



# **FORMER NESTLE FACTORY, HAYES**

MARKETING SUITE DAS  
MAY 2022 - PRE APP\_REV5

BARRATT  
— LONDON —

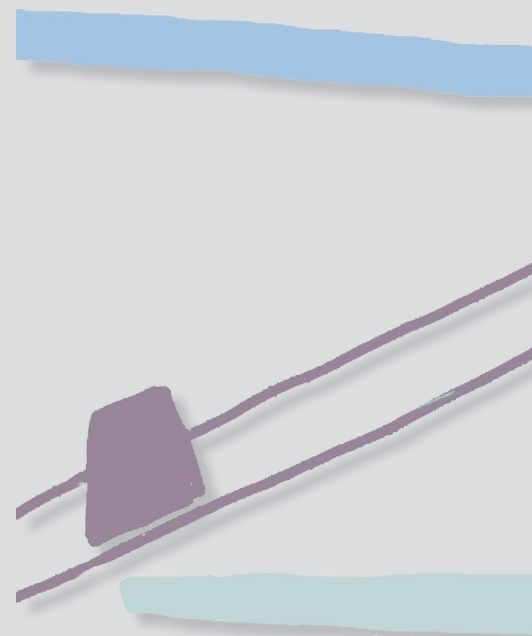


The Nestlé factory, which closed in 2014, has been an important landmark in Hayes and Harlington for decades. The Nestlé company ceased production on the site in December 2014 when they moved production to new facilities in Derbyshire. This brought 100 years of manufacturing chocolate and coffee in Hayes to an end. However, Nestlé occupied the site until October 2015 to undertake decommissioning work.

In January 2015 SEGRO acquired the site and partnered with Barratt London to develop a high quality, urban renewal project that will deliver new homes, jobs and public spaces for Hayes to enjoy. Planning permission was granted in June 2018 for a new residential and industrial development at the site.

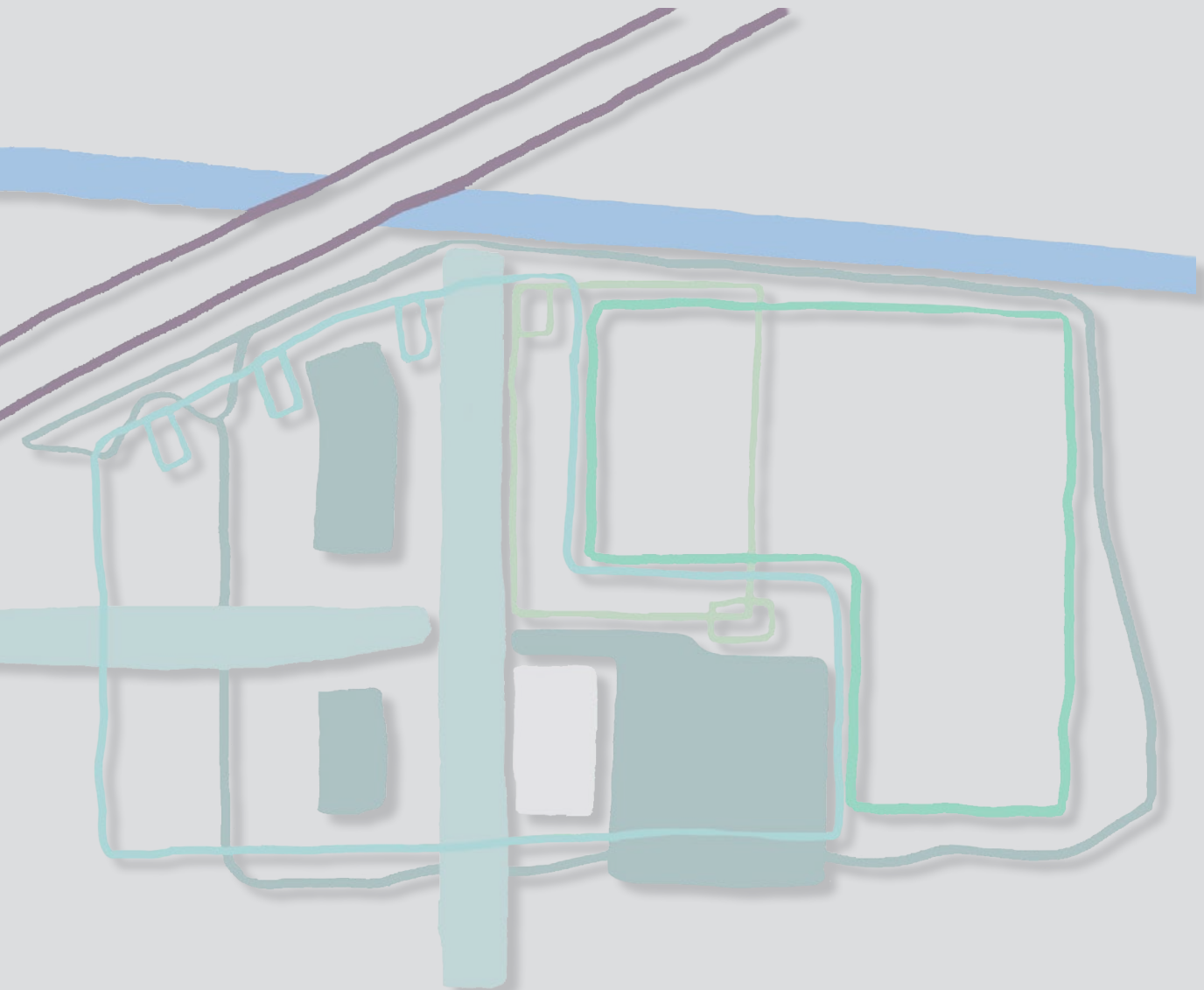
Barratt London and SEGRO are two of the UK's leading and most respected development companies. Together they have decades of experience in delivering high-quality regeneration projects.

