



Image: Brompton Bicycles employee.

GREENFORD TOWN PLAN

47,107
GREENFORD
POPULATION



Greenford today

4.3.1 — Greenford is located in the north of the borough and comprises three wards: North Greenford, Central Greenford, and Greenford Broadway. Figure G1 illustrates the existing context of Greenford today.

A diverse population with areas of deprivation

4.3.2 — The area is home to a multi-cultural population of approximately 47,000 residents. It is one of the most diverse places in the borough (and more diverse than the London average) with 55% of residents identifying as non-white.

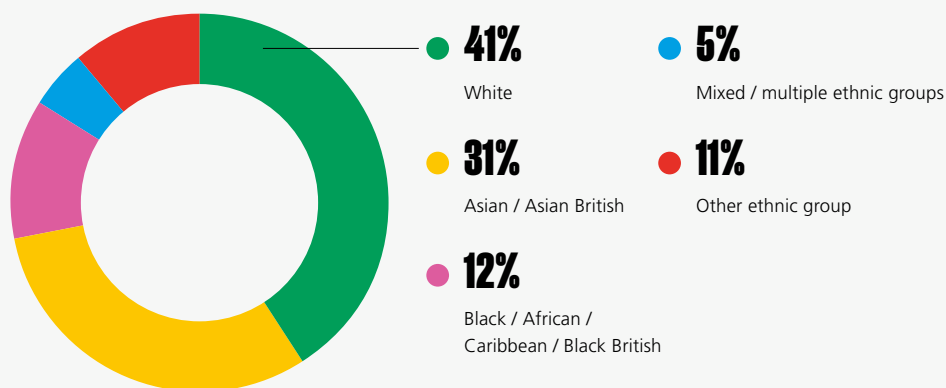
4.3.3 — There are pockets of deprivation throughout Greenford with areas of Central Greenford and Greenford Broadway amongst the 30% most deprived neighbourhoods nationally. Highest levels of deprivation exist in communities to the south of Greenford Broadway and near the border with Northolt. Historically, these communities in Greenford have been overlooked, experiencing low levels of inward investment.

A polycentric town providing daily neighbourhood needs

4.3.4 — Greenford is a suburban area that developed during the inter-war period around an historic town to the south and canal side industry to the north. Today, Greenford is a large and polycentric area comprising various local centres, high-quality parks, and valuable industrial land.

4.3.5 — Greenford District Centre is the most significant centre in the north-west of Ealing, offering a range of food and retail establishments alongside local services such as Greenford Library and Greenford Hall. To the north of Greenford District Centre, the neighbourhood and local centres at Westway Cross, Greenford Station, and Sudbury Hill establish Greenford’s character as a polycentric town which is composed of several sub areas.

4.3.6 — In addition, Greenford benefits from high quality green spaces such as Horsenden Hill, Ravenor Park, Marnham Fields, and Brent Valley Park, as well as from the Grand Union Canal and River Brent.



Source: 2021 Census

Figure G1:
Greenford existing context

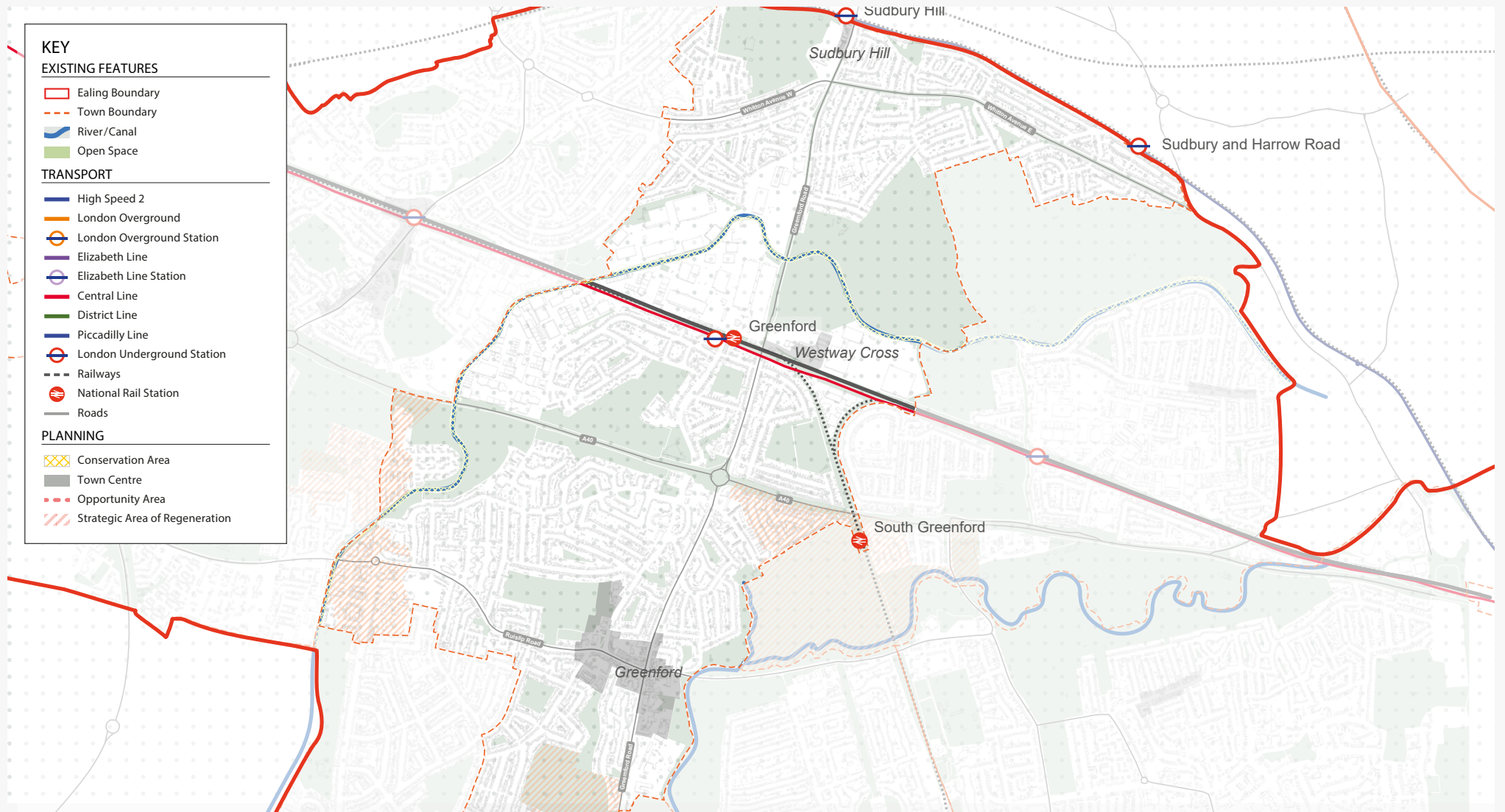




Image: Ravenor Park,
Greenford.



GREENFORD BENEFITS FROM HIGH QUALITY GREEN SPACES SUCH AS HORSENDEN HILL, RAVENOR PARK, MARNHAM FIELDS, AND BRENT VALLEY PARK.

Poor north-south connectivity


4.3.7 — Greenford Station is the primary transport hub for Central Greenford offering underground and national rail connections to Central London, West Ealing, Northolt, and Ruislip. North Greenford is served by Sudbury Hill and Sudbury Town Underground Stations offering underground connections to Central London and Heathrow. This concentration of stations to the north of Greenford means that communities in the southern part of the town, particularly in Greenford Broadway, are largely dependent on the bus network. While Greenford Broadway is served by a large number of bus services, other parts of the town have access to limited bus services.

4.3.8 — Connections between North Greenford and Greenford Broadway are further worsened by severance caused by the Grand Union Canal, railway lines, and A40. However, the Grand Union Canal offers some cycle connectivity to the rest of the borough.

4.3.9 — Traffic congestion is a critical issue for Greenford, particularly on Oldfield Lane North, Ruislip Road, and Greenford Road. Greenford does not have any Elizabeth line stations, and limited bus connectivity to the nearest Elizabeth line stations at Hanwell and Southall.

