

OPDC
OLD OAK AND
PARK ROYAL
DEVELOPMENT
CORPORATION

Cumberland Park Factory Conservation Area Appraisal Report

March 2017



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Frontages of 69-75 Scrubs Lane comprising part of the Cumberland Park Factory Conservation Area



Executive summary

On 27 February 2017, OPDC Board designated the Cumberland Park Factory as a Conservation Area to reflect its special historic interest and enhance the character of the area. This will also inform the placemaking aspirations of OPDC.

Where is the conservation area and what is the boundary?

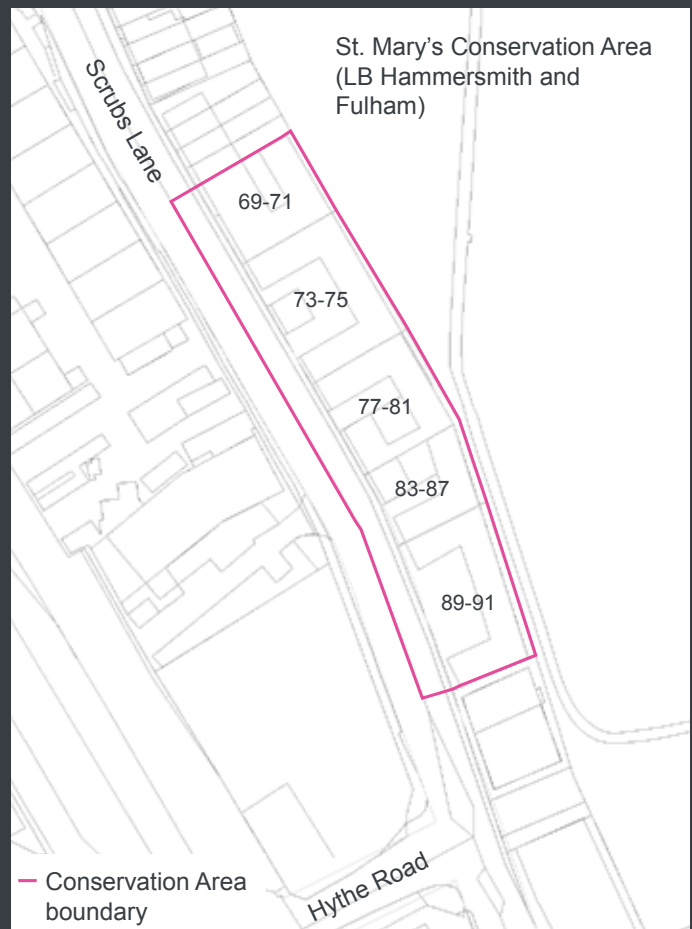
The Cumberland Park Factory Conservation Area is located on the eastern side of Scrubs Lane, adjacent to St. Mary's Cemetery and is within the east of the OPDC area. The area includes the properties and associated open spaces of 69 to 91 Scrubs Lane. The pavements and immediate highway within the public realm in front of the properties have also been included given their proximity and impact on the properties.

What is the purpose of this Appraisal Report?

This Appraisal has been produced by OPDC to inform the designation of the Cumberland Park Factory Conservation Area. It sets out information justifying why the area has sufficient special 'historic interest' to warrant designation in accordance with paragraph 127 of the National Planning Policy Framework (NPPF). It builds on Historic England's Old Oak Outline Historic Area Assessment. This document indicates the potential for a Conservation Area to be established along part of Scrubs Lane.

This Appraisal should be read alongside the London Borough of Hammersmith & Fulham's guidance and information for the adjacent St. Mary's Conservation Area.

A Management Guidelines document will be developed to accompany this Appraisal



to inform development proposals. This may be adopted as a Supplementary Planning Document following the adoption of the OPDC Local Plan.

Why has the conservation area been designated?

The area has significant local heritage and placemaking value that represents the rich industrial heritage of Old Oak and Park Royal within an area of transformative change with few obvious heritage assets. It is important that OPDC seeks to retain heritage assets where they can play a positive role in the wider comprehensive regeneration of Old Oak.

1. Introduction

1.1 What is the role of a Conservation Area?

The Planning (Listed Buildings and Conservation Areas) Act 1990 and national Planning Practice Guidance defines a Conservation Area as:

“an area which has been designated because of its special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.”

This Conservation Area designation will assist OPDC in managing development whilst preserving and/or enhancing the character or appearance of the area. Specifically it provides OPDC additional tools in managing property alterations, alterations to trees and demolition of buildings.

A Conservation Areas is a heritage asset in its own right. It ensures that the Area, as a whole, is of special interest as well as its individual features. Elements that make up a Conservation Area’s character and appearance can relate to its physical (including the natural and built environment), social and economic components, including the existing land uses. Where components detract from the Area’s character or appearance these represent opportunities for improvements.

In determining development proposals within Conservation Areas, OPDC is required to pay special attention to the desirability of preserving and/or enhancing the character and appearance of a Conservation Area. It will also seek to protect and/or enhance the setting of individual elements of the Conservation Area as well as the setting of the Area as a whole.

1.2 What is the role of this Appraisal?

This Appraisal has been produced by OPDC to inform the designation of the Cumberland Park Factory Conservation Area. It sets

out information justifying why the area has sufficient special ‘historic interest’ to warrant designation in accordance with paragraph 127 of the National Planning Policy Framework (NPPF).

