

Site Specific Allocations - Proposed Submission June 2009

4. Alperton Growth Area

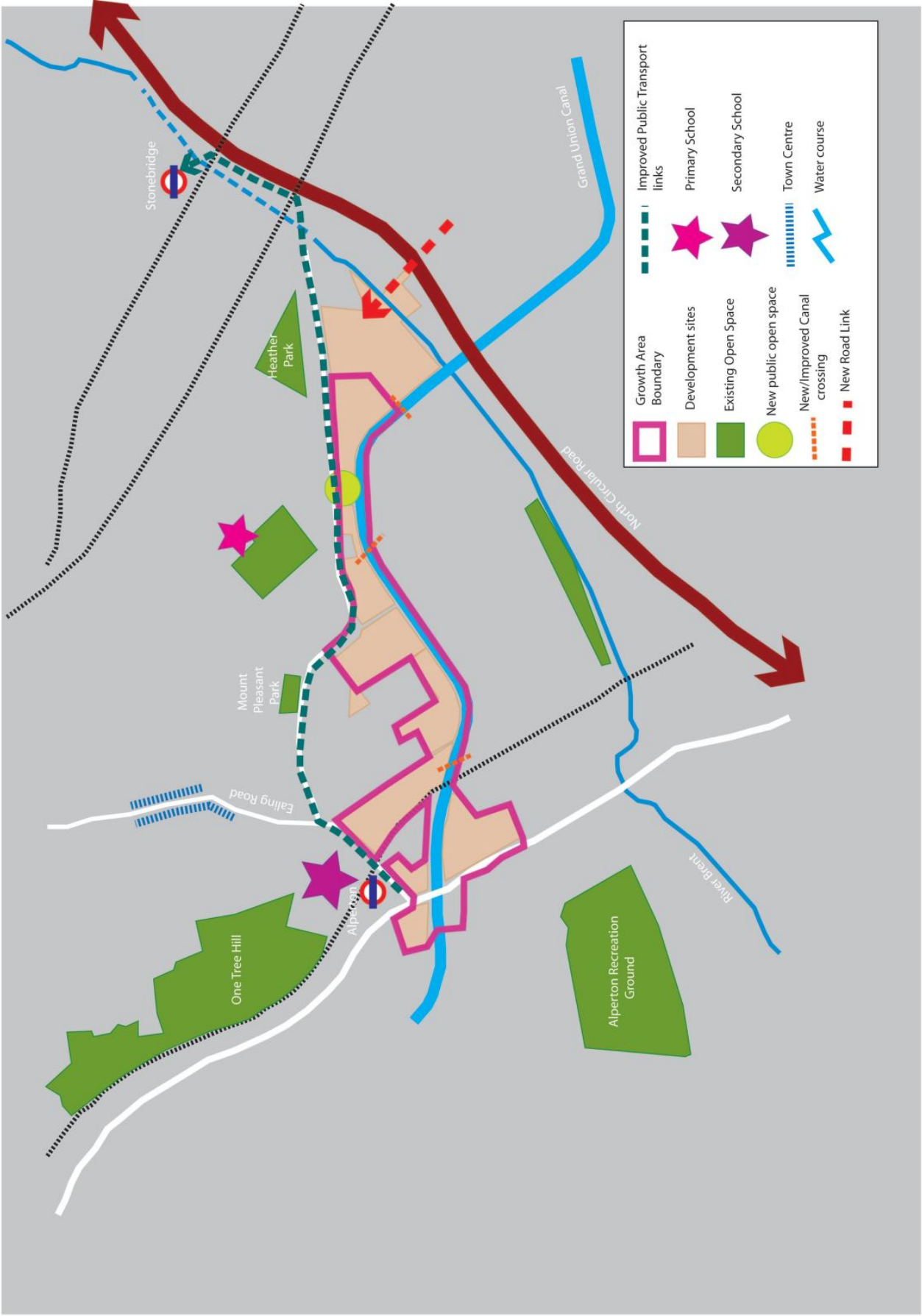
Core policy 8

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. 12.5 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

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Alperton Growth Area Key Diagram

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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



Map A1

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	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.

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.

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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



Map A2

Planning guidance:

Alperton Masterplan Supplementary Planning Document to be prepared 2009.

Planning history:

2008 refused application: Demolition of the existing building and erection of a 1-/8-storey building comprising a basement parking area, ground floor retail unit first floor office space floor and 79 self-contained residential units. 86 car-parking spaces, bicycle and bin storage, amenity space, children's play area, associated landscaping and other works.

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	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:

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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.

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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.



Map A3

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:

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.

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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.



Map A4

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:

2009 planning permission: Windsor House: Redevelopment for 31 residential units and commercial floorspace.

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

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

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

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

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

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.

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Indicative development capacity	168 units	142 units	17 units	45 units
Indicative development phasing	2011 - 12	2013 - 14	2015 - 16	2017 - 18

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.

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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



Map A5

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	2015 - 16	2017 - 18

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.

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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.



Map A6

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:

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.

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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



Map A7

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	2017 - 18

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.

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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.



Map A8

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 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.

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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.