

Northolt

Town Regeneration Framework

February 2024



Introduction

The development of the regeneration frameworks has helped inform the vision and priorities for each of Ealing's towns in the local plan. The work has sought to build on the town's unique character, to better serve local people, enable job creation, and support healthier lifestyles. The regeneration frameworks are non-statutory and form part of the wider evidence base supporting the town chapters of the local plan. They reflect evidence collected in 2023 and will support the delivery of the Local Plan, they may require reviewing and separately updating, every few years, to adapt to changing requirements and delivery progress in each town and focus area.

Each framework includes a long term, 15-year, vision and objectives for each area which has been developed as part of the Local Plan and based on the town's unique profile, challenges and opportunities. This is supplemented with more detailed visions for focus areas and infrastructure delivery priorities for the sustainable regeneration of each town and its focus areas.

Vision

Northolt is recognised as one of London's next key areas for transformative levels of investment and growth, including new and improved housing, jobs, services, transport infrastructure and amenities. Significant investment in active travel and the public transport network will support both local and wider connectivity. Active travel improvements will connect an enhanced existing town centre, a new town centre and an improved industrial cluster as well as green spaces, local housing estates and canal cycleway leading to wider key employment sites.

A new town centre at White Hart and enhanced town centre at Northolt Station will include new retail, leisure, food and beverage, workspace and community uses, complimenting and bolstering the existing high street offer. An improved industrial cluster at Northolt Industrial Estate will harness projected growth in the industrial sector and create new and resilient local jobs.

New bus and mobility hubs located in each town centre will bring together multiple public transport and active travel facilities. To the north, this hub forms an interchange with Northolt Underground Station, this will be enhanced to form a welcoming gateway to Northolt. A new 6.3km Green Ring will connect and celebrate green spaces and town centres.

Northolt today

Northolt is located in the north-west corner of the borough and comprises two wards: Northolt Mandeville and Northolt West End. Northolt is a suburban neighbourhood in Zone 5 and is home to a diverse and multi-cultural population of approximately 30,000 residents. However, large areas are amongst the 10–20% most deprived neighbourhoods nationally. Historically, parts of Northolt have experienced low levels of inward investment. Northolt has a range of community, economic, and cultural assets which are integral to local prosperity. Northolt is also home to beautiful green spaces which provide important social infrastructure and are highly valued by residents.

A historic centre at both White Hart and Northolt has existed since before the eighteenth century and were historically focused around Church Road (A312). The A40 and A312 which pass through Northolt create significant severance through the town and this has meant that Northolt's active travel infrastructure is limited. However, the Grand Union Canal offers some cycle connectivity to the rest of the borough.

Economic evidence shows that Northolt has high levels of deprivation and performs poorly against earnings and health indicators. However, Northolt performs strongly against affordability and business growth measures. Key challenges include low pay, a lack of higher value employment, and low levels of underpinning infrastructure to catalyse regeneration. There are key opportunities to explore to address local challenges including reviewing existing local network capacities and improving identity of place. This also includes improving the quality of Northolt's industrial areas, and supporting these areas with proactive intervention.

