

Design Response

Bridgewater Retail Park,
Hayes

January 2023

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02.1 SITE IMAGES



1 West View along Uxbridge Road showing the site and its immediate context

The photograph shows the view along Uxbridge Road looking across at the site.

The site sits in the centre of the view between the two larger building forms with great access from Uxbridge Road out towards the A312.

To the far right of the view is the residential area that sits on the opposite side of Uxbridge Road to the site.

Currently its mainly commercial and office buildings fronting the South side of Uxbridge Road, with an industrial zone set further back.



Photograph Location

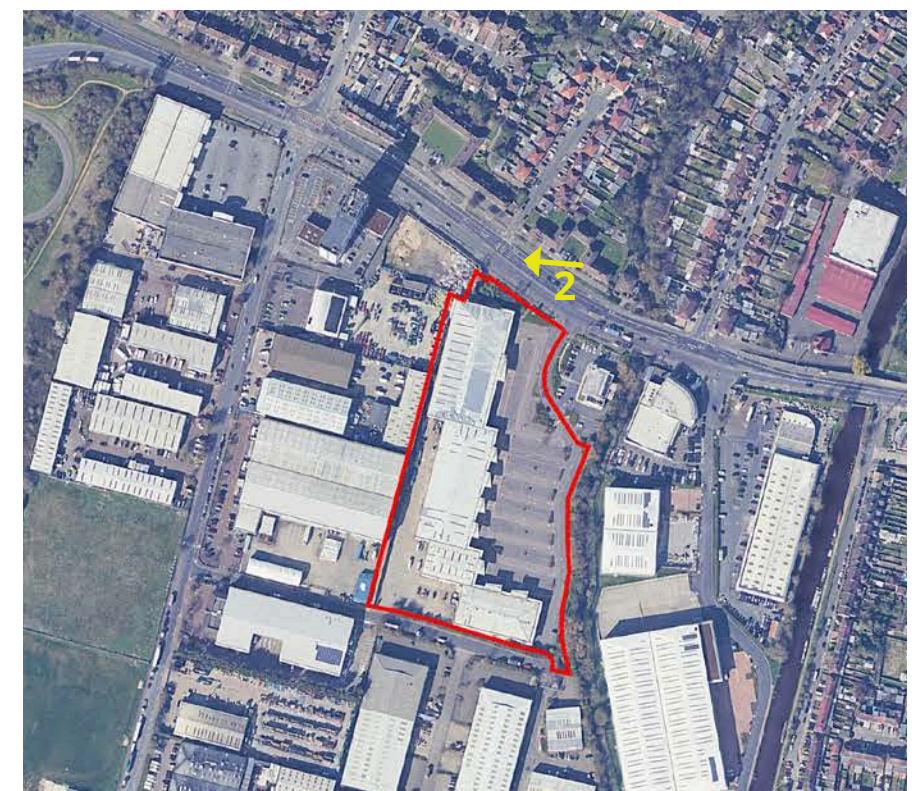


2 View along Uxbridge Road showing varying building scales

The view along Uxbridge Road highlights the varied building mass scale from either side of the road. Due to the planning application for a hotel, which sits next to the site, the massing of the design would require further alterations.

Alongside the site facing Uxbridge Road, a large billboard signage has recently been installed. This, in itself, creates restrictions to the frontage design.

The site sits opposite an area of residential with a clear view into the site. Although the road is broken up by grass strips and trees there is still a high visibility from the residential into the site and vice versa. Therefore the privacy of the neighbouring residents may need to be taken into account.



Photograph Location

02.2 SITE IMAGES



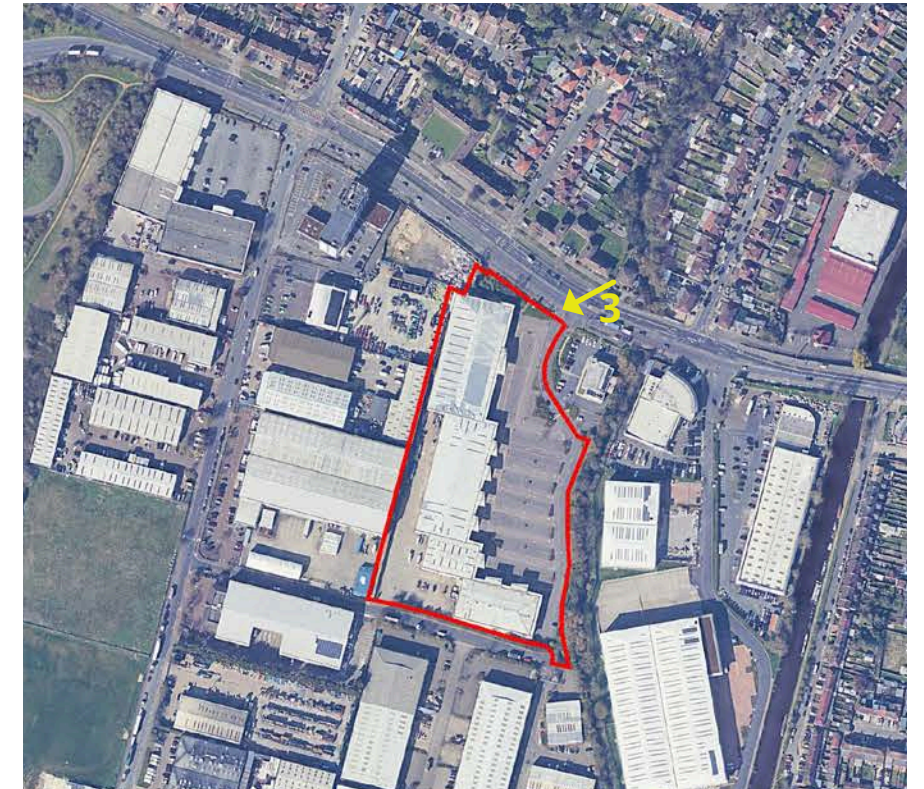
3 View across Uxbridge Road into the site

The photograph shows the existing access into the site, and the building that sits within the site currently.

