

# WELCOME

01

## SHAPE THE FUTURE OF PARK ROYAL

Asda and Barratt London are progressing proposals for the Asda Park Royal site, located at 2-20 Western Road, NW10 7LW. The site is currently home to the Asda superstore and its car park.

The project aims to deliver a new vibrant mixed-use town centre of around 1,500 new homes, with a target of 35% affordable housing, with additional commercial and community uses, public realm and open space, and a new, similar-sized, flagship Asda superstore with car parking.

The emerging proposals show that the current Asda will remain open throughout the construction period with the addition of a temporary petrol filling station. Once construction is complete, Asda will fit out the new store and the Asda Team move across, ensuring important continuity of trade for customers and colleagues.

The project and plans are still at an early stage and the following information boards present: information about the site; its history and heritage; the project's vision and values; the emerging masterplan; and the developing landscape, ecology, sustainability, and transport strategies.

## HAVE YOUR SAY

Community feedback is critical to shaping the plans for this site and Asda and Barratt London are determined to embed public participation into this process from the outset.

Please provide feedback on the emerging plans presented on these boards through the survey. If you have any questions or queries please get in touch directly through the email provided.

Scan the QR code to fill out a survey online. The closing date for feedback is 31<sup>st</sup> October 2024.



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## THE TEAM



Site Owner

Asda is one of the UK's largest supermarkets, the sole owner of the site and a large local employer.



Development Partner

Barratt London is a market leading residential developer with over 30 years experience delivering high quality homes in London.



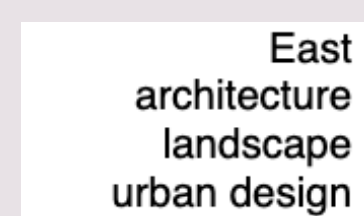
Architects

Pollard Thomas Edwards is an architecture practice specialising in the design of homes, neighbourhoods, public spaces across the UK.



Planning Consultant

Quod is a dynamic planning consultancy with expertise in regional and national planning, development economics and social economics.



Public Realm & Landscape



Transport Consultant



Community Engagement



Environmental Consultant



Placemaking Consultant



Energy & Sustainability Consultant



Structural & Civil Engineer



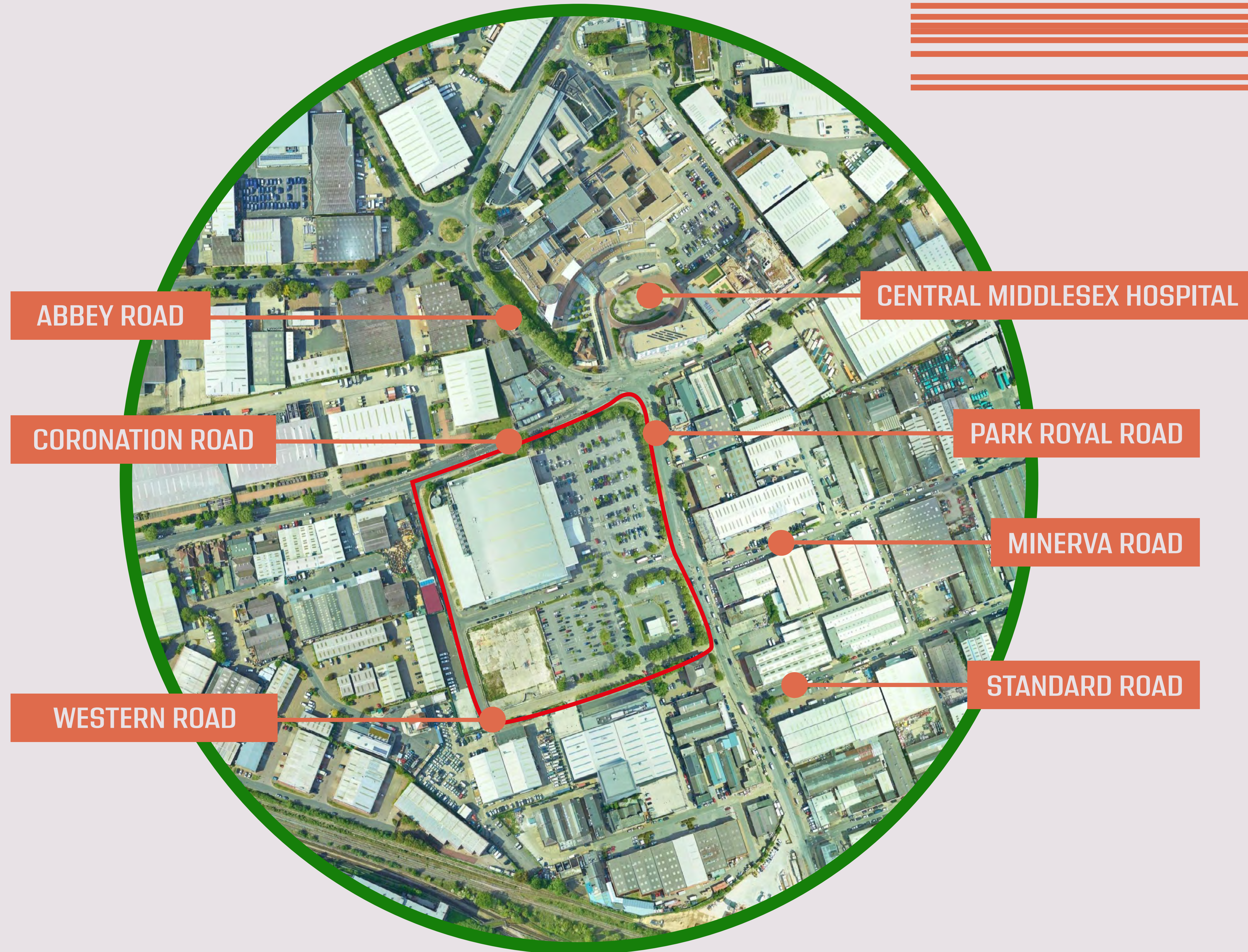


# THE SITE & COMMUNITY

The Asda Park Royal site is located in the heart of Park Royal which is home to London's largest business park and an area that sits within the boroughs of Ealing and Brent. The site is currently home to an Asda superstore, a 490-space car park and a petrol filling station. Opposite the site is the NHS Central Middlesex Hospital, a specialist care hub. The site itself sits within the East Acton ward of LB Ealing and the Old Oak and Park Royal regeneration area.

## THE OPDC

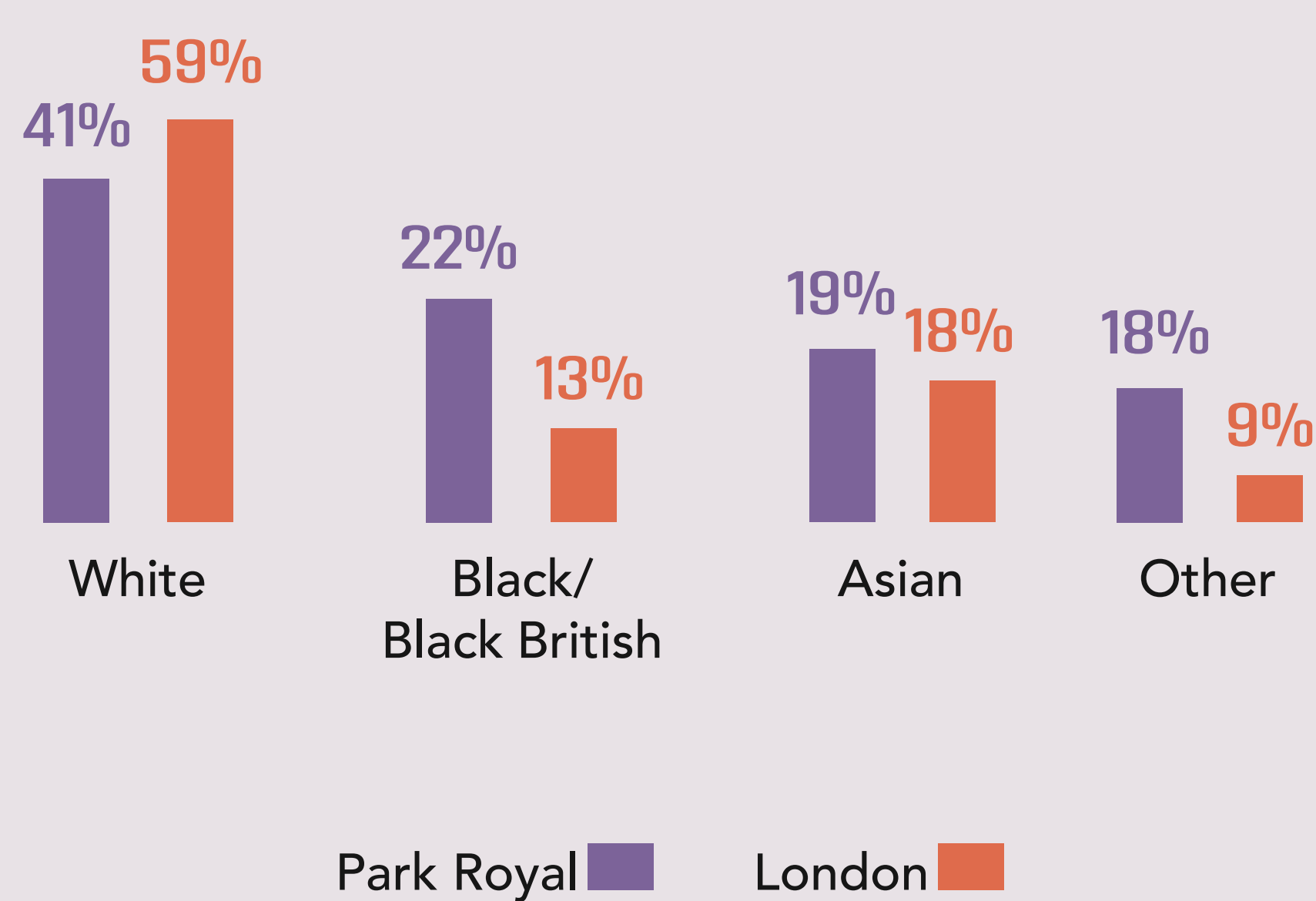
The Old Oak Park Royal Development Corporation (OPDC) is a Mayoral Development Corporation that was established in April 2015. As a local planning authority and 'delivery body', it oversees planning responsibilities across the Old Oak and Park Royal regeneration area that includes parts of Ealing, Brent, and Hammersmith and Fulham. Its role is to encourage landowners and developers to bring forward proposals that will create 56,000 new jobs and build 25,000 homes.



