

6. PARK ROYAL STRATEGY

ENHANCING PARK ROYAL

6.1 Park Royal performs a vital role in supplying London and supporting the London economy. It is one of London's primary industrial areas. Building on the areas existing success there is a fantastic opportunity for Park Royal to become the UK's leading industrial location. To support this Park Royal's Strategic Industrial Location (SIL) will be protected and strengthened. Park Royal is within easy access of London, UK and international markets and the area should be the industrial focus of west London. Park Royal currently employs an estimated 30,000 people and there is an opportunity for an additional 10,000 new jobs across a range of industrial sectors making this whole area a sizeable employment generator.

6.2 Outside of SIL there will be opportunities for a minimum 1,500 new homes and other employment types connected by a network of improved streets and public realm. The existing character of the Wesley Estate and the nearby playing fields will be enhanced with the Heart of Park Royal reinvigorated to provide a range of services for local communities.

6.3 Today Park Royal is home to over 1,200 businesses, and approximately 2.1

million square metres of gross floor area accommodating a diverse range of sectors and a low vacancy rate of 7.5% of floor area.

6.4 The area will become an even more attractive business location once the Old Oak regeneration starts to be delivered. It is therefore increasingly important that the GLA, OPDC, TfL, the boroughs, landowners, and the Park Royal Business Group work together to plan for the future success of the area. Although presently thriving, Park Royal does face a number of challenges. In particular the area has suffered for some time from transport and utility capacity issues. More recently there is increasing pressure of rising land values and associated rental increases.

6.5 The following sets out those key objectives, which the Mayor intends OPDC, GLA and TfL to progress both through delivery of the OAPF and preparation of OPDC's Local Plan. These include the need to:

- Protect Park Royal as a Strategic Industrial Location (SIL);
- Retain industrial flexibility to allow Park Royal accommodate changes in London's industrial market, including

increasing demand for warehousing and logistics, and space for smaller businesses in accessible locations;

- Secure improvements to the public realm and public amenity spaces;
- Address transport capacity issues by planning for existing and future need;
- Address utility capacity issues, in particular limited connectivity;
- Support the intensification of industrial sites to accommodate increasing demand;
- Demonstrate how changes in building form including the need for larger floor to ceiling heights, more on-site service and parking space and more accessible sites, could be delivered;
- Support delivery of 1,500 new homes on those sites not identified as SIL and without impacting on the functioning of SIL;
- Provide skills training and employment opportunities for local people and businesses generated from the significant development proposals at Old Oak; and
- Secure funding streams to deliver the above.



Figure 70: Photos of Park Royal locations

LAND USE

PRINCIPLE PR1: LAND USE

- a. The GLA will continue to support Park Royal as London's leading industrial area by:
- protecting existing Strategic Industrial Locations (SIL); and
 - promoting development and intensification on SIL land.
- b. New employment proposals in Strategic Industrial Locations should:
- deliver new workspace that maximises and intensifies the use of the site to support delivery of 10,000 new jobs in Park Royal and where possible accommodate business relocations from elsewhere in the OAPF area.
 - deliver new employment workspace that meets identified needs for micro, small and medium enterprises and studios with higher employment densities in locations within easy walking distance to public transport services and/or town centres and elsewhere for larger enterprises with lower employment densities.
- c. support the delivery of nationally significant railway infrastructure.

- d. New residential uses should be directed to non SIL, including the First Central site where they can be delivered so as not to impact on the functioning of surrounding SIL;
- e. Within the Heart of Park Royal, development should deliver a range of services and amenities to support the local business, residential and medical communities;
- f. Within the First Central site, proposals for office and residential floorspace and ancillary retail, health and leisure facilities will be supported where they:
- i. improve walking, cycling and public transport access to Park Royal London Underground Station;
 - ii. improve walking and cycling to the existing residential areas to the north; and
 - iii. enhance the adjacent wildlife corridor to the south-west.
- g. Within the existing residential area of the Wesley Estate and the adjacent Wesley Playing Fields, proposals which support the existing residential character, improve the quality of the public realm and Wesley Playing Fields and improve walking and cycling routes to and from these locations and the Grand Union Canal will be supported.

