



OLD OAK COMMON NW10

Goodhall Street, NW10 6TT

Raban Goodhall Ltd

Draft Sketchbook 02

August 2017

Issued 23/08/17

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Please note:

All figures and drawings in this report are for illustrative purposes only unless otherwise stated.

Do not scale from this document. Colours may not be representative.

01 Document Purpose

OLD OAK COMMON NW10
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This document introduces potential development proposals for the site at 74 Goodhall Street and 73 Stephenson Street and three adjacent sites which sit within the Old Oak Common and Park Royal Development Corporation (OPDC) Masterplan, close to Willesden Junction in Ealing.

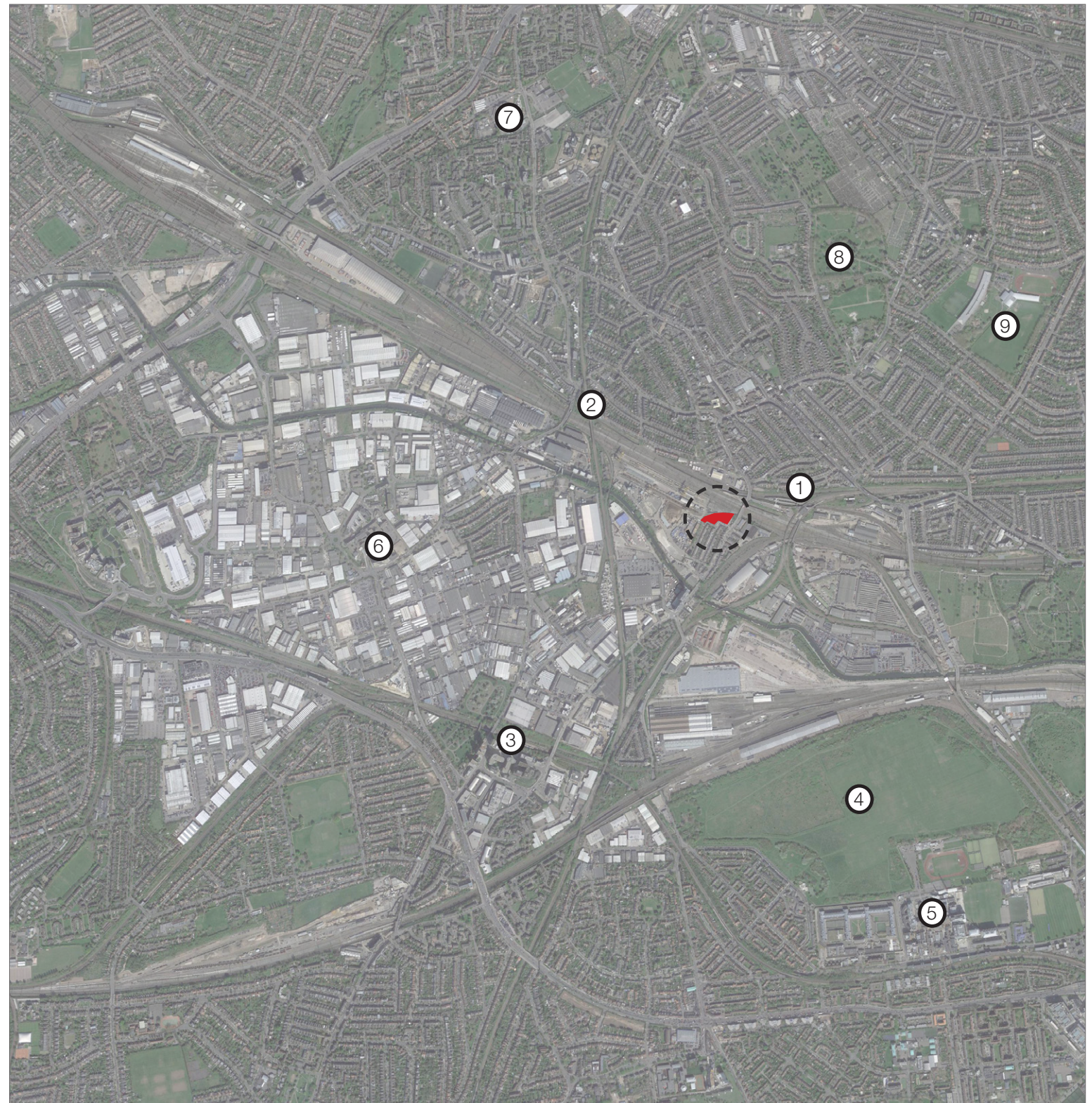
The purpose of this document is to illustrate how a change of land use for these sites could lead to a mixed-use proposal that creates new housing, returns jobs on site, improves the local environment and protects the setting of the conservation area.



Site Location

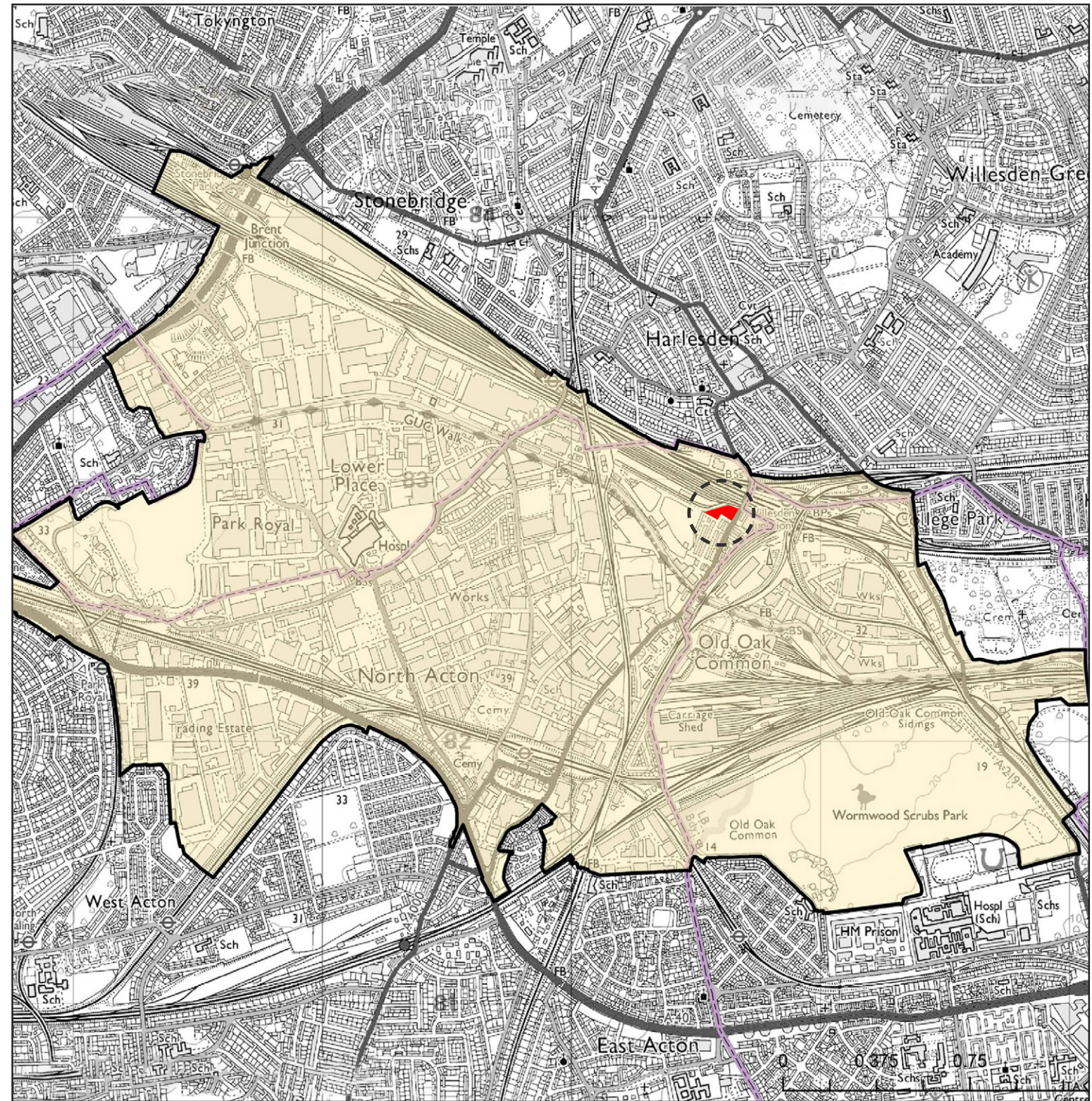
The site is located within the London Borough of Ealing, close to Willesden Junction and is situated within the OPDC masterplan area.

- ① Willesden Junction
- ② Harlesden Station
- ③ North Acton Station
- ④ Wormwood Scrubs Park
- ⑤ Hammersmith Hospital
- ⑥ Central Middlesex Hospital
- ⑦ Neasden Temple
- ⑧ Roundwood Park
- ⑨ King Edward VII Park



