

LONDON BOROUGH OF BRENT LOCAL DEVELOPMENT FRAMEWORK SITE SPECIFIC ALLOCATIONS DPD



March 2009



Proposed Submission

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Site Specific Allocations - resubmission version

1. Foreword

In 2008, the council submitted versions of the *Core Strategy* and the *Site Specific Allocations* to the Secretary of State to be considered by a Planning Inspector in anticipation of being adopted as formal planning policy. However, the council decided to withdraw these documents from the submission process upon the advice of the Planning Inspector.

The Inspectors comments included suggestions that the document be restructured to reflect the growth areas identified within the Core Strategy, (Wembley, Alperton, South Kilburn, Burnt Oak/Colindale and Church End); and to include information about the development capacity of sites, and when they may be delivered.

The Inspectors comments can be viewed on Brent's Planning webpages.

1. Introduction

The purpose of the Site Specific Allocations document (SSA)

As part of Brent's *Spatial Planning Strategy*, the Site Specific Allocations (SSA) form part of a mandatory series of documents known as the Development Plan Documents (DPDs) within the Local Development Frameworks (LDF), see figure 1.

Essentially, the SSA provides a complementary role towards Brent's spatial planning direction as laid out in the borough's *Core Strategy* document; and as such will help deliver Brent's **Spatial Vision 2026**.

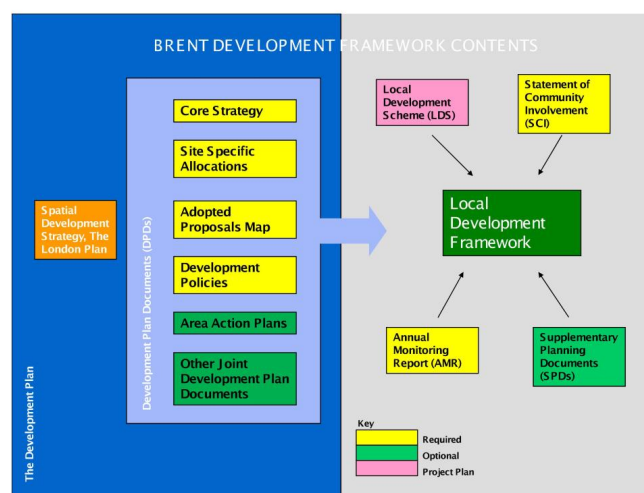


Figure 1: Local Development Framework

To fulfil its role as a complementary document to the Core Strategy and helping to deliver change to Brent, the SSA will:

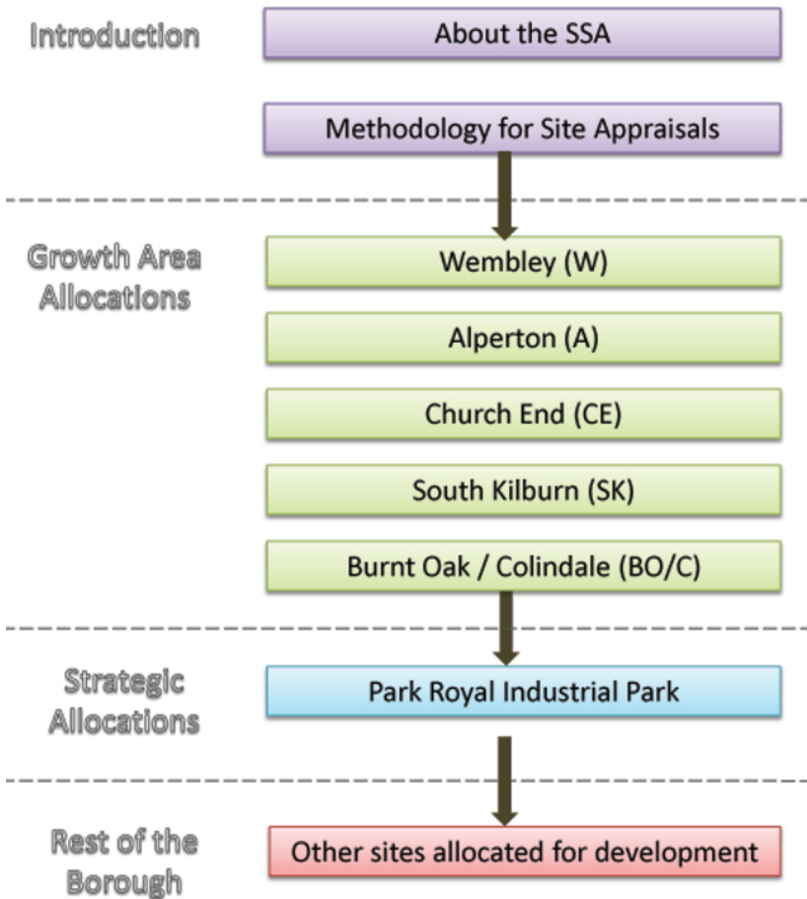
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- identify locations for development opportunity, particularly within the 5 designated growth areas, Wembley, Alperton, South Kilburn, Church End and Burnt Oak/Colindale
- establish broad principles of development and appropriate conditions that may be applied in respect of social, economic and environmental factors
- qualify opportunities for land-use and mixes of use
- identify sites which may require new or improved community facilities or services as a result of a development
- where appropriate, demonstrate the advantage of comprehensive land parcel assembly for the best disposition of land-use and to create higher quality places
- identify and manage the potential impacts of development upon the natural and built environment, residents, workers, businesses and visitors

Site Specific Allocations - resubmission version

Structure of the document

Figure 2 illustrates the structure of this document.



The '**Growth Areas**' are 5 designated locations within Brent's Core Strategy that will accommodate a majority of borough's much needed new housing

Wembley is the borough's main site for major commercial growth due to it's transport connectivity, land availability, and the *Wembley Brand*.

A further major site allocation within Brent's spatial strategy is **Park Royal**. This is because of its strategic commercial value to London as a whole and its potential create local jobs

The '**Rest of the Borough**' illustrates a further **31 sites** throughout Brent which possess potential for re-development; but which do not fall within the growth areas.

Figure 2: Document Structure

Site Specific Allocations - resubmission version

Methodology for Site Appraisal

To provide a more coherent and consistent illustration of the development potential for each site the following method of appraisal was used to qualify the locations in terms of:

- an indicative capacity for development
- stages of phasing development
- necessary infrastructure requirements

Indicative Capacity for Development

In terms of quantifying the residential densities that can be placed on an identified site, the council adopted a method based on the *site area* and the *Public Transport Accessibility Level (PTAL)* score cited in the London Plan. This followed the principle that higher density development should be located where there *is a high PTAL score and close proximity to local services and shops*. Areas located far from public transport or local services should contain a lower density of development.

As such, table 1 provides indicative figures for densities that are based on the number of habitable rooms (bedrooms, living rooms, and kitchens) per hectare (10,000m²), *against* the type of neighbourhood setting and PTAL score. Assumptions for development capacity are based upon mean averages of densities explained within the London Plan.

For example, a site of 0.75 hectares, within a suburban setting with a PTAL score of 2 will have a density of 200 habitable rooms X 0.75 = 150 habitable rooms. This translates into about 55 units, based on a mix of 1,2 & 3 bedroom units.

Public Transport Accessibility Level (PTAL)	0-1 (Low)	2-3 (Moderate)	4-6 (Very good)
Suburban setting	175 habitable rooms per hectare	200 habitable rooms per hectare	275 habitable rooms per hectare
Urban setting	200 habitable rooms per hectare	325 habitable rooms per hectare	450 habitable rooms per hectare
Central setting	450 habitable rooms per hectare	475 habitable rooms per hectare	875 habitable rooms per hectare
<p><u>Suburban setting</u> - areas which predominantly comprise lower density developments such as detached and semi-detached houses, are residential in character, have small building footprints and typically buildings of two to three storeys.</p> <p><u>Urban setting</u> - areas which predominantly comprise dense development such as terraced houses, mansion blocks, a mix of two to four storeys, are located within 800 metres walking distance of a District centre, or along main arterial routes.</p> <p><u>Central setting</u> - areas comprising very dense development, a mix of uses, large building footprints and typically buildings of four to six storeys located within 800 metres walking distance of an International, Metropolitan or Major Town centre.</p>			

Table 1: Indicative densities for development

Site Specific Allocations - resubmission version

N.B. Certain sites already possess planning consent for a development; and in these cases, the figure granted under that planning permission has been cited as the *indicative density*. Figures for these cases are a realistic reflection of a development derived from a detailed planning process including design and local consultation. Furthermore, where the council in principle supports density of development ascertained through detailed discussions with developers (pre-application), this may also be provided. For the majority of cases however, density is indicated by the above calculation.

Estimating the phasing of development

This 'element' of appraising site development can not be quantified since it is dependent on the property market and the confidence of developers. Nevertheless, although current market confidence is not as positive as it was in 2007; in 5 years time the market may have evolved through this economic cycle and be in a stronger position.

However, there are assumptions and guiding questions that can provide clarity as to when a particular scheme can be expected to be delivered. These include:

1. Is there an existing planning permission for the scheme?
2. Have there been any pre-application discussions regarding the redevelopment of a particular site?
3. It can take up to two years for a major scheme to go through pre-application discussions and a planning application.
4. It can take 18 months to 2 years to construct a major scheme, sometimes much longer.
5. Is the land within a single ownership?
6. Are there any existing occupiers of the land and premises who have a longterm lease?
7. Individual site specific policy conflicts that will need resolution.

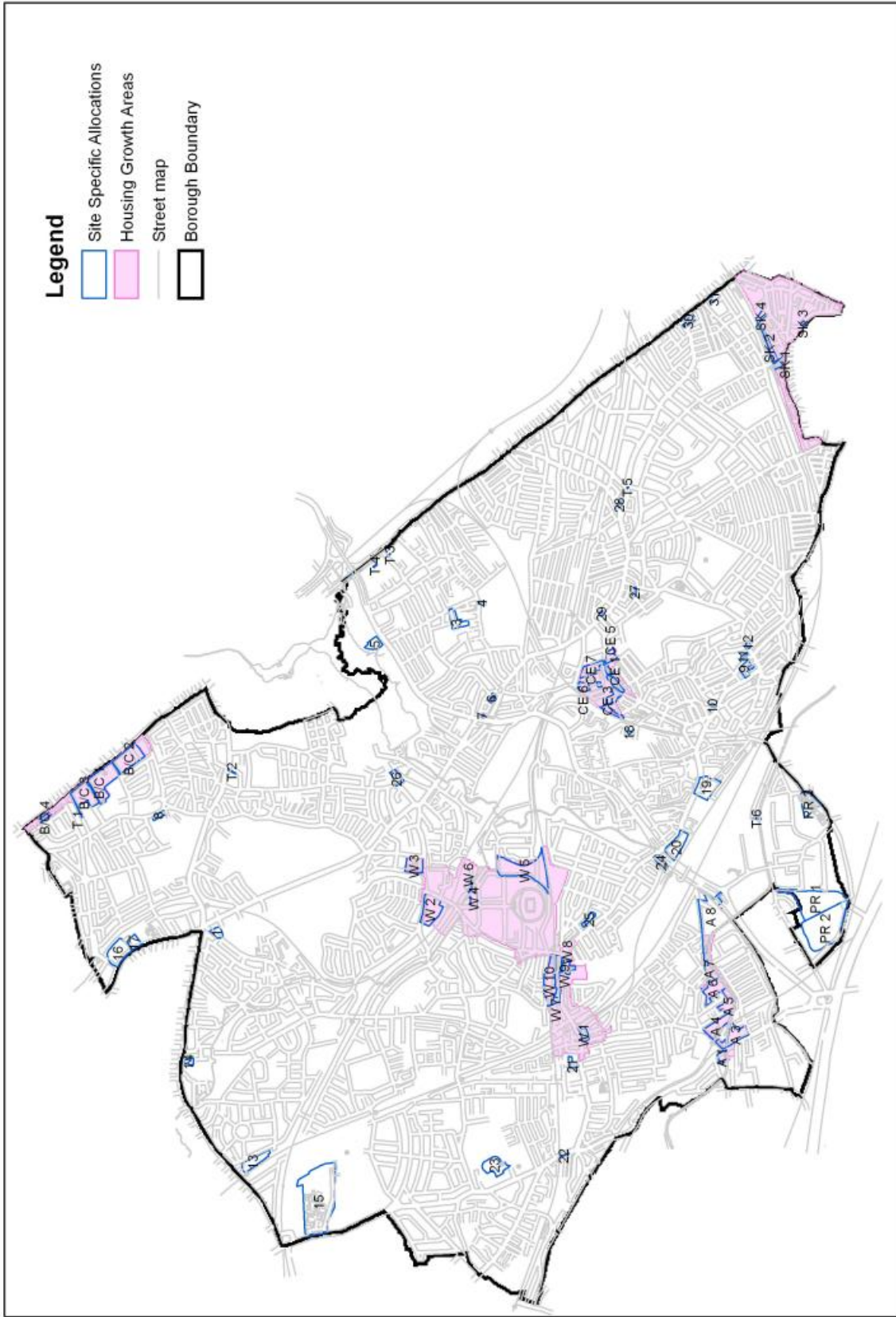
The council considers these issues, and then makes a judgement as to when development schemes may be expected. These are separated into bi-annual groups, up to 2026. For example the year group 2009 - 10 runs from the beginning of 2009 to the end of 2010.

