

## Agenda Item 04

### Supplementary Information Planning Committee on 12 March, 2025 Case No.

24/0410

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Location	Atlip Centre and 2 Atlip Road, Wembley, HA0 4LU
Description	Comprehensive mixed-use redevelopment of the site including the demolition of the existing buildings and construction of seven new buildings comprising residential dwellings (Use Class C3), residential co-living homes (Use Class Sui Generis), commercial and community uses (Class E (excluding sub-use B), F2 and sui generis – creative industries), new public square and other public realm improvements, car parking, cycle parking, internal and external private and communal amenity space, play space, access and servicing arrangements, plant, substations, and other associated works incidental to the proposed development. (This application is accompanied by an Environmental Statement)

*Further explanation (not forming part of the formal description of development set out above):*

The proposed development includes the construction of seven new buildings to provide 464 residential dwellings (Use Class C3) and 421 co-living homes (Use Class sui generis), comprising heights of between 2, 8, 10, 20, 23 and 29 storeys (up to 123.66 AODm), as well as a single storey workspace building. The development proposes 237sqm (GIA) of commercial floorspace (Class E – excluding sub-use B), 505sqm (GIA) of community and flexible workspace floorspace (Class F2, Class E (excluding sub-use B) and Sui Generis – creative industries), and 124sqm of flexible workspace (Use Class E(g) and Sui Generis – creative industries).

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#### Further representations received:

An additional third party objection has been received, with the grounds of objection summarised below:

- development will cause social and environmental strain on the borough
- the number of existing tall buildings in the area are contributing to higher levels of congestion and air pollution
- the height of the buildings represents a fire safety risk
- proposal does not address social housing demand in the area, the homes will not be affordable

*Officer comment: These issues are all considered to be addressed in sufficient detail within the detailed considerations of the main committee report.*

Cllr's Lorber and Clinton have made representation raising concerns with the proposal, which are summarised below:

- Committee report inaccurately refers that the existing car park is used exclusively by Clay Oven and loss of car park will have a negative impact

*Officer comment: The main report does not state this. In paragraph 439 it states that the existing (private) surface car park primarily serves the Atlip Centre. The applicant (and landowner) have confirmed that the entire car park is for patrons of businesses within the Atlip Centre. The parking is controlled by an ANPR camera system to which visitors to the Atlip Centre need to enter their license plate into an iPad which is only inside the tenant's premises. Failure to do so results in a fine and ensures that the car park is not used for general Ealing Road shoppers, or by worshippers at the adjacent the Church Of God Of Prophecy. The Church has its own private car park which is not affected by the proposed development. The existing car parking is not solely for Clay Oven patrons, it is for every tenant of the Atlip Centre and patrons of these businesses and existing signage to the car park states "Atlip Centre Visitors only".*

*Notwithstanding that the current parking arrangement serves the Atlip Centre patrons, of which none of the*

*Document Imaged*

existing occupiers shall be retained as part of the proposed development, there is no policy support to retain or re-provide existing commercial car parking numbers on site. The adopted Site Allocation policy (BSWSA3 Atlip Road) makes no reference to the re-provision of any existing commercial car parking and adopted Local Plan (Policy BT2) is clear that 'car-free' development should be the starting point for all development proposals in places well-connected by public transport, which this site is.

- Ealing Road is a very busy destination and parking is in short supply

Officer comment: As above, the existing car park is to serve visitors to businesses within the Atlip Centre. It is not a car park intended to be accessible to the general public (unless visiting the Atlip Centre).

- Have Ealing Road traders or the Town Centre Manager been consulted?

Officer comment: The Applicant team has engaged with the Ealing Road Traders, to which a letter was sent (in June 2023) inviting the traders to engage in the pre-application process. Members of the Ealing Road Traders attended public consultation events organised by the Applicant. No representations have been received from Ealing Road traders since the application was formally submitted (in February 2024). The Applicant has been in regular contact with Ealing Road Town Centre Manager who has been involved in the formulation of the creative workspace proposals (Building D2) and future potential meanwhile uses.

- Proposed car free restriction is unrealistic and is not enforceable

Officer comment: Controlled Parking Zones have been proved to be an effective means of restricting on-street parking to ensure that it remains available for the use of existing residents when new residential developments come forward. The provision of CPZs is considered necessary to mitigate the impacts of overspill parking onto the surrounding road network as a result of the identified need for development within the Alperton Growth Area. The site is located in a sustainable location and the use of the CPZ together with restricted on site parking is in line with the Council's wider policies on promoting non-car access to reduce congestion and pollution.

- There are capacity issues with public transport in the locality

Officer comment: This has been considered and is addressed within paragraphs 488-494 of the main report. S106 contributions are to be secured for TfL towards, improvements to bus services, and provision of step free access at Alperton Station.

- Inadequate time allowed for consideration of representations between the end of consultation period and publication of committee report

Officer comment: The public consultation period ended in April 2024. All representations received up to and after this time have been duly considered, as summarised in the main report.

Members should also note that since the committee report was published the number of signatories to the e-petition (in objection to the proposal) has increased from 145, and currently stands at 162.

#### Correction to main report:

On page 29 of the committee report, the second bullet point under the 'amendments since submission' heading should refer to building B1 not building D1.

#### Additional condition:

After review of the committee report, the following condition (or alternative similar wording to be agreed) is also attached:

*Within three months of the commencement of above ground works for Building D1, full details of the proposed Marketing Strategy, shall be submitted to and approved in writing by the Local Planning Authority. Details provided should include, but not be limited to:*

- a. the level of fit out proposed,*
- b. how the premises will be marketed to prioritise Class F2 (b) use,*
- c. the pricing strategy proposed,*

- d. identification of potential operators or occupiers and how and when they will be targeted,*
- e. an indicative timetable for different stages of the marketing process,*
- f. the length of the anticipated void period once completed and a strategy for how this will be managed, and*
- g. any incentives to be offered to attract initial occupiers, such as a rent free or reduced rent period and/or flexible lease terms, such as shorter lease durations and/or favourable options to renew or extend.*

*The pre-occupation marketing of Building D1 shall be carried out in full accordance with the approved Strategy thereafter, unless otherwise agreed in writing by the Local Planning Authority.*

*Reason: In the interests of securing provision of new social infrastructure, in accordance with Brent Local Plan policy BSI1.*

**Recommendation: Remains that the Committee resolve to GRANT planning permission subject to the conditions set out in the Committee report and as updated above, together with the application's referral to the Mayor of London (stage 2 referral) and the prior completion of a satisfactory s106 legal agreement.**

**That the Head of Planning is delegated authority to negotiate the legal agreement.**

**That the Head of Planning is delegated authority to issue the planning permission and impose conditions (including to delete, vary, or add conditions, Informatives, planning obligations or reasons for the decision).**