

## OVERVIEW

EARLIER THIS YEAR, HALLMARK PROPERTY GROUP SET OUT ITS DRAFT PLANS FOR 5-7 PARK ROYAL ROAD (SITE A IN THE MAP) AND THE LOWER PARK TRADING ESTATE (SITE B). BOTH SITES ARE WITHIN AN AREA WHERE PLANNING APPLICATIONS ARE DETERMINED BY THE OLD OAK AND PARK ROYAL DEVELOPMENT CORPORATION (OPDC).

**Site A** included a building of 13 to 44-storeys providing around 1,200 rooms of student accommodation managed by the Stay Club, a specialist provider. Associated facilities were a café/workspace, study areas, classrooms, a cinema/auditorium, gym and break-out spaces, all with potential for public access. 2,600 sq. m of industrial space over three floors was also proposed.

**Site B** was a much lower building of 6 to 23-storeys and aimed to provide 161 new affordable homes. At ground floor level some 317 sq. m was provided for a potential shop/café.



### Your questions and feedback

We would be pleased to answer any questions and would be very grateful for your feedback. We encourage you to visit our dedicated website, [www.parkroyalroad.info](http://www.parkroyalroad.info) where you will find more information, an easy way to send us your comments online or ask us any questions.

You can also call us free of charge if you would like to talk to us direct on 0800 246 5890.

### About Hallmark Property Group

Hallmark established The Stay Club in 2011 as an operator of student accommodation and it currently manages 1,300 rooms across London in Camden, Colindale, Kentish Town and Willesden.

Professionally managed by an on-site team, all Stay Clubs provide 24/7 services and communal facilities that are designed for social interaction, as well as amenity spaces of a size and quality that actively encourages their use both by residents and the local community.



## EVOLUTION OF PROPOSALS AND LOCAL CONTEXT

INITIAL PROPOSALS FOR THE TWO SITES WERE SHARED PUBLICLY FOR THE FIRST TIME IN FEBRUARY 2022 AND THEY HAVE BEEN THE SUBJECT OF CONSULTATION WITH LOCAL PEOPLE INCLUDING THE OPDC'S COMMUNITY REVIEW GROUP, REPRESENTATIVE GROUPS AND COUNCILLORS VIA WEBINARS AND AN OPDC STAKEHOLDER GROUP MEETING.

THE SEPTEMBER 2022 PUBLIC DROP-IN SESSION HAS BEEN ORGANISED TO RECEIVE FURTHER FEEDBACK ON THE LATEST VERSION OF THE PROPOSALS.

ONE OF THE KEY PIECES OF FEEDBACK RECEIVED TO DATE RELATED TO THE PROPOSED HEIGHTS FOR THE TWO BUILDINGS AND THIS HAS RESULTED IN SIGNIFICANT REDUCTIONS.

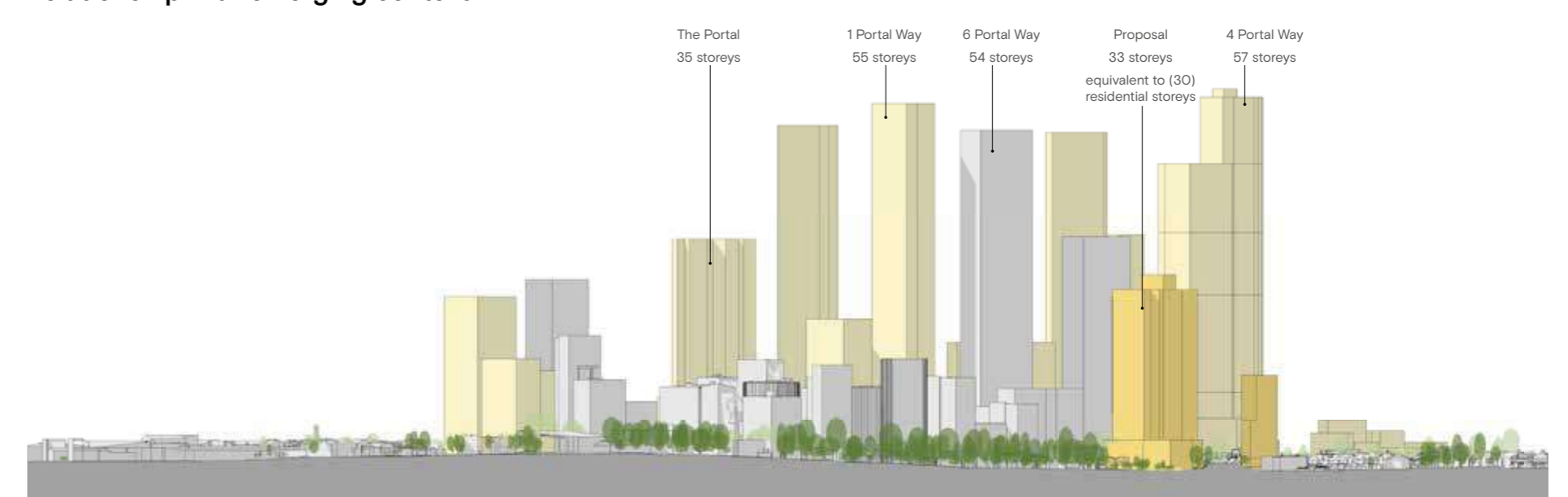
**Site A** - the building that contains the student accommodation - has been brought down from the original 44 storeys to 33-storeys. Since the height of each floor is less than traditional residential apartments, this is equivalent to 30 residential storeys and results in 988 rooms rather than the 1,200 originally proposed. The building contains a significant amount of supporting floorspace including classrooms, with varied opportunities for community access.

The industrial floorspace at Site A (1,899 sq. m, reduced from 2,600 sq. m) is retained on ground and lower ground floors.

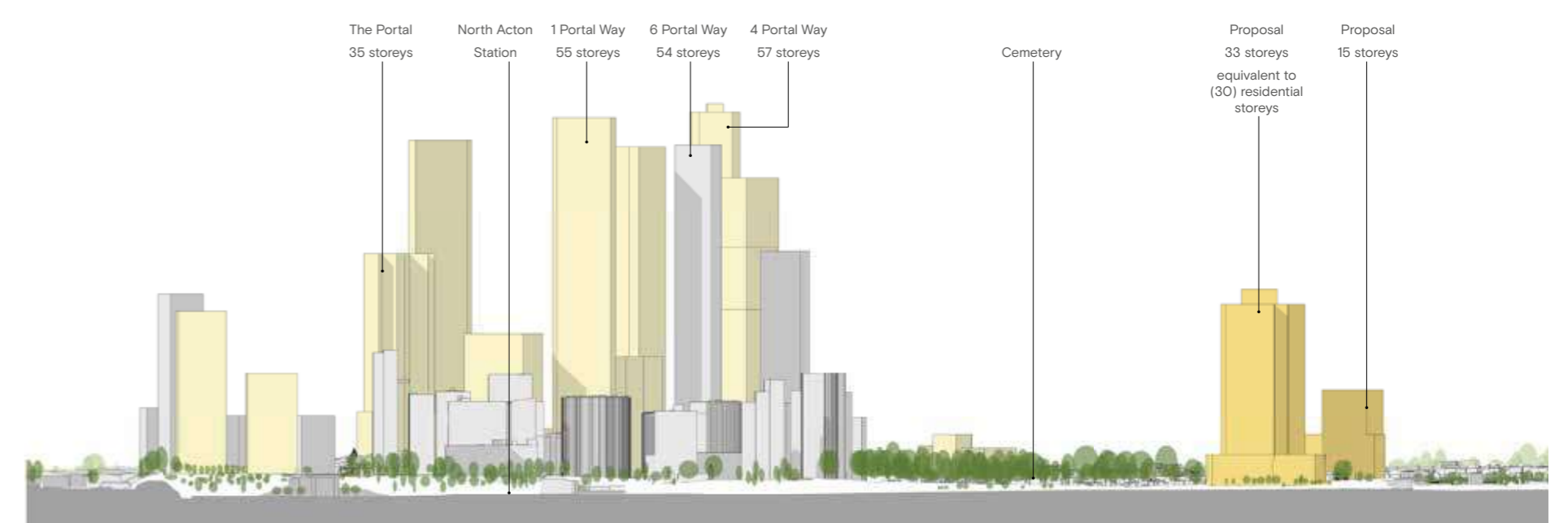
**Site B** - the residential building - is now 15-storeys rather than 23, and provides 89 affordable homes (reduced from 161). The potential shop/café uses are retained at ground floor with increased frontages.

