

Heritage Principles



3.1 Conservation Led Design Principles

The objective has been to enhance the Listed Buildings, their setting, and the contribution they make to the wider surroundings. A number of conservation-led principles helped shape the proposals.

1. A Second life as residential dwellings.

Sustainable adaptive reuse of the office buildings to make new homes.

2. Enhancing the setting within the landscape.

Amplifying the landscape to enhance the setting of the listed buildings.

3. Conserving the building form.

Retain the spatial hierarchy with a concrete frame and inset glazing as designed by Bunshaft.

4. Cleaning and repairing the external materials.

Carry out a condition survey for the facade elements.

5. Enhancing the entry sequence.

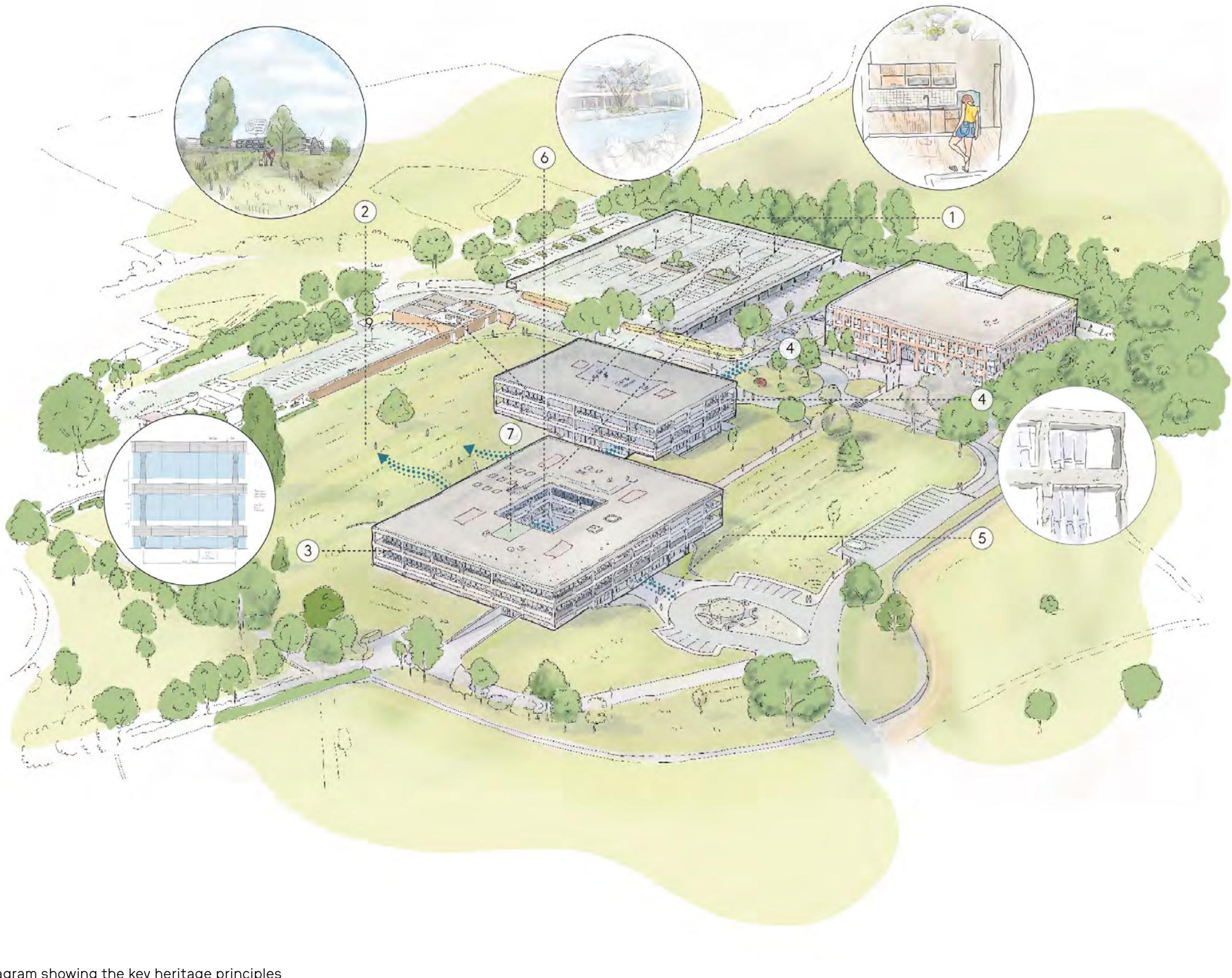
Ensure a clear view from the entry door to the landscape beyond.

6. Reinstating the reflective pool.

Reflective pool, island and tree.

7. Preserving an open plan communal space.

Clear glazed open plan setting for residential lobbies and communal rooms.



Principle 01 - A Second Life as residential dwellings.

To safeguard the heritage of Hayes Park South and Hayes Park Central a new residential use is proposed for the site.

New high quality homes will provide a second life for the two Listed Buildings at Hayes Park and ensure their legacy for the future. SEW's vision is based on protecting and enhancing the existing buildings that have been vacant for some time.

A new residential community is proposed at Hayes Park that benefits from the unique setting. Recently, Hayes Park North was also granted Prior Approval for the change of use from office to residential (Ref. 12853/APP/2021/2202), allowing for the creation of a broader community.

SEW have outlined our experience in protecting Heritage assets at Balfour Tower, Park Hill and Smithfield in our earlier chapter. We believe that the adaptive reuse at Hayes Park will ensure a new second life and is a good sustainable practice that responds to the wider climate emergency that was identified by the London Borough of Hillingdon in 2020.



Concept image of the building as residential dwellings

Principle 02 - Enhancing the setting within the landscape.

Amplifying the Landscape to Enhance the Setting of the Listed Building.

Hayes Park has two distinct landscapes located around its boundaries, the woodland to north and the pastoral fields to the east and south. These landscapes currently feel separate from the site.

The Hayes Park landscape will be enhanced through changes to landscape management and with new planting. This strategy can help to strengthen and enhance the sites connection with its wider landscape. Wilding the existing lawn and encouraging a more pastoral setting can improve long-term biodiversity and reduce maintenance requirements.

New tree planting in the north around a residents play area will enhance the sites connection with adjacent woodland areas and create a woodland setting for residents to play in. The existing site also contains many wonderful trees, this collection will be heightened through strategic placement of new specimens, many of which replace key trees lost over the years.



Illustrative view of the corner of Hayes Park Central

Principle 03 - Conserving the building form

Respecting the original design intentions

Simple forms in the landscape:

Bunshaft promoted a modernist relationship between architecture and nature. His American projects in particular show the simple forms within a natural landscape. At Hayes Park we propose to keep this important relationship so that the simple forms are viewed to be set with the wider landscape setting. Furthermore the simple form of the two buildings are retained.

Concrete framing and modulation:

The architectural language at Hayes Park is refined and high quality, with an exposed concrete frame and an inset glazing envelope. The modulated external concrete frame was developed from Bunshaft's John Hancock and Banque Lambert projects. It is claimed that the concrete is modelled on the bending moments applied to the concrete. With an inset glazed interior, there are allusions to a Greek Temple. The modulation of the facade at Hayes Park is based on the American office planning module of 4' 8" and this then informs the concrete frame.