The Marketing Suite Design And Access Statement has been prepared by Barton Willmore, Cameo and Partners and Makower Architects to support the planning application for this critical pieces of marketing infrastructure.



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# Wider Scheme Overview

Over the last 100 years, the Nestlé Factory has been an important part of the Hayes community. However, in 2014 they relocated their production facilities to Derbyshire. In 2015, Barratt London and SEGRO formed a partnership to bring this brownfield site back to life and deliver an exciting mixed-use development.

The former Nestlé site is in a Conservation Area and contains 4 locally listed buildings and structures. The emerging Hillingdon Local Plan has also allocated the site for mixed use development.

In this context, the proposal seeks to strike a balance between the re-use of existing buildings, protecting its heritage value, and redevelopment to maximise the potential to deliver jobs, homes, affordable housing and community facilities.

The planning permission (ref: 1331/APP/2017/1883) was first granted on 28 June 2018.

The planning permission (ref: 1331/APP/2018/3729) for the temporary siting of a marketing suite was granted on 12 July 2019 for a period of 3 years expiring on 12 July 2022.

A S73 application (ref: 1331/APP/2019/1666) was granted on 07 May 2020.

An Additional Units Scheme application (ref: 1331/APP/2019/2314) was granted on 08 December 2020 for a total of 1473 units.

And finally a second S73 application (ref: 1331/APP/2021/751) was granted on 10 November 2021.

Redevelopment of the site can also help achieve both Local and Mayoral objectives for maximising employment and residential capacity near a soon to be operational Crossrail station at Hayes and within a Housing Zone.

Barratt London and SEGRO have set out to deliver an exemplar urban renewal project and have thought carefully and creatively about how new homes and industrial development can co-exist harmoniously on this site. And moreover, in a way that is sensitive to the historic factory setting and neighbouring area, while ensuring that the community will benefit from this major regeneration project.

The primary objectives of the project are as follows:

- To create a successful, sustainable and truly pleasant place for people to live and work, amongst the landscape and memory of the former factory.
- To create a harmonious and memorable composition of buildings and open spaces, large and small, old and new.
- To create a network of amenity space – public, communal and private - which reflects the tranquil character of the site and makes this place into a rich and diverse set of places to move through, to enjoy and to dwell in.
- To deliver an appropriate density of dwellings, making the most of the opportunity offered by existing rail links and the upcoming Crossrail line.
- To capitalise on the assets and opportunities offered by the site, including the canal and its vicinity to the station.
- To achieve an appropriate relationship between the residential and employment components of the development, and the surrounding context, including optimising transport connections to the local highways network, and to the station.
- To make a positive contribution to the character of the Conservation Area.
- To integrate with, and become a catalyst for, further regeneration over time as part of a wider vision for the area.



### Homes

- 1,473 units
- Provision of 40% Affordable Housing (including social rent and intermediate units)
- G+3 to G+10 storey buildings rising to the canal
- 60% car parking ratio
- Maximising access to Crossrail (20 minutes to Bond Street)

### Industrial / Distribution

- 22,663 sqm GEA
- The highest quality façade treatments
- 4 industrial units with a range of sizes
- Building height is typically 12m to eaves
- Use classes: B1(C)/B2/B8 & Data Centre
- 24/7 Operation
- BREEAM Very Good

### Community Uses

- 2,743 sqm GIA
- Potential nursery, community space, canoe club store, gym, café, offices, resident management, etc.

