

Perivale

Town Regeneration Framework

February 2024



Sustainable and
PERIVALE
Eco-friendly Businesses



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

Perivale will embrace its industrial strengths and character with a new centre around Perivale Station, an improved and intensified industrial heart, and reinvigorated local centres knitted together with attractive and safe cycle and walking routes. Through partnership working and investment the industrial areas will provide more and good jobs, reinvigorated community infrastructure, a clean and safe public realm and a renewed sense of local pride.

Perivale today

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. It has a transient character due to the Acton-Northolt rail line, the A40 the Grand Union Canal and Brent River. It is well served by fast and frequent underground trains on the central line and local buses to link to the main high streets. The area is primarily covered by inter-war suburban semi-detached and terraced houses. There is a substantial amount of industrial land with a historic core and small to large warehouses, with narrow, deep and compact plots. Perivale relies on Bilton Road Neighbourhood Centre, Medway parade or adjacent high streets at Alperton and Pitshanger Lane. It is an established logistics and trading estate location which has developed over several decades due to the access to the A40 providing quick direct links to central London.

Economic evidence shows that Perivale performs poorly against environmental and COVID-19 impact indicators. However, Perivale performs strongly against quality of work, deprivation, and health metrics. Perivale has a range of community, economic, and cultural assets which are integral to local prosperity. Key challenges include low pay, poverty, and deprivation, and the town centre environment. There are key opportunities to improve visitor experience along retail parades, and establishing effective partnerships with the private sector to deliver shared objectives.

Socio-economic profile

Residents	<ul style="list-style-type: none"> • Approx. 16,000 residents
Demographics	<ul style="list-style-type: none"> • Median age is older than Ealing and London at 38 • Over ¼ of the area falls within the 30% most deprived neighbourhoods nationally • Greater proportion of population educated to degree level (75%) and without qualifications (17%) than London and Ealing • Lowest median house price in Ealing (2018)
Businesses	<ul style="list-style-type: none"> • Approx. 800 businesses
Jobs	<ul style="list-style-type: none"> • Approx. 6,400 jobs • Biggest increase in unemployment of Ealing's towns • Lowest level of low paying work of Ealing's towns
Conservation Areas	<ul style="list-style-type: none"> • None
Major Parks	<ul style="list-style-type: none"> • Horsenden Hill, Perivale Park, Pitshanger Park
Town Centres	<ul style="list-style-type: none"> • Bilton Road
Business space	<ul style="list-style-type: none"> • Hosts over half of Perivale's businesses and jobs • Majority of economic growth on industrial land • Important employment centre for Ealing residents
Transport	<ul style="list-style-type: none"> • 1 Underground Station – Central line connections with West Ruislip, Shepherd's Bush and the City

Challenges and opportunities

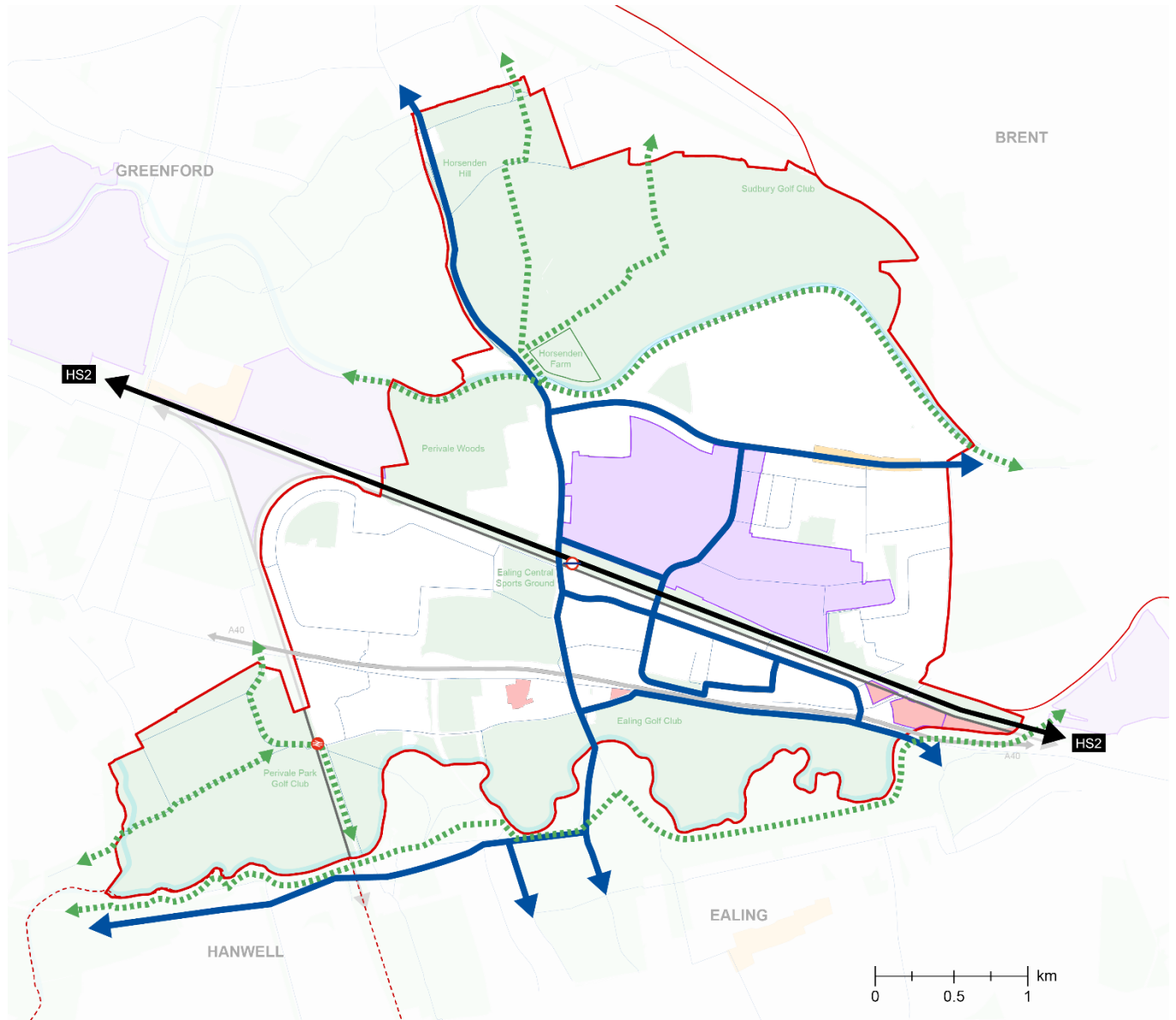
Key Challenges	Key Opportunities
<ul style="list-style-type: none"> • Lack of retail and community facilities in town centre • Poor Economic Opportunity • Congestion and severance creating poor north-south connectivity • Limited housing options for a changing population 	<ul style="list-style-type: none"> • Masterplan-led regeneration of Perivale industrial estates • Industrial land leading in sustainability • Provision of new housing types and tenures for all residents • High levels of public sector and housing association land ownership.

