

 **Planning Committee Map**
Site address: CROWN HOUSE, Wembley Hill Road, Wembley, HA9 8AU
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This map is indicative only.

RECEIVED: 8 May, 2013

WARD: Tokyngton

PLANNING AREA: Wembley Consultative Forum

LOCATION: CROWN HOUSE, Wembley Hill Road, Wembley, HA9 8AU

PROPOSAL: Change of use of the exiting office space within the building to a hotel and the erection of two additional storeys on top of existing building and the re-cladding of the whole existing building to create a 47 bed hotel. (Including revised daylight/sunlight report)

APPLICANT: Perflag Hotels Ltd

CONTACT: SCP Architects

PLAN NO'S:
See condition 2.

RECOMMENDATION

That planning permission is granted.

SECTION 106 DETAILS

Section 106 contributions have been requested from the Borough's Highway and Transport Delivery. However, such contributions are now secured through the Community Infrastructure Levy. As such a Section 106 agreement is not required for this development.

Community Infrastructure Levy -CIL

The Mayors Community Infrastructure Levy, otherwise known as CIL became effective from 1st April 2012 onwards.

Accordingly the scheme would attract a minimum Mayoral CIL at a rate of £35 per square metre (Indexed) and Brent CIL at a rate of £100 per square metre based on 860sqm of new development.

This application is liable for Community Infrastructure Levy.(CIL) . The Mayor's contribution would be £30,774.89£86,000.00.

EXISTING

Crown House is located on the southwestern corner of the junction of Wembley Hill Road with Linden Avenue. The kerb lines at this junction have recently been modified in conjunction with the replacement of the gyratory system at Wembley Hill Road / Empire Way with a roundabout.

The building at ground floor level is used for storage and parking (226m²). Above this the building comprises 3 storeys of office space (810m²). There are also nine one bedroom flats along the rear wing of the building, fronting Linden Avenue. It should also be noted that planning permission was granted under reference 12/0387 for the erection of two additional storeys on top of existing building to create 8 self contained flats and the re-cladding of the whole building and subject to a Deed of Agreement dated 26.06.2013 under Section 106 of the Town and Country Planning Act 1990. Consent was granted for the conversion of the ground floor storage rooms and some parking spaces to a retail unit, cafe and restaurant (application reference 11/0473). It should be noted this has not been implemented.

Vehicular access is from Linden Avenue, with a gate at the entrance behind which sits a bin store. Vehicular egress is available onto Mostyn Avenue to the rear of 33-35 Wembley Hill Road.

The is located within the Wembley Growth Area.

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	hotels	
3	restaurants and cafes	

FLOORSPACE in sqm

Number	Existing	Retained	Lost	New	Net gain
1	1132		1132	0	-1132
2	0		0	1696	1696
3	0		0	296	296

TOTALS in sqm

Totals	Existing	Retained	Lost	New	Net gain
	1132		1132	1992	860

PROPOSAL

The application seeks the erection of two additional storeys on top of the existing building and the change of use of the existing office space within the building to Hotel use in order to provide a total of 47 hotel rooms.

The ground floor will be a bar and restaurant area, the existing first, second and third floor will be converted to hotel rooms with the new build 4th and 5th floors providing an additional 26 hotel rooms. The proposal will have exactly the same height as the residential scheme as approved under 12/0387.

Servicing is proposed at the rear of the building with a covered bin store and a cycle store. It is proposed to retain 13 parking spaces and 1 disabled space.

HISTORY

28/06/2013 Erection of two additional storeys on top of existing building to create 8 self contained flats and the re-cladding of the whole building and subject to a Deed of Agreement dated 26.06.2013 under Section 106 of the Town and Country Planning Act 1990, as amended(REF:12/0387)

18/04/2011 Change of use of lower-ground floor storage and undercroft areas into a retail unit (use class A1) or restaurant/cafe (use class A3), including internal alterations to reduce the floor level to match the street level at the front and insertion of rear flue, as amended (REF:11/0473)

16/03/1998 Change of use of third-floor office to self-contained flat, provision of storage space on ground-floor parking area, amendments to the parking arrangements, external rendering and repositioning front wall to ground floor to incorporate a bus-stop seat (REF:97/2473)

POLICY CONSIDERATIONS

National Planning Policy Framework

The NPPF was published on 27th March 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 is of significant weight.

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.

