



Planning Committee Map

Site address: Electric House, 296 & 296A Willesden Lane, Willesden, London, NW2 5HZ

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This map is indicative only.

RECEIVED: 4 June, 2013

WARD: Willesden Green

PLANNING AREA: Willesden Consultative Forum

LOCATION: Electric House, 296 & 296A Willesden Lane, Willesden, London, NW2 5HZ

PROPOSAL: 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.

APPLICANT: Network Stadium Housing Association

CONTACT: Jones Lang LaSalle

PLAN NO'S:
see Condition 2

RECOMMENDATION

Grant planning permission subject to the completion of a satisfactory Section 106 or other legal agreement and delegate authority to the Head of Area Planning or other duly authorised person to agree the exact terms thereof on advice from the Director of Legal Services and Procurement.

SECTION 106 DETAILS

The application requires a Section 106 Agreement, in order to secure the following benefits:-

- Payment of the Council's legal and other professional costs in (a) preparing and completing the agreement and (b) monitoring and enforcing its performance
- 100% Affordable housing comprising of 25 units. 5 affordable rent units and 20 Shared ownership units.
- Membership and compliance with the 'Considerate Contractors' Scheme.
- Compliance with sustainability checklist exceeding 50% score
- Code for Sustainable Homes Level 4
- CO2 reduction representing 25% improvement on 2010 Building Regulations
- Submission of Green Travel Plan
- An agreement under S278 of the Highways Act 1980 for works within the footway to the front of the site, to include new paving, tree planting, street furniture and removal/adjustment to existing vehicular crossovers.
- Shared use of the service yard between this development and any future development of the Queens Parade site.

And, to authorise the Head of Area Planning, or other duly authorised person, to refuse planning permission if the applicant has failed to demonstrate the ability to provide for the above terms and meet the policies of the Unitary Development Plan and Section 106 Planning Obligations Supplementary Planning Document by concluding an appropriate agreement.

This application is liable for Community Infrastructure Levy.(CIL) . The Mayor's contribution would be is £348,563.95is £11,129.06.

EXISTING

The existing building is a locally listed three storey building that was constructed in the 1930's. It is within the Willesden Green Conservation Area . The Willesden Green Conservation Area is characterised by two and three storey terraced buildings with retail on the ground floor and residential above which dates predominantly from the late 19th and early 20th century. As such Electric House does not fit with the established character of the Conservation Area.

The neighbouring site is Queens Parade which was recently subject of a planning application for

redevelopment which was withdrawn prior to consideration by the Planning Committee.

The site has an area of 0.092 hectares with the existing building covering most of the site. The most recent permanent use of the building has been as offices although the groundfloor has more recently been used for a temporary use by a local art group as an art gallery and studio.

The groundfloor is also on the edge of the Willesden Town Centre Primary Shopping Frontage. The site is in an area with a Public Transport Accessibility Level Rating of 4 which is classified as good, and is within 400m of the Willesden Green Tube Station.

DEVELOPMENT SCHEDULE

The table(s) below indicate the existing and proposed uses at the site and their respective floorspace and a breakdown of any dwellings proposed at the site.

Floorspace Breakdown

USE

Number	Primary Use	Sub Use
1	businesses and offices	
2	shops	
3	dwelling houses	housing - affordable

FLOORSPACE in sqm

Number	Existing	Retained	Lost	New	Net gain
1	1700	0	1700	0	-1700
2	0	0	0	383	383
3	0	0	0	1628	1628

TOTALS in sqm

Totals	Existing	Retained	Lost	New	Net gain
	1700	0	1700	383	-1317

PROPOSAL

See description above.

HISTORY

13/1429. Conservation Area Consent sought for demolition of Electric House to facilitate redevelopment of the site. Under consideration as reported elsewhere on this committee.

96/1312. Full planning permission sought for internal alterations and use of former retail showroom on ground floor as extension to housing association offices on upper floor. Granted 10/09/1996.

Neighbouring Queens Parade Site:

13/11/22. 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. Application withdrawn by applicant.

13/1123. Conservation Area Consent sought for the demolition of all existing buildings and redevelopment of the site. Application withdrawn by applicant.

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

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

SUSTAINABILITY ASSESSMENT

This application is accompanied by 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 17 % reduction in CO2 emissions from 2010 Building Regulations TER through "be lean" (building fabric) measures and a further 8 % 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 complies with 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 7-storey part of the building.

The applicants have submitted a revised TP6 Sustainability Checklist which they have scored at 51 %. Your officers have assessed the checklist and have scored it at 51%. This is in compliance with the minimum score that is sought (50 %).

If officers were minded to recommend approval this would need to be secured through a s106 agreement.

CONSULTATION

This application has been subject to widespread consultation. Over 400 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 and a departure from the Unitary Development Plan. Consultation letters were also sent to local ward councillors, Transportation, Streetcare, Environmental Health, Urban Design, Housing, Landscape Design and Policy.

