



1 - 18 Central Parade

Gunnersbury Lane, W3 8HL

Planning, Design and Access Report

Upp

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Executive Summary

This supporting Planning, Design and Access Report has been prepared on behalf of our client, Edgewater Group, in support of a full planning application at the site known as No.1 - 18 Central Parade, Gunnersbury Lane, W3 8HL. This document should be read in conjunction with the comprehensive set of submission documents including:

- Architectural Plans
- Existing (Full Set)
- Proposed (Full Set)
- Daylight/Sunlight Assessment (prepared by Morgan Light Assessors)
- Swept Path Assessment (Vehicle Tracking) and Transport Note
- Application Forms
- CIL Forms

This planning application seeks full planning consent from the Local Authority for the erection of a two storey upwards extension to the existing three storey mixed use building to provide an additional 6 self-contained residential dwellings.

The proposal will include the provision of private amenity space, dedicated cycle parking and a refuse storage facility.

The proposal had been revised and finalised following positive pre-application engagement and written advice from the Local Authority that was received on the 6th of February 2022 (Ref. no: 225145PAC). The proposal has been subject to additional revisions following determination of application Ref. no: 234692FUL, which was refused by the Local Authority on the 3rd of January 2024.

This document contains details regarding the proposed scheme including how the proposal has responded to both the pre-application feedback and refused application. The proposed development is considered to be in accordance with planning policy and guidance at national and local levels.

We are upp!

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Each of us, as individuals and professionals, combines our distinct perspectives and expertise to add maximum value to each project we work on.

As specialists in our fields, we work in harmony to create solutions that are better than the sum of their parts.

London, UK

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Site & Surroundings

Site & Surroundings

Site Description

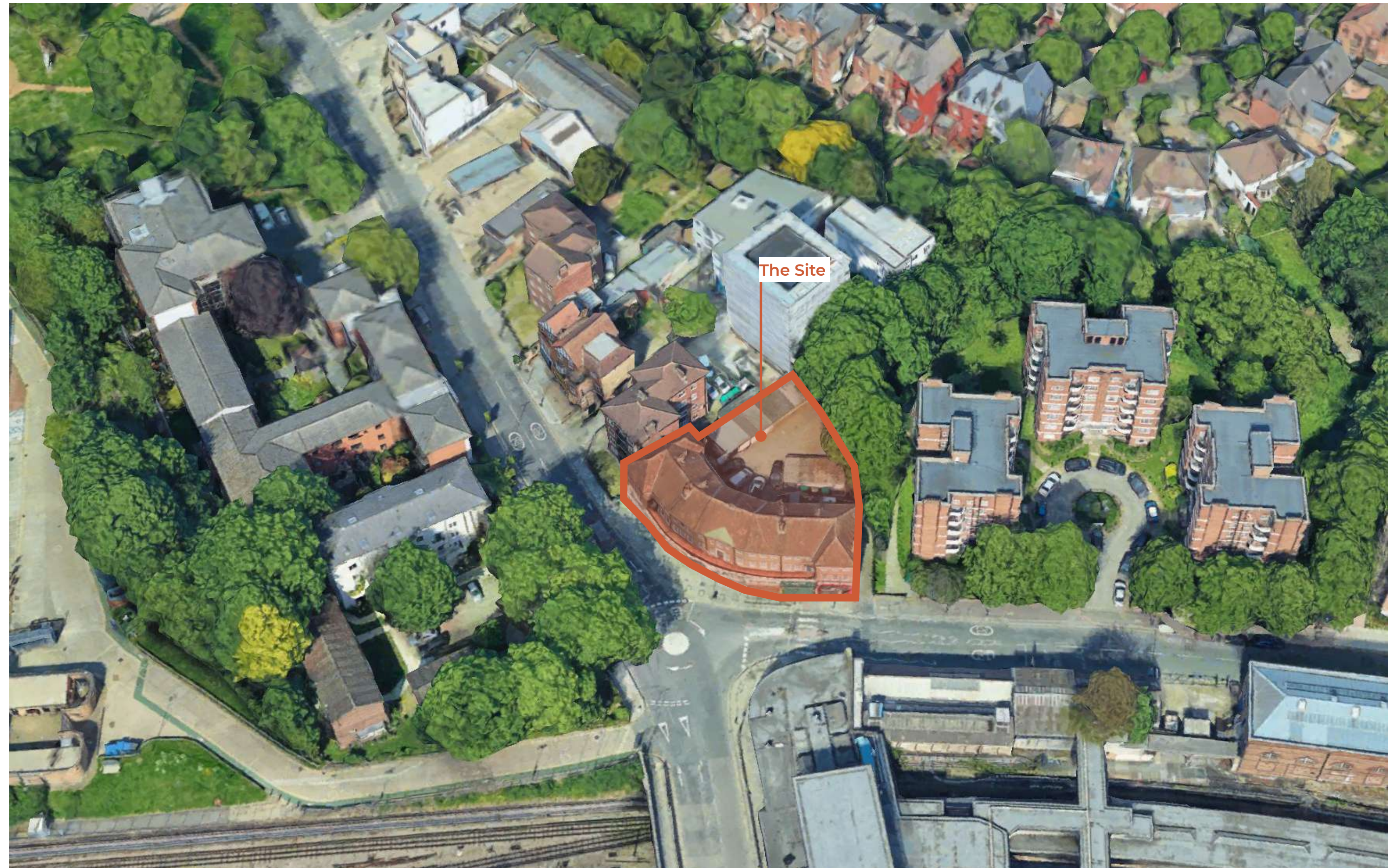
The application site comprises the existing 3 -storey mixed-use row of terraces situated at the junction between Bollo Lane and Central Parade. The ground floor of the property comprises a mixture of (Class E) retail uses. The first and second floors of the property are in residential use consisting of 10 self-contained single storey flats.

