5.2 EAST
5.2.1 This place includes the wards of Dollis Hill, Dudden Hill, Fryent and Welsh Harp. To the east it is bounded by the A5 Edgware Road which follows the route of the old Roman Road Watling Street into Central London. To the north it is bounded by Kingsbury Road, to the west by Slough Lane/Salmon Street/Blackbird Hill and River Brent, to the south by Chiltern/Metropolitan/and Dudding Hill rail lines.

FIGURE 11 MAP OF EAST PLACE
CHARACTER AND CULTURE

5.2.2 The East of the borough comprises largely residential neighbourhoods with limited focal points, the town centre being Neasden to the south, whilst for other parts it is local centres/parades along main movement corridors. It has one significant industrial area at the London scale at Staples Corner and at the Brent scale along Kingsbury Road. It has three conservation areas; St Andrew’s, Homestead Park and Neasden Village.

5.2.3 The character is predominantly interwar suburban of low rise terraced, semi-detached and detached homes. Exceptions to this are Neasden which also includes some Victorian and Edwardian terraces and other areas of more recent infill on surplus public land or former employment premises.

5.2.4 Significant open spaces include the expansive Welsh Harp reservoir/ Neasden sports and recreation ground, the northern part of Gladstone Park, Silver Jubilee Park and Kingsbury recreation ground. The River Brent and Canal Feeder run south through Neasden, along narrow corridors which largely to the rear of properties, are publically inaccessible and heavily engineered. Along the northern edge of Welsh Harp, part of Wood Lane retains a rural character.

5.2.5 There are some notable cultural and heritage assets including the Shree Swaminarayan Mandir temple, English Martyrs RC Church, St Andrew’s Church which is Grade I listed along with several other listed monuments in its church yard and dwellings in the adjacent area. Welsh Harp is home to a large sailing club and Silver Jubilee Park to Edgware Town and Kingsbury Town football club ground.

TRANSPORT

5.2.6 Overall, the public transport offer overall is relatively weak, with only one rail station at Neasden providing access to the Jubilee Line. There are bus services that focus on the principal movement corridors of the A5 Edgware Road, A4140 Salmon Street, A4088 Blackbird Hill/Neasden Lane, A406 North Circular, A400 6 Kingsbury Road and B454 Church Lane. The limited access to public transport over much of the area promotes a higher reliance on the private car for movement. Part of the London Cycle Network runs through Neasden to the A5 Edgware Road through quiet roads south of the North Circular. Walking routes are predominantly street based, with some recreational ones in parks and open spaces such as Welsh Harp.

TOWN CENTRES

5.2.7 This place only has one town centre at Neasden. This is a centre that is struggling in terms of its vitality and viability. In terms of draw/offer is essentially operating as a neighbourhood centre for convenience shopping. There are a number of local parades along main movement corridors such as Edgware Road, Church Lane and Blackbird Hill/Neasden Lane, all comprising of predominantly small scale independent traders of local convenience shops and services reflecting Brent’s diverse communities, with restaurants and takeaways serving food from all around the world.

EMPLOYMENT AND EDUCATION

5.2.8 Staples Corner is a designated strategic industrial location, meaning it has importance at a London level. Its location near to the A5, A406 and M1 provides potential for good HGV access. It has a range of employment spaces of different sizes but also a high number of trade counter type businesses. Smaller locally significant industrial sites are located along Kingsbury Road and near Neasden station. The area includes the College of North West London Neasden Campus and has a good coverage of primary and secondary schools.
FIGURE 12 HIGH LEVEL PLAN OF THE PLACE

- Conservation Area
- Intensification Corridor
- Open Space
- Key Employment Sites
- Waterway
- London Underground Station
- London Overground Station
- National Rail Station
- Town Centre
VISION

5.2.9 Neasden centre’s role of local importance will be maintained, providing a range of retailing including many independent shops, a new street market and a mix of community and cultural facilities meeting needs reflecting its diverse population and some new homes. The local population to support it will be added to by the Neasden Stations Growth Area; a key focus for new housing and employment provided in tall buildings and a new West London Orbital railway station. Improvements to the public realm and townscape, particularly along and around the North Circular and Neasden junction will be sought.

5.2.10 Staples Corner will be transformed into a new mixed use community, linking to the Thameslink Brent Cross West station and Brent Cross Opportunity Area in LB Barnet. It will also be a focus for tall buildings. Employment space that meets 21st century needs will be prioritised in association with new homes and social infrastructure. Marking the area’s role as a gateway to Brent, there will be significant improvements to townscape on the A5 Edgware Road and A406 North Circular Road, with the Welsh Harp’s setting, access and function significantly improved to better reflect its role as an environmental asset and ‘green lung’ for London.

5.2.11 Elsewhere existing low density development and limited potential for improvements to public transport accessibility will mean extensive change is unlikely. Opportunities for new development will however exist, e.g. town centres and intensification corridors along main public transport corridors, active ground floor frontages will wherever possible be maintained, whilst the height of buildings related to these opportunities will typically be up to 5 to 6 storeys.

PREFERRED POLICY OPTION: BP2 EAST

Proposals should plan positively to deliver the place vision by contributing and where appropriate delivering the following:

CHARACTER, HERITAGE AND DESIGN

Strengthen local identity and character by:

a. Conserving and enhancing heritage assets, including Church Lane and Neasden Conservation Areas.

b. Respecting the predominantly suburban low rise character of the area.

c. Along the intensification corridors of A5 Edgware Road and A4088 Blackbird Hill/Neasden Lane/ Dudden Hill Lane heights typically of up to 15-18 metres (5 to 6 storeys) are likely to be acceptable.

d. In other areas where designated heritage assets will not be adversely affected heights of buildings should go no higher than two storeys above the prevailing predominant heights.