These important heritage items are to be respected in our proposed second life residential development.



Illustrative view of the west facade of Hayes Park South

Principle 04 - Restoration of the existing fabric

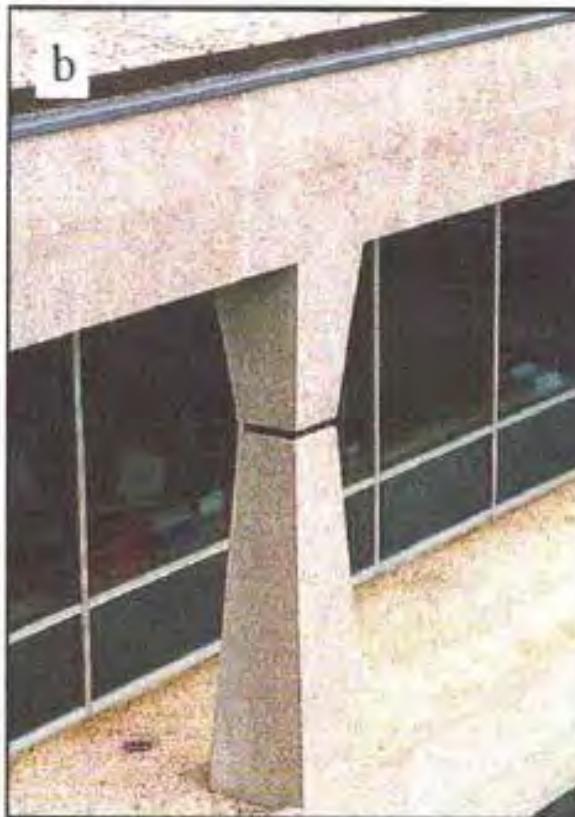
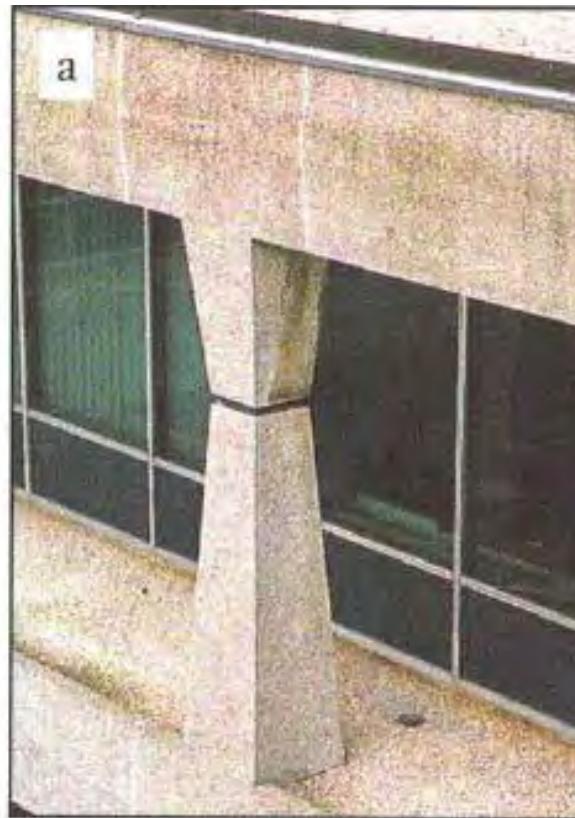
As part of the conversion, the proposal looks to restore some of the existing building fabric. The existing building has been assessed or observed and the following fabric restoration proposals have been made.

Improve the existing concrete condition

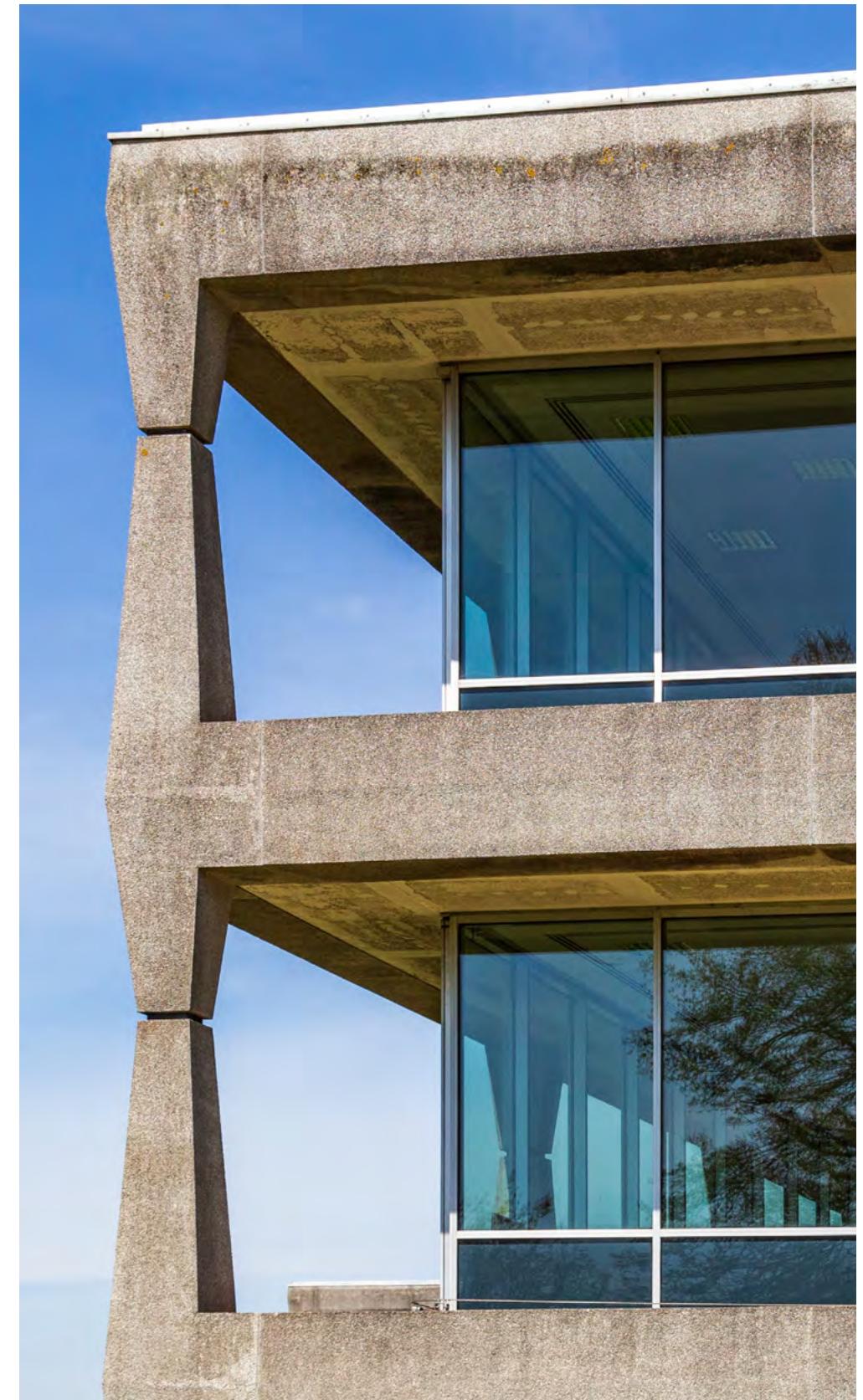
- There is notable Concrete staining to the facade, particularly to the top concrete framing, due to parapet detailing
- Current concrete condition unknown
- Visual analysis by Concrete Quarterly in 1988 was positive.

