

APPENDIX 1:

SITE ALLOCATIONS

Appendix 1: Great West Corridor Site Allocations

1000 Great West Road

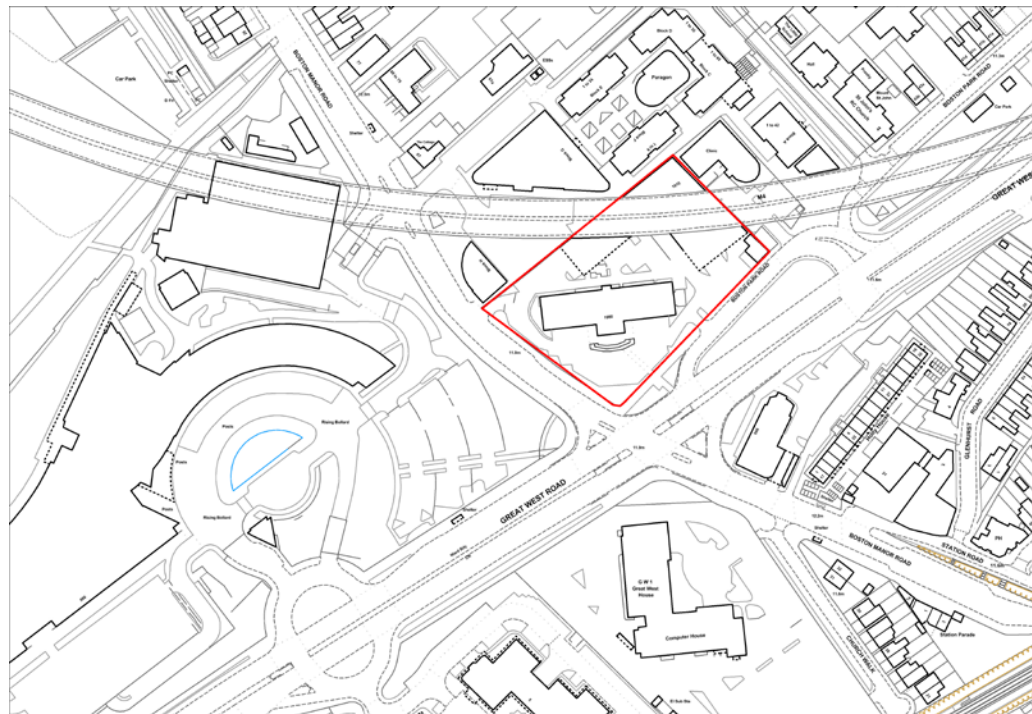
Ward:	Brentford
Address:	1000 Great West Road Brentford TW8 9DW
Source:	Call for sites 2016
PTAL:	2
Site Area (ha):	0.66
Existing use:	(B1) Office
Potential capacity:	Employment (Office) 30,800m ²

Allocation and Justification

Allocation: Employment

Proposed use: Office

- Justification:**
- Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment development above adopted Local Plan levels for implementation through new site allocations; and review existing employment designations through and Employment Land Review and other appropriate evidence.
 - The Council's vision for Great West Corridor is for a new comprehensively well planned mixed-use quarter where new development will inject vibrancy, urban life and a new focus into the area. The area will have a mix of uses with new, high quality employment and residential buildings. New developments will be built on the strengths, heritage and special features of the area, expressing distinctively their role and function through the scale and form of buildings, the quality of open spaces and the mix of uses and activities. For this site the masterplan recommends office with ancillary retail and at least 7800m² of parking.
 - This site is occupied by the Mille building which presents a re-development opportunity that could create a distinctive and landmark to this gateway area both visible on the M4 as well as from the Great West Corridor. Given the traffic intensity and associated impacts around the junction only non-residential uses are acceptable in this area. The monumental GSK building, the Great West House, the Mille Building and the West London University already form a cluster of taller buildings that express an arrival point.



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- The spatial experience and distinctiveness of this gateway location could be further enhanced by providing a more distinct 'feature' landmark building on the Mille site, the London Gateway Building. This could become the central anchor building of the existing taller buildings cluster, and also would be a prominent focal landmark on the elevated M4 approaching from the east and west, as well as on the Great West Road approaching from the west.
- The existing cluster of taller buildings in the London Gateway area should be strengthened, particular with the redevelopment of the Mille Building to create a distinct and exciting landmark to the Gateway. Located in the centre of the cluster it would be expected to be the tallest building. No specific indication of an appropriate height is given, as this would need to be established through the design process and the testing of its impact on the context, heritage assets and views.
- Site is bordered by: Key Existing Office Location to the south, east & west; hence this site is being redeveloped as a high quality office.
- Local Plan Policy ED2 Key Existing Office Locations protects strategic large office; floorspaces and clusters.

Phasing: 2023-2027

Land ownership: Private

Context and constraints:

