

9 Nestles Avenue
Hayes
UB3 4SA

22 July 2019





104-110 Broadway, Ealing - Under construction, 136 apartments



The Hop House, Covent Garden - 30 new apartments

Brimelow McSweeney Architects are an award winning architects practice based in central London established in 1999. We have designed and completed numerous residential and mixed use buildings throughout London including many large new build developments which involve master planning and the redevelopment of brownfield sites.

Our practice has a thorough understanding of modern living requirements closely working with housing developers, Housing Associations, Local Authorities and The Greater London Authority to provide contemporary high quality residential developments for residents and to enhance the built environment and public realm for local people.

In designing new buildings, we aim to provide a distinctive identity to create a positive contribution to the local environment by rigorous observation and investigation of each site's physical and cultural context.

We consider the inventive yet pragmatic use of materials and detailing. Sustainability is integrated within our work through sensible and value focused principles.

Our residential design work has been widely recognised including numerous design awards such as Winner of the 2015 Sunday Times British Homes Award and Highly Commended for the 2017 Evening Standard New Homes Award.



Lansbury Square, Poplar, London - 273 new apartments



Enfield Central, London - 191 new apartments

Reason 3. Overdevelopment

- 3.01 The size, scale, bulk and detailed design of the scheme are very similar to the consented scheme for the adjacent former Nestles Factory site to the east, and the application for 3, 233-236 Nestles Avenue, the next site but one to the west, for which there is a resolution to grant consent. Please refer to the massing diagram on page 5. The design is therefore entirely proportionate and congruous with the emerging context, and steps down to respect the existing residential context on the south side of Nestles Avenue. Please refer to the perspective images on the front cover and page 4.
- 3.02 In their Stage 1 comments, the Greater London Authority state (para. 40) "In general design terms the height and massing of the proposals are supported" and (para. 43) "given the characteristics of the site and emerging context (in close proximity to a future Crossrail station), the proposed density is considered acceptable in this instance given the high standard of design." The design complies with relevant London Plan policies and design standards.
- 3.03 The proposed building footprint occupies 53% of the total site area, leaving almost half the site area for amenity and access, including the parkland strip and sustainable transport corridor to the front of the site.
- 3.04 The form of the proposed development has been developed to allow the wider development of Policy SA5 'Site B' to continue the form of development consented, and with resolution to consent, to either side of the site. This has been demonstrated by the Applicant's Masterplan submitted with the application, which shows how similar development can be continued on the site to the west and north with building separation distances exceeding the minimum 21 metre requirement. Please refer to the plan on page 8.

- 3.05 Reason for refusal no. 3 incorrectly states there would be "ten and eight storey blank elevations against the southern boundary which would be highly visible from Nestles Avenue which would fail to respect the pattern and scale of development in the immediate area." The Council appears to have cut and paste text from its assessment of the Viveash Close scheme. There are no blank elevations to the southern boundary. There is a windowless facade to the northern boundary in order not to prejudice a similar re-development of the site to the north (see Reason 4 - Urban Design below).
- 3.06 The reason goes on to state the proposal would be detrimental to the visual amenities of the street scene and the Conservation Area. The proposal would not be detrimental to the street scene. It would greatly improve the street scene by continuing a consistent massing and design along the street, and by introducing a parkland walk, cycleway and high quality landscaping. The proposal would enhance the Nestle Factory site Conservation Area by continuing the consented form of development for the Nestle site across the adjacent site.

Reason 4. Urban Design

- 4.01 The access lane on the eastern boundary is 5.5 metres wide, which is generous for a primarily pedestrian and cyclist route. The route provides vehicular access to just four disabled parking spaces, and for fire engine access in the event of an emergency. No other vehicles would be permitted to use the lane, which could be enforced by rising vehicle barriers or bollards with a fire brigade key. This width also allows space for soft landscaping to the boundary. The Applicant does not propose a boundary fence, allowing visibility to the proposed adjacent eight metre wide landscaped area on the Nestle Factory site boundary.