## THE RESIDENTIAL COMMUNITY

26,000 people live within a 5-minute drive of the site. Park Royal has a young and diverse population, with higher rates of people aged 17-34 than London averages, and a variety of ethnicities including Arabic, Polish and Somali. There is a high proportion of families with dependant children that live locally, and there is a large student population with Imperial College London located nearby.

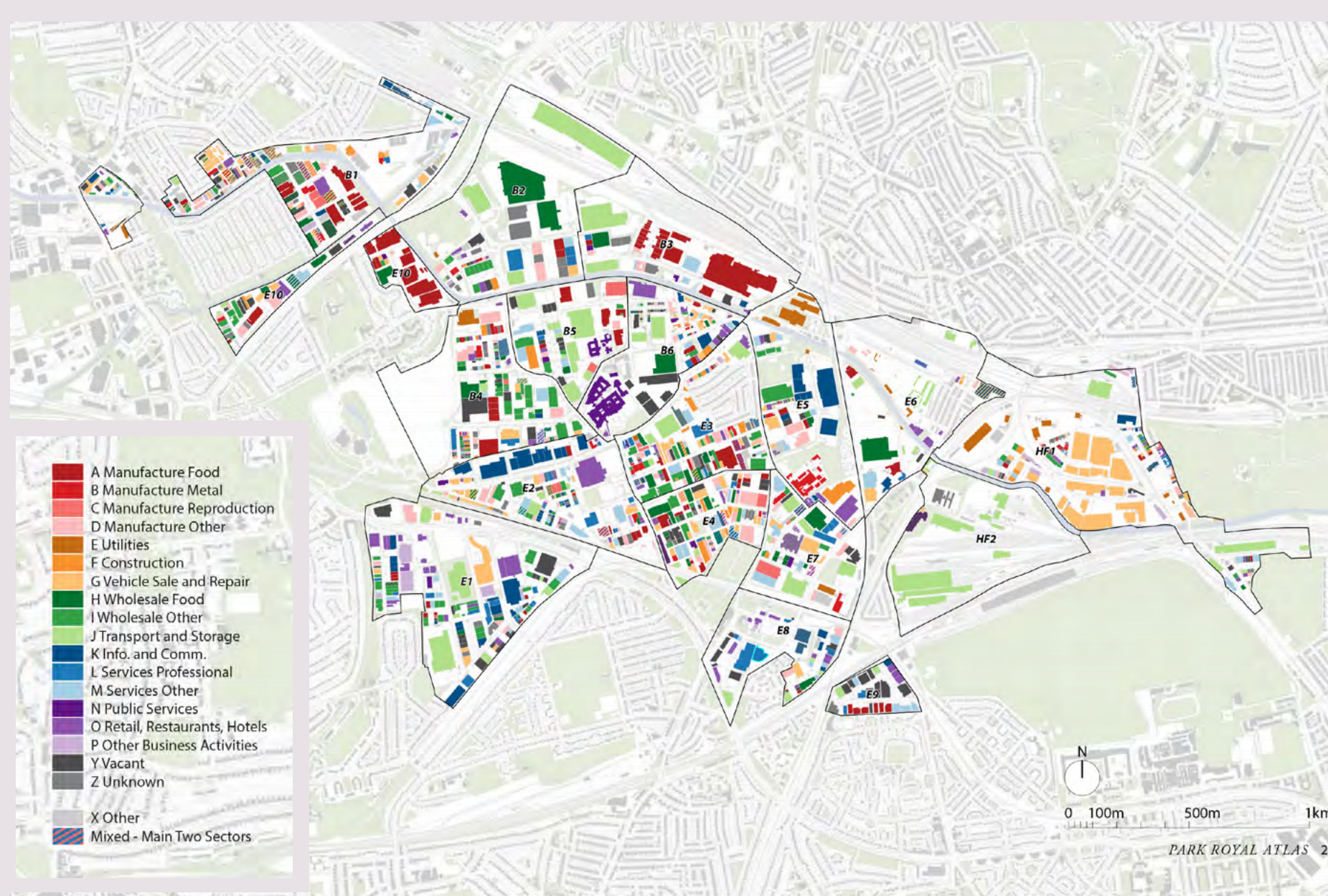
### ETHNICITY %



## THE BUSINESS COMMUNITY

As one of London's primary industrial areas, Park Royal is home to a large and diverse business community. Amongst the 1,700 businesses, supporting 43,100 jobs, are major employers such as NHS Central Middlesex Hospital and Mcvitie's. The Wholesale and Retail sector makes up the largest employment sector in the area and Health and Social Work is the second largest.

### THE LOCAL WORKFORCE



## THE CREATIVE COMMUNITY

Park Royal is now home to a creative arts hub with a diverse community of artists and makers, and is an incubator for design talent. In 2022, the Park Royal Design District was established and has a membership of over 250 organisations and individuals. The Design District is a not-for-profit company delivering projects and activities that benefit the creative community of Park Royal.

"250 STUDIOS OF ARTISTS, MAKERS, DESIGNERS, PHOTOGRAPHERS, FILM MAKERS, AND MUSICIANS"

**BILL AMBERG STUDIO**

42 GORST studios

**EXCELSIOR**

**YINKA ILORI**



# HISTORY, HERITAGE & CULTURE

Park Royal has a long and fascinating history that is deeply linked to the UK's history of agriculture, industry, and migration. Understanding and appreciating the past is key to forging a new future.

## PRE-1900

The area was largely undeveloped until the early 1900s, with the existing Coronation Road and Park Royal Road linking local farms and small settlements. The name Park Royal derives from the Royal Agricultural Society exhibitions that were held in the area from 1903-1905 that were officially opened by King George V.

## EARLY-1900

Park Royal's industrial character began to emerge in the 1920s with the construction of a munitions factory. Other early developments followed, and the area became home to a diverse range of industrial activities, including a silk knit works, the Eburite Cardboard Container Works, metal fitting, and the Great Western Railway's locomotive works. By 1932, the area had 73 factories, employing 13,500 workers. The Central Middlesex Hospital was first established in 1903 as an infirmary for the local warehouses before becoming an NHS run hospital in 1948.

## LATE-1900

Park Royal continued to grow after the Second World War, with large warehouses beginning to replace some of the original factories, such as the silk knit works. Notable new industries included John Compton's cinema organ factory, Britannia Electric Lamp works and various small manufacturing firms producing a wide range of goods.