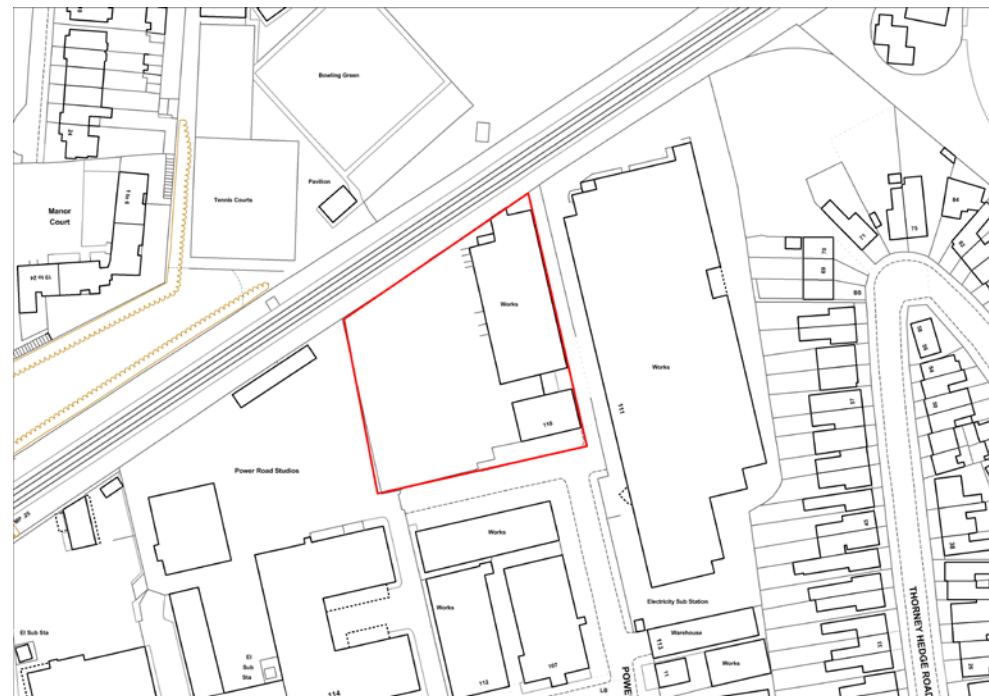
- The site is characterised by a large 12 storey office building and surface car parking;
- The site is bordered to the north by a raised section of the M4 which creates severance issues between the site and surrounding areas.

Appendix 1: Great West Corridor Site Allocations

110 Power Road

Ward:	Turnham Green
Address:	110 Power Road, W4 5PY
Source:	This site is proposed in the emerging Great West Corridor Masterplan.
PTAL:	3
Site Area (ha):	0.54
Existing use:	MOT centre & auto repair workshop with car parking (Sui Generis)
Potential capacity:	Employment = 15,922 m2 (emerging Great West Corridor Masterplan).

This site has been reassessed and has a potential for the amount of floorspace indicated through masterplanning.



Allocation and Justification

Allocation:	Employment
Proposed use:	Creative industry such as Advertising and Marketing; Architecture; Crafts; Design: product, graphic and fashion design; Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts.
Justification:	<ul style="list-style-type: none">• Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment development above adopted Local Plan levels for implementation through new site allocations; and review existing employment designations, including the Locally Significant Industrial Sites, through and Employment Land Review and other appropriate evidence.• The Council's vision for Great West Corridor is for a new comprehensively well planned mixed-use quarter where new development will inject vibrancy, urban life and a new focus into the area. The area will have a mix of uses with new,

Appendix 1: Great West Corridor Site Allocations

high quality employment and residential buildings. New developments will be built on the strengths, heritage and special features of the area, expressing distinctively their role and function through the scale and form of buildings, the quality of open spaces and the mix of uses and activities.

- This site is a Locally Significant Industrial Site (LSIS) which is protected by the adopted Local Plan Policy E2;
- Site is identified in the Great West Corridor potential Opportunity Area for employment use and will help meet the Council's vision for the area;
- This site has been reviewed through the Employment Land Review and considered to help improve the Council's employment offer and meets the employment land needs
- Any development will be required to take careful consideration of the Conservation Area on the site.

Phasing: 2023-2027

Land ownership: Private

Context and constraints:

- The site is part of the Power Road industrial estate and is bound by Power Road and the railway line. The areas is characterised by one to three storey light industrial buildings. The site contains a two-storey automotive repair centre and associated office space with large surface car parking.
- The site is designated as a Locally Significant Industrial Site (LSIS). The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).
- Gunnersbury Park lies to the north of the site and is a Conservation Area and designated Metropolitan Open Land (MOL). The Thorney Hedge Conservation Area lies to the east of the site. There is an area of Local Open Space to the north, across the railway.

Appendix 1: Great West Corridor Site Allocations

27 Great West Road & 1053 Great West Road

Ward:	Brentford
Address:	27 Great West Road & 1053 Great West Road Brentford TW8 9BW
Source:	Call for sites
PTAL:	2/3
Site Area (ha):	1.60
Existing use:	Offices Car Services/car parking
Potential capacity:	Residential - minimum 222 apartments; Employment- (Office and Retail) – 21,000m ² office, 1,496m ² of B1 use and 600m ² of retail



Allocation and Justification

Allocation: Mixed Use

Proposed use: Residential, Office, Retail, Other Commercial uses and part of new Lionel Road Station with station square.

Justification:

- Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment development above adopted Local Plan levels for implementation through new site allocations; and review existing employment designations, through Employment Land Review and other appropriate evidence.
- The Council's vision for Great West Corridor East is for a new comprehensively well planned mixed-use quarter where new development will inject vibrancy, urban life and a new focus into the area. The area will have a mix of uses with new, high quality employment and residential buildings. New developments will be built on the strengths, heritage and special features of the area, expressing distinctively their role and function through the scale and form of buildings, the quality of open spaces and the mix of uses and activities.

Appendix 1: Great West Corridor Site Allocations

- The Great West Corridor provides an opportunity for high-density, mixed-use development to help provide vibrancy and buzz in this commercial area.
- Site is identified in the Great West Corridor potential Opportunity Area for employment use and will help meet the Council's vision for the area;
- The Site has the potential to provide a station square and part of new Lionel Road Station.
- This site has been reviewed through the Employment Land Review and considered to help improve the Council's employment offer and meets the employment land needs. The GLA has expressed its intention to designate the area where this site is located as an Opportunity Area, and is identified in the emerging Hounslow's Great West Corridor Local Plan Review
- This site is designated as a Locally Significant Industrial Site (LSIS) which the London Plan recommends to be protected and therefore protected by employment Policy ED2 of the adopted Local Plan.
- This site has the potential to improve the Council's commercial floorspace and employment offer and meets the employment land needs.
- In addition, the site has a potential to help meet the Council's London Plan housing target as a mixed-use site during the plan period.

