



Planning Committee Map

Site address: First Central, Coronation Road/Lakeside Avenue, Park Royal, NW10

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This map is indicative only.

RECEIVED: 28 February, 2013

WARD: Stonebridge

PLANNING AREA: Harlesden Consultative Forum

LOCATION: First Central, Coronation Road/Lakeside Avenue, Park Royal, NW10

PROPOSAL: Reserved matters application for the erection of a 9 storey residential building comprising 139 flats (Block D of outline planning permission granted 28th March 2012). Matters to be considered in the reserved matters application are the appearance and landscaping of Block D only.

The outline planning permission (Ref: 10/3221) granted 28th March 2012 is for:

- a) The construction of up to 60,000 sqm of office accommodation (Class B1) in 3 buildings up to a maximum of 10 storeys in height, up to 1,700 sqm of retail, restaurant, hot-food take-away floor space (Class A1 to A4), up to 2500 sqm of health and fitness floor space (Class D2) with associated pedestrian areas, landscaping, access/servicing, car and cycle parking; and
- b) the construction of 4 residential blocks up to a maximum of 9 storeys in height to provide a maximum of 545 residential units, consisting of a mix of 1, 2 and 3 bedroom apartments for private, rented and shared ownership, with associated landscaping, access/servicing, car and cycle parking; and
- c) the provision of 2 play areas and a Multi Use Games Area, and modifications to existing footpaths in West Twyford Park (Bodiam Fields), and modifications to existing surface treatment in Lakeside Drive; and
- d) the provision of an energy centre on land east of Lakeside Drive.

The permission is subject to a Deed of Agreement dated 28 March 2012 under Section 106 of the Town and Country Planning Act 1990, as amended. Matters approved: access, layout and scale with appearance and landscaping reserved.

APPLICANT: Bellway Homes Ltd (NL)

CONTACT: Boon Brown Architects

PLAN NO'S:
See condition 1

RECOMMENDATION

Grant Consent.

SECTION 106 DETAILS

The details of the s106 legal agreement for the outline permission for the masterplan are set out in the s106 section of the report that went to committee on the 14th December 2011 (Ref: 10/3221).

The agreement secured a number of benefits including:

- The provision of 138 affordable homes - of which up to 76 could be shared ownership with the rest social rent.
- The construction and equipping of an energy centre of sufficient size to serve the whole First Central site including the two existing office buildings.
- All residential units shall be built to a minimum Code for Sustainable Homes Level 4.

- Office development to meet the Bream Excellent standard unless it is demonstrated to the council's satisfaction that it is not viable to do so.
- Provision of a Multi-Use games area and a children's play area within West Twyford Park.
- Provision of at least three City Club spaces to be agreed with the Council.

The agreement also secured a financial contribution of £3.0m which includes a payment of £0.9m payment to Ealing Council for education and a payment of £1.0m to TfL for the upgrading of the Mason's Green Lane pedestrian route to Park Royal Piccadilly line Station. The remaining £1.1m to be paid to Brent.

The first £1.0m pounds to be paid upon the commencement of the first residential block (£300k Masons Green Lane payment and £700k Education payment).

Mayoral Community Infrastructure Levy

Under Regulation 128 of the Community Infrastructure Levy Regulations 2010 (as amended) developments granted outline planning permission before the London Mayoral CIL came in to force (April 2012) are exempt from the levy. Outline permission for the revised First Central masterplan was granted on 28th March 2012 and therefore this current application and all subsequent reserved matters applications related to the original outline consent are exempt from Mayoral CIL.

EXISTING

This planning application relates to Block D of the revised First Central Masterplan that was granted outline planning permission in November 2011.

The First Central site occupies a large part of what used to be the Guinness Park Royal brewery complex. It lies to the north of the A40/Western Avenue, and is bounded by the Central London Underground line to the south and the Piccadilly London Underground line to the west. The site is connected to the A40 by a new link road and roundabout to the south, and there is pedestrian access from the nearby Park Royal station via a bridge and underpass. To the west of the site is the new perimeter road of Lakeside Drive.