- 4.02 The main elevation of the consented Nestle Factory scheme is 24 metres from the proposed main eastern elevation, meaning the access route will form part of a wide open courtyard and not be a "narrow corridor" as suggested by Reason 4. The Council could ensure the adjacent developer maintains this sense of openness by not providing a high or solid boundary fence, when discharging planning conditions for that site.
- 4.03 The commercial and residential entrances are accessed from the side elevation, in a similar way to those on the consented scheme for the former Nestle Factory. The entrances will be visually apparent in large glazed bays on the elevation and provide a sense of arrival, marked by the building oversailing above. The commercial entrance will be visible from Nestles Avenue. The rear residential entrance will be visible and accessible from the envisaged future east-west pedestrian link to the north of the site.
- 4.04 The access lane will benefit from natural surveillance from the flats above and on the Nestles Factory site. As a space largely free of vehicular traffic, it will provide a safe and secure access route for residents.
- 4.05 Reason 4 also repeats Reason 3, stating the proposals would be detrimental to the visual amenity of the street scene and character and appearance of the wider area. The proposal would not be detrimental to the street scene. It would greatly improve the street scene by continuing a consistent massing and design along the street, and by introducing a parkland walk, cycleway and high quality landscaping.
- 4.06 The north-east façade is left intentionally windowless to avoid prejudicing future development of the adjacent site to extend the building to front on to the proposed east-west pedestrian link, which would lie 18 metres north of the site boundary to align with the consented link on the Nestles Factory site. The east-west pedestrian link is not prejudiced by this application.

RESPONSE TO REASONS FOR REFUSAL

Reason 9. Private Amenity Space

- 9.01 Private amenity area is provided to every apartment, in the form of a generously proportioned balcony or roof terrace, in accordance with the London Plan size requirements. Additionally, communal roof terraces are provided in excess of the London Plan requirements.
- 9.02 A children's play area is provided on the fifth floor roof terrace to deliver doorstep play facilities for future children of the development. In addition, a parkland garden is provided to the Nestles Avenue frontage, providing an attractive traffic-free parkland walkway to the proposed communal amenity area of Wallis Gardens on the consented Nestle Factory site.
- 9.03 Private roof terraces to four apartments are located adjacent to communal roof terraces. The private terraces will be screened from the communal terraces by evergreen shrubs in the region of 1.5 metres high, in separating planters. On the fourth floor, one room has a window overlooking the communal terrace, but is located half a storey above the terrace to provide privacy from people looking in. Certain residents, for example those with young children, may desire proximity to and some surveillance of the play space.
- 9.04 Each habitable room facing a communal terrace also has a window with a different aspect, should occupants wish to achieve a greater level of privacy at particular times.
- 9.05 Access to communal terraces could be restricted to residents of the nearest apartments and controlled by key fob as part of the building access system. This would allow access to be restricted to certain hours, for example to prevent use late in the evening, and to particular residents, for example to families with children to the play area (but never restricted to a particular tenure).
- 9.06 Build to Rent developments have a higher level of management than owner occupied developments, due to the landlord and tenant relationships and as a conscious marketing strategy that sets professional Build to Rent developments apart from the generally fragmented nature of UK private rental housing.

