

Development Opportunities

In Brent



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Why invest in Brent?

Brent has a unique geography, stretching from the dense Victorian streets of Kilburn out into the sprawling Metroland suburbs of Queensbury. Our ambitions for growth have to respond to a range of different contexts and scales, as well as a range of social demographics - Brent is one of London's most diverse boroughs.

With our positive attitude to growth and exciting development opportunities, very good transport connections and aspiration to grow an inclusive diverse economy - Brent is open for business.

Our ambitious plans for good growth are set out in the adopted Brent Local Plan 2019-2041 which will see significant investment in new homes, employment and community infrastructure across 8 Growth Areas up to 2041.

By 2041 the borough is expected to be home to around 65,000 more people. To accommodate this growth we are planning for an additional 46,000 homes along with the right supporting infrastructure, facilities and jobs to support our communities of today and tomorrow.



Significant regeneration is underway in Alperton, South Kilburn and Wembley which has attracted new residents, jobs, business, investment and visitors. Church End, Neasden Stations and Staples Corner Growth Areas now offer new opportunities.

Cllr Sharma Tatler

Cabinet member for
regeneration and planning

Delivering for our diverse communities

Brent has a proud history of diversity where communities have lived and worked together for decades. There has been much change over the last twenty years. Significant regeneration in Brent has attracted new residents, jobs, business, investment and visitors.



We're committed to ensuring inclusive growth and regeneration is realised for all residents and businesses in Brent, responding to their needs, desires and aspirations.

We recognise how important it is to involve the community in helping us create successful places and a better Brent. That is why the Local Plan and other planning documents and strategies are underpinned by on-going, meaningful community involvement.

Community involvement and participation with our diverse communities on development proposals is what we expect from the development industry too – all of which is necessary to improve the prospects for the borough's residents and businesses.

Leading the way in design quality

The Council is committed to delivering excellence in development quality. It expects all new development to embrace the principles of good design, and positively respond to the character of Brent's places.

Good design makes places that put people first, promote health and are welcoming, feel safe, are enjoyable and easy to use for everyone.

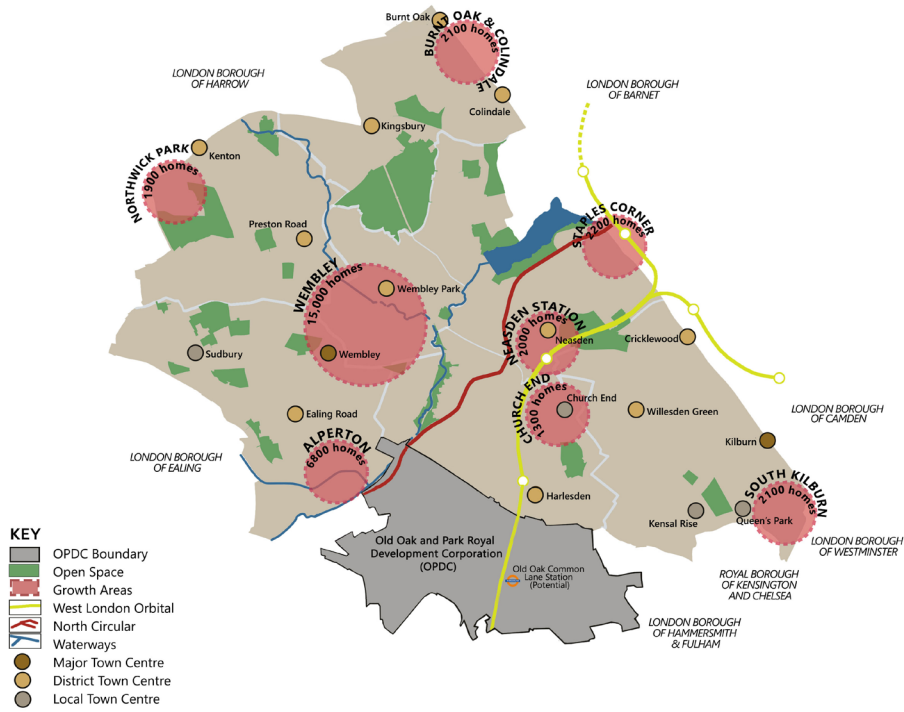
We require the use of a design quality review panel on a range of development proposals.

Our development vision focuses on how Brent will continue to be a great place to live, work and visit. We look forward to continue working with our partners, developers and investors to deliver good growth that benefits residents, businesses and visitors.

Find out more about what's happening in our Growth Areas below.



THE BRENT LOCAL PLAN SEEKS TO:



Brent Local Plan Key Diagram showing all Growth Areas and indicative housing capacity



