

# CUMBERLAND PARK FACTORY

## DRAFT CONSERVATION AREA APPRAISAL

FEBRUARY 2016



**MAYOR OF LONDON**

## INFORMATION

### Version

Draft Conservation Area Appraisal for consultation

### Published by

Old Oak & Park Royal Development Corporation  
City Hall  
The Queens Walk  
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<b>1.0</b>	<b>INTRODUCTION</b>
<b>2.0</b>	<b>SUMMARY OF SPECIAL INTEREST</b>
<b>3.0</b>	<b>THE PROPOSED AREA</b>
<b>4.0</b>	<b>BACKGROUND</b>
<b>5.0</b>	<b>CHARACTER APPRAISAL</b>
<b>6.0</b>	<b>CONTEXT AND SETTING</b>
<b>7.0</b>	<b>OPPORTUNITIES FOR IMPROVEMENTS</b>
<b>8.0</b>	<b>CONCLUSIONS AND RECOMMENDATIONS</b>
<b>9.0</b>	<b>NEXT STEPS</b>
<b>10.0</b>	<b>REFERENCES</b>

# 1 INTRODUCTION

## CONSULTATION INFORMATION

### What type of consultation is taking place?

This draft Conservation Area Appraisal Report has been developed to support the designation of the Cumberland Park Factory Conservation Area.

Consultation events will be taking place on Tuesday 23rd February, 6pm – 8pm at Cumberland House, Scrubs Lane

### When is the consultation taking place?

Consultation will be taking place at the same time of the OPDC Local Plan between 4 February to 31 March.

### How can you respond?

Via email to:

[info@opdc.london.gov.uk](mailto:info@opdc.london.gov.uk)

Via post to:

Cumberland Park Factory Conservation  
Area designation consultation  
Old Oak and Park Royal Development Corporation  
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### Where can you see this document?

Paper copies are available upon request by contacting either of the addresses above. Paper copies will also be made available to view at City Hall during normal office hours and the following local civic centres and libraries:

- Acton Town Hall Library
- Brent Civic Centre
- Ealing Council Offices
- Hammersmith Town Hall
- Harlesden Library
- Old Oak Community Centre
- Shepherd's Bush Library

### What happens next?

Following the end of this consultation the Old Oak and Park Royal Development Corporation (OPDC) Planning Committee and Board will be advised of all comments received. OPDC will consider all consultation responses received and following this, will decide whether or not to proceed with the designation of the Conservation Area and/or if there is a need to amend the proposal. Any decision to designate the Conservation Area would be made by OPDC Board.



## **What is the role of a Conservation Area?**

1.1. The Planning (Listed Buildings and Conservation Areas) Act 1990 and national Planning Practice Guidance defines a Conservation Area as:

“an area which has been designated because of its special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.”

1.2. This proposed Conservation Area designation will assist OPDC in managing development whilst preserving and/or enhancing the character or appearance of the area. Specifically it provides OPDC additional tools in managing property alterations, alterations to trees and demolition of buildings.

1.3. A Conservation Area is a heritage asset in its own right. It ensures that the Area, as a whole, is of special interest as well as its individual features. Elements that make up a Conservation Area's character and appearance can relate to its physical (including the natural and built environment), social and economic components including the existing land uses. Where components detract from the Area's character or appearance these represent opportunities for improvements.

1.4. In determining development proposals within Conservation Areas, OPDC is required to pay special attention to the desirability of preserving and/or enhancing the character and appearance of a Conservation Area. It will also seek to protect and/or enhance the setting of individual elements of the Conservation Area as well as the setting of the Area as a whole.

## **What is the role of this draft Appraisal?**

1.5. This draft Appraisal has been produced by OPDC to inform the designation of the proposed Cumberland Park Factory Conservation Area. It sets out information justifying why the proposed area has sufficient 'historic interest' to warrant designation in accordance with paragraph 127 of the National Planning Policy Framework (NPPF).

1.6. It builds on Historic England's Old Oak Outline Historic Area Assessment and Addendum (located in the appendix) which identifies potential heritage assets considered to be of local significance. As part of this, it indicates the potential for a Conservation Area to be established along part of Scrubs Lane.

1.7. This draft Appraisal should be read alongside the London Borough of Hammersmith & Fulham's guidance and information for the adjacent St. Mary's Conservation Area. Available to view via this link.

1.8. Following consultation, should this proposed Conservation Area be designated by OPDC Board, management guidelines will be developed to accompany this Appraisal to inform development proposals. These may be adopted as a Supplementary Planning Document following the adoption of the OPDC Local Plan.

