

An architectural rendering of a modern urban development. In the background, several tall glass skyscrapers rise against a clear sky. In the foreground, a wide, paved pedestrian walkway is populated with people walking and a person on a bicycle. To the left of the walkway is a blue tennis court. A red circular sign with a white horizontal bar is visible on the left side of the walkway. The overall scene is bright and sunny.

OLD OAK & PARK ROYAL

A big deal

Prior + Partners
08 January 2020 v0

Agenda

Recap - Rationale and Purpose of 'Visioning'

Workshop - Key Reflections

Scale of Opportunity

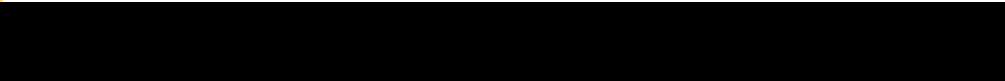
Nature of Opportunity

Creating a Place

Emerging Narrative

‘Visioning Exercise’

OPDC needs to:

- Regroup, refocus, reprioritise its activities
- 
- Reconsider development phasing
- Reconsider its own role

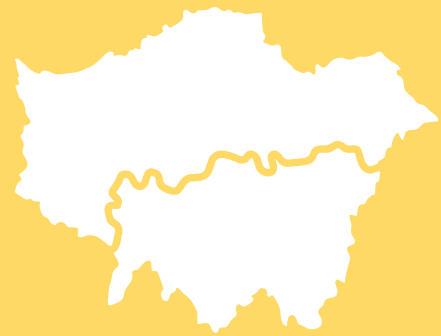
‘Visioning Exercise’

- A new narrative
 - A future story
 - A revised focus
-
- That inspires
 - Attracts political support
 - Brings investment
 - Catalyses change

Resonating on all levels



NATIONAL



CITY WIDE



LOCAL

Workshop Reflections

- Recognition of the connectivity potential of OOC station, less so of proximity to Heathrow
- Appreciation that an economic argument would resonate nationally, at a London level the Mayor would be looking for his 'legacy', and at a local level – place making, jobs, skills, homes, neighbourhoods would be important.
- To date, much marketing and comms has had a significant numbers focus (e.g. homes, jobs, trains p/hr, distances) rather than on the future place and its people.

Workshop Reflections

- Under appreciation of the inevitability of change
- Under playing significance of OPDC's role in supporting catalytic change for the benefit of UK Plc, Londoners, and local residents and businesses
- Underestimation of the scale of investment and development
- No single 'big idea' but recognition of the need for evolution and authenticity

Workshop Reflections

- Re-energise
- Re-empower
- OPDC as leader in the regeneration of Old Oak and Park Royal to benefit London and the UK

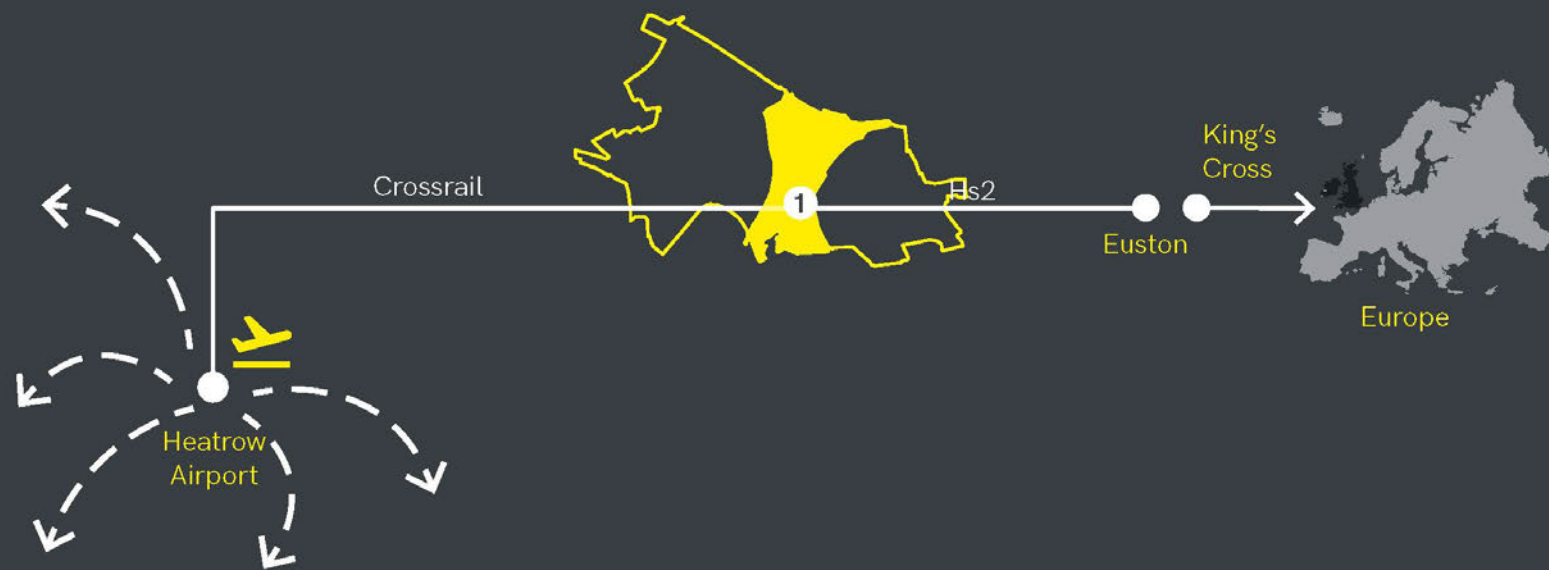
Scale of Opportunity

Transport Infrastructure & Connectivity

THE NATION'S STATION

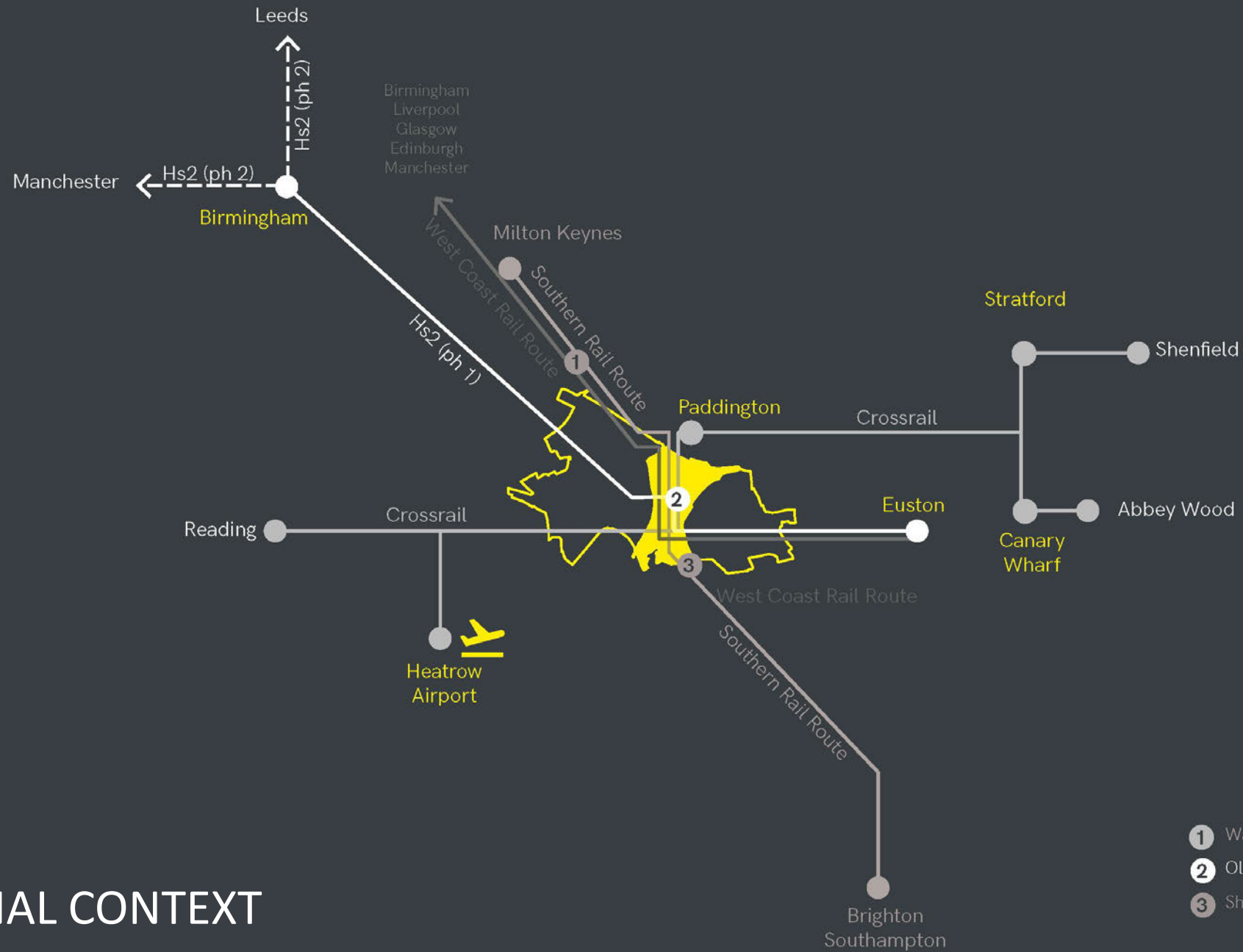
The construction of a new station will jumpstart connectivity and growth