Twyford Abbey Road to the north of the Masterplan Site forms the boundary between Brent and the London Borough of Ealing.

The original master plan, which was granted consent in 1999, has been partly implemented. Two large office blocks have been built (the FC200 building and Diageo's head quarters building) and a large central landscaped area with ponds has been laid out for the use of occupants of the offices. Two public open spaces have also been laid out in the area between the western side of Lakeside Drive and the railway line and the new public park fronting on to Twyford Abbey Road now referred to as West Twyford Park. The residential element of the original 1999 Masterplan has also been built out and is located on the opposite side of Lakeside Drive to the Block D site.

DEVELOPMENT SCHEDULE

The table(s) below indicate the existing and proposed uses at the site and their respective floorspace and a breakdown of any dwellings proposed at the site.

Floorspace Breakdown

USE

Number	Primary Use	Sub Use
1	dwelling houses	housing - private

FLOORSPACE in sqm

Number	Existing	Retained	Lost	New	Net gain
1	0	0	0	15201	15201

TOTALS in sqm

Totals	Existing	Retained	Lost	New	Net gain
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PROPOSAL

This is a reserved matters application for Building D, a 9 storey residential building comprising 138 flats granted outline planning permission on 28th March 2012 as part of the revised masterplan for First Central.

The matters to be considered in this application are landscaping and appearance only. Access, layout and scale have already been approved by the Planning Committee as part of their consideration of the revised masterplan at the 14th December 2011 committee (Reference: 10/3221).

HISTORY

For much of the 20th century this site was home to Guinness's Park Royal brewery. For many years this was the largest brewery in the world. The brewery complex was demolished around 2002 following the grant of outline planning permission in 1999 for a 22.18 hectare mixed use development, including 116,100m² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex. This permission the provision of significant infrastructure including a new link road to the A40 and a new Central Line station which would also act as an interchange with the existing Park Royal Piccadilly Line station.

Under subsequent reserved matters applications various elements of the masterplan have been implemented – the A40 link road, site perimeter road, new public open space, housing, landscaped water gardens and two of the office buildings including Diageo's headquarters.

A revised masterplan for the First Central site was granted outline planning permission earlier this year. This introduced a significant amount of housing into the redevelopment and a reduced but still significant office element. In November of last year the Council approved the reserved matters for the first of the residential blocks (Block C) which will contain the affordable housing element of the scheme.

The most relevant planning decisions relating to the redevelopment of the site are set out below:

27/11/2012	Approval of reserved matters for building C (9 storey residential building comprising 138 flats) pursuant to the outline planning permission granted on the 28.03.2012 (Ref: 10/3221) for the revised First Central Masterplan. Matters approved: external appearance and landscaping (Reference: 12/2380).
28/03/2012	<p>Outline planning permission for the revised First Central Masterplan comprising:</p> <ul style="list-style-type: none"> • The construction of up to 60,000 sqm of office accommodation (Class B1) in 3 buildings up to a maximum of 10 storeys in height, up to 1,700 sqm of retail, restaurant, hot-food take-away floor space (Class A1 to A4), up to 2500 sqm of health and fitness floor space (Class D2) with associated pedestrian areas, landscaping, access/servicing, car and cycle parking; and • the construction of 4 residential blocks up to a maximum of 9 storeys in height to provide a maximum of 545 residential units, consisting of a mix of 1, 2 and 3 bedroom apartments for private, rental and shared ownership, with associated landscaping, access/servicing, car and cycle parking; and • the provision of 2 play areas and a Multi Use Games Area, and modifications to existing footpaths at West Twyford Park (Bodiam Fields), and modifications to existing surface treatment in Lakeside Drive and • the provision of an energy centre on land east of Lakeside Drive. <p>The permission is subject to a Deed of Agreement dated 28 March 2012 under Section 106 of the Town and Country Planning Act 1990, as amended. Matters approved: access, layout and scale with a reserved matters and landscaping reserved (Ref: 10/3221).</p>
14/09/2006	Planning permission granted for the realignment of the Rainsford Road link from its junction with Lakeside Avenue to its junction with Lakeside Drive and associated landscaping (Ref: 06/1119).
14/09/2006	Approval of details of the new perimeter road (Lakeside Drive) and associated landscaping along the eastern side of the development and associated landscaping in pursuance of conditions and reserved matters pursuant to the permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road

