

CHURCH END GROWTH AREA

MASTERPLAN AND SUPPLEMENTARY PLANNING DOCUMENT (SPD) MAY 2023

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View BSSA3 – Church End Local Centre

Image: Vizable 3d



Executive Summary

Church End has a rich cultural history, with a diverse community, and legacy of reggae music and sound system culture. Today, although home to a range of diverse industries, it faces challenges including overcrowded housing, a low quality environment, poor health and the recovery from the Covid-19 pandemic.

The area has an appetite for change.

Brent's Local Plan identifies Church End as a Growth Area, which recognises the need for transformational change. The Church End Growth Area Masterplan Supplementary Planning Document (CEGA SPD) sets out the vision and framework to unlock Church End's potential.

Church End will be enhanced as an attractive, prosperous and sustainable neighbourhood. A neighbourhood which celebrates its heritage and the cultural diversity of its existing communities, whilst continuing to welcome new residents and businesses.

Intensification of industrial sites and co-location with residential uses will deliver:

- Fit for purpose industrial spaces for local businesses and emerging sectors including film, music, media and food production;
- Opportunities for employment, skills and training for local people;

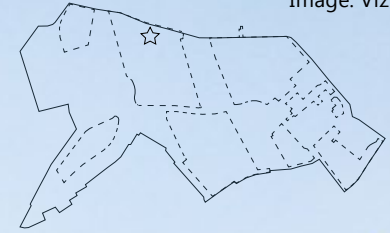
- A minimum of 1,300 new high quality homes, including affordable homes, family sized-dwellings, and specialist accommodation for older people;
- A revitalised town centre and outdoor market with a diverse offer;
- A range of new community and cultural spaces that support interaction and community cohesion;
- New open spaces, incorporating play for a range of ages including young people and teenagers, alongside opportunities for food growing and access to nature;
- A high quality environment that is safe and accessible to everyone;
- Streets that encourage walking and cycling over private vehicle use, and better connect Church End to the surrounding area;
- A place that achieves the highest standards of sustainability and supports a low carbon circular economy.

The Masterplan SPD has been informed by extensive engagement with the community. The SPD will be used to assess planning applications and inform future planning decisions for development in the area. It will help to ensure that the transformation of Church End brings forward physical, social and economic regeneration for the benefit of all the community.

Cygnus Business Centre

View BSSA1 – Asiatic Carpets

Image: Vizible 3d



About the Document

Why is this Masterplan needed?

Brent Local Plan identifies Church End as a Growth Area and requires a masterplan to facilitate its regeneration.

The Church End Growth Area (CEGA) Masterplan is needed to:

- Establish the long-term vision, aspirations and objectives for CEGA;
- Bring forward physical, social and economic regeneration for the benefit of all the community;
- Identify and secure community and cultural facilities, green open spaces, employment and commercial uses, transport and other infrastructure to support good growth;
- Provide a clear framework for coherent and comprehensive redevelopment of an area where land ownership is highly fragmented;
- Ensure that the negative consequences of piecemeal development are avoided; and
- Provide a basis for planning decisions.

The masterplan is a Supplementary Planning Document (SPD) to Local Plan policy BSGA1.

How has the Masterplan been developed?

The Council is committed to effectively engaging with its communities. In developing the CEGA Masterplan SPD the Council aims to ensure transparent communication with local residents, community groups and businesses.

The masterplan designs were informed by a number of engagement activities. These took place with the Church End community from March to December 2021, with a combination of on-line and face to face activities. These events provided useful feedback which is summarised in Appendix D – Consultation Statement.

Discussions also took place with representatives from the Greater London Authority (GLA), Transport for London (TfL), and other statutory bodies, alongside direct engagement with landowners, developers and local councillors.

Statutory Consultation

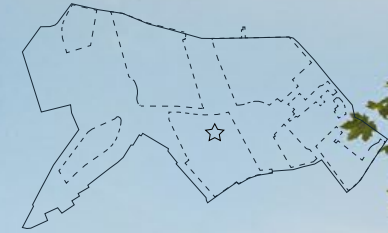
Following the work developed throughout 2021, the CEGA Masterplan SPD was developed throughout 2022 and it was subject to 7 weeks of formal consultation from 22 September 2022 to 10 November 2022. This process provided stakeholders with another opportunity to provide feedback on the work developed to date. Stakeholders were invited to participate in different ways, including online and face-to-face.

Who should use the Masterplan SPD?

Applicants seeking planning permission to make improvements to their homes or business premises or those seeking to bring forward new development in the borough; Councillors, supporting their communities to make decisions about new developments; Professionals working on development proposals in the area and Officers guiding regeneration and new development in the borough.

View BSSA2 – New Public Square

Image: Vizable 3d



1.0 Church End Revival

1.1 Vision

1.2 Values and Objectives

1.1 Vision

- 1.1.1 Church End Growth Area (CEGA) will be enhanced as an attractive, prosperous and resilient neighbourhood that values and respects existing communities, whilst proactively planning for and welcoming a growing population and future business and employment needs.
- 1.1.2 By 2041, CEGA will deliver at least 1,300 new homes co-located alongside new and refurbished industrial premises. The masterplan will facilitate the delivery of high-quality homes, more business opportunities and jobs, all supported by new infrastructure. Business growth will develop the area's emerging sectors, which includes film and music production, and support the transition to a net zero carbon circular economy.
- 1.1.3 At the heart of the regeneration, an already vibrant town centre will become greener, safer and welcoming to all local residents and businesses, building on the success and offer of the existing outdoor market within a newly designed and publicly accessible market square. Community spaces, a new secondary school, and improved transport infrastructure will complete the area's regeneration.
- 1.1.4 The Covid-19 pandemic has hit Church End hard. Regeneration of the area will include focus on measures that improve the health and wellbeing

of local people. A better network of green infrastructure alongside connected, legible and safe pedestrian and cycle routes will promote a healthy environment for the community to meet, walk, cycle, exercise, play and have fun.

- 1.1.5 In line with the Brent Climate & Ecological Emergency Strategy (2021-2030) new development must support the transition to a net-zero carbon economy, a cleaner and greener environment, and a fairer and healthier society.
- 1.1.6 Change can be unsettling, so change in CEGA must be rooted in meaningful community and businesses engagement. Community involvement and participation within the decision-making process will ensure that regeneration and growth in the area responds and is inclusive of the local community's needs, desires and aspirations.



Credit: Illustration BSSA2 – Hawkins\Brown





1.2 Values and Objectives



Credit: Jason Hawkes



A resilient place

- Prosperous, providing training, skills and local employment opportunities
- Provides new and refurbished industrial, workspace and retail floorspace
- Supports local businesses and emerging sectors including film, music, media and food production
- Provides at least 1,300 new high quality homes via sensitive co-location of uses



Credit: Brent Council Image Library



A sustainable place

- Resilient to the impacts of climate change
- Achieves the highest standards in sustainable design and construction
- Achieves net zero carbon
- Promotes a sustainable lifestyle for occupiers
- Supports a low carbon circular economy



Credit: Brent Council Image Library



A characterful place

- Values its distinctive identity
- Celebrates local landmarks and heritage
- Focussed around a revitalised town centre and outdoor market with a diverse offer



- Provide a network of green spaces accessible, attractive and well-maintained
- Promotes health and well-being through opportunities to play, exercise, relax and socialise
- Delivers net gains in biodiversity
- Improves air quality and local environment



- Permeable and integrated with surrounding communities
- Improves links to the nearby Neasden Stations Growth Area
- Promotes walking and cycling, over private motor vehicle use
- Improves accessibility to public transport, including the proposed West London Orbital Station
- Minimises the impact of freight and servicing through a co-ordinated approach



- Permeable and integrated with surrounding communities
- Improves links to the nearby Neasden Stations Growth Area
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- Improves accessibility to public transport, including the proposed West London Orbital Station
- Minimises the impact of freight and servicing through a co-ordinated approach

2.0 Strategic Overview

- 2.1 Location
- 2.2 Neasden Stations Growth Area
- 2.3 West London Orbital
- 2.4 Policy Context

2.1 Location

2.1.1 CEGA is well situated at a key location in west London for industry and production. It is relatively close to other larger industrial clusters such as Park Royal, Staples Corner and Wembley.



Figure 1 – Diagram indicating CEGA location within London

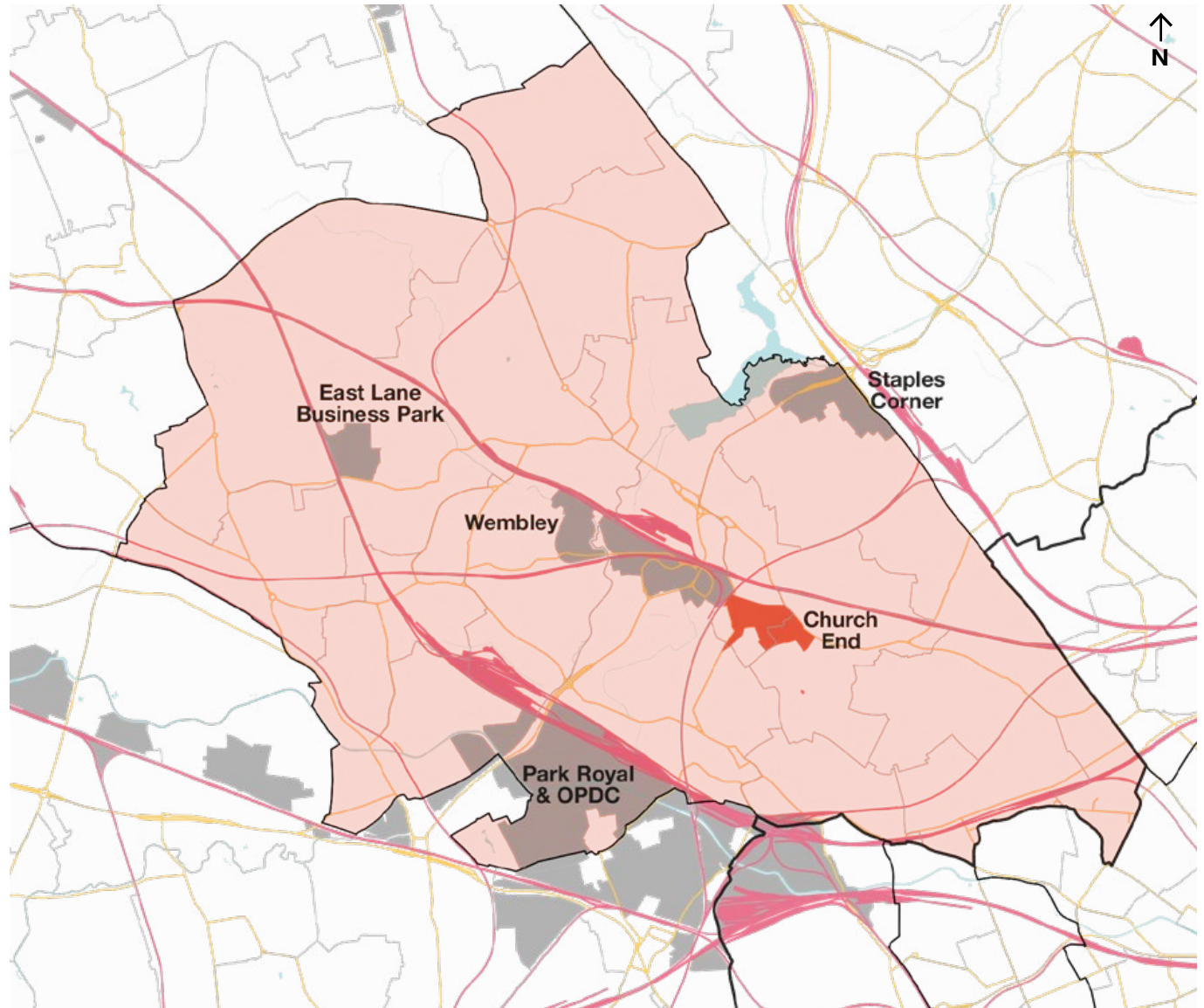


Figure 2 – Diagram indicating CEGA location within London Borough of Brent

2.2 Neasden Stations Growth Area

2.2.1 CEGA sits immediately south of Neasden Stations Growth Area (NSGA) which aims to provide at least 2,000 new homes, maximising the benefits of transport infrastructure such as the potential West London Orbital (WLO) proposed in the Mayor's Transport Strategy 2018.



Figure 3 – Neasden Growth Area – Bird eye view

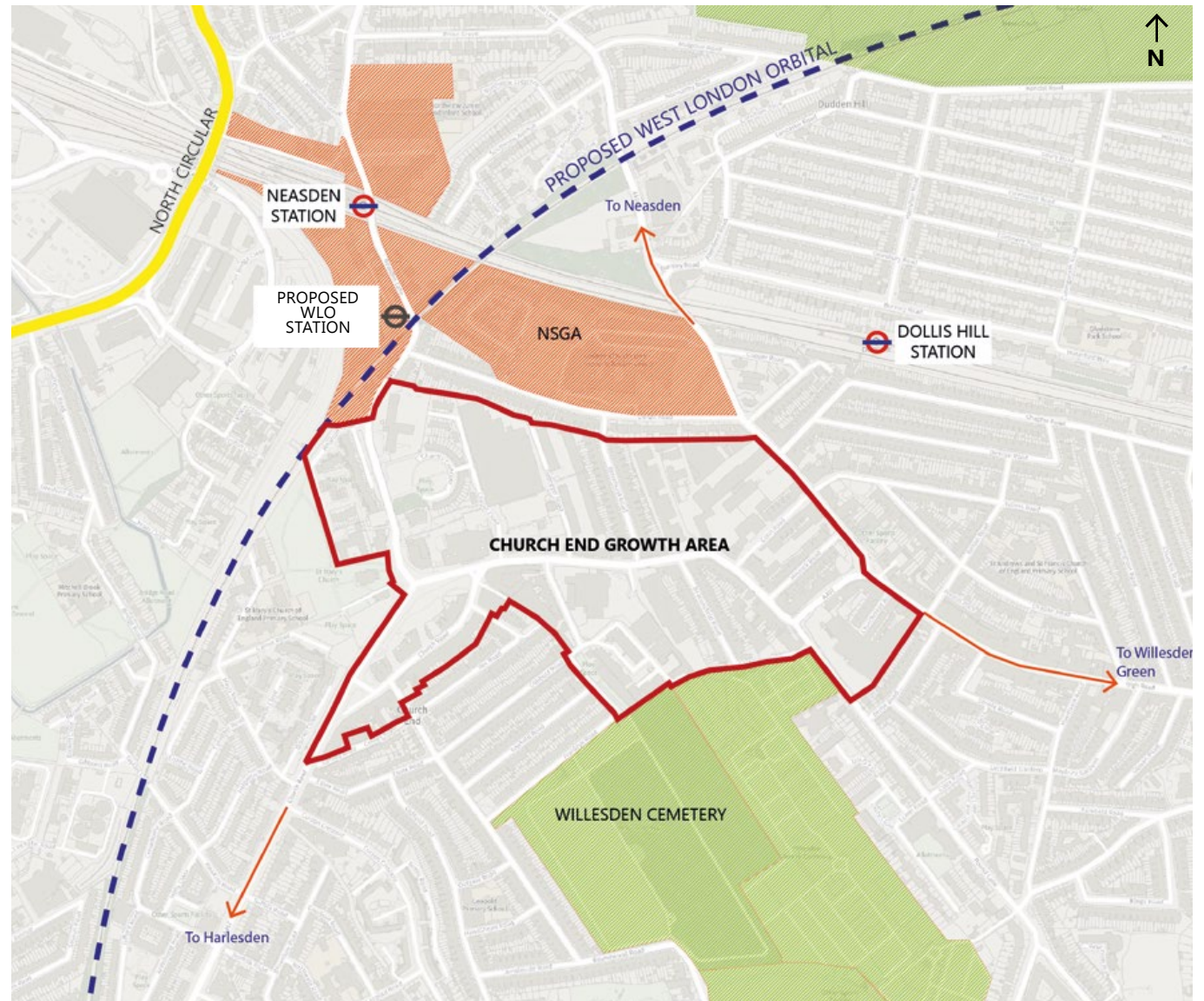


Figure 4 – Map demonstrating the connection between NSGA and CEGA

2.3 West London Orbital

- 2.3.1 Both Neasden and Church End Growth Areas could benefit from the West London Orbital (WLO) route proposed in the Mayor's Transport Strategy 2018. The WLO would reactivate the Dudding Hill freight line to the north-west of CEGA for passenger travel. A new Overground station at Neasden Lane would provide interchange with the Jubilee line. It would also connect to Brent Cross and Old Oak Common and increase the area's capacity to support regeneration and growth. Delivery of the proposed passenger line and stations is still dependant on funding and permissions.
- 2.3.2 The housing numbers and new and intensified employment sites proposed for both NSGA and CEGA, provide the critical mass and opportunity to support emerging employment sectors, cultural and social infrastructure and strengthen pedestrian and cycle connections between the two Growth Areas and beyond.

Key

- /// Opportunity Areas
- Strategic Interchange
- Proposed West London Orbital Rail and proposed station
- - -○- - - Potential West London Orbital Rail and proposed station
- Existing West London Overground line and station
- ★ CEGA

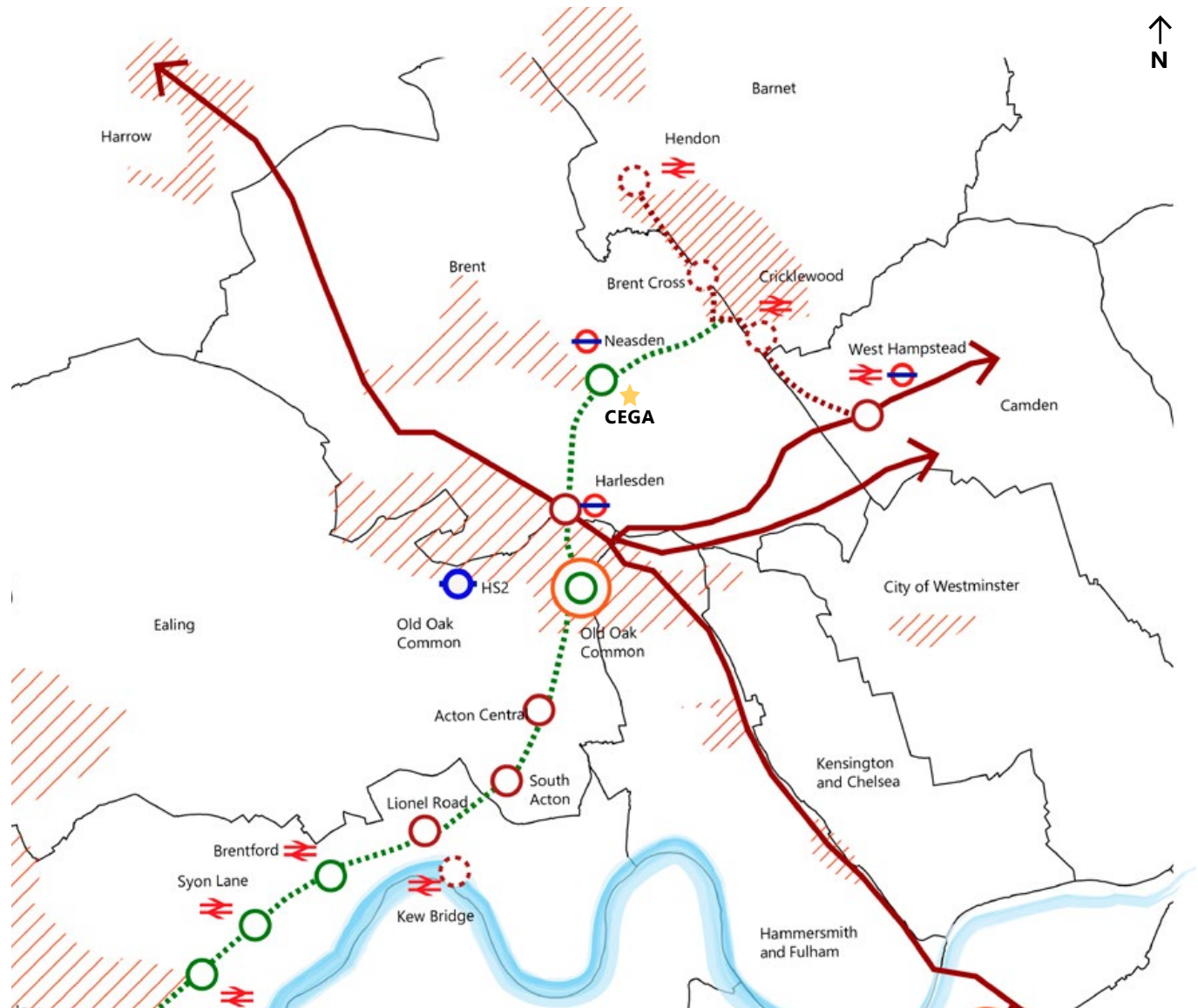


Figure 5 – Map adapted from West London Orbital Proposed Route (Mayor's Transport Strategy 2018)

2.4 Policy Context

- 2.4.1 The London Plan sets Brent a housing target of 23,250 over 10 years (2019/20 – 2028/29). It also recognises the need for sufficient land for a range of industrial, logistics and related uses essential to London's economy, and serve the needs of the growing population.
- 2.4.2 To meet these competing land pressures, London Plan Policy E7 allows for the intensification of Locally Significant Industrial Sites (LSIS) through the co-location of industrial and residential uses. It recognises the need to sensitively manage the interaction between these uses. Policy D13, on the Agent of Change principle, places the responsibility for mitigating impacts from existing noise and other nuisance generating activities or applicants proposing new noise-sensitive developments.
- 2.4.3 Brent Local Plan policy BSGA1 identifies Church End as a Growth Area, with potential to deliver over 1,300 homes. Housing will primarily be delivered through co-location and re-provision on Church End's LSIS and local employment sites.
- 2.4.4 The town centre's southern parade is to be enhanced and historic features restored. Comprehensive development to the northern parade and car park will deliver a new market square, community and commercial space and housing. To meet industrial needs, Local Plan policy BE3 requires designated industrial sites to intensify, and policy BE3 requires Local Employment Sites to provide the maximum employment floorspace viable.
- 2.4.5 London Plan policy S1 supports proposals that deliver high quality infrastructure that address a local or strategic need. Brent Local Plan policy BSGA1 sets infrastructure needs for Church End for education, health, cultural and community facilities, open space and play facilities, whilst policy BSI1 protects existing social infrastructure.



Figure 6 and 7 – Church End Car Park redevelopment 99 new Council Homes and a new Market Square. Credit: Wates and Maes Architects

3.0 Church End: Evolution and Today

3.1 Church End Historic Development

3.2 Challenges

3.3 Opportunities

3.1 Church End Historic Development



St Mary's Church, Willesden, in a print by E. Orme, 1799. (Brent Archives online image 703)



An aerial view of Willesden Bus Garage in 1921. (Margaret Pratt, Willesden Local History Society, July 2020)



Scenes from the Dallmeyer optical works, c.1910. (Brent Archives online image 2711)

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Continue
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The origins of Church End date back to at least the 12th Century. Church (now St Mary's) first mentioned.

19th century

1866 London & North Western Railway opened Willesden Junction station and ran buses from Church End to meet the trains. Small-scale industry of craftspeople developed and shops started to flourish on Church Road.

1870-90s

United Land Company laid out the Meyrick Road estate. The Jewish Cemetery (1873) and the new Willesden Cemetery (1893) were completed.

1914-1918

First World War – more industry moved to the district.



The Granada Cinema, Church Road, in 1933.
(Brent Archives online images 10375)



Aerial view of the British Thomson-Houston factory in
Neasden Lane, 1953. (Brent Archives image 2409)



Image Church End, 2019.

1930s

Council properties were built north of Denzil Road and at Curzon Crescent. Willesden Technical College opened.

1940s

Despite interwar improvements most of the housing in Church End was thought fit for redevelopment.

1960s

Church End was hit by industrial decline.

1990s

Unemployment was high. In 1998 Brent Council transferred housing estates at Church End and Roundwood to Fortunegate Community Housing. Fortunegate demolished the Church End Resiform Estate and returned the area to a more traditional street pattern.

2000s

Overcrowding started becoming more typical in the area. Somali and Afghan communities arrived complementing existing Irish, Caribbean and Jewish communities.

Find out more about this area by visiting Brent's website and by looking at our local history articles, written by volunteer researchers and members of local history societies:
<https://www.brent.gov.uk/services-for-residents/culture-leisure-and-parks/brent-museum-and-archives/find-out-about-your-local-area/history-of-church-end/>



3.2 Challenges

3.2.1 An analysis of local data and demographics¹ have highlighted the following:

3.2.2 **Deprivation:** Church End is one of the most deprived areas in Brent and is one of the borough's priority neighbourhoods.

3.2.3 **Crime:** Church End is an anti-social behaviour hotspot, with a high concentration of criminal activities per business.

3.2.4 **Employment and skills:** Church End reflects Brent's low 'skills' profile for working-age residents. Over one third of the working-age population falls into the 'skills poverty' category (below NVQ Level 2)².

3.2.5 **Health and well-being:** Reported levels of good health are lower in this part of the borough than elsewhere. Church End was amongst the worst affected areas in the UK from Covid-19, with excess deaths three times the national average, and the Somali community particularly badly hit.

3.2.6 **Open Space Deficiency:** Church End suffers open space deficiency based on GLA's accessibility standards.

3.2.7 **Brownfield and occupied sites:** CEGA is a well occupied area, with new growth and development primarily planned to be delivered on low density, but mainly occupied, industrial sites.

3.2.8 **Climate Change:** Brent Council is committed to target carbon neutrality by 2030. Church End is one of the most deprived areas of the borough and could be more vulnerable to climate change impacts. Residents in more deprived areas are more likely to live in poorly ventilated homes with less access to green space and lack financial capacity to prepare for floods and heatwaves. Children, elderly people, and people with disabilities or existing health conditions are also more vulnerable from a public health perspective.

3.2.9 **Overall state of the area:** Church End has suffered from lack of investment for decades. Cleanliness is a recurrent issue of the area.

3.2.10 The findings below are from engagement activities undertaken with the community throughout 2021. The detailed findings are set out in the Statement of Consultation:

- Residents in the Growth Area are cautious but receptive to change.
- Music is of great importance to the cultural identity of Church End and has the potential to be a catalyst to engage young people.

- The existing high street offer contributes to the sense of belonging of many communities, but it could also better meet wider local needs.
- There is an absence of larger public spaces and play facilities within easy walking distance.
- Any new successful open space must be fully accessible, comfortable, well-kept and secure.
- There are limited neutral community spaces within Church End.
- Spaces for all ages are key to promote community cohesion and tackle social isolation.
- Affordable workspaces can encourage the growth of local creative and entrepreneurial industries.
- Businesses located within the industrial sites are positive about their premises and expectations for growth.
- There is a need for training and employment opportunities, particularly for young people.
- The pandemic has brought about an increased awareness of poor mental health and general well-being.
- Trust, integrity, long-term commitment and local roots will be essential for the creation of successful spaces in Church End.

¹ Church End social demographics – please see Appendix E

² LB Brent, adopted Local Plan, 2022

3.3 Opportunities

- 3.3.1 Based on the analysis of Church End's past, present and the insight of the community, the following opportunities have been identified:
- 3.3.2 **Appetite for change:** There is an openness for change in Church End. There is an opportunity for development to deliver social benefits through employment opportunities, new community facilities and green spaces.
- 3.3.3 **Strengthen community cohesion:** There is an opportunity for shared spaces to bring together people from different backgrounds to create a more inclusive neighbourhood.
- 3.3.4 **Build on the historic and contemporary legacy of music:** The legacy of reggae and sound system culture is not forgotten in the area, and is translated into contemporary grime, rap and drill. There is a real opportunity to capitalise on this creative talent.
- 3.3.5 **Economic development:** Sectors such as multi-media production, broadcasting, as well as catering and food manufacture all have small-scale bases within the area. Supporting the creation of hubs for these sectors can provide a real boost within the area's economic development.
- 3.3.6 **Church End Local Town Centre:** An intensified and reactivated Town Centre at Church End can diversify its offer to better cater to local needs. This could be through improved public realm focussed around the market.
- 3.3.7 **Strategic developments,** such as the proposed West London Orbital line, and new mixed-use developments at NSGA are anticipated to offer considerable potential benefits for Church End.
- 3.3.8 **Co-location and intensification:** Industrial sites can unlock new employment opportunities for local residents and modern workspace for emerging sectors, as well as delivering new homes.
- 3.3.9 **Sustainable neighbourhood:** Potential to develop a low-traffic neighbourhood that supports walking and cycling. Potential to deliver zero carbon developments and make Church End greener.



Figure 8 – United Borders, local charity working with young people and music production



Figure 9 – Outdoor Engagement Event, May 2021

4.0 Church End Growth Capacity

4.1 Site Allocations

4.2 The Masterplan

4.1 Site Allocations

4.1.1 The Brent Local Plan envisages development in CEGA will primarily be delivered within nine site allocations. These sites are predominantly industrial sites. This Masterplan SPD provides development design guidance for the six largest site allocations:

- 1 BSSA1 – Asiatic Carpets
- 2 BSSA2 – B&M Home Store & Cobbold Industrial Estate
- 3 BSSA3 – Church End Local Centre
- 4 BSSA4 – Chapman's and Sapcote Industrial Estate;
- 5 BSSA5 – Willesden Bus Depot; and
- 6 BSSA8 – McGovern's Yard

4.1.2 The additional three site allocations within the CEGA are:

- 7 BSSA9 Barry's Garage: Allocated for mixed-use development with an indicative capacity of 40 homes
- 8 BSSA12 – 296-300 High Road: Allocated for mixed-use development with an indicative capacity of 8 homes
- 9 BSSA19 – Chancel House: Construction underway for a 6FE secondary school



Figure 10 – CEGA Site Allocations. Adapted from Hawkins\Brown Masterplan Report.

Key

- Masterplanned sites
- Other Local Plan site allocations
- Locally Significant Industrial Sites (LSIS)
- Local Employment Sites (LES)

4.2 The Masterplan

- 4.2.1 The preferred masterplanning approach allows a phased redevelopment of the site allocations. This approach reflects the policy framework, is informed by engagement with the community and landowners, and has been viability tested. Alternative options were considered, however, the preferred approach represents the best balance between the need to deliver housing and maintain and intensify industrial uses in the area. It is also considered the most deliverable taking into account land ownership and existing occupiers.
- 4.2.2 Land use and massing plans articulate an acceptable form of redevelopment and an indication of the sites potential uses and development capacity. Detailed scheme proposals will however be evaluated on their own merit and how they contribute to the comprehensive redevelopment of the area when they come forward at application stage. Future proposals are expected to adhere to the principles and urban design framework set within the draft SPD and work in partnership with adjacent landowners to avoid compromising the potential wider redevelopment of the site.
- 4.2.3 The capacity indicated in the Site Allocation is an 'indicative target'. As it is 'indicative', providing an application which delivers a greater number of dwellings is robustly justified, and compliant with the wider development plan and the aspirations of this SPD, then it could be considered acceptable at application stage.