Phasing: 2028-2032 (Owners have indicated a long-term development potential of 10-15 years hence site is being phased into the 2028-2032 period)

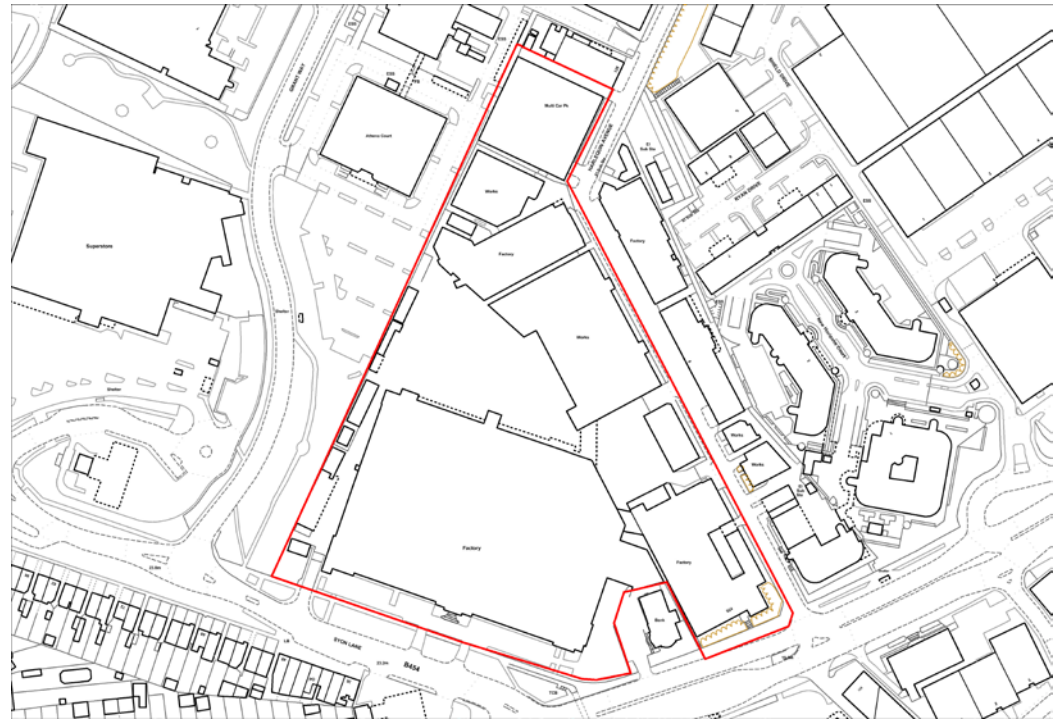
Land ownership: Private

Context and constraints: The area is bound by the M4, Lionel Road South, and the railway line, and borders on the Kia Motors showroom to the east. The site is characterised by a mid-rise office development and associated surface car parking.
The site lies to the north of the forthcoming Brentford Community Stadium mixed-use development (construction due to start in 2018).
Gunnersbury Park lies to the north of the site, on the other side of the M4, which is a Conservation Area and designated Metropolitan Open Land.
The site is designated as a Locally Significant Industrial Site (LSIS). The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).
The site is identified as adjacent to proposed Lionel Road Station and development would be required to safeguard land for station as identified in Brentford East SPD and Great West Corridor Local Plan Review.

Appendix 1: Great West Corridor Site Allocations

Gillette Corner

Ward:	Osterley & Spring Grove
Address:	Gillette Corner Great West Road Isleworth TW7 5LW
Source:	Call for sites
PTAL:	2
Site Area (ha):	4.52
Existing use:	B2 - Disused former Gillette factory buildings
Potential capacity:	Employment (Creative Industry, Retail, and Offices) = 18,800 m ² (A very small portion of the site to the north has the potential to include a small element of residential = 114 units and should be treated as part of the Creative Industry allocation).



Allocation and Justification

Allocation:	Mixed use- employment led
Proposed use:	Creative Industry (such as Advertising and Marketing; Architecture; Crafts; Design: product, graphic and fashion design; Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts) Housing, Retail and Office
Justification:	<ul style="list-style-type: none">The GLA has expressed its intention to designate the area where this site is located as an Opportunity Area, and identified in the Hounslow's Great West Corridor Local Plan Review capable of a mix of employment and housing;

Appendix 1: Great West Corridor Site Allocations

- The Council will work to strengthen the employment, retail and residential offer in the Great West Corridor where appropriate by promoting mixed-use development that provides high-quality office and commercial spaces, mixed-tenure residential spaces, and a variety of retail uses.
- The Council supports the conversion of the Gillette building into a creative hub for smaller businesses and freelance workers in the digital, media and broadcasting industry, through the provision of B1 workspaces (creative industries and offices) and 700sqm of retail spaces.
- The site is in an Industrial Business Parks and currently an existing site allocation site which has been reviewed through the Employment Land Review and considered capable of providing an increase in capacity as a creative hub for small businesses and freelance workers to help improve the Council's employment offer and it meets the employment land needs.
- A very small portion of the site to the north has the potential to include a small element of residential = 114 units and should not be treated as part of the Creative Industry allocation.
- This site is a Strategic Industrial Site which will help to promote employment growth and development in the Borough under the adopted Local Plan 2015 Policy E1.
- This site is designated as a Locally Significant Industrial Site (LSIS) which the London Plan recommends to be protected and is protected by the adopted Local Plan employment Policy ED2.
- Retention and reuse of the existing Listed building and associated redevelopment to provide high quality flexible business space compatible with the site's designation as an Industrial Business Park where B1b, B1c and high value B2 activities will be encouraged.
- Ancillary B1a offices will be considered acceptable if this is ancillary to the primary use of the premises for industrial related uses or does not exceed the level of existing office floorspace.

