

**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	11
Address	Beechworth House, 40-48 High Street, Acton, W3
Area	Acton
Site Area	0.12 ha (0.30 acres - 1,000 m ²)

SUMMARY

Development Aims	Quality TC mixed use development; vitality and viability of TC
Land Uses	Housing, retail, leisure, possible hotel
Overall Capacity	using 3:1 plot ratio and 75% site coverage 3,000 m ² (800 m ² additional over existing)
Key Design Principles	Address high street; perimeter block form, quality public realm
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 (m²): 2,200 (500 parking garage)
 Potential floor space (m²): 3,000 (3:1 plot ratio and 75% site coverage)

Housing

Existing Estimate (m²): 1,000
 Potential floor space (m²): 1,000 Potential Number of Units: 10

Retail/Leisure

Existing Estimate (m²): 700
 Potential floor space (m²): 2,000 Potential Jobs:** 37

Employment

Existing Estimate (m²): -
 Potential floor space (m²): - Potential Jobs:** -

Community Facilities

Type: -
 Existing Floor space (m²): -
 Potential floor space (m²): -

Public Open Space

Type: -
 Deficiency Area District Park deficiency
 Potential OS: -

Key Transport Infrastructure Considerations (See General Planning Information)

Bus Routes:	Yes	Rail / Tube:	-
Roads / Juncs:	-	Traffic Management:	-
Cycle Routes:	Yes	Pedestrian Routes:	-
City Car Club:	Yes	Green Travel Plan:	-
Servicing:	Yes	Car Parking:	Yes
Comments:			

Site Adjustment

Potential Units / Jobs:
 Justification: could be mix of residential and offices rather than hotel.

* 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 Acton town centre
- End block road and High Street
- Fronting High Street
- 'Internal' road direct off High Street - Mount Place
- 2 floors offices over parking over shops (mixed use)
- Accessed off Alfred Road
- Next door to Windmill Pub
- Building in poor condition

Town planning Land use/Context

- Within Acton TC Envelope
- District Centre designation
- Archaeological Area of interest
- Conservation Area
- Adjacent to Locally Listed Buildings
- Regeneration Area
- Uses -
 - A1, A2, A3 - (Shops, restaurants)
 - B2 - (Business)
 - C3 - (Residential)
 - Parking

Current site activity

- Active shops and residential

Current planning/development control status

- No recent relevant planning history

Relevant Policy Considerations

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

Current access issues

- Within 5 mins from Acton Central Station
- On strategic route - A4020
- Easy access to Western Avenue via A4000
- Within 50m of 2 bus stops serving 2 bus routes - Shepherds Bush and Ealing Common
- On designated cycle route
- Controlled parking zone
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Existing active uses
- Current adjoining uses - offices and public house
- Archaeological interest area
- Conservation area
- Servicing access off Alfred Road

Opportunities

- Precedent set by adjoining 4 storey developments
- Precedent set by current mixed use - parking, flats and shops
- Prominent site fronting the High Street
- Active ground floor use encouraged
- Rear access possible
- Opportunity to promote mixed use
- Improve pedestrian environment
- Affordable housing provision

DEVELOPMENT PRINCIPLES

Preferred Land Uses/Mix

- Mixed use housing retail and leisure
- Opportunity for hotel with retail/leisure
- Affordable housing

Urban Form

Site/block layout

- Maintain perimeter block
- Opportunity for 4 storey onto High Street
- Opportunity for 3:1 FAR if hotel development

Character

- Town centre densities with active lower ground floors off pavement
- Take cue from local character – especially that opposite at old town hall and library

Access/Transport

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

Public Open Space

- Acton Park within 5 minutes

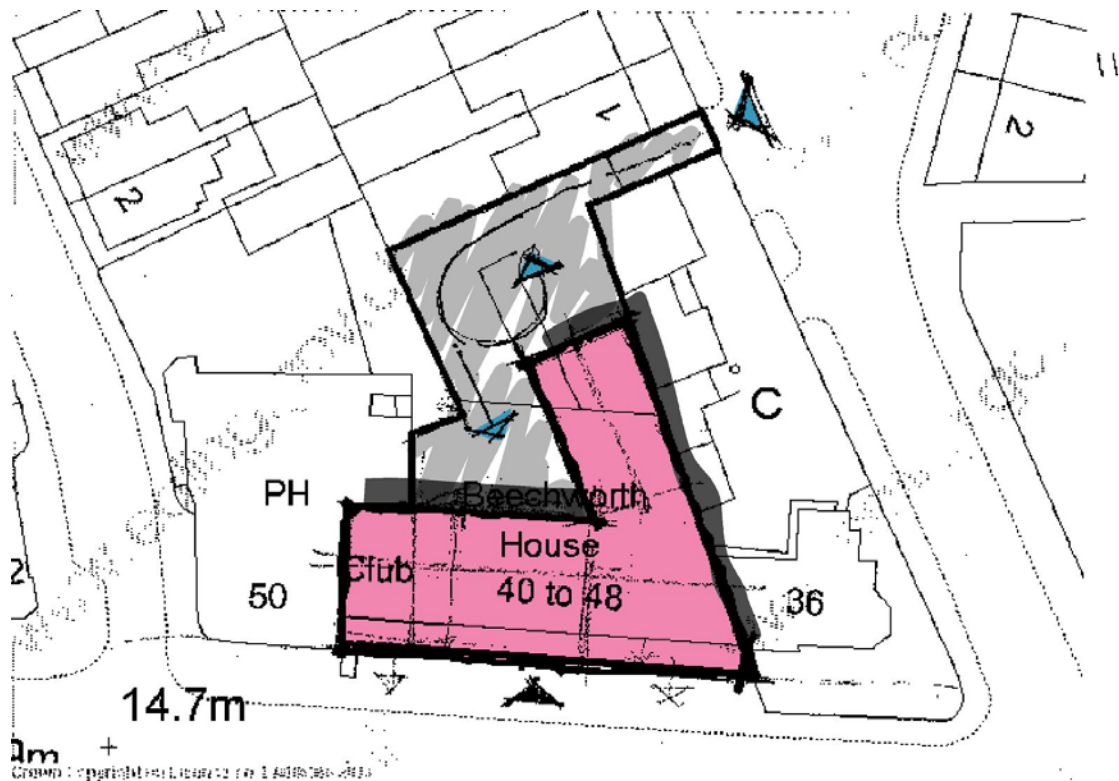
Land Use development and Management Issues

