

OPDC
OLD OAK AND
PARK ROYAL
DEVELOPMENT
CORPORATION

Heritage Strategy

LOCAL PLAN SUPPORTING STUDY

2017



MAYOR OF LONDON

22. Heritage Strategy

Document Title	Heritage Strategy
Lead Author	Allies and Morrison
Purpose of the Study	Provide a deeper understanding of the historical development and significance of the Old Oak and Park Royal Area.
Key outputs	- Identifies and describes broad historic themes and character areas. This includes an assessment of their relative historic significance of each character area. - Identifies and sets out recommendations for designated and undesignated heritage assets and associated views.
Key recommendations	Outline a number of recommendations which require consideration in the development of policies and masterplans, and the development of schemes, including: 5 broad historic themes: - Grand Union Canal; - Rail heritage; - Industrial heritage; - Residential enclaves; and - Scrubland and open space. - a number of character areas which are more sensitive to change than others, particularly where a number of historic features or assets. - heritage assets recommended for local listing and therefore should be retained or reflected as part of any future development.
Relations to other studies	Outputs cross relate to the Old Oak Outline Historic Area Assessment and Character Area Study.
Relevant Local Plan Policies and Chapters	- Policy SP9 (Built Environment) - All Places policies - All Design chapter policies and specifically, Policy D8 (Heritage)



PARK ROYAL 1937

At the start of the 20th century Park Royal was no more than a modest rural area, albeit with railway lines woven across it and a workhouse in its midst.

During the First World War the area became a vital munitions supplier and thereafter it was utterly transformed, crammed with factories producing an extraordinary range of industrial and domestic products. At one time the main landowners, Allnatts, were building two factories a week at Park Royal. By 1932 there were 83 factories employing 13,400. The photo in 1937 shows how densely developed the area has become, with works producing goods of every variety; foodstuffs, packaging, electrical and mechanical engineering, radios, condensers, cosmetics and vehicles.

World famous products originated at Park Royal, from biscuits to buses, beans to magazines. The Vandervell factory on Western Avenue was the home of the Vanwall racing car, driven by Stirling Moss and Tony Brooks to win the World Championship in 1958. London Transport's celebrated Routemaster bus was made here. The biggest employers were Heinz, employing 3,500 at their peak in 1964 and producing a million tins of baked beans a day; Guinness, at one time the world's biggest brewery, and McVities in Waxlow Road, where by the Second World War 2000 workers were making 300 varieties of biscuit.

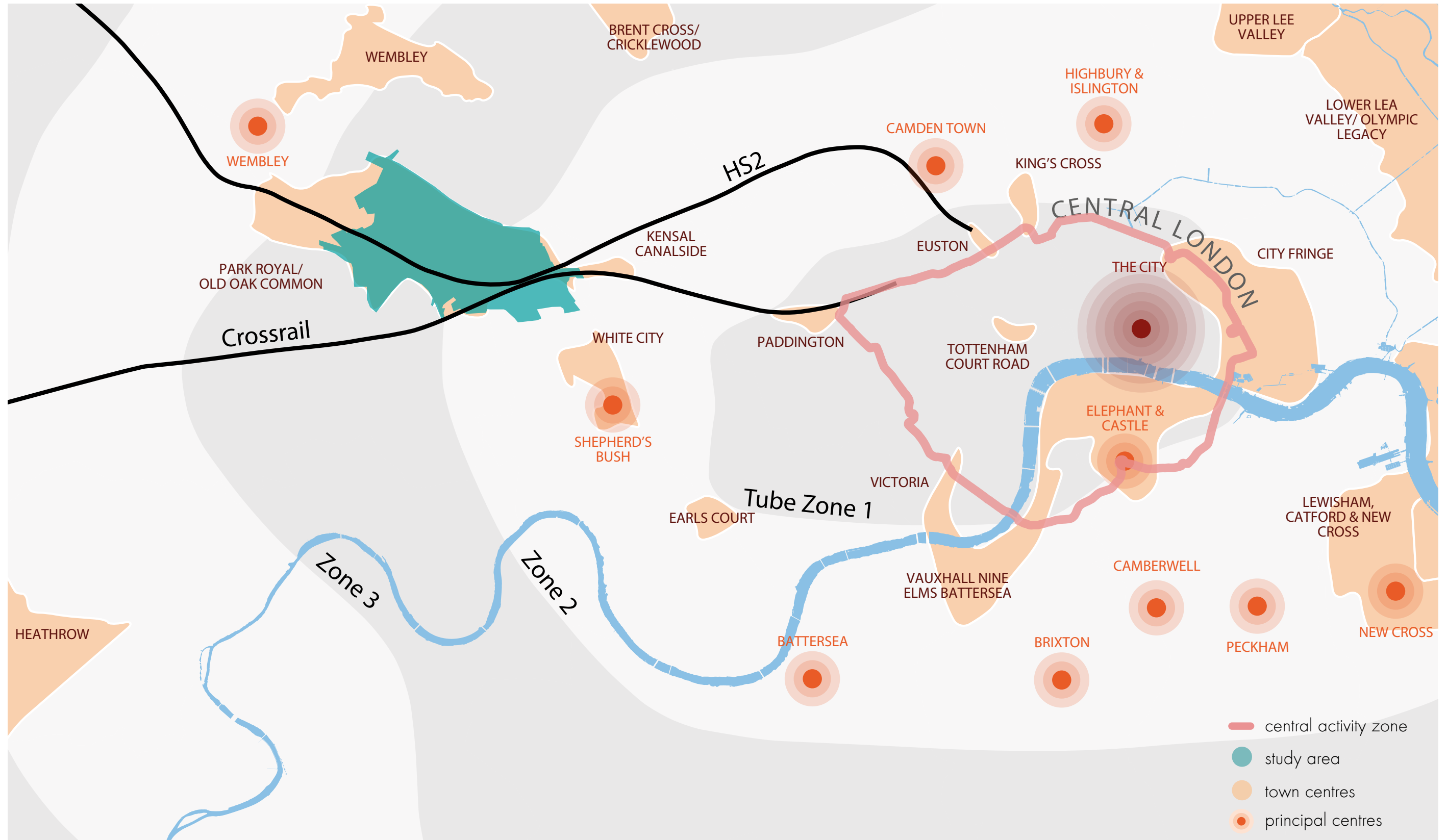
In the 1970s and 80s employment numbers declined, with a steady shift from manufacturing to distribution. Many of the old buildings were demolished to make way for large sheds, parking or open storage. To a surprising degree, however, the imprint of the area's heyday can still be sensed in the streets and industrial fragments.