## **How was this draft Appraisal developed?**

1.9. This draft Appraisal has been developed by OPDC with input from Historic England. It has been produced in accordance with Historic England's guidance document: 'Understanding Place: Conservation Area Designation, Appraisal and Management (2011).

## **What are the benefits of a Conservation Area?**

1.10. OPDC considers that the designation of a Conservation Area will secure the benefits of:

- protecting and/or enhancing heritage assets to inform placemaking;
- assisting OPDC in managing development while preserving and/or enhancing the character and/or appearance of Scrubs Lane and wider Old Oak;
- retaining buildings of special historic interest along Scrubs Lane; and
- generating economic benefits through retention and re-use of heritage assets.

## 2 SUMMARY OF SPECIAL INTEREST

2.1 This section summarises the ‘special historic interest’ of the proposed Conservation Area as defined by Historic England’s Understanding Place: Conservation Area Designation, Appraisal and Management guidance document.

2.2 The former Cumberland Park Factory is a unique intact planned late-Victorian / Edwardian complex of warehousing and office/residential buildings set within a varied urban context. The original land uses, buildings and open space typologies reflect the rapid industrialisation of the area at the turn of the 20th Century and wider technological changes resulting from motorised transport. The buildings are still in employment use and carry the legacy of the early occupiers being home to a series of small and medium enterprises (SMEs).

2.3 The group of buildings have been left largely unaltered while the surrounding industrial areas in Old Oak have undergone successive transformations as the local and regional economies have evolved. These transformations have resulted in relatively few buildings remaining from this period of Old Oak’s industrial development making this collection a rare asset of local significance and provides an importance link to Old Oak’s industrial heritage.

2.4 The proposed area’s location on the key connector route of Scrubs Lane currently provides it with a prominent visual position that will continue to be strengthened with the regeneration of the wider area as new connections to Old Oak are created. The rhythm of the street frontages provided by the articulation of the massing, scale and materials provides a rich street vista which contributes to a distinctive sense of place and has the potential to inform wider placemaking in Old Oak.

2.5 It is the relationship between these diverse elements that creates the proposed Conservation Area’s unique historic interest that merits its designation.



Photos of Scrubs Lane



### 3 THE PROPOSED AREA

3.1 The proposed area includes the properties and associated open spaces comprising 69 to 91 Scrubs Lane. The pavements and immediate highway within the public realm fronting the properties have also been included given their proximity and impact on the properties.

3.2. In considering Historic England's identification of the potential for a Conservation Area to be established along part of Scrubs Lane in the Old Oak Outline Historic Area Assessment and Addendum (located in the appendix), OPDC considers that only the former Cumberland Park Factory is of local significance. This is due to its unique character, the positive contribution to defining a sense of place and the buildings' long-term continued employment role which reflects the area's economic heritage. While adjacent buildings from a similar time of construction contribute to the wider streetscape,

they are not considered to merit inclusion within the designation.



Aerial photo of Scrubs Lane



Figure 1: Proposed Cumberland Park Factory Conservation Area boundary

## 4 BACKGROUND

### Location

4.1 The proposed Conservation Area is located on the east of Scrubs Lane, a key connector route from White City to Harlesden, between Harrow Road in the north and the Grand Union Canal in the south. It is positioned on the eastern edge of the Old Oak Common Opportunity Area, as set out in the London Plan, and the Old Oak & Park Royal Development Corporation's area. It is immediately west of St. Mary's Conservation Area and just to the north of the Grand Union Canal Conservation Area.

un-coordinated succession of linear routes driven through an agrarian landscape. Scrubs Lane was previously known as Turvens Lane until the 18th century.

4.3 The construction of the Grand Union Canal in 1801 and the railway network from 1838 supported a variety of industries within this area, including manufacturing and chemical processing, which grew up alongside the transport network, sustained by railway sidings, canalside wharfs and improved road links.



Figure 2: Wider urban context

### History of the area

4.2 Much of Old Oak was heavily wooded in the Middle Ages with most of this woodland then cleared by the seventeenth century. The last oak trees on the commons were felled in the early nineteenth century reflecting the timing of development in the area. During the remainder of the nineteenth century, the wider area was dominated by an

4.4 To the west of Old Oak, the westward spread of London's development saw Kensal Green Cemetery opening in 1833, as one of the 'magnificent seven cemeteries', in response to the cholera epidemic of the late 1820s and poor conditions at the London graveyards. The neighbouring St Mary's Roman Catholic Cemetery was laid out in 1858 making use of the relatively undeveloped landscape.



