NEASDEN STATIONS GROWTH AREA

MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT APRIL 2022

SUPPORTED BY

MAYOR OF LONDON

Brent

Neasden Stations Growth Area

Masterplan Supplementary Planning Document

Neasden Stations Growth Area (NSGA) is a priority Growth Area in Brent's Local Plan. This Supplementary Planning Document (SPD) sets out the Vision, Urban Design Principles and Policy Framework for NSGA to inform and assess future applications for development in the area, and bring forward comprehensive benefits for its communities.

Note: The NSGA Masterplan SPD should be seen as a long term indicative vision (over 20+ years).
The plan(s) will therefore be subject to periodic review, change and refinement over the long term.

Every effort has been made to ensure plans are correct at time of publishing.

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MASTERPLAN SPD CONSULTATION

Working closely with local communities has been increasingly important for the London Borough of Brent. The Council's Borough Plan strongly commits to community engagement as one of its five strategic themes: "Strong Foundations", aiming to strengthen existing relationships and build new ones by engaging effectively with communities and increasing resident satisfaction and involvement. The Council believes that local people should have as much clarity as is practical on the process of the NSGA Masterplan SPD and welcomes public engagement, including with local residents, community groups and businesses. Transparent communication that is responsive to local people's needs is crucial to ensure everyone is informed, has fair access and representation through the local decision-making process, and can contribute to and influence the transformation of the area. The purpose of the consultation process was to provide developers, landowners, local businesses and residents, as well as relevant internal and external stakeholders and partners, an opportunity to participate and feedback on the Masterplan SPD. A draft Masterplan SPD was published for consultation to allow the wider public and interest groups to review and comment upon its content.

The Council raised awareness through The Brent Magazine, website, social media and other publicity materials. The consultation was online and offline, with materials disseminated across a variety of platforms and in a variety of formats. Hard copies of the documents were available for review and comment at Council buildings, such as Brent Civic Centre and Willesden Library. The draft Masterplan SPD and the comment form and relevant information were published on the Council's dedicated web page and consultation portal.

The Masterplan SPD was subject to six weeks of formal consultation between 21 June 2021 to 2 August 2021 following Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012, which was held in line with the Council's Statement of Community Involvement. The consultation was extended another week (until 9 August 2021) following requests and feedback from local residents and stakeholders. An Adoption Statement and Consultation Statement setting out the comments received and Council's responses also accompanies this Masterplan SPD, which are available to view on the Council's website.

STAKEHOLDER ENGAGEMENT

Engagement Process:

Brent Council has developed a Statement of Community Involvement (SCI), adopted in July 2017. The Statement explains how the Council will involve local communities and other interested parties when planning policies and planning applications.

This Masterplan SPD has been developed through ongoing consultation with several key stakeholders, though the Covid-19 pandemic has limited wider public participation. Masterplan capacity testing commenced in early 2020 and coincided with government restrictions, making it challenging to engage the local community in the master planning process at that stage. The Council engaged the local community for six weeks as part of the statutory consultation process. A one-week extension was also accommodated following requests and feedback.

Outputs and deliverables have been supported by technical inputs from various in-house teams including Planning, Placemaking, Transport, Policy, Infrastructure, Environment, Housing and Regeneration. A series of meetings and discussions were also held with representatives from the Greater London Authority (GLA), Transport for London (TfL), West London Alliance (WLA), and other statutory bodies, alongside direct engagement with landowners, developers and local councillors. External technical inputs, such as topographical, utilities and flood risk surveys have informed the masterplan capacity studies, whilst a viability assessment has appraised the development potential and deliverability.

Engagement Methods:

Communication

The Council placed notices on its website (**www.brent.gov.uk**), to inform residents what documents were available for comments and how feedback could be provided. The adverts provided details around:

- What the Neasden Stations Growth Area Masterplan SPD was;
- Where and when interested parties can view it, obtain or view copies and make comments;
- Where and how to send comments and representations; and
- How the Council can be contacted for questions and additional information.

Consultation Responses

The Council considered all written comments (electronic and hard copies) and representations made during public consultation process and presented it in a consultation summary report. The consultation report also includes officer's response and revisions made to the draft SPD. This document will be available to view on the Council's website.

EXECUTIVE SUMMARY

We face a climate and ecological emergency, and the challenge to achieve carbon neutrality by 2030. With a growing population, the pressure on London's land to provide sustainable new homes and jobs, whilst delivering a green economic recovery, is immense. The clear, practical distinction between residential, industrial and recreational uses is now becoming more blurred and slowly disappearing.

Meeting London's housing needs is a top priority for the Mayor. Nevertheless, the London Plan 2021 recognises that other land uses, especially industrial land, are fast depleting and must be refreshed to keep pace with future demands. It therefore proposes policies to protect industrial land. It emphasises a plan-led and masterplanning approach to intensification of existing industrial sites and their co-location with residential uses to deliver both new jobs and new homes.

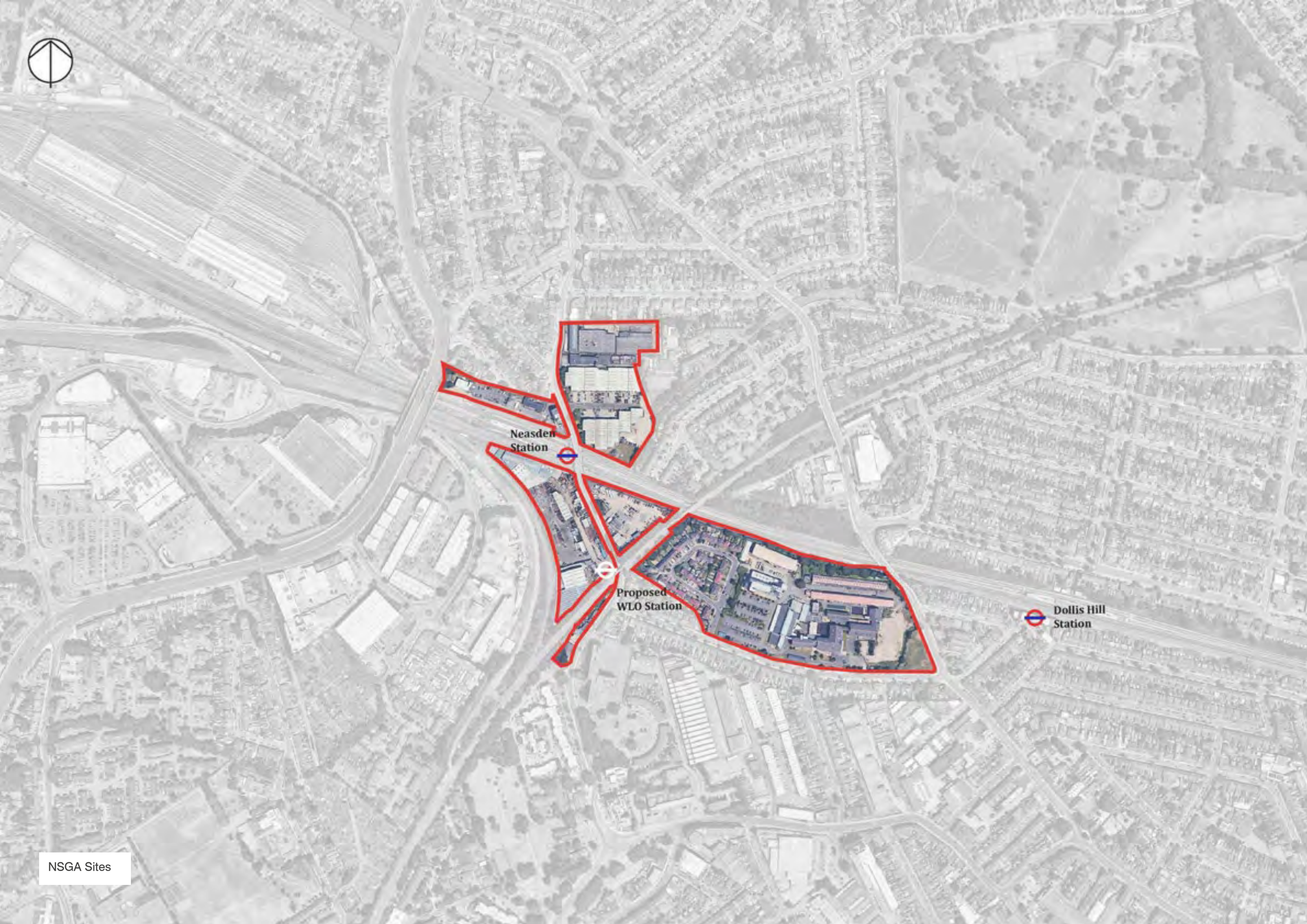
The opportunity is most apparent in sites that benefit from being well-connected by existing or planned Tube and rail stations, such as those located along the proposed West London Orbital (WLO) line. In this context, the area around Neasden station is identified as a key priority growth corridor within the Brent local Plan. The aim is to maximise the best use of land, provide homes and employment opportunities through industrial intensification and residential co-location supporting the Mayor's and Council's vision, and facilitate 'good growth' for Brent.

This Masterplan SPD seeks to unlock the massive potential that the Neasden Stations Growth Area (NSGA) has to offer, and define a new place that balances local choices and opportunities within the wider metropolitan context. The delivery of new workspace, improved accessibility to the wider area, an interconnected network of green open spaces, enhanced public realm, permeable movement network, and climate resilient, will create an inclusive and sustainable neighbourhood that can support at least 2,000 new homes, and also serve as a distinctive gateway to Neasden.

The Masterplan SPD sets out the overarching vision for NSGA, and the underpinning urban design framework, to help ensure that the transformation of the existing poor quality environment brings forward physical, social and economic regeneration for all the community. It details the planning policy context and conforms to both the Brent local Plan and the London Plan. By adopting a masterplanning approach, translated into a clear vision and objectives for NSGA to help landowners, developers and local residents achieve comprehensive regeneration of the area and avoid the mistakes of piecemeal urban development.

The Growth Area, in its current form, is clearly not an effective use of land when assessed against its public transport accessibility. This Masterplan SPD proposes a strategy to refresh and extend the Growth Area's longevity by elevating its capacity to deliver Brent and wider London needs. It maps out the main interventions that will shape the Growth Area's future. Residential co-location with new industrial space will be the key that unlocks comprehensive regeneration to revitalise the area, meet housing needs, and support business growth and new, better quality jobs.

NSGA is an opportunity to make a valuable contribution to the 'good growth' agenda and ensure the realisation of both the Mayor's and Council's ambitions for the creation of an exemplary place. This Masterplan SPD sets out the vision and framework that will make it happen.


Neasden
Station
Proposed
WLO Station
Dollis Hill
Station
NSGA Sites

1.
INTRODUCTION

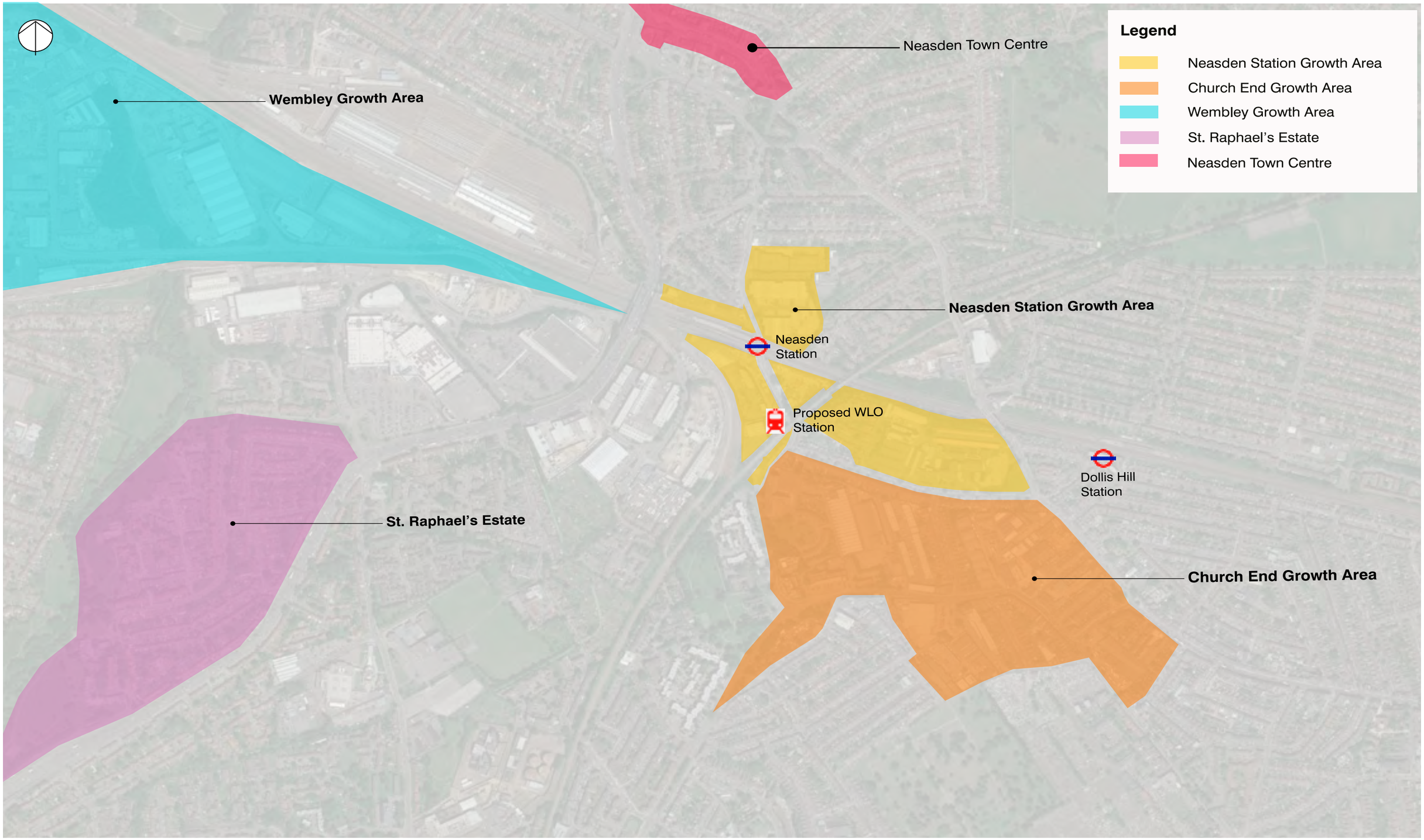


Figure 1: Wider regeneration context

1.1 BACKGROUND

1.1.1. Brent Council, in collaboration with the GLA, has prepared a SPD for the NSGA that identifies and maximises its development potential. The Council has designated 11.5 hectares of land around the Neasden station as a site allocation for the Growth Area in the Brent Local Plan and, as such, NSGA represents one of the most significant regeneration and development opportunities within Brent.

1.1.2. At present, NSGA is characterised by underutilised land and, at its centre, predominantly low-density industrial uses, including commercial, light industrial, storage and waste management. These uses sit alongside residential and educational uses within a poor quality townscape, severed by rail and road links that cut across the majority of the growth area. There are significant opportunities to transform NSGA into a vibrant and inclusive mixed-use neighbourhood, with high quality residential and employment uses alongside improved accessibility to the wider area, enhanced public realm, interconnected green open spaces and a more permeable movement network. **Figure 1** shows the wider context of the NSGA.

1.1.3. The Brent Local Plan identifies the potential for NSGA to accommodate a new station as part of the proposed WLO line, supporting the delivery of new homes and jobs to meet the Brent and wider London needs for additional housing and industrial capacity. The Mayor's Transport Strategy (MTS) proposes working towards delivering the WLO line to support 20,000 new homes across West London, whilst the Mayor's Housing Strategy supports more intensive use of land, land assembly and investment in homes and infrastructure across London.

1.2 WHY IS THIS MASTERPLAN SPD NEEDED?

1.2.1. NSGA has some complex land ownership issues. In striving to avoid the negative consequences of a piecemeal and fragmented approach to development, the Council has sought to balance the often competing and conflicting aspirations of the different external parties, and reconcile these aspirations within the policy framework established by both the London Plan 2021 and Brent Local Plan.

1.2.2. With development capacity and viability at NSGA contingent on several variable factors, such as the delivery of the WLO line, it has been necessary to undertake masterplan capacity studies that test a number of different scenarios. Other variable factors include the quantum of industrial uses, quantum of commercial uses, type of residential co-location and extent of development sites. As such, the Council has concluded that a Masterplan SPD demonstrating the range of dimensions within which regeneration can appropriately come forward is the most suitable way of guiding future development across the growth area. It consolidates the outcomes of the masterplan capacity studies into a robust urban design framework. This seeks to provide clarity and certainty on key requirements and outcomes. It must, however, try to provide sufficient flexibility to allow for potential changes in circumstances over a delivery period to 2041 and, on some sites, possibly beyond.

1.3 WHAT WILL THIS MASTERPLAN SPD DO?

1.3.1. To identify and maximise the development potential of the growth area, this Masterplan SPD seeks to:

- Guide the comprehensive regeneration and long-term social, economic and environmental sustainability of NSGA as defined by the Brent Local Plan site allocation;
- Establish the vision and objectives for NSGA;
- Set out the planning policy context that underpins the vision and objectives;
- Explore and determine the development capacity of NSGA;
- Identify and secure the physical, social, economic and other infrastructure needs such as transport, green open space, environment and sustainability requirements to support comprehensive development and good growth;
- Define a robust urban design framework to guide future development;
- Promote a masterplanning approach to avoid piecemeal development;
- Provide a basis for planning decisions and serve as a material consideration throughout the planning process.

1.3.2. This Masterplan SPD has evolved through an iterative process involving key stakeholders such as the GLA, the Environment Agency, Natural England, TfL, WLA, landowners, developers, Officers and Members of the Council, infrastructure providers and local people and community groups as mentioned in the previous section. It aims to balance the aspirations and objectives of all of these groups with acknowledged best practice development, placemaking and sustainability principles.

1.4 WHO SHOULD USE THIS MASTERPLAN SPD?

1.4.1. This Masterplan SPD has been prepared for use by a range of different people involved in the development process including:

- Applicants – those seeking planning permission to make improvements to their homes or business premises;
- Councillors – those supporting their communities or making decisions about new development in the borough;
- Developers and landowners – those companies or individuals seeking to bring forward new development in the borough;
- Local residents – those who may be concerned about or interested in new development in their neighbourhood;
- Officers – those guiding new development in the borough; and
- Professionals – planners, architects, designers, agents and other consultants working on behalf of developers and landowners.

View towards Wembley Stadium from the bridge on Neasden Lane adjacent NSGA

2.
NEASDEN REIMAGINED

2.1 OUR VISION

2.1.1. NSGA will be a unique place where people choose to live, learn, work, and relax. New homes and jobs will accommodate growth and future demands through industrial intensification and co-location with new residential uses. Redevelopment will be complemented by public spaces and pocket parks, enhanced and high quality public realm. A robust local movement network of walking and cycling routes and social infrastructure will connect surrounding neighbourhoods and communities. NSGA will also serve as an important gateway to the wider area, with improved connectivity via the existing Neasden station and proposed WLO station. Regeneration will transform what is today an area comprised of underutilised and unloved spaces, into a new mixed-use neighbourhood, with a distinct and characterful sense of place for new and existing communities alike.

2.2 OUR OBJECTIVES

2.2.1. To deliver the vision of what NSGA could be in the future, a number of key objectives have been defined and are underpinned by the planning policy context set out in **Section 3**.

This Masterplan SPD aims to help:

- Realise the ambitions for regeneration and growth set out in the Brent Local Plan and London Plan;
- Encourage more efficient land use through industrial intensification and residential co-location to increase industrial capacity and meet housing demand;
- Attract long-term investment into the growth area and provide certainty to investors;
- Create an exemplary and characterful place underpinned by robust development, placemaking and sustainability principles;
- Maximise the benefits of the proposed WLO line and support closer working between TfL, the WLA and other stakeholders to unlock the potential of key development sites;
- Promote active and sustainable travel modes and encourage the links to proposed infrastructure and the extension or enhancement of existing infrastructure;
- Enhance the public realm and create healthy streets for people to improve the quality of the local environment;
- Create a new network of green infrastructure and provide much-needed public open space accessible to existing and new communities alike;
- Overcome issues of severance between the growth area and its surroundings and establish links to adjacent development sites and town centres; and
- Support climate change resilience and encourage the adoption of zero carbon and circular economy principles.

2.3 OUR VALUES

2.3.1. Our values underpin this Masterplan SPD and set out the type of place the Council wants Neasden to be in the future and the qualities we want it to possess. These values are informed by a series of placemaking principles to help shape and serve as a critical framework for emergent design proposals. When used in the context of regeneration, the term 'placemaking' can imply that a place needs to be made. However, places almost always already exist. Whilst Neasden is no exception to this, it does need cultivating to ensure it can both meet the challenges and seize the opportunities that the future holds.

2.3.2. At present, the Growth Area is an in-between space fragmented by infrastructure and lacking a definitive character or sense of place. Development consistent with the content of this Masterplan SPD represents a significant opportunity to make a new place at the heart of Neasden, which acts as a gateway to and provides connections between the growth area and its surroundings. Our values are intended to help guide design teams in developing design proposals for sites within the Growth Area through a place-based approach, and serve as a framework for the Council to periodically review those design proposals against at key milestones. We want Neasden to be:

A resilient place that:

- Minimises the use of resources and creation of pollution;
- Maximises the use of renewable resources;
- Supports the principles of a circular economy,
- Reduces flood risk and employs effective water run-off control measures; and
- Reduces water consumption and its associated energy requirements.

A characterful place that:

- Has a distinctive identity;
- Relates to and strengthens the existing community and neighbourhood;
- Supports communality and fosters a sense of belonging;
- Creates inclusive spaces for people that support interaction and cohesion;
- Supports local town centres and social infrastructure; and
- Celebrates local landmarks and heritage.

A connected place that:

- Improves accessibility to public transport infrastructure;
- Creates permeable and walkable neighbourhoods;
- Supports modal shift by prioritising active travel and public transport for local journeys;
- Improves air quality and the local environment;
- Supports the principles of Vision Zero and Healthy Streets; and
- Minimises the impact of freight and servicing on vulnerable road users.

A green place that:

- Creates a hierarchy of safe, secure and welcoming local public spaces;
- Incorporates green infrastructure to support biodiversity, ecology, recreation, food production, microclimate control, adaption to climate change and flood protection;
- Establishes coherent relationships between buildings and public spaces;
- Supports the creation of an interconnected network of green infrastructure both within and beyond the growth area; and
- Provides robust maintenance and management plans for all tree planting for a minimum of five years, from the end of construction to the end of the establishment period;

A diverse place that:

- Encourages use and enjoyment by all people irrespective of protected characteristics;
- Represents the needs of children and young people;
- Provides high quality play space to support young people of all ages;
- Celebrates ethnic and cultural diversity, and is founded on inclusive participation; and
- Supports different modes of living and domestic cultures.

A robust place that:

- Employs a well-detailed, durable and economical material palette;
- Ensures that the material palette is functional and fit for purpose;
- Creates moments of delight that instil a sense of civic pride;
- Prioritises ease of maintenance to retain the value of the development over time;
- Incorporates building technologies that are designed for change and can be easily adapted or replaced to meet future needs and standards; and
- Takes a proactive approach to designing out crime to ensure that buildings and spaces are resilient, but welcoming.

A Resilient Place

2.3.3. A resilient Neasden will conserve natural resources and respond to the impacts of the ongoing climate and ecological emergency. Well-designed buildings and landscapes will create a sustainable built and natural environment through a combination of mitigation, by reducing greenhouse gas emissions and minimising embodied energy, and adaptation to anticipated events such as rising temperatures and the increasing risk of flooding.

2.3.4. Development at Neasden will be lean, clean and green, and follow the energy hierarchy to achieve net zero-carbon by using less energy, supplying energy efficiently, using renewable energy and offsetting any shortfall in carbon dioxide reductions. The orientation of buildings will support less energy use, with contributions from natural resources such as sun, ground and wind optimised, and passive systems for light, temperature, ventilation and heat incorporated.

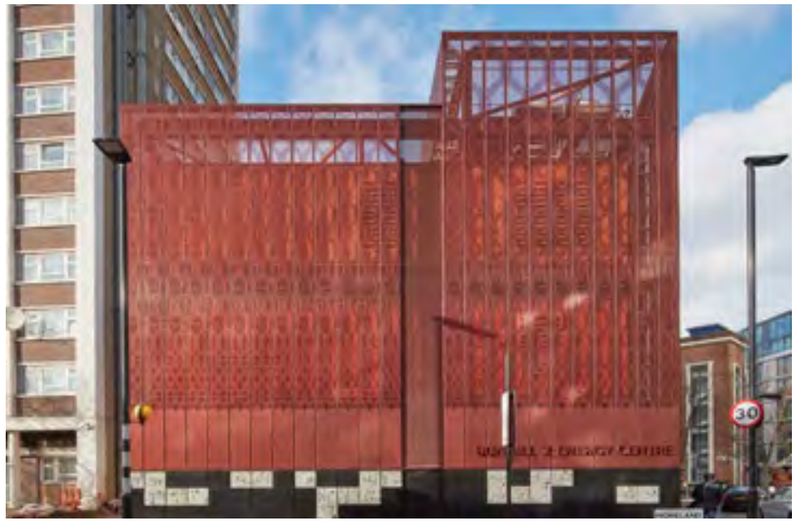
2.3.5. Neasden will support efficient energy supply, with decentralised and low carbon sources utilised alongside intuitive building technologies that are straightforward for people to use. Community-led initiatives will also be facilitated to give people ownership over their energy use and freedom to choose their energy provider. Neasden will also support renewable energy use, by maximising on-site generation, and utilising systems such as photovoltaic arrays, ground source heat pumps and district heating networks.

2.3.6. Effective water management at Neasden will be contingent on efficient use of water and resilient drainage to maintain healthy and sustainable water systems. As such, development will reduce water consumption and the associated energy requirements, whilst maximising opportunities for rainwater and greywater harvesting where there is both space to do so and a suitable use for harvested water.

2.3.7. Development at Neasden will also utilise sustainable urban drainage systems (SUDS) to reduce flood risk and employ effective surface water run-off control measures. Green and brown roofs, ponds, swales, rain gardens and permeable surfaces will all add amenity value to landscapes and open spaces.

Sustainable roof garden and allotments involving community participation

Provisions for SUDs, raingardens and swales



District energy centre providing for energy needs

Support renewable energy use: photovoltaic arrays to harness solar energy

A Characterful Place

2.3.8. A characterful Neasden will be a place that people remember, feel connected to and ultimately value. Well-designed buildings and landscapes will be site-specific and have a meaningful relationship to the surrounding context, capturing the essence of the existing place and reinterpreting that to establish something new. Positive qualities of the area will be enhanced, whilst negative qualities will be improved.

2.3.9. Neasden will honour its heritage as a London suburb, which was driven by the arrival of the Metropolitan Railway, with the importance of public transport infrastructure reflected in the design of buildings and landscapes. Together, the renowned design legacy of both the Metro-land era and the London Underground will be a key part of Neasden's identity, informing the materiality, colour and texture of the place.

2.3.10. Neasden will also honour its heritage as a place of industry, which grew out of its origins as a place of agriculture and farming. Street and building names will reference both the factories that once dominated Neasden Lane, and the numerous goods historically manufactured in the area, such as pencils, perfume and paper.

2.3.11. Neasden will celebrate its vibrant cultural legacy and reference its noted contributions to fashion, sport, music, film and television. Notable residents will be honoured in direct and indirect ways, reinforcing a sense of place. As the home of the largest Hindu temple in Europe, Neasden will also be regarded as the spiritual heart of Brent, reflecting religious tolerance and racial diversity in the area, and across the borough.

2.3.12. Development at Neasden will strike a careful balance between retaining its existing character and identity and defining something new. Differences between the scale and density of new development and the existing place will be considered from the outset, with sensitive thresholds carefully managed to ensure that the different parts of the area are understood as one unified whole.

