



Image: Hoover Building, Perivale.

PERIVALE TOWN PLAN

16,208
PERIVALE
POPULATION



Perivale today

4.6.1 — Perivale is located in the north of the borough and comprises the ward of Perivale. The area is home to a multi-cultural population of around 16,000 residents. Figure P1 illustrates the existing context of Perivale today.

Suburban town with local amenities and small town centres

4.6.2 — Perivale developed during the first half of the 20th century, with industrial manufacturing acting as the catalyst for investment in inter-war housing and Western Avenue providing strategic connectivity into London. Perivale is relatively affluent, with none of its neighbourhoods within the top 20% most deprived nationally.

4.6.3 — Today, Perivale retains a suburban character with predominantly semi-detached homes and high-quality parkland. Perivale benefits from numerous quality green and blue spaces such as Perivale Park, Perivale Wetlands, Perivale Woods, Horsenden Hill, and the Grand Union Canal.

4.6.4 — Community assets such as Perivale Hive, Perivale Community Centre, and Horsenden Hill Farm provide valuable leisure, education, and community facilities. Horsenden Hill attracts visitors to Perivale from much further afield.

4.6.5 — Perivale's primary shopping parades on Bilton Road and Medway Parade provide local amenities offering limited food and retail provision. There is also a large supermarket at the Hoover Building fronting the A40. However, many residents will often travel outside of the neighbourhood to shop in Greenford Broadway,

Westway Cross, Ealing Broadway and outside of the borough in neighbouring Harrow and Wembley.

Location of valuable industrial land

4.6.6 — The industrial sectors that developed in the early 20th century have been retained. Today, Perivale has a high concentration of valuable industrial land that has been protected over the years. Perivale's industrial land is a major employer for the area and forms part of the Productivity Arc extending along the A40 from North Acton to Northolt. A range of key logistics, manufacturing, and food businesses provide local jobs as well as attracting workers to Perivale from elsewhere in the borough.

High levels of traffic congestion and fragmentation along the road network

4.6.7 — Perivale Underground Station, on the Central line, is the primary transport hub offering connections between West Ruislip, central and east London. While Perivale has strong provision of public transport, its road network suffers from high levels of traffic congestion owing to the area's proximity to the A40. This is further worsened by industrial, commuter, and school traffic competing on the local road network. Perivale's parks provide some cycle connections, but these are fragmented by the A40 and by the congested local road network.



**PERIVALE'S
INDUSTRIAL LAND IS
A MAJOR EMPLOYER
FOR THE AREA.**



Figure P1:
Perivale existing context

KEY

EXISTING FEATURES

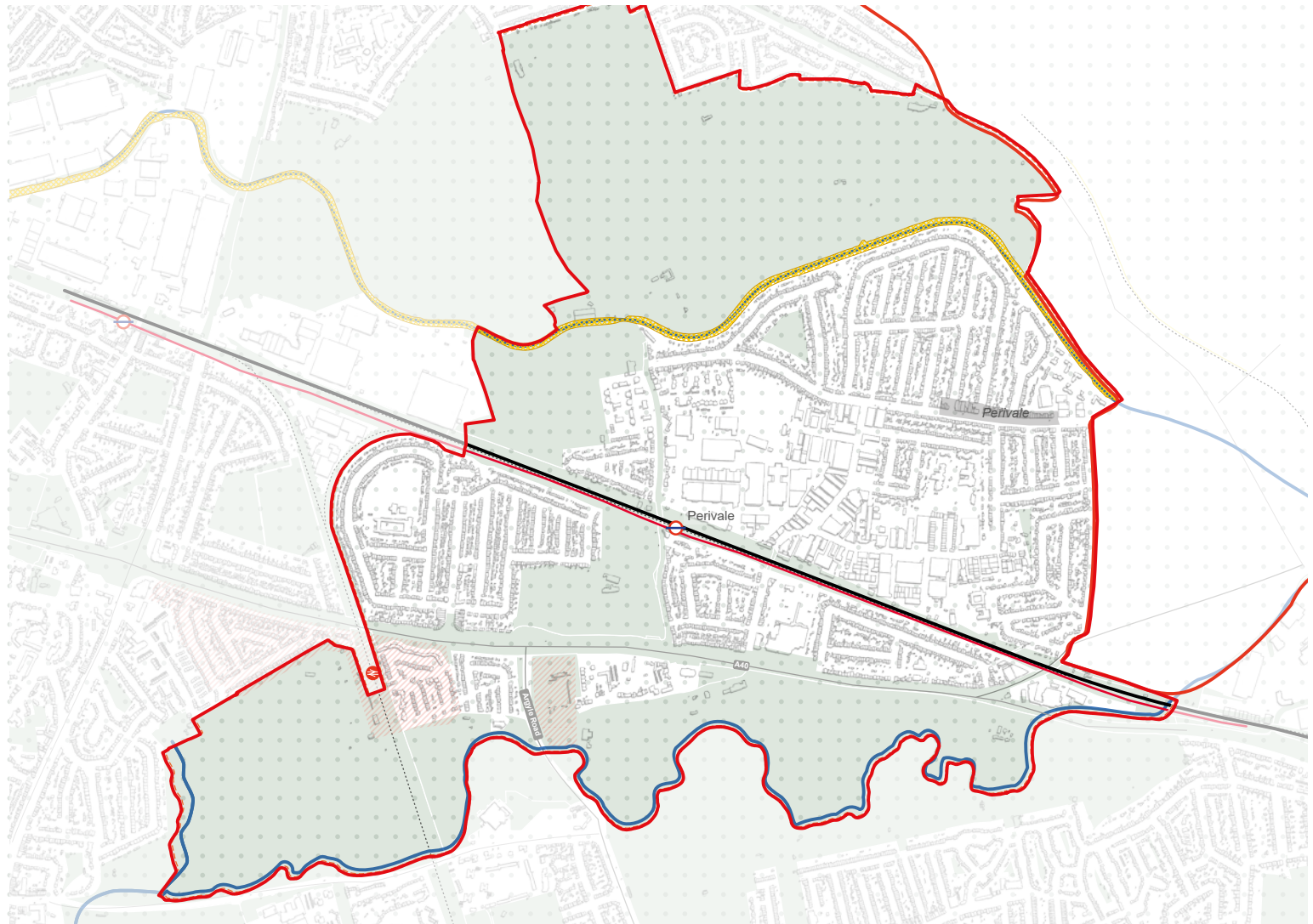
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- Central Line
- London Underground Station
- Railways
- National Rail Station
- Roads