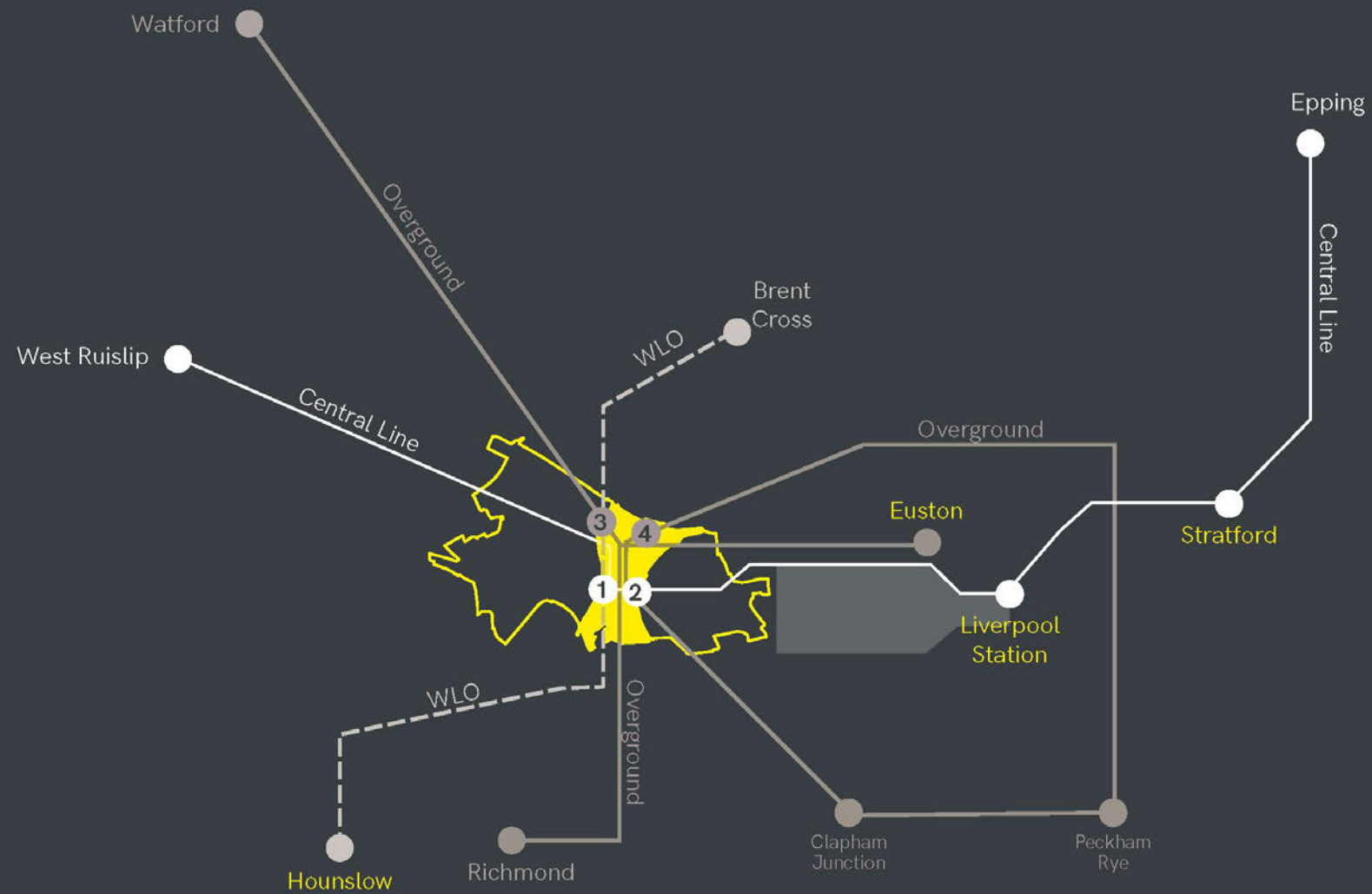


INTERNATIONAL CONTEXT

1 Old Oak Common Station



NATIONAL CONTEXT



- 1 North Acton Station
- 2 East Acton Station
- 3 Harlesden Station
- 4 Willesden Junction Station

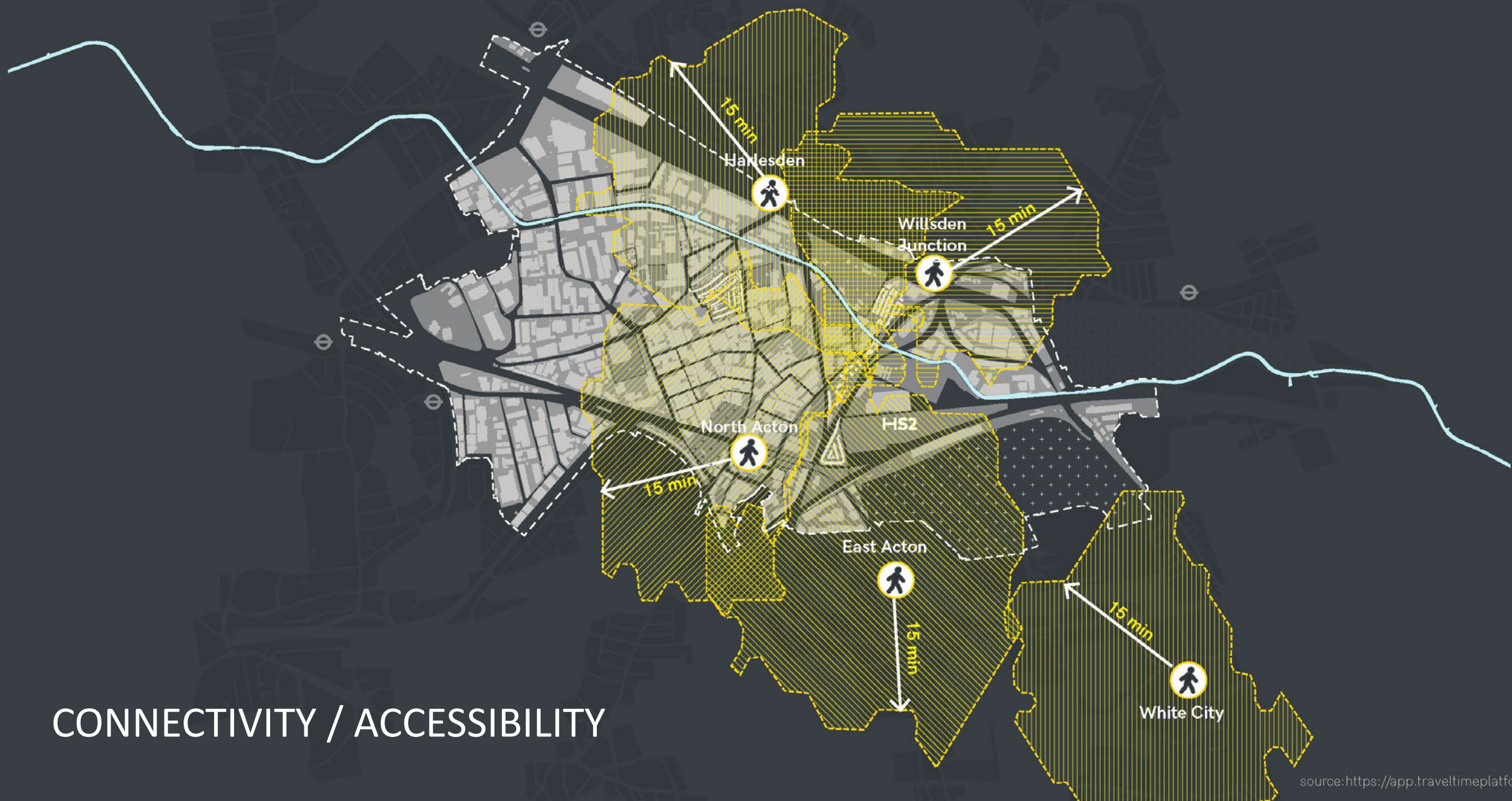
LONDON CONTEXT



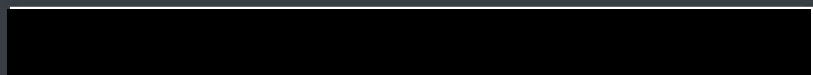
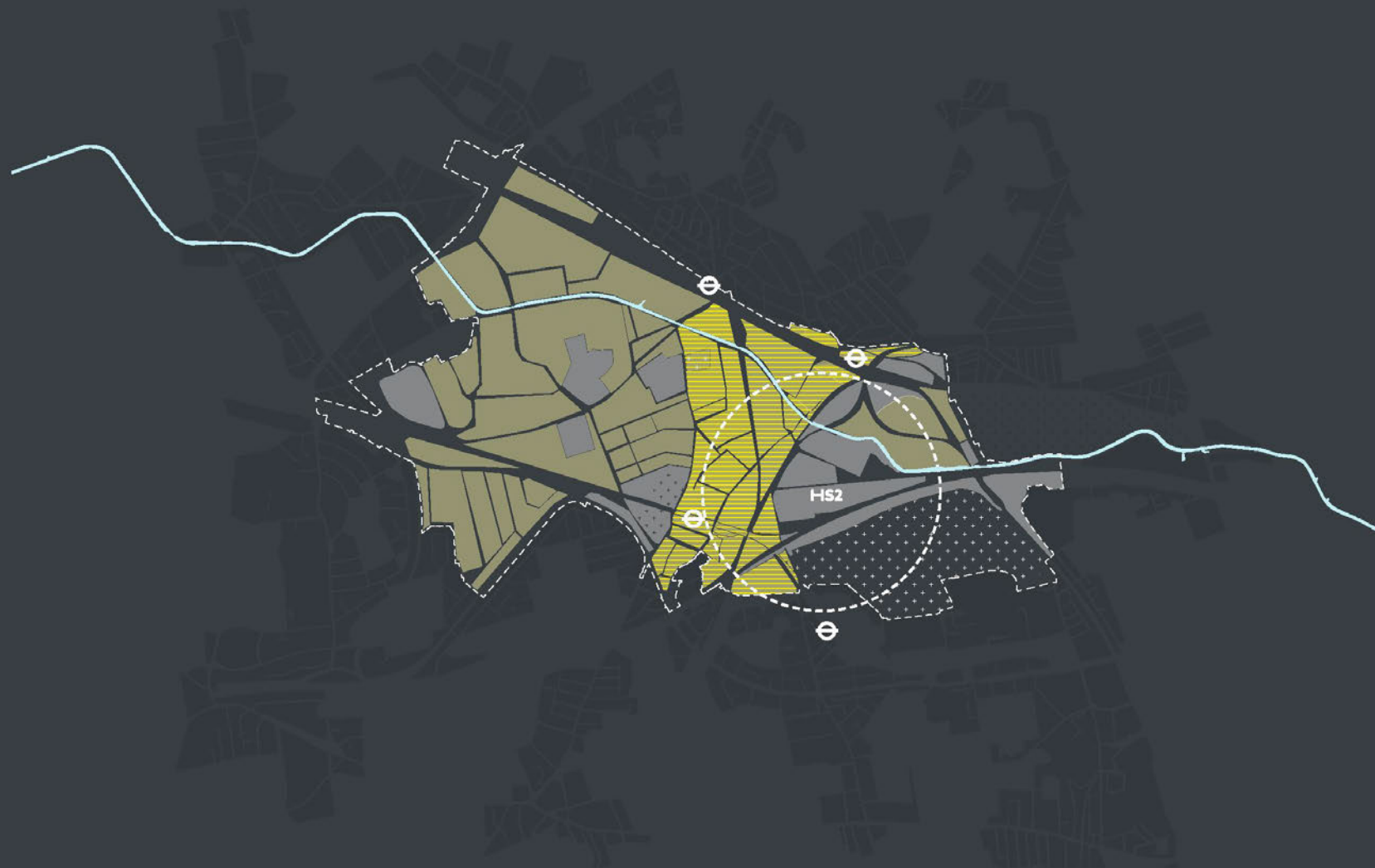
HS2 AND CROSSRAIL - IMPACTS



