

	Cabinet 28 May 2024
	Report from the Corporate Director of Neighbourhoods and Regeneration
	Lead Member – Cabinet Member for Regeneration & Planning (Councillor Shama Tatler)
Draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document	

Wards Affected:	Dollis Hill
Key or Non-Key Decision:	Key
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
No. of Appendices:	Two: Appendix 1: Weblink to Draft SPD: https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:35bc35a6-c93c-4e8e-bc16-0c9f63c75b07 Appendix 2 Equality Analysis
Background Papers:	None
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1.0 Executive Summary

- 1.1 To present to Cabinet the draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document (SCGA Masterplan SPD) for approval for publication and statutory consultation.

2.0 Recommendation

- 2.1 That Cabinet note the contents of this report.
- 2.2 That Cabinet approve the draft SCGA Masterplan SPD for publication and statutory consultation.

3.0 Detail

3.1 Cabinet Member Foreword

- 3.1.1 The Staples Corner Masterplan delivers on our Local Plan commitment for regeneration and growth and sets an ambitious vision to create a higher quality and intensified industrial area sitting adjacent to a new urban community. Regeneration and growth will support a rich ecology of industrial and co-located residential uses to create an exemplary 15-minute city where people live, work and interact. Intensification will deliver a new and varied supply of modern industrial premises for London's strategic and local business needs, as well as commercial space, social infrastructure and an improved public realm to support a new mixed use residential community.
- 3.1.2 This Masterplan SPD sets the framework to facilitate the delivery of high-quality homes, attract investment for more business opportunities and jobs, all supported by new infrastructure and community facilities. Business growth will strengthen the area's existing economy and provide space for emerging sectors, including logistics, light industrial units and workspaces. By 2041, Staples Corner will deliver at least 2,200 new homes co-located alongside new and refurbished industrial premises in a way that supports the transition to a net zero carbon circular economy and the challenges of climate change.
- 3.1.3 Brent Cross West station has improved Staples Corner public transport connectivity into central London and beyond. Planned West London Orbital services will further improve connections and cut journey times around West London, providing future residents and workers greater choice and convenience. Statutory consultation is another opportunity for residents, businesses and communities and partners to have their say on what the future will hold for their local area; and we encourage all stakeholders to engage with the consultation and share their views.
- 3.1.4 The SCGA Masterplan SPD addresses the following Borough Plan Priorities.
- Strategic Priority 1 - Prosperity and Stability in Brent. Through the preparation of a SCGA Masterplan SPD, the Council will provide a

framework to support the business community to grow, ensure the provision of secure local well-paid jobs and delivering accessible and genuinely affordable housing.

- Strategic Priority 2 - A Cleaner, Greener Future. The draft SCGA Masterplan SPD seeks to ensure sustainability is central to the growth of our borough and local economy. This is further discussed in Section 8.0.
- Strategic Priority 3 – Thriving Communities. The preparation of the draft SCGA Masterplan SPD is informed by engagement with stakeholders, local residents and communities, businesses and landowners. There will be further engagement at statutory consultation stage (Summer 2024).

3.2 Background

3.2.1 Brent's Local Plan (2019-2041) was adopted in February 2022. The Plan sets out the vision and policies for development in the borough for the next 10 years, which includes the delivery of 23,250 new homes from 2019/20 to 2028/29. Key to accommodating an increasing population are eight growth areas, viewed as the most sustainable spatial expression for growth, exploiting brownfield land, good access to public transport and higher densities to deliver the majority of new homes alongside regeneration benefits and infrastructure.

3.2.2 The Staples Corner Growth Area (SCGA) extends to 43 hectares of brownfield land that accommodates light industrial, heavier industrial and distribution uses, plus other uses such as wholesale and trade counter in a mixture of old and more modern premises of varying heights and quality. It is bounded on the north by the Welsh Harp / Brent Reservoir and Neasden Recreation Ground open spaces. To the east is the A5 Edgware Road, beyond that warehousing and the Brent Cross Opportunity Area in London Borough of Barnet. Brent Cross West station recently opened which has improved the transport connectivity of Staples Corner. The Local Plan allocates Staples Corner as a "Growth Area - Strategic Industrial Location subject to co-location and intensification". The plan states that in addition to around 2,200 homes, the area will through industrial intensification together with co-location of residential and industrial uses provide a major boost to business and employment opportunities through increased floorspace. Staples Corner has the potential to deliver a new varied supply of modern industrial premises, studios and managed workspaces to meet London's strategic and local business needs, as well as new commercial space and social infrastructure to support a mixed use residential community.