The terraces are defined by their notable curved form providing a consistent frontage along the junction of Gunnersbury Lane and Bollo Lane. The building holds prominent architectural features including a central gable, brick detailing, chimneys and deep projecting bays on either end of the terrace. The building is primarily constructed using traditional orange and beige brickwork with a clay tile roof.

Access to the residential units sited on the first and second floor is gained via a shared entrance sited in the middle of the terrace's front facade. Secondary access to the upper floors is also available from the rear via a centrally located external staircase. The rear of the building features external walkways leading to the individual entrances benefiting each flat.

The principal elevation of the first and second floor is significantly set back from the ground floor creating a first floor terrace.

The site does not feature any formal parking arrangements for existing residents, however, an access road is situated to the side of the building which allows for servicing of the ground floor retail units and access to garages at the rear of the site.



Site & Surroundings

Surrounding Character

The surrounding area is characterised by a mix of uses primarily consisting of residential and commercial premises. The site is directly adjoined to the south by a cluster of Art Deco style, 6-storey, purpose-built blocks of flats. Just beyond this to the south sits wide spread major residential regeneration known as Acton Garden.

'The Broadway' is situated just to the south of the site along the eastern side of Gunnersbury Lane and features an array of commercial and service provisions including grocery shops, barbers, restaurants, a pharmacy, a vet, a solicitors and more.

The Ark Acton Academy is situated approximately 200m north of the application site just beyond the London Transport Museum Depot. The application site is situated directly opposite Acton Town Underground Station.

The context also varies in terms of scale with building heights generally ranging from 3 to 13 storeys in height. Furthermore, the surroundings feature a wide range of architectural styles and buildings of alternating age.



15 Gunnersbury Ln. Facing site to the West.



115 Gunnersbury Ln. Adjacent building to the North of site.



Gunnersbury Court. Adjacent 3 building development to the South of site.



400 Bollo Ln. Facing site to the South.



Acton Town Station. Facing site to the East.



