

Sustainability Appraisal of London Borough of Brent's Local Development Framework

Proposed Submission Core Strategy and Site Specific Allocations Development Plan Documents

SA Supplementary Report:

Completed Site Specific Allocation Appraisal Proformas



June 2009

Prepared for London Borough of Brent
by
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SITE SPECIFIC ALLOCATION PROFORMAS

1. INTRODUCTION TO SITE SPECIFIC ALLOCATION PROFORMAS

- 1.1 This supplementary report contains the Sustainability Appraisal “proformas” as completed by LB Brent officers for each of the proposed Site Specific Allocations as included in the proposed Submission Site Specific Allocations DPD.
- 1.2 Proformas were used as a means of identifying possible alternative uses for the sites as well as providing a framework to identify and record the key constraints and opportunities for each site. This information was subsequently used to inform the appraisal of the Site Specific Allocations as presented in the Part C of the SA Report for the Brent proposed Submission Core Strategy and Site Specific Allocations DPDs (June 2009).
- 1.3 The complete proformas included in this supplementary report were filled in by LB Brent officers during August – November 2008.

Information included in the Site Specific Allocation appraisal proformas

- 1.4 LB Brent was provided with six different proformas according to the preferred use of the site:
- Housing
 - Employment
 - Community
 - Mixed use (Housing and Employment)
 - Mixed use (Housing and Community)
 - Transport
- 1.5 Each proforma includes a number of criteria representing issues / constraints and opportunities. The appraisal proforma criteria varied depending whether the preferred use of the site was housing, employment, community, transport or mixed use, but include:
- Access to most deprived areas
 - Location of sites in growth / strategic employment areas
 - Location of sites areas that are a priority for regeneration
 - Location in town centres / on edge of town centres
 - Sites that will result in loss of open space / located in areas of open space deficiency
 - Accessibility to sports facilities (sports hall / swimming pool)
 - Accessibility by public transport / PTAL Score of site
 - Road distance to a GP

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- Location with respect to primary / secondary school catchments
- Sites located in the proximity of nature conservation importance sites / SSSIs
- Sites located in flood risk areas
- Sites that affect listed buildings or are within a Conservation Area
- Sites located in areas of low townscape quality
- Sites located within an existing MOL boundary
- Sites within Air Quality Management Areas
- Noise Levels
- Sites located in greenfield land
- Contaminated sites / sites requiring remediation

Site Specific Allocations as included in the proposed Submission SSA DPD

1.6 Table 1 below lists the site as included in the proposed Submission SSA DPD. Following Table 1 are the appraisal proformas as completed by LB Brent officers. These have not been edited or corrected by the Sustainability Appraisal team, and are presented as received.

Table 1: Sites included in the proposed Submission SSA DPD

Site No.	Site name	Site size (ha)	Site type ¹
Wembley Growth Area			
W1	Wembley West End (south)	0.8	MIX
W2	Former London Transport Sports Ground	4.3	COM
W3	Brent Town Hall	0.65*	MIX
W4	Shubette House/Apex House/Karma House	0.9	MIX
W5	Wembley Eastern Lands	9	MIX
W6	Amex House	0.5	MIX
W7	Chesterfield House	0.33	EMP
W8	Brent House and Elizabeth House	1	MIX
W9	Wembley High Road	2	MIX
W10	Wembley Chiltern Embankments	3.4	MIX
Alperton Growth Area			
A1	Alperton House	0.75	MIX
A2	Minavil House and Unit 7 Rosemont Road	0.5	MIX
A3	Former B&Q and Marvellairs House	2.6	MIX
A4	Atlip Road	1.9	MIX
A5	Sunleigh Road	1.6	MIX
A6	Woodside Avenue	2.4	MIX
A7	Mount Pleasant / Beresford Avenue	1.7	MIX
A8	Northfields Industrial Estate	0.8 ²	MIX

¹ HOU – Housing, EMP – Employment, COM – Community, MIX – Mixed Use (all Housing and Employment, except where noted)

² 0.8 hectares within Alperton Growth Area – a further 8 hectares of land is outside of the Growth Area and is designated a Strategic Industrial Location by the Mayor of London

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Site No.	Site name	Site size (ha)	Site type ¹
Church End Growth Area			
CE1	Church End Local Centre	1.4	MIX
CE2	Ebony Court	0.2	HOU
CE3	White Hart PH and Church	0.4	MIX
CE4	Homebase	0.9	MIX
CE5	Chancel House	0.8	MIX (HOU/COM)
CE6	Asiatic Carpets	2.3	MIX
South Kilburn Growth Area			
SK1	Queen's Park Station Area	0.6	MIX
SK2	British Legion, Marshall House and Albert Road Day Centre	1.1	MIX (HOU/COM)
SK3	Former Mercedes Garage, Malvern Road	0.15	HOU
SK4	Canterbury Works	0.7	MIX
Burnt Oak / Colindale Growth Area			
B/C1	Oriental City and Asda	5.7	MIX
B/C2	Sarena House/Grove Park/ Edgware Road Wembley West End	4.5	MIX
B/C3	Capitol Way	3.8	MIX
B/C4	3-5 Burnt Oak Broadway	0.65	MIX
Park Royal			
PR2	Former Guinness Brewery	8	EMP
PR2	First Central	6	MIX
PR3	Former Central Middlesex Hospital	2.5	MIX
Rest of Borough (RoB)			
1	Metro House	1	HOU
2	Garages at Barnhill Road	0.1	HOU
3	Dollis Hill Estate	1.7	MIX (COM/EMP)
4	Dollis Hill House	0.2	MIX (COM/EMP)
5	Priestly Way, North Circular Road	5.1	EMP
6	Neasden Lane/Birse Crescent	0.25	MIX
7	Neasden Lane/North Circular Road	0.1	MIX
8	Former Kingsbury Library and Community Centre	0.5	MIX
9	Harlesden Plaza	1.5	MIX
10	Former Willesden Court House	0.15	MIX
11	Manor Park Road	0.25	HOU
12	Former Willesden Social Club and St Joseph's Court	0.2	MIX
13	Sainsbury's Superstore	2	MIX
14	Clock Cottage	0.5	MIX (HOU/COM)
15	Northwick Park Hospital	18.5	MIX
16	Morrison's Supermarket	2.3	MIX
17	Alpine House	1	MIX
18	Bridge Road	0.1	HOU
19	Stonebridge Schools	3.8	MIX (HOU/COM)
20	Former Unisys and Bridge Park Centre	2.85	MIX
21	Land adjoining St John's Church	0.6	MIX (HOU/COM)
22	Roundtree Road	0.1	MIX (HOU/COM)
23	Vale Farm Sports Centre	4.5	COM
24	Wembley Point	1.2	MIX
25	Vivian Avenue	0.7	MIX (HOU/COM)

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Site No.	Site name	Site size (ha)	Site type ¹
26	Old St Andrew's Church	0.8	COM
27	Hawthorne Road	0.2	HOU
28	Queens Parade / Electric House	0.17	MIX
29	Former Playground, Dudden Hill Lane	0.16	MIX
30	Gaumont State Cinema	1.4	MIX
31	Kilburn Square	0.6	MIX
Transport			
T1	12 – 14 Carlisle Road	-	TRN
T2	Barningham Way	-	TRN
T3	Oxgate Lane	-	TRN
T4	Humber Road	-	TRN
T5	Sidmouth Road	-	TRN
T6	Waxlow Road	-	TRN

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2. COMPLETED SITE SPECIFIC ALLOCATION PROFORMAS

Wembley Growth Area

Site(s) name: Wembley West End (South)	Site no: W1
Description of site: Town centre retail and food and drink units.	
Description of setting: Run down part of Wembley High Road. Car park to the rear. There are significant level changes between the street level and the car park.	
Description of proposed use of site: Comprehensive mixed use development including retail or other town centre uses, residential and replacement town centre car park and amenity/open space. The development should improve and diversify the retail offer and include active frontages to Wembley High Road and Ealing Road. In addition, land for a bus lane and improved pathway is required along Wembley High Road and junction improvements for pedestrians. The Council has adopted a Supplementary Planning Document for this site	Justification: This site is identified within the adopted Wembley West End Supplementary Planning Document 2006. The Council's 2006 retail capacity study concluded that Wembley Town Centre is suffering from declined and identified this site as a retail opportunity. In line with national and regional policy, the allocation promotes the mixed use redevelopment of a brown field site for uses that are suitable for a town centre location. This is an opportunity to establish a regenerative anchor at the western end of Wembley Town Centre in the light of the planned extensive redevelopment around the Stadium. The Ealing Road section has been included to encourage a comprehensive approach to development.
Alternative site uses considered:	Why not chosen?
Commercial uses	Would require larger units to deliver regeneration
Community facilities	Would require subsidy from mixed use development
Is there an SPD or other design guidance proposed for the site? If yes, which? Site is within Wembley Regeneration area	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Site is east of SSA 83: Land adjoining St John's Church, 614 High Road. Is also just east of Chesterfield house (W7) with Brent House and Elizabeth House (W8) falling slightly further to the east. Wembley Central site is approximately 400m east of the site down the High road	
Grid reference:	Size of site (ha):
Ward name: Wembley Central	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	It is within the Wembley regeneration area
If the site includes retail: is the site located in a	Site does include retail and is on the

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town centre or edge-of-centre location? If yes, which?	Wembley High road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Yes
Is the site within 3km of a (pay and play) swimming pool?	Site is 1.8km to Vale Farm pay and play swimming pool
Is the site within 1km of a public sports hall?	Site is within short walking distance of Copland community school (0.5 Site is 1.8km for Vale Farm pay and play sport hall facility
Is the site within 200m of a bus stop or 400m from a train station?	Site is serviced by multiple bus stops on the High road in the immediate vicinity Site is within 400m of Wembley Central Station
PTAL Score of site	4
Road distance to a GP	0.2 km from site to Dr N Sabharwal, 19 Lancelot Rd, Wembley HA0 2AL
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³ in the vicinity of the site	The site at its road site extremities can reach up to 74.9dB (A). In the centre of the site its between 00.0-54.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	Site can reach 64.9dB (A) at the road side elements. Within the site reading is 00.0-49.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: Site allocation seeks to continue existing usage with some additions to improve the quality of townscape. Retention of existing uses will continue to contribute to the sites significance as a major town centre and shopping frontage. It is well connected by multiple transport links and is within the recommended catchment of a GP, a pay and play swimming pool and sports hall. The only environmental implication of the site is its location within an air quality management area.	

³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Site(s) name: Former London Transport Sports Ground, Forty Avenue	Site no: W2
Description of site: The ground includes a sports field, tennis courts, a bowling green and a club house.	
Description of setting: Bordered by Forty Lane to the north, Bridge Road to the east and railway lines to the south.	
Description of proposed use of site: New school building along the Bridge Road frontage, with dual use playing fields for public use with improved facilities and accessibility. Proposals must conserve and enhance the nature conservation element of the site and open views from Forty Avenue must also be maintained. Turning facilities for buses will be sought in the vicinity of the development and a cycle link between Forty Avenue and Bridge Road provided. A Flood Risk Assessment will be required as the site area is over 1ha. A Transport Assessment will be required to assess the impact of trip generation on the local and wider road network.	Justification: There is both need, and shortage of suitable site, for a new school. This site presents an opportunity in terms of excellent public transport accessibility while maintaining and improving access to sports and recreation facilities
Alternative site uses considered:	Why not chosen?
Development of site frontage for mixed use (residential & commercial uses) & maintain remainder as open space	The Councils priority is for new school places to meet existing deficiencies and the planned growth for Wembley
Maintain as private playing fields	No public access to open space. The regeneration activity requires extra school capacity.
Is there an SPD or other design guidance proposed for the site? If yes, which? Near to Wembley regeneration area	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Near to Brent Town Hall SSA (W3), Shubette house (W4) and Amex House (W6).	
Grid reference: 519254.19 m E 186513.37 m N	Size of site (ha): 4.3 Ha
Ward name: Barnhill	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Top 10% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site falls just outside of the Wembley Regeneration area.
Social	
Will the site result in the loss of open space?	Will replace an area of private open space with an area of public open space
Is the site within an area of open space deficiency?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site has numerous bus stops on its east side boundary and on its North side boundary. Is within 400m of Wembley Park underground station

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PTAL Score of site	4
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Immediately south of the train tracks behind the site runs Wealdstone Brook - flood zone 2 (medium probability).
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴ in the vicinity of the site	Noise can reach a maximum of 70.0 - 74.9dB (A) at the parts of the site that are bordered by roads and can drop to between 00.0-54.9dB (A) in ht e middle
Estimated night time maximum noise levels in the vicinity of the site	Most of the site is 00.0-49.9dB (A). only near the roads does the level rise to 60.0-64.9dB (A).
Is the site on previously developed land or greenfield land?	There are some buildings on the site that border the roads but the majority is Greenfield.
Is the site contaminated/ does it require remediation?	no
Further technical comments:	
Summary: The site is within the top 10% top deprived areas and doesn't fall into specific strategic location – although its proximity to Wembley regeneration area is significant. Its high ptal rating emphasizes the potential usability of the site. Releases privately owned open space for community use resolving much of the sports hall deficiencies identified in other pro-formas for SSA's. Site is close although not within the flood risk 2 catchment of Wheeldstone Brook - site is in an air quality management area. Other than this the site doesn't present any other environmental concerns.	

Site(s) name: Brent Town Hall	Site no: W3
Description of site: Grade II Listed Building performing administrative, political and ceremonial roles and within a predominantly suburban context.	
Description of setting: The site is within short distance to Wembley Park station and is afforded impressive views over the new Wembley Stadium development. The predominant land use surrounding the SSA is residential although there are some retail outlets located on Forty Lane.	
Description of proposed use of site: Mixed use development including offices, residential, hotel and community facilities ensuring the retention of use of the Listed Building. Any change of use and/or development should enhance and not detract from the character and importance of the Town Hall, and have regard for existing traffic problems to surrounding	Justification: The building is reaching the limits of its use in terms of purpose and size and the Council is seeking a new Civic Centre within the Wembley Regeneration Area. The existing Grade II Listed building however remains an important visual, social and historic landmark in the borough. The

⁴ See noise maps at <http://www.noisemapping.org/>.
WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

residential areas and seek to improve these conditions. A Flood Risk Assessment will be required as the site area is over 1ha.	outbuildings to the rear have been added over time and are not subject to the Listing. The sensitive redevelopment of these buildings and appropriate re-use of the main building can enable its continued use and secure long term restoration.
Alternative site uses considered:	Why not chosen?
Continued administration/office	The intended civic centre in the Wembley Masterplan area will house the majority of the councils administrative and office work.
Housing	Chalk hill major estate regeneration development, which has significantly raised the housing stock in the area, releases the town hall to house a different usage.
Is there an SPD or other design guidance proposed for the site? If yes, which? Wembley Masterplan 2008	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? London Transport sports ground SSA (11), Shubette house etc (W4), Amex House (W6)	
Grid reference: 519739.61 m E 186656.33 m N	Size of site (ha): 2.1 ha (0.5 hectares assumed developable area
Ward name: Barnhill	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 24/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	20-30% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is directly opposite opposite the Chalkhill major estate regeneration area and is just outside the Webley Regeneration area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Does not include retail
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No, nearest pay and play pool is Vale farm – over 3km.
Is the site within 1km of a public sports hall?	Site is 1.1km to Chalkhill youth centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is serviced by numerous busstops on Forty Lane. Site is within 400m of Wembley Park Station.
PTAL Score of site	4
Road distance to a GP	1.1km to Dr Subhash Shah at 41 Oakington Avenue, Wembley, Middlesex, HA9 8HX
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g.	No

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metropolitan/borough importance)?	
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Yes, SSA incorporates Brent Town Hall that is grade 2 listed
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵ in the vicinity of the site	00.0-54.9dB (A) – 60.0-64.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	00.0-49.9dB (A) – 50.0-54.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
<p>Summary: new usage for listed building potentially breaths new life and vitality to a historic structure that is nearing the end of its usage in terms of purpose and size. Its orientation toward the Wembley stadium bodes well for a hotel or leisure usage. Its close peripheral position to the completed Chalk hill major estate regeneration and the ongoing regeneration around Wembley stadium reinforces its potential as a successful SSA. Amenities such as sports halls, doctors and schools are within the recommended catchment. Site is within 1 km of Neasden local centre and is in even closer proximity to Wembley Park primary shopping frontage and to the immediate east another primary shopping frontage on Forty Lane. It is also important to mention the Asda superstore to the immediate south west of the site. There are no environmental concerns for this site other than its position in a air quality control area.</p>	

Site(s) name: Shubette House/Apex House/Karma House	Site no: W4
Description of site: The site consists of a cluster of industrial land uses – oil tank in the middle of site suggests there was some industrial production in the past there.	
Description of setting: Adjacent industrial and office units located at the corner of Olympic Way and Fulton Road within proximity of the New National Stadium.	
Description of proposed use of site: In line with the adopted Wembley North Masterplan, a major opportunity for a mix of uses including residential, hotel, retail, office, managed affordable workspace and public space. The Council encourages a comprehensive approach that is able to exploit a potential development across the site while having careful regard for neighbouring sites and nearby existing dwellings.	Justification: Surrounding SSA's that are heavily residential/affordable workspace orientated, make this allocation an intrinsic landuse to fulfil community needs.
Alternative site uses considered:	Why not chosen?
Industrial employment uses	Masterplan envisages industrial employment uses being located in the Eastern Lands area and further east.
Bulky goods retail	Main artery road that could service bulky goods

⁵ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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	retail, Olympic Way, is car free. Masterplan envisages an area where cars, that are essential to a bulky retail outlet, are ousted for an area leaning more towards leisure, retail, office, affordable workspace and housing.
Is there an SPD or other design guidance proposed for the site? If yes, which? Wembley Masterplan 2008	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Directly opposite the site is the Amex house (W6) site of similar intended land use - Eastern lands SSA (W7) lies to the immediate south east whilst the Wembley regeneration area around the stadium generally as identified in the Wembley Master plan 2008 is a significant influential feature.	
Grid reference: 519425.17mE - 186110.71mN	Size of site (ha): 0.89 ha
Ward name: Tokyngton	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	20-40% dedprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is in Wembley Regeneration area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in or near a town centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No, Nearest pool is Vale Farm at around 4km from site
Is the site within 1km of a public sports hall?	Is 2.7 km from chalkhill primary school (0.5) and 3.3km from Chalkhill youth centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Nearest bust stop is on fulto road, 70m from the south west corner of the site. Site is 140m to Wembley park underground station
PTAL Score of site	4
Road distance to a GP	1.3km to Dr Subhash Shah 41, Oakington Avenue, Wembley, Middlesex HA9 8HX
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Parts of the site lie in flood zone 3a (see Brent's SFRA and Sequential Test Report for more information).
Does the site affect a listed building,	No

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conservation area etc?	
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶ in the vicinity of the site	00.0-54.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	00.0-49.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to the nature of industrial landuse, in particular the existence of an oil tank, there is a very high possibility of contamination – possibly some aspestos from the old warehouse buildings.
Further technical comments:	
Summary: It is potentially a site that could be brought forward for intended usage with surrounding SSA's of similar aspiration due to some good characteristics such as; very low levels of noise pollution, close proximity to Wembley Park underground station and Fulton road bus stop and the other adjacent SSA's that hold the same potential. Some constraints are; its partial designation as a flood risk level 2-3 zone and the high likelihood of contamination due to past and present industrial land uses. This SSA as well as others in the area lack proximity to swimming pools, sports facilities and significant open space access. However, these infrastructures are being sought out through the Wembley Master Plan 2008 process in conjunction with developers which will make the SSA more viable.	

Site(s) name: : Wembley Eastern Lands	Site no:W5
Description of site: A mix of industrial and retail warehousing uses and waste facility in proximity of the New National Stadium.	
Description of setting: It is a large site lying to the immediate North East of Wembley Stadium The site at its most southerly point is bordered by south way. The buildings that comprise the site and those surrounding it are predominantly industrial and retail warehousing like the site itself.	
Description of proposed use of site: Mixed use employment-led development including leisure, offices, amenity/open space, and residential development. The Council is seeking the assembly and the comprehensive development of the site. Alternatively, the creation of an appropriate buffer between the existing industrial and new non-industrial uses will be sought. Public transport accessibility improvements are required for proposals for this site. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. A Transport Assessment will be required to assess the impact of trip	Justification: Wembley is the main focus for growth . This is a major opportunity for a new urban quarter taking advantage of the new Stadium and public transport accessibility. A mix of uses will deliver jobs and homes and bring about greater movement for pedestrians and cyclists. Development will help to define a regenerated employment area to the east.