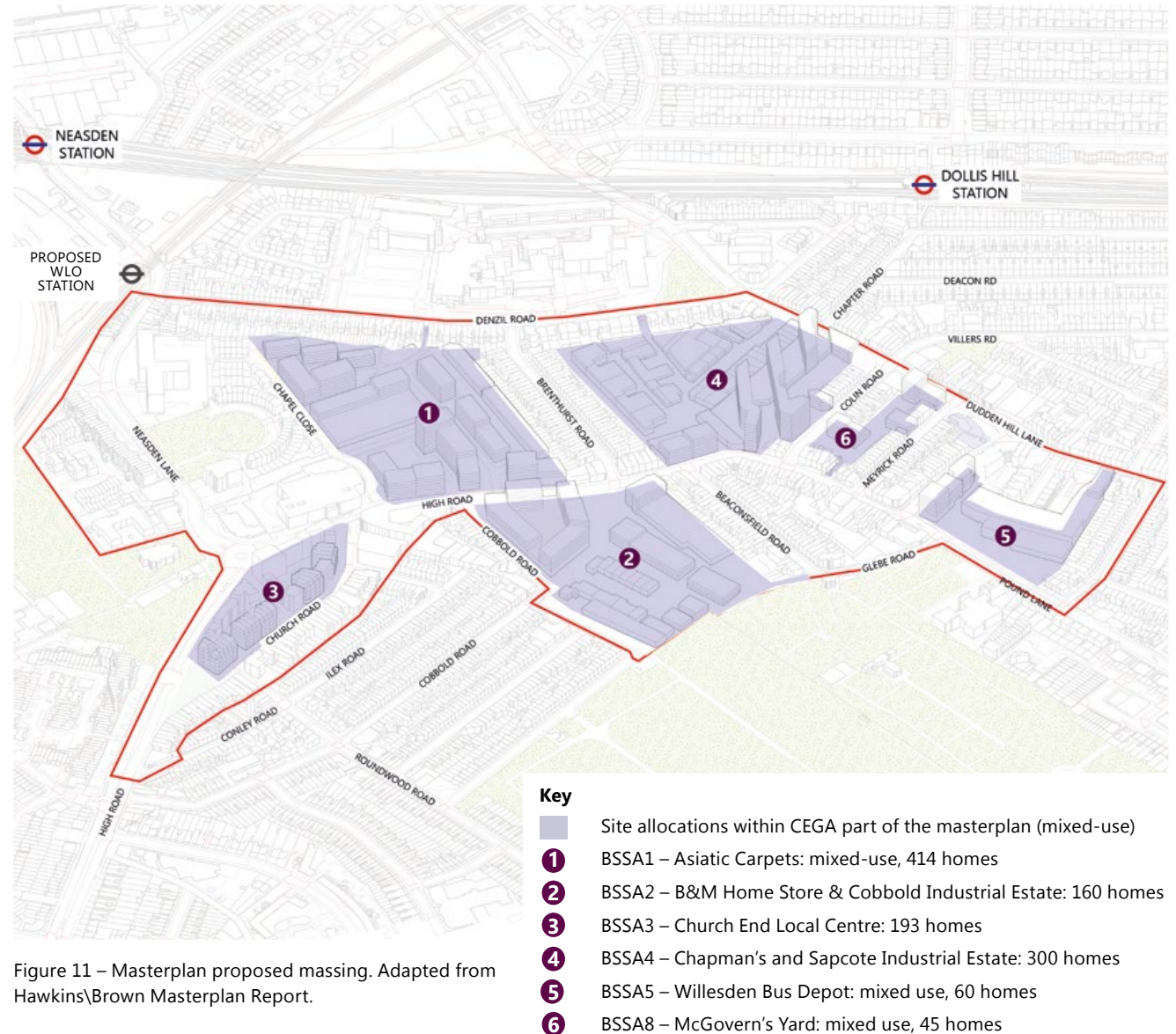


Figure 11 – Masterplan proposed massing. Adapted from Hawkins\Brown Masterplan Report.

5.0 Urban Design Framework

- 5.1 Land Use
- 5.2 Movement and Connectivity
- 5.3 Green and Open Spaces
- 5.4 Building Design and Architecture
- 5.5 Climate Change and Sustainability

5.1 Land Use

Proposed Framework

5.1.1 The proposed framework aimed to sensitively co-locate homes and industrial floorspace alongside supporting community and cultural facilities, open space and high quality public realm. Through the successful integration of uses the framework seeks to create a sustainable, vibrant mixed-use neighbourhood.

Key

- Industrial B2/B8/E – existing
- Shared yard for industrial uses
- E(g) – light industrial
- E(c)/E(g) – Commercial offices, workspace and services
- E(g) – Affordable Workspace
- F – Community and Learning
- E(a)/(b)/(c) and sui generis – Retail, F&B and services
- C3 – Residential
- New green and open spaces
- Public realm
- Proposed servicing route (industrial)
- Proposed servicing route (non-industrial)
- ▲ Main entrance (non-residential)
- △ Residential entrance
- △ Service entrance
- On-street parking
- ▨ Car park (podium/dedicated)
- Existing green amenity (unrestricted use)
- Existing green amenity (restricted use)

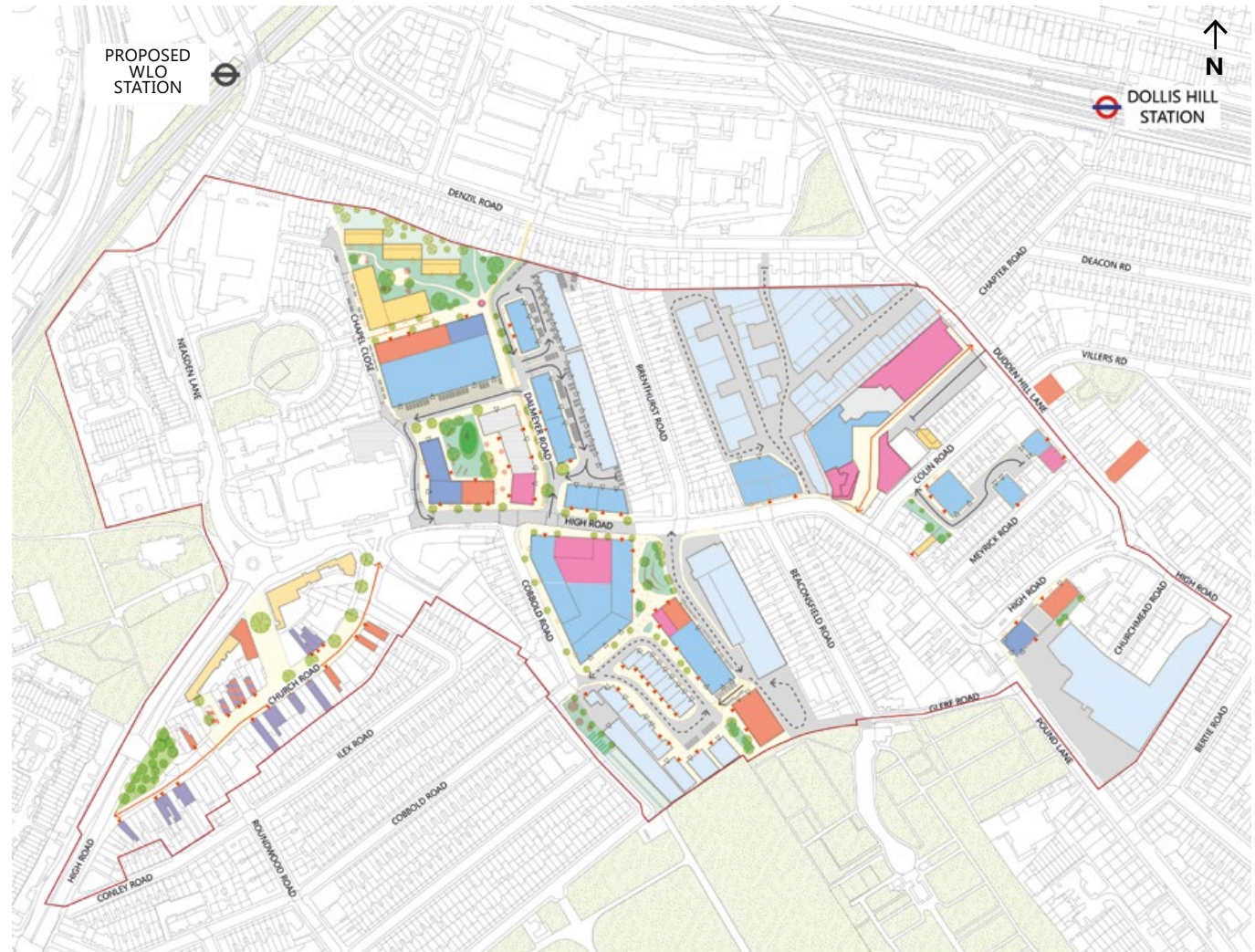


Figure 12 – Proposed Land Use Framework. Adapted from Hawkins\Brown Masterplan Report.

5.1 Land Use

Proposed Framework

- 5.1.2
The Masterplan SPD seeks to strike a balance between green spaces and building heights. CEGA is within an open space deficiency area and so provision of green spaces are one of the area’s top priorities. Nevertheless, in order to provide the needed green space provision, enough development is needed.
- 5.1.3
The approach for developing building heights aimed to consider a gradual increase of storeys, with building heights increasing towards the middle of the site, attempting to limit their impact to the existing residential urban grain.

Key

- Industrial B2/B8/E – existing
- Retained
- E(g) – light industrial
- E(c)/E(g) – Commercial offices, workspace and services
- F – Community and Learning
- E(a)/(b)/(c) and sui generis – Retail, F&B and services
- C3 – Residential
- New green and open spaces
- Public realm

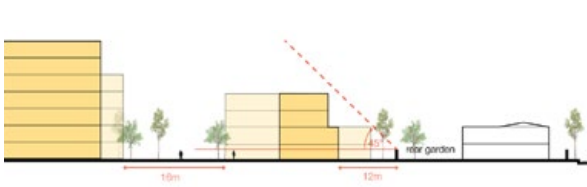


Figure 13 – Section A-A BSSA1

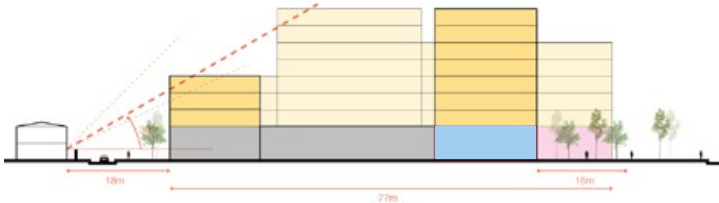


Figure 14 – Section B-B BSSA2



Figure 15 – Overview massing across the site allocation

5.1 Land Use

Development Principles

Town Centre Uses

- **TCU1 Diverse Uses:** Provide a range of Town Centre uses including retail, leisure, community, workspace and employment uses that retain an active frontage at ground floor and optimise upper floors for housing. (Local Plan policies BSGA1 and BE4)
- **TCU2 Public realm:** Seek opportunities to activate and enhance the public realm, through greening, street art, high-quality street furniture. (Local Plan policy BSGA1)
- **TCU3 Meanwhile Use:** Support the meanwhile use of vacant buildings or land for socially beneficial purposes including community use and workspace until occupied by the intended use. (Local Plan policy BE4 and Brent's Affordable Workspace Strategy)
- **TCU4 Character:** Be sensitive to local character with designs that respect and enhance local distinctiveness. The retention and enhancement of the southern parade of Church Road will be encouraged. Further guidance can be found within the Appendix A. (Local Plan policies BD1 and BE7)

Context

- 5.1.2 Town Centre uses are concentrated around Church Road, which serves as Church End's Town Centre, and along Dudden Hill Lane, a neighbourhood parade to the east. Church End Town Centre predominantly serves a local catchment area.
- 5.1.3 It has high levels of vacancies and takeaways. Although its retail offer is currently limited, Council redevelopment of the northern side of the Church Road parade and car park will deliver a new market square, community and commercial space, and new housing. This will be a catalyst to improve this area. See page 5.



Figure 16 – Church End Town Centre. Brent Image Library

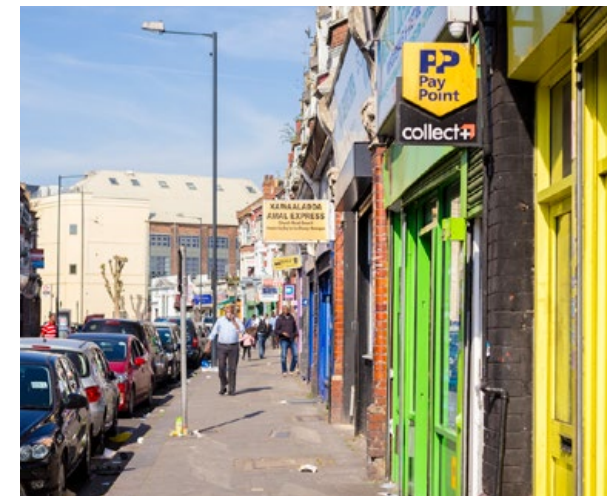


Figure 17 – Church End Town Centre. Brent Image Library

5.1 Land Use

Development Principles

Industrial & Employment

- **IE1 Intensification:** Maximise industrial floorspace through intensification. On Locally Significant Industrial Sites (LSIS), increase industrial floorspace with a target of achieving a minimum 0.65 plot ratio or existing, whichever is greater. Development on LSIS must not result in a net loss of industrial floorspace. (Local Plan policy BE2)
- **IE2 Affordability:** Provide 10% of new industrial floorspace as affordable workspace on LSIS, and provide the maximum viable affordable workspace on Local Employment Sites. (Local Plan policy BE3)
- **IE3 Co-Location:** Deliver new industrial that provides an appropriate mix of uses that can operate to optimal use. (London Plan policy D13)
- **IE4 Floorspace:** Provide a range of high quality industrial floorspace which is fit for purpose and reflective of borough needs, having regard to the site specific clusters and potential for specialisms as identified in the site allocations. For LSIS only those uses listed under criterion A of London Plan policy E4 are acceptable. (Local Plan policy BE2)
- **IE5 Business engagement:** Proactively engage with existing businesses to seek to retain them on site where possible, and support any businesses that cannot be incorporated to relocate off site. This is to be evidenced through a Business Relocation Strategy.
- **IE6 Local opportunities:** Support economic growth by creating and promoting opportunities for employment, skills and training development for local people particularly in emerging sectors. (Local Plan policy BE1)
- **IE7 Phasing:** On LSIS sites where residential is co-located with industrial, the industrial elements must be completed in advance of any residential element being occupied, in accordance with criterion D2 of London Plan policy E4. This should be conditioned to ensure compliance.

Context

- 5.1.4 Most of Church End's industrial stock is within designated Locally Significant Industrial Sites (LSIS). 30,000sqm employment space, accommodating around 60 businesses and approximately 500 jobs across a variety of business sectors. The top three uses are: wholesale (24%), vehicle sale & repairs (17%); and manufacturing (10%).
- 5.1.5 Church End, as with Brent as a whole, is represented in sectors more at risk of automation and changes in technology and patterns of trade. There is a need to enable future growth sectors such as the low carbon circular economy, science and technology, creative industries and food production. There is also a real need to increase employment levels and job quality.
- 5.1.6 Affordability is a key draw for businesses in Church End. Brent's Affordable Workspace Strategy and Action Plan (2020) identifies additional need for Incubator, Accelerator and Co-working space, cluster spaces for creative industries like film and music to build on existing workspace infrastructure, and makerspace.

5.1 Land Use

Development Principles

Residential

- **R1 Target:** Delivery of at least 1,300 new high quality homes co-located with industrial uses, by meeting or exceeding the identified site specific indicative residential capacity set out in Figure 11. (Local Plan policy BSGA1)
- **R2 Mix and tenure:** Create mixed, balanced and tenure blind housing to meets a range of identified local housing needs. A minimum of 35%, and when viable 50%, of new homes are to be affordable, with a tenure split of 70% Social Rent/London Affordable Rent and 30% intermediate (London Living Rent, affordable rent within London Housing Allowance limits and London Shared Ownership), and a minimum of 25% of new homes as family-sized dwellings (3 bed+). Early engagement with a Registered Provider is encouraged. (Local Plan policy BH5 & BH6)
- **R3 Specialist accommodation:** Deliver specialist older people's accommodation as a minimum of 10% of additional dwellings, over those with planning permission, across CEGA. The preferred sites with potential to support provision are BSSA1 Asiatic Carpets site

and BSSA2 B&M Home store and Cobbold Industrial Estate. (Local Plan policy BH8)

- **R4 Quality:** Deliver homes which promote health and well-being by providing quality internal and external amenity, good solar exposure, dual aspect units, etc. (London Plan policy D6, Brent Local Plan policy BH13)
- **R5 Co-location:** Deliver new housing that can sit comfortably alongside new industrial spaces. Mitigate any potential conflicts between uses and provide a high quality environment for both residents and businesses. (London Plan policy D13 & E7.)
- **R6 Accessible and adaptable housing:** Provide at least 10% of dwellings to meet Building Regulations requirement M4(3) 'wheelchair accessible standard' and the remainder to meet M4(2) 'accessible and adaptable dwellings.' (London Plan policy D7 & D5.)

Context

5.1.7 CEGA's housing stock is predominantly terraced housing, much of which has been subdivided or converted to Houses of Multiple Occupation. Overcrowding is an issue in Church End, as it is in Brent generally. The delivery of at least 1,300 homes will help address local and borough wide needs for housing, including affordable housing, specialist housing and family sized homes.

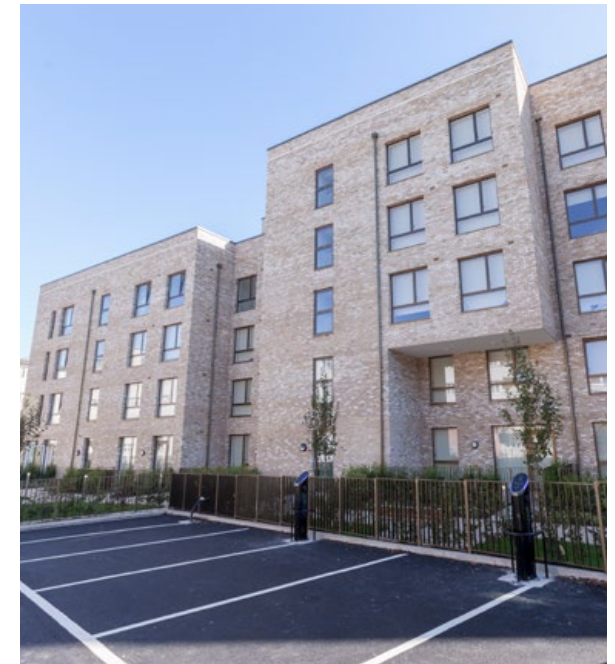


Figure 18 – North West Quarter – South Kilburn.
Brent Image Library

5.1 Land Use

Development Principles

Community & Cultural

- **CC1 New facilities:** Provide a range of new high quality, accessible, multi-functional community facilities, in accordance with Figure 12 as follows:
 - BSSA1 Asiatic Carpets – a community space linked to the existing arts and film production function and dedicated space to serve young people. A community facing function for the Probation Service is also encouraged, should it remain on site.
 - BSSA2 B&M Home Store and Cobbold Industrial Estate – space for primary, community, mental health care. Should premises not be required by the Integrated Care System, an alternative community space should be provided on site and a health focus will be encourage.
 - BSSA3 Church End Local Centre – small scale community spaces through reactivation of vacant or underutilised units.
 - BSSA4: Chapman's and Sapcote Estate – Workspace providing business support.

- BSSA5: Willesden Bus Depot – retention of a pub or alternative community function through meanwhile use and permanent reprovision within the redevelopment of the vacant Crown Public House. (Local Plan policy BSGA1).
- **CC2 Co-design:** Seek to engage local people, including young people, in the development and on-going operation of community space. Community Use Agreements will be secured to ensure community benefits are maximised including, where space is linked to a cultural or employment use, through training opportunities. (Local Plan policy BSI1, BE1).
- **CC3 Existing Uses:** Protect, retain and enhance existing community facilities, which are meeting a local need. (Local Plan policy BSI1).

Context

- 5.1.8 Brent Infrastructure Delivery Plan (2019) identifies the need for community facilities to support the new and existing community within the Growth Area, including new space to serve as a multi-use community centre, workspace,

a health dedicated facility, and 6FE (form of entry) secondary school and college. The new secondary school and college is already being built at Neasden Lane.

- 5.1.9 The Growth Area spans areas with diverse communities with different identities. Much of the existing community space is linked to particular religious groups, and there is a lack of space where all sections of the community can come together. There is also a lack of dedicated space and facilities for local young people. The council has ambitions for an OnSide Youth Zone to support the empowerment of young people in the borough.



Figure 19 – New Secondary School and College at Neasden Lane/Planning Application CGI.

5.1 Land Use

Existing Framework

Key

- E(a) Display or retail sale of goods, Wholesale
- E(b) Sale of food and drink for consumption
- E(c)ii Provision of professional services
- E(e) Provision of medical or health services
- E(f) Crèche, day nursery or day centre
- E(g)(i) Offices operational or administrative functions
- E(g)(iii) Industrial processes formerly
- B1(c) light industry
- B2 Use for industrial process
- B8 Storage or distribution
- C1 Hotel
- C2 Residential Institution
- C3 Dwelling Houses
- F1(a) Provision of education
- F1(f) Public worship or religious instruction
- F1(g) Law courts
- F2(b) Halls or Community meeting places
- Pubs
- Hot food/takeaways
- Betting shops
- Taxi business
- Scrapyard
- Petrol station
- Vacant
- Under construction
- Unknown
- Neasden Stations Growth Area (NSGA)
- Church End Growth Area (CEGA) boundary
- Site Allocation boundary
- Existing Green Spaces

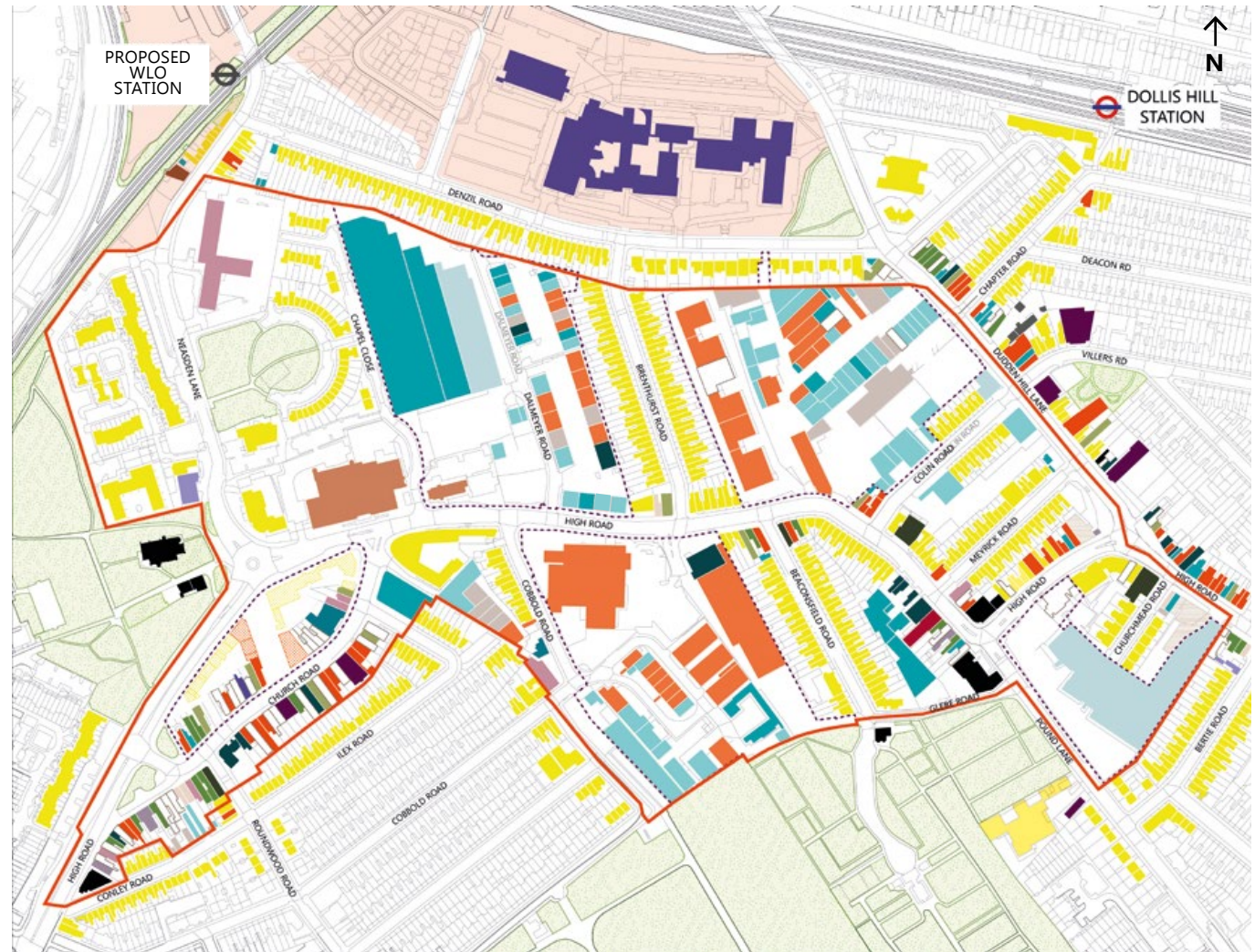


Figure 20 – Land Use based on street view survey [images: 2019] and Hawkins\Brown Church End Industrial Intensification and Co-location study, 2020. NOTE: these do not account for new vacancies and changes in use as a result of Covid-19

5.2 Movement and Connectivity

Proposed Framework

- 5.2.1 The proposed framework establishes a clear and cohesive street hierarchy. This approach aims to promote active and sustainable travel choices; promote permeability and connectivity with its surroundings; and improve servicing arrangements for industrial and commercial uses, whilst protecting residential amenities.
- 5.2.2 In order to support this framework, a number of interventions have been identified. Proposed interventions on Figure 30 include upgrades to existing junctions and crossings facilities; new crossing facilities to connect with local desire lines; new cycle facilities; and Liveable Neighbourhood schemes.
- 5.2.3 It is suggested an area wide 20mph speed limit in order to support and enable more trips by walking/cycling. This will be supported by other calming measures such as: improvements at junctions, redesign of road markings, speed humps, raised tables, introduction of trees in build outs, green buffer strips/SUDs where space allows.



Figure 21 – Proposed street hierarchy. Adapted Hawkins\Brown Masterplan Report

5.2 Movement and Connectivity

Proposed Framework

Street Hierarchy

● Dual Carriageway

Ideal widths: Footway min 2m clear width// Cycle Path min 2.2 m if one-way or 3.0m if two-way // Carriageway min. 3.5m per lane // Vegetated Buffer min 1m //. It should prioritise as a minimum: Street lighting facing both footway and carriageway; Formal wayfinding towards stations, nearby parks and key destinations; Green buffer between carriageways between carriageway and footways; Potential for reduction of carriageway lanes, additional trees, cycle parking, seating & play, rain gardens and Sustainable Urban Drainage (SuDs); Cycle lanes on both sides.

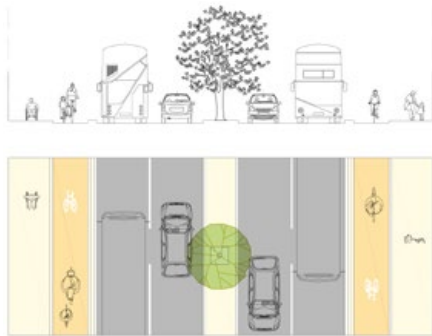


Figure 22 – Diagrammatic section dual carriageway

● Strategic Connector

Ideal widths: Footway min 2m clear width// Should provide: Street lighting facing both footway and carriageway; Junctions and crossings designed to facilitate safe, convenient active travel; Formal wayfinding towards stations, nearby parks, key destinations and Town Centres; Safe and overlooked cycle parking; Opportunities for greening vertical surfaces.

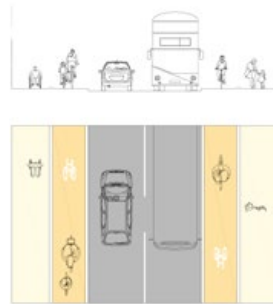


Figure 23 – Diagrammatic section strategic connector

● City Hub Boulevard

Ideal widths: Footway min 2m clear width// Cycle Path min 2.2m if one-way or 3.0m if two-way // Carriageway min. 3.5m per lane // Vegetated Buffer min 1-1.5m //. Feature street trees as buffer and green landmarks; Street lighting facing both footway and carriageway and potential downlighters for trees; Formal wayfinding towards stations, nearby parks, key destinations and Town Centres; Seating and spill out from adjacent ground floor uses; Safe and overlooked cycle parking; Junctions and crossings designed to facilitate safe, convenient active travel.

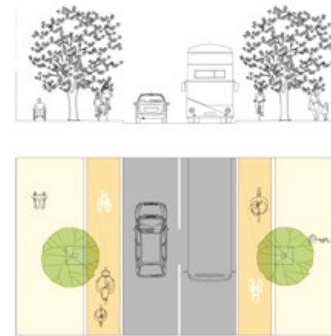


Figure 24 – Diagrammatic section city hub boulevard

● Local Street

Ideal widths: Footway min 2m clear width// Should provide: Lighting to prioritise footways; Clear sightlines to landmarks and informal wayfinding; Potential for small-scale community interventions and opportunities for growing; Junctions and crossings designed to facilitate safe, convenient active travel (particularly with strategic connector/dual carriageway).



Figure 25 – Diagrammatic section local street

*Sections are for illustrative purposes only and indicate best practice and scenarios. Further consideration will be given to specific road constraints.

5.2 Movement and Connectivity

Proposed Framework

● City Place

Ideal widths: Footway min 2m clear width//Min. 8m. Footway min 2m // Pedestrian priority/shared surface. Should provide: Street trees and low level planting; Formal wayfinding; Lighting to prioritise footways; Benches Seating and spill out from adjacent ground floor uses; Safe and overlooked cycle parking.



Figure 26 – Hildreth Street, Balham. TfL Healthy Streets for London

● Industrial/residential

Ideal widths: Footway min 2m clear width//. Should provide: Street lighting facing both footway and carriageway; Clear formal signage for the industrial estates; Clear wayfinding for pedestrians and cycle connections; Green buffer between servicing routes and pedestrian/ cycle infrastructure, trees.



Figure 27 – San Sebastian. Hawkins\Brown Masterplan Report

● Pedestrian links

It should prioritize as a minimum: Lighting; Potential for greening and small-scale SuDs interventions; Wayfinding; Public art and murals.



Figure 28 – Street art in Ipswich city centre. Outside and Active

● Green Routes

It should prioritize as a minimum: Playful and feature lighting; Seating; Greening, SuDs and intensive landscaping; Informal wayfinding; Public art and play interventions.



Figure 29 – Drapers Field by KLA « Landscape Architecture Platform | Landezine

*Photos are for illustrative purposes only and indicate best practice and scenarios. Further consideration will be given to specific road constraints.