THE VALUE OF EXISTING STATIONS

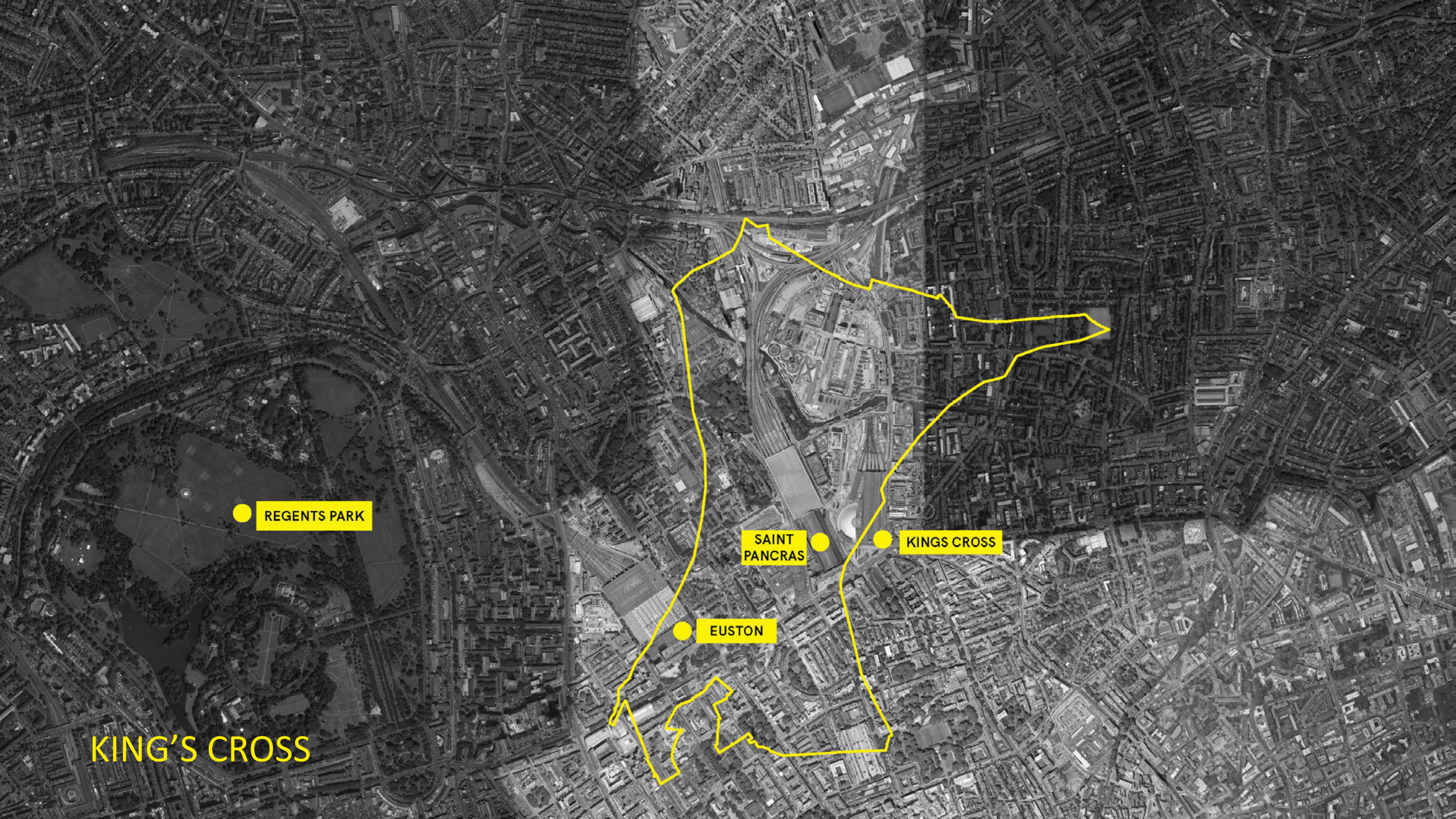


CONNECTIVITY / ACCESSIBILITY





OLD OAK COMMON



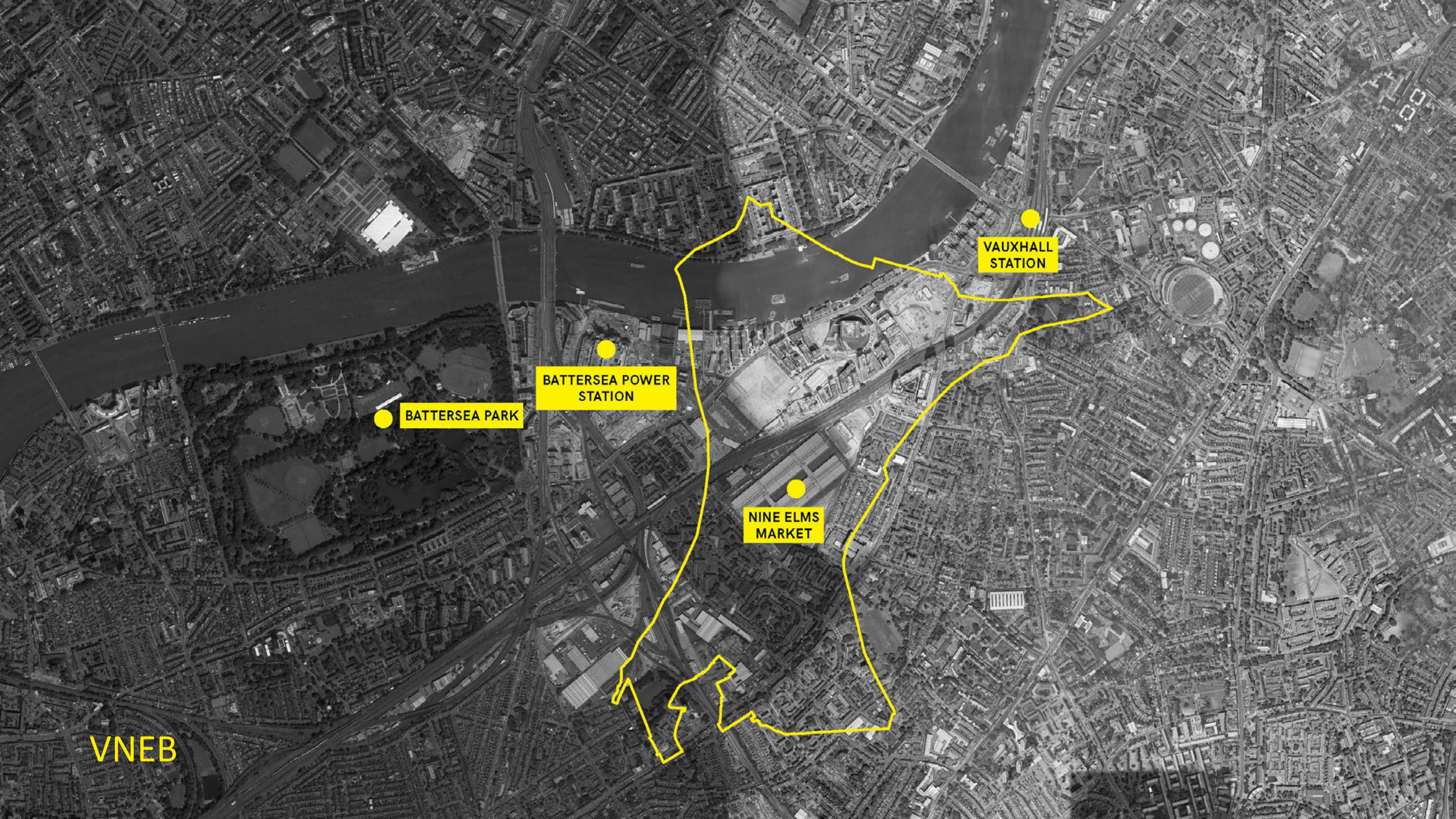
● REGENT'S PARK

● SAINT
PANCRAS

● EUSTON

● KINGS CROSS

KING'S CROSS



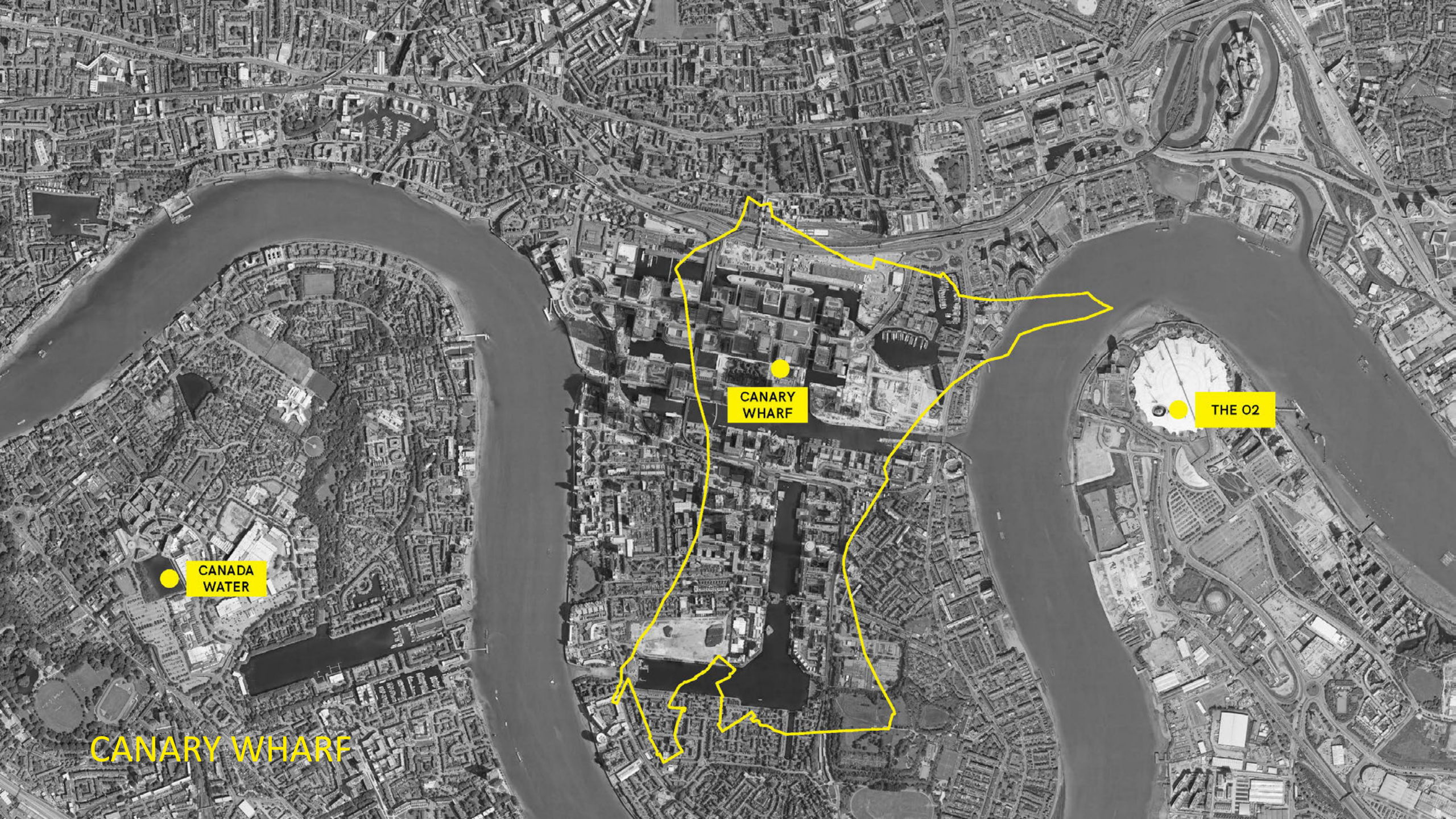
VAUXHALL
STATION

BATTERSEA POWER
STATION

BATTERSEA PARK

NINE ELMS
MARKET

VNEB

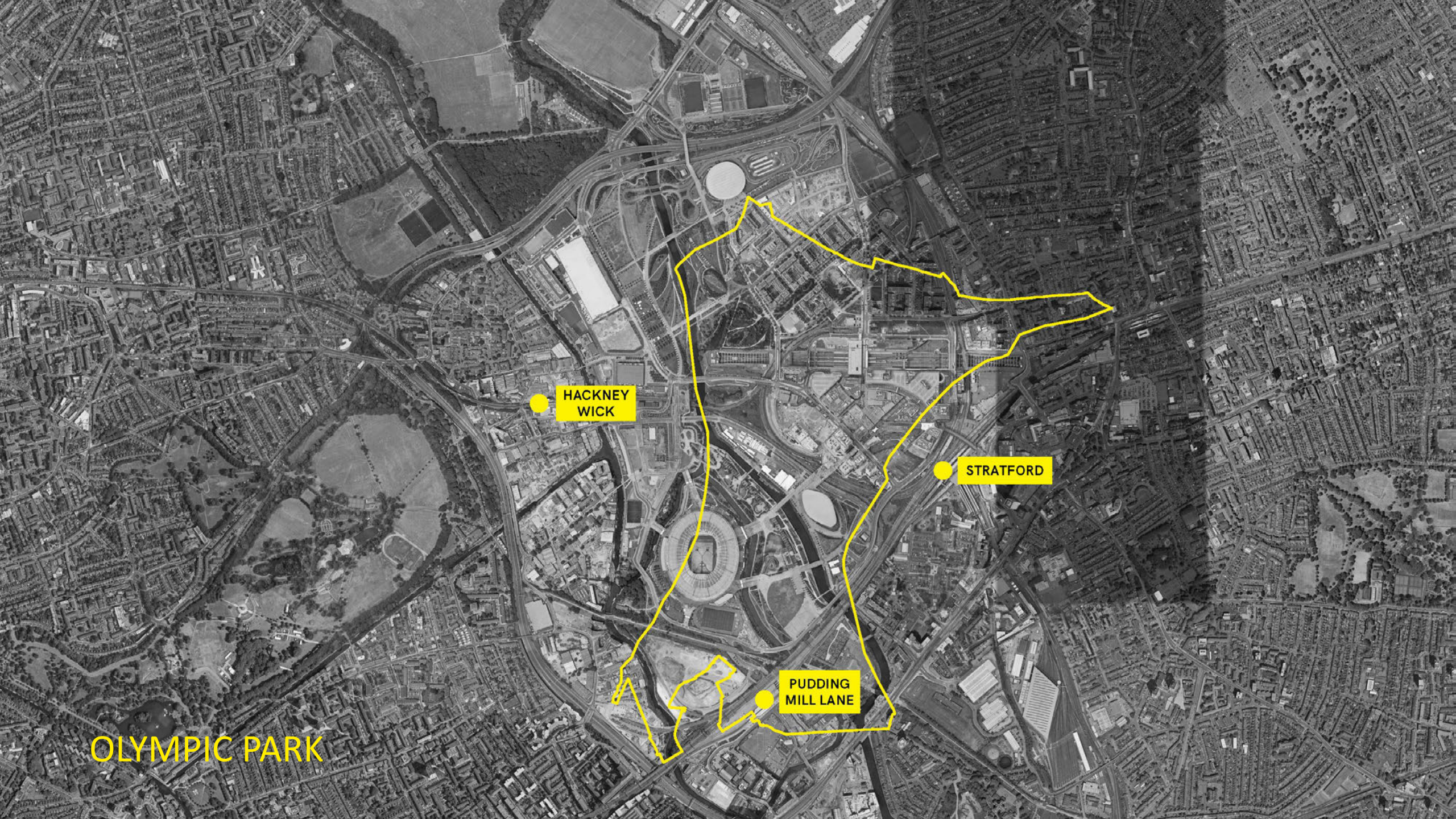


CANADA