Strong economic base to build upon

4.3.10 — Greenford's industrial land is a major employment area. A range of innovative tech, logistic, manufacturing and food businesses provide local jobs as well as attracting workers to Greenford from further away. It forms part of the Productivity Arc extending along the A40 from North Acton to Northolt. This has meant that Greenford has fewer low paying jobs than the Ealing average, underpinned by well-paid manufacturing employment opportunities.



7% OF ALL JOBS IN GREENFORD ARE HIGH TECH MANUFACTURING.

Source: ONS BRES (2020)

Issues to address in Greenford

4.3.11 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Greenford. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.3.12 — The following sets out the key issues facing Greenford based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).

LINKS

[Click here](#) for more information on the Shaping Ealing Report.

**32%
OF JOBS ARE
CLASSIFIED
AS LOW PAID
WORK.***

Source: PRD's Greenford Town profile.

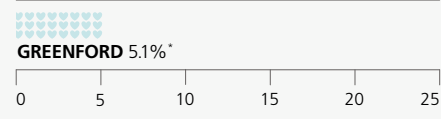


Image: Lack of affordable homes in Greenford.

Low education attainment, low wage workforce and stagnant population

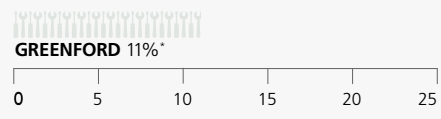
4.3.13 — Reflecting the higher levels of deprivation, education attainment has historically been low. Residents educated to a degree level is below the Ealing and London averages. One of the consequences of this low level of educational attainment is that a large proportion of residents (32%) is classified as being in low paying work. In addition, a high portion of the population is classified as being in bad or very bad health. Greenford is therefore at increased risk of health and wage inequality.

PERCENTAGE OF POPULATION THAT ARE IN BAD OR VERY BAD HEALTH



Source: PRD's Greenford town profile.

PERCENTAGE OF JOBS THAT ARE IN THE RETAIL SECTOR



This is above the borough median ranking 3rd out of the 7 towns.

Source: PRD's Greenford town profile.

Declining local economy with increased unemployment

4.3.14 — Greenford's economy depends largely on retail and industrial sectors, which have historically created strong local employment opportunities. However, following national trends, Greenford has experienced a significant loss of employment in both the town centre and in higher value industrial sectors.

4.3.15 — Since the start of the pandemic, the town centre has underperformed, with employment in the town centre falling over the past 5 years. There is a need for diversification within Greenford's town centres as that decline in employment has been concentrated in retail-based employment (decline of 41% across the town since 2015). This is further reflected in Greenford's claimant count experiencing the highest increase in the borough since the start of the pandemic.

4.3.16 — In addition, higher value industrial employment has declined within Greenford. Compared to other industrial clusters across the borough, Greenford's industrial land suffers from low employment densities.

Poor connectivity with high levels of severance

4.3.17 — Accessibility to public transport varies between north and south Greenford with parts of Greenford dependent on a poor local bus network. Large green spaces and industrial areas also create barriers to movement due to poor connectivity, poor quality environments and a lack of surveillance.

4.3.18 — High levels of traffic congestion and severance caused by the A40 further challenge local bus, walking, and cycle routes. This vehicular dominance negatively impacts pedestrian and cyclist experiences and further encourages car usage.

Limited housing options for a changing population

4.3.19 — House prices in Greenford are among the lowest in the borough, yet average house prices outweigh the average incomes of Greenford residents. Housing affordability is therefore an issue along with a limited range of housing options to suit younger and older age groups.



Image: Street vendor in the borough.

Opportunities for Greenford

4.3.20 — Greenford is one of the Town Plan areas that has seen moderate levels of development and investment in recent decades, especially when compared to Southall, Ealing, and Acton. Despite its suburban character and challenges with north-south connectivity, the ‘Strategic place interventions’ in Chapter 3 identifies Greenford as having great potential to accommodate significant levels of new development in its town centres and to capitalise on the diversity of businesses within its array of industrial areas.

4.3.21 — Greenford will play a key role in accommodating significant levels of new development and investment to help attract and accelerate growth in the number of high-tech businesses to add to the concentration that already exist Greenford’s industrial areas.

Reinforcing existing town centres

4.3.22 — Greenford Broadway already provides local retail and services, however, a more diversified mix of retail along with enhanced community, culture, and leisure uses would help to enhance the town centre as the primary hub of Greenford. This would strengthen the town centre’s identity, while providing new employment opportunities and increasing footfall to existing businesses.

4.3.23 — Heritage and community assets on Oldfield Lane South, including Greenford Hall, locally listed Greenford Library, and the former NHS clinic, have potential to provide improved community and civic activities.

4.3.24 — There is the opportunity to provide a range of housing types and tenures alongside mixed-uses within and surrounding Greenford’s town centres, including family housing and alternative accommodation types to meet the projected increase in people aged 65+, as well as high-quality affordable housing options that are accessible to low-income and younger people.

Developing an inclusive economy

4.3.25 — The area around Greenford Station and Westway Cross provides opportunities for new leisure, care, and community uses and workspaces that will utilise the area’s accessibility to the station, Oldfield Circus’ independent shops, the canal side, and Horsenden Hill. In addition, there could be opportunities to expand the evening and night-time economy around Greenford Station.

4.3.26 — Greenford’s Strategic Industrial Locations (SIL) provide opportunities for the intensification of employment and workspace to support new and growing businesses with specialisms in sustainable and high-tech sectors.

4.3.27 — Greenford District Centre has potential to develop an evening and night-time economy alongside mixed-use development providing improved cultural and community spaces and new workspaces.

Enhancing sustainable connectivity

4.3.28 — Highway, public realm, and park improvements along Greenford Road, Oldfield Lane North and the Broadway will help relieve traffic congestion, improve air quality, and the safety and experience of people travelling in Greenford. There is potential for an improved active travel network to better link Greenford’s residential areas to high-quality green spaces and valuable employment areas.



**THERE IS DEMAND
FOR A GREATER RANGE
OF RETAIL AND FOOD
AND DRINK OFFER
IN GREENFORD.**

Greenford Spatial Strategy

4.3.29 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure G2 presents the Greenford spatial strategy.

4.3.30 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Greenford.

4.3.31 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.



Image: Brompton Bicycles factory in Greenford.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Figure G2:
Greenford Spatial Strategy

