

POLICY P4: Park Royal West

VISION

V1. Park Royal West will remain as London's leading location for large, medium and small businesses; the protected industrial land will accommodate a vibrant mix of industrial activities.

V2. A co-ordinated approach to infrastructure investment and delivery will improve its functionality and deliver wider environmental improvements; strengthening Park Royal's competitive position, and helping businesses to grow sustainably.

V3. Comprehensive intensification will accelerate jobs growth and support industrial innovation, making the area adaptable to the future needs of London's economy.

- This is divided into three sections: (i) Park Royal West including Brewery cluster (it's not particularly west, but just the bits not in the other two areas), (ii) Old Park Royal (which is the area on North Acton Road, south of Acton Lane towards North Acton station, which was developed in the 1920s and having four parallel roads) and (iii) Park Royal Centre (the area around Asda and Central Middlesex Hospital).
- Park Royal was initially an agricultural show ground, then during WW ammunition factories were set up on the site. One or two of the old buildings are still there and you can see where the old railway line used to go inside them to collect stuff. In the 1920's the whole lot was sold off as small industrial units and many have survived. This part is called Old Park Royal. It has only just been defined in this latest version of the Local Plan. It has completely different characteristics from the other part of Park Royal.
- Most of the West part comprises food processing plants and logistics – warehouses. In other words. They are quite large sites or are increasingly so. There is a big distinction between this and the old 1920's part of the area.
- The OPDC wants to protect the whole of Park Royal as Strategic Industrial Land (SIL). Last year some pressure to have work / live homes at the edges.
- Some parts of Park Royal are not in the SIL, so there are some homes there. However, the Mayor of London is keen to secure this area, as there has been too much loss of industrial land across London.
- They OPDC is strongly defensive of it being an industrial / commercial area, although they do recognise that there are new industries coming through. You could though set up a blast furnace and run it 24 hours a day (as long as you are meeting other requirements). This is a place where you can have noisy industry within reason.
- The vision ways this will remain as London's leading locations for large, medium and small businesses; the protected industrial land will accommodate a vibrant mix of industrial activities.

POLICY

Proposals should plan positively to deliver the place vision by contributing and / or delivering where appropriate and relevant as follows:

Land Uses

- a) Protecting and delivering a mix of broad industrial type uses and units suitable for a range of business sizes and industrial sectors within the Strategic Industrial Location (SIL) designation;
- b) Contributing towards 3,800 jobs by taking opportunities to intensify the use of sites, having regard to the locations and typologies identified in OPDC's Park Royal Intensification Study;
- c) Delivering 400 jobs and a minimum 1,200 homes on sites outside of SIL;
- d) Protecting the Bashley Road Gypsy and Travellers site line with policy H8;
- e) Safeguarding the Twyford Waste Transfer Station site to support the delivery of the West London Waste Plan (see Policy EU6);

Public Realm and movement

- f) Contributing towards and / or delivering improvements to the function and quality of the transport network for all users by:
 - i) rationalising, minimising or removing on-street car parking, where possible and practicable, to make space for walking, cycling and public realm improvements;
 - ii) creating new or upgraded continuous walking and cycling routes particular along main routes; and
 - iii) supporting traffic calming measures along Chase Road.
- g) Contributing towards and / or delivering improvements to the road network to support more efficient business operations and servicing by:
 - i) supporting a new vehicular, pedestrian and cycle route to link Park Royal to Channel

