

Park Royal Road

Stakeholder Workshop

01/09/2022

MACCREANOR
LAVINGTON

GILLESPIES

- A **'campus' style student accommodation building** on the east site operated by the Stay Club and Stay Campus, incorporating **extensive ancillary facilities suitable for public access, including to meeting rooms, a cinema/ auditorium** (with potential for direct street level access as a commercial cinema), and **other flexible spaces**.
- Within the student accommodation building, **classroom space suitable for a programme of educational and skills training for delivery by the Stay Campus** with potential for a formal partnership with the OPDC Education and Skills Programme.
- A **wholly affordable residential (C3) offer in the west site building**, ensuring that the 35% London Plan affordable target is met across the scheme (including taking into account the student use), with policy compliant split of London Affordable Rent and intermediate products, including an element of student affordable.
- **Commercial uses on the west site (e.g. shop, café), providing active frontages**, and public access to amenities for the local community.
- **Substantial public realm improvements** to either side of Park Royal Road, delivering improved footways, short stay cycle parking and urban greening.
- Opportunities for **wider strategic transport improvements** including to footways, and the cycle network.
- Creation of a **significant number of jobs during the construction period (562 FTE)**.
- Creation of a **diverse range of operational jobs estimated to comprise 105 FTE positions** across a range of sectors including industrial, office, and hospitality.
- A **new population for the local area**, with student residents alone forecast to spend an additional £7.5m per annum on living costs.

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

Sites

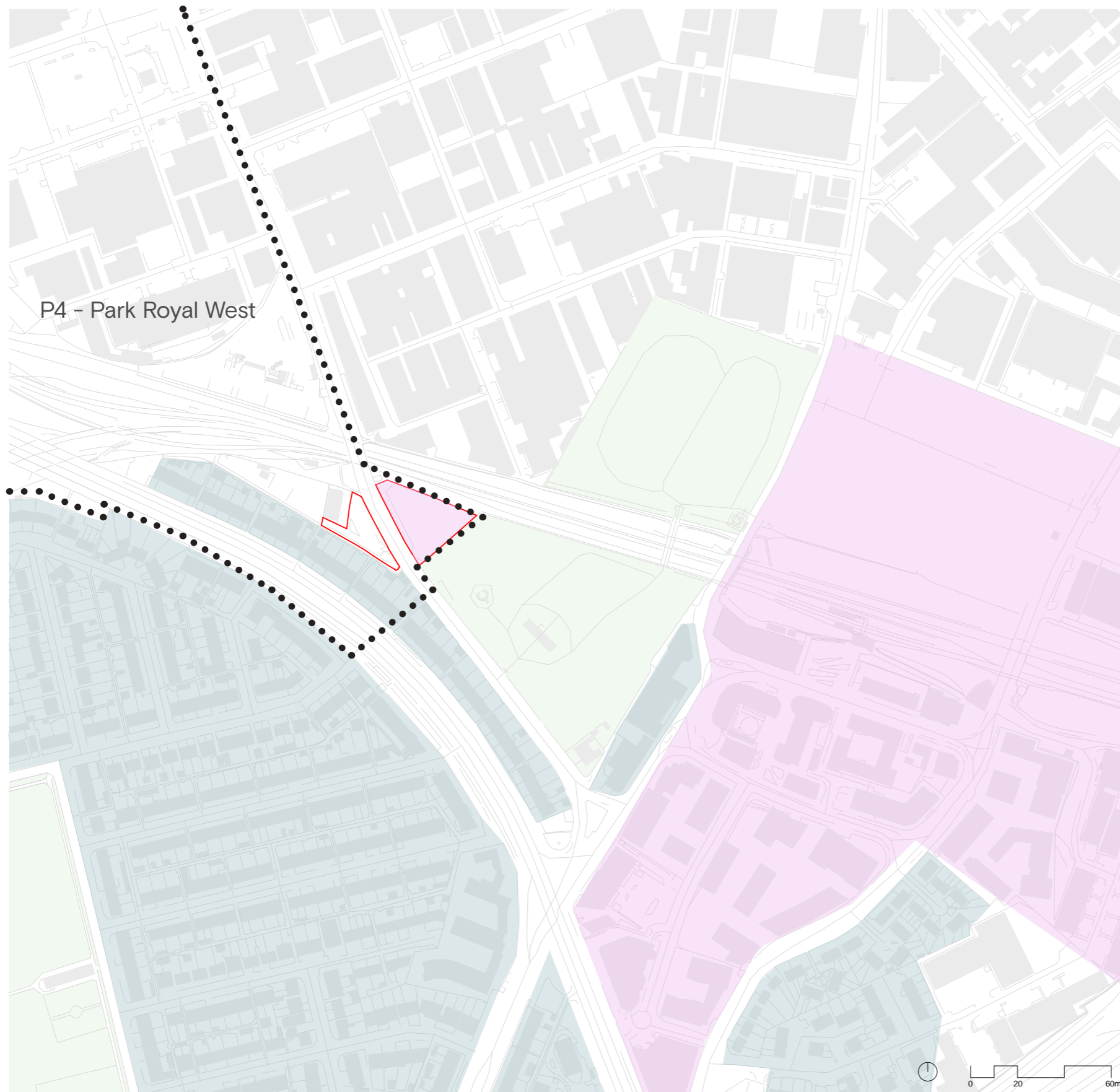
- Site A, 5-7 Park Royal Road: 2,893m²
- Site B, Lower Park Trading Estate: 1,398m²
- Total site area: 4,291m²



Location

Key:
— Title boundary

Adopted OPDC Local Plan: Tall Buildings



- Sites are located within OPDC boundary adjacent to North Acton Neighbourhood Town Centre
- Eastern site is an allocated tall building area
- Western site is not in an allocated tall building area
- A tall building is classed as one that exceeds 15 storeys
- The sites fall within the policy area P4 - Park Royal West
- Policy P4 policy states that 'it is expected that tall buildings here will predominantly be in the range of 20 to 30 storeys'
- A storey is defined in OPDC tall building guidance as 3.2m floor to floor.

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

Site A: 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

Site B: 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

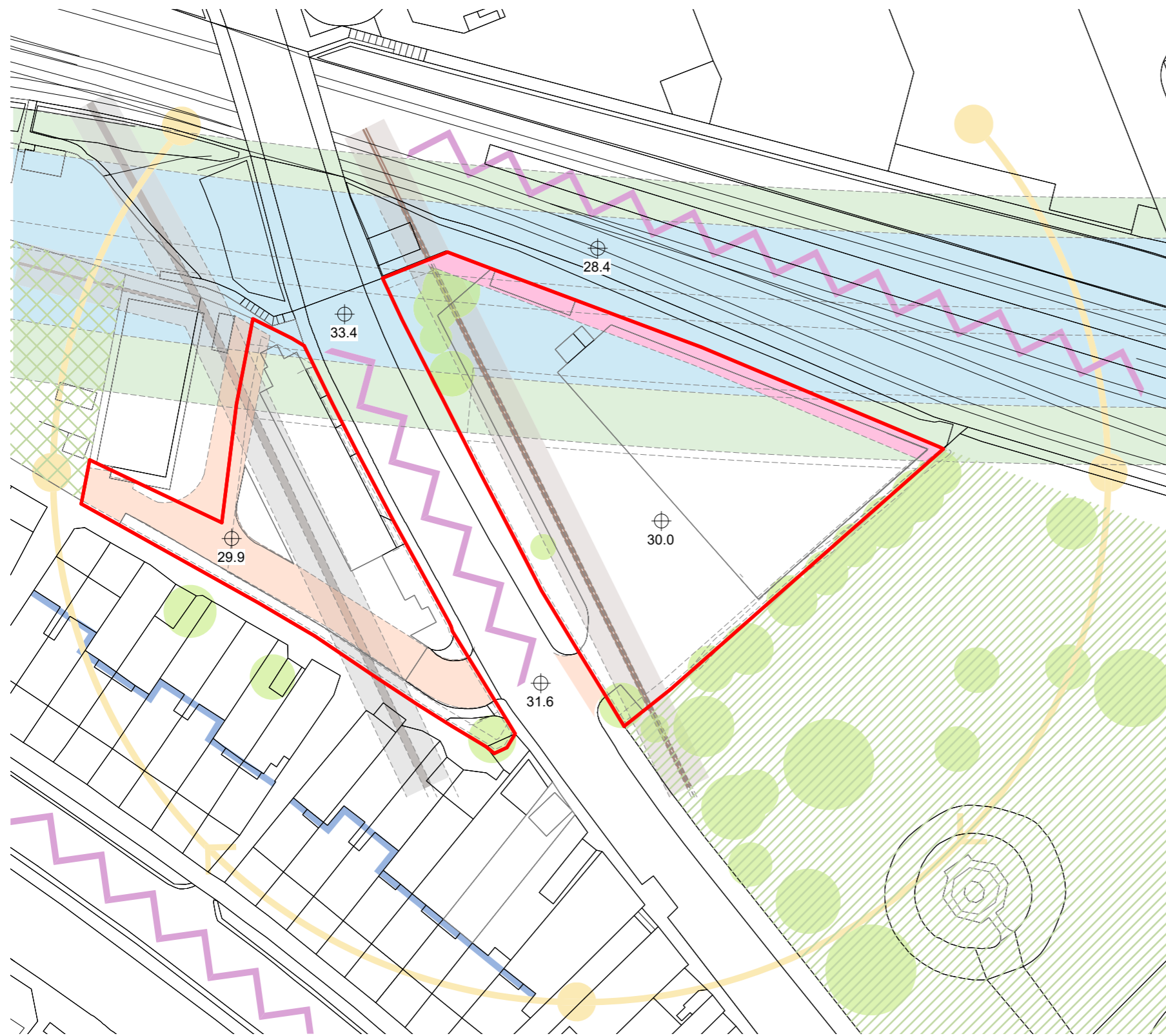


2. View of existing access from Park Royal Road



3. View from Park Royal Road looking south

Constraints



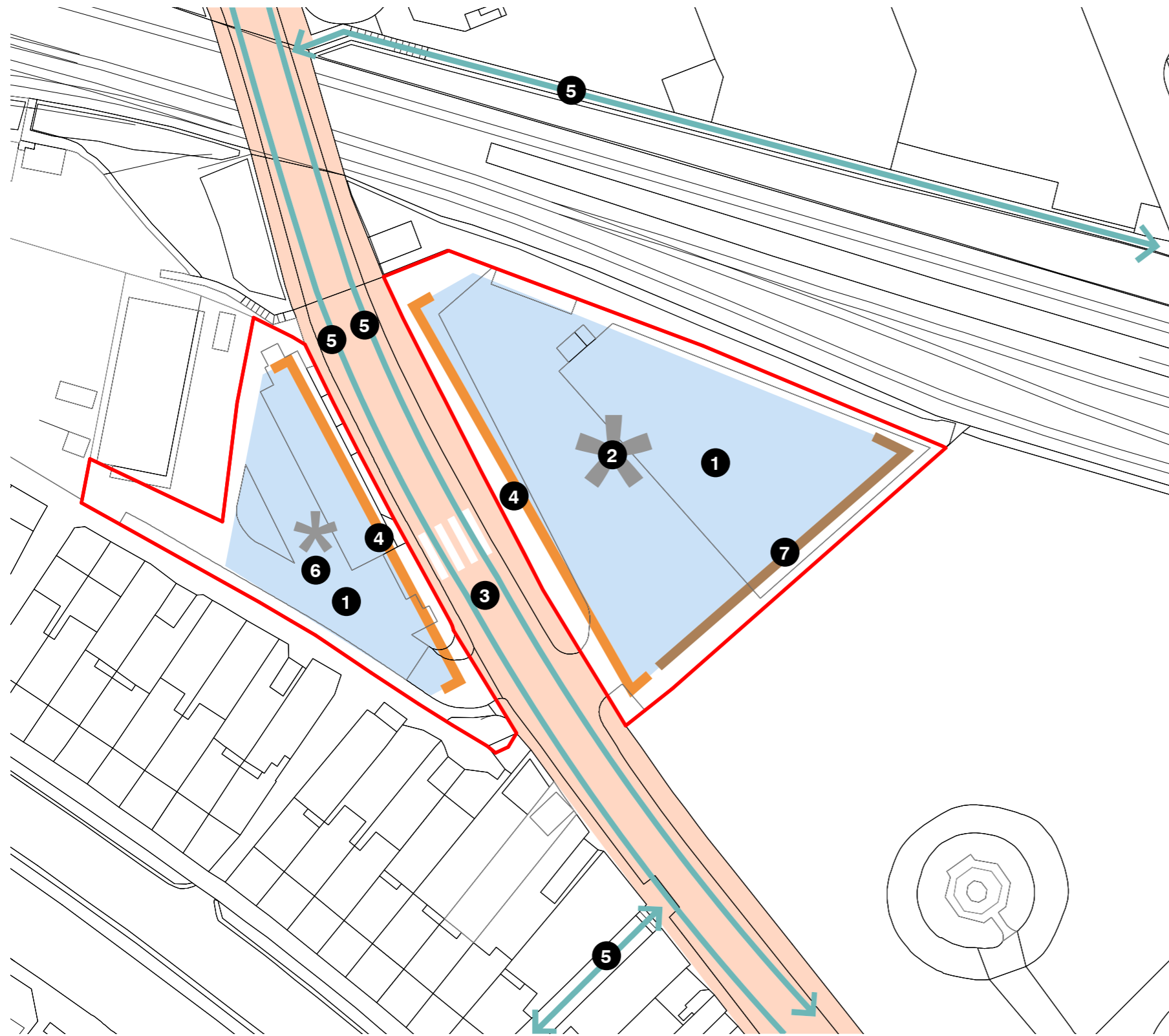
Combined constraints

- 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

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

Embodied Carbon

- Targeting GLA benchmarks:
- A1-A5: <math><850 \text{ kg CO}_2/\text{m}^2</math>
- B-C (ex. B6 & B7): <math><350 \text{ kg CO}_2/\text{m}^2</math>
- Modular construction has a positive impact on embodied carbon due to less wastage of materials, shorter construction time and reduced transport impacts

Carbon Reduction

- Carbon emissions will be reduced well beyond the minimum on site target of 35% beyond the Target Emission Rate in Part L (Building Regulations, 2013). 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.