5.2 Movement and Connectivity

Proposed Interventions

Key

- Streetscape Improvements: lighting, pavement, greening
 - 1.1 Church Road + Market day closures
 - 1.2 Cobbold Rd/Franklyn Rd
 - 1.3 Beaconsfield Rd
 - 1.4 Dollis Hill Station/Chapter Road
 - 1.5 Neasden Ln
 - 1.6 High Road
 - 1.7 Neasden Station Public Realm (project part of NSGA, design and funding subject to confirmation and approval from TfL)
 - 1.8 Colin Road
- Crossing Improvements
 - 2.1 Roundabout A407 (High Road) and B453(Neasden Ln)
 - 2.2 Church Rd/High Road: Upgrade to toucan crossing
 - 2.3 High Road/Mayo Road: Upgrade toucan crossings
 - 2.4 Dalmeyer/High Road: Install zebra crossing at junction
 - 2.5 Pound Lane/High Road: Install controlled crossings
 - 2.6 Bus gate on High Road to remove general traffic
 - 2.7 Dudden Hill/High Road: Straight-ahead crossings
 - 2.8 Dudden Hill: New crossing to connect with Station
 - 2.9 Chancel House Secondary School: install new crossing
 - 2.10 New crossing High Road/Colin Road
 - 2.11 Improvement to existing crossing ->Brent Mencap
- Cycleway Improvements
 - 3.1 High Road cycle route
 - 3.2 Church End Road cycle route and facilities
 - 3.3 Neasden Ln cycle lane route
 - 3.4 Dudden Hill cycle route and facilities
- ➔ Cycle route
- Low Traffic Neighbourhood
 - 4.1 Roundwood cell
 - 4.2 Church Road cell
 - 4.3 Willesden Green cell
 - 4.4 Bus Depot cell

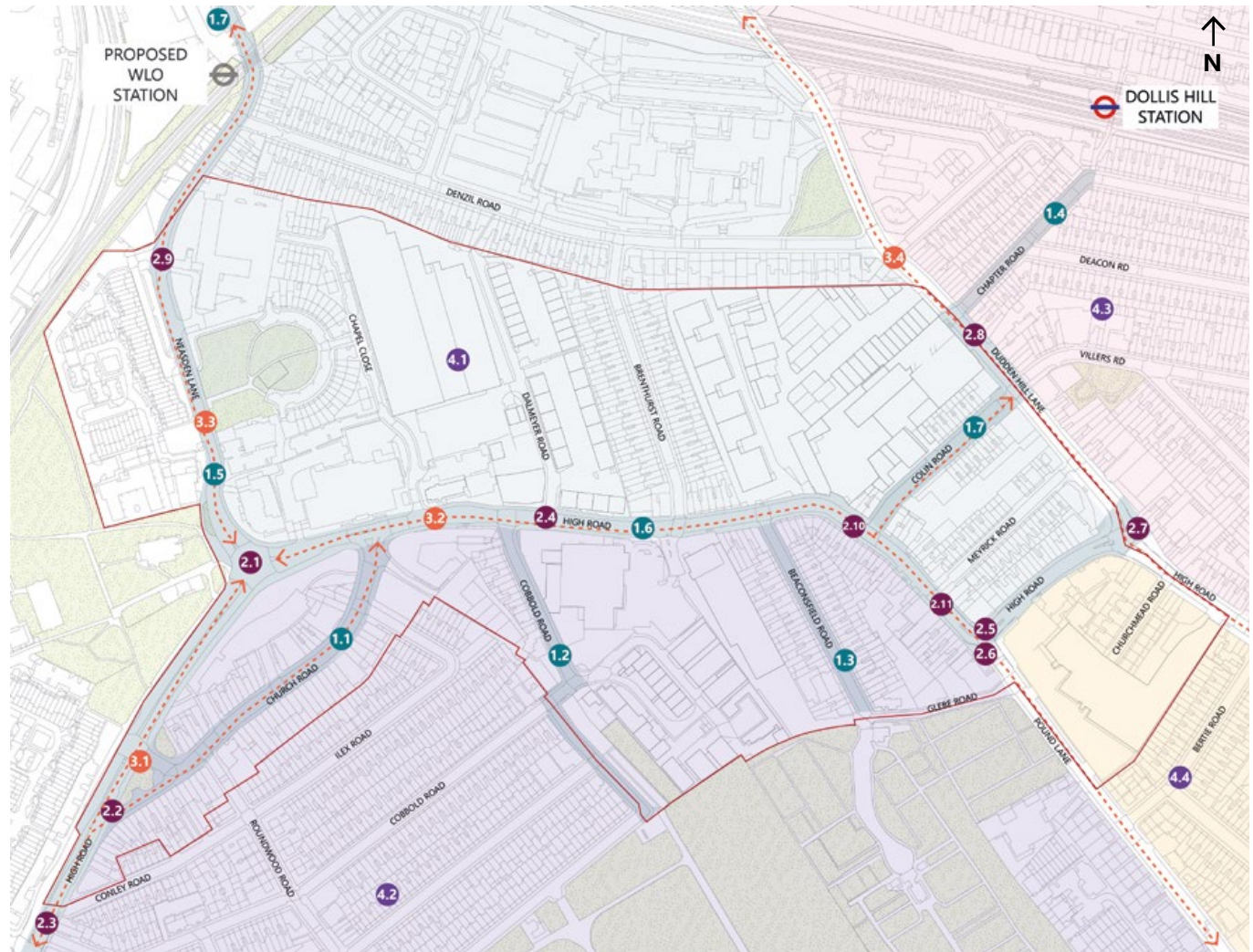


Figure 30 – Proposed infrastructure projects. Adapted Hawkins\Brown Masterplan Report

○ Church End Growth Area (CEGA) boundary

5.2 Movement and Connectivity

Proposed Interventions

- 5.2.3 For Church End Town Centre, two options have been identified to create an improved environment. These interventions will be further developed through engagement with the community and TfL.
- Option 1** – Create a low-traffic environment on Church Road: The proposal would restrict through traffic along Church Road between Ilex Road and Roundwood Road. Only London buses and cyclists could travel through this section. Daytime servicing and loading for local businesses would be restricted to early morning and from early evening. Bus stops would be relocated to each end of Church Road.
 - Option 2** – Building upon option 1, recreate the historic alignment of Church Road: The two green spaces would be joined to form a public square whilst businesses at the western end of the high street would retain access to servicing and loading facilities. In this option, London buses would continue to circulate throughout. The section between Ilex Road and Roundwood Road would continue to have restricted traffic for private vehicles, but movement throughout the two roads would remain as it is.

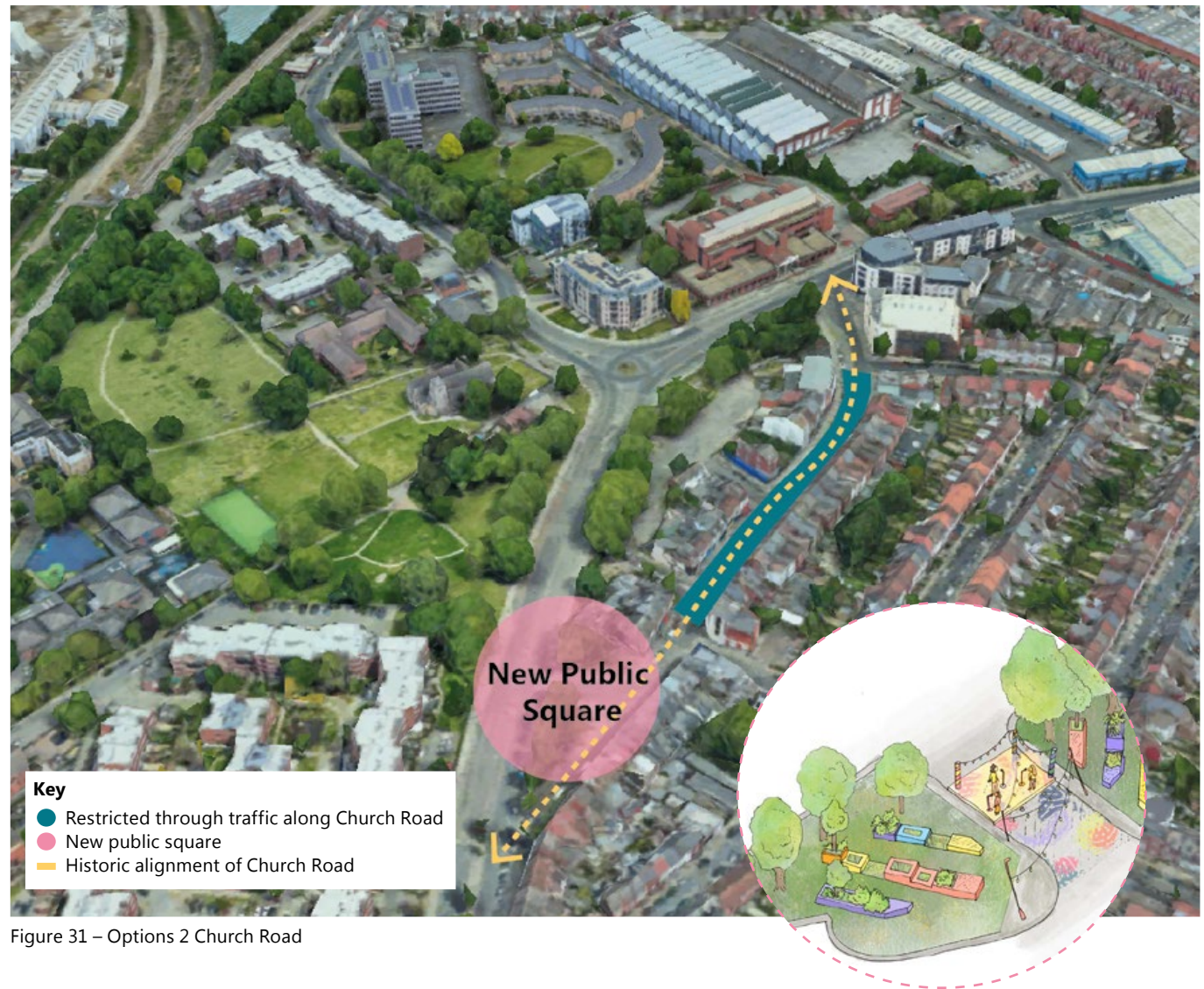


Figure 31 – Options 2 Church Road

5.2 Movement and Connectivity

Development Principles

Sustainable Travel

- **ST1 Active Travel:** Development should prioritise active, efficient and sustainable transport choices, contributing to the recommendations in Figure 30. Conditions and connectivity for pedestrians and cyclists should be improved to key destinations including public transport stations and Church Road Town Centre. (Local Plan policy BT1)
- **ST2 Healthy streets:** A 'Healthy Streets' approach, as set out in the Mayor's Transport Strategy underpinned by the introduction of an area wide 20mph, will contribute to make the area safer, greener and more inclusive. Development should be consistent with the street hierarchy in Figure 21. (London Plan policy T2)
- **ST3 Wayfinding and public art:** Public realm should integrate public art at gateway locations and more incidentally at a neighbourhood level, with the involvement of the local community. Signage and wayfinding to key destinations should use Legible London signage and be clear to overcome language barriers. (London Plan policy D8)

- **ST4 Cycling:** Developers should support the creation of new east-west and north-south cycle routes across CEGA. High quality, safe, secure cycle parking and storage facilities are to be provided on the routes as well as within buildings. (Local Plan policy BT1), Local Transport Note (LTN) and London Cycling Design Standards (LCDS).
- **ST5 Bus stops:** Any relocation of stands and stops must be discussed with TfL in advance of any application being submitted, to ensure that any alternative location offered is suitable and adheres to TfL's standards.
- **ST6 Inclusive cycling:** Cycle infrastructure needs to support people with physical or mental disabilities, new cyclists, the elderly, injury rehabilitation referrals and those lacking the confidence to take a bicycle out on the road.

Context

5.2.4 The Covid-19 pandemic has dramatically changed the way in which people choose to travel across Brent and London as a whole. Initially, more people walked and cycled. However, latterly more journeys are taken by private car, suggesting former commuting patterns might re-establish themselves.

- 5.2.5 The majority of key destinations including the underground stations, are within a short 400m (approx. 5 mins) walking distance of the centre of CEGA. Routes are often of poor pedestrian amenities. Principal challenges identified include:
- High Road between Neasden Lane and Pound Lane: Currently dominated by traffic. Neasden Lane and Dudden Hill Lane: pedestrians and cyclists share routes alongside large flows of vehicular traffic.
 - Severance: Onward connectivity is limited by the presence of physical barriers, such as railway lines with few crossing points.
 - Wayfinding: Church End can be a difficult area to navigate because of its absence of clear wayfinding or signage.
 - Crossing points: There is a lack of formal, signalised and convenient pedestrian crossings on desire lines and particularly at major junctions.
 - Cycling: There is limited cycling infrastructure within CEGA, and this includes cycle routes, racks and storage. The only dedicated cycle route is a 250m section of the High Road below the junction with Neasden Lane. London Cycle Network (LCN) Routes 47 and 48 are signposted through the area. Faded line markings and narrow sections add to the sense of poor provision and amenity.

5.2 Movement and Connectivity

Development Principles

Traffic Management

- **TM1 Transport impacts:** Development should be underpinned by a robust Transport Assessment and Travel Plans to mitigate and manage transport impacts. (NPPF)
- **TM2 Car ownership and parking:** Reduce travel by private car through car-free or car-lite development supported by provision for shared mobility including car clubs. Provision must be made for charging electric or Ultra-Low Emission vehicles. (Local Plan policy BT2) Footway parking should be avoided.
- **TM3 Logistics:** Development should be informed by Delivery and Servicing Plans. These should balance providing adequate access, yard space and servicing arrangements for industrial/commercial uses and residents whilst protecting amenity. Technical innovation to consolidate delivery and construction transport as well as the use of non-motorised freight transport is supported and encouraged, including provision for electric vehicles. Consideration should be given to imposing safety standards for delivery and servicing vehicles at the site: minimum of FORS Silver, preferred of FORS Gold for all HGVs). (Local Plan policy BT3)

- **TM4 Inclusive parking:** Disabled parking needs to be secured in new developments and to access community facilities. Please also refer to London Plan parking standards.

Context

5.2.6 Church End is well served by the Strategic Road Network. The study area is flanked by Neasden Lane and Dudden Hill Lane. Neasden Lane serves as the main access from and to the North Circular Road (A406), whilst Dudden Hill Lane provides an alternative route from the East. Both provide strategic connections from the south of the Borough and converge at the Grange Gyratory, to the north of Neasden Station. The historic High Road (A407) then provides the east-west connection. All routes carry strong traffic flows and impact upon the quality of the environment in CEGA.

5.2.7 Proximity to the North Circular Road makes the area attractive to a variety of industries. Existing land uses, including light industrial and warehouse units, increase the proportion of trips by large vehicles into the study area.

This further exacerbates the impact on the road network. Heavy Goods Vehicles (HGVs) on some residential streets also contribute a cluttered, dirty and dangerous environment.

5.2.8 Despite low car ownership and relatively good Public Transport Accessibility Levels across the area, parking pressures on local streets can be high, particularly in Church End Town Centre. These pressures are closely linked to specific activities, such as market day or Friday prayers. Church End Town Centre can suffer from high levels of car parking contraventions, particularly double parking. At times this causes delays to bus services. Spaces are also used by businesses meaning customers can find it difficult park near businesses or venues.



Figure 32 – Church Road during Market Days

5.2 Movement and Connectivity

Existing Framework

Key

-  Tube station
-  Proposed WLO Station
-  Bus services: estimated bus frequencies:
AM peak (thicker line busier route)
-  Bus stop
-  400m walking distance from public transport station
-  Segregated cycle tracks
-  Existing London Cycle Network
-  CEGA boundary

*Quietway 3 terminates in Gladstone Park, and currently provides an important cycle link to central London. TfL has aspirations to extend this route further west through Neasden and towards Wembley and Harrow.

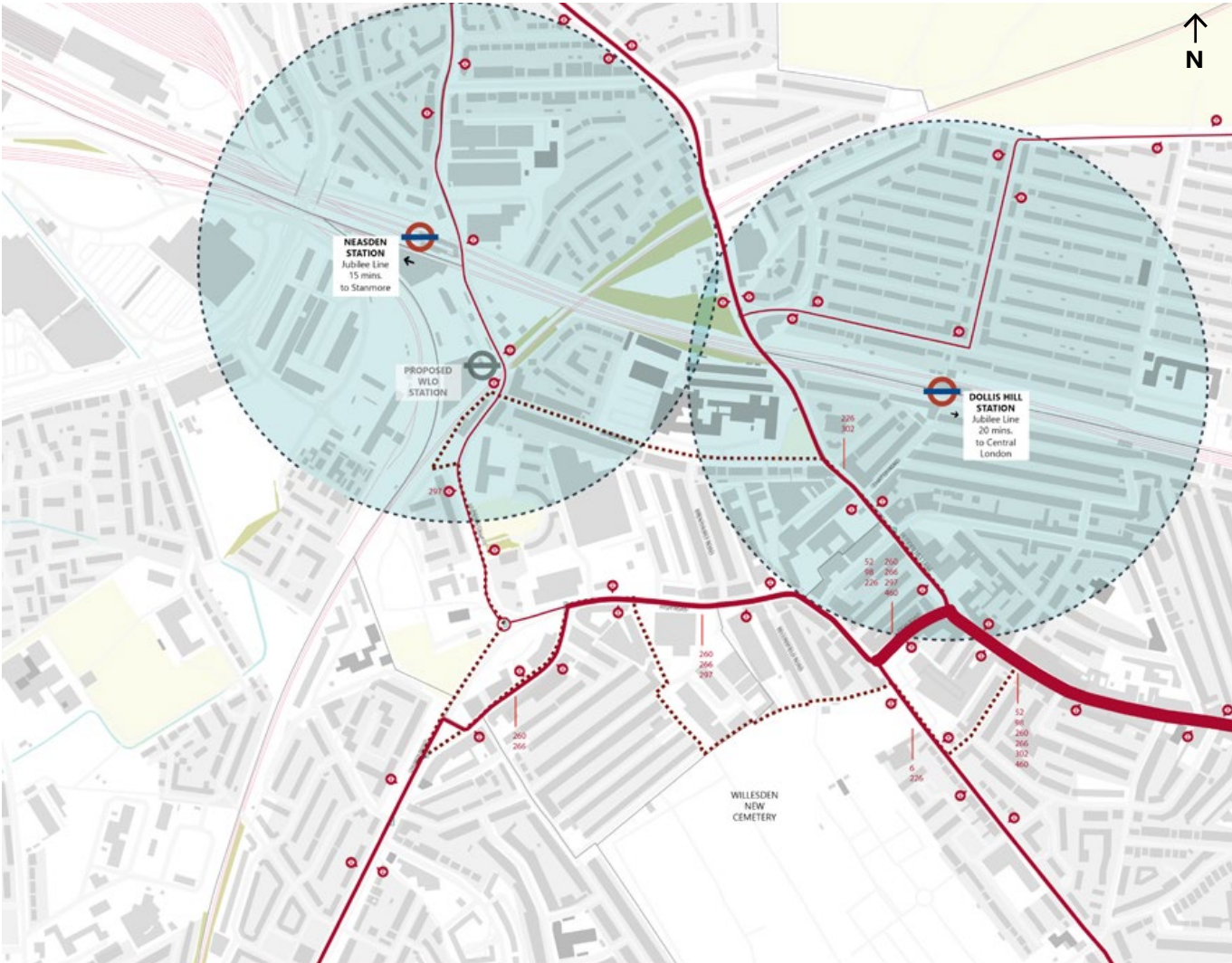


Figure 33 – Existing Movement and Transport Network. Adapted Hawkins\Brown Masterplan Report

5.3 Green and Open Spaces

Proposed Framework

5.3.1 The proposed urban design framework will create a network of new and enhanced multi-functional open spaces, supporting health and well-being and opportunities for recreation and relaxation.

Key

- New Open/Green Spaces
 - 1.1 BSSA1: Residential Garden: 0.2 ha
 - 1.2 BSSA1: Creative Square: 0.2 ha
 - 1.3 BSSA2: Linear Open Space: 0.1 ha
 - 1.4 BSSA2: Rooftop Sport: 0.1 ha
 - 1.5 BSSA2: Rooftop Amenity: 0.05 ha
 - 1.6 BSSA3: Market Square: 0.2 ha
 - 1.7 Denzil Road Pocket Park: 0.05 ha
 - 1.8 Conley Road Pocket Park: 0.05 ha
- Improvement to existing spaces
 - 2.1 BSSA3: Town Centre: 0.3 ha
 - 2.2 BSSA3: Pocket Park: 0.01 ha
 - 2.3 St Mary's Church Yard: 0.3 ha
 - 2.4 St Mary's Forecourt: 0.1 ha
 - 2.5 Neasden Lane Open Space: -
 - 2.6 Franklyn Road Open Space: 0.05 ha
 - 2.7 Willesden New Cemetery: 0.3 ha
- Play and Recreation
 - 3.1 BSSA1: LAP: 1 x 400sqm
 - 3.2 BSSA2: LAP: 1 x 100sqm
 - 3.3 BSSA3: LAP: 1 x 100sqm
 - 3.4 St Mary's Church Yard: LAP: 1 x 100sqm
 - 3.5 Neasden Lane Open Space: LEAP: 1 x 300sqm
 - 3.6 Learie Constantine Open Space: LAP: 1 x 100sqm
 - 3.7 Franklyn Road Open Space: LAP: 1 x 100sqm
- Food Growing Related
 - 4.1 BSSA2: Rooftop Food Growing
 - 4.2 Trussell Food Growing
- Sports
 - 5.1 BSSA2: Rooftop Sports Court
 - 5.2 Chancel House New School
 - 5.3 Neasden Ln Open Space
- Church End Growth Area (CEGA) boundary
- - - Site Allocation boundary
- New green spaces
- Public realm improved/greening

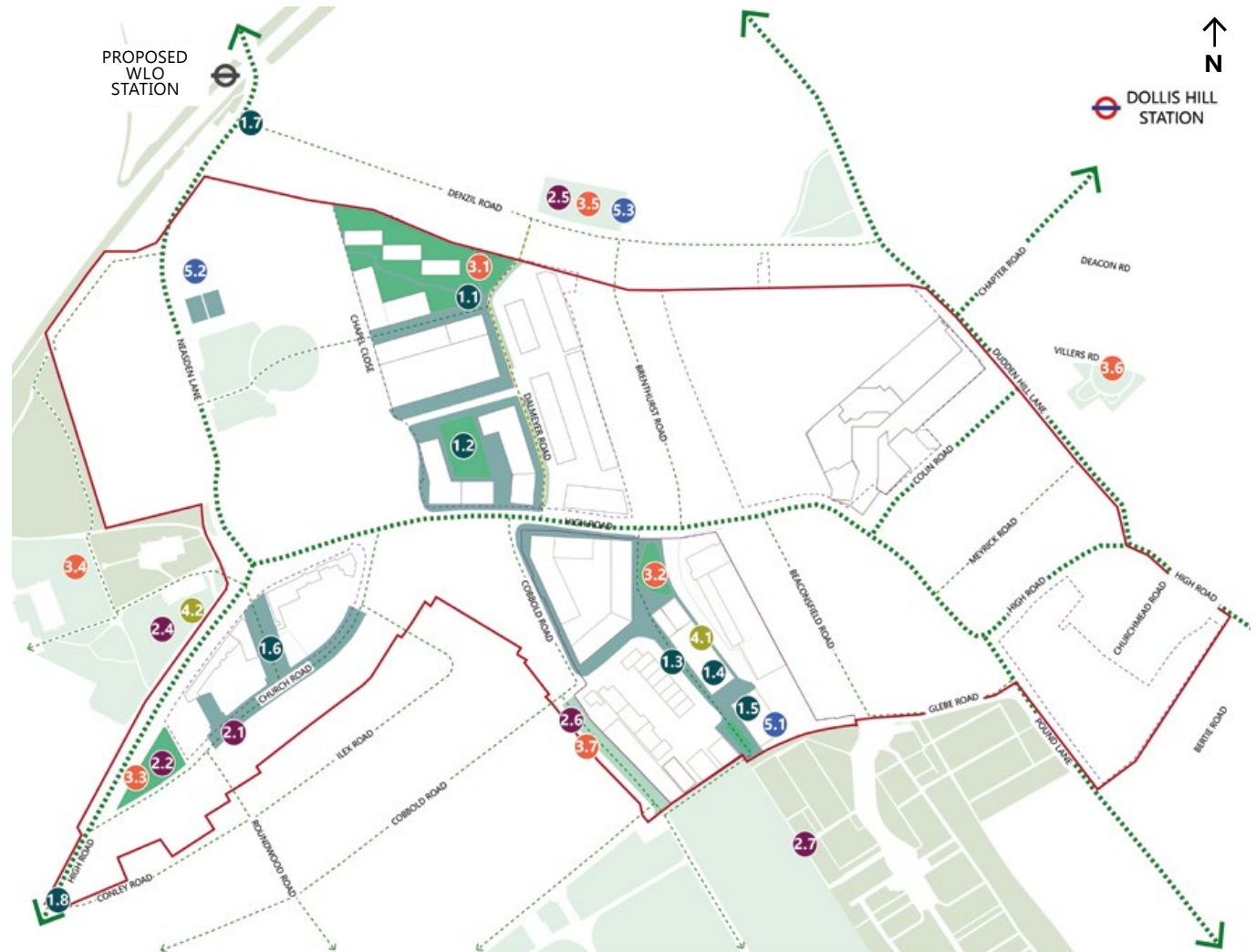


Figure 34 – Proposed green infrastructure framework. Adapted Hawkins\Brown Masterplan Report

5.3 Green and Open Spaces

Development Principles

Open and Green Spaces

- **OGS1 Green spaces:** Contribute to the creation of a network of multi-functional green spaces, based on the site-specific requirements set out in Figure 34. (Local Plan policy BG11)
- **OGS2 Connectivity:** Connect new green spaces into the wider network of existing green spaces through street improvements. (London Plan policy G1)
- **OGS3 Safety:** Create safe spaces and secure access by designing out crime, and by providing well-lit and overlooked spaces, adjacent uses that provide activation. Development proposals should pay due regard to Secured by Design (SbD) standards. (Local Plan policy BG11)
- **OGS4 Maintenance:** Plan for long-term management and maintenance to ensure spaces are well-used and remain high quality over time. Developers should engage the community in the design of spaces to promote a sense of ownership, respect and responsibility. (Local Plan policy BG11)

- **OGS5 Sustainable design:** Deliver high quality design by integrating sustainability principles and ecological landscape features. This can include permeable paved surfaces, native planting, durable/recycled materials for artificial elements, reduce watering maintenance, recycling provision, and renewable energy lighting. (Local Plan policy BG11)

Context

5.3.2 The Covid-19 pandemic highlighted the unequal access to quality open and green spaces and the impact this had in people's physical and mental health. CEGA suffers from a lack of open space, with the majority of CEGA located in an area of open space deficiency based on GLA's accessibility standards.

5.3.3 Figure 45 provides an overview of the local open space network within a 5, 15 and 25 minute walk from the centre of CEGA. 5 minutes walking distance. Within CEGA's inner boundary, the cemetery and church yard offer limited opportunities for recreation such as sports and play.

5.3.4 Within the wider open space network, the typologies vary between parks, churchyard, allotments, and cemeteries. Most of the green spaces are located at the periphery or beyond CEGA. However, these open spaces are beyond the GLA accessibility standards, generally away from areas of higher footfall and not very visible.

5.3.5 In 2019 Keep Britain Tidy (KBT) assessed the conditions of facilities and the quality of existing provision against the Green Flag Standard. KBT identified key issues related to damage and vandalism, lack of facilities, absence of disability access, lack of natural surveillance and poor visibility in and out of the existing open spaces.



Figure 35 – Gillet Square, Hackney/Hawkins/Brown Masterplan Report

5.3 Green and Open Spaces

Development Principles

Play and Recreation

- **PLR1 Play areas:** Provide play areas and informal recreation spaces appropriate for different age groups, including children and teenagers, to be delivered in accordance with the site specific requirements set out in Figure 34. Provide 10sqm of dedicated play space per additional child. Prioritise on-site provision of play areas. Where provision of play is for older children who can travel further, it should be within 400m of the development and accessible via a safe route. If the developer proposes to make use of existing provision, then a financial contribution will be sought to enhance its quality and/or accessibility. (London Plan policy S4)
- **PLR2 Co-location of uses:** Co-locate formal play areas, informal play spaces and informal recreation spaces with places to dwell. Spaces should be designed to encourage social interaction and a variety of play opportunities for all ages. (London Plan policy S4)
- **PLR3 Inclusive Play:** Make spaces more playable by providing an environment that

is stimulating, incidental, safe to access, overlooked, incorporates greenery, and not segregated by tenure. (London Plan policy S4)

- **PR4 Routes:** Incorporate accessible routes for children and young people to existing play provision, schools and youth centres, enabling them to play and move around their local neighbourhood safely and independently. (London Plan policy S4)
- **PR5 Noise:** Consider adequate mitigation from noise where play areas are provided in shared amenity spaces or at podium level. (Local Plan policy DMP1)

Context

5.3.6 Across CEGA, there is limited provision of formal (equipped) play facilities and informal play spaces. There are however, two play spaces located at St Mary's Churchyard and Neasden Lane Open Space. KBT concluded that the local area as a whole has low provision of equipped play space.

5.3.7 There is a perception of poor personal safety in Church End and many families can feel

uncomfortable and unwilling to allow younger children to play in dedicated play spaces that sit isolated on quiet streets. Consultation activities highlighted a lack of spaces for children and teenagers.

* LAPs (Local Area for Play): A LAP is primarily for under-6s within 100m or 1 minute walking time. The recommended minimum activity zone for a LAP is 100sqm. A LAP can be within residential areas, and includes pocket parks. LEAPs (Local Equipped Area for Play): A LEAP is for children who are beginning to play independently within 400m/5 minutes' walk. Its recommended minimum activity zone is 400 sqm. Mostly located within parks and residential areas.



Figure 36 – Example LEAP – Cowley Teenage Space, Lambeth. Hawkins\Brown Masterplan Report

5.3 Green and Open Spaces

Development Principles

Food Growing

- **FG1 Food growing:** Provide opportunities for food growing and community gardening on major sites, as per Figure 34. If not feasible, then appropriate off-site locations should be identified in consultation with the Council's allotment officer. (London Plan policy G8)
- **FG2 Ground investigation:** Consider the suitability of sites for food growing at ground level. This will need to be confirmed through ground investigation and remediation. (London Plan policy G8)
- **FG3 Site requirements:** Developers should lay out the initial landscape structure, allowing occupiers to then build on this with their own personalised planting schemes. Include a water supply as a minimum and, depending on the siting, secure perimeter fencing and footpaths. (London Plan policy G8)
- **FG4 Management:** Plan for long-term management and maintenance. Establish a management board to ensure food growing remains are well-managed in the long-term. (Local Plan policy DMP1, BGI1)

Context

5.3.8 Based on consultation with residents, there is great appetite for local food growing and gardening within CEGA. Although there are several allotments spaces nearby, most are at full capacity with long waiting lists.

5.3.9 Figure 45 shows allotments outside the CEGA boundary within a 20 minute walk; these include Yeats Close Allotment, Bridge Road Allotment, Gibbons Road Allotment, Longstone Allotment and Harlesden Town Gardens. Harlesden Town Gardens to the south of CEGA provides a good precedent of casual and accessible growing spaces successfully greening neighbourhoods and serving as social spaces.



Figure 37 – Wolves Lane Centre, Haringey. Wolves Lane Centre



Figure 38 – Uncommon Ground, Chicago. NPR Org

5.3 Green and Open Spaces

Development Principles

Urban greening, Biodiversity and Habitat creation

- **UBH1 Urban Greening factor:** Aim to meet the Urban Greening Factor (UGF) of 0.4 for developments that are predominantly residential and 0.3 for those predominantly commercial (excluding B2 and B8 uses). The minimum net gain in biodiversity should be 10% in line with the Environment Act 2021. (London Plan policy G5)
- **UBH2 Biodiversity gains:** Consider biodiversity in the wider site design and aim to secure net biodiversity gains. A balance should be struck to ensure quiet and undisturbed spaces where wildlife can thrive. (London Plan policy G6)
- **UBH3 Biodiversity links:** Create habitat corridors that connect to the existing network of wildlife corridors and habitats in the surrounding area. High quality landscape features should be integrated into street design separating conflicting modes of transport. (Local Plan policy BGI1)

Context

5.3.10 CEGA is built up and lacks green cover and areas for wildlife. Green spaces of importance to biodiversity within the surrounding area include: Roundwood Park and Willesden New Cemetery Grade II Site of Importance for Nature Conservation (SINC), St Mary's Churchyard Grade I SINC, Dudding Hill Loop between Cricklewood and Harlesden which is a Grade I SINC and wildlife corridor.