Phasing: 2018-2022

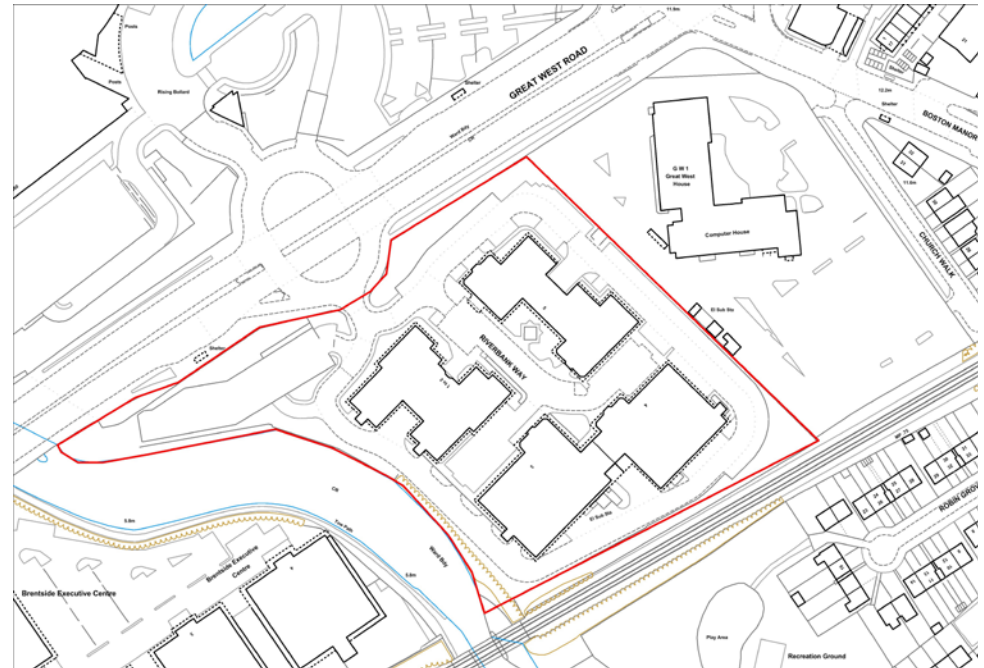
Land ownership: Private

Context and constraints: The site is bound by the Great West Road, Syon Lane and Harlequin Avenue and borders on the SKY campus, the West Cross industrial estate, big-box retail areas, as well as low-rise residential areas, including a residential area of Special Character. The site includes the Grade II listed Gillette Factory building. The site also includes large sheds used as film studios and surface car parks. The site is designated as a Strategic Industrial Site (SIL) and Industrial Business Park (IBP). Part of the site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).

Appendix 1: Great West Corridor Site Allocations

Great West Plaza

Ward:	Syon
Address:	Great West Road Brentford TW8 9RE
Source:	Call for sites 2016
PTAL:	2/3
Site Area (ha):	2.1
Existing use:	(B1) Offices
Potential capacity:	<ul style="list-style-type: none">• Residential: minimum 280 units• Employment: Office= 13,000 m2 and 450m2 other commercial



Allocation and Justification

Allocation:	Mixed Use
Proposed use:	<ul style="list-style-type: none">• Residential;• Office and other commercial use (retail, café and leisure)
Justification:	<ul style="list-style-type: none">• Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment adopted Local Plan levels for implementation through new site allocations; and review existing employment designations through Employment Land Review and other appropriate evidence.• The Vision for the emerging Great West Corridor Plan is to provide a greater mix of uses that will combine employment with other uses, to support the viability of local facilities and uses and bring investment in community infrastructure and the public realm. The Great West Corridor (Central area) where this site is located will be a well-connected, high quality, attractive environment where people will choose to visit, work and live. The River Brent Quarter within which this site is located will have modern office accommodation, a high quality residential quarter and an active riverside, which enables people to live and work within proximity

Appendix 1: Great West Corridor Site Allocations

to the attractive green and blue space of the River Brent. Development in the River Brent Quarter will deliver a mixed-use community, offering high quality office and retail space alongside residential mixed tenure dwellings overlooking the water, and outdoor space for community enjoyment.

- Site is identified within a potential Great West Corridor Opportunity Area in the emerging London Plan
- The site is a in a Key Existing Office Location protected by Local Plan Policy ED2
- There is a Permitted Development right obtained from office to residential for 165 units. However, this site has been reassessed and the deliverable housing on this site has been increased in line with the adopted Local Plan Policy SV1 which requires a review of employment and residential development in this area.

Phasing: 2018-2022

Land ownership: Private

Context and constraints: The site is bound by the Great West Road, the River Brent, and railway line, and borders on a tall office block development with associated surface parking. The area is characterised by mid-to-high rise office developments, including the GSK campus on the northern side of the Great West Road. Site has direct access to the Highway network via the A4, Great West Road