Heritage led Concrete Analysis

- Concrete cleaning to undertaken to bring back the white stone finish of the Cornish Granite. Torq and other non-abrasive methods to be investigated.
- Detailed concrete analysis to be led by our structural engineers Whitby Wood (WW). They plan to investigate the concrete for the following: Carbonisation, chlorides and high alumina content.
- Compressive strength and concrete cover to estimated by WW.



Concrete staining that was noted by Concrete Quarterly in 1988



Concrete staining, particularly to the top beam section

Principle 05 - Enhancing the entry sequence

Connecting the entry, interior and landscape

The original design intent at Hayes Park South was to show a clear view to the park through the entry door. With a glazed revolving door, a clear reception area, the reflecting pool the canteen and the landscape beyond. The transparency of the glazing was used to reveal the landscape as you entered the building. This interplay between the architecture and nature is a recurring theme in Bunshaft's work.

As noted by Adams from his book, Gordon Bunshaft: Building Corporate America: "On entering the Administration building, one could originally look across a small pool and see the central courtyard (with a magnolia tree) and beyond to the cafeteria on the opposite side and then beyond the far wall to a small cottage - an entry almost neo-Palladian in its clarity."

We propose to reinstate this poetic sequence by ensuring that the entry to both Hayes Park South and Central possess a clear view through the building into the landscape.



Illustrative view of the entrance to Hayes Park South

Principle 06 -Reinstating the reflective pool

Reflective pool, island and tree

At Hayes Park South the reflective water feature was a significant design feature by Bunshaft. The pool with a small island and a Magnolia tree again displayed his concern for nature and has elements of Japanese culture as noted in a number of texts on Bunshaft.

The proposal will reinstate the island, ornamental tree and part of the water feature and take further influence from minimalist Japanese garden design.

We believe that the pool, island and tree, will act as a focal point to connect residents with each other and nature. With our proposed entry sequence, the pool will become a focal point for the residents at Hayes Park. Furthermore we will provide some seating space within the courtyard to encourage social interaction with the space.



Image of the existing reflective pool

Principle 07 -Preserving an open plan co-working space

Elements of the original design

Bunshaft took the office out of the city and into a pastoral setting, where workers could benefit from plentiful light and clean air. The American office design at Hayes Park was modern and progressive, with a fully serviced air conditioned spaces and open-plan working. The design represented a certain new way of working yet did not fully engage in a meaningful way with the park setting.

Elements of Bunshaft's design will be recreated within Hayes Park South, through the provision of a flexible co-working space for future residents, responding to WFH ways of living.

Our design intent will include:

- A fully lit ceiling,
- Retaining the original 4' 8" glazing module,
- Elements of the original materials and colour from Bunshaft's original design will be investigated. These will be combined into a new interior space.
- a direct connection to the surrounding nature with openings into the park.



Illustrative view of the co working proposed in the west lobby entrance

Consultation & Evolution



4.1 Pre Application Process

Process for consultation and design evolution

The design process was commenced in January 2021. During this time a number of design iterations have been produced and layouts tested. Consultation with the Council, HE and 20th Century Society has been undertaken. An online public consultation has also be prepared.

Alongside the pre-application meetings that have been undertaken, a number of site visits have been undertaken with the Heritage Officers and Planners.

The pre-application process has been a collaborative process and has been helpful in critiquing the design as well as establishing the key ambitions and principles for the scheme.

During this process the scheme has evolved from concept design to technical detailing, details of which can be found within the DAS.



Pre App 01 - Placemaking sketch of the new Hayes Park experience



Pre App 02 - New courtyard cuts proposed



Pre App 03 - Interior sketches prepared

Some of the sketch development from Pre App 01 - Pre App 03



Pre App 03 - Courtyard experience shared

4.2 Pre App 01

Pre Application meeting 01

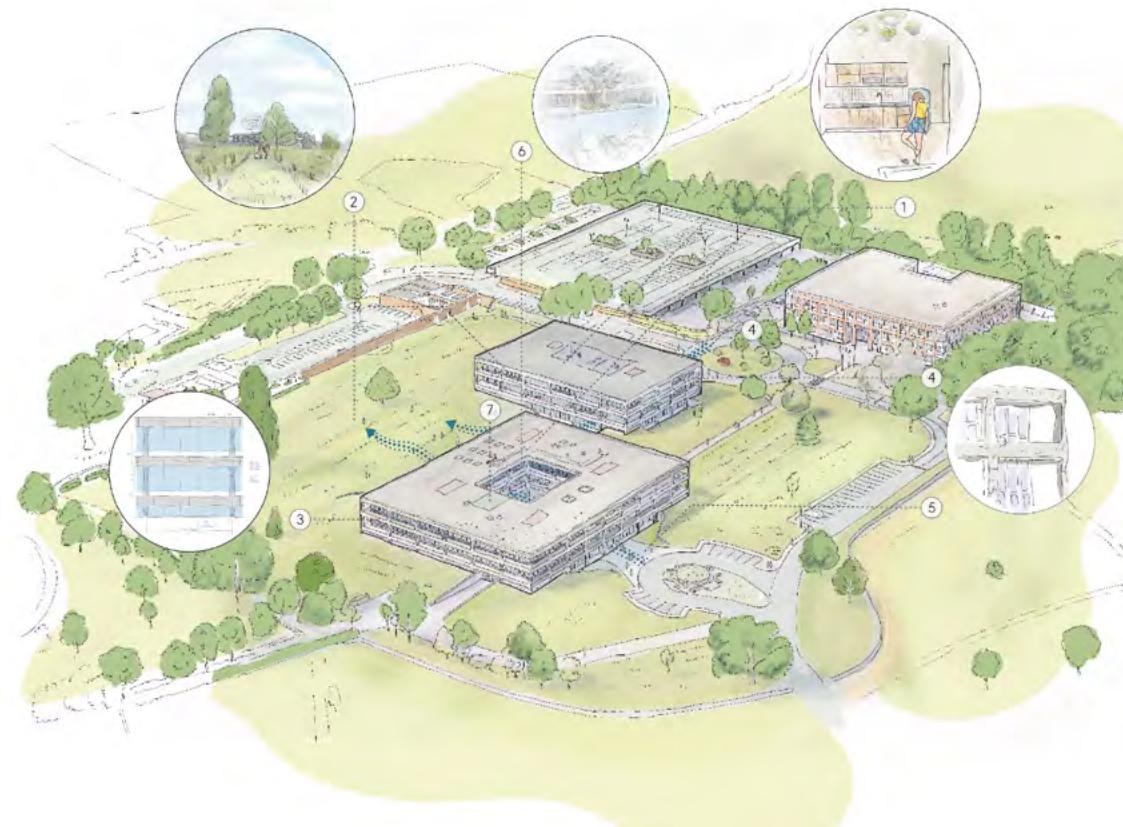
30.09.2022

The initial Pre App meeting looked to present the change of use, key heritage principles and ambitions, alongside the wider site assessment.

