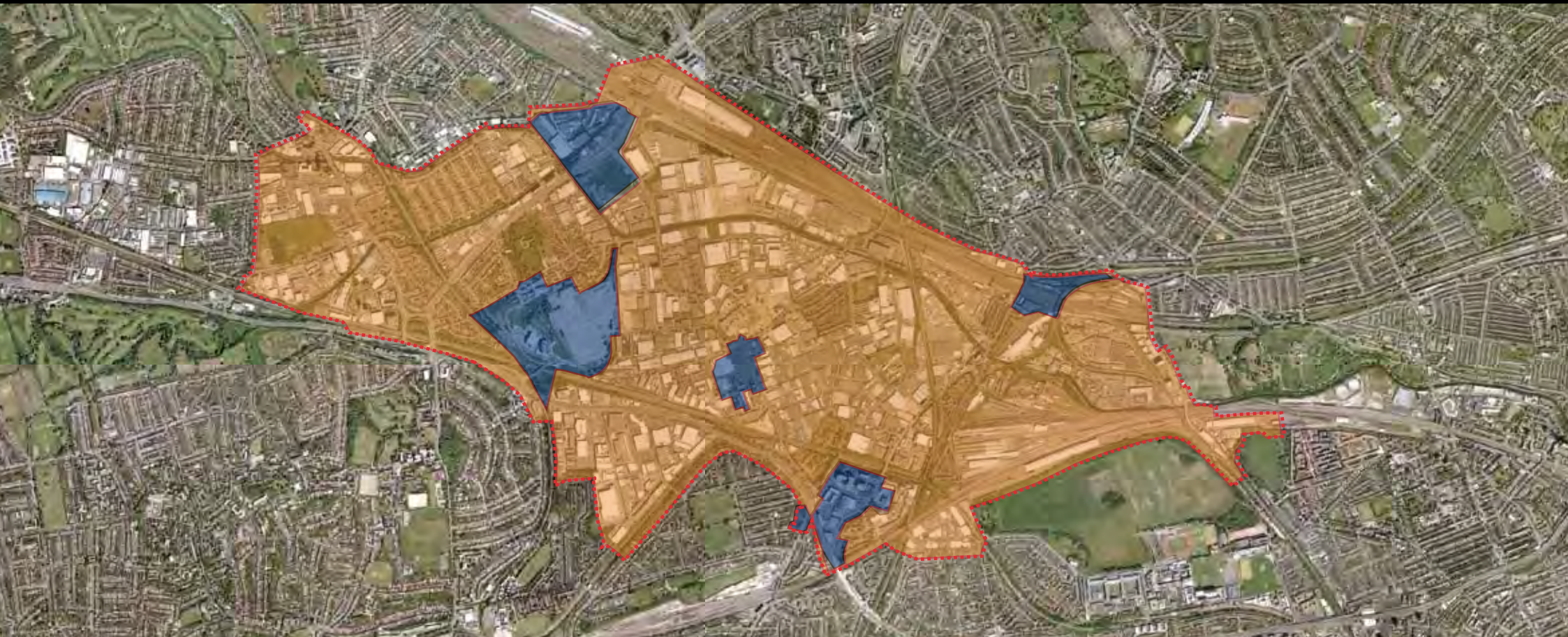


Park Royal



Opportunity Area Planning Framework

Mayor of London

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Mayor's foreword



I am delighted to introduce this Opportunity Area Planning Framework for Park Royal.

Planning for a Better London sets out my role as providing strategic direction and co-ordination to identify key priorities and ways of achieving them. It also identifies the need for taking a co-ordinated approach across the GLA group in making policy and delivering it on the ground. This Framework takes this approach of working with the GLA group (LDA and TfL), boroughs and other public and private sectors organisations to enable delivery of a spatial planning framework for this Opportunity Area.

The London Plan identifies Opportunity Areas across the capital, in places with the potential to accommodate substantial numbers of new jobs, homes or both. Park Royal is such an area, with a unique set of challenges and opportunities. The area is covered by the London boroughs of Brent, Ealing and Hammersmith & Fulham and directly abutts the Royal borough of Kensington and Chelsea and the Kensal Canalside Opportunity Area.

This framework describes the area today, including its important role in providing a cornerstone

for London's industrial component. It sets out current issues relating, to maximising employment opportunities, connectivity, transport, housing and public realm. It also considers development capacity, identifying specific areas where increased mixed-use development may be appropriate. Within this context the impacts of increasing development capacity is examined against the need to maintain Park Royals current employment function.

I would like to place on record my thanks to the other members of the steering group including; Brent Council, Ealing Council, Hammersmith & Fulham Council, the Royal Borough of Kensington and Chelsea and the Park Royal Partnership, the London Development Agency and Transport for London, who have all worked collaboratively and in the preparation of this Framework.

I look forward to continued joint working as we work to address the major issues for the Park Royal area that will help to improve the quality of this Opportunity Area in the years to come.

“Up ‘till 1900 no-one had any idea, even the faintest notion, of the phenomenon about to burst on the world. First came the motor-car; then the air-plane...And all the time the universal use of machinery continues to produce its consequences”

Le Corbusier, The City of Tomorrow

Cerberus noun: Sop to-, something to propitiate an official, guard etc. (L, f. Gk Kereberos three headed dog gaurding the entrance to hades)

English Oxford Dictionary



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Figure 01 - Aerial Photo of Park Royal

Executive Summary

Park Royal is Europe's largest industrial estate and the principal industrial area in West London. Together with Willesden Junction, Park Royal extends to 700 hectares across Brent, Ealing, Hammersmith & Fulham, and abuts the Royal borough of Kensington and Chelsea. The Park Royal Opportunity Area accommodates some 2,000 businesses employing around 40,000 people along with some small scale residential. It is estimated that the total Opportunity Area could accommodate 425,000 sqm. of commercial and industrial floorspace and some 3,500 residential units.

London Plan policy 5F.2 identifies Park Royal as an Opportunity Area with a target to accommodate 11,000 new jobs and 500 new homes over the next 20 years. The draft replacement London Plan (2009) increases these figures to 14,000 jobs and 1,500 homes.

The area is primarily comprised of employment uses including manufacturing, distribution/logistics and TV/film. The area is home to world class companies, household names and hundreds of small and medium sized firms. The majority of the area will remain as Strategic Industrial Land, exploiting its potential

to meet modern logistics and waste management requirements, making good use of its access to Heathrow and the West End, strategic road and rail connections and seeking to develop its potential for water freight.

The area benefits from the activities of the Park Royal Partnership (PRP), composed of the three councils along with business members, and supported by the Greater London Authority, the London Development Agency and Transport for London. PRP drives forward improvements and lobbies on behalf of businesses.

Economic and land use research shows that while there is pressure for residential development and conversion to other higher value non-industrial uses, demand for industrial land is constant and land will continue to be required for employment use. Local businesses have expressed the view that improving access to public transport, providing more amenities and upgrading the environment would benefit their operations and attract more investment and employment to the estate.

In light of London Plan policy a development capacity study has been undertaken. The OAPF identifies four gateways, and highlights the existing Neighbourhood Centre, and notes that these areas have the capacity to accommodate more intense mixed-use development - approximately 294,849 sq.m commercial space and 3,500 residential units. This housing capacity figure could increase depending on the delivery of High Speed 2 and the potential to introduce mixed use development at Old Oak and

within the Kensal Canalside Opportunity Area. The quantum of housing in these areas would be subject to future housing capacity, transport, planning and design studies.

Old Oak Common has recently been identified as having potential for a new west London HS2 and Crossrail interchange, which presents an opportunity for co-ordinated development at Kensal Rise CTRL. There is also potential for a Crossrail station within the Kensal Canalside OA, which is currently being promoted by RBKC through their Core Strategy.

These proposals for new Crossrail stations in these areas would significantly increase accessibility and would dramatically influence the future development potential of Park Royal. These aspirations are longer term, but would result in the significant regeneration of a large area of currently under utilised railway land. This would require a rethink of the areas current designation as Strategic Industrial Land.

OBJECTIVE 1

Protect and maintain Park Royal as the largest industrial employment location in London, supporting the clusters of food/drink, distribution/logistics and TV/film through facilities and services to support growth.

OBJECTIVE 4

Improve the public realm and connect green spaces and other areas, providing a clean, safe and well-managed environment with high quality buildings and design.

OBJECTIVE 7

Deliver housing where it can enable other benefits including affordable housing to meet the highest access, design and environmental standards. Secure social infrastructure to support new and existing residents.

OBJECTIVE 2

Increase employment opportunities to meet the 11,000 jobs target through business growth and inward investment, enabling local people to access jobs through training.

OBJECTIVE 5

Promote sustainable development by reducing energy consumption, increasing renewable energy and supplying energy efficiently. Improve waste management utilising the latest technologies and tackle air quality and the efficient use of water.

OBJECTIVE 8

Create a Neighbourhood centre at the heart of Park Royal that is accessible, has a sense of place and an improved public realm, and provides amenities to support existing and new businesses.

OBJECTIVE 3

Improve transport infrastructure including public transport services and facilities. Upgrade routes and facilities for pedestrians and cyclists, promote the use of rail and canal to encourage sustainable freight transport.

OBJECTIVE 6

Improve access to Park Royal at the four Gateways, Alperton and at Old Oak Common and into Kensal Canalside. To secure successful redevelopment of major sites in these areas to deliver employment-led growth, high quality amenities and a better environment.

OBJECTIVE 9

Encourage the Boroughs to pool Section 106 contributions to fund major transport and public realm projects to benefit the estate. Promote a standard charge approach in partnership with the boroughs.

A Vision...

...To protect and intensify employment on the Park Royal Industrial Estate by supporting sustainable business growth and environmental industries, creating an attractive working environment through improvements to public transport and the public realm and the provision of a new heart offering a range of amenities...

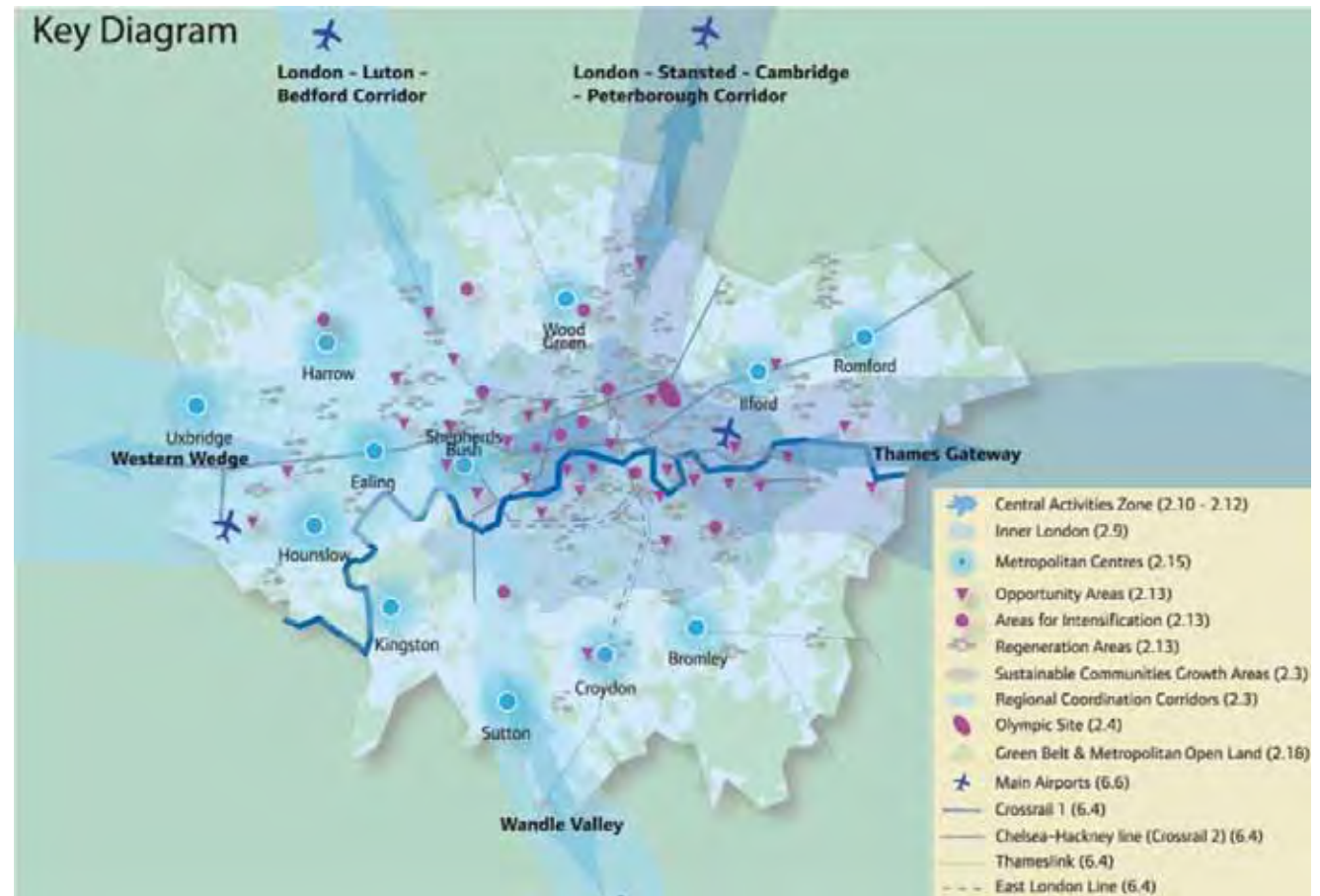


Figure 02 - Key diagram from the London Plan





Introduction

- 1.1 Park Royal in its setting
 - 1.2 OAPF purpose and status
 - 1.3 Consultation process outcomes
 - 1.4 Other plans to influence Park Royal
-
-
-
-



1.1 Park Royal in its setting

The London Plan identifies Park Royal as an Opportunity Area, with Willesden Junction and land south to Old Oak Common identified as an Area of Intensification. In addition, Kensal Canalside sits immediately adjacent the Park Royal Opportunity Area and future proposals for that area will influence the area. The West London Sub-regional Development Framework (SRDF), published in May 2006, unites these two areas.

New boundaries were agreed by the boroughs, the London Development Agency and the Greater London Authority to tackle concerns of fragmentation and to recognising the areas strategic significance. The revised Opportunity Area is endorsed by the London Plan (Consolidated with Alterations since 2004).

Most of the area is shared between the London Boroughs of Brent and Ealing with a part in the east covered by Hammersmith & Fulham. The area abuts the RBKC and the Kensal Canalside Opportunity Area. Aside from some residential neighbourhoods, the land uses in Park Royal are predominately Strategic Industrial Land.

Park Royal has a target to provide 11,000 extra jobs and a minimum of 500 new homes over the plan period 2001 – 2026. The draft replacement London Plan (2009) increases these figures to 14,000 jobs and 1,500 homes. The target for new homes in Park Royal will allow for some residential development that may be appropriate as part of mixed-use development in the Gateways and the Neighbourhood Centre as defined in Chapter 10.

Most of London's Strategic Industrial Land is in Opportunity Areas in Outer London, reflecting these location benefits. Heathrow, Park Royal, Wembley and White City are the Opportunity Areas in the West London Sub-Region, which form the 'Western Wedge'. These areas benefit from their proximity to

Heathrow Airport, and access to the motorway network connecting to the rest of country.

Opportunity Frameworks have been prepared or are planned, at a number of areas close to Park Royal including; Wembley, White City and Brent Cross/Cricklewood, which will result in the replacement of industrial uses with business, retail and residential uses. Plans for the Kensal Canalside Opportunity Area are underway. Given that Park Royal is the closest Strategic Industrial Land to these Opportunity Areas, with a large range of facilities and affordable rents, it is likely to absorb some of these displaced industries.

The Park Royal Opportunity Area covers 700 hectares, extending five kilometres west to east and between one and two kilometres north to south. It includes Willesden Junction, Hanger Lane and Alperton in the west to the boundary of Kensal Green Cemetery in the east. Most of the northern boundary is formed by the railway line from Euston. In the main, the A40 Western Avenue acts as the southern boundary, although the Opportunity Area includes some industrial areas south of this.

Open space is limited, with the exception of the Grand Union Canal. Other spaces include River Brent, Acton Cemetery, Twyford Abbey and the spaces along the road and rail corridors. Wormwood Scrubs, little Wormwood Scrubs and Kensal Green Cemetery are on the edges of the area.

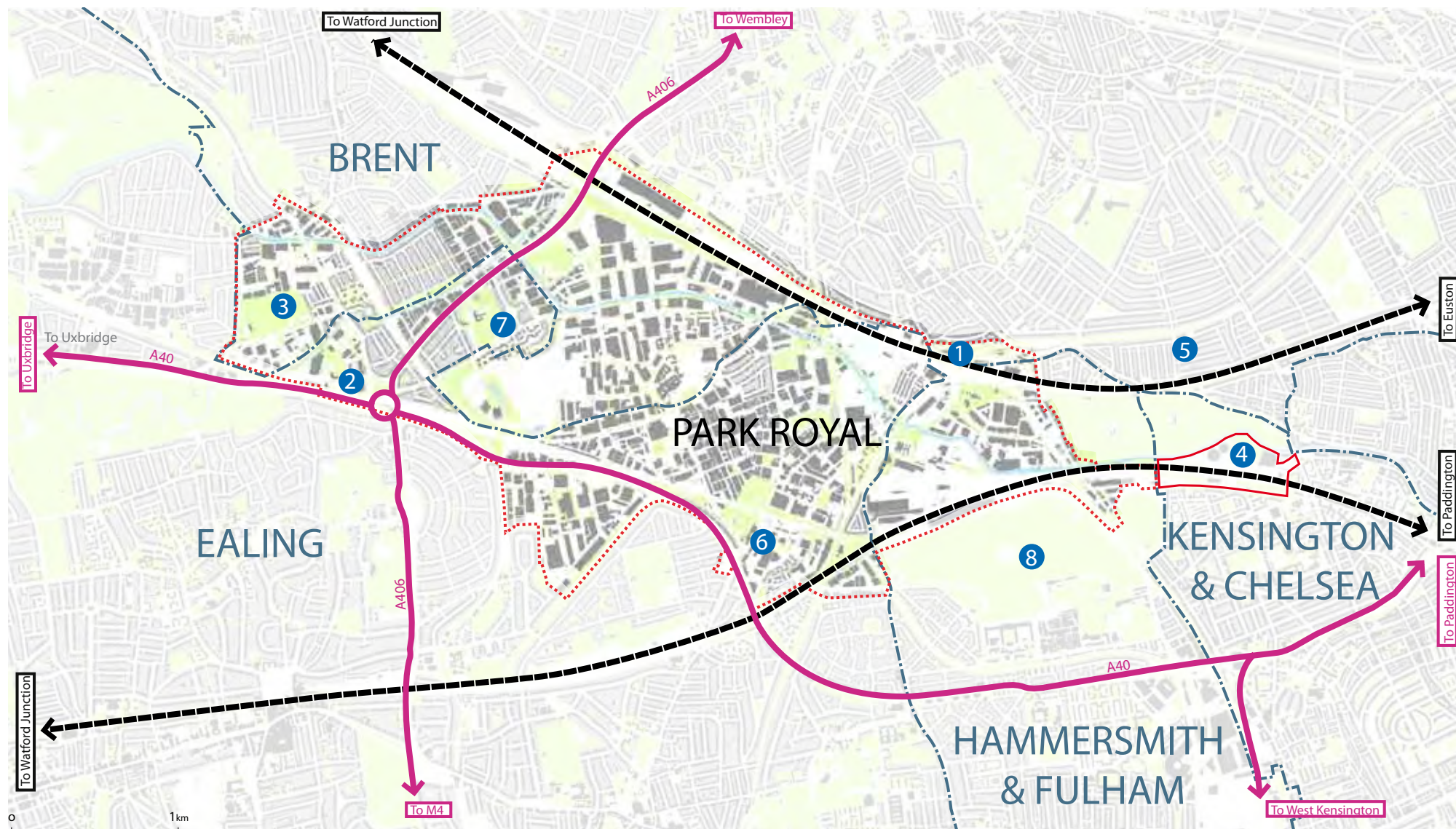


Figure 03 - Park Royal Context Plan



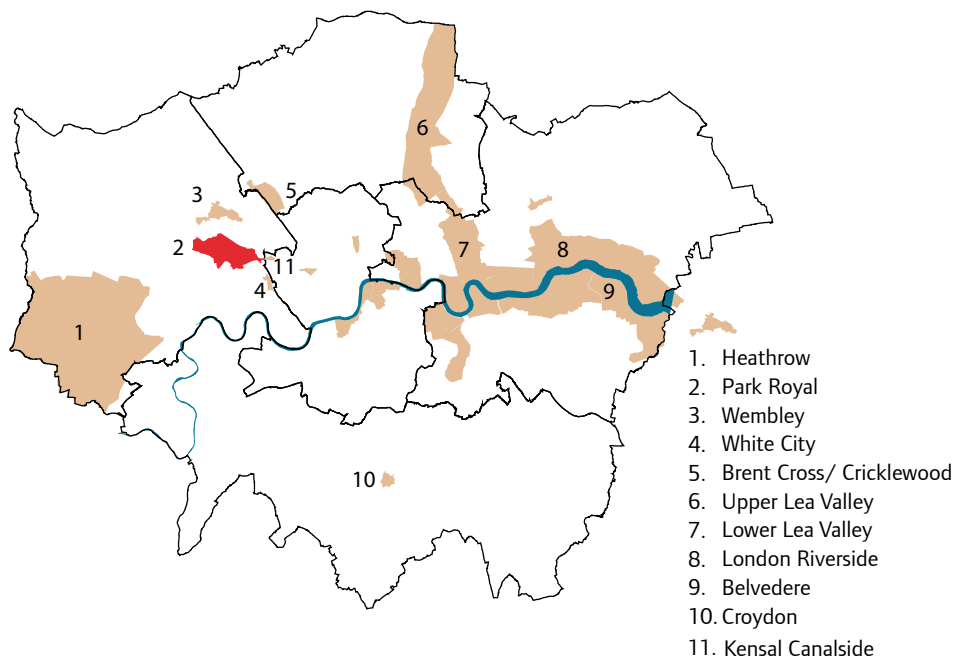


Figure 04 - Selected Opportunity Areas in London

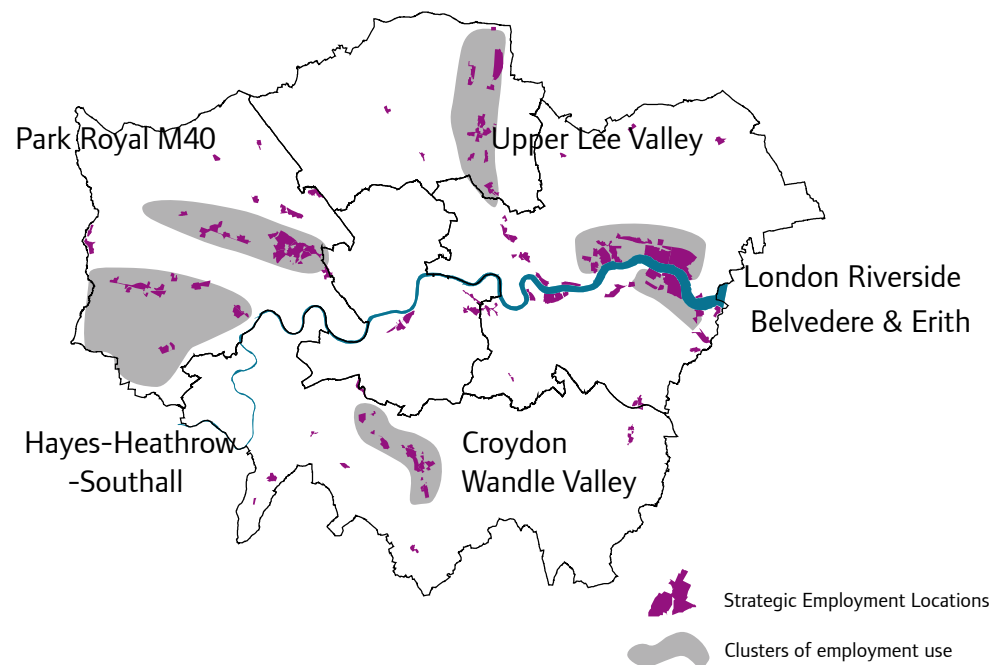


Figure 05 - Strategic Industrial Locations in London and clustering of those activities around outer London