	and a 22.18 hectare mixed use development, including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 05/2499).
09/12/2005	Approval of reserved matters for Office Building B pursuant to the planning permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road to the A40 and a 22.18 hectare mixed use development including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 05/2499).
26/08/2004	Approval of reserved matters for new London Underground station and, associated cycle and footpath, landscaping, access road and associated works pursuant to the planning permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road to the A40 and a 22.18 hectare mixed use development including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 03/2728).
01/09/2003	Approval of reserved matters for a residential development on land to the rear of Abbeyfields Close Moyne Place providing 42 units within 5 buildings comprising terraced houses, maisonettes and flats pursuant to the planning permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road to the A40 and a 22.18 hectare mixed use development, including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 02/1685).
17/01/2002	Approval of reserved matters for a residential development on land to the rear of Abbeyfields Close Moyne Place providing 42 units within 5 buildings comprising terraced houses, maisonettes and flats pursuant to the planning permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road to the A40 and a 22.18 hectare mixed use development, including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 01/2945).
10/11/1999	Approval of reserved matters for building A (Diageo's headquarters) pursuant to the planning permission granted on the 15.07.1999 (Ref: 98/0016) for a new link road to the A40 and a 22.18 hectare mixed use development, including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 99/1800).
15/07/1999	Full planning permission granted for new access road from A40 and outline planning permission for a 22.18 hectare mixed use development, including 116,100m ² of offices (Use Class B1); 61 residential units; new London Underground station, ancillary retail; 150-bed hotel; indoor leisure facilities, community open space; landscaping and car parking, including demolition of existing brewery complex (Ref: 99/1800).

POLICY CONSIDERATIONS

The framework of local and regional planning policies under which the outline permission was considered are unchanged from when the proposal was considered by the Planning Committee on the 14th December 2011. The full list of these policies can be viewed in the committee report for the outline application (Ref: 10/3221).

National planning policy has changed considerably. The National Planning Policy Framework (NPPF) was published on 27th March of last year and replaced the existing framework of Planning Policy Guidance and Planning Policy Statements. It is intended to make the planning system less complex and more accessible, to protect the environment and to promote sustainable growth. It includes a presumption in favour of sustainable development in both plan making and decision making and its publication.

Saved policies from the adopted UDP will have increasingly less weight unless they are in conformity with the NPPF and can be demonstrated to be still relevant. Core Strategy policies will also need to be in conformity with both the London Plan and the NPPF and have considerable weight.

The previous decision on the outline application and the current reserved matters application are both considered to comply with the NPPF.

CONSULTATION

Local Consultation:

290 letters sent out. Site Notice put up 16th April.

1 response received raising the following concerns/objections.

- Development is too large for the area
- The area cannot cope with the resulting increase in residents and workers
- Parking already a problem and will be exacerbated by this development
- Local roads already congested
- Additional demand for local services.
- Increased anti-social activity from an over concentration of new housing.
- No demand for new offices in the area. The existing office block has been empty since it was built.
- If Diageo want to develop the land they should build bungalows and maisonettes for the less able.

Other consultation responses:

Transportation:

Subject to minor alterations to the proposed landscaping to improve access for refuse vehicles and disabled persons, there would be no objections on transportation grounds to the approval of these reserved matters. Further details of hard surfacing materials are sought though.

Thames Water:

No objection.

