

Park Royal Road

Community Review Group presentation - 28/01/2022



**MACCREANOR
LAVINGTON**

The Developer

Hallmark Property Group :

Experts in managed accommodation, Hallmark Property Group is a developer company founded in 1993. HPG established The Stay Club in 2011 as an operator of student accommodation, apart-hotels and Co-Living accommodation. The Stay Club has since become a leading accommodation brand in London with a dedicated senior management team.

The Stay Club currently manages 1300 rooms across London, in: Camden, Colindale, Kentish Town and Willesden. Under the HPG umbrella are also: The Stay Academy, The Stay Campus and Hallmark Estates. Hallmark Estates manages the residential and commercial portfolio.

The Stay Club Student Accommodation is a product that aims to create a sense of community within buildings designed and managed in a way that removes barriers to social interaction and encourages engagement between people, through incidental meeting spaces in public and semi-public spaces within the development.

All existing and proposed Stay Clubs contain expansive communal spaces that are designed for social interaction, amenity spaces of a size and quality that actively encourages their use and community engagement and entrance lobbies and amenities, all supported by an onsite manager and dedicated staff.

All existing sites provide 24/7 communal facilities and services to meet the requirements of the intended number of residents including:

- Kitchen facilities to all studios
- Internal and external communal amenity space
- Restaurant or cafe
- Laundry and drying facilities
- Concierge service
- 24 hours/7 days reception and security service
- Community management



The Stay Club Willesden



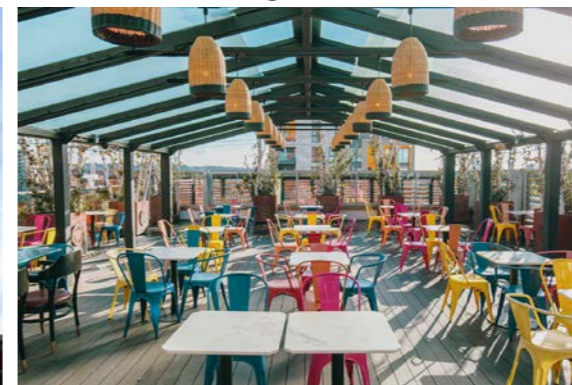
Willesden - Lounge



Willesden - Lounge



The Stay Club Colindale



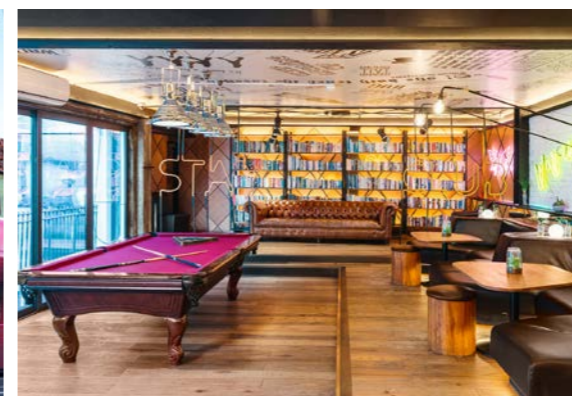
Colindale - Sky terrace



Colindale - Sky lounge



The Stay Club Camden



Camden - Lounge area



Camden - Cafe area



The Stay Club Kentish Town



Kentish Town - Cafe area



Kentish Town - Lounge area

The Stay Club

Hallmark’s Student Accommodation Products, managed by The Stay Club, would deliver a large-scale, purpose-built, shared living Sui Generis use development, characterised by good quality accommodation and design, contributing to a mixed and inclusive neighbourhood with 24/7 management.



Typical room

Hallmark’s Student Accommodation Products

The product would create a sense of community with buildings designed and managed in a way that lowers barriers to social interaction and encourages engagement between people, through incidental meeting spaces in public and semi-public spaces within the building. Communal spaces are designed for social interaction, such as shared kitchens, amenity spaces of a size and quality that actively encourages their use and community engagement and entrance lobbies and amenities, all supported by an on-site manager and dedicated staff.

The product would:

- Provide communal facilities and services that are sufficient to meet the requirements of the intended number of residents including:
 - 🏠 Convenient access to a communal kitchen
 - 🌿 Outside communal amenity space (roof terrace and/or garden)
 - 📖 Internal communal amenity space (dining rooms, lounges, study/work space)
 - ☕ Restaurant and cafe’
 - 🧺 Laundry and drying facilities
 - ✉ Concierge service
 - 🕒 24 hours/7 days reception and security service
 - 📅 Community management
 - 🛏 Bedding and linen changing and/or room cleaning services.
 - 📶 High speed WiFi with on site maintenance
 - 🏋 Access to the in-house gym
 - 🚲 Storage, cycle spaces and shared cycle facilities
 - 🏠 Private units provide adequate functional living space and layout
- Be located in an area well-connected to local services and employment by walking, cycling and public transport, and its design does not contribute to car dependency;
- Be supported by a management plan detailing:
 - Security and fire safety procedures;
 - Move in and move out arrangements;
 - How all internal and external areas of the development will be maintained;
 - How communal spaces and private rooms will be cleaned and how linen changing services will operate;
 - How deliveries for servicing the development and residents’ deliveries will be managed;
 - On-site staff and their responsibilities with reference to the on-site staff, what internal
 - Community events will take place and how the surrounding community will be engaged;
 - They will provide units all for rent with average tenancy lengths of three months or more
- Be under single management
- Meet an identified need

Sites

- Site A, 5-7 Park Royal Road: 2,893m²
- Site B, Lower Park Trading Estate: 1,398m²
- Total site area: 4,291m²

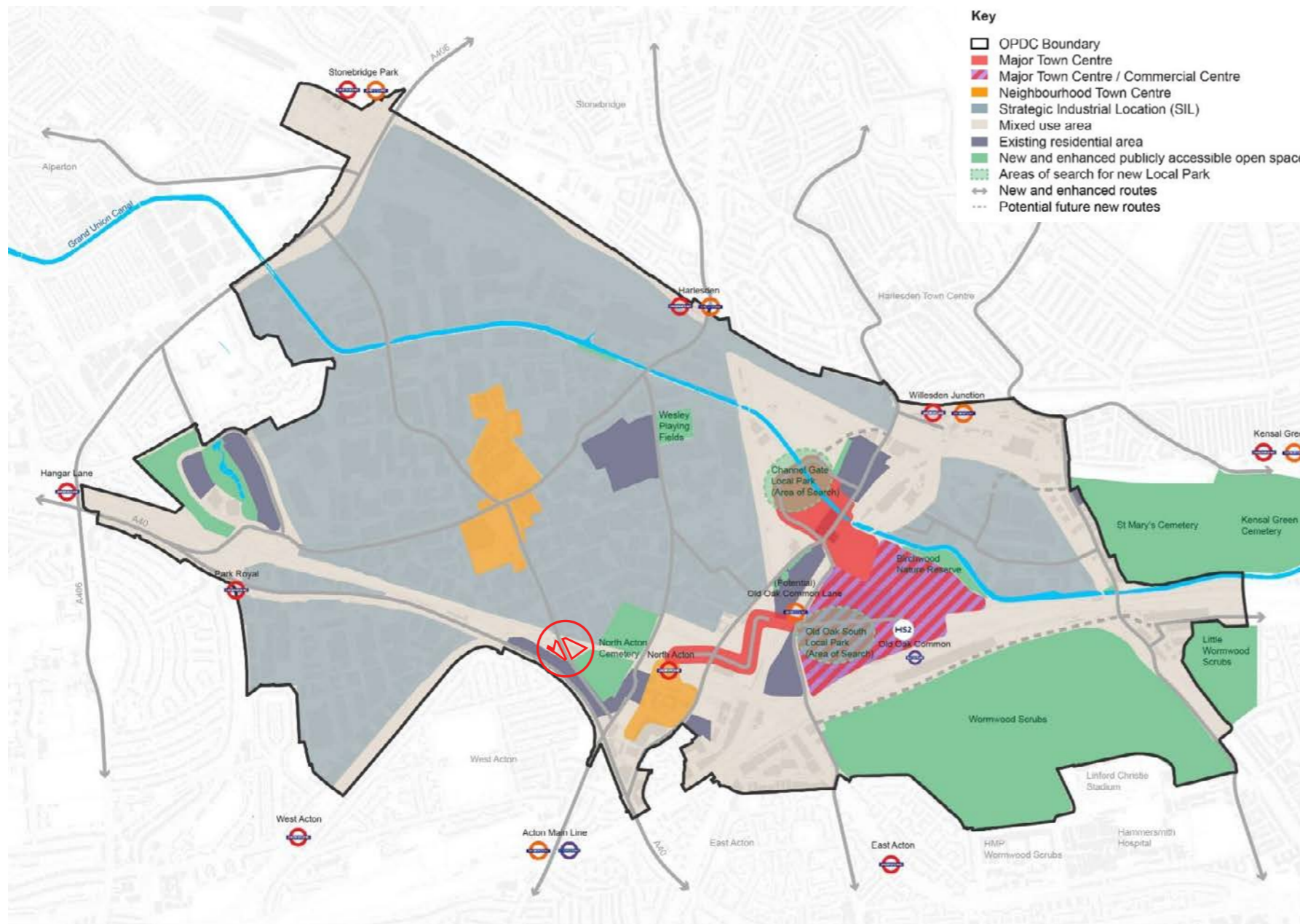


Location

Key:
— Title boundary

Emerging OPDC Local Plan

- Sites are located within OPDC boundary adjacent to North Acton Neighbourhood Town Centre
- Site is south of Strategic Industrial Location (SIL)



Spatial Vision diagram from: OPDC Local Plan (Post Submission Modified draft Local Plan, May 2021)

Eastern Site: 5-7 Park Royal Road

- Current GIA: 1233 m²
- Site access from Park Royal Road



Aerial view 5-7 Park Royal Road



1. View from Park Royal Road looking south



2. View of existing access from Park Royal Road

Western Site: Lower Park Estate

- Current GIA: 450 m²
- Site access from Park Royal Road, shared access road (not adopted)



Aerial view Lower Park Estate



1. View from Park Royal Road looking north

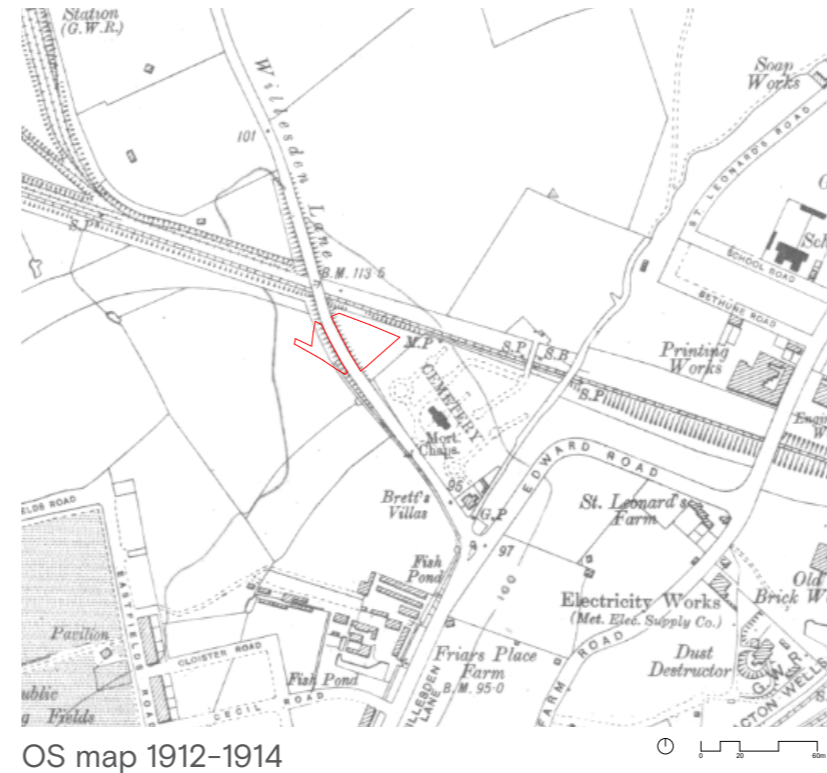
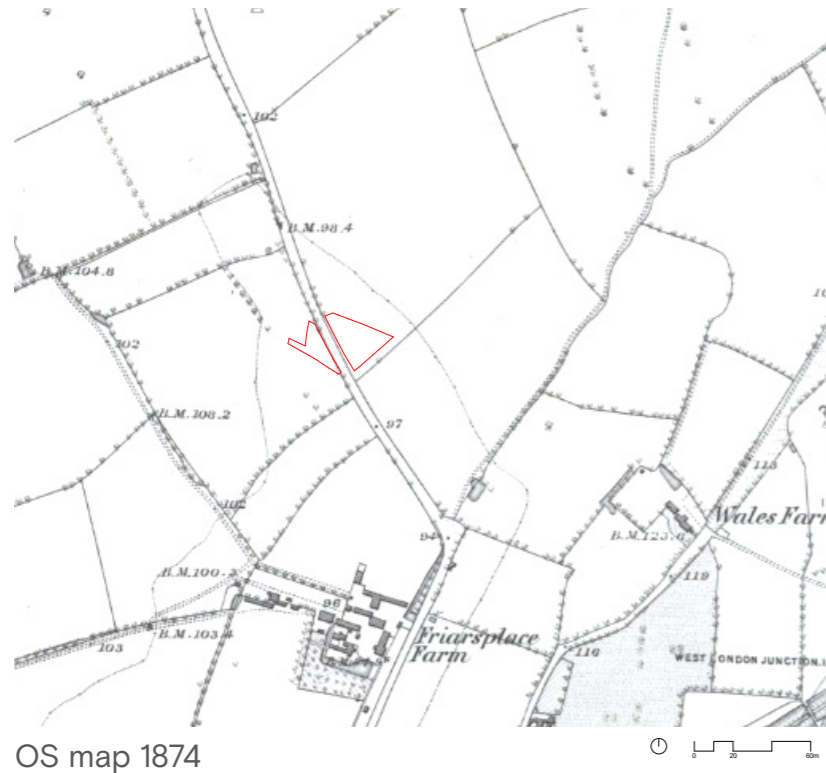


2. View of existing access from Park Royal Road

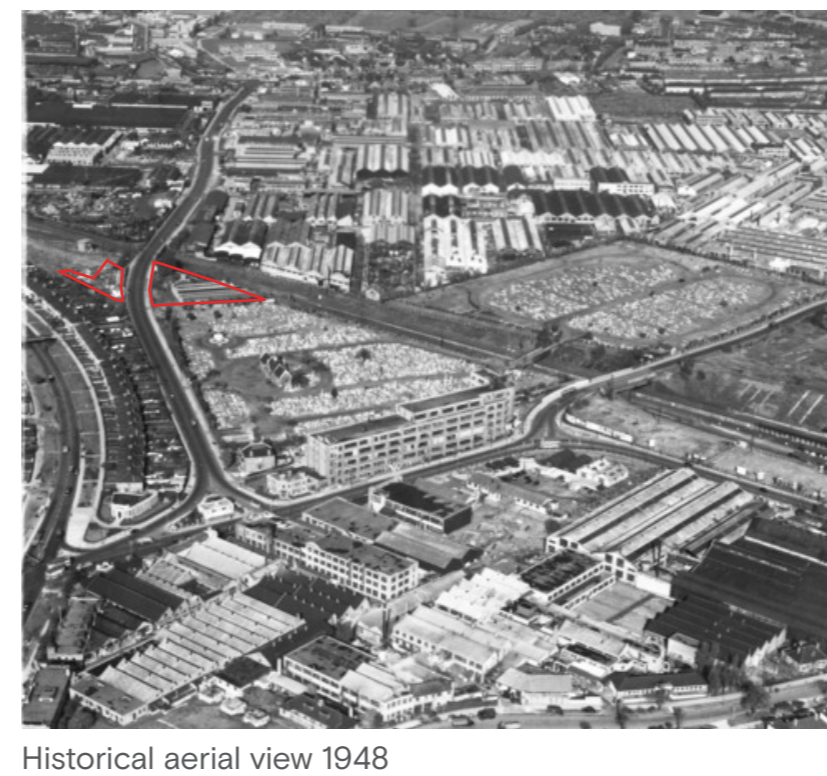
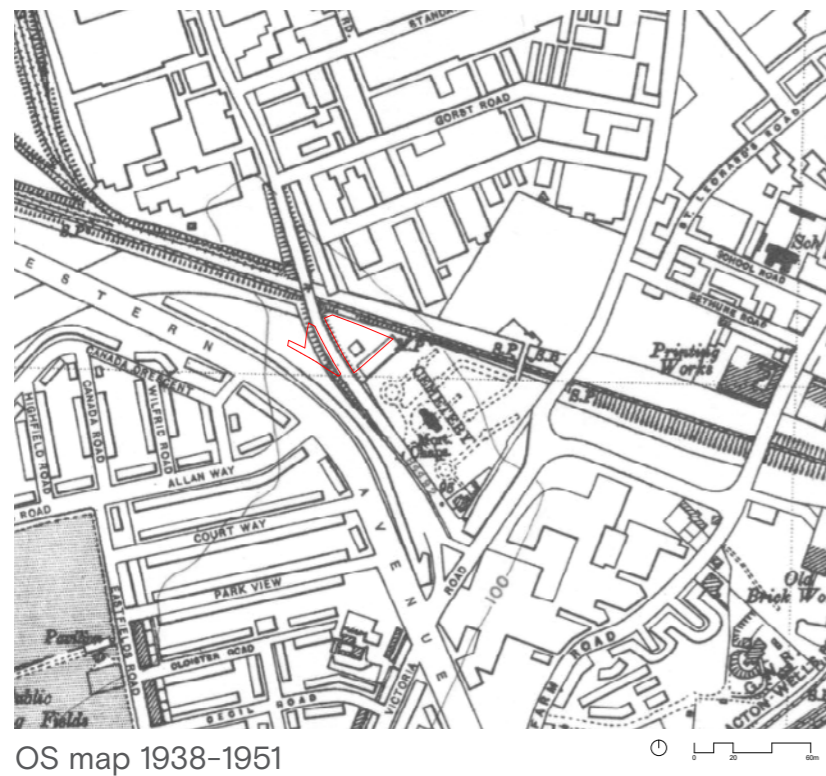


3. View from Park Royal Road looking south

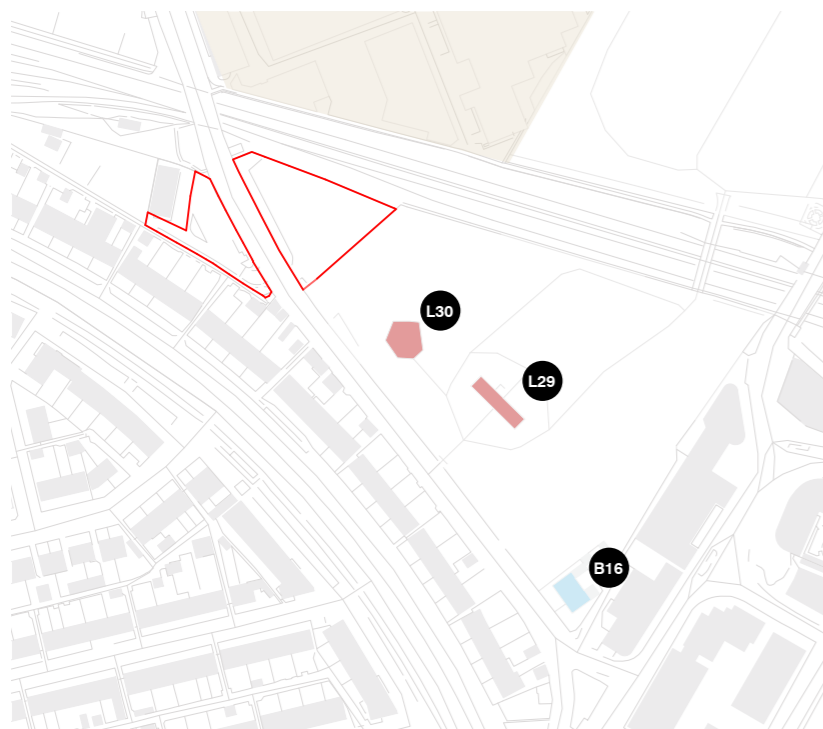
Site history



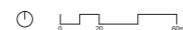
- Railway, cemetery and playing fields precede development of Park Royal Industrial Estate
- Industrial estate completed by 1948
- Site A originally occupied by Crookes Laboratories preceding redevelopment as warehousing



Heritage



Site Analysis - Heritage plan

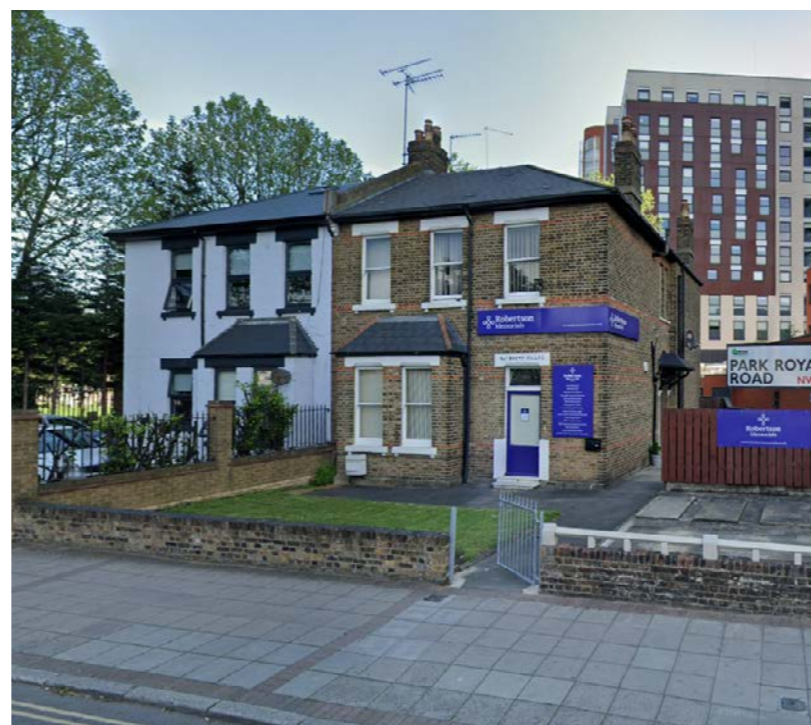


L29. Anglican & Non-conformist chapel

- No designated heritage assets on site or within local area.
- Three locally listed buildings located to the south of the site, the chapel and war memorial within the cemetery and Brett's Villas to the southern edge of the cemetery