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SECTION 1

INTRODUCTION



Strategic regional context

1 INTRODUCTION

1.1 OVERVIEW AND PURPOSE

Old Oak and Park Royal Development Corporation has commissioned the preparation of a Heritage Strategy for the entirety of the Old Oak and Park Royal Development Corporation area. The principal purpose of the study is set out as follows:

- Provide a deeper understanding of the historical development and significance of the Old Oak and Park Royal Area.
- Identify and describe broad historic character areas, assess their relative architectural and historic importance
- Provide an evidence base in support of recommendations relating to the retention of areas of distinctive character and heritage assets.
- Define recommendations to influence current and future masterplanning exercises, scheme development and application assessment from a heritage perspective.

The document forms part of the evidence base for the emerging Old Oak Park Royal Local Plan which is currently under preparation.

1.2 STUDY AREA CONTEXT AND LOCATION

Study area boundary

The study area corresponds with the boundary of the Old Oak Park Royal Development Corporation and as such, transcends the boundaries of three Local Planning Authorities - LB Hammersmith & Fulham, LB Brent and LB Ealing.

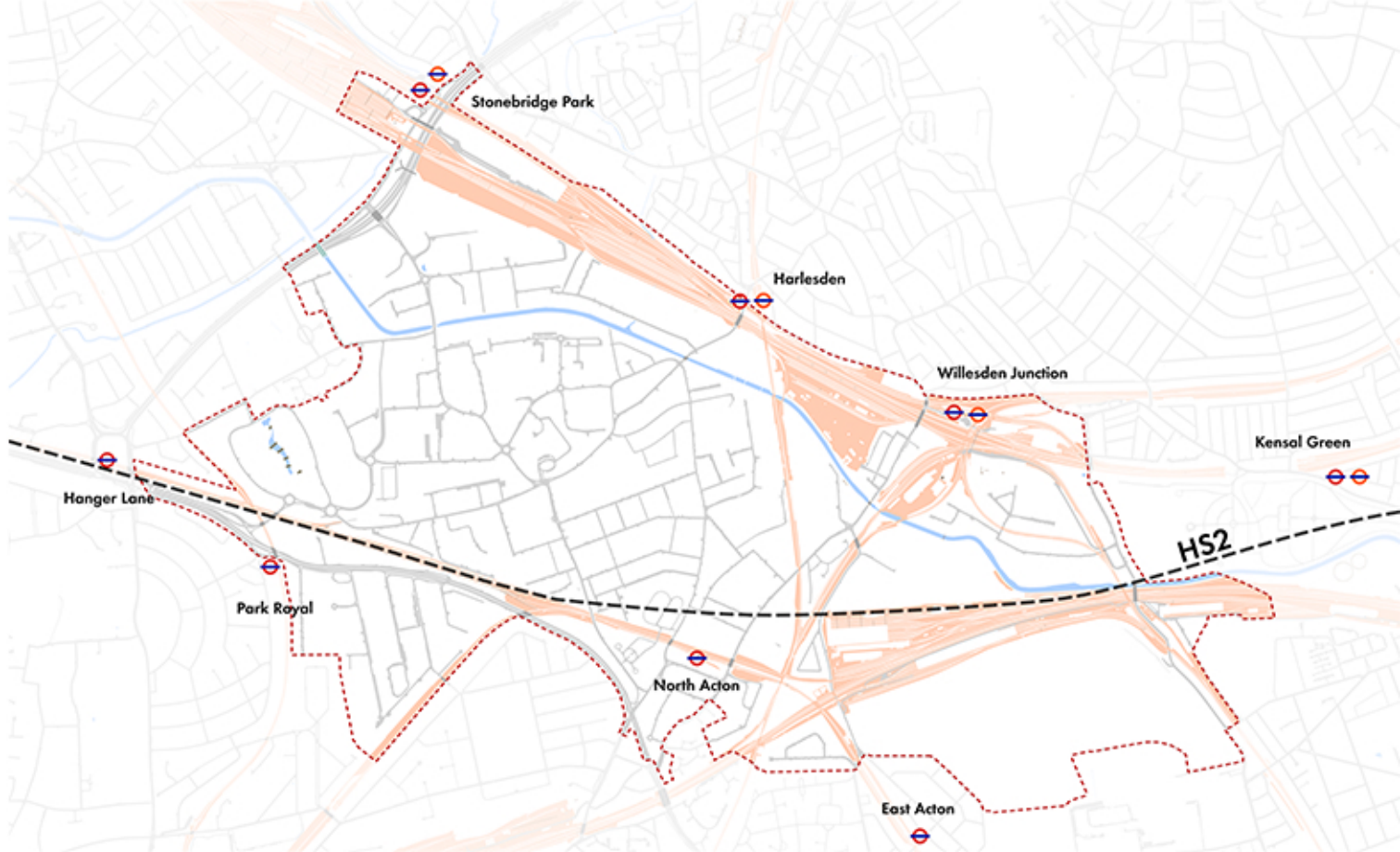
It is important to note that the Heritage Strategy considers a slightly wider area in relation to the setting of relevant heritage assets in the surrounding area and to enable an appropriate description of historic development and relationships between places.

