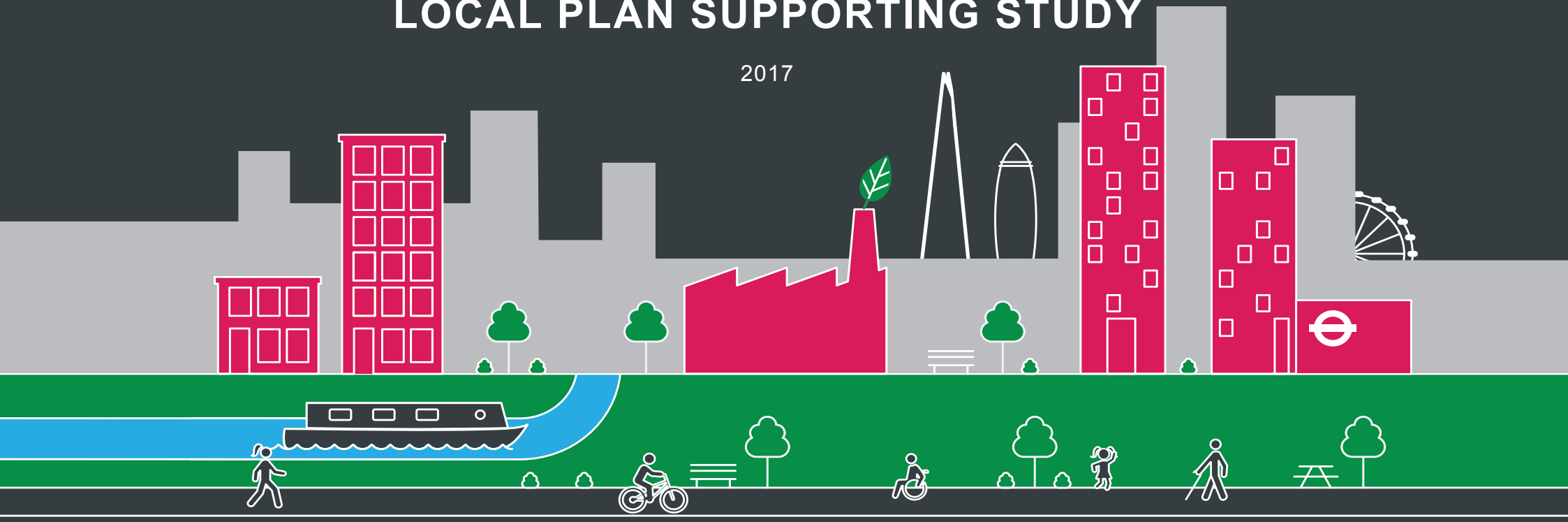
OPDC
OLD OAK AND PARK ROYAL DEVELOPMENT CORPORATION

Victoria Road and Old Oak Lane Development Framework Principles

LOCAL PLAN SUPPORTING STUDY

2017



MAYOR OF LONDON

45. Victoria Road and Old Oak Lane Development Framework Principles

Document Title	Victoria Road and Old Oak Lane Development Framework Principles
Lead Author	Hawkins Brown and We Made That
Purpose of the Study	To provide a local vision and detailed guidance specific to the Old Oak Lane and Old Oak Common Lane and North Acton and Acton Wells places.
Key outputs	Identifies a series of principles and site specific guidance for: • Land uses • Public realm and connections • Publicly accessible open spaces and green infrastructure • Mitigating impacts of High Speed 2 construction activities • Local character and heritage • Development capacity • Indicative building heights and massing
Key recommendations	• Manage the transition between Old Oak and Park Royal by coordinating the mix of uses, built form and different character of the two areas. • Support the functioning of Strategic Industrial Locations (SIL). • Deliver mixed-use development in areas outside of SIL to support the local economy and deliver housing. • Focus active retail, social infrastructure, community and leisure uses in clusters around stations and town centres. • Retain and enhance existing residential areas. • Working positively and proactively with High Speed 2 Limited to address impacts on the public realm, open spaces, movement and residential amenity. • Support north-south movement along Victoria Road and Old Oak Lane through improvements to walking and cycling routes and the carriageway that mitigate impacts during the construction of High Speed 2 and in the longer-term. • Deliver a well-defined street with generous footpaths, segregated cycle lanes on main routes and positive and active frontages across the area. • Coordinate public realm enhancements to North Acton; • Deliver new walking and cycling focused streets in new neighbourhoods. • Deliver a network of multifunctional green infrastructure comprising of new publicly accessible open and street greening. • Conserve and enhance the local character, specifically Old Park Royal, the residential, industrial and canalside character and the Grand Union Canal Conservation Area.

Key recommendations	• Deliver a high quality built environment that responds to the surrounding sensitive locations and supports local legibility by delivering a range of building heights to provide: • Increased height around stations, in town centres and along railways in appropriate locations; • south of the Grand Union Canal, generally 8-10 storey heights onto Scrubs Lane with lower heights adjacent to Little Wormwood Scrubs; • lower heights adjacent to sensitive locations of existing residential neighbourhoods, open spaces and the Grand Union Canal Conservation Area
Relations to other studies	Outputs cross-relate to Public Realm, Walking and Cycling Strategy, Heritage Strategy, Character Study, Environmental Standards Study, Integrated Water Management Strategy, Future Employment Growth Sectors Study and Infrastructure Delivery Plan.
Relevant Local Plan Policies and Chapters	• Policy P7 (North Acton and Acton Wells), P8 (Old Oak Lane & Old Oak Common Lane) and P9 (Channel Gate)

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Victoria Road and Old Oak Lane Development Framework

Draft Framework Principles

April 2017

Hawkins\
Brown

Victoria Road and Old Oak Lane Development Framework
Framework Principles Document

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1	3 NOV 2016	Draft Report
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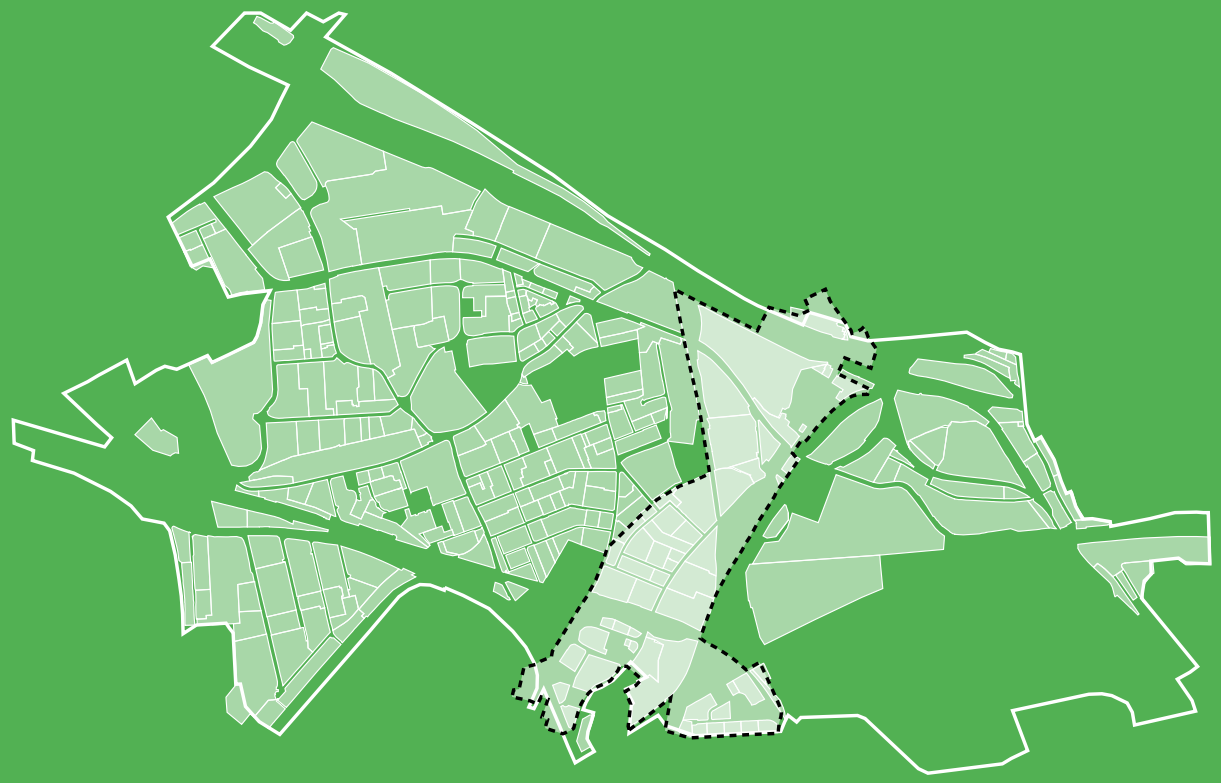
1 Introduction



1 Introduction

Purpose of the Development Framework

The Development Framework has been commissioned to assist the Old Oak and Park Royal Development Corporation (OPDC) to articulate and develop a comprehensive and ambitious spatial framework for the future development of the area. It serves as evidence base for the OPDC Local Plan and future supplementary guidance.

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2 Context

650
Ha of land in the OPDC Opportunity Area

1:5
of London's Central Activity Zone (CAZ)

2x
The size of the City of London

A matter of scale
The OPDC opportunity area consists of Park Royal, acclaimed to be one of Europe's largest industrial estates and London's kitchen, and Old Oak, the largest regeneration area in London.

2 Context
2.1 Location

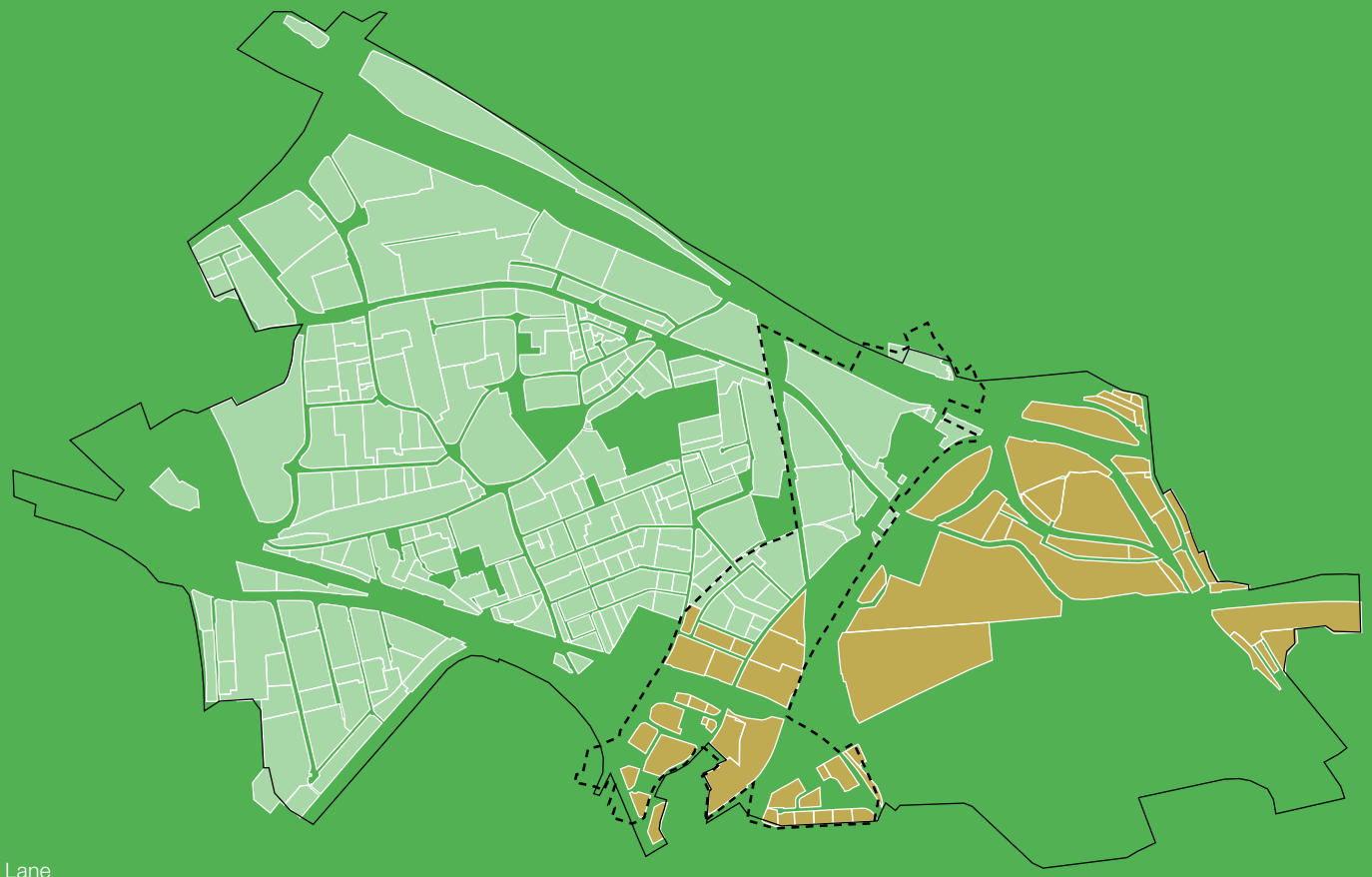
43,100

Total estimated jobs within OPDC now

1,700

Total estimated businesses within OPDC

The Victoria Road & Old Oak Lane corridor will be site of the intermixing of two distinctly emerging ecologies at Old Oak Common and Park Royal. It is both a transitional territory in mediating these differences, and has its own identity providing inspiration for wider regeneration.