Neasden Depot and power station powered the entire network until 1960s

Neasden Temple

Twiggy the first super model and fashion icon from Neasden

Bob Marley's first studio on Neasden Lane

A Connected Place

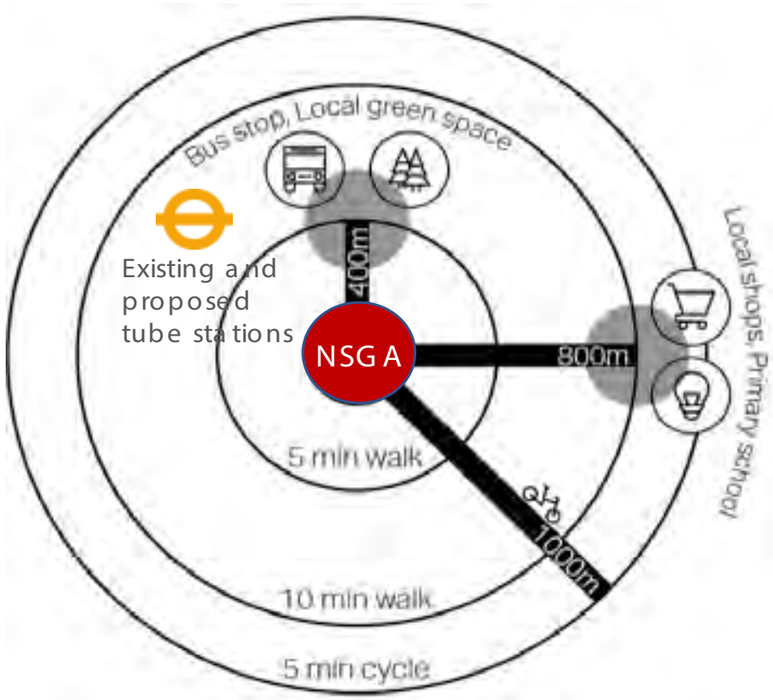
2.3.13. A connected Neasden will be accessible and easy to move around. Well-designed streets will play an important role in the local movement network, significantly enhancing connectivity and interaction within the neighbourhood, improving people's quality of life and supporting the creation of a sustainable, inclusive and mixed community.

2.3.14. Neasden will reflect the need for good quality streets, which has become increasingly important throughout the Covid-19 pandemic, and capitalise on shifting attitudes towards walking and cycling. Within the broader hierarchy of streets and routes defined across Neasden, quieter streets will be low-traffic and safer for pedestrians and cyclists, supporting good health and well-being and effecting lasting behaviour change.

2.3.15. As a 15-minute neighbourhood, Neasden will support a green recovery from the Covid-19 pandemic by creating more local ways of living, working and socialising. Increased working from home will be complemented by improved local connectivity. Residents will be able to access a range of services and amenities within an easy walk of their homes, benefitting from safe and accessible connections to the local town centres and open spaces.

2.3.16. As part of a polycentric city, Neasden will also take full advantage of its strategic location and good access to public transport by reducing severance and improving connectivity across Brent and the wider area. Residents will have the choice to enjoy London at all scales, from mews to metropolis, supporting social mobility and balanced economic vitality across the city.

2.3.17. Development at Neasden will deliver intensified industrial uses alongside high-density residential uses, and will not shy away from its dependence on the strategic road network. Interaction between increased volumes of freight and service vehicles and a greater number of pedestrians and cyclists will be carefully managed to prioritise the safety of vulnerable road users.



'15 minute neighbourhood'– Promoting active travel, modal shift and walking/cycling to local destinations

Provisions for cycling infrastructure

Segregation of cars/vehicles from pedestrian/cycle routes with landscape buffer facilitating safer and healthier streets

Movement network should prioritise walking and cycling. Provision for signage and use of material palette for shared surfaces can aid in wayfinding and navigation.

A Green Place

2.3.18. A green Neasden will be a place that successfully integrates the natural and built environments. Natural and semi-natural landscapes, open spaces, trees, grass, planting and water will contribute towards the quality of the place and people's quality of life. Nature will be prioritised in this urban area to improve public health, allow diverse ecosystems to flourish, and support biodiversity and climate change mitigation.

2.3.19. Development at Neasden will increase the quantity and overall quality of open space provision in the area, defining a hierarchy of local spaces that provide opportunities for comfort, relaxation, stimulation and social interaction in a safe environment. Open spaces will be carefully located and laid out, supporting a range of different activities through versatility and accessibility for all groups of people.

2.3.20. Neasden will incorporate site-specific green infrastructure that delivers benefits for both the community, and the natural environment. That green infrastructure will support biodiversity, ecology, recreation, food production, microclimate control, adaption to climate change and flood protection. Wildlife corridors and SINC along the railway lines will be utilised to extend and enhance this, establishing a wider network of green infrastructure that connects the growth area to Neasden Lane Park, Church End Park, Gladstone Park, Willesden Cemetery and Roundwood Park.

2.3.21. Landscape at Neasden will be high quality, robust and adaptable over time so they remain fit for purpose with continual use. Landscape and planting schemes will be considered from the outset and coordinated with utilities, highways and construction works. Chances of plant establishment and survival will be maximised through the specification of suitable plant species, provision of sufficient soil volumes, tree pits with aeration and root barriers, suitable edge treatments and irrigation.

2.3.22. Neasden will sustain the long-term amenity and environmental value of its landscapes and open spaces through the implementation of robust maintenance and management strategies that are based on an understanding of the costs for residents. These strategies will demonstrate an approach to planting for a minimum of five years, from the end of construction to the end of the establishment period.

Large inclusive public open space accommodating a range of activities for all

Outdoor gyms and activities for local communities

Accessible public open spaces and pocket parks

Provisions for parklets as places of interaction

A Diverse Place

2.3.23. A diverse Neasden will be a place that is used and enjoyed by all people, irrespective of gender, age, ethnicity, physical ability, sexual orientation or social background. The natural and built environment will be fairer and more inclusive, reflecting best practice through design to ensure the area is welcoming, responsive, intuitive, flexible, varied and convenient.

2.3.24. With around 25% of the local population aged under 18, Neasden will represent the needs of children and young people, and reflect London's status as an increasingly youthful city. Children and young people will be able to access social and physical infrastructure and move around the area safely, independently, and without adult supervision, benefitting their physical, social and mental development and health.

2.3.25. Development at Neasden will be child-friendly, maximising opportunities for safe play and outdoor activities. Open spaces will support formal and informal play, exercise and rest, and be accessible to all with no segregation. Open spaces will be well-overlooked by homes and other active uses to ensure they are welcoming and benefit from natural surveillance, overcoming crime and the fear of crime.

2.3.26. With around 55% of the local population identifying as belonging to Black, Asian or minority ethnic groups, Neasden will represent both the needs and cultures of all people. Protected groups will be considered from the outset and given a greater participatory role in shaping how the area evolves through meaningful stakeholder engagement.

2.3.27. Development at Neasden will support different modes of living, catering for multi-generational households, young families, and over 60s, alongside a range of different domestic cultures. Buildings and landscapes will be as much for local people as for new residents, allowing the establishment of a mixed and balanced community that reflects the diversity of the area.

A place for all including children and young people – Child friendly street, Milan

NSGA promotes an inclusive community for all ages and groups

Promote active travel for all ages and groups irrespective of their background

'Rise' – An event that celebrates Brent's diverse cultural heritage

A Robust Place

2.3.28. A robust Neasden will be a place that is beautiful and constructed in a high quality and long-lasting way. The scale, form and massing of buildings will influence what materials are appropriate for their construction. Residential buildings, in particular, will utilise modern methods of construction (MMC) where possible, including mass production for modular construction, off-site bespoke construction, and pre-fabrication.

2.3.29. The materiality of buildings and landscapes at Neasden will strike a careful balance between robustness, functionality and appearance, with none of these factors addressed at the expense of the others. Materials will be durable, fit for purpose and attractive, but they will also be well-detailed.

2.3.30. Development at Neasden will carefully consider the junctions and connections between materials, ensuring that they are not undermined by poor quality design or workmanship. Functional details of buildings, such as lighting, flues, ventilation grilles and louvres, gutters and rainwater pipes will be considered from the outset to ensure they are not an afterthought.

2.3.31. The high quality built and natural environment at Neasden will be underpinned by a strong sense of stewardship, with buildings and landscapes valued as long-term assets by landowners and developers. Whole life cycle costing will be considered from the outset, ensuring that materials are both economical and long-lasting. Ease of maintenance will be prioritised in the decision-making process to strike an appropriate balance between short-term and long-term investment.

2.3.32. Development at Neasden will prioritise ease of maintenance, but buildings and landscapes will not be designed for the worst-case scenario. Visible hostility to crime and vandalism, can often provoke rather than prevent misuse. Buildings and landscapes will be equally resilient and welcoming, retaining their value over time and keeping people safe from crime or the fear of crime.

Use of complementary and robust material palette

Accessible design and creating places of interaction

Accommodate a variety of uses and activities

Bespoke design and material palette for industrial uses that complement other functions.

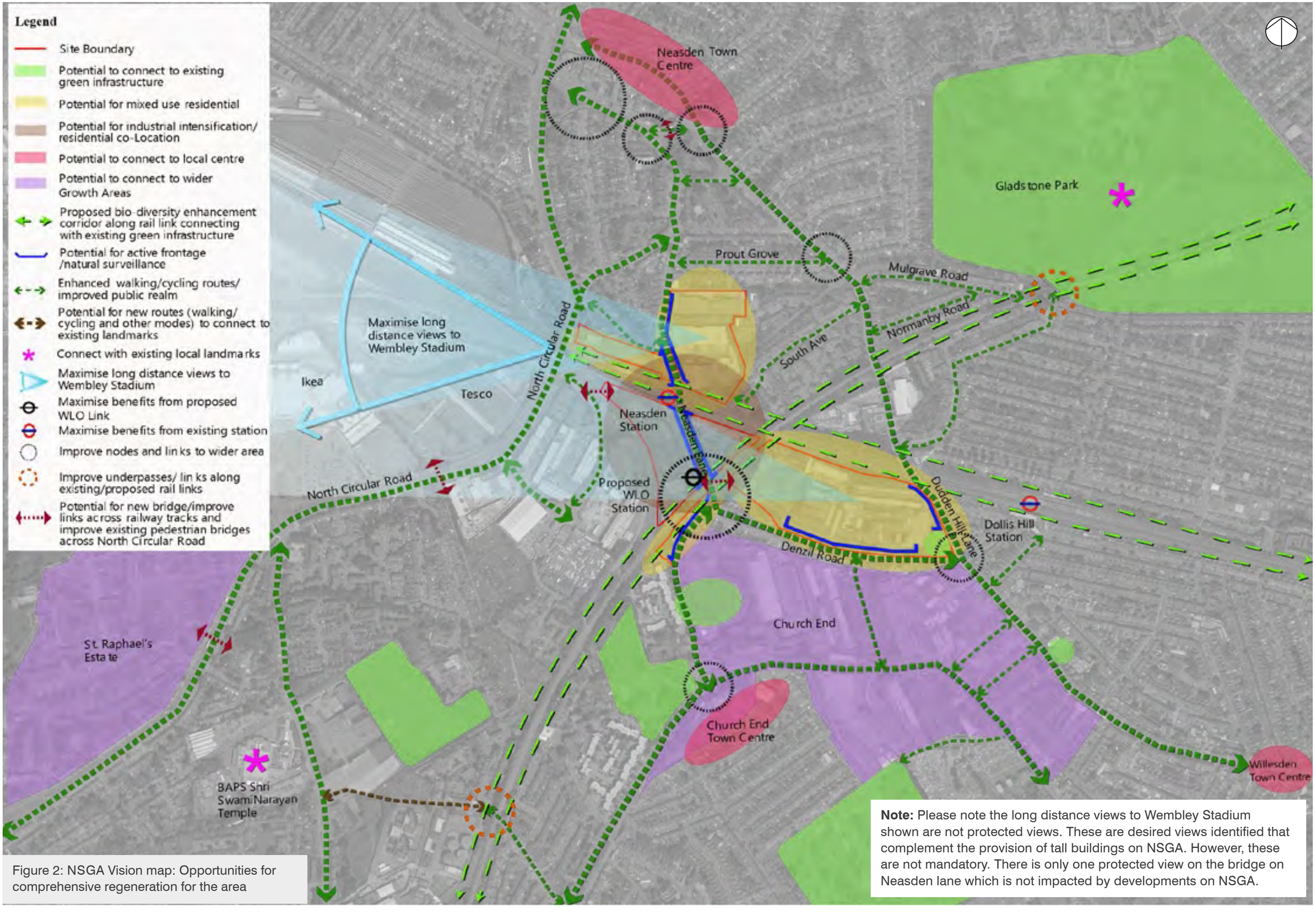


Figure 2: NSGA Vision map: Opportunities for comprehensive regeneration for the area

Note: Please note the long distance views to Wembley Stadium shown are not protected views. These are desired views identified that complement the provision of tall buildings on NSGA. However, these are not mandatory. There is only one protected view on the bridge on Neasden lane which is not impacted by developments on NSGA.

2.4 OPPORTUNITIES

Regeneration and Growth

2.4.1. NSGA represents a significant opportunity to deliver more efficient and intensive land use. This is proposed through the co-location of industrial, residential, and other uses. Co-location was historically predominant in cites up to the early twentieth century, but has been much less common since, with planners and developers tending to zone uses into different areas. Population growth means there is a need to use land more intensively. Co-location is an emerging trend seen as one potential solution to the housing crisis, whilst at the same time meeting the demand for industrial space in cities. It must, however, address a distinct series of design, planning and financial viability challenges to be deliverable.

2.4.2. Co-location can be delivered horizontally (by splitting a site into industrial and residential areas) or vertically (by stacking residential uses on top of industrial uses), with the vertical configuration having the advantage of ensuring no net loss of industrial floorspace and ensuring an efficient use of land. Closer co-location of industrial and residential uses is a relatively new approach to planning development in London, and there are very few co-location schemes with planning permission at this stage. This Masterplan SPD does however demonstrate that NSGA can accommodate a vibrant new mixed-use neighbourhood with the capacity to deliver at least 2,000 much-needed new homes, intensified industrial uses to support business growth and jobs, together with new and improved social infrastructure and green open spaces. See **Section 9** for case studies of exemplar co-location schemes.

2.4.3. Neasden, like many parts of Outer London, has long benefitted from the radial public transport routes that fan out across the capital. New infrastructure is however needed to support local regeneration and growth, unlocking the delivery of new homes and jobs. In recent years, there has been significant investment in improving orbital public transport routes. These have better connected parts of Outer London and eased movement across the city. Opened in 2007, the London Overground network has progressively helped catalyse regeneration. It has reconnected several growth and less affluent areas, and allows travel around the city, rather than in and out of the centre. An extension of this network through the WLO line would, if delivered, create a strategically important arc linking together with Cricklewood/Brent Cross, Wembley, OId Oak & Park Royal, Heathrow, and the Great West Corridor Opportunity Areas along its route with improved public transport accessibility. It is also expected to cut journey times around West London, when compared to equivalent journeys by car. Consequently, it will play a key role in reducing both car dependency and traffic congestion in Outer London.

Figure 2 illustrates the masterplan vision for NSGA showcasing some of the key opportunities, such as junction improvements, movement network enhancements, proposed walking and cycling routes and improved linkages for the comprehensive physical and socio-economic regeneration of the growth area and its surroundings.

2.4.4. Opportunities at NSGA would be maximised with delivery of the WLO line. Part of the planned route uses the Dudding Hill line, which runs through the Growth Area to the south of the existing Neasden station. The planned new station where the line crosses over Neasden Lane will greatly enhance public transport accessibility in the area. It will also help define Neasden as a key interchange between radial and orbital routes.

Reconfiguring Land Uses

2.4.5. Development at NSGA will rely on a greater intensity of land use to ensure that new homes and supporting infrastructure can be delivered alongside increased industrial capacity. At present, the northern and western parts of the Growth Area are composed of large sites containing either industrial warehouses, commercial buildings, waste or open storage uses. To the east, the CNWL site is the largest site in the Growth Area and contains underutilised educational buildings. Between these areas, a pocket of two storey suburban terraced and semi-detached housing is situated, reflecting the character of much of Neasden beyond the growth area boundary. Regeneration provides a significant opportunity to increase density here to make more efficient use of currently underutilised land.

2.4.6. Co-location does present challenges and land use conflicts in and around the Growth Area will need to be carefully managed. Development at NSGA will need to support co-located uses and allow neither one to prejudice any other. Densification will also need to find the right balance between intensified land use and the established character of the wider area. Realistically, the majority of the two storey suburban streets in Neasden and its surroundings will remain. As such, the Growth Area will need to be carefully stitched into the urban fabric, with particular attention paid to its edges and boundaries. There are unique opportunities for new types of housing to be developed here. This could include those that support densification whilst respecting the suburban character of the area or those that support an emerging future where living and working are increasingly blended.

2.4.7. In reconfiguring land uses, there is an opportunity to help integrate the isolated pockets of existing suburban housing in and around the Growth Area into a newly defined residential neighbourhood. By consolidating industrial uses and introducing residential uses across the Growth Area, development has the potential to create a new sense of place that will reinforce the existing community and sustain it as it evolves over time. Delivery of the WLO line alongside the existing Neasden Station will improve public transport accessibility at Neasden that will underpin this new sense of place by supporting the definition of a neighbourhood centre along Neasden Lane, between the existing and planned stations, and creating a focal point for the community. Whilst principally serving the needs of residents within the Growth Area, a new neighbourhood centre, which incorporates a variety of uses, with enhanced public transport accessibility also has the capacity to complement the existing town centres of Neasden to the north and Church End to the south, and potentially increase footfall to these areas.

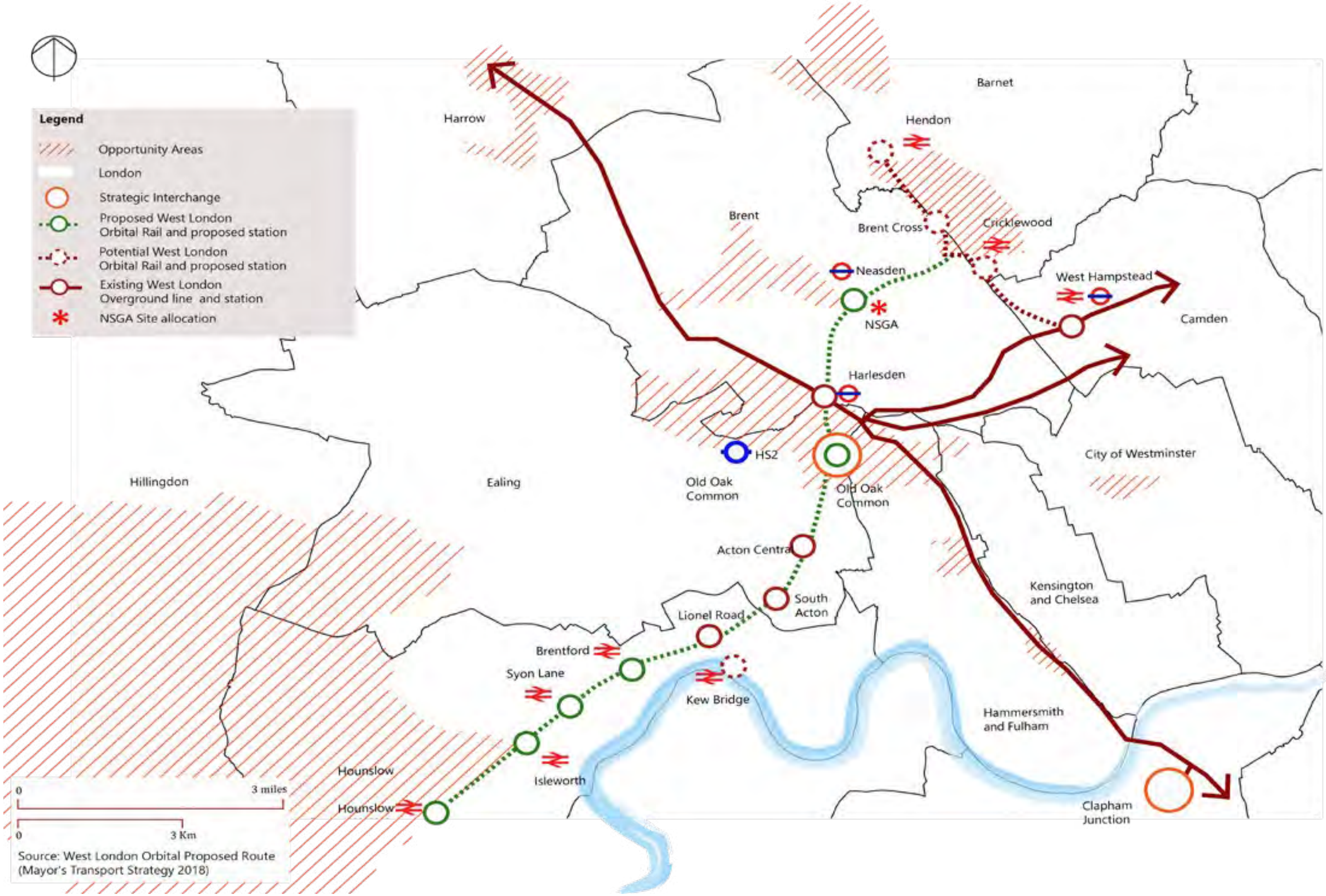


Figure 3: Proposed West London Orbital (WLO) route

Improve Connectivity

2.4.8. Brent suffers from a range of connectivity issues caused by varying degrees of severance across the borough. This severance typically occurs where the residential street pattern conflicts with major infrastructure, such as roads, railways, waterways or industrial areas. Consequently, it creates barriers within the movement network. The North Circular Road bisects the borough and represents the most significant of these barriers. A small number of junctions allow traffic to cross from one part of the borough to the other, but these are frequently busy and present challenges to any pedestrians and cyclists that attempt to navigate them. The development of Brent has historically been car-led, with the resultant high levels of car usage seen today causing the main movement corridors in the borough to become hostile environments for active travel.

2.4.9. Regeneration and growth will alter the demographics of Brent. A new generation of students and young professionals, who are less likely to own cars, should gradually increase the demand for active travel. It is possible that the Covid-19 pandemic will further accelerate this demand as people continue working from home and opt to walk or cycle, rather than use public transport. It is too early to say whether the pandemic will effect lasting behaviour change. Its immediate impact however does represent a significant opportunity to press forward with the planning and delivery of walking and cycling infrastructure. This will help meet the modal shift aspirations of the MTS and, most importantly, support life post-pandemic.

2.4.10. Neasden's proximity to the North Circular Road has helped sustain its industrial and commercial uses by providing good connections to the strategic road network. However, it's associated high volumes of traffic and congestion creates a sense of isolation and restricts permeability between the area and its surroundings. Two dedicated pedestrian and cyclist crossings are located within a 15 minute walk of Neasden station, provided via an underpass and footbridge respectively. These crossings connect Neasden and Church End to Wembley and beyond. Both require improvements to ensure that they are safe and accessible for all. Both are also indirectly connected to NSGA, with pedestrians and cyclists having to navigate hostile environments in order to access them. Crossing design and locations should be planned such that they meet pedestrian desire lines. As such, there is a need to better integrate these crossings into the movement framework by improving the routes to them from within the Growth Area.

2.4.11. Development at NSGA has the capacity to unlock the delivery of much-needed active travel improvements to Neasden Lane and the Neasden roundabout, as well as a new pedestrian and cycle crossing over the railway to Great Central Way. A new crossing would improve connectivity between the designated growth areas at Neasden, Church End and Wembley, whilst creating a new connection between Neasden station and the St Raphael's Estate. Built between the 1960s and 1980s, the St Raphael's Estate is cut off from its surroundings by infrastructure, and has consequently suffered from socio-economic issues and deprivation. In response, the Council has set out its ambition to improve the quality of life on the estate in the Brent Local Plan. Enhanced connectivity to Neasden will support that ambition, allowing the estate to benefit from the opportunities of the Growth Area and helping it to become a more integrated and sustainable community. **Figure 3** shows the proposed route of the WLO link and **Figure 4** shows the strategic location of NSGA in the wider context of West London.

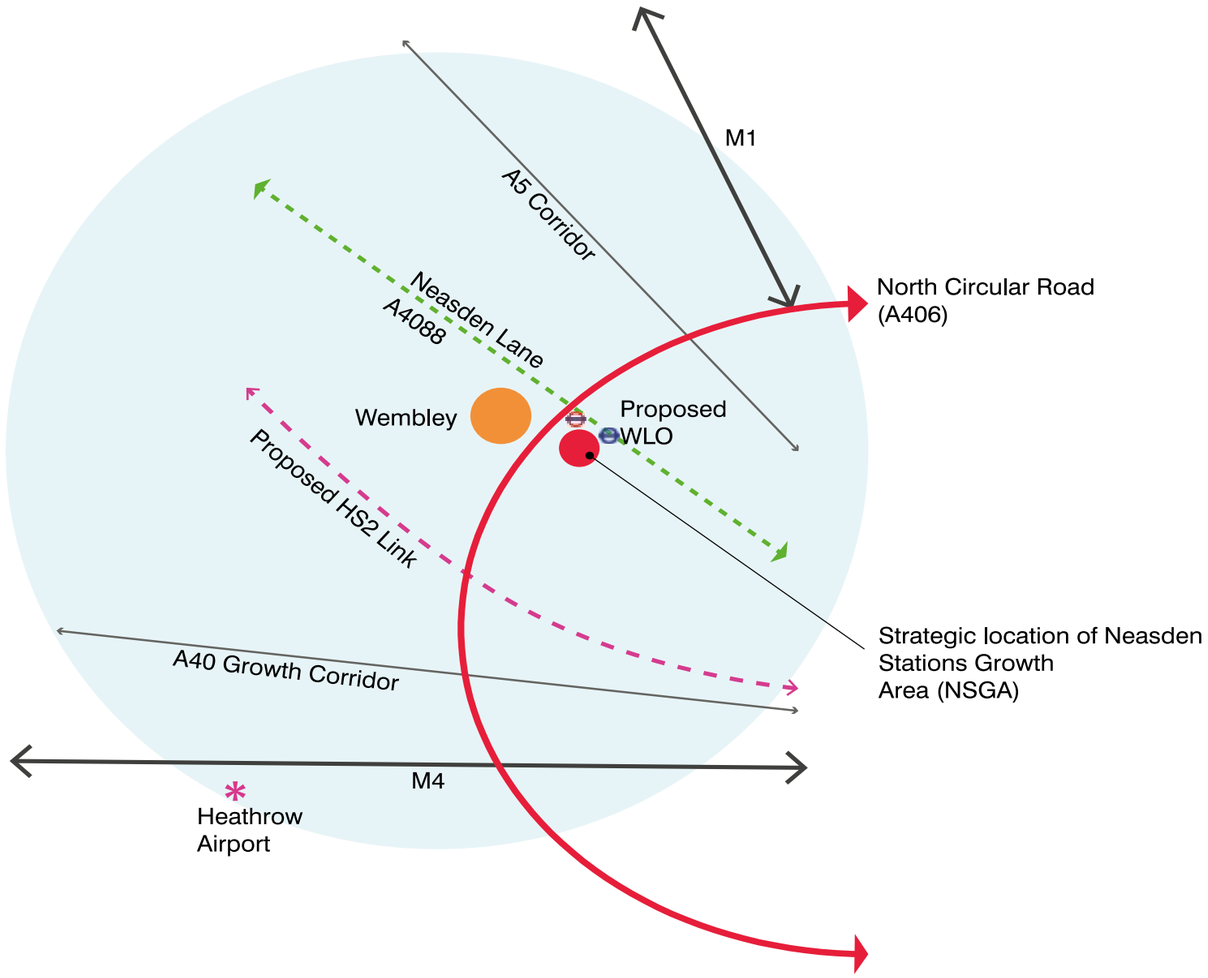


Figure 4: Illustrative movement sketch of the strategic location of Neasden Stations Growth Area

Existing Neasden London underground station

3.
PLANNING POLICY

National Planning Policy Framework (NPPF)

↓

London Plan 2021

↓

Brent Local Plan

↓

NSGA Masterplan SPD

Figure 5: NSGA Policy Framework

Figure 6: Priority Growth Areas – Neasden Stations Growth Area Site allocation

3.1 PLANNING POLICY OVERVIEW

3.1.1. Planning policy relevant to the regeneration of NSGA is contained in a hierarchy of policy and guidance from national to local level as indicated in **Figure 5 (Planning Policy Framework**). **Figure 6** shows the priority Growth Areas and town centres that have been identified within the Brent Local Plan.