- The policy talks about improving infrastructure. Not much has happened there over the last 70 years in terms of sewers, cabling and general amenities. 30 years ago, they were developing 'pocket parks', which are quite small, however, businesses complain that there is no proper broadband access.
- The headings are:
 - **land uses** - protecting a broad mix of industrial units, but also intensification (across the whole of Park Royal);
 - **public realm and movement** - delivering improvements to the function and quality of the transport network. NB, there no station in Park Royal, they are all around the edges. A recent parking zone has been introduced north of Acton Lane and some businesses say that this has dramatically improved the area. Many who work in PR drive their car here in the morning and work and then drive home again. The OPDC says in their report that a third of people who drive here, actually live close enough to cycle. Also, they want to routes in from the stations;
 - **green infrastructure** - deliver improvements to support existing green infrastructure, including, Diageo Lake and gardens, Wesley playing fields, linear space along the canal, green corridors along the railway (more for wildlife) and Metropolitan Open Land and green spaces along the A40;
 - **heritage and character** - strengthening local identity and character;
 - **infrastructure** as set out in their infrastructure delivery plan. They do also want to increase housing there.
- Within PRW – they identify the Brewery Cluster.
- Many people want improvements to roads and pavements. The OPDC may use planning gain to support this, but there will be many other demands on planning gain.
- If the number of jobs by 3,800, a lot more people coming in, how would you stop people coming in by car and get them to cycle for example?
- It takes so long here to get anywhere by walking or bus. Its 2 buses from Willesden Junction. Some journeys could be made by foot, but pavements are not safe and are unpleasant to walk along. The train seems to take so long.
- The policy suggests new upgraded pavements and green spaces and traffic calming. Is any of this or improvements to junctions going to help?

<p>Gate;</p> <ul style="list-style-type: none"> ii) supporting improvements to junctions to facilitate improved traffic flow, pedestrian and/or cycle enhancements; and iii) contributing towards enhancements to the A40 and A406 which improve flow of traffic; support the movement of freight; and/or reduce severance. <p>h) Contributing towards and / or delivering improvements to the function and quality of the public realm for all users through:</p> <ul style="list-style-type: none"> i) enhanced street greening, public realm and active and/or positive frontages, particularly along the primary movement routes identified in Figure 4.8; ii) the provision of more generous pavements widths, where this does not have a significant adverse impact on the functioning of the highway; and iii) improved wayfinding, signage and lighting, prioritising routes to/from Park Royal, Hanger Lane, Stonebridge Park and Harlesden stations. <p>Green Infrastructure and the environment</p> <ul style="list-style-type: none"> i) Contributing towards and/or delivering improvements which support public access into and/or the quality of existing green infrastructure assets, including: <ul style="list-style-type: none"> i) Diageo Lake and Gardens ii) Wesley playing fields; iii) linear spaces along the Grand Union Canal; iv) Green corridors along railways; v) Metropolitan Open Land and green spaces along the A40; and vi) other nearby green spaces. j) Optimising the use of roof space for food growing and embedding other green infrastructure across the area, including on-site soft landscaping and tree planting; k) Supporting any applicable actions identified in the Thames River Basin Management Plan for the 	<ul style="list-style-type: none"> • Improving the pavements would not be a very expensive measure and would be good and help a lot and also having more bus lines would help. • Is the policy going to work or are there are alternatives? • The policy is very broad and detail is lacking. I can't stand it that we have lampposts that are a foot in from the kerb and are an obstacle course with a buggy as are rubbish bins that are movable but don't sit in the right place. There is a lot of poor street furniture, drop downs at the kerbs, uneven pavement surfaces and small cobbles. All this comes down to master planning and the design detail. • Do you think it will be a political battle to change the nature of people who take their cars here? When we had Harlesden done up with £3.5 million to change the one-way system and take out parking from in front of the shops, people who work there really didn't like that. They had been used to decades of driving and parking in front of their own shops. Won't it be the same in PR? It will be an uphill struggle to get change so that it's not choked with traffic. • People do need to change. They know about the poor air quality and London needs to be a leader on this. We have to take them on. • The policy is very broad. The current roads are narrow and congested. What is the extent of worse congestion with new development / intensification? • Will the development in Old Oak also create additional traffic congestion in this area? • They have evidence based documents on PR, we need to see if this problem is mentioned. • Even if the new development in Old Oak is car free (in terms of car ownership), people are going to take passengers by car / taxi and may well come into PR. Despite the wishful thinking, a lot of people who are still dependent on cars. • The impact of this £26b development next door is still unclear. This will be Britain's biggest development area and its being chipped away at by developers gaining quick wins along Scrubs Lane because you don't need don't need the bigger bit to happen to sell the flats here. • The person who facilitates the PR business group recently said that some things could be done to support the aim of reducing traffic congestion, such as providing banks of free
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River Brent catchment;