The images below show how the reduced heights relate to the already constructed and planned new buildings in North Acton.

Relationship with emerging context



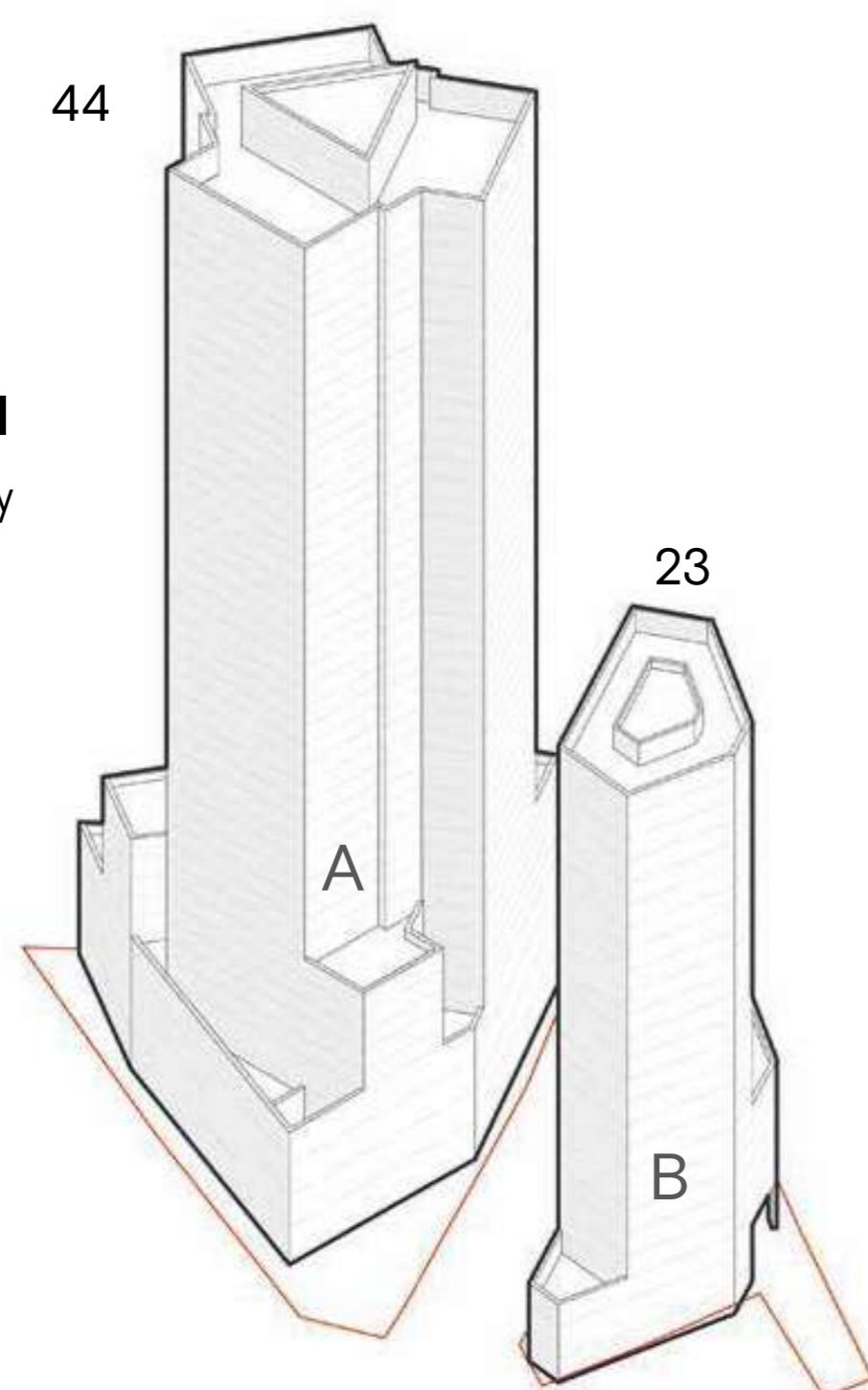
North-west elevation of proposal in context with North Acton cluster of emerging buildings in the background



North-east elevation of proposal in context (with Central Line overground railway in foreground) with North Acton cluster of emerging buildings on the left

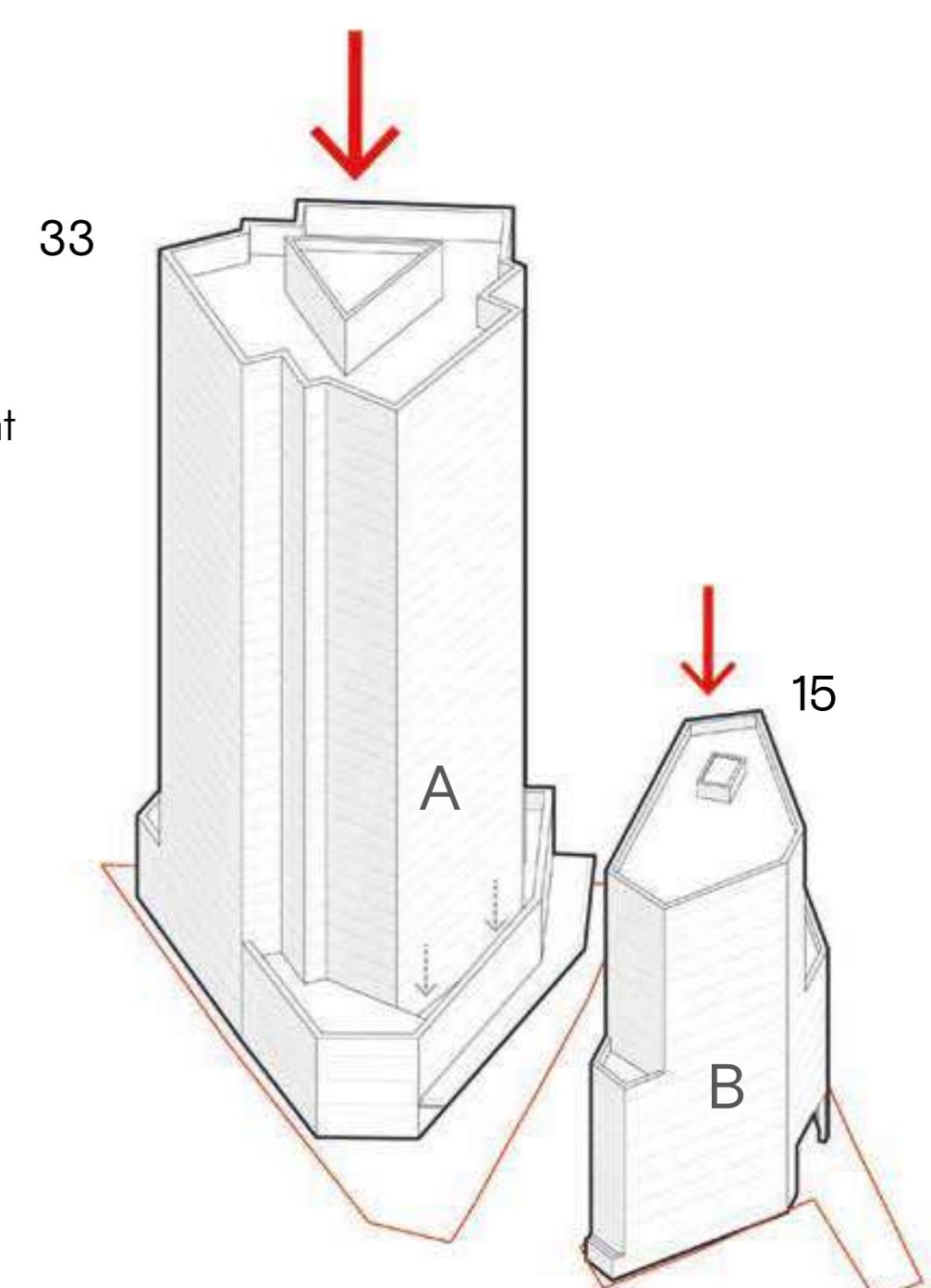
### Original massing proposal

Place Review Group / Community Review Group / Website and webinars (Feb 2022)



### Revised massing proposal

- Building A tower reduced in height
- Building B (residential building) reduced in height



## BUILDING PLANS

### Upper Ground Floor

For **Site A**, the student building, the main entrances are to the south so any potential conflict with the servicing of the light industrial uses can be avoided. The entrances give access to the proposed cinema on the lower ground floor level as well as the entrance to the lobby for the accommodation and the restaurant/co-working space. The frontage to the industrial units to the north has been maximised to make it active and also offer level access to users.

