

Tesco / Ealing Council Statement of Common Ground
Regarding 229 Greenford Road, Greenford, UB6 8QY

Tesco comments	Ealing response	Tesco response	Ealing response
<p>Having reviewed the emerging Local Plan documents, we can see a real desire to make significant change across the Borough. We fully support these aspirations and welcome the opportunity to be involved in making meaningful change within the area.</p>	<p>Support noted and welcomed.</p>	<p>No further comments.</p>	<p>No further comments.</p>
<p>In order to assist the Council in meeting their aspirations, in particular, the annual delivery of 2,157 new homes, there is an opportunity to allocate the Site as an additional Greenford Development Site that would lie adjacent to the Greenford Broadway Car Park allocation (02GR).</p>	<p>We support the principle of development on the site and the contribution it could make to the wider regeneration of Greenford town centre. For both planning and practical reasons (i.e. the current stage of the new Local Plan), the council would prefer to see the site incorporated into the existing allocation 'Greenford – 02GR Greenford Broadway Car Park' which is adjacent to the site.</p>	<p>Whilst it would have been Tesco's preference for the site to come forward as a separate allocation, at is understood that this is not practical at this stage of the Local Plan. It is therefore accepted that the site can form a part of the existing allocation 02GR but it is important to acknowledge within the policy wording / supporting text, that piecemeal development would be acceptable. Possible wording could be <i>'where standalone full planning applications come forward for part of the land within the allocation, the application will need to demonstrate that a comprehensive approach has been taken for the site (for example, through the submission</i></p>	<p>The Tesco site to be included in development site 02GR Greenford Broadway Car Park (as per map below).</p> <p>A new contextual consideration to be added as follows:</p> <p><u>"The building currently housing Tesco is a former cinema that is locally listed and forms an important part of the townscape. The building should be subject to a full heritage assessment in developing proposals for this site. "</u></p> <p>A new design principle to be added as follows:</p> <p><u>"Create a masterplan to support</u></p>