Sub-regional context

The Opportunity Area status underlines the strategic significance of the area, with the establishment of a Mayoral Development Corporation highlighting the shift in focus towards more detailed planning, design and infrastructure considerations.



OPDC area



1.3 GROWTH CONTEXT

New infrastructure

Crossrail will connect Heathrow with Old Oak Common and Central London in 2018. HS2 is currently programmed to form a major point of interchange with Crossrail at Old Oak with development commencing on the interchange by 2020. The scheme envisages a significant programme of works for up to twenty years.

Proposed growth

The London Plan (Table A1.1) identifies minimum targets of 24,000 new homes and 55,000 new jobs in the Old Oak Common Opportunity Area, and 1,500 new homes and 10,000 jobs in the Park Royal Opportunity Area. These figures will be taken forward in OPDC's Local Plan.

Land ownership

Land owned by the rail bodies in the MDC area was transferred to OPDC in the Spring Budget 2016. The OPDC land, alongside the Car Giant and Penny Grove sites represents a major swathe of the area with a relatively small proportion of other sites with multiple private interests.

High Speed 2 context and wider impacts

Old Oak area will be transformed in 2026 by the opening of Old Oak Common Station which will connect Crossrail and National Rail services to HS2. Key benefits of this proposal are summarised as follows:

- The station is likely to accommodate 250,000 passengers a day.
- The proposals will result in a step change in accessibility: 8 minutes to Heathrow via Crossrail, 15 minutes faster from the north to Gatwick, and 10 minutes to the West End and Central London via Crossrail.
- A third of Londoners travelling on HS2 will board at Old Oak.
- The scheme is projected to deliver local benefits at a national and city scale in terms of jobs and investment, and access to wider employment opportunities.
- The proposals will deliver benefits for adjacent areas including Harlesden and Stonebridge Park. Other areas of change include East Acton, Harlesden/Acton town centre and Alperton Housing Zone.

The transformation of the area will form part of a wider regeneration story with other Opportunity Areas such as the Opportunity Areas of White City, Kensal Canalside and Wembley coming forward.

1.4 OLD OAK AND PARK ROYAL LOCAL PLAN

Process and statutory consultation

Regulation 18 consultation on the Draft Local Plan was undertaken from February to March 2016.

Consultation feedback is being analysed and will inform the next version of the draft OPDC Local Plan which is due to be published for consultation in Spring 2017.