Figure 39 – Camden Beeline Org Gallery



Figure 40 – Stratford Butterfly Farm Gallery

5.3 Green and Open Spaces

Development Principles

Outdoor Sports Facilities

- **OSF1 Health and well-being:** The fitness and wellbeing needs of the existing and new community should be met through the provision of multifunctional sports facilities to encourage an active lifestyle. Site-specific requirements in Figure 34 sets out the minimum to be delivered. (London Plan policy S5)
- **OSF2 Maintenance:** Development should contribute towards the maintenance, improvement and, where possible, expansion of existing sports facilities. (London Plan policy S5)
- **OSF3 Facilities:** All sports facilities, including pavilions, changing rooms, artificial pitches, and lighting, should be developed in accordance with Sport England's Design Guidance to ensure they are fit for purpose. (London Plan policy S5)
- **OSF4 Integration:** Developments should promote community cohesion and the multiple use of new premises will be secured through Community Use Agreements. (Local Plan policy BSI1)

- **OSF5 Design:** Developments must plan for active design. Please refer to the [Sport England Active Design](#) checklist.

Context

5.3.11 There are no indoor sports facilities within CEGA. However, an outdoor sports pitch is located adjacent St. Mary's Churchyard and Fields. There is also additional provision within a 20/25 minute walk at Roundwood Park, Gladstone Park, Willesden Sports Centre and the College of North West London (CNWL). The redevelopment of Chancel House, CNWL and the NSGA are expected to retain/bring forward new sports facilities. There is a strong local community demand for more sports facilities, such as football pitches, basketball courts and a gym.



Figure 41 – Osterley Sports Centre. Lampton leisure



Figure 42 – Yinka Ilori design for the first public basketball court in Canary Wharf. Yinka Ilori Journal

5.3 Green and Open Spaces

Development Principles

Public Realm

- **PR1 Streetscape:** Integrate elements that are functional and aesthetic in pedestrian spaces that provide amenity and utility to its users. (London Plan Policy D8 Public Realm)
- **PR4 Public art:** Ensure integration of public art in proposals and the involvement of the local community. (London Plan Policy D8 Public Realm)
- **PR5 Trees:** Retain existing trees and identify opportunities for introducing new street trees. Any loss of trees should be offset by appropriate mitigation measures. (Brent Local Plan Policy BGI2)

Context

5.3.12 The experience of moving around Church End can be quite confusing and disorientating, particularly for pedestrians. Due to poor quality public realm and a lack of east-west connections across the area, there it is not a clear or preferred route for pedestrians and cyclists, and vehicular movement is prioritised over more vulnerable road users.

5.3.13 The prominence of roads and service yards results in a large proportion of the surfaces within the CEGA consisting of tarmac or other similar materials robust enough to manage large vehicle traffic for industrial uses. The Growth Area has very wide roads with on-street parking, supported by additional car parks distributed across the area. By contrast, pedestrian footways remain narrow and cycling infrastructure is limited.

5.3.14 The Council is supportive of sport and recreation facilities to complement employment uses. Sports and leisure uses will therefore be considered acceptable on existing retail sites where their need is evidenced, in addition to designated and non-designated employment land where they contribute toward mixed communities, and development intensifies industrial/employment floorspace in accordance with Local Plan policies.



Figure 43 – Playful Street, Kings Crescent Estate, Muf Architecture



Figure 44 – Church End Street Mural, Conley Road/
Brent Image Library

5.3 Green and Open Spaces

Existing Framework

Key

- Within a 10min walking distance

1

Willesden New Cemetery

2

St Mary's Churchyard and Fields

3

Neasden Lane Open Space
- Further than 20 min walking distance

4

Yeats Close Allotments (1.4 ha)

5

Bridge Road Allotments (1.6 ha)

6

Gibbons Recreation Ground (3.3 ha)

7

Gibbons Road Allotments (0.5 ha)

8

Brentfield Open Space (10.2 ha)

9

Harlesden Canal

10

Marian Way (<0.2ha)

11

Chadwick Road (<0.2ha)

12

Longstone Avenue Open Space (11.9 ha)

13

Roundwood Park (14.8 ha)

14

Gladstone Park South (13 ha)

15

Gladstone Park (27 ha)
- Canal network

CEGA Boundary

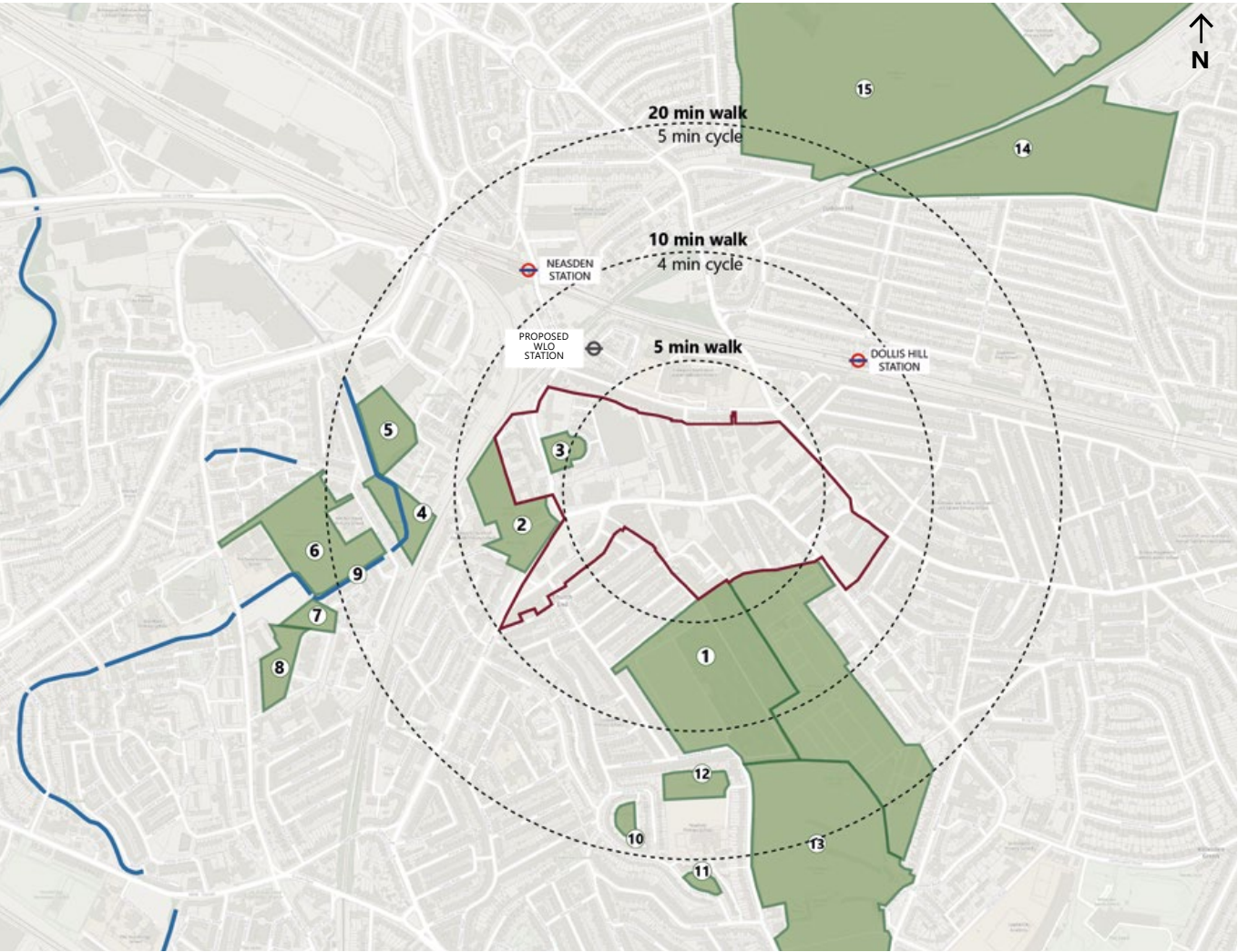


Figure 45 – Existing green infrastructure

5.4 Building Design and Architecture

Proposed Framework

5.4.1 The proposed urban design framework is informed by a detailed analysis of the local landmarks and heritage which contribute to Church End's distinctive identity. Based on a detailed analysis of CEGA it identifies typologies for new development which can broadly be categories into three groups:

- **High Street (site-by-site intensification)**
- **New low-mid rise residential:** Low to-mid-rise residential. This responds to the adjacent two storey terraced houses.
- **New mid-high rise residential:** It is defined as a range of typologies that respond to the different spatial conditions of each site allocation.
- **New stacked residential/industrial:** Represents an important part of the masterplan. It is broadly defined as large podiums with blocks above or yards.
- **New intensified industrial**
- **New community related uses**
- **Existing**

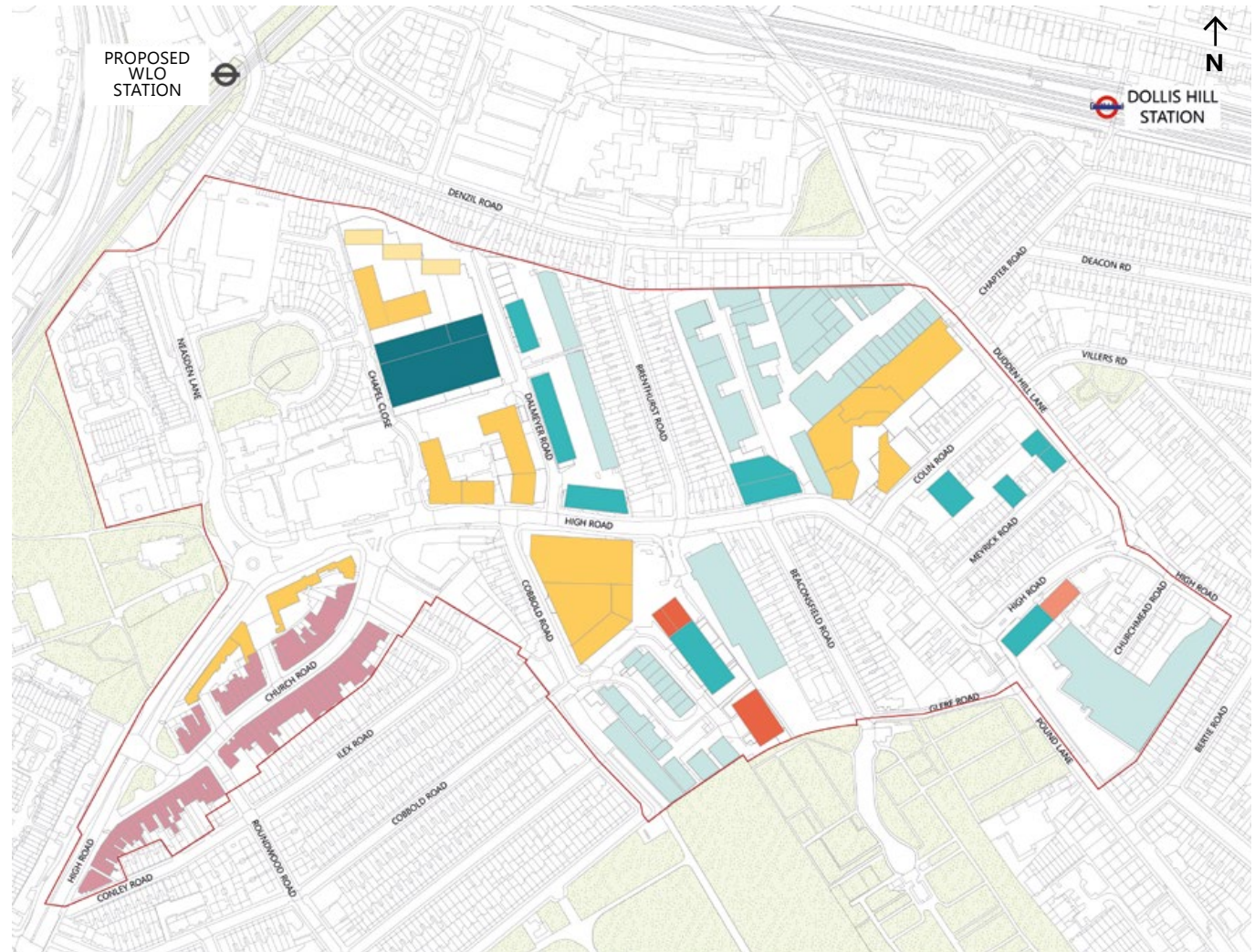


Figure 46 – Proposed building typology. Adapted Hawkins\Brown Masterplan Report

5.4 Building Design and Architecture

Proposed Framework

High Street (site-by-site intensification)



Redchurch Townhouse, Shoreditch, 31/44 Architects. Infill on high street responding to local character and grain

New low-mid rise residential



Sutherland Road, Walthamstow, Levitt Bernstein. Creating contrasting aesthetic of typically residential and typically industrial materials and motifs

New mid-high rise residential



Burridge Gardens, Hawkins\Brown. Mid-high rise blocks consisting of traditional materials used innovatively to incorporate art and feature detailing

New stacked industrial/ residential



Caxton Works, Studio Egret West. New residential-led development stacked above industrial units using scale and materials to distinguish between uses

New intensified industrial



Shoe Polish Factory, Architecture 00. Stacked industrial and workspace uses implementing a playful industrial typology and palette

New community hub



TNG Youth Centre, RCKa. New community hub and youth centre housed within restricted site



Alex Monroe Studio, Bermondsey, DSDHA. High street extension reflecting local scale and typology but introducing new cladding and aesthetic



Bourne Estate, Clerkenwell, Matthew Lloyd Architects. Sensitive low-mid rise extension of residential using a range of materials and motifs to reflect existing character



King's Crescent, Karakusevic Carson Architects. High-rise development reflecting London's new residential typology



Bow Enterprise Park, ORMS Architectural Design. New residential-led development stacked above industrial units using scale and materials to distinguish between uses



Poplar Works, Poplar HARCA. Low rise stacked industrial uses reflecting industrial roofscape

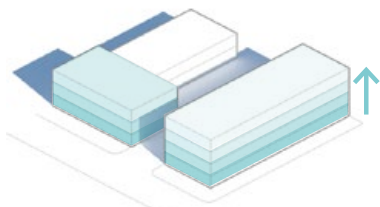


The Granville, RCKa. Retrofit of existing building to provide new community hub and affordable workspace

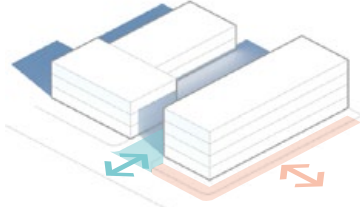
5.4 Building Design and Architecture

Design Principles

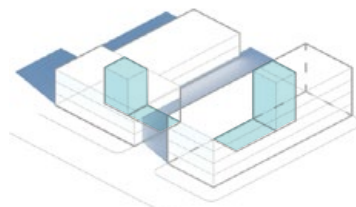
Industrial Intensification



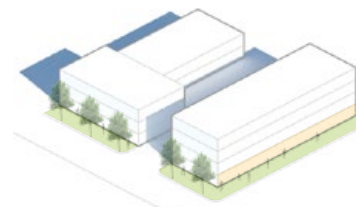
Provide a wide range of accommodation types helps better respond to the demands as well as optimising the way space is used. Encourage stacking smaller activities above larger ones.



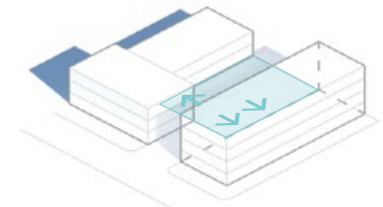
Separate access for different uses and users consolidates servicing areas allowing dedicated pedestrian and cycle access from the street. Providing multiple access points can radically improve accessibility of an industrial estate.



Sharing of facilities can create more efficient, intensive use of space. Facilities for loading, storage, goods lifts, gantry cranes, meeting space can be pooled and booked as required, allowing these facilities to be more intensively used throughout the day.

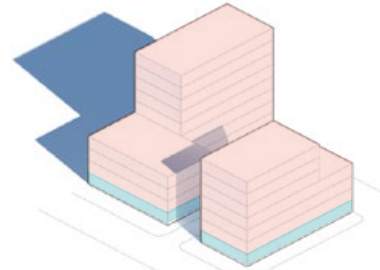


Provide positive active frontages: Active uses or operational making areas should be positioned at ground floor level along the street. Ensure high levels of visual permeability of ground floor uses adjacent to the street.

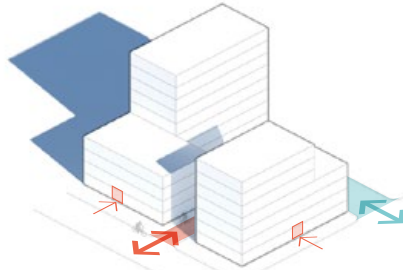


Provide service yards, catered to the types of occupiers: Incorporate sufficient space for HGVs to turn (where appropriate). Where occasional HGV access is required, consider shared parking.

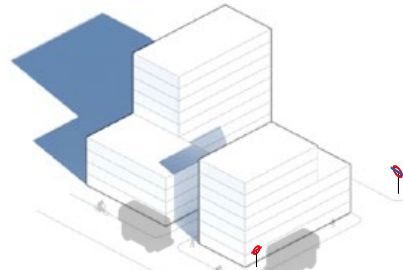
Industrial Co-location



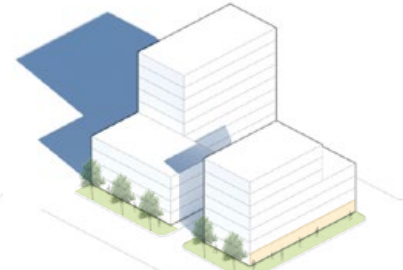
Consider different types of mix and co-location. This includes mixing at neighbourhood level, block level (horizontal mix) and building level (vertical mix). Understanding the specific requirements for each location should help make the most of each different approach.



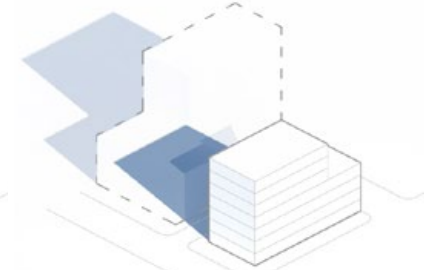
Separate access for different uses and users, consolidating servicing areas and providing dedicated access to allow separate pedestrian and cycle access from the street. Locate residential entrances and units along the street edge to provide positive street frontage.



Promote public transport and active modes of mobility by delivering legible cycle and pedestrian routes to public transport links such as railway stations and bus stops. Ensure a high level of pedestrian permeability across residential and industrial areas.



Support place-making. Provide quality urban environment and amenities for workers making better use of open spaces. Ensure there is a positive relationship with neighbours.



Phased developments to allow relocation. This is to ensure owner occupiers can stay operational and investors retain income through construction. Strong relocation strategies and incentives can ensure local businesses remain in the area.

5.4 Building Design and Architecture

Development Principles

Scale, Character and Typology

- **SCT1 Design-led:** Take a design-led approach to optimising site capacity, in accordance with the building typologies in Figure 46 and detailed guidance in the site allocations. (Local Plan policies BD1 and BD2)
- **SCT2 Intensification and co-location:** Sensitively co-locate and intensify industrial uses, ensuring continued efficient use, by applying the design principles in the previous page. (London Plan policy E7)
- **SCT3 Innovation:** Be of the highest architectural quality, providing innovative contemporary design that respects CEGA's past and current industrial character, but reflects modern day needs. (Local Plan policy BD1)

Context

5.4.5 A variety of different industrial uses have contributed to a range of different building typologies in CEGA. Although relatively piecemeal in evolution, collectively the variety of character and building stock is of merit. There is little consistency in the housing stock or palette across CEGA. Much of CEGA's housing stock currently consists of terraced houses and dwellings above retail and commercial units, often forming sensitive edges against industrial estates. Blocks of flats are generally concentrated along the main roads at Church Road, High Road and Dudden Hill Lane. Moving to the periphery of CEGA and beyond, there are smaller clusters of detached and semi-detached houses, however these represent a relatively small proportion of the housing stock.



Figure 47 – Church Road. Brent Image Library



Figure 48 – New Council development within the Church End Car Park. Wates

5.4 Building Design and Architecture

Development Principles

Heritage

- **H1 Heritage:** Contribute to local distinctiveness by seeking to restore and retain architectural features of merit and by taking influence from the positive aspects of existing heritage assets. (Local Plan policy BHC1)
- **H2 Archaeology:** Where development is within an Archaeological Priority Area or Site of Archaeological Importance, a desk-based assessment will usually be required to be submitted to the council in consultation with the Greater London Archaeological Advisory Service (GLAAS). (Local Plan policy BHC1)

Context

- 5.4.6 The CEGA boasts an extensive industrial and commercial history. Modern industries, such as electrical engineering, printing and graphics as well as the large-scale manufacture of consumer goods, have developed enormously on expansive sites, with varied architectural characteristics.
- 5.4.7 Whilst there are no conservation areas within CEGA, there are a number of individual buildings of local architectural merit considered to be of townscape importance. These are mapped

on Figure 52. In particular, the southern parade (176-216 Church Road) of Church End Local Centre retains many original Edwardian polychrome features. Adjacent to the CEGA are a number of designated heritage assets including St. Mary's Church (listed Grade II*), Willesden Jewish Cemetery (listed Grade II) and Willesden New Cemetery (locally listed).

- 5.4.8 Within CEGA there is one Archaeological Priority Area (APAs), and two local Sites of Archaeological Importance (SAI). These are areas of significant known archaeological interest or potential for new discoveries. They help highlight where development might affect heritage assets.



Figure 49 – St Mary's Church is listed Grade II*. Brent Image Library



Figure 50 – Willesden Jewish Cemetery is listed Grade II. FFLO



Figure 51 – Shortcroft Mead Courtin. Street View

5.4 Building Design and Architecture

Existing Framework

Heritage

Key

- Listed
- 1 St Mary's Church: Listed Grade II*
 - 2 Willesden Jewish Cemetery: Listed Grade II*
- Locally listed
- 3 Shortcroft Mead Court
 - 4 1 & 2 Church Cottages, Neasden Lane, NW10 9NL
 - 5 Willesden Vestry Hall, Neasden Lane, NW10 2TS
 - 6 Willesden New Cemetery
 - 7 Willesden 7th Day Adventist Church, Glebe Road
- Buildings of townscape importance
- 8 Neasden Studios
 - 9 Willesden Bus Depot Entrance (and memorial)
 - 10 Willesden Jewish Cemetery – House of Life Visitor Centre
 - 11 Hostel NR 8, A407, London NW10 2JT
 - 12 The Crown, High Road
 - 13 Abundante Vida Church High Road NW10 2EN
 - 14 London Apollo Club, 375 High Rd, London NW10 2JR
 - 15 214-132 Church Road
 - 16 Brent Mencap 379-381 High Road, NW10



Figure 52 – Existing heritage assets. Adapted Hawkins\Brown Masterplan Report

5.4 Building Design and Architecture

Existing Framework

Housing Typology

5.4.9 There is little consistency in the housing stock or palette across CEGA. Much of CEGA's housing stock currently consists of terraced houses and dwellings above retail and commercial units, often forming sensitive edges against industrial estates. Blocks of flats are generally concentrated along the main roads at Church Road, High Road and Dudden Hill Lane. Moving to the periphery of CEGA and beyond, there are smaller clusters of detached and semi-detached houses, however these represent a relatively small proportion of the housing stock.

Key

- Terraced housing (incl. those split into flats)
- Blocks of flats (< 3st)
- Blocks of flats (> 3st)
- Flats above high street units
- Detached/Semi-detached house
- Mainly terraced housing
- Mainly semi-detached housing
- Neasden Stations Growth Area (NSGA)
- Church End Growth Area (CEGA) boundary
- Site Allocation boundary

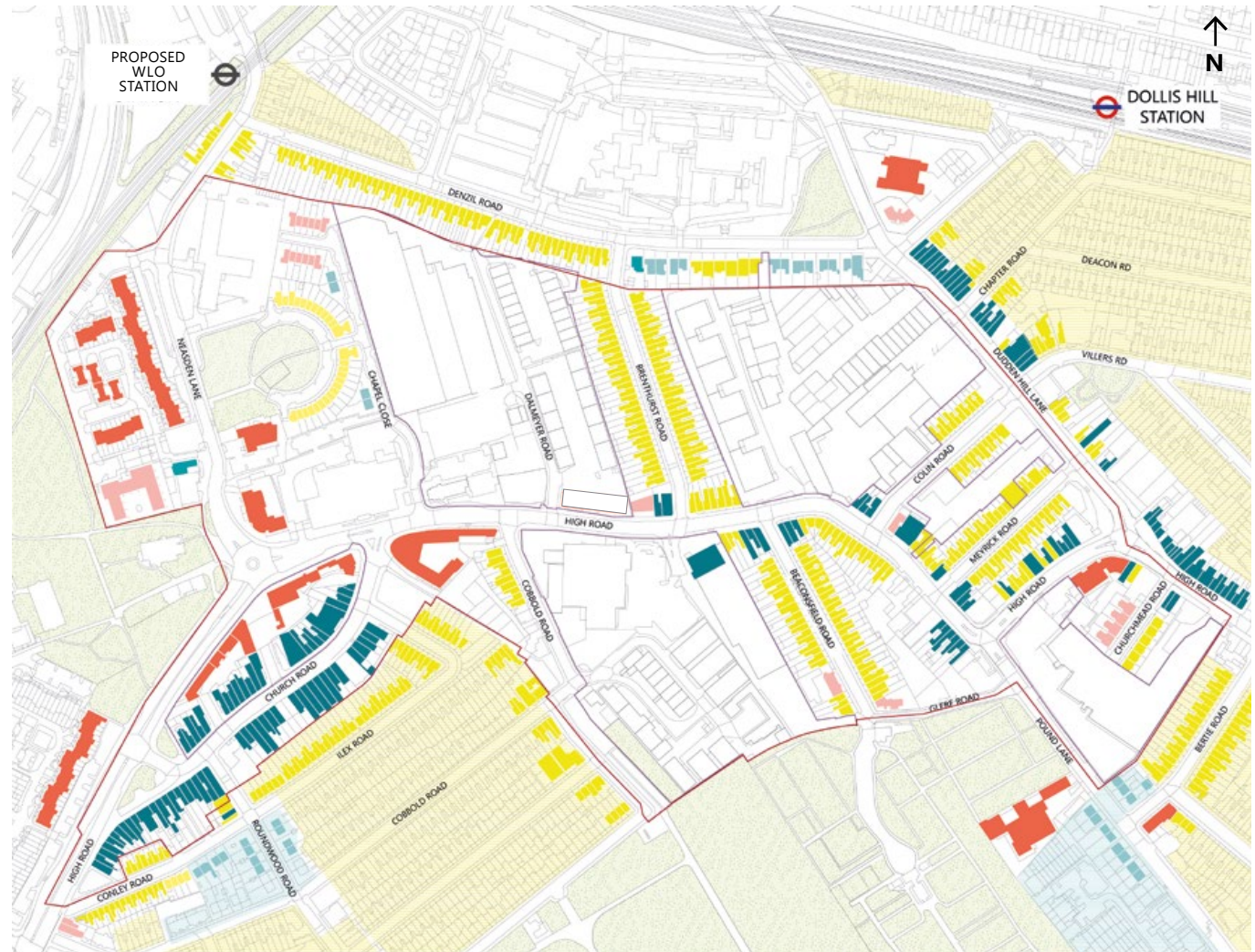


Figure 53 – Housing typologies. Adapted Hawkins\Brown Masterplan Report

5.4 Building Design and Architecture

Existing Framework

Building Condition

5.4.10 Most of the industrial stock is functional. Many buildings are single storey (sometimes with mezzanines), some of which are in a fair-to-poor condition and in need of repair. At the same time, there are signs of gradual upgrade on a small number of units.

5.4.11 Town Centre buildings are well-functioning, but in a shabby condition and in need of maintenance. A small collection of buildings are either derelict or in a poor condition, but these will be demolished as part of the new development at the market square and car park.

Key

- Relatively new
- Contemporary (not historic) and functional
- Contemporary (not historic) and in poor condition
- Old (historic) and functional
- Old (historic) and in poor condition
- Units in need of cosmetic improvements
- Church End Growth Area (CEGA) boundary
- Site Allocation boundary

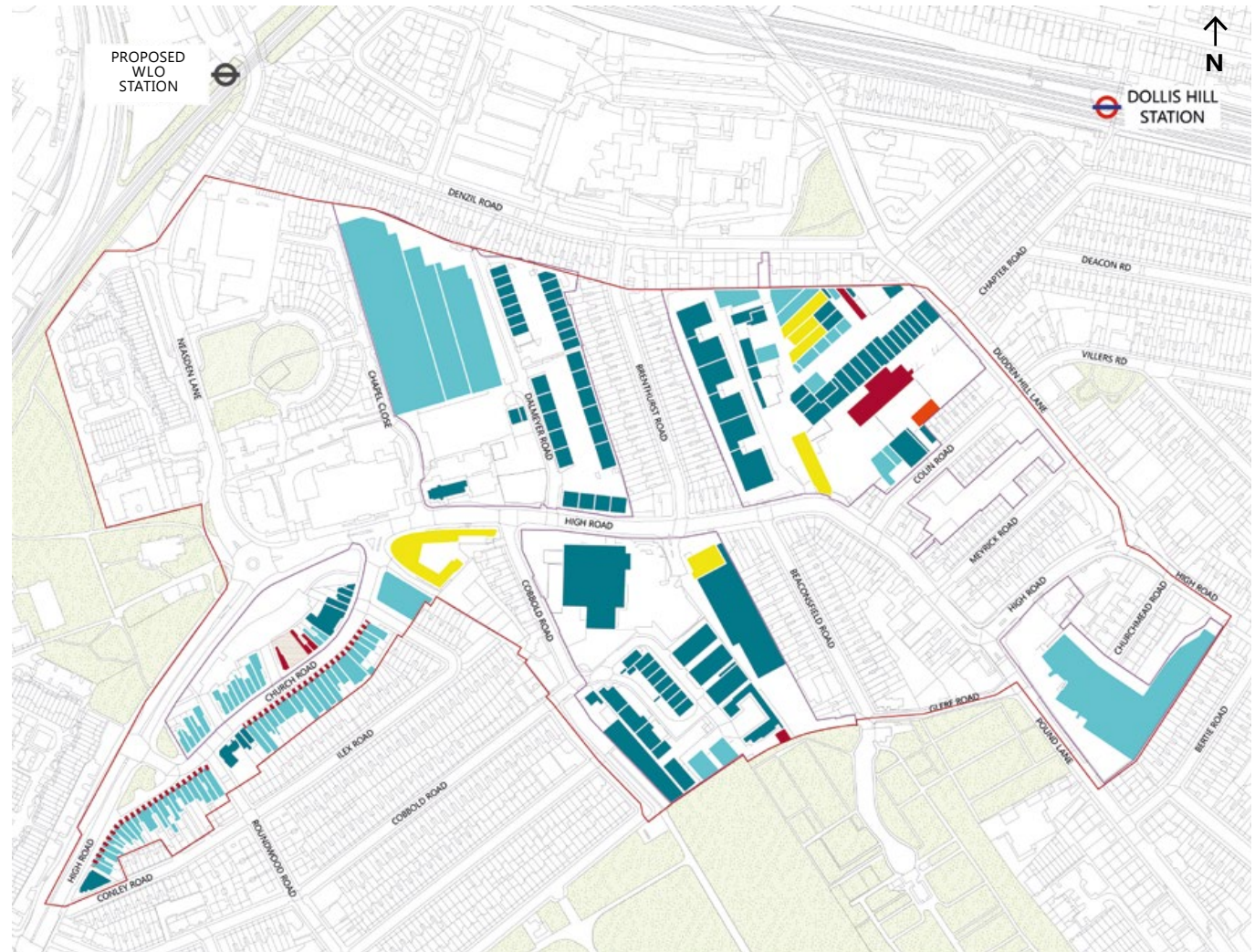


Figure 54 – Building condition. Adapted Hawkins\Brown Masterplan Report

5.4 Building Design and Architecture

Existing Framework

Building Heights

5.4.12 The majority of buildings and structures are low in height, at around 6-7m tall. The low height of the industrial units, allows them to be placed right against the ownership edges, adjacent to private gardens without necessarily obstructing the daylight/sunlight for residents.

