



Planning Committee Map

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

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This map is indicative only.

RECEIVED: 7 May, 2013

WARD: Willesden Green

PLANNING AREA: Willesden Consultative Forum

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

PROPOSAL: 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.

APPLICANT: G H Investments Ltd

CONTACT: Stephen Marshall Architects LLP

PLAN NO'S:
Drawing Numbers P01 - P33

Associated Documents

Design and Access Statement by Stephen Marshall Architects March 2013
Energy Strategy by Calford Seaden Construction and Property Consultants March 2013
Air Quality Assessment by Hyder Consulting
Transport Statement by Yes Engineering Limited February 2013
Planning Statement
Daylight and Sunlight Report by Calford Seaden March 2013

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. Conservation Area Consent sought for the demolition of all existing buildings and redevelopment of the site. Under consideration.

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.

Electric House

There has also been an application made by Network Housing for the redevelopment of the neighbouring site Electric House.

13/1428. Full planning permission sought for the demolition of existing office building and erection of a seven storey building comprising 25 residential apartments (11 x 1-bed, 13 x 2-bed and 1 x 3-bed) and 383sqm of retail floorspace on the groundfloor with associated cycle parking, first floor rear communal roof terrace and associated landscaping. Under consideration.

13/1429. Conservation Area Consent for demolition of Electric House to facilitate redevelopment of the site. Under Consideration

POLICY CONSIDERATIONS

National Planning Policy Framework

The NPPF was published on 27th March 2012 and replaces Planning Policy Guidance and Planning Policy Statements with immediate effect. 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.

Where PPG's, PPS's, LDF Core Strategy and UDP saved policies are referred to in the report below they have been considerations in the assessment of the application. However, the recommendation is considered to comply with the NPPF.

London Plan 2011 and Mayor's Community Infrastructure Levy (CIL)

Mayor's Housing SPG 2012

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.

Core Strategy

CP2 Population and Housing Growth
CP6 Design & Density in Place Shaping
CP15 Infrastructure to Support Development
CP16 Town Centres and the Sequentail
CP17 Protecting and Enhancing the Suburban Character of Brent
CP18 Protection and Enhancement of Open Space, Sports and Biodiversity
CP19 Brent Strategic Climate Change Mitigation Adaptation Measures
CP21 A balanced Housing Stock

Brent's UDP 2004

BUILT ENVIRONMENT

BE1 Urban Design Statements
BE2 Townscape: Local Context and Character
BE3 Urban Structure
BE5 Urban Clarity and Safety
BE6 Public Realm: Landscape Design
BE7 Public Realm: Streetscape
BE9 Architectural Quality
BE12 Environmental Design Principles
BE25 Development in Conservation Areas
BE27 Demolition & Gap Sites in Conservation Areas

HOUSING

H9 Dwelling Mix

H11 Housing on Brownfield Sites
H12 Residential Quality – Layout Considerations
H13 Residential Density

TRANSPORT

TRN3 Environmental Impact of Traffic
TRN10 Walkable Environments
TRN14 Highway Design
TRN23 Parking Standards – Residential Developments
TRN35 Transport Access for Disabled People and others with Mobility Difficulties
PS14 Parking Standards – Residential Development
PS15 Parking for Disabled People
PS16 Bicycle Parking

Supplementary planning guidance 17: Design Guide for New Development Supplementary Planning Document: S106 Planning Obligations

SUSTAINABILITY ASSESSMENT

This application is accompanied by a an Energy Strategy with a Code for Sustainable Homes (CfSH) Pre-Assessment, BREEAM Pre Assessment and TP6 Sustainability Checklist which confirm that the proposal will achieve a CfSH Code level of 4 and an indicative BREEAM rating of 'Excellent' . It also notes that the scheme will achieve a 12 % reduction in CO2 emissions from 2010 Building Regulations TER through “be lean” (building fabric) measures and a further 26 % reduction through on-site renewables (PV Panels).

The site is not situated within a designated Growth Area and as such, the proposal goes beyond the minimum requirement of Code Level 3 as set out within the LDF Core Strategy. Furthermore, the 40 % target reduction in CO2 that is required by the London Plan only comes in to effect once the 2013 Building Regulations have been adopted and as this has not occurred yet the 25 % target reduction in CO2 still applies. As such, the proposal also goes well beyond the current requirements for the reduction in CO2 associated with a proposed development.

