



WELCOME

Welcome to our public exhibition on our updated plans for Regency Quarter – a new place to live, shop, eat, drink, stay and work in Park Royal.

Today, you will be able to:



View our updated plans



Meet and speak to members of the team



Share your feedback

This exhibition follows a first round of consultation last December in which we presented our early vision for the site.

Throughout these boards, see how the scheme has evolved in response to your feedback.

ABOUT US



Splendid Hospitality Group
Owner / Developer



Savills
Planning Consultant



Formation Architects
Architect



London Communications Agency
Public engagement specialists

Splendid Hospitality

Splendid Hospitality Group is a family run business with a globally respected brand.

We have an unrivalled track record of designing and building world class hotels, as well as a property portfolio of premium residential accommodation.

As a family run business, people are at the heart of our success. Our purpose is to create extraordinary experiences, fantastic places and positively impact lives.

Formation Architects

Formation Architects is an established, award-winning architectural practice based in central London.

We help produce inspiring and exciting architecture across some of the capital's most complicated sites.



Splendid Hospitality – Hilton Bankside



Formation Architects – Purley Way

THE OPPORTUNITY

Found in the heart of Park Royal, the two sites that form Regency Quarter have lain vacant for some time and have untapped potential to deliver much more than they're currently providing to the local area.

The sites

- **The Coronation Road site** is an area of land on the southern side of Coronation Road, sandwiched between the railway line and road at the end of the footbridge to Park Royal station. The site is allocated for tall buildings and housing as per the OPDC Local Plan and has an extant permission for a hotel.
- **The Rainsford Road site** is just to the east of the Coronation Road site and contains another piece of unkempt grass and some industrial storage containers. The majority of Rainsford Road is designated as Strategic Industrial Land (SIL) apart from the western corner of the site.



The surrounding area

- Park Royal has a rich history as an industrial centre and is the largest business park in London. Originally intended as a showground in the early 20th Century by the Royal Agricultural Society – hence the 'Royal' – the area quickly developed into a thriving industrial heartland due to its strong road, rail and canal links.
- While Park Royal remains an important industrial hub to this day, the Old Oak Common and Park Royal Development Corporation (OPDC) has a vision for the wider area to provide 25,000 new homes and 65,000 new jobs. This work is already underway, with nearby projects such as the 800 homes at Fairview's Regency Heights already occupied.
- We therefore hope that our plans for these sites can build on the existing progress that has been made by other developments, such as Regency Heights, in creating a new neighbourhood here.



Current Rainsford Road site



Current Coronation Road site



OUR PROPOSALS

Regency Quarter has the potential to create a new neighbourhood with a bit of everything.

We see an opportunity to deliver:



390 new and affordable homes at Coronation Road



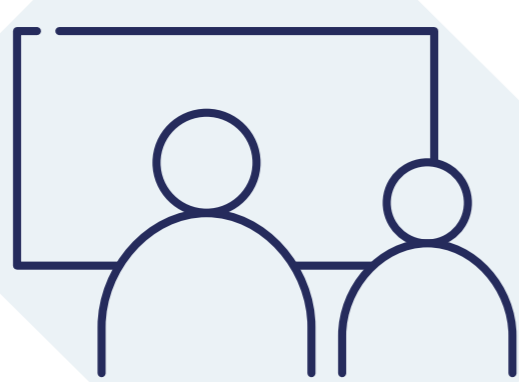
A new café/bar/restaurant at Coronation Road