Environment Agency:

No objection.

Environmental Health:

No objection.

REMARKS

Background

Outline planning permission for the revised First Central Masterplan was granted on 28th March 2012 with the completion of the s106 Agreement, Brent's. Planning Committee having resolved to grant outline planning permission for the scheme on the 14th December 2011. The committee report for that application (Ref:10/3221) is appended to this committee item.

The outline permission approved the following:

- The construction of up to 60,000 sqm of office accommodation (Class B1) in 3 buildings up to a maximum of 10 storeys in height, up to 1,700 sqm of retail, restaurant, hot-food take-away floor space (Class A1 to A4), up to 2500 sqm of health and fitness floor space (Class D2) with associated pedestrian areas, landscaping, access/servicing, car and cycle parking; and
- the construction of 4 residential blocks up to a maximum of 9 storeys in height to provide a maximum of 545 residential units, consisting of a mix of 1, 2 and 3 bedroom apartments for private, rented and shared ownership, with associated landscaping, access/servicing, car and cycle parking; and
- the provision of 2 play areas and a Multi Use Games Area, and modifications to existing footpaths in West Twyford Park (Bodiam Fields), and modifications to existing surface treatment in Lakeside Drive; and the provision of an energy centre on land east of Lakeside Drive.

The following matters have been approved:

Layout - the way in which buildings, routes and open spaces are provided within the development and their relationship to buildings and spaces outside the development,

Scale – the height, width and length of each building proposed in relation to its surroundings.

Access – this covers accessibility to and within the site for vehicles, cycles and pedestrians in terms of the

positioning and treatment of access and circulation routes and how these fit into the surrounding access network.

In November of last year the Council approved the reserved matters for the first of the residential blocks (Block C) which is to be built by Catalyst Housing and which will contain the affordable housing element of the scheme.

This current proposal is a reserved matters application for Building D only which is a 9 storey residential building comprising 138 flats. The applicants for this phase of the masterplan are Bellway and the block will be 100% private housing. The matters to be considered in this application are:

Appearance – the aspects of a building or place which determine the visual impression it makes, excluding the external built form of the development.

Landscaping – this is the treatment of private and public space to enhance or protect the site's amenity through hard and soft measures.

Appearance

The large elevations are broken up by balconies, window openings and the use of different palette of materials.

A brickwork plinth or base is proposed that grounds the building into the site, The heavy overhanging eaves of the roof finish the building off making the mass feel lower to the ground.

The elevations are broken up in to smaller brick elements which are surrounded by recessed standing seam zinc panels. The layering of materials over one another creates smaller forms and reduces overall height & bulk of the building. The balconies are designed as external pods the exterior of which will be finished in a rain-screen cladding. The interior of the balconies and elements of the fenestration are to be in a brighter contrasting colour creating visual interest. The exact details of the external materials will be approved via a condition attached to the outline permission.

The use of glazing between building blocks is an effective way of splitting the form into smaller elements reducing the visual bulk of the facade. This breaks the buildings length down, provides interest and reduces monotony. This can also accentuate entrance locations and provide a point of arrival.

Your officers consider that the proposal details of individual blocks includes sufficient articulation to break down the visual mass of these buildings, at the same time providing visual interest to the elevations. It is considered the design approach and architectural devices provide interest within the building facades.

Landscaping

The structure of the external areas is formed with lines and groups of trees under planted with shrubs and hedges. Individual trees serve as focal points in key positions and the site frontage will be softened with groups of multi-stemmed Birch to create a soft informality in contrast to the rigid formal tree lined structure of Lakeside Drive. Private ground floor terraces around the building will be defined with multi-stemmed shrubs and small flowering trees under planted with low shrubs with spikes of colour in the form of Phormium (New Zealand Flax) and Bamboo.

The surface parking area will be divided into groups of bays separated by trees forming a strong line along the south-eastern edge of the development which is further reinforced by a beech hedge.

