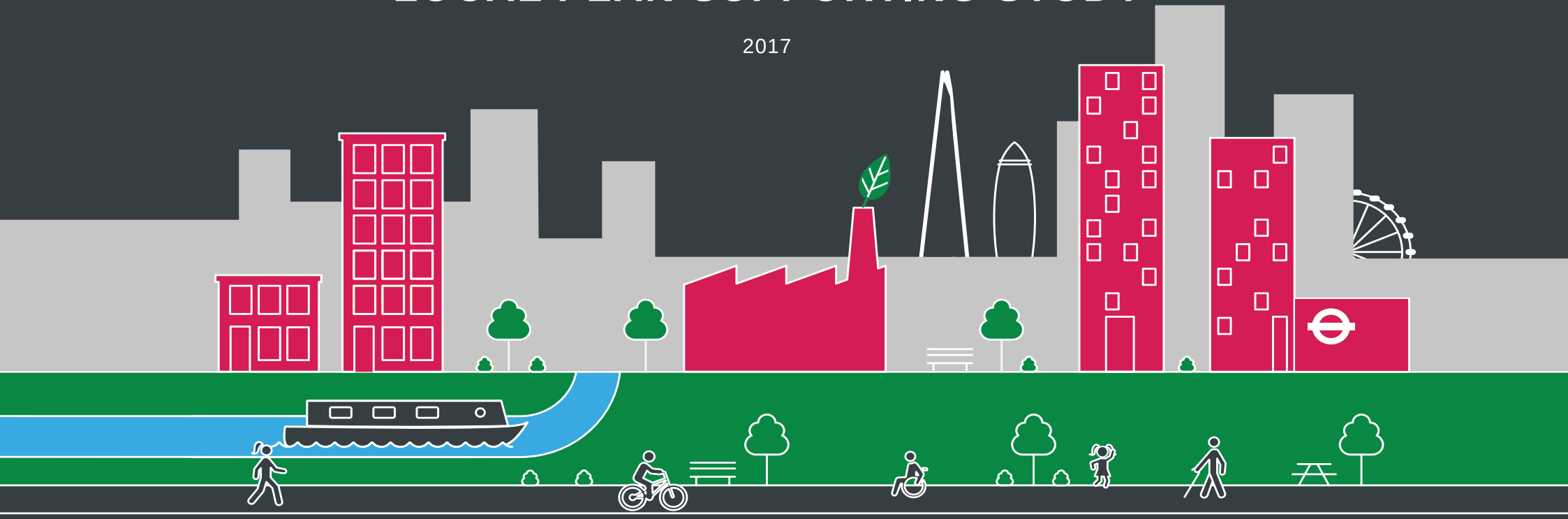
OPDC
OLD OAK AND PARK ROYAL DEVELOPMENT CORPORATION

Character Areas Study

LOCAL PLAN SUPPORTING STUDY

2017



MAYOR OF LONDON

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1 Introduction

Aims of the Study

This Character Areas Study has been undertaken by the Old Oak and Park Royal Development Corporation (OPDC) to identify the key physical characteristics across the Corporation area and its boundaries.

The OPDC was established in April 2015 by the Mayor of London to oversee the development of the Old Oak and Park Royal Opportunity areas, as identified in the London Plan. Large parts of the Study area, in particular at Old Oak Common, are set to undergo major change over the next 20 to 30 years. The primary catalyst for this change will be the opening of Old Oak Common station in 2026, connecting HS2 services to the Elizabeth Line. The station will the largest built in the UK in over a century, and when finished will be the second biggest in the country, and will be the centrepiece of a major new urban district of over 25,000 new homes and employment space for over 50,000 new jobs. The beginning of this change is already underway, with a number of largescale mixed use developments either granted permission or in the planning pipeline. This Study highlights the character areas that will be impacted most by these changes, and aims to identify the key characteristics and features which should be protected and/or enhanced by, and inform, new development.

The Character Areas Study not only looks at the character of areas within the OPDC administrative boundary, but also of surrounding areas. One of the primary objectives of the OPDC is to ensure new development in the area benefits the surrounding community, and responds to their social and physical character. This Study seeks to identify the key urban characteristics which should be considered in the design of new places.

This Study forms part of the evidence base for the OPDC Draft Local Plan, and will inform future planning policy and development within the OPDC area.

Defining and Understanding Character

Character is created by the interplay of different elements, including the physical or built environments that make up a place, together with the cultural, social and economic factors which have combined to create identity, and the people associated with it.

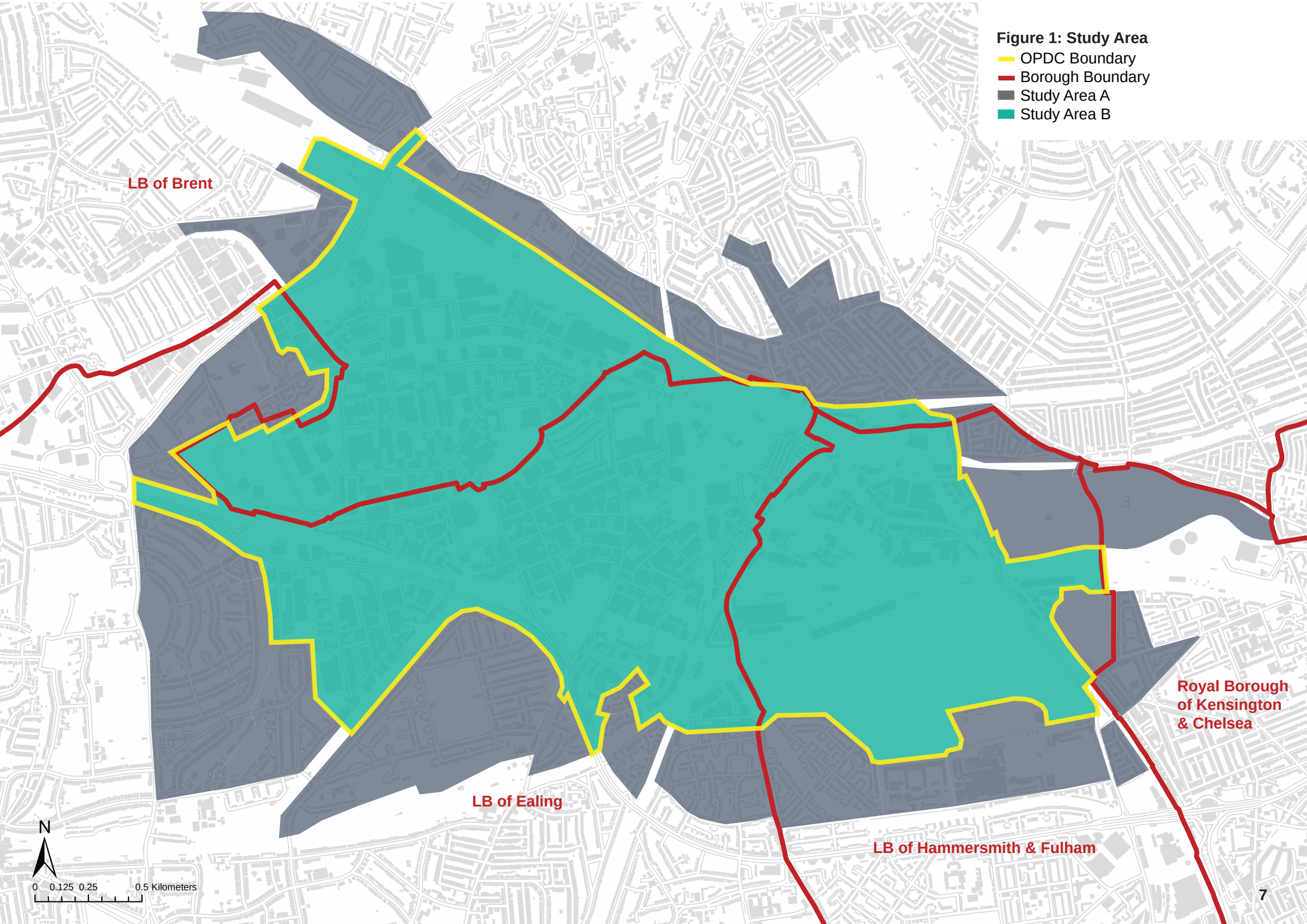
The Mayor of London's Character and Context SPG (2014) identifies four key principles to understanding character:

- Character is all around us and everywhere has a distinctive character;
- Character is about people and communities as well as the physical components;
- Places are connected and overlap - boundaries, edges and transitions are important;
- Character is a dynamic concept - evolution and change are fundamental characteristics of London.

Benefits to Understanding Character

When new development is informed by a sound understanding and recognition of the existing character, it leads to more sustainable areas with a better quality of life, which are attractive to live, work and visit. In the context of the OPDC, an understanding of local character will play a key role in shaping major areas of change. This Study will assist OPDC to:

- secure high quality design which responds positively to the surrounding context;
- craft place specific planning policy based on the intrinsic character of an area;
- recognise local historic character, including physical assets or features which should be retained, enhanced of reflected as part of new development
- inform the development of areas of major change by identifying assets of intrinsic value which will help create a new sense of place; and
- produce strategies to improve the safety, legibility and connectivity of existing areas.


Figure 1: Study Area
OPDC Boundary
Borough Boundary
Study Area A
Study Area B
LB of Brent
LB of Ealing
LB of Hammersmith & Fulham
Royal Borough of Kensington & Chelsea
N
0 0.125 0.25 0.5 Kilometers

Study Area

The Study area is made up of the administrative area of the OPDC (Study Area B) and a ribbon of surrounding character areas adjacent to the OPDC boundary (Study Area A). The OPDC area is made up of land within the three Boroughs of Ealing, Brent and Hammersmith and Fulham, while a portion of the Study area outside of the OPDC boundary is located within the Royal Borough of Kensington and Chelsea.

The OPDC area covers the Old Oak Common and Park Royal Opportunity Areas as identified in the Mayor's London Plan (2015). These areas are currently dominated by industrial and transport related uses. The southern portion of the area, known as Old Oak, is predominantly made up of a network of rail sidings and depots. This includes the West Coast Main Line, and a new depot for Elizabeth Line services which are set to begin service in 2018. The majority of the north and west of the area is known as Park Royal, and operates as one of the largest of the most successful industrial areas in Western Europe. The area is protected as Strategic Industrial Land (SIL) due to its crucial role within the wider London economy.

The area also includes some established pockets of residential communities, as well as new residential and mixed use communities in North Acton and at First Central in the far west of Park Royal. The parts of the Study Area outside of the OPDC boundary are more typically residential in nature, often with very poor connectivity to the OPDC area as a result of the rail and road infrastructure which intersects the area. In preparing this Study, OPDC worked with each of the Boroughs to identify the areas outside of the OPDC boundary to include in the Study.

The study area contains key assets of environmental and recreational value, in particular to the south-east which contains Wormwood Scrubs, Little Wormwood Scrubs and Saint Marys and Kensal Green Cemeteries. The Grand Union Canal, built in the late 18th century, runs east-west through the area and is one of the key defining features of the area.

The area is set to be transformed in 2026 with the opening of Old Oak Common Station. The station will be the key catalyst for the development a major new urban district at Old Oak, with the area identified as having the potential to deliver over 24,000 new homes and 55,000 new jobs. This level of development, expected to be delivered through the next 30 to 40 years, will change the urban character of the OPDC area and will have a significant influence on surrounding communities.

2 Methodology

Baseline Survey

A baseline analysis was undertaken across the study area. This was formed of a high level, desktop based assessment utilising aerial imagery, GIS data and other resources. The survey focused upon:

- Urban Structure;
- Land Uses;
- Green Infrastructure and Open Spaces; and
- Movement and Connectivity.

Defining the Character Areas

58 different character areas were identified, 32 within the OPDC area and 26 in the surrounding study area. Character areas were initially identified through the baseline survey based on physical and functional similarities. These areas were regularly revised through detailed site assessment as a greater understanding of each area became apparent.

OPDC worked with officers from the relevant boroughs in the surrounding area in identifying the appropriate character area boundaries.

The character areas identified in this study do not reflect any political or administrative significance, aside from where the OPDC boundary forms part of defining the character area, which was in any case established based on areas of fundamentally different character.

Assessing the Character Areas

Following the identification of the individual character areas, a detailed assessment of each area was undertaken. This follows the guidance set out in the Mayor of London's Character and Context SPG. The assessment was supported by a combination of site visits and aerial imagery to identify to following aspects:

- The general character of the area, be it a Modern industrial park, Victorian terraced streets, Interwar Garden City estate, etc.
- The age/time period(s) of the character area;
- Primary mix of land uses;
- Scale, defining the approximate density, massing and heights of the built environment;
- Building layout and typology: Assessing the type of buildings, their orientation, their relationship to the street and type of frontage.
- Street route and layout: Assessing the established movement patterns in the area, be it a residential cul de sac, a main through route, or a regular garden city type grid pattern.
- Spaces and Street Features: Identifying the amount of area dedicated to open space, private gardens, car parking or industrial operations, and the relationships between different types of spaces and buildings.
- Building Features: Assessing façade treatments, types of windows and other openings, roof forms and detailing to lintels, eaves and other features.
- Materials: Primary building materials used which help establish the key characteristics of the area.

Recommendations

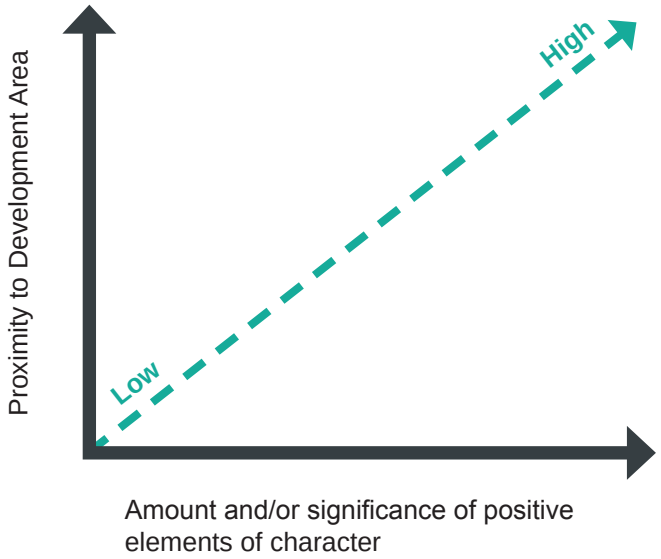
Having undertaken detailed Character Area assessments, a series of recommendations are made.

Positive Elements of Character:
Elements such as important buildings or structures, design style or detailed design motifs, and general spatial features which should influence future development.

