

BRENT INDUSTRIAL LAND AUDIT



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1.0 Introduction

1.1 Purpose of Study

The Draft New London Plan (2017) identifies Brent as a borough which is to provide industrial floorspace capacity. The purpose of this study is to provide an audit of Brent's existing designated industrial sites, taking into account the methodology outlined in the GLA Practice Note: Industrial intensification and co-location through plan-led and masterplan approaches (November 2018). Informed by this audit and the West London Employment Land Review (2019) the study provides policy recommendations to increase industrial floorspace through intensification, co-location and other mechanisms.

1.2 Policy Context

The National Planning Policy Framework (NPPF) and Draft New London Plan seek to promote economic growth. This needs to be considered in the context of future growth sectors and potential challenges.

The Government's Industrial Strategy: Building a Britain fit for the future (2017) identifies four Grand Challenges, where Britain can build on emerging and established strengths to become a world leader:

- AI & Data Economy - Automation is defined as the replacement of repetitive manual and cognitive existing tasks by machines and the utilisation of AI systems that can adapt to different situations without human

assistance. Technologies like robotics and AI are particularly significant for production industries, due to the potential to increase productivity through the augmentation of the labour force and automation of some roles.

- Clean Growth – move to cleaner economic growth through low carbon technologies and the efficient use of resources. With a focus on construction, energy and food production.
- Ageing Society – using innovation to meet the needs of an ageing society.
- Future of mobility – becoming a world leader in shaping future mobility.

The Mayor's Economic Development Strategy (2017) identifies growth sectors specific to London. These include advanced urban services (architecture, planning), financial and professional services, tourism and life sciences, which due to their nature are more likely to be located outside of industrial sites. In Brent the tourism industry is focused in Wembley around the National Stadium and Arena and life sciences are associated with Central Middlesex Hospital in Northwick Park. Growth sectors represented in Brent's industrial sites include:

- Clean Tech and the Circular Economy - According to analysis undertaken by GLA Economics for London Waste and Recycling Board, the movement towards a more circular economy could generate 12,000 net new jobs in London by 2030. Given the fact that Brent is one of the

boroughs with the highest share of employment in the circular economy in London (around 5% of the total number of jobs, calculated from GLA Economics data), the number of net new jobs in this sector could be around 600 in Brent by 2030. Waste-related jobs should account for the majority of the jobs growth in this sector.

- Cultural and creative industries – Brent Workspace Study (2017) identifies creative industries are currently clustered in town centres in the south east of the borough, including Kilburn, Willesden Green, Queen's Park, Harlesden and more recently Wembley. The study identifies demand for more workspace across all typologies but particularly incubator, accelerator and co-working space. Some of this demand could be met within industrial sites.

The current London Plan (2016) sets an annual benchmark of 37ha of employment land to be released across London as a whole. The most recent London Industrial Land Demand Study (LILDS) (June 2017) identifies in the period 2010-15 the stock of industrial land in London fell by over 500ha, at an annual rate of 106ha per annum. This far exceeded the benchmark.

In the context of the rapid release of industrial land across London and competing pressure, particularly housing, the Draft New London Plan (2017) takes a radically different approach. A number of boroughs, including Brent, are identified as 'provide capacity boroughs'.

Meaning they not only need to seek to protect existing industrial land, but also increase floorspace.

Policy E7 allows for intensification, co-location and substitution of land for industry, logistics and services. Within Strategic Industrial Locations (SIL), Development Plans and planning frameworks are to consider whether certain logistics, industrial and related functions could be intensified. Intensification could facilitate the consolidation of the identified SIL to support the delivery of residential and other uses, such as social infrastructure, or to contribute to town centre renewal.

Within Locally Significant Industrial Sites (LSIS), policy E7 states Development Plans should be pro-active and consider whether certain logistics, industrial and related functions could be co-located with residential and other uses such as social infrastructure.

In both scenarios this is subject to:

- Industrial uses being intensified to deliver an increase (or at least no overall net loss) of capacity in terms of industrial, storage and warehousing floorspace – note Brent is identified as a borough to provide capacity therefore an increase would be required;
- A plan-led approach of consolidation and intensification, rather than ad hoc planning applications;
- The function of the industrial site not being compromised;
- Suitable alternative accommodation is

available in reasonable proximity to the development proposal and subject to relocation support arrangements;

- Appropriate design mitigation to ensure the residential element provides a suitable level of amenity for residents and is of a high quality design.

Boroughs are also to consider, in collaboration with neighboring authorities, scope to facilitate the substitution of some of London's industrial capacity to related property markets elsewhere.

Policy E4 states release of industrial capacity should be focused in locations that are (or are planned to be) well-connected by public transport, walking and cycling and contribute to other planning priorities including housing (and particularly affordable housing), schools and other infrastructure. In addition to considering the potential for employment functions to operate alongside other uses, the sustainability of a site for housing and other non-industrial uses needs to be considered.

1.3 Supply and Demand

Excluding Park Royal, Brent has nearly 700,000 sq.m of industrial floorspace. Of this 46% is SIL, 22% LSIS and 32% Non-Designated Local Employment Sites. In addition, there is almost 500,000 sq.m of employment floorspace within the Borough of Brent but not part of the plan making area, instead falling under the jurisdiction of the Old Oak and Park Royal Development Corporation (OPDC).

The LILDS identifies demand for an additional 43

ha of industrial land within the London Borough of Brent to 2041. This demand figure includes land in Park Royal where the OPDC is now the Local Planning Authority. The study notes that *London's demand for warehousing land does not need to be physically accommodated within London. Making the demand forecast to a large extent dependent on the amount of land available for warehousing and hence somewhat circular as a demand forecast to inform supply allocation* (p103). The Draft New London Plan does not translate the information within the LILDS into a Brent specific target in association with the 'provide capacity' categorisation.

The LILDS identifies four categories of activity that take place on industrial land in London:

- Manufacturing and other industrial activities – it is noted there has been a long period of steady decline in manufacturing jobs, but this has slowed in recent years. The study considers what remains of manufacturing activity in London is here for a reason and unlikely to relocate due to relocation costs, time sensitive product, skills of workforce or wanting a London brand.
- Distribution and logistics – this has experienced a long period of expansion, and it is considered population growth will continue to fuel demand for warehouse space, despite efficiencies reducing floorspace demands.
- Wider industrial type uses such as land for transport, waste and utilities.
- Growing demand is identified for service

activities that operate from industrial land or premises – space that is neither purely office nor purely industrial to meet demand for services such as: building services, catering, cleaning, courier services, design, media production.

Brent, with the West London Boroughs of Barnet, Ealing and Harrow, commissioned the West London Employment Land Evidence (WLELE) (2019) to provide an industrial floorspace demand figure based on locally specific evidence. This identified demand for 0.6ha of industrial floorspace within Brent to 2041.

In the case of both studies demand is driven by the logistics sector due to population growth, whilst manufacturing is projected to decline. The difference in demand figure is due to the differing methodologies. Whilst the LILDS draws on logistics floorspace change between the pre-recessionary period 1998 and 2008, the WLELE uses locally customised labour demand models from Oxford Economics.

1.4 Audit Methodology

Brent Council has undertaken an audit of its SIL and LSIS to assess the potential for intensification and/or co-location. This analysis draws together existing and emerging evidence including national and regional economic policy, the WLELE (2019), Brent Workspace Study (2017), and Brent Local Plan Viability Study (2019).

All SIL and LSIS are analysed with the exception of Park Royal which is located within the Old Oak and Park Royal Opportunity Area. The OPDC are

the local planning authority for this opportunity area and taking forward a local plan which protects Park Royal as SIL, promotes intensification and extends the SIL boundary.

The Draft New London Plan states retention and provision of industrial capacity should be prioritised at locations which are:

- Accessible to the road/rail/water strategic transport links
- Provide capacity for logistics, waste management, emerging industrial sectors or essential industrial-related services that support London's economy and population
- Provide for micro, small and medium-sized enterprises
- Are suitable for 'last mile' distribution services or essential industrial related services

The GLA Practice Note: Industrial intensification and co-location through plan-led and masterplan approaches (November 2018), recommends the following criteria are considered in industrial land audits:-

- Geographical definition
- Study area context
- Existing Land Use
- Existing Employment
- Existing Site/business features
- Viability inputs
- Existing landownership

- Qualitative assessment

In terms of the qualitative assessment, this has been derived from an assessment originally undertaken by Aecom for the Brent Employment Land Demand Study (2015). A review was undertaken by Brent Planning Policy Team in 2018/19 to update as necessary to reflect any changes in circumstances. The full scoring for each site and explanation of the methodology is included in Appendix A.

Each site was also subject to an Integrated Impact Assessment (IIA), which combines the requirements of Strategic Environmental Assessment, Equality Impact Assessment and Health Impact Assessment. The full scoring for each site and explanation of the methodology is included in Appendix B. The IIA criteria are broadly consistent with the requirements of policy E4, in that sites score positively which have or will have a high Public Transport Accessibility Level, good access to facilities and could deliver wider regeneration benefits. This has been used as the basis of analysing a sites suitability for other uses.

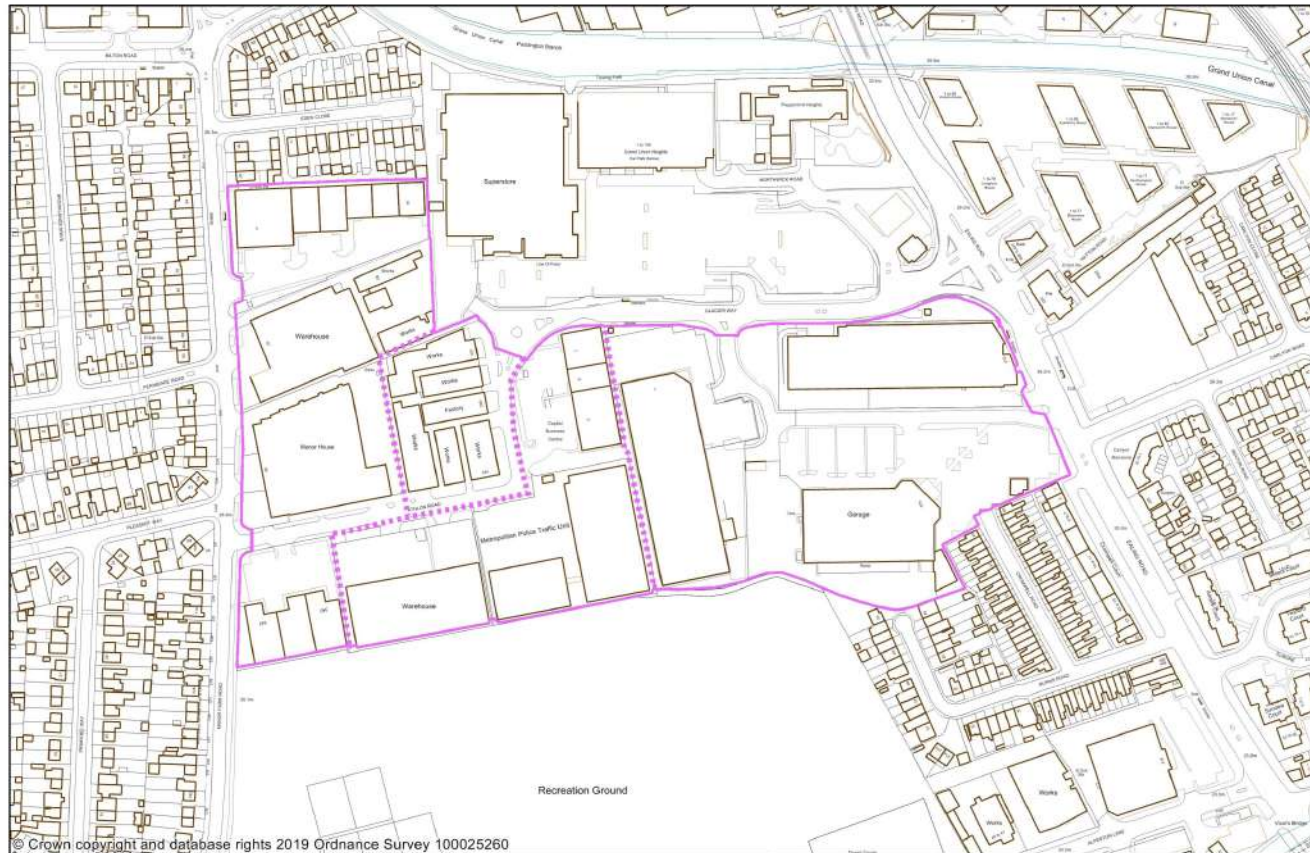
In addition to the audit, the potential to extend the boundary of the SIL and LSIS to encompass adjoining areas was also explored.

The audits represent a snapshot in time, based on best available date from Valuation Office Agency Non-Domestic Rating Data (VOA NDR) (2017), the GLA Business Directory, ONS Inter-Departmental-Business Register and Employment Survey (IDBR) (2018) and site visits. It should be noted IDBR data for 2019 was

not published in time to inform the study, but is anticipated in October 2019. The detail in this audit is proportionate to the strategic level of policy in the Local Plan. To inform any future masterplanning exercise the findings will need to be revisited and supplemented with additional data in accordance with the GLA Practice Note.

2.1 Alperton Central

Geographical definition



Location	Ealing Road, Alperton, HA0 1BH
Status	Locally Significant Industrial Site
Site Area (ha)	8.4
No. Businesses	60
No. Employed	1,320
Employment floorspace (sq.m)	41,105
Employment density (per ha)	157
Plot ratio	0.49

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by open space to the south; Ealing Road to the east; retail uses and Manor Farm Road to the west. Housing adjoins the site on its north western and eastern boundary.

The study area can be divided into four sub-areas. From west to east:- Manor Farm Road, Capital Business Centre and Athlon Road, Cromwell Court Parade and Glacier Way.

Figure 1

Study area context

The study area is to the south of Alperton Growth Area. It is in close proximity to four other LSIS sites within Alperton. It benefits from good access to services being adjacent a sports ground and walking distance of a number of nearby primary and secondary schools. It's less than 800m from Ealing Road Town Centre and adjacent a supermarket.

Although the site lacks direct access to the canal or rail, it has good strategic road access to the A4005 and from there the A40 and A406.

The site predominantly falls within PTAL 3 and with no planned transport interventions in this location there is little scope for this to increase.

Existing Land Use

Key sectors represented in Alperton Central are warehouse/storage, wholesale/trade and manufacturing. Specialisms include food manufacturing.

Manor Farm Road



The Manor Farm Road sub-area comprises large and medium size warehouses (use class B8). Main occupiers include businesses which supply and support the construction sector including Malibu bathroom and electrical supplies and McGee Group which delivers decontamination, demolition, construction and civil-engineering services. Units benefit from dedicated car parking and circulation space for HGVs.

Capital Business Centre and Athlon Road



Capital Business Centre and Athlon Road comprises large format warehousing (use class B8), offices (use class B1a), car parking and open storage (use class B8). Main business occupiers include the Metropolitan Police Traffic Unit which operates 24 hours and the bus company Golden Tours Ltd. Due to this function units have large areas of car parking and circulation space.

Cromwell Court Parade



Cromwell Court Parade comprises smaller scale warehouses (use class B8). Main occupiers include wholesalers such as Hair and Beauty FX and Busby London Ltd. Non-industrial uses include a gym. Units have limited car parking and loading/unloading space for smaller delivery vehicles only.

Glacier Way



Glacier Way comprises large warehouses (use class B8), self storage (use class B8) and vehicle hire/repair (sui generis). Main occupiers include Loon Fung McGee Group wholesalers, Access Self Storage, Shayona Caterers and TrustFord car and van hire and repair. The vehicle hire/repair centre comprises a large forecourt and parking area of nearly 1ha. Other units benefit from car parking and circulation space for HGVs.

In terms of future growth potential, food manufacturing, services supporting the construction industry and storage are expected to see increased demand due to population growth. Good access to the strategic road network make this a potential location for logistics.

Based on business rates data there is currently one vacant unit on site. A one storey warehouse with floorspace of approximately 500sq.m. This equates to less than 2% of total floorspace. However, the building is in a good condition, so this may just reflect a short-term churn in occupier. There are no derelict buildings or cleared land within the site.

Existing employment

It is estimated approximately 1,320 people are employed on site. The site has a high employment density of 157 employees per ha.

Existing site/building features

Manor Farm Road

Manor Farm Road sub-area comprises one and two storey units ranging in size from 600sq.m to

4,000sq.m.



Capital Business Centre and Athlon Road

Similarly, the Capital Business Centre and Athlon Road sub-area comprises one and two storey modern premises. The main distinction is these units have large areas of car parking related to their function. Buildings are modern and in a good condition.



Cromwell Court Parade

Cromwell Court Parade comprises small scale one and two storey brick buildings dating from the 1950s. There are signs of recent

refurbishment including new windows and security features. Buildings are in a good condition.



Glacier Way

Glacier Way comprises modern two storey large format warehousing ranging in height from two to four storeys with materials ranging from brick to cladding and glazed areas.



The qualitative assessment (see Appendix A) identified all buildings are in a good condition. The public realm is also in a good condition with areas of soft landscaping.

The Police Traffic Unit due to its function is required to operate outside of usual working hours.

Site visits indicated car parking is being adequately accommodated within this area with no signs of parking on street.

The site has a plot ratio of 0.49 based on floorspace. This is above the borough average, although still below the 0.65 sought in the Draft New London Plan. There is potential for intensification for employment uses through redevelopment of lower density employment uses and building above car parking.

Viability inputs

The WLELE defines parts of Alperton as secondary location, which achieve on average £15 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values.

Deal count data indicates asking rents are being achieved.

Start Date	Street	Total Sq. Ft Leased	Rent/ Sq. Ft/ Yr.	Term
02/03/2018	Manor Farm Rd	5863	£13.5	5 yrs

Table 1. Costar 2018 Deal Count Data Alperton

Existing land ownership

The site is in multiple ownership with nearly 30

freeholders. With the exception of the Metropolitan Police Traffic Unit the site is within private ownership. In the whole units are owned by their occupiers, with the exception of two units within Manor Farm Road which are owned by West Herts Properties Ltd. Ford Motor Company own the vehicle hire/repair centre in Glacier Way sub-area which is occupied by a number of businesses.

Qualitative assessment

There are no heritage assets within the site. The site adjoins a Site of Archaeological Importance.

As with most of the borough the sites is in an Air Quality Management Area. Areas of highway are within flood zone 3a due to surface water flooding.

Potential negative impacts appear to be mitigated by the long gardens of properties on Eden Close and orientation of housing on Bromwell Road. However, the Police Traffic Unit generates noise outside of usual working hours, and the food manufacturing units can generate odours.

The site has good strategic road access via Ealing Road.

Review of boundary

The study area is bounded by a retail park and residential to the north; residential to the east; open space to the south; and the borough boundary to the west. There is no scope to extend the boundary into these areas due to the established uses. A small area of landscaping and highway on the south western corner of the

LSIS is omitted from the boundary. This is highlighted in blue in figure 2. This totals 230sq.m. In terms of its function this land forms part of the LSIS, and for consistency is to be included in the boundary.

Conclusions

Alperton Central is a well-functioning employment area, with a good quality environment and modern premises. Businesses operating in this location include specialism which are of importance to Brent's economy including construction and food manufacturing. Good access to the strategic road network make this a suitable location for logistics. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

The IIA social criteria (see Appendix B) indicate this could be a sustainable location for housing given its proximity to services such as schools, open space, sports facilities and town centres. However, in terms of environmental criteria potential negative impacts are identified due to conflicts with nearby waste management sites. The introduction of housing is likely to result in a poor level of amenity and conflict with operational requirements of existing sectors, including emergency services and food manufacturing. The 24 hour operation of the Police Traffic Unit, and need for its on-going operation, is a key barrier to co-location.

There is potential for intensification for employment uses through redevelopment of

lower density employment uses and building above car parking. However, on average the site has a higher plot ratio than many employment sites in the borough and the local context is not conducive to higher density housing development required to achieve intensification through co-location at the present time.

Given proximity to Alperton Growth Area activity and investment in the LSIS will be monitored, and the position considered at the next Local Plan review.

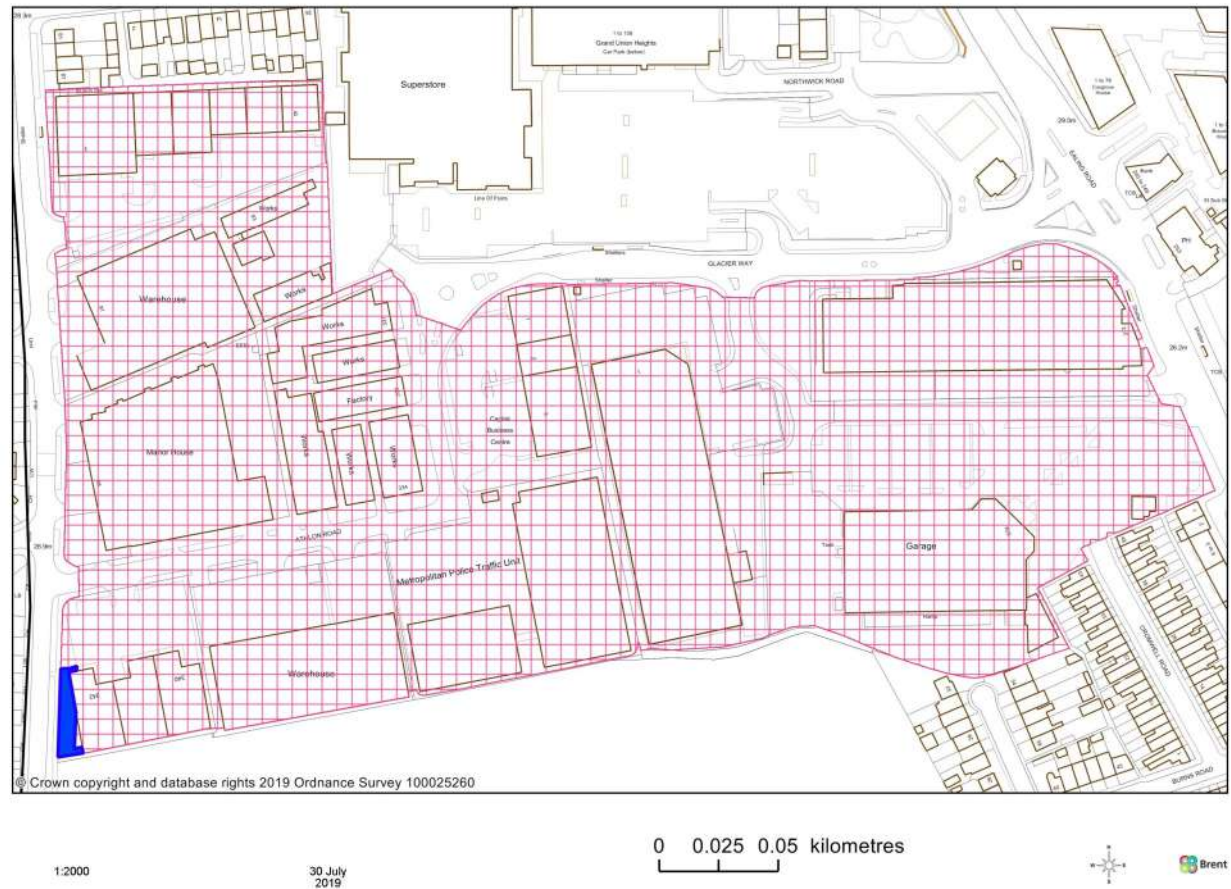
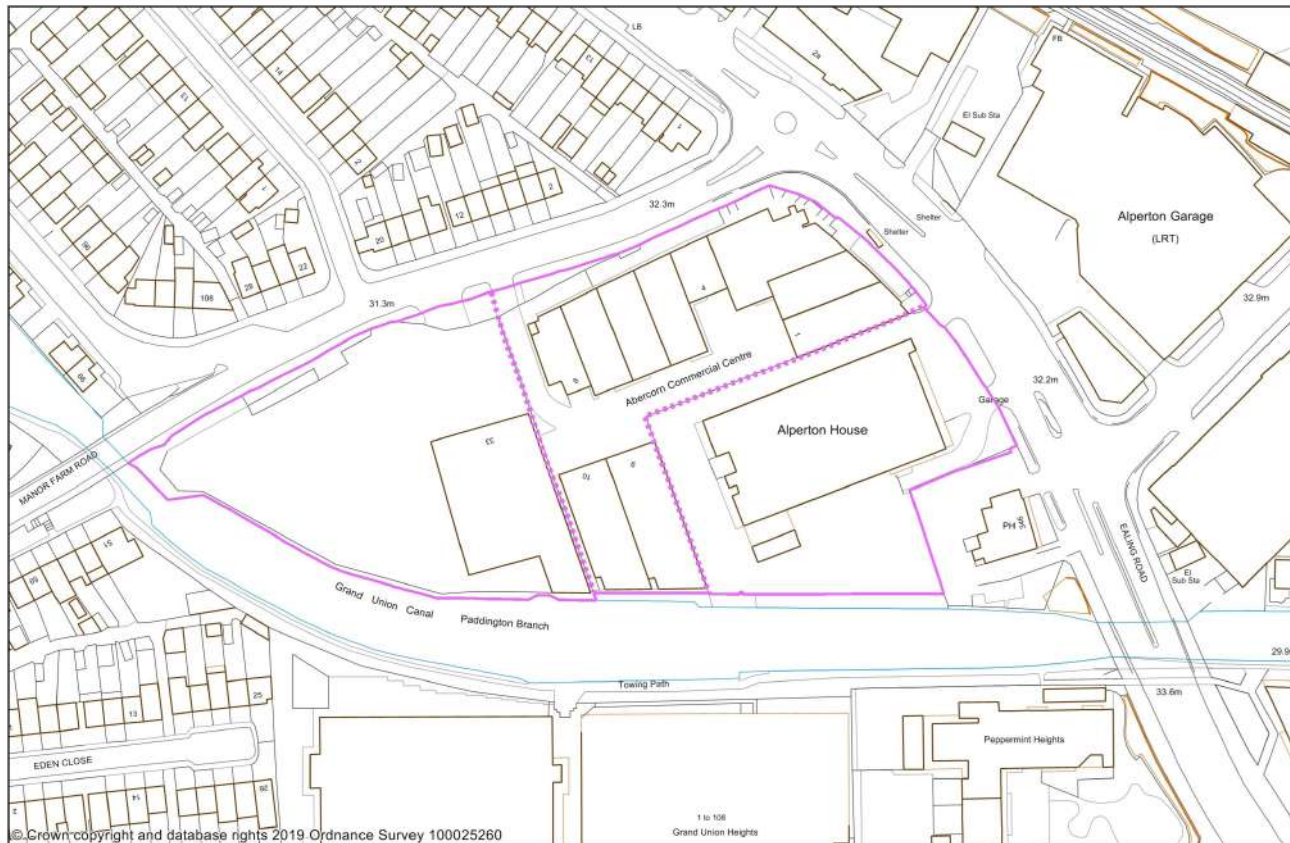


Figure 2

2.2 Alperton North Abercorn Commercial Centre

Geographical definition



Location	Manor Farm Road, Wembley, HA0 1AN
Status	Locally Significant Industrial Site
Site Area (ha)	1.99
No. Businesses	60
No. Employed	540
Employment floorspace (sq.m)	12,635
Employment density (per ha)	270
Plot ratio	0.63

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by the canal to the south and west, housing to the north and industrial uses to the east. Manor Farm Road separates the housing from the industrial uses.

The site can be divided into three sub-areas. From west to east:- Jewson, Abercorn Commercial Centre and Alperton House.

Figure 3

Study area context

The study area is west of Alperton Growth Area. It is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground and a nearby all through school. It's less than 500m from Ealing Road Town Centre and adjacent to a supermarket.

The study area benefits from immediate proximity to Alperton Tube Station and therefore has a PTAL of 3/4. This should facilitate car free development which will help reduce local traffic and pollution. It has direct access to the canal and good strategic road access to the A4005 and from there the A40. There is no access to rail but direct access to the Grand Union Canal.

Existing Land Use

Key sectors represented in this site are general industrial; local office centre; and retail/building supplies.

Jewson



Main business occupiers are Jewson builders' merchants (use class B8). This occupies 0.65ha of the study area, with an open storage area of 0.5ha. There is sufficient circulation and loading/unloading space for HGVs.

Abercorn Commercial Centre



Abercorn Commercial Estate comprises nine smaller scale warehouses (use class B8) and Abercorn Commercial Centre (use class B8/B1a) which also provides office space. Main occupiers include Marvel International Food Logistics, Hobby Art and Craft, Abercorn Estate has car parking to serve each unit and circulation space for smaller delivery vehicles only.

Alperton House

Alperton House is an office space with a retail unit/building suppliers at ground floor (use class A1/B1a/B1c/A4). Main occupiers include Agent Networks Recruitment Ltd, Al-Etejah Media Ltd and Al Hamra Hotels and Resorts Ltd.

Specialisms include food distribution and

suppliers to the construction industry. Alperton House and the adjoining public house has been granted planning permission for 474 residential units, retail floorspace, a new public house and 2000sq.m of B1b/c and B1a floorspace.



In terms of future growth potential, food distribution and suppliers to the construction industry are expected to see increased demand due to population growth.

Two of the units in Abbercon Commercial Centre and parts of Alperton House are currently vacant.

Non-industrial uses present on the site include an educational facility.

Existing employment

The site has a higher than average plot ratio at 0.63 and employment density at 270 employees per ha. This is related to the presence of Alperton House, which as an office space has higher employment densities than general industrial space.

Existing site/building features

Jewson



Jewson is a large format one storey modern warehouse of 1,500sq.m. The building is surrounded by large areas of car parking and open storage.

Abercorn Commercial Centre



Abercorn Commercial Centre comprises 14 warehouses one to two storeys in height ranging in size from 200sq.m to 700sq.m. Abercorn Commercial Centre is a three storey office building. Buildings date from the 1970/80s.

Alperton House

Alperton House is a 5 storey office building with ground floor commercial and warehousing again from the 1970/80s.



Buildings present a blank frontage onto the surrounding road network and do not contribute to the street scene or feelings of safety. The qualitative assessment (see Appendix A) categorises 90% of buildings as being in a good condition and 10% as poor. Public realm is rated as being in a poor condition. Boundary walls

require repair, fly tipping was present when the site visit was conducted and there is a lack of soft landscaping.

There is adequate parking provision with dedicated parking within the cluster.

The site has a higher than average plot ratio, and the Alperton House site is being intensified through mixed-use development. Given the high PTAL and surrounding context there is scope for the Jewson and Abercorn Commercial Centre sub-areas to be intensified through multi-storey development.

There are no heritage assets within the site.

Viability inputs

The WLELE defines parts of Alperton as secondary locations, which achieve on average £15 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

Jewson hold the freehold to their site. The Abercorn Commercial Centre Management Company own the freehold for much of the estate, whilst a number of the industrial units have separate freeholds. The Alperton House Site is being taken forward for development by Redrow Homes Ltd.

Qualitative assessment

The sites southern boundary is adjacent to the Grand Union Canal which is a green chain. The canal is not achieving 'good' status for water quality. This is due primarily to pollution and physical modification from urban development, transport and the water industry. There is an opportunity to enhance the watercourse, increasing naturalisation which will help to improve water quality.

Parts of the study area have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

Review of boundary

To the north the site is bounded by residential; to the east an existing LSIS and public house; and to the south and west Grand Union Canal. There is no scope to extend the boundary further due to the established uses and physical boundary of the canal. The public house and Alperton House have planning permission for redevelopment, as such it is not considered appropriate to designate as LSIS.

Conclusions

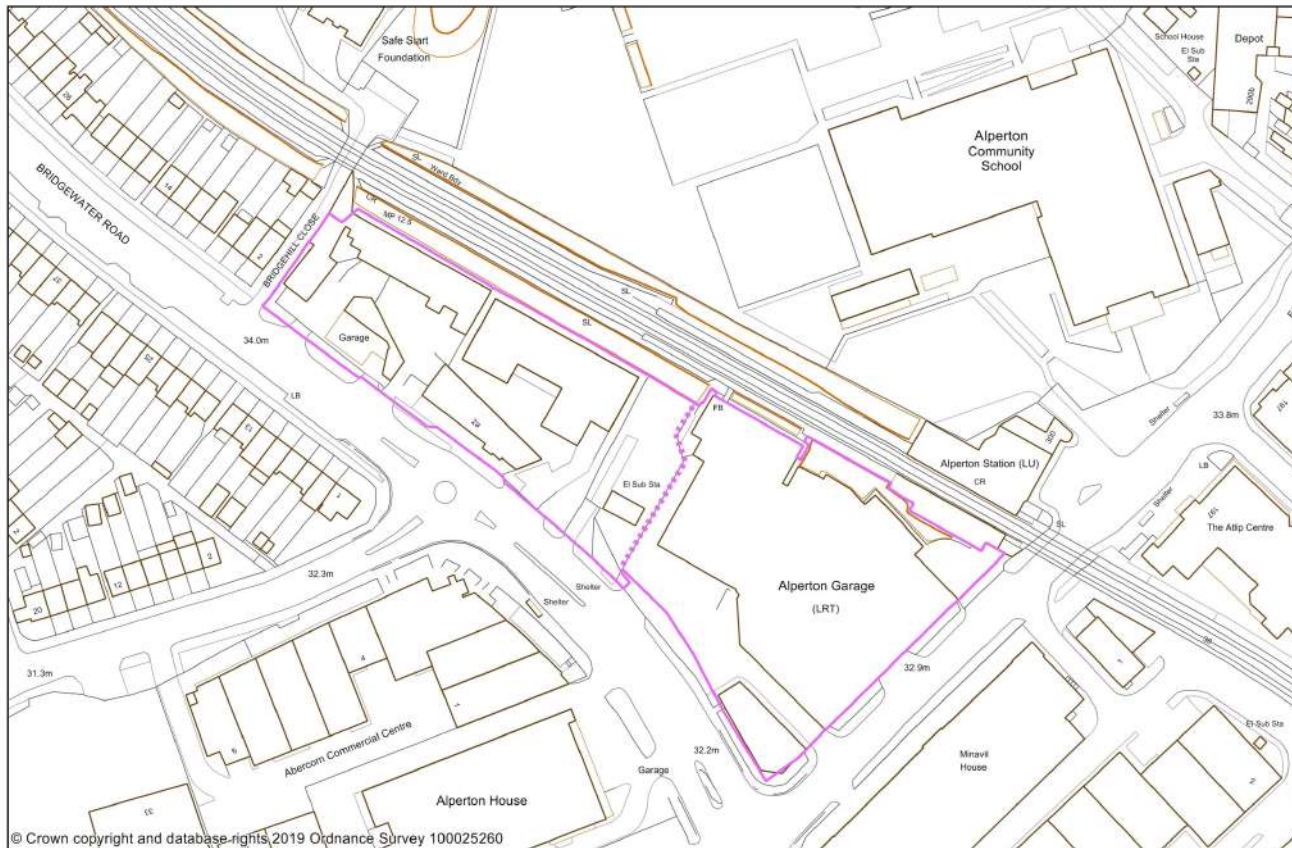
Alperton North Abercorn Commercial Centre is generally a well-functioning employment area. Businesses specialise in food distribution and trade suppliers. Jewson and the Tile Depot supply both trade and the public. Alperton House is subject to redevelopment. The nature of the businesses and their hours of operation indicate they could be compatible with other uses, including residential.

The IIA social criteria (see Appendix B) indicate this could be a sustainable location for housing given its PTAL and proximity to services such as schools, open space, sports facilities and town centres. This site is to the west of Alperton Growth Area, in which the council is facilitating a shift in character towards a compact and sustainable waterside community along the Grand Union Canal comprising mixed-use residential and an enterprise hub, with a new supply of modern light industrial units, studios and managed workspaces for creative industries.

The majority of the site is low density comprising one or two storeys and large areas of car parking. The PTAL in this location will support higher density development. There is an opportunity for intensification through co-location given the nature of the uses on the site. This site forms a natural extension to Alperton Growth Area.

2.3 Alperton North Bridgewater Road

Geographical definition



Location	Bridgewater Road, Wembley, HA0 1AJ
Status	Locally Significant Industrial Site
Site Area (ha)	1.22
No. Businesses	25
No. Employed	250
Employment floorspace (sq.m)	4,795
Employment density (per ha)	205
Plot ratio	0.39

Source: IDBR (2016 as nil return in 2018), VOA NDR (2017)

This site is bounded to the east by railway lines; to the north by residential; and to the west by Bridgewater Road, residential and an existing LSIS. Minavil House is to the south, which has planning permission for mixed-use development.

The study area can be divided into two sub-areas. From north to south:- Bridgewater Road and Alperton Bus Garage.

