

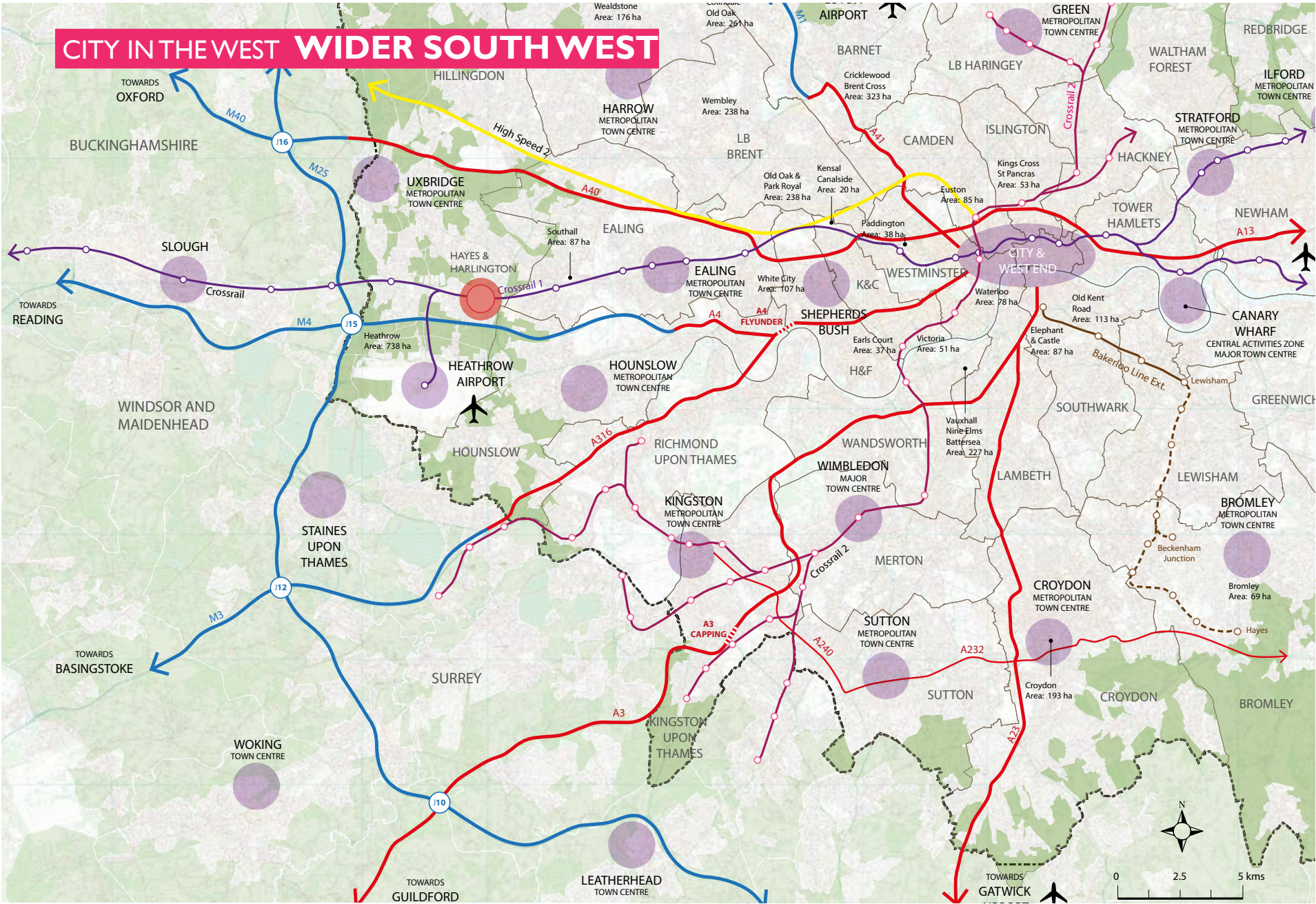
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2.1 Wider Context

The London Borough of Hillingdon is an outer London Borough sitting 14 miles to the west of the centre of the capital and includes Heathrow Airport within its extents. A series of transport spokes radiate from the centre of London and Hayes relates to the M4 to the south and Uxbridge Road to the north. Its railway station Hayes and Harlington connects to Paddington Mainline station east and facilitates access to Reading and the West country.

The Grand Union Canal unifies at Hayes before splitting in each direction into different branches of waterways. The borough has nearly 5,000 hectares of protected Green Belt and whilst this is less prevalent in the south of the borough, Hayes benefits from a trio of Country Parks (Minet, Lake Farm and Cranford) that triangulate the site.



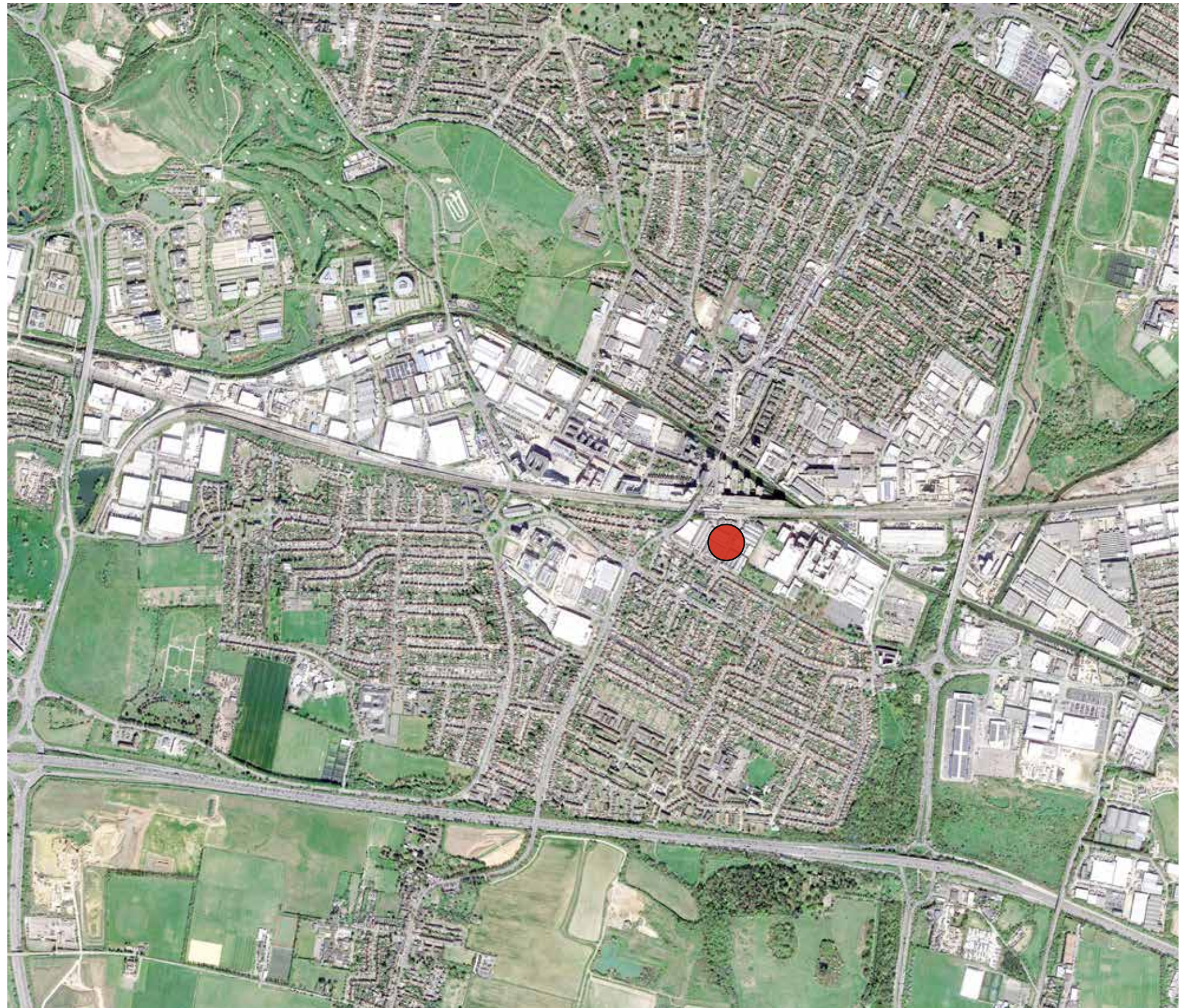
Extract from GLA document



Borough extent with site location (marked in red)

2.2 Hayes Context

The site sits within a swathe of industrial use that coincides with the meeting of the railway line and canal and is served by the A312 and Station Road that in turn connects the High Streets of Harlington and Hayes. Residential neighbourhoods sprawl further to the north and south and these are extending together gradually reducing the industrial lands.