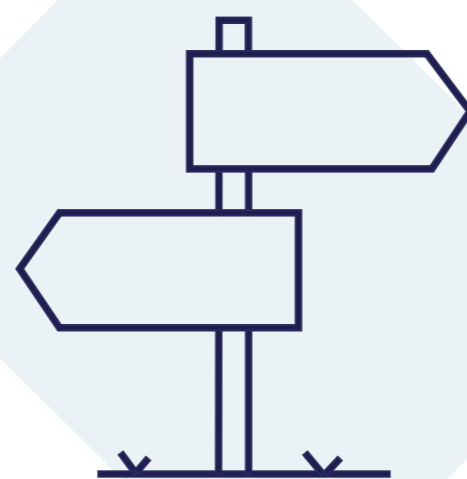
156 new hotel rooms at Rainsford Road



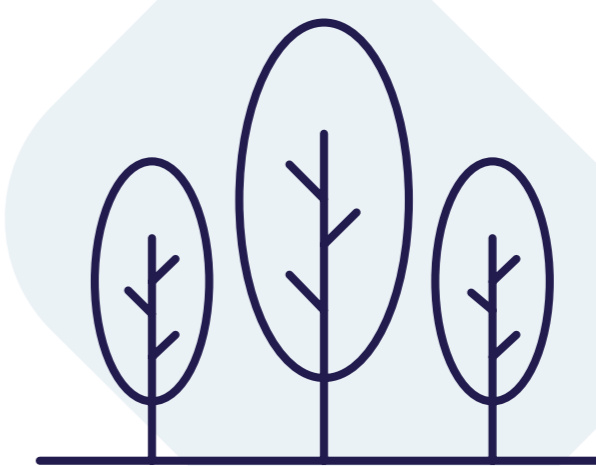
New jobs during and after construction



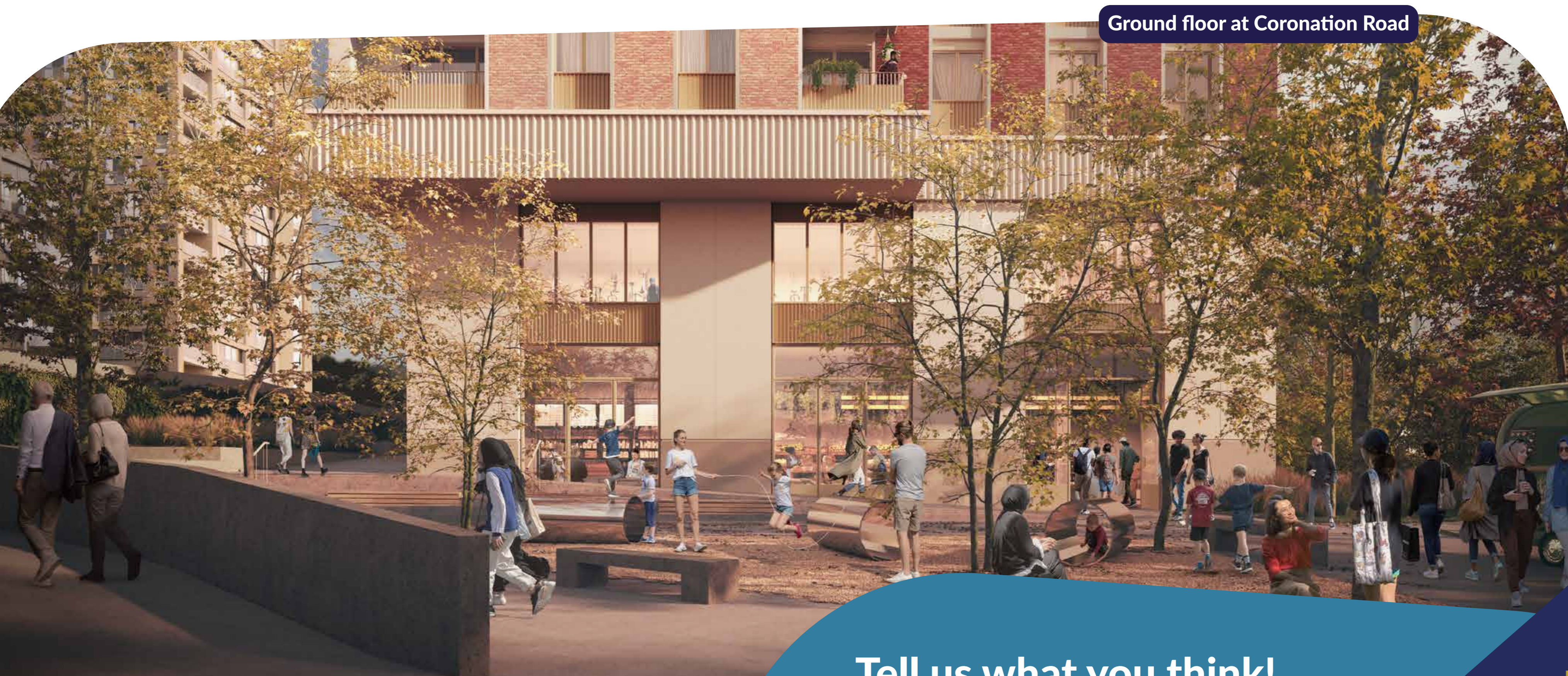
Flexible co-working space at Rainsford Road