100 Gunnersbury Ln. Facing site to the West.

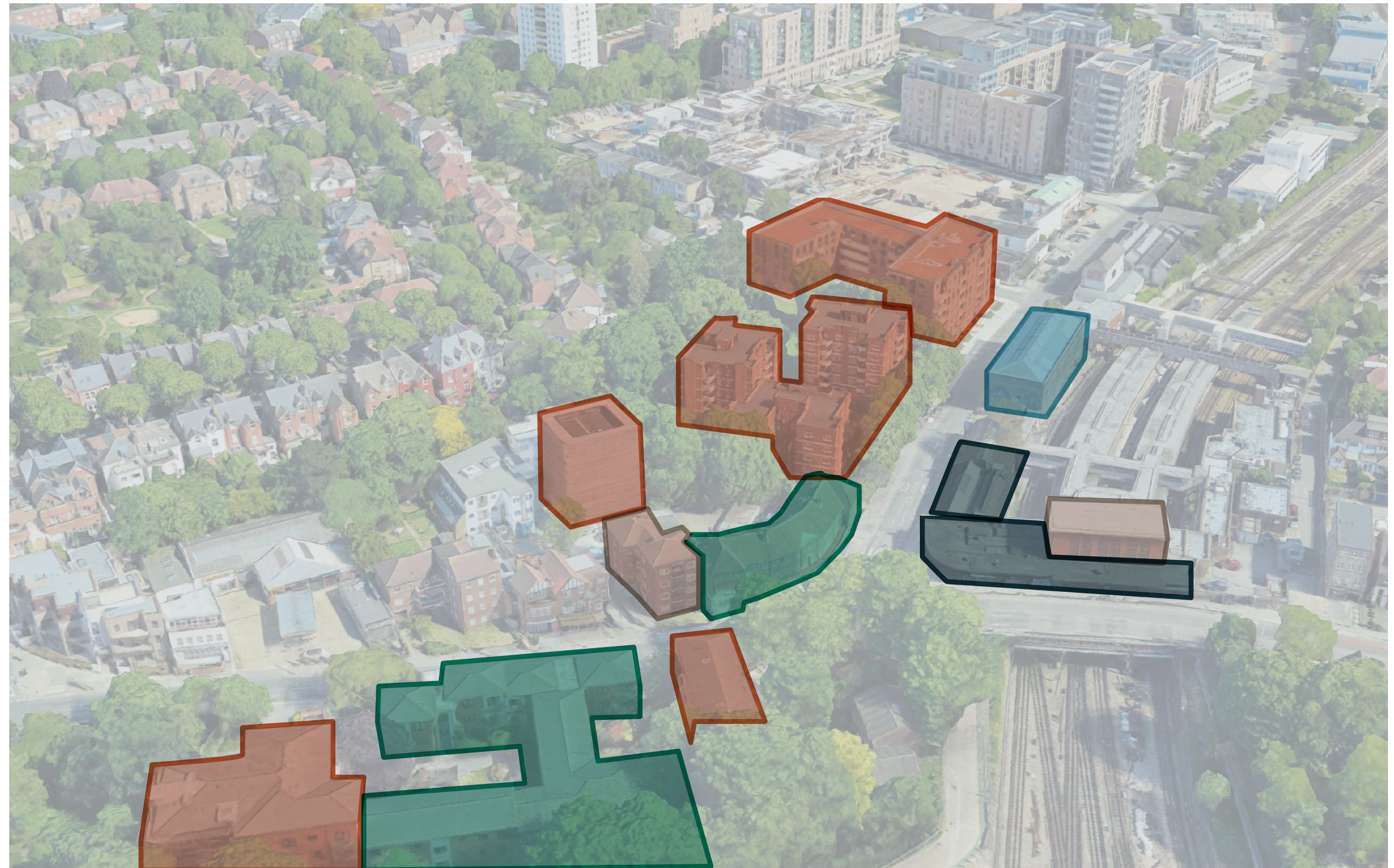
Site & Surroundings

Adjacent Buildings Height and M-assing

The scale of the surrounding area is primarily defined by medium-rise developments.

- Nos. 8 to 10 (even Numbers) Hanbury Road 6, 8, 8a To 10 To 18 (even Numbers) Enfield Road And Land And Buildings On The North Side Of Enfield Road all form larger scale developments along Bollo Lane which present at 6 storeys in height alongside those at Gunnersbury Court.
- Notably, a scheme for 400+ new dwellings on the former South Acton Estate site located adjacent to the junction between Bollo Lane and Enfield Road has been constructed and is at a scale of 7 to 9 storeys high and situated within the Mill Hill Conservation Area.
- Verdant green landscaping and tree coverage form a distinct barrier to the medium rise developments fronting the main highways of Bollo Lane and Central Parade and residential low-rise and spacious urban grain to the northeast at Mill Hill Gardens and the associated Conservation Area.

The surrounding forms of development, inclusive of emerging developments, support the principle of increasing the height of the application site building.



