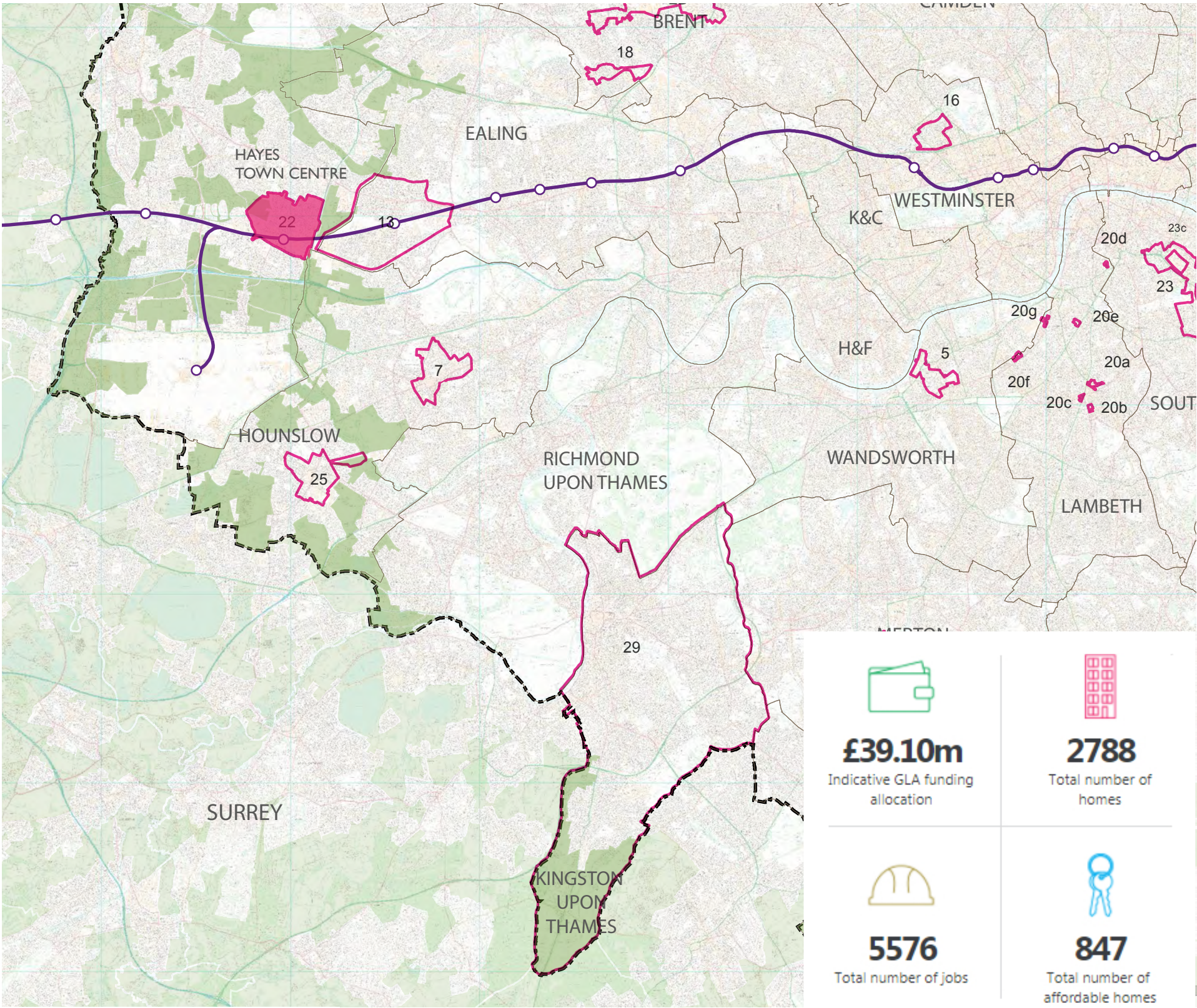


2.15 Housing Zone Allocation

As part of the Mayor's plans for growth he has set forward plans for the development of a number of Housing Zones in partnership with London boroughs. The zones are supported by a range of planning and financial measures to help ensure housing is delivered.

Hayes Town centre is identified as one such zone with GLA funding identified and a target of 2788 new homes across an area of 238 hectares. The proposals set out in this report sits within the Housing Zone boundary.