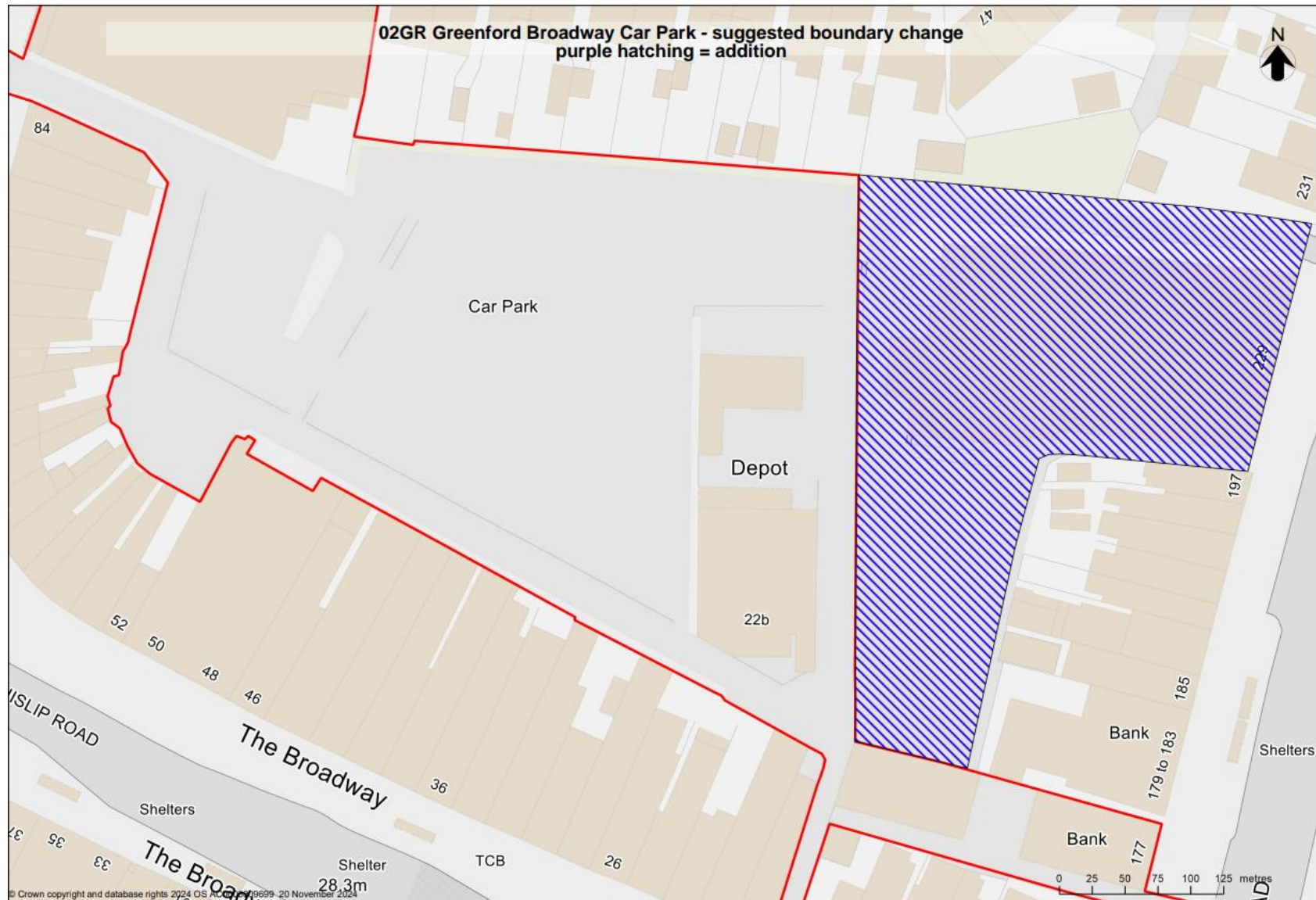
Tesco comments	Ealing response	Tesco response	Ealing response
		<p><i>of an illustrative masterplan for the site as a whole) that demonstrates that the aspirations for the wider site allocation can still be delivered'.</i></p>	<p><u>the redevelopment of the site to ensure a comprehensive vision for this significant and strategic town centre location. Any standalone full planning application coming forward for a part of the allocation will need to demonstrate that it meets the requirements of the masterplan and wider aspirations for the site, and will not compromise delivery of the remainder of the site."</u></p>
<p>The NPPF establishes the Government's objective of significantly boosting the supply of homes and recognises that it is important that suitable amounts and variety of land can come forward where it is needed. The NPPF also states that LPAs should promote the effective use of land in meeting the needs for homes by making the best use of previously developed or 'brownfield' land. This is echoed within the London Plan that requires developments to make the best use of land through enabling development of brownfield, town centre sites that are well-connected by public transport. In this regard, it is contended that the Site</p>	<p>Agreed.</p>	<p>No further comments.</p>	<p>No further comments.</p>

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carries the hallmarks that are conducive to redevelopment.			
Furthermore, this is a key town centre Site that benefits from falling within one ownership – crucially, it is an available and deliverable Site.	Agreed.	No further comments.	No further comments.
Drawing on the relevant contextual considerations and design principles of the adjacent site allocation, it is strongly contended that the Site lends itself to a mixed-use development that provides new homes (including co-living, PBSA, build-to-rent, market, affordable, later living) alongside retail, commercial or co-working space.	<p>Agreed in principle. The council welcomes mixed-use development in this town centre location. The council is keen to optimise development across the wider Greenford Broadway Car Park site with a coordinated and holistic agreed masterplan approach that will ensure the optimal configuration, permeability, and mix of uses.</p> <p>The above does not mean the timescales for the development of the Tesco site need to be necessarily the same as those for the wider Greenford Broadway Car Park site.</p>	<p>Agreed in principle, in particular around the timescales for development, but echo comments above - it is accepted that the site can form a part of the existing allocation 02GR but it is important to acknowledge within the policy wording / supporting text, that piecemeal development would be acceptable. Possible wording could be <i>'where standalone full planning applications come forward for part of the land within the allocation, the application will need to demonstrate that a comprehensive approach has been taken for the site (for example, through the submission of an illustrative masterplan for the site as a whole) that demonstrates that the aspirations for the wider site allocation can still be delivered'</i>.</p>	<p>The Tesco site to be included in development site 02GR Greenford Broadway Car Park (as per map below).</p> <p>A new contextual consideration to be added as follows:</p> <p><u>"The building currently housing Tesco is a former cinema that is locally listed and forms an important part of the townscape. The building should be subject to a full heritage assessment in developing proposals for this site."</u></p> <p>A new design principle to be added as follows:</p> <p><u>"Create a masterplan to support the redevelopment of the site to ensure a comprehensive vision for this significant and strategic town centre location. Any standalone full planning application coming forward for a part of the allocation will need to demonstrate that it meets the</u></p>