4.5 The Royal Agricultural Society Show arrived in Park Royal in 1903 with an exhibition open for two years before the site was sold for development which saw the beginnings of the industrial Park Royal known today. Within Old Oak, industrial growth continued in the early twentieth century with development tending to occupy plots along new roads and their distributions reflecting the influences of municipal regulation and motorised transport.

4.6 The properties within the proposed Conservation Area represent this new development typology while continuing to make use of the proximity to the canal and railways.

4.7 South of the proposed Conservation Area along Scrubs Lane, the Mitre Bridge and Scrubs Lane Overbridge were both constructed in 1905, replacing previous structures. New railway stations also attracted speculative housing development, especially in the neighbouring districts of North

Kensington, Kensal Green and in the rising ground north of Harrow Road.

4.8 The properties comprising the proposed Conservation Area were built between 1894 and 1913 as the Cumberland Park Factory. The Cumberland Park Estate Ltd was incorporated in 1900 and dissolved before 1916. The Ordnance Survey Map published in 1915 (figure 2 below) shows a diverse range of industries housed within Cumberland Park Factory including a bedding works and neon sign works. Throughout the remainder of the 20th century, key changes to the built form of Scrubs Lane included the loss of terraced housing on the western side alongside history office and warehousing elsewhere to be replaced by modern equivalents from the 1970s.

4.9 The Cumberland Park Factory buildings have been subject to limited alterations since their original construction with their form and character remaining largely unchanged.

