



Park Royal proposals

10.1 Introduction

10.2 Central Park Royal

10.3 The Northern Gateway and Alperton

10.4 The Western Gateway

10.5 The Southern Gateway

10.6 The Eastern Gateway

10.7 Neighbourhood Centre the Heart of Park Royal



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 6

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

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 8

Create a Neighbourhood Centre in the Heart for Park Royal that is accessible, has a sense of place and an improved public realm, and provides amenities to support existing and new businesses.

10.1 Introduction

Park Royal, together with Willesden Junction, extends to 700 hectares. It accommodates a range of employment uses from manufacturing to distribution/logistics and TV/film, with approximately 2,000 businesses and employing around 40,000 people. 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, and the draft replacement London Plan increases these figures to 40,000 jobs and 1,500 homes.

The London Plan seeks to retain Park Royal's prominence as a Strategic Industrial Location, 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

A development capacity study has been undertaken for the area and it is estimated that the entire Opportunity Area of Park Royal could accommodate in the region of 425,000 square metres of commercial and industrial development and some 3,500 residential units.

The OAPF proposes to intensify commercial development on under utilised sites across Park Royal. Regeneration must continue to ensure the estate functions as a prime location for business in London. Some sites have planning guidance; others have site-specific allocations in LDFs.

The OAPF identifies four gateways, and a Neighbourhood Centre at the heart of Park Royal. These areas have the capacity to accommodate a more intense form of mixed-use development of approximately 294,849 sq.m. of mix commercial uses and all of the proposed 3,500 residential units.

These identified Gateways are key to creating better access into Park Royal and helping to raise perceptions of the area. The four Gateways have good underground; rail and road links, whilst the designated Neighbourhood Centre at the Heart of Park Royal is an important traffic junction and bus interchange. Development which enables the consolidation of the Neighbourhood Centre will also be encouraged. The process of consolidating development in existing industrial areas and introducing new mixed use development in the gateways is discussed in more detail in this chapter.

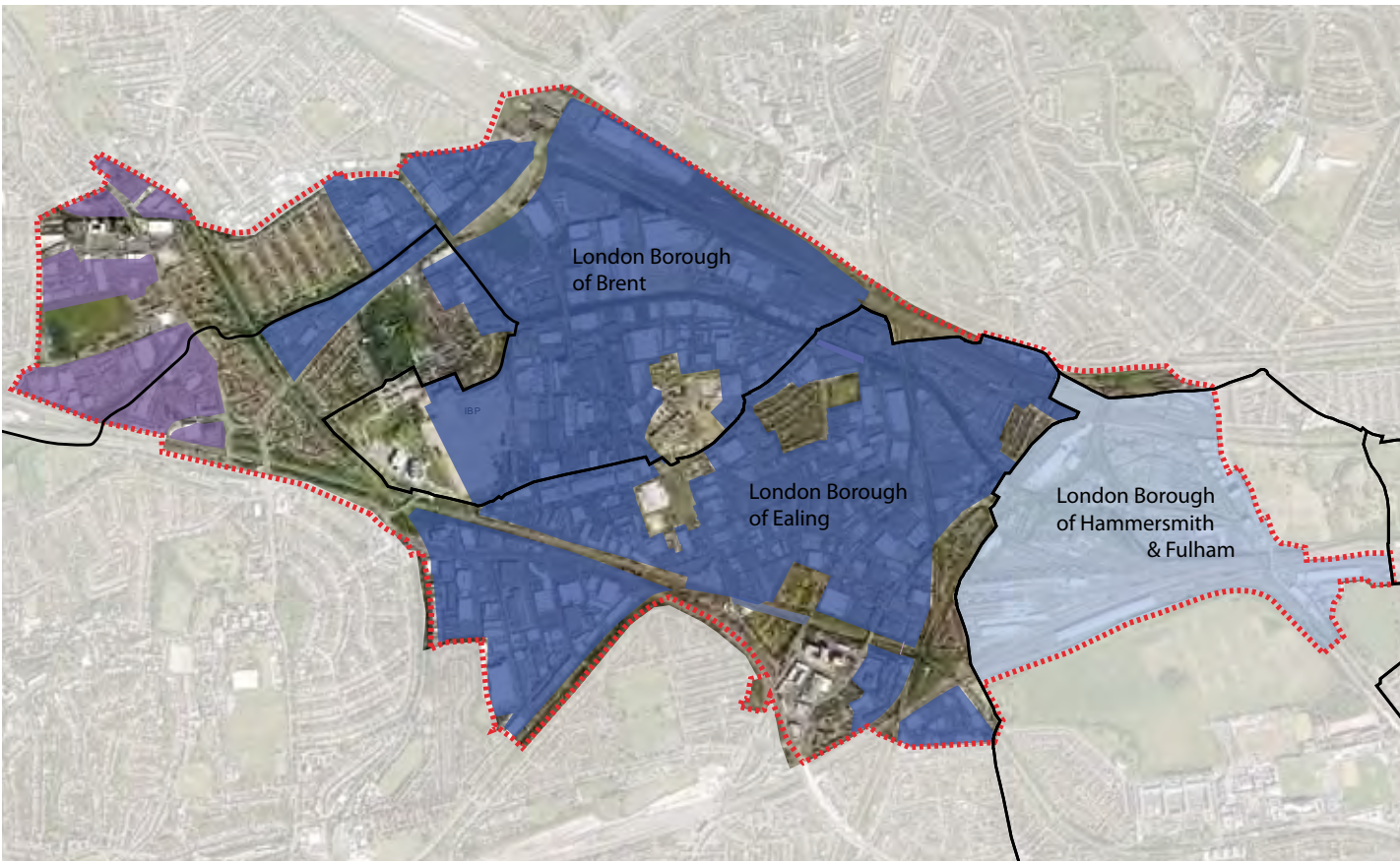
In addition, the framework also recognises the potential future role of the Old Oak Common area as having a significant regeneration role, albeit subject to the delivery of a HS2 station / Crossrail interchange. As well as the opportunities presented by the Kensal Canalside opportunity area. RBKC are promoting a Crossrail station in this opportunity area.

10.1.1 Defining employment land

London Plan policy states that OAPF's should be used to review the effectiveness of SIL within Park Royal. The OAPF should distinguish between Preferred Industrial Locations (PILs) and Industrial Business Parks (IBPs). PILs are suitable for firms that do not place a high premium on environmental quality, usually B1(c), B2 and B8 Use Classes. They will not normally be suitable for large-scale office development. IBPs are usually for B1 (b), B1(c) and some B2 uses.

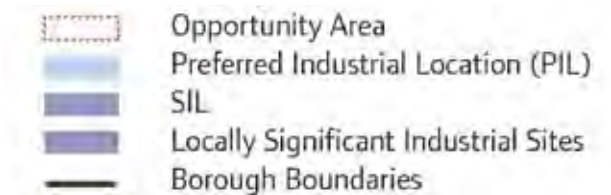
The Mayor commissioned Halcrow to prepare an Employment Land study, which recognises that most of the land in Park Royal consists of a mix of activities unique to Park Royal. Precluding particular industrial uses would undermine Park Royal's competitive advantage and flexibility. As such, the majority of SIL will be retained.

Old Oak Common has a concentration of heavy activities (metal, building and recycling). This area is currently designated as PIL. The government has recently identified part of this area at Old Oak Common and North Pole Depot as capable of accommodating a new High Speed 2 station. Should this materialise, there will be a need to review the PIL designation for this entire area to optimise development opportunities and public transport accessibility. This would also require consideration of the relationships with the Kensal Canalside opportunity area. The potential for an additional Crossrail station at Kensal Canalside is being promoted by Kensington and Chelsea Council.



0 1 km

Figure 35 - Designated Employment Locations



The Park Royal estate is principally designated as SIL, affording the land the highest level of protection from development for alternative purposes. These designations will be retained throughout the life of the Framework. The PERFUME Factory is an exception, as well as Old Oak and Kensal CTRL area subject to emerging HS2 and Crossrail plans.





10.2 Central Park Royal

10.2.1 Potential Employment Capacity



10.2 Central Park Royal

10.2.1 Potential new employment capacity

130,150 sq.m.

potential new Section 106 contributions

£3.253m

Potential new employees

app. 5,200 people

The London Plan indicative target is to achieve 11,000 new jobs over the plan period. This should be achievable given existing and known employment development, as illustrated in Figure 32. The table opposite shows that recently completed schemes and current planning applications could potentially deliver the indicative 11,000 target before other sites are taken into consideration.

In 2010 the GLA commissioned URS to review the supply of industrial land across London. This report concluded that between 2006 and 2008 London's industrial land fell from 9,033 hectares to 8,200 hectares, representing a 9% fall in the provision of industrial land.

The URS study also examined vacant land across London and found that between 2001 and 2010

there has been a steady decline in vacant industrial land of approximately 38% in this ten year period.

London Plan benchmark figure for the release of industrial land in west London is 55 hectares between 2006 and 2026. The URS study found that by 2010 approximately 76 hectares of industrial land in west London had already been released.

In this regard, whilst current market conditions may be impacting on short term demand for industrial land, the long term release of industrial land in west London, including Brent, Ealing and Hammersmith and Fulham Council's should be carefully managed so as not to release excessive amounts of industrial land. Significant loss of SIL within Park Royal would compromise the ability of the estate to sustain employment and generate new jobs in the future.

Mixed-use development, including housing, must therefore, be restricted to identified sites at the four Gateways and the Neighbourhood Centre in the Heart of Park Royal as set out in Chapter 10.

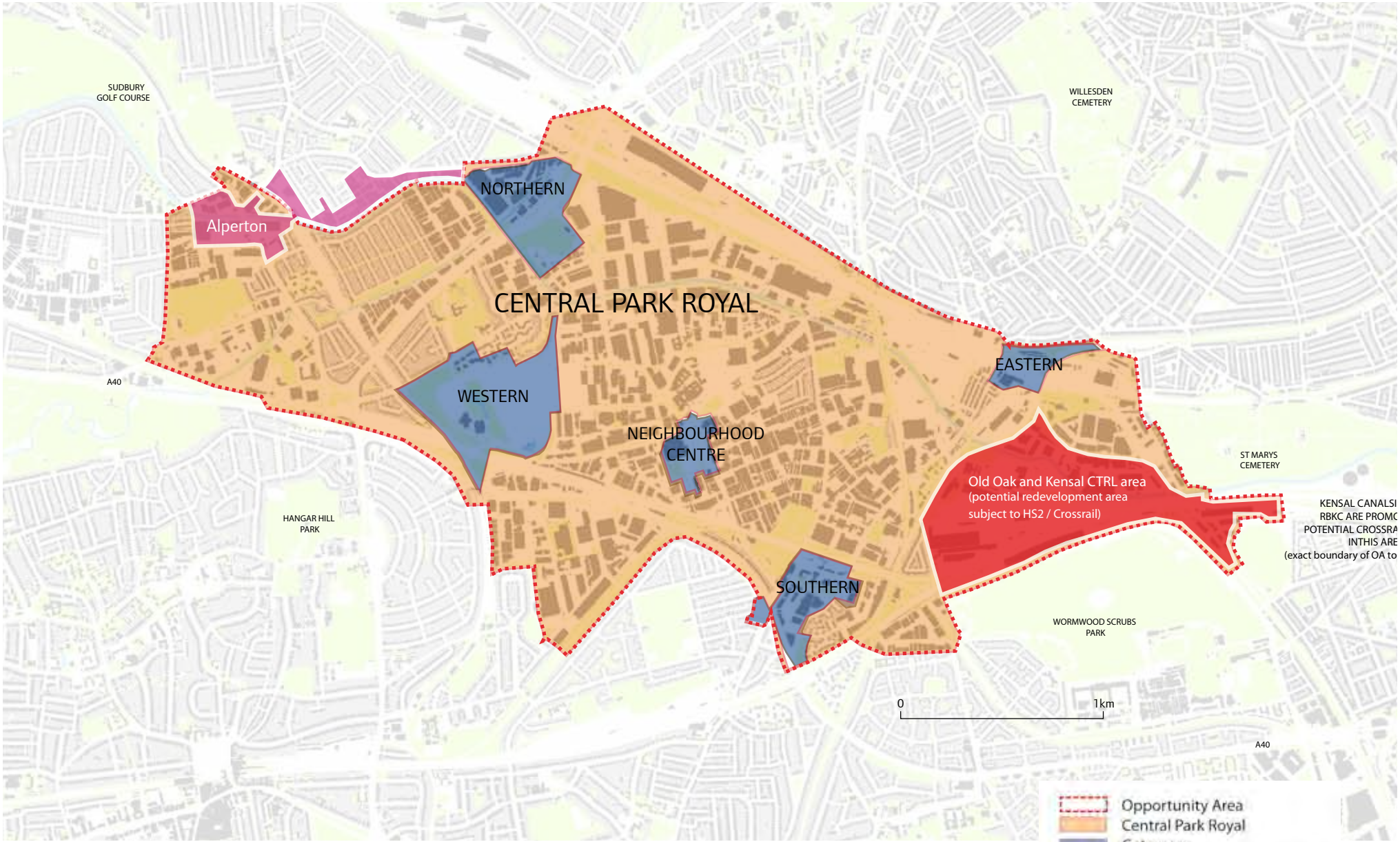
There may be opportunity to review the future role of Old Oak Common, however, such a review must be based on the resolution of feasibility, land use and delivery issues relating to the High Speed 2 and Crossrail interchange in this area. A review of the Old Oak area must also consider the relationship between this area and the Kensal Canalside opportunity area immediately adjacent.

Elsewhere land will be protected for employment uses. The figures in the table are based on information about numbers of jobs and estimates have been calculated assuming one job per 19 sq.m. of B1 and one job per 50 sq.m. of B2 to B8.

Park Royal is a key component of London's industrial make up. It has long been the home to numerous world-class blue chip companies as well as many hundreds of Small and Medium Enterprises (SME's). 38% of the land is used for storage and distribution, 14% for industrial, 5% for business and 8% for motor trade, with a number of businesses operating as multi use businesses.