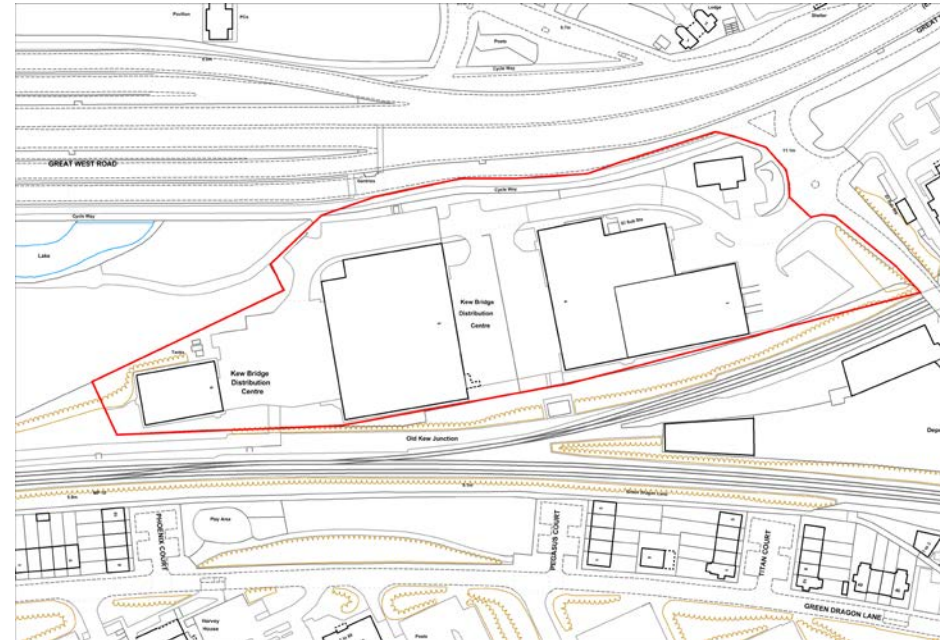
The site is designated as a Key Existing Office Location. The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3). The site borders the Grand Union Canal & Boston Manor Conservation Area.

There is a small area of Open Local Space to the south of the site, across the railway line.

Appendix 1: Great West Corridor Site Allocations

Kew Bridge Distribution Centre

Ward:	Brentford
Address:	Kew Bridge Distribution Centre Lionel Road North Brentford TW8 9QR
Source:	Call for sites
PTAL:	2/3
Site Area (ha):	1.9
Existing use:	Distribution centres for Mercedes Benz / Magnet Kitchens.
Potential capacity:	Residential = 360 units Offices – 23,000 m2 and Retail = 700 m2
	(Calculation based on Great West Corridor Masterplan)



Allocation and Justification

Allocation:	Mixed use
Proposed use:	Housing and Employment – this site is to increase the existing employment element proposed for this site.
Justification:	<ul style="list-style-type: none">• The site is currently under-utilised brownfield land, which offers significant potential for developing a mixed-use scheme which is capable of delivering the aims of the Great West Corridor vision in supporting commercial uses and increased residential at appropriate densities for such a sustainable and strategic location.• Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment and residential development above adopted Local Plan levels for implementation through new site

Appendix 1: Great West Corridor Site Allocations

allocations; and review existing employment designations, including an Employment Land Review and other appropriate evidence.

- The Vision for the emerging Great West Corridor Plan is to provide a greater mix of uses that will combine employment with other uses, such as housing to support the viability of local facilities and uses and bring investment in community infrastructure and the public realm.
- The site is a Locally Significant Industrial Site (LSIS) which is protected by the adopted Local Plan Policy E2;
- Site is identified in the Great West Corridor potential Opportunity Area;
- Site has a potential to help meet the Council's London Plan housing target and help narrow the gap between full objectively assessed housing need and deliverable housing supply within the limits of sustainable development during the plan period
- The emerging Local Plan Place policies and the Great West Corridor Masterplan Study identifies site as capable of delivering a mix of housing, offices and retail development.
- Careful consideration has to be made to the Conservation Area and heritage assets when implementing the site development.

Phasing: 2018-2022

Land ownership: Private

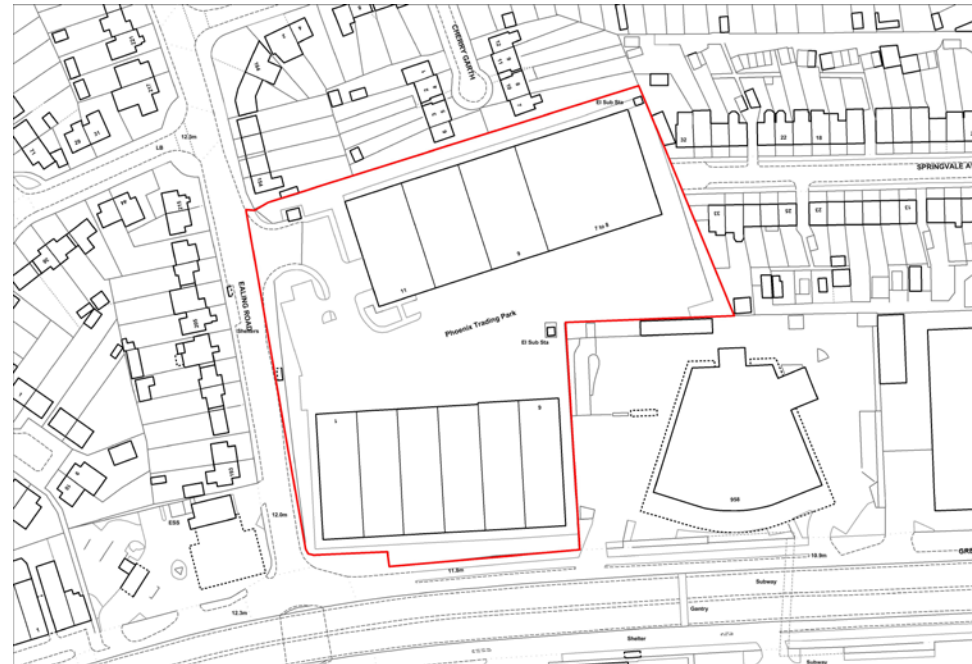
Context and constraints:

- The area is bound by the M4, Lionel Road South, and borders on Carville Hall Park to the east. The site lies to the north-west of the forthcoming Brentford Community Stadium mixed-use development (construction due to start in 2018).
- The site is designated as a Locally Significant Industrial Site (LSIS).
- There are areas of Metropolitan Open Land (MOL) to the west (Carville Hall Park) and to the north (Carville Hall Park) of the site.
- Gunnersbury Park lies to the north of the site, which is a Conservation Area and designated MOL.
- The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).

