

PARK ROYAL ROAD UPDATE

THIS NEWSLETTER GIVES LOCAL RESIDENTS AND BUSINESSES AN UPDATE ON THE NEW PROPOSALS TO DEVELOP TWO KEY SITES ON PARK ROYAL ROAD, NORTH ACTON.

THE STAY CLUB
LONDON STUDENT ACCOMMODATION

SEPTEMBER 2022

EARLIER THIS YEAR, HALLMARK SET OUT ITS DRAFT PLANS FOR BOTH 5-7 PARK ROYAL ROAD (SITE A IN THE MAP) AND THE LOWER PARK TRADING ESTATE (SITE B).

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.

At ground floor level, both sides of Park Royal Road would see wider, improved footways, short stay cycle parking and new green landscaping.

Overleaf, you will see how these draft proposals have progressed and changed in direct response to feedback from the local community and the Old Oak and Park Royal Development Corporation (OPDC) which is responsible for deciding planning applications at this location.



COMMUNITY DROP-IN EVENT EVERYONE WELCOME!

You can find out more about the latest draft plans at our drop-in session on **Thursday September 15th between 2pm and 8pm** in the Westminster Room at the **Holiday Inn London-West, 4 Portal Way, Gypsy Corner, London, W3 6RT.**

Members of the project team will be there to answer your questions and receive further feedback. We're particularly keen to hear your views on the revised plans and on key issues like public access to the proposed facilities and improvements to public spaces. We'll also have Stay Club representatives who can explain how they professionally manage student accommodation.



VIEW LOOKING SOUTH DOWN PARK ROYAL ROAD

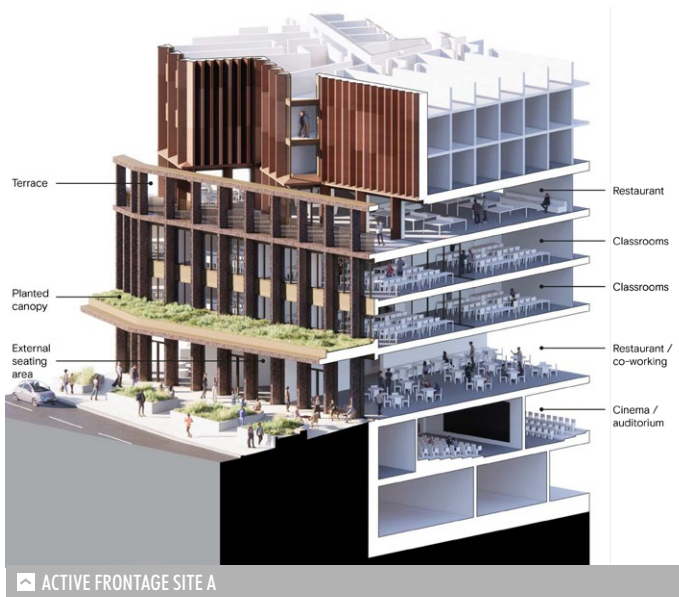
FIND OUT MORE AT WWW.PARKROYALROAD.INFO OR CALL US (FREE OF CHARGE) ON **0800 246 5890**

MAIN CHANGES

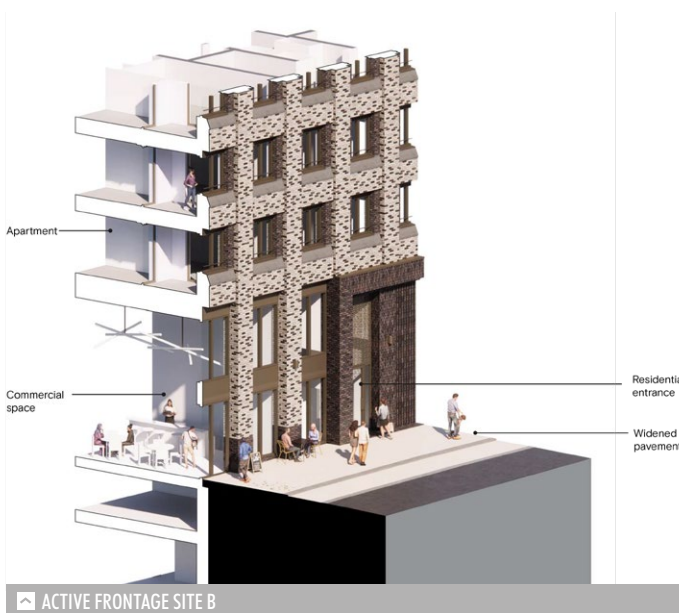
In response to feedback received during several months of consultation, the plans for the two sites have been changed.

The most important revision has been significant reductions in the heights of both the proposed buildings.

For Site A, the student building 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 industrial uses at Site A (1,899 sq. m, reduced from 2,600 sq. m) are retained on ground and lower ground floors.



For 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.



KEY BENEFITS

- **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;
- **Classroom space** within the student building 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), 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.