This is a signalised junction which also provides access to the Metro Bank as well as the site.

The existing building is largely set back from the road by its car park and so doesn't dominate the street elevation with its massing.

An Industrial zone sits behind this existing building with much of its access coming from Springfield Road, further along Uxbridge Road.



Photograph Location



4 South-East View along Uxbridge Road showing the site and its immediate context

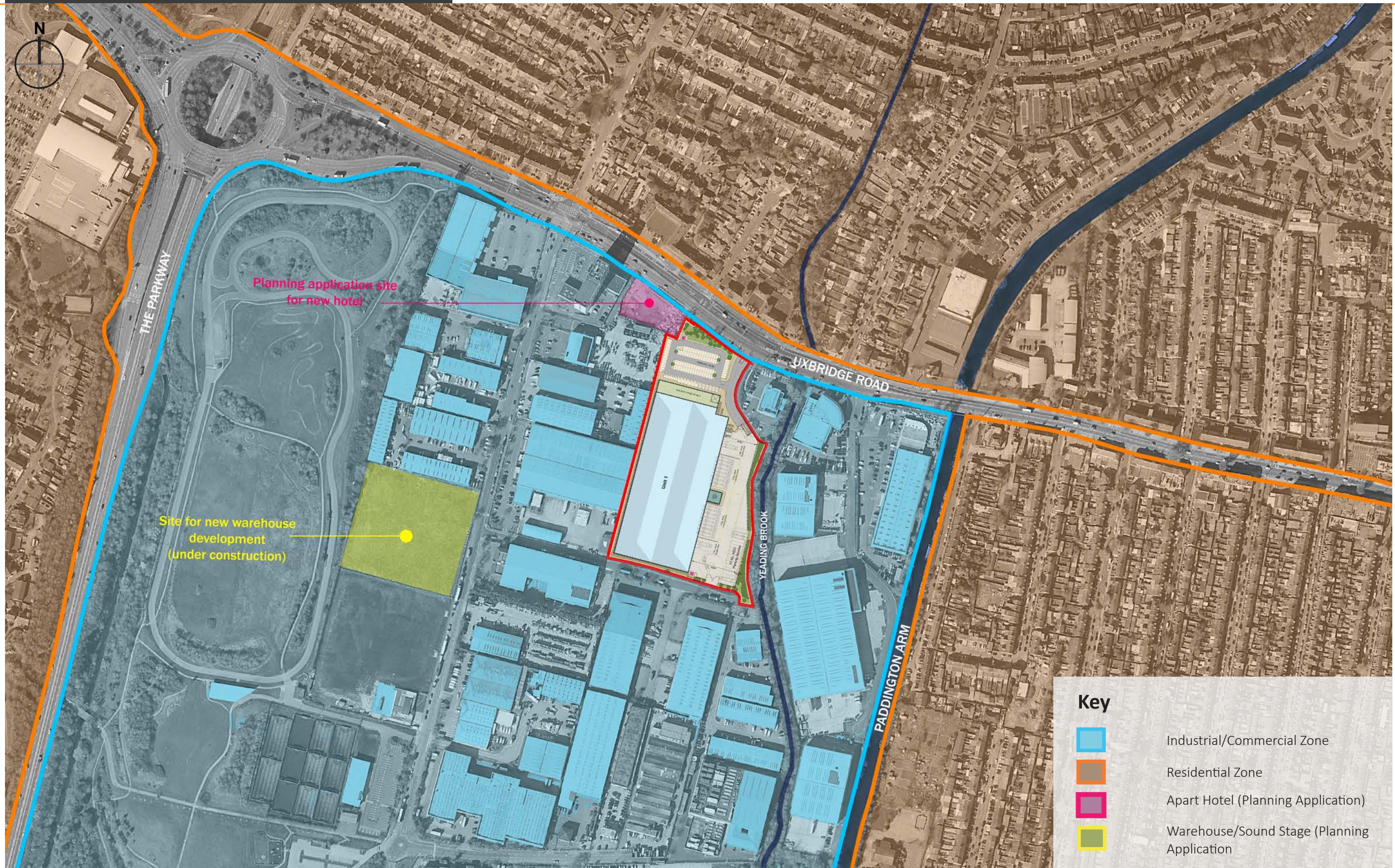
This photograph shows a clear view of the retail park from the residential housing looking towards the site. This view faces the industrial zone of the site with a multitude of warehouse provisions behind.

Appropriate massing of the warehouse becomes a significantly important factor in the design of this scheme to not become overbearing to pedestrians and residents.