- l) Contributing to and/or delivering measures that help support OPDC, the host authorities, and where relevant TfL, to improve air quality monitoring, and overcome issues identified in Local Air Quality Focus Areas around the A40 and A406.

Heritage and character

- m) Strengthening local identity and character by conserving and enhancing the Brent Viaduct, other identified non designated heritage assets and their settings;
- n) Ensuring local character is informed by the area's existing heritage, including the Grand Union Canal, railway and industrial heritage;

Infrastructure

- o) Contributing to the delivery of infrastructure requirements as set out in the OPDC Infrastructure Delivery Plan;

Development and phasing

- p) Achieving early delivery of housing to contribute towards OPDC's 0-10 year housing supply, in line with the Brewery Cluster and First Central site allocation; and
- q) Supporting the phased delivery of new jobs across a range of sites in Park Royal West in line with b).

POLICY P4C1: Brewery Cluster

VISION

V1. A high quality and legible entry point from Park Royal and Hanger Lane rail stations and the A40. New development will create a positive identity for and transition into, the wider Park Royal industrial area and respond to the area's rich industrial heritage. New and improved walking and cycling routes, along with a concentration of local services set within an attractive public realm, will provide an area of focus and vibrancy for the new and existing residential and commercial uses in the area. New employment uses will play a key role in successfully integrating this area with, and mediating between, the existing residential and industrial setting.

cycles, sharing cars amongst the business and or having bus shuttles to get people from stations into Park Royal. (See more notes at the end of these notes)

- Isn't this determined by government that than this policy?
- It's very important to influence the Local Plan. Developers will have to support the policy and it will impact on how PR is developed. If we feel the policy isn't right we need to say what would be better or help to make it more effective. There will be an independent Examination in Public. Many planning inspectors are very keen to hear from local people. This can be used to support proposed changes to the policy.
- You could say that for example that intensification should occur in sites near the stations and/or that are virtually car free developments.
- I'm very sympathetic to PR because it is an area of busy economic activity, but it is back 40-years, based on car culture and we need to find sensible solutions to try to change this.
- Can we have add to the policy that employers in the industrial estate will have to encourage their employers have to do carpooling or have a drop off zone or separate entrances for lorries or deliveries?
- There are no planning powers that allows you to do this, although you could have parking zones to restrict parking, which should perhaps happen. A local Brent councillor was involved in achieving this at the Barret's Green end, between Central Middlesex Hospital and the canal. The companies that work in the motor trade now have to be far friendlier to their neighbours than they have ever done before. Previously would just have left many of the cars they were working on, on the street.
- What do we want it to look like?
- People generally seem to want the area to look more attractive to increases the desire to work there and visit, even for more evening activity. That seems a reasonable thing to happen as the car parking that that attracts in the evening would be after everyone else has gone home.
- Lengthening the working day of any activity would also be an entirely reasonable thing.
- Presumably we want to be able to walk around PR without colliding with cars on the pavement and for it to more attractive with more greenery presumably?
- And growing food on roofs?