⁶ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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generation on the local and wider road network.	
Alternative site uses considered:	Why not chosen?
Industrial Employment	The Council is intent on changing the character of this area as part of its wider regeneration plans. Such uses could be incorporated within a mixed scheme
Bulky Goods Retail	The Council is intent on changing the character of this area as part of its wider regeneration plans. Such uses could be incorporated within a mixed scheme
Is there an SPD or other design guidance proposed for the site? If yes, which? Wembley Masterplan 2008	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Large site which at its north end is in close proximity to Amex House SSA (W6) and shubette House etc SSA (W7)	
Grid reference: 519717.52m E 185698.39m N	Size of site (ha): 9ha
Ward name: Tokynton	Area Planning Team:
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 18/09/09	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30%-40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within Wembley Regeneration Area, the Council's primary focus for growth.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	A small section to the north part of the site over half a kilometer from a public open space over 2ha therefore deeming it deficient of open space.
Is the site within 3km of a (pay and play) swimming pool?	No. nearest pay and play pool is Vale farm – 3.9km from site
Is the site within 1km of a public sports hall?	Site is 2.6km to chalkhill primary school (0.5) and is 3.2km from Chalkhill youth centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	There are bus stops on the three roads that border the SSA. Wembley stadium rail station, the nearest train link, is 876m from the site.
PTAL Score of site	1b-2
Road distance to a GP	1.9 km from site to Doctor / GP - CHALKHILL FAMILY PRACTICE Dr RAPP & partner - Facilities HA9 6BQ
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of	no

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nature conservation importance (e.g. metropolitan/borough importance)?	
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁷ in the vicinity of the site	00.0-44.9dB (A) – 60.0 – 64.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	00.0-44.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to industrial processors and waste services located at this site for many years there wil definitely be some contamination
Further technical comments:	
<p>Summary: This large site has potential to fulfil a significant proportion of Wembley regeneration aspirations – either as an appropriate buffer zone between industrial to the east and new non-industrial uses to the West or as a mixed use described above. Issues to overcome are;</p> <p>Too far from a rail link, open space over 2 ha, pay and play sports hall and swimming pool and town centre. Issues surrounding p post industrial and manufacturing contamination and designation as a air quality management area need to be considered.</p>	

Site(s) name: Amex House	Site no: W6
Description of site: Cluster of industrial and office units	
Description of setting: Site lies adjacent to meander in Wealdstone Brook with North End road bordering it on the south side. Residential and recreation land use is predominant to the north of the brook whilst many of buildings to the south are classed as industrial.	
<p>Description of proposed use of site:</p> <p>Mixed use including residential and workspace for creative industries including managed affordable workspace to support the wider regeneration of the Wembley Park area. However as much of the site falls within flood zones 3a and 3b a Level 2 Strategic Flood Risk Assessment (SFRA) has been produced which should inform any development on this site. This is contained in the Sequential Test Report. Any development should not be in excess of the existing buildings footprint, should not impede flood water flows and should not increase surface water run-off. Development should be concentrated in the areas of lowest flood risk on the site. Residential development will only be</p>	<p>Justification:</p> <p>Allocation will go some way to achieving Brent’s expected housing growth targets. Combination of land uses. Is complementary with the Wembley Masterplan that envisages a cycle running adjacent to the brook through the site, identified as having an “intimate pocket” of green space. Proposed bridge across the railway about 200m east supports this type of development by way of improving its connectivity.</p>

⁷ See noise maps at <http://www.noisemapping.org/> .
WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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<p>permitted provided that safe access/ egress in times of flood can be achieved to the satisfaction of the EA and should be located in the area of lowest flood risk. Development proposals for this site will require Flood Risk Assessment (FRA) and close liaison with the Environment Agency. The FRA should include: detailed modelling; assessment of existing buildings permeability to flood waters and flood flows; seek flood risk reduction by ensuring that proposed building footprints are the same or smaller; introduction of SUDS; and, assess and map flood extents, depths and speeds of flood waters. Development should seek to conserve and enhance the Nature Conservation designation. To assist this, an undeveloped buffer strip of 8 metres from the River Brent will be required. The Council will prepare planning guidance for this site.</p>	
<p>Alternative site uses considered:</p> <p>Industrial employment uses</p>	<p>Why not chosen?</p> <p>Site should seek to exploit the river setting that has potential to add significant environmental quality to a housing development</p>
<p>Is there an SPD or other design guidance proposed for the site? If yes, which? Wembley Masterplan 2008</p>	
<p>Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? To the South West of the site across North End Road lies SSA no W4 Shubette House, Karma House and Apex house, designated for mixed use residential, office hotel, amenity/open space workspace, leisure and food and drink.</p>	
<p>Grid reference: : 519555.23m E 186152.94m N</p>	<p>Size of site (ha): 0.5ha</p>
<p>Ward name: Tokyngton</p>	<p>Area Planning Team: West</p>
<p>Name of officer completing site proforma: Sam Gerstein</p>	
<p>Date(s) site proforma completed: 24/09/08</p>	
<p>Economic</p>	<p>Comments</p>
<p>Is the site in or within easy access of the most deprived wards?</p>	<p>20%-30% most deprived</p>
<p>Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?</p>	<p>Site is within Wembley Regeneration Area, the Council's primary focus for growth.</p>
<p>If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?</p>	<p>Edge of Wembley Park town centre</p>
<p>Social</p>	
<p>Will the site result in the loss of open space?</p>	<p>No</p>
<p>Is the site within an area of open space deficiency?</p>	<p>No</p>
<p>Is the site within 3km of a (pay and play) swimming pool?</p>	<p>Nearest pay and play swimming pool is 4km from site at Vale Farm Sports Centre</p>
<p>Is the site within 1km of a public sports hall?</p>	<p>Is 2.6 km from chalkhill primary school</p>

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	(0.5) and 3.2km from Chalkhill youth centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	There is a bus stop 230m from site on Rutherford Way and 260m from site on Wembley Hill road. Wembley Park station is within 400m of the site.
PTAL Score of site	4
Road distance to a GP	2.1 km (Doctor / GP - CHALKHILL FAMILY PRACTICE Dr RAPP & partner - Facilities HA9 6BQ
Is the site within the catchment of a primary school?	yes
Is the site within the catchment of a secondary school?	yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	That stretch of Wealdstone brook is a designated site of borough nature conservation importance and local nature conservation importance.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Part of the site lies within flood zones 2,3a and 3b.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁸ in the vicinity of the site	00.0-54.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	00.0-44.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	As the site has been in use for industrial usage there could be some contamination..
Further technical comments:	
Summary: The Allocation for mixed use for residential and workspace for creative people will contribute to the Wembley regeneration in terms of housing growth and the support of creative industries. The SSA would complement the adjacent SSA W4 to create a distinctive, vibrant area that is well connected to the rest of the borough. Low DB reading supports site for intended land use. The designation of that stretch of Wealdstone Brook as having local and borough wide nature conservation importance, and its designation within flood zones 2,3a and 3b, are issues that have to be considered to make the scheme viable.	

Site(s) name: Chesterfield House	Site no: W7
Description of site: Office building, retail and car parking within 1970s town centre development	
Description of setting: Set on the corner of Wembley High Street and Park Lane within the heart of Wembley town centre. Surrounding uses include retail, residential and the Chiltern railway line	

⁸ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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service that passes to the rear within a cutting.	
Description of proposed use of site: Mixed use development including hotel and ground floor retail, food and drink to create an active frontage.	Justification: Redevelopment will contribute to the regeneration of Wembley and a prominent site within the town centre. Hotel developments are encouraged within Wembley and the site benefits from good access to public transport services and the town centre. Outstanding architecture will help to secure the regeneration of the existing town centre in the light of the activity around the Wembley Stadium. The site benefits from excellent public transport accessibility with a selection of rail and bus services within walking distance.
Alternative site uses considered:	Why not chosen?
As per planning permission: retail/restaurant use and B1 offices, with basement parking	Despite the extant planning permission, there appears to be little prospect of this form of development coming forward in this location, although such uses would, in principle be supported by planning policy.
Residential	Although such uses would generally be supported by planning policy, there maybe constraints in terms of creating sufficient residential amenity if within a building of similar scale to that which has been permitted. Furthermore, no such proposals have come forward for this site.
Is there an SPD or other design guidance proposed for the site? If yes, which? The Council is currently preparing planning guidance for the site, but it is not currently publicly available. This should be available for consultation during the Winter 2008.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? The site is adjacent to SSA for Wembley High Road (W8)	
Grid reference: 518445E 185294N	Size of site (ha): 0.33ha
Ward name: Wembley Central	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 16.09.2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10%-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within Wembley Regeneration Area, the Council's primary focus for growth.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Within the town centre
Social	
Will the site result in the loss of open space?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200 metres of numerous bus services, within 400 metres of Wembley Stadium station and 260 metres from Wembley Central station.
PTAL Score of site	5
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g.	The railway cuttings to the rear are Wildlife Corridors

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metropolitan/borough importance)?	
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Contamination unlikely, the section closest to the rail cuttings may have Japanese Knotweed issues – inconclusive.
Further technical comments: None	
Summary: The proposal will create appropriate forms of employment for the Wembley Regeneration Area within a town centre location that is well served by public transport. Apart from being within an Air Quality Management Area, there are no specific environmental sustainability concerns raised.	

Site(s) name: Wembley High Road	Site no: W8
Description of site: Series of office blocks and small retail units with offices and residential above	
Description of setting: The Site is set along the North side of Wembley High Road. The purpose built office blocks are set within large office footprints, while the retail and smaller offices are set within smaller typologies. To the rear are service roads and yards including Ecclestone Place. The site backs onto the southern part of Chiltern Line Railway cutting	
Description of proposed use of site: Mixed use development including residential, retail, office and amenity space.	Justification: The existing units are located within a prime position between the emerging Wembley Regeneration Area and the existing town centre. They currently present however a disparate environment and a low quality townscape. A high quality redevelopment, having regard for other local proposals, will contribute to the regeneration of Wembley at a prominent site within the town centre. New retail activity and vitality will help to secure the regeneration of the existing town centre in the light of the activity around the Wembley Stadium. New affordable offices can provide local employment and enterprise opportunities. The site benefits from excellent public transport accessibility with a selection of rail and bus services within walking distance.
Alternative site uses considered:	Why not chosen?
Family sized housing	Although this can be delivered as part of a mixed scheme, the Council is seeking a wider mix of uses to regenerate the town centre with new commercial and retail floor space.
Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	

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If yes, which sites (name and number)? The site sits opposite the Brent house and Elizabeth House SSA (W8) and sits directly next to Chesterfield house SSA (W7)	
Grid reference: 598591.12m E 185283.18m N	Size of site (ha): 2 ha
Ward name: Wembley Central	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10%-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within Wembley Regeneration Area, the Council's primary focus for growth.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Within the town centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	The site is more than 1200 meters from a public open space of more than 20 ha. A small fraction of the site, about a fifth, on the eastern side is more than 400m from a public open space of more than 2 ha.
Is the site within 3km of a (pay and play) swimming pool?	no
Is the site within 1km of a public sports hall?	
Is the site within 200m of a bus stop or 400m from a train station?	
PTAL Score of site	
Road distance to a GP	
Is the site within the catchment of a primary school?	
Is the site within the catchment of a secondary school?	
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	The part of the SSA directly adjacent to the railway is a designated wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes

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Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁹ in the vicinity of the site	
Estimated night time maximum noise levels in the vicinity of the site	
Is the site on previously developed land or greenfield land?	Part of the site is previously developed although the north side is green field land.
Is the site contaminated/ does it require remediation?	Contamination unlikely
Further technical comments: None	
Summary: The proposal will create appropriate forms of employment and housing for the Wembley Regeneration Area within a town centre location that is well served by public transport. Apart from being within an Air Quality Management Area, and a designated wildlife corridor there are no specific environmental sustainability concerns raised.	

Site(s) name: Brent House and Elizabeth House	Site no:W8
Description of site: One 9 storey office block (including council offices) set back from Wembley High Road with parking to the front and rear and one storey office building with a petrol filling station to the front, residential above and behind with parking and garages to the rear.	
Description of setting: Set on Wembley High Road with Wembley Hill Road turn off immediately to the north East. To the west of Brent House sits Copeland School and St Joseph's Roman Catholic Church sits to the East of Elizabeth House	
Description of proposed use of site: Mixed use development including residential, retail on the ground floor, office and amenity space.	Justification: Elizabeth House is within a poor condition and despite its current occupation is ripe for mixed use redevelopment. Brent House however is likely to be within continued occupations for at least a further 10 years, by which time it may also be available for alternative development. A high quality redevelopment will contribute to the regeneration of Wembley and a prominent site within the town centre. New retail activity and vitality will help to secure the regeneration of the existing town centre in the light of the activity around the Wembley Stadium, while new dwellings will contribute to the delivery of the Council's growth strategy. The site benefits from excellent public transport accessibility with a selection of rail and bus services within walking distance.
Alternative site uses considered:	Why not chosen?
Office use	A lot of previous Brent council office uses will move to proposed civic centre and be dispersed throughout other council buildings. Also at a time when office market is not so buoyant, Wembley Masterplan area fulfills council's quota.
Retail	The area is already served by numerous retail outlets.

⁹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is there an SPD or other design guidance proposed for the site? If yes, which? Wembley Masterplan 2008	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? The site is close to Chesterfield house SSA (W7), also sits north of vivan avenue SSA (25). Also the council are having initial talks with TFL and other consultants with regard to releasing the land surrounding the railway behind the buildings opposite the site for housing development – facilitating a missing link between the town centre and the Wembley Master plan area. Also planning permission has been granted at nearby Copland school (approximately 100m west on the High Road) for a 24 storey block containing the school on the first floors as well as some retail and residential on the upper floors.	
Grid reference: 518776.15m E 185180.47m N	Size of site (ha): 1 ha
Ward name: Wembley Central	Area Planning Team: West
Name of officer completing site proforma: Samuel Gerstein	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10%-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within Wembley Regeneration Area, the Council's primary focus for growth.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Within the town centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No, nearest pool is in Vale Farm
Is the site within 1km of a public sports hall?	Copland community school (0.5)
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 400 metres of Wembley Stadium station and serviced by numerous bus stops in its immediate vicinity.
PTAL Score of site	4
Road distance to a GP	1km from site to dr N Sabrahwal, 19 Lancelot road HAO 2AL
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	no
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing	No

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MOL boundary?	
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁰ in the vicinity of the site	70.0-74.9dB (A) - 70.0-74.9dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.0-49.9dB (A) – 60.0-64.9dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The site will contribute to the regeneration of Wembley - securing the regeneration of the existing town centre in the light of the activity around the Wembley Stadium. It is a well connected site in terms of transport, access to doctors and existing some sporting leisure facility. It is however deficient in open space, an area of air quality management and is too far from swimming pool.	

Site(s) name: Wembley Chiltern Embankments	Site no: W10
Description of site: Railway embankments north and south of the Chiltern Rail Tracks. To the north, the site is adjacent to existing dwellings along Mostyn Avenue. To the south, the site is set behind a mixture of office and retail units along Wembley High Road.	
Description of setting: The southern embankment is set behind a strip of retail and purpose built 60's and 70's offices blocks, while the northern embankment is backlands to dwellings along Mostyne Avenue.	
Allocation text: In accordance with an agreed masterplan for the cutting sites that must consider how development will relate to the existing, mixed use redevelopment for residential, retail, office and open space. Town centre uses shall be sought along the southern section while the land north of the tracks will be considered for residential development. Development of the northern bank will only be permitted as part of a comprehensive scheme that includes the southern section and contributes to the regeneration of the town centre. Development will be required to have careful regard for the impact upon existing dwellings.	Justification: This allocation has been carried over from the adopted Unitary Development Plan 2004. Development here can help contribute to the regeneration of Wembley town centre, taking advantage of excellent access to public transport services. However, this development must have careful regard for existing dwellings, particularly along Mostyn Avenue; be subject to an assessment of the nature conservation value of the embankments; include mitigation measures for loss of land of value, including public access and a green link through the site.
Alternative site uses considered:	Why not chosen?
Remain as railway embankments	This would no doubt be the popular choice and the council is willing to entertain this proposal. However the land benefits from little protection and the owners are keen to bring forward a development.
Is there an SPD or other design guidance proposed for the site? If yes, which? Informal planning guidance is currently being prepared. The Council will require any application to be delivered alongside a detailed masterplan.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect	

¹⁰ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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other sites?	
If yes, which sites (name and number)? Yes, W7, W8 and W9	
Grid reference: 518611 E 185354 N	Size of site (ha): 3.4 ha
Ward name: Wembley Central	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/11/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10%-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within Wembley Regeneration Area, the Council's primary focus for growth.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Within the town centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	The site is more than 1200 meters from a public open space of more than 20 ha. A small fraction of the site, about a fifth, on the eastern side is more than 400m from a public open space of more than 2 ha.
Is the site within 3km of a (pay and play) swimming pool?	2.3km
Is the site within 1km of a public sports hall?	120 metres to Copeland School pay and play hall.
Is the site within 200m of a bus stop or 400m from a train station?	300 metres to Wembley Central tube. Adjacent to numerous bus stops
PTAL Score of site	3 -5
Road distance to a GP	300 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Embankments are of nature conservation value. However the owners Network Rail could clear the site as statutory undertakers.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹¹ in the vicinity of the site	60-64db
Estimated night time maximum noise levels in the vicinity of the site	55 -59db
Is the site on previously developed land or greenfield land?	Greenfield
Is the site contaminated/ does it require	Unlikely to be contaminated. Possibility of

¹¹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

remediation?	Japanese knotweed.
Further technical comments: Embankments would require works to stabilise the grounds	
Summary: The allocation proposes development in support of the continued regeneration of Wembley Town Centre. The development would entail employment generating floorspace, new shops and new homes. This will of course entail the loss of land that is of some nature conservation importance, but has little protection due to Network Rail's status as a statutory undertaker. Development therefore will be required to make improvements to land retained and introduce public access.	

Alperton Growth Area

Site(s) name: Alperton House and the Pleasure Boat PH	Site no: A1
Description of site: Up to six storey commercial building with retail on the ground floor. Public house fronting Ealing/ Bridgewater Road.	
Description of setting: The site is bordered by Bridgewater road to the east and the Grand Union canal to the south. The land use of the block in which the site resides is industrial – with a residential block to the immediate north west and south west across the canal. Also across the canal directly south of the site is retail land use. A raised railway runs parallel to Bridgewater road.	
Description of proposed use of site: Mixed use development including residential, food and drink and workspace (including a proportion of managed affordable workspace) and appropriate mooring points for canal boats. The Council is seeking the comprehensive redevelopment of this site with development that addresses the canal side by virtue of design and use and that can improve connections between this and other sites along the northern side of the canal. The Council is preparing planning guidance that includes this site.	Justification: This site is within a prominent location within the Alperton growth area that can contribute to the provision of residential development that can also enable the provision of workspace. Together with food and drink uses that make best use of the canal side location, a genuinely mixed use development is possible here.
Alternative site uses considered:	Why not chosen?
Employment use	Alperton is designated as a growth area, and the Council intends to deliver a change in character. Workspace as part of wider mix of uses would be preferable
Education	This site would not support a school use, but some form of educational facility could be brought forward as part of a mixed scheme.
Is there an SPD or other design guidance proposed for the site? If yes, which? Site is within Alperton Growth area and Grand Union Canal policy area.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A2 – A8.	
Grid reference: 517879.93 m E 183692 m N	Size of site (ha): 0.75ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Samuel Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments

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Is the site in or within easy access of the most deprived wards?	30 – 40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.3km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.3 km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop and within 400m of Alperton train station
PTAL Score of site	4-6
Road distance to a GP	0.3 miles SE to Drs Mehta S.M Rajah N.s & Thanki G, 257 Ealing Road, Wembley HA0 1UE
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹² in the vicinity of the site	0.00 – 74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the good	

¹² See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area.

Site(s) name: Minavil House and Unit 7	Site no: A2
Description of site Two storey office and business building fronting Ealing Road and light industrial unit along the canal.	
Description of setting: Site on west side fronts Ealing road with Grand Union Canal bordering it on the South. Across Ealing road to the east resides SSA1 which has been allocated for the same mixed use development.	
Description of proposed use of site: A mixed use development including B1 floor space including a proportion of managed affordable office and workspace on the ground and first floor as a minimum, with residential on the upper floors. The Council may consider a proportion of work/live development, subject to a satisfactory management agreement. The inclusion of Unit 7 Rosemont Road is supported to achieve the redevelopment, but the Council will resist the loss of the remaining units. Proposals may include an appropriate tall building located towards the apex of Ealing Road, with storey heights stepped down away from this and towards the canal. Proposals shall entail amenity space to the south and link with improved pedestrian access to the canal front. Proposals should conserve and enhance the canal's Metropolitan Site of Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 5 metres from the canal will be encouraged.	Justification: Contributing to the Alperton growth area while enabling the provision of new managed affordable workspace. The inclusion of Unit 7 will help achieve significant environmental improvements and provide a high quality canal side setting for development.
Alternative site uses considered:	Why not chosen?
Local needs retail	Alperton Growth Area allocation makes residential a priority. Such a use could come forward as part of a mix, subject to the sequential approach.
Bulky goods retail	Alperton Growth Area allocation makes residential a priority. Such a use could come forward as part of a mix, although would require careful consideration of servicing and deliveries.
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A2) – A8.	
Grid reference: 518005.57 m E 183691.62 m N	Size of site (ha): 0.5ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Samuel Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40% deprived

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Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.4km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.4 km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop and within 400m of Alperton train station
PTAL Score of site	4-6
Road distance to a GP	0.3 miles SE to Drs Mehta S.M Rajah N.s & Thanki G, 257 Ealing Road, Wembley HA0 1UE
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹³ in the vicinity of the site	0.00 – 74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the good transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area.	

¹³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Site(s) name: Former B&Q and Marvelfairs House	Site no: A3
Description of site A mix of vacant and underused industrial and retail warehousing. Also motor vehicle repair and public house.	
Description of setting: Site is bordered Ealing Road to the west,, the Grand Union Canal to the north and the railway line to the east. There is a small cluster of residential properties on the SE corner of the block.	
Description of proposed use of site: Comprehensive mixed use development including residential, amenity space, B1 employment and A3 uses. The canal side environment should be enhanced for pedestrian and canal users. The configuration of light industrial workspace and A3 uses should seek to mitigate potential conflicts arising from the range of uses and noise generated at Ealing Road. Proposals should conserve and enhance the adjacent canal's Site of Metropolitan Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 5 metres from the canal will be encouraged. The Council will prepare planning guidance for this site. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.	Justification: High quality mixed use development at this prominent location will contribute to the regeneration of Alperton. Introducing higher value uses into the area will improve the local environment and development new workspace that reflects the current and projected demand. Development can exploit the canal side location for introducing residential development in Alperton growth area.
Alternative site uses considered:	Why not chosen?
Local needs	Alperton Growth Area allocation makes residential a priority. Such a use could come forward as part of a mix, subject to the sequential approach.
Bulky goods retail	Alperton Growth Area allocation makes residential a priority. Such a use could come forward as part of a mix, although would require careful consideration of servicing and deliveries.
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A3) – A8.	
Grid reference: 518095.39 m E 1873574.54 m N	Size of site (ha): 2.6ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Samuel Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes,	Site is not in a town centre although it is a short distance from a primary

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which?	shopping frontage on Ealing Road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.4km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.4 km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop and within 400m of Alperton train station
PTAL Score of site	4-6
Road distance to a GP	0.3 miles SE to Drs Mehta S.M Rajah N.s & Thanki G, 257 Ealing Road, Wembley HA0 1UE
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁴ in the vicinity of the site	0.00 – 74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial land use of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the good transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area.	