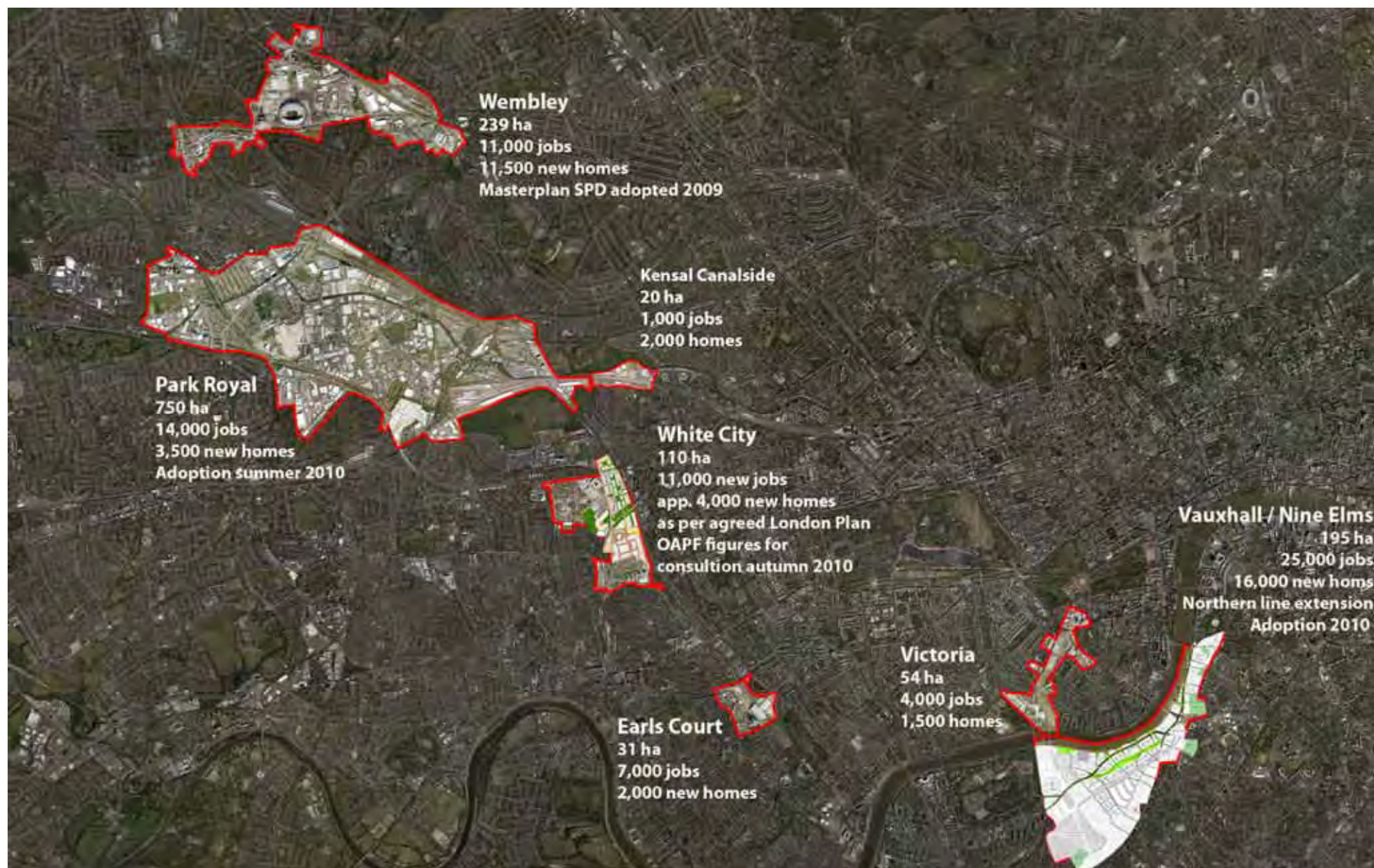


Figure 06 - Neighbouring Opportunity Areas

1.2 OAPF purpose and status

An OAPF is a non-statutory planning document derived from and consistent with the London Plan and its related supplementary planning guidance. This OAPF is issued as Mayoral supplementary planning guidance. An OAPF does not create policy but clarifies it in the form of words and diagrams, applying policy to a specific spatial context and identifying contentious issues at an early stage in the planning process. The OAPF can then set out how these may be resolved.

An OAPF is used as a material consideration when assessing strategic planning applications that have been referred to the Mayor of London and it will be used to inform decisions on the wider planning of this area. The framework will also provide guidance in the preparation and assessment of Local Development Frameworks by Boroughs and the Mayor.

Ultimately, OAPF's give greater certainty to the development process and achieve material weight through bringing together a sound evidence base upon which planning decisions are made and through extensive consultation with stakeholders, the public and interested parties.

An OAPF does not form part of the development plan. The weight given the OAPF increases as the

document works its way through the consultation process to the eventual publication.

London Plan Policy 2A.5 on "Opportunity Areas" and paragraph 2.13 of the London Plan outline the frameworks' purposes:

"Opportunity Area Planning Frameworks are part of the process of producing Sub-Regional Development Frameworks and the Mayor will work with strategic partners to prepare planning frameworks for Opportunity Areas...or will build on frameworks already developed; as such the frameworks provide a further level of spatial detail to the Sub Regional Development Frameworks (SRDF's) within smaller geographic areas which are subject to, or have the scope for significant change and have the ability to incorporate work already completed or underway within those areas."

Opportunity Area Planning Frameworks should set out a sustainable development programme for each Opportunity Area, seek to exceed the minimum guidelines for housing and have regard to indicative estimates of employment set out in the sub-regional tables, maximise access by public transport, promote social inclusion and relate development to nearby Areas for Regeneration, and take account of the community, environmental and other distinctive local characteristics of each area.

The content of an OAPF can vary, and the contents list is cut to fit the area and is based on the physical make up of the area and the range of development interests that are likely to come forward. An OAPF sits above the site level, or the area-wide plan. An OAPF focuses on a broad range of strategic planning issues, rather than focusing in too much detail on specific elements.

Opportunity Area Planning Frameworks are intended to bridge strategic and local policies. The process of producing the framework provides a platform for communicating between the strategic and local level, reinforcing common ground and resolving differences.

Park Royal straddles three local authority areas - Brent, Ealing and Hammersmith & Fulham - all of which have Unitary Development Plans (UDPs) in place and are going through the process of producing Local Development Frameworks (LDFs) (see Chapter 11).

The Park Royal OAPF:

1. Sets out a shared vision for the coherent development of Park Royal;
2. Assists the co-ordination and delivery of cross-borough projects and improvements;
3. Provides clarity to developers and investors as well as guidance to the Boroughs when drawing up their development plans and making planning decisions;
4. Builds on Park Royal's importance as one of London's key industrial locations, especially its potential to meet modern logistics and waste management requirements;
5. Addresses the need to improve local access to open space;
6. Takes account of London's future road, rail and water freight requirements together with their land use implications and the scope for improvements in strategic rail accessibility;
7. Proposes mixed-use intensification mainly in areas outside the Strategic Employment Location where there is good public transport accessibility.

Park Royal is a key part of the West London Sub-Region, which states that "it is a thriving part of the city with a diverse economy including clusters of international businesses, a growing knowledge economy and some concentrations of manufacturing.

This role should continue, with new development aimed at exploiting West London's dynamism and potential and addressing the needs of some significant pockets of deprivation, especially in inner parts such as Acton and Park Royal..."

The Park Royal Opportunity Area is closely associated with the longer-term development potential at Willesden Junction and the brownfield railway lands, old industrial and vacant land south of Old Oak Common. The Opportunity Area Planning Framework should build on the sheer scale of Park Royal and address the need for site assembly and decontamination and improvements to local access and the environment."

The West London Sub-Regional Development Framework states: "In view of the pressures on industrial land in West London and the demand for B2 and B8 uses in this part of London it is particularly important that the [Opportunity Area Planning] Framework also takes account of Draft. Supplementary Planning Guidance on Industrial Capacity." Paragraph SPG2 of that guidance states that the development of non-business uses within the SIL should be resisted "other than as part of a strategically coordinated process of consolidation".



Figure 07 - Material considerations

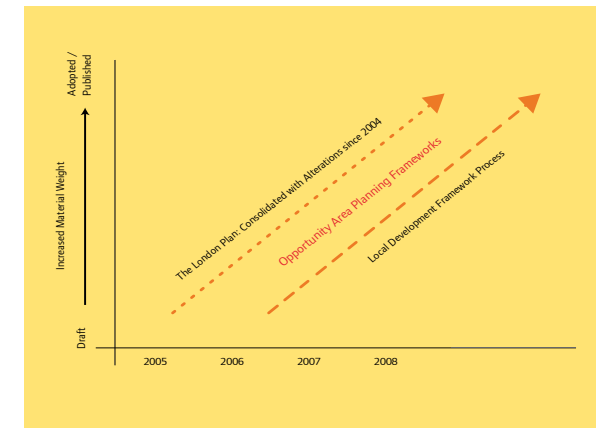


Figure 08 - Development Plan timeline process

1.3 Consultation process

To achieve maximum planning weight, this OAPF has followed a rigorous preparation process, which has included the following steps;

1. It has been prepared in collaboration with the Boroughs, the Greater London Authority and a variety of key stakeholders
2. It is in general conformity with the London Plan, from which its principal planning status is derived
3. It was subject to a full Sustainability Appraisal
4. A draft OAPF was approved by the Mayor for public consultation
5. Public consultation responses on the draft OAPF were reported to the Mayor
6. A final OAPF has been formally endorsed and published by the Mayor as his strategic planning guidance for Park Royal

This OAPF is consistent with the London Plan (Consolidated with Alterations since 2004) policy position and the draft replacement London Plan (2009). It has been endorsed by the Mayor of London, working with a steering group of key stakeholders comprising the London Boroughs of Brent, Ealing and Hammersmith & Fulham, RBKC, London Development Agency (LDA), Greater London Authority (GLA), Transport for London (TfL) and the Park Royal Partnership (PRP). A Strategic Environmental Impact Assessment and Equalities Impact Assessment have been completed.

1.4 Other plans that influence development in Park Royal

There are a number of organisations, strategies and plans that influence the development of Park Royal. It is important that the preparation of this planning framework take account of these plans and secure a coherent and comprehensive vision for the future development of the area. The OAPF takes account of the following documents:

1. The London Economic Development Strategy (LDA), which seeks to improve places and infrastructure, support people, encourage business and promote London.
2. The Mayors Transport Strategy, which sets out London's transport vision for the next 15 years.
3. The Park Royal Partnership (PRP) 10 year strategy (2002). PRP represents over 300 business within Park Royal. The group provides start up business support, networking, recruitment and training, and secures transport & environmental improvements. PRP seeks to ensure holistic regeneration and growth in Park Royal.
4. The Park Royal Public Realm Strategy, commissioned by PRP, promotes design led improvements to Park Royal's public realm to ensure the continued economic success of the estate. It is not a technical planning document and has no planning status, it sits alongside this Opportunity Area Planning Framework and provides closer detail as to how the public realm could be improved.

In addition there are also a number of other informal initiatives that need to be taken into account, including;

- Brent Council adopted Core Strategy 2010
- RBKC adopted Core Strategy 2010
- H&F Council emerging Core Strategy
- Ealing Council emerging Core Strategy
- The emerging White City OAPF
- Ealing Council's Southern Gateway Position Statement
- Brent Council's Alperton Growth Area emerging SPD
- Hammersmith and Fulham Council's Regeneration Case for Old Oak Common - High Speed 2
- The City Growth Western Arc Strategy
- TfL + British Waterways: West London Canal Network
- Environment Agency: Bringing your rivers back to life
- The Park Royal Generator: Urban Initiatives 2001
- 10 Year strategy for Park Royal 2002 onwards

This illustration shows the location of Park Royal in proximity to White City and Kensal Canalside Opportunity Areas. A planning framework is currently being prepared for White City by GLA and Hammersmith and Fulham Council.

The illustration shows the potential to increase connections with White City, Old Oak Common and Kensal Canalside, which would be further improved with a HS2 terminus in this area in the future.

Kensal Canalside to the east of Park Royal is also an opportunity area and the London Plan identifies a capacity of 2,000 new homes, and 1,000 jobs. An integrated approach between all these sites is crucial to creating a successful place. Further work on the Kensal Canalside framework / SPD is required to understand this area more.

The illustration shows the proximity of Kensal to Old Oak and the essential role the eastern end of the North Pole Depot plays in relation to Kensal Canalside. It also shows the challenges of geography that are posed in connecting Kensal Canalside to Park Royal with Kensal Cemetery, the railway and the canal forming barriers to linkages.

Wormwood scrubs offers great potential to tie these opportunity areas together as a focal amenity space. It would be central to the delivery of successful connections between these areas.

Figure 09 – Potential connections between Park Royal (Old Oak), Kensal Canalside and White City. Subject to a future High Speed 2 interchange







Park Royal in Profile

- 2.1 Historical profile
- 2.2 Existing land use profile
- 2.3 Economic profile
- 2.4 Socio-economic profile



2.1 Historical profile

Park Royal was developed mainly during the interwar period on the former Royal Agricultural showground. Prior to 1900, Park Royal was on the fringe of London's urbanised area.

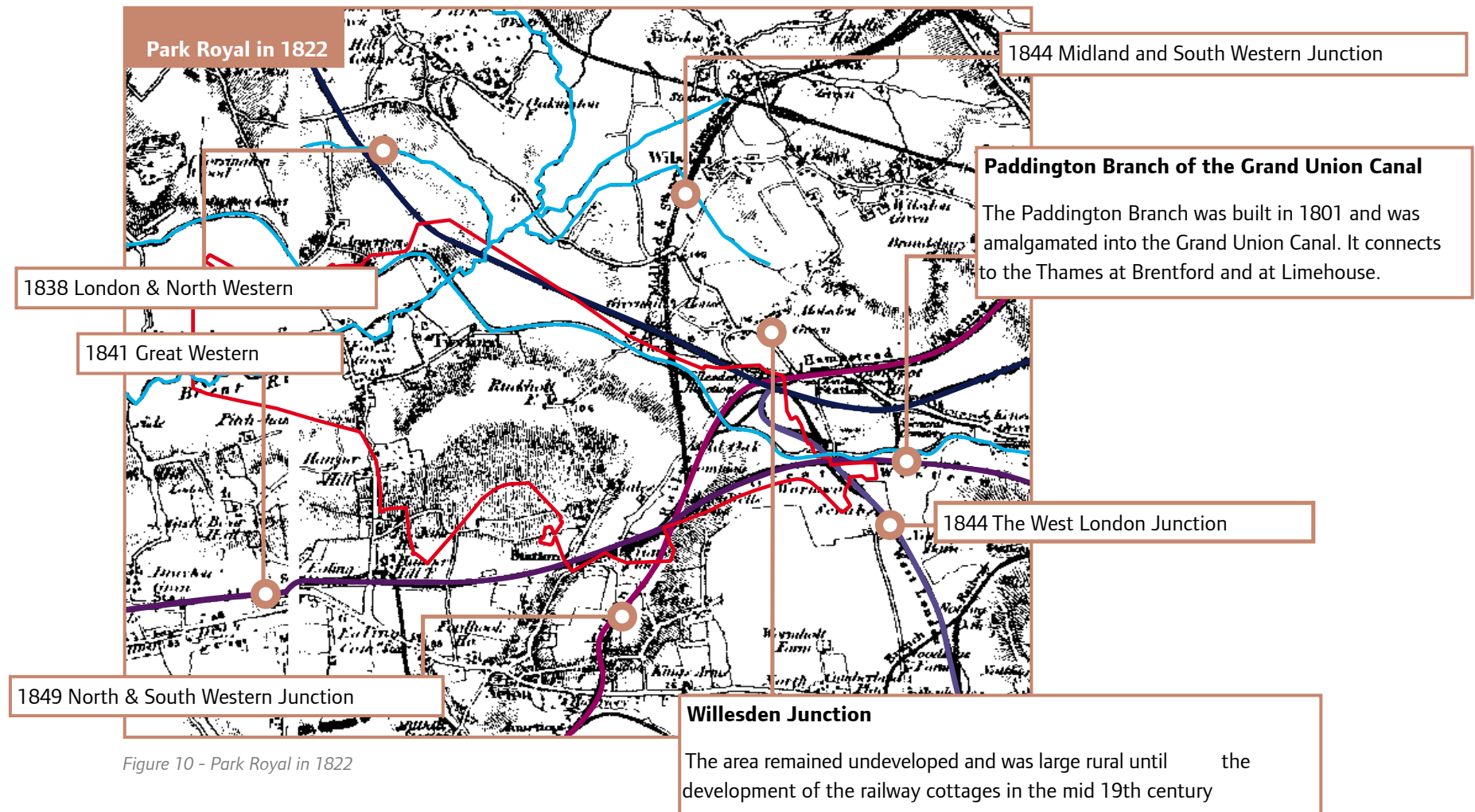


Figure 10 - Park Royal in 1822

1. Canal development

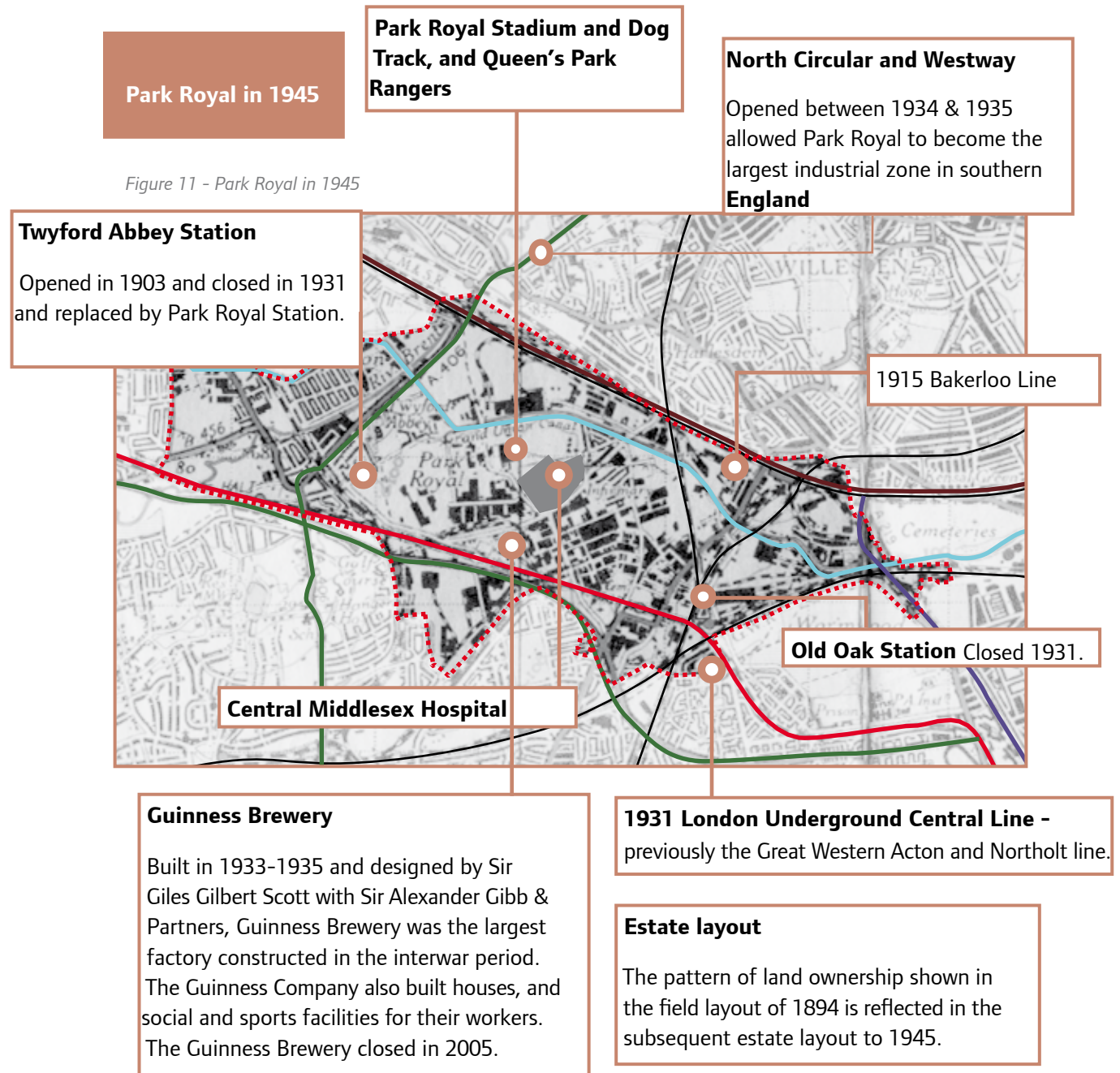
The Paddington arm of the Grand Union Canal was built in 1801. It carried a building materials, coal, and hay. For over a century it passed through what was essentially farmland. However, by the early twentieth century many companies had their own wharves on the canal, which were used for bringing in raw materials and distributing finished products. The canal trade remained significant until the 1960's, after which it went into terminal decline.