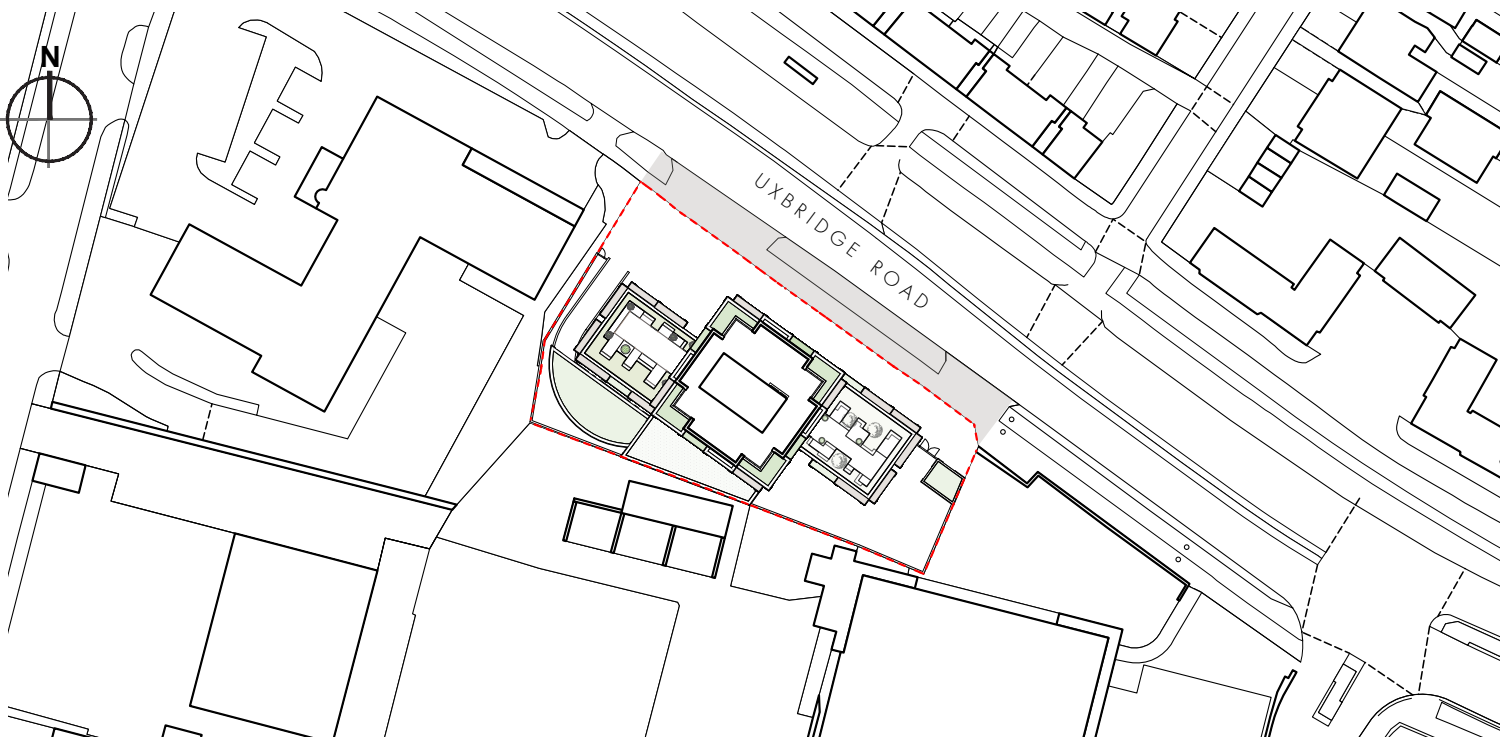
The site is in close proximity to a watercourse (Yeading Brook) that runs along the East boundary. It is important that the scheme design does not impede on the natural features around the site.



Photograph Location



HOTEL PLANNING APPLICATION



Plan (from planning application)



Hotel view from Uxbridge Road (from planning application)

Application:
69827/APP/2021/1565

Address:
15-17 Uxbridge Road,
Hayes,
Middlesex,
UB4 0JN

Date of decision:
18-11-22

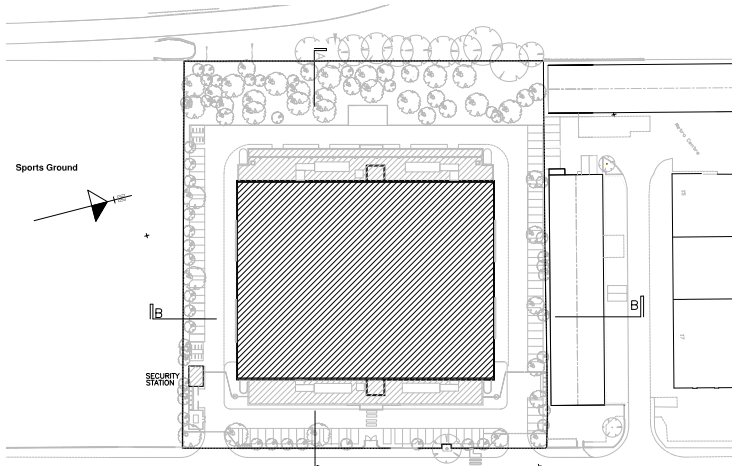


Location

WAREHOUSE / SOUND STAGES PLANNING APPLICATION



View 1: Sprindfield Road Street view of warehouse/
soundstage under construction



Plan (from planning application)

