

## 2. VISION & OBJECTIVES

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## VISION

Old Oak and Park Royal will be a sustainable, affordable and inclusive new community, built on brownfield land in central London. There is an opportunity to integrate and deliver best practice standards of design, housing delivery and affordability, healthy living, utility planning and smart regeneration from the outset. The scale of development and investment proposed at Old Oak is transformative in nature and can help unlock significant social, economic, environmental and social benefits.

The area will be a highly accessible location, focussed around a world class transport 'super-hub' that will house one of the country's most connected and largest railway interchanges that could have the same regenerative potential as King's Cross St. Pancras station. In addition, there will be significant regional and local transport connections. Combined, these improvements present a once in a lifetime opportunity to create a new piece of London that is recognised world-wide as a leading regeneration exemplar.

Old Oak and Park Royal will be connected into its surroundings and new development will enable the free and easy movement of people to and from the area. There will be improved local connections to Harlesden, Acton, Kensal, White City and Shepherds Bush. These connections present opportunities for shared growth with the potential to unlock additional regeneration sites in the wider area.

Old Oak will provide a unique employment opportunity. Located in Zone 2 west London and only 10 minutes from Heathrow and 8 minutes from Euston, it will be a highly attractive new commercial area with capacity to accommodate 55,000 new jobs across a mix of uses and in a variety of high quality buildings. Its excellent connections to central London, Heathrow and Birmingham will drive new demand for hotel uses and associated services. Linking the planned growth at Old Oak with the current regeneration around White City will ensure these locations can drive west London's economy.

Old Oak will achieve the principles of Lifetime Neighbourhoods, embedding design to support health and wellbeing from its beginning. Old Oak will be integrated into its surroundings and will be recognised and promoted for its high design quality. In conformity with the London Plan, the area could be a new urban quarter accommodating a minimum of 24,000 new homes in a

series of new places / neighbourhoods in a mix of housing types and tenures. High quality affordable homes will be an essential part of the housing offer.

Old Oak will be served by a network of new streets and amenity spaces that will provide opportunities for walking, cycling and social engagement. There will be a range of new ancillary town centre uses within a new contemporary High Street. This new High Street will become an attractive destination for the area's sizeable new residential and employee population supporting social interaction and recreational activities. Alongside town centre uses, new catalyst and cultural uses would help give Old Oak a sense of place that could make this area an attractive destination.

Today Park Royal performs a vital role in supporting the London economy. Building on the area's existing success and excellent access to Heathrow, the A40 and the A406 there is a fantastic opportunity for Park Royal to become London's and the UK's leading industrial location and to establish itself as a globally recognised centre for developing innovations such as smart technology. To support this Park Royal will be protected and strengthened where possible. To achieve this there are opportunities to improve the way Park Royal operates through improved transport infrastructure, utility provision, better coordination of services and a better environment for businesses and employees. There is also scope to consider how the significant area of Park Royal can be used more efficiently both to help existing businesses grow, attract new and diverse business and also to accommodate relocated businesses from Old Oak.

Within Park Royal there is an opportunity for an additional 10,000 new jobs across a range of industrial uses making this whole area a sizeable employment generator. Outside of the industrial land, there will be opportunities for a minimum 1,500 new homes and other employment types connected by a network of improved streets and public realm.

Wormwood Scrubs is located between Old Oak and White City and will be protected as an important amenity and ecological asset. There are opportunities to improve access to the Scrubs to enable people to more readily enjoy this space and move more easily between these areas. There will also be opportunities to carry out sensitive enhancements.





Figure 9: Indicative 3D model



## OBJECTIVES

**1. CREATE:** To create a successful and inclusive new urban quarter, supporting delivery of 24,000 new homes in Old Oak and 1,500 new homes in non-industrial locations in Park Royal. This will include a mix of affordable and market tenures and typologies that meet the needs of new and existing residents. Development of new homes should achieve best practice standards of architecture and urban design, along with the delivery of appropriate levels of new social, physical and green infrastructure to support the future population. This will help create a vibrant and distinctive places / neighbourhoods, and contribute to an integrated, healthy and sustainable place.

**2. CONNECT:** To use the catalyst of the new High Speed 2 (HS2)/ Crossrail and National Rail interchange, along with improved local transport connections to regenerate and promote this area as one of London's best connected locations. Old Oak and Park Royal can make a significant contribution to London's competitiveness, in a way that is sustainable, attracts long term investment, meets local needs, and supports the strategic long-term priorities in the Mayor's London Plan (2015). It is also critically important that this area is fully integrated with its surroundings to ensure the free and easy movement of people to, from and within the area.

Figure 10: Bridge to Willesden junction



Figure 11: Old Oak High Street





**3. COMMUNITY:** To promote economic growth that helps address deprivation and reduces inequality for local communities and Londoners. To promote community development by providing jobs, homes and social infrastructure that is designed to enhance existing and develop new communities who live, work, commute or access the area. There is an opportunity to coordinate the development and stewardship of public sector land and assets to support the creation of 55,000 new jobs at Old Oak and a further 10,000 new jobs at Park Royal, and work to identify and secure funding streams. There will be a need to deliver training and employment initiatives to support Londoners into employment. This will require close working with the boroughs, key stakeholders, businesses and local communities to ensure local accountability and their involvement.

**4. CONSOLIDATE:** To protect and enhance Park Royal as a Strategic Industrial Location. To attract investment that will improve existing operations and maximise the area's industrial potential. There is a need to support the smooth transition of business and industrial relocations. There will also be a need to protect and/or enhance nearby heritage and amenity assets including Wormwood Scrubs and the Grand Union Canal.



Figure 12: Old Oak Park



Figure 13: Grand Union Street





Figure 14: Period properties along Scrubs Lane