LDF Brent Core Strategy 2010

- CP1 – Spatial Development Strategy
- CP3 – Commercial Regeneration
- CP12 – Park Royal
- CP15 – Infrastructure to Support Development
- CP20 – Strategic Industrial Locations

Brent's Unitary Development Plan 2004

- BE2- Townscape: Local Context & Character
- BE4 – Access for Disabled People
- EP2 – Noise & Vibration
- EP3 – Local Air Quality Management
- EP12 – Flood Prevention
- TRN3 – Environmental Impact of Traffic
- TRN11 – The London Cycle Network
- TRN22 – Parking Standards Non-Residential Development
- TRN30 – Coaches & Taxis
- TRN34 – Servicing in New Development
- TRN35 – Transport Access for Disabled People
- PS11 – Hotel parking standards

PS21 – Hotel servicing standards

EMP8 – Protection of Strategic Employment Areas

EMP17 – Reuse of redundant offices

TEA6 – Large scale hotel development

2011 London Plan

Policy 2.17

(a) The Mayor will, and Boroughs and other stakeholders should promote manage and where appropriate protect Strategic Industrial Land.

(b) Development proposals in SIL's should be refused unless;

(a) they fall within the broad industrial type activities outline in paragraph 2.79; or

(b) they are part of a strategically co-ordinated process of SIL consolidation through an opportunity area planning framework or borough development plan document.

(c) the proposal is for employment workspace to meet identified needs for small and medium sized enterprises, or new emerging industrial sectors; or

(d) the proposal is for small scale 'walk to' services for industrial occupiers such as workplace creches or cafes.

(c) Development proposals within or adjacent to SIL's should not compromise the integrity or effectiveness of these locations in accommodating industrial type activities.

Main Considerations;

Principle of change of use

Impact on Strategic Industrial Land & Borough's economic base

Impact on character & appearance of the area

Impact on highway safety

SUSTAINABILITY ASSESSMENT

The site is classed as a minor application and therefore the requirements of policy CP 19 of the Council's Core Strategy does not apply, as the proposal is for less than 10 flats. So although located within the Wembley Growth Area current policy does not require the scheme to achieve the Code for Sustainable Homes Level

As a minor scheme the requirements of Brent's SPG19 'Sustainable Design & Construction' also do not apply

and the proposal has therefore not been assessed against the Council's Sustainability Check List.

CONSULTATION

111 properties have been notified in writing of this application.

In total 6 letters of objection were received. (Three of which were from the same address) raising the following points

- The proposed development will generate parking and traffic problems.
- The existing high traffic flow at all hours of the day and night will create disturbance
- The proposal will encourage anti-social behaviour on the quiet streets of Mostyn, Dennis and Linden Avenue.
- The hotel will result in overlooking of neighbouring properties
- There are already too many hotels in the area
- The restaurant will take away trade from existing businesses
- There is no information on a Google search for the applicants who Perflags Hotels LTD

Highway and Transport Delivery:

This proposal can be generally supported on transportation grounds subject to a financial contribution of £11,548 towards improvements to transportation infrastructure. As stated earlier in the report contributions towards highway improvements are encapsulated in the Brent CIL.

Highways and Transport Delivery has also asked for conditions to be attached to any approval granted requesting that car parking management arrangements be submitted to and approved by the LPA prior to the occupation of the hotel.

REMARKS

Principle of development

1. The site is located within the Wembley Growth Area which is identified in policy CP7 of the Core Strategy as being expected to deliver 10,000 new jobs across a range of sectors, including retail, offices, the new Brent civic centre, conference facilities, hotels, sports, leisure tourism and visitor attractions, creative and cultural industries and education facilities reflecting its designation as a Strategic Cultural Area for London. As such a proposal for a hotel in this location is acceptable.
2. Unitary Development Plan Policy states that large-scale hotels should be in a town centre, edge-of-centre, or within the National Stadium policy area. Or it utilises redundant offices in the above locations. The proposal falls within this area and also has a PTAL rating of 4.
3. It is also important to note that the proposed scheme will retain the existing residential units.

Design of the Development

4. The existing building is rather dull with a tired looking facing brick. The proposal is to add two new floors and re-clad the whole extended building. The external changes as proposed as part of the application are similar to that approved for a residential scheme as approved under planning ref:12/0387. These improvements to the existing buildings together with the projecting elements and balconies proposed in the new upper floors help to break up the form of the building and create visual interest. This approach is considered acceptable and if completed in materials of a sufficient quality and finished to an appropriate standard should give the impression of being an entirely new building.
5. On the other side of Linden Avenue is Cottrell House which at 7 storeys will be a storey higher than the extended Crown House. In terms of its scale therefore the extended building is comparable with other buildings located along this stretch of Wembley Hill Road. The existing building already has a slightly awkward relationship to the much lower scale housing in Linden Avenue and the smaller adjoining office building on Wembley Hill Road. However the proposed extension and refurbishment of Crown House will improve the standard of built form in this area.

