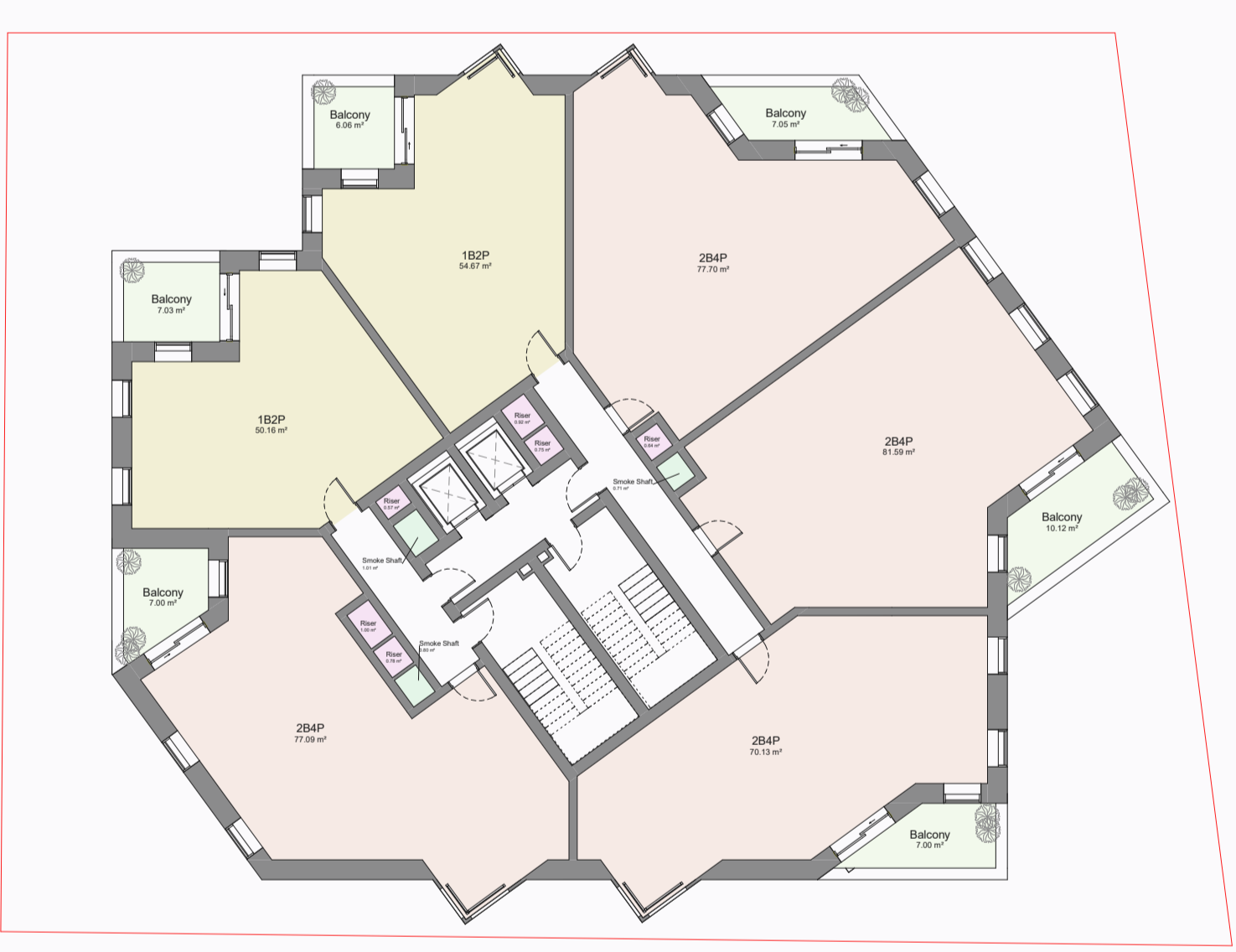
- A green enclosure and screening.
- A functional and flexible outdoor space with integrated seating elements.
- Seasonal, structural and evergreen ornamental planting.
- Raised beds providing residents with the opportunity for community gardening or vegetable/herb production.

Unit Mix	Amount	%
1-bed, 2-persons	8	21%
2-bed, 3-persons	1	3%
2-bed, 4-persons	26	68%
3-bed, 6-persons	3	8%
<b>TOTAL</b>	<b>38</b>	<b>100%</b>

- 1-bedroom, 2-persons
- 2-bedroom, 3-persons
- 2-bedrooms, 4-persons
- 3-bedroom, 6-persons
- Amenity space
- Imam space