2. Railway and road development

The construction of railways and sidings from the mid-nineteenth century noted the area as an industrial location. Early industries such as brickworks benefited from the proximity of canal and railways, that were later replaced by factories that could take advantage of large and relatively unconstrained sites. Road transport became more important in the twentieth century

3. The interwar period

The outward expansion of London meant the village communities on the fringe of Park Royal were merged into Greater London. At that time, manufacturing principally drove London's economy. Park Royal profited from the greater demand for industrial goods in the interwar periods and during the Second World War. With its proximity to the national railway network as well as the huge Greater London market, Park Royal became one of London's premier industrial estates.





0 1km

Figure 12 - Conservation areas, listed buildings

Area	Conservation Areas	Locally Listed	Statutory Listed Buildings
Opportunity Area	1 Brutwick	1 Fox and Goose	1 Twyford Abbey/Wall To Garden
Gateways & Neighbourhood Centre	2 Hangar Hill Estate	2 Western Avenue/Hanger Lane Station	2 St Marys West Twyford Church
Area of Architectural Interest	3 Hanger Gardens Estate	3 The Perfumery Factory	3 Western Avenue/Perk Royal Station/Sheep & Pigs
	4 Hanger Lane	4 Atlas Road/Alton Canal Wharf	4 105 High Street/Hanger Lane
	5 Old Oak Lane	5 Clarendon Road (E)	5 All Souls Church Station Road
	6 Oxford Gardens		6 National Clock Hanger Lane
	7 Kensal Green Cemetery		



Figure 13: The locally listed Perfume Factory and the Castle Pub in North Acton

2.2 Existing land use profile

Park Royal Land & Premises Study (LDA 2007) found;

- 38% of the land was used for storage and distribution, 14% for industrial, 5% for business and 8% by the motor trades. A small percentage of sites covering 10 hectares were in multi use;
- The building stock is generally of good quality. The percentage of vacant and derelict land is around the natural level;
- There is robust demand for good warehouse and small office units and residential space. There is less demand for larger office units and poor industrial and warehouse space;
- On-street parking at 46% of sites obstructed freight traffic and 20% of sites suffered from poor HGV accessibility;
- Employment growth is forecast for sectors with high employment densities whilst some of the sectors with lower employment densities such as manufacturing are forecast to decline. This suggests that the estate will see an increase in intensively used sites.

The study concluded *“the current supply and demand situation seems to be in equilibrium”* and *“that the employment land forecasts indicate no scope for the release of existing employment sites in Park Royal as demand is projected to remain constant in the period to 2016.”*

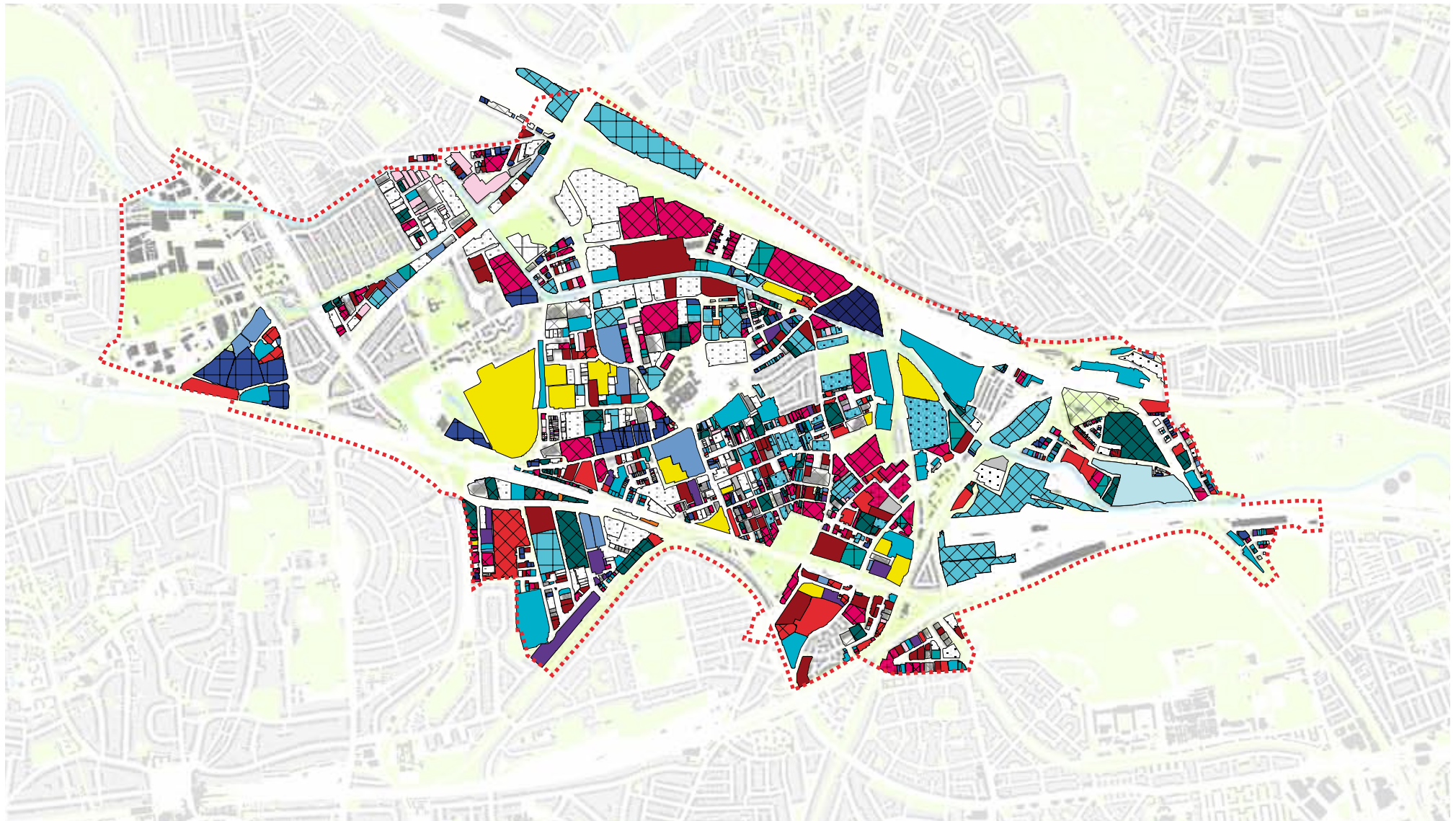
The West London Sub-Regional Development Framework (GLA 2006) states: *“There is limited scope for net release of industrial land [across the whole of the West London sub-region] but that any release would need to be carefully managed to ensure a continued supply of land to meet London’s needs as a whole, especially for logistics and waste.”*

In addition to the need for land for logistics and waste uses, there is also pressure for residential development in the Park Royal area. However, research has shown that losing employment land to housing would weaken Park Royal’s offer and the contribution it makes to the capital’s economy in terms of its role as a major support-service provider. The view in the Park Royal Partnership’s ‘Regeneration Strategy’ (Llewellyn Davies, 2001) is that *“where there is strong local housing demand, this should be met by concentrating on mixed-use development schemes around station nodes, which will be highly accessible to public transport and amenities.”*

Use Classes Order	Use & description of development
B1	a) Offices, other than financial services b) Research and development of products or processes c) Light industry
B2	General industry: uses other than B1
B8	Storage and or distribution
(Town & Country Planning Act Use Classes Order)	

Any policy development for the Park Royal Opportunity area must ensure the following;

- Maintain its strategic importance as a location for B1/B2/B8 uses ;
- Safeguard existing employment uses and;
- Encourage and support high quality new employment developments.



0 1 km



Figure 14 - Map of land uses in Park Royal recorded in 2005 / 2006, source; Halcrow. Some uses may have changed since this data was collected

2.3 Economic profile

Park Royal is an industrial powerhouse, crucial to London's economic success. It has long been home to world-class blue chip companies as well as many hundreds of Small and Medium sized Enterprises (SME's). Park Royal maintains its competitive advantage because:

- It is equidistant to Central London and Heathrow airport;
- It benefits from good transport links to the A406 North Circular and the A40 Western Avenue, leading to the national motorway network, three London Underground lines (Bakerloo, Central and Piccadilly) as well as various mainline and overground services;
- Its sheer scale offers flexibility for businesses to expand without relocating to other industrial parks;
- It is, for the most part, a single use estate with little conflict between different uses and more freedom of operation for firms;
- It has affordable rents, particularly given its prime location and offers various types of buildings;
- It has access to a local labour supply.

2000⁺ firms

14[%] of firms are in manufacturing or 25 % of total employment

40,000 jobs

56[%] of firms employ less than 10 people

30[%] of firms are **ethnic minority** owned

Largest industrial estate in Europe

1,500 employees at
Central Middlesex Hospital

27[%] of firms are in wholesale / distribution / logistics
accounting for **22.5[%]** of total employment

2[%] of firms employ more than 250 people but account for
30[%] of total employment

2,500 employees at **Katsouris** food manufacturing plant

3,000 employees at **Carphone Warehouse**

2.4 Socio-economic profile

There are 6 wards in Park Royal Opportunity Area: Alperton, Harlesden and Stonebridge in Brent, East Acton and Hanger Hill in Ealing and College Park & Old Oak in Hammersmith & Fulham. Harlesden, Stonebridge and College Park & Old Oak wards are within the 20% most deprived wards in England in terms of both social and employment deprivation (indices of Multiple Deprivation 2004)

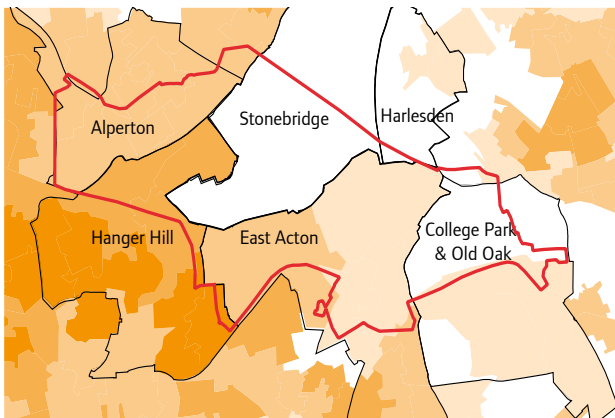
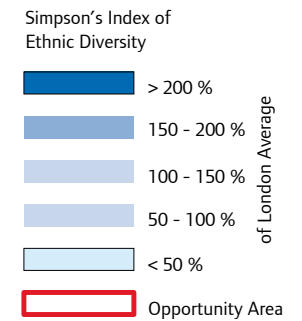
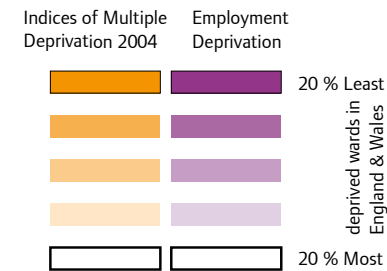


Figure 15 - Multiple deprivation 2004, source; GLA

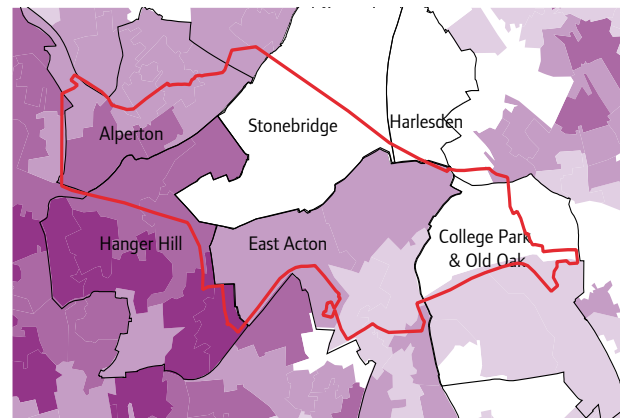


Figure 16 - Employment deprivation 2004, source; GLA

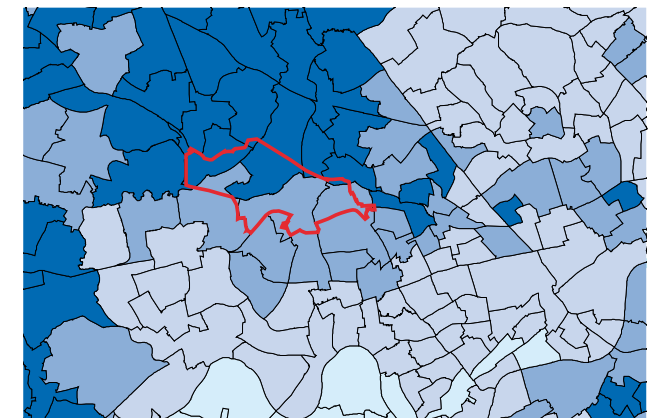
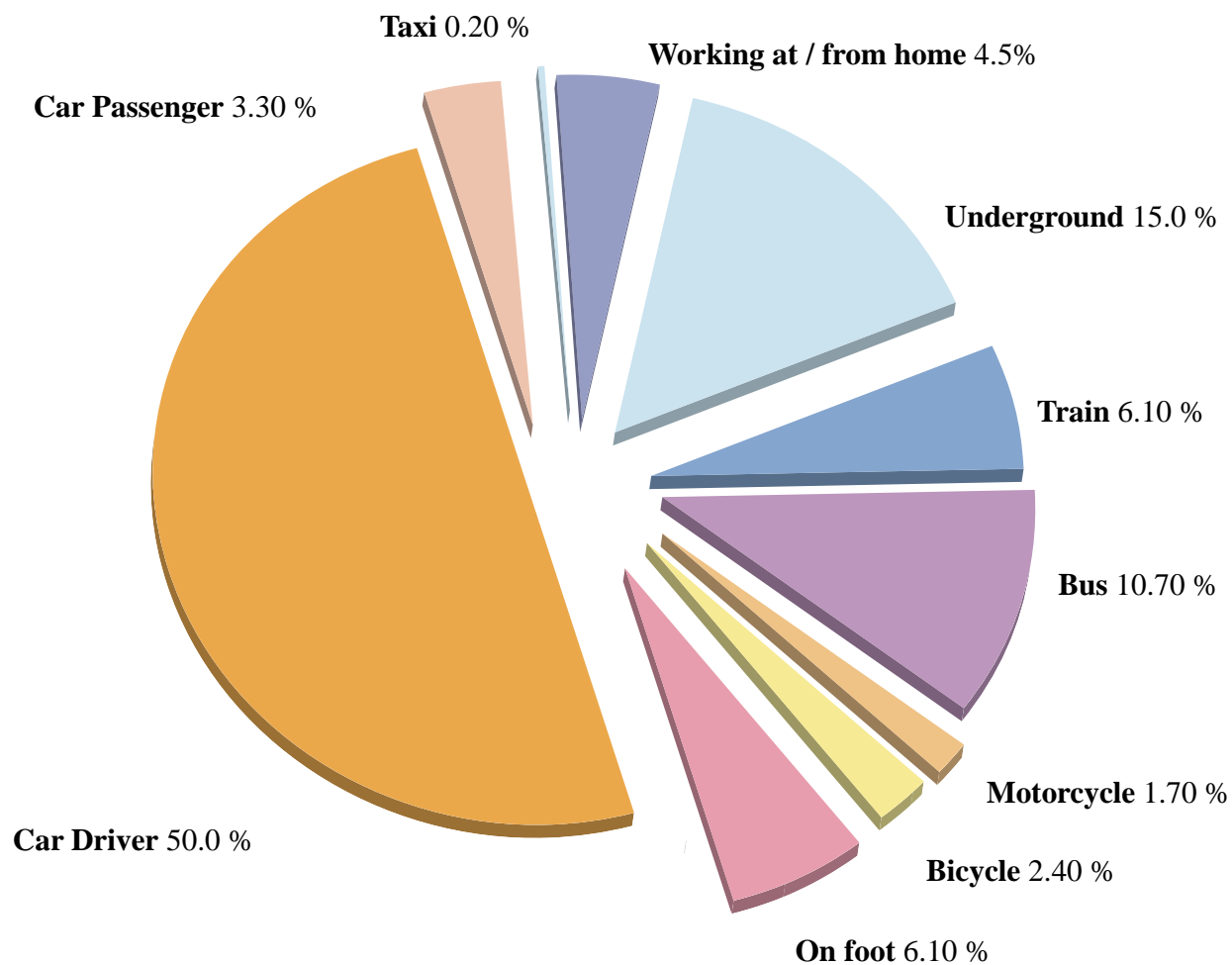


Figure 17 - Ethnic diversity, source; GLA



The West London Sub-Regional Development Framework identifies concentrations of the Black Caribbean community in Harlesden, College Park & Old Oak and the Indian community in Wembley Central.

50% of people who are employed within Park Royal drive to work. Given that the majority of Park Royal employees live locally, a more sustainable travel pattern placing greater emphasis on public transport, walking and cycling could be achieved, thus reducing air pollution, CO2 emissions and noise. It could also help the estate function more effectively.