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

- Loss of an existing local landmark building which contributes to the character of the Willesden Green Conservation Area.
- The proposed building in conjunction with other developments within the town centre will destroy the character of Willesden Green
- The proposed building reflects nothing of the architectural characteristics of the area.
- The height of the proposed building would create a terracing effect on an important intersection resulting in a more dense and darker streetscape.
- The building is too large and imposing and out of scale with neighbouring buildings.
- Broken roof lines are a feature of the area and will not be replicated with the proposed development.
- Loss of light to habitable room windows on the neighbouring Sheil Court
- Over-parking on surrounding streets and in car park at Sheil Court
- Proposed development will exacerbate existing congestion problems.
- The space could be better used as a public park.
- If housing is to be built it should be terraced housing or a maximum of four storeys as people are happier in such buildings.
- Having balconies on the road side is misguided as the road is too noisy and dirty for prospective residents to use and will instead be used as additional storage space which is unsightly.
- The Planning and Conservation Areas Act 1990 requires that areas should retain their essential character, whereas the planned development represents a radical change to the area and will annihilate the current Conservation Area streetscape.
- It fails the challenge to preserve areas of character whilst at the same time enabling higher density development.
- The existing building could be suitably converted for residential.
- The proposed development will overshadow a wide number of neighbouring properties.

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

Transportation

No objections to the proposed development subject to a Section 106 agreement/and or CIL confirming the following:

- The development shall be entirely car-free
- A robust delivery and servicing management plan shall be agreed with Brent Council setting out how deliveries to the service yard will be scheduled and how operation of the service yard will be co-ordinated between various users in order to minimise impact on the adjoining public highway.
- Shared use of the service yard between this development and any future development on the adjoining Queens Parade Site, on Walm Lane with maintenance of an unobstructed service access corridor between the service yard and the adjoining development.
- Contributions towards improving highway safety, new parking controls and enhancing non-car access to the borough.
- A section 278 agreement to be made between the developer and the Council for works within the footway to the front of the site, to include new paving, tree planting, street furniture and removal/adjustment to existing crossovers.

Urban Design

Electric house is an interesting example of twentieth century architecture, its tall proportions and distinctive Art deco style set it apart from the otherwise established late Victorian character of the rest of this part of the Conservation Area. The building was Locally listed principally for its stylistic contribution to local street scape character; in terms of plan form the building has difficult proportions with a very large open ground floor and relatively small floor plates higher up. This makes the reuse of the building very difficult and it is difficult to see what alternative contemporary use could be found that would be able to use the difficult spaces with success or viability. It is always regrettable to lose a building in a conservation area but as Electric House would be very difficult to viably convert to other uses the Council needs to balance the Community benefits that a new multi-unit residential development may bring. Unfortunately buildings that are difficult to convert lie unused for many years and subsequently suffer from lack of maintenance. The proposals offer an opportunity to the community of Willesden that with correct housing shortages we cannot really afford to ignore.

The positive outcome of the local listing is that in regrettably agreeing to the demolition of the building the Council is able to negotiate better design outcomes to enable the proposed building to sit more comfortably in the Conservation Area and Willesden generally. The applicants are a Social housing partner of the Council and have worked closely with the planning service and the Council to develop a building that will provide many homes preserve the distinctive architecture and landmark/streetscape role of Electric house.. The new building will not be a pastiche of the original Electric House but it will be sensitively referenced to it ; the Scheme is designed by award winning architects who have developed a scheme that will preserve the established architectural quality within the Conservation Area. The curved corner of the new building is inspired by the character of electric house with the highest part of the proposals located in the same plan position as the tallest part of Electric house. The materials palette will be simple but instead of a render there will be careful combination of high quality bricks and a cladding system all colour coordinated. The building will offer a quality of living accommodation that a converted building never could; with properly proportioned rooms generous outside space and balconies that have generous soft landscaping. As part of the proposals the applicants are proposing to improve the landscape quality of the forecourt, which together with the high quality shop fronts will provide a much improved public realm and an increase shopping offer to residents.”

Safer Streets

No objections to the proposed development subject to the submission of a revised air quality assessment clarifying model input and boiler information, and conditions relating to 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

No objections. 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. This should include clear details of the public realm space, roof terrace and green roofs.

REMARKS

Introduction

1. The main considerations when determining a major mixed use application which includes the demolition of a building within a conservation area are:
 - Will the demolition of the existing building result in the loss of a locally listed 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?
 - Does the proposed development have an acceptable environmental impact.
 - What material considerations have been raised during the consultation process