3rd Floor Plan



Typical Floors 4 & 5

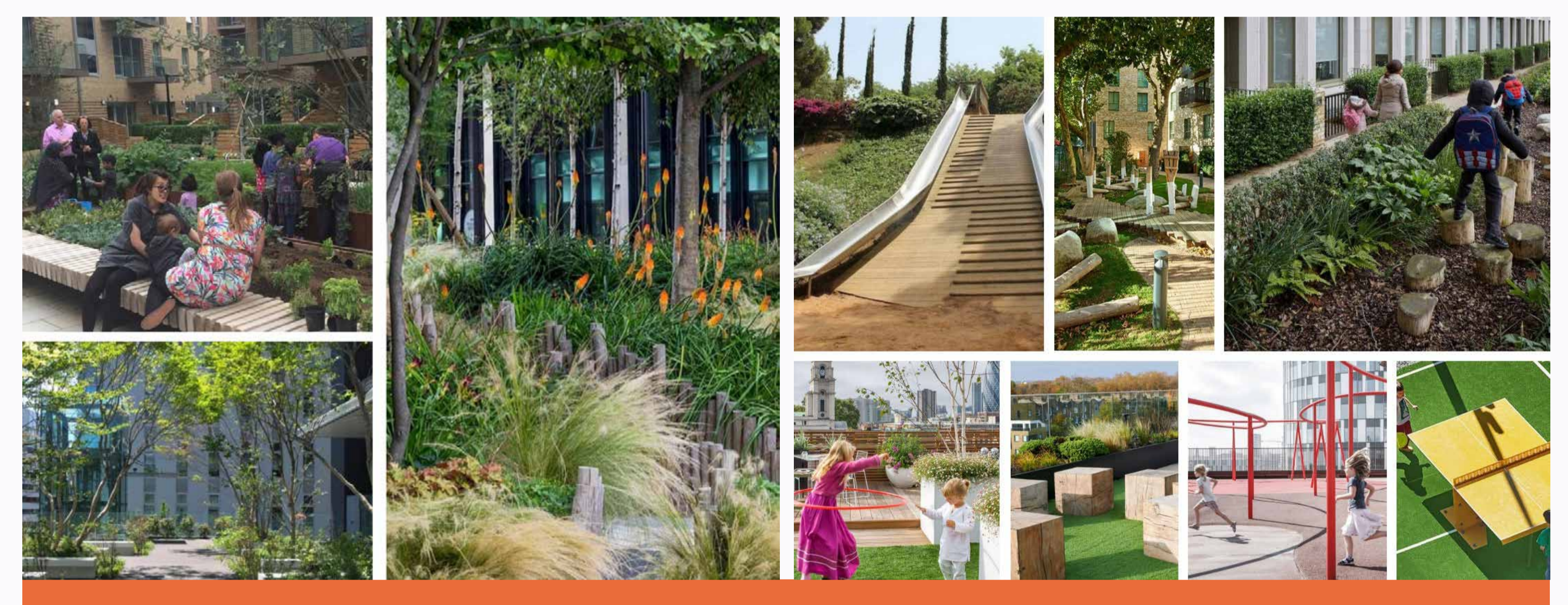


Typical Floors 6 to 8



Typical Floors 9 to 11

Proposed residential floor plans



Proposed character and landscape elements



Drawing of the upper residential floors of the proposal

## HIGH-QUALITY DESIGN AND MATERIALITY

To ensure the Al-Hidayah Cultural & Community Centre has a positive impact, we will create a high-quality, modern, mixed-use facility that meets the growing needs of the local community.

The materials and design choices aim to reflect Islamic architecture traditions, ensure privacy and functionality and create a connection to nature.



**Patterned panels** will provide security while allowing natural light and maintaining privacy.

**Architectural elements** will be installed and inspired by Islamic architecture.

Artist's impression of the new Al-Hidayah Cultural & Community Centre from Church Road



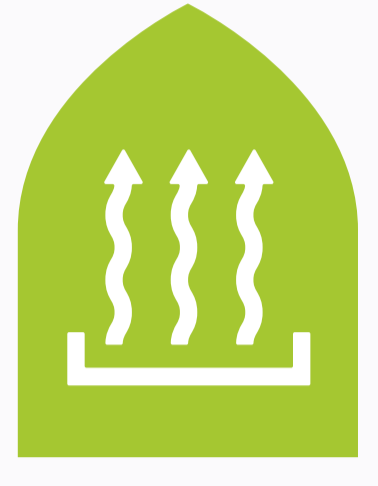
**Sliding decorative screens** will be incorporated creating open-plan community spaces.