Figure 18 - Modal share of people travelling to Park Royal, source; TFL

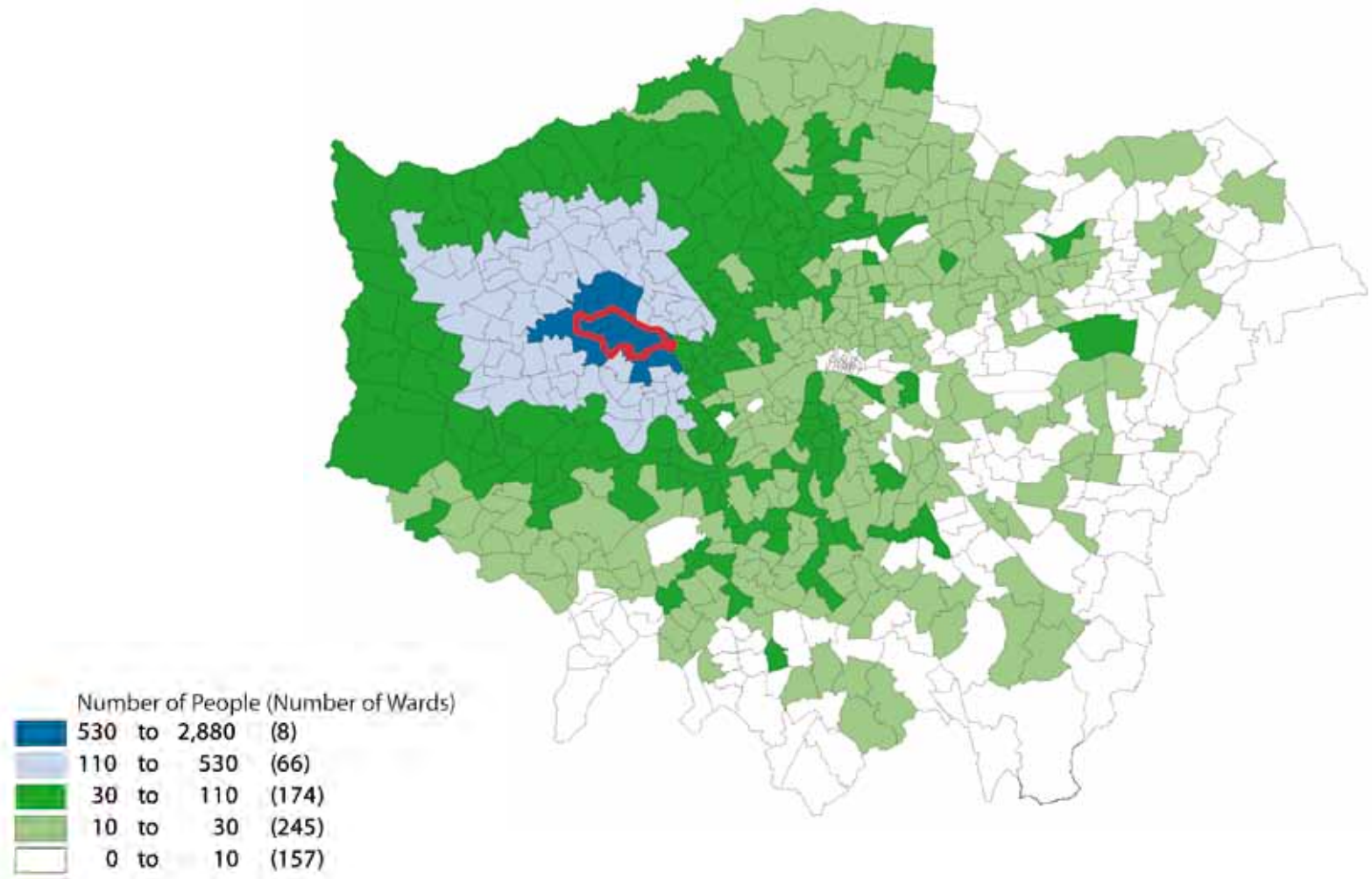


Figure 19 - Originating wards of people aged 16 to 74 working in Park Royal, source; Census 2001





Business and Employment

3.1 Management of employment land

3.2 Existing businesses and growth clusters



OBJECTIVE 1

Protect and maintain Park Royal as the largest industrial employment location in London, supporting the clusters of food/drink, distribution/logistics and TV/film through facilities and services to support growth.

OBJECTIVE 2

Increase employment opportunities to meet the 11,000 jobs target through business growth and inward investment, enabling local people to access jobs through training.

3.1 Management of employment land

Park Royal should be promoted as one of the prime locations in London for industrial and related activities and be clearly defined and endorsed by the Boroughs through their LDF processes. Intensification of use should be supported where appropriate and as part of meeting the target for extra jobs.

To meet the needs of 21st century occupiers, redevelopment utilising innovative design to create modern efficient premises along with amenities will be encouraged. Most of Park Royal should be protected for industrial, warehousing and closely allied uses within the B1 (b) and (c), B2 and B8 use classes. Other major land uses include B1 office development,

a neighbourhood centre and a hospital zone. Residential development will be limited to specific mixed-use areas as defined in Chapter 10.

The land allocated for employment should be retained and, redevelopment for incompatible uses should be resisted. SIL status will be safeguarded in Park Royal to protect existing employment and the operational efficiency of businesses. The unplanned introduction of residential uses would interfere with the ability of businesses to operate freely and to move freight on a 24-hour basis. Protection of well-defined areas for business use creates a climate of certainty and a secure context for long-term investment decisions, encouraging growth.

Hammersmith & Fulham Council has expressed concerns about the incremental expansion of car retail



Freight liner depot, Willesden Junction



Premier Park/Grand Union Canal

activity in the Hythe Road area. Further expansion should be restricted to protect the potential for small industrial businesses to locate in this area and for existing small businesses to be enhanced.

Although more than half the building stock was constructed in the past 25 years, there are older properties that are not fit for the modern requirements of businesses and are incapable of cost-effective conversion. These should be redeveloped to a high standard of design so they can meet the technological needs and modern operational methods of businesses, provide for flexible use, minimise energy consumption and environmental impact and prevent crime.

London Plan Policy 3B.4 “Industrial Locations” states: “With strategic partners, the Mayor will promote, manage and where necessary protect the varied industrial offer of the Strategic Industrial Locations (SIL’s), set out in Annex 2 as London’s strategic reservoir of industrial capacity.”

In addition, London Plan policy 3B.5 states that the identification of SIL land should have regard to “the need for strategic and local provision for waste management, transport facilities, logistics and wholesale markets within London and the wider city region”.

Paragraph 5.14 of the London Plan supplementary planning guidance (SPG) on Industrial Capacity (2007) states that “attempts to realise ‘hope value’

through proposals for unacceptable alternative development of SIL’s will be strongly resisted.”

Further the Industrial Capacity SPG (2007) asks boroughs and other partners to: “*resist the development of non-industrial uses within the SIL other than as part of a strategically coordinated process of consolidation, except where they provide local, small scale, ‘walk to’ services for industrial occupiers.*”

Draft replacement London Plan (2009) policy 2.17 reiterates the need to protect SIL and goes on to note that development on SIL should be resisted unless the proposed use is compatible with SIL land use designation, is part of a consolidated process of SIL consolidation, the proposal is for employment floorspace is meet identified SME need, or is for a small ‘walk to’ local service.



Premier Park/Grand Union Canal

3.2 Existing business and growth clusters

Within Park Royal there are strong clusters that are vitally important to its ongoing strength, including; food production, TV and media and distribution and logistics. In addition to these primary clusters there are also a great variety of business types that operate successfully, including; innovation and high technology capacity as well as smaller manufacturing businesses.

Of the firms that operate in Park Royal many are SME businesses (in 2001 56% of firms employed fewer than 10). This trend has continued since that time, as has the high proportion of the businesses being ethnic minority owned.

The unique nature of the estate is highlighted by the fact that within the heart of the estate is the Central Middlesex hospital with its associated uses is a significant employer. The hospital has in recent years completed a major redevelopment programme providing modern facilities for the local community.

It is envisaged that these industries will remain and perhaps increase as they are relocated from other environmentally sensitive areas outside of Park Royal. However, the London Plan envisages that the Park Royal estate is a location that will provide opportunities for the waste industry, which will complement existing operators around Willesden

Junction. Thus, more land will be required to accommodate facilities for waste management, sorting and processing of recyclates as boroughs seek to increase the amount of waste that is handled locally as demanded by the London Plan. Thus, the framework sees this as an opportunity for the Park Royal to become a leading area for a cluster of using new and environmental friendly technologies for waste processing.

The City Growth Western Arc research identified three key industry clusters, with potential to grow and to



make major contributions to jobs;

- Food and drink processing
- TV and film production
- Transport and logistics

The OAPF seeks to encourage the growth of these industries and to ensure that development in Park Royal allows this.

The London Plan SPG on Industrial Capacity supports the development of clusters and states that we... *“should manage the stock of industrial premises so that it provides a competitive offer for different types of occupier. This will entail both improving the quality of provision to meet users’ different needs, including those of SME’s and clusters of related activities and maintaining lower cost capacity or making provision for those requiring affordable business premises.”*

More land will be required to accommodate facilities for waste management, sorting and processing of recyclates as boroughs seek to increase the amount of waste that is handled locally. This is an opportunity for Park Royal to become a leading area for a cluster of industries using new and environmentally friendly technologies for waste processing.

3.3.1 Food production

The food and drink sector in London is the capital's second largest and fastest growing manufacturing sector.

The Mayor's Food Strategy aims to improve London's offer and reduce the environmental impact of the food industry.

It priorities actions to provide entrepreneurial and business support, including support for collaboration where appropriate and training/skills programs, especially in marketing. Park Royal Partnership is providing training and support designed to grow the food-manufacturing cluster and is working to establish a Food and Drink Innovation Centre. This would house a development kitchen, with access to a microbiological laboratory nearby and related facilities. It would also provide a focus for practical business and marketing support through incubator units for new start-ups on easy in/out terms.

70 % of manufacturing employment at Park Royal

is associated with food processing. A diverse range of food products is distributed to Greater London and other international destinations, primarily via Heathrow Airport. Food production is intricately linked with the advertising, printing and packaging,

distribution and logistic sectors. Growth in demand for convenience and pre-cooked food will need to be supported by devoting more efficient premises to process, package and distribute more goods.

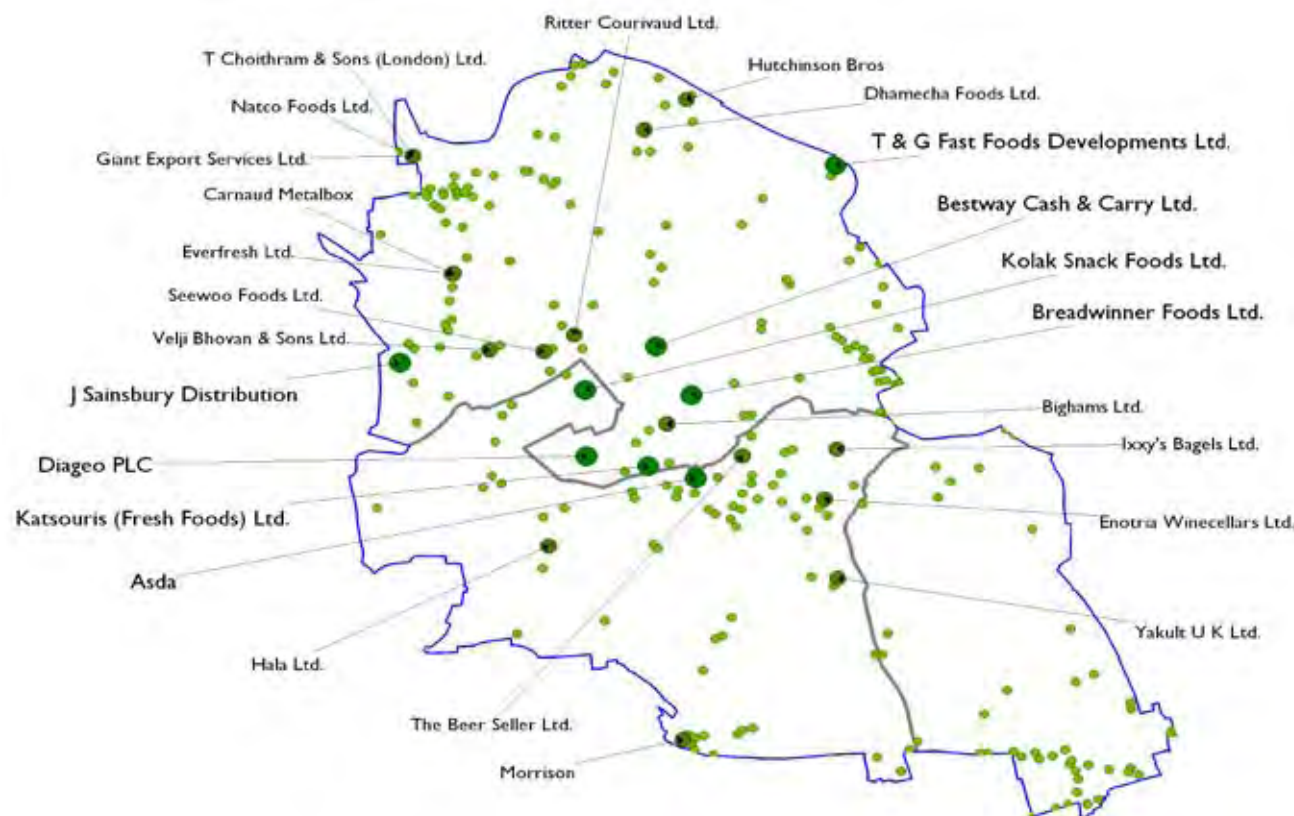


Figure 20 - Food Production businesses in Park Royal, source; The City Growth Western Arc Strategy

3.3.2 Television and media

The TV/ film cluster is well established in Park Royal, anchored by the BBC's presence nearby at White City and the concentration of facilities companies located on the estate.

Park Royal Partnerships (PRPs) objective is to foster inter-company collaboration, ensure the supply of suitable accommodation and improve local facilities together with amenities. A key aim is to set up a Media Village that will bring together a range of creative industries working across TV/ film and new media. This should complement the media activities proposed for the White City Opportunity Area.

The long-term aim is that Park Royal becomes a viable and attractive alternative to SOHO for firms seeking reduced premises cost. Improvements to the area's environment are a key part of delivering this aspiration. Better access to finance and incubator

space will support the growth of this dynamic cluster and that has the potential to make a significant contribution to meeting the new jobs target over the next five to ten years.

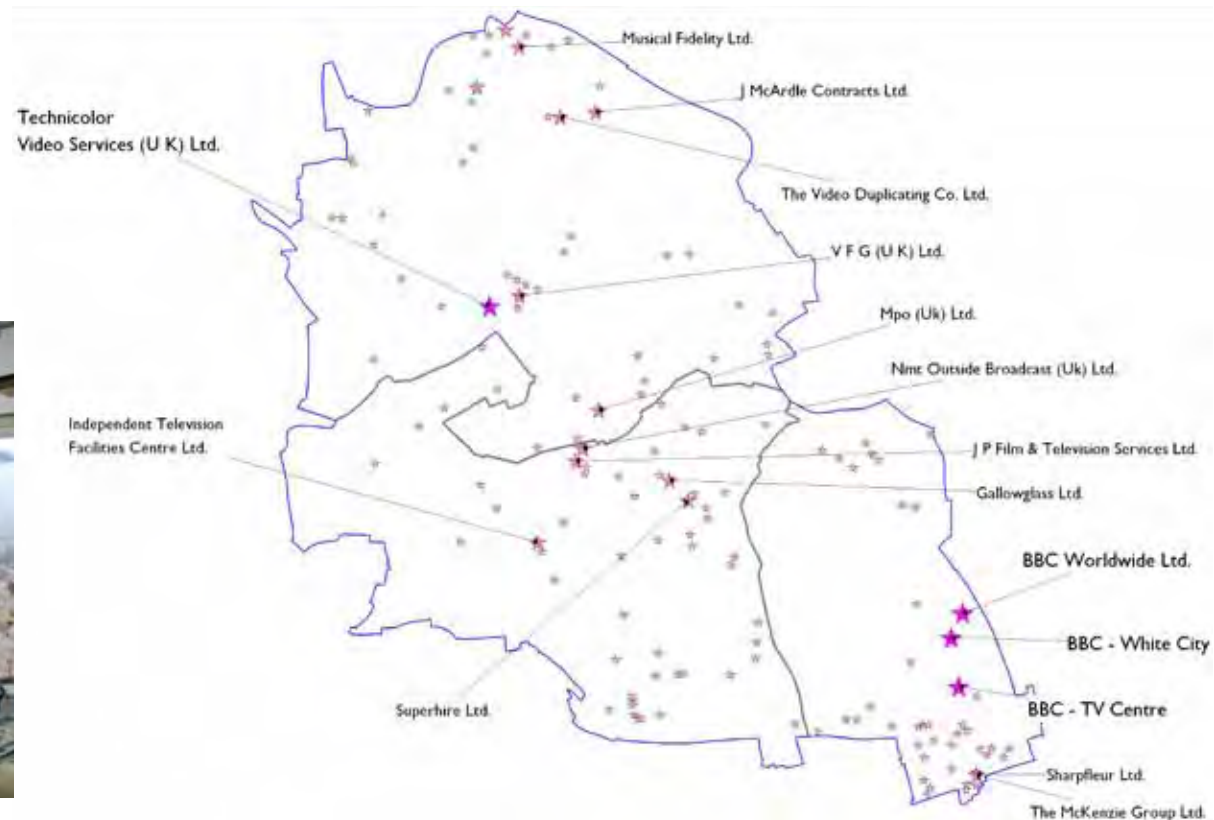


Figure 21 - Media Businesses in Park Royal, source; The City Growth Western Arc Strategy

3.3.3 Distribution and logistics

Industries such as manufacturing, construction and retailing are particularly dependent on the efficient movement of materials, parts and finished goods. Park Royal is well placed and connected for the logistics and distribution sector.

The logistics sector will be expected to make wider use of sustainable distribution best practice through the use of cleaner vehicles and alternative transport modes such as rail and water. The London Plan SPG on Industrial Capacity notes: “distribution serving a city region of over seven million people performs a vital economic function as well as providing modern, economically sustainable employment opportunities. In the right location and especially when associated with appropriate transport management and inter-modal transfer arrangements, it can also contribute to broader sustainability objectives.”



Park Royal is uniquely situated for delivery to London and Heathrow. It is near to roads that are exempt from the London Lorry Control Scheme - thus allowing 24/7 access for the largest vehicles - and to a potential break-bulk site, and has access to both rail and water.

The projected rise in population and jobs will require land for logistics distribution depots that can be strategically located to serve the capital.

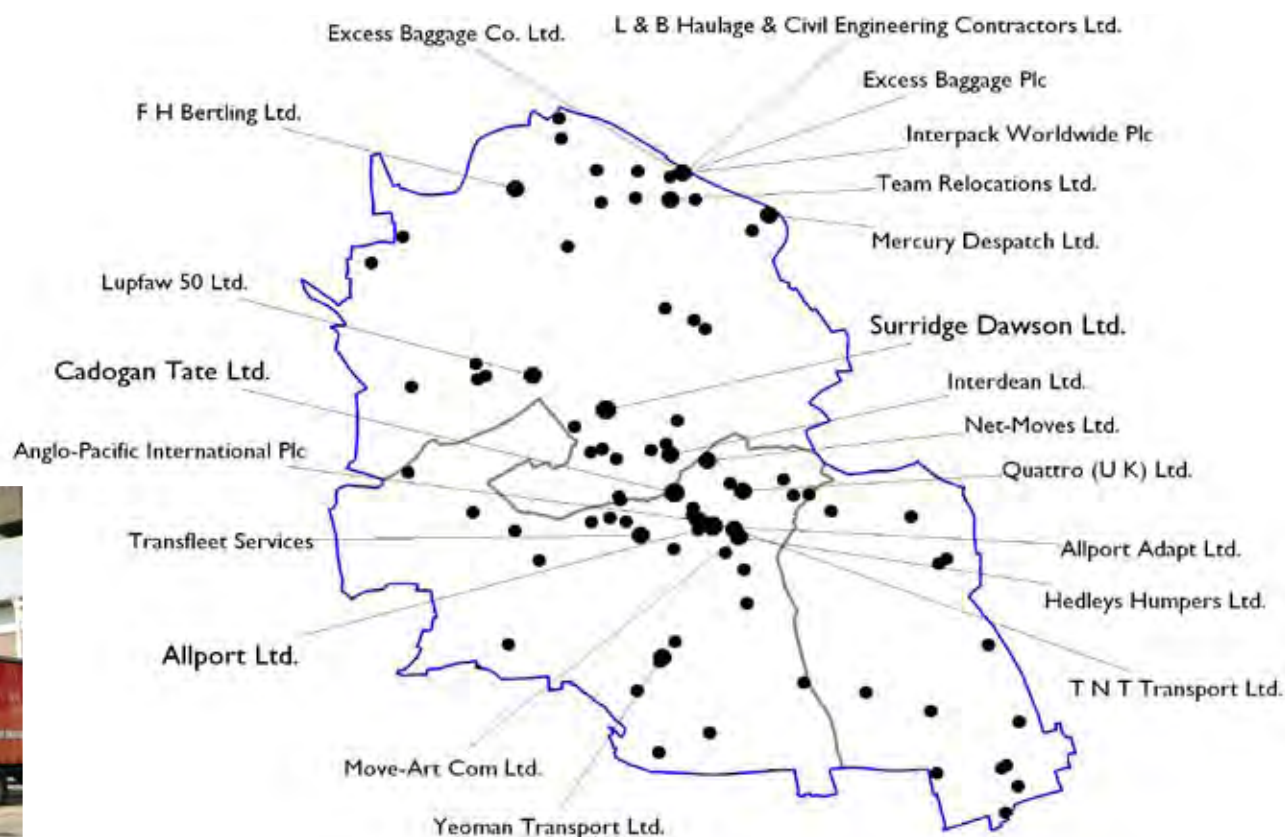


Figure 22 - Logistic Businesses in Park Royal, source; The City Growth Western Arc Strategy





Transport Strategy

- 4.1 Current situation
- 4.2 Buses
- 4.3 Local bus improvements
- 4.4 Freight and transport-related land uses
- 4.5 Walking and cycling
- 4.6 Highways and car parking
- 4.7 Underground and Overground
- 4.8 Station improvements
- 4.9 Planning contributions



OBJECTIVE 3

Improve transport infrastructure including public transport services and facilities. Upgrade routes and facilities for pedestrians and cyclists, promote the use of rail and canal to encourage sustainable freight transport.

Transport Management Association

PRP has established the Transport Management Association (TMA), a business-led body that is promoting sustainable travel for passengers and freight.

Working with the West London Freight Quality Partnership, the TMA has produced a new freight signage strategy and an associated map to help lorry drivers move around Park Royal more efficiently. Traffic congestion needs to be reduced by managing car use and, when opportunities arise, by reconfiguring roads to improve access and flow for freight within the estate.