5.4.13 There are no tall buildings (over 30 metres as defined in the Local Plan) within CEGA.

5.4.14 The designated intensification corridor along Dudden Hill Lane signifies an area where taller buildings (up to 15 metres) could be accommodated. However, most of this zone lies outside the five main site allocations.

5.4.15 More recent developments at the end of Church Road demonstrate a gradual increase in height, though none of the proposals exceed 6 storeys (approx 18m).

Key

- < 5m
- < 8m
- < 11m
- < 14m
- < 17m
- > 17m (+)
- Church End Growth Area (CEGA) boundary
- - - Site Allocation boundary

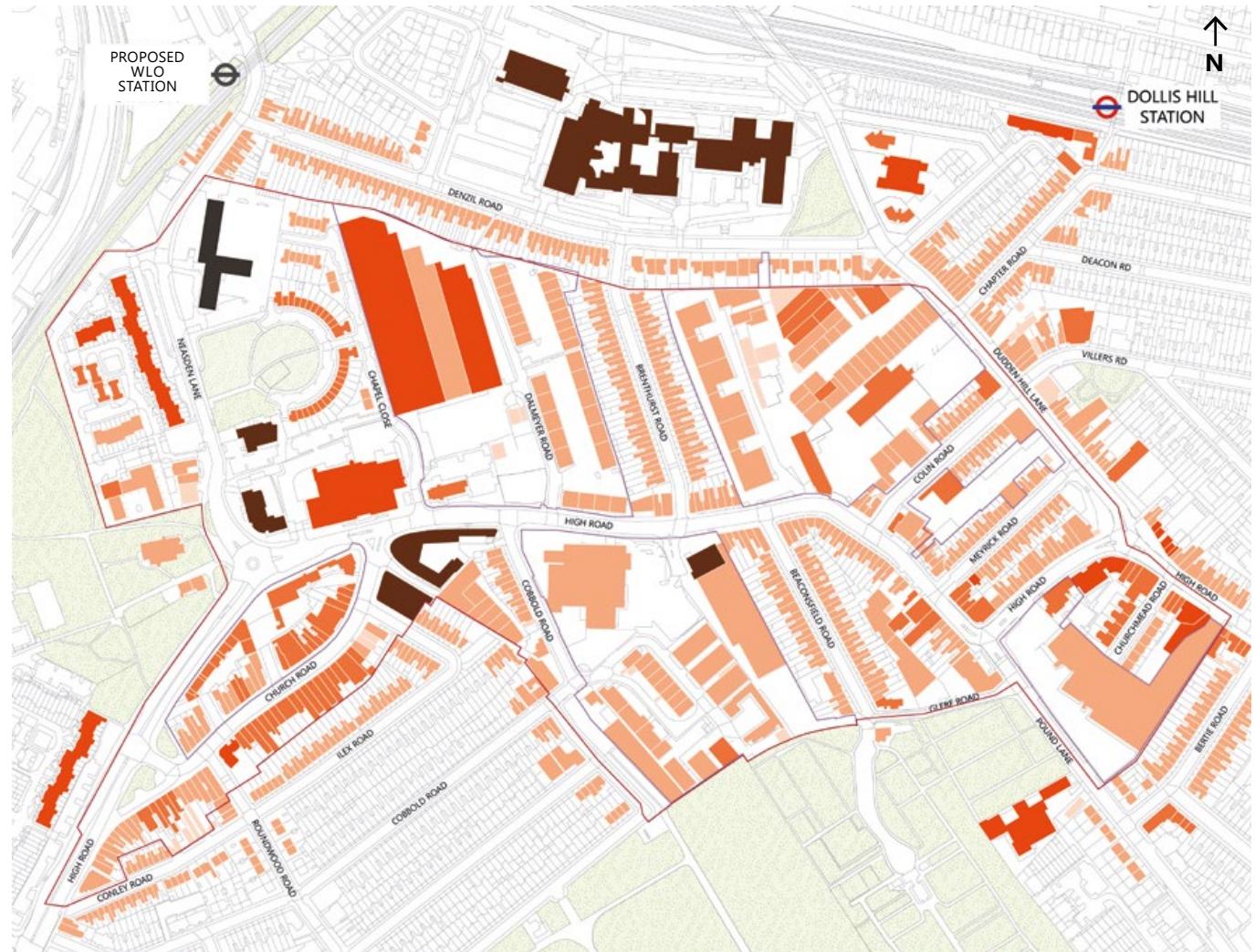


Figure 55 – Building heights. Adapted Hawkins\Brown Masterplan Report

5.4 Building Design and Architecture

Existing Framework

Planning Applications

5.4.19 Church End Market Square: A new mixed use building and market square at the heart of the wider regeneration of Church End. The project comprises 34 new homes, an enterprise space, and community facilities. A new market square will give a central focus for Church End and provide additional employment. (planning permission granted) 13/2213 and 13/1098.



Figure 56 – Planning Application 13/1098

5.4.20 The Workshops – Willesden: Comprehensive redevelopment to introduce five mixed use blocks ranging from 4 to 10 storeys plus basement levels, comprising; 245 residential units, light industrial floorspace, a supermarket, gym, nursery, and commercial units and offices. Although the application has been withdrawn, the proposal illustrate potential redevelopment of the site. (planning application withdrawn, but designs taken into consideration when developing the masterplan).



Figure 57 – Withdrawn Planning Application

5.4.21 Chancel House is being replaced with a five-storey secondary school and separate sixth form building incorporating a MUGA (Multi Use Games Area) on the roof. North Brent School will take 900 pupils in Years 7 to 11, and 250 A-Level pupils. Works have started on site and opening date is expected by September 2024.



Figure 58 – Chancel House School Planning Application 19/2804

5.5 Climate Change and Sustainability

Development Principles

Objective

5.5.1 Brent has declared a climate and ecological emergency. It has set the goal of achieving carbon neutrality in the borough by 2030. The Brent Climate & Ecological Emergency Strategy (2021-2030) requires a collaborative approach to create a greener, cleaner and more sustainable borough. The proposed development principles set out how CEGA will be a net zero carbon place that achieves the highest standards in sustainable design and construction, which also mitigates the risk of flooding and overheating.

Resilient, Efficient and Healthy development

- **REH1 Zero carbon:** Achieve net zero carbon through the application of the energy hierarchy 'Be Lean, Be Clean, Be Green, Be Seen,' evidenced in an Energy Statement. Developments should seek to connect to nearby district heating networks and maximise opportunities for renewable energy. (London Plan policy SI2 and SI3)
- **REH2 Design:** Be designed to mitigate and adapt to climate change over the developments lifetime. For major

development this should be set out in a Sustainability Statement, and for minor development in the Design and Access Statement. (Local Plan policy BSUI1)

- **REH3 Quality:** BREEAM Excellent rating is required for non-residential development. A Design Stage BRE Interim certificate of compliance and a Post Construction Certificate will be required. (Local Plan policy BSUI1)
- **REH4 Healthy communities:** Development is encouraged to incorporate the Building for a Healthy Life principles to create healthy communities. (NPPF)

Context

5.5.2 In Brent, 35% of CO₂ emissions come from commercial or industrial buildings, 22% from road transport and 43% from homes. Data from the UK National Atmospheric Emissions Inventory indicate that particles from brake wear, tyre wear and road surface wear currently constitute 60% and 73% (by mass), respectively, of primary PM_{2.5}.

5 and PM₁₀ emissions from road transport, and will become more dominant in the future.

5.5.3 Therefore, sustainable design and construction is of significant importance. Everyone who lives, works and studies within Brent will need to contribute to this transformation. This will be through a mixture of focussed measures including carbon reduction, energy efficiency, waste reduction, air quality, sustainable urban drainage, biodiversity and tree planting.



Figure 59 – Brent Climate Emergency Strategy Cover

5.5 Climate Change and Sustainability

Development Principles

Air Quality and Pollution

- **AQP1 Air quality positive:** All major developments within Growth Areas and Air Quality Focus Areas will be required to be Air Quality Positive. Where on site delivery of these standards cannot be met, off-site mitigation measures will be required. Design should be informed by a preliminary Air Quality Assessment and Air Quality Positive Statement to ensure air quality is considered from the outset. (Local Plan policy BSUI2)
- **AQP2 Mitigation:** Adopt mitigation measures and design solutions, as set out in paragraph 5.6.6, to prevent or minimise exposure to existing air pollution and make provision to address local air quality problems. (London Plan policy SI1)
- **AQP3 Construction impact:** Reduce the impact on air quality during the construction and demolition phases. (London Plan policy SI1)

Context

5.5.4 The majority of the borough is within an Air Quality Management Area (AQMA). Brent meets

all national air quality targets except on two pollutants; nitrogen dioxide (NO₂) and particulate matter (PM10). Church End falls within one of the four Air Quality Focus Areas (AQFA) designated by the Council.

5.5.5 The largest contributors to poor air quality are road transport, local energy generation and construction. CEGA is particularly affected by these factors due to the existing road network (A407 High Road, B453 Neasden Lane) and industrial sites activities.

5.5.6 Mitigation measures should be considered at the earliest stage of the design process, including, but not limited to the following:

- Developments should not be designed with windows solely facing onto busy roads, such as Neasden Lane and A407 High Road;
- The shape, orientation, height and location of building footprint on site to enable airflow to disperse pollution from local sources;
- Designing the layout of the site with generous street widths so that pollution does not get trapped in narrow spaces between tall buildings;

- Outdoor spaces located within low pollutant concentrations areas or where the development creates healthy conditions;
- Reduce exposure in public realm by adopting healthy streets approach;
- Green infrastructure in the right place to reduce exposure to air pollution;
- Triple glazed windows;
- Maximise natural ventilation and avoiding single aspect units.



Figure 60 – View to Wembley Park. Brent Library Image

5.5 Climate Change and Sustainability

Development Principles

Agent of Change and Contamination

- **ACC1 Agent of change:** Apply the agent of change principle to ensure no unreasonable restrictions are placed on non-residential uses. (London Plan policies E7 and D13)
- **ACC2 Odour:** Incorporate odour, dust and emissions reducing design features. (Local Plan policy DMP1)
- **ACC3 Noise:** Demonstrate how noise impacts will be mitigated through a formal acoustic study or Noise Assessment. (London Plan policy D14)
- **AC4 Contamination:** Ensure development does not increase exposure to contamination. A preliminary contamination risk assessment and subsequent site investigation and remediation strategies will be required and any necessary remediation measures followed before construction commences. (Local Plan policy DMP1)
- **AC5 Servicing:** Ensure continued servicing and delivery access for existing industrial uses during and post construction. (Local Plan policy E7)

Context

5.5.7 CEGA caters to a wide variety of uses including industrial, residential and town centre. In some sites the development approach will be to intensify industrial uses and co-locate with residential uses. This could also include industrial related activities where there will be higher levels of noise, dust and emissions. Industrial uses may also require servicing yards and 24hour/7day access. Industrial uses should be able to continue to operate and expand without unreasonable restrictions being placed on them.

5.5.8 Based on the current and historic industrial uses, there is likely to be a risk of land contamination.

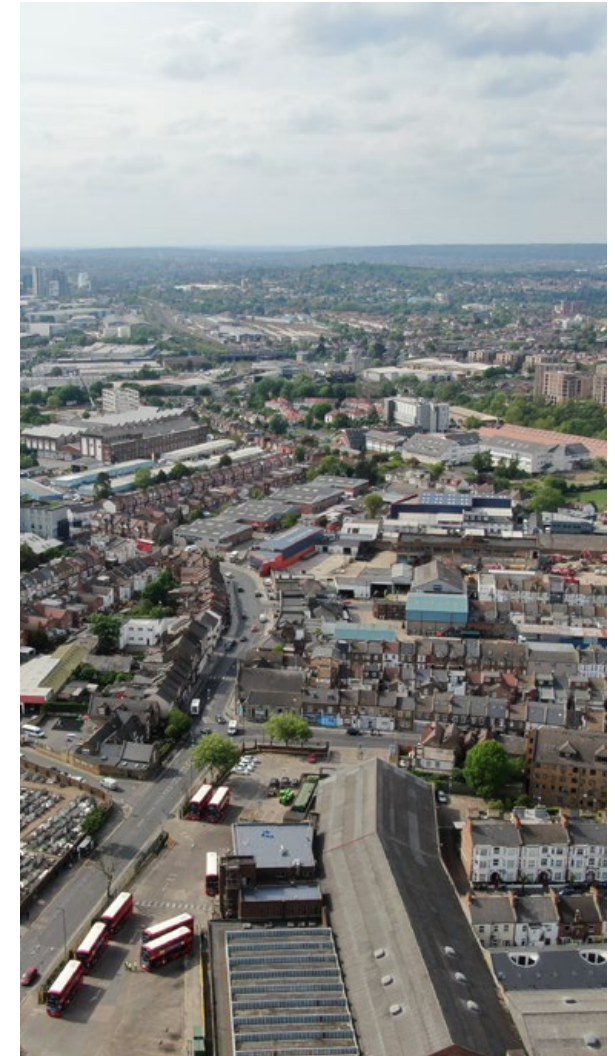


Figure 61 – Bird Eye View: Church End. Vizible 3d

5.5 Climate Change and Sustainability

Development Principles

Waste

- **W1 Waste reduction:** Reduce waste and apply circular economy principles. (London Plan policy SI7)
- **W2 Circular economy:** Development should seek to reduce life-cycle carbon emissions. In the first instance, considering if the retention and retrofit of existing buildings is appropriate to achieve both sustainability and wider policy objectives. Proposals referable to the Mayor should be accompanied by a Whole Life Cycle Carbon Assessment. (London Plan policy SI7)
- **W3 Storage:** Carefully consider refuse storage and collection systems that support recycling, in the context of a mixed-use industrial and residential development. Development should be supported by a Site Waste Management Plan and Operation Waste Management Plan. (London Plan policy D6, SI7 and SI8).

Context

5.5.9 The co-location of industrial and residential present an opportunity to move towards a low carbon circular economy contributing towards London's zero-carbon target. A circular economy is one where materials are retained in use at their highest value for as long as possible. Materials are then re-used or recycled, leaving a minimum of residual waste. Co-location presents additional challenges as proposals will need to accommodate both household and commercial waste.

5.5.10 In areas not identified for co-location there is potential to retain and refurbish some of the existing industrial premises. The best use of the land needs to be taken into consideration when deciding whether to retain existing buildings in a development, working through refurbishment and re-use.



Figure 62 – Waste Collection. Brent Library Image

5.5 Climate Change and Sustainability

Development Principles

Flooding and Water management

- **FW1 Flood Risk Assessment:** Be resistant and resilient to all forms of flooding, taking into account climate change allowance, and not increase the risk of flooding elsewhere. Sites within Flood Zone 2 or 3, or designated Critical Drainage Areas should be supported by a Flood Risk Assessment. (Local Plan policy BSUI3)
- **FW2 Sustainable Drainage:** Reduce impact on the current drainage regime through a Sustainable Drainage Strategy, to manage the flow and rate of surface water entering drains and sewers through infiltration methods. Methods used should prioritise naturalised Sustainable Urban Drainage Systems (SUDS) and should be incorporated into public realm buffer strips within developments sites as well as integrated in the public highway space where possible. (London Plan policy SI13, Local Plan policy BSUI4)
- **FW3 Consumption:** Achieve the target for mains water consumption of 105 litres or less per person per day and be supported by a Water Efficiency Assessment. This is required

to be secured via condition. To achieve this, developments should incorporate water management methods such as smart metering, water-saving and greywater recycling. (Local Plan policy BSUI4)

- **FW4 Supply:** Demonstrate sufficient water supply and wastewater disposal capacity to minimise the impact on existing infrastructure, and ensure the separation of surface and foul water systems. The Water Utility provider (Thames Water) should be engaged at the earliest stage. (London Plan policy SI5)

Context

5.5.11 Small parts of land within CEGA are in Flood Zone 3a due to risk of surface water flooding. Areas affected include small parts of built up land and some highways like Chapel Close, Brenthurst Road, Beaconsfield Road and Church Road. In addition, all of CEGA falls within a Critical Drainage Area as defined in the Brent Surface Water Management Plan. Development offers an opportunity to address some of the noted sensitivities, including surface water flooding. Parts of CEGA at risk of flooding may

exacerbate the degree of risk downstream or within the surrounding community if new development increases the rate of surface water run-off.



Figure 63 – Flooding and Water Management illustration. Brent Library Image

6.0 Site Allocations

- 6.1 BSSA1: Asiatic Carpets
- 6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate
- 6.3 BSSA3: Church End Local Town Centre
- 6.4 BSSA4: Chapman's and Sapcote Estate
- 6.5 BSSA5: Willesden Bus Depot
- 6.6 BSSA8: McGovern's Yard

An aerial photograph of a cityscape, likely London, showing a mix of modern and traditional architecture. In the foreground and middle ground, several modern, multi-story buildings with light-colored facades and green roofs are prominent. These buildings are interspersed with older, more traditional residential buildings with dark roofs. The background shows a dense urban area with many smaller buildings and trees. The overall scene is captured from a high angle, providing a comprehensive view of the urban layout.

6.1 BSSA1: Asiatic Carpets

6.1 BSSA1: Asiatic Carpets

About The Site

Site Summary

Item	Description
About the site	BSSA1 can be divided into Asiatic Carpets site to the west of Dalmeyer Road, and Cygnus Business Park to the east. It includes the Probation Service offices, Asiatic Carpets and Neasden Studios. Neasden Studios: a film studio of over 60,000sqft (over 5,500sqm), serving the film and TV industry with four 30ft (9m) high stages, production offices and a car parking. Asiatic Carpets: a rug wholesaler occupying a large warehouse. Cygnus Business Centre comprises smaller one and two storey industrial units. Key occupiers include Junk Hunters, Double Glazing, Auto Hire, and Saloria Architects.
Site area	3.5ha
Built floorspace	17,307sqm
Businesses	39
Jobs	410 (Asiatic Carpets), 194-258 (Cygnus) (HCA official estimate)
Existing homes	0



Figure 64 – Access from Cygnus Industrial Estate. Hawkins\Brown Co-Location study



Figure 65 – View from Chapel Close. Hawkins\Brown Co-Location study

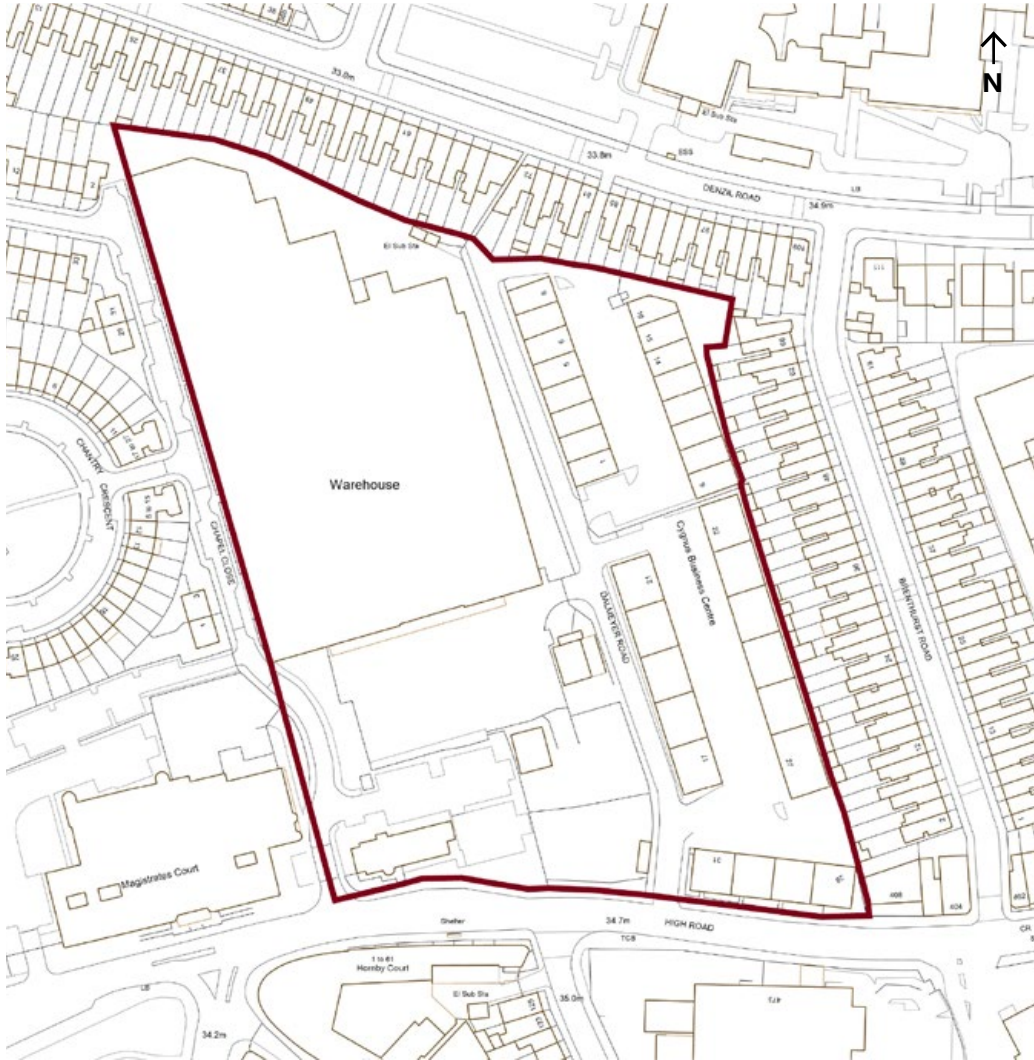


Figure 66 – Site Allocation BSSA1

6.1 BSSA1: Asiatic Carpets

Policy Requirements

Strategic Objective

Deliver a mixed use neighbourhood focussed around a film and media production hub (building upon the existing Neasden Studios), supported by affordable workspace, complementary light industrial, community spaces, open space and play space.



Indicative Homes

Indicative target of 414 homes, to provide a mixed community including affordable housing (target 50% affordable, with a 70:30 social/intermediate split) 25% family (3bed+) housing and specialist older person's accommodation.



Green, Open and Play Spaces

- 2 x 0.2 ha pocket parks +
- 1x approx. 300sqm Local Area of Play (LAP) +
- 1x approx. 100sqm LAP
- As per figure 34



Industrial Spaces and Affordable Workspaces

LES Site: On the Asiatic Carpets site to achieve the maximum viable replacement of the existing employment floorspace. The retention of the film and production function around Neasden Studios is strongly encouraged.

LSIS Site: On the Cygnus Business Centre site retain existing businesses where possible, ensuring industrial floorspace is intensified and access to a consolidated shared service yard is retained. 10% of new industrial floorspace is to be affordable.



Community Spaces

- 2x Community Spaces:
- Asiatic Carpets 1x approx. 900sqm. Community space linked to the existing arts and film production supporting training and employment for young people.
 - Probation Centre 1x approx. 450sqm. A community facing function for the Probation Service.



Planning Considerations

Air Quality Management Area, Partly within Flood Zone 3a due to Surface Water Flooding, Partly within an Area of Archaeological Interest, Contamination Risk.

Site specific geology will need to be considered for developments where deep piled foundations are proposed. Potential need for a Foundation Works Risk Assessment (FWRA) could be required to ensure that the risks to groundwater are minimised.



Building Heights

Buildings heights to vary between 2-10 storeys. Buildings need to respect the 30 degree angle from ground level windows at Chapel Close and 45 degrees from rear gardens. Cygnus Estate is only 13-15m apart from adjacent residential terraces. Within the proposed massing, the buffer between the service yard and the homes allow this proximity.

6.1 BSSA1: Asiatic Carpets

Proposed Framework

Design Principles

- Establish new continuous east-west and north-south connections and improve pedestrian and cycling permeability, opening up the site to nearby streets i.e. Chapel Close;
- Retain existing businesses within the Cygnus Business Centre while intensifying floorspace and consolidate shared service yards and access points;
- Ensure that new public spaces and pedestrian routes are well-overlooked, and activated by residential and commercial entrances and frontages;
- Establish a buffer between shared service yards and small open spaces, ensuring these spaces are safe and welcoming;
- Co-locate complementary uses, exploring opportunities for linking community spaces and services to workspace anchors, around public spaces;
- Explore the potential for increased building heights within the core of the site and towards the High Road, dropping down towards the existing residential streets and sensitive boundary conditions.
- Conflict of movements to be managed carefully. Pedestrian safety needs to be prioritized while ensuring a high quality and welcoming public realm.

Proposed Massing



Figure 67 – Proposed Massing BSSA1 indicating 2-10 storeys (6m-30m). Hawkins\Brown Masterplan Report

Key

- | | | | |
|---|--|-----------------------------|--------------------|
| ● Industrial B2/B8/E – existing | ● E(c)/E(g) – Commercial offices, workspace and professional service | ● C3 – Residential | ■ Site Boundary |
| ● Shared yard for industrial uses | ● F – Community and Learning | ● New green and open spaces | ● Building Heights |
| ● E(g) – Uses which can be carried out in a residential area without detriment to its amenity: incl. light industrial | ● E(a)/(b)/(c) and sui generis – Retail, F&B and services | ● Public realm | |

An aerial photograph of a cityscape, likely in the UK, showing a mix of modern and traditional architecture. In the foreground, there's a large, modern building with a green roof and a basketball court on its roof. To the right, there's a large, modern building with a green roof. In the background, there are more modern buildings, some with green roofs, and a large, traditional building with a circular tower. The city is surrounded by greenery and trees. The text "6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate" is overlaid on the image in a large, white, sans-serif font.

6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate

6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate

About The Site

Site Summary

Item	Description
About the site	The site contains a B&M Home Store with Garden Centre and customer car parking. To the east Moran House fronts the warehouse for MP Moran and Sons. Moran House which faces the High Road consists of offices (including housing local organisations and charities), as well as some residential units. To the rear, Cobbold Industrial Estate and Trojan Business Centre comprises predominantly one storey industrial units suitable for small businesses, with a number of larger three storey industrial units to the rear. Key occupiers of this site include Amipak and Such Design.
Site area	3ha
Built floorspace	20,056sqm
Businesses	29
Jobs	394-524 (HCA official estimate)
Existing homes	0



Figure 68 – Frontage from the High Road.
Hawkins\Brown Co-Location study



Figure 69 – Frontage from the High Road.
Hawkins\Brown Co-Location study



Figure 70 – BSSA2 Site Allocation Boundary Map

6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate

Policy Requirements

Strategic Objective

Increased industrial floorspace is to be supported by a mixed-use (residential-led) development along the High Road, a new public space and a flexible and affordable community space.



Indicative Homes

Indicative target of 160 homes, to provide a mixed community including affordable housing (target 50% affordable, with a 70:30 social/intermediate split), 25% family (3bed+) housing and specialist older person's accommodation.



Green, Open and Play Spaces

- 1x 0.1ha open/green space +
- 1x 100 sqm LAP +
- 1x 0.05ha rooftop food growing +
- 1x 0.05ha rooftop sports pitch

As per figure 34.



Industrial Spaces and Affordable Workspaces

LSIS: Retain existing businesses within both the Trojan and Cobbold Industrial Estates where possible, ensuring industrial floorspace is re-provided and intensified. Access to consolidated shared service yard is to be retained where partial redevelopment is required. 10% of new industrial floorspace to be affordable. The provision of affordable kitchen space as a hub for local catering and food businesses is encouraged.



Community Spaces

A health hub will be subject to on-going discussion with the Integrated Care System (ICC). Should premises not be required by the ICC, an alternative community space should be provided on site and a health focus will be encouraged (approx. 2,755sqm).



Planning Considerations

Air Quality Management Area, Partly within Flood Zone 3a due to Surface Water Flooding, Partly within an Area of Archaeological Interest, Contamination Risk.

Site specific geology will need to be considered for developments where deep piled foundations are proposed. Potential need for a Foundation Works Risk Assessment (FWRA) could be required to ensure that the risks to groundwater are minimised.



Building Heights

Buildings heights to vary between 3-8 storeys. Development will need to address the close proximity to the residential homes at Cobbold Road, by setting alignment back from current site-edge, and minimising impact of massing.

6.2 BSSA2: B&M Home Store and Cobbold Industrial Estate

Proposed Framework

Design Principles

- Establish new east-west and north-south connections across the site that improve permeability for both pedestrians and cyclists, removing dead ends and opening up the site to nearby streets and the wider area; specifically Willesden New Cemetery and Church Road.
- Increase building heights within the core of the site and towards the High Road, dropping down towards the existing residential streets and sensitive boundary conditions.
- Create dynamic and architecturally rich active frontages along all pedestrian routes to maximise pedestrian's safety. When blank facades are unavoidable, development should draw on characterful exemplars, demonstrating how safety will be upheld.
- Emphasise the importance of the shared service yard as a key part of any route through the site to Willesden New Cemetery.
- Co-locate complementary uses, exploring opportunities for linking community spaces and services to workspace anchors, around public spaces.
- Support the clustering of public-facing uses towards the High Road and along pedestrian routes.