Site(s) name: Atlip road	Site no: A4
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¹⁴ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Description of site Vacant and under used office, retail, conference development and parking.	
Description of setting: Site is bounded by Ealing Road, the railway line to the west, a cluster of residential to the east and the Grand Union Canal to the south	
Description of proposed use of site: Mixed use including family housing, amenity space, employment and A3 uses. The canal side environment should be enhanced, including moorings for canal users and a footbridge over the canal as well as a footpath through the railway arch to link to the adjacent site requiring agreement with British Waterways. Proposals should entail the adoption of Atlip Road and should consider the impact of sunlight and shadowing on new and existing and surrounding residents and occupiers. A3 uses should be sited along the canal frontage (while conserving and enhancing the adjacent wildlife corridor and Site of Metropolitan Nature Conservation Importance and employment uses along the railway line. An undeveloped buffer strip of 5 metres from the canal will be encouraged. Access road should connect between this site and the nearby Sunleigh Road allocation and any development activity should not preclude this. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.	Justification: The possibility of introducing higher value uses to improve the local environment and development new workspace that reflects the current and projected demand. Introduction of new cross canal pedestrian access. Exploiting the canal side location for introducing residential development and A3 uses in Alperton growth area.
Alternative site uses considered:	Why not chosen?
B1 Work - Live Affordable Housing to support work-live	Council is seeking a wider mix of uses across the site within this accessible location, including food and drink
Housing and employment	Council is seeking a wider mix of uses across the site within this accessible location, including food and drink
Housing	Council is seeking a wider mix of uses across the site within this accessible location, including food and drink and workspace
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A4) – A8.	
Grid reference: 518165.43 m E 183768.73 m E	Size of site (ha): 1.9ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area

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If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.5km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.5km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop and within 400m of Alperton train station
PTAL Score of site	4-6
Road distance to a GP	0.3 miles SE to Drs Mehta S.M Rajah N.s & Thanki G, 257 Ealing Road, Wembley HA0 1UE
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Site borders the railway which is a designated wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁵ in the vicinity of the site	0.00 – 74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the good transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area and the consideration of the wildlife corridor around the bordering rail line.	

¹⁵ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Site(s) name: Sunleigh Road	Site no: A5
Description of site A mix of industrial employment buildings adjacent to suburban residential area, situated alongside the Grand Union Canal.	
Description of setting: Site is located on the north bank of a protruding meander on the Grand Union canal. The site itself is comprised of small industrial buildings. Surrounding the site on that side is a concentration of residential landuse – similarly across the canal to the south of the site is a network of semi detached dwelling houses.	
Description of proposed use of site: Mixed use residential led development and amenity/open space along the canal. Proposals should include new connecting road access with the Atlip site to the west. Improvements will be sought to public transport as part of any proposal to develop the site. Proposals should conserve and enhance the adjacent canal's Site of Metropolitan Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 5 metres from the canal will be encouraged. The Council will prepare planning guidance that includes this site. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1Ha.	Justification: Introducing higher value uses to improve the local environment and development new workspace that reflects the current and projected demand. Exploiting the canal side location for introducing residential development in Alperton growth area.
Alternative site uses considered:	Why not chosen?
Industrial usage	The Council intends to change the character of Alperton, particularly on the water front. Existing industrial use generate unacceptable traffic impacts of large commercial vehicles using heavily parked streets
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A5) – A8.	
Grid reference: 518391.05 m E 183620.51 m N	Size of site (ha): 1.6ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma:	
Date(s) site proforma completed:	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road. There is a local centre shopping frontage directly opposite the SSA, across the canal to the south on the corner of Carlyon road and Cabtree avenue. Access to this service however is limited due to the canals presence.

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Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.5km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.5km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	Site is 430m to nearest bus stop by Alperton station – this is subsequently the distance to nearest rail station as well.
PTAL Score of site	2-3
Road distance to a GP	0.48 miles to Alperton medical centre, 32 Stanley Avenue HA0 4JB
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Part of the site of the western face borders the railway track which is a designated wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁶ in the vicinity of the site	0.00 – 49.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 49.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the plans to improve transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area and the consideration of the wildlife corridor around the bordering rail line.	

Site(s) name: Woodside Avenue	Site no: A6
Description of site Vacant and poor quality industrial buildings embedded within suburban residential fabric. Disused community facility in current grounds.	

¹⁶ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

<p>Description of setting: Site is located on the north bank of the Grand Union canal. The site itself is comprised of small industrial buildings with more industrial landuses to the immediate east. To the north side of the site, within the same road confounds in which it is located, is a cluster of residential properties that face onto Mount Pleasant. Across the canal to the south of the site is a network of semi detached dwelling houses.</p>	
<p>Description of proposed use of site: Mixed use including residential, amenity space and workspace for appropriate B class uses. The Council will expect a comprehensive development following an agreed masterplan that sets out land uses and proposed development in more detail. This should demonstrate how: At least half of the existing floorspace will be reconfigured into modern premises that meet the Council's employment objectives. Appropriate industrial users are re-provided for, or relocated, within any scheme. The development will bring forward a proportion of managed affordable workspace. Public transport improvements are made to support appropriate densities. The development will exploit the canal-side location. Proposals should conserve and enhance the adjacent canal's Site of Metropolitan Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 5 metres from the canal will be encouraged. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.</p>	<p>Justification: Introducing higher value uses to improve the local environment and development new workspace that reflects the current and projected demand. Exploiting the canal side location for introducing residential development in Alperton growth area..</p>
<p>Alternative site uses considered:</p>	<p>Why not chosen?</p>
<p>Industrial usage</p>	<p>The Council intends to change the character of Alperton, particularly on the water front. Existing industrial use generate unacceptable traffic impacts of large commercial vehicles using heavily parked streets</p>
<p>Education use – new primary school</p>	<p>This has been considered as an option. The Council's current position is to redevelop existing school sites to reconfigure school buildings to deliver new primary.</p>
<p>Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.</p>	
<p>Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A6) – A8. SSA A5 sits directly to the west of this site.</p>	
<p>Grid reference: 518596.1 m E 183725.08 m N</p>	<p>Size of site (ha): 2.7ha</p>
<p>Ward name: Alperton</p>	<p>Area Planning Team: West</p>
<p>Name of officer completing site proforma: Sam Gerstein</p>	
<p>Date(s) site proforma completed: 25/09/2008</p>	
<p>Economic</p>	<p>Comments</p>
<p>Is the site in or within easy access of the most deprived wards?</p>	<p>30 – 40% deprived</p>
<p>Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?</p>	<p>Site is within the Alperton Growth area</p>

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If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road and local centre shopping frontage on the corner of London Park avenue to the north east of the site.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.6km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.6km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	The sites nearest bus stop is 156m east on Beresford Avenue
PTAL Score of site	2-3
Road distance to a GP	0.38miles to Alperton medical centre, 32 Stanley Avenue HA0 4JB
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect any SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	The canal is a significant feature of metropolitan importance providing a wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁷ in the vicinity of the site	0.00 – 49.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 49.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the plans to improve transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area and the consideration of the wildlife corridor throughout the canal.	

¹⁷ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Site(s) name: Mount Pleasant/Beresford Avenue	Site no: A7
Description of site Industrial estate adjacent to the Grand Union Canal.	
Description of setting: Site stretches along the north bank of the Grand Union canal. The site itself is comprised of small industrial buildings with more industrial land uses (A6) to the immediate west. Across the canal to the south of the easterly part of the site is a network of semi detached dwelling houses, from the westerly side more industrial land use. The site on its northerly stretch faces onto Mount Pleasant which turns into Mount Pleasant.	
Description of proposed use of site: Mixed use including residential, work/live, managed affordable workspace and zero emission or low carbon residential development and amenity/open space. Proposals should seek to introduce active frontages along Mount Pleasant as well as improve canal side access for pedestrians, with moorings for canal users as well as conserve and enhance the canal's Site of Metropolitan Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 5 metres from the canal will be encouraged. Access to remaining industrial area to the west will be improved. Improvements will be sought to public transport as part of any proposal to develop the site. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.	Justification: This industrial area is becoming increasingly marginalised with ageing buildings, poor pedestrian and vehicular access and vacant and derelict units. The canal side location raises the possibility of introducing higher value uses to improve the local environment and development of new workspace.
Alternative site uses considered:	Why not chosen?
Industrial employment usage	The Council intends to change the character of Alperton, particularly on the water front. Existing industrial use generate unacceptable traffic impacts of large commercial vehicles using heavily parked streets. New appropriate workspace could be provided as part of a mix
Bulky goods retail	The Council intends to change the character of Alperton, particularly on the water front. Such use could technically be incorporated, but would require careful consideration of vehicular movement, servicing and deliveries
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 (including A7) – A8. SSA A6 sits directly to the west of this site.	
Grid reference: 518744 m E 183810.72 m N	Size of site (ha): 2.7ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most	30 – 40% deprived

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deprived wards?	
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not in a town centre although it is a short distance from a primary shopping frontage on Ealing Road and local centre shopping frontage on the corner of London Park avenue to the north east of the site.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 2.7km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	2.7km to Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	The site has a bus stop running along the Beresford Avenue border of the site
PTAL Score of site	0-1
Road distance to a GP	0.28miles to Alperton medical centre, 32 Stanley Avenue HA0 4JB
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect any SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	The canal is a significant feature of metropolitan importance providing a wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁸ in the vicinity of the site	0.00 – 49.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 49.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial landuse of the site suggests it may have some contamination issues.
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The mixed use allocation for this site is shared by the other SSA’s that comprise this cluster of Alperton growth area SSA’s. Together they hold the potential to deliver a sustainable area of affordable housing, leisure and workspace – most of which it is	

¹⁸ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

hoped for creative industries. Proximity to all of the required services including Ealing High Road primary shopping frontage and one tree hill recreation park, and the plans to improve transport links around the site make this a foreseeable future. There are no environmental constraints other than the area is in a designated air quality management area and the consideration of the wildlife corridor throughout the canal.

Site(s) name: Northfields Industrial Estate	Site no: A8
Description of site Industrial estate madeup of large scale retail warehousing and manufacturing facilities	
Description of setting: Located adjacent to the North Circular Road on the SE side and the Grand Union Canal on the SW side. The North frontage of the site stretches 540m straight along Beresford road. Parts of the site fall within or adjacent to flood zones 2 and 3 (see Brent's SFRA and Sequential Test Report for more information).	
Description of proposed use of site: Mixed use redevelopment for intensified industrial employment and enabling residential development with amenity/open space. Proposals should employ an innovative design approach to making the best use of land. Residential development should preferably be located along the narrow canal side strip at the north western corner, having regard for other regenerative activity in the vicinity and enabling improved pedestrian access to the waterside and create a high quality waterside frontage development and the creation of appropriate and manageable relationships between uses. In order to secure the development of the new employment floor space and accessibility improvements to the North Circular Road, the Council may consider further but limited residential development. The existing footbridge across the Grand Union Canal should be linked to new canal side pedestrian footpath. Proposals should improve road access from the estate to the North Circular Road while improvements to public transport accessibility will be sought. The level of residential development considered acceptable shall be dependent on the provision of new employment floor space, including the provision of space for local business to enable the wider regeneration objectives of the Alperton growth area, accessibility improvements to the North Circular Road and the introduction of low carbon technologies. The Council will engage with key stakeholders for the preparation of detailed planning guidance to bring forward the optimal satisfactory development for this site. Development should conserve and enhance the canal's Site of Metropolitan Nature Conservation Importance designation. To assist this, an undeveloped buffer strip of 8 metres from the River Brent will be required, and a strip of 5 metres from the canal is encouraged. Proposals should be accompanied by Flood Risk Assessment.	Justification: This industrial estate is reaching the limits of suitability due to restrictions to loading space and vehicular movement into, out of and around the estate. Some of the buildings are no longer suitable for occupation. An innovative solution entailing a much more intensive use of a constrained site is encouraged.

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Alternative site uses considered:	Why not chosen?
Employment use	Such a use would be supported by policy. There appear to be physical constraints on the site that would not support large scale modern shed scheme.
Employment/Zero energy housing	Seeking a wider mix of uses
Is there an SPD or other design guidance proposed for the site? If yes, which? The emerging Alperton Masterplan and the Alperton development framework.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? There are seven other SSA's that fall within a close proximity of this SSA. These make up the Alperton growth area, numbered A1 - A8. SSA A7 sits directly to the west of this site.	
Grid reference: 519273.85 m E 183755.64 m N	Size of site (ha): 8.7ha
Ward name: Alperton	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is within the Alperton Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is not near a major shopping centre frontage.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Site is 3.9km to Vale Farm pay and Play swimming pool.
Is the site within 1km of a public sports hall?	3.9km nearest sports facility at Vale Farm sports centre (1)
Is the site within 200m of a bus stop or 400m from a train station?	The site has a bus stop running along the Beresford Avenue border of the site,
PTAL Score of site	2-3
Road distance to a GP	0.28miles to Alperton medical centre, 32 Stanley Avenue HA0 4JB
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect any SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	The canal is a significant feature of metropolitan importance providing a wildlife corridor.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	The south east side of the site that is parallel to the North Circular and the river Brent is a designated flood zone 2 and 3.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL	No

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boundary?	
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ¹⁹ in the vicinity of the site	On the Beresford rd side the level is mainly between 65.0 – 69.9 dB (A) rising to mainly between 70.0-74.9 dB (A) as you approach the North Circular. On the Brent river side the level follows a similar variation however slightly less noisy averaging 55.0-59.9 dB (A).
Estimated night time maximum noise levels in the vicinity of the site	On the Beresford Avenue side of the site the level ranges from 50.0 -64.9 dB (A) On the side running parallel to Brent river the level is predominantly between 0.00 – 49.9 dB (A) but at the south western end of this side it rises to between 50.0 -54.9 dB(A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	The industrial land use of the site on such a large scale lends certainty to there being some contamination issues on the site..
Further technical comments:	
Summary: Site is part of Alperton growth area identified by the council for meeting and exceeding housing provision targets. UDP policy BE14 promotes “development adjoining or visible from the grand union Canal policy area wherever possible.” The residential intended for this site is intended to be industrial and modern in scale and style making it more suitable to its mixed environment. It is not near a primary shopping frontage nor is it near a local one. However, surrounding SSA’s promise to fulfil this amenity gap and the plans to improve transport links around the site seek to amend connectivity. There are no environmental constraints other than the area being designated as an air quality management area, the wildlife corridor on the river Brent and the Grand Union canal and the designation of part of the site in flood zones 3 & 3.	

Church End Growth Area

Site(s) name: Church End Local Centre, High Road, Church End	Site no: CE1
Description of site: A parade of retail uses beneath residential units and a car park set back from the roundabout junction of Neasden Lane, High Road and Church Road.	
Description of setting: The site is set in the Church End local centre, and is bordered by the busy High Road to the north, and an estate regeneration area to the west. To the south there are residential properties and further shops, also designated as part of the Church End local Centre.	
Description of proposed use of site: Mixed use development on former car park site including residential, retail, and replaced market space in the form of an open air public square to be used by the market during its hours of operation. Number 179 to 203 will be unaffected, while numbers 205 to 235	Justification: To provide for the retention of the local market as well as the redevelopment of an underused and physically constrained location while contributing to the

¹⁹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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may be subject to infill of individual plots. Fortunegate offices and a new local health centre should be incorporated as part of the redevelopment. Development sites exist along High Road, arching around the corner of Church Road. Proposals should include the provision of amenity/ open space. The Council will use a Compulsory Purchase Order for comprehensive redevelopment of this site	regeneration of Church End.
Alternative site uses considered:	Why not chosen?
Employment	The Council is seeking more appropriate uses for the town centre, particularly residential and retail to help change the character of the area and significantly improve the physical environment
Retail	The Council is seeking a wider mix of uses to support the town centre regeneration
Is there an SPD or other design guidance proposed for the site? If yes, which? N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? The site is very close to other site allocations, including Ebony Court (CE2/SSA27b) and Mayo Road/ St. Mary's Open Space (CE3/ SSA33) to the north, and White Hart Public House (CE4/ SSA 27c) to the East.	
Grid reference: 521582.04 m E 184534.36 m E	Size of site (ha): 1.4 hectares
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the southern-most tip of the Dudden Hill Ward, which is in the 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is designated as an Opportunity Area within the UDP. The western edge of the site is classified as a local centre, and the site is bordered by major regeneration areas to the north, south west and south.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Yes – the western half of the site is designated as a local centre.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Yes
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there are a number of bus stops bordering the site on Church Road directly near the site. The site is 600m from

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	Neasden underground station.
PTAL Score of site	Level 2
Road distance to a GP	175m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No, but a flood risk assessment will be required as the site is over 1 ha.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁰ in the vicinity of the site	Road – 55-59.9 dB Rail - 0
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail - 0
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The redevelopment of this low quality, poorly utilised shopping area will boost footfall and local services in the area, along with retaining the local market and local jobs and businesses. The mixed-use element will provide a variety of different uses and will aid the regeneration of Church End.	

Site(s) name: Ebony Court, 20a Neasden Lane	Site no: CE2
Description of site: Disused children's home at the corner of High Road and Neasden Lane, adjacent to the Vicarage and Magistrates Court complex.	
Description of setting: The site is close to a site designated for regeneration to the north and east of the site, and it borders a regeneration area to the north and east of the site.	
Description of proposed use of site: Residential development including amenity and open space. Proposals should entail new road access from the western edge to Neasden Lane. The Council will prepare planning guidance that includes this site.	Justification: Redevelopment of underused site to provide much needed family housing and to contribute to the regeneration of Church End.
Alternative site uses considered:	Why not chosen?
Housing and community use	Family housing is the priority for this site. Size and context of this site could not support enough floorspace for both uses
Housing and employment use	Seeking to create environment for family sized housing. Unlikely to work alongside employment uses
Housing and retail	Retail more suitable within the heart of the town centre

²⁰ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is there an SPD or other design guidance proposed for the site? If yes, which? N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes – the site is close to one other SSA Church End Local Centre (CE1/ SSA27d), and an estate regeneration allocation to the north of the site.	
Grid reference: 184838.58 m N 521529.72 m E	Size of site (ha): 0.2
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the southern-most tip of the Dudden Hill Ward, which is in the 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is designated as a major regeneration area in the UDP.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Yes
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there are a number of bus stops located on Neasden Lane and the High Road. The site is 430m from Neasden underground station.
PTAL Score of site	Level 2
Road distance to a GP	450m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²¹ in the vicinity of the site	Road – 60-64.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 55-59.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield	Previously developed land

²¹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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land?	
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide housing in a growth area centred round the Church End local centre. The development will help to increase the quality of the Church End area by providing high quality amenity/ open space.	

Site(s) name: White Hart PH and Church	Site no:CE3
Description of site: Vacant public house, hall and car park that was formerly used as a local market. A mix of industrial and residential uses are located behind the site. The site is located opposite the Magistrates Court Complex.	
Description of setting: The site is bordered by residential and industrial properties to the south of the site, the magistrates court to the north and the Church End local centre to the west. The area is allocated as a growth area in the Core Strategy/ SSAs DPD, and is of low townscape quality.	
Description of proposed use of site: Mixed use residential and indoor market and amenity/ open space, although the Council will now consider a financial contribution towards an open air market in the Church End local centre in lieu of on-site market provision and will accept small retail units on the ground floor of the development instead. Notwithstanding the current planning permission, the Council will seek the inclusion of the Church of Miracle Signs and Wonders within any proposals. The radius of Cobold Road should be improved as part of the development at this site. The Council will prepare planning guidance that includes this site.	Justification: Redevelopment of underused site to provide affordable housing and to contribute to the regeneration of Church End.
Alternative site uses considered:	Why not chosen?
Housing	Council seeking wider mix of uses in this accessible location
Housing and retail uses	Council seeking inclusion of Church of Miracle Signs and Wonders as it generally resists the loss of community facilities.
Is there an SPD or other design guidance proposed for the site? If yes, which? N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes, the site is very close to a number of other sites in the SSAs DPD including Church End Local Centre to the west and Asiatic Carpets to the north.	
Grid reference: 521650.71 m E 184698.97 m N	Size of site (ha): 0.4
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 22/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Dudden Hill ward which is in the top 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location	The site is designated as a borough Employment

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(SIL)?	Area.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Town centre location
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there is a bus stop directly outside the site. The nearest tube station is 630m from the site.
PTAL Score of site	Level 3
Road distance to a GP	10m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²² in the vicinity of the site	Road – 50-59.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will regenerate a disused site and will provide retail facilities and jobs in a designated Strategic Employment Area and a town centre location. The site will also help to deliver the borough's housing target.	

Site(s) name: Homebase, 473 High Road, Church End	Site no: CE4
Description of site: Retail warehouse development located along the High Road in Church End.	
Description of setting: The site is surrounded by residential properties to the west, an industrial estate to the south and further industrial premises to the east. The site fronts the busy Church End High Road to the north. The Church End regeneration area is further west of the site.	
Description of proposed use of site: Mixed use redevelopment including residential (of which a significant proportion should be family sized) and light industrial units including a proportion of managed affordable workspace and amenity space.	Justification: The current use is of a retail disposition and not strictly industrial employment. The allocation could seek to enable the development of workspace through family sized

²² See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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	residential development within the Church End growth area.
Alternative site uses considered:	Why not chosen?
Bulky goods retail – current use	Seeking wider mix of uses, but can be included as part of a mixed scheme
Industrial employment	Seeking wider mix of uses, but can be included as part of a mixed scheme
Is there an SPD or other design guidance proposed for the site? If yes, which? N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes, the site is very close to a number of other sites in the SSAs DPD including the White Hart public house to the west and Asiatic Carpets to the north.	
Grid reference: 521837.41 m E 184555.09 m N	Size of site (ha): 0.9
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 22/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Dudden Hill ward which is in the top 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is designated as a borough Employment Area.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there is a bus stop directly outside the site. The nearest tube station is 560m from the site.
PTAL Score of site	Level 3
Road distance to a GP	10m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No

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Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²³ in the vicinity of the site	Road – 55-59.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide much needed housing, especially family housing provision, for the borough. The development will provide workspace and jobs on a site that was previously used for retail.	

