

**Unitary Development Plan 2004
Supplementary Planning Guidance
Development Sites**

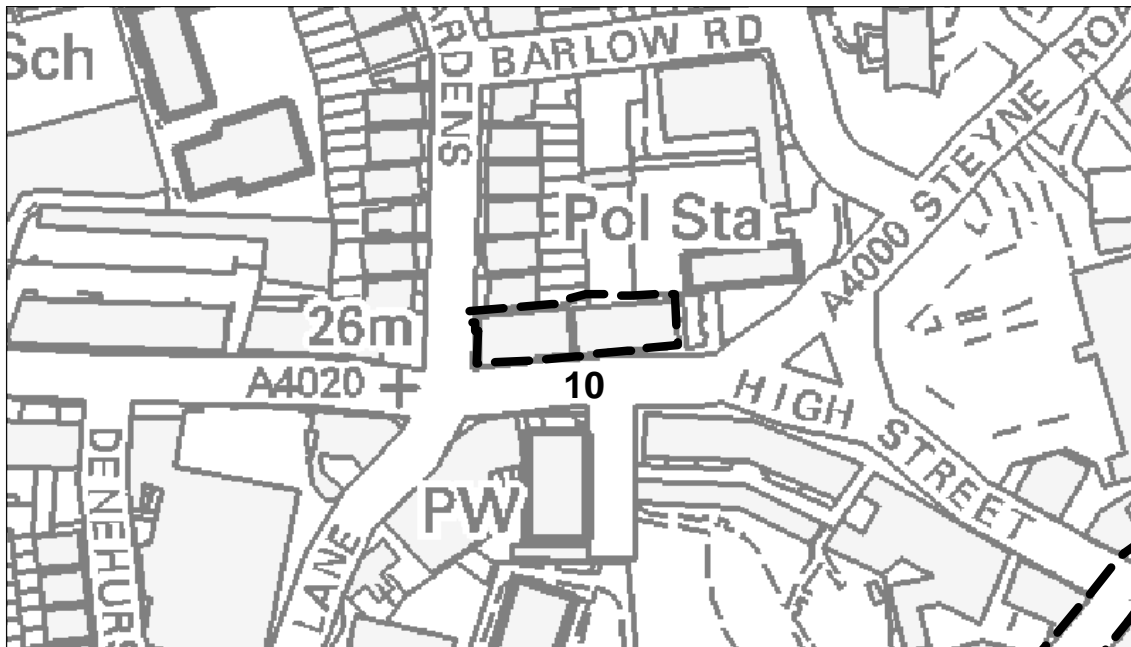
This document should be read with the Planning and Transport Statement for the Acton area.

Site	10
Address	264 - 278 High Street, Acton, W3
Area	Acton
Site Area	0.12 ha (0.30 acres - 1,200 m ²)

SUMMARY

Development Aims	Quality TC development; nodal development; vitality and viability of TC
Land Uses	Housing, shops and employment
Overall Capacity using the UDP standard 2.5:1 plot ratio and 75% site coverage	3,000 m ² (no additional over existing)
Key Design Principles	Active street frontage; perimeter block form, landmark opportunity on gateway site
Key Transport Issues	Parking restrictions; rear servicing issues

SITE PLAN



For more information contact the Planning Policy Team on 020 8825 5428

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity	
Existing Estimate (m ²):	2,400
Potential floor space (m ²):	3,000 (2.5:1 plot ratio and 75% site coverage)

Housing	
Existing Estimate (m ²):	300
Potential floor space (m ²):	1,000
Potential Number of Units:	15 (mixed)

Retail/Leisure	
Existing Estimate (m ²):	1,800
Potential floor space (m ²):	1,000
Potential Jobs:**	20

Employment	
Existing Estimate (m ²):	-
Potential floor space (m ²):	1,000
Potential Jobs:**	40

Community Facilities	
Type:	-
Existing Floor space (m ²):	-
Potential floor space (m ²):	-

Public Open Space	
Type:	-
Deficiency Area	Moderate local park deficiency.
Potential OS:	Improved pedestrian environment

Key Transport Infrastructure Considerations (See General Planning Information)			
Bus Routes:	Yes	Rail / Tube:	-
Roads / Juncs:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	-	Green Travel Plan:	-
Servicing:	Yes	Car Parking:	Yes
Comments: Residential development may be subject to 'low car housing' policy			

Site Adjustment	None
Potential Units / Jobs:	
Justification:	