Demolition of locally listed 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 occupied by a part two- part three-storey building constructed in 1930s. The building was used as a showroom for electronic goods until 1985 when it was converted into offices. The office use ceased in 2007 and the site has remained vacant since then except for the temporary art gallery use which has been present in the building in recent months.
4. The site forms part of a Site Specific Allocation (SSA), which was adopted in 2011, which identified the site as suitable for redevelopment for mixed use with commercial on the ground floor and residential above. The justification for the redevelopment is that it would allow for a more intensive development which in turn could allow for a diversification of the retail use and an increase in residential units in the area. As such the demolition of the Electric House would need to occur for the aspirations of the SSA to be fully realised.
5. A Heritage Appraisal has been submitted as part of the report. This has been produced by a Conservation Consultant for the Applicants to set out the history and significance of the site. The building was originally commissioned by the Willesden Urban District Council and designed by the Borough Engineer and Surveyor. The existing building is distinct within the Willesden Green Conservation Area by reason of its construction in the 1930s contrast to the Victorian era of the majority of the Conservation Area and its size scale as a stand alone building in contrast to the established rhythm and uniform pallet of the other buildings. The building was not designed by an architect of any great significance and while it has some connection to the overall character of in that a semi-commercial activity operated there, the building is considered to make a slight positive contribution to the character of the Conservation Area.
6. The Heritage report notes that the existing buildings architectural and aesthetic significance has already been diminished by inappropriate alteration and adaptation. The heritage appraisal notes that none of the original interior fixtures and fittings survive, the windows of the building have been largely replaced and some have been blocked and the facing treatment of the main elevation had been changed. Given the diminished architectural significance and the buildings distinctive differences from the predominant character of the conservation area it is not considered to make a positive contribution to the character of the Conservation Area.
7. Council officers are of the opinion that the building does make a contribution towards the local streetscape although its design and appearance make it distinct from the surrounding built environment as set out in Urban Design comments reported in the Consultation section of this report. In particular they state: *The building was Locally listed principally for its stylistic contribution to local street scape character; in terms of plan form the building has difficult proportions with a very large open ground floor and relatively small floor plates higher up. This makes the reuse of the building very difficult and it is difficult to see what alternative contemporary use could be found that would be able to use the difficult spaces with and success or viability. It is always regrettable to lose a building in a conservation area but as Electric house would be very difficult to viably convert to other uses the Council needs to balance the Community benefits that a new multi-unit residential development may bring. Unfortunately buildings that are difficult*

to convert lie unused for many years and subsequently suffer from lack of maintenance. The proposals offer an opportunity to the community of Willesden that with correct housing shortages we cannot really afford to ignore.

8. The applicants have considered the retention and conversion of the existing building and have concluded that a conversion scheme including a commercial use with off-street servicing would only allow for the provision of 7 flats. These units would have limited outlook with some being single aspect with limited space for amenity and long internal corridors. They conclude that the conversion of the existing building would not be viable in design terms or be code compliant.
9. Thus while it is regrettable that the existing building will be demolished the proposed replacement offers the potential for further community benefits in the form of affordable housing and employment opportunities. The local listing of the existing building ensures that the proposed replacement building will have to be of the highest quality of design to ensure that it makes a positive contribution to the character of the conservation area

Principle of Mixed Use redevelopment/Site Specific Allocation

10. The site is on the edge of the primary shopping frontage of Willesden Town Centre. The site along with the neighbouring Queens Parade 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.
11. 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. Although the Council have requested that both applicants work together approval of this scheme will not prejudice the development of the neighbouring site.
12. The proposed development includes the provision of 383 sqm of retail floor space on the ground floor and 25 residential flats above. This would represent an intensification of the use of the site and would involve the redevelopment of a brown field site that would appear to go towards meeting the aspirations of the SSA and policy H11 of Brent's UDP 2004.
13. The principle of the mixed use redevelopment of the site is considered to be acceptable.

Provision of Affordable Housing and Mix

14. The proposed development provides 25 residential flats and is fully affordable with the following mix of housing.

Table 1

Floor	1-bed (46-54sqm)	2-bed (56-71sqm)	3-bed (69-83sqm)	Total
1	2	2	1	5
2	3	3	0	6
3	3	3	0	6
4	1	2	0	3
5	1	2	0	3
6	1	1		2
Total	11 (44%)	13(52%)	1 (4%)	25

15. The level of family housing provision is low at 4% 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.
16. 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 5 (20%) of the units are for affordable rent and 20 (80%) of the units are for shared ownership. This level of affordable provision is considered to be in compliance with Council and London Plan policy towards affordable housing provision and will be secured through the section 106 agreement.

Design

17. The site is located in a prominent location on Willesden Lane close to the junction with Walm Lane and the High Road with important views of the site from all three streets. As the proposed building will replace the existing Locally Listed building within the Willesden Green Conservation Area and as it is in such a prominent position within the streetscene it is very important the replacement building is one of the highest quality design and detailing. As such following advice from Council Officers, the applicants and their design team have developed the proposals to address concerns and provide a design which can provide a building which will contribute positively to the streetscape while also providing high quality living accommodation and commercial floor space.

Density

18. 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.

19. 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 Electric House has a density of approx 600hrh. Therefore the level of development proposed is within the density matrix recommendations of both the London Plan and Council Guidance.

Scale, Massing and Layout

20. The SSA 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.
21. The proposed replacement building would occupy most of the site but is set in from the splayed boundary with Sheil Court by 3.3m at the point closest to Willesden Lane and 8.4m at it the rear. The flank wall of the proposed building is situated 9.7m from the flank wall of the Sheil Court. This separation distance is considered to be acceptable in streetscape.
22. It is part 4/part 6/part 7 storey in height stepping up from four storeys on the east flank to the boundary with Sheil Court, to seven storeys at the west flank wall on the boundary with Queens Parade. The maximum height is retained adjacent to the neighbouring site Queens Parade. The proposed building has a curved feature addressing the south west corner of the site. This rises to seven storeys and is capped with a parapet wall rising above the flank wall.
23. To the rear of the site the building drops down to three storeys on the east flank adjacent to Sheil Court and to a first floor rear communal garden adjacent to the boundaries with Queens Parade and the car park at the rear of Rutland Park Mansions. The projecting rear three storey element is due to the splayed boundaries set in a minimum of 6m and a maximum of 9m from the rear boundary. To the rear there is an existing 10m high rear wall with a length of 16.6m which is situated less than 2m from the rear boundary. The proposed projecting element will have a width of 13.5m and is set in a minimum of 6m and a maximum of 9m from the rear boundary and will also be screened by planting on the ground and first floors. To the west due to the splayed boundaries the rear projection will be set in a minimum of 9m and a maximum of 13m from the boundary with Queens Parade.
24. The proposed servicing yard for the commercial unit and for refuse and recycling collection for the residential is situated between the flank wall of the proposed building and the side boundary with Sheil Court.