Parking and Servicing

6. The site has good access to public transport services (PTAL 4). Wembley Stadium station (Chiltern Line) is close by, as are bus routes 18, 79, 83, 92, 182, 204, 223, 224 and 297. There is a long bus stop

clearway with a shelter and seat along the Wembley Hill Road frontage of the site.

7. The site is within Controlled Parking Zone "W", which is in operation from Monday to Saturday between 8am to 6:30pm. The site is also within the Wembley Stadium Event Day Protective Parking Zone, on which days restrictions extend from 8am to Midnight. As such, parking in Linden Avenue and Mostyn Avenue (both local access roads) is generally restricted to residents' permit holders only, although there is also pay and display available at their eastern ends.
8. Car parking allowances for the proposed hotel use is a maximum of 1 space per 5 bedrooms, plus one space per 5 employees, employee figures are provided by the applicant. The applicant proposes 13 car parking spaces and 1 disabled car parking space. This arrangement has been met with no objection from our Transport and Highways Officer. A car park management plan to set out the proposed arrangements is therefore conditioned.
9. The car parking area for this building has been observed as being hired out as pirate parking for spectators on Wembley Stadium event days. This undermines the attempts to minimise traffic associated with the stadium after events, when Wembley Hill Road is closed to through traffic, aside from the issue utilising spaces that should be kept available for residents of the hotel.
10. The retail / food and drink unit requires servicing by rigid 8m vehicles and the proposed hotel would require servicing by 8m vehicles and whilst there are no specific 8m bays available within the site, this is a historic predicament and would not be worsened by the proposal. Such vehicles would if necessary be able to be able to stand freely within the central aisle of the car park.
11. The site has frontages onto two streets , so is easily accessed by fire appliances. Refuse for the hotel, restaurant is located in a enclosed area which will be accessible from Linden Avenue.

Flood Risk

12. The site is within Flood Zone 1 and is less than 1 hectare in size; therefore no detailed flood risk statement is required

Impact on Existing Residents

13. The proposal is adjoined by residential properties in Linden and Mostyn Avenue and care has been taken by the applicant to demonstrate that the proposal will not lead to a significant increase in overlooking or overshadowing.
14. A daylight and sunlight report was carried out under the previous application 12/0387 and demonstrated that the proposed development will have a limited impact effect on upon the availability of sunlight and daylight to rooms in the adjacent house at 1 Linden Avenue and to the commercial building called Cottrell House on the North Side of Linden Avenue. A revised daylight and sunlight report has been submitted with this application it is important to state that the proposed extension is exactly the same as the that approved under ref 12/0387 in terms of height and scale. As such there is not considered to be an impact on the neighbouring residential or commercial properties in terms of light loss and overshadowing. It is acknowledged that the residential use is noted in the Stinton Jones Consulting Engineers report dated January 2012, but this is considered acceptable considering that the height of the proposed building is exactly the same as that approved under planning reference 12/0387.
15. Concern has been raised by local residents that hotels operate in slightly different way to places of permanent residence and hold concerns that properties in Linden Avenue and Mostyn Avenue will suffer privacy and noise problems. Having considered this point, the use of the rooms for hotel accommodation is not considered to raise any additional issues regarding overlooking or noise disturbance to that of the existing or the residential use as permitted by planning approval 13/120387.

Accessibility

16. The proposal does not demonstrate that it will comply with the London Plan requirement to deliver at least 10 % of the hotel rooms as Wheelchair Accessible rooms. However, given the nature of the existing building and the fact that two additional storeys are being constructed, this should be achievable through changes to the internal layout. As such, a condition is recommended requiring revised drawings detailing the provision of 5 wheelchair accessible rooms.

Summary of Objections

Objection

There is no information regarding the applicant
The restaurant will be take business away from existing business's
The hotel will result in overlooking of the neighbouring properties

The proposal will encourage anti social behaviour in neighbouring residential streets
The existing high traffic flows at all hours of the day and night will create disturbances

The development will generate parking and traffic problems

Rebuttal

This is not a material planning consideration. Competition between businesses cannot be considered within a planning application..
The proposed hotel is not considered to result in significantly greater overlooking that already exists.

The proposal for a hotel is not considered likely to result in an increase in anti social behaviour.
The Highways and Transport Team do not consider the proposed use to result in significant traffic generation or parking problems
The Highways and Transport Team do not consider the proposed use to result in significant traffic generation or parking problems.