WATER

CANARY
WHARF

THE O2

CANARY WHARF



HACKNEY
WICK

STRATFORD

PUDDING
MILL LANE

OLYMPIC PARK

Nature of Opportunity

Changing times, changing story

“Old Oak and Park Royal is on the threshold of regeneration and change. Change that will celebrate its heritage as well as tell a new story.”

So as times change.

What is that new story?



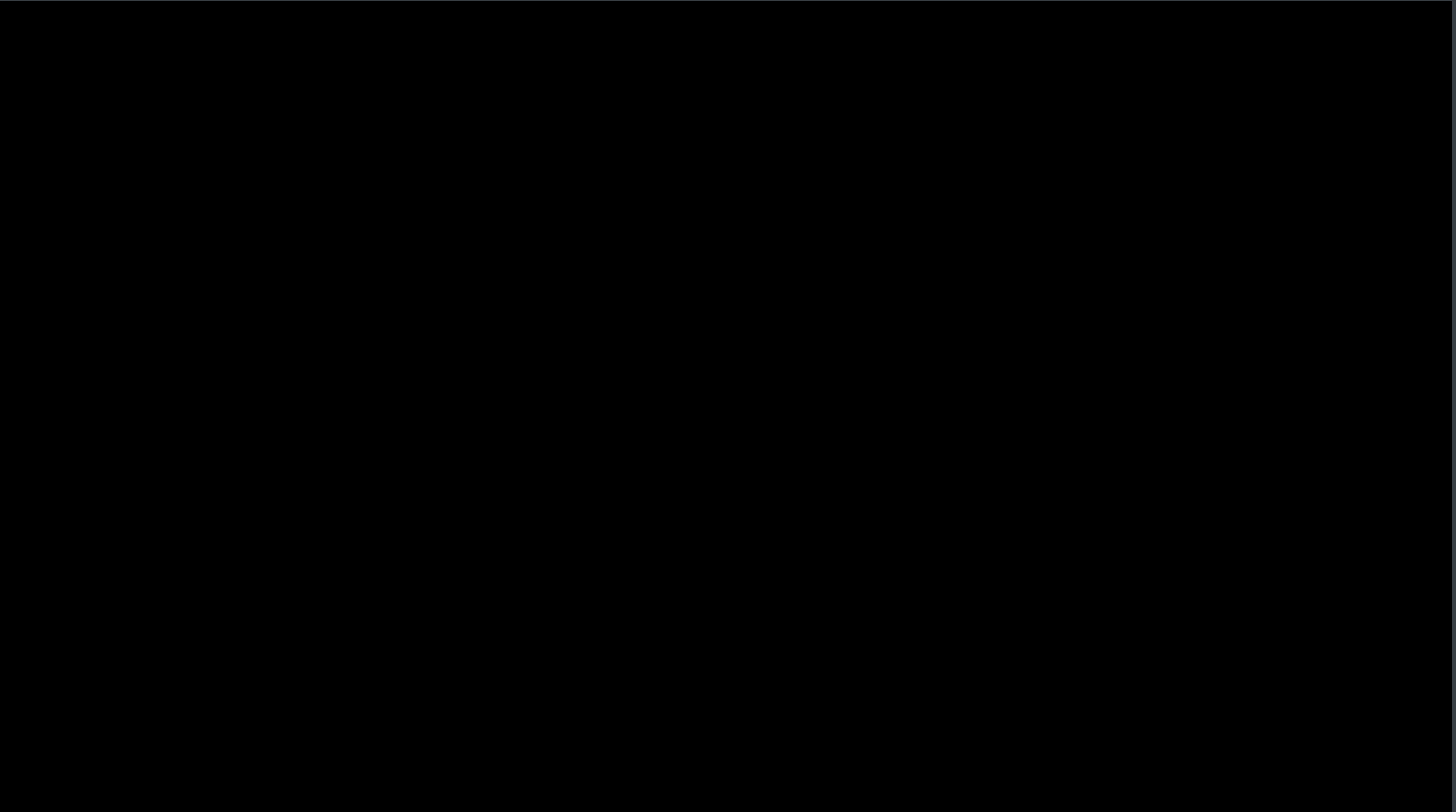
CELEBRATE THE OLD...