The London Plan Supplementary Planning Guidance on 'Industrial Capacity' indicates that the area has limited scope for the net release of industrial land and that any release should be carefully managed to ensure a continued supply of industrial land.

Within this Central Park Royal area this Opportunity Area Planning Framework seeks to maintain this industrial employment base and to allow its continued day-to-day operation. In addition to this identified base, the framework also highlights the need to support the growth of a number of business clusters, including; food production, television and media and distribution and logistics.



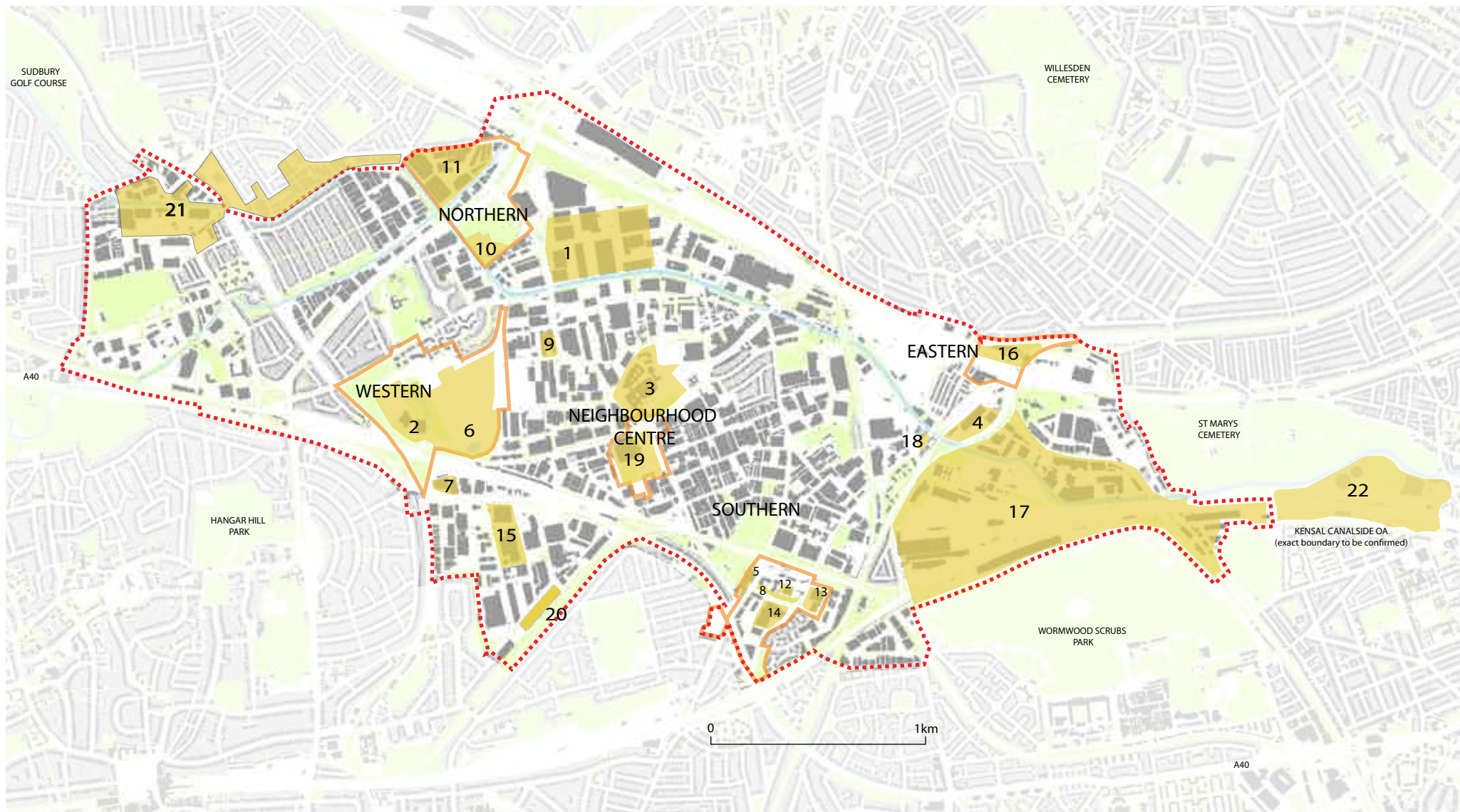


Figure 37 - Potential development sites

- Opportunity Area
- Potential Opportunity Sites
- Gateways
- 1 - 22** See figure 38

		Sites	Development floorspace	Totals
Recently completed 2007	1	Premier Park	35,310 sq.m. of B1 to B8	35,310 of B1 to B8
	2	First Central	Block A: 17,420 sq.m. of B1	124,500 of B1
			Block B: 11,610 sq.m. of B1	1,920 sq.m. of A1 / A3 plus hospital facilities
			86,970 sq.m. of B1 (not yet implemented)	35,000 sq.m. of recycling facilities
Planning applications	3	Central Middlesex Hospital	8,500 sq.m. of B1	
	4		1,920 sq.m. of A1 / A3 plus hospital facilities	
			35,000 sq.m. of recycling facilities	
Planning applications	5	NEC	17,135 sq.m of B1	114,354 of B1 to B8
	6	Former Guinness Brewery	49,797 sq.m. of B1 (c), B2 and B8.	27,940 of B1
	7	628 Western Avenue	10,000 sq.m. of B1	
			2,000 sq.m. of B2 to B8	
	8	Fairview Homes Blocks F & G	805 sq.m. of B1	
Other estimated capacity			576 sq.m. of B2 to B8	
	9	European Glass	9,608 sq.m. of B1, B2 and B8	
	10	Twyford Tip	25,000 sq.m. of B2 to B8	102,480 of B1 to B8
	11	Northfields Industrial Estate	50,000 sq.m. B1(c) B2 to B8 1,000 sq.m.	35,536 of B1
	12	BBC Site, North Acton	2,500 sq.m. B1	
	13	Perfume Factory	4,792 sq.m of B1 and a mix of uses	
	14	Cardphone Warehouse	26,244 sq.m. of B1	
	15	Renault/Post Office site	10,000 sq.m B1, B2 and B8	
	16	Willesden Junction	1,000 sq.m B1	
	17	Old Oak Common & Kensal CTRL	SIL & land transport - Subject to HS2 and Crossrail interchange	
	18	Nash House	5,000 sq.m B1, B2, B8	
	19	ASDA Car Park	1,000 sq.m. B1	
	20	BBC Site Kendal Avenue	12,480 sq.m B2 and B8	
	21	Alperton Growth Area	Quantum TBC through Brent Council SPD	
	22	Kensal Canalside OA	Quantum TBC through RBKC and GLA - SPD or detailed OAPF	

Figure 38 - List of development sites and indicative capacity

Old Oak Common / Kensal CTRL

A HS2 interchange and Crossrail stations

As set out in the previous section the majority of central Park Royal is Strategic Industrial Land. It is the aim of this OAPF, along with existing policy, to ensure the retention of this reservoir of industrial land.

The following sections look at the four Gateways and the neighbourhood centre and it provides additional planning and design information as to their future development. These areas have good access to public transport, have land that is not SIL designated and also presents opportunity for consolidation and intensification.

Old Oak Common is identified as SIL (preferred industrial location) and land for transport functions in the London Plan and Hammersmith and Fulham's UDP. TfL (Crossrail) has also identified this area as providing space for a Crossrail depot. The area is heavily constrained and land locked with limited access to public transport.

The government has recently identified Old Oak as a location for a new High Speed 2 station, and a review of the potential to provide a Crossrail interchange is underway. This is strongly supported by Hammersmith and Fulham, however, TfL has not provided a committed on this.

Subject to the resolution of existing land use designations and the delivery of this interchange, this

change would significantly alter the character and make up of this area. Delivery of Crossrail is a Mayoral priority including the construction of the train depot at Old Oak. If HS2 proceeds and an interchange is secured at Old Oak there would be a need to reconsider how this area operates. An approach would need to be agreed with all parties and authorities that would not prejudice Crossrail. The provision of an interchange at this location should not adversely impact on a Crossrail depot at Old Oak.

The Old Oak Common area is located three miles west of central London. The site is readily accessible to several rail lines, which cross the site. Should the future High Speed 2 interchange be located here it would significantly improve accessibility but it would also present an opportunity to create a new station that could connect with existing train lines in the area (as set out above this would be subject to a comprehensive SIL land review as required by national and regional policy).

A new interchange and the redevelopment of this area would have far reaching impacts on the surrounding area both within Park Royal and on the Kensal Canalside and White City opportunity areas.

A planning framework is already being prepared for White City, and the Royal Borough of Kensington and Chelsea are exploring opportunities to locate a

Crossrail station in the Kensal Canalside opportunity area, which would help improve accessibility and help deliver new housing and jobs in this area.

The Old Oak area of Park Royal could become a new destination for London, offering good access to public transport. The area could accommodate high levels of commercial and residential development and provide employment and homes for a new local community, and thereby helping to support London's long term demographic and economic growth. It also has the potential to accommodate a range of tenure types for a diverse community along with a new provision of affordable housing.

*Image of Old Oak Common as existing
(Image taken from Hammersmith and Fulham Council's
Old Oak Common regeneration plan December 2009)*



Hammersmith and Fulham Council has prepared a regeneration case to support the location of an interchange at Old Oak. As yet, there is no commitment in place for such a station, however, discussions between the Council, TfL and the Mayor are underway

In addition, Kensington and Chelsea Council is also promoting the development of another Crossrail station within the Kensal Canalside Opportunity Area.

The delivery of new Crossrail stations in this area would increase the desirability of Park Royal as a strategic investment location and would improve access to the area. This would also increase the pool of labour from which firms in Park Royal could choose from. Development in the area would also bring with it new social and community infrastructure that would also provide for existing residents in the area.

However, at this stage no commitments for additional stations are in place and significant further work is required on the detailed work on station feasibility as well as the planning and design of these areas is required. To ensure the future success of this area it must be fully integrated into its surroundings with high quality connections.

*One possible image as to how a new mixed community Old Oak could develop
(Image taken from Hammersmith and Fulham Council's Old Oak Common regeneration plan December 2009)*







10.3 The Northern Gateway and Alperston

- 10.3.1 Potential Gateway Capacity
- 10.3.2 Requirements
- 10.3.3 Delivery



10.3 The Northern Gateway

10.3.1 Potential Gateway Capacity

Size:	21.1 hectares
New residential:	100 units (260 bedrooms). <i>on land outside SIL land – unless subject to a detailed review of the Northfields estate in line with London Plan industrial land use policy and associated SPG</i>
New employment space:	75,000 sq.m. (B1 / B2 / B8 and small scale retail)

Potential Section 106 financial contributions

Residential:	£910,000 million
Employment:	£1.875 million
Total:	£2,785,000 million

Potential Population breakdown

Employees:	3,000
Residents:	240
Children:	50

10.3.2 Requirements

Transport:

- Improve connections to Stonebridge station
- Provide direct access to the Northfields site from the North Circular
- Pedestrian links across the North Circular joining Northfields and Park Royal

Alperton Growth Area:

- The detailed requirements for the Alperton Growth Area will be set out in Brent Council's emerging Alperton SPD

Open space public realm improvements:

- New enabling residential development to include a new public space
- Improve access to and enhance the canal side environment

Play space:

- sq.m of dedicated child play space

10.3.3 Delivery

The Northern Gateway suffers from poor legibility and is prone to flooding along the North Circular. Vehicle traffic dominates the Northern Gateway. Pedestrian and cycle links from Stonebridge Park Underground Station are unattractive and unsafe. The introduction of FastBus would significantly speed up access to Park Royal from Stonebridge Park Station via Abbey Road.

The Twyford Tip site is 5.3 hectares and is largely vacant, save for a civic amenity facility and a petrol filling station. The site is contaminated and requires remediation. Outline planning permission was granted in 1993 for the Asia Sky development, a mixed-use proposal for community facilities and a business park. A 2008 appeal decision has established that works have commenced. Should this development not materialise in the long term, alternative uses should be considered, having regard for the good access to the strategic road network and proximity to the Grand Union Canal. Brent Council considers that the site is suitable for waste related uses, as would other industrial and warehousing uses consistent with its Strategic Industrial Land designation.

Northfields Industrial Estate is designated, as Strategic Industrial Land, Brent Council believes that the site could benefit from commercial, employment-led redevelopment. This should entail a more intensive use of land for employment, improve servicing and access for industrial traffic, enhance the canal side environment and promote the use of the water for freight while creating direct access to the North Circular Road, so as to relieve congestion along Heather Park Drive. An additional pedestrian link across the North Circular between Northfields and the remainder of Park Royal should be provided as part of the strategic movement network.

Brent Council has prepared a Site Specific Allocation for Northfields Industrial Estate as part of its Core Strategy, proposing industrial redevelopment as outlined above. In addition, the Council sought the introduction of enabling residential development onto Strategic Industrial Land within the Northfields estate, which was over turned by the Planning Inspector at Examination in Public.

There may be scope to introduce some enabling residential development on the local employment land outside the Northfields industrial estate SIL land. This potential is currently being reviewed

by Brent Council as part of the Alperton Growth Area SPD. Any future proposals for release of SIL land within the Northfields estate for enabling residential would need to be carried out in line with the requirements in the London Plan SPG on Industrial Capacity, which requires a detailed review of economic, land use and demand criteria, in conjunction with both the GLA and Brent Council.

Brent Council has identified Alperton as a Growth Area in its Core Strategy policy 8. An area of 12.5 ha in size, it has the potential to accommodate 1,600 homes by 2026, along with a range of local social and physical infrastructure. The Core Strategy also identifies the potential to relocate existing businesses from the Alperton Growth Area into Northfields.