PLANNING

- Conservation Area
- Town Centre
- Strategic Area of Regeneration



Issues to address in Perivale

4.6.8 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Perivale. 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.

4.6.9 — The following sets out the key issues facing Perivale 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.



Image: Second-hand shopping.

Lack of a town centre with retail and community facilities

4.6.10 — While Perivale has a number of small shopping parades, it lacks a coherent centre that provides a central meeting point for the town. This is compounded by high levels of severance and fragmentation caused by the road network that have contributed to the lack of a singular community identity.

Poor Economic Opportunity

4.6.11 — Historically, deprivation levels in Perivale have been relatively low compared to national averages. This is partly because of the local economy’s reliance on protected industrial land, which has provided good quality and knowledge-intensive jobs. This has helped Perivale to have the lowest proportion of low-wage jobs in the borough.

4.6.12 — However, Perivale has seen structural employment shifts since 2015, which were accelerated by the pandemic, with a rising claimant count and a rising number of low-paying jobs compared to national averages. Further contributing to this is that 17% of Perivale’s population has no qualifications. If structural employment shifts continue, with less access to high quality jobs linked to the industrial sites this risks undermining the potential for Good Growth.

Congestion and severance creating poor north-south connectivity

4.6.13 — Public transport provision is good, but the local bus network suffers due to the high levels of traffic congestion. Walking and cycling opportunities are limited by barriers including the A40, railway lines, the canal, and industrial areas which fragment the area. The pedestrian and cyclist experience is further worsened by the combined industrial, school, and commuter traffic competing for limited local road space. Routes running north-south through Perivale are particularly congested and discourage active travel between Horsenden Hill and Ealing Northern Sports Ground.

Limited housing options for a changing population

4.6.14 — Housing affordability is an issue along with a limited range of housing options to suit aspirant or older groups. New housing schemes have sought to bring housing choice, but increased affordability is needed alongside further investment to support local services and improve existing infrastructure.