Figure 4

Study area context

The site is north of Alperton Growth Area. It is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground and a nearby all through school. It's less than 400m from Ealing Road Town Centre and adjacent to a supermarket.

The site benefits from immediate proximity to Alperton Tube Station and therefore has a high PTAL of 4/5. This should facilitate car free developments throughout the site which will help reduce local traffic and pollution.

Although the site lacks direct access to the canal or rail, it has good strategic road access to the A4005 and A40 through the B456.

Existing Land Use

Key sectors represented in Alperton North Bridgewater Road are car repairs and sales; land for transport uses.

Bridgewater Road



This sub-area includes three car showrooms, a car wash (use class sui generis), vehicle repair garage (use class B2), an area of open storage of 0.03ha being used by a builders merchant (use class B8) and a factory which is now derelict. Part of the site is taken up by a substation.

Yard and circulation space is limited to an area of 0.05ha. The site has poor internal circulation.

The site contains the former Boyriven Textiles building which has been demolished. And is long-term vacant. The car showroom fronting Bridgewater Road has recently been occupied, following a long period of vacancy.

Main business occupiers include HNS Autos, Japanese Autospares and Burnt Oak Builders Merchant.

Alperton Bus Garage



The sub-area is in use as a bus depot and garage (sui generis) by Transport for London. The bus depot is needed to meet operational requirements. Relocation would be subject to

discussions with Transport for London.

Approximately 10% of the site as a whole is vacant.

Existing employment

Employment densities are high at 205 employees per ha. The high employment density can be associated with the Transport for London bus garage.

Existing site/building features

Bridgewater Road



Building stock is overall in a good condition, with no visible signs of damage. The car showroom had been subject to vandalism when vacant, but this has subsequently been removed. Buildings comprise one and two storey small scale industrial units ranging in scale from 100 to 340sq.m. The former factory is in a poor condition. The public realm around it is uneven and overgrown.

Alperton Bus Garage



The bus garage is a two storey brick building. It presents a blank frontage to Ealing Road. The building itself is in a good condition.

The qualitative assessment (see appendix A) categorises 90% of buildings as being in a good condition and 10% as poor.

The study areas has adequate servicing with off road loading/ unloading. Although circulation space is limited.

There is adequate parking provision with dedicated parking within cluster and yellow/double yellow lines.

The site has a low plot ratio of 0.39, below the borough average. Given the sites high PTAL there is scope for higher density development.

Viability inputs

The WLELE defines parts of Alperton as secondary locations, which achieve on average

£15 per sq. ft. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values. Should residential values increase through planned regeneration mixed-use development would become more viable.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

Bridgewater Road is under four main ownerships. These are from north to south: - Vardy Ltd, an unknown owner, JD Properties and Eastern Electricity Board. Alperton Bus Garage is under the freehold ownership of Metroline.

Qualitative assessment

Parts of the site have a moderate risk of groundwater flooding. The site is not at risk from fluvial or surface water flooding.

There are no heritage assets within the site. Alperton Station to the east of the site is a locally listed building. It was designed by Architect Charles Holden as part of the extension of the Piccadilly line into 'Metroland.'

The substation will need to be accommodated as part of any development, if it cannot be relocated.

Review of boundary

To the north east the site is bounded by Alperton Station and the Piccadilly Tube Line; adjacent the

road to the south Minavil House which has planning permission for mixed-use development; to the west an existing LSIS and to the north residential. There is therefore no scope to extend the boundary due to the established uses.

Conclusions

Alperton Central is currently a poorly functioning employment area. Approximately 10% of the site is vacant, which is resulting in a deteriorating environmental quality. The Transport for London bus depot occupies approximately half of the site. Other businesses operating in this location are focused on car repair and sales. A number of these uses are quasi industrial, such as the car wash and showroom. There is clearly an opportunity to increase employment densities and the quality of the environment.

The IIA social criteria (see Appendix B) indicate this could be a sustainable location for housing given its high PTAL and proximity to services such as schools, open space, sports facilities and town centres. This site bounds the Alperton Growth Area, in which the council is facilitating a shift in character towards a compact and sustainable waterside community along the Grand Union canal comprising mixed-use residential and an enterprise hub, with a new supply of modern light industrial units, studios and managed workspaces for creative industries.

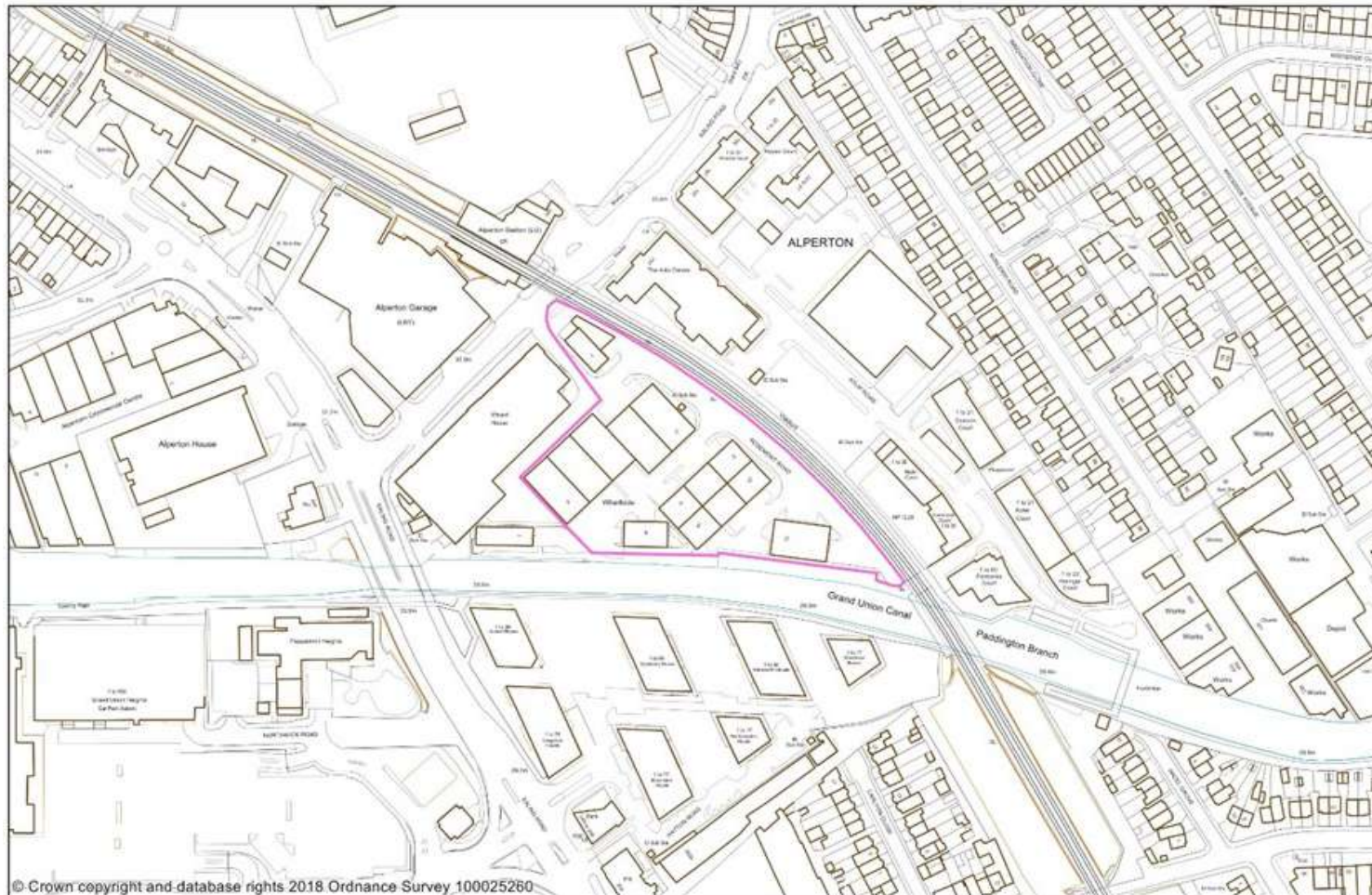
Viability evidence indicates, subject to an uplift in values through planned regeneration, there is potential for co-location to facilitate investment and intensification on this site. Given the PTAL the site will support higher density development

which could achieve an increase in employment floorspace alongside housing. This site forms a natural extension to Alperton Growth Area.

The operational requirements of the bus depot will need to be considered. If the depot cannot be relocated to other nearby industrial sites, it does not preclude mixed-use development on part of the site.

2.4 Alperton North Wharfside

Geographical definition



Location	Ealing Road, Alperton, HA0 1BH
Status	Locally Significant Industrial Site
Site Area (ha)	1.04
No. Businesses	20
No. Employed	500
Employment floorspace (sq.m)	7,495
Employment density (per ha)	481
Plot ratio	0.72

Source: IDBR (2018), VOA NDR (2017)

This site is bounded to the south by the canal; the east a railway line and to the north Alperton Bus Depot and Minavil House. Minavil House has planning permission for a commercial unit with residential on upper floors.

The study area functions as one industrial estate, and has no definable sub-areas.

1:2500

22 October
2018

0 0.05 0.1 kilometres



Figure 5

Study area context

The site is surrounded by Alperton Growth Area. It is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground and a nearby all through school. It's less than 400m from Ealing Road Town Centre and a supermarket is planned adjacent to the site.

The site benefits from immediate proximity to Alperton Tube Station and therefore has a high PTAL of 4/5. The site has direct access on to the canal. Utilisation of the canal for freight could take pressure off the road network.

Although there is access on to the A4005 this is via the A4089 which experiences congestion. This could constrain its future operation.

Existing Land Use

Key sectors represented in Alperton Wharf side include general industrial and wholesale.



The industrial land is primarily in use as warehouses (use class B8) and workshops (use class B2). There is a concentration of vehicle repairers and wholesalers for products ranging from furniture, fabrics and pharmaceuticals. Other uses include commercial cleaners, an electronic data capture company and R&D. None-industrial uses include a shisha café and restaurant.

Railway arches provide a further 20 small scale industrial units, with access from this industrial site.

Main business occupiers include Vehicle Wiring Products Ltd, Joshitex Ltd, Electronic Data Capture Specialist, Surface Measurement Systems and QBS Software.

In terms of future growth potential, the scale of this site indicate it is not suitable for large format logistics, but it serves smaller scale wholesalers. There is an R&D presence on this site with Surface Measurement Systems specialising in scientific equipment product testing.

There is no open storage on site. There is car parking in front of each premises and adequate circulation space.

Business rates data indicates there are currently no vacancies on sites.

Existing employment

Employment density is above average for the borough at 481 employees per ha.

Existing site/building features

The study areas comprise 20 converted railway arches, and 14 modern one storey small scale

industrial units with mezzanine floors ranging in size from 200 to 400sq.m. Buildings date from the 1990s. The exception is the Shisha café which is two storey. All of the buildings are rated as being in a good condition in the qualitative assessment (see Appendix A). The public realm is in a good condition.



There is adequate servicing with off road loading/

unloading for smaller delivery vehicles.

There is adequate parking provision with dedicated parking within the cluster.

The site has a high plot ratio of 0.72. Given the high PTAL and emerging context in the surrounding growth area there is potential for higher density development.

Viability inputs

The WLELE defines parts of Alperton as secondary locations, which achieve on average £15 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values. Should residential values increase through planned regeneration mixed-use development would become more viable.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

The estate roads and landscaping are under the ownership of Alperton (Wharfside) Management Company. Units are in individual ownership.

Qualitative assessment

The sites southern boundary is adjacent to the Grand Union Canal which is a green chain. The canal is not achieving 'good' status for water quality. This is due primarily to pollution and physical modification from urban development,

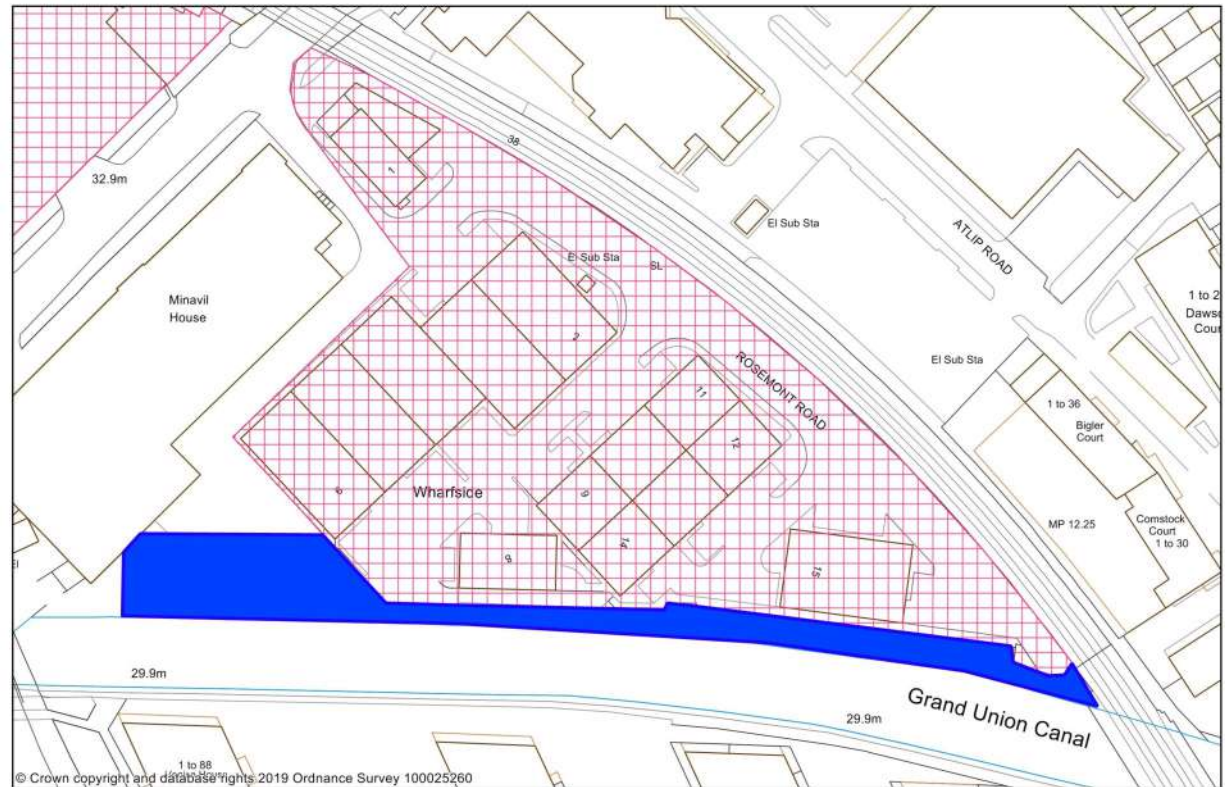


Figure 6

transport and the water industry. There is an opportunity to enhance the watercourse, increasing naturalisation which will help to improve water quality.

Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

There are no heritage assets within the site.

The road has a single point of access from Ealing Road.

Review of boundary

To the north east the site is bounded by a railway line; to the south the canal and to the north

Minavil House. Minavil House has planning permission for mixed-use development. The current boundary omits 7 Wharfside which is an existing industrial unit forming part of the wider industrial estate, and areas of open storage and car parking fronting the canal. To reflect the function of this unit and land it is to be added to the boundary of the LSIS. The extension, as shown in blue in figure 6, comprises 1730sq.m.

Conclusions

The site is a well-functioning employment area, providing modern space for a range of businesses. Businesses include wholesalers, vehicle repair, professional cleaners and R&D.

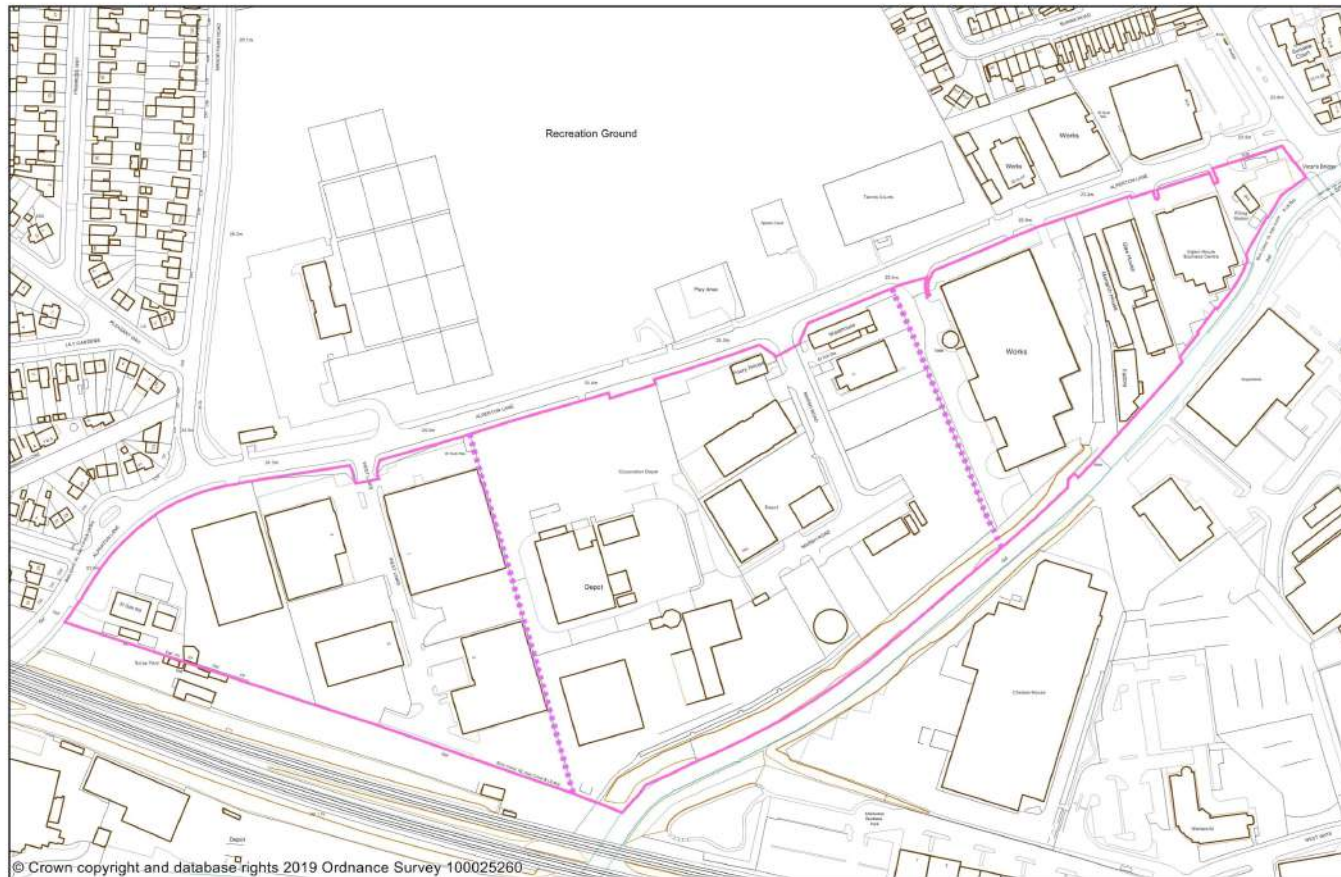
The IIA social criteria (see Appendix B) indicate this could be a sustainable location for housing given its high PTAL and proximity to services such as schools, open space, sports facilities and town centres. This site is adjoined on all sides by Alperton Growth Area, in which the council is facilitating a shift in character towards a compact and sustainable waterside community along the Grand Union Canal comprising mixed-use residential and an enterprise hub, with a new supply of modern light industrial units, studios and managed workspaces for creative industries.

The site comprises one storey small scale warehousing and industrial units. Although the site is well-functioning its location and high PTAL mean it is suitable for higher density development including residential. On completion of the Minavil House development it will be set within a mixed-use context. In the longer term this site is a natural extension to the growth area, with

potential for intensification through co-location. The uses present on the site including R&D and small scale wholesalers could be compatible with residential.

2.5 Alperton South

Geographical definition



Location	Alperton Lane, Wembley, HA0 1DX
Status	Locally Significant Industrial Site
Site Area (ha)	11
No. Businesses	75
No. Employed	1435
Employment floorspace (sq.m)	33,235
Employment density (per ha)	134
Plot ratio	0.31

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by open space, light industrial uses and large format retailing to the north; Hanger Lane to the east; and an industrial business park in the London Borough of Ealing to the south. Housing adjoins the site on its western boundary. A substation and soft landscaping create a buffer between the industrial site and housing.

The site can be divided into the following sub-areas from west to east:- West Links Business Park, Marsh Road and Alperton Lane.

Figure 7

Study area context

The study area is 250 metres to the south of Alperton Growth Area. It is not identified as a Strategic Area for Regeneration in the London Plan. It benefits from good access to services being adjacent a sports ground and walking distance of a number of nearby primary and secondary schools. It's over 1,000m from the nearest town centre at Ealing Road.

The site predominantly falls within PTAL 1 and with no planned transport interventions in this location there is little scope for this to increase. Although the site lacks direct access to the canal or rail, it has good strategic road access to the A4005 and from there the A40 and A406 via Alperton Lane.

Existing Land Use

Sectors present in the study area include warehouse/distribution park/wholesale; waste management/recycling; local office centre; garages.

The West Links Business Park



The West Links Business Park sub-area contains large format warehouses (use class B8) and ancillary offices primarily serving the waste, construction and food wholesale industries. Main occupiers include O-Donovan Waste Disposal, Ritter-Courivaud and Veolia. Each unit benefits from large circulation space and parking for HGVs. Two of the units also have areas of open storage with a combined area of 0.4ha.

Marsh Road



The Marsh Road sub-area contains a range of smaller scale warehouses (use class B8) and workshops (use class B2), in addition to waste depots and transfer stations (sui generis). Main business occupiers include Veolia and Biffa which specialise in waste management. Marsh Road includes an allocated waste site, identified in the West London Waste Plan to meet the West London Waste apportionment. The Marsh Road sub-area comprises 0.45ha of open storage and large areas of car parking for HGVs and other

vehicles associated with its primary use as a waste transfer site. Car parking accounts for 1.4ha of the site.

Alperton Lane



In the Alperton Lane sub-area uses range from warehousing (use class B8), factories (use class B2) and office space (use class B1a). Viglen House provides managed office space (ranging from 100-900sq.ft, warehousing 500-2000sq.ft and self storage use class B1a/B8/sui generis). Businesses of note include Micro Partners Limited a technology company selling computer, networking and printing equipment. Other occupiers of note in the remainder of the sub-area include Medicare Plus International, and Allspares Direct.

Waste management is a sector needed to meet the needs of future population growth, and also forms part of London's circular economy. Viglen House provides flexible accelerator and incubator business space, for which there is an identified need in the borough.

Based on business rates data there are no vacancies on the site and no vacancies were noted during the time of the site visit.

Non-employment uses include a petrol station which fronts Ealing Road.

Existing employment

Approximately 75 businesses are operating within the study area, employing over 1,400 people. The employment density is 134 employees per ha. The study area has one of the lower employment densities in the borough.

Existing site/building features

The West Links Business Park

Building stock is overall in a good condition, comprising modern large format warehousing and industrial units generally one to three storeys in height with large areas of open storage and car parking.



Marsh Road

This sub-area comprises one storey smaller format industrial and warehousing units. This area has a high proportion of open storage and

car parking due to its waste and transport functions.



Alperton Lane

Alperton Lane sub-area comprises combined office and factories, such as Viglen House, at higher densities.



The qualitative assessment (see Appendix A) rates all buildings in the study area and the public realm as being in a good condition. The public realm is in a good condition with areas of soft landscaping.

The site has good access for HGV circulation and

loading.

There is adequate parking provision with dedicated parking within cluster and yellow/double yellow lines

The site has a plot ratio of 0.31, amongst the lowest in the borough. This can be attributed to the presence of waste management uses, which require large areas of yard space and servicing. In terms of potential for intensification, the waste management uses will constrain the scope for further intensification in Marsh Road. Within West Links Business Park and Alperton Lane there is scope for intensification through multi-storey development.

Viability inputs

The WLELE defines parts of Alperton as secondary location, which achieve on average £15 per sq. ft. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

Within West Links Business Park the leasehold of business units generally sits with the occupier. The substation to the west is under the freehold of Southern Electric Power, and units 1 to 4 the BBC Pension Trust. Brent Council is the freeholder for approximately a third of the Marsh

Road sub-area. Other main freeholders include Veolia Ltd, Biffa and Adlink. Alperton Lane is under the ownership of five leaseholders from west to east these are Epoch RJK Ltd, Covax Investment Ltd, Safaza Investment Ltd, Green Space London Ltd and Euro Garages Ltd.

Qualitative assessment

Part of the study area is an allocated waste site, identified in the West London Waste Plan to meet the West London Waste apportionment. Non-employment uses include a petrol station.

Parts of the study area have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

There are no heritage assets within the study area.

The study area is in close proximity to residential uses and open spaces. Businesses cause noise pollution, smell (due to recycling centre) and HGV traffic. The introduction of sensitive uses into this employment site would prejudice the continued operation of the waste management facilities, both due to the volumes of transport these uses generate, and potential for odour, noise and air pollution.

The study area has direct access to A40 and adequate servicing with off road loading/unloading.

Review of boundary

The borough boundary runs along the southern perimeter of the site. Ealing is the local planning authority for adjoining land to the south. To the north the site is bounded by open space, a large

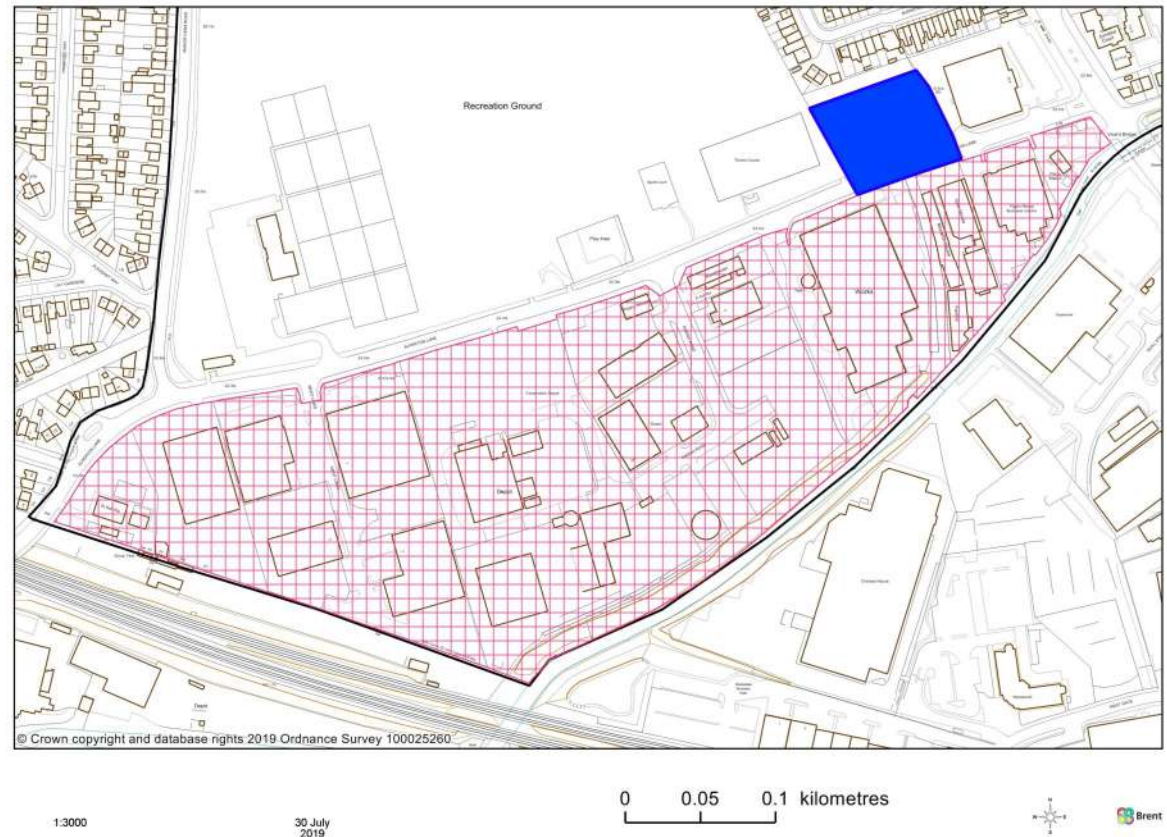


Figure 8

format retail unit and two industrial units comprising factories, warehouses and premises. In terms of function, these industrial premises form a natural extension to the LSIS. This comprises a site of 4,900sq.m. To protect the industrial function of these premises the LSIS boundary is to be extended to encompass them, as shown in figure 8 in blue.

Conclusions

Alperton South is currently a well-functioning employment area, with a good quality environment, modern premises and good access to the strategic road network. Businesses operating in this location include waste facilities which are important to the development of the circular economy in Brent. Viglen House

provides incubator and accelerator office and warehousing space which is meeting an identified need in the borough. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

The IIA social criteria (see Appendix B) indicate this could be a sustainable location for housing given its proximity to services such as schools, open space, sports facilities and town centres. However, in terms of environmental criteria potential negative impacts are identified. Alpertons South contains waste management uses which are protected in the West London Waste Plan, as they are required to meet West London's waste apportionment. These waste management facilities will continue to operate from the site for the foreseeable future, making this an unsuitable location for sensitive uses due to associated noise, odour and air quality issues. The introduction of housing is likely to result in a poor level of amenity and conflict with operational requirements of existing sectors.

The site should be retained for employment use. The environmental impacts from existing uses make co-location inappropriate in this location. Furthermore, this site has a low PTAL with little scope for improvement, meaning it is not appropriate for high density housing. The LSIS boundary will be extended to include employment uses to the north of Alpertons Lane to help protect their on-going function.

2.6 Brentfield

Geographical definition



Location	Alric Avenue, NW10 8RA
Status	Locally Significant Industrial Site
Site Area (ha)	4.6
No. Businesses	10
No. Employed	75
Employment floorspace (sq.m)	3,379
Employment densities per ha	17
Plot ratio	0.07

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by a park and residential to the north; railway line to the east; residential to the south and Brentfield Road to the west. Residential gardens back on to Artesian Close to the south.

It can be divided into three sub-areas. From north to south:- the power station, Vekaria Court, Artesian Industrial Estate, and the garage which fronts Brentfield Road.

Figure 9

Study area context

The study area is within a London Strategic Area for Regeneration, due to it being in the top 20% most deprived areas in the country.

It benefits from good access to services being in walking distance to schools and facilities at Roundwood Park. The closest town centres are Church End which is less than 500m to the north east and Harlesden 600m to the south.

The site has indirect access to the A406.

There is no canal or river access. The Dudding Hill freight line runs along the eastern boundary of the site, but the site does not have direct access via sidings at present.

Public transport access is limited to bus services on Brentfield Road. The closest tube station is Harlesden which is over 700m to the south. The study area has a low PTAL of 1/2.

Existing Land Use

This study areas employment functions include warehouse/ distribution park/ wholesale, car repairs and utilities.

Power Station

The power station which occupies nearly 3ha of the site is sui generis.



Vekaria Court

Vekaria Court is occupied by warehousing (use class B8) and workshops and premises (use class B2). Residential premises are located above one of the warehousing units within Vekari Court. Vekari Court has an area of open storage and car parking comprising 0.07ha and a small circulation area of 0.02ha.



Artesian Industrial Estate

Artesian Industrial Estate is predominantly in use as warehousing (use class B8) with some workshops and factories (use class B1/B2). Artesian Industrial estate has two areas of car parking and circulation space, which comprises 0.15ha of the site and an area of open storage comprising 0.1ha.



Garage

Fronting Brentfield Road is a garage and car wash (sui generis).



Specialisms present in the study area include vehicle repairs, food manufacturing and building services/construction.

Main occupiers include Uniper Energy, which operate a power station on the site, and Vitpol and Lightsource.

In terms of future growth potential, food manufacturing, services supporting the construction industry and storage are expected to see increased demand due to population growth. Given the presence of the power station there could be potential for the circular economy.

There are no recorded vacancies based on business rates data, and no vacancies were observed on the site visit.

Existing employment

There are approximately 10 businesses and 75 people employed on site. Employment densities are also low at 17 employees per ha. This may be due to the power station which is a low density use.

Existing site/building features

The quality of the site is variable.

Power Station

The power station is in a good condition.

Vekaria Court

Vekaria Court, which comprises 3 to 4 storey commercial units, shows signs of disrepair. Car parking is more limited at Vekari Court, but there were no signs of on-street parking to indicate this caused a problem.

Artesian Industrial Estate

Artesian Industrial Estate is a managed and well maintained industrial site, comprising modern industrial units ranging from 800sq.ft to 1,800sq.ft. Units have dedicated car parking and areas for loading/unloading.



Garage

The garage fronting Brentfield Road is in a particularly poor condition. Similarly the public realm fronting Brentfield Road is uneven in places.

The qualitative scoring of the site (see Appendix A) scored the condition of buildings as 50% good and 50% poor, and the overall condition of public realm poor.

There is adequate servicing with off road loading/unloading.

There is also adequate parking provision.

Viability inputs

Recent co-star deal data indicates within the study area asking rents are being achieved at

over £20 per sq. ft. This is equivalent to primary locations, and may be due to the study areas proximity to Park Royal and the good condition of premises in Artesian Industrial Estate. The WLELE found within primary locations finds stacked industrial development would be viable. Whilst viability for mixed-use industrial and residential is more marginal. This is based on current residential values.

Start Date	Street	Total Sq. Ft Leased	Rent/Sq. Ft/Yr.	Term
13/12/2018	Brentfield Rd	1724	30	
12/02/2018	Brentfield Rd	1437	25	6 yrs

Table 2. Costar 2018 Deal Count Data Brentfield

Existing land ownership

The power station is under freehold ownership of the operator Uniper UK Ltd. Vekari Court is under three freeholds which aren't recorded with the Land Registry. Artesian Industrial estate is under freehold ownership of Capital Industrial One. The garage is under freehold ownership of Abbeycrest Ltd.

Qualitative assessment

The site has a very low plot ratio of 0.07. This can be attributed to the power station taking up the majority of the site. Whilst scope to intensify the power station is limited due to its function, there is scope to intensify Vekaria Court and the

garage which fronts Brentfield Road. Both areas are in a poor condition and could be redeveloped at higher density. There is scope to intensify Artesian Industrial Estate through stacking.

Site constraints include proximity to residential, flood risk and ecological value. Parts of the site are within the 1 in 100 year surface water flood risk area. The west of the site has moderate potential for groundwater flooding. A Grade II SINC runs through the site, which connects Bridge Road Allotments to the Dudding Hill Loop. The SINC takes the form of fenced off grassland.

There are no heritage assets within the site.

The power station does not lend itself to co-location in terms of its land take, the quality of environment and impacts on amenity. In addition food manufacturing and vehicle repairs generate noise and odours which can have negative amenity impacts.

The site has indirect access to the A406.

Review of boundary

To the north the site is bounded by allotments and residential; to the east a railway line, to the south residential and to the west open space. There is no scope to extend the boundary further due to the established uses.