The land in the northeastern corner of the Gateway around Heather Park Drive will continue to be protected for industrial employment use. Brent Council will consider a wider range of business uses for the strip of land along the north side of the North Circular Road. Any industrial or logistics proposal should investigate the use of water-based transport. The density for industrial/logistics uses should be higher than current uses

and vertical stacking of industrial/warehousing uses is encouraged. As well as promoting better public transport and pedestrian connections to Stonebridge Park station, this document also promotes the potential to intensify development adjacent to the station to provide a better setting.

Development proposals in this area must consider the emerging SPD for Alperton and the aspiration to consolidate employment land and introduce more intense mixed use residential development. This Gateway sits on the edge of the Park Royal estate and in considering its future it is important to ensure that this area is more completely integrated into its surroundings. In particular redevelopment proposals should ensure improved:

- Pedestrian connections from the A40 across the canal towards Alperton
- Pedestrian connections from Twyford Abbey through the Twyford site and across the A40
- Pedestrian connections from Stonebridge park down the A40 towards the Northfields estate
- Improved vehicle access from the A40 junction into the Northfields estate
- Improved vehicle access into the Twyford Tip site

Figure 39 - Land use and planning designations in and around the Northern Gateway

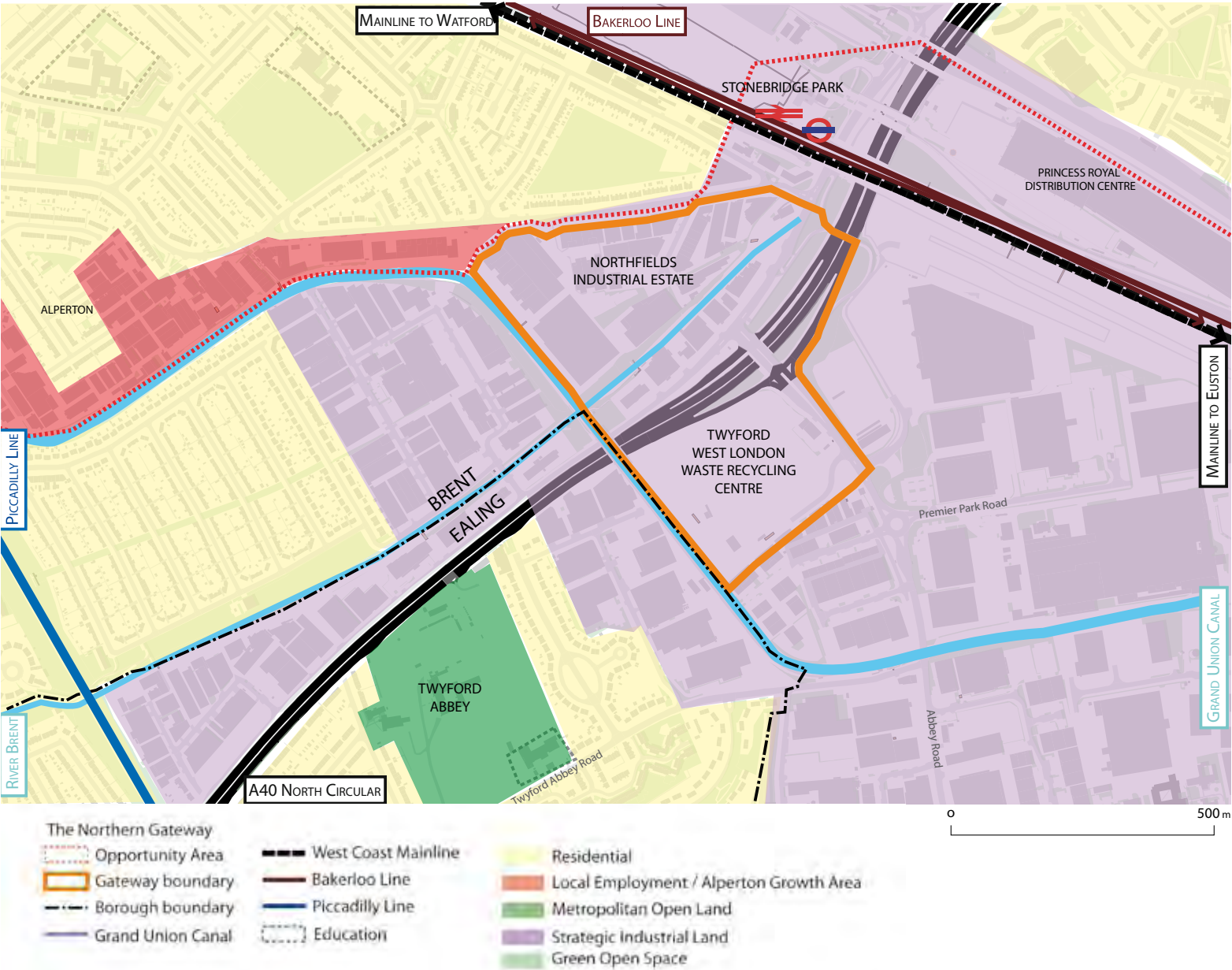


Figure 40 - Proposed improvements and development in the Northern Gateway

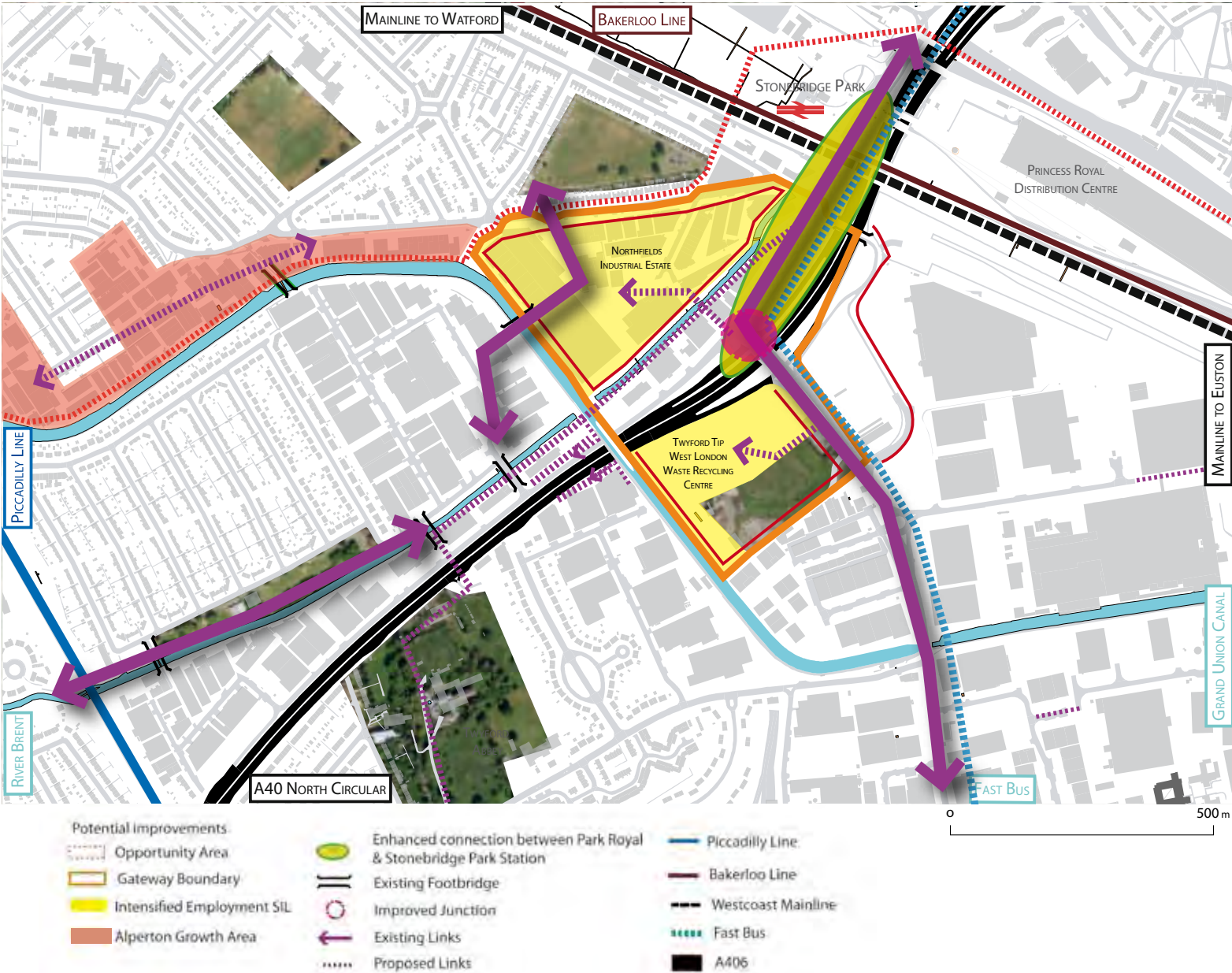




Figure 41 - Possible improvements to route towards Stonebridge Park station along the North Circular
Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008



Figure 42 - Possible public realm improvements at Stonebridge Park station
Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008





10.4 The Western Gateway

- 10.4.1 Potential Capacity
- 10.4.2 Requirements
- 10.4.3 Delivery



10.4 The Western Gateway

10.4.1 Potential Capacity

Size:	30 hectares
New residential:	500 (1,200 bedrooms)
New employment space:	166,000 sq.m. (B1 / B2 / B8 land uses)

Potential Section 106 financial contributions

Residential:	£4.2 million
Employment:	£4.15 million
Total:	£8.35 million

Potential Population breakdown

Employees:	6,640
Residents:	1,190
Children:	259 (up to the age of 16 years)

10.4.2 Requirements

Transport:

- Pursue new transport interchange / improved connections between the First Central site and Park Royal station

Open space and public realm works:

- Provide access to Twyford Abbey Metropolitan Open Land
- Improve pedestrian links between Park Royal station and the Western Gateway
- Implement Ealing Council's Green Corridor aspirations along the A40

Play space:

- 2,590 sq.m of dedicated play space

10.4.3 Delivery

The Western Gateway has access to the Piccadilly Line and the A40 Western Avenue. It contains two major development sites.

The first of these, First Central, lies to the west and used to accommodate the recreational facilities for the employees of Guinness. It has planning permission for a development of 1.2 million sq. ft of office space in nine buildings alongside a new hotel. The development incorporates some housing (now completed) on the northern part of the site and has delivered new roads including a link to the A40.

The first building has been completed and occupied by Diageo as its headquarters with over 1,000 staff. Set in high quality landscaped surroundings, First Central has the potential to position the Western Gateway as a centre for corporate headquarters. The second office building was completed recently.

This application secured the provision of a new interchange between the Piccadilly line and the Central Lane at Park Royal station. It was set to be delivered at implementation of the third phase of the application, however, its delivery is now

been reconsidered and is now heavily dependent on further discussions between TfL, Ealing and Brent Council's and the landowners. Further feasibility, need assessment and cost works are still required to make a final decision on the delivery of this station. Brent Council is currently considering a revised development proposal that would include some residential development, necessary to fund the construction of Park Royal station interchange, or significant transport and access improvements, without reducing the amount of office floorspace originally permitted. This should deliver public access across the First Central site. TfL is currently working with the developer to agree on a demand forecast and business case for the new station, with a view to determining its feasibility and delivery potential. Significant improvements to pedestrian routes between the First Central site and Park Royal station could include improvements to the existing underpass and an at grade crossing of the A40.

Located immediately to the east of First Central is the site of the former Guinness Brewery. Brent Council has granted planning permission for an industrial warehousing complex with office, cafe and open space. Transport improvements include

a new road from Coronation Road, the Rainsford Road link, and a dedicated bus lane for FastBus.

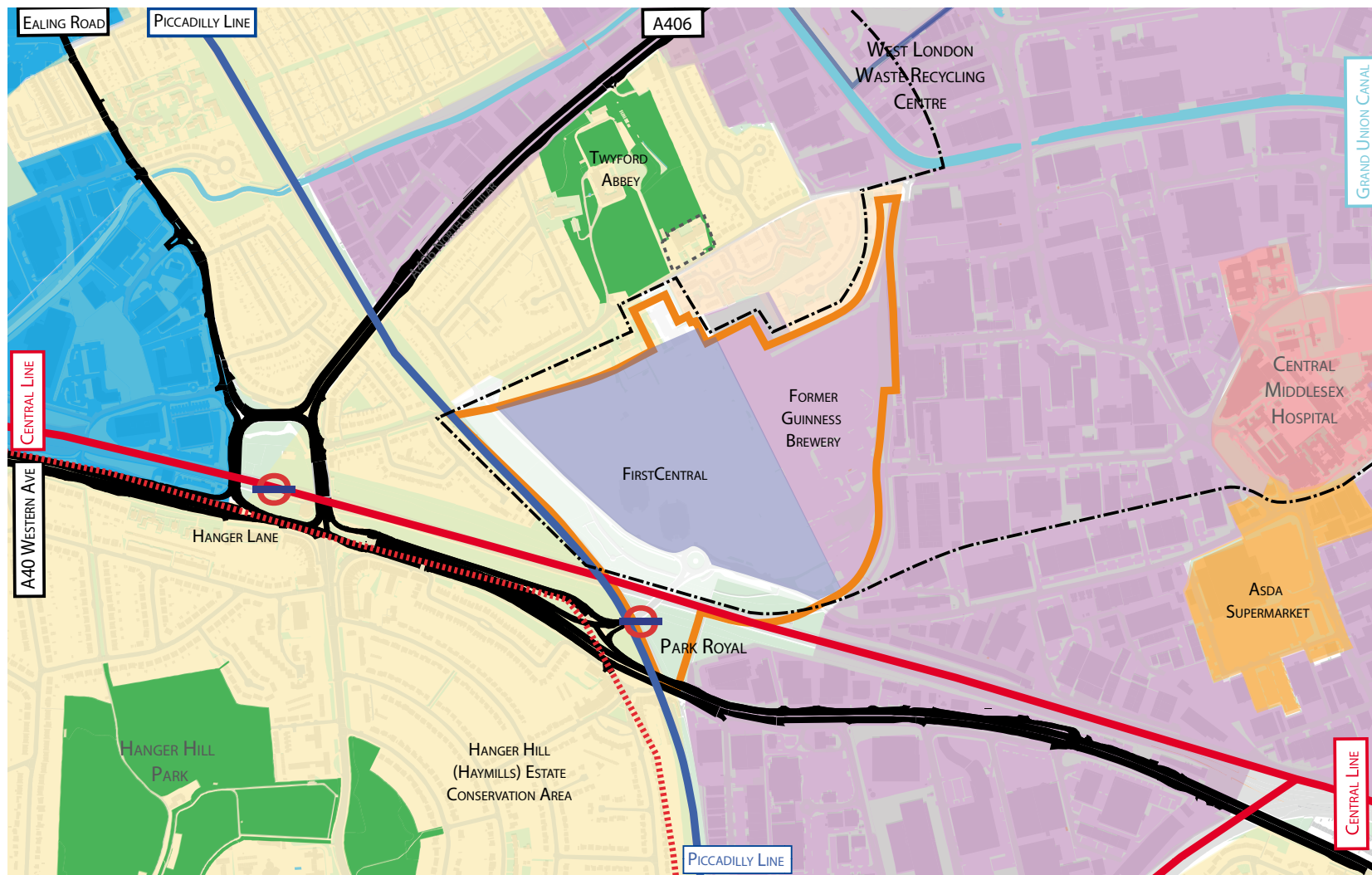
Coronation Road will require special attention to improve the connectivity and legibility of routes to local Underground stations and to the services provided within the Heart of Park Royal, details of which are required by a condition of the planning permission. Within the Gateway, whilst the quality of landscaping tends to be high, much of the green space is private and forms a barrier to movement. The A40 Green Corridor strategy presents an opportunity to extend the area of green space open to the public.