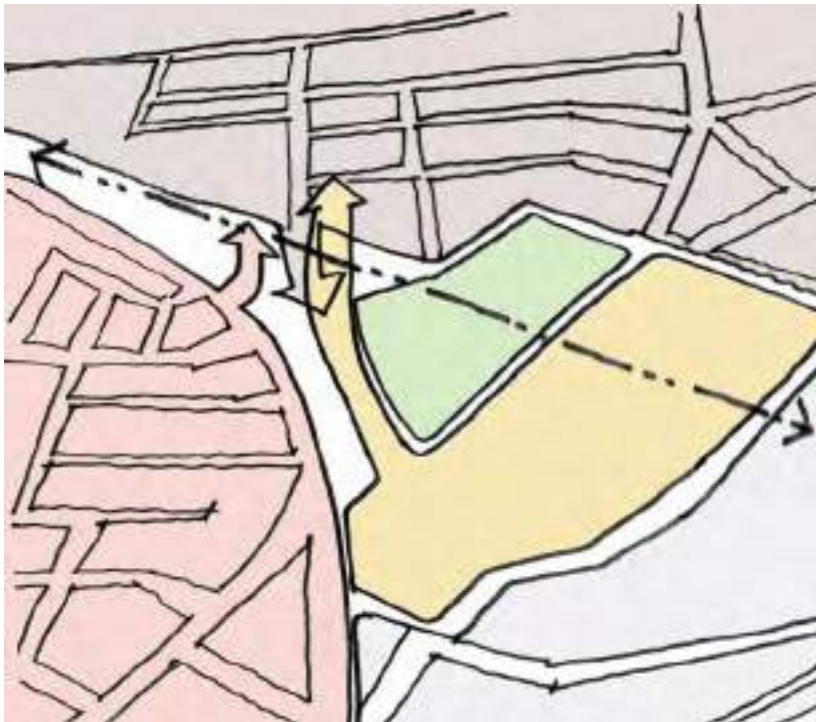
Renewables: Heat Pumps

- 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

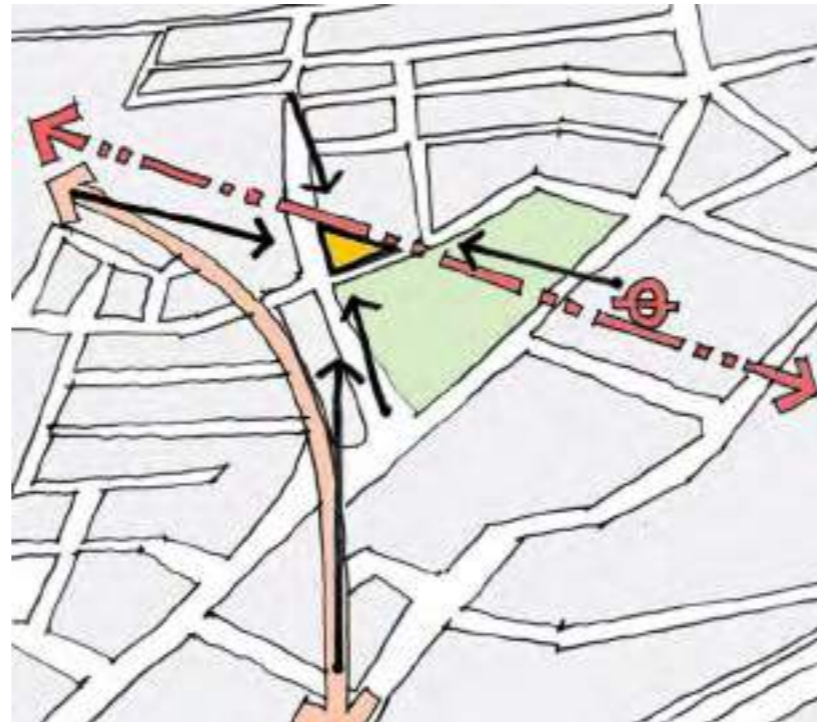
Lighting

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

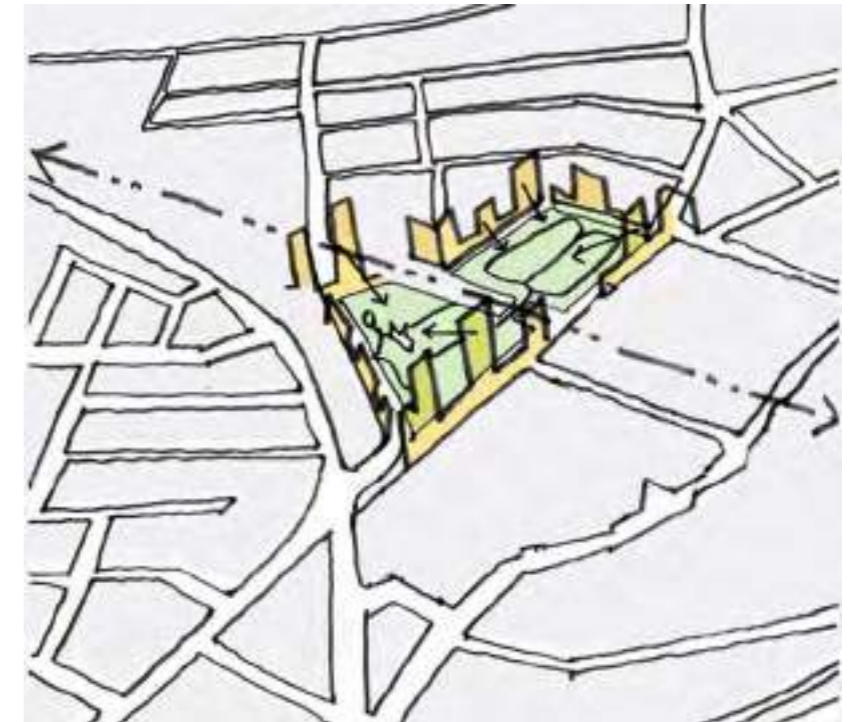
Design principles



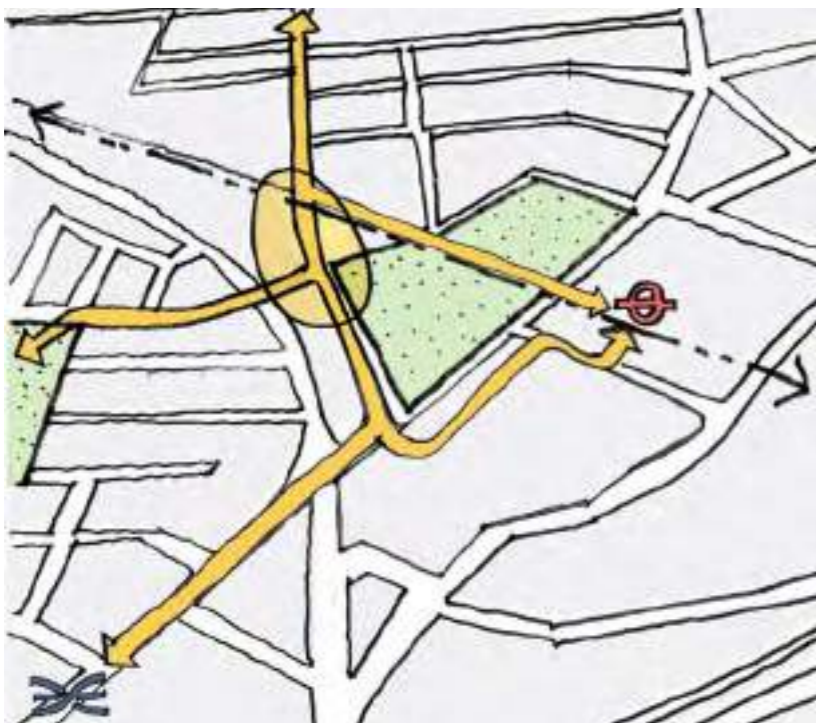
1. Land use: Zone of transition between Town Centre, residential and industry



2. Landmark location



3. Frame the cemetery



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

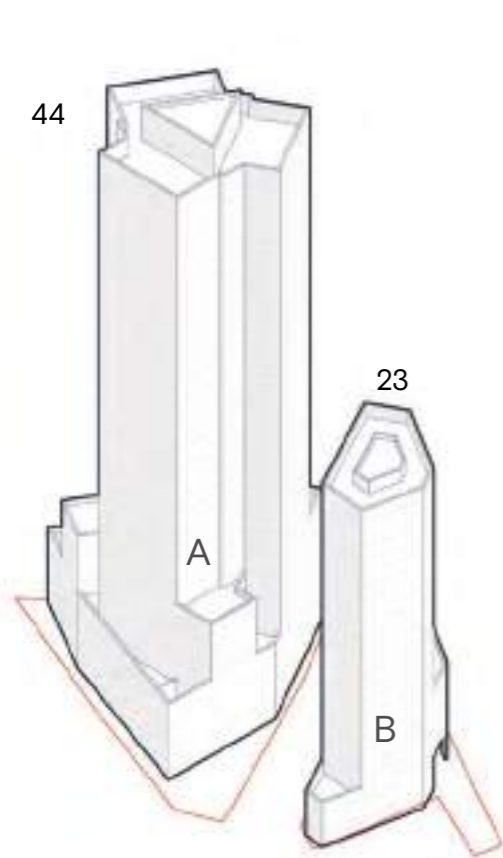


5. Indoor and outdoor amenity on multiple levels of the buildings

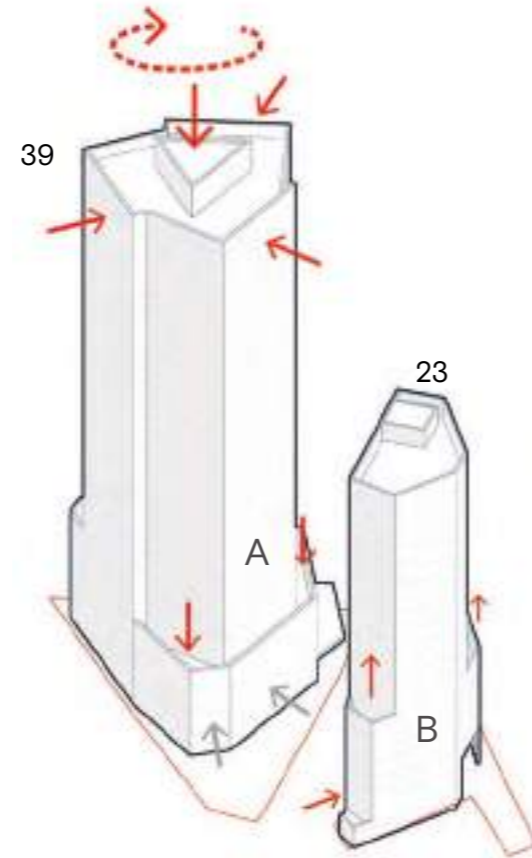


6. Exemplary design

Massing evolution

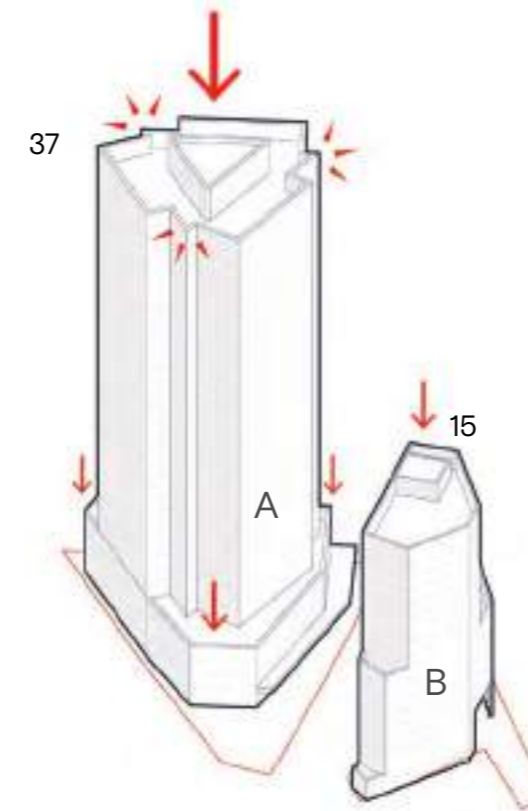


Massing pre-app 2 / Place Review Group / Community Review Group / Community Engagement



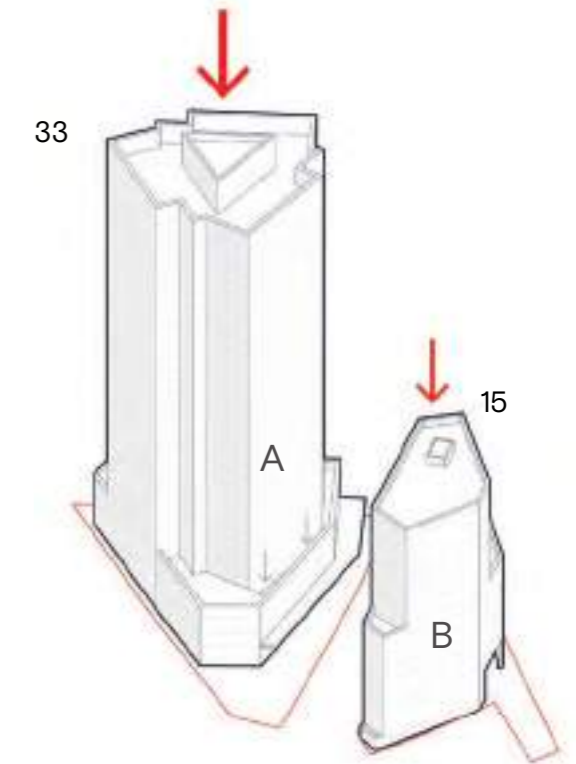
Massing pre-app 3

- Building A tower rotated to improve orientation of rooms and angle of western facade
- Building A plinth reduced in height and 'feet' removed
- Building A tower reduced in height and depth
- Building A tower and plinth set back from Park Royal Road
- Increased height of northern tip of Building B (residential building) to align with shoulder height



Place Review Group 2

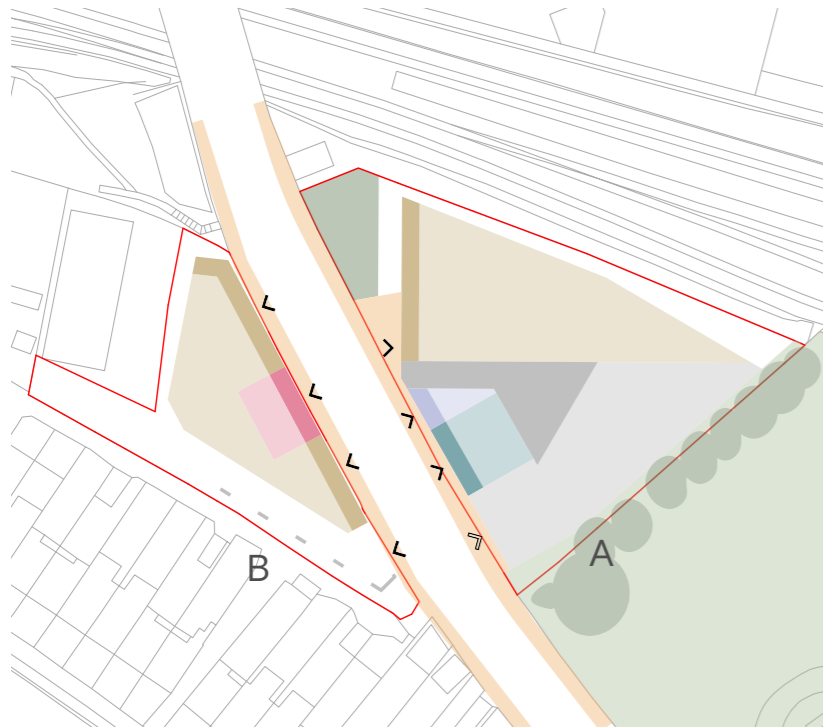
- Building A tower reduced in height
- Building A plinth reduced in height
- Added articulation to façades of tower
- Building B (residential building) reduced in height



Revised massing proposal

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

Layout evolution



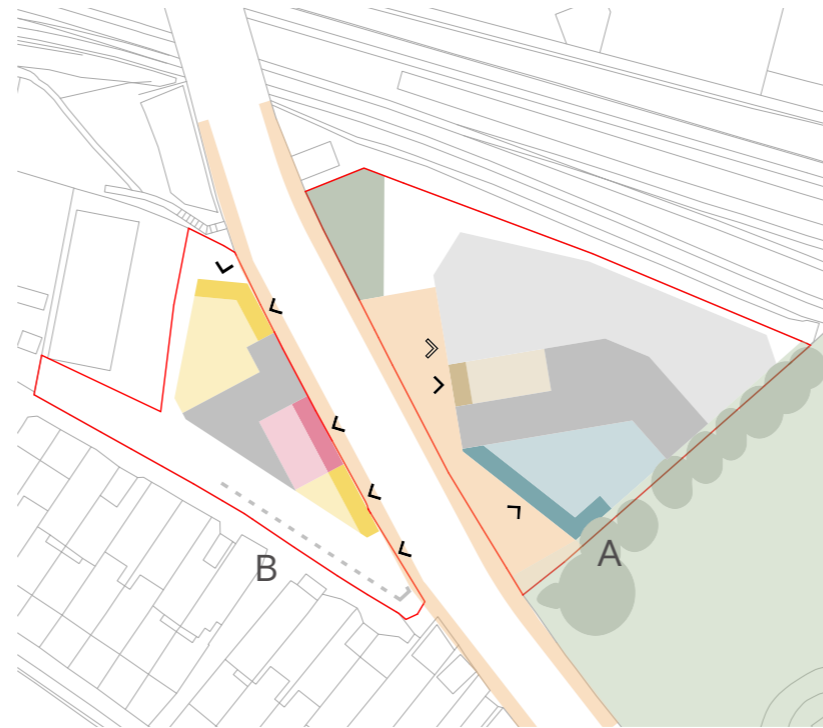
PPA 1

Building A

- Central student entrance
- Light industry to the north on upper ground and lower ground floor
- Internal service yard and access to the south