HOMES

e. The potential residential development for Staples Corner Growth Area and Neasden Stations’ Growth Area will be determined by their respective masterplans, taking account of the need to support employment space on the site. Depending on the capacity of these sites there may be specific requirements around different housing types, such as specialist (older people/ supported/ student) housing and build to rent

f. Potential at various locations in Neasden town centre to support its vitality and viability

g. Intensification corridors – as yet numbers of homes are unknown. It is dependent on whether conversion/ extensions or redevelopment of existing buildings

TOWN CENTRES

h. Neasden town centre will provide convenience retail for local communities in addition to a street market, restaurant and café offer. Additional small scale retail/ other uses floorspace will be supported to consolidate this role. Improvements to the public realm and connectivity will be sought.

i. Retail parades along Neasden Lane/Blackbird Hill and Church Lane will be supported with flexibility on uses to maintain commercial premises at ground floor, particularly for meanwhile uses or low cost workspaces. Rationalisation on the edges will however be supported if significant long term vacancies indicate a need to reduce commercial capacity.

j. Additional residential on upper floors or making efficient use of plots through redevelopment will be supported in these centres to increase local population catchments.
COMMUNITY AND CULTURAL FACILITIES

k. Securing sufficient physical and social infrastructure on and off site to support the Staples Corner and Neasden Stations’ Growth Areas, in particular ensuring the improvement of the Welsh Harp and its setting.

l. Securing the retention of the area’s religious buildings

EMPLOYMENT AND SKILLS

Supporting the local economy by:

m. Retaining and encouraging intensification of employment uses at Kingsbury Locally Significant Industrial Site.

n. Supporting transformational change of Staples Corner to provide colocation/intensification and a wide range of new business premises fit for modern day occupiers in association with a new mixed use community.

o. Retaining/seeking re-provision of small scale employment in association with new development

p. Supporting the relocation of College of North West London to a purpose built facility elsewhere in the borough through redevelopment of the existing Neasden site.

OPEN SPACE AND BIODIVERSITY

q. Contribute to high quality, well-used open spaces and wildlife corridors to include:

r. Enhancement of Welsh Harp’s and River Brent’s recreational and ecological offer

s. Maintaining and enhancing Kingsbury Recreation Ground, Silver Jubilee Park and Gladstone Park

t. Tree planting and associated landscaping around North Circular Road/A5 and other transport corridors.

TRANSPORT


v. Reduce traffic dominance and enhancing the A5 corridor and North Circular Road and public transport corridors through public realm improvements to healthy streets standards.

w. Direct development to and increase patronage/services on public transport corridors.

JUSTIFICATION

CHARACTER, HERITAGE AND DESIGN

5.2.12 Although of slightly denser character in the south towards Neasden where there are a higher concentration of terrace properties, the area as a whole is typically low rise, low density suburban in character. It is three or four storey properties in a few places along transport corridors/ in Neasden Town Centre, but elsewhere almost all uniformly two storey. The area has not been identified for substantial change in recent Local Plans, containing no Growth Areas. Where development has occurred, it has typically been infill, low rise and low density.

5.2.13 The limited extent of heritage assets focused in Neasden and Church Lane Conservation Areas might be seen as providing opportunity for extensive change. Nevertheless, the relative uniformity of the character, particularly in terms of height limits radical change, as does a range of other factors, most notably limited public transport accessibility.

5.2.14 Tall buildings will not be in character with this place. As such opportunities for buildings over 6 storeys are restricted to those Growth Areas which it is proposed will undergo radical change, related to major improvements in public transport accessibility where there is also the need to secure a wide range of benefits and be consistent with the London Plan’s priority of development near public transport.

5.2.15 Elsewhere opportunities for taller buildings (up to 5-6 storeys) are considered appropriate along transport corridors where the larger scale buildings in the area already exist.

HOMES

5.2.16 The proposed Growth Areas of Staples Corner and Neasden Stations will provide the opportunities for new mixed use communities with a significant amount of employment and residential floorspace. A masterplanning exercise will be undertaken to identify the appropriate mix of uses, form of development with a view to improving employment opportunities as well as
homes. Such large scale areas are also likely to require some on site social infrastructure which will need to be identified, taking account of needs of the proposed population and capacity/ability to meet needs in existing or extended facilities.

5.2.17 In these Growth Areas land designated as SIL or LSIS in the previous Local Plan will need to address the requirement to replace or intensify employment uses too. A range of employment space will need to be provided, although only a very limited focus on office space will be appropriate.

5.2.18 In advance of adoption of masterplan supplementary planning documents which will seek comprehensive solutions for the areas, small scale release of sites will be resisted, unless it can be shown that it will not undermine the outcomes of any likely adopted masterplan.

5.2.19 Elsewhere the opportunity to provide homes is likely to be in Neasden town centre and along intensification corridors, either through redevelopment, or as small scale infill/redevelopment/extensions and conversions. Delivery of additional homes is considered more uncertain in these areas, due to competing demands on existing buildings in many cases, e.g. existence of extended family housing, together elsewhere with occupation/ownership by multiple people/organisations.

TOWN CENTRES

5.2.20 The principal centre in this area is Neasden, which essentially provides a neighbourhood level of service/attractiveness. It is a Council priority centre with an associated action plan being developed. Competition from the internet and competing centres will provide challenges in maintaining its current relevance for the locality as a destination for retail or other activities. There is very limited need for additional retail and leisure/drinking in the area in the future. As such flexibility will be the key to ensure limited vacancy at ground floor level through, for example, reuse of retail premises for workspace and promotion of development opportunities where they exist. This could be through potentially turning peripheral ground floor commercial uses to residential/promoting redevelopment of buildings/inefficient spaces to provide more living accommodation.