Character Issues:
For character areas within the OPDC administrative area, the study has sought to identify potential weaknesses in character where opportunity exists for these to be addressed through policy. This has not been undertaken for those character areas which fall outside the OPDC area as any policy implementations are a matter for the relevant Boroughs.

Potential Impact on Character:
This recommendation has been provided for each character area, and has been based on the location of an area in relation to the Old Oak development area, combined with the amount and/or significance of positive elements of character.

Figure 2: Assessing Potential Impact on Character



The recommendations for each character area are included alongside the detailed Character Area assessments in Section 4.

3 Baseline Survey

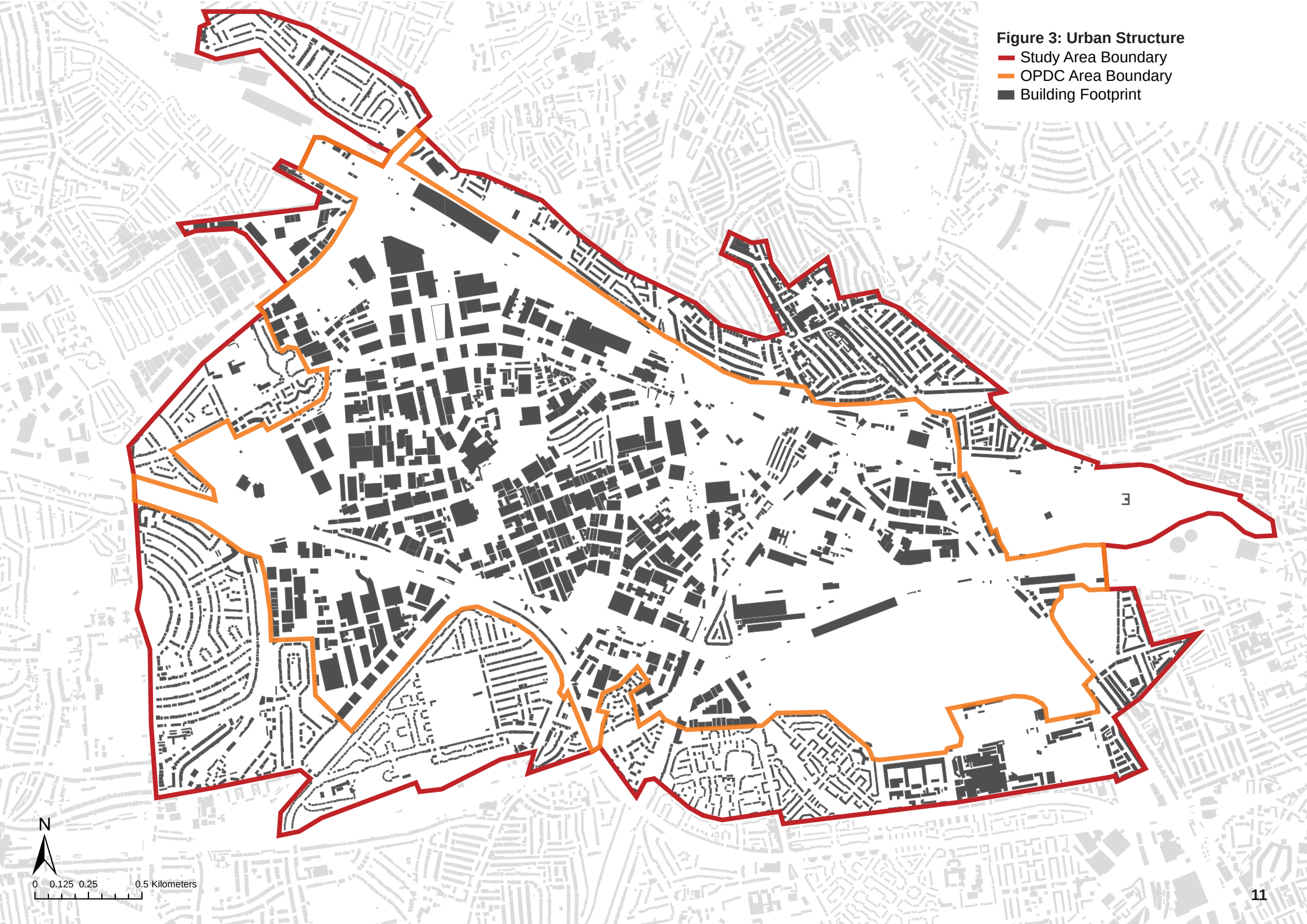
Urban Structure

As Figure 3 shows, there is a clear contrast between the pattern of development within the OPDC boundary, and the parts of the study area that fall outside the OPDC boundary.

The lands within the OPDC boundary are dominated by large floorplate industrial typologies, with a more compact coverage evident in the south of Park Royal, and larger scale, lower coverage forms of development in the north and west. The pockets of residential areas within Old Oak and Park Royal contrast sharply with surrounding land uses.

The large areas of undeveloped land at Wormwoods Scrubs, St Marys and Kensal Cemeteries and the Old Oak rail depot are clearly evident, as is the clear structure of the networks of railway and roads in the area.

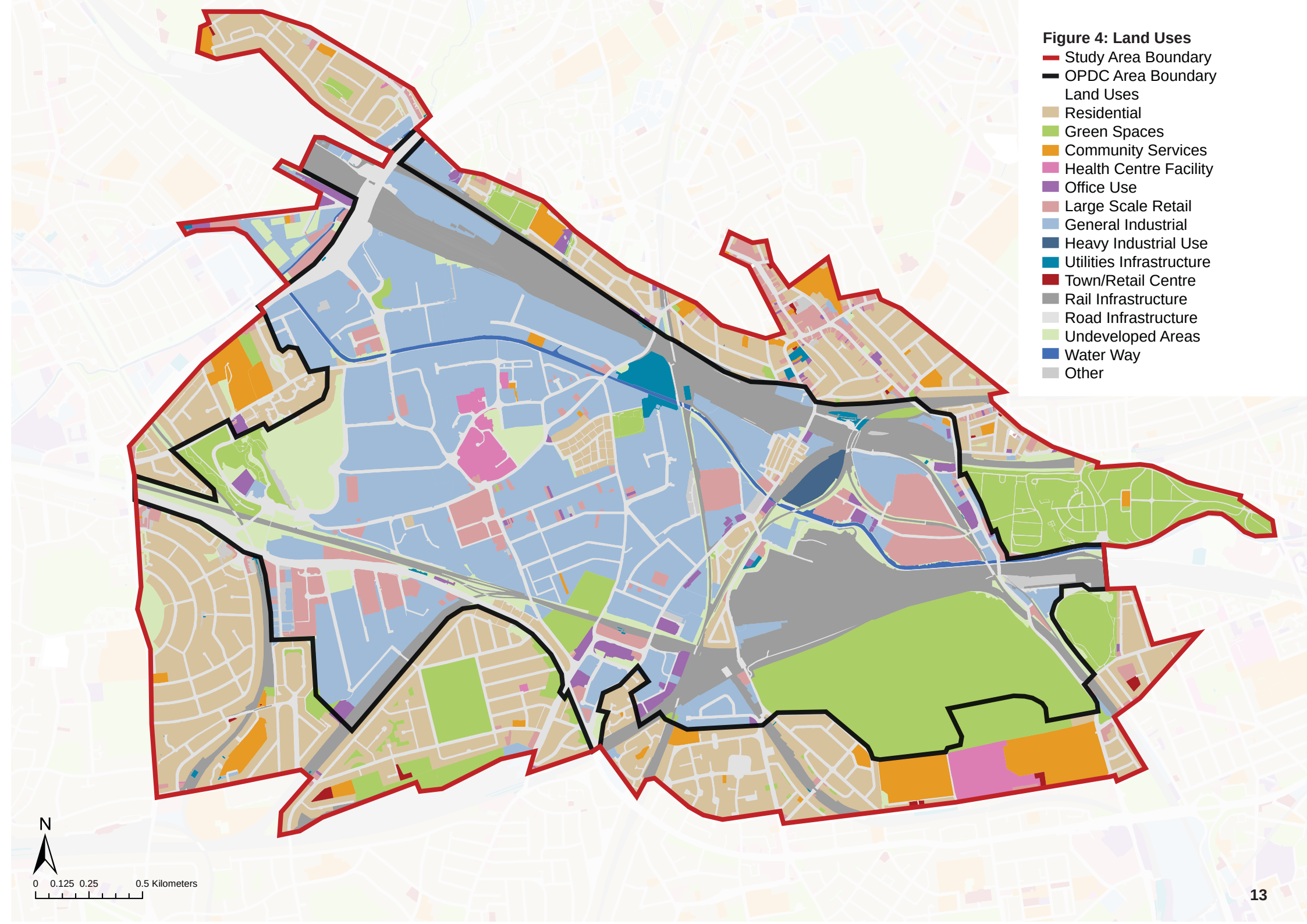
The areas surrounding the OPDC boundary have a clear low plot density residential development pattern, with a higher plot density evident in the Harlesden Town Centre area and North Kensington.


Figure 3: Urban Structure
Study Area Boundary
OPDC Area Boundary
Building Footprint
N
0 0.125 0.25 0.5 Kilometers

Land Use

There is a clear contrast in land uses within and outside of the OPDC area. Within the OPDC boundary, land uses are dominated by industrial and largescale retail uses with large areas of land dedicated to rail infrastructure. There is a cluster of health care uses at the Central Middlesex Hospital and established pockets of residential areas.

The areas surrounding the OPDC boundary are, by contrast, predominantly residential in nature. There are town centre retail uses at Harlesden Town Centre, and a cluster of community and health care facilities in the south east where Hammersmith Hospital and HMP Wormwood Scrubs are located.

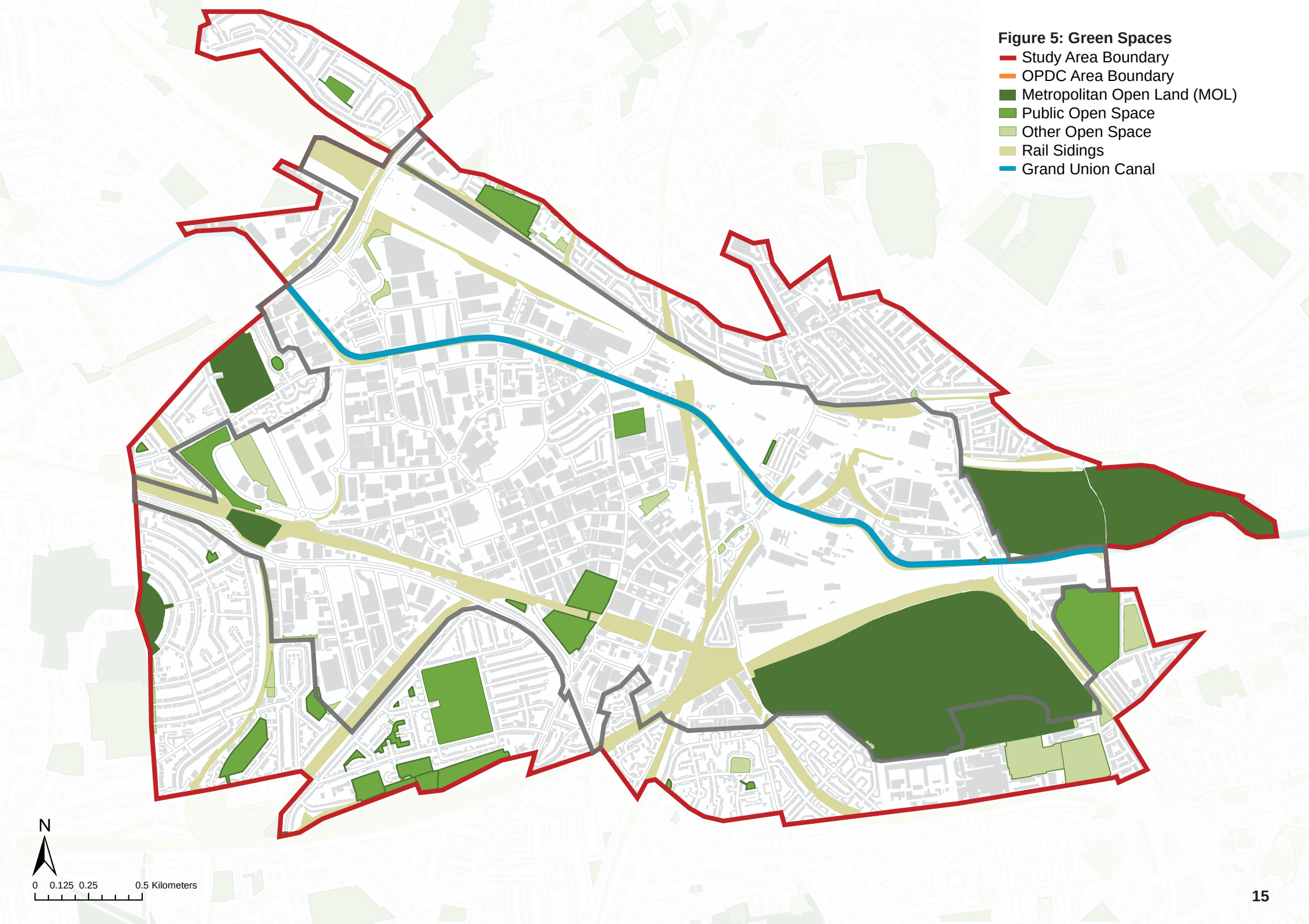

Figure 4: Land Uses
Study Area Boundary
OPDC Area Boundary
Land Uses
Residential
Green Spaces
Community Services
Health Centre Facility
Office Use
Large Scale Retail
General Industrial
Heavy Industrial Use
Utilities Infrastructure
Town/Retail Centre
Rail Infrastructure
Road Infrastructure
Undeveloped Areas
Water Way
Other
N
0 0.125 0.25 0.5 Kilometers

Green and Open Spaces

There are four sites of Metropolitan Open Land (MOL) in the study area. Wormwood Scrubs in the south of the OPDC area is a valuable public park, while St Marys and Kensal Cemeteries are open spaces with particular heritage value. Other natural/wooded areas in the north-west of the study area at Twyford Abbey, Chatsworth Road and north of the A40 are also designated as MOL.

There are a number of local and pocket parks throughout the area, while the Grand Union Canal, which runs east-west throughout, is also a key recreational, movement and ecological corridor. There are also a number of areas of private open space and natural or semi natural areas, while the network of rail sidings form an important aspect of the green infrastructure of the area functioning as wildlife corridors.