National and Regional Policies and Guidance

3.1.2. The National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and the London Plan (2021) are material considerations in determining planning applications. This Masterplan SPD sets out several planning principles to underpin the economic, social and environmental role of development in accordance with this national and regional policy.

Development Plan Policies

3.1.3. The Brent Local Plan designates the land around Neasden station as a growth area. The designation recognises the key role the area will play in meeting housing and employment needs for the borough. One adopted, this Masterplan SPD will form part of the Brent Local Plan and will be a material consideration when assessing planning applications that come forward that come forward in the NSGA Growth Area.

3.1.4. The relevant Brent Local Plan policies which this SPD provides further guidance on are summarised below:

3.1.5. **Site Allocation BEGA1A: Neasden Stations Growth Area**

BP2 East Place and site allocation BEGA1A within the Brent Local Plan recognise NSGA as a priority area for regeneration and set out the context and policy framework for development here. The vision for the East Place, and NSGA specifically, is to provide new housing and industrial uses in a higher density development. This will incorporate tall buildings (see **Tall Building Strategy**) with enhanced public realm, provision of green and supporting infrastructure, and improved public transport accessibility through the proposed WLO line and upgrades to the existing Neasden station.

3.1.6. **Policy BE2:**

NSGA incorporates predominantly industrial land and includes Locally Significant Industrial Sites (LSIS). Policy BE2 sets out the Council's approach to co-location and intensification based on an industrial land analysis in the Brent Industrial Land Audit (2019).

In certain locations Policy BE2 supports a plan-led and masterplanning approach to identifying and maximising the development potential of industrial land through co-location. It recommends retaining existing industrial floorspace amounts or where these are low, increasing the amount of industrial floorspace through intensification. These policies align and conform to London Plan Policies E4 and E7, and are supported by the GLA's Industrial Intensification and Co-location Study 2018 and Industrial Intensification Practice Note 2018.

Industrial Land Designations

3.1.7. The London Plan identifies three levels of industrial land designation; Strategic Industrial Land (SIL) as outlined in Policy E5, Locally Significant Industrial Sites (LSIS) as outlined in Policy E6, and Non-designated Industrial Land as outlined in Part C of Policy E7.

3.1.8. The Brent Industrial Land Audit (2019) identifies the industrial land at NSGA as Neasden Lane: LSIS. The Brent Local Plan Policy BE2 takes this strategic designation forward and affirms its development potential to support intensification and co-location. Policy BE2 requires a net increase in industrial floorspace resulting in a minimum 0.65 plot ratio or the existing floorspace total, whichever is greater, across the Growth Area.

3.1.9. In accordance with London Plan Policies E4 and E6, the range of industrial and related uses acceptable on LSIS include:

- Light and general industry;
- Research and development;
- Storage and logistics/distribution; and
- Flexible hybrid space for small and medium-sized enterprises (SMEs).

3.1.10. **London Plan Policy E7: Intensification, co-location and substitution:**

Policy E7 supports the intensification of industrial uses within SIL and LSIS to make better use of land and to strengthen their role in supporting growth in London's economy and population. The policy promotes a plan-led and masterplanning approach to intensifying industrial capacity in SIL and LSIS to free up land to meet other planning objectives, such as housing and infrastructure delivery. As such, Policy E7 encourages more efficient and consolidated use of LSIS land and through the co-location of uses are considered appropriate.

It clearly states that the function, access, servicing and days/hours of operation of industrial uses should not be compromised, and that design mitigation should ensure residential uses are well-designed and provide a suitable level of amenity for residents. It also states that acoustic and other environmental mitigation against noxious odours, dust and vibration should be considered.

3.1.11. The NPPF and London Plan emphasise the importance of allowing sufficient flexibility to adapt to changing circumstances by supporting the managed release of surplus industrial land, with the release of land around transport nodes promoted to enable higher density development. An unmanaged approach to the loss of industrial land would affect the availability of business accommodation, and impact on economic growth within the borough and wider London.

3.1.12. The Brent Local Plan safeguards SIL and LSIS for industrial uses. Policy BE2 sets criteria to determine where other uses in SIL, LSIS and non-designated Local Employment Sites (LES) will be acceptable.

Other Relevant Planning Policies and Guidance

3.1.13. Apart from the policies mentioned in this section, this Masterplan SPD should be read in conjunction with the following national, regional and local policy documents:

National Planning Policy Framework, London Plan (2021), Brent Local Plan, Brent Design Guide SPD1, Brent Tall Building Strategy, GLA Industrial Intensification and Co-location Study 2018, Good quality Homes for all Londoner's guidance, and London Plan Policy SI1 Improving Air Quality.

3.1.14 **West London Orbital (WLO):**

The proposals for the WLO aims to link Hendon/Brent Cross/Cricklewood/West Hampstead in the northwest to Hounslow in the west. The route would provide orbital connection across North and West London, unlocking the potential for new jobs and homes, connecting to town centres, employment hubs and existing and future transport links to London Underground, London Overground, Elizabeth Line, National Rail and High Speed 2 interchanges.

TfL and the WLA are assessing a full range of options that could enable sustainable growth, improve connectivity and increase public transport capacity in west London. The WLO is currently at the feasibility stage, and TfL and the WLA are working together to identify a range of funding mechanisms that could be used to secure funding for the scheme.

View of Neasden Lane between McGovern site (Glynn’s scrapyard) and O’Hara site

4.
TODAY'S NEASDEN STATIONS GROWTH AREA

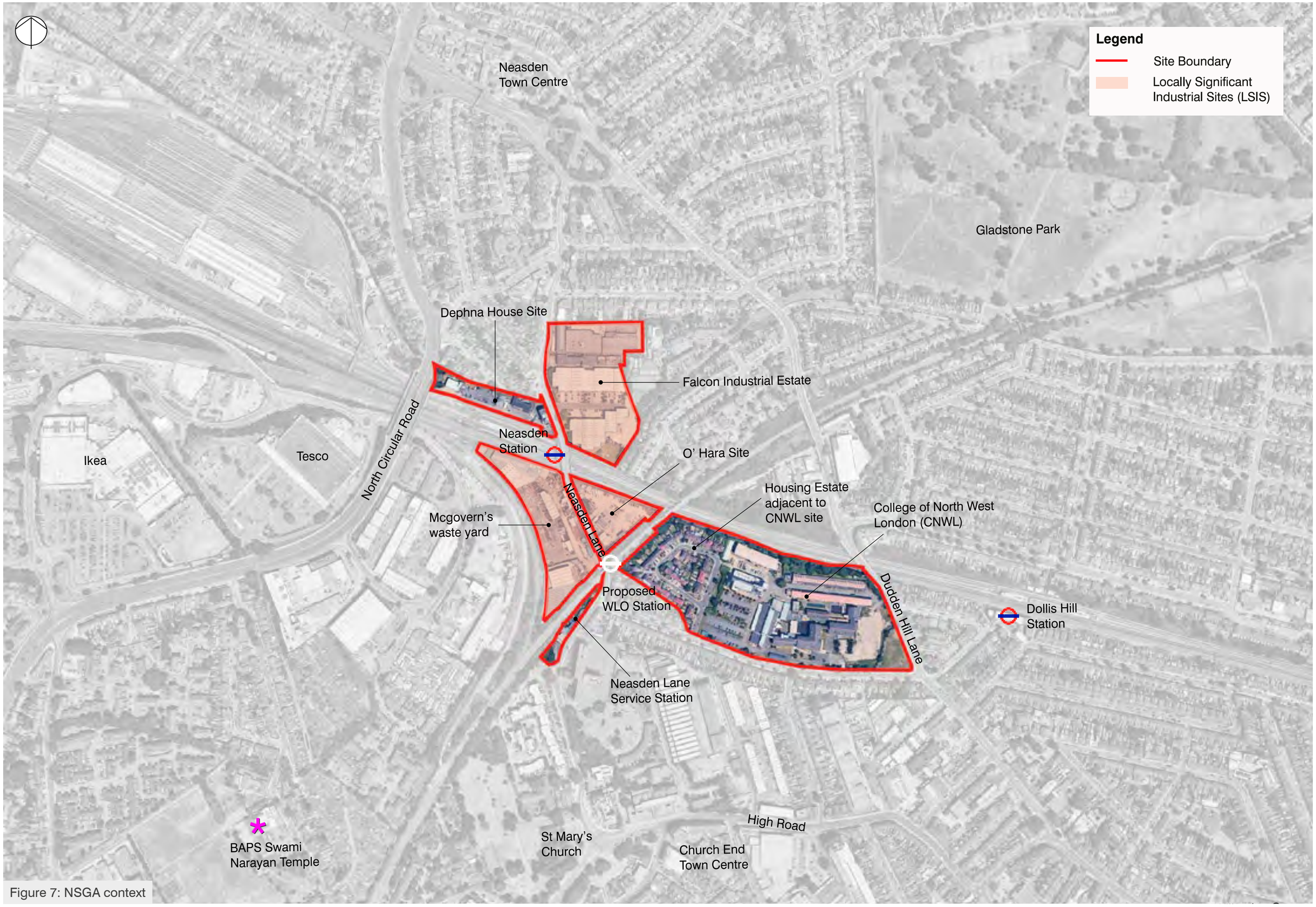


Figure 7: NSGA context

4.1 CONTEXT AND CHARACTER

4.1.1. NSGA comprises 11.5 hectares of land around Neasden station. The Growth Area is composed of six sites including three LSIS, the Dephna House site on Neasden Lane, the College of North West London (CNWL) site on Denzil Road, the residential area of Selbie Avenue and Severn Way, and properties along the south east of Neasden Lane including the Neasden Service Station site. The LSIS incorporates mainly light industrial, storage, waste processing and open storage uses.

4.1.2. NSGA is primarily characterised by large, open sites populated by a small number of poor quality low-rise industrial warehouses and sheds. These sites are bounded by roads and railways, and sit alongside two storey semi-detached and terraced houses, the majority of which are either Victorian or Edwardian. By contrast, the Falcon Park Industrial Estate contains good quality warehouses and workshops, is well-occupied, and caters to a variety of light industrial needs including manufacturing and wholesalers. The CNWL site has been identified by the College as being available for redevelopment for other uses. The receipts generated from this will help deliver a new campus on an alternative site in Wembley Park. See **Section 6.5** for a more in-depth assessment of character across the growth area. **Figure 7** shows the context of NSGA.

College of North West London entrance along Denzil Road

Neasden Station

Neasden Lane industrial area

Council owned open space in front of CNWL

Two storey terraced properties along Denzil Road

View across Severn Way to new development

Severance from rail links and view of Wembley Stadium beyond along Neasden Lane

Ten storey mixed used residential development in proximity to NSGA on Dudden Hill Lane

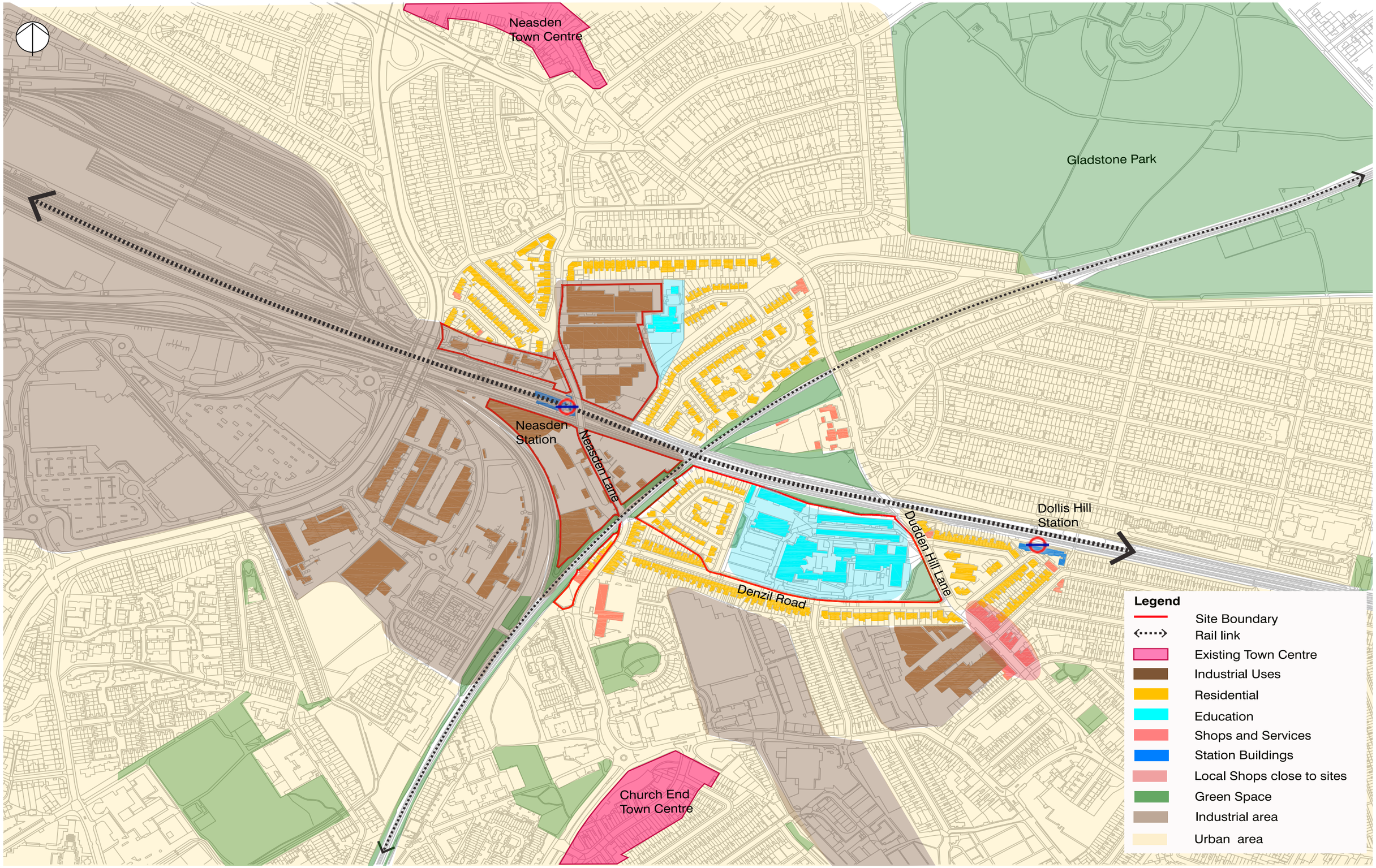


Figure 8: NSGA Land use

4.2 LAND USE

4.2.1. NSGA is composed of six sites as summarised below. **Figure 8** shows the land use and **Figure 9** gives the breakdown of these sites.

- **Site 1:** The McGovern Yard site, which comprises scrap metal handling and recycling functions, and includes some low-rise open storage and ancillary buildings;
- **Site 2:** The O'Hara site, which comprises open storage and ancillary buildings.
- **Site 3:** The CNWL site, which comprises the main college building alongside a number of ancillary buildings, is the largest site in the growth area. The site is currently underutilised and there have been discussions regarding the relocation of the campus to an alternative site. In addition to CNWL, Site 3 also includes two public open spaces owned by the Council; one on Selbie Avenue and another at the junction of Denzil Road and Dudden Hill Lane.
- **Site 3a:** The housing site is a residential area adjacent to Site 3. It comprises approximately 50 dwellings, and is a former Council estate, with access via Selbie Avenue and Severn Way.
- **Site 4:** The Falcon Park Industrial Estate, which comprises warehouse and distribution functions and workshops. Prominent occupiers include manufacturers of electrical equipment for the entertainment industry, wholesalers related to the music industry, and Brent Ambulance Station.
- **Site 5:** The Dephna House site, which comprises residential units and some employment use and also includes part of the London Underground Neasden Depot premises.
- **Site 6:** The former Neasden Service Station site, which comprises car sales and some two storey terraced houses.

Area Schedule below:

Number	Site	Area (Ha)
1	McGovern Yard Site(LSIS)	1.75
2	O'Hara Site (LSIS)	0.74
3	CNWL Site (3 and 3a)	5.8
4	Falcon Industrial Estate Site (LSIS)	2.54
5	The Dephna House Site	0.68
6	Neasden Lane Service Station Site	0.21
All	**Total sites**	**11.72**

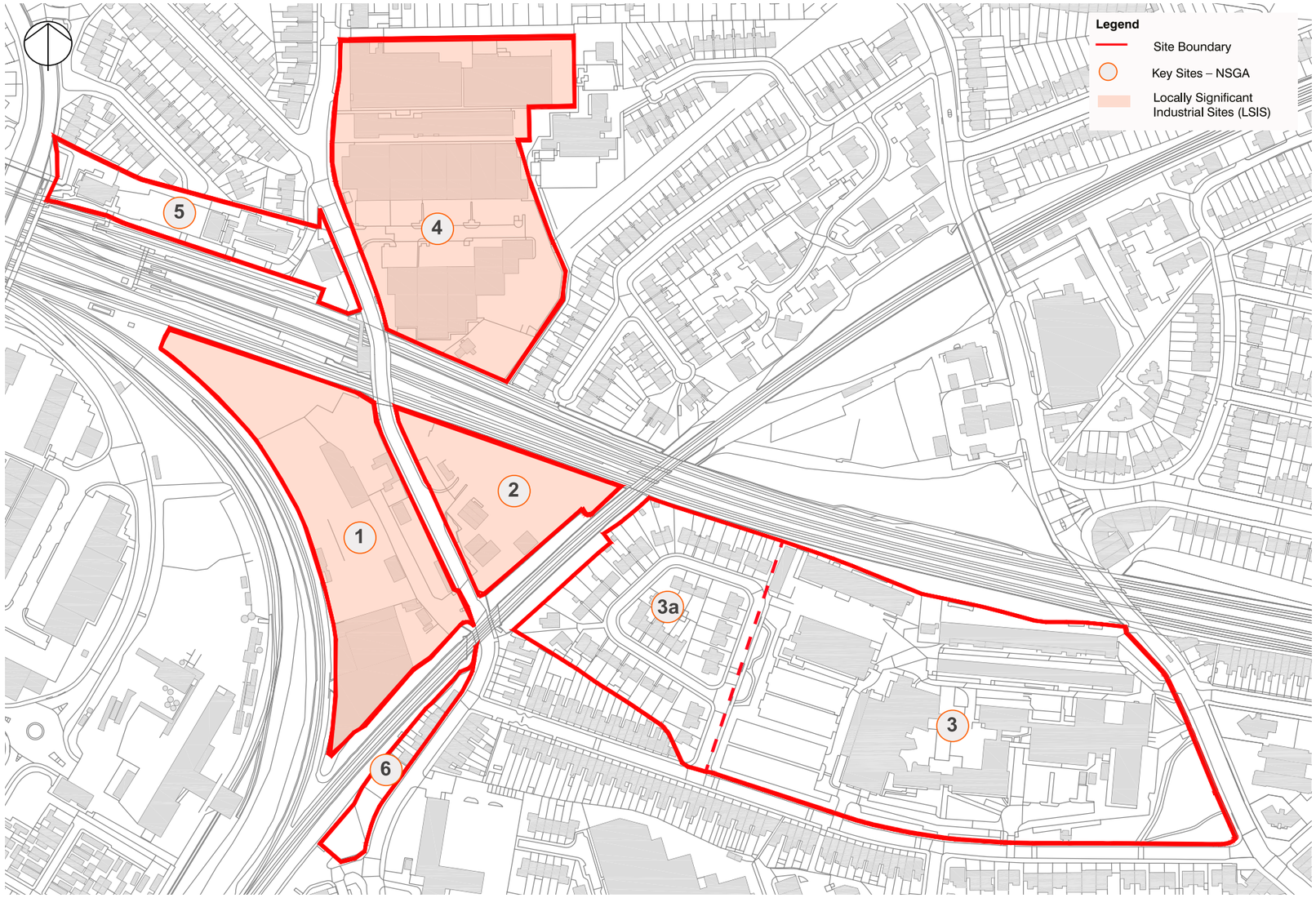


Figure 9: NSGA sites red line boundary

4.3 LOCAL AND NEIGHBOURHOOD CENTRE

4.3.1. There are two town centres within close proximity of NSGA; Church End a ‘local’ town centre to the south and Neasden ‘district’ town centre to the north. Both comprise mainly local convenience shops and services, restaurants and takeaways that cater to diverse community needs. Both suffer from high vacancy rates and lack both vitality and viability.

Mural and artwork – Neasden subway

Neasden town centre shopping parade

Neasden Subway at the corner of Neasden town centre leading to Neasden Lane

Historic features on the 1st floor of shops – Neasden town centre

Neasden town centre can benefit from improved connectivity to NSGA

Church End town centre shopping parade

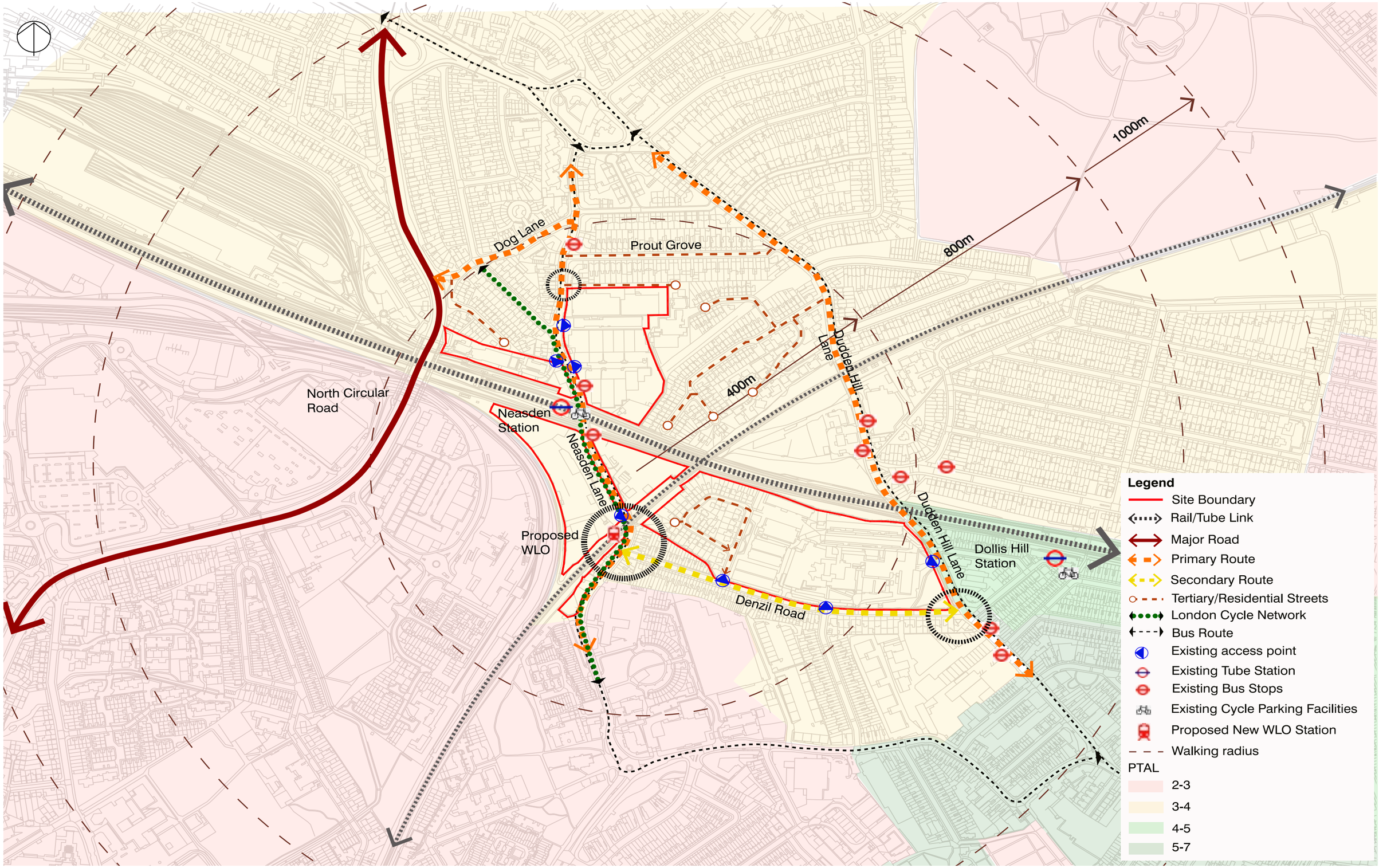


Figure 10: NSGA Movement Network

4.4 MOVEMENT AND ACCESSIBILITY

4.4.1. NSGA is strategically located. Access to the A406 North Circular Road is about 0.5 miles away via Neasden Lane (B453) and Dudden Hill Lane (A4088), which converge at Neasden town centre. NSGA further benefits from immediate proximity to Neasden station, which is served by the Jubilee line with regular services to the southeast into Central London and to the northwest to Wembley Park.

4.4.2. Neasden Lane and Dudden Hill Lane are heavily trafficked, single carriageway roads with a mix of vehicle types. Neasden Lane is a borough distributor road. It links Neasden and Church End via Neasden station. Dudden Hill Lane (A4088) also forms part of the borough's primary route network, connecting to Sudbury and Willesden.

4.4.3. Neasden Lane is served every 9-13 minutes between 6am and 11pm by bus route 297 to Willesden and Ealing Broadway. Dudden Hill Lane is served by bus routes 302 to Mill Hill/Kensal Rise (operating every 6-11 minutes) and N98 is a night time bus, which operates every 30 minutes between Stanmore and Central London. The primary movement corridor for bus services is the A4088 Blackbird Hill/Neasden Lane and A406 North Circular Road, with connections off Dudden Hill Lane that link to the wider neighbourhood.

4.4.4. There are no dedicated walking or cycling routes in the area. Limited cycling infrastructure, such as a lack of cycle lanes (segregated/non-segregated) and lack of on-street cycle parking facilities, alongside poor quality public realm make cycling more challenging for non-experienced riders in this part of the borough. This situation is further exacerbated by a lack of clear signage and heavily trafficked roads.

4.4.5. In Brent, cars are used for more journeys than any other mode of transport, with half of the car journeys being under 5km (typically less than 15 minutes by bicycle). This is despite the borough having the joint highest number of stations in London. Most of NSGA has a public transport accessibility level (PTAL) of 4-5. Whilst this is higher than most of the emerging growth areas in Brent, the Mayor's Transport Strategy (MTS) explores how future improvements to the London Overground network could further enhance public transport accessibility and support additional growth, particularly in West London.

4.4.6. A planned new station at Old Oak Common Lane, served by both Crossrail and HS2, creates significant opportunities for connectivity to the wider area. As such, the MTS commits to work towards the delivery of the WLO line to connect Hounslow with Cricklewood and Hendon via Old Oak Common and another planned new station at Brent Cross West. **Figure 10** shows the movement network in the area. The WLO line will result in an increased PTAL of 5-6a and **Figure 11** shows the PTAL map for the Growth Area.