For **Site B**, the residential building, there is the main entrance to the affordable homes as well as access to a cycle store. Commercial units are located to the north and south sides and could be suitable for a shop or café use.



### Second Floor

For **Site A**, the restaurant serving the student accommodation, additional break-out spaces, access the external terraces, study areas and classrooms are found.

For **Site B**, this is the first level of affordable homes which extends up the building.



● Restaurant / co-working area next to entrance lobby



● Light industrial workspace



● Recreational / lounge space



## PUBLIC AND COMMUNITY ACCESS

HALLMARK SEEKS TO PROVIDE PUBLIC ACCESS TO ITS BUILDINGS SO THAT THEY MAKE A POSITIVE CONTRIBUTION TO THE LOCAL COMMUNITY. THEY HAVE A STRONG TRACK RECORD IN DELIVERING THIS AND WORKING IN PARTNERSHIP WITH COMMUNITY-BASED GROUPS AND ORGANISATIONS.

**Site A** offers two cinema rooms at lower ground floor level reached via a dedicated entrance at upper ground level. The cinema rooms are multi-purpose and can be used for film nights as well as for seminars and auditoriums for teaching, lectures and public meetings. Site A also offers a café/co-working area at upper ground floor level open to the public.

In addition, Site A offers classrooms at first and second floor level that will be available for a variety of uses such as business/community events, conferencing, skills training, evening classes and organised family events.

**Site B's** public offer includes the possibility of a café, co-working spaces and/or a shop.



• Restaurant



• Classrooms / Meeting rooms



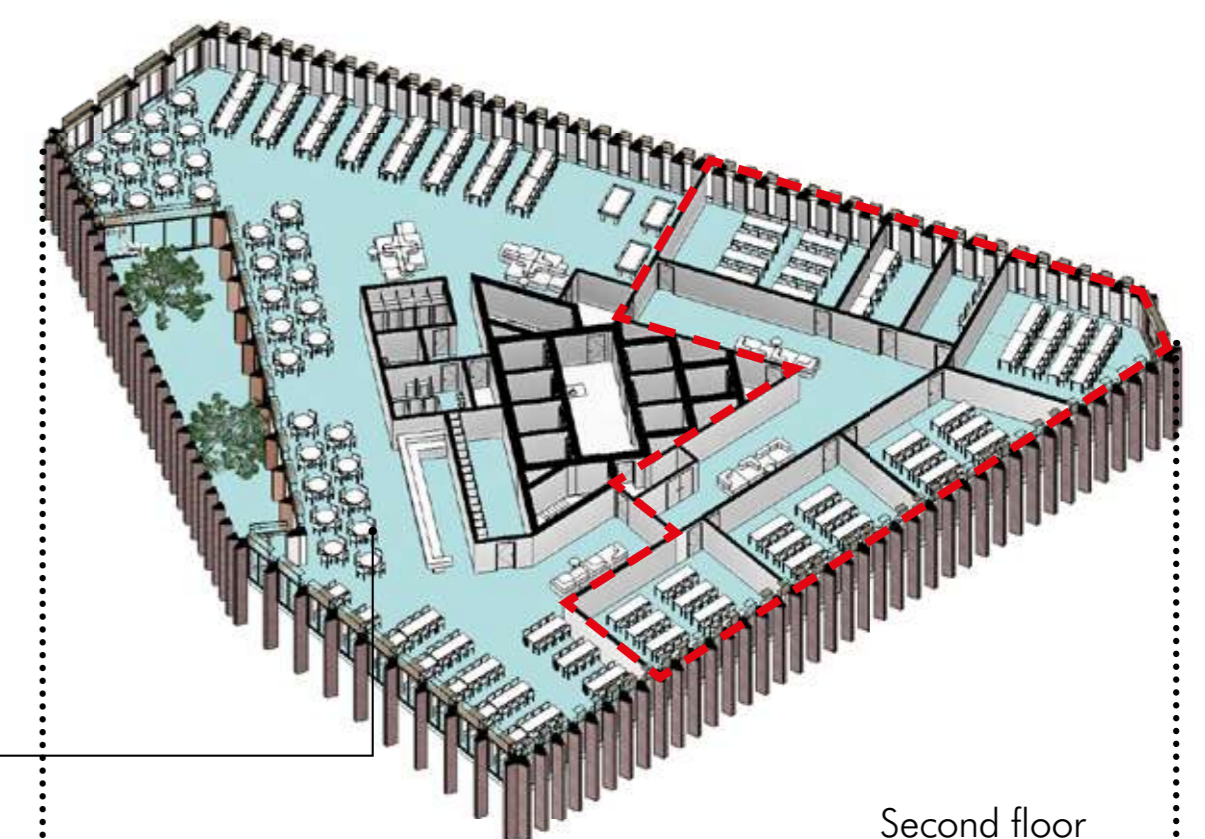
• Restaurant / co-working area next to entrance lobby



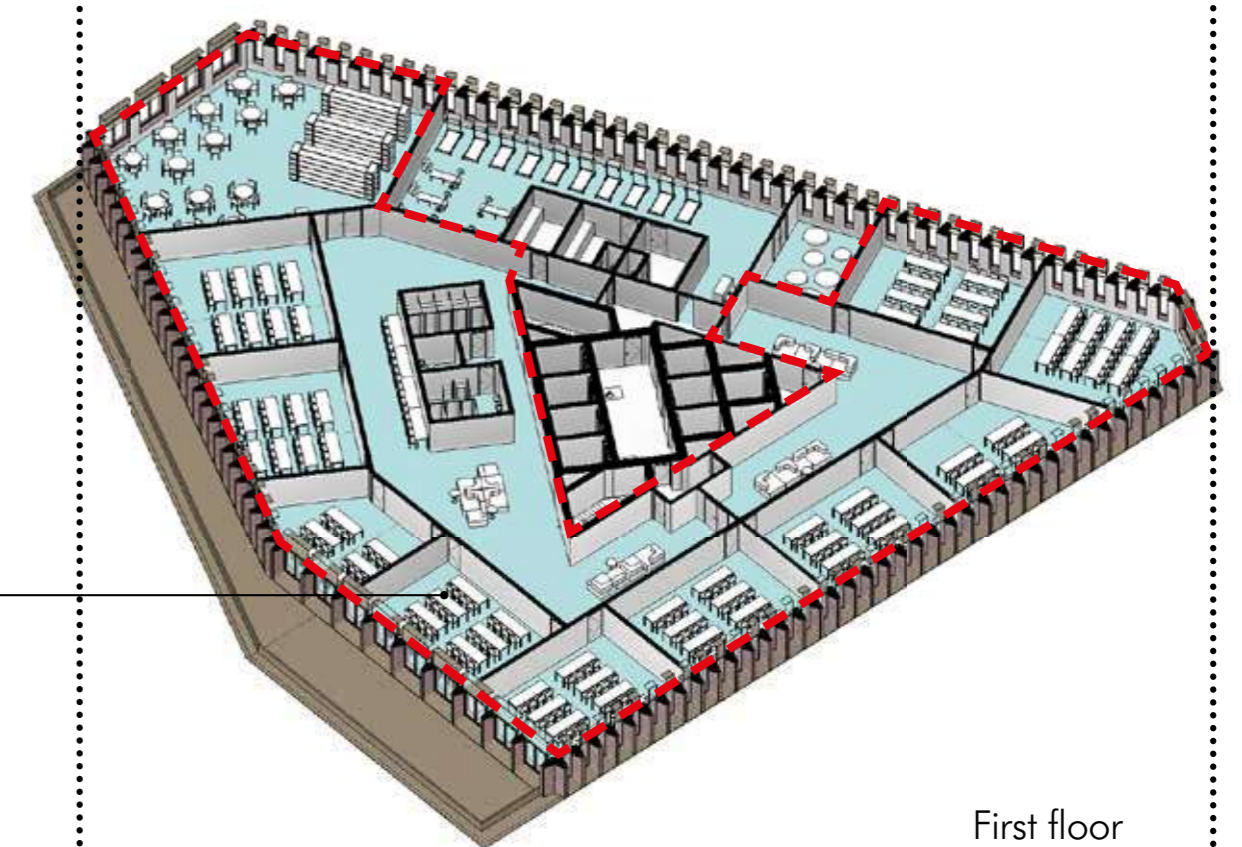
• Cinema / Auditorium

What community activities do you think could be housed at the sites? Please give us your ideas.