Building B

- Light industrial use on upper ground floor
- Central C3 residential entrance



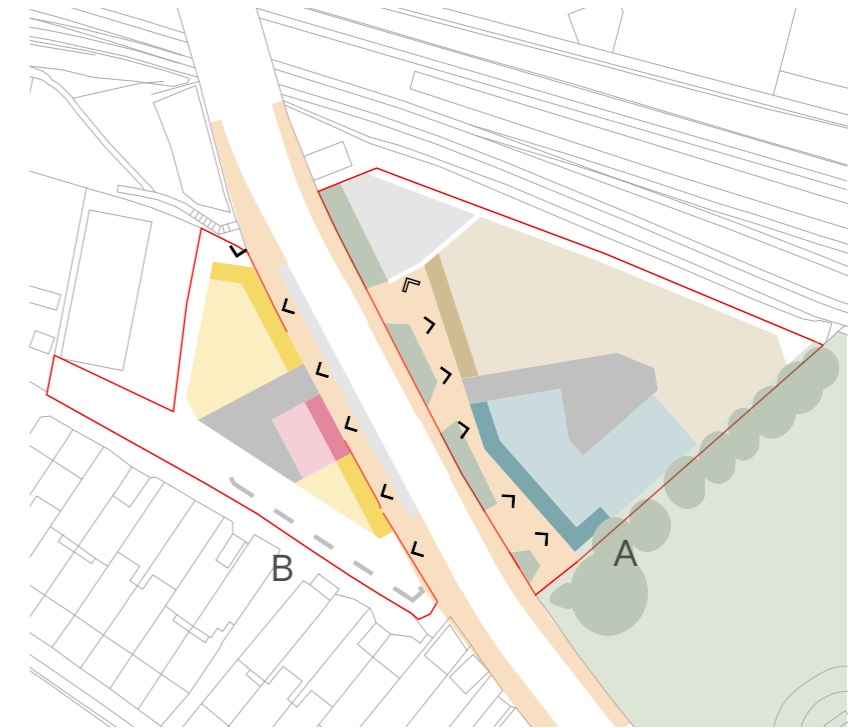
PPA 3

Building A

- Student entrance to the south
- Light industry to the north on first floor and lower ground floor
- Internal service yard and service access to the north

Building B

- Commercial frontages to north and south



Current

Building A

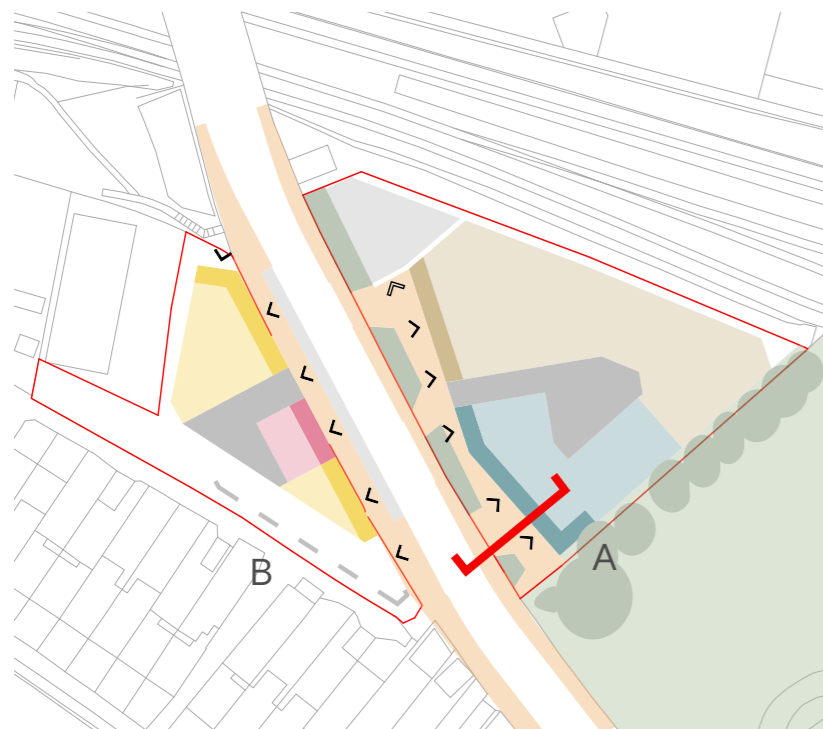
- Active frontages maximised
- (public realm)
- Light industry in the north on upper ground and lower ground floor with access to service yard
- External service yard in the north

- | | | | |
|--|-----------------------------|--|-----------------|
| | Main access points | | Servicing |
| | Servicing access | | Student amenity |
| | Public realm | | C3 Residential |
| | Circulation | | Offices |
| | E(g)(iii) -Light Industrial | | E-Commercial |

Active frontage building A

Building A

- Active frontages maximised
- Entrances and uses create activity in and passive surveillance of the public realm



Active frontages and uses

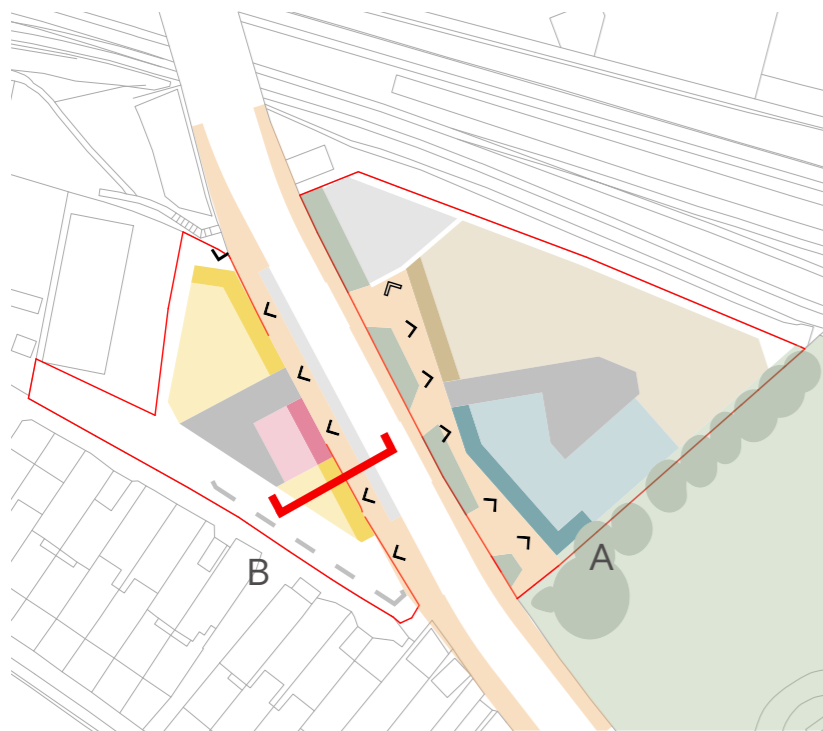


Building A - active frontage

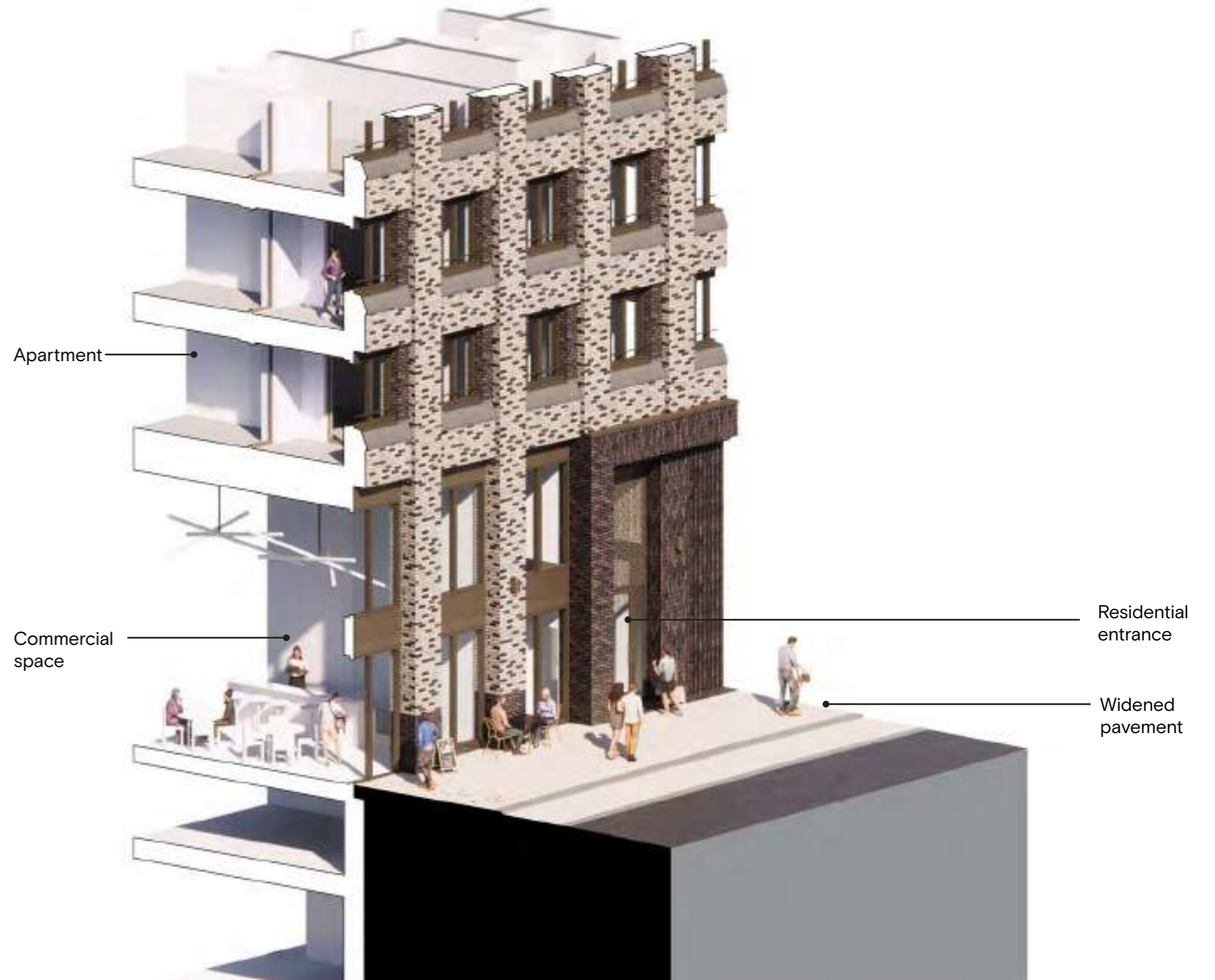
Active frontage building B

Building B

- Active frontages maximised
- Entrances and uses create activity in and passive surveillance of the public realm



Active frontages and uses



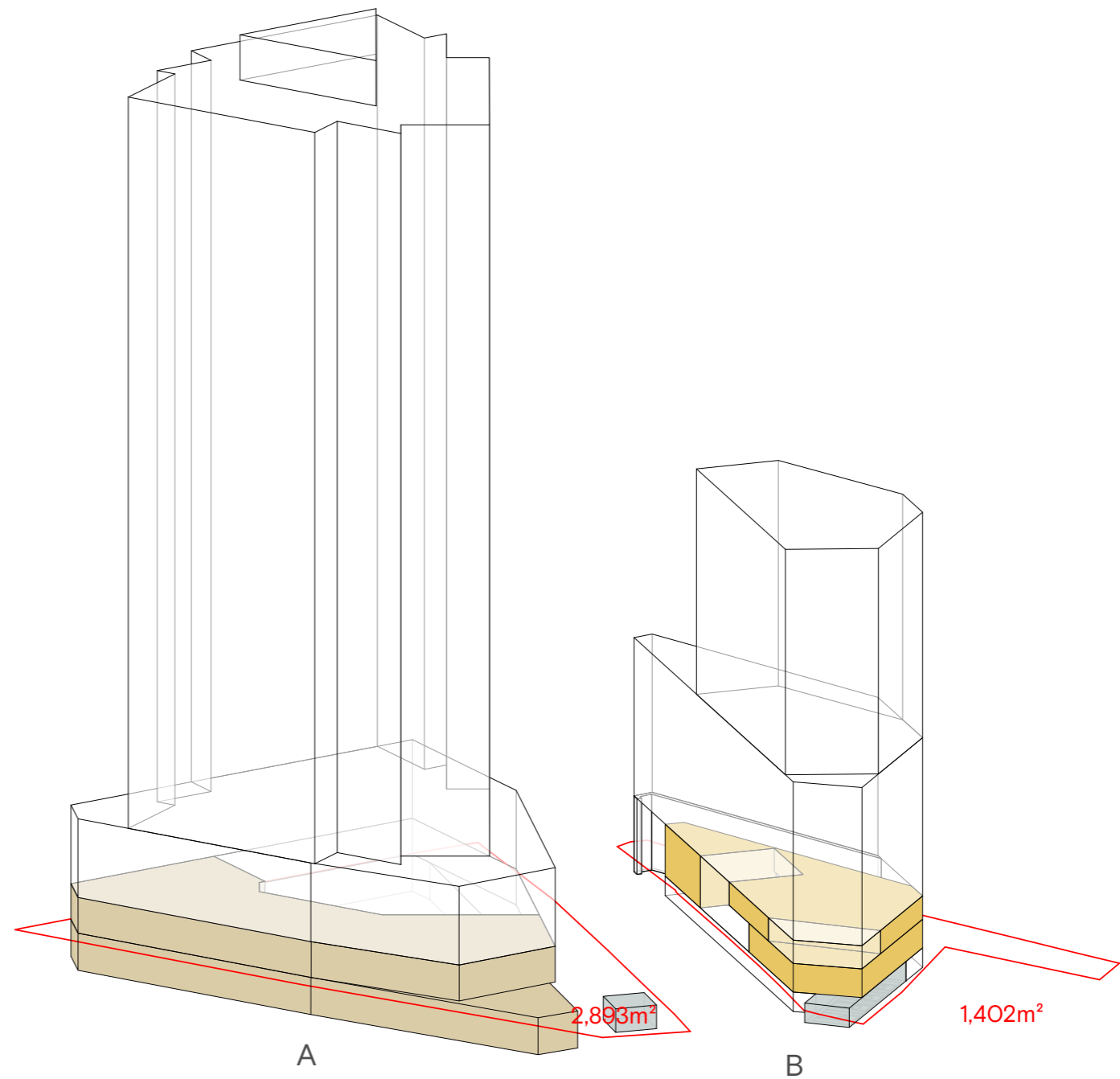
Building B - active frontage

Light industry and commercial uses

- Light industry on upper ground and lower ground floor - direct at grade access to 50% of the total floorspace, goods lift access to lower ground floor.
- External servicing
- Total Light industry GIA ca. 1,899 m² (target 1,880m²)
- Total commercial GIA 702m²
- Total commercial + light industry GIA 2,601m²
- Floor to ceiling height 4.0-4.2m



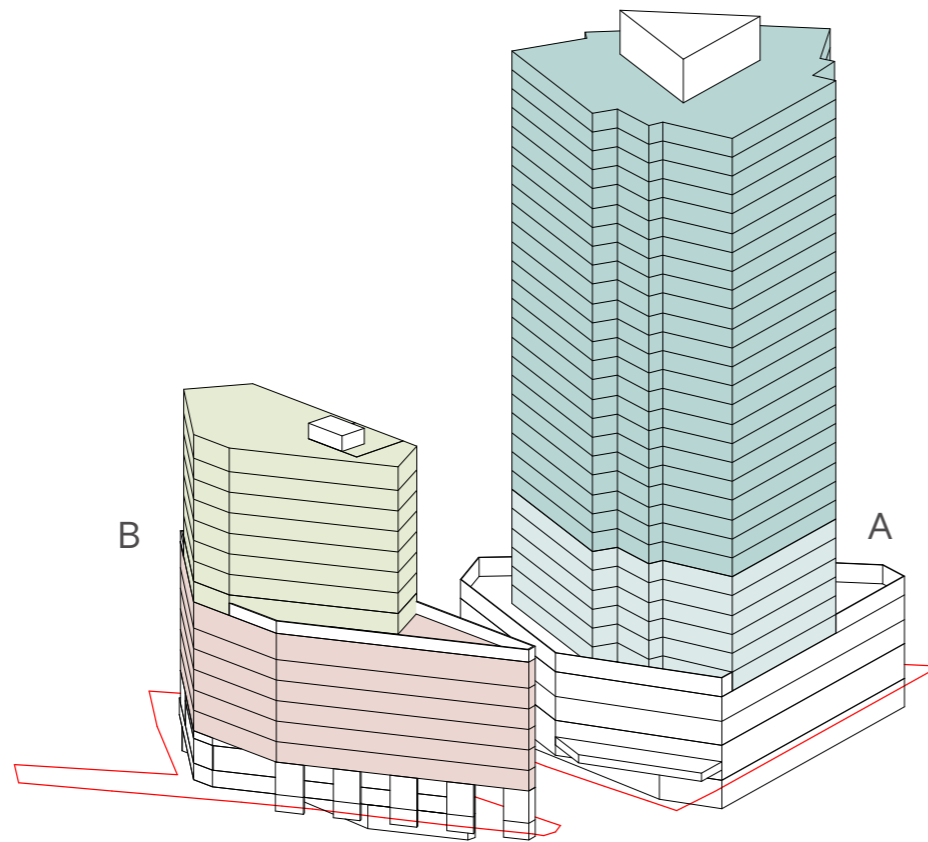
Section through industrial uses



- E-Commercial / Services
- E(g)(iii) -Light Industrial
- Servicing / parking

Residential and student accommodation

- Building B provides 89 affordable homes (use class C3)
- The remainder of the required 35% of the affordable habitable rooms are provided as affordable student accommodation in building A on the eastern site.