KEY

EXISTING FEATURES

- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

PLANNING

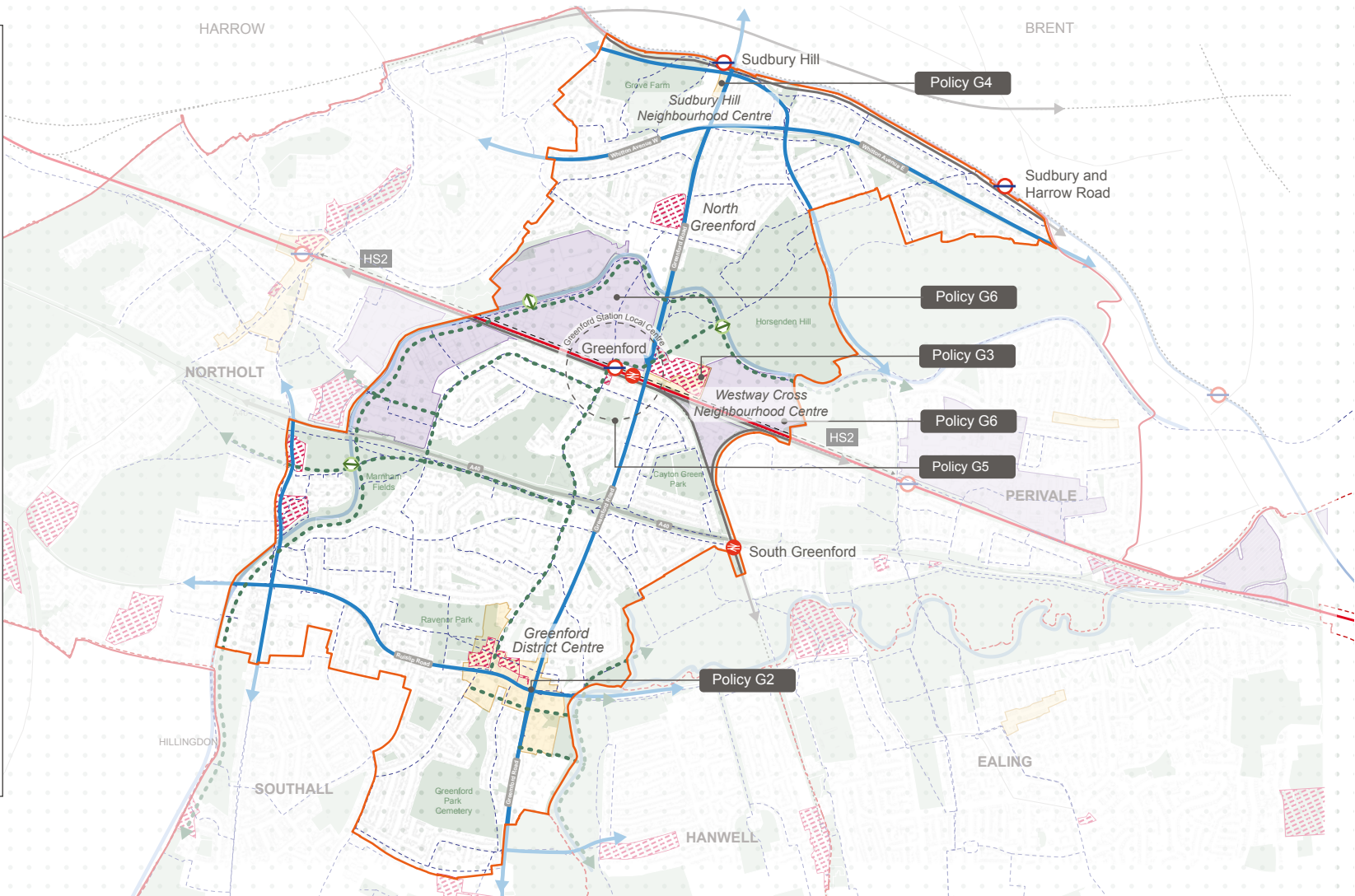
- Town Centre
- Opportunity Area
- Industrial Land (SIL)
- Industrial Land (LSIS)

DEVELOPMENT SITES

- Development Sites

PROPOSED ACTIVE TRAVEL AND GREEN SITES

- Primary Active Travel Routes
- Secondary Active Travel Routes
- Green Links
- Green Connections



Policy G1: Greenford Spatial Strategy

Spatial vision for Greenford

A. Growth in Greenford provides the opportunity to intensify and better connect its town centres, industrial areas and green spaces. Moderate levels of mixed-use development will be directed to the areas of best connectivity, while investment in public transport accessibility, active travel, urban greening, and road safety measures will help address barriers to movement caused by the A40, canal, railway, industrial areas and the high volumes of industrial traffic.

B. Greenford District Centre will be the reinvigorated primary hub of the area and will be enhanced by masterplan-led, mixed-use redevelopment of the town centre with a more diversified retail offer with a wide range of community, cultural and civic assets (see Policy G2).

C. Complementing Greenford District Centre are Westway Cross Neighbourhood Centre which offers the potential for mixed use redevelopment including a more diversified retail offer (see Policy G3), Sudbury Hill Neighbourhood Centre (see Policy G4) and Greenford Station Local Centre (see Policy G5).

D. Greenford’s industrial estates will be intensified, enhanced and improved (see Policy G6).

Tackling the climate crisis

E. Greenford will be a well-connected town, benefitting from improved public transport connectivity. This includes:

(i) Improved connectivity within Greenford, strengthening north-south connections in particular.

(ii) Improved connectivity to the rest of the borough, including the provision of a more frequent and attractive rail service between Greenford and West Ealing.

(iii) Improved connectivity to neighbouring boroughs and beyond, aiming to maximise the benefits of the Elizabeth line to Greenford residents by providing improved connections to the nearest Elizabeth line stations (Hanwell, Southall, and West Ealing).

F. Greenford will benefit from better, safer, and more attractive active travel routes. These will help address issues of severance caused by the A40, industrial estates, waterways, and the railway line, reducing car-dependency and traffic

congestion, and contributing to improved health and wellbeing outcomes. Priority active travel routes for improvement include routes to schools and other types of key social infrastructure, routes connecting residential and employment areas to town centres, and routes connecting green open spaces including:

(i) Improved crossings over the Grand Union Canal, the railway line, and the A40 will help overcome barriers and make walking and cycling more attractive.

(ii) Greenford Road will become a north-south central spine of active travel, improving connectivity for people walking, cycling, and using public transport.

(iii) Investments in active travel infrastructure at Rockware Avenue, Oldfield Lane North, and Oldfield Lane South will include new crossings, junctions, widened footways, cycle parking, and wayfinding.

(iv) Underutilised parts of the Grand Union Canal will become attractive and safe walking and cycling routes to Southall and Perivale through measures to improve accessibility, security, and landscape quality.

G. Greenford residents have access to an abundance of high quality green open spaces and water assets including the Grand Union Canal and River Brent. The functional role of these assets will be improved, to enhance their recreational and leisure functions. Improved accessibility, wayfinding, and signage will ensure that green and blue assets better connect and bring communities together, improving community cohesion and perceptions of safety.

Fighting inequality

H. Greenford will be a strong, healthy community, with people enjoying improved health, well-being, community cohesion, and civic pride. This will be achieved by:

- (i) Providing new, improved or replacement healthcare facilities to ensure sufficient capacity to meet existing and future needs.
- (ii) Improving and expanding community, culture, and leisure facilities that bring people together.
- (iii) Improving opportunities for active travel and public transport connectivity to achieve a greater shift away from car usage.

(iv) Ensuring the provision of adequate, fit-for-purpose health facilities in areas with significant levels of new development, to meet the needs of a growing population.

(v) Taking active measures to secure the future repair, reuse, and long-term survival of heritage assets.

(vi) Maximising the benefits of the high-quality green open spaces in and around Greenford by improving accessibility, wayfinding, and signage.

(vii) Delivering urban greening through new developments and planting schemes, helping to address poor air quality across Greenford and improving local health outcomes.

Creating good jobs and growth

I. Greenford will be a prosperous economy with a good range of employment opportunities. This will be achieved by providing appropriate and affordable space and infrastructure for businesses to start, grow, and thrive. This includes:

(i) Safeguarding and intensifying employment sites, improving their connectivity and supporting functions.

(ii) Exploring opportunities to provide additional employment land, particularly adjacent to well-established industrial clusters.

(iii) Ensuring the supply of employment land and premises meets the needs of a wide range of businesses, from small start-ups looking for affordable premises, to large, well-established businesses.

(iv) Seeking opportunities to diversify employment beyond the currently dominant industrial, logistics, retail, and service sectors.

(v) Improving public transport connectivity, including to Elizabeth line stations, to ensure Greenford residents have good access to a wide range of employment opportunities.

J. The key infrastructure delivery priorities for Greenford are set out in Table G1.

4.3.32 — Greenford is a suburban area developed around an historic town centre in the south and an industrial area to the north. It has the potential to become a truly polycentric town with the creation of vibrant neighbourhood centres through mixed-use development and enhanced connectivity between neighbourhoods and employment areas. This will deliver more opportunities close to where people live. Accompanying the housing and employment led growth, increased provision of services and social infrastructure will address key health determinants, improving health and wellbeing outcomes.

4.3.33 — New development must respond positively to Greenford's character and seek to enhance its identity. Greenford is characterised by distinct typologies that reflect periods of its development and growth including inter-war suburban and industrial expansion. The residential parts have a suburban character, with a mix of suburban semi-detached and suburban terraces comprising over half its typological mix. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-area. This is further set out in the Ealing Character Study.



Image: Greenford Quay development in Greenford.

4.3.34 — Greenford is a polycentric town, with a number of different town centres. Greenford District Centre is a well-established District centre that sits at the top of Greenford’s retail hierarchy. Westway Cross, home to Westway Shopping Centre, is a neighbourhood centre that provides a mix of convenience, comparison, and food and drink offer.