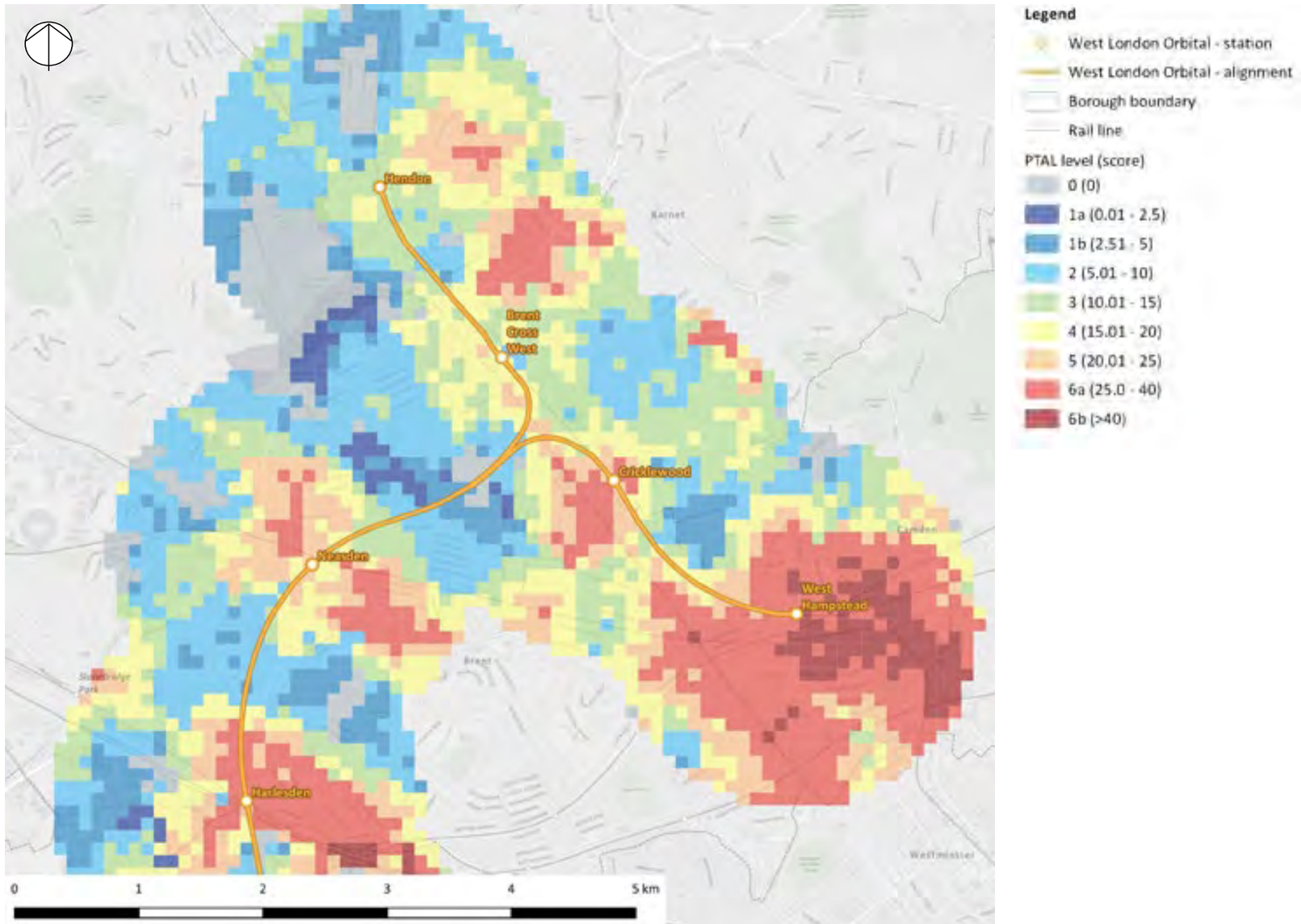


Figure 11: PTAL map. Source:

Image source: (Steer) West London Orbital: Economic Development Narrative – Technical Report, November 2020.

PTAL definition – Public Transport Access Level (PTAL) is a measure of access to the public transport network. For any given point in London, PTALs combine walk times from a chosen point to the network (stations and bus stops, for example) together with service frequency data at these locations.

4.5 OPEN SPACE AND PUBLIC REALM

4.5.1. NSGA is located in an open space deficiency area. Open spaces that are either part of or within close proximity of NSGA are underutilised. This includes the council-owned Neasden Lane Park and the Denzil Road/Dudden Hill Lane space. Both sit within close proximity of main roads with few facilities and low landscape quality.

4.5.2. Local parks such as Gladstone Park and Roundwood Park are within 5-15 minutes walking and cycling distance. Gladstone Park is a local landmark in the area and offers views across London. It also contains sports pitches, tennis courts, an outdoor gym and children's playgrounds. The lack of clear walking and cycling routes to these spaces from NSGA diminishes their accessibility. Figure 12 shows the open spaces and parks in the area.

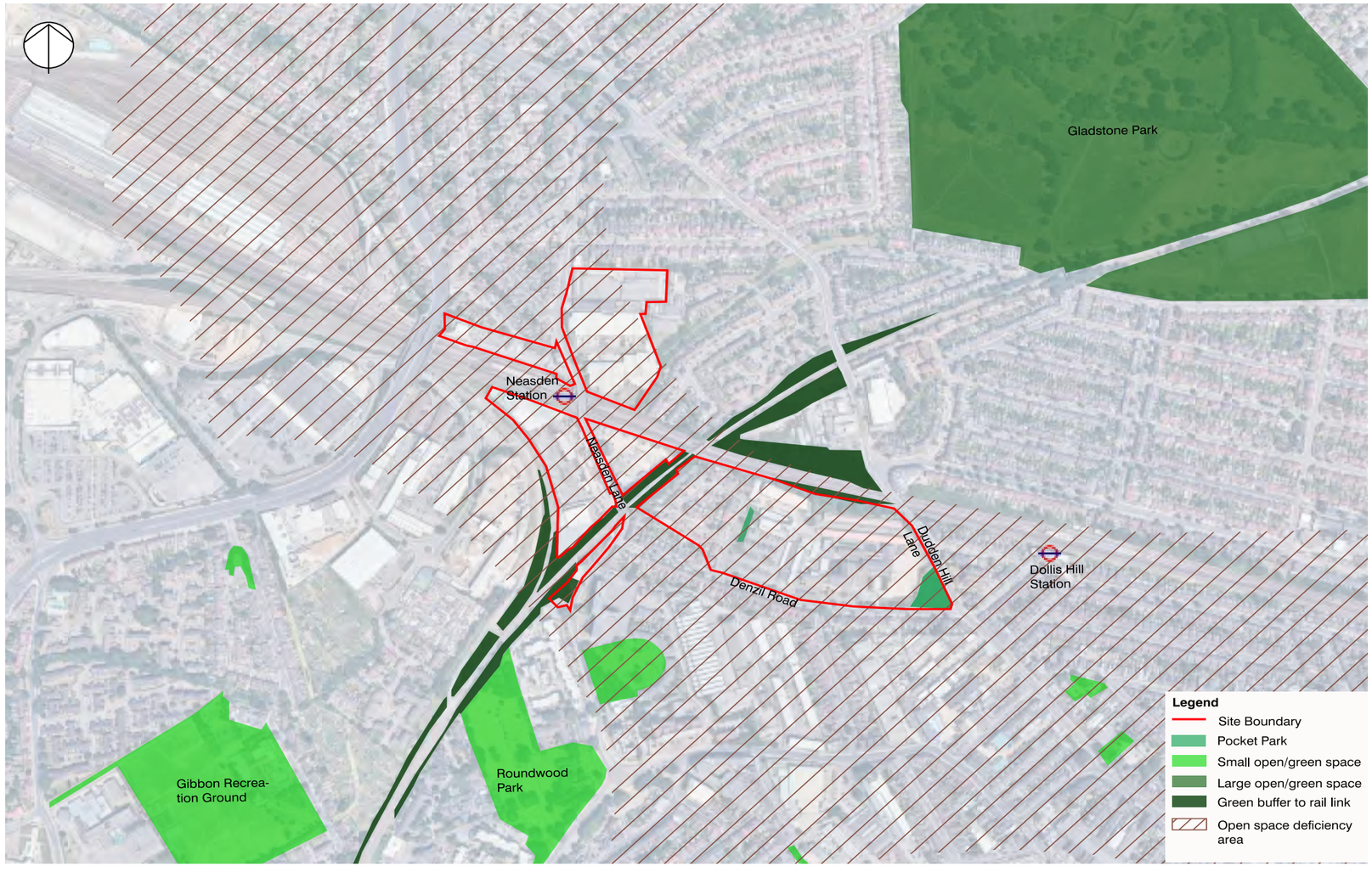


Figure 12: NSGA Open Space and Heritage

4.6 ENVIRONMENT

Air Quality

4.6.1. The majority of the borough, including NSGA, is within an Air Quality Management Area (AQMA). Brent meets all national air quality targets except on two pollutants; nitrogen dioxide (NO_2) and particulate matter (PM10). The Council has specified four Air Quality Focus Areas (AQFA), which include Neasden town centre and Church End. The largest contributors to poor air quality are road transport, local energy generation and construction. NSGA is particularly affected by these factors due to the close proximity of the North Circular Road and a number of industrial and construction sites. Brent Local Plan Policy BSUI2 states that major developments within growth areas and AQFAs will be required to be air quality positive, with off-site mitigation required if standards cannot be met on-site.

Sites of Importance for Nature Conservation (SINC)

4.6.2. Whilst Brent has no nature conservation sites of international importance, there are a range of different habitats across the borough designated as SINC. Within NSGA, the railway tracksides along both the Dudding Hill line and the Chiltern mainline, Jubilee and Metropolitan lines are designated as SINC Grade I, and must be retained or enhanced as key biodiversity corridors.

Flooding

4.6.3. Within NSGA, some land is in Flood Zone 3 and consequently at higher risk of surface water flooding. Areas affected include some highways and railway land and part of the McGovern Yard and O'Hara sites. Future developments must take a sequential approach to the location of buildings and uses proposed to ensure that the risk of flooding on and off-site is not unacceptably increased. More detailed site-specific flood risk assessments should identify and assess the risks of all forms of flooding and demonstrate flood risks will be managed for the lifetime of any development. **Figure 13** shows the surface water flooding risk map.

Heritage

4.6.4. Within NSGA there are no recognised heritage assets, with the nearest being a locally listed building at Shortcroft Mead Court on the east side of Dudden Hill Lane. As shown on Brent's policies map, the proposed Dollis Hill conservation area is also nearby and creates a more sensitive edge to the eastern part of the CNWL site. Neasden station still retains some historic character, but whilst its side pavilions remain, its hipped roof, chimney stacks, half timbering and loggia were remodelled to its detriment in 1979. The original northbound ('down') Metropolitan Railway platform remains largely intact (the original southbound ('up') platform was converted into an existing island. Additionally, The NSGA has been identified for 'Tall Buildings' and any development must respond and plan for impacts on surrounding townscape.

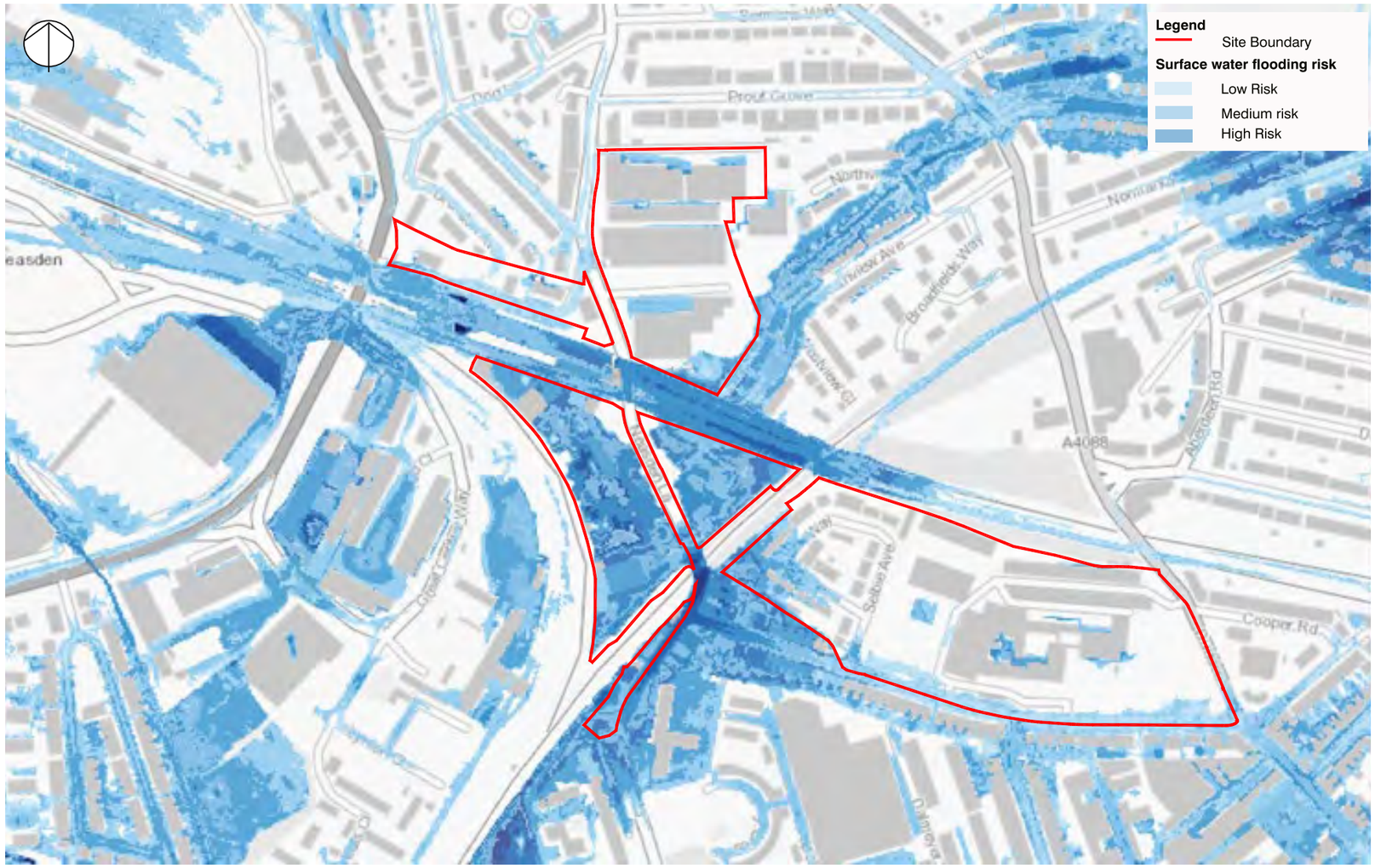


Figure 13: NSGA surface water flooding risk; source: open data gov.uk

Waste and Land Contamination

4.6.5. The McGovern Yard site, which comprises a scrap metal yard, contains waste handling facilities and is protected in accordance with the West London Waste Plan. The existing facilities have been identified as having the practical capacity of approximately 250,000 tonnes per annum. Development of the protected waste sites in NSGA will need to accommodate the existing waste handling capacity or demonstrate viable off-site re-provision.

Pollution

4.6.6. NSGA is affected by different types of pollution. The presence of an existing and active rail aggregate depot to the west on Great Central Way, the proximity of main roads and operational railways, and the requirement to re-provide industrial uses on-site, will need to be carefully considered. Future development must respect the agent of change principle, and ensure that they do not place unreasonable restrictions on non-residential uses.

4.7 SOCIAL INFRASTRUCTURE

Community

4.7.1. NSGA is located within close proximity of a number of community uses as shown in **Figure 14**. This includes medical centres, primary schools, the CNWL sports facilities, a Jobcentre Plus, community centres, places of worship, and Willesden Magistrates Court. Additionally, at 26 Neasden Lane there is a small newsagent, and at 60 Neasden Lane there is affordable desk-based workspace provision as part of a new mixed-use development coming forward on that site.

Health

4.7.2. Within 800 metres (10 minute walk) of NSGA there are medical facilities, with The Willesden Medical Centre also within close proximity. The Council has engaged with Brent Clinical Commissioning Group (CCG) and the Healthy Urban Development Unit (HUDU) to identify and address local health and social care needs to support a new community at NSGA. It has been determined that there should be sufficient capacity within existing primary care buildings. However, given the phasing and delivery timescales for NSGA, there may be need for an upgrade or reconfiguration of local health facilities, for example from non-clinical to clinical space or mental health services.

Education

4.7.3. NSGA is sustainably located in terms of school provision, with several primary and secondary schools within the area capable of absorbing future demands generated by future development. Within two miles of NSGA there are 36 primary schools and two all through schools. Within three miles of NSGA, there are 12 secondary schools and two all through schools. These figures do not include the proposed 6FE secondary school due to open on the nearby Chancel House site by 2022, which is adjacent to NSGA. Brent's School Place Planning Strategy 2019 shows that the area currently has sufficient capacity to meet primary school needs to 2031, and secondary school needs to 2035. The early years' provision is also sufficient with 40 vacancies in Dudden Hill ward for 0-5 year olds.

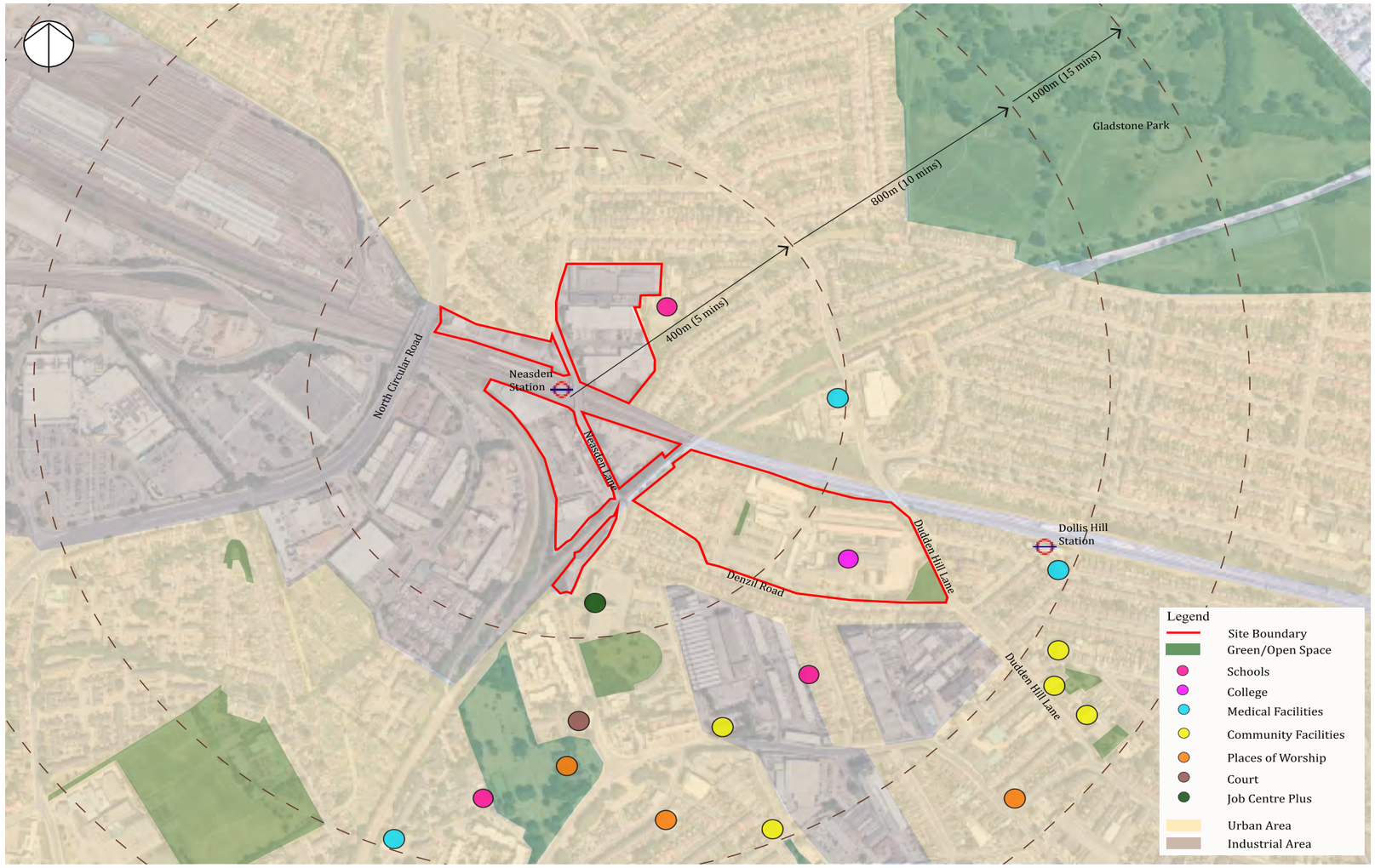


Figure 14: NSGA Social Infrastructure

4.8 TOPOGRAPHY AND VIEWS

4.8.1. The NSGA has complex topography, especially on the sites adjacent to the railway line. Both the McGovern Yard and O'Hara sites have over a storey height difference (approximately 4 metres) between their respective entrances and their northernmost edges (adjacent to the existing Neasden station). The CNWL site slopes up from the Denzil Road entrance towards the railway line at the northernmost edge of the site. Most of the other sites within the growth area are relatively flat.

4.8.2. Several landmark buildings act as visual way finders in the wider context of the growth area; this includes views to Wembley Stadium's arch at various locations across NSGA. The existing Telford building within the CNWL site and the locally listed building Shortcroft Mead Court opposite the CNWL site is visible from several locations, and gradually appears in views as you walk north along Dudden Hill Lane. Views of the warehouses' roofscape also provide an interesting outlook that reflects the industrial character of NSGA. **Figure 15** shows the complex topography and the protected view to Wembley Stadium. There are no impacts to the protected view looking towards Wembley Stadium over the bridge on Neasden Lane due to developments on NSGA.

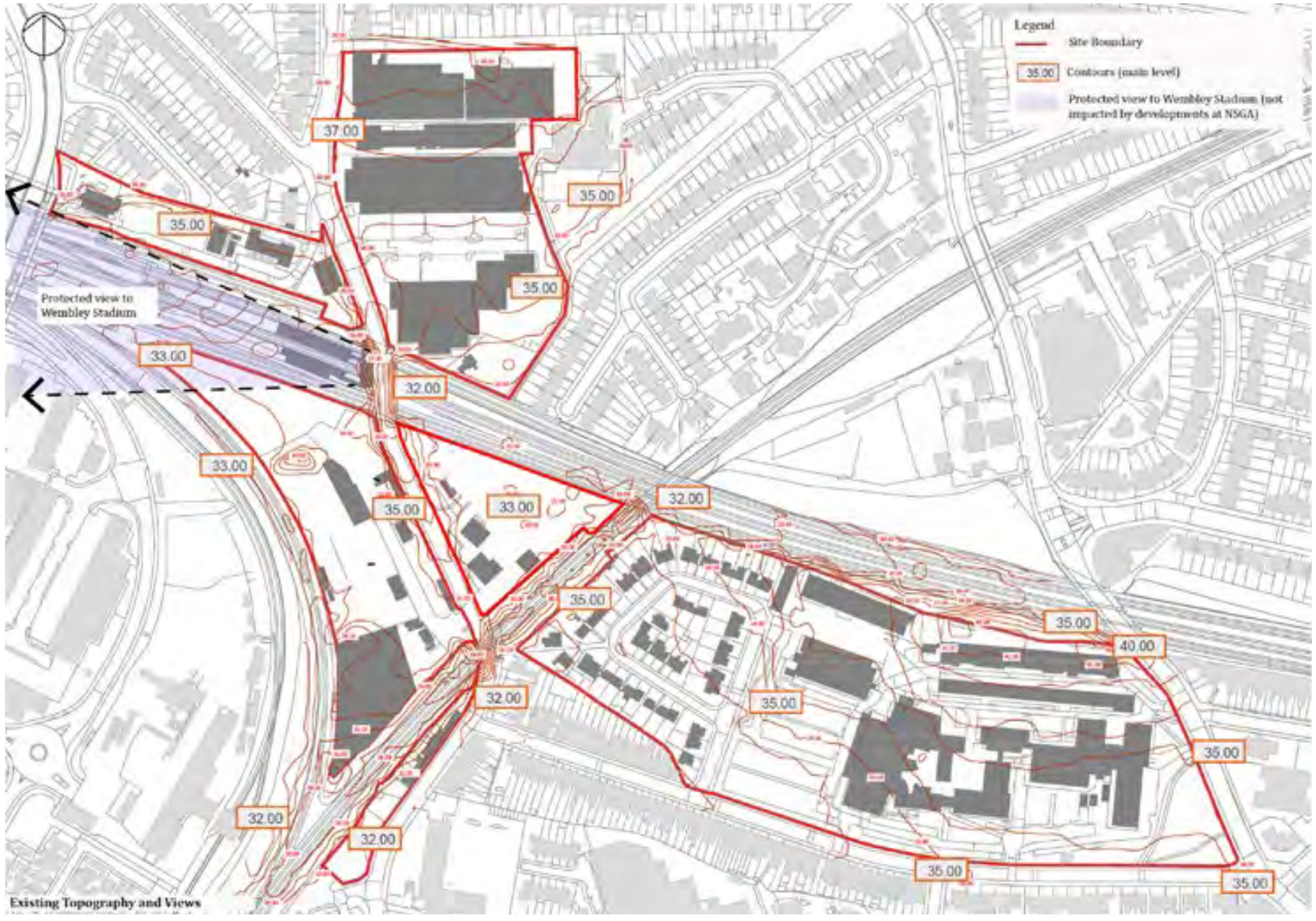


Figure 15: Topography and views

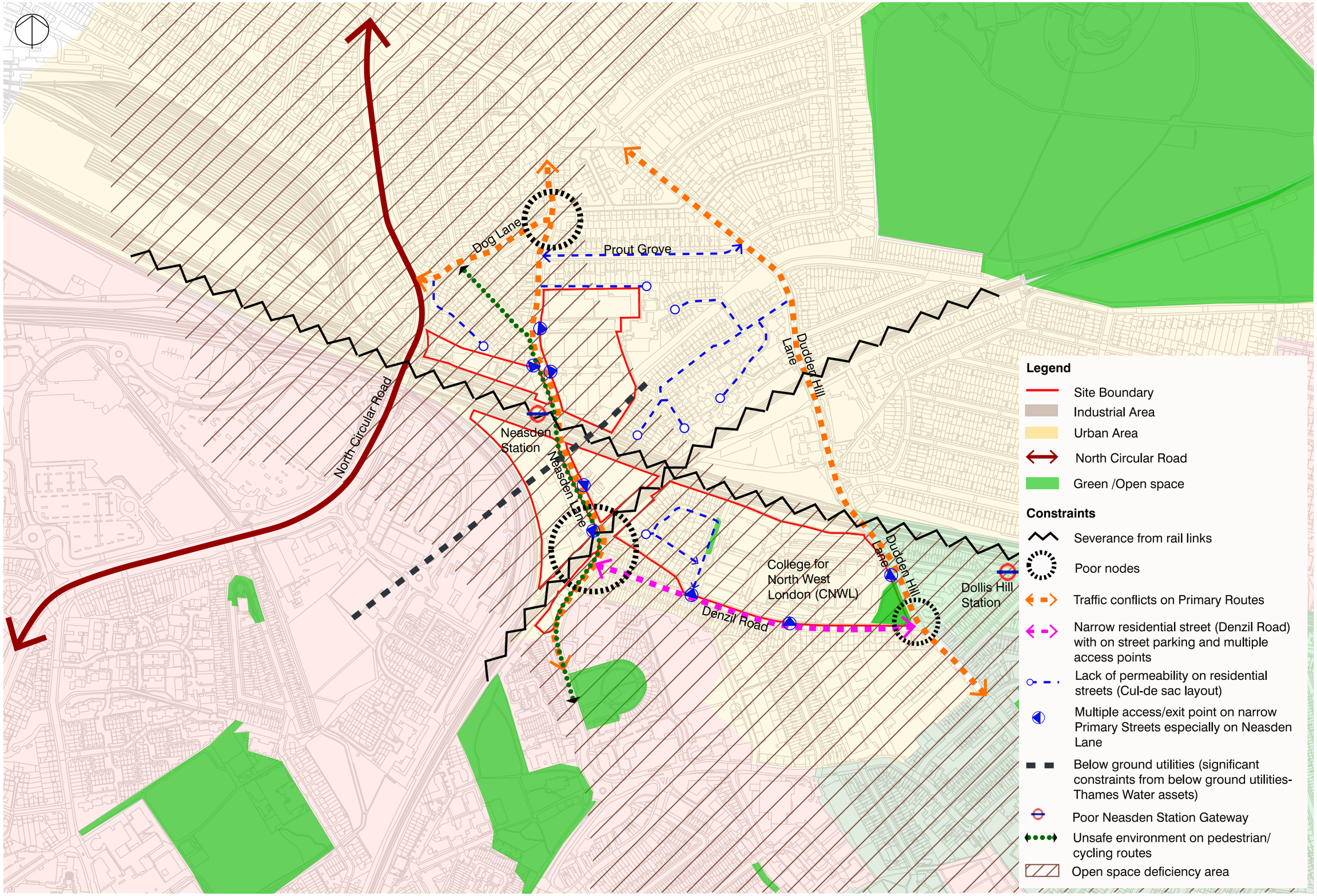


Figure 16: NSGA Constraints

4.9 CONSTRAINTS

4.9.1. Following a baseline analysis of today's NSGA, a summary of some of the key constraints is outlined below and illustrated in **Figure 16**:

- Severance caused by railways, main roads and dead end cul-de-sacs;
- Complex topography;
- Fragmented land ownership;
- Open space deficiency;
- Lacks sustainable movement network: pedestrian/ cycle routes, public transport links to wider area;
- Poor quality public realm and active frontage;
- Flood risk and surface water;
- Significant constraint from below ground utilities (Thames Water);
- Proximity of active industrial and freight uses; and
- Wastes uses and contaminated land.