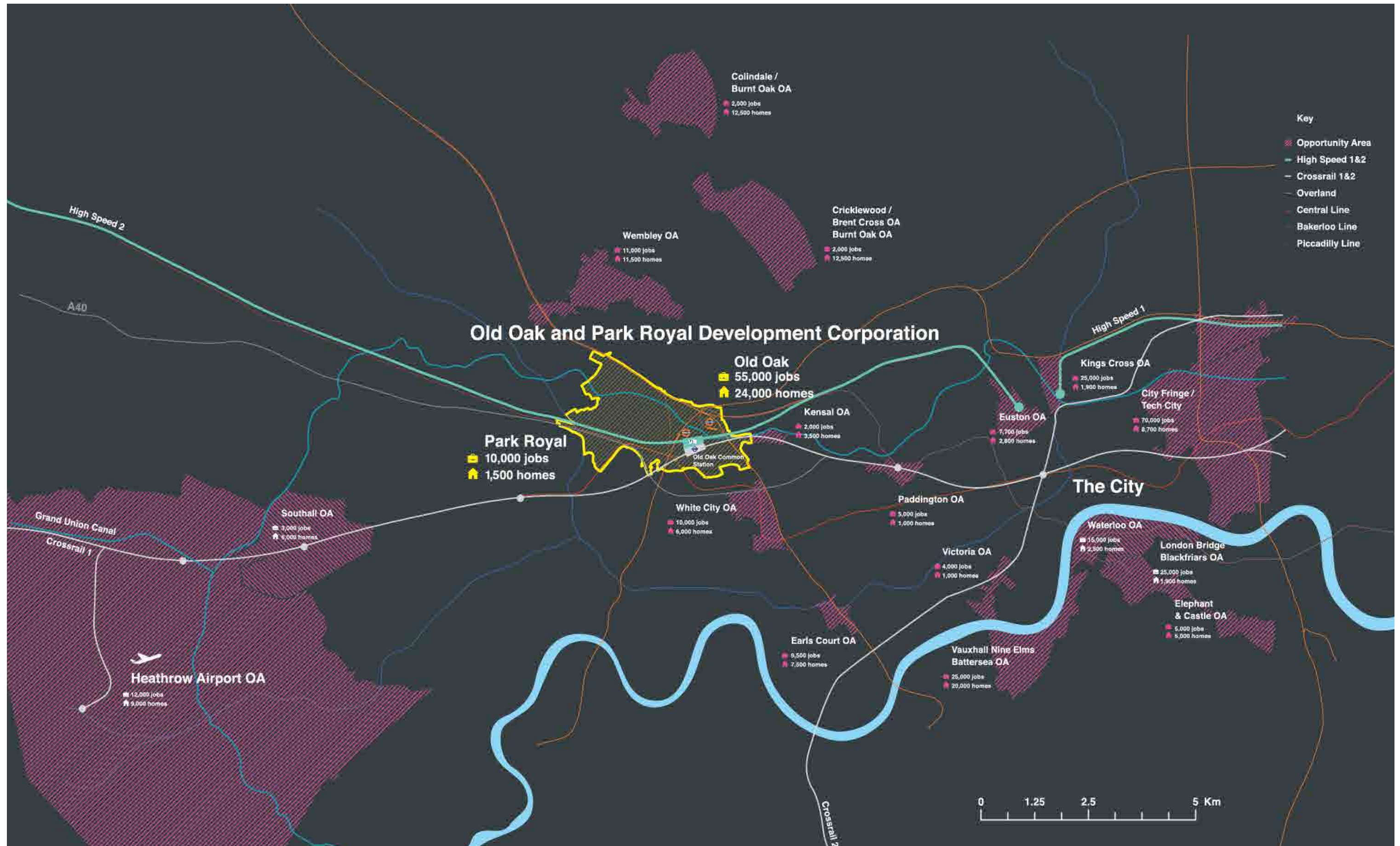
Relevant feedback has been received from a number of groups including local societies, the constituent Boroughs, the Greater London Authority, The Twentieth Century Society, Victorian Society, Canals and River Trust and the Railway Heritage Group.

Scope

The Local Plan establishes an overarching spatial vision and policies alongside guidance on key places, thematic policies and delivery and implementation.



Local Plan - regulation 18 consultation



OPDC growth context

1.5 WIDER STRATEGIES AND STUDIES

Cumberland Park Conservation Area Appraisal

OPDC proposed the designation of a new Conservation Area at Cumberland Park in February 2016 alongside the consultation on the Local Plan. Designation will be progressed in 2016.

Character study

OPDC is progressing a high level character study to assist in the definition of character areas for the Development Corporation area. There is broad correlation with the character area boundaries established in chapter 3 of this report.

Connections study

5th Studio and Alan Baxter have been commissioned by OPDC / TfL to prepare a walking, cycling and public realm strategy. The study incorporates strategic area modelling and will focus on past, present and future connectivity.

Views Study

OPDC is working with the boroughs in developing a views study to feed into the Local Plan, future masterplanning exercises and planning applications. Heritage views will also be outlined in OPDC’s Views Study.

Scrubs Lane Development Framework

OPDC commissioned East to prepare a development framework for Scrubs Lane which focuses on a number of key issues including public realm, highways, set backs, massing / density, walking and cycling, and the identification of specific character areas to set a context for development.

Victoria Road / Old Oak Lane Development Framework

OPDC commissioned Hawkins Brown to prepare the Development Framework for the Victoria Road and Old Oak Lane area. Heritage inputs would be informed by the Heritage Strategy project. This study includes the area around the HS2 works zone.

Old Oak masterplan

OPDC has prepared a brief for the Old Oak masterplan which focuses on the core part of the OPDC area.

There has been a dialogue between the consultant teams for the Heritage Strategy, Scrubs Lane and Victoria Road / Old Oak Lane Development Framework. It is anticipated that the Heritage Strategy will form part of the evidence base for the wider Old Oak masterplan.

1.6 APPROACH AND METHODOLOGY

Overview

The Heritage Strategy commenced with a review of research and findings by Geraint Franklin of Historic England (2015) as set out in the Old Oak Outline Historic Area Assessment / Addendum. The team has also undertaken an assessment of Park Royal using historic map regression techniques, secondary research and site visits.

In parallel, area-wide analysis was undertaken to assist in establishing the context for the historic development and the definition of logical “character areas”.

As part of the project, the team has reviewed representations on the Local Plan and undertaken stakeholder meetings with Historic England, LB Ealing, LB Brent and LB Hammersmith and Fulham. A stakeholder workshop with a selection of local residents and representatives of key groups also fed into the research in July 2016. The consultant team has met with OPDC officers and representatives of the Scrubs Lane and Victoria Road / Old Oak Lane masterplanning teams.