## PRESENT

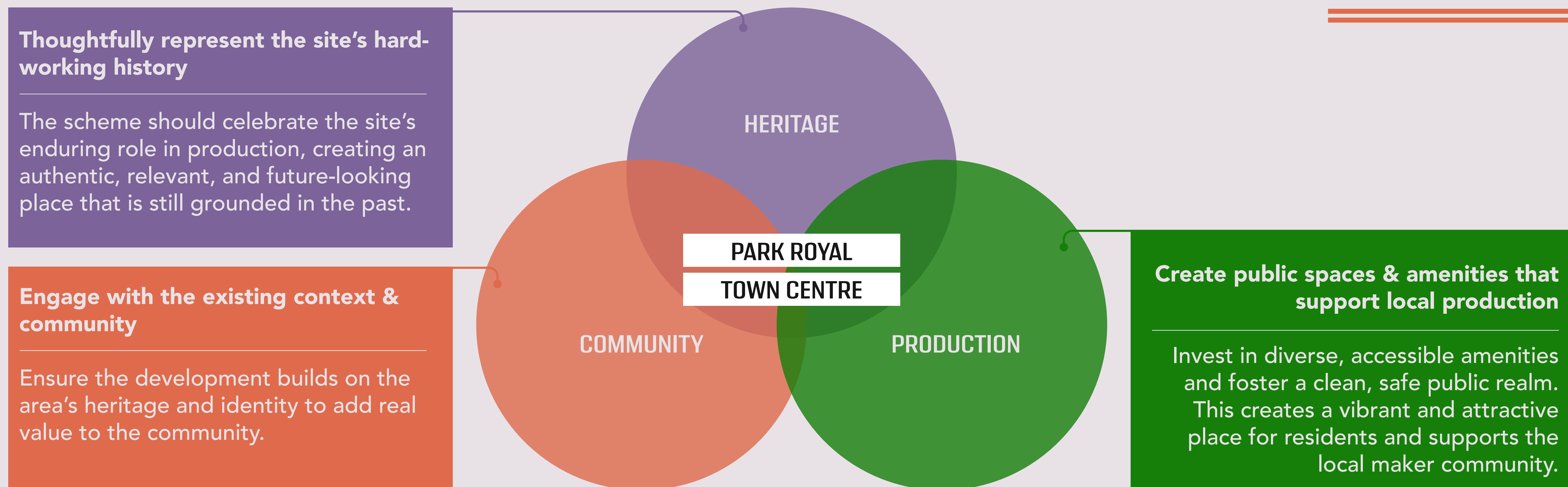
Despite the economic decline and de-industrialisation of the 1980s and 1990s, Park Royal remains one of the largest and most important industrial areas in the UK. The area accommodates a broad range of industries, from food production to light industrial. Park Royal is home to the McVitie's industrial bakery and Charlie Bigham's, amongst others; nearly one-third of the food consumed in London comes through Park Royal. 75% of the businesses in Park Royal today are small enterprises.





# THE VISION

This board outlines our vision for the redevelopment of the Asda site and its transformation into a new town centre for Park Royal.



## OUR PROMISE



## A TOWN CENTRE FOR PARK ROYAL, FINALLY & FOR ALL.

## THE PROJECT PILLARS

The emerging principles for this development.

<p><b>TOWN CENTRE REALISED</b></p> <p>A development that fulfils the community's long-standing need for a central gathering space.</p>	<p><b>INDUSTRIOUS &amp; INNOVATIVE</b></p> <p>The development celebrates local craftsmanship, creativity, and industrious spirit as a hub of innovation.</p>	<p><b>VIBRANT &amp; ENGAGING</b></p> <p>Through a dynamic blend of amenities, production, and programming, there will always be something happening in the town centre to create a lively and engaging atmosphere.</p>	<p><b>COMMUNITY CENTRIC &amp; INCLUSIVE</b></p> <p>By fostering meaningful connections and providing engaging public spaces, we will create a sense of belonging that strengthens the fabric of our diverse community.</p>
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# STRATEGIC MOVES

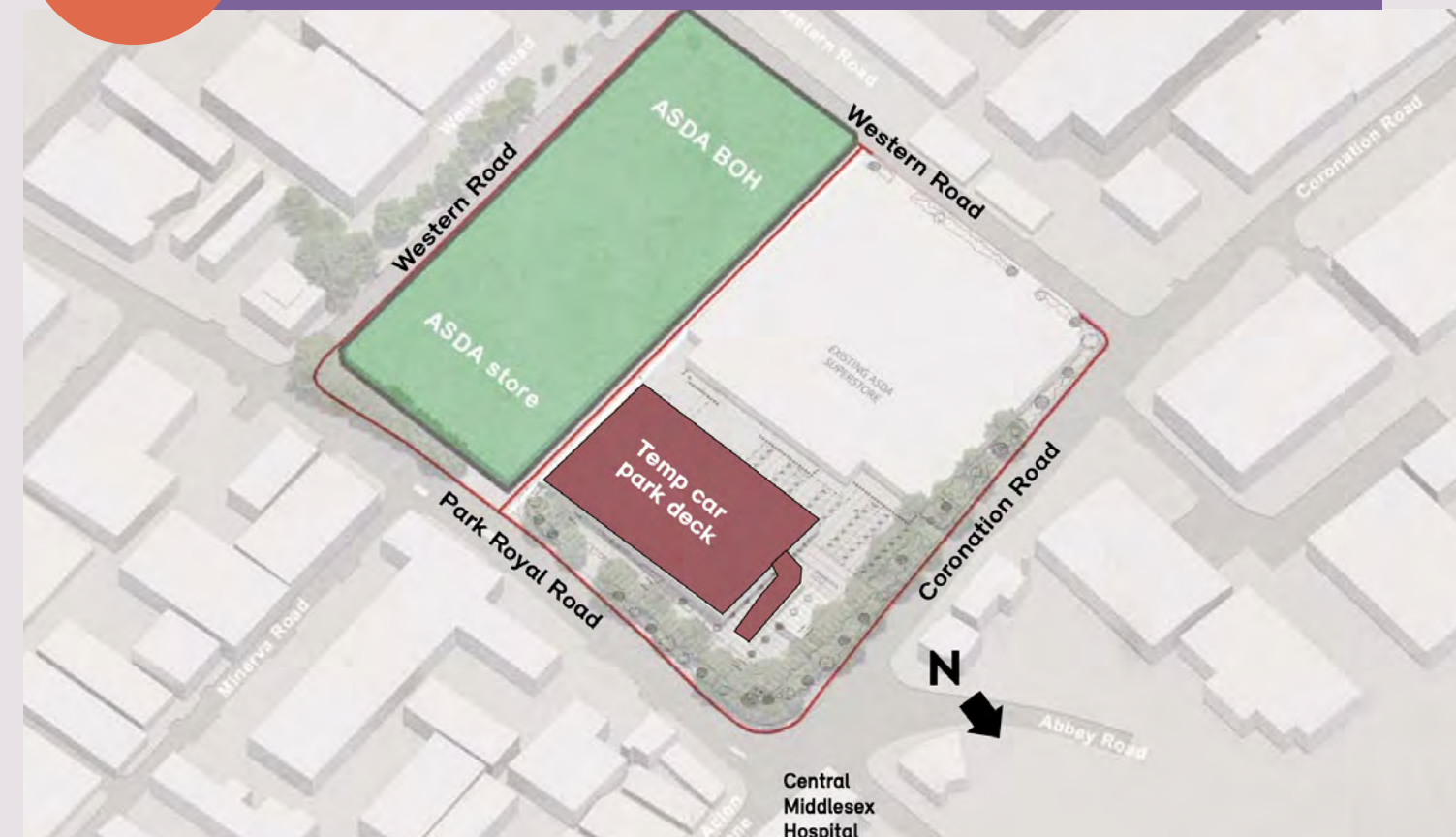
This board presents a number of the key considerations that the emerging masterplan responds to.

## 01 EXISTING SITE



The existing site offers little in the way of landscaping, biodiversity and wider public benefits.