Site(s) name: Chancel House	Site no: CE5
Description of site: 6 storey office building set back from Neasden Lane and surface car parking to the north of Church End Town Centre.	
Description of setting: The site is bounded by residential dwellings to the north, east and south, including Chantry Crescent and Chapel Close. The large Asiatic Carpets industrial building is located further to the east. Residential properties to the east, west and south have been earmarked for regeneration purposes.	
Description of proposed use of site: Mixed use development including residential units (of which a significant proportion should be family sized), managed affordable artist studios (which could be provided alongside a community arts centre). Development proposals should include pedestrian links through the site to help connect Church End with Neasden Station. The site will provide in the region of 135 units, up to 2013-14.	Justification: This proposal will contribute to the delivery of the Council's growth strategy, help regenerate Church End and enable the provision of new employment floorspace and a community based education centre, through the development of new residential units, including family sized homes. Pedestrian access between the town centre and Neasden underground station will also be provided.
Alternative site uses considered:	Why not chosen?
Office use	The Council would prefer such a use to be closer to public transport or within a major centre
Industrial employment uses	The Council is seeking to improve the character of the area
Is there an SPD or other design guidance proposed for the site? If yes, which? N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes, the site is very close to a number of other sites in the SSAs DPD including Ebony Court to the south and Asiatic Carpets to the east.	
Grid reference: 521643.92 m E 184893.85 m N	Size of site (ha): 0.8
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 22/09/08	
Economic	Comments
Is the site in or within easy access of the most	The site is within the very southern

²³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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deprived wards?	tip of the Dudden Hill ward which is in the top 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is bordered by the Church End regeneration area, and is identified as a Growth Area in the Core Strategy/ Site Specific Allocations DPD.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there is a bus stop directly outside the site. The nearest tube station is 345m from the site.
PTAL Score of site	Level 2-3
Road distance to a GP	15m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁴ in the vicinity of the site	Road – 60-64.9 dB Rail – 0-59.9 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-59.9 dB Rail – 0-59.9dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide a substantial number of units towards the borough's housing target. And will help to regenerate Church End.	

Site(s) name: Asiatic Carpets	Site no: CE6
Description of site: Industrial building separating a development of family housing and light industrial units, set behind the Magistrates Court complex.	
Description of setting: Light industry is situated to the east and family housing to the west. The housing to the west of the development has been earmarked for redevelopment.	
Description of proposed use of site:	Justification:

²⁴ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Mixed use development including residential units (of which a significant proportion should be family sized), and light industrial and/ or managed affordable workspace and amenity/ open space. The uses should be configured so as to manage the conflict between the existing light industrial units and new family housing. A footpath and cycle route is required from the site through to Denzil Road to the north, linking to footpath improvements along Denzil Road to Brenthurst Road. The Council will prepare planning guidance that includes this site.	Redevelopment of large vacant industrial building in order to increase the supply of family housing, introduce a new supply of light industrial units and contribute to the regeneration of Church End.
Alternative site uses considered:	Why not chosen?
Housing	Council seeking mix of uses in this location to account for the loss of employment area
Employment uses	Council are seeking to rationalise employment uses and deliver family sized homes within the growth area
Is there an SPD or other design guidance proposed for the site? If yes, which? N/A – although a document is to be prepared in the future.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes, the site is very close to a number of other sites in the SSAs DPD, including Chancel House to the west, and White Hart public house to the south.	
Grid reference: 521723.28 m E 184874.35 m N	Size of site (ha): 2.3
Ward name: Dudden Hill	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 22/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Dudden Hill ward which is in the top 10-20% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is within a borough Employment Area. It is also bordered by the Church End regeneration area. Church End is identified as a Growth Area in the Core Strategy/ Site Specific Allocations DPD.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there is a bus stop just over 85m from the site. The nearest tube station is 415m.
PTAL Score of site	Level 3
Road distance to a GP	5m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	

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Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No – but the site will need to be subject to a Flood Risk Assessment as it is over 1 ha.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁵ in the vicinity of the site	Road – 55-59.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide a mix of uses that complements the demand for housing and light industrial/ workspace. The development will provide increased permeability and public access, and promote sustainable transport modes.	

South Kilburn Growth Area

Site(s) name: Queens Park Station Area, Salusbury Road	Site no: SK1
Description of site: Vacant and under used commercial and industrial buildings including a public house located on parcel of land south of Queen's Park underground station.	
Description of setting: Redundant land south of Queen's Park and Salusbury Road. Major uses on Salusbury Road include retail, leisure area within Queen's Park. Site is on the north western edge of the South Kilburn regeneration area.	
Description of proposed use of site: Mixed use development including residential, community facilities (including the British Legion), retail, open space and a new bus interchange.	Justification: Re-use of redundant commercial and industrial buildings; increase in residential density taking advantage of high PTAL; diversification of uses and introduction of active frontages that will contribute to the regeneration of poorer quality areas in Queen's Park and South Kilburn; good selection of existing local amenities including open space, convenience stores, restaurants, bars and other leisure facilities; good selection of existing community facilities nearby including schools, GPs, library etc.
Alternative site uses considered:	Why not chosen?
Community facility	Would require subsidy from mixed development
Open space	Site not suitable for sizable open space. Public space could be provided as part of a mixed scheme.
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes –	

²⁵ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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site is within Queen's Park Station Area SPD	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes – site includes Cullen House, Station Car park, Times House, the British Legion and Albert Road Day Centre.	
Grid reference: 524764.31m E 183024.52m N	Size of site (ha): 0.6
Ward name: Queen's Park	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 24/9/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	20-30% most deprived, but very close to Kilburn (top 10% most deprived) and the South Kilburn regeneration area (IMD, 2007). South Kilburn is in the top 5% most deprived wards in London, and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Yes – located in Queen's Park town centre.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	Yes
Is the site within 200m of a bus stop or 400m from a train station?	Yes –Queen's Park (Bakerloo line/ London Overground service) train stations is 20m from site. There are also numerous bus services around this location.
PTAL Score of site	Level 5
Road distance to a GP	40m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Mixed – some is low quality to the south and east

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Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁶ in the vicinity of the site	Road - 60-64.9 dB Rail - 60-64.9 dB
Estimated night time maximum noise levels in the vicinity of the site	Rail – 50-54.9 dB Road – 55.0-59.9 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will form an important part of the South Kilburn regeneration project and will help to improve the character, community, retail and open space offer to both the South Kilburn and Queen's Park area. The development will utilise the high PTAL of the area.	

Site(s) name: Marshall House. Albert Road Day Centre and British Legion. Albert Road.	Site no: SK2
Description of site: Site falling within the South Kilburn SPD and masterplan area. Marshall House is a residential block of flats with an adjacent play area. Both Albert Road Day Centre and the British Legion are community facilities which are situated opposite the Queen's Park Station Area site allocation at the apex of Salisbury Road and Albert Road.	
Description of setting: The site falls within the South Kilburn regeneration area, just south of Queen's Park train station. Major uses around the Queen's Park area include retail and leisure. The sites fall within the South Kilburn SPD and Masterplan area.	
Description of proposed use of site: Redevelopment of site for residential uses along with replacement community facilities. Off site re-provision of community facilities will be considered where it improves the implementation of the allocation.	Justification: The sites would benefit from a comprehensive approach and their inclusion as an SSA would assist in the delivery of the South Kilburn masterplan as it will allow them to come forward and assist implementation
Alternative site uses considered:	Why not chosen?
Community facility	Would require subsidy from mixed development
Open space	Site not suitable for sizable open space. Public space could be provided as part of a mixed scheme.
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – South Kilburn SPD and Masterplan	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes – Queen's Park Station, Salisbury Road (SK1/ SSA 14)	
Grid reference: 525112.27 m E 183036.1 m N	Size of site (ha): 1.1
Ward name: Kilburn	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 17/09/2008	

²⁶ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Economic	Comments
Is the site in or within easy access of the most deprived wards?	Yes - the site is located in the South Kilburn area. South Kilburn is in the top 5% most deprived wards in London (IMD, 2007), and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Yes – South Kilburn regeneration area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	Yes
Is the site within 200m of a bus stop or 400m from a train station?	Yes – close to Queen's Park station (220m) and 65m from a bus stop.
PTAL Score of site	Level 5
Road distance to a GP	300m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No, but as the site is over 1 ha a Flood Risk Assessment will be required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁷ in the vicinity of the site	Rail – 55-59.9 dB (A) Road – 55-59.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	Rail – 55-59.9 dB (A) Road – 55-59.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments: N/A	

²⁷ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Summary: The scheme will make a valuable contribution to assisting and kick starting regeneration in South Kilburn, and the delivery of the Masterplan. The scheme will ensure that the most intensive use of brownfield land is utilised, and will go some way into increasing the quality of the area and providing housing for residents of the London Borough of Brent.

Site(s) name: Former Mercedes garage, 117-119 Malvern Road NW6 5PU	Site no: SK3
Description of site: The site is located in the heart of the South Kilburn Estate, which is earmarked for regeneration.	
Description of setting: Site of locally listed building, now demolished, along Malvern Road and adjacent to borough boundary.	
Description of proposed use of site: Residential development including appropriate mix of private and affordable housing and mix of sizes as identified within the South Kilburn Supplementary Planning Document.	Justification: Increasing the supply of residential development, including affordable housing and contributing to the regeneration of South Kilburn.
Alternative site uses considered:	Why not chosen?
Employment use	South Kilburn is a designated as a growth area. Surrounding uses would not sit well with industry
Education use	Site is not large enough to support a school use. Council has other plans for school sites
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – South Kilburn Supplementary Planning Document.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)?	
Grid reference: 525103.87 m E 182831.36 m N	Size of site (ha): 0.16
Ward name: Kilburn	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Yes – the site is within the South Kilburn regeneration/ NDC/ SOA. South Kilburn is in the top 5% most deprived wards in London (IMD, 2007), and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Yes – South Kilburn

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If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	Yes (Charteris Sports Centre – 1 point)
Is the site within 200m of a bus stop or 400m from a train station?	Yes – bus stop is 175 metres on Carton Vale. The site is within 490m of Queen’s Park Station (Bakerloo Line/ Overground) and
PTAL Score of site	Level 4
Road distance to a GP	85 m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	The site is close to a number of listed houses, south east of the site.
Is the site in an area of low townscape quality?	
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁸ in the vicinity of the site	Road – 0-49.9 dB Rail – 0dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 0-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	Likely – previous use was a garage
Further technical comments:	
Summary: The site will help to contribute to the improvement of the Kilburn Estate regeneration area, providing a better quality standard of living for residents within this area. The development will improve the quality of the South Kilburn area.	

Site(s) name: Canterbury House, Canterbury Road	Site no: SK4
Description of site: Offices, motor vehicle sale and repair, and vehicle storage set between rail line and Canterbury Road, adjacent to primary school.	
Description of setting:	
Description of proposed use of site: Mixed-use development including new office space, community facilities and residential development including amenity/ open space. Proposals should have regard for required access the rail line for statutory undertakers.	Justification: The development will contribute to the redevelopment of the South Kilburn SPD and Masterplan. The development will increase the supply of affordable residential

²⁸ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor’s Ambient Noise Strategy, 2004)
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	accommodation and new offices in the area.
Alternative site uses considered:	Why not chosen?
Industrial employment uses	Intensifying industrial use on this site would not sit well with surrounding uses or the plans for this growth area
Community facilities	Would require subsidy as part of a mixed scheme
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – the South Kilburn SPD and a Masterplan.	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes – within the South Kilburn regeneration area.	
Grid reference: 525253.01 m E 183645.66 m N	Size of site (ha): 0.65
Ward name: Kilburn	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Site is within the Kilburn ward (top 10% most deprived) and within the South Kilburn regeneration area (IMD, 2007). South Kilburn is in the top 5% most deprived wards in London, and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Yes – South Kilburn regeneration area.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – Kilburn Park tube station is around 300m from the site, and there are numerous bus services in this area and bus stops on Carlton Way.
PTAL Score of site	Level 6a
Road distance to a GP	420m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes

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Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Yes – the site is opposite the South Kilburn Conservation Area and there are a number of listed buildings on the surrounding roads.
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ²⁹ in the vicinity of the site	Road – 0-54.9 dB Rail – 50-54.9 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 0-49.9 dB Rail – 55-59.9 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	Possibly, due to previous use of site
Further technical comments:	
<p>Summary: The development will help to improve the quality of the South Kilburn regeneration area, and complement the listed buildings and surrounding conservation area. The development will improve standards of living and safety through good quality urban design, providing much needed affordable and market housing for the London borough of Brent.</p>	

Burnt Oak / Colindale Growth Area

Site(s) name: Oriental City	Site no: BC/1
Description of site: Retail warehouse buildings including the Oriental City units and Asda supermarket, set back from the Edgware Road.	
Description of setting: Set along Edgware road with landuses of a similar nature in its surrounding vicinity. Asda superstore is the sites neighbour to the north west along Edgware road.	
Description of proposed use of site: Mixed use development including residential, retail (for bulky goods), food and drink and community facilities (in particular for a primary school) and leisure and re-provision Chinese and Far eastern commercial floorspace and community facilities, as per the planning permission. Proposals should have regard for potential conflicts between uses and should configure development to mitigate against these in particular for the school use. Proposals should include the re-	Justification: This development will contribute to the delivery of the Council's growth strategy while also providing a new primary school to help meet the existing and projected demand primary school places. The mix of uses allows for an efficient use of land while mitigating between possible conflicting uses.

²⁹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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provision of shopping and restaurant facilities. Proposals will be required to include a cycle lane running north and south along the Edgware Road. A Flood Risk Assessment will be required as the site area is over 1ha.	
Alternative site uses considered:	Why not chosen?
retail	Council is seeking to change the character of the area
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? Yes, the site falls within Burnt Oak and Colindale growth area and is the second furthest north SSA in the borough falling only behind B/C4, further north on the Edgware road. Also behind the site is Airco court, an attractive newly built housing scheme with predominantly social housing. This development has associated landscaping and could be integrated in some way with housing provisions for this scheme.	
Grid reference: 520609.64 m E 189721.2 m N	Size of site (ha): 3 ha
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30-40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Burnt Oak and Colindale Growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Yes. There is a primary shopping frontage on Edgware road approximately 500m north west of the site on the Edgware road
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes there is a bus tops within 200m but there isn't a train station within 400m
PTAL Score of site	2-3
Road distance to a GP	0.4km to Oak Lodge Medical Centre, 234 Burnt Oak Broadway, Edgware, Middlesex, HA8 0AP
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL	No

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boundary?	
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁰ in the vicinity of the site	Site on the Edgware road side, levels peak at 74.9 dB (A). On the rear side of the site, levels range between 0.00-49.9 Db (A).
Estimated night time maximum noise levels in the vicinity of the site	Similarly levels range between 0.00-49.9 dB (A) and 49.9 dB(A) on the rear side and then up to 64.9 dB (A) on the Edgware road side.
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely as the land use is retail.

Further technical comments:

Summary: The re-provision of Chinese and Far Eastern commercial floor space, combined with other uses detail in the allocation box, seeks to reconcile the closure of Oriental city with a mixed land use that could make it a more successful plot. It is within easy access of most of the amenities associated with a viable residential development – GP, multiple shopping facilities including the site itself, open space, bus stops and the school. However the site is considered to be too far from pay and play swimming pool and sports hall facilities and a train station. The former oriental city had a wide catchment that stretched beyond the Brent Borough boundary. Its closure was down to lack of maintenance, poor management and lack of land use initiative – new allocation could breathe new life into a potentially successful location. Environmental considerations are only that the site is within an air quality management zone. Also, that stretch of Burnt Oak Broadway (that turns into Edgware road as you travel south east) is of low townscape quality – emphasizing the need to concentrate housing to the rear of the site and provide associated landscaping.

Site(s) name: Sarena House/Grove Park/Edgware Road	Site no: B/C2
Description of site: Industrial and retail warehousing buildings set back from the Edgware Road, primary school and shop units with residential above.	
Description of setting: Site is set along Edgware Road with the SSA for oriental city residing to its north west. To the west of the site is an extending grid like network of residential land use. The south west neighbours to the site also along Edgware road are bulky goods warehouse retailers and car dealerships.	
Mixed use development including residential and workspace including a proportion of managed affordable workspace and community facility. The design must have regard to, and not detract from neighbouring uses, including that of the adjacent primary school. The Council will consider the inclusion of the existing school into a comprehensive redevelopment subject to the satisfactory relocation or re-provision on-site. Proposals should include the provision of amenity/open space. Improvements will be sought to public transport as part of any proposal to develop the site. A flood risk assessment will be required here as the site area is over 1 Ha.	Justification: This development will contribute to the delivery of the Council's growth strategy while may also providing a new primary school to help meet the existing and projected demand primary school places. The mix of uses allows for an efficient use of land while mitigating between possible conflicting uses.

³⁰ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Alternative site uses considered:	Why not chosen?
Retail	Council is seeking to change the character of the area
Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? Site is among several SSA's that makeup the Burnt Oak and Colindale growth area.	
Grid reference:	Size of site (ha): 1.68
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30-40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Site is located within the Colindale and Burnt Oak growth area.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site doesn't include retail.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop but not within 400m of a train station
PTAL Score of site	2-3
Road distance to a GP	0.4km to Oak Lodge Medical Centre, 234 Burnt Oak Broadway, Edgware, Middlesex, HA8 0AP
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³¹ in the vicinity of the site	Site on the Edgware road side, levels peak at 74.9 dB (A). On the rear side of the site, levels range between 0.00-49.9 Db (A).

³¹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Estimated night time maximum noise levels in the vicinity of the site	Similarly levels range between 0.00-49.9 dB (A) and 49.9 dB(A) on the rear side and then up to 64.9 dB (A) on the Edgware road side.
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Site has been used for retail warehousing and is now partially occupied by a school so the likelihood of contamination is low.
Further technical comments:	
<p>Summary: The allocation has been justified to have regenerative potential for the growth area – providing a mixed usage that complements the surrounding SSA’s, in particular that at oriental city because of the amenity provisions aimed at supporting the school. The low ptal rating is indicative of its distance to a train station, despite there being bus stops in its immediate vicinity. Other services such as GP and shopping centres are well serviced through Oak Lodge Medical Centre and Burnt Oak Broadway shopping parade. Leisure facilities, ie a pay and play pool and sports hall) are not considered close enough to this site. Perhaps part of the school regeneration at Oriental city could absolve at least the sports hall deficiency in the area – Kingsbury high school (category 0.5) that is 1.1km from the site so school provision could improve on this distance still it could only be a category 0.5 centre. The only environmental concerns for this site are the fact it is in an air quality management area.</p>	

Site(s) name: Capitol Way	Site no: B/C3
Description of site: Retail warehouse development and car parking set off the Edgware Road. Other buildings within the immediate area are of a similar design.	
Description of setting: Opposite the site on the Edgware Road are a row of residential properties that fringe Colondale. Across Carlisle road to the North West of the site is a single depth row of smaller industrial units. Behind this a residential network sprawls out. The rear or south west end of the site is locked in by other industrial units. The same can be said for the south east.	
Description of proposed use of site: Mixed use redevelopment for retail (bulky goods) or for car showroom, with residential development above. Design must include appropriate buffer development at the south western section of this site between new development and existing industrial /retail /wholesale uses, that should include B1c light industry and/or work/live development. The Council will prepare planning guidance for this site. Proposals should have regard for the existing cycle route to the north of the site and should explore the provision of north/south pedestrian access from Capitol Way to Carlisle Road. In addition, the existing bus turning and driver facilities should be retained or re-provided. HGV parking should be discouraged. A flood risk assessment will be required here as the site area is over 1 Ha.	Justification: This development will contribute to the delivery of the Council’s growth strategy while also securing a supply of affordable employment floorspace. The mix of uses will help to manage the relationship between new development and the surrounding employment area.
Alternative site uses considered:	Why not chosen?
Bulky goods retail	The Council is seeking to change the character of the area
Family sized housing	The Council is seeking a greater mix of uses

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Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Site is in close proximity to other SSA's in the growth area – no's 59,25, 88, 25 and 104. These sites are also along Edgware Road and are mainly intended as mixed use residential schemes. This is the second most northerly SSA on the Edgware road and the borough itself. Its immediate neighbour to the south east along Edgware road is SSA 25 (oriental City) then SSA 104.	
Grid reference: 520298.36 m E 189935.94 m N	Size of site (ha): 3.15 ha
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30 – 40%
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Burnt Oak and Colindale growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	The Edgware road frontage to the left of the site is a designated primary shopping frontage approximately 400m in length. Aproximatly 700m south east on the Edgware rd is another primary shopping area of the same length.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No, although there the area does fall slightly to the right of a large area which is designated to be deficient in open space.
Is the site within 3km of a (pay and play) swimming pool?	Site is not within 3km of a pay and play school. Nearest is Vale farm at 9.3km from site
Is the site within 1km of a public sports hall?	Vale farm is nearest pay and play sports hall with category 1 status although JFS school (0.5) is 5.1km from site
Is the site within 200m of a bus stop or 400m from a train station?	There is a bus stop on the Edgware road boundary of the site. There isn't a rail link service within 400m of the site.
PTAL Score of site	2-3
Road distance to a GP	1.1km to Oak Lodge Medical Centre, 234 Burnt Oak Broadway, Edgware, Middlesex, HA8 0AP
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL	No

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boundary?	
Is the site within an Air Quality Management Area?	yes
Estimated day time maximum noise levels ³² in the vicinity of the site	Noise levels range from 55.0 dB (A) in the central parts of the site to 74.9db (A) at the parts nearer Edgware road.
Estimated night time maximum noise levels in the vicinity of the site	Noise levels range from 00.0-49.9 dB (A) in the central parts of the site to 64.9db (A) at the parts nearer Edgware road.
Is the site on previously developed land or greenfield land?	Yes
Is the site contaminated/ does it require remediation?	Land use of site precipitates an low chance of contamination.
Further technical comments:	
Summary: The allocation seeks to facilitate a use of the site that helps achieve the growth areas housing target whilst preserving the bulky goods amenity value the land possesses. Connectivity in terms of rail is deficient although bus services (albeit congested on the Edgware road) are present. Primary shopping frontages on Edgware road make the residential element of the SSA more viable – as does the intended buffer strip between these elements and the light industrial landuses. The area site is not adequately positioned for proximity to pay and play sports facilities. There are no environmental concerns for this site other than it's location in an air quality control zone.	

