

Agenda Item 05

Supplementary Information Planning Committee on 10 February, 2021

Case No. 20/0115

Location	Matalan Discount Club, Cricklewood Broadway, London, NW2 6PH
Description	Demolition of existing building; erection of 3 buildings ranging from 3 to 7 storeys with basement, comprising 238 self contained residential units with commercial space at ground floor level (Use Class B1, Block A only); creation of new street, associated landscaping, car and cycle parking, private and communal amenity space

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Members are advised to a correction in relation to the number of dwellings proposed in the description of development. It should read "239" dwellings or units and not "238" dwellings or units and the number of dwellings within Block A as described under Proposal In Detail should read 141 not 138.

Following the publication of the report, an objection was received by a neighbour who had previously objected to the scheme. The additional points of objection are provided below:

Comment	Response
Covid-19 has pretty much destroyed our current way of life therefore there will be less people looking to buy or rent. London rental market has and is continuing to collapse	<p>There remains an identified need for new homes in Brent.</p> <p>The most recent of the GLA's Quarterly Housing Market Reports (December 2020) shows that while asking rents in inner London has fallen between Q3 2019 and Q3 2020, they have risen in Outer London.</p> <p>In the sales market, avg. London prices grew 4% in the year to Sept 2020, the fastest rate since 2017 and the number of sales agreed in London in Oct 2020 was 57% up from Oct 2019.</p>
Even if the applicant wishes to throw their money away, most people around here would prefer a shop selling clothing at affordable prices rather than another anonymous block of flats with a permanent "To Let" sign outside	<p>The proposal is in accordance with the proposed site allocation which seeks to provide housing on the site and direct retail activity to existing town centres. The proposed dwellings would contribute to the Council meeting with its housing targets.</p>

Recommendation:

Remains approval subject to the conditions set out in the Committee report, the completion of a satisfactory Section 106 agreement, and the Stage II referral to the Mayor of London.

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