

## Victoria Road, North Acton

### Urban Regeneration

**Location:** North Acton

**Existing Use:** Vacant site

**Site Area:** 0.2 hectare

**Residential Density:**

719 dwellings per hectare

**Proposals:** Erection of part four, part ten and part eighteen storey building comprising 673m<sup>2</sup> flexible commercial floor space and 151 flats together with 30 basement car parking spaces.



This development forms a key part of the regeneration masterplan for Park Royal Opportunity Area. It includes ground floor commercial floor space and 151 residential dwellings at a density of 719 dwellings per hectare — of which 13% will be affordable housing.

Harper Planning Consultants provided planning advice to the landowner over a period of four years — promoting the site through the LDF process, engaging with Ealing's Planning, Regeneration & Housing Teams, working with neighbouring landowners on the masterplan and submitting the successful application for planning permission.

We developed a planning strategy to meet the client's objectives of optimising the site's potential and delivering outline permission with sufficient flexibility to respond to market requirements. We also negotiated substantial reductions in the on-site affordable housing provision and financial contributions.

Commending our input into this project, First-Network Director Valerie Georgiou said *"It has been a most challenging and frustrating process but, throughout, your experience and unrivalled knowledge of the planning system has allowed us to navigate this minefield to a very successful conclusion."*



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