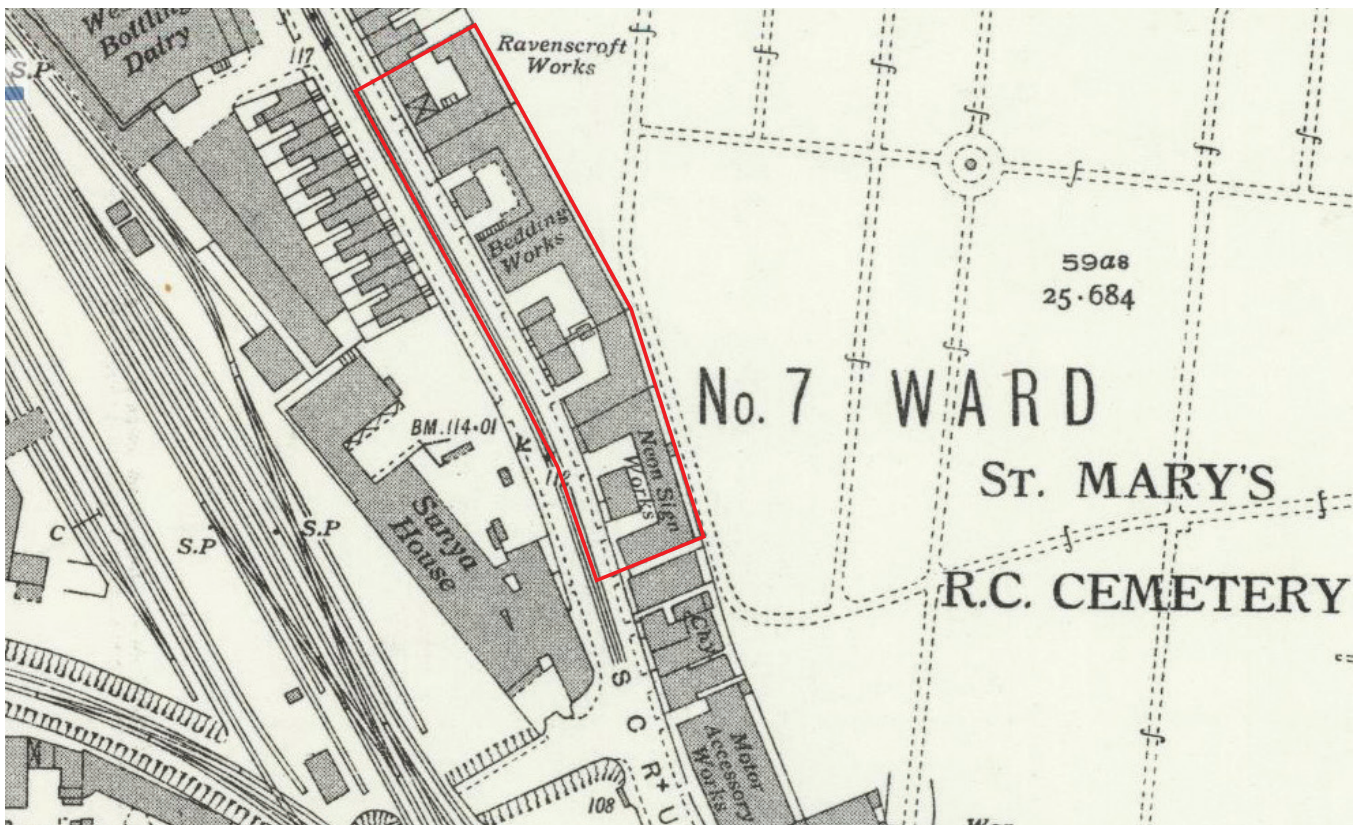


Figure 3: 1915 Ordnance Survey map extract of the Cumberland Park Factory

## Planning and regeneration context

4.10 The proposed Cumberland Park Factory Conservation Area is located on the eastern edge of the Old Oak and Park Royal Development Corporation's (OPDC) area within the Old Oak Common Opportunity Area which is identified in the Mayor's London Plan (2015). OPDC is the Local Plan Authority for this area and is tasked with driving the transformative regeneration of Old Oak and regeneration of Park Royal. A critical element of successfully delivering this regeneration will be embedding place-making within the wider area that is informed by the existing character and context. Heritage assets play an important role in defining this character.

4.11 At the time of publication of this draft Appraisal report, the following planning guidance documents are relevant:

- Mayor's London Plan (2015) – Old Oak Common Opportunity Area. The London Plan seeks to optimise development within Opportunity Areas and identifies that Old Oak Common delivers a minimum of 24,000 new homes and an indicative 55,000 new jobs. St. Mary's Cemetery directly adjacent to the east is designated by the London Plan as Metropolitan Open Space and a Nature Conservation Area of Metropolitan Importance.
- Mayor's Old Oak & Park Royal Opportunity Area Planning Framework (OAPF) (2015). The OAPF supplements the London Plan, providing further detail for the delivery of London Plan policies. Specifically it sets out principles for development and provides place-based guidance for the length of Scrubs Lane. Relevant elements of this guidance for Scrubs Lane are:
  - The wider area of Scrubs Lane has been identified as a location for early development;
  - Significant enhancements to the environment through high quality

development and public realm improvements are envisaged;

- Creation of a coherent built form of new development onto the street with development on the eastern side of the street responding sensitively to adjacent buildings and to St. Mary's Cemetery
- Along the eastern side of the street, development should sensitively respond to adjacent buildings (including the Former Cumberland Park Factory) and to St. Mary's Cemetery;
- Along the western side (behind the street front) there will be opportunities for increased massing and taller elements that respond to the scale of new development within the core development area.

- OPDC Local Plan (forthcoming). OPDC is currently developing the Local Plan for Old Oak and Park Royal. Once adopted, the Local Plan will form part of OPDC's Development Plan, alongside the London Plan and any Neighbourhood Plan.
- LBHF Local Plan Regulation 18 Draft (2015) and adopted Core Strategy (2011). These documents recognise the regeneration opportunities for the wider area.

4.12 As OPDC develops its Local Plan, the weight of the local borough's Local Plans will diminish as they are superseded by the growing material weight of the OPDC's Local Plan. The exception to this rule is the West London Waste Plan, which was adopted by OPDC Board in July 2015 as a Development Plan Document.



## Conservation & heritage context

4.13 There are a number of heritage assets near to the proposed Conservation Area:

4.14 These designated assets illustrate that the proposed Area is set within a diverse conservation and heritage context that should be considered in reference to this draft Appraisal and any related guidance material.

Name	Status	Proximity / location	Notes
<b>St. Mary's</b>	Conservation Area.  Numerous listed structures and buildings of merit	Directly adjacent to the east.	Designated in 1989 with the most recent Character Profile published in 2004. Includes St. Mary's Roman Catholic Cemetery and a portion of All Soul's Kensal Green Cemetery within LBHF.
<b>Kensal Green (All Souls) Cemetery</b>	Grade I Listing on Historic England Register of Parks and Gardens of Historic Interest. Numerous listed structures including those considered to be 'at risk'.	Approximately 300m to the east.	Designated in 1987.  Within the cemetery there are 130 listed structures.
<b>Grand Union Canal</b>	Conservation Area	Conservation Area	Designated in 2002.