Appendix 1: Great West Corridor Site Allocations

Phoenix Trading Park

Ward:	Brentford
Address:	Ealing Road, Brentford, TW8 9PL
Source:	Call for sites 2016
PTAL:	1a / 2 / 3
Site Area (ha):	1.6
Existing use:	(B1) Offices, (B2) Light Industry, (B8) Warehouse & Distribution, Car Parking
Potential capacity:	Residential = 100 apartments Employment = 14,421 m2. (Retail trade park, car show room or commercial uses)



Allocation and Justification

Allocation:	Mixed use
Proposed use:	Residential and other commercial uses such as Retail trade park, and or car show room

- Justification:**
- Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment and residential development above adopted Local Plan levels for implementation through new site allocations; and review existing employment designations, including an Employment Land Review and other appropriate evidence.
 - The Vision for the emerging Great West Corridor Plan is to provide a greater mix of uses that will combine employment with other uses, such as housing to support the viability of local facilities and uses and bring investment in community infrastructure and the public realm.
 - Locally Significant Industrial Site (LSIS) which is protected by the adopted Local Plan Policy E2;
 - Site is identified in the Great West Corridor potential Opportunity Area;

Appendix 1: Great West Corridor Site Allocations

- Site has a potential to help meet the Council's London Plan housing target and help narrow the gap between full objectively assessed housing need and deliverable housing supply within the limits of sustainable development during the plan period
- The Site has been identified through the London SHLAA 2016/17 as it has a potential housing capacity during the plan period

Phasing: 2018-2027 (Site owners have indicated a medium-term development potential of up to 15 years hence site being phased into the 2028-2027 period)

Land ownership: Private

Context and constraints: The site is bound by the M4/Great West Road and Ealing Road, and borders on a large car showroom with associated parking to the east and low-rise residential areas to the north, east and west.
The site is designated as a Locally Significant Industrial Site.
There is a small area of Metropolitan Open Land (Carville Hall Park) located to the east of the site.

Appendix 1: Great West Corridor Site Allocations

Tesco Osterley Extra Syon Lane

Ward:	Osterley & Spring Grove
Address:	Tesco Osterley Extra Syon Lane TW7 5NZ
Source:	Call for sites
PTAL:	1a/2
Site Area (ha):	4.48
Existing use:	Retailing (Tesco)
Potential capacity:	Residential = 550 units Employment (Retail) = 13,000 m2



Allocation and Justification

Allocation:	Mixed use
Proposed use:	Residential and Retail (Owners preference is for residential development but in keeping with the Council's vision for the Great West Corridor, some retail should be re-provided on site) and at least 8,500 m2 of parking.
Justification:	<ul style="list-style-type: none">• The GLA has expressed its intention to designate the area where this site is located as an Opportunity Area, and it has been identified in the Hounslow's Great West Corridor Local Plan Review a mix of housing and retail• The site is identified as a development opportunity in the emerging Great West Corridor Plan review and have been assessed through the Great West Corridor Masterplan for redevelopment for housing and retail.• The site could help provide accommodation and retail services for workers in the proposed Brentford Enterprise Hub which includes the Sky Campus, West Cross Campus, Gillette Creative Hub and the Industrial Quarter and for residents in adjoining residential development.

Appendix 1: Great West Corridor Site Allocations

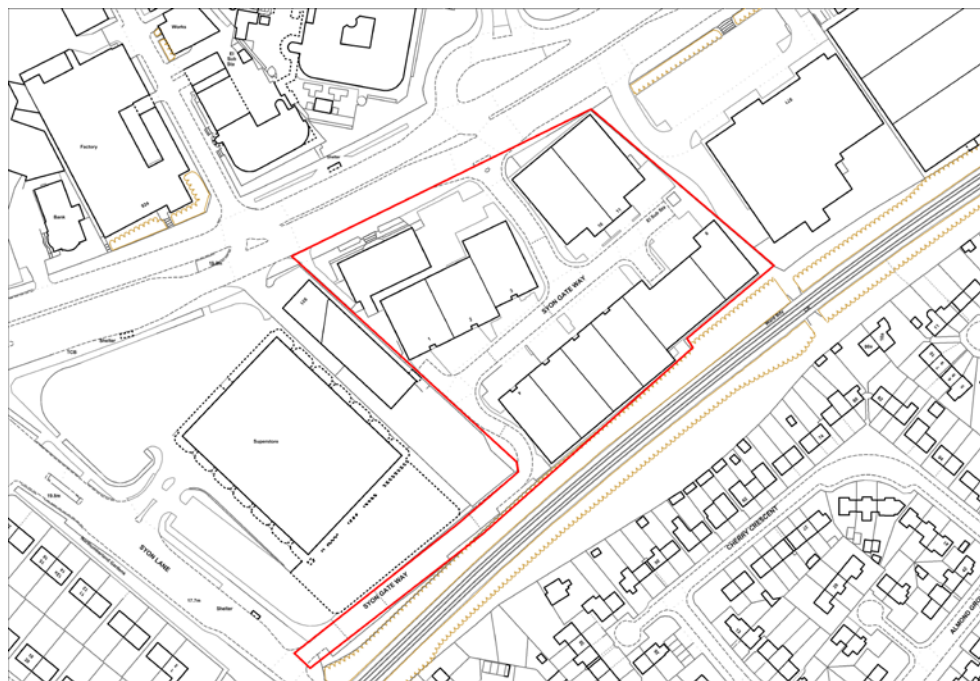
- Site has a potential to help meet the Council's London Plan housing target and help close the gap of meeting the borough's objectively assessed need during the plan period