25. As acknowledged in the SSA council officers consider that the site is one of the sites within the Willesden Green Conservation area that can accommodate a larger building, provided that the treatment of the design detailing is sensitively done. The proposed massing and height while greater than that of neighbouring developments is considered to be appropriate given that the site is in a prominent town centre location and has a wide pavement width on Willesden Lane to ensure an appropriate setting for a building of this size. The following section will consider how the design detailing has been developed to provide a considered and sensitive response to the context of the site within the Conservation Area.

Elevation Treatment, Materials and Public Realm

26. Officers have spent time critiquing the development and advising the applicants on design to ensure that the detailing and design of the replacement building is appropriate for a development within a prominent location. During the development process the applicants have made the following alterations:

- Changed the main material of the Willesden Lane frontage from aluminium panelling to brick.
- Providing improved quality and detailing of the public realm.
- Increased the prominence of the corner feature by amending the design of the parapet at the top and extending it further round onto Willesden Lane
- Providing details of the brick reveals for the recessed elements on the west flank and the windows on the east flank.
- Re-configuration of the groundfloor to provide the main residential entrance on the ground floor of the corner feature.
- Extending the front canopy over the residential entrance

27. The main front elevation is characterised by a continuous band of brick with aluminium clad balconies intersected with recessed bands of glazing and solid dark coloured aluminium panels. The top storey of the Willesden Lane frontage is recessed glazing and aluminium panelling which is set back from the main frontage. The proposed balconies are arranged vertically with the cantilevered balconies projecting out to a depth of almost 2m. The facing panel is a bronze coloured aluminium panel while the flank panels are glazed.

28. The ground floor of the Willesden Lane frontage contains the commercial frontage, the entrance to the cycle stores and on the corner the entrance to the residential. The commercial frontage is mainly glazed with a grey powder coated aluminium frame. A glazed canopy projecting out to a depth of 2.8m is situated above the shopfront along the frontage and round the curved corner. The shopfront advertising can be incorporated under this and on the canopy while the lettering for the name of the building will be situated above the main entrance to the residential.

29. The curved corner feature uses the same yellow brick bands but intersects these with bands of red brick. to provide added emphasis for the proposed corner a set of 3 glazed panels run from the first floor level up to the seventh storey above this is the further band of yellow brick forming a parapet wall. A clock is proposed above this as an added feature. The entrance to the residential is situated on the ground floor. The curved corner feature and the provision of the clock make reference to characteristics that were present on the original building.

30. The flank and rear walls use the same bands of yellow and red brick to add visual interest to these facades. The west flank wall of the building is situated on the boundary with Queens Parade. This could be used as an adjoining flank wall with any development of the Queens Parade site. This is supported as part of the SSA but to ensure that it does not result in the provision of a large blank facade recessed areas of brick are proposed to break down the massing and add some vertical emphasis. Full details of the reveals showing a depth of at least one brick width are required. This is particularly important given the prominence of this elevation when viewed from Walm Lane.

31. The flank wall adjacent to Sheil House is four storeys high and contains four habitable room windows per floor. This along with the proposed brick banding adds visual interest to this facade. Again details of the proposed windows reveals are required to demonstrate that the windows will have effective shadow lines to bring visual interest to this facade. A screen boundary treatment is proposed along the boundary with Sheil Court and in conjunction with the existing landscaping of Sheil Court and some boundary planting within the site the service yard will be effectively screened when viewed from east along Willesden Lane. Full details of the boundary treatment and planting will be sought by condition.

32. The success of the elevations will be largely based on the quality of the materials proposed. Council planning policy requires materials for new development to be of the highest quality and durability to ensure that proposed buildings make a lasting contribution to the areas within which they are located. As

such the Council will seek details of the materials by condition prior to works commencing.

33. The proposed development includes alterations to the public realm between the shop-frontage on Willesden Lane and the main Council. The main features of this include the replacement of the existing raised beds and hard surfacing and the installation of a new high quality re-constituted stone paving, two new raised planter beds with new trees and a bench. Full details of these spaces will be sought by condition to ensure that they are of the highest quality. An existing tree which is considered to contribute to the existing street scene will be retained. These alterations are considered to raise the quality of the public realm in keeping with the requirements of the SSA.
34. It is considered that the proposed elevations and public realm are of a high quality and will ensure that the building makes a positive contribution to the character and appearance of the surrounding street scene and Conservation Area.

