

LONDON BOROUGH OF BRENT

Meeting of the Planning Committee (Policy) 16th November 2005

Report from the Director of Planning

For action

Wards affected: Stonebridge

Report Title: GUINNESS BREWERY SITE SUPPLEMENTARY PLANNING DOCUMENT & PLANNING POSITION STATEMENT

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 16th September 2005 to 14th 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 1) be agreed and that Executive be recommended to adopt 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 That the Sustainability Appraisal incorporating revisions following consultation (as set out in Appendix 3) be noted.
- 2.3 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 16th 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 16th September 2005 to 14th 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 13 written representations were received as a result of the consultation period. These are included in full at appendix 1 along with proposed Council response and suggested alterations. 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;
- 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.

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 with 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) 16th 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;

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APPENDICES

APPENDIX 1: Schedule of Representations Received & Proposed Responses

APPENDIX 2: Consultation Statement

APPENDIX 3: Sustainability Appraisal

Planning Committee (Policy) (Date 16/11/05)	Version (No 2) (Date 04/11/05)
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