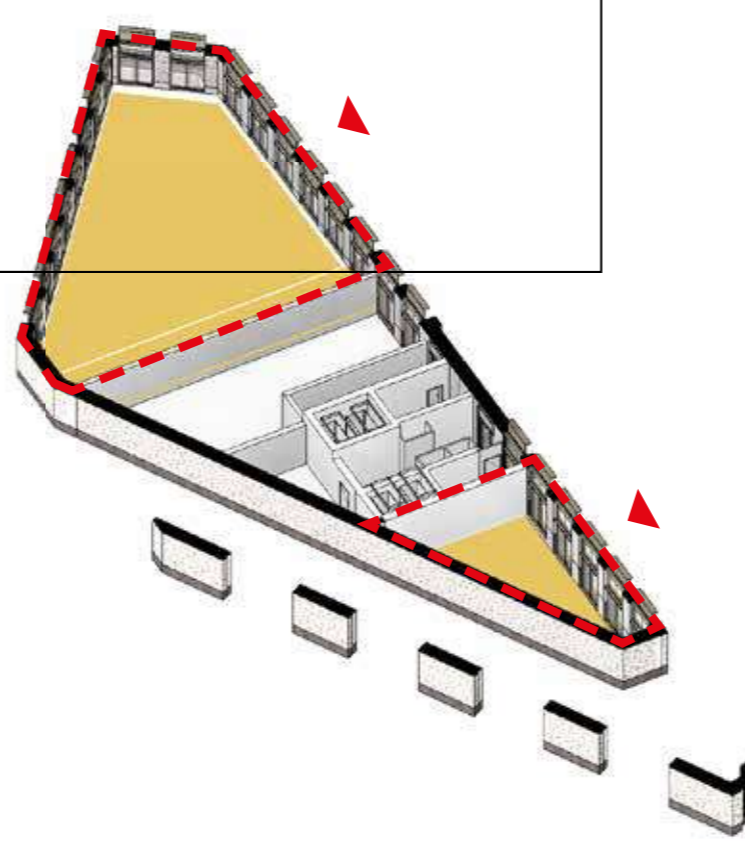
- ▣ Publicly accessible spaces
- ▶ Public entrance
- E-Commercial / Services
- E-Light Industrial
- SG-Amenities



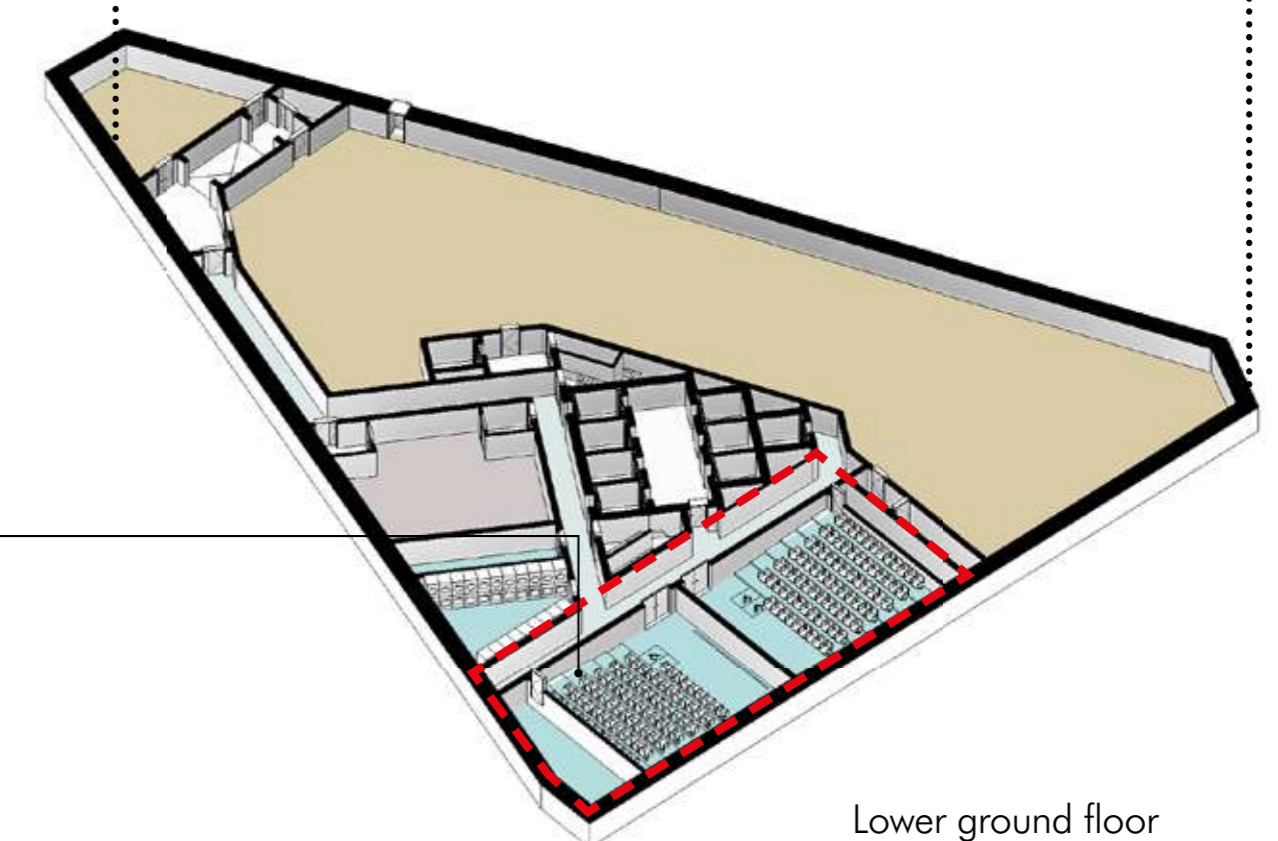
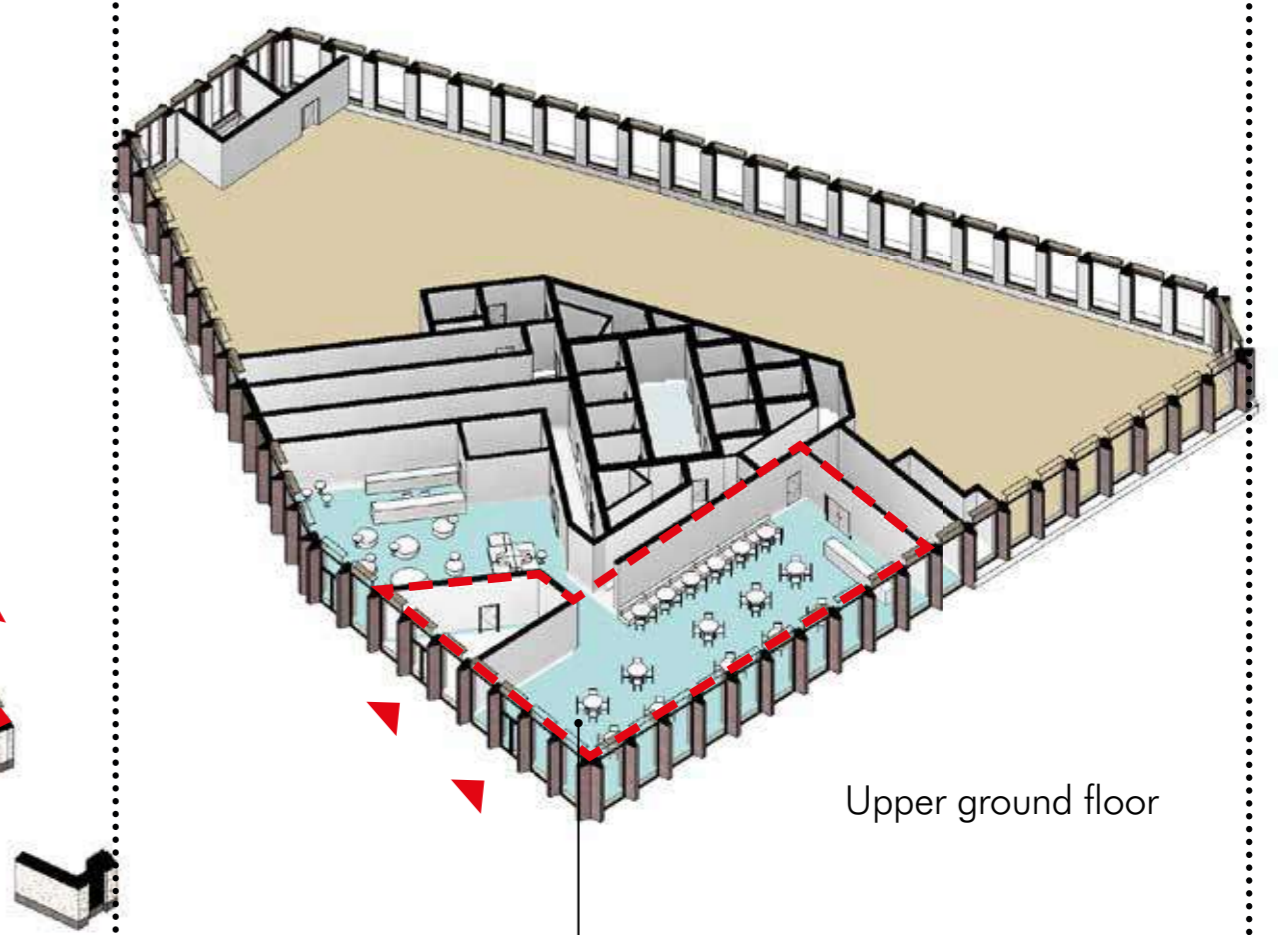
Second floor