**17%
OF PERIVALE'S
POPULATION
HAS NO
QUALIFICATIONS.**

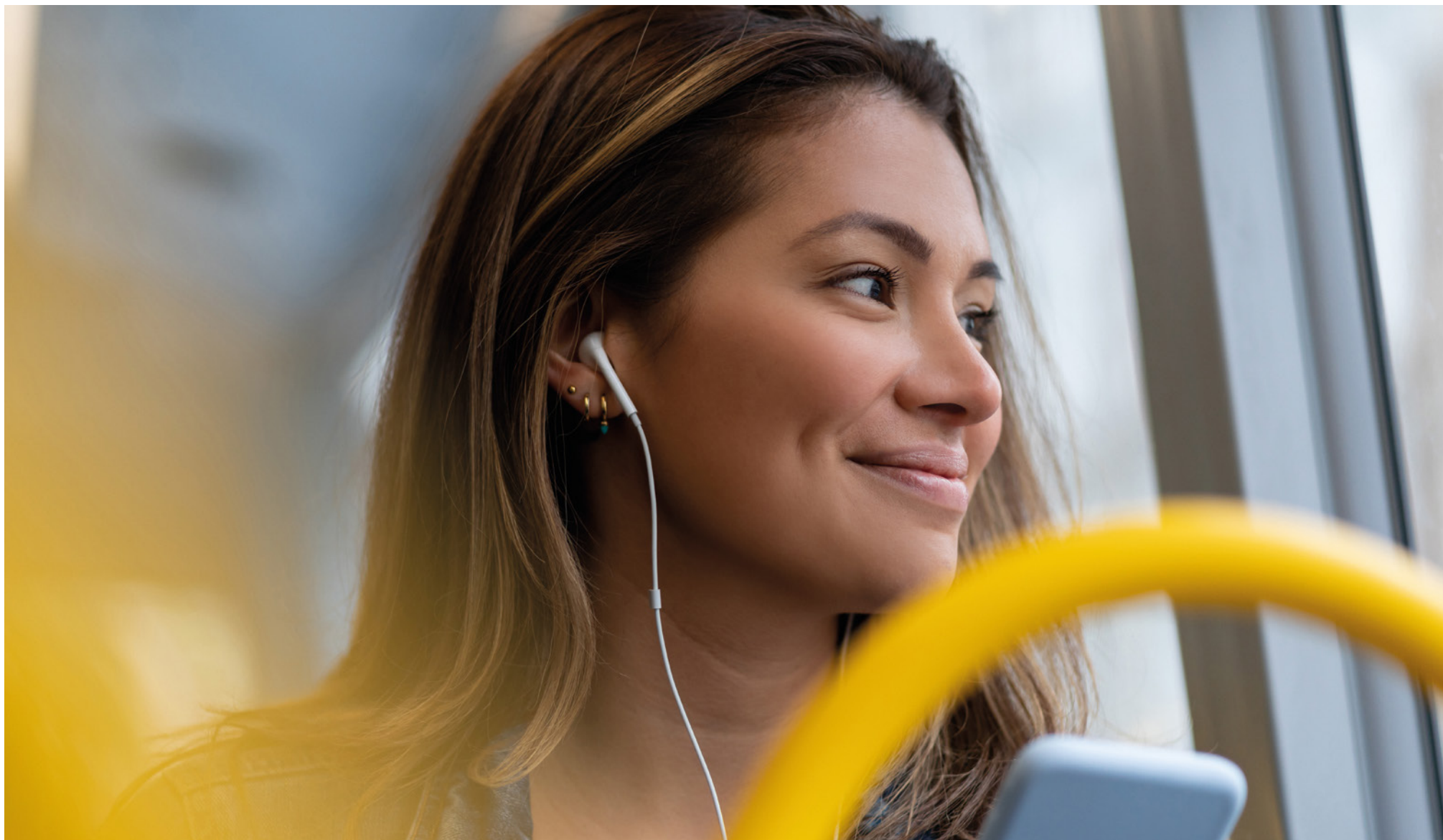


Image: Promoting and investing in buses.



Opportunities for Perivale

4.6.15 — Perivale 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. Perivale comprises a suburban residential context alongside high concentrations of valuable industrial land that acts as a major employer in west London. There is an opportunity to further strengthen the role of the local economy in Perivale to intensify industrial land with a greater range of new jobs and create a better relationship between industrial areas and local retail centres. The ‘Strategic place interventions’ in Chapter 3 suggests lower levels of development but there is scope to create a new local centre around Perivale Station.

**75%
OF PERIVALE’S
POPULATION ARE
EDUCATED TO
DEGREE-LEVEL
(NVQ 4+).**

Regeneration of Perivale industrial estates

4.6.16 — Perivale benefits from being well-connected by east-west public transport, proximity to high-quality green spaces and hosting valuable strategic industrial land. In addition, its local shopping parades provide local amenities and a limited range of community, education, and leisure facilities.

4.6.17 — These social and economic assets provide the ingredients for the potential redevelopment of this area that could focus on improving accessibility to Perivale’s existing businesses, community spaces and parks to create a more sustainable future. As part of this, a heritage and public realm strategy will be developed with existing stakeholders to create a more attractive environment to promote footfall and accessibility, diversifying the economic offer within the town and ensure that shopping parades provide a wider range of amenities.

Industrial land leading in sustainability

4.6.18 — Perivale’s industrial land holds significant potential, in which there are opportunities to improve the environmental sustainability of existing buildings and business activity in this area. Partnering with local landowners and stakeholders would create opportunities to increase the provision of local, skilled jobs and access to vocational training. By working with local stakeholders this approach to regeneration would provide a long-term opportunity to improve local connectivity of the local road network, helping to relieve traffic congestion, support active travel and improve air quality for the town.

Provision of new housing types and tenures for all residents

4.6.19 — There is the need to provide a better range of housing types and tenures alongside mixed-uses within and surrounding Perivale’s town centres, including family housing and specialist accommodation types to meet expected increase in people aged 65+, and high-quality affordable housing options that are accessible to low-income and younger people.

Perivale Spatial Strategy

4.6.20 — 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 P2 presents the Perivale spatial strategy.

4.6.21 — 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 also provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Ealing.