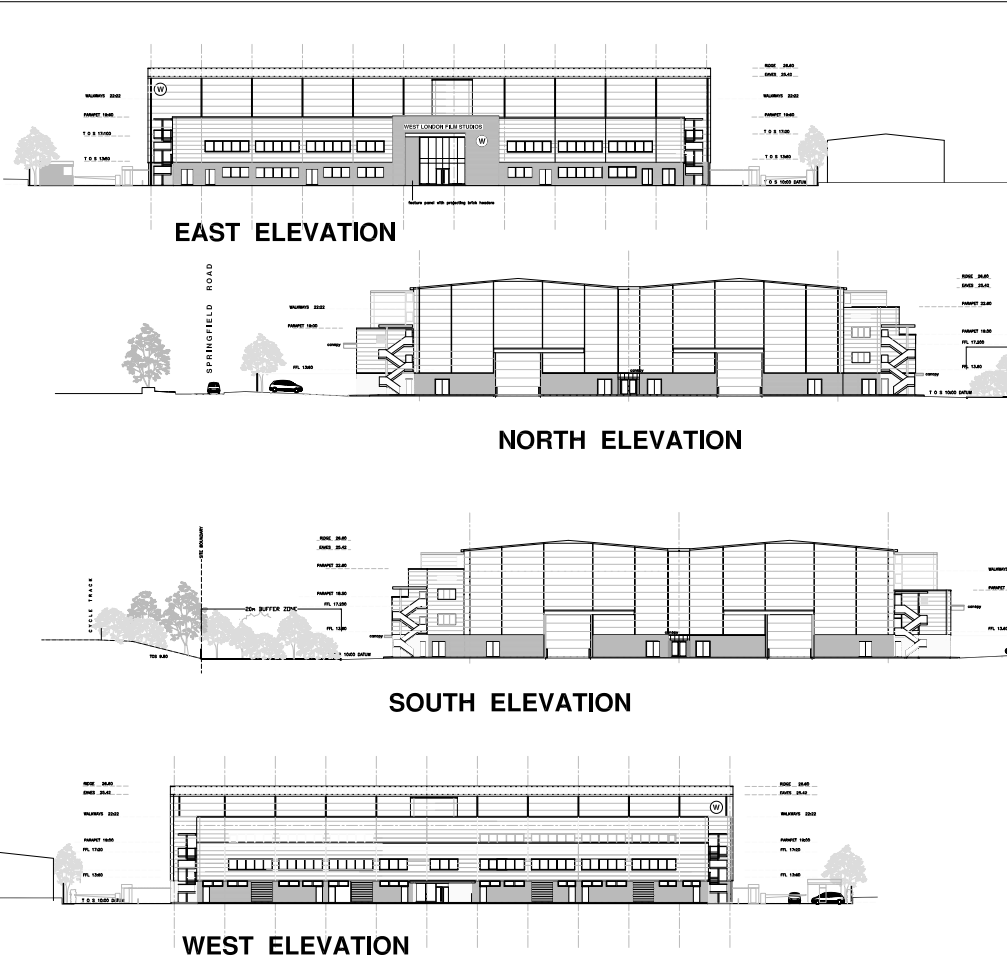
Application:
46378/APP/2019/2970

Address:
West London Film Studios,
Springfield Road,
Hayes,
UB4 0RG

Date of decision:
08-10-21

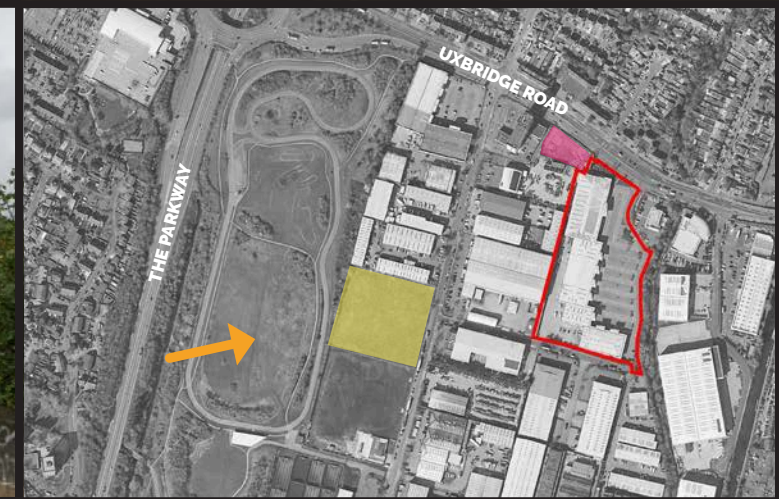


Location



Elevations (from planning application)

A wide view visual of the site from east of The Parkway, defining where our scheme (outlined in red) will sit within its urban context. Apart Hotel and Sound Stage Warehouse, with submitted and approved planning applications, have also been included within this visual to provide a comprehensive view of the scheme.



Views from the 'The Parkway' A-road demonstrating the warehouses and site hidden from public view behind the abundance

Location plan defining the view taken for the visual above

06.1 MASTERPLAN

This option provides a single unit set back to the South-West boundary of the site, providing landscaping & car parking fronting Uxbridge Road, with office frontage set back for privacy to the neighbouring residential

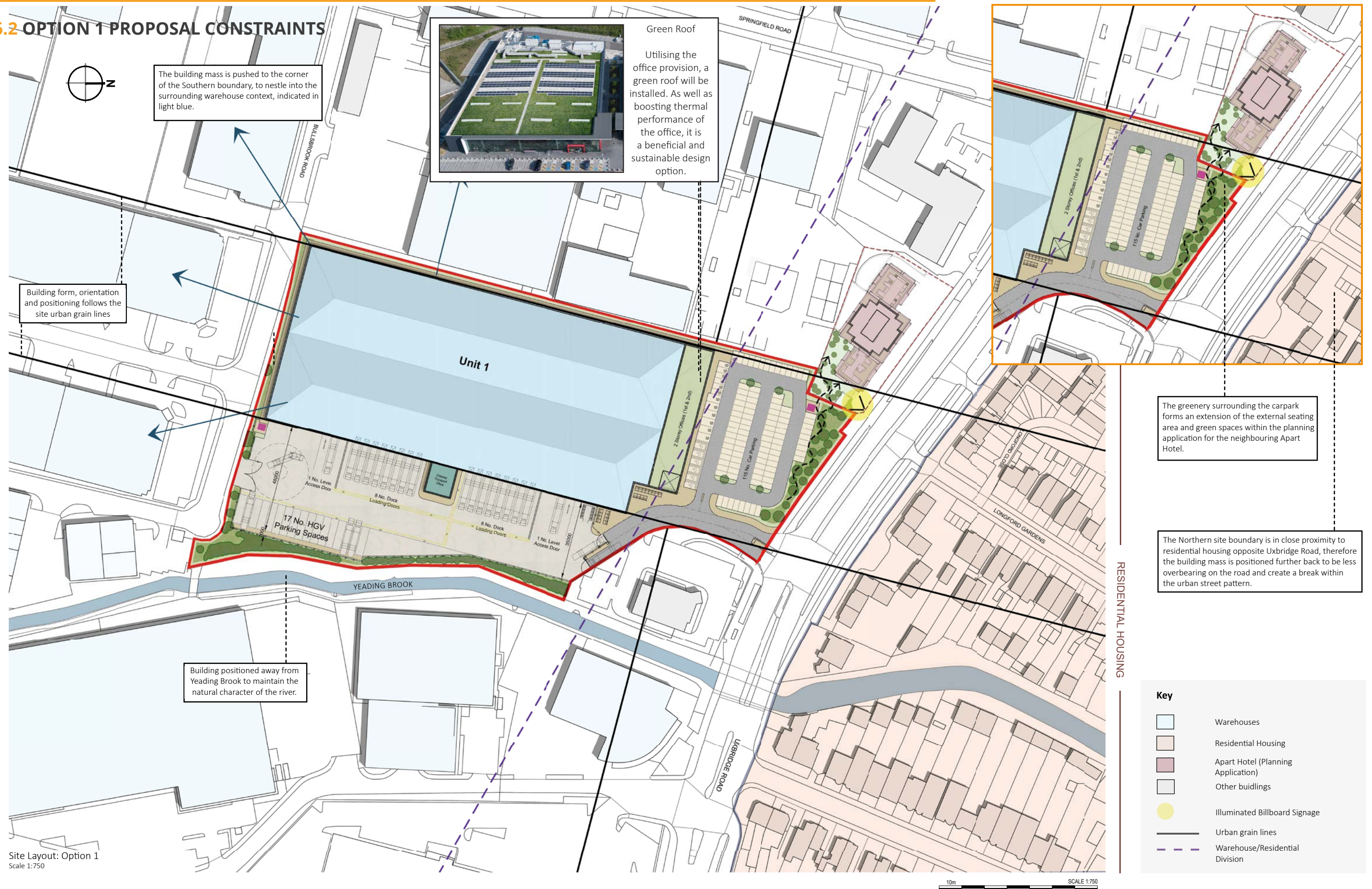
Development consists of:

Warehouse Area	-	151,415 sq ft (14,067 sq m)
2 Storey Office	-	19,181 sq ft (1,782 sq m)
Transport Office	-	3,433 sq ft (319 sq m)
Total Area	-	174,030 sq ft (16,168 sq m)

Car Parking Spaces - **115 spaces**



06.2 OPTION 1 PROPOSAL CONSTRAINTS



06.3 MASSING VISUALISATIONS



07.1 MASTERPLAN

This option provides a single unit set back to the South-West boundary of the site, providing landscaping, car parking and office frontage to Uxbridge Road with a bridge link connecting the office and warehouse.

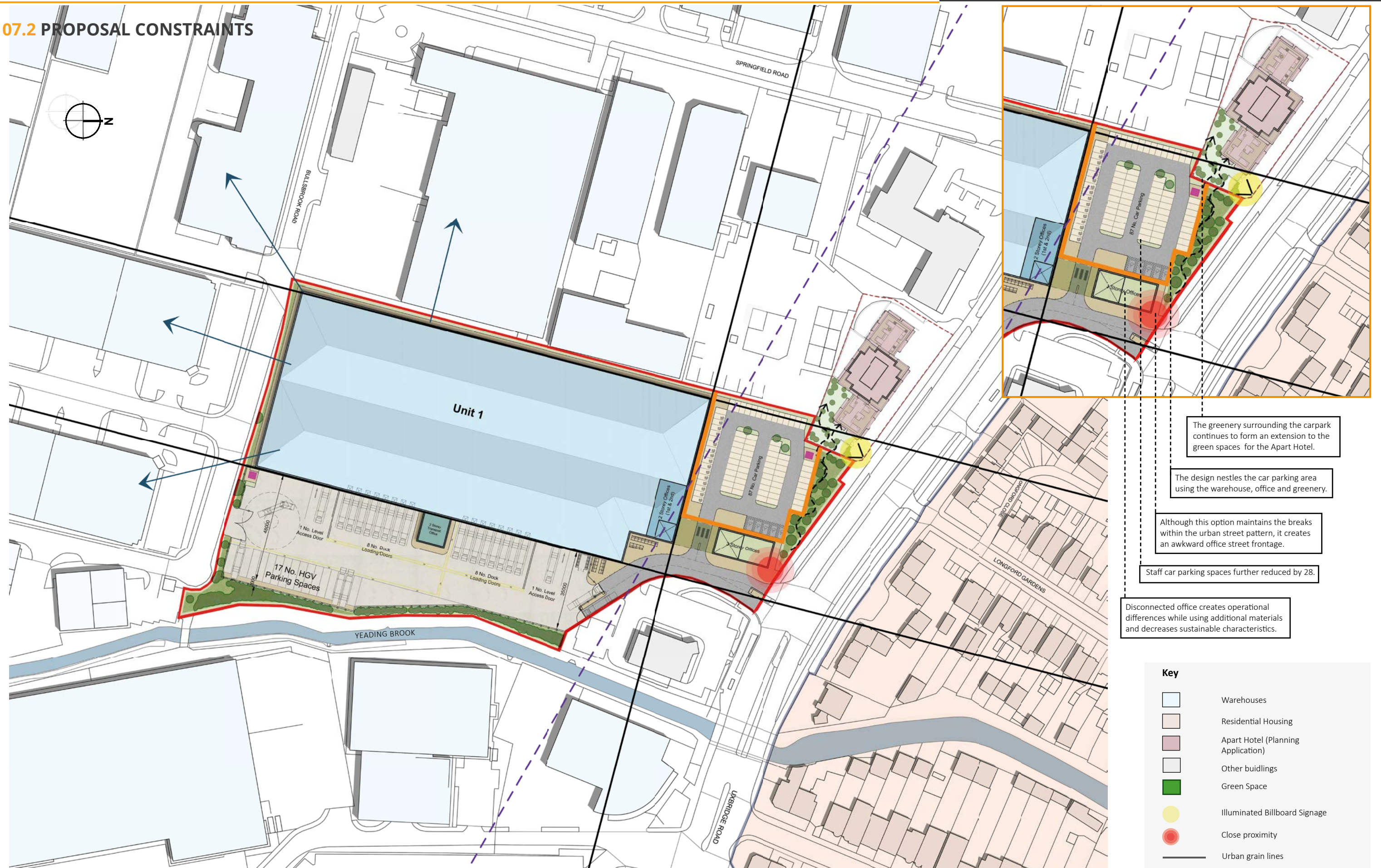
Development consists of:

Warehouse Area	-	152,266 sq ft (14,146 sq m)
2 Storey Office	-	7,225 sq ft (671 sq m)
3 Storey Office	-	13,071 sq ft (1,214 sq m)
Transport Office	-	3,433 sq ft (319 sq m)
Total Area	-	175,995 sq ft (16,350 sq m)

Car Parking Spaces - **87 spaces**



07.2 PROPOSAL CONSTRAINTS



07.3 MASSING VISUALISATIONS



08.1 MASTERPLAN

This option provides a single unit set back to the South-West boundary of the site, providing office frontage up against Uxbridge Road.