Site(s) name: 3-5 Burnt Oak Broadway	Site no: B/C4
Description of site: Motor vehicle showroom located along the Edgware Road at the northern-most point of the borough. The buildings are set back off of the main road.	
Description of setting: Site is set along Edgware road with SSA B/C3 neighbouring it to the south east. Behind the site is a row of residential properties as there also is to the north west on Edgware road.	
Description of proposed use of site: Mixed use including residential and retail, introducing active frontages and a range of storey heights having regard for the residential properties located to the rear. Proposals will be required to make contributions towards transport improvements along the street frontage.	Justification: This development will contribute to the delivery of the Council's growth strategy and deliver new retail floorspace to help diversify the retail offer in the area.
Alternative site uses considered:	Why not chosen?
Bulky goods retail	Although such a use could be seen as acceptable in policy terms, the Council has identified the site as part of the Burnt Oak growth area, and would therefore prefer a wider mix of uses, including residential development.
Family sized housing	Although the Council will be seeking a mixed development with some family sized housing, the site is not suitable for a development of just family sized units. This is due to the nature of the sites in relation to the Edgware Road.
Is there an SPD or other design guidance proposed for the site? If yes, which? Burnt Oak and Colindale Growth Area	

³² See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? B/C4 is 286m north along Burnt Oak/Edgware road of nearest SSA B/C3 that neighbours the other SSA's to its immediate south.	
Grid reference: 520218.97 m E 190283.84 m N	Size of site (ha): 0.4 ha
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30-40% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Burnt Oak and Colindale growth area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Site is located on a primary shopping frontage on Edgware road
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site is within 200m of a bus stop but is not within 400m of a train station
PTAL Score of site	2-3
Road distance to a GP	0.4km to Oak Lodge Medical Centre, 234 Burnt Oak Broadway, Edgware, Middlesex, HA8 0AP
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³³ in the vicinity of the site	Site on the Edgware road side, levels peak at 74.9 dB (A). On the rear side of the site, levels range between 0.00-49.9 Db (A).
Estimated night time maximum noise levels in the vicinity of the site	Similarly levels range between 0.00-49.9 dB (A) and 49.9 dB(A) on the rear side and then up to 64.9 dB (A) on the Edgware road side.
Is the site on previously developed land or greenfield land?	Previously developed

³³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is the site contaminated/ does it require remediation?	Probably will not be contaminated as nature of land use is bulky retail and light weight industrial.
Further technical comments:	
<p>Summary: Intended site use aims to utilise high street location to carry on commercial usage with additional housing from the first floor upwards to archive growth area housing targets. As the site is already a high street shopping location – allocation will preserve this important land use whilst enhancing its value and diversity through partial residential allocation. Connectivity in terms of rail access could be improved as could the sites proximity to pay and play sports facilities. Health and education amenities on the other hand are within an acceptable distance of the site. Environmental considerations should take note that the area is in a designated air quality management area – also that residential elements need to be underpinned with innovative urban design principles so as to create a successful, desirable place to live which at present it is not.</p>	

Park Royal

Site(s) name: Former Guinness Brewery	Site no: PR1
Description of site: Demolished former industrial complex located east of the First Central office development.	
Description of setting: The site is surrounded by the industrial area of Park Royal, which is predominantly industrial in use. South of the site is a railway line, and to the west there is an area of Nature Conservation. Beyond this and further north there is housing.	
Description of proposed use of site: Guinness Brewery Site SPD sets out the acceptable uses for the site. Whilst the site is for predominantly industrial and warehousing development, other more cohesive employment uses are acceptable on the southern part of the site that is well served by the new underground station and interchange of the Piccadilly and Central lines. These include development for hospital/ tertiary education. The Council will encourage a more intensive use of land at this site employing innovative design and configuration, having regard for business park development occurring in the west. Development should have regard for possible Fast Bus route through Park Royal and provide for east/ west cycle route and pathway at the north of the site. Residential development will be acceptable at the northern edge within the former lorry park. The Council is contributing to the preparation of an Opportunity Area Planning Framework for Park Royal with partners. Proposals should seek to conserve and enhance the adjacent Nature Conservation designation.	Justification: The site is designated as a Strategic Industrial Location by the London Plan. The Council is seeking to establish more intensive and efficient use of industrial land to further mix of skilled and semi skilled industrial employment and to support the industrial nature of Park Royal while regenerating the western gateway of the estate.
Alternative site uses considered:	Why not chosen?
Medical-related employment uses / Education & creative industry/ media uses	Acceptable on site and supported by SPD. The Council wishes to keep all

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	acceptable options open while recognising the extant permission on site. However, the land is designated as Strategic Industrial Land by the Mayor of London and considering demand for logistics space in the medium term, the site is likely to come forward for industrial warehousing uses.
Mix of hospital and education uses with related employment uses	Acceptable on site and supported by SPD – which promoted such uses as part of the Central Middlesex Hospital redevelopment. The Council wishes to keep all acceptable options open while recognising the extant permission on site. However, the land is designated as Strategic Industrial Land by the Mayor of London and considering demand for logistics space in the medium term, the site is likely to come forward for industrial warehousing uses.
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – The Guinness Brewery Site – Combined Supplementary Planning Document and Planning Position Statement	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
Grid reference: 519771.34 m E 182391.06 m N	Size of site (ha): 8
Ward name: Harlesden & Dudden Hill	Area Planning Team: West
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Stonebridge ward which is within the top 10% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is a Strategic Employment Area and a major opportunity site.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No, but any development should conserve the adjacent Nature Conservation designation.
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there are a number of bus stops surrounding the site.
PTAL Score of site	Level 1b to 2
Road distance to a GP	4km
Is the site within the catchment of a primary school?	Yes

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Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No – but as the site is over 1ha, a Flood Risk Assessment is required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁴ in the vicinity of the site	Road – 0 – 59.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 0-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide for the business needs and forecasted growth for the London borough of Brent and provide local business and new business to the area. The fast bus route will increase the use of sustainable transport modes and the provision of the cycle route will allow for improved accessibility through public transport.	

Site(s) name: First Central	Site no:PR2
Description of site: Demolished former industrial complex located east of the First Central office development.	
Description of setting: The site is surrounded by the industrial area of Park Royal, which is predominantly industrial in use. South of the site is a railway line, and to the west there is an area of Nature Conservation. Beyond this and further north there is housing. The Former Guinness Brewery site is to the east.	
Description of proposed use of site: B1 office development and hotel site required to support employment growth objectives in Park Royal, where enabling residential development is considered to bring forward the station interchange. The Council will encourage a more intensive use of land at this site employing innovative design and configuration. Acceptable proposals must build on the existing consent by providing the balance of B1 floorspace and hotel use from the existing consent. The proposal will also need to secure the provision of a new Park Royal interchange connecting the Central Line and the Piccadilly Line. Acceptable uses on the site will include a residential element of up to 500 units, where this enables the station interchange to be delivered, and will be required	Justification: This proposal will ensure the delivery of the interchange between the Central and Piccadilly Underground Lines at Park Royal Station. The completion of this interchange will help to sustain a long term office market in the location. The proposal will entail the completion of the remaining office blocks to help diversify the employment offer within Park Royal and continue to regenerate the Western Gateway of the estate.

³⁴ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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<p>to provide affordable housing at an appropriate level and in consideration of the station objective. Ancillary health and leisure and small scale complementary retail uses are supported. Any residential development should meet educational, health and other needs arising from it. Comprehensive proposals for all of the undeveloped land will be required and must demonstrate how they will be integrated with recent adjoining development. Proposals should seek to conserve and enhance the adjacent Nature Conservation designation. Any application shall be accompanied by an urban design framework, showing how different phases will be developed and the relationship between them. The Council is contributing to the preparation of an Opportunity Area Framework with partners.</p>	
Alternative site uses considered:	Why not chosen?
Residential	Will undermine the Council's determination to bring forward the station interchange. The Council do not consider this to be a housing opportunity site, but the housing may enable the interchange
<p>Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – The Guinness Brewery Site – Combined Supplementary Planning Document and Planning Position Statement</p>	
<p>Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? Yes – the First Central site (PR3).</p>	
<p>Grid reference: 518935.32 m E 182249.13 m N</p>	<p>Size of site (ha): 6</p>
Ward name: Harlesden & Dudden Hill	Area Planning Team: West
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Stonebridge ward which is within the top 10% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is a Strategic Employment Area and a major opportunity site.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No, but any development should conserve the Nature Conservation area around the site.
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No

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Is the site within 200m of a bus stop or 400m from a train station?	Yes – there are a number of bus stops surrounding the site.
PTAL Score of site	Level 1b to 2
Road distance to a GP	4km
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No – but as the site is over 1ha, a Flood Risk Assessment is required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁵ in the vicinity of the site	Road – 0 – 59.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 0-54.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: No the most accessible site, but the development will help to secure the viability of the office development, and deliver the station interchange	

Site(s) name: Former Central Middlesex Hospital	Site no:PR3
Description of site: Former hospital premises, research facility and hospital car park.	
Description of setting: The site is located in the Park Royal area in the South West area of the borough. The site is next to the existing Central Middlesex Hospital. To the east of the site there are some residential properties, although aside from the hospital, the area is dominated by industrial uses.	
Description of proposed use of site: Predominantly industrial/ employment uses and hospital expansion development. Key worker residential development for hospital workers only within the section that is currently designated by the 2004 UDP as a Hospital Policy Zone. Residential development (other than key worker accommodation for hospital workers) will not be acceptable in this location. Development at this site is required to provide land for bus lane improvements along Acton Lane. Retention of the medical facility on site, The Council is contributing to the preparation of an Opportunity Area Planning Framework of Park Royal with	Justification: Whilst recognising this site's worth to improved health facilities and key worker accommodation, part of the site is identified as a Strategic Employment location by the London Plan. The Council is seeking to establish more intensive and efficient use of industrial land to further a mix of skilled and semi skilled industrial employment and to support the industrial nature of Park Royal.

³⁵ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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partners.	
Alternative site uses considered:	Why not chosen?
Mixed use - commercial and market housing	Not a housing opportunity site. SIL. Housing only acceptable if medically related key worker accomodation
Is there an SPD or other design guidance proposed for the site? If yes, which?	
N/A	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
No	
Grid reference: 520060.16 m E 182169.3 m N	Size of site (ha): 2.5
Ward name: Harlesden & Dudden Hill	Area Planning Team: West
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	The site is within the very southern tip of the Stonebridge ward which is within the top 10% most deprived SOAs in the country.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	The site is classified as a Strategic Employment area and Major Opportunity Site. Some of the site is classified as belonging to the Central Middlesex Hospital.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/A
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	No
Is the site within 200m of a bus stop or 400m from a train station?	Yes – there is a bus stop around 15m from the site. The nearest tube is 700m from the site.
PTAL Score of site	Level 3
Road distance to a GP	830m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No – but as the site is over 1ha, a Flood Risk Assessment is required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No

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Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁶ in the vicinity of the site	Road – 0 – 54.9 dB Rail – 0 dB
Estimated night time maximum noise levels in the vicinity of the site	Road – 0-49.9 dB Rail – 0 dB
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development will provide for the accommodation needs of the employees of nearby Middlesex hospital, and will enhance and improve the hospital's facilities and access to it. Some of the land will be used for industrial which is consistent with the use of the surrounding area.	

Rest of the Borough

Site(s) name: Metro House, 1-3 The Mall	Site no: 1
Description of site: Former Police hostel and Police station operating on a part-time basis. Hostel currently used as sheltered accommodation.	
Description of setting: The buildings are set at the apex of The Mall and Fryent Way. A school and sports ground are located to the south, and primary and secondary shopping frontages are a short distance to the north west, along Kingsbury Road. The surrounding locations is generally of a suburban character although the town centre and underground station are nearby.	
Description of proposed use of site: Residential development including family housing with 3 bedroom and more dwellings over 2 and 3 storeys having regard for the existing local context and character of the townscape that must include high proportion of family housing. There may be limited scope for higher densities with up to 4 and 5 storeys buildings. Proposals should include a Safer Neighbourhood Team base and contact point. Notwithstanding the general requirement for amenity space to be included with development, the location is identified as being more than 400 metres from a public open space of 2ha. Proposals must include the provision of new amenity space or the Council may consider contributions to be made for off site improvements.	Justification: There is high demand for family sized residential development and a shortage of suitable sites. Despite the proximity of Kingsbury town centre and the underground station, due to the existing character and townscape this site does not necessarily lend itself to high density development.
Alternative site uses considered:	Why not chosen?
Education	Pressure for schools is general further south than this location. Site next door is a school.
Hotel	There are sequentially more preferable sites for hotel development

³⁶ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 519075 188570	Size of site (ha): 1 ha
Ward name: Barnhill	Area Planning Team:
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in an area that is a priority for regeneration?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	The site is more than 400m away from public space of more than 2ha.
Is the site within 3km of a (pay and play) swimming pool?	5km from closest pool, Vale Farm
Is the site within 1km of a public sports hall?	600 metres from JFS School public sports hall
Is the site within 200m of a bus stop or 400m from a train station?	Kingsbury tube 220 metres walk. Numerous bus services within 200 metres walk, including adjacent to site.
PTAL Score of site	2-3
Road distance to a GP	100 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Either just in or adjacent
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ³⁷ in the vicinity of the site	45.0 – 50.0 Lden
Estimated night time maximum noise levels in the vicinity of the site	40.0 -45.0 Lnight
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments: The police continue to use small facility in the southern section of this parcel, and are likely to continue to want to if the site is redeveloped.	

³⁷ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Summary:

Although not a priority for regeneration, this is a housing opportunity within an area of moderate to good public transport accessibility and with access to shops and services at Kingsbury town centre. There are no known specific environmental impacts derived from a development at this location.

Site(s) name: Garages at Barnhill Road	Site no: 2
Description of site: Disused and vandalised strip of garages and adjacent area of scrub land.	
Description of setting: Set behind existing dwellings along Barnhill Road with Quanton/Chalkhill Open Space, through which the River Brent passes.	
Description of proposed use of site: Residential development within woodland setting in northern section with access route and improvements to landscaping and planting at the southern section. Improvements to the relationship of the site and the River Brent will also be required. All proposals will be required to be subject to a full tree and ecological survey and should have regard to the adjacent site of Borough (Grade I) site of Nature Conservation Importance and improve local biodiversity. Development should retain an 8 metre undeveloped buffer strip from the Wealdstone Brook. Improvements will be sought to public transport as part of any proposal to develop the site.	Justification: The garages are no longer of use and attract fly tipping and other forms of criminal and anti-social behaviour. The redevelopment of this constrained site could present social and environmental benefits and increase the supply of residential units. Subject to a full tree survey, this could be considered to outweigh the needs to protect the trees on site. Planning permission for 6 houses and 3 flats was secured in 2007.
Alternative site uses considered:	Why not chosen?
Garages	It has been demonstrated that garages in this location appear not to serve any use, and attract forms anti social behaviour.
Open Space	This site is not within an open space deficiency. The Council Parks service is likely to prioritise the management of new parks where an existing deficiency exists.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 520400 186208	Size of site (ha): 0.08 hectares
Ward name: Barnhill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in an area that is a priority for regeneration?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	4km from swimming pool at Willesden Sports Centre
Is the site within 1km of a public sports hall?	350 metres to public sports hall
Is the site within 200m of a bus stop or 400m from a train station?	300 meters to local bus stops and 1360 meters to Wembley Park tube

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PTAL Score of site	2
Road distance to a GP	1000 meters
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Part of the site is designated as a green chain
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	The north eastern fringes of the site are affected by flood zones 2 and 3.
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁸ in the vicinity of the site	50 db
Estimated night time maximum noise levels in the vicinity of the site	40 db
Is the site on previously developed land or greenfield land?	Part previously developed, part greenfield, but considered to be of low value
Is the site contaminated/ does it require remediation?	Possible from fly tipping and discarded vehicles.
Further technical comments: Development will entail the loss of some trees.	
Summary: Although not within an area that is a priority for regeneration, this presents an opportunity through development to address a localised problem of anti-social behaviour that is deriving social and environment concerns. Although there are some issues relating to flood risk and the fact that part of the site is recognised as being a green chain, the benefits of development are considered to outweigh these, or in respect of flood risk, can be addressed.	

Site(s) name: Dollis Hill Estate	Site no: 3
Description of site: Local Employment Area with buildings used for office and industrial type employment.	
Description of setting: Set within a mixed area with residential and school use surrounding.	
Description of proposed use of site: Mixed use development including school expansion and new employment development. The new workspace should be situated towards and along Brook Road, allowing space for the school expansion in the western and southern section of the site. Improvements will be sought to public transport as part of any proposal to develop the site. A Flood Risk Assessment will be required as the site area is over 1ha. A Transport Assessment will be required to	Justification: There is an increasing demand for school space expansion. Some of the existing employment premises are approaching the limits of being useful and occupancy varies across the site. A range of sizes of new workspace making a more efficient use of land reflecting current and expected patterns of demand would be more appropriate.

³⁸ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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assess the cumulative impact of proposed developments in and around the site.	
Alternative site uses considered:	Why not chosen?
Maintain as employment land	As time goes on, the overall viability will begin to decline as the condition of the buildings deteriorate and are not able to meet modern operation standards.
Housing	Apart from the loss of employment land, this would significantly constrain the ability of to expand and improve the local schools to meet demands for school places. Increasing the supply of adjacent housing would only exacerbate this problem while further restricting opportunities to expand.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 522092 186154	Size of site (ha): 1.7ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 17/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	In proximity to 20 – 30% most deprived SOA, within Dollis Hill.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site is roughly 300 meters from a bus stop. No station is in proximity
PTAL Score of site	Between level 1b and 2
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ³⁹ in the vicinity of the site	50 – 55 db
Estimated night time maximum noise levels in the vicinity of the site	45 -50db
Is the site on previously developed land or	Previously developed

³⁹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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greenfield land?	
Is the site contaminated/ does it require remediation?	Due to history of industrial operations and age of buildings, this is likely.
Further technical comments: Some of the business units are used by a private faith school.	
Summary: An opportunity for a school expansion within an area that does not present any significant environmental impacts. However public transport accessibility suggests use may derive car based journeys.	

Site(s) name: Dollis Hill Estate	Site no: 3
Description of site: Local Employment Area with buildings used for office and industrial type employment.	
Description of setting: Set within a mixed area with residential and school use surrounding.	
Description of proposed use of site: Mixed use development including school expansion and new employment development. The new workspace should be situated towards and along Brook Road, allowing space for the school expansion in the western and southern section of the site. Improvements will be sought to public transport as part of any proposal to develop the site. A Flood Risk Assessment will be required as the site area is over 1ha. A Transport Assessment will be required to assess the cumulative impact of proposed developments in and around the site.	Justification: There is an increasing demand for school space expansion. Some of the existing employment premises are approaching the limits of being useful and occupancy varies across the site. A range of sizes of new workspace making a more efficient use of land reflecting current and expected patterns of demand would be more appropriate.
Alternative site uses considered:	Why not chosen?
Maintain as employment land	As time goes on, the overall viability will begin to decline as the condition of the buildings deteriorate and are not able to meet modern operation standards.
Housing	Apart from the loss of employment land, this would significant constrain the ability of to expand and improve the local schools the meet demands for school places. Increasing the supply of adjacent housing would only exacerbate this problem while further restricting opportunities to expand.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 522092 186154	Size of site (ha): 1.7ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 17/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	In proximity to 20 – 30% most deprived SOA, within Dollis Hill.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	

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Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 200m of a bus stop or 400m from a train station?	Site is roughly 300 meters from a bus stop. No station is in proximity
PTAL Score of site	Between level 1b and 2
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴⁰ in the vicinity of the site	50 – 55 db
Estimated night time maximum noise levels in the vicinity of the site	45 -50db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial operations and age of buildings, this is likely.
Further technical comments: Some of the business units are used by a private faith school.	
Summary: An opportunity for a school expansion within an area that does not present any significant environmental impacts. However public transport accessibility suggests use may derive car based journeys.	

Site(s) name: Dollis Hill House	Site no: 4
Description of site: Fire damaged listed building within Gladstone Park	
Description of setting: Gladstone Park is a large open space	
Description of proposed use of site: In line with the provisions of the Council's planning guidance for this site, food and drink, community use, conference and hospitality facilities and associated, but limited, car parking to secure the restoration and use of Listed Building.	Justification: The building has been out of use for some time as restoration activity has ceased. An acceptable use that can viably deliver the restoration of the building should be encouraged.
Alternative site uses considered:	Why not chosen?
Open space	This would require the clearance of the site and the loss of the opportunity to restore the building.
Community facility	On its own, it is difficult to see how a community facility would raise the capital to restore the building.
Is there an SPD or other design guidance proposed for the site? If yes, which? Planning Brief	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect	

⁴⁰ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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other sites?	
If yes, which sites (name and number)? No	
Grid reference: 522306 186001	Size of site (ha): 0.2 ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 17/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Dollis Hill ward has SOA ranging from 20% most deprived to least deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 200m of a bus stop or 400m from a train station?	Neasden station is 1300 metres walk, 2 bus stops adjacent
PTAL Score of site	1
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Grade 2 borough nature conservation importance
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	The building is itself a listed building
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	Yes
Is the site with an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁴¹ in the vicinity of the site	0.00 – 54db
Estimated night time maximum noise levels in the vicinity of the site	0.00 – 49 db
Is the site on previously developed land or greenfield land?	Strictly previously developed, but within park land
Is the site contaminated/ does it require remediation?	Unlikely but requires comprehensive rebuild and restoration
Further technical comments:	
Summary:	
The site is supported by relatively poor public transport accessibility but derives little other impact. The enabling use will need to be deemed acceptable for this location.	