Excluding Wormwood Scrubs, there is a significant lack of open and natural space within the Park Royal and Old Oak areas.


Figure 5: Green Spaces
Study Area Boundary
OPDC Area Boundary
Metropolitan Open Land (MOL)
Public Open Space
Other Open Space
Rail Sidings
Grand Union Canal
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0 0.125 0.25 0.5 Kilometers

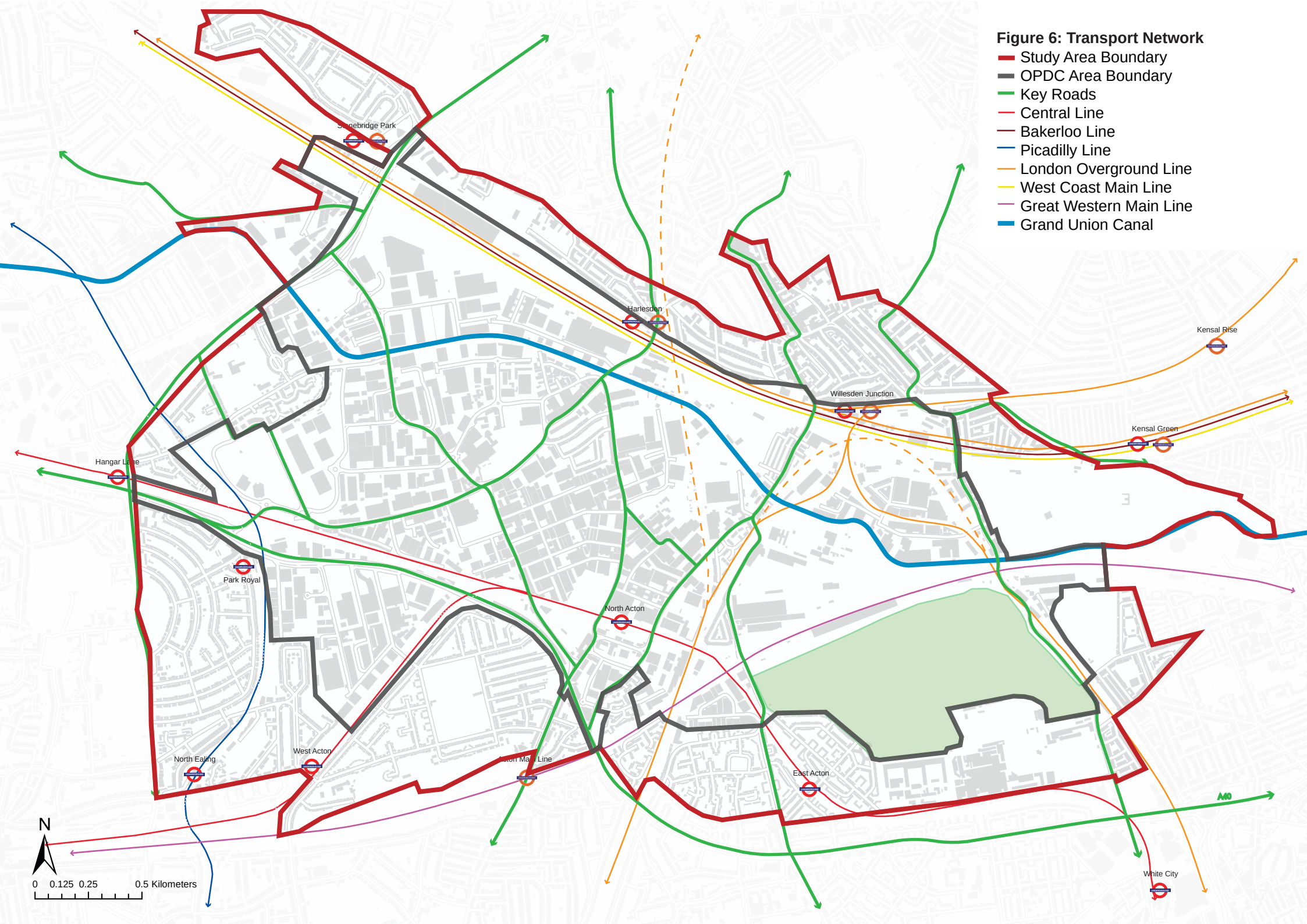
Movement and Connectivity

The A40 and North Circular Road run through the south and west of the Study area and form part of London's strategic road network. Scrubs Lane and Old Oak Common Lane/Victoria Road act as important local connection routes connecting traffic from the north of the area to the A40 in the south. There are a number of local and minor roads throughout the area, with heavy use by freight traffic servicing industrial uses in Park Royal.

The area has a strong provision of public transport. Three Stations providing Overground and Bakerloo line services are located along the northern boundary of the Study area at Willesden Junction, Harlesden and Stonebridge Park. In the south and west of the area there 6 stations providing services on the Central and Piccadilly lines.

The area is heavily dominated by rail infrastructure and this has resulted in very poor permeability.

The Grand Union Canal, as well as operating as a functioning canal route, provides cycle and pedestrian linkages across the area and forms part of a designated cycle quiet way.


Figure 6: Transport Network
Study Area Boundary
OPDC Area Boundary
Key Roads
Central Line
Bakerloo Line
Picadilly Line
London Overground Line
West Coast Main Line
Great Western Main Line
Grand Union Canal
Stonebridge Park
Harlesden
Willesden Junction
Kensal Rise
Kensal Green
Hangar Lane
Park Royal
North Acton
North Ealing
West Acton
East Acton
White City
A40
N
0 0.125 0.25 0.5 Kilometers

4 Detailed Analysis

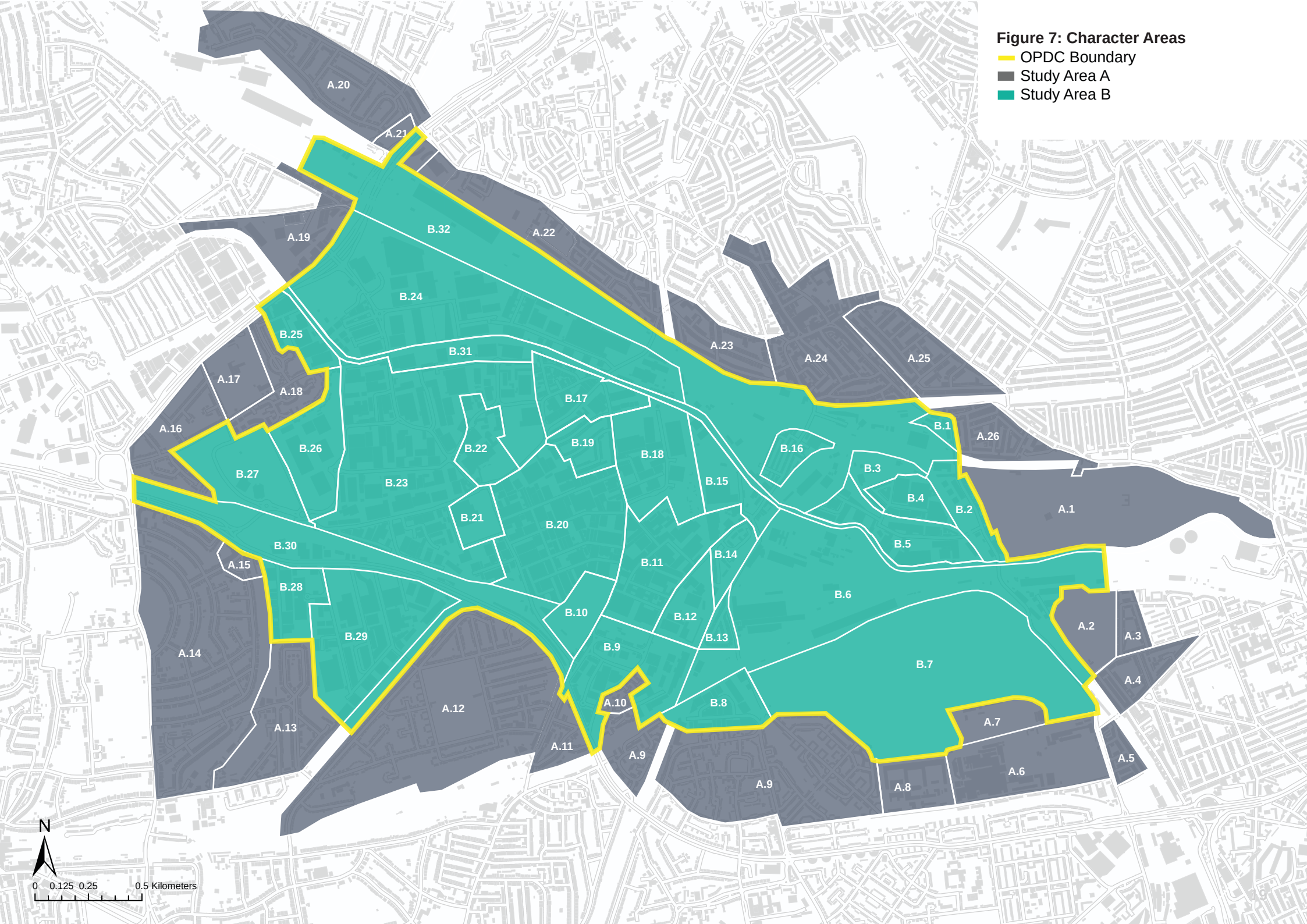
The character areas identified for detailed assessment are outlined in Figure 7.

Sudy Area A

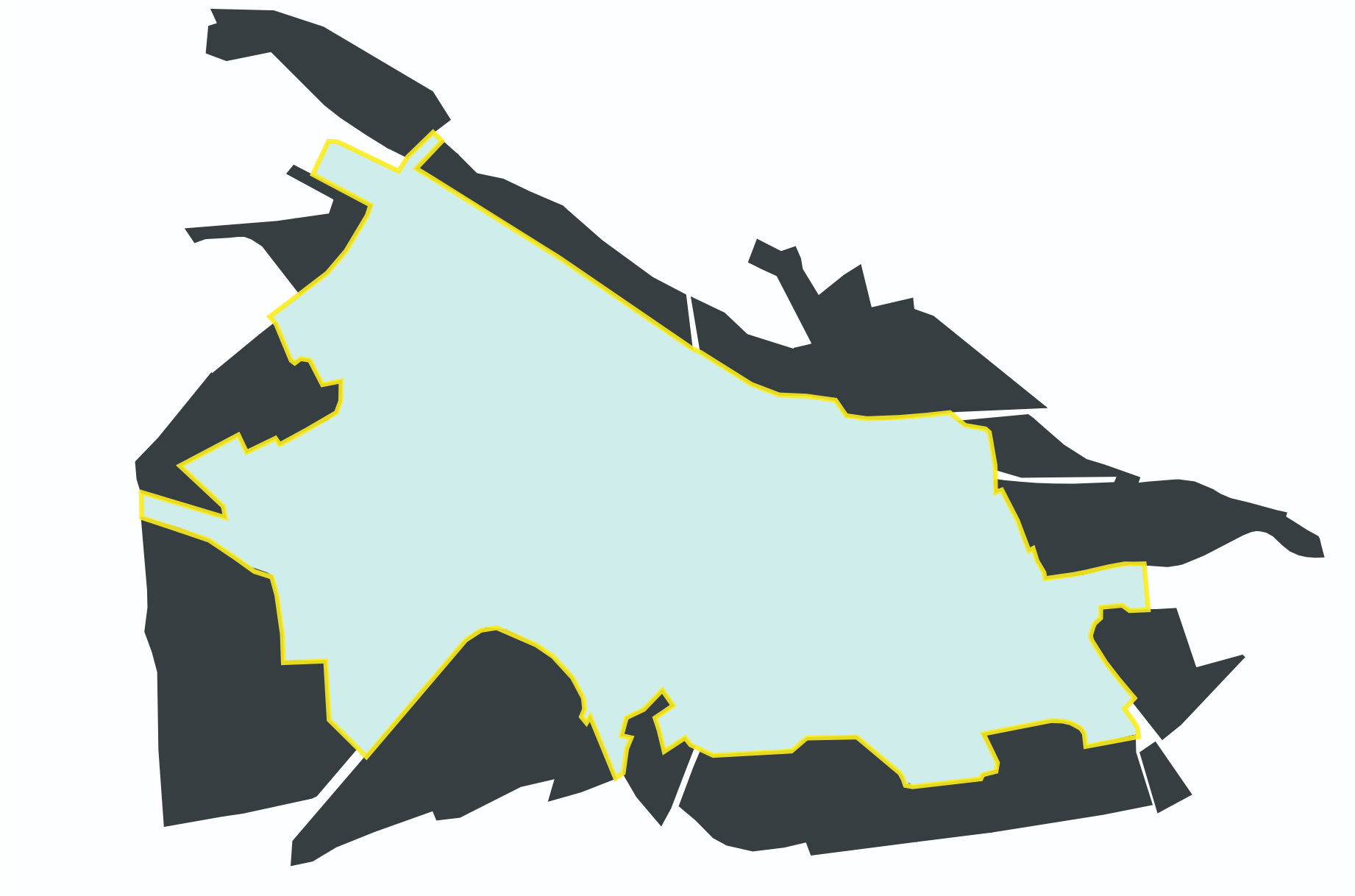
- A.1 St Mary's and Kensal Green Cemetery
- A.2 Little Wormwood Scrubs
- A.3 Sutton Way
- A.4 Brewster Gardens
- A.5 Eynham Road
- A.6 Hammersmith Hospital
- A.7 Linford Christie Stadium
- A.8 HMP Wormwood Scrubs
- A.9 Old Oak Common Estate
- A.10 Jenner Avenue
- A.11 York Road
- A.12 West Acton
- A.13 Hanger Hill Garden Estate Conservation Area
- A.14 Hanger Hill (Haymills) Estate Conservation Area
- A.15 Park Royal Station and surrounds
- A.16 Twyford Abbey Road
- A.17 Twyford Abbey
- A.18 Abbeyfields
- A.19 Ace Café and surrounds
- A.20 Tokyngton
- A.21 Stonebridge office blocks
- A.22 Hillside and Laurence
- A.23 Harlesden West
- A.24 Harlesden Town Centre
- A.25 Harlesden East
- A.26 College Park

Study Area B

- B.1 Harrow Road Corner
- B.2 Scrubs Lane
- B.3 Metal Yard
- B.4 Salter Street
- B.5 Hythe Road
- B.6 Railway South
- B.7 Wormwood Scrubs
- B.8 Westway Estate
- B.9 Wales Farm Road
- B.10 Acton Cemetery
- B.11 St Leonards Road
- B.12 Acton Wells East
- B.13 Wells House Road
- B.14 Midland Terrace and Shaftesbury Gardens
- B.15 Atlas Road
- B.16 The Island Triangle
- B.17 Disraeli Road
- B.18 Powergate Business Park
- B.19 Wesley Avenue
- B.20 Standard Road
- B.21 ASDA
- B.22 Central Middlesex Hospital
- B.23 Abbey Road
- B.24 Premier Park
- B.25 Elveden Road
- B.26 Former Guinness Brewery
- B.27 First Central Business Park
- B.28 Royale Leisure Park
- B.29 Heron Road Trading Estate
- B.30 Western Avenue
- B.31 Grand Union Canal
- B.32 Railway North


Figure 7: Character Areas
OPDC Boundary
Study Area A
Study Area B
A.20
A.21
A.22
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0 0.125 0.25 0.5 Kilometers

Study Area A: Surrounding Area



A1 St Mary's and Kensal Green Cemetery

Primary Character	Cemetery
Age	Georgian/Victorian/20th century
Land Use	Active and historic cemeteries
Scale	Undeveloped aside from cemetery structures
Building Layout & Typology	Isolated buildings and historic planned structures.
Street Route and Layout	Planned walking routes within cemetery and canalside access for moorings.
Spaces & Features	Predominantly public open space with cemetery use and associated spaces for moorings.
Building Features	Gothic style stone masonry and detailing to St Mary's Chapel and smaller cemetery structure.
Materials	Vegetation and varied stone and brick materials.