Quality of Proposed Residential Accommodation

35. 25 residential units are proposed and are arranged over first to sixth 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 50sqm and 62sqm in size, the two bed units are between 72 and 79sqm and the three bed unit which is situated on the first floor is 100 sqm. Three of the units including the three-bed units are disabled access units. The proposed units are all dual aspect units and have acceptable levels of outlook. A daylight and sunlight study has been submitted with the application and states that all of the proposed units will have acceptable levels of daylight and sunlight.
36. 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. This amounts to a provision of 235sqm of communal amenity space. This in conjunction with the proposed balconies and roof terraces will provide a total of 505sqm of amenity space. However given the over provision of amenity space for two upper floor units the deficit of private amenity space is approximately 270sqm therefore there will be a shortfall of 40sqm of communal amenity space. Given that details of a high quality landscaping space is to be provided for the first floor communal terrace and the public realm area to the front of the proposed shortfall is not considered to be significant and will not detract from the quality of the accommodation proposed.
37. The proposed residential accommodation is considered to be of a high quality and is in accordance with London Plan and Council Planning Policies relating to the quality of residential accommodation.

Impact on Residential Amenity of Neighbouring Residents.

38. The nearest sensitive residential properties are those at Sheil Court to the east. There are no flank wall habitable rooms windows on the flank wall although there are non-habitable room windows on the flank wall of Sheil Court. The distances between this building and the flank wall of the proposed building are over 10m. The proposed flank wall projects out in front of the main front wall of Sheil Court, which is set back 14m from the main front wall of the proposed building. There are habitable room windows in the main front wall of Sheil Court. 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.
39. To the north are the residential apartments at Rutland Park Mansions. The four storey rear wall of the proposed building is situated approximately 18m from the nearest habitable room windows of this property and the six and seven storey elements are over 27m from the rear elevation of this apartment block. There are no directly facing habitable room windows and as such there will be no detrimental impact in terms of privacy. Screen planting along the perimeter of the communal roof terrace will also ensure that there is no direct over looking. The daylight and sunlight study notes that there will be no detrimental impact on daylight and sunlight to these flats.
40. There are also residential properties on the first and second floor of the properties on the opposite side of Willesden Lane. These have facing habitable room windows which are situated over 25m from the proposed building line. As such their outlook will not be detrimentally affected.
41. It is considered that the proposed development will have an acceptable impact on the amenity of neighbouring residents in terms of daylight, sunlight, outlook and privacy.

Transportation

42. 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. The applicants have agreed to a clause to remove the rights of residents to parking permits for the local CPZ
43. The Council require the provision of a full off-street servicing bay for the proposed retail unit to ensure that there is no detrimental impact on local highway conditions on Willesden Lane, which is a local distributor road with a number of prominent bus routes. The proposal should also provide an opportunity to deal with the issue of the absence of servicing for the neighbouring site at Queens Parade should this also come forward for development at a later stage. As a result a servicing yard is shown between the east flank wall and the boundary with Sheil Court which provides servicing space for the proposed commercial and space linked to a rear corridor which could link with the neighbouring site in the event that the site was redeveloped in the future. An appropriately worded clause will need to be included within the section 106 to ensure that this rear servicing link is retained through to the neighbouring site. A sufficiently robust servicing management plan will also be required to ensure that the servicing arrangements are appropriately managed to provide access to both units and the waste servicing while also minimising disturbance for neighbouring residents.

Environmental Considerations

Air Quality

44. The proposal is accompanied by an Air Quality Assessment which examines the potential impact of the development and the impacts of existing air quality on future residents. It sets out that the impacts of traffic associated with the development is likely to be insignificant. However they note that during construction the proposed development has the potential to cause impacts on air quality. To address this it is recommended that good practice is followed in relation to ensure that dust control measures are implemented.
45. The Air Quality Assessment also highlights that there will be no significant impact on prospective residents in terms of air quality and that as such no mitigation measures are required. Safer Streets have requested further information regarding the model input and possible boiler impacts. They have also recommended that conditions are attached regarding the mitigation measures to be implemented during construction.

Noise

46. The applicant has submitted a noise assessment which examines the potential impact on noise from Willesden Lane on the proposed homes. It highlights the potential impacts of noise on the Willesden Lane and Walm Lane facades of the proposed development. It is recommended that a condition is attached requiring a minimum sound reduction of 40dB for the Willesden Lane facade and that sound reduction of approximately 31dB is required at the Walm Lane Facade for the building to meet the good internal design criteria of 30dB.

Response To Objections

Objection	Officer Comment
Loss of a locally significant building which contribute to the character and appearance of the Willesden Green Conservation Area.	The existing building has already been altered in unsympathetic ways and is not considered to make a significant contribution towards the character of Willesden Green Conservation Area. This is referred to in more detail in paragraphs 2-7 above.
The proposed building is of a size, scale and design which is out of keeping with the character and appearance of the surrounding street scene and conservation area.	The proposed building is a larger building than the existing and surrounding development. The location within a town centre with very good public transport accessibility means it is appropriate for higher density development. The site is of a size and situation (adjacent to a main road with wide pavements) which can accommodate a building larger than neighbouring sites. The proposed development is of a modern design and is considered to have design characteristics which will contribute to the character of the area. Further comment on scale and design can be found in paragraphs 15-30 above.