The TMA also seeks to improve sustainable transport measures including walking, cycling and

4.1 Current situation

An efficient and accessible transport network is vital to the successful operation of Park Royal.

Park Royal has significant issues with congestion and traffic build up. Reducing congestion and improving sustainable modes of transport is key to future growth and continued investment in the area. To ensure that this issue is addressed, developers will be expected to assist in making improvements to Park Royal's transport infrastructure through Section 106 contributions.

Much of Park Royal is close to the strategic road network, with the A40 Western Avenue to the south and the A406 North Circular to the west. Ten different bus routes serve Park Royal. Six Underground stations are situated around the edges of the estate; (Hanger Lane, North Acton on the Central Line, Park Royal on the Piccadilly Line, and Stonebridge Park, Harlesden and Willesden Junction on the Bakerloo Line.).

Willesden Junction station provides orbital rail links to destinations including Watford and Clapham Junction, as well as a radial route into Euston in central London. Along with Harlesden and Stonebridge Park, it became part of the new London Overground network in November 2007 when Transport for London assumed responsibility for the Silverlink Metro network.

The Underground stations are on the periphery of the estate and the convoluted network of streets and cul-de-sac make movement within the area difficult. Some bus routes are slow and unreliable. Walking and cycling routes are often indirect and badly signed. The nature of the public realm means that walking tends to be unattractive, unpleasant and even unsafe. These factors contribute towards a high dependence on the private car for travel to and around Park Royal. Proposals to improve this situation are set out in Chapters 5 and 10.

Significant investment was made to the highway network in the 1990s. However this, along with the development of sites around the Gateways, has only served to increase congestion and rat running through Park Royal. Congestion and delays are widely believed to be a major deterrent to further commercial investment in the area.

Transport improvements secured as part of major planning applications include a newly completed road link to the A40 from the First Central site. A potential interchange at Park Royal station is currently being reviewed by the Council, TfL and the landowner as to the need, feasibility and cost effectiveness of its delivery. This interchange was initially secured as part of the initial First Central planning application and is now under review. Should this interchange not prove feasible there will still be a need to improve access to this station as part of a redevelopment of the First Central site.

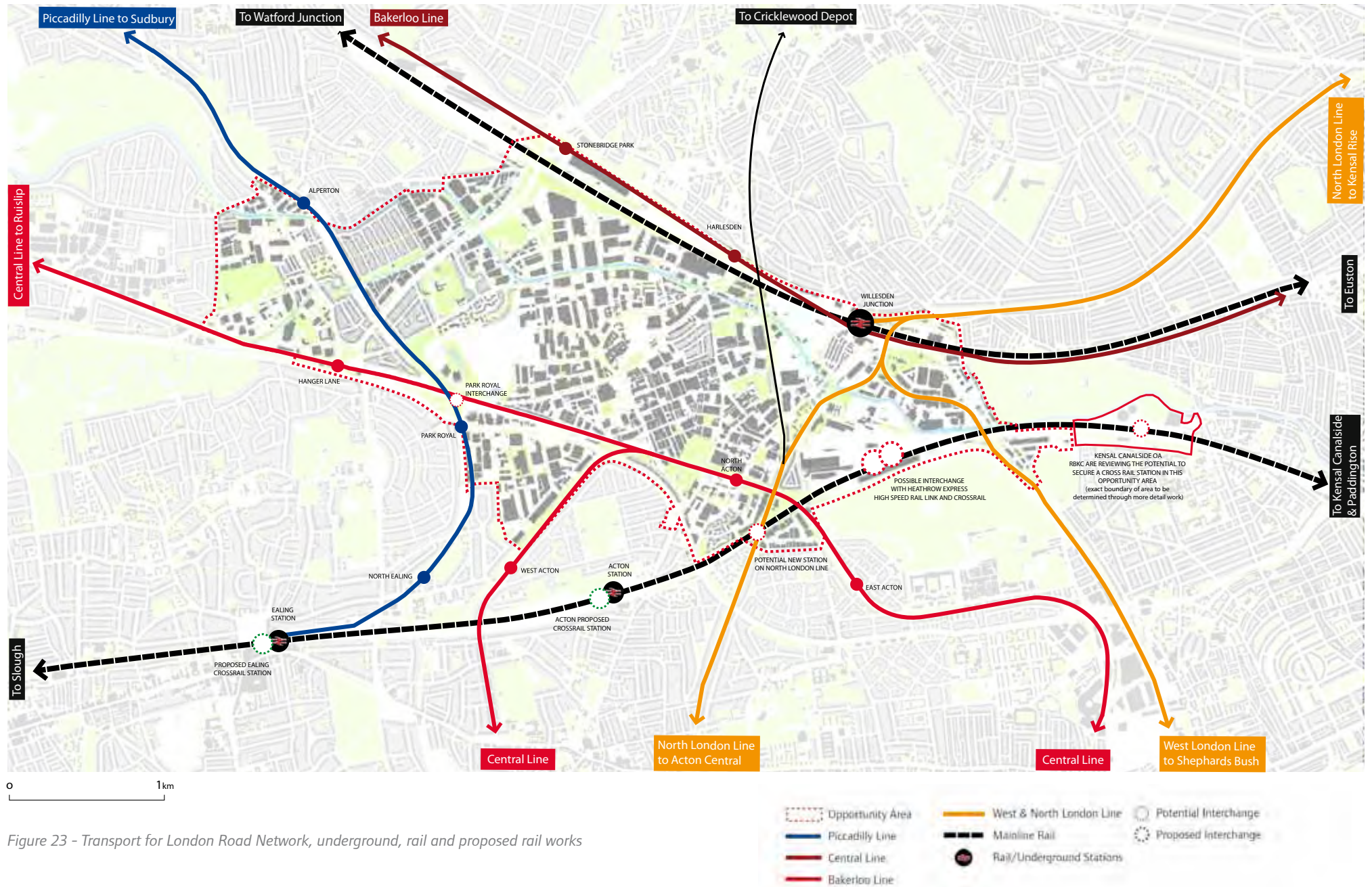


Figure 23 - Transport for London Road Network, underground, rail and proposed rail works

4.2 Buses

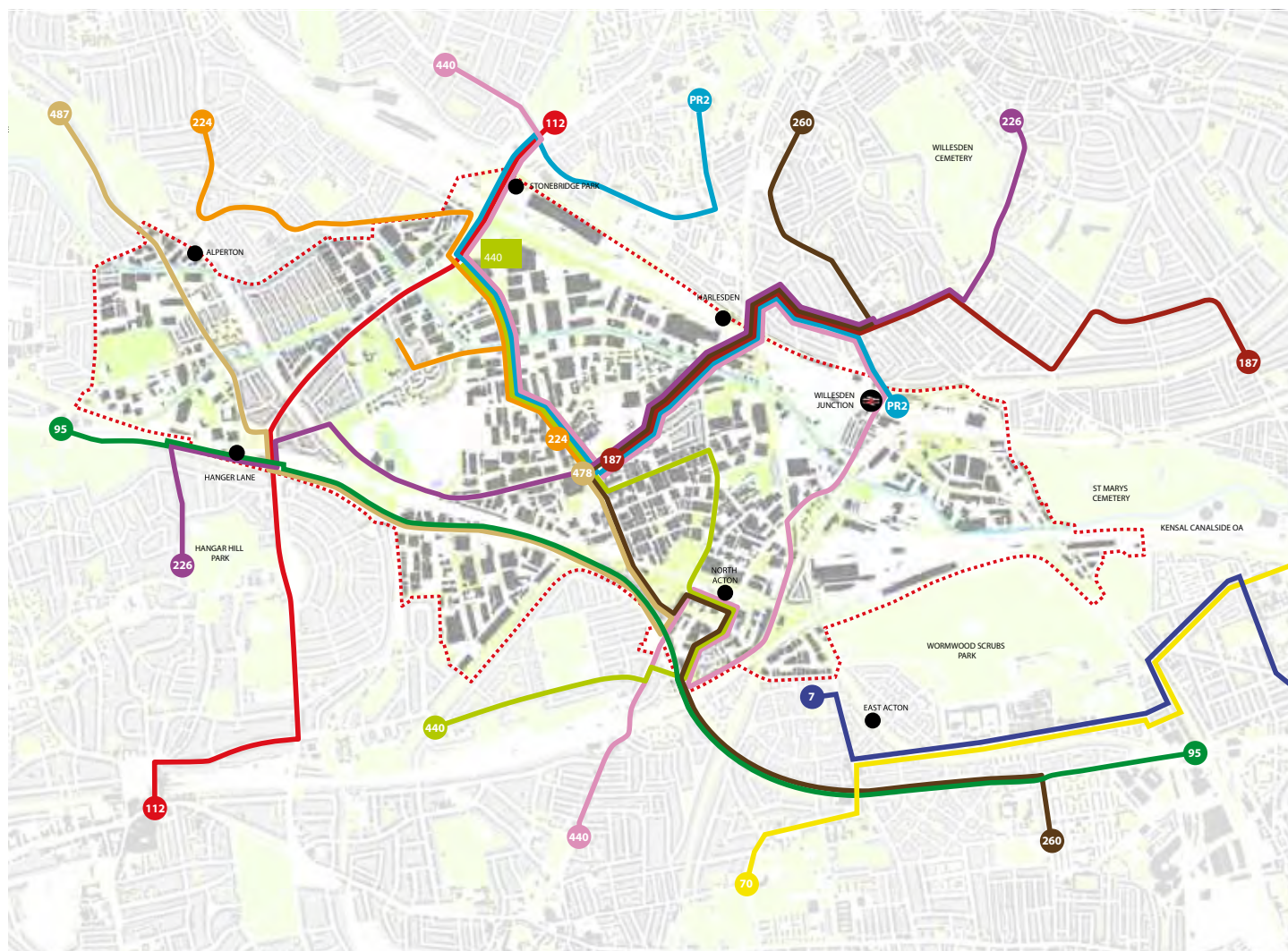
Bus routes serving Park Royal are illustrated in figure 25. Bus services will be improved where possible, for example by ensuring that new bus interchange facilities are developed and enhanced for Central Middlesex Hospital and potential new bus lane along Acton Lane is implemented.

Interchange between buses and Underground stations should also be improved at North Acton and Willesden Junction, along with the public realm enhancements.

Where possible additional bus priority measures should be introduced around Park Royal to improve reliability and shorten journey times.

Should plans for a new High Speed 2 interchange at Old Oak Common be realised there would be a need to secure improved bus connections between Old Oak and the rest of Park Royal to ensure that the existing community (business and residential) could take advantage of the benefits this new interchange would bring to the area.

Similarly redevelopment at Kensal Canalside Opportunity Area would require improved transport connections with Park Royal and the wider area.



0 1 km



Figure 24 - The local bus network and proposed bus works

4.3 Improved bus services

FastBus is a proposal for a high quality express orbital transport link between Wembley Park, Park Royal and Acton. The scheme involves a package of bus-related proposals, including prioritised junction improvements and dedicated bus lanes. FastBus is essential for improving public transport access and for reducing social exclusion and is supported by PRP, Ealing and Brent Councils.

FastBus would run at least every 10 minutes and have limited stops, linking eight Underground and rail lines. It would stop at key locations including Wembley Stadium, the north end of Abbey Road in Park Royal, Central Middlesex Hospital in the Heart of Park Royal and provide a link to Crossrail at Acton Mainline.

The delivery of FastBus has been put on hold and discussions are still underway between all parties. Should FastBus not be delivered there is still a need to improve local bus services, including; bus priority measures and improved accessibility measures and a more frequent service. It is now more likely that bus capacity improvements will be delivered in an incremental way, as and when required. Local bus improvements will be delivered in tandem with new development.

4.4 Freight and transport land uses

A number of sites in Park Royal are located close to rail, canal and road links, for example the Powerday site at Willesden Junction is a very good example of the site with good access to road, rail and canal. The West London Canal Network Survey (2004) identified the scope for increased use of the canal system for transporting freight, particularly waste, recyclates and construction materials. The study concluded that Park Royal has great potential to take advantage of the canal due to the concentration of industrial activities and its position on a 27-mile lock-free section. It also recommended that local authorities should consider safeguarding wharves on the canal for freight.

Important sites should be safeguarded through planning policy protection in LDF's, and more intensive or efficient use of the sites should be encouraged where possible. Opportunities to use rail and water transport for freight should be explored.

The London Rail Freight Strategy, identifies sites in Park Royal that have potential for rail freight.

Suitable sites for transport uses such as consolidation centres next to rail or water, a parking facility for coaches and freight vehicles and a bus garage should be investigated.

TfL's Transport 2025 Vision indicates that 82 percent of London's freight is moved by road. It states; *"where appropriate, modal shift to rail and water will be encouraged"*. London Plan Policy 3C.25 and 4C.8 seek to promote road, rail and water-borne freight movement and facilities along with increasing the use of the blue ribbon network.

The Mayor's Transport Strategy and Freight Strategy seek to work with all partners, organisations and business to ensure the continued movement of freight seeking to minimise congestion and to achieve sustainable practices through a number of measures including a Freight Operators Recognition Scheme, which rewards sustainable practices, Delivery and Servicing Plans (the freight equivalent of travel plans), Construction Logistics Plans, and the Freight Information Portal.

4.5 Walking and cycling

Park Royal is an industrial area with larger vehicles dominating the road network. This results in a conflict between vehicle movement and pedestrian and cycle movement. The current arrangement pays little regard to the ability of pedestrians and cyclists to move easily around the area.

Developers will be required to contribute to public realm improvements, cycle lanes, new walking routes, cycle parking and other facilities that could significantly increase walking / cycling. In addition, where feasible, financial contributions will also be sought from local Council's and from the Mayor to help deliver physical improvements in the area. See figure 26 which shows a series of potential improved connections within Park Royal that would help unlock and better connect the area.

Ealing has a Green Corridor scheme, which it wishes to develop along the A40. A walking and cycling strategy will be produced as part of the Public Realm Design Framework prepared by Design for London. Its purpose - to identify improvements and promote an area-wide approach to issues such as signage, including improvements to the Grand Union Canal towpath as a cycle route.

The Mayor has plans to deliver 12 new Cycle Superhighways in London. This includes a superhighway from Park Royal to Hyde Park along the A40 (route 10) and development should contribute to its delivery. There is also a need to improve the Grand Union Canal towpath as a cycle route. This route provides the only means of connection between Kensal Canalside and the Park Royal Opportunity Area.



Cycle Network

4.6 Highways and car parking

Park Royal experiences problems with on-street car and vehicle parking, that impacts on the ability of people and freight to move effectively around the area. This needs to be addressed in more detail and Design for London has already prepared a more detailed public realm strategy for Park Royal with the aim of reducing this conflict.

Highway improvements will be necessary to help the network operate more efficiently and safely. Highways should accommodate road freight without encouraging further car travel.

The estate has around 8,000 private off-street parking spaces and currently over 50% of employees come to work by car. On-street parking is largely uncontrolled and causes obstructions to freight traffic and buses; this needs a thorough review and sensitive regulation. New development proposals should restrict car parking and should also be accompanied by comprehensive travel plans.



Boden House, Victoria Road

4.7 Underground and Overground

The Government has recently announced plans for a new High Speed 2 station at Old Oak Common. In conjunction with this Hammersmith and Fulham Council are also promoting the delivery of an interchange with Crossrail at Old Oak. However, this is still subject to the resolution of a range of transport and land use issues. Should this interchange be delivered it would improve accessibility to the Old Oak Common area as well as the wider Park Royal area and into Kensal Canalside Opportunity Area. In addition, RBKC are also exploring the potential to secure another Crossrail station at Kensal Canalside. A HS2 station and Crossrail interchange at Old Oak, and a Crossrail station at Kensal Canalside would unlock development potential in this area, which currently suffers from poor accessibility. However, the potential delivery of Crossrail stations is still being discussed and at this stage TfL has not committed to these stations.

Regardless of issues relating to HS2 and Crossrail, there is still a need to improve access to Park Royal. This may involve a new interchange between the Central Line and North London Line at North Acton, which was originally secured as part of the last planning application on the First Central site. However, this is aspirational and any firm commitment requires detailed investigation to determine cost, finance and feasibility. TfL's plans for the Overground network will result in more frequent rail services, improved stations, bigger and more modern trains, and better integration with the Underground network.

4.8 Station improvements

North Acton Underground Station suffers from passenger congestion in peak hours. A work programme is being clarified with Ealing Council and TfL London Underground. Willesden Junction station needs improvement and, if possible, measures to enable County services to stop there. Station access improvements are being reviewed for Stonebridge Park and Willesden Junction, which will address security concerns. Proposals that increase demand for public transport will be expected to contribute towards improvements where necessary.

Works are also planned to improve access to Park Royal station as part of development plans for the First Central site, which requires significant transport improvements to enable more intense development. These are being examined by the Council and TfL.

4.9 Planning contributions

Improving public transport and station access, minimising impacts from congestion, improving pedestrian and cycle environment should be a key focus for contributions from new development.

Public transport improvements should focus on providing fast, reliable connections from Underground and rail stations into the area, primarily by local bus routes. Developers will be expected to contribute funds to enable such improvements.







Public Realm and Open Space

- 5.1 Improving the public realm
- 5.2 Public Realm and strategic connections
- 5.3 Management of the public realm
- 5.4 Secure by design



OBJECTIVE 4

Improve the public realm and connect green spaces and other areas, providing a clean, safe and well-managed environment with high quality buildings and design.

5.1 Improving the public realm

London Plan Policy 4B.3 *“Enhancing the quality of the public realm”* states that:

“The Mayor will work with strategic partners to develop a coherent and strategic approach to the public realm. Boroughs should develop local objectives and implementation programs for their public realm. In doing so they should involve stakeholders, including their local communities and have particular regard to issues of safety and security.

The Mayor will and boroughs should, work to ensure the public realm is accessible, usable for all and meets the requirement of policies 3A.14 and 4B.5. Planning applications will be assessed in terms of their contribution to the enhancement of the public realm”.

London Plan Policy 3D.8 *“Realising the value of open space”* promotes, *“pedestrian connection, public open space provision and the added value it can make to the public realm, the environment, legibility, permeability and way finding. Improved public space can significantly contribute to the regeneration of an area and its economy.”*

“Policies in DPD’s should treat the open space network as an integrated system that provides a “green network” containing many uses and performing a wide range of functions, such as the East London Green Grid. All developments will be expected to incorporate appropriate elements of

open space that make a positive contribution to the wider network. The Mayor will work with strategic partners to protect and promote and improve access to London’s network of open spaces, to realise the current and potential value of open space to communities, and to protect the many benefits of open space, including those associated with health, sport and recreation, children’s play, regeneration, the economy, culture, biodiversity and the environment.”

London Plan Policy 3D.10 *“Metropolitan Open Land”* states that MOL should be protected and there is a presumption against development on MOL.

The GLA’s Best Practice Guidance on preparing open space strategies (GLA, March 2004) emphasises the need to address cross-boundary issues including the creation of green corridors in Areas of Deficiency. Design for London is developing a London wide public realm strategy, which should be published in 2008. This will set the wider context for area specific strategies, such as that being developed for Park Royal.

The London Strategic Parks Report (May 2006) sets out a North West Regional Park Opportunity Vision, the principles of which are developed in this framework, as set out in Figure 20.