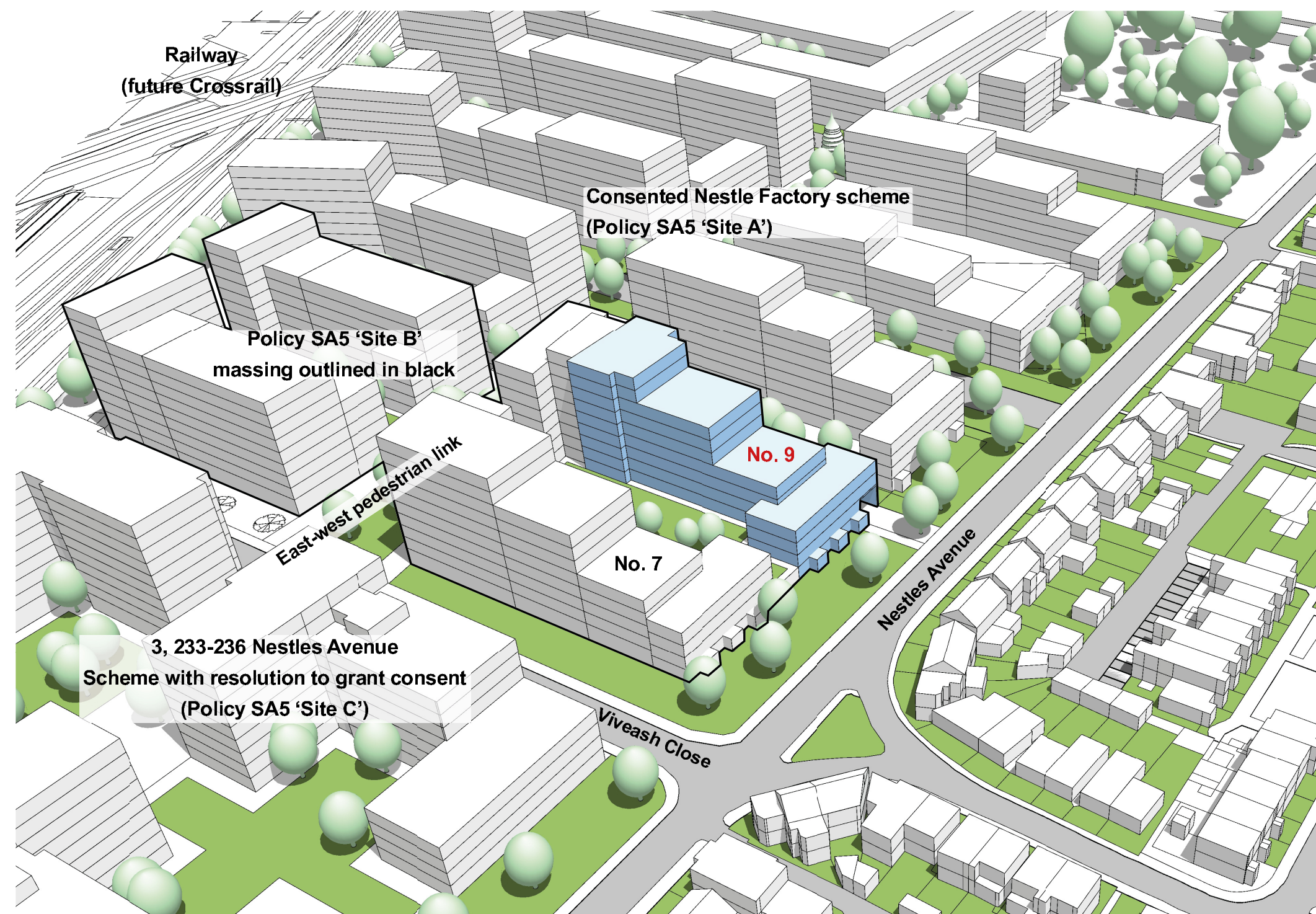


Communal roof terrace, with privacy screening to perimeter
Note: landscape screening to private terraces is not shown



View from east, with massing as consented Nestle Factory proposal to the right, and improved streetscape