The design team also presented the historical context of the site and key fabric changes required to the Listed Buildings.

Below is a summary of some of the key points raised by the Planners in Pre App 01.

- The Heritage Officer recommended that advice was sought from Historic England as well as the 20th Century Society during the design process.
- The Planners accepted the principle of the loss of commercial floorspace on the site, and through a subsequent exercise, the Optimum Viable Use of the buildings was identified to be residential homes.
- The Planners felt the reinstatement of the reflective pool was positive.
- The Planners requested further landscape information is presented at the next Pre Apps.



Sketch images shared at Pre App 01

4.3 Meeting with Historic England

Site Visit with Historic England

08.11.2022

Historic England (HE) attended a site visit to Hayes Park on Tuesday 8th November, where a site tour took place and the proposals to date were presented.

Whilst HE recognised that the use of the building was a policy issue to be agreed with Hillingdon, they were accepting of a residential use, recognising the opportunities the Site presents for future occupiers. They were supportive of the approach to achieving dual aspect homes and recognised that some intervention would be required to accommodate this use. Specifically they appreciated the need for outside space for individual dwellings and recognised this would come through balconies as well as the communal areas. HE noted balconies may have a visual impact so detailed design would need to be carefully considered

They were encouraging of the principles the design team have been working within, especially the conservation led approach to the repurposing of the building and the design response to the historic plan form of the building. HE recognised the level of

intervention that has historically occurred internally and that the external envelope, namely the windows and frame were of the highest interest. They welcomed having a section of the ground floor given to communal space, aligning with the historic floor plan as well as the connection to the reinstated reflective pool.

HE were keen to understand how the landscaping could support the residential use and further information has been provided to them. They were supportive of the 'wilding' of the landscape.



Historic Photograph of Hayes Park South and Central

4.4 Pre App 02

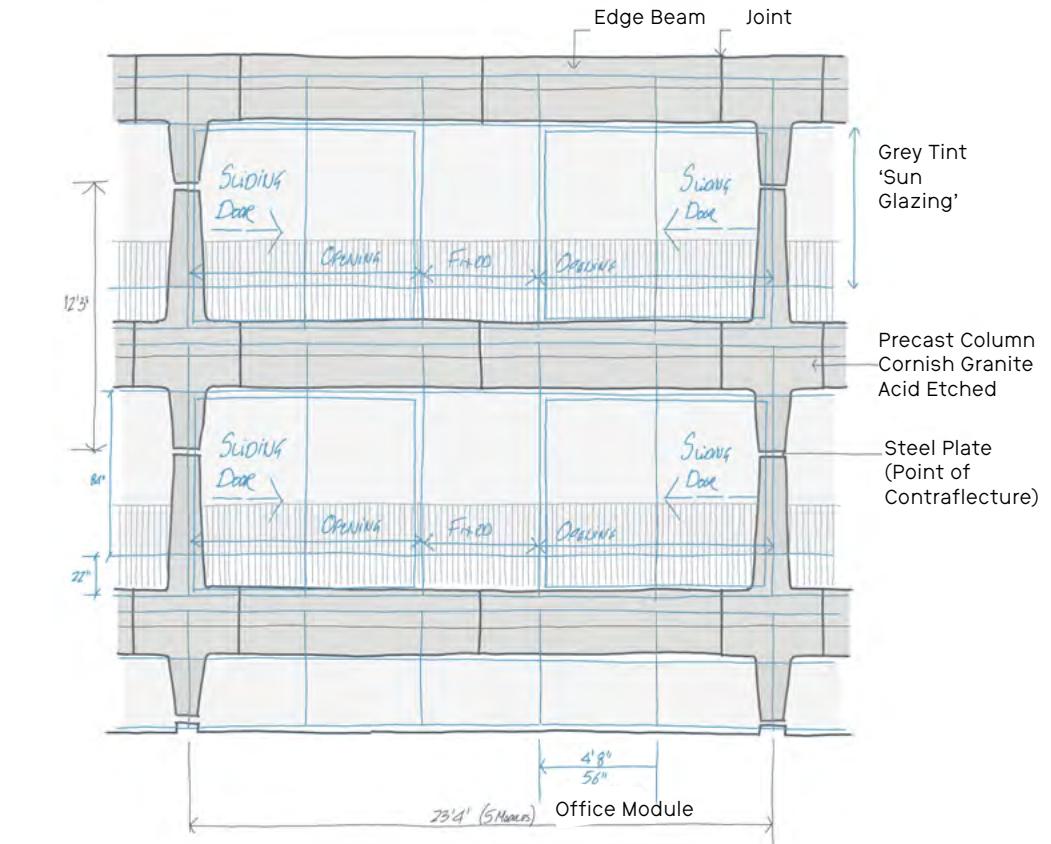
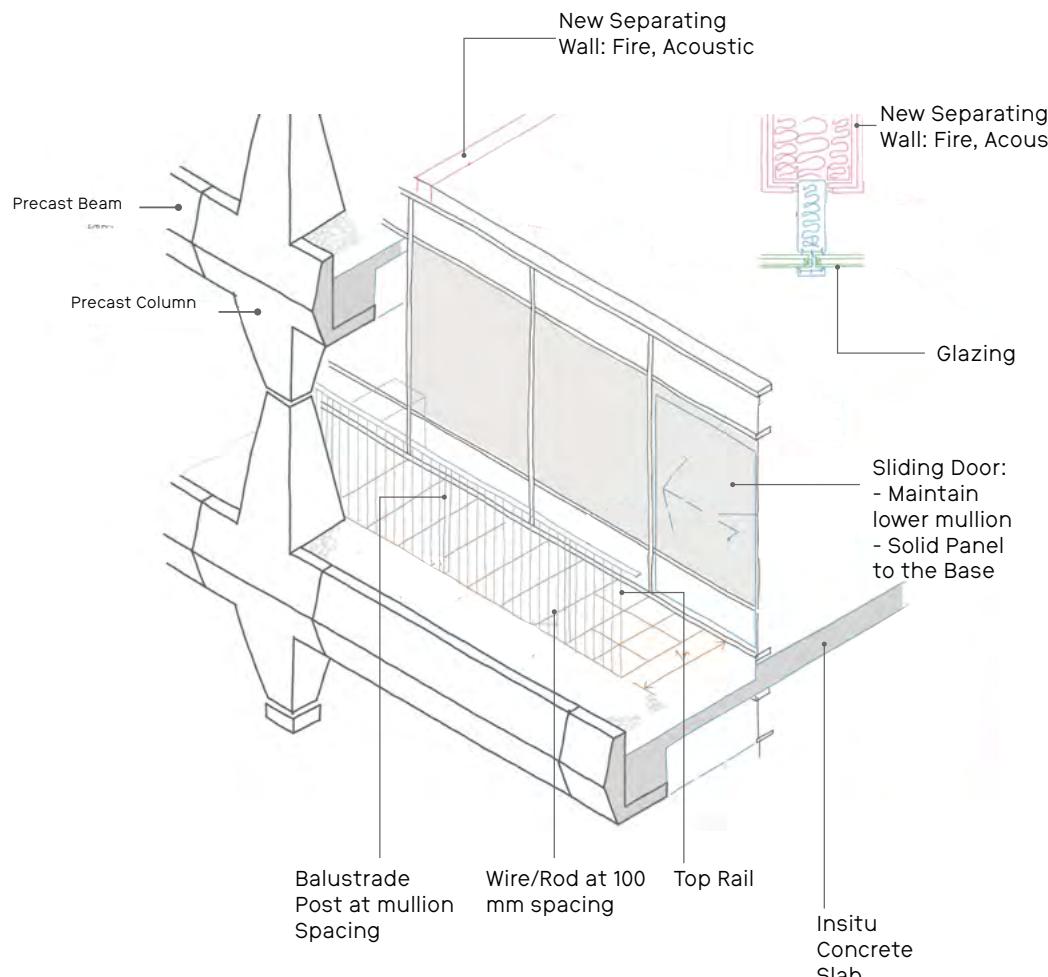
Pre Application meeting 02 07.12.2022