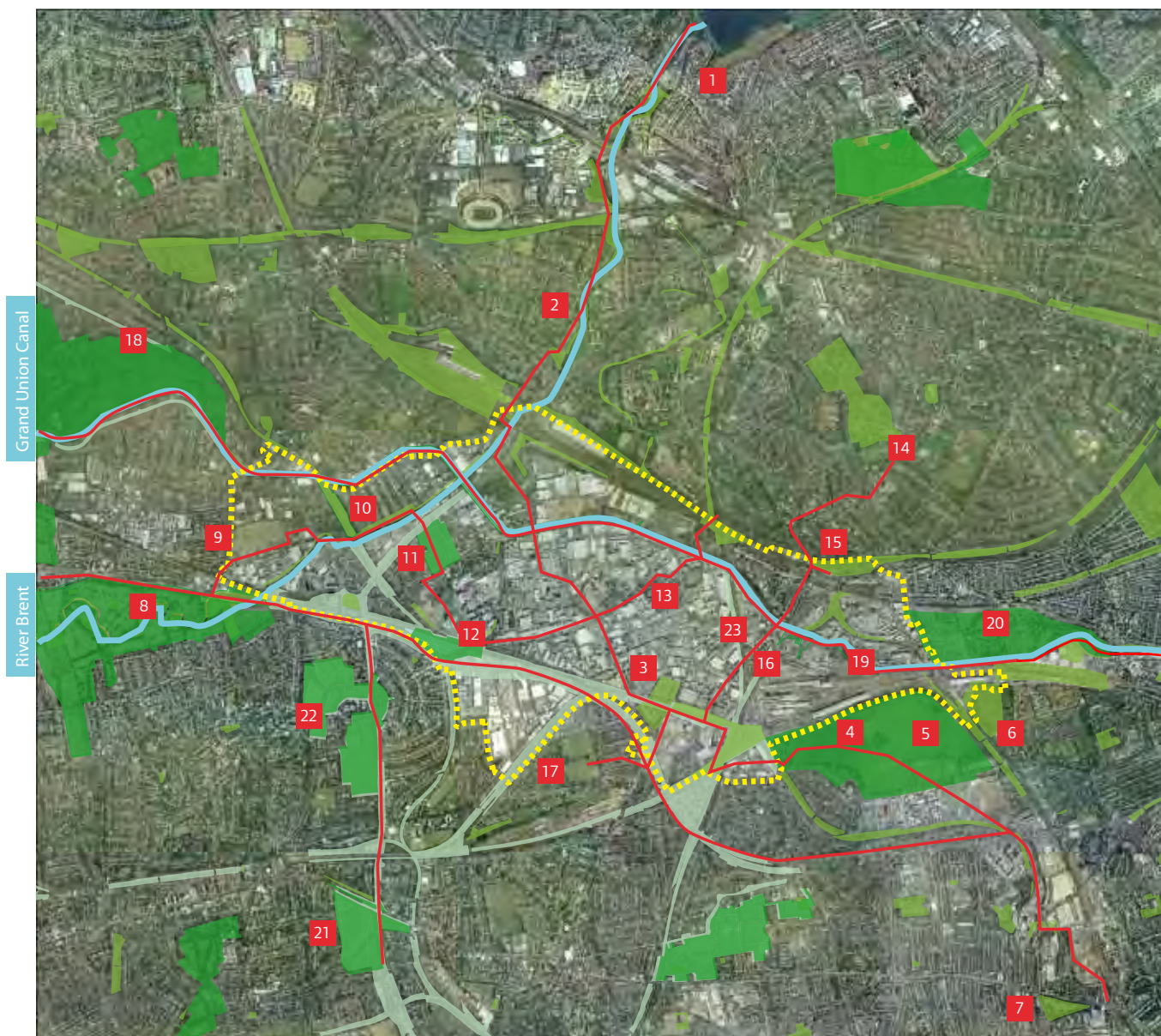


Figure 25 - Strategic network of open spaces

1. WELSH HARP
2. TOKYNTON RECREATION GROUND
3. NORTH ACTON CEMETERY
4. OLD OAK COMMON
5. WORMWOOD SCRUBS
6. LITTLE WORMWOOD SCRUBS
7. SHEPHERD'S BUSH GREEN
8. EALING GOLF COURSE
9. ALPERTON SPORT GROUNDS
10. TWYFORD ABBEY GARDENS
11. TWYFORD ABBEY
12. FIRSTCENTRAL, MOL AND GREEN CORRIDOR
13. WESLEY RECREATIONAL GROUND
14. WILLESDEN CEMETERY
15. TUBBS ROAD
16. CEREBUS GARDENS
17. NORTH ACTON PLAYING FIELDS
18. SUDBURY GOLF COURSE
19. OLD OAK NATURE RESERVE
20. ST MARY'S RC CEMETERY & KENSAL GREEN CEMETERY
21. EALING COMMON
22. HANGER HILL PARK
23. BASHLEY ROAD SPORTS GROUND

- Metropolitan Open Land (MOL) ■
- Site of Special Scientific Interest (SSSI) ■
- Ealing Green Corridor ■
- Blue Ribbon Network ■
- Strategic connection ■
- Opportunity Area Boundary ■

0 2km

5.2 Public realm and strategic connections

The public realm should be defined by those buildings that enclose it. Key considerations are the relationship of industrial units to their site boundary including the placement of car parking, the location of office accommodation in relation to street frontages and impact on overlooking. Some contemporary and historic buildings already apply good design principles.

The First Central development sets a new standard in terms of landscaping and tree planting. This provides a model for new developments which should be designed to the highest quality and provide for public access where appropriate. All new developments and especially transport links should relate sympathetically to the street through the use of lighting and attractive boundary treatments and landscaping.

Within Park Royal most of the public realm consists of roads that serve the industrial premises, and the frontages of the buildings. For many, Park Royal is experienced whilst travelling through or past the estate. Legibility is essential, given the importance of public and private road transport to the operation of the estate. Enhancing these routes is key to delivering operational efficiencies and changing perceptions of the area for those in vehicles or on foot.

Improvements to the public realm should have regard to the missing links between streets, spaces and uses, routes between stations and bus stops to isolated and under-utilised space and to existing Borough projects. This framework seeks to better integrate Park Royal into London and promote its better connection to the city for the benefit of existing businesses and residents.

Figure 26 identifies a broad strategic framework on which to base the delivery of these aspirations. The list below identifies these connections that may need either wholesale intervention or more modest public realm improvements. These connections are examined in more detail in chapter 10.



Looking north from First Central towards Twyford Abbey

1. Alpertown sports ground to Park Royal underground station and the First Central site
2. Diageo site to the heart of Park Royal
3. The heart of Park Royal to Harlesden via Welsley Recreation Ground and the canal
4. A40 Green Corridor
5. North Acton Playing fields to North Acton/ Gypsy Corner and Acton station
6. Southern Gateway to Wormwood Scrubs
7. Wormwood Scrubs to White City via Hammersmith Hospital
8. Willesden Junction to Harlseden
9. Grand Union Canal
10. Stonebridge Park Station to Northfields
11. Improved connections to Old Oak / Kensal CTRL and potential HS2 interchange station, and on into Kensal Canalside.

See Fig 26 for route locations. Proposals must take account of the Park Royal Public Realm Strategy, the Mayors Great Spaces plans and Ealing Council's Southern Gateway Position Statement. These are non-technical planning and design documents that sit alongside the OAPF and provide detail as to how public realm within Park Royal should be designed. They identify general strategies and specific interventions for the area.



Figure 26 - Possible (aspirational) strategic connections that would help to improve connections across Park Royal and with the wider area.



5.3 Management of public realm

Employers in Park Royal are becoming increasingly aware of the poor environment and its effect on their businesses. The City Growth Western Arc Study (2006) reported that problems of fly-tipping, graffiti, abandoned cars and illegal occupation affect public perceptions of Park Royal.

The management of space, both existing and proposed is crucial. Improvements to Park Royal should focus on enhancing the quality of the local environment and local infrastructure to provide an attractive and effective location for business and residents. These should be required as part of planning obligations arising from new developments.

To this end, Park Royal Partnership is facilitating businesses to join Business Management Associations (BMAs). These are a constructive means of bringing about collaboration between landowners, local councils, utilities, the Police and other partners to better manage the public realm and environment and reduce crime and anti-social behaviour. There would be benefit from more detailed cross borough discussions to identify a palette of public realm materials that would add to the character of Park Royal as an area.

Through BMAs, businesses are able to take responsibility for their area and can access funding and support for a range of initiatives and services including perimeter fencing, CCTV, landscaping, road repairs, signage and improved pedestrian access and street lighting.

A comprehensive and consistent cross-borough approach should be taken to upgrading and maintaining the streetscape to a high quality, particularly pavements, crossings and other pedestrian routes.

PRP has been implementing the Park Royal Trees project. By 2007, some 1,000 saplings and 85 mature trees had been planted in streets, green spaces and along the canal. Contributions should be secured thorough the development process. PRP is also leading the development of a Public Realm Framework for Park Royal with Design for London and the Boroughs, creating a detailed strategy with co-ordination of funding and delivery. A Public Realm strategy was adopted and published by PRP in October 2008. The strategy applies the principles of good design to secure the operational efficiency for the estate whilst promoting a high quality sense of place for everyone, whether in vehicles, on foot or by bicycle. Development proposals should make reference to the design aspirations set out in this Public Realm strategy.

5.4 Secure by design

National and regional planning policy strongly supports the principle of designing out crime and makes clear that community safety is an integral part of the design agenda. Planning Policy Guidance 3 (PPG3) calls upon local planning authorities to: 'promote design and layouts which are safe and take account of public health, crime prevention and community safety considerations'.

This national guidance is further echoed by London Plan policy 4B.1 and the Mayor's 'Planning for a Better London', which highlight the need to promote good quality liveable neighbourhoods and buildings that should be designed to minimise opportunities for crime and anti-social behaviour.

Secured by Design is the UK Police flagship initiative supporting the principles of "designing out crime" by use of effective crime prevention and security standards. New development across Park Royal must take on board the principles of 'Secure by Design' and it is recommended that further detail is obtained from local police Architectural Liaison Officers or Crime Prevention Design Advisers or from the 'Secured by Design' web site.



Underpass from First Central to Park Royal station





Tall Buildings in Park Royal

- 6.1 Emerging strategic plan
- 6.2 The Southern Gateway
- 6.3 The Eastern Gateway
- 6.4 The Northern Gateway
- 6.5 The Western Gateway
- 6.6 Neighbourhood Centre at the Heart of Park Royal
- 6.7 Alperton
- 6.8 Old Oak & Kensal CTRL



6.1 Emerging strategic plan

The Mayor and boroughs have produced a number of planning documents setting out policy for tall buildings. These include, the London Plan, the West London Sub-Regional Development Framework, the Wembley and White City Opportunity Area Planning Frameworks, SPG's and Local Development Plans.

These documents are part of the development plan process and inform planning decisions such as the First Central and Fairview New Homes schemes. Existing and emerging clusters of tall buildings in West London are shown in Figure 28.

This framework does not seek to micro-manage the skyline at Park Royal. The locations, qualitative and cumulative impacts of tall buildings need to be assessed against London Plan policies 4B.1 and 4B.9, and draft London Plan (2009) policy 7.7, local plan policies and English Heritage/CABE guidance.

The Mayor's location policies for tall buildings are set out in London Plan Policy 4B.8: *"The Mayor will work with boroughs and strategic partnerships to help identify suitable locations for tall buildings that should be included in UDPs and Sub-Regional Development Frameworks. The Mayor will, and boroughs should,*

consider all applications for tall buildings against London Plan policies 4B.1, 4B.3 and 4B.9."

Tall buildings will need to address the criteria of design quality, relationship to context and public transport accessibility as set out in 4B.1 *"Design principles for a Compact City"*, 3A.3 *"Maximising the potential of sites"* and 4B.10 *"Large Scale Buildings – design and impact."*

Draft replacement London Plan (2009) states that tall buildings should be part of a strategic approach. Applications for tall buildings should include a detailed analysis of urban design and would generally be limited to the Central Area Zone, Opportunity Areas, Areas of Intensification or Town Centres.

This framework identifies suitable locations for the promotion of taller buildings as part of an exercise in place making, informed by a clear long-term planned vision. Tall buildings must be considered in the context of other strategies set out in the framework, in particular the public realm strategy described in Chapter 5. For clarity, appropriate taller buildings in Park Royal are not on a similar scale to tall buildings in the City, Canary Wharf or Croydon.

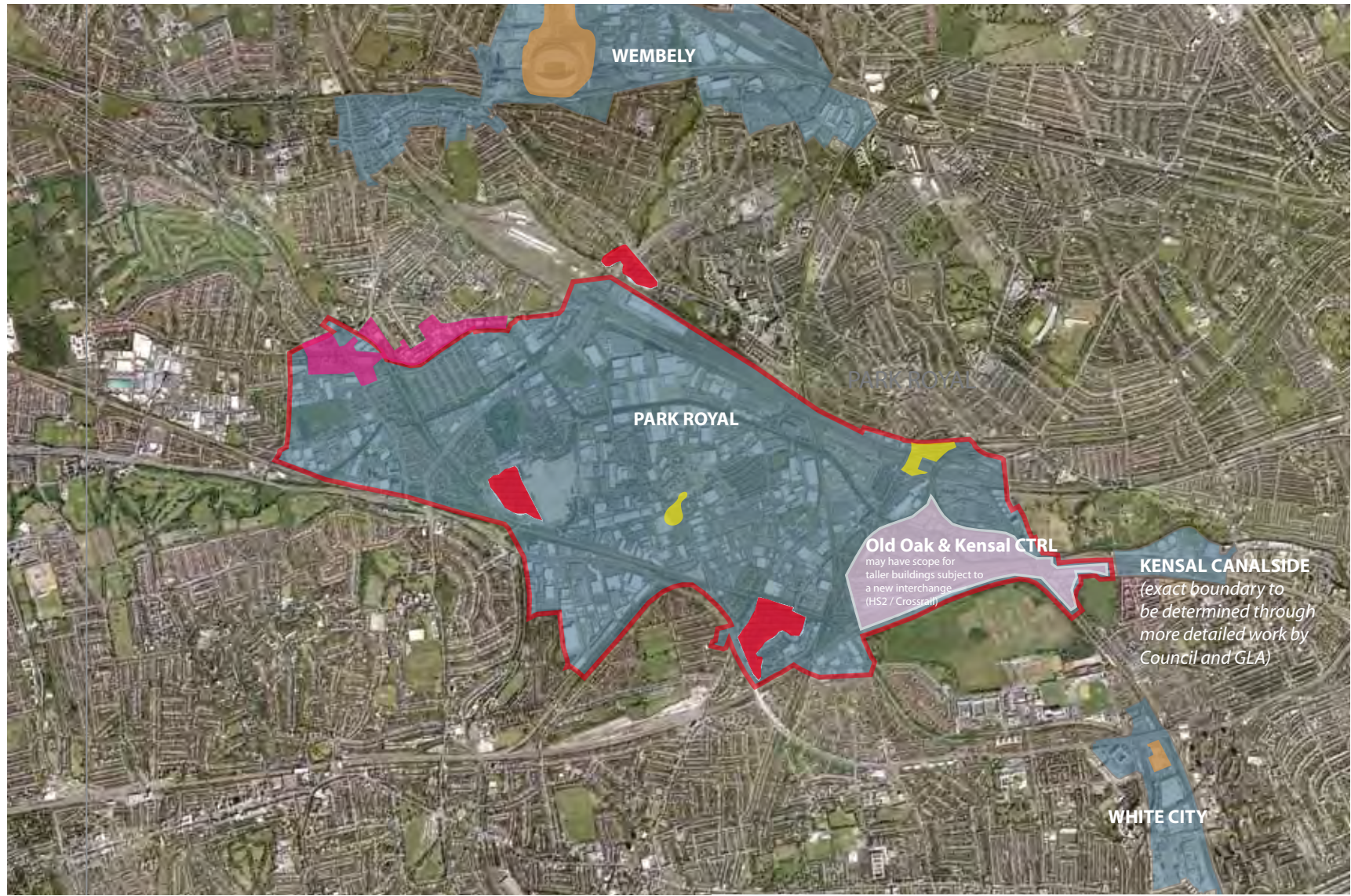
There are locations within Park Royal that may be appropriate for the development of taller buildings. Current tall buildings in the area include the Diageo headquarters at 8-storeys of office

floors (app. 30metres) in height in the Western Gateway, the existing Fairview building at 15-storeys of residential floors (app. 45metres) in height in the Southern Gateway and the recently permitted 19-storey student building on Victoria Road in the Southern Gateway.

The Western and Southern Gateways are identified as those areas that have the greatest potential to accommodate taller buildings, based largely on the existing buildings in these areas, emerging local and strategic policy and impacts on their surrounding areas.

The height of a building acceptable in the Western and Southern Gateways would be in the region of 50 - 75 metres. In these gateways a single building may go up to this point with other buildings in the area being secondary to this taller point. Any tall building proposals would be subject to detailed design analysis.

Outside Park Royal tall buildings are emerging at Wembley and White City. However, proposals for in these locations are carefully managed through detailed design and planning frameworks. Kensal Canalside is also identified as an opportunity area, and in the future there may scope for some taller buildings in this area. This will need to be carefully managed and must be subject to more detailed planning and design work by Council and GLA.



0 1km

Figure 27 - Existing and emerging cluster of buildings taller than their surroundings



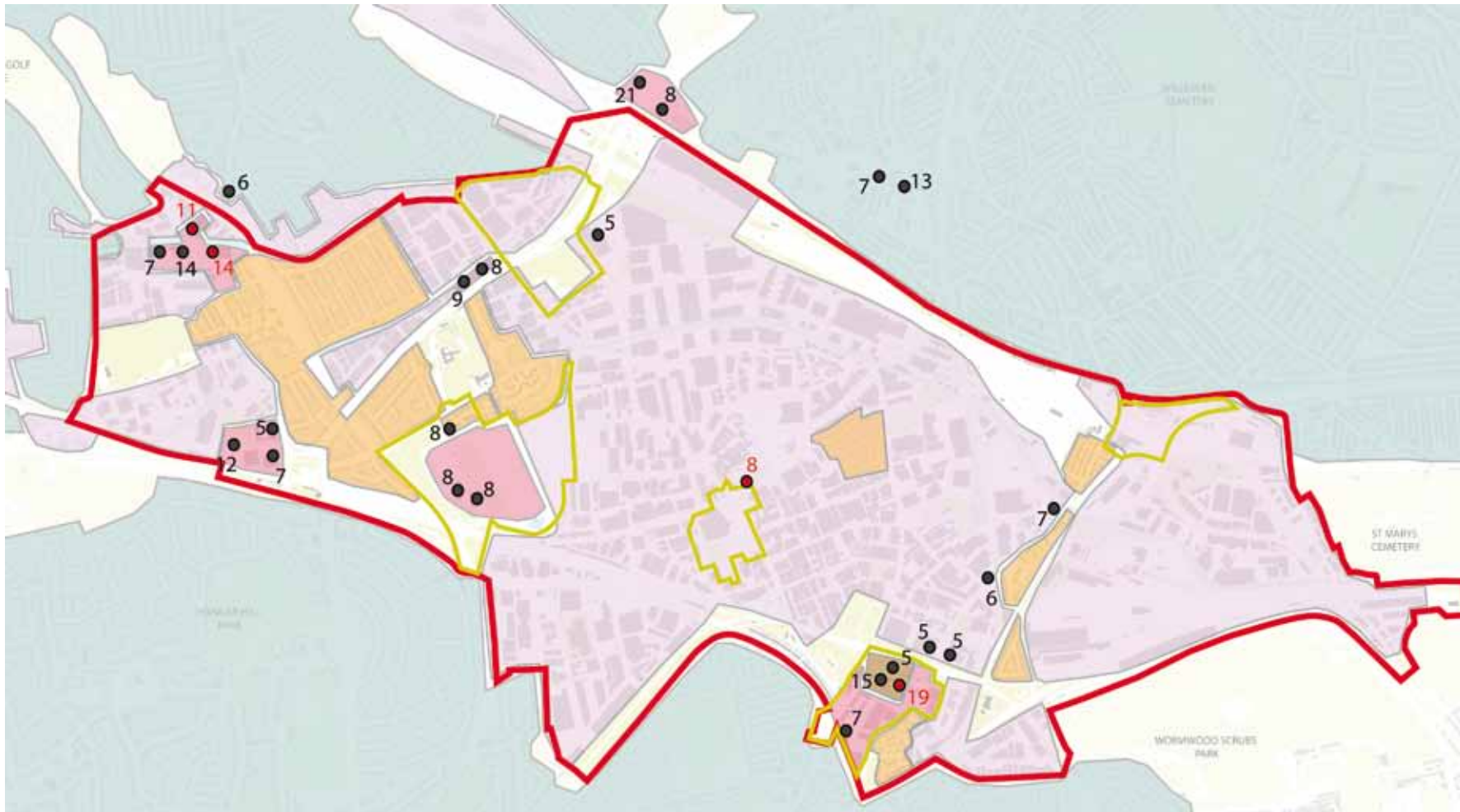
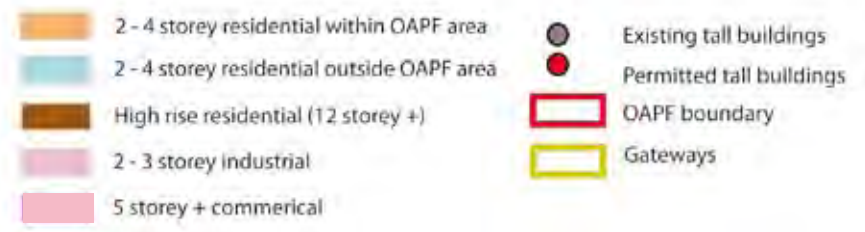


Figure 28 - Existing and emerging building heights in Park Royal and surrounding area



The Park Royal Opportunity Area is largely comprised of buildings ranging in height from one to four storeys. The majority of these buildings are industrial / commercial with some areas of low rise suburban housing, which results in a number of stark juxtapositions between residential and commercial areas. To ensure the continued success of these areas these juxtapositions need to be carefully managed through the planning and development process.

In addition, there are a number of pockets, primarily around the fringes of the estate, that house a number of existing taller buildings, which include office buildings at Stonebridge Park, Hanger Lane and the First Central site. In addition, there are a number of emerging taller buildings located around North Acton station and Alperton.

The London Plan (consolidated with alterations 2004), the draft replacement London Plan (2009)

and CABE guidances on Tall Buildings, provide an important policy and design context for new tall buildings.

As required by draft London Plan policy 7.7, the following section examines the potential and constraints of each of the four Gateways, central neighbourhood area, Alperton and Old Oak to further accommodate new taller buildings (further discussions with regards tall buildings at Old Oak will continue to emerge through on-going discussions about a new high speed 2 interchange).

The majority of those areas identified do sit alongside existing 2 to 4 storey commercial and residential buildings and (in the case of Western and Eastern Gateways and Old Oak) also sit beside established conservation areas. In this regard, there is a need to ensure that the detailed design of taller buildings must give careful consideration to existing character and the local situation. New development must respects its local context as set out in draft London Plan policy 7.4.