The submission contends that CHP is appropriate for this scheme and that on-site renewable energy can be generated through the use of Photo-Voltaic Panels on the roof of the 8-storey part of the building.

The applicants have submitted a TP6 Sustainability Checklist which they have scored at 50.4 %. Your officers have assessed the checklist and have scored it at 40.4 % having excluded some selected measures that aren't proposed. This falls below the minimum score that is sought (50 %). However, given that the applicant is proposing to achieve Code for Sustainable Homes Level 4 when they are only required to achieve Level 3, your officers consider the TP6 Sustainability Checklist to be acceptable.

If officers were minded to recommend approval this would need to be secured through a s106 agreement. However in the absence of an appropriately worded legal agreement to control the matter this will need to be added as a reason for refusal.

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 advertising development affecting a Conservation Area. Consultation letters were also sent to local ward councillors, Transportation, Streetcare, Environmental Health, Urban Design, Housing, Landscape Design and Policy.

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

- Cumulative impact of the loss of existing cultural facilities in the local area without sufficient replacement (particularly with loss of library, Spotted Dog Pub and potentially the Queensbury)
- Loss of distinctive retail units that provide real benefits to the local population.
- Loss of light as a result of the height of the 8 storey building on flats on the opposite side of Walm Lane
- Disturbance from building works.
- The proposed development will add to existing noise and congestion in the local area.
- Lack of parking will result in pressure on existing on-street parking provision.
- 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.

Transportation

Transportation object to the proposal on the grounds that the proposed servicing arrangement for the retail element cannot be implemented at present, and as such the entire development will lack acceptable servicing contrary to Policy TRN 34 of the UDP 2004.

Urban Design

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.

Safer Streets

No objections to the proposed development subject to suitably worded conditions to control air quality, noise insulation to ensure that the proposed development provides an acceptable quality of accommodation for prospective residents and has an acceptable impact on neighbouring residents.

Landscape Design

The proposed development has a shortfall of amenity space. A tree protection plan would also be required to show that the existing street trees will be protected and not detrimentally impact by development. Further details of all hard materials, soft landscaping and drainage would be required by condition.

REMARKS

Introduction

1. The main considerations when determining a major mixed use application within a conservation area are:

- Will the demolition of the existing building result in the loss of a building which contributes to the character and appearance of the Conservation Area?
- Are the mix of uses acceptable for a development in this location?
- Is there an acceptable provision of affordable housing?
- Does the proposed development have an acceptable design?
- Does the proposed development provide an acceptable quality of residential accommodation?
- Does the proposed development have an acceptable impact on the amenity of neighbouring residents?
- Will the proposed development have an acceptable transport impact?
- What material considerations have been raised during the consultation process

Demolition of building within Conservation Area

2. 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.

3. 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 also is not a distinctive characteristic of the Conservation Area. The existing buildings do not make a particularly positive contribution 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 such the demolition of these is acceptable provided the replacement building is of an acceptable design.

Principle of Mixed Use redevelopment/Site Specific Allocation

4. The site is within the primary shopping frontage of Willesden Town Centre. The site along with the neighbouring Electric House on Walm Lane forms part of a Site Specific Allocation (SSA) identifying the site for mixed use redevelopment for retail and/or food and drink with residential above. The SSA states that proposals should include improvement to the public realm along the pavement frontage. The justification for the allocation is that a more intensive development of the site would allow for a diversification of retail use and an increase in the supply of residential units in the area.

5. The SSA for the site requires that the ability to redevelop both sites is considered. The Council have sought to encourage both site owners to work together to produce a joint proposal for both sites, however despite planning officer advice to the contrary, both sites have now come forward independently. Throughout the pre-application process over the past three years Council officers have identified specific constraints with the independent redevelopment of both sites in terms of the design and relationship to each other, servicing of the ground floor commercial uses and the impact on residential quality. Network Housing have sought to address the concerns with the relationship between the two sites by reducing the scale and redesigning the corner element of their proposals, these proposals are currently under review as part of the applications referred to in the *History* section above. The concerns with the independent development of Queens Parade were also identified during the pre-application process and these will be expanded upon in this report.
6. The proposed development includes the provision of 345sqm of retail floorspace on the groundfloor and 34 residential flats above. This would represent an intensification of the use of the site and would involve the redevelopment of a brownfield site that would appear to go towards meeting the aspirations of the SSA and policy H11 of Brent's UDP 2004.
7. The existing level of retail floor space, which covers almost the entire footprint of the site, currently provides temporary retail space for start up businesses. The proposal will result in a decrease in retail floorspace from an existing gross internal area of 590sqm to 345sqm resulting in a loss of 245sqm. This loss occurs as a result of the need to provide a core access to the residential floors above and areas for servicing, cycle storage and plant for the proposed building.
8. The principle of the mixed use redevelopment of the site is considered to be acceptable.