### Employment & Skills

- 347 full time equivalent jobs
- 243 jobs indirectly supporting construction
- Between 490 - 664 operational jobs
- Skills and training opportunities

### Heritage

- Enhancement of the Conservation Area
- Refurbishment of Canteen and retention of Main Factory facades
- Legacy strategy that will reflect the memory of the site

### Public and Environmental Design Benefits

- Over 3 hectares of publicly accessible green space / courtyards (over 36% of the site)
- Over 0.9 hectares of communal gardens with good visual and physical connectivity to the public streets and spaces
- Creation of Public Park and a generous linear park down to the canal
- Active family orientated play spaces
- New access to the canal
- Re-using a brownfield and derelict site and currently inaccessible site
- Opening the site to the community
- High quality urban environment
- Potential links to the train station

### Strategic Benefits

- Fulfilling GLA Housing Zone objectives
- Meeting both local and strategic housing need
- Creating employment
- Barratt London and SEGRO will build the project quickly



Artistic impressions are for illustrative use only - View looking west showing Wallis Gardens and the Main Former Nestlé Factory at the right





Artistic impressions are for illustrative use only - View showing Wallis Gardens open to public activities







## 2 Marketing Suite Context and Location

The proposed location of the marketing suite has been carefully considered within Wallis Gardens to minimise visual impact both in terms of footprint and height of the building and any encroachment on the root protection zone. The location that affords all of these benefits is the site of the former squash courts, which is currently a vacant structure.

The marketing suite will be fully accessible from Wallis Walk with a small amount of car parking spaces provided (3 standard and 1 disabled parking spaces), which will be located and accessed via Wallis Walk. The material used for the spaces will be cellular plastic paving with soil infill and grass surface.

The marketing suite will be set back from the road and will ensure that Wallis Garden landscaping proposals can be brought forward so that the public can make use of this historic space as soon as possible.

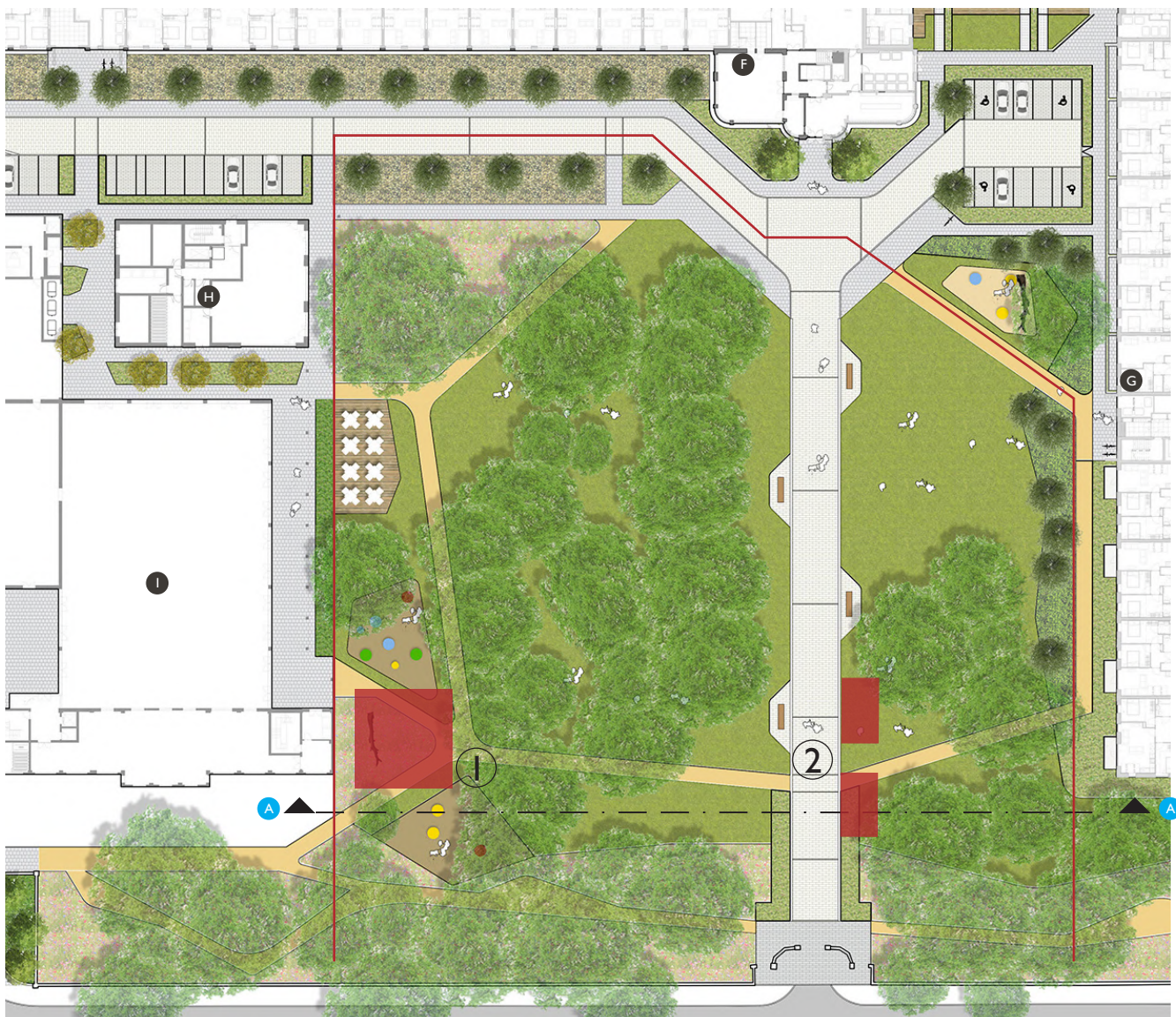
Wallis Gardens is the original 'green lung' of the Nestle factory, opening southwards onto Nestles Avenue.