The significance of identified assets has been assessed drawing on advice from Historic England including the four value groups that can contribute to significance:

- Evidential value - yielding primary evidence of the past including archaeological potential.
- Historical value - showing connections between places and past people, events or aspects of life.
- Aesthetic value - the way people draw sensory and intellectual stimulation from a place.
- Communal value - the meanings of a place for people and their collective memories of it.

The Heritage Strategy has considered existing character including key features and legibility before focusing on specific assessments for each area including the following:

- Overall description;
- Positive features;
- Negative features;
- Historic assessment; and
- Opportunities and recommendations.

The strategy also distills a series of recommendations relating to heritage designations, and the integration of character area recommendations and key historic themes in the Local Plan, masterplanning exercises and planning applications. Heritage view are outlined in OPDC’s Views Study.

Research

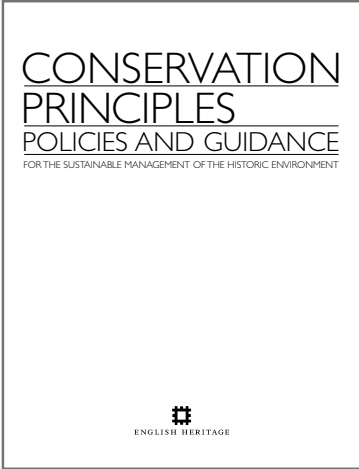
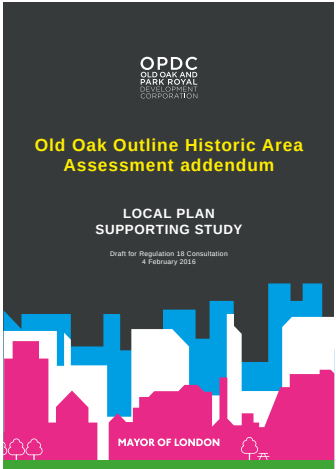
Thorough research has been undertaken to understand and interpret the heritage of each area. Information has been gathered from a wide range of sources. Primary sources are Ordnance Survey maps, books, newspaper articles and photographs gathered at the local archives. Other secondary sources include online specialist websites e.g. history of industry glossary, railway enthusiast blogs; company websites; and Britain from Above, providing a number of aerial photographs from the Aerofilms collection.

Structure

The Heritage Strategy is structured as follows:

- Chapter 1: Introduction;
- Chapter 2: Historical summary;
- Chapter 3: Character areas; and
- Chapter 4: Key recommendations.

A summary of the feedback received at the Stakeholder Workshop in July 2016 is also included for reference in Appendix 1.



Old Oak outline HAA and Conservation Principles report

SECTION 2

HISTORICAL SUMMARY

2 HISTORICAL SUMMARY

2.1 HISTORICAL DEVELOPMENT

For centuries the Old Oak area was an agricultural backwater to London, made up of a patchwork of common land and farmsteads, with small hamlets at its fringes. This remained the pattern up to the end of the 19th century, when the old villages were absorbed into the suburban growth of the city and Old Oak began its transformation into a vital part of London's manufacturing.

Before 1800 the study area was characterised by woodland, water courses draining to the Thames, common land for pasture and small arable plots. In the 1750s a source of spring mineral water was promoted for its health-giving qualities, but Acton Wells failed to establish itself as a spa resort and the area remained in agricultural use.

The first significant change came in 1801 with the Grand Junction Canal, and the opening of the Paddington Arm that threaded across the area. The canals were eclipsed by the railways in the 1840s

but until then the network has a profound economic importance, bringing raw materials into the capital and enabling the export of goods to inland areas. The influence of the canal on the development of the Old Oak area was indirect: the positions of the bridges determining where future development would take place.

The first sign of the growing city was in the form of Kensal Green Cemetery, founded in 1832 and styled on Paris's Père Lachaise. Kensal Green was followed in 1855 by St Mary's Cemetery to the west, which remains one of only two cemeteries in London dedicated to the Roman Catholic faith.

Brunel's Great Western Railway of 1838 was the first of several railways to be built across the study area. It was followed by the London and North Western Railway and several other operators, creating a tangle of tracks, embankments, cuttings, sidings, shunting