Cemetery structures and routes



Long range views across cemetery



Positive Elements of Character

- Contrasts between confined views and long range views
- Heritage assets
- Established network of routes and paths

Potential Impact on Character: HIGH

A2 Little Wormwood Scrubs

Primary Character	Public green space
Age	Space - N/A Buildings - 1990's
Land Use	Child play space, public open space (naturalistic and maintained) and community venue.
Scale	Undeveloped aside from playspace and community venue.
Building Layout & Typology	Isolated community venue building to west.
Street Route and Layout	Internal pathways with access from the south.
Spaces & Features	Predominantly public open space with fencing and brick walls to edges.
Building Features	Modern community venue building with rural-industrial detailing.
Materials	Naturalistic and maintained vegetation, low steel railings to boundaries, timber cladding to community venue.

View across Little Wormwood Scrubs



Community venue



Positive Elements of Character

» Nature of the site as a publicly accessible open space.

Potential Impact on Character: HIGH

A3 Sutton Way

Primary Character	Mansion block estate
Age	Interwar
Land Use	Residential
Scale	High density residential compared to surrounding area, medium plot coverage, 3 to 6 storeys in height.
Building Layout & Typology	Narrow plan Interwar mansion block typology, oriented towards to the street.
Street Route and Layout	U shaped grid pattern
Spaces & Features	Private/communal gardens and car parking to rear and front of mansion blocks. Concrete pavers, tarmac streets, traditional lighting, regular tree planting.
Building Features	Vertical Victorian influenced design, with red brick defining minimalist detailing. Elements of Art deco details to balcony walls.
Materials	London stock brick and red imperial brick, sheltered render facades. Terracotta roofing, white PVC windows .

Positive Elements of Character

- London stock brick and red imperial brick
- Simple edge detailing with elements of Art Deco

Potential Impact on Character: LOW

Multi-level mansion blocks with brick facade and detailing



Street spaces and variance in scale



A4 Brewster Gardens

Primary Character	Victorian/Edwardian terraced streets
Age	Late Victorian and Edwardian, with some modern infill
Land Use	Residential with community use
Scale	Low to medium density, low to medium plot coverage, 2 to 4 storeys in height.
Building Layout & Typology	Range of lower to medium density Victorian/ Edwardian terraced typologies.
Street Route and Layout	Regular grid.
Spaces & Features	Front gardens, concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Victorian, Edwardian and elements of Arts and Craft detailing. Cottage style entrances, bay windows (angled and square). Bold rendered lintel and window detailing to older Victorian homes.
Materials	Mixture of painted pebbledash, London stock brick and red imperial brick. Timber sash windows, slate and terracotta roofing.

Victorian terraces with mix of red imperial and London stock brick



Edwardian terraces with cottage style entrances and Arts and Crafts detaling



Positive Elements of Character

- London stock brick and red imperial brick
- Range of Victorian/Edwardian styles, materials and detailing

Potential Impact on Character: MEDIUM

A5 Eynham Road

Primary Character	Victorian/Edwardian terraced streets
Age	Late Victorian and Edwardian
Land Use	Residential
Scale	Low density residential, medium plot coverage, 2 storeys in height.
Building Layout & Typology	Victorian and Edwardian terraced housing and purpose flats within housing typologies.
Street Route and Layout	Regular grid.
Spaces & Features	Front gardens, concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Victorian and Arts of Craft detailing - mock tudor gables, cottage style entrances, bay windows (angled and square), slate and terracotta roofing, shared entrances with front doors on streets, regular rhythm presented to street.
Materials	red imperial brick, London stock brick, slate and terracotta roofing, wooden detailing.

Positive Elements of Character

- red imperial and London stock brick, slate and terracotta roofing
- Street rhythms, front gardens

Potential Impact on Character: LOW

Victorian terraces with red imperial brick, terracotta roofing and angled bay windows



Terraced housing with painted facades



A6 Hammersmith Hospital

Primary Character	Historic / Modern Hospital complex
Age	Late Victorian, Interwar and Modern
Land Use	Health and ancillary residential
Scale	Range of small to medium sized hospital structures, builings heights of 2 to 8 storeys
Building Layout & Typology	Site centres on original Edwardian hospital building, with Interwar office and hospital buildings and modern office uses surrounding. Medium to high plot coverage.
Street Route and Layout	Unclear movement network.
Spaces & Features	Uncoordinated public realm with limited public open space provision. Surface car parking to the north.
Building Features	Original hospital building – clock tower, intricate roof details, regular bold window details (classic detailing), bay windows and slate roofing. Other buildings – varied semi-industrial appearance.
Materials	red imperial brick, slate roofing, copper cladding.

Positive Elements of Character

» red imperial brick and natural slate

Potential Impact on Character: LOW

Front facade of original Edwardian hospital building



Modern hospital building with semi-industrial style



A7 Linford Christie Stadium

Primary Character	Athletic grounds
Age	1970's
Land Use	Sports and community use
Scale	Open space aside from small spectator stand and small isolated ancillary structures.
Building Layout & Typology	Single stand to north of running track and sports pitch.
Street Route and Layout	N/A
Spaces & Features	Running track, sports pitch, minimilist steel fencing
Building Features	Red brick with utilitarian design.
Materials	Red brick, metal roofing and cladding.

Athletics track and sports pitch



Viewing stand



Positive Elements to Character

» N/A

Potential Impact on Character: LOW

A8 HMP Wormwood Scrubs

Primary Character	Historic prison complex
Age	1870's with modern additions
Land Use	Prison
Scale	Series of largescale, but narrow plan, Victorian structures with Interwar and modern additions, typically 5 storey in height.
Building Layout & Typology	Traditional military layout with series of interconnect structures. Medium plot coverage.
Street Route and Layout	N/A
Spaces & Features	Large, dominant boundary wall surrounding the site, with classical detailing to southern gates. Internal courtyards within complex.
Building Features	Classical and gothic detailing throughout.
Materials	London stock brick and yorkstone.

Prison wall and surrounding spaces



Main entrance gates to prison



Positive Elements of Character

- London stock brick and yorkstone, and gothic detailing
- Established scale and form of the complex

Potential Impact on Character: LOW

A9 Old Oak Common Estate

Primary Character	Garden City residential estate
Age	Interwar
Land Use	Residential, with some ancillary retail and community uses
Scale	Low density residential buildings, low plot coverage, 2 to 3 storeys in height.
Building Layout & Typology	Terraced and semi detatched Interwar housing, street oriented or set around planned courtyards or greens.
Street Route and Layout	Semi-regular radial grid
Spaces & Features	Concrete pavers, tarmac streets, historic style street lighting, maintained planting and established trees. Semi public courtyards throughout.
Building Features	Pitched roof, Arts and Craft wooden detailing, terracotta tiled facades.
Materials	Mix of yellow London stock brick and red imperial brick, terracotta tiled roofs, white wooden painted architrave and timber windows.

Positive Elements of Character

- London stock brick, terracotta facades and Arts and Crafts detailing
- Defined street layout
- Formal and informal landscaping features

Potential Impact on Character: MEDIUM

Semi public courtyard



Rendered homes with brick detailing



A10 Jenner Avenue

Primary Character	Postwar / Modern residential
Age	Post / 1980's
Land Use	Residential
Scale	Low density residential buildings, low plot coverage, 2 storeys in height.
Building Layout & Typology	Terraced and semi-detached houses with some flats, street oriented.
Street Route and Layout	Cul-de-sac with access road and walking routes with limited accessibility
Spaces & Features	Ill defined public/communal/private open spaces, back gardens and front gardens. Off-street parking, concrete pavers, tarmac streets, standard lighting. Front gardens present limited street activation.
Building Features	Limited detailing to street frontages, limited panelled gables and bays, slate and terracotta roofing, front doors on streets.
Materials	Red/brown brick, wooden bay window panelling, terracotta roofing.

Positive Elements of Character

» Established residential character and scale

Potential Impact on Character: LOW

Modern residential apartment buildings



Postwar suburban housing



A11 York Road

Primary Character	Victorian / Postwar residential streets
Age	Late Victorian, with infill of Edwardian, Arts and Crafts and Postwar development
Land Use	Residential
Scale	Low to medium residential density, medium plot coverage, 2 to 3 storey terraced homes and 4 storey mansion blocks.
Building Layout & Typology	Predominantly street orientated housing with some converted apartments and purpose built flats in mansion blocks.
Street Route and Layout	Two street connecting perpendicular main routes.
Spaces & Features	Private/communal gardens and car parking to rear of mansion blocks. Front yards on streets, concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Elevated ground floors with steps to street, clear white linear and gothic details to window lintels and doors which creates a rhythm to the street, bay windows, Art Deco/Modern detailing to mansion block entrances.
Materials	London stock brick, rendering of mansion blocks.

Positive Elements of Character

- London stock brick and polychroming and clear white detailing
- Street rhythms and regular front gardens
- Art Deco/Modern details

Potential Impact on Character: LOW

Victorian terraced housing



Postwar suburban housing



A12 West Acton

Primary Character	Interwar residential estate
Age	Interwar
Land Use	Residential
Scale	Low density residential buildings, low plot coverage, 2 to 3 storeys in height.
Building Layout & Typology	Mix of terraced and semi-detached housing.
Street Route and Layout	Regular grid street layout.
Spaces & Features	Private front and back gardens and North Acton Playing Fields. Concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Tudor and Arts and Craft detailing. Mock Tudor gables, cottage style entrances, generous bay windows (angled), tiled gables and bays, terracotta roofing, front doors on streets, regular rhythms presented to street.
Materials	Wide range of materials common to the Interwar period including red brick, roughcast, terracotta tiling (frontages and roofs), half-timbering.

Interwar suburban housing



North Acton Playing Fields, housing with Mock Tudor detailing



Positive Elements of Character

- Coordinated range of styles
- Street rhythms, front gardens and public spaces

Potential Impact on Character: MEDIUM

A13 Hanger Hill Garden Estate Conservation Area

Primary Character	Garden City / Mock Tudor residential estate
Age	Interwar
Land Use	Residential
Scale	Low residential density, medium plot coverage, 2 to 3 storeys in height.
Building Layout & Typology	Range of terraced, semi-detached and detached housing and mansion blocks in strong Mock Tudor styles. Larger housing typology compared to surrounding areas.
Street Route and Layout	Garden City radial grid layout.
Spaces & Features	Private front and back gardens with generous communal spaces fronting to street. Concrete pavers, tarmac streets, historic style lighting, regular tree planting.
Building Features	Tudor and Arts and Craft detailing. Mock Tudor gables, strong tudor panelling, generous bay windows (angled), tiled gabels and bays, terracotta roofing, front doors on streets.
Materials	Wide range of materials common to the Garden City styles including red brick, white rendering with black wooden details, some roughcast, terracotta tiling (frontages and roofs), wooden detailing to gables.

Positive Elements of Character

- Coordinated range of styles and street rhythms
- Pronounced frontages, front gardens and public spaces

Potential Impact on Character: LOW

Garden City streetscape



Terraced housing with Mock Tudor detailing and communal garden space



A14 Hanger Hill (Haymills) Estate Conservation Area

Primary Character	Garden City / Mock Tudor residential estate
Age	Interwar
Land Use	Residential
Scale	Low density residential buildings, low plot coverage, 2 to 3 storeys in height.
Building Layout & Typology	Range of semi-detached and detached housing in a range of styles. Large housing typology compared to surrounding areas.
Street Route and Layout	Garden City plots with long curving road.
Spaces & Features	Private front and back gardens with Hanger Hill Wood at highest point to the west of the area. Concrete pavers, tarmac streets, historic style lighting, regular tree planting.
Building Features	Tudor, Arts and Crafts, Neo-Georgian and some Modern Movement detailing. Mck Tudor gables, strong tudor panelling, generous bay windows (angled), tiled gables and bays, terracotta roofing, clean horizontal lines and refined detailing, Crittal windows.
Materials	Wide range of materials including red and brown stock brick, white rendering with black wooden details, terracotta tiling (frontages and roofs), wooden detailing to gables, concrete lintels in Modern Movement style homes.

Positive Elements of Character

- Range of styles, street rhythms and open/natural spaces
- Pronounced frontages, clean linear detail

Potential Impact on Character: LOW

Suburban homes with Mock Tudor detailing



Generous, angled bay windows



A15 Park Royal Station and Surrounds

Primary Character	Modern Movement retail and station development
Age	Interwar
Land Use	Residential with retail and underground station
Scale	Low to medium density, low plot coverage, 2 to 4 storeys in height.
Building Layout & Typology	Connections of Modernist style buildings including Park Royal Station (Grade II Listed), Park Royal hotel (locally listed) and Hanger Court (locally listed) centred on Hanger Green.
Street Route and Layout	Triangular street layout.
Spaces & Features	Hanger Green public open space. Concrete pavers, tarmac streets, standard lighting.
Building Features	Hanger Court - Modern Movement brick and linear continuous concrete lintel details; Park Royal Hotel - Art Deco frontage and entrance; Park Royal Station - Modernist design with a distinctive tower accompanied by a curve of small shops leading to Hanger Green.
Materials	Brown stock brick, concrete lintels, model windows.