It builds on Historic England’s Old Oak Outline Historic Area Assessment. This document indicates the potential for a Conservation Area to be established along part of Scrubs Lane.

This Appraisal should be read alongside the London Borough of Hammersmith & Fulham’s guidance and information for the adjacent St. Mary’s Conservation Area.

Management guidelines will be developed to accompany this Appraisal to inform development proposals. These may be adopted as a Supplementary Planning Document following the adoption of the OPDC Local Plan.

1.3 How was this Appraisal developed?

This Appraisal has been developed by OPDC with input from Historic England and the GLA Heritage Advisor. It has been produced in accordance with Historic England’s guidance document: ‘Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management’ (2016).

1.4 What are the benefits of a Conservation Area?

OPDC considers that the designation of a Conservation Area will secure the benefits of:

- protecting and/or enhancing heritage assets to inform placemaking;
- assisting OPDC in managing development while preserving and/or enhancing the character and/or appearance of Scrubs Lane and wider Old Oak;
- retaining buildings of special historic interest along Scrubs Lane; and
- generating economic benefits through retention and re-use of heritage assets.

2. Summary of special interest and relationship to placemaking

This section summarises the ‘special historic interest’ of the Conservation Area as defined by Historic England’s *Advice Note 1: Conservation Area Designation, Appraisal and Management* document and how this will inform placemaking aspirations.

2.1 The summary

Built between 1894 and 1913, the former Cumberland Park Factory is a locally unique coherent planned late-Victorian / Edwardian complex of warehousing and office / residential buildings set within a varied urban context. The original land uses, buildings and open space typologies reflect the rapid industrialisation of the area at the turn of the 20th Century and wider technological changes resulting from motorised transport. The buildings are still in employment use and carry the legacy of the early occupiers, as these are home to a series of small and medium enterprises (SMEs).

The group of buildings have been left largely unaltered externally, while the surrounding industrial areas in Old Oak have undergone successive transformations as the local and regional economies have evolved. These transformations have resulted in relatively few buildings remaining from Old Oak’s industrial development period. As such, the buildings are considered to be of group value and to be the best surviving complete ensemble of Victorian and Edwardian industrial buildings that demonstrate distinct typologies making use of early motorised transport in the OPDC area. These attributes make this collection a rare asset of local significance and provides an important link to Old Oak’s industrial heritage.

It is this relationship between these diverse elements that creates the Conservation Area’s unique special historic interest that merits its designation.

In addition to the area’s heritage value, the area’s location is on the key connector route of Scrubs Lane. This provides it with a prominent visual position that will continue to be strengthened with the regeneration of the wider area as new connections to Old Oak are created.

The rhythm of the street frontages provided by the articulation of the massing, scale and materials provides a rich street vista which contributes to a distinctive sense of place and has the potential to inform the wider placemaking in Old Oak.



3. The boundary

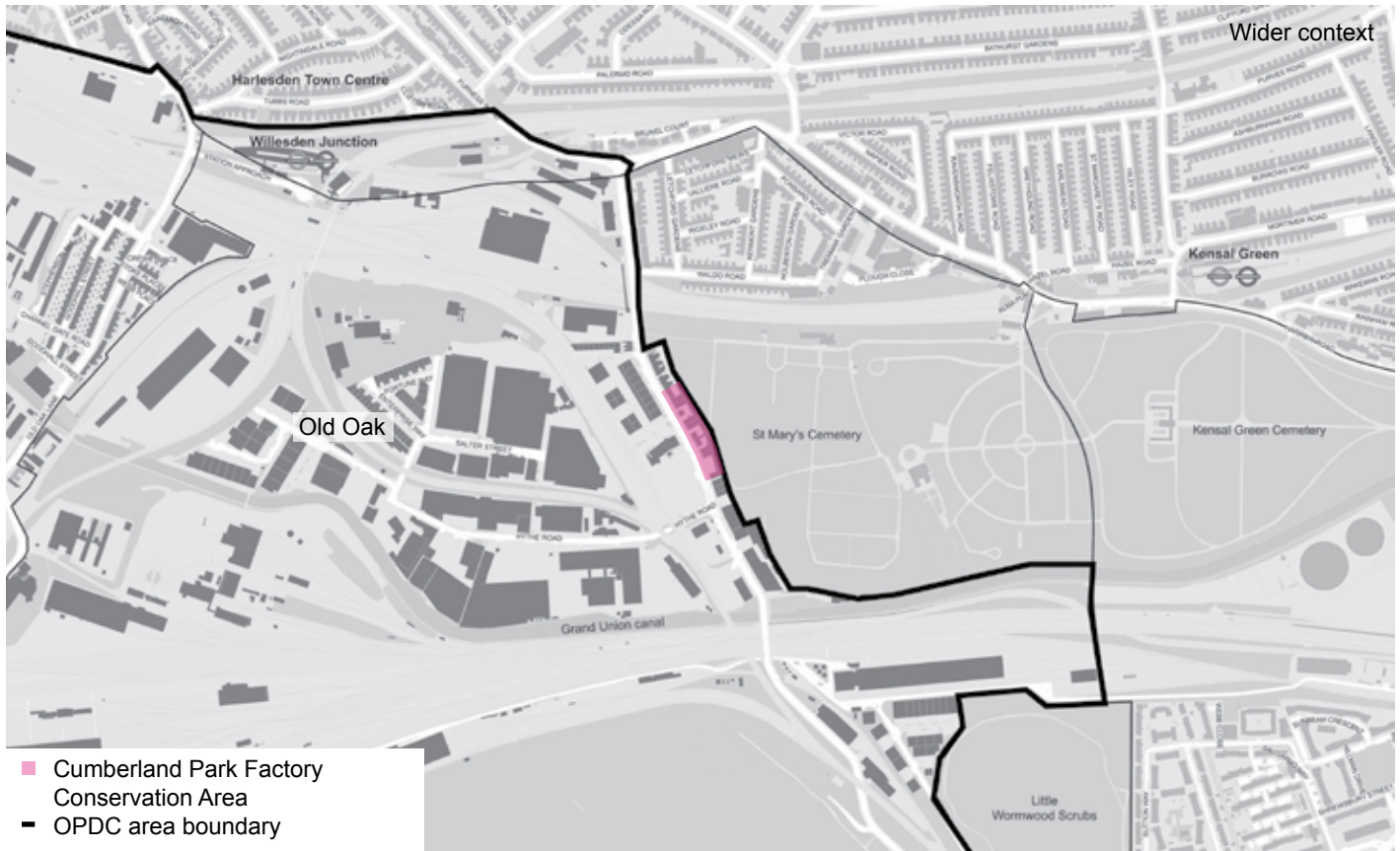
The conservation area boundary includes the properties and associated open spaces of 69 to 91 Scrubs Lane. The pavements and immediate highway within the public realm fronting the properties have also been included given their proximity and impact on the properties.