POLICY

- a) Proposals should plan positively to deliver the cluster vision by contributing and / or delivering where appropriate and relevant as follows:

Land uses

- b) Supporting residential uses when:
 - i) located above ground floor along key routes; and
 - ii) in other locations, they provide positive frontages onto Lakeside Drive and Diageo Lake and Gardens and the new public open space.
- c) Restricting residential uses adjacent to SIL unless it can be demonstrated that their design and location:
 - i) will not compromise the ongoing functioning of the adjacent SIL uses; and
 - ii) provides a satisfactory level of residential amenity for occupiers of the development.
- d) Delivering appropriate employment uses with ground floor active and/or positive frontages:
 - i) onto key routes;
 - ii) along Mason's Green Lane that connects to Park Royal Station; and
 - iii) along Lakeside Drive.
- e) Delivering a small quantum of local 'walk to' retail and social infrastructure uses which meet the needs arising from the development and accords with policy TCC1;

Public realm and movement

- f) Delivering a high quality public realm with active and/or positive frontages that successfully address the different level changes across the area;
- g) Supporting the activation of the street with new accessible and inclusive walking/cycling routes;
- h) Providing new or upgraded or joining up existing walking and/or cycling routes to make high

quality connections north-south and east-west, including:

- i) to/from Park Royal and Hanger Lane stations, particularly improvements to the route and footbridge along Mason's Green Lane;
 - ii) to/from Twyford Abbey and the A406;
 - iii) through Diageo Lake & Gardens;
 - iv) around and across Lakeside Drive; and
 - v) towards the Grand Union Canal.
- i) Delivering wayfinding, signage and lighting strategies that provide legibility for routes/spaces and improve their sense of safety, prioritising routes to/from Park Royal and Hanger Lane stations;
 - j) Continuing the use of Coronation Road as an important vehicle access and servicing route for Park Royal;

Green infrastructure and the environment

- k) Supporting the creation of new high quality publicly accessible open space that is well integrated with the wider open space network, including a new open space within the First Central Site Allocation;
- l) Contributing towards and/or delivering improvements that support public access into and/or improve the quality of existing green infrastructure including:
 - i) Diageo Lake and Gardens Site of Nature Conservation Importance (SINC); and
 - ii) Metropolitan Open Land.
- m) Contributing to and/or delivering measures that help support OPDC, the host authorities and where relevant, TfL to improve air quality monitoring, and overcome issues identified in local Air Quality Focus Areas around the A40 and A406;

Building heights

- n) Contributing to a variety of building heights which respond to the context, with tall buildings and

<p>associated new open space focussed along Coronation Road;</p> <p>Heritage and character</p> <p>o) Ensuring individual planning applications positively respond to the area's industrial heritage, using the former Guinness brewery as a historic reference point to inform the design proposals and help to reinforce a degree of local distinctiveness; and</p> <p>Development and phasing</p> <p>p) Delivering development early to contribute towards OPDC's 0-10 year housing supply.</p>	
<p>POLICY P5: Old Park Royal</p> <p>VISION</p> <p>V1. Old Park Royal's established industrial land use and historic character will be protected. Today, this place is a prominent hub for smaller businesses; opportunities to intensify industrial uses will support the continued growth of start-up businesses and innovative activities across a range of employment sectors. The enhancement of buildings along with improvements to the public realm and movement network will support a functional and exciting place that helps to mediate the transition between Old Oak and Park Royal West.</p>	<p>THERE WAS NO DEDICATED DISCUSSION ON OLD PARK ROYAL</p>

POLICY P6: Park Royal Centre

VISION

V1. An increased number of shops and services, alongside the anchor uses of Central Middlesex Hospital and ASDA, will create a more established and vibrant neighbourhood centre. The uses and activities available here will support the wider industrial and nearby residential areas as well as attracting local people to this place through new town centre, employment and housing opportunities.

V2. Enhancements to the junction of Coronation Road/Park Royal Road/Abbey Road/Acton Lane will improve the movement network and form part of a more attractive, greener and better integrated public realm.