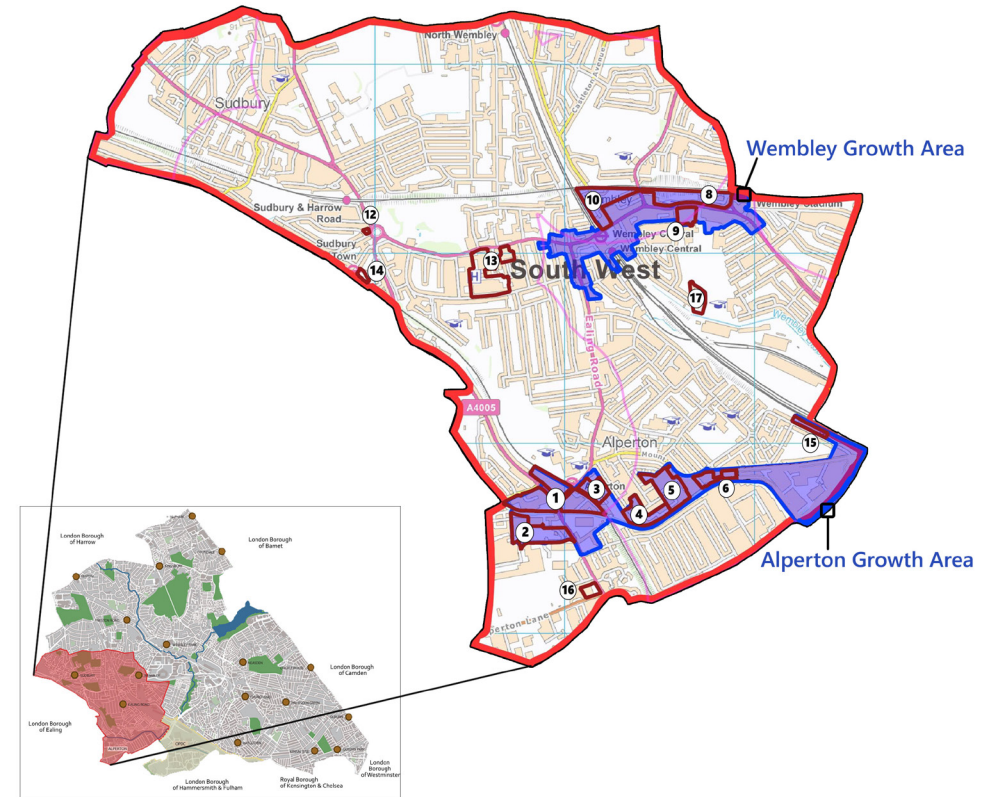
- Deliver a minimum 46,000 new homes (affordable and family) up to 2041
- Ensure that existing employment areas are protected and jobs increased through intensification of wholly business floorspace, or as part of mixed use developments;
- Promote town centres as priority location for town centres uses but recognises flexibility is required to respond to changing nature of shopping patterns;
- Deliver supporting infrastructure like new health facilities;
- Protect open spaces and seek new spaces in association with development;
- Protect our heritage assets;
- Address climate change; and
- Prioritise more sustainable movement and active travel.

ALPERTON GROWTH AREA



Alperton Growth Area's transformation as an extensive area of mixed use residential led regeneration principally focussed along the Grand Union canal will continue between Alperton and Stonebridge Park stations delivering over 6,800 additional homes.

Alperton will be encouraged to become an enterprise hub that will provide a major boost to business and employment opportunities.



Development sites in Alperton Growth Area and Wembley Growth Area in South West Brent

Future development opportunities

| ALPERTON GROWTH AREA | | |
|----------------------|---|---|
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 1 | BSWSA1 Alperton Industrial Sites (Bridgewater Road and Ealing Road) | Mixed-use scheme co-locating 829 residential units with existing industrial and commercial uses |
| 2 | BSWSA2 Sainsbury's Alperton (360 Ealing Road) | Replacement/maintain existing superstore with 200 residential units on remainder of site |
| 3 | BSWSA3 Atlip Road | Mixed-use residential-led scheme with 450 residential units, re-provision of gym, re-providing along Ealing Road the range of town centres uses within the Atlip Centre and also the Church of God Prophecy |
| 4 | BSWSA4 Sunleigh Road | Mixed-use residential led development with 369 residential units incorporating some replacement industrial and potential commercial leisure use at ground floor level |
| 5 | BSWSA5 Abbey Manufacturing Estate (Mount Pleasant, Wembley) | Mixed-use residential-led development with 698 residential units incorporating replacement industrial space, small scale retailing/ commercial leisure and community uses (e.g. nursery) |
| 6 | BSWSA6 Beresford Avenue | Mixed-use residential-led development with 42 residential units incorporating industrial uses |

| WEMBLEY GROWTH AREA (SOUTH WEST BRENT) | | |
|--|----------------------------|---|
| Site# | Local Plan Site Allocation | Allocated use with indicative capacity |
| 8 | BSWSA8 Wembley High Road | Mixed-use residential led development with 394 residential units incorporating main town centre uses. Increase in industrial floorspace |

| Site# | Local Plan Site Allocation | Allocated use with indicative capacity |
|-------|-------------------------------|---|
| 9 | BSWSA9 Former Copeland School | Residential-led mixed use, 250 residential units and community facilities |
| 10 | BSWSA10 Elm Road | Mixed-use town centre use within town centre boundary, Mixed used residential led with 400 residential units development, hotel and supporting community facilities |