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



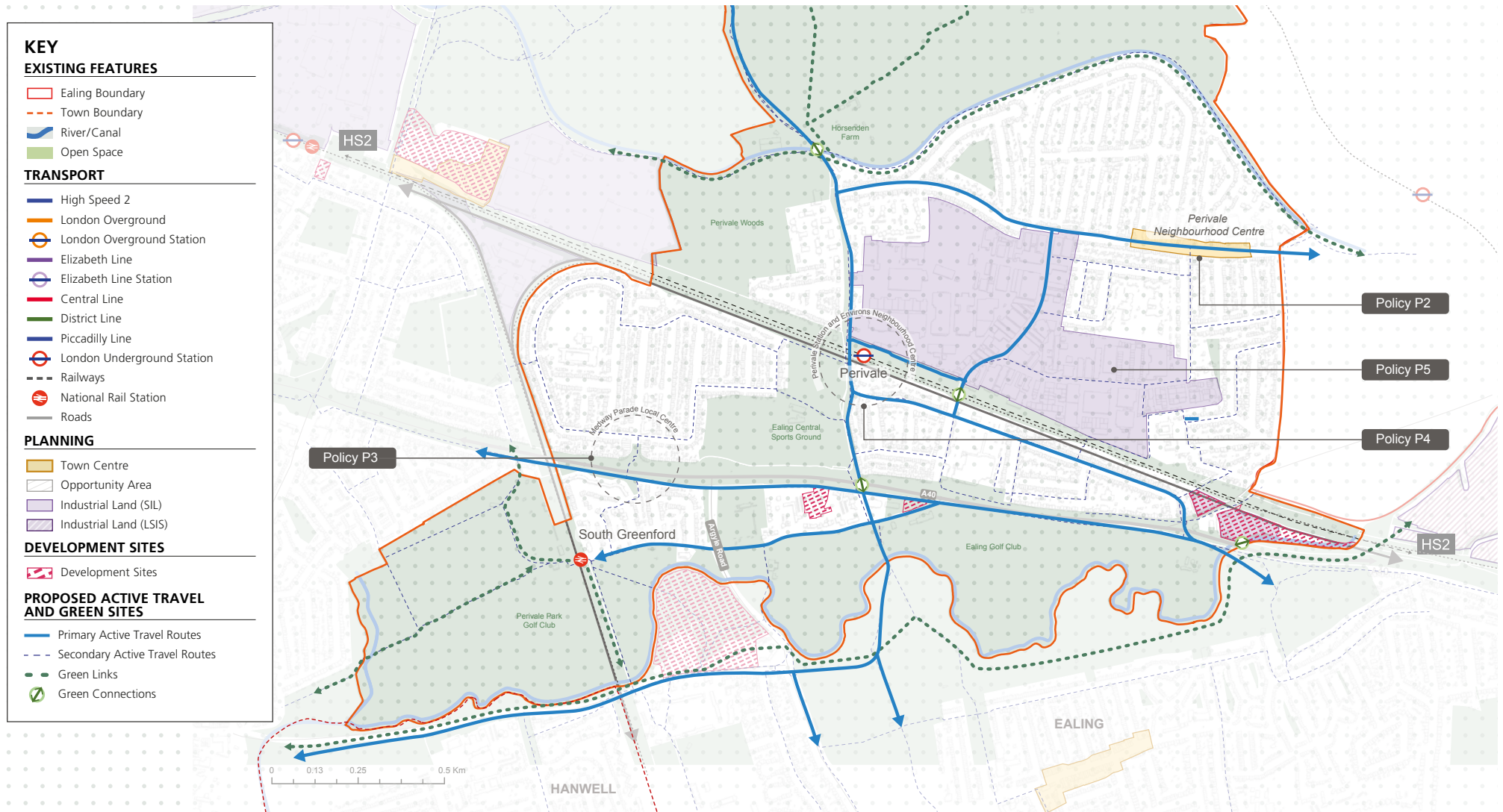
Image: Perivale industrial estate.



LINKS

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

Figure P2:
Perivale Spatial Strategy



Policy P1: Perivale Spatial Strategy

Spatial vision for Perivale

A. Perivale’s strong economic offering will be enhanced and reinforced by diversifying the town’s industrial, retail, residential, community, and leisure offer, improving the accessibility and functional role of its green open spaces and improving residents’ quality of life.

B. Perivale’s local shopping parades will be enhanced through diversification and public realm improvements with an emphasis on improving the appearance and role of local centres and their connectivity to the residential areas, industrial areas and public transport by:

- (i) Improving and diversifying the existing neighbourhood centre at Perivale (Bilton Road) and local centre at Medway Parade to better serve the day to day needs of local communities (see Policies P2 and P3).
- (ii) Promoting the creation of a new local centre on Horsenden Lane South around Perivale Station that will help meet the daily needs of local residents, workers, and people travelling to and from Perivale Station (see Policy P4).

C. Perivale’s industrial estates will be enhanced and improved (see Policy P5).

Tackling the climate crisis

D. Perivale will see better, safer, and more attractive public transport and 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 contributing to improved health and wellbeing outcomes by:

- (i) Improving public transport connectivity, including providing better links to the Elizabeth line via the currently underutilised South Greenford Station which is located on the Greenford / Perivale border.
- (ii) Creating new active travel routes from Perivale Station to Perivale (Bilton Road) neighbourhood centre.
- (iii) Enhancing the Grand Union Canal and the A40 to act as active travel corridors (including an A40 cycle superhighway with a dedicated lane separate from the traffic) to deliver improved walking and cycling connectivity west into Greenford and east into Brent.
- (iv) New and improved crossings will overcome key barriers to north-south movement posed by the

Grand Union Canal, the London Underground and the A40.

- (v) Improving the existing poor pedestrian and cycling accessibility to South Greenford Station and its surroundings through the improvement A40 crossings.
 - (vi) Providing an enhanced canal crossing that will connect into the eastern edge of Horsenden Hill, with an active travel route through Horsenden Hill to provide a connection to Sudbury Hill.
 - (vii) Promoting a continuous active travel corridor from Perivale Park west into Greenford Town Centre and south to Trumpers Lane (industrial estate) in Hanwell via the publicly accessible spaces of the Brent Valley Park.
 - (viii) Making a series of targeted public realm and traffic management interventions at roads dominated by industrial traffic will help prioritise the safety of pedestrians and cyclists.
- E. Perivale will benefit from better links to green and blue spaces, enhancing their appearance and functional role as places that connect people and communities. Improved public realm, greening and new green spaces will be required as part

of any new development to both enhance the attractiveness of Perivale's streetscapes while helping to address poor air quality.