Conclusions

The quality of the site is variable. Whilst Artesian Industrial Estate and the power station is well managed and maintained, surrounding units are in a poorer condition. The site contains a number of specialisms, including food manufacturing, the circular economy and construction, which are

likely to expand in the future due to population growth. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

In terms of future growth potential the site could benefit from its proximity to Old Oak and Park Royal Opportunity Areas. The sectors present already indicate a functional connection with Park Royal, which has a high concentration of food manufacturing. Old Oak is to be the location of a new HS2 station and the only place it will meet the Elizabeth line, and is to deliver 24,000 homes and 55,000 jobs. Old Oak is currently occupied by Car Giant, Powerday, European Metal Recycling and a number of smaller businesses. For the vision for Old Oak to be realised many of these businesses will need to relocate. Where businesses cannot be accommodate on site, the draft OPDC Local Plan polices requires they are supported to relocate off site. The preference for relocation is sequentially within the OPDC area, within a host borough, West London, then the rest of London. Given the low vacancy levels within Park Royal it is likely nearby sites such as Brentfield Road will experience increased demand due to relocations.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools, open space, sports facilities and town centres. However, the site scores negatively in terms of environmental criteria due to its low PTAL, its ecological value and risk from surface water and groundwater flooding. The site is within

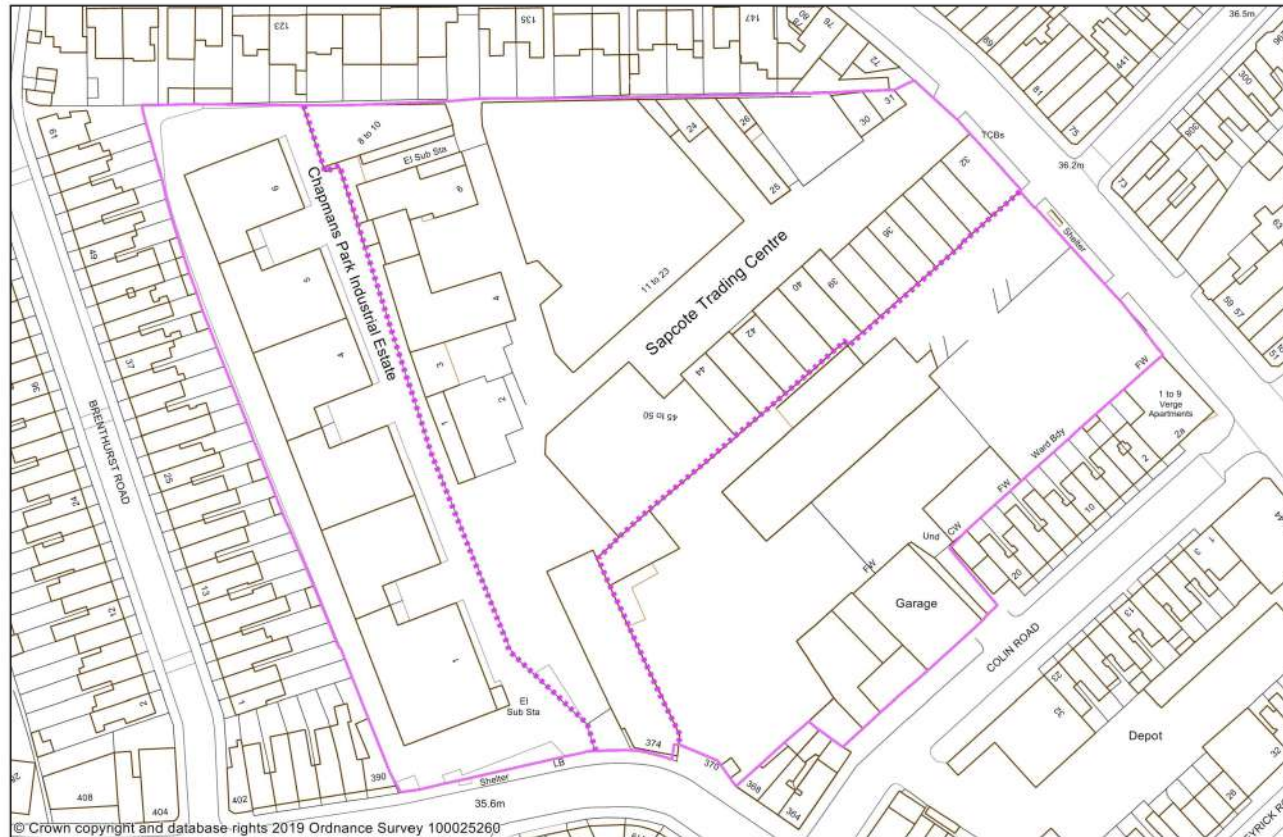
an Air Quality Management Area and due to the low PTAL any housing development is likely to be car dependant, further exacerbating poor air quality. In addition, the presence of the power station also indicates the site is not suitable for sensitive uses.

The viability assessment in the WLELE indicates based on the rents being achieved industrial stacking could be viable. There is scope for intensification on this site through the redevelopment of low quality units. In the medium to long term Artesian Industrial Estate could be intensified through stacking of industrial units.

In conclusion, there is scope for intensification. The need to relocate businesses from Old Oak could be a driver for investment in this site. The results of the IIA indicate this site is not a sustainable location for co-location due to its very low PTAL, and presence of a power station. The site would not provide a suitable level of amenity for residential and would further exacerbate existing air quality issues.

2.7 Church End Chapman Park

Geographical definition



Location	High Road, NW10 2DA
Status	Locally Significant Industrial Site
Site Area (ha)	3.08
No. Businesses	15
No. Employed	95
Employment floorspace (sq.m)	12,483
Employment density (per ha)	30
Plot ratio	0.41

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by residential on all sides. Dudden Hill to the east comprises a small parade with commercial units at ground floor.

The site can be divided into three sub-areas. From west to east:- Chapman's Park Industrial Estate, Sapcote Trading Estate and Burnley Road Parade.

Figure 10

Study area context

The site falls just outside a London Strategic Area for Regeneration. It's within the proposed extension to Church End Growth Area. The area has higher levels of crime, based on IMD ranking. Therefore investment could help regenerate this area.

It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.

Although the site does not have access to a canal or rail sidings, it does have direct access to the A407 and A4088.

The site currently has a PTAL of 2-4. However, this will increase by at least 1 on completion of the West London Orbital (WLO). West London Boroughs forming the West London Alliance (WLA) are working with partners TfL and GLA to take forward the WLO Railway. The WLO would connect Brent Cross/Staples Corner and Hendon via Old Oak, Neasden and Church End. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.

Existing Land Use

This sites employment functions include general industrial estate/ business areas, vehicle repair, warehouse/ distribution park/ wholesale.

Chapmans Park Industrial Estate

Chapmans Park Industrial Estate comprises

warehouses which supply both trade and the public (use class B8/sui generis). Main occupiers include Topps Tiles, Howdens and DEA. There is dedicated parking adjoining the premises and space for HGV delivery.



Sapcote Trading Estate

Sapcote Trading Estate comprises workshop and premises (use class B1/B2) and some smaller warehouses (use class B8). Main occupiers include Toyo Tires, Michelin, Hilton International Eye Wear and Marble and Bathroom World Ltd.



Burnley Road Parade

Burnley Road Parade comprises storage and yard space (use class B8), with a cluster of workshops and vehicle repair garages (use class B2) to the south. Open storage and yard space accounts for 0.6ha of the sub-area. Main occupiers include Jetyres, Moss Repairs and Rattigan Plant Hire Ltd. Specialism include vehicle repair and suppliers to the construction industry.



Specialisms include vehicle repair and suppliers to the construction industry.

In terms of future growth potential the construction industry is expected to see increased demand due to population growth.

One unit in Chapman's Park Industrial Estate with an area of 500sq.m is currently to let. The unit has been refurbished and is ready to be occupied.

Existing employment

The site has one of the lowest employment

densities in the borough at 30 employees per ha.

Existing site/building features

Chapmans Park Industrial Estate

Chapmans Park Industrial Estate comprises modern one storey large format warehouses, ranging in scale from 500sq.m to 700sq.m. Units are in a good condition.

Sapcote Trading Estate

Sapcote Trading Estate has a more varied character from one to two storey brick buildings with metal dormers. Buildings are dated and in a poor condition, with visible signs of wear and tear and vandalism. The exception is 51 to 53 Sapcote Trading Centre which is a modern two storey warehouse.



Burnley Road Parade

Burnley Road Parade comprises a range of one storey brick and metal buildings. Buildings and public realm are in a poor condition, with visible

signs of wear and tear and vandalism. Buildings within open storage include temporary site offices, and one and two storey brick and metal buildings which appear to date from the 1950s onwards. Buildings are in a poor condition, with visible signs of rusting.



The public realm shows visible signs of disrepair, including potholes.

The qualitative assessment (see Appendix A) scored 30% of buildings as being in a good condition, 40% poor and 30% very poor. The public realm scored as poor/very poor.

Access for vehicles is through residential area, which can cause negative amenity impacts.

There is adequate parking provision with dedicated parking within cluster.

The site has a low plot ratio of 0.41.

Viability inputs

The WLELE, based on an analysis of Costar data

on rents achieved for industrial units varying in scale, indicates Church End is currently unviable for stacked industrial development and mixed-use industrial and residential. However, this is based on current residential values. It does not take into account planned regeneration including in this location WLO and investment through the delivery of Church End Growth Area, which has potential to uplift values in the medium to long-term.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

Chapmans Park Industrial Estate is under the ownership of Legal and General. Individual units are leased by Multi-Tile Ltd, Howden Joinery Ltd and Tony Page Ltd. Sapcote Trading Estate has a more complex pattern of ownership with over 30 freeholders. Main landowners include Euroken Investment Ltd and TOR Pension Trustees Ltd. Burnley Road Parade is under the freehold of McGovern Brothers. Individual units are leased by Universal Tyre Company Ltd, Dundenes Ltd, Willesden Workshop Ltd and Willesden Retail Ltd.

Qualitative assessment

Close proximity to residential/ community uses and local shopping centre is a site constraint. Due to access being through residential areas and the large concentration of auto garages, there are negative impacts from traffic and noise.

There are no heritage assets within this site.

Parts of the site are within the 1 in 100 year

surface water flood risk area.

Review of boundary

The site is tightly bounded by residential on all sides. Given the established uses there is no scope to extend the boundary.

Conclusions

The primary function of this site is vehicle repair and construction, with a concentration of builders' merchants. The environmental quality of this industrial site is overall very poor, and there is evidence of detrimental impacts on neighbouring residents.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres. The PTAL, which will increase further on completion of the WLO, could support car free development and make this a sustainable location for higher density development.

This site is in a strategic area for regeneration and forms a natural extension to Church End Growth Area. The WLO will connect this area to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. This will be a catalyst for investment in this location. The increased connectivity will improve viability and support intensification through co-location. There is a significant need to improve the environmental quality of the site and address impacts on surrounding residents. Some of the existing business such as builders' merchants are compatible with residential due to their hours of

operation and impacts being similar to those of town centre retailers. These could potentially be retained as part of a mixed-use scheme.

2.8 Church End Cobbold Estate

Geographical definition



Location	High Road, NW10 2JJ
Status	Locally Significant Industrial Site
Site Area (ha)	2.7
No. Businesses	10
No. Employed	190
Employment floorspace (sq.m)	11,636
Employment densities (per ha)	70
Plot ratio	0.42

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by industrial units to the north, Willesden Jewish Cemetery to the south; residential to the east and west.

The study area can be divided into five sub-areas. From north to south these are:- B&M Store, Moran House, Trojan Industrial Estate, Cobbold Industrial Estate and Brent New Enterprise Centre.

1:1500

13 August 2019

0 0.025 0.05 kilometres



Figure 11

Study area context

The site is within a London Strategic Area for Regeneration, due to it being in the top 20% most deprived areas in the country. The area has higher levels of crime, based on IMD ranking. It's within Church End Growth Area. Therefore investment could help regenerate this area.

It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.

Although the site does not have access to a canal or rail sidings, it does have direct access to the A407 and A4088.

The site currently has a PTAL of 2-4. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA are working with partners TfL and GLA to take forward the WLO Railway which would connect Brent Cross/Staples Corner and Hendon via Old Oak, Neasden and Church End. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.

Existing Land Use

This sites employment functions include general industrial estate/ business areas, warehouse/ distribution park/ wholesale.

B&M Store

The B&M Store is a home store and garden centre (Use Class A1). The store and

accompanying car parking comprises nearly 1ha of the study area.



Moran House

The MP Moran building is an office building which has been converted to residential via prior approval (use class C3), with MP Moran builders' merchants on the ground floor (sui generis).



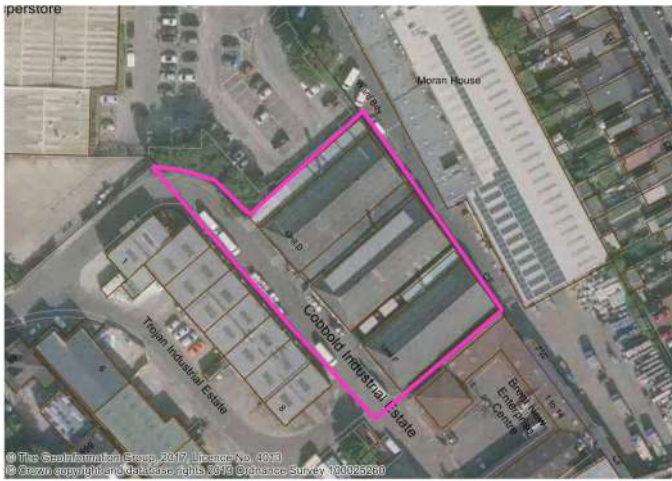
Trojan Industrial Estate

Trojan Industrial Estate comprises warehouses (use class B8), workshops (use class B2), and factories (use class B2). Main occupiers include Amipak packaging and supply, Commercial Laundry Equipment Ltd and Such Designs. The sub-area contains an area of open storage of 0.05ha. Car parking is in front of premises. Roads are congested with HGVs, parking and storage.



Cobbold Industrial Estate

Cobbold Industrial Estate comprises warehouses and wholesalers (use class B8). Main occupiers include Brent Plastics, Fudco and Cathay Importers. Car parking is limited to on street. Premises are also storing goods on the street creating congestion.



Brent New Enterprise Centre

The Brent New Enterprise Centre contains small scale workshops and warehouses (use class B1, B2 and B8). Main occupiers include Bharat Gangaram Caterers, industrial cleaners Park Management Services Ltd and manufacturers GB Cosmetics Lab Ltd.



Specialisms include food manufacturing and distribution, packaging and building services/construction. There is an existing concentration of non-industrial uses including the B&M store and Moran House which has been partly converted to residential through prior approval.

In terms of future growth potential, food manufacturing, services supporting the construction industry and storage are expected to see increased demand due to population growth.

No vacancies were observed on site visits or are recorded in business rates data.

Existing employment

Based on IDBR data there are 10 business on site, employing over 190 people. The site has a low employment density at 70 employees per ha.

Existing site/building features

The quality and typologies across the site are variable.

B&M Store

The B&M Store is a one storey large format retail store, with a large area of car parking. The building dates from the 1980s and is in a good condition.

Moran House

The MP Moran building is a four storey brick office building with a modern two storey mezzanine. The building is in a good condition.

Trojan Industrial Estate

Trojan Industrial Estate comprises buildings ranging from one to two storey brick and metal

clad units from the 1980s to two to three storey brick factories dating from the 1950s. Buildings are in a poor or very poor condition.

Cobbold Industrial Estate

Cobbold Industrial Estate comprises three one storey brick buildings. Buildings are in a poor condition with signs of wear and tear.

Brent New Enterprise Centre

Brent New Enterprise Centre is a building ranging from one to two storeys and contains smaller units suitable for micro businesses. The centre is in a good condition.

The qualitative assessment (see Appendix A) scored 30% of buildings as being in a good condition, 40% poor and 30% very poor. The road network is uneven in places and planting overgrown. There is evidence of fly tipping.

There is adequate servicing with off road loading/unloading. There is adequate parking in front of premises. However, within Trojan and Cobbold Industrial Estates roads are also being used for storage and therefore congested.

The site has a low plot ratio at 0.42. Given the PTAL there is scope for higher density development. The B&M Store is particularly low density, being surrounded by a large area of car parking which could be built over.

Viability inputs

The WLELE, based on an analysis of Costar data on rents achieved for industrial units varying in scale, indicates Church End is currently unviable for stacked industrial development and mixed-

use industrial and residential. However, this is based on current residential values. It does not take into account planned regeneration including the WLO and investment through the delivery of Church End Growth Area, which has potential to uplift values in the medium to long-term.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

The B&M Store is under the ownership of HSBC Pension Trust Ltd, Moran House M.P. Moran Holdings and Brent New Enterprise Centre by Brent Council. The ownership of Cobbald Industrial Estate is unknown. Trojan Industrial Estate is divided into over 15 separate freeholds and leaseholds with no one predominant owner.

Qualitative assessment

Parts of the site are within the 1 in 100 year surface water flood risk area.

The north western corner of this site is within a Archaeological Priority Area. There are no listed or locally listed buildings within the site. The Grade II Listed Willesden Jewish Cemetery borders the site to the south and contains a number of listed buildings.

Despite the close proximity of residential there was no evidence of negative environmental impacts on site. Gardens on properties on Beaconsfield Road create a degree of separation. Existing uses such as the builders merchant are co-located with residential. The small scale distribution, packaging and building services could be compatible with sensitive uses,



Figure 12

subject to mitigation of transport impacts.

Review of boundary

To the north the site is separated from Cygnus Industrial Park by the High Road. To the east the site is bounded by residential; to the south Willesden Jewish Cemetery; and to the west residential and warehousing. The warehousing

forms a natural extension to Cobbald Estate and supports the function of the LSIS. As such the boundary is to be extended to include the warehouse and associated property. This covers an area of 1,700sq.m.

Conclusions

The site provides a range of employment space,

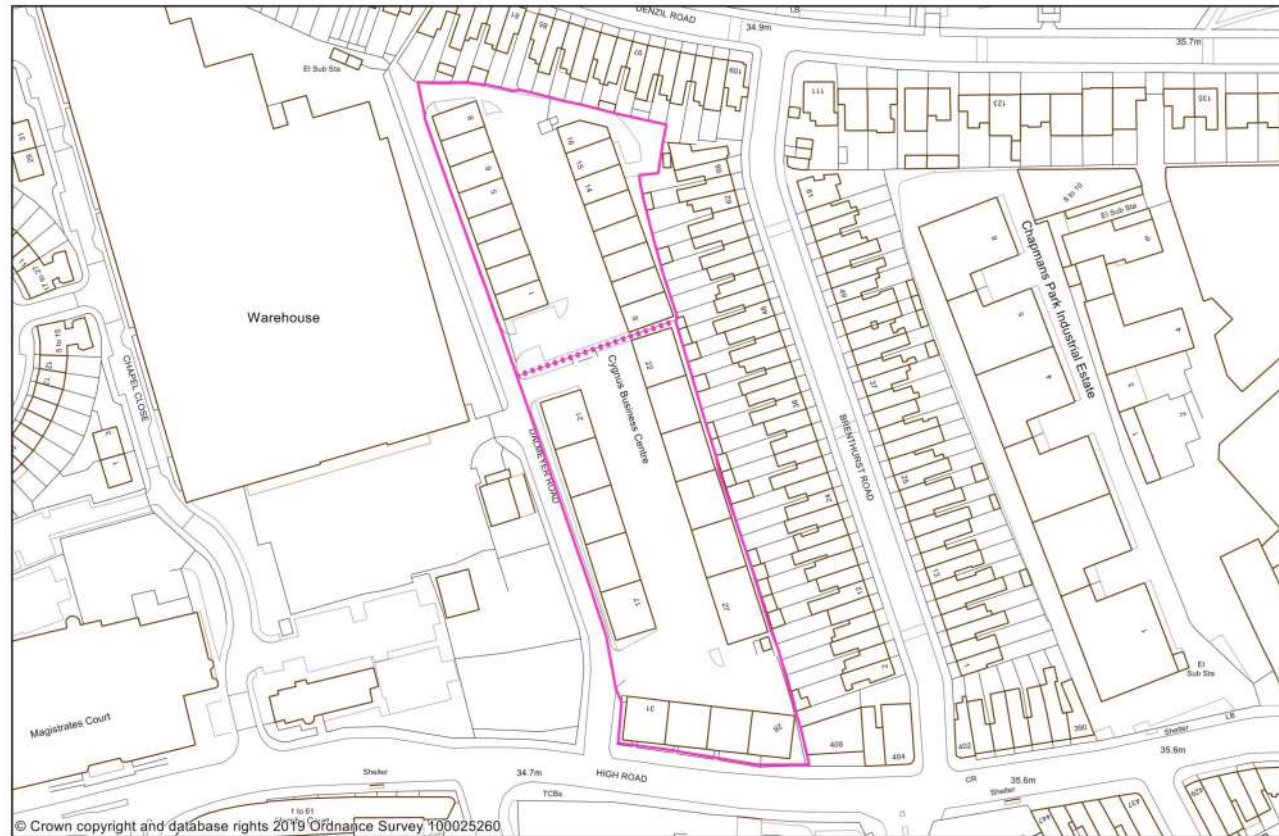
which serves a variety of SMEs. Specialisms include food manufacturing and building services. However, approximately half of the site is now occupied by retail and residential uses. The remainder is low density, with a number of buildings in a poor condition.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and Church End town centre. The PTAL which will increase further on completion of the WLO, make this a sustainable location for higher density development, which could support car free development.

This site is in a strategic area for regeneration being within Church End Growth Area. The WLO will connect this area to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. This will be a catalyst for investment in this location. The increased connectivity will support intensification through co-location. There is an opportunity to reinstate employment uses on parts of the LSIS which are currently in retail use.

2.9 Church End Cygnus Industrial Estate

Geographical definition



Location	Cygnus Business Centre, NW10 2XA
Status	Locally Significant Industrial Site
Site Area (ha)	1.06
No. Businesses	30
No. Employed	325
Employment floorspace (sq.m)	5,750
Employment densities (per ha)	307
Plot ratio	0.54

Source: IDBR (2018), VOA NDR (2017)

This site is bounded to the north and east by residential; to the west by Asiatic Carpets; and to the south by a B&M home store.

The site can be divided into two sub-areas:- Cygnus Business Centre North and South. Although both sub-areas form one business park units vary in scale and have separate road access.

Figure 13

Study area context

The site falls just outside a London Strategic Area for Regeneration. It's within the proposed extension to Church End Growth Area. The area has higher levels of crime, based on IMD ranking. Therefore investment could help regenerate this area.

It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.

Although the site does not have access to a canal or rail sidings, it does have direct access to the A407 and A4088.

The site currently has a PTAL of 3/4. This will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA are working with partners TfL and GLA to take forward the WLO Railway which would connect Brent Cross/Staples Corner and Hendon via Old Oak, Neasden and Church End. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.

Existing Land Use

This study areas employment functions include general industrial estate/ business areas, warehouse/ wholesale.

Cygnus Business Centre North

This sub-area comprises a combination of workshops (use class B1/B2) and warehouses (use class B8). Main occupiers include suppliers

to the construction industry such as Brandon Tool Hire and Astral Plumber Merchants; Green kit which supply lights to the film industry; and Dentocare dentist supplies.



Cygnus Business Centre South

This sub-area also comprises a combination of workshops (use class B1/B2) and warehouses (use class B8). Main occupiers include Solaria Architects, Hira and NDB Construction Ltd specialists in refurbishments; Flog It 4 U which sell goods via online auction; and an IT consultancy Gaaynet Ltd.

In terms of future growth the construction industry is expected to see increased demand due to population growth.

Units benefit from car parking in front of premises. There is circulation space for smaller delivery vehicles. Car parking and circulation space accounts for half of the site area. There is no open storage.



Business rates data indicates there are currently no vacancies on site.

29, 30, 31 Cygnus Business Centre have permission to convert to residential through prior approval.

Existing employment

There are approximately 30 businesses within the study area employing over 300 people. The site has one of the highest employment densities of sites in the borough at 307 employees per ha.

Existing site/building features

Cygnus Business Centre North

This sub-area comprises uniform single storey units of 100sq.m with mezzanine floors.



impacts from proximity of units.



Cygnus Business Centre South

Cygnus Business Centre South comprises larger format units with an area of 200sq.m ranging from two storeys stepping up to three storeys on the High Road. Mezzanine floors function as supporting offices or storage space. Buildings date from the 1980s.

Buildings show signs of disrepair and vandalism. The qualitative assessment (see Appendix A) scores 100% of buildings as in a poor condition.

There is adequate servicing with off road loading/unloading. Although units have dedicated car parking, there is evidence car parking is overflowing on to Dalmayer Road, indicating demand outstrips supply.

At 0.54 the site has one of the higher plot ratios in the borough, but is still below the London Plan target of 0.65.

Residential gardens back on to the industrial units which help mitigate potential environment

Viability inputs

The WLELE, based on an analysis of Costar data on rents achieved for industrial units varying in scale, indicates Church End is currently unviable for stacked industrial development and mixed-use industrial and residential. However, this is based on current residential values. It does not take into account planned regeneration including the WLO and investment through the delivery of Church End Growth Area, which has potential to uplift values in the medium to long-term.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

Cygnus Business Centre north is primarily under the ownership of Addmargin Ltd. Business units are under 14 separate freeholds and leaseholds. Whilst many belong to the occupiers, 6 are unknown.

Cygnus Business Centre South is primarily under the ownership of Datemove Ltd. Business units are under 15 separate freeholds and leaseholds.

Qualitative assessment

Site constraints include close proximity to residential/ community uses and flood risk. Parts of the site are within the 1 in 100 year surface water flood risk area.

There are no heritage assets within this site.

With a high PTAL there is scope for intensification through development at higher density.

Review of boundary

This study area is bounded to the north and east by residential; to the west by Asiatic Carpets; and to the south by a B&M home store. There is no scope to extend the boundary to the surrounding area due to the existing functions. The Asiatic Carpets sites has been a site allocation for mixed-use development since 2011.

Conclusions

The study area primarily contains businesses related to the construction industry. A number of these provide a retail function, serving both trade and the public. The site has a high employment density, but is showing signs of disrepair and is in need of maintenance. Graffiti suggests anti-social behaviour can be an issue.

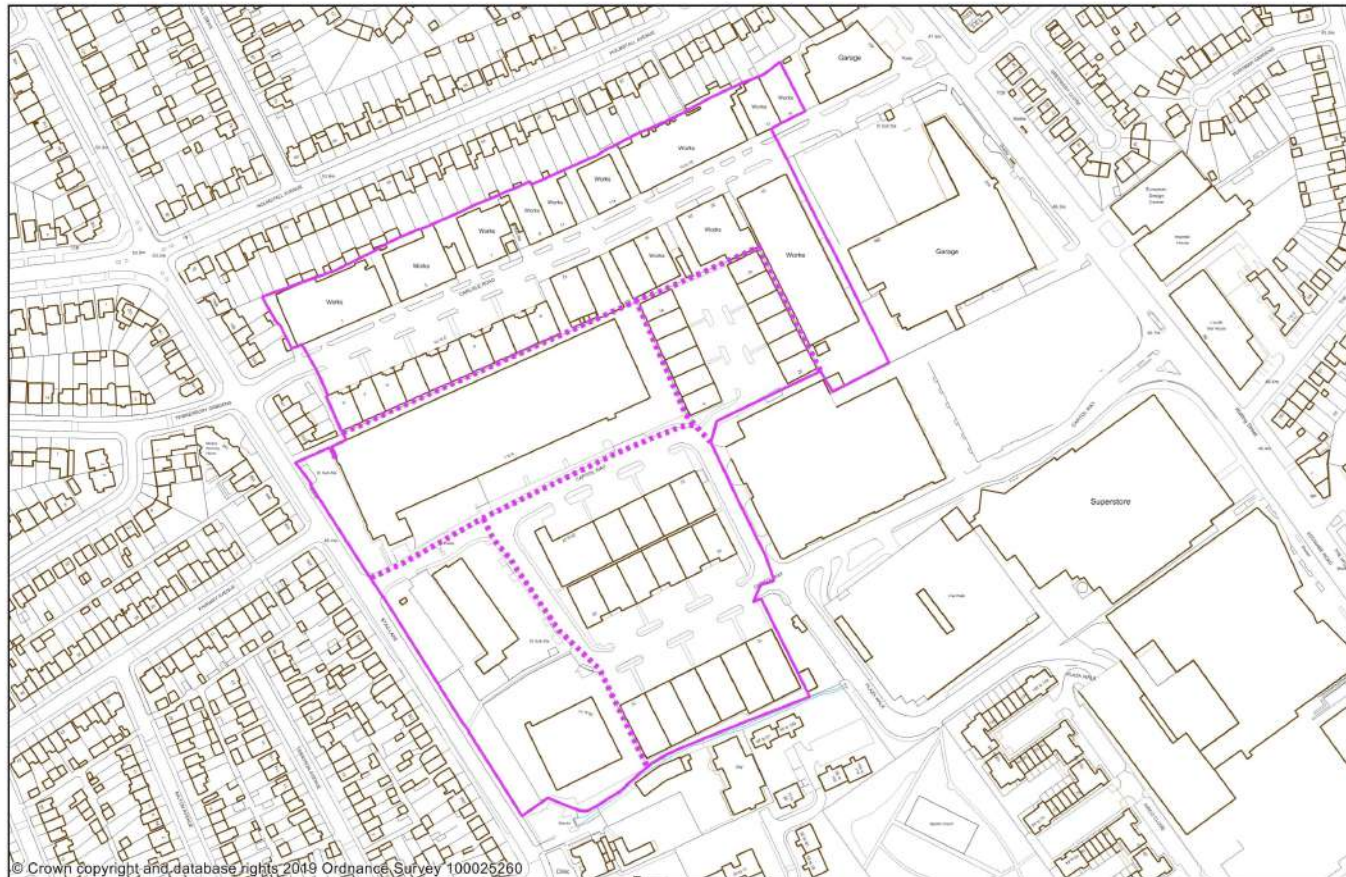
The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres. The PTAL which will

increase further on completion of the WLO, support car free development and make this a sustainable location for higher density development.

This site forms a natural extension to Church End Growth Area. The site itself is in need of investment to improve the quality of environment and ensure it contributes more positively to the surrounding area. Although viability evidence suggests co-location is currently marginal, the WLO and planned regeneration of Church End is expected to improve residential values. This will be a catalyst for investment in this location. Co-location could be supported where it enables intensification on this site and improve environmental quality.

2.10 Colindale

Geographical definition



Location	Capitol Way, NW9 0EQ
Status	Locally Significant Industrial Site
Site Area (ha)	7.7
No. Businesses	50
No. Employed	925
Employment floorspace (sq.m)	58,100
Employment densities per ha	120
Plot ratio	0.75

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by two storey terraced and semi-detached housing to the north and west, to the south residential, community and health uses. Burnt Oak Colindale Growth Area is to the east with higher density residential development.

The site can be divided into five sub-areas. These are from north to south:
 - Carlisle Road, 1-8 Capitol Way, 9-20 Capitol Way, Stag Lane and 22-75 Capitol Way.

1:3000

15 August
2019

0 0.05 0.1 kilometres



Figure 14

Study area context

The site is not within a London Strategic Area for Regeneration or an area with higher levels of crime. However, it is to the west of Burnt Oak Colindale Growth Area.

It benefits from good access to services being in walking distance of healthcare facilities, open space at Westfield Park, Roe Green Park and Montrose Playing Fields. The closest town centre is Burnt Oak Colindale less than 200m to the north. An ASDA supermarket is also in walking distance of the site. The Village school is less than 500m to the south. Roe Green and Kingsbury Schools are less than 1000m to the south west.

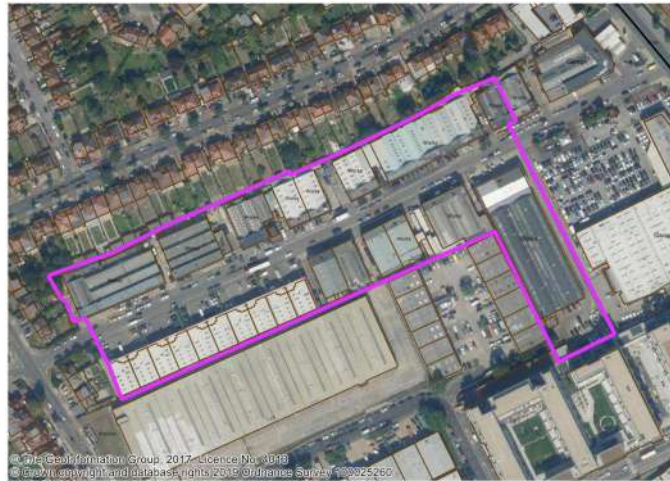
Although the site does not have access to a canal or rail sidings, it does have indirect access to the A5 via local roads. The sites PTAL ranges from 2 to 4 in the east.

Existing Land Use

This sites employment functions include general industrial/ business areas, warehouse/ distribution park/wholesale, and car repairs.

Carlisle Road

Carlisle Road comprises a concentration of wholesalers (use class B8) and vehicle repair garages (use class B2) and associated uses. Main occupiers include Nigel Fredrick's food wholesalers, TIM Hand Car Wash and Kingsbury Autocare Ltd. Car parking and HGV loading/unloading is on street, resulting in congestion.



1-8 Capitol Way

1-8 Capitol Way is a long-term vacant warehouse building. The site has planning permission for over 4,000sq.m of commercial floorspace (use class B1, B8, D2 and A3) and 414 residential units.



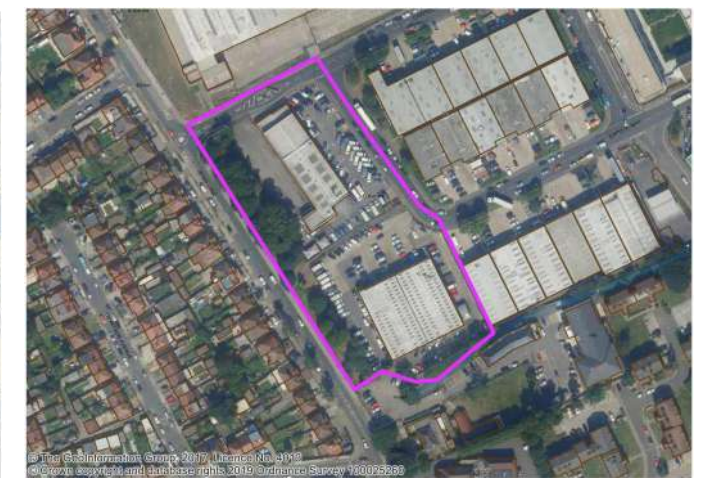
9-20 Capitol Way

9-20 Capitol Way comprises a concentration of wholesalers (use class B8) and vehicle repair

garages (use class B2). Main occupiers include Salon Services, Lanza Food Ltd and Automobile Centre Service and Repair. Dedicated car parking is provided in front of each unit.



Stag Lane



Stag Lane comprises two car showrooms for sale and hire (sui generis) and associated vehicle servicing centre (use class B2). Due to their

function approximately 0.5ha of the sub-area is open storage and car parking. Main occupiers are Volkswagen Commercial Vehicles, Citygate Van Hire and Service Centre.

22-75 Capitol Way

22-75 Capitol Way is dominated by large format warehousing and suppliers to the construction industry (use class B8). Main occupiers include Tool station, Carpet & Flooring Express and Screwfix and Brewers. Car parking is in front of premises and there is space for HGV loading and unloading.



Specialisms of the study area include suppliers to the construction industry and vehicle sales/repair.

Non-industrial uses include the consented residential development as part of the mixed-use redevelopment of 1-8 Capitol Way. In terms of future growth potential services supporting the construction industry are expected to see increased demand due to population growth.

In addition to the warehouse, which is subject to

redevelopment there are a number of units to let. 9 Capitol Way, a small scale warehouse, and three units on Carlisle Road previously occupied by Nigel Fredrick's food wholesalers. The buildings are ready to occupy.

Existing employment

There are approximately 50 businesses on site employing 925 people. The site has a relatively low employment density at 120 employees per ha.

Existing site/building features

Carlisle Road

Carlisle Road comprises two storey brick buildings with a footprint of approximately 500sq.m. Buildings date from the 1950s and are generally in a good condition. Three units formerly occupied by Nigel Fredrick's food wholesalers are currently vacant and to let.



1-8 Capitol Way

1-8 Capitol Way is a large warehouse, which has been long-term vacant and is in a poor condition. The site has planning permission for redevelopment.



9-20 Capitol Way



9-20 Capitol Way comprises one storey small scale warehousing units with a footprint of

approximately 220sq.m. Buildings date from the 1970s but remain in a good condition.

Stag Lane

Stag Lane comprises two modern car showrooms ranging in height from one to two storeys. Buildings are a combination of brick, metal cladding and glass and in a good condition.



22-75 Capitol Way

22-75 Capitol Way comprises two storey large format warehouses. Building footprints range from 400 to 900sq.m. Buildings date from the 1980s and are in a good condition. There is one 5,530sq.ft unit vacant and available to let.

The qualitative assessment (see Appendix A) rates 60% of the study area as being in a good condition and 40% as being in a poor condition.

The public realm along Carlisle Road shows some sign of wear. Public realm on Capitol Way is generally in a good condition, with areas of well

-maintained soft landscaping.



Inadequate servicing and parking is impacting on the operation of this employment site. There is inadequate servicing along Carlisle Road but adequate along Capitol Way. Carlisle Road has predominantly road side loading/ unloading whilst Capitol Way has predominantly off road loading / unloading.

There is inadequate car parking provision along Carlisle Road but adequate parking along Capitol Way. Carlisle Road has on street parking whilst Capitol Way has dedicated parking on-site.

The site has a high plot ratio of 0.75.

As demonstrated by the 1-8 Capitol Way development there is scope for intensification through multi-storey development.

Viability inputs

The WLELE, based on an analysis of Costar data on rents achieved for industrial units, indicates

Colindale is currently unviable for stacked industrial development and mixed-use industrial and residential. However, this is based on current residential values. It does not take into account planned regeneration, which has potential to uplift values in the medium to long-term. In addition, planning permission has been granted for a mixed-use scheme including employment floorspace and residential. However, this development would not be compliant with emerging London Plan policy and the requirement for a plot ratio of 0.65.