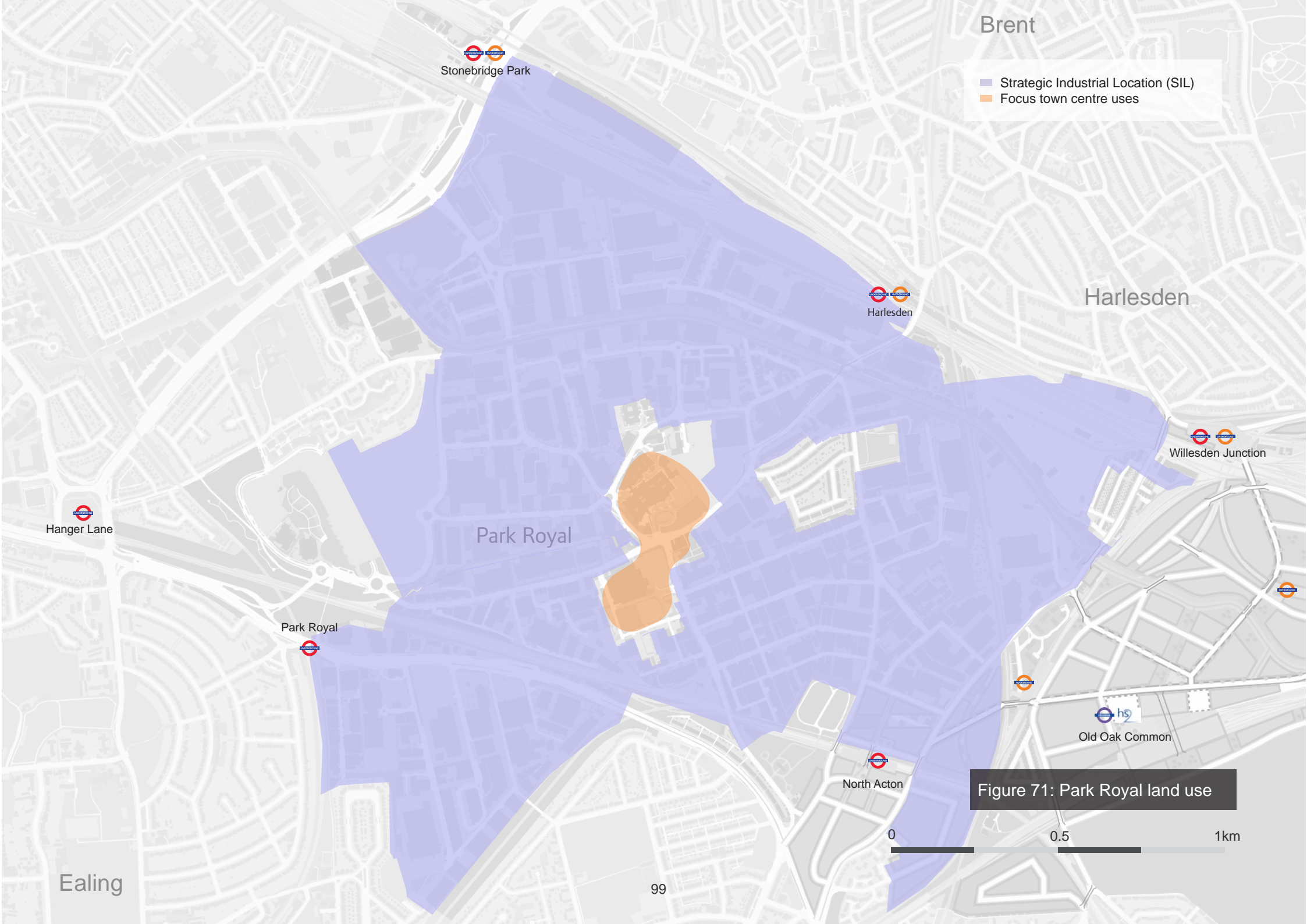
6.6 Park Royal is one of Europe's largest and most successful industrial estates providing vital services for the capital and further afield. The Park Royal Atlas (2014)

provides a snapshot of the diverse range of employment activities across the Park Royal Strategic Industrial Location.

6.7 This role is reflected in the London Plan Strategic Industrial Location (SIL) designation. Given its strategic importance, proposals not in accordance with the area's SIL designation will be resisted. Additionally, OPDC will be progressing an Article Four Direction to remove permitted development rights for change of use of buildings currently in office or storage or distribution uses to residential within the Park Royal SIL designation.

6.8 New employment proposals within Strategic Industrial Locations should make the most efficient use of the site to increase employment densities and meet the increasing demand for industrial units. New development will need to be flexible and should seek to help to accommodate displaced employment floorspace. This could include increasing the amount of employment floorspace, delivering shared services and floorspace (such as deliveries infrastructure and site access) and implementing new employee working patterns. This activity has the potential to continue to grow which is reflected in the London Plan target for 10,000 additional new jobs.