3.2.3 The SCGA Masterplan SPD is a long-term, ambitious and comprehensive plan that will help to secure at least 2,200 new homes, as well as new infrastructure to help maximise opportunities and wellbeing for local residents, businesses and communities.

Draft Staples Corner Growth Area Masterplan SPD

3.2.4 Since Summer 2022 officers have worked with consultants to develop the draft SCGA Masterplan SPD. This has included extensive engagement with a range

of partners and stakeholders including residents and businesses, community organisations, landowners, developers, as well as local councillors, the Greater London Authority (GLA), Transport for London (TfL), National Highways (NH) and Barnet Council.

- 3.2.5 As outlined in the Local Plan, the SCGA Masterplan SPD is required to set out the vision for how the area will better work in the future, provide clarity and detailed guidance for new developments, inform the assessment of planning applications, and be a material consideration for future planning decisions in the area. The draft Masterplan SPD document sets out a robust urban design framework comprising development, placemaking and environmental and sustainability principles. The draft Masterplan SPD also incorporates a Design Code to provide guidance on the council's expectations for high quality design and placeshaping within and around the Staples Corner Growth Area. The draft design code has already been the subject of statutory consultation which took place from 24th August to 2nd November 2023. 39 responses from organisations/individuals were received which officers are currently considering. Together these principles are designed to ensure new development unlocks the potential of the area coherently and comprehensively, creating a place where people choose to live and work, while also adhering to the highest environmental standards required to support climate change, resilience and transition to net zero carbon. Precedent imagery will be added to Design Code Chapters 6, 7 & 8 prior to publication and statutory consultation.
- 3.2.6 The SCGA Masterplan SPD has tested a number of options to deliver growth, including one option for 3,066 homes, which is above the indicative 2,200 homes figure in the Local Plan. The SCGA Masterplan SPD also provides detailed guidance regarding the planning process for new development schemes, and best practice illustrations. To ensure the SPD remains relevant over the Local Plan period, the Council will be expected to review the document every 5 years.
- 3.2.7 To advance the draft SCGA Masterplan SPD towards adoption, statutory public consultation of not less than 4 weeks is required, however consistent with the approach the Council has taken with other SPDs, it is recommended that the draft SCGA Masterplan SPD be made available for public consultation for a period of 6 weeks. Subject to consideration of all consultation representations and any necessary amendments, the final SCGA Masterplan SPD would then be returned to Cabinet for adoption and publication.
- 3.2.8 Regeneration and Spatial Planning teams have developed the draft SCGA Masterplan SPD in-house, building on the Masterplanning work developed by appointed consultants 5th Studio, RCKa, PRD, Alan Baxter Associates, Colliers, Steer and Secchi Smith. Steer Consultants are preparing the Staples Corner Transport Study which is in draft and expected to be finalised prior to recommended adoption of the SCGA Masterplan SPD.

4.0 Stakeholder and ward member consultation and engagement

- 4.1 The Cabinet Member for Regeneration & Planning has been regularly briefed on the development of the draft SCGA Masterplan SPD.
- 4.2 Ward councillors from Dollis Hill were briefed March 2023 and January 2024 on public engagement and the development of the draft SCGA Masterplan SPD. Discussions on the development of the SCGA Masterplan SPD took place with the Local Plan Member Working Group February 2023 and February 2024. Further engagement and consultation has taken place recently with members. The draft Masterplan was presented at Brent's Quality Review Panel January 2024. London Assembly Member Hirani was briefed January 2024.
- 4.3 Statutory public consultation (Summer 2024) provides further opportunities for engagement with stakeholders, landowners, local residents, businesses and communities, and statutory partners. This will entail the holding of drop in events both in person and online, contacting key stakeholders and statutory consultees including landowners and setting up an online page for receiving representations. The statutory consultation period will be publicised on social media.

5.0 Financial Considerations

- 5.1 Costs to produce the SCGA Masterplan SPD are being met through existing Neighbourhoods and Regeneration budgets and earmarked reserves.
- 5.2 There are no spending commitments entered into as a result of the approval of this document. However, Cabinet should be made aware of the following implications of new development, which are summarised below at a high level (with assumptions) and which will require further detailed analysis in the future.
- 5.3 The draft Masterplan SPD identifies the capacity to deliver between 2,935 and 3,066 additional homes. The increase in the council tax base could generate between £1.1m and £2.2m of additional council tax income per year at today's rates, depending on the details of development.
- 5.4 The draft Masterplan SPD also suggests an increase in commercial floor space of up to 120,381m², which could result in additional business rates income when compared to the existing amount of commercial property in the area.
- 5.5 New developments will bring increased costs for the council through the need for additional refuse collections, greater demand for social services, and higher pressure on existing community resources. Some of the new refuse collection costs could be covered by the existing contracts threshold for growth. A detailed analysis would need to be carried out to estimate the full extent of all the additional costs.
- 5.6 The impact on community resources could be mitigated through the collection of additional Community Infrastructure Levy (CIL) payments from developers. For example, the addition of 3,066 new homes could net up to £25.7m in CIL contributions. A more detailed estimate will not be possible until planning applications are submitted.

