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To: [Planning Strategy](#)
Subject: Feedback on Local Plan
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Feedback on Local Plan

I refer to the documents <https://www.brent.gov.uk/media/16414606/55-south-place.pdf> and <https://www.brent.gov.uk/media/16414607/56-south-east-place.pdf>.

Firstly, I'd like to point out an error in the plan, whereby Chaplin Road, Villiers Road, Deacon Road northwest of Belton Road and the north-western section of Chapter Road have been placed in the south plan as part of Church End Ward but they belong to Willesden Green Ward and should therefore be in the South East plan.

Secondly, I'd like to refer to the intensification corridor along A407 High Road and A4088 Dudden Hill Lane. See following sections:

5.5 SOUTH

CHARACTER, HERITAGE AND DESIGN 5.5.13 The character of this place in its residential areas is predominantly two to three storey terraced housing...Whilst development should respect the predominantly low rise character of the area, on larger sites over 1ha there is an opportunity to create a new character with higher density development. In addition, additional taller buildings of around 15 metres (5 storeys) could be appropriate in the intensification corridors of A404 Harrow Road/ Brentfield/ Hillside and Craven Park, A407 High Road and A4088 Dudden Hill Lane.

POLICY BP6 SOUTH EAST, h, Diversification to uses including residential and employment on the intensification corridor to the west of Willesden Green Town Centre will be encouraged with further residential supported along other intensification corridors.

5.6.12 This place has a strong sense of character, dominated by two to three storey Victorian terraces and suburban houses with large gardens. Developments should reflect this characteristic with the exception of the South Kilburn Growth Area where more intense redevelopment at higher densities is part of the SPD for the area. Elsewhere intensification corridors such as the A407 High Road and A4003 Willesden Lane building denser development will be appropriate.

I've queried the rationale for intensification with a council officer and with a planner, and the reason I was given were that the High Road was too straggly based on the large number of empty shops. As someone who lives in Chaplin Road NW2, I would like to take issue with this conclusion. A fair number of empty shops have been taken over recently are reopening and there are very few empty premises. The area has a strong ethnic character, with shops and cafes catering for the Middle Eastern, Polish, West Indian, Indian and Brazilian/Portuguese communities. The area also has historic landmarks such as Edward's Bakery established in 1908. Moreover, this is our local shopping area, where I buy my food on a daily basis and so it should stay.

What used to be The Case is Altered was allowed to lose its unique historic name and pub sign, and this handsome red brick building was allowed to be painted in black. Is this the way the planner would like to see the area develop?

With regards to the plan to allow 5 storey buildings, the houses along Willesden High Road are attractive period terraces, much like those designated for conservation further east along the High Road. It would be criminal to destroy these terraces and deprive the area of its character and heritage.

As to the proposed height, firstly the High Road is too narrow to accommodate five storey building and secondly the terraces on the High Road back on to two storey terraces and would impinge upon these lower terraces.

Hence, I beg you to reconsider the intensification plan and allow the area to develop organically.