6.9 In addition to employment uses, Park Royal also has a role in delivering waste, logistics and land for transport functions in accordance with its SIL designation.



Brent

■ Strategic Industrial Location (SIL)
■ Focus town centre uses

Harlesden

Stonebridge Park

Harlesden

Willesden Junction

Park Royal

Hanger Lane

Park Royal

North Acton

Old Oak Common

Figure 71: Park Royal land use

0 0.5 1km

Ealing

99

6.10 The Park Royal Atlas demonstrates that micro and small businesses comprise approximately 95% of the existing businesses. Micro and small businesses refer to a range of employment sectors, including creative and cultural industries. Different sectors have different spatial needs which require a range of sizes and types of workspace. Businesses with smaller floorspace requirements tend to deliver higher employment densities and as such should be located nearer to existing and new public transport services. Conversely, businesses requiring larger floorspaces such as warehousing generally have a lower density of employees and as such are more appropriate to be located further away from public transport interchanges.

6.11 To help regenerate Park Royal, improvements to the road network, public transport and connectivity will also need to be delivered.

6.12 First Central sits on the western edge of Park Royal with housing areas to the north and west and Strategic Industrial Location (SIL) land to the east. Its location near to Park Royal London Underground Station and position outside of SIL enables it to accommodate housing subject to the mitigation of any impact on the functioning of the SIL. Housing will be supported where it enables the delivery of significant public transport improvements, provides spaces for small and micro businesses and connects the site to the Heart of Park Royal,

Twyford Abbey and other public transport services. Supporting uses should be local in scale and nature.

6.13 There is an existing area of housing that sits west of North Acton Road, south east of Acton Lane with Wesley Playing Fields adjacent in the east. The residential character of this area is markedly different to the surrounding industrial uses and should be improved where possible. The Wesley Playing Fields offer a valuable green space within the north of Park Royal and should be improved where appropriate. Specifically, the creation of an improved walking and cycling route to the Grand Union Canal should be explored to improve local accessibility.

IMPROVING INFRASTRUCTURE

PRINCIPLE PR2: INFRASTRUCTURE

a. Proposals should seek to improve transport and utilities infrastructure.

b. Improvements to:

- the road network should be undertaken across Park Royal, OPDC is currently progressing a Park Royal Transport Study with TfL and the Park Royal Business Group. This work should identify recommendations for improvements to the transport network. This may recommend improvements along the four main roads of Abbey Road, Acton Lane, Park Royal Road and Coronation Road and at junctions with the North Circular Road (A406), Western Avenue (A40) and Old Oak Lane (A4000); and
- the walking and cycling network should be focussed along the routes shown in figure 72.

c. Proposals for employment floorspace should demonstrate how they will maximise the use of sustainable transport modes and facilities for freight movement.

6.14 To support the protection, intensification and the long-term successful functioning of Park Royal, it is critical that existing issues relating to traffic congestion, utilities infrastructure capacity and connectivity are addressed to support business growth and development.

6.15 The Mayor will work with TfL and the boroughs to deliver a transport strategy for Park Royal and is working with utilities providers through the London Infrastructure Delivery Board and broadband providers to ensure that deliverable processes are in place to meet current and future needs. These should be developed in accordance with the principles of 'Smart London' (see pages 128 and 129). With this in mind, any development which seeks to deliver these principles will be supported.

6.16 The local and strategic road network within and adjacent to Park Royal is frequently congested which restricts public transport access and freight movement. To help to address this, proposals for facilities which help alleviate congestion will be supported. These could include investigation of bus priority measures to

protect public transport from congestion, consolidation centres, rail depots and canal wharves for freight transport alongside shared freight and passenger vehicle parking. Additionally, new employment uses should demonstrate how they maximise the use of the Grand Union Canal and rail network for freight transport purposes.

6.17 Congestion on the road network and the quality of the public realm restricts the use of walking and cycling as sustainable transport modes. As such proposals will be required to contribute to the delivery of new and improved walking and cycling routes, specifically in the delivery of north-south routes. The Mayor will explore options with partners and stakeholders to improve the transport network.