Socio-economic profile

Residents	<ul style="list-style-type: none"> • 30,000
Demographics	<ul style="list-style-type: none"> • Median age is 35 and less than the borough median • All neighbourhoods within the top 30% most deprived nationally • Over 1/4 residents hold no qualifications • Expected proportional rise in people aged 65+
Homes	<ul style="list-style-type: none"> • 30% of households are socially rented • 59% residential market is characterised by one family households • Northolt is joint most affordable of Ealing's seven towns • Median house prices are below borough median (2018)
Businesses	<ul style="list-style-type: none"> • Approx. 900 • 45% Local Jobs are in Transport, Storage, Manufacturing, Wholesale – Strong economic links to Heathrow and its supply chains.
Jobs	<ul style="list-style-type: none"> • Approx. 7,600 • The number of businesses in Northolt has grown by 18% since 2015 – the second highest in the borough. • 25% of Northolt's jobs are in the retail sector. This is above the borough median ranking 1st out of the 7 towns • 50% of Northolt's jobs are classified as low pay work. This is the second highest proportion of all of the borough's towns.
Conservation Area	<ul style="list-style-type: none"> • 1 - Northolt Village
Major Parks	<ul style="list-style-type: none"> • 6– Belvue, Islip Manor, Lime Tree, Rectory, Northala Fields, Northolt
Town centres	<ul style="list-style-type: none"> • 1 – Neighbourhood Centre around Northolt Underground Station
Business space	<ul style="list-style-type: none"> • 600k sqft - Forming Northolt / Greenford Strategic Industrial Location. • 93% Industrial stock is classified as low-quality • 15-33 employees per hectare on Northolt Industrial Estate – Compared to 89-104 employees per hectare in Acton.
Transport	<ul style="list-style-type: none"> • 1 Northolt Underground Station – Central line connections with West Ruislip, Shepherd's Bush and the City • 1 Northolt Park Station - Provides connections to London Marylebone, Gerrards Cross and High Wycombe • Numerous bus routes along Mandeville Road, Church Road, and Yeading Lane, with routes dispersing at White Hart roundabout and at Northolt Station.

Challenges and opportunities

Key Challenges

- Poor connectivity: Lack of active travel and public transport infrastructure and High levels of severance, congestion, safety and air quality issues.
- High levels of deprivation which have not been addressed in recent decades.
- Limited local job opportunities and high level of low-paid jobs. Strong reliance on Heathrow and its supply chain for employment.
- High rates of employment in low skilled occupations and lack of qualifications and adult education provision
- Lack of diverse town centres where people can come together to dwell and socialise. Limited arts and culture offer. Weak evening and night-time economy.
- Northolt Industrial Estate is underperforming in terms of employment density and growing circular, green and creative sectors.
- Need for increased secondary school provision.
- Need for primary health care services.
- Limited housing options for a changing population
- Housing estates in need of investment, including environmental upgrades.

