

NORTH ACTON SQUARE

North Acton Square Business & Creative Sector Pop-Up

Opportunity for an operator to manage a leisure pitch

ECONOMY & SUSTAINABILITY

Opportunity Summary

Location

Adjacent to North Acton Station, within OPDC regeneration area of Ealing

Connectivity



Prospect

Opportunity for an operator to manage a leisure pitch

Community

Objective of place creation driving socio-economic value where startups and independents can trade local goods such as food, beverages, and goods.

Services

Power, foul and fresh water - costed and to be installed if required by operator. Opportunity for off-grid sustainable solution.

Offers and terms

Offers sought for ground rent and percentage profit-share for leasehold interest of 5-year term (beak in 3rd year)

Contact

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ECONOMY & SUSTAINABILITY

North Acton Square

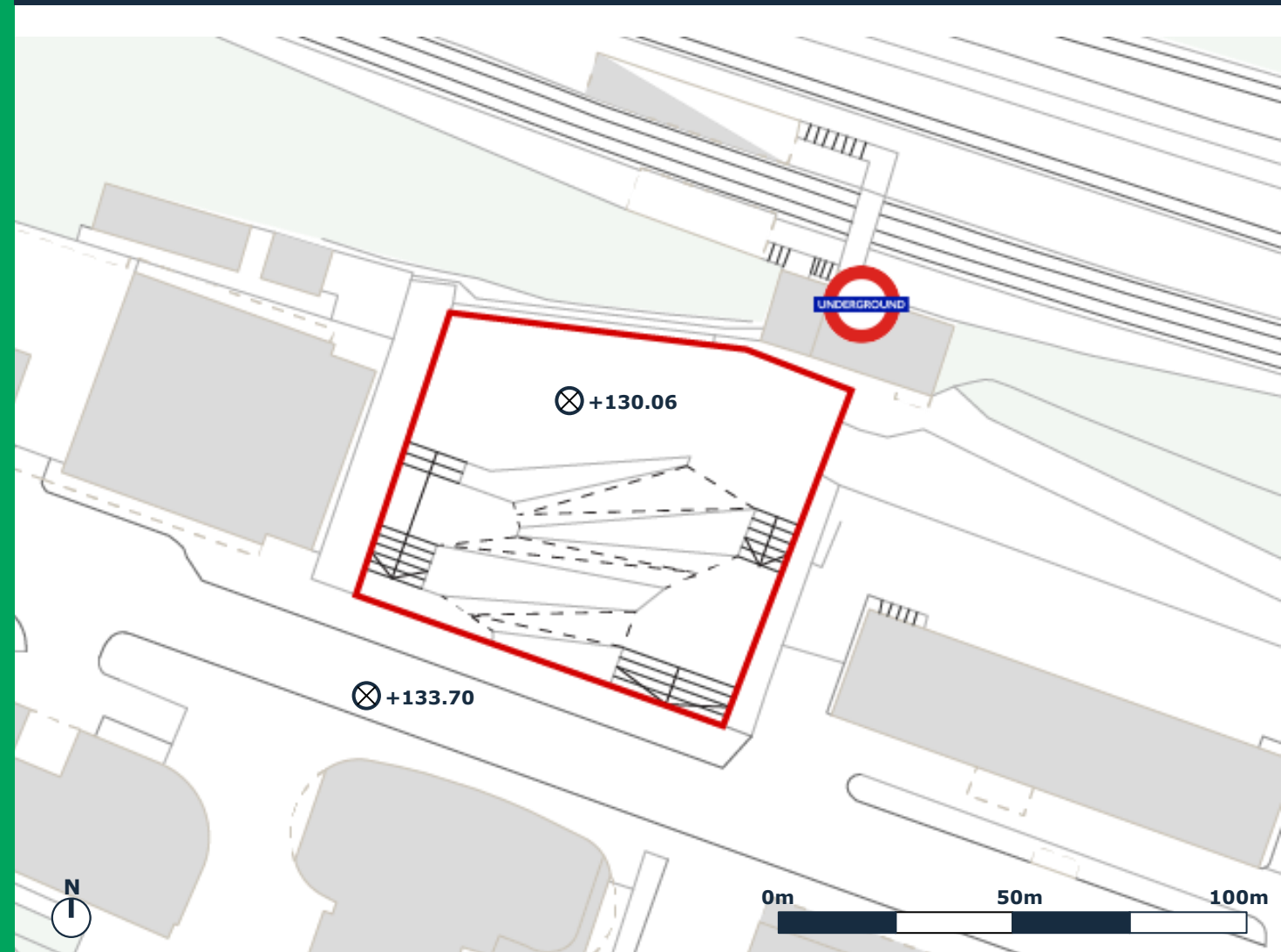
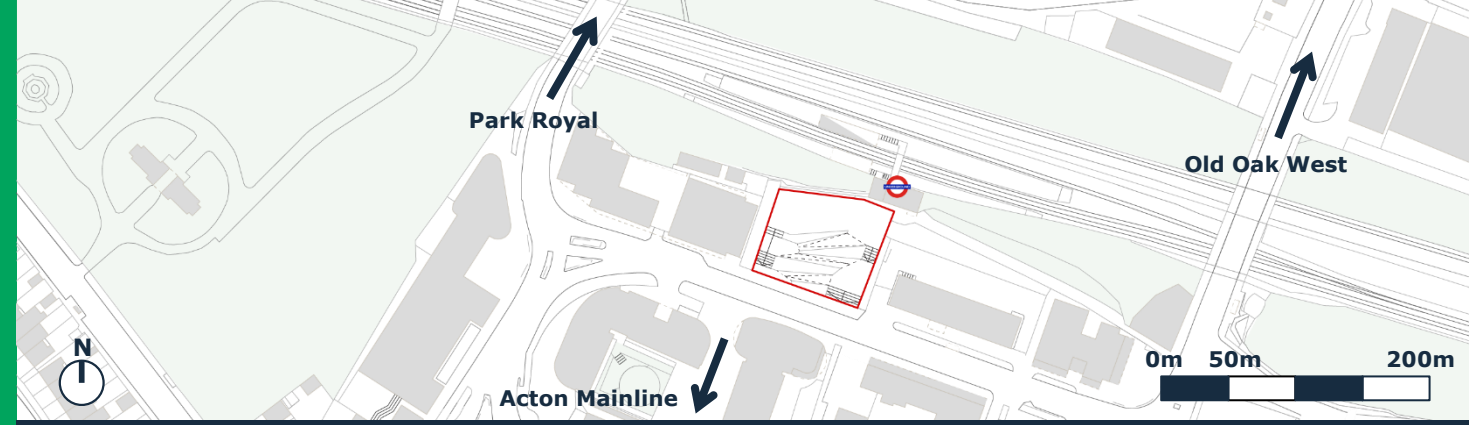
Location