Masterplan

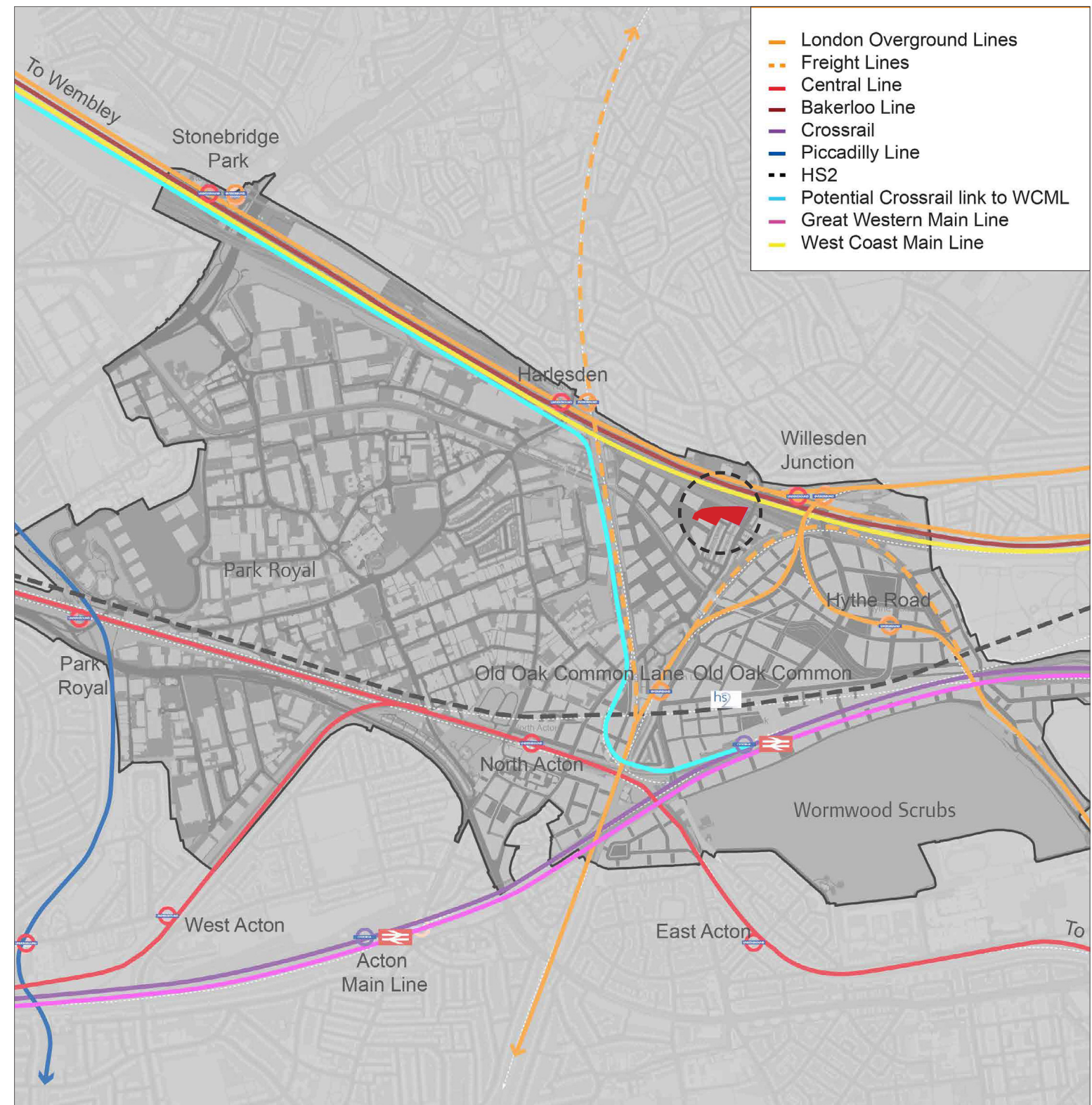
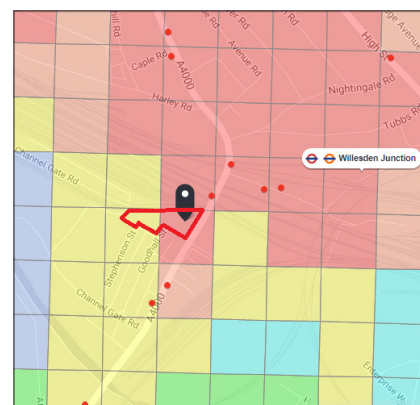
- The OPDC masterplan sets out a development plan for the regeneration of a 650 hectare area of land around new transport hubs.
- Willesden Junction will become a dense hub for activity and transport.
- Old Oak High Street will be created to connect Willesden Junction with Hythe Road Station and to create a spine of activity for the area.



OPDC Masterplan area

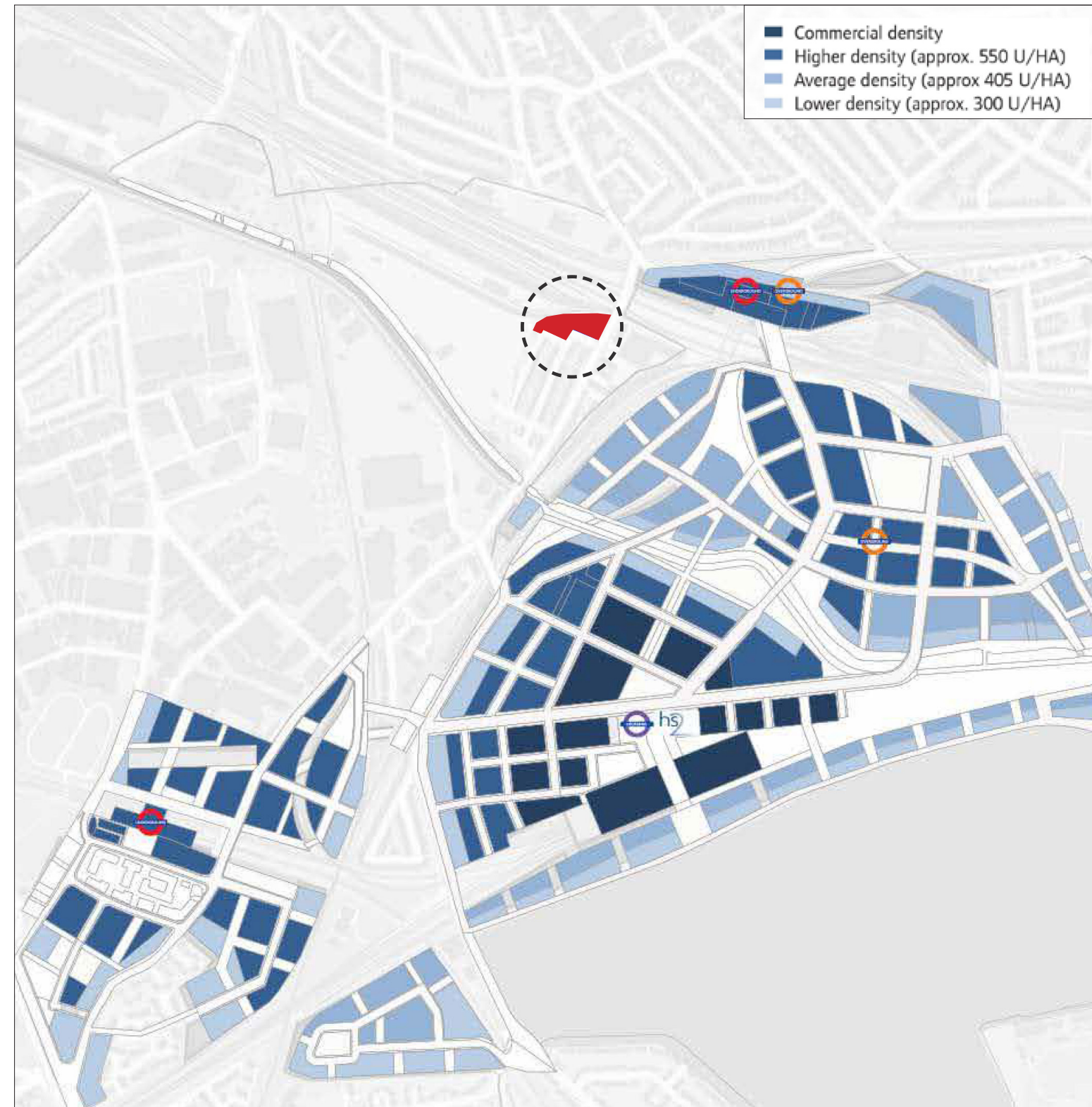
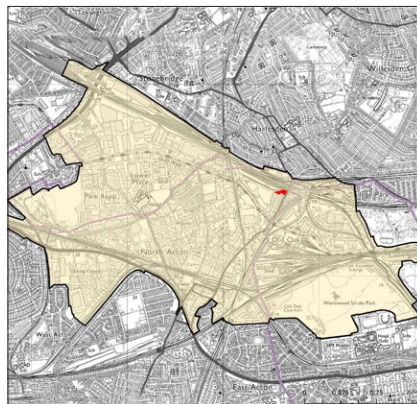
Old Oak Common Connectivity

- The site currently has a PTAL rating of between 4 - 6A due to the proximity of Willesden Junction.
- Old Oak Common will soon play host to a station servicing HS2 and crossrail, further improving connections in the area [OPDC Local Plan].



Building Density Guidelines

- The site is not covered by the density guidance within the OPDC masterplan, however, the nearest guidelines recommend average to lower density (405 U/HA to 300 U/HA).
- The site is included within the OPDC Masterplan area, but there have been no proposals for the site thus far, potentially due to the location of the conservation area.



04 Site Context

Ownerships

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This proposal covers Site 1 on the corner of Goodhall Street and Stephenson Street, as well as three other adjacent potential development sites which combine to create a 4246 m² land parcel.