4.3.35 — These are further complemented by the local centre at Sudbury Hill and the smaller local centre at Greenford Station. The Local Plan’s approach is to enhance and improve all four centres, improving connectivity between them, and ensuring they function in a complementary manner that benefits the whole of Greenford.

4.3.36 — Greenford residents also need better connectivity to good employment opportunities available elsewhere in the borough and further away. The Elizabeth line, in particular, provides excellent connectivity to employment opportunities to the east (e.g. central London) and west (e.g. Heathrow Airport). It is important that the people of Greenford can share in the benefits of this improved connectivity by having access to frequent, reliable, and fast public transport connections to the nearest Elizabeth line stations.

4.3.37 — Parts of Greenford currently have some of the lowest Public Transport Accessibility Levels (PTAL) in the borough. This can create barriers to people accessing employment or education/training opportunities and contributes to a significant reliance on private cars for many aspects of everyday life. Therefore, improving public transport connectivity is a key priority for Greenford.

4.3.38 — Whereas the opening of the Elizabeth line is having transformative benefits in other parts of the borough, there are no Elizabeth line stations in Greenford. The existing connections to the nearest Elizabeth line stations (Hanwell and Southall) need improvement, as does the current link to West Ealing Station. Linked to this, South Greenford Station is currently London’s least used train station, despite the poor public transport accessibility of its catchment area.

4.3.39 — Whereas parts of Greenford already provide good opportunities for walking and cycling (such as stretches of Ruislip Road and Ruislip Road East, as well as through Greenford’s many parks and green open spaces), more needs to be done to improve active travel throughout the town. Priority areas for active travel improvements should include routes to school (to encourage more parents and children to walk or cycle to school), routes to town and neighbourhood centres that people travel to on a regular basis, as well as routes

to other key centres of employment and major public transport infrastructure nodes, such as Greenford Station.

4.3.40 — Major roads (such as the A40 and Greenford Road), water spaces (such as the Grand Union Canal and River Brent), and industrial areas (such as those north of the A40 and to the west of Greenford Road) can cause severance effects that limit people’s movements and disconnect communities. These issues need to be addressed enabling people to confidently and safely move around Greenford, particularly when walking or cycling. In the case of Greenford’s water assets, there is great opportunity to make them points that connect and bring people together. This includes providing safe crossings and maintaining their cleanliness and landscape quality to encourage people to use them more often.



Image: Greenford Quay development in Greenford.

4.3.41 — Improving active travel and connectivity is a health priority for Greenford as there are low Public Transport Accessibility Levels (PTAL) and Access to Opportunities and Services (ATOS) scores across much of the town. Parts of Greenford currently have some of the lowest PTAL and ATOS scores in the borough. These can contribute to reduced levels of physical activity and increased levels of isolation and severance, with negative impacts on physical and mental health.

4.3.42 — The average number of cars per household in Greenford is approximately 18% higher than the borough average and 33% higher than the London average. This translates into more congested roads, poorer environmental quality, and a less safe environment for pedestrians and cyclists.

4.3.43 — Encouraging people to adopt active modes of travel needs to start from a young age. Transport for London’s (TfL) Travel to School Survey suggests that parts of Greenford (such as Greenford Broadway) have some of the borough’s lowest proportions of pupils and staff engaging in active travel to school. Improving active travel routes to schools should be a key priority to enhance health, wellbeing, and safety.

4.3.44 — There is a significant amount of high-quality green open space across Greenford and right on its borders. This ranges from well-used local parks such as

Ravenor Park to strategic green assets of metropolitan importance such as Northala Fields and Horsenden Hill. It is important to improve the accessibility, wayfinding, and signage to these sites, as well as enhance their functional role as high-quality leisure and recreation destinations.

4.3.45 — Greenford would also benefit from an improved range of community, culture, and leisure facilities to improve the offer beyond the existing supply of community facilities. These would improve community cohesion and contribute to the health and well-being of residents. The closure of Gurnell Leisure Centre (pending redevelopment) and Greenford police station, together with the lack of any local youth services highlight the need for more social infrastructure in the area. There is a need to provide social infrastructure that brings people together, gives them opportunities to live healthier lives, and enhances their feeling of safety and community cohesion. This should be distributed across the network of Greenford’s centres, with a particular focus on the Greenford District Centre.

4.3.46 — Population projections suggest Greenford’s population will continue to grow. This will require additional provision of health facilities and services, including GP and dental practices. This is particularly the case in areas seeing substantial levels of new development, including at Greenford Quay and the former Kellogg Tower at Sudbury Hill.

4.3.47 — Greenford provides an increasingly diverse range of housing options, including the ongoing major residential developments at Greenford Quay (near Greenford Station) and at the former Kellogg Tower (near Sudbury Hill Station). There is opportunity to provide additional housing to meet the growing and diversifying needs of the town, including at Greenford District Centre as part of a masterplan-led mixed-used development that will diversify and enhance the town centre. Key sites around the town centre include Greenford Hall, Methodist Church, the former Police Station & Clinic and Greenford Broadway Car Park together with a number of long-term vacant units on the intersection of Greenford Broadway and Greenford Road.

**18%
HIGHER CAR
OWNERSHIP IN
GREENFORD THAN
THE BOROUGH
AVERAGE.**

4.3.48 — There are further opportunities to provide additional housing as part of mixed-use developments within walking distance from Greenford Station, including at the former Greenwich School of Management site on Greenford Road and as part of intensifying the currently underutilised land at Westway Cross.

4.3.49 — In terms of the economy, Greenford has a significant amount of industrial and logistics land, primarily to the north of the A40. Much of this is designated Strategic Industrial Location (SIL). Manufacturing and logistics businesses support a wide range of direct, indirect, and induced jobs in the area and across the borough, making a significant contribution to the local economy. These jobs complement the retail and service jobs found in Greenford's network of centres.

4.3.50 — The opportunity exists to protect and enhance the Strategic Industrial Locations (SIL) and build on its existing provision of high-value employment and specifically high-tech manufacturing and act as a catalyst for new investment.

4.3.51 — Given the scarcity of available land for development, and well-established pressures to deliver additional housing and social infrastructure, it is important to maximise the potential for industrial intensification and co-location of uses on existing sites, primarily at Strategic Industrial Locations. This will require careful consideration of industrial vehicular routes to minimise disruption to local communities and to create safer and more attractive walking and cycling routes.

4.3.52 — There is currently a lack of a sufficient range of high-value employment opportunities in Greenford. The mixed-use redevelopment of sites in Greenford District Centre will reduce the centre's overreliance on retail by providing more diverse employment space.

4.3.53 — The IDP forms a key element of the Local Plan's evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a 'snapshot in time', and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.



THERE IS A NEED TO PROVIDE SOCIAL INFRASTRUCTURE THAT BRINGS PEOPLE TOGETHER, GIVES THEM OPPORTUNITIES TO LIVE HEALTHIER LIVES, AND ENHANCES THEIR FEELING OF SAFETY AND COMMUNITY COHESION.



Image: Importance of local businesses and services.



Image: Grand Union Canal, Greenford.

4.3.54 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.3.55 — Table G1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Greenford.