Axonometric showing uses

Key indicators:

- Affordable (by habitable room): 35%
- London Affordable Rent (by habitable room): 34% (of total Affordable)
- Family homes (3+ bedrooms) (by unit no.): 20% (of total residential homes)
- 79% of all residential homes are dual aspect

Student Accommodation (east site)	Number	%
Habitable Rooms	988	100%
Market Student Accommodation	815	82%
Affordable Student Accommodation	173	18%
C3 Accommodation (west site)	Number	%
Affordable Homes	89	100%
Habitable Rooms	266	100%
London Affordable Rent Habitable Rooms	150	56%
Intermediate SO Habitable Rooms	116	44%
<i>Family units (3+ Bedrooms)</i>	18	20%
Total Scheme (east and west sites)	Number	%
Habitable Rooms	1,254	100%
Affordable habitable rooms	439	35%
London Affordable Rent Habitable Rooms	150	34%

Accommodation schedule

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

Upper Ground floor plan

- Access to the student accommodation in building A is to the south to avoid the potential conflict with the service access to the industrial units
- Maximised active frontage with light industrial floorspace, with at grade access, to the north



Ground floor plan



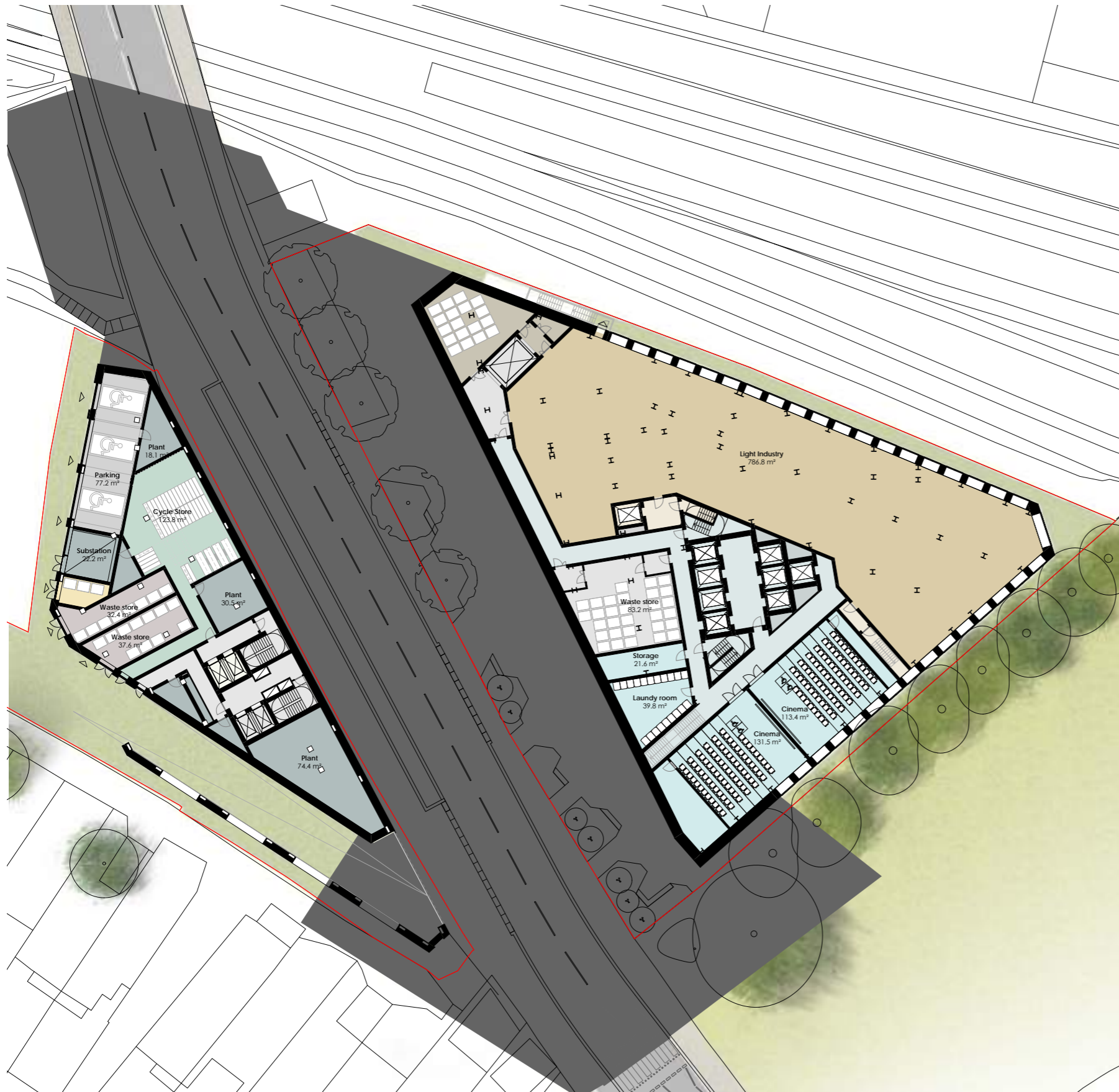
● Light industrial workspace



● Restaurant / co-working area next to entrance lobby

Lower ground floor plan

- Lower ground floor of building A occupied by light industrial use and cinemas / auditoriums for the student accommodation, and with opportunity for direct public access.
- Natural light in auditoriums
- Building B lower ground floor has residential cycle parking, accessible parking, plant space and the waste store



Lower ground floor plan

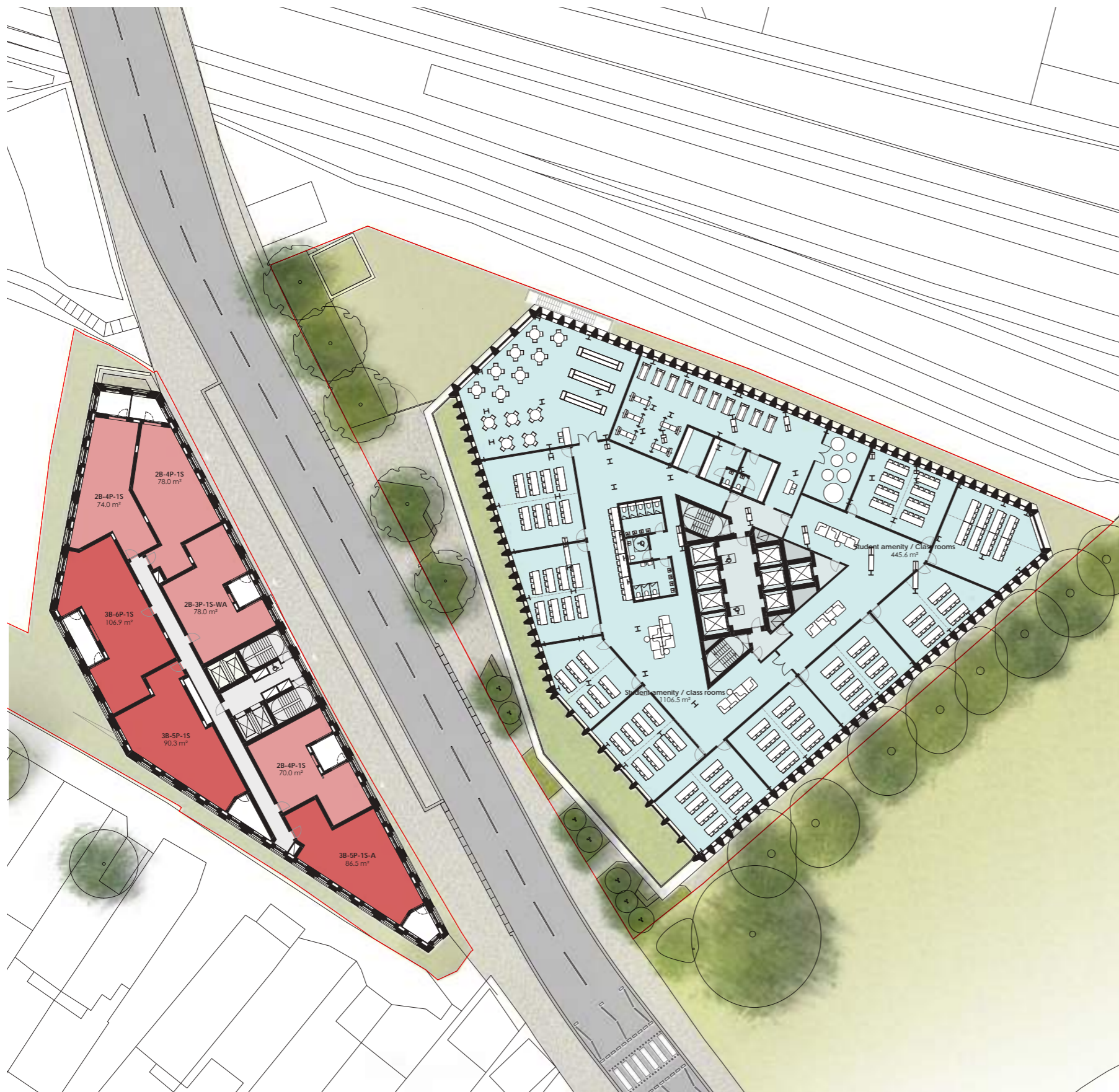


Cinema / Auditorium



Cycle storage

First floor plan



First floor plan

- The first floor of building A accommodates student study areas and classrooms, as well as a student amenities focussed on relaxation like a gym and break out spaces
- Building B accommodates homes in the affordable rent tenure

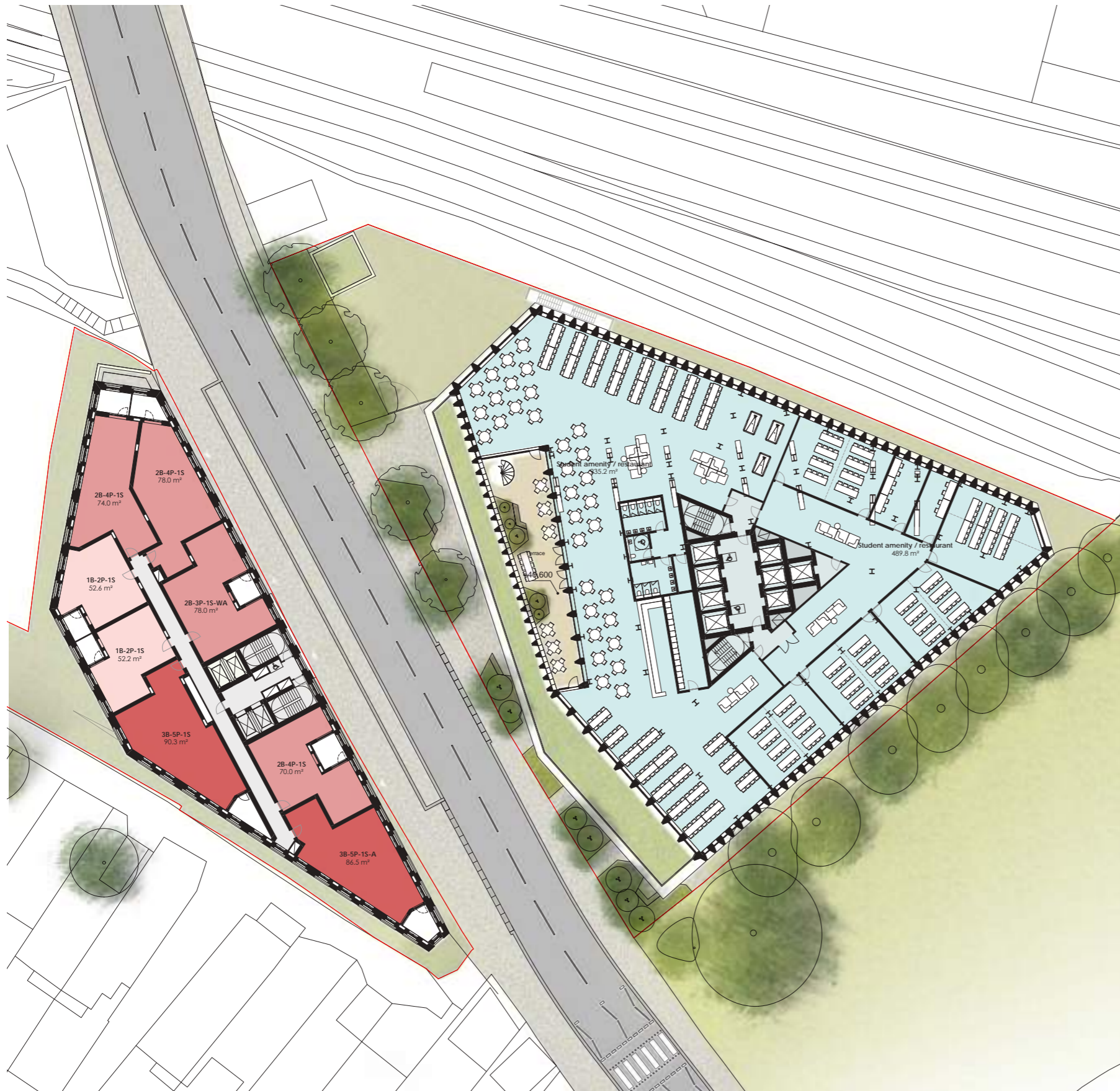


Classrooms / Meeting rooms



Gym

Second floor plan



Second floor plan

- The second floor of building A accommodates the restaurant serving the student accommodation and additional break-out spaces with access to external terraces, as well as student study areas and classrooms
- Building B accommodates homes in the affordable rent tenure



Restaurant



Breakout space / games

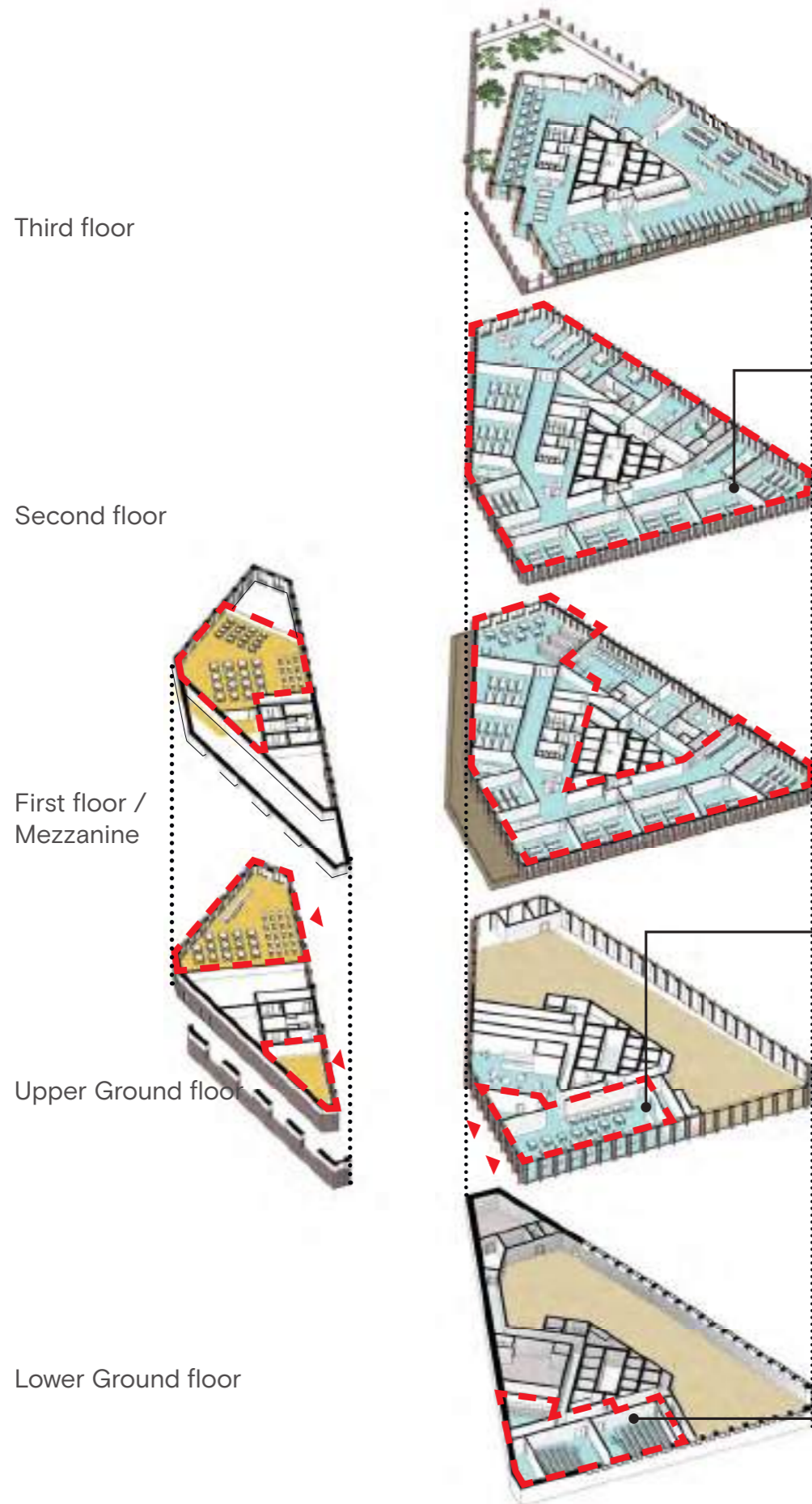
Third floor plan

- The third floor of building A is the first level of student accommodation
- It also gives access to three external communal terraces
- Building B accommodates homes in the affordable rent tenure