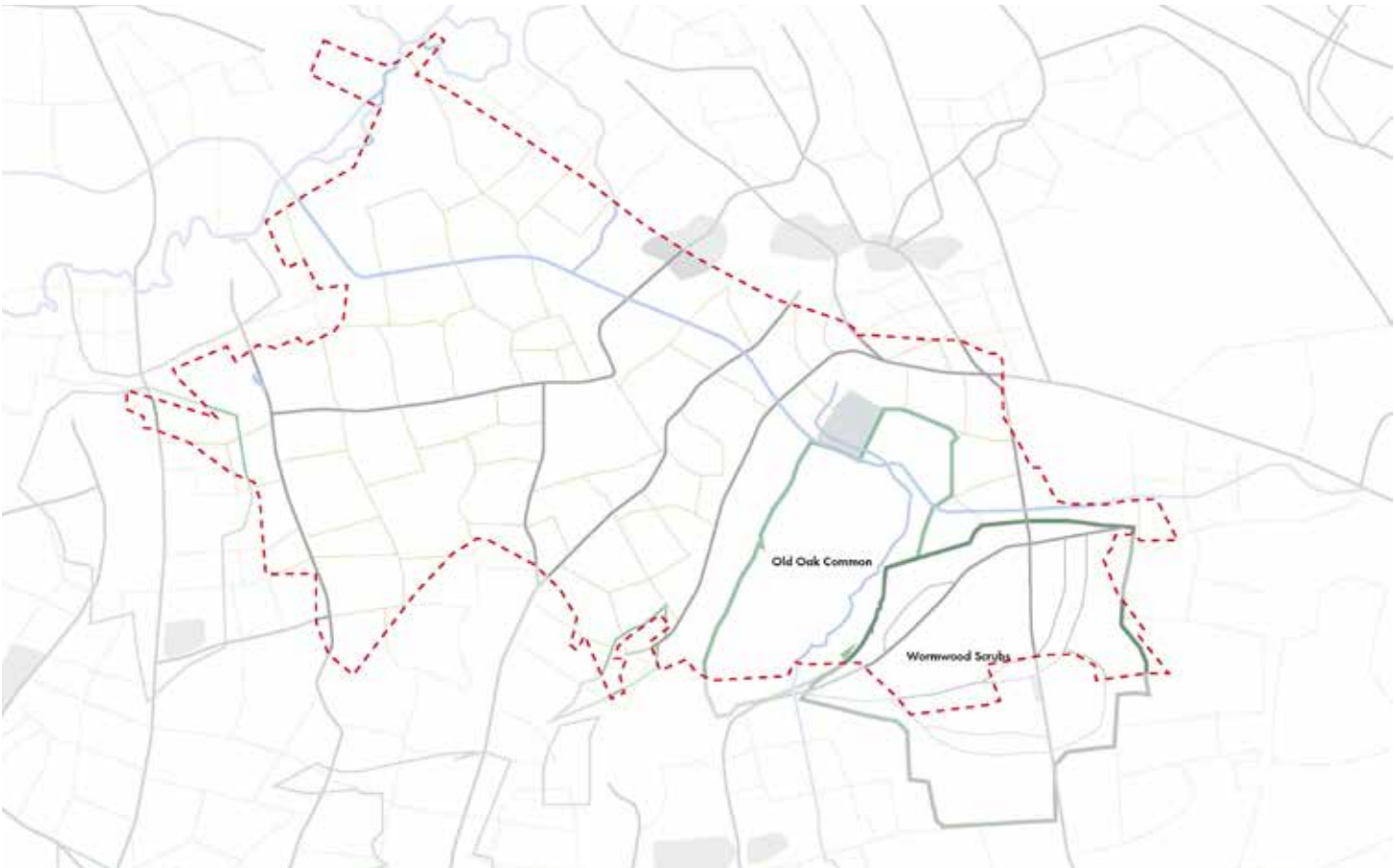
yards and bridges. The railways opened up the area but also provided formidable barriers to movement that are still experienced today, with limited crossing points. Of the stations, Willesden Junction became the most important interchange.

Brick and tile manufacturers took advantage of the new, cheap transport but livestock rearing continued, with an emphasis on pig rearing and dairying, supplying the expanding metropolis on its doorstep. In the latter decades of the 19th century development began to spread from the north (Willesden) south (Acton) and east (Kensington) and parts of Old Oak Common and Wormwood Scrubs were encroached.