## 02 PHASE 1 DEVELOPMENT AREA



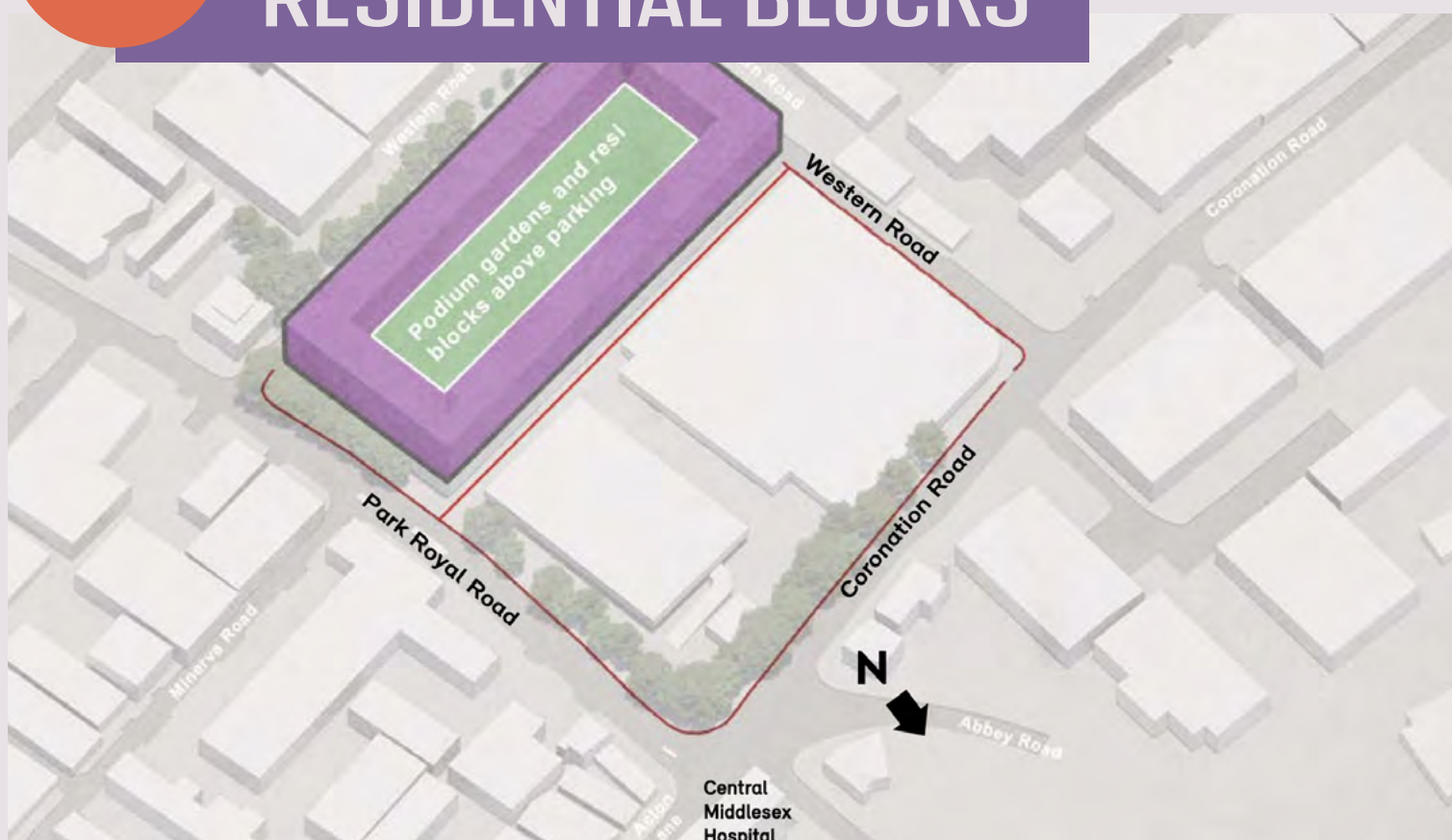
The first phase of development will involve the construction of the new Asda superstore. The existing store will remain open and operational during the construction period. A temporary petrol station will be located adjacent to the car park.

## 03 ASDA CAR PARK ABOVE STORE



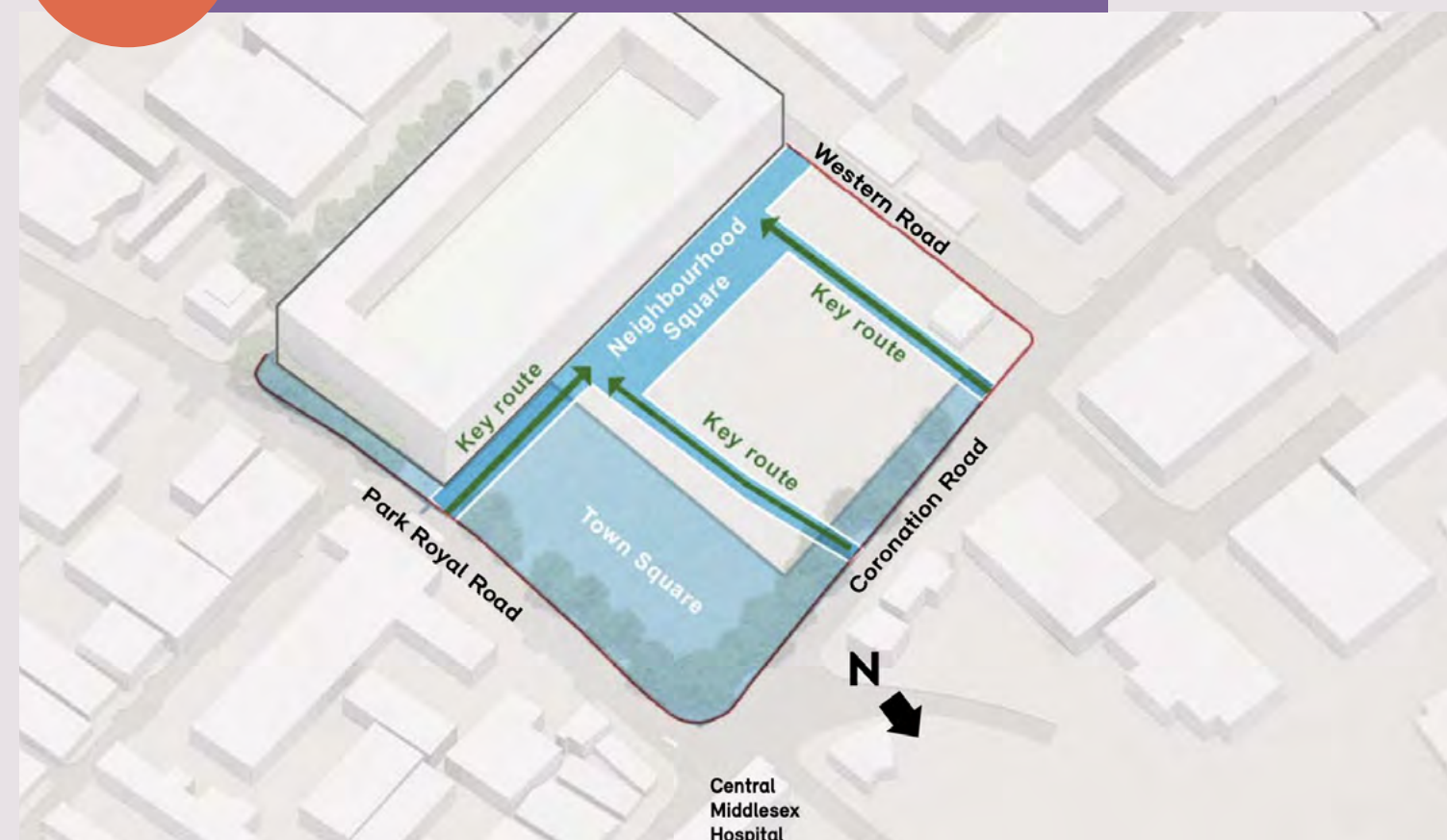
The new car park will be re-provided on top of the new store. Once construction is complete, Asda will fit out the new store and the Asda Team move across, ensuring important continuity of trade for customers and colleagues.

## 04 PODIUM GARDENS & RESIDENTIAL BLOCKS



Residential blocks will be built above the Asda, maximising space. A podium garden provides a green space for the new residents.

## 05 A NEW TOWN SQUARE



A major move for the scheme is the creation of a new public square that will become a focal point for the new development. New pedestrian and cycle routes, promote active travel.