- I think there are very good assets here (generally in PR) that we are not taking advantage of - including buildings that we could preserve and some industries here such as film and indeed logistics, food provision, green energy. We could make more of these, promote them more to the community. We have areas that could be more accessible by cycle, for example out to Wembley, but some of the access is not very good and we don't have many bike racks or hubs in the parks or ASDA, Stonebridge or even Wembley – so this could be improved. It's just an example, but at Grand Central station in Birmingham, they have a mall there and people go there for leisure. Asda could be a taller building and including a leisure centre. It could be built over. More green spaces in the surrounding would be good.
- The policy talks about uses and activities here that are additional in terms of supporting both workers and people living here - things that are not going to encroach on the strategic industrial land.
- Re: P6 and P6(i) which is the 'Asda cluster' in this area. There was a previous Asda here, much nearer the street. They built the new one at the back then knocked the old one down and put the car park at the front which doesn't give a very nice frontage. I'm sure that regardless of the OPDC a proposal will come through to knock the building down, have a car park on the ground floor, put Asda on the ground floor (as is occurring across the country) so we take up less land, build housing above and have some greenery.
- They are talking about a high-rise block on the corner of Coronation Road and PR Road, so we are likely to get another 20-storey building here. As it's not near a station people will be quite reliant on the bus service. There are six different bus services between Willesden Junction and Park Royal so you don't have to wait too long for a bus (2 or 3 minutes). It is unusual to find high-rise that are not near stations.
- The policy does talk about going high on the Asda site – what do we think about this? It would probably be residential except on the lower floors.
- It depends on need for housing.
- It would increase demand for shops in that area. You are going to get more shops than would otherwise be the case and Asda would likely want others there too.
- My concern is for young people. At the moment, we have nothing for young people. We have green spaces but nothing for young people of say 14 or 15 to do. There are

POLICY

Proposals should plan positively to deliver the place vision by contributing and / or delivering where appropriate and relevant as follows:

Land uses

- a) Supporting the designation of the Park Royal neighbourhood centre by delivering a mix of town centre, employment, residential and social infrastructure uses which:
 - i) maintain existing levels of A-use class floorspace, meet anticipated future demand identified in the most up to date retail and leisure needs study and deliver a mix of A-Class unit sizes;
 - ii) can contribute towards the delivery of 1,400 new jobs and a minimum of 650 new homes to OPDC's 0-10 year housing supply;
 - iii) are well designed and located appropriately to mitigate the impacts on the Strategic Industrial Location (SIL); and
 - iv) demonstrate that they can support the continued functioning of the SIL.
- b) Delivering new social infrastructure and/ or protecting and enhancing existing social infrastructure provision, including facilities at Central Middlesex Hospital in accordance with policy TCC4;

Public realm and movement

- c) Contributing to and / or delivering improvements to the function and quality of the movement network and public realm for all users by:
 - i) establishing a well-defined building line with positive and active frontages onto primary movement routes;
 - ii) minimising and, where feasible, minimising or removing on-street car parking, particularly along the key routes;
 - iii) creating new and/or improved continuous walking and cycling routes into/through the

no supervised or safe areas for play for 12 and younger. We have new blocks going up – a city within a city - putting pressure on existing community centres and schools. We have no schools, community centres or playgrounds in PR.

- Its good to have good proximity to transport, but we also need other facilities within walking distance to health services, education and food shops. We need mini villages to reduce car ownership, which are totally reliant on this area. Transport here goes out radius, with nothing go across, which is why it takes so long for people to get around.
- Are we happy to have a PR centre, or just return it to SIL? Lots of people who work here don't consider it a centre and wouldn't think, for example, to go to it at lunch time. If you intensify there with more housing you immediately increase the demand for more shops. There are going to be two GP surgeries opening in Central Middlesex Hospital in the autumn, one moving from Stonebridge and one from Harlesden. That would draw people into the centre. They talk about intensifying the Brewery centre by having a few shops there and if this tall block goes up it will increase the demand for corner shops. There could be a coffee shop there depending on incomes and demand. If Park Royal Centre is intensified would draw people in and make it a more meaningful centre.
- If it were lower rise, you could have a court yard – accessible to children. If you don't have children you don't bother much about this, but you may be more concerned about being near the station.
- Would you want to bring up children on the Asda site? Wouldn't we want to encourage there being a range of tenures but perhaps more for single people that may not be there for very long. They do talk about lifetime communities and in many places, you would want to do that, but you want a mix of housing so that you can go there though life. But you may want small starter homes here and then be able to move later to a bigger flat with a family and then later you may want to down size again without moving from the area. You may want to consider policy here to be focused in one-bedroom flats in the high-rise, as it is completely surrounded by industrial land. Retirement homes might also be appropriate here.
- Even in Stonebridge area there is a shortage of schools and while they are looking to redevelop Stonebridge primary school, there is still not enough places. There could be some new schools, but I don't know whether there will be enough to meet existing