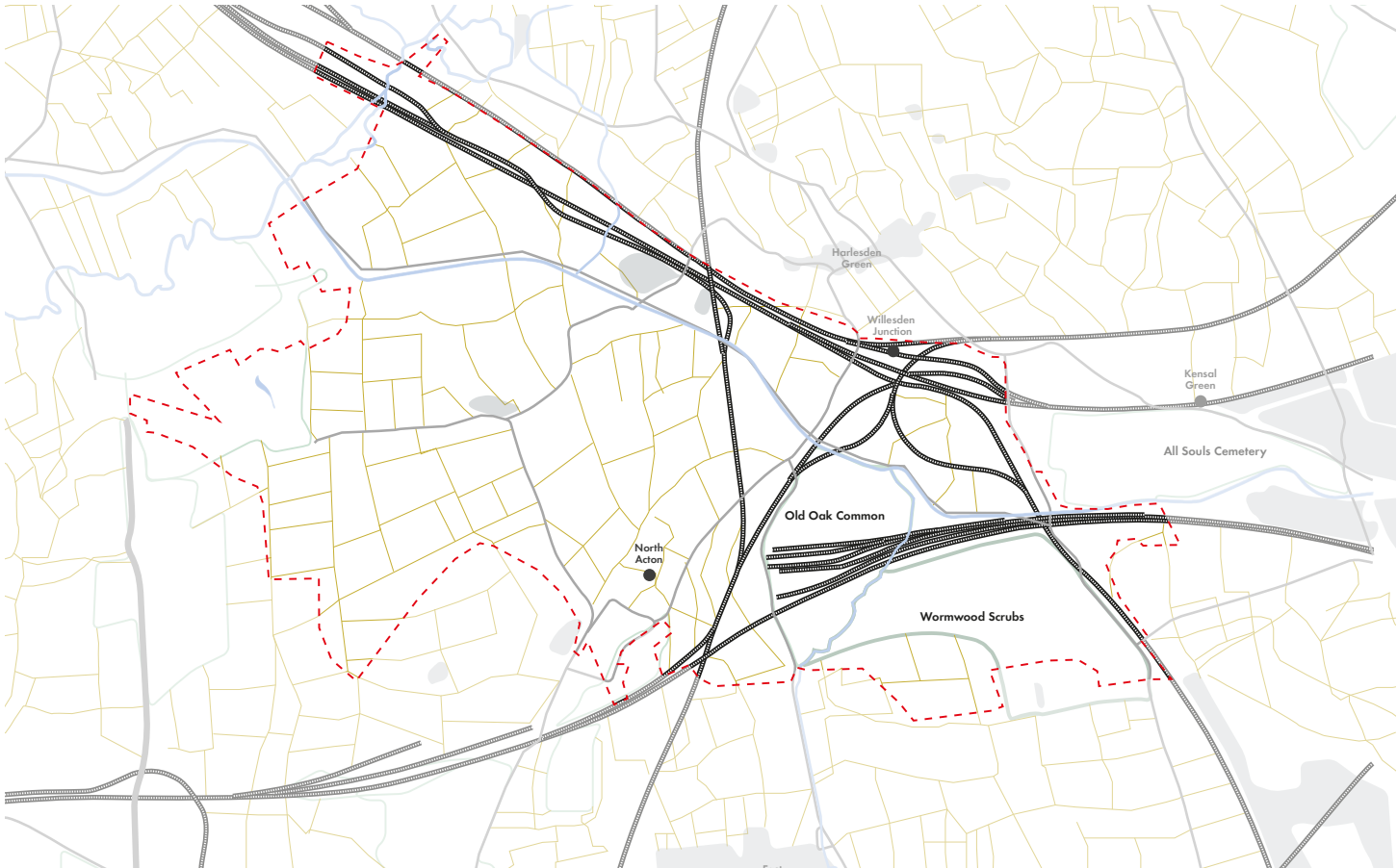
In 1889 rows of houses were built by the LNWR for its employees in Old Oak Lane, near Willesden Junction. Industry in the area developed sporadically, in pockets along the canal and on the east side of Scrubs Lane. Wormwood Scrubs Prison opened, followed by the Willesden workhouse at the heart of the study area.

This later became Willesden Infirmary and the Central Middlesex Hospital.

In 1903 Twyford was chosen by the Royal Agricultural Society as the home for its first permanent showground, purchasing land from the Twyford Abbey estate. Hitherto the show had toured the country, but it was now given a new site and named Park Royal in honour of the Prince of Wales, who opened the first show. The showground was well served by train with two new stations opening on the Great Western Railway (Park Royal and Twyford Abbey) and the LNWR (Park Showground). The show was shortlived however; visitor numbers dwindled from 65,000 in the first year to 24,000 in 1905. The Society closed the loss-making Park Royal ground in 1906, reverting to touring shows that continued into the 1960s before a final permanent home was made at Stoneleigh, Warwickshire.



1761 - Early beginnings. Old Oak Common and Worm Holt Wood are defining elements with the area associated with the health qualities of Old Oak and Acton Wells. The Grand Union Canal Paddington Arm was constructed between 1774 and 1801 following the 100ft contour. Small settlements are situated around the area including Acton, Willesden and Harlesden



1866 - Arrival of infrastructure. Flat land is suited to new rail lines which increasingly form key boundaries in the area. The common and woodland are increasingly enclosed. The area became a focus for piggeries and slaughter houses as well as brick and tile manufacture (Atlas Wharf)

During the First World War, Park Royal was requisitioned for military use and part of the showground became a large horse compound for the Royal Army Service Corps. Munitions factories, employing mainly Willesden residents, were built in Willesden Lane and Victoria Road as well as across much of Park Royal. The area was well situated between the Midlands and Woolwich Arsenal to provide small arms ammunition for troops on the way to France. Most factories closed towards the end of 1918, becoming derelict.

In the late 1920s the Government sold most of its Park Royal land to Allnatt Properties for factory and distributive trades, including food processing. By the Second World War the area was a major London employer, supported not only by rail and tube services but also improved arterial roads, notably the North Circular Road (1930s) and Western Avenue (1927).

Western Avenue in particular provided a good, fast route in and out of central London and encouraged many firms to move there.

Major employers included Guinness, Heinz, McVities, and Rolls Royce. For a time, the area had its own airfield at Acton aerodrome, to the east of the present Park Royal station.

In the Second World War some of Park Royal's factories were again put to military use, including Park Royal Coachworks, which turned from cars and buses to making wings and cowlings for Halifax bombers. The area's railway lines made it a target for enemy action and there was scattered destruction by aerial bombardment, but not on the scale of that experienced by London's east end.

After the war there was a gradual shift from manufacturing to distribution that has continued to this day; many old units have been replaced by their modern equivalents but the street pattern and

block structure still preserves an element of the area's industrial heyday. Familiar landmarks like the Guinness and Heinz factories have now gone and the skyline is being reshaped by new development at Central Middlesex Hospital and Imperial College.