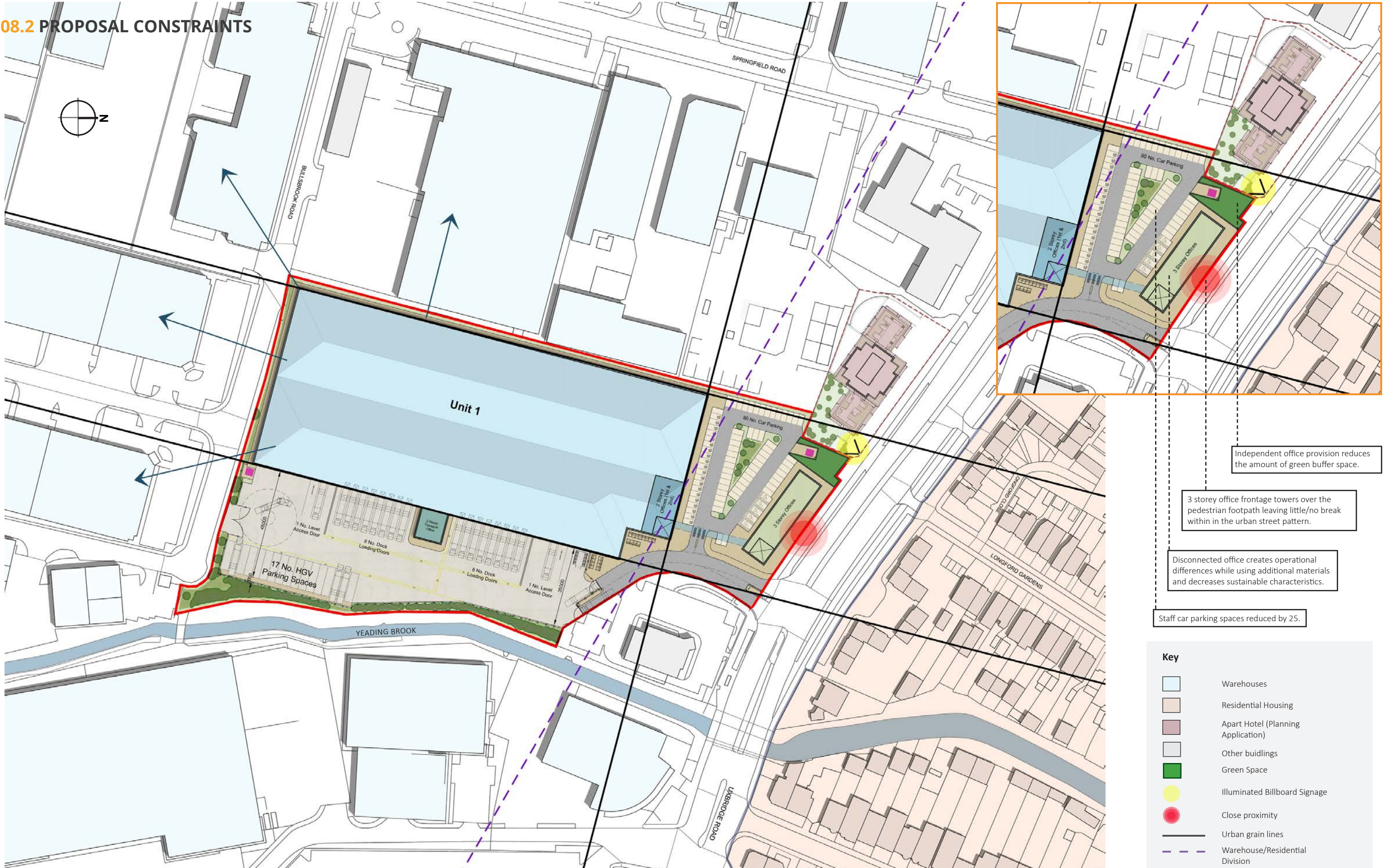
Development consists of:

Warehouse Area	-	152,266 sq ft (14,146 sq m)
2 Storey Office	-	7,225 sq ft (671 sq m)
3 Storey Office	-	15,974 sq ft (1,484 sq m)
Transport Office	-	3,433 sq ft (319 sq m)
Total Area	-	178,898 sq ft (16,620 sq m)

Car Parking Spaces - **80 spaces**



08.2 PROPOSAL CONSTRAINTS



Independent office provision reduces the amount of green buffer space.

