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3.1.1 Design Evolution

The proposed design has benefited from testing by and consultation with many parties that, in turn, have influenced and shaped the response to the site. The design reflects the strength and experience of the extensive Design Team and the thorough process of pre-application meetings and design workshops undertaken with the London Borough of Hillingdon’s Planning team.

3.1.2 Pre-Planning Design

The Client and Design Team have a longstanding understanding and involvement with the land south of the railway. The following three schemes look at site areas that extend beyond the Client’s immediate holding and as such have not been considered as part of the design evolution process considered in the Environmental Impact Assessment. However, the ‘pre-planning designs’ have informed our understanding of the site and its constraints and thus have improved our proposals for the site. Similarly, they have helped us develop the relationships to ensure an ongoing dialogue between design teams and reflect our desire to look beyond the red-line boundary and promote ‘joined-up’ thinking.



Site-wide Masterplan 2015



Combined Buccleuch Property / Access Storage Scheme 2015



Site including Network Rail land and station link 2016



Possible site parcels and overlaps 2015



Site including Network Rail land and station link 2016

Site Wide Masterplan

Key features of the scheme were:

- Public Realm adjacent to the station
- East/West route linking the developments
- Shift of geometry to the railway line
- Importance of North/South Routes
- Reduction of scale to Nestles Avenue

Combined Buccleuch Property / Access Storage Scheme

Key features of the scheme were:

- Reflects site ownerships
- Framed gateway buildings to the east/west route
- Steps and escalators to resolve level changes from Station Road
- Connection to Station via the new Crossrail bridge.

Site including Network Rail Land

Key features of the scheme were:

- Arranged in north and south sites defining the east/west route
- North facing units minimised
- Green decks utilised to hide at grade parking
- Raised public space adjacent to Station Road with new station entrance with steps and lift

3.1.3 Key Stage Development

The following sequence of schemes illustrate the advancement of the design through the pre-application process and relate to the ownership of Buccleuch Property and the red line boundary of our proposals. These initially included the car park site owned by Network Rail and an extensive process was undertaken to try to form a JV to bring forward a scheme that included the lands adjacent to the station. After a year this process was stopped, as Network Rail were unable to offer the car park site as a developable piece of land and the design team concentrated on the proposals and site explained within this document.

Stage 1 - January 2017

Key features of the scheme were:

- The scheme sits within the Buccleuch red-line boundary
- 10.5m setback from Access Storage boundary on western edge
- East/West route aligned to Station Road bridge
- Cranked linear arrangement of buildings to encourage sunlight penetration and minimise north facing units
- Raised green decks to both north and south sites to capture car parking and provide a range of garden settings
- Eleven storey buildings to northern plot and northern part of southern plot supported by eight and nine storey buildings
- Reduction of scale to Nestles Avenue with five and four storeys buildings organised perpendicular to the street



Stage 1 Masterplan Jan 2017



Stage 1 Massing Jan 2017

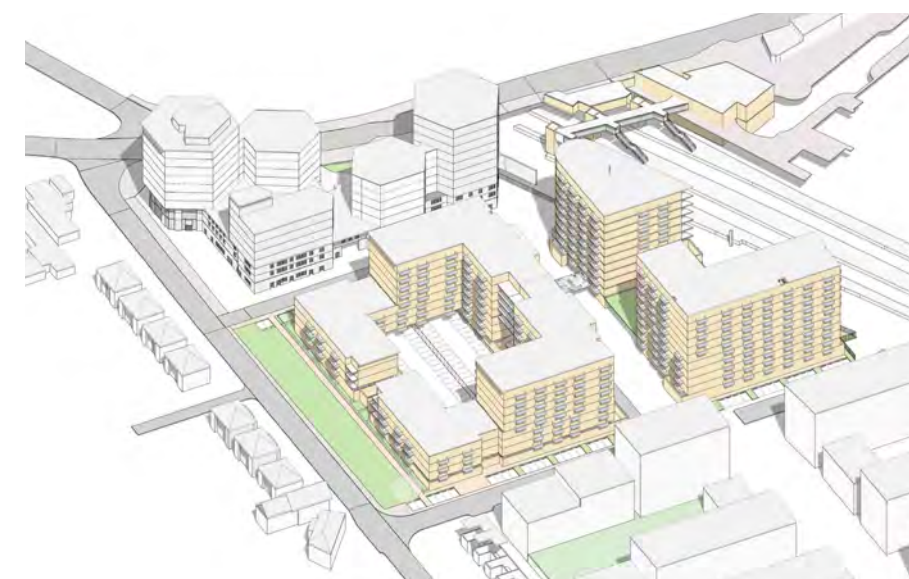
Stage 2 - April 2017

Key features of the scheme were:

- Courtyard arrangement adopted for southern plot
- Central green space promoted and simpler car parking arrangement achieved
- Four storey buildings presented to Nestles Avenue with single step up to nine storey buildings behind
- Opening formed at lower level of north facing courtyard buildings to allow for views of the east/west route and some solar penetration
- Northern buildings reorganised into curved prow building and 'L' shaped supporting building capturing raised green space between
- Animated frontages at ground level promoted with workspace and retail uses. However, it was agreed that too much retail use was being proposed.
- Simple glazed balconies used throughout



Stage 2 Masterplan Apr 2017

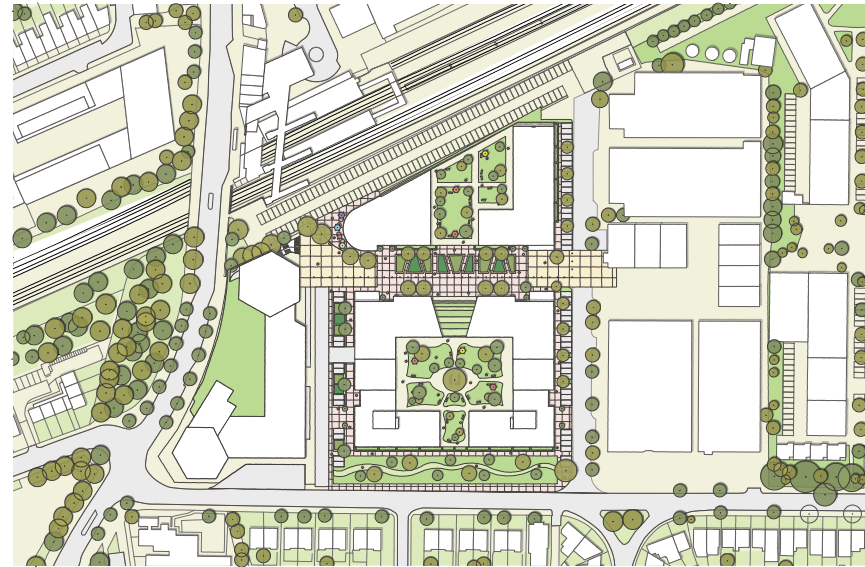


Stage 2 Massing Apr 2017

Stage 3 - June 2017

Key features of the scheme were:

- East/West Route aligned upon emerging Access Storage site design to positively conclude the view looking westwards
- Courtyard building broken on northern edge to improve sunlight penetration to and sense of containment of the East/West route
- Interim step introduced into courtyard massing, stepping from four to seven and then on to nine storeys
- Nestles Avenue frontage moved back to respond to existing alignment of industrial buildings and linear green space proposed
- Ideas relating to a solid brick faced balcony developed to improve privacy



Stage 3 Masterplan Jun 2017



Stage 3 Massing Jun 2017

Stage 4 - September 2017

Key features of the scheme were:

- Further refinement to courtyard massing with storey heights relating to building forms. This lessened the impact of the scheme on Nestles Avenue.
- Consideration of the massing form in views and introduction of 'industrial' roof profiles to Nestles Avenue buildings and those defining the southern side of the East-west route
- Green space placed at ground level, increasing the public offer and facilitated by a reduction in parking numbers and consolidation in the southern block.
- Access to car park placed in Viveash Close but this was considered preferable on Gilbert Place.
- Active uses revised at ground level with café to nose of prow building and workspace placed on the east/west link. Larger duplex units introduced to Nestles Avenue to benefit from southern aspect
- Typical Level core arrangements revised to respond to London Housing Design Guidance and revised massing
- Building blocks articulated with recessive lobbies and balconies to inform architecture
- Brick faced balcony developed with glazed sides and glazed balconies to top two floors of all buildings