Start Date	Street	Total Sq. Ft Leased	Rent/ Sq. Ft/ Yr.	Term
02/05/2018	Capitol Way	10429	14.25	10 yrs

Table 3

Existing land ownership

Carlisle Road has over 25 different freeholders and leaseholders. Main land owners include Alco Products Ltd, Nigel Fredrick's Ltd and E. A. Higginson & Co Ltd.

1-8 Capitol Way is under one ownership and is being brought forward for redevelopment.

9-20 Capitol Way is under the ownership of Five Arrows Ltd and Firmwood Ltd. Stag Lane is under the ownership of Citygate Automotive Ltd, The Royal London Mutual Insurance Society Ltd and Five Arrows Ltd.

22-75 Capitol Way has over 10 individual leaseholders. Main freeholders are Universities

Superannuation Scheme Ltd and the Royal London Mutual Insurance Society Ltd.

Qualitative assessment

The study area is in close proximity to residential and community uses. Businesses cause HGV traffic and significant car traffic.

There are no heritage assets within this site.

Parts of the site are within the 1 in 100 year surface water flood risk area. The site has moderate potential for groundwater flooding.

Very narrow roads are unsuitable for heavy traffic and HGVs.

Review of boundary

To the north and west the site is bounded by residential; to the east car showrooms, A5 and London Borough of Barnet; to the south a recently completed residential, health clinic and religious building, and to the west residential. There is no scope to extend the boundary into these areas due to their established use. The boundary omits 19 Carlisle Road, which is in operation as a vehicle repair garage and 24 Carlisle Road which includes vehicle repair and warehousing. Both units are accessed via the remainder of the LSIS. 19 Carlisle Road adjoins an industrial unit which is within the LSIS. To reflect the function of these units they will be included in the boundary. This will increase the LSIS area by 5,930sq.m.

Conclusions

Specialisms on this site include suppliers to construction and vehicle sales/repair. Suppliers

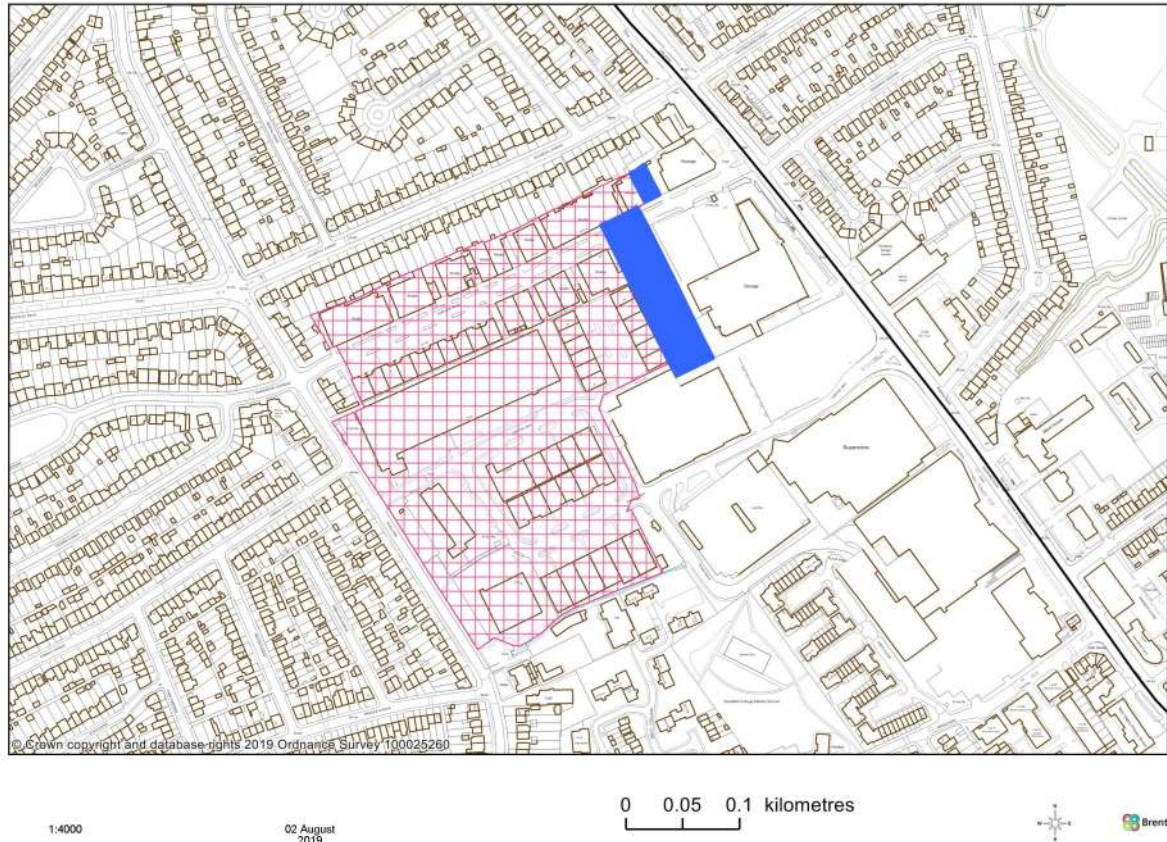


Figure 15

such as Screwfix, due to their function and hours of operation could be accommodated as part of mixed-use development. Servicing and parking is currently an issue impacting the performance of this study area.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as

healthcare, open space, schools and town centres. However, the PTAL is low on the majority of the site. Public transport improvements are needed to make this a sustainable location for housing development.

Subject to improvements to public transport connectivity, this could be a natural extension to Burnt Oak Colindale Growth Area. 1-8 Capitol

Way has planning permission for mixed use employment and residential. This was a long term vacant warehouse which it was unviable to reconfigure by providing additional yard space required to meet modern day business needs. This scheme demonstrates how mixed-use development can leverage investment to provide new employment space. Co-location could enable investment in this site to address servicing and parking issues and make more efficient use of this site.

2.11 Cricklewood

Geographical definition



Location	Edgware Road, Cricklewood, NW2 6JP
Status	Locally Significant Industrial Site
Site Area (ha)	1.35
No. Businesses	5
No. Employed	800
Employment floorspace (sq.m)	3,590
Employment density per ha	594
Plot ratio	0.27

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by railway lines to the west and the A5 Road to the east. The A5 marks the boundary between the London Borough of Brent and Barnet. A shisha bar and café is located just to the south of the site boundary. The site has one primary function, and therefore no distinct sub-areas.

1:2500

18 October
2018

0 0.05 0.1 kilometres



Figure 16

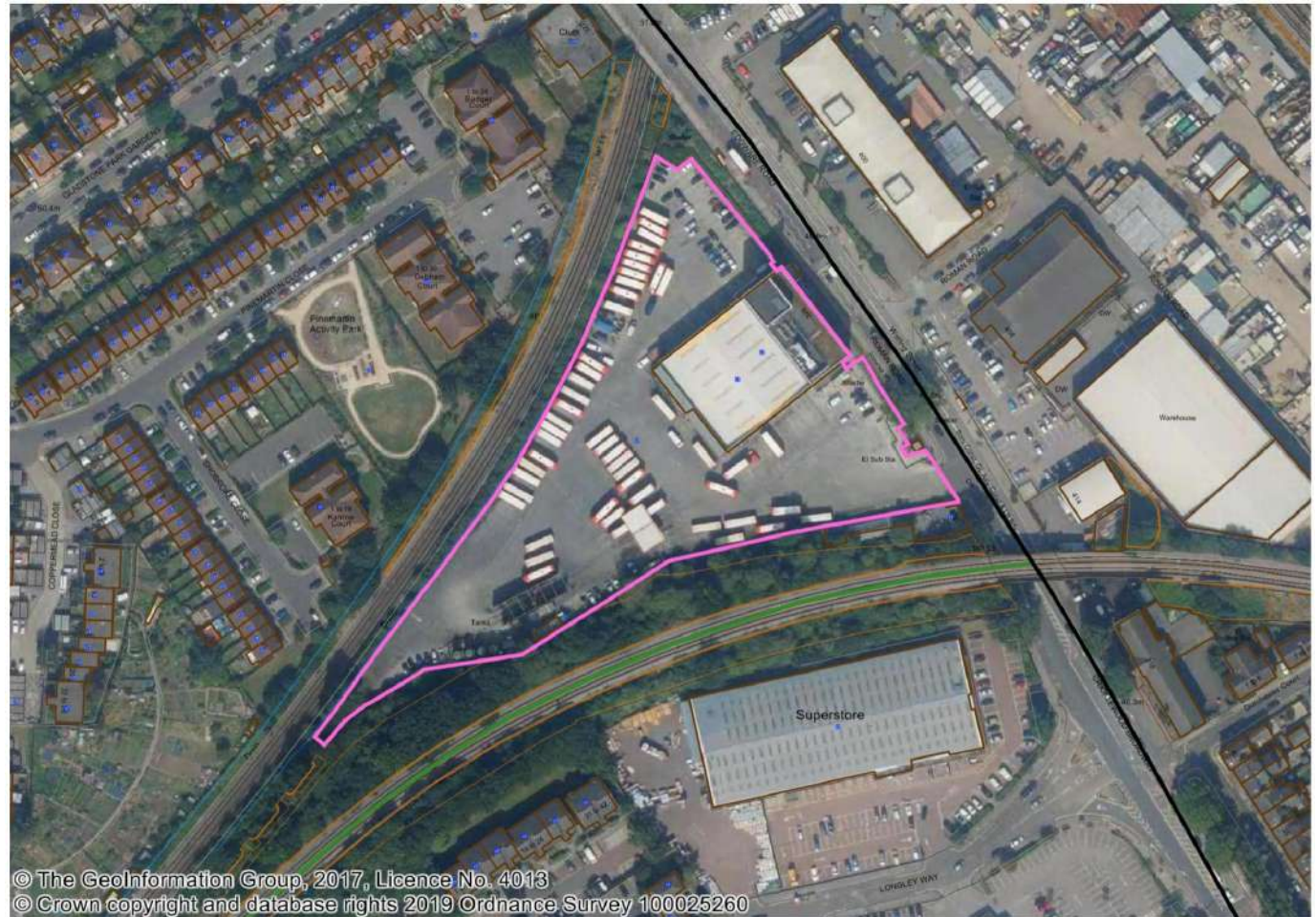
Study area context

The site is not within a London Strategic Area for Regeneration, or within an area which is subject to high crime rates. It is however, to the west of Cricklewood/Brent Cross Opportunity Area, which is identified in the London Plan as having capacity for 10,000 homes and 20,000 jobs.

It benefits from good access to services being in walking distance of Cricklewood Town Centre, schools, and Gladstone Park.

It has direct access on to the A5, making it a good location for transport operators. There is no access the canal or river network from this site, but it is bounded by railway lines, including the Dudding Hill freight line.

The study area currently has a PTAL of 3. However, this will increase to at least 4 on completion of the WLO. West London Boroughs forming the WLA are working with partners TfL and GLA to take forward the WLO which would open up the existing Dudding Hill freight line for passenger travel. The WLO would connect Brent Cross/Staples Corner and Hendon via Old Oak, Neasden and Church End. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. Thameslink will connect Brent Cross to Kings Cross St Pancras in 12 minutes. The proposed station is on the border of Brent approximately 500m to the east of this site. At present the A5 Road and Midland Mainline train line create a barrier and separate it from Brent Cross. Infrastructure works to support



the station will help reduce severance in the wider area through a new bridge for pedestrians and vehicles across the Midland Mainline train line, a new bridge across the A406, and an enhanced pedestrian and cycle network.

Existing Land Use

This site is used for transport functions, as a bus depot and garage.

The industrial land is primarily in use as a bus depot and garage (sui generis). The site includes supporting facilities including an office building (use class B1a), staff cafe (use class A3) and a club house (sui generis). The office building and enclosed parking takes up 0.2ha of the site with a floorspace of 3,589sqm. The remainder of the site is circulation and outdoor car parking for buses.

Main occupiers include bus operators including Transport for London, Metroline, Braddells and New Adventure Travel.

There are no registered vacancies on the site.

The only non-industrial uses within the study area are supporting facilities outlined above. A shisha bar and café is located to the south of the study area.



Existing employment

The employment density in the study area is high at 594 employees per ha. This is higher than any other SIL or LSIS site in the borough. This is due to the presence of the bus garage and associated offices. The employment densities may not be a true reflection as due to the function of the site many employees will be predominantly off site. Only four businesses are located on the site.

Existing site/building features

The site comprises a large area of circulation

space/car parking, depot and offices. The four storey office building originally built in the 1980s and extended in the early 1990s. The building is in a good condition. The public realm is in a good condition, although lacks soft landscaping.

The access is direct from the A5. Access arrangements and car parking are adequate, although the A5 experiences congestion.

Viability inputs

The WLELE defines Cricklewood as secondary locations, which achieve on average £15 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values. It does not take into account planned regeneration including in this location Thames link, Brent Cross masterplan and WLO, which has potential to uplift values in the medium to long-term.

There is no Costar deal count data available for this site for 2018 to present.

Existing land ownership

The site is under the ownership of Metroline Travel Ltd, with the exception of the substation to the front of the site which is under the ownership of London Power Networks.

Qualitative assessment

The site functions well as a location for transport operators, but is underutilised. The site has a low plot ratio of 0.27. There is scope to explore

intensification by building over the circulation space/car parking.

Site constraints include flood risk. Parts of the site are within the 1 in 100 year surface water flood risk area.

There are no heritage assets within the site.

Review of boundary

To the east the site is bounded by the A5 Road, which forms the borough boundary with London Borough of Barnet. On all other sides the site is bounded by railway lines. Directly adjoining the site, 329 Edgware Road comprises a shisha bar and café. Given the unit adjoins the LSIS and it is desirable for it to be considered as part of any wider masterplanning exercise, it is proposed the LSIS boundary is extended to include this building. This will extend the LSIS boundary by 450sq.m, as shown in the figure 17.

Conclusions

The study area is located adjacent the A5 Road making it a good location for bus operators. The site is well maintained with good quality buildings and public realm. However, the site is currently underutilised occupied by four businesses, and a workforce that largely operates off site.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its high PTAL and proximity to services such as schools, open space, sports facilities and town centres. The WLO will increase the PTAL of this location and connect it to HS2, the Elizabeth Line and Brent Cross Thameslink. The site is adjacent the Brent Cross Opportunity

Area in Barnet, which will deliver new retail, housing, employment and supporting infrastructure, including higher density development along the A5. In this context, the site has regeneration potential and could support higher density development.

Although well-functioning the site is currently underutilised. The WLO will increase the PTAL and enable higher density development. Regeneration would also complement proposals for Brent Cross directly adjacent the site. However, the site serves an important transport function and redevelopment for mixed-use development would need to be subject to operators remaining on site or relocated to an alternative location which offers similar strategic transport links.

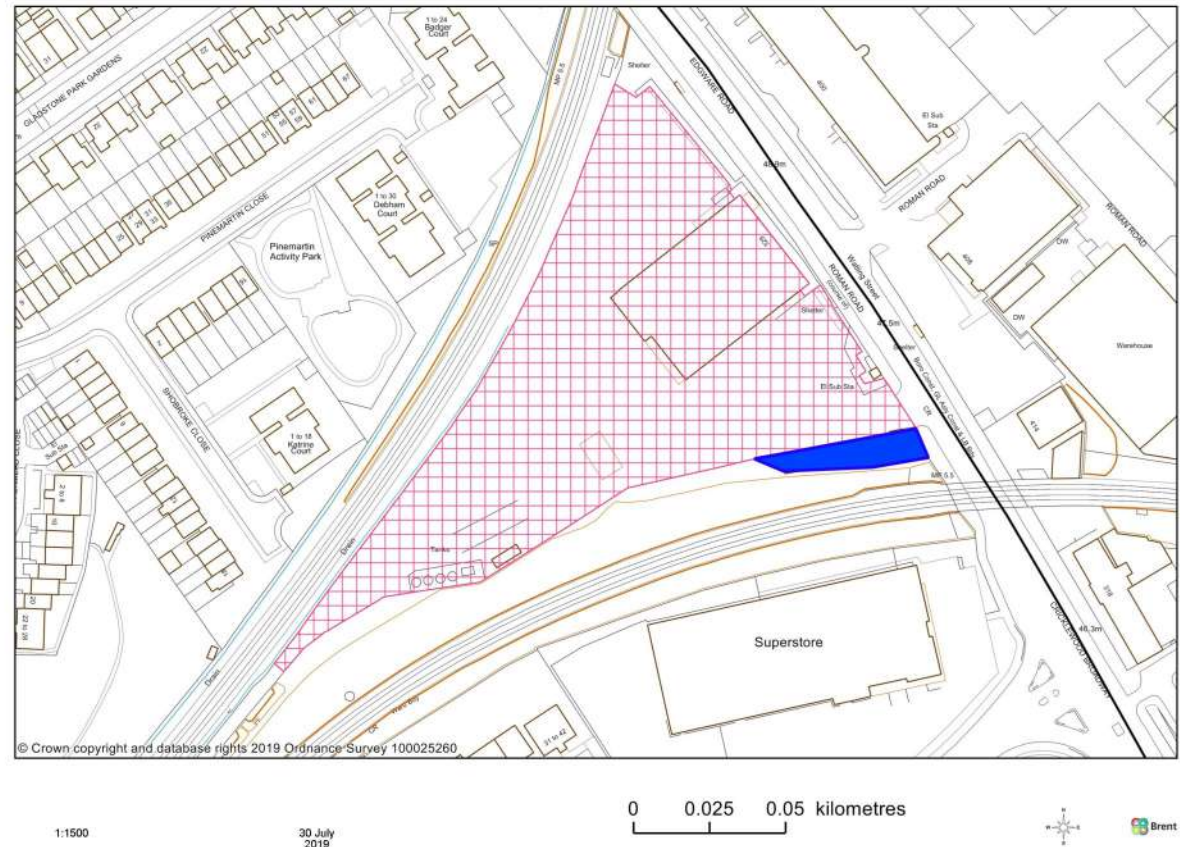
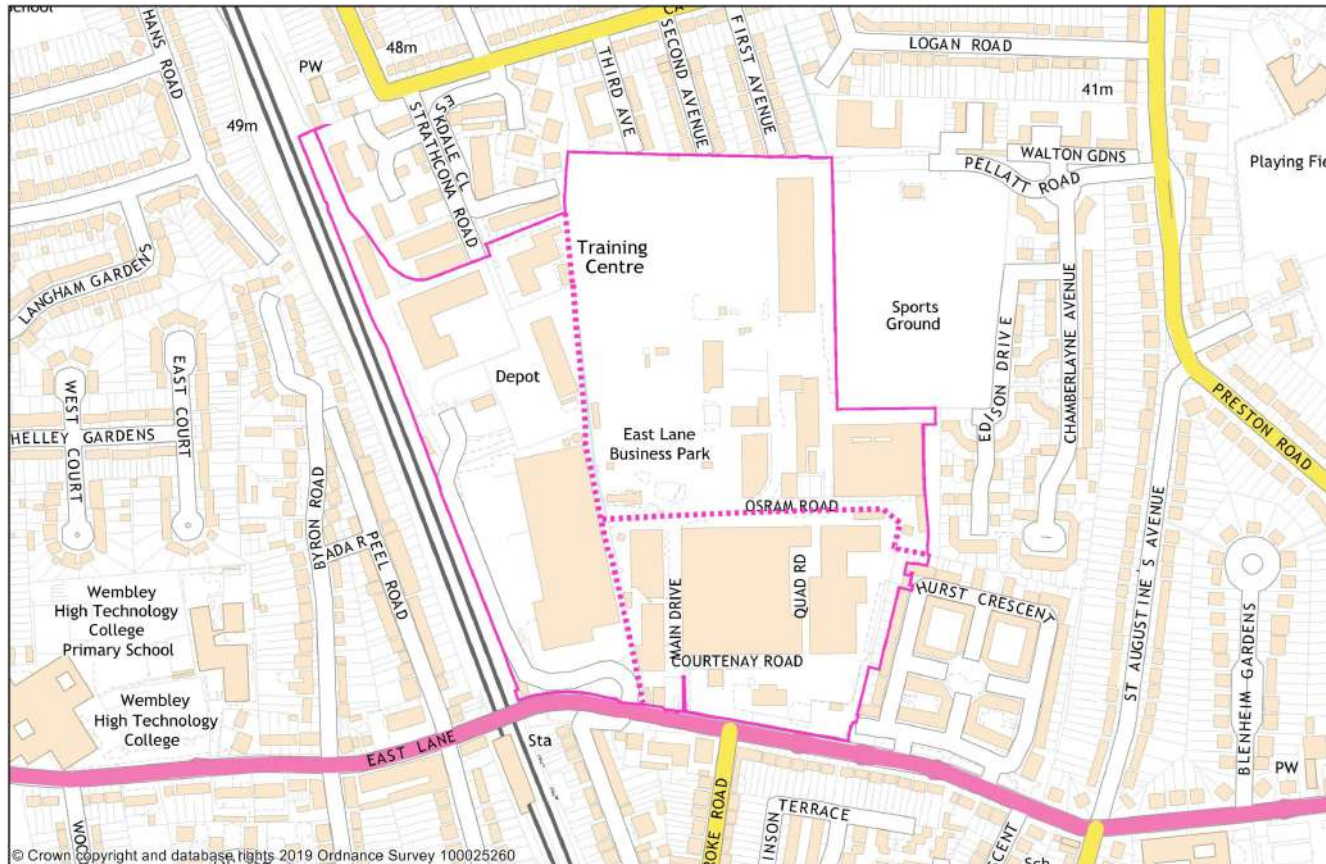


Figure 17

2.12 East Lane

Geographical definition



Location	Wembley, HA9 7PR
Status	Strategic Industrial Location
Site Area (ha)	21.4
No. Businesses	155
No. Employed	2100
Employment floorspace (sq.m)	94,540
Employment densities (per ha)	98
Plot ratio	0.44

Source: IDBR (2018), VOA NDR (2017)

To the north the site is bounded by housing and two factory units; on its eastern boundary open space, housing and an area of car parking. To the south its bounded by housing and to the west a railway line.

The study area can be divided into three sub-areas. From west to east: Wembley Commercial Centre, Courtenay & Main Road and East Lane Business Park.

Figure 18

Study area context

The site is not within a London Strategic Area for Regeneration, or an area with higher levels of crime. It is not within a growth area.

It benefits from good access to open space, adjoining a sports ground and less than 500m from Preston Road Town Centre. Roe Green primary school adjoins the site. The closest secondary is Wembley High less than 500m to the west.

The site has direct access to the A408. The site is adjacent a railway line, but does not currently have rail sidings.

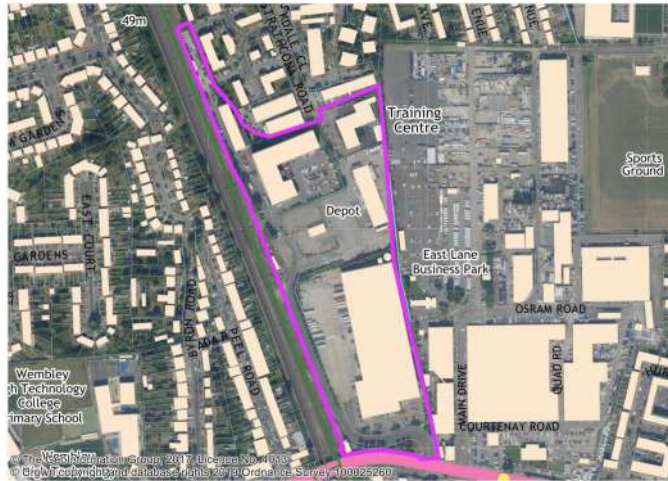
The site has a low PTAL of 1/2.

Existing Land Use

Employment functions include general industrial estate/business areas; warehouse/distribution park/wholesale; storage; local office centre; and land for transport uses.

Wembley Commercial Centre

Wembley Commercial Centre comprises warehouses with ancillary offices and light industrial (use class B1/B2/B8), storage (use class B8) and workshops (use class B1/2). Main occupiers include H&M, BOC Gas & Gear, Jai & I Events and Access Self Storage.



Courtenay & Main Road

Courtenay & Main Road comprises smaller scale workshops and warehouses (use class B2/B8) and a large area of open storage occupied by Brent Community Transport and Sixt Car Hire. Main occupiers include Kingsbury Halal Butchers, Bulgarian Food Shop, Hotline Tyres and Marble and Granites. Specialisms include food wholesalers, vehicle repair, transport operators and suppliers to construction.



East Lane Business Park

East Lane Business Park is dominated by large areas of open storage (use class B8) and small warehouses (use class B8) and workshops (use class B2). Main occupiers include Roexport wholesalers, Bespoke Sofa Ltd, Eastcote Signs, Phoenix Bus and London Bike Training. Specialisms include food wholesalers, warehousing/distribution and transport operators.



In terms of future growth potential, warehousing is expected to see increased demand due to population growth.

Business rates data indicates there area vacant units at 2 Pellatt Road and on Magnet Lane. These units are in the process of being redeveloped to multi-storey industrial units (planning permission ref. 17/4369).

Existing employment

The site includes nearly 155 businesses employing approximately 2,100 people. However, it has a low employment density at 98 employees

per ha. This could be associated with the dominance of warehousing and wholesalers which generally have lower employment densities.

Existing site/building features

Wembley Commercial Centre

Wembley Commercial Centre comprises the large modern H&M warehouse. The building dates from the 1990s and is in a good condition. It's two storeys with a building footprint of 12,000sq.m and 1ha of car parking and open storage. The commercial centre is a five storey industrial building dating from the 1950s with Art Deco features. The building is locally listed and benefits from dedicated car parking. It's in a good condition. One unit was recently subject to fire damage, but has now been repaired and is reoccupied. BOC Gas & Gear is predominantly open storage and car parking, which accounts for 1ha of the sub-area. It includes two modern one storey units.



Courtenay & Main Road

Courtenay & Main Road comprises one to three storey brick buildings dating from the 1950s, and subject to alterations during the 1980s. Units have dedicated car parking to the front and rear. Open storage accounts for 0.8ha of the sub-area serving Sixt and Brent Community Transport.



East Lane Business Park

Open storage and car parking accounts for approximately half of East Lane Business Park sub-area. Buildings are small one storey brick units dating from the 1950s. More recently permission has been granted (17/4369) to redevelop units on Magnet Road into two storey industrial units.

The quality of the public realm across the study area is good. The road network and planting are well maintained. There was no evidence of graffiti or fly-tipping on the site visit.

There is adequate servicing with off road loading/unloading.

There is adequate parking provision with

dedicated parking within cluster.



This site has one of the lowest plot ratios in the borough at 44. There is potential for intensification through multi-storey development, as evidenced by recently consented developments. Building over open storage could be another option for intensification.

Viability inputs

Start Date	Street	Total Sq. Ft Leased	Rent/ Sq. Ft/ Yr.
05/07/2018	Osram Road	775	20.
05/07/2018	Osram Road	765	20
04/08/2018	Osram Road	1542	16
04/08/2018	Osram Road	1733	16

Table 4. Costar 2018 Deal Count Data East Lane

The WLELE defines the core of East Lane as a prime location, which achieve amongst the highest rents in the borough - on average £20 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within primary locations the study finds stacked industrial development would be viable. Whilst viability for mixed-use industrial and residential is more marginal.

Co-star data indicates asking rents are being achieved.

Existing land ownership

The majority of Wembley Commercial Centre sub-area is under the ownership of Car Giant Ltd. The Commercial Centre itself is owned by Bullgate Ltd, and under freehold ownership of Telefonica Ltd. The ownership of the remainder of the study area is unknown.

Qualitative assessment

Parts of the site are within the 1 in 100 year surface water flood risk area and have moderate potential for groundwater flooding.

Review of boundary

On its northern boundary the study area is bounded by housing and two factory units; on its eastern boundary open space, housing and an area of car parking. To the south its bounded by housing and to the west a railway line. The two factories and associated car parking and open storage form part of the business park, both due to their function and the fact they are accessed from within the business park. Amending the boundary to reflect the uses and their suitability

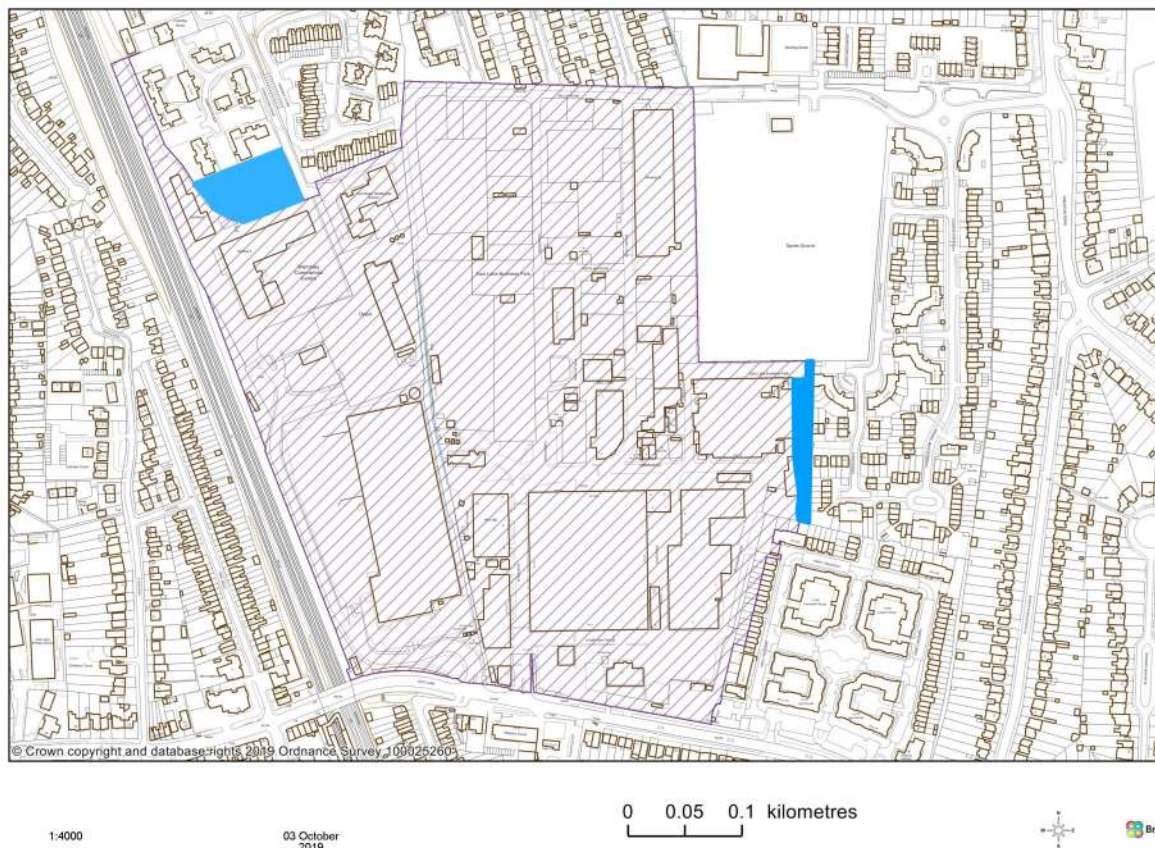


Figure 19

as SIL will result in a net increase of 5,680sq.m. Land to be added to the SIL boundary is shown in blue in figure 19.

Conclusions

This is a well performing employment site, with specialisms in warehousing, distribution and transport. The sites location adjacent a railway

line gives future potential for rail freight. Warehousing and distribution is anticipated to increase due to population growth. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

The IIA social criteria indicate (see Appendix B) that this could be a sustainable location for housing given its proximity to services such as sports grounds, schools and town centres. However, the PTAL of the site is very low and would not support high density residential development. It would not support car free development, meaning further pressure would be placed on the road network and air quality further worsened.

Viability evidence indicate this is a prime industrial location in which intensification through multi-storey industrial development could be achieved. This is supported by recent planning permissions for multi-storey industrial development.

The low PTAL is a barrier to co-location. In addition, this site has potential to continue to meet a strategic need for logistics.

2.13 Honeypot Lane

Geographical definition



Location	Lowther road, HA7 1EP Westmoreland Road, NW9 9RL
Status	Locally Significant Industrial Site
Site Area (ha)	3.79
No. Businesses	35
No. Employed	360
Employment floorspace (sq.m)	15,409
Employment densities (per ha)	94
Plot ratio	0.41

Source: IDBR (2018), VOA NDR (2017)

The site can be divided into two distinct sub-areas. Lowther Road to the north and Westmoreland Road to the south.

Both sites are bounded by a railway line to the east. Lowther Road is bounded by residential to the north and west, and a supermarket and petrol station to the south. The Westmoreland Road site has residential uses to the south and west, and a supermarket to the north.

Figure 20

Study area context

The site is not within a London Strategic Area for Regeneration or area that experiences higher levels of crime.

It benefits from good access to services being in walking distance to Eton Grove open space, schools and play space. Kingsbury Town Centre is less than 1000m to the south, and a supermarket is adjacent the site. Kingsbury High School and Roe Green School are less than 1000m to the east.

The site has a PTAL of 3 with Queensbury Station in walking distance to the east.

Although the site does not have access to a canal or rail sidings, it does have direct access to the A4140.

Existing Land Use

This sites employment functions include general industrial/ business areas, warehouse/ distribution park/ wholesale/retail, car repairs.

Lowther Road

Lowther Road comprises workshops (use class B2) and warehouses (use class B8). Specialisms include vehicle repair and suppliers to the construction industry. Larger format building supplies including B&Q and Selco (Use class B8/ sui generis), which serve both trade and the public. Main occupiers include B&Q, Selco, Quickfit, Automobile Trading and DIY Tiles. Free Trade House has been converted into 34 flats under prior approval. Other non-industrial uses include an educational facility (use class D1).



Westmoreland Road

Westmoreland Road is dominated by smaller scale vehicle repair companies (use class B2) and wholesalers (use class B8). Main occupiers include Maxy Cash and Carry, A1 Autos and Sugar Shack. Non-industrial uses include religious premises (use class D1).



In terms of future growth potential wholesalers and construction supplies are expected to see increased demand due to population growth.

Based on business rates data there are no current vacancies, and no vacant units were observed on the site visit.

Existing employment

There are 35 businesses on site employing 360 people. Employment densities are low at 94 employees per ha.

Existing site/building features

The quality of the site is variable.

Lowther Road

Lowther Road is generally in a good condition. It comprises a mix of two storey former factory buildings from the 1950s with modern large format units such as the B&Q which have large areas of open storage and car parking accounting for 1ha of the site.





Lowther Road has adequate servicing with road side loading/unloading whilst along Cumberland Road servicing is off road. Selco and B&Q have dedicated loading bays.

Lowther Road has limited parking provision with the majority of units having on-street parking. There is a small amount of dedicated parking along Cumberland Road. SELCO and B&Q have dedicated parking.

Westmoreland Road

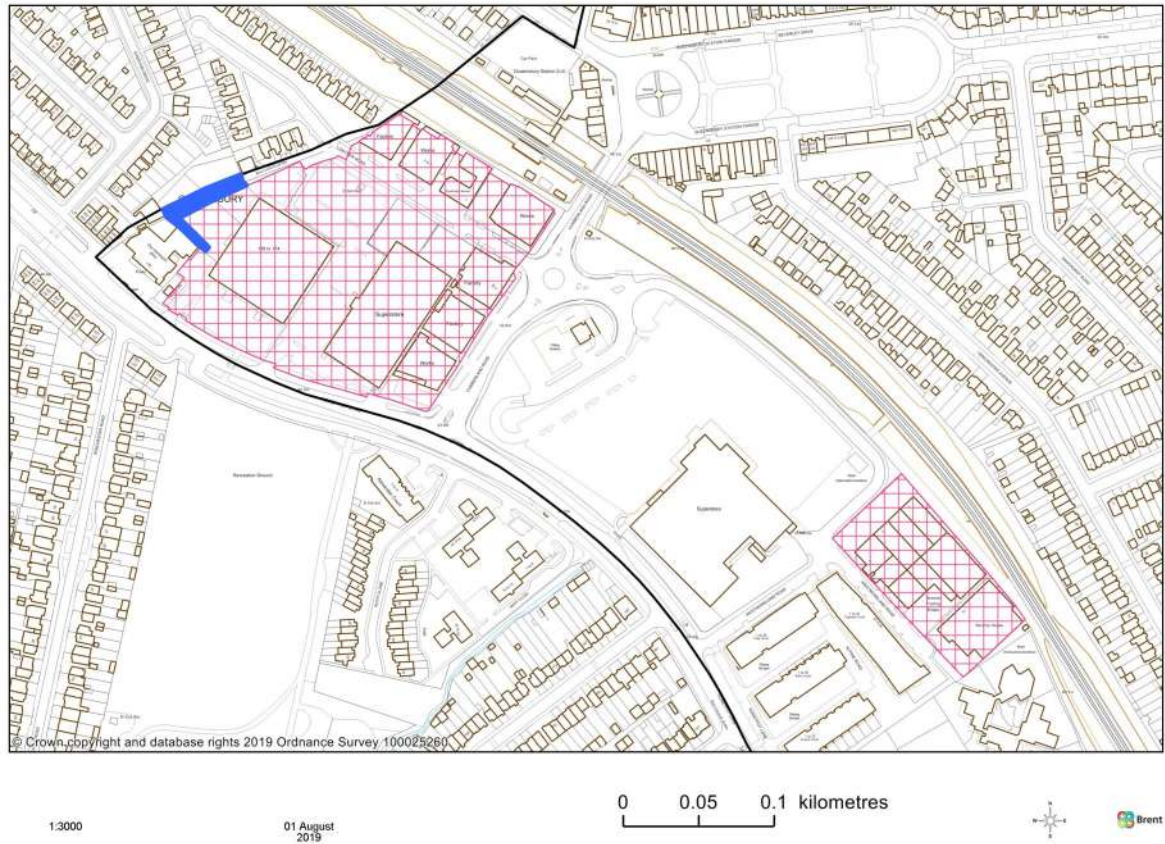


Figure 21

Westmoreland Road comprises large format one storey units with pitched roofs containing ancillary office and storage space. Units were subject to significant alteration and redevelopment in the 1980s.