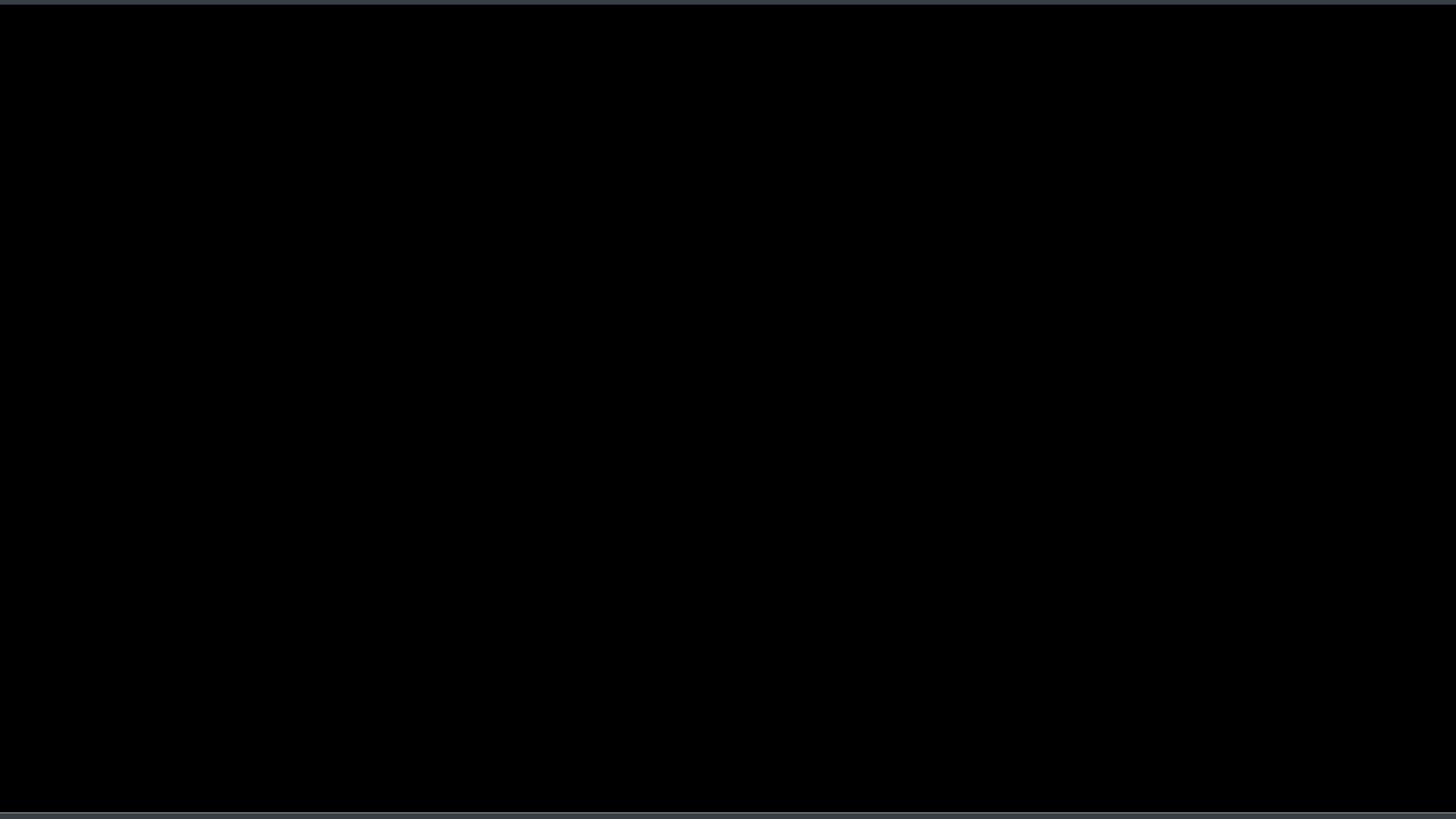
Celebrate and Protect the assets that have built Old Oak and Park Royal over centuries — the social fabric, economic drive, green spaces and transport heritage.



TO CATALYSE THE NEW

Strengthen and Intensify these assets to catalyse new opportunities that make the best of the site for those that will live and work here.