Key

-  Site 1 boundary
-  Potential Site 2
-  Potential Site 3
-  Potential Site 4



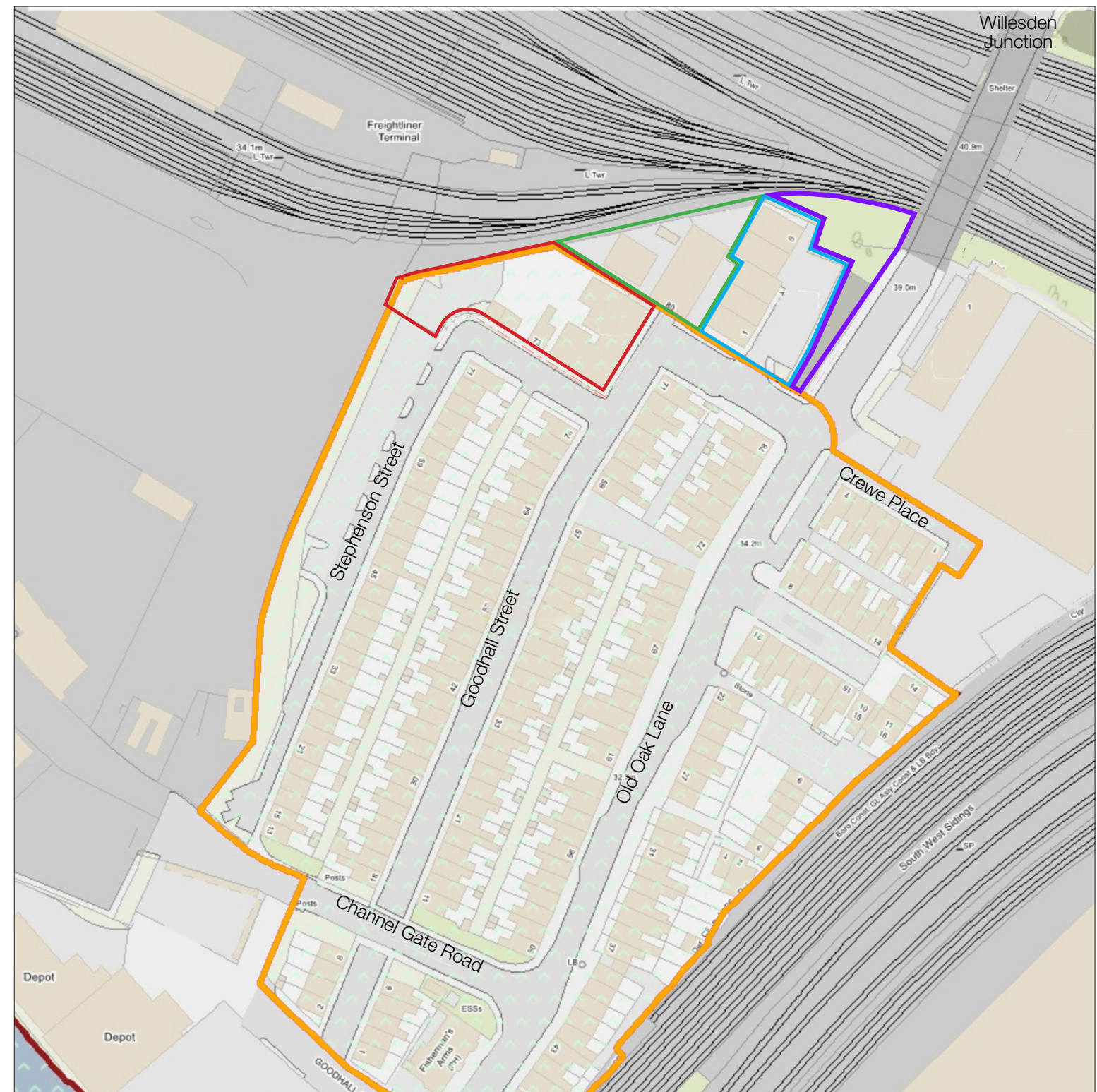
Conservation Area

The site is located within the Old Oak Common conservation area. This has the following notable character qualities:

- it is an area of interest due to labour history of railway workers cottages, “Area is a planned workers development that has survived in its original form, a rarity in London” [Historic England].
- Importance of spatial character comes from the uniformity of handed houses as they provide strong references to the history and socio-economic context of the estate.
- Its character of the area is reliant on little to no change in the outward appearance of the estate.

Key

- Site 1 boundary
- Potential Site 2
- Potential Site 3
- Potential Site 4
- Old Oak Common Conservation Area



Conservation Area Plan

Buildings of Merit

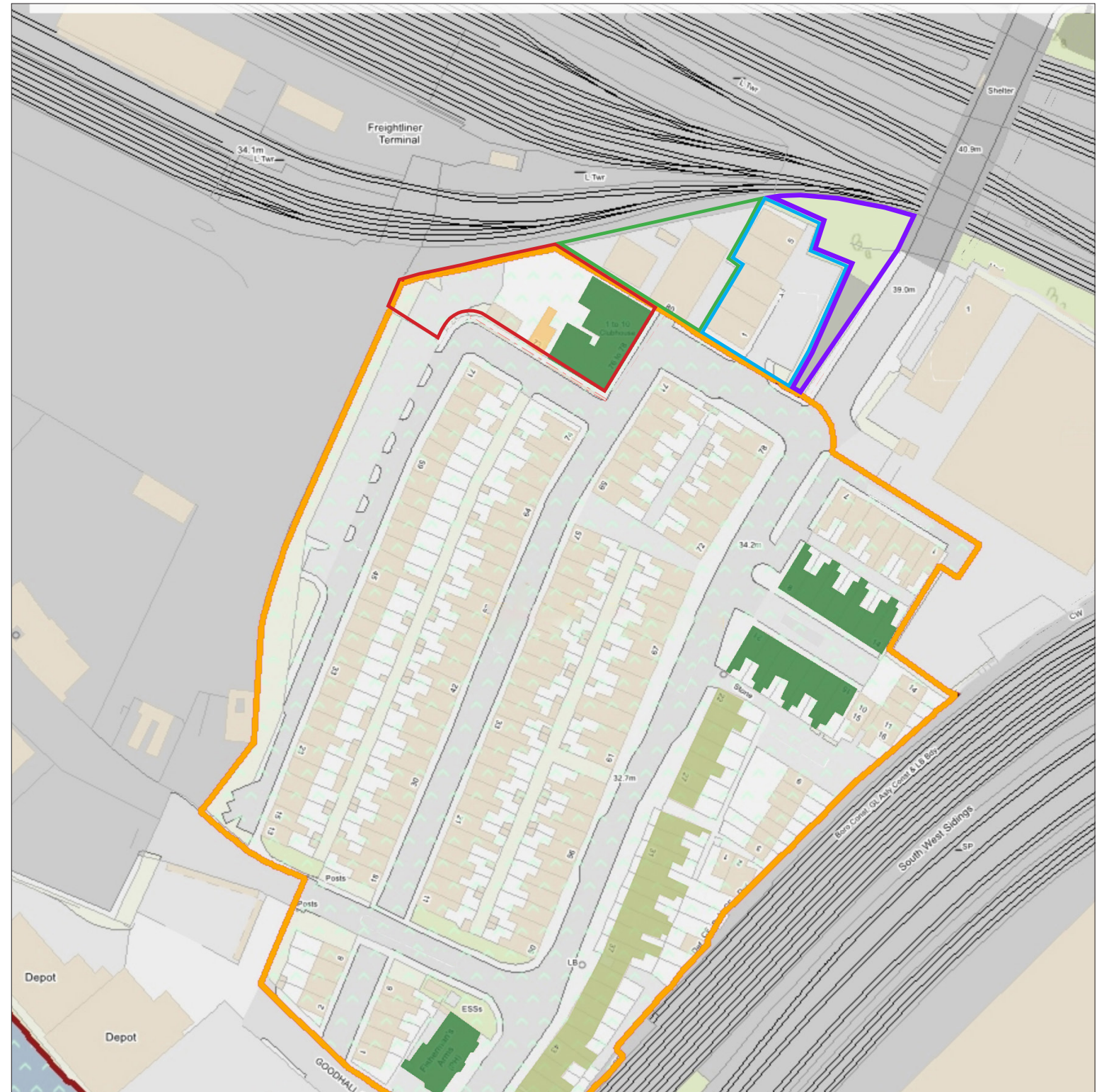
- There are no listed buildings within area
- There is a clubhouse at 69 - 71 Goodhall Street that is noted by Historic England as being of local merit with the potential for additions
- At the back of the clubhouse, no. 73 Stephenson Street has been noted as a negative building.



Clubhouse, 69 - 71 Goodhall Street

Key

- Suggested additions to Local Building of Merit
- Local Building of Merit
- Negative Building



Site Overview

- Approximate Site Areas:

- Site 1, Raban Management Ltd - 1526 m²
- Site 2, BTM International UK Limited - 948 m²
- Site 3, Brian, Sean and John Collins - 1163 m²
- Site 4, Network Rail - 908 m²

- Site is currently designated as industrial use
- Aspirations for change of use to mixed use development incorporating re-provision of commercial floorspace



Key

 Location of site photos, pg 11

05 Site Analysis

Site Photos

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Clubhouse at 69 - 71 Goodhall Street



Site 1 from Stephenson Street



Industrial units on potential site 3



Alley between terraced houses



Site from Old Oak Lane bridge








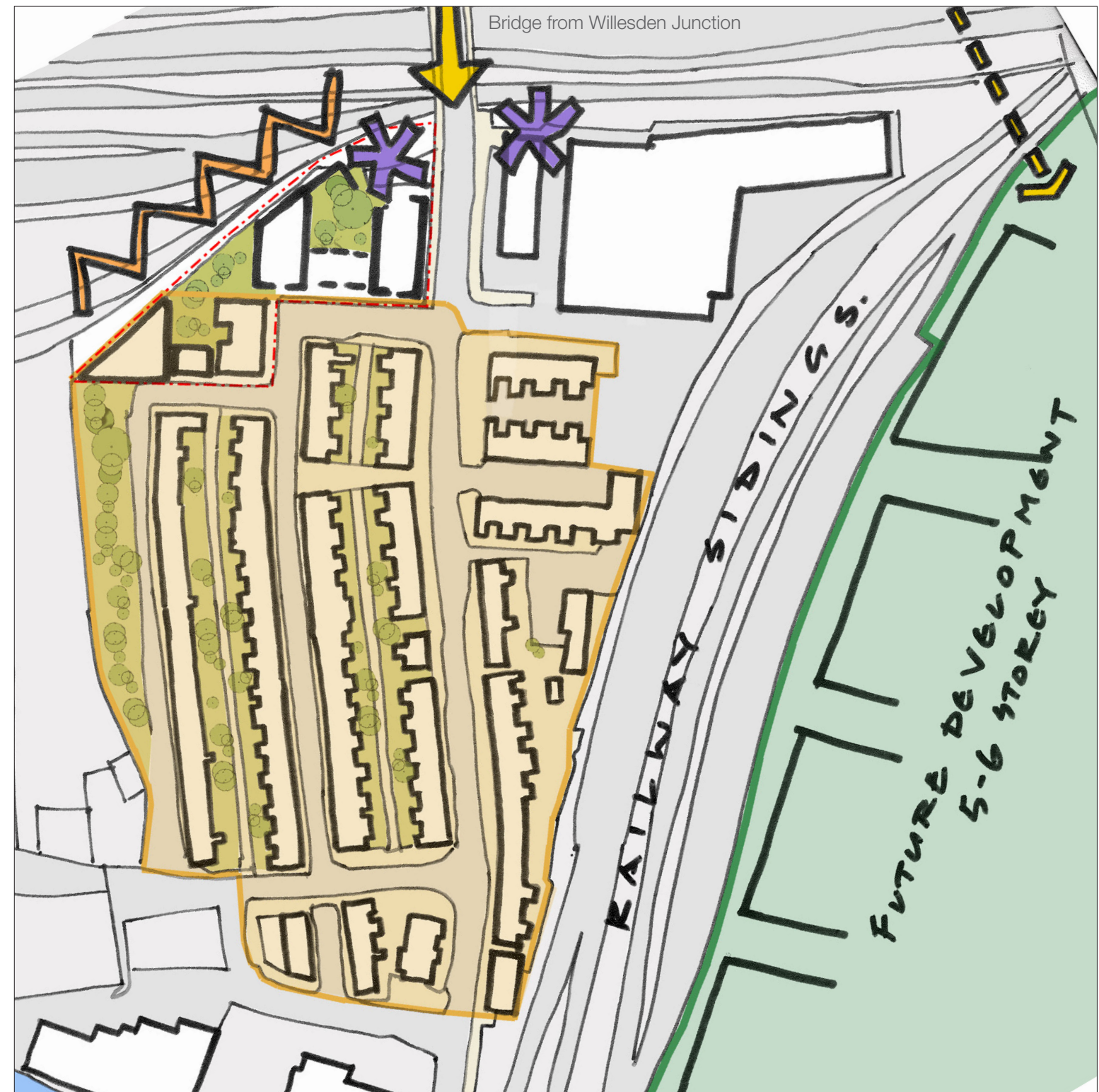
No. 73 Stephenson Street, Historic England designated negative building