Third floor plan

Public / community access



Classrooms / Meeting rooms



Restaurant / Co-working



Cinema / Auditorium

- The buildings offer public access to several of the uses and facilities
- Next to the student reception area at ground floor level in building A are located: the cinema lobby as well as a cafe / co-working area, both accessible to the public
- The two cinema rooms at the lower ground floor level will be accessible to the public for use as a cinema for film nights, seminars and as an auditorium for teaching, lectures and public meetings
- The classrooms at first and second floor level will be capable of being used by business and residents for corporate, conferencing, and community events. Examples include activities like skills training, evening classes, and organised family events
- The ground floor and mezzanine of building B will provide commercial spaces like a cafe, co-working spaces, and a convenience store

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

Typical upper floor plan

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

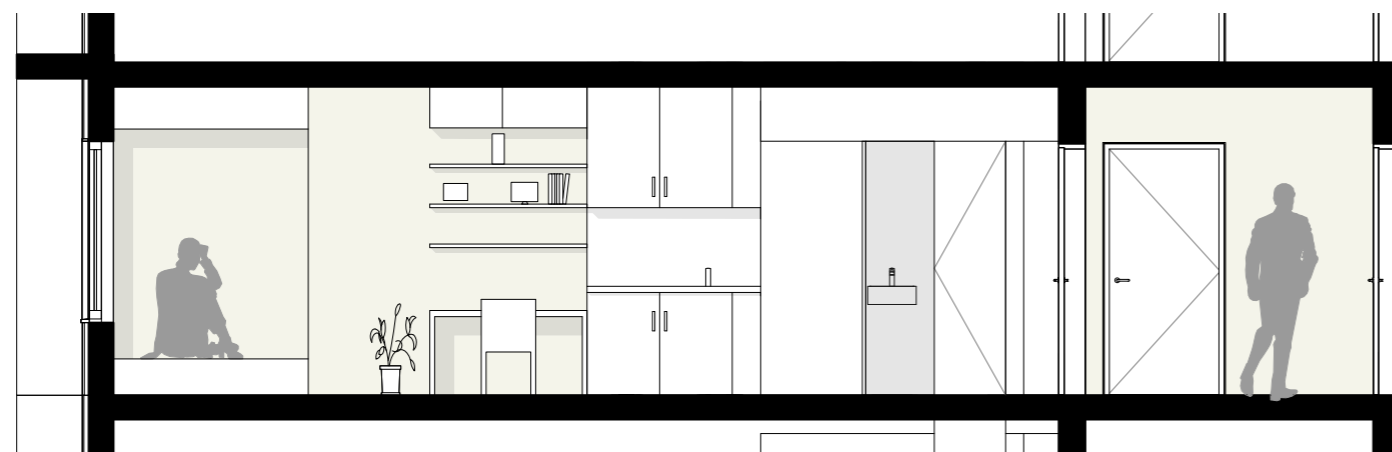


Typical tower level plan

- Studio
- Accessible studio

Studios

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



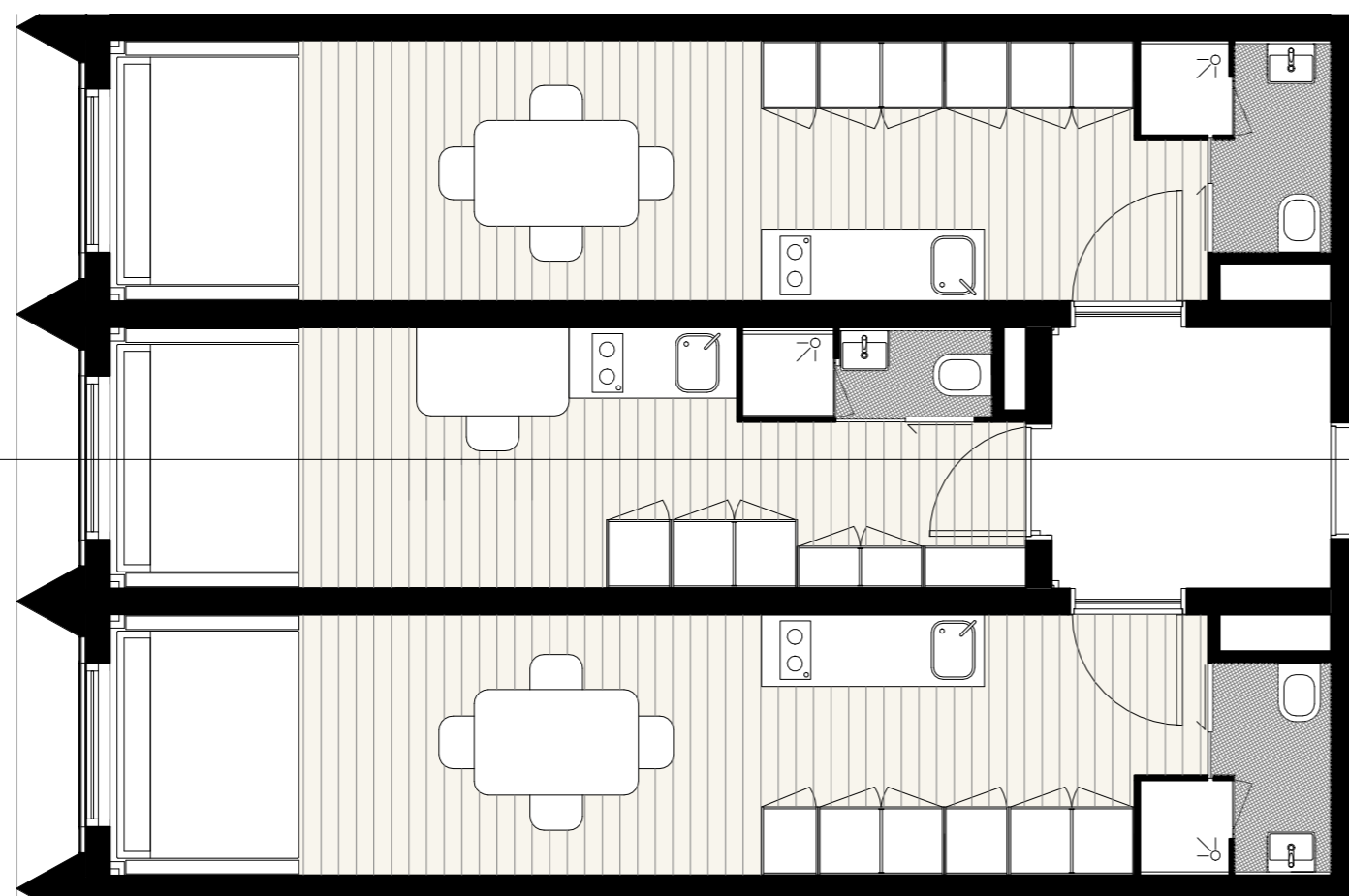
Section through studio



View of studio looking towards entrance



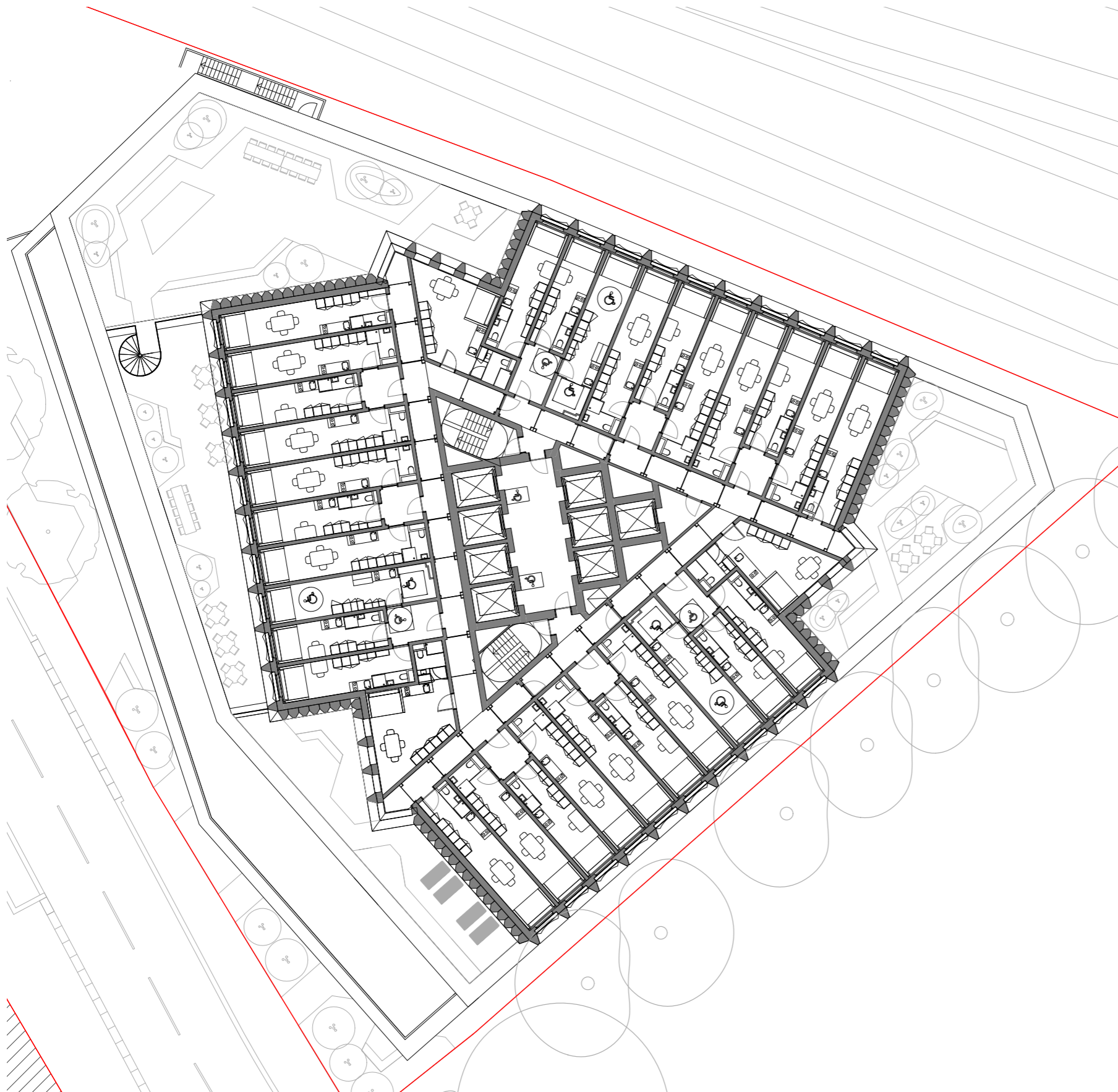
View of studio looking towards window



Typical unit consisting of three studios

Student Accommodation - Typical floorplate

- Generous circulation space in core
- Natural light in each corridor



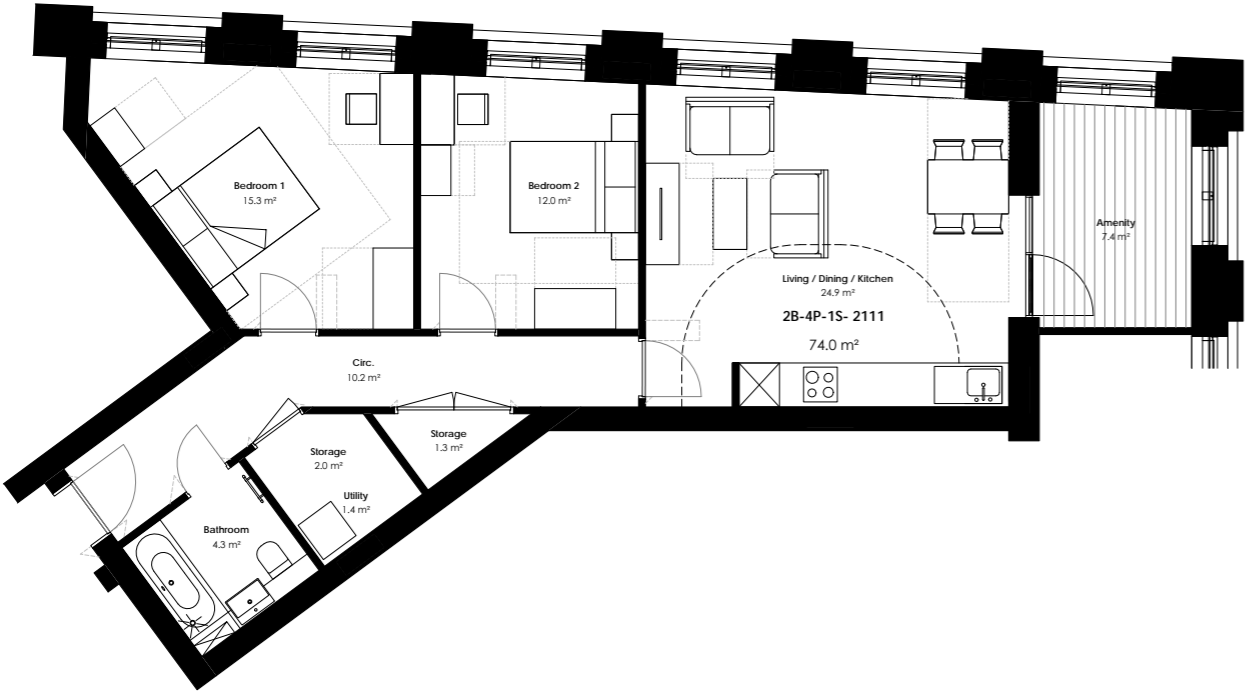
Typical Affordable Rent Level

- Two means of escape, core design to BS9991
- All amenity spaces provided as inset wintergardens
- Dual aspect units maximised