Site(s) name: Dollis Hill House	Site no: 4
Description of site: Fire damaged listed building within Gladstone Park	
Description of setting: Gladstone Park is a large open space	
Description of proposed use of site: In line with the provisions of the Council's planning guidance for this site, food and drink, community use, conference and hospitality facilities and associated, but limited, car parking to secure the restoration and use of Listed	Justification: The building has been out of use for some time as restoration activity has ceased. An acceptable use that can viably deliver the restoration of the

⁴¹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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Building.	building should be encouraged.
Alternative site uses considered:	Why not chosen?
Open space	This would require the clearance of the site and the loss of the opportunity to restore the building.
Community facility	On its own, it is difficult to see how a community facility would raise the capital to restore the building.
Is there an SPD or other design guidance proposed for the site? If yes, which? Planning brief	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 522306 186001	Size of site (ha): 0.2 ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 17/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Dollis Hill ward has SOA ranging from 20% most deprived to least deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Out of centre
Social	
Will the site result in the loss of open space?	No
Is the site within 200m of a bus stop or 400m from a train station?	Neasden station is 1300 metres walk, 2 bus stops adjacent
PTAL Score of site	1
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Grade 2 borough nature conservation importance
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	The building is itself a listed building
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	Yes
Is the site within an Air Quality Management Area?	No
Is the site on previously developed land or greenfield land?	Strictly previously developed, but within park land
Is the site contaminated/ does it require remediation?	Unlikely but requires comprehensive rebuild and restoration
Further technical comments:	
Summary: The site is supported by relatively poor public transport accessibility but derives little other impact. The enabling use will need to be deemed acceptable for this location.	

Site(s) name: Priestley Way, North Circular Road	Site no: 5
Description of site: Industrial estate/business park	
Description of setting: Set along the north side of the North Circular Road and south of the Welsh Harp MOL.	
Description of proposed use of site: Regeneration of the industrial estate including accessibility improvements. Proposals should be accompanied by a Flood Risk Assessment. Proposals should conserve and enhance the setting of the Welsh Harp including measures to improve the separation of industrial or business uses from the Metropolitan Open Land, Site of Special Scientific Interest and Site of Importance for Nature Conservation, while the Council will seek to secure land from development to improve pedestrian access around the Welsh Harp. An undeveloped buffer strip of 8 metres from the reservoir should be retained. A Flood Risk Assessment will be required. A Transport Assessment will be required to assess the impact of trip generation on the local and wider road network	Justification: The site suffers from poor access and egress to the North Circular Road and poor circulation through the estate. Vehicles are required to use the NCR to get from one end of the estate to another, requiring a dedicated traffic signal system.
Alternative site uses considered: Residential development	Why not chosen? The land is designated as Strategic Industrial Land for which there is demonstrated demand. Furthermore, it is difficult to demonstrate that this would present an acceptable living environment baring in mind the Councils wider aspirations for the NCR.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 521996 187119	Size of site (ha): 5.1ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Dollis Hill ward: southern section is within 20 – 30 most deprived SOAs
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Strategic Industrial Location
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	No
Social	
Will the site result in the loss of open space?	No
Is the site within 200m of a bus stop or 400m from a train station?	2 bus stops adjacent
PTAL Score of site	1

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Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Welsh Harp (north of site) is SSSI, local nature reserve and Grade 1 nature conservation
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Borders flood risk zones 2 and 3 to the north and west (see Brent's SFRA and Sequential Test Report for more information). A Flood Risk Assessment will be required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No, but adjacent
Is the site within an Air Quality Management Area?	Yes
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial use, it is likely
Further technical comments:	
Summary: The allocation is seeking that any forth coming development seeks to improve accessibility and circulation. Development will have to have careful regard for the impact upon the adjoining Welsh Harp SSSI & MOL and flood risk.	

Site(s) name: Priestley Way, North Circular Road	Site no: 5
Description of site: Industrial estate/business park	
Description of setting: Set along the north side of the North Circular Road and south of the Welsh Harp MOL.	
Description of proposed use of site: Regeneration of the industrial estate including accessibility improvements. Proposals should be accompanied by a Flood Risk Assessment. Proposals should conserve and enhance the setting of the Welsh Harp including measures to improve the separation of industrial or business uses from the Metropolitan Open Land, Site of Special Scientific Interest and Site of Importance for Nature Conservation, while the Council will seek to secure land from development to improve pedestrian access around the Welsh Harp. An undeveloped buffer strip of 8 metres from the reservoir should be retained. A Flood Risk Assessment will be required. A Transport Assessment will be required to assess the impact of trip generation on the local and wider road network	Justification: The site suffers from poor access and egress to the North Circular Road and poor circulation through the estate. Vehicles are required to use the NCR to get from one end of the estate to another, requiring a dedicated traffic signal system.
Alternative site uses considered: Residential development	Why not chosen? The land is designated as Strategic Industrial Land for which there is demonstrated demand. Furthermore, it is difficult to demonstrate that this would present an acceptable living environment baring in mind the Councils wider aspirations for the NCR.

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Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 521996 187119	Size of site (ha): 5.1ha
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Dollis Hill ward: southern section is within 20 – 30 most deprived SOAs
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Strategic Industrial Location
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	No
Social	
Will the site result in the loss of open space?	No
Is the site within 200m of a bus stop or 400m from a train station?	2 bus stops adjacent
PTAL Score of site	1
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Welsh Harp (north of site) is SSSI, local nature reserve and Grade 1 nature conservation
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Borders flood risk zones 2 and 3 to the north and west (see Brent's SFRA and Sequential Test Report for more information). A Flood Risk Assessment will be required.
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No, but adjacent
Is the site within an Air Quality Management Area?	Yes
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial use, it is likely
Further technical comments:	
Summary: The allocation is seeking that any forth coming development seeks to improve accessibility and circulation. Development will have to have careful regard for the impact upon the adjoining Welsh Harp SSSI & MOL and flood risk.	

Site(s) name: Neasden Lane/Birse Crescent	Site no: 6
Description of site: Car park and residential dwellings wrapping behind retail units.	
Description of setting: Site to the rear to Neasden town centre adjacent to Neasden Lane, just off the North Circular Road.	
Description of proposed use of site: Mixed use redevelopment for residential, retail use and car parking, entailing higher density development.	Justification: Regeneration of Neasden town centre by development of a greater density of higher value land use to provide new and improved retail accommodation. It will also create a greater

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	population to contribute to improved natural surveillance and increased footfall within the town centre.
Alternative site uses considered:	Why not chosen?
Car park	The Council is seeking a mixed development to support the economic regeneration of the town centre, in particular a retail use.
Residential development	The Council is seeking a mixed development to support the economic regeneration of the town centre.
Is there an SPD or other design guidance proposed for the site? If yes, which? Town centre regeneration study	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Site 7 Neasden Lane/NCR	
Grid reference: 521339 185981	Size of site (ha): 0.26ha
Ward name: Dudden Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 19/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Within and adjacent to 10% most deprived SOA
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Not a designated growth area or SEA but a town centre in decline and a deprived area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Neasden district centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from open space of 2ha or more
Is the site within 3km of a (pay and play) swimming pool?	3km to Willesden Sports Centre pool
Is the site within 1km of a public sports hall?	1.2km to Chalkhill Youth and Community Centre sports hall
Is the site within 200m of a bus stop or 400m from a train station?	Neasden underground station 500 metres walk. 2 bus stops within 50 metres walk.
PTAL Score of site	3
Road distance to a GP	200 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low	Yes

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townscape quality?	
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴² in the vicinity of the site	65 – 70db
Estimated night time maximum noise levels in the vicinity of the site	55 – 60 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: An opportunity to encourage the regeneration of a declining town centre within a deprived part of the borough. The site has moderate public transport accessibility but is within a town centre. Environmental concerns derived from proximity to NCR.	

Site(s) name: Neasden Lane/North Circular Road	Site no: 7
Description of site: Retail units with residential above	
Description of setting: Corner site overlooking the North Circular Road within Neasden town centre.	
Description of proposed use of site: Mixed use redevelopment for a hotel or retail with residential above.	Justification: Supporting the regeneration of Neasden town centre through mixed-use development. A hotel use can help to with visitor expenditure.
Alternative site uses considered: Residential development	Why not chosen? The Council is seeking a mixed development to support the economic regeneration of the town centre.
Is there an SPD or other design guidance proposed for the site? If yes, which? Town centre regeneration study	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? 6 Birse Crescent	
Grid reference: 521214 E 186018 N	Size of site (ha): 0.1 hectares
Ward name: Dudden Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 19/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Within and adjacent to 10% most deprived SOA
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Not a designated growth area or SEA but a town centre in decline and a deprived area
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Neasden district centre
Social	

⁴² See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from open space of 2ha or more
Is the site within 3km of a (pay and play) swimming pool?	3km to Willesden Sports Centre pool
Is the site within 1km of a public sports hall?	1.2km to Chalkhill Youth and Community Centre sports hall
Is the site within 200m of a bus stop or 400m from a train station?	Neasden underground station 500 metres walk. 2 bus stops within 50 metres walk.
PTAL Score of site	3
Road distance to a GP	200 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴³ in the vicinity of the site	65 – 70db
Estimated night time maximum noise levels in the vicinity of the site	55 – 60 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: An opportunity to encourage the regeneration of a declining town centre within a deprived part of the borough. The site has moderate public transport accessibility but is within a town centre. Environmental concerns derived from proximity to NCR.	

Site(s) name: Former Kingsbury Library and Community Centre	Site no: 8
Description of site: Strip of buildings in current of former community use, including pupil referral unit.	
Description of setting: Set adjacent to Rose Green park and Kingsbury high School within suburban fabric.	

⁴³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Description of proposed use of site: Mixed use redevelopment including the retention of the Pupil Referral Unit and retention of community led use, either within existing form or as part of redevelopment to commensurate replacement and educational facility. Proposals should have regard for the impact upon the adjacent conservation area. The Council will prepare planning guidance that includes this site.	Justification: Kingsbury library has been relocated to Kingsbury one-stop shop to improve accessibility by public transport, foot and cycling. The remaining buildings and services are in need of renewal with the possibility of diversifying the services offered, enabled by residential development.
Alternative site uses considered:	Why not chosen?
Residential development	There is a presumption against the loss of community facilities.
Education – school expansion	There are long term plans to remodel and expand Kingsbury High School upon one campus. The extent of this has yet to be determined.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 520255 E 189140 N	Size of site (ha): 0.5 hectares
Ward name: Fryent	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 19/09/2008	
Economic	Comments
Is the site in an area that is a priority for regeneration?	No, but not far from Burnt Oak/Colindale growth area
Is the site in or within easy access of the most deprived wards?	In and adjacent to 20 – 30% most deprived SOAs. Otherwise surrounded by some of the least deprived areas of the borough
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No, but not far from Burnt Oak/Colindale growth area
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Within 400 meters of public open space of more than 2ha and within 1200m of open space of more than 20ha
Is the site within 3km of a (pay and play) swimming pool?	At least 6km to a pool within the borough
Is the site within 1km of a public sports hall?	300 metres from Kingsbury High School sports hall
Is the site within 200m of a bus stop or 400m from a train station?	60 meters to bus stop, but almost 1300m to rail station
PTAL Score of site	2
Road distance to a GP	465 meters
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the	No

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floodplain? If yes, which?	
Does the site affect a listed building, conservation area etc?	Conservation area to the north
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁴⁴ in the vicinity of the site	From 50 – 55 and 55 – 60 db
Estimated night time maximum noise levels in the vicinity of the site	From 45 – 50 and 50 – 55 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: Enabling residential development to secure new community facilities. Perhaps not otherwise promoted as a development opportunity due to distance to public transport and local services. However, good access to public open spaces.	

Site(s) name: Harlesden Plaza	Site no: 9
Description of site: A mix of single storey retail units, shops and living above the shops, Methodist Church, community centre and surface car park.	
Description of setting: Island site within busy Victorian town centre surrounded by one way streets. Part of the site is designated as a conservation area.	
Description of proposed use of site: Mixed use development including supermarket, residential development, community space and public space. Development will be required to contribute to public transport, highway, car parking and public realm improvements. The Council will use Compulsory Purchase Powers to facilitate the comprehensive regeneration of this site.	Justification: The Council's retail needs assessment identified this site as an opportunity to meet a perceived deficiency for a large supermarket in this area. Introducing a greater population within the town centre will support natural surveillance and eyes on the street.
Alternative site uses considered:	Why not chosen?
Car park	Although parking could appear to be a problem within Harlesden, this would not represent an efficient use of land within this central and prominent location. Managed parking can be provided as part of a mixed use redevelopment.
Residential development	Although this use is supported by planning policy, this could be delivered alongside a wider mix of uses that can contribute to the overall vitality of regeneration within Harlesden.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? 11, Manor Park Road	

⁴⁴ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Grid reference: 521709 183410	Size of site (ha): 1.2 ha
Ward name: Harlesden Plaza	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 22/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Harlesden has SOA within the 10% most deprived within the country. Neighbouring Stonebridge and Willesden equally so.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Is not within a growth area. Is subject to LDA funding using town centre management. Park Royal SIL is down the road.
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Within town centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from 2ha open space; more than 1200 metres from 20ha open space
Is the site within 3km of a (pay and play) swimming pool?	1.7km to Willesden Sports Centre
Is the site within 1km of a public sports hall?	As above. Closer private sports halls
Is the site within 200m of a bus stop or 400m from a train station?	Numerous bus services, including flagship 18 route to Euston. Harlesden Station is 800 metres walk. Willesden Junction is 440 metres walk.
PTAL Score of site	4
Road distance to a GP	Numerous GPs within walking distance. Nearest is 50 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Part of the allocation is within a conservation area
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴⁵ in the vicinity of the site	55 – 65 db
Estimated night time maximum noise levels in the vicinity of the site	49 – 59 db
Is the site on previously developed land or greenfield land?	Previously developed

⁴⁵ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments: none	
Summary: This development will contribute to the economic regeneration of Harlesden by diversifying and improving the overall retail offer to compliment the existing specialist traders. Will also provide local employment opportunities in one of the most deprived parts of the borough. The site is well served by shops and services and public transport, particularly by buses. No particular perceived environmental concerns (although like many sites in the borough, air quality and noise levels are an issue), although development will need to have regard for the conservation area and support the improvement of the townscape quality.	

Site(s) name: Former Willesden Court House	Site no:10
Description of site: Demolished Court House building	
Description of setting: Set at the apex of St Mary's Road and Craven Park Road north of Harlesden town centre	
Description of proposed use of site: Mixed use development including a new ground floor community facility with residential development above.	Justification: Enabling a new community facility through mixed use development on brownfield land within a short distance of a town centre
Alternative site uses considered:	Why not chosen?
Community facility	Will require subsidy from residential development
Public space	Will not accommodate open space of useful size.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? 9, Harlesden Plaza, 11 Manor Park Road	
Grid reference: 521314 183776	Size of site (ha): 0.15 ha
Ward name: Harlesden	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 22/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Harlesden has SOA within the 10% most deprived within the country. Neighbouring Stonebridge, Kensal Green and Willesden equally so.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Is not within a growth area. Is subject to LDA funding using town centre management. Park Royal SIL is down the road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from 2ha open space; and more than 1200 metres from 20 ha open space
Is the site within 3km of a (pay and play) swimming pool?	2.4 km to Willesden Sports Centre
Is the site within 1km of a public sports hall?	As above. Closer private sports halls
Is the site within 200m of a bus stop or 400m from a train station?	Numerous bus services, including flagship 18 route to Euston. Harlesden Station is

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	1km metres walk. Willesden Junction is 580 metres walk.
PTAL Score of site	3-4
Road distance to a GP	110 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴⁶ in the vicinity of the site	55-60 db
Estimated night time maximum noise levels in the vicinity of the site	50-55 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: This is an opportunity to enable a community facility alongside residential development. Although some distance from a rail station, the site has a good PTAL score due to bus services and the proximity of shops and services. A development here would be on previously developed land and would be required to enhance the local townscape .	

Site(s) name: Manor Park Road	Site no: 11
Description of site: Back lands industrial buildings	
Description of setting: Set back behind town centre uses from Manor Park Road and Park Parade within Harlesden Town Centre	
Description of proposed use of site: Residential development	Justification: Redevelopment of brownfield site on redundant industrial buildings within close proximity of town centre.
Alternative site uses considered: Industrial employment	Why not chosen? Site has been redundant for some time. Concerns as to whether a new development could be satisfactorily serviced by commercial vehicles. Policy supports re-use of redundant industrial buildings, particularly within town centre locations
Community facility	Unlikely to come forward without subsidy from higher value uses
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? 9- Harlesden Plaza; 1o Former Willesden Court House and St Josephs Court	
Grid reference: 521802 183455	Size of site (ha): 0.25ha

⁴⁶ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Ward name: Kensal Green	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 22/09/2008	
Economic	Comments
Is the site in an area that is a priority for regeneration?	Kensal Green has SOA within the 10% most deprived within the country. Neighbouring Stonebridge, Harlesden and Willesden equally so.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from 2ha open space;
Is the site within 3km of a (pay and play) swimming pool?	1.4km to Willesden Sports Centre
Is the site within 1km of a public sports hall?	As above. Closer private sports halls
Is the site within 200m of a bus stop or 400m from a train station?	Numerous bus services, including flagship 18 route to Euston. Harlesden Station is 800m metres walk. Willesden Junction is 440 metres walk.
PTAL Score of site	4
Road distance to a GP	100 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Adjacent to Harlesden conservation area
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴⁷ in the vicinity of the site	55 – 65 db
Estimated night time maximum noise levels in the vicinity of the site	49 – 59 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial use, contamination is possible
Further technical comments: Access into the site is difficult	
Summary: Opportunity to deliver housing on a brownfield site within a town centre location with good access to shops and services and public transport. Likely to require an innovative design to deal with proximity of surrounding buildings and poor vehicular access. Possibility of contamination but uncertain.	

⁴⁷ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

Site(s) name: Former Willesden Social Club and St Josephs Court	Site no: 12
Description of site: Demolished former community facility and 1990s residential development	
Description of setting: Set at the apex of Rucklidge Avenue and Park Parade a short distance from Harlesden town centre.	
Description of proposed use of site: Comprehensive mixed use development including residential and a new community facility or contributions to its replacement elsewhere.	Justification: This proposal can contribute to the regeneration of Harlesden by providing new homes within an improved setting than currently on the site, and deliver a new community facility
Alternative site uses considered:	Why not chosen?
Community facility	Unlikely to come forward without subsidy from higher value uses
Public space	Although a form of public space could be delivered as part of a mixed scheme, it is likely to be difficult deliver a substantial space on land within private ownership without a form of incentive.
Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)?	
Grid reference: 521912 183429	Size of site (ha): 0.2ha
Ward name: Kensal Green	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/9/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Kensal Green has SOA within the 10% most deprived within the country. Neighbouring Stonebridge, Harlesden and Willesden equally so.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Is not within a growth area. Is subject to LDA funding using town centre management. Park Royal SIL is down the road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from 2ha open space;
Is the site within 3km of a (pay and play) swimming pool?	1.5km to Willesden Sports Centre
Is the site within 1km of a public sports hall?	As above. Closer private sports halls
Is the site within 200m of a bus stop or 400m from a train station?	Numerous bus services, including flagship 18 route to Euston. Harlesden Station is 900m metres walk. Willesden Junction is 540 metres walk.
PTAL Score of site	3-4
Road distance to a GP	200 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary	Yes

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school?	
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁴⁸ in the vicinity of the site	55 – 65 db
Estimated night time maximum noise levels in the vicinity of the site	49 – 59 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: This is an opportunity to enable a community facility alongside residential development. Although some distance from a rail station, the site has a good PTAL score due to bus services and the proximity of shops and services. A development here would be on previously developed land and would be required to enhance the local townscape .	

Site(s) name: Sainsbury's Superstore	Site no: 13
Description of site: Large food supermarket and surface customer car parking.	
Description of setting: Set between rail lines and Draycott Avenue a short distance for town centre uses and Kenton station.	
Description of proposed use of site: Mixed use redevelopment including residential and retail development. Development must be restricted to the northern part of the site, as part of a redevelopment of the existing store, so as to improve integration with the Kenton Road High Street, and to ensure there is no impact of development on properties along Draycott Avenue. Vehicular access to the site will be limited to existing locations. Development should have regard for the railway line along the western edge, both in terms of potential noise pollution but also for its wildlife importance. The Council will seek the preparation of agreed planning guidance for this site.	Justification: The proximity of local shops, services and forms of public transport would support the redevelopment of this brownfield site. Development proposals will be required to have careful regard for the existing dwellings along Draycott Avenue.
Alternative site uses considered:	Why not chosen?
Residential development	Location supports mixed use development.
Community facility	No identified shortage, but a facility could be provided as part of a mixed scheme.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	

⁴⁸ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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If yes, which sites (name and number)? No	
Grid reference: 516918 188136	Size of site (ha): 2 ha
Ward name: Kenton	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Within perhaps the least deprived part of the borough. Neighbouring Preston has a SOA within 10-20% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Edge of centre
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Within 400 m of public open space of 2ha or more and within 1200 m of public open space of more than 20ha
Is the site within 3km of a (pay and play) swimming pool?	5km
Is the site within 1km of a public sports hall?	1km to pay and play at University of Westminster campus
Is the site within 200m of a bus stop or 400m from a train station?	345 meters to rail station and bus stops
PTAL Score of site	Level 4
Road distance to a GP	550m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Railway line is wildlife corridor
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁴⁹ in the vicinity of the site	45-50 db
Estimated night time maximum noise levels in the vicinity of the site	35-40 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: Location supports development in terms of proximity to town centre uses and provision of public transport. Site also has good access to public open spaces and sports hall. No perceived environmental benefits derived from criteria on proformas but development will need to be sensitively delivered and have regard for	

⁴⁹ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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existing local dwellings.