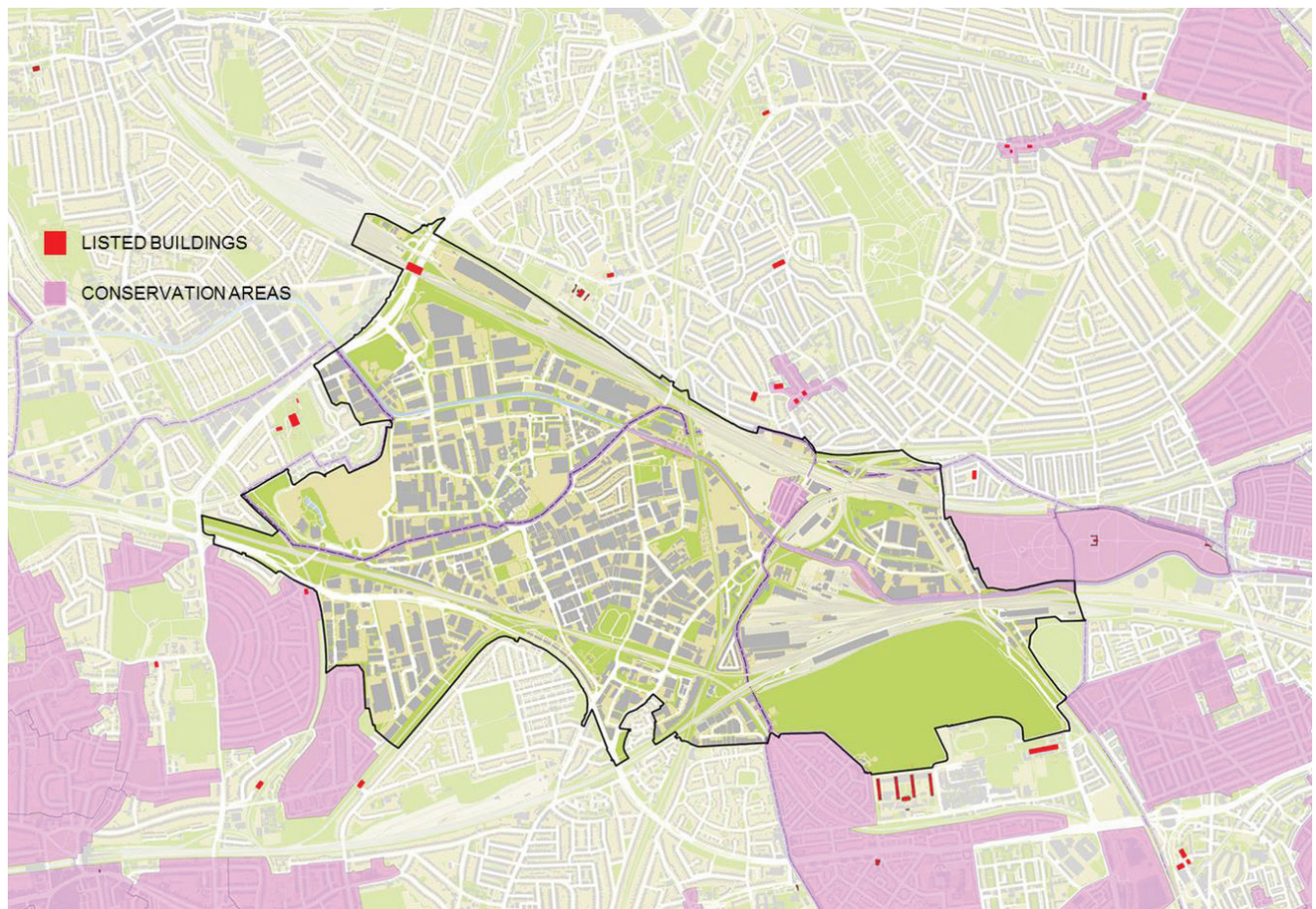


Figure 4: Existing Statutory Listed Buildings and Conservation Areas



## 5 CHARACTER APPRAISAL

5.1. This section will consider character in terms of townscape, streetscape and architecture alongside the context and setting of the Conservation Area.

### Character

5.2. The prevailing character of 69 to 91 Scrubs Lane is of a distinctive planned semi-regular development of 3 paired and one single L-plan warehousing units of two- to three- storeys with associated office/ residential buildings and courtyards. For the purposes of this draft Appraisal Report, character is considered in terms of townscape, streetscape and architecture.

### Townscape

#### *Land use and economic character*

5.3. A range of employment and associated warehousing uses including those associated with professional audio technology, photography studios and specialist lighting equipment. 69 to 71 Scrubs Lane, a former printworks, is currently vacant.

#### *Layout*

5.4. The proposed area comprises an ele-

ment of a linear development on the east of Scrubs Lane and presents a continuous linear urban block of approximately 150 metres in length. The proposed area is set within a wider varied urban grain reflecting the historic industrial development of Old Oak, the open setting of St. Mary's Cemetery and Victorian residential street patterns to the north and south.