Key Opportunities

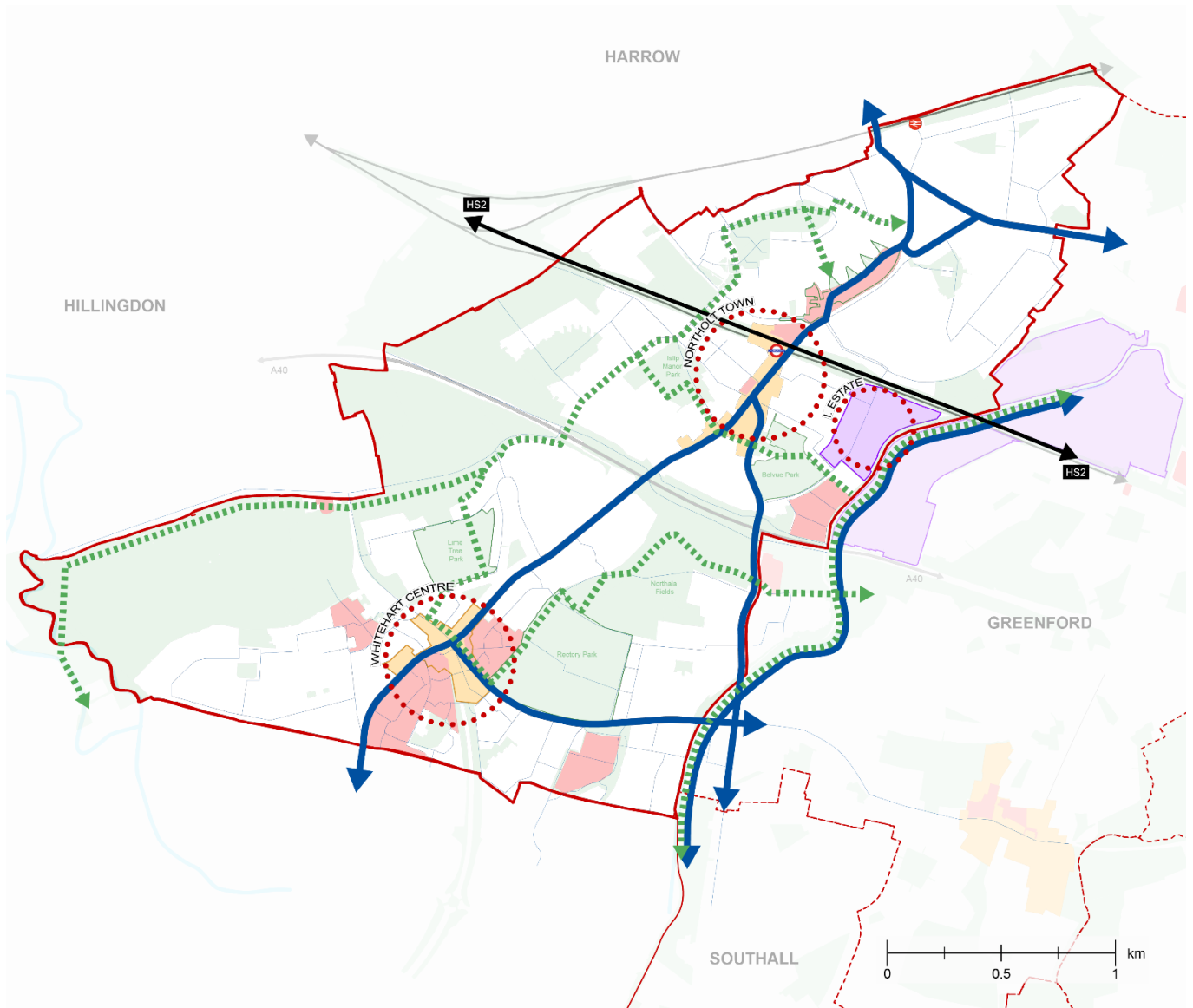
- High levels of public sector and housing association land ownership.
- Grow and designate new Town Centres, capitalising on higher expenditure and footfall than pre- pandemic.
- Harness expected industrial sector growth and scope to intensify, diversify and improve Northolt's industrial cluster.
- Strengthen economic ties with Greenford and Perivale via the A40 corridor and attract higher-value industrial activity.
- Active travel, public realm and highways improvements already underway, with potential for longer term re-characterisation of A-Roads.
- Grow the wider active travel and bus network to unlock potential for growth and mode shift. Improve connections to Elizabeth Line stations in Southall and Hayes.
- Capitalise on Northolt Underground as focus for new development.
- Shift in demand from inner-city housing and workspace to well-connected, affordable and liveable suburbs presents opportunities for Northolt's residential and commercial markets.

Objectives

Key objectives for the town to better serve local people, enable job creation, and support healthier lifestyles.

Theme	Objective
Homes	<ul style="list-style-type: none"> • Deliver new homes, including affordable and build to rent homes. • Enhance existing residential estates in a comprehensive way, including retrofit and infill opportunities. • Increase housing provision for working age families, deprived communities and people aged 65+. • Address the under representation of people aged 20-30 in Northolt through the right housing provision.
Jobs and businesses	<ul style="list-style-type: none"> • Deliver new and resilient jobs • Intensify the Strategic Industrial Location and upgrade existing industrial stock to boost wages and economic output. • Support local enterprise, including new neighbourhood and affordable workspace. • Grow the emerging green, circular and creative sectors. • Support the creation of a business association including the high street and industrial area.
Town centres	<ul style="list-style-type: none"> • Deliver new commercial, leisure and community floorspace • Unite smaller shopping parades to create clearly defined town centres, including a new town centre at White Hart and enhanced town centre around Northolt Underground Station. • Bolster the existing town centre offer with diverse uses to address the under-provision of leisure, food and beverage, and culture. • Enhance the visitor, evening and night-time economy to increase local spending. • Enhance the town centre environment through high quality public realm and shop frontage improvements.
Energy and climate change	<ul style="list-style-type: none"> • Retrofit existing residential, community, leisure and commercial properties • Deliver new wetlands to addressing flooding at Belvue Park
Transport	<ul style="list-style-type: none"> • Deliver over 10 km new active travel routes • Deliver step free access scheme at Northolt Underground Station • Enhance Church/Mandeville Road as a greener active travel spine and reduce severance the road creates • Reconfigure White Hart Roundabout to create a walkable and thriving town centre • Deliver 2 new bus and mobility hubs at White Hart and Northolt Centre.
Parks and open space	<ul style="list-style-type: none"> • Improve connections to green assets through a new 6.3km Green Ring route.
Social infrastructure	<ul style="list-style-type: none"> • Deliver new secondary school provision • Deliver new special educational needs provision • Deliver new primary healthcare provision • Deliver a new community hub