Proposed Massing

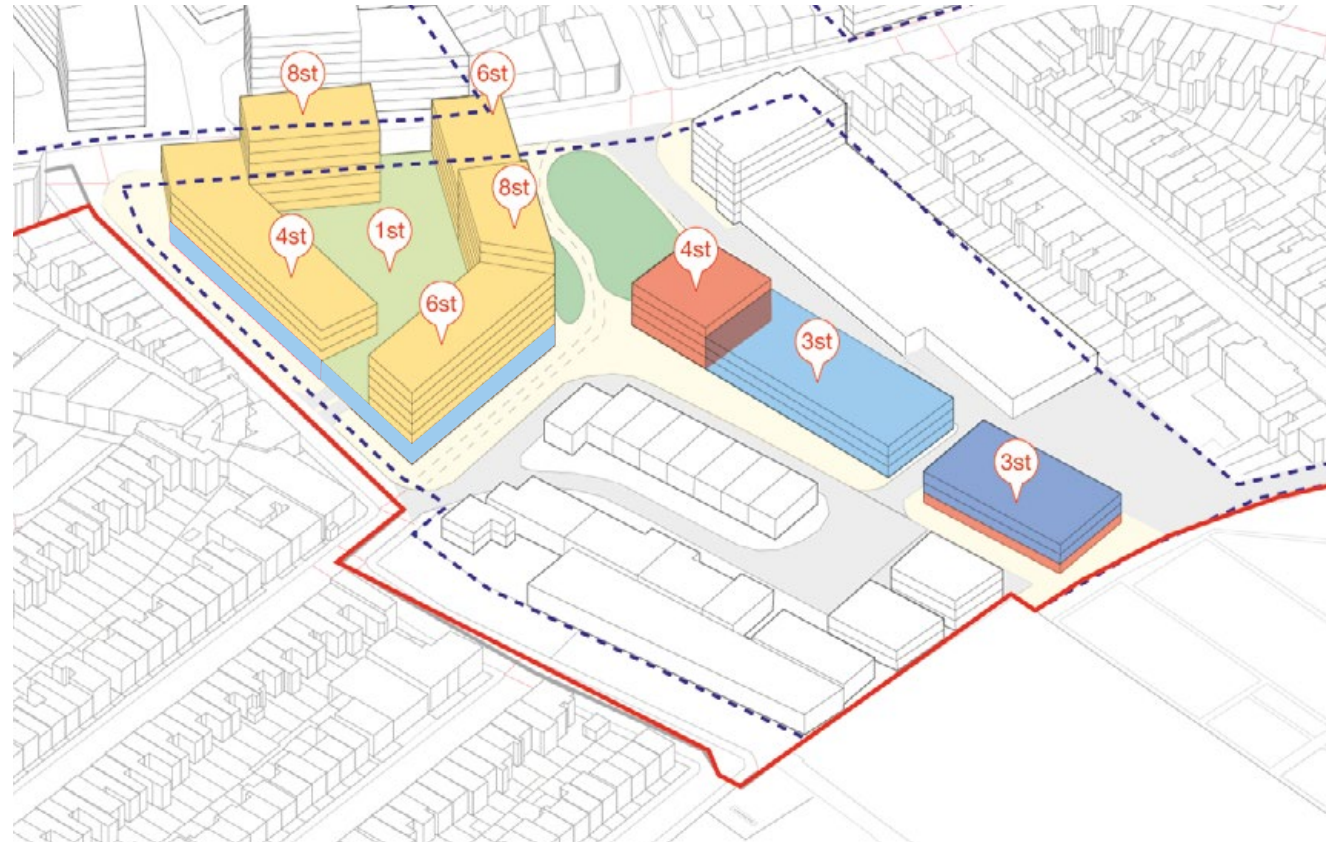
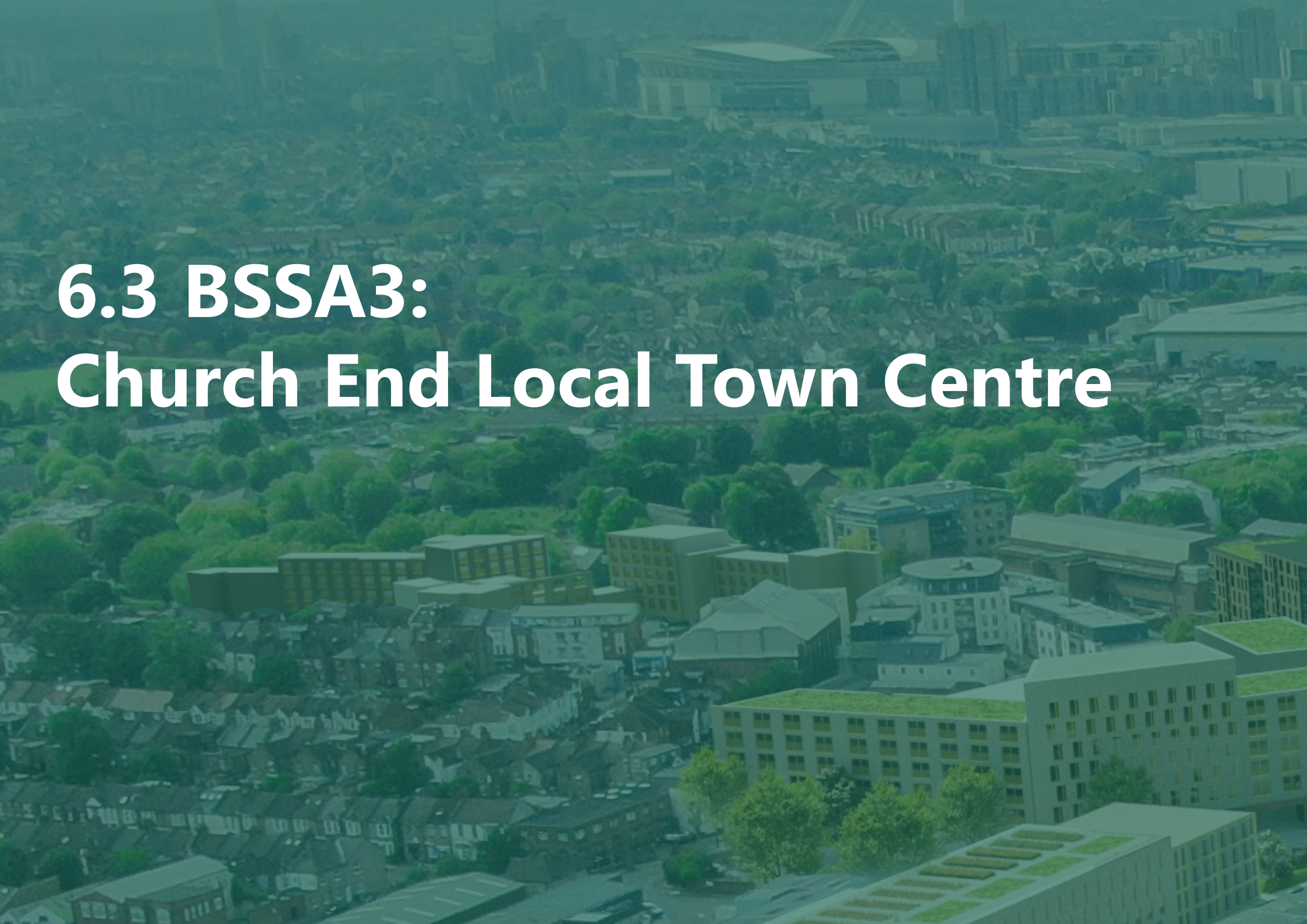


Figure 71 – Proposed Massing BSSA2 indicating 3-8 storeys (9m-24m).

Key

- | | | | |
|---|--|---------------------------|------------------|
| Industrial B2/B8/E – existing | E(c)/E(g) – Commercial offices, workspace and professional service | C3 – Residential | Site Boundary |
| Shared yard for industrial uses | F – Community and Learning | New green and open spaces | Building Heights |
| E(g) – Uses which can be carried out in a residential area without detriment to its amenity: incl. light industrial | | Public realm | |

An aerial photograph of a city, likely Glasgow, with a green tint overlay. The image shows a dense urban area with a mix of residential and commercial buildings. In the foreground, there are several modern, multi-story buildings with flat roofs and large windows. Some of these buildings have green roofs. In the background, the city extends to the hills, with a large stadium (Glasgow Celtic Park) visible on a hillside. The overall scene is a mix of old and new architecture, with a lot of greenery interspersed among the buildings.

6.3 BSSA3: Church End Local Town Centre

6.3 BSSA3: Church End Local Town Centre

About The Site

Site Summary

Item	Description
About the site	Church End Local centre contains a number of organisations and spaces which serve the community including Catalyst Housing Association, Afghan Islamic Cultural Centre, Markaz Darul Hadith Learning Centre and Beulah Apostolic Church. Alongside Church End Market and the shops, cafes and takeaways other notable uses in the Town Centre include the TBN UK recording studio. St. Mary's Willesden Church and Willesden Magistrates' Court are to the north of the site. The church hosts a number of organisations within its facilities including Brent Foodbank run by the Trussell Trust and Happy Hands Montessori Nursery.
Site area	0.97ha
Built floorspace	4,288m ²
Businesses	70
Jobs	215-304 (HCA official estimate)
Existing homes	32



Figure 72 – Church Road Shops. Brent Library Image



Figure 73 – Church Road. Brent Library Image

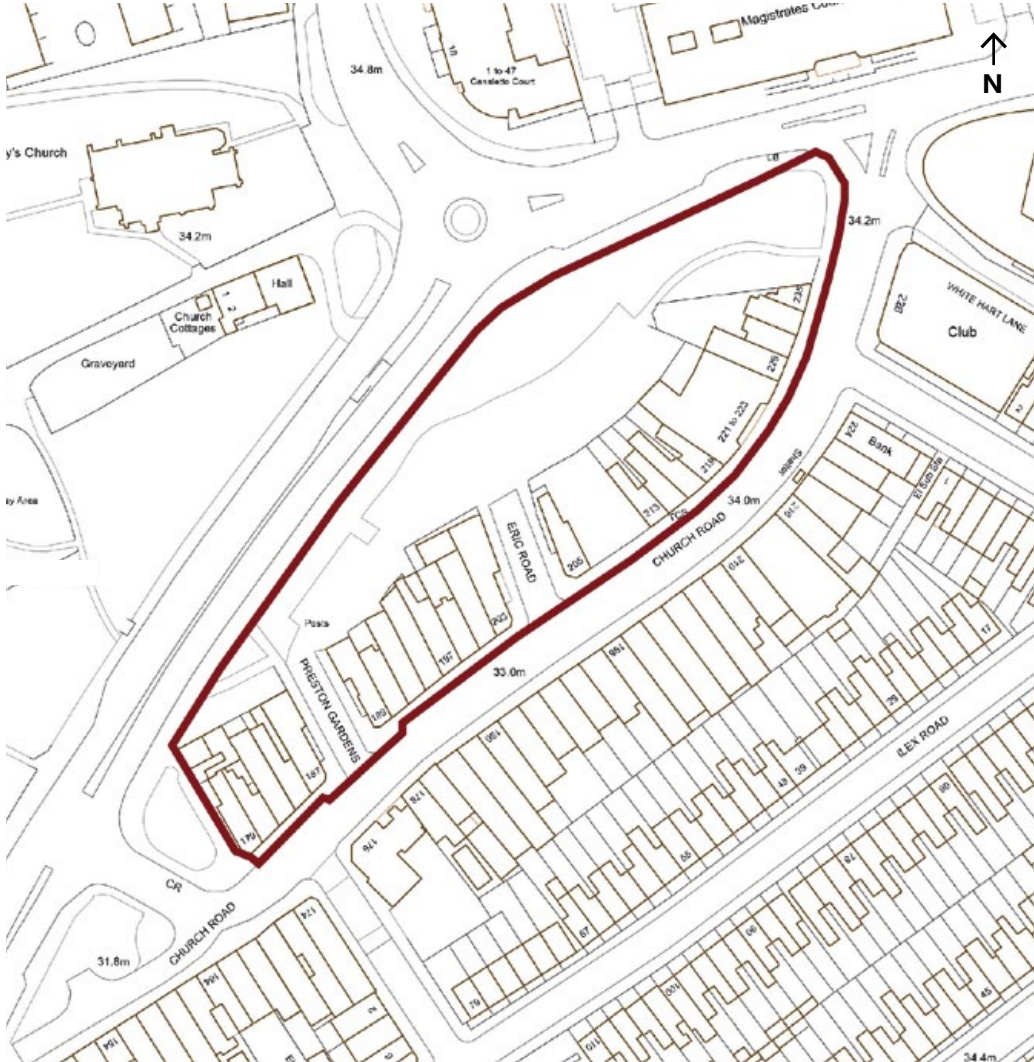


Figure 74 – BSSA3 Site Allocation Boundary Map

6.3 BSSA3: Church End Local Town Centre

Policy Requirements

Strategic Objective

High street to be supported by a mixed-use (residential-led) development along the High Road, a new public space and a flexible and affordable community space.



Indicative Homes

Indicative target of 193 homes, to provide a mixed community including affordable housing (target 50% affordable, with a 70:30 social/intermediate split), 25% family (3bed+) housing and specialist older person’s accommodation. 99 homes are already consented under planning applications 13/1098 and 13/2213. It is envisaged the remainder of homes will largely come forward through intensification of upper floors for housing in line with the Church Road Design Guide, Appendix A.



Commercial Spaces

Diversify town centre uses including retail, leisure, community and workspace and employment uses.



Planning Considerations

Air Quality Management Area, Partly within Flood Zone 3a due to Surface Water Flooding, Partly within an Area of Archaeological Interest and Site of Archaeological Importance.



Green, Open and Play Spaces

- 1x Church End Market Square 0.2ha +
- 1x 0.2ha Pocket Park +
- 1x 100 sqm LAP

As per figure 34.



Community Spaces

Re-purposing of vacant and underused high street units to provide new community space and affordable workspace is encouraged, with an emphasis on space for young people, art and local enterprise. This will create increased opportunities for secular community and cultural activity, especially adjacent to larger areas of public realm.



Building Heights

Buildings heights to vary between 3-5 storeys. Development will need to respect the current street alignment, providing no more than 5-storeys.

6.3 BSSA3: Church End Local Town Centre

Proposed Framework

Design Principles

- Support the creation of a community high street, with improved public realm and tree planting to create a more tranquil, pedestrian friendly environment.
- Creative active frontages and direct access on to a new public space at the southwest of the site that could support outdoor events, reconfiguring the existing parking and redundant vehicle turning lanes.
- Enhance the appearance and function of the existing frontages along Church Road through conservation, repair and refurbishment.
- Define a new public space at the southwest of the site that could support outdoor events, reconfiguring the existing parking and redundant vehicle turning lanes.

Proposed Massing

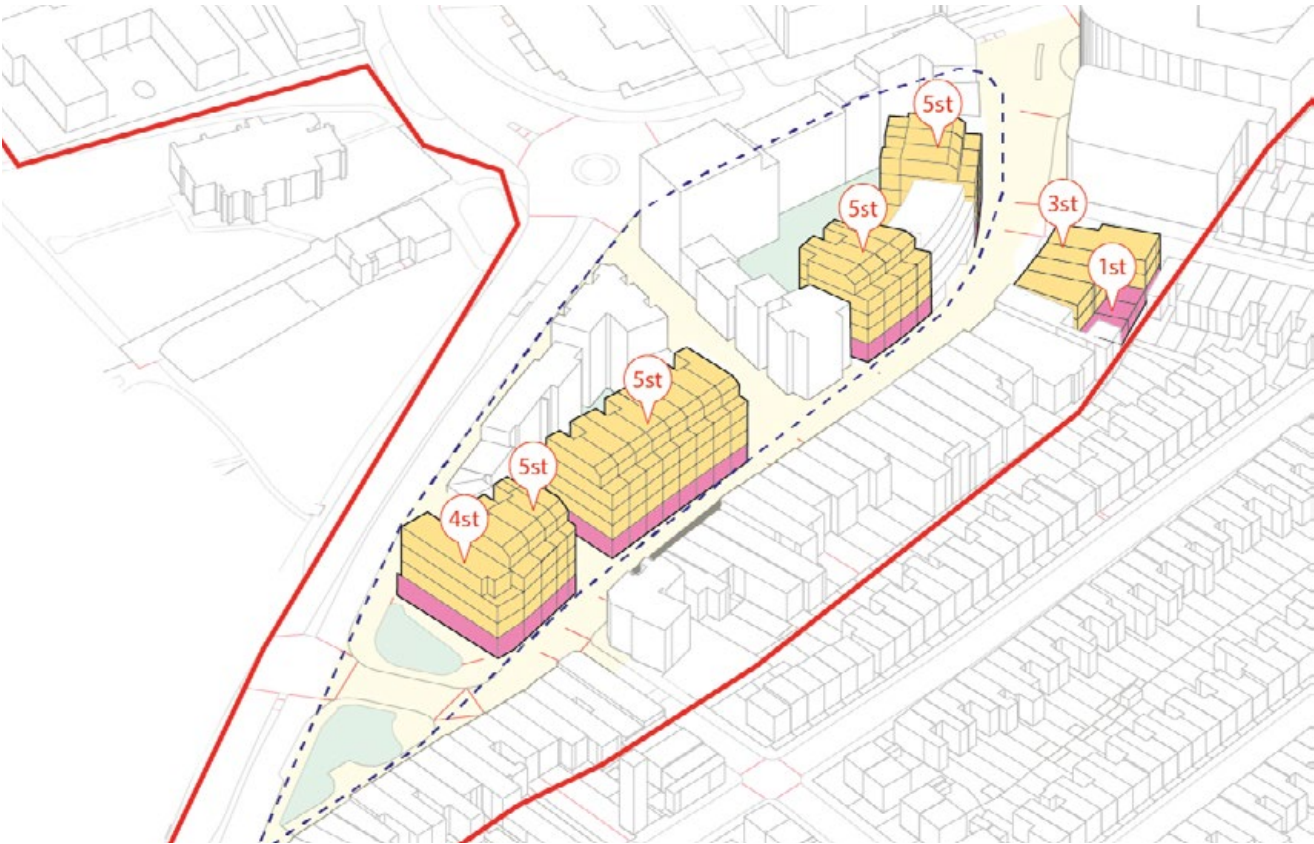


Figure 75 – Proposed Massing BSSA3 indicating 3-5 storeys (9m-15m). Hawkins\Brown Masterplan Report

Key

- C3 – Residential
- E(a)/(b)/(c) and sui generis – Retail, F&B and services
- New green and open spaces to its amenity: incl. light industrial
- Site Boundary
- 📍 Building Heights

An aerial photograph of a cityscape. In the foreground and middle ground, there are several modern, multi-story apartment buildings with light-colored facades and many windows. Some of these buildings have green roofs. To the left and in the background, there are older, more traditional residential buildings with dark roofs and smaller windows. The city is densely packed with buildings, and there are some trees scattered throughout. The overall tone of the image is somewhat muted, with a greenish-blue tint.

6.4 BSSA4: Chapman's and Sapcote Estate

6.4 BSSA4: Chapman's and Sapcote Estate

About The Site

Site Summary

Item	Description
About the site	The site can be broadly broken down into three areas. Sapcote Trading Centre to the north and east which comprises one storey units largely occupied by vehicle repair premises. Industrial storage and units around the derelict dairy depot, with garages fronting Colin Road. Chapman's Park Industrial Estate to the west comprising larger industrial units. Key occupiers include Topps Tiles, Howdens, Euroken and Wembley Tyres.
Site area	3.12 ha
Built floorspace	1,546sqm
Businesses	63
Jobs	119-159 Chapman's Park; 420-560 (Sapcote) (HCA official estimate)
Existing homes	0



Figure 76 – Access from the High Road.
Hawkins\Brown Co-Location study



Figure 77 – Small wholesale units.
Hawkins\Brown Co-Location study

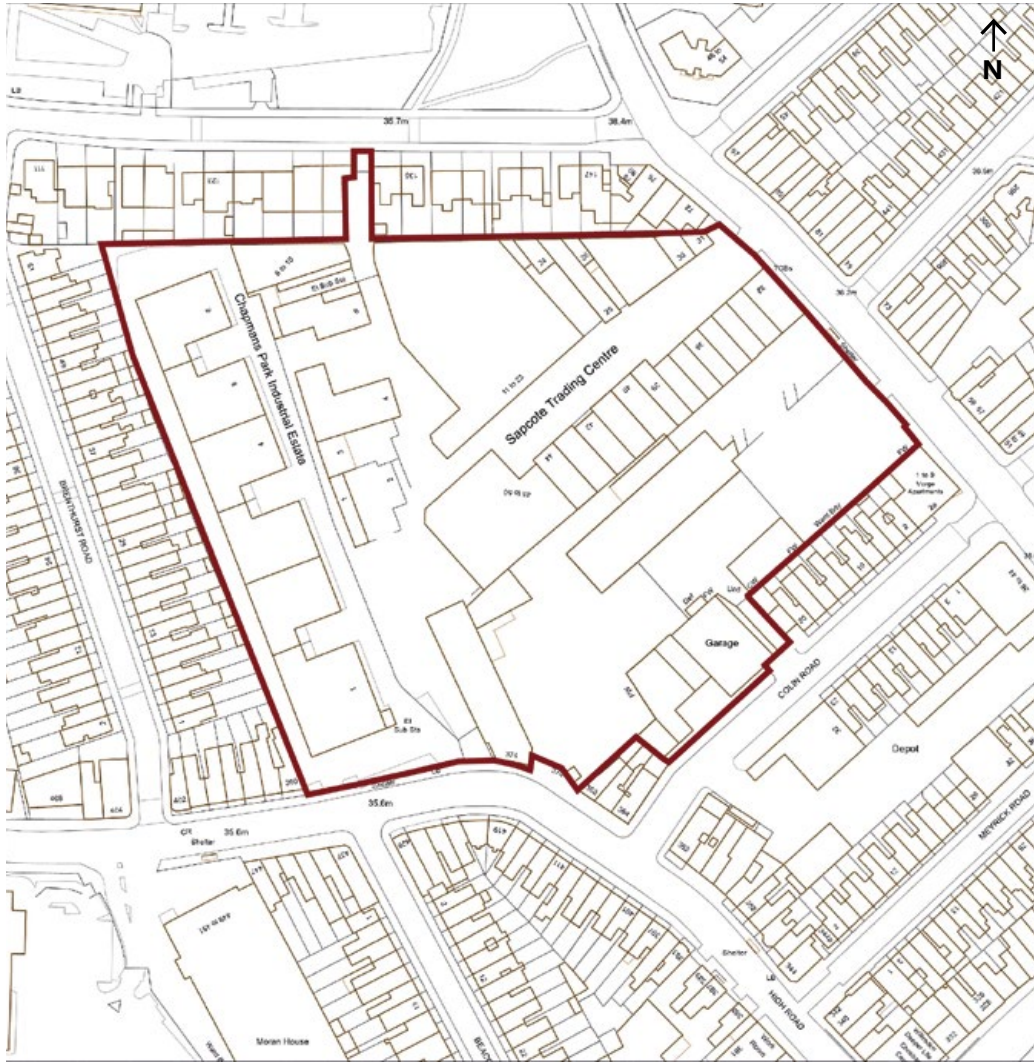


Figure 78 – BSSA4 Site Allocation Boundary Map

6.4 BSSA4: Chapman's and Sapcote Estate

Policy Requirements

Strategic Objective

Residential development and workspace will be directed towards Colin Road and the High Road. Retail floorspace will be directed towards Dudden Hill Lane. The industrial function of Sapcote Trading Centre and Chapman's Park Industrial estate will be protected and intensified.



Indicative Homes

Indicative target of 300 homes, to provide a mixed community including affordable housing (target 50% affordable, with a 70:30 social/intermediate split) 25% family (3bed+) housing. New residential uses are to be located towards the High Road, avoiding new development that is surrounded by industrial uses.



Industrial Spaces and Affordable Workspaces

LSIS: Retain existing businesses within Sapcote Trading Centre, ensuring industrial floorspace is reprovided and intensified. 10% of new industrial floorspace is to be affordable.



Planning Considerations

Air Quality Management Area, Partly within Flood Zone 3a due to Surface Water Flooding.

Site specific geology will need to be considered for developments where deep piled foundations are proposed. Potential need for a Foundation Works Risk Assessment (FWRA) could be required to ensure that the risks to groundwater are minimised.



Green, Open and Play Spaces

Due to the nature of the site there is limited scope for introducing new green spaces. Landscaping improvements should be focussed on the adjacent stretch of High Road and tree planting and greening maximised throughout the site. We will support schemes that provide pocket parks and other creative green interventions i.e. roof gardens if those can be sheltered from industrial uses and appropriate mitigations to noise and air pollution are in place. Financial contributions will be required towards open space off-site and play provision.



Community Spaces

New workspace to be delivered within new development on the site should aim to provide a business support function and deliver community benefits.



Building Heights

Buildings heights to vary between 1-10 storeys. Development will need to address the close proximity to the residential homes at Colin Road, minimising impact of massing.

6.4 BSSA4: Chapman's and Sapcote Estate

Proposed Framework

Design Principles

- Create active frontages along the High Road, helping to join up disparate clusters of retail, commercial and industrial uses in the surrounding area;
- Service routes, carriageways and yards are largely maintained and consolidated. Where service routes are shared with pedestrians and cyclists a buffer of trees and planting should separate the modes where possible;
- Provide amenity spaces internally and/or at roof level, given the site constraints;
- Minimise the impact of new development on the day-to-day operation and servicing of the existing businesses;
- Improve the waiting environment for adjacent bus stops DG and DK in consultation with TfL.

Proposed Massing

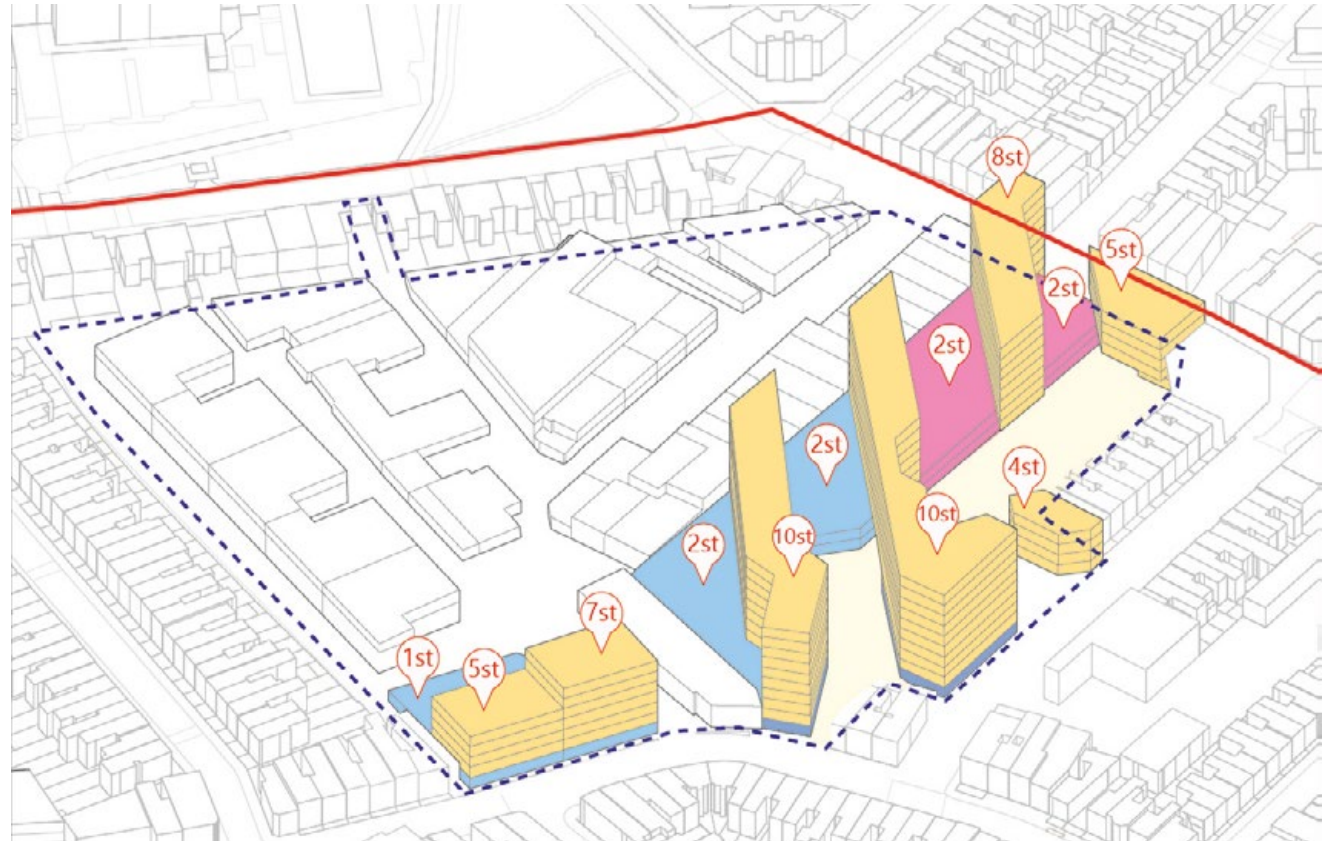


Figure 79 – Proposed Massing BSSA4 indicating 1-10 storeys (3m-30m). Hawkins\Brown Masterplan Report

Key

- | | | |
|---|---|--------------------|
| ● Industrial B2/B8/E – existing | ● E(a)/(b)/(c) and sui generis – Retail, F&B and services | ● Public realm |
| ● E(g) – Uses which can be carried out in a residential area without detriment to its amenity: incl. light industrial | ● E(c)/E(g) – Commercial offices, workspace and services | ■ Site Boundary |
| | ● C3 – Residential | 📍 Building Heights |

6.5 BSSA5: Willesden Bus Depot



6.5 BSSA5: Willesden Bus Depot

About The Site

Site Summary

Item	Description
About the site	The site comprises a Transport for London Bus Depot and the long-term vacant Crown Public House. The Bus garage is privately owned by Metroline and operating TfL services. The garage operates over 100 buses and employs around 300 people including drivers, engineering and admin staff. It is an important site for the bus network and is currently protected from redevelopment that does not maintain its use as an operational bus garage with equivalent or increased capacity.
Site area	0.99ha
Built floorspace	5,493sqm
Businesses	1
Jobs	137-183 (HCA official estimate)
Existing homes	0



Figure 80 – Sideway Entrance. Street view



Figure 81 – The Crown Pub. Street view



Figure 82 – BSSA5 Site Allocation Boundary Map

6.5 BSSA5: Willesden Bus Depot

Policy Requirements

Strategic Objective

Retention of bus depot, and relocation of existing offices to the High Road with new residential uses above. Redevelopment of the disused Crown pub on High Road to re-provide a community/pub/employment function at ground floor, with new residential uses above.



Indicative Homes

Indicative target of 60 homes, to provide a mixed community including affordable housing (target 50% affordable, with a 70:30 social/intermediate split), 25% family (3bed+) housing. Locate new residential uses towards the High Road, avoiding new development that is surrounded by industrial uses.



Green, Open and Play Spaces

Due to the nature of the site there is limited scope for introducing new green spaces. Instead the focus should be on improvements to the adjacent stretch of High Road which suffers from narrow pavements and restricted space for a heavily used bus stop. Financial contributions will be required towards off-site open space and play provision.



Industrial Spaces and Affordable Workspaces

LES: Retain the existing bus garage function, identifying opportunities for increased stabling provision and considering the spatial requirements arising from electrification. Relocation of existing offices to release more space for parking to serve the bus depot.



Community Spaces

The pub or alternative community function should be retained through meanwhile use and redevelopment of the vacant Crown Public House (approx. 480sqm). Should the loss of the public house use be justified under policy BHC5, the preferred alternative use is community use and/or employment floorspace.



Planning Considerations

Air Quality Management Area, Contamination Risk, impact on setting of heritage assets. Any proposals would need to be consistent with London Plan Policy T3 and London Plan Guidance (LPG) on Sustainable Transport, Walking and Cycling. The Agent of Change principle would be applied to any redevelopment to ensure adequate protection for residents or occupiers, taking into account the 24/7 nature of bus garage operations.

Site specific geology will need to be considered for developments where deep piled foundations are proposed. Potential need for a Foundation Works Risk Assessment (FWRA) could be required to ensure that the risks to groundwater are minimised.



Building Heights

Buildings heights to vary between 5-7 storeys. The Bus Depot site is adjacent to residential terraces, so massing should be treated carefully.

6.5 BSSA5: Willesden Bus Depot

Proposed Framework

Design Principles

- Create active frontages along the High Road, helping to join up disparate clusters of retail, commercial and industrial uses in the surrounding area.
- Activate the vacant public house through the provision of 'meanwhile' uses, retaining public-facing uses at ground floor level and exploring the potential for residential uses above.
- The retention of the Edwardian entrance and war memorial is strongly encouraged. Development should take influence from the positive characteristics of the heritage assets within and surrounding the site. The Crown, a former Edwardian public house in the Tudorbeathen style, is also a building of townscape importance.
- Explore the potential for amenity spaces internally and/or at roof level, given the site constraints.
- Minimise the impact of new development on the day-to-day operation and servicing of the existing businesses.