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			<u>requirements of the masterplan and wider aspirations for the site, and will not compromise delivery of the remainder of the site.”</u>
<p>Whilst it is our view that the Site should come forward as an allocation in its own right, it is recognised that it would be important to engage with the adjacent landowner (i.e. the Council) in designing a comprehensive masterplan across the wider site to ensure that the most effective use of land is realised and that neither development precludes development on the adjoining site. It will be important to ensure that the sites could be delivered both independently and in conjunction with each other. There may also be an option to separate out the Tesco car park from the Tesco store to be an allocation itself.</p>	<p>Given that Tesco informed the council about its aspirations for this site after the conclusion of the call for sites consultation and the publication of the Regulation 19 Local Plan, there are practical challenges in allocating the site in its own right at this stage. A more pragmatic approach would be to seek to include the site in the existing allocation ‘Greenford – 02GR Greenford Broadway Car Park.</p> <p>The council agrees that engagement with the adjacent landowners is important for a coordinated and comprehensive redevelopment of the wider Greenford town centre parcel. The council would be keen for all interested parties to collaborate on agreeing the overall masterplan parameters. This does not mean that the council is opposed to piecemeal development.</p> <p>Our position at this stage is that we would prefer not to have separate allocations for the Tesco store and its car park.</p>	<p>As above.</p>	<p>As above.</p>

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<p>The Site, in our view, can play a key part in realising the Council's aspirations of capitalising on the adjacent allocation's proximity to the town centre given the Site's prominent corner position on Greenford Road. Furthermore, in combination with the neighbouring allocation, there is a real opportunity to improve the permeability across the sites, creating key linkages between Greenford Road, The Broadway and Oldfield Lane South.</p>	<p>The council agrees and supports the opportunity to improve the permeability across the sites. We believe there could be great synergies and mutual benefits between the proposals for the Tesco site and the wider Greenford Broadway Car Park and are keen to work closely with Tesco to achieve these.</p>	<p>No further comments.</p>	<p>No further comments.</p>
<p>Should the Site come forwards as an allocation, we support the Council's general approach to allocations in so far as they are not overly prescriptive in terms of use and quantum, but instead provide an indication of possible proposed uses along with some contextual considerations and design principles that need to be considered.</p>	<p>Any development on the site would need to align with the new Local Plan, in particular 'Policy G2: Greenford District Centre' and relevant policies in Chapter 5 which deals with Development Management.</p> <p>Key considerations will include the building's local heritage status and the fact that Whole Life Carbon (policy WLC) is an important metric in the determination of planning applications.</p> <p>Within this framework, the council is keen to work with Tesco to achieve the best possible outcome for the site.</p>	<p>No further comments.</p>	<p>No further comments.</p>

Development site 02GR Greenford Broadway Car Park – suggested boundary change to include Tesco site



Name: Steve Barton, Strategic Planning Manager, Ealing Council

Signed: *Steve Barton*

Date: 14th January 2025

On behalf of Ealing Council

Name: Rachel Lea, Associate, Newsteer

Signed: *Rachel Lea*

Date: 14th January 2025

On behalf of Tesco