Planning for Infrastructure

With the allocation of sites for large-scale housing growth, it was prudent for the council to quantify necessary and appropriate infrastructure to cater for increased population numbers. As such, a document titled the **Infrastructure & Investment Framework (IIF)** was drawn up to illustrate the particular infrastructure required as growth progresses. Additionally, any development should be considered in-line with Brent's Core Strategy.

Site Specific Allocations - resubmission version

2. Site Specific Allocations Map



Site Specific Allocations - resubmission version

3. Wembley Growth Area

Core Policy 7

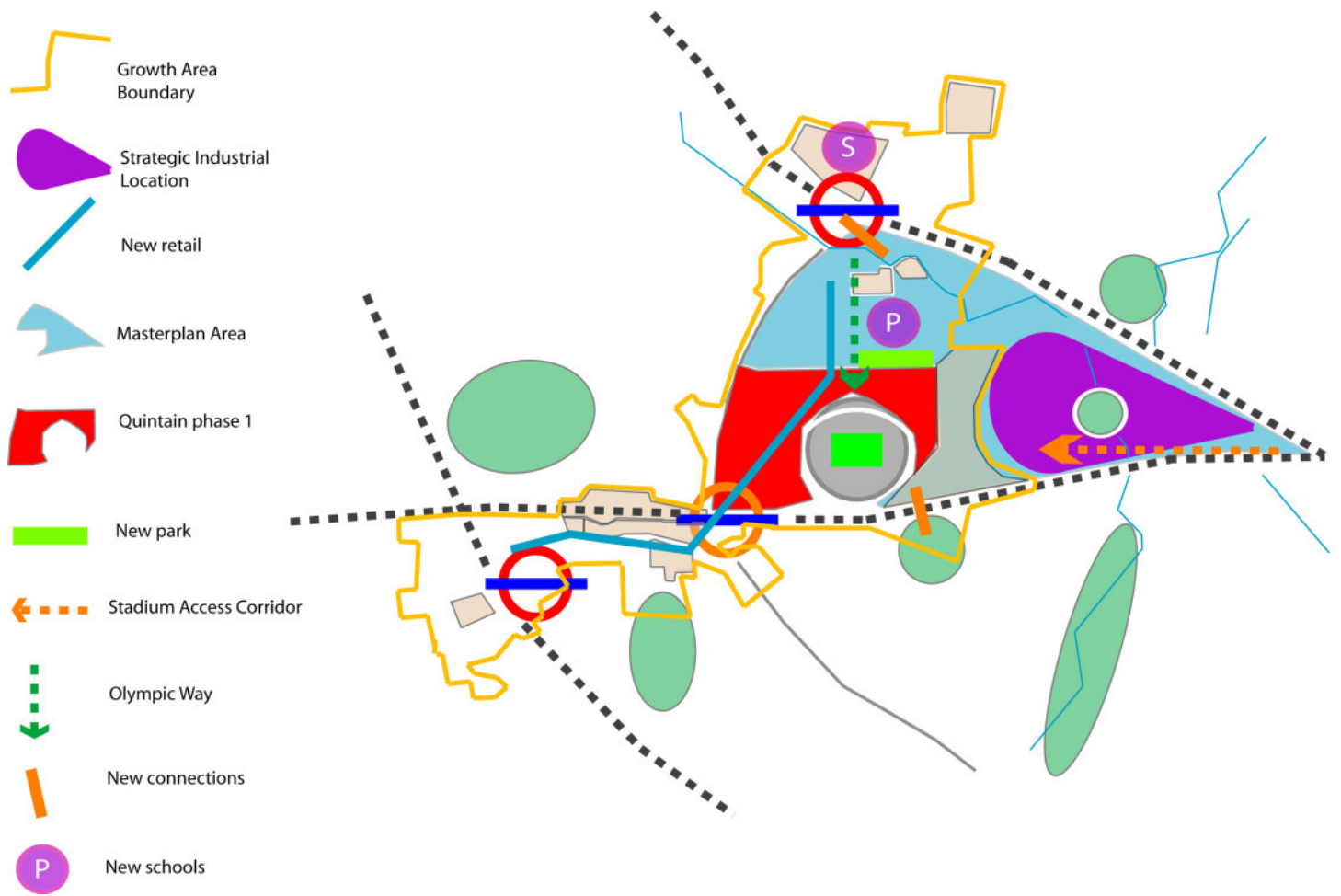
Wembley Growth Area

Wembley will drive the economic regeneration of Brent. It is promoted for major mixed use redevelopment in line with identified Site Specific Allocations W1 – W8 and the Wembley Masterplan. Wembley will become a high quality, urban, connected and sustainable city quarter generating 10,000 new jobs across a range of sectors including retail, hospitality, offices, conference facilities, hotels, leisure, tourism and visitor attractors, creative and cultural industries and modern industrial uses. Around 70 hectares of land around the Wembley National Stadium and Wembley High Street will be redeveloped for at least 11500 new homes to 2026, supported by infrastructure identified within the Infrastructure and Investment Framework, including:

- New road connection
- Junction improvements
- 3 new 2 form of entry primary schools
- A new combined primary (2 form of entry) and secondary school (4 form of entry) on the Wembley park site
- Extensions to existing local schools
- Nursery places
- At least 2.4 hectares of new public open space to comprise of a new park (1.2ha min) and 3 pocket parks/squares (0.4ha each)
- Improvements to the quality and accessibility of existing open spaces
- A new community swimming pool serving the north of the borough
- A new civic centre
- Indoor and outdoor sports facilities
- Play areas
- A minimum of 1000 trees
- New health facilities with space for 17 GPs 13 new dentists
- District-wide Combined Cooling, Heat and Power as set out in CP17
- New multi use community facilities

As identified in the Core Strategy, Wembley town centre will be extended eastward to facilitate a further 30,000sqm (net increase) of new retail floorspace.

Site Specific Allocations - resubmission version



Site Specific Allocations - resubmission version

W1. Wembley West End**Address:**

Ealing Road, Wembley, HA0.

Ward:

Wembley Central.

Area:

0.8 hectares.

Description:

Town centre retail, food and drink units along Wembley High Road and surface car park to the rear. There are significant differences in the ground levels with steps down from the street to the car park.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 7 and 18

Planning guidance:

Adopted Supplementary Planning Document.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	125 units	125 units
Indicative development phasing	2015 - 16	2017 - 18

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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 decline and identified this site as a retail opportunity. In line with national and regional policy, the allocation promotes the mixed use redevelopment of a brownfield site for uses that are suitable for a town centre location.

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

W2. Former London Transport Sports Ground**Address:**

Bridge Road, Wembley, HA9.

Ward:

Barnhill

Area:

4.3 hectares

Description:

Bordered by Forty Lane to the north, Bridge Road to the east and railway lines to the south. There are existing structures (including temporary buildings) and a British Transport Police building along Bridge Road. Land toward the north-east corner of the site is land that has nature conservation value.

**Core Strategy policy context:**

Core Policies 4, 5, 6, 7, 15, 17 and 18

Planning guidance:

No specific guidance has been created, but the site is located just outside of the boundary of the Wembley Masterplan 2008.

Planning history:

2008 planning permission: Erection of single-storey temporary building comprising a new primary and secondary school, with provision of new hard-standing and car-parking and associated landscaping on site adjacent to Forty Avenue.

Allocation:

New school building for primary and secondary provision 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 Transport Assessment will be required to assess the impact of trip generation on the local and wider road network.

Flood risk comments:

A Flood Risk Assessment will be required as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Brent schools are generally at capacity. The Council continues to seek opportunities to deliver new or expanded schools to address the existing situation and to plan for planned population growth. There is both need and shortage of suitable sites for new schools. This site presents an opportunity in terms of excellent public transport accessibility while improving access to sports and recreation facilities.

Site Specific Allocations - resubmission version

W3. Brent Town Hall

Address:

Forty Lane, Wembley, HA9.

Ward:

Barnhill.

Area:

2.1 hectares. (0.5 hectares assumed developable area)

Description:

Grade II Listed Building performing administrative, political and ceremonial roles for Brent Council set within a predominantly suburban context. The site is within short distance to Wembley Park station and is afforded impressive views over the new Wembley Stadium development.



Core Strategy policy context:

Core Policies 1, 2, 4, 5, 6, 7 and 18

Planning guidance:

The Council intends to prepare guidance for this site.

Planning history:

None relevant.

Allocation:

Mixed use development including offices, retail (for local needs only), 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 residential areas and seek to improve these conditions.

Indicative development capacity	78 units	78 units
Indicative development phasing	2015 - 16	2017 - 18

Flood risk comments:

A Flood Risk Assessment will be required as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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 outbuildings to the rear

Site Specific Allocations - resubmission version

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 its long term restoration.

Notes:

Because of the Listed Building Status, the entire site area has not been used to estimate the indicative development capacity. An assumption has been made regarding an area to the rear of the building, that could possibly be used for development in principle. A more detailed design and feasibility exercise is required to establish the true capacity of this site.

Site Specific Allocations - resubmission version

W4. Shubette House/Karma House/Apex House

Address:

Olympic Way/Fulton Road, Wembley, HA9.

Ward:

Tokyngton

Description:

Adjacent industrial warehousing and office units located at a prominent location at the corner of Olympic Way and Fulton Road within proximity of the New National Stadium. Part of the site has direct frontage onto Olympic Way.



Core Strategy policy context:

Core Policies 1, 2, 4, 5, 6, 7 and 18

Planning guidance:

Within the Wembley Masterplan 2008 boundary.

Planning history:

Shubette House: 1999 outline planning permission: demolition of existing building and redevelopment for a hotel.

Karma House: 2005 outline planning permission: demolition of existing building and redevelopment for hotel, apart hotel, restaurant and viewing gallery.

Allocation:

In line with the Wembley Masterplan 2008, this is 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. Tall buildings must have careful regard for the impact upon the setting of the stadium and protected views from Barn Hill.

Indicative development capacity	100 units	95 units	90 units
Indicative development phasing	2011 - 12	2013 - 14	2017 - 18

Flood risk comments:

Parts of the site lie in flood zone 2 and 3a (see Brent's SFRA and Sequential Test Report for more information). Proposals should be accompanied by Flood Risk Assessment. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

Wembley is identified as the main focus for growth and economic development in the borough. This is an opportunity for a mixed use scheme in an important location delivering a mix of employment opportunities. The site is well served by public transport and is close to existing and planned shops and services.

Site Specific Allocations - resubmission version

W5. Wembley Eastern Lands

Address:

First Way, Wembley, HA9.

Ward:

Tokyngton:

Area:

9 hectares

Description:

A mix of industrial, storage, retail warehousing uses and waste facility set to the east of Wembley Stadium. The land borders the Wembley Strategic Employment Area.



Core Strategy policy context:

Core Policies 1, 2, 3, 4, 5, 6, 7 and 18

Planning guidance:

Wembley Masterplan

First Way Development Framework

Planning history:

None relevant

Allocation:

In line with the Wembley Masterplan 2008, mixed use development including leisure, hotels, offices, amenity/open space, and residential development. The Council is seeking the assembly and the comprehensive development of the site to deliver complementary land use relationships across the site. Alternatively, the creation of an appropriate buffer between the existing industrial and new non-industrial uses will be sought. In particular, new development will be required to have careful regard for the relationship with and impact of the waste facility on Fifth Way and industrial units set along Second Way. Public transport accessibility improvements will be sought as part proposals for this site. The Council is seeking new streets and pedestrian routes to create new north-south and east-west routes through the site. A Transport Assessment will be required to assess the impact of trip generation on the local and wider road network.

Indicative development capacity	250 units	250 units	250 units	250 units	250 units	250 units
Indicative development phasing	2011 - 12	2013 - 14	2017 - 18	2019 - 20	2021 - 22	2023 - 24

Site Specific Allocations - resubmission version

Flood risk comments:

Proposals must be accompanied by a Flood Risk Assessment as the site is over 1ha in size. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Wembley is the main focus for growth and economic development in the borough. This is a major opportunity for a new urban quarter with new floor space for jobs, new homes and hotel bedrooms, 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 and deliver a managed land use relationship between higher and lower value land uses.

Site Specific Allocations - resubmission version

W6. Amex House

Address:

North End Road, Wembley, HA9.

Ward:

Tokyngton.

Area:

0.5 hectares

Description:

Industrial storage and office buildings adjacent to Wealdstone Brook within the northern section of the Wembley regeneration area.



Core Strategy policy context:

Core Policies 1, 2, 4, 5, 6, 7, 17 and 18

Planning guidance:

Wembley Masterplan

Planning history:

None relevant.

Allocation:

Mixed use including residential and workspace for creative industries including managed affordable workspace to support the wider regeneration of the Wembley Park area. 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.