5.2.21 Elsewhere the role of the extensive retail parades along Neasden Lane, Church Street and A5 Edgware Road in providing for local convenience and service needs will be supported. These centres are also likely to find trading conditions challenging and as such flexibility of premises will be favoured to maintain commercial ground floor uses, until such a time as this can be shown to be unviable, when consideration will be given to potentially contracting their length to smaller cores.

COMMUNITY AND CULTURAL FACILITIES

5.2.22 The need for new community facilities is likely to primarily be within and around the new Growth Areas. This will be resolved through the masterplanning exercise. It is recognised that there are continued unmet demands for religious buildings and youth facilities, which these may accommodate.

EMPLOYMENT AND SKILLS

5.2.23 The principal areas of industrial employment are currently the designated areas at Staples Corner, Kingsbury and Neasden. As identified Staples Corner and Neasden will be taken forward as Growth Areas. This will not be at the expense of employment space. Much of these areas have suffered from very low levels of investment in premises over the years. As such their usefulness/levels of employment provision are low. Where investment has been made, much has been in quasi retail/trade counters.

5.2.24 Consistent with London Plan policy, the Council is seeking to ensure intensification of employment use in modern fit for purpose premises. Providing the incentive to develop these however is only considered likely to happen with cross-subsidy from other more lucrative uses. The Council recognises that to date the mixing of larger scale employment uses with residential development in particular has been limited and needs careful management to be successful, creating good environments for communities and businesses.

5.2.25 The Kingsbury employment area retains principally clearly defined boundaries, with very little encroachment from non-employment uses. Exceptions have been the permitted development of office to residential which the Council has now ceased through an Article 4 direction. The Council will support the area’s continued employment use through encouraging investment only in employment uses.

5.2.26 The proposed redevelopment of the College of North West London site will
allow the college to amalgamate sites elsewhere in the borough and invest in its future. The college is particularly important in allowing Brent residents to attain skills and training that will enable them to participate in the jobs market. As such development that maximises the potential to support this and wider local plan objectives on its existing site will be supported.

OPEN SPACE AND BIODIVERSITY

5.2.27 Whilst the north of this place is well served by open spaces, there are areas of deficiency to the south. There are limited opportunities to secure additional open spaces through redevelopment. On the large scale sites, whilst some space will be provided, the existing built up nature, combined with the need to generate sufficient values to ensure viability will be a challenge. It will therefore be important to ensure the quality of existing open spaces are enhanced, even where scoring highly such as at Welsh Harp, Silver Jubilee Park, Kingsbury Recreation Ground and River Brent corridor. The Welsh Harp has the potential to offer so much more in terms of accessibility for recreation and leisure use and ecology. Its proximity to development areas increases the potential to improve its setting and also provide developer funding for its improvement.

TRANSPORT

5.2.28 The West London Orbital, which will make use of the existing Dudding Hill freight line is a key opportunity to improve passenger orbital links and connect the area to High Speed 2 and Elizabeth Line and Old Oak and to the east Thameslink at Brent Cross West. This will significantly improve public transport accessibility levels in areas which are currently poorly served. The proposed development at Neasden looks to identify suitable space for the line and any station.

5.2.29 The A5 corridor and North Circular Road are important gateways into both Brent and Central London. They are very heavily trafficked, which creates an unattractive environment both for residents living along the route and businesses. Reducing car dominance and creating a more attractive environment designed to healthy streets standards, will have a positive impact on residents by helping to mitigate poor air quality through tree planting. It will also benefit businesses, particularly those operating in Neasden Town Centre and Staples Corner, by creating an attractive environment.

5.2.30 Other existing public transport corridors along Neasden Lane/ Blackbird

KEY SITE ALLOCATIONS

Neasden Stations Growth Area
Staples Corner Growth Area
Coombe Road
Cricklewood Bus Depot.

OTHER POLICY GUIDANCE

- Staples Corner Growth Area Master Plan/Supplementary Planning Document/Area Action Plan (forthcoming)
- Neasden Stations Growth Area Master Plan/Supplementary Planning Document/Area Action Plan (forthcoming)
BEGA1 NEASDEN STATIONS GROWTH AREA

Site Plan

Existing Use
Primarily employment uses comprising light industrial, storage and waste recycling and associated activities, some residential, a College of North West London campus and Neasden underground station/railway land.

Allocated Use
Growth Area – Strategic Industrial Location and Locally Significant Industrial Sites subject to co-location and intensification, new passenger railway line infrastructure and residential development.

Indicative Capacity
Not yet known, subject to a masterplanning process which will provide additional clarity. Estimated using standard densities.