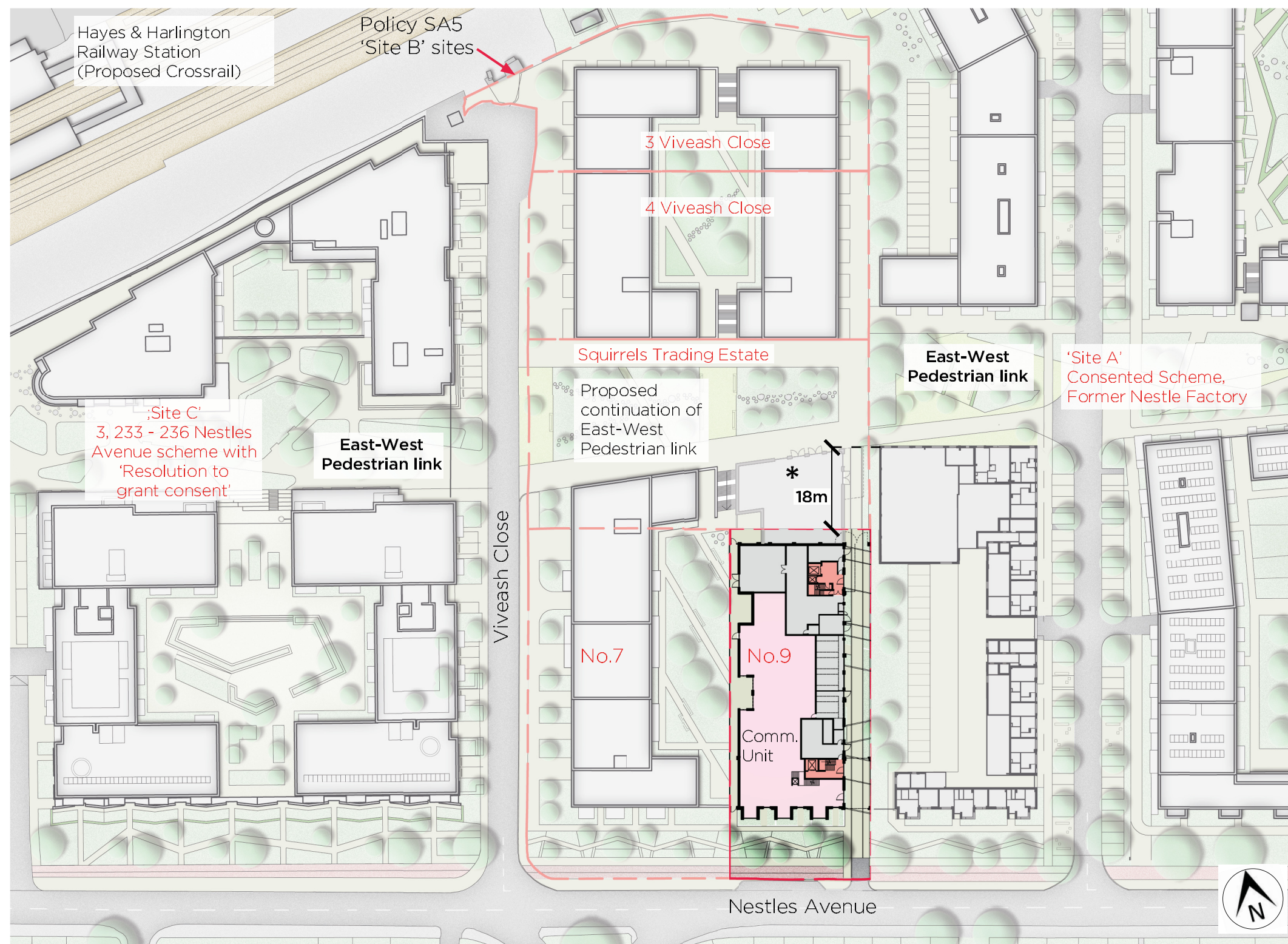
THE APPLICANT'S MASTERPLAN



Aerial view of masterplan massing model from the west, showing the proposal in blue