Illustrative Site Layout

- Site acts as a key gateway to Old Oak Common and to the further OPDC masterplan from the area to the west of Willesden Junction
- Noise impact from railway to north of site.
- Potential for height at the corner of Old Oak Lane bridge assisting to create a 'gateway site'
- Future development to the south east of the site could comprise of 5-6 storey buildings.
- Old Oak High Street to be constructed to make a direct connection between Willesden Junction and Old Oak Common.
- Provision of on-site community space.

Key

-  Location for extra height
-  Noise
-  Conservation Area
-  Access
-  Future Development



07 Initial Massing

Site Plan

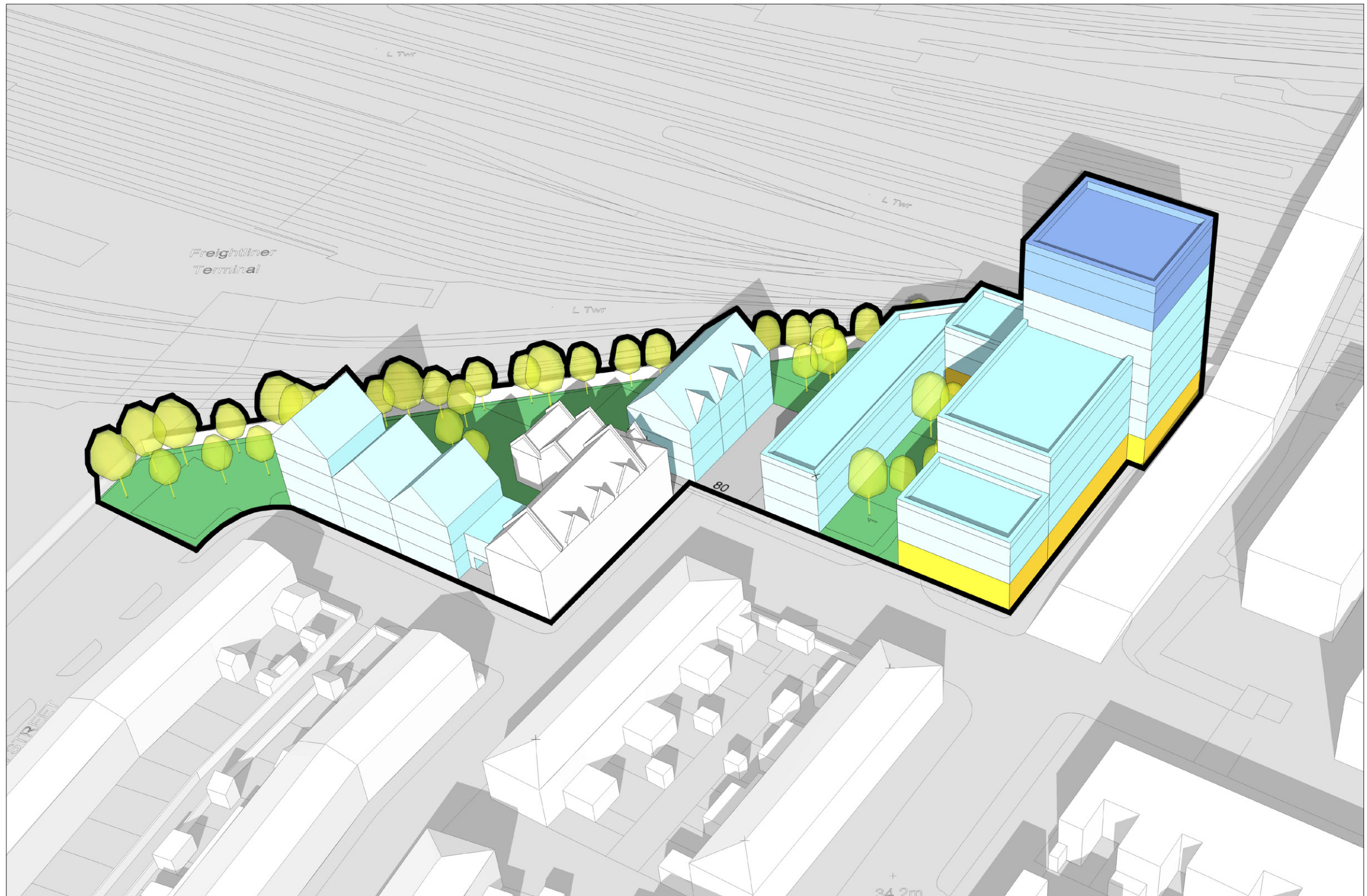
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07 Initial Massing

Aerial View

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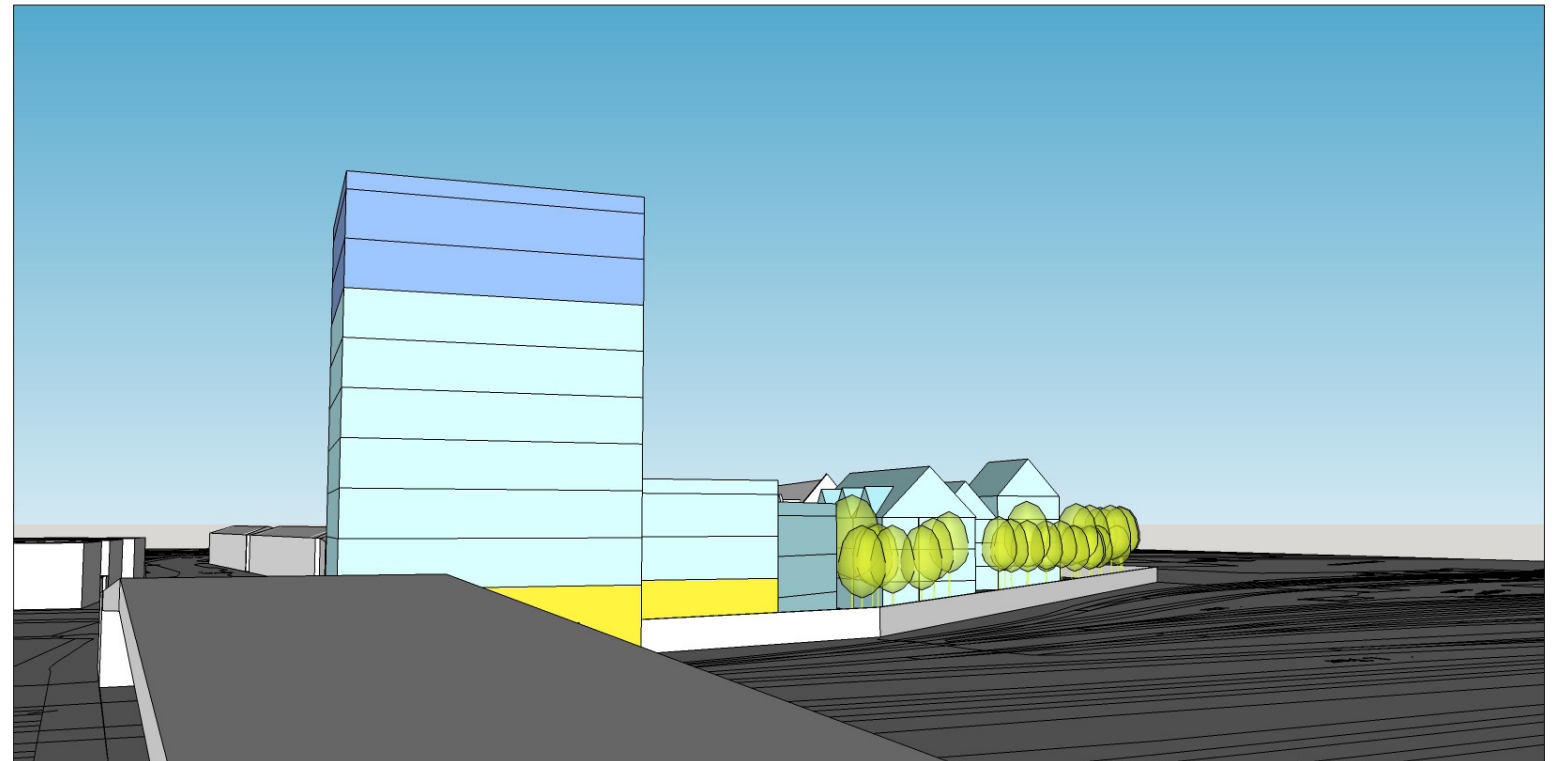


Aerial View

07 Initial Massing

3D Views

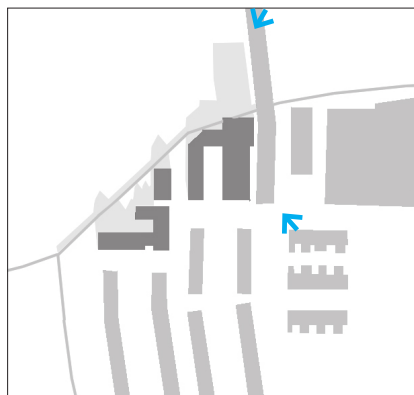
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Looking south west along Old Oak Lane from rail bridge