There is a pedestrian link between Park Royal station and the Western Gateway, which passes underneath the A40 and over the Central Line. Its approach has been landscaped to a high standard. However, security issues remain as the path passes an adjacent vacant factory building with no overlooking or relationship to the route. The refurbishment or redevelopment of this site should provide an active and overlooked frontage onto the footpath, which could also be used for the main thoroughfare and entrances to the building.

Twyford Abbey, adjacent to the Western Gateway, is on Metropolitan Open Land, which has never been open to the public. Some enabling development would help deliver the objectives of this framework, including public access, a better connection of spaces and the restoration of the listed building. In particular the following connections should be improved / delivered:

- Footbridge / improved connection over the A406, improving connections from the Twyford Abbey site north to Alperton.
- Connections from Park Royal station across the A40 to the First Central site
- Public connection across the First Central site connecting the A40 and Park Royal station with the Twyford Abbey site
- Connections between the Guinness Brewery site and the First Central site
- Improved connections into the Heart of Park Royal

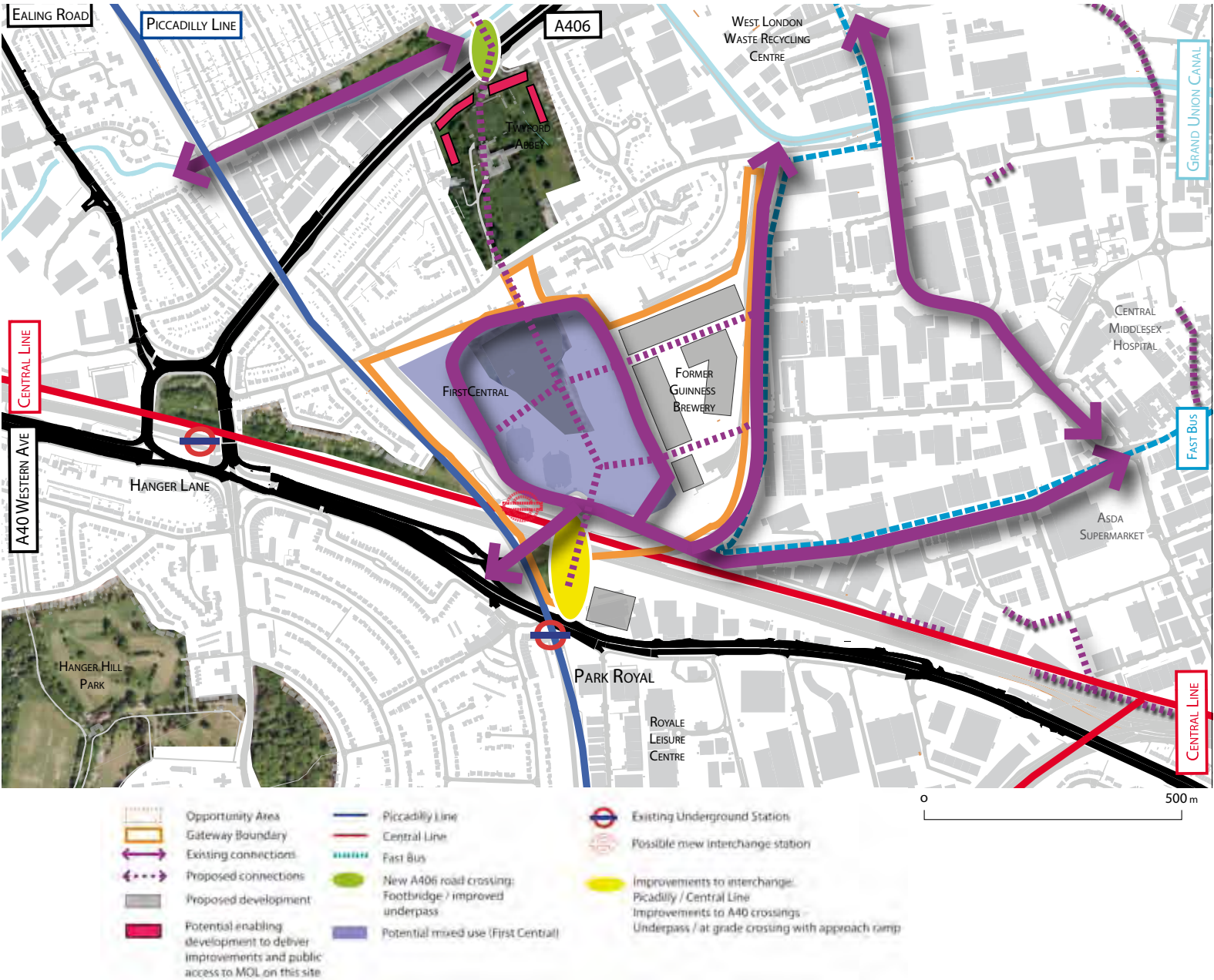
Figure 43 - Land use and planning designations in and around the Western Gateway



0 500m

- | | | |
|------------------|--|--|
| Strategic routes | <div style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; margin-right: 5px;"></div> Educational Development | <div style="display: inline-block; width: 10px; height: 10px; background-color: orange; margin-right: 5px;"></div> Ealing UDP Neighbourhood Centre |
| Opportunity Area | <div style="display: inline-block; width: 10px; height: 10px; background-color: purple; margin-right: 5px;"></div> Strategic Industrial Location | <div style="display: inline-block; width: 10px; height: 10px; background-color: pink; margin-right: 5px;"></div> Brent UDP Hospital Zone |
| Gateway Boundary | <div style="display: inline-block; width: 10px; height: 10px; background-color: blue; margin-right: 5px;"></div> Locally Significant Industrial Site | <div style="display: inline-block; width: 10px; height: 10px; background-color: lightblue; margin-right: 5px;"></div> Permitted B1 Office |
| | <div style="display: inline-block; width: 10px; height: 10px; background-color: lightgreen; margin-right: 5px;"></div> Residential | <div style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; margin-right: 5px;"></div> Borough Boundary |
| | <div style="display: inline-block; width: 10px; height: 10px; background-color: green; margin-right: 5px;"></div> Public Open Space | <div style="display: inline-block; width: 10px; height: 10px; background-color: darkgreen; margin-right: 5px;"></div> Metropolitan Open Land |

Figure 44 - Proposed improvements and development in the Western Gateway



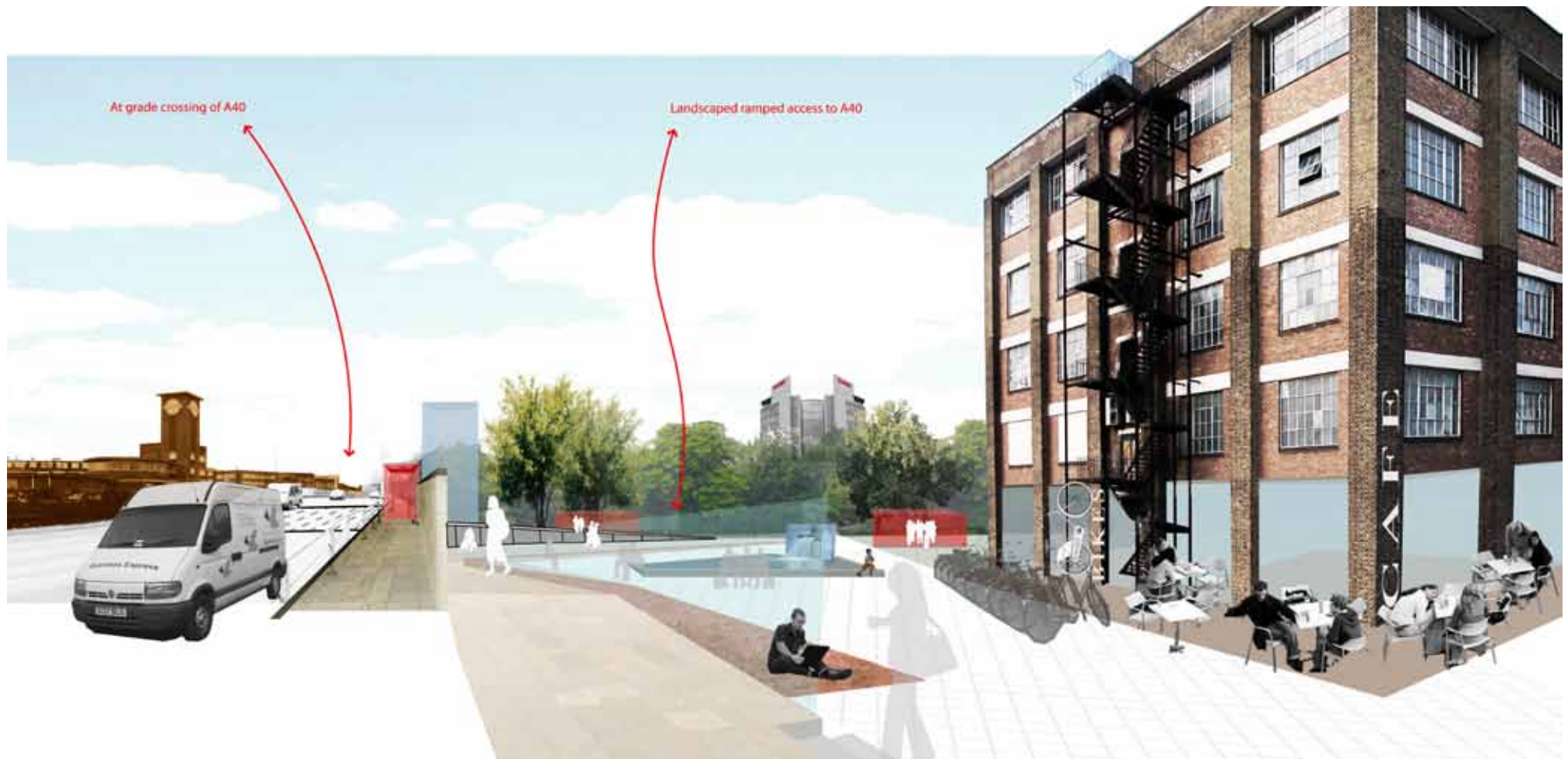


Figure 45 - Possible improvements to the connection linking the First Central site to Park Royal station
Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008



Figure 46 - Alternative possible connection improvements: View towards A40 and Park Royal station. An alternative may be to provide a ramped access to the A40 with a grade crossing of the A40. Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008





10.5 The Southern Gateway

- 10.5.1 Potential Capacity
- 10.5.2 Requirements
- 10.5.3 Delivery
- 10.5.4 Transport improvements
- 10.5.5 Capacity assessment and indicative layouts
- 10.5.5 Perfume Factory
- 10.5.6 Horn Lane and the TfL's plans
- 10.5.7 Links within and beyond the Gateway



10.5 The Southern Gateway

10.5.1 Potential Capacity

Size:	13.4 hectares
Residential:	1,500 to 2,000 (up to 4,920 bedrooms)
Employment space:	52,000 (B1 / B2 / B8 and retail land uses)

Potential Section 106 financial contributions

Residential:	£17.220 million (assuming 2,000 units)
Employment:	£1.3 million
Total:	£18.520 million

Potential Population breakdown

Employees:	2,080
Residents:	3,570 to 4,760
Children:	1,030 (up to the age of 16 years)

10.5.2 Requirements

Open spaces improvements:

- Create a hierarchy of spaces within the Gateway
- Create a new station arrival space
- Redevelopment of Car Phone Warehouse site and adjoining sites to provide a new public space
- Final phases of Fairview and BBC sites to contribute to public space
- New public spaces terminating Victoria Road
- Provide a green connection to Acton Cemetery
- Provide links to Wormwood scrubs
- New development must contribute towards public and private amenity spaces
- Implement Ealing Council's Green Corridor
- Public realm works to improve pedestrian and cyclist environment

Transport:

- Improve access and layout of Acton Stations
- Street level improvements to Victoria Way
- Gyratory improvements along Portal Way

Play space: (Assuming 2,000 units)

- Provide 10,300 sq.m of dedicated child play space

10.5.3 Delivery

The Southern Gateway comprises an area designated within Ealing Council's UDP as a "Special Opportunity Site", which includes sites at Horn Lane and the Perfume Factory. It has experienced major redevelopment, including office headquarters, hotels and residential development will occur in this gateway.