2.3 Immediate Context

The site owned by Buccleuch and subject to the proposals set out in this report, is bound by Nestles Avenue to the south, Network Rail's station parking to the north, a private boundary with Access Self Storage to its western edge and Viveash Close to the east.

The site relates to some significantly different settings. Nestles Avenue, in the order of 800m long, has a dual personality with housing to its southern edge and industrial uses to the north. The majority of its length provided the frontage to the now former Nestles factory an example of the early twentieth century concept of 'the Factory in the Garden'. The residential properties along its length all have tiled roofs and front gardens with drives but the properties to the east have single storey porches and extensions whilst to the west these are two storeys that are organised symmetrically to form undulating bays along the street. The residential neighbourhoods beyond are from a similar era and are 'suburban' in nature with crescents, cul-de-sac and closes characterising their layout.

Viveash Close and the buildings to the west are fairly typical of industrial estates in the capital, with hardstanding areas and access to buildings being dominated by vehicular movements and parking. On street parking is uncontrolled and vehicular movements increase at commuting times as the road provides access to the station car park at its northern end. The buildings and their layouts vary with the newer grouped sheds of the Squirrels Trading Estate, the re-clad 30's buildings to the north and the brick buildings to the south of which part is thought to be used as an unofficial college.

To the west, Nestles Avenue culminates in the single storey children's centre to the south and the blue fronted Access Self Storage Centre. Station Road has already started to rise at this point to bridge the railway line and this leads to a difficult arrangement with the blanked fronted storage facility. The crest coincides with the entrance to the station and there is a steep set of steps that provides access from the station car park below. The road continues northwards to connect

with the High Street and the residential neighbourhoods organised around Coldharbour Lane. The environment and character of the area immediately north of the railway line has been recently changed by the construction and associated public realm works of High Point Village a residential-led mixed use scheme delivering 576 residential units, including aparthotel and serviced apartments that overlook the railway line and the canal to the north. Up to ten storeys in height the accommodation is organised in a block parallel to the platforms and then four finger blocks organised in a north/south orientation to minimise overshadowing of the canal.



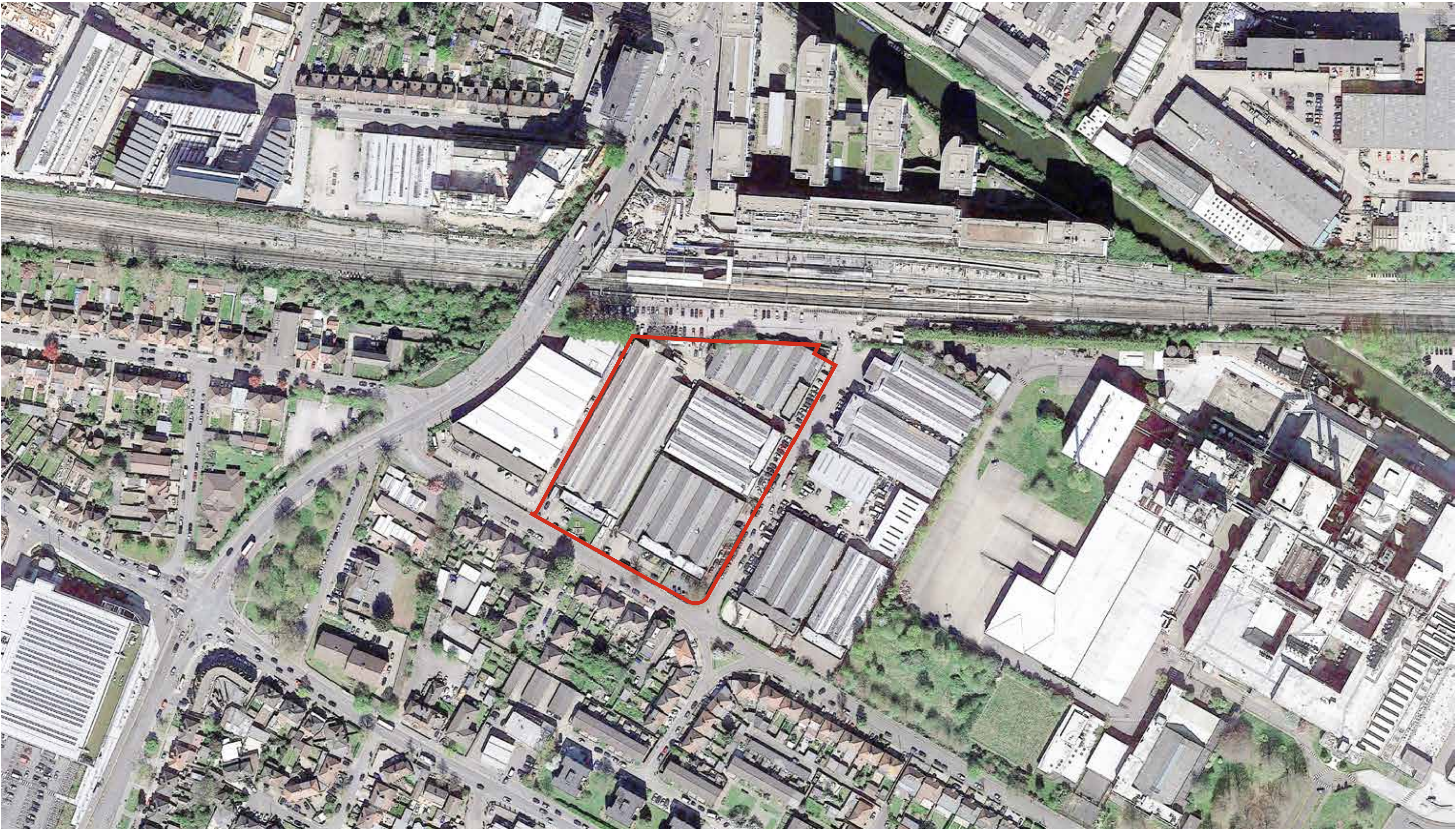
Access Self Storage



Viveash Close



High Point Village



2.4 Site Today

Currently a series of industrial buildings cover 73% of the red-line footprint and there are no public rights of way across the site. The site measures 1.5 hectares, is relatively flat and measures at its maximum 105 metres by 165 metres. The existing buildings typically consist of brick fronted two storey cellular space with large span multiple pitch enclosures behind and sit back from the street. The brick buildings have references to the art deco period with their horizontal arrangement of windows and marked entrances with porthole windows and vertical references but have little architectural merit. The buildings on Nestles Avenue adhere to a common street edge alignment and this generosity of space allows for a series of forecourts primarily used for parking or storage related to the businesses beyond. On Viveash Close the set back is less but facilitates end on parking, whilst the buildings turn their backs on the remaining two frontages.



Frontages of buildings facing Viveash Close



View of the site from corner of Viveash Close and Nestles Avenue



View from Station Road bridge with site on the right beyond the car parking and blue building



View of site from Network Rail car park



View of fenced boundary of the site with Nestles Avenue in the background



View of site with neighbouring access storage site

2.5 Grain & Scale

A clear juxtaposition exists between the large footprints of the industrial sheds and the smaller granular semi-detached housing of the early twentieth century. The former sit on large tracts of private space inaccessible to the public, turning their back on their neighbours and privatising access in this instance to the canal and the station.