L30. 'Cross of Sacrifice' war memorial

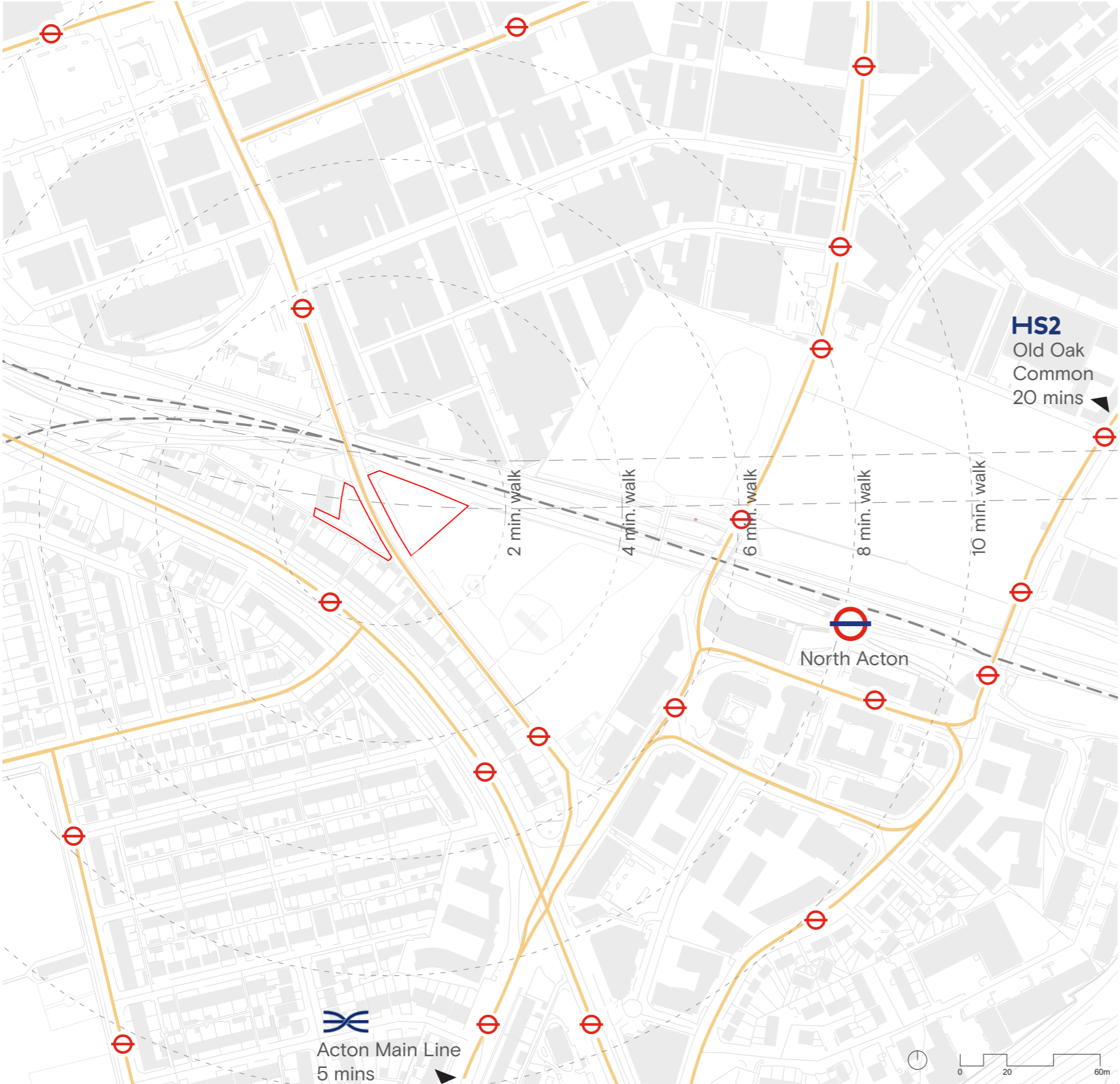


B16. Brett's Villas

- Key:
- Title boundary
 - Locally Listed Buildings:
 - L29. Anglican & Non-conformist chapel
 - L30. 'Cross of Sacrifice' War Memorial
 - Buildings of local Heritage Interest:
 - B16. Brett's Villas
 - Proposed Standard Road Character area

Site Analysis - Public Transport

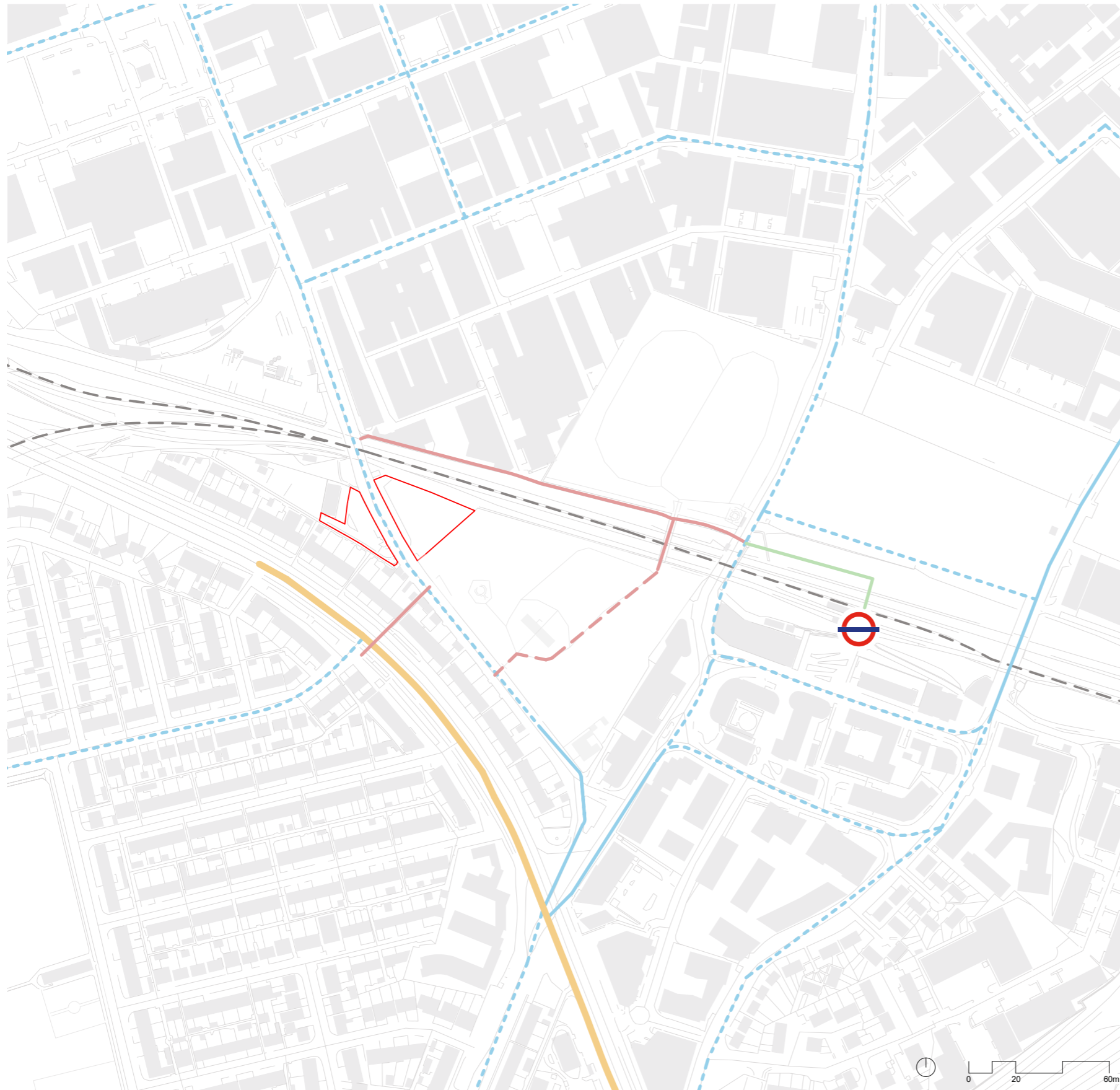
- Site is well connected to public transport with a PTAL of 5.
- Within short walking distance of North Acton (central line) and Acton Main Line (crossrail)



Key:

- Title boundary
- - Rail
- ⊖ North Acton train station
- HS2 Old Oak Common station (HS2)
- ⋈ Acton Main Line station (Crossrail)
- Bus route
- ⊖ Bus stop

Site Analysis - Active travel routes

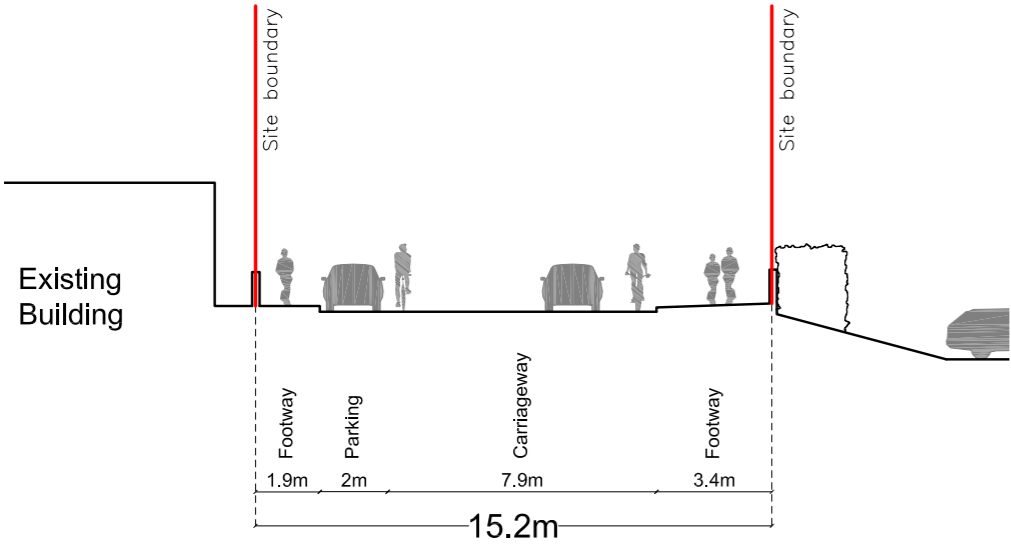


- Active travel routes currently relatively fragmented
- Proposed improvements cycle connectivity on Park Royal Road
- Potential for connection to North Acton Station via pedestrian route to north of rail corridor
- Potential improvements to connectivity with cycle superhighway to south of A40 via underpass

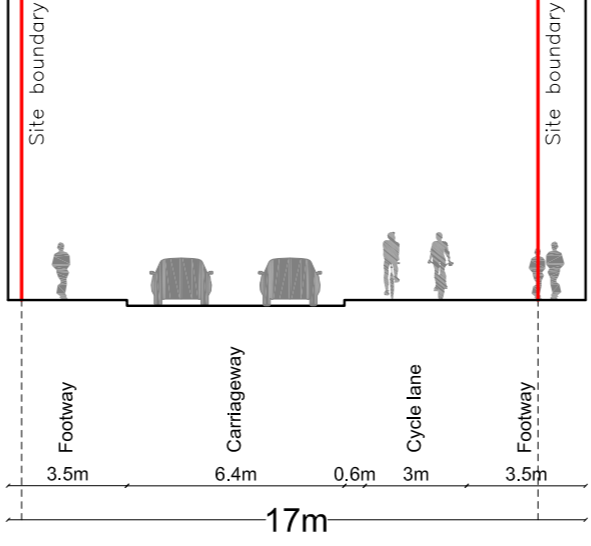
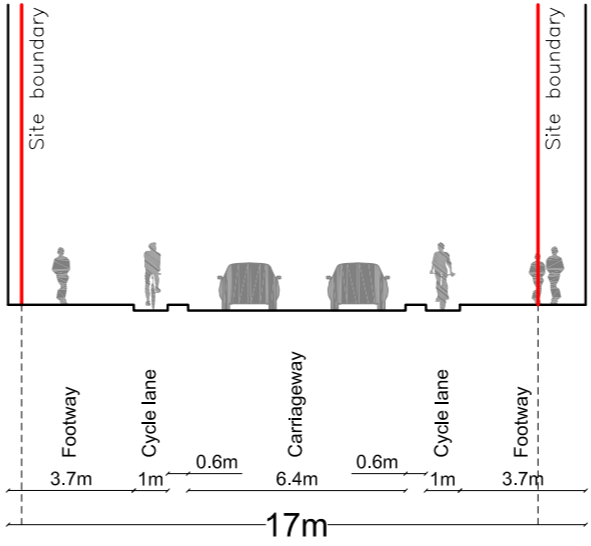
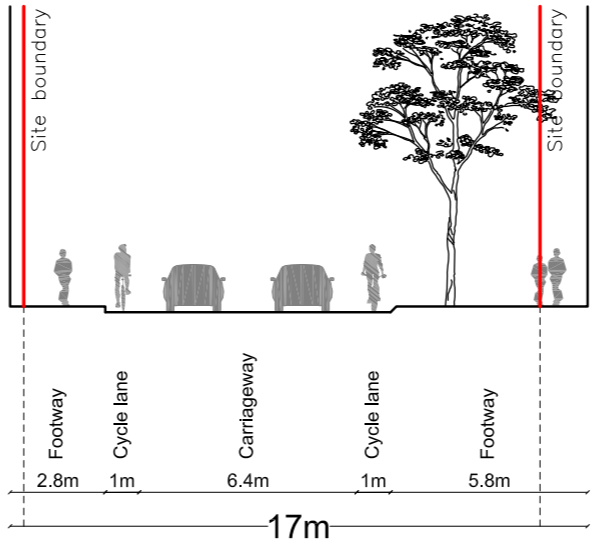
Key:

- Title boundary
- - Rail
- Cycle super highway (existing)
- Existing cycle Route
- - - Proposed new or enhanced cycling route
- Pedestrian and cycle route
- - - Pedestrian and cycle route (time limited)
- Proposed pedestrian route

Public Realm - Park Royal Road street section



Existing street section



Potential alternative street sections

- Wide carriage way, potential to redistribute for pedestrians / cyclists
- Three options for introduction of cycle lanes
- Set back building lines from redline
- Widen pavements
- Potential to add trees / green on the wider pavement

Site Analysis - Green spaces network

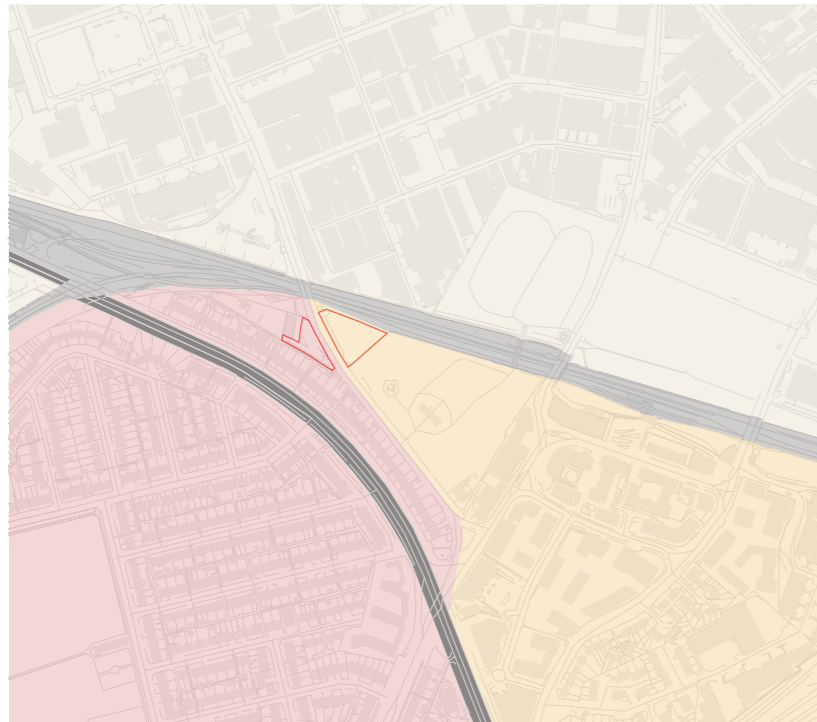


- Site is located adjacent to two main green open spaces.
- Acton Cemetery directly adjacent to site.
- North Acton Playing Fields at ca. 450 m. (via underpass)

Key:

- Title boundary
- Cemetery
- Green Open Space
- Green Untreated Space
- ▨ Green Corridor Railway OPDC Development Plan
- ▨ Green Corridor Road OPDC Development Plan
- ▲ Access

Site Analysis - Character areas



Site Analysis - Character areas



North Acton

- Sites located between three different character areas: North Acton Town Centre, Park Royal to the north and the residential area to the south



Industrial Area

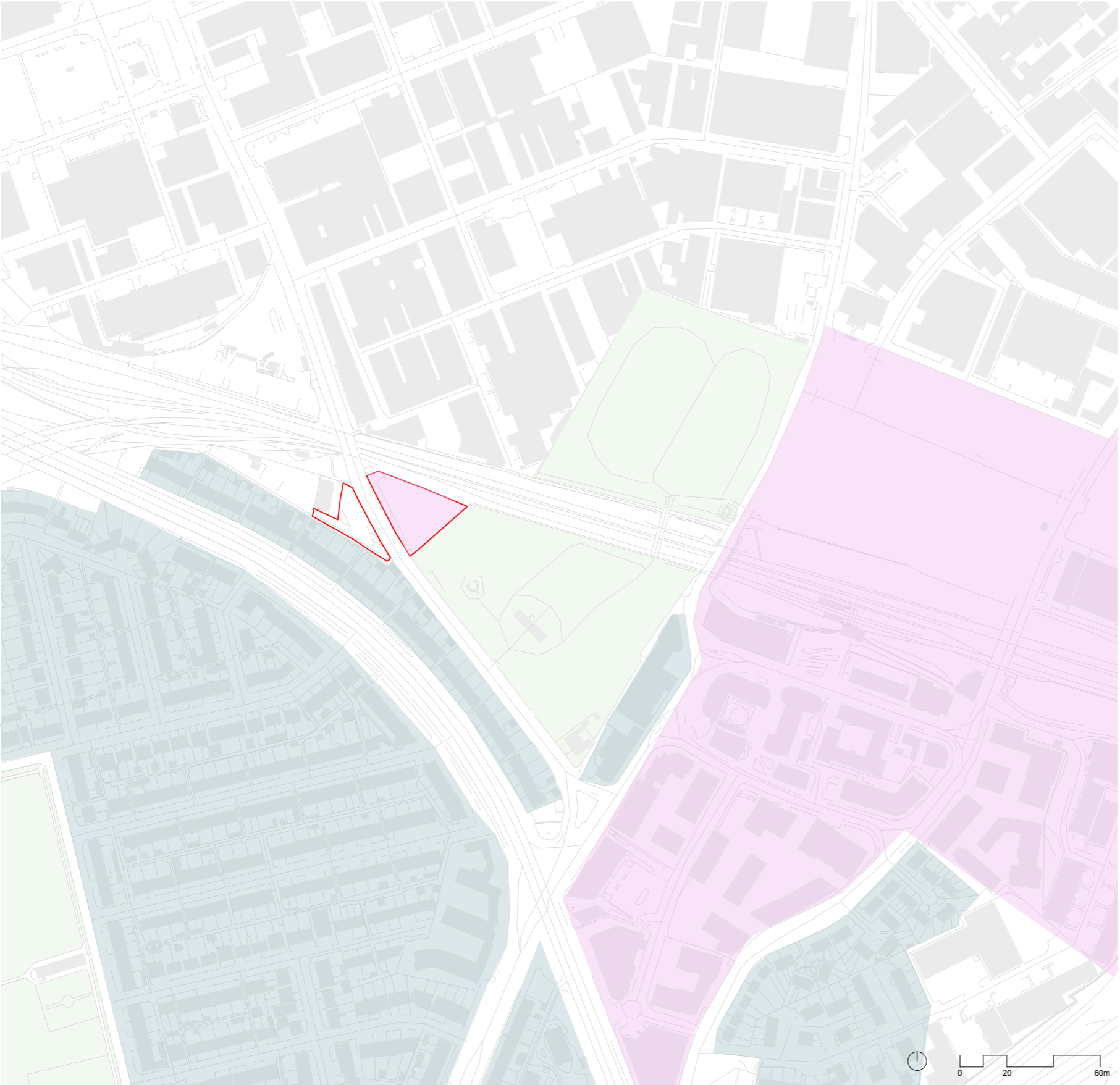


Residential Area

- Key:
- Title boundary
 - Residential area
 - Industrial area
 - North Acton
 - Railway
 - Western Avenue A40

Site Analysis - Tall buildings zone

- Site A located within the tall buildings zone



Key:

- Title boundary
- Areas where tall buildings are appropriate
- Residential areas
- Existing publicly accessible open space