Timeframe for Delivery

<table>
<thead>
<tr>
<th>Timeframe for Delivery</th>
<th>0-5 Years</th>
<th>5-10 Years</th>
<th>10+ Years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>735</td>
<td>1265</td>
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</tbody>
</table>

Address
Neasden Lane, Denzil Road and Selbie Avenue NW10.
<table>
<thead>
<tr>
<th>Area</th>
<th>11.5 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description of Existing Site</strong></td>
<td>The site comprises Strategic Industrial Location and Locally Significant Industrial Sites, which incorporate light industry, storage, waste processing and open storage. It also includes a campus of the College of North West London which is relocating to a new site in Wembley. In between is some two storey residential, semi-detached and terraced, some of which is a former Council estate. It also includes the Neasden Underground Station, with associated land and land on the West London Orbital rail route. To the south is a petrol station currently in use.</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>Private and public ownership</td>
</tr>
<tr>
<td><strong>Planning History</strong></td>
<td>No relevant planning history</td>
</tr>
<tr>
<td><strong>PTAL Rating</strong></td>
<td>3-6a both for now and in 2031. The potential West London Orbital station at Neasden will increase PTAL levels further.</td>
</tr>
<tr>
<td><strong>Planning Considerations</strong></td>
<td>A significant part of the site is Strategic Industrial Land/ Locally Significant Industrial Site. The proximity of Neasden station means that consideration of this site for co-location/ intensification consistent with London Plan policies is appropriate. The potential for a further station on the West London Orbital line in the area together with the relocation of the College of North West London provide an opportunity for a much larger scale of development to be planned as a Growth Area. This will be subject to a masterplan process to comprehensively identify how the area can best maintain and ideally increase useable employment floorspace (predominantly light industrial, industrial and storage and distribution), plus relate to and provide sufficient space to accommodate the new and existing transport infrastructure as part of a new mixed use community. Until a master plan has been completed/ adopted by the Council, no redevelopments, particularly to non-industrial/ residential will be permitted in the area.</td>
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<td></td>
<td>The disparate land ownership also means that the Council will have to be content that the necessary social and physical infrastructure to support the Growth Area's comprehensive change can be provided. This will either be through evidence of landowners working together and having mechanisms such as equalisation agreements in place, or that an alternative is available to the Council of capturing sufficient contributions and the necessary land from proposed developments to deliver the infrastructure.</td>
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<td></td>
<td>It sits within an Air Quality Management Area, as such development will have to seek to be air quality neutral and ensure occupants have an acceptable level of air quality. The Dudding Hill Line and Jubilee/ Metropolitan Line corridors Sites of Nature Conservation Grade I.</td>
</tr>
<tr>
<td></td>
<td>None of the site is within Flood Zone 3 for fluvial flooding. Parts are however in zone 3 for surface water, much of this is highway land or the rail corridors, although the industrial land south of Neasden station is also susceptible. As such a sequential approach to location of uses and buildings will be required on these sites to ensure that the risk of flooding on and off site is not unacceptably increased. More detailed assessment will be required through a site specific flood risk assessment.</td>
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<td></td>
<td>The site contains no recognised heritage assets. A locally listed building Shortcroft Mead Court exists on the other side of Dudden Hill Lane. Neasden Lane and Dudden Hill Lane are reasonably heavily trafficked. They provide reasonable pedestrian routes, but could be improved through wider pavements, tree planting and additional overlooking/ active frontages. Regular bus services run along these roads and provide relatively good public transport accessibility to other locations in Brent. The proposed West London Orbital station will provide wider connectivity with Brent Cross/ West Hampstead though to Hounslow and improve PTAL.</td>
</tr>
<tr>
<td></td>
<td>It also contains waste facilities which need to be addressed in any development, either off or on-site as there is a need to accommodate these types of facilities in the borough. Given current and historic industrial use there is a risk of contamination and a Preliminary Risk Assessment will be required, and if necessary remediation. Potential noise associated with the roads and adjacent employment uses will have to be addressed in design of development.</td>
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<td></td>
<td>As a transformational area the area has the potential for tall buildings and has been identified as such in the Tall Building Strategy. This potential including appropriate heights, extent and location of these will be identified in the masterplan. The proximity and essentially two storey suburban character of adjacent areas will however require heights to step down towards these edges. The scale of development also means that a district energy/ heating system should be delivered.</td>
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<td>Apart from the railway corridors there is very little of ecological value inside the area; incidental planting is limited. There are a number of trees along the Neasden Lane and Denzil Road, a few are street trees, some form part of planting schemes associated with development and some are self-sown. The trees do provide some visual amenity however, their removal and replacement with higher quality specimens of more appropriate trees for the setting would be acceptable.</td>
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<tr>
<td></td>
<td>There is a notifiable pipeline bordering the site that is allocated for the potential station and parts of the residential areas south west of the site.</td>
</tr>
</tbody>
</table>
| **Risks** | Fragmented nature of land ownership could increase time taken to deliver and if not properly managed a piecemeal rather than comprehensive approach to redevelopment, resulting in a disjointed environment and inadequate infrastructure.  
Non-delivery of the West London Orbital line/ associated station.  
CPO of properties/ land to deliver the rail infrastructure/ station and regenerate existing housing sites.  
GLA policy in relation to acceptability of proposals on SIL. |
| **Design Principles** | To be fully drawn out in any future masterplan. Key points to address will be ensuring successful co-location/ intensification to allow the area to prosper as an employment location. Integration of the new station and links between it and Neasden station within the new townscape. Recognition of the gateway location of the area. Providing higher quality public realm/ pedestrian/ cyclist environment particularly in allowing movement along Neasden Lane and Dollis Hill Lane. The edges of the development responding to the adjacent suburban housing context and the significant noise constraints provided by the railway lines. |
| **Infrastructure Requirements** | Social and physical infrastructure requirements to be fully drawn out in any future masterplan related to the residential capacity of the site in particular. Improved crossings/ street design/ public realm, green infrastructure, open space and space for proposed public transport improvements. Religious buildings and youth facilities are particular current needs that need consideration as well as specialist housing needs. |
| **Justification** | The site adjacent to Neasden Lane is currently mostly low intensity used Strategic Industrial Land and Locally Significant Industrial Sites that are adjacent to a station with very high public transport accessibility. This accessibility makes them from a planning perspective a prime site for more intensive use of land. Given Brent's status as a 'provide capacity' borough for employment space in the London Plan, the SIL and LSIS also provide a vital role in meeting future employment needs. Site owners/ developers are showing interest in bringing sites forward. The proposed West London Orbital route requires appropriate safeguarding of land, but also provides an opportunity to increase the area's accessibility and potential for regeneration. In addition a large potential development site is the College of North West London’s campus which is to be disposed of to fund a move to Wembley and improved facilities. Taking these factors together there is an opportunity to properly plan a wider ‘Growth Area’. This can comprehensively reconsider the area’s role, to potentially increase its performance as an employment area, but also address other strategic needs, such as using land more effectively, providing new homes, ensure successful delivery of a key piece of transport infrastructure and improve the image of Brent on a gateway site. It also will assist in providing additional population to support Church End and Neasden town centres. |
### BEGA2 STAPLES CORNER GROWTH AREA