Key

-  Commercial
-  Residential
-  Residential Uplift

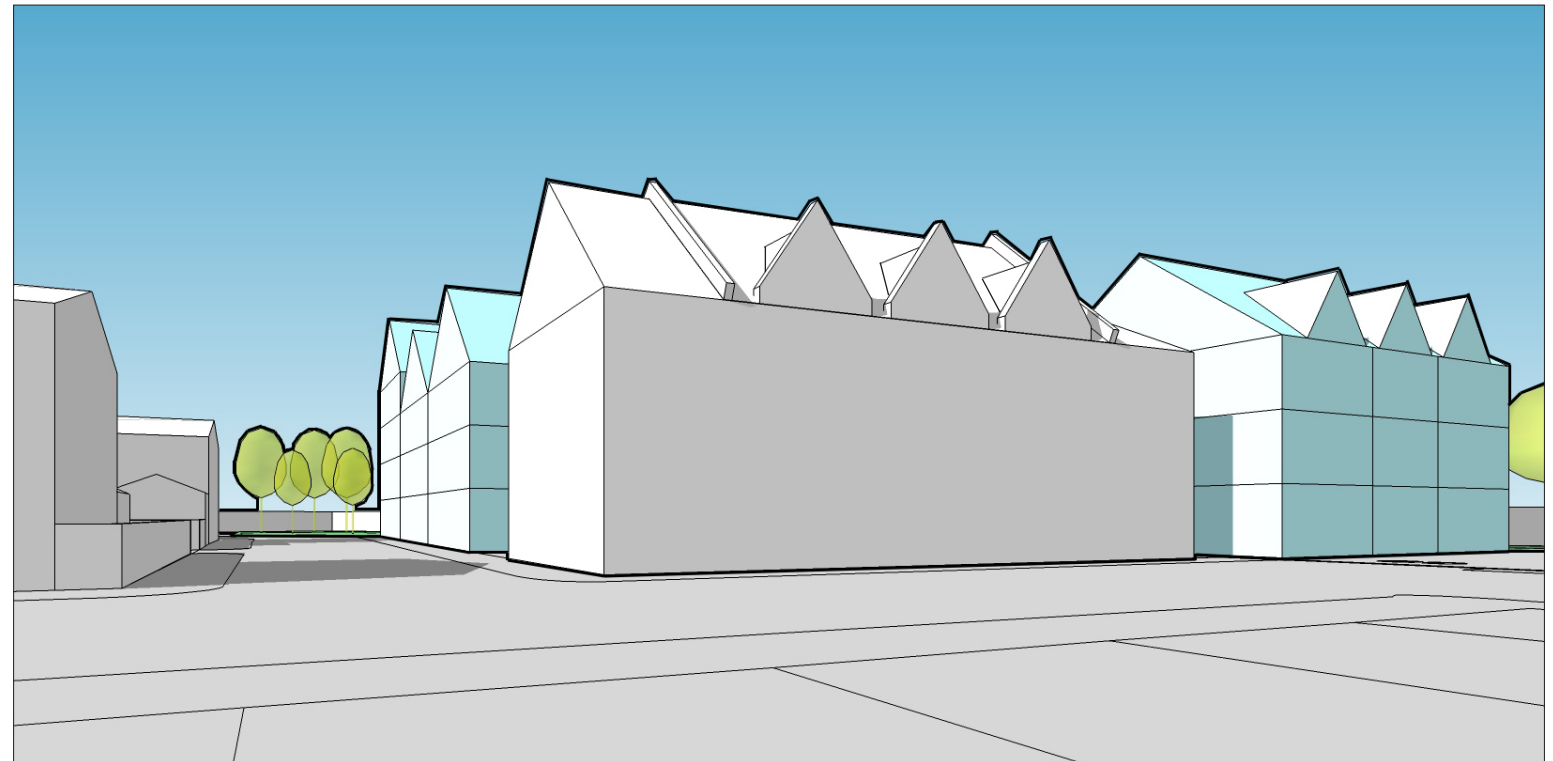


Looking north west from the corner of Crewe Place

07 Initial Massing

3D Views

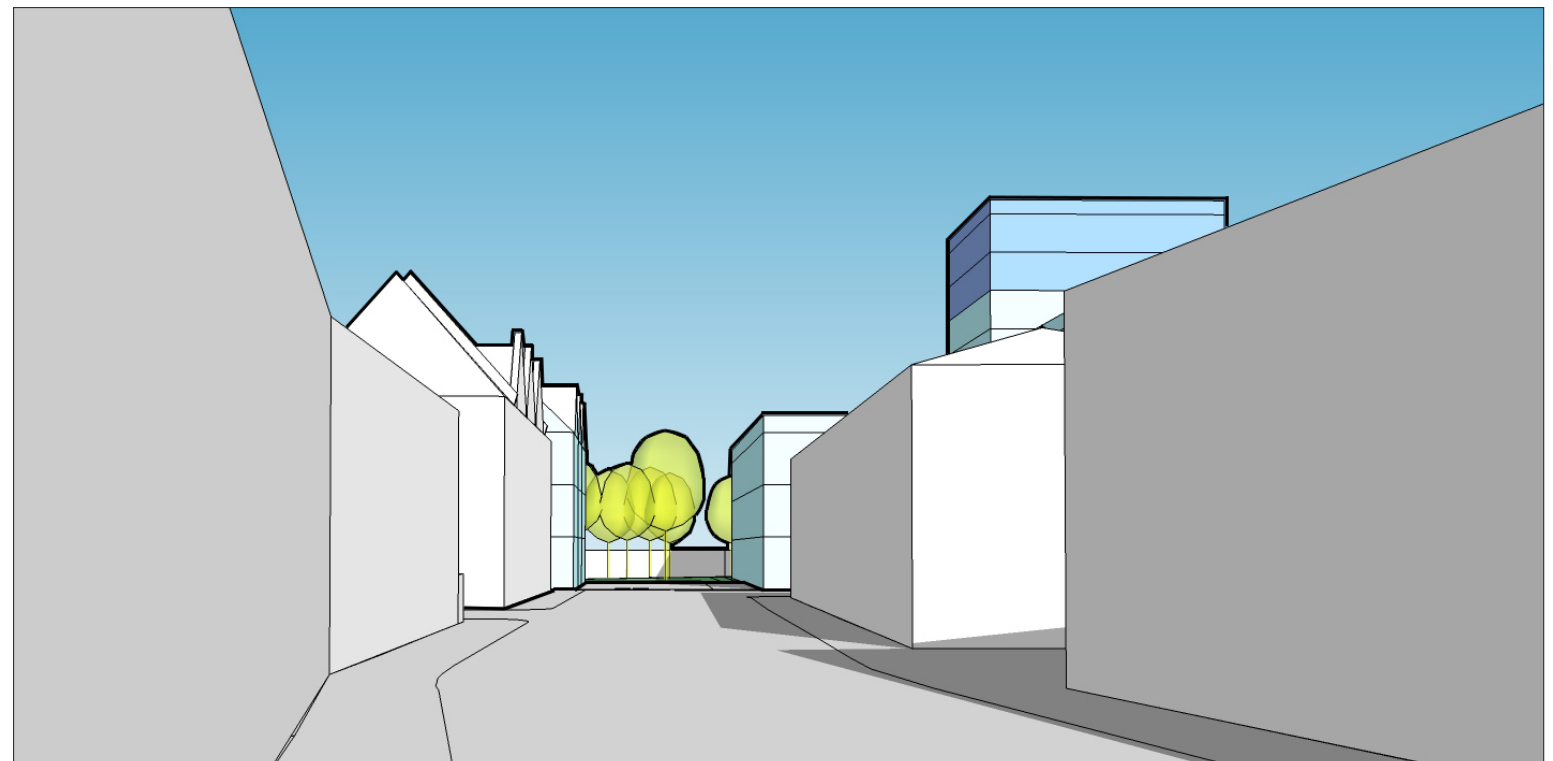
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Looking north west from Goodhall Street at retained clubhouse