Site Analysis - Building heights

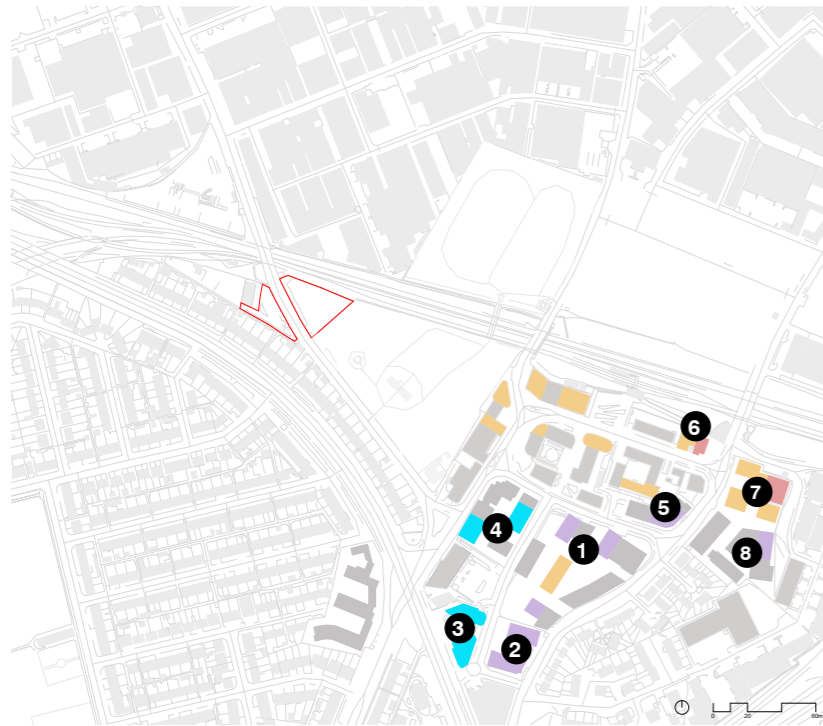


Diagram showing building heights including emerging context



VU city perspective view, showing emerging context



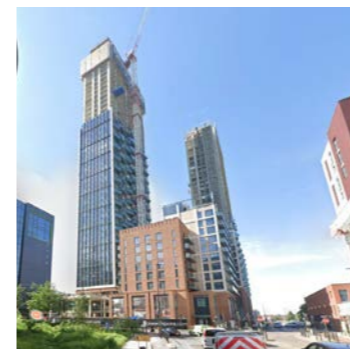
1. 1 Portal Way



2. 2 Portal Way



3. 4 Portal Way



4. 6 Portal Way



5. The Portal



6. Holbrook House



7. Perfume Factory



8. Wales Farm Road

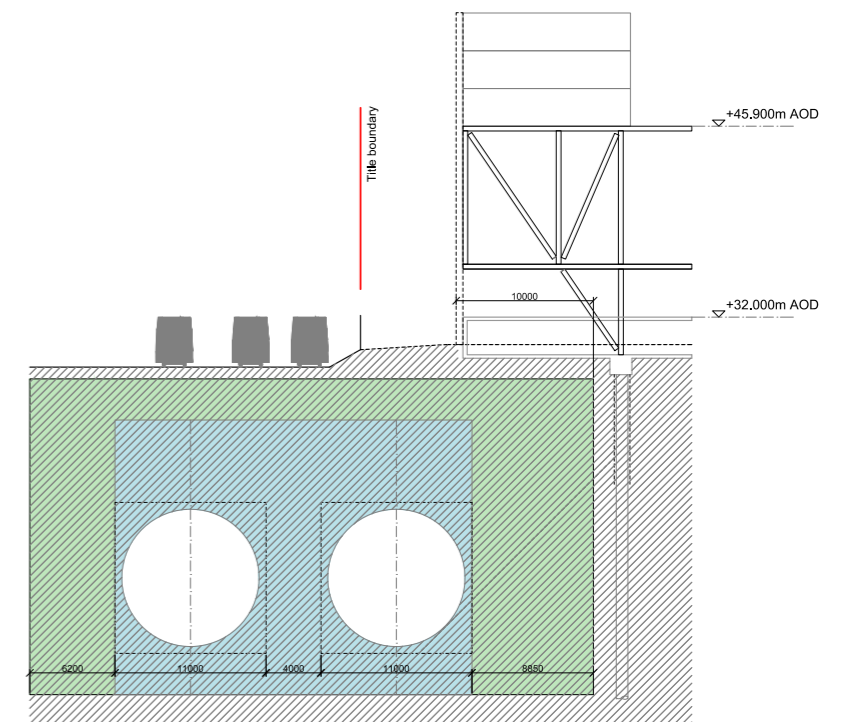
- Significant development of tall buildings within North Acton cluster with heights ranging from 40m to over 130m

Key:

- Title boundary
- Low rise buildings
- Tier 1 Building Height <40m
- Tier 2 Building Height 40-65m
- Tier 3 Building Height 66-90m
- Tier 4 Building Height 91-130m
- Tier 5 Building Height >130m

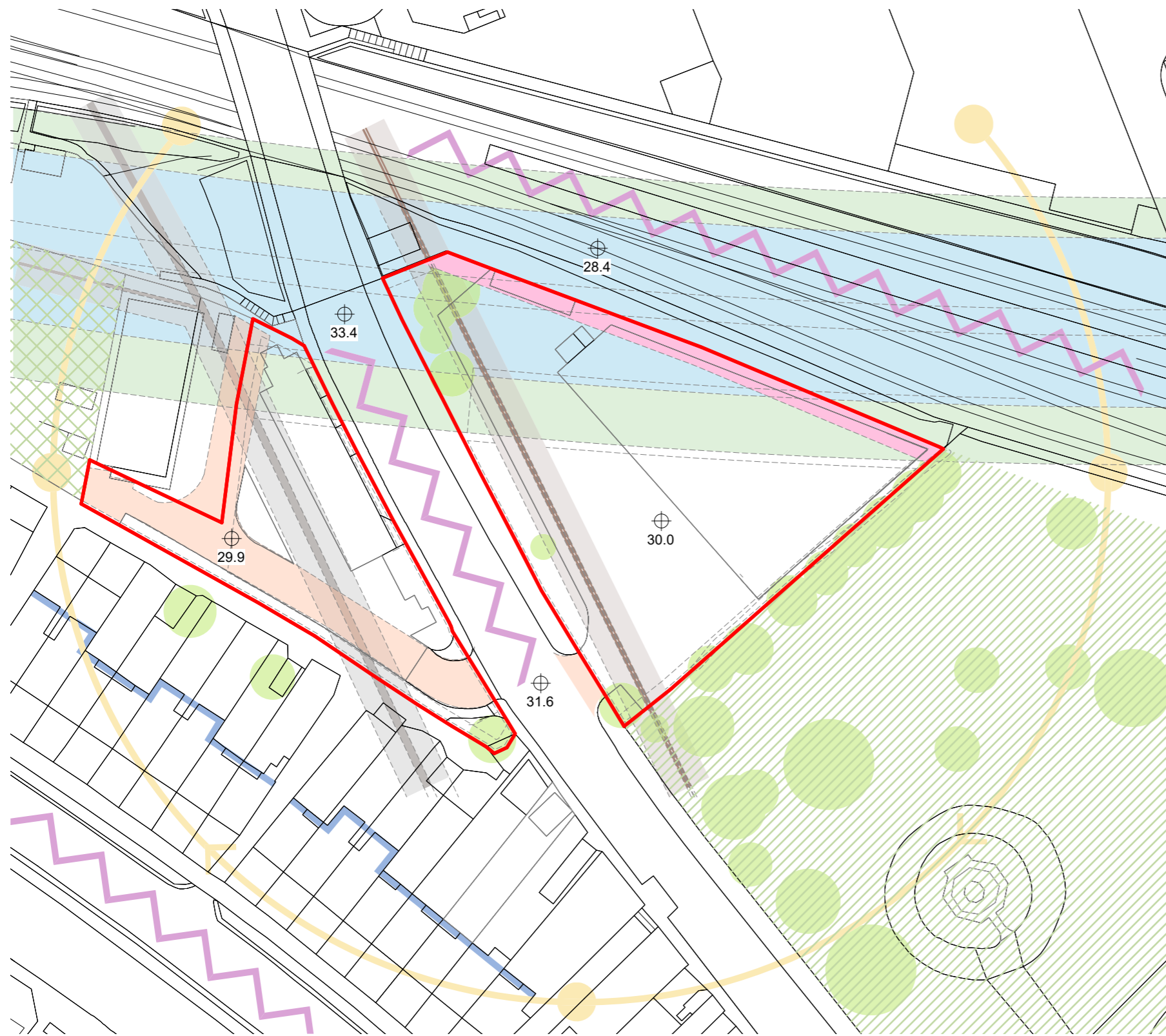


- HS2 crosses underneath northern part of both sites
- Ca. 41 m wide safeguarding zone
- No foundations within exclusion / safeguarding zone
- Potential to build 3 storeys on raft above HS2 (height can accommodate 4 floors)
- Potential to cantilever upper floors over HS2 up to a distance of 10m
- Min 1200mm from edge of pile cap to safeguarding zone



- Key:
- Title boundary
 - HS2 Exclusion Zone
 - HS2 Safeguarding Zone

Constraints



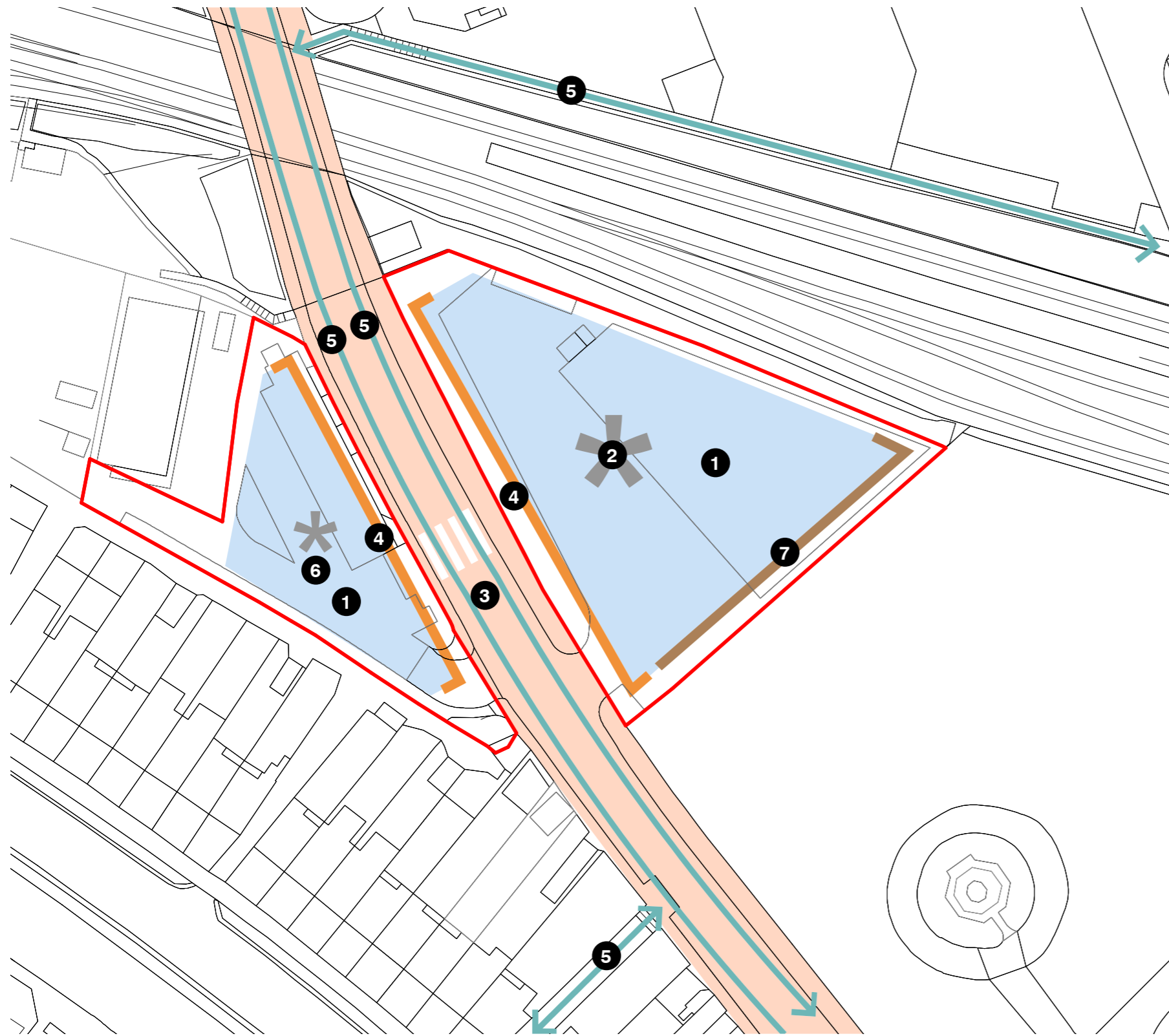
- There are a number of constraints that need to be considered in the development for the site.
- Principal among these constraints are: the HS2 route and its safeguarding zones and two sewers, all underground.
- Direction of sun path means that cemetery, back gardens and allotments will not be significantly overshadowed by development on the sites

Key:

- Title boundary
- HS2 Exclusion zone
- HS2 Safeguarding zone
- 3m Exclusion zone TBC
- Foul sewer and no-build zone (tbc)
- Combined sewer and no-build zone (tbc)
- Existing access
- ↙ Sun path
- Existing windows to neighbouring properties
- ∧ Noise sources
- ⊕ Existing level
- Existing trees
- ▨ Cemetery
- ▩ Allotments

Combined constraints

Opportunities

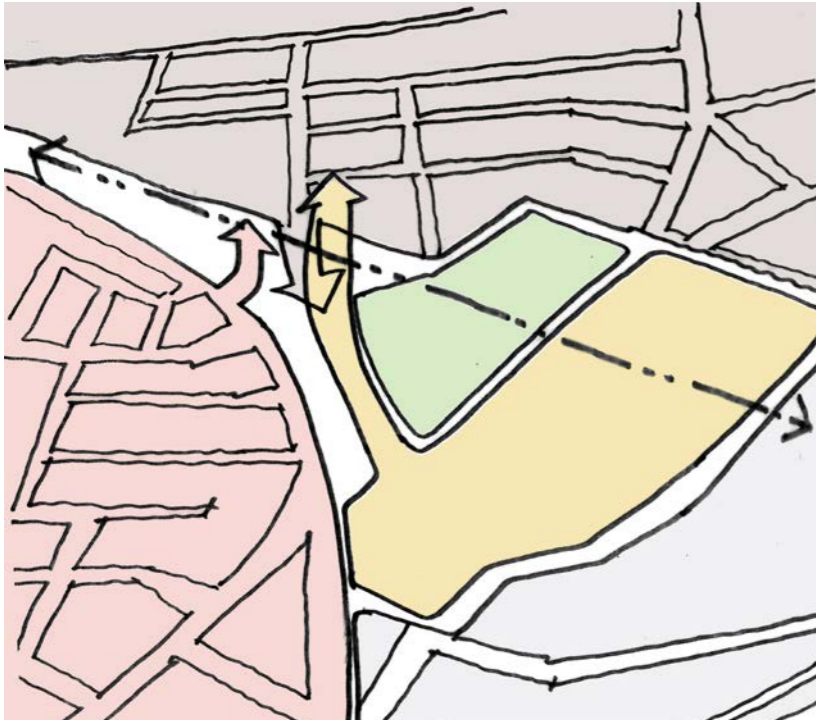


1. Opportunity for mixed-use development including a significant quantum of living accommodation
2. Potential for landmark tall building
3. Opportunity to improve Park Royal Road
4. Potential to front both sides of Park Royal Road with active frontages.
5. Create / improve pedestrian and cycle connections.
6. Potential for a secondary tall building
7. Opportunity to create positive edge to cemetery.

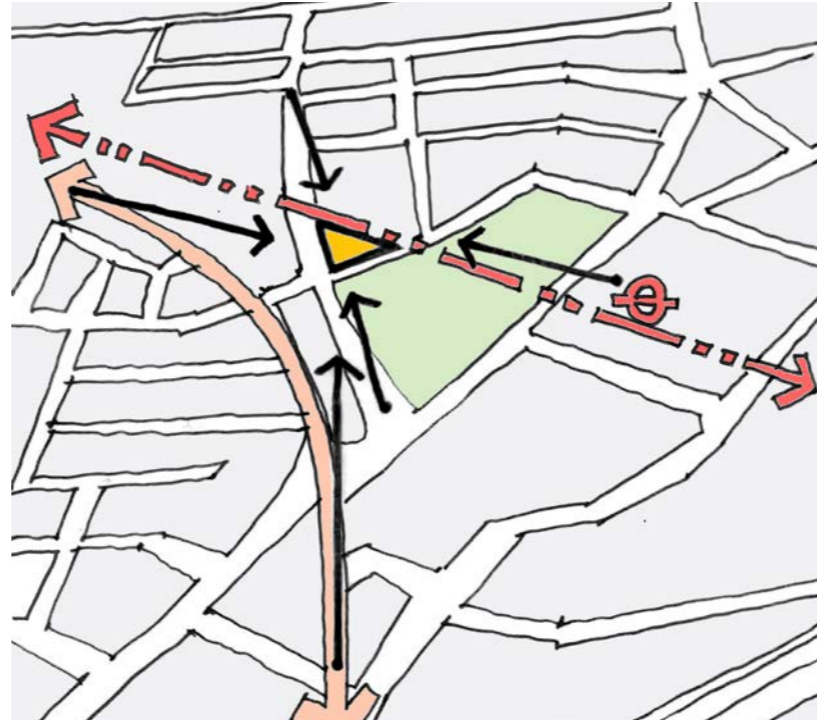
Opportunities

- Mixed use development with ca. 1,200 student rooms
- Amenities ca. 4,500 m² – consider potential for public access
- Re-provide industrial floorspace to ensure no net loss of industrial capacity
- Consider two options for western site as affordable student accommodation (Sui Generis) or C3 Residential
- Student accommodation predominantly constructed from volumetric modular construction

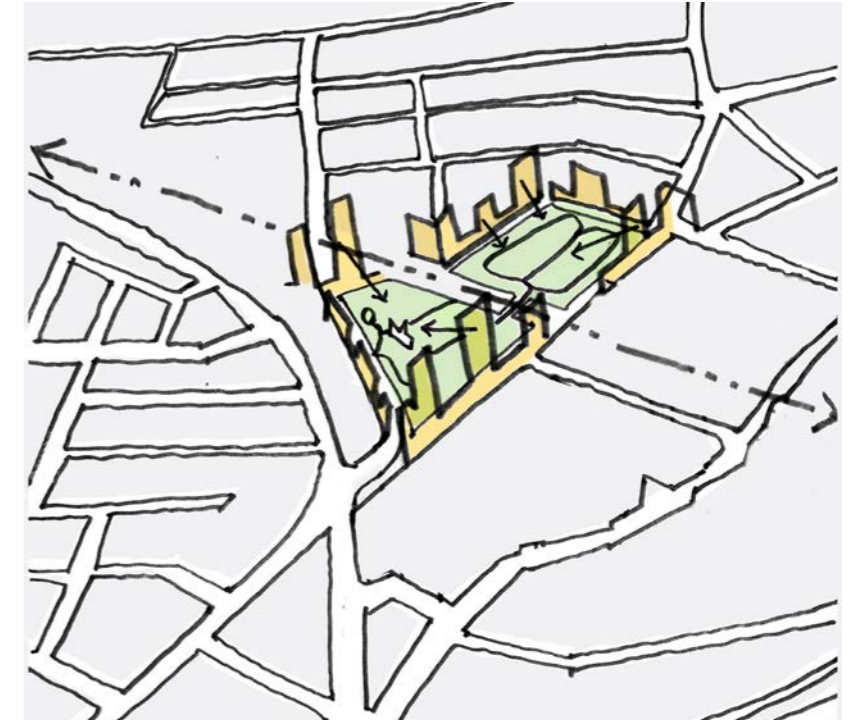
Design principles



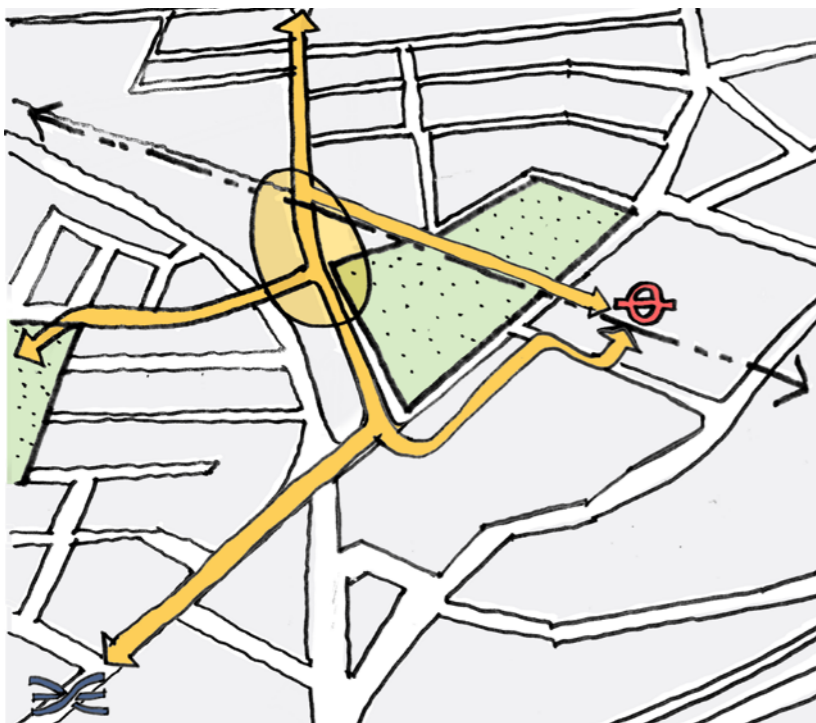
1. Land use: Zone of transition between Town Centre, residential and industry