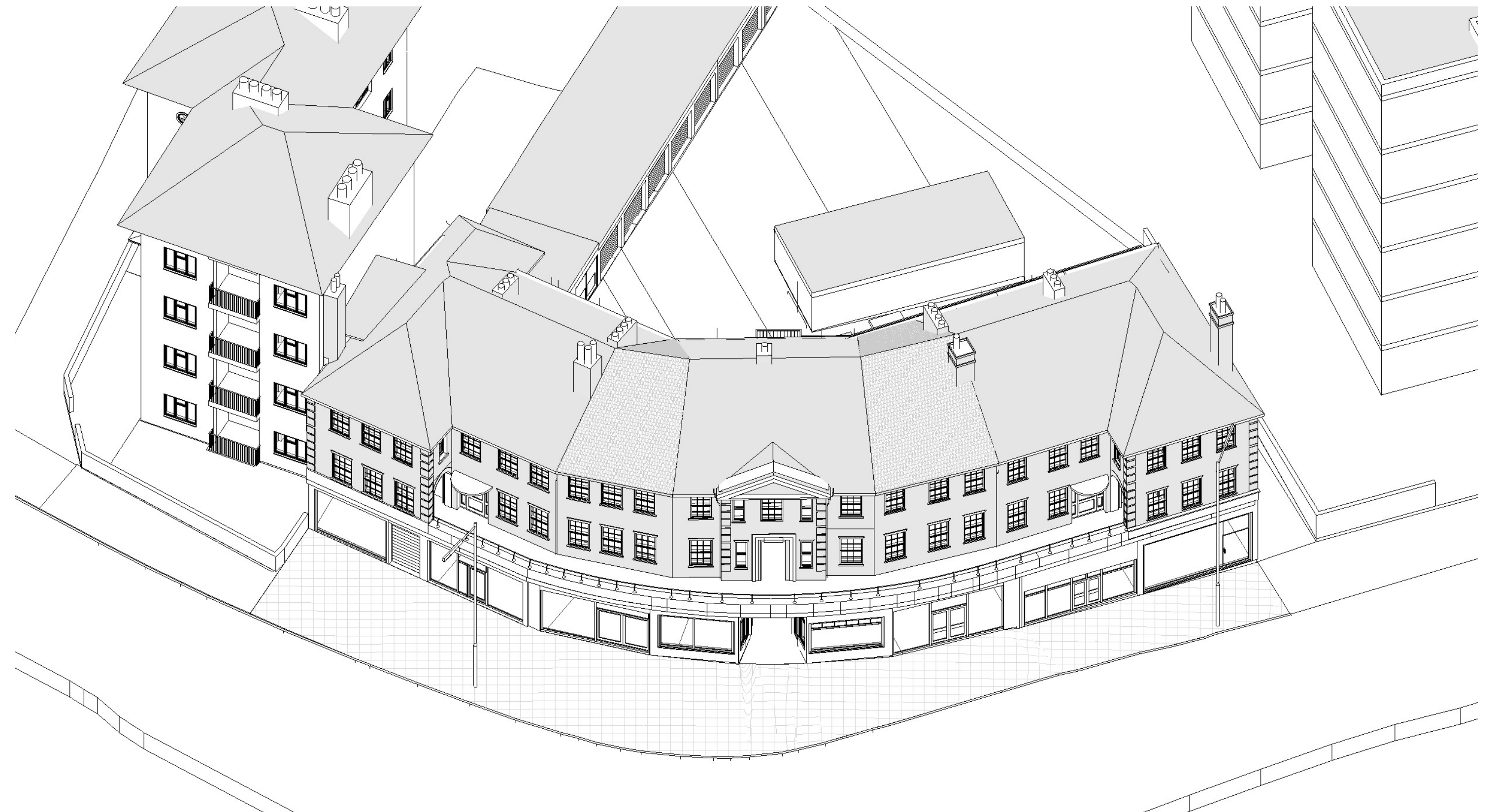
Site & Surroundings

Existing Building

It is noted that the terrace was likely constructed during the latter half of the 20th Century or thereafter as is evidenced by contemporary brick work. The style of the building appears to have replicated a late victorian vernacular, highlighted by a central gable fronting the Parade. Evidence of this design intent is also displayed in the sash windows which span the principal facade of the terraces and the use of timber frames.

The roof is defined by conventional ceramic shingles. The principle gable is emphasised by the stucco framed entrance way which amplifies the gable at first floor. The residential entrance is contained and set-back within the timber ingos at the centre of the ground floor frontage.

