



**Executive**  
12<sup>th</sup> December 2005

**Report from the Director of  
Environment and Culture**

For Action

Wards Affected:  
ALL

**Guinness Brewery Site Supplementary Planning Document  
& Planning Position Statement**

Forward Plan Ref: : E&C-05/06-034

## 1.0 Summary

- 1.1 This report seeks approval for adoption for a Supplementary Planning Document (SPD) which has been prepared by the Planning Service in conjunction with interested parties following a period of consultation from 16<sup>th</sup> September 2005 to 14<sup>th</sup> October 2005. The SPD seeks to secure the prompt redevelopment of the site and provides guidance to potential developers on the form of the development that the Council considers acceptable. The SPD also sets out the planning justification for a Section 106 Agreement associated with any future planning application for the site.

## 2.0 Recommendations

- 2.1 That the Guinness Brewery Site combined SPD & Planning Position Statement incorporating revisions following consultation (as set out in Appendix 1A and 1B) be adopted; that part of the document which constitutes a Supplementary Planning Document as a Supplementary Planning Document to Brent's Unitary Development Plan and the remainder of the document as a Planning Position Statement.
- 2.2 Agree the Officer response to the request by Planning Committee (Policy) as set out sat paragraph 3.8.

Executive Committee  
(Date 12/12/05)

Version (No 3)  
(Date 22/11/05)

- 2.3 That the Sustainability Appraisal incorporating revisions following consultation (as set out in Appendix 3) be noted.
- 2.4 That the Director of Planning is delegated to approve editorial and other minor changes to the combined SPD & Planning Position Statement prior to its publication.

### **3.0 Detail**

#### **Public Consultation**

- 3.1 Planning Committee (Policy) on 16<sup>th</sup> March 2005 approved the production of a draft SPD for consultation which would consider objectives and possible issues and options for the re-development of the Park Royal brewery and to explore whether other than strictly industrial employment uses might be permissible.
- 3.2 Consultation was undertaken with key and local stakeholders as well as local residential and business communities in line with the Town and Country Planning (Local Development) (England) Regulations 2004 and the Council's Draft Statement of Community Involvement as outlined in the Consultation Statement (included at Appendix 2). Consultation was undertaken from 16<sup>th</sup> September 2005 to 14<sup>th</sup> October 2005 and included letters to key stakeholders and over 500 households and commercial properties around the site both with LB Brent and LB Ealing. Copies of the relevant documents and covering letters were sent to those organisations that were involved in the pre-production consultation process.
- 3.3 SPD documents were also made available at the One Stop Shops at the Town Hall, Brent House and Harlesden. They were also placed on the Council's web site.
- 3.4 The Consultation Statement (included at Appendix 2) sets out how the local authority has consulted on the preparation of the SPD and summarises comments received during the formal public participation process of the SPD and Sustainability Appraisal, how the Council has considered the representations and any changes made to the draft SPD and Sustainability Appraisal as a result of these representations.
- 3.5 15 written representations were received as a result of the consultation period. These are included in full at appendix 1A along with proposed Council response and suggested alterations as reflected in Appendix 1B. In summary, the main issues raised through consultation were related to;
  - alterations sought in relation to landscaping requirements;
  - greater positive emphasis to be given to renewable energy provision;
  - explicit guidance sought in relation to the treatment of a site of Borough (Grade II) and Local Nature conservation Importance;

- explicit guidance sought in relation to the treatment of crime prevention;
- the acceptability of the scope and purpose of the document was questioned;
- amendments sought to ensure that a requirement for the release of land from employment use to be robustly justified be included;
- alterations sought in relation to the acceptability of waste management uses where suitable controls are in place, sought by the Greater London Authority (GLA) and endorsed by the Lead Member;
- the lack of reference to the issue of freight movement, particularly in relation to the use of the railway sidings was highlighted;
- the need for the production of a Opportunity Area Framework for Park Royal was identified;
- a series of additional requirements in relation to detailed transportation matters were highlighted; and
- a number of detailed comments seeking minor alterations were also received.

3.6 Of particular note are the comments received from the Greater London Authority (GLA) family; specifically those of the London Development Agency (LDA). These comments relate to the promotion of non Strategic Employment Location (SEL) uses (the hospital and education led options) contained within the Planning Position Statement element of the guidance.

3.7 It is the LDA's preference that a comprehensive framework is produced for the whole of Park Royal. Officers would support the production of such guidance but feel that the mid to long term production timeline would be too slow to guide the redevelopment of this site and would therefore result in the loss of a significant opportunity presented. It is therefore proposed that guidance be brought forward for the former brewery site alone. This point is accepted by the GLA family subject to the inclusion, in the guidance document, of an indication of the level of work likely to be required of applicants to justify the release of employment land on this site for other uses. The guidance document has been so amended.