This section must be read in conjunction with the other maps that identify these constraints in **Section 4**.

Severance from rail hindering east west connections to Wembley

View showing complex and difficult topography

Proximity to active industrial and freight uses

Unattractive and poor quality environment resulting in a lack 'of sense of place'

Illustrative 3D visualisation sketch showing tomorrow's NSGA

5.
TOMORROW'S NEASDEN STATIONS GROWTH AREA

5.1 GROWTH CAPACITY

5.1.1. To understand the growth capacity within NSGA, a number of masterplan capacity studies have been undertaken. These are high-level tests that determine an appropriate quantum of development that can be sustainably delivered. Each masterplan capacity study is informed by one of three scenarios (see **Section 5.2**) and underpinned by the vision, objectives and planning policy context set out in this Masterplan SPD.

5.1.2. The masterplan capacity studies do not represent the only possible masterplan response or site-specific design proposals that could have been generated by the three scenarios. Instead, they have responded to and informed a robust urban design framework comprising principles intended to guide the comprehensive regeneration of the Growth Area (see **Section 6**). As such, proposals for individual development sites will be assessed on their own merits, against these principles, and what they bring to the Growth Area.

5.2 MASTERPLAN CAPACITY STUDY SCENARIOS

5.2.1. Each masterplan capacity study scenario is informed by a different approach to industrial intensification and residential co-location, as summarised below. Within each scenario, options respond to existing PTAL with alternative options reflecting the increased accessibility generated by the proposed WLO line.

Option 1, 2a, 2b and 3 are before the WLO scenario with existing PTAL. Option 4, 5a, 5b and 6 are after the WLO scenario. The provision of WLO will improve the public transport accessibility for NSGA and consequently the potential for increased housing densities. The three scenarios tested are:

Scenario 1. Horizontal co-location (Option 1 and Option 4);

Scenario 2. Vertical co-location (Options 2a/2b and Options 5a/5b);

Scenario 3. Optimised co-location; vertical with maximised residential (Option 3 and Option 6);

5.2.2. An additional scenario, which co-locates residential with educational uses on the CNWL site has also been tested as part of the study. Each scenario tests sub-options that determine an appropriate quantum of development.

5.2.3. For the purposes of illustrating and better understanding the masterplan capacity studies they have been combined together where the scenarios are the same, but outcomes are different. **Figure 17** shows the site plan and breakdown of individual development sites for reference.

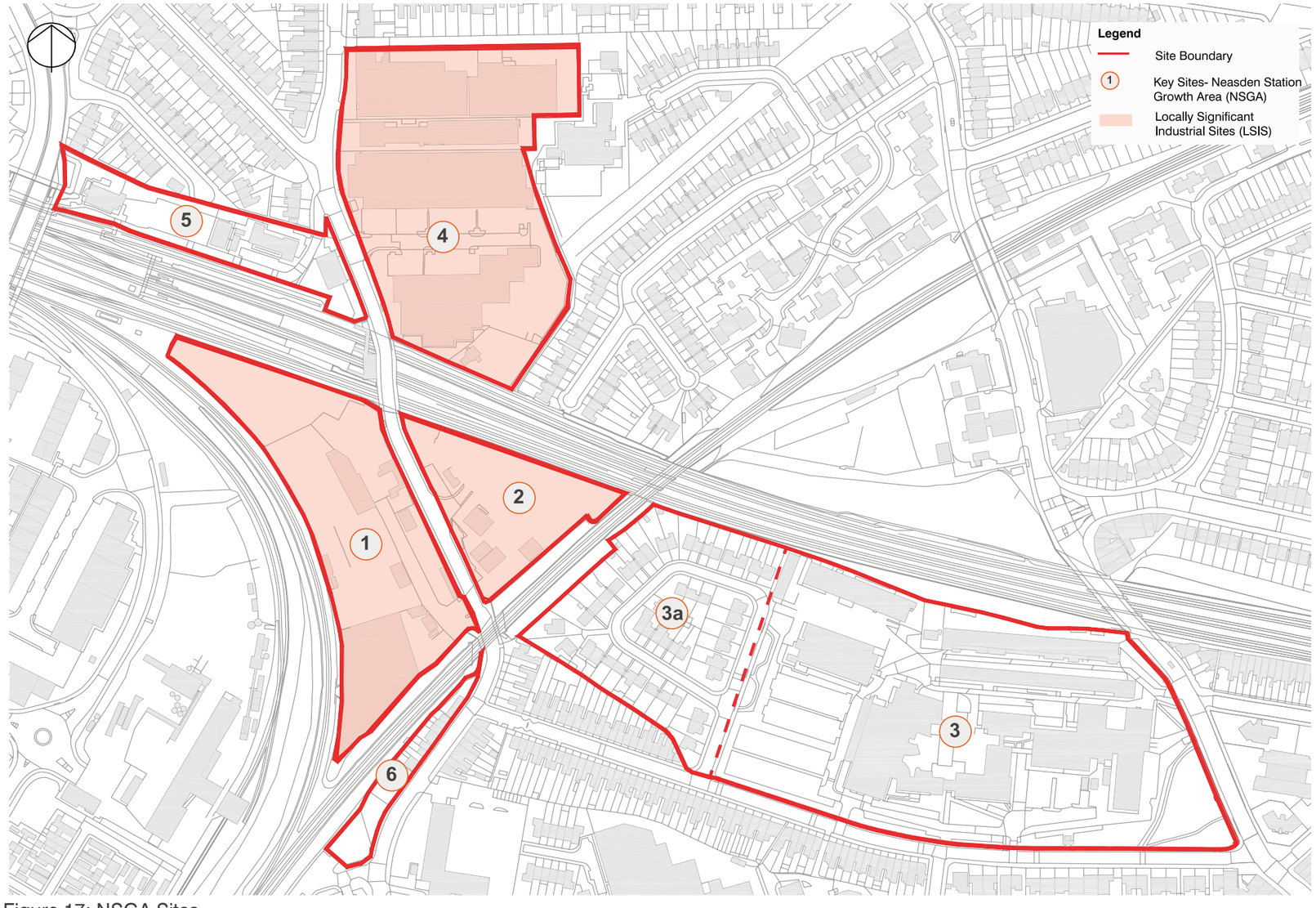


Figure 17: NSGA Sites

Scenario 1: Horizontal Co-location

Option 1:

Option 1 tests the quantum of development that can be achieved on all sites for scenario 1(Horizontal co-location) before the WLO rail link comes forward.

5.2.4. Option 1 tests horizontal co-location by splitting Site 1 (LSIS) and Site 2 (LSIS) into industrial and residential areas sitting alongside each other, with separate access to industrial and residential uses. Option 1 proposes predominantly residential development on Site 3 (CNWL) and retention of the existing housing estate (Site 3a) adjacent to the college site. On Site 4 (LSIS), industrial uses (Falcon Park Industrial Estate), are retained given their current good condition and functionality. On Site 5, predominantly residential use is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. **Figure 18** and **Table 1** shows masterplan capacity study and breakdown for Option 1.

Table 1: Capacity breakdown across NSGA for option 1

Description	Total
No. of units across NSGA	1719
Industrial Floor Space	27308m²
Commercial/Retail Floor Space	1075m²
Additional Industrial Floor Space	2016m²

Figure 18: Illustrative masterplan growth capacity Option 1– Horizontal Co-location (before WLO)


Illustrative 3d massing sketch of Option 1 – Horizontal Co-location

Option 4:

Option 4 tests the quantum of development that can be achieved on all sites for scenario 1(horizontal co-location) after the WLO rail link comes forward.

5.2.5. Option 4 also tests horizontal co-location by splitting the Site 1 (LSIS) and Site 2 (LSIS) into industrial and residential areas sitting alongside each other, with separate access to industrial and residential uses. Option 4 proposes a mixed-use residential development on Site 3 (CNWL) with some commercial/retail and community functions and retention of the existing housing estate (Site 3a) adjacent to the college site. On Site 4 (LSIS), co-location of industrial uses with residential uses is proposed to meet the future housing and employment demands of the area, which the WLO line would support. On Site 5, predominantly residential use with some light industrial use is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. The WLO line provision means that Option 4 would be suitable for higher densities than Option 1. **Figure 19** and **Table 2** shows masterplan capacity study and breakdown for Option 4.

Table 2: Capacity breakdown across NSGA option 4

Description	Total
No. of units across NSGA	2069
Industrial Floor Space	27308m²
Commercial/Retail Floor Space	1200m²
Additional Industrial Floor Space	1016m²

Figure 19: Illustrative masterplan growth capacity Option 4 – Horizontal Co-location (after WLO)


Illustrative 3d massing sketch of Option 4 – Horizontal Co-location

Scenario 2: Vertical Co-location

Option 2a and 2b:

Option 2a and 2b tests the quantum of development that can be achieved on all sites for scenario 2 (vertical co-location) before the WLO provision.

5.2.6. Option 2 tests vertical co-location by stacking residential uses over industrial or commercial/retail uses on Site 1 (LSIS) and Site 2 (LSIS). Option 2a proposes residential stacked on industrial uses, while Option 2b proposes residential uses stacked on commercial/retail uses. Option 2 proposes predominantly residential development on Site 3 (CNWL) and retention of the existing housing estate (Site 3a) adjacent to the college site. On Site 4 (LSIS) industrial uses (Falcon Park Industrial Estate) are retained given their current good condition and functionality, with some vertically stacked residential units above. On Site 5, predominantly residential use with some light industrial use is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. **Figure 20** and **Table 3** and **4** shows typical masterplan capacity study and breakdown for Option 2a and 2b.

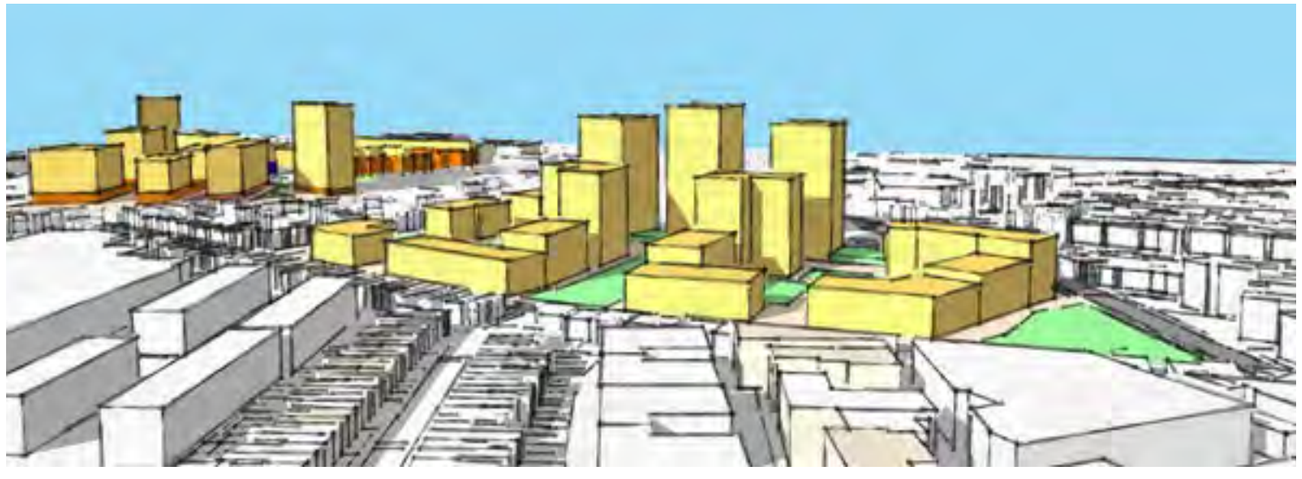
Table 3: Capacity breakdown across NSGA for option 2a

Description	Total
No. of units across NSGA	2074
Industrial Floor Space	26808m²
Commercial/Retail Floor Space	1300m²
Additional Industrial Floor Space	1416m²

Table 4: Capacity breakdown across NSGA for option 2b

Description	Total
No. of units across NSGA	2074
Industrial Floor Space	16508m²
Commercial/Retail Floor Space	13950m²
Additional Industrial Floor Space	8884m²

Figure 20: Typical illustrative masterplan growth capacity Option 2a (Industrial) and 2b (commercial) – Vertical co-location (before WLO)



Illustrative 3d massing sketch of Option 2a – Vertical Co-location (Industrial)

Option 5a and 5b:

Option 5a and 5b tests the quantum of development that can be achieved on all sites for scenario 2 (vertical co-location) after the WLO rail line comes forward.

5.2.7. Option 5 tests vertical co-location by stacking residential uses over industrial or commercial/retail functions on site 1 (LSIS) and site 2 (LSIS). Option 5a proposes residential stacking on industrial uses, while option 5b proposes residential uses stacked on commercial/retail function on these sites.

5.2.8. Option 5 proposes predominantly residential development on site 3 (CNWL) and retention of the existing housing estate (Site 3a) adjacent to the college site. On site 4 (LSIS), industrial uses (Falcon Industrial Estate) are retained given their current good condition and functionality, with some vertically stacked residential units on top. On site 5, predominantly residential use with some light industrial uses is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. WLO line provision on this option means it would be suitable for higher densities than options 2a and 2b. **Figure 21** and **Table 5** and **6** shows masterplan capacity study and breakdown for Option 5a and 5b.

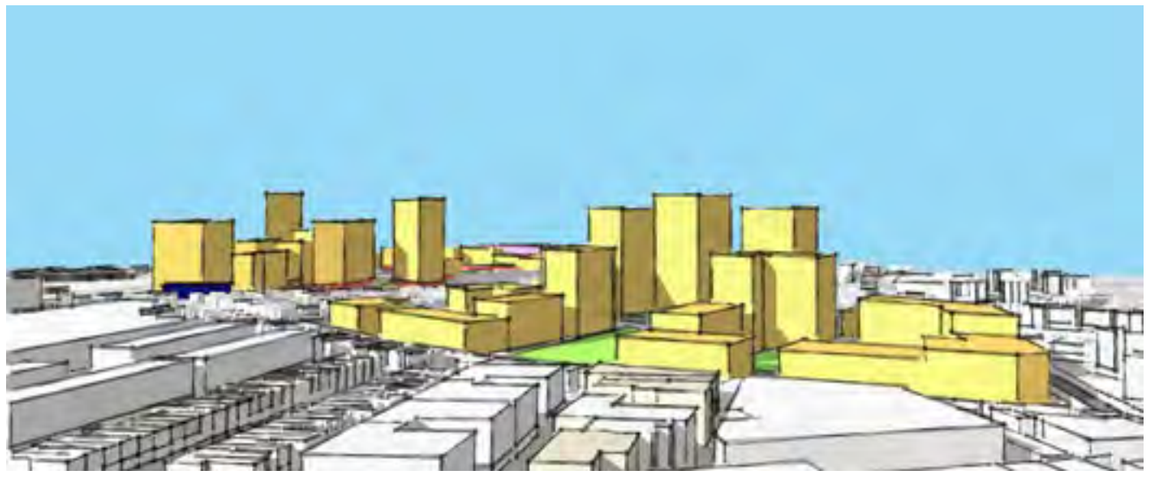
Table 5: Capacity breakdown across NSGA for option 5a

Description	Total
No. of units across NSGA	2452
Industrial Floor Space	26768m²
Commercial/Retail Floor Space	1050m²
Additional Industrial Floor Space	1476m²

Table 6: Capacity breakdown across NSGA for option 5b

Description	Total
No. of units across NSGA	2452
Industrial Floor Space	22308m²
Commercial/Retail Floor Space	5800m²
Additional Industrial Floor Space	2984m²

Figure 21: Typical illustrative masterplan growth capacity Option 5a (Industrial) and 5b (Commercial) – Vertical Co-location (after WLO)


Illustrative typical 3d massing sketch of Option 5a (Industrial) and 5b (Commercial) – Vertical Co-location

Scenario 3: Optimised co-location

Option 6:

Option 6 tests the quantum of development that can be achieved on all sites after the proposed WLO rail line comes forward.

5.2.9. Option 6 proposes vertical stacking of residential uses on podium floors with industrial below and some commercial/retail fronting Neasden Lane is proposed on Site 1 (LSIS) and Site 2 (LSIS). On site 3, it proposes predominantly residential development with some commercial/retail/ community uses, and the redevelopment of the existing housing estate (Site 3a) adjacent to CNWL site. On Site 4 (LSIS), vertical co-location of residential use with industrial use is proposed. On Site 5, predominantly residential use with some light industrial use is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. WLO line provision on this option means it would be suitable for higher densities than Option 3. **Figure 22** and **table 7** shows masterplan capacity study for Option 6.

Please note: The existing housing estate (Site 3a) adjacent to the college site is a long term aspiration and is not suggested for redevelopment in the short and medium term.

Table 7: Capacity breakdown for option 6 across NSGA

Description	Total
No. of units across NSGA	2452 - 3015
Industrial Floor Space	26160m²
Commercial/Retail Floor Space	1800m²
Additional Industrial Floor Space	868m²

Figure 22: Illustrative masterplan growth capacity Option 6 – Optimised Co-location (after WLO)

Illustrative 3D massing sketch – Optimised Co-location Option 3

Preferred Option

Optimised Co-location Option 3:

Option 3 tests the quantum of development that can be achieved on all sites before the proposed WLO rail line comes forward.

5.2.10. Option 3 proposes vertical stacking of residential uses on podium floors with industrial below and some commercial/retail fronting Neasden Lane is proposed on Site 1 (LSIS) and Site 2 (LSIS). On site 3 (CNWL), proposes predominantly residential development with some commercial/retail/community uses and retention of the existing housing estate (3a) adjacent to it. On Site 4 (LSIS), vertical co-location of residential uses with industrial uses is proposed. On Site 5, predominantly residential use with some light industrial use is proposed. Site 6 is deemed unlikely to come forward for wholesale redevelopment based on the viability assessment, but may come forward on an individual and smaller site basis for mid-rise intensification. Figure 23 and Tables 8 and 9 shows masterplan capacity study and breakdowns for Option 3. Figure 23a heights plan shows were the tall building elements can be accommodated within the NSGA. However, please note this is guidance on how a comprehensive height strategy can be brought forward and not the only way this can be achieved. Individual schemes will be assessed when they come forward for planning and expected to consider the surrounding townscape while planning for heights and massing.

Summary

5.2.11. Having tested a number of different scenarios to understand and establish the appropriate quantum of development for NSGA, both before and after the WLO coming forward, the Council is taking forward the optimised co-location scenario as its approach to future development. Option 1, 2a, 2b, 4, 5a, and 5b present significant delivery challenges, especially with identified constraints to movement network and lack of industrial traffic segregation with more vulnerable road users. Optimised co-location options 3 (before WLO) and 6 (after WLO) offer the best outcome with optimised housing delivery and industrial capacity on podium floors segregating industrial traffic with more vulnerable uses. The Council is supportive of the WLO coming forward, but with WLO not guaranteed, the Council must plan for developments outpacing its delivery.

Therefore, the Optimised co-location Option 3 before the WLO would inform the design principles and assumed quanta of development of schemes that come forward for development in the short to medium term. Consequently, the urban design framework set out in Section 6 is based on Optimised co-location Option 3. Should it be evident that the WLO would proceed, the SPD will likely be reviewed. Prior to this review, option 6 would form the basis of changed assumptions about potential development capacity on individual sites.

Table 8: Capacity breakdown for option 3 across NSGA

Description	Total
No. of units across NSGA	2338
Industrial Floor Space	26160m²
Commercial/Retail Floor Space	1600m²
Additional Industrial Floor Space	768m²

Table 9: Individual site capacity breakdown Option 3

Number	Sites	Existing Site Area (Ha)	Existing Site Area (Sqm)	Existing Floor Area Ratio(FAR)	New Floor Space (Industrial) (minimum)	New Floor Space (Commercial)	New Floor Area Ratio (FAR)	No. of Units
1	McGovern Yard Site	1.75	17500	0.61	10700	950	0.61	520
2	O'Hara Site	0.74	7400	0.1	1000	100	0.13	312
3	CNWL Site	5.84	58400	N/A	N/A	550	N/A	1100
4	Falcon Industrial Estate Site	1.61	16100	0.86	14000	0	0.86	341
5	Dephna House Site	0.68	6800	N/A	460	0	N/A	65
6	Neasden Lane Service Station Site	0.21	2100	N/A	N/A	N/A	N/A	N/A
All	**Total**	**N/A**	**N/A**	**N/A**	**26160**	**1600**	**N/A**	**2338**

Figure 23: Illustrative masterplan growth capacity Option 3 – Optimised Co-location (before WLO)

Figure 23a: Masterplan Option 3 Optimised Co-location – Heights Plan

Illustrative 3D visualisation sketch of proposed NSGA masterplan

6.
URBAN DESIGN FRAMEWORK

6.1 OVERVIEW

6.1.1. Based on the masterplan capacity studies outlined in **Section 5.2**, a robust urban design framework has been set out comprising principles intended to guide the comprehensive regeneration of the Growth Area. These include:

- **Development Principles** – that set out what development at NSGA will need to achieve and the key factors to be considered;
- **Environmental and Sustainability Principles** – that set out how development at NSGA will need to perform to support climate change resilience and achieve net-zero carbon.

6.1.2. These principles are supplemented by sections that set out how much development could be accommodated and where it should go (see **Section 6.3**), and what character each part of the growth area should have (see **Section 6.4**). In terms of development amount, the quantum of residential uses is considered to be flexible, whereas other uses, such as replacement industrial floorspace and supporting infrastructure, are regarded as minimum to ensure policy compliance.

6.2 CHARACTER AREAS

6.2.1. To help translate the capacity study outcomes for each masterplan scenario (see **Section 5.2**) into site-specific development principles, a number of character areas have been defined, setting out a vision for each development site within the growth area. Character areas generally relate to individual development sites though some have been grouped together based on geography or mutual dependence. Although character areas will vary, NSGA should knit together as a single identifiable neighbourhood.

6.2.2. Each character area appraisal includes a description of the existing site or sites followed by a high-level assessment of the existing character, and finally a vision for the future character. A summary table sets out the key elements of each character area followed by the relevant planning policy and guidance to be considered. **Figure 24** illustrates the distribution of character areas across NSGA.

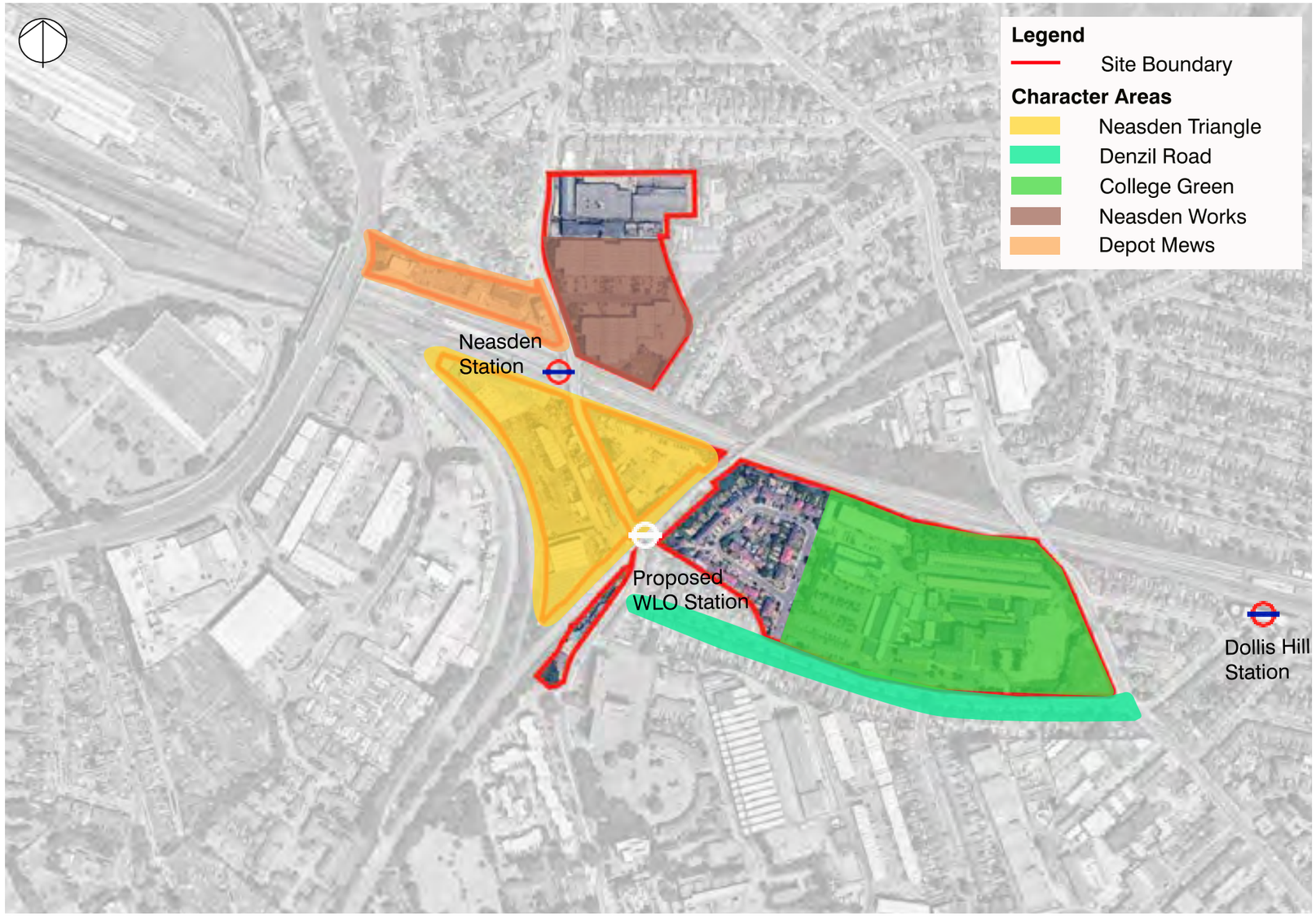


Figure 24: Character Area Map – NSGA

Neasden Triangle

Figure 25: Illustrative sketch along Neasden Lane across the centre of the Neasden Triangle character area

Table 13: Character area design parameters, Neasden Triangle

Description	Details
Land use	Co-location; industrial (light or heavy/logistics); commercial; residential; some retail and community on Neasden Lane
Street width	24-27m building to building (across Neasden Lane)
Street type and connectivity	Primary; public transport; enhanced walking and cycling; east-west connection from Neasden to Wembley via new bridge
Building type, height and massing	No preferred building types; mid-rise apartment blocks; 8-14 storeys, high-rise apartment blocks; 15-22 storeys; podium. Tall buildings within developments must consider the potential for adverse impact on surrounding townscape and respond appropriately to mitigate such impacts
Landscape and open space type	Yards; intensified SINC; street trees; SUDS; surface water management (see **Section 6.3** for open space provision)

Description

6.2.3. Neasden Triangle informally refers to a triangular site to the south of Neasden station, formed by a series of railways. It is bounded by the Chiltern mainline to the north, the Dudding Hill line to the south and a 'curve' line that connects them to the west. It is also bisected by Neasden Lane running north to south between Neasden and Church End town centres. In terms of development sites, the Neasden Triangle character area relates to the O'Hara and McGovern Yard sites, located to the east and west of Neasden Lane respectively.