Figure 29 - Conservation areas and listed buildings in Park Royal and surrounding area

6.2 The Southern Gateway



This key access point into Park Royal it already has two tall buildings, the Fairview scheme at 15 (approx. 15 storeys) residential floors and the recently permitted BBC student accommodation building at part 6, 13 and 19 storeys. The opportunity exists to maximise site development potential near North Acton Underground Station on a number of sites that are currently under-utilised. This could help mark one of the main entry points into Park Royal, secure much needed improvements to the public realm and significantly enhance the legibility of the area. The Southern Gateway is on a rise that tends to emphasise the height of buildings. It also marks a point at which the A40 provides not only a gateway to Park Royal but also to central London and where the city scape turns from a predominantly suburban to urban scale. There is scope to provide some taller buildings in this area with a pinnacle height of up to 60 to 65 metres, which is broadly comparable to the recently permitted BBC student accommodation building. A vertical mixing of uses could result in a variety of storey heights accommodating buildings of different uses. The opportunities presented by genuine vertical mixing of uses could help promote the delivery of a media cluster in this location, and address some of the environmental constraints in terms of noise and air quality.

6.3 The Eastern Gateway



This area is split between Ealing, Brent and Hammersmith and Fulham and any development proposals would need to carefully assess impacts across these borough boundaries. A tall building at the station could enable the regeneration of this key interchange along with development over the rail line (see figure 57). The development site is relatively small with significant engineering constraints and a tall building could help make development viable. The relationship of tall buildings with the neighbouring conservation area would have to be carefully considered. However, the visibility of a building from the conservation area need not necessarily harm their character providing they are of a high design quality. Chapter 10 uses the example of recent development at Dalston Junction as a comparable scheme for this site. Depending on the detailed design and the surrounding conservation area this site could have the potential to accommodate a taller building of approximately 15 to 20-storeys, subject to detailed design analysis and cross borough consultation.

6.4 Northern Gateway



Tall buildings are not considered to be appropriate within the identified Northern Gateway as set out in this OAPF. However, it is recognised that a building taller than its immediate surroundings may be appropriate at Stonebridge Park station to help improve access to the station and the public realm, this area sits outside the defined Northern Gateway and the Park Royal Opportunity Area Planning Framework to maximise development potential in this highly accessible location.

6.5 The Western Gateway



The completion of two tall building blocks (Diageo 8-storeys) has helped contribute to the area's character as a business park and illustrates the benefits that can be delivered to the public realm when the relationship of tall buildings to the ground plan are well considered. The consented scheme on this site will deliver a cluster of tall buildings. The opportunity exists to explore the development of taller buildings on the site, further maximising its development potential and enabling the delivery of the transport and open space aspirations outlined elsewhere in this framework, i.e.. the delivery of the Piccadilly/Central Line interchange and improved access to this station. There are also a number of other permitted buildings of a similar scale in the First Central site. These existing and permitted buildings have established a presence in the local townscape that could be reinforced further through the development of a taller building in the region of 70 metres in height (subject to detail design and visual assessment).

6.6 Neighbourhood Centre



The core area of Park Royal comprises mostly one and two storey warehouses and industrial premises, albeit often of a large scale in terms of their bulk and form, there is also some small scale residential housing a. There is little to indicate where the Heart of Park Royal is, if approaching in vehicles or on foot. The problems of legibility and route finding were highlighted in Chapters 4 & 5. The Middlesex Hospital site (Plot 9) has permission for an 8-storey office building at the junction of Acton Lane and Abbey Road. There is scope for a taller building in this area of around 15 to 20-storeys (mixed residential and commercial) on the ASDA site. The promotion of such a tall buildings would maximise land use but would have to provide a significant public realm enhancement and the re-alignment of the junction between Park Royal Road, Action Lane, Coronation Road.

6.7 Alperton Growth Area



Alperton is identified as Growth Area in Brent Council's Core Strategy. Development in the area will be focused around a more intense form of mixed use development. Displaced industrial uses will be relocated into better quality borough and strategic industrial locations. Through an Alperton SPD the Council will identify sites suitable for taller buildings up to 15-storeys. Tall buildings here will contribute to the Council's regeneration aspirations in terms of physical and social infrastructure and public realm improvements. A detailed analysis of tall buildings through the emerging SPD will also contribute to the legibility and visual quality of the area.

6.8 Old Oak and Kensal CTRL



The area around Old Oak and Kensal CTRL could accommodate taller buildings, however, this must be subject to significant improvements in accessibility so as to accommodate additional capacity. This improved accessibility is central to unlocking the development opportunities in this area. Subject to this, and a subsequent land use review, any design and planning proposals would need to be carefully managed by the Council's and the GLA. This detailed work would explore if, and where, tall buildings could be appropriately located within this area. This work is paramount to ensuring that future tall buildings in this are sensitive to their surroundings, achieve high quality design and architecture and that they deliver real regeneration benefits.





Sustainability and Waste

7.1 Climate change

7.2 Waste management and environmental industries

07

OBJECTIVE 8

Promote sustainable development by reducing energy consumption, increasing renewable energy and supplying energy efficiently. Improve waste management utilising the latest technologies and tackle air quality and the efficient use of water.

7.1 Climate change

London Plan policy 4A.1 seeks to tackle climate change by requiring new development to make the fullest contribution to the mitigation of, or and adaptation to, climate change and to minimise emissions of carbon dioxide. London Plan policies 4A.3 to 4A.8 establish an energy hierarchy that requires new development to use less energy, to supply energy efficiently and to reduce carbon emissions by 20% through the use renewable energy technologies where feasible.

New development is also required to be adaptable to a changing climate and must address the policy requirements between London Plan policy 4A.9 – 4A.18 that seek to reduce the urban heat island effect, reduce over heating, reduce surface water run off and to conserve water use. For example, passive solar gain should be incorporated into new development.

The Mayor's energy strategy encourages the development of site and area wide CCHP/ CHP networks and the use of renewables to generate heat and power.

On site generation is particularly relevant given that the West London SRDF identified a projected lack of grid capacity in Park Royal by 2016. Developments throughout Park Royal offer the opportunity to deliver site and area wide networks.

The West London SRDF suggests that Park Royal may be suitable for several Energy Action Areas (EAA's) *"to showcase low carbon communities that demonstrate a range of energy technologies and techniques."*

The four Gateways, the Heart of Park Royal, Old Oak and Alperton all have considerable potential for the implementation of site and area-wide energy systems. The Mayor will expect all major developments to demonstrate that proposed heating and cooling systems have been selected in accordance with the order of preference set out in London Plan policy 4A.6.

Energy networks should also be promoted for the rest of Park Royal. Where possible, developers on neighbouring sites should collaborate to explore and establish distribution networks for communal energy and heating supply, particularly where the mix of uses complement CCHP/CHP systems.

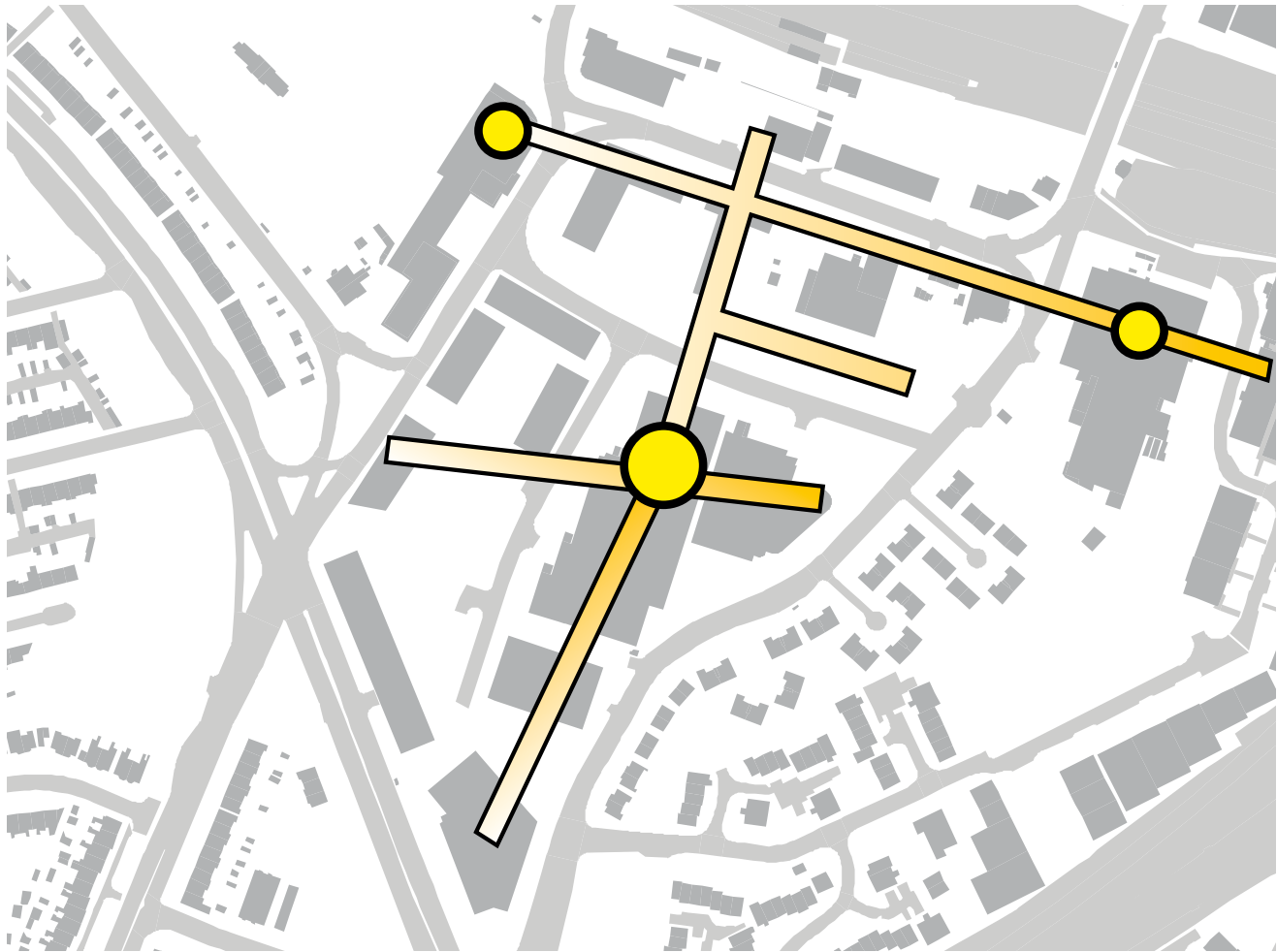




Figure 30 - Schematic diagram of an area-wide energy system in the southern gateway

Combined Cooling Heat & Power 
 Distribution network
 for heat & power 

The GLA and the LDA are currently exploring opportunities to deliver a decentralised energy system within Park Royal.

In addition, London Plan policy 4A.21 also states that ‘Where waste cannot be recycled, the Mayor will encourage the production of energy from waste using new and emerging technologies’. The use of heat and power generated from such processes can be used for residential developments.

Park Royal can abate and mitigate the effects of climate change by managing and processing its own waste and by generating renewable fuels. It already demonstrates a commitment to sustainable waste management. A major construction waste recovery plant, operated by Powerday, is located at Old Oak Sidings. The wharf at this location allows materials to be transported by water as well as by road and rail, and is discussed in greater detail in the waste section of this chapter.

7.2 Waste management and environmental industries

London Plan Policy 4A.21 “*Waste strategic policy and targets*” establishes a target of 85% waste self-sufficiency for London by 2020. To manage the apportioned tonnages of municipal and commercial/industrial waste, boroughs are required to identify sufficient land to provide new and enhanced treatment and recycling capacity.

The Boroughs, Park Royal Partnership, GLA and LDA will collaborate to identify how Park Royal can contribute to waste management.

The West London SRDF expects that additional land will be needed for new waste management facilities, especially in Park Royal where these can be close to rail and water transport. Action 1F states: *“Stakeholders should work collaboratively towards identifying and safeguarding land and sites for an appropriate range of recycling and waste treatment facilities in suitable locations.”*

The West London Waste Planning Local Authorities (Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond) have agreed to produce a Joint Waste Development Planning Document (JWDPD). The JWDPD will establish a framework of policies, including development control policies, and site identification to meet future waste capacity needs in West London during the period 2010-2021. The broad aims and objectives of this document are:

- To enable West London become self sufficient in managing its own waste by providing a strategic network of sites.
- To maximise the contribution of the waste sector in protecting West London’s environment and to maximise West London’s economy.
- To engage the community of West London with regards to sustainable waste management.
- To provide sufficient capacity for the transfer, treatment and disposal of waste.
- To maintain area self-sufficiency and reduce the amount of waste that goes to landfill.
- To support economic growth and employment

It should also be noted that the London Borough of Hammersmith and Fulham is part of the Western Riverside Waste Authority, which also includes the London Boroughs of Kensington and Chelsea, Lambeth, Wandsworth. Hammersmith and Fulham is preparing its own waste plans as part of its current Local Development Framework process, which identifies sites and capacity for waste management within the borough. This will be reliant on existing waste sites within this Opportunity Area.

The West London Canal Network study identified a number of key sites along the canal that could be safeguarded for handling waste and recyclates. London Plan Policy 4A.28 “Construction, excavation and demolition waste” expects Boroughs to ensure such “sites are safeguarded and are encouraged to provide facilities to make more beneficial use of this waste stream”.

The impact of waste management

Managing waste is a significant and increasing burden for businesses.

Park Royal Partnership estimates that 200,000 tonnes of commercial waste is generated on the estate annually and that waste disposal costs Park Royal businesses in excess of £15 million.

The introduction of a carbon tax in 2007 will be a further burden for business in the estate. The transport of waste also contributes to traffic congestion in the area.

Development proposals in Park Royal should promote an efficient approach to waste management. Existing facilities should be safeguarded unless appropriate compensatory provision is made.

Located next to rail sidings close to Willesden Junction, the European Metals Recycling plant processes scrap cars, white goods and other recyclable metals. This plant is even more important now that the Waste Electrical and Electronic Equipment (WEEE) Directive has come into force, which requires a greater proportion of electrical goods to be recycled. The processing plant transfers 70% of its processed metal waste by rail. This processing plant utilises a rail head for outward transportation of the majority of process metal.

Further sites that can be brought forward will be supported where they do not impact adversely on existing businesses and residential areas especially where they can make use of rail and water transport.

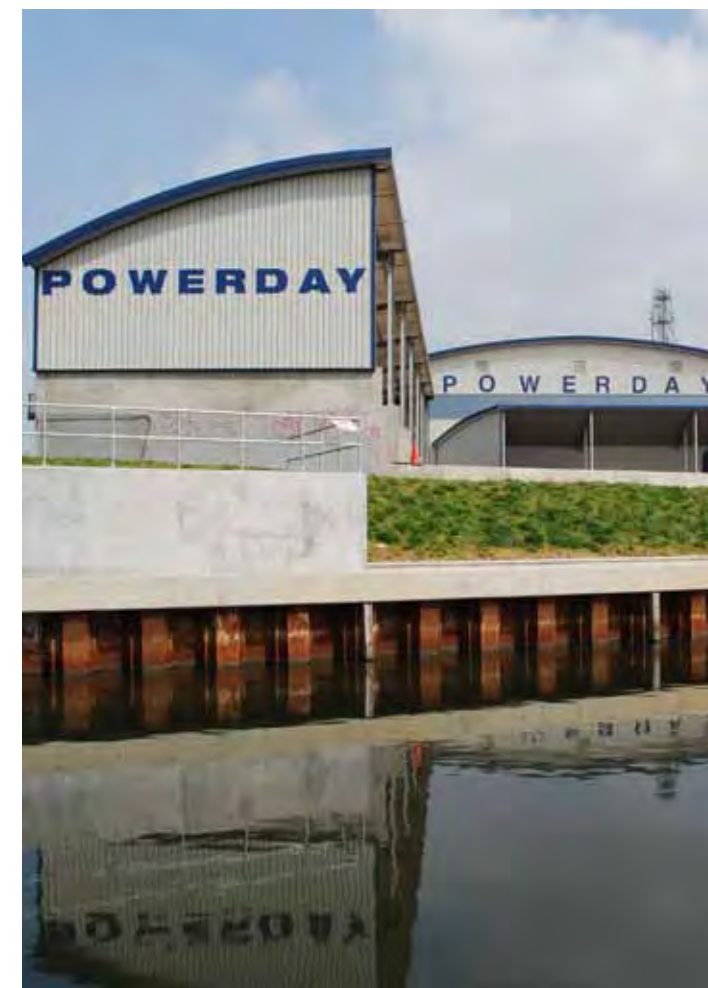
SPG6 of the Mayor's 'Industrial Capacity' SPG asks boroughs and other partners to "take a proactive approach to accommodate additional waste management and recycling facilities".

Park Royal should develop its role as a centre for green industries to sort waste, process recyclates and generate renewable energy. The estate offers a unique opportunity to create a resource recovery

park and consolidation centre that can handle waste and recyclates using advanced conversion technologies. In line with London Plan Policies 4A.21 and 4A.22 the Boroughs should ensure that through their LDFs they safeguard existing waste management sites and identify sufficient new sites.

The Renewable Fuels Plant, proposed by PRP, could treat up to 100,000 tonnes of mixed commercial waste mechanically and biologically, reducing waste disposal costs for businesses, and sending just 20% of the waste it handles to landfill. It would limit firms' exposure to the impending carbon tax and help meet the 70% target for recycling and composting commercial waste by 2020 that is identified in London Plan Policy 4A.21.

The plant would sort and clean recyclates, generating renewable fuels from the conversion of plastics to diesel and organics to gas. Waste heat and water can also be recovered. The process uses water to separate the materials and does not rely on high temperatures or pressures. Transport costs would be reduced. Brent's emerging LDF identifies Twyford Tip as suitable for waste management and connected heat and power to businesses and homes and were a plant to be sited here or elsewhere along the canal some road traffic could be eliminated through transporting waste by water.





Housing

- 8.1 Capacity
- 8.2 Existing communities
- 8.3 Mixed and balanced communities
- 8.4 Density and neighbourhood context
- 8.5 Public realm
- 8.6 Gypsies and Travellers
- 8.7 Privacy, acoustic and visual



OBJECTIVE 7

Deliver housing where it can enable other benefits including affordable housing to meet the highest access, design and environmental standards. Secure social infrastructure to support new and existing residents.

8.1 Capacity

Housing capacity:	3,500
Population:	8,330
Child yield:	1,800

This housing capacity figure above is higher than the figure of 500 units in the London Plan and the 1,500 figure in the draft replacement London Plan (2009). It is the purpose of an OAPF to review capacity within Opportunity Areas and to proposed realistic housing figures based on site analysis.

The proposed housing figures have been determined by reviewing the size, capacity and public transport accessibility for the gateway sites. Based on this an appropriate density is proposed comparable to the London Plan density matrix.

The work carried out for this capacity work is indicative. More detailed site analysis would be required before a definitive housing capacity figure could be agreed on a site by site. This work would need to be carried in consultation with the local planning authority and the GLA.

8.2 Existing & new communities

London Plan Policy 5F.1 *“The Strategic Priorities for West London”* states that *“the priorities will be to: capture the benefits of economic generators...within the Sub-Region for residents, while ensuring that this development improves not degrades the environment.”*

Although the majority of Park Royal is designated as a Strategic Industrial Land, there are some well-established residential communities in the area. It is important that business operations and economic development do not compromise the amenities or environment of these communities.

Within Park Royal there is the potential for additional housing provision. It is essential that any new housing does not interfere with or prejudice the operational effectiveness of industries and business. This is also relevant to new residential development outside Park Royal ie. Kensal Canalside, Harlesden, Willesden and Hanger Lane.

Any new development within and surrounding Park Royal must make appropriate contributions to affordable housing, high quality design, supporting and enhance education, health, leisure, schools and open space within and beyond the Opportunity Area.