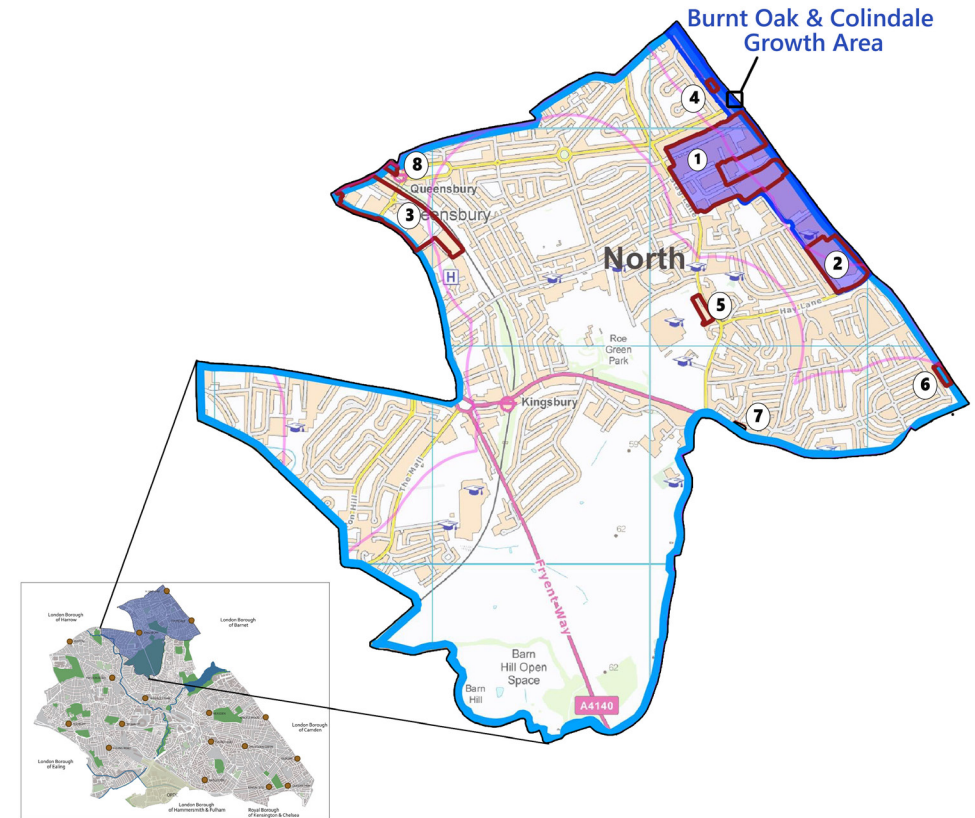
| ELSEWHERE IN SOUTH WEST BRENT | | |
|-------------------------------|---|--|
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 12 | BSWSA12 Keelers Service Centre | 22 residential units/ commercial/ employment |
| 13 | BSWSA13 Wembley Police & Fire Stations Harrow Road and Wembley Community Hospital/ Chaplin Road Health Centre | Existing police, fire and health facilities retained/reconfigured, opportunities for other community uses considered and residential on any surplus land |
| 14 | BSWSA14 Sudbury Town Station car park | 30 residential units |
| 15 | BSWSA15 Employment Land on Heather Park Drive | 36 residential units/ Industrial |
| 16 | BSWSA16 Carphone Warehouse 416 Ealing Road | Mixed use retail/commercial/ 120 residential units /community |
| 17 | BSWSA17 Former Wembley Youth Centre/ Dennis Jackson Centre London Road HA9 7EU | Residential units with community use |

BURNT OAK AND COLINDALE GROWTH AREA



The Burnt Oak/ Colindale Growth Area is promoted for mixed use regeneration along the axis of Edgware Road. The primary emphasis in this area will be on creating a sense of place, through well considered quality design that is complementary to the remaining adjacent metroland heritage of the area.

The Growth Area will deliver over 2,100 new homes by 2041, supported by social and physical infrastructure.



Development sites in Burnt Oak and Colindale Growth Area in North Brent

Future development opportunities

| BURNT OAK AND COLINDALE GROWTH AREA | | |
|--|--|--|
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 1 | BNSA1 Capitol Way Valley (Capitol Industrial Park, Edgware Road) | Mixed-use development with 1100 residential units comprising areas of industrial intensification and co-location, retention of superstore of same size, or less, any associated required social infrastructure |
| 2 | BNSA2 Colindale Retail Park, Multi-Storey Car Park and Southon House (363 Edgware Road) | Mixed use development to include 500 residential units, retail and replacement industrial and office space/affordable workspace |
| 4 | BNSA4 Former Mecca Bingo Site (1 Burnt Oak Broadway, Edgware) | 50 residential units, community use, and employment space |
| ELSEWHERE IN NORTH BRENT | | |
| 3 | BNSA3 Honeypot LSIS and Morrisons | Mixed use development with 189 residential units, intensification and co-location ,redevelopment of the superstore, to include residential and retail floorspace |
| 5 | BNSA5 Former Kingsbury Library and Community Centre | Mixed use with 27 residential units |
| 6 | BNSA6 Ex-Volkswagen Garage | Residential development (capacity to be determined) |
| 7 | BNSA7 Kingsbury Trade Centre | Mixed use redevelopment including the retention of existing employment floorspace |
| 8 | BNSA8 Queensbury Underground Station Car Park | 36 Residential units plus re-provision of car parking required for station |