Two prominent forward projections are situated at the end of the terrace which offer a sense of regency to the existing building. The primary shell of the building at first and second floors is characterised by a lighter stock brick work, with windows featuring verticle bond red brick lintels. The forward projecting aspects of the buidling, including the central gable, are articulated by the use of an alternate red brick in comparison to the primary envelope.



Site & Surroundings

Planning Designations

Planning Designations

- The site is within the London Borough of Ealing
- The site is not in a SSSI
- The site is not a statutorily or locally listed building.
- No site specific Article 4 Directives
- No Borough Wide Article 4 Directives
- The site is not within a Conservation Area (Article 2/3)
- The site is not within an AONB
- The site has PTAL 5 - good connection
- The site is within a Controlled Parking Zone (CPZ)



Site & Surroundings

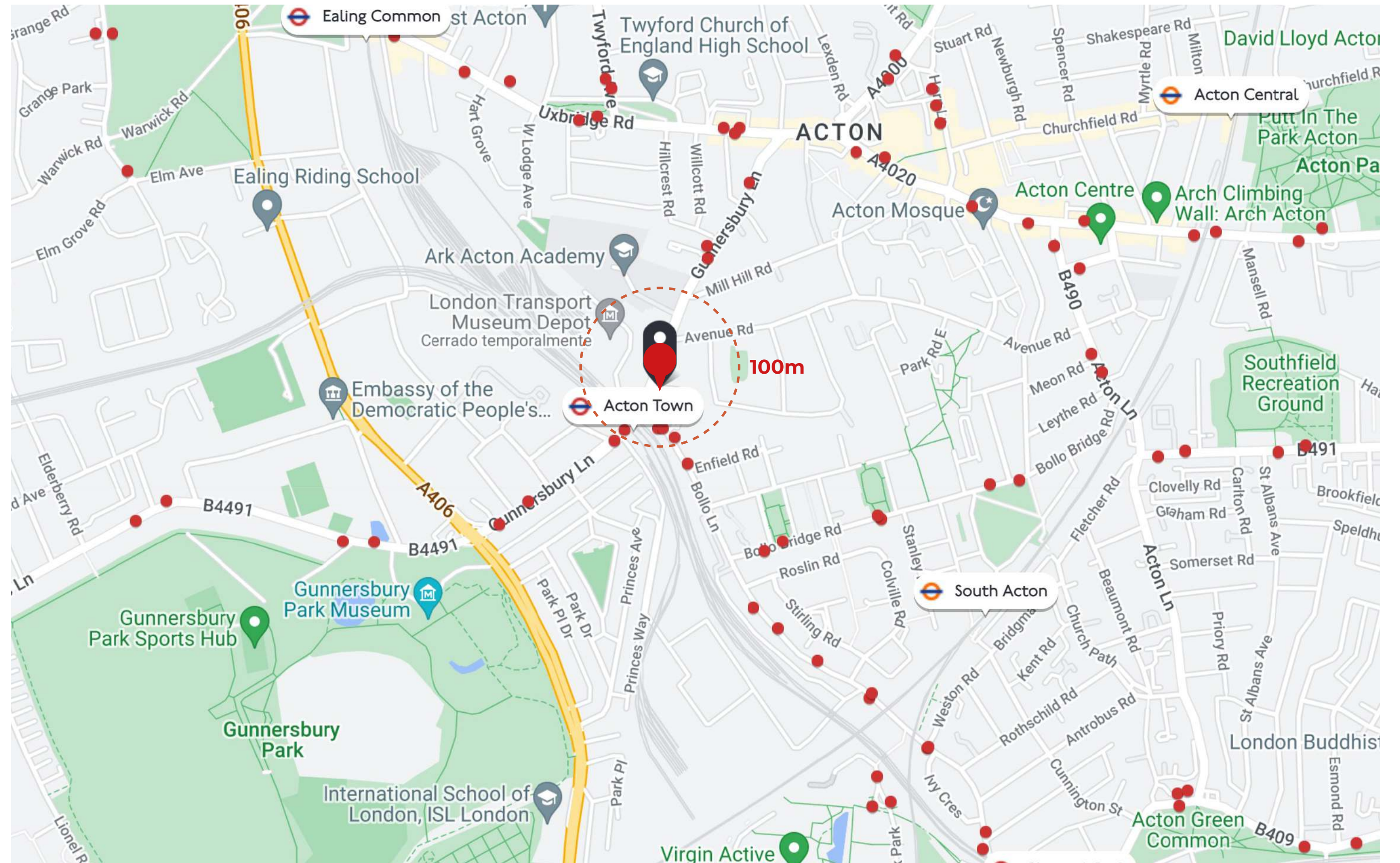
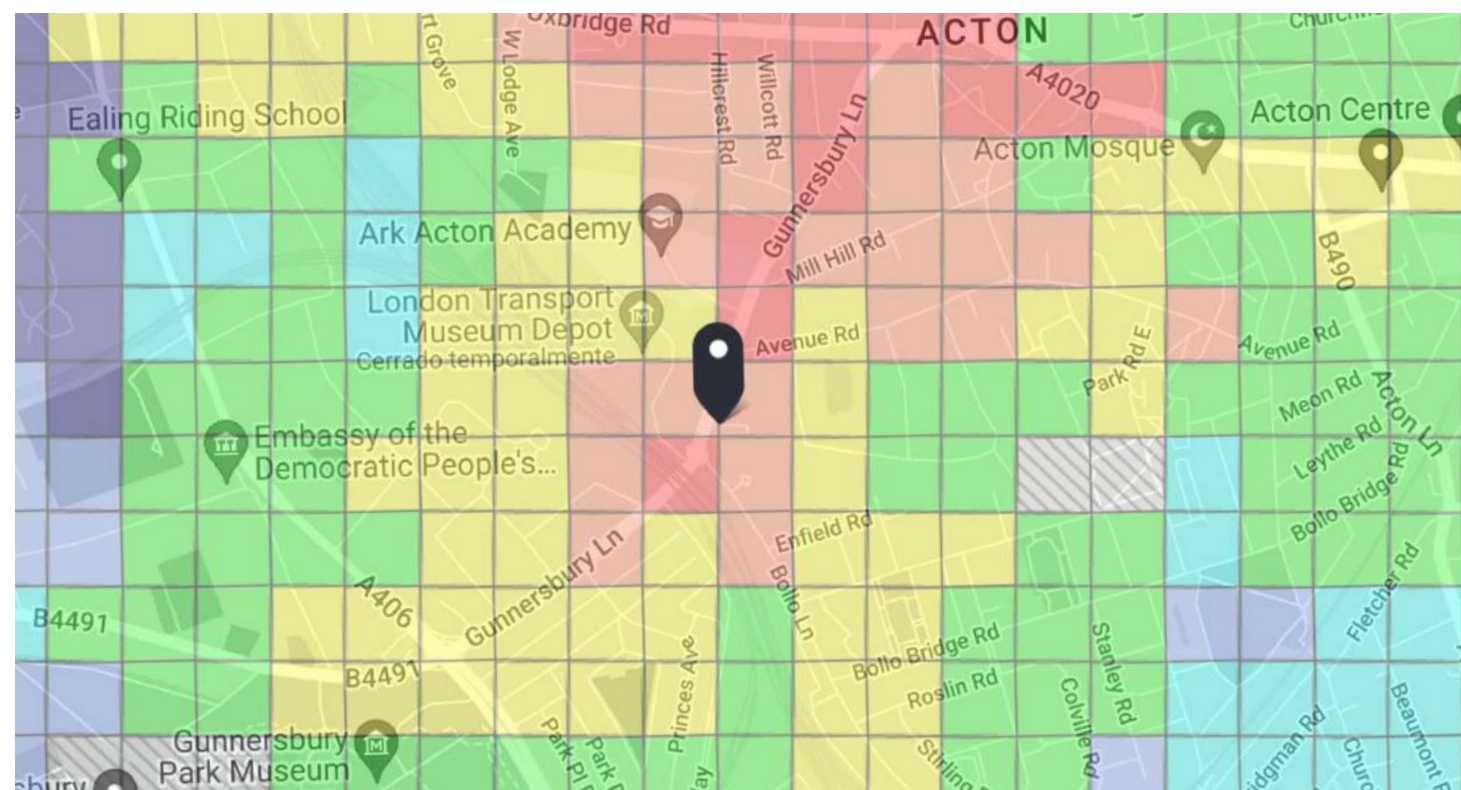
Access to Public Transport

The site is identified as having a Public Transport Accessibility Rating (PTAL) of 5 which is recognised as “very good” access to public transport.