3.8 The Planning Committee (Policy) approved the document but asked that the Council's Executive amend the SPD / PPS to say that the Guinness Brewery site be considered for educational uses. The discussion at Planning Committee (Policy) centred around whether the site was suitable for a school. The SPD / PPS currently allows for an educational use but your Officers recommend an alternative further alteration in order to clarify the purpose of the SPD / PPS in respect of education. The Planning Committee (Policy) consider the site to be a good potential site for a school. When the document was written Officers intended the site for a post 16 (tertiary) educational use for the reasons set out below;

- the site is not considered a good location for a secondary school. This is because;
  - it is located in the middle of an industrial estate;

- transport links are improving but they are not as good as alternative sites such as Wembley Park;
- the existing and proposed transport routes are aligned east - west (Central and Piccadilly lines), these stations would serve Ealing rather than Brent; and
- moreover, the station most affected, Alperton, could be in direct competition with Alperton High School.
- In contrast a tertiary post 16 education establishment would draw from a wider region and could therefore appropriately exploit existing and proposed transport links;
- Secondly there is a functional fit between a vocational type educational establishment and the activities located within Park Royal.

In conclusion, Officers recommend the rewording set out at the end of schedule 1A be approved.

#### **4.0 Financial Implications**

- 4.1 The SPD is designed to establish the framework for determining an application(s) for the site. The assessment of the planning application will be undertaken in the normal way with costs contained within existing budgets.
- 4.2 There are, however, wider implications arising from any possible development. The associated Section 106 Agreement will secure funding and benefits which will mitigate the impact of the development and contribute to the regeneration of Park Royal.

#### **5.0 Legal Implications**

- 5.1 The Planning and Compulsory Purchase Act 2004 has changed the statutory basis for drawing up development plans in England and Wales. Unitary Development Plans and Supplementary Planning Guidance will be replaced by a Local Development Framework. Since there are no provisions under the Act to produce SPG's the Council must now produce SPD.
- 5.2 Planning Policy Statement 12 'Local Development Frameworks' sets out the procedural policy and process of preparing Local Development Documents including Supplementary Planning Documents. The SPD has been prepared in accordance with the guidance contained within PPS12. PPS 12 requires a Sustainability Appraisal and a consultation strategy to accompany a draft Supplementary Planning Document for public consultation.
- 5.3 Supplementary Planning Documents are not subject to independent examination and will not form part of the statutory development plan. However they should be subjected to rigorous procedures for community involvement.

5.4 Supplementary Planning Documents are not statutory documents in the same way as the UDP but are material considerations to be taken into account when determining individual planning applications.

5.5 That part of the document which constitutes a planning position statement will not carry the same weight as the SPD as it does not relate to policies in the current UDP but will provide guidance to developers as to proposed types of development which may be acceptable.

## **6.0 Diversity Implications**

6.1 The Consultation Statement (included at Appendix 2) identifies how the public was engaged in the preparation of this document.

## **7.0 Staffing / Accommodation Implications**

7.1 None

## **8.0 Environmental Implications**

8.1 A draft Sustainability Appraisal has been undertaken on the draft SPD to ensure that the environmental, social and economic impacts of the implementation of the SPD are fully considered, made known, mitigation included; where potentially negative impacts exist and potential benefits maximised. This is attached at appendix 3. The Sustainability Appraisal will be updated as appropriate following adoption of the final SPD.

## **Background Papers**

- Planning Committee (Policy) 16<sup>th</sup> March 2005 Report for Guinness Brewery Brief Initial Options
- Guinness Brewery Site SPD Sustainability Appraisal Scoping Report
- Guinness Brewery Site SPD Initial Sustainability Appraisal Informal Consultation Paper

## **Contact Officers**

Any person wishing to inspect the above papers should contact;

Lucinda Carter, Policy & Regeneration, The Planning Service, 4<sup>th</sup> Floor West, Brent House, 349-357 High Road, Wembley, Middlesex HA9 6BZ,  
Telephone: 020 8937 5015  
E-mail: [lucinda.carter@brent.gov.uk](mailto:lucinda.carter@brent.gov.uk)

**Chris Walker**  
**Director of Planning**

## APPENDICES

APPENDIX 1A: Schedule of Representations Received & Proposed Responses

APPENDIX 1B: Drafted Version put Forward for Approval

APPENDIX 2: Consultation Statement

APPENDIX 3: Sustainability Appraisal