Land use change has been accompanied by improvements to industrial and other traffic circulation in the Gateway, which is relatively well served by public transport, although improvements to the public realm has been limited.

Further development could deliver enhanced pedestrian and cycling routes, improved bus services and interchange with North Acton, along with a significant improvement to the quality of the environment. Remaining development opportunities should be for employment-led mixed-use, taking advantage of good public transport accessibility and building on the opportunity to create a strong local identity and sense of place.

Proposals for residential development within this Gateway will need to address the lack of social infrastructure and outdoor amenity space. Schemes will need to include social amenities and open space. Ealing Councils Green Corridor

10.5.4 Transport improvements

scheme for the A40 will link open spaces and help to reduce traffic impact in this Gateway. Some retail facilities already exist and others are provided for in planned developments.

Recent residential development has been concentrated along Victoria Road and North Acton station. Portal Way and Wales Farm Road are both heavily used routes with considerable noise, light and air quality pollution that have a severe impact on the nature of this area. New development along these routes must acknowledge these harsh environmental conditions and must be designed to reduce these impacts for commercial and more importantly residential and amenity spaces.

The diagram in section 8.6, page 96, 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.

Ealing Council has prepared a position statement for this Gateway that helps further clarify the policy context for this and further elaborate on development principles for the area.

The Southern Gateway is a busy traffic gyratory, linking Park Royal with the A40 Western Avenue, the major route from the West End and Heathrow to the south. Portal Way was constructed to accommodate the majority of through traffic in the gyratory. This reduces traffic at the approaches to North Acton station on Victoria Road, and facilitates access to new development. It allows better public transport movement and interchange in the area. Work is still needed to improve conditions for cyclists and pedestrians, and to create amenity space for the benefit of existing employees, residents and visitors. The Ealing

Council position statement investigates if changes to the gyratory could help to deliver these.

North Acton station and the entry / exit space will have to be enhanced to accommodate increased passenger numbers and to provide access for all. Redevelopment of sites adjacent to the station could help to deliver these aspirations, providing step-free access. The illustration below demonstrates how this space could be delivered and how potential links across Victoria Road could be accommodated.



Figure 47 - Illustration of view across Victoria Road from North Acton Station with new Pedestrian connections Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008

Figure 48 - Development sites in the Southern Gateway



	Sites	Development Plan designation	Planning history
1	Perfume Factory	London Plan: SIL Ealing UDP: Major Employment Location	Application for 228 residential units and 4,792 sq.m of B1. Alternative mixed-use scheme in preparation
2	Vacant site at junction of Portal Way and Wales Farm Road	Ealing UDP: Special Opportunity Site	Cleared Site and planning permission for B1/B2 development
3a	Cardphone Warehouse	Ealing UDP: Special Opportunity Site	Currently used as the Group Support Centre for Carphone Warehouse. Pre-application for mixed-use development
3b	BMW	Ealing UDP: Special Opportunity Site	Used for offices by Carphone Warehouse with pre-application for redevelopment as office headquarters
4	Ex-Leamington Park Hospital	Ealing UDP: Special Opportunity Site London Plan: SIL	Cleared site and marketed for office use Estimated capacity 15,000 sq.m of B1
5	Horn Lane	Ealing UDP: Green Corridor, Employment Site	Appeal dismissed for a bus garage in 2006
6	NEC redevelopment	Ealing UDP: Special Opportunity Site	Planning approved for 17,135 sq.m of B1 subject to Mayoral referral
7	Fairview	Ealing UDP: Special Opportunity Site	Planning application for 122 residential units, 576 sq.m of commercial and 395 sq.m of retail uses. 446 units already completed.
8	Vacant Site at junction of Victoria Road and Chase Road	Ealing UDP: Special Opportunity Site	Cleared site, pre-application discussions for a residential led development.
9	Petrol Station	Ealing UDP: Special Opportunity Site	Currently used as a petrol station and could be intensified for mixed-use and improves access to North Acton station
10	BBC site	Ealing UDP: Special Opportunity Site	Permission recently permitted for 700+ student units
11	Holiday Inn Express	Ealing UDP: Special Opportunity Site	Hotel with 105 guestrooms
12	Holbrook House	Ealing UDP: Special Opportunity Site	Currently used as a bank with residential above

Figure 49 - Land uses and existing urban structure in the Southern Gateway



The Southern Gateway is surrounded by Strategic Industrial Land and rail lines to the north and east, with large areas of suburban residential to the south and west.

The area has good access to the central line at North Acton station and also has good access to the A40. However, physical access to the station is poor and requires upgrading.

Connections with the wider area are largely vehicle dependent and there is limited ability for easy pedestrian movement. In particular, access to Acton Cemetry, Wormwood Scrubs and the existing residential areas around Horn Lane require significant improvement.

The existing built structure is largely dominated by large bulky employment buildings. The area suffers from poor public realm and there is limited amenity space. In recent years attempts have been made to calm Victoria Road, which should be further encouraged with recent residential developments at Ebbett Court.

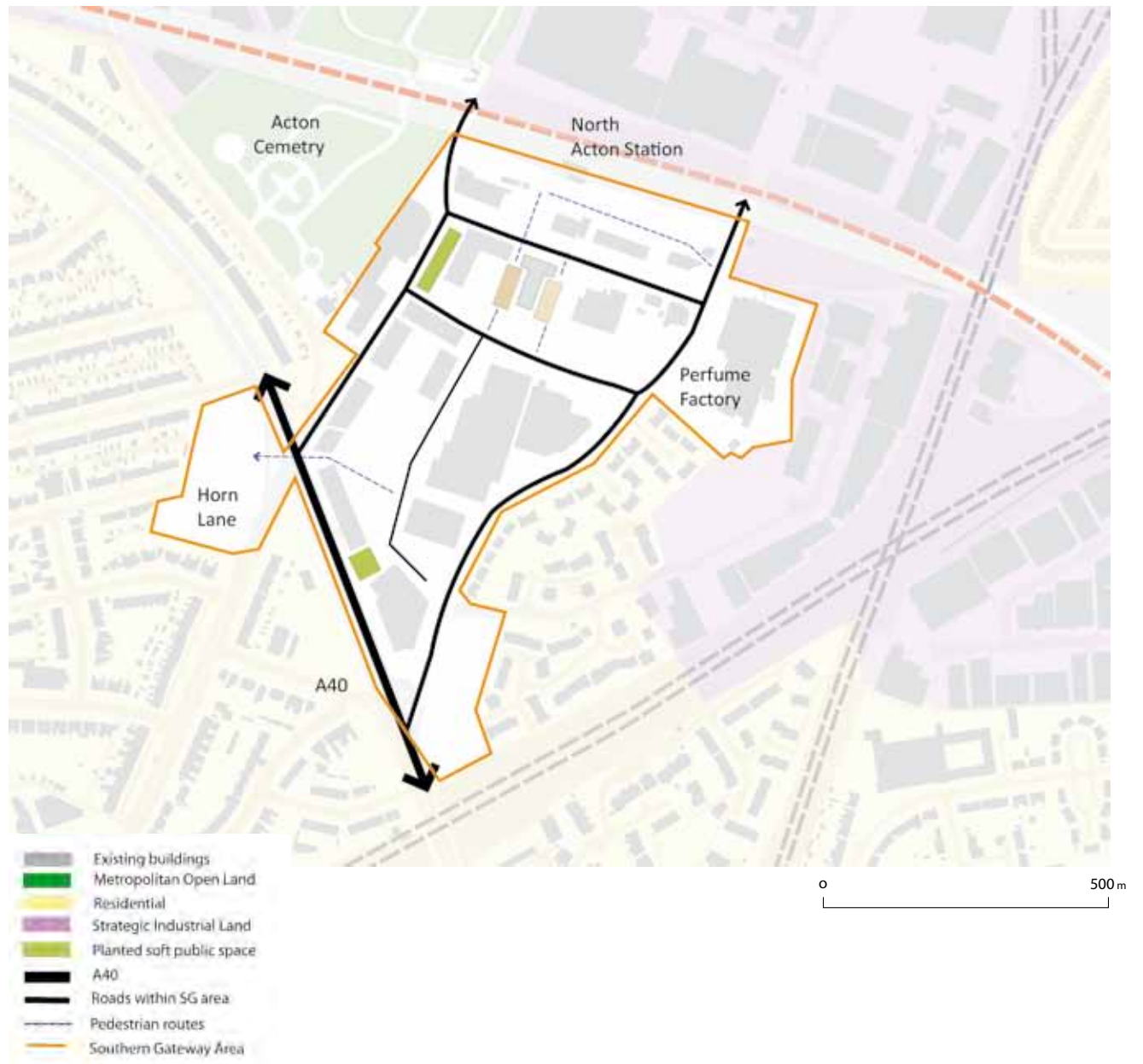


Figure 50 - 'In Principle' physical improvements in the Southern Gateway.

The Mayor and Ealing Council's aspirations for the Southern Gateway is to create a new vibrant mixed use area that accommodates residential and employment space that can benefit from its good access to public transport and the strategic road network. Some of the key built form drivers for new development in this area include:

- Improve pedestrian connections with the wider area (including - Acton Cemetery, Wormwood Scrubs, Horn Lane)
- Provide a series of connected high quality amenity spaces for residents and employees alike
- Accommodate a residential community
- Accommodate existing and new employment space
- Create high quality mixed use buildings
- Improve access to Acton station and create a sense of arrival
- Calm Victoria Road and create a more typical urban high street

Ealing Council is currently preparing detailed plans for the Southern Gateway, which will provide more detail on key planning and development requirements



10.5.5 Capacity assessment and indicative layouts

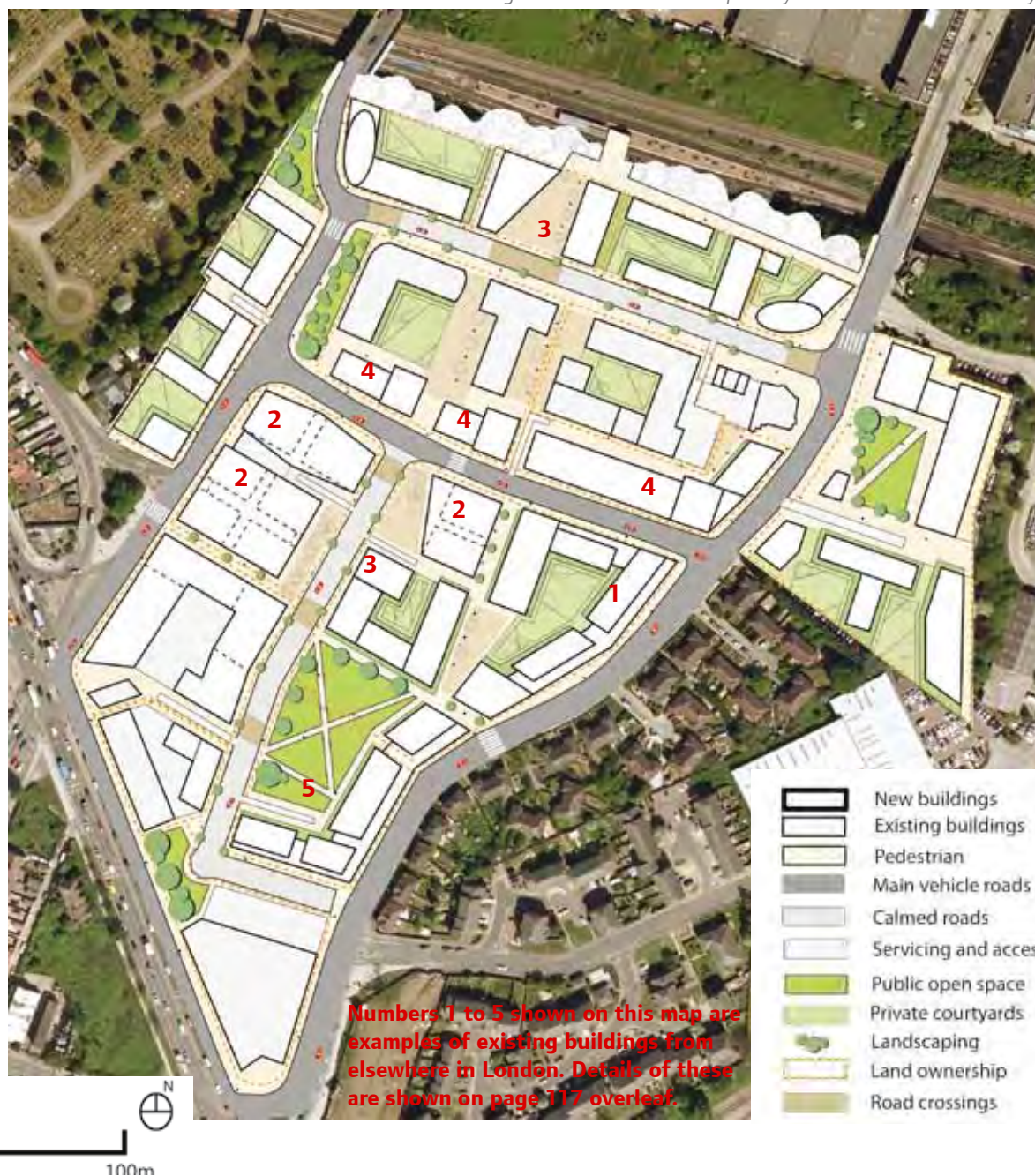
The indicative plans and images presented in this section are based on Ealing Council's Southern Gateway Position Statement and emerging work by Design for London for the North Acton station space, which is identified as one of the Mayor's 'Great Spaces'. Any proposals in this area must have full regard to these documents. These plans are indicative and represent just one way that the Southern Gateway could be laid out so as to achieve the Mayor's objectives for this area.

The plan shows an indicative development layout for the Southern Gateway, with the potential to accommodate approximately 2,000 new residential units and approximately 60,000 sq.m. of new commercial space (retail, office, hotel and light industrial).