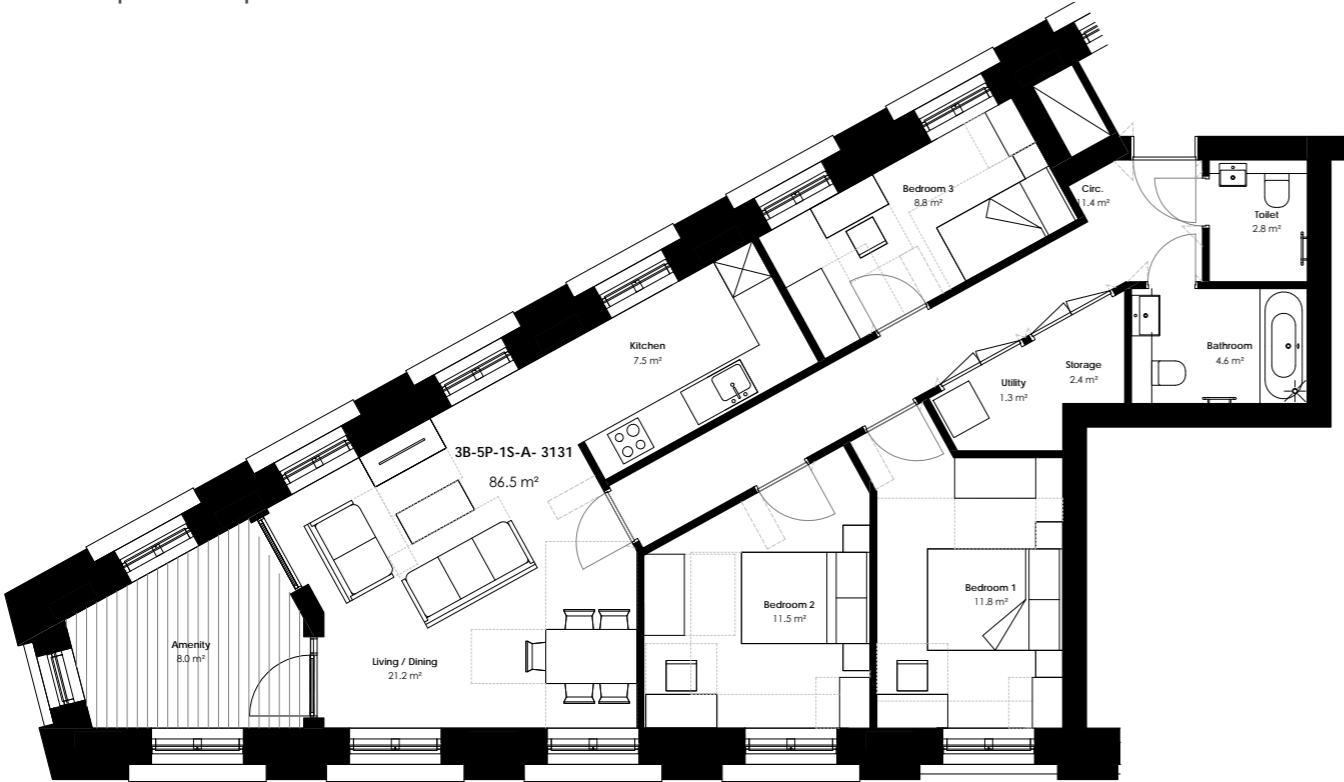


Typical Affordable Rent unit plans

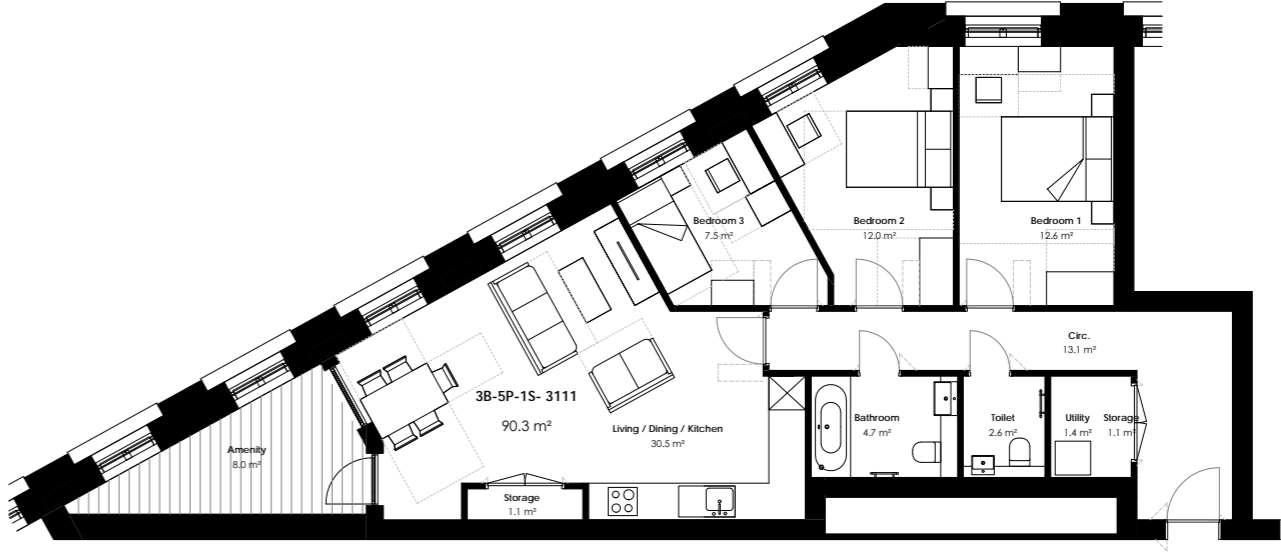
- Bathrooms and storage to darkest areas of the plan
- Partitions perpendicular to the facades
- Angles give character to the living spaces
- Acute angles receive amenity spaces allowing all rooms to have windows on the facade



2 bed 4 person apartment



3 bed 5 person apartment with potential for separable kitchen



3 bed 5 person apartment

Typical Affordable Intermediate Level

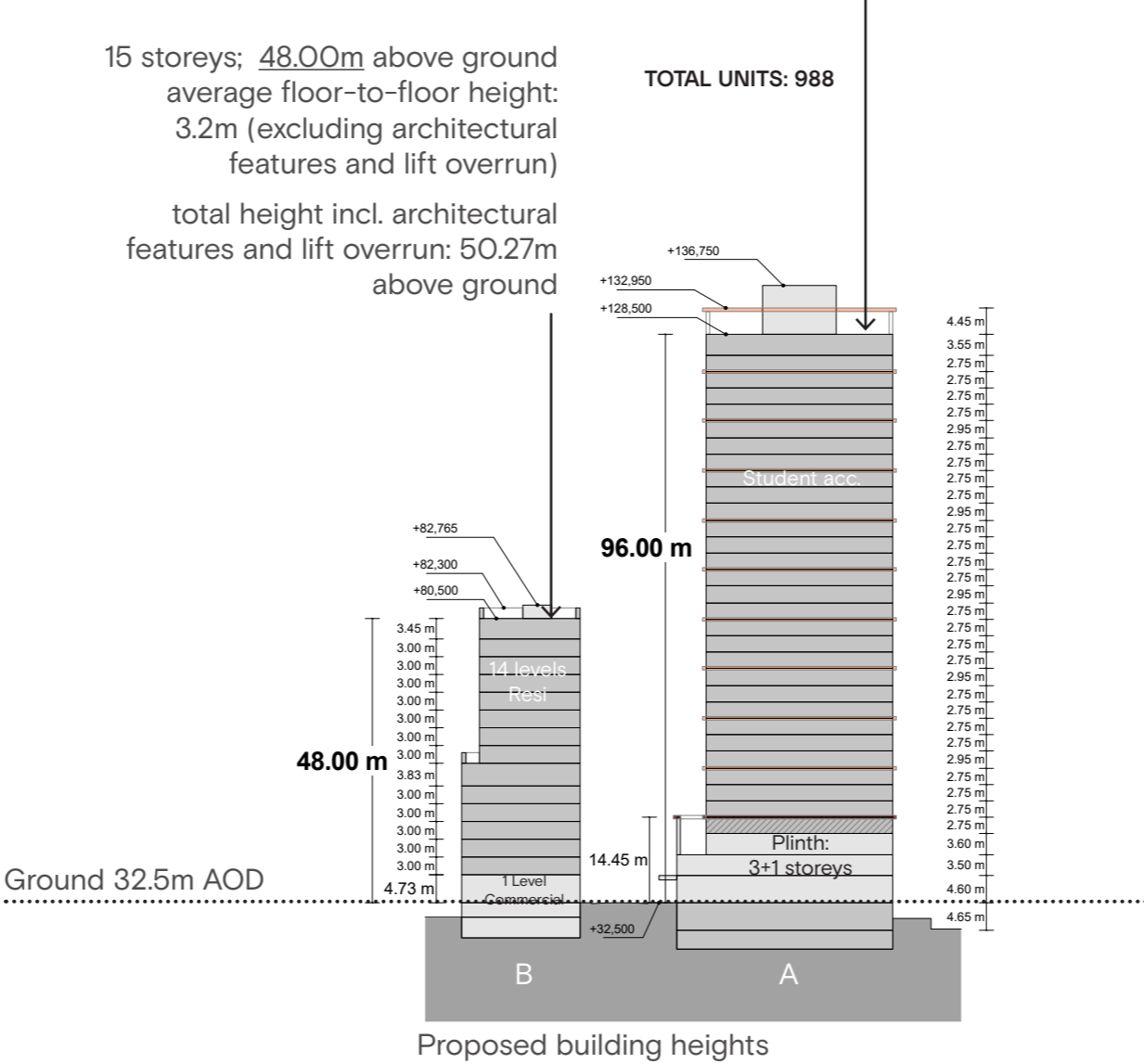


- Two means of escape, core design to BS9991
- All amenity spaces provided as inset wintergardens
- Dual aspect units maximised

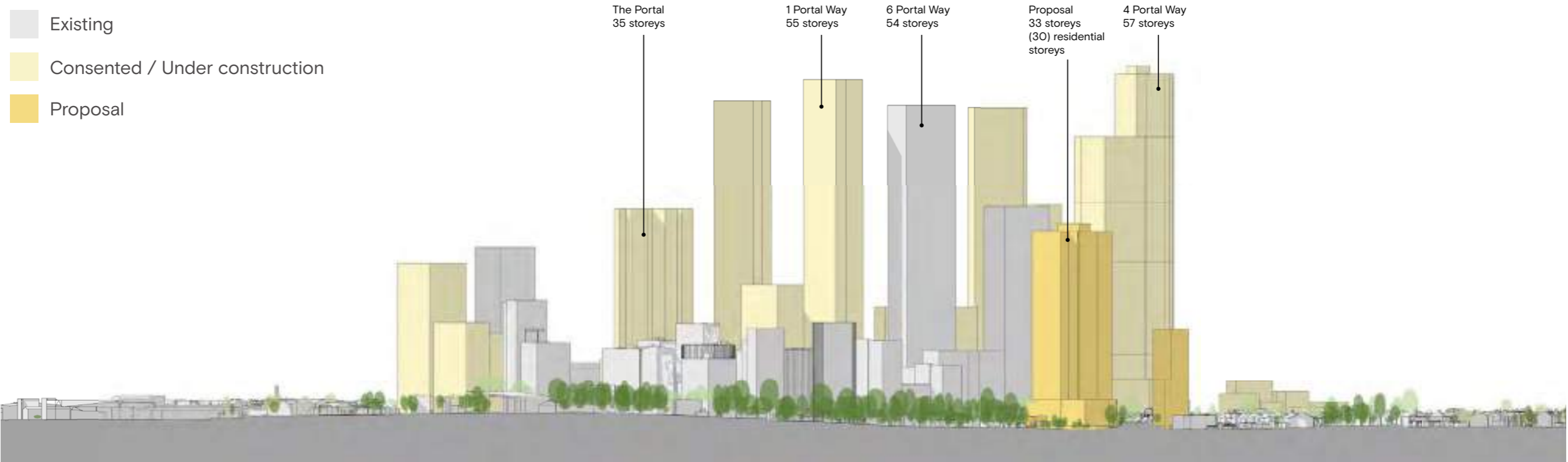
Proposed building heights

33 storeys; 96.00m above ground
 average floor-to-floor height: 2.91m
 = 30 storeys with average floor-to-floor height at 3.2m (excluding architectural features and lift overrun)
 total height incl. architectural features and lift overrun: 104.25m above ground

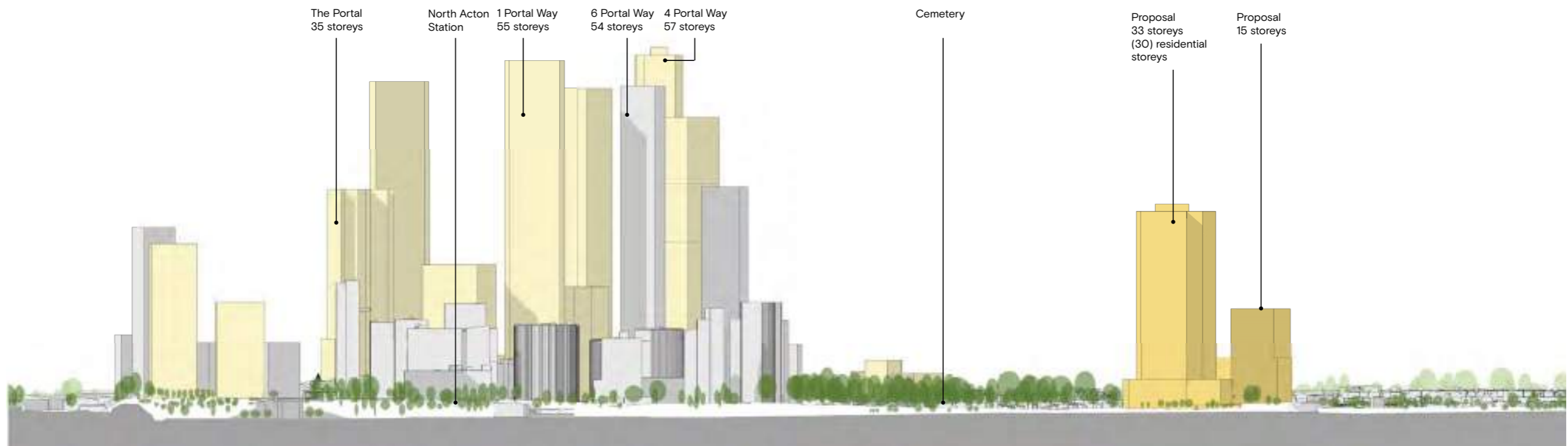
15 storeys; 48.00m above ground
 average floor-to-floor height: 3.2m (excluding architectural features and lift overrun)
 total height incl. architectural features and lift overrun: 50.27m above ground



Relationship with emerging context

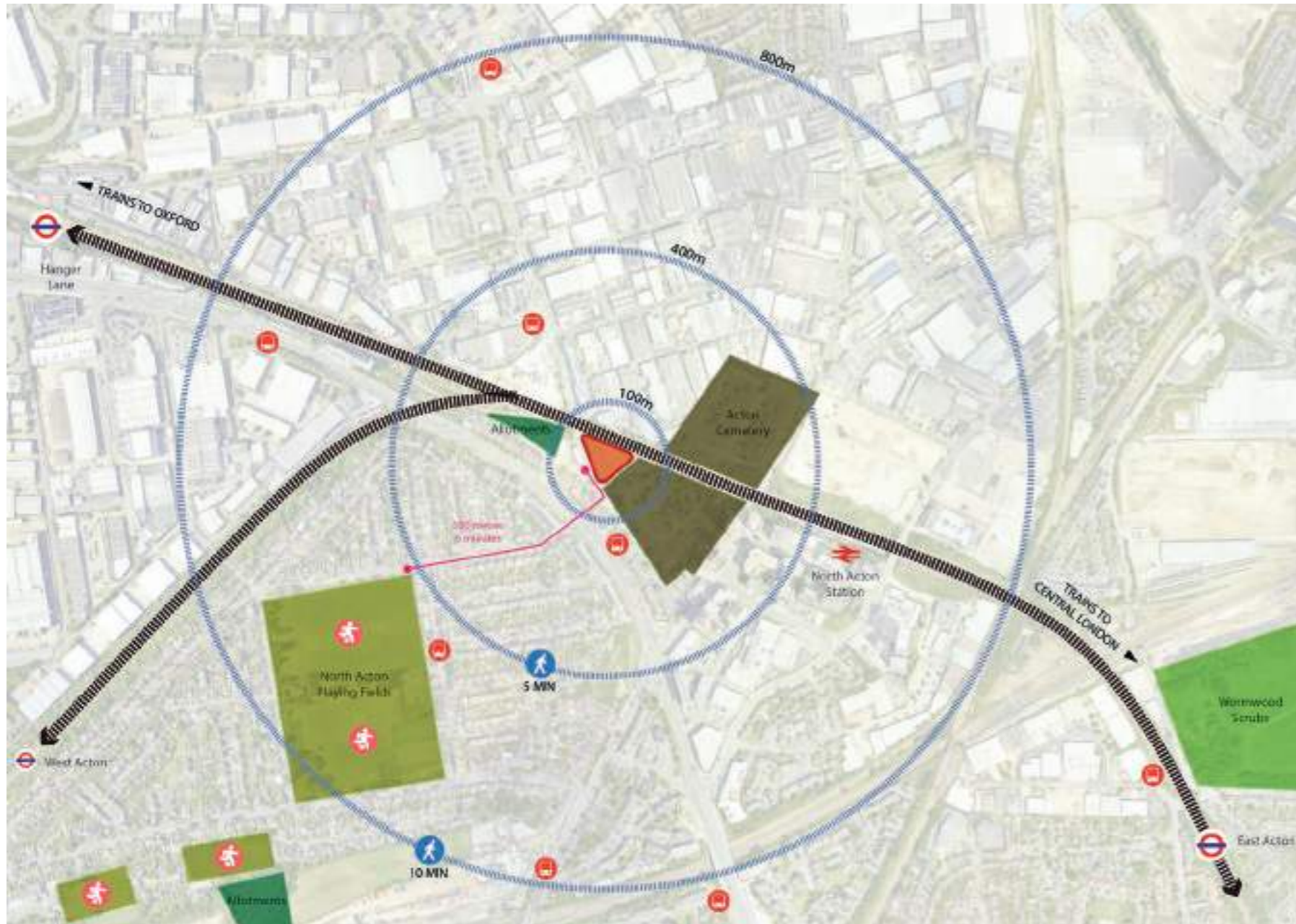


North-west elevation of proposal in context with North Acton cluster of emerging buildings in the background



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

Context – connectivity – Open spaces



- The Development benefits from good connections with the public transport network and ensures convenient journeys in terms of route and frequency to local destinations and the wider context of London.
- Multiple bus routes provide convenient links to local neighbourhood destinations.
- A range of local open spaces are situated within 5-10 minutes walking distance from the Site.
- North Acton Playing fields offer a range of activities such as tennis courts, football and sports pitches, an outdoor fitness area, a playground and informal recreation areas.