5.7 The report gives high-level consideration to potential funding streams that could aid delivery, and these will need to be maximised upon implementation. Examples include Government / GLA grant funding (e.g. the New Homes Bonus or similar future affordable housing incentives) and local funding in terms of Section 106 planning agreements.

6.0 Legal Considerations

6.1 Town and Country Planning (Local Planning) (England) Regulations 2012 provide for Local Planning Authorities to adopt Supplementary Planning Documents. These documents are to provide more detailed guidance on how a development plan policy will be interpreted in the determination of planning applications. Supplementary Planning Documents cannot introduce new policy or allocate sites for development.

6.2 A Strategic Environmental Assessment (SEA) Screening Statement will form part of the consultation material. This has concluded that a SEA is not required due to the Masterplan SPD supplementing policies covering the area, which have already benefitted from consideration in the Brent Local Plan SEA.

7.0 Equality, Diversity & Inclusion (EDI) Considerations

7.1 The Equality Act 2010 introduced a new public sector equality duty under section 149. It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. The Council must, in exercising its functions, have “due regard” to the need to:

1. Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
2. Advance equality of opportunity between people who share a protected characteristic and those who do not.
3. Foster good relations between people who share a protected characteristic and those who do not.

7.2 Equalities Analysis has been undertaken and is at Appendix 2. The SCGA Masterplan SPD aims to deliver new jobs, homes and infrastructure, and in doing so support good growth, deliver high quality placemaking, and ensure social, economic and physical regeneration brings forward transformational changes, contributing to a vibrant and inclusive neighbourhood. By facilitating these objectives, the final SCGA Masterplan SPD has the potential to benefit the businesses, residents and diverse communities in Staples Corner and surrounding areas.

7.3 The final SCGA Masterplan SPD has the potential to have positive impacts on existing and new communities, including groups with protected characteristics, as it will identify a range of placemaking, environment and sustainability principles which should apply to and guide comprehensive redevelopment of the area. There may also be specific positive impacts on groups with protected

characteristics. Improvements to the public realm and redevelopment are likely to benefit all groups, particularly people of different age groups and those with disabilities. Provision of accessible and affordable housing will also benefit disabled people and those from socio-economically disadvantaged backgrounds. Given that Staples Corner and the surrounding areas have a high Black, Asian and Minority Ethnic population, regeneration in the area providing improved connectivity, infrastructure and employment opportunities is likely to benefit these groups.

- 7.4 The analysis also identifies some businesses may need to move to alternative premises whilst redevelopment takes place. This could affect some ethnic groups more than others. The draft SCGA Masterplan SPD recommends a phased approach to regeneration and that new development proposals retain businesses in the area and protect local employment wherever practical, supported by a Business Relocation Strategy.

8.0 Climate Change and Environmental Considerations

- 8.1 The Staples Corner Masterplan has been developed from the outset with environmental sustainability embedded in the proposals with consideration to opportunities for an aspirational and innovative energy and sustainability strategy. It aspires to create a place that is low carbon, resource efficient, high quality and that promotes health and well-being for future generations.

- 8.2 The key objectives and aspirations are as follows:

- Proposals for new development at Staples Corner should be based on a fabric first approach with efficient services and exceed minimum requirements for carbon reductions.
- Passive solutions should be prioritised to mitigate potential overheating risk. Building massing should consider the surroundings, and buildings should be designed following London Energy Transformation Initiative (LETI) guidance with efficient form, solar orientation, and shape factor to maximize ability for natural ventilation in a dual-aspect flat configuration.
- Renewable energy generation should be maximised on site.
- A district heat network (DHN) is proposed, which could utilise the waste heat from the data centre on site (721-721A North Circular Road), and would offer a great opportunity for neighbouring buildings to connect and reduce their carbon footprint.

- 8.3 The above will help Brent to realise ambitions of its Climate & Ecological Emergency Strategy 2021-2030.

9.0 Human Resources/Property Considerations (if appropriate)

- 9.1 None are identified.

10.0 Communication Considerations

10.1 As per paragraph 3.2.7 statutory public consultation is required to advance the draft SCGA Masterplan SPD towards adoption. This will require social media targeted promotion to publicise and promote events that will be taking place.

Related Document(s) for reference

[Brent Local Plan 2019 - 2041](#)

Report sign off:

Alice Lester

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Regeneration