First floor



Upper ground floor

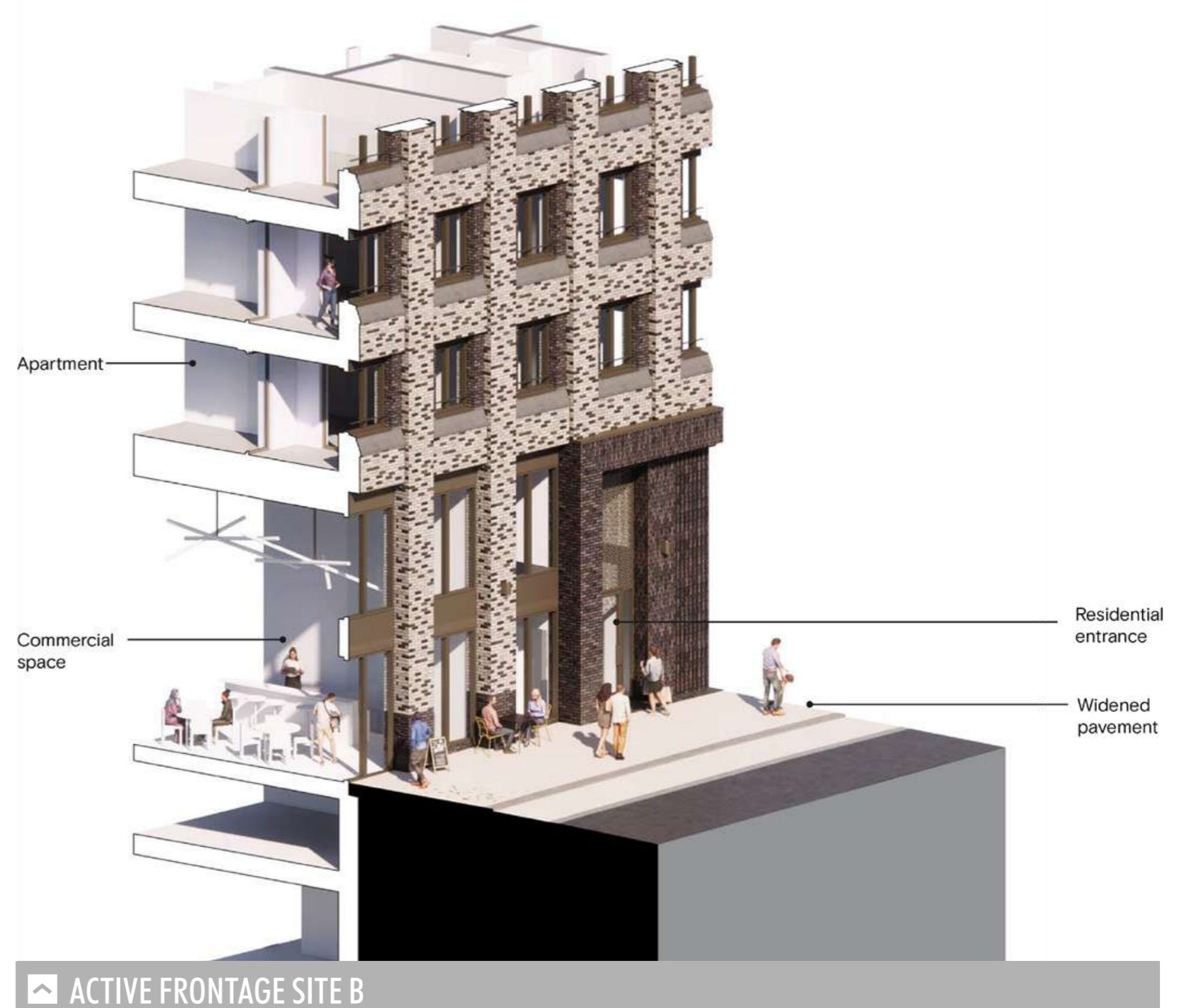
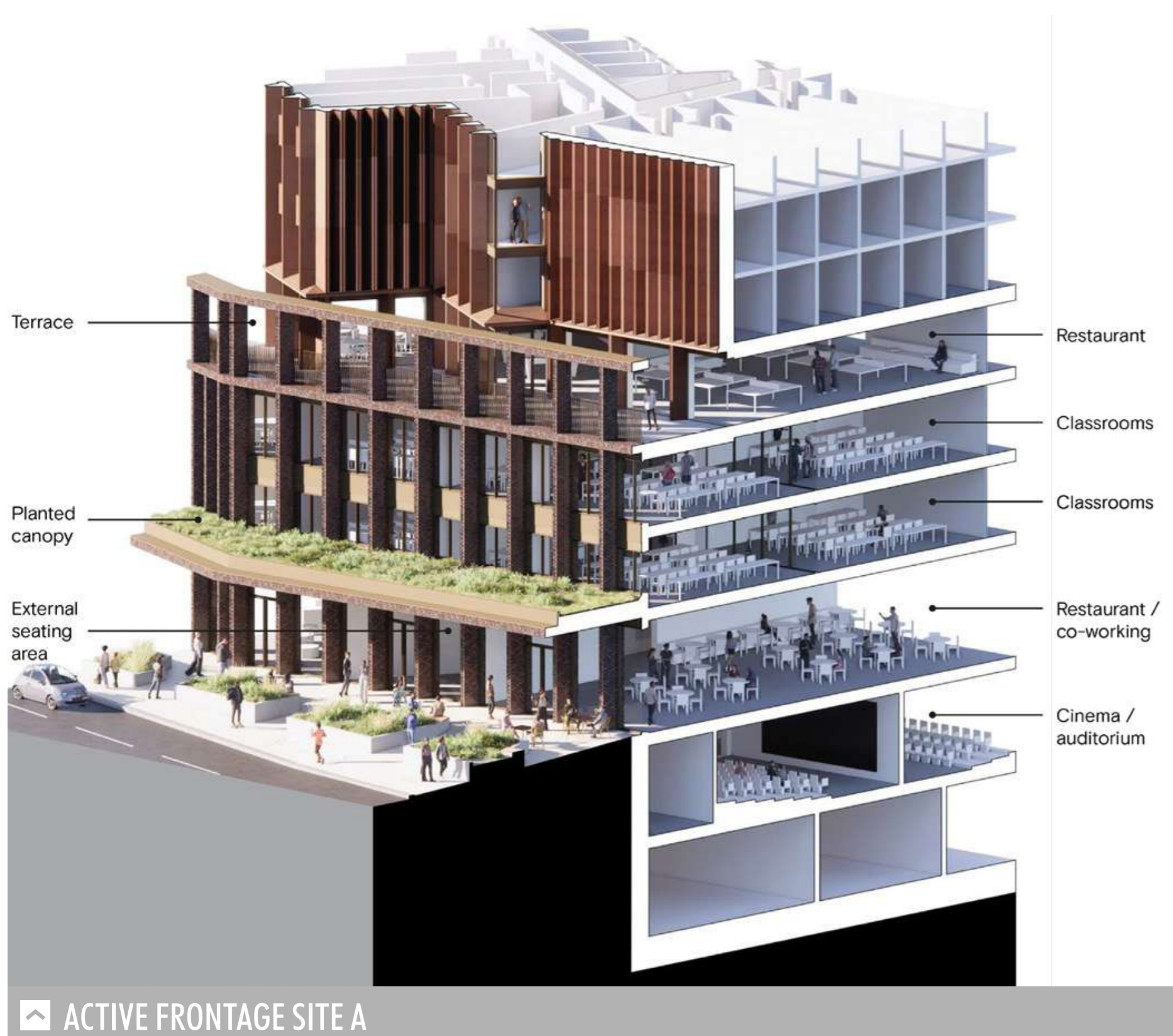


