



**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 August, 2012

**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 138 flats (Block C of outline planning permission granted 28<sup>th</sup> March 2012). Matters to be considered in the reserved matters application are the appearance and landscaping of Block C only.

The outline planning permission (Ref: 10/3221) granted 28<sup>th</sup> 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:** Catalyst Housing Group

**CONTACT:** Sheppard Robson Architects

**PLAN NO'S:**  
See condition 2

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## **RECOMMENDATION**

Grant Consent

### **SECTION 106 DETAILS**

The details of the s106 legal agreement for the outline permission for the masterplan is 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.
- 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**

Block C as a 100% affordable block is exempt from having to pay the Mayor's CIL.

### **EXISTING**

This planning application relates to Block C of the revised First Central Masterplan that was granted outline planning last year.

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 C site.

### **PROPOSAL**

This is a reserved matters application for Building C, a 9 storey residential building comprising 138 flats granted outline planning permission on 28<sup>th</sup> 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 materplan at the 14th December 2011 committee (Reference: 10/3221).

### **HISTORY**

For much of the 20<sup>th</sup> 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 116,100m<sup>2</sup> 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.

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

28/03/2012	<p>Outline planning permission for the revised First Central Masterplan granted on 28<sup>th</sup> March 2012 comprising:</p> <ul style="list-style-type: none"><li>• 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</li><li>• 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</li><li>• 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</li><li>• the provision of an energy centre on land east of Lakeside Drive.</li></ul> <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 appearance and landscaping reserved (Ref: 10/3221).</p>
14/09/2006	<p>Planning permission granted for the realignment of the Rainsford Road link from its junction with Whitby Avenue to its junction with Lakeside Drive and associated landscaping (Ref: 06/1119).</p>
14/09/2006	<p>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 to the A40 and a 22.18 hectare mixed use development, including 116,100m<sup>2</sup> 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: 06/1077).</p>
09/12/2005	<p>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<sup>2</sup> 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).</p>
26/08/2004	<p>Approval of reserved matters for new London Underground station and, associated cycle and footpath links, 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<sup>2</sup> 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</p>

complex (Ref: 03/2728).

- 01/09/2003 Approval of reserved matters for a residential development on land to the rear of Abbeyfields Close and 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<sup>2</sup> 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 and 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<sup>2</sup> 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<sup>2</sup> 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 granted for a 22.18 hectare mixed use development, including 116,100m<sup>2</sup> 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: 98/0016).

## **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).

The national planning policy has changed considerably. The National Planning Policy Framework (NPPF) was published on 27<sup>th</sup> March this 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:

289 letters sent out. Advertised in the press on the 29th September. Site Notice put up 1st October.



16 responses received raising the following concerns/objections.

- Impact of new social housing on house prices in the area.
- Additional demand for local services.
- Increased anti-social activity from an over concentration of new social housing.
- Social housing should be 'pepper potted' across the whole scheme rather than concentrated in one block.
- There is already social housing in Toucan Close.
- Increase in noise from cars travelling up and down Lakeside Avenue.
- Loss of light and privacy.
- Loss of open space and trees.
- The proposed play area and multi use games area will encourage people to hang around these areas at night making noise.

Other consultation responses:

A response has also been received from SEGRO who own the adjoining site which is currently cleared but has permission for a large business park comprising 49,797 sqm of B1(c), B2, B8 floor space. A new application on this site has recently been submitted for a revised scheme comprising 42,815 sqm of B1(c), B2, B8 floor space.

The are concerned primarily that the First Central scheme has not properly assessed the potential noise levels that would come form a future development on their site.

The applicants are currently re-running their noise modeling to take account of future development of the SEGRO site and the details of this will be reported to committee in a supplementary report. The noise model will be used to predict the façade noise levels at the First Central site and subsequently to provide acoustic performance specifications for the glazing and any ventilation openings such that adequate protection against external noise is provided and that future activities at the adjacent site are not compromised. A report detailing the noise model, predictions and acoustic performance specifications will be produced to demonstrate compliance with the relevant planning condition.

Environmental Health:

No objection.

**REMARKS**

**Background**

Outline planning permission for the revised First Central Masterplan was granted on 28<sup>th</sup> 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.

This is a reserved matters application for Building C only which is a 9 storey residential building comprising 138 flats. The applicants for this phase of the masterplan are Catalyst Housing and the block will be 100% affordable 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 proposed appearance of the building does not differ significantly from the indicative elevations approved at the outline stage. The large elevations are broken up by balconies, staggered window openings and the use of different palette of materials which consist of a coloured cladding system the exact details of which will be approved via a condition attached to the outline permission.

Rainwater goods generally to be internal or located in recesses or concealed within the cladding system, which is welcomed.

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**

A simple yet high quality palette of paving materials and street furniture is proposed with the paving materials and built elements reflecting the character of the existing landscape.

The internal road and parking will be paved with concrete blocks and the footpath adjacent Lakeside Drive in tarmac to match the existing treatment. The existing resin bound gravel paths within the water landscape will be extended where required to connect to the new blocks

Concrete or clay block pavers will be used on the podium courtyard to create a more residential feel. All paved surfaces for pedestrian areas are designed to ensure accessibility for all, with avoidance of ramped approaches, reducing unnecessary furniture clutter and employing a lighting scheme which ensures external spaces are adequately lit at all times.

The planting consists of native species and includes 57 new trees. The proposed treatment is considered to be a robust and attractive solution to the landscaping of the land around the block

### **Residential Courtyard**

This courtyard is located on a podium above the parking area. It is private communal space for the use of the residents of the building. The podium is a storey above the existing water landscape, providing clear views into the central landscaped area. Ground floor units facing into the courtyard will have a 2.5 deep private terrace with a further 2 metre deep buffer of defensive planting between the terraces and the communal courtyard in order to protect their privacy.

The Courtyard includes 540 sqm of play space incorporating a variety of play equipment including natural play boulders, climbing stones, timber climbing frame, a willow tunnel, grass berms and stepping stones. This equipment is aimed at younger children. Older more independent children will benefit for the new MUGA and play area approved for West Twyford Park as part of the outline permission.

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.

Your officers consider that the landscaping proposals are acceptable.

**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):

00\_002 rev B  
00\_263 rev A  
20\_270  
20\_271  
20\_272  
20\_273  
20\_274  
20\_275  
20\_276  
20\_277  
20\_278  
20\_279  
20\_280  
20\_281  
20\_282  
Doc\_033

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

**INFORMATIVES:**

None Specified

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