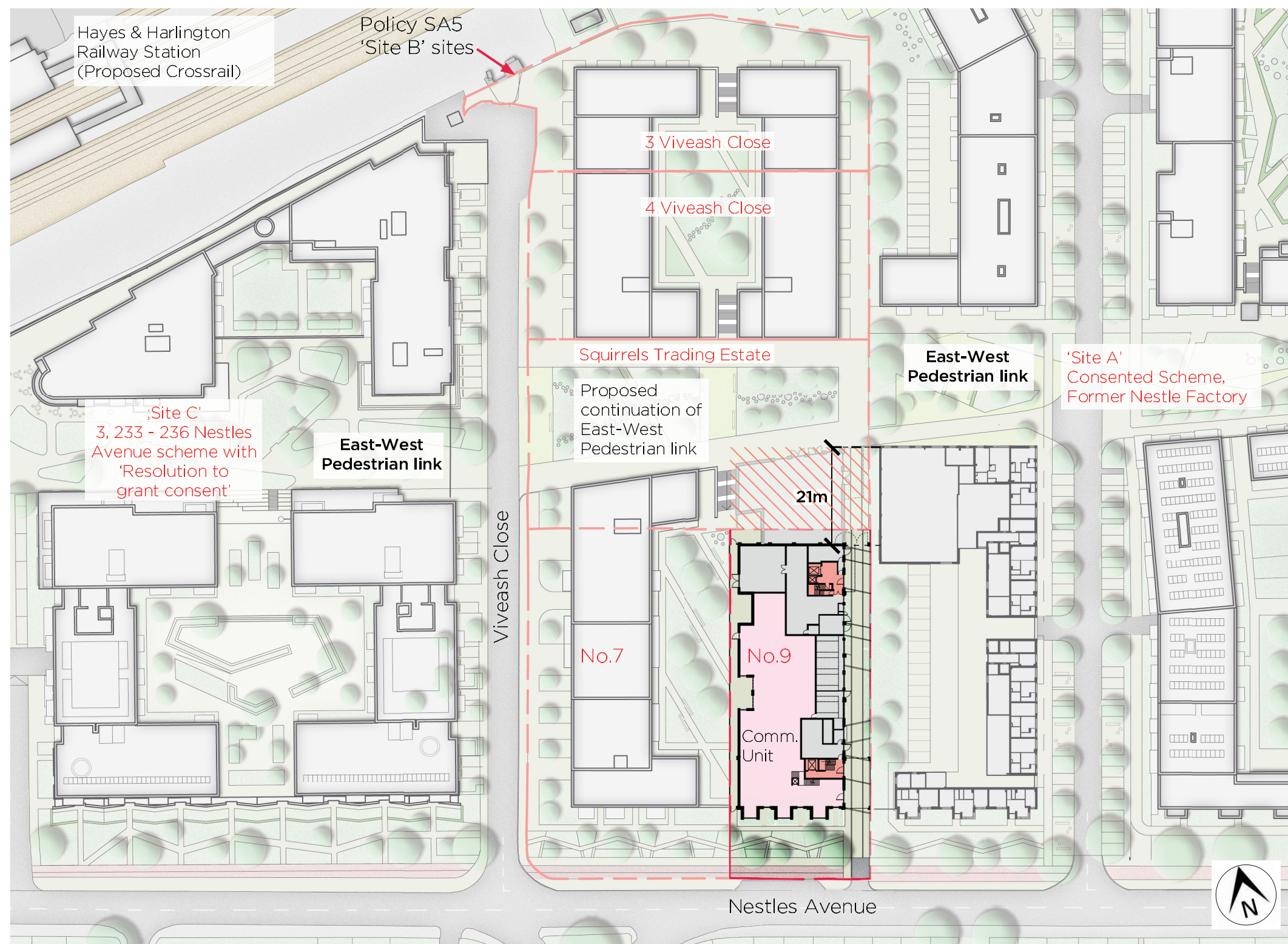
- Height and massing is in line with the emerging context, in particular the consented scheme on the adjacent Nestle Factory site
- The Applicant's Masterplan demonstrates how the proposed form of development was developed from the consented schemes either side
- The Masterplan demonstrates how other sites on Site B could be re-developed in line with the emerging context and continue the proposed east-west pedestrian route across the site