Town regeneration framework diagram



PROPOSED

-  FOCUS AREA
-  PRIORITY ACTIVE TRAVEL ROUTES
-  SECONDARY ACTIVE TRAVEL NETWORK
-  PRIORITY GREEN CONNECTIONS
-  DEVELOPMENT SITES
-  NEW TOWN CENTRE
-  PRIORITY FOR INDUSTRIAL INTENSIFICATION
-  PRIORITY GREEN SPACE ENHANCEMENTS
-  NEW TRAIN LINE

EXISTING

-  TRAIN LINE
-  TOWN CENTRE
-  GREEN SPACE
-  INDUSTRIAL LAND
-  OPDC OPPORTUNITY AREA

Focus Areas

Key areas of development and regeneration to focus delivering the towns' objectives.

Northolt Centre focus area

Vision

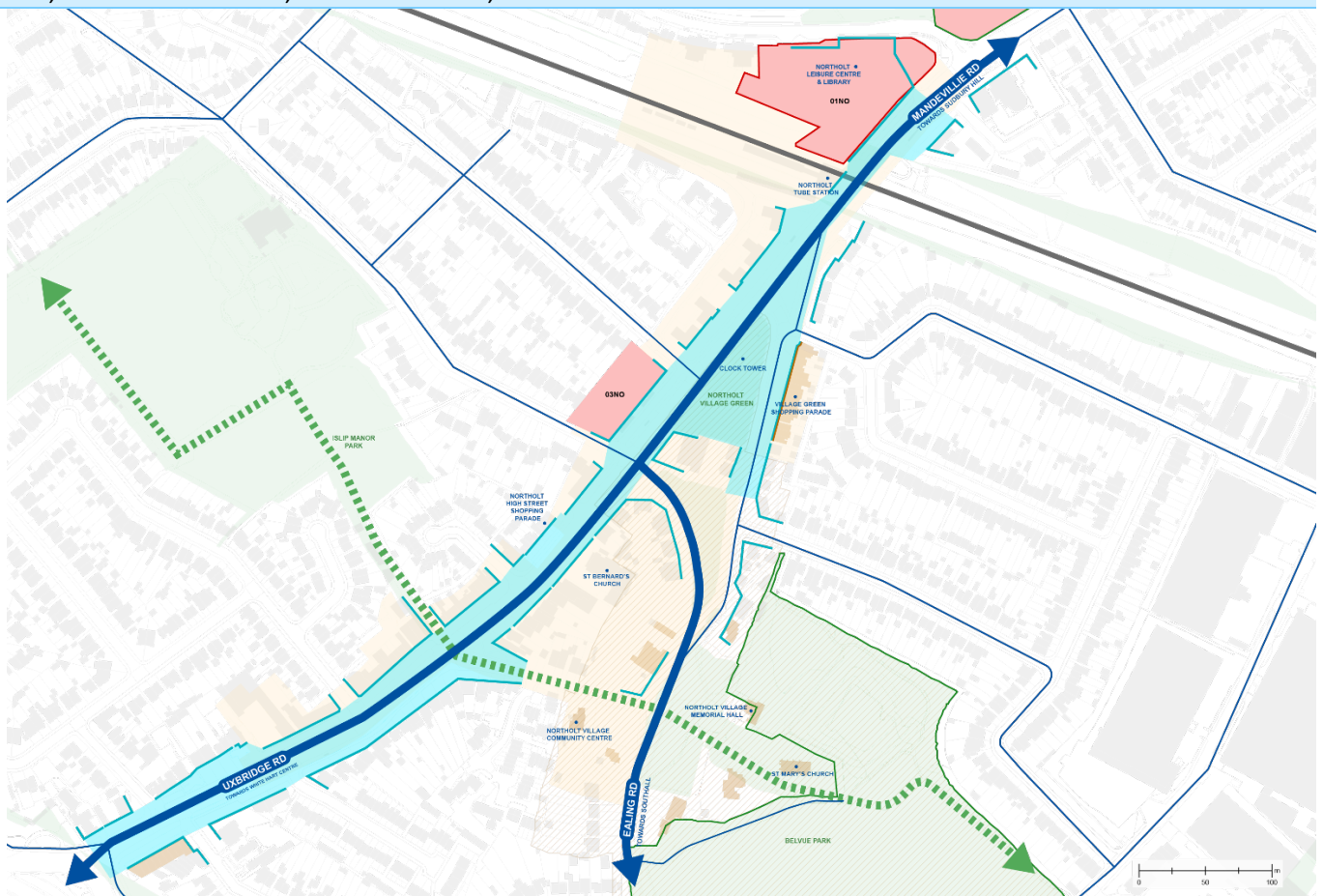
An enhanced town centre at Northolt Station, creating a welcoming gateway to Northolt with a diverse range of uses including neighbourhood workspace.