Indicative development capacity	150 units
Indicative development phasing	2011 - 12

Flood risk comments:

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 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

Site Specific Allocations - resubmission version

of SUDS; and, assess and map flood extents, depths and speeds of flood waters. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Wembley is identified as the main focus for growth and economic development in the borough. This is an opportunity for a mixed use scheme in an important location delivering a mix of employment opportunities. The site is well served by public transport and is close to existing and planned shops and services. Development at this site can bring forward an improved setting for the Wealdstone Brook including the delivery of open space.

Site Specific Allocations - resubmission version

W7. Chesterfield House

Address:

Wembley High Road, HA9.

Ward:

Wembley Central

Area:

0.33 hectares

Description:

Office block above retail units in prominent location at the apex of Wembley High Road and Park Lane.



Core Strategy policy context:

Core Policies 1, 4, 5, 6, 7 and 18

Planning guidance:

Informal guidance for Wembley High Road is currently being prepared.

Planning history:

2006 planning permission: renewal of full planning permission for demolition of existing building and erection of part 11-storey and part 17-storey building, comprising retail/restaurant use on ground and first floors fronting the High Road and on the ground floor fronting Park Lane, and remaining accommodation as Class B1 offices, with basement parking for 28 cars.

Allocation:

Mixed use development including hotel and ground floor retail, food and drink to create an active frontage. Development should be expressed through exemplary architecture at this prominent location, while also having regard for the impact of development upon existing dwellings in the locality. Car and coach parking must be accommodated on site. Development should be accompanied by a Transport Assessment.

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

W8. Brent House and Elizabeth House**Address:**

Wembley High Road, HA9.

Ward:

Wembley Central.

Area:

1 hectare.

Description:

Office blocks, petrol filling station and residential set back from Wembley High Road with parking to the rear.

**Core Strategy policy context:**

Core Policies 1, 2, 3, 4, 5, 6, 7 and 18

Planning guidance:

No specific guidance has been created, but the site is located opposite to Wembley High Road sites, for which informal guidance is being prepared.

Planning history:

None relevant.

Allocation:

Mixed use development including residential, retail, office and amenity space. Development proposals will be required to have regard to cumulative impact in relation to proposals at Copeland School and for settings and surroundings, and in particular the impact upon St Joseph's RC Church next door. The Council prefers a comprehensive approach to development but will consider phased development across the site.

Indicative development capacity	110 Units	205 Units
Indicative development phasing	2011 - 12	2019 - 20

Flood risk comments:

A Flood Risk Assessment will be required as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Elizabeth House is in 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 as 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

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

W9. Wembley High Road

Address:

Wembley High Road HA9.

Ward:

Wembley Central.

Area:

2 hectares.

Description:

Series of office blocks and small retail units with offices and residential above, set along the north side of Wembley High Road. Railway cuttings bound the site to the rear.



Core Strategy policy context:

Core Policies 1, 2, 3, 4, 5, 6, 7 and 18

Planning guidance:

Informal guidance for Wembley High Road is currently being prepared.

Planning history:

To be added

Allocation:

Mixed use development including residential, retail, and amenity space and returning a proportion of space for offices to help support the physical and economic regeneration of the High Road. Development should help to create a link so to encourage movement to and from the new Wembley redevelopment via the White Horse bridge and the forthcoming boulevard. Development on the northern side of the tracks must have careful regard for existing dwellings along Mostyn Avenue and be part of a comprehensive and phased masterplan that includes the southern site and the Wembley masterplan and will not be allowed to undermine the objective to regenerate Wembley town centre.

Indicative development capacity	100 units	100 units	200 units	200 units
Indicative development phasing	2013 - 14	2015 - 16	2017 - 18	2019 - 20

Flood risk comments:

Not within an identified flood zone. A flood risk assessment will be required as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

W10. Wembley Chiltern Embankments**Address:**

Wembley High Road/Mostyn Avenue, HA9.

Ward:

Wembley Central.

Area:

3.4 hectares.

Description:

Railway embankments north and south of the Chiltern Rail Tracks. To the north, the site is adjacent to existing dwellings along Mostyne Avenue. To the south, the site is set behind a mixture of office and retail units along Wembley High Road.

**Core Strategy policy context:**

Core Policies 1, 2, 3, 4, 5, 6, 7, 17 and 18

Planning guidance:

Informal guidance for Wembley High Road is currently being prepared. Development of these sites must be in accordance with an agreed masterplan.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	190 units	100 units	100 units
Indicative development phasing	2017 - 18	2019 - 20	2021 - 22

Flood risk comments:

Not within an identified flood zone. A Flood Risk Assessment will be required as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

4. Alperton Growth Area

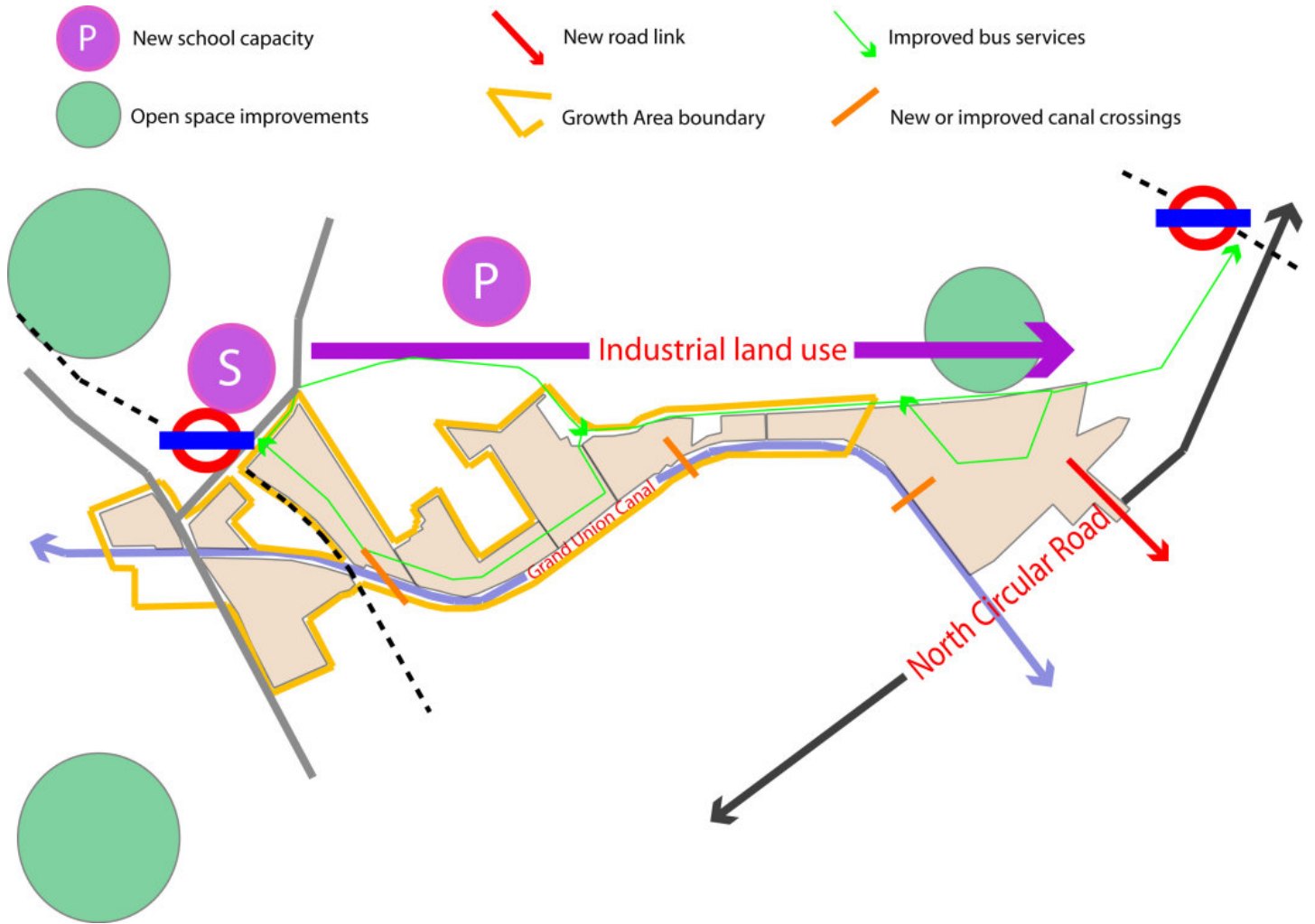
Core policy 8

Alperton Growth Area

Alperton is promoted for mixed use regeneration along the Grand Union Canal, in line with the identified Site Specific Allocations A1 – A8. The Council will facilitate a shift in character towards a compact and sustainable waterside community. Alperton will become an enterprise hub, with a new supply of modern light industrial units, studios and managed affordable workspaces for creative industries, local business and artists to reinvigorate the local economy. 11.5 hectares of land along the canal is promoted for at least 1600 new homes to 2026, supported by infrastructure identified within the Infrastructure Investment Framework, including:

- A new 2 form of entry primary school
- A redeveloped Alperton Community School providing a further form of entry at Secondary level
- New nursery facilities
- New health facilities including space for 2 GPs and 2 dentists
- A new 1 hectare public open space
- Improvements to the quality and accessibility existing public open spaces
- 3 x 0.2ha (minimum) public squares and pocket parks along the canal and within development sites
- A series of play areas within new developments and open space
- A new multi use community centre
- A minimum of 500 trees

Site Specific Allocations - resubmission version



Site Specific Allocations - resubmission version

A1. Alperton House**Address:**

Bridgewater Road, Alperton, HA0.

Ward:

Alperton.

Area:

0.75 hectares.

Description:

Up to six storey commercial building with retail on the ground floor. Public House fronting Ealing/Bridgewater Road.

**Core Strategy policy context:**

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

2007 planning permission: Continued mixed use as office and non-residential institution.

Allocation:

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.

Indicative development capacity	120 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

A2. Minavil House and unit 7 Rosemont Road

Address:

Ealing Road, Alperton, HA0.

Ward:

Alperton.

Area:

0.5 hectares.

Description:

Two storey office and business building fronting Ealing Road and light industrial unit along the canal.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

2005 refused application, appeal withdrawn: Redevelopment including retail supermarket and office space.

Allocation:

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.

Indicative development capacity	80 units
Indicative development phasing	2009 - 10

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

A3. Former B&Q and Marvelfairs House

Address:

Ealing Road, Alperton, HA0.

Ward:

Alperton.

Area:

2.6 hectares.

Description:

A mix of vacant and underused industrial and retail warehousing. Also motor vehicle repair and public house. Bordered by Ealing Road, the Grand Union Canal and the railway line.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

2005 outline planning permission: Redevelopment of Marvelfairs House site for 2000m² non food retail space.

Allocation:

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.

Indicative development capacity	210 units	105 units	105 units
Indicative development phasing	2011 - 12	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

A4. Atlip Road

Address:

Ealing Road, Alperton, HA0.

Ward:

Alperton.

Area:

1.9 hectares.

Description:

A mix of vacant and underused industrial and retail warehousing. Also motor vehicle repair and public house. Bordered by Ealing Road, the Grand Union Canal and the railway line.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

2005 planning permission: Dadoos Supermarket: redevelopment for 83 residential units and broadcast studio.

2006 refused application, appeal upheld Atlip Road site: Redevelopment for 185 residential units, including a footbridge over the canal.

2002 refused application: Ealing Road front site: Redevelopment for 42 residential units, retail and restaurant and D2 club use.

2005 planning permission: Car park site: Redevelopment for 37 residential units and ground floor commercial floor space.

2008 planning application, refused: Windsor House: Redevelopment for 34 residential units and commercial floorspace.

Allocation:

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 be between this site and the nearby Sunleigh Road allocation and any development activity should not preclude this.

Site Specific Allocations - resubmission version

Indicative development capacity	37 units	198 units	100 units
Indicative development phasing	2009 - 10	2011 - 12	2013 - 14

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

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.

Site Specific Allocations - resubmission version

A5. Sunleigh Road

Address:

Off Mount Pleasant, Alperton, HA0.

Ward:

Alperton.

Area:

1.6 hectares.

Description:

A mix of industrial employment buildings adjacent to suburban residential area, situated alongside the Grand Union Canal.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	57 units	58 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

A6. Woodside Avenue**Address:**

Off Mount Pleasant, Alperton, HA0.

Ward:

Alperton.

Area:

2.4 hectares.

Description:

Vacant and poor quality industrial buildings embedded within suburban residential fabric. Disused community facility in current grounds.

**Core Strategy policy context:**

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

None relevant.

Allocation:

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. Improvements will be sought to public transport as part of any proposal to develop the site. 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.

Indicative development capacity	85 units	85 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

A7. Mount Pleasant/Beresford Avenue**Address:**

Mount Pleasant/Beresford Avenue, Alperton, HA0.

Ward:

Alperton.

Area:

1.7 hectares.

Description:

Poor quality vacant and underused industrial estate adjacent to the Grand Union Canal.