Phasing:	2028-2032 (Owners have indicated a long-term development potential of 10-15 years hence site is being phased into the 2028-2032 period)
Land ownership:	Private
Context and constraints:	<p>The site is bound by Syon Lane, MacFarlane Lane and Grant Way, and borders on the SKY campus. To the south and east, the site neighbours on large residential areas with predominantly two-storey homes.</p> <p>The site is characterised by a large two-storey Tesco Extra with associated surface car parking.</p> <p>There is a large area of Metropolitan Open Land (MOL) to the north of the site.</p>

Appendix 1: Great West Corridor Site Allocations

The Gate Centre Brentford

Ward:	Osterley & Spring Grove
Address:	The Gate Centre/Syon Clinic Brentford TW8 9DD
Source:	Call for sites
PTAL:	2
Site Area (ha):	1.80
Existing use:	Car Showroom/Office/Distribution/Private clinic.
Potential capacity:	Employment (Light Industrial/office/commercial) = 5,000 m2



Allocation and Justification

Allocation:	Employment
Proposed use:	Light Industrial/Office

- Justification:**
- Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment adopted Local Plan levels for implementation through new site allocations; and review existing employment designations through Employment Land Review and other appropriate evidence.
 - The Vision for the emerging Great West Corridor Plan is to provide a greater mix of uses that will combine employment with other uses, to support the viability of local facilities and uses and bring investment in community infrastructure and the public realm.
 - Site is identified within a potential Great West Corridor Opportunity Area in the London Plan
 - Site is identified as a development opportunity in the Hounslow's Great West Corridor Local Plan review and has been assessed in the Great West Corridor Masterplan Study for its potential for light industry and office.

Appendix 1: Great West Corridor Site Allocations

- The Grade II listed building on the site could be put into some beneficial use.

Phasing: 2023-2027 (as indicated by site owners)

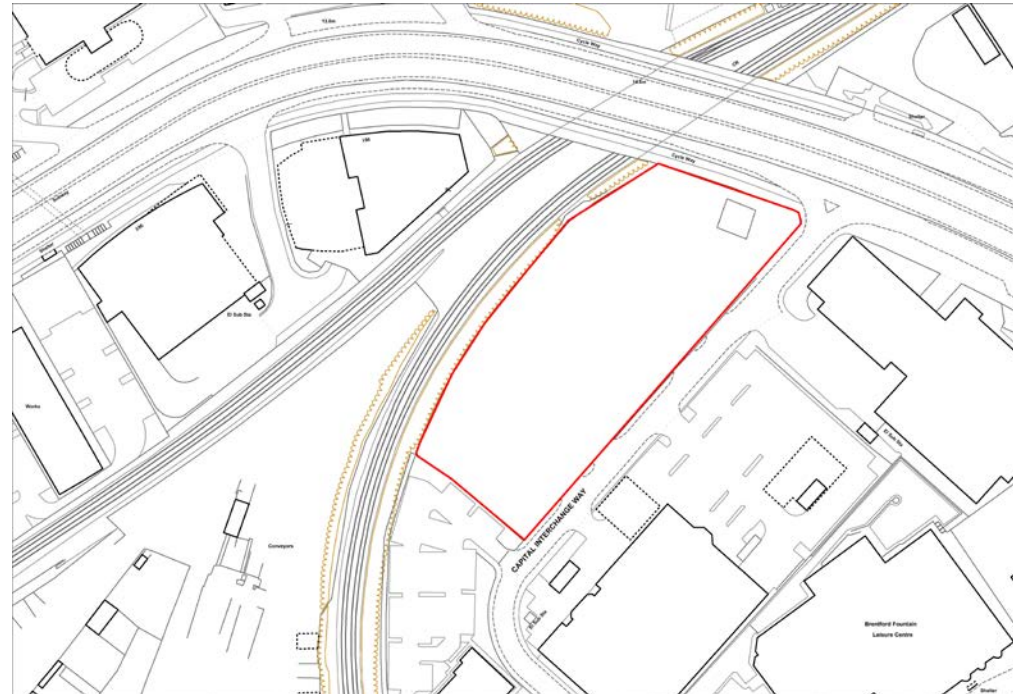
Land ownership: Private

Context and constraints: The site is bound by the Great West Road and the railway line and borders on the either side by retail parks. The site is predominantly characterised by big-box retail sheds, including a car dealership. The site falls within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3). The site includes the Grade II listed Syon Clinic building.

Appendix 1: Great West Corridor Site Allocations

Units 1-4, Capital Interchange Way

Ward:	Brentford
Address:	Units 1-4 Capital Interchange Way Brentford TW8 0EX
Source:	Call for sites 2016
PTAL:	3
Site Area (ha):	0.84
Existing use:	Disused Distribution Centre.
Potential capacity:	Residential = 390 units Employment = 11,600 m ² (Commercial uses including big boxes retail, light industrial, car dealer and services offices at lower floors nearer the railway because of noise and also with access to the road)



Allocation and Justification

Allocation:	Mixed Use
Proposed use:	Residential and Employment

Justification:	<ul style="list-style-type: none">• Site is identified within a potential Great West Corridor Opportunity Area in the emerging London Plan• Site identified has a development opportunity in the Hounslow's Great West Corridor Local Plan review and assessed in the Great West Corridor Masterplan Study as having a potential for a mixed-use housing and office.• Site has a potential to help meet the Council's London Plan housing target and help close the gap of meeting the borough's objectively assessed need during the plan period
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Appendix 1: Great West Corridor Site Allocations

- This site and the Chiswick Triangle are split by the Great West corridor. The two parcels have a great potential to bring change and comprehensive development to Brentford East, and deliver a new residential led mixed-use quarter with an urban character and a distinctive new identity.
- Non-residential and commercial frontage development along the surrounding strategic roads will provide a protective edge that shelters internal residential spaces from traffic impacts.
- This site being in disuse gives a good opportunity for a comprehensive planning that could impact the area.