Key

- Commercial
- Residential
- Residential Uplift

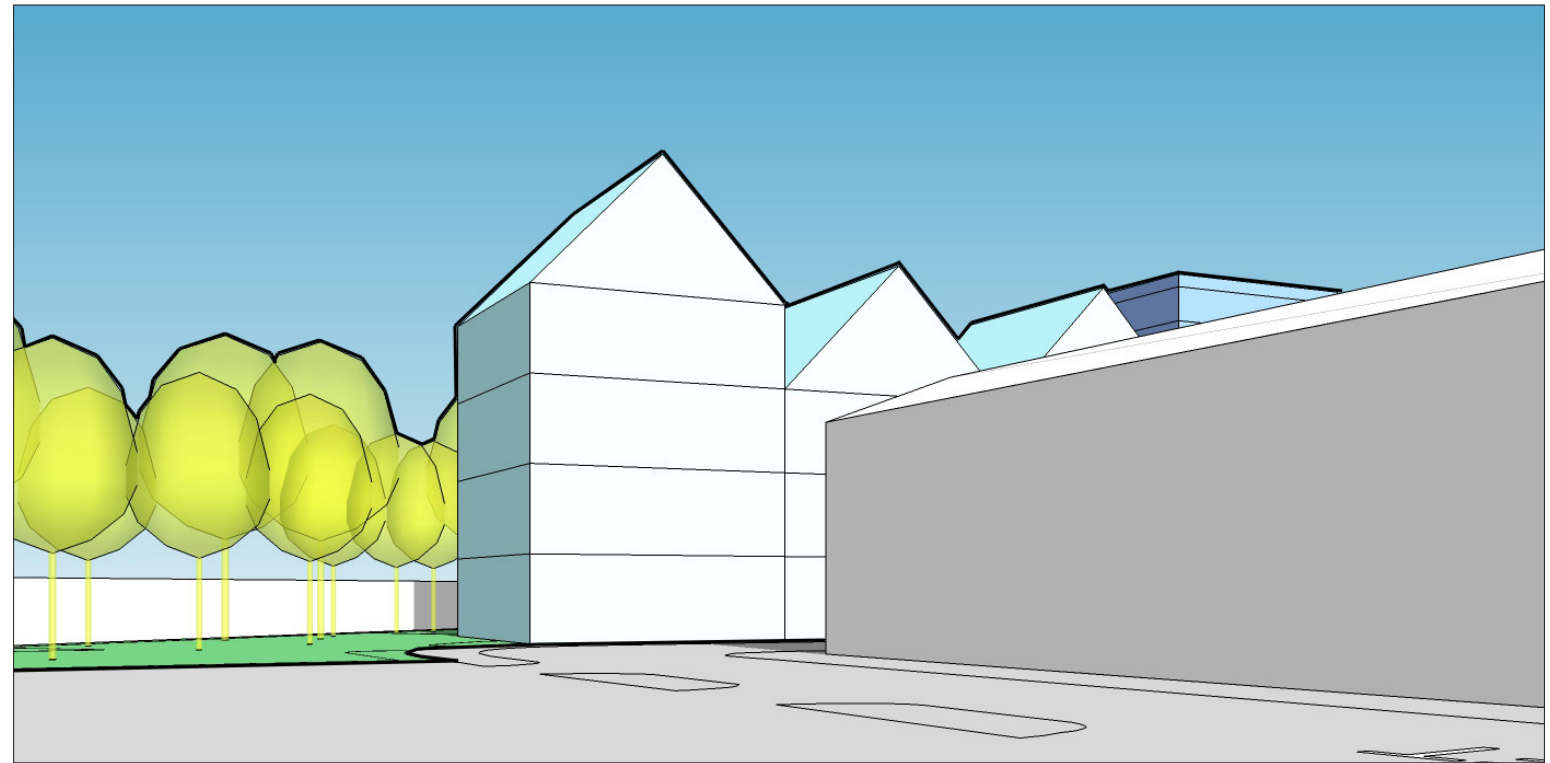


Looking north east from Goodhall Street

07 Initial Massing

3D Views

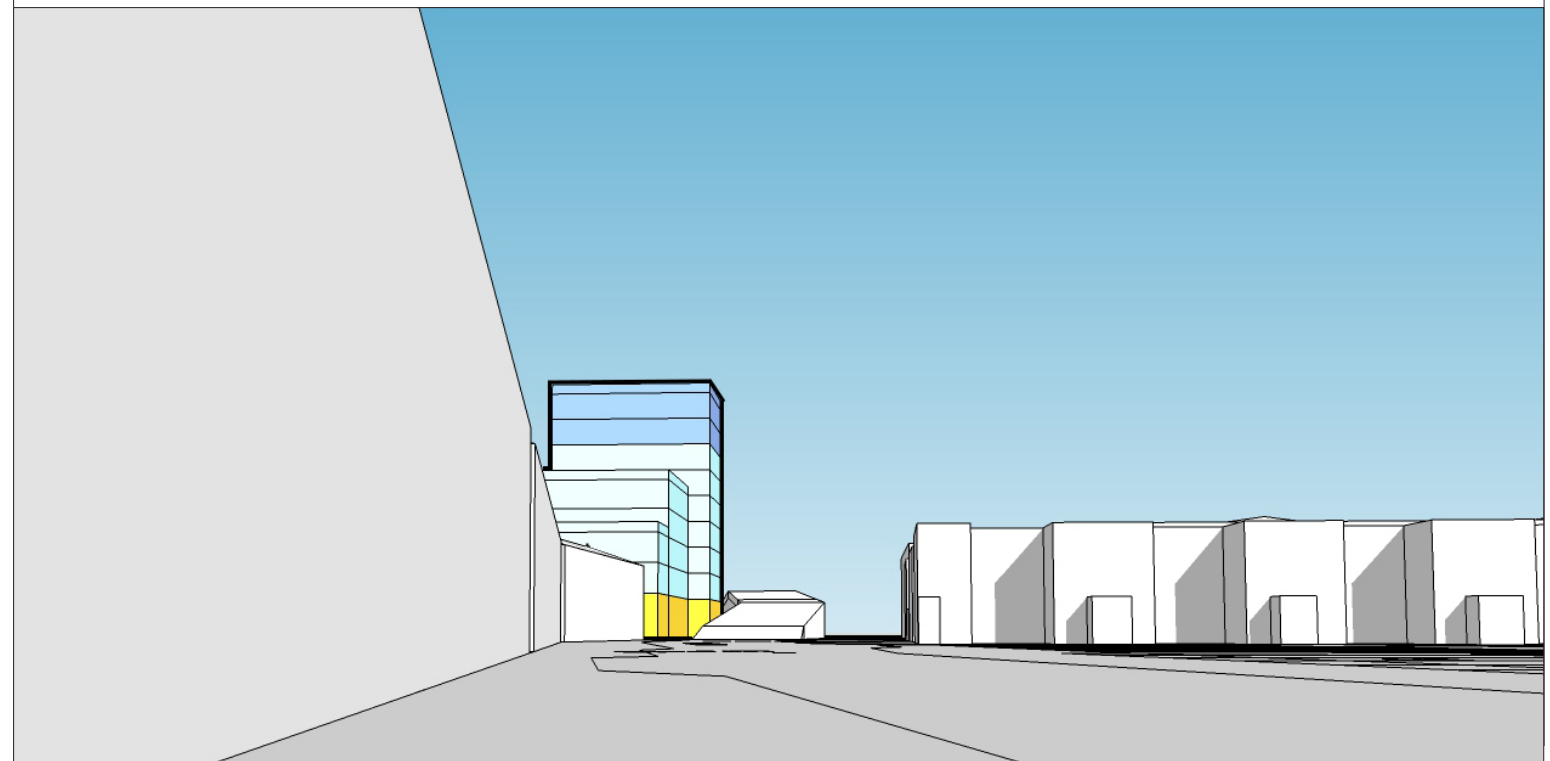
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Looking east from Stephenson Street

Key

- Commercial
- Residential
- Residential Uplift



Looking east from Old Oak Lane

07 Initial Massing

Active Frontage

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The proposals will be designed to activate the surrounding streets and will help to improve the sense of place.

Place-making and activating the streets, whilst retaining the heritage of the site, and respecting the setting of the surrounding worker's cottages will be key to the architecture and landscape proposals and be enhance the identity of the site.



Active frontage of workspace and exasmples of placemaking giving the site an identity





Sketch view of active frontage

Commercial Parking

- Service vehicle parking could be located on the ground floor to the north eastern end of the site, which is under the street level of the bridge.
- Access gained via small road running between building frontage and bridge.