**IN TERMS OF THE ECONOMY,
GREENFORD HAS A SIGNIFICANT
AMOUNT OF INDUSTRIAL AND
LOGISTICS LAND.**

Table G1:
Key infrastructure delivery schedule

| Infrastructure Type | Infrastructure Scheme | Infrastructure Provider | Delivery Phasing |
|---------------------|---|---|------------------------|
| Cemeteries | Extend Greenford Cemetery, and conduct a site search to ensure sufficient cemetery capacity beyond 7 years, working collaboratively with neighbouring boroughs to identify suitable sites . | Ealing Council | 0–5 years |
| Education | Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Greenford. | Ealing Council | Throughout plan-period |
| Primary Education | Stanhope Primary School redevelopment. | Ealing Council | TBC |
| Healthcare | Further work to establish the required levels of healthcare provision to support planned growth in Greenford (including primary and secondary healthcare and social care). | North West London Integrated Care Board (ICB) | Throughout plan-period |
| Primary healthcare | North Ealing Hub (Greenford Green Site) - opportunity to provide a shell and core unit at Greenford Quay site and condense all neighbouring facilities into one fit-for-purpose facility. | North West London ICB | 0–5 years |
| Bus | Improvements to bus provision in Greenford. | TfL | TBC |
| Active travel | A range of schemes to support active and sustainable travel in Greenford, including public realm, streetscape and highways improvements. | Ealing Council | TBC |
| Flood mitigation | Feasibility studies of critical drainage areas at Horsenden. | Environment Agency | TBC |
| Flood mitigation | Greenford Flood Alleviation Scheme. | TBC | 0–5 years |

Greenford Spatial Policies

Policy G2: Greenford District Centre

To improve and enhance Greenford District Centre with a diversified retail offer and a wide range of community, cultural and civic assets by:

- (i) Improving the quality of the retail offer including improvements to public realm, shopfronts, wayfinding, green spaces and play areas.
- (ii) Optimising development opportunities in the town centre through the masterplan led high-quality redevelopment of sites that will provide a greater mix of uses (including employment), will bring back into use long-vacant properties, and will provide a modern, high-quality environment that respects and preserves the heritage of the area.
- (iii) Expanding the evening and night-time economy offer, including opportunities for families to spend time in the town centre in the evening in a safe and welcoming environment.
- (iv) Seeking to reduce traffic congestion, and further enhance active travel and public transport to improve the attractiveness and environmental quality of the town centre.



Image: The Broadway, Greenford.


**IMPROVING THE QUALITY
OF THE RETAIL OFFER AND
PROMOTING A WIDER RANGE
OF HIGH-QUALITY COMMUNITY
AND LEISURE FACILITIES.**



Image: Shops along
The Broadway, Greenford.

4.3.56 — Greenford District Centre is designated a District Centre in the London Plan and, accordingly, should continue to sit at the top of the local hierarchy of centres. While far away from Greenford Station (approximately 25 minutes' walk which is severed by the A40 and the busy Greenford Roundabout), it is served by a large number of bus services. However, bus journeys can be slow at busy times as a result of traffic and congestion.

4.3.57 — Easing congestion should be a priority for Greenford Broadway. Recent improvements at the busy Greenford Road / Ruislip Road junction have improved the flow of traffic but there is scope to further improve congestion in the area, including addressing the congestion caused by the right turn of buses from Windmill Lane onto Ruislip Road.

4.3.58 — Diversifying the mix of uses at Greenford District Centre should also be a priority, including offering a better leisure, community, and food and drink offer that would attract visitors (including families) throughout the day but also in the evenings. This would not only enhance the vibrancy and economic value of the town centre but would also improve the feeling of safety in the later hours of the day.

4.3.59 — The success of the Westway Cross Neighbourhood Centre (approximately 30 minutes' walk north of Greenford District Centre) demonstrates there is demand for a greater range of retail and food and drink offer in Greenford. Greenford District Centre, as the Greenford District Centre, should aim to offer a more diverse, high-quality offer that meets the needs of the town.

4.3.60 — To achieve this, there is potential to make better use of the space in the town centre through high-quality redevelopment of sites that will provide a greater mix of uses (including employment uses appropriate for a town centre location), making better use of currently underused assets, and bringing back into use long-vacant properties in prominent locations.

Policy G3: Westway Cross Neighbourhood Centre

A. To provide a diverse range of retail and food and drink offer, fulfilling a dual role of:

- (i) Providing a convenience offer that meets the needs of the local area and its growing population.
- (ii) Providing a diverse range of comparison shops, which complement the more convenience and services focused offer at Greenford District Centre and attract people from across Greenford and further away.

B. To explore opportunities to make more intensive and efficient use of land, including mixed use development, a better range of housing types and tenures, and improving the public realm.

C. To reduce the number of car trips by providing and promoting safe and attractive walking and cycling routes.

D. To Improve the connectivity and wayfinding to Greenford Station and adjoining Metropolitan Open Land (Paradise Fields and Horsenden Hill).



Image: Westway Shopping Centre, Greenford.

4.3.61 — The well-established Westway Cross Neighbourhood Centre includes Westway Shopping Centre which is a successful retail park that provides a good range of convenience, comparison, and food and drink offerings. Its comparison offer is unique in Greenford and among the most diverse in the borough, with a range of shops that attract people from a wider catchment area.

4.3.62 — It also has a good range of convenience shops serving the needs of local residents, as well as an expanding food and drink offer. The growing population of the area, including the nearby Greenford Quay development, is generating additional demand for retail and food and drink provision and Westway Cross has an important role to play in meeting this need.

4.3.63 — There are opportunities to improve the appearance and density of the site, through moderate mixed-use development and public realm improvements. Providing better and safer active travel routes to the centre will reduce car reliance and traffic congestion and will also enable the better use of part of the large and currently underutilised car parking area.

4.3.64 — There is also a need to improve the connectivity and signposting to the large Metropolitan Open Land directly to the north of the centre.



Image: Aerial view of Greenford.

Policy G4: Sudbury Hill Neighbourhood Centre

To enhance Sudbury Hill Neighbourhood Centre by:

- (i) Promoting mixed-use development around Sudbury Hill Station.
- (ii) Improving the quality of the built environment, upgrade shopfronts, and diversify the retail, commercial, and leisure offer (including low levels of potential development) to better meet the convenience needs of local residents.
- (iii) Improving the safety and attractiveness of Greenford Road at Sudbury Hill for walking and cycling. Signposting and promoting alternative routes around Sudbury Hill, to enable active travel and reduce the impact of railway severance.

4.3.65 — Sudbury Hill is a neighbourhood centre meeting the everyday needs of a growing population.

4.3.66 — There is potential to improve the appearance, attractiveness, and range of shops and services at the Sudbury Hill Neighbourhood Centre in North Greenford, to meet the needs of the local population which is growing as a result of the residential development at the former Kellogg Tower site. Providing a good range of convenience shops is particularly important, as the area is not well served by large supermarkets.

4.3.67 — The area benefits from good connectivity to central London through its two stations - Sudbury Hill and Sudbury Hill (in Harrow - and is appropriate for moderate levels of mixed-used development.

Policy G5: Greenford Station Local Centre

To improve and enhance this 'gateway' location by:

- (i) Promoting mixed-use development around Greenford Station.
- (ii) Pursuing opportunities to improve and diversify the retail, leisure, and community uses around Greenford Station so that people have reason to spend more time in the area – rather than just pass through on their way to and from the station.
- (iii) Improving the built environment around Greenford Station, with potential for higher-density, high-quality development, and improvements to public realm particularly to the station forecourt, underneath the railway bridges and to and from the station itself.
- (iv) Improving active travel routes to better connect to Greenford district centre, Westway Cross Neighbourhood Centre and local industrial areas.

4.3.68 — The small local centre at Greenford Station on Oldfield Lane North is located next to the busy station and close to the significant residential development at Greenford Quay. It currently consists of a small range of convenience shops and services. The good connectivity of the location (including Central Line, National Rail, and bus services) makes it appropriate for moderate levels of mixed-use development.

4.3.69 — There is potential to improve the appearance and attractiveness of the area, as well as diversify and improve the range of shops and services through limited high-quality, higher-density development. This would enable the local centre to better meet the needs of the growing local population, as well as the large number of people passing through the area every day to use Greenford Station.



Image: Improving travel routes to reduce car reliance.

Policy G6: Greenford Industrial Estate

To protect and grow the important industrial cluster at Greenford reflecting its important role in the A40 and West London logistics cluster by:

- (i) Industrial Intensification to unlock significant new industrial floorspace, creating new jobs focused in the green, circular and creative sectors.
- (ii) Retrofit and property upgrades to enhance existing industrial stock.
- (iii) Enhancing the quality and availability of active travel options, particularly two and along the Brent River Valley network.
- (iv) Exploring opportunities for active frontage to industrial units, particularly where these can showcase existing industrial uses and contribute to facilities for local people and workers.
- (v) Exploring opportunities to divert goods movement from residential roads.



Image: Greenford Station, Oldfield Lane North.

4.3.70 — Greenford has a strong economic base and there is scope to grow and enhance the industrial estate through industrial intensification and upgrading existing premises. Ealing Council will work with key stakeholders to positively support these improvements.


