

140 Wales Farm Road (The Perfume Factory), Acton W3 6XL
Recent Planning History

Key changes to the proposed development are shown in red

	WHOLE SITE (north and south) applications		SOUTHERN SECTION applications		NORTHERN SECTION applications	
Planning ref	P/2005/1647	PP/2015/4551	172682FUL	185376OPDVAR	173139OPDFUL	181062OPDFUL
Type	Full	Outline Planning Application	Full	Minor Material Amendment	Full	Full
Date received	9 May 2005	27 August 2015	12 May 2017	6 November 2018	19 June 2017	7 March 2018
Status	Finally dispose of application	Not proceeded with	Granted with conditions	Granted with S106 conditions	Refused	Awaiting legal agreement
Description	Retention and conversion of original Perfume Factory building following demolition of 3,995 m2 of commercial space	Demolition of all buildings and retention of the north-west façade on the northern, locally listed building	Demolition of all buildings and redevelopment as university accommodation		Demolition of all buildings and mixed redevelopment comprising residential and retail space	
Proposed Use	Mixed use redevelopment including residential units, commercial/live/work, retail and nursery space		Student and university worker accommodation		Mixed use redevelopment comprising residential, retail, commercial and public services	
Size of site	1.16 ha		0.73 ha (southern section)		0.44 ha (northern section)	
No of buildings	2	7	5		3	
Building height(s)	1 x 3 storeys 1 x part 3, 4, 5, 6, 10, 11, 12, 13, and 14 storeys	3 x 3 storeys 1 x 6 storeys 1 x 15 storeys (plus plant) 1 x 27 storeys (plus plant) 1 x 33 storeys (plus plant)	1 x 5 storeys 1 x 7 storeys 1 x 10 storeys 1 x 11 storeys 1 x 31 storeys		1 x 14 storeys 1 x 16 storeys 1 x 12 and 25 storeys	
Commercial space	3,791 m2 industrial/employment, 685 m2 retail, 65 m2 community	8,322 m2 commercial/live-work, 1,929 m2 retail, 564 m2 nursery	6,214 m2 office space		1,403 m2 retail, commercial and public services	
Total number of residential units	228	Up to 528 flats/ 6 mews houses	603 student rooms (736 bed spaces) 85 flats	604 student rooms (731 bed spaces) 85 flats	390 flats	380 flats
Type of residential units					Number	% share
Studio	n/a	10	–	–	86	66
1 bed	n/a	242	58	–	190	190
2 bed	n/a	228	27	–	94	104
3 bed	n/a	48	–	–	20	20
4 bed (mews houses)	n/a	6	–	–	–	0
Type of housing tenure						
70% of Open Market Rent	n/a	56	n/a	–	105	–
75% of Open Market Rent	n/a	56	n/a	–		23
80% of Open Market Rent	n/a	55	n/a	–		64
Social Rent/Affordable Rent	n/a	n/a	n/a	–		–
Intermediate	n/a	n/a	n/a	–		37
Total affordable	n/a	n/a	35	–	105	124
Open Market Rent	n/a	437	50	–	285	256