In considering Historic England’s identification of the potential for a Conservation Area to be established along part of Scrubs Lane in the Old Oak Outline Historic Area Assessment and Addendum (located in the appendix), OPDC considers that only the former Cumberland Park Factory is of local significance.

This is due to its unique character, the positive contribution to defining a sense of place and the buildings’ long-term continued employment role, which reflects the area’s economic heritage. While adjacent buildings from a similar time of construction contribute to the wider streetscape, they are not considered to merit inclusion within the designation.



4. Background



4.1 Location

The Conservation Area is located on the east of Scrubs Lane, a key connector route from White City to Harlesden, between Harrow Road in the north and the Grand Union Canal in the south. It is positioned on the eastern edge of the Old Oak Common Opportunity Area, as set out in the London Plan, and the Old Oak & Park Royal Development Corporation's area. It is immediately west of St. Mary's Conservation Area and just to the north of the Grand Union Canal Conservation Area.

4.2 History of the area

Much of Old Oak was heavily wooded in the Middle Ages but most of this woodland was cleared by the 17th century. The last oak trees on the commons were felled in the early 19th century reflecting the timing of development in the area. During the remainder of the 19th century, the wider area was dominated by an

un-coordinated succession of linear routes driven through an agrarian landscape. Scrubs Lane was previously known as Turvens Lane until the 18th century.

The construction of the Grand Union Canal in 1801 and then the railway network from 1838 supported a variety of industries within this area, including: manufacturing, livestock rearing and chemical processing. These grew up alongside the transport network, sustained by railway sidings, canalside wharfs and improved road links.

To the west of Old Oak, the westward spread of London's development saw Kensal Green Cemetery opening in 1833, as one of the 'magnificent seven cemeteries', in response to the cholera epidemic of the late 1820s and poor conditions at the, now central, London graveyards. The neighbouring St Mary's Roman Catholic Cemetery was laid out in 1858 making use of the relatively undeveloped landscape.

The Royal Agricultural Society Show arrived in Twyford (now Park Royal) in 1903 with an exhibition open for two years before the site was sold for development. This started the beginnings of the industrial area known today as Park Royal. Within Old Oak, industrial growth continued in the early 20th century with development tending to occupy plots along new roads and the distribution of plots reflecting the influences of municipal regulation and motorised transport.

The properties within the Conservation Area represent this new forecourt development typology needed for motorised transport. In addition to making use of motorised transport, businesses may also have made use of the proximity to the canal and railways.

Within the area of Scrubs Lane, development of the West London Railway in 1844 brought the development of the original Mitre Bridge (subsequently replaced in 1905). On the north bank of the Grand Union Canal was located the Mitre Tavern, described as a 'house of entertainment of some celebrity' in 1840 and later converted into a decorated cottage. Industry along Scrubs Lane grew in the early

1900s. By 1902, there were 137 laundries employing 2,046 women in Willesden alone, which serviced hotels in the West End. New railway stations at this time also attracted speculative housing development, especially in the neighbouring districts of North Kensington and Kensal Green.

The Simplex Works, a rubber company who made tyres on Scrubs Lane before WWI, was located to the west of Scrubs Lane close to the railway line. Adjacent to this was the Western Bottling Dairy company, where milk was distributed by rail in milk tank wagons around London. To the south-east, by Mitre Bridge, were foundries that produced metal castings.