The lush tree-filled space is contained by a dynamic combination of historic factory frontages and modern new built apartments. A variety of activities at ground level including a community facility, gym, café and office space, complemented by public amenities for play and recreation will be accessible within the space itself.

Wallis Gardens will be maintained and enhanced to provide a public park which will interconnect with the surrounding historic built form through re-landscaping and the introduction of additional trees. Given the historic importance of Wallis Gardens and the key relationship with the listed elements of the architecture, the marketing suite proposals will bring Wallis Gardens back to life.

### Key

- 1. Marketing Suite
- 2. Visitor Parking
- Application red line



Detailed Landscape Plan of Approved Masterplan Scheme with overlaid Marketing Suite proposal





Section A



Artistic impressions are for illustrative use only - View showing Wallis Gardens open to public activities



Artistic impressions are for illustrative use only - View showing Wallis Gardens open to public activities





Artistic impressions are for illustrative use only - View showing Wallis Gardens, Main Factory and N





# 3 The Proposal

The Barratt London Marketing Suite is a rectangular two story tall prefabricated building.

The building is organised across two floors. The ground floor features public areas such as a waiting room, sales desks and the show flat, as well as an amenity space for the sales advisor including a WC and staff room with kitchen.

The second floor is reserved for the back of house facility such as office space and meeting rooms.

A simple material pallet is being proposed. The four elevations are clad in cedar timber.

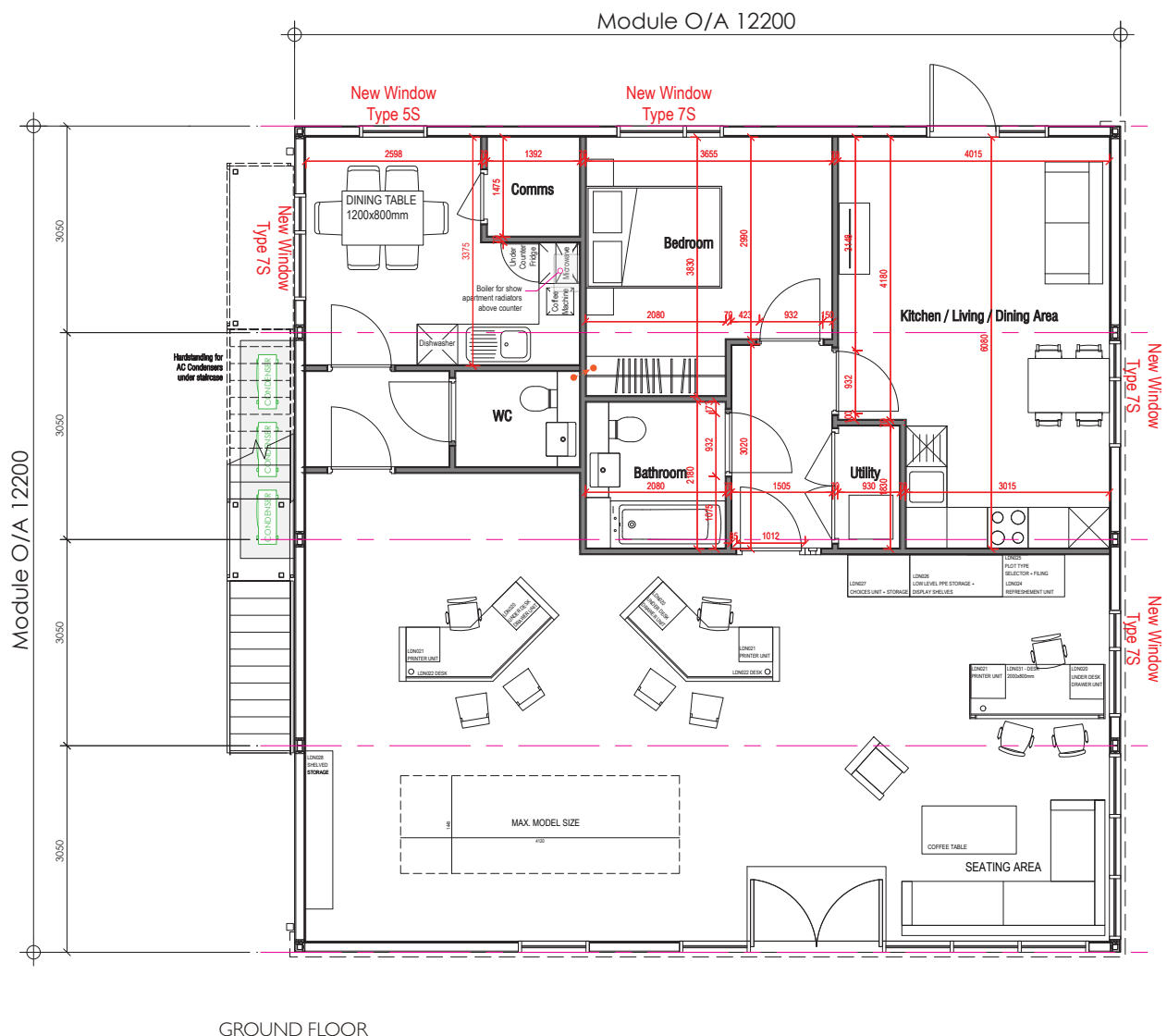
Dark grey metal window systems complete the external envelope material mix.

