



Planning Committee Map

Site address: 1-12 Queens Parade, Willesden Lane, Willesden, London, NW2 5HT

© Crown copyright and database rights 2011 Ordnance Survey 100025260



This map is indicative only.

RECEIVED: 5 April, 2013

WARD: Willesden Green

PLANNING AREA: Willesden Consultative Forum

LOCATION: 1-12 Queens Parade, Willesden Lane, Willesden, London, NW2 5HT

PROPOSAL: Conservation Area Consent sought for the demolition of all existing buildings.

APPLICANT: G H Investments Ltd

CONTACT: Stephen Marshall Architects LLP

PLAN NO'S:
Drawing Numbers P01 - P33

RECOMMENDATION

Refusal

EXISTING

The site is currently occupied by a single storey parade of shops fronting onto Walm Lane and around the corner of Walm Lane with Willesden Lane. The site is within the Willesden Green Conservation Area but is not a listed building. The site has a ptal rating of 5 which is very good and is within the walking distance of Willesden Green Underground station. The retail frontage forms part of the Willesden Green Town Centre Primary Shopping Frontage. Willesden Lane is a London Distributor Road and Walm Lane is a Local Distributor Road. The site is also with a CPZ.

PROPOSAL

See description above.

HISTORY

13/1123. Full planning permission is sought for the demolition of the existing buildings at 1-12 Queens Parade and erection of a part 4-/part 6-/part 7-/part 8-storey mixed use building containing 345sqm of commercial floor space on groundfloor and 34 residential units (9 x 1-bed, 23 x 2-bed, 2 x 3-bed) with balconies and communal roof terraces. Recommended for refusal. Report into this application appears elsewhere on this Agenda.

95/1656. Full planning permission sought for demolition of existing buildings and redevelopment to provide 5 No. shop units comprising A1 and A2 uses and a cafe/restaurant (A3) and 14 No. flats on first and second floors (as revised by plans received 23/09/1996 and 05/11/1996). Granted 06/11/1996.

95/1657. Conservation Area Consent for demolition of all buildings on Queens Parade. Granted 06/11/1996.

POLICY CONSIDERATIONS

National Planning Policy

The National Planning Policy Framework (NPPF) was published on 27 March 2012 and replaces Planning Policy Guidance and Planning Policy Statements with immediate effect. It includes a presumption in favour of sustainable development in both plan making and decision making. It is considered that the saved policies referred to in the adopted UDP and Core Strategy are in conformity with the NPPF and are still relevant. The NPPF states that good quality design and a good standard of amenity for existing and future occupants of land and buildings are required. Of particular reference to this CAC application, the NPPF outlines policies for the historic environment and heritage assets. It emphasises the importance of being able to assess the significance of heritage assets that may be affected by a development.

Accordingly, the policies contained within the adopted SPG's, London Borough of Brent Unitary Development

Plan 2004 and Core Strategy 2010 carry considerable weight in the determination of planning applications and appeals.

Adopted Brent UDP

BE26 Alterations & Extensions to Buildings in Conservation Areas. They should retain the original design and materials or where not practicable be sympathetic to the original design.

BE27 Demolition & Gap Sites in Conservation Areas.

Brent's Local Development Framework

Site Specific Allocation 28 Queen's Parade/Electric House

Mixed use redevelopment for retail and/or food and drink with residential above. Proposals should include improvement to the public realm along the pavement frontage. The Council will use its Compulsory Purchase Powers to assemble this site if necessary. Development proposals should have regard to the Conservation Area designation of the site.

CONSULTATION

This application has been subject to widespread consultation. 474 letters were sent out to residents within 100m of the site, 3 site notices were installed outside the site and a press notice was served. Consultation letters were also sent to local ward councillors, Urban Design and Policy.

2 objections were received from local residents on the following grounds:

- Loss of existing buildings which contribute to the character and appearance of the Willesden Green Conservation Area.

These comments will be considered further in the *Remarks* section of this report with officer comment.

Urban Design Officers

Object to the proposed development on the grounds that the design is not suitably responsive to local precedents and the proposed rhythm, scale and colour and texture of the materials is not the best solution within the Conservation Area. Demolition of existing buildings should, therefore, be resisted.

REMARKS

Demolition of building within Conservation Area

1. The Willesden Green Conservation Area covers the area south west of and including Willesden Green Station, Walm Lane and Willesden High Road as well as Heathfield Park and a small section of Willesden Lane. It is a mixed use centre which was mainly developed around the late nineteenth and early twentieth centuries following the expansion of the Metropolitan Railway. The buildings are predominantly mixed use with retail on the ground floor and office and residential above. The prevalent finishes are stock London brick and red brick. Most of the detailing is typical of the eclectic Victorian Architecture of the time.
2. The existing building is a single storey terrace in use as groundfloor commercial units within the Willesden Green Conservation Area. The building is constructed in red brick with a front parapet wall capped with a concrete coping stone. The shopfronts have some traditional features with the high stall risers and pilasters with prominent corbels. The single storey building and shop front do not share the distinctive characteristics of the shopfronts and buildings which define the Willesden Green Conservation Area. The shopfronts have recently been painted a turquoise/green colour which is also not considered to be a distinctive characteristic of the Conservation Area. The existing buildings fail to positively contribute to the character of the Willesden Green Conservation Area by reason of their single storey scale, the lack of traditional shopfront details and the appearance of shopfronts. As a result, their demolition could be considered to be acceptable, but only on the basis that any replacement building is of an acceptable high quality of design.
3. It should be noted that in terms of the Site Specific Allocation (site 28) in Brent's Local Development Framework there is an acknowledgement that the building would be likely to be demolished in the event that a redevelopment proposal were to come forward.

4. However, the proposed replacement building is not considered to be acceptable as explained in the report on 13/1122 that appears elsewhere on this Agenda. Therefore, the proposed demolition is not considered to be in accordance with policy BE27 which states that replacement building should be seen as a stimulus to imaginative, high quality design and an opportunity to enhance the area.

The proposal is contrary to BE27 for the reasons identified above and is therefore recommended for refusal.

RECOMMENDATION: Refuse Consent

CONDITIONS/REASONS:

- (1) In the absence of an acceptable replacement building or alternative surface treatment, the proposal to demolish this existing garage in the Willesden Green Conservation Area would be detrimental to the character and appearance of the locality and is therefore contrary to policy BE27 of Brent's Unitary Development Plan 2004.

INFORMATIVES:

None Specified

Any person wishing to inspect the above papers should contact Robin Sedgwick, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5229