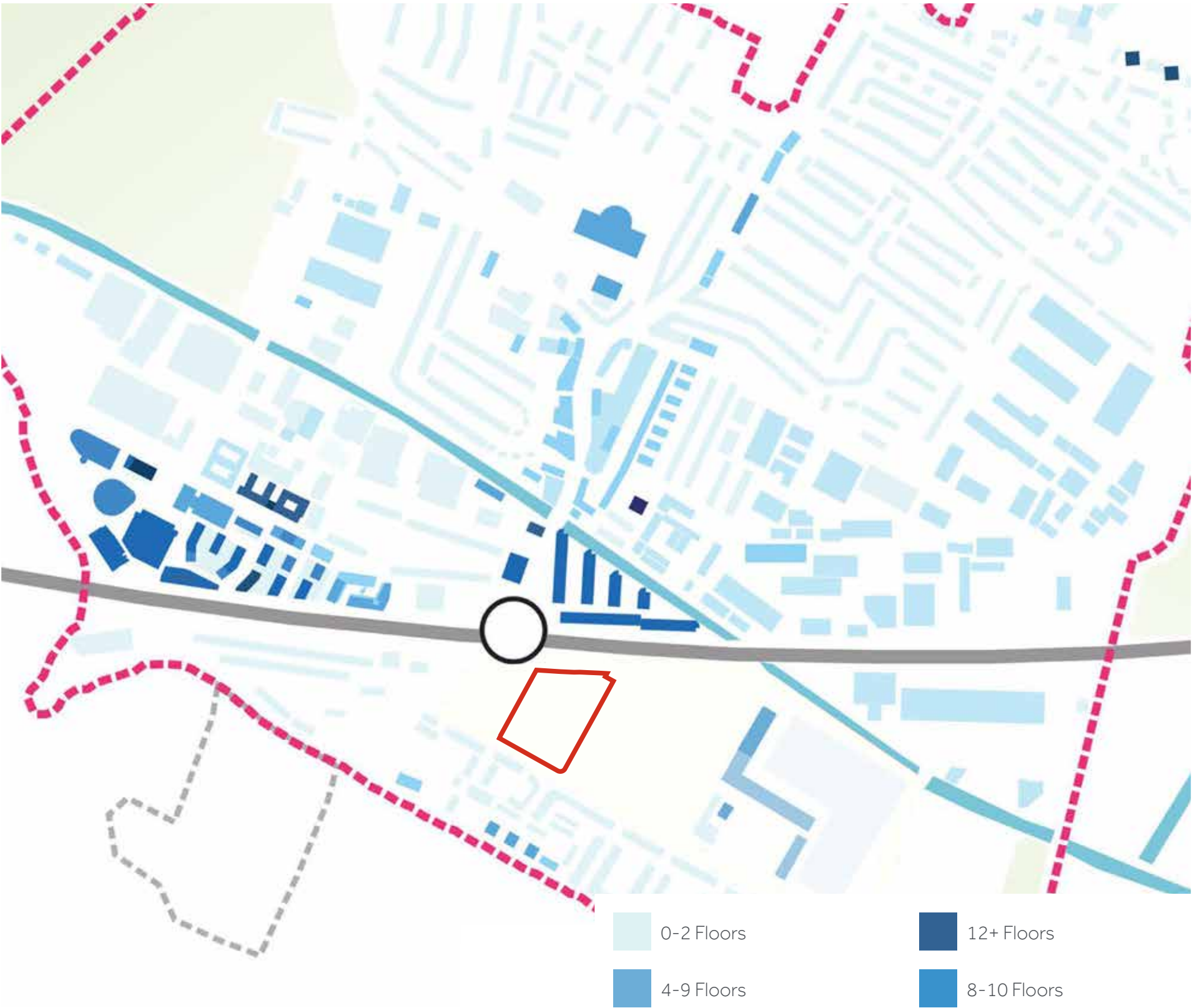
New mixed-use developments (Vinyl Factory and High Point Village) are beginning to bridge the gap with courtyard and finger block typologies based on double loaded residential arrangements and a opening up routes to connect hard and soft public realm.



The swathe of industrial land located adjacent to granular semi detached housing neighbourhoods

2.6 Height & Constraints

As expected, taller buildings are concentrated nearer to the station and along the primary routes through the town. Apart from townscape considerations, the maximum height of new buildings is controlled by the site's proximity to Heathrow Airport. A horizontal plane (known as the inner horizontal surface) is created above the aerodrome and its vicinity to ensure that obstacles are not introduced that would compromise the safe manoeuvring of planes. This is set at +67.93m AOD and equates typically to an eleven storey residential building. The proposals for the site adhere to this constraint.



Excerpt from GLA document showing neighbouring building heights

2.7 Townscape Character

A series of Townscape Character Areas have been defined for the site and its surrounding area. Further details of these can be found in the Townscape Assessment, however a summary is provided below to support the setting of the proposals and relates to the diagram opposite.

TCA1 Industrial/ business (Site lies wholly within):

This character area is generally utilitarian with practicality and security tending to be the primary concerns in the design of built form and public realm. Development has occurred in a piecemeal manner, although some buildings and sites have a long-standing history of industrial use. Despite the utilitarian industrial aesthetic, some notable listed factory buildings exist such as Benlow Works former orchestrelle factory and Enterprise House former gramophone factory. Similarly, the area also features two Conservation Areas covering exclusively industrial aspects at the former Nestle's and EMI sites, although both areas are noted by Historic England as being in "very bad" condition. The listed buildings and Conservation Areas have an important role in characterising the area's industrial history. This character area also includes some areas of Green Belt.

TCA2 New high rise:

This relatively small TCA is defined by new residential or mixed-use development which has replaced former industrial sites. The proximity to Hayes & Harlington train station (and the forthcoming Crossrail development) has driven enormous change in very recent years and areas which would once have belonged to TCA1 have become defined by distinctly new characteristics.

TCA3 Residential and tertiary centre:

This character area is defined by the predominantly residential area at the southern extent of Hayes, between the mainline railway and the M4 motorway. The area comprises a variety of Victorian, interwar and post war residential development which is predominantly low rise, and some small local retail amenities.

TCA4 Residential and secondary centre:

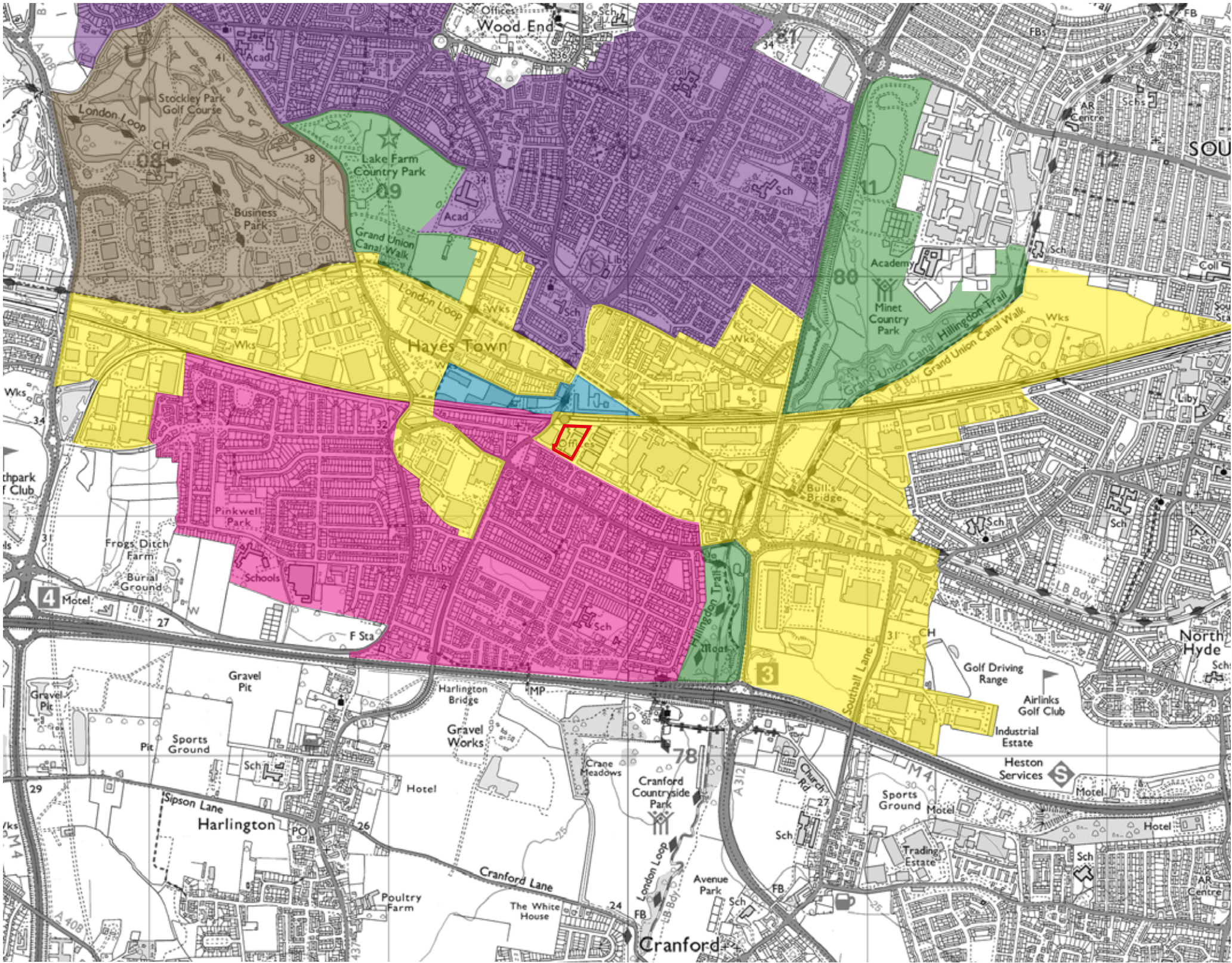
This area is characterised by predominantly residential development in a large swathe south of Uxbridge Road (A4020). The area comprises residential development from a variety of eras with much of it being interwar 'Metroland' style or Garden City type layouts where building styles are generally in unified groups or otherwise used in a repeated pattern.