Fighting inequality

F. Promote better and reinvigorated social and community infrastructure.

Creating good jobs and growth

G. Perivale will reinforce the town's economic identity as a well-connected industrial hub with a strong presence of manufacturing jobs by:

(i) Safeguarding, intensifying, diversifying, and enhancing its industrial core which makes a significant contribution to its economy and provides a good range of employment opportunities. This will include providing affordable workspaces for small businesses and new start-ups.

(ii) Maintaining good levels of accessibility, both for workers travelling there by public transport, as well as heavy goods vehicles, while addressing issues of severance and safeguarding the safety of active travel around the industrial estates.

(iii) Improving quality of life for local residents by enhancing the public realm; providing safe and attractive active travel modes; and mitigating the severance, heavy goods vehicle (HGV) traffic, and environmental impacts caused by industrial activity.

H. Perivale will see relatively limited levels of residential led development as potential opportunities are primarily located away from town centres or places of high public transport accessibility.

I. The key infrastructure delivery priorities for Perivale are set out in Table P1.



PERIVALE WILL REINFORCE THE TOWN'S ECONOMIC IDENTITY AS A WELL-CONNECTED INDUSTRIAL HUB WITH A STRONG PRESENCE OF MANUFACTURING JOBS.



Image: Perivale's industrial hub with a strong presence of manufacturing jobs.

4.6.23 — New development must respond positively to Perivale’s character and identity and seek to enhance it. Perivale has a well-defined urban structure with several typologies present that reflect periods of its development and growth, including a fine-grained historic industrial core and inter-war suburban semi-detached and suburban terraced housing development. 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.

4.6.24 — Perivale currently faces a number of severance challenges, including the busy A40, the railway line, the Grand Union Canal, and the industrial cluster at the centre of the town. The cumulative impact of the above is a town that can feel disjointed and fragmented, with a greater reliance on car use. This is further exacerbated by the lack of a strongly defined town centre that would act as a focal point for the town. Improving connectivity and mitigating the impacts of severance is therefore a priority for Perivale. This includes providing new and improved crossings across the A40, canal, and railway line, to improve north-south connectivity.

4.6.25 — Perivale forms a crucial and inherent part of both the A40 corridor of industrial land uses. Intensification of employment uses, alongside co-location and the provision of new employment sites adjacent to established ones will provide opportunities to further strengthen and diversify Perivale’s economy and provide good-quality employment opportunities for local people.

4.6.26 — South Greenford Station is on the border with Greenford. It is currently the least used train station in London, with a limited service and poor accessibility. It provides Perivale’s only connection to the Elizabeth line, a link that needs to be strengthened through a frequent and reliable service. That would make South Greenford Station more attractive to local people, enabling them to take advantage of the improved connectivity offered by the Elizabeth line while also relieving pressure from the Central line services at Perivale Station, which can get very crowded at peak times.

4.6.27 — Given the limited retail, services, community, and leisure offer at Perivale’s local centres, it is important to strengthen public transport and active travel routes to Greenford (in the west), and Alperton and Wembley (in the east). This includes safer and more attractive walking and cycling routes, including along the Grand Union Canal.

4.6.28 — There is a need and an opportunity to improve active travel routes to nearby green open

spaces (including Horsenden Hill, Perivale Wood, Ealing Central Sports Ground, Perivale Park, and Brent River Park). This includes providing safer walking and cycling routes and improving wayfinding and signage. Better active travel routes across the canal can also improve connectivity to Greenford, providing a more pleasant walking and cycling alternative.



Image: Inter-war suburban residential areas.



**THERE IS A
NEED AND AN
OPPORTUNITY TO
IMPROVE ACTIVE
TRAVEL ROUTES
TO NEARBY GREEN
OPEN SPACES.**



Image: Aerial view of the Grand Union Canal and Perivale from Horsendon Hill.





Image: Expanding retail areas.

4.6.29 — 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.

4.6.30 — 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.

4.6.31 — Table P1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Perivale.

Table P1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
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 Perivale.	Ealing Council	Throughout plan-period
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Perivale (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Active travel	A range of schemes to support active and sustainable travel in Perivale, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Feasibility studies of critical drainage areas at Horsenden areas.	Environment Agency	TBC
Flood mitigation	Perivale Park Alleviation Scheme.	TBC	0–5 years

Perivale Spatial Policies

Policy P2: Perivale Neighbourhood Centre

A. To diversify and expand the range of retail, food and drink, community, and leisure uses in the existing local centre at Bilton Road to better meet the everyday needs of local residents.

B. To create a stronger sense of place and community through public realm and active travel improvements to improve accessibility to existing businesses, community spaces and parks.

4.6.32 — Given the strong presence and influence of Perivale’s industrial centre, it is important to balance it with vibrant and diverse local centres that provide people with the opportunity to meet their day to day needs locally, while interacting with each other and strengthening community cohesion.