The vertical circulation is established via an external stair which is fitted to the side elevation, where a set of condenser units will also be located.

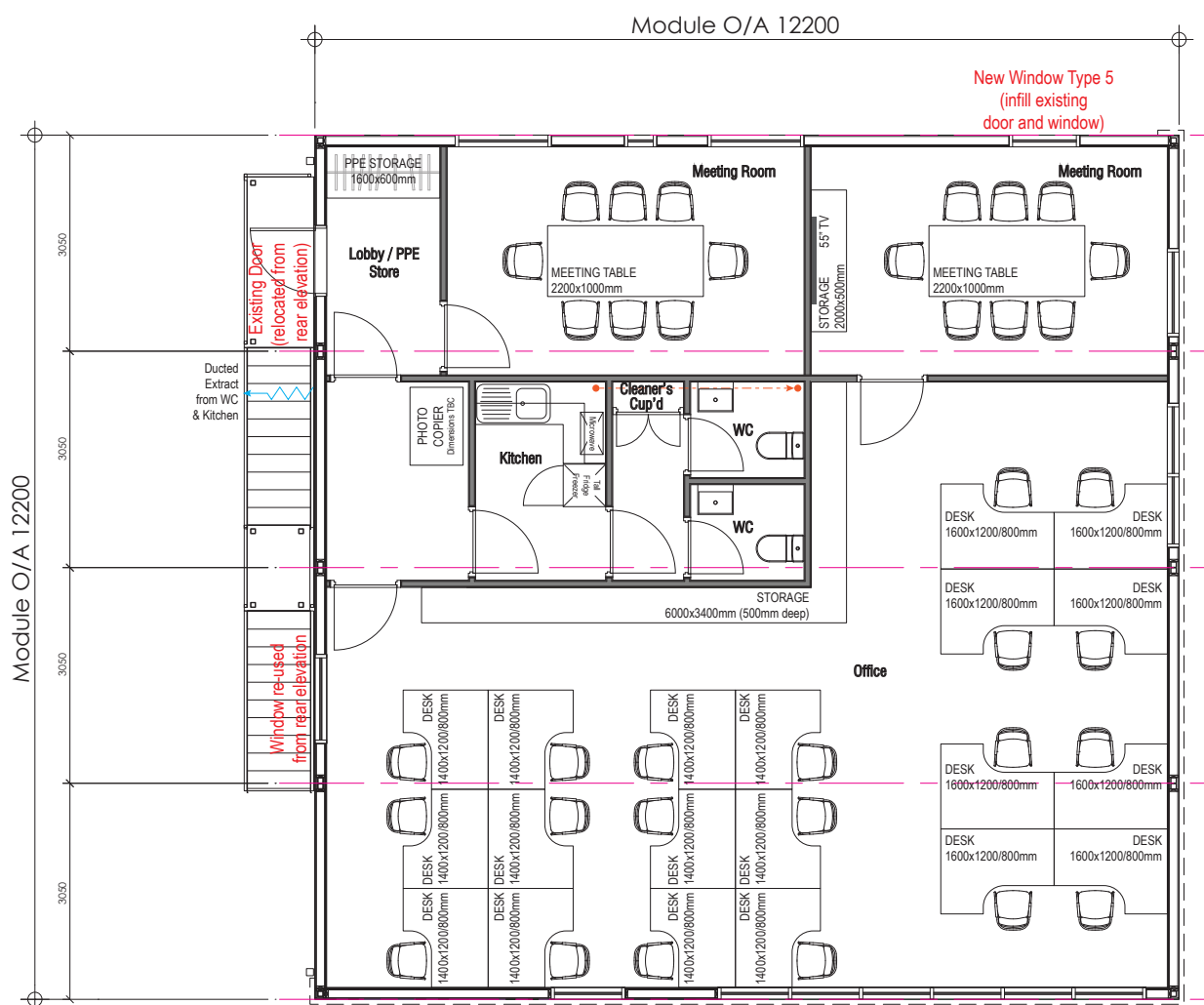
Signage is limited to the primary elevation featuring the development name as well as the developer's logo.

The building will be supported by simple pad foundations and follows the drainage principles set out in the site wide strategy documents.

Wallis Gardens landscaping proposals will be implemented with the new marketing suite.