By 1933, the area had experienced further industrial expansion. Sunya House had been constructed and was home to Symbol Biscuits, later to become Bee Bee Biscuits, and then Lyons Bakery Ltd. They made forty different sorts of biscuits sold under a variety of labels, including Maryland Cookies in 1956 and the Viennese Whirl in 1976. Other industries at this time included the neon sign works, motor accessory works, coach works and stone works, the latter located at a site to the south-west of Scrubs Lane.

The area in the 1910s



Throughout the remainder of the 20th century, key changes to the built form of Scrubs Lane included the loss of terraced housing on the western side alongside historic offices and warehousing elsewhere. These were replaced by modern equivalents from the 1970s.

4.3 History of the Cumberland Park Factory

The properties included in the conservation area were built between 1894 and 1913 as the Cumberland Park Factory. The Cumberland Park Estate Ltd was incorporated in 1900 and dissolved before 1916. In this early period, the estate comprised a number of diverse industries, including J.G. Matthews who specialised in making beds and bedding; and Lamplough and Son, motor car manufacturers and general engineers who specialised in petrol motors. The motor manufacturers Legros and Knowles were also based at Cumberland Park c.1906, and invented the well-known Iris car (see the adjacent advertisement). Other companies include Odoni Equipment, who invented the Odoni Machine Bed Clamp at 79-85 Scrubs Lane, and Albany Manufacturing Co.

The Cumberland Park Factory buildings have been subject to limited alterations since their original construction with their form and character remaining largely unchanged.



103-121 Scrubs Lane showing historic warehousing now replaced by modern equivalents

IRIS **IRIS**

TRIAL RUNS AT NEW TIME. TRIAL RUNS AT NEW TIME.

IRIS 40 HP SIX-CYLINDER ENGINE.

SILENT ENGINE. SILENT GEARS. SILENT RUNNING.
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NOTHING ON DASH BUT TWO GAUGES AND SWITCH.

THE BEST DESIGN FOR ACCESSIBILITY ON THE MARKET.

Willesden, Bucks. Dear Sirs—I have great pleasure in writing to the world of the Iris Car, which has become a reality. I thought it best to give a motor car to the world, and have been busy ever since. It has satisfied all my wishes, and I have never regretted my decision. It is still going on, with me—Very Sincerely, C. E. D. C.

London, England. Dear Sirs—The Iris car I had from you in August is proving most useful in my office, and gives me freedom and ease in my daily business. Yours truly, T. M. D.

Dear Sirs—I have just received from a lady with most kind wishes for the Iris car, which she has used for a year or two. She is highly satisfied with her Iris, and would be very glad to see you, or send you some of the many kind words she has written about the Iris car. Yours truly, H. K.

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 25 h.p. (four cyl.) 35 h.p. (four cyl.) 40 h.p. (six cyl.)

TWO YEARS' GUARANTEE

LEGROS & KNOWLES, LTD.,
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Advertisement for the Iris Car invented in the Cumberland Park Factory

4.4 Planning and regeneration context

The Cumberland Park Factory Conservation Area is located on the eastern edge of the OPDC area within the Old Oak Common Opportunity Area which is identified in the Mayor's London Plan (2015). OPDC is the Local Planning Authority for this area and is tasked with driving the transformative regeneration of Old Oak and regeneration of Park Royal. A critical element of successfully delivering this regeneration will be embedding placemaking within the wider area, that is informed by the existing character and context. Heritage assets play an important role in defining this character.

At the time of publication, the following planning guidance documents are relevant:

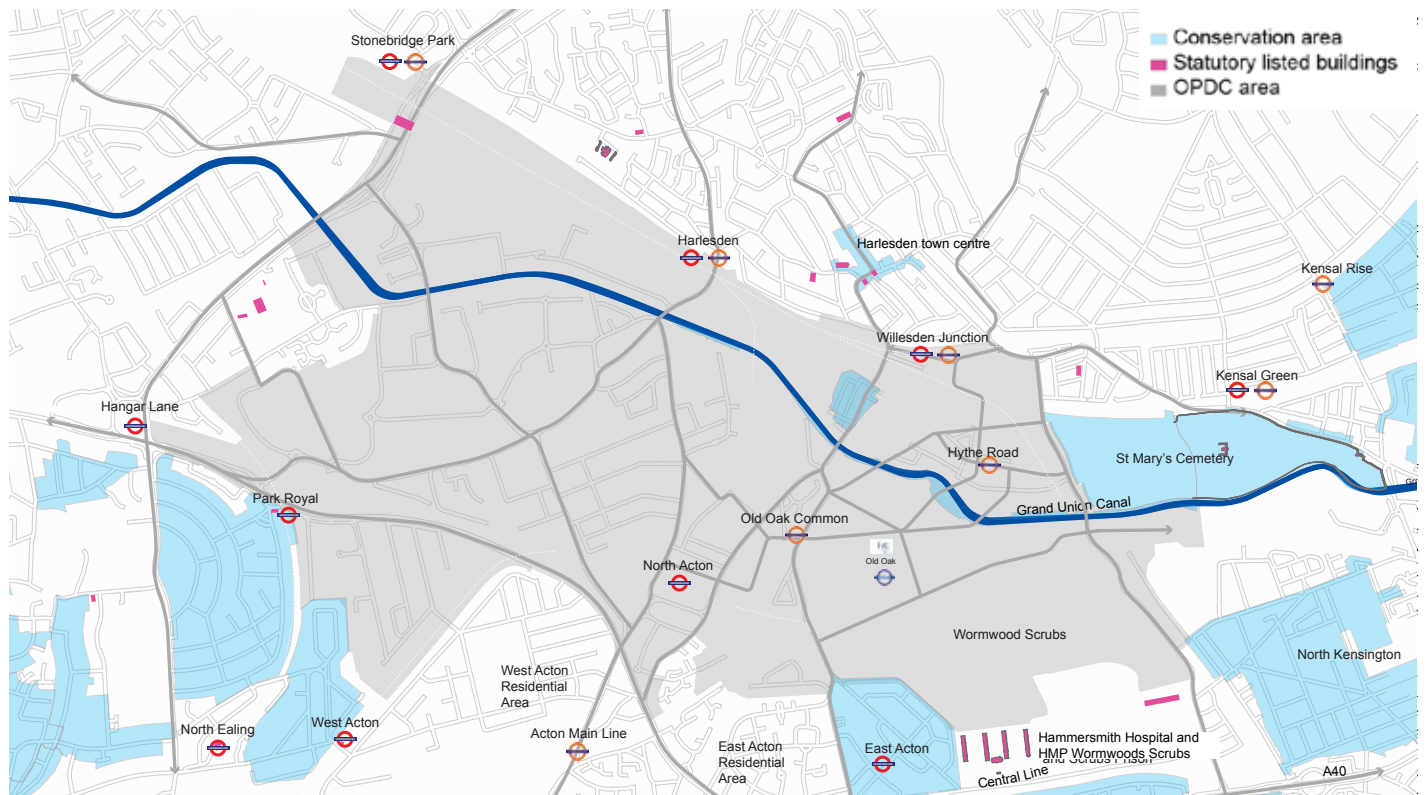
- Mayor's London Plan (2016) – Old Oak Common Opportunity Area. The London Plan seeks to optimise development within Opportunity Areas and identifies that Old Oak Common delivers a minimum of 24,000 new homes and an indicative 55,000 new jobs. St. Mary's Cemetery directly adjacent to the east is designated by the London Plan as Metropolitan Open Space and a Nature Conservation Area of Metropolitan Importance.
- Mayor's Old Oak & Park Royal Opportunity Area Planning Framework (OAPF) (2015). The OAPF supplements the London Plan, providing further detail for the delivery of London Plan policies. Specifically it sets out principles for development and provides place-based guidance for the length of Scrubs Lane. Relevant elements of this guidance for Scrubs Lane are:
 - The wider area of Scrubs Lane has been identified as a location for early development;
 - Significant enhancements to the environment through high quality development and public realm improvements are envisaged;
 - Creation of a coherent built form of new development onto the street with

development on the eastern side of the street responding sensitively to adjacent buildings and to St. Mary's Cemetery

- Along the eastern side of the street, development should sensitively respond to adjacent buildings (including the Former Cumberland Park Factory) and to St. Mary's Cemetery;
- Along the western side (behind the street front) there will be opportunities for increased massing and taller elements that respond to the scale of new development within the core development area.
- OPDC Local Plan Regulation 18 Draft (2016). OPDC is currently developing the Local Plan for Old Oak and Park Royal. Once adopted, the Local Plan will form part of OPDC's Development Plan, alongside the London Plan and any Neighbourhood Plan.
- LBHF Local Plan Regulation 19 Draft (2016) and adopted Core Strategy (2011). These documents recognise the regeneration opportunities for the wider area.
- OPDC Scrubs Lane Supplementary Planning Document (in development). OPDC is currently developing the Scrubs Lane SPD to provide guidance for the public realm, open spaces, built form and land uses for the length of Scrubs Lane. This is intended to provide specific guidance to ensure development positive responds to the Cumberland Park Factory and its setting. Specifically it is looking to ensure that the industrious employment character of Scrubs Lane continues to be supported through the delivery of new workspaces and 'yard' open spaces.

As OPDC develops its Local Plan, the weight of the local borough's Local Plans will diminish as they are superseded by the growing material weight of the OPDC's Local Plan. The exception to this rule is the West London Waste Plan, which was adopted by OPDC Board in July 2015 as a Development Plan Document.

4.5 Conservation & heritage context



There are a number of designated heritage assets near to the Conservation Area:

Name	Status	Proximity / location	Notes
St. Mary's	Conservation Area. Numerous listed structures and buildings of merit.	Directly adjacent to the east.	Designated in 1989 with the most recent Character Profile published in 2004. Includes St. Mary's Roman Catholic Cemetery and a portion of All Soul's Kensal Green Cemetery within LBHF.
Kensal Green (All Souls) Cemetery	Grade I Listing on Historic England Register of Parks and Gardens of Historic Interest. Numerous listed structures including those considered to be 'at risk'.	Approximately 300m to the east.	Designated in 1987. Within the cemetery there are 130 listed structures.
Grand Union Canal	Conservation Area	Approximately 400m to the south.	Designated in 2002.

5. Character appraisal

5.1 Character

The prevailing character of 69 to 91 Scrubs Lane is of a distinctive planned semi-regular development of 3 paired and one single L-plan warehousing units of two- to three- storeys with associated office/residential buildings and courtyards. For the purposes of this Appraisal Report, character is considered in terms of townscape, streetscape and architecture.

