



JULY 2025

Ealing Local Plan Examination

Matter 8 Statement

Iceni Projects Limited on behalf of
Greystar Europe Holdings Ltd

July 2025

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ON BEHALF OF GREYSTAR
EUROPE HOLDINGS LTD

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1. INTRODUCTION

- 1.1 This Matter Statement has been prepared by Iceni Projects on behalf of Greystar Europe Holdings Ltd (hereafter 'Greystar') who have landholdings at the Former Glaxo Smith Kline Headquarters (now known as Greenford Quay).
- 1.2 For context, the Greenford Quay scheme is a large mixed-use scheme comprising 2,118 homes, around 21,000sqm of flexible commercial floorspace, in addition to a new pedestrian bridge over the Grand Union Canal. The scheme was approved for heights ranging from 2 – 19 storeys and retained the Listed Glaxo House. This is being developed in accordance with planning permission 164694FUL, as amended by 18488VAR.
- 1.3 Greystar has been the largest rental apartment operator and largest developer in the US for the last 8 years and has an ambition to make a similar impact within the UK's Build to Rent (BTR) sector. Focusing in London, Greystar seek to deliver much needed additional homes at scale and at speed with the Greenford development aiming to deliver 1,965 new homes in only 6 years.
- 1.4 Greystar submitted Representations to the Regulation 19 consultation in relation to this Site which focused on housing, economic development, design / tall building, Town Plan and Development Site policies.
- 1.5 This statement seeks to reinforce the points made in those representations and also ensure that the identified policies remain supportive of current and future development at this location and elsewhere within the Borough.

2. MATTER 8 – TOWN PLANS

Issue [Focus – all Town Plans] Whether the Town Plans are justified, effective, in general conformity with the London Plan, consistent with national policy and positively prepared.

- 2.1 Greenford Town Plan 20a) In terms of Policy G1, is the proposed level of growth for the area correctly cited?**
- 2.2 Whilst supportive of the overall aims of the policy, Greystar would like to highlight an inconsistency between the Greenford Spatial Strategy and Figure SS1 which supports the Borough's overall Spatial Strategy on page 65 of the draft plan. Figure SS1 lists the level of development intervention expected by the council at each of the "town locations" in Ealing. Number (iv) states that Ealing Council will expect "delivery of significant levels of development in Greenford and Northolt town centres".
- 2.3 Section A of Policy G1 however states that "Moderate levels of mixed-use development will be directed to the areas of best connectivity". In the interests for consistency, Greystar ask that Policy G1 is amended to express a requirement for "significant" levels of development in the areas of best connectivity so that it aligns with the Spatial Strategy for Ealing.
- 2.4 Greenford Town Plan 20b) In terms of Policy G1, does Figure G2 accurately denote the land use status of Greenford Quay as a SIL?**
- 2.5 With regards to Figure G2, Greystar note that the area of the Greenford Quay site located to the south of the Grand Union Canal remains designated as Strategic Industrial Land (SIL) despite the two residential blocks known as Blocks 3 and 4 of Greenford Quay development having already being built out and occupied on this plot. Across the two blocks some 529 homes and 3,500sqm of commercial floorspace is provided on this plot, built out pursuant to application reference 18/4888VAR.
- 2.6 The site is no longer in use as industrial land and the principle of residential and commercial use on the site has been accepted. Greystar recommend that this area be removed from SIL in drafting the future iterations of the New Local Plan as it clearly does not function as SIL.
- 2.7 See attached plan at Appendix 1 which shows progress of the development.

Greenford Town Plan 20e) In terms of Policy G1, does it adequately address the varied needs of business in terms of unit sizes and accessibility?

- 2.8** Greystar are supportive of the broad aims of Policy G1 and its emphasis on growing and intensifying development in its town centres, industrial areas and green spaces. Additionally, we note the addition of Point I which relates to the creation of jobs.
- 2.9** Whilst this inclusion is broadly supported, Greystar recommend that Point I(ii) which seeks to *“explore opportunities to provide additional employment land, particularly adjacent to well established industrial clusters”* should only consider sites that are most suitable for such uses, and a determination should be made based on the local market in that area at a given time, so that the provision is appropriate for the site specific circumstances. Employment should not be required should it not be appropriate and should there not be a market demand. Additionally the policy should also consider sites that are easily assessable and benefit from local transport links. Point I(iii) could also be expanded to ensure that the supply of employment land provides a “wide range unit sizes” which will allow the “wide range of businesses” desired by the policy to inhabit the space, and “respond to market conditions at that time”.