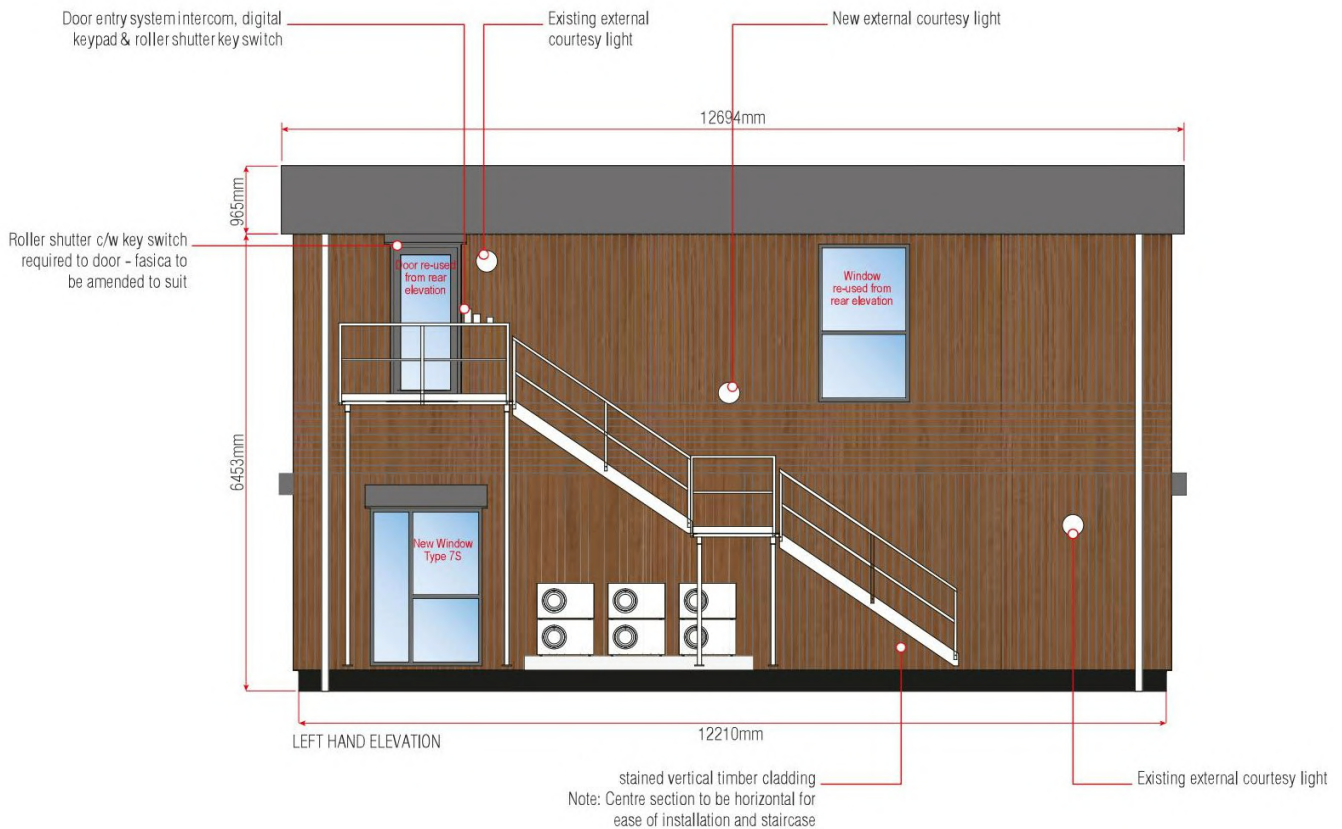
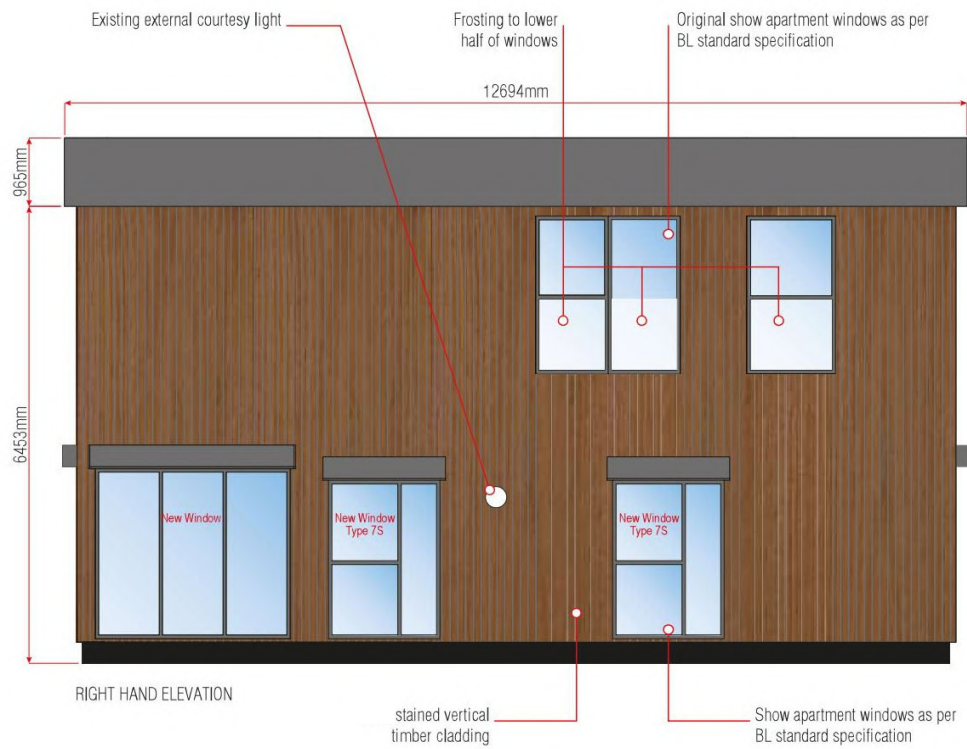