The plan shows the potential location of north to south and east to west routes. These new routes improve connections to the both North Acton station and into the surrounding areas.

The plan shows the potential location of public amenity spaces, accommodating 4,000 sq.m. of hard landscaping and 7,500 sq.m. of soft landscaping to accommodate a wide range of amenity uses. The plan also shows the potential location of private residential amenity space (10,000 sq.m.) provided as a range of ground level and raised courtyard spaces.

Figure 51 - Indicative masterplan layout for the Southern Gateway



- 1. Wandle Park Village, Croydon, London CR0 4JS.** *Relevance - mixed use building with high bay commercial on ground floor and residential above*
Mixed use building with 11,980 sq.m. commercial / light & general industrial space, 782 residential units. Density 144 units per ha, buildings up to 7 storeys.
Architect: Stanford Eatwell Client: Barratt Homes Completed: Yes



- 2. Notting Dale Village, London W11 4AN.** *Relevance – A range of commercial buildings with flexible office space and in close proximity to Park Royal*
Office buildings with flexible floorspace, occupied by Accessorise. Western cross route to the north and smaller scale residential and commercial space to the south. Up to 8 floors and in excess of 40,000 sq.m of floorspace.
Architect: Allford Hall Monaghan Morris Client: Lang O'Rourke Completed: Yes



- 3. Greenwich Peninsula, Parkside, London SE10.** *Relevance - medium to high density residential with a large new public square similar to north Acton station*
Perimeter block overlooking new square and busy road. Building heights 6, 10 & 12 storeys. 249 housing units (34% AH), 249 units per ha. 1,230sq.m. of ground floor retail and office. 161 car parking spaces at podium and street level.
Architect: Erskine and Tovatt Client: Greenwich Millennium Village Completed: Yes



- 4. Dalston Lane South, London E8.** *Relevance - medium to high density linear building with ground floor commercial space and a taller residential tower*
Linear building with point tower, part 2, 6, 10 & 19 storeys. 244 residential units (30% AH) 228 units per ha. 2,100 sq.m. retail, community, workshop space.
Architect: ARUP Client: LDA Completed: Yes



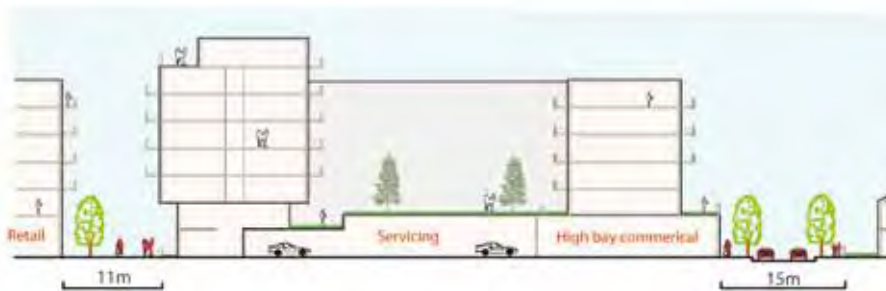
- 5. Indecon Court (west building), London E14.** *Relevance - high density, residential building with a large public open amenity space of a similar scale*
U shaped residential block set around amenity space of a similar scale to that in north Acton. Height 5 to 12 storeys 490 residential units density of 320 units pr. ha
Architect: Metropolitan Workshops Client: Robert Ogden Completed: Yes



The indicative 3D visual overleaf demonstrates one potential arrangement of buildings, spaces and heights across the Southern Gateway. Ealing Council is working up further detail for the Southern Gateway through their LDF.

Emerging building heights in the Southern Gateway will need to be considered on a site by site basis. New proposals will be considered against their impacts on existing development within the Gateway and around it, including existing residential units to the east and south. New residential development will need to achieve a quality internal and external environment for residents, taking account of the harsh environmental nature of the surrounding area. New buildings will need to respect existing building heights that have begun to emerge.

Figure 52 - Indicative section and block plan showing possible vertical mixing of uses with ground floor commercial / servicing space and residential and courtyard space above



Taller buildings at Ebbett Court and the recently permitted BBC Costume Store site are considered to be among the tallest buildings appropriate for this area. Other new tall buildings may also be appropriate at some important junctions and entry / exit points as indicated in the indicative 3D visual overleaf.

Ealing Council and the Mayor are seeking to achieve a mix of uses in the Southern Gateway. To achieve this variety, sites (where feasible) may need to accommodate a mix of uses. This can be done in a variety of ways, as shown in the sections below (Fig 48). Where there is a mix of uses, proposals will consider their impacts on the nature of the surrounding streets and the other uses within the building.



Figure 53 - Indicative section showing one potential arrangement of residential and industrial uses, with residential facing residential and industrial facing industrial.

Commercial / industrial spaces that generate heavy traffic movement and other environmental impacts may not sit comfortably immediately adjacent new residential development, albeit certain design proposals could mitigate these impacts as shown on section above (Fig 49). In promoting a new mixed residential / commercial area, schemes must carefully consider their impacts on the creation of pleasant and functional urban spaces and streets for residents and employees.

In proposing uses, building design must achieve a suitable environment for occupants; for example ground floor residential along Portal Way may not be acceptable due to noise and air quality concerns.



Figure 54 - Indicative 3D model of Southern Gateway showing a potential massing arrangement



10.5.6 Perfume Factory

Ealing Council's emerging local LDF policy and Southern Gateway Position Statement identify both the Perfume Factory and the Horn Lane sites as within the Southern Gateway Opportunity Site.

The Perfume Factory site is currently designated as Strategic Industrial Land (part Preferred Industrial and part Industrial Business Park) in the London Plan and as a Major Employment Location in Ealing's UDP. Consequently, residential development at the Perfume Factory would be a departure from Development Plan policy. London Plan policy 2A.10 and 3B.4 state that industrial land must remain the subject of periodic reviews and consolidation where appropriate, to reconcile demand and supply. In addition, London Plan supplementary planning guidance on Industrial Capacity identifies Ealing as a borough where there can be 'limited transfer of industrial areas' and that any re configuration of industrial land should safeguard the best sites for industrial use.

Mixed-use intensification of industrial sites should only be considered where it can be demonstrated that the site is surplus to industrial needs; that it is not the most appropriately located industrial site, and that the redevelopment of the site would not compromise surrounding industrial uses and vice versa. Surplus employment land should help to meet strategic and local requirements for other uses such as education and community activities and in particular housing.

The Perfume Factory is identified as a site that could easily be connect into the plans for the Southern Gateway and could deliver appropriate mixed-use development without compromising existing industrial capacity, for the following reasons;

- There are physical factors that create a logical relationship between the Perfume Factory site and the remainder of the Southern Gateway. To the north, the tube line creates a hard boundary separating the mixed-use southern gateway from industrial land to the north. To the south, the Perfume Factory site is abutted by existing low rise 2 and 3-storey residential uses. Directly to the west is the Southern Gateway, while to the east, the topography falls steeply away towards the Victoria Industrial Estate and the Great Western and North London lines, creating a sharp level change and separation between these two areas. These physical factors ensure that a redevelopment of this site may not compromise existing industrial development in the area. It is important that any development proposals must clearly demonstrate compatibility.
- Redevelopment of the Perfume Factory site with uses, including employment, residential and public space should maximise the transport opportunities offered by the sites proximity to North Acton tube station and should also help to achieve local and regional employment and housing targets.

- The redevelopment of this site helps to mark this significant entry point into the southern gateway as a transition point between the wider industrial uses and the proposals to create a distinct new mixed-use district within the Southern Gateway.
- The Greater London Authority also considers that a residential component could be acceptable if the development has a significant employment element and contributes to open space and social amenities both on-site and within the Gateway.

In this regard redevelopment of the Perfume Factory site for a mixture of uses including employment and residential may be considered to be acceptable subject to the detail mix, quantum and design of the scheme as well as its relationship with surrounding industrial uses.

10.5.7 Horn Lane and the TfL's plans

TfL currently own 12 site along the A40, including Horn Lane. At this stage residential uses have been identified as the most appropriate use for a number of these sites. TfL has identified an indicative capacity of 500 new homes across these 12 sites.

TfL are currently in discussions with Ealing Council in relation to sites 1 and 2 and a planning application is under consideration for the proposed development of 40 new residential units on these sites. Any residential or mixed use development on any of the 12 identified opportunity sites must be designed in line with relevant planning policy, must enable the delivery of Ealing Council's A40 Green Corridor proposals and must be sensitively designed to mitigate environmental impacts resulting from the harsh surroundings.

In this regard the proposed Horn Lane site, which is situated directly south of the main part of the Southern Gateway may be developed for residential. It is important that the future design of this site account of the difficult environment along the A40, whilst also ensuring that this site provides connections across the A40 and into the main body of the Southern Gateway.

10.5.8 Links within and beyond the Gateway

The relatively intensive forms of development proposed within the Southern Gateway need to include safe and attractive access to facilities in a wider hinterland. It is anticipated that contributions will be sought from developers to create these links.

Moreover, implementation of Ealing Council's Green Corridor project along Western Avenue would facilitate pedestrian and cycle movement in greater safety and comfort along and across this major road. The following connections need improvement (see Fig 27)

- Southern Gateway to Wormwood Scrubs
- Victoria Road to North Acton Cemetery
- Gypsy Corner to North Acton Playing fields
- Links across the A40 to Horn Lane



Victoria Road and the Fairview housing scheme from Acton Cemetery. - improved connections





10.6 The Eastern Gateway

- 10.6.1 Potential Capacity
- 10.6.2 Requirements
- 10.6.3 Delivery



10.6 The Eastern Gateway

10.6.1 Potential Capacity

Size:	6.2 hectares
Residential:	500 units (1,200 bedrooms)
Employment space:	1,000 sq.m. (B1 land uses)

Potential Section 106 financial contributions

Residential:	£4.2 million
Employment:	£25,000
Total:	£4.225 million

Potential Population breakdown

Employees:	40
Residents:	1,190
Children:	259 (up to the age of 16 years)

10.6.2 Requirements

Transport:

- Utilise the canal for freight movement
- Enhance Willesden Junction station as a transport interchange
- Provide a pedestrian link bridge from Station Approach Road to Tubbs Road
- Willesden Junction to form part of the Orbital network

Open space provision and public realm works:

- Extend and enhance Tubbs Road Park
- Improve the public realm at Willesden Junction station

Play space:

- Provide 2,590 sq.m of dedicated child play space

10.6.3 Delivery

The London Plan notes that the Willesden Junction area has “potential for substantial employment growth and some housing”. However, this potential is limited, as much of the land is safeguarded for rail activities or is in use for waste activities, and this land will continue to be safeguarded for waste purposes. Nevertheless, the possibility of intensifying the use of land over and around the station should be explored. Intensification of freight use is encouraged around the mainline.



Approach to Willesden Junction station from Old Oak Lane

Willesden Junction station is an important public transport hub, providing national rail, Overground, Underground and bus services to a range of destinations. It is also a key entry point for Park Royal, but access to the station is poor and un-welcoming. The station and its environs should be developed more fully as an integrated transport interchange. High-density redevelopment over and around the station area would be supported if it improves the transport interchange, pedestrian and cycle links and the public realm. In the longer term Willesden Junction will form part of the Orbirail network increasing access into Park Royal from South and East London.

To the south of the Gateway lie a number of important industrial sites. The Old Oak Sidings site has recently been developed for a modern state of the art waste processing facility that uses both rail and canal for freight transshipment purposes. The European Metals Recycling site is an extensive area of land situated to the north of the Hythe Road estate used for the processing of scrap metal. This site may have the potential to intensify and to deal with a greater volume of waste in the future. Both these sites should be retained for waste purposes and the businesses encouraged to extend their waste management

functions subject to satisfactory environmental impact.

South of the canal the Old Oak Common Sidings site continues to be retained for rail freight activities including, on the northern part of the site, development in association with Crossrail and future possible rail link improvements to the UK regions. The Government has recently identified

Old Oak Common as a location for a new High Speed 2 / Crossrail interchange, which as a result will require a review of the SIL and transport functions of this area. Hammersmith & Fulham, through its LDF process, is seeking to encourage better utilisation of this land for a mix of uses. Any regeneration and redevelopment of this site will need to address the SIL and transport functions and must improve transport and accessibility.