town centre and along primary movement routes;

- iv) enabling improvements to the Abbey Road/Coronation Road/Acton Lane/Park Royal Road junction, including a road realignment scheme, to facilitate improved traffic flow and pedestrian and cycle enhancements;
 - v) improved wayfinding, signage and lighting along routes through the town centre; and
 - vi) ensuring access/servicing arrangements are provided off-street where possible and mitigating impacts to the capacity and functioning of the Abbey Road/Coronation Road/Acton Lane/Park Royal Road junction.
- d) Supporting bus services to connect Park Royal Centre to key destinations such as Old Oak and surrounding rail/underground stations;

Green Infrastructure and the environment

- e) Embedding green infrastructure across the area, particularly along key routes, while ensuring the continued successful operation of businesses and the movement network;

Heritage and character

- f) Strengthening local identity and character by conserving and enhancing identified non designated heritage assets and their settings;
- g) Ensuring local character is informed by the area's existing heritage, including the significance of the hospital and railway related heritage;

Infrastructure

- h) Contributing to the delivery of infrastructure requirements as set out in OPDC's Infrastructure Delivery Plan (IDP); and

Development and phasing

- i) Working with stakeholders to facilitate the delivery of homes and jobs to contribute towards OPDC's 0-10 year housing supply.

and new need. More importantly, play is very important for young people / children and I haven't seen anything here about play.

- They are proposing a primary school in Old Oak North and one in Old Oak South and a secondary and after the period of the OPDC another primary and secondary school, perhaps in the North Acton area. They would say they are taking into account the population characteristics of the area as it develops and that there will be enough.
- Is this double or single-entry schools? If these are single entry schools this will not be enough.
- They seem to have gone through the numbers themselves – and it is all here.
- Is it really enough? In Stonebridge, for example, 20% of the population is 12 and younger.
- The OPDC would say Stonebridge isn't their problem, although of course, if they do build schools, there will be people from outside the area who apply to get their children in. I don't recall there being anything about the needs for adolescents – and if this is a worry we should include this in written submissions. They do talk about community centres. We also need to look through the evidence based documents to see if there is anything there about this.
- The greatest need for housing in both the private and affordable sectors is for family sized homes. One of the things suggested is a creche where people can leave their children. Couldn't there be some play spaces within the green spaces that meets needs of younger people, at least those already living here. It doesn't necessarily have to be here in the centre. Also, even if you start off providing housing just for single people, many will at some stage will have children and won't necessarily be able to find or afford a family sized home.
- I think this should be treated as an exception.
- I think this is trying to clone a community and don't think that this is healthy. I think it's best to have a range of ages and sizes of homes. That makes a community whole and helps us bond. Your proposal would create a community that would not thrive, learn from one another and grow. People are also long-term residents that stay in an area for 40 years. You should really provide the social infrastructure where homes are being developed to support that longevity.
- There will be a tall building and what they mean by that is over 30 storeys.