Modernist Park Royal Station



Modernist retail frontage with continuous linear detailing



Positive Elements of Character

- Linear lintel and brick detailing
- Strong visual relationship between building and public open space

Potential Impact on Character: MEDIUM

A16 Twyford Abbey Road

Primary Character	Interwar residential estate
Age	Interwar
Land Use	Residential
Scale	Low density residential buildings, low plot coverage, 2 storeys in height.
Building Layout & Typology	Range of terraced and semi-detached with limited detached housing and low rise flats in infill areas. Single shopping parade facing Hanger Lane gyratory.
Street Route and Layout	Semi regular grid constrained by surrounding previous industrial uses, strategic roads, railways and Twyford Abbey.
Spaces & Features	Private front and back gardens with a single allotment and railway embankments. Concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Mock Tudor, generous bay windows (angled), tudor detailed and tiled gabels and bays, terracotta roofing, front doors on streets, porch detailing with brick patterns referencing Twyford Abbey.
Materials	Wide range of materials common to the Mock Tudor styles including red brick, rendering with wooden details, roughcast, terracotta tiling (frontages and roofs), wooden detailing to gables.

Positive Elements of Character

- References to Twyford Abbey
- Tile, wood and brick detailing

Potential Impact on Character: LOW

Housing with Mock Tudor detailing and curved bay windows



Housing with generous, square bay windows with references to Twyford Abbey



A17 Twyford Abbey

Primary Character	Derelict manor house and gardens
Age	Early Victorian
Land Use	Vacant (former residential and nursing home)
Scale	Isolated 2 storey building, very low plot coverage.
Building Layout & Typology	Isolated historic house within grounds
Street Route and Layout	Private access lanes and walking paths
Spaces & Features	Overgrown enclosed space
Building Features	Gothic style with casements, crenelated parapet, buttresses and turrets.
Materials	Brick, cemented rendering.

Derelict Twyford Abbey and approach



Maintained gardens to south of Twyford Abbey



Positive Elements of Character

- Gothic style detailing
- Open, maintained gardens to the south of the manor house

Potential Impact on Character: LOW

A18 Abbeyfields

Primary Character	Late 20th century/Modern residential
Age	Ranges between Postwar and 2000s
Land Use	Residential
Scale	Low to medium density, medium plot coverage, 2 to 4 storeys in height.
Building Layout & Typology	Range of terraced, semi-detached and detached housing and blocks of low rise flats.
Street Route and Layout	Varied grid patterns, including Garden City layout.
Spaces & Features	Private front gardens and oval communal green spaces on street in Iveagh Avenue, concrete pavers and red bricks, tarmac streets, standard lighting, regular tree planting.
Building Features	Arts and Craft detailing. Generous bay windows (angled), tiled gables and bays, terracotta roofing, front doors on streets. Wooden panelling of flats, neo-Georgian details along Moyne Place.
Materials	Range of materials including red and yellow stock brick, roughcast, terracotta tiling (frontages and roofs), wooden detailing.

Housing with wood panelling to facades and terracotta tiling to roof



Modern apartment block



Positive Elements of Character

- Varied range of materials and styles
- Regular street frontages

Potential Impact on Character: LOW

A19 Ace Café and Surrounds

Primary Character	Interwar industrial area
Age	Interwar
Land Use	Light industrial, warehousing and café
Scale	Higher density industrial buildings with high plot coverage, 1 to 2 storeys in height.
Building Layout & Typology	Detached warehousing with ancillary office space providing strong frontage on to street.
Street Route and Layout	Two streets meeting at junction
Spaces & Features	Warehouse yards, on street car parking, off street car and freight parking, tarmac roads and pavements.
Building Features	Strong linear frontages with regular window spacing, strong entrance design and corner details with simplistic Art Deco and Modern styles, simple window lintels; simple metal warehousing. Ace café – simple Modern frontage onto car park with floor to ceiling windows in an industrial style and clock.
Materials	Warm red brick also common to surrounding residential areas, white window lintel details, white metal and uPVC windows, sheet metal. White rendering at Ace Café.

Positive Elements of Character

- » Simple linear details, coordination of brick and simple window features,
- » Strong corner and entrance details and use of industrial materials

Potential Impact on Character: MEDIUM

Modernist Ace Cafe



Interwar industrial typology with London stock brick



A20 Tokyngton

Primary Character	Interwar/ Postwar housing and retail
Age	Postwar
Land Use	Residential
Scale	Low residential density, low plot coverage, 2 to 3 storeys in height.
Building Layout & Typology	Mix of street orientated terraced and semi-detached housing in Mock Tudor and Arts and Crafts styles.
Street Route and Layout	Regular suburban grid pattern.
Spaces & Features	Private front and back gardens, front gardens on street, concrete pavers, tarmac streets, standard lighting, regular tree planting.
Building Features	Tudor and arts of craft detailing, mock tudor gables, cottage style entrances, generous bay windows, tiled gables and bays, terracotta roofing, front doors on streets, regular rhythms presented to street.
Materials	Wide range of materials common to the Interwar period including red brick, pebble dash, terracotta tiling (frontages and roofs), timber detailing to gables.

Postwar housing with gabled frontage



Interwar retail high street



Positive Elements of Character

- Coordinated range of styles and street rhythms
- Front gardens and public spaces

Potential Impact on Character: LOW

A21 Stonebridge Office Blocks

Primary Character	Brutalist office blocks
Age	1970's
Land Use	Offices (occupied and vacant)
Scale	High density office blocks but with low plot density, ranging from 7 to 21 storeys in height.
Building Layout & Typology	Site oriented office blocks within surface car parks.
Street Route and Layout	Footpaths along North Circular Road.
Spaces & Features	Expansive car parks and hard landscaping.
Building Features	Western block: repetitive windows set within metal and concrete lintels. Off set mirrored and dark tinted windows with panelling. Stronger vertical lines. Eastern blocks: ground floor garages and podium, dark tinted windows with panelling, strong horizontal linear detailing.
Materials	Concrete, mirrored and tinted glass, metal frames

Western block along River Brent



Strong linear detailing to eastern blocks



Positive Elements of Character

» Strong linear details

Potential Impact on Character: LOW

A22 Hillside and Laurence

Primary Character	Victorian and Modern residential
Age	Late Victorian/Edwardian and Modern
Land Use	Residential
Scale	Low to medium density, medium plot coverage, 2 to 4 storeys in height.
Building Layout & Typology	Range of terraced housing, town houses and small blocks of low rise flats.
Street Route/Layout	Regular suburban grid pattern.
Spaces & Features	Private front and back gardens canal feeder running from Brent Reservoir with associated linear open spaces. concrete pavers, tarmac streets, street furniture standard lighting, regular recent tree planting, parking infrastructure and on-street bays.
Building Features	Recent development: regular windows with modern clean detailing to building lines. Front doors on streets, wooden panelling on frontages. Victorian/ Edwardian terraces: angled and square bay windows, front doors on streets with brick gables.
Materials	Recent development: range of brick types including mimic London stock, red imperial and grey types. White rendering, dark wood panelling and range of wood tones used for windows and metal cladding. Use of metal and brick fencing. Historic: London stock brick and red imperial brick detailing. Wooden sash windows. Terracotta details and roofing.

Positive Elements of Character

- » Coordinated natural materials (brick), regular and clean building details
- » Front garden defensible spaces and defined streets
- » Accessible public open space near to social infrastructure

Potential Impact on Character: MEDIUM

Victorian terraced housing with square/gabled bays



Modern residential development



A23 Harlesden West

Primary Character	Victorian / Edwardian terraced streets
Age	Late Victorian / Edwardian
Land Use	Residential
Scale	Low density residential, low plot coverage, 2 storeys in height.
Building Layout & Typology	Terraced housing typology, compact layout.
Street Route and Layout	Well defined street pattern following east-west route of railway.
Spaces & Features	Private front and back gardens, concrete pavers, tarmac streets, standard lighting, regular recent tree planting.
Building Features	Angled and square bay windows, front doors on streets with brick gables with terracotta rose. Bricks used to define features. Refined door ornamentation and bold window lintels. Some original Arts and Craft porches with lead lattice details.
Materials	London stock brick and red imperial brick to highlight detailing. Wooden windows in sash style. Terracotta details and roofing. Lead roofing to original porches.

Positive Elements of Character

- Coordinated natural materials (brick), regular and clean building details
- Front garden defensible spaces and defined streets

Potential Impact on Character: MEDIUM

Edwardian streetscape



Arts and Crafts detailing



A24 Harlesden Town Centre

Primary Character	Victorian / Edwardian terraces and high street
Age	Late Victorian / Edwardian, some 20th century infill
Land Use	Retail / services / civic / residential
Scale	Low to medium density residential, and medium density town centre. Low to medium plot coverage, 2 to 4 storeys in height.
Building Layout & Typology	Terraced properties with tall narrow facades.
Street Route/Layout	Well defined street pattern.
Spaces & Features	Foot paths, shared surface along a portion of the High Street with recent stone pavers. Concrete pavers, tarmac streets, standard lighting, regular recent tree planting.
Building Features	Limited remaining original shop fronts but styles above ground floor features remain including mix of ornate features from Arts and Crafts and Gothic styles. Brick and stone gables with varied but coherent roof lines. Bricks used to define features, bold lintel details.
Materials	London stock brick and red imperial brick. Stone cladding and white rendering of lintel details. Terracotta details and roofing.

Victorian high street



Mix of residential and retail off of high street with varied roof lines



Positive Elements of Character

- Coordinated natural materials (brick), styles and ornamentation
- Well defined shop fronts and active frontages

Potential Impact on Character: HIGH

A25 Harlesden East

Primary Character	Victorian / Edwardian terraced streets
Age	Late Victorian / Edwardian
Land Use	Residential
Scale	Low density residential, low plot coverage, 2 storeys in height.
Building Layout & Typology	Victorian/Edwardian terraced housing, slightly larger typology than surrounding areas.
Street Route and Layout	Well defined street pattern.
Spaces & Features	Private front and back gardens concrete pavers, tarmac streets, standard lighting, limited tree planting.
Building Features	Angled bay windows, front doors on streets with a range of gable typologies including Arts and Craft Mock Tudor and prominent terracotta ornamentation. Simple, yet bold door ornamentation and window lintels with horizontal linear details.
Materials	Red imperial brick, white lintels and ornamentation. Wooden windows in sash style. Terracotta details and slate roofing.

Victorian terraced housing with prominent roof and basement spaces



Edwardian terraced housing with gabled frontage



Positive Elements of Character

- Red imperial brick, regular and clean building details
- Defined streets with front garden defensible spaces

Potential Impact on Character: HIGH

A26 College Park

Primary Character	Victorian terraced streets
Age	Late Victorian
Land Use	Residential
Scale	Low residential density, low plot coverage, 2 storeys in height.
Building Layout & Typology	Terraced housing, some limited recent residential infill.
Street Route/Layout	Well defined street pattern constrained by railways and Harrow Road centred around historic Kenmount Primary School.
Spaces & Features	Private front and back gardens, concrete pavers, tarmac streets, standard lighting, regular recent tree planting.
Building Features	Angled bay windows, front doors on streets. No gables present. Bricks and rendering used to define features. Limited door and common window lintel ornamentation.
Materials	London stock brick and red imperial brick to highlight detailing. Wooden windows in sash style. Terracotta details and roofing. Lead roofing to original porches.

Lower scale Victorian terraces with neat detailing and modern infill to rear



Larger scale Victorian terrace typology

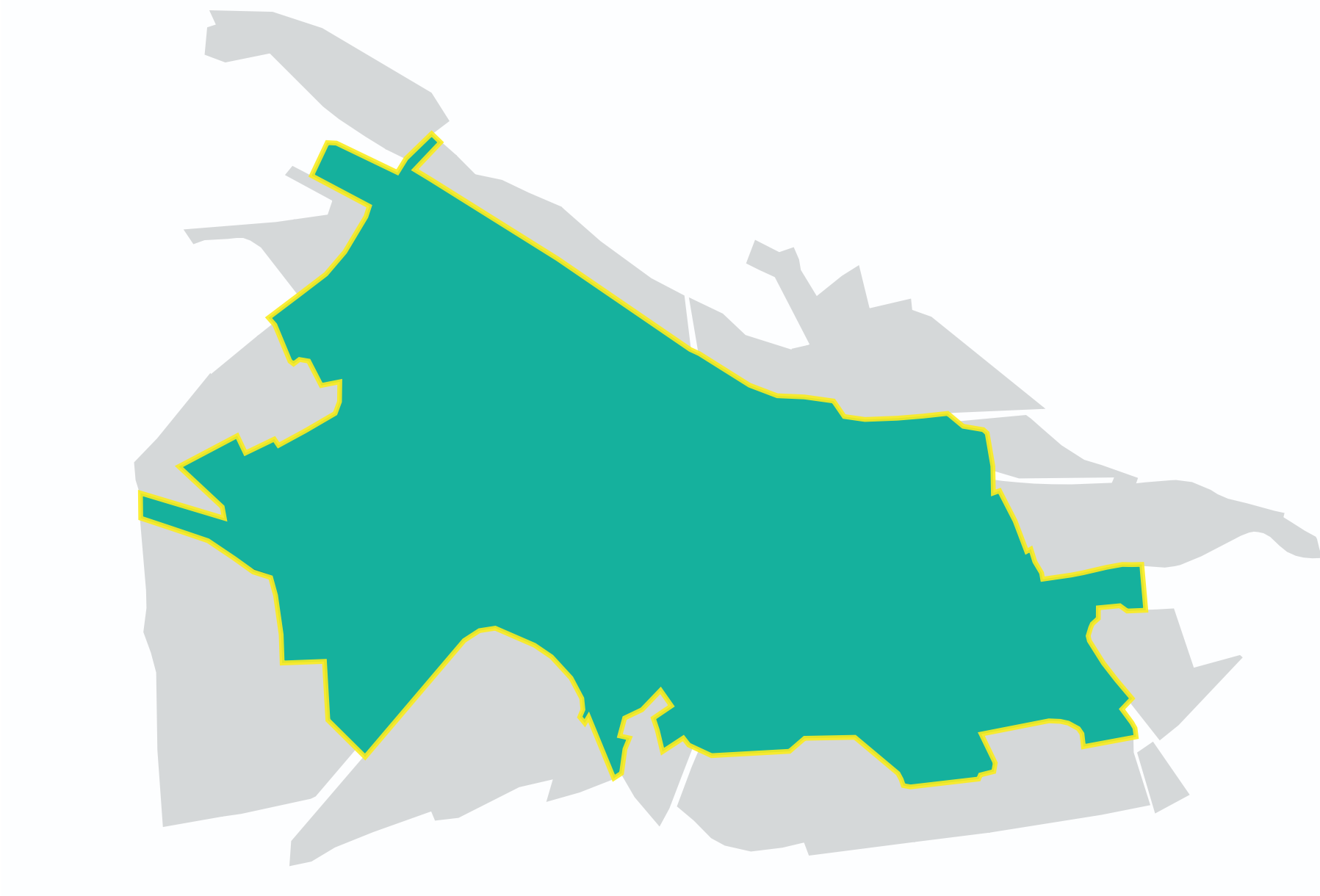


Positive Elements of Character

- Range of bricks, and regular and clean building details
- Front garden defensible spaces
- Defined streets, with social infrastructure at the heart of the area

Potential Impact on Character: HIGH

Study Area B: OPDC Area



B1 Harrow Road Corner

Primary Character	Interwar / Postwar industrial and commercial
Age	Interwar to late 20th century
Land Use	Industrial, offices and community use
Scale	Medium industrial density, low to medium plot coverage, range of 1 to 5 storey building heights.
Building Layout & Typology	Predominantly light industrial units and associated yard. Weak street frontage from office building, community building and petrol station.
Street Route/Layout	Area wholly wrapped by Scrubs Lane, Harrow Road and Railway Sidings. Unclear movement pattern internally.
Spaces & Features	Industrial yard space used primarily for car parking.
Building Features	Prefabricated Postwar brutalism, late 20th century mock Victorian.
Materials	Concrete cladding, grey brick, London stock brick, sheet metal roofing, steel and white pvc glazing.