Key

-  Commercial
-  Service Vehicle Access

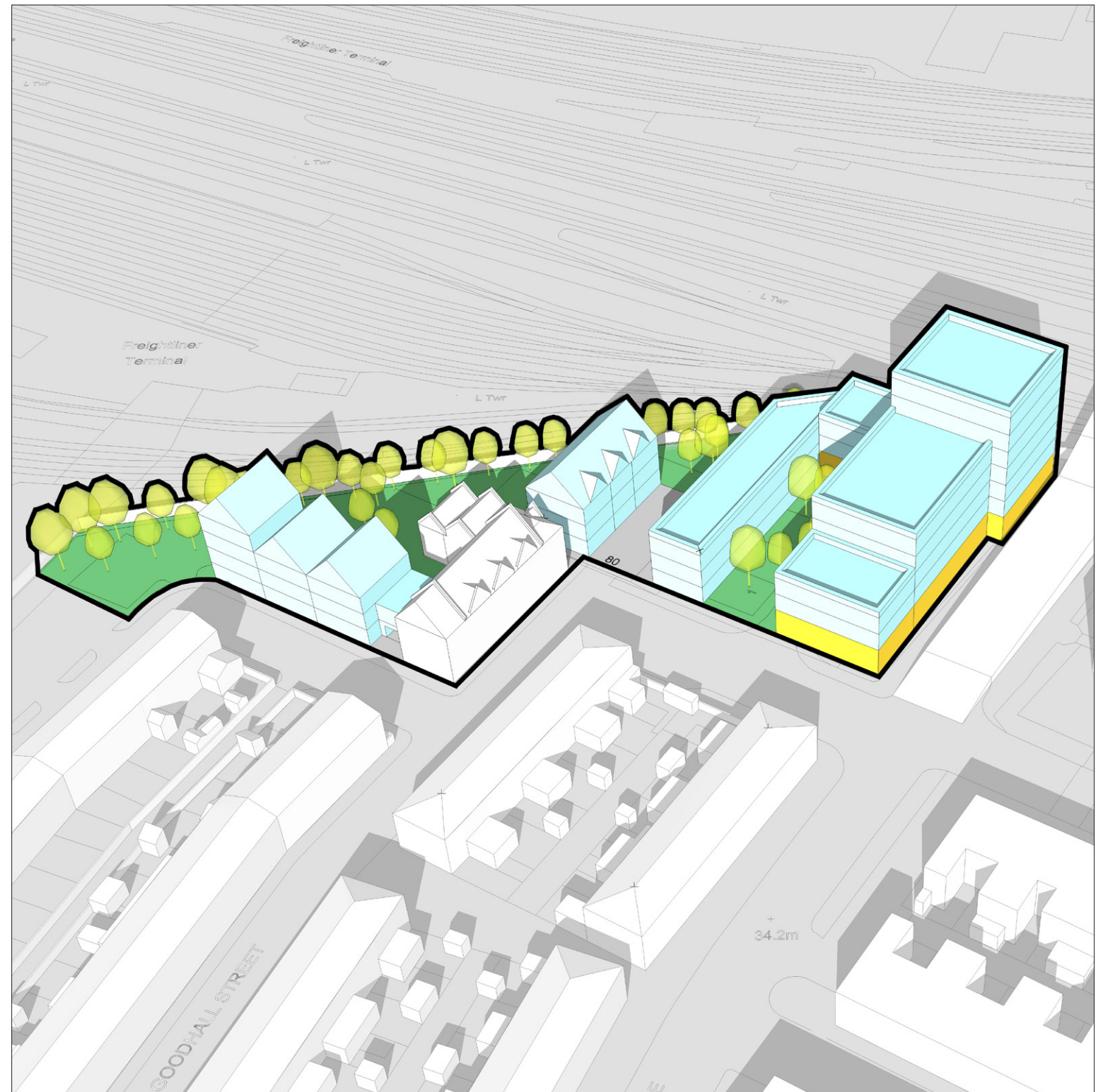
08 Area Schedules

Low Risk Scheme

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Key

- Commercial
- Residential

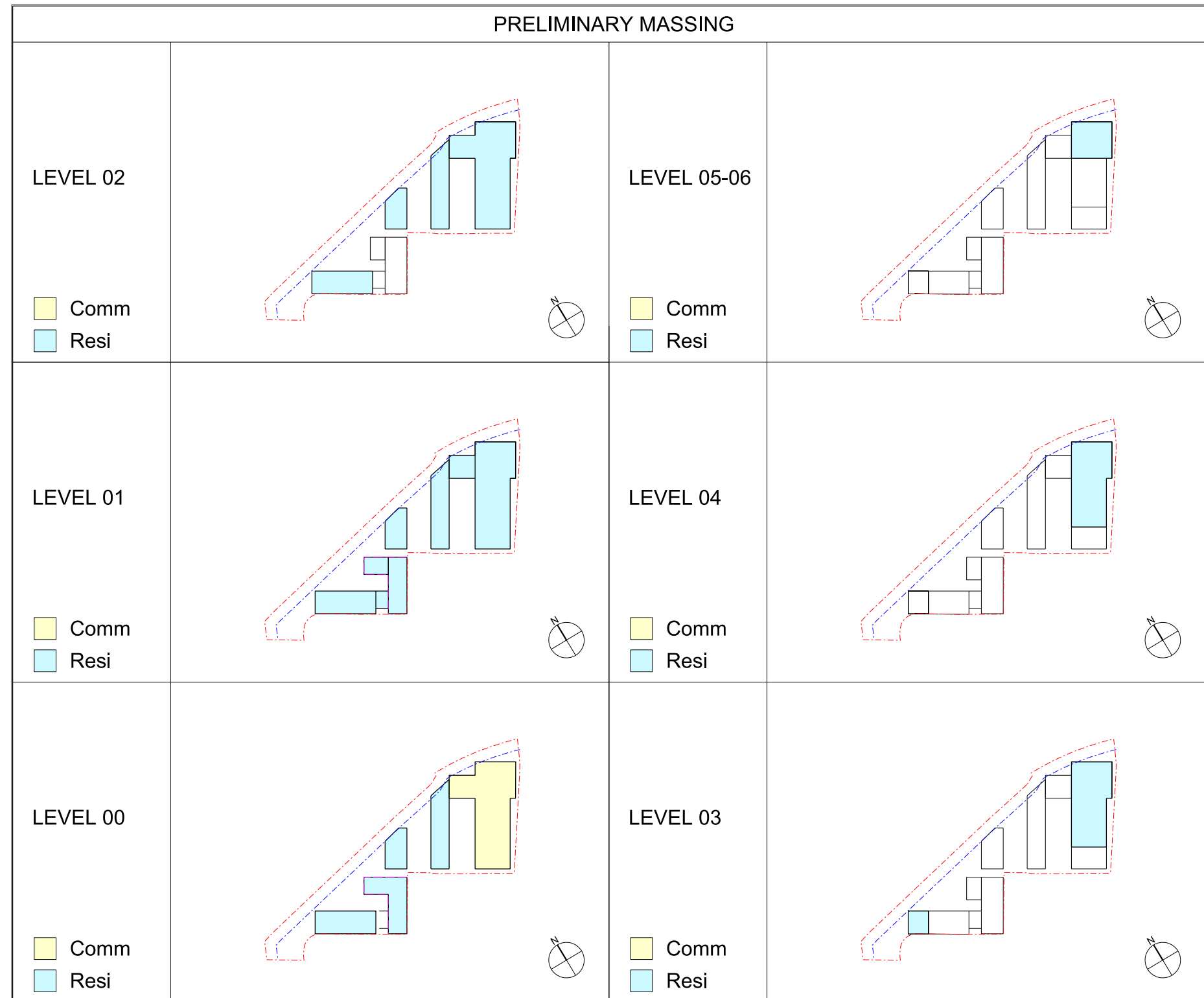


08 Area Schedules

Low Risk Scheme

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Low Risk Scheme		
Level 05-06		616
Level 04		664
Level 03		760
Level 02		1,713
Level 01		2,064
Level 00		1,070
GEA =		6,887
NIA =	75%	5,165
No of units		69
Typ unit =		75 m ² NIA
Commercial		947