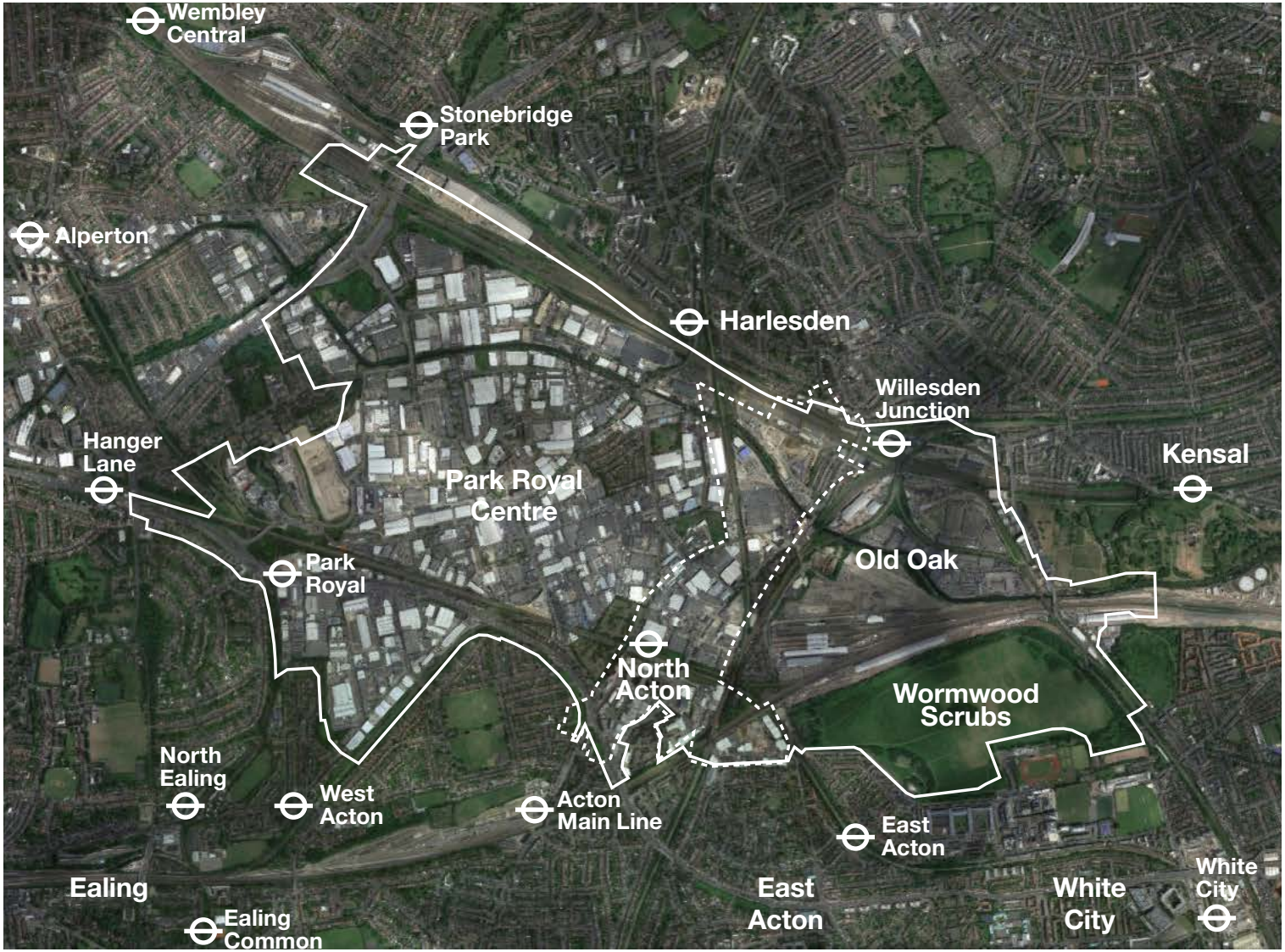
Areas

- Old Oak area
- Park Royal area
- Victoria Road and Old Oak Lane Development Framework Area
- OPDC Boundary

2 Context
2.1 Location

An area of "in-betweens"
Victoria Road and Old Oak Lane is an area of "in-betweens". It lies in between London's biggest industrial powerhouse at Park Royal and the city's largest regeneration opportunity at Old Oak. It is in between Harlesden and North Acton town centres, criss-crossed by railways, canals and road infrastructure.

It is a place in transition between its industrial past and its bright future as an integrated mixed use neighbourhood of the 21st century.

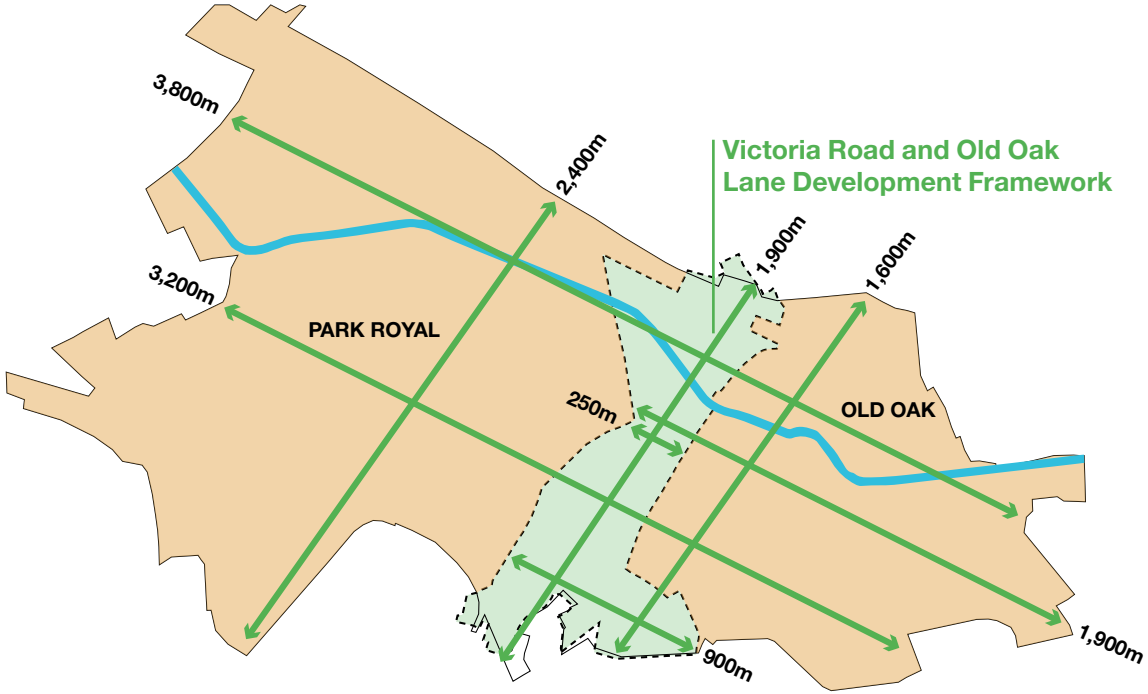


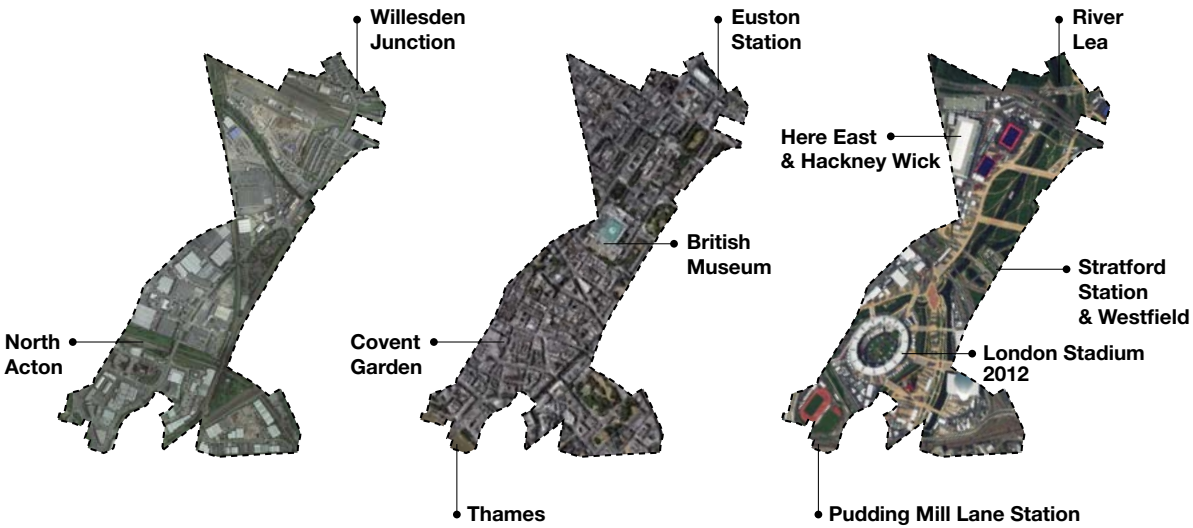
Willesden Junction
Channel Gate
Grand Union Canal
Old Oak Lane Conservation Area
Atlas Junction
Oaklands site
Shaftesbury Gardens
Old Park Royal
Midland Terrace
North Acton
Shield site
Wells House Road
Portal Way
Victoria Estate
Jenner Avenue
Brunel Quarter
Wormwood Scrubs

2 Context
2.2 Understanding the area

The scale of opportunity

The Victoria Road - Old Oak Lane Development Framework area is bigger than King's Cross development area, as long as Oxford Street and has the same area as Victoria Park. The approach to shaping development must recognise this scale through clear differentiation of different parts of the area and a hierarchy of centres of activity as it occurs in other parts of London.





Victoria Road and Old Oak Lane
Development Framework Area

Central London
Euston to Thames

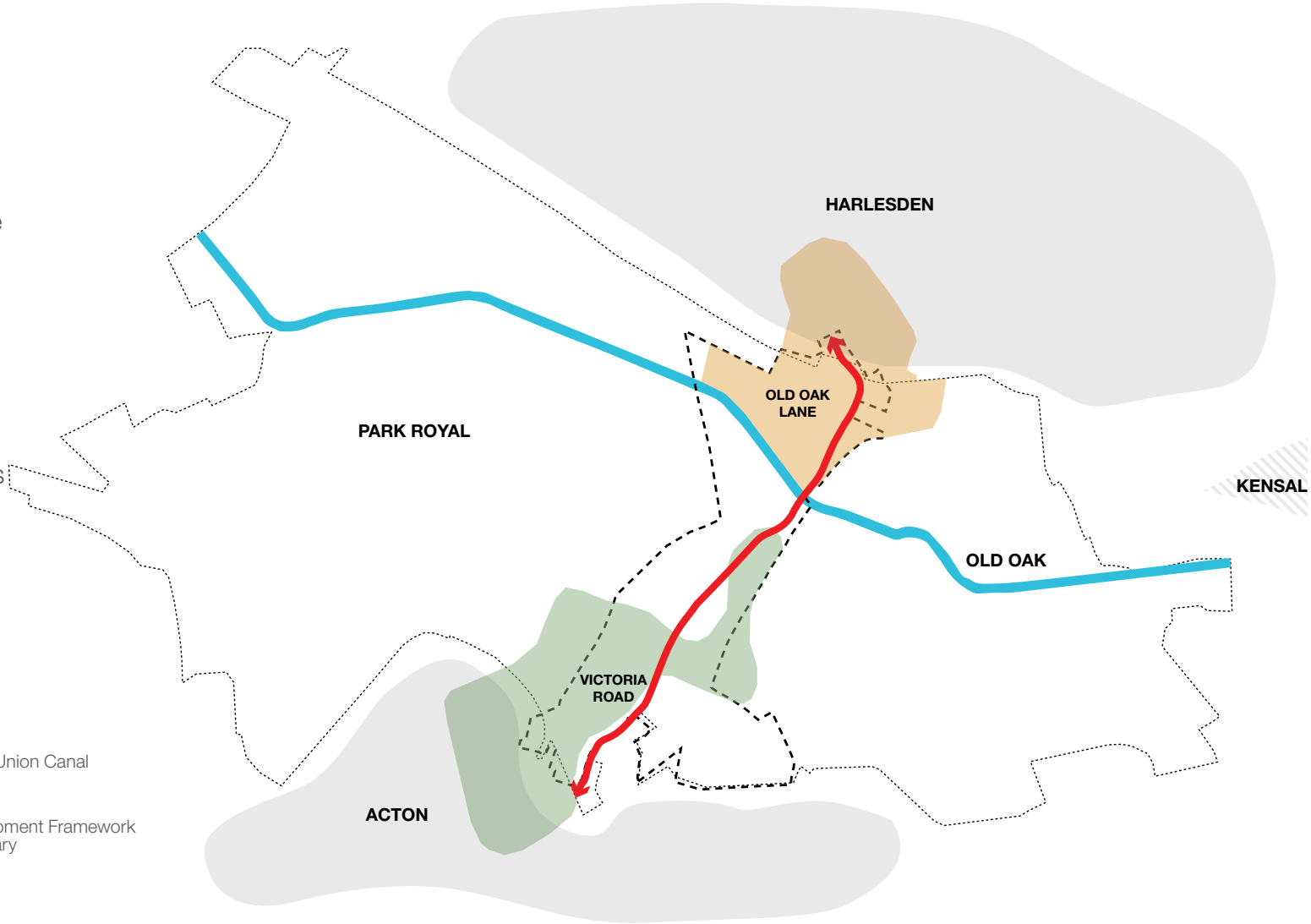
Queen Elizabeth Olympic Park
LLDC

2 Context
2.2 Understanding the area

Historic Urban Evolution

The area has grown from three historic villages: Harlesden, (North) Acton and Kensal. Old Oak Lane was a key route, allowing people in Harlesden access to the city. Brought about by the opportunities of the railway, industry settled in the area and the urban fabric gradually grew closer together. Victoria Road was built to unlock development potential for industry in what is today Park Royal.

Residential communities today still gravitate around the historic centres of Harlesden and North Acton. Gradually the area has evolved into a rich 'archipelago' of industry and housing, stretching along Victoria Road and Old Oak Lane.



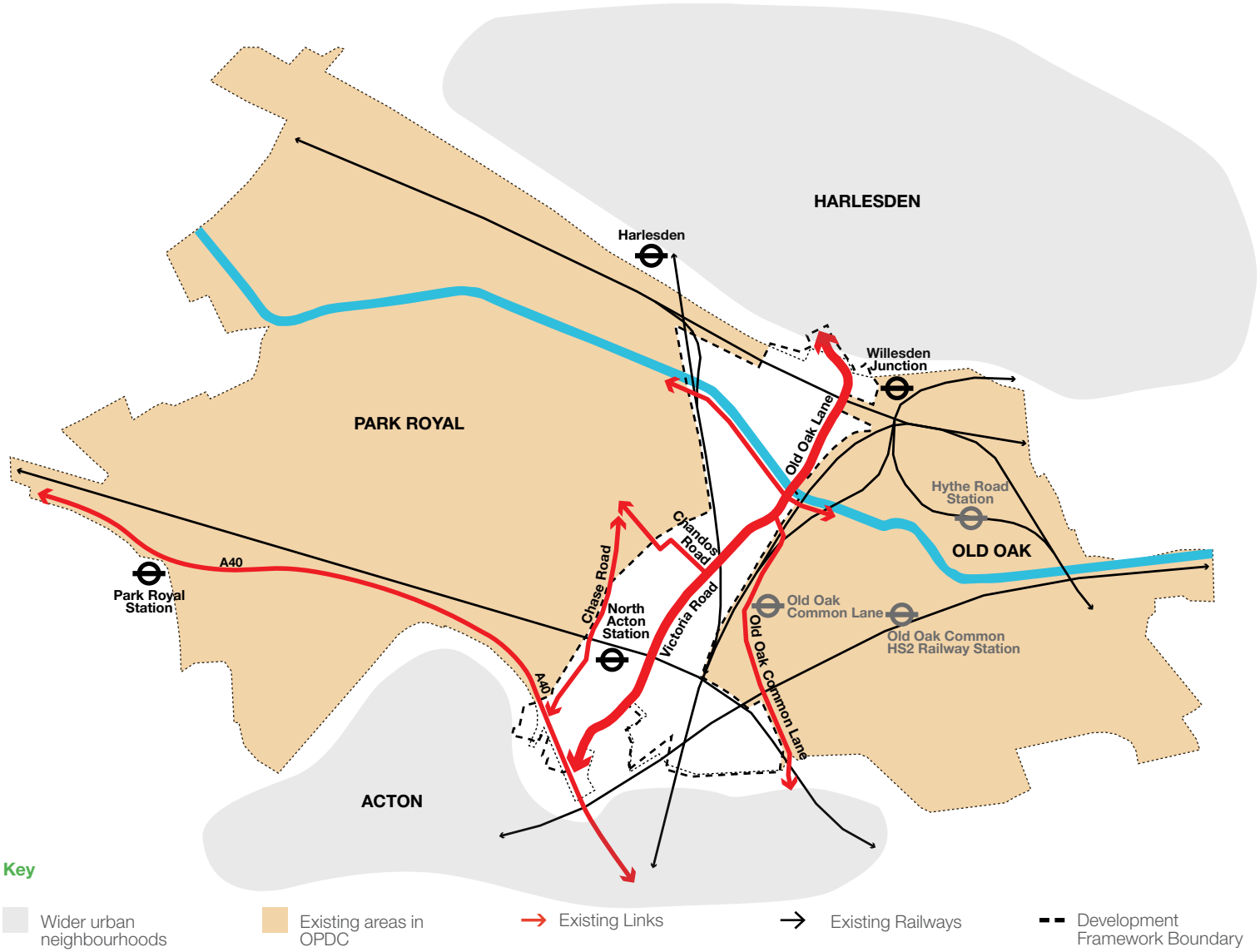
Key

- Wider urban neighbourhoods
- Residential Communities within Victoria Road and Old Oak Lane
- Grand Union Canal
- Development Framework Boundary