Brutalist office block



Interwar industrial structures



Positive Elements of Character

» Industrial materials and building forms

Character Issues

» Lack of coherent street frontage and building line

» Impact of busy traffic junction on pedestrian environment

Potential Impact on Character: HIGH

B2 Scrubs Lane

Primary Character	Commercial, industrial and residential high road
Age	Ranging from Victorian to late 20th century
Land Use	Light industrial, office, residential and retail
Scale	Range of low to high plot coverage. 2-3 storey building heights, with Cumberland House at 8 storeys.
Building Layout & Typology	The north and east: traditional industrial and residential buildings with positive frontages. Larger scale, site oriented industrial buildings to west/south;
Street Route/Layout	Linear main route with informal movement routes within industrial sites.
Spaces & Features	Tarmac street, concrete pavers, high visibility traffic calming features and conventional street lighting. Large hardstanding area for car parking at Cumberland House. Mix of low rise boundary walls and larger guard and palisade fencing.
Building Features	Edwardian residential terraces with regular bay windows. Victorian industrial warehousing with regular gable street frontages and uniformed window spacing and simple brick lintel details. Commercial buildings with large PVC glazing/curtain walling, combined with composite and modern grey brick/concrete cladding.
Materials	London stock brick, red imperial brick and modern grey brick, sometimes painted/rendered. Timber sash windows and traditional metal windows and PVC replicas, and slate roofing. Composite metal cladding, PVC/metal glazing to modern buildings.

Positive Elements of Character

» Cumberland Park Factory and Victorian/Edwardian vernacular

Character Issues

» Cluttered streetscape and impact of traffic

» Contrast between historic east and modern west sides of Scrubs Lane

Cumberland Park Factory Conservation Area



Recent commercial development



Potential Impact on Character: HIGH

B3 Metal Yard

Primary Character	Modern / Victorian industrial area
Age	Victorian and late 20th century
Land Use	Industrial (light and heavy)
Scale	Large scale industrial operation with associated structures. Compact, 2-3 storey Victorian industrial structure to the south.
Building Layout & Typology	Informal layout of medium and large scale industrial buildings, with very low plot coverage. Former gate and shutter works form compact linear strip of Victorian industrial structures.
Street Route/Layout	Informal internal movement routes.
Spaces & Features	Heavy industrial yard for storage and operations. Large guard railing and steel clad boundary fencing.
Building Features	Victorian industrial treatment old Gate and Shutter Works, gable frontage with neat lintel details and corrugated steel cladding. Largescale corrugated steel cladding to larger industrial structures.
Materials	London stock brick, mental windows, corrugated steel.

Former Gate and Shutter Works Building



Powerday recycling centre



Positive Elements of Character

» Former Gate and Shutter Works buildings and railway heritage

Character Issues

» Poor access and impact of adjacent rail infrastructure

Potential Impact on Character: MEDIUM

B4 Salter Street

Primary Character	Interwar / Postwar industrial area
Age	Interwar / 1960's
Land Use	Light industrial
Scale	Large plot coverage of largescale warehousing. Some smaller scale, compact industrial units.
Building Layout & Typology	Detached warehousing with ancillary parking and storage, with adjoining small scale industrial units.
Street Route/Layout	Limited accessibility with a number of cul de sacs.
Spaces & Features	Tarmac streets, parking and car storage areas. Lack of definition between public and private space.
Building Features	Distinctive pitched roof to Interwar industrial structures. Largescale corrugated steel cladding to larger industrial structures.
Materials	Metal glazing, London stock brick, galvanised metal cladding and roofing; red imperial brick.

Smaller scale, compact industrial units with regular roof profiles



Largescale warehousing with London stock brick, large amounts of car parking



Positive Elements of Character

- » Distinctive industrial roof profiles and plot scales
- » red imperial brick

Character Issues

- » Poor access, and sense of enclosure/disconnect from rail lines
- » Poor quality public realm

Potential Impact on Character: MEDIUM

B5 Hythe Road

Primary Character	Historic / Modern industrial area
Age	Late Victorian to late 20th century
Land Use	Industrial
Scale	High plot coverage for Victorian/Interwar structures with lower plot coverage and larger scale for Postwar development. Low to medium building heights.
Building Layout & Typology	Mixture of street oriented older industrial buildings and site oriented modern industrial uses.
Street Route/Layout	Local route connecting north to east, with cul de sac to the west.
Spaces & Features	Tarmac streets, some on street parking. Large hardstanding areas with palisade fencing at street boundary.
Building Features	Large surface ribbed steel cladding, commercial doors, simple metal and PVC windows. Victorian and Interwar industrial detailing with street oriented openings. Large scale, street oriented Art Deco detailing at Rolls Royce Building.
Materials	London stock brick, red imperial brick, steel cladding, steel and UPVC windows and lintels, galvanised steel fencing.

Rolls Royce Building



Irregular pattern of Victorian/Edwardian industrial structures



Positive Elements of Character

- Rolls Royce Building and Art Deco features, London stock brick
- Late Victorian and Interwar industrial heritage and greenery of sidings
- Relationship between older industrial styles and the canal frontage

Character Issues

- Sense of enclose
- Heavy traffic from industrial areas and poor public realm

Potential Impact on Character: HIGH

B6 Railway South

Primary Character	Railway depot and sidings
Age	Late 20th century with elements of late Victorian, Interwar and Postwar development.
Land Use	Rail infrastructure
Scale	Very low plot coverage with large rail depot buildings. Some smaller scale older structures with more compact plot coverage. Range of building heights.
Building Layout & Typology	Mix of large format, isolated industrial structures and smaller scale, street oriented industrial structures.
Street Route/Layout	Old Oak Common Lane and Scrubs Lane, both well used connector routes, run north-south at either end of the area. Internal industrial access routes in Old Oak Common Depot.
Spaces & Features	Large expansive open area at rail depot. More compact sites along both connector roads, and palisade street fencing at most street boundaries. Overgrown natural areas at site fringes.
Building Features	Large steel clad facades with limited features. Limited street frontages, simple lintel and window details. Decorative wrought iron work at scrubs lane bridge
Materials	Steel cladding, London stock and red imperial brick, steel and UPVC windows and lintels, galvanised steel fencing.

Positive Elements of Character

- Scrubs Lane overbridge and Railway Hostel
- London stock brick and red imperial brick
- Railway heritage

Character Issues

- Lack of connectivity and access across the site

Potential Impact on Character: HIGH

Old Oak rail sidings



Oaklands House and rail depot structures



B7 Wormwood Scrubs

Primary Character	Green open space
Age	N/A
Land Use	Recreation, community use
Scale	Undeveloped, aside from small community and children's centre.
Building Layout & Typology	Single community centre building at Braybrook St.
Street Route/Layout	Planned and informal walking routes.
Spaces & Features	Public open green area. Predominantly open access to the south, but enclosed to north and east.
Building Features	Rendered facade, white pvc window and lintels, sheet metal roofing.
Materials	Vegetation, natural and maintained.

Area of natural vegetation



Playing fields



Positive Elements of Character

» Nature of the site as publicly accessible open space

Character Issues

» Lack of connectivity to the north and east

Potential Impact on Character: HIGH

B8 Westway Estate

Primary Character	Interwar / Modern industrial area
Age	Interwar, late 20th century and Modern
Land Use	Light industrial and office use
Scale	Relatively high plot coverage of large scale industrial buildings. 1 to 3 storeys and medium height warehousing.
Building Layout & Typology	Street oriented Postwar industrial structures, site oriented Modernist industrial structures.
Street Route/Layout	Semi regular radial grid and cul de sac.
Spaces & Features	Tarmac streets, concrete pavers, hard landscaping for parking and delivery/collections. Tall fencing and tree planting at street boundaries. On street car parking.
Building Features	Large surface modern composite sheet cladding facades. Modernist red brick façades with regular window spacing. Simple metal windows and lintels. Large industrial access doors. Flat and pitched roofing, sheet metal roof cladding.
Materials	Composite sheet cladding, modern rich red brick, London stock brick. Metal windows and lintels.

Modernist red brick industrial building



Interwar industrial buildings with Modernist features and positive street frontage



Positive Elements of Character

» Interwar industrial heritage and materials

Character Issues

» Impact of on-street parking and HGV traffic on public realm

Potential Impact on Character: MEDIUM

B9 Wales Farm Road

Primary Character	Modern / Interwar mixed use area
Age	Late 20th century and Modern, some Victorian, Edwardian and Postwar elements.
Land Use	Residential and commercial
Scale	Compact high density, high rise residential buildings to north of the area with high plot coverage. Business uses to south and east, low rise with moderate plot coverage.
Building Layout & Typology	Mixture of site oriented storage and business blocks, with modern, multi-storey residential apartment blocks with positive street frontage to the north.
Street Route/Layout	Semi regular grid off of primary collector route.
Spaces & Features	Tarmac streets. Car parking to front of commercial buildings. Landscaped pedestrian areas within newer development. Limited on street parking.
Building Features	In residential area – linear and curved apartment blocks, brick and composite cladding. Regular window spacing, large profile balconies at edges. In the commercial area – large surface sheet metal cladding and curtain wall glazing, horizontal linear detailing.
Materials	Composite panel cladding of various colours, yellow hew, red and light and dark grey brick. Aluminium windows and lintels, stainless steel balcony railings. Steel sheet cladding, metal glazing and lintels.

Castle pub with recent high residential development behind



Interwar "Perfume Factory" bulding with strong linear details



Positive Elements of Character

- Respond to the contrast in recent and older built forms and scales
- North Acton Station, Castle Pub and Perfume Factory

Character Issues

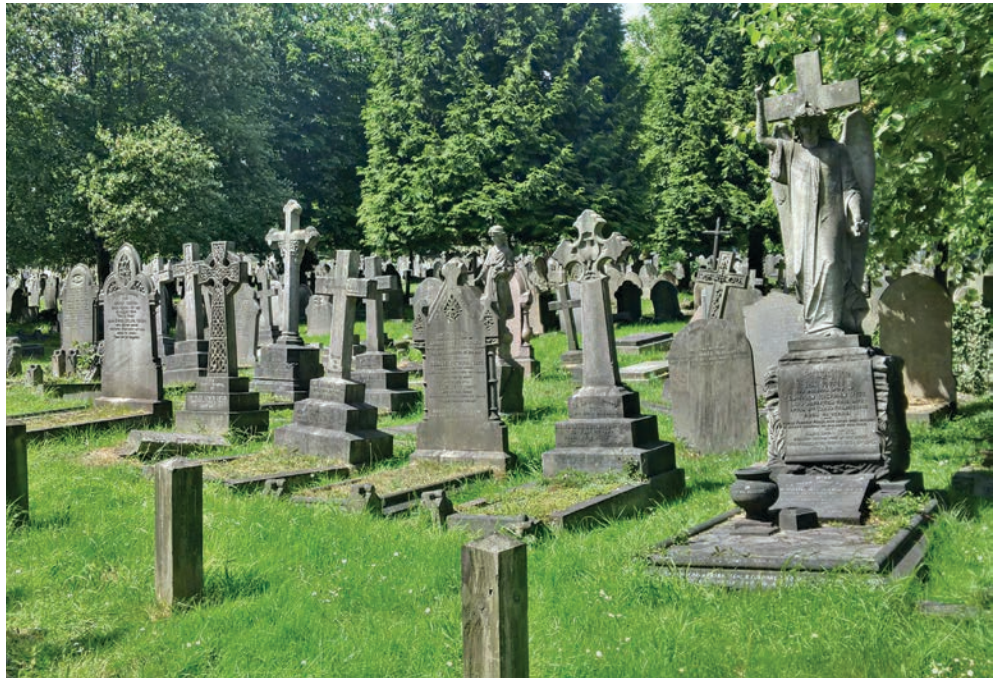
- Poor street frontages, orientation and wayfinding
- Poor relationships to surrounding areas

Potential Impact on Character: MEDIUM

B10 Acton Cemetery

Primary Character	Cemetery
Age	Late Victorian and Edwardian
Land Use	Active and historic cemetery
Scale	Undeveloped aside from cemetery structures.
Building Layout & Typology	Isolated gothic style chapels in the southern half of the cemetery. Pair of late Victorian semi-detached dwellings in the corner of the site.
Street Route/Layout	Planned walking routes, bridge over railway connecting north and south of the cemetery.
Spaces & Features	Predominantly public open space with cemetery use.
Building Features	Gothic style stone masonry, basic brick façade, traditional sash windows.
Materials	Stone, vegetation, London stock brick.