Loss of light and overshadowing as a result of the height of the 7 storey building on neighbouring residences	The impact of the proposed building on the most sensitive habitable room windows of neighbouring properties was assessed in the daylight and sunlight report submitted with the application. This found that there would be no harm to daylight and sunlight levels for neighbouring residents. It should be noted that the highest part of the development is located on the part of the site which is furthest from the most sensitive residential windows.
The proposed development will add to existing noise and congestion in the local area	It is noted that there will be some noise and disturbance 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. 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.
Lack of parking will result in pressure on existing on-street parking provision.	The application if it is to be approved will 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.
The balconies will not be used and will become and eyesore.	While it is recognised that balconies which are used solely for storage can be an eyesore there is a requirement to provide private amenity space for all new residential units. The proposed balconies are of a generous size and are considered to provide space which can be used for amenity purposes and therefore less likely to be used solely for storage purposes. The lack of private amenity space for new residential properties is of more concern than the risk that such space could be used for storage purposes..
The proposed development is being built for private gain at the expense of the local considerations.	The proposed residential accommodation is fully affordable and will be owned and managed by Network Housing Association. Lack of affordable housing is significant local issue within Brent and the proposed development will make a significant contribution to the level of affordable housing provision in the local area.

Conclusion

47. The proposed development is considered to be in compliance with the relevant planning policies and guidance and the requirements of the Site Specific Allocation which forms part of the Council's Local Development Framework. While it is recognised that the proposed loss of the existing building has generated significant local concern the proposed replacement mixed use development is considered to be of a high quality of design which increases the vitality of the shopping centre while also providing a valuable increase in the number of affordable homes in the local area. Accordingly the application is recommended for approval subject to the conditions set out below.

RECOMMENDATION: Grant Consent subject to Legal agreement

(1) The proposed development is in general accordance with policies contained in the:-

London Plan 2011
Brent's Site Specific Allocations 2011

Relevant policies in the Adopted Unitary Development Plan are those in the following chapters:-

Built Environment: in terms of the protection and enhancement of the environment

Environmental Protection: in terms of protecting specific features of the environment and protecting the public

Housing: in terms of protecting residential amenities and guiding new development

Employment: in terms of maintaining and sustaining a range of employment opportunities

Town Centres and Shopping: in terms of the range and accessibility of services and their attractiveness

Transport: in terms of sustainability, safety and servicing needs

CONDITIONS/REASONS:

- (1) The development to which this permission relates must be begun not later than the expiration of three years beginning on the date of this permission.

Reason: To conform with the requirements of Section 91 of the Town and Country Planning Act 1990.

- (2) The development hereby permitted shall be carried out in accordance with the following approved drawing(s) and/or document(s):

P01

P02

P03

P04

P05

P06

P07

P08

P09

P10

P11RevB

P12RevA

P13RevA

P14RevA

P15RevA

P16RevA

P17RevA

P18RevA

P19RevB

P20RevB

P21RevB

P22RevB

P23RevA

P24RevA

P25RevA

P26

P27

P28

P29

Supporting Documents:

Planning Statement by Jones Lang Lasalle dated May 2013

Design and Access Statement by Steven Marshall Architects May 2013

Ecological Assessment by Middlemarch Environmental Ltd dated February 2013
Affordable Housing Statement by Network Stadium
Air Quality Assessment by Hyder Consulting dated February 2013
Ambient Noise Assessment by Hyder Consulting dated May 2013
Daylight and Sunlight Report by Calford Seaden dated May 2013
Energy Strategy by Calford Seaden dated May 2013
Flood Risk Assessment by Ellis and Moore dated May 2013
Heritage Appraisal by KMHeritage dated February 2013
Arboriculture Report by Simon Pryce Arboriculture dated February 2013
Transport Statement by Hyder Consulting dated May 2013

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

- (3) During demolition and/or construction works on site:-
- (a) the operation of site equipment generating noise and other nuisance causing activities, audible at the site boundaries or in nearby residential properties, shall only be carried out between the hours of 0800 - 1700 Monday - Friday, 0800 - 1300 Saturday and at no time on Sunday or Bank Holidays;
 - (b) vehicular access to the adjoining and opposite premises shall not be impeded
 - (c) all plant and machinery associated with such works shall at all times be situated and operated within the curtilage of the site;
 - (c) no waste or other material shall be burnt on the application site;
 - (d) all excavated topsoil shall be stored on the site for reuse in connection with the landscape works scheme.
 - (e) a barrier shall be constructed around the site, to be erected prior to demolition
 - (f) a suitable and sufficient means of suppressing dust must be provided and maintained
 - (g) the best practical means available in accordance with BS5228: 1984 shall be employed at all times to minimise the emission of noise from the site
 - (h) all construction vehicles used during construction must meet European Emission Standards of Euro 3 during any works on site.
 - (i) all non-road mobile vehicle with compression ignition engines used on the site shall comply with the emission standard contained in EC Directive 97/68/EC.
 - (j).any diesel powered machines used on or otherwise serving the site shall be operated on ultra-low sulphur diesel meeting the specification BSEN950

Reason: To limit the detrimental effects of noise and disturbance from construction works on adjoining residential occupiers.