2 Context
2.2 Understanding the area

Movement & Connectivity

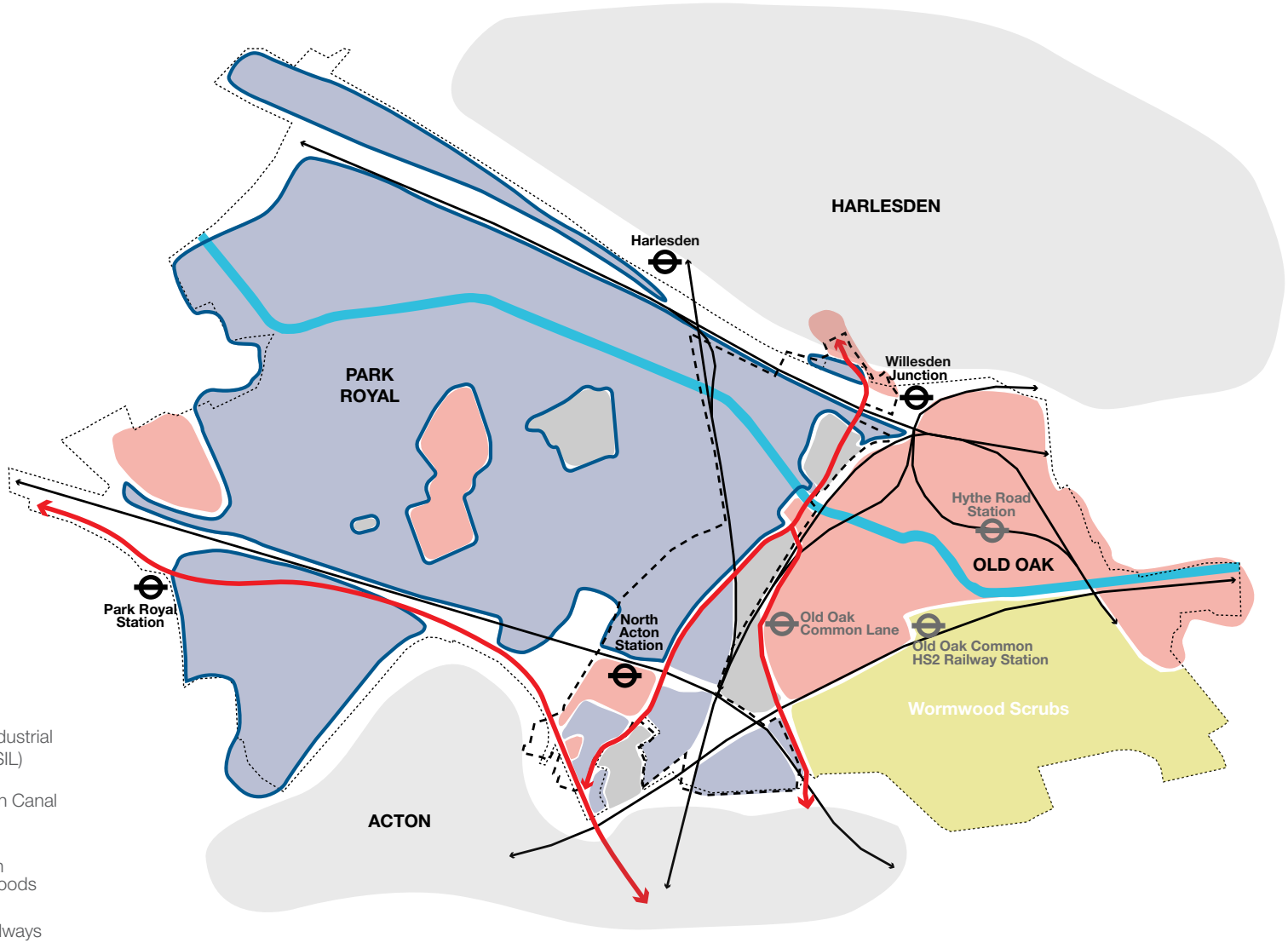
Victoria Road and Old Oak Lane form the principal movement routes in the area, taking people and vehicles from north to south and vice versa. The reliance on this single spine route has brought about conflicts arising from the differing requirements of the users of this key route. It must provide the capacity for vehicle access to large industrial areas in Park Royal, access for logistics vehicles in relation to major construction activity in the area, regular bus services and it is the only continuous route available to pedestrians and cyclists to move through the area. The intensity of vehicle flows has resulted in a vehicle-dominated public realm where walking and cycling is unpleasant. East-west routes are limited to the canal towpath, Old Oak Common Lane and Chandos Road due to the barriers posed by railways. Crossing points of the heavy infrastructure are few and far in between.



2 Context
2.2 Understanding the area

Land Use

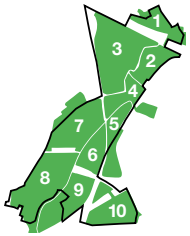
The area is characterised by the intermixing of two distinct urban areas: the Strategic Industrial Location of Park Royal and the future mixed urban quarter of Old Oak. Both urban typologies meet along Victoria Road and Old Oak Lane, with existing low-density residential communities nestled in between. The different uses currently sit uncomfortably side-by-side which is evident from the large number of fences, buffers and blank frontages that characterise the area.



Key

- Industry and Employment
- Mixed use locations including residential and town-centre uses
- Existing residential neighbourhoods
- Development Framework Boundary
- Strategic Industrial Locations (SIL)
- Grand Union Canal
- Wider urban neighbourhoods
- Existing Railways

2 Context
2.2 Understanding the area



Character and Heritage

Victoria Road and Old Oak Lane is an area of surprising diversity. It is characterised by a unique patchwork of different building stock and uses: heritage railway cottages, manufacturing, food factories, co-living estates, workshops, terraced housing and high street shops.

The area boasts a number of remarkable buildings such as the Europa Studios building, the Plantagenet Building, the railway cottages in the Island Triangle conservation area, art-deco buildings on Brunel Road, the original Elizabeth Arden perfume factory, historic pubs and railway bridges.

However, the identity of the area also stems from a strong sense of use and building clusters, where individual buildings may not be of particular interest but are linked by a common industry sector or activity which gives the cluster an intriguing buzz. One such example is the cluster of Mediterranean and Middle-Eastern food outlets along School Road which form a local food destination.

1. Willesden Junction

2. Old Oak Lane Conservation Area

3. Channel Gate

4. Atlas Junction

5. Shaftesbury Gardens, Wells House Road and Midland Terrace

7. Old Park Royal

6. Acton Wells East

8. North Acton

9. Victoria Estate

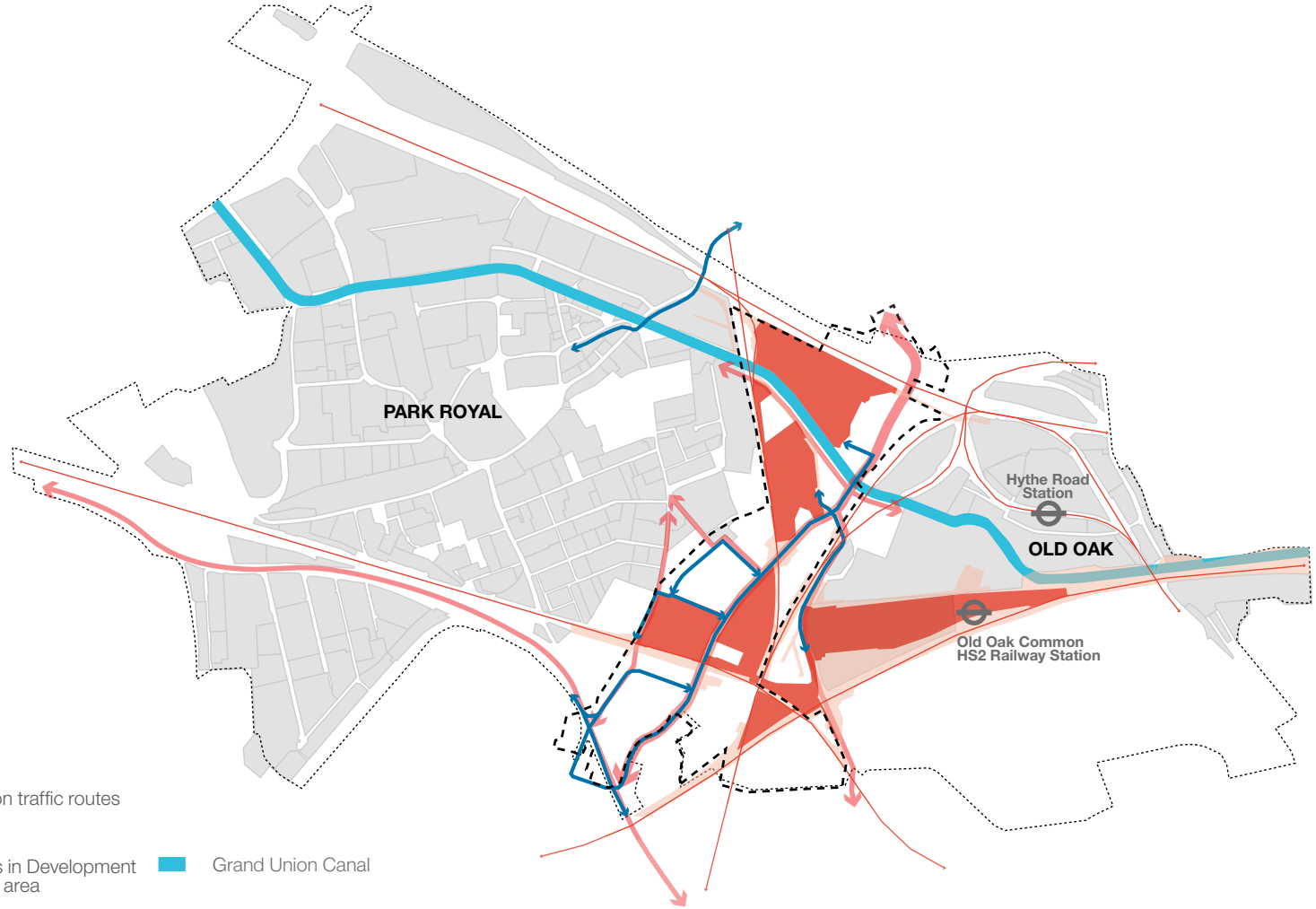
10. Brunel Quarter

2 Context
2.2 Understanding the area

HS2 Construction Sites

The arrival of the High Speed 2, Elizabeth Line and National Rail station in Old Oak Common will necessarily affect the surrounding areas, many of which will need to be cleared and become temporary construction sites until 2026. This period coincides with the first phase of development coming forward in the area.

Most of these construction and logistics sites are located around Victoria Road and Old Oak Lane, within the Development Framework area. The vehicle flow along some of the main roads will be significantly impacted during this period by heavy and frequent construction traffic.



Key

- Construction traffic routes
- HS2 Construction sites
- Main routes in Development Framework area
- Grand Union Canal
- Land potentially required during construction
- Existing Railways
- Development Framework Boundary

Victoria Road and Old Oak Lane will be an area where the industrial economy of Park Royal mixes with the existing and future communities of Old Oak in a well-connected piece of city.

A new and improved street network will connect new areas of industrial development with mixed use neighbourhoods centred on two new neighbourhood town centres.

Early development will help to shape the identity of the wider area providing new open spaces and a high quality public realm that celebrate local heritage in their design and use.

3 Vision for Victoria Road and Old Oak Lane

3.1 Key Diagram

Key

- Mixed Use Areas
- Existing Residential areas
- Clusters
- Strategic Industrial Locations (SIL)
- Existing green spaces
- New green spaces
- New public open spaces
- Main Routes
- Pedestrian & Cycling Routes
- Stations
- Development Framework Boundary

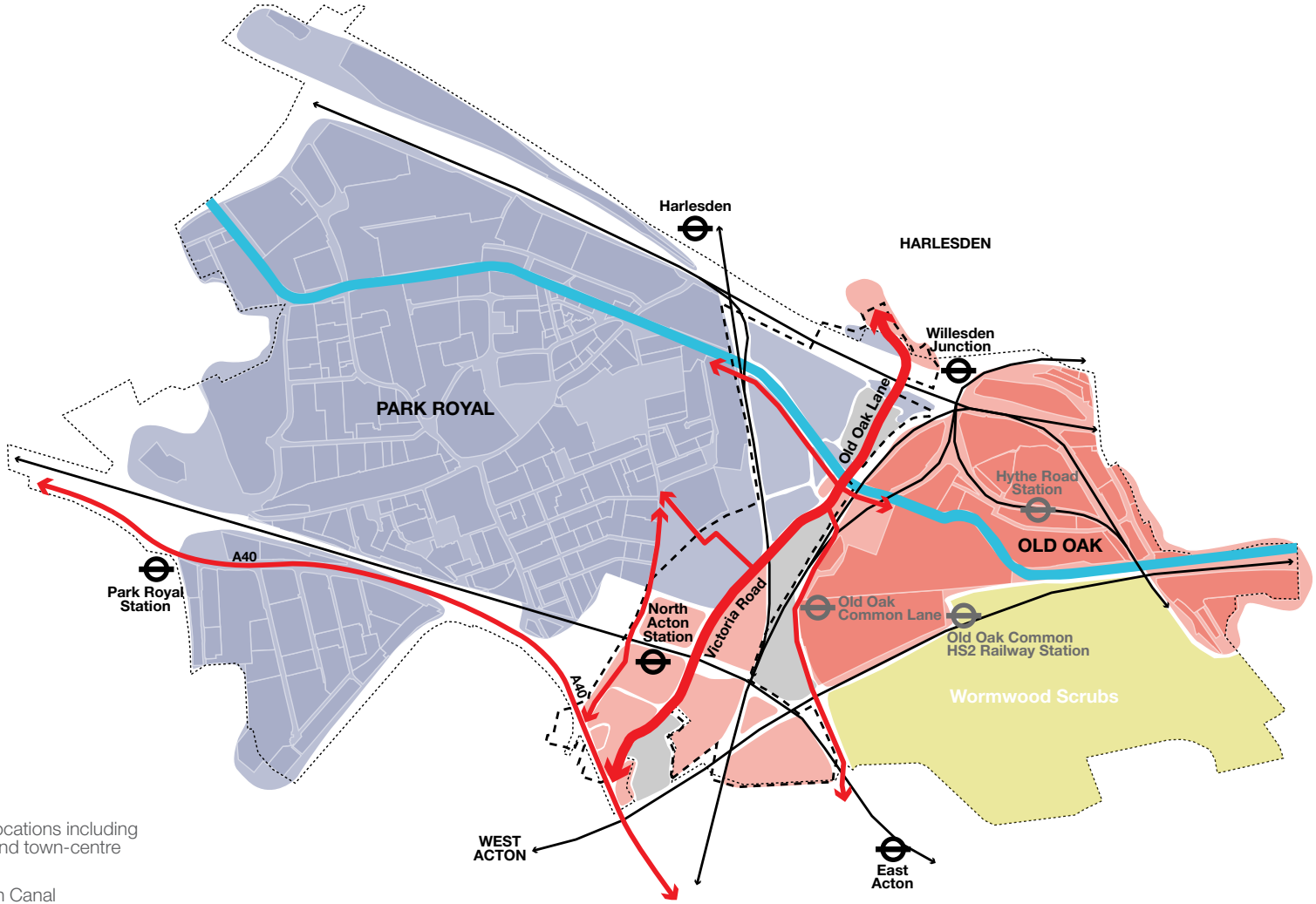
4 Victoria Road and Old Oak Lane Principles

4 Victoria Road and Old Oak Lane Principles

4.1 Managing the transition between Old Oak and Park Royal

Development should successfully coordinate the mixing of the industrial uses of Park Royal with the diverse range of uses within Old Oak to deliver a well-connected and distinctive part of London.