4.6.33 — Perivale currently lacks a strong town centre. Bilton Road is the largest of its existing local centres, providing a limited range of convenience shops and food and drink outlets. It would benefit from a greater range and

diversity of uses, including more services, community and leisure uses, and improved public realm that would help strengthen the character and attractiveness of the area.

Policy P3: Medway Parade Local Centre

A. To diversify and improve the range of retail, food and drink, community, and leisure uses at Medway Parade to better meet the everyday needs of local residents and create a stronger sense of place and community.

B. Recognising that even a more diverse local centre at Medway Parade is unlikely to fully meet the daily needs of local people due to space constraints, better public transport and active travel corridors will complement and strengthen connections to bigger centres in Greenford and Ealing.

4.6.34 — Medway Parade provides a limited, but valuable, retail, services, and food and drink offer to local residents. This will be enhanced and further diversified to better meet local needs. There is potential to improve the attractiveness of the local centre through public realm and active travel improvements.

4.6.35 — Space constraints limit the amount of uses that can be accommodated at Medway Parade. It is therefore important that local residents have good active travel access to the bigger centres at Greenford Town Centre and Westway Cross. Medway Parade is also within ten minutes’ walk from the currently underutilised South Greenford Station, which provides links to the much larger centres at West Ealing and Ealing Broadway.



IT IS THEREFORE IMPORTANT THAT LOCAL RESIDENTS HAVE GOOD ACTIVE TRAVEL ACCESS TO THE BIGGER CENTRES AT GREENFORD TOWN CENTRE AND WESTWAY CROSS.

Policy P4: Perivale Station and Environs

To explore the potential for a new neighbourhood centre on Horsenden Lane South and improve the active travel connectivity to and through the adjoining industrial cluster to better serve the day to day needs of local residents, workers, and people travelling via Perivale Station and the surrounding area with improved retail, community facilities and local amenities.

4.6.36 — While many people travel to and from Perivale Station on a daily basis, there is currently little in the immediate area to encourage them to spend more time there or to generate economic activity. Providing a new neighbourhood centre on Horsenden Lane South would also help bridge the gap between Bilton Road local centre to the east and Medway Parade to the west. This would make Perivale a more polycentric town, providing local people with more opportunities to meet their daily needs locally. We will also seek to encourage a collaborative approach between council, TfL and industrial landowners to optimise the potential for future mixed-use development and ensure significant improvements in connectivity and public realm.

Policy P5: Perivale Industrial Estate

A. Protect and enhance the broader Perivale industrial estate to ensure the development will:


- (i) Embrace the existing clusters of employment and deliver opportunities for growth and intensification.
- (ii) Explore the potential for developing green and circular economy practices.
- (iii) Improve the quality of the public realm and active travel routes connecting the area around Perivale Station to the wider residential areas, the industrial estate, Perivale Neighbourhood Centre and green open spaces.
- (iv) Diversify and enhance the employment and business offer.

B. Explore opportunities for active frontage to industrial units, particularly around Aintree Road, where these can showcase existing industrial uses and contribute to facilities for local people and workers.

4.6.37 — Perivale 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.



Image: Improving links between Medway Parade and larger centres.


**PROVIDE PEOPLE WITH
 THE OPPORTUNITY TO
 MEET THEIR DAY TO DAY
 NEEDS LOCALLY.**

Perivale Development Sites

4.6.38 — 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.

4.6.39 — 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.'

4.6.40 — 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.

4.6.41 — Figure P3 and Table P2 present all the Perivale Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.6.42 — 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.

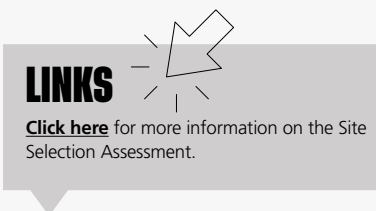
4.6.43 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town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

4.6.44 — 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.

4.6.45 — 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.

4.6.46 — 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.

4.6.47 — 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.

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

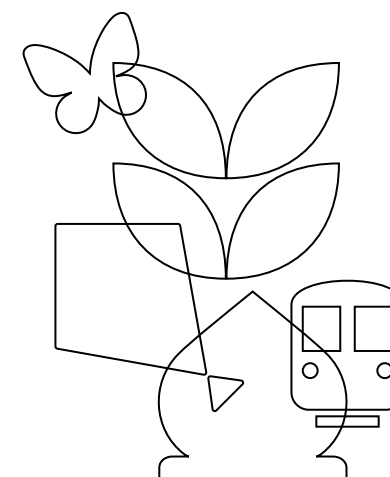


Table P2:
Perivale Development Sites

01PE	BP Garage	366	03PE	Alperton Lane North	370
02PE	Land on the South Side of Western Avenue	368	04PE	Alperton Lane South and Metroline Depot	372

Figure P3:
Perivale Development Sites



Perivale – 01PE

BP Garage



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SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
BP Garage, Western Avenue, Perivale, UB6 8TW	0.52	Private

CURRENT USE	PLANNING DESIGNATIONS/SITE CONSTRAINTS
Petrol station and cafe.	Green Corridor, SINC (borough and local) (nearby), TPO.
PROPOSED USE	KEY INFRASTRUCTURE REQUIREMENTS
Residential and commercial.	Public realm and landscaping improvements. Measures to improve active travel.
RELEVANT PLANNING APPLICATION(S)	INDICATIVE TIMEFRAME FOR DELIVERY
None.	Between years 6–10 (2028/29 – 2032/33)
SETTING/TYOLOGY	
Centres.	
PTAL	
3	
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).	