Improved walking connections



More greenery and the enhancement of the public realm



Tell us what you think!

Let us know what you think of our plans for Regency Quarter by filling in one of our feedback forms.

CORONATION ROAD

The Coronation Road site delivers two interconnected buildings of 33 and 24 storeys. We are looking to provide 390 high quality homes alongside two commercial spaces which could be a new gym and a café/bar/restaurant.

Massing

- We have carefully designed the Coronation Road buildings to respect the local context in Park Royal, such as stepping their profile to echo that of Regency Heights.
- We view the buildings as a family - they have a similar form and massing, albeit with an individual identity taken from their different heights and brick tone, which reflect the local context and history.
- We have removed the massing at the corners to slim the buildings down and we are using screening along the southern facade to mitigate any wind impact. The provision of a second staircase provides greater flexibility to the space and makes our building safer in the event of a fire.

Responding to your feedback

We have made a number of changes and additions to the scheme following your feedback last year:

You said

77% of survey respondents wanted a café and 61% wanted a gym

You wanted more information on the heights of the scheme

You wanted more information on the materials we're proposing

We did

We are hoping to provide both a café and a gym on the Coronation Road site

We have softened the massing on the corners of the Coronation Road building, meaning the impact on daylight & sunlight will be greatly reduced

You can see a detailed list of our materials below:

- 1 Red brick
- 2 Pre-cast concrete
- 3 Textured pre-cast concrete
- 4 Aluminium panelling



The two buildings at Coronation Road



Coronation Road materials

RAINSFORD ROAD

The Rainsford Road site will provide a 15 storey, 156 room hotel and a light industrial building, with one third of the site taken up by green landscaping.

Hotel massing

The hotel building acts as a transition between the taller residential buildings and the lower industrial sheds. Although it shares similar windows to the residential buildings rather than the blank façades of the warehouses, by its scale, it clearly does not belong to the same cluster of tall brick residential buildings. 10% of the rooms will be wheelchair accessible.

Light industrial use

The light industrial building is to be a flexible space. We are currently exploring a range of industrial uses that will respect the residential and industrial context. The site will benefit from generous green spaces to the east, with a service yard for use by both the industrial and hotel uses. For the design, we are looking at warehouses formed of corrugated metal with a corrugated profile.



- 1 Polished profiled aluminium
- 2 Polished aluminium trim
- 3 Matt white aluminium spandrel
- 4 Perforated aluminium ventilation panel
- 5 Grey glass spandrel
- 6 Fixed glazed panel
- 7 Louvred panel
- 8 Dichroic glass fin
- 9 Dark grey aluminium curtain walling system
- 10 Pre-cast concrete column

Co-working

We are proposing that co-working spaces are included on the ground floor to create more activity at street level. These co-working spaces are to be used by public and hotel users alike. There will be a mixture of desk, open plan and lounge type spaces to provide flexibility.

Tell us what you think about our co-working spaces!



BETTER CONNECTING THE AREA

Our proposals seek to improve connections between, through and around the sites for pedestrians, cyclists and drivers.

Our designs intend to improve the urban realm for pedestrians and cyclists. We want to make it easier, and more pleasant, to walk around the site.

Splendid Hospitality will be making financial contributions via Section 106 payments to improve local infrastructure, including transport.

