

LONDON BOROUGH OF BRENT

PLANNING COMMITTEE

DATE: 16 JULY 2003

REPORT TITLE : NEASDEN LANE/BIRSE CRESCENT PLANNING BRIEF

1.0 SUMMARY

- 1.1 This report seeks approval for public consultation on a Planning Brief which has been prepared by the Council. The Brief is based on the policies in the Revised Deposited Unitary Development Plan 2000-2010.
- 1.2 It is intended that the Brief will be adopted as supplementary planning guidance and will provide guidance to the developers on the form of the development that the Council considers acceptable. The Brief also sets out the planning justification for a proposed Section 106 Agreement associated with a future planning application for the site.

2.0 RECOMMENDATIONS

- 2.1 That the draft Planning Brief be agreed for the purpose of formally consulting appropriate stakeholders in the Neasden area to determine the future uses and scale of buildings on the site.
- 2.2 That the Members agree the extent and timetable for consultations as set out in the report.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The Planning Brief is designed to eventually form the framework for determining an application(s) for the site. The assessment of the planning application(s) will be undertaken in the normal way with any associated costs contained within existing budgets.
- 3.2 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 further contribute to the regeneration of Neasden Town Centre.

4.0 STAFFING IMPLICATIONS

- 4.1 The staffing implications are set out in the financial implications above.

5.0 ENVIRONMENTAL IMPLICATIONS

- 5.1 The Brief will have a role in effectively contributing to achieving a balance between the demand for development and its long-term impact upon and the need to ensure the regeneration of the Neasden Town Centre. The development site is within an Air Quality Management area, and any development proposals will be designed to minimise their impact on the environment.

6.0 LEGAL IMPLICATIONS

- 6.1 The framework for the planning system is contained within the Town and Country Planning Act 1990. Its plan led in that Section 54A of the Act requires an application to be determined in accordance with the Council's Plan (UDP) unless other material planning considerations indicate otherwise.
- 6.2 The principle of Supplementary Planning Guidance is recognised in central government publication guidance (Planning Policy Guidance 1 and 12 in particular) as a way of covering detailed issues that support and supplement the policies within the Council's UDP. They are a helpful tool for both developers and the Council alike.
- 6.3 Supplementary Planning Guidance (which can include area development briefs) is not a statutory document in the same way the UDP itself is but is a material consideration to be taken into account when determining individual applications.
- 6.4 The weight afforded to Supplementary Planning Guidance when making decisions is increased if it arises out of and is consistent with the UDP and has been subjected to and prepared with public consultation and been formally adopted by the Executive.
- 6.5 At present, the UDP is the Adopted UDP 1996. However, as the Revised Deposited UDP 2000-2010 is due to be adopted shortly, it is appropriate to refer to the policies in that in the Brief.

7.0 DETAIL

Background Context

- 7.1 The Brief has been produced as part of one of several action points dropping out of the Neasden Town Centre Regeneration Framework. The Framework was produced in late 2001 in consultation with local community and sets out a vision for the future regeneration of Neasden Town Centre which has experienced decline for some years. The main reasons have been severance caused by the North Circular Road and the proximity of superior and significant retail facilities. The introduction of a pedestrianised area as part of a town centre improvement only served to speed up the decline.
- 7.2 The Framework describes a strategy to address this decline, setting out eight key action areas, including issues of transportation, acceptable land uses, increased residential densities, town centre management, a design strategy to create a distinctive environment, assisted by improvements to the public realm, a funding strategy and identifying key redevelopment opportunities. The site which is the subject of this brief is one such opportunity.
- 7.3 The Neasden Town Centre Regeneration Framework underwent significant consultation with local residents and traders and forms part of a report to the Executive on 21st July. The issue of the redevelopment opportunities were part of the original concept plan and have been discussed at these consultation meetings.

Brief

- 7.4 A draft planning brief was prepared by the Council and has been consulted on internally. The brief, which is attached at Appendix 1, proposes a comprehensive approach to the redevelopment of a block bounded by Neasden Lane, Birse Crescent and a service road. The block is made up of a number of buildings and low order uses. These parcels will require assembly to implement the redevelopment of the block in full. The brief proposes a range of acceptable uses, including retail, residential and hotel. Any redevelopment scheme would need to be mixed use with active frontages. The development objectives are:

- The Council is seeking the comprehensive development of the site that is currently made up of a number of parcels with different land ownership's.
- The site is considered appropriate for a mixed use scheme.
- The Council is seeking to have active frontages retained and increased.
- The Council will expect a high quality of design that respects the sites visible location.
- The development should form a landmark building, which signals the location of Neasden.
- Development should address the issues of noise, vibration and air quality.

S.106 Requirements

7.5 Private Developers would be required to enter into a Section 106 Agreement with the Council to provide the following:

- 30-50% Affordable housing
- Non-car access improvements
- Support of car pooling scheme
- Open Space/public realm contribution
- Public Art

Public Consultation

7.6 It is now appropriate to conduct wider public consultation in line with the Authority's policies that seek to ensure greater public participation and transparency in the planning process and Central Government guidance that consultation should be carried out. Wider consultation ensures that the Brief properly reflects community aspirations for the site, while recognising constraints posed by development economics, the site, setting and policy framework. The Planning Committee is asked to agree the Brief and the following programme for wider public consultation.

7.7 Currently it is proposed to consult the following:

- Local Residents Associations
- Local Traders/Business Group(s)
- Willesden Area Consultative Forum
- Residents and Businesses in the Neasden Area immediately adjacent to the Brief site
- Owners and occupiers of the site
- Ward Councillors

7.8 In addition, local Ward Councillors will be asked whether there are any other groups and organisations that should be added to the consultation list.

7.9 The Strategy for the consultation process is likely to include the following:

- Leaflets/Letters
- Posters
- Willesden Area Consultative Forum meeting
- Local Residents Association meetings
- Local Business Group meetings

7.10 It is proposed that consultation be undertaken in September concluding, with the Willesden Area Consultative Forum meeting, on the 1st October 2003 and reported back to the Planning Committee on the 29th October 2003. At that time the Members will have the opportunity to comment on the Final Brief before presentation to Executive on the 10th November 2003. The results of this consultation will be analysed by Officer's.

BACKGROUND INFORMATION

Details of Documents:

Neasden Retail Study - Final Report March 2003
Neasden Lane / Birse Crescent Redevelopment Brief Draft July 2003

Any person wishing to inspect the above papers should contact Robin Buckle or Suzanne O'Toole,
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