<table>
<thead>
<tr>
<th>Site Plan</th>
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<tbody>
<tr>
<td><img src="image_url" alt="Site Plan" /></td>
</tr>
</tbody>
</table>

**Existing Use**
Primarily B1, B2, B8 and Sui Generis Employment Uses, trade counters and some retail, cash and carry, restaurants and residential.

**Allocated Use**
Growth Area – Strategic Industrial Location subject to co-location and intensification

**Indicative Capacity**
Not yet known, subject to a masterplanning process which will provide additional clarity – estimate of numbers used at this stage.

<table>
<thead>
<tr>
<th>Timeframe for Delivery</th>
<th>0-5 Years</th>
<th>5-10 Years</th>
<th>10+ Years</th>
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<tbody>
<tr>
<td></td>
<td>200</td>
<td>2600</td>
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</tbody>
</table>

**Address**
Staples Corner Strategic Industrial Land, adjacent to the Edgware Road and North Circular Road

**Area**
42.7 hectares
The site covers a multiple of light industrial, heavier industrial and distribution uses in differing types of buildings, from the relatively modern fit for purpose industrial to the majority of older poor quality buildings that have received limited investment. As the site is very visible from heavily trafficked roads there are also many wholesale, trade counter type/ showroom operations related to building/ home improvement and car sales, plus self-storage and a large Chinese supermarket with a distinctive landmark building. Predominantly buildings are single storey, some contain two storey office elements. There are a small number of three storey and four storey buildings. Exceptionally two former office buildings of 4 and 7 storeys have through permitted development been converted into flats.

Some buildings face outwards, others present their backs to streets. Multiple small site ownerships, plus the development of the area in a lot of cases before statutory town planning system came into effect has resulted on some sites in haphazard building placement, poor access arrangements and a poor public realm. As a gateway to Brent and wider London for many people passing through, it gives an extremely poor initial impression.

The site is bounded on the north by the Welsh Harp and Neasden Recreation Ground open spaces. To the east is the A5 Edgware Road, beyond that warehousing and the Brent Cross/ Cricklewood Opportunity Area in Barnet. To the south and east there is residential development, principally semi-detached or terraced two storey dwellings and some very limited number of 3-6 storey properties.

The North Circular Road cuts through the northern part of the area. It is a very heavily trafficked road. This together with the Edgware Road is essentially designed as urban motorway, elevated in part and presenting a very hostile ‘concrete jungle’ environment, particularly for pedestrians. This most intense around the Staples Corner roundabout. There are a number of footbridges across the North Circular. Direct vehicular access to and from these main roads is mostly limited, with more recent developments channelled towards minor roads. The dual carriageway with barriers means if turnings are missed, long diversions are required to return to that point by vehicle.

The site is Strategic Industrial Land and is proposed as a Growth Area and for co-location/ intensification consistent with London Plan policies. It will be subject to a masterplan process to comprehensively identify how the area can best maintain and ideally increase useable employment floorspace (predominantly light industrial, industrial and storage and distribution) whilst potentially providing a new mixed use community. Until a master plan has been completed/ adopted by the Council no redevelopments, particularly of non-industrial/ residential will be permitted in the area. The disparate land ownership also means that the Council will have to be content that the necessary social and physical infrastructure needed to support the Growth Area’s change can be provided. This will either be through evidence of landowners working together and having mechanisms such as equalisation agreements in place, or that an alternative is available to the Council of capturing sufficient contributions and the necessary land from proposed developments to deliver the infrastructure.

Across the Edgware Road within Barnet the area is designated as the Brent Cross Opportunity Area and is subject to substantial growth of housing, employment and retail floorspace. Ideally the masterplanning process will address this wider growth context and seek to explore the extent to which Staples Corner Growth Area can seek to create a unified place/ townscape between the two.

It sits within an Air Quality Management Area, as such development will have to seek to be air quality neutral and ensure occupants have an acceptable level of air quality. The northern edge is adjacent to Welsh Harp and Neasden Recreation Ground, these have a variety of designations including Metropolitan Open Space, Site of Special Scientific Interest, Site of Nature Conservation Grade I and Local Nature Reserve. The masterplanning also needs to consider the extent to which the potential of this area as a recreational and environmental asset can be enhanced in association with the Staples Corner Growth Area.

None of the site is within Flood Zone 3 for fluvial flooding, parts are however in zone 3 for surface water, principally although not exclusively this is within highway land.