**THERE IS POTENTIAL
TO IMPROVE THE
APPEARANCE AND
ATTRACTIVENESS
OF THE AREA.**

Greenford Development Sites

4.3.71 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.3.72 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council’s ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a ‘call for sites.’

4.3.73 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.3.74 — Figure G3 and Table G2 present all the Greenford Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.3.75 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

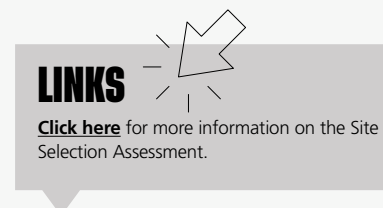
4.3.76 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.3.77 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.3.78 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.3.79 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.3.80 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.3.81 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

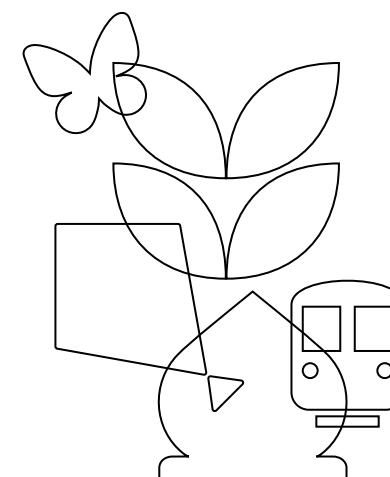


Table G2:
Greenford Development Sites

| | | | | | |
|-------------|---|-----|-------------|--|-----|
| 01GR | Greenford Hall, Methodist Church former Police Station, former Clinic & Greenford Library | 252 | 04GR | Westway Cross | 258 |
| 02GR | Greenford Broadway Car Park | 254 | 05GR | Former Greenwich School of Management | 260 |
| 03GR | 370 – 388 Oldfield Lane North | 256 | 06GR | Smiths Farm | 262 |

Figure G3:
Greenford Development Sites

KEY

EXISTING FEATURES

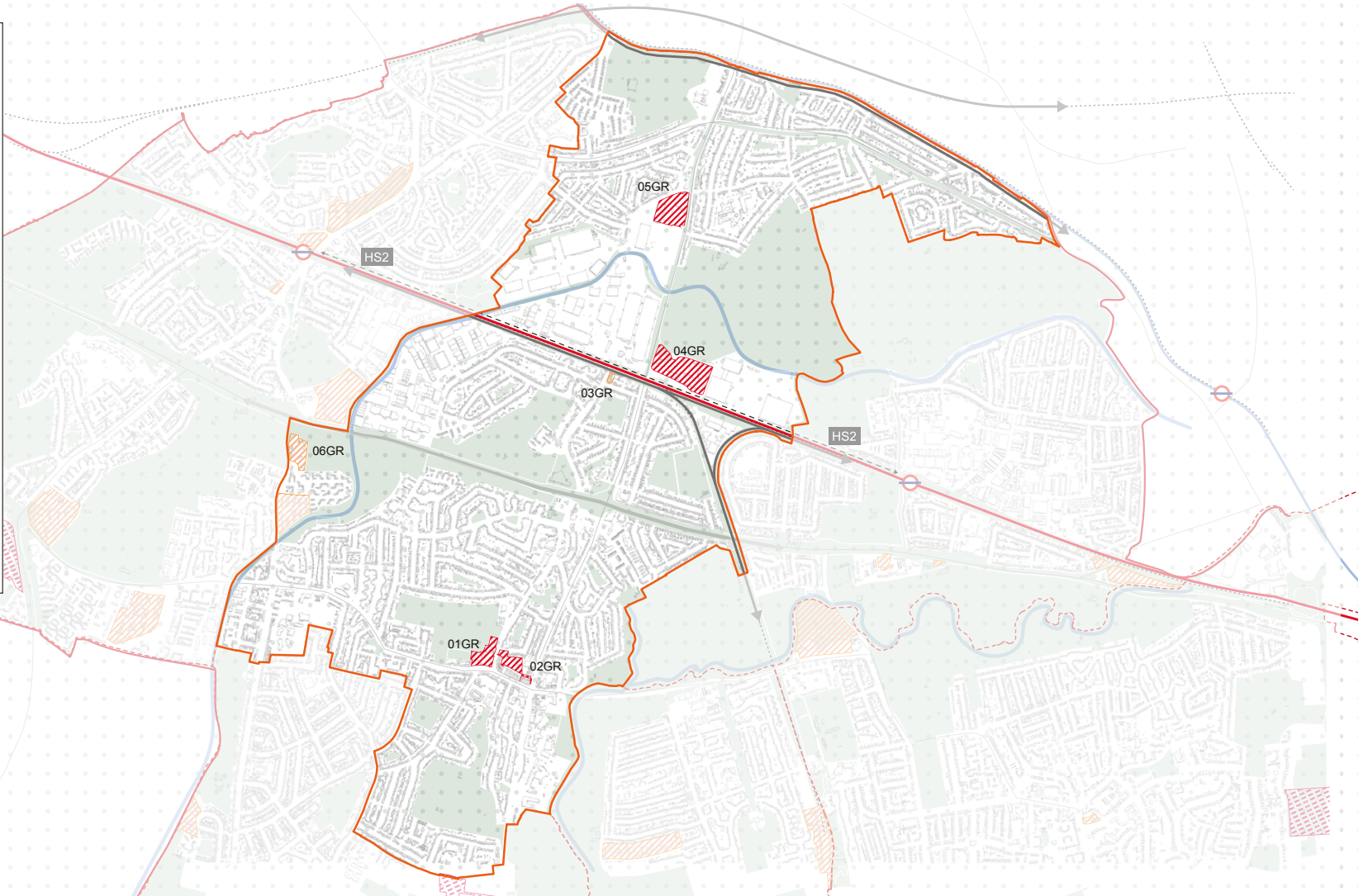
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

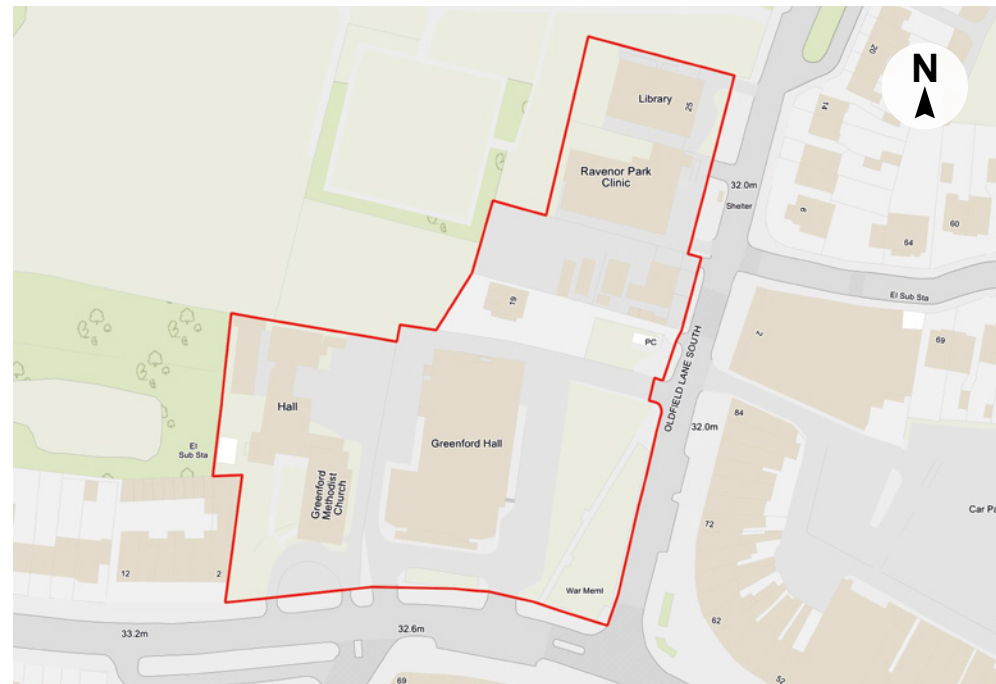
DEVELOPMENT SITES

- Development Sites (suitable for a tall building)
- Development Sites (not suitable for a tall building)



Greenford – 01GR

Greenford Hall, Methodist Church, former Police Station, former Clinic & Greenford Library



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| SITE ADDRESS | SITE AREA (Hectares) | OWNERSHIP |
|--|----------------------|------------------|
| 19–25 Oldfield Lane South, Greenford, UB6 9LG | 1.30 | Council, Private |

CURRENT USE

Greenford Hall, religious uses, a former health clinic which is now in residential use, and a public library to the north of the site.