6.2.4. Neasden Triangle is considered to be the heart of the growth area based on its proximity to the existing Neasden station and proposed WLO line station. Consequently, it forms a gateway to the growth area and has the potential to support high density development and tall buildings, complemented by new public realm. Through its good connections to the strategic road network, regeneration here also has the potential to support the intensification of industrial uses and their co-location with new residential uses. As such, a character is required here that defines a mixed-use place and ties the different parts of the growth area and its surroundings together.

Existing Character

6.2.5. Both sites within Neasden Triangle are industrial in use and character and make a limited contribution to the streetscape. Surrounded by tall walls and security fences, both sites present a hostile and inactive frontage to Neasden Lane. To the east, the O'Hara site is a large yard occupied by a number of small single storey sheds. To the west, the McGovern Yard site is also a yard but is occupied by larger single and two storey warehouses. Aside from a small number of mature trees along the western edge of the O'Hara site, and the designated wildlife corridors and SINC that form the edges to the railway lines, the area has a very poor sense of greenery. Within the sites themselves, there is a dominance of hard landscaping.

Future Character

6.2.6. Street-facing blocks with active uses at the lower floors should be proposed to reinforce the street frontage along Neasden Lane and animate the streetscape. This should include a small neighbourhood parade to support existing and new residents within close proximity. Neasden Lane should be widened to establish appropriate building to building distances and accommodate the necessary active travel and green infrastructure improvements. Within the sites themselves, design teams are invited to test a range of building types or forms, with all proposals assessed on their own merits against the relevant placemaking principles. Whilst it is considered that Neasden Triangle can accommodate some of the tallest buildings within the growth area, building heights should be varied and appropriately distributed across the sites to avoid a consolidation of height in one area (see Tall Buildings Strategy). Walking and cycling should be prioritised along Neasden Lane, with a connection made through the McGovern Yard site to Wembley via a new pedestrian and cycle crossing over the railway. Open spaces should be defined within each site to ground the buildings and create a new layer of public realm that is secondary to Neasden Lane. Designated wildlife corridors and SINC at the edges should be intensified, with new tree planting across both sites. Critically, sustainable urban drainage systems (SUDS) and other surface water management measures should be incorporated on the O'Hara site to support flood risk mitigation. **Figure 25** is an illustrative sketch of Neasden Triangle Character area and **Table 13** shows the breakdown of acceptable design parameters of the character area.

Denzil Road

Figure 27: Illustrative sketch of Denzil Road towards the CNWL site

Table 14: Character area design parameters, Denzil Road

Description	Details
Land use	Residential; some retail, commercial and/or workspace adjacent to Dudden Hill Lane
Street width	18m building to building
Street type and connectivity	Local; low-traffic; enhanced walking and cycling; connections to Church End Growth Area
Building type, height and massing	Terraced houses; maisonettes; low-rise apartment blocks; 3-5 storeys; linear, street-facing blocks. All new developments must adhere to Brent Design Guide SPD1 principles for privacy and amenity. Tall buildings within developments must consider the potential for adverse impact on surrounding townscape and respond appropriately to mitigate such impacts
Landscape and open space type	Street trees; SUDS; shared surfaces; front gardens; parklets (see **Section 6.3** for open space provision)

Description

6.2.7. Denzil Road is a residential street lined with semi-detached and terraced houses to the south and the CNWL site to the north, as far as Selbie Avenue. Beyond Selbie Avenue, it is lined with terraced houses to the north up to the junction with Neasden Lane. A small estate of semi-detached and terraced houses located on Severn Way is accessed via Selbie Avenue. Denzil Road is accessible by vehicles from both Dudden Hill Lane to the east and Church End High Road via Brenthurst Road to the south. At the western end, a gate prohibits vehicle access from Neasden Lane.

6.2.8. The Denzil Road character area relates to the southern part of the CNWL site. As the largest development site in single ownership within the growth area, the CNWL site is expected to come forward in its entirety, though the density and scale of development it can accommodate will vary across its extents. Based on the relationships between the site and its surroundings, it is considered necessary to make a distinction between the character of its northern and southern parts. Whilst the northern part has the potential to support high density development and tall buildings, the southern part forms a boundary with the prevailing two storey context. As such, a character is required here that relates to and enhances the existing character of Denzil Road, whilst transitioning to the new character of the wider CNWL site.

Existing Character

6.2.9. Whilst much of Denzil Road is lined with on-street car parking, the overall character is that of a fairly low-traffic street, particularly at the western end. Mature and semi-mature trees contribute to a moderate sense of greenery and are complemented by additional planting in front gardens, though most have been paved over. Whilst the residential frontages help to animate the streetscape of Denzil Road, the CNWL site is surrounded by a tall security fence that presents a hostile and inactive frontage. A small designated open space at the junction with Dudden Hill Lane provides some visual amenity, but is of unremarkable character except for the adjacent memorial stone to PC Ronan McCloskey.

Future Character

6.2.10. Linear, street-facing residential blocks should be proposed to reinforce the street frontage to the north of Denzil Road, and private and communal entrances, front gardens and incidental play space incorporated to animate the streetscape. Building heights should establish a transitional scale between the growth area and its surroundings. Walking and cycling should be prioritised to support other active travel infrastructure in the area, and connections to green infrastructure and the adjacent Church End Growth Area should be carefully considered. On-street car parking should be reduced where possible, and street trees, parklets and SUDS incorporated to improve biodiversity, air quality and water management. **Figure 27** and **Table 14** shows an illustrative sketch and breakdown of acceptable design parameters of the character area.

College Green

Figure 28: Illustrative sketch of Public Open Space on College Green, CNWL site

Table 15: Character area design parameters, College Green

Description	Details
Land use	Residential; possibly some community
Street width	18-24m building to building
Street type and connectivity	Local; low-traffic; enhanced walking and cycling; east-west connection from Dudden Hill Lane to Selbie Avenue
Building type, height and massing	Mansion blocks; 5-8 storeys, high-rise apartment blocks; 15-22 storeys; courtyard blocks; towers and podiums. All new developments must adhere to Brent Design Guide SPD1 principles for privacy and amenity. (Principle 5.1: Privacy and amenity). Tall buildings within developments must consider the potential for adverse impact on surrounding townscape and respond appropriately to mitigate such impacts
Landscape and open space type	Communal courtyards; street trees; SUDS; front gardens (see **Section 6.3** for open space provision)

Description

6.2.11. Opened as the Willesden College of Technology in 1934, the College of North West London (CNWL) occupies a site of approximately 3.9 hectares. It is bounded by Dudden Hill Lane to the east, Denzil Road to the south, Selbie Avenue to the west and the Chiltern mainline to the north. The site is populated by a number of buildings ranging from one to four storeys in height. A five storey block in the eastern part of the site was demolished in 2015. The main entrance to the site was consequently relocated from Dudden Hill Lane to Denzil Road.

6.2.12. The College Green character area relates to the northern part of the CNWL site. Whilst the southern part forms a boundary with the prevailing two storey context, the northern part has the potential to support high density development and tall buildings, anchored by a new public open space. As such, a character is required here that defines a new place and celebrates the qualities of urban living.

Existing Character

6.2.13. Despite its prominent location, the overall character of the site is unremarkable and lacking in civic presence. Attributed to its redevelopment throughout the late 1980s and early 1990s, which involved the demolition of the original double fronted courtyard block, the site makes a limited contribution to the streetscape and architectural character of the area. Buildings are set back from the edges of the site, leaving undefined strips of grass and tree planting around the perimeter, enclosed by a tall security fence. Whilst the site is bookended by small designated open spaces on Dudden Hill Lane to the east and Selbie Avenue to the west, and bounded by a designated wildlife corridor to the north, it has a poor sense of greenery. Within the site itself, there is a dominance of hard landscaping interspersed by some small areas of grass or planting.

Future Character

6.2.14. A new local street running east to west from Dudden Hill Lane to Selbie Avenue should be defined as the backbone of the character area. To the south, perimeter blocks enclosing communal courtyards should be proposed and form the edges to a new public open space at the centre of the site. To the north, a cluster of tall buildings rising from ground or podium level should be proposed, lining the edge of the site adjacent to the railway. Building heights should step up from south to north, continuing the transitional scale between the growth area and its surroundings, established by the Denzil Road character area. Building heights should step down to Dudden Hill Lane and Selbie Avenue. Existing greenery at the edges should be drawn into the depth of the site, establishing a network of green infrastructure that improves biodiversity and microclimate mitigation. Car parking should be reduced where possible, with any new vehicle access roads into the site kept to a minimum. **Figure 28** and **Table 15** shows an illustrative sketch and breakdown of acceptable design parameters of the character area. Future development proposals must engage with the local community to determine the type of community functions and green spaces.

Neasden Works

Neasden Works

Description

6.2.15. The Neasden Works character area includes the Falcon Park Industrial Estate, which represents a longer term development site. It is bounded by both Northview Primary School and properties in Southview Avenue to the east, the Jubilee and Metropolitan lines to the south and Neasden Lane to the west. To the north, it is bounded by a vacant site at 58 Neasden Lane, and a new residential-led mixed-use development currently under construction at 60 Neasden Lane. The primary vehicle access point on Neasden Lane is opposite Dephna House. A public footpath runs along the southern edge between the site and the railway connecting Southview Avenue to Neasden Lane.

Existing Character

6.2.16. The site is light industrial in use and character, and is occupied by two large warehouse blocks either side of a vehicle access road running west to east. Each warehouse block is fronted by a small forecourt with associated car parking. At the western end of the site, the vehicle access road terminates at a large yard to the rear of Units 7 and 8. Surrounded by low walls and fences, the site has a moderate sense of greenery, with low hedges and a small number of semi-mature trees along the western edge. At the southwest corner of the site there is a grassed area containing a water pump house possibly associated with the Cricklewood Pumping Station. Within the site itself though, there is a dominance of hard landscaping.

Future Character

6.2.17. Street-facing blocks with active uses at the lower floors should be proposed to reinforce the street frontage along Neasden Lane and animate the streetscape. These should primarily include light industrial or 'maker' spaces, and should be anchored by a landscaped yard space at the centre of the site. Whilst it is considered that Neasden Works can support building heights up to 14 storeys, the tallest buildings should be consolidated in the southern part of the site adjacent to Neasden station. Again, walking and cycling should be prioritised along Neasden Lane. Permeability across the site should also be considered, and design teams are invited to test whether a connection can be made to the footpath connecting Southview Avenue and Neasden Lane, with improvements encouraged here in any event. Designated wildlife corridors and greenery at the edges should be intensified with new tree planting across the site. SUDS and other surface water management measure should be incorporated to support flood risk mitigation. **Table 16** shows a breakdown of acceptable design parameters within the character area. Future developments must engage with local community to determine kind of uses and spaces.

Table 16: Character area design parameters, Neasden Works

Description	Details
Land use	Co-location; industrial (light/maker); commercial; residential
Street width	21-24m building to building (across Neasden Lane)
Street type and connectivity	Primary; public transport; enhanced walking and cycling; east-west connection from Southview Avenue to Neasden Lane
Building type, height and massing	Perimeter blocks (depending on GF uses); mid-rise apartment blocks; 8-14 storeys; some 5-7 storeys. Tall buildings within developments must consider the potential for adverse impact on surrounding townscape and respond appropriately to mitigate such impacts
Landscape and open space type	Yard; street trees; SUDS; surface water management (see **Section 6.3** for open space provision)

Depot Mews

Depot Mews

Description

6.2.18. The Depot Mews character area relates to the Dephna House development site on Neasden Lane and includes the eastern part of Neasden Depot. It is bounded by Neasden Lane to the east, the Jubilee and Metropolitan lines to the south, the North Circular Road to the west and properties in both Brendon Avenue and Neasden Close to the north. It has a single vehicle access point on Neasden Close, which forms the eastern entrance to Neasden Depot. A public footpath runs along the northern edge connecting Neasden Close to Brendon Avenue.

Existing Character

6.2.19. Despite its prominent location adjacent to Neasden station, the overall character of the site is unremarkable. Dephna House itself is a five storey commercial building that occupies the eastern part of the site on Neasden Lane, and has been largely converted to residential use. Whilst the windows appears to have been recently replaced, the façade itself is poor quality and has been damaged or vandalised in some areas. To the rear, the vehicle access road enters the site from the north, turning to run east to west alongside the railway. The eastern part of Neasden Depot, between Dephna House and the North Circular Road, is occupied by three ancillary buildings of between one and two storeys in height, and a small car park. There is a level change of approximately one storey between here and Neasden Lane where Dephna House rises to only four visible storeys. Surrounded by tall security fences, the site also presents a hostile frontage to Neasden Lane and has a very poor sense of greenery. Within the site itself, there is a dominance of hard landscaping.

Future Character

6.2.20. Based on the topography of the site and the interface with Neasden Depot, a podium can be proposed across its extents with residential blocks above. However this is subject to detail assessment of the site. Due to the proximity of existing residential properties to the north of the site, it is considered that Depot Mews can support building heights up to four storeys to the west, rising to seven storeys in the east. As such, a street-facing block with active uses at the lower floors should be proposed as a replacement for Dephna House to reinforce the street frontage along Neasden Lane and animate the streetscape. At podium level, a series of interconnected podium courtyards should enhance the sense of greenery on the site, and provide amenity space for the residential uses. Permeability across the site should be considered, with improvements to the footpath between Neasden Close and Brendon Avenue encouraged. Designated wildlife corridors should be intensified with new tree planting across the site. **Table 17** gives a breakdown of acceptable design parameters within the character area. Note: Consideration for appropriate heights will be made subject to detailed design and impact assessment when sites come forward for planning. Future developments must engage with local community to determine kind of uses and spaces.

Table 17: Character area design parameters, Depot Mews

Description	Details
Land use	Residential; acceptable Research and development and light industrial Class E type of alongside commercial uses
Street width	21-24m building to building (across Neasden Lane)
Street type and connectivity	Primary; public transport; enhanced walking and cycling; east-west connection from Neasden Close to Brendon Avenue
Building type, height and massing	Perimeter blocks (depending on GF uses); mews; 2-4 storeys; mid-rise apartment block; 5-7 storeys on Neasden Lane. Tall buildings within developments must consider the potential for adverse impact on surrounding townscape and respond appropriately to mitigate such impacts. Note: Consideration for appropriate heights will be made subject to detailed design and impact assessment when sites come forward for planning
Landscape and open space type	Podium courtyards; street trees; intensified ecology

6.3 DEVELOPMENT AMOUNT

Site 1: McGovern Yard Site

Aspect of development	Amount
New and affordable housing target	520 homes (indicative)
Industrial floorspace target	10,700sqm (minimum)
Commercial floorspace target	950sqm (indicative)
Site-specific considerations	• Provision of affordable workspace (minimum 10% floorspace); • Some employment opportunities for non or low skilled demographics; • Re-provision of permitted capacity for waste handling either on-site or at an agreed alternative site; • Development must consider ground water utilities/assets and be located 10-15m from the assets/mains. Flooding reports will be required to understand the impact of any potential bursts on new development; • Adoption of 'agent of change' principle due to on-site industrial uses and existing SIL to the west of the site; • Provision of a neighbourhood parade on Neasden Lane (size subject to negotiation); • Development should not unacceptably compromise the protected view of Wembley Stadium Arch from the Neasden Lane/Neasden station bridge.
Social infrastructure	• Provision of new multi-functional community facilities at a rate of 370sqm per 1,000 new population. This will be delivered through either on-site facilities or contributions towards existing or new off-site facilities.
Transport infrastructure	• Provision of sufficient space to accommodate new and existing transport infrastructure; • Contributions towards the existing Neasden station and proposed WLO station; • Provision of access to the proposed WLO line station; • Proposed WLO station to meet relevant requirements and guidance regarding station accessibility. The station entrance must be clearly visible from the street; • Allowance for widening of Neasden Lane to improve accessibility and active travel provision; • Segregation of servicing access and walking and cycling routes (where unacceptable risks likely); • Provision of sufficient land and an appropriate setting to facilitate a new pedestrian and cyclist bridge over the railway to Great Central Way; • Deliver a new pedestrian and cyclist bridge over the railway to Great Central Way (desirable).
Green and blue infrastructure	• Provision of two 0.2ha pocket parks (potentially via a series of formal and informal play areas); • Retention of the ecological status of the existing SINC Grade I: Dudden Hill line and Jubilee/Metropolitan line corridors; • Adoption of a sequential approach to the location of uses and buildings through a site-specific flood risk assessment and alignment with the recommendations of the Brent Strategic Flood Risk Assessment Level 2; • Development should not unacceptably increase the on or off-site flood risk
Placemaking	• As defined by the Neasden Triangle character area set out in **Section 6.2**

Site 2: O'Hara Site

Aspect of development	Amount
New and affordable housing target	312 homes (indicative)
Industrial floorspace target	1,000sqm (minimum)
Commercial floorspace target	100sqm (indicative)
Site-specific considerations	• Provision of affordable workspace (minimum 10% floorspace); • Development must consider ground water utilities/assets and be located 10-15m from the assets/mains. Flooding reports will be required to understand the impact of any potential bursts on new development; • Some employment opportunities for non or low skilled demographics; • Adoption of 'agent of change' principle due to on-site industrial uses and existing SIL to the west of the site; • Provision of a neighbourhood parade on Neasden Lane.
Social infrastructure	• Provision of new multi-functional community facilities at a rate of 370sqm per 1,000 new population. This will be delivered through either on-site facilities or contributions towards existing or new off-site facilities.
Transport infrastructure	• Contributions towards the existing Neasden station and proposed WLO station; • Allowance for widening of Neasden Lane to improve accessibility and active travel provision; • Segregation of servicing access and walking and cycling routes (where unacceptable risks likely).
Green and blue infrastructure	• Provision of one 0.2ha pocket parks (potentially via a series of formal and informal play areas); • Retention of the ecological status of the existing SINC Grade I: Dudden Hill line and Jubilee/Metropolitan line corridors; • Adoption of a sequential approach to the location of uses and buildings through a site-specific flood risk assessment and alignment with the recommendations of the Brent Strategic Flood Risk Assessment Level 2; • Development should not unacceptably increase the on or off-site flood risk.
Placemaking	• As defined by the Neasden Triangle character area set out in **Section 6.2**

Site 3: CNWL Site

Aspect of development	Amount
New and affordable housing target	1,100 homes (indicative)
Commercial floorspace target	550sqm (indicative)
Site-specific considerations	• Creation of a district heating network and provision for connection to the wider area; • Provision of social infrastructure and community facilities, in the form of a multi-functional neighbourhood centre, at a rate of 370sqm per 1,000 new population.
Social infrastructure	• Allocation of space for the provision of new health facilities until requirements confirmed by the CCG; • Provision of new multi-functional community facilities at a rate of 370sqm per 1,000 new population (or contributions towards equivalent space elsewhere in the growth area).
Transport infrastructure	• Contributions towards the existing Neasden station and proposed WLO station; • Segregation of servicing access and walking and cycling routes (where unacceptable risks likely); • Improvements to junctions at Denzil Road/Dudden Hill Lane and Denzil Road/Neasden Lane to support safe walking and cycling.
Green and blue infrastructure	• Retention of existing open space on Dudden Hill Lane or provision of new at equivalent area plus additional 0.4ha; • Provision of two 0.2ha pocket parks (potentially via a series of formal and informal play areas); • Retention of existing or provision of new sport facilities, including Multi Use Games Area (MUGA) and outdoor gym; • Retention of the ecological status of the existing SINC Grade I: Dudden Hill line and Jubilee/Metropolitan line corridors; • Adoption of a sequential approach to the location of uses and buildings through a site-specific flood risk assessment and alignment with the recommendations of the Brent Strategic Flood Risk Assessment Level 2;
Placemaking	• As defined by the Denzil Road and College Green character areas set out in **Section 6.2**

Site 4: Falcon Park Industrial Estate

Aspect of development	Amount
New and affordable housing target	341 homes (indicative)
Industrial floorspace target	14,000sqm (minimum)
Site-specific considerations	• Provision of affordable workspace; • Employment opportunities for non or low skilled demographics; • Adoption of 'agent of change' principle.
Social infrastructure	• Provision of new multi-functional community facilities at a rate of 370sqm per 1,000 new population. This will be delivered through either on-site facilities or contributions towards existing or new off-site facilities.
Transport infrastructure	• Contributions towards the existing Neasden station and proposed WLO station; • Segregation of servicing access and walking and cycling routes.
Green and blue infrastructure	• Provision of one 0.2ha pocket parks (potentially via a series of formal and informal play areas); • Retention of the ecological status of the existing SINC Grade I: Dudden Hill line and Jubilee/Metropolitan line corridors.
Placemaking	• As defined by the Neasden Works character area set out in **Section 6.2**

Site 5: Dephna House Site

Aspect of development	Amount
New and affordable housing target	65 homes (indicative)
Industrial/commercial floor space target	460sqm (indicative)
Site-specific considerations	• Provision of affordable workspace; • Employment opportunities for non or low skilled demographics; • Adoption of 'agent of change' principle.
Social infrastructure	• Contributions towards existing or new off-site community facilities and social infrastructure.
Transport infrastructure	• Contributions towards the existing Neasden station and proposed WLO station; • Segregation of servicing access and walking and cycling routes; • Retention of access to Neasden Depot; • Retention and enhancement of existing footpath between Neasden Close and Brendon Avenue; • Retention and enhancement of existing pedestrian and cycle bridge and underpass adjacent to the North Circular Road at the west of the site.
Green and blue infrastructure	• Provision of formal and informal play areas; • Retention of the ecological status of the existing SINC Grade I: Dudden Hill line and Jubilee/Metropolitan line corridors.
Placemaking	• As defined by the Depot Mews character area set out in **Section 6.2**

Site 6: Neasden Service Station site

6.3.1. Based on a viability assessment, this site is deemed unlikely to come forward for wholesale redevelopment, but may come forward on an individual and smaller site basis for mid-rise intensification.

6.4 DEVELOPMENT PRINCIPLES

6.4.1. Brent has declared a climate and ecological emergency and has set out to achieve carbon neutrality in the borough by 2030. The Brent Climate & Ecological Emergency Strategy 2021-2030 requires a collaborative approach with developers, residents and communities to create a greener, cleaner and more sustainable borough. Consistent with the London Plan and the Brent Local Plan, the strategy has set out an objective for homes, buildings and the built environment by 2030. This requires buildings in the borough to be energy efficient, powered by renewable sources and resilient to future adverse weather events caused by climate change. In addition, the Council wants to ensure high standards of environmental performance by reducing carbon emissions through the entire lifecycle of a development, including construction.

6.4.2. Key to unlocking potential, and a significant focus for the guidance in this document, is to provide a way for individual landowners to bring forward development that meets the London Plan and Brent Local Plan requirements. The development principles below set out the overall ambitions for NSGA, and will help ensure development is delivered in a coherent and complementary way.

DP1: Maximising potential for the sites

6.4.3. To ensure resilient and efficient growth in the borough, the Brent Local Plan sets out a range of crosscutting policies that will take us towards becoming carbon neutral by 2030. The planning and design of a site should ensure that sustainability is considered during from the earliest stages of the design process to ensure a resilient development that is beneficial to the environment.

6.4.4. Brent Local Plan Policy BP2 East Place and site allocation BEGA1A Neasden Stations Growth Area set out an ambition for the redevelopment of NSGA. They identify the importance of the growth area's strategic designation and its role for the delivery of new homes, jobs and infrastructure. In accordance with London Plan policies, the Brent Local Plan resists piecemeal development that would prejudice the delivery of comprehensive regeneration. It also seeks an increase in industrial floorspace through intensification and co-location.

6.4.5. Based on the existing industrial land portfolio profile that must be protected from competing uses, this Masterplan SPD seeks to ensure that an uplift in the quantity and quality of industrial use floorspace. The proposed West London Orbital (WLO) line also presents opportunities that will address strategic issues. It will provide orbital connectivity, bring land into use for housing and employment, and deliver transport benefits and infrastructure to meet future growth.

DP1 Recommendations:

- Development should support intensification of building floorspace to reflect the high levels of public transport accessibility;
- Mixed-use development on industrial land should be delivered through co-location;
- Development must respond to the scale, form, character and pattern of the townscape;
- Development should provide a major boost to business and employment opportunities, including those for no or low skilled demographics;
- Development should provide well-connected and accessible routes to, through and within all sites for pedestrians and cyclists;
- Development should provide community and other local facilities, services and amenities;
- Development should support the provision of new public transport and active travel infrastructure;
- Development should integrate public open space, public realm and recreation;
- Development proposals should incorporate sustainable design and construction methods, and demonstrate how buildings and landscapes will mitigate and adapt to climate change throughout their intended lifetimes.
- Developments must ensure inclusivity and plan for all user groups.

DP2: Local neighbourhood parades

6.4.6. London Plan Policy SD6 Town centres and high streets and Brent Local Plan Policy BE4 Supporting Strong Centres requires the promotion and enhancement of the borough's town centres. The Council is seeking to strengthen the retail function of designated town centres by pursuing positive planning policies that direct the delivery of town centre uses towards them and prevents over-concentrations of particular uses. Any such floorspace delivered outside of these areas should only serve to meet a local needs, with proposals over 500sqm required to submit an Impact Assessment. As such, outside of town centres, Brent Local Plan Policy BE6 Neighbourhood Parades and Isolated Shop Units promotes parades and shops that provide convenient access to goods. These will comprise predominantly small-scale independent traders of local convenience shops and services, which are needed on a day-to-day basis.

6.4.7. This Masterplan SPD supports the creation of a neighbourhood parade along Neasden Lane to serve local needs. The neighbourhood parade should link to the nearby town centres at Neasden and Church End via a high quality public realm that incorporates safe and accessible walking and cycling routes.

DP2 Recommendations:

- Development should provide a quantum of Class E floorspace that does not unacceptably impact the vitality and viability of the nearby Neasden and Church End town centres;
- Development should support the provision of local retail and service units, particularly along Neasden Lane;
- Development should link the new neighbourhood parade along Neasden Lane with nearby town centres via new or improved active travel infrastructure;
- Development should maximise and maintain an active frontage for commercial uses;
- Development should support the meanwhile use of vacant buildings or land for socially beneficial purposes until occupied by the intended use.
- Developments must ensure inclusivity and plan for all user groups.

DP3: Local employment and affordability

6.4.8 West London Employment Land Review (2019) identifies a need for industrial floorspace in Brent to meet the growing demand for business uses. Given the limited opportunity for new industrial land, the Local Plan seeks to retain and intensify existing industrial sites. Neasden's industrial stock is designated as 'Neasden Lane' Locally Significant Industrial Site (LSIS) in the Local Plan. It accommodates a variety of business sectors. To meet the demand to accommodate industrial uses but also provide additional homes, Brent Local Plan Policy BE2 supports mixed-use development of NSGA LSIS.

6.4.9 Policy BE2 sets out to achieve this, requiring industrial floorspace provision of the greater of either a plot ratio of 0.65 or the existing floorspace amount if this is larger. This can be through the intensification of retained wholly industrial sites or co-location of industrial with residential on sites, or a mixture of both in line with London Plan Policy E7. Master planning options and viability testing has considered how each site can best meet the strategic planning priorities and vision of the Local Plan. Section 6.3 sets out minimum industrial floor space re provision for each site. Where the residential development proposed is significantly more than the indicative housing target, the council will expect the industrial floor space to be increased above the minimum required.

6.4.10 A range of different modern and flexible industrial spaces should be created providing a range of sizes, typology and fit out. Larger units to support established companies and business growth should be balanced by smaller units to accommodate and incubate micro businesses and start-ups. These industrial uses can range between a mix of research and development, light industrial, general industrial and storage and distribution. Industrial units could accommodate local businesses to assist as part of a balanced and viable regeneration of the wider area including Church End.