Grand Junction Arms Public House



Railway Cottages



Terraced Houses



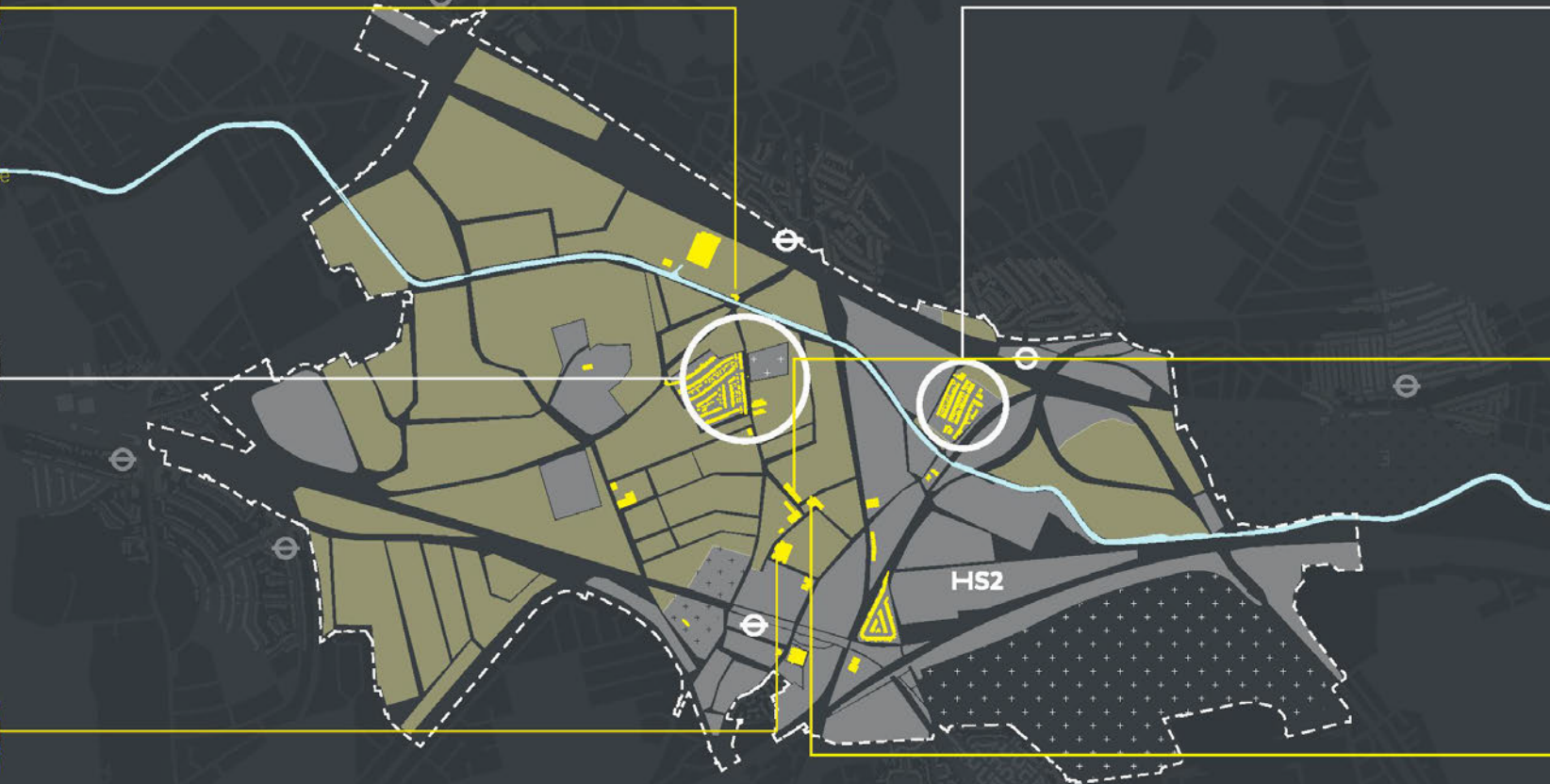
Former metal refinery



Acton Business School



Torpedo Factory



PROTECT AND CELEBRATE



RESEARCH
INSTITUTIONS



INNOVATION
TECHNOLOGY



SHOW ROOMS



BUSINESS
FACILITIES



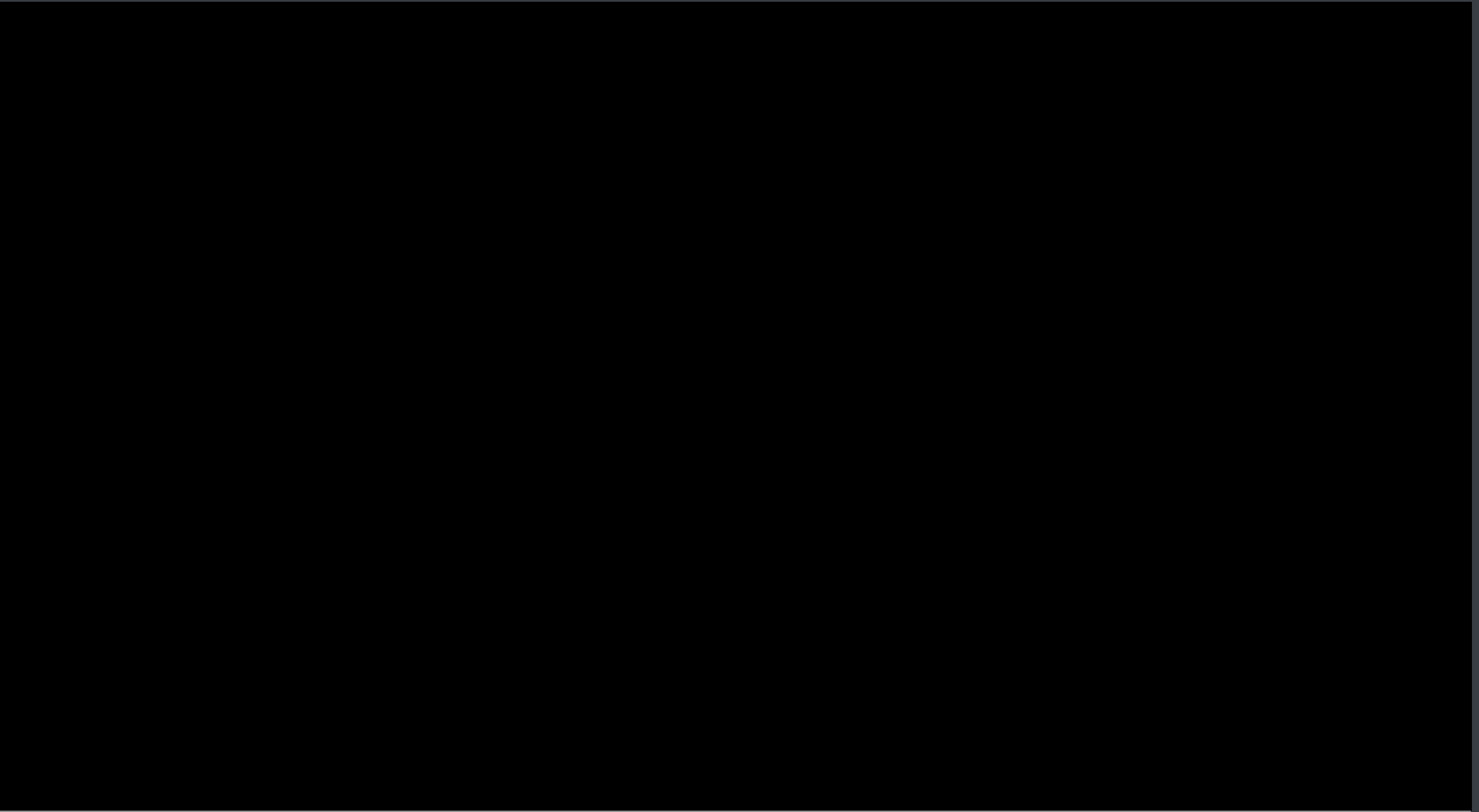
CONFERENCE
CENTRE

STRENGTHENING **PARK ROYAL**

Previous Approach



Development Evolution



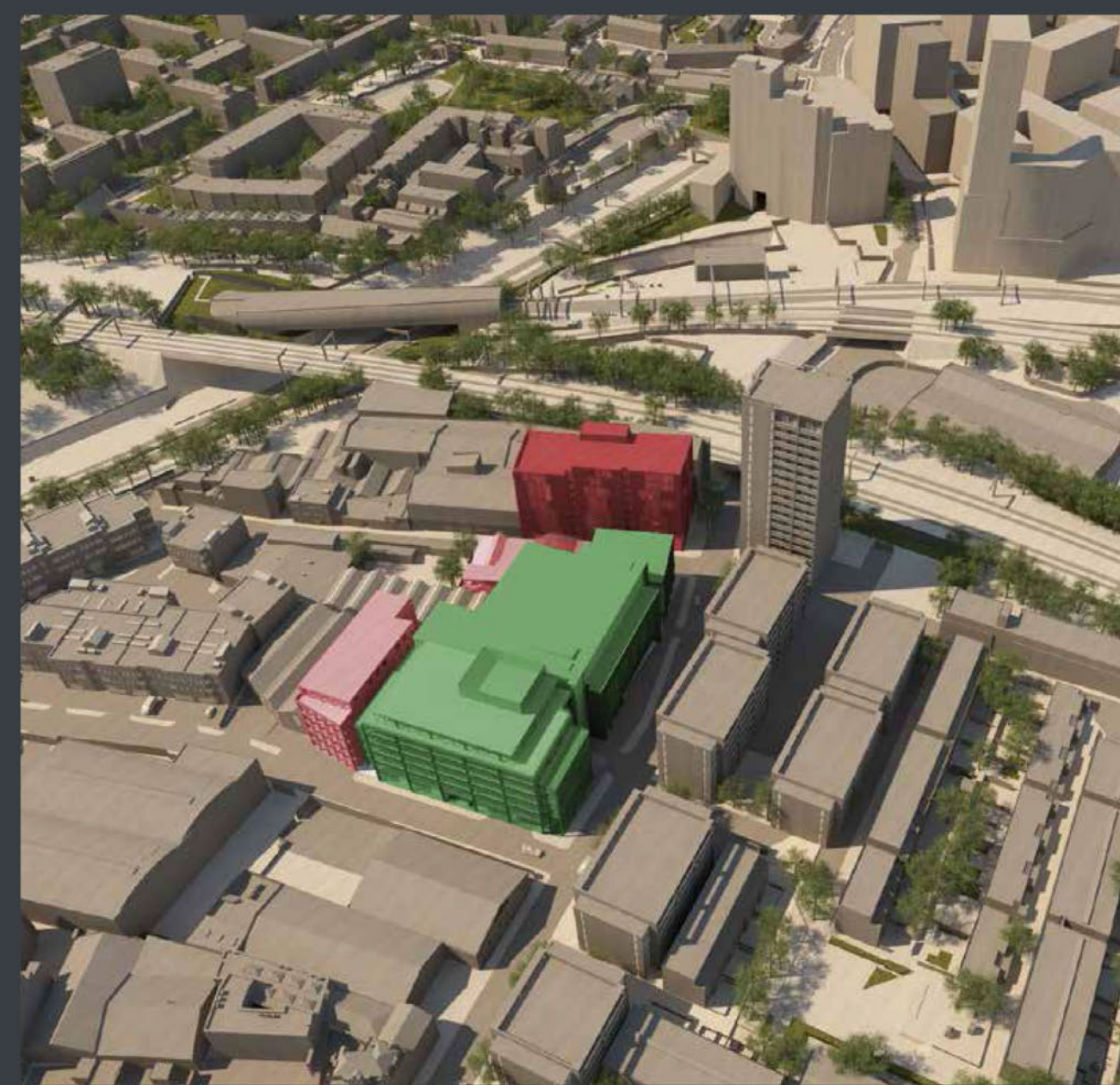
Employment Infrastructure, Skills & Economy

LONDON'S WORKSHOP FOR THE FUTURE

Park Royal champions innovation and education as London's powerhouse for the 4th industrial revolution







OFFICE



LOGISTICS

YELLOW STORAGE, KINGS CROSS



KAAP NOORD, AMSTERDAM



WORK SPACE



VARIED

HERE EAST, OLYMPIC PARK



LIGHT INDUSTRY



HOMES

CAXTON WORKS, CANNING TOWN



LIGHT INDUSTRY



HOMES

MONIER ROAD, HACKNEY WICK

Place Making

Social

**Infrastructure
& Community**

**NEIGHBOURS
TO THE WORLD**

Extending benefits to local people, stitching and strengthening to build community