**Core Strategy policy context:**

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

None relevant.

Allocation:

Mixed use development including zero emission or low carbon residential, work/live, managed affordable workspace 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.

Indicative development capacity	100 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified Flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood Zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

A8. Northfields Industrial Estate

Address:

Beresford Avenue, Alperton, HA0.

Ward:

Alperton.

Area:

0.8 hectares - this is the area that is within the Alperton Growth Area. A further 8 hectares (approx) of land is outside of the Growth Area and is designated as a Strategic Industrial Location by the Mayor of London.

Description:

Large industrial estate located adjacent to the North Circular Road and Grand Union Canal. There are some physical constraints to developing the site to modern standards due to topographical differences, the presence of sewers, a water main and the River Brent.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 8, 17, 18 and 19

Planning guidance:

Park Royal Opportunity Area Planning Framework currently being prepared, led by the GLA family. Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

None relevant.

Allocation:

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 Specific Allocations - resubmission version

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.

Indicative development capacity	57 units*
Indicative development phasing	2013 - 14

Flood risk comments:

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). Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Notes:

*The indicative capacity of the site has been estimated upon the basis of the land that is identified within the Growth Area boundary. As the allocation text suggests, the Council may accept a greater quantum of development on the basis of employment, transportation and regeneration based objectives being satisfied in due course.

5. Church End Growth Area

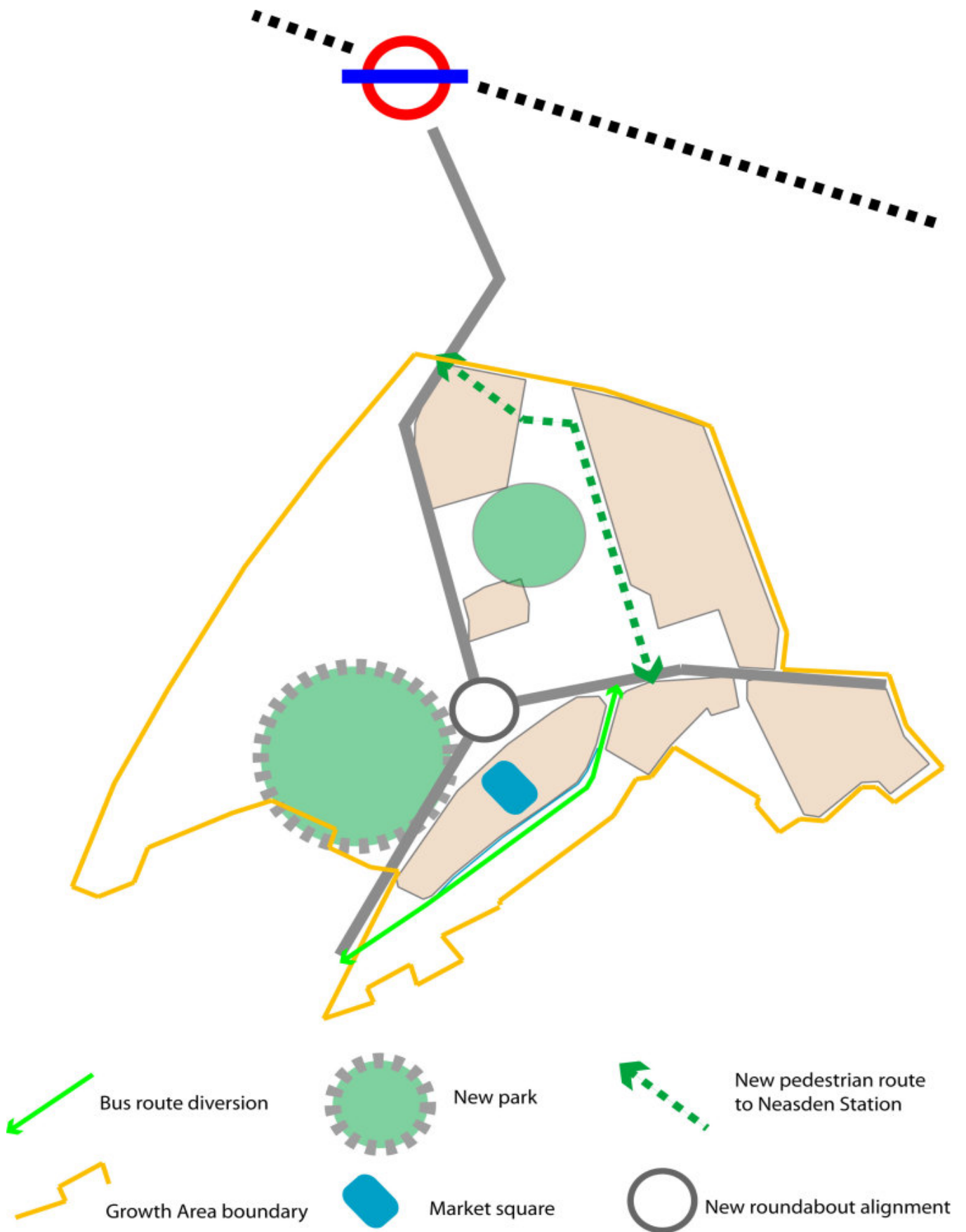
Core policy 10

Church End Growth Area

Church End is promoted for mixed use regeneration set around the economic revitalisation of the local centre and an outdoor market square, using the highest standards of urban design to physically improve the area and change the perception to a busy, thriving, safe and secure village with new family sized homes, in line with Site Specific Allocations CE1 – CE7. Affordable premises for local businesses and an educational outreach centre will help to support business start ups and skills development. New open spaces and outdoor recreation facilities will be supported by a high quality landscaping, tree planting and public realm strategy to soften the impact of vehicular movement and improve conditions for pedestrians and cyclists. Connectivity with Wembley and beyond will be improved with safe routes to local interchanges. Around 8 hectares of brownfield land is promoted for at least 800 new homes to 2026, supported by hard and soft infrastructure identified within the Infrastructure Investment Framework, including:

- Extensions to existing local primary and secondary schools
- A new 2ha park and Multi Use Games Area
- A minimum of 200 trees
- A range of new play facilities within new developments and on open spaces
- A new health centre in the heart of the area with space for a further GP and space for 1 new dentist
- A new arts based community centre providing education and training to local people of all ages

Site Specific Allocations - resubmission version



Site Specific Allocations - resubmission version

CE1. Church End Local Centre

Address:

Church Road, NW10.

Ward:

Dudden Hill.

Area:

1.4 hectares.

Description:

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.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 10, 18 and 20

Planning guidance:

Informal guidance contained within Committee reports 2006/07.

Planning history:

2000: outline application subject to legal agreement: Erection of a part 4-storey, part 7-storey building to provide one retail unit at ground floor and 44 residential units including a new access from Church Road and the provision of 20 parking spaces.

1997: planning permission Demolition of existing shop units and construction of a new block comprising of local housing offices on the ground floor with 12 flats on the upper three levels, including a loft.

Allocation:

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. Numbers 179 to 203 will be unaffected, while numbers 205 to 235 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 the comprehensive redevelopment of this site.

Indicative development capacity	120 units
Indicative development phasing	2011 - 12

Flood risk comments:

A flood risk assessment will be required here as the site area is over 1 Ha. Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Site Specific Allocations - resubmission version

Justification:

This development will contribute to delivering the Council's growth strategy through the redevelopment of an underused and physically constrained location, regenerate Church End and retaining the local market.

Site Specific Allocations - resubmission version

CE2. Ebony Court

Address:

Neasden Lane, NW10

Ward:

Dudden Hill.

Area:

0.2 hectares.

Description:

Former temporary residential accommodation at the corner of High Road and Neasden Lane, adjacent to the Vicarage and Magistrates Court complex.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 10, and 18

Planning guidance:

Informal guidance contained within Committee reports 2006/07.

Planning history:

2008 planning application: Demolition of existing building and erection of a 5-storey building comprising 27 self-contained flats, with 15 car-parking spaces, bicycle and bin stores and landscaping.

Allocation:

Residential development including amenity and open space. Proposals should entail new road access from the western edge on to Neasden Lane.

Indicative development capacity	20 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal will contribute the delivery of the Council's growth strategy through the redevelopment of a vacant building and regeneration of Church End.

Site Specific Allocations - resubmission version

CE4. Former White Hart PH and Church**Address:**

Church End High Road, NW10.

Ward:

Dudden Hill.

Area:

0.4 hectares.

Description:

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.

**Core Strategy policy context:**

Core Policies 1, 2, 5, 6, 10, and 18

Planning guidance:

Informal guidance contained within Committee reports 2006/07.

Planning history:

2004 planning permission: Redevelopment of The White Hart Hotel and adjacent car park incorporating a two-storey building and a part 3-, 4- and 6-storey building comprising an indoor retail market, 61 residential apartments and car-parking at basement.

Allocation:

Mixed use redevelopment including residential and indoor market and amenity/open space, although the Council will now consider 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 development at this site.

Indicative development capacity	61 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal will contribute the delivery of the Council's growth strategy through the redevelopment of a vacant building and regeneration of Church End.

Site Specific Allocations - resubmission version

CE5. Homebase

Address:

Church End High Road, NW10.

Ward:

Dudden Hill.

Area:

0.9 hectares.

Description:

Retail warehouse development located along the High Road in Church End.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 10, 18 and 19

Planning guidance:

Informal guidance for Church End contained within Committee reports 2006/07.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	80 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

The current use is of a retail type and not strictly industrial employment. This proposal could contribute to the delivery of the Council's growth strategy, regenerate Church End and enable the provision of new employment floorspace through the development of family sized residential units.

Site Specific Allocations - resubmission version

CE6. Chancel House**Address:**

Neasden Lane, NW10.

Ward:

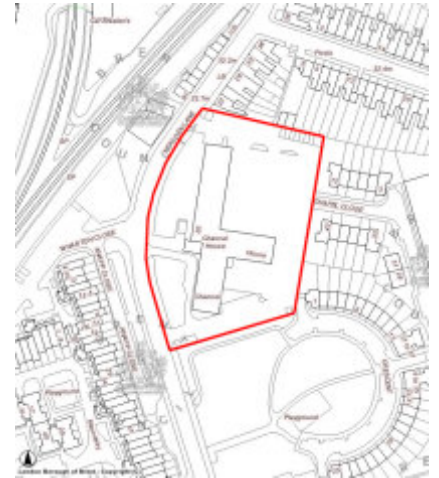
Dudden Hill.

Area:

0.8 hectares.

Description:

6 storey office building and surface car parking set back from Neasden Lane.

**Core Strategy policy context:**

Core Policies 1, 2, 5, 6, 10, 18 and 19

Planning guidance:

Informal guidance for Church End contained within Committee reports 2006/07.

Planning history:

None relevant.

Allocation:

Mixed use development including residential (of which a significant proportion should be family sized) and employment uses. The Council may also consider an employment based redevelopment subject to appropriate use, design and the sequential approach. If employment development is delivered as part of a mix alongside residential, a proportion of the employment must be managed affordable workspace which could include a community outreach/education centre.

Indicative development capacity	135 units
Indicative development phasing	2019 - 20

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This site is within the Church End Growth Area and can contribute to the regeneration of the area and help to deliver new homes, including family sized accommodation. Furthermore, new development can deliver new workspace, including affordable space to support business start up. Part of the aspiration for Church End growth area is to improve the skills of local people and encourage entrepreneurial behaviour, supported by adult education. The community outreach/education centre will be able to deliver this training alongside affordable workspace for which there is demand in the borough.

Site Specific Allocations - resubmission version

CE7. Asiatic Carpets

Address:

Church End High Road, NW10.

Ward:

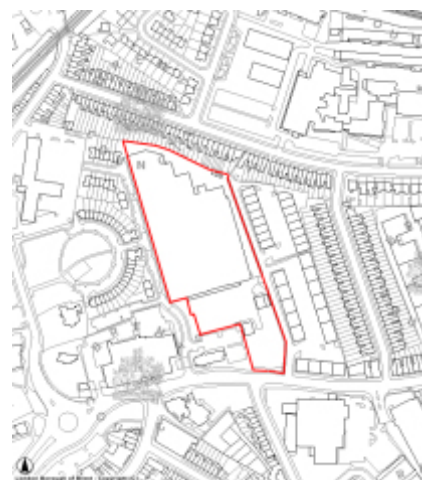
Dudden Hill.

Area:

2.3 hectares.

Description:

Large industrial building separating a development of family housing and light industrial units, set behind the Magistrates Court complex. Light industry is situated to the east and family housing to the west.



Core Strategy policy context:

Core Policies 1, 2, 5, 6, 10, 18 and 19

Planning guidance:

Informal guidance contained within Committee reports 2006/07.

Planning history:

None relevant.

Allocation:

Mixed use redevelopment including residential (of which a significant proportion must 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.

Indicative development capacity	100 units	100 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal could contribute to the delivery of the Council’s growth strategy, regenerate Church End and enable the provision of new employment floorspace through the development of new residential units.