CONTEXTUAL CONSIDERATIONS

- Development should re-provide commercial uses, such as a supermarket or petrol station, to accommodate increasing levels of residential development in the area.
- Landscaping and public realm improvements should be provided along Western Avenue Green Corridor.
- Proposals should carefully consider access given the hostile environment of the A40 and make provision for safe pedestrian routes into and around the site that are sheltered from vehicular traffic.
- Provide active frontages will also help to make pedestrian access more attractive along the main road.
- Ensure taller elements should be situated along Western Avenue and massing should step down in height to the south of the site to respond to neighbouring low-rise properties.
- Provide sheltered private amenity space should be provided given the exposed nature of the site.
- Retain mature trees to the south.

DESIGN PRINCIPLES

- The site is dominated by the A40 and its design and use strategy should be shaped by this, using both layout and technical specification to minimise effects on noise and air quality.
- Commercial uses will be best situated along the A40 where they can be seen, and also to screen residential uses from the impacts of traffic.

Perivale – 02PE

Land on the South Side of Western Avenue



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SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Perivale Lane, Perivale, UB6 8TW	0.16	Private

CURRENT USE

Vacant land.

PROPOSED USE

Residential.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

3

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

Grade II Listed Lychgate (nearby) Grade II* Listed Hoover Canteen Block, Front Block and 5 Entry Gates and Piers (nearby) locally listed building (nearby), Community Open Space, Green Corridor, SINC (borough) (nearby), Priority Habitats(nearby), Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements. Measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

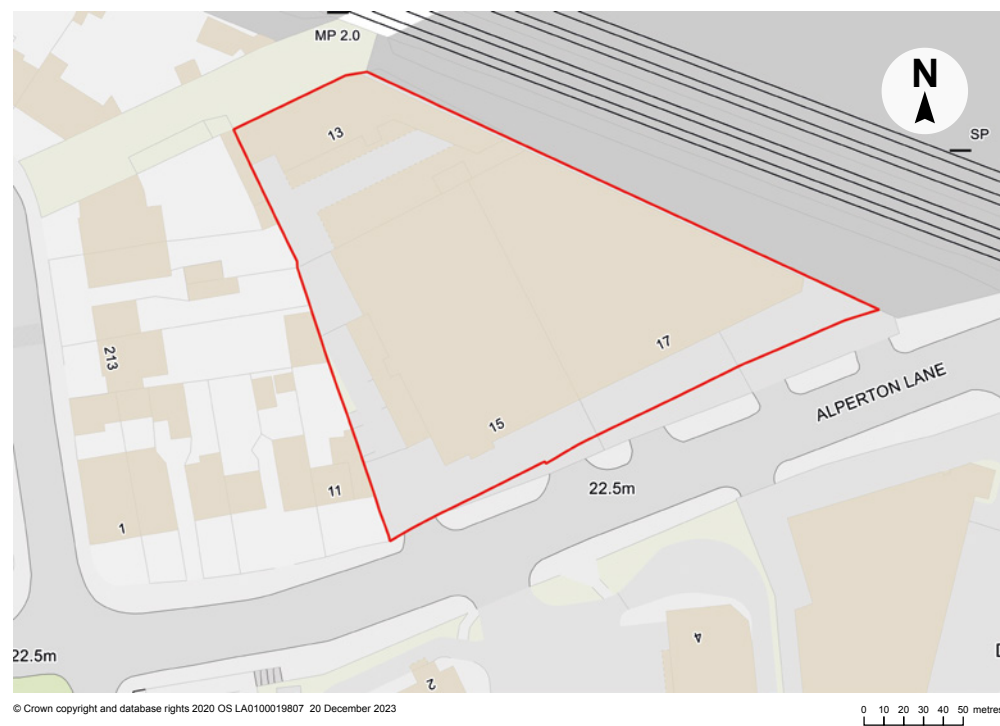
- Development of residential flats here should activate the site and establish a gateway building on this prominent corner plot between Western Avenue and the nearby Metropolitan Open Land.
- Permeability around the site should be improved and natural surveillance provided for a safer and more attractive pedestrian environment.

DESIGN PRINCIPLES

- The site is dominated by the A40 and its design and use strategy should be shaped by this, using both layout and technical specification to minimise effects on noise and air quality.
- Ensure layout provides for the maximum shelter from road traffic including entrance from the south. Frontage along the A40 should provide for natural surveillance to improve the pedestrian environment and perceptions of safety.
- Provide pedestrian access to Perivale Lane to allow walking routes that avoid the A40.

Perivale – 03PE

Alperton Lane North



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SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Alperton Lane, Perivale, UB6 2XY	0.38	Private

CURRENT USE

Occupied by a number of small businesses, including a car wash, car sales business and IT security company.

PROPOSED USE

Industrial-led mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus/ Continuous block.