5.5. The five plots are contiguous to each other and are loosely orthogonal with the rear eastern building lines shaped by the boundary of St. Mary's Cemetery.

5.6. Each plot presents a slight variation of a L-shaped block layout framing courtyard spaces and blocks within courtyards that face on to Scrubs Lane. Entrances to the L-shaped warehouse blocks are from the courtyards while entrances to the office/ residential buildings within courtyards are directly from Scrubs Lane.

5.7. Blocks are set back from the street by one to two metres of defensible space behind lengths of walls and railings. This provides a common building line punctuated by access points into buildings and courtyards.

Plot	Individual description	Plot width
69-71	Single L-shaped block with courtyard space and semi-detached block fronting the street. Directly abuts the adjacent residential building.	24m
73-75	Paired L-shaped block with courtyard space and stand-alone block fronting the street. Minor additions to the frontage of the southern courtyard block.	36m
77-81 & 83-87	Paired L-shaped block with courtyard space and standalone block, comprising two semi-detached buildings, fronting the street. The block has been modified since its original construction resulting in the courtyard being divided between 77-81 and 83-87. The width of the plot is greater than its neighbours with the layout of 83-87 being adjusted to respond to the boundary of the adjacent St. Mary's Cemetery.	48m
89-91	Paired L-shaped block with courtyard space which lacks the stand-alone block fronting the street.	40m

5.8. The plots are separated at the rear to St. Mary's Cemetery by a 1.5m high brick wall accompanied by railings and metal fencing. There is a one to two metre gap between this wall and the rear elevation of the buildings. The plot widths vary but have a common rhythm that frame the street. Plot depths vary between 23 to 27 metres.

#### *Building height and massing*

5.9. The building height and massing of the proposed area follow a common narrative reflecting its planned development. This is characterised by the following elements:

- Two commercial storey L-shaped warehousing blocks with pitched lofts and gables positioned on to the street presenting three storey frontages to Scrubs Lane.
- Two storey original office and/or residential buildings with pitched roofs

directly facing the street.

- Three storey office building and entrance to the rear courtyard of 69 to 71 Scrubs Lane.

5.10. Within courtyards, the massing creates a well-defined sense of enclosure comparable to that of a mews typology.

5.11. The massing presents a varied but semi-regular frontage to the street that provides a positive sense of enclosure that contrasts to the poor enclosure offered by current development to west of Scrubs Lane. The massing of the street frontage should be used to inform the frontages of future adjacent development along Scrubs Lane.

5.12. To the rear, the massing helps to frame the open setting of St. Mary's Cemetery.

#### *Topography and views*

5.13. The proposed area and the immediate



Figure 5: Street frontages

context sit on a relatively level ground with views to the east and south to the rear, enabled by the openness of St. Mary's Cemetery, and the west, provided by the current open nature of car parks either side of Cumberland House.

5.14. The very gentle curve of Scrubs Lane and the rhythm of street frontage (shown in figure 4) provided by the articulation of the massing, scale and materials provides a rich street vista which contributes to the sense of place for this area of Old Oak.

### **Streetscape**

5.15. Scrubs Lane is a busy road, identified to be a 'connector' by the TfL Road Task Force street assessment which links White City in the south to Harlesden in the north. The road is relatively wide, reflecting a former tram route. The road is well used by freight and other vehicles and serves the only access route into the current Old Oak industrial area. This dominance of traffic creates a hostile pedestrian environment with poor provision for cyclists.

5.16. The current focus of Scrubs Lane for vehicular transport is reflected in the design and materiality of the public realm. The pavement within the proposed area is approximately 2 metres wide and relatively uncluttered with street furniture comprised of standard signage, street lighting and parking ticket machines. These are separated from the flow of traffic by on-street parking bays. There is no street planting within the public realm, however 89-91 Scrubs Lane has mature trees and vegetation within its courtyard. Pavement materials are comprised of square concrete pavers that do not relate to the historic character of the buildings within the proposed area. The stone edge blocks of the pavement are likely to be original. The public realm within the proposed area is edged by walls, railings and gates that lack a coherent style in terms of height, design and materials.

5.17. The regeneration and restructuring of land uses in the wider Old Oak provides a key opportunity to support a transport model shift and create a more pedestrian and cycling friendly street environment through materials, lighting and new development to the west of Scrubs Lane.

