



# **Draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document (SPD)**

## **Consultation Statement**

**May 2024**

This Consultation Statement has been prepared in accordance with Regulations 12 and 13 of the Town & Country Planning (Local Planning) (England) Regulations 2012 and the Council's Statement of Community Involvement.

### **What is being consulted upon?**

The Draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document (SPD).

The Brent Local Plan identifies Staples Corner as a Growth Area and requires a masterplan to facilitate its regeneration.

### **Why is the SPD needed?**

The Staples Corner Growth Area (SCGA) Masterplan and Design Code is needed to:

- Establish the long-term vision, aspirations and objectives for SCGA;
- Bring forward physical, social and economic regeneration for the benefit of all the community;
- Set out guidance relating to land use, the intensification of industrial sites and co-location with residential uses, and appropriate locations for different uses;
- Identify and secure community facilities, green open spaces, employment and commercial uses, transport and other infrastructure to support good growth;
- Provide detailed design coding requirements for new developments coming forward in the area;
- Provide a clear framework for coherent; and comprehensive redevelopment of an area where land ownership is highly fragmented;
- Ensure that the negative consequences of piecemeal development are avoided; and
- Provide a basis for planning decisions.

The masterplan is a SPD to Local Plan policy BEGA 2A.

Once adopted, the document will be a material consideration in the determination of planning applications in Staples Corner. The Council will work with applicants early on in the application process seeking compliance with the SPD to ensure acceptable developments.

### **Area of coverage**

The document is relevant to the whole of the Staples Corner Growth Area boundary where the Council is the Local Planning Authority. The Design Code will apply to the Growth Area

boundary as well as a to Brook Road which is outside of the Growth Area boundary but important strategically to provide access to Neasden Recreation Ground.

### **What consultation has taken place to date?**

There has been extensive engagement with stakeholders during the preparation of the draft SPD. This has included local residents and businesses, landowners and other stakeholders such as the Greater London Authority, Transport for London, National Highways, Natural England, the Canal & River Trust, LB Barnet, local councillors and Brent's Quality Review Panel.

### **Steps the Council has taken to publicise the SPD.**

The Council has publicised the SPD by:

- a) emailing consultees on the planning policy consultation database
- b) publicising via the Council's online consultation portal;
- c) making hard copies available in Brent libraries;
- d) holding drop-in consultation events in and around Staples Corner.

### **Representations may be made concerning the SPD between 4 June 2024 and 16 July 2024**

If you wish to make representations, you must include a name and a postal and/ or e-mail address. Representations can be made either by email to [staplescorner@brent.gov.uk](mailto:staplescorner@brent.gov.uk) or by post to the following address:

Regeneration Team  
Neighbourhoods and Regeneration  
London Borough of Brent  
Brent Civic Centre  
Engineers' Way  
London  
HA9 0FJ

### **Any representation must be received by midnight on 16 July 2024**

### **Next Steps**

Following the close of the consultation, this statement will be updated to include a summary of comments received. The comments received together with officer responses and any subsequent recommended amendments to the SPD will be presented to the Lead Member for Regeneration, Property and Planning for their consideration. This will inform the decision on whether the Council adopts the SPD.