Westmoreland Road has adequate parking provision with dedicated parking within the cluster and on street parking.

Westmoreland Road has adequate servicing with road side and off road loading/ unloading.

The qualitative assessment (see Appendix A) scores buildings on Lowther Road (70% of site) as good, and buildings on Westmoreland Road (30% of site) as poor.

Public realm is in a poor condition, particularly on Westmoreland Road, with uneven surfaces, litter and overgrown planting in places.

This site has one of the lowest plot ratios in the borough at 0.41.

Viability inputs

The WLELE, based on an analysis of Costar data on rents achieved for industrial units varying in scale, indicates this location is currently unviable for stacked industrial development and mixed-use industrial and residential. However, this is based on current residential values.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

In Westmoreland Road main land owners include Courtlands Development Ltd which own the Selco site and B&Q Properties Ltd. Owners of individual workshops include Loft Land Holdings Ltd, Pit Lane Autos Ltd, Jelly James Publishing Ltd, AGA Khan Foundation, Citibond Travel, Equatus vehicle Services and Quickfit.

Lowther Road is under multiple ownership. The ownership for four units is unknown. Other main landowners include Berrywest Ltd, Swaminaryan Mandir, Banrose Enterprises Ltd, Bryan and Clark Ltd and 1 Westmoreland Ltd,

Qualitative assessment

The site is in close proximity to residential and community uses. Vehicle repair workshops generate noise and odours.

Parts of the site have a moderate risk of

groundwater flooding and are within the 1 in 100 year surface water flood risk area.

There are no heritage assets within this site.

There are no sites of ecological value within the site, but a wildlife corridor and Grade I SINC adjoins the site on its eastern boundary.

The site has a narrow access road. At the Lowther Road site the access road has to accommodate HGV traffic to SELCO and B&Q.

Review of boundary

Lowther Road is bounded by residential to the north; a railway line to the east a supermarket and petrol station to the south; and a recreation ground, public house, retail parade and residential to the west. To the north the boundary omits yard space associated with 168 to 174 Honey Pot Lane. The boundary will be amended to include this yard space recognising its function as part of the LSIS, as shown in figure 21. This will result in an increase in the size of the LSIS by 750sq.m The Westmoreland Road site has residential uses immediately to the south and west; railway lines to the east; and a supermarket to the north. There is no scope to further extend the boundary in this part of the LSIS.

Conclusions

Specialisms in the study area include wholesale/retail and vehicle repair. The study area also has a high proportion of non-industrial uses including a religious venue, school and residential. The wholesale and retail uses could be suitable for co-location due to their hours of operation and impacts. Vehicle repair uses generate noise and

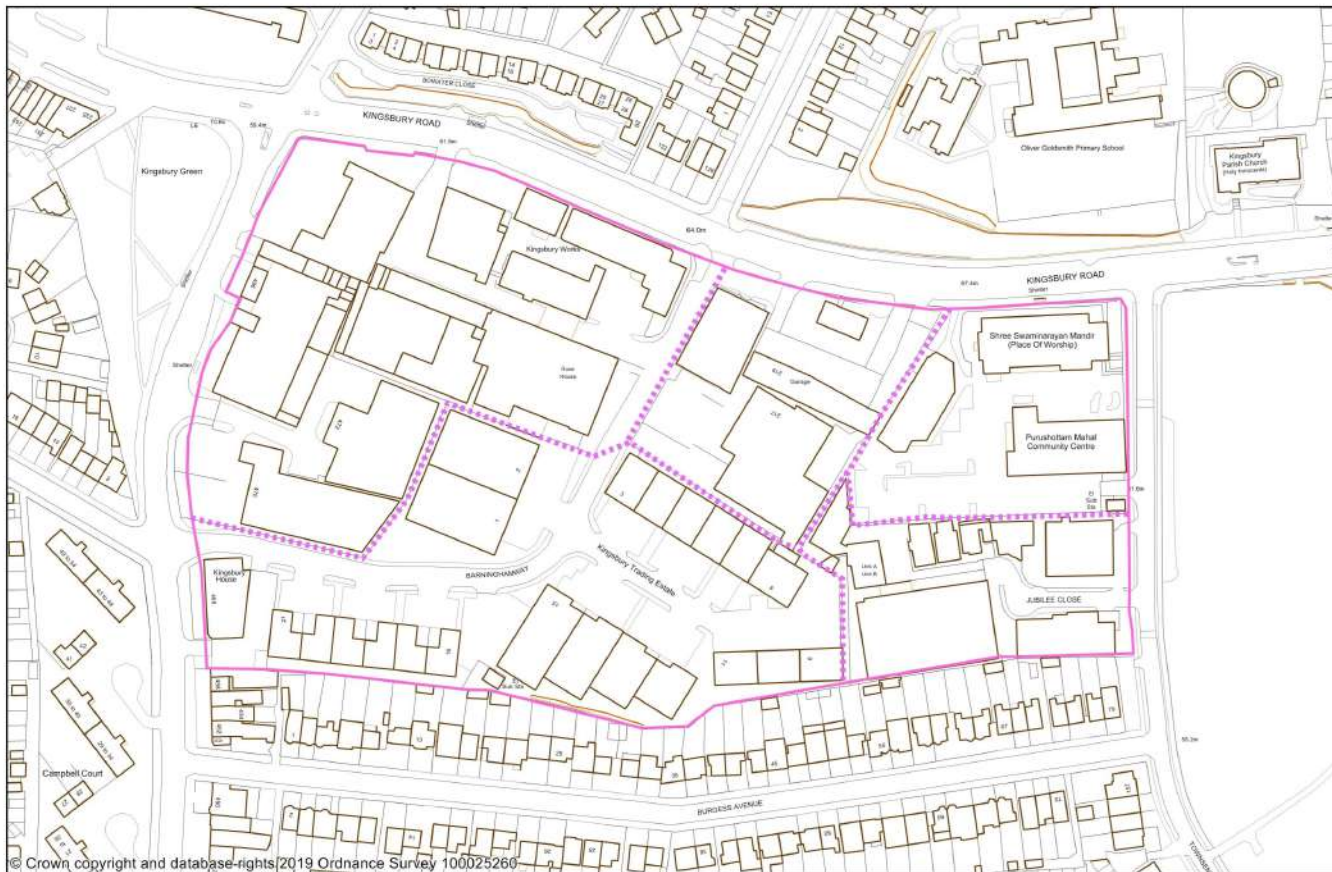
odour and are therefore less compatible. The study area has a low employment density.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres. With a PTAL of 3 the site could support higher denser development. Negative environmental impacts are identified from ground water and surface water flooding, but this could be mitigated.

The site is dominated by quasi industrial uses such which serve trade and the public, and non-industrial uses. Co-location could restore a higher proportion of industrial employment uses on the site and ensure the site is able to better support future growth sectors.

2.14 Kingsbury

Geographical definition



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Location	Kingsbury, NW9 8TR
Status	Locally Significant Industrial Site
Site Area (ha)	6
No. Businesses	125
No. Employed	1,005
Employment floorspace (sq.m)	30,752
Employment densities per ha	170
Plot ratio	0.52

Source: IDBR (2018), VOA NDR (2017)

This site is bounded to the north, west and south by residential. It's bounded to the east by Silver Jubilee Park.

The site can be divided into five sub-areas. From west to east:- Kingsbury Works, Kingsbury Trading Estate, Albion Works & Kingsbury Road, Jubilee Close and the Shree Swaminarayan Mandir temple complex.

Figure 22

Study area context

The site is not within a London Strategic Area for Regeneration, or an area with high crime levels. It is not in proximity to any growth areas or other locations for regeneration.

It benefits from good access to services. It adjoins Silver Jubilee Park and is within walking distance of Fryent Country Park. The majority of the site is within 800m of Colindale Town Centre. A primary school is adjacent the site. The closest secondary is over 1000m to the west.

Although the site does not have access to a canal or rail sidings, it does have direct access to the A4006.

The site currently has a PTAL of 2 with little scope for this to increase through planned transport interventions.

Existing Land Use

Employment functions include general industrial estate/ business area, car repairs.

Kingsbury Works

Kingsbury Works comprises larger warehouses and workshops (use classes B1, B2 and B8).

Car parking and circulation space is limited, resulting in parking on-street. The exception is a Daewoo Garage which includes a large open storage area to display vehicles.

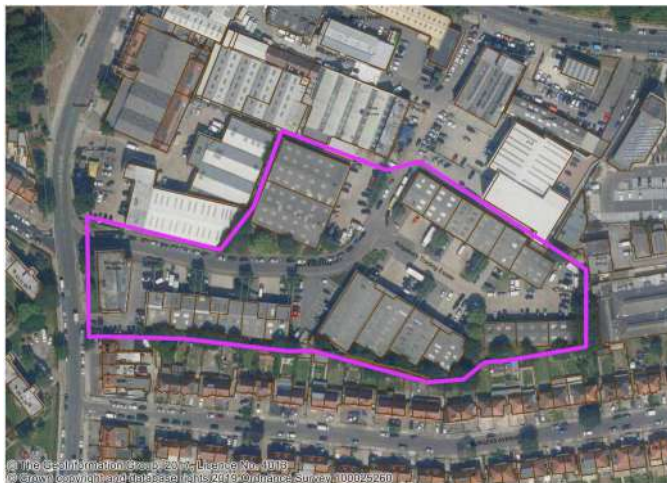
Main occupiers include Kingsbury Printers, Medical Imaging Systems and Temple Wines. 470 Church Lane has prior approval for conversion to residential.



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Kingsbury Trading Estate

Kingsbury Trading Estate provides smaller format warehouses and workshops (use classes B1, B2 and B8). The exception is Kingsbury House which provides serviced office space (use class B1a). Kingsbury Trading Estate includes areas of car parking and circulation space in front of each unit.



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Main occupiers include ESB Flooring, Russell Automotive Centre, Autofix and Global Kosher.

Albion Works & Kingsbury Road

Albion Works & Kingsbury Road comprises larger warehouses and workshops (use classes B1, B2 and B8). Car parking is off-street and adequate.

Main occupiers include Castlee Safety International Ltd, North West Tyres and Theoco Vehicle Repair. Specialisms include manufacturers of metal products and vehicle repair.



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Jubilee Close

Jubilee Close includes workshops, warehouses and supporting offices in a range of scales (use class B1, B2 and B8) Car parking and circulation space is more limited, resulting in parking on-street.

Main occupiers include Motor2Go and FC Print.



Shree Swaminarayan Mandir Temple Complex

The temple complex comprises a Hindu temple and supporting community and leisure facilities (use class D1/D2). The temple complex has a large car park for users. Car parking, circulation space and storage accounts for approximately 2.5ha of the sub-area.



Specialisms include vehicle repair/sales, suppliers to construction and healthcare providers and food wholesalers. In terms of future

growth potential, food manufacturing and wholesale, services supporting the construction and healthcare industry and storage are expected to see increased demand due to population growth.

Business rates data indicates there are currently two partially vacant units in Jubilee Close. In addition, the Ex EBC House building has been demolished, as it is in the process of being redeveloped for a three storey building in use class B1. The remainder of the site is fully occupied.

Existing employment

The site has a high employment density of 170 employees per ha. 125 business are on site employing over 1,000 people.

Existing site/building features

Kingsbury Works

Kingsbury Works comprises a range of properties from modern warehousing, mock-Tudor terraces to post-war buildings in an art deco style.

Kingsbury Trading Estate

Units in Kingsbury Trading Estate are in a good condition, and comprise one to two storey modern warehousing units. These range in size from 250 to 850sq.m. Kingsbury House is a three storey post-war building which offers serviced office space.



Albion Works & Kingsbury Road

This sub-area is dominated by two to three storey brick buildings warehouses and workshops from the 1950s.



Jubilee Close

This sub-area comprises three storey workshops

from the 1970s. Some buildings show signs of disrepair and vandalism. There is a cleared site which has planning permission for redevelopment.

Shree Swaminarayan Mandir temple complex

Kingsbury Temple is a Hindu Temple in an ornate style combining traditional religious architecture and contemporary design.

The qualitative assessment (see Appendix A) scored 50% of buildings poor and 50% good. range from one to three storeys. The quality of the public realm is generally poor. The road shows signs of disrepair and has an uneven surface in places. There are areas of soft landscaping.

Servicing and parking are adequate, with parking both on street and in front of premises. There is adequate servicing with off road loading/unloading.

This study area has a plot ratio of 0.52, one of the highest plot ratios in the borough.

Viability inputs

The WLELE defines Kingsbury as a prime location, which achieve amongst the highest rents in the borough - on average £20+ per sq. ft. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within primary locations the study finds stacked industrial development would be viable. Whilst viability for mixed-use industrial and residential is more marginal. This is based on current residential values.

Existing land ownership

Kingsbury Works has a fragmented ownership with 19 separate freeholds across the site. There is no one predominant landowner. Kingsbury Trading Estate is under single freehold ownership of Legal & General. Jubilee Close has 8 separate freeholds, with Milverdene Ltd the freeholder for half of the site. The temple complex is under the ownership of the temple.

Qualitative assessment

Site constraints include flood risk, as parts of the site are within the 1 in 100 year surface water flood risk area.

In terms of heritage assets the north west corner of the site is a Site of Archaeological Importance.

A Grade II SINC is adjacent the site, but there are no sites of ecological value within the site.

Although in close proximity to residential and open spaces, there is no history of businesses causing adverse effects.

Review of boundary

To the north, south and west the site is bounded by residential. To the east the site is bounded by open space. Given the established uses there is no scope to extend the boundary.

Conclusions

The site provides a range of employment space, primarily serving the construction industry, wholesalers and vehicle sales/repair. The public realm and a number of the buildings are in need of improvement. However, Kingsbury Trading Estate is in a good condition. Retaining a designation for purely employment uses will

enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

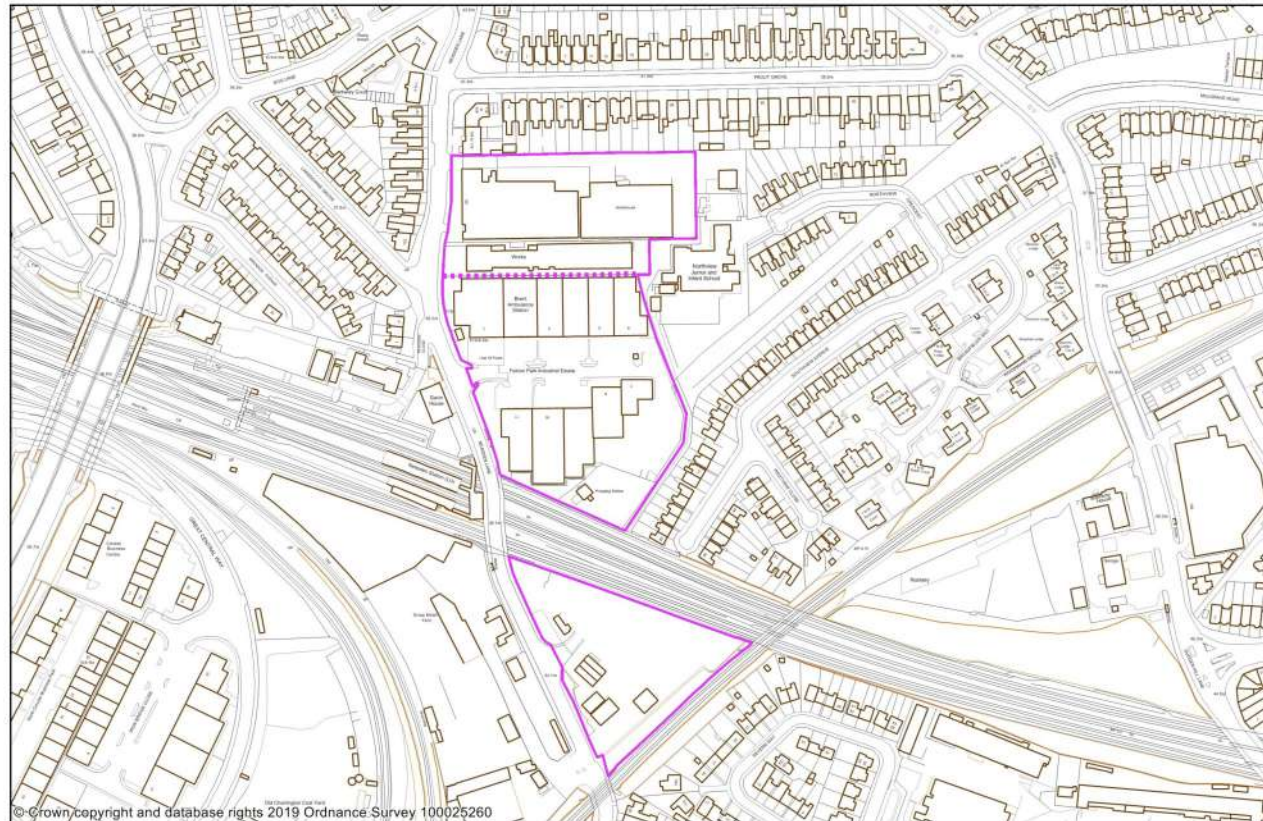
The site has one of the higher plot ratios and employment densities when compared to others in the borough.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as open spaces, schools and town centres. However, the site has a very low PTAL, meaning development would be car reliant and further worsen air quality. With a low PTAL and not being in proximity to a growth area, there is little scope for high density development.

PTAL is a key barrier to co-location on this site, and would not support the density of development required to enable a comprehensive mixed-use scheme. The WLELE and recent investment on Ex HBC site indicates strong demand in the study area, and that stacked industrial development is viable. Whilst fragmented ownership is a barrier to comprehensive development, there is scope for intensification through piecemeal redevelopment of older units, including the introduction of mezzanine floors, consolidation of servicing and car parking, and additional storeys.

2.15 Neasden

Geographical definition



Location	Neasden Lane, NW10 1RZ
Status	Locally Significant Industrial Site
Site Area (ha)	3.46
No. Businesses	30
No. Employed	540
Employment floorspace (sq.m)	19,007
Employment densities per ha	157
Plot ratio	0.55

Source: IDBR (2018), VOA NDR (2017)

The site is bounded by residential to the north and south, a school to the east, and residential and an industrial site to the west.

The site can be divided into three sub-areas. From north to south these are:- 58 & 60 Neasden Lane, Falcon Park Industrial Estate and McNicholas Yard.

Figure 23

Study area context

The site is to the east of Wembley Growth Area and within the proposed Neasden Growth Area. It is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of Gladstone Park, adjoining an infant and junior school. It's less than 500m from Neasden and Church End Town Centres.

The site benefits from immediate proximity to Neasden Tube Station and therefore has a high PTAL of 4/5. This should facilitate car free developments throughout the site which will help reduce local traffic and pollution. The PTAL will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA are working with partners TfL and GLA to take forward the WLO Railway. The WLO would connect Brent Cross/Staples Corner and Hendon via Old Oak, Neasden and Church End. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.

Although the site lacks direct access to a canal or rail, it adjoins railway lines and has good strategic road access to the A406 via the B453 and A4088.

Existing Land Use

To the north Falcon Park forms a warehousing and distribution function (use class B8). To the south McNicholas Yard forms a waste and

recycling function.

58 & 60 Neasden Lane

58 Neasden Lane is a former factory unit (use class B2), which has planning permission (ref. 17/1296) for demolition and erection of a 5 storey hotel (use class C1). The unit is vacant. 69 Neasden Lane comprises 3 warehouses (use class B8) which were in use as a car showroom and vehicle repair centre. The buildings are currently vacant. Planning permission has been granted (ref. 17/2477) for 121 residential units (use class C3) and 2,131sq.m of commercial floorspace (use class B1, A2 and A3).

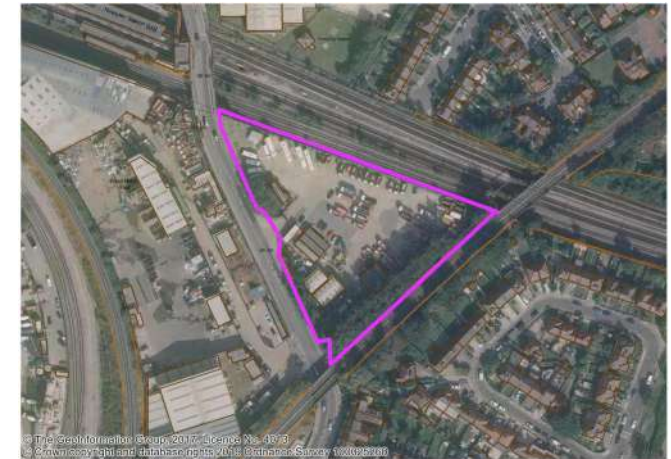


Falcon Park Industrial Estate and McNicholas Yard

Falcon Park Industrial Estate comprises warehouses (use class B8) and workshops (use class B2). Main occupiers include manufacturers of electrical equipment for the entertainment industry Stage Technologies Ltd and Delstar

Engineering Ltd; wholesalers related to the music industry Fat Cat International Ltd and Not Now Music Ltd; and Brent Ambulance Station.

McNicholas Yard comprises 0.7ha of open storage and ancillary buildings (use class B8). It is occupied by Glynn's Skip Hire company.



With the exception of 58 and 60 Neasden Lane, which are subject to redevelopment, no other vacancies were observed on site.

Existing employment

The site has a low employment density of 157 employees per ha. Approximately 30 businesses are on site employing over 540 people.

Existing site/building features

58 & 60 Neasden Lane

58 Neasden Lane is a former three storey factory unit dating from the 1950s. It is in a poor condition, with signs of wear and tear. 60 Neasden Lane comprises large format warehouses, which are brick and two storeys in

height. Buildings date from the 1950s and were subject to alteration in the 1980s. Both sites are subject to redevelopment proposals.

Falcon Park Industrial Estate and McNicholas Yard

Falcon Park Industrial Estate comprises modern two storey warehouses dating from the 1990s. Units have a footprint ranging from 300 to 950sq.m. All buildings are in a good condition. Car parking and space for HGV loading is in front of premises. Car parking and servicing is adequate.



There are two buildings on McNicholas Yard which appear to be temporary in nature and in a poor condition. Public realm is in a poor condition, with some damage to the highway. Again servicing and car parking is adequate for the function.



The quality of buildings across the site is variable. The qualitative assessment (see Appendix A) scores 70% of buildings as good and 30% as poor.

This site has a plot ratio of 0.55, one of the highest plot ratios in the borough. Given the high PTAL the study area could be intensified for higher density development than the existing open storage and one to three storey development.

Viability inputs

The WLELE, based on an analysis of Costar data on rents achieved for industrial units varying in scale, indicates this location is currently unviable for stacked industrial development and mixed-use industrial and residential. However, this is based on current residential values and does not take into account any uplift, for example as a result of the WLO and regeneration. It is noted mixed-use development is proposed on the 60 Neasden Lane site, but this would not meet a plot

ratio of 0.65 consistent with emerging London Plan requirements.

There is no Costar deal count data available for this site for 2018.

Existing land ownership

60 Neasden Lane is under the ownership of London Square Ltd and 58 Neasden Lane Skyelady Ltd. Falcon Park Industrial Estate is under the ownership of Universities Superannuation Scheme Ltd. There are separate leaseholds on 6 of the units. McNicholas Yard is under the ownership of O'Hara Properties Investment Holdings Ltd.

Qualitative assessment

The railway lines which border the McNicholas Yard form part of a wildlife corridor.

There are no heritage assets on site.

Parts of each site fall within flood zone 3b due to surface water flooding. This is a particular issue on the McNicholas Yard sub-area due to its low lying nature and impermeable surface.

Review of boundary

The study area is bounded by residential to the north and south, a school to the east, and residential and Neasden Goods Yard to the west.

Neasden Goods Yard currently forms part of Wembley SIL, however, it is physically separated from the SIL by railway lines. The only access point to the site is via Neasden Lane. Functionally it does not form part of the SIL site and is more comparable with McNicholas Yard. Given its function and physical linkages it is considered

Neasden Goods Yard should be designated as part of Neasden LSIS, and considered as part of any wider masterplanning exercise. The revised boundary is shown in figure 24. This will result in an increase in the area of Neasden LSIS of 21,960sq.m.

Conclusions

The environmental quality of this industrial site is variable, with 58 and 60 Neasden Lane and McNicholas Yard being in a particularly poor condition. McNicholas Yard due to its function is fenced off from the surrounding area, creating an unattractive gateway for those exiting Neasden Station. 58 and 60 Neasden Lane are subject to redevelopment, which will change the character of the site. There is significant need to improve the environmental quality of the study area to create a sense of arrival to the proposed growth area for those arriving from Neasden Station.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres. The PTAL which will increase further on completion of the WLO, make this a sustainable location for higher density development, which could support car free development.

This site is in a strategic area for regeneration being within the proposed Neasden Growth Area and adjacent Wembley Growth Area. The WLO will connect this area to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. This will be a catalyst for investment in this location. The increased connectivity will

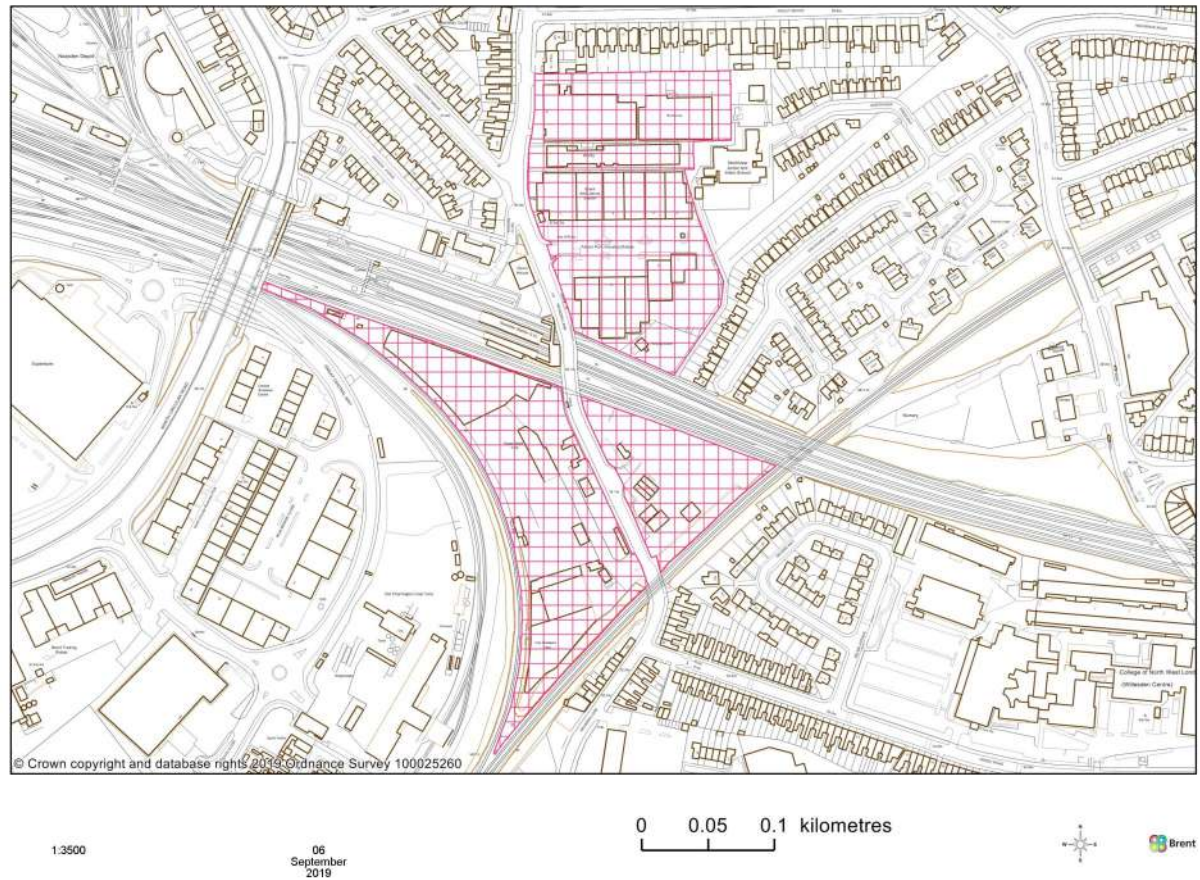
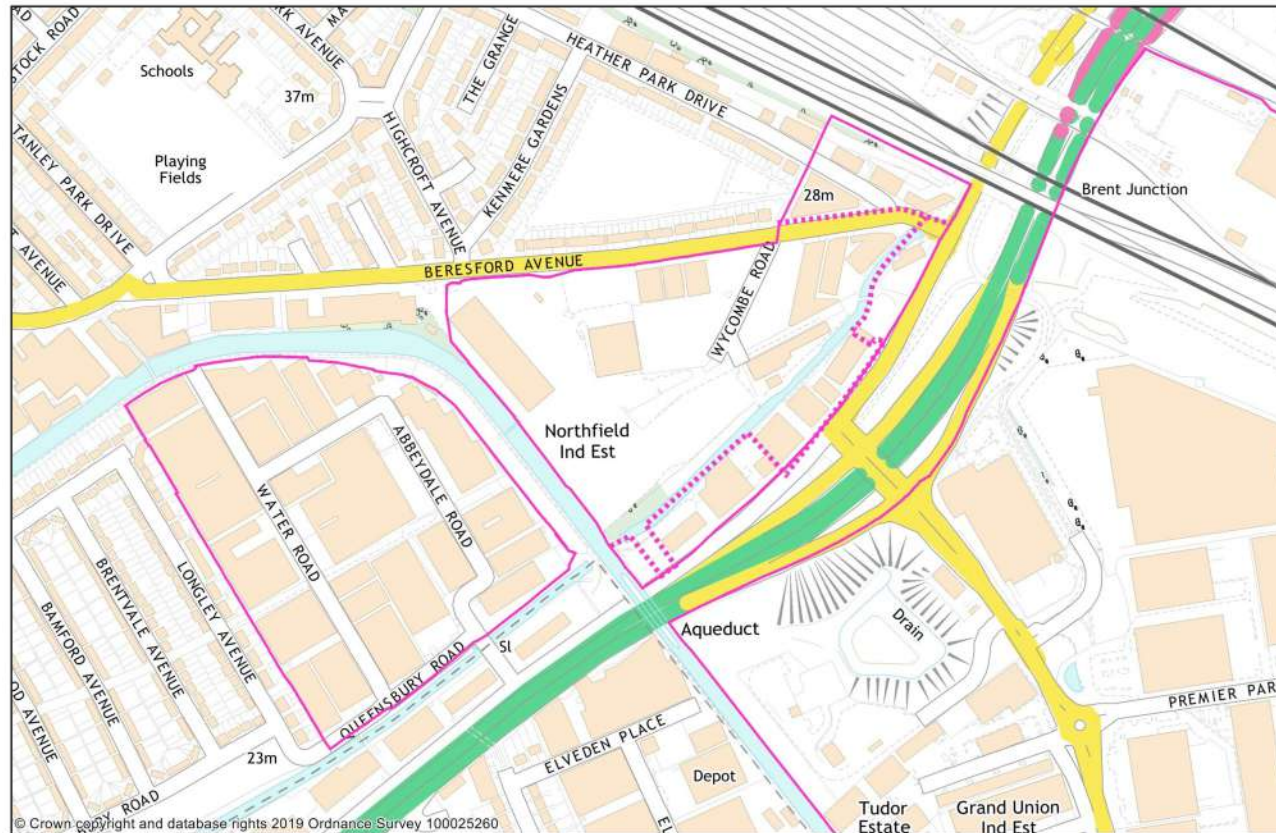


Figure 24
improve viability and support intensification through co-location.

2.16 Northfields

Geographical definition



Location	North Circular Road, NW10
Status	Strategic Industrial Location
Site Area (ha)	20.9
No. Businesses	85
No. Employed	1,940
Employment floorspace (sq.m)	62,937
Employment densities per ha	93
Plot ratio	0.30

Source: IDBR (2018), VOA NDR (2017)

This site is bounded to the north by the Grand Union Canal and Beresford Avenue, to the east by a railway line, to the south by the North Circular Road and to the west by residential.

It can be divided into four sub-areas. These are from west to east: - Northfields South, Northfields, North Circular Road and Heather Park Drive.

Figure 25

Study area context

The site is not within a London Strategic Area for Regeneration or an area with a high crime rate, based on IMD ranking. It is to the south and east of Alperton Growth Area, in part separated from the growth area by the canal.

The site is in proximity to a number of facilities including a GP surgery, open space, primary and secondary schools. However, the canal forms a barrier to accessing these facilities from Northfields South. The site is more than 800m from the closest town centre at Ealing Road.

The site has access to the A406 and direct access to the Grand Union Canal.

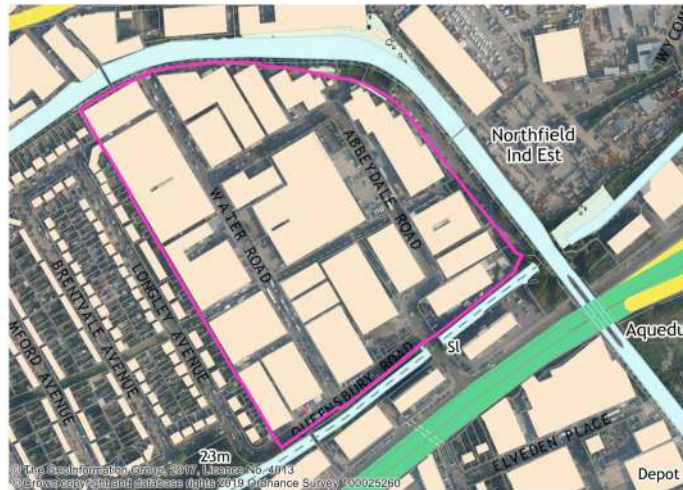
The site has a low PTAL of 2/3, with little scope for it to increase other than through improvements to the bus network.

Existing Land Use

This sites function comprises general industrial estate/business areas and warehouse/distribution park/wholesale.

Northfields South

Northfields South comprises a range of large format warehouses (use class B8), workshops and a chemical research laboratory (use class B1/B2). Main occupiers include The Polish Bakery, Golden Oriental Foods, and Tariq Halal Meats. Other businesses of note include Spyker Design Ltd which design and manufacture shop fittings; Troy Systems Ltd which design and manufacture voice communication systems; and 2D 3D which manufacture architectural and engineering models.



Northfields

Northfields has planning permission (18/0321) for mixed-use development including housing (use class C3), leisure and retail uses (use class A1-A5, D1/D2) and a multi-storey unit for storage and distribution (use class B1a, B1c, B8).

which has been converted to residential through prior approval (use class C3) offices are retained at ground floor (use class B1); Shurgard Self Storage (use class B8); Interfix Scaffolding Ltd (use class B2/B8); Hegon House car showroom and sales (sui generis) and Ace café (use class A3).



Heather Park Drive

Heather Park Drive comprises warehousing (use class B8) used as storage for film and suppliers to the restaurant industry. Main occupiers include T&S Enterprises Ltd and the Trading Post Ltd.

Vacant premises and land is limited, with the exception of Northfields, which will be subject to redevelopment.