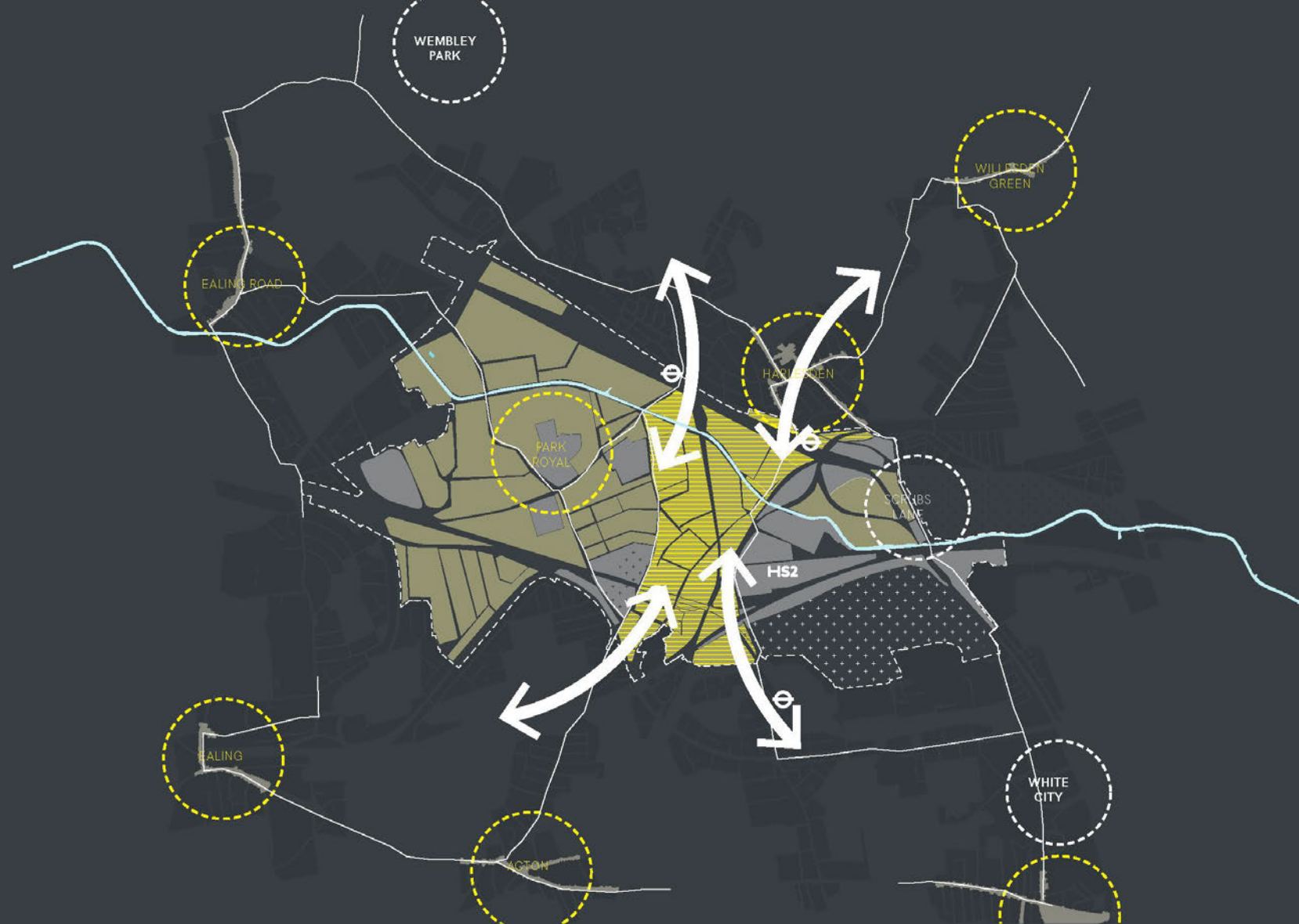


DRAFT

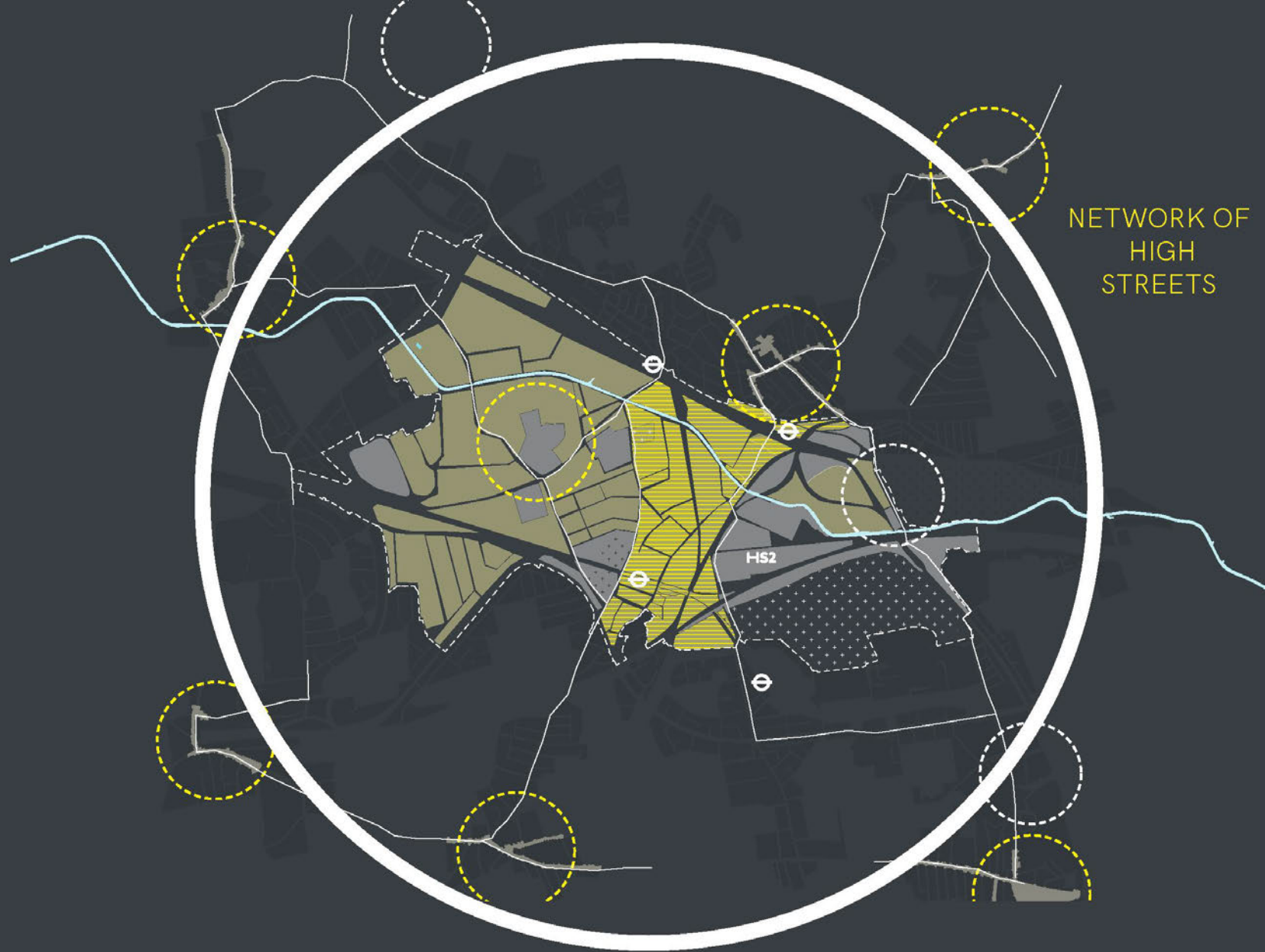


NEIGHBOURING AREAS

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STITCHING WEST LONDON



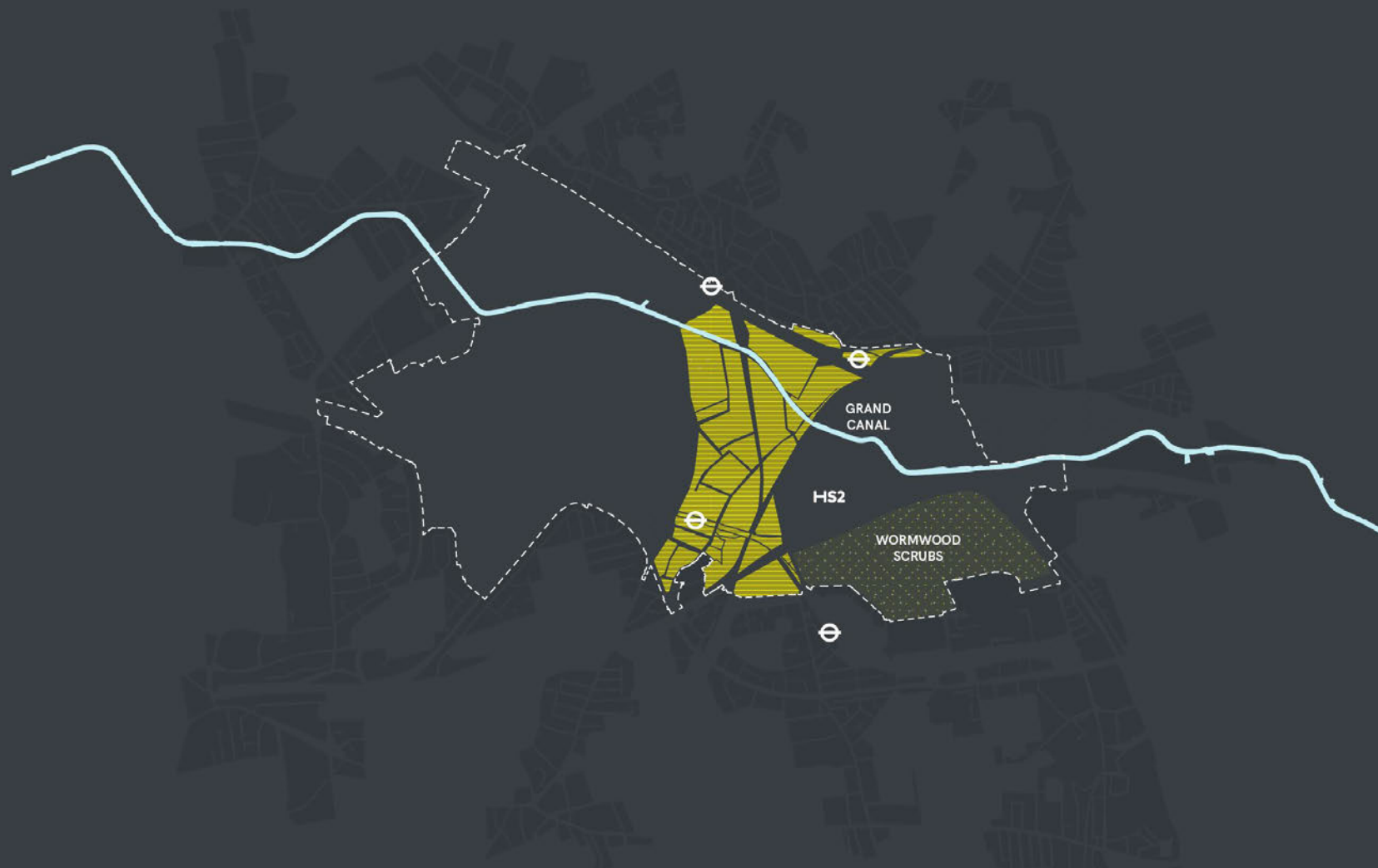
WEST LONDON'S CENTRE?

Green and Blue Infrastructure & Public Realm

WEST LONDON'S COMMON GROUND

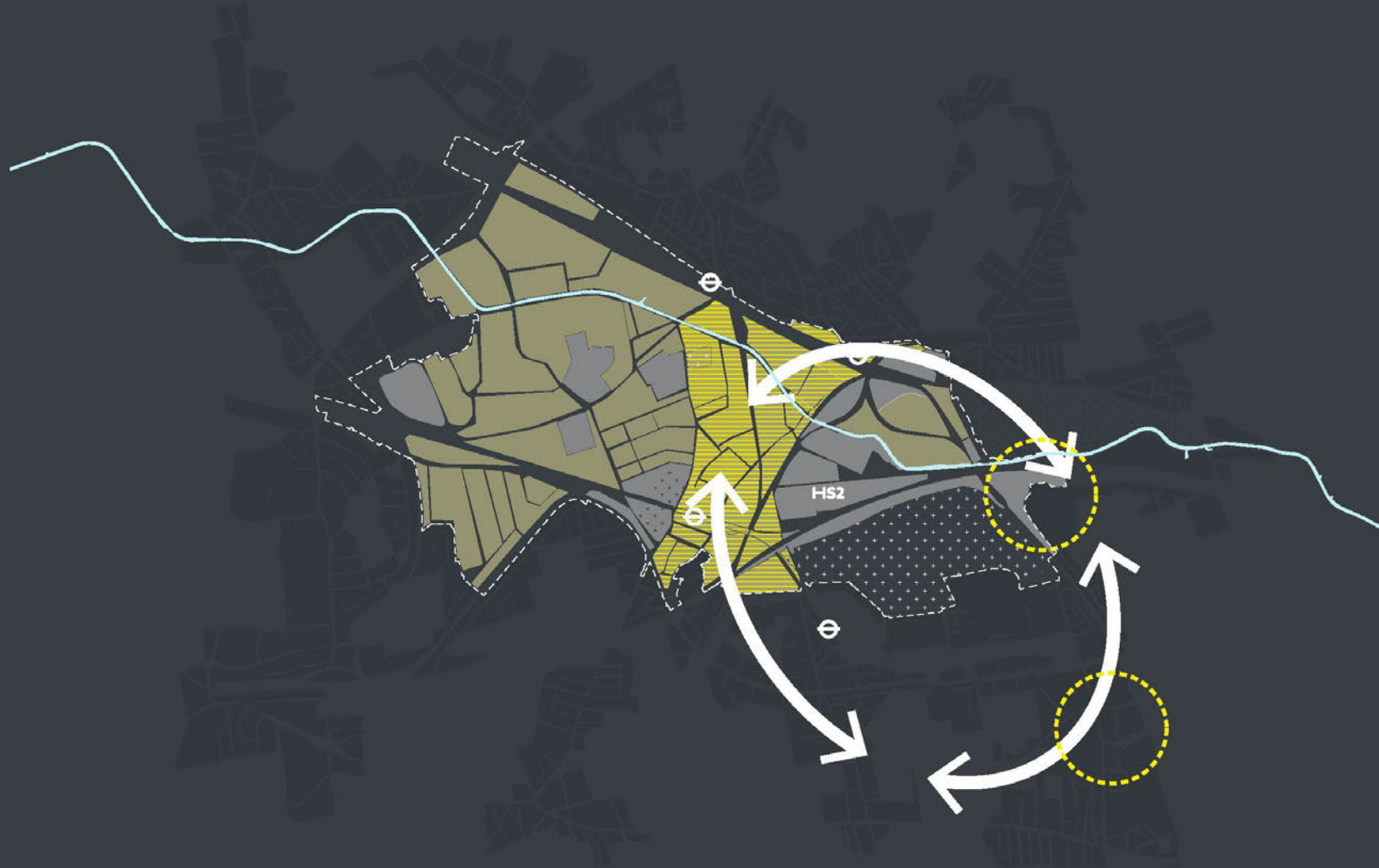
Making room to breathe and spots to come together through active green network of public spaces.