TCA5 Country Park:

The wider environment surrounding the Site includes fragments of green space designated as Green Belt. These spaces are in stark contrast to the industry and densely developed residential areas. Lake Farm Country Park, Minet Country Park and Cranford Countryside Park include some relatively unspoilt green space despite also being bordered by development and industry and containing some urbanising elements such as a BMX track and cycling circuit.

TCA6 Business campus:

This area is characterised as a relatively self-contained environment of medium and large scale buildings serving business uses set amongst a well vegetated, albeit highly contrived, landscape.



Townscape Characters; an extract from the Townscape & Visual Impact Assessment (TVIA)

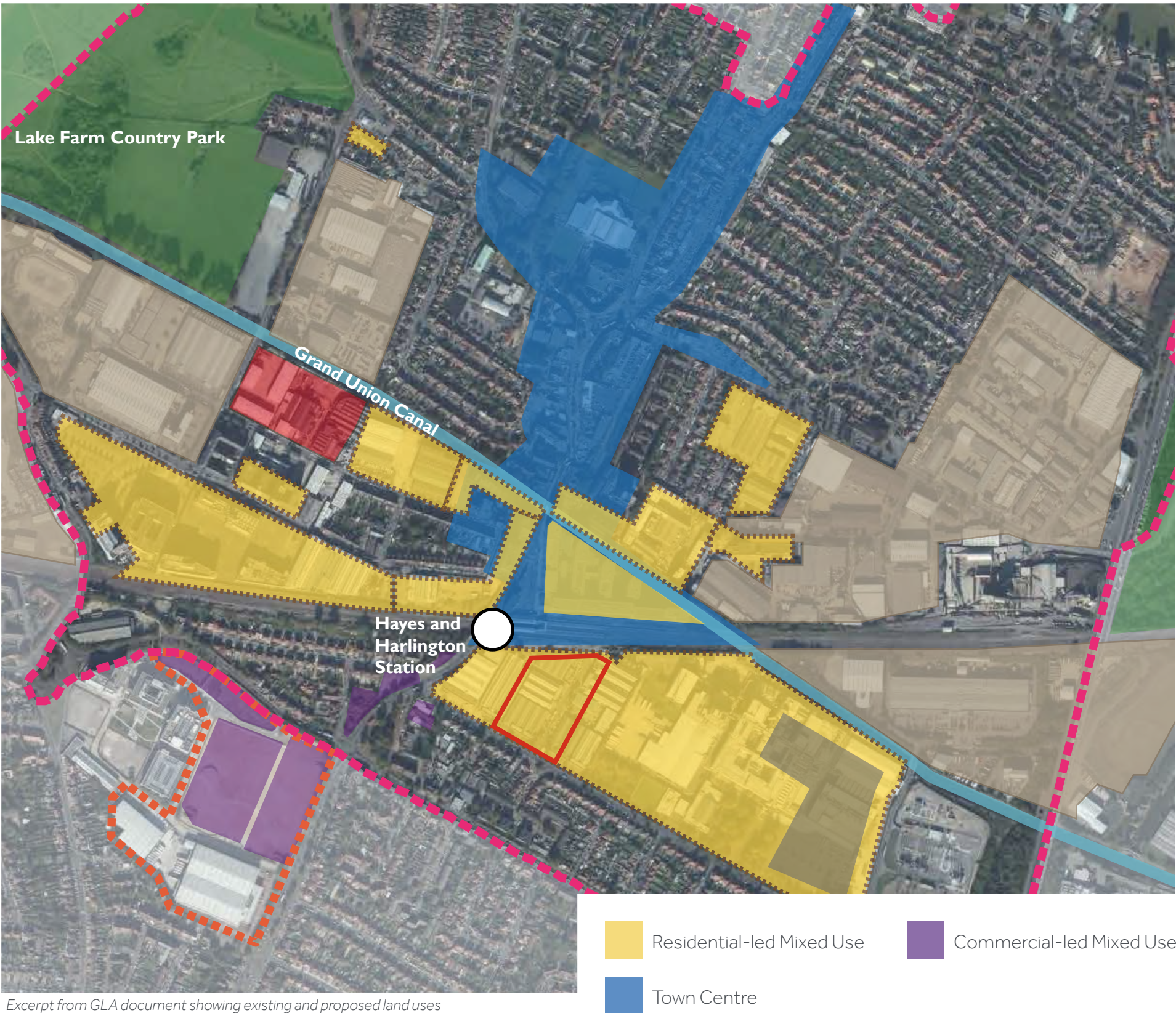
- TCA1 Industrial / Business
- TCA2 New High Rise
- TCA3 Residential and Tertiary Centre
- TCA4 Residential and Secondary Centre
- TCA5 Country Park
- TCA6 Business Campus

2.8 Land Use

Land-use designation has been traditionally distinct in the area around Hayes and Harlington station. Large amounts of industrial land has gathered around the canal and railway whilst new retail in close proximity of the station adopts an out of town form occupying stand alone plots with dedicated at grade parking.

A number of new developments are coming forward that adopt an integrated approach to land-use, promoting a mix of uses that better integrate with the town centre, better relate to their neighbours and create a more complex and sustainable pattern of land-uses.

The proposals for the site adopt this approach delivering significant amounts of new housing but supporting this with small neighbourhood based convenience retail, café use and a series of business studios.

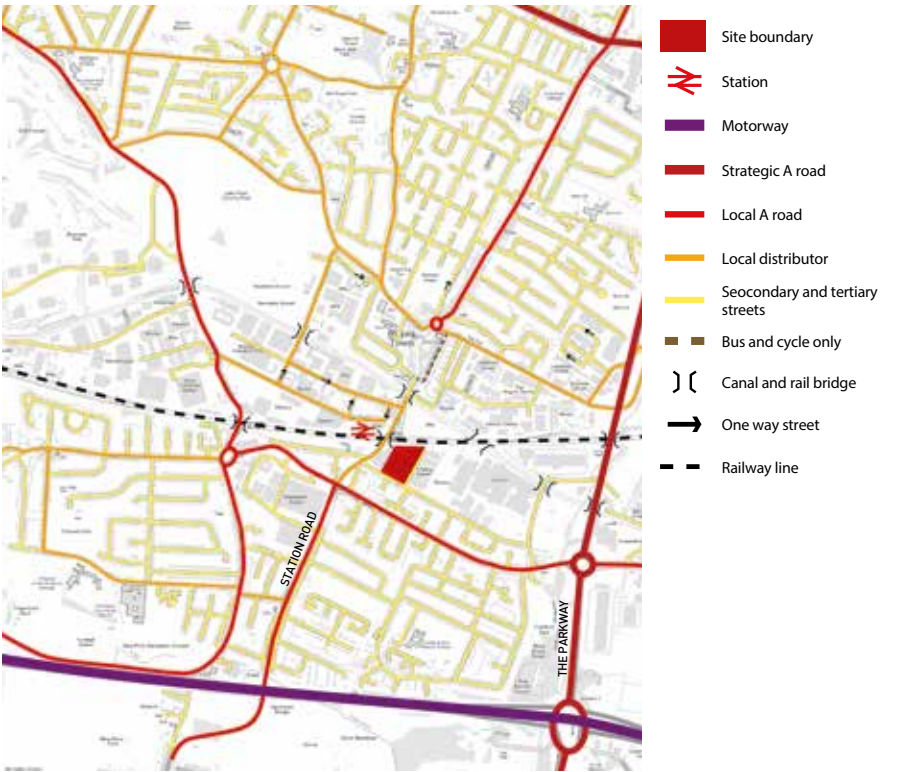


2.9 Public Transport

The site has a PTAL level of 5 and is located with excellent proximity to national rail (and future Crossrail services) and bus services. Station Road forms a key public transport corridor, with bus stops located adjacent to the Hayes and Harlington Station forming a key transport interchange, and another set of stops either side of the bridge across the Grand Union Canal.

There are regular rail services (six per hour throughout the day) to London Paddington, via Southall, Ealing and Hanwell. From there, further destinations are available countrywide and within London. It is a twelve minute journey to all of Heathrow Airport's terminals (via Heathrow Connect) with two services per hour at any time of the day/ week. Outside of London, there are services to Oxford, Reading and Banbury, all of which serve numerous other towns in the wider region.