2. Landmark location



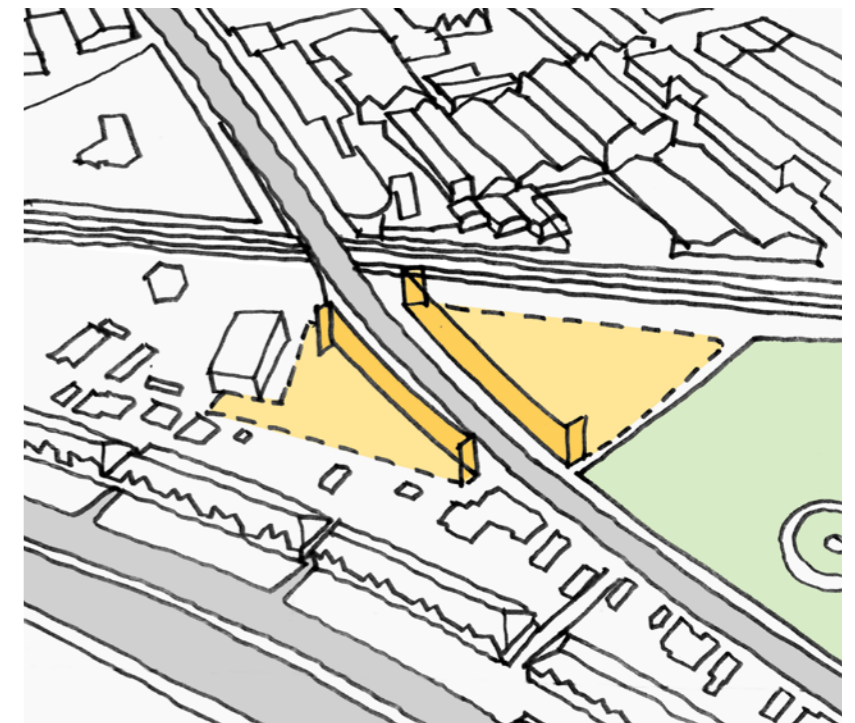
3. Frame the cemetery



4. Development as a catalyst to upgrade the public realm and connections.



5. Indoor and outdoor amenity on multiple levels of the buildings



6. Exemplary design

Eastern site options



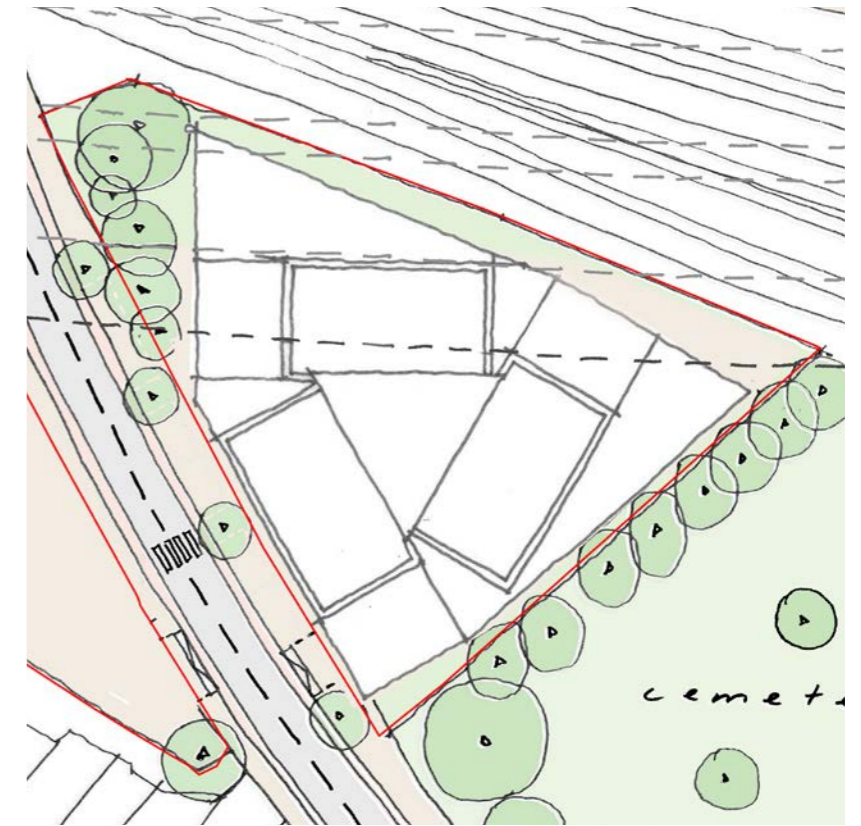
Option 1

Square Tower to north



Option 2

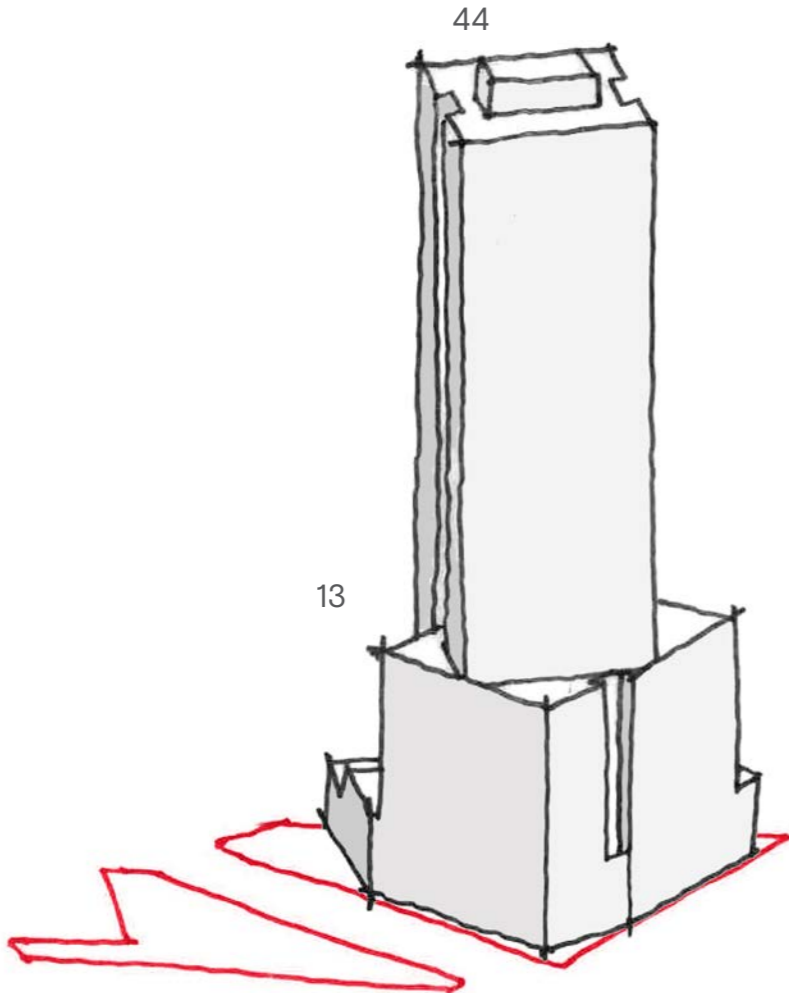
Square tower parallel to Park Royal Road



Option 3

Triangular tower

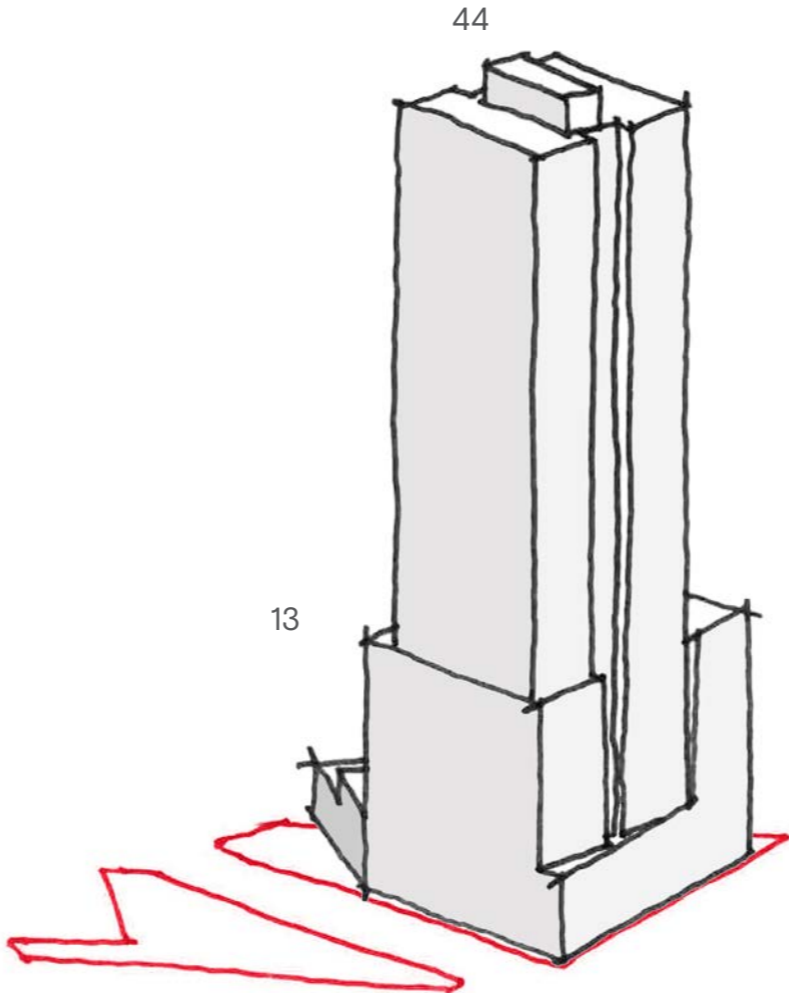
Eastern site - Options



Option 1

- Total 1100 units
- 24 units per tower level
- 38 units per typical lower level

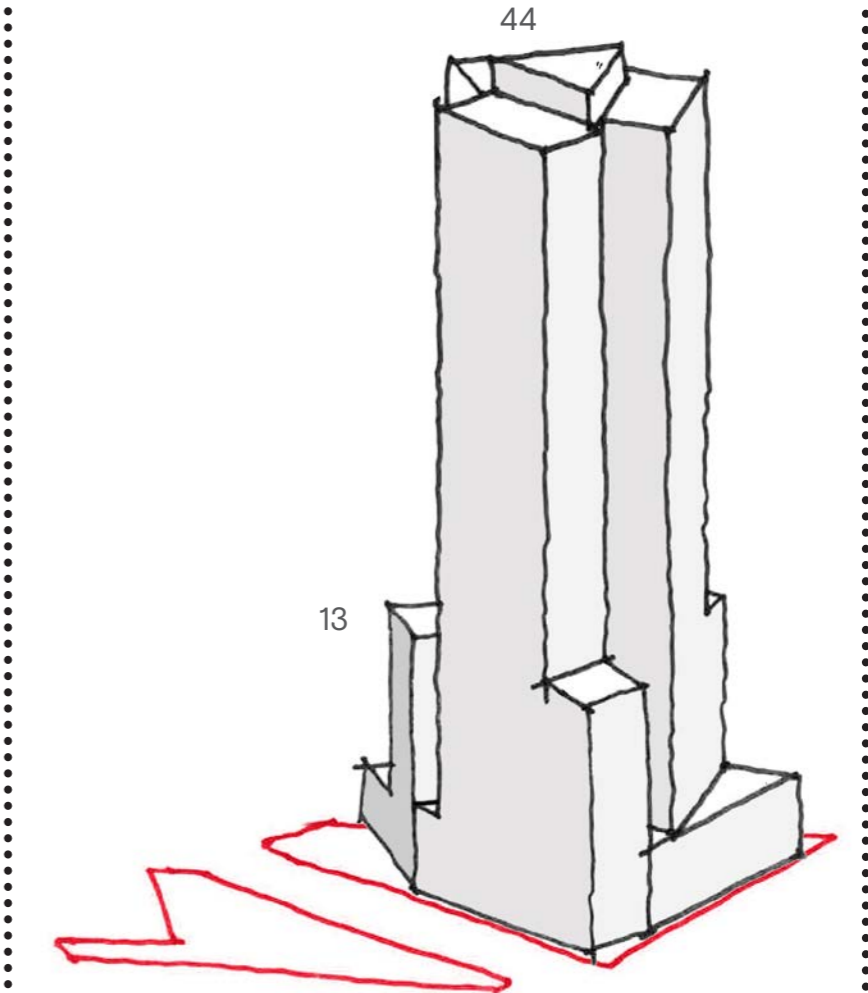
- + Tower set back from Park Royal Road and cemetery
- Structural transfers required between tower and plinth



Option 2

- Total 1036 units
- 24 units per tower level
- 32 units per typical lower level

- Small setback from Park Royal Road and cemetery only
- + Units generally stack



Option 3

- Total 1200 units
- 27 units per tower level
- 39 units per typical lower level

- + Tower set back from cemetery
- Small part of tower lands on Park Royal Road
- + All units stack
- + Slender appearance / broken up massing from all angles

Western site options



Option 1

Large footprint tower, 15 storeys



Option 2

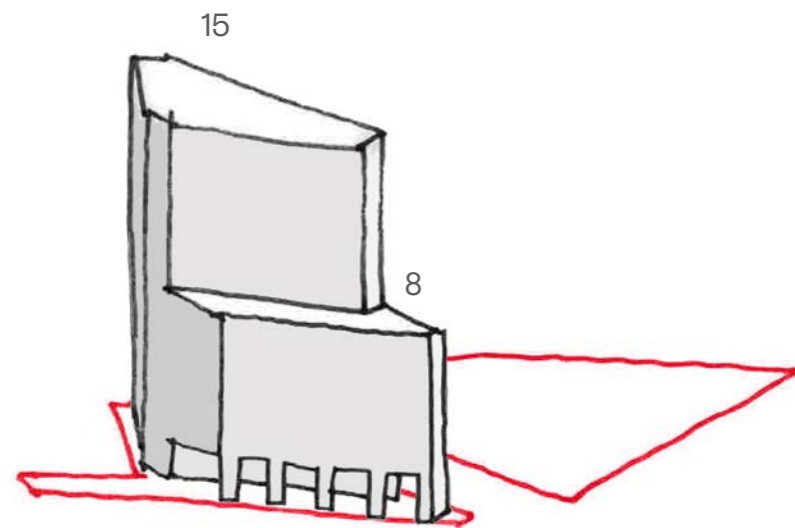
Reduced footprint tower, 20 storeys



Option 3

Further reduced footprint tower, 23 storeys

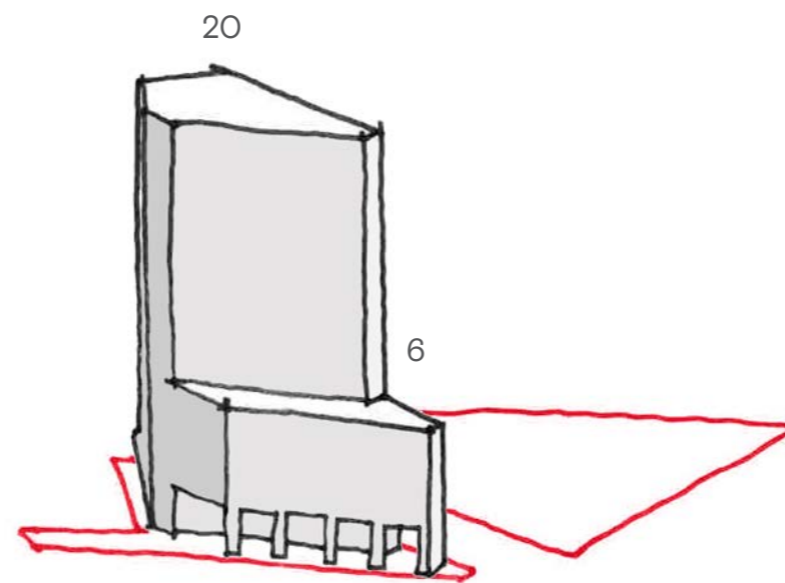
Western site options



Option 1

- Total 343 units
- Total 343 habitable rooms
- 21 units per tower level
- 28 units per typical lower level

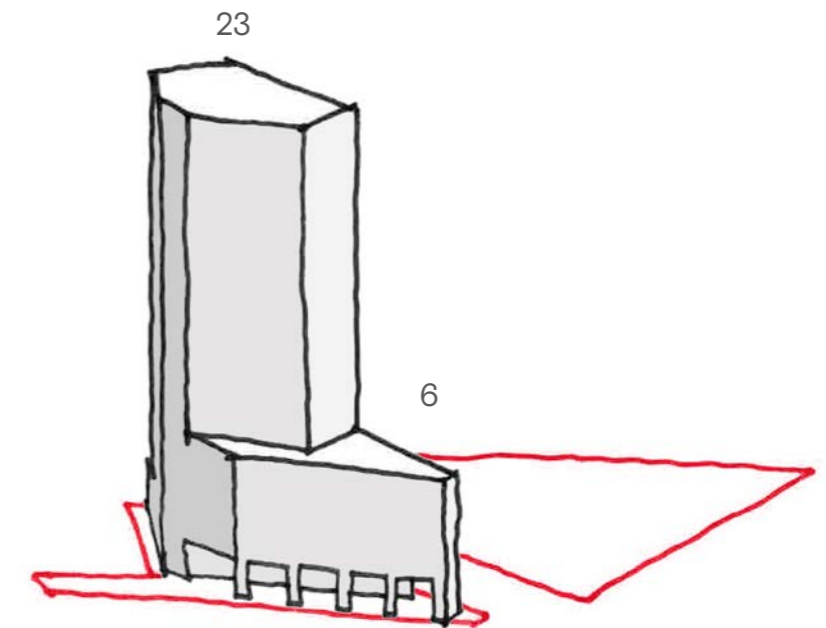
- + Stays under tall building threshold
- Tower over HS2 constraint
- Large footprint tower
- Lower number of units / habitable rooms



Option 2

- Total 377 units
- Total 377 habitable rooms
- 18 units per tower level
- 25 units per typical lower level

- + Industry only over HS2 - 2 storeys
- Large footprint tower
- + Increased number of units / habitable rooms



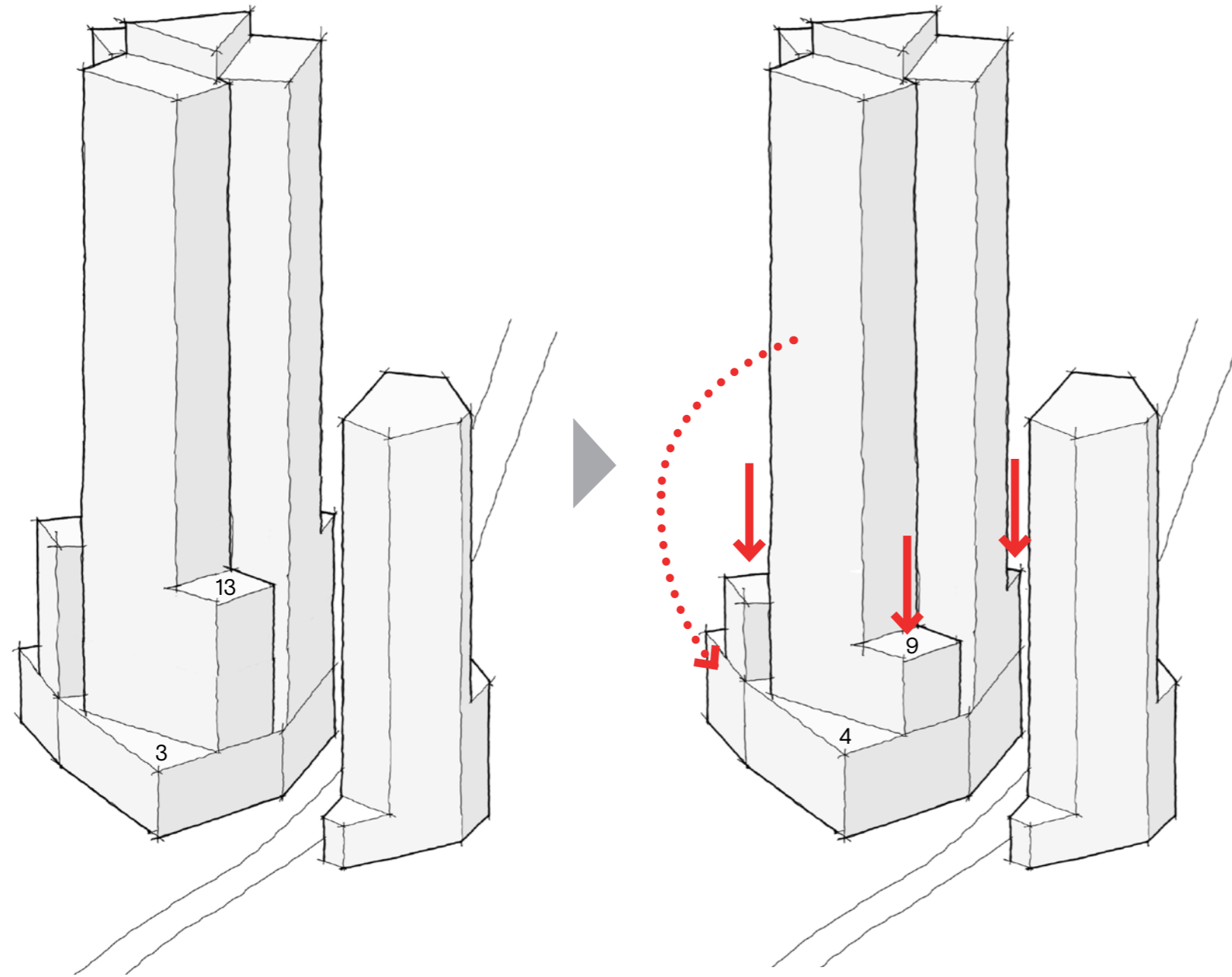
Option 3

- Total 372 units
- Total 372 habitable rooms
- 16 units per tower level
- 25 units per typical lower level