## 06 ACTIVATING THE GROUND FLOOR



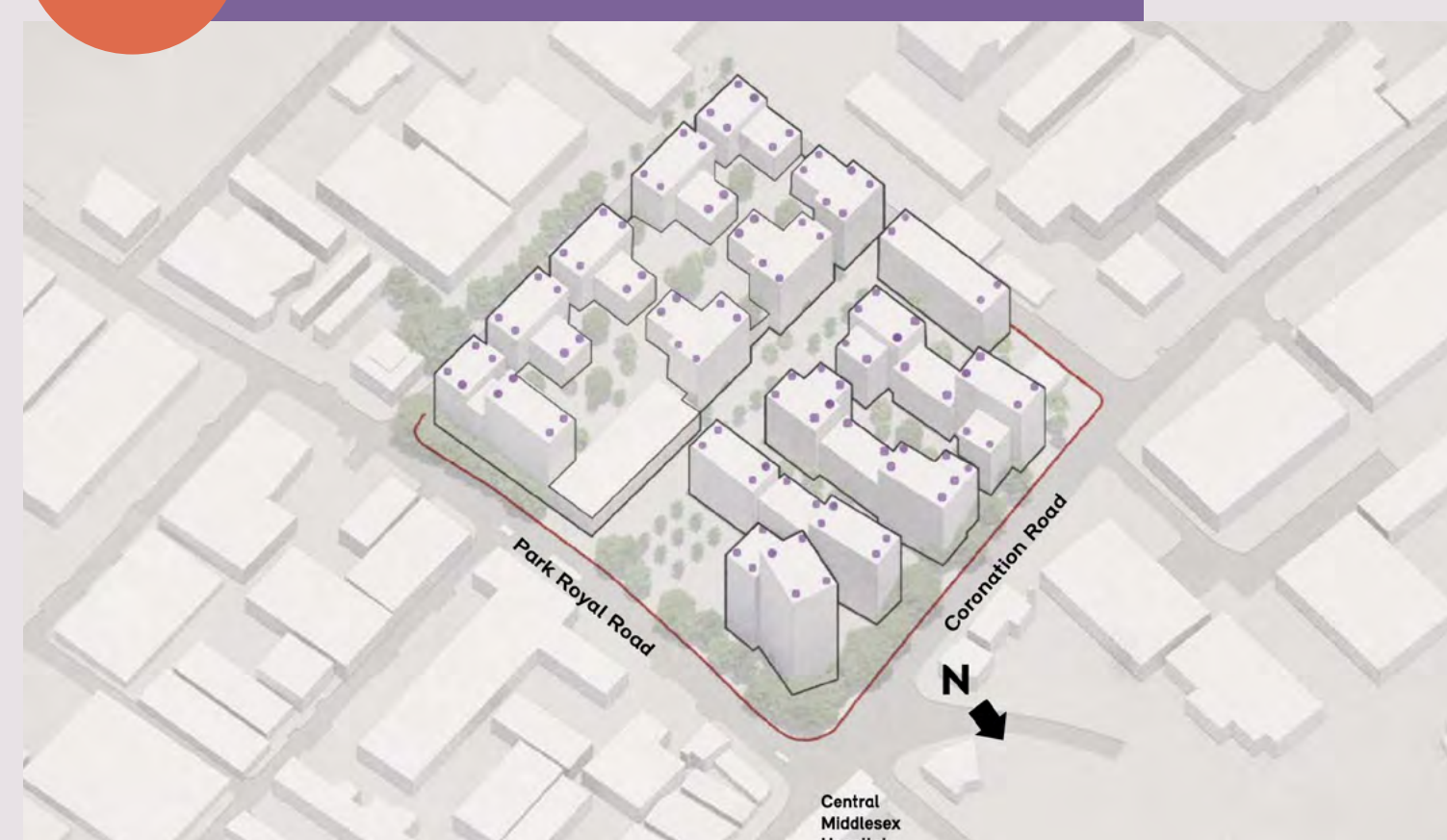
The ground floor will be activated with new retail and food & beverage to create a new town centre for Park Royal. The petrol filling station will be relocated to a prominent position along Coronation Road.

## 07 RESIDENTIAL BLOCKS & SPECIAL BUILDING



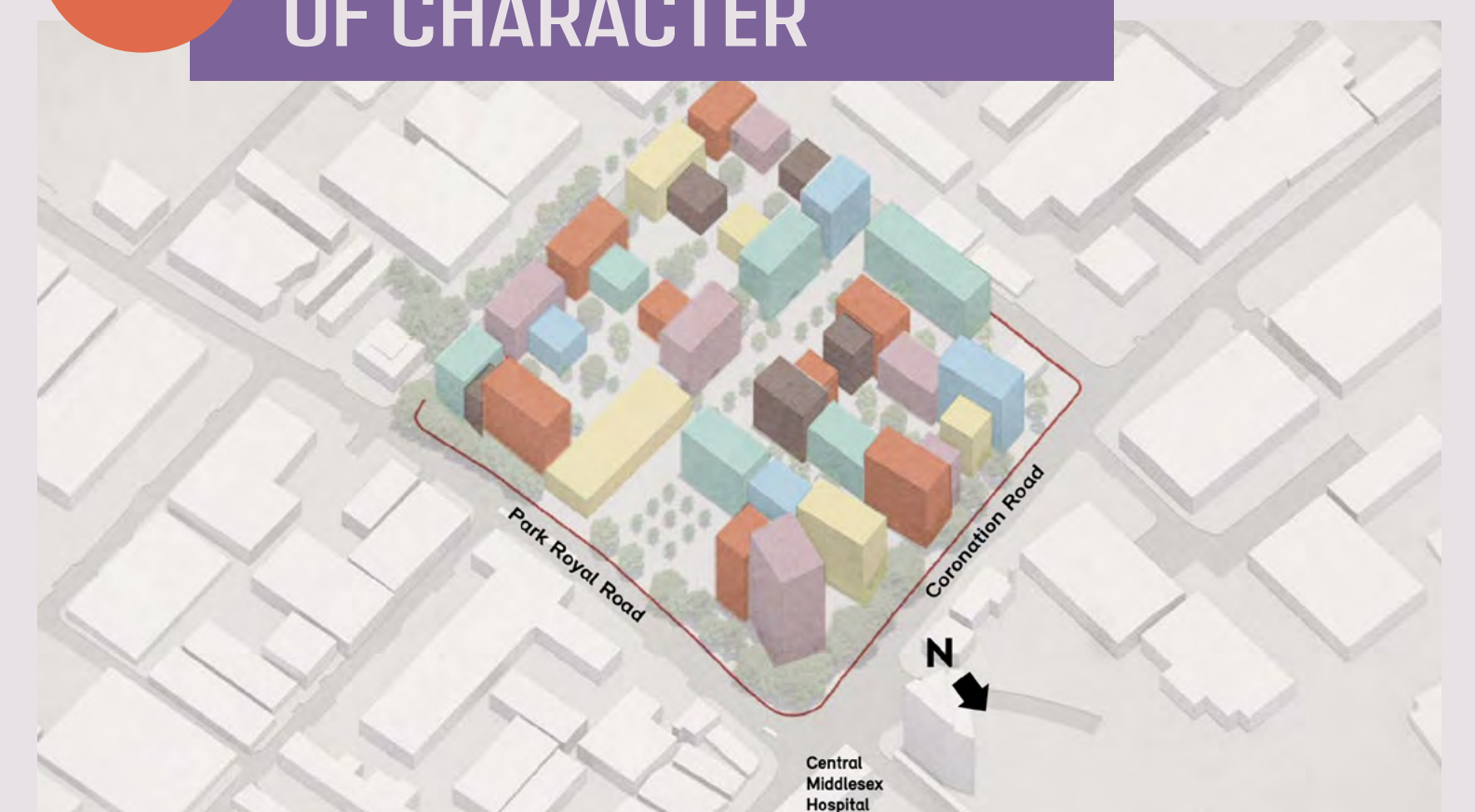
Residential blocks will be built above the activated ground floors. The OPDC has identified the north-east corner of the site for a tall building.

## 08 REFINING THE BLOCKS



By varying the heights and breaking up the massing, a more dynamic and interesting form is created. It maximises sunlight and ensures there are no single aspect, north facing apartments.

## 09 A TOWN CENTRE FULL OF CHARACTER



The final masterplan reads as a collection of buildings surrounding a civic square, referencing the language of naturally occurring town centres and creating a characterful place.



# THE EMERGING MASTERPLAN

## A NEW COMMERCIAL, CULTURAL & COMMUNAL HUB FOR PARK ROYAL

01

A large flagship Asda superstore.

02

Asda car parking re-provided above the new store.

03

A new, major public square.

04

Activated ground floor with a range of commercial, cultural and community uses.

05

New pedestrian and cycle routes through the site linking Park Royal Road and Coronation Road.

06

A tall building in the north east corner of the site, as per OPDC policy, that will anchor the town square.

07

A green and biodiverse neighbourhood square.

08

Existing mature trees retained along Coronation Road that provide a natural boundary for the site.

09

Communal residential courtyards above the car park and between residential blocks.

10

Petrol filling station relocated on the corner of Coronation Road and Western Road.

11

Significant buffer between petrol filling station and residential flats.