Extract from GLA document locating housing zones

2.16 A Changing Context

The lands around Hayes and Harlington station are undergoing significant change. In the last ten years the industrial areas organised along the canals and railways have been re-imagined and this process is accelerating today. Historically the canal and railway have proved the lifeblood of the industries that neighboured them but the inward looking 'backlands' are now providing the opportunities for new apartment living in the centre, creating schemes that are outward looking and positively addressing the waterway and railways. This must be balanced with the creation of new jobs and many of the built and proposed schemes are mixed-use to address this need and creating vibrant 24-hour parts of the town centre.

The diagram opposite has been compiled by the GLA and documents a number of schemes recently delivered or in the planning process in the context of the land south of Hayes and Harlington station. As depicted, these result in an intensification of use of their respective sites and often an increase in scale of buildings. It is therefore clear that collectively there is a change of townscape and the challenge for each design team is to integrate their proposals with both the new and existing context and mitigate the impact of the adjacent residential neighbourhoods.



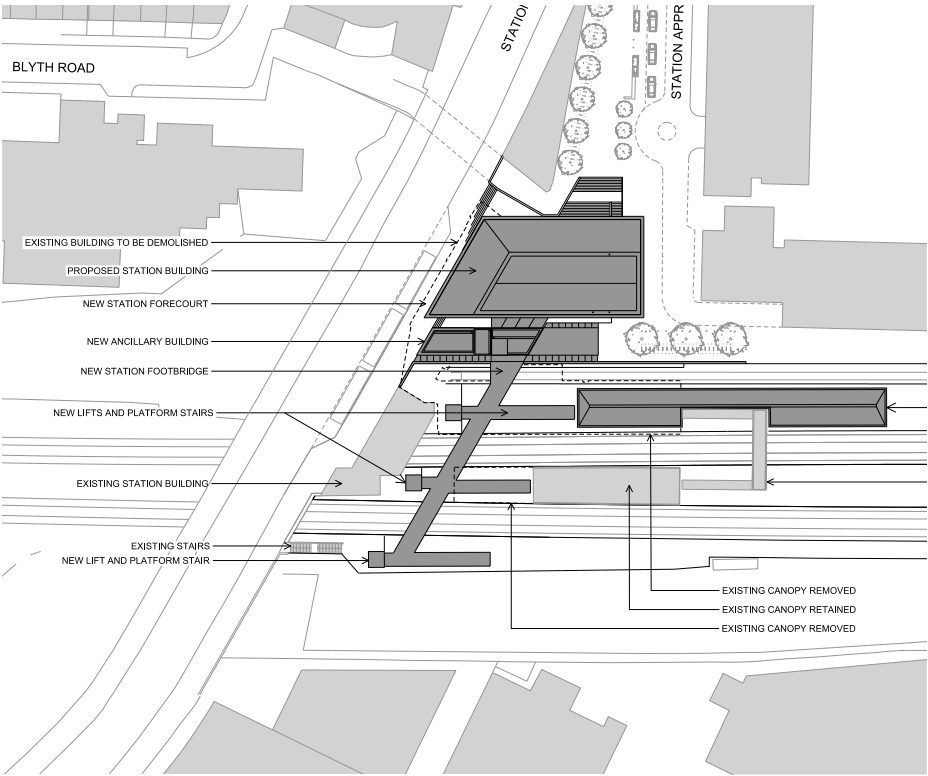
Schemes already delivered or in the planning pipeline