Pre App 02 focused on the development of the initial proposals presented at Pre App 01. Exploring in more depth the design alterations and technical detail required to achieve the change of use.

The Planners made the following suggestions on the proposals to date:

- The scheme so far has provided a number of heritage gains, but in order to reduce the less than substantial harm at the higher end, there need to be additional heritage gains proposed.
- The Planners would like to see the reintroduction of darker glazing to the curtain wall.
- Preservation of the openness of the canteen area and the landscaping of the west elevation to be maintained.
- The designs should look to improve to the 1990s alterations to the ground floor of Hayes Park Central.
- The design should include further links to the original landscape design.

The design team took these suggestions on board and looked to respond to these in the following Pre App.



4.5 Pre App 03

Pre Application meeting 03

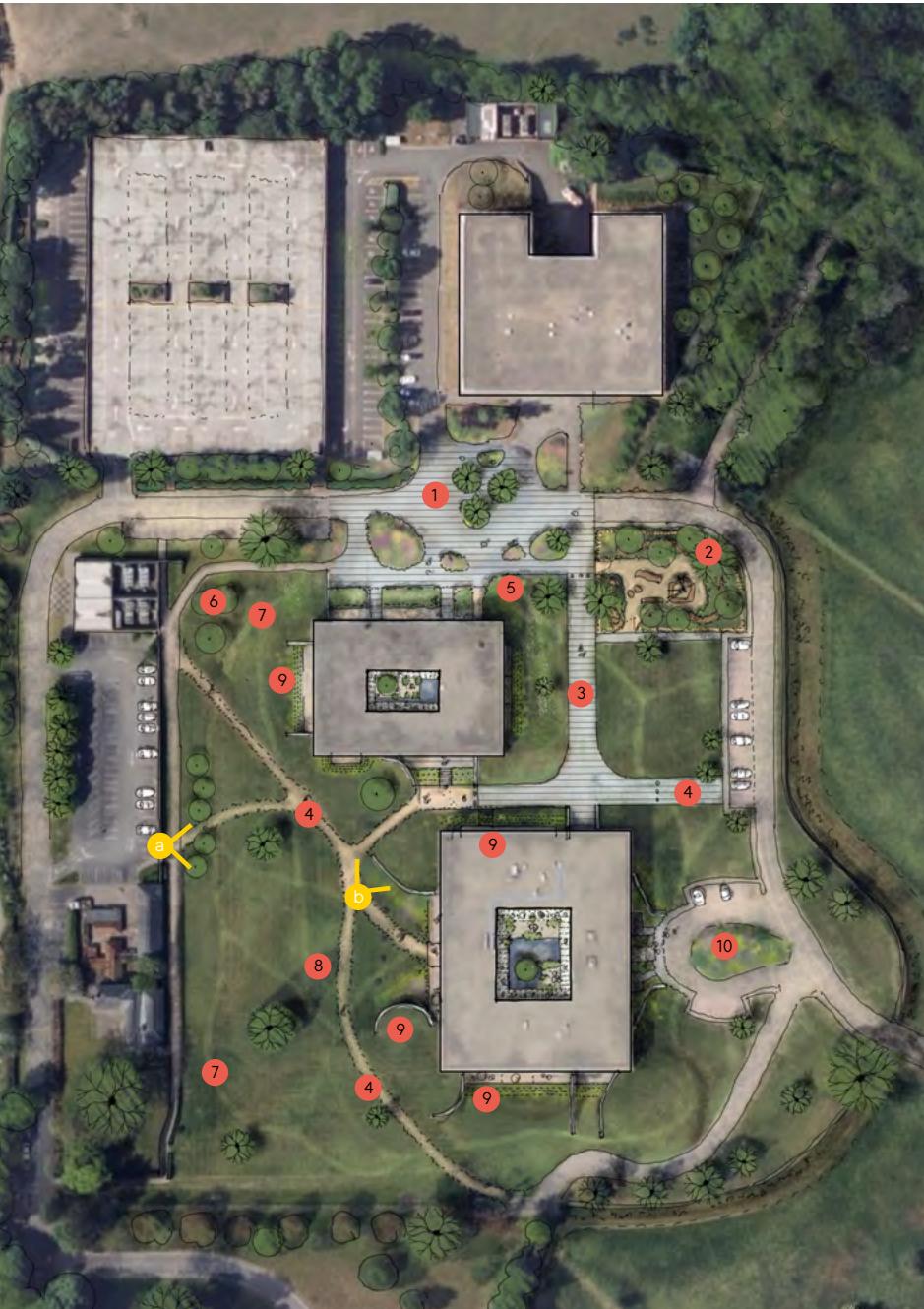
06.02.2023

Pre App 03 focused on the developed landscape proposals alongside the architectural development for the new courtyard in HPC as well as some the lobby and courtyard spaces.

The meeting was constructive and clear feedback was given on the items that needed further detail or justification. A summary of the feedback is noted below:

- Develop up the square design - more greening needed.
- Playspace - develop up the woodland play and specify who it is for.
- Review size of N-S servicing route
- Develop sunken courtyards further.
- Review provision of 3 beds
- Cycle parking to be provided in building.
- Prepare visuals of HPS west entrance to justify narrowing of entrance & Wintergardens proposed at upper levels.
- The Council were happy with the look and feel and elevational design progression.
- The Council have requested a site visit and to review technical design on site.
- They were boardly accepting of the glazing design / specification subject to further detail.
- Balcony details were to be discussed on site.

The updated proposals within the submission look to respond the points made by the Council in Pre App 03.