5.2 Townscape

Land use and economic character

A range of employment and associated warehousing uses including those associated with professional audio technology, photography studios and specialist lighting equipment. 69 to 71 Scrubs Lane, a former printworks, is currently vacant.

Layout

The area comprises an element of a linear development on the east of Scrubs Lane and presents a continuous linear urban block of approximately 150 metres in length. The area is set within a wider varied urban grain reflecting the historic industrial development of Old Oak, the open setting of St. Mary's Cemetery and Victorian residential street

patterns to the north and south.

The five plots are contiguous to each other and are loosely orthogonal with the rear eastern building lines shaped by the boundary of St. Mary's Cemetery.

Each plot presents a slight variation of a L-shaped block layout, framing forecourt spaces and blocks within forecourts that face on to Scrubs Lane, reflecting the use of early motorised transport. Entrances to the L-shaped warehouse blocks are from the forecourts while entrances to the office/residential buildings within forecourts are directly from Scrubs Lane.

Blocks are set back from the street by one to two metres of defensible space behind lengths of walls and railings. This provides a common building line punctuated by access points into buildings and forecourts.

The plots are separated at the rear to St. Mary's Cemetery by a 1.5m high brick wall accompanied by railings and metal fencing. There is a one to two metre gap between this wall and the rear elevation of the buildings. The plot widths vary but have a common rhythm that frame the street. Plot depths vary between 23 to 27 metres.

Plot	Individual description	Plot width
69-71	Single L-shaped block with courtyard space and semi-detached block fronting the street. Directly abuts the adjacent residential building.	24m
73-75	Paired L-shaped block with courtyard space and stand-alone block fronting the street. Minor additions to the frontage of the southern courtyard block.	36m
77-81 & 83-87	Paired L-shaped block with courtyard space and standalone block, comprising two semi-detached buildings, fronting the street. The block has been modified since its original construction resulting in the courtyard being divided between 77-81 and 83-87. The width of the plot is greater than its neighbours with the layout of 83-87 being adjusted to respond to the boundary of the adjacent St. Mary's Cemetery.	48m
89-91	Paired L-shaped block with courtyard space which lacks the stand-alone block fronting the street.	40m

Building height and massing

The building height and massing of the area follow a common narrative reflecting its planned development. This is characterised by the following elements:

- Two commercial storey L-shaped warehousing blocks with pitched lofts and gables positioned on to the street presenting three storey frontages to Scrubs Lane.
- Two storey original office and/or residential buildings with pitched roofs directly facing the street.
- Three storey office building and entrance to the rear courtyard of 69 to 71 Scrubs Lane.

Within forecourts, the massing creates a well-defined sense of enclosure comparable to that of a mews typology.

The massing presents a varied but semi-regular frontage to the street that provides a positive sense of enclosure that contrasts to the poor enclosure offered by current development to west of Scrubs Lane. The massing of the street frontage should be used to inform the frontages of future adjacent development along Scrubs Lane.

To the rear, the massing helps to frame the open setting of St. Mary's Cemetery.

Topography and views

The area and the immediate context sit on a relatively level ground with views to the east and south to the rear, enabled by the openness of St. Mary's Cemetery, and the west, provided by the current open nature of car parks either side of Cumberland House.

The very gentle curve of Scrubs Lane and the rhythm of street frontage (shown in figure 4) provided by the articulation of the massing, scale and materials provides a rich street vista which contributes to the sense of place for this area of Old Oak.

5.3 Streetscape

Public realm and open space

Scrubs Lane is a busy road, identified as a 'connector' by the TfL Road Task Force street assessment which links White City in the south to Harlesden in the north. The road is relatively wide, reflecting a former tram route. The road is well used by freight and other vehicles and serves the only access route into the current Old Oak industrial area. This dominance of traffic creates a hostile pedestrian environment with inconsistent provision for cyclists.

The current focus of Scrubs Lane for vehicular transport is reflected in the design and materiality of the public realm. The pavement within the area is approximately 2 metres wide and relatively uncluttered with street furniture comprised of standard signage, street lighting and parking ticket machines. These are separated from the flow of traffic by on-street parking bays. There is no street planting within the public realm, however 89-91 Scrubs Lane has mature trees and vegetation within its courtyard. Pavement materials are comprised of square concrete pavers that do not relate to the historic character of the buildings within the area. The stone edge blocks of the pavement are likely to be original. The public realm within the area is edged by walls, railings and gates that lack a coherent style in terms of height, design and materials.