- + Industry only over HS2 - 2 storeys
- + Footprint tower further reduced
- + Increased number of units / habitable rooms

Evolution of the massing

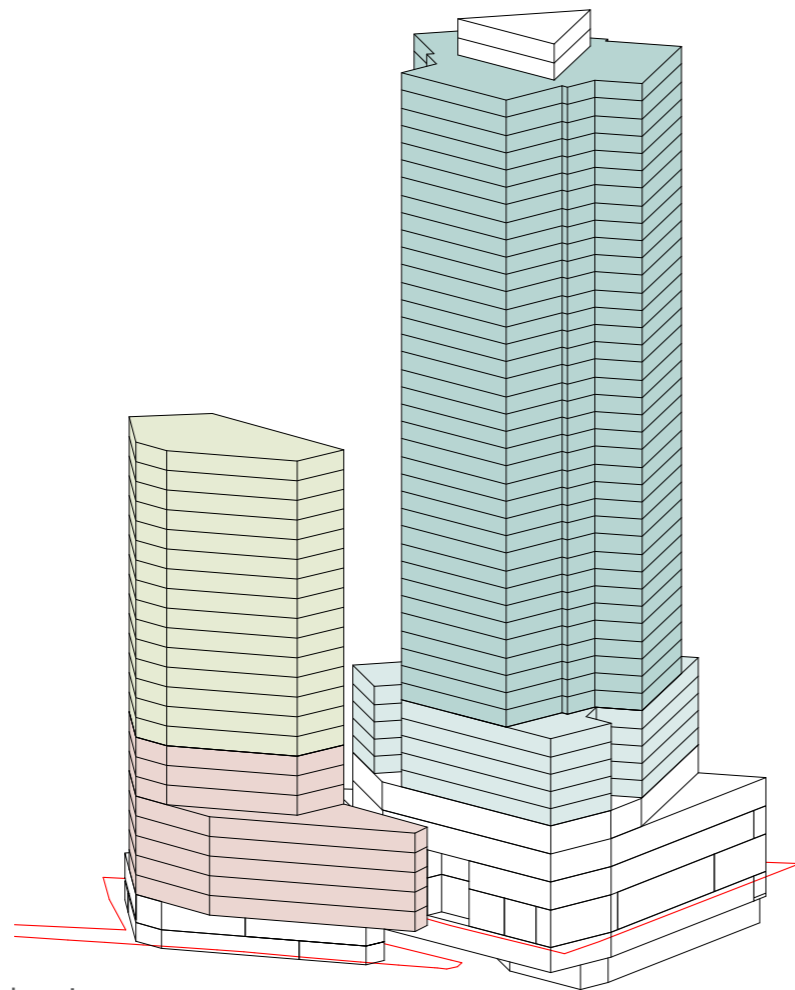
- The shoulder of the eastern building has been reduced in height from 13 storeys to 9 storeys in order to improve the relationship with Park Royal road
- The amenity level previously on the 23rd floor has been relocated to level 3 in order to improve the proportions of the plinth and the relationship between the different amenities



Massing pre-app 1

Revised massing proposal

Uses



Axonometric showing uses

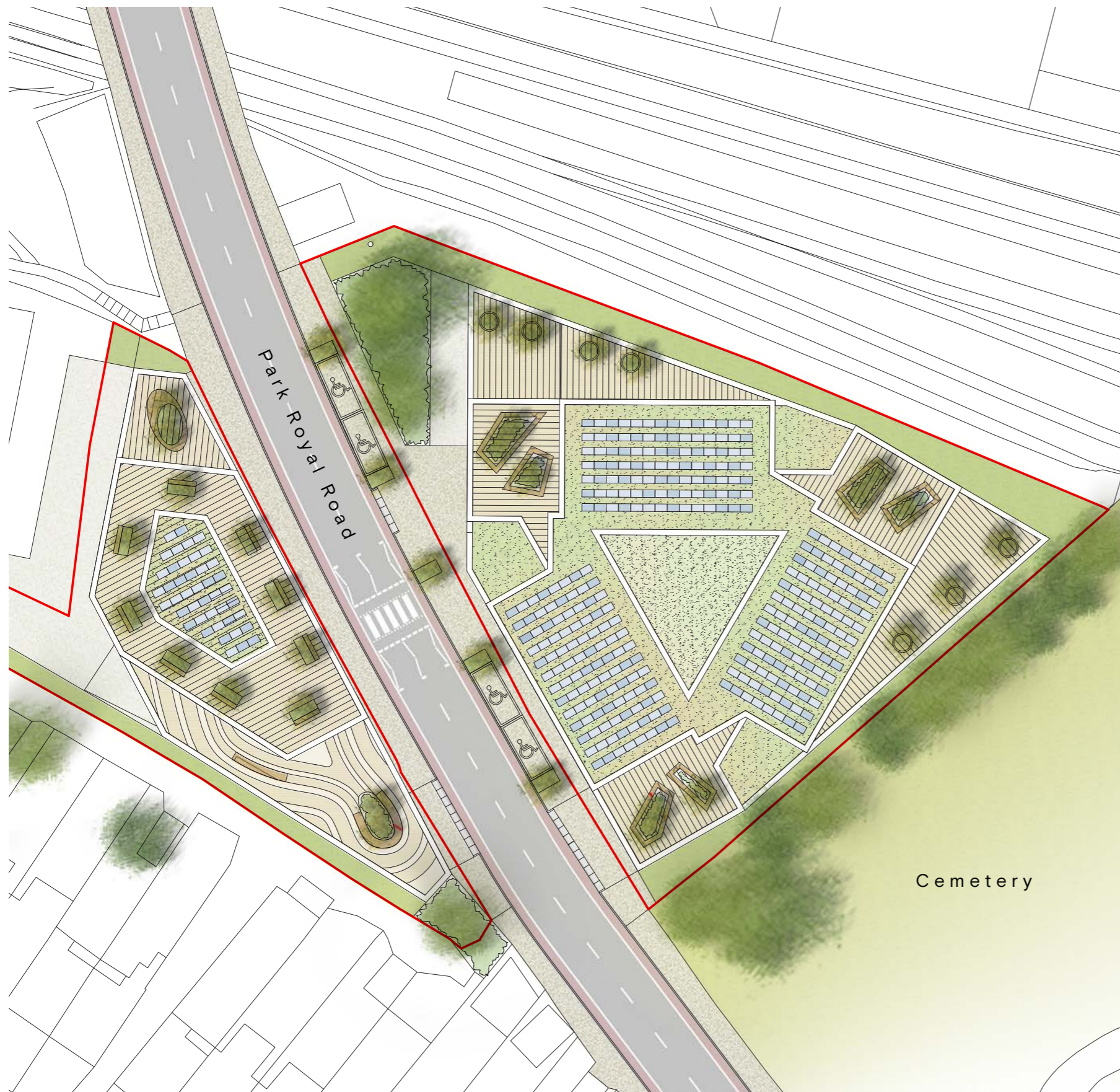
- The western building provides 161 affordable homes (use class C3).
- The remainder of the required 35% of the affordable habitable rooms are provided as affordable student accommodation on the eastern site.

Student Accommodation (east site)	Number	%
Habitable Rooms	1,140	100%
Market Student Accommodation	956	84%
Affordable Student Accommodation	184	16%
C3 Accommodation (west sites)	Number	%
Habitable Rooms	331	100%
London Affordable Rent Habitable Rooms	165	50%
Intermediate Habitable Rooms	166	50%
<i>Family units (3+ Bedrooms)</i>	23	14%
Total Scheme (east and west sites)	Number	%
Habitable Rooms	1,471	100%
Affordable habitable rooms	515	35%

Accommodation schedule

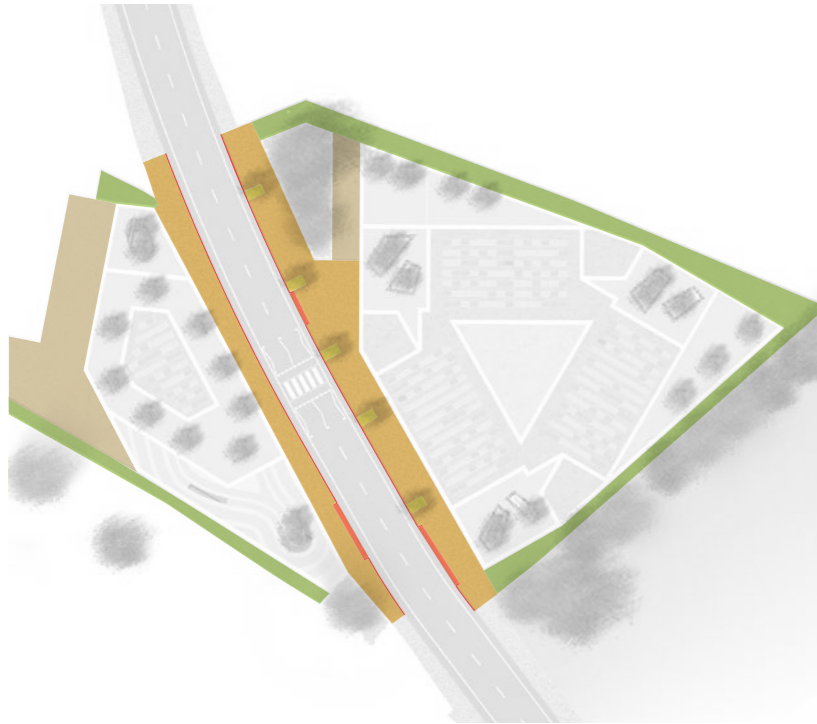
- Market student accommodation (location indicative)
- Affordable student accommodation (location indicative)
- C3 Intermediate residential
- C3 London Affordable Rent residential

Public realm and landscape

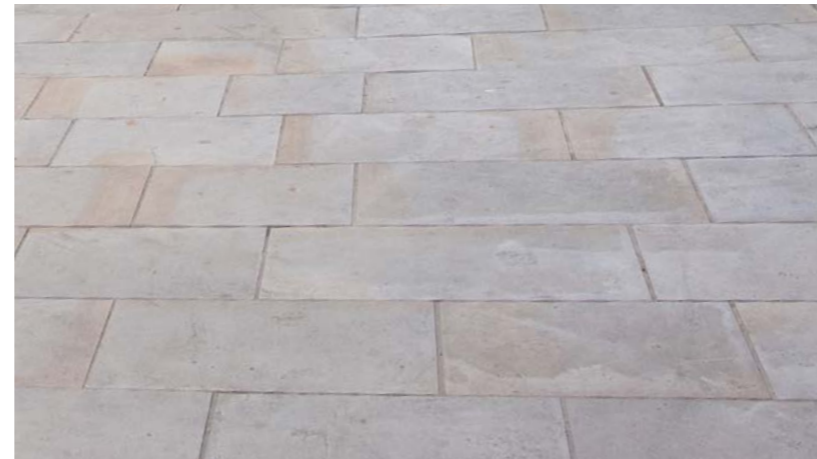


- Carriageway reduced in width
- Cycle lanes demarcated on carriageway
- Building line of eastern building set back 1.5m from site boundary to give street width of 17m total at narrowest point
- New pedestrian crossing
- Pedestrian priority at crossovers with drop kerb and flush paving
- New tree planting / green in street profile
- Accessible parking provided on paving surface not part of asphalt surface

Public realm and landscape: Materials



- Public realm detailed as a high-quality London street
- Limited material palette
- Emphasis on flush material transitions and crisp detailing
- Crossover details maintain pedestrian priority and reduce surface of asphalt



● Yorkstone Paving



● Permeable Paving



● Setts



● Bound gravel tree pits

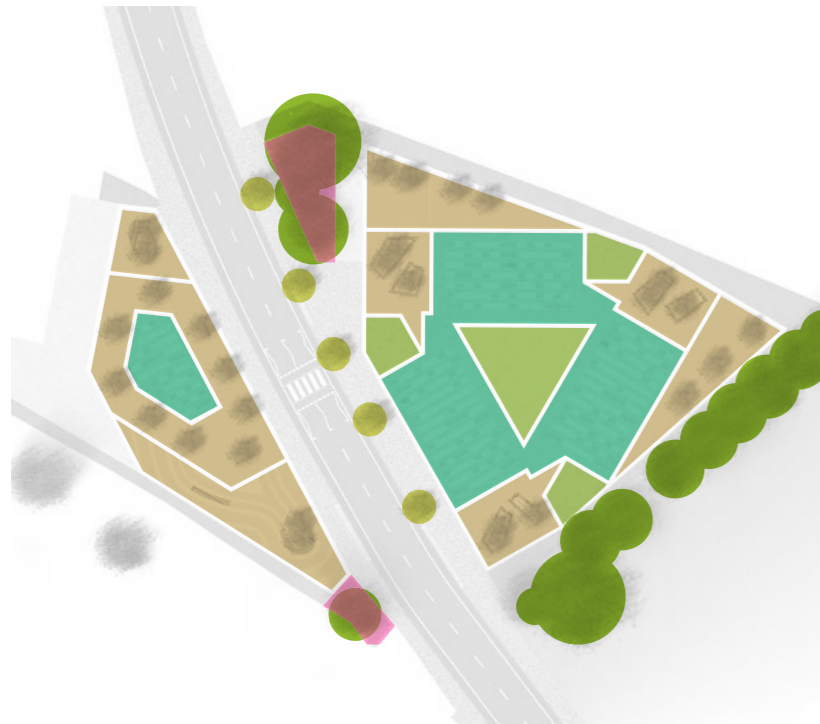


● Subtle demarcation of accessible parking



● Special profiles at crossovers

Public realm and landscape: Trees and planting



- Existing trees retained where possible and of sufficient quality
- New tree planting to Park Royal Road subject to underground services
- Maximise use of roofs for planting
- Sustainable low maintenance ecological planting in beds
- Incidental planting to roof terraces combined with seating elements



● Existing trees



● Proposed trees - Transparent avenue trees



● Extensive ecological planting



● Extensive green roof



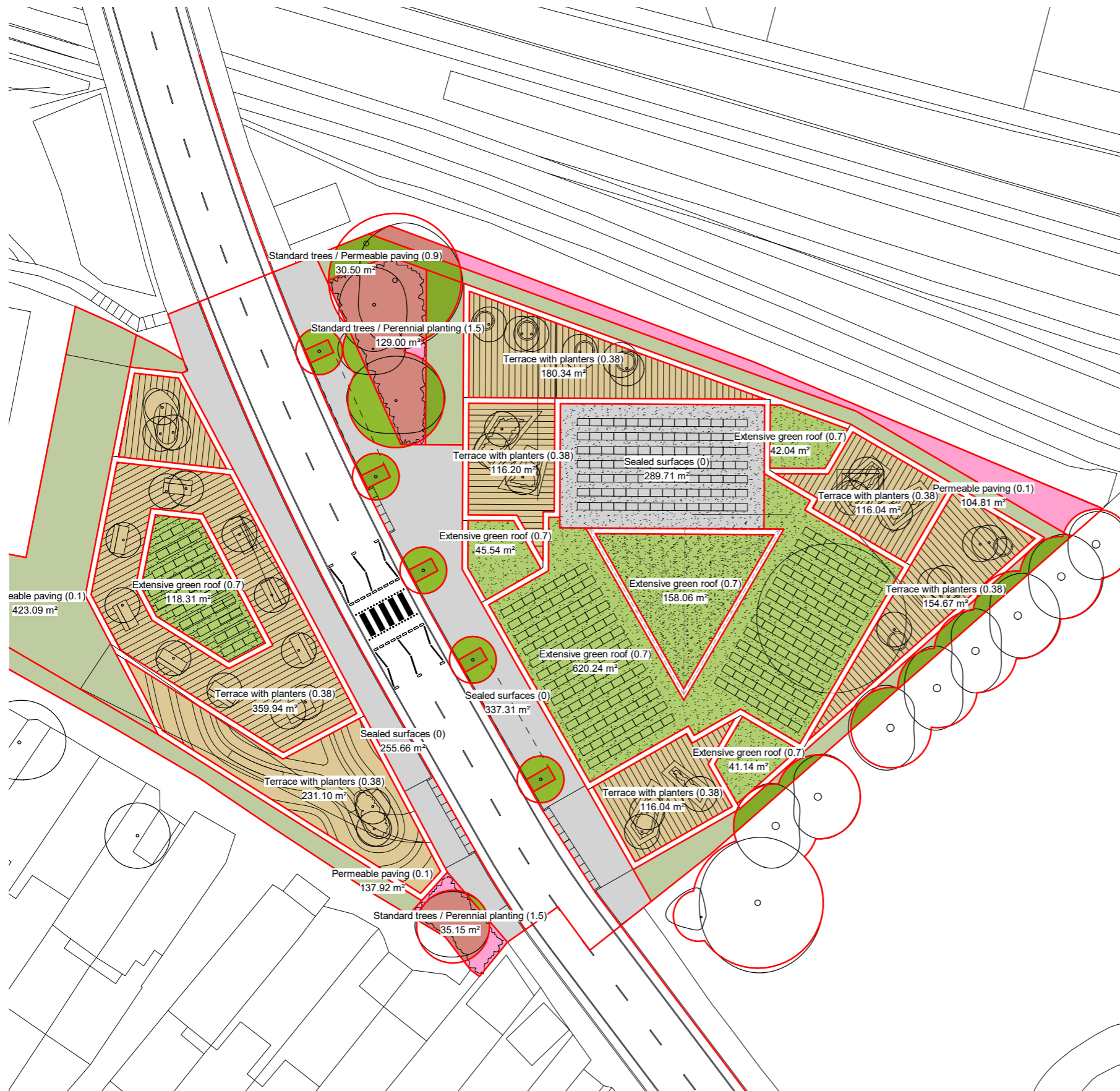
● Bio-solar roof



● Incidental planting in upstanding planters

Urban Greening Factor

- Urban Greening Factor (UGF) target is 0.4
- Public realm / landscape proposal currently achieves a UGF of 0.41 excluding the road or 0.36 including the road
- We propose to exclude the road from the UGF calculation



SI-00-Areas-UGF			
UGF Category	Area	UGF Factor	Contribution
Extensive green roof	1,025 m ²	0.7	718 m ²
Perennial planting	137 m ²	0.7	96 m ²
Permeable paving	780 m ²	0.1	78 m ²
Sealed surfaces	883 m ²	0	0 m ²
Standard trees	97 m ²	0.8	78 m ²
Standard trees / Perennial planting	178 m ²	1.5	267 m ²
Standard trees / Permeable paving	140 m ²	0.9	126 m ²
Terrace with planters	1,348 m ²	0.38	512 m ²
Grand total: 56	4,589 m ²		1,875 m ²

UGF Category

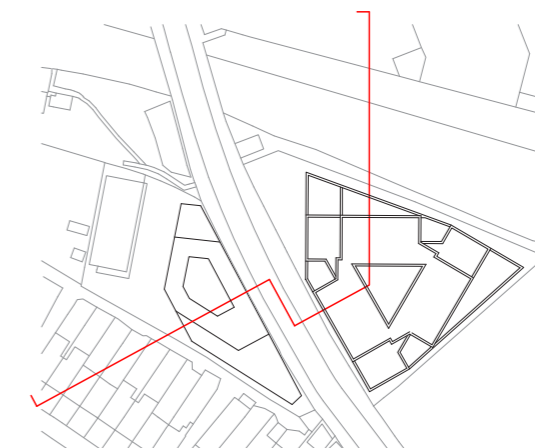
- Extensive green roof
- Perennial planting
- Permeable paving
- Sealed surfaces
- Standard trees
- Standard trees / Perennial planting
- Standard trees / Permeable paving
- Terrace with planters

Section showing uses



- The western building accommodates light industrial and student amenities at the lower levels with student accommodation above
- The eastern building accommodates commercial / service uses at ground floor level with homes in the affordable rent tenure occupying the lower part of the building with affordable intermediate homes above
- The eastern building provides 2,628m² GIA of B2 Industrial, the western building a total of 317m² GIA of use class E. A total of 2,945m².