6. South Kilburn Growth Area

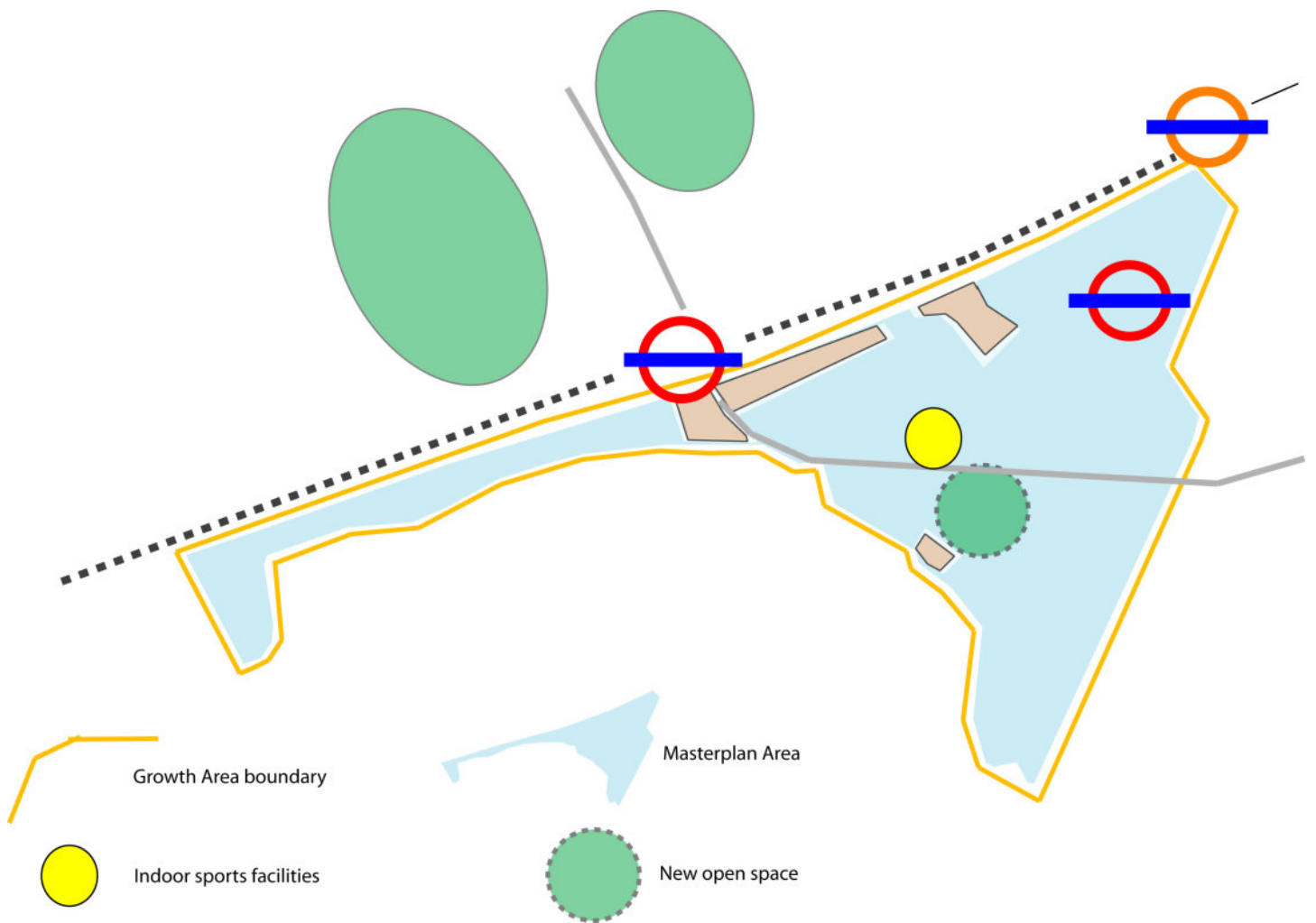
Core policy 9

South Kilburn Growth Area

South Kilburn will experience substantial transformation. The area is promoted for regenerative development using the highest standards of urban design to physically improve the area and change the perception to a busy, thriving, safe and secure section of urban London in line with the identified Site Specific Allocations SK1 – SK6 and the adopted South Kilburn Supplementary Planning Document. The Council will facilitate a shift from the housing estates of the 1960s and 1970s to a compact district set around the traditional street pattern with a substantial increase in the proportion of owner occupied households. A series of commercial uses and community facilities will be delivered, including indoor and outdoor recreation uses and new and improved open and public spaces. Around 48 hectares of land is promoted for the delivery of at least 2400 new homes to 2026, supported by infrastructure identified within the Infrastructure Investment Framework, including:

- A new 3 form of entry primary school
- Queens Park secondary school to be extended by 2 forms of entry
- New nursery school places
- A healthy living centre with space for 9 GPs and other health services
- 4 new pocket parks of at least 0.2ha each
- Improvements to existing open spaces
- A series of play spaces
- Multi use games area
- 3 multi purpose community centres
- Replacement Albert Road Day centre
- 2 new youth centres
- A new sports hall on Brent land for St Augustines School
- A minimum of 200 trees

Site Specific Allocations - resubmission version



Site Specific Allocations - resubmission version

SK1. Queen's Park Station Area**Address:**

Salisbury Road, NW6.

Ward:

Queen's Park.

Area:

0.6 hectares.

Description:

Vacant and under used commercial, industrial buildings and a public house located on parcel south of Queen's Park Underground station.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 9 and 18

Planning guidance:

South Kilburn Supplementary Planning Document.

Queen's Park Station Area Supplementary Planning Document.

Planning history:

2005 planning application withdrawn: Mixed use development of one 26-storey, one 18-storey, one 5-storey and one 3-storey building comprising 128 residential flats; commercial/retail and office-use floor space over ground, first and second floors; municipal car-parking and servicing in the basement.

Allocation:

In line with the adopted Supplementary Planning Documents, mixed use court yard-type development including residential, community facilities (including the British Legion), retail, open space and a new bus interchange. Proposals will be required to demonstrate an innovative design that has regard for the development capacity of the site while being sensitive to surrounding building heights with density massed towards the north eastern corner. Active frontages will be created along the southern and eastern edges and amenity space within the centre of the site. No more than 12 storeys will be permitted on the landmark/feature section of the site. Development will require improvements to the junction of Kilburn Lane, Salisbury road and Carlton Vale, new pedestrian crossing across Salisbury Road towards the north of the site and should explore the possibility of a second station access point.

Indicative development capacity	94 units	93 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Site Specific Allocations - resubmission version

Justification:

The re-use of redundant commercial and industrial buildings, increase residential density taking advantage of the high provision of local public transport, diversify the uses and introduce active frontages and contribute to the regeneration of Queen's Park and South Kilburn.

Site Specific Allocations - resubmission version

SK2. British Legion, Marshall House and Albert Road Day Centre**Address:**

Albert Road, NW6.

Ward:

Kilburn.

Area:

1.1 hectares.

Description:

All of the sites fall within the South Kilburn SPD & 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 Salusbury Road and Albert Road.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 9 and 18

Planning guidance:

South Kilburn Supplementary Planning Document.
Queen's Park Station Area Supplementary Planning Document.

Planning history:

None relevant.

Allocation:

Redevelopment of the 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. The British Legion facilities are encouraged to be re-provided within site SK1 (Queen's Park Station Area). The play area should be re-provided on site or in the locality. The design quality of any development on these sites should be very high, and reflect and complement the scale and massing set out for Queen's Park Station Area in the SPD (2007) and the gateway location of the sites.

Indicative development capacity	172 units	173 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

A Flood Risk Assessment will be required here as the site area is over 1 Ha. Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

These 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 of the masterplan. Creation of a residential-led mixed use scheme on this previously developed site would be in accordance with national, regional and local policy objectives and would enable the delivery of a sustainable and mixed use development on the site.

Site Specific Allocations - resubmission version

SK3. Former Mercedes Garage, Malvern Road**Address:**

Malvern Road, NW6.

Ward:

Kilburn.

Area:

0.15 hectares.

Description:

Site of locally listed building, now demolished, along Malvern Road and adjacent to the borough boundary.

Core Strategy policy context:

Core Policies 1, 2, 4, 5, 6, 9 and 18

Planning guidance:

South Kilburn Supplementary Planning Document.

Planning history:

2006 refused outline application – appeal upheld: permission for a four-storey and five-storey building consisting of 58 residential units with provision for 12 car-parking spaces, refuse stores and associated landscaping.

Allocation:

Residential development including appropriate mix of private and affordable housing and mix of sizes as identified within the South Kilburn Supplementary Planning Document.



Indicative development capacity	58 units
Indicative development phasing	2009 - 10

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Increasing the supply of residential development, including affordable housing and contributing to the regeneration of South Kilburn.

Site Specific Allocations - resubmission version

SK4. Canterbury Works

Address:

Canterbury Road, NW6.

Ward:

Kilburn.

Area:

0.7 hectares.

Description:

Offices, motor vehicle sale and repair and vehicle storage set between rail line and Canterbury Road, adjacent to primary school.



Core Strategy policy context:

Core Policies 1, 2, 4, 5, 6, 9 and 18

Planning guidance:

South Kilburn Supplementary Planning Document.

Planning history:

2007 planning permission: Change of use from office premises to residential on the first floor to create 2 one-bedroom and 3 two-bedroom flats, 3-storey side extension to provide staircase and lift, erection of additional storey to form 4 two-bedroom flats with associated landscaping to front and car parking to side of Canterbury House.

Allocation:

Mixed use development including new office space, community facilities and residential development including amenity/open space. Proposals should have regard for required access to the rail line for statutory undertakers.

Indicative development capacity	109 units	109 units
Indicative development phasing	2011 - 12	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal will contribute to the continued development of South Kilburn through increasing the supply of residential accommodation and new offices in the area.

Site Specific Allocations - resubmission version

7. Burnt Oak/ Colindale Growth Area

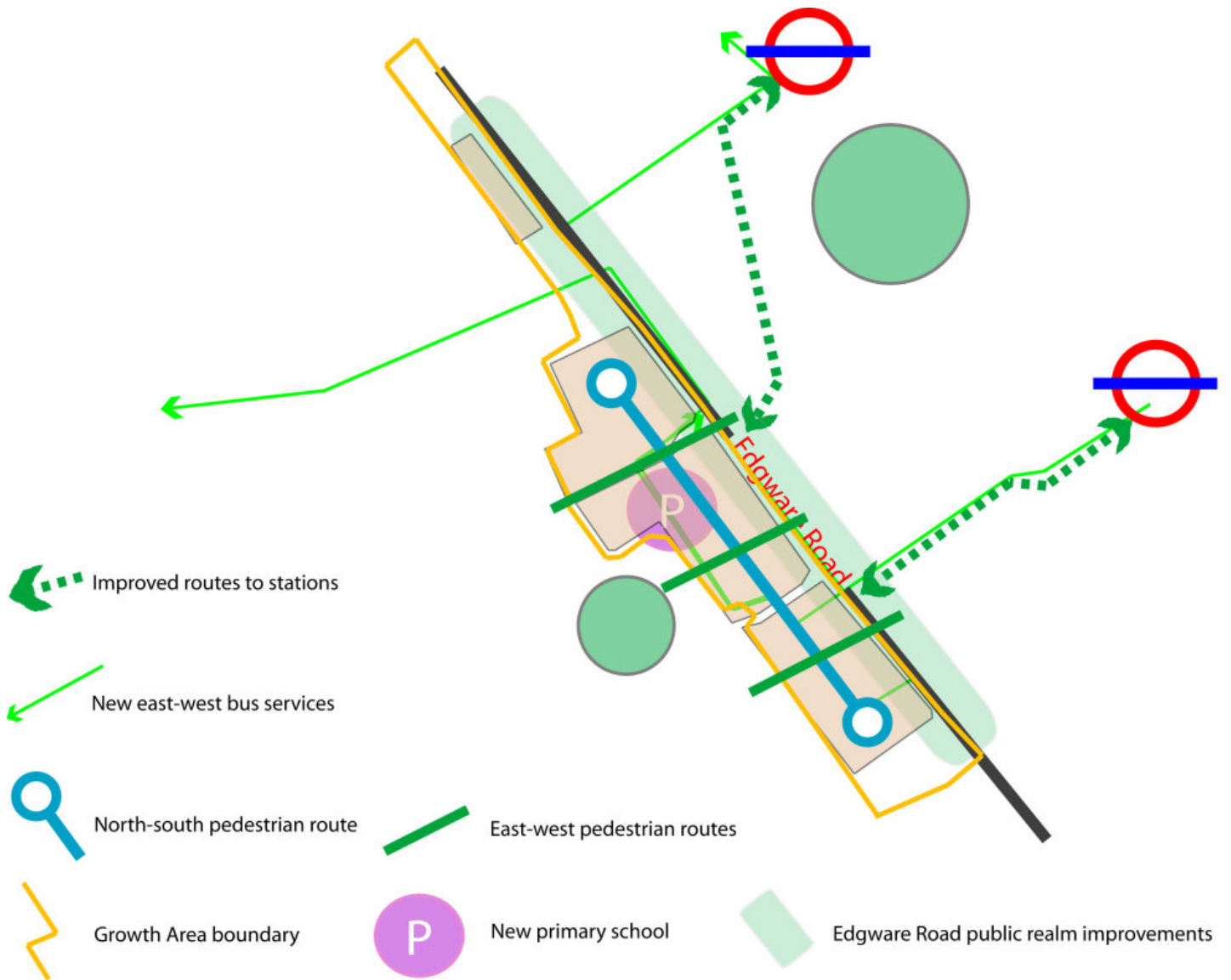
Core policy 11

Burnt Oak/Colindale Growth Area

The Burnt Oak/Colindale area is promoted for mixed use regeneration along the axis of the Edgware Road, in line with identified Site Specific Allocations B/C1 – B/C4. While tall buildings are acceptable in appropriate places along the Edgware Road, the Council will facilitate a shift in character and use towards a traditional street pattern supporting pedestrian movement, street frontages and public spaces and squares. New economic activity will be created in the form of ground floor commercial (including retail, where compliant with the sequential approach). New connections will be created in the form of improved access to local stations and the creation of effective interchanges with new buses. 14.65 hectares of land is promoted for at least 2500 new homes to 2026, supported by infrastructure identified within the Infrastructure Investment Framework, including:

- A new 2 form of entry primary school
- Extensions to Kingsbury High School to provide a further 1 form of entry and 400 6th form places
- New nursery places
- New health services including space for 3 GPs and 3 dentists
- A series of 3 new public open spaces and squares of at least 0.2ha each
- Improvements to the quality and accessibility of existing local open spaces
- A series of play areas within new developments and open space
- Indoor and outdoor sports facilities, including contributions towards a new community swimming pool in the local area
- New bus services to provide interchanges with local rail and underground stations
- Multi-use community centre
- A minimum of 200 new trees planted

Site Specific Allocations - resubmission version



Site Specific Allocations - resubmission version

B/C1. Oriental City**Address:**

Edgware Road, NW9

Ward:

Queensbury

Area:

5.7 hectares

Description:

Retail warehouse buildings including the Oriental City units and Asda supermarket, set back from the Edgware Road.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 11 and 18

Planning guidance:

The Council intend to prepare planning guidance during 2009 and will explore the potential to prepare further guidance in partnership with Barnet Council.

Planning history:

2006 – planning permission Redevelopment for retail 520 residential, nursery and primary school, a health & fitness studio and 1,098 car-parking spaces.

Allocation:

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-provision of shopping and restaurant facilities. Proposals will be required to include a cycle lane running north and south along the Edgware Road.

Indicative development capacity	250 units	250 units	250 units	225 units
Indicative development phasing	2013 - 14	2015 - 16	2017 - 18	2019 - 20

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Site Specific Allocations - resubmission version

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 for primary school places. The mix of uses allows for an efficient use of land while mitigating between possible conflicting uses.

Site Specific Allocations - resubmission version

B/C2. Sarena House/Grove Park/Edgware Road Wembley West End**Address:**

Edgware Road, NW9

Ward:

Queensbury

Area:

4.5 hectares

Description:

Industrial and retail warehousing buildings set back from the Edgware Road, primary school and shop units with residential above

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 11 and 18

Planning guidance:

The Council intend to prepare planning guidance during 2009 and will explore the potential to prepare further guidance in partnership with Barnet Council.

Planning history:

None relevant

Allocation:

Mixed use development including residential and workspace, including a proportion of managed affordable workspace. 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.

Indicative development capacity	200 units	245 units	200 units	100 units
Indicative development phasing	2013 - 14	2015 - 16	2017 - 18	2019 - 20

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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 for primary school places. The mix of uses allows for an efficient use of land while mitigating between possible conflicting uses.

Site Specific Allocations - resubmission version

B/C3. Capitol Way**Address:**

Edgware Road, NW9

Ward:

Queensbury

Area:

3.8 hectares

Description:

Retail warehouse development and car parking set off the Edgware Road. Other buildings within the immediate area are of a similar design.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 11, 18 and 19

Planning guidance:

The Council intend to prepare planning guidance during 2009 and will explore the potential to prepare further guidance in partnership with Barnet Council.

Planning history:

2008 planning application: Demolition of existing units and erection of replacement 4-storey and 6-storey blocks above two-storey podium decks and a frontage block of 17 storeys above the podium, comprising 462 self-contained flats, retail (community/health centre), creche facilities 278 residential car-parking spaces, 500 residential cycle-parking spaces, 174 commercial car-parking and 80 commercial cycle-parking spaces, energy centre, bin stores and associated landscaping, with access from Capitol Way NW9 and Plaza Walk NW9.

Allocation:

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 is discouraged.

Indicative development capacity	200 units	110 units	140 units	100 units	100 units
Indicative development phasing	2011 - 12	2013 - 14	2017 - 18	2019 - 20	2021 - 22

Flood risk comments:

Site Specific Allocations - resubmission version

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

B/C4. 3-5 Burnt Oak Broadway**Address:**

Edgware Road, NW9

Ward:

Queensbury

Area:

0.65 hectares

Description:

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.

**Core Strategy policy context:**

Core Policies 1, 2, 4, 5, 6, 11 and 18

Planning guidance:

The Council intend to prepare planning guidance during 2009 and will explore the potential to prepare further guidance in partnership with Barnet Council.

Planning history:

2003 planning permission: Demolition of existing building and erection of a new car showroom with ancillary facilities to the ground floor, basement car-parking and 53 flats above.

Allocation:

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.

Indicative development capacity	53 units
Indicative development phasing	2009 - 2010

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

8. Park Royal

Core Policy 12

Park Royal

The Council will work with its neighbouring boroughs, the GLA and the Park Royal Partnership to secure the 'opportunity area' objectives for Park Royal. The Council will plan for:

- The development or redevelopment of 50 hectares of land for employment uses by 2007 - 2017.
- 4400 new jobs created 2007 - 2017.
- Development contributing to 'Heart of Park Royal' implemented.
- Significant public transport improvements in relation to First Central secured.
- Introduction of improved direct orbital links to Wembley.
- New restaurants, bars, cafes to support the business area.
- 4,000 trees as Brent's contribution towards 10,000 trees in Park Royal as a whole.
- New children's nursery
- Expansion of existing primary school
- 1 new GP surgery

Development proposals should be in accordance with general policy for Strategic Industrial Locations apart from at Central Middlesex hospital where key worker housing and uses appropriate to a local centre meeting the needs of workers and visitors will be acceptable, and First Central development where enabling residential development will be acceptable where it helps to deliver significant public transport improvements; and parts of the Northfields Industrial Estate to secure industrial and commercial regeneration.

Development Proposals should be in accordance with the Park Royal Opportunity Area Planning Framework, to which regard will be had in determining planning applications. Tall buildings will be suitable at Central Middlesex Hospital and First Central sites.

Site Specific Allocations - resubmission version

PR1. Former Guinness Brewery**Address:**

Cumberland Avenue, NW10

Ward:

Stonebridge

Area:

8 hectares

Description:

Demolished former industrial complex located east of the First Central office development site.

**Core Strategy policy context:**

Core Policies 1,3,5,12,19

Planning guidance:

Guinness Brewery Supplementary Planning Document.
Park Royal Opportunity Area Planning Framework (GLA family)

Planning history:

2007 planning permission: Erection of 8 buildings providing 49,797m² of B1(c), B2 and B8 floor space and including a café, gatehouse, creation of new vehicular and pedestrian access points, 332 car-parking spaces, servicing, landscaping, the creation of a pocket park, installation of CCTV security cameras and provision of external lighting.

Allocation:

The Guinness Brewery Site - Combined Supplementary Planning Document and Planning Position Statement adopted in 2005 sets out the acceptable uses for this site. While this 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 and/or 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 to 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.

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

This 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 a 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.

Site Specific Allocations - resubmission version

PR2. First Central**Address:**

Cumberland Avenue, NW10

Ward:

Stonebridge

Area:

6 hectares

Description:

Land associated with former Guinness Brewery.

Comprising the remaining undeveloped land within the perimeter road (Lakeside Drive) and land to the south of Coronation Road up to the Borough Boundary with Ealing.

Currently being developed for First Central Office park.

**Core Strategy policy context:**

Core Policies 1,3,5,12,19

Planning guidance:

Park Royal Opportunity Area Planning Framework (GLA family)

Planning history:

2000 planning permission (and subsequent details pursuant): Full planning application for new access road from A40 and outline planning application for mixed-use development including 116,100m² of offices; 61 residential units; Underground station including ancillary retail; 150-bed hotel; indoor leisure facilities and open space; with associated access/servicing, landscaping and car-parking.

Allocation:

B1 office development and hotel site required to support employment growth objectives in Park Royal, where enabling residential development is considered to bring forward significant transport improvements. 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 significant transport improvements, including public transport. Part of these works must include public realm works to enhance pedestrian access to Park Royal Station. 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 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.

Site Specific Allocations - resubmission version

Indicative development capacity	250 units	250 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal will ensure the delivery of significant transport improvements, including public realm works to enhance the pedestrian access to 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.

Site Specific Allocations - resubmission version

PR3. Former Central Middlesex Hospital**Address:**

Acton Lane, NW10.

Ward:

Stonebridge.

Area:

2.5 hectares.

Description:

Former hospital premises, research facility and hospital car park.

Core Strategy policy context:

Core Policies 1,3,5,12, 19

Planning guidance:

Park Royal Opportunity Area Planning Framework (GLA family)

Planning history:

1999 outline planning permission (and subsequent details pursuant): Redevelopment to provide 9 mixed business-use buildings, layout of estate roads and vehicular and pedestrian access.

Allocation:

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 research facility on site.

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

While recognising this site's worth to improved health facilities and key worker accommodation, part of the site is identified as being a Strategic Industrial 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.



9. Rest of the Borough

Core Policy 16

Protecting and Enhancing the Local Character of Brent

All development will be required to maintain and make a positive contribution to the distinctive character of Brent and its built and natural heritage. New development, extensions and alterations will be required to have due regard to the character, design and scale of existing context, including the borough's 22 Conservation Areas, 234 Locally Listed Buildings, 82 Statutory Listed Buildings and its four locally listed Ancient Monuments

The distinctive suburban character of Brent will be protected from inappropriate development.. Outside of the main town centres, and away from corner plots on main road frontages, the council will bring forward design guidance that limits development which would erode the character of suburban housing. Development of garden space and infilling of plots with out-of-scale buildings that do not respect the settings of the existing dwellings will not be acceptable.

The council supports emerging London plan policy to limit the inappropriate development of back gardens in suburban areas that erode its character.

Site Specific Allocations - resubmission version

1. Metro House

Address:

1 - 3 The Mall, Kingsbury, HA3.

Ward:

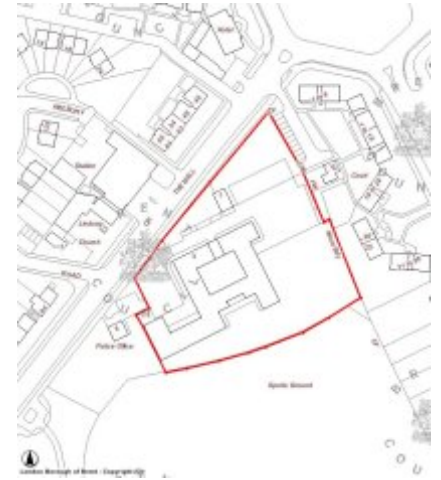
Barnhill.

Area:

1 hectare.

Description:

Police Station operating on a part time basis and former Police hostel, located 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.

**Core Strategy policy context:**

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	100 Units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified Flood zone. A Flood Risk Assessment will be required here as the site area is over 1 Ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

2. Garages at Barnhill Road

Address:

Rear of 96 - 134 Barnhill Road, HA9.

Ward:

Barnhill.

Area:

0.1 hectares.

Description:

Block of disused garages and scrub land adjacent to Quainton Street open space.


Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2007 planning permission: Demolition of existing garages and erection of 6 dwelling houses and 3 self-contained flats, with provision of bin storage, 9 car-parking spaces and associated landscaping.

Allocation:

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.

Indicative development capacity	9 units
Indicative development phasing	2009 - 10

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

3. Dollis Hill Estate

Address:

Brook Road, NW2.

Ward:

Dollis Hill.

Area:

1.7 hectares.

Description:

A collection of business units dating from the 1950s situated within the suburban fabric. Allotment gardens border to the north and The John Kelly School campus to the north west. Residential properties are situated along Flowers Close.

**Core Strategy policy context:**

Core Policies 15, 16, 17 and 18

Planning guidance:

The Council intends to prepare guidance for this site.

Planning history:

2006 certificate of alternative developments.

2005 appeal withdrawn: Demolition of existing buildings and redevelopment for 140 flats, 4,120m² of space for commercial and 130m² of space for community use, with associated car-parking and landscaping.