Bus turnaround and standing area at Willesden Junction

Figure 55 - Land use and planning designations in and around the Eastern Gateway

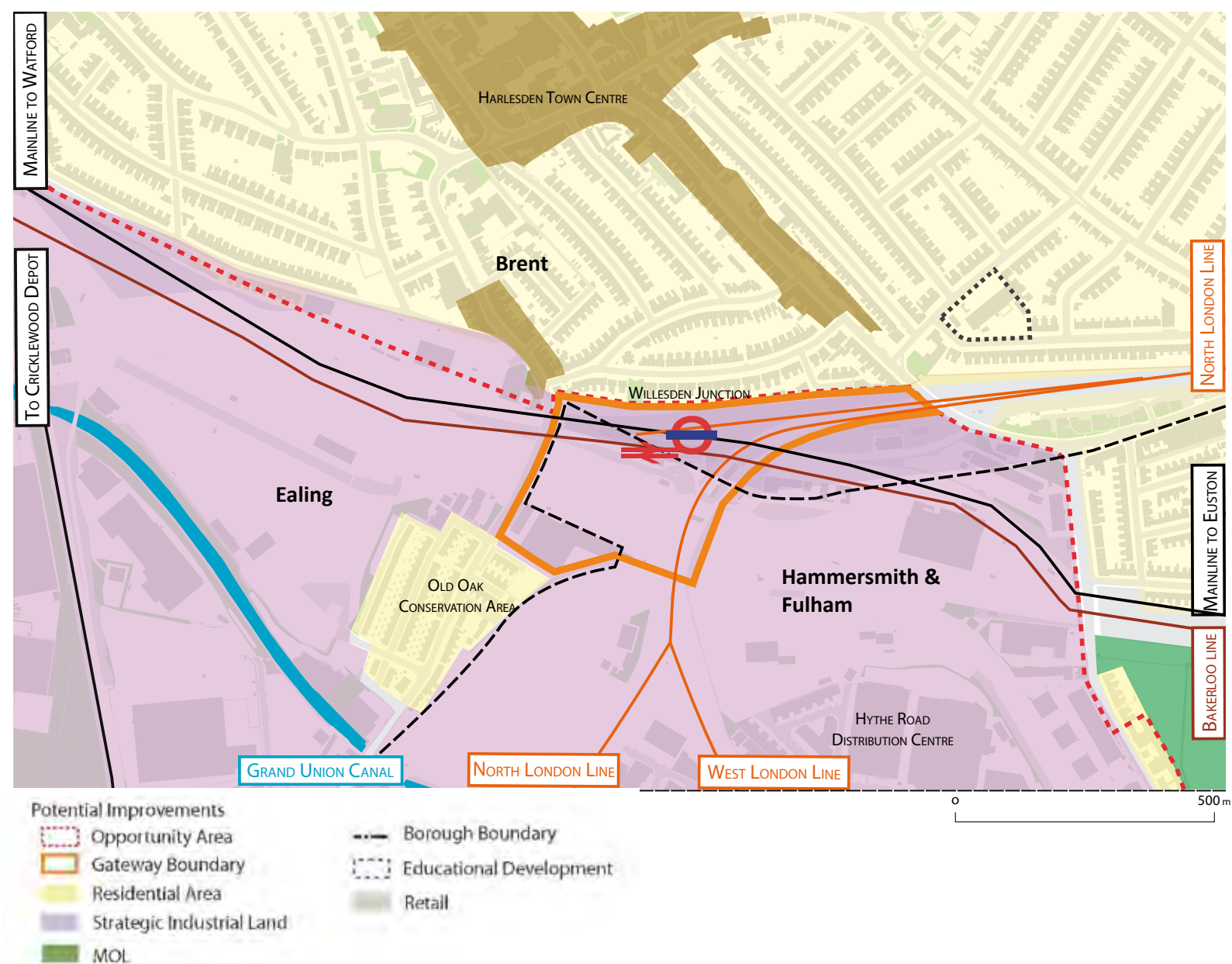
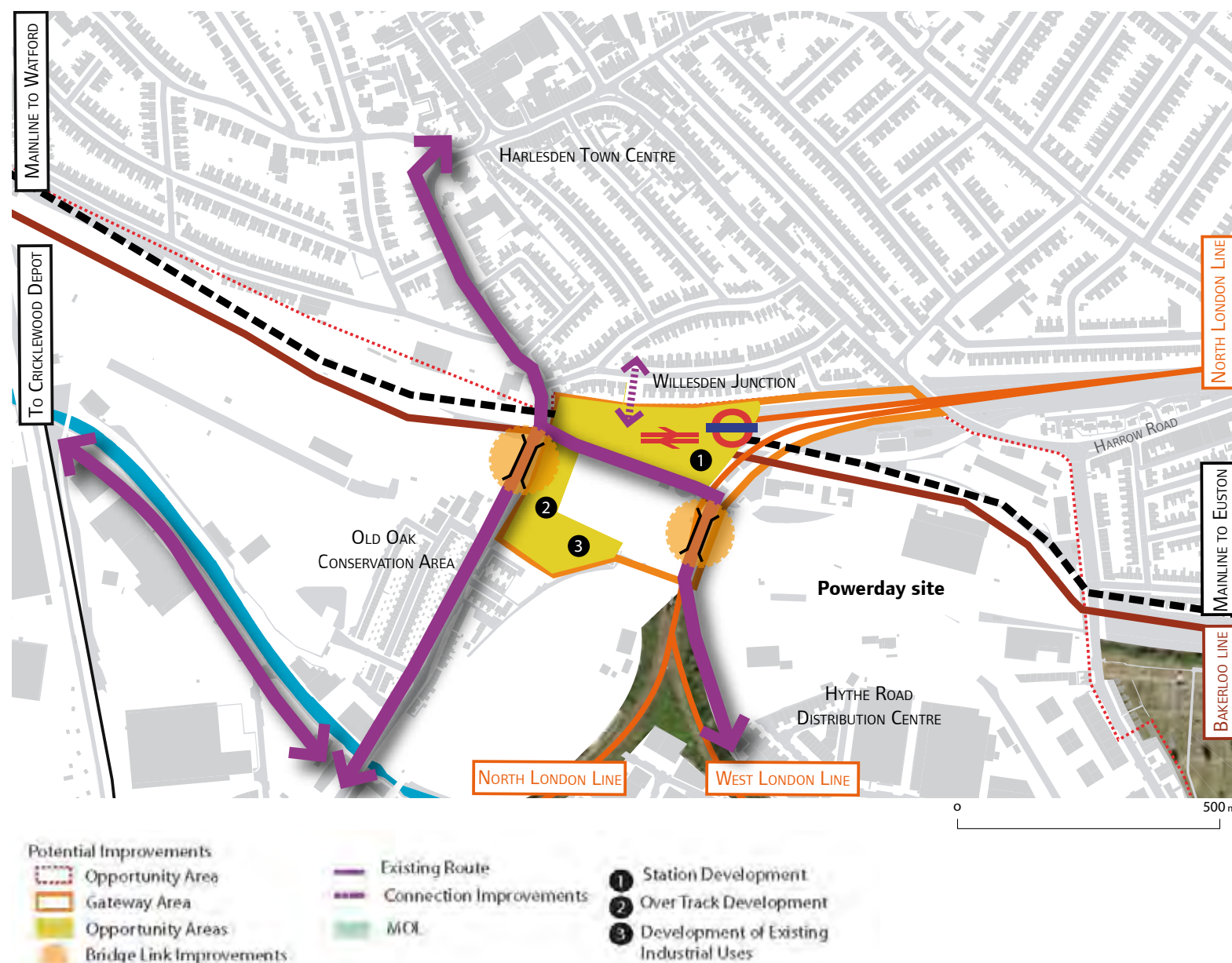


Figure 56 - Proposed improvements and development in the Eastern Gateway

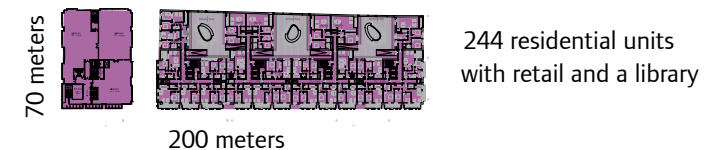




In order to demonstrate the development potential, an eight to twelve storey mixed-use scheme with 244 residential units at Dalston Junction above the East London Line has been superimposed onto Willesden Junction.

New development would be accessible to Harlesden Town Centre and could act as a link with Harlesden for the existing residential community in the railway cottages in the Old Oak Conservation Area. Due to site constraints, the development at station approach is likely to be car free.

The area around Willesden Junction station could accommodate at least 500 residential units.



01 Station Development

A. The development could be above part of Station Approach, an access road currently used by buses to serve passengers at Willesden Junction station. Bus stands need to be under cover, in order to enable this development.

B. The open space between the railway and the terraced houses on Tubbs Road could be

made publicly accessible from Old Oak Lane and Tubbs Road to form an extended Tubbs Park. A footbridge could unite this extended open space with Willesden Junction station. Road and service access to this development would be shared with London Buses via Station Approach. Any residential development would have to be carefully designed to mitigate noise impacts.

02 Over Track Development

Option 2 involves building a second scheme fronting Old Oak Lane and bridging over the rail tracks. (3). It is recognised that the development cost is likely to be substantially greater than Option 1 because of the need to acquire air rights and possessions over the railway tracks and exceptional engineering costs.

03 Development of Existing Industrial Uses

This has fewer engineering difficulties than the above two options, but would need to be designed to mitigate noise impacts from the railway and from nearby industrial uses. The scale of development would be expected to reduce towards the old oak conservation area respecting its domestic scale.



Figure 58 - Street level improvements
Park Royal & 5th Studio, Park Royal Public Realm Strategy, 2008





10.7 Neighbourhood Centre the Heart of Park Royal

- 10.7.1 Potential Capacity
- 10.7.2 Requirements
- 10.7.3 Delivery
- 10.7.4 Creating an attractive place



10.7 Neighbourhood Centre the Heart of Park Royal

10.7.1 Potential Capacity	
Size:	7.3 hectares
Residential:	200 (430 bedrooms)
Key worker:	145
Employment space:	Small-scale retail development
Potential Section 106 contributions	
Residential:	£1.505 million
Total:	£1.505 million
Potential Population breakdown	
Residents:	476
Children:	104

10.7.2 Requirements

Transport:

- Improve the junction at Abbey Road and Park Royal Road
- Enhance the Middlesex Hospital bus interchange
- Provide a new bus lane along Acton Lane
- Provide pedestrian crossings across Acton Lane

Open space and public realm works:

- Improve links between the ASDA site and Middlesex Hospital
- Provide a new public space in the middle of the district centre

Play Space

- 1,040 sq.m of dedicated child play space

10.7.3 Delivery

Park Royal's natural centre at the junction of Coronation Road, Acton Lane and Park Royal Road. The area crosses the borough boundary between Ealing and Brent. Ealing Council designate the area as a Neighbourhood Centre, which includes the ASDA superstore and adjacent smaller commercial properties. Brent Council's area includes Central Middlesex Hospital and the area is designated as a Hospital Zone.

The majority of the area surrounding the hospital and ASDA sites is Strategic Industrial Land, however, there is a pocket of terraced housing at Wesley Avenue.

The area is dominated by car parking, is unattractive and lacks the full range of quality amenities necessary to cater for the needs of local businesses and visitors to the hospital.

Park Royal's heart is insufficiently defined: it lacks character and a sense of place. Poor pedestrian and cycle links, road congestion and lack of legibility make it a difficult place to get to and move around.

The existing road layout at the main junction is confusing. It causes congestion, inhibits the efficiency of businesses in Park Royal and is dangerous for pedestrians. This junction requires

significant improvements, possibly involving a realignment of Park Royal Road. These should prioritise the safe movement of vehicle, pedestrian and cyclists and improve the connection between the hospital and ASDA.

There is a joined aspiration to improve this area and introduce small-scale amenities, services and residential units. The Heart has a limited residential development. It is in the centre of the industrial estate, is further away from social infrastructure and doesn't benefit from nearby Underground stations. More amenities will be provided in the Southern and Western Gateways, development proposals in the Heart should seek mainly to serve central Park Royal.

The Mayor's Best Practice Guide: Making Better Use of Supermarket Sites states: "The Mayor will champion the realisation of housing capacity in airspace above existing ground floor and low density land uses" and expects new homes to be built "above existing superstores and car parks".

In light of this and in line with London Plan Policy 4B.3, the use of the ASDA superstore site should be intensified to contribute to the overall attractiveness, viability and vitality of this location.

10.7.4 Creating an attractive place

Increasing the use of the Heart of Park Royal for community, leisure and retail purposes is an essential part of creating a better environment for businesses and enabling the growth of jobs. Some changes involving mixed-use in the centre of Park Royal that aim to complete its development as a neighbourhood centre should be actively encouraged. These will include measures to improve the retail offer, local amenities and the public realm, ensuring that these and the hospital are properly connected and accessible by public transport.

Accessibility and legibility of local public transport services will be improved by ensuring that new bus interchange facilities developed for the hospital are enhanced and are clearly seen as a key element driving the redevelopment of the Heart of Park Royal. The proposed bus lane along Acton Lane should be implemented if possible and a new pedestrian crossing should be provided at Abbey Road, by the hospital.

Some residential accommodation in the Heart of Park Royal could help to create a sense of place and could house key workers from the Central Middlesex Hospital. Commercial elements should

serve their needs. The proposed intensity and scale of the uses should be sufficient to support businesses and residents in the centre of Park Royal without competing with Harlesden (District Centre) or other centres in the sub-region.

Tall buildings are supported around a new central landscaped square. This would function as a focal point, creating an identity and point of orientation.

Proposed developments should have a fine urban grain, restore streetscape and generate activities on street level.

Improvements to the road system, particularly at the junctions, should ease the passage of traffic serving the estate and facilitate safe pedestrian and cycle movement. This will be further enhanced by high quality signage and lighting. Fastbus should be phased to match the delivery and scale of proposed development.

Using the existing road alignment would deliver a public square but would not necessarily solve the road congestion at the main junction. On the other hand, realigning the roads could split that square making it more challenging to create a viable public space, although this could be achieved through well-considered design.