2.17 Crossrail Station

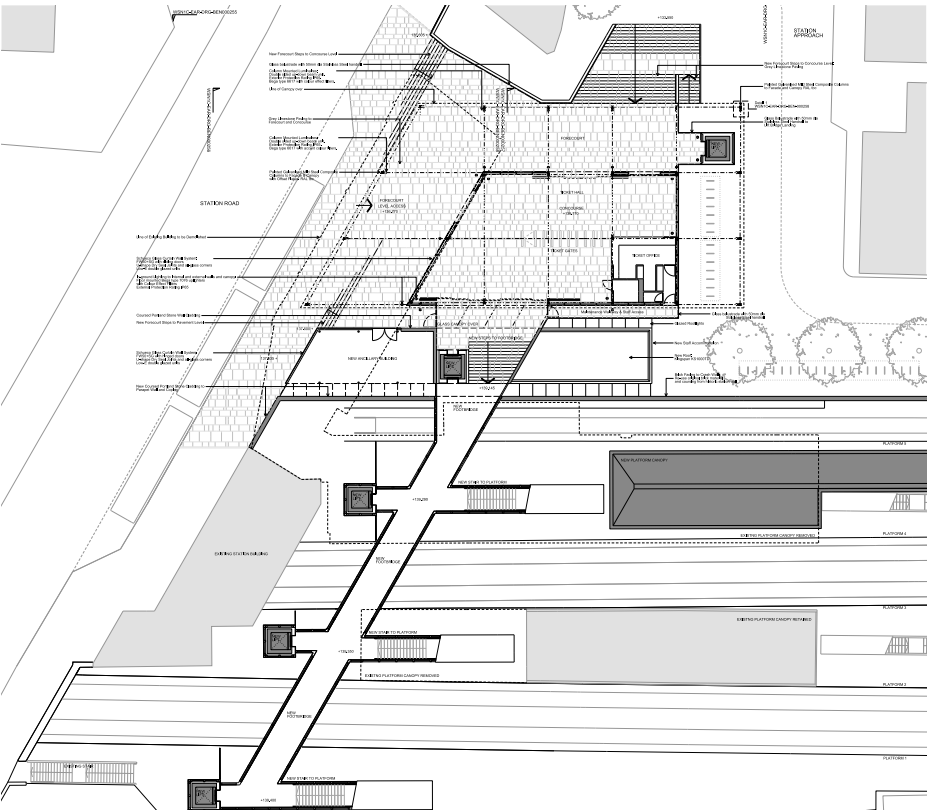
Crossrail is set to transform travel around the capital, through greater London and beyond by offering direct connections, improving journey times and significantly easing congestion. The western section of the Crossrail route runs from Paddington in West London to Heathrow Airport and Reading. The stations on the route will undergo a number of enhancements to facilitate the new Crossrail services due to begin in 2019. This includes new station buildings at Hayes & Harlington.

Commuters can expect to be at Bond Street within 20 minutes, Liverpool Street within 27 minutes and Canary Wharf within 35 minutes - cutting the journey time by nearly half an hour.

The distinctive new glass and steel station building is intended to create a landmark that will be much more visible and prominent than the existing station and located on the northern side of the tracks to respond to the High Street. In turn public realm benefits will be delivered providing a proper forecourt to the station.



The proposed crossrail station building and bridge



2.18 Widening of Nestles Avenue

In conjunction with the new Crossrail station and the desire to reduce dependence on private cars and promote travel by more sustainable modes, a joint scheme by TfL and Hillingdon has been developed to divert bus services along Nestles Avenue. This widens the carriageway to facilitate buses and their stops but also introduces a new cycle path, a re-provisioned pavement and associated linear green space and CPZ controlled parking. Space is safeguarded along the north of Nestles Avenue and all schemes along this frontage must respond by setting buildings back.



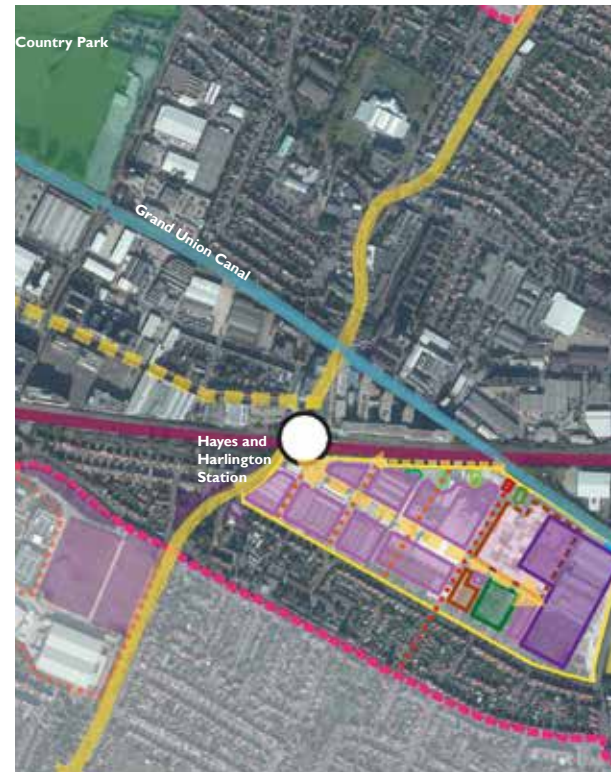
Working drawing showing potential widening of Nestles Avenue