Artist's impression of Al-Hidayah Cultural & Community Centre from the corner of Church Road

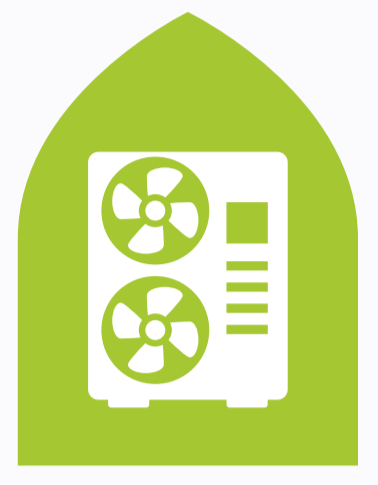
## SUSTAINABILITY AND TRANSPORT

### Sustainability Measures

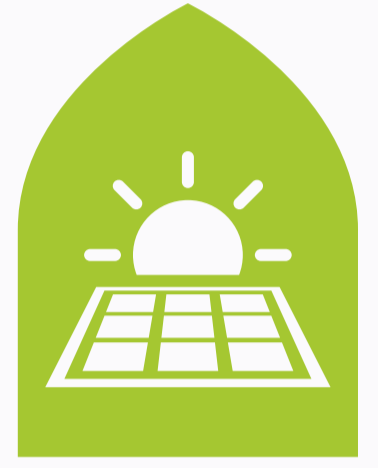
Our approach will see:



Energy efficiency, high levels of insulation and low air leakage to help reduce the reliability on heating.



Heating, individual or combined air source heat pump (ASHP) hot water cylinders will be provided to heat all apartments, located on the roof.



Renewable energy, such as the use of solar panels to be used where possible to reduce the carbon footprint.



Sustainable Urban Drainage Systems (SuDS) will be used to help reduce the impact of water surface runoff.



Increased biodiversity, such as the installation of garden spaces and green infrastructure.

### Circular Economy

In order to reduce wastage during construction (especially in the demolition phase) and facilitate future alterations to the building, the following steps will be taken:

- Over 80% of construction waste will be diverted from landfill.
- A site waste management plan will be developed.
- An approach of building in layers to allow for future demolition/adaption without wholesale change.
- Dedicated locations provided for storage of operational recyclable and non-recyclable waste, internally and externally.

### Transport and Access

The site has direct access to Church Road, which although is a one-way road, provides access to local bus routes and is within walking distance to both Acton Town Station and Acton Central Station.

The Public Transport Accessibility Level (PTAL) measurement for the site is 6a (excellent).

The site is within a Controlled Parking Zone (CPZ). On-street parking is available for visitors, but the site is required to have no parking permits within the CPZ.

Al-Hidayah Cultural & Community Centre will provide:

- Car free development with the exception of 2 accessible parking spaces at ground floor level.
- An activated street frontage with a public realm at ground floor.
- Cycle parking spaces will provided for the residential homes and for the Centre. For the homes, there will be 72 long-stay cycle parking spaces inside the building and 2 short-cycle parking spaces outside the building. For the Centre, there will be 2 long-stay cycle parking spaces and 18 short-stay cycle parking spaces.
- Waste storage located within the building.



## HAVE YOUR SAY

We hope you found this public exhibition useful and informative.

Please do take the time to talk to a member of the project team if you have any questions about the plans on display. We are here to help and would very much like to hear your views.

Please leave your comments on our proposals by completing our feedback form and posting it in the box provided. If you would prefer to take one away with you, please ask a member of the team for a stamped addressed envelope.

For us to consider all the feedback, we need to set a deadline for your form to be returned to us. We would be grateful for all forms to be back with us by **Tuesday 12 November 2024 (5pm)**.

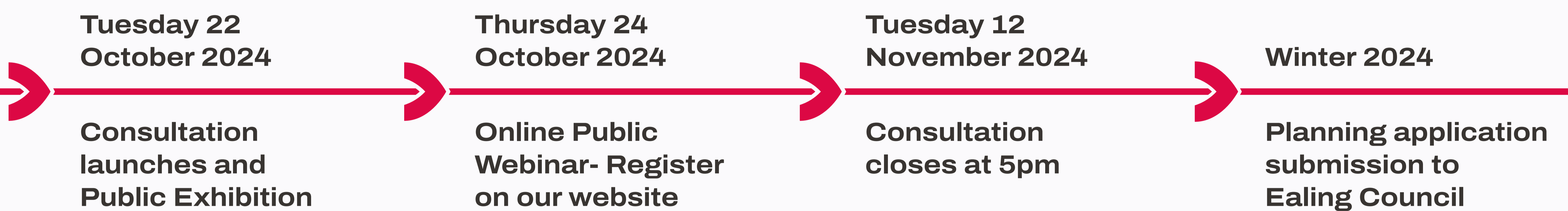
Once the consultation period has closed, we will analyse and discuss all the feedback we receive prior to submitting a planning application to Ealing Council.



Artist's impression of the entrance to the new Al-Hidayah Cultural & Community Centre from Church Road

## Timeline & Next Steps

These dates are subject to change as the planning process progresses and are only meant to serve as a timing estimate.



## Contact Us



**Phone:** +44 20 7446 6820  
(Mon - Fri, 9.30am - 5pm)



**Email:** al-hidayahcentre@stantec.com



**Post:** Al-Hidayah Centre Engagement Team, c/o Stantec, 7 Soho Square, London, W1D 3QB

Scan here to view our consultation website.



[www.al-hidayahcentre.com](http://www.al-hidayahcentre.com)