Site(s) name: Clock Cottage	Site no: 14
Description of site: Locally listed former stabling block and adjoining land.	
Description of setting: Set within green space and set back from Kenton Road	
Description of proposed use of site: Residential institution, residential, community or ancillary uses. Any development should retain the Clock Cottage stabling block and have regard to its locally listed status by ensuring there is no adverse impact on its setting or on the setting of Kenton Grange.	Justification: Re-use of locally listed building. Using value derived from residential development to enable a form of community facility.
Alternative site uses considered:	Why not chosen?
Residential development	This would result in the perceived loss of a community facility.
Community facility	Such a facility is unlikely to be delivered without subsidy
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference: 517834 188867	Size of site (ha): 0.5ha
Ward name: Kenton	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Within perhaps the least deprived part of the borough. Neighbouring Preston has a SOA within 10-20% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Within 400 m of public open space of 2ha or more and within 1200 m of public open space of more than 20ha
Is the site within 3km of a (pay and play) swimming pool?	6km
Is the site within 1km of a public sports hall?	2km
Is the site within 200m of a bus stop or 400m from a train station?	Bus stops adjacent. 1km to Kenton Station
PTAL Score of site	1
Road distance to a GP	600 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Clock cottage is a locally listed building
Is the site within an area of low townscape quality?	No

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Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁵⁰ in the vicinity of the site	45-50 db
Estimated night time maximum noise levels in the vicinity of the site	35-40 db
Is the site on previously developed land or greenfield land?	Previously developed, but within green space
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: Residential development can enable a community facility and secure the restoration of this locally listed building. Not a site suitable for or promoted for high density residential development due to relatively low provision of public transport. No perceived environmental impacts based upon the criteria of the proformas.	

Site(s) name: Northwick Park Hospital	Site no: 15
Description of site: Large hospital campus	
Description of setting: Campus setting south of railway lands and surrounded by Northwick Park MOL.	
Description of proposed use of site: Redeveloped hospital with ancillary retail and leisure uses and key worker residential development for hospital workers. The ancillary development should not be of a scale so that it becomes the dominant use of the site. Development should have regard to and improve cycle routes running from east to west and north to south and the bus access should be relocated so as to remain in close proximity to the entrance of the hospital. Step free access to the local Underground station will also be sought. Proposals should conserve and enhance the Nature Conservation designation. - Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.	Justification: Redevelopment of the hospital campus to deliver buildings and facilities to meet current and future predicted standards of health care. Residential development is considered useful to help enable this.
Alternative site uses considered:	Why not chosen?
Hospital and higher education	Without enabling residential development, this may be difficult.
Hospital	Without enabling residential development, this may be difficult.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 516421 187736	Size of site (ha): 18.6ha
Ward name: Northwick Park	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Within perhaps the least deprived part of the borough. Neighbouring Preston has a SOA within 10-20% most

⁵⁰ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

	deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	2km
Is the site within 1km of a public sports hall?	200 metres
Is the site within 200m of a bus stop or 400m from a train station?	Northwick Park station is 330 meters. 4 bus stops within the campus
PTAL Score of site	4-5
Road distance to a GP	
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Land to south and east is of Grade 1 borough nature conservation importance.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	Adjacent
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁵¹ in the vicinity of the site	40-45 db
Estimated night time maximum noise levels in the vicinity of the site	35-40 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Possible due to activities and age of buildings
Further technical comments:	
Summary: Not a priority for residential development to meet growth, but characteristics of location could support this, particularly with regard to public transport. It is possible that the residential development may be used for hospital key workers. Development will need to be sensitive to the setting of the nearby MOL.	

Site(s) name: Morrisons superstore, Westmoreland Road	Site no: 16
Description of site: Supermarket and customer surface car parking.	
Description of setting: Set along Honeypot Lane a short distance from Queensbury Station Parade local centre. The Jubilee Line runs to the north of the site	
Description of proposed use of site: Use of eastern corner of car park for family housing. Alternatively a mixed use development including with residential over the retail. Proposals should have regards for surrounding employment uses and configure development so that conflicts between uses are mitigated. Proposals will be	Justification: Re use of customer car parking for residential development. Use of brownfield land in proximity to local shops and services and public transport

⁵¹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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required to entail land for and provision of a cycle route along Cumberland Road and maintain the PR2 bus service with an additional bus stand on Westmoreland Road.	
Alternative site uses considered:	Why not chosen?
Supermarket –as it is	No need to promote current use
Residential	The Council will promote mixed use development.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)?No	
Grid reference: 518930 189501	Size of site (ha): 2.3ha
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Queensbury appears to have relatively little deprivation compared to other wards. Some SOAs are classified as being in 30-40% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Out of centre.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Is more than 2ha of open space of 2ha
Is the site within 3km of a (pay and play) swimming pool?	5.5km
Is the site within 1km of a public sports hall?	1km to Kingsbury High School public sports hall
Is the site within 200m of a bus stop or 400m from a train station?	400 meters to Queensbury Station, 2 bus stops within 200 meters
PTAL Score of site	2
Road distance to a GP	Located along Queensbury Station Parade, 400 meters away.
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Railway line is wildlife corridor
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁵² in the vicinity of the site	Between 55 and 70 db

⁵² See noise maps at <http://www.noisemapping.org/> .

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Estimated night time maximum noise levels in the vicinity of the site	Between 35 to 55 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely, although redevelopment could conceivable involve the removal of a petrol filling station.
Further technical comments:	
Summary: A proposal to use land of redundant car parking spaces to provide family housing within area with good access to local services and moderate to good access to public transport. There are no perceived environmental impacts derived from proformas criteria.	

Site(s) name: Alpine House, Honeypot Lane	Site no: 17
Description of site: Interwar former factory building currently part vacant or in use for offices and retail warehousing.	
Description of setting: Set along Honeypot Lane a short distance from Queensbury Station Parade local centre. Land to the east is of nature conservation value. Jubilee Line runs to the north, beyond industrial uses.	
Description of proposed use of site: Mixed use development including low carbon or zero emission housing and new light industrial managed affordable workspace. The configuration should use the workspace along the north eastern and north western edge to mitigate any conflict between new residential development and existing employment premises, with family housing generally located along the southern edge. Proposals should include the re-provision of existing business where appropriate. Development must conserve and enhance the adjacent Wildlife Corridor. Development proposals should be accompanied by a Flood Risk Assessment.	Justification: The industrial building appears to be reaching the limits of modern employment uses. A mixed use development that also delivers modern commercial space will help to safeguard the site for employment uses, as well as delivering environmentally sustainable residential development. Site has planning permission for these uses.
Alternative site uses considered:	Why not chosen?
Industrial employment uses	Such development is unlikely to come forward without enabling residential development.
Bulky goods retail	Although broadly acceptable in terms of retail land use policy, it's unlikely the Council would release industrial land for retail as the wider policy framework promotes the reuse of brownfield land for residential development. The Council wishes to promote an innovative mixed use development that retains part of the site within industrial/employment uses.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? 16, Morrison's Supermarket	
Grid reference: 520703 188239	Size of site (ha): 1.25ha
Ward name: Queensbury	Area Planning Team: North

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Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Queensbury appears to have relatively little deprivation compared to other wards. Some SOAs are classified as being in 30-40% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	N/a
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Is more than 2ha of open space of 2ha
Is the site within 3km of a (pay and play) swimming pool?	5.5km
Is the site within 1km of a public sports hall?	1km to Kingsbury High School public sports hall
Is the site within 200m of a bus stop or 400m from a train station?	400 meters to Queensbury Station, 2 bus stops within 200 meters
PTAL Score of site	2
Road distance to a GP	Located along Queensbury Station Parade, 400 meters away.
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Site of borough nature conservation (grade 2) importance.
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁵³ in the vicinity of the site	Between 55 and 70 db
Estimated night time maximum noise levels in the vicinity of the site	Between 35 to 55 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to age of building and history of industrial operations, contamination of the land is possible.
Further technical comments:	
Summary: Promotes a mixed scheme on previously developed land for low carbon	

⁵³ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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residential development and modern workspace. Although the location is not promoted for growth, this is an opportunity to establish innovative development that can deliver a number of social, economic and environmental benefits. The location is well served by services and public transport.

Site(s) name: Land rear of Bridge Road	Site no: 18
Description of site: Vacant and derelict industrial buildings	
Description of setting: Set behind existing dwellings along Bridge Road.	
Description of proposed use of site: Residential development with improved vehicular access.	Justification: Re-use of brownfield land for residential development
Alternative site uses considered:	Why not chosen?
Industrial employment uses	Modern industrial workspace would not be satisfactorily served by commercial vehicles and may create impacts upon existing dwellings
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 521050 184574	Size of site (ha): 0.1ha
Ward name: Stonebridge	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in an area that is a priority for regeneration?	No, although Church End is just across the rail line
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400metres to open space of 2ha and more than 1200 metres from open space of 20 ha
Is the site within 3km of a (pay and play) swimming pool?	3km to Willesden Sports Centre
Is the site within 1km of a public sports hall?	3km to Willesden Sports Centre
Is the site within 200m of a bus stop or 400m from a train station?	300 meters from bus stop and 1000 meters to station
PTAL Score of site	2
Road distance to a GP	415 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No

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Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵⁴ in the vicinity of the site	0-55db
Estimated night time maximum noise levels in the vicinity of the site	0-49db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to age of buildings and history of industrial activity, this is possible.
Further technical comments:	
Summary: An opportunity to redevelop redundant industrial buildings. Area does not necessarily support high density development but could contribute to delivering family sized accommodation.	

Site(s) name: Stonebridge Schools	Site no: 19
Description of site: Schools and open space	
Description of setting: Set north of the railway line within Stonebridge Estate	
Description of proposed use of site: In line with the outline planning permission, mixed use redevelopment to deliver 2 new primary schools and a new public open space and residential development. Needs comprehensive approach to redevelopment to phase housing and schools together.	Justification: This proposal can contribute to the regeneration of Stonebridge and deliver two new primary schools and a new public open space and outdoor play facilities. This site is not able to accommodate a new secondary school.
Alternative site uses considered:	Why not chosen?
Open space	This would result in the loss of the school capacity, which could not be supported unless an alternative site and opportunity to enable the school could be found. This is unlikely.
Residential development	The site has not been considered as a means of meeting housing capacity and therefore the loss of the potential for a new school would not be acceptable. Residential development is considered as a means of enabling the new school development.
Is there an SPD or other design guidance proposed for the site? If yes, which? NO	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? 20, Former Unisys and Bridge Park	
Grid reference: 520259 183941	Size of site (ha): 3.8ha
Ward name: Stonebridge	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Much of Stonebridge is within the 10% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Within estate regeneration area and near the North Circular Road regeneration area
Social	
Will the site result in the loss of open space?	Yes, although the laying out of a new

⁵⁴ See noise maps at <http://www.noisemapping.org/> .

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	space with improvements to facilities.
Is the site within an area of open space deficiency?	Is more than 1200 metres to open space of 20ha
Is the site within 3km of a (pay and play) swimming pool?	4km from Vale Farm
Is the site within 1km of a public sports hall?	370 metres
Is the site within 200m of a bus stop or 400m from a train station?	730 metres from Stonebridge Park station. Adjacent bus stops along Brentfield Road
PTAL Score of site	2
Road distance to a GP	500 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Rail line is wildlife corridor
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵⁵ in the vicinity of the site	54db
Estimated night time maximum noise levels in the vicinity of the site	49db
Is the site on previously developed land or greenfield land?	Both
Is the site contaminated/ does it require remediation?	
Further technical comments: A flood risk assessment will be required as the site is over 1ha in size.	
Summary: Two new primary schools will be created to meet existing demand and growth, enabled by residential development. This will involve the loss of some open space, but with improvements made to the remaining space. This will contribute to continued regeneration within the Stonebridge estate area.	

Site(s) name: Former Unisys and Bridge Park Centre	Site no: 20
Description of site: Vacant office buildings alongside Bridge Park leisure centre	
Description of setting: Set along railway lines on the North Circular Road within Stonebridge Estate	
Description of proposed use of site: Requires comprehensive mixed use development including community uses, environmentally sensitive B1 uses, sport and recreation, hotel and residential development. However as much of the	Justification: A comprehensive mixed use redevelopment on previously developed land. Requires improvements to pedestrian

⁵⁵ See noise maps at <http://www.noisemapping.org/> .

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<p>site falls within flood zones 3a and 3b a Level 2 Strategic Flood Risk Assessment (SFRA) has been produced which should inform any development on this site. This is contained in the Sequential Test Report. Any development should not be in excess of the existing buildings footprint, should not impede flood water flows and should not increase surface water run-off. Development should be concentrated in the areas of lowest flood risk on the site. Development proposals for this site will require Flood Risk Assessment (FRA) and close liaison with the Environment Agency. The FRA should include: detailed modelling; assessment of existing buildings permeability to flood waters and flood flows; introduction of SUDS; and, assess and map flood extents, depths and speeds of flood waters. The re-provision of the sports centre on the Unisys site will be sought so as a buffer between the North Circular Road and more sensitive uses. Any residential development will not be permitted within 30 meters of the central section of the North Circular Road and will require mitigation for noise pollution. Proposals will be required to improve pedestrian movement into, out of and around this site, including the development of a footbridge across the North Circular Road. Development of this site should have regard for possible Fast Bus route through Park Royal. Taller buildings and higher densities are encouraged with density and heights scaled down towards the southern section, including family housing, provided that safe access/ egress in times of flood can be achieved to the satisfaction of the EA. A Transport Assessment will be required to assess the cumulative impact of proposed developments in and around the site. The Council will prepare planning guidance for this site.</p>	<p>access across the North Circular. Configuration should mitigate against noise pollution from NCR – with the sports centre acting as a buffer at the northern edge of the site.</p>
<p>Alternative site uses considered:</p>	<p>Why not chosen?</p>
<p>Housing and leisure centre</p>	<p>The Council requires a greater mix of uses</p>
<p>Leisure Centre</p>	<p>Requires subsidy from development</p>
<p>Is there an SPD or other design guidance proposed for the site? If yes, which? No</p>	
<p>Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?</p>	
<p>If yes, which sites (name and number)? 19, Stonebridge Schools, 24, Wembley POint</p>	
<p>Grid reference: 520285 184208</p>	<p>Size of site (ha): 2.85</p>
<p>Ward name: Stonebridge</p>	<p>Area Planning Team: West</p>
<p>Name of officer completing site proforma: Alex Hearn</p>	
<p>Date(s) site proforma completed: 25/09/2008</p>	
<p>Economic</p>	<p>Comments</p>
<p>Is the site in or within easy access of the most deprived wards?</p>	<p>Stonebridge is within top 10% most deprived</p>
<p>Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?</p>	<p>Stonebridge is a major estate regeneration area. North Circular Road has been identified by the Council as a regeneration area</p>
<p>Social</p>	
<p>Will the site result in the loss of open space?</p>	<p>No</p>
<p>Is the site within an area of open space deficiency?</p>	<p>More than 1200 metres to open</p>

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	space of 20ha
Is the site within 3km of a (pay and play) swimming pool?	3.5 km to Vale Farm
Is the site within 1km of a public sports hall?	On site
Is the site within 200m of a bus stop or 400m from a train station?	Stonebridge Park is 200 metres walk. Bus stops adjacent
PTAL Score of site	4-5
Road distance to a GP	900 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Yes
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵⁶ in the vicinity of the site	Between 55 – 60 db and 60 – 65 db
Estimated night time maximum noise levels in the vicinity of the site	Between 45 – 50 db and 55 – 60 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Likely to be contaminated due to scrap yard
Further technical comments: Water main through the site	
Summary: Flood risk a major constraint to the site so will require careful design. Noise levels and air quality derived from North Circular Road also major constraint. Will contribute to regeneration within the most deprived parts of the borough and deliver improved sports facilities. Site benefits from good public transport accessibility.	

Site(s) name: Land adjoining St John's Church	Site no: 21
Description of site: Dated community facility set St Johns Church.	
Description of setting: Set back from Wembley High Road within landscaped setting	
Description of proposed use of site: Residential development, amenity/open space and community facility that does not detract from the setting of the church and views from the Harrow Road. Proposals will entail sensitive boundary treatment and must include retention of trees and provision of railings to Harrow Road frontage of site.	Justification: Increasing the supply of affordable housing while enhancing and not detracting from the setting of the listed building
Alternative site uses considered:	Why not chosen?
Open Space	Would not create open space of valuable size due to remaining buildings on site
Education	Site not big enough for new school

⁵⁶ See noise maps at <http://www.noisemapping.org/> .

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Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 517857 185075	Size of site (ha): 0.6
Ward name: Sudbury	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Much of Sudbury is within 20 – 30% most deprived.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Within Wembley regeneration area
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 1200 metres to open space of 20h or more
Is the site within 3km of a (pay and play) swimming pool?	1.5 km to Vale Farm
Is the site within 1km of a public sports hall?	950 metres to Copeland School
Is the site within 200m of a bus stop or 400m from a train station?	150 meters to bus stop and 400 meters to station
PTAL Score of site	3
Road distance to a GP	280 meters
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	St John's Church id Grade 11 listed
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵⁷ in the vicinity of the site	55-60 db
Estimated night time maximum noise levels in the vicinity of the site	50-55 db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	

⁵⁷ See noise maps at <http://www.noisemapping.org/> .

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Summary: As per permission, opportunity to subsidise new community facility through sensitive residential development. Site is within acceptable distance to existing sports facilities and with good access to public transport. No perceived environmental concerns based upon the criteria within the proformas.

Site(s) name: Roundtree Road	Site no: 22
Description of site: Strip of land and buildings	
Description of setting: Set along the Harrow Road opposite Barham park	
Description of proposed use of site: Residential over community or retail use subject to achieving satisfactory residential environment and where redevelopment assists the regeneration of Barham Estate.	Justification: Opportunity for new affordable homes
Alternative site uses considered:	Why not chosen?
Open Space	Would not present useful open space. Barham Park is opposite.
Community Facility	Would require subsidy from residential development
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 516930 185225	Size of site (ha): 0.1ha
Ward name: Sudbury	Area Planning Team:
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Sudbury is within 20-30% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	540 metres to Vale Farm
Is the site within 1km of a public sports hall?	540 metres to Vale Farm
Is the site within 200m of a bus stop or 400m from a train station?	50 metres to Sudbury Town station. Bus stop adjacent
PTAL Score of site	5
Road distance to a GP	290 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No

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Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁵⁸ in the vicinity of the site	60-65db
Estimated night time maximum noise levels in the vicinity of the site	55-60db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Possible. Looks as though car repair or car sale use on site.
Further technical comments:	
Summary: Re use of brownfield land for residential development. Good access to sports facilities and excellent public transport accessibility. Noise pollution and air quality likely to be an issue due to proximity to road and rail respectively.	

Site(s) name: Vale Farm Sports Centre	Site no:23
Description of site: Tiring sports centre and running track	
Description of setting: Set within sports grounds behind dwellings along the Watford Road	
Description of proposed use of site: Improved indoor and outdoor sports and recreation facilities with building footprints located within the land currently defined by the running track. Proposals will contribute to improving the access into and out of the site for pedestrians and cyclists. Improvements will be sought to public transport as part of any proposal to develop the site. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.	Justification: The current facilities are reaching the limits of use in terms of purpose and age while there remains an existing deficiency and increased projected demand for such facilities.
Alternative site uses considered:	Why not chosen?
Open Space	Would require alternative site for sports centre. Demand for sports facilities is greater
Education Use on part of the land	Would result in loss of public open space
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 516832 185820	Size of site (ha): 4.5 ha
Ward name: Sudbury	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Sudbury is within 20-30% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space	No

⁵⁸ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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deficiency?	
Is the site within 200m of a bus stop or 400m from a train station?	460 metres to Sudbury Town Station and bus stop on site
PTAL Score of site	1-2
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁵⁹ in the vicinity of the site	45-50 db
Estimated night time maximum noise levels in the vicinity of the site	40-45 db
Is the site on previously developed land or greenfield land?	Previously developed
	Contamination possible due to age of buildings, but unlikely
Further technical comments:	
Summary: New like for like replacement facility to meet current and future needs. Would be no net loss in open space due to configuration of buildings. Perhaps not the most accessible of locations	

Site(s) name: Wembley Point	Site no: 24
Description of site: Tall office building and surface car parking. Argenta House also within boundary	
Description of setting: Set at the apex of the Harrow Road and the North Circular Road, adjacent to Stonebridge Park station and rail lines	
Description of proposed use of site: Subject to the sequential and exception tests, a level 2 SFRA and Flood Risk Assessment (in accordance with PPS25), redevelopment of site to retain the office building in its current use; develop part of the site not in the functional flood plain for a residential development and other complementary uses. Development should deliver an improved pedestrian experience and linkages to the Stonebridge Park Underground Station and provide for improved pedestrian access across the North Circular Road. Residential development will not be permitted within 30 metres of the central section of the North Circular Road and will require mitigation of noise pollution. Development should have regard for the possible Fast Bus route through Park Royal.	Justification: Redevelopment will maximise the use of this site, with development on previously developed land.
Alternative site uses considered:	Why not chosen?
Office –as is	A greater mix of uses is

⁵⁹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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	generally supported
Hotel	There are sequentially more preferable sites for hotel development
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? Unisys – over the NCR	
Grid reference: 519792 184270	Size of site (ha): 1.3 ha
Ward name: Stonebridge	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Stonebridge is most deprived ward in the borough with majority of SOA in 10% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Close to Stonebridge Estate that has been subject to some estate regeneration. NCR is identified by the council as a regeneration area.
Is the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	n/a
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 1200 metres to open space of 20 ha or more
Is the site within 3km of a (pay and play) swimming pool?	4km to Vale Farm
Is the site within 1km of a public sports hall?	270 metres to Bridge Park
Is the site within 200m of a bus stop or 400m from a train station?	Both adjacent
PTAL Score of site	4
Road distance to a GP	450 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	Yes, both
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶⁰ in the vicinity of the site	65-69db
Estimated night time maximum noise levels in the vicinity of the site	60-65db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely

⁶⁰ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Further technical comments:
Summary: Main issues will be noise pollution and air quality for new residents. Otherwise well connected with underground and bus services adjacent.