Diagram illustrating proximity to local open spaces and public transport links within the wider setting

Landscape Masterplan



Illustrative Landscape Masterplan

The proposal for the landscape development aspires to create a distinctive and active space for Acton.

Central to the proposal is the creation of a new flexible public plaza, that will serve as a gateway to the new development, as well as provide a space for circulation, relaxation and enjoyment by visitors and residents alike.

Active frontages at ground level animate the plaza and the public realm layout, materiality and facilities serve to enhance the area as a functional space and a destination.

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 O-4 years old play space
8. BioSOLAR green roof

Public Realm - Mood Images



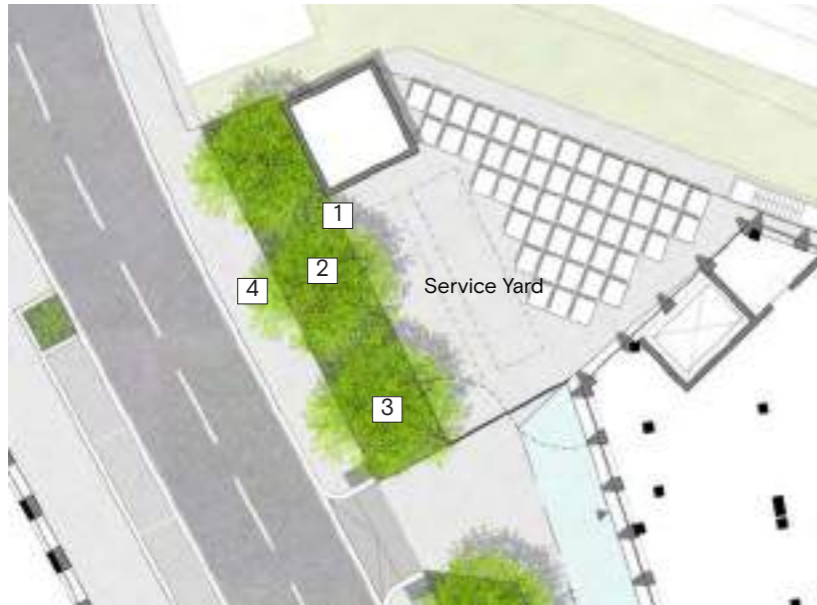
Public Realm - Plan



- 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.

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

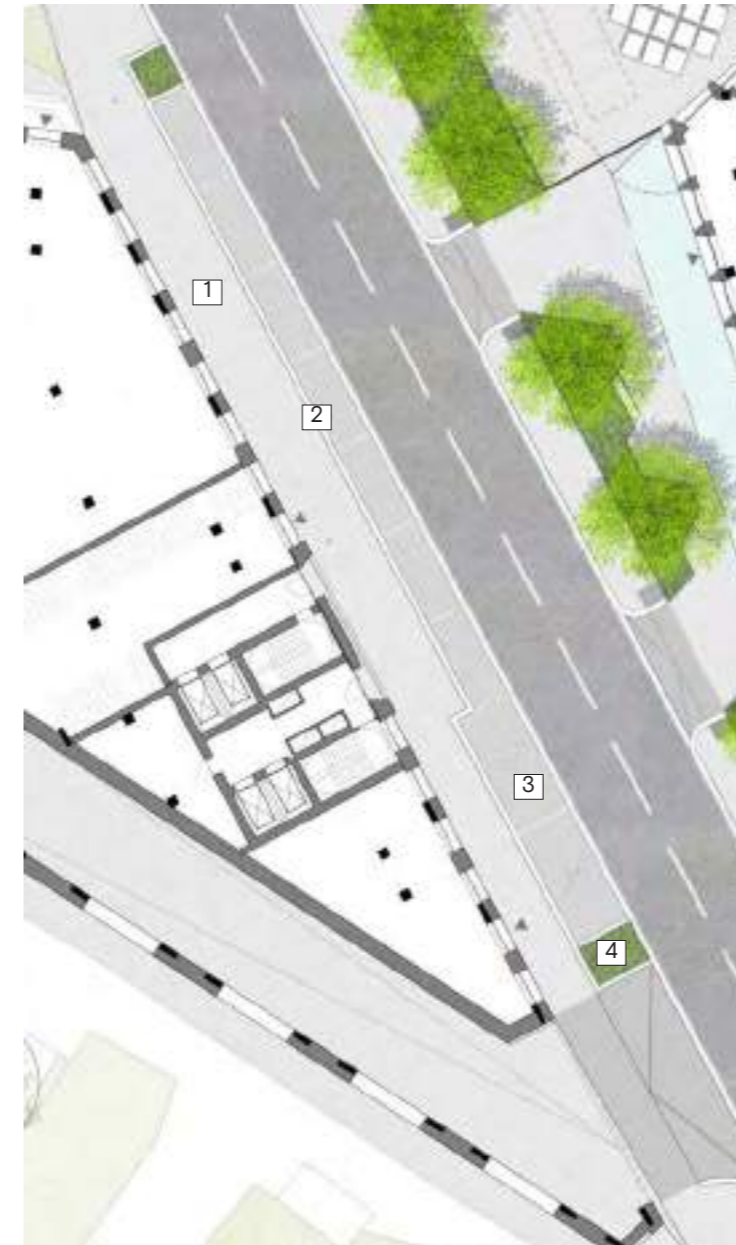
Building A



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



Terrace Landscape - Building A

Communal roof terraces are located on the levels 2 and 3. The spaces are linear in nature, therefore are subdivided into different rooms each having a different function. Raised planters with multi-stem trees define these rooms and contribute to the micro-climate along with subtle wind mitigation.



- 1. Raised planter with seating edge
- 2. Multi-stem trees
- 3. Outdoor dining area
- 4. Outdoor study/ social area
- 5. Sun lounge area
- 6. Flexible open space
- 7. Pocket garden



Plans illustrating the communal terrace landscape of Block A

Terrace Landscape - Building B

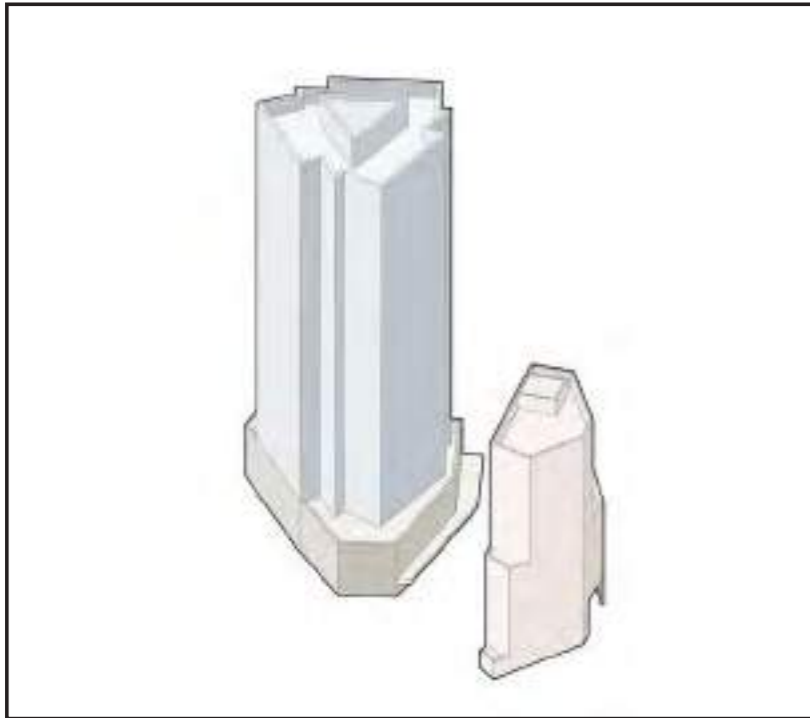
Level 7 roof terrace combines play space for the age group 0-4 years, several seating areas as well as a pocket garden space at the southern end to equally attract children and adults.



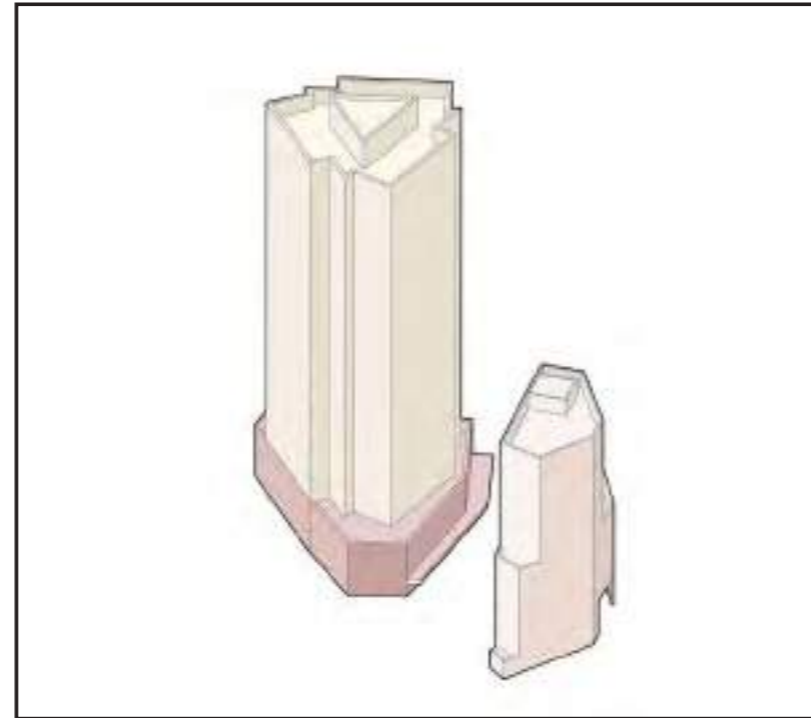
- 1. Raised planter with seating edge
- 2. Multi-stem trees
- 3. Covered play space
- 4. Sensory garden
- 5. Sculptural play feature
- 6. Multi-functional seating platform