Podium Deck Garden

The podium deck garden with trees, hedges and flowering plants will provide a sequence of private terraces and private amenity gardens for resident's use incorporating toddler's play and casual recreation.

The landscape theme reflects the 'Sunny Meadow' concept described in the original Design Statement for First Central. The principal plants on the podium deck are multi-stemmed Birch trees with fresh green light foliage during the summer months and white barked stems during the winter and golden leaved Honey Locust trees which will catch the sunlight and provide shaded areas for sitting on the lawns. The planting under the trees is a composition of architectural grasses, ferns and lavender which will create

a naturalistic feel.

Gently undulating fine turf lawns will provide areas for casual recreation and toddlers play and an area on the southern side of the deck has been set aside for native bulbs to be planted in drifts in the turf. Toddlers play is incorporated into the garden in the form of an adventure trail of timber climbing and balance items and a group of play boulders which will have a sculptural quality within the layout in addition to their play value.

The podium deck gardens are constructed on a water-proof concrete slab over a drainage layer which serves as an attenuation reservoir for rain water from the roofs and paved surfaces and also retains soil moisture for the tree planters, shrub beds, hedges and lawns.

Private Terraces

A number of private terraces to podium level apartments will be constructed around the perimeter of the podium deck garden and these will be defined with linear planters which form part of the undercroft ventilation. These will be planted out with drought tolerant herbs and plants to minimise watering requirements and create a strip of aromatic flowering plants underplanted with Vinca (Periwinkle) which will trail over the planter edges.

Landscape Management

The public areas, gardens and private communal spaces will be maintained by a management company on behalf of the residents. The planting itself will be designed in detail using robust and proven types of plants to create an attractive scheme which is relatively low in maintenance requirements.

Biodiversity and Sustainability

The principal aims of the proposed scheme of landscaping are to provide an attractive setting for the new buildings, amenity space for residents and to create an immediate and long-term improvement in biodiversity by providing a significant increase in tree and vegetative cover within the site. In order to maximise the potential for wildlife and to contribute to local species diversity the scheme will include a high proportion of native and fruiting/flowering non native species of trees, hedgerows and shrubs.

The new trees, hedges, shrubs, climbing plants and green roofs will create habitat for insects, birds and bats and will contribute to the sustainability of the development by reducing the 'heat island' effect (in which urban areas retain heat above the temperature of the surrounding countryside), absorbing pollutants and CO2 and reducing water run-off. All green plants absorb CO2 emissions, thus new vegetation in urban areas will help to reduce the contribution made to human-induced global warming. All plants also absorb and breakdown a variety of pollutants, notably volatile organic compounds, and un-burnt hydrocarbons from vehicle exhaust and it is therefore a reasonable assumption that urban plantings of trees, shrubs, hedges and climbing plants could play a role in reducing these.

Overall the proposed landscaping scheme is considered to achieve a satisfactory balance between private amenity space for ground floor units, useable communal space and children's play space.

RECOMMENDATION: Grant Consent

REASON FOR GRANTING

(1) The proposed development is in general accordance with policies contained in the:-

Brent Unitary Development Plan 2004
Brent Core Strategy 2010
Council's Supplementary Planning Guidance
Mayor's London Plan 2010
National Planning Policy Framework

CONDITIONS/REASONS:

- (1) The development hereby permitted shall be carried out in accordance with the following approved drawing(s) and/or document(s):

3221/019A	3221/012
3221/020A	3221/013
3221/001B	3221/014
3221/003B	3221/015
3221/005B	3221/016
3221/007B	3221/017
3221/008B	3221/018
3221/009A	MCA 0113/01
3221/010A	MCA 0113/02
3221/011	Design and Access Statement

Reason: For the avoidance of doubt and in the interests of proper planning.

INFORMATIVES:

- (1) Please see decision notice reference 10/3221 for other conditions relevant to this development.

Any person wishing to inspect the above papers should contact Neil McClellan, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5243