The site contains recognised heritage assets in the form of Sites of Archaeological Interest at Oxgate Field (north of North Circular) and is in close proximity to one at Oxgate Farm (Coles Green Road) which is also contains 2 Grade II* listed buildings. Development in or adjacent to these areas will require the appropriate assessments to ensure the assets and their settings are preserved or enhanced. It has no locally protected views, but potentially parts could benefit from a high quality outlook across the Welsh Harp or if opened up allow better views from the North Circular to it. Views from the Welsh Harp need consideration in terms of design to improve its setting.
### Planning Considerations

The North Circular Road is very heavily trafficked, the Edgware Road less so, but still busy. They are managed by TfL as part of the strategic road network. They are a significant barrier to pedestrian movements, which are enabled by foot bridges and traffic light controlled crossings. The Edgware Road in particular at this point appears heavily over-engineered for the volume of traffic that uses it. Improving the pedestrian and cycling environment will be a particular challenge, especially to the carriageway both in terms of not adversely affecting capacity and cost to amending highway structures. Regular bus services along these roads and others provide relatively good public transport accessibility. Brent Cross West Thameslink station will open in 2024 which could also be served by the West London Orbital in 2026. Therefore wider connectivity with London and the south east is potentially very good in the future from this station. Better pedestrian links across the A5 and North Circular Road should be provided.

Given current and historic industrial use there is a risk of contamination and a Preliminary Risk Assessment will be required, and if necessary remediation. Potential noise associated with the roads and adjacent employment uses will have to be addressed in design of development.

As a transformational area there is the potential for tall buildings which has been identified in the Tall Building Strategy. This potential including appropriate heights, extent and location of these will be identified in the masterplan. The proximity and essentially two storey suburban character of adjacent areas will however require heights to step down towards these edges. The scale of development also means that a district energy/ heating system should be delivered.

There is very little of ecological value inside the area as incidental planting is limited. There are few trees, the best examples being street trees on Oxgate Lane and a bank of poplars on Coles Green Road, probably from the 1950s. Whilst of significant visual amenity, the poplars due their age and increasing propensity for limbs to fail/fracture are unlikely to be suitable for long term retention in their current form.

### Risks

Fragmented nature of land ownership could increase time taken to deliver and if not properly managed a piecemeal rather than comprehensive approach to redevelopment, resulting in a disjointed environment and inadequate infrastructure.

TfL and Highways England control of adjacent highways where the priority will be on maintaining highway capacity and limiting potential disruption, potentially at the expense of a higher quality public realm.

GLA planning policy approval in relation to the existing SIL allocation.

### Design Principles

To be fully drawn out in any future masterplan. Key points to address will be ensuring successful co-location/ intensification to allow the area to prosper as an employment location. Recognition of the gateway location of the area. Providing higher quality public realm/ pedestrian/ cyclist environment particularly in allowing movement across roads and linking to Brent Cross West station/ adjacent Opportunity Area in Barnet. Opening up views to and enhancing views from Welsh Harp and improved physical connections. The edges of the development responding to the adjacent suburban housing.

### Infrastructure Requirements

Social and physical infrastructure requirements to be fully drawn out in any future masterplan related to the residential capacity of the site in particular. Improved crossings/ street design/ public realm, green infrastructure, open space and public transport accessibility. Religious buildings and youth facilities are particular current needs that need consideration as well as specialist housing needs.

### Justification

The site is the largest piece of Strategic Industrial Land that falls within the Local Plan boundary. Given Brent's status as a 'provide capacity' borough in the London Plan, it will perform a vital role in meeting future employment needs. Currently although vacancy is low, it is not intensively used, contains many old buildings that have had very limited investment, includes many non-business uses which could be accommodated outside dedicated employment areas and is an overall poor quality environment in a gateway location. The development of the Brent Cross Opportunity Area across the Edgware Road in LB Barnet with its associated planned extension of Brent Cross shopping centre, provision of office development, residential and the opening of Brent Cross West Thameslink station and potentially the West London Orbital rail route will change the local environment and the area's accessibility. It provides an opportunity to reconsider the area's role, to potentially increase its performance as an employment area, but also address other strategic needs, such as providing new homes, improving the image of Brent on a gateway site, increasing the visibility and relevance of Welsh Harp as an environmental asset and addressing significant physical barriers to pedestrian and cycle movement across the borough.
**BESA1 COOMBE ROAD**

<table>
<thead>
<tr>
<th>Site Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Site Plan Image]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Existing Use</th>
<th>Part Shurgard self-storage unit, part light industrial/employment uses and part McDonalds restaurant/drive thru.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocated Use</td>
<td>Mixed use development including on the ground floor and upper floors if needed to accommodate the required floorspace, replacement of the existing employment B1-B8 floorspace and on the McDonalds site A1-A5 and/or B1-B8 employment uses, with the remainder being residential on the upper floors.</td>
</tr>
<tr>
<td>Indicative Capacity</td>
<td>3886 sqm B1-B8 on the existing employment sites (0.5 plot ratio) and 400 sqm A1-A5 uses/B1-B8 on the McDonalds site (replacement of existing floorspace, with potential for more employment), plus 194 dwellings.</td>
</tr>
<tr>
<td>Timeframe for Delivery</td>
<td><strong>0-5 Years</strong></td>
</tr>
<tr>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Address</td>
<td>Land at Coombe Road</td>
</tr>
<tr>
<td>Area</td>
<td>1.35 hectares</td>
</tr>
</tbody>
</table>
### Description of Existing Site

The site comprises four different land ownerships. A two storey Shurgard self-storage facility on the south west, and single storey McDonalds drive-thru on the south east, and 1-2 storey light industrial premises on the north east and north west. The site is bounded on the west by the River Brent and on the east by the Brent Canal Feeder, beyond which are two storey residential properties. The north is bounded by Roger Stone Court, a residential block of 3-4 storeys and the south by Neasden Lane, beyond which is an open space.