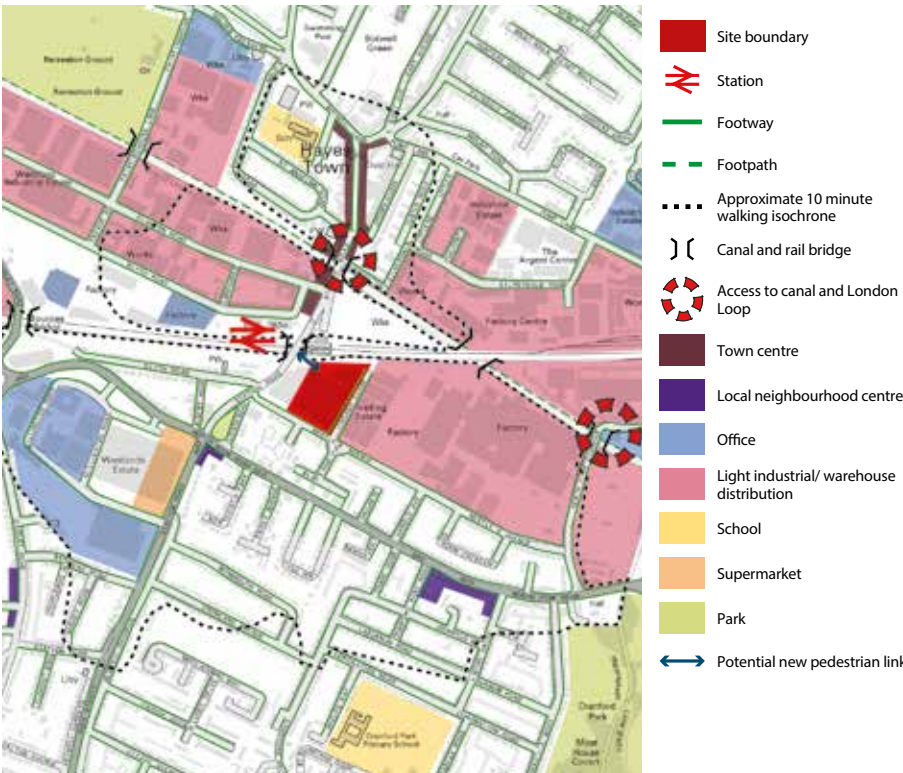
There are eight regular services running in the vicinity of the site. Five bus services (90, 140, H98, 195, U4, 350,E6, U5) provide access to Hounslow, Feltham and Heathrow to the south, Uxbridge in the north west and Brentford and White City (Westfield) to the east. Currently services are regular throughout the day, with a minimum average frequency of 8 buses per hour and frequencies in the range of five to 8 buses per hour; combined the site is served by 48 buses per hour.



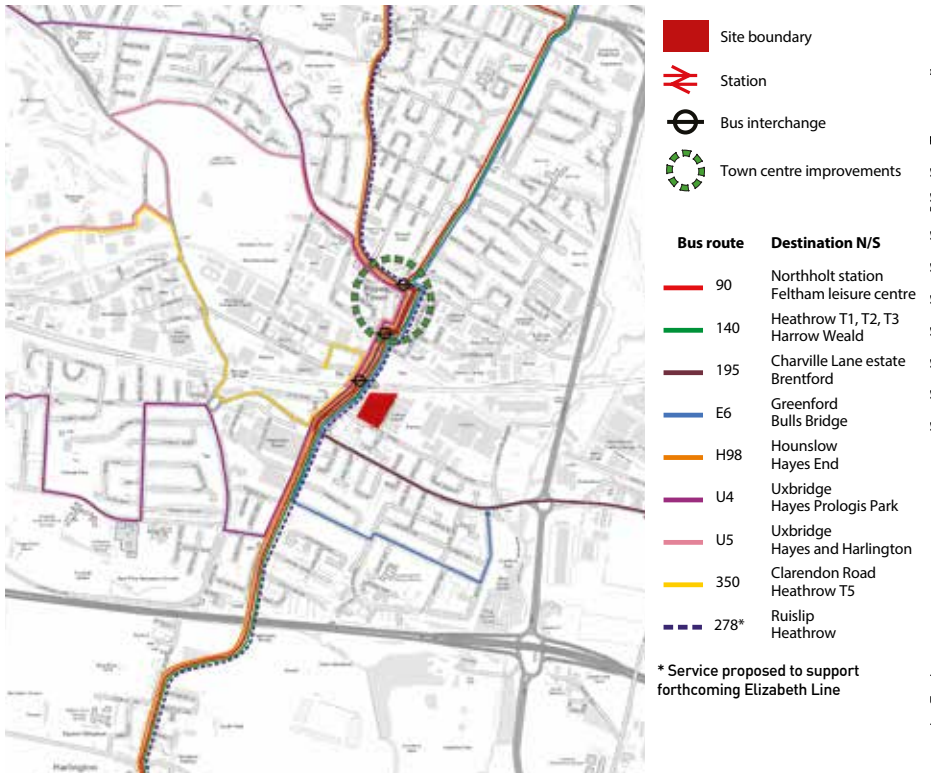
Strategic and local road network



Cycle routes



Pedestrian movement



Bus routes

2.10 Access Storage Relationship

The boundary between the ownership of Buccleuch Property and the neighbouring Access Storage site is defined by the most western external wall of the largest industrial shed currently located on the site. The owners of the Access Storage site would like to redevelop their site therefore the design team has developed an approach for how buildings may relate to this boundary and an agreement formed between the landowners. A 21m offset is desired between buildings and therefore it has been agreed that buildings on each site should pull back 10.5m from the red-line boundary to ensure this is provided. It has been assumed by Buccleuch that their development will progress first and therefore an access road will be provided on site that allows access to the Buccleuch development but also in turn to new buildings on the Access Storage site. The design teams of both landowners have met on a number of occasions to ensure that development scenarios are joined up.



The current relationship between land holdings



Building alignment agreement

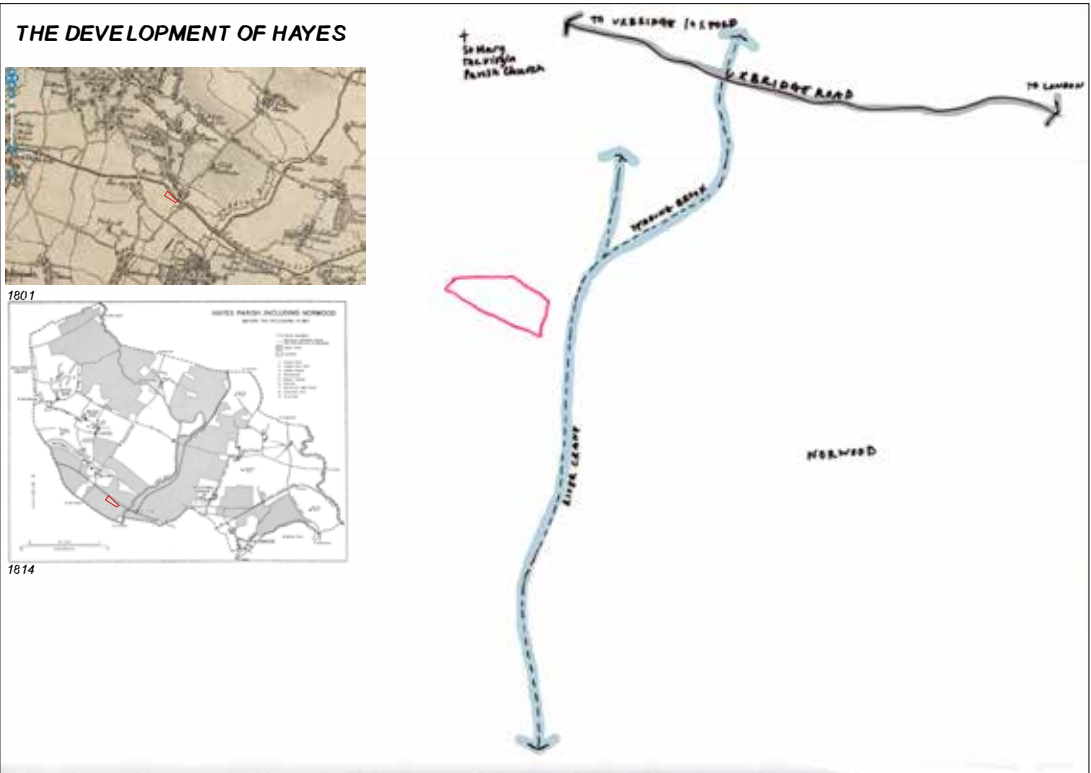
2.11 Historic Development of Hayes

Hayes development is unique and has been stimulated by a number of natural features and man-made interventions that have shaped the its form and interrelationship with central London and the wider country.