- E-Commercial / Services
- B2-Light Industrial
- SG-Circulation
- SG-Amenities
- SG-Studios (Student Accommodation)
- C3-Affordable Rent
- C3-Affordable Intermediate
- C3-Cycle parking



Section showing uses

Ground floor plan



- Three primary uses occupy the ground floor plan
- In the eastern building the lobby to the student accommodation and light industrial workspace
- the western building accommodates two commercial units at the ground floor level



● Student accommodation entrance lobby with cafe

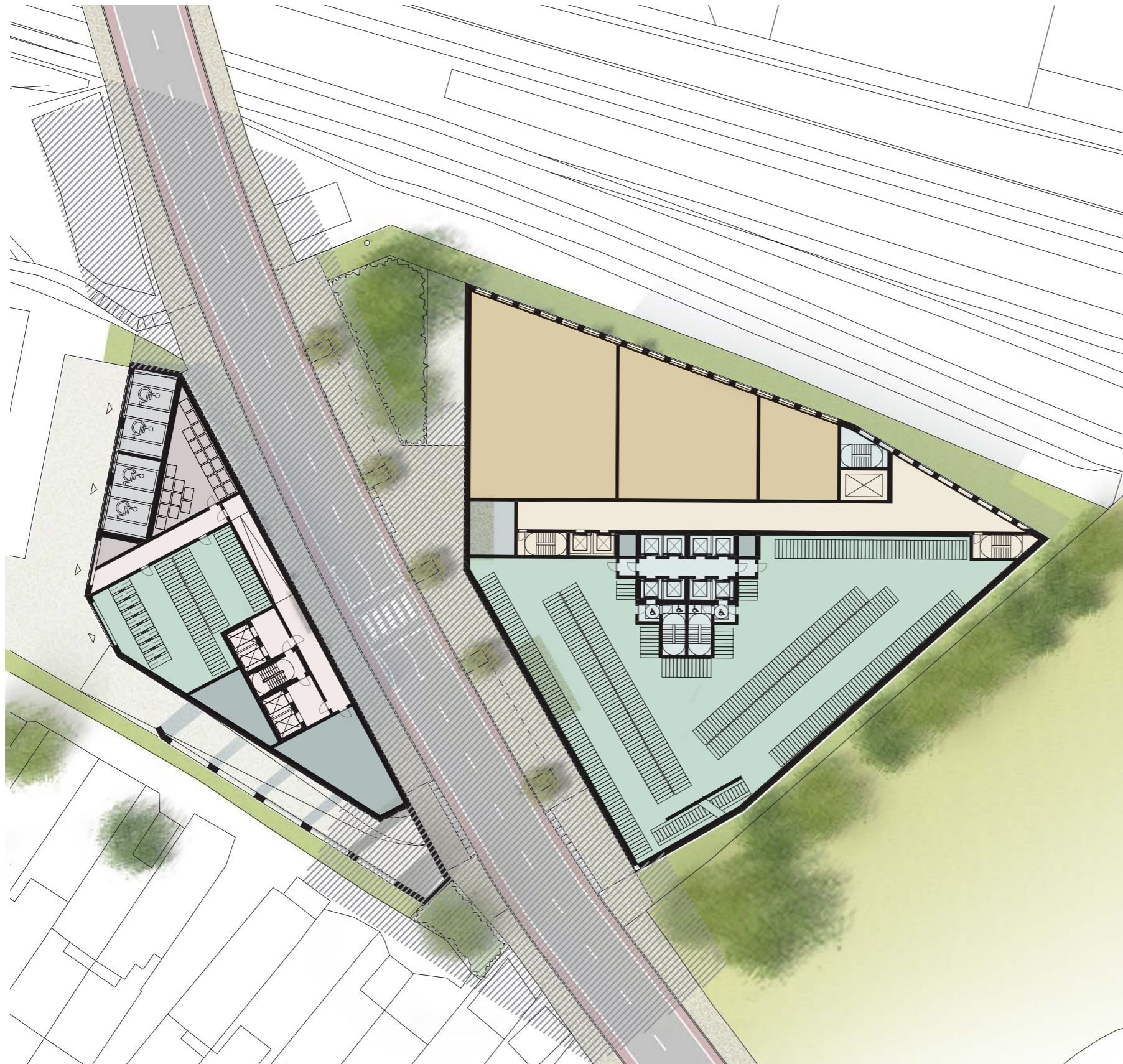


● Light industrial workspace

Ground floor plan

Lower ground floor plan

- Lower ground floor of western building occupied by light industrial use and cycle parking for the student accommodation
- Natural light in cycle store
- Western building lower ground floor has residential cycle parking, accessible parking, plant space and the waste store



Lower ground floor plan



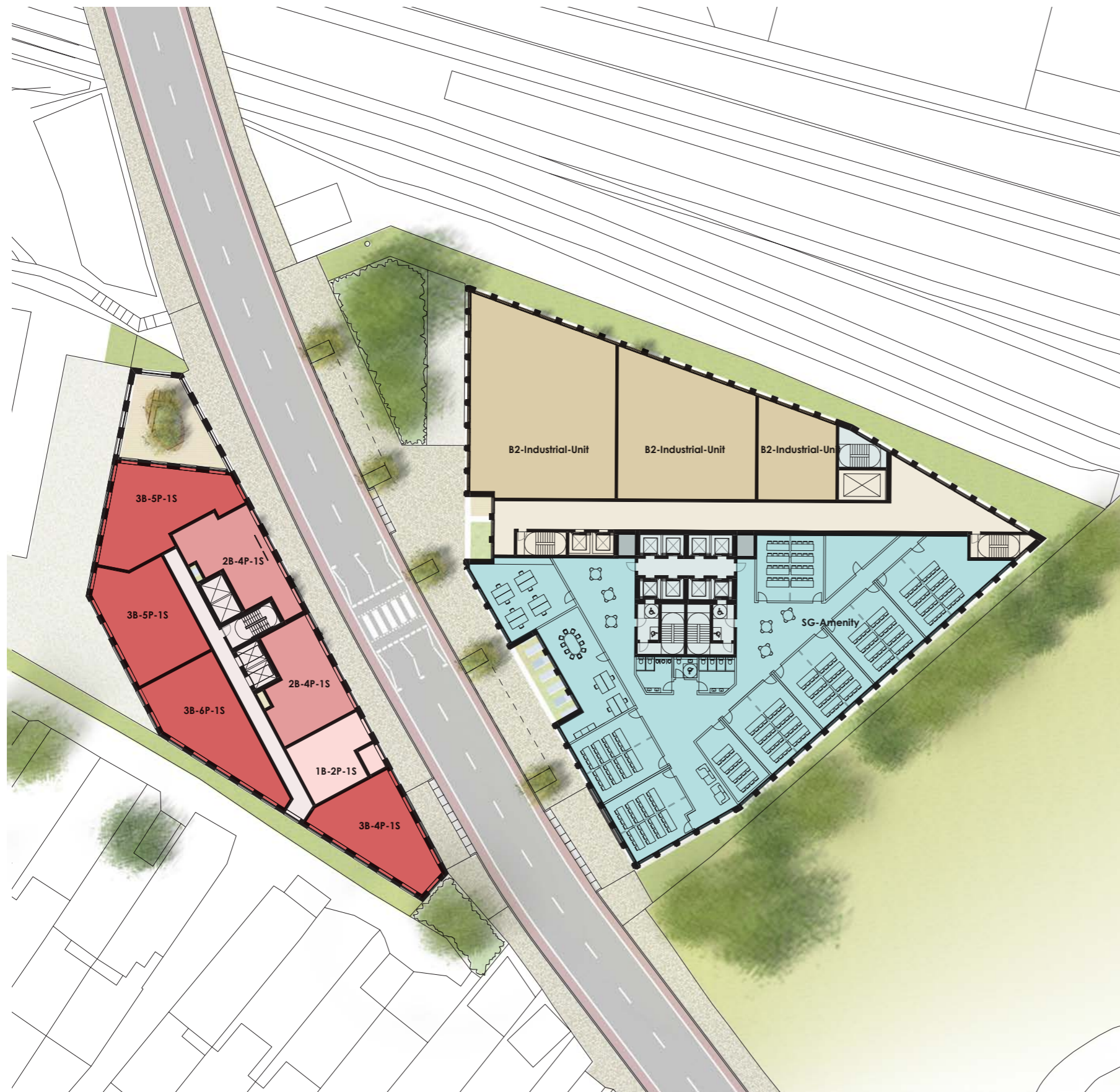
Ramped access to cycle store



Cycle storage

First floor plan

- The first floor of the eastern building accommodates the student study areas and classrooms
- The eastern building accommodates homes in the affordable rent tenure



First floor plan

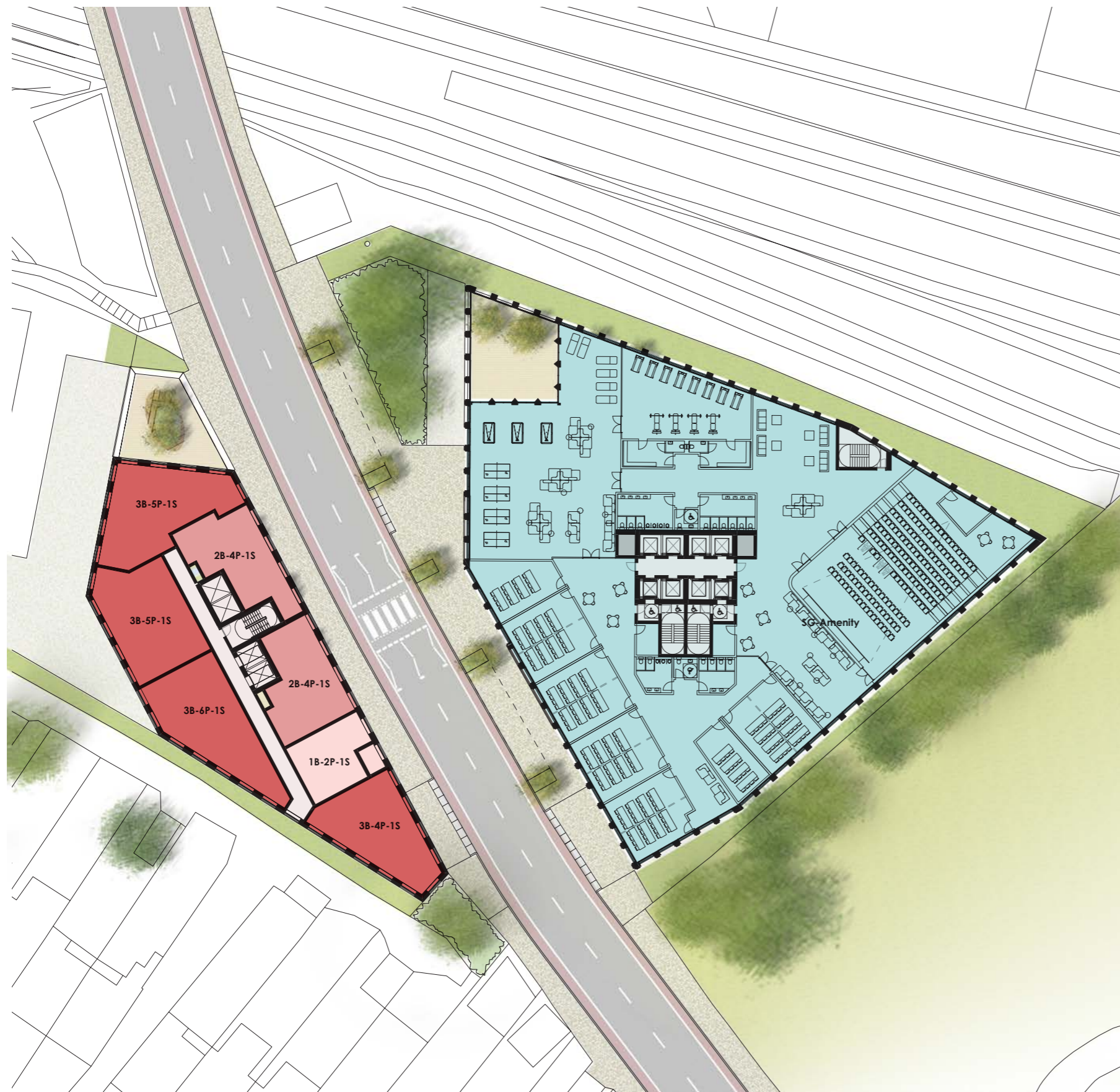


Classrooms / Meeting rooms



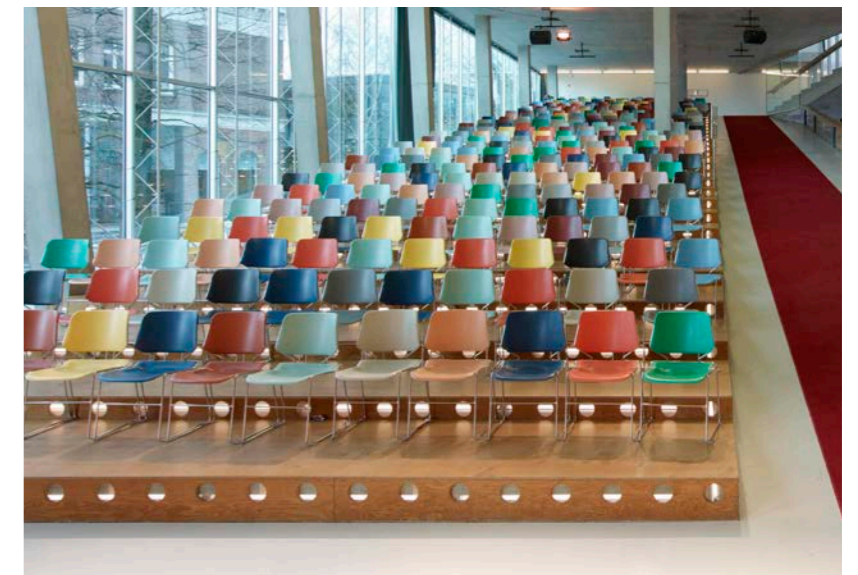
Informal study area / breakout space

Second floor plan



Second floor plan

- Second floor of the western building has student amenities focussed on relaxation and entertainment including a cinema / auditorium, gym and break-out spaces
- The eastern building accommodates homes in the affordable rent tenure

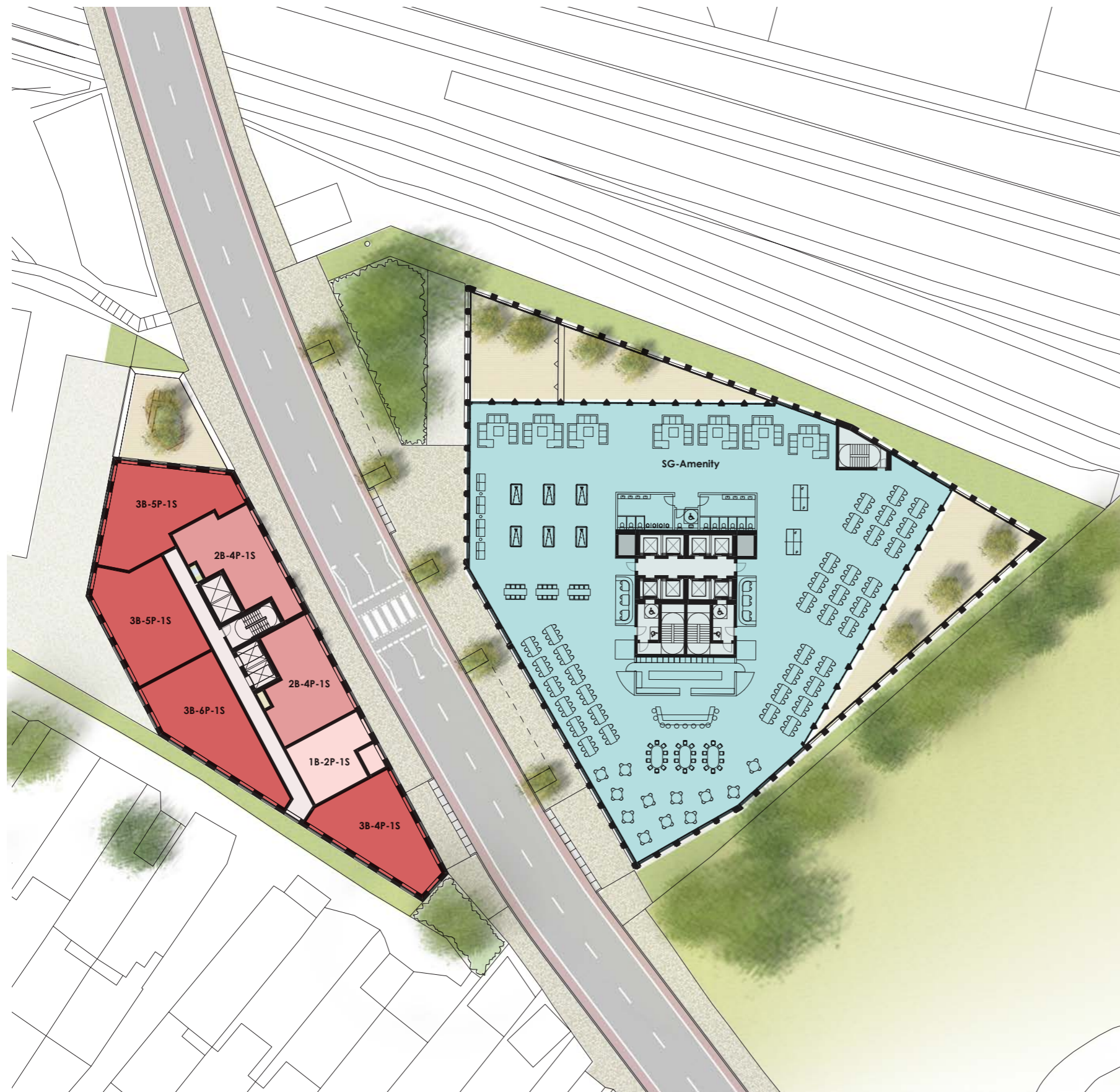


Cinema / Auditorium



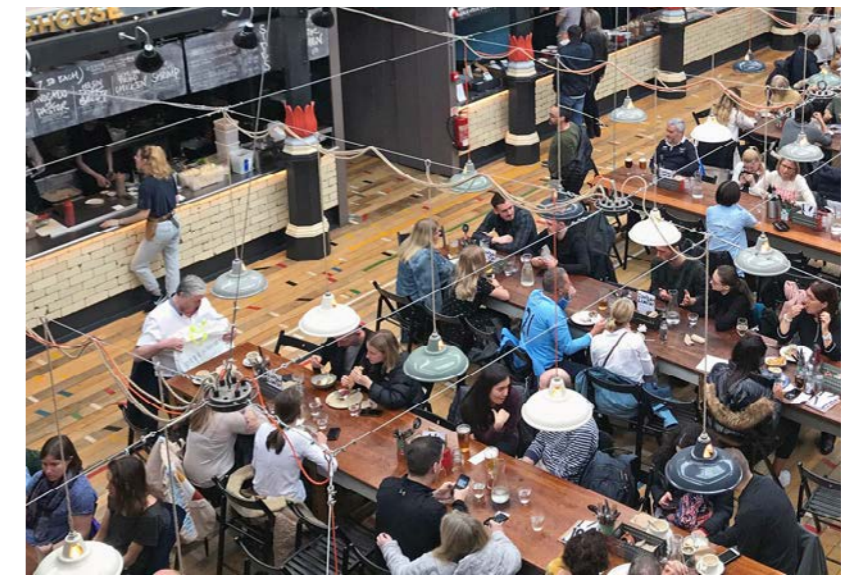
Gym

Third floor plan



Third floor plan

- The third floor of the eastern building accommodates the restaurant serving the student accommodation and additional break-out spaces
- The eastern building accommodates homes in the affordable rent tenure

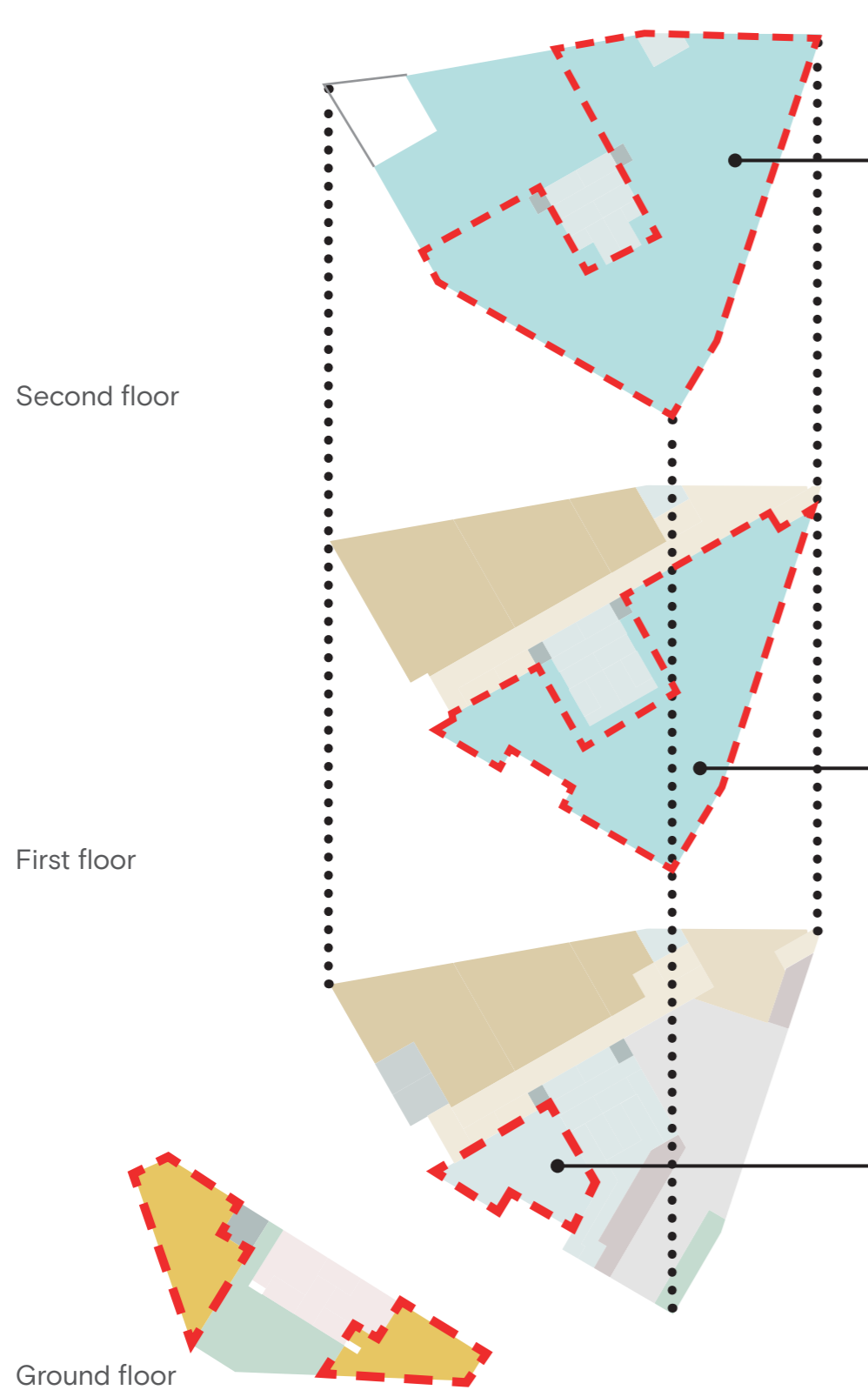


Restaurant



Breakout space / games

Public / community access

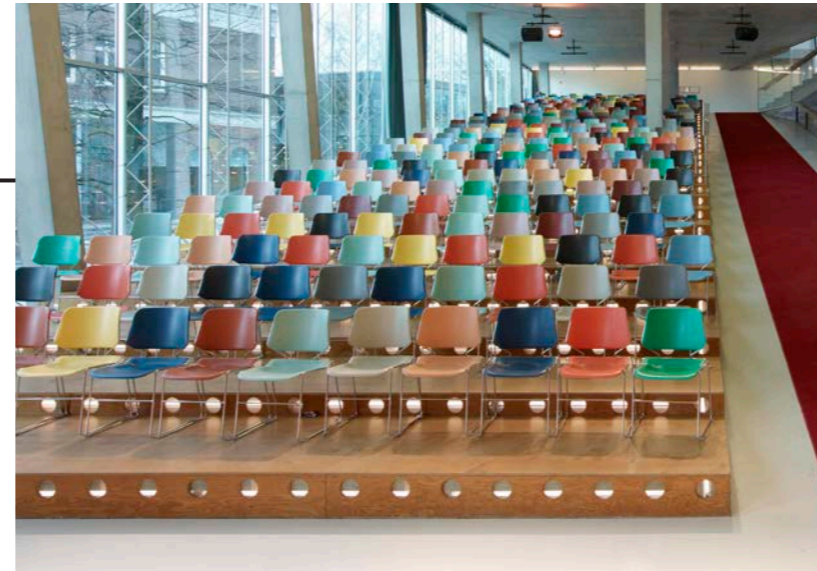


Second floor

First floor

Ground floor

Uses accessible to the public



Cinema / Auditorium



Classrooms / Meeting rooms



Cafe / Workspace

- The buildings offer public access to several of the uses and facilities
- At ground floor level in the eastern building the reception area doubles as a cafe / workspace accessible to the public
- The ground floor of the western building will provide a cafe and a convenience store
- The classrooms at first floor level of the eastern building will be accessible for skills training, evening classes and as meeting rooms
- The cinema / auditorium and breakout spaces at the second floor level will also be accessible to the public for use as a cinema for film nights / clubs or children's parties and as an auditorium for teaching, lectures and public meetings

