

**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	18
Address	Ex Leamington Park, Park Royal, W3
Area	Acton
Site Area	0.57 ha (1.4 acres - 5,700 m ²)

SUMMARY

Development Aims	High quality Southern Gateway development
Land Uses	Primarily Business use (B1/B2 and/or B8 use class) with potential for a small amount of residential
Overall Capacity	using the UDP standard 2.5:1 PR and 75% coverage 14,250 m ² (vacant site)
Key Design Principles	Gateway into Park Royal, protect existing residential accommodation
Key Transport Issues	Parking restraint; mitigate adverse traffic effects; access and servicing from Jenner Avenue

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity	
Existing Estimate (m ²):	0
Potential floor space (m ²):	14,250 (2:1 plot ratio and 75% site coverage)

Housing	
Existing Estimate (m ²):	0
Potential floor space (m ²):	2,250 Potential Number of Units: 20

Retail/Leisure	
Existing Estimate (m ²):	0
Potential floor space (m ²):	- Potential Jobs:** -

Employment	
Existing Estimate (m ²):	0
Potential floor space (m ²):	12,000 Potential Jobs:** 315

Community Facilities	
Type:	0
Existing Floor space (m ²):	-
Potential floor space (m ²):	-

Public Open Space	
Type:	-
Deficiency Area	Yes
Potential OS:	Potential to contribute to OS provision within the surrounding area

Key Transport Infrastructure Considerations (See General Planning Information)			
Bus Routes:	Yes	Rail / Tube:	Yes
Roads / Juncs:	-	Traffic Management:	Yes
Cycle Routes:	-	Pedestrian Routes:	-
City Car Club:	-	Green Travel Plan:	Yes
Servicing:	Yes	Car Parking:	Yes
Comments: Servicing and access on site off Jenner Avenue; potential for car parking restraint on site as in high public transport accessible area; subject to adverse impact by road traffic; potential to improve pedestrian environment.			

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

- Vacant site adjoining a modern residential development to the east and the main line railway to the south east. It is on the fringe of the Southern Gateway entrance site to the Park Royal Regeneration Area.

Town planning land use/Context

- Special Opportunity Site
- Community Regeneration Area
- Green Corridor
- Adjacent to Residential Area
- In area of District Park Deficiency after implementation of proposals
- In area of Severe Local Park Deficiency
- Within an area more than 1.2km from a sports hall and within an area more than 1.5km from a swimming pool

Current site activity

- Vacant site, formerly hospital land

Current planning/development control status

- Planning permission was granted in respect of this site in February 1990 for the erection of three 3-storey buildings for business purposes (Class B1) with parking provision (Ref. No. 20502/8). This permission expired in 1995

Relevant Policy Considerations

- Draft Urban Design Framework produced for the Southern Gateway Area

Current transport issues

- On Strategic Route - Western Avenue - A40, also on Main Distributor Routes - Wales Farm Road - A4000
- Sole means of access is from Jenner Avenue north-east corner
- Within Parking Standards: Zone 1
- On proposed designated cycle route
- Within 5 min walking distance of North Acton Station
- Within 100m of several bus stops serving 4 bus routes

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Adjacent to the 'Southern Gateway'
- Accessible site in an employment generation area
- Adverse effects of high traffic flows and operation of rail line - noise, air pollution, vibration
- Adjoins sensitive residential uses
- Access from Jenner Avenue only
- Provide a continuous frontage along Western Avenue/Wales Farm Road
- Subject to the Highways Agency A40 Improvement Scheme (land required for a pedestrian footbridge ramp)
- Junction improvements
- An Environmental Statement and Traffic Impact Statement required
- Noise and air quality management issues need to be considered
- Masterplan required

Opportunities

- Potential to match high quality prestige development at the Southern Gateway
- Opportunity to shield sensitive residential uses from traffic noise on Western Avenue
- Improve architectural quality and pedestrian environment
- Gateway site to Ealing

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

- A Mixed use scheme incorporating high quality employment uses with a small element of residential

Urban Form

Site/block layout

- Development should provide a continuous frontage to Western Avenue / Wales Farm Road this provides an active frontage to the street and shields adjoining residential development from traffic noise
- Bulk, mass and height should take account of overshadowing adjoining residential

Character

- High quality office development in quality landscaped environment

Access/Transport

- Improved links to public transport
- Parking restraint
- Improved pedestrian environment
- Vehicle access and servicing off Jenner Avenue

Land Use development and Management Issues

- Robust building design required to ensure potential for ground floor units to accommodate local retail in the future

SITE PHOTO



AERIAL PHOTO