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices

SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description

- Prominent site in the heart of Acton town centre
- Intersection of Gunnersbury Lane and High Street
- Refurbishment in progress
- Includes public house
- Corner with Chatworth Gardens - quiet residential street

Town planning Land use/Context

- Within Acton TC Envelope
- District Centre designation
- Archaeological Area of interest
- Conservation Area
- Façade value buildings
- Locally Listed Buildings
- Regeneration Area
- Uses -
 - A1, A2, A3 - (Shops, public house)
 - C3 - (Residential)

Current site activity

- Active shops and pub with residential over

Current planning/development control status

- Installation of shop front to restaurant, alterations to front elevation, erection of rear and side extensions to create four self contained residential units. Decision: Conditional - P/1997/1632

Relevant Policy Considerations

- Acton Town Centre Strategy
- Community & Local Neighbourhood Renewal Strategy
- Acton Strategy
- East Acton Action Plan

Current transport issues

- Within 15 minutes walking distance of Acton Central Station
- On Strategic Route - A4020 - High Street (Uxbridge Road)
- Within 100m of 2 bus stops serving 2 bus routes - Shepherds Bush and Ealing Common
- On designated cycle route
- Controlled parking zone
- Speed restrictions along the High Street
- PTAL 4

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Existing active uses
- Current surrounding uses - police station adjoining
- Buildings with façade value - locally listed
- Overlooking residential properties at rear
- Archaeological interest area
- Conservation area
- Servicing considerations
- Busy intersection at Gunnersbury Lane and High Street
- Current refurbishment underway on mixed use residential and shops 270-276 High Street
- Consider refurbishment for remaining
- Corner site - 278 High Street - not included

Opportunities

- Key site at intersection
- Precedent set for 3 storey development
- Access from all surrounding roads - on High Street
- Active ground floor use encouraged
- Opportunity to promote mixed use
- Improve pedestrian environment

DEVELOPMENT PRINCIPLES

Preferred Land Uses/Mix

- Shops, housing and/or employment
- Active retail along High Street

Urban Form

Site/ block layout

- Maintain perimeter block
- Opportunity for 3 storey but possibly going to 4
- Landmark development option

Character

- Town centre densities with active lower ground floors off pavement
- Take cue from local character but could change to create nodal development

Access/Transport

- Parking restraint - Zone 1 parking - maximum parking requirement is lower
- Easy walking distance of Acton Central station (15 minutes)
- Well served by bus services running along the High Street

Public Open Space

- Community open space 5 minutes

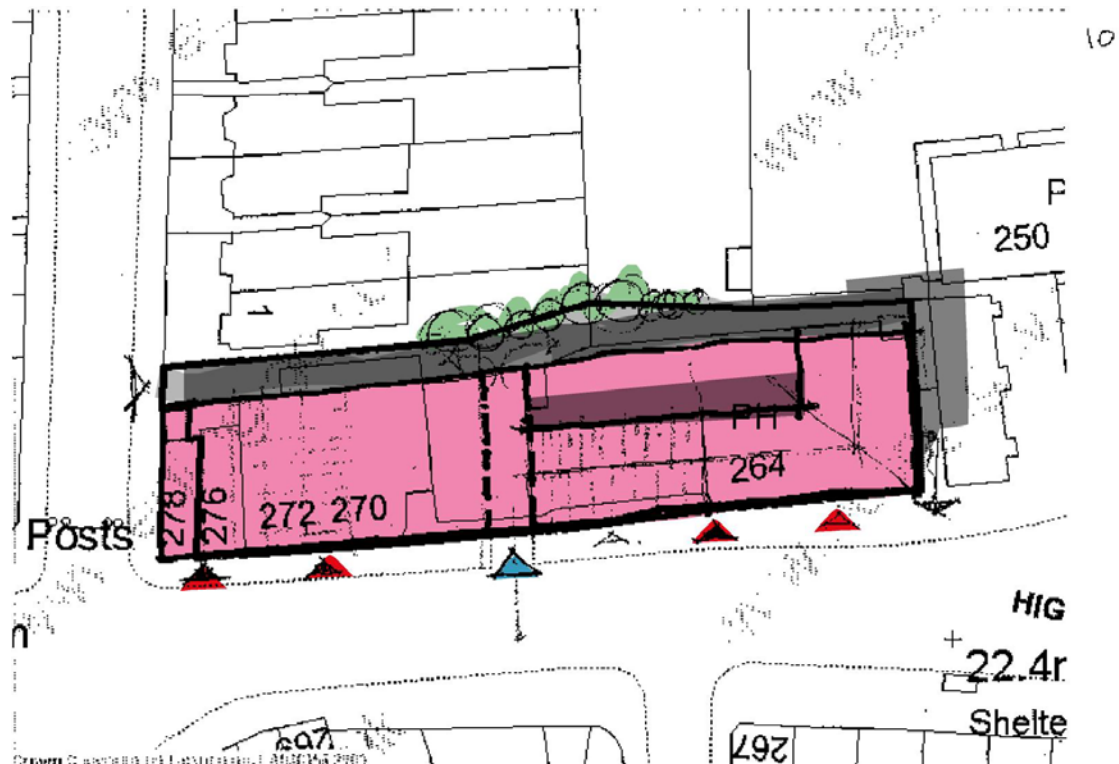
Land Use development and Management Issues