- Publicly accessible uses
- E-Commercial / Services
- B2-Light Industrial
- SG-Circulation
- SG-Amenities

Typical lower level plan

- Typical lower levels in the eastern building consist of student accommodation arranged in three clusters of thirteen studios
- Large windows at the ends of the corridors provide natural daylight
- Lower tower levels in the western building are homes in the affordable rent tenure
- The lower roof terrace provides playspace for the affordable housing

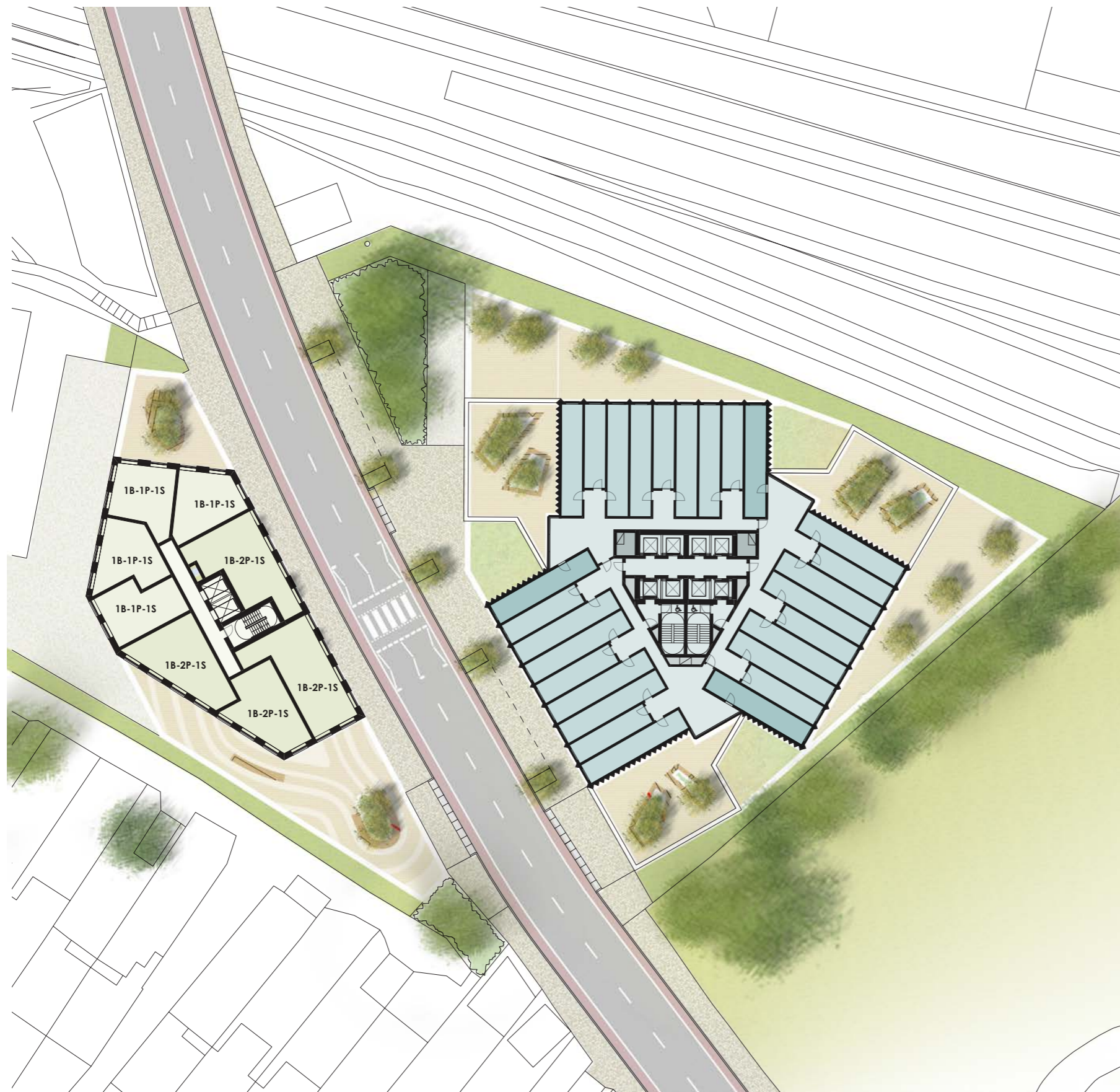


Typical lower level plan

- Studio
- Accessible studio

Typical tower level plan

- Typical tower levels in the eastern building consist of student accommodation arranged in three clusters of nine studios
- Large windows at the ends of the corridors provide natural daylight
- Upper levels of the western building are affordable intermediate homes

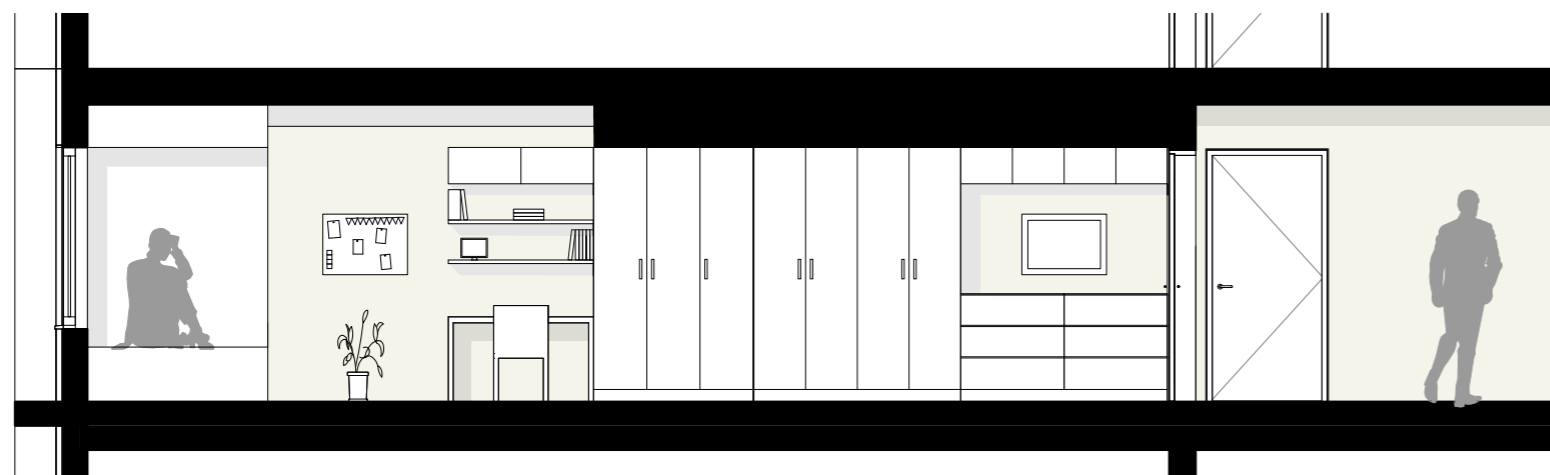


Typical tower level plan

- Studio
- Accessible studio

Studios

- Typical unit consists of three self-contained studios with kitchenette and shower room



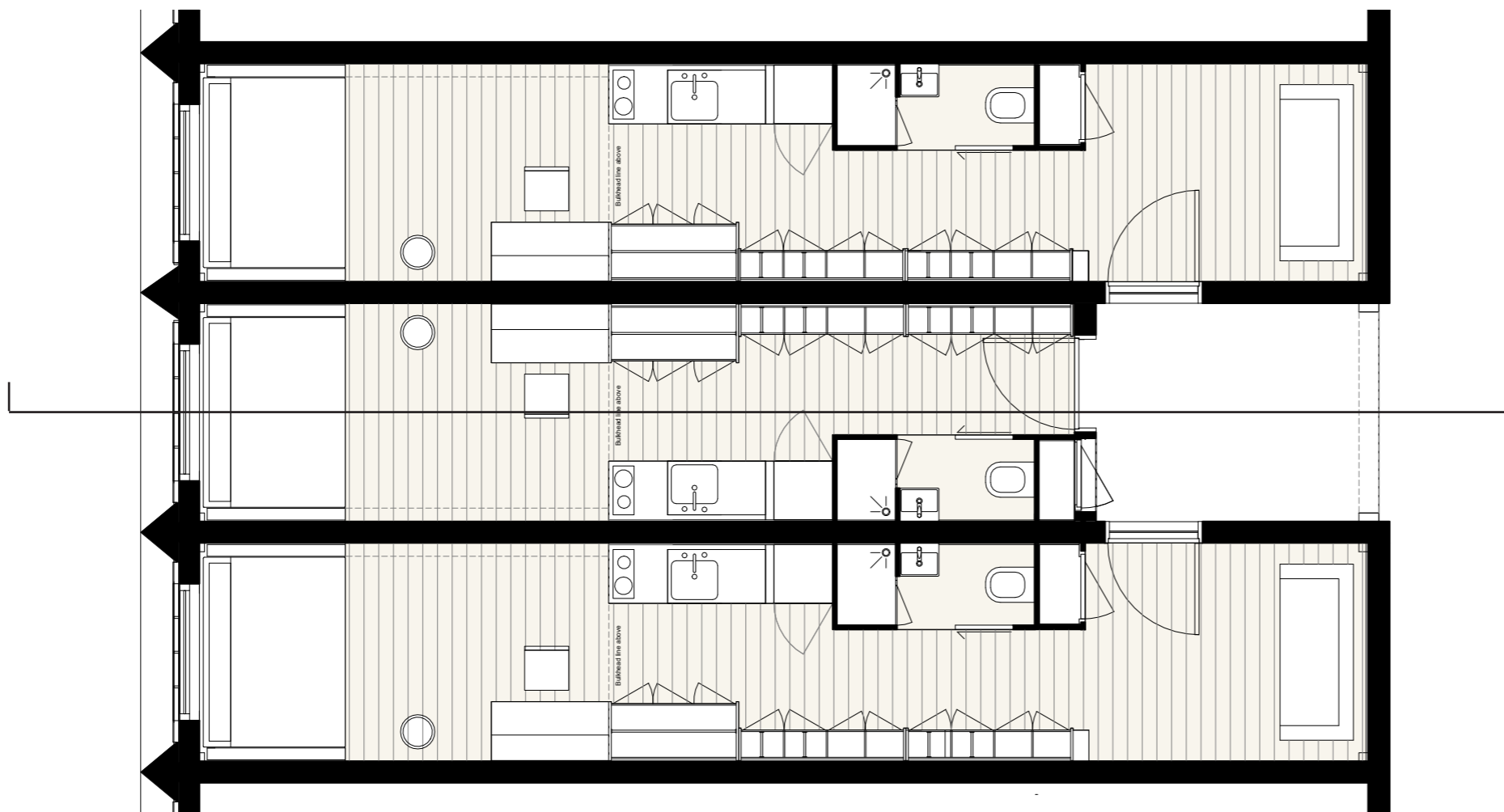
Section through studio



View of studio looking towards entrance



View of studio looking towards window



Typical unit consisting of three studios

Carbon Reduction

- Carbon emissions will be reduced well beyond the minimum on site target of 35% beyond the Target Emission Rate in Building Regulations Part L. The team is currently anticipating between 40-50% but calculations are ongoing.

Building Fabric

- Thermally efficient building fabric with low heat loss u-values
- Thermally efficient glazing with low heat loss and low g-value to reduce overheating risk
- Air tight building fabric with low infiltration and low air permeability

Renewables: Solar PV

- High efficiency solar PV panels on each building.
- 21% efficient solar PV panels generating zero carbon electricity on site, reducing energy demand for grid electricity and carbon emissions from grid electricity use.

Renewables: Heat Pumps

- High efficiency air source heat pumps (ASHPs) for Hot Water
- High efficiency, using climate data for London, the ASHP is 440% efficient (annual SCOP 4.4)
- The heat pump uses very low global warming potential GWP refrigerant, for this ASHP GWP = 1 as this is CO2 refrigerant

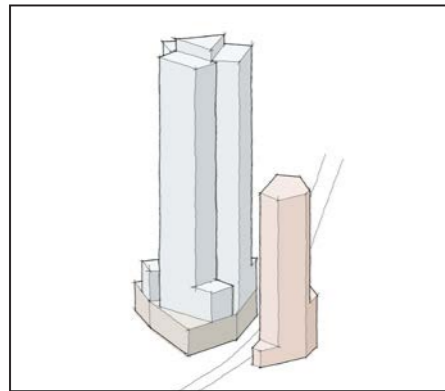
Lighting

- High efficiency low energy LED lighting
- Occupancy sensing lighting to reduce energy usage and reduce waste energy

Appearance concept

The appearance of the buildings is conceived of as a composition based on the layering of four strategies:

- The expression of the uses in the buildings
- The material palette
- Tectonic expression (frame vs. solid) and modulation
- Hierarchy and level of detail



Expression of use



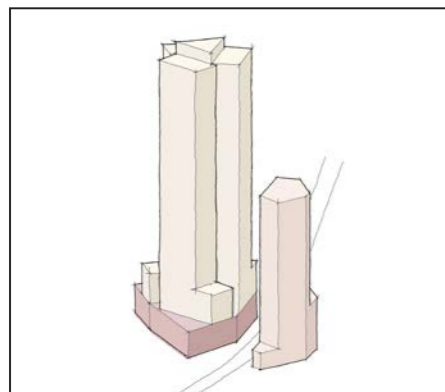
Industry



Student Housing



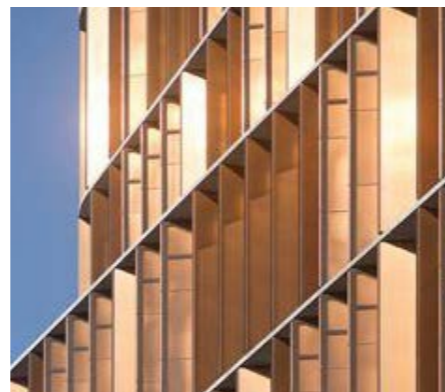
Residential



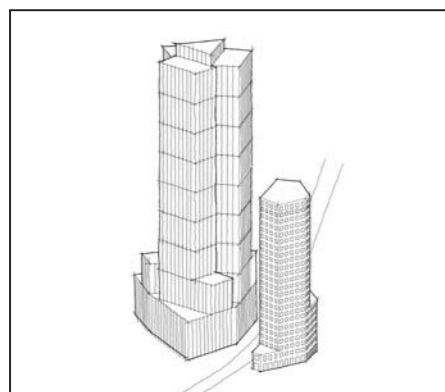
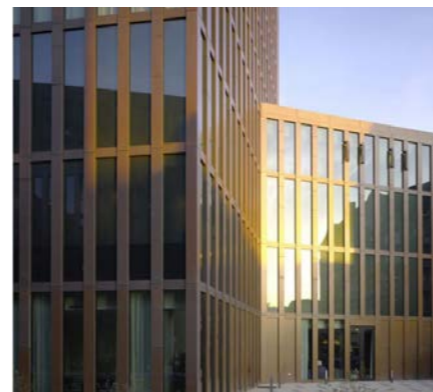
Materials