One of the **fastest growing** areas of the borough, within the OPDC regeneration area of Ealing. North Acton is the first phase of development with a significant young and student population and a pipeline of new developments that are bringing new residents to the area.

Located on the **Central Line**, connected within 10mins walk of the **Elizabeth Line** and on the doorstep of the forthcoming Old Oak Common Station with **HS2**.

Within OPDC and Ealing's Creative Enterprise Zone at Acton & Park Royal, this area is home to a growing number of **creative sector businesses** across film, music, makers spaces and their supply chains within adjacent industrial sites.

A growing **town centre offer** within North Acton will be a pre-cursor to the Old Oak development planned directly north of this site and serve new and existing residents and businesses within this emerging neighbourhood.



North Acton Square

Planning

The site falls within the **North Acton neighbourhood town centre** as designated within the OPDC Local Plan and is identified as an open space in OPDC's Old Oak West Supplementary Planning Document.

The site will play a critical role in delivering the vision for the North Acton town centre set out in OPDC's Local Plan, following **20-minute neighbourhood principles** and providing services for local residents close to home throughout the day.

As part of the town centre, the square will also need to support the **economy after 6pm** and to provide a leisure offer to residents and visitors and support night-time workers within the area with a **diverse local offer**.

Planning permission will be required for the erection of business units on-site although there is an extant permission for integrated units within the North Acton Square proposals that have remained unrealised to date due to Covid and cost constraints.





North Acton Square

Land Use

North Acton Square is one of the **largest accessible public spaces**.

Completed in 2020, the square has been home to **successful pop-up** markets and events at various points throughout the year since it's completion.

As the forecourt for **North Acton Station** there is a passing footfall for residents and visitors to the area. This provides the main public transport connection for North Acton, Park Royal and the forthcoming Old Oak.

There is a strong local **demand for food and beverage** and leisure facilities as North Acton becomes a lively neighbourhood centre for the future.

The **placemaking offer** locally would be strengthened by introducing a diverse mix of businesses and town centre uses.



Amenities

Connectivity in 15min



Acton Mainline
Park Royal
Old Oak



Acton
Harlesden



North Acton Station
White City
Ealing Broadway

Utilities

Connections to power, foul and fresh water from Victoria Road costed and to be installed if required by operator. Opportunity for off-grid sustainable solution.

Possession

Site vacant and ready to bring into use.



Business Start-up



Community Inclusion



Town-centre Activation



Evening Use



Classification L2 - Business Data

Objectives

Town-centre uses

Activation of this emerging town-centre site with business start-ups and pilot uses for the area.

Place-making

Establish a critical mass of non-residential uses in order to build local identity and become an attractive destination.

Social value

Deliver local benefits that build capacity within the community and offer place-making improvements and invite increased footfall.

Sustainable solutions

Deliver a meanwhile proposal that requires a low carbon footprint and considers re-use. Develop businesses for growth within new developments.

Best value

Deliver an economical and viable operator model.

Industrial Interface

Grow local economy, build offer with existing interested businesses and entrepreneurs.