Provision of Affordable Housing and Mix

9. The proposed development provides 34 residential flats and is fully private with the following mix of housing.

Table 1

Floor	1-bed (46-54sqm)	2-bed (56-71sqm)	3-bed (69-83sqm)	Total
1	2	4	0	6
2	2	4	0	6
3	2	4	0	6
4	1	4	0	5
5	1	4	0	5
6	1	3		4
7			2	2
Total	9 (26%)	23 (68%)	2 (6%)	34

10. The level of family housing provision is low at 6% but this level of provision is considered to be in line with Policy CP21 of Brent's Core Strategy, which requires a balance housing stock, as the site is located within a town centre where there is limited space for private amenity and parking.
11. The level of affordable housing sought for a major residential development should be in accordance with the Council's Core Strategy Policy CP2 which aims to achieve 50% of new homes should be affordable. Where this is not financially viable the Council seek to ensure that the maximum reasonable amount of affordable housing be provided in accordance with London Plan requirements. The applicants have confirmed that no affordable housing will be provided with this proposal but have not suitably justified this level of provision with the submission of a financial appraisal. As such the proposal fails to provide an appropriate level of affordable housing provision without sufficient justification contrary to planning policy 3.11 of London Plan 2011 and policy CP 2 of Brent's Core Strategy 2010.

Design

Density

12. The Council's primary consideration in determining the appropriate density of new residential development is whether the proposed development achieves an appropriate urban design which makes efficient use of the land and meets the amenity needs of potential residents. It also notes that increased densities will be permitted in those parts of the Borough with good or very good public transport accessibility levels (PTAL 4 or above). This site is within a town centre with a PTAL rating of 5 which is very good.

13. The Council's has a density matrix set out in SPG 17 which states that a site in a town centre and near a transport interchange should have a density of between 240-700 habitable rooms per hectare(hrh). The London Plan Density Matrix sets out that proposed developments within an Urban Setting with a PTAL of 4 to 6 should have a density of between 220-700 hrh. The proposed development of Queens Parade has a density of 1400hrh. Therefore the level of development proposed is significantly in excess of London Plan and Council recommendations.
14. The excessive density of the site is considered to be demonstrated by the excessive scale and massing of the building in contrast to neighbouring development, the lack of adequate amenity space and high concentration of single aspect north facing residential units.

Scale, Massing and Layout

15. The site specific allocation recognises that the site is suitable for more intensive redevelopment however any redevelopment should be in compliance with Brent's UDP policy BE9 which seeks to ensure that new development is of a scale, massing and height that is appropriate to their setting, civic function and/or townscape location. Policy BE27 expands this requirement by stating that replacement buildings within a Conservation Area should be seen as a stimulus to imaginative, high quality design and an opportunity to enhance the area.
16. The existing single storey building occupies almost all of the site area except for a 1.2m deep 37m long pathway to the rear of the site. The Walm Lane frontage is approximately 33m long while the corner round to the boundary with Electric House provides a further 27m of frontage. The site at its deepest point on the corner has a depth of 18m this narrows to the north where it is approximately 9m deep at its shortest point adjacent to the boundary with Rutland Park Mansions. The site has an area of 640sqm. The site is a prominent location within the conservation area with an exposed location.
17. The neighbouring development to the north is the four storey Victorian apartment block Rutland Park Mansions. On the opposite side of Walm Lane is a row of mixed use three storey buildings with single storey front projections which provide the commercial frontage. To the west of the development site is the Locally Listed Electric House, a three storey 1930s Art-Deco office building (this building is subject to a separate planning application for its demolition and redevelopment as a mixed use development).
18. The proposed replacement building would occupy the whole site and is part 4/part 6/part 7/part 8 storeys in height stepping up from the boundary with Rutland Park Mansions to the corner of Walm Lane, Willesden Lane and High Road. The maximum height is retained adjacent to Electric House with a flank wall shown that could join with a proposed building should one be approved on the site.
19. In contrast to the neighbouring buildings on the opposite side of Walm Lane with their narrow sites and vertical emphasis and the set back and vertically defined Rutland Park Mansions Block, the proposed replacement building would have one large horizontal mass which while it steps down towards the north east boundary would be of a scale and massing out of context with neighbouring buildings within the Conservation Area. This scale and massing is further emphasised by the horizontal banding on the Walm Lane frontage which projects out to provide a curved corner element. As such it is not considered to be of a size and scale which sits comfortably within its prominent setting in the Willesden Green Conservation Area.
20. The proposed building is of an excessive scale and massing, with a prominent horizontal emphasis which fails to preserve or enhance the character and appearance of the Willesden Green Conservation Area and surrounding street contrary to planning policies BE2, BE3, BE9 and BE25 of Brent's UDP 2004.