- (4) All existing crossovers rendered redundant by this proposal shall be reinstated to footway at the applicant's own expense and to the satisfaction of the Council's Director of Transportation prior to first occupation of the new development.

Reason: In the interests of traffic and pedestrian safety.

- (5) Notwithstanding the provisions of the Town and Country Planning (Use Classes) Order 1987 (or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification) and the Town and Country Planning (General Permitted Development) Order 1995 (or any order revoking and re-enacting that Order with or without modification) the commercial floorspace hereby permitted shall only be for purposes falling within Use Class A1 providing that any extraction equipment required for those uses are submitted to and approved in writing by the Local Planning Authority in advance of occupation of the unit being served by the required extraction equipment.

Reason: No separate use should commence without the prior approval of the Local Planning Authority for the following reasons so that the use does not prejudice the amenity of the area.

- (6) Notwithstanding the details of materials indicated in plans prior to the commencement of development full details of materials for all external work, i.e. bricks, fenestration and roofing

materials, including samples, shall be submitted to and approved by the Local Planning Authority with the works carried out in accordance with the approved details

Reason: To ensure a satisfactory development which does not prejudice the amenity of the locality.

- (7) All residential premises shall be designed in accordance with BS8233:1999 'Sound insulation and noise reduction for buildings-Code of Practice' to attain the following internal noise levels:

Criterion	Typical situations	Design range LAeq, T
Reasonable resting Conditions	Living rooms	30 – 40 dB (day: T =16 hours 07:00 – 23:00)
Reasonable sleeping Conditions	Bedrooms	30 – 35 dB (night: T = 8 hours 23:00 – 07:00); LAmax 45 dB (night 23:00 – 07:00) should not normally be exceeded

Prior to the occupation of the dwellings the applicant shall submit in writing to the Local Planning Authority the results of post-completion testing undertaken to show that the above internal noise levels have been achieved.

Reason: To obtain required sound insulation and prevent noise nuisance.

- (8) Details of the provision of a minimum of 25 secure cycle parking spaces for prospective residents and five publicly accessible spaces along the site frontage for the commercial unit, shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of work on site. Thereafter the development shall not be occupied until the cycle parking spaces have been laid out in accordance with the details as approved and these facilities shall be retained.

Reason: To ensure satisfactory facilities for cyclists.

- (9) Prior to the commencement of the development a Construction Method Statement shall be submitted to and agreed by the Local Planning Authority outlining measures that will be taken to control dust, noise and other environmental impacts of the development. The development shall be carried out in full accordance with the details approved in the Construction Method Statement.

Reason: To safeguard the amenity of the neighbours by minimising impacts of the development that would otherwise give rise to nuisance.

- (10) Following the demolition of the buildings and prior to the commencement of building works, a site investigation shall be carried out by competent persons to determine the nature and extent of any soil contamination present. The investigation shall be carried out in accordance with a scheme, which shall be submitted to and approved in writing by the Local Planning Authority, that includes the results of any research and analysis undertaken as well as an assessment of the risks posed by the contamination and an appraisal of remediation options required to contain, treat or remove any contamination found. The written report is subject to the approval in writing of the Local Planning Authority.

Reason: To ensure the safe development and secure occupancy of the site proposed for domestic use in accordance with policy EP6 of Brent's Unitary Development Plan 2004

- (11) Any remediation measures required by the Local Planning Authority shall be carried out in full. A verification report shall be provided to the Local Planning Authority, stating that remediation has been carried out in accordance with the approved remediation scheme and the site is permitted for end use (unless the Planning Authority has previously confirmed that no remediation measures are required).

Reason: To ensure the safe development and secure occupancy of the site proposed for domestic use in accordance with policy EP6 of Brent's Unitary Development Plan 2004

(12) Notwithstanding any details of landscape works referred to in the submitted application, a scheme for the landscape works and treatment of the surroundings of the proposed development (including species, plant sizes and planting densities) shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of any site clearance, demolition or construction works on the site. Any approved planting, turfing or seeding included in such details shall be completed in strict accordance with the approved details prior to the occupation of any part of the development or in accordance with a programme agreed in writing with the Local Planning Authority. Such a scheme shall include:-

- (a) proposed walls and fences indicating materials and heights;
- (b) screen planting along the boundaries of the first floor roof terrace;
- (c) details of drainage, irrigation and water points.
- (d) areas of hard landscape works and proposed materials;
- (e) details of the tree pits on the frontage
- (f) drought resistant plant species
- (g) details of the installation and maintenance of the green roofs
- (h) details of the proposed arrangements for the maintenance of the landscape works.

Any planting that is part of the approved scheme that within a period of *five* years after planting is removed, dies or becomes seriously damaged or diseased, shall be replaced in the next planting season and all planting shall be replaced with others of a similar size and species and in the same positions, unless the Local Planning Authority first gives written consent to any variation.

Reason: To ensure a satisfactory appearance and setting for the proposed development and ensure that it enhances the visual amenity of the area.

(13) Prior to first occupation of the development, confirmation that all dwellings have been built to the Lifetime Homes standard and 3 of the dwellings have been constructed as Wheelchair Accessible Housing (or are easily adaptable to Wheelchair Accessible Housing) shall be submitted in writing to the Local Planning Authority.