Brick



Metal



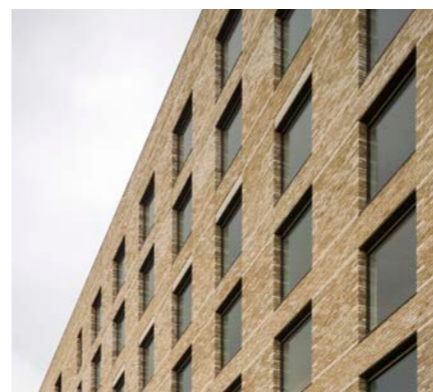
Tectonic and modulation



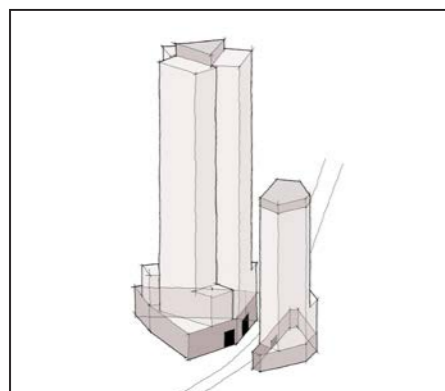
Brick frames



Metal grid facade



Punched hole openings in brickwork - Barrier Park



Hierarchy and level of detail



Cartwright Gardens - Entrance



Blackfriars road - Plinth



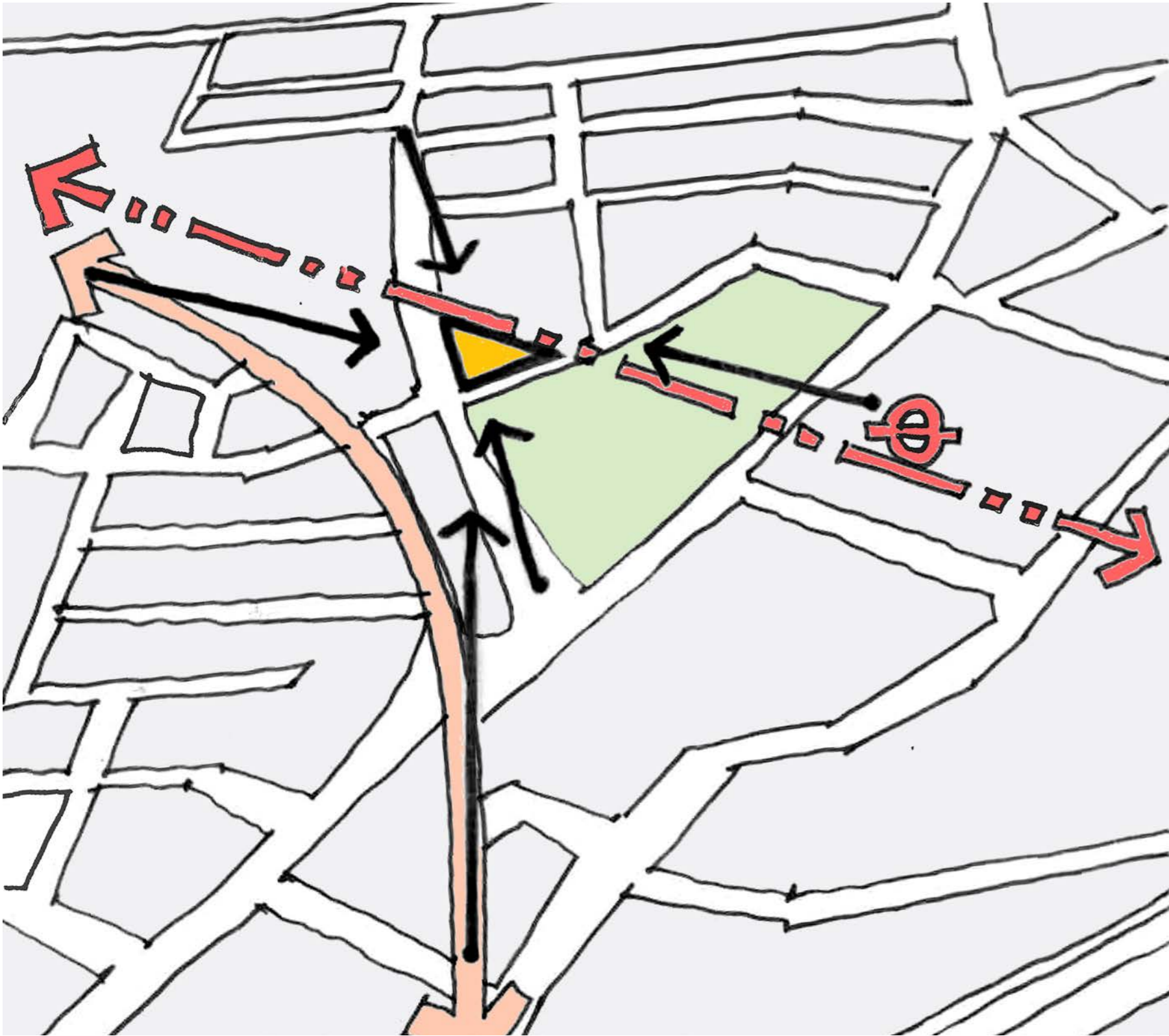
Blackfriars road - crown

View of Park Royal Road looking south



Townscape: landmark location

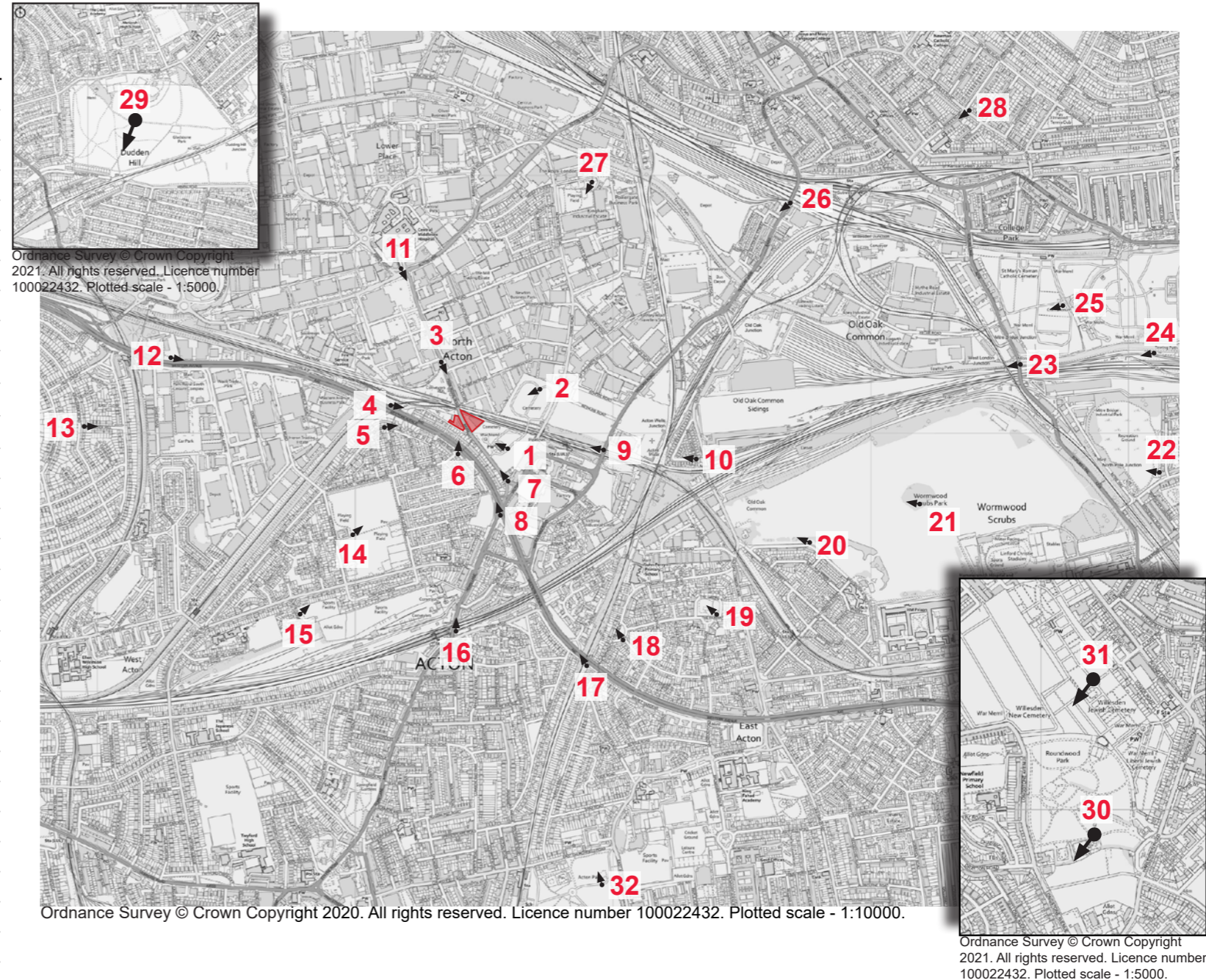
- Site occupies a very visible location from major movement corridors, the A40, Central Line and Park Royal Road
- The buildings will be seen dynamically from these locations. In order to explore the relationship of the massing to the context we are preparing some short animations that will be presented during the meeting



Design principle 2 - Landmark location

Townscape view locations and types

TTC view no.	Location	Render / Wireline
1	Acton Cemetery, near Victoria Road	R
2	Acton Cemetery, near Chase Road	R
3	Park Royal Road, junction with Standard Road	R
4	Western Avenue, junction with railway	R
5	Canada Crescent	R
6	Holst Road, junction with Allan Way	R
7	Park Royal Road, near Acton Cemetery	R
8	Western Avenue, junction with Horn Lane	W
9	Victoria Road, near North Acton Station	W
10	Wells House Road	W
11	Park Royal Road, junction with Coronation Road	W
12	Western Avenue	W
13	Rotherwick Hill	W
14	North Acton Playing Fields	R
15	Sports pitches, off Alwyn Gardens	W
16	Horn Lane, near Acton Main Line	W
17	Western Avenue, near Perryn Road	W
18	Brassie Avenue, junction with The Crescent	W
19	The Fairway, junction with The Green	W
20	Braybrook Street	W
21	Wormwood Scrubs Park	W
22	Brewster Gardens	W
23	Mitre Bridge	W
24	Canal Way	W
25	Kensal Green	W
26	Old Oak Lane, near Station Approach	W
27	Wesley Playing Fields	W
28	Wrottesley Road, junction with Furness Road	W
29	Gladstone Park	W
30	Roundwood Park	W
31	Willesden Jewish Cemetery	W
32	Acton Park	W



Notes:

Viewpoint locations are approximate - exact locations, taking into account conditions on the ground, to be determined on site with PSC.

Approximate site boundary marked in red for indicative purposes only.



Park Royal Road, North Acton
Viewpoint map for Townscape and Visual Impact Assessment

Revision no: 2
Date: November, 2021

Townscape proposed rendered views



View 1 - Acton Cemetery, near Victoria Road



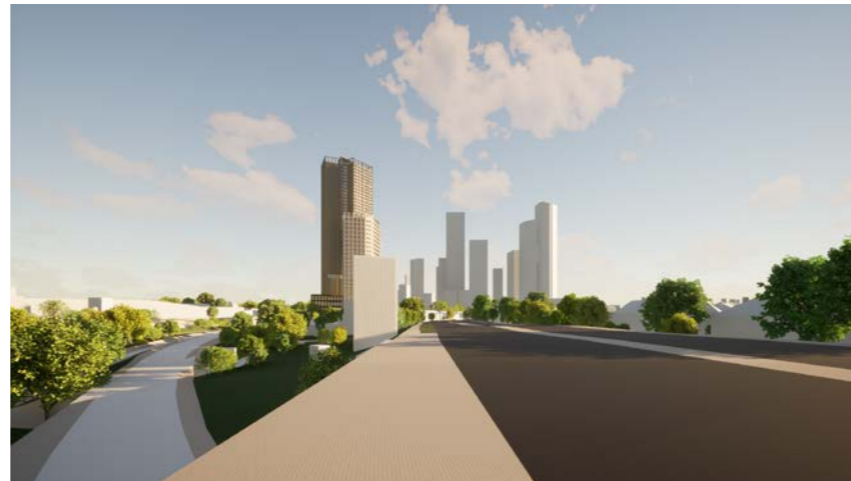
View 2 - Acton Cemetery, near Chase Road



View 7 - Park Royal Road, near Acton Cemetery



View 3 - Park Royal Road, junction with Standard Rd



View 4 - Western Avenue, junction with railway



View 14 - North Acton Playing Fields

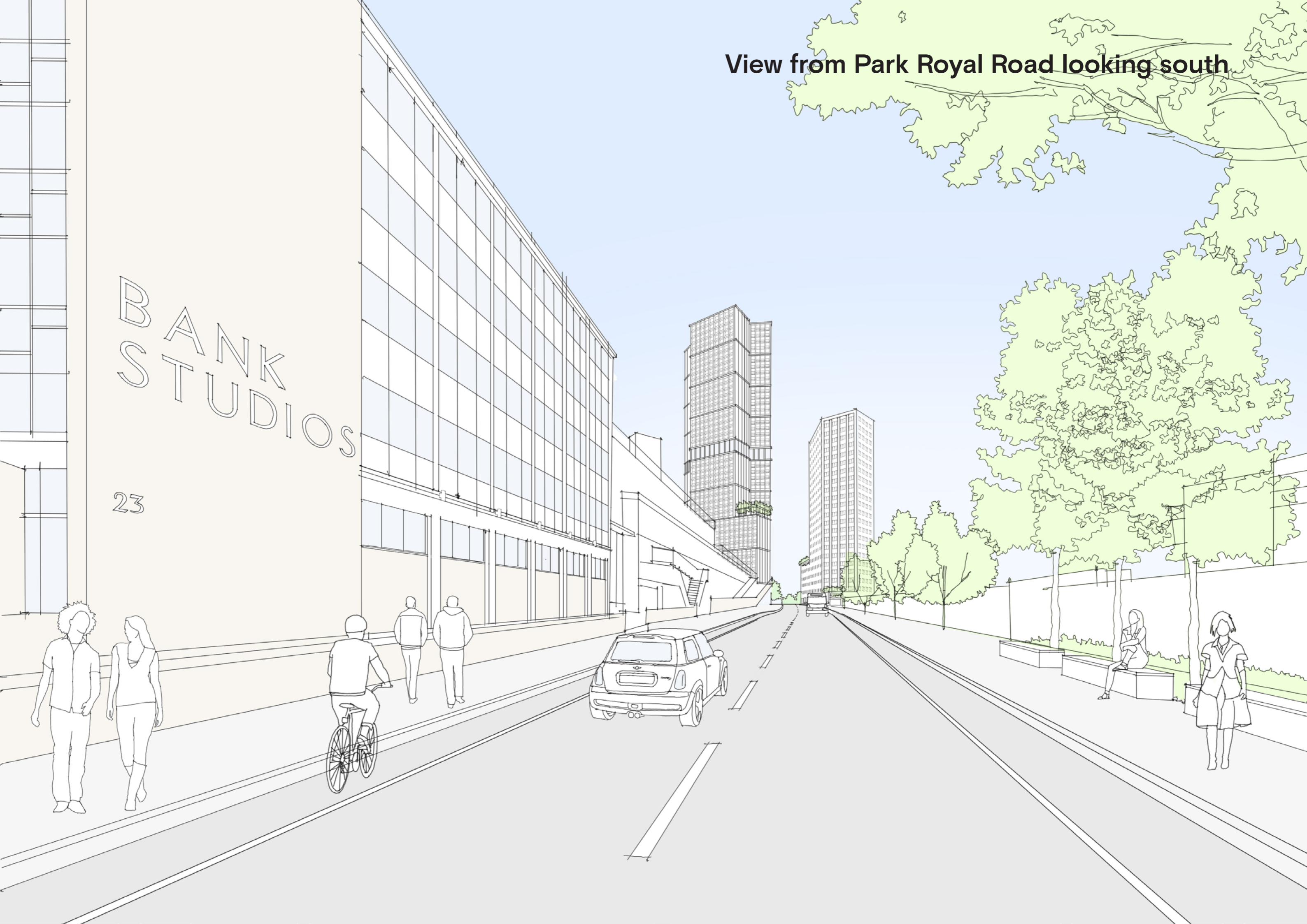


View 5 - Canada Crescent



View 6 - Holst Road, junction with Allan Way

View from Park Royal Road looking south



BANK STUDIOS

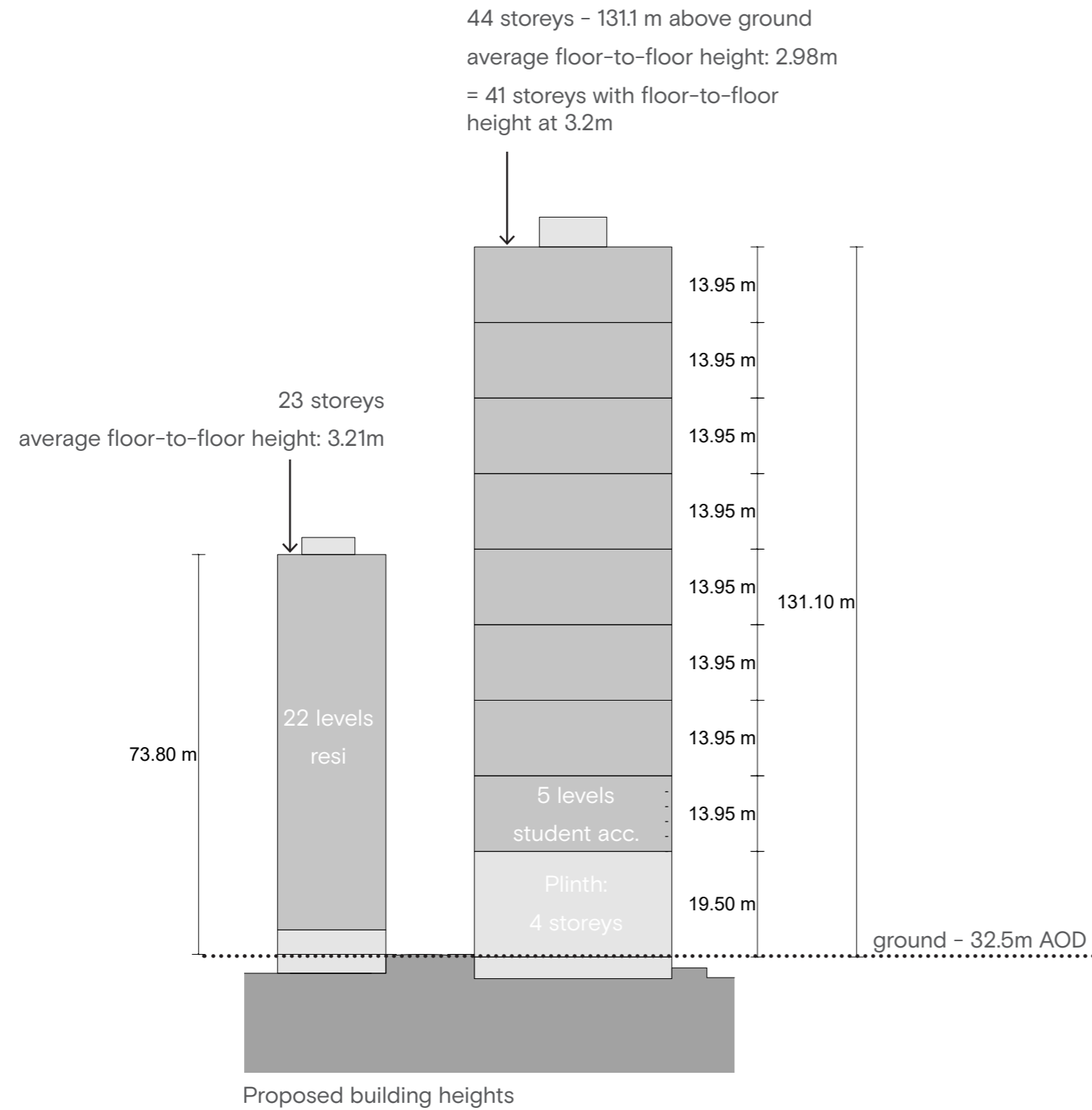
23

View from Park Royal Road looking north

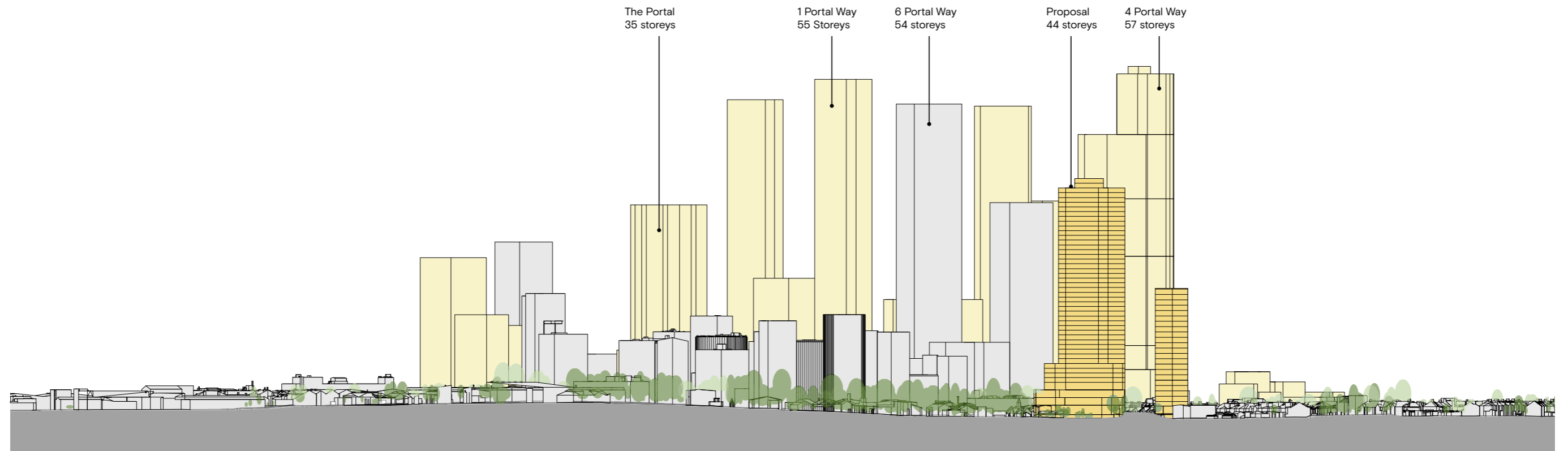


Proposed building heights

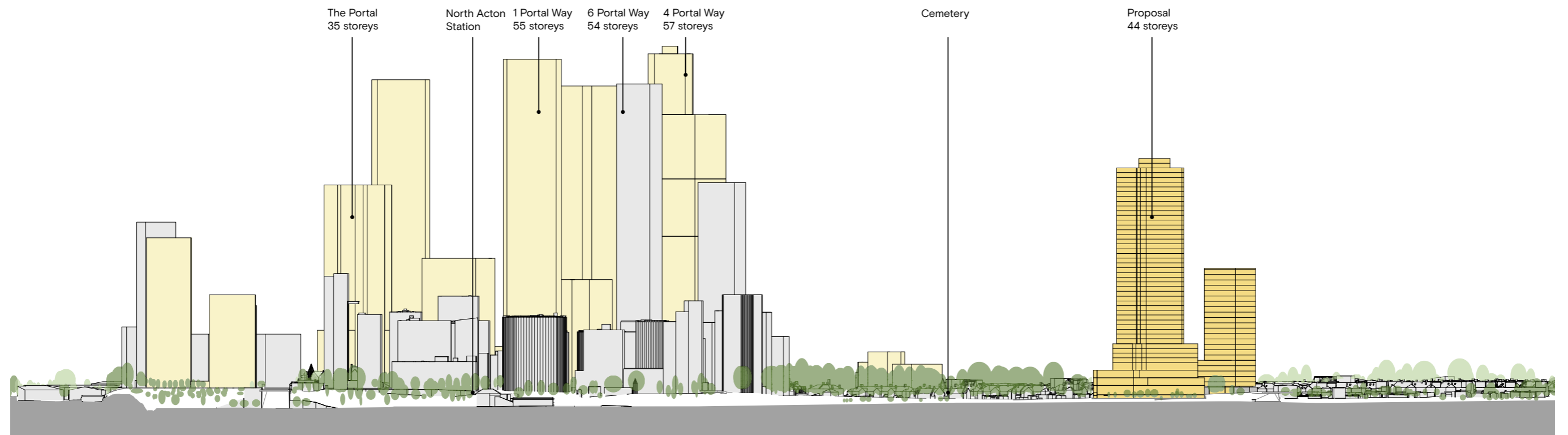
- The eastern building has a total of 44 storeys of accommodation which is the equivalent of 41 residential floors
- The western building has a total of 23 storeys with an average floor to floor height of 3.21m



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 in foreground) with North Acton cluster of emerging buildings on the left

Summary of potential public benefits

- Commercial units at ground floor level on the west site, uses can align to local needs
- Public use of spaces within the Stay Club on the east site including community meeting spaces
- An Employment and Skills programme delivered in partnership between the Stay Campus and OPDC Skills Hub
- Significant improvements to the streetscape on Park Royal Road including better pedestrian and cyclist provision
- Wider improvements to local pedestrian / cycle connections including to North Acton and west of the A40