PROPOSED USE

Residential, leisure, community, health and place of worship.

RELEVANT PLANNING APPLICATION(S)

223478FUL.

SETTING/TYOLOGY

Centres/Green spaces.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

Planning Designations / Site Constraints: Grade II Listed Greenford War Memorial, locally listed buildings, SINC (local) (adjacent), Greenford District Centre.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Greenford War Memorial, locally listed buildings, SINC (local) (adjacent), Greenford District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements within Greenford town centre. Continuation of cycle path south of Greenford Road to town centre. Green link into Ravenor Park.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Situated within Greenford District Centre, the site holds significant opportunity for a high-quality mixed-use scheme that sets an example for development in Greenford town centre by providing significantly improved public facilities within a unique setting of historic buildings and Ravenor Park.
- The former Police Station, Greenford Library and Greenford Hall are locally listed buildings that make a positive contribution to the area.
- The site is slightly set back from the bustling shopping area of The Broadway and along Oldfield Lane South within an area characterised by a range of building forms and scales, predominantly low rise redbrick, reflecting its growth from the 1930s to today.
- The surrounding streets have wide pavements and are lined with mature trees and semi-detached houses. The Oldfield Lane Pocket Park outside Greenford Hall provides a small and pleasant space for local people to sit for a while.

- Situated next to Ravenor Park, the site provides opportunities to improve the town centre's connectivity to and use of the park, particularly for the benefit of the Scouts club and nursery's users.
- Any new development must be sensitive to the former clinic which is now a private residence.
- Any proposals should take into consideration development on neighbouring site 02GR.

DESIGN PRINCIPLES

- Establish a heritage led masterplan approach to ensure uses, buildings and spaces are repurposed or redeveloped and integrated into the town centre in a cohesive and sensitive manner.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 6 storeys (21m) across the site, with taller elements situated along the street frontage of Oldfield Lane South and The Broadway.

- Consider the retention of the locally listed buildings, alongside opportunities for a mixed-use development.
- Retain Greenford Library, the former medical centre (private residence), Methodist Church buildings for their social, architectural and placemaking value. Reprovide existing uses including the nursery, event space, worship space and youth club.
- Consider whether to either refurbish or redevelop the Greenford Hall.
- Ensure that any mixed use development proposals for Greenford Hall maximise the building's use and its public offering by providing better quality, flexible spaces for a wide range of public users and community groups alongside some enabling residential accommodation.
- Ensure any new residential development is mid density in scale, height and massing.
- Ensure proposals to refurbish existing buildings or to introduce new buildings allow the reconfiguration of the site's existing uses and ground floor arrangements to improve the visual

- permeability and physical accessibility of the site's public spaces and access to Ravenor Park.
- Create new direct access and views of Ravenor Park from the rear of Greenford Hall and the Methodist Church buildings.
- Locate any residential development next to Ravenor Park to improve amenity and outlook.
- Residential development should take advantage of being situated next to Ravenor Park and should be mid density mid-rise flatted development.
- Explore the potential for a pedestrian and cycle route from The Broadway through the Methodist Church to Ravenor Park and an east/west pedestrian footpath through the site.
- Consider introducing direct access from the scouts' hut to Ravenor Park with a north/south footpath and improvements to the play space for the nursery.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Greenford – 02GR

Greenford Broadway Car Park

SITE ADDRESS

Greenford Broadway,
Greenford, UB6 9QA

SITE AREA (Hectares)

1.0

OWNERSHIP

Council, Private



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0 25 50 75 100 125 metres

CURRENT USE

Car park with some adjacent commercial premises.

PROPOSED USE

Residential, retail and community.

RELEVANT PLANNING APPLICATION(S)

P/2009/0034.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Greenford War Memorial (nearby), Locally listed buildings (adjacent and nearby), Greenford District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Highways and public realm improvements. Landscaping and greening measures.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Situated in the heart of Greenford District Centre.
- Proximate to Greenford Hall, Greenford Library and Ravenor Park.
- Surrounding area is characterised by typical 1930s redbrick three storey suburban shopping parades, semi-detached two storey housing, several locally listed buildings including the adjacent supermarket housed in a former mid-century cinema to the east and a warehouse style supermarket to the north west of the site.
- Situated almost a mile (1.5km) from Greenford Underground Station, with good bus links to the station, and other town centres within the borough and beyond.
- Any proposals should take into consideration development on neighbouring site 01GR.

DESIGN PRINCIPLES

- Capitalise on the site's proximity to the town centre and Ravenor Park by introducing mixed-use development that

- provides new homes alongside retail, commercial or co-working space.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range up to a maximum of 6 storeys (21m) across the site with a medium to high-density flatted development that supports taller buildings in the centre and on the eastern edge of the site, stepping down toward adjacent lower rise building.
- Redevelop the warehouse style supermarket north west of the site and rear car park to provide mixed-use buildings that incorporate employment uses on the ground floor with residential accommodation above.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Create active travel linkages into and across the site, north- south and east- west to create more permeability within the site and improved access to Greenford Hall, Greenford Library, Ravenor Park and the town centre.

- Provide a public realm strategy to improve the corner of Greenford Road and The Broadway where the derelict stall and former Barclays Bank (177 & 177A) on Greenford Road are situated. There is scope here for creating a new public space as a focal point for the town centre.
- Create a new central public space or square that connects all the pedestrian routes through the site, with appropriate green space and tree planting.
- Consider retention of short stay public parking.
- Provide access for servicing of the existing shops on The Broadway and any new development to the rear of the existing shops.

Greenford – 03GR

370–388 Oldfield Lane North

SITE ADDRESS

370 – 388 Oldfield Lane North,
UB6 8PU

SITE AREA (Hectares)

0.16

OWNERSHIP

Private



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0 10 20 30 40 50 metres

CURRENT USE

Typical town centre uses including retail and food outlets at ground floor level and residential uses above.

PROPOSED USE

Residential with retail on ground floor.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed building (nearby), SINC (borough) (adjacent).

KEY INFRASTRUCTURE REQUIREMENTS

Lighting and public realm improvements to the bridge underpass to improve the safety of passage to/from the site; improvements to the Oldfield Lane North crossing and public realm including Greenford Station.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 11–15 (2033/34 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Strategically located opposite Greenford Underground Station and close to the transport (bus) hub in Rockware Avenue.
- The site is characterised by its prominent location, by the shopping parade's modernist character and by the site's proximity to Greenford Underground Station.
- The site's context is retail and predominantly low-rise semi-detached houses.
- The public realm is poor quality and there is a lack of street trees and greenery.
- Adjacent to West Ruislip Branch SINC which runs along the railway track.
- Greenford Broadway Station is a locally listed building.
- Oldfield Lane North runs parallel to Greenford Road, which are both heavily used transport routes into and out of the large Greenford, Northolt, Perivale, Auriol Drive & Butler's Wharf Strategic Industrial Location to the north of the site.
- Westway retail park, Paradise Fields and the Grand Union Canal are all within walking distance of the site.

DESIGN PRINCIPLES

- Capitalise on the site's proximity to Greenford Station, Westway retail park and Horsenden Hill by redeveloping the existing buildings to create a new mixed-use development that provides new homes and improved retail space.
- Create a positive arrival/gateway from Greenford Station.
- Provide new housing and retail uses that complement Greenford's existing range of town centre uses with a new mid to high density building.
- Ensure development proposals sensitively respond to the site's predominantly low-rise context of semi-detached houses and to adjacent SINC land.
- Ensure building heights respond to existing properties on Uneeda Drive and Oldfield Lane North. Consider a stepped approach that concentrates taller elements towards the railway and lower heights to the rear of the site in response to existing residential properties on Uneeda Drive.