The neighbouring locations of industrial Park Royal and the new city quarter of Old Oak provides the areas along Victoria Road and Old Oak Lane with the opportunity to deliver a successful mix of vibrant uses that complement each other. To deliver this, development will need to provide and/or contribute to the enhancement and creation of new high quality movement routes, mixed use development with green and social infrastructure.



Key

- Industry and Employment
- Existing residential neighbourhoods
- Development Framework Boundary
- Mixed use locations including residential and town-centre uses
- Grand Union Canal
- Main routes in Development Framework area

These precedents illustrate how different elements can work together to coordinate the built environment in transitional areas

New typologies (Unite Students Accomodation, Camden, London)
The integration of employment and residential uses can be mediated through new typology approaches that support both uses.

Complex buildings (Kunsthal Rotterdam).
Transitions between different environments require complex buildings which address different uses, changes in landscape and a range of buildings.

Spaces that serve different communities (Here East, London).
Buildings and space can create common functional and spatial relationships between different environments and communities.

Area identity (Blackhorse Lane, London)
Supporting local identity projects such as signage can help define an area and showcase its diversity.

Way finding (HereEast)
Encouraging pedestrian movement between areas through wayfinding can support local legibility and identity.

Areas to move through (Luchtsingel, Rotterdam)
New links with identities of their own can create areas that are mutually benefitial, and encourage communities to use and access different areas.

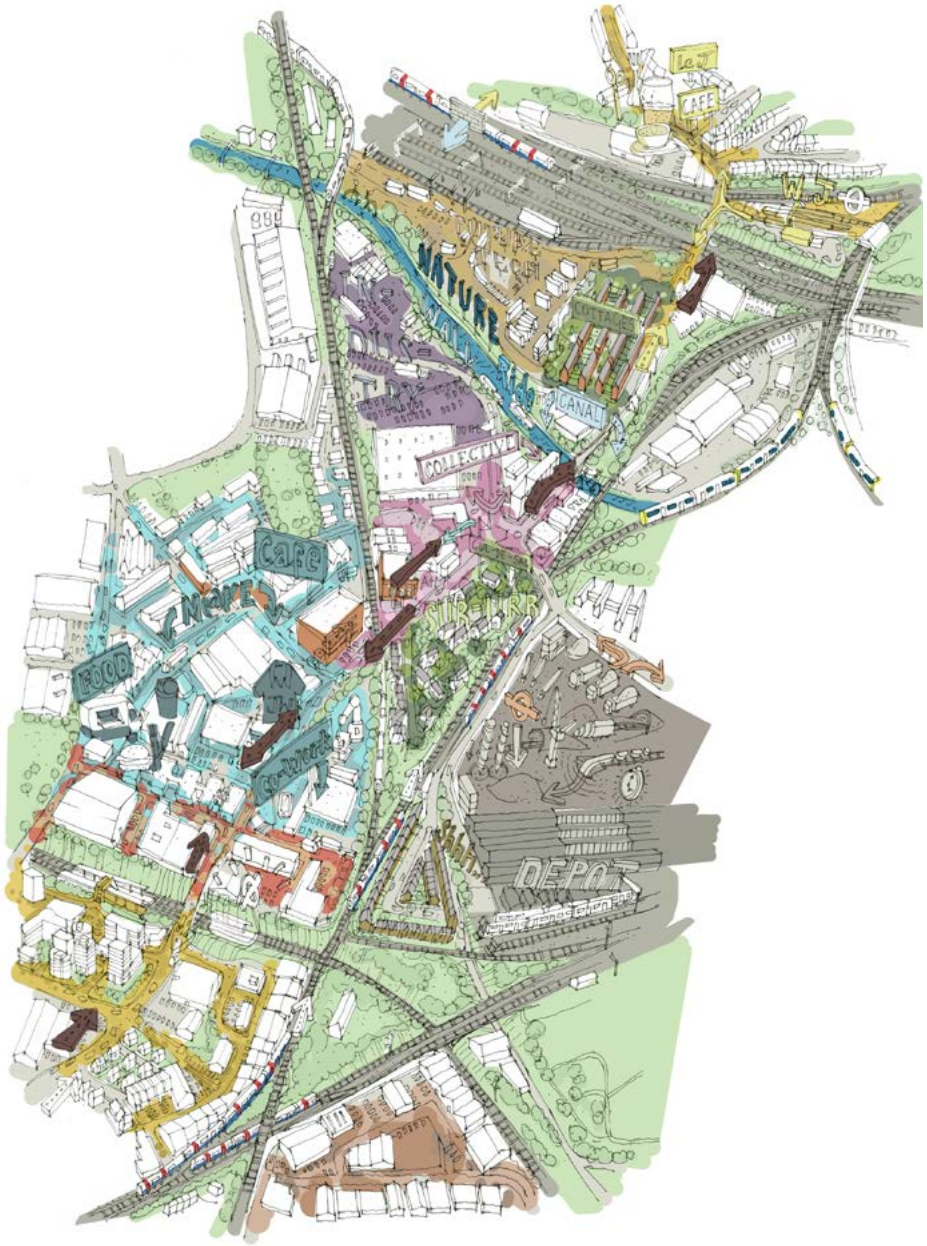
4 Victoria Road and Old Oak Lane Principles
4.2 Supporting Thriving Communities

Development should improve life chances and day-to-day life for existing and future communities by providing a range of new homes, local job and training opportunities, social infrastructure, open spaces and a well-designed and connected built environment. New and existing communities should be supported by social infrastructure located within residential areas and along key movement routes.

Some provision of social and community facilities should be made for the working population of Old Park Royal and Channel Gate. Local business communities should benefit from the delivery of additional employment floorspace and increased opportunities to access new markets.

The existing area is formed of clusters of different uses and types of development. Rather than eroding this local character by blending development across the area, each cluster should be strengthened by additional, mutually supportive uses. This allows all the uses currently found in the area - residential, employment, industrial- to continue to thrive locally. Taken together, these clusters form a sustainble urban district where people live, work and visit.

Local communities, residents and workers, need to be supported by social infrastructure to ensure a healthy and balanced population. All social infrastructure and community facilities must be located in areas of high footfall and visibility to ensure they are used efficiently and are financially viable. Locating these uses in clusters and town centres will make them accessible to the widest range of users and contribute to wider placemaking. It is likely that development within Victoria Road,



Old Oak Lane and Old Oak will need to work together to secure sufficient social infrastructure provision.

Proposals within Victoria Road and Old Oak Lane will be expected to deliver a range of housing tenures, including affordable housing and family accommodation, and contribute to delivering social infrastructure.

The OPDC Local Plan will provide strategic policies for securing affordable housing and social infrastructure.

Community facilities (The Green Community Centre, London)
Community facilities can become the heart of existing and new neighbourhoods.

Variety of employment spaces (Navy Yards, New York).
New employment spaces can offer varied, flexible and accessible work space.

Range of housing (Nomade housing for the Elderly, France).
The provision of housing should be diverse to accomodate a wide variety of needs.

Reuse existing built form and heritage buildings
Continuity of local character can be achieved through the adaptation of existing built fabric.

A. Strategic Industrial Locations
Within Strategic Industrial Locations, a mix of SIL compliant industrial and employment uses should be delivered. In locations where SIL sites front onto Victoria Road, Old Oak Lane, Grand Union Canal, Atlas Road and streets within Old Park Royal these uses should provide positive frontages to the public realm. This could be in the form of ancilliary uses that animate the public realm.

Park Royal and parts of the study area form London's largest pool of protected industrial employment land which is vital to the capital's economy. With the rapid release of industrial land across London, protected SIL areas must maximise their efficiency and innovate through new models of intensified development. Therefore SIL designated sites within the study area must protect existing businesses while enhancing and increasing industrial and employment uses on these sites.

The local economy revolves around clusters of industry sub-sectors. Any development on SIL designated sites must recognise, protect and strenghten these employment clusters.

Where SIL sites are located adjacent to other uses such as residential or public realm areas, the interface must be considered to mitigate conflicts and nuisance between different uses. Positive frontages and public-facing activities such as trade counters, showcases or sales areas should be oriented to soften the edges of industrial development. Access and servicing requirements must also be considered and integrated with adjoining non-industrial uses.

B. Mixed Use Areas
Within non-SIL designated areas high density mixed use development with employment uses on ground and lower floors and residential uses above should be delivered. Away from key movement routes, ground floor housing may be appropriate.

The construction of HS2 requires multiple sites in the area to be cleared for construction logistics sites. Existing business space on these sites should be re-provided locally to protect the local economy and minimise business migration out of the area.

Therefore new development should provide space for new and re-located employment uses. Provision of employment space must adhere to adequate spatial typologies to enable light industrial, manufacturing and creative uses to operate efficiently in these locations. Adequate provision for access, servicing, plant and ventilation should be made for purpose-built employment space. Generic or overly flexible employment space should be avoided if it does not cater to the specific needs of light industrial businesses. It is envisaged that a variety of flexible office space will come forward as part of the Old Oak regeneration and office uses related to industrial activities in Park Royal should be prioritised in the study area.

Where new development abuts railways or heavy road infrastructure, employment uses on ground and lower floor can be used to buffer and protect residential uses above. In quieter locations along secondary and tertiary routes, residential development on ground floors may be appropriate.

C. Clusters
Town centre and community uses should be focused in clusters in highly accessible locations such as public transport nodes or crossings of key routes.

A mix of retail, leisure, community and employment uses at ground floor and residential above should be provided in these locations. Existing clusters of activity should be enhanced with further mix of uses.

Within each character area existing and future development forms places of increased activity. At the intersection of different character areas and routes, clusters emerge reflecting an increased mix of uses and density. These clusters occur around existing town centres, transport hubs or crossing of strategic routes.

These clusters are:

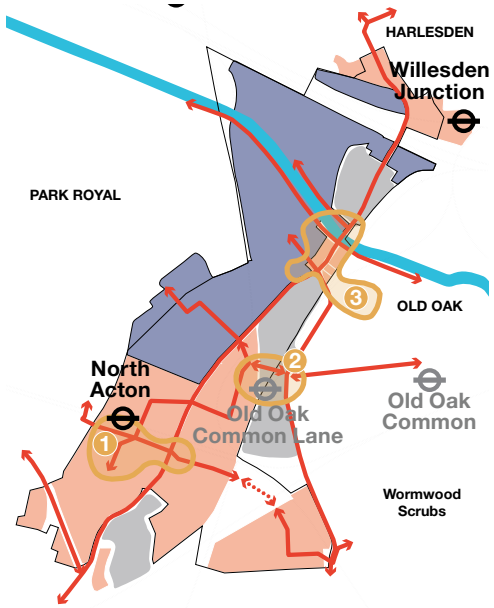
- **North Acton Town Centre:** A high density neighbourhood town centre focused around an enhanced North Acton Station, open spaces public realm and new connections.
- **Old Oak Common Lane Station:** A high quality transport interchange fully integrated with Old Oak High Street as a primary route and major town centre. Active town centre uses frame the new station square.
- **Atlas Junction:** A new neighbourhood town centre providing local services for businesses and residents, including canal side spaces framed by active town centre and community uses.

Retail and community uses must be located in areas of high footfall, visibility and public transport accessibility to ensure they are used efficiently and are financially viable. Clustering these uses is mutually beneficial to shops and community facilities and offers the opportunity to shape the public realm around them into characterful places.

Co-locating retail, leisure and business uses reinforces the best practice principle of walkable neighbourhoods by giving residents easy access to local amenities.

D. Existing residential areas: Existing residential areas of Wells House Road, Midland Terrace, Shaftesbury Gardens and the Island Triangle should be retained and integrated with surrounding new development.

Pockets of residential have existed in the area for a long time and have fostered strongly rooted local communities. These areas should be protected and their successful integration into neighbouring development sites should be a priority. This approach will ensure social coherence and continuity between existing and new populations. Existing residential areas will contribute to the mix of housing typologies in the area and create choice.



Key

- Strategic Industrial Locations (SIL)
- Existing residential neighbourhoods
- Mixed use locations including residential and town-centre uses
- Grand Union Canal
- Clusters with higher density and mixed use integration
- Development Framework Boundary

4 Victoria Road and Old Oak Lane Principles
4.4 Public Realm and Connectivity

A. Movement Hierarchy: Connectivity across Victoria Road and Old Oak Lane should be improved by:
- **Creating well-connected new neighbourhoods**
- **Contributing to the delivery of carriageway and footpath improvements as shown in B. Carriage Way Proposals**
- **Contributing to the delivery of street types as set out in C. Street Network**
- **Facilitating vehicle traffic related to employment uses, construction activities and bus routes.**
- **Providing a safe and pleasant pedestrian and cycle environment with segregated routes where needed.**
- **Providing alternative routes for pedestrian and cyclists.**
- **Linking up dead-end routes and creating secondary routes within new development areas**
- **Delivering new links across railways as part of new development wherever possible.**

The area is currently significantly severed through railways, canals and infrastructure barriers. Wayfinding and orientation in the area is poor with a lack of clear sight lines, an undefined hierarchy of streets and a high number of dead end routes. As such, addressing the severance and illegibility created by road and rail infrastructure is vital to the success of the area.