Specialisms include food manufacturing businesses, wholesale distribution and manufacturing.

North Circular Road

North Circular Road comprises Prospect House



In terms of future growth potential, food manufacturing, services supporting the construction industry are expected to see increased demand due to population growth.

The WLELE identifies this site as being of strategic importance for logistics, due to its proximity to the North Circular Road and wider Park Royal.

Existing employment

The site has an approximate employment density of 93. There are 85 businesses on site employing nearly 2,000 people.

Existing site/building features

Northfields South

In this sub-area buildings comprise large format warehouses ranging from one to three storeys. The age and architectural styles vary from brick buildings from the 1950s to modern metal clad warehousing. The quality of the site is generally good. Public realm is generally in a good condition. Vehicle crossovers adjacent Abbeydale

Road are uneven in places. There is evidence of fly tipping. The three units forming the Silverdale Centre have dedicated parking areas, whilst elsewhere parking is on street. Loading/unloading for HGVs is on street.



North Circular Road

North Circular Road sub-area varies in character. It comprises Prospect House a four storey brick office building dating from the 1980s. Shurgard Self Storage is a modern four storey metal clad building. Interfix is a two storey brick building with

open storage. Hegon House is open storage and a small one storey brick site office. Ace café is a two storey brick building dating from 1938. It is locally listed and remains a popular meeting point for motorcyclists. With the exception of Hegon House buildings are generally in a good condition. There are some signs of vandalism and damage to boundary walls. Units have dedicated parking. Loading/unloading is off the North Circular Road.



Heather Park Drive

Buildings in Heather Park Drive are more uniform in character, comprising brick buildings from the 1950s ranging in height from one to three storeys. Buildings are in a good condition. Units have car parking on street and to the rear of premises. Parking is adequate.



more marginal. This is based on current residential values.

Start Date	Street	Total Sq. Ft Leased	Rent/Sq. Ft/Yr.
21/12/2018	Water Rd	2442	20.4
08/06/2018	Abbeydale Rd	3668	12.95

Table 5. Costar 2018 Deal Count Data Northfields

Existing land ownership

Northfields South is in freehold ownership of over 40 companies. Main freeholders include Katsoris Brothers Ltd, Aviva Investors Pension Ltd and Legal and General Property Partners.

Northfields is under the ownership of the developer St George.

North Circular Road is under the ownership of Ace Café Ltd, Exland Ltd, Shurgard UK Ltd and Sonal Worldwide Ltd.

Within Heather Park Drive Prop House is under the ownership of Mastmead Ltd. Units to the north of Heather Park Drive are under the ownership of Bookstone Estates Ltd, T&S Enterprises Ltd and Stonebridge Park estates LLP. A small area of public realm is under the ownership of TfL.

Qualitative assessment

Access from Queensbury Road is severely constrained.

Businesses cause noise pollution, HGV traffic and car traffic on Beresford Road.

The Ace Café is a locally listed building.

Parts of the site are within the 1 in 100 year surface water flood risk area. The south of the site is susceptible to ground water flooding. Part of the site is within flood zone 2 and 3, but this is limited to land directly adjacent the River Brent. The canal which adjoins the site is a Grade I SINC. The site is separated from the canal by a buffer of vegetation.

Review of boundary

To the north the site is bounded by the canal; to the east a railway line; to the south by the North Circular Road; and to the west residential. The boundary omits areas of car parking and a small unit which serves the industrial site. The boundary of the SIL will be amended to include this area, reflective of its function. This totals an area of 5000sq.m.

Conclusions

The site provides a range of employment space. As with the majority of Park Royal the specialisms include food manufacturing and wholesalers. There is also a concentration of SMEs focused on manufacturing. Due to good access to the North Circular Road, this is a strategic location for logistics. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres, however, the canal is a physical barriers to accessing these services from Northfields South. In terms of IIA environmental

Overall the qualitative assessment (see Appendix A) rated 75% of buildings as being in a good condition and 25% as poor. Public realm is generally good, but scope for improvements on Abbeydale Road are noted.

Overall there is adequate parking and servicing with road side loading/unloading.

This site has a relatively low plot ratio of 0.30. There is scope for intensification, particularly at Northfields South through multi-storey development.

Viability inputs

The WLELE defines the core of Northfields as a prime location, which achieves amongst the highest rents in the borough - on average £20+ per sq. ft. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. The data indicates asking rents are being achieved.

Within primary locations the study finds stacked industrial development would be viable. Whilst viability for mixed-use industrial and residential is

criteria the low PTAL of the site means it scores poorly as development would be car reliant and further exacerbate existing air quality issues.

In terms of future growth potential the site could benefit from its proximity to Old Oak and Park Royal Opportunity Areas. The sectors present already show a clear functional connection with Park Royal, which has a high concentration of food manufacturing. Old Oak is to be the location of a new HS2 station and the only place it will meet the Elizabeth line, and is to deliver 24,000 homes and 55,000 jobs. Old Oak is currently occupied by Car Giant, Powerday, European Metal Recycling and a number of smaller businesses. For the vision for Old Oak to be realised some of these businesses will need to relocate. Where businesses cannot be accommodate on site, the draft OPDC Local Plan polices requires they are supported to relocate off site. The preference for relocation is sequentially within the OPDC area, within a host borough, west London, the rest of London. Given the low vacancy levels within the core of Park Royal it is likely this site will experience increased demand due to relocation. Evidence from the WLELE indicates demand is already strong in this area, with prime rents being achieved. This indicates stacked industrial development could be viable.

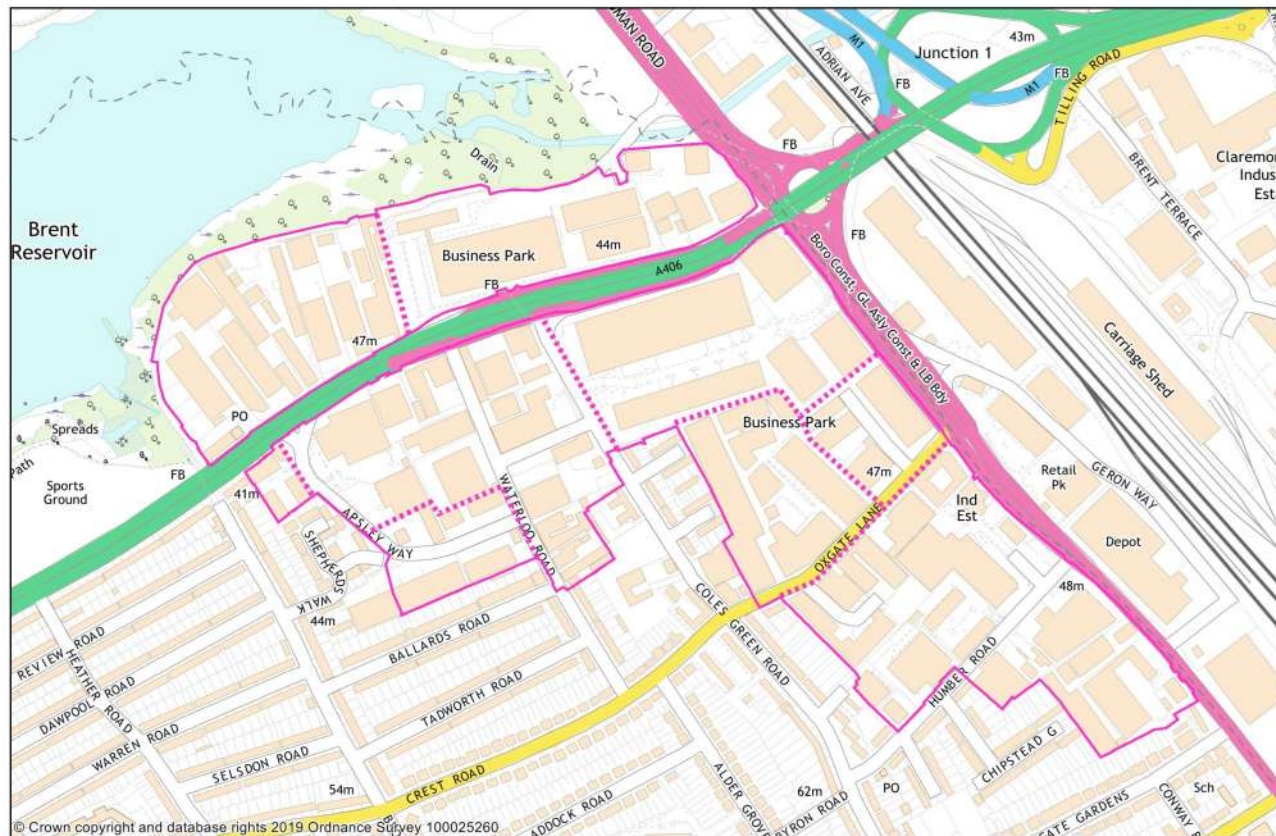
The need to relocate businesses from Old Oak could be a driver for investment in this site. The results of the IIA indicate this site is not a sustainable location for co-location due to its very low PTAL.



Figure 26

2.17 Staples Corner

Geographical definition



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Brent

Location	Edgware Road, Cricklewood, NW2
Status	Strategic Industrial Location
Site Area (ha)	39
No. Businesses	430
No. Employed	4635
Employment floorspace (sq.m)	207,388
Employment densities per ha	119
Plot ratio	0.53

Source: IDBR (2018), VOA NDR (2017)

This site is bounded by Welsh Harp and River Brent to the north, Edgware Road and the London Borough of Barnet to the east, and residential to the west and south.

The site can be divided into nine sub-areas. These are from west to east: - Staples Corner West, The Harp Business Centre, Wellington Park & Apsley, Waterlood Road, JVC Business Park, Staples Corner Business Park, Atlas Business Centre & Osgate House, Osgate Centre and Wing Yip Business Centre.

Figure 27

Study area context

The site is not currently within a London Strategic Area for Regeneration, falling just outside of the top 20% most deprived areas in the country. The area is in the top 40% of the country for crime, based on IMD ranking. It is adjacent Brent Cross in Barnet which is subject to a comprehensive masterplan and will be the location of Brent Cross West Thameslink station providing significant regeneration potential.

It benefits from good access to open space and sports facilities adjoining Welsh Harp which includes a recreation ground. A GP is located to the south of the site on Oxgate Lane. Two primary schools are located less than 500m to the west and Crest Academy is less than 100m to the west. The closest town centres are Cricklewood to the south and Neasden to the west, making the majority of the site within 800m of a town centre.

Although the site does not have access to rail sidings, it does have direct access to the A406 and to the north the River Brent.

The site currently has a PTAL of 2-3. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA are working with partners TfL and GLA to take forward the WLO Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with the with the Brent Cross/Staples Corner area via Old Oak, Neasden and Church End. Not only will this allow travel

from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross West.

Existing Land Use & Building Features

Employment functions include general industrial/business areas, warehouse/ distribution park/ wholesale, high quality business park, car repairs, storage.

Staples Corner West

Staples Corner West comprises warehouses (use class B8), open storage (use class B8), factories and workshop (use class B2). Main occupiers include Hunter Plant Hire, London Stone Outlet, Adelie Foods and London Printing Press.



Harp Business Centre

The Harp Business Centre comprises small scale warehouses (use class B8), workshops and factories (use class B2). Main occupiers include

Daniel Repairs Services Ltd, London Cakes and MTJ London Ltd. Specialisms include food manufacturing and distribution.



Waterloo Road

Waterloo Road is predominantly warehousing and open storage (use class B8) with a number of smaller workshops (use class B2). Main occupiers include Vitabiotics, Edgeware Kosher Meat, London House Rugs Warehouse, Majestic Cards, M&J Autos Ltd and Claudio Lugli Showroom. Specialisms including wholesalers of furnishings and food and vehicle sales/repairs.



JVC Business Park

JVC Business Park predominantly comprises warehousing (use class B8), ancillary offices (use class B1a) and one small vehicle repair premises with a large open storage/car parking area (use class B2). Main occupiers include Selco Builders, HSS Hire and Tyremen UK. Specialisms include vehicle repair and suppliers to the construction industry.



Atlas Business Centre & Oxgate House

The Atlas Business Centre comprises predominantly warehouses (use class B8), and some workshops (use class B1/B2). Oxgate House is a large warehouse and showroom (use class B8/sui generis). Main occupiers include Abbey Ceiling Interiors Ltd, Advanced Masonry Solutions Ltd, Atieno Ltd. Specialisms include business support and wholesalers related to health and the construction industry.

Wellington Park & Apsley

Wellington Park & Apsley sub-area comprises two storey warehouses (use class B8) and workshops (use class B2). Main occupiers include Marbec Meats, ACM Autos and Wolseley. Specialism include food wholesale and vehicle repair. Adequate car parking is provided in front of each premises. Loading/unloading is adequate and suitable for HGVs.



Staples Corner Business Park

This sub-area comprises warehouses (use class B8) and workshops (use class B2). Main occupiers include Big Yellow Self Storage, Greta's Foods, Toolstation and Screwfix. Specialisms include builders merchants.



Oxgate Centre

Oxgate Centre comprises warehouses (use class B8), office (use class B1a). Main occupiers include English Cheese Company, Magnet and World Removals. Specialisms include suppliers to the construction industry, and food wholesalers.



In terms of future growth potential, food manufacturing, services supporting the construction industry and storage are expected to see increased demand due to population growth.

Existing employment

Despite the relative high plot ratio the employment density is low at 119 employees per ha.

Existing site/building features

Staples Corner West

Buildings comprise brick buildings ranging in height from one to four storeys. Buildings are in a very poor condition. There are two vacant buildings and one building is fire damaged. There are signs of vandalism and disrepair.

Wing Yip Business Centre

This sub-area comprises large format warehouses (use class B8), alongside workshops (use class B21/B2). Main occupiers include Wing Yip Superstore, Starsign Fabrics, Splend London and My Construction & Carpentry and Moncada Brewery. Specialisms include food manufacturing, vehicle repair, storage and building supplies. Non-industrial uses include a mosque.



Harp Business Centre

Buildings comprise predominantly one storey brick warehouses constructed in the early 1990s. Two of the units are double height due to a mezzanine floor. Car parking and space for loading/unloading is in front of premises. There is not sufficient space for HGVs. The condition of buildings is generally good with the exception of a derelict building at the entrance of the site.

Wellington Park & Apsley

Buildings comprise two storey large format units.

They are in a good condition dating from the 1980s, and subject to refurbishment in the early 2000s. Public realm shows minor signs of damage, such as peeling paint on boundary walls.

Waterloo Road

Buildings within Waterloo Road vary in style and condition with smaller brick one storey warehouses dating from the 1950s to Magic House a modern three storey unit with ancillary offices above. Buildings have large areas of car parking. Loading/unloading is off the street. The quality of buildings varies, with some signs of disrepair. Paving is uneven in places. There are potholes and signs of graffiti.

Storage land at 150c Coles Green Road and 55 Waterloo Road is currently vacant.



JVC Business Park

Buildings comprise large format modern warehouses dating from the 1990s. Buildings are

brick and metal clad ranging in height from one to two storeys. Buildings are in a good condition and the public realm is well maintained. The sub-area includes a 10,000sq.ft warehouse which is currently vacant.

Staples Corner Business Park

4A & 4B Staples Corner Business Centre, the large unit fronting Edgware Road, is in the process of being redeveloped to provide a new four storey car showroom and MOT service centre.

Buildings comprise modern metal clad two to three storey warehouses. There is adequate car parking and servicing for each warehouse. Warehouses have been refurbished and are in a good condition.



Atlas Business Centre & Oxgate House

Buildings comprise two storey brick buildings. Whilst Atlas Business Centre dates from the 1950s, Oxgate House is from the 1960s. Car

parking and access is from the front of premises. Buildings are in a good condition.



Oxgate Centre

Buildings are two storey modern metal clad warehouses dating from the 1980s. Car parking and servicing is adequate. Buildings are in a good condition. Public realm is well maintained with some landscaping.



Wing Yip Business Centre

The character of this sub-area varies from north to south. Buildings to the north are predominantly three storey brick built industrial units from the 1950s. Further south buildings are more modern large format warehouses and workshops from the 1960s onwards. Buildings generally have off street loading/unloading and car parking. Buildings of note include the Wing Yip buildings which dominates the sub-area. These are three to four storey brick buildings, with decorative features in an oriental style. China House has a decorative tile pagoda style roof. The building and associated parking and public realm is in a good condition.



Sayer House is a two storey brick building from the 1950s with art-deco features. Non-industrial uses include a petrol station and a mosque which occupies part of 403-405 Edgware Road, whilst

the top two floors of the building remain vacant. A number of the wholesalers on site serve the public in addition to trade. Hanover House, a four storey office building, has been converted to residential through prior approval.

Overall the qualitative assessment (see Appendix A) scored 5% of buildings as very good, 75% as good, 10% poor and 10% very poor. The public realm scored 60% good 40% poor.

There is adequate servicing with road side loading/ unloading and off road loading/ unloading bays. Whilst roads are generally in a good condition to the south, to the north surfacing is uneven with potholes in places. Landscaping is limited to some areas of car parking.

Overall there is adequate parking facilities with dedicated parking within clusters. However, to the south there is too little parking provision with on street parking only. As a result parking on either side of the internal roads is constraining access to units and internal circulation.

This site has a plot ratio of 0.53. There is scope for intensification through multi-storey development.

Viability inputs

The WLELE defines parts of Staples Corner as secondary locations, which achieve on average £15 per sq. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is

based on current residential values. It should be noted planned regeneration, including Thames Link, Brent Cross Masterplan and the WLO could uplift values and improve viability in the medium to long-term.

Start Date	Street	Total Sq. Ft Leased	Rent/Sq. Ft/Yr.	Term
13/12/2018	Oxgate Ln	1889	16.27	1 yr
13/12/2018	Oxgate Ln	991	15.13	1 yr
13/12/2018	Oxgate Ln	2447	15	
29/08/2018	North Circular Rd	5000	15.5	
02/09/2018	North Circular Rd	24297	13	
02/09/2018	North Circular Rd	23085	12.95	
19/04/2018	Priestley Way	8121	14.75	10 yrs
02/09/2018	North Circular Rd	25297	13.5	
07/03/2018	Oxgate Ln	4337	12.24	5 yrs
01/02/2018	Coles Green Rd	2475	6.06	15 yrs

Table 6. Costar 2018 Deal Count Data Staples Corner

Existing land ownership

Staples Corner West is under the ownership of over 15 separate parties. Main landowners include Waterloo Estates Ltd, Apsley Way Property Holdings Ltd, Shubette Properties Ltd and Apsley Management Ltd.

The Harp Business Centre is under the ownership of Harp Business Centre Ltd, with the exception of the derelict unit which has unknown ownership.

Waterloo Road sub-area is under the ownership of over 15 separate parties. Main landowners include DX Network Services Ltd, Atlantic Electronics Ltd, BOPCO Ltd, Wembley Laminations Ltd and Rustins Ltd.

The ownership of Wellington Park Estate is unknown. The remainder of the sub-area (Apsley Centre and Phoenix Park) is under the ownership of Dorset County Council.

Within JVC Business Park the main landowners are NT Property Nominees 1a Ltd, IIAA Ltd, Selco Trade Centres Ltd and the Royal London Mutual Insurance Society.

Staples Corner Business Park sub-area is under the ownership of RBS Pension Trustee Ltd.

Atlas Business Centre is under the freehold ownership of Capital Industrial Three B.V. Oxgate House is under free hold ownership of Oxgate Lane LLP.

Oxgate Centre is under the ownership of South Yorkshire Pensions Authority.

Wing Yip Business Centre is predominantly under



Figure 28

the ownership of W Wing Yip (London) Ltd. Other main landowners include Unique Centres Ltd, Starsign Fabrics Ltd, SAL Pension Fund Ltd, Goldfin Ltd, Builder Depot Ltd.

Qualitative assessment

The site is hard to navigate and is very fragmented with major access roads entering

from the A406 which is very busy.

To the south industrial uses are in close proximity to residential and community uses. Businesses cause HGV traffic and significant car traffic.

To the north there is a concentration of quasi industrial uses serving both trade and the public in addition to self storage. These uses, due to

their hours of operation and limited amenity impacts, could be compatible with sensitive uses such as residential.

There is a site of Archaeological Importance in the north west corner of the site, and bordering the site to the east. The locally listed Churchill's War time bunker is located within the site. It's beneath 403 - 405 Edgware Road. The Grade II Oxgate Farm is to the west of the site. The building is on the heritage at risk register.

There are no waste sites present within Staples Corner. Currently industrial uses adjoin the Welsh Harp to the north, which feeds into River Brent. The Welsh Harp is a Grade I SINC and Local Nature Reserve. Development could enhance the setting of the Welsh Harp, improve water quality and ecological value.

Parts of the site are within the 1 in 100 year surface water flood risk area. Flood risk from ground water is a risk to the north of the site.

The WLELE identifies issues with congestion on the A5 make this a less desirable location than Park Royal and Wembley for logistics.

Review of boundary

To the north the site is bounded by Welsh Harp which is Metropolitan Open Land and a Site of Special Scientific Interest; to the east the A5 and London Borough of Barnet, to the south and west residential. There is no scope to extend the SIL boundary into these areas due to the established uses and sensitivity of Welsh Harp. There are a number of units directly adjoining the site which are in industrial use and form part of the function

of the SIL. These are 6 to 8 Phoenix Park which comprises warehousing and general industrial and 101 to 103 Coles Green Road which comprises industrial units in operation as vehicle repairs. Extending the boundary to include these units will increase the area of the SIL by 4,930sq.m, as shown in figure 26.

Conclusions

The site provides predominantly large format employment space. Specialisms include food manufacturing, storage and building supplies. To the north many of these uses are quasi industrial serving trade and the public. These could be compatible with uses such as residential.

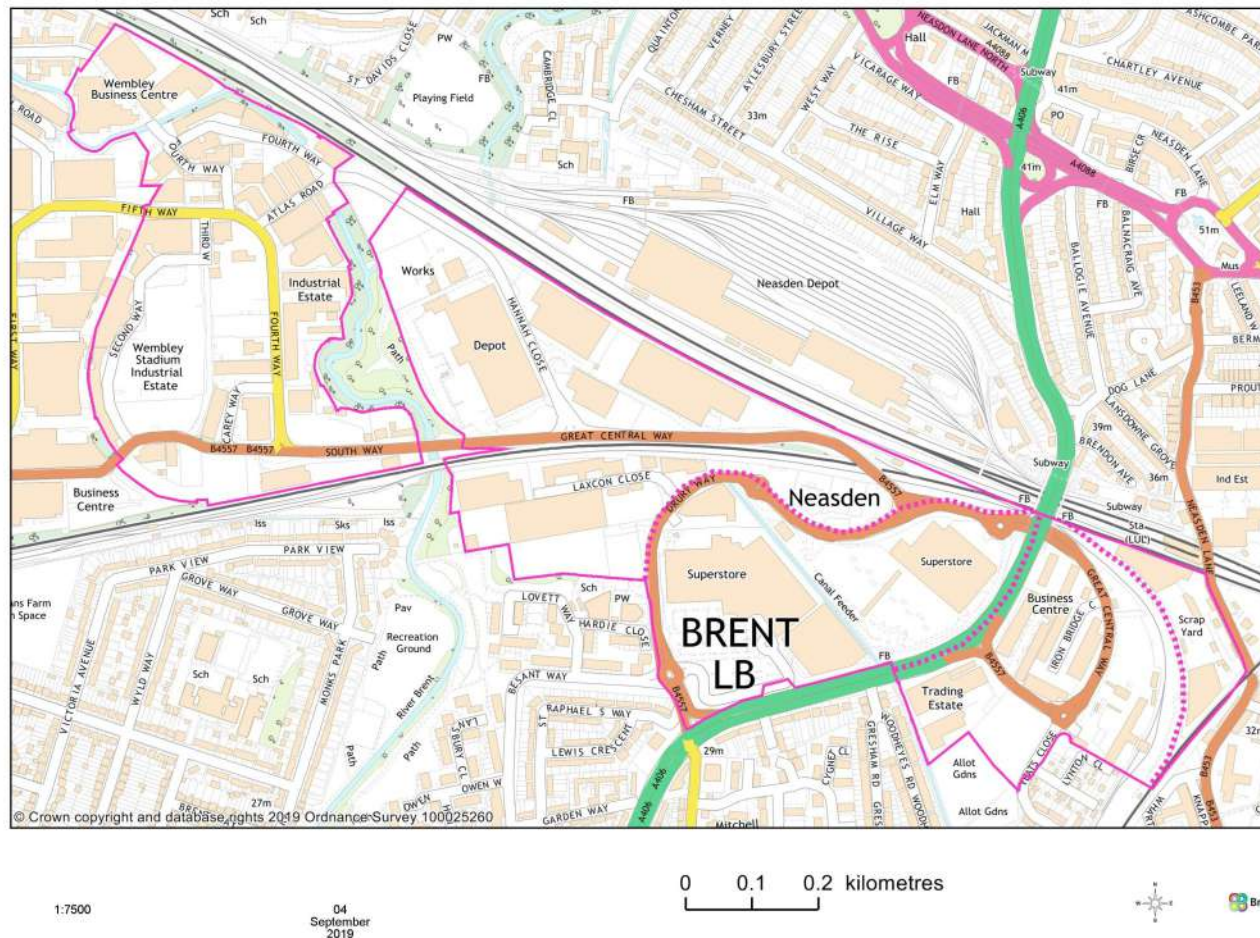
The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools, open space and town centres. In terms of environmental criteria redevelopment could benefit water quality and ecology by enhancing the relationship between the industrial area and Welsh Harp which is a Local Nature Reserve. The WLO will increase the PTAL to at least 4, meaning the site could support car free development.

The WLO will connect this area to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. This and the Brent Cross masterplan will be a catalyst for investment in this location. The increased connectivity will support intensification through co-location. There is a strong regeneration argument to promote a wider masterplanned approach to enable intensification on this site. Viability work is being

undertaken but it is anticipated higher value uses including residential will be needed to enable intensification.

2.18 Wembley

Geographical definition



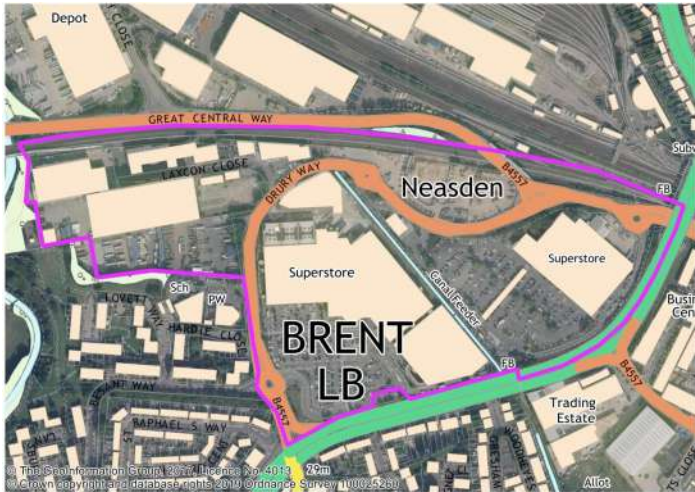
Location	Wembley, NW10
Status	Strategic Industrial Location
Site Area (ha)	71.7
No. Businesses	350
No. Employed	8100
Employment floorspace (sq.m)	210,250
Employment densities per ha	113
Plot ratio	0.29

Source: IDBR (2018), VOA NDR (2017)

This site is bounded to the north and east by railway lines, to the south by residential including Michell Brook and St Raphael's Estate and to the west Wembley Growth Area where a new mixed-use community is being created.

The site can be divided into five sub-areas. These are from west to east: - Wembley Industrial Estate; Drury Way & Hannah Close; Ikea & Tesco; Brent Trade Park & NCR Business Centre; and Neasden Goods Yard.

Figure 29



There is a concentration of food manufacturing companies, builder's merchants and wholesalers. Main occupiers include Sun Fung Food Products, Al Najma Foods and Wembley Print Limited.

Neasden Goods Yard

Neasden Goods Yard is dominated by waste uses and open storage (use class B8). Main occupiers include Neasden Lane Salvage centre, Powerday, Glynn's Skip Hire and Ace Waste Haulage Ltd.

buildings remain occupied, so these appears to be temporary vacancies due to business churn.

Existing employment

This site has one of the lowest plot ratios in the borough and the lowest employment density based on employment per ha. There are 350 businesses on site employing over 8,000 people.

Existing site/building features

Wembley Industrial Estate

Within Wembley Industrial Estate buildings vary in scale, age and quality. Modern buildings include Costco a modern two storey large format unit built in the late 2000s and Metro Trading Centre a two storey brick and metal clad building. Atlas Road comprises one and two storey brick workshop buildings from the 1950s onwards. These buildings are generally in a good condition. Hallmark Trading Centre is a one to two storey building which is in a poor condition, showing signs of wear and tear. The quality of the public realm is generally good, although there are some signs of wear and tear on Second Way. Car parking is adequate and both off and on-street. Loading/unloading is also adequate and on-street. 6 – 10 Hallmark Trading Centre have prior approval for conversion to residential.



Brent Trade Park & NCR Business Centre

Brent Trade Park & NCR Business Centre is dominated by small format warehousing (use class B8). Exceptions include Selco Builders Merchants (sui generis), the Procon House and London concretes which are factories specialising in concrete manufacturing and associated car parking and open storage (use class B2).

In terms of future growth potential, food manufacturing, services supporting the construction industry and storage are expected to see increased demand due to population growth. Waste uses form part of the circular economy.

The WLELE identifies this site as being of strategic importance for logistics, due to its proximity to the North Circular.

Business rates data indicates there area isolated vacant units within 43 Fourth Way, Drury Way and NCR Business Park. The majority of the





Drury Way, Ikea & Tesco

Drury Way comprises large areas of modern two storey metal clad warehouses which are in a good condition. Ikea and Tesco are large format retail units. The batching plant is dominated by open storage and car parking in addition to the three storey metal clad processing building. 1 Panther Drive is modern three storey glass and metal clad building. Buildings are in a good condition and public realm and landscaping is well maintained.

by open storage and a large factory building where the concrete is processed.



Hannah Close

Hannah Close is dominated by open storage and three large format warehouses. Buildings are in a good condition and public realm is well maintained.



Neasden Goods Yard

Neasden Goods Yard is dominated by open storage. Buildings on site comprise large metal sheds and container offices, which appear temporary in nature. Buildings are in a poor condition. The public realm shows signs of vandalism. There is adequate servicing with off road loading/unloading.



Brent Trade Park & NCR Business Centre

NCR Business Centre contains two storey small warehousing units which are in a good condition. Brent Trade Park and Selco Builders comprised modern larger format two storey metal clad buildings, again in a good condition. Units benefit from dedicated car parking and servicing areas suitable for HGVs. London Concrete is dominated



Overall in the qualitative assessment (see Appendix A) 15% of building scored very good, 80% good and 5% poor. Public realm was generally good. Although there were some signs of wear and tear on Second Way and vandalism on hoardings around Neasden Goods Yard.

Overall there was adequate servicing with off road loading/unloading, and adequate parking facilities with dedicated parking within cluster and on street parking around Fourth Way

The site has a low plot ratio at 0.44. There is scope for intensification through multi-storey development and building over large areas of car parking and open storage, where appropriate.

Viability inputs

Start Date	Street	Total Sq. Ft Leased	Rent/Sq. Ft/Yr.
23/10/2018	North Circular Rd	2797	14.5
09/03/2018	Fourth Way	2368	14.78

Table 7. Costar 2018 Deal Count Data Wembley

The WLELE defines Wembley SIL as a secondary location, which achieve on average £15 per sq. ft. This is based on an analysis of Costar data on rents achieved for industrial units varying in scale. Within secondary locations the

study finds stacked industrial development would be unviable. Whilst viability for mixed-use industrial and residential is marginal. This is based on current residential values. It should be noted planned regeneration which could uplift values and improve viability in the medium to long-term.

Existing land ownership

Wembley Industrial Estate is under multiple freeholds and leaseholds. Main landowners include Quintain, Costo, Kelly properties Ltd and Urban & Urban Properties Ltd.

Each unit on Drury Way is under separate ownership. Amtrans Properties Ltd is the landowner for the two largest units.

Hannah Close is under five owners. These are Seneca Ltd, Euro Car parts Ltd, Maxplan Properties Ltd, Christian Salvesen Distribution Ltd, L&B Holdings Ltd and O'Hara Property Investment Holdings.

Ikea and the adjoining 1 Panther Drive is under the ownership of Ikea Ltd. Tesco is under the ownership of Railway Pension Nominees Ltd.

Brent Trade Park & NCR Business Centre is under multiple freeholds and leaseholds. Main landowners include Hornington Investment Ltd, Integral memory PLC, Krisplar Investment & Properties Ltd, UK Insurance Ltd and Procon Readymix Ltd.

Neasden Goods Yard is under the ownership of McGovern Brothers (Haulage) Ltd.

Qualitative assessment

To the south businesses are in close proximity to residential or community uses. Businesses cause significant car traffic.

The concentration of waste management uses presents an issue for air quality, visual quality, amenity and prestige.

There are no heritage assets within this site.

Parts of the site are within the 1 in 100 year surface water flood risk area and have potential for groundwater flooding. Sites adjacent the River Brent are within flood zone 2 and 3, however, the river is culverted and flood zones are largely contained to the river. The River Brent is a wildlife corridor and Grade I SINC.

Review of boundary

To the north railway lines segregate the SIL from a residential area and Neasden depot; to the east Neasden Lane and Neasden LSIS; to the south a travellers site; allotments and residential; and to the west the core of Wembley Growth Area which is coming forward for mixed-use development. There is no scope to extend the SIL boundary into these areas due to their established function. The boundary omits an aggregates site on Atlas Road, which is bounded on all sides by SIL. The boundary will be amended to correct this. This will increase the area of the SIL by 6,645sq.m.

Neasden Goods Yard currently forms part of Wembley SIL, however, it is physically separated from the SIL by railway lines. The only access point to the site is via Neasden Lane. Functionally it does not form part of the SIL site and is more comparable with McNicholas Yard. Given its

function and physical linkages it is considered Neasden Goods Yard should be designated as part of Neasden LSIS, to ensure it is considered as part of any wider masterplanning exercise. In addition railway lines have been removed from the SIL boundary, as they are not functional industrial land which meet the definition of SIL in the Draft New London Plan. The revised boundary is shown in figure 30. This will result in a decrease in the area of Wembley SIL of 38,363sq.m. Albeit 21,960sq.m of this area will be designated as LSIS.

Conclusions

The site provides a range of employment space, including much of the boroughs large format industrial space. Specialisms include food manufacturing, building services and waste management. The concentration of waste management uses make Wembley SIL a location where the circular economy could be fostered. In addition, large format premises and proximity to the strategic road network could help support logistics. Retaining a designation for purely employment uses will enable the market to respond to meet the needs of industrial occupiers given the sites current characteristics.

The IIA social criteria (see Appendix B) indicate that this could be a sustainable location for housing given its proximity to services such as schools and town centres. However, the centre of the site has a low PTAL. In addition the presence of heavier industrial uses including the concrete batching factory and the surrounding road network generate noise, odour and impact on air

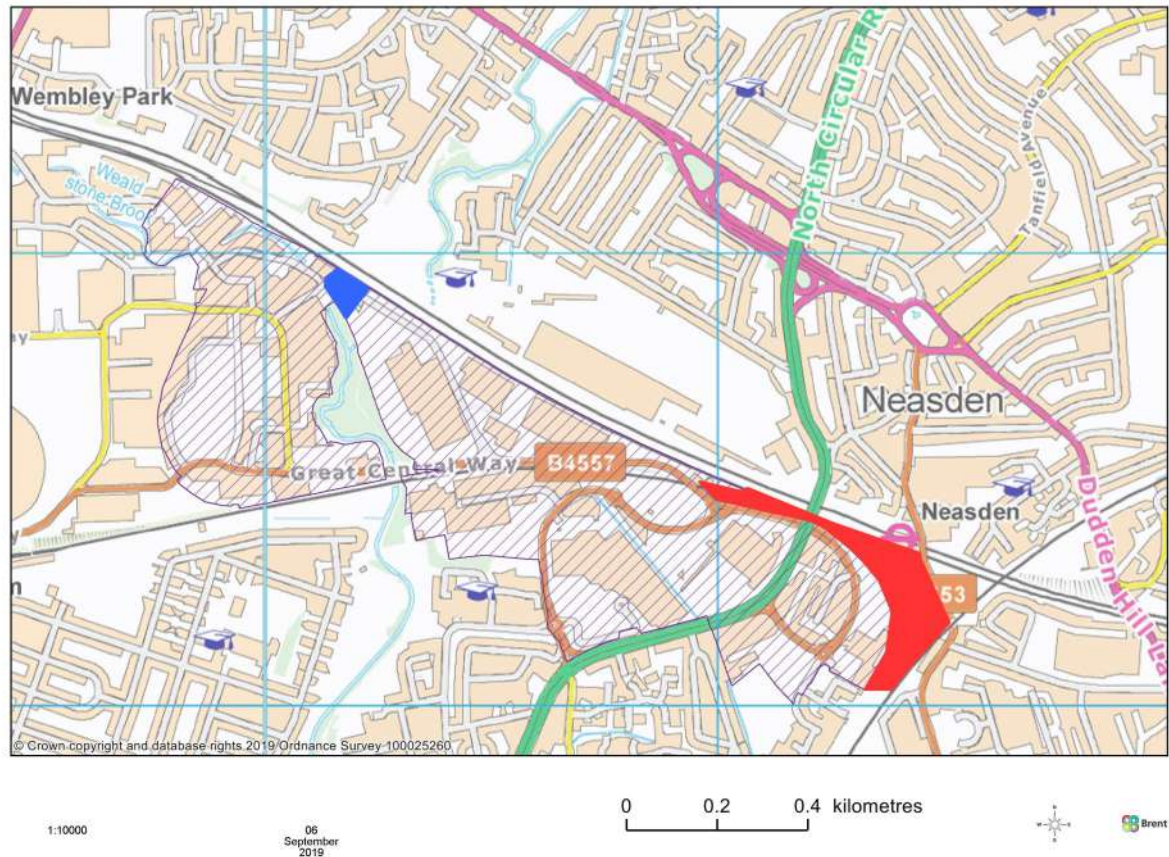


Figure 30

quality, meaning in terms of IIA environmental criteria this site scores poorly as a location for residential development.

