

## 4. Site Allocations

### **109: Neasden Lane / Birse Crescent, Neasden**

**Ward:**

Dudden Hill

**Site area:**

0.26 hectare

**Description:**

A mix of car parking and low rise residential set between Neasden Lane and Birse Crescent to the rear of retail frontage.

**Unitary Development Plan 2004 status:**

Primary shopping frontage



**Preferred option:**

Mixed use redevelopment for residential and retail use and car parking, entailing a higher density configuration.

**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 population to contribute to improved natural surveillance and increased footfall within the town centre.

**Notes:**

This allocation was introduced after the issues and options stage.

## 4. Site Allocations

### 110: Neasden Lane/ North Circular Road, Neasden

**Ward:**

Dudden Hill

**Site area:**

0.1 hectares

**Description:**

A town centre mix of retail frontage and car parking and set between Neasden Lane and the North Circular Road.

**Unitary Development Plan 2004 status:**

Primary shopping frontage



**Preferred option:**

Mixed use redevelopment for a hotel or retail with residential above.

**Justification:**

Regeneration of the town centre including improving natural surveillance and increased footfall.

**Notes:**

This allocation was introduced after the issues and options stage.

## 4. Site Allocations

### 111: Harlesden Plaza

**Ward:**

Harlesden

**Area:**

1.1 hectares

**Description:**

Single storey retail units, car parking, church, youth centre and residential use within town centre.

**Unitary Development Plan 2004 status:**

Primary Shopping Frontage, Conservation Area and Archaeological Priority Area.



**Preferred option:**

Mixed use development including town centre and retail uses, residential development and public space.

**Justification:**

Introducing a greater density of higher value land use to introduce improved retail accommodation within the Harlesden town centre; reintroducing a greater population to contribute to improved natural surveillance and increased footfall within the town centre.

## 5. Site Allocations Considered but Not Included

### 112: The Lyon Industrial Estate, Staples Corner

**Ward:**

Welsh Harp

**Area:**

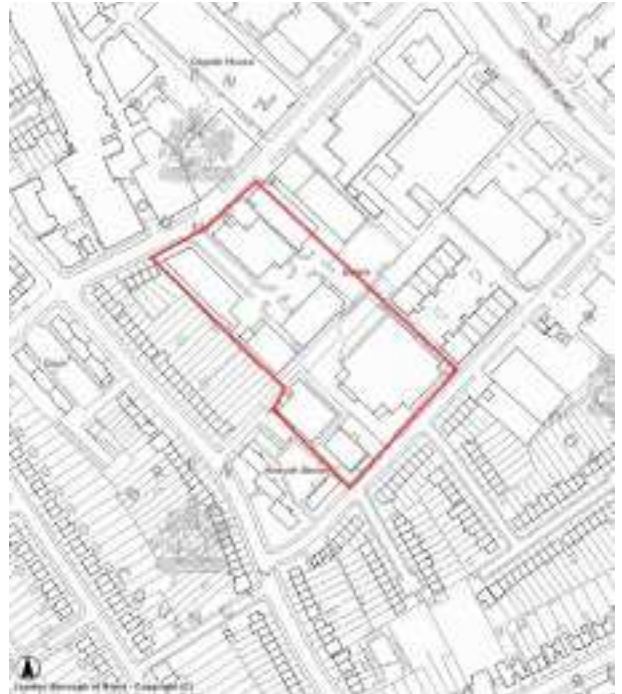
2 hectares

**Description:**

Industrial estate within Staples Corner area.

**Unitary Development Plan 2004 status:**

Strategic Employment Area.



**Reason for exclusion from preferred options stage:**

The land is designated by the London Plan as a Strategic Employment Location. The Council has identified sites to meet the planned housing capacity figures through the Growth Strategy as identified within the Core Strategy (preferred options).

**Notes:**

Representations were made at issues and options stage for a mix of residential and employment uses.