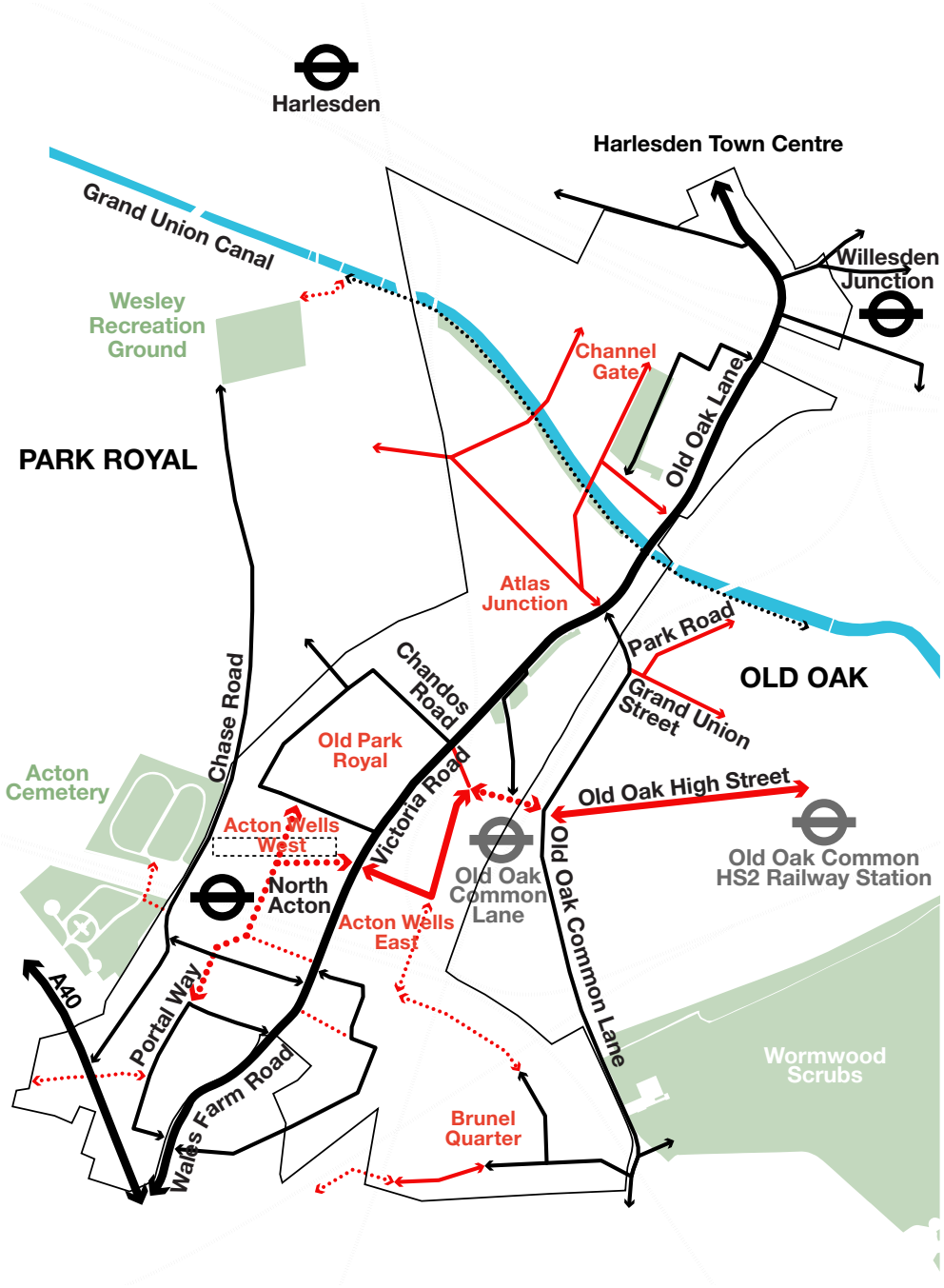
Improving connectivity and coherence should be seen as a design and place-making opportunity in its own right. The ability of both new and existing streets and connections to help to direct and orientate people should be embraced. A number of strategic connections have the potential to radically improve connectivity if new bridges or underpass infrastructure can be delivered.

Strategies and projects should be identified to improve the public realm for pedestrians and cyclists, as well as vehicles, and improve connectivity with its surroundings; particularly during High Speed 2 construction works. In doing so, proposals should promote accessible and inclusive design. The study area contains many historic assets, local landmarks and distinctive uses which help orientate people and foster a sense of place. Distinct identities should be identified, protected, enhanced and formed to act effectively as a 'front door' to both Old Oak and Park Royal for existing and new communities.

The public realm should make significant contributions towards achieving a sustainable place. This includes mitigating surface water flooding, using planting to improve air and noise quality and to reduce heat island effect, as well as encouraging walking and cycling for short and medium distance journeys.

A number of transformational links have the capacity to radically improve East-West connections, provide secondary routes within identified development sites and successfully traverse the area's railways and infrastructure. New routes to be developed are:

- Channel Gate: connecting Old Oak Lane with Park Royal.
- Atlas Junction: providing a new link to Channel Gate.
- Acton Wells East: unlocking key east-west links from Old Oak Common, along Old Oak High Street, and north-south through the Victoria Estate.
- Acton Wells West: connecting North Acton Station with Acton Wells East along the high street and to Old Park Royal along Portal Way.
- Portal Way: connecting North Acton Playing Fields through North Acton to Old Park Royal.
- Victoria Link: exploring the possibility to access Wormwood Scrubs from North Acton.



Key

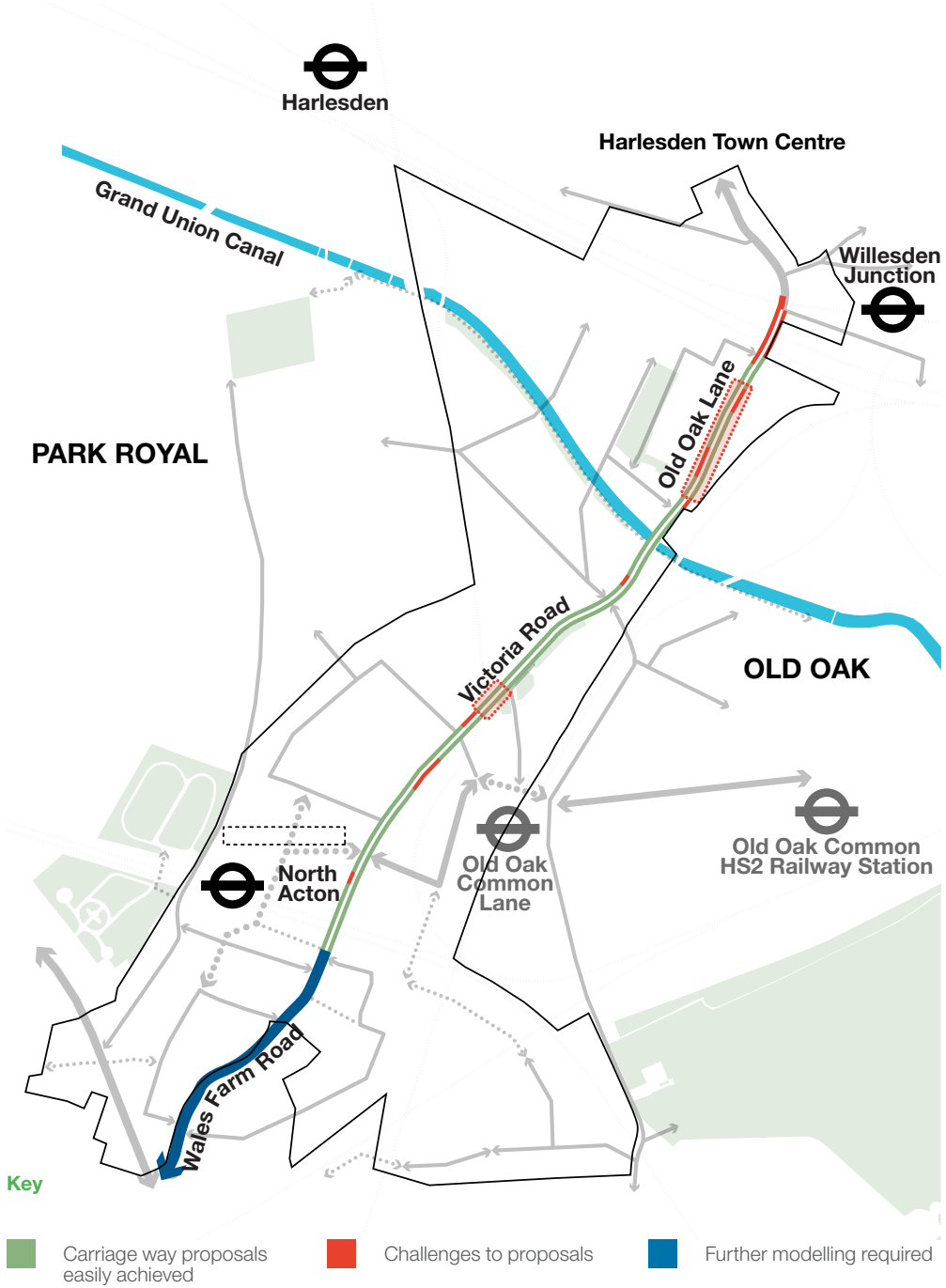
- Enhanced routes shared by vehicles, pedestrian and cycle
- Enhanced dedicated pedestrian & cycle routes
- New routes shared by vehicles, pedestrian and cycle
- New dedicated pedestrian & cycle routes

B. Carriageway Proposals
The main movement spin of Old Oak Lane and Victoria Road should be improved to create better pedestrian and cycling environments and mitigate the impact of HS2 construction traffic. Road improvements should generally comprise:
– 7m wide two-way carriageway
– A minimum of 2m wide footpaths
– 2m wide segregated cycle lane on both north and south carriageway lanes
– Where segregated cycle lanes are not deliverable, on-carriageway provision for cyclists should be enhanced through markings and signage to encourage cyclists to adopt a primary riding position.

Victoria Road and Old Oak Lane form the only continuous north-south route through the area. The route is heavily used by private residential and business-related traffic, in addition to public transport, construction traffic, pedestrians and cyclists. As construction traffic is due to increase, the corridor comes under increasing pressure to cater for the need of all users.

High Speed 2 now benefits from Royal Ascent. Proposals include increasing road capacity in certain locations which these proposals will be coordinated with.

The existing highway corridor is restricted in limited locations, particularly at the Old Oak Lane Conservation Area. Neither on-street new car parking, cycle tracks nor lanes should be provided here. Instead, it is proposed to enhance the on-carriageway provision for cyclists (markings, signage) and ensure suitable driving lane widths of 3.5m to encourage cyclists to adopt a primary riding position.



C. Street Network
The creation of new mixed use neighbourhoods should extend the existing movement network and provide a fine grain of different street types. Street types should be delivered based on the expected vehicle flows, access requirements of adjoining uses as well as place-making principles.

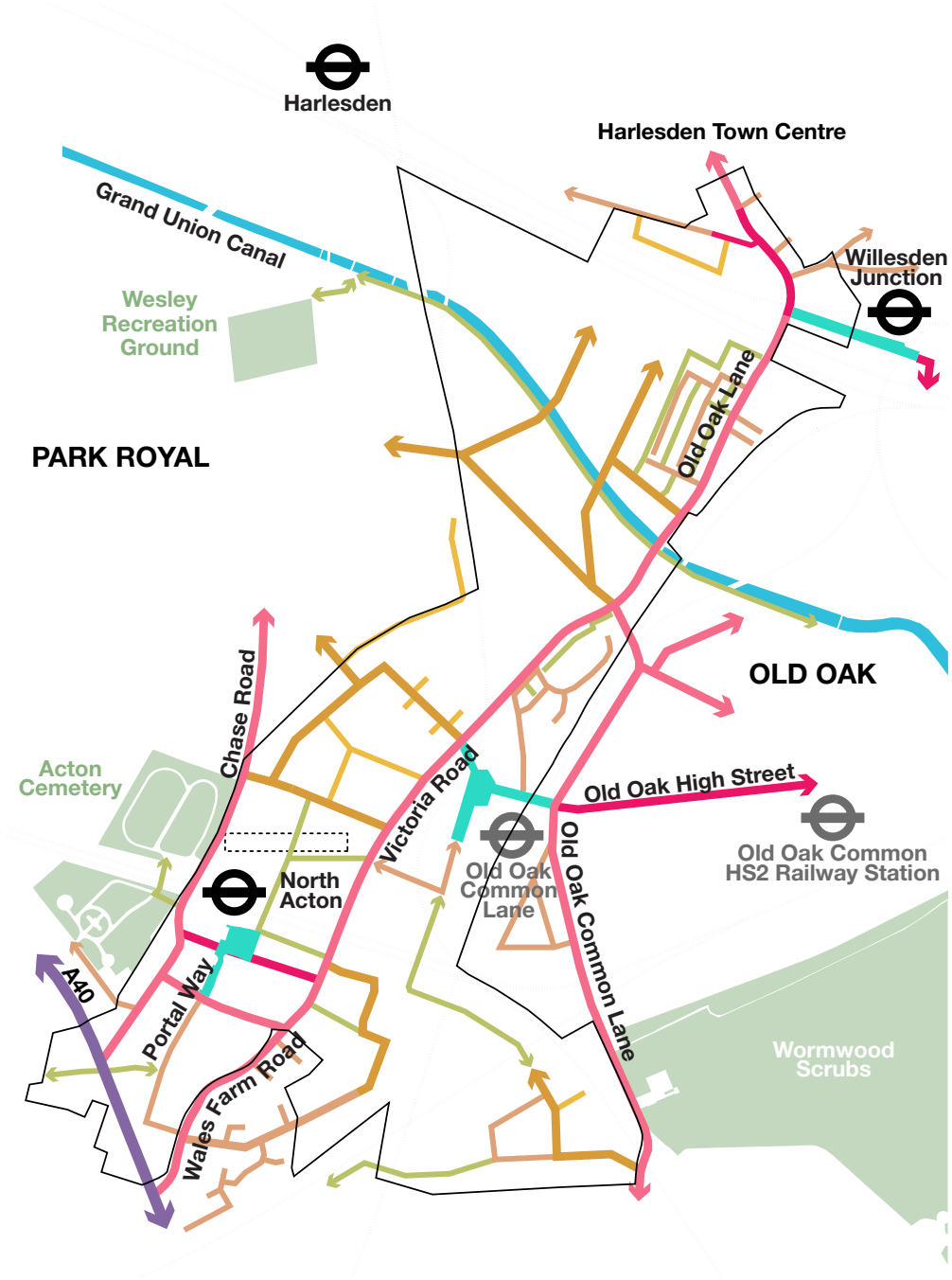
The area is currently defined by the main movement corridor of Old Oak Lane and Victoria Road. Secondary and tertiary routes are often not continuous and do not reflect their context. Many streets are congested due to inadequate space and management of business-related traffic and deliveries as well as inefficient parking and servicing provision. Traffic-dominated roads do not create an attractive setting for residential and town centre uses, pedestrians and cyclists.

Public realm and streetscape improvements should therefore seek to cater more specifically for the needs of uses that line particular streets.

Given the particular and diverse nature of the area, the TfL Roads Task Force Guidance has been used as a starting point, together with additional definition and terminology to support the overarching Development Framework aims.

It should be recognised that further technical modelling and decision-making processes will be required. Further consideration should be given to the surrounding connectivity, strategic capacity considerations, and managing phases of transformation.