Elevational Treatment, Materials and Public Realm

21. The main front elevation onto Walm Lane is defined by the prominent horizontal projecting banding which is to be finished in a bronze coloured PPC Aluminium panels. These panels are metal panels which will be coloured with a bronze finish. The recessed elevation behind the banding will be a mix of composite glazing and solid PPC Aluminium panels in a darker colour. The upper floors also contain three strips of balconies (to be constructed in perforated bronze PPC Aluminium Panels). The projecting balconies which start from the first floor level will be wedged shaped and have an area of approximately 7sqm. These balconies do provide some vertical emphasis to the building but not sufficient to successfully break down the massing of the proposed building.
22. The groundfloor contains the shop frontage which is defined by full height double glazed shop frontage with a glass canopy above. The plan of the commercial floorspace shows that this space could be

sub-divided into four separate commercial units. The main residential entrance is on the Willesden Lane frontage on the other side of the curved corner feature. The applicants have also highlighted that the space in front of the curved frontage, where there is the wider pavement width on the corner of Walm Lane with Willesden Lane, could be used for on-street seating and tables associated with the ground floor commercial use.

23. The proposed rear and flank wall elevations are to be finished in banded bricks in contrasting coloured bands. This would be acceptable on the flank wall facing Rutland Mansions provided the materials are of the highest quality as the facing flank wall of the Rutland Mansions is also blank and there would not be significant views of this from the streetscene. However the flank wall on the boundary with Electric House would be 7 storeys high, with a recessed eighth storey. This elevation would be prominent when viewed from east along Willesden Lane. If the neighbouring site is not redeveloped this would appear as a prominent flank wall which would have a significant unacceptable impact on views from within and outside the conservation area.
24. The proposed building by reason of the prominent flank wall on Willesden Lane, the projecting horizontal banding and projecting balconies and fully glazed groundfloor commercial frontage with projecting glazed canopy and the proximity of the projecting balconies to the existing street trees, would be of a style and appearance which accentuates the scale of the building to the detriment of the character of surrounding Willesden Green Conservation Area contrary to planning policies BE2, BE3, BE6, BE7, BE9 and BE25 of Brent's UDP 2004 and SPG 17: 'Design Guide for New Development'.

Quality of Proposed Residential Accommodation

25. 34 residential units are proposed and are arranged over first to seventh floors of the proposed building. The proposed units have all been designed with floor areas to meet the minimum floor areas of the London Plan policy 3.5. The one bed units are between 52.5sqm and 55sqm in size, the two bed units are between 71.7 and 78sqm and the three bed units, which are situated on the top floor are between 100 and 105 sqm. Four of the units including one of the three-bed units are disabled access units.
26. Due to the limited depth of the site and arrangement of the proposed floor accommodation 11 of the units will effectively be north facing single aspect units. The rear elevation of the Walm Lane part of the site cannot be used for habitable room windows as a result of its proximity to the boundary with Electric House. The main access corridors to the upper floor flats runs along the rear part of the site and while there will be windows to the corridor to correspond with windows in the rear walls of the of flats this would not be sufficient for the units to be considered as dual aspect. Members are very familiar with the fact that north facing single aspect units are not permitted, given the poor quality of environment they provide. The fact that a third of the units proposed fall into that category is a clear indication of the unacceptability of the scheme.
27. Each of the flats have a minimum of 7sqm of private amenity space however this would fall short of the requirement of a minimum of 20sqm per unit required by SPG 17. There is a communal roof terrace at the podium level on the first floor while there are additional roof terraces on the roof of the four storey and six storey sections of the building. This amounts to a provision of 238sqm of amenity space. Given that this space is more accessible for the upper floor units and that the first floor terrace will have limited daylight and sunlight as a result of the scale of the building, it is not considered to constitute an acceptable size and quality of amenity space to meet the requirements of the Council's planning policy guidelines. This needs to be considered in the context of the poor quality internal accommodation discussed above.
28. The proposed development by reason of the high proportion of north facing sole aspect habitable room windows and the inadequate area and quality of communal amenity space would result in an unacceptable quality of residential accommodation to the detriment of the prospective residents contrary to planning policy BE9 and H12 of Brent's UDP 2004 and the guidelines within the Mayor's Housing SPD and the Council's SPG17: Design Guide for New Development'