2004 – outline planning permission – mixed-use development for education and business uses; new school buildings for John Kelly Technology Colleges, consisting of a central shared admin/sixth-form block and separate wings for girls' and boys' schools; remodelling of car-parking and means of access to site; new business units.

2004 – planning application withdrawn – demolition of existing buildings and erection of secondary school and sixth form including indoor and outdoor sports facilities and car-parking; the erection of 176 residential units and ancillary car-parking; works of hard and soft landscaping; and other works incidental to redevelopment of site.

Allocation:

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 Transport Assessment will be required to assess the cumulative impact of proposed developments in and around the site.

Flood risk comments:

Site Specific Allocations - resubmission version

Not within an identified flood zone. A Flood Risk Assessment will be required here as the site area is over 1 Ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

4. Dollis Hill House

Address:

Gladstone Park, NW2

Ward:

Dollis Hill.

Area:

0.2 hectares.

Description:

Fire damaged listed building set within Gladstone Park.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

The Council intends to prepare guidance for this site, although depends on progress with finding possible user.

Planning history:

None relevant.

Allocation:

In line with the provisions of the Council's forthcoming 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.

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.



Site Specific Allocations - resubmission version

5. Priestley Way, North Circular Road.

Address:

Staples Corner, North Circular Road, NW2

Ward:

Dollis Hill.

Area:

5.1 hectares.

Description:

Area of industrial employment set between Welsh Harp Metropolitan Open Land and the North Circular Road. bordering flood risk zones 2 and 3 to the north and west (see Brent's SFRA and Sequential Test Report for more information).

Core Strategy policy context:

Core Policies 13, 17, 18 and 19

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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 Transport Assessment will be required to assess the impact of trip generation on the local and wider road network.

Flood risk comments:

Borders Flood 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 here as the site area is over 1 Ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.



Site Specific Allocations - resubmission version

6. Neasden Lane/Birse Crescent.**Address:**

Neasden, NW10.

Ward:

Dudden Hill.

Area:

0.25 hectares.

Description:

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

**Core Strategy policy context:**

Core Policies 16, 18 and 20

Planning guidance:

Neasden Town Centre Retail Study - includes proposals for development opportunities.

Planning history:

None relevant.

Allocation:

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

Indicative development capacity	22 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

7. Neasden Lane/North Circular Road

Address:

Neasden, NW10.

Ward:

Dudden Hill.

Area:

0.1 hectares.

Description:

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



Core Strategy policy context:

Core Policies 16, 18 and 20

Planning guidance:

Neasden Town Centre Retail Study - includes proposals for development opportunities.

Planning history:

None relevant.

Allocation:

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

Indicative development capacity	9 units
Indicative development phasing	2011 - 2012

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Supporting the regeneration of Neasden town centre through mixed-use development. Hotel use can help to attract visitor expenditure.

Site Specific Allocations - resubmission version

8. Former Kingsbury Library and Community Centre**Address:**

Stag Lane, NW9

Ward:

Fryent.

Area:

0.5 hectares.

Description:

Strip of community facilities located adjacent to Kingsbury High School and Junior School campuses, surrounded by suburban residential fabric.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

The Council intends to prepare guidance for this site.

Planning history:

None relevant.

Allocation:

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.



Indicative development capacity	27 units
Indicative development phasing	2011- 2012

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

9. Harlesden Plaza

Address:

Manor Park Road, NW10.

Ward:

Harlesden.

Area:

1.5 hectares.

Description:

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



Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

Emerging Harlesden Town Centre Partnership document.

Planning history:

None relevant.

Allocation:

Mixed use development including supermarket, residential development, community space and public space.

Indicative development capacity	150 units	150 units
Indicative development phasing	2013 - 14	2015 - 16

Flood risk comments:

Not within an identified flood zone. A flood risk assessment will be required here as the site area is over 1 Ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

10. Former Willesden Court House**Address:**

St Mary's Road, NW10.

Ward:

Harlesden.

Area:

0.15 hectares.

Description:

Demolished former Court House building.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2008 planning application (permission granted subject to legal agreement): Erection of a 3, 4, 5 and 6 storey building comprising 153msq community facility on the ground floor, 45 self contained flats (affordable), 4 disabled parking spaces, 45 cycle spaces, formation of new vehicular access onto St Mary's Road NW10, communal garden and associated landscaping.

Allocation:

Mixed use development including a new ground floor community facility with residential development above.



Indicative development capacity	45 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Enabling a new community facility through mixed use development on brownfield land within a short distance of a town centre.

Site Specific Allocations - resubmission version

11. Manor Park Road

Address:

Harlesden, NW10.

Ward:

Kensal Green.

Area:

0.25 hectares.

Description:

Industrial buildings located behind existing commercial and retail development set back from the apex of the junction of Manor Park Road and Park Parade.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

Residential development and amenity/open space.

Indicative development capacity	30 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Redevelopment of brownfield site on redundant industrial buildings within close proximity of town centre.

Site Specific Allocations - resubmission version

12. Former Willesden Social Club and St Joseph's Court

Address:

Park Parade, NW10.

Ward:

Kensal Green.

Area:

0.2 hectares.

Description:

Block of flats with parking and former community facility near to Harlesden town centre.



Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2008 planning application refused: 5-storey building comprising 10 x one-bedroom, 11 x two-bedroom and 1 x three-bedroom self-contained flats for affordable housing, retail space at ground floor with provision of cycle and refuse storage, 2 car parks, amenity area at first-floor level and installation of vehicle crossover to side of site.

Allocation:

Comprehensive mixed use development including residential and a new community facility or contributions to its replacement elsewhere.

Indicative development capacity	32 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

13. Sainsbury's Superstore

Address:

Draycott Avenue, HA3.

Ward:

Kenton.

Area:

2 hectares.

Description:

Supermarket and surface car parking set between rail lines and Draycott Avenue. Dwellings back onto the the car park along the eastern edge of the site.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

Any redevelopment proposals will need to be supported by an agreed, detailed masterplan for the site, prepared by the developers.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	65 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. A flood risk assessment will be required here as the site area is over 1 Ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Notes:

The indicative development capacity has been estimated on the basis of the area of development that the allocation proposes, which is approximately 0.9ha.

Site Specific Allocations - resubmission version

14. Clock Cottage

Address:

Kenton Road, HA3.

Ward:

Kenton.

Area:

0.5 hectares.

Description:

Locally listed former stabling block and adjoining land.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.



Indicative development capacity	8 units
Indicative development phasing	2011 - 2012

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Re-use of locally listed building. Using value derived from residential development to enable a form of community facility.

Site Specific Allocations - resubmission version

15. Northwick Park Hospital.**Address:**

Watford Road, HA1.

Ward:

Northwick Park.

Area:

18.5 hectares.

Description:

Hospital campus with associated car parking.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

Any redevelopment proposals will need to be supported by an agreed, detailed masterplan for the site, prepared by developers.

Planning history:

2005 outline planning application (subject to legal agreement): Demolition of various buildings and erection of replacement hospital with ancillary facilities, including car-parking, energy centre and landscaping, and formation of altered access to Watford Road and provision of/alterations to access roads and pedestrian routes within and adjacent to hospital and university site.

Allocation:

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 that dominates the main 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 and the Metropolitan Open Land designation of the Ducker Pond part of the site.

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.



Site Specific Allocations - resubmission version

16. Morrison's Supermarket.

Address:

Honeypot Lane, NW9.

Ward:

Queensbury.

Area:

2.3 hectares.

Description:

Single storey supermarket with extensive car parking. Borough Employment Areas are currently located to the north west and south east of the site. Suburban residential properties are found across Honeypot Lane within the London Borough of Harrow. The Metropolitan Line borders the eastern fringe.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

Use of north and eastern section of car park for residential development including family sized accommodation. Alternatively a mixed use development including residential above retail floor space. Proposals should include an appropriate supply of amenity space. Proposals should have regard for surrounding employment uses and configure development so that conflicts between uses are mitigated. Proposals will be required to include 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. Development must conserve and enhance the adjacent Wildlife Corridor.

Indicative development capacity	164 units
Indicative development phasing	2017 - 18

Flood risk comments:

The north and eastern fringes are affected by flood zones 2 and 3a (See Brent's SFRA and Sequential Test Report for more details). Development proposals should be accompanied by a Flood Risk Assessment. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

Re use of customer car parking for residential development. Use of brownfield land in proximity to local shops and services and public transport.

Site Specific Allocations - resubmission version

17. Alpine House

Address:

Honeypot Lane, NW9.

Ward:

Queensbury.

Area:

1.25 hectares.

Description:

Industrial and business office unit occupied by a number of small businesses. Situated south of the supermarket at Westmoreland Road, with industrial uses to the immediate east.



Core Strategy policy context:

Core Policies 16, 17, 18 and 19

Planning guidance:

None planned.

Planning history:

2008 planning permission: Demolition of existing commercial units and erection of 3 x four-storey blocks and 1 x five-storey block, comprising 120 self-contained flats, 1,823m² of commercial floorspace (Use Class B1) and 5 live/work units, with 86 car-parking spaces, bicycle and bin storage and associated landscaping. 2005 - outline planning application withdrawn - redevelopment to provide a mixed-use development, including the erection of one 4-storey building consisting of 20 self-contained flats; one 7-storey building consisting of commercial units to the ground floor and first floor, and 46 self-contained flats; one 6-storey building consisting of 54 self-contained flats; one 6-storey building consisting of commercial units to the ground floor, first floor, second floor and third floor, and 36 self-contained flats; with associated access, landscaping and parking.

Allocation:

In line with the 2008 planning permission, 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.

Indicative Development Capacity	120 Units
Indicative Development Phasing	2011-12

Flood risk comments:

Site Specific Allocations - resubmission version

A small part of the site (along the northern fringe) is located in flood zones 2 and 3 (see Brent's SFRA and Sequential Test Report for more information). Development proposals should be accompanied by a Flood Risk Assessment. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

18. Bridge Road

Address:

Bridge Road, NW10.

Ward:

Stonebridge.

Area:

0.1 hectares.

Description:

Vacant former industrial premises set back and between dwellings. Site has been subject to fly tipping.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

Residential development and access improvements to Bridge Road including amenity/open space. Improvements to the pedestrian network and public transport accessibility will be sought.

Indicative development capacity	16 units
Indicative development phasing	2011 - 12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Re-use of brownfield land for residential development.

Site Specific Allocations - resubmission version

19. Stonebridge Schools.**Address:**

Brentfield, NW10

Ward:

Stonebridge.

Area:

3.8 hectares.

Description:

Public open space and school campuses in Stonebridge set north of the rail line. The Brent Feeder passes through the site.

**Core Strategy policy context:**

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2007 outline planning permission: Demolition of existing schools and buildings and redevelopment of the site to provide two new expanded primary schools and other educational accommodation, 245 residential units, new public open space, relocated adventure play area, alterations to road infrastructure, car-parking and landscaping.

Allocation:

In line with the outline planning permission, mixed use redevelopment to deliver 2 new primary school schools and a new public open space and residential development. Requires a comprehensive approach to redevelopment to phase housing and schools together. Proposals to use the Brent Feeder within school grounds for educational purposes are encouraged.

Indicative development capacity	122 units	123 units
Indicative development phasing	2011 - 12	2013 - 14

Flood risk comments:

Not within an identified flood zone. A flood risk assessment will be required as the site is over 1ha in size. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

20. Former Unisys and Bridge Park Centre

Address:

North Circular Road, NW10

Ward:

Stonebridge.

Area:

2.85 hectares.

Description:

Vacant office buildings alongside sports and recreation centre and marginal industrial uses.



Core Strategy policy context:

Core Policies 13, 16, 17 and 18

Planning guidance:

The Council intend to prepare a Supplementary Planning Document for this site in 2009.

Planning history:

1997 planning permission and subsequent renewal: Conversion to 330-bedroom hotel and erection of single-storey glazed extension linking the 2 existing blocks, new penthouse storey with car parking, new boundary wall, and alterations to existing vehicular access onto Brentfield Road.

Allocation:

Requires comprehensive mixed use development including community uses, environmentally sensitive B1 uses, sport and recreation and residential development. However as 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. The Council will prepare planning guidance for this site. 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.

Indicative development capacity	120 units	125 units
Indicative development phasing	2011 - 12	2013 - 14

Flood risk comments:

Site Specific Allocations - resubmission version

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. 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. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

A comprehensive mixed use redevelopment on previously developed land in a prominent location to help deliver improved sports and leisure facilities.

Site Specific Allocations - resubmission version

21. Land adjoining St Johns Church

Address:

Wembley High Road, HA0.

Ward:

Sudbury.

Area:

0.6 hectares.

Description:

Vicarage buildings within church grounds set around St John's Church.

Core Strategy policy context:

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2001 planning application (subject to legal agreement): Demolition of church hall and erection of 3-storey YMCA hostel, comprising 25 studio flats, 6 no. 1-bedroom flats, 4 no. disabled-person units, nursery, meeting rooms and offices and replacement church hall, together with the construction of 8 affordable-housing units and 19 car-parking spaces.

Allocation:

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.



Indicative development capacity	43 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Increasing the supply of affordable housing while enhancing and not detracting from the setting of the listed building.