FIRST FLOOR

# 3 The Proposal









# 4 Landscape

The Marketing Suite’s proposed location provides an opportunity to implement the Wallis Garden landscape almost in its final form, only extending the footpaths to the final design once the structure is removed.

The main entrance gates to Wallis Gardens will be retained and restored. New block paving will be installed to Wallis Walk creating a grand pedestrian walkway aligned with the retained factory building entrance. Decorative shrub and perennial planting is proposed adjacent to the main gate and temporary planting along the Marketing Suite south east corner to create an attractive green base to the structure. The planting scheme retains the garden’s open lawns, with additional seeding where required and an introduction of wildflower planting along Nestles Avenue and towards the retained FI building. The Marketing Suite will be accessed via a self binding gravel footpath from Wallis Walk. The temporary car park spaces, will be grassed surface laid into a geo grid and will have an evergreen 1.2m tall hedge to three sides, to obscure the vehicles but retain the sight lines within the space. In addition bollard lighting will be installed in line with the final lighting design for the area.

The location of the Marketing Suite has been carefully chosen to minimise the impact on the retained existing mature trees within Wallis Garden and their root protection areas.

In discussion with the project Arboricultural Consultant, it has been assessed that the excavation works for the footings for the temporary structure are considered to be achievable without detriment to the retained tree cover. The works are understood to comprise 2no. concrete pads (c.900mm width) within the periphery of the RPA of T56 (extending c.500mm into the RPA). To ensure that root disturbance is minimised, the excavation works for these two pads are to be undertaken by hand following the guidance within Section 7.2 of BS5837:2012.

The two holes within the RPA are to be lined with an impermeable membrane prior to filling with concrete. This is required to prevent concrete leachate from affecting the tree’s rooting environment.