Impact on Residential Amenity of Neighbouring Residents.

29. The nearest sensitive residential properties are those at Rutland Park Mansions. There is a gap of 8m between the flank wall of the proposed development and the flank wall of Rutland Park Mansions. There are no flank wall windows within the Rutland Park Mansions. The depth of the proposed development will match that of Rutland Park Mansions and therefore the main habitable room windows on the front and rear of this building will not be affected by the proposed building. As stated in the section above the majority of the sole habitable room windows for the proposed development are located on the Walm Lane and Willesden Lane frontages. There are 3 sole habitable room windows on the rear elevation close

to the flank wall of the Rutland Park Mansions. These will not face an habitable room windows and will face the Electric House site and the car park to the rear for the residents of Rutland Park Mansions.

30. There are also residential properties on the first and second floor of the properties on the opposite side of Walm Lane. These have facing habitable room windows which are situated over 25m from the proposed building line. As such there outlook will not be detrimentally affected.
31. The applicants have also submitted a daylight and sunlight study which concludes that the proposed development will have an acceptable impact on daylight and sunlight to neighbouring residential properties. Officers have not challenged the conclusions of this report.

Transportation

32. The proposed development provides no parking for prospective residents. This is considered acceptable as it is in a location with very good public transport accessibility. To ensure that the proposal did not result in a significant increase in on-street parking a section 106 clause would need to be inserted removing the rights of prospective residents from accessing a parking permit for the CPZ. In the absence of an agreement to control this matter the proposed development would give rise to excessive on-street parking and highway conditions that would be prejudicial to highway and pedestrian safety.
33. The existing retail units have no off-street servicing. This is considered to be unfortunate given the status of Walm Lane and Willesden Lane as local distributor roads, the location of the site next to a controlled junction between the two roads and the presence of a bus stop on Walm Lane. The proposal provides an opportunity to deal with the issue of the absence of servicing and as a result the proposed retail units should have access to off street servicing facilities to ensure that there is no disruption to local highway safety and traffic conditions.
34. The applicants have shown that in the event that the site was redeveloped in the future, servicing could be provided through a link along the rear of the neighbouring Electric House site. However this could only be provided if the neighbouring site is developed at the same time or prior to Queens Parade. The Council's Highways Engineer cannot accept the proposed servicing solution, as it depends on land which is not in the control of the applicant, and depends on a redevelopment scheme taking place at the Electric House site which has itself not got the benefit of planning permission.
35. In the absence of a legal agreement to control parking, the absence of a on-site servicing bay and a delivery and servicing plan to control servicing the proposed development will generate a demand for on-street parking and servicing that cannot be accommodated within the surrounding area and on Willesden Lane, which is a London Distributor Road, and Walm Lane, Which is a Local Distributor Road, and as such the development would give rise to highway conditions that would be prejudicial to highway and pedestrian safety contrary to saved policies TRN3, TRN24, TRN34 and H19 of the London Borough of Brent Unitary Development Plan 2004