Proposed Massing

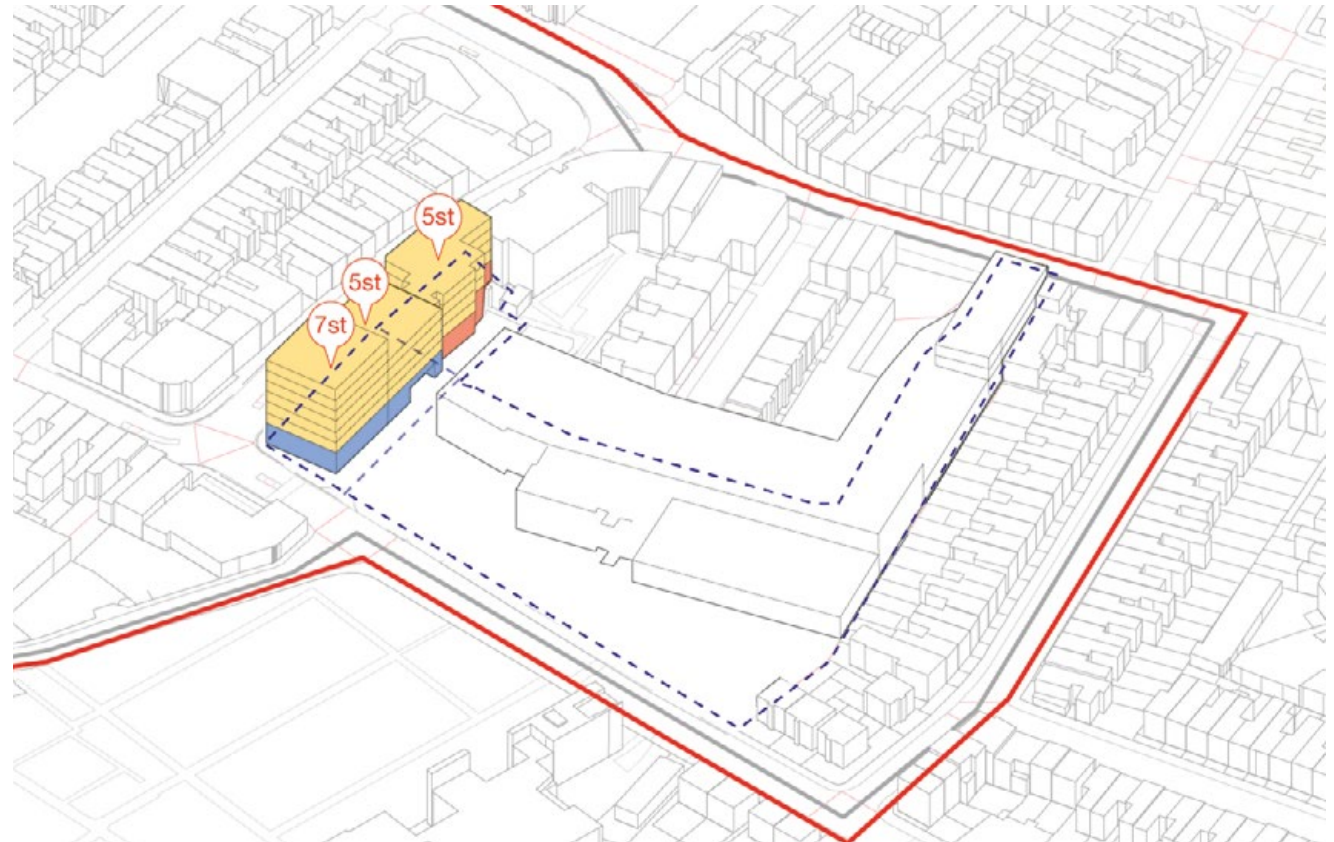


Figure 83 – Proposed Massing BSSA5 indicating 5-7 storeys (15m-21m). Hawkins\Brown Masterplan Report

Key

- | | |
|--|--------------------|
| ● E(c)/E(g) – Commercial offices, workspace and professional service | ■ Site Boundary |
| ● F – Community and Learning | 📍 Building Heights |
| ● C3 – Residential | |

An aerial photograph of a city neighborhood undergoing development. In the foreground and middle ground, several modern, multi-story buildings with light-colored facades and large windows are visible. Some of these buildings have green roofs. These new structures are interspersed with older, more traditional brick buildings with gabled roofs. A red line, possibly a street or a boundary, runs diagonally through the scene. The overall scene depicts a mix of old and new urban architecture.

6.6 BSSA8: McGovern's Yard

Site Summary

The map shows the Depot situated between Colvin Road to the north and Metrod Road to the south. To the west of the Depot is a large Garage, and to the east is a Shelter. The Depot is a large, rectangular building with a red outline. Surrounding streets include Colvin Road, Metrod Road, High Road, and Dudden Hill Lane. Various residential buildings and landmarks are labeled, including the 1 to 9 Village Apartments, the 1 to 30, and the 1 to 30. The map also shows a North arrow in the top right corner.

Figure 86 – BSSA8 Site Allocation Boundary Map

6.6 BSSA8: McGovern’s Yard

Policy Requirements

🔗 Strategic Objective

Deliver a mixed-use development to re-provide light industrial uses with residential above. and introduce new local amenity and work-space.

**Indicative Homes**

Indicative target of 45 homes, to provide a mixed community including affordable housing (target 50% affordable with a 70:30 social/intermediate split) and 25% family (3bed+) housing.

**Industrial Spaces and Affordable Workspaces**

Re-provide industrial uses where possible with an aim to increase industrial floorspace.

**Planning Considerations**

Air Quality Management Area, Contamination Risk.

**Green, Open and Play Spaces**

Due to the nature of the site there is limited scope for introducing new green spaces. Green roofs, green walls, tree planting and elements that support biodiversity are encouraged. Financial contributions will be required towards off-site open space and play provision.

**Community Spaces**

Due to the nature of the site there is limited scope for introducing new community spaces.

**Building Heights**

Buildings heights to vary between 2-7 storeys. Development will need to be sensible to the adjacent residential homes.

6.6 BSSA8: McGovern's Yard

Proposed Framework

Design Principles

- Concentrate new development along the edge of the site, near main roads, to complete the perimeter block.
- Limit new development within the core of the site, which is constrained by narrow width and sensitive edges.
- Re-provide industrial uses where possible with an aim to increase employment floorspace.
- Consolidate shared service yards around both existing provision and access points, supporting the clustering of industrial uses.
- Support the clustering of public-facing uses towards Dudden Hill Lane

Proposed Massing

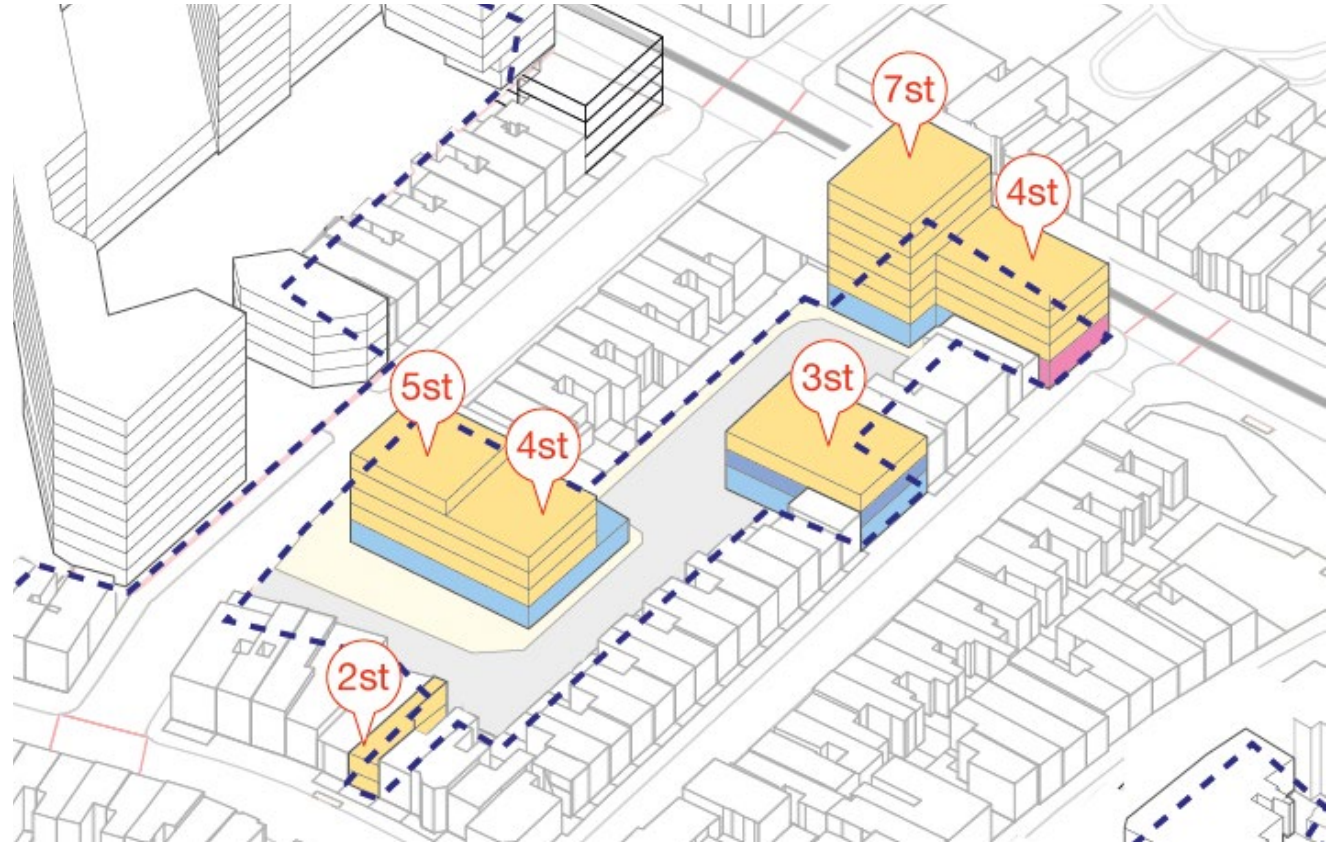


Figure 87 – Proposed Massing BSSA8 indicating 2-7 storeys (6m-21m) (Hawkins\Brown Masterplan Report)

Key

- | | | |
|---|---|--------------------|
| ● E(g) – Uses which can be carried out in a residential area without detriment to its amenity: incl. light industrial | ● E(a)/(b)/(c) and sui generis – Retail, F&B and services | ■ Site Boundary |
| ● E(c)/E(g) – Commercial offices, workspace and professional service | ● C3 – Residential | 📍 Building Heights |
| | ● Public realm | |

7.0 Delivery Approach and Phasing

- 7.1 Community Involvement**
- 7.2 Land Ownership**
- 7.3 Land Consolidation Strategy**
- 7.4 Indicative Phasing**
- 7.5 Decant and Business Relocation Strategy**

7.1 Community Involvement

7.1.1 Community engagement and ownership will be key to the successful realisation of the vision for CEGA. Developers are required to adopt a clearly-articulated approach to community engagement, taking into account the diversity of Church End's community. As English may not be the first language, engagement materials should be communicated through a combination of clear visual material and summary text highlighting key information. A hybrid approach is needed which combines both digital and in person engagement, as many residents and workers do not have access to or use digital consultation platforms.

7.1.2 Lessons learnt from the initial masterplanning work, which developers should draw on include:

- Hybrid approach: Combining both digital and in person engagement, as many residents and workers do not have access to or do not use digital consultation platforms.
- Existing networks: Partnerships with community groups should be facilitated, including to help engage harder to reach groups.
- Translate the process of change to individuals and lives: 'Day in the life' type scenarios are useful to translate the conditions before and after regeneration.

- Diverse audiences: As English may not be the first language, engagement materials should be communicated through a combination of clear visual material and summary text highlighting of key information.

7.1.3 Mechanisms to promote community ownership of workspace, community and cultural facilities and public space are strongly encouraged. Developers should seek to co-design these spaces in collaboration with local people, including young people. Community Agreements will be secured setting out how local people and existing community groups will be engaged in the operation of new Use community spaces and meanwhile uses. This could include through involvement in the development of a programmes of services and activities. In the case of cultural or employment uses, training and employment opportunities for local people will also be secured.



Figure 88 – CEGA Masterplan – Autumn Exhibition



Figure 89 – Church End Common Place platform outcomes

7.2 Land Ownership

7.2.1 The total combined area of the CEGA site allocations is approximately 11ha. 53% of this land is owned by seven landowners, only two of which are public bodies. Larger sites within the site allocations that are under single ownership will typically tend towards early redevelopment than sites under multiple ownerships.

7.2.2 Many sites however suffer from fragmented ownership, including Cygnus Business Park, Sapcote Industrial Estate and the Cobbold and Trojan Estates. Fragmented ownership also provides a barrier to redevelopment within the Town Centre. A summary of the phasing and delivery strategy for each site allocation including land ownership, leasing arrangements and risk analysis is included in Appendix F.

Key

- Brent Freehold
- Public Sector Freehold
- Other: Freehold
- Other: Leasehold
- Unknown Freehold
- Unknown Leasehold
- Unknown



Figure 90 – Land Ownership map

7.3 Land Consolidation Strategy

7.3.1 The masterplan approach to land consolidation, with phasing informed by the following factors:

- **Building on existing appetite and enthusiasm** by planning and promoting sites where landowners have already shown interest in redevelopment.
- **Focus on larger sites in single ownership** including key sites within all the main five site allocations.
- **Prioritising buildings that are derelict or in poor condition** or are underutilised e.g. Neasden Studios and The Crown.
- **Prioritising council-owned sites and land adjacent** to them e.g. Brent Business Park and adjacent sites on Trojan Estate.
- **Identifying where floorspace could be increased** significantly to support redevelopment and to justify the financial resources required to negotiate land consolidation.

Key

- Sites under single private ownership
- Sites under multiple and fragmented ownerships
- Single ownership of public body/local authority
- Highways under local authority ownership

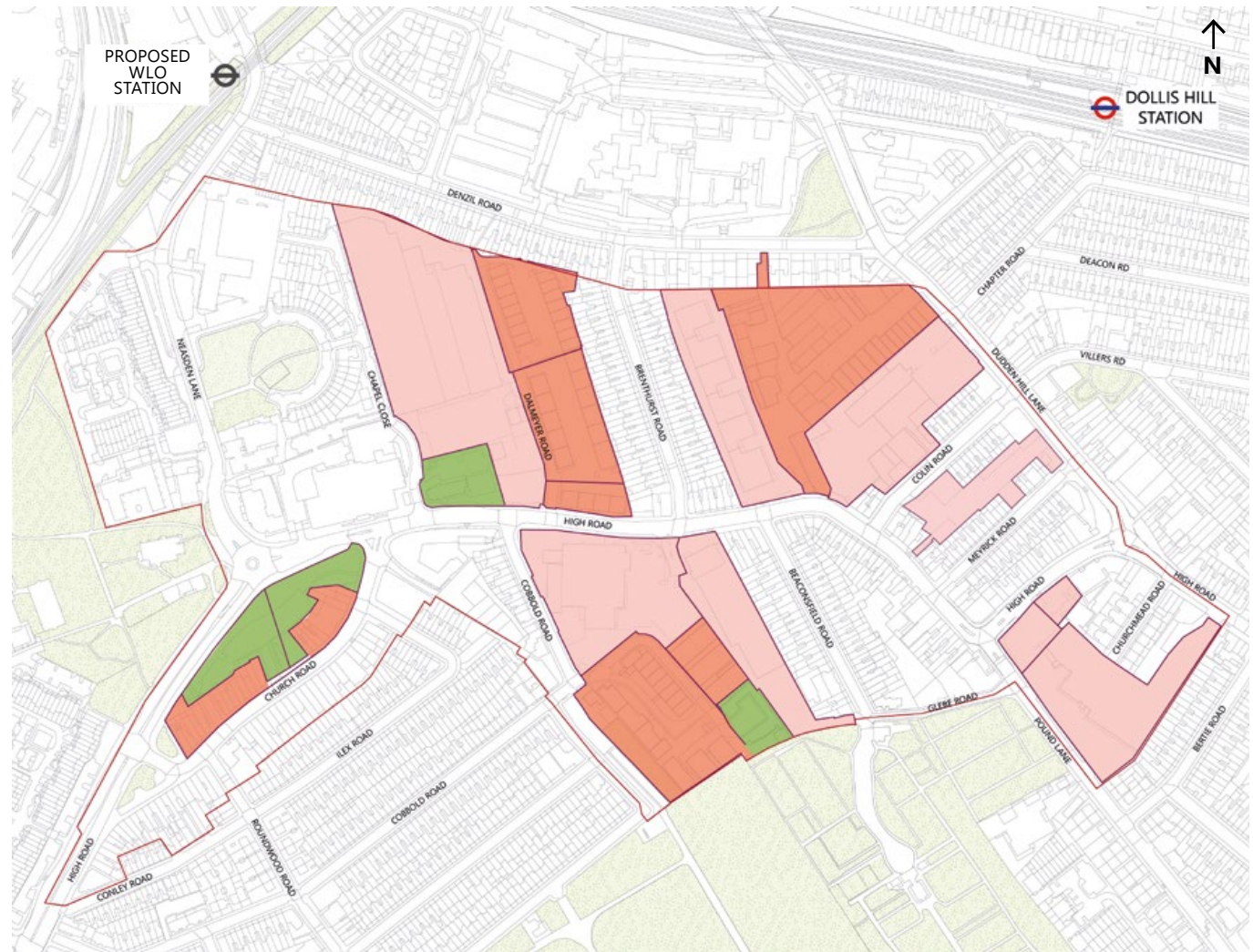


Figure 91 – Site consolidation approach. Adapted from Hawkins\Brown Masterplan Report

7.3 Land Consolidation Strategy

7.3.2 The Council will use a variety of methods to incentivise delivery with the CEGA, reflecting the particular circumstances of the sites:



Design guide and framework for extensions:

This provides greater clarity and guidance on what is appropriate development within Church End Town Centre, identifying different opportunities available on the north and south side of Church Road.

Partnerships with developers and/or housing associations:

The Council has a track record in delivering affordable housing. It also has a history of partnering with other organisations, such as housing associations, or developers where appropriate.

Promotion and engagement with landowners:

Early conversations between the Council and key landowners were initiated as part of the masterplan and that process will continue through statutory consultation and post adoption of the masterplan SPD.

Investment in key infrastructure projects:

Schemes identified in the Council's Infrastructure Delivery Plan (IDP), this CEGA Masterplan SPD or other programmes, to better facilitate the redevelopment of key site allocations.

Compulsory Purchase Order (CPO):

A mechanism of **last** resort, CPO will only be used where necessary to deliver Council supported regeneration and development otherwise being undermined by unreasonable demands from site owners.

7.4 Indicative Phasing

Phase 1: 3-5 years

The north of BSSA3 Church End Local Centre is Council-owned, has planning permission and is due to come forward for delivery. In addition, industrial land

within BSSA4 Chapman's and Industrial Estate, and 28-31 High Road, have been subject to detailed design and planning work and have the potential to come

forward within 3-5 years. Finally, the vacant Crown Public House within BSSA5 Willesden Bus Depot site could come forward as a meanwhile use in the shorter-term.

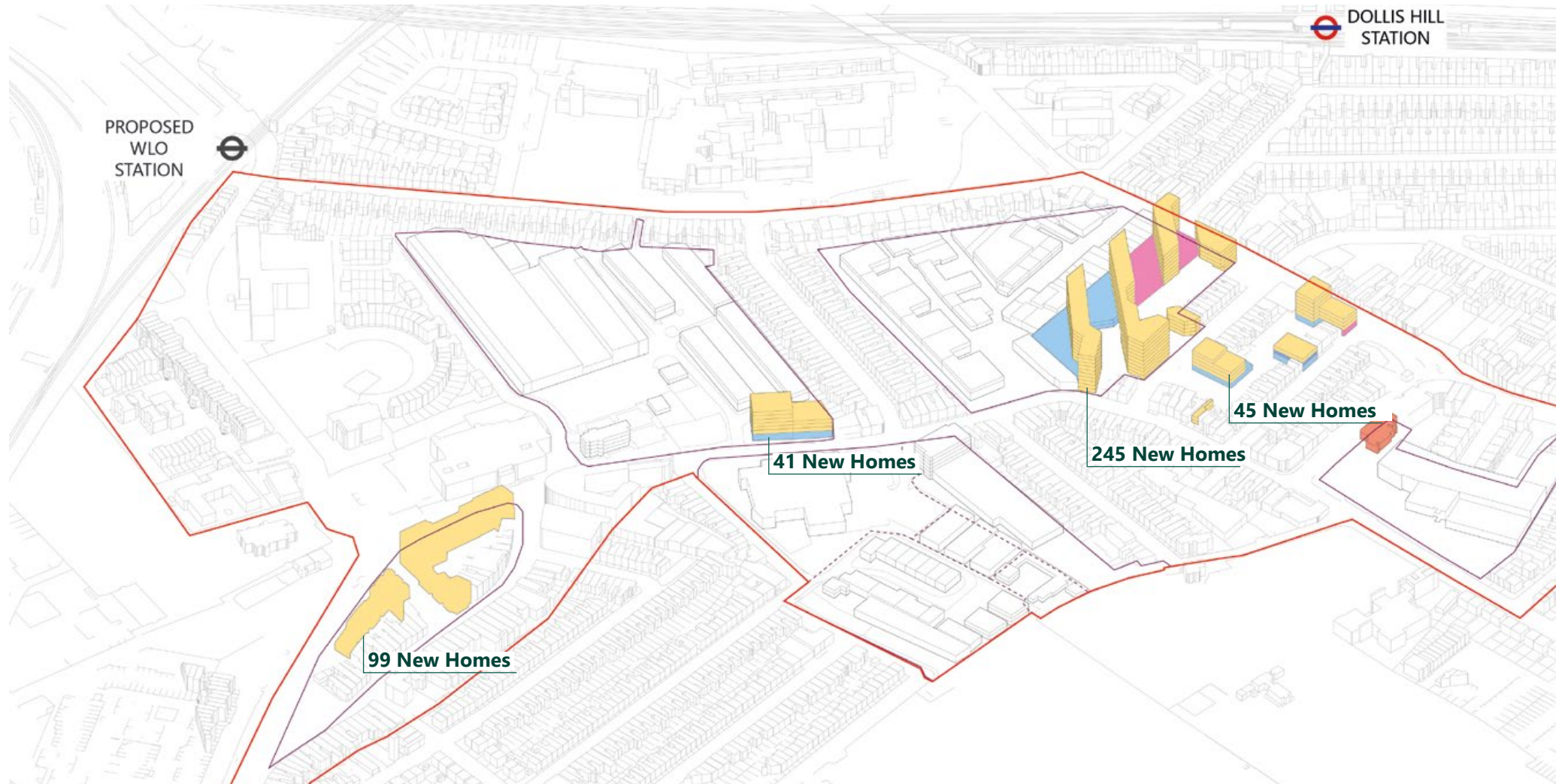


Figure 92 – Phase 1: 3-5 years. Hawkins\Brown Masterplan Report

7.4 Indicative Phasing

Phase 2: 6-11 years

Taking into account landownership and engagement, BSSA1 Asiatic Carpets and parts of BSSA4 Chapman and Sapcote Estate could come forward in 6 to 11 years.

Units within Cygnus Business Estate to the east are retained and enhanced. Within BSSA4 it is envisaged the majority of industrial stock will be retained and enhanced,

but there is potential for redevelopment of the industrial unit facing the High Road. BSSA5 there is also potential for intensification through relocation of the bus depot offices.

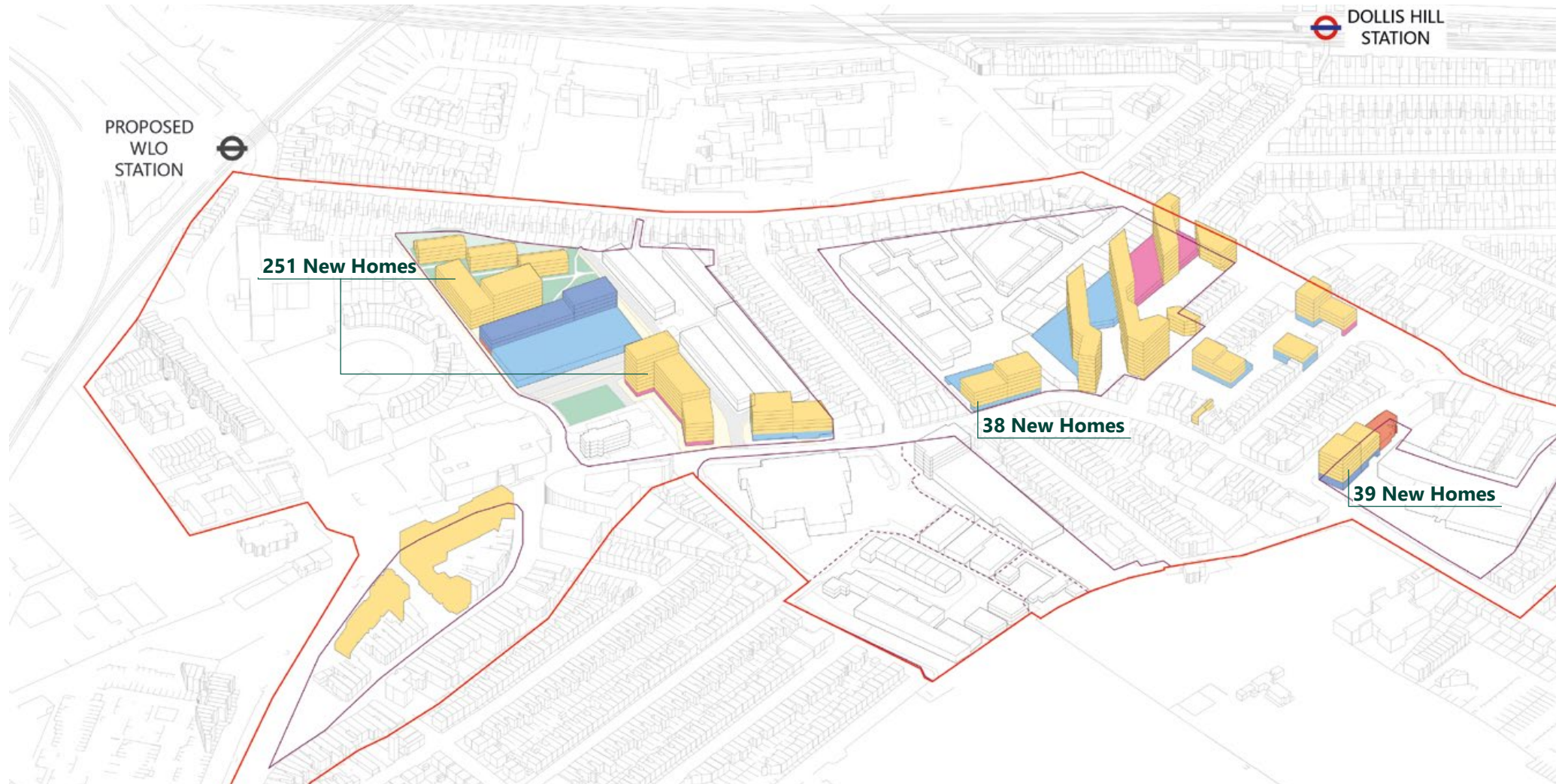


Figure 93 – Phase 2: 6-11 years. Hawkins\Brown Masterplan Report

7.4 Indicative Phasing

Phase 3: 11-15 years

BSSA2 B&M Homes Store are considered more likely to come forward within 11-15 years. Cobbold Industrial Estate is largely fragmented across multiple ownerships

and supports a range of valuable local industrial jobs. MP Moran and Sons is another important local industrial employment site. As such, it is envisaged these sites will

remain in industrial use. Given the fragmented ownership within Church End Local Centre, would come forward site by site through individual site development.

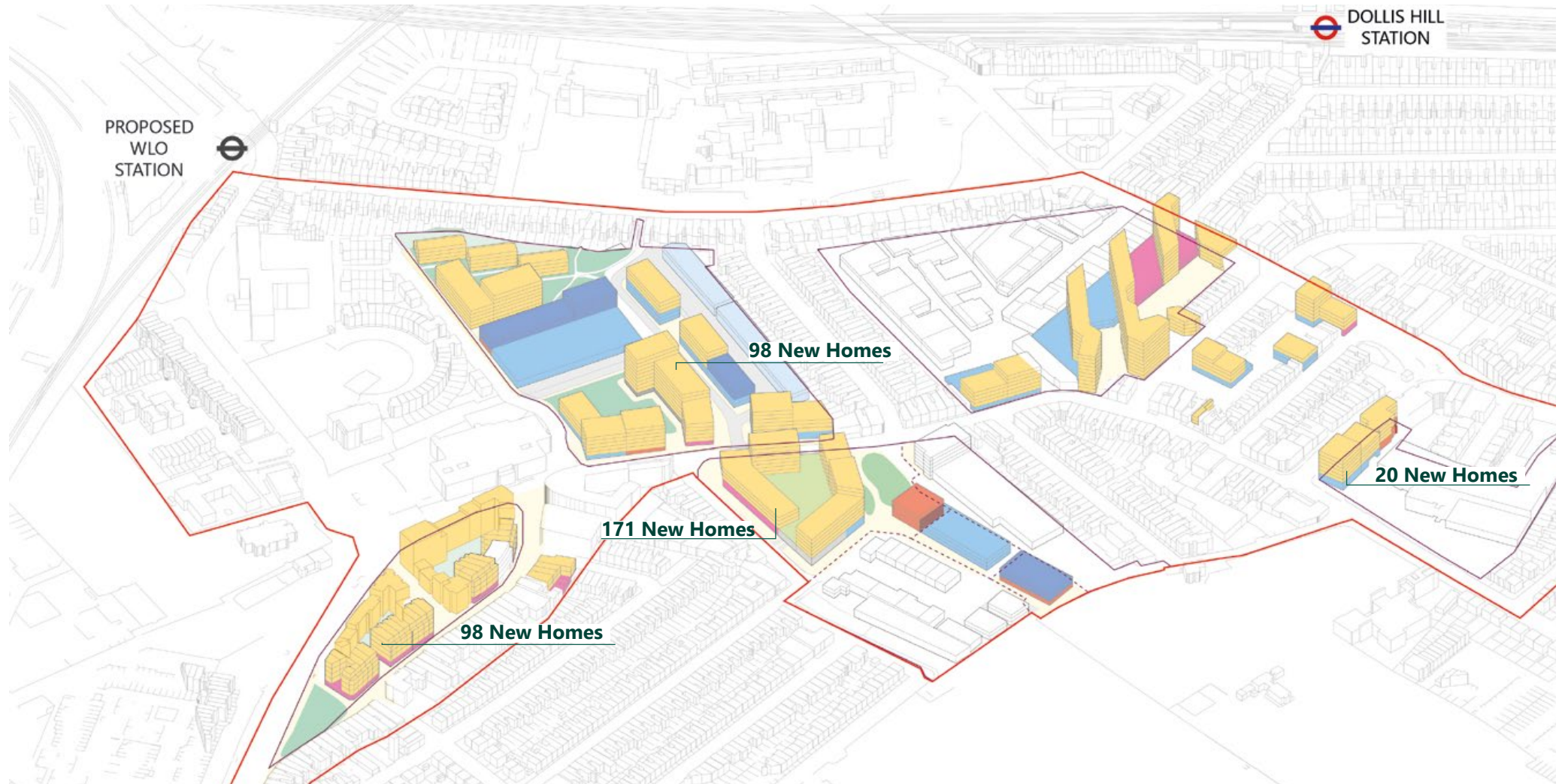


Figure 94 – Phase 3: 11-15 years. Hawkins/Brown Masterplan Report

7.5 Decant and Business Relocation Strategy

- 7.5.1 Redevelopment proposals within CEGA should include plans to retain businesses in the area and protect local employment. Most businesses are concentrated in Cygnus Business Park and Chapman's and Sapcote Estates. Redevelopment and intensification on these sites should be phased to aim for a comprehensive re-location strategy. Land that is less actively used will be more appropriate for earlier phases and can provide decant capacity to accommodate local businesses and thereby unlocking further redevelopment.
- 7.5.2 Development impacting industrial sites is to be supported by a Business Relocation Strategy demonstrating
- **Detailed understanding of existing businesses on site:** This includes their type of activity/use class, potential compatibility with proposed land uses, their market area, number of employees and lease arrangements.
 - **Early engagement with businesses:** It is essential to ensure that new spaces are aligned with the needs of existing businesses. Early engagement with businesses should establish if they wish to be retained on site or relocated, and what their requirements are in terms of location, size and type of premises required, fit out and servicing requirements. Where a business wishes to cease trading, then a signed statement from the business confirming this position should be provided.
 - **On-site retention strategy:** Set out how the applicant will work with businesses that wish to be retained to ensure on site provision meets their needs. In some circumstances retrofit or refurbishment of existing facilities may be appropriate. Where this is not feasible, engagement should inform typologies of space and affiliated infrastructure proposed. It should be ensured phasing is aligned to support retention, and ideally enable businesses to relocate only once. Consideration will also need to be given to how service access and yard space can be maintained during construction.
 - **Off-site retention strategy:** Set out how the applicant will explore options with businesses who want or need to be relocated and confirmation of what assistance will be provided. This should confirm when relocation will need to occur and identify suitable alternative locations, with the following sequential approach: CEGA or NSGA, Brent, West London, the rest of London and beyond.
- 7.5.3 The Council will monitor the progress of sites coming forward and decant strategies within both CEGA and NSGA. This will help to co-ordinate the decant process at a strategic level, with the aim of ensuring that businesses have an opportunity to stay and grow in the area.