1. New arrival space
2. Woodland edge & Play space
3. Refurbished and re-purposed footpaths
4. New footpath connecting to parking bays
5. New planting bed
6. Proposed trees to help screen substation
7. Mown pathways through the meadow
8. Pastoral Meadow
9. Hard standing for building spill out with carefully sculpted topography
10. Existing planting bed at building entrance with renewed species



Pre App 03 - Proposed sketch of courtyard within Hayes Park South



Pre App 03 - Proposed sketch of the new courtyard space within Hayes Park Central

4.6 Pre App 03 (site visit)

Pre Application meeting 03 Site visit

21.02.2023

This meeting took place on site. A number of items were discussed, and a number of glazing samples were presented to compare with the existing glazing.

- View locations for proposed and existing comparison views agreed on site with planning and heritage officers.
- Path between HPS and HPC – Officers requested that further consideration is given to how this path will be used, the materials, and how the levels changes will work. [Refer to landscape section as to how we have responded to this](#).
- Former canteen area – Officers requested that further consideration should be given to how this space will be used. [Refer to architectural section as to how we have responded to this](#).
- Cycle parking hub – Officers acknowledged the potential benefits of relocating some of the cycle parking to the area of parking behind the brick wall on the western side of the site. Further consideration will be given to whether this is possible. [Following legal review of this area, we are unable to build a structure on this area and therefore all cycle parking is provided inside the buildings.](#)

- Glass colour – Officers were generally happy with both glass options that were presented on site - the applicant was to review the performance of both and select the appropriate colour. [Due to the large areas of glazing the darker 40% G-value glazing is selected](#).
- Window framing – Officers were shown samples of the proposed framing and it was emphasised that they will need to be assessed in elevation and through visuals to properly understand the visual impact and appropriateness. [Refer to architectural section for further details on this](#).
- New 'square' between HPC and HPN – Officers requested a number of design tweaks to reduce areas of hardstanding adjacent to HPC. [Refer to landscape section as to how we have responded to this](#).
- Natural materials for the play area The proposal for the play area is to use natural materials that will complement the park setting. [Refer to landscape section as to how we have responded to this](#).
- Balustrade infill material Officers were shown open mesh material for the potential infill, this transparent material will need to be balanced with the thin top rail material. This design element to be developed with appropriate visuals. [Refer to architectural section for further details on this](#).
- Ground floor casement openings The original casement door condition to the ground floor was discussed, and the central bar to be reviewed as it may not be compliant with current access requirements. [Where possible we have looked to keep existing doors](#).
- Remnants of Office use referencing the original Heinz materials and logo to be considered in the design proposal. [Refer to architectural section for further details on this](#).



Pre App 03 site visit - presenting samples to the heritage officer



Pre App 03 site visit - samples presented on site of the proposed curtain walling system

4.7 Meeting with 20th Century

Meeting with 20th Century Society

24.02.2022

The design team met with the 20th Century Society to present the emerging scheme and to listen to their feedback.

The following comments were received in letter dated 10 March 2023:

“Overall the Society would like to commend the Applicant in putting together a careful and considerate response to this significant building and we have little to add. Our only real concerns at this stage, and in response to the Pre Application presentation, are over the balcony detailing and proposed railings. While the approach proposed is sensitive and respectful of the building, the final detailing of these changes will be crucial to the success of the final project. Otherwise the proposals at this stage are well handled, sensitive, and respectful of the original building.”

The design team took the comments on board and have worked up in more detail the approach to the balustrading. The details of which can be found with the technical response of this DAS.



Sketch proposal of the arrival space in front of Hayes Park Central

4.8 Public consultation

Flyer and website prepared to share information with the community

A flyer was initially sent out in January 2023 as a way of notifying the community of the proposals. A number of requests came back asking for further detail on the proposals, therefore the team prepared a website to give further information, including sketches on the proposal. A further flyer was then sent out notifying locals of the website.

As submission of the Application, the website had just gone live, so little feedback has been received.

The images to the right are screenshots of the website.

HAYES PARK, PROPOSAL



Dear Resident,

We wanted to let you know about plans for two former office buildings on Hayes End Road.

The proposal, by Marson Property, is to convert the two unique office buildings, which are Grade II* listed, into new homes, with a design approach that seeks to enhance their significance and the setting of the listed buildings.

The two office buildings – Hayes Park Central (former research laboratories) and Hayes Park South (administrative headquarters) were built for Heinz UK in 1962 – 1965. It is crucial that the two buildings are provided with sustainable uses that will secure their long-term future. The conversion would not involve any extensions to the listed buildings or new development.

HAYES PARK, PROPOSAL

Leaflets shared in January 2023 and April 2023

HAYES PARK, PROPOSAL FOR NEW HOMES LEAFLET 2



Dear Resident,

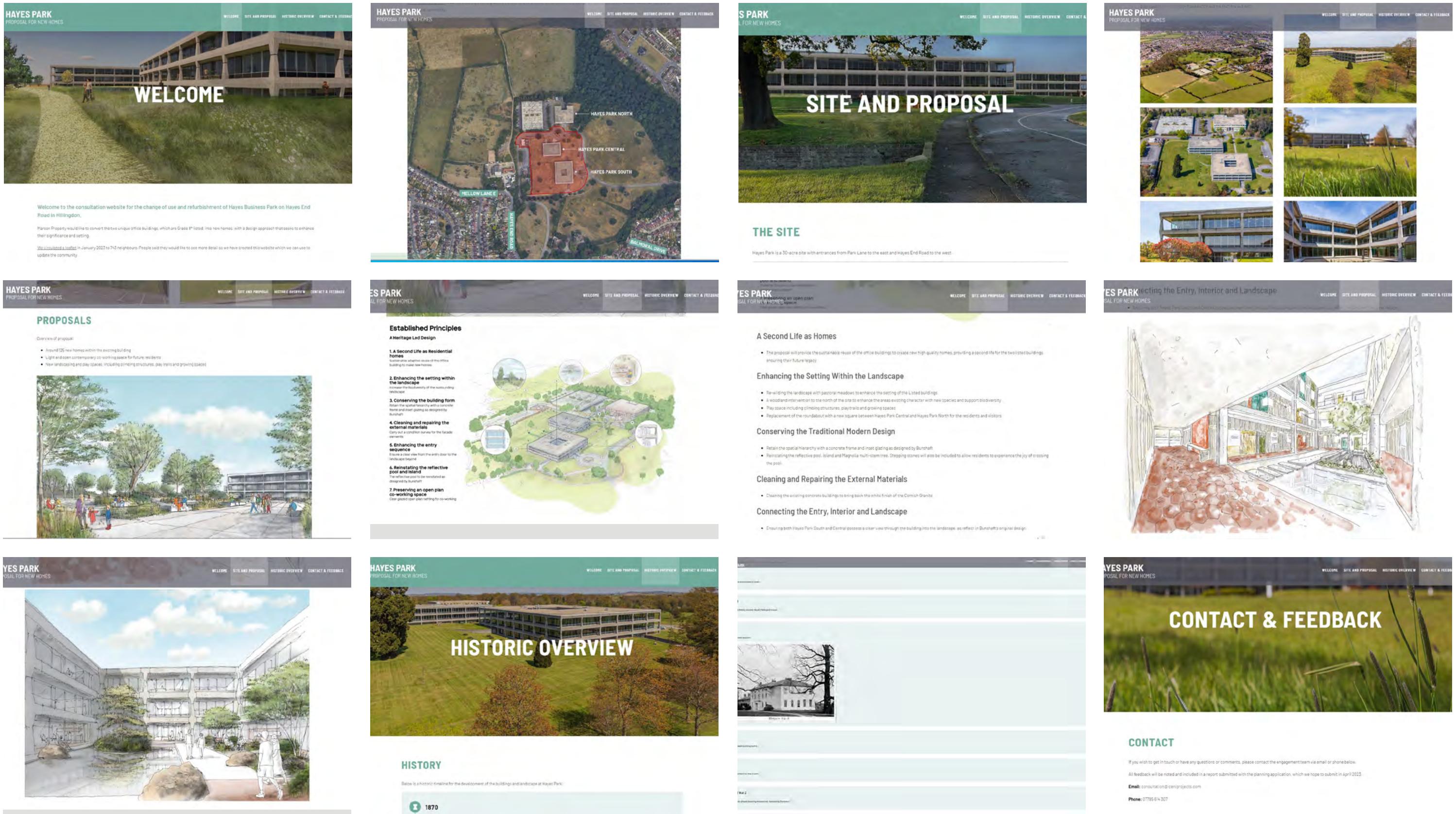
We wanted to let you know we have now developed a website for the Hayes Park proposals so you can view more detail and keep updated with the plans.