Key projects and sites

- Northolt Gateway Site to deliver new homes, town centre uses and an enhanced leisure and community offer.
- Public realm and active travel enhancements, including Church/ Mandeville Road multi-modal route, Ealing Road cycleway and the Green Ring.
- New public square for outdoor trading and community events adjacent to Northolt Underground Station.
- Enhancements to Northolt Underground Station, including Step Free Access.
- New bus and mobility hub that brings together multiple bus services and active travel facilities, forming an interchange with Northolt Underground Station
- Shop frontage improvements along Ealing and Mandeville Roads, enhancing the conservation area and wider town centre.

Key stakeholders

TfL, Private landowners, Local businesses, Commercial landlords



EXISTING

- Train line
- Town centre
- Green space
- Industrial land
- Listed buildings
- Conservation area
- Community facilities / landmarks

PROPOSED

- Priority active travel routes
- Secondary active travel network
- Priority green connections
- Development sites
- Potential for tall buildings
- Active frontage
- Heritage restoration

- Public realm enhancements
- Priority green space enhancements
- Priority for industrial intensification
- New town centre
- New train line
- Priority intervention

White Hart Centre focus area

Vision

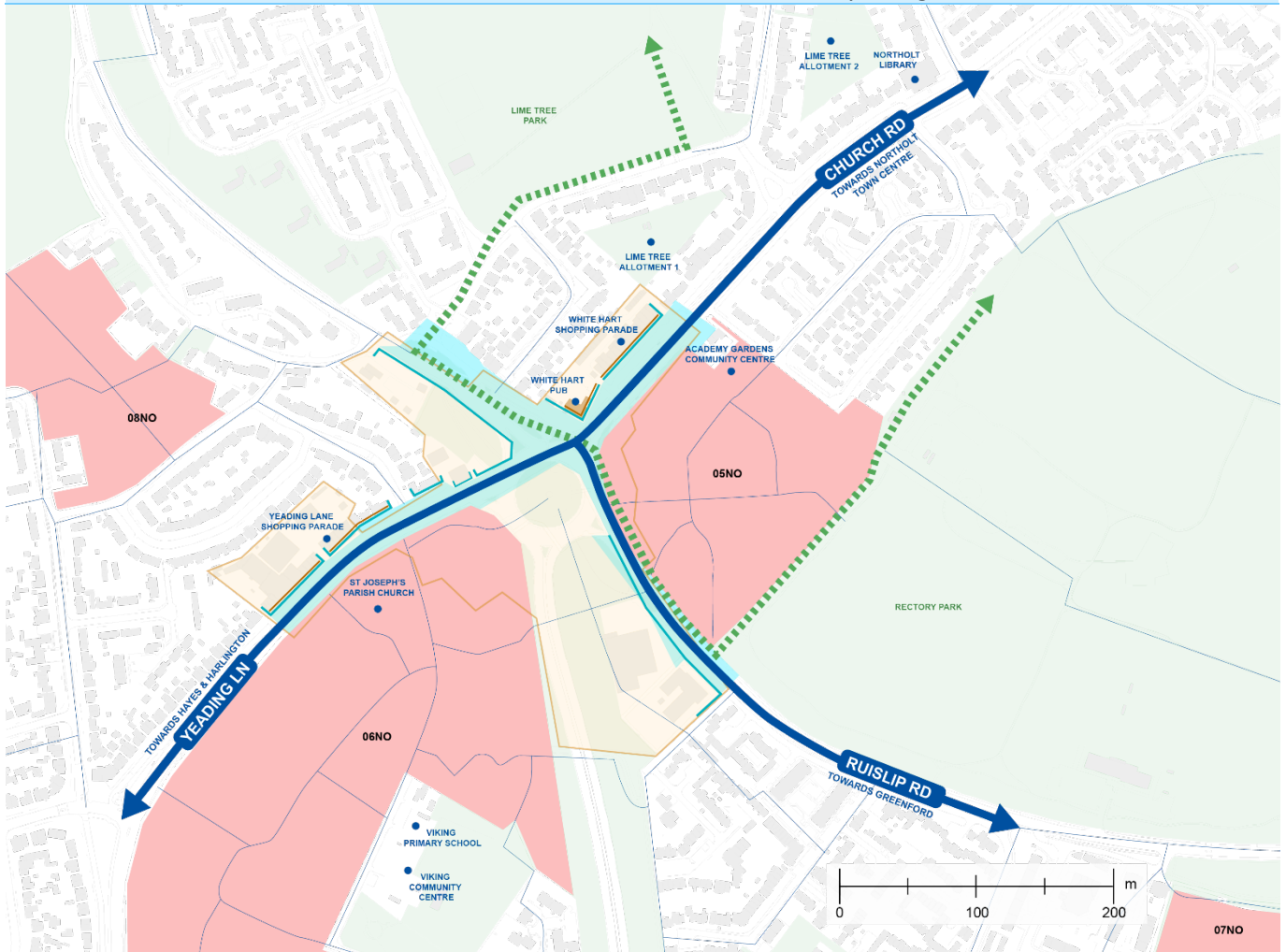
A new town centre at White Hart, bringing together existing small shopping parades by reconfiguring the existing highways infrastructure.

Key projects and sites

- White Hart Roundabout Reconfiguration to deliver improved connectivity, new homes, town centre uses and a community offer.
- An exemplar climate action led approach to renewal of Yeading and Medlar Farm Estates, with focus on retrofit, infill and community-led initiatives.