12

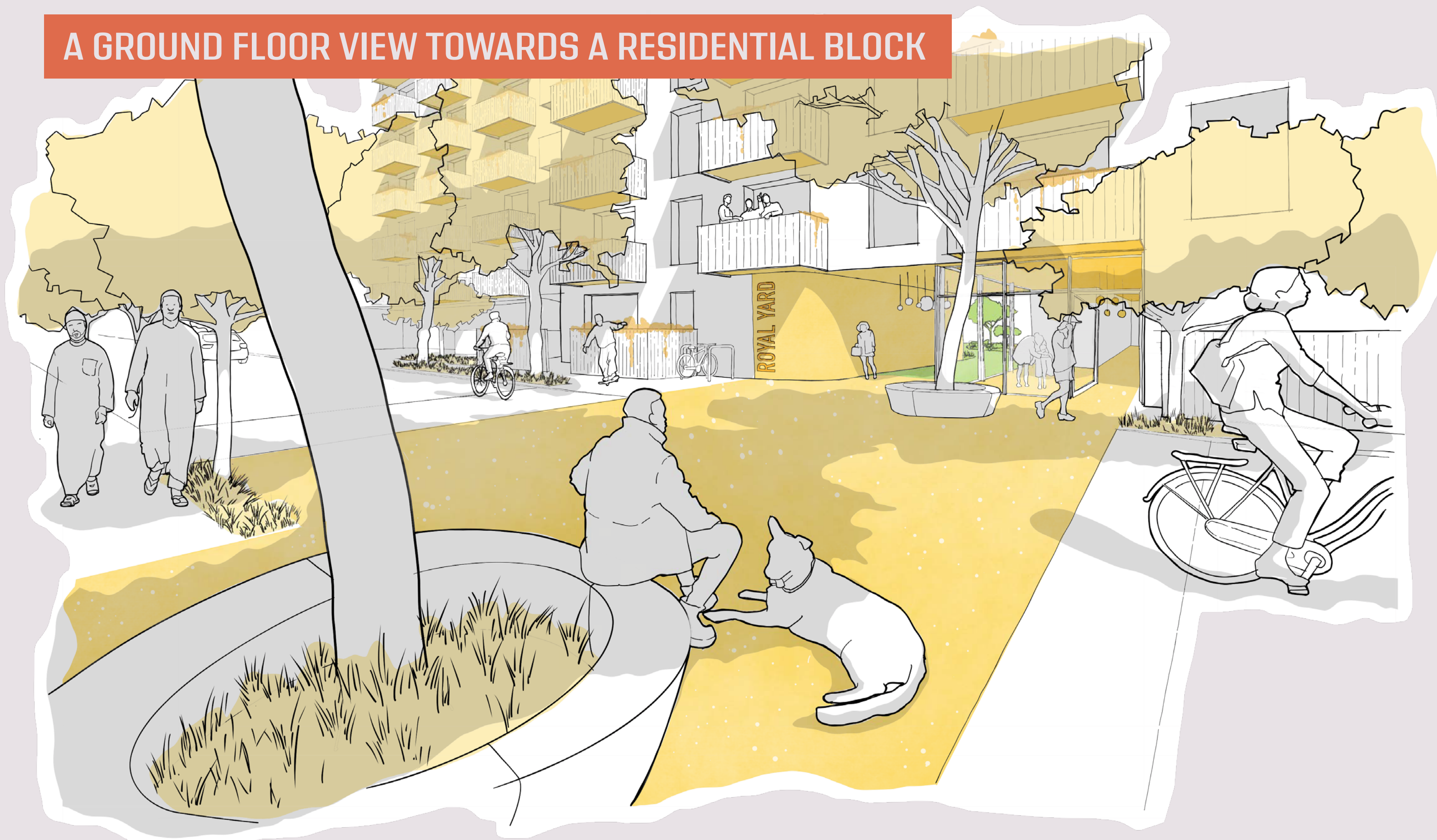
Wide boulevards that are safe and accessible.

13

Architecturally-distinct buildings to create a town centre feeling.



A GROUND FLOOR VIEW TOWARDS A RESIDENTIAL BLOCK





# A NEW TOWN CENTRE:

## CULTURE, COMMERCIAL & COMMUNITY

The aim for this scheme is to create a vibrant, dynamic and inclusive town centre that has an exciting mix of uses that encourage constant activation and provide something for everyone. This board explores the potential uses that the new town centre could accommodate.



**MAKER SPACE**

Thoughtfully designed studios and workshops to support Park Royal's creatives.



**CHILDCARE**

Possibilities to provide childcare uses like a nursery or crèche.



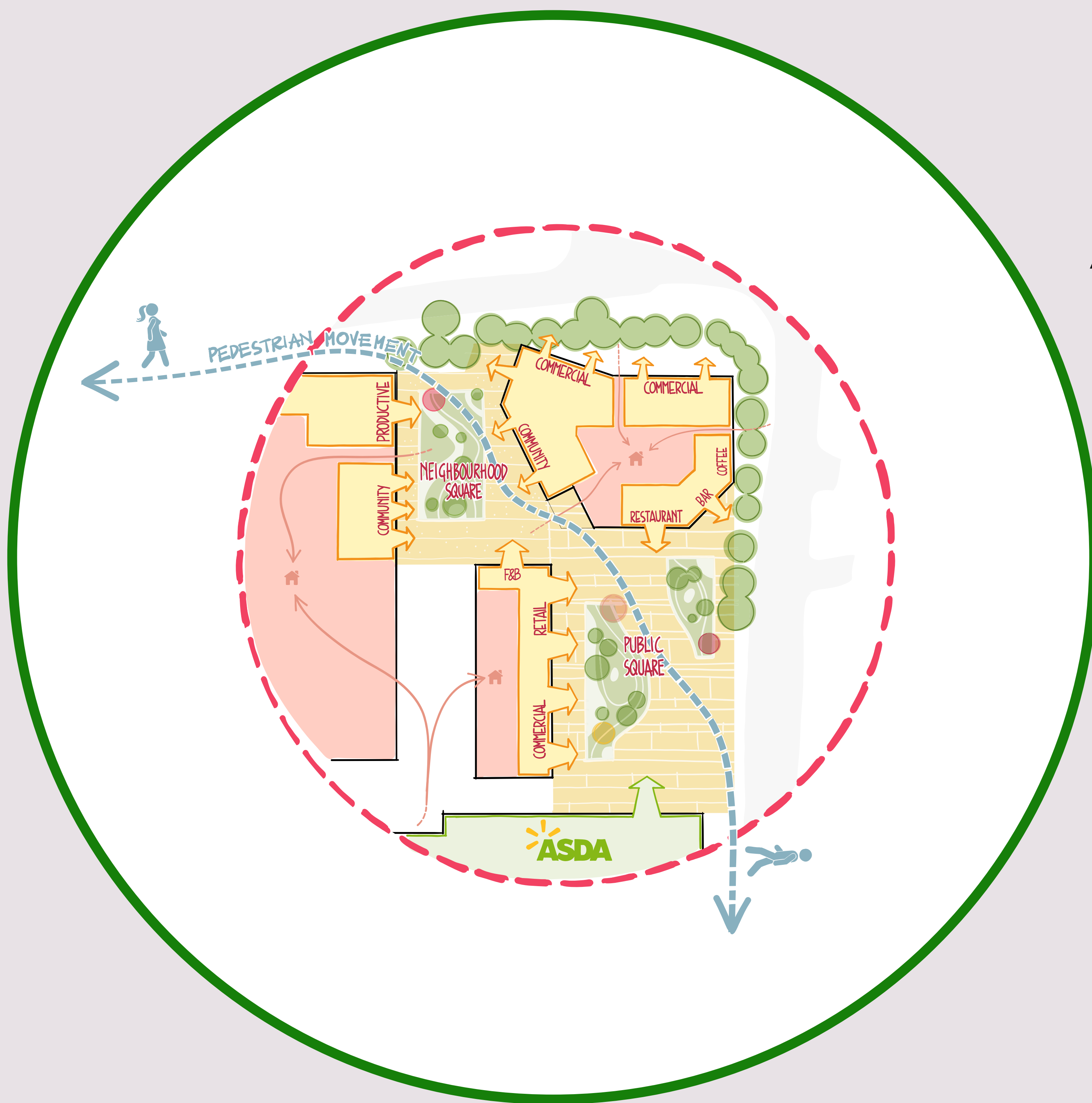
**FITNESS & LEISURE**

Fitness studios, gyms and outdoor fitness areas encourage health and well-being.



**CULTURAL SPACE**

A dynamic exhibition space, public art installations, and performance venues to showcase local creativity, support the cultural community, and further enhance the area's creative reputation.



**THE TOWN SQUARE**



**RETAIL**

A mix of retail with small boutiques for independent businesses.



**ASDA**

A new, flagship Asda providing a sustainable shopping experience. The existing Asda will remain operational throughout construction.