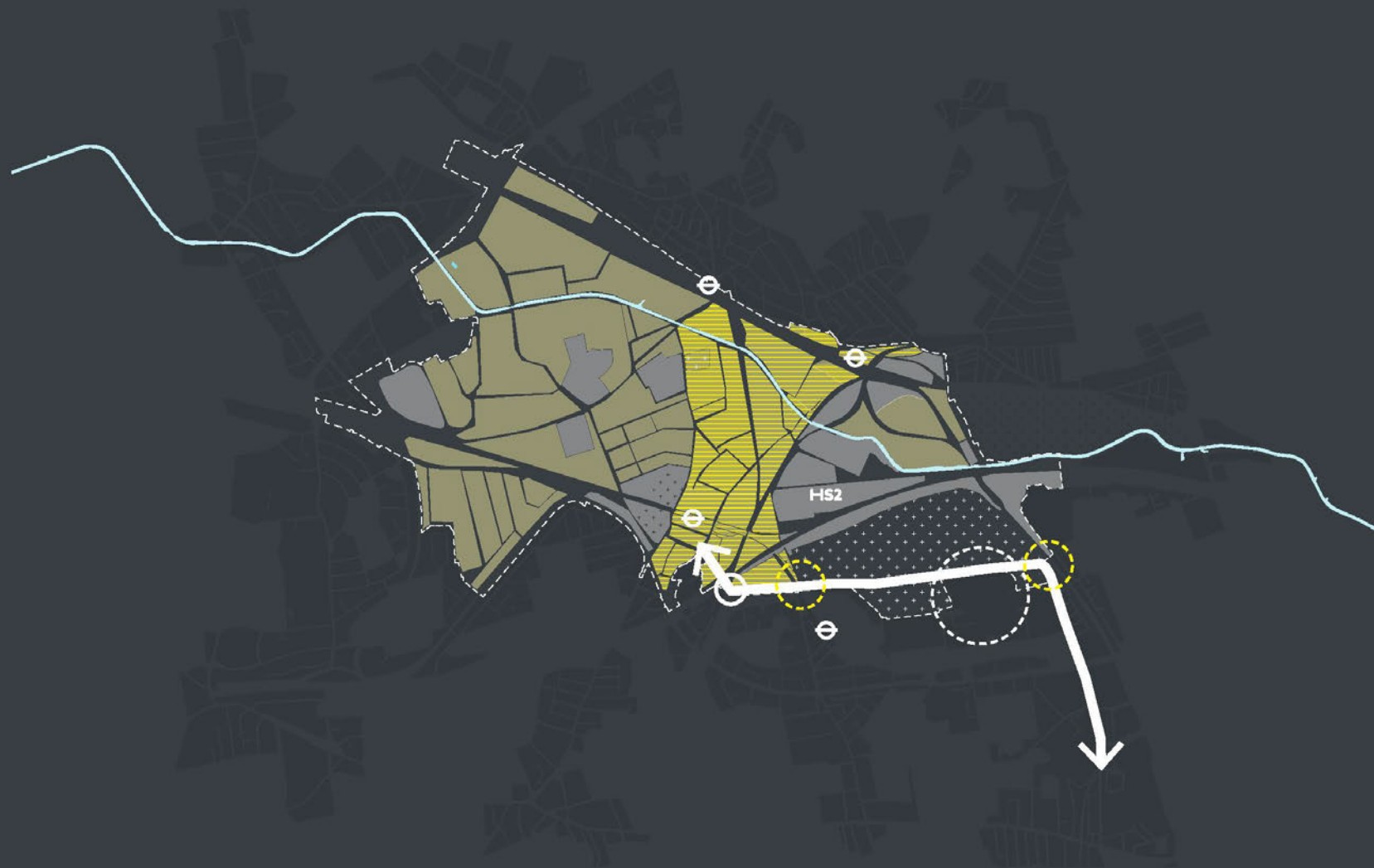


NATURAL ASSETS

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SETTING THE SCENE FOR COLLABORATION



EAST-WEST CONNECTIVITY

Emerging Narrative

Station to the Nation

Building on a heritage of innovation in mobility, this transport super hub creates an **opportunity** to create a station of, and a place with, unparalleled connectivity —from a global to local level. Designed as a destination with real draw it encourages us to get out and stay, rather than simply switch trains.

Old Oak Common at Old Oak Common

Celebrate and Protect

The only place where HS2, Crossrail and GWR interconnect

Important heritage of innovative transport and public infrastructure — the birthplace of the Routemaster.

New bus, walking and cycling networks with 80% of journeys made by public transport and cycling

Strengthen and Intensify

International and national level — The new HS2 station will contribute to a £15 billion economic boost over the next 30 years.

The station is being designed to accommodate 250,000 passengers a day. A third of Londoners travelling on HS2 will board at Old Oak — but who will alight?

Step change in accessibility: 8 minutes to Heathrow via Crossrail, 15 minutes faster from the north to Gatwick, and 10 minutes to the West End and Central London via Crossrail.

Removing the barriers to pedestrian and cyclist movement across the site

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OPENING UP

What if...?

...the station could become the gateway to Great Britain

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ARRIVING & STAYING



What if...?

...we go beyond interchange to design
a destination to arrive, visit and stay

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Employment infrastructure, skills and economy

London's Workshop for the Future

Expanding on its reputation as one of the city's most successful industrial estates, Park Royal has the **opportunity** to redefine British industry for the future. More jobs, more relevant jobs, higher quality jobs, more productive jobs, alongside research, learning and skills, to create catalytic economic development, growth, and future competitive advantage.

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Extending Park Royal's reach for the future

Celebrate and Protect

With over 1700 businesses, the area employs more than 43,000 people.

Driven by industries like: wholesale and retail trade and motor trades (£570m), information and communication (£564m), and manufacturing (£356m). Motor trades, storage are at risk of severe decline as industries over the coming 10 years, creating space at Park Royal for emergent industries.

The UK's TV and film industries depend upon the myriad of firms that make up their supply chain, with Park Royal being the engine room.

Whilst scientific and technical services are the second largest industry in the Area at 11.4% of enterprises, this is well below the share of this industry in Greater London at 23.9%

Strengthen and Intensify

Tie to Government strategies to invest £406m in maths, digital and technical education, helping to address the shortage of STEM skills.

Government to invest £725m in new Industrial Strategy Challenge Fund programmes to capture the value of innovation. Government seek opportunities to increase productivity in the manufacturing sector with jobs in food science, product development, robotics, integrated sensors and IT/cloud computing — central to the 4th industrial revolution

Industrial land is increasingly in demand in London. Park Royal remains London's largest reservoir of industrial land. Intensification of sites can help increase floorspace capacity and accommodate demand.

INTENSIFYING

What if...?

...we could increase employment density through multi-storey development, cleaner and quieter uses, and shared facilities





INNOVATING

What if...?

...we go from moving goods and selling cars
to innovating new forms of mobility and clean transport

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ANCHORING

What if...?

...we could establish an international brand to anchor the destination and take advantage of superb connections

FUTURE-PROOFING

A photograph of the Imperial College London building, featuring a modern glass and steel canopy structure. The building has a light-colored stone facade on the left and a green-tinted glass facade on the right. The sky is blue with some clouds, and a tall, thin pole is visible on the right side of the frame.

What if...?

... we establish an international centre for applied scientific research, connecting to nearby Imperial and Brunel

Social infrastructure, Homes and Community Space

Neighbours with the World

Surrounded by some of London's most diverse boroughs, we're lucky to have such rich heritage and international cultures as our neighbours. With proximity to Heathrow, we now have an **opportunity** not just to build housing, but build communities. We can enhance our cultural and civic offer on a world stage, and infuse our new homes with the rich character that our communities are known for.

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Celebrating our global reach at street level

Celebrate and Protect

The population of the development area is generally younger than the overall London population.

The community within the OPDC Area has a lower proportion of white residents, and a higher proportion of Black / African / Caribbean / Black British residents, relative to Greater London.

The area has high areas of deprivation, with nearby wards in the top 10% of deprived areas in the UK.

Household incomes are lower by around $\frac{1}{4}$ when compared to London wide incomes.

Strengthen and Intensify

“With capacity for 24,000 new homes there will be a mixture of housing types that will serve the needs of local people and Londoners.” How can we add local character to these homes?

Brent is London’s second borough of culture, with opportunities for increased cultural production and tourism due to new transport links.

MIXING USES

...Making a home and making goods sits side by side, through new approaches to live/work and intensification of works



EXCHANGING

What if...?

...Old Oak was designed as a place
of cultural interchange for communities old and new

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Green and Blue Infrastructure, Landscape & Public Realm

West London's Common Ground

Born from patchworks of farmland and ancient common land at Wormwood Scrubs, Old Oak Common holds natural heritage in its name. Now there's an **opportunity** to create a more active network of greenspaces that serve both the community and the environment, providing a more natural equilibrium alongside more industrial uses.

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Creating greenways and blueways to connect us

Celebrate and Protect

For centuries the Old Oak area was an agricultural backwater to London, made up of a patchwork of common land and farmsteads, with small hamlets at its fringes.

The 13.5 Mile Paddington branch of the Grand Union Canal was dug by hand.

The canals were eclipsed by the railways in the 1840s but until then the network has a profound economic importance, bringing raw materials into the capital and enabling the export of goods to inland areas.

Strengthen and Intensify

The overall target is 30% publicly accessible open space in the area.

“Old Oak could evolve and change over the coming decades to create a new sustainable, healthy and successful part of London.”

RE-ORIENTING



What if...?

We could take a canalside commute to Kings Cross?

EVERGREENING

A photograph of a modern pedestrian bridge with a series of white arches, where people are walking and jogging at sunset. The bridge is elevated and has a concrete railing. The sun is low on the right side, creating a warm, golden glow and long shadows. People are seen from behind, walking away from the camera. A small dog is being walked on a leash. The arches are supported by thin poles and have small lights hanging from them.

What if...?

What if Greenways become our Highways?

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A large crowd of people is sitting on a grassy area under the Manhattan Bridge at night. They are watching a movie on a large screen that is part of the bridge's structure. The bridge is illuminated, and the city skyline is visible in the background. The scene is a public event, likely a movie screening or festival.

ACTIVATING

What if...
our open space could be open 24h?

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