MASTERPLAN SHOWING RELATIONSHIP OF SITE TO PROPOSED EAST-WEST PEDESTRIAN LINK - PLAN 1



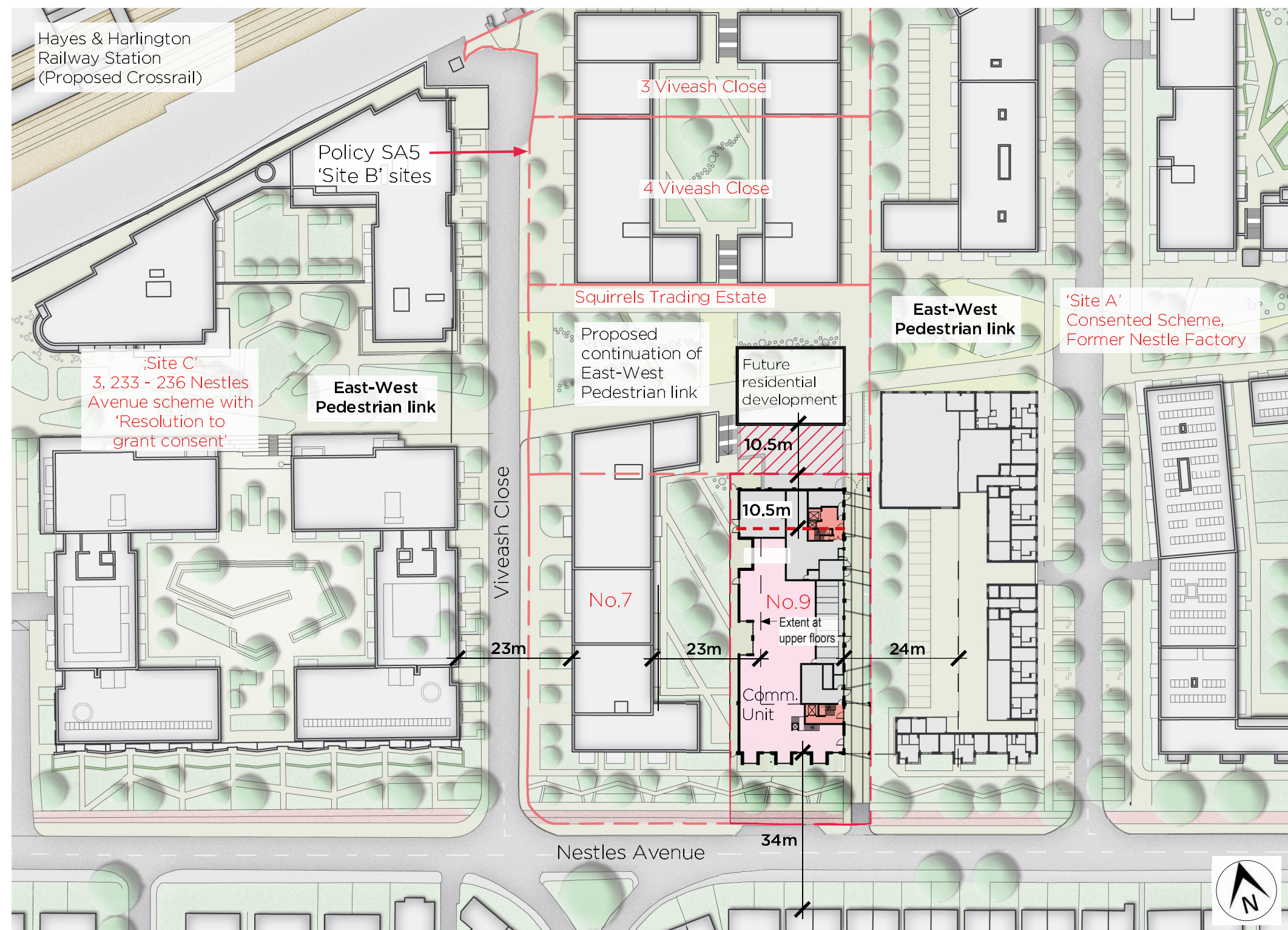
- The consented east-west pedestrian link on the adjoining former Nestles Factory site is located 18 metres away from the rear of the site, as dimensioned on this plan
- It is therefore not possible for the proposed building to directly address this route
- Instead the north facade is left windowless to enable the re-development of the adjacent Squirrels Trading Estate site to continue the building on the plot marked * up to the pedestrian link
- The plot marked * could accommodate 150 sq metres of commercial use on the ground floor and at least 27 apartments over nine upper storeys

MASTERPLAN SHOWING AREA OF SQUIRRELS SITE PREJUDICED WITHOUT A WINDOWLESS FACADE - PLAN 2



- Re-development of the adjoining Squirrels Trading Estate site would be prejudiced in the area hatched in red, if windows to habitable rooms were to be provided in the north facade, due to the policy requirement for a distance of 21 metres between windows to habitable rooms
- This would greatly reduce the financial viability of re-developing the Squirrels Trading Estate

MASTERPLAN SHOWING AREA OF SQUIRRELS SITE PREJUDICED WITH 10.5 METRE SETBACK - PLAN 3



- Re-development of the adjoining Squirrels Trading Estate site would be prejudiced in the area hatched in red, if windows to habitable rooms were to be provided in the north facade and the building was to be set back 10.5 metres from the site boundary, in order to meet the policy requirement for a distance of 21 metres between windows to habitable rooms
- This would push a future re-development on the Squirrels site on to the alignment of the proposed east-west pedestrian link
- Building separation distances exceeding the minimum 21 metre requirement are provided to neighbouring sites in the Applicant's masterplan, as dimensioned on this plan