	Street Type	Description	Relationship to TfL Task Force
	Arterial Road	A road with a high movement function such as the A40. Limited opportunity to enhance the public realm or place function. Important to enable pedestrian crossing opportunities.	**High Road**
	Commercial High Street	An active high street with a fine grain supporting commercial and civic uses, providing a strong focus for community life.	**High Road / Connector**
	City Street	An urban-scale street, with a mix of uses, providing a pedestrian friendly environment whilst ensuring connections with the wider transport network	**High Road / Connector**
	Neighbourhood Street	Quiet, safe and desirable residential streets where public realm and architecture are closely integrated	**Local Road / Connector**
	City Space	Spaces of strategic importance which support the identity of a place and provide a place for people to gather	-
	Local Working Street	Intensified industrial and employment uses require a robust street type which is both adaptable in accommodating a range of uses and can afford possibilities for complementary uses	**Local Road / Connector**
	Working Laneways	Laneways offer opportunities for dense-grain employment and yards to contribute to public realm character and a 'right to roam'	**Local Road**
	Paths and Linkages	Paths link green space, railway sidings and canals.	-



--- Development Framework Boundary

Improve carriageway width (Newington Butts, London)
A rebalancing of the relationship between vehicles, cycles and pedestrians can improve conntectivity.

Segregated cycle lanes (Tavistock Place, London)
The provision of segregated cycleways encourages local and wider circulation via cycling.

New underpasses (Underpass, Utrecht, NL)
New links can be created via new underpasses, stitching together an area divided by rail infrastructure.

New bridges (Lek van Delden Bridge, Amsterdam NL)
Pedestrian and cycle links can be created by bridges that themselves act as public spaces in the city.

New public spaces (Barking Town Square, London)
New public spaces create spaces to gather and animate routes through the new developments.

Community spaces (Old Oak Lane, London)
Existing community managed urban spaces should be nurtured and extended where possible.

4.5 Street Frontages

A. Place-making should be enhanced by defining streets with frontages and highlighting industrial heritage vantage points. Development should deliver active frontages within town centres and clusters with positive frontages delivered elsewhere.

The existing area suffers from poor frontages with fences, blind elevations and servicing yards defining the boundary between public and private realm. This condition has a detrimental effect on the quality of the public realm experience.

To mitigate this, new development should be oriented with entrances, doors and windows facing the street. Existing frontages should be improved by reducing fences and allowing buildings to frame the street.

Where light industrial and employment uses are located on ground floors, publicly accessible functions such as trade counters, showrooms and sales areas should be oriented towards the public realm. Service access and residential entrances should be kept separate wherever possible.

In town centres and clusters gaps in retail frontages should be filled and new development should provide active ground floor frontages with retail, leisure or workspace uses fronting onto streets. This will strengthen the commercial viability of town centres and clusters and increase their attractiveness.

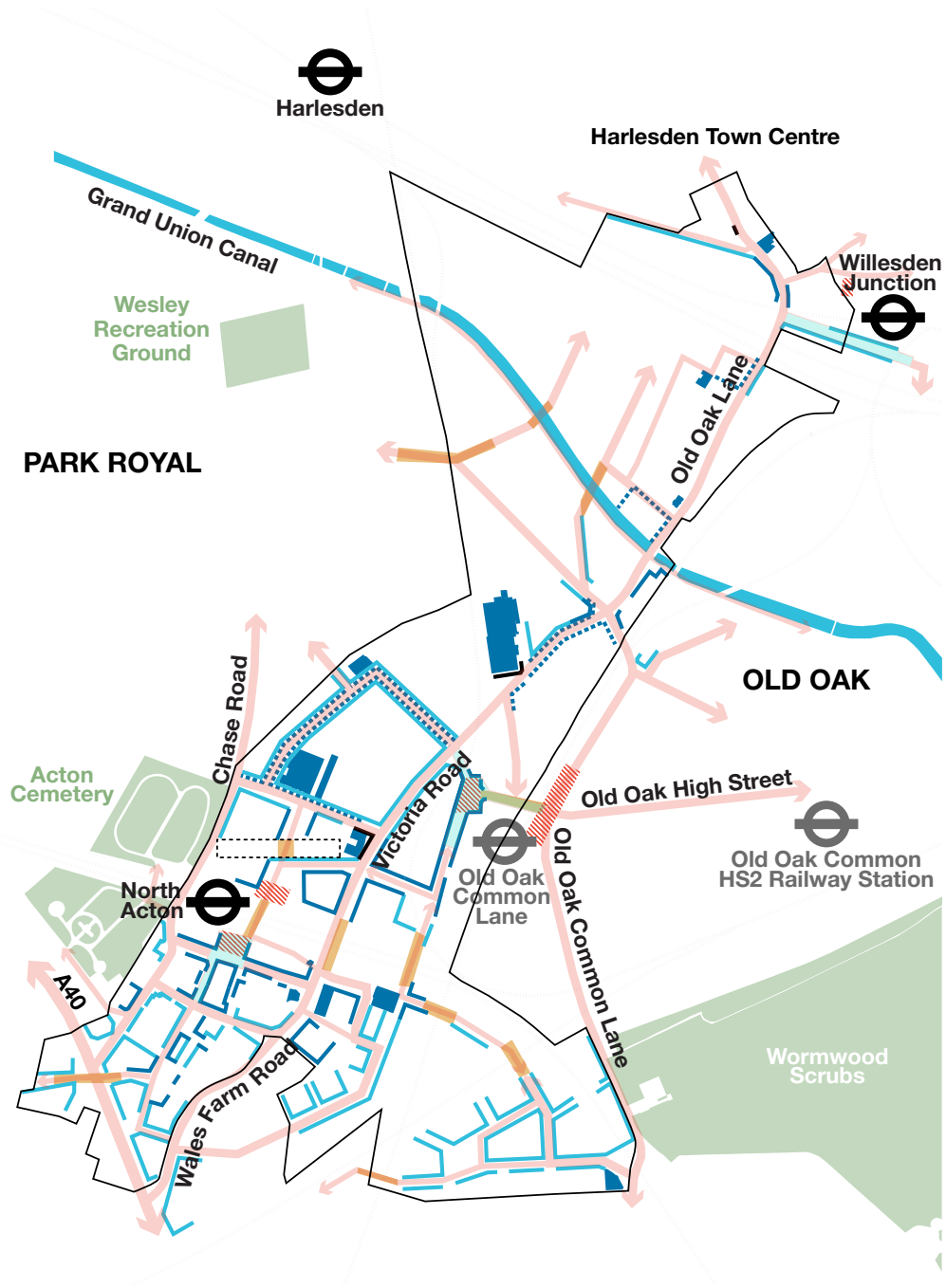
B. Heritage buildings should be maintained and enhanced in their setting by sensitive new development and views towards local landmarks.

A number of heritage assets testify of the area's long-standing tradition of urban industry. These buildings should be protected, highlighted through views and integrated with new development. This will ensure that a local sense of place and distinctiveness can be retained as the area undergoes regeneration and re-development.

Similarly, the railways and bridges are a key characteristic of the urban landscape in this part of London and views to bridges should be provided wherever possible. There may be opportunities for public art, meanwhile uses and light installations to highlight and enhance these bridges.

Key

- Links
- Development Framework Boundary
- Existing Fences to be removed
- Existing Key Frontages
- Active Frontages
- Positive Frontages
- New and enhanced crossings
- New Station Entrances
- Existing Key Buildings & Heritage Assets



4 Victoria Road and Old Oak Lane Principles
4.5 Street Frontages

Town centre frontages (Canvey Street, London)
Active frontages of retail and leisure uses create vibrant town centres which spill out into the space between buildings.

Buildings define streets (Industrial building, Park Royal)
Removing fences and walls and allowing buildings to define streets create positive frontages, even in industrial areas.

Heritage buildings (Brooklyn Navy Yards, New York)
Heritage buildings can create a distinct urban character through improving their setting and incorporating new development.

Station entrances (Kraaiennest Station, Amsterdam)
Key station entrances provide important urban frontages, ensuring movement through the area has a positive civic dimension.

Residential streets (Peabody estate, Clapham)
Residential entrances should be located on streets, defining and animating residential areas.

A. Access to open space should be improved by:

– Delivering street greening along existing and new routes.

– Delivering new and more direct pedestrian and cycle routes to existing and new open spaces.

– Requiring new development to contribute to delivering a fine grain network of diverse multi-functional publicly accessible open space for each character area, generally in the form of green and hard landscaped squares.

– Enhancing and creating linear open spaces along the Grand Union Canal.

– Preserving and enhancing existing publicly accessible open spaces such as Cerebos Gardens, the Old Oak Community Garden and the North Acton Cemetery.

There is limited existing open space within the Development Framework area. Improvements to Midland Terrace and Shaftesbury Playspace, the adjacent gardens as well as Cerebos Gardens can all contribute to 'greening' a currently inhospitable streetscape.

A number of significant open spaces exist within close proximity. These have an important function to play as the residential and working populations increase. New and more direct walking and cycling routes need to be provided to make these spaces more easily accessible and support new development.

Acton Cemetery is a sensitive location on the edge of the Development Framework area. There are a number of existing informal cut-throughs that have the potential to positively increase connectivity between North Acton and communities to the west. Whilst outside the Development Framework area, a contribution to better access to and through this open space could be harnessed.

The open space network needs to be expanded to cater for an increased population in the future. Within new development areas a diverse set of new local open spaces should be provided that cater for a range of uses. Local open spaces should be designed and programmed in accordance with adjoining development uses including hard and soft spaces. These spaces should form a cohesive network with new and improved streets.

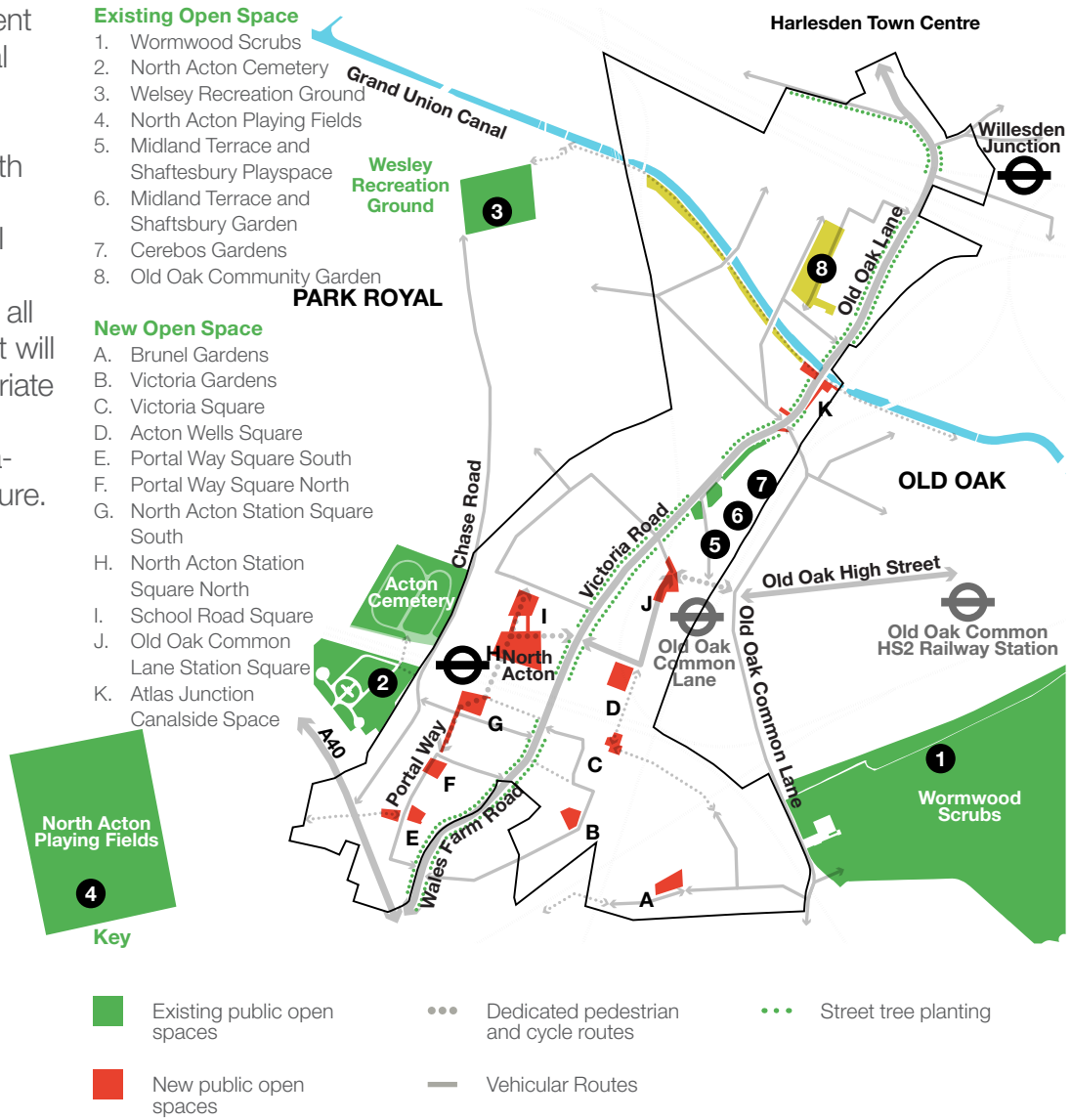
The character and role of each new open space should be influenced by the type of development that comes forward in each character area. The design of the open space typologies should be developed in parallel with the development proposals.

B. All public realm should make significant contributions towards achieving a sustainable place. This includes mitigating surface water flooding, using planting to improve air and noise quality and to reduce heat island effect.

The area is currently heavily trafficed, with significant vehicular movement generated by the business community in Park Royal. Further increase in traffic flows is expected during the construction of HS2. Public realm improvements must mitigate the air and noise impact of traffic to make the area well connected through attractive and pleasant open space networks.

Many of the existing development areas, particularly light industrial sites, have large amounts of hard surfaces for parking and service yards. This, together with an overall low quantum of soft open spaces, requires a careful water management strategy to be integrated into the design of all public realm. New development will be expected to provide appropriate levels of soft and permeable surfaces and contribute to area-wide blue and green infrastructure.

In addition to this principle, OPDC will be publishing its Environmental Standards. These will inform the OPDC draft Local Plan by providing further detail for delivering environmental sustainability across Old Oak and Park Royal, including Victoria Road and Old Oak Lane.



New open spaces (Tate Modern, London)
Proposed public open spaces bring the opportunity to create landscaped green spaces.

Network with canal (Welland canal park, Canada)
The canal and its adjacent landscapes offer the potential for networks of pedestrian movement.

Canal park (Granary Square, London)
The canal is an open space that offers the potential for public spaces along its length that connect to development sites.

Pocket gardens (Tooley Street, London)
The integration of street tree planting and pocket greenery in the urban environment, offer an opportunity to enhance the pedestrian experience.

Residential communal spaces (Urban Orchard, London)
Shared open spaces like community gardens in residential areas encourage collaboration and strengthen the sense of community.

Coordinated canal activity (Floating cinema, London)
Accessibility and use of the canal should be curated in order to maximise its value to a wide community.