Response To Objections

Objection	Officer Comment
Cumulative impact of the loss of existing cultural facilities in the local area without sufficient replacement (particularly with loss of library, Spotted Dog Pub and potentially the Queensbury)	The existing groundfloor space within Queens Parade is in use as retail floorspace. This space is currently occupied by start up businesses as part of a to rejuvenate the Willesden Green town centre. The proposed development. The proposed development will not result in the loss of any existing cultural facilities.
Loss of distinctive retail units that provide real benefits to the local population.	The existing space is in use as a temporary retail space. The proposed development would result in a decline in retail space however there would still be 345sqm of retail space. As with the existing units
Loss of light as a result of the height of the 8 storey building on flats on the opposite side of Walm Lane	The habitable room windows of the properties on Walm Lane are approximately set 23m from the proposed development site. They are not considered as part of the daylight and sunlight assessment as the daylight and sunlight specialist considered that they were too remote from the development site to be affected.
The proposed development will add to existing	It is noted that there will be some noise and disturbance

noise and congestion in the local area	<p>during the construction process for any new development should the application be approved however conditions would be attached requiring details of a Construction Logistics Plan and a measures to control hours of work and dust from works.</p> <p>In relation to the proposed retail and residential uses these are not considered to be significant noise generating uses and will not have a significant impact on noise levels.</p> <p>There are concerns that the proposed development will have a detrimental impact on highway conditions as set out in the transportation section above.</p>
Lack of parking will result in pressure on existing on-street parking provision.	The application if it were to be approved would have a section 106 clause to restrict the access of prospective residents to parking permits for the local CPZ to ensure that the proposal would not result in an excessive increase in on-street parking.
Loss of existing buildings which contribute to the character and appearance of the Willesden Green Conservation Area.	The existing buildings are considered to make a contribution towards the character and appearance of the Conservation Area as set out in paragraphs 2 and 3 above.

Conclusion

36. The proposed redevelopment of Queens Parade has a number of serious shortcomings which cumulatively result in an unacceptable scheme which fails to provide any affordable residential accommodation, would have scale and design that harms the character and appearance of the Willesden Green Conservation Area, would fail to provide an acceptable quality of residential accommodation for prospective occupants and in the absence of a suitably worded legal agreement would have an unacceptable transport and environmental impact. The proposal fails to comply with requirements set out in the Mayors London Plan 2011, Councils Core Strategy 2010 and Unitary Development Plan 2004. Accordingly it is recommended for refusal for the reasons set out below.

RECOMMENDATION: Refuse Consent

CONDITIONS/REASONS:

- (1) The proposed development fails to provide an appropriate level of affordable housing provision without sufficient justification contrary to planning policy 3.11 of London Plan 2011 and policy CP 2 of Brent's Core Strategy 2010
- (2) The proposed building is of an excessive scale and massing, with a prominent horizontal emphasis which fails to preserve or enhance the character and appearance of the Willesden Green Conservation Area and surrounding street contrary to planning policies BE2, BE3, BE9 and BE25 of Brent's UDP 2004.
- (3) The proposed building by reason of the prominent flank wall on Willesden Lane, the projecting horizontal banding and projecting balconies and fully glazed groundfloor commercial frontage with projecting glazed canopy and the proximity of the projecting balconies to the existing street trees, would be of a style and appearance which accentuates the scale of the building to the detriment of the character of surrounding Willesden Green Conservation Area contrary to planning policies BE2, BE3, BE6, BE7, BE9 and BE25 of Brent's UDP 2004 and SPG 17: 'Design Guide for New Development'.
- (4) The proposed development by reason of the high proportion of north facing sole aspect habitable room windows and the inadequate area and quality of communal amenity space would result in an unacceptable quality of residential accommodation to the detriment of the

prospective residents contrary to planning policy BE9 and H12 of Brent's UDP 2004 and the guidelines within the Mayor's Housing SPD and the Council's SPG17: Design Guide for New Development'

- (5) In the absence of a legal agreement to control parking, the absence of a on-site servicing bay and a delivery and servicing plan to control servicing the proposed development will generate a demand for on-street parking and servicing that cannot be accommodated within the surrounding area and on Willesden Lane, which is a London Distributor Road, and Walm Lane, Which is a Local Distributor Road, and as such the development would give rise to highway conditions that would be prejudicial to highway and pedestrian safety contrary to saved policies TRN3, TRN24, TRN34 and H19 of the London Borough of Brent Unitary Development Plan 2004

- (6) In the absence of a legal agreement to control the matter, the proposal fails to comply with the principles of sustainable development and would be harmful to the aims and objectives of the Council, which seek to ensure that new development and land uses achieve sustainable development, and is therefore contrary to Policies STR14 and BE12 of the Brent Unitary Development Plan 2004 and the guidance contained within Supplementary Planning Guidance SPG19: "Sustainable Design, Construction and Pollution Control".

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