2.19 'Joined-up' Approach

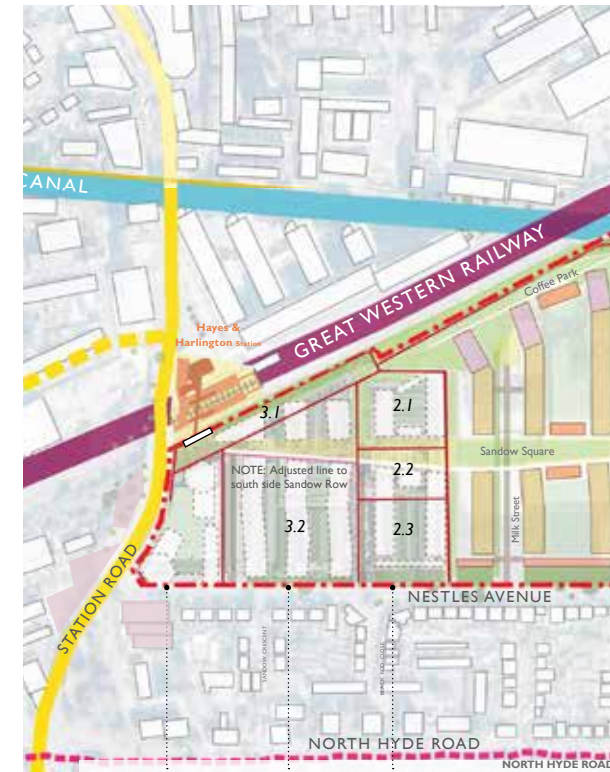
To maximise the opportunity for the land south of Hayes and Harlington Station and achieve a cohesive design response with a number of landowners, the GLA undertook work helping define a Strategic Urban Design Framework and associated Masterplan Principles.

The former sets out the aspiration to reinforce links between the country parks that triangulate the site and also importantly to deliver an east/west pedestrian route through all sites to the south; improving access to the station.

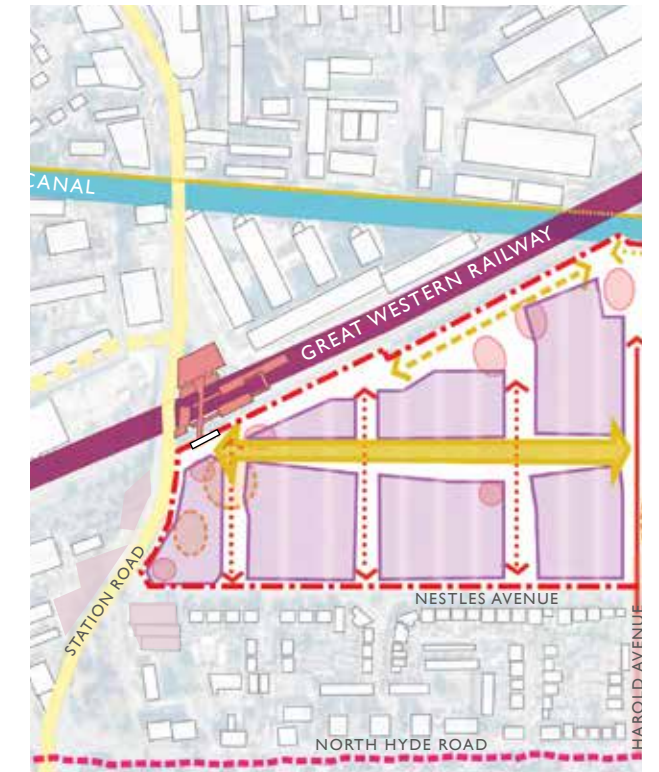
The Masterplan Principles look to reflect the history of the site by recognising and providing a proper setting to the heritage assets, addressing grain by introducing a north/south street pattern and aligning the east/west route to form connections to the station and beyond to reinforce a route to the Old Vinyl Factory development. This connection is enhanced by the use of 'landmarks' to help with local orientation. Building height zoning has also been suggested with 12+ storeys adjacent to the railway, stepping down to 8-10 storeys, then down to a suggested scale of 2-3 storeys on Nestles Avenue.