Objectives









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

Theme	Objectives
Homes	<ul style="list-style-type: none"> • Develop a strategic masterplan with key stakeholders for Perivale Station and surrounding area that considers increased employment, commercial and residential provisions. • Deliver mixed use development with new homes focused in and around the Bilton Road town centre. • Provide a better range of housing types and tenures.
Jobs and businesses	<ul style="list-style-type: none"> • Support the intensification of green industrial employment space and jobs through development of a strategic masterplan with key stakeholders. Support existing businesses to adopt green and circular practices. • Support a more inclusive, green and resilient local economy with good jobs. • Provide affordable workspace for start-up and local businesses to grow the local economy. • Improve active travel connectivity for workers and sustainable goods transport into and across the industrial area. • Support the creation of a business association including the high street and industrial area.
Town centres	<ul style="list-style-type: none"> • Improve and diversify the Bilton Road and Medway Parade town centre offering to meet the daily needs of residents and workers. • Improve active travel connectivity from the town centres to tube and rail stations. • Enhance the visitor, evening and night time economy to increase local spending. • Enhance the Town Centre environment through well designed public realm and shop frontage improvements. • Explore the potential for a new local centre around Perivale Station.
Energy and climate change	<ul style="list-style-type: none"> • Increase energy efficiency of homes and commercial premises. • Reduce carbon emission related to industrial businesses.
Transport	<ul style="list-style-type: none"> • Improve active travel connectivity from Perivale Station to Bilton Road across the industrial area. • Improve active travel connectivity across the area and to tube and rail station. • Enhance the Grand Union canal active travel route. • New and improve north south connections across Grand Union Canal, London Underground and A40 barriers.
Parks and open space	<ul style="list-style-type: none"> • Enhance Horsenden Farm. • Improve active travel and green links between key green spaces.
Social infrastructure	<ul style="list-style-type: none"> • Improve active travel and public transport connectivity of key social infrastructure, including schools. • Ensure adequate provision of health facilities to meet existing and future need. • Improve community, culture and leisure facilities.




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 Area

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

Perivale Industrial focus area

Vision

An improved industrial cluster at Perivale Industrial Estate that links Perivale station with Bilton Road. This will embrace existing industrial strengths and harness the growth of the industrial sector to deliver a new centre for the town which includes retail, community facilities and local amenities for both workers and local residents.

Key sites and projects

Develop a strategic masterplan with key stakeholders for Perivale Station and surrounding area that considers increased employment, commercial and residential provisions.

Support the intensification of green industrial employment space and jobs through development of a strategic masterplan with key stakeholders. Support existing businesses to adopt green and circular practices.

Deliver public realm improvements and active travel connections from Perivale station through the area and to Bilton Road town centre.

Key stakeholders

Private landowners, industrial space operators, local businesses, Local workers, Local communities

Infrastructure and delivery priorities

	Actions		Key Stakeholders
Short term (1-2 years)	Public realm improvements	Public realm improvements at Perivale Station forecourt and under the railway bridge to help activate the station area.	Ealing Council, landowners, local businesses, Transport for London (TfL), Network Rail
	Streetscape improvements	Streetscape improvements to Aintree Road and Wadsworth Road including footway, side road junctions, crossing point, parking formalisation and parking enforcement improvements.	Landowners, local businesses, Ealing Council
Medium term (3-5 years)	Community assets	Enhance community services and prioritise restoration and reactivation of vacant buildings including a focus on Horsenden Farm.	Ealing Council, community groups, local businesses
	Business association	Support the create of a business association for the high street and industrial area.	Ealing Council, local businesses
Long term (5-10 years)	New amenities	Activate Perivale Station/Horsenden Lane North area by providing new facilities and meanwhile uses for employees and residents.	Local businesses, landowners, Ealing Council, Ealing High Streets Task Force, local businesses
	Green industrial cluster	Support the intensification of green industrial employment space and jobs through development of a strategic masterplan with key stakeholders. Support existing businesses to adopt green and circular practices.	Ealing Council, landowners, local businesses
	Active travel links	New active travel links to Perivale Station including new link from Bilton Road through industrial estates.	Ealing Council, landowners, Transport for London (TfL)

Reference documents

- Town Briefing Perivale, Ealing Council, 2022
- Greenford and Perivale Community-led 20-Minute Neighbourhood Framework, Ealing Council, 2022