Phasing: 2018-2022

Land ownership: Private

Context and constraints: The site is bound by the Capital Interchange Way, the M4 and the railway line. The site consists of single-storey industrial sheds. The area is characterised by car dealerships and large surface car parking. The site borders on the forthcoming Brentford Community Stadium mixed-use development (construction due to start in 2018).

The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).

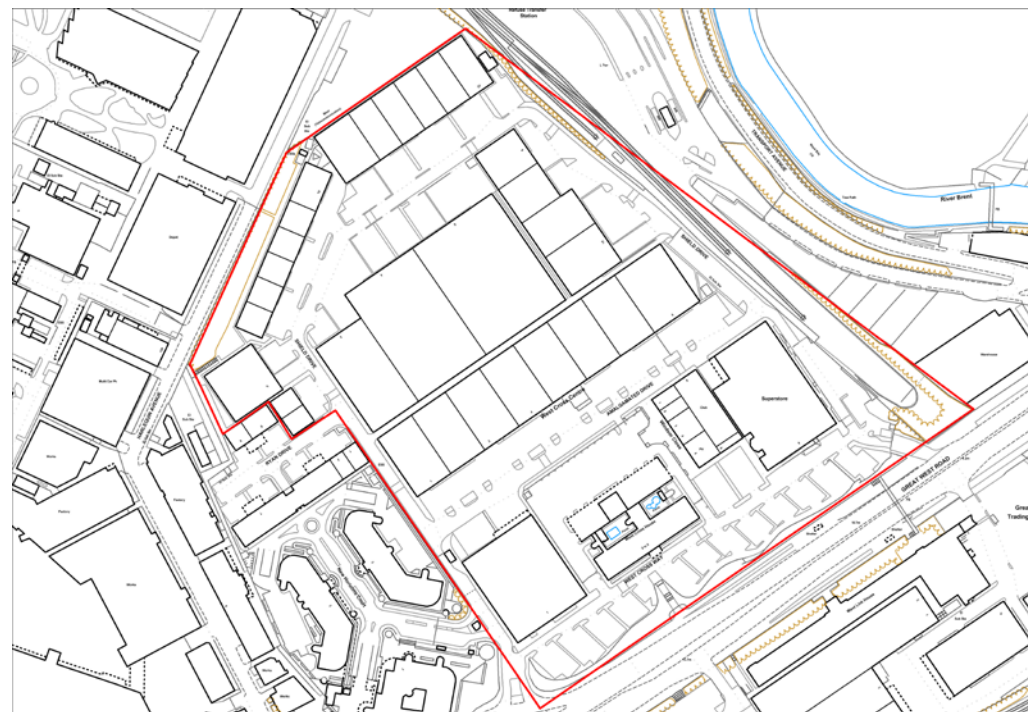
Gunnersbury Park lies to the north of the site, which is a Conservation Area and designated Metropolitan Open Land (MOL).

The site falls within an Archaeological Priority Area.

Appendix 1: Great West Corridor Site Allocations

West Cross Industrial Estate

Ward:	Osterley and Spring Grove
Address:	West Cross Industrial Estate
Source:	Call for sites
PTAL:	1a/2
Site Area (ha):	8.79
Existing use:	Storage & Distribution (B8), General industrial (B2), Data centres (sui generis), Retail (A1), Office (B1) and Leisure (D2).
Potential capacity:	Residential = 900 units Employment= 60,000 m2 of industrial uses, 23,000 m2 of office and 600 m2 of ground floor retail



Allocation and Justification

Allocation:	Mixed Use
Proposed use:	Residential, industrial, Office and Retail

- Justification:**
- Policy SV1 of the adopted Local Plan provides the commitment to determine the location and sustainable quantum of additional employment and residential development above adopted Local Plan levels for implementation through new site allocations; and review existing employment designations, through an Employment Land Review and other appropriate evidence.
 - The Vision for the emerging Great West Corridor Plan is to provide a greater mix of uses that will combine employment with other uses, such as housing to support the viability of local facilities and uses and bring investment in community infrastructure and the public realm.
 - Strategic Industrial Site (SIL) and Industrial Business Park (IBP) are protected by the adopted Local Plan Policy E2;
 - Site is identified as a development potential in the Great West Corridor Local Plan Review and assessed in the Great West Corridor Master Plan Study as capable of providing office and ancillary retail use;

Appendix 1: Great West Corridor Site Allocations

- Site has a potential to help meet the Council’s London Plan housing target and help narrow the gap between full objectively assessed housing need and deliverable housing supply within the limits of sustainable development during the plan period
- As a site in the Industrial Business Parks, it is in a higher quality industrial clusters and it is protected under London Plan Policy 2.17 and the adopted Local Plan Policy E2.
- The West Cross Industrial Estate presents a major opportunity for comprehensive change and the development of a high quality new office destination. The area benefits from distinct access to the Southall Rail Link and is in proximity to SKY campus. The area has the potential to accommodate a campus style development with large footprint flexible Grade A office buildings situated around a central green space, which will be the new heart of the area. It provides a quality setting and attractive front door to the development, and be the place to meet, spend lunch and take a break from the workplace.

Phasing: 2023-2027 (subject to the Crossrail Link)

Land ownership: Private

Context and constraints: The site is bounded by the Great West Road, Shield Drive, Harlequin Avenue and the freight line and borders on the Sky campus. The site is predominantly an industrial estate of two to three storey warehouse buildings with associated surface car parking. There are a number of big-box retail units with associated surface car parking facing the Great West Road.
The site is designated as a Strategic Industrial Site (SIL) and Industrial Business Park (IBP). The site will fall within the Article 4 Direction area, restricting the permitted development rights for conversion of B1A office space to residential (C3).
The site includes the Grade II listed gates and part of the exterior railings of the former [Firestone factory](#).