Figure 59 - Land use and planning designations in and around the Eastern Gateway

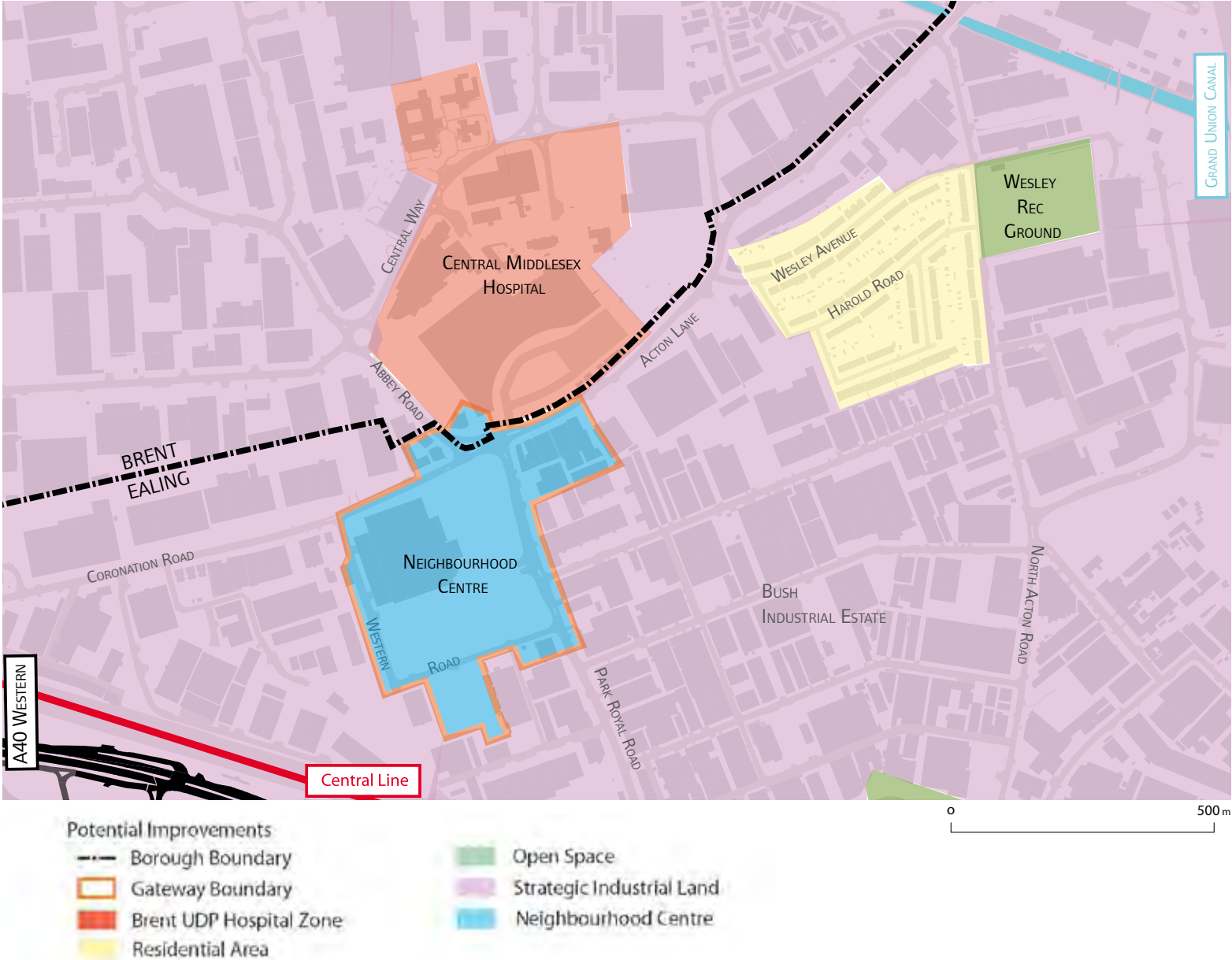
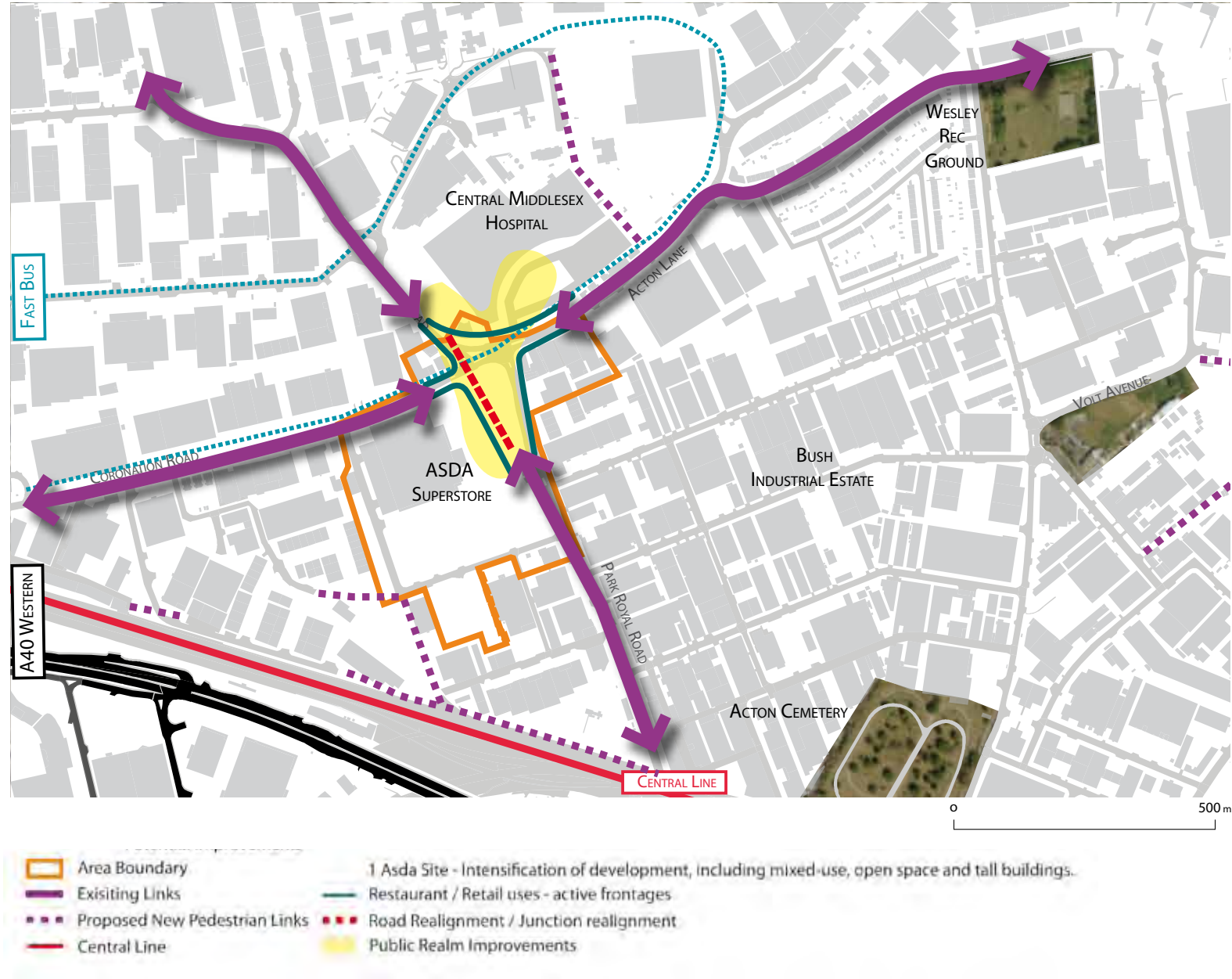


Figure 60 - Proposed improvements and development in the Neighbourhood centre





Implementation Strategies

11.1 Consultation

11.2 Complementary strategies

11.1 Consultation

This draft Park Royal Opportunity Area Planning Framework has been prepared in partnership with Brent, Ealing, Hammersmith & Fulham Councils, the GLA, LDA, TfL and PRP.

The final version of the Park Royal Opportunity Area Planning Framework will be published and adopted by the Mayor of London in early 2011, following a 12 week formal consultation period, during which time it will be reported to the relevant borough committees and cabinet cycles. Following the Mayor's final approval, the Planning Framework will be referred to the four councils for their endorsement as an updated statement of strategic plans, policies and programs.

The four councils are likely to refer to and incorporate relevant aspects from the Park Royal Opportunity Area Planning Framework in their Local Development Frameworks. The most recent timetable for the preparation of Local Development Frameworks is indicated below.

The Park Royal OAPF will be reviewed every five years throughout the plan period in the context of ongoing changes to the planning system. Monitoring of the Park Royal Planning Framework may highlight the need for more detailed key projects to be prepared by the Boroughs for all or part of the area.

	Brent	Ealing	Hammersmith and Fulham	Royal Borough Kensington & Chelsea
LDF Core Strategy Issues and Options Preferred Options Submission	Submission of Core Strategy and Site Specific Allocations completed December 2009	Consultation completed by 19 October 2007	Options consultation completed July 2009	Core Strategy fully adopted in 2010
Final adoption	Summer 2010	Winter 2011	Winter 2011	December 2010

11.2 Complementary strategies

Continuing to work in partnership is essential to achieve the vision set out in this document. The Park Royal OAPF Steering Group will establish a forum that will meet regularly to consider and progress major projects. Stakeholders should collaborate across a number of key actions focusing upon:

- Allocating land use through development control;
- Delivering improvements to public transport, civic and leisure amenities and the public realm to accelerate and retain enterprises and investment;
- Coordinating funding programs; and
- Undertaking key projects to deliver and implement the objectives for Park Royal.

The following table indicates the complementary strategies that derive from the Opportunity Area Planning Framework in which stakeholders should co-operate, subject to formal approval by the organisations concerned.

Figure 61: Complementary strategies that support the Park Royal Opportunity Area Planning Framework

Number	Participants	Key actions
1	Brent, Ealing, Hammersmith & Fulham Council, London Development Agency Greater London Authority	Safeguard Strategic Employment Locations and Locally Significant Industrial sites through development control and development plans at the local and strategic level
2	Brent / Ealing / Transport for London	Implementation of Fastbus
3	Boroughs / Park Royal Partnership / GLA	Strategy for planning contributions
4	Ealing / PRP/ GLA	Master planning for the Southern Gateway
5	Brent / Ealing / GLA	West London Joint Waste Development Plan Document
6	Ealing / TfL	Enhancement to North Acton Station
7	GLA / TfL / Ealing	Exploring the possibility for an interchange station on North London Line at North Acton
8	Brent / H&F / TfL / GLA	Enhancement to Willesden Junction Station
9	Design for London / LDA / TfL / 3 Boroughs / PRP / GLA	Public Realm Framework
10	LDA / TfL / PRP	Consolidation Centre and Major Freight project
11	Ealing / PRP / LDA	Renewable Fuels Plant
12	City Growth / PRP / LDA	Media Village
13	City Growth / PRP / LDA	Food and Drink Innovation Centre
14	Brent/PRP/GLA	Alperton Growth Area SPD
15	H&F / GLA	Old Oak Common HS2 regeneration strategy

Appendices

Appendix one: Bibliography

Appendix two: Credits

Appendix one:

Bibliography

ARUP Economics + Planning

The Western Wedge, SDS Technical Report Fourteen, 2002

City Growth/ Park Royal Partnership

Western Arc, 2006

Environment Agency

Bringing Your Rivers Back To Life. A Strategy For Restoring Rivers in North London, 2006.

King Sturge LLP

Demand for Incubator Space in Park Royal, 2006

Llewellyn Davies

Park Royal Partnership's 'Regeneration Strategy', 2001

Land Use Consultants

Recycling and Recovery Facilities: Sites Investigation in London, 2005

London Development Agency

Park Royal Employment Land and Premises Study (Halcrow), 2006

London Borough of Brent

Adopted Unitary Development Plan, 2004 and the Adopted Core Strategy, 2010

Royal Borough of Kensington and Chelsea

Adopted Core Strategy 2010

London Borough of Ealing

Adopted Unitary Development Plan, 2004 and emerging Core Strategy

L.B. Hammersmith and Fulham,

Adopted Unitary Development Plan, as amended 2007 and emerging Core Strategy

London Borough of H&F,

Old Oak Common HS2 regeneration case

London Development Agency

Healthy and Sustainable Food for London: The Mayor's Food Strategy, 2006

London Development Agency

Mayor's Economic Development Strategy, 2002

Mayor of London

Best Practice Guide: Making Better use of Supermarket Sites, 2003

Mayor of London

The London Plan (consolidated with alterations), 2004

Mayor of London

Draft replacement London Plan (2009)

Mayor of London

The Mayor's Air Quality Strategy: Cleaning London's air, 2002

Mayor of London

The Mayor's Energy Strategy: Green light to clean power, 2004

Mayor of London

The Mayor's Municipal Waste Management Strategy: Rethinking Rubbish in London, 2003

Mayor of London

Sub-regional Development Framework West London, 2006

Mayor of London

Industrial Capacity, Draft Supplementary Planning Guidance, 2003

Mayor of London

Planning for Equality and Diversity in London, draft Supplementary Planning Guidance, 2006

Mayor of London

Guide to preparing Open Space Strategy, 2004

Mayor of London

Sustainable Design and Construction, Supplementary Planning Guidance, 2006

Mayor of London

Land for Transport Functions, Supplementary Planning Guidance, 2007

Mayor of London

Planning for a Better London

Department of Communities and Local Government.

Circular 05/2005, Planning Obligations, 2005

Park Royal & 5th Studio

Park Royal Public Realm Strategy, 2008

Park Royal Partnership

10 Year Strategy for Park Royal 2002 Onwards, 2002

Park Royal Partnership

Regeneration Strategy For Park Royal, Consultation Summary, 2001

Park Royal Partnership and Transport for London

Park Royal Delivery Route Map, 2005

Rosecliffe for West London Alliance

Managing the Release of Employment Land in West London for Non-employment Uses, 2006

Transport for London

London Freight Plan, 2007

Transport for London

Improving walkability. Good practice guidance on improving pedestrian conditions as part of development opportunities, 2005

Transport for London

Transport 2025: Transport vision for a growing world city, 2006

Transport for London

West London Canal Network Study, 2005

West London Partnership

West London Economic Development Strategy, 2004

Mayor of London

Draft Regional Park Strategy 2006

Appendix two:

Credits

Brent Council

Alex Hearn
Dave Carroll

Ealing Council

Richard Johns
Nilam popit

Hammersmith & Fulham Council

Diana Coppin

Royal Borough of Kensington and Chelsea

Penelope Tolitt

Park Royal Partnership

Jackie Sadek
Jonathan Rosenberg
Sandra Eyre
Simon Brooke
Sharon Davies

London Development Agency

Andrew Cribb
Barbara Rambousek
Lucinda Mould
Helen Wood

Transport for London

Harriet Shelton
Gareth Fairweather
Claire McIntyre

Greater London Authority

Colin Wilson
Michael Mulhern
Paul Ricketts
Sheldon Ven
Matt Christie

Design for London

Paul Campbell

Photography

Brent Council

Environment Agency

Greater London Authority

London Development Agency

Transport for London

Park Royal Partnership

Design for London

Graphic Design and Cartography

in association with the Greater London Authority



Urban Graphics

www.urban-graphics.co.uk

Mayor of London

Greater London Authority
City Hall
The Queen's Walk
More London
London SE1 2AA