Excerpt from GLA urban design strategy



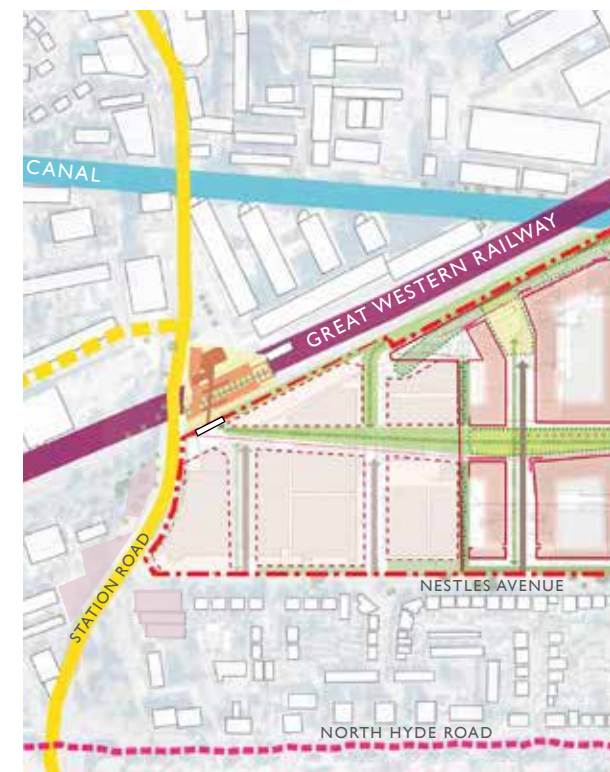
Excerpt from GLA indicative masterplan



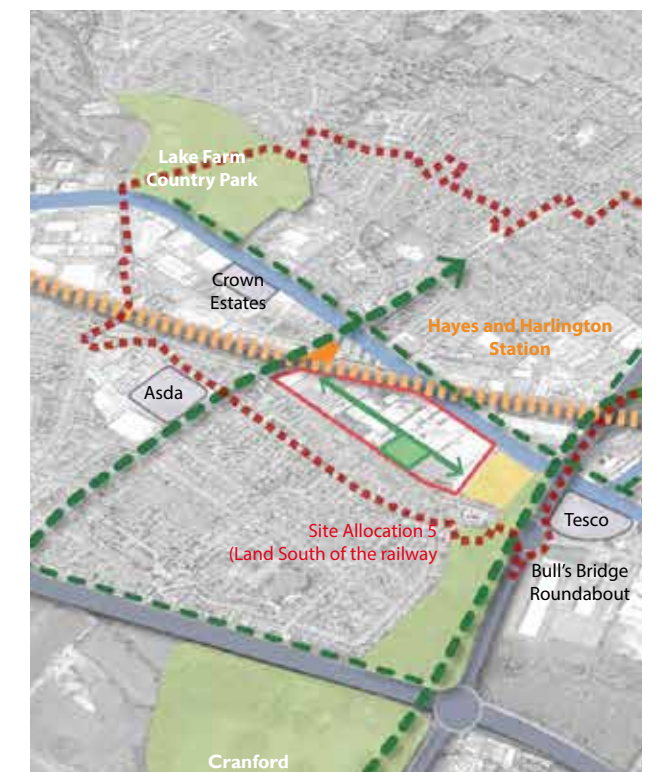
Excerpt from GLA masterplan principles; blocks and uses



Excerpt from GLA building height strategy



Excerpt from GLA masterplan principles; open spaces



Excerpt from GLA strategic urban design framework

2.20 Former Nestles Factory

The first of the landowners south of the station have now achieved minded to grant permission for a significant development to the east of the site. The planning application includes new homes, employment space and new amenities for local residents, as follows:

- 1,381 new homes, including affordable housing
- Up to 530 on-site jobs
- Restoration of the canal frontage
- Over three hectares of public parks
- Reopening of a site to the public that has been closed for 100 years
- Redevelopment of the Canteen Building to offer new community space, such as day nursery and a gym

By continuing an ongoing dialogue with the landowners and their design teams the proposals in this report have been mindful of the developing ideas and commitments of the Barratts/Segro proposals and considered in the context of the new buildings and public realm.



Masterplan



Building height



View along Trim Trail



View along Milk Street