- TC Management Contributor

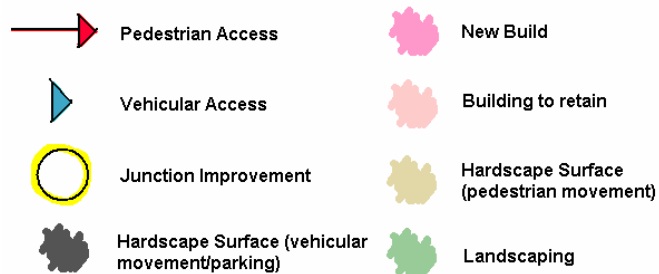
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles

- Maintain strong frontage onto High Street
- Bring building line forward
- Maintain pedestrian access off High Street
- Active ground floor uses
- Servicing from rear



Key:

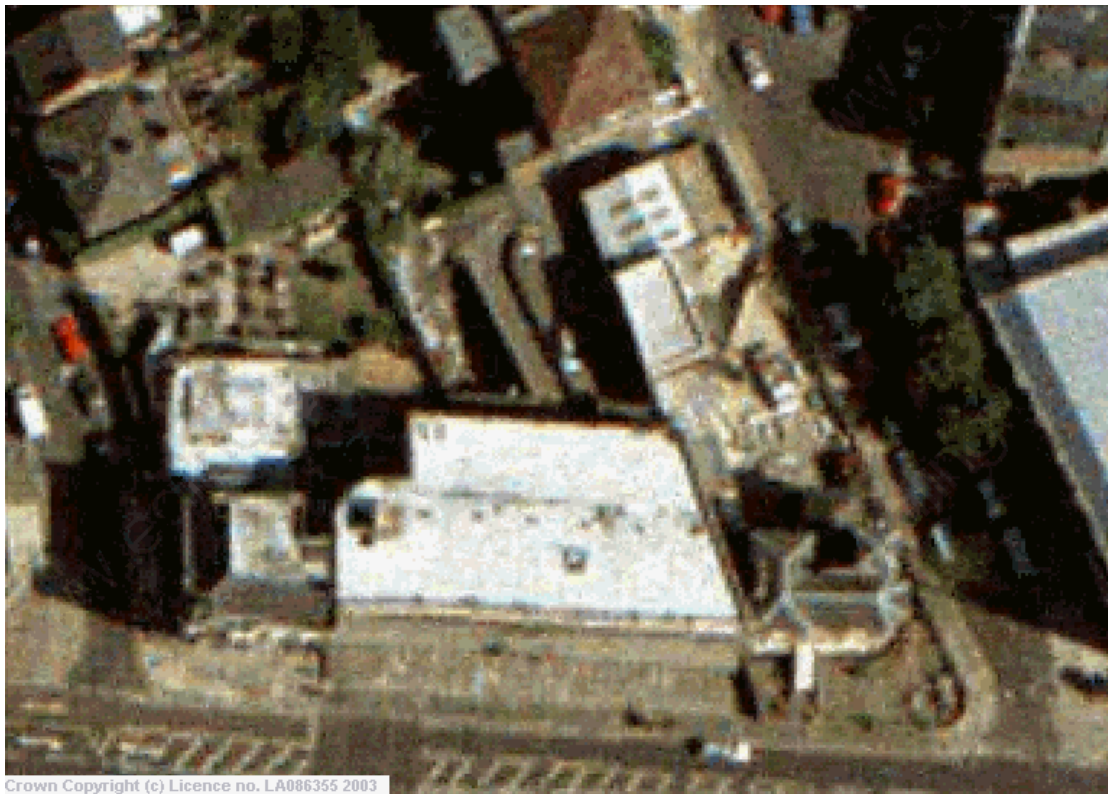


* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.

SITE PHOTO



AERIAL PHOTO



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