5.18. There are no public amenity spaces within the proposed area given its layout and function, however the courtyards offer space for building occupants for parking, loading and related business activities. These spaces are well used but do not present any of the original surface material having been replaced or obscured by modern materials such as concrete skimming and high-density brick pavers.

### **Architecture**

5.19. The properties within the proposed area exhibit a common utilitarian and restrained architectural detail that reflect the original industrial functions of the planned development. These elements are defined below:

- Materials – London stock yellow and red bricks with darker bricks, potentially Staffordshire blues, used to define fenestration and entrances. Slate roof tiles and iron downpipes, signage frames, walkways and staircases. Street fronting facades of 89-91 Scrubs Lane have been rendered obscuring brickwork.
- Detailing and features – detailing and features are limited to the use of contrasting brick types and orientation to provide texture to window and rooflines. Office/residential building frontages exhibit mass-produced concrete window lintels with simple geometric details. The office building of 69-71 Scrubs Lane also shows a roofline detail of a simple geometric design to the building façade.
- Fenestration and entrances – warehousing rectangular and circular



windows contribute to the rhythm of the street that remains largely unaltered, aside from the removal of a ground floor window at 89 Scrubs Lane. A significant number of the warehouses retain the original small paned windows and are accompanied by security grills. Original sash windows of office/residential buildings have largely been replaced with modern equivalents. Entrance locations remain in their original locations.

- Frontages and rooflines – the repetition of gabled warehouse frontages and office/residential blocks provides the leading rhythm of the street. Frontages are largely unaltered with the exception of minor additions. Rooflines are

unaltered when viewed from Scrubs Lane.

- Walls and railings – street fronting walls and railings are comprised of brickwork and railings that loosely follow a common design scheme. Only 89-91 Scrubs Lane is considered to have retained original brickwork.

#	Individual description
69-71	<ul style="list-style-type: none"> <li>■ Modifications of frontages through modern windows, security measures and porch of office/residential building. Front wall unlikely to be original.</li> <li>■ Vegetation present on roof of office/residential building and gabled warehouse frontage.</li> <li>■ Replacement of original brickwork to the top of gabled warehouse frontage.</li> <li>■ Courtyard surface materials non-original.</li> </ul>
73-75	<ul style="list-style-type: none"> <li>■ Original warehousing windows in place and modern reproductions of sash windows present in office/residential buildings.</li> <li>■ Warehousing ironmongery and fenestration painted in non-historic colourway.</li> <li>■ Modifications of frontages through security measures and air-conditioning units. Front wall unlikely to be original.</li> <li>■ Courtyard surface materials non-original.</li> </ul>
77-81	<ul style="list-style-type: none"> <li>■ Original warehousing windows in place and modern windows present in office/residential buildings.</li> <li>■ Warehousing ironmongery and fenestration painted in various colourways. Lintels of office/residential building painted in non-historic colourway.</li> <li>■ Modifications of frontages through security measures, porch of office/residential building. Mural present on side of office/residential building. Front wall unlikely to be original.</li> <li>■ Courtyard surface materials non-original.</li> </ul>
83-87	<ul style="list-style-type: none"> <li>■ Original warehousing windows and office/residential building sash windows in place.</li> <li>■ Warehousing ironmongery and fenestration painted in historic colourways.</li> <li>■ Courtyard surface materials non-original.</li> </ul>
89-91	<ul style="list-style-type: none"> <li>■ Original warehousing windows replaced with modern reproductions.</li> <li>■ Modifications of frontages through rendering and security measures. Portions of the front wall potentially original.</li> <li>■ Courtyard surface materials non-original.</li> </ul>

## 6 CONTEXT AND SETTING

6.1. The term ‘setting’ in relation to a heritage asset is defined by the National Planning Policy Framework as

*“the surroundings in which an asset is experienced. All heritage assets have a setting, irrespective of the form in which they survive and whether they are designated or not. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance, or may be neutral.”*

6.2. Context is defined by the GLA’s Character & Context SPG as:

*“The way in which places, sites and spaces inter relate with one another whether physi-*

*cally, functionally or visually, or the way in which they are experienced sequentially and understood.”*

6.3. The proposed area is set within a varied urban context, the site sits between the existing employment areas in Old Oak to the west and the open nature of St. Mary’s Cemetery to the east. This wider context will evolve as Old Oak is transformed with the proposed area becoming a transitional area between the new mixed-use development in Old and the existing surroundings.