DESIGN

PRINCIPLE PR3: STREETS & PUBLIC REALM

Proposals should:

- a. deliver a safe, permeable and legible movement network in accordance with figure 72;
- b. Improve streets and create a public realm that enhances local connectivity across Park Royal and to surrounding neighbourhoods;
- c. encourage the location of offices and smaller business spaces along the street front to deliver activity along the ground floor and above across Park Royal including the Grand Union Canal, where feasible;
- d. utilise a coordinated palette of high quality durable materials and street furniture to support Park Royal's role and reflect and improve its local character; and
- e. support the coordinated management of the public realm.

6.18 Park Royal has a rich industrial heritage which should also be reflected in development in accordance with London Plan policy 7.8. The OPDC will work with Historic England and other stakeholders ensure local heritage is embedded within the character of the area.

PRINCIPLE PR4: PUBLIC AMENITY SPACE

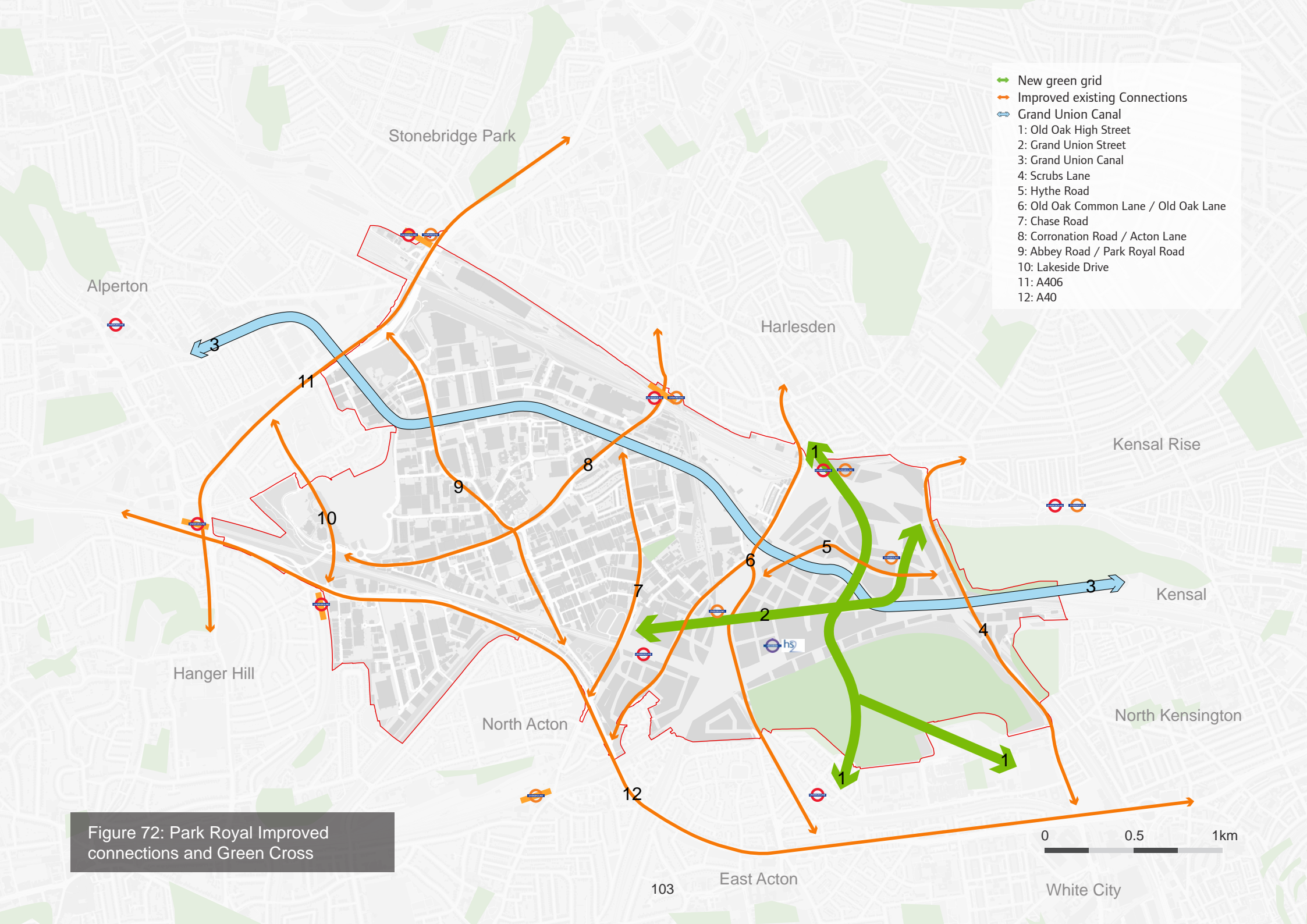
Proposals should accord with Principle D1 and London Plan Policy 7.18 to deliver:

	Name	Location	Guidance
a.	Heart of Park Royal small amenity spaces	Located within the Heart of Park Royal.	These new public amenity spaces should be delivered on, or coordinated between individual sites with typologies which reflect the nearby employment and housing uses. The Mayor will work with stakeholders to explore how these spaces will be delivered.
b.	Other small amenity spaces	Located across Park Royal	These new public amenity spaces should be delivered with stakeholders to deliver a high quality working environment.
c.	Improvements to existing public amenity spaces such as Wesley Playing Fields and canal side spaces would be encouraged and supported.		

PRINCIPLE PR5: BUILDING HEIGHT & DENSITY

New building heights should accord with the guidance set out in the table below and depicted in figure 45:

	Location	Guidance
a.	Heart of Park Royal.	Higher A taller building could be located on the existing Asda site. Any tall building would need to respond to the functioning of the surrounding SIL designation and would need to accord with London Plan policies 7.6 and 7.7.
b.	First Central	Highest A taller building could be located closest to Park Royal tube station and the A40. Any tall building proposals would be subject to a detailed design analysis, would need to accord with London Plan policies 7.6 and 7.7. and would need to be enable delivery of a fully accessible public space and route through the site.



HEART OF PARK ROYAL

Key facts

Approximate area: 20 hectares

Key Landowners: Central Middlesex Hospital, Asda, various residential and commercial

VISION

The Heart of Park Royal will be enhanced as a local town centre, providing a range of services and amenities to support the local business, residential and medical communities.

KEY OBJECTIVES

1. Create a sense of place with improved walking and cycling usage with well-defined streets and spaces;
2. Support the intensification of sites including in the delivery of flexible and affordable workspace for smaller and micro businesses;
3. Support a range of uses that support local business operations, this could include local levels of retail, leisure and business services (including meeting spaces and appropriate business hotel accommodation) on the main roads of Abbey Road, Acton Lane, Park Royal Road and Coronation Road and within the Asda site to create active frontages and a sense of place;
4. Explore the potential for delivering a mix of uses on the Asda site and other suitable locations including on land off of Acton Lane which could provide a suitable transition from SIL uses;

5. Support appropriate taller buildings in accordance with Principle PR5;
6. Improve legibility to the surrounding businesses and destinations including local stations, the Grand Union Canal and public open spaces;
7. Deliver new public green spaces near to the junction of the four main streets;
8. Safeguard existing Strategic Industrial Locations (SIL) and ensure that new development continues to support and respond to the important role of the surrounding SIL designation;
9. Secure improvements to transport infrastructure including walking and cycling routes, improvements to the road capacity and layout (as shown in figure 73) and increases in frequency, capacity and connectivity in the local bus network.

6.19 There is an opportunity for the Heart to become a destination for both new businesses and employees from the businesses in the wider Park Royal area through the creation of a new mixed use environment. However, development within the Heart should ensure that it does not inhibit the function of the surrounding SIL, which is necessary to ensure its long term protection and enhancement of Park Royal.

6.20 The Heart of Park Royal currently lacks a defined character. Its environment is dominated by the road network and framed by a range of inactive building frontages and parking that creates a poor quality public realm. The existing services are dispersed within the area which weakens its role as a centre for business services.

6.21 In seeking to improve and create a sense of place there is an opportunity to consider the arrangement of the Asda site and the potential to intensify its use. This could include delivery of a new amenity space to help deliver greater definition to the public realm and road network. Intensification may include increasing building height and massing that will help to improve legibility within Park Royal and deliver additional floorspace to accommodate flexible and affordable workspace.

6.22 The four main streets that meet in the centre of the Heart suffer from traffic congestion and poor public realm. Through new development these streets have the potential to better frame this local centre through active frontages and provide consistent building lines. Public open spaces are not currently present within the Heart and would support the local communities and visitors.

Figure 73: Potential junction improvement



- Public green spaces
- Strategic Industrial Location
- Streets
- Active frontage
- Sensitive edge
- Pedestrian routes
- Bridges and tunnels
- Trees



Figure 74: Heart of Park Royal



Figure 75: Wormwood Scrubs looking north east