POLICY P6C1 ASDA Cluster

POLICY

Proposals should plan positively to deliver the cluster vision by contributing and / or delivering where appropriate and relevant as follows:

Land uses

- a) Delivering retail and a mix of other town centre uses and frontages focussed onto Coronation Road and Park Royal Road where this includes:
 - i) re-provision of existing A-class floorspace;
 - ii) additional A-class floorspace to meet the need/demand identified in the most up to date retail and leisure needs study and is based on the provision of smaller units serving a more localised catchment;
 - iii) active frontages onto Coronation Road, Park Royal Road and other routes within the site; and
 - iv) demonstrates that adverse impacts on the Strategic Industrial Location (SIL) can be fully mitigated.
- b) Supporting new employment uses that ensure the continued successful operation of surrounding SIL uses, where this:
 - i) achieves optimal employment densities by

- They say tall buildings helps with wayfinding.
- The OPDC also wants to improve cross roads outside Asda and Central Middlesex Hospital, cutting off a corner of the car park and move the southern Road, Park Royal Road slightly to the left.
- The problem is that this crates quite a hostile area for pedestrians and cyclists unless this is well-designed.

<p>applying the principles of intensification; and</p> <p>ii) provides active frontages onto Park Royal Road and Coronation Road, and positive frontages onto Western Road and other routes within the site.</p> <p>c) Supporting residential uses above ground floor town centre frontages;</p> <p>d) Restricting residential uses adjacent to SIL unless it can be demonstrated that their design and location:</p> <p>i) will not compromise the ongoing functioning of the adjacent SIL uses; and</p> <p>ii) provides a satisfactory level of amenity for occupiers of the development.</p> <p>Public realm and movement</p> <p>e) Contributing to and / or delivering improvements to the function and quality of the movement network and public realm for all users through:</p> <p>i) Enabling improvements to the Abbey Road/ Coronation Road/Acton Lane/Park Royal Road junction, to:</p> <ul style="list-style-type: none"> • facilitate improved traffic flow, including a road realignment scheme; and • pedestrian and cycle enhancements, including improved crossing facilities. <p>ii) Enclosing the streets through well-defined building lines with active and/or positive frontages onto Coronation Road, Park Royal Road, Western Road and other routes.</p> <p>Green infrastructure and the environment</p> <p>f) Contributing to and/or delivering a new publicly accessible open space as part of new development and a reconfigured road alignment that supports an integrated approach to public realm and urban greening across the area;</p> <p>Building heights</p> <p>g) Contributing to a variety of building heights which respond to the context, including a tall building on the north-eastern corner of the ASDA site, where this:</p>	
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<ul style="list-style-type: none"> i) facilitates an improved junction and new open space in line with parts (e) and (f) ii) creates a positive, well defined street edge; and iii) improves way finding and legibility of the town centre. <p>Infrastructure</p> <ul style="list-style-type: none"> h) Contributing to the delivery of infrastructure requirements as set out in OPDC's Infrastructure Delivery Plan; and <p>Development and phasing</p> <ul style="list-style-type: none"> i) Ensuring a comprehensive and co-ordinated approach is taken to the development of the ASDA sites to optimise the site's development capacity. 	
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Conversation with PR Business Group co-ordinator / worker

1. How do we intensify successfully – to get more facilities and jobs. Need to identify sites where this can occur in the heart of Park Royal and away from the edges, some with taller buildings that can afford to deliver more at lower prices. Delivering more employment can only occur if there is significantly more floor space.
2. CPO to bring together landownership and have less fragmentation
3. How can transport infrastructure support this (getting people to main public transport destinations in order then to provide a bank of cycles, shared cars or bus shuttles to get people to their work places).
4. How do we ensure other infrastructure – high speed internet and power supply reaches all businesses.
5. Keep the SIL as tight as possible - a buffer zone between Park Royal and Old Oak with mixed development.
6. Having a better environment and having more employment are not mutually exclusive.
7. Land value increases are an issue. The costs have been going up significantly – OPDC need to be resolute about maintaining SIL and intensifying.