

LONDON BOROUGH OF BRENT

**EXECUTIVE
DATE: 8TH DECEMBER 2003**

REPORT FROM THE DIRECTOR OF ENVIRONMENT

FOR INFORMATION/ACTION

REPORT TITLE : NEASDEN LANE/BIRSE CRESCENT PLANNING BRIEF

1.0 SUMMARY

- 1.1 This report seeks approval for a Planning Brief which has been prepared by the Council following a recent period of public consultation (ref. Appendix 1). 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 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 Members agree the Planning Brief be adopted as supplementary planning guidance for developers and as a material consideration for assessing any future planning applications for the Neasden Lane/Birse Crescent site.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The Planning Brief is designed to 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 the 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 for this decline 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 2001. 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 and externally. The brief, which is attached as 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

- 8.0 Public consultation on the draft Neasden Lane/Birse Crescent Planning Brief document occurred over a 28 days period which began on Monday 29th of September 2003 and finished on Friday 24th October 2003. Methods employed to consult the public are summarised below:
- 8.1 Letters were sent to a total of 430 households and commercial premises in a defined area surrounding the Neasden Lane/Birse Crescent site explaining:
- the aims and purpose of the draft planning brief,
 - where people could locate a copy of draft brief,
 - the invitation for feedback on the contents of the document, and
 - the process in having the brief document agreed.

Letters and a copy of the draft brief were also sent to all relevant ward councillors and local business groups. A sample of the consultation letter is located in Appendix 2.

- 8.2 An announcement was made by Michael Read (Assistant Director) at the Willesden Area Consultative Forum (ACF) held on 1st of October 2003. He introduced the brief document and explained that a period of public consultation had just begun. Copies of the document were made available at the ACF for people to take and read together with a copy of the letter that had been posted out.
- 8.3 A copy of the consultation letter and copies of the planning brief document were forwarded to all of the Council's One-Stop-Shops and libraries and placed on the Council's planning website at the start of consultation.
- 8.4 A meeting was held on Monday 6th of October 2003 to discuss the issue of consultation with residents and businesses in the area. It was attended by two Council Officers (Robin Buckle and Suzanne O'Toole) and Mr Metra (Chairman of Residents Association), Mr Mehta (Chairman of local Neighbourhood Watch) among a group of key Neasden residents. At that meeting the group advised the Council Officers that they did not believe it was necessary to call a special residents meeting to discuss the draft Neasden Lane/Birse Crescent Planning Brief.
- 8.5 At the beginning of the final week of the consultation posters (ref. Appendix 3) were placed in several shopfront windows in the Town Centre of Neasden reminding people of the chance to have their say about the site and the draft brief document.
- 8.6 No written responses either opposing or supporting the draft planning brief document were received by the Council during the period of public consultation.

RECOMMENDATION

- 9.0 That the draft Neasden Lane/Birse Crescent Planning Brief be agreed by the Executive and adopted as supplementary planning guidance.

10.0 BACKGROUND INFORMATION

Details of Documents:

Neasden Retail Study - Final Report March 2003

Any person wishing to inspect the above papers should contact Robin Buckle
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