Lower ground floor



## FAÇADES AND MATERIALS

THE PROPOSALS SEEK TO DELIVER HIGH QUALITY ARCHITECTURE AND MATERIALS, WITH A UNIQUE AND SEPARATE APPROACH FOR EACH SITE.



## SITE B - AFFORDABLE RESIDENTIAL BUILDING, TYPICAL FLOOR PLANS



TYPICAL LOWER LEVEL



TYPICAL UPPER LEVEL



VIEW OF AMENITY SPACE



## LANDSCAPING

THE BUILDING LINE OF SITE B WILL BE SET BACK 1.5M FROM THE SITE BOUNDARY TO PROVIDE A MINIMUM 17M WIDTH TO PARK ROYAL ROAD. EXTENSIVE GREENING MEASURES WILL BE INCLUDED, INCLUDING NEW PLANTING AND TREES BOTH AT STREET LEVEL AND ALSO ON TERRACES PROVIDED AT VARIOUS LEVELS AT BOTH SITES.

A central public plaza will be a focal point for the new development and provide opportunities for circulation and seating and offering attractive places to visit and relax.

The emphasis on active frontages to both sites will provide vibrancy and animate Park Royal Road.

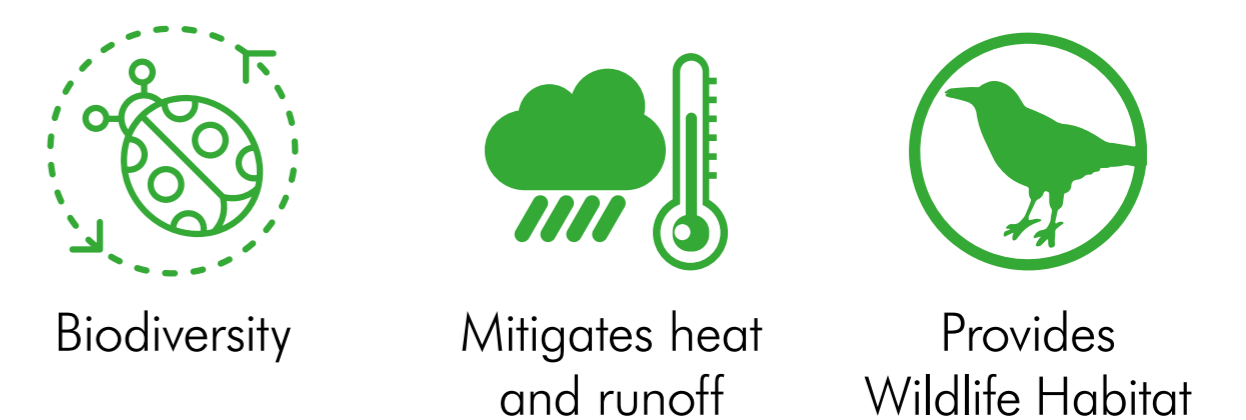


1. Entrance Plaza
2. New pedestrian crossing
3. Parking spaces
4. Service Yard
5. 3rd floor communal terrace
6. 4th floor communal terrace
7. 7th floor communal terrace including 0-4 years old play space
8. BioSOLAR green roof

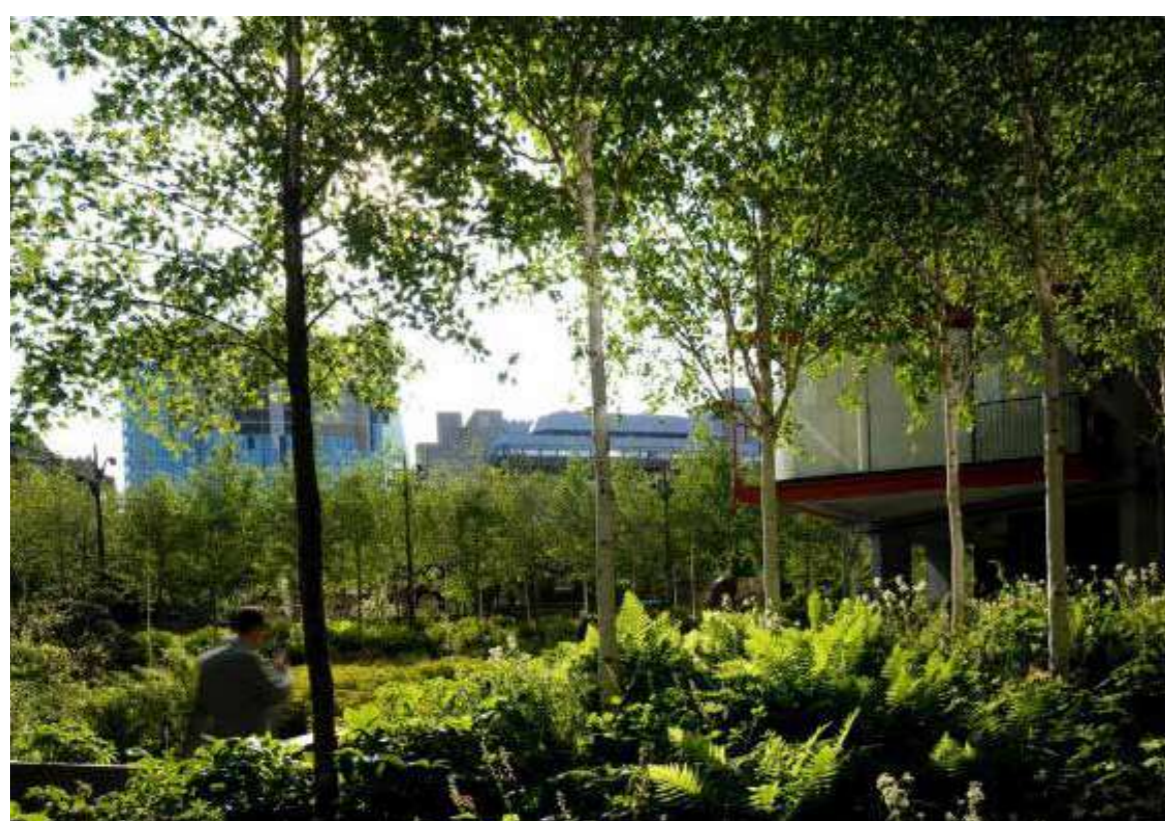
### Communal terrace (Block A)