KEY



**Access route**  
*PT4 Marshalls Modal, colour Light Granite Textured, (100x200x80)*



**Temporary parking bays**  
*Plastic load bearing cells infilled with soil and grass seeds*



**Paths**  
*PT10 Self binding gravel, colour buff*



**Play area**



**Bollard lighting**



**Existing lawn**



**Wildflower planting**

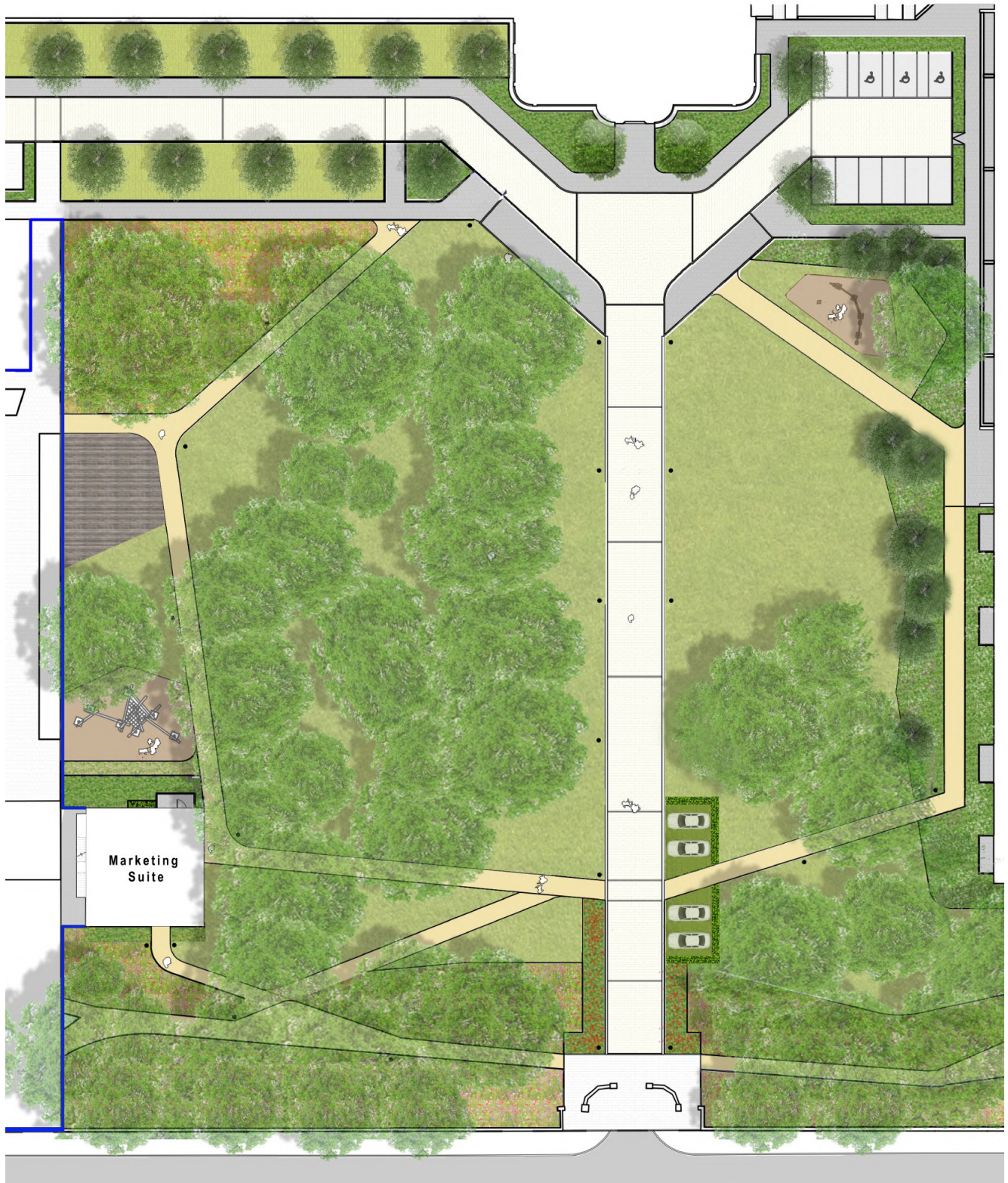


**Amenity shrub planting**



**Hoarding line**







## 5 Structure

It is proposed to locate the Marketing Suite on the former squash court site adjacent to the Canteen Hall, which comprises a single storey steel framed building, with steel roof trusses spanning between perimeter steel columns. Previous investigations have shown that the steel columns are supported on concrete pad foundations of 1.8m x 1.8m x 0.8m thick, which bear onto the underlying sands & gravels at around 1.4m below ground level.

To the south and west of the Canteen Hall there is a steel framed wraparound building, which is a two-storey building. The intrusive investigations indicate that the foundations are 1.6m x 1.6m x 0.9m thick concrete pad foundations bearing on to sands & gravels at approximately 1.2m below ground level.

There is also a colonnade to the east of the canteen, which will be reconstructed as part of the site development. This is a 5m wide single storey open structure butting up to the east side of the Canteen Hall. The Colonnade structure comprises steel beams, spanning between the Canteen Hall's external columns to a line of colonnade columns, supporting a precast concrete roof. Columns are supported on relatively shallow foundations, which are 0.25m x 0.25m x 0.2m deep concrete pad foundations bearing on to the made ground at around 0.6m below ground level.

The proposed foundations to the marketing suite will have minimal impact on the adjacent buildings and existing foundations. It will be on shallow pads formed with standard excavation plant into competent sands and gravels. The pads will be taken to a similar depth as the existing pads for the main canteen hall and wraparound building, and approximately 600mm deeper than the foundations to the inadequately founded colonnade. The pads will be approximately 2.5m from the colonnade and wraparound building, so will not undermine any of the existing foundations.



The proposals are for a temporary marketing suite within Wallis Gardens on the site of the vacant squash courts building. A small number of parking bays will be provided for the marketing suite visitors, which will be accessible from Nestle Ave. via Wallis Walk.

The planning permission (ref: I331/APP/2018/3729) for the temporary siting of the marketing suite was granted on 12 July 2019 for a period of 3 years expiring on 12 July 2022.

Therefore this new application is required for the marketing suite to remain on site for the duration of the rest of the construction period of three years, which takes it to the final completion of the development.

The Marketing Suite and show home is an essential element of the project as Barratt London requires an office from which to market and sell the development. Here customers will be met to discuss their needs, view different options and ultimately agree sales. The marketing suite will also house a mock up show apartment that will demonstrate the layout and finishes specification of a typical apartment. It is very important to be able to show prospective customers an example of an apartment including the specification, without which, customers will not commit to buy. As we will be marketing and selling the development ahead of completion it is important that a show apartment is available well in advance of the first block completing.

It is also important that the marketing suite is placed in the best location visually so it paints the development in the best light.

The proposed Marketing Suite location on the periphery of Wallis Gardens fits in with this.

30 customers are anticipated to visit the Marketing Suite each week. All appointments are pre-scheduled.

The Marketing Suite will be used mainly for marketing and selling the development and prospective clients will report to the Marketing suite by appointment. There will be 3 Sales Advisers based on the development, who will conduct viewings and ultimately agree sales with prospective customers.

Further to the above, the 1st floor of the Marketing Suite will house the offices of the executive site management team from which the project will be run on a day to day basis. Access to the 1st floor offices will be via a gate in the hoarding from the construction site using the external rear staircase. Office staff will not be accessing the building from Wallis Walk.