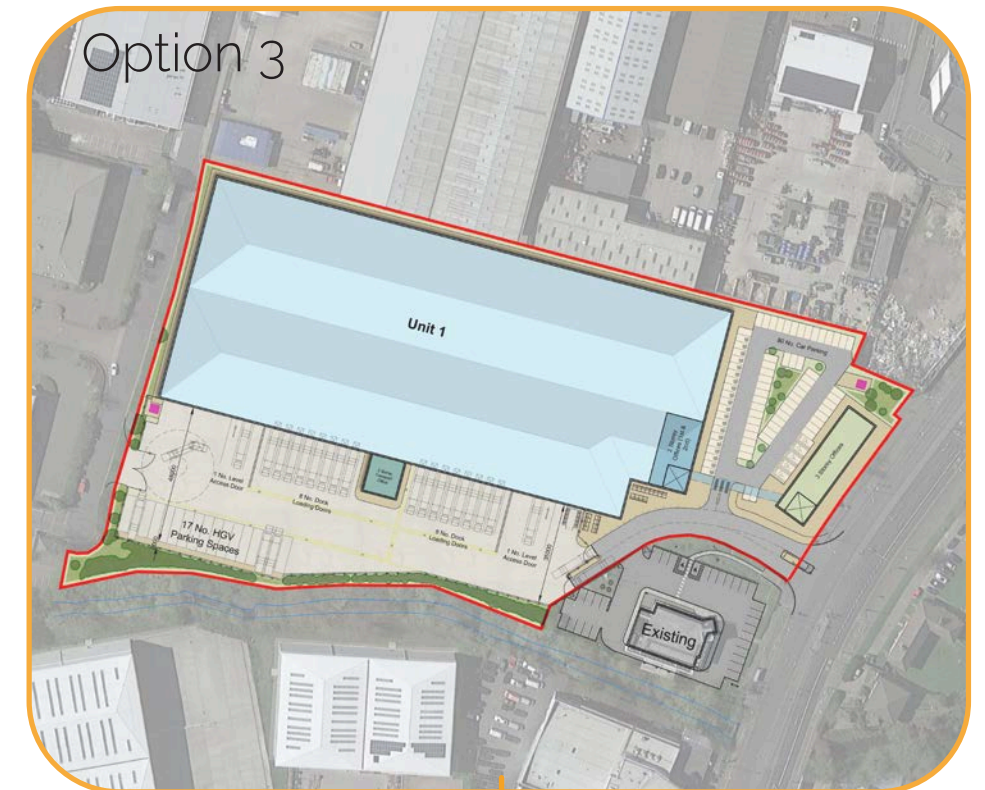
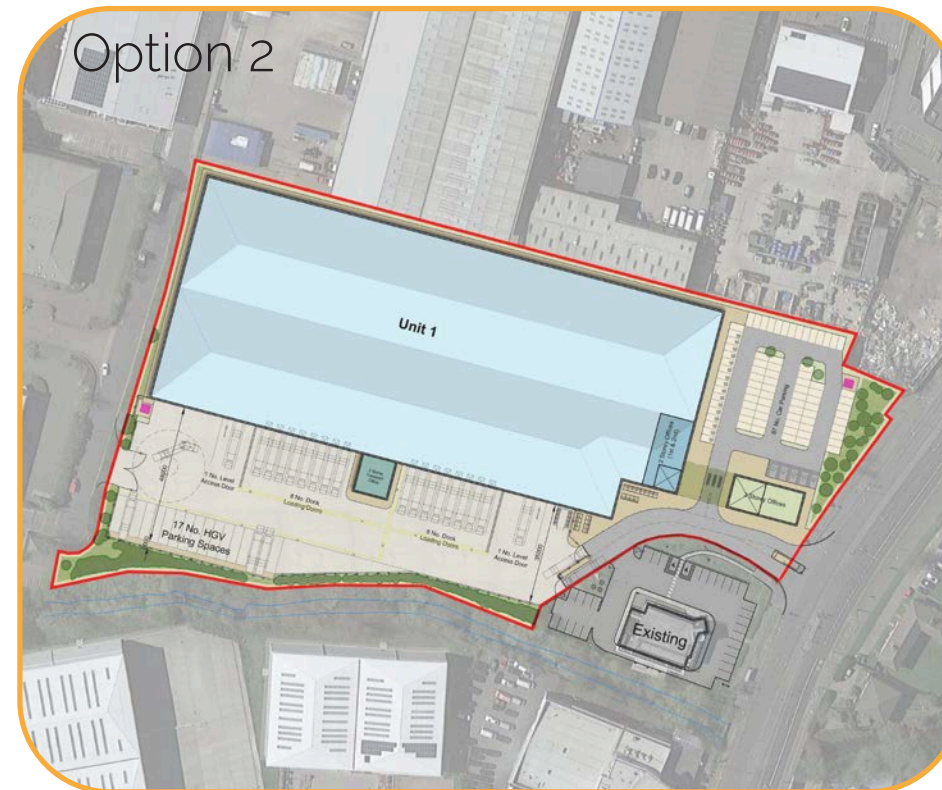
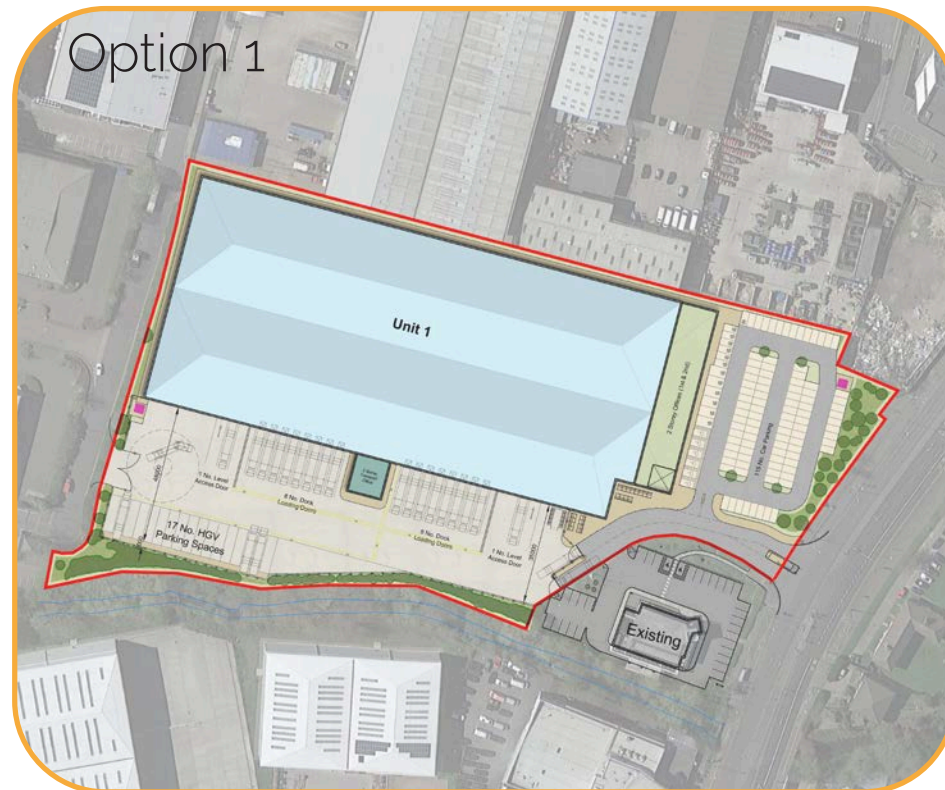
3 storey office frontage towers over the pedestrian footpath leaving little/no break within in the urban street pattern.