This site has a low plot ratio and employment density and there are clearly opportunities for intensification. The introduction of sensitive uses

would impact on the future operation of this site for waste management and logistics.

4.0

Findings & Policy Recommendations

4.0 Findings

4.1 Future growth sectors

A detailed analysis of the uses within Brent's designated industrial sites identified specialisms in food manufacturing/wholesale, construction, waste management, logistics and vehicle repair. Due to population growth logistics, food manufacturing/wholesale, construction and waste management will continue to be in demand. The future of vehicle repair is liable to significantly change, with the predicted longer-term shift to driverless vehicles. A number of sites provide shared workspace suitable for SMEs and shared office/workspace.

In terms of future growth sectors the circular economy is most strongly represented in the borough, particularly in Alperton South and Wembley. There are also pockets of SMEs operating in manufacturing and R&D including in science and technology.

Large format logistics are present at East Lane, Wembley and smaller scale wholesalers in Alperton and Northfields.

It is also evident there are many uses present which do not conform with the function of SIL and LSIS. Prior approval has resulted in residential development within employment areas. In addition, educational facilities and religious venues are present, particularly at Honeypot Lane. Quasi industrial uses serving both trade and the public are concentrated at Staples Corner and Church End.

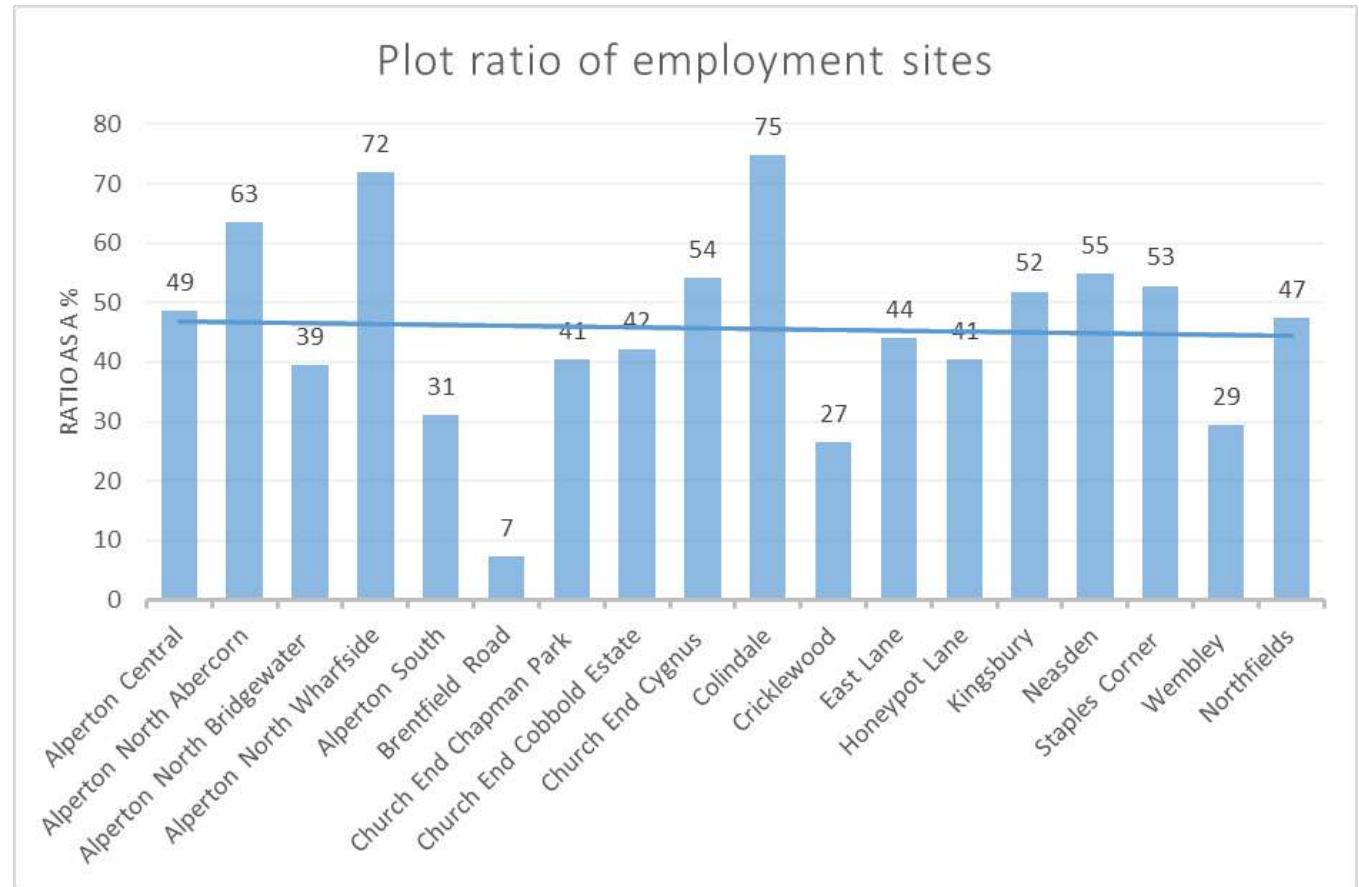


Figure 31

4.2 Potential for intensification

SIL and LSIS sites within Brent are currently predominantly developed at a low density. As figure 31 illustrates with the exception of Alperton North Wharfside and Colindale all sites have a plot ratio below the 0.65 target in the Draft New London Plan.

Based on VOA data there is currently 834,486sq.m of floorspace in designated industrial sites in Brent.

Should all sites be successfully increased to a plot ratio of 0.65 (excluding the area of Northfields with planning permission 18/0321), in accordance with Draft New London Plan policy, this would result in approximately 49ha (498,609sq.m) of additional industrial floorspace in the borough. There is a clear opportunity to intensify designated industrial sites and improve their functionality and ability to accommodate future growth sectors.

Site name	Viability	Potential for intensification through co-location	Barriers to co-location	Recommendation
Alperton Central	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Alperton Growth Area could improve viability for co-location 	<ul style="list-style-type: none"> Compromise function of sites, including Police Traffic Unit Multiple small site land ownership Would not provide suitable level of amenity for residential due to noise and 24hour operation Good strategic road access, suitable for last mile distribution Good quality environment, modern premises which have seen recent investment 	Not considered suitable for co-location at this time
Alperton North Abercorn Commercial Centre	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Alperton Growth Area could improve viability for co-location Existing functions could be compatible with residential Part of site has planning permission for mixed-use 	<ul style="list-style-type: none"> Good strategic road and canal access, suitable for last mile distribution 	Potential for co-location to be explored further through masterplanning exercise
Alperton North Bridgewater Road	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Alperton Growth Area could improve viability for co-location Existing functions could be compatible with residential High level of vacancy and poor quality environment 	<ul style="list-style-type: none"> Good strategic road access, suitable for last mile distribution, but scope for logistics limited by scale of site 	Potential for co-location to be explored further through masterplanning exercise

Table 8: Recommendations for LSIS

Site name	Viability	Potential for intensification through co-location	Barriers to co-location	Recommendation
Alperton North Wharfside	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Alperton Growth Area could improve viability for co-location. Site is bounded by growth area and mixed-use development on all sides Existing functions could be compatible with residential 	<ul style="list-style-type: none"> Good strategic road and canal access, suitable for last mile distribution, but scope for logistics limited by scale of site Multiple small site land ownership Good quality environment, modern premises which have seen recent investment 	Potential for co-location to be explored further through masterplanning exercise
Alperton South	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services 	<ul style="list-style-type: none"> Will compromise function of industrial site, as includes safeguarded waste management sites needed to meet Brent's waste apportionment Multiple small site land ownership Will compromise development of circular economy, a growth sector Would not provide suitable level of amenity for residential, due to amenity impacts from waste function Low PTAL. Poorly connected by public transport, walking and cycling 	Not considered suitable for co-location at this time
Brentfield	Prime rents achieved - industrial stacking viable.	<ul style="list-style-type: none"> Proximity to services 	<ul style="list-style-type: none"> Will compromise function of industrial site, including power station use Multiple small site land ownership Will compromise development of circular economy, a growth sector Would not provide suitable level of amenity for residential Low PTAL. Poorly connected by public transport, walking and cycling 	Not considered suitable for co-location at this time

Table 9: Recommendations for LSIS

Site name	Viability	Potential for intensification through co-location	Barriers to co-location	Recommendation
Church End Chapman Park	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Church End Growth Area and WLO could improve viability for co-location. PTAL up to 4 and will increase on completion of WLO Poor quality environment, which is negatively impacting on neighbouring uses 	<ul style="list-style-type: none"> Some of the existing uses are not compatible with residential Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise
Church End Cobbold Estate	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Church End Growth Area and WLO could improve viability for co-location. PTAL will increase on completion of WLO Poor quality environment and signs of anti-social behaviour High proportion of non-industrial uses 	<ul style="list-style-type: none"> Some of the existing uses to the south of the site are not compatible with residential Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise
Church End Cygnus Industrial Estate	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Church End Growth Area and WLO could improve viability for co-location. PTAL up to 4 and will increase on completion of WLO Poor quality environment and signs of anti-social behaviour Existing uses could be compatible with residential 	<ul style="list-style-type: none"> Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise

Table 10: Recommendations for LSIS

Site name	Viability	Potential for intensification through co-location	Barriers to co-location	Recommendation
Colindale	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Burnt Oak/Colindale Growth Area could improve viability for co-location. Site is bounded by growth area Existing functions could be compatible with residential Part of site, which was long-term vacant, has planning permission for mixed-use 	<ul style="list-style-type: none"> Low PTAL. Poorly connected by public transport, walking and cycling Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise
Cricklewood	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> High PTAL which will increase on completion of WLO WLO and regeneration at Brent Cross likely to improve viability Underutilised site in terms of plot ratio Existing functions could be compatible 	<ul style="list-style-type: none"> Good strategic road access, suitable for last mile distribution, but scope for logistics limited by scale of site Need to protect operation of bus depot, but could be retained Good quality environment 	Potential for co-location to be explored further through masterplanning exercise
Honeypot Lane	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Many of the functions could be compatible with residential High proportion of quasi-industrial and non-industrial uses present on site 	<ul style="list-style-type: none"> Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise

Table 11: Recommendations for LSIS

Site name	Viability	Potential for intensification through co-location	Barriers to co-location	Recommendation
Kingsbury	Prime rents achieved - industrial stacking viable.	<ul style="list-style-type: none"> Proximity to services 	<ul style="list-style-type: none"> Strong demand, as evidenced by multi-storey industrial development being brought forward on site Multiple small site land ownership Buildings on site predominantly good quality Low PTAL. Poorly connected by public transport, walking and cycling 	Not considered suitable for co-location at this time
Neasden	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Regeneration of Neasden Growth Area and WLO could improve viability for co-location. WLO will increase PTAL further Some existing functions could be compatible with residential Part of site in a poor condition and in need of investment Extant planning permissions for mixed-use development on part of site 	<ul style="list-style-type: none"> Existing occupier of McNichols Yard sub-area not compatible with residential Multiple small site land ownership 	Potential for co-location to be explored further through masterplanning exercise

Table 12: Recommendations for LSIS

Site name	Viability	Potential for intensification through consolidation and co-location	Barriers to intensification through consolidation and co-location	Recommendation
East Lane	Primary location - viable for stacked industrial	<ul style="list-style-type: none"> Proximity to services 	<ul style="list-style-type: none"> Good strategic road access and potential for rail access. Suitable for last mile distribution Multiple small site land ownership Low PTAL. Poorly connected by public transport, walking and cycling 	Protect and support intensification of industrial function
Northfields	Primary location - viable for stacked industrial	<ul style="list-style-type: none"> Proximity to services 	<ul style="list-style-type: none"> Good strategic road access. Identified as serving a strategic function for logistics in WLELE Multiple small site land ownership Low PTAL. Poorly connected by public transport, walking and cycling Forms part of Park Royal. Demand likely to increase as businesses look to relocate from Old Oak 	Protect and support intensification of industrial function
Staples Corner	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> Proximity to services Planned regeneration including WLO, Thameslink and Brent Cross could improve viability for co-location PTAL will increase to 4 on completion of WLO Existing functions could be compatible with residential High concentration of quasi-industrial uses 	<ul style="list-style-type: none"> Good strategic road access, suitable for last mile distribution Multiple small site land ownership 	Scope for consolidation to be explored further through masterplanning exercise

Table 13: Recommendations for SIL

Site name	Viability	Potential for intensification through consolidation and co-location	Barriers to intensification through consolidation and co-location	Recommendation
Wembley	Secondary location - stacked industrial currently unviable and co-location marginal.	<ul style="list-style-type: none"> • Proximity to services • To the west in proximity to Wembley Growth Area 	<ul style="list-style-type: none"> • Good strategic road access. Identified as serving a strategic function for logistics in WLELE • Multiple small site land ownership • Impact on function of industrial site, as includes safeguarded existing waste management sites needed to meet Brent's waste apportionment • Will compromise development of circular economy a growth sector • Would not provide suitable level of amenity for residential due to presence of waste uses • Low average PTAL. Poorly connected by public transport, walking and cycling 	Protect and support intensification of industrial function

Table 14: Recommendations for SIL

This study, informed by viability work in the WLELE, has analysed the scope to intensify LSIS through industrial uses alone or co-location. The results are summarised in tables 8-12. In addition, the scope to consolidate SIL to enable co-location in other areas has been analysed. The results are summarised in tables 13-14.

This study is a starting point and does not establish the principle of co-location on these sites. To establish the principle a masterplan-led approach and detailed design exercise will be required undertaken in conjunction with the council and in close liaison with the GLA on all SIL and LSIS sites. The masterplan will need to consider in detail the existing typologies on each site and how they can be intensified through co-location. In particular, the following will need to be demonstrated:

- conformity with Draft New London Plan policy E7;
- a comprehensive scheme across the LSIS or SIL as a whole;
- a net increase in employment floorspace to a minimum plot ratio of 0.65;
- a mix of employment floorspace will be delivered reflective of borough needs, including start-up space, move on space;
- proactive engagement with existing businesses to seek to retain them on site where possible, and support for any businesses that cannot be incorporated to relocate off site;
- maximising affordable housing delivery;

- the development is of a high quality design which will result in sustainable development, well served by community facilities and open space; and
- any potential conflicts between uses can be mitigated and a high standard of amenity achieved.

Site Name	Change in floorspace (ha)
Alperton Central	0.02
Alperton South	0.49
Alperton North Wharfside	0.17
Cricklewood	0.05
Church End Cobbald Estate	0.17
Neasden	2.20
Northfields South	0.5
East Lane Business Park	0.56
Honeypot Lane	0.08
Staples Corner	0.49
Burnt Oak Colindale	0.59
Wembley	-3.8
Total	1.49

Table 15: Change in SIL & LSIS floorspace

4.3 Extension of SIL and LSIS Boundaries

As part of this study all SIL and LSIS boundaries were reviewed. The last full boundary review was

undertaken in 2010, and it was evident that since this time the function of some SIL and LSIS had extended beyond the original boundaries. This study recommends boundary amendments to better reflect the function of the SIL and LSIS and ensure an appropriate level of protection. Table 15 summarises the change in floorspace as a result of the proposed amendments. This would result in an additional 1.49ha (14,897sq.m) of designated industrial land.

4.4 Intensification of non-designated industrial sites

Non-designated industrial sites account for approximately 22ha (220,850sq.m) of Brent's industrial land supply in terms of site area. They make an important contribution to industrial land supply. Where these sites come forward for redevelopment, Brent's current Local Plan policy requires no net loss in industrial floorspace. Given Brent's status as a provide capacity borough it is considered policy should instead require an uplift in industrial floorspace.

Testing a sample of non-designated employment sites indicates the average plot ratio is 0.46. Based on this we can estimate non-designate sites provide approximately 10ha (101,591sq.m) of industrial floorspace. Taking a modest assumption that a 10% uplift in industrial floorspace could be secured on each site, this would equate to an additional 1ha (10,159sqm) of industrial floorspace. For this policy to be effective the council will also need to consider taking forward a borough wide Article 4 Direction to prevent the loss of office and industrial floorspace to residential through

permitted development rights.

4.5 Intensification of Park Royal

The OPDC is now the local planning authority for parts of the borough, including Park Royal SIL. The demand figure in the LILDS is at borough level and therefore takes account of Park Royal. The OPDC commissioned the Park Royal Intensification Study (2017), Hawkins Brown/We Made That. This study tests the scope for intensification based on a design analysis of a sample of sites. An example of the design analysis is shown in figure 32 below. This data has then been used to provide an indication of the scope to intensify Park Royal as a whole. The study identifies intensification could

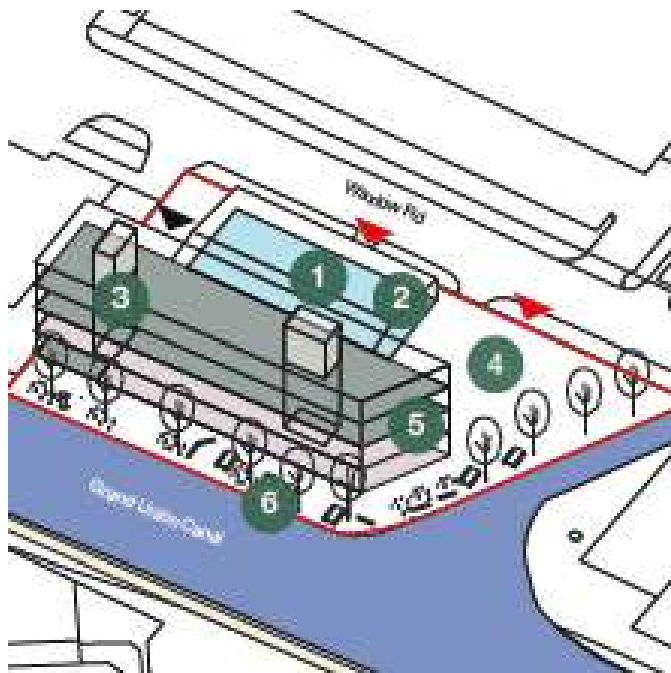


Figure 32. Extract Park Royal Intensification Study, Hawkins Brown/ We Made That



deliver an additional 43ha (433,100sq.m) of industrial floorspace within Park Royal. Given that Park Royal spans both Ealing and Brent, it should be noted that only a portion of this additional floorspace would be within the borough. Given that Park Royal is split relatively evenly between the boroughs, an assumption could be made the approximately half of this floorspace could be in Brent.

4.6 Diversification of Town Centres

It is acknowledged the function of town centres needs to diversify in light of changes in shopping patterns and a declining retail sector. This is also true of Brent's town centres, some of which experience high levels of vacancy particularly within peripheral secondary frontage. There is an opportunity to consolidate the retail function of town centres to core areas, and promote their employment and leisure function by diversifying secondary frontage.

The Brent Workspace Study identifies Brent's town centres in which there is potential demand for

workspace. Makerspace in the B1c use class is already present in Queen's Park, Kilburn, Kensal Rise and Willesden Green with further workspace either delivered, granted planning permission or proposed in Wembley and Burnt Oak. In addition the WLELE identifies increasing demand for 'last mile' logistics in town centre locations. Whereby driven by online shopping trends, logistics companies are acquiring floorspace within town centres to enable delivery over shorter distances by electric vehicle. Town centres clearly have a role to play in meeting the demand for some forms of industrial floorspace.

Town Centre	Secondary frontage	Intensification Corridor
Burnt Oak	4960	0
Church End	2870	26653
Colindale	3970	10882
Harlesden	12960	17123
Kensal Rise	6860	0
Kilburn	26250	0
Queen's Park	0	0
Wembley Central	34750	2227
Wembley Park	6810	0
Willesden Green	7900	56885
Total	57870	54658

Table 16: Potential for industrial floorspace by town centre

Table 16 provides a breakdown of secondary frontage and adjoining intensification corridors in town centres. Should 5% of this space come forward as workspace in the B1, B2 or B8 use class, a modest assumption, this could deliver approximately 0.56ha (5626sq.m) of industrial floorspace.

4.7 Workspace in Growth Areas

The Draft New London Plan policy E4 states particular consideration should be given to the need for affordable workspace in areas where cost

pressures could lead to the significant loss of such space. In Brent this risk is most pronounced in growth areas. These are locations which have been identified for significant development and therefore investment, which is likely to increase values. Brent had five existing growth areas - Alperton, Burnt Oak/Colindale, Church End, Wembley, South Kilburn. The emerging New Local Plan identifies three additional growth areas - Neasden, Northwick Park and Staples Corner. In accordance with policy E3, and to contribute to placemaking and creating sustainable places to

live and work it will be important to secure employment floorspace as part of the mixed-use development in growth areas. Existing successful examples in the borough include the Granville Centre in South Kilburn which acts as both a community and enterprise centre and in addition makerspace in Wembley Park.

To help address demand pressures major developments in growth areas should be required to incorporate workspace, subject to viability. The Local Plan viability study indicates on developments over 3000sq.m it would be viable to secure 10% of floorspace as affordable workspace.

Table 17 provides an analysis of the level of workspace which could be secured in growth areas. The table lists site allocations within growth areas which would provide over 3000sq.m of floorspace. Indicative residential capacity for each site has been translated into floorspace, based on the London Plan spacing standards and Brent's housing mix policy. The floorspace figure is likely to be an underestimate as it is based purely on residential capacity, and does not take into account capacity for other uses. Site allocations have been omitted which are existing designated or non-designated industrial sites to avoid double counting. In addition site allocations for social infrastructure and those that form part of the South Kilburn housing renewal programme have been excluded due to viability constraints.

Taking into account the potential capacity of growth areas, the proposed policy approach could deliver in the region of an additional 5.3ha (53,053sq.m) of industrial floorspace. Albeit this is most likely to be in the B1c use class.

Growth Area	Site Allocation No.	Indicative floorspace capacity (sq.m)	10% of total (sq.m)
Alperton	BSWSA2 Sainsbury's Alperton	13156	1315.6
Alperton	BSWSA3 Atlip Road	22042	2204.2
Alperton	BSWSA16 Carphone Warehouse	5262.4	526.24
Burnt Oak Colindale	BNSA2 Colindale Retail Park	32890	3289
Church End	BSSA3 Church End Local centre	12839	1283.9
Wembley	BCSA1 Wembley ASDA & Torch Kwikfit	31879	3187.9
Wembley	BCSA2 Stadium Retail Park & Fountain Studio	63511	6351.1
Wembley	BCSA3 Brook Avenue	29631	2963.1
Wembley	BCSA4 Fifth Way / Euro Car Parts	46046	4604.6
Wembley	BCSA7 Wembley Park Station (north & south)	26312	2631.2
Wembley	BCSA8 Wembley Retail Park	143388	14338.8
Wembley	BCSA11 College of North West London	10214	1021.4
Wembley	BCSA14 St Josephs social	3953	395.3
Wembley	BCSA19 Wembley Park Station	3953	395.3
Wembley	BSWA8 Wembley High Road	42727	4272.7
Wembley	BSWA9 Former Copland School	16415	1641.5
Wembley	BSWA10 Elm Road	26312	2631.2
Total		530530	53053

Table 17. Potential capacity for affordable workspace in growth areas

4.8 Recommendations

There is scope to significantly increase industrial floorspace in the borough beyond the 0.6ha additional demand identified in the WLELE. If all policy mechanisms identified were applied successfully this could result in up to an additional 78.4ha of industrial floorspace. Although it is recognised that this is potential capacity rather than an indicator of what could reasonably be expected to be delivered over the life time of the Local Plan. In addition, extending the SIL and LSIS boundaries as recommended in this study would result in approximately 1.49ha of additional designated industrial land.

The most significant opportunity to increase floorspace is through intensification of SIL and LSIS. This illustrates the need for the council to take a proactive approach in facilitating intensification. For some of the SIL and LSIS analysed co-location and consolidation could be a mechanism to achieve this. The council will need to work with partners including the GLA to take forward detailed masterplans to provide further evidence co-location would satisfy the requirements of London Plan policy E7.

In summary this study recommends:-

1. The council protects and promotes the intensification of the following SIL and LSIS sites for industrial uses only: Alperton Central, Alperton South, Brentfield, East Lane, Kingsbury, Northfields, Wembley.
2. The council work with partners including the GLA to explore the scope for intensification through co-location for all other designated

sites. It is recommended Neasden, Church End and Staples Corner are prioritised due to their status as growth areas and the regeneration potential of the WLO and Brent Cross West Thames Link Station which will further improve the accessibility of these locations.

3. The SIL and LSIS boundaries are amended as recommended in the study, to better reflect how they have naturally expanded over time.
4. Local Plan policy seek an increase in industrial floorspace where mixed-use development is proposed on non-designated industrial sites.
5. The council explores taking forward a borough wide Article 4 Direction to protect non-designated industrial sites.
6. The council continue to work with OPDC to support the protection, improvement and intensification of Park Royal.
7. The Local Plan include policy to promote the conversion of unviable secondary frontage and intensification corridors in town centres to employment uses.
8. The Local Plan include a policy to secure workspace on major developments within growth areas, with the threshold to be informed by the Local Plan Viability Assessment.



The Granville, South Kilburn



Second floor studios, affordable workspace secured in Wembley Park

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- More than the Last Mile (2017), JLL
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- Keep London Working (2017), Segro
- The Mayor's Economic Development Strategy (2017) , GLA
- Park Royal Intensification Study (2017), Hawkins Brown/We Made That.
- Emerging Brent Local Plan Viability Study (2018), PBA
- Draft New London Plan (2017), GLA
- Practice Note: Industrial intensification and co-location through plan-led and masterplan approaches (November 2018), GLA
- West London Employment Land Evidence (2019), GL Hearn

Acronyms

- GLA - Greater London Authority
- HGV - Heavy Goods Vehicle
- LILDS - London Industrial Land Demand Study
- LSIS - Locally Significant Industrial Site
- OPDC - Old Oak and Park Royal Development Corporation
- SIL - Strategic Industrial Locations
- SINC - Site of Importance for Nature Conservation
- TfL - Transport for London
- WLELE - West London Employment Land Evidence
- WLA - West London Alliance
- WLO - West London Orbital

Appendix A

Qualitative Assessment Criteria for Industrial Uses

Appendix A: Qualitative Assessment Criteria for industrial uses

Source: Brent Employment Land Demand Study (2015), Aecom

Impact on Surrounding Amenity

A cluster was perceived as having a negative impact on the neighbourhood if its use was assessed as generating/associated with at least two of the following list of; noise pollution, air pollution, smell, HGV traffic and significant car traffic.

Transport Accessibility

The strategic transport accessibility of employment clusters was determined both through desk-based research and site visits. Criteria used to assess this included:

- Strategic road access, and
- Ability of businesses to make use of other forms of transport e.g. rail, water.

Strategic Road Access - Clusters with poor/very poor strategic road access are generally some distance from the trunk road network, or can be accessed only indirectly through local roads in residential areas.

Access to Water Transport - Clusters within Park Royal and Alperton have direct access to the Grand Union Canal. Staples Corner north has direct access to the River Brent.

Access to Railheads - Only SIL within Park Royal has direct access to railheads.

Building Condition

- Very Good – buildings in immaculate state, no signs of paint coming off, windows and window frames in very good condition, immediate surrounding/grounds well kept.
- Good – buildings in good condition, small areas where paint might come off, etc, grounds in reasonable state.
- Poor – paint coming off, cracks and windows in poor state, plus surroundings are poorly kept.
- Very Poor – building still in use but in very poor condition; paint coming off in large areas, some windows broken, surroundings not maintained and/or littered and/or cluttered with rubbish.

Quality of environment

- Very Good – the streets and the public realm within and surrounding the cluster are of very good quality. There is sufficient street lighting and no perceived personal safety issues. The business area is not polluted by noise or air pollution from neighbouring uses and/or heavy street traffic.
- Good – the streets and public realm within and surrounding the business cluster are of good quality but it does not reach the ‘very good’ standard (some litter, street furniture shows signs of aging, etc.) There are no perceived safety issues.
- Poor – the streets and the public realm within and surrounding the business area are of poor quality (potholes, litter, poorly maintained or damaged street furniture). There is not enough street lighting and some

perceived safety issues. The business area might be polluted by noise or air pollution from neighbouring uses and/or heavy street traffic.

- Very Poor – the streets and the public realm within and surrounding the business area are of very poor quality (potholes, litter on street, not collected rubbish, etc.) There is not enough street lighting and there are perceived safety issues. There is noise and/or air pollution from neighbouring uses and/or heavy street traffic.

Servicing of Businesses

For clusters where B2/B8 land-use predominates, it is important that there is designated and adequate space for the servicing of businesses. The suitability of existing servicing arrangements within each cluster was assessed during the field survey.

Availability of Parking

For clusters where B2/B8 land-use predominates, it is important that there is adequate parking space to accommodate for the needs of businesses within the cluster and the increased likelihood that employees will travel to work by car, given that public transport accessibility is likely to be lower. The availability and type of parking within each cluster was assessed during the field survey.

Alperton Central

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A4005	No direct access	No access	None	Adequate servicing with off road loading/ unloading.	Adequate parking provision with dedicated parking within cluster and yellow/double yellow lines	100% Good	Good		
1.00	1.00	0.00	0.00	1.00	1.00	1.00	1.00	1.00	1.00	8.0

Alperton North Abbercorn Commercial Estate

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A4005, indirect access to A40	Direct access to Grand Union canal	No access	None	Adequate servicing with off road loading/ unloading.	Adequate parking provision with dedicated parking within cluster	90% Good 10% Poor	Good		
1.00	1.00	1.00	0.00	1.00	1.00	1.00	1.00	1.00	1.50	9.50

Alperton North Bridgwater Road

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A4005; access to A40 through B456	No access	No access	Not much room, poor internal circulation.	Adequate servicing with off road loading/unloading.	Adequate parking provision with dedicated parking within cluster and yellow/double yellow lines	90% Good 10% Poor	Poor	Approximately 20% of the cluster is vacant	
1.00	1.00	0.00	0.00	1.00	1.00	1.00	0.90	0.00	0.00	5.90

Alperton North Wharfside

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A5	None	None	None	Adequate	Adequate	100% Good	Very Good		
1.00	0.00	0.00	0.00	1.00	1.00	1.00	1.00	1.00	1.50	7.50

Alperton South

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential uses and open spaces. Businesses cause noise pollution, smell (due to recycling centre) and HGV traffic	Direct access to A40	No access	No access	None	Adequate servicing with off road loading/ unloading.	Adequate parking provision with dedicated parking within cluster and yellow/double yellow lines	100% Good	Good		
-0.10	1.00	0.00	0.00	1.00	1.00	1.00	1.00	1.00	1.50	7.40

Brentfield Road

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential and community uses. Businesses cause no adverse effects.	Indirect access to A406 via local routes	None	None	None	Adequate servicing with off road loading/ unloading.	Adequate parking provision with off road loading/ unloading.	50% Good 50% Poor	Poor		
0.50	0.00	0.00	0.00	1.00	1.00	1.00	0.50	0.00	0.50	4.50

Church End Chapman Park

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential/ community uses and local shopping centre. Businesses cause HGV traffic and noise - due to large concentration of auto garages	Direct access to A407 and A4088	None	None	None	Access road is through residential area.	Adequate parking provision with dedicated parking within cluster.	30% G 40% P 30% V.P	Poor/ Very Poor		
0.10	1.00	0.00	0.00	1.00	0.00	1.00	0.33	0.00	1.00	4.43

Church End Cobbald Estate

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to local shopping centre. Businesses cause noise pollution	Direct access to A407 and A4088	None	None	Adequate servicing with off road loading/ unloading	Adequate servicing with off road loading/ unloading.	Adequate parking provision with dedicated parking within cluster.	30% G 40% P 30% V.P	Poor		
0.10	1.00	0.00	0.00	1.00	1.00	1.00	0.33	0.00	1.50	5.93

Church End Cygnus Park

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential/ community uses and local shopping centre. Businesses cause no adverse effects.	Direct access to A407 and A4088	None	None	None	Adequate servicing with off road loading/unloading.	Parking provision with dedicated parking within cluster. However, this is overflowing on to Dalmayer Road outside of the site.	100% Poor	Poor		
0.50	1.00	0.00	0.00	1.00	1.00	0.50	0.00	0.00	1.50	5.50

Colindale

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential and community uses. Businesses cause HGV traffic and significant car traffic.	Indirect access to A5 via local roads	None	None	Very narrow roads unsuitable to heavy traffic and HGVs.	Inadequate servicing along Carlisle Road but adequate along Capital Way. Carlisle Road has predominantly road side loading/unloading whilst Capital Way has predominantly off road loading / unloading.	There is inadequate provision along Carlisle Road but adequate parking along Capital Way. Carlisle Road has on street parking whilst Carlisle Road has dedicated parking on-site.	60% G 40% P	Carlisle Road - Poor Capital Way - Good		
0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.67	1.50	2.94

Crickelwood

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A4005, via A4089	Direct access to Grand Union Canal	No access	Single access into Ealing Road	Adequate servicing with off road loading/unloading.	Adequate parking provision with dedicated parking within cluster	100% Good	Good		
1.00	1.00	1.00	0.00	0.00	1.00	1.00	1.00	1.00	1.50	8.50

East Lane

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Direct access to A4088	None	Adjacent railway line but no direct access	None	Adequate servicing with off road loading/unloading.	Adequate parking provision with dedicated parking within cluster.	100% G	Good		
1.00	1.00	0.00	0.00	1.00	1.00	1.00	1.00	1.00	1.00	8.00

Honeypot Lane

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential and community uses. Cluster also lies close to a local shopping centre. Businesses cause HGV traffic. Sensitive neighbours include a mosque and a school within the LSIS boundary.	Access to A4140	None	None	The site has a narrow access road. At the Lowther Road site the access road has to accommodate HGV traffic to SELCO and B&Q.	Lowther Road - Adequate servicing. Lowther road has road side loading/ unloading whilst along Cumberland road servicing is off road loading/ unloading. Selco and B&Q have loading bays. Westmoreland Road - Adequate servicing with road side loading/ unloading and off road loading/ unloading.	Lowther Road - Too little parking provision with the majority of units having on-street parking. There is a small amount of dedicated parking along Cumberland road. SELCO and B&Q have dedicated parking. Westmoreland Road - Adequate parking provision with dedicated parking within the cluster and on street parking.	70% G 30% P	Lowther Road – good Westmoreland Road - poor		
0.30	1.00	0.00	0.00	0.00	1.00	1.00	0.70	0.50	1.00	5.50

Kingsbury

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential and open spaces. Businesses cause no adverse effects	Direct access to A4006	None	None	None	Adequate servicing with off road loading/unloading.	Adequate parking provision with dedicated parking within the cluster and on street parking.	50% Poor 50% Good	Poor		
0.50	1.00	0.00	0.00	1.00	1.00	1.00	0.50	0.00	1.00	6.00

Neasden

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
None	Indirect access to A406 via B453 and A4088	None	None	McNicholas Yard constrained by two railway lines and the B453.	Adequate servicing with off road loading/unloading.	Adequate parking provision with dedicated parking within cluster.	70% G 30% P	70% G 30% P		
1.00	1.00	0.00	0.00	0.50	1.00	1.00	0.67	0.67	1.00	6.84