This is the second leaflet, you may have received one back in January when we asked people for their feedback.

The proposal, by Marson Property, is to convert the two unique

office buildings, which are Grade II* listed, into new homes, with a design approach that seeks to enhance their significance and the setting of the listed buildings.

HAYES PARK, PROPOSAL FOR NEW HOMES



Screenshots of the website created to share more information on the proposals for Hayes Park

Use and Amount



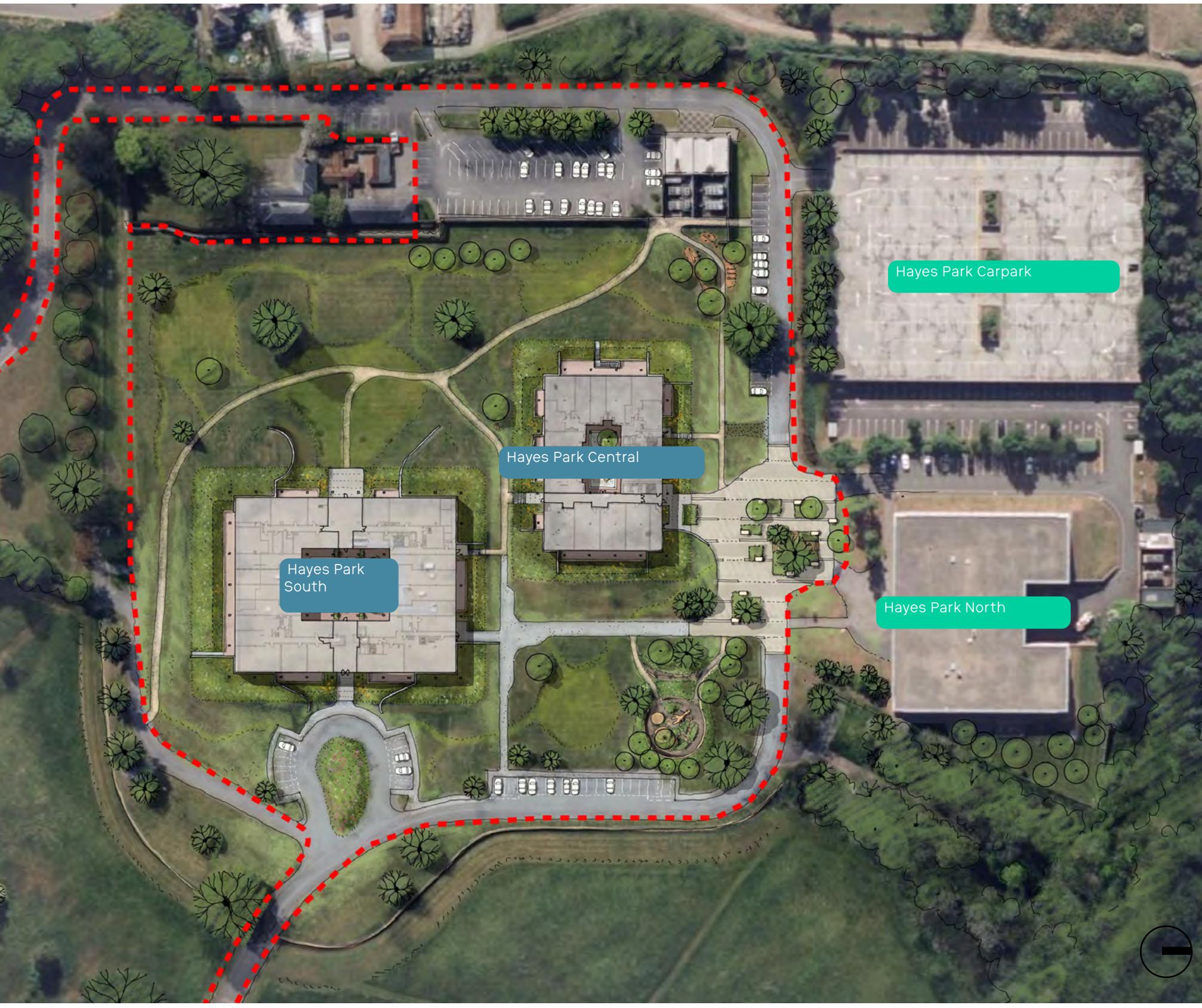
5.1 Description of Development

“Change of use of the existing buildings to provide new homes (Use Class C3), together with internal and external works to the buildings, landscaping, car and cycle parking, and other associated works.”

Specifically, the proposed development will comprise:

- The change of use of the buildings from office (Use Class E) to residential use (Use Class C3).
- 124 new homes, including 25 x Studios, 40 x 1-bed, 41 x 2-bed, 17 x 3-bed and 1 x 4-bed homes.
- A high proportion of open space across the site totalling 2.48 hectares (24,800 sqm), including the provision of a new playground, a new arrival space, and extensive communal grassed areas surrounding the buildings.
- The provision of a variety of communal spaces within the buildings, including courtyards and flexible spaces on all levels:
 - 412 sqm internal communal amenity (lobbies, communal space and storage)
 - 796 sqm external communal amenity (central courtyard and decks, excluding the wider park)
 - 1,183 sqm private external amenity
- The proposed development will seek to promote sustainable modes of transport and will provide the following:
 - At least 203 cycle parking spaces allocated to the new homes.
 - 8 cycle parking spaces allocated to visitors to the site.
 - 124 vehicle parking spaces allocated as follows: (111 standard and 13 accessible) vehicle parking spaces allocated to the new homes.

	Buildings in application
	Buildings not part of application
	Red line boundary



Proposed site plan for Hayes Park

5.2 Change of use

Conversion from Office to Residential



The tables on this page reflect the GIA areas in the change of use for both Hayes Park South and Central.