Stage 4 Masterplan Sept 2017



Stage 4 Massing Sept 2017

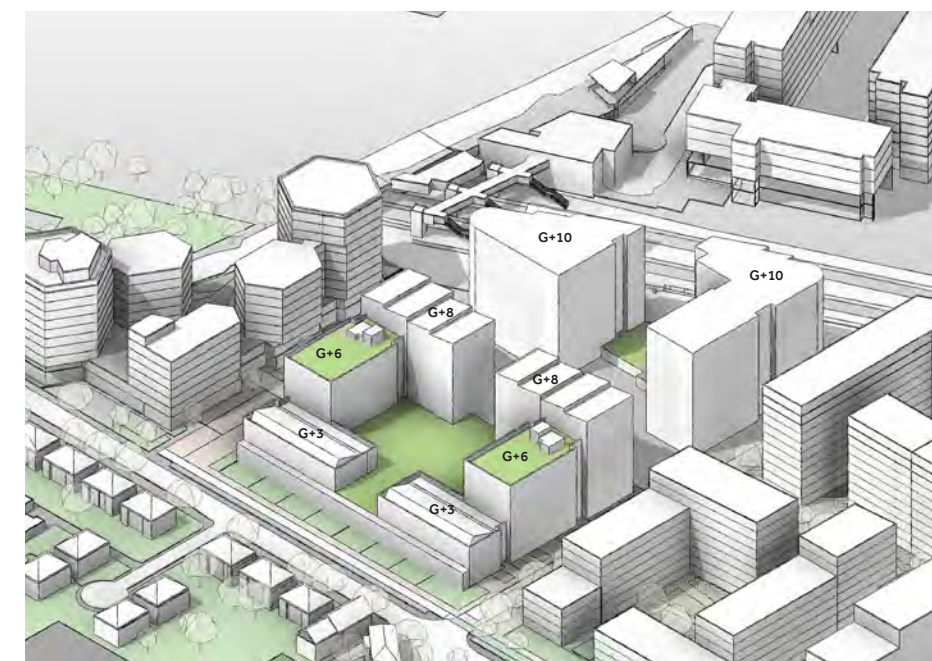
Stage 5 - December 2017

Key features of the scheme were:

- Shifting back of Nestles Avenue buildings to provide terrace gardens to duplex apartments at ground and first floor levels
- Clarification of ground level uses with Nestles Avenue and Viveash Close clearly residential in character and workspace organised along the east/west route.
- Hard plaza concentrated to the west of the link to respond to the emerging ideas of steps (up to Station Road) proposed by architects of Access Storage site. Retail and café gathered around the space.
- Further green open space introduced into east/west link and footprint of northern buildings reduced.
- Parking increased to 0.6 and therefore car parking re-introduced into northern plot along boundary. Cycle storage hub introduced to overlook green space
- 'L' shaped building to north 'flipped' to improve sunlight penetration to green space and better shelter development from noise from railway line.
- Brick palette developed to create family of brick buildings
- Metal balustrade balconies developed to upper levels and to side of 'brick' balconies to better relate to Barratts scheme further along Nestles Avenue
- Development of prow building to form a recognisable feature when viewed from the station
- Development of the railway façade to ensure dual aspect with a stepped footprint and a development of the design of the elevation to respond to the trains and platforms



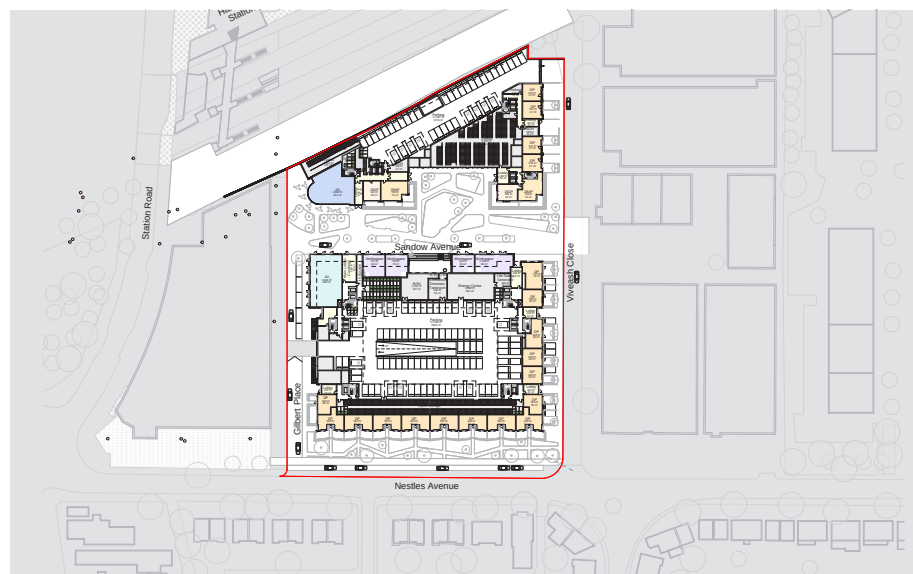
Stage 5 Masterplan Dec 2017



Stage 5 Massing Dec 2017

Stage 6- Submitted Scheme - March 2018

The proposals have continued to develop through their continued coordination with the wider design team and the ongoing dialogue with the planning authority. The result of these processes are described in the following sections of this report.



Stage 6 Masterplan Mar 2018



Stage 6 Massing Mar 2018