- Provide active frontages on Oldfield Lane North with the retention of non-residential uses, such as retail, on the ground floor.
- Ensure that the front of the site must be pedestrian-friendly with vehicle access and parking situated to the rear of the site.
- Retain the existing building line and ensure entrances are set back from the roadside to ensure the width of existing pedestrian footways is retained
- Improve the immediate public realm with tree planting, green walls and other enhancements such as public artwork.
- Upgrade the bridge underpass particularly with better lighting and pavements to improve the safety for pedestrians.
- Establish an effective acoustic strategy to mitigate the impact of noise on dwellings, notably bedrooms, caused by the adjacent railway, Oldfield Lane North traffic, and nearby industrial uses.
- Consider locating bedrooms to the rear of the building with living spaces to the front to lessen the impact of noise from Oldfield Lane North.
- Provide private amenity space in the form of balconies, terraces, a shared courtyard, or shared rooftop garden that maximises views of Horsenden Hill.

Greenford – 04GR

Westway Cross



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| SITE ADDRESS | SITE AREA (Hectares) | OWNERSHIP |
|--|----------------------|-----------|
| Westway Cross Retail Park, 1000 Greenford Road, Greenford, UB6 0UW | 4.21 | Private |

CURRENT USE

Large retail units and associated parking facilities.

PROPOSED USE

Residential-led mixed-use development providing new homes, retail/commercial space, office space and public green space, retained and improved access to Paradise Fields.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

2-4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Former IBM Distribution Centre (adjacent), Metropolitan Open Land (adj), Green Corridor, SINC (metropolitan) and (borough) (nearby), HS2 Surface Safeguarding Consultation Zone, Westway Cross/ Rockware Neighbourhood Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve active travel. Potential for district heating.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6-15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Proximity to Horsenden Hill and Paradise Fields, with important role in accessing the public space, but also within A40 Corridor of industrial uses.
- Important transport connections via Greenford station.

DESIGN PRINCIPLES

- Create a masterplan that ensures an access strategy and cohesive street layout that establishes a hierarchical network of streets for pedestrian, cycle and car users visiting the retail, employment and residential uses on site.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 18 storeys (63m) across the site.
- Ensure any taller elements are situated to the north of the site with mid-rise shoulder blocks and lower rise blocks to the south to allow for daylight into the inner courtyards whilst maximising views of Paradise Fields & Horsenden

Hill. There is potential for standalone tower to the north-west of the site, situated on Greenford Road. Establish perimeter blocks with commercial/retail and office uses to the ground and upper floors and residential accommodation above. Potential for podium/under-croft parking and private courtyard gardens at first floor levels to improve quality of new streets and public realm.

- Create a distinctive but high-quality character that also provides a sense of cohesion between streets. Vary plot sizes to provide variation in the plan and to help develop character and distinction between buildings.
- Take inspiration from Greenford's established industrial history in concepts for elevation design. For example, referencing the linear proportions of the former IBM building or by incorporating materials that draw reference to the site's former Rockware Glassworks.
- Consider an exemplary sustainable scheme with mix of uses to support district heating, and unified strategy for solar gain and renewable generation.

- Improve vehicular movement through the site with new north-south routes connecting Rockware Avenue and Lyon Way to Green Park Way. Service access should be from western, eastern and edges of the site and Residential access should be from Rockware Avenue and Green Park Way as well as new N-S internal streets bisecting the site. Access to new retail spaces should be from the corner of Greenford Road and Green Park Way.
- Create a public greenspace in the centre of the site, linked by a network of green pedestrian and cycle routes that connect to the SINC. These should be tree lined with bio-diverse planting and SUDS to function as green corridors for wildlife.
- Improve pedestrian connectivity to Paradise Fields with the incorporation of new mews streets, as well as improved with new north-south routes connecting Rockware Avenue and Lyon Way to Paradise Fields, and Greenford Road to the employment uses east of the site.

Greenford – 05GR

Former Greenwich School of Management of Management



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| SITE ADDRESS | SITE AREA (Hectares) | OWNERSHIP |
|---|----------------------|-----------|
| 891 Greenford Road, Greenford, UB6 0HE | 2.51 | Private |

CURRENT USE

Educational facility formerly used by the Greenwich School of Management at northeast of site, and office building occupied by Ferrero with an associated multistorey car park on remainder of site.

PROPOSED USE

High density employment-led mixed-use scheme with education, community, and residential elements.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

2–3

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Glaxo Building, 891– 895 Greenford Road (adjacent), SINC (metropolitan) (nearby), Green Corridor, TPO.

KEY INFRASTRUCTURE REQUIREMENTS

Active travel measures. Social infrastructure.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Proximate to Sudbury Hill Station, Greenford Station, Westway Neighbourhood Centre and nearby Strategic Industrial Locations. Should allow high-density mixed-use development that safeguards existing employment uses and provides new homes.
- An employment-led masterplan should consider phasing and ownership, and explore opportunities for building retention, retrofit, infill and redevelopment to provide residential, education, office and community uses.

DESIGN PRINCIPLES

- Provide flatted residential blocks that will enable employment uses on the ground and upper floors of mixed-use blocks.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 12 storeys (42m) across the site.

- Ensure that tall elements respond to the neighbouring Greenford Quay development to the west. Elsewhere on site, massing should step down in response to existing 2-3 storey properties on Oldfield Lane North and Greenford Road.
- Mitigate the transition between low-rise residential dwellings to the north and high-density development and strategic industrial land to the south.
- Establish a mixed-use development scheme that provides improved office/ shared workspace, education facilities and new homes that complement residential and employment uses situated in Greenford Quay and Westway Cross Neighbourhood Centre.
- Ensure that existing office and education buildings are considered for reuse and retrofit and new housing.
- Create amenity space in the area currently used as parking.
- Provide active frontage particularly on Oldfield Lane North with employment uses should be concentrated to

Greenford Road and Berkeley Road with Oldfield Lane North remaining as a predominantly residential street. Mitigation of level changes may be necessary to accomplish this, and blank walls should be avoided.

Greenford – 06GR

Smiths Farm

SITE ADDRESS

Kensington Road, Northolt,
UB5 6AH

SITE AREA (Hectares)

1.37

OWNERSHIP

Private



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0 25 50 75 100 125 metres

CURRENT USE

The site features a range of industrial uses, in addition to a used car dealership.

PROPOSED USE

Residential-led, mixed-use scheme including employment component.

RELEVANT PLANNING APPLICATION(S)

221440FUL, 231604FUL.

SETTING/TYOLOGY

Campus.

PTAL

1a

TALL BUILDINGS

The site is in principle not suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Belt (adjacent), Green Corridor (nearby), SINC (Borough), Priority Habitat (nearby), existing industrial use (non-designated), Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Scope to make improvements to Green Belt and measures to improve access across Kensington Road.

INDICATIVE TIMEFRAME FOR DELIVERY

Within 5 years.

CONTEXTUAL CONSIDERATIONS

- The site is located between Northala Fields and Marnham Fields, and proximate to the Green Belt, Green Corridor, Public Open Space and SINC designations.
- The site has been used for commercial purposes for the last 25 years and the most recent uses include a lorry park, workshops, storage and plant yards.
- Farmhouse and outbuildings are locally listed including a barn in a poor state of repair.

DESIGN PRINCIPLES

- New buildings should reflect the landscape setting, improving permeability and providing a through route for pedestrians and cyclists between Marnham Fields and Northala Fields.
- Heights should reflect the low-rise housing to the south, rising moderately to the north, with careful consideration for impacts on the visual openness of the landscape, particularly views from Northala Fields.

- Promote design proposals in linear or perimeter blocks, encouraging passive surveillance during the day and at night, integrating with the landscape and ensuring safe access for residents and people using the local footpath network.
- Active frontage should be provided, particularly on Kensington Road.
- Consider the potential for a café or restaurant and convenience retail.
- Create and reinforce pedestrian and cycle routes through the site including upgrading the crossing at Kensington Road.
- Ensure that the core of the site is traffic free, with any parking located at the perimeter.
- Retain and refurbish the locally listed farmhouse and barn.