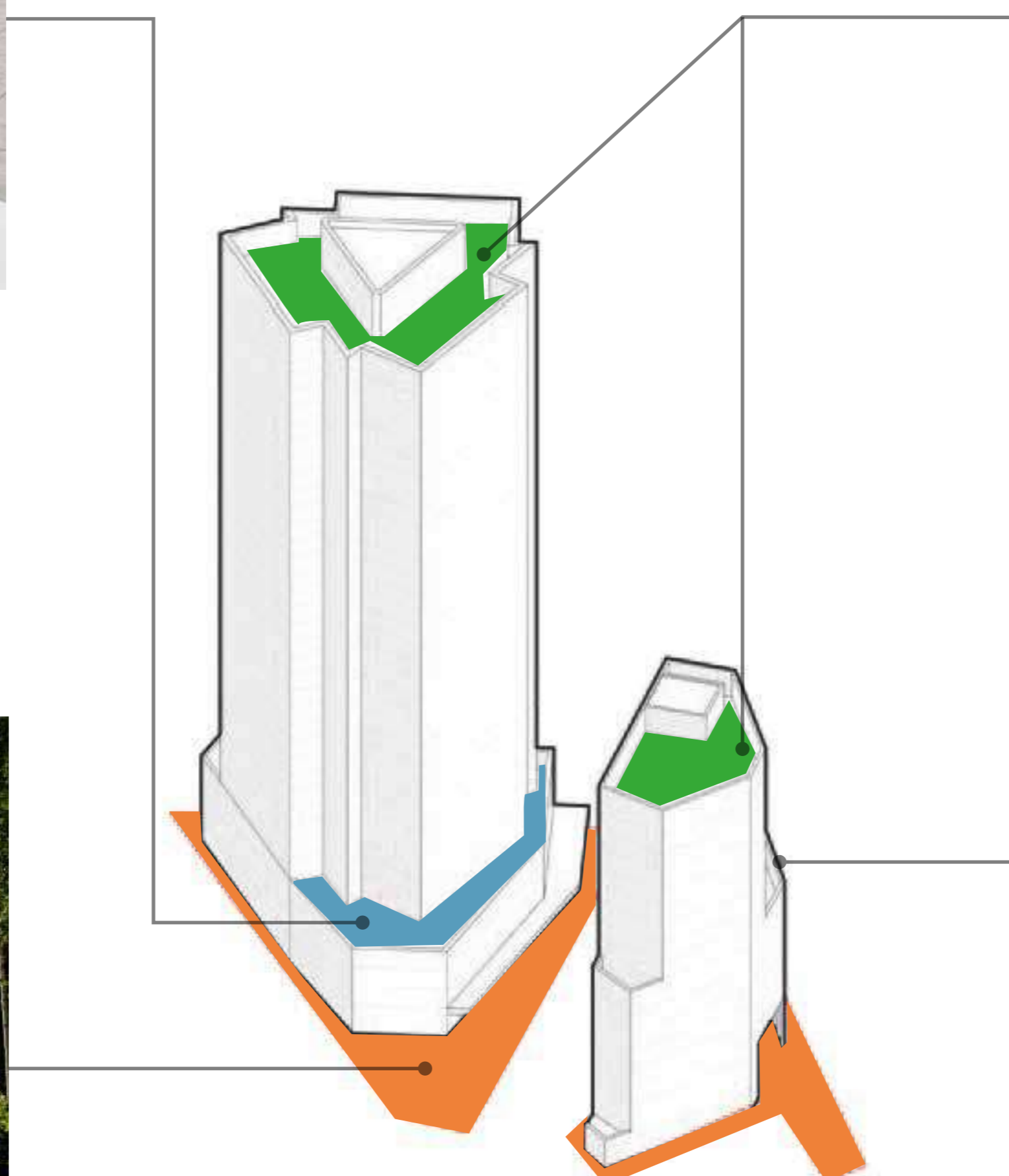
### Biodiverse roofs



### Ground level



### Communal terrace (Block B)



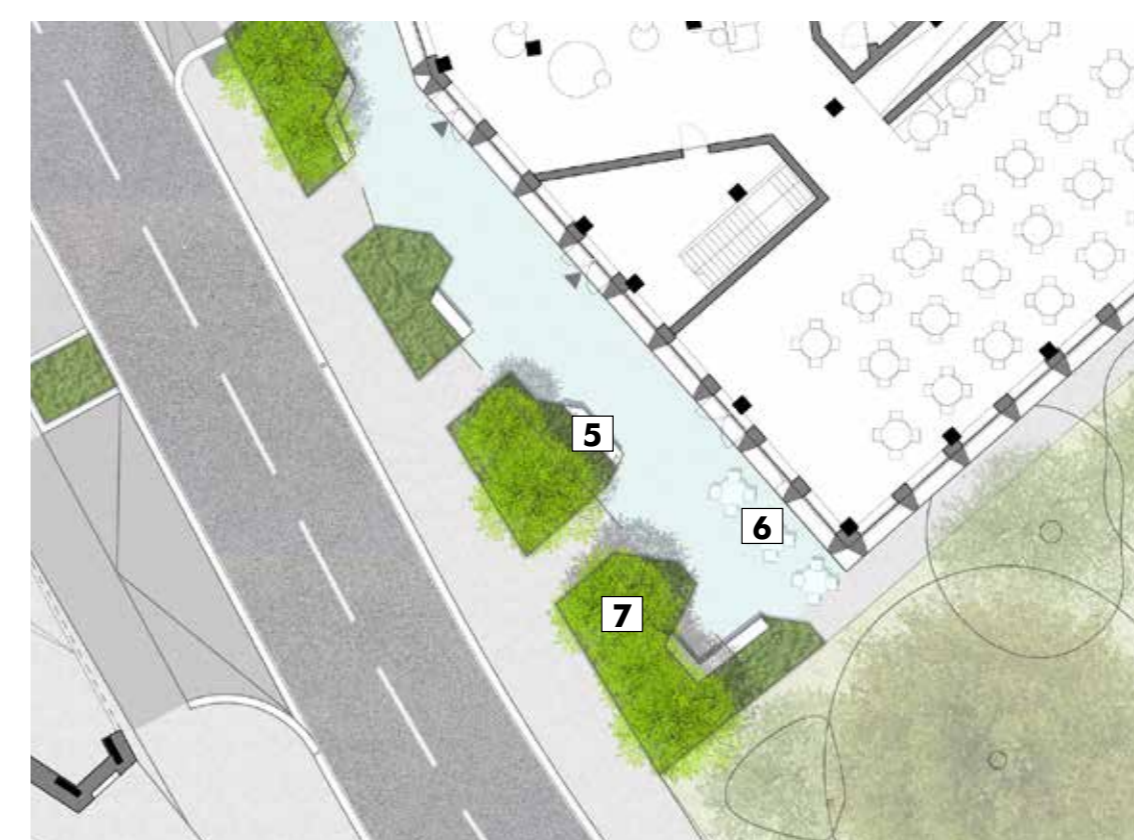
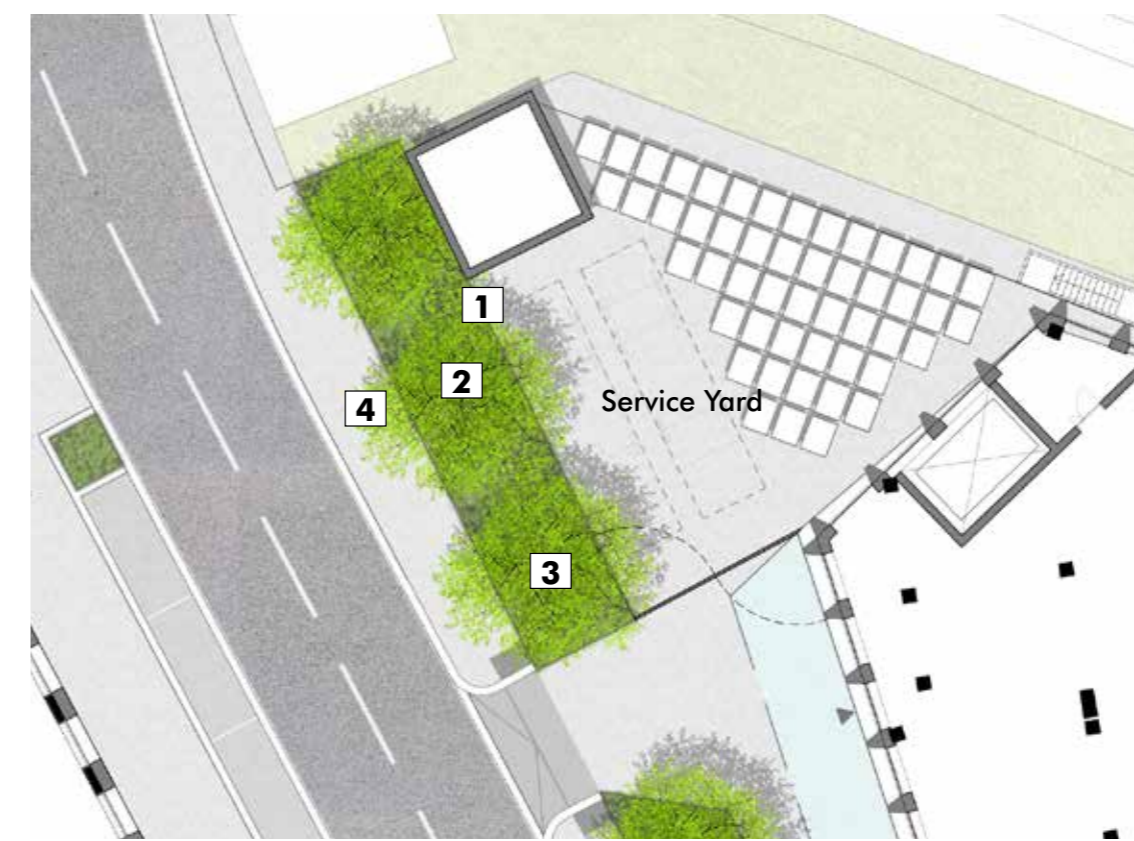
## PUBLIC REALM