Responding to feedback – concerns about the rail footbridge

- At our first public exhibition in December, some local people mentioned the poor quality of the Masons Green Lane footbridge over the train line that connects to the Coronation Road site.
- We understand that the OPDC will be updating the bridge between Park Royal station and the Western Plaza. Whilst the plans are still to be finalised, the bridge will be safer, wider and more pleasant for both pedestrians and cyclists to use.

Ground floor at Rainsford Road



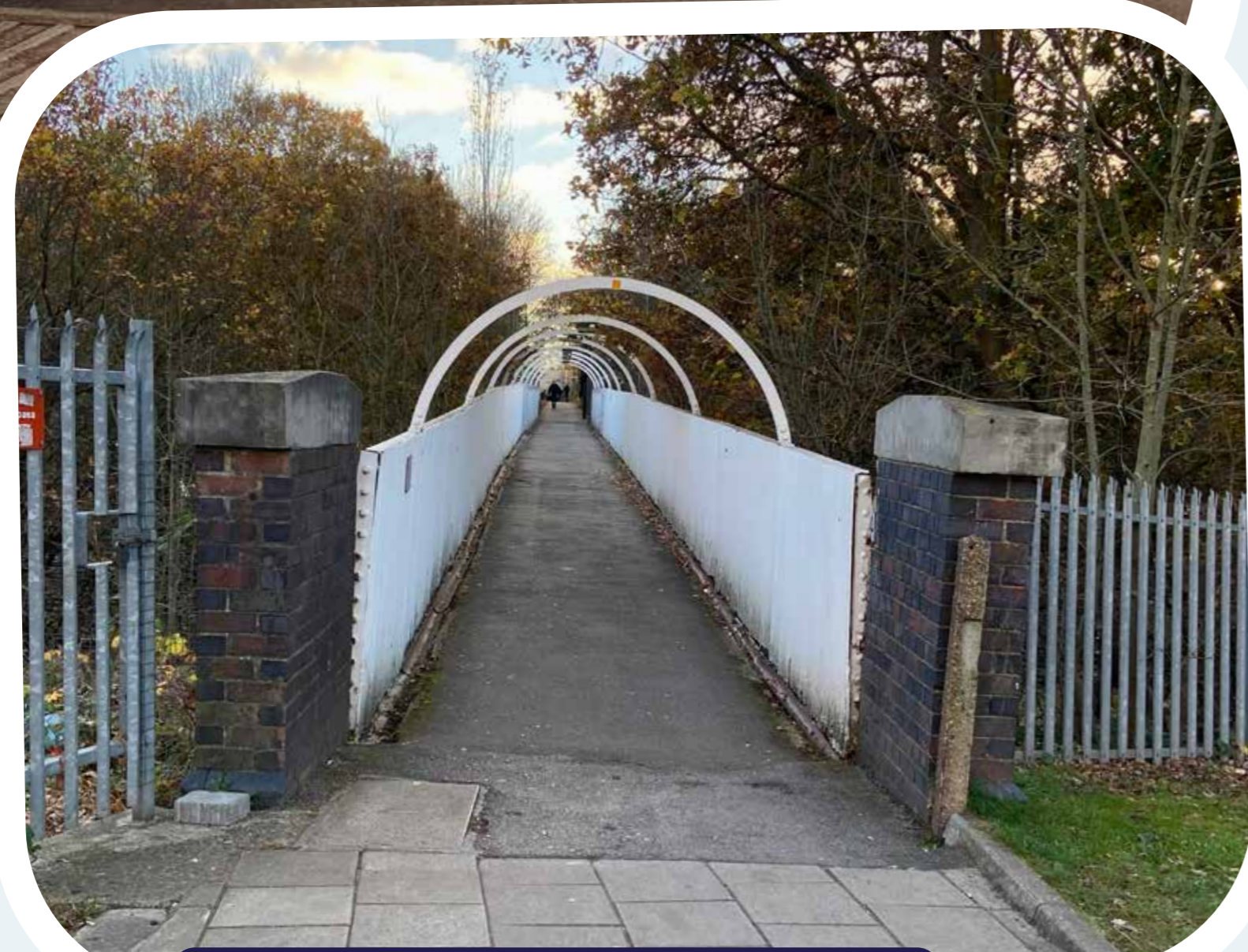
Parking

Rainsford Road

The hotel building contains a HGV / refuse vehicle loading bay, spaces for disabled parking and cycle spaces whilst the light industrial space has two parking bays and a HGV / refuse vehicle loading bay.