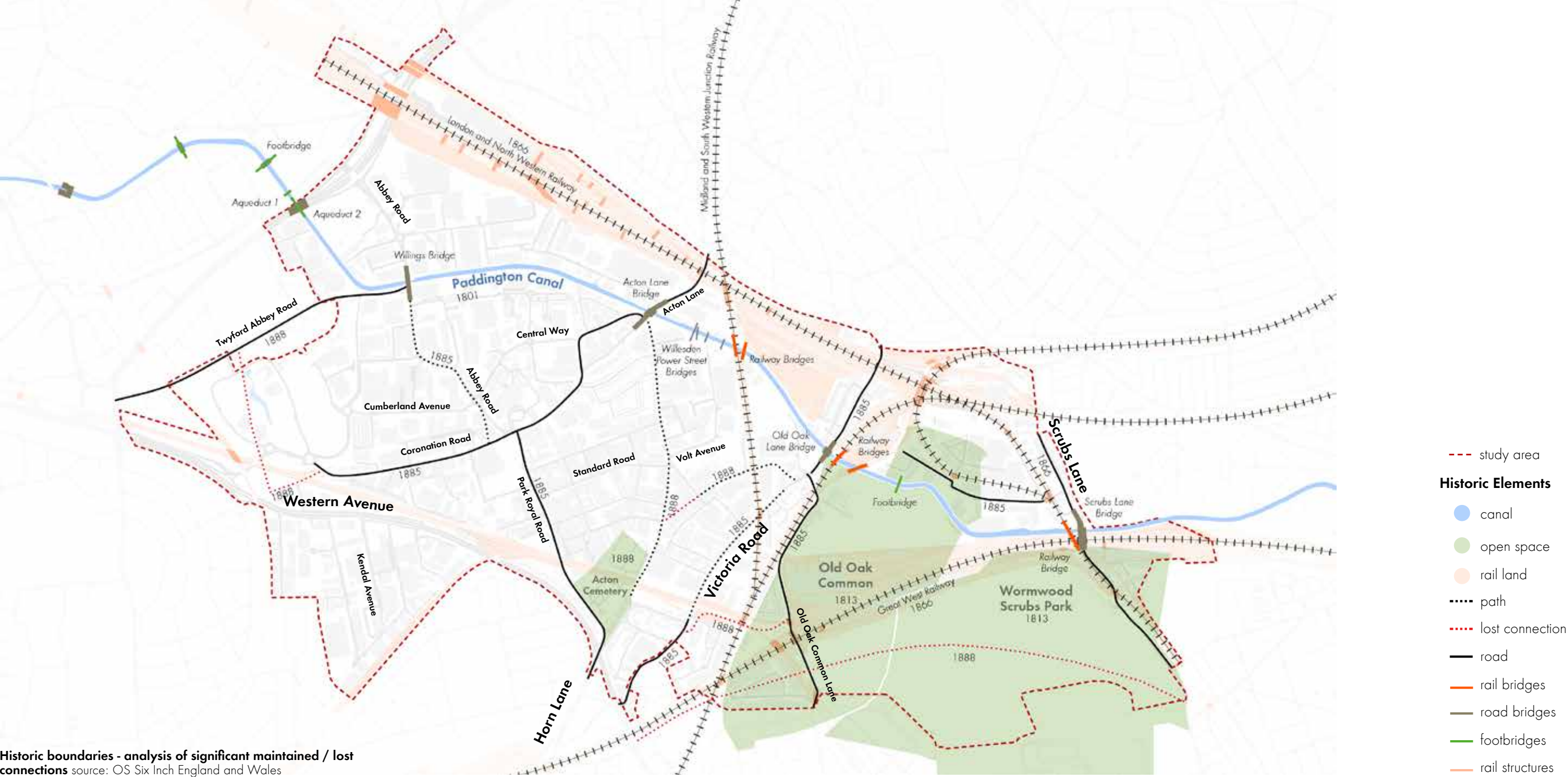


1912 - Industrial growth. Further rail lines continued to bisect the area. Urban development accelerates in the area to the north and south. Food production and the “offensive trades” become more prominent



1938 - Urbanisation. A lack of planning controls result in more uncoordinated growth. A wide array of industrial activities are now established

2.2 HISTORIC TRACES



2.2 HISTORICAL TRACES

The pace of change at Old Oak Common and Park Royal has not obliterated its past. The street pattern of the early industrial development has generally survived, and some of this itself is layered on much older routes and boundaries, dating back to the agrarian landscape of the 19th century or even earlier.

Although there are few designated assets, there are a substantial number of buildings which, even where altered, serve as reminders of the area's remarkable past.

These historical traces are explored in more detail in chapter 3.



Hythe Road



Acton Cemetery



Coronation Road



Twyford Abbey Road



Victoria Road



Goodhall street

2.3 INTRODUCING HERITAGE THEMES

In addition to the character area specific recommendations in the following chapter, the study has defined five over-arching heritage themes that require consideration in the development of policies and masterplans, and the development of schemes. These have been have been identified and developed through visits to the local archives, desktop based research and following a stakeholder event (see Appendix, page 218). Recommendations relating to each theme are set out in chapter 4, and build upon the more specific findings presented in the following chapter.

The themes are:

- Grand Union Canal;
- Rail heritage;
- Industrial heritage;
- Residential enclaves; and
- Scrubland and open space.

GRAND UNION CANAL



RAIL HERITAGE



INDUSTRIAL HERITAGE



RESIDENTIAL ENCLAVES



SCRUBLAND & OPEN SPACE