THE PROPOSALS AIM TO PROVIDE ATTRACTIVE AND ACCESSIBLE PUBLIC SPACES FOR EVERYONE TO ENJOY WITH NEW PLANTING, SEATING AND SAFE ROUTES INCLUDING A NEW PEDESTRIAN CROSSING.

- Carriageway reduced in width
- Building line of eastern building set back 1.5m from site boundary to give street width of 17m total at narrowest point
- New pedestrian crossing south of the site
- Accessible parking provided on paved surface
- Change in paving unit sizes for parking spaces
- Flexible seating area along the eastern building edge
- Raised planters with seating edges
- Introducing new planting areas and trees.
- This will improve the visual quality of the space while providing shade and seasonal colour in the townscape.



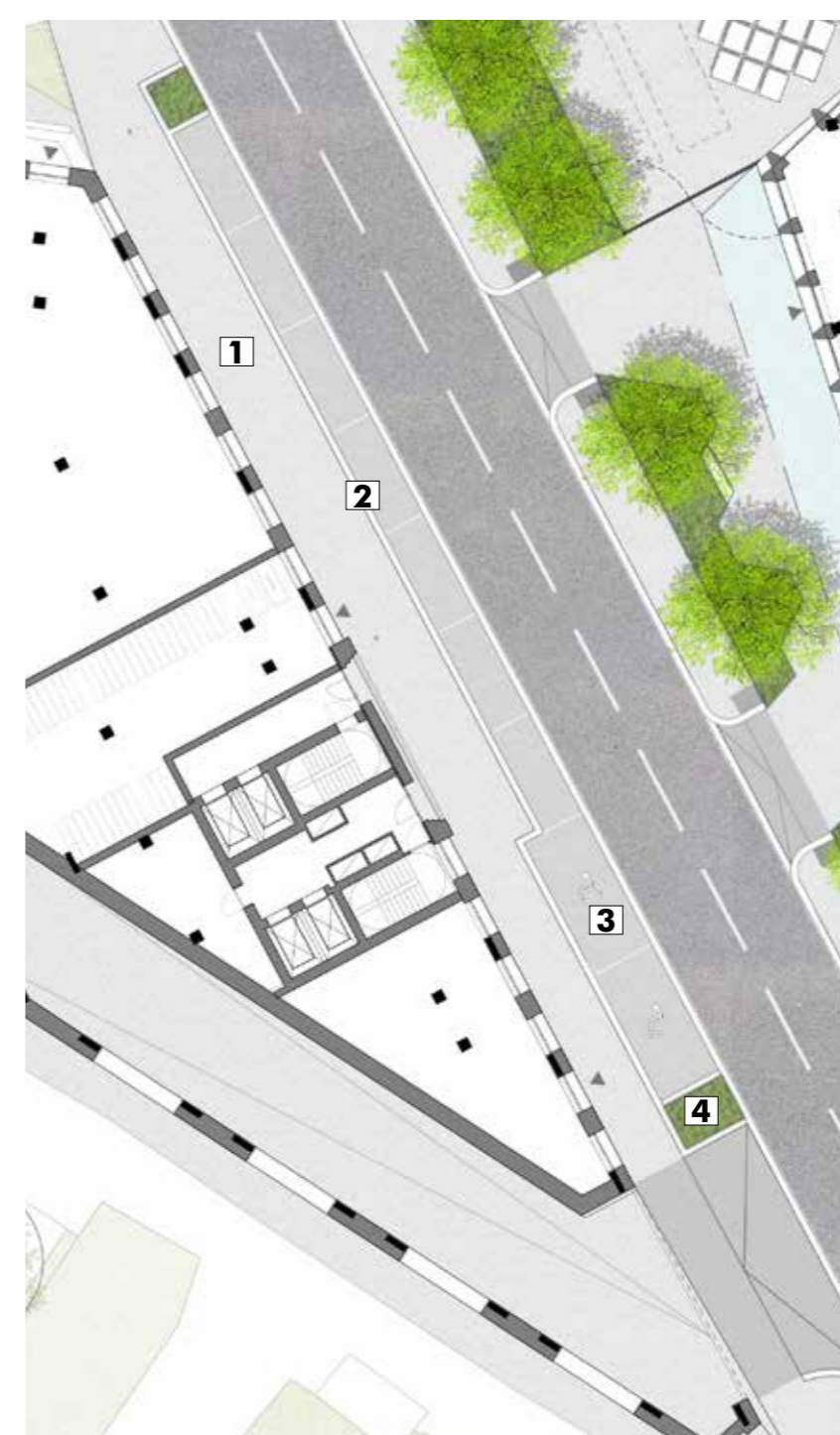
### Building A



1. Planted fence with evergreen climbing plants to screen the Service Yard
2. Structural planting with a combination of evergreens, perennials and grasses
3. New tree planting
4. Min. 2.5m wide footpath
5. Planter with seating edge
6. Flexible seating area
7. Multi-stem trees



### Building B



1. 2.5m wide footpath
2. 60mm kerb between footpath and parking spaces
3. Disabled parking spaces
4. Planting bed surrounded by a raised kerb





## SUMMARY

### The proposed developments at Park Royal Road offer:

- A 'campus' style student building with extensive facilities open to the public including meeting rooms, a cinema/auditorium (with potential for direct street level access as a commercial cinema), and other flexible spaces;
- Within the student building, classroom space suitable for a programme of educational activities and skills training;
- 100% affordable homes at Site B with additional student affordable accommodation at Site A;
- Commercial uses at Site B (e.g. shop, café, co-working space), providing active frontages and new amenities for the local community;
- Substantial improvements to either side of Park Royal Road, delivering improved footways, short stay cycle parking and urban greening;
- Opportunities for wider transport improvements to footways and the cycle network;
- Creation of an estimated 562 jobs during the construction period and 152 varied operational jobs across a range of sectors including industrial, office, and hospitality; and
- A new population for the local area, with student residents alone forecast to inject an additional £7.5m per year in spending power.



### What happens next?

We're keen to receive further feedback on the proposals before finalising the plans and submitting a planning application to the Old Oak and Park Royal Development Corporation (OPDC). We expect to make a planning application in the coming months.

You can leave your feedback visiting our website at [www.parkroyalroad.info](http://www.parkroyalroad.info) or you can email us at [info@parkroyalroad.info](mailto:info@parkroyalroad.info)

If it's easier, you can talk to us free of charge on **0800 246 5890** and give us your views.

We will set out all of the feedback received and the response of Halmark and its design team in a detailed report which will be part of the planning application.

OPDC will carry out its own separate formal consultation on the planning application and individuals and organisations can make representations as part of that process.