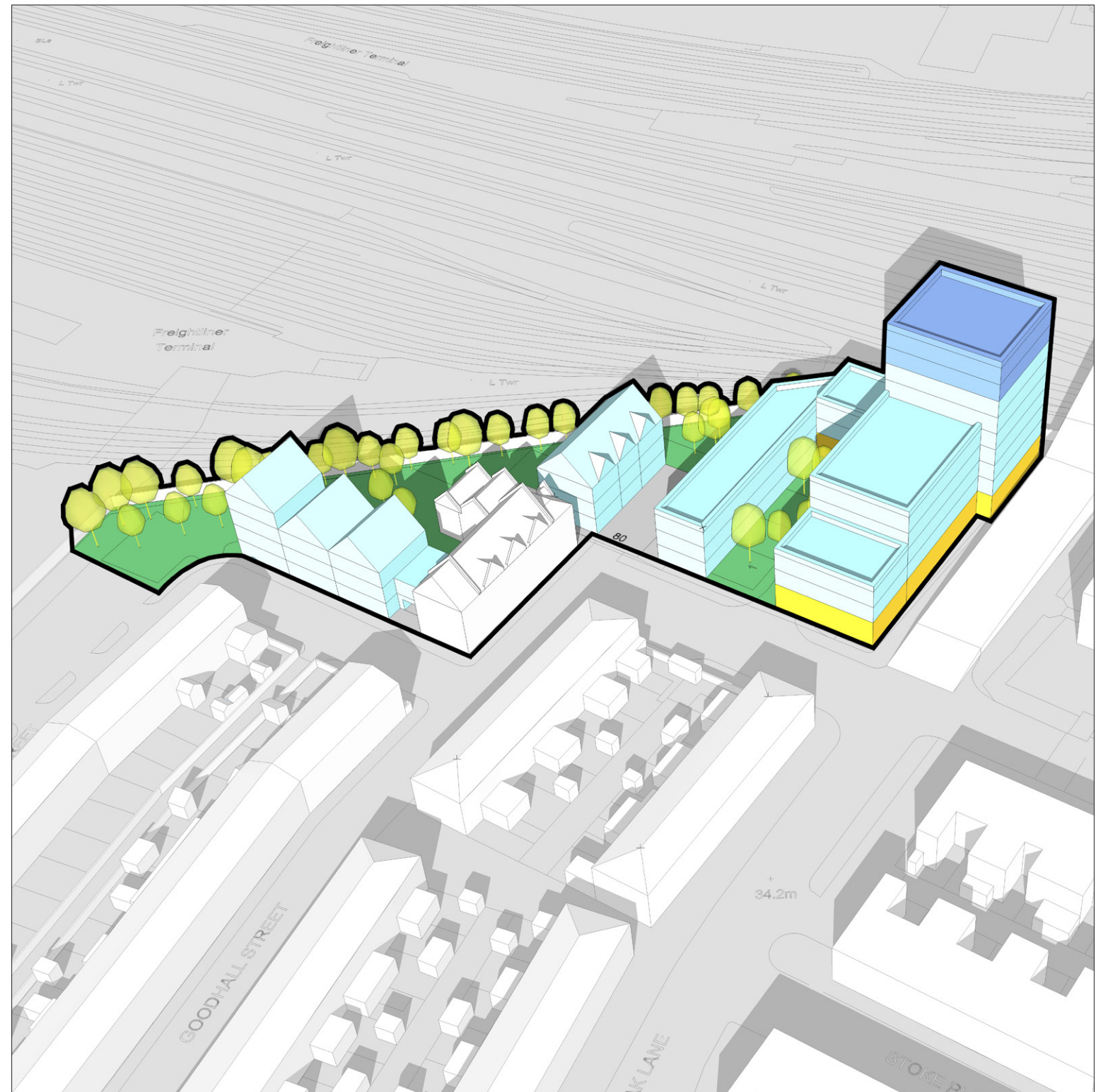
08 Area Schedules

Baseline Scheme

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Key

-  Commercial
-  Residential
-  Residential Uplift

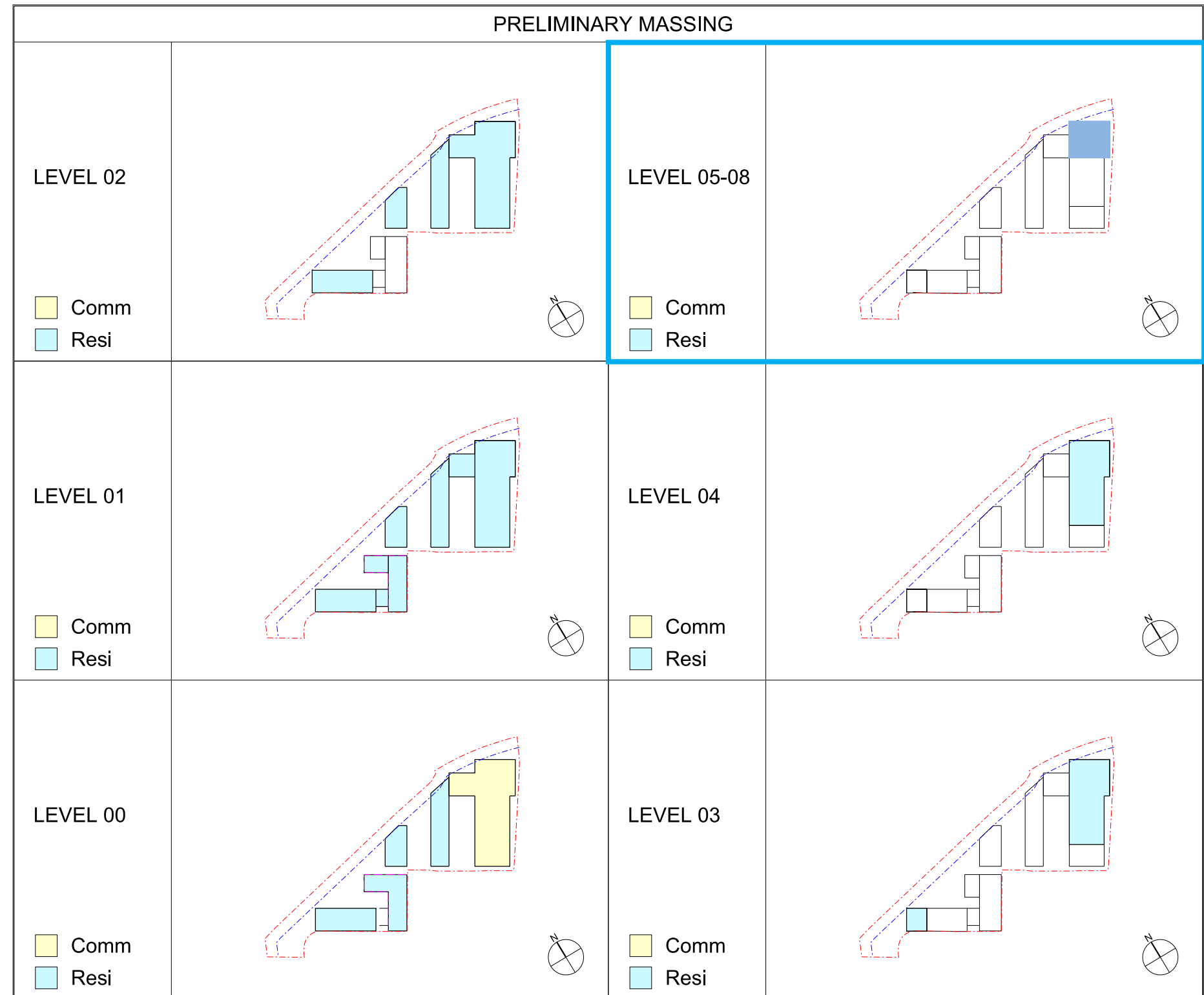


08 Area Schedules

Baseline Scheme

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Baseline Scheme		
Level 07-08		616
Level 05-06		616
Level 04		664
Level 03		760
Level 02		1,713
Level 01		2,064
Level 00		1,070
GEA =		7,503
NIA =	75%	5,627
No of units		75
Typ unit = 75 m ² NIA		
Commercial		947



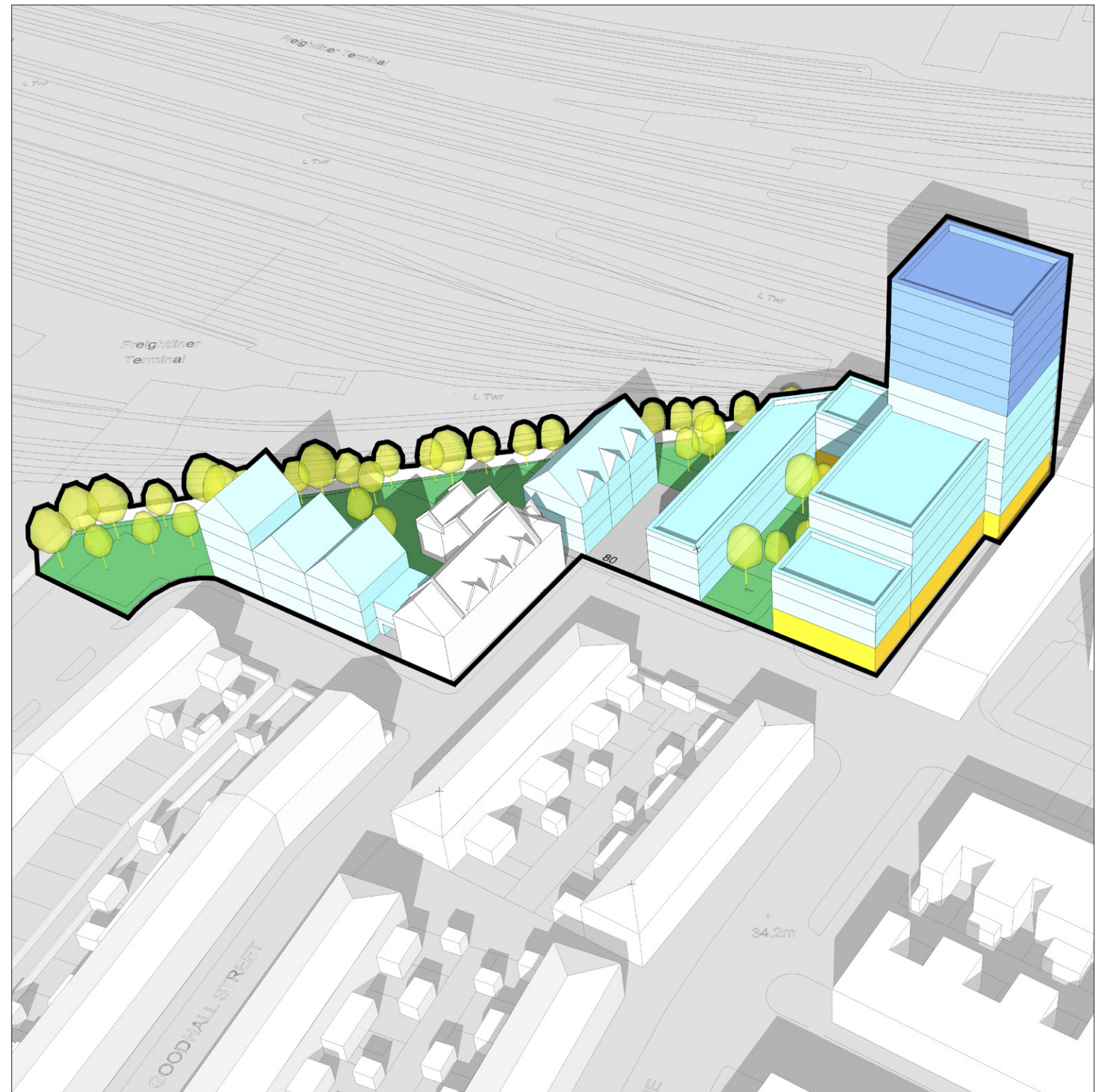
08 Area Schedules

Uplift Scheme

OLD OAK COMMON NW10
Sketchbook 02 // 23.08.17

Key

-  Commercial
-  Residential
-  Residential Uplift

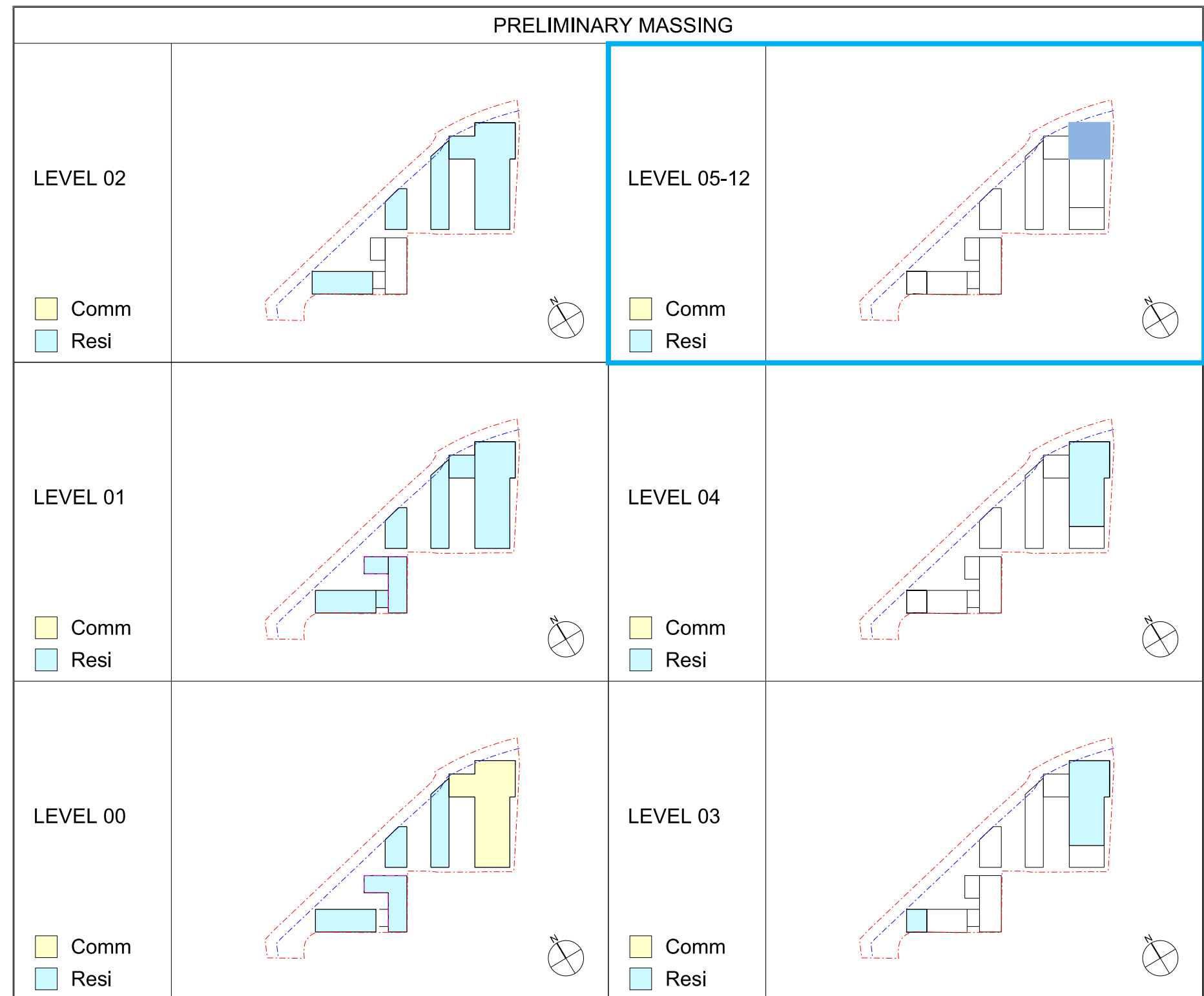


08 Area Schedules

Uplift Scheme

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Uplift Scheme	
Level 07-12	1,848
Level 05-06	616
Level 04	664
Level 03	760
Level 02	1,713
Level 01	2,064
Level 00	1,070
GEA =	8,735
NIA = 75%	6,551
No of units	87
Typ unit = 75 m ² NIA	
Commercial	947



The redevelopment of this Gateway site provides the following public benefits:

- Significant uplift in housing; include Affordable housing.
- Policy compliant apartment type mix
- 10 000 f² of commercial space.
- Parking for residential and commercial hidden within podium car park.
- Retention of the clubhouse.
- Redevelopment of the site, sympathetic to conservation area.
- Landmark building on site to celebrate the key gateway into the OPDC Masterplan area.
- Improvement of local environment by changing underused brownfield land into high-quality mixed-use development.