### Ownership

Private Sector

### Planning History

None particularly relevant to the allocation.

### PTAL Rating

3 existing and forecast to 2031

### Planning Considerations

The site has no designated heritage assets. The Neasden Conservation Area is located to its south east approximately 30 metres away at its closest. The site is bisected by Coombe Road which provides access to Roger Stone Court. Regular bus services provide links to Wembley and Neasden underground stations. Given current and historic industrial use there is a risk of contamination and a Preliminary Risk Assessment will be required, and if necessary remediation. Parts of the site fall within fluvial flood zone 3. A site specific Flood Risk Assessment will be required and a sequential approach to the local of uses followed. There is limited green infrastructure on site. There is some minor recent landscaping on the McDonalds site. There is a semi mature Ash tree along Coombe Road which will need to be kept. There are also some trees adjacent along the River Brent and Brent Canal Feeder; both of these corridors are also Sites of Nature Conservation Value Grade 2.

### Risks

The main risk is the appetite of the existing owners/occupiers, particularly McDonalds and Shurgard to redevelop parts of the site.

### Design Principles

Development of up to 5/6 storeys (with the upper storey set back so as not to be visible from the adjacent pavement) with a step down to four storeys (top storey set back) on the edges of the will be acceptable on the Neasden Lane frontage. On Coombe Road up to 5 storeys will be acceptable with a set-back on the upper storey and reduction down to 4 storey on the edges. Within the remainder of the site up to 5 storeys will be acceptable. A contemporary design will be supported, particularly where development takes influence from the positive characteristics of the surrounding buildings and structures, for example in breaking up the facades in a manner consistent with the plot width/rhythm of the terraces along Neasden Lane. Active frontages will be maximised at ground floor on Neasden Lane and Coombe Road. Ideally these will be principally provided by the employment/commercial elements. The areas adjacent to the River Brent and Brent Canal Feeder should be set back from the boundary, appropriately landscaped and include a footpath to allow for potential future public pedestrian routes adjacent to the watercourses.

### Infrastructure Requirements

Delivery of the waterside pedestrian routes and their future potential to be made available for public use attaching to future additions will be sought through a S106. A financial contribution towards real time information being provided at the bus stop on the opposite side of the road will be sought.

### Justification

The site is used to a relatively low intensity given its position adjacent to a main movement corridor. The McDonalds in particular is a poor piece of townscape inconsistent with the small set back from the edge of pavement/strong building line along the rest of the road. Other recent developments along Neasden Lane indicates that sites can be used more intensively to provide mixed use schemes that provide employment opportunities/services as well as adding to the dwelling stock. The site has good access to public transport and local infrastructure including shops and open spaces. The Council needs to ensure continued provision of employment space, so will seek its retention of employment uses on site. The existing McDonalds is a draw that helps the vitality and viability of the parade. Its replacement or provision of alternative town centre uses on this part of the site, if consistent with the size and role of the retail parade, will be supported. The sites are in close proximity to watercourses and partly at risk of flooding. The location of buildings and their design will have to ensure that there is no unacceptable risk to building occupants, or property and people elsewhere as a result of any proposed development. Setting back buildings from the watercourse provides an opportunity for their enhancement and also potential future public access along pedestrian routes.
BESA2 CRICKLEWOOD BUS DEPOT EDGWARE ROAD

Site Plan

Existing Use | London Transport Bus Depot.
<table>
<thead>
<tr>
<th><strong>Allocated Use</strong></th>
<th>Mixed use development including replacement bus depot in lower ground and upper floors (offices on Edgware Road frontage if needed to accommodate the required floorspace, with the remainder being residential on the upper floors).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indicative Capacity</strong></td>
<td>10,000 sqm Sui Generis on the existing employment sites floorspace required to replace bus depot/ create suitable residential environment above, plus 194 dwellings.</td>
</tr>
<tr>
<td><strong>Timeframe for Delivery</strong></td>
<td>0-5 Years 5-10 Years 10+ Years</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>London Transport Bus Depot 329 Edgware Road NW2 6JP</td>
</tr>
<tr>
<td><strong>Area</strong></td>
<td>1.35 hectares</td>
</tr>
<tr>
<td><strong>Description of Existing Site</strong></td>
<td>The site comprises two separate land ownerships, the majority by Transport for London. A part single storey and three (+ basement) bus depot fronting Edgware Road to the east, with associated bus parking across the majority of the site. In addition there is a single storey café on the south eastern corner along Edgware Road. The site drops away from Edgware Road. It is bounded on the east by the Edgware Road. On the opposite side of Edgware Road are a mixture of industrial/self- storage and retail premises, forming part of the Colindale Area Action Plan boundary in LB Barnet. The north and south are bounded by railway lines which is elevated on the south and at grade on the north. There is two storey residential to the north and a mixture of single storey retail/three storey residential to the south.</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>Public and Private Sector</td>
</tr>
<tr>
<td><strong>Planning History</strong></td>
<td>None particularly relevant to the allocation.</td>
</tr>
<tr>
<td><strong>PTAL Rating</strong></td>
<td>1b and 3 existing and forecast to 2031</td>
</tr>
</tbody>
</table>
| **Planning Considerations** | The site has no designated heritage assets and there are none in close proximity. Six regular bus services provide links north and south along the Edgware Road to Alperton, Brent Cross, Brent Park, Edgware, Golders Green, Hammersmith, Kilburn, Paddington, Victoria and White City. 
Given current and historic industrial use there is a risk of contamination and a Preliminary Risk Assessment will be required, and if necessary remediation. 
Parts of the site towards its western end fall within surface water flood zone 3. A site specific Flood Risk Assessment will be required and a sequential approach to the local of uses followed. 
There is very limited green infrastructure on site. The majority is adjoining in the railway land which is a Site of Important Nature Conservation Grade 1, forming part of a wider corridor, which includes trees and scrub. Development should not undermine these designations. There is a semi mature and two newly planted London Plane street trees on Edgware Road which will need to be kept. 
The site is a Locally Significant Industrial Site. Any proposal must ensure the replacement of the bus depot, or if operationally this is not required, must provide 0.45 of the site with viable employment floorspace for the long term. Commercial development along Edgware Road at ground floor level may also be appropriate if the minimum employment floorspace is provided. Residential will be appropriate on the upper floors of any redevelopment if it can be shown to not undermine the bus depot/future employment uses. |
| **Risks** | The main risk is the availability of the site for development in the context of operational requirements from Transport for London. Increasing importance of public transport, plus land pressures mean sites to relocate to will be scarce, whilst redevelopment may well prove difficult whilst the site remains operational. |
| **Design Principles** | Development of up to 6 storeys (with the upper storey set back so as not to be visible from the adjacent pavement) along Edgware Road with a step down to five storeys (top storey set back) on the edges of the will be acceptable. 
A contemporary design will be supported, particularly where development takes influence from the positive characteristics of the surrounding buildings and structures, for example in breaking up the facades in a manner consistent with the plot width/rhythm of the traditional terraces along Edgware Road. 
Active frontages will be maximised at ground floor on Edgware Road. Ideally these will be principally provided by the employment/commercial elements and residential entrances. |
| **Infrastructure Requirements** | Additional vehicular entrance for the residential that does not conflict with the bus movements/pedestrian crossing. 
A financial contribution will be sought to additional street tree planting along Edgware Road outside the site. |
Justification