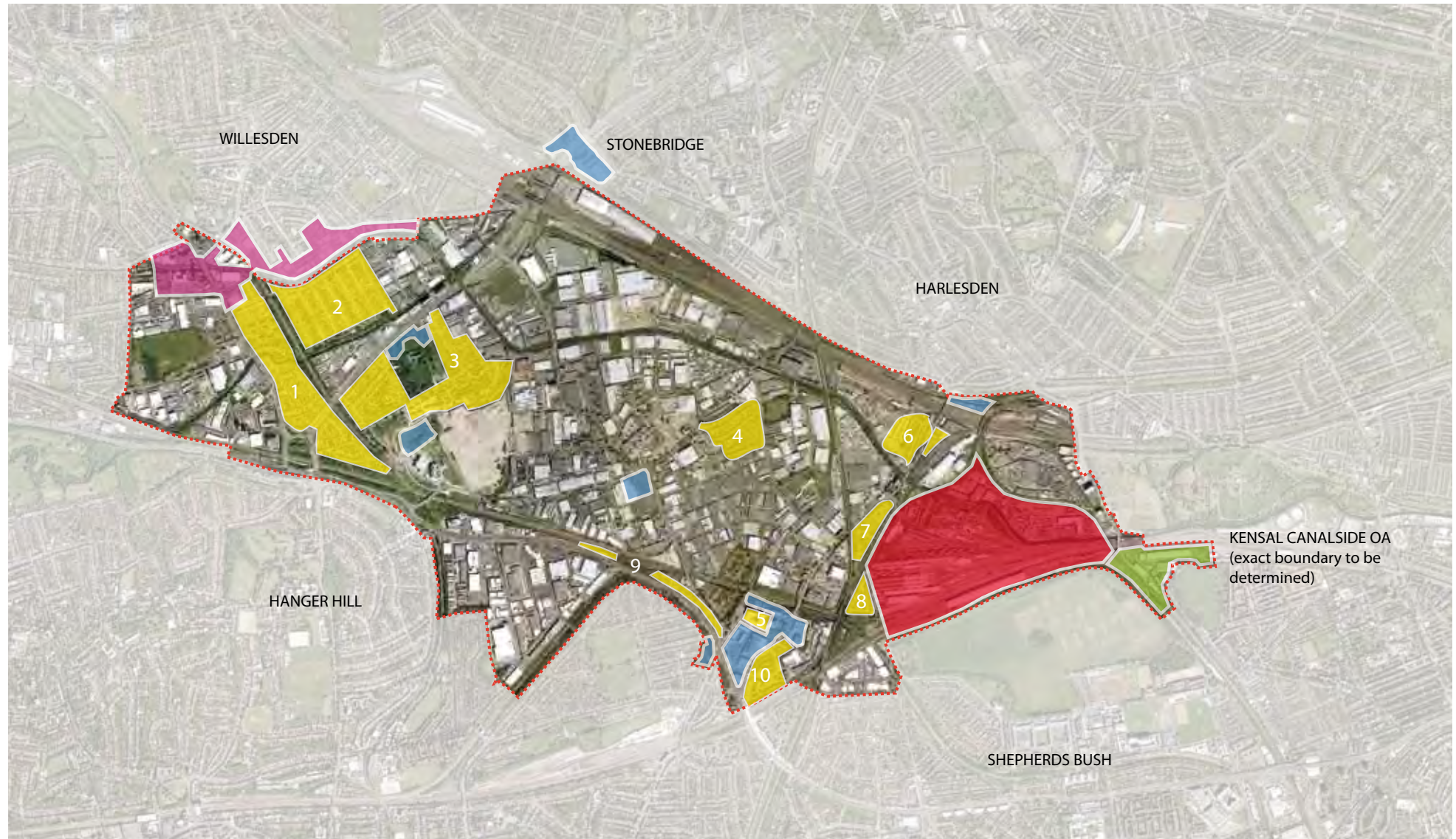
It is anticipated that most of the new housing will be in mixed-use developments with a significant employment element including, for example,

managed workspaces to support the development of a media cluster. These developments will contribute to the delivery of the jobs target and the improvement of the public realm and amenities. They should also help to create a sense of place and improve social and physical infrastructure.

In providing new residential and mixed use development this framework only proposes the release of one area of SIL at the Perfume Factory in the Southern Gateway (see page 120).

However, in the case of Old Oak any release of SIL would be subject to a review its current SIL (and land for transport function) designation, and must be related to the delivery of a HS2 station, and or Crossrail station, as promoted by Hammersmith and Fulham Council.

Where Kensal Canalside and Old Oak meet, there could be merit in the release of the North Pole Depot east of Scrubs Lane, and the associated industrial estate at Mitre Lane, to residential led mixed use development, and the benefits this would bring in creating new east/west route way between Ladbroke Grove and Mitre Way / Scrubs Lane. However, this still remains subject to a detailed land use and feasibility review.



0 1km

Figure 31 - Existing and emerging residential communities at Park Royal

Alpertown Growth Area	Opportunity Area	Existing Residential areas in the Park Royal Opportunity Area	
Old Oak Regeneration Area - based on future Crossrail and High Speed 2 interchange	Existing residential areas	1 Hanger Lane	6 Old Oak
Kensal CRTL area - RBKC are investigating the possibility of a Crossrail station Kensal Canalside	Emerging mixed use and residential areas	2 Alpertown	7 Cerebus Gardens
		3 Twyford Abbey	8 Wells House Road
		4 Wesley Terrace	9 Wendover Court
		5 Gypsy Corner	10 Seacole Close

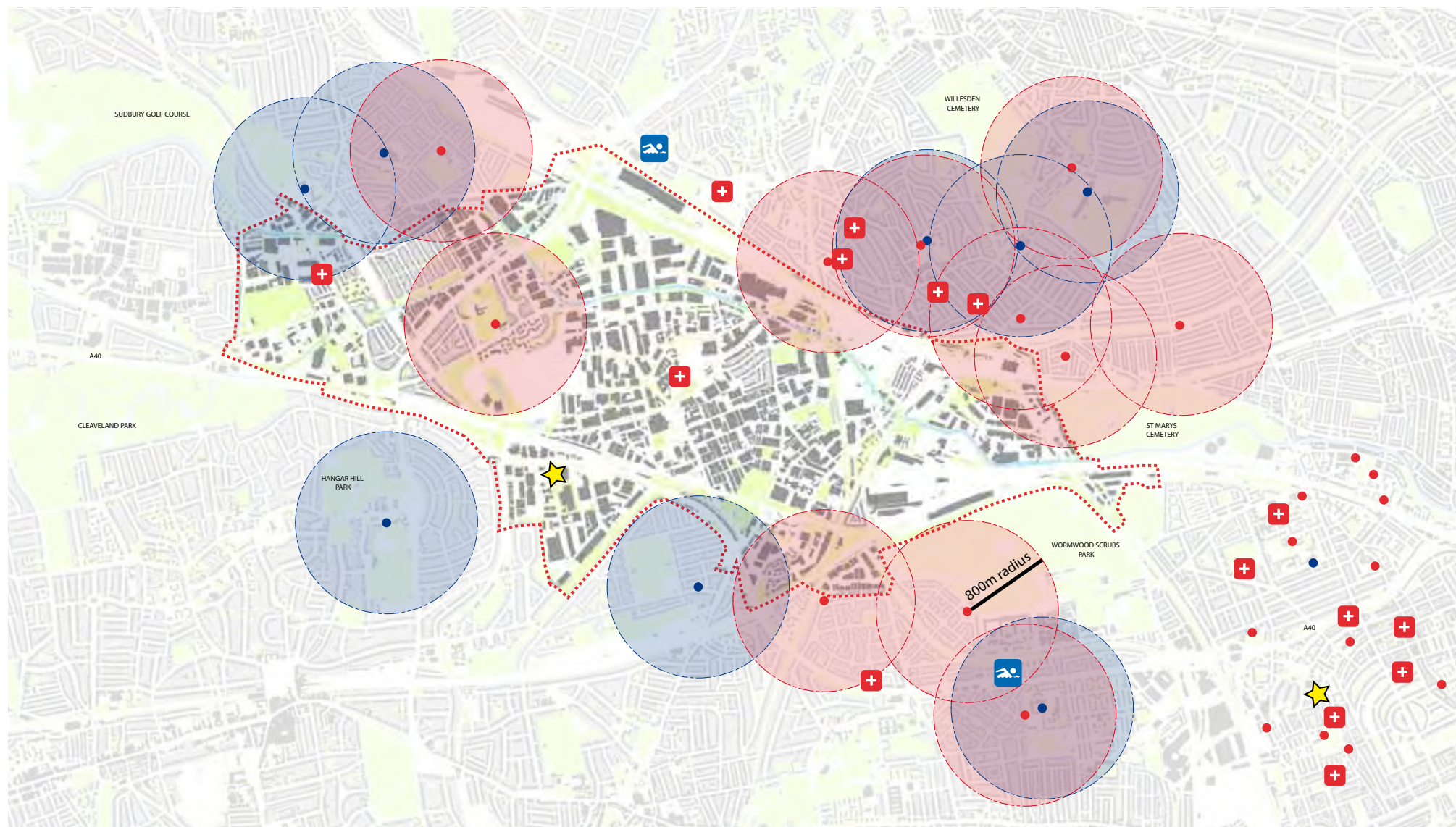


Figure 32 - Social infrastructure in and around Park Royal

- Opportunity Area
- Primary school
- Secondary school
- + Health facility
- ⬇ Sports centre
- ★ Leisure centre

8.3 Mixed communities

The creation of balanced, mixed and sustainable communities is a national and regional objective. The approach to housing is set out in the London Plan Policies 3A.1 to 3A.11, the Mayor's Housing Supplementary Planning Guidance (2005) and Local Development Plans and emerging Local Development Frameworks. These ensure housing need is met, providing affordable and key worker accommodation for rent and sale, Lifetime Homes and units for large households and wheelchair users.

8.4 Density

London Plan Policy 3A.3 seeks to maximise the development potential of sites and to achieve the highest possible intensity of use compatible with local context. This includes the relationship with existing land use and built form. Housing in the Gateways is at a higher density than other residential communities within Park Royal, in part based on good accessibility. Key worker housing is often suitable for high-density development. This could be of special benefit to the operations of Middlesex Hospital in the Heart of Park Royal.

8.5 Public Realm

At higher densities, good design is essential in terms of internal and external layouts. Internally, developments should provide dual aspect, generously sized flats designed to contribute to active and secure street frontages. Externally, usable spaces should be created in and around new housing including amenity and play space to support larger households. Developers should have regard to completed and proposed developments on neighbouring sites to take advantage of opportunities to create larger usable spaces. The Mayor promotes the use of roofs and terraces for amenity space and biodiversity. (Roof and Terrace Design Guidelines, 2005). The Providing for Children and Young People's Play and Informal Recreation SPG gives guidance on delivering play space.

8.6 Gypsies and Travellers

Ealing has a local authority Traveller Site with 24 pitches at Bashley Road in Park Royal. In the past, the A40 is the route between London and Fishguard – for the ferry to Rosslare – much used by Irish Travellers. Park Royal and North Acton are traditional stopping places, attested to by the name “Gypsy Corner” for the junction of the A40 and Horn Lane.

London Plan Policy 3A.14 states “Boroughs should, in co-ordination with neighbouring boroughs and districts, assess the accommodation needs of gypsies and travellers and review the pitch capacity of each borough. UDP policies should:

- Protect existing sites
- Set out criteria for identifying the suitability of new sites
- Identify them where shortfalls occur

The initial findings of a needs assessment for Gypsy and Traveller Accommodation, commissioned by the Mayor, London Councils and the five sub-regional housing partnerships (May 2007) indicated there is a need for more well managed sites that are integrated with the settled community and provide good access to social facilities.

Boroughs in liaison with the PRP and the Gypsy and Traveller community, should consider the amount and type of accommodation provided, the employment and business opportunities available, access to community facilities and quality of life. The standard of accommodation at the Bashley Road site should be reviewed, and options put forward to ensure the identified needs of Gypsies and Travellers are met.

Draft replacement London Plan (2009) policy 3.9 identifies the need for boroughs to translate the relevant pitch targets set out in table 3.4, and in the minor alterations draft replacement London Plan report March 2010, into specific allocations in their LDFs. Site allocations should have fair, reasonable, realistic and effective criteria.

However, following recent advice (June 2010) from central government as to need to retain targets in regional planning policy documents, the Mayor has indicated that he will now seek to remove London Plan targets for travellers and gypsies and that these figures should be devised by each local planning authority and based on local need.

8.7 Privacy and acoustic impacts

New housing should be designed to buffer against adjoining industrial activities. Likewise new industrial development should be designed to shield housing from adverse impacts. Traffic noise can be managed by locating residential development away from busy roads or at a higher level, leaving other uses on ground and lower floors. The two illustrations below provide examples of how to carry out noise sensitive residential design.

The diagram over leaf is an example of Maccreanor Lavington Architects using a glazed north facing atrium to separate residential space from the busy A13 in Canning Town. The diagram is an alternative example of addressing this pollution concern through the vertical separation of uses.

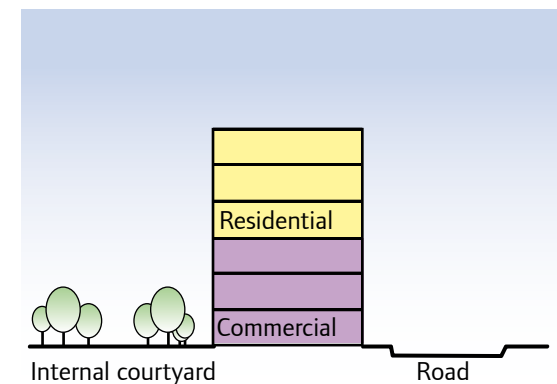


Figure 33: Use of vertical mixing to mitigate against noise impacts and other negative impacts

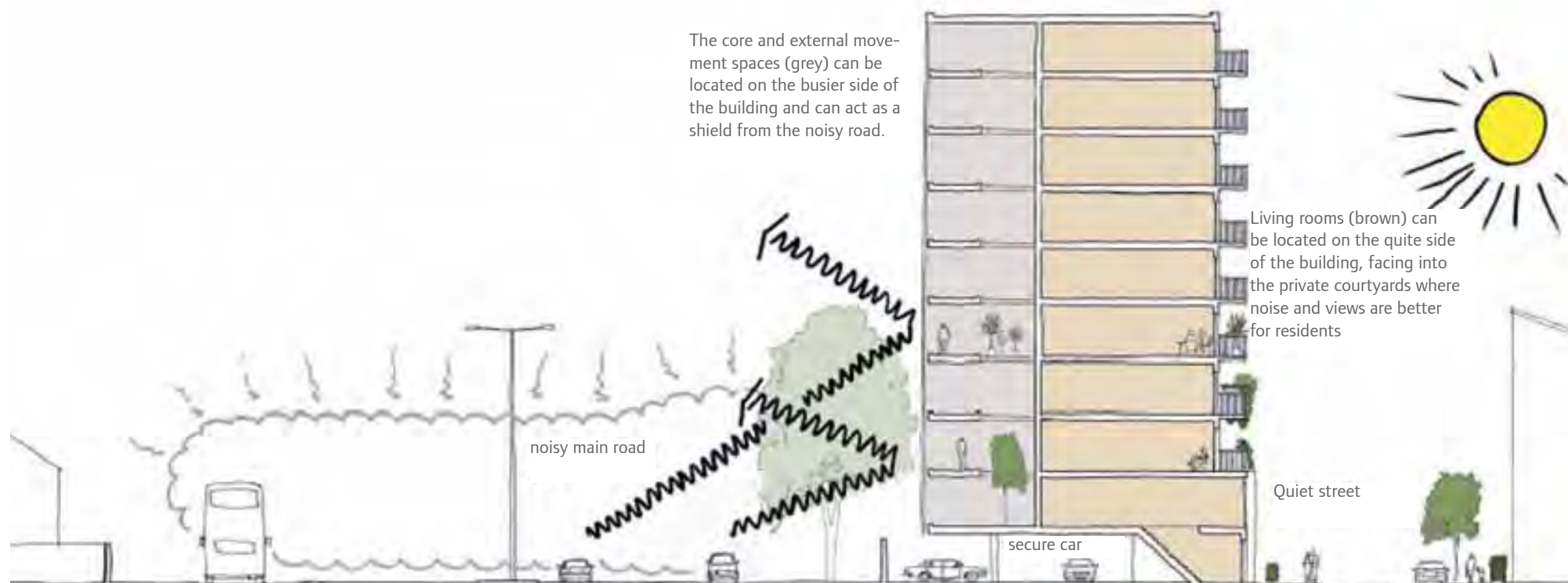


Figure 34: Use of noise shield to reduce noise impacts on residential units from busy road

MaCreanor Lavington Architects, Canning Town and Custom House Regeneration Project Area 3, August 2008





Planning Obligations

- 9.1 Policy context
- 9.3 Pooled contributions
- 9.3 Standard charges
- 9.4 Community Infrastructure Levy

OBJECTIVE 9

Encourage the Boroughs to pool Section 106 contributions to fund major transport and public realm projects to benefit the estate. Promote a standard charge approach in partnership with the boroughs.

9.1 Policy context

The Department for Communities and Local Government Circular 05/05 provides the advice on how to negotiate, proceed with and utilise Section 106 planning obligations.

Planning obligations should only be sought where they meet the following tests:

- necessary.
- relevant to planning.
- directly related to the proposed development.
- fairly and reasonably related in scale and kind to the proposed development.
- reasonable in all other respects.

Within these five categories of what is an acceptable obligation, what is sought through a section 106 agreement must also be fairly and reasonably related in scale and kind to the proposed development and reasonable in all other respects. Section 106 negotiations will be carried out on the basis of an open and transparent appraisal of scheme viability.

London Plan Policy 6A.4 “Priorities in planning obligations” indicates the Mayor’s preference for pooling planning obligations:

“The Mayor wishes to develop with boroughs a voluntary system of pooling for the provision of facilities related to proposed developments. Affordable housing and public transport improvements should generally be given the highest importance with priority also given to learning and skills and health facilities and services and childcare provision.”

Policy 6A.5 “Planning obligations” states:

“Development should make appropriate provision for, or contribution towards requirements that are made necessary by and are related to, the proposed development; negotiations should seek a contribution towards the full cost of all such provision that is fairly and reasonably related in scale and in kind to the proposed development and its impact on the wider area; boroughs should refer to planning obligations that will be sought in relevant parts of the UDP (such as transport and housing policies).”

To ensure the process is transparent and equitable to developers, a consistent approach for determining planning obligations is encouraged across the area.

9.3 Pooled contributions

The Department of Communities and Local Government Circular 05/05 indicates that pooled contributions are appropriate when the combined effects of several proposals create the need for new infrastructure. In the Park Royal planning obligations received are encouraged to be pooled to achieve the implementation of agreed projects, where appropriate and feasible. Further guidance on the ability to pool planning contributions is set out in section 9.5 on CIL and additional government guidance on is still emerging.

9.4 Standard charges

The Department of Communities and Local Government Circular 05/05 supports the use of Standard Charges. These should be calculated using a clear formula and should only be applied to reflect the actual impacts of that development.

Standard Charges can be based on the projected growth in jobs and housing numbers for the life of the Framework and the projected costs of community infrastructure including training.

Paragraph 5.7 of the Circular states: *“standard charge is a shorthand way of expressing and calculating developer contributions, and can be particularly useful where a number of similar units are being developed, with similar impacts.”* Research

work completed by the GLA and Brent’s SPD support a Standard Charge of £25 per sq.m.. and £3,500 per bedroom for residential development and are justified by the values that are likely to be generated. The threshold for this Standard Charge is 500 sq.m. for commercial and 10 units for residential development. The Standard Charge will be index-linked to inflation.

However, a balance needs to be struck between making reasonable contributions to the likely wider public costs of development, as set out in government guidance, and the need not to restrain development by making it unviable. In some instances, perhaps arising from site-specific circumstances, it may not be feasible for the proposed development to meet all the requirements set out in local, regional and national planning policies and still be economically viable. In such cases, and where the development is needed to meet the aims of the development plan, it is for the local authority and other public sector agencies to decide what is to be the balance of contributions made by developers and by infrastructure providers.

The application of a standard charge would introduce certainty into the negotiation process. It could be applied consistently across the Park Royal Opportunity Area ensuring equity.

9.5 Community Infrastructure Levy

In addition to existing guidance on section 106 contributions set out in Circular 05/05, in 2007 the government published the Planning Reform Bill, which seeks to streamline and improve the planning process. The Bill introduces a new planning charge known as the Community Infrastructure Levy (CIL) that is proposed to take over from the current Section 106 process. The CIL would enable local authorities to apply a levy to all new developments (residential and commercial) in their area, subject to a low de minimis threshold. The CIL would be based on a costed assessment of the infrastructure requirements arising specifically out of the development contemplated by the development plan for the area, taking account of land values and potential uplifts. Standard charges would be set, which may vary from area to area and according to the nature of development proposed. The CIL would break the current planning obligation regime’s required link between a contribution and a particular development. This approach may be subject to further review in the future.

Potential range and matters for planning obligations

Employment / Training	<p>Provision of education, training and employment projects to equip the local labour force with skills in the resultant developments:</p> <p>Local Employment and Training strategy for major developments;</p> <p>Local employment in construction, to service the new development and within the completed development;</p> <p>Training initiatives during construction and within the completed development including financial contributions towards initiatives with safeguards on the use of any contributions;</p> <p>Affordable and flexible workspace suitable for small and start-up businesses;</p> <p>The provision of on-site childcare in the resultant development including provision of a financial contribution with safeguards on the use of any contributions.</p>
Transport	<p>Improvements where the proposal will generate additional journeys to and from the site:</p> <p>Highways improvements;</p> <p>Pedestrian/cycling improvements and facilities,</p> <p>Improvements to bus services;</p> <p>Support for Fastbus or other local bus improvements where necessary;</p> <p>Improvements to Underground and rail stations and their settings;</p> <p>Travel plans;</p> <p>Use of rail and/or canal for freight with facilities to support these.</p>

Public realm	<p>Improvements related to the development itself or pedestrian movements which are generated or attracted and are set out in this document which could include:</p> <p>Access and improvement to the canal;</p> <p>Conservation, creation and enhancement of areas of plant and wildlife habitat;</p> <p>Environmental improvements to streets including signage & lighting;</p> <p>Provision of public amenities including the provision of new garden and play space and access to existing open space;</p> <p>Enhanced safety & security - including improved policing facilities in line with an increasing population</p>
Housing	<p>Provision of on-site affordable housing in conjunction with the development;</p> <p>Restricting the occupation of affordable housing to people falling within particular categories of need;</p> <p>Social infrastructure associated with housing including health, education and open/play provision.</p>
Others	Any other matter related to the development which would overcome a planning issue or objections to the development i.e. policing facilities

Standard Charge		
Commercial (B1,2 &8)	£25	per sq.m.
Residential	£3,500	per bedroom