Site(s) name: land rear of Vivian Avenue	Site no: 25
Description of site: former sports facilities and allotments.	
Description of setting: Set between suburban residential streets. Overgrown back lands site.	
Description of proposed use of site: Limited and minimal development required to enable improvements to facilities and access for open space and sports use. Development should seek to protect and enhance the Nature Conservation designation.	Justification: By permitting limited development on the site, the remaining land can be brought back into practical use as a local amenity, including open space and sports facilities, while improving the accessibility, appearance and management of the land.
Alternative site uses considered:	Why not chosen?
Open space	Such a use will require enabling development
Community facility	Such a use will require enabling development
Is there an SPD or other design guidance proposed for the site? If yes, which? no	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? no	
Grid reference: 519241 184970	Size of site (ha): 0.7ha
Ward name: Tokyngton	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 24/09/2008	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Tokyngton has SOA within 20-30% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	In proximity of the Wembley Regeneration Area
Social	
Will the site result in the loss of open space?	Loss of private space that is not used. Will enable new space and outdoor sports facilities
Is the site within an area of open space deficiency?	More than 1200 metres from open space of 20ha
Is the site within 3km of a (pay and play) swimming pool?	3km to Vale Farm
Is the site within 1km of a public sports hall?	750 metres to Copeland School
Is the site within 200m of a bus stop or 400m from a train station?	420 meters to Wembley Stadium Station, adjacent to bus stops
PTAL Score of site	3
Road distance to a GP	200 metres
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the	No

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floodplain? If yes, which?	
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶¹ in the vicinity of the site	45 – 50db
Estimated night time maximum noise levels in the vicinity of the site	40-45 db
Is the site on previously developed land or greenfield land?	Previously developed but for recreational purposes
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: Main concern is the perceived loss of open space, but this is of such little value that the improved facilities could be worth the loss. Good access to local shops and services, moderate public transport accessibility.	

Site(s) name: Old St Andrews Church	Site no: 26
Description of site: Disused church buildings	
Description of setting: located to the west of Welsh Harp Metropolitan Open Land, majority of buildings around the site are residential	
Description of proposed use of site: Community facility to ensure the re-use of the Listed Buildings. The use of the buildings for a shared place of worship will be encouraged, having regard for the implications of trip generation and car parking. Improvements will be sought to public transport and pedestrian access as part of any proposal for the site. Proposals must have regard for the Grade 1 listed status of the building and the Grade 1 Nature Conservation Area.	Justification: An opportunity to reconnect local residents and occupiers to an important visual, social and historic landmark in the borough, not withstanding its listed status.
Alternative site uses considered:	Why not chosen?
N/a	Due to the level of protection afforded to the Church, it is almost impossible to envisage any possible alternative use of the site.
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? No	
Grid reference: 520636 m E - 186861.46 m N	Size of site (ha): 0.8 ha
Ward name: Welsh Harp	Area Planning Team: West
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 26/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	30-40% most deprived
Is the site in an area that is a priority for	No

⁶¹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 200m of a bus stop or 400m from a train station?	Neither
PTAL Score of site	0-1
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Yes
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁶² in the vicinity of the site	00.0-54.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	00.0-54.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The allocation of this site seeks to breathe new life into one of Brent's few grade 1 listed buildings. The site is not implicated by any environmental obstacles – any development has to be sensitive to grade 1 listed status of the church building.	

Site(s) name: Hawthorne Road	Site no: 27
Description of site: Industrial buildings located at the cross roads of Litchfield Gardens and Hawthorn Road.	
Description of setting: predominant land use surrounding the site is residential	
Description of proposed use of site: Residential development and amenity/open space. Improvements will be sought to public transport as part of any proposal to develop the site.	Justification: Redevelopment of badly located industrial building. Increasing the supply of residential development including affordable housing
Alternative site uses considered:	Why not chosen?
Industrial employment	The council would rather see the allocation of housing for this site
Bulky goods retail	This is not a priority and given the sites proximity to numerous services the preferred allocation takes precedence.
Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect	

⁶² See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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other sites?	
If yes, which sites (name and number)?	
Grid reference:	Size of site (ha): 0.2 ha
Ward name: Willesden Green	Area Planning Team: South
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 26/09/08	
Economic	Comments
Is the site in an area that is a priority for regeneration?	No
Is the site in or within easy access of the most deprived wards?	10-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	Yes
Is the site within 3km of a (pay and play) swimming pool?	Yes
Is the site within 1km of a public sports hall?	Yes
Is the site within 200m of a bus stop or 400m from a train station?	Site is 1128m to Willesden Green train Station
PTAL Score of site	2-3
Road distance to a GP	
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site within an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶³ in the vicinity of the site	0.00-0.49 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	0.00-0.49 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	As the site has had previous industrial usages, it is fair to presume that there may be some contamination – determining from this there may also be some asbestos in the roof.

⁶³ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004) Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Further technical comments:
Summary: Increasing the stock of affordable housing in the area and the provision of open space in an area where a deficit has been identified are the objectives of this allocation. This part of Willesden is sufficiently close to amenities to make this allocation viable apart from its long distance from a rail link. The only environmental concerns are the possibility of contamination on the site due to previous usage and it being in an air quality management area.

Site(s) name: Queens Parade and Electric House	Site no: 28
Description of site: Single storey shopping parade	
Description of setting: The site is located at the Junction of Walm Lane and Willesden Lane, set back from the road. Surrounding land use is retail on the front layer of properties and residential on the street behind them. There is a religious building nearby on the high road and some commercial as well.	
Description of proposed use of site: Mixed use redevelopment for retail and/or food and drink with residential above. Proposals should improve the public realm along the pavement frontage. The Council will use it's Compulsory Purchase Powers to assemble this site if necessary.	Justification: More intensive use of site to allow for diversification of retail off and increase the supply of residential units in the area.
Alternative site uses considered:	Why not chosen?
retail	Town centre location the council would like to see a mix of uses
Public space	The land is too central to the shopping parade to set aside for public space
Is there an SPD or other design guidance proposed for the site? If yes, which?No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)?	
Grid reference: 523251.89 m E - 184688.39 m N	Size of site (ha): 0.15 ha
Ward name: Willesden Green	Area Planning Team:
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 26/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Stretching 600m west of the Junction of Queens parade on the highroad and north 250m up Queens parade is a primary shopping frontage
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	yes
Is the site within 3km of a (pay and play) swimming pool?	Site is 1.3km to Willesden Pay and Play sports centre (1) with pool
Is the site within 1km of a public sports hall?	1.3km to Willesden Sports centre with Pay

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	and play s=sports hall
Is the site within 200m of a bus stop or 400m from a train station?	Site is 236m to Willesden Green train station and is serviced by multiple bus stops on the junction and high road
PTAL Score of site	2-3
Road distance to a GP	0.3m to Dr O.G Agbim, 99 High road, NW10 2SL
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Site is within Willesden Green conservation area. Electric House is locally listed.
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶⁴ in the vicinity of the site	70-74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	60.0-64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: Established retail and light commercial on the site and in its immediate vicinity supports this type of allocation which seeks to regenerate the commercial element whilst increasing the supply of residential units in the area. There are a multiplicity of services and amenities allowing for the viable creation of residential units whilst the retail allocation should complement what's already there. There are no environmental concerns for the site other than its designation as an air quality management area.	

Site(s) name: Former Playground, Dudden Hill Lane	Site no:29
Description of site: As a former brownfield site which was given temporary permission as a play area in 1981, it currently has no play equipment and is disused as a play area. The site is maintained by Brent's Parks Service, however no funding is available to redevelop as a playground.	
Description of setting: Site is adjacent to the Dudden Hill Lane Youth and Community Centre and Games Court along the northern boundary, with neighbourhood retail shopping along Willesden High Road to the south (Neighbourhood Centre). The site is not well positioned being next to a main intersection and busy road, and to meet the needs of local residents.	

⁶⁴ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Description of proposed use of site: Small mixed use development with community, leisure or retail use on the ground floor with residential above. Financial contributions will be sought towards provision of a new play area and open space improvements in the vicinity, namely Learie Constantine Open Space on Villiers Road, and Willesden Communal Gardens, Dudden Hill Lane.	Justification: As former Brownfield site which was given permission as a play area in 1981, it currently has no play equipment and is disused as a play area. The site is maintained by Brent's Park Service however no funding is available to redevelop as a playground. The site is not well positioned, being next to a main intersection and busy road, and to meet needs of local residents.
Alternative site uses considered: Community facility	Why not chosen? Will require subsidy from residential development
Is there an SPD or other design guidance proposed for the site? If yes, which?	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)?	
Grid reference: 522208.25 m E - 184849.63 m N	Size of site (ha): 0.16
Ward name: Willesden	Area Planning Team: South
Name of officer completing site proforma: Sam Gerstein	
Date(s) site proforma completed: 25/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	10-20% most deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	The site sits directly adjacent to a local shopping centre on Dudden Hill Lane
Social	
Will the site result in the loss of open space?	Only a redundant derelict open space that allocation seeks to replace with mixed use including indoor community leisure facility
Is the site within an area of open space deficiency?	Yes by definition of being more than half a km to an area of open space over 2ha.
Is the site within 3km of a (pay and play) swimming pool?	Site is 1.3km to Willesden Sports centre with pay and play swimming pool
Is the site within 1km of a public sports hall?	Site is 1.3km to Willesden sports centre with pay and play sports hall. Site is also 3.7km to Charteris Sports centre (1).
Is the site within 200m of a bus stop or 400m from a train station?	Site is 392m to Willesden Junction train station. There is a bus stop directly in front of the site
PTAL Score of site	2 to 3
Road distance to a GP	0.2 miles to The Medical Centre, 144-150 High Road, Willesden NW10 2PT
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of	No

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nature conservation importance (e.g. metropolitan/borough importance)?	
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶⁵ in the vicinity of the site	70.0-74.9 dB (A)
Estimated night time maximum noise levels in the vicinity of the site	60.0-64.9 dB (A)
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Site was previously a play area suggesting no contamination issues.
Further technical comments:	
Summary: Poor location next to a busy intersection justifies the allocations departure from an open playground to something partially of the same category only covered. There are sufficient amenities to support a residential development of this kind, GP within close distance as is Pay and Play pool and sports hall facility, transport and shopping services. There are no environmental concerns for this site other than it being in an air quality management area.	

Site(s) name: Former State Cinema/ Mecca Bingo, Kilburn High Road	Site no: 30
Description of site: The entrance of the building is located on the Kilburn High Road. The High Road's predominant use is retail and leisure, varying in quality. There are residential properties adjacent to the Western boundary of the site.	
Description of setting: Listed building which is now vacant, previous uses include a bingo hall/ cinema. The building is set back from Kilburn High Road and surrounded by residential and retail development.	
Description of proposed use of site: Mix of uses including community facility, arts and culture, retail, entertainment and employment workspace to secure the long-term use of the listed building. Notwithstanding the town centre location, proposals should have regard for impact of neighbouring residential properties.	Justification: An opportunity to reconnect local residents, occupiers and visitors with an important visual, social and historic landmark and listed building in the borough, as well as improve and diversity the uses available.
Alternative site uses considered: Place of worship	Why not chosen? Building would be suitable for such use however there are concerns about the impacts of parking for such a large attractor
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? N/A	

⁶⁵ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Grid reference: 525205.26 m E 183910.56 m N	Size of site (ha): 1.4
Ward name: Kilburn	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 18/09/08	
Economic	Comments
Is the site in or within easy access of the most deprived wards?	Site is within the Kilburn ward (top 10% most deprived) and within close proximity (615m) to the South Kilburn regeneration area (IMD, 2007). South Kilburn is in the top 5% most deprived wards in London, and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Yes – in Kilburn town centre on Kilburn High Road.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	Yes (Charteris Sports Centre – 1 point)
Is the site within 200m of a bus stop or 400m from a train station?	Yes – bus stop directly outside the north west of the site on Willesden Lane, and numerous bus services and a bus stop 150m north on the Kilburn High Road. Kilburn High Road rail station is 615m away.
PTAL Score of site	Level 6a
Road distance to a GP	245m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Yes – Kilburn State Cinema is a listed building
Is the site in an area of low townscape quality?	
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes

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Estimated day time maximum noise levels ⁶⁶ in the vicinity of the site	Road – 60-64.9 dB Rail – 0
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail – 0
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	No
Further technical comments:	
Summary: The development would create an interesting and much needed focal point on the Kilburn High Road area, and will be an important visual, historical, and social landmark. It will provide for local businesses at affordable rates and enhance Kilburn's local community facilities.	

Site(s) name: Kilburn Square, Kilburn High Road	Site no: 31
Description of site: Site is located in the southern end of the Kilburn High Road retail and leisure area.	
Description of setting: Declining town centre mixed use development of residential, offices, retail market space and public square set back from the busy High Road.	
Description of proposed use of site: Mixed use development for residential, retail, community uses and retention of market space and the provision of amenity/ open space. Development should have regard for the listed building immediately north of the site. The footpath along Kilburn High Road should be re-paved as part of public realm improvements. The Council has prepared adopted Supplementary Planning Document for this site.	Justification: The redevelopment will introduce environmental improvements to Kilburn High Road, residents, occupiers and visitors, increase the residential density and improve the configuration of the market space.
Alternative site uses considered:	Why not chosen?
Housing	Council seeking a wider mix of uses for this accessible location
Offices	Council seeking a wider mix of uses for this accessible location
Retail	Council seeking a wider mix of uses for this accessible location
Is there an SPD or other design guidance proposed for the site? If yes, which? Yes – Supplementary Planning Document for 103-123 Kilburn High Road	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? Yes – could affect listed building immediately north of the site.	
Grid reference: 525253.01 m E 183645.66 m N	Size of site (ha): 0.6
Ward name: Kilburn	Area Planning Team: South
Name of officer completing site proforma: Laura Jenkinson	
Date(s) site proforma completed: 18/09/08	

⁶⁶ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Economic	Comments
Is the site in or within easy access of the most deprived wards?	Site is within the Kilburn ward (top 10% most deprived) and within close proximity (270m) to the South Kilburn regeneration area (IMD, 2007). South Kilburn is in the top 5% most deprived wards in London, and ranked in top 1% of 'housing deprived areas in the UK. The South Kilburn area is also within the top 3% of the most deprived wards in the UK (Index of Multiple Deprivation, 2000).
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
If the site includes retail: is the site located in a town centre or edge-of-centre location? If yes, which?	Yes – the site is located within the Kilburn High Road retail area.
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Is the site within 3km of a (pay and play) swimming pool?	No
Is the site within 1km of a public sports hall?	Yes (Charteris Sports Centre – 1 point)
Is the site within 200m of a bus stop or 400m from a train station?	Yes – the site is 195m from Kilburn High Road overground station,
PTAL Score of site	Level 6a
Road distance to a GP	615m
Is the site within the catchment of a primary school?	Yes
Is the site within the catchment of a secondary school?	Yes
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	Yes – listed building immediately north of the site
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site within an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁶⁷ in the vicinity of the site	Road – 60-64.9 dB Rail – 0
Estimated night time maximum noise levels in the vicinity of the site	Road – 50-54.9 dB Rail – 0
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	Unlikely

⁶⁷ See noise maps at <http://www.noisemapping.org/>.

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004)
Daytime outdoor living areas max. 55 dB, night time outside bedrooms max. 45 dB

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Further technical comments:
Summary: The development will help to improve the quality of the Kilburn High Road shopping area, and will introduce environmental benefits which will affect residents, occupiers and visitors in a positive way. The improved building quality will attract more people to the area.

Transport Sites

Site(s) name: Land in front of 12-14 Carlisle Road	Site no: T1
Description of site: Forecourt area	
Description of setting: Industrial estate off of the Edgware Road	
Description of proposed use of site: A one metre strip of land is required along the south side of Carlisle Road for highway widening when the sites are redeveloped.	Justification: Improve commercial parking, turning and accessibility
Alternative site uses considered: N/a	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? BO3	
Grid reference: 520424 190023	Size of site (ha): N/a
Ward name: Queensbury	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Not necessarily. Is seeking the safe guarding of land for some highway widening
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Within Burnt Oak Colindale regeneration area
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from open space of 2 ha and more than 1200 metres from open space of more than 20ha
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	No

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Estimated day time maximum noise levels ⁶⁸ in the vicinity of the site	65-69db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: Has no impacts. Will help with circulation of industrial estate and reduce number of vehicles upon the road	

Site(s) name: Barningham Way	Site no: T2
Description of site: Land between industrial buildings	
Description of setting: Industrial estates along Kingsbury Road	
Description of proposed use of site: Land required for highway widening and adoption following and as part of development of adjoining sites.	Justification: To support movement and circulation within the industrial estate. Currently substandard highway infrastructure to support the estate
Alternative site uses considered:	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? NO	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? NO	
Grid reference: 520675 188479	Size of site (ha): n/a
Ward name: Fryent	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Fryent has SOA within 20-30% deprived
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No, borough employment area
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	No
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No

⁶⁸ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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Is the site with an Air Quality Management Area?	No
Estimated day time maximum noise levels ⁶⁹ in the vicinity of the site	60-65db
Is the site on previously developed land or greenfield land?	Previously developed land
Is the site contaminated/ does it require remediation?	Possible due to history of industrial use
Further technical comments:	
Summary: No derived impact. Will help support the functioning and future viability of the industrial estate	

Site(s) name: Oxgate Lane	Site no: T3
Description of site: Land between industrial buildings	
Description of setting: Industrial estate at Staples Corner	
Description of proposed use of site: Link road with acceptable gradient to be constructed and adopted to improve servicing to industrial estate.	Justification: Link the internal road network within the industrial estate
Alternative site uses considered: n/a	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? no	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? no	
Grid reference:	Size of site (ha): n/a
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Within Dollis Hill, with up to top 10% most deprived. However this is about circulation for commercial vehicles. Hardly going to facilitate jobs
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Staples Corner SIL
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More that 400 metres from 2ha open space
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No

⁶⁹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁷⁰ in the vicinity of the site	55-59db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial activity, this is possible
Further technical comments:	
Summary: No derived impacts. To support circulation within the industrial estate	

Site(s) name: Humber Road	Site no: T4
Description of site: Land between industrial buildings	
Description of setting: Industrial estate	
Description of proposed use of site: Service road following redevelopment to improve accessibility, servicing and general management.	Justification: To support circulation within the industrial estate
Alternative site uses considered: n/a	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? NO	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? No	
Grid reference:	Size of site (ha): n/a
Ward name: Dollis Hill	Area Planning Team: North
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Within Dollis Hill, with up to top 10% most deprived. However this is about circulation for commercial vehicles. Hardly going to facilitate jobs
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Staples Corner SIL
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from 2ha open space
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	No
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No

⁷⁰ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁷¹ in the vicinity of the site	55-59db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Due to history of industrial activity, this is possible
Further technical comments:	
Summary: No derived impacts. Will help circulation within an industrial estate	

Site(s) name: Junction of Sidmouth Road and Willesden lane	Site no: T5
Description of site: Land at corner of junction	
Description of setting: Corner of junction, next to office block	
Description of proposed use of site: Junction widening from the site of Quality House.	Justification: To allow buses to make a left turn at the junction, particularly for potential re-route of 52 service
Alternative site uses considered: n/a	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? no	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites? If yes, which sites (name and number)? no	
Grid reference:	Size of site (ha): N/a
Ward name: Willesden Green	Area Planning Team: South
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Willesden Green has SOA within top 10% most deprived. Could help improve access to shops, service and employment.
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	No
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres from open space of 2ha and more than 1200 metres from open space of 20ha
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	NO
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No

⁷¹ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	Yes
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁷² in the vicinity of the site	55-60db
Is the site on previously developed land or greenfield land?	Previously developed
Is the site contaminated/ does it require remediation?	Unlikely
Further technical comments:	
Summary: No derived impacts. To help improve public transport accessibility and movement	

Site(s) name: Footbridge at Waxlow Road	Site no: T6
Description of site: across Grand Union Canal	
Description of setting: Industrial estate adjacent to Canal	
Description of proposed use of site: Footbridge connecting the tow path along the southern edge of the Grand Union Canal with the end of Waxlow Road while screening the existing service pipe.	Justification: To provide pedestrian crossing opportunities across the canal, instead of walking around
Alternative site uses considered: n/a	Why not chosen?
Is there an SPD or other design guidance proposed for the site? If yes, which? No	
Is the site part of a cluster of sites/ in close proximity to other sites/ likely to affect other sites?	
If yes, which sites (name and number)? no	
Grid reference:	Size of site (ha): n/a
Ward name: Stonebridge	Area Planning Team: West
Name of officer completing site proforma: Alex Hearn	
Date(s) site proforma completed: 25/09/2008	
Economic	Comments
Will the site improve access to or within the most deprived wards?	Stonebridge is the most deprived part of the borough. This could increase pedestrian access to places of work within the estate instead of requiring a detour
Is the site in an area that is a priority for regeneration or within a designated employment area or Strategic Industrial Location (SIL)?	Park Royal SIL
Social	
Will the site result in the loss of open space?	No
Is the site within an area of open space deficiency?	More than 400 metres to open space of 2ha. More than 1200

⁷² See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB

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	metres to open space of 20ha
Environmental	
Will the site affect an SSSIs or other site of nature conservation importance (e.g. metropolitan/borough importance)?	Canal is wildlife corridor
Is the site within Zone 2 or Zone 3 of the floodplain? If yes, which?	No
Does the site affect a listed building, conservation area etc?	No
Is the site in an area of low townscape quality?	No
Is the site located within an existing MOL boundary?	No
Is the site with an Air Quality Management Area?	Yes
Estimated day time maximum noise levels ⁷³ in the vicinity of the site	55-60db
Is the site on previously developed land or greenfield land?	Previously developed, although across canal
Is the site contaminated/ does it require remediation?	Possibly due to being within an industrial estate
Further technical comments:	
Summary: Should help improve pedestrian access within a vehicle dominated industrial estate	

⁷³ See noise maps at <http://www.noisemapping.org/> .

WHO guidelines on community noise in specific environments (cited in the Mayor's Ambient Noise Strategy, 2004): School class and pre-schools, indoors, 35 dB; school playground outside, 55 dB; hospitals, max 30 dB