Requirements

- Target >10 business units launched, with opportunities to grow into permanent space
- Increased footfall to North Acton Square, seeding a local destination economy
- Increased passive surveillance, lighting and activity to improve safety
- Income generation reviewed annually considering a percentage turnover measure
- Social value commitment to steward local environment and activity programme
- Meanwhile activation to be operational within 1 year and run for up to 5 years from launch with a break at 3 years
- Proposal to be fully modular to enable relocation with minimal disruption within a 1 mile radius of the initial site



Offer

Site availability

Immediate access for implementation of meanwhile use over 5 years with 3 year break. Ground rent set to cover costs incurred and percentage profit-share. Terms to be agreed.

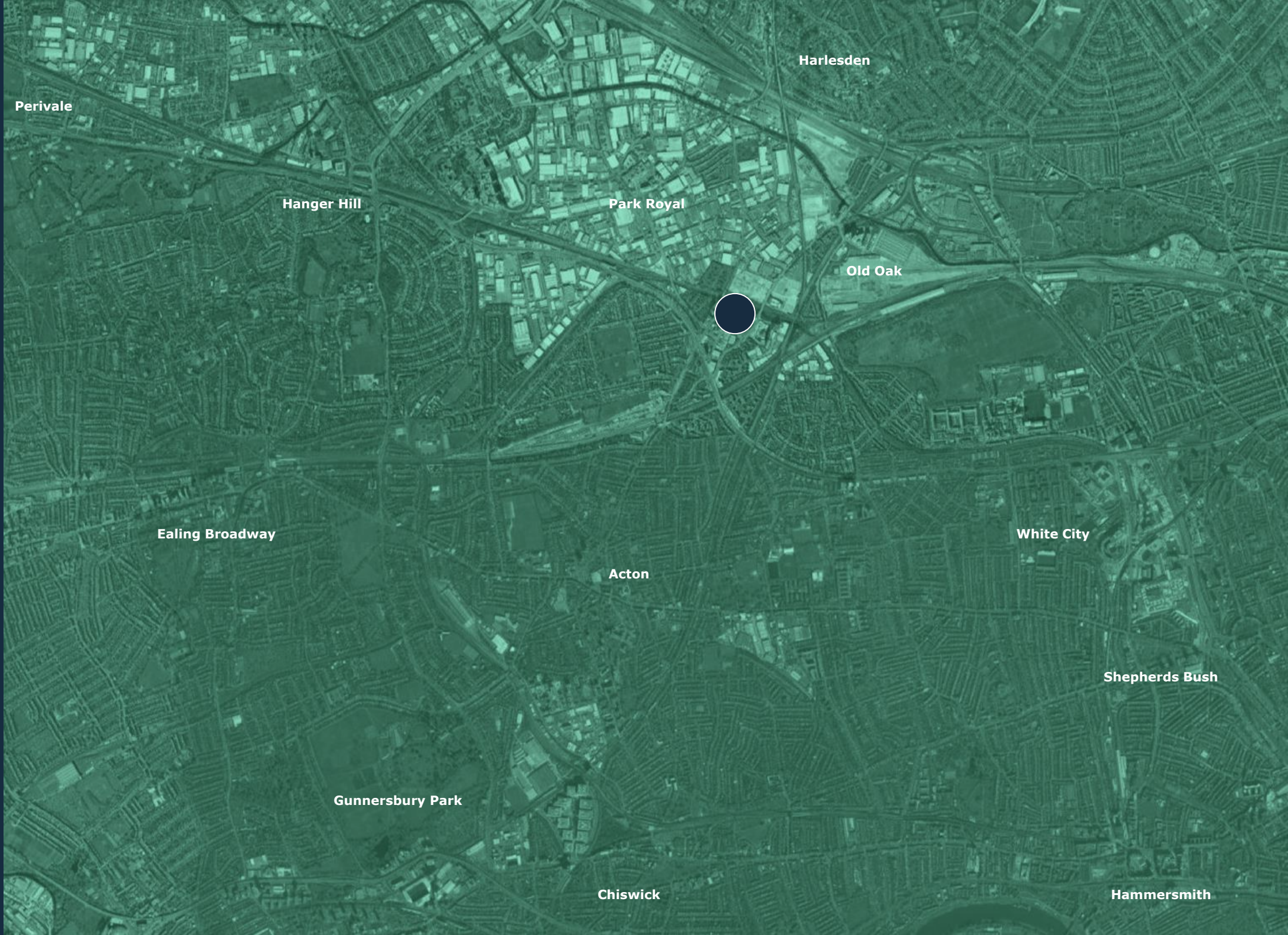
Operator responsibilities

Planning permission for structures on-site.

Installation and removal/ re-location of structures.

Business rates cover and other fees such as licensing if required.

Proof of capital to support project delivery.



Contact

Contact us with any questions or an expression of interest at:

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Please include a short business plan, which meets project objectives, requirements and operator responsibilities. This should identify project beneficiaries and level of appropriateness for your proposal at this site in North Acton.



Submission details

Deadline for submissions: Available upon enquiry

Submission Documents required: Technical Assessment including Experience, Business Plan, Evidence of capital funding for delivery, Value and Benefits appraisal, Mobilisation Plan; Operator details