Coronation Road

The lower ground floor of the scheme includes car parking (12 spaces), commercial servicing, refuse collection, and heavy goods delivery vehicles. There are 695 cycle spaces on the first floor.



Current Masons Green Lane footbridge

NEW GREEN SPACES

The scheme has been developed to provide public realm and landscaping improvements for the whole community to enjoy.

At the moment, both sites are closed off and inaccessible to the public. Our proposals will open both of them up, with new pedestrian and cycle routes through new publicly-accessible and landscaped areas.

The servicing and parking elements have been designed to create a 'green edge' around both sites, meaning that travelling along Rainsford and Coronation Roads will be a much more pleasant experience than at present. The landscape plan also includes 'rain gardens' which can take surface water run-off to be re-used elsewhere on site.

At Rainsford Road, we have maximised greening to create substantial, viable areas of planting. In particular, the yard has been rationalised and re-organised to accommodate a significant green edge. The proposed amenity space to the east of the hotel has also been developed to create an enclosed, sheltered terrace.

The local community will benefit from:

- increased tree planting
- new spaces being brought into use
- open space outside the café/bar/restaurant
- opportunities for a new playspace

Rainsford Road landscaping



Coronation Road landscaping



SUSTAINABILITY

Regency Quarter will aim for the highest standards of sustainable design.

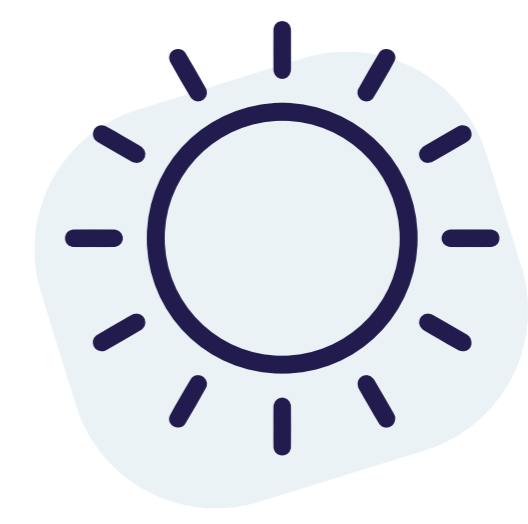
Wider principles



Low carbon heat will be provided via an Air Source Heat Pump (ASHP)



Passivhaus principles will inform the designs to maximise the energy efficiency of the buildings



Intelligent solar engineering



Carbon efficient heating and cooling



BREEAM Excellent buildings



OPDC's vision for innovative zero-carbon transportation.

Regency Quarter with Regency Heights behind





Coronation Road

NEXT STEPS

Thank you for attending our public exhibition.

We will be reflecting on the feedback we have heard and will submit a planning application in the Summer.





To summarise our plans for Regency Quarter, we are proposing:

-  390 new and affordable homes
-  A new café and gym
-  Co-working space and light industrial space, providing employment and training opportunities
-  A new hotel with 156 rooms
-  Improved walking connections throughout the site and in the wider area
-  Create new, usable green spaces where previously these were vacant and closed off

Timeline

-  **December 2022**
First public exhibition
-  **May 2023**
Second public exhibition
-  **Summer 2023**
Target for planning submission to OPDC
-  **Winter 2023**
Target for determination by OPDC's Planning Committee
-  **2024**
Possible start on site (dependent on planning permission)
-  **2025/26**
Regency Quarter opens

Let us know what you think!

-  Feedback form: available today
-  0800 307 7985
-  regencyquarter@londoncommunications.co.uk
-  regencyquarter.co.uk