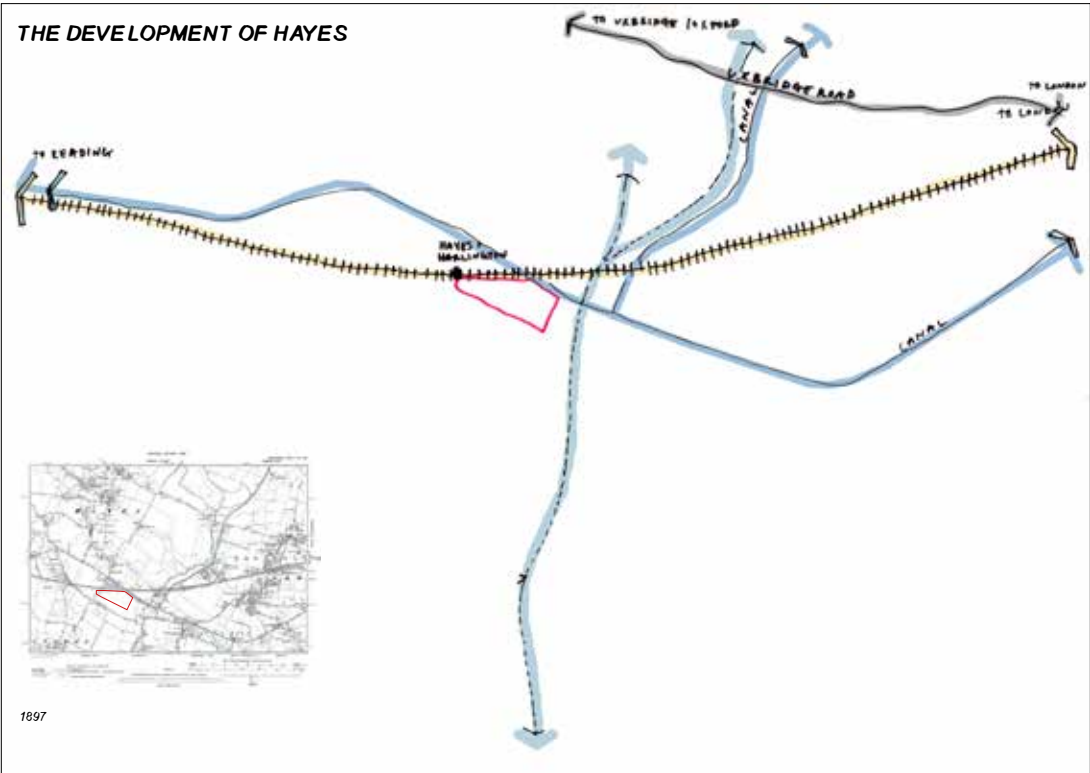
A series of maps are shown on this page and the key stages are summarised in the diagrams opposite and commentary below:

1. Before the 18th Century Hayes was a rural area, with the land used for agriculture. The area of Hayes was defined to the east by Yeading Brook, a tributary of the River Crane. The Uxbridge Road bounded Hayes to the north. The southern and western boundaries ran from Ickenham to Bulls Bridge and the area known as Hayes today was made up of originally five separate villages: Botwell, Hayes Town, Hayes End, Wood End and Yeading.
2. The canal was constructed in 1796, which connected Hayes to London and Birmingham. The opening of the canal stimulated the exploitation of brickearth deposits in the area, with bulk transport facilities establishing along the canal.
3. The Great Western trainline was completed in 1838, connecting London to the West of England, however the station at Hayes did not open until 1864. The arrival did not have an immediate impact on industry, as the first large factories were not established until the early twentieth century
4. Industries began to establish themselves in Hayes at the start of the twentieth century, attracted by the transport links. The first major factory opened in 1901, and was the British Electric Transformer Co. Other notable companies that operated in the area include: Nestle, EMI, Kraft Foods, Walls and Fairey Aviation. Fairey Aviation moved on to larger premises to the south of Hayes, as they developed the Great West Aerodrome, which went on to become Heathrow Airport.

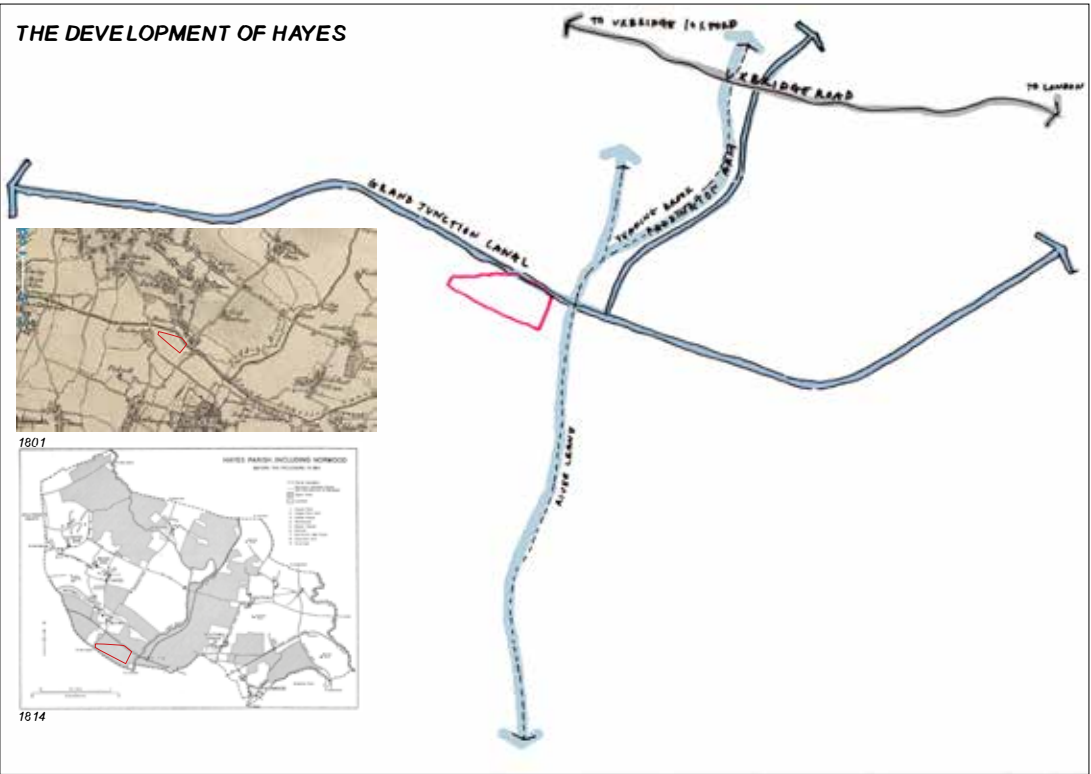
Heathrow Airport opened for commercial operations in 1946 and has become a huge employer for the area of Hayes as other industry has moved away.