RECOMMENDATION: Grant Consent

REASON FOR GRANTING

- (1) The proposed development is in general accordance with policies contained in the:-
Brent Unitary Development Plan 2004

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

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):

Daylight Sunlight Report February 2012
Planning Application form Revision A
P101 Location Plan
P310 Proposed Ground Floor Plan Rev B
P311 Proposed First Floor Plan Rev B
P312 Proposed Second Third Floor Plan Rev B
P313 Proposed Fourth Floor Plan Rev B
P314 Proposed Fifth Floor Plan Rev B
P400 Proposed Elevations 1 Rev B
P401 Proposed Elevations 2 Rev B

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

- (3) All plant machinery and equipment (including refrigeration and air conditioning systems) to be used by reason of this approval shall be so installed, maintained and operated as to prevent the transmission of noise and vibration into any neighbouring premises.

Reason: To safeguard the amenities of the adjoining occupiers.

- (4) Any illumination of signs, buildings, canopies and other features of the premises shall be diffused or baffled to prevent any spread of direct light or glare over the public highway or into neighbouring properties.

Reason: To ensure that such illumination does not prejudice local amenities or safety on the neighbouring highway.

- (5) Details of materials for all external work with samples, (including but not limited to cladding, roof materials, window details, balcony details) shall be submitted to and approved in writing by the Local Planning Authority prior to any work commencing and those details, once approved, shall be fully implemented.

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

- (6) Prior to development commencing, further details of
- a) the proposed refuse and recycling areas
 - b) a minimum 18 secure bicycle parking spaces

shall be submitted to and approved in writing by the Local Planning Authority before any work is commenced. The development shall be carried out and completed in all respects in accordance with the details so approved before the proposed flats are occupied.

Reason: These details are required to ensure that a satisfactory development is achieved.

- (7) Prior to the occupation of occupation the applicants shall submit an acoustic report that shall demonstrate that they have undertaken tests of internal noise levels in each of the hotels rooms post-completion of the building works and that "reasonable" resting levels of noise attenuation have been achieved in accordance with standards set out within BS8233:1999 "Sound insulation and noise reduction for Buildings."

If "reasonable" noise levels have not been achieved the report will detail what additional measures will be undertaken to ensure that they are achieved and the timescale that these additional measures shall be implemented within and thereafter the works shall be undertaken in accordance with the details so approved.

The report shall be submitted to and approved in writing by the LPA prior to the

occupation of the units.

Reason: To ensure satisfactory noise levels within the proposed development in order to safeguard the amenities of future occupiers

- (8) . Notwithstanding the drawings and documents hereby approved, further details of the measures to mitigate the impact of noise on neighbouring residents , which shall include details and technical specifications of the glazing and ventilation systems, shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of works on site. The approved details shall be implemented in full and thereafter shall be maintained in accordance with the manufacturers' specifications.

Reason: To ensure a satisfactory standard of residential accommodation for future occupants.

- (9) Prior to occupation of the development, further details of car park management arrangements shall be submitted to and approved by the LPA, setting out the means by which car parking spaces shall be allocated to specific users at various times of the week and the means by which this will be enforced. The approved management plan shall be implemented for the duration of the development (or as amended by agreement in writing with the Council).

Reason: To ensure that the proposed development does not prejudice the free flow of traffic or conditions of general safety along the neighbouring highway and to ensure a satisfactory standard of amenity by providing and retaining adequate on site car parking.

- (10) Details of obscure and restricted opening glazing to be fitted to the western elevation of the proposed hotel rooms shall be submitted to and in writing by the Council prior to the commencement of work. The approved glazing shall be installed and maintained at all times unless the Council agree otherwise in writing.

Reason: To protect the amenities of existing residents

- (11) Provision is to be made for the parking of [5] cars on the forecourt of the property, in accordance with details to be submitted to and approved in writing by the Local Planning Authority, before the development hereby approved is commenced. The approved works shall be constructed prior to occupation of the premises and shall be permanently retained thereafter and the area shall not be used for any purpose other than the parking of cars and shall not be altered except with the prior written permission of the Local Planning Authority.

Reason: To ensure that the proposed development does not prejudice the free flow of traffic or conditions of general safety along the neighbouring highway and to ensure a satisfactory standard of amenity by providing and retaining adequate on site car parking.

- (12) Notwithstanding the drawings hereby approved, further drawings detailing the provision of 5 Wheelchair Accessible Hotel Rooms shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of works and the approved details shall be implemented in full. The use hereby approved shall not commence unless written confirmation that the Wheelchair Accessible Rooms have been completed has been submitted to the Local Planning Authority and the rooms shall thereafter be retained.

Reason: To ensure a sufficiently accessible development.

INFORMATIVES:

None Specified

Any person wishing to inspect the above papers should contact Matt Brown, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 3771