

**Committee Report**  
**Planning Committee on 15 December, 2010**

**Item No.** 11  
**Case No.** 10/2806

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**RECEIVED:** 29 October, 2010

**WARD:** Willesden Green

**PLANNING AREA:** Willesden Consultative Forum

**LOCATION:** Storage Land next to 75, St Pauls Avenue, London, NW2 5TG

**PROPOSAL:** Retention of hoarding to the rear of the site and the erection of heras style fencing on the front boundary.

**APPLICANT:** Genesis Housing Group

**CONTACT:** Savills

**PLAN NO'S:**  
See condition 1

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**RECOMMENDATION**

Approval

**EXISTING**

The site is a vacant plot on the northern corner of St Paul's Avenue and Park Avenue North, NW2. The site is not within a conservation area but is opposite Kingsley Court which is a Grade II Listed Building.

The last lawful use of the site was as a petrol filling station. There is a functioning garage directly to the north of the site on Park Avenue North and a train line to the north of the site, all other neighbouring uses are residential.

**PROPOSAL**

See above

**HISTORY**

E/10/0076 Enforcement Notice served  
Erection of hoarding to perimeter of premises.

This relates to the hoarding currently on the site.

10/0677 Refused 1st July 2010  
Redevelopment of the site to provide part 2, 3, 4 and part 6 storey building comprising 20 (5 one, 10 two and 5 three bed) affordable units and associated access, landscaping, car parking and cycle parking provision

This decision has been appealed and is due to be considered at a hearing on 15th February 2011.

**POLICY CONSIDERATIONS**

**UDP 2004**

BE2 Townscape: Local Context & Character

BE6 Public Realm: Landscape Design  
BE7 Public Realm: Streetscape  
BE9 Architectural Quality

## **Supplementary Planning Guidance Note 17: Design Guide for New Development**

### **CONSULTATION**

Neighbouring occupiers were consulted on 16th November 2010, 4 objections have been received raising the following concerns:

- Existing hoardings are a blight to the area generally and are not in keeping with its character
- The retention of any of the hoarding is not suitable
- The existing "temporary" hoarding deteriorated because of its poor construction and lack of weather proofing, it is unsightly. How long a term will temporary be?
- The hoarding means the back door and passage to the side of the adjacent property are completely hidden from view and invites criminal activity.
- The hoarding reduces visibility generally from surrounding streets and properties, antisocial or criminal activities will still be able to take place unseen.
- Particularly unhappy that the hoarding runs along the front garden boundary of 75 St Pauls Avenue,
- The empty land needs cleansing to remove problem with mice.
- Proposing to retain the hoarding next to the garage suggests an intention to damage the business.
- For a number of years previously fencing was in place and there was no graffiti and fewer security risks.

### **REMARKS**

Members will be aware of this site having considered an application for 20 flats on 30th June 2010. The site is in the ownership of Genesis Housing Group but the garage to the northeast benefits from a "right of access" through the middle of the site. This was considered to be a fundamental constraint on what can be built on the site. The existing hoarding marks out the areas to which there is no right of access.

The hoarding was erected without the benefit of planning permission and there is a valid enforcement notice requiring its removal, this notice requires the hoarding to be removed by 2nd January 2011. The current application proposes to partly replace the hoarding with heras type fencing. Prior to the erection of the hoarding the site was unlawfully used for used car sales and the boundary was treated with heras type fencing.

The hoarding in its current extent has lead to a number of undesirable effects, primarily a reduction in visibility through the site and subsequent increase in fly tipping and perception of unsafety and criminal activity, accompanied by graffiti on the solid hoardings. The applicants are understandably very keen to retain boundary treatments for health and safety reasons, to secure the site and for the demarcation of the "right of access" which is unacceptable in its current form.

The current treatment of the boundary along St Pauls Avenue and Park Avenue North will be replaced with Heras type fencing, this will continue along the front garden boundary of no. 75 St Pauls Avenue. Also, the hoarded area next to 75 St Pauls Avenue will have its southern elevation replaced with fencing. The fencing is proposed to be 2.4m high, metal coloured and will consist of mesh fencing fitted to the existing posts on site which currently support the hoarding.

The result will be a significant improvement in terms of the streetscene, there will be visibility into the site discouraging anti-social behaviour including fly-tipping and no possibility for graffiti on the street frontage. The heras fencing will also lessen the dominating impact of the hoarding on the residential neighbour's front garden.

The hoarding away from the frontage will be retained. Neighbour's have expressed a wish for the hoarding to be replaced in its entirety, however officers consider that the proposal will sufficiently improve the appearance of the site from the street and will overcome the concerns raised.

As the site is currently vacant officers do consider it appropriate for it to be secured and while the proposed hoarding and fencing may not be appropriate elsewhere in the area this site does not share the character of the surrounding residential roads. The applicant's intention is to secure a residential scheme on the site rather than leaving it vacant in the long term but in the mean time officer's consider that the heras fencing and hoarding will be acceptable. Approval is recommended and it is suggested that the permission last for 5 years as the fencing and hoarding is envisaged as a temporary measure, necessary until planning permission is secured for a development on the site. If this does not occur within 5 years it is considered that a boundary treatment, with a quality of design suitable for a permanent development should be sought.

**RECOMMENDATION:** Grant Consent

### **REASON FOR GRANTING**

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

Brent Unitary Development Plan 2004  
Central Government Guidance  
Council's Supplementary Planning Guidance 17

Relevant policies in the Adopted Unitary Development Plan are those in the following chapters:-

Built Environment: in terms of the protection and enhancement of the environment

### **CONDITIONS/REASONS:**

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

GHG/813/X11 Revision H  
GHG/813/X12 Revision D

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

- (2) This permission shall be for a limited period of 5 years only expiring on 15th December 2015 when (unless a further application has been submitted to and approved in writing by the Local Planning Authority) and the works hereby approved shall be removed.

Reason: The fencing and hoarding are of a temporary appearance not expected for a permanent feature and as such the Local Planning Authority would not be prepared to approve this other than for a limited period.

### **INFORMATIVES:**

- (1) This permission shall be implemented by 2nd January 2011 otherwise the Council will consider pursuing Enforcement Action.

Any person wishing to inspect the above papers should contact Liz Sullivan, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5377



# Planning Committee Map

Site address: Storage Land next to 75, St Pauls Avenue, London, NW2 5TG

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