CHURCH END GROWTH AREA

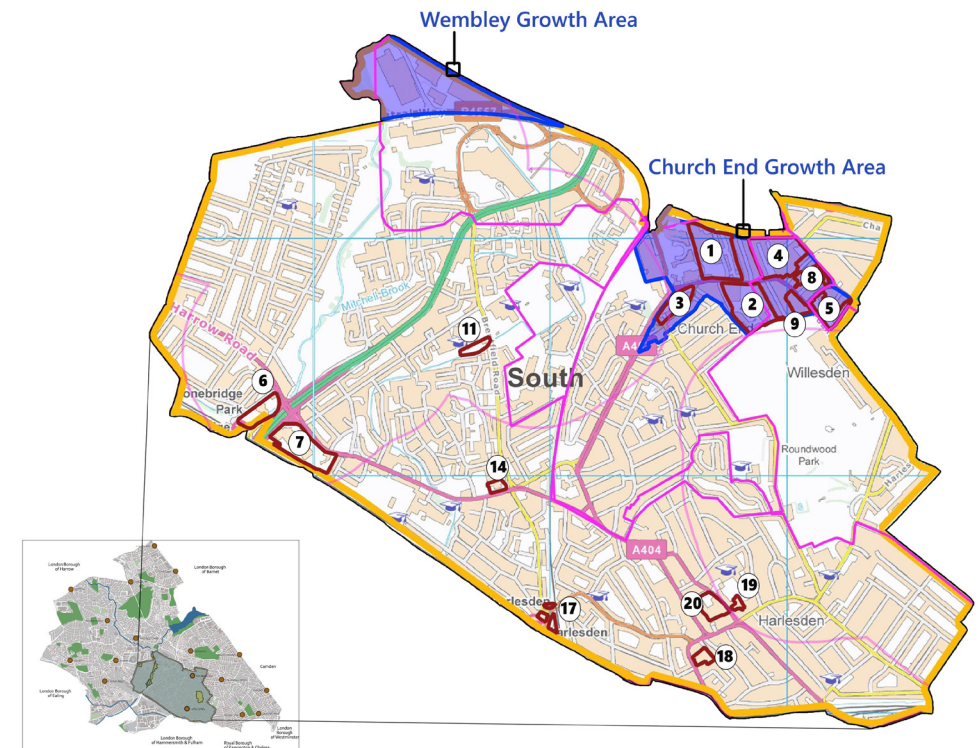
Church End will be enhanced as an attractive, prosperous and sustainable neighbourhood. A neighbourhood which celebrates its heritage and the cultural diversity of its existing communities, whilst continuing to welcome new residents and businesses.

A minimum of 1,300 new high quality homes, including affordable homes, family sized-dwellings, and specialist accommodation for older people will be delivered. Intensification of industrial sites will deliver fit for the future industrial space for local businesses and emerging sectors including film, music, media and food production;

The West London Orbital will improve the connectivity of Church End to the wider borough and Central London.

A Church End Masterplan SPD is currently being prepared. It will be used to assess planning applications and inform future planning decisions for development in the area. It will help to ensure that the transformation of Church End brings forward physical, social and economic regeneration for the benefit of all the community.

For more details, please visit <https://www.brent.gov.uk/business/regeneration/growth-areas/church-end>



Development sites in Church End Growth Area in South Brent

Future development opportunities

| CHURCH END GROWTH AREA | | |
|---------------------------------|---|---|
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 1 | BSSA1 Asiatic Carpets | Mixed-use with 380 residential units, industrial and supporting community facilities |
| 2 | BSSA2 B&M Home Store & Cobbold Industrial Estate | 160 residential units, industrial and supporting community facilities |
| 3 | BSSA3 Church End Local Centre | 96 residential units, commercial, new market |
| 4 | BSSA4 Chapman's And Sapcote Industrial Estate | Mixed-use with 315 residential units, industrial and supporting community facilities |
| 5 | BSSA5 Willesden Bus Depot | Re-provision of bus depot and public house or industrial uses with 60 residential units above |
| 8 | BSSA8 McGovern's Yard | 50 residential units and industrial |
| ELSEWHERE IN SOUTH BRENT | | |
| 6 | BSSA6 Argenta House & Wembley Point | 141 residential units, with potential for affordable workspace, supporting community and cultural uses and small scale retail |
| 7 | BSSA7 Bridge Park & Unisys Building | New leisure centre, hotel, office, 505 residential units and small scale commercial and community uses |
| 9 | BSSA9 Barry's Garage | 40 residential units, workspace and community space |

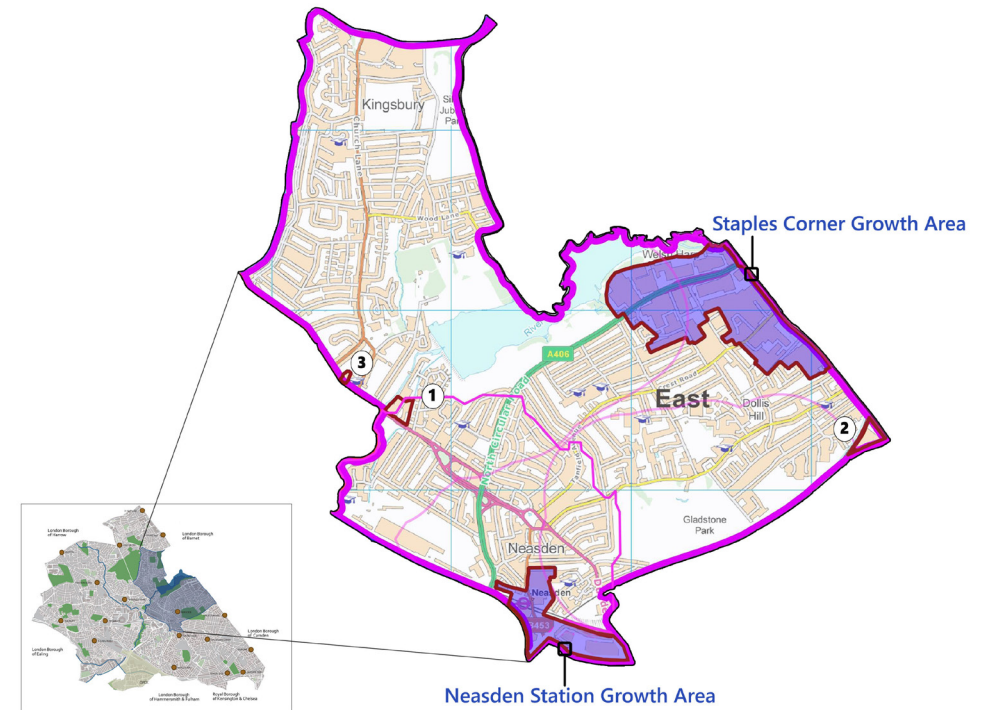
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
|--------------|--|--|
| 11 | BSSA11 Euro Car Rental | 25 residential units |
| 14 | BSSA14 Morland Gardens | 65 residential units |
| 17 | BSSA17 Harlesden Railway Generation Station | Workspace provision |
| 18 | BSSA18 Harlesden Telephone Exchange | Mixed-use with 52 residential units and commercial |
| 19 | Salvation Army & Manor Park Works | 45 residential units and a replacement Salvation Army hall |
| 20 | Harlesden Plaza | 208 residential units on upper levels with commercial on the ground floor, a justified amount of replacement car parking, community space, a town square |