- Public realm and active travel enhancements, including Church/ Mandeville Road multi-modal route and the Green Ring.
- New public square for outdoor trading and community events.
- New bus and mobility hub that brings together multiple bus services and active travel facilities.
- Shop frontage improvements along Church Road and Yeading Lane, enhancing the wider town centre.

Key stakeholders

TfL, Private landowners, Local businesses, Commercial landlords, Broadway Living/ HRA



EXISTING

- Train line
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- Conservation area
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PROPOSED

- Priority active travel routes
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- Priority green connections
- Development sites
- Potential for tall buildings
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- Heritage restoration

- Public realm enhancements
- Priority green space enhancements
- Priority for industrial intensification
- New town centre
- New train line
- Priority intervention

Northolt Industrial Estate

Vision

An improved industrial cluster at Northolt Industrial Estate to harness projected growth in the industrial sector, building on existing industrial specialisms to boost wages and economic output.

Key projects and sites

- Industrial Intensification to unlock significant new industrial floorspace, creating new jobs focused in the green, circular and creative sectors.
- Retrofit and property upgrades to enhance existing industrial stock.
- Driving Range site to deliver new industrial and commercial floorspace, creating new jobs.
- New active travel routes that connect the Industrial Estate to Northolt Underground Station
- Enhanced public realm, wayfinding and branding that unites the Greenford and Northolt Industrial Estates.