Cemetery structures



Chapal with gothic style detailing



Positive Elements of Character

- Nature of the site as a publicly accessible open space
- Heritage structures

Character Issues

- Lack of connections and entrances across cemetery

Potential Impact on Character: HIGH

B11 St Leonards Road

Primary Character	Edwardian / Interwar industrial area
Age	Early to late 20th century
Land Use	Light industrial
Scale	Smaller scale industrial buildings to west, larger scale building the west. High plot coverage, typically 2 to 3 storeys in height across the area.
Building Layout & Typology	Compact urban structure with street oriented building and limited areas of onsite parking.
Street Route/Layout	Well defined and permeable local street pattern.
Spaces & Features	Narrow, tarmacked streetscape dominated by on-street parking. Buildings typically up close to street boundary with palisade street fencing throughout . Some open hardstanding areas for on-site parking and loading/deliveries.
Building Features	Edwardian and Interwar industrial detailing with street oriented openings. Large scale, street oriented Art Deco and Arts and Crafts detailing with regular openings. Modern industrial buildings with large surface ribbed steel cladding, commercial doors, simple metal and PVC windows.
Materials	Red imperial brick, London stock brick, ribbed steel cladding and roofing, terracotta tile cladding, modern rich red brick, London stock brick. Metal, PVC and timber windows and lintels.

Positive Elements of Character

- Large number of buildings of historic importance and value
- Compact urban grain and street orientation of older structures
- Art Deco and Edwardian industrial detailing

Character Issues

- Streetscape is dominated by on street parking and palisade fencing
- Poor street frontages and unclear entrances
- Traffic and servicing issues relating to business activity

Torpedo Factory building and adjacent historic industrial structures



Distinctive roof profiles of smaller scale industrial structures



Potential Impact on Character: HIGH

B12 Acton Wells East

Primary Character	Largescale industrial
Age	Mid to Late 20th century
Land Use	Offices, warehousing and storage
Scale	Large mass warehousing with multi level office use above, low level warehousing, traditional medium scale office building. Low plot coverage, buildings heights of 2 to 6 storeys.
Building Layout & Typology	Majority of the area dedicated to surface parking and outdoor storage and site oriented warehousing. Street oriented office buildings along short stretches of Victoria Road (Boden Building and Co-Workhub).
Street Route/Layout	Informal circulation routes, enclosed by rail lines to east and south.
Spaces & Features	Large areas of hardstanding for parking and storage. Dilapidated site hoardings with overgrowth. Some regular street tree planting.
Building Features	Large surface modern composite sheet cladding facades. Large surface dark brick façade. Modern red brick façades with regular window spacing. Linear post modern details. Simple metal windows and lintels. Large industrial access doors. Flat roofing.
Materials	Composite panel cladding, modern dark brick, London stock brick, red imperial brick. UPVC and metal windows and lintels.

Positive Elements of Character

- Use of brick and linear detailing to Postwar structures
- Positive street frontages at Co-Working Hub building

Character Issues

- Lack of street frontage and clear entrances
- Lack of connectivity to east and south

Large format warehousing and hardstanding areas



Street oriented Boden Building



Potential Impact on Character: LOW

B13 Wells House Road

Primary Character	Edwardian residential terraces
Age	Edwardian
Land Use	Residential
Scale	Compact and low density, predominantly 2 storeys.
Building Layout & Typology	Uniform terraced and semi detached street pattern.
Street Route/Layout	Triangular grid pattern.
Spaces & Features	Concrete pavers, tarmac streets, standard lighting, regular recent street tree planting, narrow front gardens with planting and low rise brick walls to street boundary. Higher brick walls where back and side gardens meet the street.
Building Features	Exposed brick facades, sometimes painted, with regular vertical openings, some angled bay windows; Regular protruding party walls and chimney profiles. Refined ornamentation to window and door lintels.
Materials	London stock brick, sometimes painted. Rendered lintel details. Wooden windows in sash style, with some PVC and metal substitutes. Terracotta and slate roofing.

Positive Elements of Character

- London stock brick
- Regular Edwardian building details
- Front gardens and well defined defensible spaces and street planting
- Well defined street pattern

Character Issues

- Poor connectivity to surrounding areas

Potential Impact on Character: HIGH

Terraced homes with variety or frontage treatments



Largerscale Edwardian terrace with London stock brick



B14 Midland Terrace and Shaftesbury Gardens

Primary Character	Modern / Edwardian residential
Age	Edwardian and 1990's
Land Use	Residential
Scale	Low to medium density, with heights from 2 (Midland Terrace) to 4 (Shaftsbury Gardens) storeys.
Building Layout & Typology	Mixture of street oriented terraced housing and site oriented block of flats.
Street Route/Layout	Connected cul de sacs with access to Victoria Road. Bounded by railway lines to south east and west.
Spaces & Features	Concrete pavers and tarmac streets with regular lighting. A number of public/private open green spaces separated by railings. Hardstanding areas for resident parking. Regular tree planning and boundary hedges
Building Features	At Midland Terrace - Regular square double height bay windows, with regular protruding party walls and chimney profiles. Detailed ornamental lintel and façade treatment. At Shaftsbury Gardens – Traditional style, simple brick lintel details, cantilevered balconies with inverted sloped roof cover.
Materials	London stock brick, modern red brick, original and mock timber sash windows. Top floor of residential blocks usually rendered. Terracotta and slate roofing. Metal guard railing surrounding open spaces.

Positive Elements of Character

- Well landscaped open spaces
- Traditional architectural styles, both Edwardian and Modern

Character Issues

- Enclosure of open spaces

Potential Impact on Character: MEDIUM

Modern residential housing in traditional style at Shaftsbury Gardens



Edwardian terraced housing at Midland Terrace



B15 Atlas Road

Primary Character	Industrial area with residential
Age	Late 20th century with some modern and Edwardian features.
Land Use	Industrial (storage and maintenance) and residential
Scale	Very low plot coverage with large industrial buildings. Higher density residential and B uses at Old Oak Lane ranging from 2 to 11 storeys in heights.
Building Layout & Typology	Large format, isolated industrial structures on the majority of the area, with street oriented residential/ employment buildings at Old Oak Lane.
Street Route/Layout	Cul de sac access road to internal industrial sites. Canal and towpath run adjacent to eastern boundary, with rail line to the west.
Spaces & Features	Large expansive hard standing areas for parking and bus storage with sites bounded by palisade fencing. New open space by the canal.
Building Features	Large span clad facades with limited features. Collective – contemporary composite cladding with regular openings, neat detailing and heavily glazed lower levels. Victoria terrace – Flemish bond brickwork and angular bay windows.
Materials	Composite cladding – industrial and cotemporary. At atlas junction a mix of contemporary aluminium glazing and curtain walling and lintel detailing, timber sash or mock PVC windows. London stock brick.

The Collective



Large, expansive parking areas



Positive Elements of Character

- Flemish bond brick detailing and London stock brick
- Vibrant canalside environment at the Collective

Character Issues

- Poor walkability and access to most of the area
- Poor relationship with the canal away from the Collective
- Cluttered nature of Atlas Junction public realm

Potential Impact on Character: LOW

B16 The Island Triangle

Primary Character	Victorian terraced streets
Age	Victorian (1880's) and late 20th century
Land Use	Residential, with some local retail and light industrial
Scale	Compact and low density, predominantly 2 storeys.
Building Layout & Typology	Uniform terraced street pattern with narrow frontages, small to medium scale industrial buildings. High plot coverage.
Street Route/Layout	Semi regular grid and cul de sacs centred on Old Oak Lane running north-south. Narrow alleyways providing rear access.
Spaces & Features	Concrete pavers, tarmac streets, traditional Victorian street lighting, regular tree planting. Front doors to streets, spaces for on-street parking. Small areas of green open space.
Building Features	Exposed brick facades, sometimes painted and/ or rendered. Neat vernacular Victorian detailing. Protruding party walls and chimney profiles. More detailed treatment to Edwardian and Interwar structures, including larger dormer and bay windows.
Materials	London stock brick and red imperial brick, sometimes rendered or painted. Timber sash windows, with some PVC and metal substitutes. Slate roofing, some terracotta. Cobble stone paving to footpaths.

Positive Elements of Character

- Compact terraced street pattern
- London stock brick and red imperial brick
- Neat and simple façade treatment and detailing
- Gentle variations in colour and façade treatment

Character Issues

- Relationship to adjacent industrial sites
- Impact of traffic on Old Oak Lane

Railway Cottages - neat Victorian detailing and front doors on streets



Regular tree planting and traditional lighting along Old Oak Lane



Potential Impact on Character: HIGH

B17 Disraeli Road

Primary Character	Light industrial and commercial area
Age	Interwar to late 20th century
Land Use	Light industrial, commercial and retail
Scale	Small to medium scale industrial buildings, between 1 to 3 storeys in height. Larger scale warehousing to south-east of the area
Building Layout & Typology	Compact, street oriented small to medium industrial buildings with positive frontage and high plot coverage. Larger, site oriented warehousing to the south east with lower plot coverage.
Street Route/Layout	Semi-regular grid with primary route running east-west.
Spaces & Features	Tarmac streets, concrete paver, modern artificial lighting. Regular tree planting lining streets. Palisade and steel fencing to street boundaries throughout. On-street parking throughout, with some large hardstanding parking areas in the south-east.
Building Features	Postwar and late 20th century industrial features with a variety of building forms and styles.
Materials	London stock, red imperial and modern brick or various colours. Corrugated metal cladding to facades and roofs, metal and PVC glazing and Palisade fencing.

Compact small to medium scale Interwar industrial typology



Modern industrial units



Positive Elements of Character

- Positive frontage of small and medium scale industrial buildings
- Tree lined streetscape
- Variety of building forms and materials
- Positive relationship to the canal in areas

Character Issues

- Dominance of parking and traffic in compact streetscapes
- Potential for further use of the canal

Potential Impact on Character: LOW

B18 Powergate Business Park

Primary Character	Business / industrial park and green open space
Age	Modern, with elements of Interwar development
Land Use	Light industrial and recreation.
Scale	Large scale light industrial warehousing, building heights between 1 to 3 storeys.
Building Layout & Typology	Largespan, site oriented warehouse and light industrial typologies, with positive frontages to Chase Road/North Acton Road. Some smaller scale/ compact, street oriented Interwar industrial structures. Medium to high plot coverage throughout.
Street Route/Layout	Semi formal internal grid pattern providing site access. Pedestrian pathways within Wesley Playing Fields. Area bounded by rail line to the east.
Spaces & Features	Tarmac streets, and areas of hard landscaping for parking/freight. Enclosed area of soft landscape to the south. Weak distinction between public /private space with palisade fencing used throughout at site boundaries. Wesley Playing fields open green space with clustered tree planting and play areas.
Building Features	Large scale warehousing with large span cladding. Linear glazing profiles and shallow angle 'A' roofing. Interwar industrial and commercial structures, some with distinctive triangular roof profiles.
Materials	Profiled steel and composite cladding, metal windows/ doors and lintel details. Limited use of red brick.

Green open space at Wesley Playing Fields



Interwar industrial building with positive frontage



Positive Elements of Character

- Distinctive triangular roof profile of Interwar industrial structures
- Respond to open nature of Wesley Playing Fields

Character Issues

- Lack of definition between public and private space

Potential Impact on Character: LOW

B19 Wesley Avenue

Primary Character	Interwar / Postwar residential estate
Age	Interwar / Postwar
Land Use	Residential
Scale	Low density housing, 2 storeys in height
Building Layout & Typology	Street oriented terraced housing. Low to medium plot coverage.
Street Route/Layout	Regular grid
Spaces & Features	Tarmac street and concrete pavers. Standard lighting and regular mature tree planting. Narrow front gardens, with generous rear gardens.
Building Features	Tudor and Arts and Craft detailing with generous bay windows (angled), brick details to gables, chimneys and bays, terracotta roofing. Rendered/tiled Arts and Crafts detailing.
Materials	Wide range of materials common to the Interwar period including red brick, pebble dash, terracotta roof tiling. PVC, metal and timber glazing.

Positive Elements of Character

- Consistent housing styles and forms
- Regular mature street tree planting

Character Issues

- Amount of on-street parking related to adjacent employment uses
- Boundary treatment to western boundary of the estate

Potential Impact on Character: MEDIUM

Postwar housing with generous bay windows



Interwar housing with neat detailing and hipped terracotta tiled roofing



B20 Standard Road

Primary Character	Interwar / Postwar industrial area
Age	Interwar and Postwar
Land Use	Light Industrial - service and manufacturing
Scale	Small to medium scale industrial buildings at a high density, predominantly two storeys in heights across the area.
Building Layout & Typology	Smallscale, street oriented industrial buildings on small (narrow and long) plots with very high plot coverage. Building frontages often at, or set back closely from, the street boundary.
Street Route/Layout	Regular, compact grid pattern.
Spaces & Features	Narrow tarmac streets, concrete pavers and regular lighting. High levels of on-street parking. Buildings set close to street boundary, with palisade fencing prominent where not. Very little open areas within sites due to high plot coverage.
Building Features	Variety of Interwar, Postwar and industrial features through. Narrow pitched roofed gabled street frontage common throughout the area, with regular active industrial frontages.
Materials	Variety of London stock brick, red brick and modern brick finishes. Profiled ribbed steel cladding and corrugated metal roof cladding. Metal and PVC glazing and lintel treatments throughout.

Positive Elements of Character

- Compact grid pattern and high plot coverage
- Some positive industrial and commercial street frontages
- Interwar industrial styles and rhythms

Character Issues

- Cluttered streetscape and impact on-street parking and traffic

Traditional Interwar era industrial buildings



Industrial buildings with active/positive frontage along Standard Road



Potential Impact on Character: MEDIUM

B21 ASDA

Primary Character	Supermarket site
Age	1990's
Land Use	Retail supermarket
Scale	Largescale supermarket building
Building Layout & Typology	Single, large site oriented supermarket building with low plot coverage. Petrol station located to south.
Street Route/Layout	Regular internal grid network providing access to parking areas.
Spaces & Features	Large open hardstanding areas used for car parking with ample tree planting and minimal fencing. Modern lighting throughout the area. South east corner is undeveloped and bounded by hoardings.
Building Features	Large span composite panel façade, with external brick at bottom two meters. Large trolley storage canopy, and signage and linear glazing break up the façade facing the car park.
Materials	Light grey composite panelling, light coloured modern brickwork. Curtain walling glazing.