NEASDEN STATIONS GROWTH AREA



The area around the existing Neasden underground station and a potential West London Orbital Overground station will be transformed. At least 2000 homes will be delivered, and the area will, through co-location of industrial and other commercial floorspace, provide a major boost to business and employment opportunities.

The Neasden Stations Masterplan SPD was adopted in April 2022. Please visit <https://www.brent.gov.uk/business/regeneration/growth-areas/neasden-stations-growth-area> for more detail.



Development sites in Neasden Stations Growth Area and Staples Corner Growth Area in East Brent

Future development opportunities

| NEASDEN STATIONS GROWTH AREA | | |
|---|--|--|
| Local Plan Site Allocation | Allocated use with indicative housing | |
| BEGA1 Neasden Stations Growth Area (Neasden Lane, Denzil Road and Selbie Avenue) | 2000 residential units, Co-location and intensification on Locally Significant Industrial Sites, new passenger railway line, improved open space, public realm, cycle infrastructure and social infrastructure | |
| ELSEWHERE IN EAST BRENT | | |
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 1 | BESA1 Coombe Road | Mixed use development 206 residential units on the upper floors, replacement of the existing light industrial and storage and distribution floorspace and on the McDonalds site retail or takeaway and/or light industrial and storage and distribution uses |
| 2 | BESA2 Cricklewood Bus Depot Edgware Road | Mixed use development with 202 residential units on the upper floors including replacement or relocation of bus depot in lower ground and upper floors (offices on Edgware Road frontage if needed to accommodate the required floorspace) |
| 3 | BESA3 5 Blackbird Hill | 45 Residential units, medical or health service, crèche nursery or day centre, learning and non-residential institutions or local community use and residential |

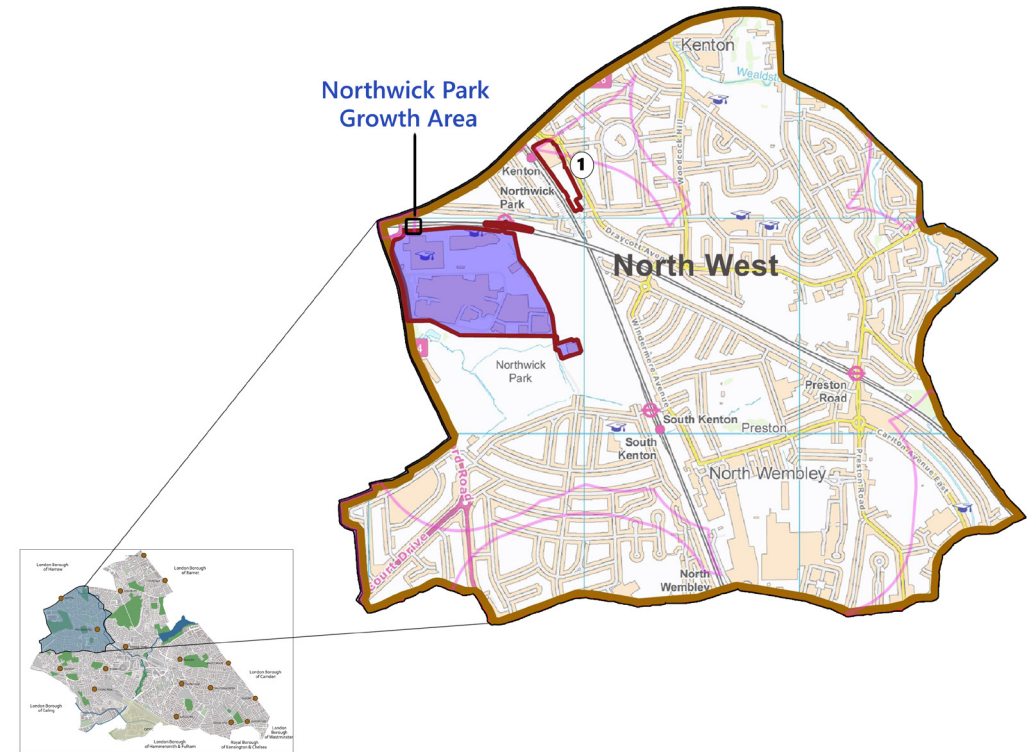


NORTHWICK PARK GROWTH AREA



Development is already underway in this Growth Area and is predicted to deliver 2109 new homes along with mixed used development, including a small amount of commercial floorspace and residential development to enable upgrades/ refurbishment to the existing facilities.