Key stakeholders

MOPAC, Segro, Local businesses, Private landowners

Infrastructure and delivery priorities

	Actions	Description	Key Stakeholders
Short term (1-2 years)	Multi-modal central spine, Church/Mandeville Road	Improve Church and Mandeville roads for all road users, including cyclists and pedestrians, to support easier access to local High Streets and green spaces. Already underway.	Ealing Council, TfL, Department for Transport, Active Travel England, Ealing High Street Task Force, Local businesses; Local residents; Northolt Residents Association; Conservation area panel; Schools; Local creatives.
	Green ring active travel route	A 6.3km walking and cycling route connecting and enhancing existing greenspaces. Already underway.	Ealing Council, GLA, Ealing Wildlife Group, Canal and River Trust, Northolt Residents Association; Conservation area panel; Schools; Local creatives
	Secondary cycleway, Kensington / Ealing Road	Improve Ealing and Kensington roads for all road users, including cyclists and pedestrians, to support easier access to local High Streets and green spaces. Already underway.	Ealing Council, TfL, Department for Transport, Active Travel England, Ealing High Street Task Force, Local businesses; Local residents; Northolt Residents Association; Conservation area panel; Schools; Local creatives.
	Belvue Park SUDs	Introduction of seasonal ponds in Belvue Park to tackle flooding and increase biodiversity. Park improvements including natural play space, seating and a new footpath.	Ealing Council, GLA, Thames Water, Belvue High School, Dawoodi Bohras Mosque, Ealing Wildlife Group, Northolt Residents Association; Conservation area panel; Local creatives
	Community Hub	Deliver a new community hub in the Northolt Library.	Ealing Council, Local residents
Medium term (3-5 years)	Industrial links active travel route	Improved connections from Northolt town centre to Northolt Industrial Estate all road users, including cyclists and pedestrians, to support easier access to key employment hubs.	Ealing Council, Landowners; Local businesses; Local residents.
	Special Educational Needs facility at Northolt High	School re-build and building condition improvements, adding a small number of additional places as part of that rebuild through the development of a	Northolt High School Staff, Students and Governors, Ealing Council, Local residents, Department for Education

		specialist resourced provision at the school.	
	Business association	Support the create of a business association for the high street and industrial areas.	Ealing Council, local businesses
Long term (5-10 years)	New bus and mobility hubs and service enhancements	Develop new bus and mobility hubs in each town centre (Northolt town centre and White Hart town centre) bringing together multiple public transport and active travel facilities.	Ealing Council, TfL, Local landowners, Local Businesses
	Northolt Underground Station upgrades and Step Free Access Scheme.	In line with Mayor of London's Transport Strategy, TfL is working towards making the transport network more accessible and inclusive through the provision of step-free access at more Underground Stations. Provision of step-free access at Northolt Underground Station would make Northolt more accessible and inclusive for local residents, visitors and businesses.	Ealing Council; TfL; Landowners; Local businesses; Local residents.
	New primary health care provision	Focus on increasing primary health care facilities	Ealing Council, NHS, Healthcare providers, Local residents
	New secondary school provision	Focus on increasing new secondary school facilities	Ealing Council, Local residents, Education providers
	Major town centre developments to provide new employment floorspace and social infrastructure	Focus on increasing new employment floorspace and social infrastructure through new town centre developments	Ealing Council, Local landowners, local start-ups, workspace providers, Ealing High Streets Task Force, traders associations
	Industrial intensification to provide new employment floorspace	Focus on industrial intensification in Northolt Industrial Estate to provide new employment floor space	Ealing Council, Local landowners, local businesses and start-ups, MOPAC, Segro, workspace providers, Ealing High Streets Task Force, traders associations
	White Hart Roundabout Reconfiguration	Spatial re-configuration of White Hart to unlock land and support a new homes and commercial uses.	Ealing Council, TfL, Local landowners, Local businesses, Local residents, Commercial landlords, Broadway Living/ HRA

Reference documents

- Town Briefing Northolt, Ealing Council, 2022
- Northolt 20-Minute Neighbourhood Framework, Ealing Council, 2022
- Northolt Future Neighbourhood Strategy, Ealing Council, 2022