The site is used to a relatively low intensity in terms of its building occupancy given its position adjacent to a main movement corridor. It forms a poor piece of townscape along much of its length inconsistent with the edge of pavement/ strong building line along the more traditional parts of the road. Other recent developments along this road indicates that sites can be used more intensively to provide mixed use schemes that provide employment opportunities/ services as well as adding to the dwelling stock. The site has the potential to deck over the bus garage use and provide an acceptable residential environment above. It has good access to public transport and local infrastructure including shops, open spaces and schools.

The Council needs to ensure continued provision of employment space, so will seek the retention of the bus depot or replacement employment space on this site. In addition there might be some scope for provision of town centre uses along the Edgware Road frontage, if consistent with the size and role of a retail parade, will be supported. The site due to its fall and location below elevated rail corridors appears to be at risk of surface water flooding. The location of buildings and their design will have to ensure that there is no unacceptable risk to building occupants, or property and people elsewhere as a result of any proposed development. Setting back buildings from the railway lines provides an opportunity to enhance the wildlife corridors.

The site allows for taller buildings than currently exist on site, but is not a location regarded as acceptable for taller buildings than those set out in the design principles.

#### FIGURE 13 OTHER SITE ALLOCATIONS

<table>
<thead>
<tr>
<th>REF.</th>
<th>ADDRESS</th>
<th>SIZE (HA)</th>
<th>EXISTING USE</th>
<th>ALLOCATED USE</th>
<th>INDICATIVE HOMES</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BESA3</td>
<td>5 Blackbird Hill</td>
<td></td>
<td>Vacant school</td>
<td>D1 and Residential</td>
<td>30</td>
<td>Replacement D1 floorspace required.</td>
</tr>
<tr>
<td>BESA4</td>
<td>All units 4-9, Gladstone Parade and garages rear of 4-9, Gladstone Parade, Edgware Road, Cricklewood, London NW2 6JS</td>
<td></td>
<td>Commercial/ residential</td>
<td>Commercial Residential</td>
<td>38</td>
<td>Ground floor commercial/ active frontage, residential uppers</td>
</tr>
</tbody>
</table>

#### FIGURE 14 MAJOR SITES WITH PLANNING PERMISSION FOR HOUSING

<table>
<thead>
<tr>
<th>REF.</th>
<th>ADDRESS</th>
<th>SIZE (HA)</th>
<th>EXISTING USE</th>
<th>PERMISSION USES</th>
<th>INDICATIVE HOMES</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>17/3698</td>
<td>39 Waterloo Road NW2 7TT</td>
<td></td>
<td>Offices</td>
<td>Residential</td>
<td>11</td>
<td>Prior Approval</td>
</tr>
<tr>
<td>16/2171</td>
<td>Press House, Press Road, NW10 0DW</td>
<td></td>
<td>Residential</td>
<td>Residential</td>
<td>74 (gross) 33 net</td>
<td>On site</td>
</tr>
<tr>
<td>16/4010</td>
<td>Warranty House, Dudden Hill Lane, NW10 1DD</td>
<td></td>
<td>Offices/ derelict land</td>
<td>Residential</td>
<td>136</td>
<td></td>
</tr>
<tr>
<td>18/1446</td>
<td>Jubilee House, Townsend Lane, NW9 8TZ</td>
<td></td>
<td>Offices</td>
<td>Residential</td>
<td>12</td>
<td>Prior Approval</td>
</tr>
<tr>
<td>15/2891</td>
<td>Albion House, 470 Church Lane, London, NW9 8UA</td>
<td></td>
<td>Offices</td>
<td>Residential</td>
<td>17</td>
<td>Prior Approval</td>
</tr>
<tr>
<td>13/2453</td>
<td>1 Barons Court</td>
<td></td>
<td>Residential</td>
<td>Residential</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>