PTAL

0–1 a

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). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Corridor, SINC (borough) (adjacent and nearby), Priority Habitats (nearby), SIL

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

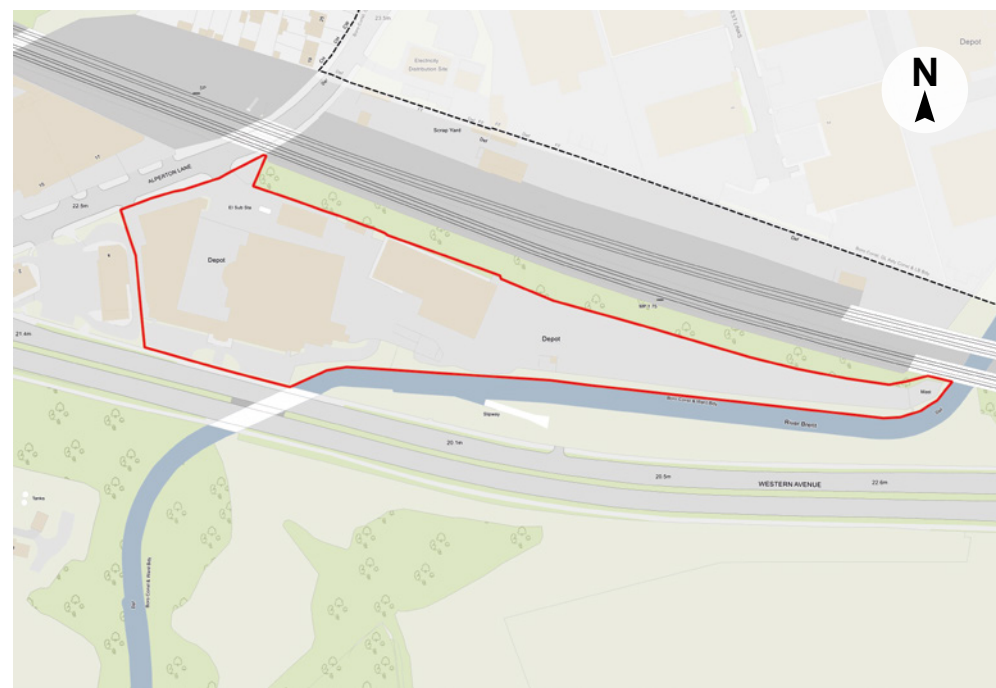
- The site forms a detached part of Park Royal SIL and may be suitable for mixed intensification unlike a consolidated part of the SIL. This needs to follow a masterplanned approach similar to that set out in Policy E6 for LSIS, starting with the development of a shared industrial baseline with O4PE that defines the type of industrial uses with demand for these sites.
 - Development should deliver an increase in overall industrial provision.
 - Proposals should begin by setting out the provision of industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.
- servicing arrangements can be made, and if there is identified demand for this type of unit.
 - Ensure that existing access from Alperton Lane is consolidated and rationalised, with improvements to the pedestrian realm and streetscape. Development should not result in any informal parking or use of public realm for vehicle movements.
 - Ensure that development takes account of and steps down towards residential properties to the west.
 - Explore opportunities to soften the building façade by means of planting.

DESIGN PRINCIPLES

- Ensure that industrial provision meets GLA design guidance for industrial uses and this will include extra height floors and heavy service access. Industrial provision should form the principal use at ground floor but can also occupy upper storeys where appropriate access and

Perivale – 04PE

Alperton Lane South and Metroline Depot



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0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Alperton Lane, Perivale, UB5 9RT	1.89	Private

CURRENT USE

Large self-storage facility, bus depot, and small business units.

PROPOSED USE

Industrial-led mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus.

PTAL

0–2

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). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 2 (fluvial/ tidal), Flood Zone 3a (surface water) and Flood Zone 3a and 3b (fluvial/ tidal), Metropolitan Open Land, SINC (borough), Priority Habitat, Green Corridor, TPO, SIL.

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping and greening improvements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The site forms a detached part of Park Royal SIL and may be suitable for mixed intensification unlike a consolidated part of the SIL. This needs to follow a masterplanned approach similar to that set out in Policy E6 for LSIS, starting with the development of a shared industrial baseline with O3PE that defines the type of industrial uses with demand for these sites.
- Development should deliver an increase in overall industrial provision.
- Proposals should begin by setting out the provision of industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.
- TfL bus depot and access should be retained or a suitable alternative location found.
- The site is at high risk of both fluvial and surface water flooding, encompassing in part the 'Functional Floodplain'. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment, and any future site-specific

flood risk assessment required to support a planning application.

DESIGN PRINCIPLES

- Ensure that industrial provision meets GLA design guidance for industrial uses and this will include extra height floors and heavy service access. Industrial provision should form the principal use at ground floor but can also occupy upper storeys where appropriate access and servicing arrangements can be made, and if there is identified demand for this type of unit.
- Ensure that the existing access from Alperton Lane is consolidated and rationalised, with improvements to the pedestrian realm and streetscape. Development should not result in any informal parking or use of public realm for vehicle movements.
- Provide active frontages on the Alperton Lane side whether in the form of residential entry or by public-facing retail frontages to the industrial uses.
- Explore opportunities for greening particularly adjacent to the river and green corridor.