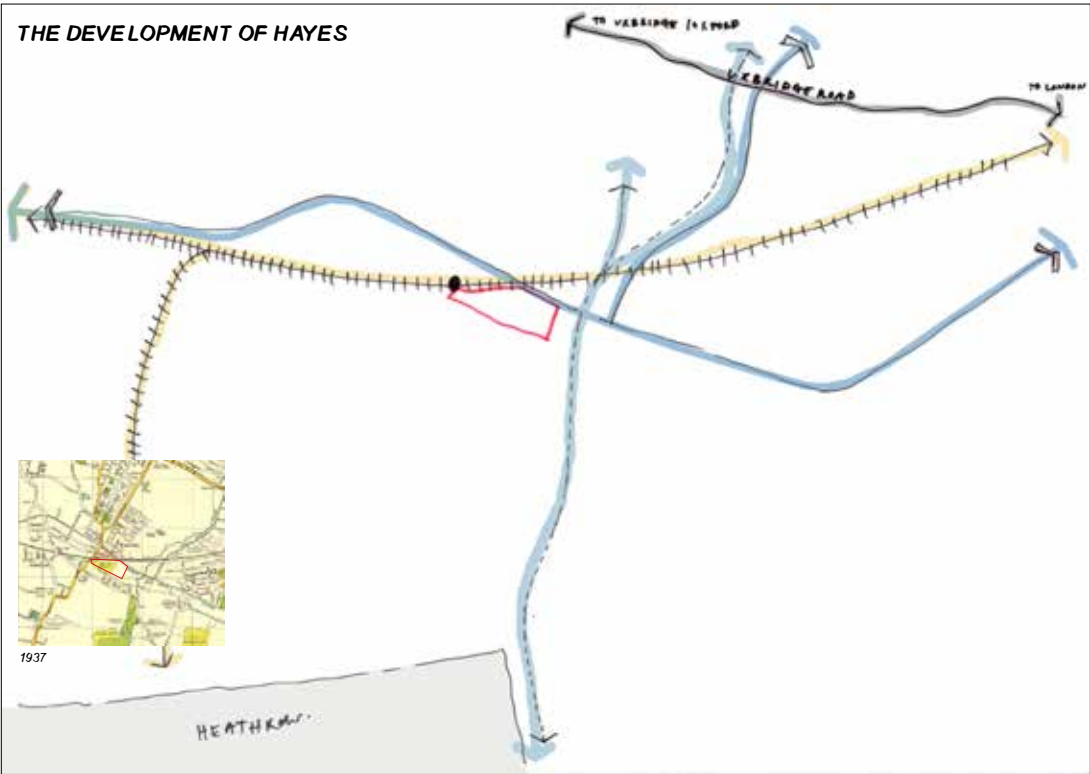
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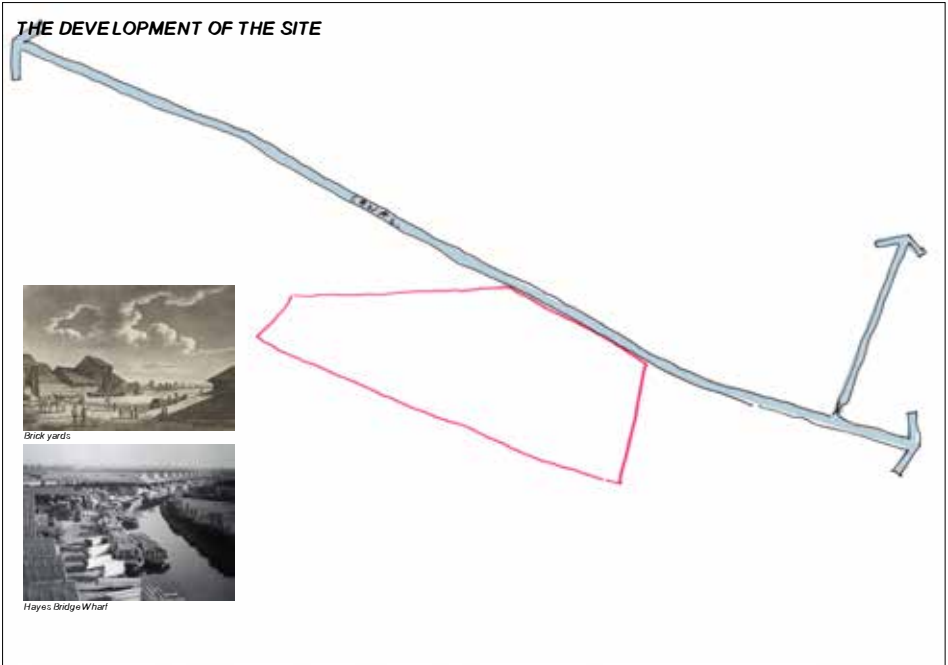
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2.12 Site Historic Context

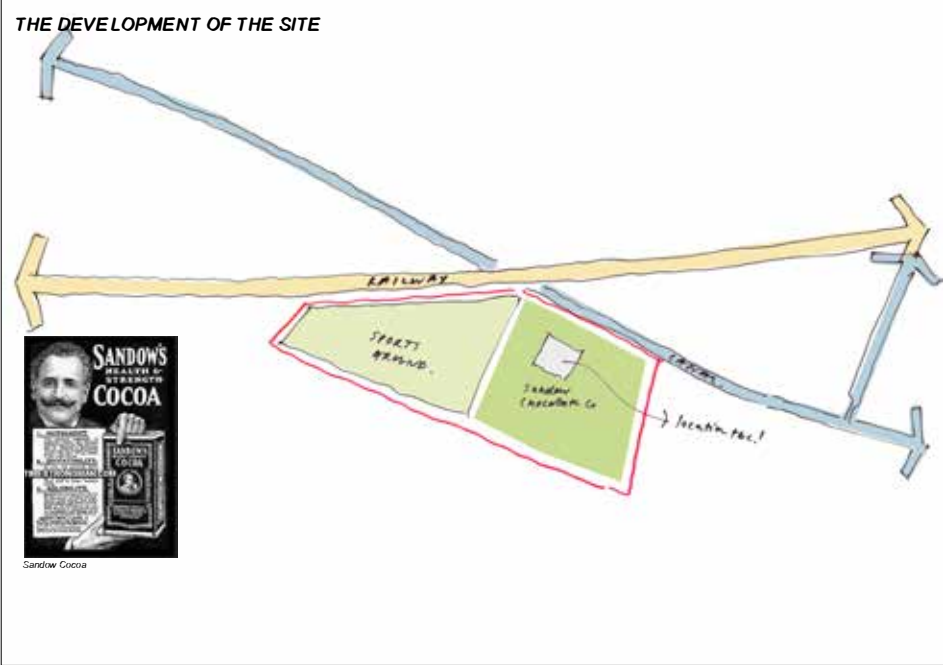
The site's history and its setting today needs to be understood in the context of the broader development of the land south of the railway. Its evolution has been linked with the industrial land to the east and the development and change of use today continues to be so.

The key stages of development for the land south of the railway bound by Nestles Avenue is summarised in the diagrams opposite and the commentary below:

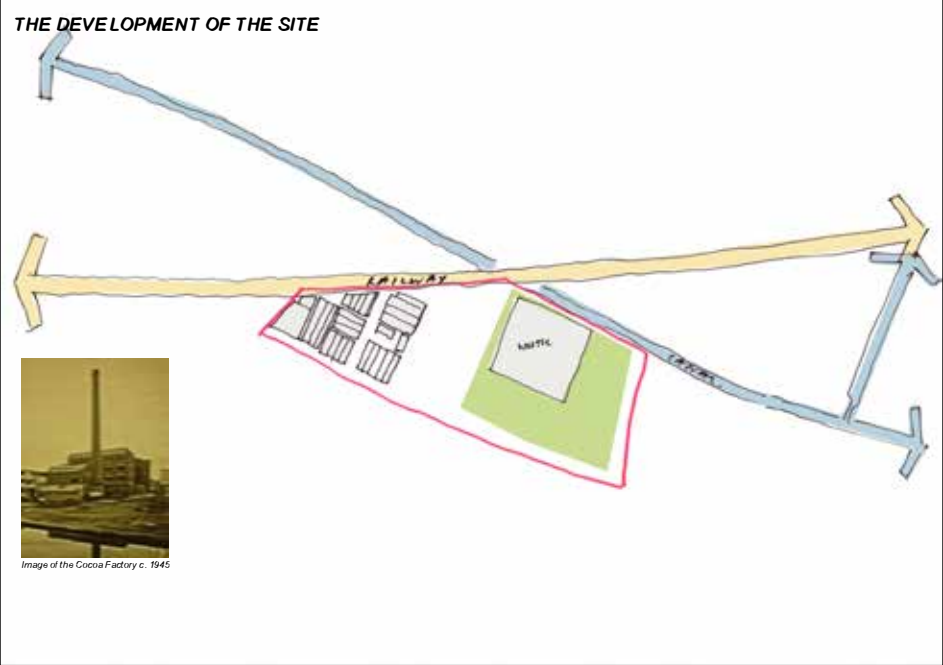
1. Up to 20th Century the site was open fields. The development of the canal triggered the start of the brick-making industry in the area.
2. In 1912 Sandow Chocolate Factory was opened on the site by Eugene Sandow (a famous German Bodybuilder). The location was chosen for the transport connections. Little information is available on this development, but it was a Georgian house standing in landscaped grounds and orchards. By 1916 the company went into liquidation - believed to be due to Sandow's being classified as an enemy due to his German nationality at the outbreak of the War. The western half of the complex, including Buccleuch's site was taken up by sports grounds.
3. In 1916 Hayes Cocoa Company purchase the site, and extended the original building. It was built using the Truscon system that developed from the American 'Kahn Daylight System' which leaves a concrete exposed structure with glass infills in the external walls. Much of the surrounding landscape was retained and the site remained as a sports ground.
4. In 1929 Nestle buy out Hayes Cocoa Co. Chocolate and instant coffee are developed at the factory. To the west, including the site, the land is developed to support industrial use.
5. In 1949 the factory is extensively remodelled by Nestle, adding a west facing entrance front. Key parts of the original factory were retained including the entrance, the gate posts and gate lodge, the driveway. The factory continued to be developed over the years, but still in open grounds – supporting a healthy working environment for the workers.