Staples Corner

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
No negative impacts to the north. To the south close proximity to residential and community uses. Businesses cause HGV traffic and significant car traffic.	Access to A406	To the north direct access to River Brent.	None	The site is hard to navigate and is very fragmented with major access roads entering from A406 which is very busy.	Adequate servicing with road side loading/ unloading, off road loading/ off loading and loading bays.	Adequate parking facilities with dedicated parking within cluster. To the south too little parking provision with on street parking only; parking on either side of the internal roads is constraining access to units and internal circulation.	5% V.Good 75% Good 10% Poor 10% V Poor	60% Good 40% Poor		
0.55	1.00	0.50	0.00	0.50	1.00	0.50	0.83	0.50	1.25	6.63

Northfields South

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
Close proximity to residential or community uses. Businesses cause noise pollution, HGV traffic and significant car traffic.	Direct access to the A406.	Direct access to the Grand Union Canal.	No access	Access from Queensbury Road severely constrained.	Adequate servicing with road side loading/unloading.	Adequate parking facilities with dedicated parking within cluster and on street parking	75% G 25% P	Good, poor in parts: scope for some improvement on Abbeydale Road		
-0.10	1.00	1.00	0.00	0.00	1.00	1.00	0.67	0.67	1.50	6.74

Wembley

Neighbourhood issues (incl sensitive receptors e.g. residential, schools)	Strategic road access	Access to waterways & wharves	Access to railhead	Other physical site constraints	Servicing of businesses	Parking facilities	Conditions of buildings	Quality of environment and public realm	Level of utilisation for active employment uses (B use class)	Total
To the south businesses are in close proximity to residential or community uses. Businesses cause significant car traffic.	Direct access to B4557 and A406.	None	None	Difficult access from Neasden Lane into steel stock business. Road side loading to the west.	Adequate servicing with off road loading/unloading.	Adequate parking facilities with dedicated parking within cluster and on street parking around Fourth Way	15% VG 80% G 5% P	Good. Some poor around Second Way.		
0.64	1.00	0.00	0.00	0.80	1.00	1.00	0.70	0.95	1.10	7.19

Appendix B

IIA Site Appraisal Matrix Scoring Criteria

Appendix B: IIA Site Appraisal Matrix Scoring Criteria

Significant Positive ++	Minor Positive +	Neutral or Mixed +/- 0	Unknown Effects ?	Minor Negative -	Significant Negative --
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Social
<p>Prosperity, Inequalities and Social Inclusion S1: To promote social inclusion, narrow inequalities and address poverty for all communities within the borough.</p>
<p>S1a: Area is within a London Plan Strategic Area for Regeneration: These areas are based on 20% most deprived super output areas in England as shown in Figure 2.19 draft London Plan. These used Index of Multiple Deprivation scoring 2015. There is the potential for such developments through the wider policies in the development plan to better address social inclusion and reduce in equalities if located in regeneration areas. Significant sized development sites provide the opportunity for larger tangible changes to neighbourhoods and their occupants in terms of improvements to housing opportunities, environmental uplift, social infrastructure and employment. Through smaller developments the outputs are likely to be more limited, although still positive. When outside the impacts are less clear. For developments within 100 metres there may be some spin-offs with provision of on-site affordable housing, or perceived uplift in the area which might support populations within the area, but no obvious links. Investment outside these areas is likely to perpetuate gaps between the wealthier areas and the areas for regeneration.</p>
<p>Health and Well-being S2: To improve the health of the population and reduce health inequalities through access to necessary healthcare facilities and an environment that promotes physical and mental well-being.</p>
<p>S2a: Walking distance to healthcare facilities: sites that are within walking distance (800m) of GP surgeries or hospitals will ensure that residents have good access to healthcare facilities, thus potentially providing improvements to health outcomes.</p>
<p>S2b: Walking distance to open space and sports facilities: Sites within walking distance (800m) of open spaces and sport facilities (taking account of potential opportunities that could arise from a development site itself) will offer opportunities to take part in physical activity and encourage healthy lifestyles. Proximity to open space also provides potential for improved mental health outcomes given the known impacts that even only seeing such spaces can have.</p>
<p>Housing S3: To provide everybody with the opportunity to live in a home which is suitable to their identified needs.</p>
<p>S3a: Housing Provision Assessment. Consider the estimated dwelling capacity of the site and its contribution to meeting housing and affordable housing need. The larger the site the more significant its impact in meeting needs targets through accommodating a wider range of housing types including affordable housing. Housing sites with capacity for more than 9 dwellings are assumed to provide affordable housing (on site or in-lieu). Larger sites (100+ dwellings) provide greater opportunity for new market and affordable homes, and therefore are assumed to have a significant positive effect.</p>
<p>Quality of surroundings S4: To provide a safe, high quality and healthy environment for the borough residents to live, work and enjoy. Assessment combined with that for S5.</p>
<p>Crime and Preventing and Community Safety S5: To enhance community safety by reducing and preventing crime, anti-social activity and the perception of potential harm to personal safety. All sites are expected to be policy compliant, but some existing sites may be associated with existing high or lower levels of safety, quality, health and crime which policy compliant development may either reduce or potentially increase.</p>
<p>Community Identity S6: To recognise and provide for Brent's population diversity while encouraging a shared sense of community and cultural identity/belonging, as well as engagement in local, high quality community services and facilities. No site specific assessment measure proposed.</p>
<p>Accessibility S7: To maintain and enhance the role and vitality and viability of Brent's town centres and where possible improve accessibility to a range of services and facilities, such as healthcare and education, especially for the most vulnerable.</p>

<p>S7a: Walking distance to services and facilities: Location could affect this objective by influencing people's ability to access existing range of services and facilities, particularly by walking. Very large developments might be able to enable new provision on site. The provision of increased population within or adjacent to such centres is also likely to provide greater potential for increased vitality and viability of the centres.</p>
<p>S7b: Walking distance to schools: Proximity of residential sites to schools will affect the extent to which residents make use of non-car based transport modes. Very large residential development might provide on-site educational facilities.</p>
<p>S7c: Walking distance to doctors' surgery: Proximity of residential sites to surgeries will affect the extent to which residents make use of non-car based transport modes. Very large residential development might provide on-site educational facilities.</p>
<p>Environmental</p>
<p>Traffic</p>
<p>EN1: To reduce the effect of traffic on the environment through actively reducing the need to travel and promoting sustainable modes of movement.</p>
<p>EN1a: PTAL Score of Site taking account of known public transport improvements. The greater the accessibility of the site to public transport, the less likely that the development's occupants are to be private vehicular dependent.</p>
<p>Waste Management</p>
<p>EN2: To reduce the production of waste and use of non-renewable materials and maximising re-use and recycling.</p>
<p>EN2a: Avoiding conflicts with waste management sites: All new development will inevitably involve an increase in waste generation, but it may also offer good opportunities for incorporating sustainable waste management practices, regardless of the location. The West London Waste Local Plan (WLWP) identifies sites for waste management facilities in Brent. The allocation of sites, particularly residential sites, in or close to such sites could affect the ability of the waste management facilities to come forward. Waste management facilities can give rise to noise, traffic, odour and light pollution during construction and operation. The effects are very dependent on the type of facility, its design and potential mitigation measures proposed. It is assumed that the facility will be well run and that mitigation measures implemented should be sufficient to avoid any potential amenity effects. Residential and offices are considered to be of medium sensitivity and industrial and outdoor storage as low sensitivity uses.</p>
<p>Water Quality and Resources</p>
<p>EN3: To improve quality of the water bodies within the borough to 'good', protect ground water quality, conserve water resources and provide for sustainable sources of water supply.</p>
<p>All considered to accommodate policy compliant features protect ground water quality, conserve water resources and provide for sustainable sources of water supply. Where site specific benefits accrue. e.g. development would enhance by for instance opening up a potential waterside path/ providing set back/ naturalisation this could taken account of too.</p>
<p>Environmental Health</p>
<p>EN4: Minimise air, noise and light pollution and improve existing areas of poor air quality and contaminated land.</p>
<p>EN4a: Exposure to low air quality or noise: If a site is wholly or partly within an Air Quality Management Area (AQMA) there could be an impact on health, particularly if vehicle movements associated with the new development (including potentially HGVs) compound existing air quality problems. New residential development within close proximity of existing major roads, railways or industrial areas may result in noise pollution affecting residents.</p>
<p>EN4b: Contribution to road traffic increases within AQMAs: Increases in development density are assumed in the PTAL 4-6 as having the least impact on road traffic increases, it is assumed that new uses will displace some uses that previously provided for on-site parking. Sites within PTAL 3 will be considered to give rise to a minor negative but this will be uncertain (-?), sites with PTAL 2 or lower will be expected to give cause to more significant impacts, but uncertain to quantify.</p>
<p>EN4c: Location within an area of contaminated land: There are a number of areas of contaminated land. Where a site option is located within an area of contaminated land, there may be a minor negative effect on groundwater quality or on occupier' potential exposure to contaminants or potentially improvements to soil quality through decontamination measures although this is uncertain, depending on the nature of development, protective measures taken during construction and operation, and the nature of any land contamination.</p>
<p>Biodiversity</p>
<p>EN5: To conserve and enhance the borough's natural habitats, biodiversity, flora and fauna, water bodies and increase opportunities for people to access nature in all areas of the borough.</p>
<p>EN5a: Within or adjacent to an area of recognised ecological value. Developments should look to locate away from within areas of recognised ecological value. For those developments within/adjacent the impact will depend on their scale, mitigation measures proposed and the significance of the ecological asset.</p>
<p>Landscape and Townscape</p>
<p>EN6: Create, enhance and maintain attractive and clean environments including protecting and enhancing the borough's landscape and townscape.</p>

Assessment criteria combined with EN7a and EN11a.
Historic Environment and Cultural Assets
EN7: To protect and where appropriate enhance the historic environment and cultural assets.
EN7a: Qualitative Assessment of Potential Impact on Heritage/ Cultural Significance. Analysis of heritage assets on site.
Climate Change Mitigation
EN8: To mitigate against the impacts of climate change, predominately through reducing greenhouse gas emissions.
No site specific assessment measure proposed. All sites will be considered to accommodate policy compliant features that reduce the greenhouse gas emissions.
Climate Change Adaption
EN9: Promote measures which adapt against the impact of climate change.
No site specific assessment measure proposed. All considered to accommodate policy compliant features that reduce the greenhouse gas emissions.
Land and Soil
EN10: To safeguard and conserve soil quality and quantity within the borough.
No site specific assessment measure proposed. All considered to accommodate policy compliant features that safeguard soil quality.
Open Space
EN11: Protect, enhance, and where possible increase the amount of open spaces that are high quality, easily accessible and multi-functional.
EN11a Presence of brownfield land, derelict buildings, and open space: As a primarily urban area, with no national landscape designations, the effects may often be uncertain because they will depend upon the design of the new development. For the purposes of this SA objective, it is assumed that all new development will be of a high design standard.
Flood Risk
EN12: To reduce the risk of flooding and resulting detriment to public well-being, the economy and the environment.
EN12a: Flood Risk From Rivers: In accordance with national policy the sequential approach will apply to keep development away from areas at risk of flooding. It is assumed that in policy terms attenuation measures would be included to manage run-off rates to greenfield levels.
EN12b: Flood Risk from Ground Water: In accordance with national policy the sequential approach will apply to keep development away from areas at risk of flooding. There are five categories of risk that take into account the duration of flooding: Very High; High; Moderate; Low; and Very Low.
EN12c: Flood Risk from Surface Water: In accordance with national policy the sequential approach will apply to keep development away from areas at risk of flooding. Environment Agency data 'Risk of Flooding from Surface Water (Basic)' identifies areas with a 1 in 100 years or greater risk of surface water flooding.
Economic
Growth and Regeneration
EC1: To actively promote sustainable, resilient and inclusive economic growth and regeneration which tangibly benefits Brent residents and the environment.
No site specific assessment measure proposed. Taken account of in EC2a.
Employment
EC2: To offer everybody the opportunity for rewarding and satisfying employment /self-employment.
LEC2a: Employment Floorspace Change: All sites with employment provision (of whatever kind) above that which exists currently would be expected to have positive effects on this objective, due to the nature of the proposed development. Larger sites will provide opportunities for generating larger numbers of jobs and the greatest economic benefits, and therefore are assumed to have a significant positive effect. Similarly loss of employment provision would be regarded as having a negative impact.
Investment
EC3: To facilitate both indigenous and inward investment within the borough
No site specific assessment measure proposed. Taken account of in EC2a.
Education and Skills
EC4: Maximise the potential for everybody to contribute economically through increasing and improving the provision of and access to childcare, education and training facilities, volunteering opportunities and informal employment.

No site specific assessment measure proposed. Taken account of in EC2a.

Efficient Infrastructure

EC5: To encourage efficient infrastructure to support economic growth.

No site specific assessment measure proposed. Taken account of in EC2a.

Objective Outputs Assessment	Significant Positive ++	Minor Positive +	Neutral or Mixed +/- 0	Unknown Effects ?	Minor Negative -	Significant Negative --	
S1a: Area is within a London Strategic Area for Regeneration.	Site of 1 hectare or more within a London Strategic Area for Regeneration	Site of less than 1 hectare within a London Strategic Area for Regeneration	Site boundary within 100 metres of a London Strategic Area for Regeneration	NA	Site boundary 100 metres or more from a London Strategic Area for Regeneration	NA	
S2a: Walking distance to healthcare facilities.	NA	Within 800m of a healthcare facility	NA	NA	More than 800m from a healthcare facility	NA	Presence of physical barriers between site option and healthcare facility
S2b: Walking distance to open space and sports facilities.	Within 800m of an area of open space <u>and</u> within 800m of a sports facility	Within 800m of an area of open space <u>or</u> within 800m of a sports facility	NA	NA	More than 800m from any area of open space or sports facility	NA	Presence of physical barriers between site option and healthcare facility
S3a: Housing Provision Assessment.	100+ homes	10-99homes	9 or fewer homes gained or lost/potential displaced	NA	10-99homes lost/potential displaced	100+ homes lost/ potential displaced	
Crime and Preventing and Community Safety	Area currently associated with high levels of crime related to layout/ uses/ social mix		Area currently associated with average levels of crime related to layout/ uses/ social mix		Area currently associated with low levels of crime related to layout/ uses/ social mix		
S7a: Walking Distance to Services and Facilities.	Within 800m of a town centre, <u>and</u> 2,000m of an employment area	Within 800m of a town centre	NA	NA	More than 800m from a town centre	More than 800m from a local centre <u>and</u> more than 2,000m from an employment area	Presence of physical barriers between site option and centre

S7b: Walking distance to schools.	Within 1,000m of a secondary school <u>and</u> 500m of a primary school	Within 500m of a primary school and more than 1,000m from a secondary school	NA	NA	More than 500m from a primary school <u>and</u> within 2,000m of a secondary school	More than 500m from a primary school <u>and</u> more than 2,000m from a secondary school	Presence of physical barriers between site option and school.
EN1a: PTAL Score of Site taking account of known public transport improvements.	PTAL, 6a & 6b	PTAL 5,4	PTAL 3		PTAL 2	PTAL 1, 0	
EN2a: Avoiding conflicts with waste management sites.	NA	NA	All other sites	NA	Within 300m of an industrial area in which the WLWP considers waste uses to be acceptable	Within 300m of an active or committed waste facility	
EN3a	NA	Opportunity to enhance setting of watercourse/ provide better access/ naturalisation	All other sites				
EN4a: Exposure to low air quality or noise.			Not within an AQMA or within 50m of an A road, motorway, railway line, or industrial area		Partly within an AQMA or within 50m of an A road, motorway, railway line, or industrial area	Wholly within an AQMA <u>and</u> within 50m of an A road, motorway, railway line, or industrial area	Presence of industrial areas within 50m of site, based on base map and aerial imagery
EN4b: Contribution to road traffic increases within AQMAs.	NA	NA	All sites, within PTAL 4-6		All sites, within PTAL 3	All sites within PTAL 0-2	
EN4c: Within an area of contaminated land.	NA	Not within an area of contaminated land	NA	Within an area of contaminated land	NA	NA	

EN5a: Within an area of recognised ecological value.			Not within a recognised area of ecological value		Within London level ecological value designation	Within national level ecological value designation	
EN7a: Qualitative Assessment of Potential Impact on Heritage/ Cultural Significance.				Carried out by Council's conservation officer.			
EN11a Presence of brownfield land, derelict buildings, and open space.	Redevelopment of derelict and/ or disused brownfield site	Redevelopment of brownfield site currently in use but creating a poor environment	NA	Redevelopment of brownfield land that is in use but does not have any poor environment issues	Loss of greenfield land that is not designated as open space	Loss of all or part of designated open space	Where a brownfield site is redeveloped, a qualitative assessment will be made of whether the GIS-based score needs to be adjusted to take into account the existing character of the site, e.g. whether current uses are detracting from the landscape and townscape.
EN12a: Flood Risk From Rivers.	NA	NA	All other sites	NA	Majority (>50%) within Flood Zone 2 or Smaller proportion (1-50%) within Flood Zone 3	Majority (>50%) within Flood Zone 3	
EN12b: Flood Risk from Ground Water.	NA	NA	All other sites	NA	Majority (>50%) within 'moderate' groundwater flood risk area <u>or</u> smaller proportion (1-50%) within 'high' or 'very high' groundwater flood risk area	Majority (>50%) within 'high' or 'very high' groundwater flood risk area	
EN12c: Flood Risk from Surface Water.	NA	NA	All other sites	NA	Smaller proportion (1-50%) within 1 in 100 year surface water flood risk area	Majority (>50%) within 1 in 100 year surface water flood risk area	
EC2a: Employment Floorspace Change	> +4,500 sq.m. gain		< 4,500 sq.m. and > 1000 sq.m. gain	< 1000 sq.m. gain and < - 1000 sq.m.loss	>-1000 sq.m. and <- 4500 sq.m. loss	>-4,500 sq.m. loss	

Alperton Central

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	++	++	++	0

Alperton Central is to the south of Alperton Growth Area. It is not identified as a Strategic Area for Regeneration in the London Plan. It benefits from good access to services being adjacent a sports ground and walking distance of a number of nearby primary and secondary schools. It's less than 800m from Ealing Road Town Centre and adjacent a supermarket.

In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
0	-	0	--	-	?	0	?	+	0	-	-

The site is within an Air Quality Management Area. Sources of pollution include the surrounding road network and waste facility at Alperton South. Development in this location is therefore likely to increase pressure on the road network and further contribute to poor air quality.

Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.

Alperton North Abercorn Commercial Centre

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	0	++	++	0

Alperton North Abercorn Commercial Centre is west of Alperton Growth Area. The site is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground, a nearby all through school. It's less than 400m from Ealing Road Town Centre and adjacent a supermarket.

In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.

Environmental IIA Criteria

EN1a: PTAL improvem ents	EN2a: Conflicts with waste managem ent sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contamina ted land	EN5a: Ecological value	EN7a: Heritage/ Cultural Significan ce.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	+	--	0	?	0	?	+	0	-	-

The site is within an Air Quality Management Area. Sources of pollution include the surrounding road network. The site benefits from immediate proximity to Alperton Tube Station and therefore has a high PTAL of 3/4. This should facilitate car free developments throughout the site which will help reduce local traffic and pollution.

The sites southern boundary is adjacent to the Grand Union canal which is a green chain. The canal is not achieving 'good' status for water quality. This is due primarily to pollution and physical modification from urban development, transport and the water industry. There is an opportunity to enhance the watercourse, increasing naturalisation which will help to improve water quality.

Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site. Development would result in derelict and land and building being brought back into use.

Alperton North Bridgewater Road

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	0	++	++	0

Alperton North Bridgewater Road is north of Alperton Growth Area. The site is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground, a nearby all through school. It's less than 400m from Ealing Road Town Centre and adjacent a supermarket.

In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	-	0

The site is within an Air Quality Management Area. Sources of pollution include the surrounding road network. The site benefits from immediate proximity to Alperton Tube Station and therefore has a high PTAL of 4/5. This should facilitate car free developments throughout the site which will help reduce local traffic and pollution.

Parts of the site have a moderate risk of groundwater flooding. The site is not at risk from fluvial or surface water flooding.

As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site. Development would result in derelict and land and building being brought back into use.

Alperton North Wharfside

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	++	++	++	0
<p>Alperton North Wharfside is surrounded by Alperton Growth Area. The site is not within a London Strategic Area for Regeneration, however, it is within an area which is subject to high crime rates and therefore would benefit from investment. It benefits from good access to services being in walking distance of a sports ground, a nearby all through school. It's less than 400m from Ealing Road Town Centre and a supermarket is planned adjacent the site.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to re-provision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	+	--	0	?	-	?	+	0	-	-
<p>The site is within an Air Quality Management Area. Sources of pollution include the surrounding road network. The site benefits from immediate proximity to Alperton Tube Station and therefore has a high PTAL of 4/5. This should facilitate car free developments throughout the site which will help reduce local traffic and pollution.</p> <p>The sites southern boundary is adjacent to the Grand Union canal which is a green chain. The canal is not achieving 'good' status for water quality. This is due primarily to pollution and physical modification from urban development, transport and the water industry. There is an opportunity to enhance the watercourse, increasing naturalisation which will help to improve water quality.</p> <p>Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Alperton South

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	-	++	?	++	-	++	0

Alperton South is 250 metres to the south of Alperton Growth Area. It is not identified as a Strategic Area for Regeneration in the London Plan. It benefits from good access to services being adjacent a sports ground and walking distance of a number of nearby primary and secondary schools. It's over 1,000m from the nearest town centre at Ealing Road.

In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
-	--	0	--	--	?	-	?	+	0	-	-

The site predominantly falls within PTAL 1 and with no planned transport interventions in this location there is little scope for this to increase. The site is within an Air Quality Management Area. Sources of pollution include the surrounding road network and waste facilities. Development in this location is therefore likely to increase pressure on the road network and further contribute to poor air quality. The presence of waste facilities on the site means this site scores particularly negative in terms of potential conflicts from noise, odour and poor air quality.

Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.

As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.

Brentfield

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
++	+	++	?	++	++	+	0
<p>The site is within a London Strategic Area for Regeneration, due to it being in the top 20% most deprived areas in the country.</p> <p>It benefits from good access to services being in walking distance to schools and facilities at Roundwood Park. The closest town centres are Church End which is less than 500m to the north east and Harlesden 600m to the south.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
--	0	0	--	--	?	-	?	+	0	-	-
<p>The site currently has a PTAL of 1/2. The site is within an Air Quality Management Area. Sources of pollution include the adjacent Brentfield Road and power station. Due to the low PTAL development would be car dependant, which would further exacerbate existing air quality issues.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area. The west of the site has moderate potential for groundwater flooding.</p> <p>A Grade II Site of Importance for Nature Conservation runs through the site, which connects Bridge road Allotments to the Dudding Hill Loop. The SINC takes the form of fenced off grassland.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. Given the presence of the petrol station and power station there would be a need for remediation on this site. The site scores positively in terms of being a brownfield site.</p>											

Church End Chapman Park

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
0	+	++	?	++	++	+	0
<p>The site falls just outside a London Strategic Area for Regeneration. It's to the east of Church End Growth Area. The area has higher levels of crime, based on IMD ranking. Therefore investment could help regenerate this area.</p> <p>It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	0	-
<p>The site currently has a PTAL of 2-4. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with Cricklewood and Hendon via Old Oak, Neasden, Church End and Brent Cross. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.</p> <p>The site is within an Air Quality Management Area. The PTAL should allow car free development on this site, which would take pressure off the road network, with associated air quality benefits.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Church End Cobbald Estate

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
++	+	++	?	++	++	+	0
<p>The site is within a London Strategic Area for Regeneration, due to it being in the top 20% most deprived areas in the country. The area has higher levels of crime, based on IMD ranking. It is also partly within Church End Growth Area. Therefore investment could help regenerate this area.</p> <p>It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a: Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	0	-
<p>The site currently has a PTAL of 2-4. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with Cricklewood and Hendon via Old Oak, Neasden, Church End and Brent Cross. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.</p> <p>The site is within an Air Quality Management Area. The PTAL should allow car free development on this site, which would take pressure off the road network, with associated air quality benefits.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Church End Cygnus Industrial Estate

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
0	+	++	?	++	++	+	0
<p>The site falls just outside a London Strategic Area for Regeneration. It's to the east of Church End Growth Area. The area has higher levels of crime, based on IMD ranking. Therefore investment could help regenerate this area.</p> <p>It benefits from good access to services being in walking distance to schools and play space. The closest town centre is Church End less than 200m to the west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	0	-
<p>The site currently has a PTAL of 3/4. This will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with Cricklewood and Hendon via Old Oak, Neasden, Church End and Brent Cross. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.</p> <p>The site is within an Air Quality Management Area. The PTAL would allow car free development on this site, which would take pressure off the road network, with associated air quality benefits.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Colindale

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	0	++	+	0
<p>The site is not within a London Strategic Area for Regeneration or an area with higher levels of crime. However, it is to the west of Burnt Oak Colindale Growth Area.</p> <p>It benefits from good access to services being in walking distance of healthcare facilities, open space at Westfield Park, Roe Green Park and Montrose Playing Fields. The closest town centre is Burnt Oak Colindale less than 200m to the north. An ASDA supermarket is also in walking distance of the site. There are currently no schools in walking distance of the site. The Village school is less than 500m to the south. Roe Green and Kingsbury Schools are less than 1000m to the south west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
0	0	0	-	-	?	-	?	+	0	-	-
<p>The site currently has a PTAL of the site is predominantly 2. Although parts of the site to the east have a PTAL of 4.</p> <p>The site is within an Air Quality Management Area. The A5 being a main source of pollution. The low PTAL on parts of the site mean development would need car parking, which could further exacerbate air quality issues.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area. The site has moderate potential for groundwater flooding.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Cricklewood

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floor-space Change
-	+	++	?	0	++	+	0
<p>Cricklewood LSIS is not within a London Strategic Area for Regeneration, or within an area which is subject to high crime rates. It is however, to the west of Cricklewood/Brent Cross Opportunity Area, which is identified in the London Plan as having capacity for 10,000 homes and 20,000 jobs.</p> <p>It benefits from good access to services being in walking distance of Cricklewood Town Centre, schools, and Gladstone Park.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	0	-
<p>The site currently has a PTAL of 3. However, this will increase to at least 4 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with Cricklewood and Hendon via Old Oak, Neasden, Church End and Brent Cross. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross. Thameslink will connect Brent Cross to Kings Cross St Pancras in 12 minutes. The proposed station is on the border of Brent approximately 500m to the east of Cricklewood LSIS. At present the A5 Road and Midland Mainline train line create a barrier between east and west Staples Corner and separate it from Brent Cross. Infrastructure works to support the station will help reduce severance in the wider area through a new bridge for pedestrians and vehicles across the Midland Mainline train line, a new living bridge across the A406, and an enhanced pedestrian and cycle network.</p> <p>The site is within an Air Quality Management Area. Sources of pollution include the adjacent A5. The PTAL should facilitate car free developments throughout the site which will help reduce local traffic and pollution. There would be a need to mitigate potential impacts from the bus depot to any sensitive uses.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

East Lane

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	-	++	++	0
<p>The site is not within a London Strategic Area for Regeneration, or an area with higher levels of crime. It is not within a growth area.</p> <p>It benefits from good access to open space, adjoining a sports ground and less than 500m from Preston Road Town Centre. Roe Green primary school adjoins the site. The closest secondary is Wembley High less than 500m to the west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
--	0	0	-	--	?	0	?	+	0	-	-
<p>The site has a PTAL of 1/2. Due to the low PTAL development would be car dependant which could further worsen air quality in this Air Quality Management Area.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area and have moderate potential for groundwater flooding.</p> <p>As with all SIL sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Honeypot Lane

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	++	+	+	0
<p>The site is not within a London Strategic Area for Regeneration or area that experiences higher levels of crime.</p> <p>It benefits from good access to services being in walking distance to Eton Grove open space, schools and play space. Kingsbury Town Centre is less than 1000m to the south, and a supermarket is adjacent the site. Kingsbury High School and Roe Green School are less than 1000m to the east.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovion of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
0	0	0	--	-	?	0	?	+	0	-	-
<p>The site PTAL is 3 with Queensbury Station in walking distance to the east.</p> <p>The site is within an Air Quality Management Area. The PTAL gives the potential for car free development. However, if this is not achieved housing could increase car use and further worsen air quality.</p> <p>Parts of the site have a moderate risk of groundwater flooding and are within the 1 in 100 year surface water flood risk area.</p> <p>There are no sites of ecological value within the site, but a wildlife corridor and Grade I Site of Importance for Nature conservation adjoins the site on its eastern boundary.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Kingsbury

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	++	++	+	0
<p>The site is not within a London Strategic Area for Regeneration, or an area with high crime levels. It is not in proximity to any growth areas or other locations for regeneration.</p> <p>It benefits from good access to services adjoining Roe Green Park and walking distance of Roe Green and Barn Hill open spaces. The majority of the site is within 800m of Colindale Town Centre. A primary school is adjacent the site. The closest secondary is JFS over 1000m to the west.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
-	0	0	-	--	?	-	?	+	0	0	-
<p>The site currently has a PTAL of 2 with little scope for this to increase through planned transport interventions.</p> <p>The site is within an Air Quality Management Area. The PTAL would not allow for car free development. Therefore housing development would require car parking and further worsen air quality.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area. A Grade II Site of Importance for Nature Conservation is adjacent the site ,but there are no sites of ecological value within the site.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Neasden

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
0	+	++	?	++	++	+	0
<p>The site is not within a London Strategic Area for Regeneration, but is in an area that experiences higher levels of crime.</p> <p>It benefits from good access to services being in walking distance of Gladstone Park open space, schools and play space. Northview Junior and Infant School adjoins the site. The Swaminarayan School is less than 1000m to the south and a school is planned on the Chancel House site in Church End with an anticipated opening date of 2020. Neasden and Church End Town Centres are less than 500m away.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to re-provision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
+	0	0	--	0	?	0	?	+	0	0	--
<p>The site PTAL is 4/5 being within walking distance of Neasden Station. This could increase by 1 on completion of the WLO.</p> <p>The site is within an Air Quality Management Area. The PTAL gives the potential for car free development. However, if this is not achieved housing could increase car use and further worsen air quality.</p> <p>Parts of the site are within flood zone 3b due to surface water flooding. It is not within an area susceptible to groundwater or fluvial flooding.</p> <p>There are no sites of ecological value within the site. The railway lines bounding the site form part of a wildlife corridor.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Staples Corner

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	++	?	++	++	+	0
<p>The site is not currently within a London Strategic Area for Regeneration, falling just outside of the top 20% most deprived areas in the country. The area is in the top 40% of the country for crime, based on IMD ranking. It is adjacent Brent Cross in Barnet which is subject to a comprehensive masterplan and will be the location of Brent Cross Thameslink providing significant regeneration potential.</p> <p>It benefits from good access to open space and sports facilities adjoining Welsh Harp which includes a recreation ground. A GP is located to the south of the site on Oxgate Lane. Two primary schools are located less than 500m to the west and Crest Academy is less than 100m to the west. The closest town centres are Cricklewood to the south and Neasden to the west, making the majority of the site within 800m of a town centre.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a: Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
0	0	+	--	-	?	+	?	+	0	-	-
<p>The site currently has a PTAL of 2-3. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel. The WLO would connect Hounslow with Cricklewood and Hendon via Old Oak, Neasden, Church End and Brent Cross. Not only will this allow travel from north to west London without having to go through central, it will also link west London to HS2 and Elizabeth line (Crossrail) at Old Oak and Thameslink at Brent Cross.</p> <p>The site is within an Air Quality Management Area. Increased PTAL as a result of the WLO should allow car free development on this site, which would take pressure off the road network, with associated air quality benefits. There are no waste sites present within Staples Corner. Currently industrial uses adjoin the Welsh Harp to the north, which feeds into River Brent. The Welsh Harp is a Grade I SINCR and Local Nature Reserve. Development could enhance the setting of the Welsh Harp, improve water quality and ecological value.</p> <p>Parts of the site are within the 1 in 100 year surface water flood risk area. Flood risk from ground water is a risk to the north of the site. As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Northfields South

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
-	+	+	?	-	-	+	0
<p>The site is not within a London Strategic Area for Regeneration or an area with a high crime rate, based on IMD ranking. It is to the south of Alperton Growth Area, separated from the growth area by the canal.</p> <p>The site is in proximity to a number of facilities including a GP surgery, open space, primary and secondary schools. However, the canal forms a barrier to accessing these facilities. The site is more than 800m from the closest town centre at Ealing Road.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQ-MAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brown-field land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
—	0	0	--	-	?	0	?	+	0	-	-
<p>The site has a very low PTAL, with little scope for it to increase other than through improvements to the bus network.</p> <p>The site is within an Air Quality Management Area. The PTAL would not allow far car free development, meaning development would place further pressure on the road network and exacerbate air quality issues. Parts of the site are within the 1 in 100 year surface water flood risk area. The south of the site is susceptible to ground water flooding. Part of the site is within flood zone 2 and 3, but this is limited to land directly adjacent the River Brent. The canal which adjoins the site is a Grade I Site of Importance for Nature Conservation. The site is separated from the canal by a buffer of vegetation.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Wembley

Social and Economic IIA Criteria

S1a: Area is within a London Strategic Area for Regeneration	S2a: Walking distance to healthcare facilities	S2b: Walking distance to open space and sports facilities	S3a: Housing Provision Assessment.	S5: Crime and Preventing and Community Safety	S7a: Walking Distance to Services and Facilities	S7b: Walking distance to schools	EC2a: Employment Floorspace Change
+	-	++	?	++	++	+	0
<p>The site is within a London Strategic Area for Regeneration, due to it being in the top 20% most deprived areas in the country. The area has higher levels of crime, based on IMD ranking. It is also partly within Wembley Growth Area and to the north of Church End Growth Area. Therefore investment could help regenerate this area.</p> <p>The closest GP surgery is at Neasden, which is over 800m and segregated from the site by the road and rail network. The River Brent intersects the site and forms a green route adjoined by open spaces. This means all of the site is within 800m of an open space. However, it should be noted the quality of the space quality of the space along the River Brent varies and offers limited opportunities for recreation. However, Tokyngton Recreation Ground is within 800m of the site and there are indoor leisure facilities within Wembley Growth Area. Wembely SIL is equidistant from Wembley, Wembley Park, Church End and Neasden Town Centres. Due to its scale parts of Wembley SIL are over 500m from the nearest primary schools at Mitchell Brook and Neasden. The closest secondary school is in adjacent Wembley Park station and difficult to access from the east of Wembley SIL, meaning the vast majority is within 800m of a town centre.</p> <p>In terms of employment criteria all sites have scored 0 as redevelopment for co-location will be subject to reprovision of an increase in employment floorspace. Although in the short term there may be negative impacts due to relocation of businesses during redevelopment, in the long term employment levels should be maintained.</p>							

Environmental IIA Criteria

EN1a: PTAL improvements	EN2a: Conflicts with waste management sites	EN3a: Water Quality	EN4a: Air quality or noise	EN4b: Road traffic increases within AQMAs	EN4c: Contaminated land	EN5a: Ecological value	EN7a: Heritage/Cultural Significance.	EN11a Brownfield land, derelict buildings, and open space.	EN12a: Flood Risk From Rivers	EN12b: Flood Risk from Ground Water	EN12c: Flood Risk from Surface Water
-	--	+	--	—	?	-	?	+	0	-	-
<p>The majority of the site has a particularly low PTAL of 1 and 2. Although this increase to the east and west towards tube stations. However, this will increase by at least 1 on completion of the WLO. West London Boroughs forming the WLA (WLA) are working with partners TfL and GLA to take forward the WLO (WLO) Railway. The WLO features as a priority in the Mayor's Transport Strategy and would open up the existing Dudding Hill Freight line for passenger travel.</p> <p>The site is within an Air Quality Management Area. With current PTALs development on the majority of the site would be car dependant and could therefore exacerbate existing air quality issues by increasing traffic congestion. The concentration of waste management uses presents another issue for air quality and amenity. Parts of the site are within the 1 in 100 year surface water flood risk area and have potential for groundwater flooding. Sites adjacent the River Brent are within flood zone 2 and 3, however, the river is culverted and flood zones are largely contained to the river. The River Brent is a wildlife corridor and Grade I Site of Importance for Nature Conservation.</p> <p>As with all LSIS sites there is the potential for contamination due to the industrial nature. The site scores positively in terms of being a brownfield site.</p>											

Planning Policy Team

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