The closest train station is Acton Town underground, located on the opposite side of the street, serving London Underground Piccadilly and District line trains.

The closest bus stop to the site is Action Station Stop P which serves the 70 and E3 buses to South Kensington and Chiswick. Acton Town (Stop R) in the opposite direction serves the E3 bus to Greenford Broadway.

Given the site's location within the designated District Centre of Acton, it is considered that the site is in excellent proximity to a range of amenities, services and essential facilities.



Site & Surroundings

Opportunities & Constraints

Site Opportunities

- Make effective use of existing Brownfield and Windfall Site
- Provide additional high-quality residential accommodation to contribute toward regional and local housing need
- Provide Residential accommodation in a well connected and therefore sustainable location
- Utilise prominent corner plot to sensitively achieve additional height
- Redesign and enhance rear of the site - currently visually cluttered
- Bring building height more in line with directly adjoining buildings

Site Constraints

- Existing residential properties
- Existing access points including single internal core and external staircase
- Relationship with commercial units on the ground floor
- Prevailing building heights that surround the site



Current state images

Site & Surroundings

Planning History

Relevant Planning History:

- **Ref.no: 234692FUL** | Construction of a new 2 storey upwards extension to existing building to accommodate 6 self-contained flats with associated car parking, refuse and cycle storage | Status: Refused | Date: 2024
- **Ref.no: 225145PAC** | Erection of a two-storey upwards extension to facilitate the provision of 8 self-contained residential units | Status: Advice Given | Date: 2023

Other planning history for the parade is outlined below:

Other Planning History:

- 8 Central Parade | 25/09/1974 | **Change of use from storage to retail shop.** | Linked to: 8 Central Parade Gunnersbury Lane Acton London W3 8HL | Grant with Conditions
- 7 Central Parade | **Installation of shorfront and erection of single storey extension at rear.** | Grant with Conditions 13/12/1968
- 6 Central Parade | **Erection of single storey rear extension.** | Grant with Conditions 28/06/1972
- 5 Central Parade | **Use of retail shop as estate agents office.** | Grant with Conditions 21/06/1982
- 3 Central Parade | **Installation of ventilation duct at rear of take-away food shop.** | Grant with Conditions 18/11/1985
- 6 Central Parade | **Relocation of shop front and associated alterations to provide outdoor seating area.** | Refused 18/02/2021