- Multiple ownership
- TC Management Contributor

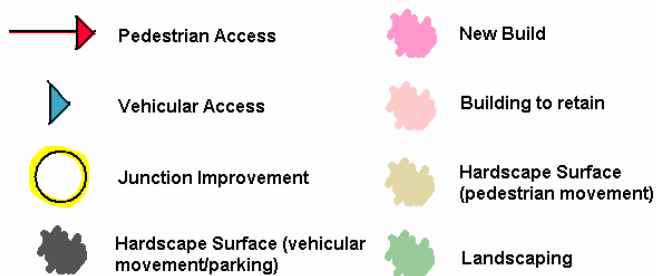
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles

- Perimeter block development
- Maintain building line for all storeys along High Street
- Raise east corner by one or two floors to accentuate landmark location
- Rear vehicular access off High Street
- Pedestrian access off High Street
- Ensure active ground floor uses



Key:

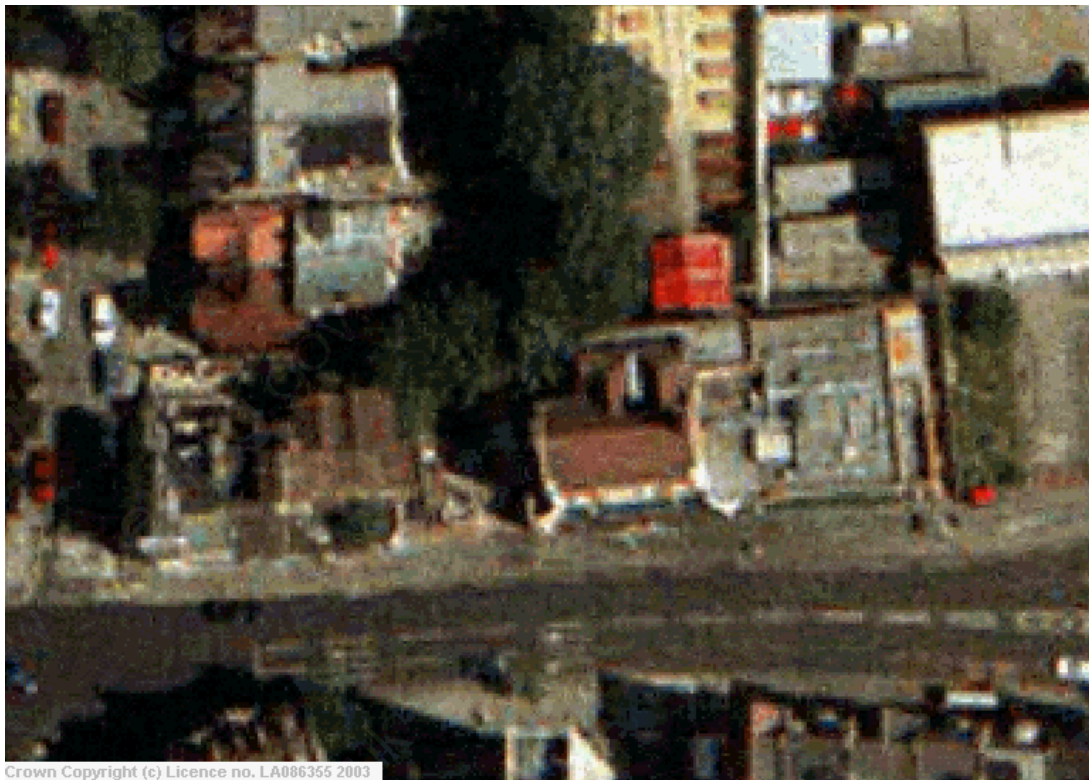


* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.

SITE PHOTO



AERIAL PHOTO



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