4 Victoria Road and Old Oak Lane Principles
4.7 Managing Heights and Massing

Development should deliver a range of building heights as follows:

- **tall buildings around North Acton Station, Old Oak Common Lane Station and key destinations along Old Oak High Street major town centre, North Acton neighbourhood town centre and other key routes.**

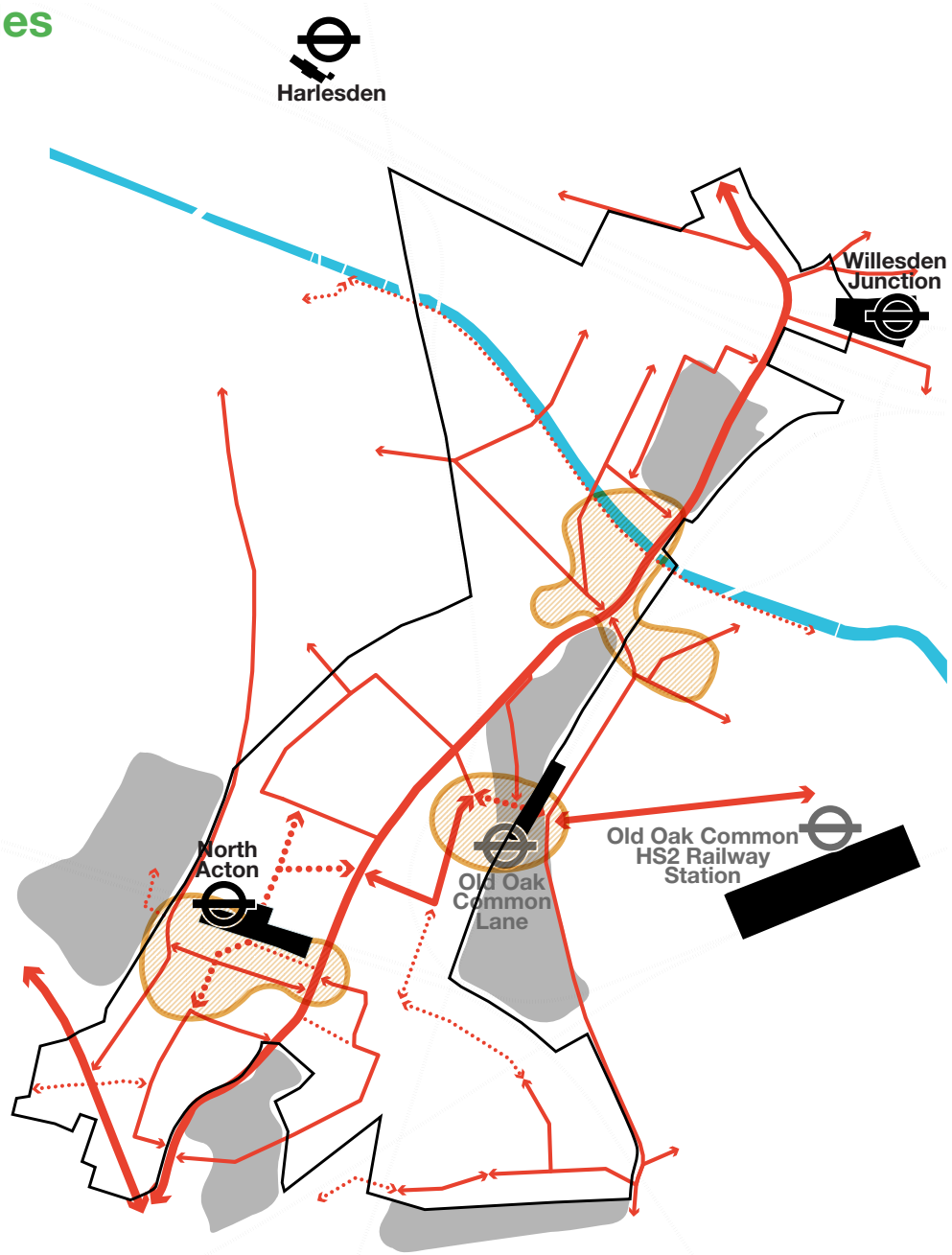
- **Generally 10 to 12 storeys along Victoria Road within Acton Wells.**

- **Increased heights along railway lines and the A40 to mitigate impacts on the public realm and residential amenity.**

- **Increased heights in Atlas Junction town centre while responding heritage assets.**

- **Generally lower heights adjacent to sensitve locations of the Grand Union Canal, Wormwood Scrubs and existing residential neighbourhoods at the Island Triangle, Shaftesbury Gardens, Wells House Road, Midland Terrace, along Jenner Avenue and along Long Drive.**

- **Heights required to support industrial intensification within Strategic Industrial Locations.**



Key

- Stations
- Clusters
- Dedicated pedestrian and cycle routes
- Development Framework Boundary
- Sensitive locations
- Vehicular Routes

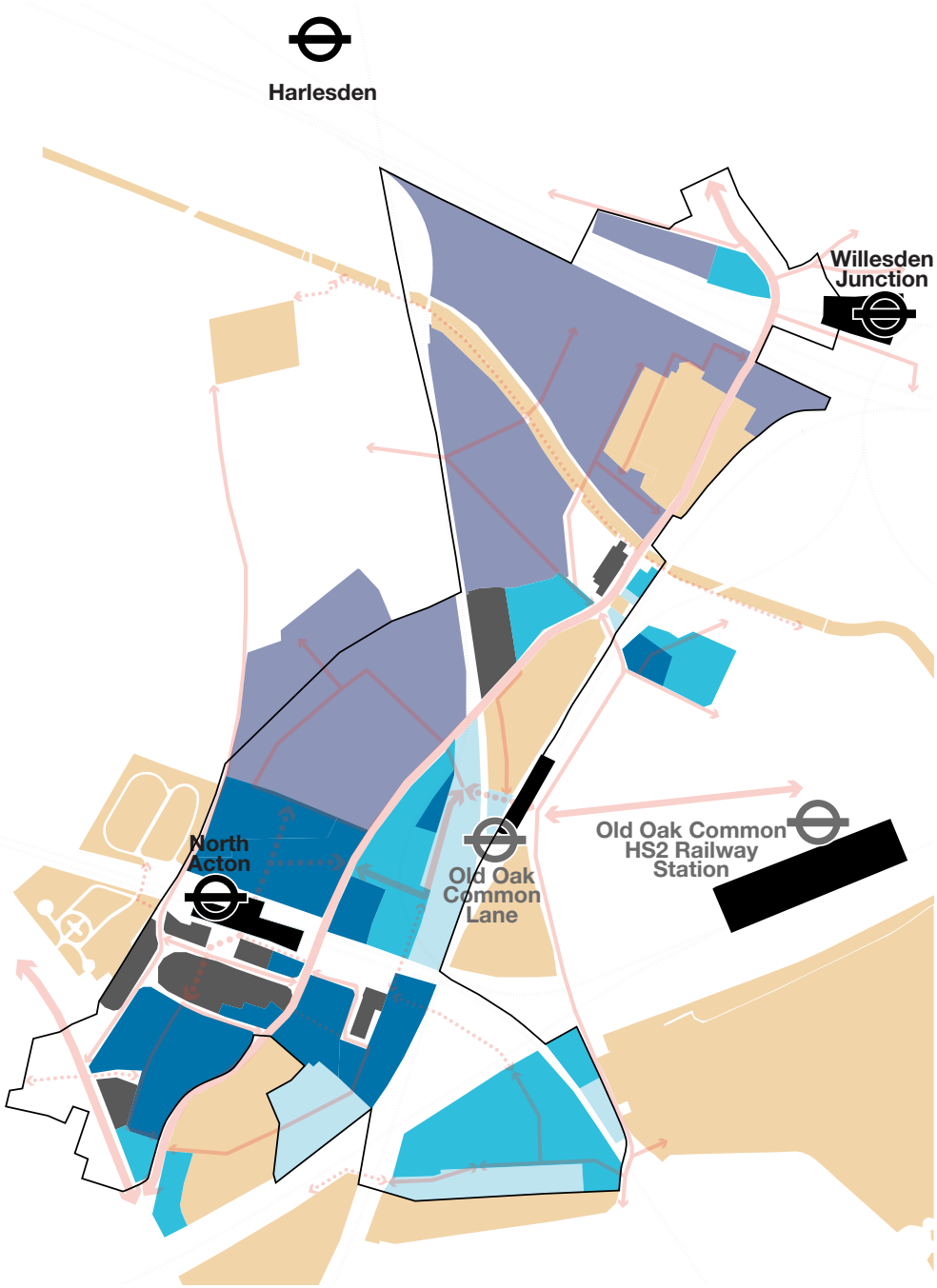
Development in the area will be expected to contribute to London's housing provision by concentrating new homes around good public transport nodes, in accordance with the London Plan and OPDC Local Plan.

Locations of taller buildings should be considered in terms of their visual impact and potential for improving way-finding across the wider area.

Existing areas of residential tend to be of low to medium height. These areas contribute to the overall diversity and character of the area and will be retained. New development must be sensitive to these and cannot negatively impact on exsiting housing areas.

Key

- A range of heights including tall buildings
- Generally 8 to 12 storeys
- Generally lower heights
- Heights appropriate to support industrial intensification
- Sensitive locations
- Buildings unlikely to be developed
- Tube and Rail Stations
- Development Framework Boundary



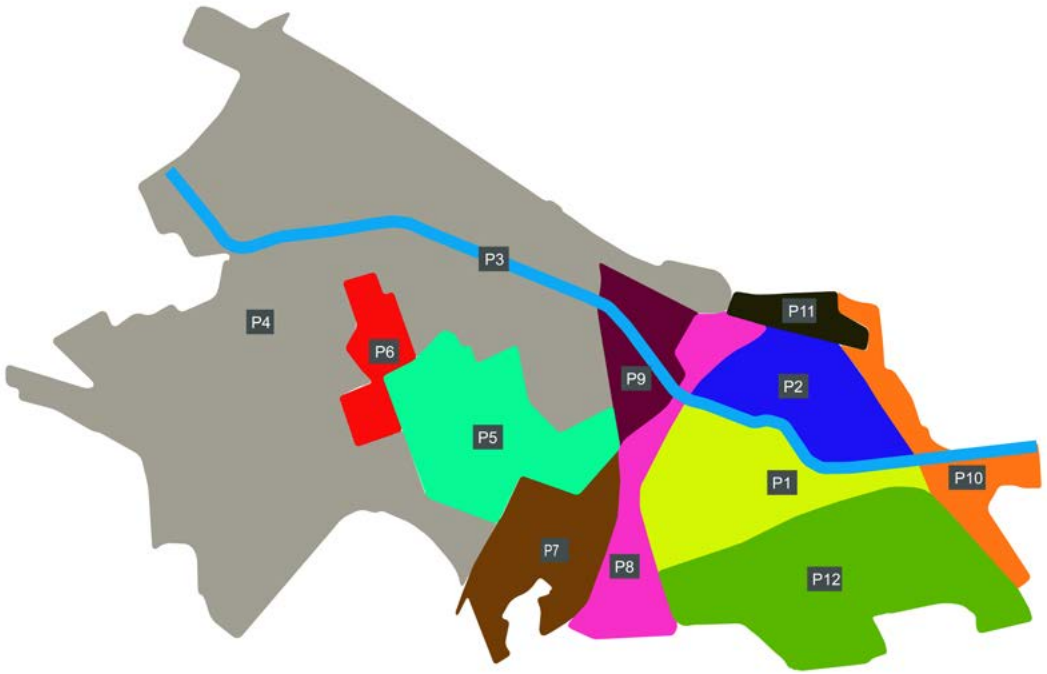
4 Victoria Road and Old Oak Lane Principles
4.8 Character Areas

The diversity of the area should be celebrated through the consolidation of ten character areas. Each character area should be a balanced mix of existing urban fabric and new development. New development should be informed by the heritage assets, use, typologies, urban scale, grain and identity of the existing character area it sits within.

The character areas are sub-areas of the 'Places' as defined in the OPDC Local Plan, adding a further level of detail and specificity.

OPDC Places

- P1 Old Oak South
- P2 Old Oak North
- P3 Grand Union Canal
- P4 Park Royal West
- P5 Old Park Royal
- P6 Park Royal Centre
- P7 North Acton and Acton Wells
- P8 Old Oak Lane and Old Oak Common Lane
- P9 Channel Gate
- P10 Scrubs Lane
- P11 Willesden Junction
- P12 Wormwood Scrubs



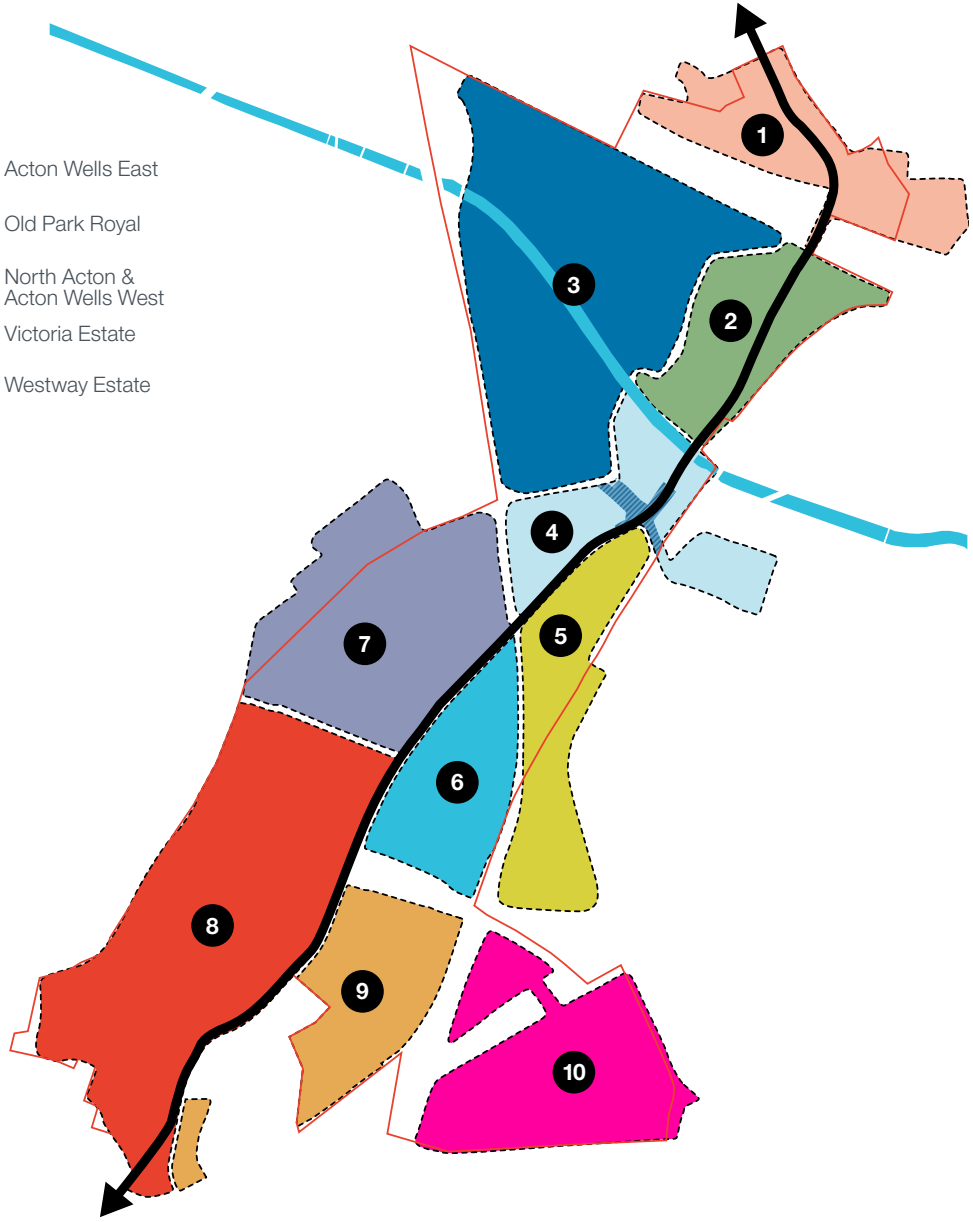
The Victoria Road and Old Oak Lane area contains the most diverse characters within the OPDC area, including elements of both Park Royal and projected Old Oak. This diversity forms the basis for developing a rich and varied urban district through incremental and sensitive development over time.