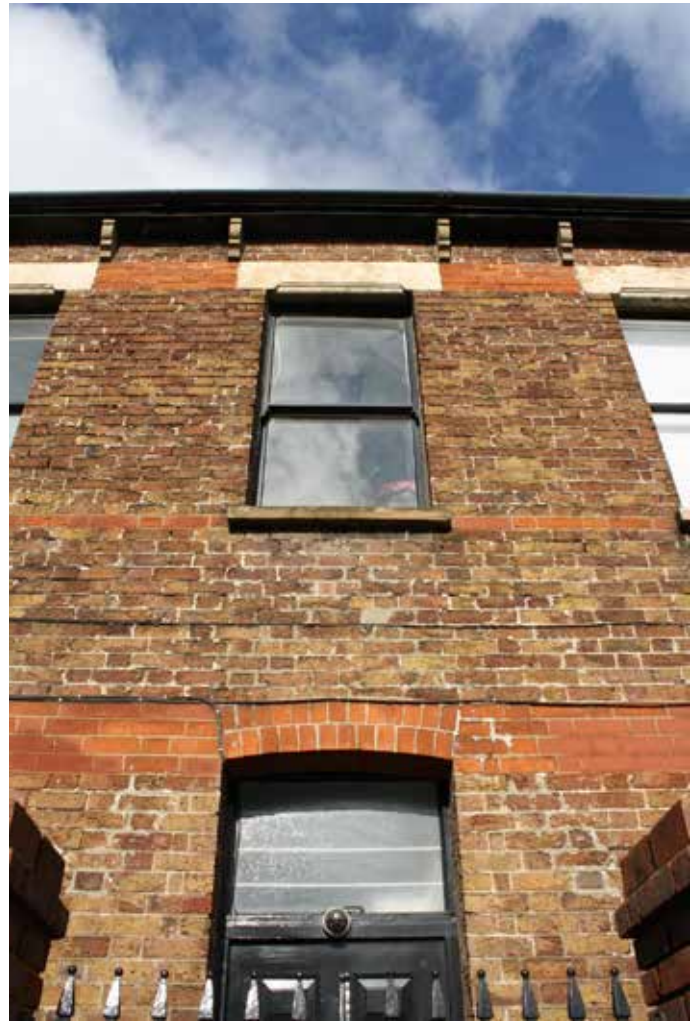
The regeneration and restructuring of land uses in the wider Old Oak provides a key opportunity to support a transport model shift and create a more pedestrian and cycling friendly street environment through materials, lighting and new development to the west of Scrubs Lane. At time of writing, the emerging Scrubs Lane Development Framework is seeking to shape the public realm to deliver these opportunities.

There are no public open spaces within the area given its layout and function, however the courtyards offer space for building occupants for parking, loading and related business activities. These spaces are well used but do not present any of the original surface material, which has been replaced or obscured by modern materials such as concrete skimming and high-density brick pavers.

5.4 Architecture

The properties within the area exhibit a common utilitarian and restrained architectural detail that reflect the original industrial functions of the planned development. These elements are defined below:

- **Materials** – London stock yellow and red bricks with darker bricks, potentially Staffordshire blues, used to define fenestration and entrances. Slate roof tiles and iron downpipes, signage frames, walkways and staircases. Street fronting facades of 89-91 Scrubs Lane have been rendered obscuring brickwork.
- **Detailing and features** – detailing and features are limited to the use of contrasting brick types and orientation to provide texture to window and rooflines. Office/residential building frontages exhibit mass-produced concrete window lintels with simple geometric details. The office building of 69-71 Scrubs Lane also shows a roofline detail of a simple geometric design to the building façade.
- **Fenestration (windows) and entrances** – warehousing rectangular and circular windows contribute to the rhythm of the



street that remains largely unaltered, aside from the removal of a ground floor window at 89 Scrubs Lane. A significant number of the warehouses retain the original small paned windows and are accompanied by security grills. Original sash windows of office/residential buildings have largely been replaced with modern equivalents. Entrance locations remain in their original locations.

- **Frontages and rooflines** – the repetition of gabled warehouse frontages and office/residential blocks provides the leading rhythm of the street. Frontages are largely unaltered with the exception of minor additions. Rooflines are unaltered when viewed from Scrubs Lane.
- **Walls and railings** – street fronting walls and railings are comprised of brickwork and railings that loosely follow a common design scheme. Only 89-91 Scrubs Lane is considered to have retained original brickwork.

69-71



- Modifications of frontages through modern windows, security measures and porch of office/residential building. Front wall unlikely to be original.
- Vegetation present on roof of office/residential building and gabled warehouse frontage.
- Replacement of original brickwork to the top of gabled warehouse frontage.
- Courtyard surface materials non-original.

73-75



- Original warehousing windows in place and modern reproductions of sash windows present in office/residential buildings.
- Warehousing ironmongery and fenestration painted in non-historic colourway.
- Modifications of frontages through security measures and air-conditioning units. Front wall unlikely to be original.
- Courtyard surface materials non-original.

77-81



- Original warehousing windows in place and modern windows present in office/residential buildings.
- Warehousing ironmongery and fenestration painted in various colourways. Lintels of office/residential building painted in non-historic colourway.
- Modifications of frontages through security measures, porch of office/residential building. Mural present on side of office/residential building. Front wall unlikely to be original.
- Courtyard surface materials non-original.

83-87



- Original warehousing windows and office/residential building sash windows in place.
- Warehousing ironmongery and fenestration painted in historic colourways.
- Courtyard surface materials non-original.

89-91



- Original warehousing windows replaced with modern reproductions.
- Modifications of frontages through rendering and security measures. Portions of the front wall potentially original.
- Courtyard surface materials non-original.

6. Setting and context

Definitions

The term ‘setting’ in relation to a heritage asset is defined by the National Planning Policy Framework as

“the surroundings in which an asset is experienced. All heritage assets have a setting, irrespective of the form in which they survive and whether they are designated or not. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance, or may be neutral.”