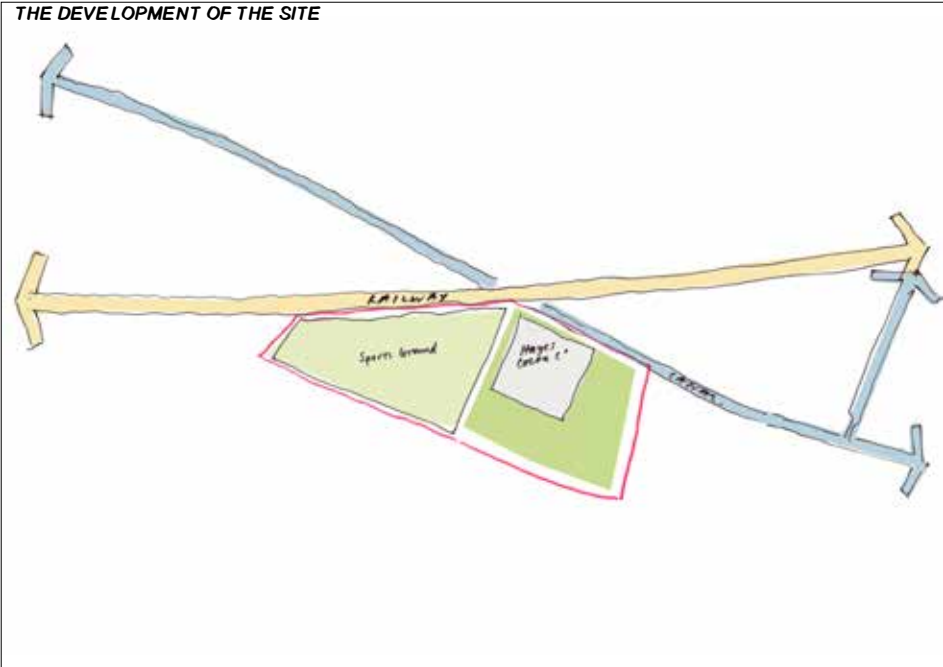
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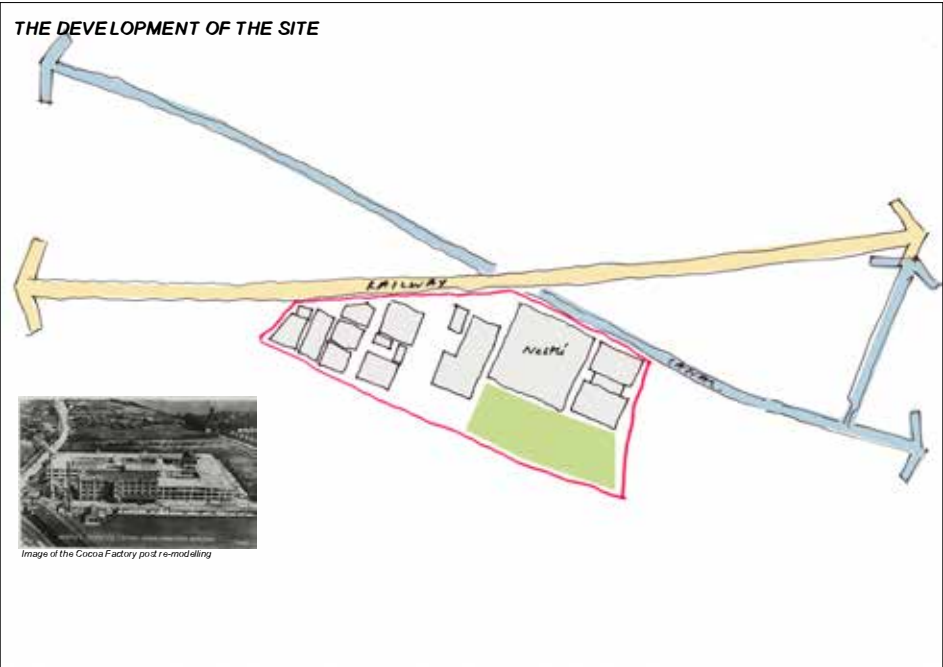
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2.13 Conservation Areas & Listed Buildings

The unique period of growth and development in the early twentieth century has shaped the character of the town's townscape and its legacy is secured with the designation of a number of conservation areas. The three most local to the site are: Nestles Conservation Area (Botwell), Bull Bridge Conservation Area and Thorn EMI Conservation Area (Botwell).

There are a number of Grade II Listed and locally Listed buildings in the surrounding context. Those closest to the site are of the lesser criteria and include Hayes and Harlington Station, the Nestles Works and its associated canteen, lodge and railings.



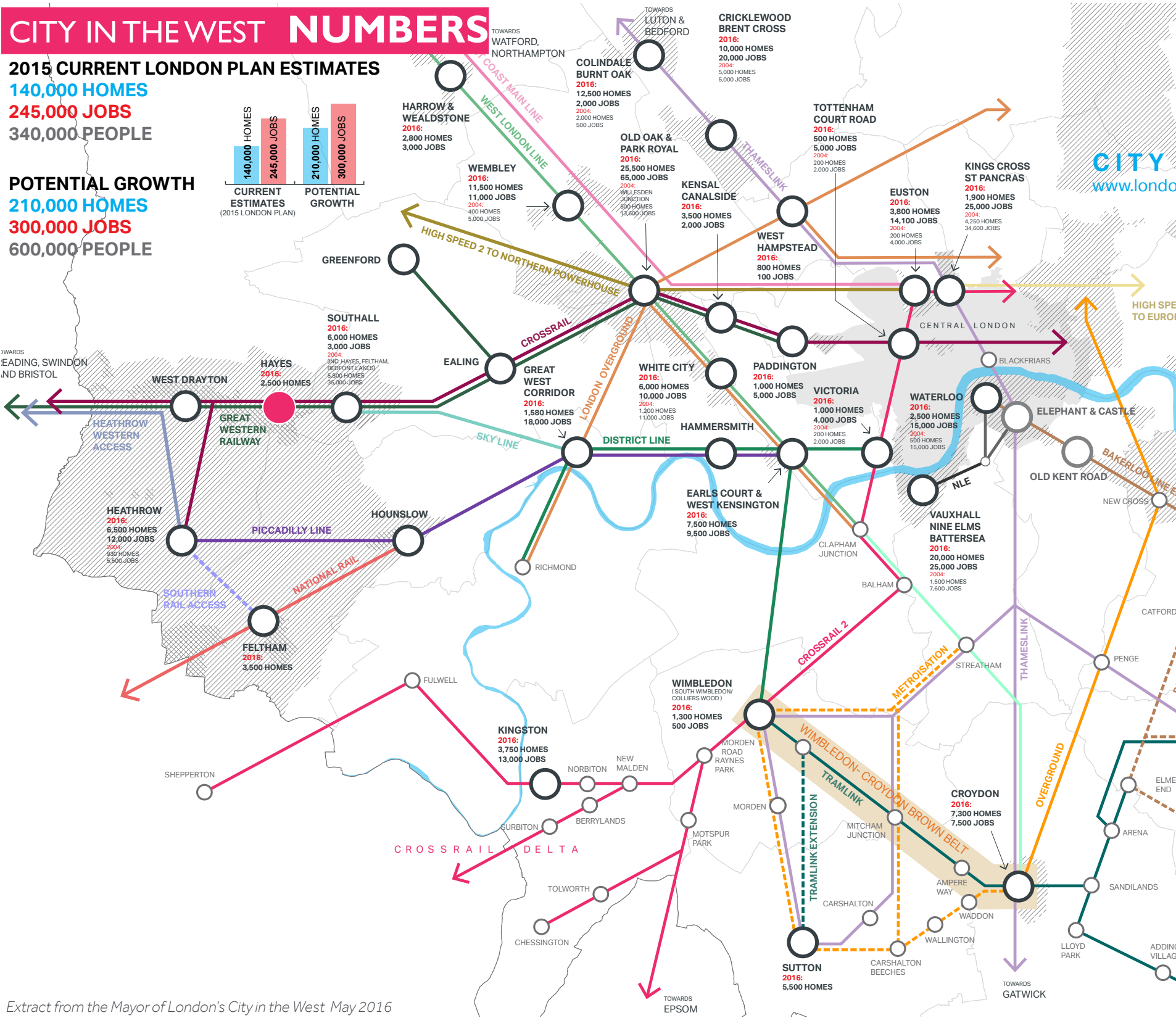
Listed Buildings in the context of developable land south of Hayes and Harlington Station



Conservation Areas in the context of developable land south of Hayes and Harlington Station

2.14 Planning for Change

London's population is growing and it is expected to top 10million people by 2030. The Mayor of London has placed the delivery of housing and jobs at the top of his agenda actively looking for the right places to support new provisions and deliver 'Good Growth'. The diagram opposite, compiled by the GLA looks at the 'City in the West' and sets targets for housing and employment based around connectivity and public transport access. Crossrail (moving east/ west), in its latter stages of delivery and Crossrail 2 (moving north/ south) are seen as critical in facilitating these aspirations and Hayes with its new Crossrail station is seen as being well positioned to support growth.



Extract from the Mayor of London's City in the West May 2016