Site & Surroundings

Pre-application Scheme and Summary of Advice

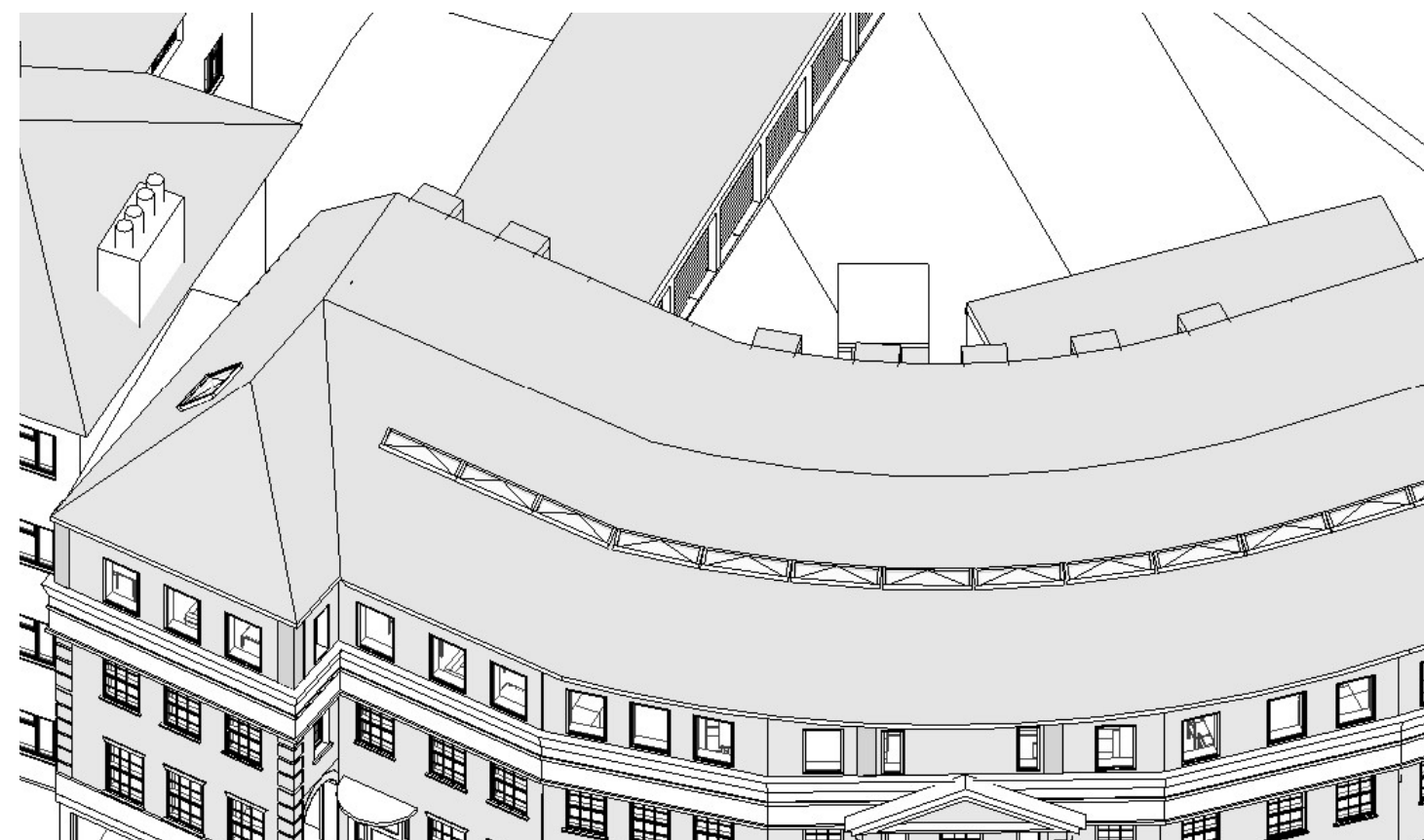
The pre-application scheme presented a two-storey upwards extension to the existing building facilitating the provision of 8 self-contained residential units.

Acceptable:

- The principle of residential development on the site
- The scale and massing of the proposed upwards extension
- Providing step-free/lift access is encouraged (subject to design)
- The retention of the centre access point in its original form from Gunnersbury Lane
- Car-free development
- Cycle parking and refuse storage provision to the rear

Requires Amendments/Unacceptable:

- Design of the external lift requires alternate design
- Roof geometry was considered to be incongruous - particularly to the rear
- Rooflights should be individually placed rather than in a single strip
- Extensions should either
 - a) mimic existing character, details, materials, effectively extending lower floors upwards or
 - b) utilise a more modern design approach, which would need to be subordinate to and clearly distinct from the host property;
- Privacy screen should be installed along the private amenity spaces of unit 1 and 6;
- Quality of accommodation concerns are raised in relation to privacy, outlook and daylight/sunlight for specific units (Units 1, 3, and 7).
- A daylight/sunlight assessment should be provided on submission



Selected plans from Pre-Application Proposal

Site & Surroundings

Refused Application Scheme and Summary

An application was submitted following receipt of pre-application advice. The description of development associated with this application was:

“Construction of a new 2 storey upwards extension to existing building to accommodate 6 self-contained flats with associated car parking, refuse and cycle storage”.

- 1 - This application was refused by the Local Authority on the following grounds:
The proposed development, by reason of its **bulk, massing, fenestration design, materials, access arrangement, and absence of design, servicing, and landscape details**, would constitute an overdominant and overbearing development and not maintain sufficient design quality to the detriment of the character, appearance, amenity, and operation of the site and context. As such, the development would fail to comply with London Plan Policies D1, D4, D6, and SI7 and Local Plan Policy 7.4, 7A, and 7B.
- 2- The proposed development, by reason of its **poor functional layout and access to daylight and ventilation as well as the lack of genuinely playable outdoor spaces and communal recreation and landscaping**, would be a detriment to the living conditions of its occupants. As such, the development would fail to comply with London Plan Policy D6 and Local Plan Policy 7D.



CGI from Pre-Application Proposal