Context is defined by the GLA’s Character & Context Supplementary Planning Guidance as:

“The way in which places, sites and spaces

inter relate with one another whether physically, functionally or visually, or the way in which they are experienced sequentially and understood.”

Setting and context

The area is set within a varied urban context, the site sits between the existing employment areas in Old Oak to the west and the open nature of St. Mary’s Cemetery to the east. This wider context will evolve as Old Oak is transformed with the area becoming a transitional area between new mixed-use development and the existing surroundings.

At a local scale, the area is currently framed by the following:

	Description	Contribution to the Conservation Area
North	A run of late 2-storey Victorian / Edwardian terraced housing are directly adjacent to the area with the Great West Coast railway line beyond.	Positive. Housing continues the building line of the warehousing to deliver a defined continuous street frontage. Similar construction materials have been used and are generally intact which provide a coordinated colour palette and rhythm to the street.
East	The active Victorian St. Mary’s Roman Catholic Cemetery is directly adjacent to the area providing an open setting to the east of the area.	Positive. The open, green setting of the cemetery provides a contrast to the urban setting of Scrubs Lane which enables the rear of buildings to be clearly visible from the east.
South	A series of one to two storey warehouses of varying design and quality with associated yard space dating from the late 19th Century and 20th Century.	Mixed. The warehousing and yards directly adjacent to the area are in relatively poor condition with inactive, poor quality frontages that detract from the clear rhythm of the Cumberland Park Factory buildings. However, further to the south is the Grand Union Canal Conservation Area and Mitre Bridge which are positive influences.
West	The area directly fronts onto the busy Scrubs Lane and faces a portion of late 20th Century 2-storey offices, the 7-storey Cumberland House and associated open car parks.	Negative. The dominance of vehicular traffic along Scrubs Lane is echoed in the public realm that currently does not compliment the historic character of the Conservation Area. The car parks and Cumberland House create an irregular enclosure of the street with poor street activation.

7. Opportunities for improvements

Potential opportunities for improvements to the Cumberland Park Factory include:

- Improvements to the public realm, including street greening and narrowing carriageway widths to support walking and cycling;
- Use of a coordinated palette of materials and colours to strengthen the character of the street and support the rhythm of street frontages;
- Reinstatement of historic materials and design for courtyard spaces, fenestration and street fronting walls;
- Delivery of sensitive alterations where

they do not negatively impact on the character and special historic interest of the Conservation Area;

- Activation of street fronting windows; and
- Explore intensification of use of buildings without negatively impacting on the character and context of the Conservation Area, including St. Mary's Conservation Area.

The opportunities will be reflected in the Scrubs Lane Supplementary Planning Document and the OPDC Local Plan.

8. Conclusions and recommendations

The character of the buildings and spaces, comprising of the former Cumberland Park Factory, is considered to be a locally unique typology within the wider Old Oak and Park Royal area that is distinct from earlier canal and railway reliant industrial heritage. The buildings and spaces are considered to be of group value and are considered to be the best surviving complete ensemble of Victorian / Edwardian industrial buildings that demonstrate distinct typologies making use of early motorised transport in the OPDC area.

The area has significant local heritage and placemaking value that represents the rich industrial heritage of Old Oak and Park Royal within an area of transformative change with few obvious heritage assets. It is important that OPDC seeks to retain heritage assets where they can play a positive role in the wider comprehensive regeneration of Old Oak.

In addition to its heritage value, the area's current employment uses reflect the economic history of Old Oak and provide a potential

location to help deliver OPDC's and the Mayor's aspirations to strengthen Old Oak and Park Royal as a location for economic innovation and growth.

In light of these elements, and the support of Historic England's Old Oak Outline Historic Area Assessment, it is recommended that the Cumberland Park Factory Conservation Area be designated to reflect its special historic interest and enhance the character of the area to inform the placemaking aspirations of OPDC. Specifically, in relation to how new development along Scrubs Lane responds to Conservation Area's relationship to the street and supports the employment activities of existing and future economic sectors within the area.

On 27 February 2017, OPDC Board designated the Cumberland Park Factory Conservation Area.

9. Next steps

9.1 Development of Management Guidelines

OPDC will develop and consult on Management Guidelines for the area in 2017.

This will ensure OPDC accords with the requires set out in Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990, that places a duty on OPDC to formulate

and publish its proposals for the preservation and enhancement of the conservation areas and to submit them for consideration to a public meeting in the area to which they relate.

9.2 Publication of OPDC Heritage Strategy


OPDC will publish the Heritage Strategy in 2017 to support the draft Local Plan.

10. References

- Historic England Old Oak Outline Historic Area Assessment (2015)
- Historic England Old Oak Outline Historic Area Assessment Addendum (2015)
- Historic England Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management (2016)
- Historic England Kensal Green (All Souls) Cemetery List Summary



OPDC
OLD OAK AND
PARK ROYAL
DEVELOPMENT
CORPORATION

-  @OldOakParkRoyal
-  facebook.com/OldOakParkRoyal
-  info@opdc.london.gov.uk
-  020 7983 5732
-  london.gov.uk/opdc

MAYOR OF LONDON