Reason: To ensure a development that is sufficiently accessible

(14) The development is within an Air Quality Management Area and construction and demolition works are likely to contribute to background air pollution levels. The applicant must employ measures to mitigate the impacts of dust and fine particles generated by the operation, the details of which must be submitted to and approved in writing by the Local Planning Authority prior to commencement of the development.

Reason: To minimise dust arising from the operation

(15) Notwithstanding the plans hereby approved a revised air quality management assessment shall be submitted to and approved in writing prior to the demolition of any structures on site. Any mitigation measures required shall be implemented in accordance with the recommendations.

Reason: To safeguard the amenity of prospective residents and neighbours by minimising impacts of the development that would otherwise give rise to nuisance.

(16) In order to mitigate against the possibility of numerous satellite dishes being installed on the buildings hereby approved, details of communal television system/satellite dish provision shall be submitted to, and approved in writing by, the Local Planning Authority before the commencement of each relevant phase of the development. The approved details shall be fully implemented.

Reason: In the interests of the visual appearance of the development in particular and the locality in general.

- (17) No development shall commence until a Delivery and Servicing Plan for the site is submitted to and approved in writing by the Local Planning Authority. This shall ensure that deliveries to the commercial units at Electric House (as well as residential deliveries) and those to any commercial units that form part of a future development at Queens Parade are properly pre-planned and co-ordinated, to minimise the risk of that a large number of delivery vehicles will require access to the service yard at the same time. All deliveries/ collections shall only take place within the designated servicing bay and at no time shall any servicing be provided from Willesden Lane.

Thereafter the approved management plan shall be implemented for the lifetime of the development, and updated whenever necessary

Reason: In order to safeguard highway safety, and prevent obstructions that will overspill onto the carriageway

- (18) Notwithstanding the plans hereby approved details of an acoustic and visual screen (including planting) to be situated between the proposed servicing yard and the boundary with Sheil Court shall be submitted and approved in writing by the Local Planning Authority prior to the commencement of development. The development shall be implemented in accordance with the approved details.

Reason: In the interests of the amenity of adjoining occupants..

- (19) No works shall commence, including any works of demolition or site clearance, until a Construction Logistics Plan (CLP) has been submitted to, and approved in writing by, the local planning authority. The approved CLP shall be adhered to throughout the construction period. The CLP, which shall be accompanied by a site layout plan showing the following elements, shall include details of:

- (i) the construction vehicle access;
- (ii) timing of deliveries (to avoid peak hours and to comply with local road restrictions) and the control of traffic entering the site;
- (iii) the parking of vehicles of site operatives and visitors;
- (iv) loading and unloading of plant and materials;
- (v) storage of plant and materials used in constructing the development, to avoid the root protection zones of retained trees either on or off the site;
- (vi) the erection and maintenance of security hoarding including decorative displays and facilities for public viewing, where appropriate;
- (vii) wheel washing facilities to be installed prior to commencement of any works;
- (viii) measures to control the emission and mitigate the against the impacts of dust and fine particles during construction; and
- (ix) a scheme for recycling/disposing of waste resulting from demolition and construction works

The demolition/site clearance/building works hereby approved shall not commence until

the vehicle wheel washing facilities have been provided on site in accordance with the approved details and such facilities shall be installed prior to the commencement of the development and used by all vehicles leaving the site and shall be maintained in working order until completion of the appropriate stages of development or such other time as may be agreed in writing with the Local Planning Authority.

Reason: In the interests of the amenity of adjoining occupants and the interests of the free flow of traffic and highway and pedestrian safety, to ensure the footway and carriageway is not blocked during the works and in the interests of local Air Quality Management Area objectives.

- (20) Detailed drawings showing all existing trees which are not directly affected by the building(s) and works hereby approved shall be submitted to the Local Planning Authority prior to demolition and construction works. Such trees shall be retained and shall not be lopped, topped, felled, pruned, have their roots severed or be uprooted or their soil levels within the tree canopy altered at any time without prior approval in writing of the Local Planning Authority. Any such tree which subsequently dies, becomes seriously diseased or has to be removed as a result of carrying out this development shall be replaced in the next planting season with a tree of a similar species and size in the same position or in such position as the Local Planning Authority may otherwise in writing approve.

Reasons: To ensure that the existing trees are not damaged during the period of construction, as they represent an important visual amenity which the Local Planning Authority considers should be substantially maintained as an integral feature of the development and locality and kept in good condition.

INFORMATIVES:

- (1) The provisions of The Party Wall etc. Act 1996 may be applicable and relates to work on an existing wall shared with another property; building on the boundary with a neighbouring property; or excavating near a neighbouring building. An explanatory booklet setting out your obligations can be obtained from the Communities and Local Government website www.communities.gov.uk
- (2) The applicant is advised of the need to obtain an oversailing licence from Brent Council's Transportation Unit under S177 of the Highways Act 1980 for the proposed balconies, which will in turn require further details of the construction of the balconies and design of their parapetsDelete this and enter unique informative here
- (3) The developer is advised to contact the Council's Head of Highways & Transport Delivery in order to progress the S38/S278 highway works.

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