Character areas are defined as areas with a coherent urban grain, similar predominant land use and broadly consistent scale and type of buildings. Each character area should be considered as a place in its own right and as an element in a wider network of places, linked through walking, cycling and vehicular routes. Positive differences between character areas should be emphasised without negatively impacting neighbouring character areas.

Key

1. Willesden Junction
2. The Island Triangle
3. Channel Gate
4. Atlas Junction
5. Wells House Road, Midland Terrace and Shaftsbury Gardens
6. Acton Wells East
7. Old Park Royal
8. North Acton & Acton Wells West
9. Victoria Estate
10. Westway Estate

New development opportunities act as a 'lever' or catalyst of change within each character area, either by introducing new complementary uses, enhancing the existing local economy or improving public realm and transport infrastructure. These opportunities propel each character area into a future form which is true to its heritage and identity.



Character Area Name	Definition	Heritage / Character Assets	Development Objectives	Land Use	Typologies
Willesden Junction	Existing high street, link to station and immediate surrounds	Le JCT Pub	– Manage edges – Open industry – Mitigate construction traffic	Existing: retail, depot, residential Future: retail, light industrial, office, residential	Existing: low rise terraced Future: medium rise with taller buildings around Willesden Junction station
Old Oak Lane	Conservation area of railway cottages and link to Grand Union Canal	Old Oak Lane Conservation Area, railway cottages, former Clubhouse, Fisherman's Arms Pub	– Manage edges – Mitigate construction traffic – Integrate places	Existing: residential, light industrial Future: residential, workspace	Existing: low rise terraced, stand-alone sheds Future: medium rise with taller elements towards canal and railway
Channel Gate	HS2 construction logistics site to be released in 2026, SIL designated site	Grand Union Canal Conservation Area	– Manage edges – Open industry – Increase development capacity – Integrate places	Existing: cleared for HS2 consutruction logistics, SIL designated Future: high density SIL industrial uses	Existing: cleared site Future: medium rise with mixed multi-storey employment typologies and stand-alone light industrial typologies
Atlas Junction	Cluster of buildings fronting onto Atlas Junction and Grand Union Canal. A new neighbourhood Town-Centre	Plantagenet House (A+M Building) Victoria Terraces Grand Union Canal Conservation Area	– Manage edges – Open industry – Mitigate construction traffic – Increase development capacity – Integrate places	Existing: residential with ancillary commercial, employment Future: residential, retail, leisure, community uses, employment	Existing: low rise terraced, stand-alone mid-rise office, stand-alone large warehouses, multi-storey light industrial Future: medium rise with taller buildings around Atlas Junction

Character Area Name	Definition	Heritage / Character Assets	Development Objectives	Land Use	Typologies
Wells House Road, Midland Terrace and Shaftsbury Gardens	Existing residential neighbourhoods, inlcuding Victorian terraced streets	Wells House Road	– Manage edges – Integrate places	Existing: residential Future: residential with mixed use on Midland Gate	Existing: low rise terraced and flatted blocks Future: medium rise with taller buildings around Old Oak Common Lane station
Acton Wells East	HS2 consutruction logistics site, bounded by railway lines and Victoria Road	none	– Manage edges – Open industry – Mitigate construction traffic – Increase development capacity – Integrate places	Existing: light industrial, office, distribution, cleared site Future: residential, retail, leisure, community uses, employment	Existing: mid-rise office, multi-storey light industrial Future: medium rise with taller buildings around Old Oak Common Lane station and Victoria Road bridge
Old Park Royal	Small scale light industrial area with similar urban grain and building typologies	Torpedo Factory, chimney on School Road, various character buildings proposed in Leonard Street heritage area	– Manage edges – Open industry – Mitigate construction traffic – Integrate places	Existing: light industrial (SIL designated) Future: light industrial, mixed employment (SIL designated)	Existing: low rise and multi-storey light industrial, stand-alone small warehouses, light industrial estates Future: as existing with increase in multi-storey and mixed employment typologies
North Acton + Acton Wells West	Town centre, station hub and surrounding area, bounded by A40, Victoria Road, Wales Farm Road and school road	Europa Studios Building, The Castle Pub	– Manage edges – Open industry – Mitigate construction traffic – Increase development capacity – Integrate places	Existing: residential, retail, office, storage, hotel, employment Future: residential, retail, leisure, community uses, employment	Existing: high-rise residential, stand-alone warehouse, medium to low-rise office, Future: medium rise with taller buildings around North Acton station
Victoria Estate	Existing self-contained light industrial estate bounded by railways and Victoria Road	Former Perfume Factory building	– Manage edges – Open industry – Mitigate construction traffic – Increase development capacity – Integrate places	Existing: light industrial Future: residential, retail, leisure, community uses, employment	Existing: low rise terraced and stand-alone warehouses and light industrial, multi-storey office Future: medium rise along railway and at former Perfume Factory
Brunel Quarter	Existing self-contained light industrial estate bounded by railways and Old Oak Common Lane	Various character buildings	– Open industry – Increase development capacity – Integrate places	Existing: light industrial Future: residential, employment, ancillary retail	Existing: low rise terraced and stand-alone warehouses, single-storey light industrial Future: medium rise mixed use typologies

Reuse (Brooklyn Navy Yards, New York)
Some parts of the existing fabric can be repurposed, reducing the carbon intensity of new redevelopment.

Landmarks (Truman Brewery, London)
Heritage buildings, both industrial and non-industrial can act as landmarks in the urban landscape.

Branding (Meatpacking District, Copenhagen)
Preservation of the area's industrial past can provide place-based branding of new developments.

Conservation (Blackhorse Lane, London)
Preservation of heritage assets provide continuity for existing communities.

Mix (Paintworks, Bristol)
A balanced mix of uses and scales offers the potential to activate the area, by intensifying the land use.

Signage (Blackhorse Lane, London)
The use of signage and billboards can improve wayfinding as well as highlighting the presence and character and of local activities.

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4 Victoria Road and Old Oak Lane Principles
4.9 Development Sites and Phasing

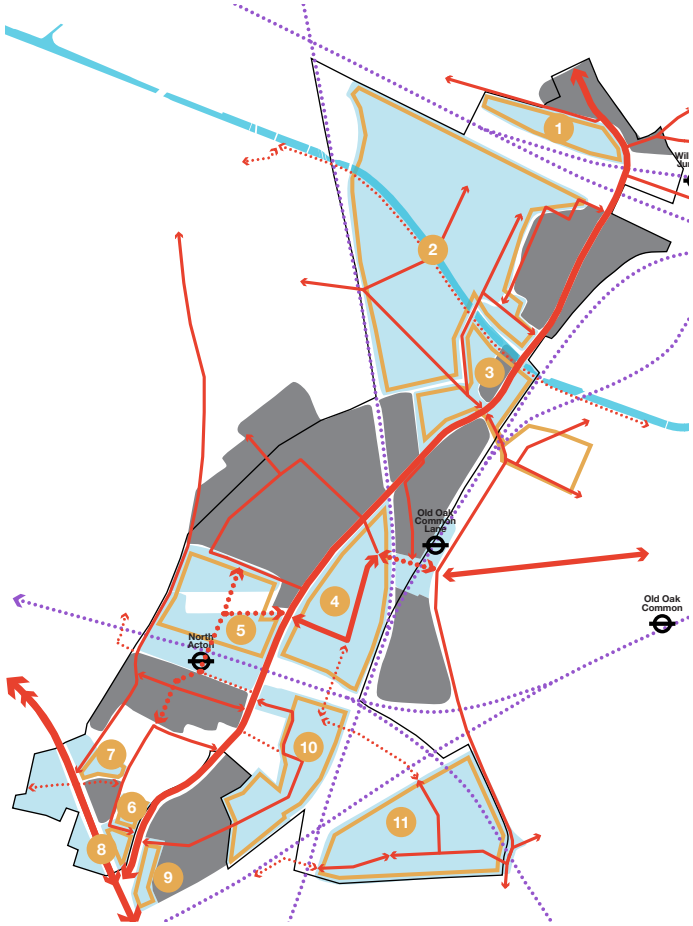
New development in Victoria Road and Old Oak Lane has the capacity to deliver a minimum of 8,500 new homes and space for 13,000 jobs by:
– Considering development as an incremental renewal of the area.
– Phasing development to optimise regeneration.
– Integrating with existing residential communities, town centres and employment uses.

The Old Oak and Park Royal OAPF and the OPDC Local Plan recognise the wider OPDC area as one of London's key opportunity areas for delivering new homes and jobs. The Victoria Road and Old Oak Lane framework area has the potential and capacity to deliver a significant proportion of this new housing, employment and mixed use development.

A number of key opportunity sites, including sites that have been cleared as HS2 construction logistics sites in the short term, offer the potential to accommodate new development. It is envisaged that the ownership of sites used for HS2 construction will be transferred to OPDC following their release. Other key opportunity sites are relatively large sites in single ownerships that can be brought forward in the short to medium term.

Smaller development opportunities exist throughout the area but will be driven by private development interest. It is expected that these sites come forward in an incremental way over time. All development will be expected to integrate with wider place-making priorioties of the area and the development principles set out in this document.

1. Harlesden Bus Garage
2. Channel Gate
3. Atlas Junction
4. Acton Wells East
5. Acton Wells West
6. 2 Portal Way
7. Algerian Embassy
8. Shurgard
9. Big Yellow Storage
10. Victoria Estate
11. Brunel Quarter

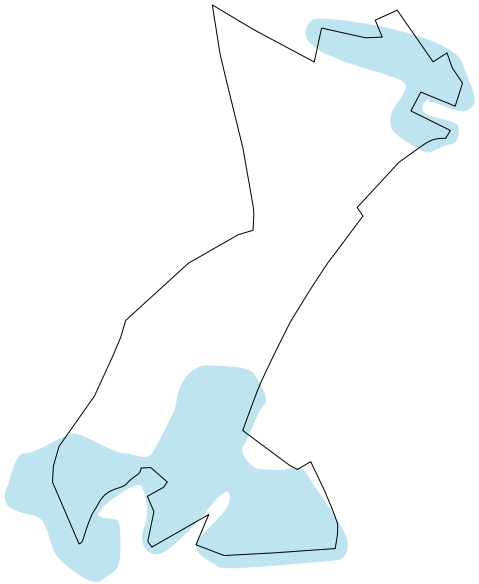


Key

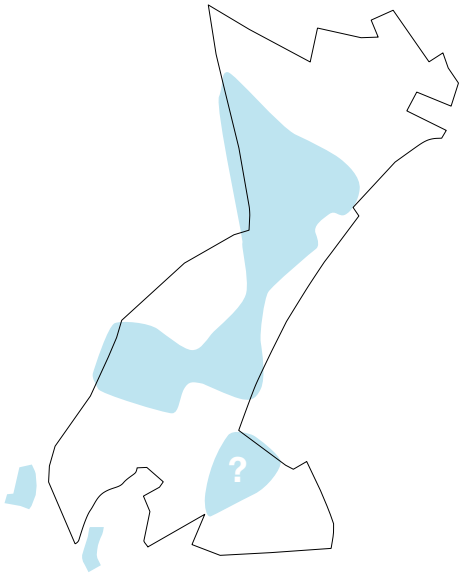
- Areas with limited large-scale development potential
- Development Sites
- Development opportunity areas
- Development Framework Boundary

Development within the framework area should be phased to:

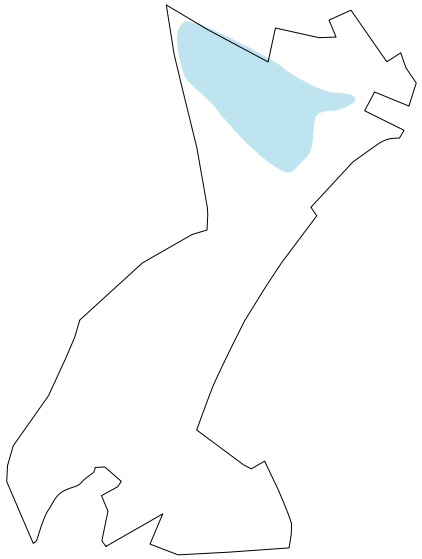
- **Focus early delivery in Phase 1 in the north and south of the area**
- **Focus delivery in Phase 2 in the central area**
- **Focus long-term delivery in Phase 3 in the northern Channel Gate site.**
- **Deliver a coherent approach to high-quality design and place-making.**
- **Minimise the loss of existing employment areas and coordinate the re-provision of new workspace.**
- **Coordinate with public realm improvements, the delivery of new connections and public transport investment.**



Phase 1
2017-2026



Phase 2
2027-2036



Phase 3
2037 +

4.10 Working with HS2

The impacts of HS2 construction should be managed to mitigate adverse impact on existing places through:

- **Enabling the delivery of a new route between Victoria Estate and Brunel Quarter.**

- **Conserving and enhancing the heritage assets of Plantagenet House and Europa Studios as a priority. If this cannot be achieved, frontages and key building elevations should be retained. As a last resort, materials of the deveopment should be retained for re-use in future development.**

- **Delivering new walking and cycling routes to provide a high quality pedestrian and cycling environment.**

- **Seeking public realm improvements that mitigate the impacts of HS2 construction traffic on the walking and cycling environment along the main routes.**

- **Integrating meanwhile uses, public art, high quality hoardings and public realm projects into the perimeter of HS2 construction compounds to mitigate the severance caused during construction.**

- **Securing the ongoing activities in School Road through the 'school canteen' proposal.**

- **Where possible, aligning access points to construction compounds with long term routes in the area.**

4 Victoria Road and Old Oak Lane Principles
4.10 Working with HS2

The construction of HS2 will take place in the framework area over a ten-year period leading up to 2026. During this time, this major construction project will have a significant impact on the local urban area due to the intensity of vehicle flows, the severance caused by secure perimeters of construction compounds as well as noise and air quality.

Victoria Road in particular, Old Oak Lane, Wales Farm Road, Chandos Road, School Road and Old Oak Common Lane are key routes where construction traffic and local flows of cars, cyclists and pedestrians will need to coexist. In many cases, alternative routes are restricted due to railways and infrastructure barriers, thereby preventing pedestrians and cyclists to find quieter and safer routes. These key routes therefore have to support the shared use between construction traffic, private vehicles, public transport, cyclists and pedestrians through a series of public realm and carriageway improvements.

In some cases, the access to construction compounds offers the opportunity to unlock future routes and overcome railway infrastructure in the area. These opportunities should be maximised by coordinating access points and connections with a view to delivering long-term connectivity.

Improvements to key HS2 construction routes are set out in more detail in the HS2 Discussion Document.

Key

- HS2 Construction sites
- Main construction traffic routes
- Land potentially required during construction
- Development Framework Boundary

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