Use Class	Existing Sqm (GIA)	Proposed Sqm (GIA)	Variance Sqm (GIA)
Office (Class E)	12,655	0	-12,655
Residential (Class C3)	0	11,684	+11,684
TOTAL	12,655	11,684	-971

Site Wide Total - Existing and Proposed Floorspace (GIA)

Use Class	Existing Sqm (GIA)	Proposed Sqm (GIA)	Variance Sqm (GIA)
Office (Class E)	7,381	0	-7,381
Residential (Class C3)	0	7,325	+7,325
Total	7,381	7,325	- 56

Hayes Park South - Existing and Proposed Floorspace (GIA)

Use Class	Existing Sqm (GIA)	Proposed Sqm (GIA)	Variance Sqm (GIA)
Office (Class E)	5,274	0	-5,274
Residential (Class C3)	0	4,359	+4,359
Total	5,274	4,359	-915

Hayes Park Central - Existing and Proposed Floorspace (GIA)

5.3 Mix of Homes

Mix for both Hayes Park Central and South

Overall there are 124 homes provided in Hayes Park based on the following mix:

1B1P - 20%

1B2P - 32%

2B3P/2B4P - 33%

3B5P/3P6P - 14%

4B7P- 1%

13% of which are Wheelchair homes - M4(3)

The table below reflects the residential mix proposed for Hayes Park Central and South.

All Tenures																
HPC																
	1B1P M4(1)	1B1P M4(2)	1B2P M4(2)	1B2P M4(3)	2B3P M4(2)	2B3P M4(3)	2B4P M4(1)	2B4P M4(2)	2B4P M4(3)	2B4P Duplex	3B5P M4(2)	3B5P M4(3)	3B6P M4(2)	3B6P Duplex	4B7P Duplex	
HPC_Level 00	1	6	3	0	0	0	0	5	0	0	0	0	1	0	0	16
HPC_Level 01	1	1	4	1	0	1	0	4	0	5	0	0	1	0	1	19
HPC_Level 02	1	2	5	1	0	1	0	4	0	0	0	0	0	0	0	14
Total Homes	3	9	12	2	0	2	0	13	0	5	0	0	2	0	1	49
	24%	29%	4%					37%					4%		2%	100%
HPS																
	1B1P M4(1)	1B1P M4(2)	1B2P M4(2)	1B2P M4(3)	2B3P M4(2)	2B3P M4(3)	2B4P M4(1)	2B4P M4(2)	2B4P M4(3)	2B4P Duplex	3B5P M4(2)	3B5P M4(3)	3B6P M4(2)	3B6P Duplex	4B7P Duplex	
HPS_Level 00	1	4	4	2	1	0	1	1	0	4	1	0	1	4	0	24
HPS_Level 01	1	3	6	3	0	0	0	3	0	8	3	2	0	0	0	29
HPS_Level 02	1	3	8	3	1	0	0	2	0	0	2	2			0	22
Total Homes	3	10	18	8	2	0	1	6	0	12	6	4	1	4	0	75
	17%	35%	3%					25%				20%		0%	100%	
Sitewide Homes	25	40	4					37			17		1		124	
M4(3) homes	n/a	n/a	n/a	10	n/a	2	n/a	n/a	0	n/a	n/a	4	n/a	n/a	n/a	16
																13%
M4(2) homes	n/a	19	30	n/a	2	n/a	n/a	19	n/a	17	6	n/a	3	4	1	101
																81%
M4(1) homes	6	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7
																6%
Percentage of Overall Mix	20%	32%	3%					30%			14%		1%		100%	



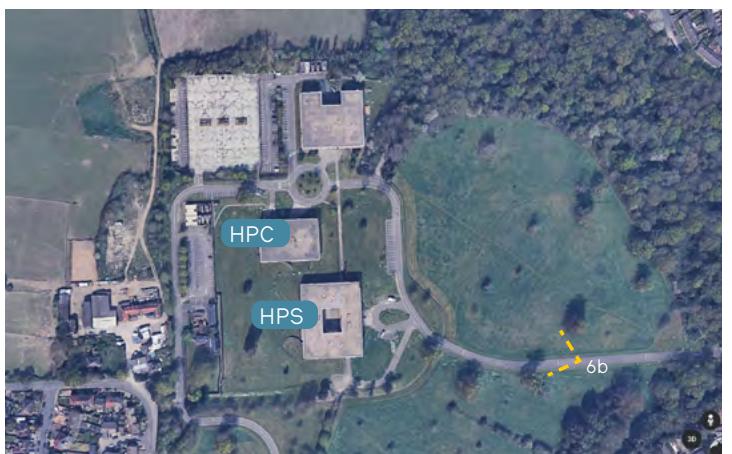
5.4 Massing

Massing for Hayes Park Central and South

There is no change proposed to the massing. The three storey buildings (+ basement in Hayes Park Central) are to remain as existing.

The images to the right show the existing estate road view and the proposed view. This comparison demonstrates that there is no visual change to the massing of the building.

The only change proposed to the roof is the addition of Photovoltaic panels, smoke ventilation plant and lift overrun. All of which have been shown on the images and drawings submitted.



Plan showing where the views are taken from



Existing estate road view



Proposed estate road view

5.5 Amenity Provision

External amenity - communal and private

The scheme provides a mixture of communal amenity and private amenity provision.

Due to the limitations of the Listed Building not all homes have access to private amenity, however the scheme provides a variety of generous community amenity.

Communal amenity is provided externally and internally within the development. The following types of spaces are provided:

- Communal landscape external courtyards
- Communal park with playspace
- Generous communal lobby spaces including co-working spaces and lounge areas.
- Storage areas (these could be rental storage spaces for residents)
- Upper level communal spaces overlooking the courtyard
- Private amenity balconies
- Private amenity courtyards
- Semi private amenity areas front the ground level of the courtyards.

The park itself provides 2.48 Ha of area.

The schedule to the right shows the amenity offer

The character and layout of these spaces are described later in this DAS.



Types of amenity (TOTAL)	Sqm of amenity area
Internal communal space (lobbies and storage)	412sqm (NIA)
Private Amenity (Courtyards and Balconies)	1,183sqm (GEA)
Communal External Amenity (Central courtyards & decks)	796 sqm (GEA)

Site Wide Total - Proposed Internal and External Private and Communal Amenity

Types of amenity (HPS)	Sqm of amenity area
Internal communal space (lobbies and storage)	391 sqm (NIA)
Private Amenity (Courtyards and Balconies)	755 sqm (GEA)
Communal External Amenity (Central courtyards & decks)	266 sqm (GEA)

Hayes Park South - Proposed Internal and External Private and Communal Amenity

Types of amenity (HPC)	Sqm of amenity area
Internal communal space (lobbies and storage)	21sqm (NIA)
Private Amenity (Courtyards and Balconies)	428 sqm (GEA)
Communal External Amenity (Central courtyards & decks)	530 sqm (GEA)

Hayes Park Central - Proposed Internal and External Private and Communal Amenity