**COMMUNITY SPACE**

Flexible community space which is accessible for all, and varied, intergenerational programming will support the existing and future communities.



**FOOD & BEVERAGE**

A diverse range of restaurants, cafés, and bars which offer outdoor seating that spills out into public squares.



# A NEW TOWN CENTRE:

## LANDSCAPING & PUBLIC REALM



01

### BIODIVERSITY

#### NET GAIN

Native and pollinator-friendly planting enhance biodiversity.



02

### PUBLIC ART

The provision of public art that celebrates Park Royal and creates opportunities for the creative community.



03

### TREES PROVIDING

#### NATURAL SHADING

The existing mature trees along the perimeter of the site will be retained, with new native planting across the rest of the site.



04

### SUDS

Sustainable Drainage Systems will naturally absorb rainwater and reduce flood risk.



05

### GRAPHIC SURFACE

#### TREATMENT

Playful surface treatments on the pavement and streets will bring excitement and interest to the space.



### TREE LINED BORDERS

The existing trees along Coronation Road will create a natural border for the site. Other green boundaries will be created at key points across the site.



06

### PEDESTRIAN FOCUSED

#### LANDSCAPE

New public spaces will prioritise pedestrian movement.



07

### FORMAL & INFORMAL

#### SEATING

A variety of different ways for people to linger and enjoy the space.



08

### GREEN BREAKOUT

#### SPACES

Providing places to pause along pedestrian routes.



09

### PLACES FOR PLAY

Multigenerational spaces for play will ensure the new town square is a place for all.



10

### KEY PUBLIC SPACES

11

### NEIGHBOURHOOD

#### SQUARE

A smaller scale public space for locals to relax, enjoy and play.

12

### RESIDENTIAL

#### YARDS

A quieter shared space with seating and abundant planting.

13

### COMMUNAL

#### COURTYARDS

An intimate outdoor green space to relax and enjoy away from the bustle of the public squares.

14

### A TOWN SQUARE

A hub of activity at the heart of the development. A flexible place to eat, play, relax and socialise.

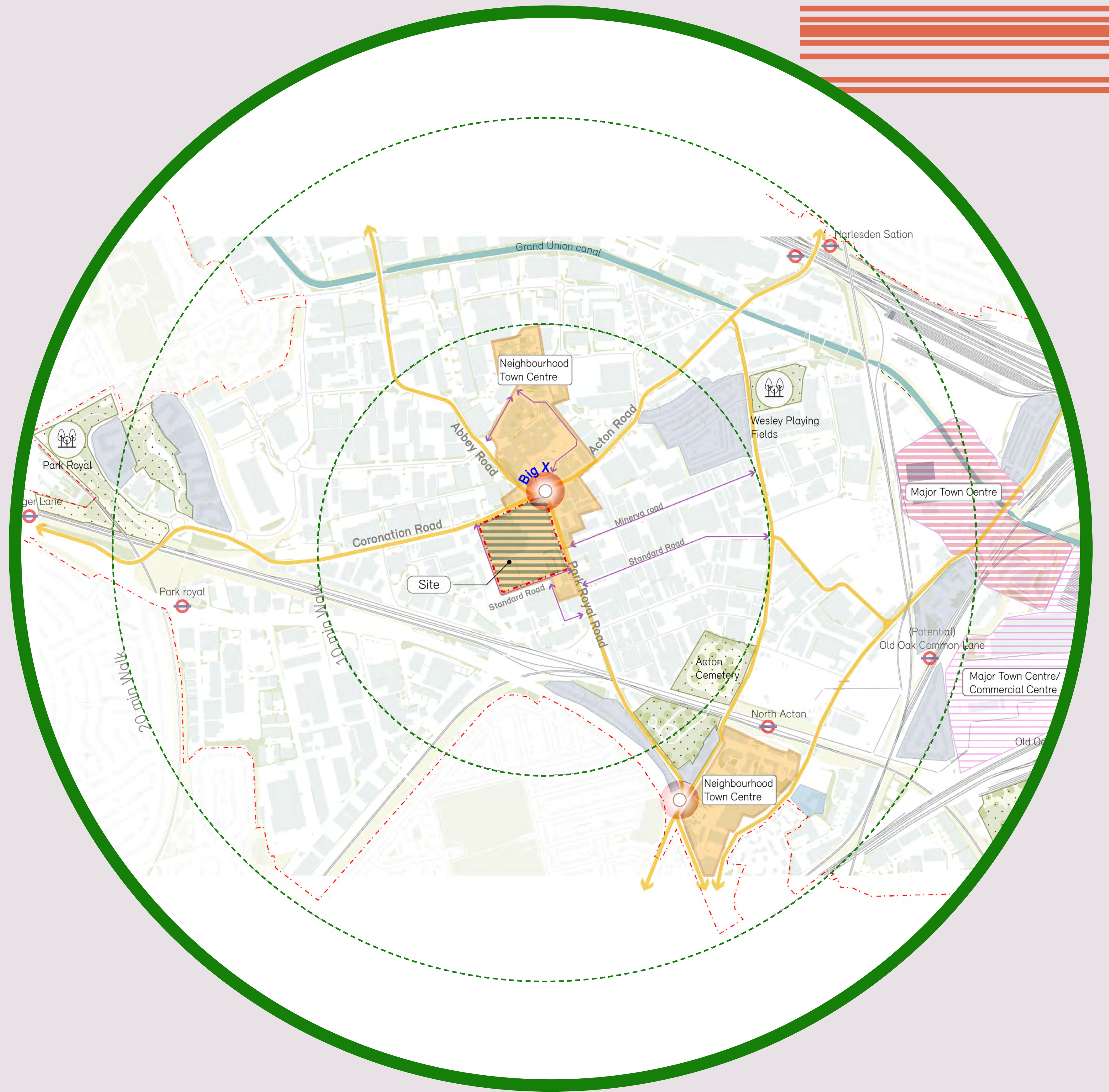




## EXISTING CONNECTIONS

The majority of the Asda site is currently occupied by a 490-space car park and an accompanying petrol filling station (PFS) with eight pumps, operating 24-hours a day. The site has average public transport accessibility, with several bus stops nearby and three TFL stations, North Acton, Park Royal, Acton Main Line and Harlesden, within a 20-minute walk. As a result, the site has been given a Public Transport Accessibility Level Rating of 3 out of 6.

The site currently has several access points: an access from the west from Western Road, access and egress from the east via Park Royal Road, and from the south via Western Road. While the existing site has a selection of pedestrian designated areas, the pedestrian accessibility to the site is poor. There are various barriers to mobility restricting movements including the rail line to the south and large arterial roads that run through Park Royal creating an unwelcoming pedestrian environment, resulting in increased vehicle traffic.