6.4. At a local scale, the proposed area is currently framed by the following: tres.

	Description	Contribution to the Conservation Area
North	A run of late 2-storey Victorian / Edwardian terraced housing are directly adjacent to the area with the Great West Coast railway line beyond.	Positive. Housing continues the building line of the warehousing to deliver a defined continuous street frontage. Similar construction materials have been used and are generally intact which provide a coordinated colour palette and rhythm to the street.
East	The active Victorian St. Mary’s Roman Catholic Cemetery is directly adjacent to the area providing an open setting to the east of the proposed area.	Positive. The open, green setting of the cemetery provides a contrast to the urban setting of Scrubs Lane which enables the rear of buildings to be clearly visible from the east.
South	A series of one to two storey warehouses of varying design and quality with associated yard space dating from the late 19th Century and 20th Century.	Mixed. The warehousing directly adjacent to the proposed area are in relatively poor condition with inactive, poor quality frontages that detract from the clear rhythm of the Cumberland Park Factory buildings. However, further to the south is the Grand Union Canal Conservation Area and Mitre Bridge which are positive influences.
West	The proposed area directly fronts onto the busy Scrubs Lane and faces a portion of late 20th Century 2-storey offices, the 7-storey Cumberland House and associated open car parks.	Negative. The dominance of vehicular traffic along Scrubs Lane is echoed in the public realm that currently does not compliment the historic character of the Conservation Area. The car parks and Cumberland House create an irregular enclosure of the street with poor street activation.

## 7 OPPORTUNITIES FOR IMPROVEMENTS

7.1. Potential opportunities for improvements include:

- Improvements to the public realm, including street greening and narrowing carriageway widths to support walking and cycling;
- Use of a coordinated palette of materials and colours to strengthen the character of the street and support the rhythm of street frontages;
- Reinstatement of historic materials and design for courtyard spaces, fenestration and street fronting walls;
- Deliver of sensitive alterations where they do not negatively impact on the character and special historic interest of the Conservation Area;
- Activation of street fronting windows; and
- Explore intensification of use of buildings without negatively impacting on the character and context of the Conservation Area, including St. Mary's Conservation Area.

7.2. OPDC will be developing policies and guidance to deliver these opportunities. These elements should also be considered in relation to emerging planning and design guidance for the wider Old Oak area and neighbouring locations.

## 8 CONCLUSIONS AND RECOMMENDATIONS

8.1. The character of the planned buildings and spaces comprising the former Cumberland Park Factory is considered to be a unique typology within the wider Old Oak and Park Royal area. It has significant heritage and placemaking value that represents the rich industrial heritage of west London within an area of transformative change with few heritage assets. It is important that we seek to retain heritage assets where they can play a positive role in the wider comprehensive regeneration of Old Oak.

8.2. In addition to its heritage value, the proposed area's current employment uses reflect the economic history of Old Oak and provide a potential location to help deliver OPDC's and the Mayor of London's aspirations to strengthen Old Oak and Park Royal as a location for economic innovation and growth.

8.3. In light of these elements, it is recommended that the Cumberland Park Factory Conservation Area be designated to reflect its historic interest and enhance the character of the area to inform the placemaking aspirations of OPDC. Specifically, in relation to how new development along Scrubs Lane responds to Conservation Area's relationship to the street and supports the employment activities of existing and future economic sectors within the area.

## 9 NEXT STEPS

9.1 Following the end of this consultation the Old Oak and Park Royal Development Corporation (OPDC) Planning Committee and Board will be advised of all comments received. OPDC will consider all consultation responses received and following this, will decide whether or not to proceed with the designation of the Conservation Area. Any decision to designate the Conservation Area would be made by OPDC Board.

### **Development of a management plan**

9.2. Should the Conservation Area be designated, OPDC will develop and consult on Management Guidelines for the area in 2016.

9.3. This will ensure OPDC accords with the requires set out in Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990, that places a duty on OPDC to formulate and publish its proposals for the preservation and enhancement of the conservation areas and to submit them for consideration to a public meeting in the area to which they relate.

## 10 REFERENCES

- Historic England Old Oak Outline Historic Area Assessment (2015)
- Historic England Old Oak Outline Historic Area Assessment Addendum (2015)
- Historic England Understanding Place: Conservation Area Designation, Appraisal and Management (2011)
- Historic England Kensal Green (All Souls) Cemetery List Summary

## APPENDIX

- Historic England Old Oak Outline Historic Area Assessment (2015)
- Historic England Old Oak Outline Historic Area Assessment Addendum (2015)





Controlled  
ZONE

White City  
Shepherds Bush  
Hammersmith

White City  
Shepherds Bush  
Hammersmith



Hythe Road  
Ind. Est.

16



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**MAYOR OF LONDON**