There is a further development opportunity at Kenton Road Sainsbury's and adjoining land (Site Allocation BNWSA1, site # 1) with an indicative housing capacity of 150 and allocated use as mixed-use development incorporating a retail store of comparable size.

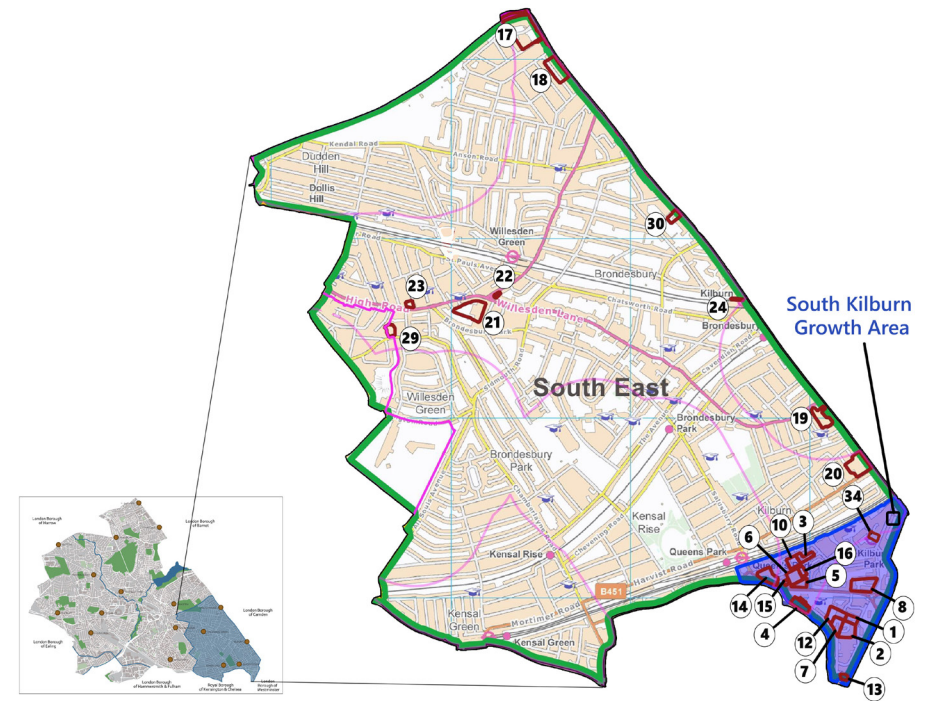


Development sites in Northwick Park Growth Area in North West Brent

SOUTH KILBURN GROWTH AREA



The Council will continue to facilitate a shift from the housing estates of the 1960s and 1970s to new high quality housing (including at least 1,200 affordable homes for social rent for existing South Kilburn tenants, supported by homes for market sale), a flourishing local economy supported by adequate infrastructure, a high quality, safe and healthy local environment, and the amenities and sense of space and place to support a diverse and vibrant local culture.



Development sites in South Kilburn Growth Area in South East Brent

Future development opportunities

| SOUTH KILBURN GROWTH AREA | | |
|---------------------------|---|---|
| Site# | Local Plan Site Allocation | Allocated use and indicative housing |
| 1 | BSESA1 Austen(1-167 Austen House, Cambridge Road) | Mixed tenure housing development (-36 residential units) incorporating the Marian Community Centre and Immaculate Heart of Mary Catholic Church |
| 2 | BSESA2 Blake (1-72 Blake Court, Malvern Road) | Mixed tenure housing development with 50 residential units |
| 3 | BSESA3 Carlton House (113-128 Carlton House and Carlton Hall, Denmark Road) | Mixed tenure housing development with 68 residential units |
| 4 | BSESA4 Carlton Infant School | Mixed tenure housing development with 40 residential units |
| 5 | BSESA5 Craik (1-78 Craik Court, Carlton Vale) | Mixed tenure housing development with 42 residential units and with potentially ground floor commercial uses |
| 6 | BSESA6 Crone & Zangwill (1-85 Crone Court, Denmark Road, NW6 5BX and 1-10 Zangwill House Carlton Vale) | Mixed tenure housing development with 37 residential units and potentially ground floor commercial uses |
| 7 | BSEBSA7 Dickens (1-167 Dickens House, Malvern Road) | Mixed tenure housing development (-63 residential units) |
| 8 | BSESA8 Hereford House & Exeter Court | Mixed tenure housing development with 73 residential units and new open space |
| 10 | BSESA10 Neville & Winterleys | Mixed tenure housing development with 63 residential units |

| Site# | Local Plan Site Allocation | Allocated use and indicative housing |
|-------------------------------|---|---|
| 12 | BSESA12 Wordsworth, Masefield and part of South Kilburn Open Space | Redevelopment to provide a new 3FE school building to incorporate the existing Kilburn Park Junior and Carlton Vale Infants Schools, plus nursery, community space and 60 residential |
| 13 | BSESA13 John Ratcliffe House | Mixed tenure housing (-23 residential units) |
| 14 | BSESA14 William Dunbar House and William Saville House | Mixed tenure housing, 50 residential units with commercial/town centre uses at ground/mezzanine floor |
| 15 | BSESA15 UK Albanian Muslim Community and Cultural Centre | Mixed use comprising community use and commercial or residential units |
| 16 | BSESA16 OK Club | Upgrading of existing community uses, plus mixed tenure residential development |
| 34 | BSESA34 Kilburn Park underground station | Station, ground floor commercial with 20 residential units on the upper floors |
| ELSEWHERE IN SOUTH EAST BRENT | | |
| 17 | BSESA17 Cricklewood Broadway Retail Park | 380 residential units and commercial |
| 18 | BSESA18 245 – 289 Cricklewood Broadway | 72 residential units and commercial |
| 20 | BSESA20 Kilburn Square | Mixed-use development including 100 residential units, retail including a new market and public square |
| 21 | BSESA21 Willesden Green Sainsbury's and Garages | Mixed-use including 50 residential units and retail uses |

| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
|-------|--|--|
| 22 | BSESA22 Queen's Parade | Housing or student accommodation with ground level retained for commercial use |
| 23 | BSEESA23 Former Willesden Police Station | Mixed-use employment and 20 residential units |
| 24 | BSESA24 Kilburn Station arches | Commercial uses, including workspace provision |
| 29 | BSESA29 Willesden Telephone Exchange, 50 Harlesden Road, NW10 2BU | Mixed-use employment and 20 residential units |
| 30 | BSESA30 61-65 Shoot Up Hill, London, NW2 3PS | 20 residential units and re-provision of doctor's surgery |

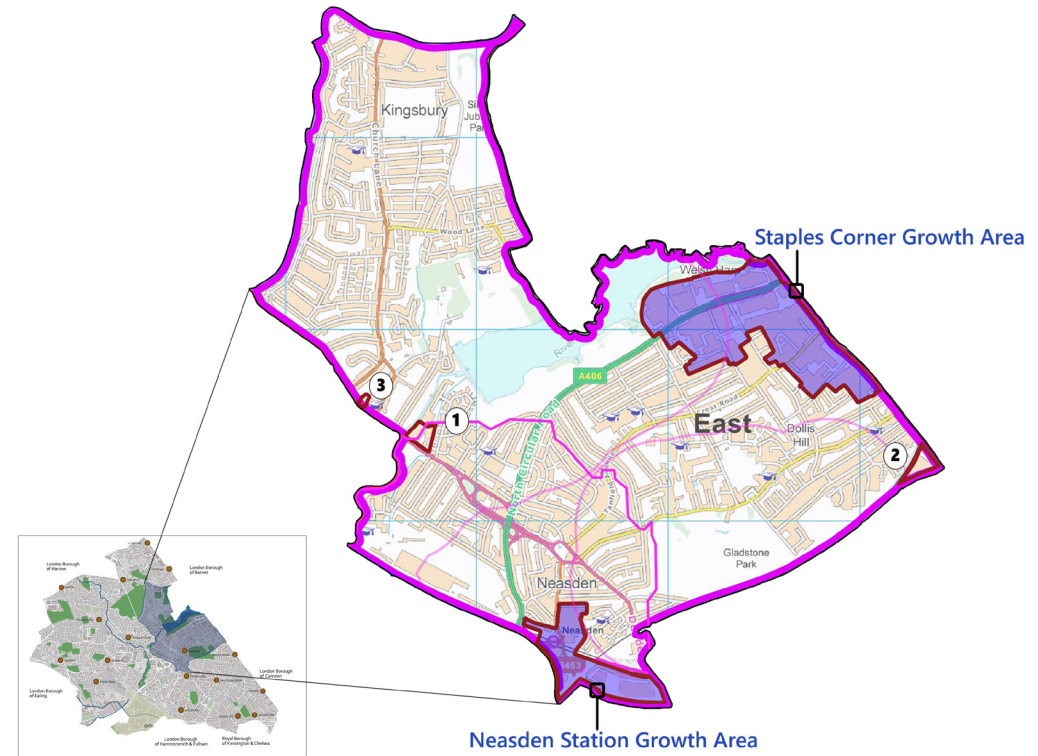


STAPLES CORNER GROWTH AREA

The Staples Corner Growth Area covers Staples Corner Strategic Industrial Land, adjacent to the Edgware Road and North Circular Road. In addition to around 2,200 homes, the area will through industrial intensification together with co-location of industrial provide a major boost to business and employment opportunities through increased floorspace.

Working closely with LB Barnet and the Greater London Authority, the Council will seek to, as best as possible, link it with and complement the Brent Cross Opportunity Area. It will also maximise the potential of the area to benefit from improved public transport connectivity to Central London and beyond provided by the new Brent Cross West Thameslink station and the potential West London Orbital.

Work is underway on a Masterplan SPD for the Growth Area that will provide the detailed vision and planning policy framework for regeneration and growth in Staples Corner for the next twenty years. For more detail, please visit: <https://www.brent.gov.uk/business/regeneration/growth-areas/staples-corner>