6.4.11 Development of industrial land also provides the opportunity to provide affordable workspace. Brent Local Plan Policy BE1, BE2 and BE3 supports delivery of affordable workspace in NSGA. In the case of development outside LSIS, Policy BE1 requires 10% of employment floorspace developments of 3,000 sqm or more to be affordable workspace. Where new industrial floor space is proposed on LSIS, Policy BE2 requires 10% of new floorspace to be affordable workspace. Brent Affordable Workspace Strategy and Action Plan (2020) identifies a need for Incubator, Accelerator and Co-working (IAC) space, studios for creative industries and makerspace.

It also recognises an increased demand for logistics, digital and tech, food production, life sciences and the knowledge economy sectors. A minimum requirement of approximately 2,000 sqm of new affordable workspace is suggested for NSGA considering the existing quantum of industrial floorspace on site.

6.4.12 This provision will be secured through a condition/legal agreement for the lifetime of the development. The applicant should consult with an approved affordable workspace provider operator to determine the demand and suitability of the space. In exceptional circumstances, off-site provision may be acceptable, where it can be robustly justified that on-site provision is not appropriate. In that event, a financial contribution equivalent to providing such space elsewhere at a 50% discount market rate could be acceptable.

6.4.12a Brent Local Plan Policy BE1 requires an Employment and Training Plan to be prepared in partnership with Brent Works or any successor body for all major developments exceeding 5,000 sqm floor space. These measures seek to maximise opportunities for residents to enter into apprenticeships and training programmes, and provide them with new skills to help them gain access to the job market.

DP3 Recommendations:

- Development in LSIS should maximise the provision of a mix of research and development, light industrial, general industrial and storage and distribution floorspace (see Section 6.3 for a site by site for minimum floor space breakdown);
- 10% of new industrial floor space in LSIS should be affordable. Outside LSIS a minimum of 10% affordable maker or light industrial workspace is required in developments that exceed 3,000sqm employment floorspace;
- Development should contribute towards local employment training and upskilling and submit an Employment and Training Plan for construction and commercial end use training and jobs;
- Development should strengthen the local neighbourhood parade as a commercial centre with incubator/ accelerator/co-working space for small businesses;
- Development should provide a high quality environment that best allows both residential and business uses to meet occupier needs.
- Developments must ensure inclusivity and plan for all user groups.

DP4: New and affordable homes

6.4.13. The number of homes required to meet Brent's affordable housing needs is significant, and the indicative capacity of NSGA determined by the masterplan capacity studies suggests that over 2,000 new homes could be accommodated. Details of the indicative capacity of each site is set out in Section 6.3. London Plan Policy H4 Affordable Housing and Brent Local Plan Policy BH5 state that the strategic target is for 50% of all new homes to be delivered across London to be affordable, and specific measures to achieve this aim include London Plan Policy H5 Threshold approach to applications.

6.4.14. If major development proposals that trigger affordable housing requirements do not comply with the policy requirements of 50% affordable where less industrial floorspace is proposed than existing or 35% affordable elsewhere (with a tenure split of 70% social and 30% low cost homeownership, then a financial viability assessment will be required to be independently assessed and appropriate financial viability reviews secured.

DP4 Recommendations:

- Development should deliver at least 2,000 new and affordable homes and carefully consider the indicative capacity for each site set out in **Section 6.3**;
- Development should create mixed, balanced and tenure blind communities that meet identified needs set out in the Brent Local Plan housing policies:
- A minimum of 35%, and ideally 50%, of new homes to be affordable (Policy BH5);
- Housing mix to be 25% as family-sized dwellings (Policy BH6);
- Schemes of 500 dwellings or more to provide Build to Rent properties (Policy BH3);
- Provision of specialist older person housing to be considered (Policy BH8).
- Developments must ensure inclusivity and plan for all user groups.

DP5: Recreational needs

6.4.15. Accessible sports facilities are required in Brent and London, to meet the community's needs, increase sports participation and improve the overall health and fitness of residents. These spaces need to be able to facilitate multiple uses and be of a useable size to provide both formal and informal recreation. London Plan Policy S5 Sports and recreation facilities suggests that such facilities should be in accessible locations, well-connected to public transport, and linked to walking and cycling networks. Given the scope of NSGA, it is anticipated that new developments, where viable, can improve the accessibility, provision and quality of these facilities.

6.4.16. There should be adequate play space for both existing residents and for the intended capacity of the area. Dudden Hill currently falls below formal/equipped play space quantity standards. To meet the 'Shaping Neighbourhoods Play and Informal Recreation SPG' benchmark standard, 10sqm of dedicated play space per additional child, as a result of new development, is required.

6.4.17. Brent Local Plan Policy BH13 Residential Amenity Space sets out its conditions for all new dwellings to have external private amenity space of sufficient size and type to satisfy its proposed residents' needs. This is normally expected to be 20sqm per flat and 50sqm for family housing (3 bedrooms or more) located at ground floor.

DP5 Recommendations:

- Development on Site 3: CNWL should provide new or retain existing indoor and outdoor sport facilities including MUGAs/outdoor gym. The re-provision of the sports facilities should be informed by local need identified in Local Plan evidence base through public engagement and in partnership with Sport England;
- Development should provide a suitable level of private amenity space consistent with Brent Local Plan Policy BH13;
- Development should support the provision of a series of pocket parks that provide formal and informal recreation (see **Section 6.3**).
- Developments must ensure inclusivity and plan for all user groups.

DP6: Social infrastructure and community needs

6.4.18. Given the increase in population growth within the area, infrastructure needs will also increase. These needs must be met through incorporating infrastructure within new development, ideally co-located with other social infrastructure. London Plan Policy S1 Developing London's social infrastructure and Brent Local Plan Policy BSI1 Social infrastructure and community facilities support development proposals that can provide high quality, inclusive social infrastructure at an accessible location. This includes health provision, education, community, play, youth, early years, recreation, sports, faith, criminal justice and emergency facilities.

6.4.19. **Community facilities**: Brent Local Plan Policy BSI1 requires facilities that serve the local community to be easily accessible. These should be provided in flexible and adaptable buildings and ideally co-located with other social infrastructure uses. To maximise wider community benefits, a formal Community Use Agreement (CUA) can secure dual use. Brent's Core Strategy states this requirement of new multi-functional community facilities to be provided at a rate of 370sqm per 1,000 new population.

6.4.20. **Health**: Consistent with London Plan Policy S2 Health and social care facilities, engagement with the NHS and HUDU was undertaken to inform long-term need. Based on the phasing of development within the growth area, and the associated population growth, HUDU has advised that 85% of the need will be generated by Phase 1, with no likely increases through Phase 2 and Phase 3. This may need to be accommodated through works to increase capacity at the existing Chalkhill Health Centre. It also reflects a desire within the NHS to make better use of its existing infrastructure, including expansion and general upgrades. HUDU has also indicated a desire to co-locate health and wellbeing infrastructure with other social infrastructure in line with London Plan Policy S1 Developing London's social infrastructure. This will improve accessibility and facilitate a greater range of healthcare services and/or specialisms on fewer sites to meet demand in high-density urban areas. Developers can contribute to various types of provision such as acute healthcare, intermediate healthcare, and GP and primary care services.

6.4.21. **Education**: London Plan Policy S3 Education and childcare facilities suggests that there should be a sufficient supply of good quality education and childcare facilities to meet demand and offer educational choice. The assessment of existing facilities shows there is enough capacity in the area capable of absorbing demands generated from housing development at NSGA in the period to 2041.

6.4.22. In all cases of social infrastructure and community facilities, it is important to consider how this integrates with other facilities and how people who live or work in the area want to access it. Facilities that are either shared or co-located are an effective way to use land more efficiently.

Examples of this include:

- Schools opening their facilities out of hours for use by the community;
- Co-location of health and sports facilities; or
- Co-location of facilities with housing to ensure effective usage.

6.4.23. Although provision is not currently required, a reserve sites has been identified within the CNWL site (Site 3) for the provision of a neighbourhood centre that supports such uses, should a need arise in the future. The Council will continue to liaise with the relevant stakeholders regarding education, healthcare and community needs.

DP6 Recommendations:

- Development should support the provision of new multi-functional community facilities at a rate of 370sqm per 1,000 new population (see Section 6.3);
- Development within Site 3 must provide a neighbourhood centre to accommodate the co-location of social infrastructure and community uses;
- Development should contribute towards the reconfiguration, upgrade and expansion of clinical space in existing facilities within the borough, secured by the Council through planning obligations;
- Development should support safe and sustainable access to existing schools, surgeries and community facilities outside NSGA.
- Developments must plan for active design. Please refer the **Sport England Active Design checklist**;
- Developments must ensure inclusivity and plan for all user groups.

DP7: Movement and accessibility

6.4.24. London Plan Policy T3 Transport capacity, connectivity and safeguarding requires that development plans and development decisions ensure the provision of sufficient and suitably-located land for public transport and active travel networks to serve London's needs. It also suggests safeguarding existing land and buildings. Given the projected increase in public transport usage due to population increase and footfall in NSGA, it is essential that development proposals contribute towards the proposed WLO line.

6.4.25. Regional and local policies also encourage active travel. Improved public realm and integrated walking and cycling routes will not only increase permeability and a sense of place, but also provide health benefits. This is reflected in the London Plan Policy T2 Healthy streets where a modal shift to active travel should be encouraged in new development. The Mayor's Transport Strategy (MTS), Healthy Streets principles, Brent's Cycle Strategy 2016-2021, London Plan Policy T5 Cycling and Brent Local Plan Policy BT1 Sustainable Travel Choice all suggest that development, as a whole, should facilitate walking and cycling through the provision of safe cycle routes, secure storage within buildings and cycle parking within the public realm.

DP7 Recommendations:

- Development should ensure the safeguarding of sufficient land for the proposed new WLO line station, including an allowance for suitable access arrangements and interchange with the existing Neasden station;
- Development should be underpinned by a robust Transport Assessment and Travel Plans, setting out how transport impacts will be appropriately mitigated or managed;
- Development should prioritise active, efficient and sustainable transport choices, with a particular emphasis on improving conditions for pedestrians and cyclists.

Key priorities include:

1. Improving pedestrian and cycle connectivity to and across NSGA, particularly between the existing Neasden station, the proposed WLO line station, and local town centres and open spaces;
2. Creating new east-west and north-south routes through the Growth Area;
3. Facilitating improvements to existing links across the North Circular Road and establishing a new link across the railway to St. Raphael's Estate (see Section 6.3); and
4. Providing high quality, safe, secure cycle parking and storage facilities, both within buildings and on street;

- Development should reduce travel by private car, with sites with good public transport access expected to be car-free or car-lite. As a minimum, developments will need to comply with Brent Local Plan parking standards, as set out in Policy BT2;
- Development should contribute to making the area safer, greener and more inclusive by adopting a 'Vision Zero' and 'Healthy Streets' approach, as set out in the Mayor's Transport Strategy. A particular priority is bringing about improvements to Neasden Lane with the aim of creating a healthier, more resilient and welcoming environment;
- Development should be informed by Delivery and Servicing Plans that balance the need to provide adequate access and servicing arrangements for industrial/commercial uses whilst protecting residential amenity.
- As a minimum, developments will need to comply with Brent Local Plan parking standards, as set out in Policy BT2. Cycle standard –1 space per studio and 1 bedroom unit; 2 spaces per all other dwellings and visitor cycle parking: 1 space per 40 units and cycle storage.
- Developments must ensure inclusivity and plan for all user groups.

DP8: Safety, security and active frontage

6.4.26. As set out in London Plan Policy D1, it is necessary to consider safety and security, overlooking, overshadowing and the placement of buildings to support crime prevention as part of the design process. Development will need to conform to the standards of Secured by Design (SBD) and Approved Document Q of the Building Regulations 2010. This will create safe environments that people want to occupy and use, creating a strong and positive sense of communal identity.

6.4.27. Principle 3.2 in the **Brent Design Guide SPD1** states that new developments should provide an animated façade and active frontage. Where limited areas of inactive frontage are unavoidable, active frontage should be prioritised along primary routes, public spaces and walking and cycling routes, with opposing inactive frontages avoided. Any inactive frontage (including ventilation and extraction grilles) must be treated with high quality detailing and materials.

DP8 recommendation:

- Development should provide and maintain active frontage at ground floor to Neasden Lane, Denzil Road, Dudden Hill Lane, and other public or shared outdoor spaces;
- Development should promote multi-user routes that are well-lit and well overlooked;
- Commercial uses at ground floor must maintain an animated façade, with transparent windows that allow sight into units and the internal activity, rather than a blank façade.
- Developments must ensure inclusivity and plan for all user groups.

6.5 ENVIRONMENT AND SUSTAINABILITY PRINCIPLES

6.5.1. In Brent, 35% of CO2 emissions come from commercial or industrial buildings, 22% from road transport and 43% from homes. Therefore sustainable design and construction is of significant importance across the borough. Everyone who lives, works and studies within Brent will need to contribute to this transformation through carbon reduction, energy efficiency, waste reduction, air quality, sustainable urban drainage, biodiversity and tree planting (amongst other things).

6.5.2. The Council's sustainable infrastructure policies DMP1 Development Management, Policy BSUI1 Creating a Resilient and Efficient Brent, Policy BSUI2 Air Quality, BSUI3 Managing Flood Risk and Policy BSUI4 On-site Water Management and Surface Water Attenuation all require new development to make a significant effort to reduce our contribution to climate change. The key components that should shape the development proposals are:

- Integrating mitigation to poor air quality;
- Designing out pollution and nuisance;
- Ensure that development is safe from flooding, and will not exacerbate flood risk;
- Reducing energy consumption through good design;
- Integrating low carbon energy technology and renewable energy;
- Promote water efficiency and management;
- Improving biodiversity and enhancing the natural environment; and
- Minimise waste and landfill.

6.5.3. To ensure that Neasden is fully equipped to face the challenges and seize the opportunities of the future, these environment and sustainability principles set out how development at NSGA will need to perform to tackle the climate and ecological emergency, and achieve net-zero carbon.

- **ESP1: Resilient and efficient development**
- **ESP2: Air quality**
- **ESP3: Noise and other nuisances**
- **ESP4: Ecology, arboriculture and urban greening**
- **ESP5: Ground conditions**
- **ESP6: Water management**
- **ESP7: Open space and amenity**
- **ESP8: Flood risk**
- **ESP9: Waste management**
- **ESP10: Energy**

ESP1: Resilient and efficient development

6.5.4. Both residential and non-residential buildings are significant contributors to the carbon emissions produced in Brent. Buildings will need to become more energy efficient and be powered and heated by renewable energy sources. They will also need to employ innovative design methods to ensure they can cope with the changing climate. The built environment and public realm generally, whether it is considering streetlights, pavements, highways etc. should also consider the optimum sustainability considerations in terms of a scheme's impact on the environment.

6.5.5. At the planning application stage, applicants are required to submit a Sustainability Statement for major developments, which demonstrates at the design stage how buildings and landscapes will mitigate and adapt to climate change over their intended lifetime through sustainable design and construction methods. The statement must demonstrate that the scheme has incorporated the advice set out in the Mayor's Sustainable Design and Construction SPG, as well as any subsequent guidance, and meets the requirements of London Plan planning policy.

6.5.6. All residential development should target the Home Quality Mark (HQM), and achieve a minimum 3 star rating, to give future residents confidence that their homes are well-built and cost effective to operate and maintain. Brent has the fourth highest level of fuel poverty in London (approximately 16,000 households), so new development will need to carefully consider, in accordance with the HQM, the overall running costs of homes, their impact on residents' health and wellbeing, their environmental footprint, their resilience to flooding and overheating, and their digital connectivity and performance. Compliance with the HQM will need to be independently evaluated by a licenced Building Research Establishment (BRE) Global Assessor and demonstrated prior to occupation.

6.5.7. All major non-residential development will need to achieve a Building Research Establishment Environmental Assessment Method (BREEAM) Excellent rating, ensuring best practice standards for its environmental performance through design, specification, construction and operation. Assessment and certification takes place in two stages. An interim certificate from the design stage assessment is required by the Council once planning permission has been granted, and before construction has commenced. A final certificate from the post-construction assessment is required by the Council prior to occupation. Developers are also encouraged to follow the BREEAM In-Use scheme which allows an action plan to be produced to improve the management and performance both of buildings in use and of client activities within the completed building.

6.5.8. The London Plan also requires comprehensive monitoring of energy demand and carbon emissions to ensure that planning commitments are being delivered. Major developments are required to monitor and report on energy performance by displaying a Display Energy Certificate (DEC) and reporting to the Mayor for at least five years via an online portal. This enables the GLA to identify good practice and report on the operational performance of new development in London.

ESP1 Recommendations:

- Development for major sites should submit a Sustainability Statement stating how design and construction will mitigate and adapt to climate change over its lifetime;
- Developers should target the Home Quality Mark (minimum 3 star rating) for residential development;
- Developers should achieve a BREEAM Excellent rating for non-residential development;
- Developers are required to monitor and report on operational performance for at least 5 years to the GLA;
- Development for minor sites will need to submit and incorporate sustainability measures in the Design and Access Statement.
- Additional guidance: Preparing for a changing climate: Good Practice and London Plan (2021) Policy GG6 Increasing efficiency and resilience, as well as Policy S12 Minimising greenhouse gas emissions.

ESP2: Air quality

6.5.9. Given the site's location, the Council identifies it as an Air Quality Management Area. Brent Local Plan Policy BSUI2 Air Quality requires developments to be air quality positive as it is within a Growth Area. As such, applicants need to consider air quality as part of the design. This can be achieved by reducing emissions from design through implementation, reducing exposures through design features and maximising measures that benefit the local air quality. To support this, developments will be required to submit an Air Quality Assessment (AQA) and meeting the benchmarks in the Mayor's Sustainable Design & Construction SPG.

6.5.10. Mitigation measures that will ensure that future residents of the site are not at unacceptable risk from air pollution can include:

- Triple glazing;
- Mechanical ventilation;
- Designing the layout of the site with generous street widths so that pollution does not get trapped in narrow spaces between tall buildings;
- Avoiding single aspect units; and
- Increasing green cover on-site such as tree planting, green roofs, green walls.

ESP2 Recommendations:

- Development must be air quality positive;
- Development should adopt mitigation measures to minimise exposure to existing poor air quality;
- Development should not be designed with windows solely facing onto busy roads such as Neasden Lane and Dudden Hill Lane, or onto the railway lines.
- Additional guidance: London Plan (2021), Policy GG6 Increasing efficiency and resilience, Policy S12 Minimising greenhouse gas emissions.

ESP3: Noise and other nuisances

6.5.11. There will be high noise levels, vibration and dust from road traffic and railway on developments closer to the railway tracks. London Plan Policy D13 Agent of Change requires new developments to be designed to ensure that existing noise and other surrounding nuisance-generating uses remain viable. They should continue or grow without unreasonable restrictions being placed on them.

6.5.12. To ensure the potential activities within the industrial location are not compromised, applicants need to submit a Noise Assessment and take account of mitigation methods in a sensitive manner. Several measures would need to be considered to ensure acoustic, and other environmental mitigations such as odours, dust and vibration between the industrial uses, railway lines and residential uses are mitigated in line with London Plan Policy D13 Agent of change principles, Policy D14 Noise and Brent Local Plan Policy DMP1 Development management.

ESP3 Recommendations:

- Development should incorporate noise-reducing features;
- Development facing railway lines should have triple glazed windows and acoustic screening in courtyard amenity spaces. Additional noise-reducing features should be incorporated, given that glazing is only useful when windows are closed;
- Development on sites affected by noise, such as from railway lines, busy roads and industrial uses, must be supported by a formal acoustic study or Noise Assessment at application stage to explain how the noise impact has been mitigated.

ESP4: Ecology, arboriculture and urban greening

6.5.13. The quantum of existing green spaces is very low and mostly comprises a variety of residential private and communal gardens, railway line-side land, small pocket parks and incidental green space. This also includes SINC and wildlife corridors along the railway lines. As such, there are opportunities for providing better quality and effective greening. London Plan Policy G6 Biodiversity and Access to Nature requires that new development makes a positive contribution to biodiversity, improves access to nature, and enhances its recreational function, which are all essential contributing factors to a community's health and wellbeing.

6.5.14. London Plan Policy G1 Green infrastructure also recognises that a network of green spaces such as street trees, green roofs and other assets such as natural or semi-natural drainage features should be planned, designed and managed in an integrated manner. Development proposals must both contribute to and integrate with the existing network of green infrastructure in the area. Brent Local Plan Policy BGI1 Green and Blue Infrastructure in Brent requires that development proposals achieve a net gain in biodiversity. Applicants should use tools to measure and account for biodiversity losses and gains, such as the DEFRA Biodiversity Metric, Small Sites Metric (SSM) and Environmental Benefits from Nature Tool (EBNT).

6.5.15. Brent Local Plan Policy BGI2 Trees and Woodlands sets out development requirements for existing trees. Where there are existing trees on a site, applications for major developments require that an ecological survey be undertaken early to assess the impact on biodiversity. A Tree Survey will also be required as part of applications for major developments, with trees retained where possible and any losses mitigated by replacement equivalent tree canopies or off-site financial contributions. Best practice recommendations and guidance are set out in the British Standards for Biodiversity, through the 'Avoid-Mitigate-Compensate' technique and 'Right Tree for a Changing Climate' approach.

6.5.16. The protection and enhancement of trees and green spaces, and their associated ecological value on a development site can help developers meet the London Plan Policy G5 Urban greening criteria. Applications need to identify the appropriate amount of urban greening in new developments at an early stage. Brent Local Plan Policy BGI1 and Policy G5 recommend a 0.4 target score for residential uses and 0.3 target score for commercial uses. Proposals should be accompanied by landscape plans that display the score table and show that the applicant has incorporated green cover into the design. This will lead to better quality green cover and add to achieving acceptable urban greening standards.

ESP4 Recommendations:

- Development must meet the required Urban Greening Factor;
- Development on sites adjacent to designated wildlife corridors must ensure these are enhanced, protected and maintained;
- Development on major sites must be supported by an Ecological Impact Assessment at application stage, which assesses the existing ecological features and sets out appropriate mitigation measures. New areas of habitat should assist in creating links to aid the movement of local wildlife across all sites;
- Development should retain existing trees, where practical, and increase tree planting where possible. Any loss of existing trees should be offset by appropriate mitigation measures;
- Development or a change of land use that has an unavoidable impact on wildlife should make financial contributions towards biodiversity offset measures or create replacement habitats.
- Development should consider biodiversity in the wider site design and aim to secure biodiversity net gain.
- Additional Guidance: Refer DEFRA Biodiversity Metric 3.0 (published July) and green infrastructure focus map in the context of landscaping, public realm and ecology.

ESP5: Ground conditions

6.5.17. Based on the current and historic industrial uses within NSGA, there is also a risk of land contamination. As such, site contamination and ground condition surveys in the form of a Preliminary Risk Assessment will be required. Recommendations that result in necessary remediation should be followed before any works are commenced on site.

ESP5 Recommendations:

- Development on sites that have historically been used for industrial purposes should be supported by a risk assessment that informs design proposals and sets out the necessary remediation measures.

ESP6: Water management

6.5.18. Future proposals for development within NSGA will need to consider the connection to utility infrastructure at the earliest stage of an application. All development proposals will need to be informed by discussions with utility providers to ensure that links to a proposed development can be made to provide water and sewerage. This should inform the Water Efficiency Assessment and Drainage Strategy.

6.5.19. Any required sewer network upgrades should be undertaken before or in line with the development to ensure that the water quality is protected. The Brent Local Plan requires that residential development meet the target water consumption of 105 litres per day per head (excluding the 5 litre external water allowance). It is also suggested that water management measures are actively incorporated such as smart metering, water-saving and greywater recycling, and retrofitting.

6.5.20. The implementation of sustainable water management through sustainable drainage systems (SUDS) and rainwater harvesting has become common practice. It reduces the amount of surface water entering the wastewater drainage system. SUDS are required by London Plan Policy SI13 Sustainable drainage and Brent Local Plan BSUI4 On-Site Water Management and Surface Water Attenuation in the use and management of water within the built environment. Applicants should refer to relevant guidance, such as The SUDS Manual 2015 CIRIA and SUDS in London: A Guide.

ESP6 Recommendations:

- Development must incorporate water management methods, such as sustainable drainage systems (SUDS), smart metering, water-saving and greywater recycling, and retrofitting;
- Development must be supported by a Water Efficiency Assessment and Drainage Strategy at application stage;
- Development must demonstrate sufficient water supply and wastewater disposal capacity to minimise the impact on existing infrastructure;
- Development must ensure the separation of surface and foul water systems.
- Development must ensure that existing below ground water infrastructure is protected during construction;
- Development must ensure water efficiency measures and higher standards of a maximum of 110 litres per person per day is applied as the water consumption limit for all new residential development. All new non-residential development of 1000sqm gross floor area or more should meet the BREEAM ‘excellent’ standards for water consumption.

ESP7: Open space and amenity

6.5.21. NSGA falls within an area of open space deficiency. Although other forms of open space nearby can supplement this deficiency, their accessibility and quality will be a significant factor in determining their usage. Given the substantial increase in residential uses within this already heavily urbanised area, new open spaces will be needed within NSGA itself.

6.5.22. Moving from the centre of the growth area outwards, the requirement for open space should form a key part of its comprehensive regeneration and incorporated cumulatively into design proposals for individual sites. New public open spaces, pocket parks, parklets, allotments and linear green spaces that enable wider access to existing open spaces nearby should be included.

6.5.23. London Plan Policy G4 Open Space and Brent Local Plan Policy BGI1 Green and Blue infrastructure in Brent promotes the creation of new areas of publicly accessible open space ensuring that future needs are planned for. It requires that development proposals not result in the loss of open space and create new provision, particularly where a deficiency has been recognised. Policy BGI1 requires open space to be appropriately designed to be accessible, safe, usable, and integrated into the development. It should enhance biodiversity, be integrated into the existing green infrastructure and include a suitable long-term management plan.

ESP7 Recommendations:

- Development should not result in a loss of public open space;
- Development should create new public open space to address the open space deficiency;
- Development on Site 3 should specifically provide a new and accessible open space, which includes the improvement, retention or reprovision of the existing open space on Dudden Hill Lane;
- Development on other sites should provide a series of pocket parks in accordance with the requirements set out in Section 6.3;
- Development on sites where public open space provision is not to be delivered on-site, should make financial contributions towards improving the quality and/or accessibility of existing open spaces.

ESP8: Flood risk

6.5.24. Development at NSGA offers an opportunity to address some of the noted sensitivities within the area, including surface water flooding and critical drainage. There are parts of the growth area that are at risk of surface water flooding (Flood Zone 3a). An increase in the rate of surface water run-off from new development may exacerbate the degree of risk downstream or within the surrounding community. Considering climate change of +25% and in line with London Plan Policy SI5 Water Infrastructure, SI12 Flood risk management, and D11 Safety, security and resilience to an emergency, mitigation measures will need to be given careful consideration.

6.5.25. Consistent with Brent Local Plan Policy DMP1 Development management, Policy BSUI3 Managing Flood Risk and Policy BSUI4 On-Site Water Management and Surface Water Attenuation, the drainage requirements of the site should be informed by a detailed Drainage and SUDS Strategy and a site Flood Risk Assessment.

6.5.26. Designated Critical Drainage Areas should assess flood risk due to surface water and sewerage water flooding. Drainage design must be carefully considered to handle heavy rainfall during storms while slowing the amount of water run-off not to cause flooding elsewhere.

ESP8 Recommendations:

- Development should be supported by a Flood Risk Assessment to assess the flood risk to and from sites within Flood Zone 2 or 3, or Designated Critical Drainage Areas;
- Development should develop a SUDS Strategy to manage the flow and rate of surface water entering drains and sewers through infiltration methods;
- Development on sites at risk of flooding should incorporate suitable design features, resilience and resistance measures to be part of the design to ensure that development can be safe for its lifetime. This should include, but not be limited to, the use of appropriate floor finishes, avoiding the construction of basements, and the implementation of robust evacuation plans.