7.5 Decant and Business Relocation Strategy

Key

- Businesses remain as they are and improvements to the site with potential for accommodating decanted businesses
 - 1 - Sapcote Industrial Estate
 - 2 - MP Moran & Sons
 - 3 - Trojan and Cobbold Estates (partial)
 - 4 - Cygnus Business Park (partial)
 - 5 - Chapman Park Industrial Estate (partial)
 - 6 - Willesden Bus Depot
- Full site redevelopment with re-provision of existing business and potential for new businesses
 - 7 - Neasden Studios/Film Production studio
 - 8 - Probation Centre
- Re-location of businesses within CEGA or nearby industrial areas (NSGA/OPDC)
 - 9 - Cygnus Business Park (partial)
 - 10 - Chapman Park Industrial Estate (partial)
 - 11 - Trojan Industrial Estate (partial)
 - 12 - Brent Enterprise Park
 - 13 - Dudden Hill Site
 - 14 - McGovern's Yard
- Redevelopment of yard or unused space
 - 15 - Asiatic Carpets yard
 - 16 - Willesden Bus Depot yard
 - 17 - The Crown pub
- Town Centre individual site redevelopment with careful consideration of ground floor commercial unit's activities
 - 18 - Local Centre ground-floor units



Figure 95 – Business Relocation Strategy. Adapted from Hawkins\Brown Masterplan Report

*There is a high level of vacancy within the town centre that should be activated. However, as the redevelopment of residential uses on a site-by-site basis will have an inherent impact on the ground floor commercial units, these changes need to be timed carefully to not impact business operations and with a view to re-housing occupiers where possible. However, it is worth noting that any redevelopment may incur rent increases, which in turn would exclude some existing businesses who depend on the current low rents.

8.0 Planning Process

- 8.1 Pre-Application Discussions
- 8.2 Planning Applications
- 8.3 CIL/S106 Planning Obligations
- 8.4 Contacts
- 8.5 Acknowledgements

8.1 Pre-Application Discussions

- 8.1.1 The Council encourages early engagement to discuss proposals for development. It is recognised that to address particular site specific issues that developers might want or need to depart from some of its content. In these cases early engagement with the Council and communities and a clear narrative on why solutions are being proposed will be helpful. It is likely to reduce potentially abortive work and enable clarity from the Council on likely acceptable development schemes.
- 8.1.2 It is recommended that applicants consider the viability of a site at the pre-application stage. This will allow any issues around policy compliance to be resolved before the submission of a planning application.
- 8.1.3 Depending on the scale of the proposal, a planning performance agreement setting out the roles, responsibilities and a timeline for the pre-application, and application, process, may be applicable.
- 8.1.4 Meetings with councillors, and a pre-application presentation to the Planning Committee, may be applicable. Early engagement with the Council's Quality Review Panel (QRP) is highly recommended.

8.2 Planning Applications

- 8.2.1 A list of information to be submitted to ensure a valid application can be found at the Council's website.
- 8.2.2 The Council's Statement for Community Involvement (SCI) sets out the consultation methods that are strongly encouraged before submission of a planning application, in addition to items referenced on 7.5.1.
- 8.2.3 The Council will consult nearby occupiers and relevant stakeholders – in addition to statutory consultees, and responses will inform the Council's assessment of the proposals.
- 8.2.4 The Council's scheme of delegation – setting out what applications will be determined by the Planning Committee – is set out in the constitution.
- 8.2.5 The Council seeks to support schemes which will help to deliver on the Council's objectives as set out in the Local Plan and this document, and will enter into any negotiations positively with a view to securing an outcome that works for all parties.

8.3 CIL/S106 Planning Obligations

- 8.3.1 The mechanism to deliver wider infrastructure associated with CEGA will predominantly be through financial contributions received via the Community Infrastructure Levy (CIL). Where infrastructure relates to a site specific mitigation measure, its provision may be via a planning obligation, or conditions attached to the planning permission.
- 8.3.2 More details on CIL and S106 Planning Obligations can be viewed at the [Council's website](#).

8.4 Contacts

Brent Council Planning and Regeneration Teams

London Borough of Brent

Brent Civic Centre

Engineers Way, Wembley HA9 0FJ

Email: churchend@brent.gov.uk

Website:

<https://www.brent.gov.uk/your-community/regeneration/church-end/>

Other Supplementary Planning Documents can be found at the Council's website below:

<https://www.brent.gov.uk/services-for-residents/planning-and-building-control/planning-policy/supplementary-planning-documents-and-guidance/>

8.5 Acknowledgements

The masterplanning exercise that informed the Masterplan SPD was undertaken by Hawkins\Brown Architects, with contributions from: Jan Kattein Architects; PJA Transport Planning; Ramidus and Propernomics, Vizible 3d consultants. BNP Paribas tested the masterplan's viability and deliverability.

Drawings and graphics were edited/adapted by Brent Council Regeneration Team.

Appendices

Appendix A – Church Road BSSA3 Residential Design Guide

Appendix B – Delivery Summary

Appendix C – Case Studies

Appendix D – Consultation Statement

Appendix E – Social Demographics Data

Appendix F – Locally Significant Industrial Sites (LSIS)

Appendix G – Additional Guidance

Church Road BSSA3 Residential Design Guide



Appendix B – Delivery Summary

BSSA1

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/Considerations
28-31 High Road	5 years	41	1,234 m ² industrial	Retain service yard	Viable	Impact on neighbouring residential uses by re-provided industrial – noise, servicing, nuisance creating activity	4 x Freehold Collective planning application from multiple landowners. This excludes ones of the landowners and may hinder future development of site.	4 existing businesses x Light industrial in low-spec stacked spaces, with yard access and attached office space above (to be re-provided) Owner-occupied businesses intend to return to operate from site	Collective planning application from multiple landowners. Council incentive may be needed to include additional adjacent landowner.	n/a	n/a	- risk of lack of consensus between landowners - impact on operations for Cygnus Business park and main service access - new residential uses could conflict with adjacent service yard and industrial businesses
Asiatic Carpets	10 years	251	3,080 m ² light industrial 2,784 m ² affordable workspace 2,880 m ² commercial workspace	New hub for creative industries and media production, with affordable workspace and 928 m ² community space	Viable	Impact on neighbouring residential uses by re-provided industrial uses – noise, servicing, nuisance creating activity, night-time servicing, conflict with pedestrians and cyclists along proposed north-south cut-through	1 x Freehold with interest to redevelop site	2 existing businesses x Carpet warehouse and film production studio in large volume, low-spec warehouse space. Both need service yard, loading space and access, with film studio needing considerable parking Consideration for temporary re-location or pause in operations of Neasden Studios and new permanent storage facilities for carpet warehouse	Single landowner and developer bringing forward site. Current proposals assume inclusion of Cygnus Business Park and Probation Centre, which have not yet been engaged.	Workspace operators, community organisations, creative industries, existing businesses GLA, housing associations (for affordable/ social rent)	Potential for collaborative design for community space, workspace and new public spaces. Where possible, community uses and public spaces should champion community ownership. Engagement with adjacent land parcels	- no policy requirement for re-provision of industrial or commercial floorspace - temporary closure or relocation of film studio could lead to permanent loss
Cygnus Business Park	15 years	35	4,126 m ² retained industrial 5,550 m ² light industrial	Retain service yard and maintain operations for eastern units. Mix of new and existing light industrial, creative workspace and studio space	Viable	Impact on neighbouring residential uses by re-provided industrial uses – noise, servicing, nuisance creating activity, night-time servicing, conflict with pedestrians and cyclists along proposed north-south cut-through	35 x Freehold and Leasehold Multiple and fragmented ownerships, likely to need incentivising for redevelopment and additional council supports for collective strategy	30+ existing businesses x Mix of light industrial and multiple sectors in small, low-spec units. All units make use of yard and need loading and parking space. Relocation of existing units in available sites in CEGA and NSGA, or the temporary relocation of business to be rehoused in future development on impacted sites.	Collective planning applications from multiple landowners or council-led acquisition Private developer led site assembly	Existing businesses GLA, housing associations (for affordable/social rent)	n/a	- engagement with owners and occupiers on eastern edge of site where no development is proposed – they will need to be equal stakeholders in development process
Probation Centre	15 years	63	968 m ² re-provided floorspace for Probation Centre	450m ² of community space to support Probation Centre and affiliated organisations	Viable	Impact on neighbouring residential uses by re-provided industrial uses – noise, servicing, nuisance creating activity, night-time servicing, conflict with pedestrians and cyclists along proposed north-south cut-through	1 x Freehold by public body no immediate plans of redevelopment. May need council incentive and additional support through NCIL/ community supports	1 existing occupier x Needs to be in proximity of Magistrate's Court and continue operations (temporarily) near to existing site Temporary re-location of Probation Centre, potential within site allocation in vacant or meanwhile space	Potential partnership between council and public body.	Probation Centre, affiliated organisations, community organisations, GLA	Potential for collaborative design for community space	- risk of lack of incentive for development till building condition deteriorates or no longer fit for purpose

Appendix B – Delivery Summary

BSSA2

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/Considerations
B&M Bargains	15 years	171	3,036 m ² workshop/light industrial 1,855 m ² for new Community Health Hub	Podium car parking on remaining ground floor. Small scale retail/cafe use to plug into Health Hub.	Viable	The site fronts working industrial sites and therefore needs to be considerate of active vehicular entrance for MP Moran and Sons to east, as well as service vehicles using Cobbold Road to access industrial estates to the south	1x Freehold Owned by HSBC pension fund and locked into current lease for the medium-long term. However, there is potential to unlock site for residential development after 15 years. This is also when a potential health hub may be required, dependent on Brent ICC recommendation. Parcelling with adjacent sites (below) required for coordinated development with new industrial and community uses, and minimising ongoing impact on adjacent sites.	1 existing business x Locally Significant Industrial Sites (LSIS) – London Plan Policy E7 supports the intensification of industrial uses.	Potential partnership with council owned assets and other adjacent development sites. This may need support and co-ordination from the council to ensure a cohesive development.	Community organisations, GLA, Housing Associations, Brent ICC	Potential for collaborative design for Health Hub, with potential outpost for community enterprise in retail unit. Potential for collaborative design elements on public space and garden.	- single landowner uninterested in developing the site - Development of site on it's own (not in combination with Trojan Estate and Brent Enterprise Park) may restrict development on those more secluded sites
Trojan Estate (partial)	15 years	0	3,780 m ² industrial kitchens	Service yard and 24/7 access needed	Viable	Impact of new industrial uses, mainly noise, odours and service traffic, needs to be carefully managed if using same access as MP Moran and Sons. Consideration of proximity to residential uses proposed at B&M Bargains site.	Est. 3 x Freehold Acquisition by the council or by B&M Bargains landowners may better facilitate integration with adjacent development sites.	3 existing businesses x Light industrial in medium sized warehouse spaces, consisting of wholesale distribution and catering. They all need yard space for loading and car parking, the catering business will need appropriate ventilation. Relocation of existing catering and distribution businesses, preferably within Cobbold Estate.	Potential partnership between council, landowners at B&M Bargains Private developer led site assembly	Workspace operators, existing catering businesses, GLA, local skills and training services	Potential for new light industrial uses to plug into local skills and training provision, building on catering as a growth sector for local employment	- risk of lack of consensus between landowners - risk of one (or more) of the landowners unwilling to redevelop - risk of council intervention antagonising adjacent owners and occupiers
Brent Enterprise Centre	15 years	0	1,800 m ² light industrial/workspace 900 m ² community space	Service yard and external use for community space	Viable	Impact of new community uses, mainly noise and potential for anti-social behaviour need to be carefully managed. Servicing may use same access as MP Moran and Sons or Cobbold Estate and overlap needs to be mitigated for community use.	1x Freehold Council-owned site provides opportunity for exemplar project reflecting local needs and use	Approx. 15 existing businesses x Light industrial in small, low-spec warehouse spaces. Use of shared car park and service yard. Relocation of existing units in available sites in CEGA and NSGA	Council-led development, but could benefit from partnering/ parcelling with adjacent developments at B&M Bargains and Trojan Estate	Existing businesses GLA, housing associations (for affordable/social rent)	n/a	- Careful engagement with owners and occupiers on eastern edge of site where no development is proposed – they will need to be equal stakeholders in development process - potential for council-led development to catalyse change, but site is far removed from main road and doesn't have a strong street presence – so although the site can be developed easily, it will be restricted by surrounding structures

Appendix B – Delivery Summary

BSSA3

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/ Considerations
Town Centre (vacant units)	3-10 years	n/a	1,200 m ² new affordable workspace 6,230 m ² retained retail, food and beverage 840 m ² new community space	Meanwhile activation of vacant unites accompanied by public realm improvements to Church Road and town centre frontages	n/a	Introduction of new community uses may create noise and other potential conflicts with existing upper floor uses. Access and servicing for both new and existing uses may be in conflict with public realm improvements and wider aspirations for removal of general traffic from town centre.	Unknown no. of freeholds and leaseholds Multiple and fragmented ownerships	Unknown no. of businesses (post pandemic) No business relocations proposed	Council-led approach for meanwhile activations and public realm improvements to catalyse further regeneration	Community organisations, existing businesses, workspace operators, GLA, TfL, skills and training providers, London Borough of Culture	Potential for all meanwhile activations to be designed, delivered and managed by the community with support from council. Public realm improvements will require engagement and a temporary changes may allow testing of proposals.	n/a
Town Centre (housing delivery)	15 years	94	2,257 m ² - 3,410m ² high street uses (including retail, food and beverage, community, faith and workspace)	n/a	Not viable	Introduction of new residential uses along existing high street uses may be impacted by existing issues of noise, traffic, servicing and anti-social behaviour	Unknown no. of freeholds and leaseholds Option 1: Multiple and fragmented ownerships incentivised to intensify site-by-site, supported by a Design Code Option 2: Council acquisition of land in order to deliver housing targets	Unknown no. of businesses (post Covid) Temporary re-location of existing businesses or works that allow for phasing that allows ground floor units to move once along Church Road	Site-by-site redevelopment of individual ownerships OR council-led development in partnership with housing association	Existing residents, existing businesses, community organisations, housing associations (Catalyst)	New housing and supporting design codes could be developed with the community, supporting residents to design and deliver extensions at a low cost. Potential for skills and training	- retaining cluster of businesses through redevelopment where high street will be a construction site. Both options provide a challenging situation: Opt 1 may mean that piecemeal construction impacts the public realm and street continuously for the long term (if development is sufficiently incentivised). Opt 2. would entire clear one side of the high street, impacting multiple businesses and risking a permanent loss

Appendix B – Delivery Summary

BSSA4

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/Considerations
Dudden Hill Site	3 years	245	1,871 m ² workshop/light industrial 1,868 m ² light industrial 1,583 m ² gym 57 m ² retail	n/a	Viable	The site introduces a large number of residential units along Sapcote Estate, which is an actively used industrial estate with yard activity. It is often noisy in the day and proposed Dudden Hill Site development may anticipate redevelopment of adjacent industrial sites, which is not proposed by the masterplan.	1x Freehold Multiple ownerships assembled under developer R55	Approx. 4 existing businesses x Unknown specification, with access to a large service yard and along strategic road network Re-location of existing businesses required, preferably within CEGA or NSGA, along strategic road network and with sufficient yard space.	Developer-led	Affordable workspace providers, housing associations, skills and training providers	Potential for collaborative design for workspace and community-facing uses	- Replacement of industrial uses with creative workspace may set a precedent for replacement of 'low value' uses in the area
Chapman's Estate	15 years	38	1,419 m ² industrial	Service yard and access needed, with continued access and operations for remaining sites within estate	Viable	New residential uses potentially impacted by existing industrial uses, including noise, servicing and potential nuisance-generating activity	1x Freehold and 4x Leaseholds Open to partial redevelopment, however industrial frontage should be maintained on High Road	Approx. 4 existing businesses x Mixed wholesale retail in medium scale low-spec warehouses with dedicated service yards and car parking for customers Relocation of 1 existing occupier in medium-scale industrial unit	Potential partnership between landowner, council and/or housing association	Existing businesses, housing associations	n/a	- Risk of impact on servicing and access of adjacent units

Appendix B – Delivery Summary

BSSA5

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/Considerations
The Crown	10 years	20	480 m ² community space	Meanwhile activation of The Crown building with community and public house uses, followed by residential development with community/public house use on ground floor	Viable	Re-introduction of pub use next to relatively new residential developments (after pub has been disused for many years) may provide a challenge. Need to consider noise, servicing, odours and other nuisance-generating activities or anti-social behaviour	1x Freehold	Vacant	Potential for council-acquisition and initiation of meanwhile use. Potential for partnership with developer or housing association for delivery of residential in med-long term	Community organisations, housing associations, GLA	Potential for all meanwhile activations to be designed, delivered and managed by the community with support from council. Community ownership/ management models could provide continuity beyond meanwhile use.	n/a
Willesden Bus Depot	15 years	39	5,943 m ² bus depot 588 m ² offices	Retention of use and operations of bus depot function. Potential to relocate office block to edge of site, to clear more space for vehicles and provide opportunity for introducing residential on upper floors	Viable	New residential uses potentially impacted by existing bus depot uses – including noise, odours, night-time servicing and traffic	1x Freehold landowners open to partial redevelopment	No relocation of businesses proposed	Potential partnership between landowner, council and/or housing association	Metroline, TfL, GLA, housing associations	n/a	- future of bus depot on current site is unknown and could present a development opportunity in the future - any localise redevelopment of part of the site should make sure that it doesn't constrain future redevelopment of wider site

BSSA8

Development site	Phase (yrs) 3 / 5/ 10/ 15	Housing delivery	Employment floorspace	Additional conditions	Viability status	Agent of Change considerations	Ownership and land assembly	Business decant and relocation	Delivery route	Project partners	Community involvement	Risks/Considerations
McGovern's Yard	10 years	45	1,265 m ² light industrial 338 m ² workspace 250 m ² retail	n/a	Viable	Site is tightly constrained between terraced housing, which the re-provision of alternative industrial uses could impact	Unknown ownership	Approx. 3 existing businesses x Unknown specification, with access to a large service yard and along strategic road network Relocation of existing industrial businesses or provision of temporary facilities prior to rehousing on site	Potential partnership between landowner, council and/or housing association	Existing businesses, community organisations, housing associations, GLA	n/a	n/a

Appendix C – Case Studies



Case Study : LLDC, London

The London Legacy Development Corporation commissioned several studies analysing the options to protect existing employment, including the LLDC Employment Space Study and the HWFI Design & Planning Guidance ruling to:

- Retain existing area for jobs
- Loss of B2/B8 uses not allowed
- Retain existing ecology of uses
- Safeguard SIL land
- Activate yards and frontages.

As planning authority the LLDC tries to make sure that land use change, including housing, should add to, rather than displace. Residential will have to demonstrate that industrial capacity is not compromised by maintaining or increasing its employment density. Housing developments finance the high cost of intensification.



Case Study : Blackhorse Road, London

In 2013 the Upper Lee Valley Opportunity Area Planning Framework removed the SIL designation of the area north of Blackhorse Road Station and set a target of a minimum of 2,550 new homes.

The adopted Urban Design Framework suggested a mixed use area which kept industrial uses in the neighbourhood. Private developers, however, were not willing to deliver the proposed mix of uses so that this approach was finally dropped in the adopted AAP. This caused a substantial loss of employment space.

The Urban Design Framework relied on private developers to deliver the industrial uses.

Industrial use could not compete with the value of residential developments.

STATEMENT OF CONSULTATION

Church End Growth Area (CEGA)
Masterplan Supplementary Planning Document (SPD)
May 2023
This document sets out the public consultation that took place for the draft Church End Growth Area Masterplan SPD, summarises the representations received and the Council's response.

Appendix E – Social Demographics Data

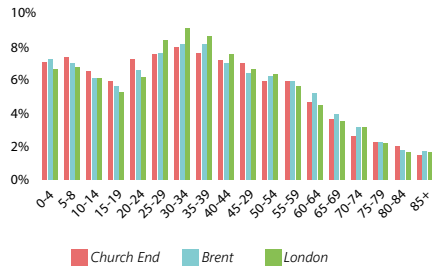
Population count



4,447 people
1,553 households

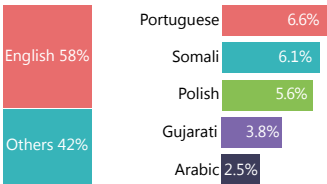
Source: ONS, Estimate for 2020

Population by age



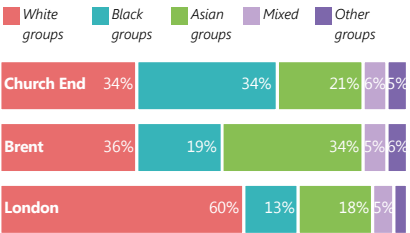
Source: ONS (Small area population estimates) – 2020 estimates

Languages



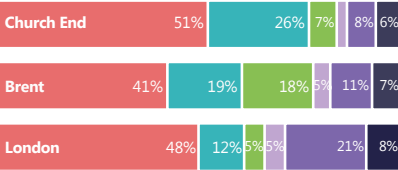
Source: ONS, 2011 Census (Table QS204). Persons aged 3 and over

Population by ethnic group



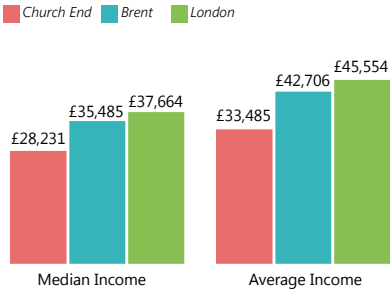
Source: ONS, Estimate for 2020

Population by religion



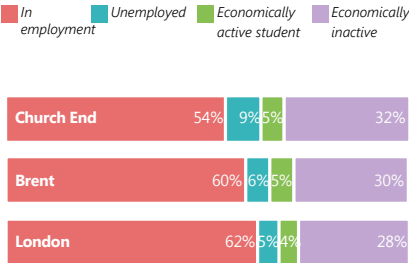
Source: CACI Ltd, estimate for 2021

Household income



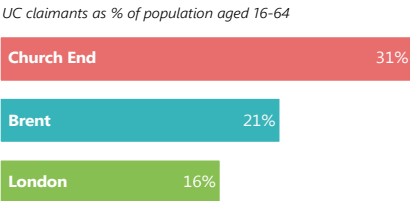
Source: ONS, Estimate for 2020

Economic activity aged 16-74



Source: CACI Ltd, estimate for 2021

Universal Credit claimants



Source: ONS, 2011 Census (Table QS204). Persons aged 3 and over

Appendix F – Locally Significant Industrial Sites (LSIS)

BSSA1 Asiatic Carpets

Site Allocation	Use class	Existing (GIA)	Proposed (GEA)	Proposed (GIA)	Difference to existing (GIA)
28-31 High Road (LSIS)	E(g)(i) – Office	931 m ²	0 m ²	0 m ²	-931m ²
	E(g)(ii)(iii) – Industrial	0 m ²	843 m ²	801 m ²	+801m ²
	B2/B8	0 m ²	0 m ²	0 m ²	0 m ²
	Unknown	303 m ²	0 m ²	0 m ²	-303m ²
	Sub-total	1,234 m ²	843 m ²	801 m ²	-433 m ²
Cygnus Business Centre (LSIS)	E(g)(ii)(iii) – Industrial	1,965 m ²	5,550 m ²	5,273 m ²	+3,308m ²
	B2/B8	3,231 m ²	2,073 m ²	1,969 m ²	-1,262m ²
	Sui Generis	325 m ²	0 m ²	0 m ²	-325m ²
	Unknown	987 m ²	0 m ²	0 m ²	-987m ²
	Sub-total	6,509 m ²	7,623 m ²	7,242 m ²	+733 m ²
TOTAL	BSSA1 LSIS	23,715 m²	18,592 m²	17,673 m²	+300 m²

BSSA4 Chapman and Sapcote Estate

Site Allocation	Use class	Existing (GIA)	Proposed (GEA)	Proposed (GIA)	Difference to existing (GIA)
Chapman Park Industrial Estate (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	1,419 m ²	1,348 m ²	+1,348 m ²
	B2/B8	2,898 m ²	3,968 m ²	3,770 m ²	+872 m ²
	Sui Generis	1,864 m ²	0 m ²	0 m ²	-1,864 m ²
	Sub-total	4,762 m ²	5,387 m ²	5,118 m ²	+356 m ²
Sapcote Trading Centre (LSIS)	E(g)(ii)(iii) – Industrial	1,296 m ²	1,296 m ²	1,296 m ²	0 m ²
	B2/B8	9,595 m ²	9,595 m ²	9,595 m ²	0 m ²
	Unknown	1,956 m ²	1,956 m ²	1,956 m ²	0 m ²
	Sub-total	12,847 m ²	12,847 m ²	12,847 m ²	0 m ²
Dudden Hill Site (Colin Road) (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	1,868 m ²	1,868 m ²	+1,868 m ²
	E(a) – Retail/F&B	0 m ²	1,928 m ²	1,928 m ²	+1,928 m ²
	F – Gym	0 m ²	1,583 m ²	1,583 m ²	+1,583 m ²
	B2/B8	4,450 m ²	0 m ²	0 m ²	-4,450 m ²
	Sub-total	4,450 m ²	5,379 m ²	5,379 m ²	+929 m ²
TOTAL	BSSA4 LSIS	22,059 m²	23,613 m²	23,343 m²	+1,285 m²

BSSA2 B&M Bargains and Cobbold Industrial Estate

Site Allocation	Use class	Existing (GIA)	Proposed (GEA)	Proposed (GIA)	Difference to existing (GIA)
BM Bargains (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	3,036 m ²	2,884 m ²	+2,884m ²
	E(a) – Retail/F&B	3,699 m ²	170 m ²	162 m ²	-3,537m ²
	B2/B8	0 m ²	0 m ²	0 m ²	0m ²
	Sub-total	3,699 m ²	3,206 m ²	3,046 m ²	-653 m ²
Trojan Estate (partial) (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	3,780 m ²	3,591 m ²	3,591m ²
	B2/B8	1,695 m ²	0 m ²	0 m ²	-1,695m ²
	Sui Generis	17 m ²	0 m ²	0 m ²	-17m ²
	Unknown	0 m ²	0 m ²	0 m ²	0 m ²
	Sub-total	1,712 m ²	3,780 m ²	3,591 m ²	+1,879 m ²
Brent Enterprise Park (LSIS)	E(g)(i) Office	692 m ²	1,800 m ²	1,710 m ²	+1,018m ²
	B2/B8	0 m ²	0 m ²	-	0m ²
	Sub-total	692 m ²	1,800 m ²	1,710 m ²	+1,018 m ²
Cobbold and Trojan Estate (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	0 m ²	0 m ²	0 m ²
	B2/B8	5,656 m ²	5,656 m ²	5,656 m ²	0 m ²
	Sub-total	5,656 m ²	5,656 m ²	5,656 m ²	0 m ²
MP Moran and Sons (LSIS)	E(g)(ii)(iii) – Industrial	0 m ²	0 m ²	0 m ²	0 m ²
	B2/B8	2,725 m ²	2,725 m ²	2,725 m ²	0 m ²
	Sub-total	2,725 m ²	2,725 m ²	2,725 m ²	0 m ²
TOTAL	BSSA2 LSIS	14,483 m²	17,166 m²	16,727 m²	+2,244 m²

Appendix G – Additional Guidance

Land Use

- [Brent Borough Plan \(2022\)](#)
- [Brent Adopted Local Plan \(2022\)](#)
- [Brent Meanwhile Use Strategy \(2021\)](#)
- [Brent Affordable Workspace Strategy \(2020\)](#)
- [Brent Poverty Commission Report \(2020\)](#)
- [Brent Black Community Action Plan \(2020\)](#)
- [Brent Inclusive Growth Strategy \(2019-2040\)](#)
- [Brent Infrastructure Delivery Plan \(2019\)](#)
- [West London Employment Land Evidence \(2019\)](#)
- [Brent Indoor Sports & Leisure Facilities Needs Assessment \(2018\)](#)
- [Brent Strategic Housing Market Assessment \(2018\)](#)
- [GLA Industrial Intensification and Co-location Study \(2018\)](#)

Movement and Connectivity

- [Brent Long Term Transport Strategy \(2015-2035\) \(2021 Review\)](#)
- [TfL Mayor's Transport Strategy \(2018\)](#)
- [TfL Vision Zero Action Plan \(2018\)](#)

Green and Open Spaces

- [Brent Health and Wellbeing Strategy \(2022-2027\)](#)
- [Brent Food Growing and Allotment Strategy \(2012\)](#)
- [Brent Open Space, Sports and Recreation Study \(2019\)](#)
- [Brent Council Indoor Sports and Leisure Facilities Needs Assessment \(2018\)](#)
- [The London Food Strategy \(2018\)](#)
- [GLA Shaping Neighbourhoods: Play and Informal Recreation SPG \(2012\)](#)
- [GLA Urban Greening Factor LPG \(2021\)](#)
- [Sport England's Design Guidance](#)
- [Natural England Biodiversity Metric, Small Sites Metric \(SSM\) and Environmental Benefits from Nature Tool \(EBNT\)](#)
- [Fields In Trust Guidance for Outdoor Sport and Play \(2020\)](#)

Building and Architecture

- [Brent Design Guide SPD1 \(2018\)](#)
- [Brent Tall Buildings Strategy \(2019\)](#)
- [Characterisation and Growth Strategy LP \(2022\)](#)
- [Optimising Site Capacity: A Design Led Approach LPG and Housing LPG \(2022\)](#)

Climate Change and Sustainability

- [Brent Climate & Ecological Emergency Strategy \(2021-2030\)](#)
- [West London Strategic Flood Risk Assessment](#)
- [West London Waste Plan \(2015\)](#)
- [GLA Air Quality Positive LPG \(2022\) \(draft\)](#)
- [GLA Air Quality Neutral LPG \(2022\)](#)
- [GLA Be Seen energy monitoring LPG \(2021\)](#)
- [GLA Circular Economy statements LPG \(2021\)](#)
- [GLA Using Green Infrastructure to protect people from Air Pollution \(2019\)](#)
- [GLA London Environment Strategy \(2018\)](#)
- [GLA London Sustainable Drainage Action Plan \(2016\)](#)
- [GLA The Control of Dust and Emissions During Construction and Demolition SPG \(2014\)](#)
- [Transport for London SUDS in London: A Guide \(2016\)](#)
- [Urban Design for London Designing Rain Gardens: A Practical Guide \(2018\)](#)
- [Homes England Building for a Healthy Life \(2020\)](#)
- [The SUDS Manual \(2015\)](#)