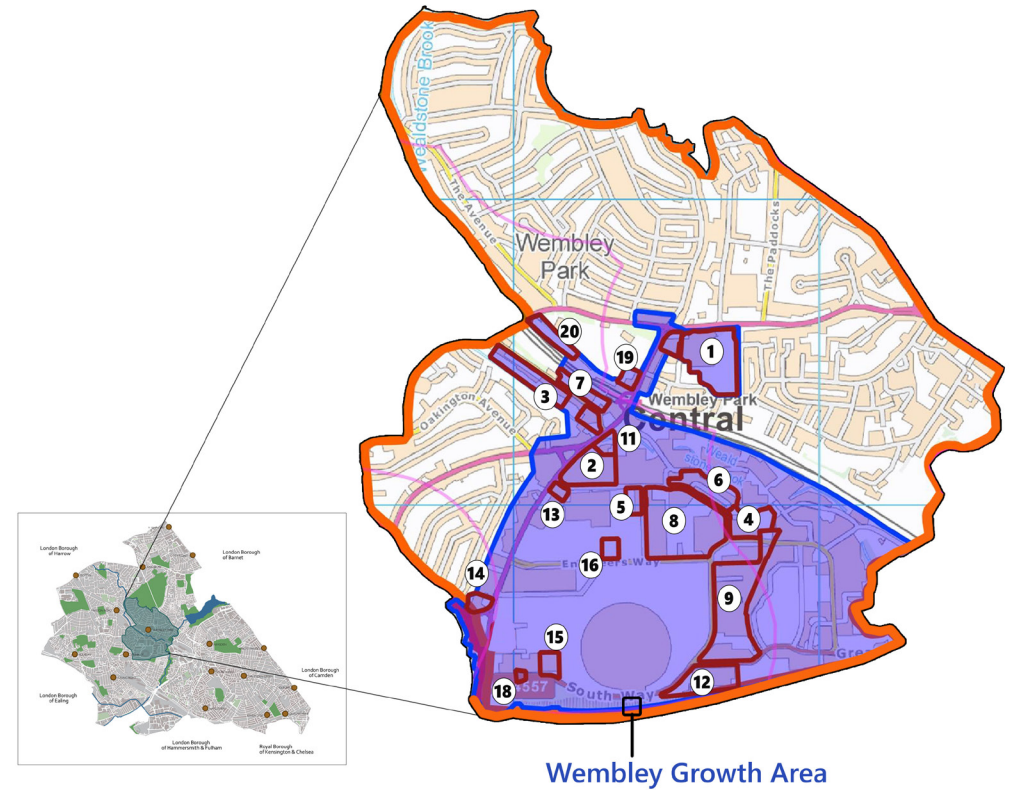


Staples Corner Growth Area and Neasden Stations Growth Area in East Brent

WEMBLEY GROWTH AREA



Wembley Growth Area will continue its transformational change to becoming a high quality, high density, highly connected and sustainable city quarter generating over 15,000 new homes (principally within the Wembley Park development) as well as jobs across a range of sectors and supporting community infrastructure.



Development sites in Wembley Growth Area in Central Brent

Future development opportunities

| WEMBLEY GROWTH AREA (CENTRAL BRENT) | | |
|-------------------------------------|---|--|
| Site# | Local Plan Site Allocation | Allocated use with indicative housing |
| 1 | BCSA1 Asda/ The Torch/ Kwikfit | 485 Residential-led mixed-use development |
| 2 | BCSA2 Stadium Retail Park & Fountain Studios | 995 Residential-led mixed-use development |
| 3 | BCSA3 Brook Avenue | 450 residential units/Hotel/other main town centres uses on the current Premier Inn site with residential on the remaining along Brook Avenue |
| 4 | BCSA4 Fifth Way/ Euro Car Parts | Mixed-use, 759 residential-led development maximising re-provision of industrial floorspace |
| 5 | BCSA5 Olympic Office Centre | Mixed use main town centre uses, education/ campus or residential units incorporating flexible retail uses, leisure and community uses at ground floor level |
| 6 | BCSA6 Watkin Road | Mixed-use, 891 residential-led development incorporating maximum re-provision of industrial space |
| 7 | BCSA7 Wembley Park Station (South) | Mixed-use, 454 residential-led development to include replacement of TfL ancillary accommodation |
| 8 | BCSA8 Wembley Retail Park | Mixed-use, 2237 residential-led development |
| 9 | BCSA9 First Way | 1253 Residential-led mixed-use development, including education and industrial |

| Site# | Local Plan Site Allocation | Allocated use with indicative capacity |
|-------|--|--|
| 11 | BCSA11 College Of North West London Wembley | Mixed-use 155 residential-led development |
| 12 | BCSA12 Land To South Of South Way | 500 Residential-led mixed-use development including industrial premises |
| 13 | BCSA13 Former Malcolm House Site | Mixed Use with maximum viable light industrial/ research & development floorspace with the remainder being of main town centre uses or 100 residential units |
| 14 | BCSA14 ST Joseph's Social Club, Empire Way | 60 Residential units/ community use |
| 15 | BCSA15 Land West Of Multi Storey Car Park On South Way West Of The National Stadium | Retail or leisure at ground, upper floors office |
| 16 | BCSA16 Land North Of Engineers Way, Between Brent Civic Centre And Olympic Way | Retail/food & drink/ medical or health services/ crèche, nursery or day centre/ Hotels and hostels/ Learning and non-residential institutions/local community/ cultural and leisure uses |
| 18 | BCSA18 Land Between Ibis and Premier Inn, South Way | Retail/food and drink/offices/ medical or health services/ crèche, nursery or day centre/ Learning and non-residential institutions/local community |

| Site# | Local Plan Site Allocation | Allocated use with indicative capacity |
|-------|---|---|
| 19 | BCSA19 Wembley Park Station, Police Station and Adjacent Land Bridge Road | 60 Residential units, plus reprovision of police station |
| 20 | BCSA20 Wembley Park Station (North) | Mixed-use, 100 residential-led development |





Meet the team

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For more information visit:

Planning policy: www.brent.gov.uk/planning-and-building-control/planning-policy-and-guidance

Regeneration: <https://www.brent.gov.uk/business/regeneration>



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