

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

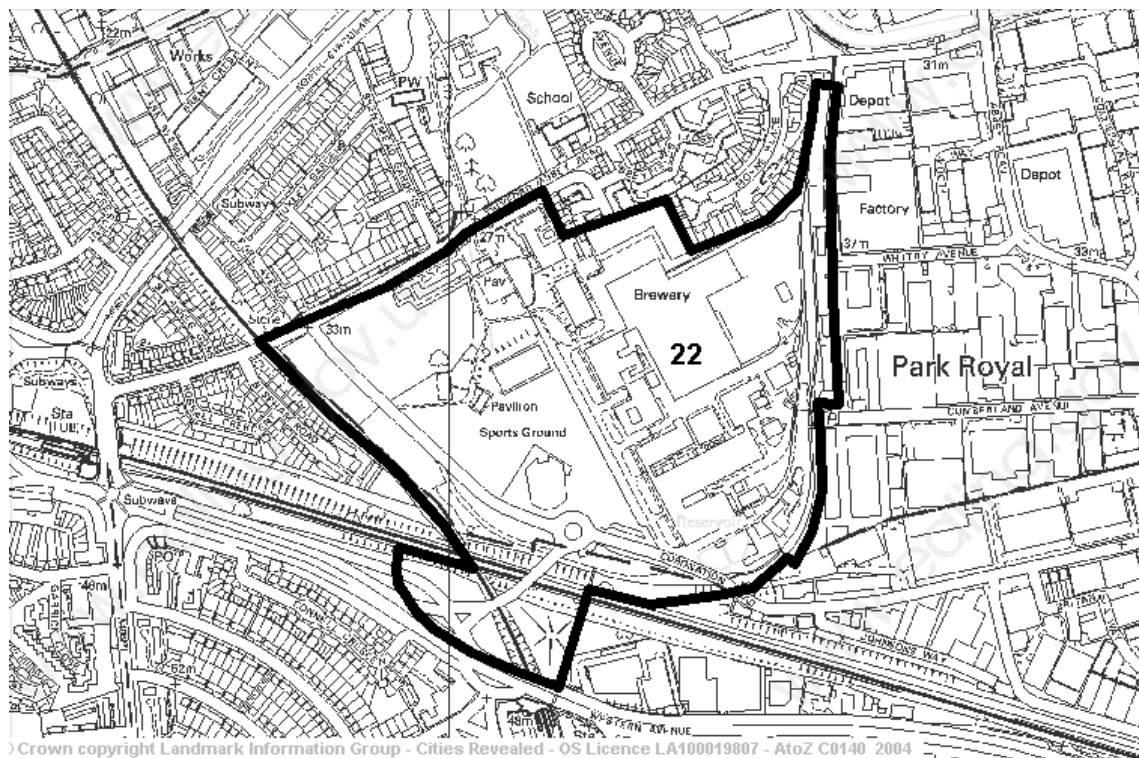
This document should be read with the Planning and Transport Statement for the Acton area.

Site	22
Address	Western Gateway, Park Royal, NW10
Area	Acton
Site Area	-

SUMMARY

New transport and road plans to be inserted to indicate the permission and on site development of Western Gateway (Diagio development). Scheme involves new offices, hotels, leisure, new tube interchange, new public open spaces and new road access.

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

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

Housing	
Existing Estimate (m ²):	-
Potential floor space (m ²):	- Potential Number of Units: -

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

Employment	
Existing Estimate (m ²):	TBC
Potential floor space (m ²):	TBC Potential Jobs:** TBC

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

Public Open Space	
Type:	-
Deficiency Area	Yes
Potential OS:	Potential for contributions to the provision of a local park in the vicinity

Key Transport Infrastructure Considerations (See General Planning Information)			
Bus Routes:	-	Rail / Tube:	-
Roads / Juncs:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	-	Green Travel Plan:	Yes
Servicing:	Yes	Car Parking:	Yes
Comments: Restricted car parking; high public transport accessibility; servicing and access rationalisation; potential improvements to cycle routes and 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

- A number of medium floor plate commercial buildings with access onto Western Avenue

Town planning land use/Context

- Proposed Station
- Green Corridor
- Major Employment Location
- Community Regeneration Area
- In area of Severe Local Park Deficiency
- Site is located opposite a Designated Shopping Frontage
- 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

- Active commercial uses

Current planning/development control status

- Use of first floor office (Class B1) as a place of worship (Class D1) on Wednesday evenings after 7pm and Sundays between 9am and 1pm. Decision: Conditional (1998)
- Partial demolition of existing building and construction of new car showroom extension with alterations to existing workshop area. Decision: Conditional (1999)
- Erection of five-storey, sixty-four bedroom Travelodge with parking (614 Western Avenue). Decision Legal Agreement (1998)

Relevant Policy Considerations

- Acton Town Centre Strategy
- Acton Strategy
- East Acton Action Plan

Current transport issues

- Adjacent to proposed new station site
- Within 5 min walking distance of Park Royal Station and 10 min walking distance of Hanger Lane Station
- On Strategic Route - Western Avenue - A40
- On existing designated cycle route
- Within Parking Standards: Zone 1
- Within 100m of several bus stops serving 2 bus routes

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Located on Strategic Route
- Access constraints and servicing

Opportunities

- Opportunity to rationalise access and servicing to new plots and development

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

- Employment generating uses including B1, B2 and B8 (subject to determination of likely impact on traffic flow on Western Avenue)

Urban Form

Site/block layout

- Individual commercial premises with shared access arrangements
- Potential for landscaping along front boundary to soften impact of traffic

Character

- Mid size employment generating uses occupying good quality commercial premises

Access/Transport

- Rationalise access and servicing to new plots and development
- Restricted parking as the site has good public transport accessibility

Public Open Space/Public Environment

- Potential for contributions to the provision of a local park in the vicinity

Land Use development and Management Issues

- Estate management potential

SITE PHOTO



AERIAL PHOTO