ESP9: Waste management

Protected waste site

6.5.27. The two Neasden waste sites are protected under London Plan Policy SI9 Safeguarded Waste sites and the West London Waste Plan Policy WLWP 2 – Safeguarding and Protection of Existing and Allocated Waste Sites. To ensure no loss in existing capacity, the redevelopment of any existing waste management sites must ensure that the quantity of waste to be managed is equal to or greater than the quantity of waste for which the site is currently permitted to manage, or that the management of the waste is being moved up the waste hierarchy. Development for non-waste uses will only be considered on land in existing waste management use if compensatory and equal provision of capacity for waste, in scale and quality, is made elsewhere within the West London Boroughs.

Circular economy

6.5.28. The London Plan suggests that all scales of development should consider retention and refurbishment over demolition and rebuilding. New buildings should be designed to be adapted, reconstructed and deconstructed to extend their life, with materials reused or recycled. Evidence of an approach to circular economy measures should be provided at application stage, incorporating the principles within the GLA's Circular Economic Statement Guidance (2020) to reduce, reuse, and recycle at the design, construction, and operation phases.

6.5.29. Policy D3 Optimising site capacity through the design-led approach, and SI7 Reducing waste and supporting the Circular Economy encourage a circular built environment. Policy D3 aims for high sustainability standards and takes into account the principles of the circular economy. Policy SI7 defines circular economy where there is a reduction of waste where materials are retained in use at their highest value for as long as possible and are then reused or recycled, leaving a minimum of residual waste and carbon footprint.

Managing local waste

6.5.30. Given the site's profile with industrial uses and mixed-use development, the proposal will need to accommodate light industrial waste and household waste. Policy DMP1 Development Management recommends that a waste management plan should accompany major applications, with all residents provided with adequate internal and external refuse storage, and able to dispose of household waste conveniently. Design proposals should also give full consideration to the related requirements set out in the **Brent Design Guide SPD1**.

ESP9 Recommendations:

- Development that proposes the relocation of waste sites is supported where equal provision of capacity and strategic waste management outcomes are achieved;
- Development referable to the Mayor of London must submit a Circular Economic Statement at application stage;
- Development must be supported by a Site Waste Management Plan and Operation Waste Management Plan;
- Development on sites that delivers industrial intensification and residential co-location should carefully consider refuse storage and collection capacity.
- Additional Guidance: London Plan Policy SI8 Waste capacity provides further guidance on this. Design proposals should also give full consideration to the related requirements set out in the Brent Design Guide SPD1.

ESP10: Energy

6.5.31. To meet the Council's ambitions for reducing the Brent's carbon footprint, all developers are encouraged to focus on building systems efficiency, low and zero-carbon technologies, and operation to ensure its longevity. These solutions should work in harmony with the building fabric energy efficiency measures to provide a holistic approach.

6.5.32. London Plan Policy SI2 Minimising greenhouse gas emissions and its energy hierarchy 'Be Lean, Be Clean, Be Green and Be Seen', provide the overarching principles to inform the design, construction, and operation of new buildings. As such development referable to the Mayor should consider carbon reduction through the entire carbon lifecycle of a development from design to post-implementation. This should be reflected in a Whole Lifecycle Carbon Assessment. Consideration should be given to emissions from small appliances, raw material extraction, manufacture and transport, construction, maintenance, repair, dismantling or demolition, material disposal.

6.5.33. Based on the energy hierarchy, and to be supported by the submission of an Energy Strategy at application stage, Brent Local Plan Policy BSUI1 Creating a Resilient and Efficient Brent sets out the following:

- **Be Lean**: Major developments must assess how they will reduce energy demand. They should optimise building design by following the BREEAM standard of excellence and achieving a 35% improvement over baseline Building Regulations requirements;
- **Be Clean**: Consider the efficient supply of energy through heat networks in major developments, which are required to connect to or contribute towards decentralised energy systems through Combined Heat and Power (CHP). The policy requires the establishment of district heating networks within NSGA. The energy centre location should facilitate low carbon technologies;
- **Be Green**: All major developments should consider 100% on-site renewable energy sources and provide power generation opportunities such as solar PVs, solar thermal and heat pumps; and
- **Be Seen**: Once occupied, major developments need to be verified by monitoring the building's performance using the GLA portal. This should be supported by the submission of an Energy Performance Report.

ESP10 Recommendations:

- Development must follow the energy hierarchy 'Be Lean, Be Clean, Be Green, Be Seen' to inform the design, construction and operation of new buildings and landscapes, and reduce carbon emissions;
- Development referable to the Mayor of London should undertake a Whole Lifecycle Carbon Assessment;
- Development on Site 3 should establish a district heating network that provides future connection to wider area. This should be proportionate in size to the number of homes, and commercial and industrial floorspace proposed. The energy centre location should facilitate low carbon technologies, be accessible and naturally ventilated;
- Development that achieves any shortfall against on-site reduction targets should make financial contributions as cash in lieu of the Carbon Offset Fund or support the implementation of projects that deliver carbon reductions.

Illustrative 3D visualisation sketch of proposed NSGA masterplan

7.
DELIVERY

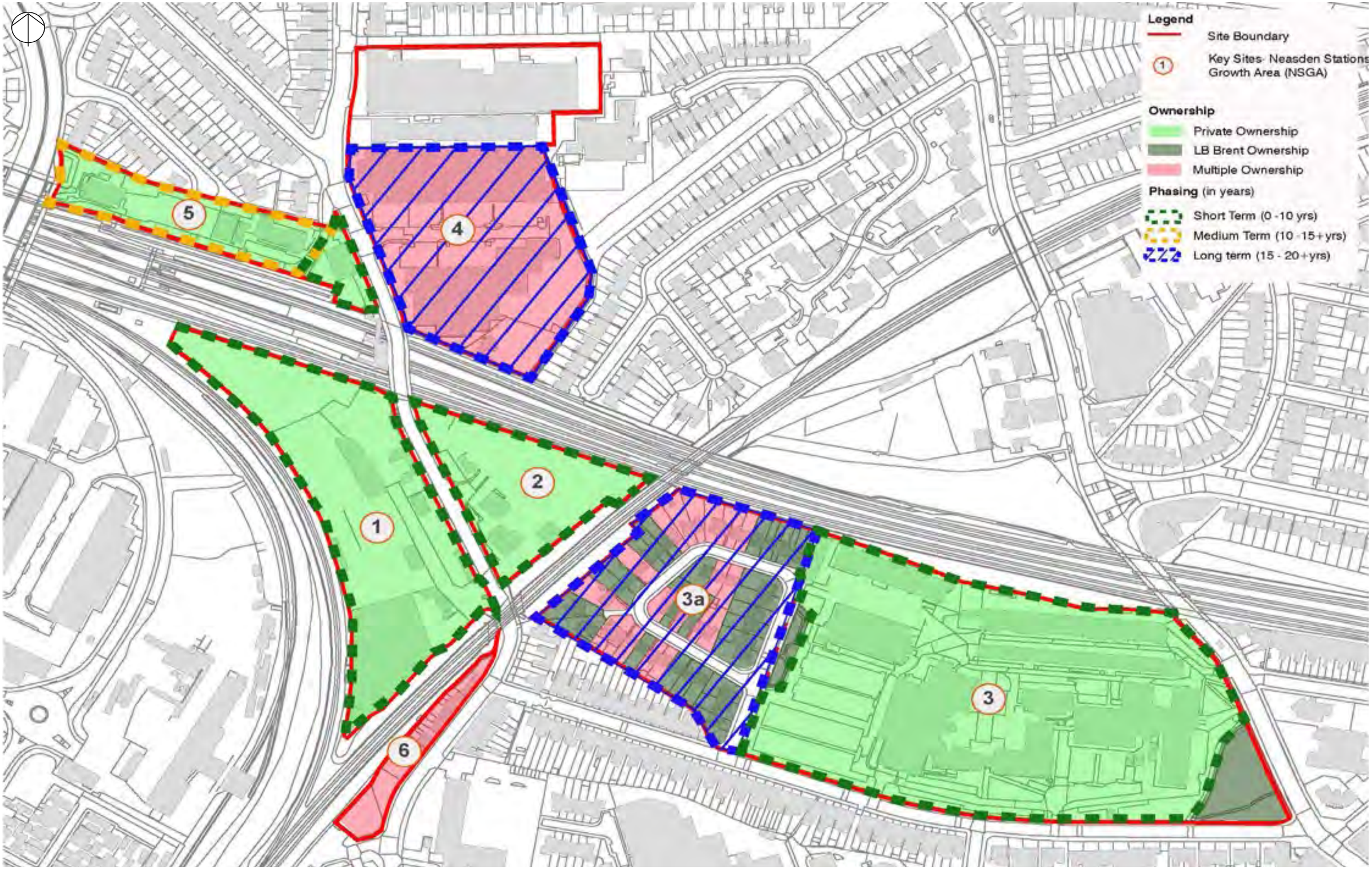


Figure 29: NSGA Land ownership and Phasing

7.1 VIABILITY

7.1.1. A financial viability assessment has informed the masterplanning of NSGA to ensure deliverable outcomes for the growth area and the individual site allocations. The assessment tested the range of masterplan capacity study options across the growth area and for each site. Appraisals indicate that there are viable options for the four sites that comprise the majority of the identified land area (equating to 8.39ha out of a total of 11.83ha, or 71%), and therefore demonstrate the development potential of the growth area.

7.1.2. Schemes were appraised with 50% and 35% affordable housing, and with re-provision of or increases in industrial floorspace levels, noting that where existing industrial floorspace is replaced, the London Plan requirement is for 35% affordable housing under the 'fast track' route. Development of the McGovern Yard and O'Hara sites was demonstrated to be viable at 35% affordable housing. Development of the CNWL site would likely be subject to a viability appraisal at application stage as the delivery of the required amount of affordable housing could be challenging. Similar challenges face the Falcon Park Industrial Estate site although meaningful growth in industrial rents, which might occur due to likely constraints on the supply of these types of premises in Brent, could allow for the fast track approach in the longer term.

7.1.3. Early development of the primary industrial sites at the heart of NSGA should result in a reasonable growth in sales values, supported by the effects of good placemaking. The redevelopment of the other sites within the growth area would consequently benefit from improved residual values in the medium to long-term, facilitating the delivery of higher percentages of affordable housing on these sites moving forward.

7.1.4. Site 3a and Site 5 both incorporate residential uses. For Site 3a, whilst many of the homes on Selbie Avenue and Severn Way are owned by private individuals, however majority are owned by the Council. Any purchase made will need to be made at market value. The Council has significant experience of estate regeneration incorporating its existing stock and those subject to right to buy. It has access to a wider range of financial incentives than would exist for private developers which could support delivery of a viable comprehensive scheme. Both sites are likely to come forward in the longer term.

7.2 LAND OWNERSHIP AND PHASING

7.2.1. Land ownership within NSGA is disparate, and the Council will need to ensure that the necessary social and physical infrastructure comes forward with new development to support the comprehensive regeneration of the growth area. Collaborative relationships between landowners and appropriate mechanisms, such as equalisation agreements, can facilitate the delivery of such comprehensive outcomes. The Council can also capture contributions and any necessary land from proposed developments to deliver the required infrastructure.

7.2.2. Whilst land ownership within NSGA is disparate, it is less fragmented than other regeneration and growth areas in the borough, and benefits from predominantly single ownership of developable sites in parts. Some sites are therefore likely to be brought forward for development sooner than others. On sites where there are many ownerships, a comprehensive redevelopment of the whole site must be considered, rather than a piecemeal approach to ensure the most effective and efficient use of land. **Figure 29** shows the land ownership and indicative phasing plan for NSGA.

7.3 DELIVERY AND MONITORING

7.3.1. To ensure this Masterplan SPD remains relevant over the Local Plan period, the Council will monitor and review the document to ensure that it remains relevant and in accordance with policies. Upon adoption, this Masterplan SPD will become part of Brent's suite of Local Plan documents. The progress of the document, in particular the development sites, will be monitored as part of the Annual Monitoring Report (AMR).

7.3.2. Notwithstanding these reviews, the guidance must be inherently flexible and capable of responding to changes in market demands and commercial and economic circumstances. This Masterplan SPD also provides information on measures that can be taken for future-proofing design in a changing climate and the vital transitioning to net-zero carbon. New development must embody the principles of sustainability and adapt to future changes. This is particularly relevant as the NSGA is planned to be delivered over the plan period and beyond.

7.4 LONG-TERM MAINTENANCE AND MANAGEMENT

7.4.1. The ongoing management and maintenance of public open space and SUDS is essential to ensuring that the comprehensive regeneration of NSGA creates a highly sought after and sustainable place to live. The whole life operation and maintenance of key public realm elements must be planned and costed for as part development proposals; these elements include, but are not limited to, planting, trees, verges, wildlife corridors, play facilities, sport pitches and residential streets.

7.4.2. It should not be assumed that the Council will automatically adopt the public open spaces provided as part of new development. Management and maintenance needs to be implemented by developers, with a long-term plan put in place that guarantees public access and is agreed with the Council through S106, planning conditions and other legal agreements. Any adoption of public open space by the Council will be subject to an agreement and appropriate commuted sum for ongoing maintenance being secured.

7.4.3. Consequently, a management board may also need to be established, which includes residents and council representatives. This would ensure that the high quality public open spaces delivered at the outset of a development's life are maintained over subsequent years and the longer term.

7.5 COMPULSORY PURCHASE ORDER

7.5.1. On some sites within the growth area, the wider masterplanning objectives may only be achieved through the Council's intervention or land assembly. This will enable the delivery of planned links between sites and help secure the necessary supporting infrastructure.

7.5.2. The Council will work closely with all stakeholders to ensure that the principles set out in this Masterplan SPD are appropriately satisfied without undermining the wider opportunities of NSGA over time. Where necessary, the Council will also consider the use of compulsory purchase order (CPO) powers to secure the proper phasing and delivery of development within the growth area.

Case study: Large public open space, active frontage, light industrial and commercial uses housed in tall buildings similar to NSGA, Elephant and Castle, London

8.
ADDITIONAL DESIGN GUIDANCE

8.1 CASE STUDIES

Case Study 1: Caxton Works, East London

Location: Canning Town

Local authority: Newham Council

Mixed use co-location: 336 homes and light industrial uses

8.1.1. Caxton Works is the first completed co-location scheme in London and seeks to address the scarcity of affordable space in the city for small businesses, workshops and artists' studios. Designed by Studio Egret West for Galliard Homes and U+I, the scheme combines 336 homes with a range of flexible and affordable light industrial units.

8.1.2. Residential units sit above the work units in a vertical co-location arrangement. Low-rise buildings help relate to the surrounding context, with four taller buildings rising to 15 storeys to allow for higher density. The scalloped roof profile of these taller buildings creates a distinctive skyline, giving the scheme a unique, but inherently industrial character and identity.

8.1.3. As part of the scheme, a historic street has been reinstated and characterised as a 'pedestrian first' working alley with areas for loading and unloading. It functions as a market-style, community-orientated street that gives the workshops a strong presence within the streetscape, whilst anchoring the different elements of the scheme together.

8.1.4. The work units have been designed to be inherently flexible, and in a range of different sizes, to allow businesses to grow and move into other units within the scheme. Commercial developer U+I wants businesses to put down roots, with opportunities for business growth within the scheme key to its long-term success.

Light industrial uses co-located with residential uses within tall towers

Architectural features and elevation create interesting street views

Well defined high quality public realm

Use of complementary high quality material palette that reflect the type of uses

Design and detailing add visual appeal

Case Study 2: Thameside West, London

Location: Silvertown

Local authority: Newham Council

Mixed use co-location: 401 homes, 3,500sqm light industrial uses

8.1.5. Thameside West is the first phase in the comprehensive regeneration of the former Carlsberg-Tetley Brewery site in Silvertown. Designed by John McAslan + Partners for Silvertown Homes Limited and Greater London Authority Land and Property, the scheme co-locates 401 homes above 3,500sqm of flexible light industrial units and seeks to unify these two uses into a healthy and connected community where people can live and make.

8.1.6. Two large double-height work units are stacked beneath a storey of internal and external communal amenity spaces at podium level, which act as a buffer for the residential uses above. They also elevate homes at the lower levels above the level of the adjacent DLR viaduct to ensure there is no overlooking from passing trains. A high density scheme, buildings rise to 21 storeys.

8.1.7. A shared service yard is incorporated into the footprint of the scheme, and flanked by the work units, allowing large vehicles to access dedicated loading bays within the units themselves. This removes the process of loading and unloading from the streetscape, creating a safer environment for pedestrians and cyclists and minimising noise and disruption to the homes above.

8.1.8. As part of a wider masterplan for the area, and similarly to NSGA, the Thameside West scheme will be supported by the development of new infrastructure including the construction of a new DLR station and the Silvertown Tunnel, alongside major improvements to walking and cycling. A new grid of streets will be laid out across the site and anchored by a new riverside park, bringing much-needed green infrastructure to this part of the city.

Plan showing the different phases of the development

Light industrial uses co-located with residential uses within tall towers

Articulated corner treatment and interface with viaduct add visual appeal

Case Study 3: Old Kent Road, London

Location: Murdock St/Ruby Street/Old Kent Road

Local authority: Southwark Council

Mixed use co-location: 4,200 homes, industrial uses, work space, cafe and community use

8.1.9 The proposed regeneration scheme sits on a brownfield and under-utilised site and is a key component of the Old Kent Road Area Action Plan proposed by the London Borough of Southwark to deliver 4,200 homes and new public realm. It successfully co-locates residential uses in tall towers with workspace, cafes and community use on the ground floor.

8.1.10 The scheme shown in the adjacent images is designed by Maccreanor Lavington and comprises a range of urban blocks on Old Kent Road incorporating 628 new homes with retail, flexible workplace, industrial uses and café at the lower levels, and communal roof gardens and rooftop terraces. The proposal also includes the demolition of existing buildings and reprovisioning with an onsite community centre and a large church hall accommodating the Everlasting Arms Ministries, 2,538 sqm of industrial floorspace (Use Classes B1c/B8) at the ground and intermediate levels; and an internal loading yard. The residential blocks range from 6 to 39 storeys above a 2/3 storey podium and other associated infrastructure.

8.1.11 The mixed-use residential buildings have been designed to reflect and respect the future context of the local area and observe the designation for tall buildings given to the site in the Old Kent Road Action plan. Planning permission has been granted, and the scheme is currently underway. The scheme carefully considers the streetscape with the buildings lowering the height along the primary frontage, and a range of densities animate the skyline. Provision for shared public open space with light industrial uses and workspace on the ground floor help activate the public realm. Use of materials, textures and fenestration help in creating a visual appeal and integrating within the urban fabric of Old Kent Road.

Light industrial uses co-located with residential uses within tall towers

Provision for public open space and spill out shared space

Building heights lowered along primary frontage to interface well with streetscape

Landmark towers helps animate the skyline

Case Study 4: River Road Employment Area/ Crossness Yard, London

Location: Barking Riverside, London

Local authority: Barking and Dagenham Council

Mixed use co-location: Residential, work space and community use

8.1.12. Located in southwest Barking, the River Road Employment Area is a large area of SIL, which is currently characterised by low-rise industrial buildings, poor quality public realm and limited public transport connections. BeFirst, the wholly owned development company of Barking & Dagenham Council, and Inland Homes commissioned Haworth Tompkins to develop a SPD that supports the area's transformation into a vibrant new mixed-use neighbourhood.

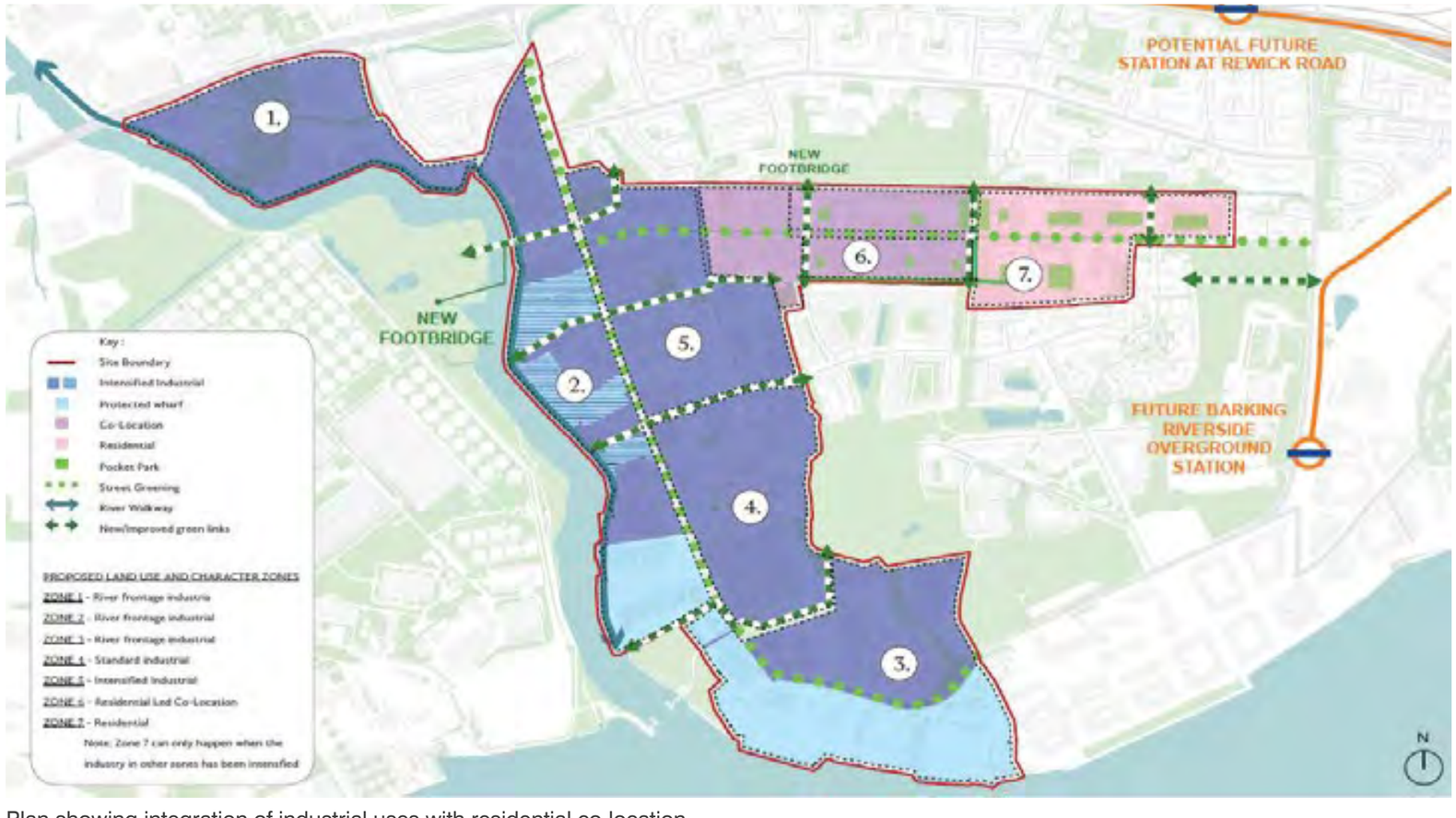
8.1.13. The SPD categorises the area into three distinct zones for intensified industrial, co-location and residential, and corresponding character areas are defined based on geography and existing uses. Within the co-location zone a new mix of residential, industrial and commercial uses is proposed, supporting smaller scale and cleaner Class E type uses that sit more comfortably adjacent to housing. Similarly to NSGA, uses will be vertically co-located in multi-storey schemes to achieve no net-loss of floorspace and make the most efficient use of land.

8.1.14. A site within the co-location zone, at the junction of Thames Road and Crossness Road, is one of the first to come forward for redevelopment. Designed by BPTW, the scheme contains 156 affordable homes with a range of flexible light industrial units, and a café. Buildings are arranged around a central yard space onto which the work units face, with van-sized parking spaces for loading and unloading.

8.1.15. Large double-height work units at ground floor are stacked beneath smaller units, served by deck access. Residential units sit adjacent to these, defining the edges of communal amenity spaces at podium level. Buildings rise south to north from 7 storeys to 11 storeys and up to 17 storeys at the road junction. The scheme relates to the surrounding context, whilst establishing a new higher density scale for the co-location zone.

Industrial uses on the ground floor co-located with residential uses above

Corner treatment and material palette create visual appeal



Plan showing integration of industrial uses with residential co-location

9.
PLANNING PROCESS

9.1 PRE-APPLICATIONS

9.1.1. The council encourages applicants to seek early engagement with officers from Development Management to discuss proposals for development at NSGA prior to the submission of a planning application, at the pre-application stage. This service helps to work with the Council colleagues across discipline and avoid the submission of unacceptable proposals.

9.1.2. It is recommended that the applicant considers the viability of a site at the pre-application stage, to allow any issues to be resolved before the submission of a formal planning application.

A step by step guide to the planning process can be found at Brent Council's website.

Further details on pre-application advice can be found at Brent Council's website.

9.2 PLANNING APPLICATIONS

9.2.1. A list of information to be submitted as part of an outline application for development proposals at NSGA are provided below. It should be noted that this list is not exhaustive and further requirements may be identified as a result of pre-application discussions. The list can be found at the **Outline Planning Permission PDF (brent.gov.uk)**

9.3 PUBLIC AND STATUTORY CONSULTATION

9.3.1. The Town and Country Planning (Local Development) (England) Regulations 2012 sets out minimum standards for community engagement in the development of planning documents. It is the Council's responsibility to undertake this in accordance with the statutory regulations and objectives established in the Council's Statement for Community Involvement (SCI). The consultation can be for a minimum six-week period. This document can be found at the **Neasden Stations Growth Area section of Brent Council's website**

9.3.2. The Town and Country Planning (Development Management Procedure) Order 2015 sets out guidance for consultation on planning applications. Planning applications submitted to the Council will be subject to a six week period of consultation.

9.4 REFERABLE TO MAYOR

9.4.1. An application is referable to the Mayor of London if it meets the criteria set out in the Mayor of London Order (2008). The Council is required to refer applications of potential strategic importance to the Mayor for his consideration.

The criteria includes:

- Development of 150 residential units or more; or
- Development over 30 metres in height (outside the City of London).

9.4.2. The Mayor has the power to direct refusal of a planning permission if he feels that consent would be contrary to the London Plan. The SPD has been drafted in accordance with the regional policies and the GLA have endorsed the Masterplan. The development will be supported that is in line with the strategic objectives and principles of the SPD.

9.5 DESIGN REVIEWS

9.5.1. Design Review is an independent and impartial evaluation process in which a panel of multi-disciplinary experts on the built environment assess the design of a proposal. The process is in place to improve the quality of buildings and places and is widely recognised as having a positive impact. The importance of Design Review is specifically referenced in both the National Planning Policy Framework (NPPF) and the London Plan.

As such, development at NSGA will be requested to come before the Brent Design Advice Panel (BDAP) to benefit from impartial discussion and constructive advice. The BDAP is managed on behalf of the Council by the Design Council.

Further information is available at the **Design Review section of Brent Council's website**

9.6 CIL/S106 PLANNING OBLIGATIONS

9.6.1. The Council considers that the most appropriate mechanism to deliver the wider infrastructure associated with NSGA will be through the use of Community Infrastructure Levy (CIL) or via site specific S106 agreements. In addition, in order to ensure that infrastructure is provided in a coordinated and timely manner, another most effective method for delivering infrastructure will be through the use of planning conditions.

More details on CIL and S106 Planning Obligations can be viewed at Brent Council's website.

9.7 CONTACT AND FURTHER GUIDANCE

The Planning Service
London Borough of Brent
Brent Civic Centre
Engineers Way, Wembley HA9 0FJ

Email: planningstrategy@brent.gov.uk
Website: Neasden Stations Growth Area (NSGA) (brent.gov.uk)

Other Supplementary Planning Documents can be found at Brent Council's website.