Positive Elements of Character

» Regular tree planting and hedgerows

Character Issues

» Focus on vehicles at the expense of walkability and bicycle access
» Lack of street frontage and poor connections between destinations
» Lack of useable open space

Potential Impact on Character: LOW

ASDA supermarket building



Tree planting to car parking bays



B22 Central Middlesex Hospital

Primary Character	Hospital complex
Age	21st century, with some early 20th century elements
Land Use	Health and associated uses, residential
Scale	Mixture large scale hospital and residential structures ranging from 4 to 10 storeys in heights. Mental Health centre to north is lower density at 2 to 3 storeys.
Building Layout & Typology	Large floor space primary hospital building with elliptical façade, with associated buildings to north and south. Edwardian refectory retained at the centre of the area. Cluster of enclosed low rise structures forming the mental health facility to the north. High density, street oriented residential schemes to north east of Hospital. Medium to high plot coverage.
Street Route/Layout	Internal access route for public and hospital use.
Spaces & Features	Tarmac streets and concrete pavers, with regular lighting, tree planting guard railing throughout. Some enclosed green spaces, and area of hardstanding for car parking and servicing.
Building Features	Beige and grey composite cladding to main hospital building, simple rendered façade to Victoria Centre. Green tiling to residential building. Modern aluminium glazing used throughout. Hipped roof and Victorian detailing to Old Refectory building.
Materials	Composite cladding and coloured render, light coloured brick and distinctive green tile facades. Dark coloured aluminium glazing prominent throughout. The Old Refectory – London stock brick and slate roofing with red imperial brick treatment to edges.

Positive Elements of Character

- The Old Refectory Building
- Street orientation of new hospital structures

Character Issues

- Poor connections between destinations and poor sense of place

Main hospital building and A&E entrance



Ancillary residential building with mock London stock brick and green tile cladding



Potential Impact on Character: LOW

B23 Abbey Road

Primary Character	Postwar industrial area
Age	Postwar to modern
Land Use	Industrial - warehousing and wholesale
Scale	Predominantly larger scale, deep plan warehouse structures of 2 to 3 storeys in heights. Isolated traditional taller commercial and residential buildings.
Building Layout & Typology	Site oriented, deep plan industrial structures with flat and low pitched roofing. Some linear, narrow plan buildings, or smaller traditional scale structures. Typically low to medium plot coverage.
Street Route/Layout	Semi regular grid pattern
Spaces & Features	Generous tarmac street with concrete pavers throughout. Palisade and other guard fencing to street boundaries, with semi regular tree planting and hedge treatments along many routes.
Building Features	Variety of Postwar to modern industrial styles and treatments. Large spans of composite cladding to larger structures, with curtain/metal glazing, and brick or profiled ribbed metal cladding to smaller structures. Distinctive narrow span triangular roof form to some Postwar structures, and examples of original brutalist industrial façade treatment.
Materials	Variety of composite cladding, profiled steel cladding, brick work to façade. Variety of modern metal glazing and lintel treatments.

Large scale industrial units with guard fencing to street



Postwar industrial units with distinctive roof profile and recent profiled ribbed cladding



Positive Elements of Character

- » Strong urban structure and uniformity of scale
- » Greenery along many streetscapes

Character Issues

- » Lack of positive frontage and poor relationship to canal

Potential Impact on Character: LOW

B24 Premier Park

Primary Character	Modern / Interwar / Postwar industrial park
Age	Primarily modern/late 20th century with elements of inter/Postwar development
Land Use	Industrial (warehousing and wholesale)
Scale	Primarily deep plan industrial buildings of 2 to 3 storeys in heights, with some narrower plan and smaller scale buildings along the canal.
Building Layout & Typology	Primarily large scale, site oriented industrial buildings with low pitched or flat roofs. Some buildings of positive frontage, low to medium plot coverage.
Street Route/Layout	Through road with a series of cul de sacs. Area bounded by canal to the south and rail way to north.
Spaces & Features	Tarmac street, concrete pavers. In the east, limited boundary treatment with low level hedgerows. Maintained hedgerows and guard fences with regular mature trees to the west. Large areas of hard standing within sites for parking and freight services.
Building Features	Variety of industrial treatments in large span composite clad facades, with linear glazing for office frontages. McVities Building – red brick industrial façade with Art Deco detailing. Grand Junction Arms – traditional Victorian canalside pub with Interwar era Art Deco alterations to façade and terraces to canal.
Materials	Composite cladding to facades and roofs, with modern metal glazing and lintel details. red imperial brick and London stock brick used in some older structures.

Positive Elements of Character

- Grand Junction Arms Pub and existing McVities Building
- Industrial boulevards with prominent green boundary and tree planting

Character Issues

- Lack of relationship with the canal despite length of frontage
- Lack of definition of street space and private space on certain sites

Interwar, red brick gabled factory



Modern industrial unit with positive street frontage



Potential Impact on Character: LOW

B25 Elveden Road

Primary Character	Interwar / Postwar industrial area
Age	Interwar with elements of modern
Land Use	Industrial (manufacturing)
Scale	Medium density and scale industrial buildings, 2 to 3 storeys in heights
Building Layout & Typology	Street oriented industrial structures with positive frontages and deep plans. High plot coverage throughout.
Street Route/Layout	Through road. Area bounded by canal to east, North circular road to north and residential areas to west and south.
Spaces & Features	Tarmac street and concrete pavers. Prominent hedgerows to south, with semi regular tree planting throughout. Palisade fencing used at street boundaries without positive frontage.
Building Features	Red brick facades, with elements of Art Deco detailing. Regular, horizontal glazing with traditional industrial style metal/timber windows and pvc replicas. Composite and profiled metal cladding to roofs and some facades.
Materials	Red brick, profiled metal and composite cladding. Metal, timber and pvc glazing.

Positive Elements of Character

- Interwar industrial structures and features
- Positive frontages and street oriented industrial uses
- Street greenery

Character Issues

- Cluttered streetscape and impact of on-street parking

Potential Impact on Character: MEDIUM

Interwar Kodak Buildings with red brick and Art Deco detailing



Postwar industrial building with Art Deco themes



B26 Former Guinness Brewery

Primary Character	Modern industrial park
Age	Modern
Land Use	Industrial (warehousing and wholesale)
Scale	Largescale, deep plan industrial buildings, 3 to 4 storeys in height.
Building Layout & Typology	Site oriented, deep plan industrial buildings. No positive frontages, and medium plot coverage.
Street Route/Layout	Internal movement route.
Spaces & Features	Generous tarmac streets and concrete pavers. Large areas of hard standing for parking and freight servicing.
Building Features	Large span blank facades with composite panel/ profiled metal cladding and large doorways for freight access. Ancillary office uses with modern horizontal glazing.
Materials	Composite panel and profiled steel cladding in light/ dark grey tones. Modern metal glazing profiles.

Large span blank facades of composite panel cladding



Linear detailing to ancillary office frontage



Positive Elements of Character

» Street greening

Character Issues

» Lack of positive frontage

Potential Impact on Character: LOW

B27 First Central Business Park

Primary Character	Modern business park and residential area
Age	Modern
Land Use	Commercial (office use), residential and recreation
Scale	High density office and residential buildings, 8 to 10 storeys in heights.
Building Layout & Typology	Residential blocks with positive street frontage and internal communal court yard space. Commercial blocks with deeper plan coverage. Medium to high plot coverage, omitted generous shard open spaces.
Street Route/Layout	Radial grid pattern, with pedestrian / cycle routes within green spaces.
Spaces & Features	Tarmac streets, concrete pavers, generous grass verges and prominent tree planting. Generous communal park space at the centre of the development, with similar sized public green space to north-west.
Building Features	Composite panel clad, brick and stone façades with soft hues and subtle use of bright colours. Regular balconies to residential structures. Contemporary aluminium glazing lintel with minimalistic detailing.
Materials	Composite panel cladding, composite stone cladding, brick cladding. Aluminium glazing and lintels.

Positive Elements of Character

- Prominent landscaping and street greenery
- Established style and form of new development

Character Issues

- Lack of connectivity to surrounding area
- Poor relationships to parkland

Potential Impact on Character: LOW

Modern office development



Recent residential development



B28 Royale Leisure Park

Primary Character	Commercial park and Postwar industrial road
Age	Postwar and 2000's
Land Use	Industrial, leisure and commercial
Scale	Range of small to large scale leisure, commercial and industrial buildings, ranging from 1 to 4 storeys.
Building Layout & Typology	At Dukes Road – small to medium size street oriented industrial structure with positive frontage and high plot coverage. At Royale Leisure Centre – small to large scale deep plan and site oriented commercial/leisure buildings with low plot coverage.
Street Route/Layout	Dukes Road – Industrial Cul de Sac. Royale Leisure Centre – internal network providing access to parking areas. Area bounded by rail line and A40.
Spaces & Features	At Dukes Road – tarmac street, some brick paving with industrial frontages set back by 2 to 3 meters with on-street parking. At Royale Leisure Centre - concrete pavers and large hard standing areas for parking, regular tree/shrub planting and artificial lighting.
Building Features	At Dukes Road – Postwar industrial features and detailing, with regular opening and mixture of flat and pitched roof forms. At Royal Leisure Centre – Large areas of panel cladding and curtain wall glazing. Brick façade and hipped roof details to the smaller buildings
Materials	London stock and red imperial brick, painted render, corrugated metal roofing, metal, timber and pvc glazing. Composite panel cladding with curtain wall glazing and modern brick ground level treatment.

Positive Elements of Character

- Positive frontage at Dukes Road
- Use of green landscaping in Royal Leisure Park

Character Issues

- Cluttered street scene at Dukes Road
- Poor pedestrian environment in relationship to A40

Postwar industrial development at Dukes Road



Royale Leisure Park



Potential Impact on Character: LOW

B29 Heron Road Trading Estate

Primary Character	Modern industrial / businesses park
Age	Modern with elements of Postwar
Land Use	Industrial and office uses
Scale	Large scale, deep plan industrial and business buildings ranging from 2 to 5 storeys in height.
Building Layout & Typology	Large, deep plan, site oriented buildings and “big box” commercial stores with poor street frontage. Low to medium plot coverage.
Street Route/Layout	Series of parallel roads with access to A40. Area bounded by rail line to the south
Spaces & Features	Tarmac and brick paved streets, with concrete pavers to some roads. On-street parking throughout and large hard standing areas for parking and freight servicing. Street greening and tree planting along some street edges, mixture palisade fenced boundaries and open site areas.
Building Features	Variety of industrial/commercial treatments, primarily largespan composite panel and profiled metal cladding to facades and roofs, with some use of brick and block. Largescale signage, curtain wall and modern horizontal glazing to office frontages.
Materials	Composite panel and profiled metal cladding. Variety of modern brick and block treatments. Commercial metal glazing and lintel profiles.

Positive Elements of Character

» Street greenery

Character Issues

» Lack of positive frontage and poor pedestrian environment

» Dominance of on street parking and large areas of surface car parking

Potential Impact on Character: LOW

Largespan composite panel



Largescale curtain walling



B30 Western Avenue

Primary Character	Arterial road and rail sidings
Age	Edwardian (railway), interway (housing) and Postwar to Modern (industrial and highway)
Land Use	Transport function, industrial and residential
Scale	Small to medium scale commercial buildings of 2 to 5 storeys in height. Strip of low density, Interwar terraced housing to the west, 2 storeys in height.
Building Layout & Typology	Site oriented industrial and commercial buildings, poor street frontage and medium plot coverage. Residential strip – street oriented Interwar terraced housing with front and rear garden, medium plot coverage.
Street Route/Layout	Major arterial route running east-west and internal cul de sacs, and pedestrian crossings over the rail line.
Spaces & Features	Tarmac road, block pavers and low rise verge railings. Front and rear gardens within the residential area. Pockets isolated natural areas across railway sidings.
Building Features	Variety of brick and panal cladding to commercial buildings with regular, linear window openings and undercroft areas for car parking. Terraced houses with red imperial brick facades, regular bay windows mix of gabled and hipped bay frontages. Shingle roofing.
Materials	Composite panel cladding, profiled steel cladding and brick facades, metal glazing and lintel details. Variety of timber, metal and pvc windows across the residential area. Brick façades and gables, some rendered with mock tudor timber detailing.

Development along Western Avenue



Rail sidings



Positive Elements of Character

- Interwar housing style and pockets of green areas

Character Issues

- Dominance of A40 on urban environment
- Lack of access to green areas and poor street frontage

Potential Impact on Character: LOW

B31 Grand Union Canal

Primary Character	Historic canal
Age	Georgian, with various periodic elements throughout
Land Use	Canal
Scale	General sense of openness with areas of enclosure
Building Layout & Typology	Series of industrial buildings set close to the boundary of canal at various locations.
Street Route/Layout	Tow path along southern boundary of the canal with a number of bridge crossings at various locations.
Spaces & Features	Openness of the canal, with concrete/timber tow paths and regular green verges with mature tree planting lining canal route in many locations. Residential and recreational moorings along canal. Curving nature of canal assists with setting key views
Building Features	Bridge crossings – a series of 19th and 20th century bridges with high quality wrought iron and brick detailing.
Materials	London stock brick, red imperial brick, structural iron work and detailing. Vegetation.

Positive Elements of Character

- Sense of openness along the canal
- Old Oak Lane Bridge, Mitre Bridge, brickwork and ironwork
- Role of vegetation and landscaping along canal corridor
- Animation from residential and leisure moorings

Character Issues

- Poor relationship of surrounding development and lack of direct access
- Conflict between pedestrian and cyclists along towpaths
- Underuse of canal as an asset

Potential Impact on Character: HIGH

Residential moorings and industrial heritage



Vegetation and landscaping along the canal



B32 Railway North

Primary Character	Railway corridors
Age	Late 20th century with elements of late Victorian, Interwar and Postwar development
Land Use	Rail infrastructure
Scale	Large scale rail infrastructure structures, tall landmark crane structures.
Building Layout & Typology	Large format, isolated heavy industrial structures related to rail use (depots, container storage). Willesden Junction Station – complex set of small scale structures set upon junction of London overground rail lines. Bus depot – smaller scale storage and services structures.
Street Route/Layout	Two bridges over the rail lines, approach cul del sac at Willesden Station. Some internal private access route to servicing sites.
Spaces & Features	Large expanse of rail corridors, large rail fright storage site at Channel Gate. Pockets of green and natural areas along rail sidings.
Building Features	Large span profiled steep cladding with limited glazing, some use of brick. Harlesden Station and Willesden Junction Electricity Substation – Victorian/ Edwardian detailing, with hipped roof form.
Materials	Profile metal cladding, metal glazing, doors and lintel details. red imperial brick and London stock brick used in historic structures.

Large expanse of rail corridors



Victorian Harlesden Station



Positive Elements of Character

- Willesden Junction Sub Station and Harlesden Train Station Buildings
- Victorian/Edwardian detailing with London stock and red imperial brick

Character Issues

- Dominance of heavy industrial and rail infrastructure uses and service

Potential Impact on Character: MEDIUM