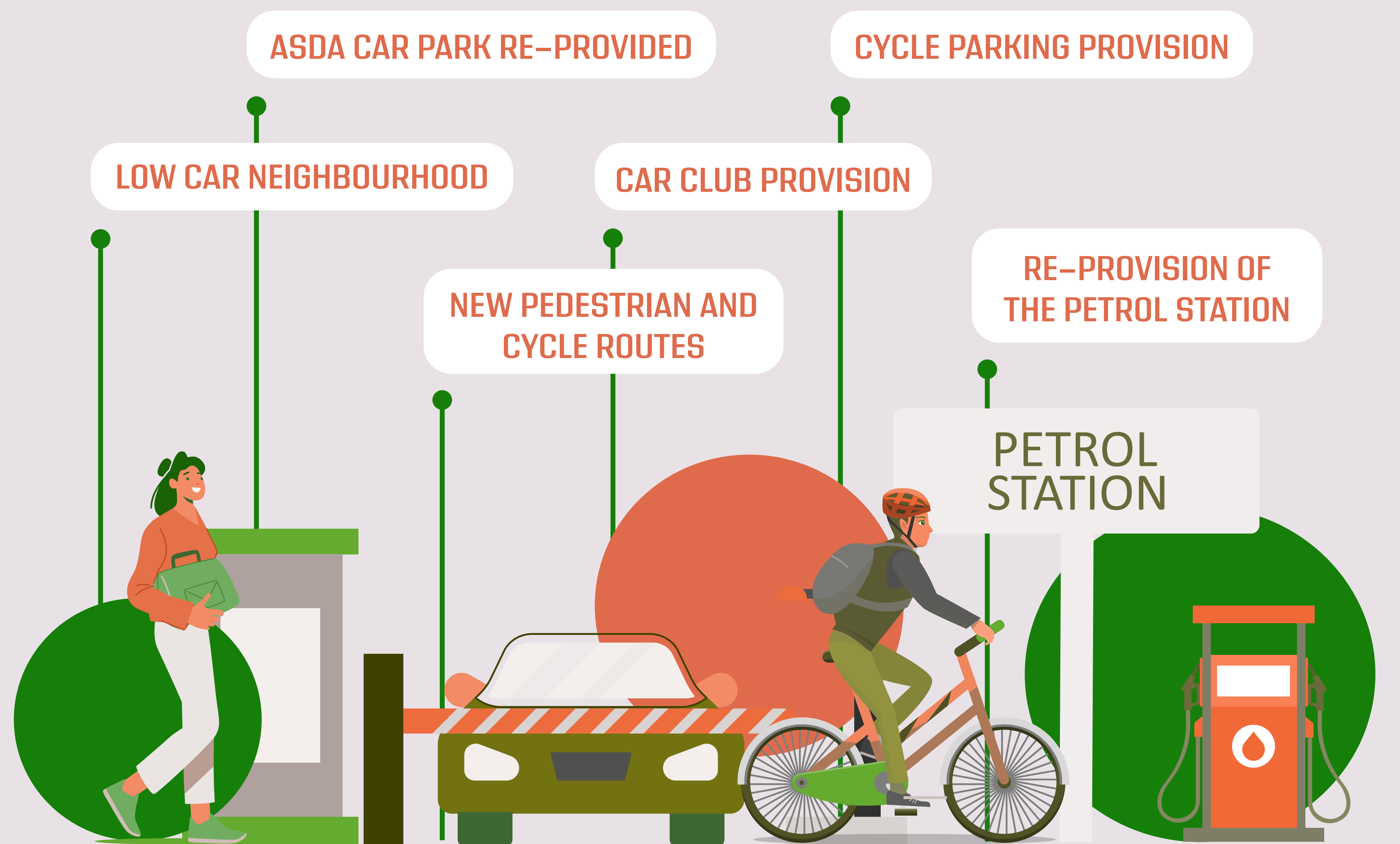


## TRANSPORT STRATEGY

The scheme is being designed to provide permeability and prioritise pedestrian and cycle movement. The new town square will be located in a prominent position at the northeast corner of the site, adjacent to the hospital junction, making for easy pedestrian access. Vehicle access to the site from Park Royal Road will be removed, with the access from Western Road being retained. The Asda car park will have designated access from the south along Western Road and designated back of house loading along the west of Western Road.

The petrol filling station will be relocated to the junction between Western Road and Coronation Road. The new Asda store will have a parking reduction of 18%, going from 490 spaces to approx. 400 in an internal car park located above the new store. The new residential homes will be car free with the exception of some car club provision and disabled car parking which will be provided for 3% of homes in line with London and local policy. Cycle parking for residents and visitors would be provided in accordance with the London Plan.

### KEY STRATEGIC MOVES





# SUSTAINABILITY, ECOLOGY & SOCIAL VALUE

10

## SUSTAINABILITY

Asda and Barratt London are committed to delivering a scheme that adheres to the highest sustainability standards.

Sustainability is a key consideration across all elements of the plans and has informed the proposals from the outset.

The development aims to deliver a low car neighbourhood, with a major prioritisation of sustainable transport modes. The landscaping elements of the plans seek to maximise space across the site for greening and wilding to improve air quality and reduce temperatures across the site. The architectural design will incorporate sustainable features with regard to insulation, materiality, and construction methods, and the plans are exploring opportunities around air source heat pumps, green and brown roofs, and PV panels.

## SOCIAL IMPACT

Asda and Barratt London are committed to delivering positive outcomes for local people and Park Royal as a place and are at the early stages of developing a considered Social Impact Strategy. This strategy will outline opportunities for delivering social impact in the short-term and establishing a long legacy of positive public benefit.

Through a process of research and engagement, the team will seek to understand the strengths and challenges of the locality to ensure that the social impact strategy effectively delivers meaningful and valuable benefits.

The strategy will look to deliver a long-term package of public benefits through public art and placemaking interventions, collaboration and partnership with local SMEs and VCSEs, supporting the local economy, and training and skilling opportunities.

In addition, this scheme seeks to deliver state-of-the-art and high-quality community and cultural spaces on-site that are affordable, accessible and inclusive. These opportunities will be further explored as the design process continues to evolve.



## ECOLOGY

The current site, as a car park and supermarket, offers very little with regard to biodiversity and greenery, with much of the public space hardscaped. The site's joint use as a car park has negatively impacted air quality on site. The scheme seeks to deliver significant ecological improvements through a holistic and sustainable approach to the public realm. The ecological improvements to the site will target a 10% biodiversity net gain alongside improvements to habitat and foraging enhancements, and urban heat island mitigation.

The existing raised earth beds, tree pits and mature tree will be retained and enhanced where possible and extended around the northern perimeter. The ecological design has been integrated in a holistic way with the overall design alongside other sustainability targets. The design prioritises the provision of soft landscaping over hard landscaping where possible, minimising material and carbon, but also expanding the potential for carbon reduction and water capture.



# THE NEXT STEPS

## AN ONGOING PROCESS

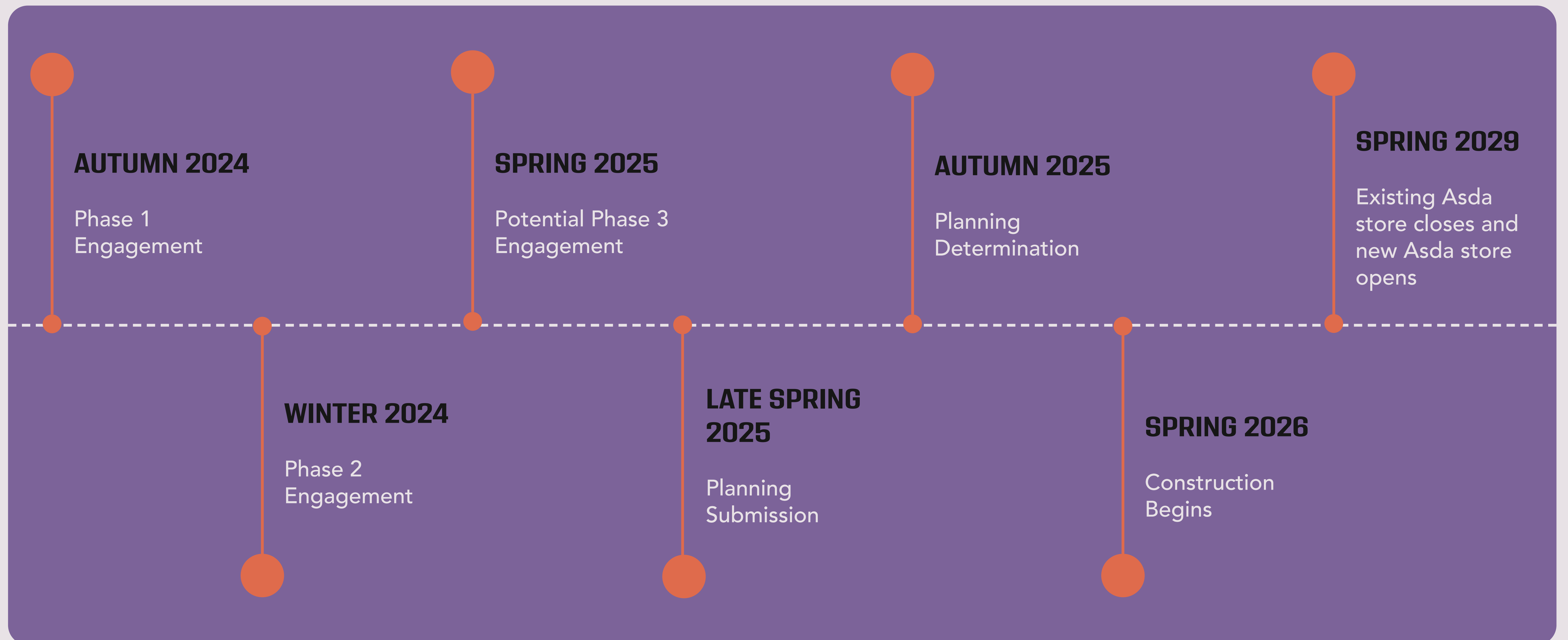
This is the first phase of consultation for the plans which are still at an early stage. The feedback gathered at this stage will help shape the emerging proposals. Asda and Barratt London are determined to embed public participation into this process from the earliest possible stage.

As the design continues to develop, the project team will continue an inclusive and transparent engagement process with the OPDC and local community. Asda and Barratt London aim to launch a second phase of engagement in the coming months.



## PROJECT

## TIMELINE



Existing Asda remains open



New Asda opens overnight

**SPRING 2029**