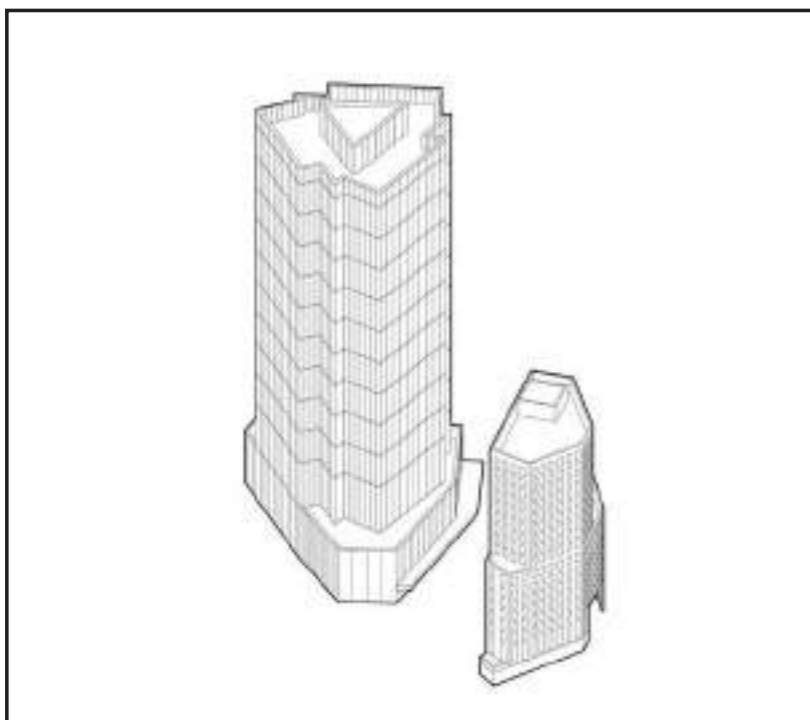
Facade Strategy



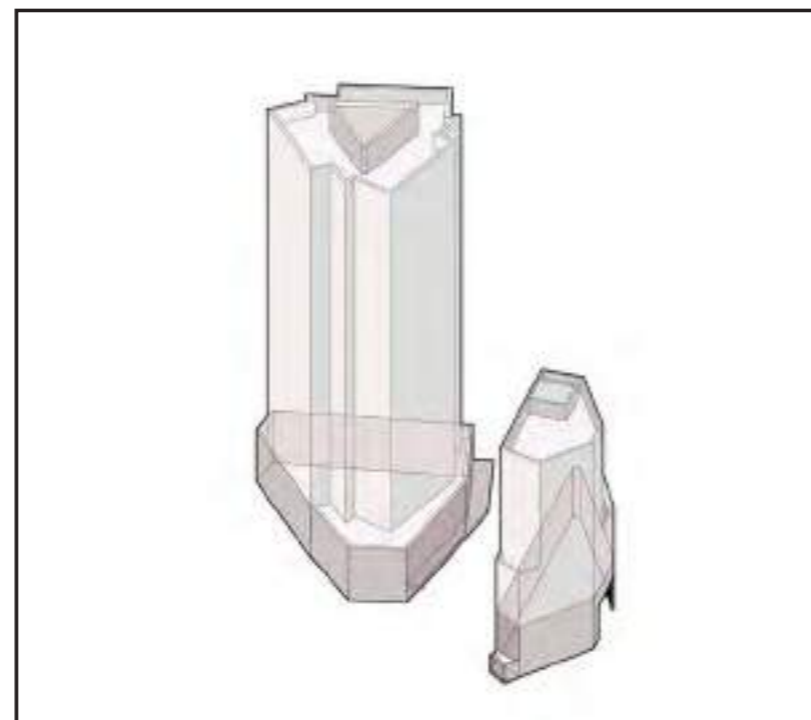
Expression of use



Materials



Tectonic and modulation



Hierarchy and level of detail

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

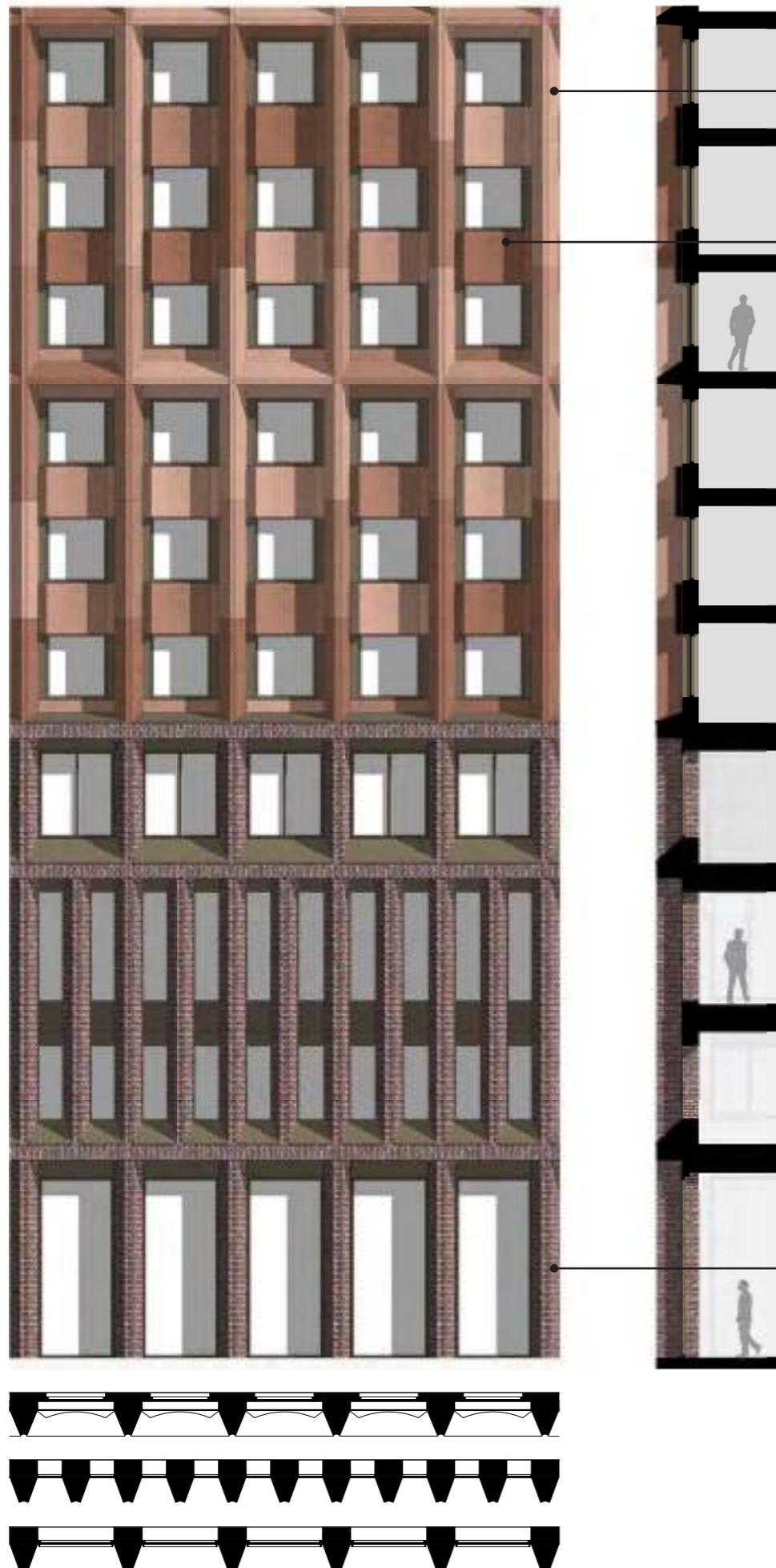
Bay Study - Student Accommodation

Typical student accommodation levels

Restaurant level

Amenity / Classroom levels

Entrance / lobby level



Metal fins

Articulated metal spandrel panel

Brick



Metal fins



Brick piers

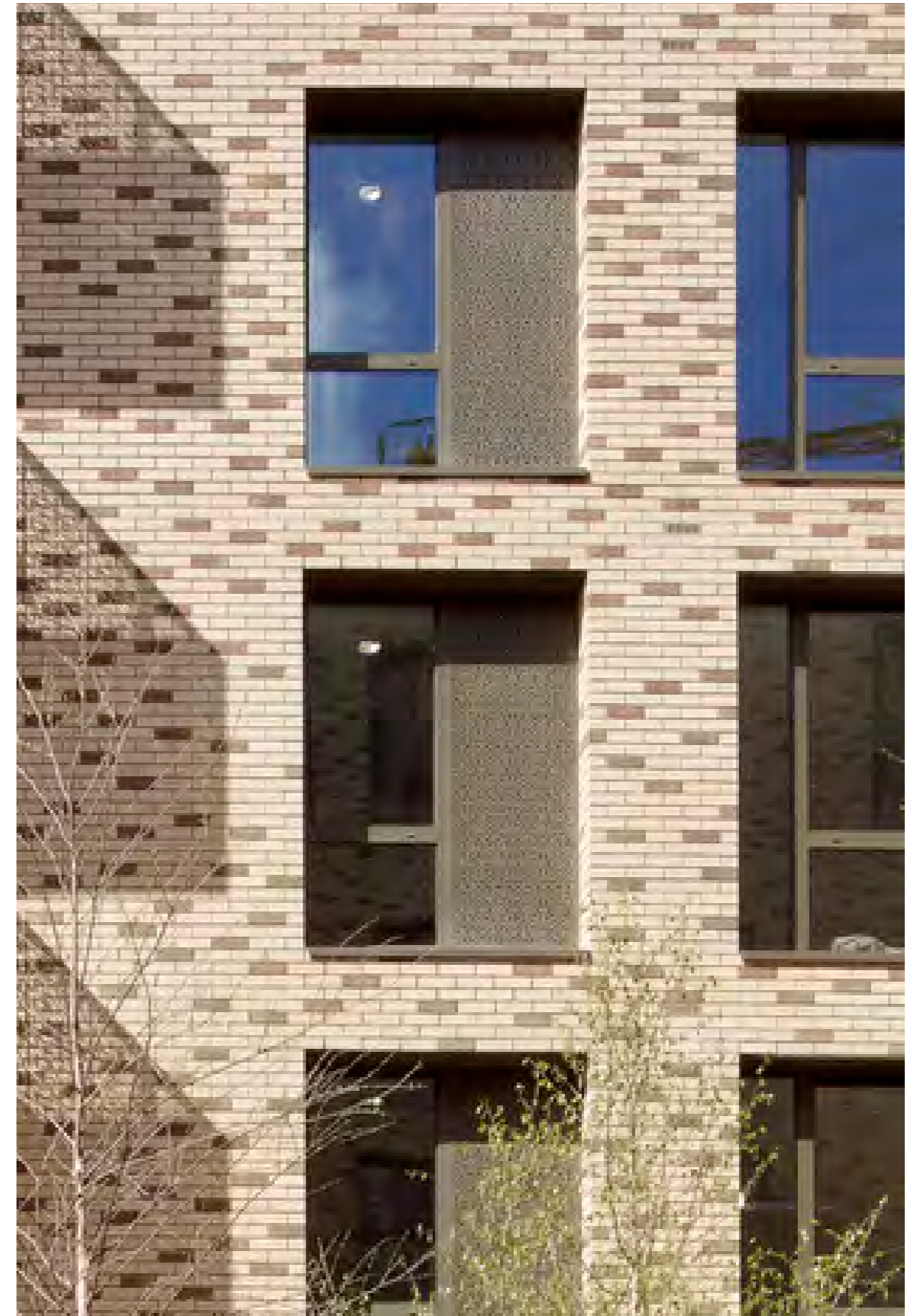
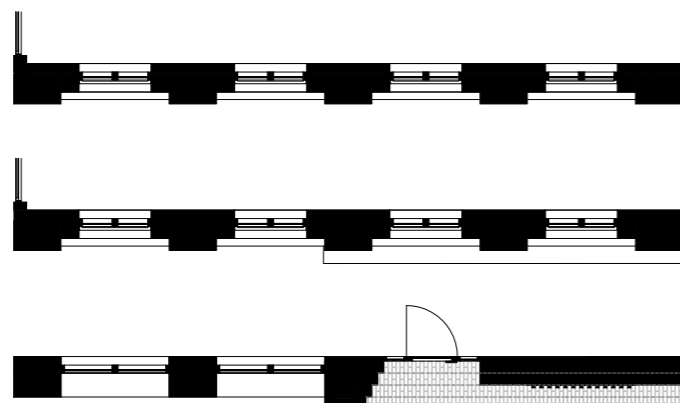
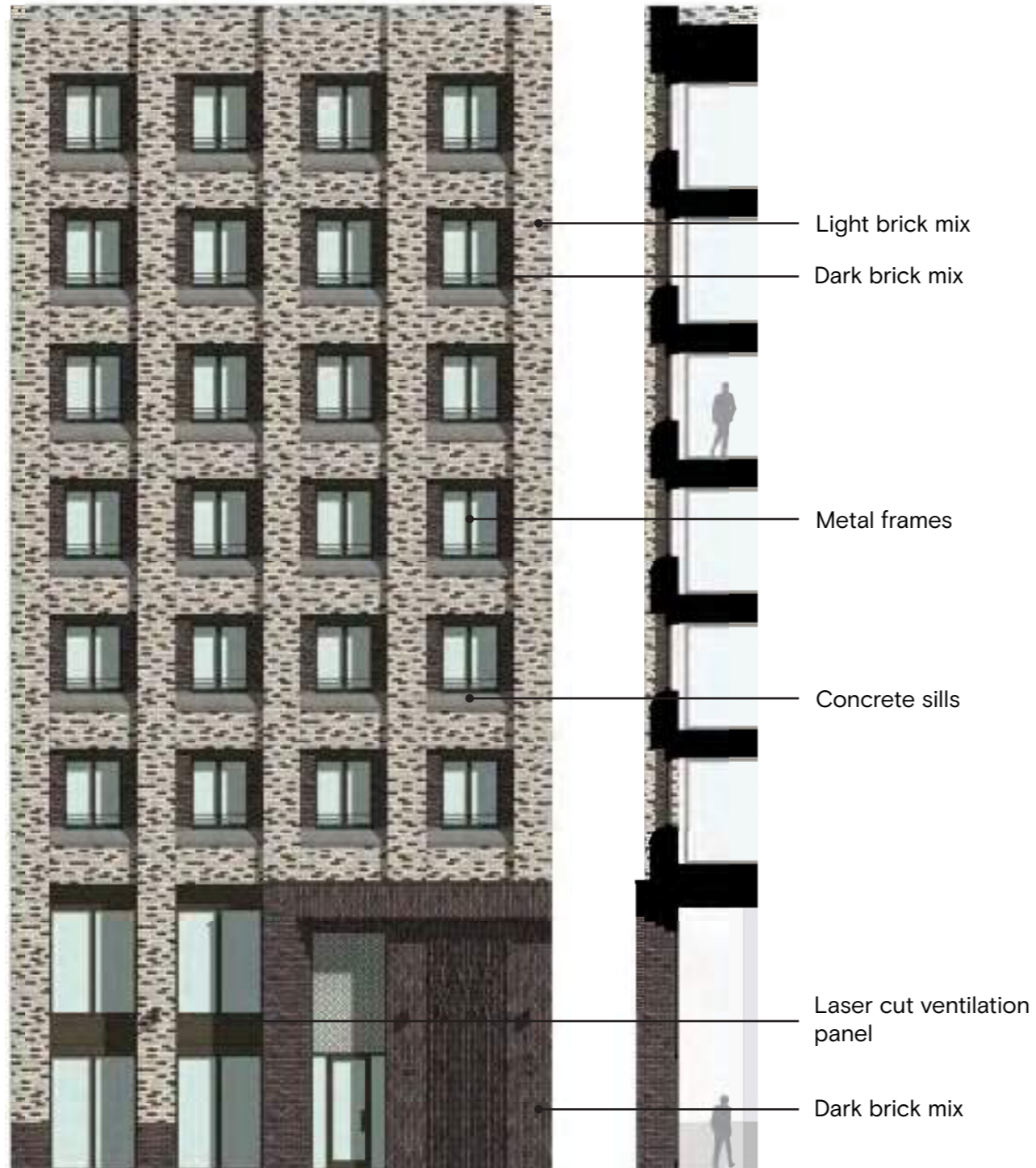
Bay Study - Residential Building

Residential terrace level

Typical residential levels

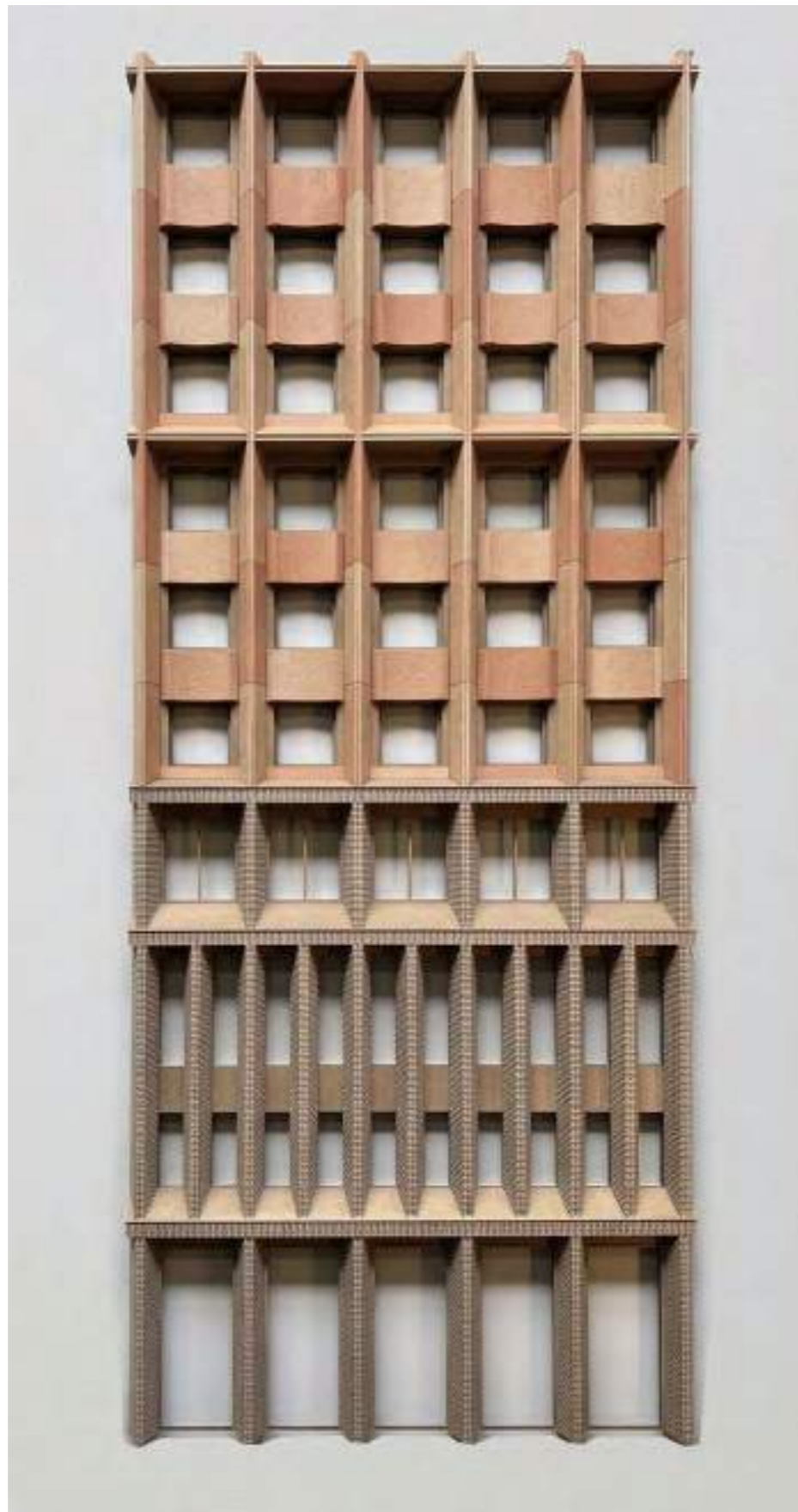
Commercial mezzanine level

Entrance / lobby / commercial level



Light brick mix / Metal frames

Bay Study Models



Building A



Building B

View from Park Royal Road



View from Park Royal Road looking north



View of Playspace Terrace



View from Park Royal Road looking south



- A **'campus' style student accommodation building** on the east site operated by the Stay Club and Stay Campus, incorporating **extensive ancillary facilities suitable for public access, including to meeting rooms, a cinema/auditorium** (with potential for direct street level access as a commercial cinema), and **other flexible spaces**.
- Within the student accommodation building, **classroom space suitable for a programme of educational and skills training for delivery by the Stay Campus** with potential for a formal partnership with the OPDC Education and Skills Programme.
- A **wholly affordable residential (C3) offer in the west site building**, ensuring that the 35% London Plan affordable target is met across the scheme (including taking into account the student use), with policy compliant split of London Affordable Rent and intermediate products, including an element of student affordable.
- **Commercial uses on the west site (e.g. shop, café), providing active frontages**, and public access to amenities for the local community.
- **Substantial public realm improvements** to either side of Park Royal Road, delivering improved footways, short stay cycle parking and urban greening.
- Opportunities for **wider strategic transport improvements** including to footways, and the cycle network.
- Creation of a **significant number of jobs during the construction period (562 FTE)**.
- Creation of a **diverse range of operational jobs estimated to comprise 105 FTE positions** across a range of sectors including industrial, office, and hospitality.
- A **new population for the local area**, with student residents alone forecast to spend an additional £7.5m per annum on living costs.