Site Specific Allocations - resubmission version

22. Roundtree Road.**Address:**

Harrow Road, HA0.

Ward:

Sudbury.

Area:

0.1 hectares.

Description:

Strip of land between Roundtree Road and Harrow Road.

Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

Residential over community or retail use subject to achieving satisfactory residential environment and where redevelopment assists the regeneration of Barham Estate.



Indicative development capacity	9 units
Indicative development phasing	2010 - 11

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Opportunity for new affordable homes.

Site Specific Allocations - resubmission version

23. Vale Farm Sports Centre

Address:

Watford Road, HA0.

Ward:

Sudbury.

Area:

4.5 hectares.

Description:

Sports and leisure centre set back from the Harrow Road. The facilities are reaching the limits of use and are in need of modernisation and improvement.

Core Strategy policy context:

Core Policies 15, 17 and 18

Planning guidance:

The Council intends to prepare guidance for this site.

Planning history:

None relevant.

Allocation:

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.

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.



Site Specific Allocations - resubmission version

24. Wembley Point.**Address:**

Harrow Road, HA9

Ward:

Tokyngton.

Area:

1.2 hectares.

Description:

Large office building surrounded by a large area of flat concrete used for car parking. The site is located immediately adjacent to Stonebridge Park Underground and Overground Station to the south and the North Circular to the east and Harrow Road to the north.

**Core Strategy policy context:**

Core Policies 13, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	104 units
Indicative development phasing	2011 - 12

Flood risk comments:

Southern parts of the site are affected by flood risk zone 3b and the majority of the site lies within flood risk zone 2 (see Brent's SFRA for more information). Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

Redevelopment will maximise the use of this site, with development on land currently used as a car park.

Site Specific Allocations - resubmission version

25. Vivian Avenue**Address:**

Wembley, HA9

Ward:

Tokyngton.

Area:

0.7 hectares.

Description:

Backland open space previously used for tennis courts and private allotments and club house, set between Vivian Avenue and Harrow Road.

**Core Strategy policy context:**

Core Policies 15, 16, 17 and 18

Planning guidance:

The Council intends to prepare guidance for this site.

Planning history:

2007 - planning application, appeal dismissed: Demolition of 29 Vivian Avenue, HA9, and Wembley Hill Sports and Social Club and erection of a single-storey sports and social club and a part two- and three-storey building containing 29 two-bedroom and 43 one-bedroom sheltered units for the elderly, guest suites and ancillary accommodation, provision of vehicular access to Vivian Avenue to footpath and pedestrian access, 38 car-parking spaces and associated landscaping. 2006 – planning application, appeal dismissed - demolition of 29 Vivian Avenue and Wembley Hill sports and social club building and erection of a single-storey sports and social club building and a part two- and three-storey building containing 34 two-bedroom and 38 one-bedroom, sheltered elderly housing units and guest suite and ancillary accommodation, provision of vehicular access to Vivian Avenue and pedestrian access to footpath to south, 23 car-parking spaces and landscaping.

Allocation:

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.

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

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.

Site Specific Allocations - resubmission version

26. Old St Andrew's Church

Address:

Old Church Lane, NW9.

Ward:

Welsh Harp.

Area:

0.8 hectares.

Description:

Disused church buildings located to the west of Welsh Harp Metropolitan Open Land.



Core Strategy policy context:

Core Policy 15

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

An opportunity to reconnect local residents and occupiers to an important visual, social and historic landmark in the borough, notwithstanding its listed status.

Site Specific Allocations - resubmission version

27. Hawthorne Road**Address:**

Hawthorn Road, NW10

Ward:

Willesden Green.

Area:

0.2 hectares.

Description:

Industrial buildings located at the cross roads of Litchfield Gardens and Hawthorn Road.

**Core Strategy policy context:**

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2007 planning application withdrawn: Demolition of the existing car wash and erection of a part 1-, 2- and 3-storey block of 3 x 2-bedroom and 3 x 1-bedroom flats with roof terraces to the front at first-floor and second-floor levels, adjacent to Hawthorn Road, erection of a 2-storey block of 6 terraced dwellings comprising 6 x 3-bedroom flats with balconies to the rear at first-floor level, and erection of a block of 5 terraced dwellings comprising 5 x 3-bedroom flats with balconies to the rear at first-floor level, adjacent to Litchfield Gardens, with associated landscaping, refuse storage, hard-standing, new vehicle crossover and provision of 5 car parks.

Allocation:

Residential development and amenity/open space. Improvements will be sought to public transport as part of any proposal to develop the site.

Indicative development capacity	11 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Redevelopment of badly poorly industrial building. Increasing the supply of residential development including affordable housing.

Site Specific Allocations - resubmission version

28. Queen's Parade/Electric House

Address:

Willesden Lane, NW2

Ward:

Willesden Green.

Area:

0.17 hectares.

Description:

Single storey shopping parade and locally listed quasi office/industrial building located at the Junction of Walm Lane and Willesden Lane, set back from the road.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

The Council intend to prepare planing guidance for this site.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	17 units
Indicative development phasing	2013 - 14

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

More intensive use of site to allow for diversification of retail and increase the supply of residential units in the area.

Site Specific Allocations - resubmission version

29. Former Dudden Hill Lane playground.**Address:** Willesden, NW10**Ward:** Willesden Green.**Area:**
0.16 hectares.**Description:**

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). 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. The site is not well positioned being next to a main intersection and busy road, and to meet the needs of local residents.

**Core Strategy policy context:**

Core Policies 15, 16, 17 and 18

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.

Indicative development capacity	20 units
Indicative development phasing	2011-12

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

Site Specific Allocations - resubmission version

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.

Site Specific Allocations - resubmission version

30. Gaumont State Cinema

Address:

Kilburn High Road, NW6

Ward:

Kilburn.

Area:

1.4 hectares.

Description:

Listed building part used as bingo hall, part vacant cinema, set back from Kilburn High Road and surrounded by residential and retail development.

**Core Strategy policy context:**

Core Policy 15

Planning guidance:

None planned.

Planning history:

None relevant.

Allocation:

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.

Flood risk comments:

Not within an identified flood zone. Proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

The Council is seeking a use that can provide 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 diversify the uses available along the High Road.

Site Specific Allocations - resubmission version

31. Kilburn Square

Address:

Kilburn High Road, NW6.

Ward:

Kilburn.

Area:

0.6 hectares.

Description:

Declining town centre mixed use development of residential, offices, retail market space and public square, set back from the busy High Road.



Core Strategy policy context:

Core Policies 16, 17 and 18

Planning guidance:

None planned.

Planning history:

2006 planning permission: Demolition of existing market structures, first-floor office units, second-floor roof structures and bridge over, erection of 3-storey side extension, single-storey front extension with new shop fronts, 3-storey and single-storey side extension with 6 roof lights, formation of 14 self-contained flats at first-floor and second-floor level, provision of waste and recycling store, new lift and new pedestrian access, refurbishment of existing ground-floor retail and provision of replacement market structures, 2-storey side extension to 121-123 Kilburn High Road.

Allocation:

Mixed use redevelopment 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.

Indicative development capacity	14 units
Indicative development phasing	2009 - 10

Flood risk comments:

Not within an identified flood zone. Flood zones are subject to change and modelling and re-modelling is carried out on a quarterly basis by the Environment Agency.

Justification:

This proposal will introduce environmental improvements to Kilburn High Road, residents, occupiers and visitors, increase the residential density and improve the configuration of the market space.

Site Specific Allocations - resubmission version

10. Transport

T1. 12-14 Carlisle Road

Ward:

Queensbury.

Allocation:

A one meter strip of land is required along the south side of Carlisle Road for highway widening when the sites are redeveloped.

Justification:

Existing private forecourt and industrial buildings have unsatisfactory servicing and parking conditions.



Site Specific Allocations - resubmission version

T2. Barningham Way

Ward:
Fryent.

Allocation:
Land required for highway widening and adoption following and as part of development of adjoining sites.

Justification:
Substandard highway infrastructure to service the industrial estate.



Site Specific Allocations - resubmission version

T3. Oxgate Lane

Ward:

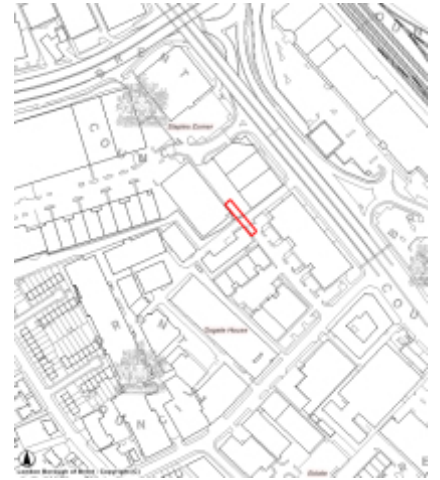
Dollis Hill.

Allocation:

Link road with acceptable gradient to be constructed and adopted to improve servicing to industrial estate.

Justification:

Help link the internal road network of the Staples Corner industrial estate.



Site Specific Allocations - resubmission version

T4. Humber Road

Ward:

Dollis Hill.

Allocation:

Service road following redevelopment to improve accessibility, servicing and general management.

Justification:

Link the proposed internal road network of the Staples Corner industrial area.



Site Specific Allocations - resubmission version

T5. Sidmouth Road

Ward:

Willesden Green.

Allocation:

Junction widening following redevelopment of Quality House.

Justification:

To allow buses to make a left turn at the junction for potential rerouting of the number 52 service.



Site Specific Allocations - resubmission version

T6. Waxlow Road

Ward:

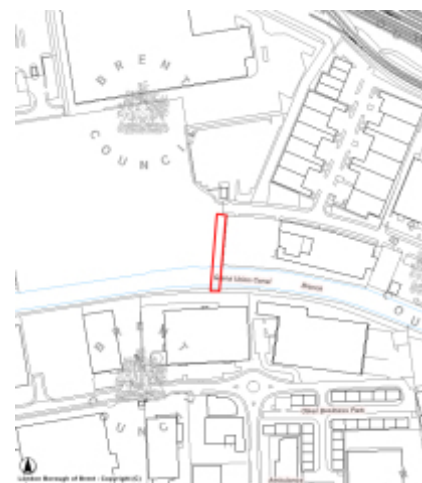
Stonebridge

Allocation:

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 improve pedestrian access to the Grand Union Canal.



Site Specific Allocations - resubmission version

1. Table of old and new SSA reference numbers

Old number	Site Specific Allocation	New number
1	Atlip Road	A4
4	Former Guinness Brewery	PR1
5	Former Central Middlesex Hospital	PR3
7	Former Unisys and Bridge Park Centre	20
9	Vale Farm Leisure Centre	23
10	Northwick Park Hospital	15
11	London Transport Sports Ground	W2
12	Brent Town Hall	W3
14	British Legion, Marshall House and Albert Road Day Centre	SK2
15	Former Mercedes Garage, Malvern Road	SK3
16	Kilburn Square	31
17	Gaumont State Cinema	30
19	Dollis Hill Estate	3
21	Alperton House	4
22	Metro House	1
23	Morrison's Supermarket	16
25	Oriental City	B/C1
27a	Asiatic Carpets	CE7
27b	Ebony Court	CE2
27c	White Hart Public House and Church	CE4
27d	Church End Local Centre	CE1
28	Wembley West End	W1
32	Northfields Industrial Estate	A8
34	Queen's Parade and Electric House	28

Site Specific Allocations - resubmission version

Old number	Site Specific Allocation	New number
36	Mount Pleasant/Beresford Avenue	A7
37	Amex House	W6
39	Alpine House	17
42	Former Kingsbury Library and Community Centre	8
43	Woodside Avenue	A6
44	Sunleigh Road	A5
46	Former B&Q and Marvelfairs House	A3
49	Garages at Barnhill Road	2
51	Dollis Hill House	4
57	Sainsbury's Superstore	13
59	3-5 Burnt Oak Broadway	B/C4
61	Queen's Park Station Area	SK1
62	Priestley Way, North Circular Road	5
63	Old St Andrew's Church	26
71	Manor Park Road	11
75	Hawthorne Road	27
80	Former Willesden Court House	10
83	Land adjoining St John's Church	21
85	Capitol Way	B/C3
88	12 - 14 Carlisle Road	T1
90	Barningham Way	T2
91	Oxgate Lane	T3
92	Humber Road	T4
97	Waxlow Road	T6
99	Sidmouth Road	T5

Site Specific Allocations - resubmission version

Old number	Site Specific Allocation	New number
100	Canterbury Works	SK4
101	Shubette House	W4
102	Wembley Eastern Lands	W5
103	Bridge Road	18
104	Sarena House/Grove Park/Edgware Road	B/C2
106	Minavil House and Unit 7 Rosemont Road	A2
108	Vivian Avenue	25
109	Neasden Lane/Birse Crescent	6
110	Neasden Lane/North Circular Road	7
111	Harlesden Plaza	9
112	Clock Cottage	14
113	Wembley Point	24
114	Homebase	CE5
116	Former Playground Dudden Hill Lane	29