Disconnected office creates operational differences while using additional materials and decreases sustainable characteristics.

Staff car parking spaces reduced by 25.

08.3 MASSING VISUALISATIONS





- **Form and orientation** - Justified by the site urban grain.
- **Context** - Mass is positioned towards similar warehouses reducing its dominance on residential housing.
- **Green spaces** - Creates breaks within the urban street pattern + forms an extension of the garden area for the new hotel.
- Increased car parking spaces.
- **Cohesive design** - Offices are embedded within the warehouse + reduces additional materials + maintains sustainable characteristics.
- **Appearance** - Prominent, yet, not overbearing street frontage.

- **Form and orientation** - Justified by the site urban grain.
- **Green spaces** - Creates breaks within the urban street pattern + forms an extension to the garden area for the new hotel.
- Reduced car parking spaces.
- **Appearance** - Awkward office street frontage.
- **Segregated workplace** - office employees use a different entrance to warehouse employees.
- **Disconnected office** - creates operational differences + uses additional materials + decreases sustainable characteristics.

- **Form and orientation** - Justified by the site urban grain.
- **Context** - Large mass restricts sunlight to residential housing.
- **Appearance** - Prominent office street frontage following hotel urban grain.
- Reduced car parking spaces.
- Reduced green spaces.
- **Segregated workplace** - Office employees use a different entrance to warehouse employees.
- **Disconnected office** - Creates operational differences + uses additional materials + decreases sustainable characteristics.

10.1 FEEDBACK FROM OXENWOOD TENANTS

Oxenwood have spoken to several their tenants including GXO and DHL two household names in the 3PL space and asked them to comment on the three spaces:

OPTION 1

- This scheme was a strong preference for all occupiers.
- It reflects the market standard

OPTION 2

- Inclusion – All occupiers did not like the separate warehouse and office functions as it creates division in the team and becomes a wider HR issue.
- Arrangement is less efficient – access to the warehouse
- Parking ratio is a concern

OPTION 3

- This was viewed as a totally separate building which did not relate to the warehouse and would cause operational challenges.
- Increased repair costs over two buildings a concern under an FRI lease.
- Parking ratio is a concern
- Unviable

10.2 FEEDBACK FROM OCCUPATIONAL AGENTS

DTRE- Jake Huntley, Partner

- The reduced car parking provision is likely to have a significant impact on a tenant's operation
- The maintenance and repair costs will increase with the additional guttering, façade, and flat roof area this will again be a concern for an occupiers FM team
- The extra 'core' space is a much less efficient configuration of the office accommodation
- Most occupiers are seeking contiguous linear office accommodation
- Access to the warehouse from the office area is less efficient
- The 'non-institutional' configuration could have an impact on the re-letting in the future, depending on the strength of the market when the unit is re-marketed

JLL – Melinda Cross, Head of London Industrial & Logistics Agency & Capital Markets

- Having the staff remote from the warehouse staff is not ideal for a collaborative working environment
- Collaborative working is very important particularly from an ESG point of view.
- Warehouse and office staff are expected to mix and collaborate so having separate offices and keeping offices remote from the warehouse staff does not work.
- Communal staff areas will be within the main frame of the building i.e. staff room or changing rooms or locker rooms it's much more collaborative that all staff share the same facilities
- The plan reduces the number of car parking spaces which would be below occupier expectations in the market
- The proposed bridge over the car park is a very dated design and is quite inflexible as small vans depending on occupier may need to use the car park
- The bridge over the car park could cause management difficulties in the future

11.1 OPTION 1 (IN CONTEXT)



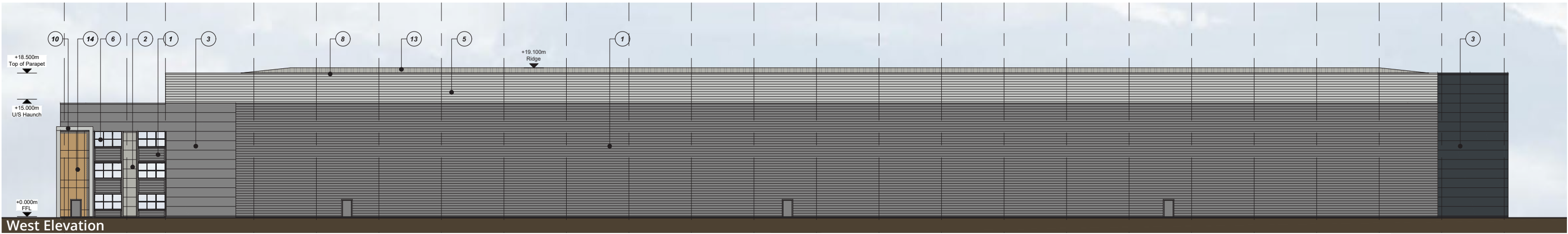
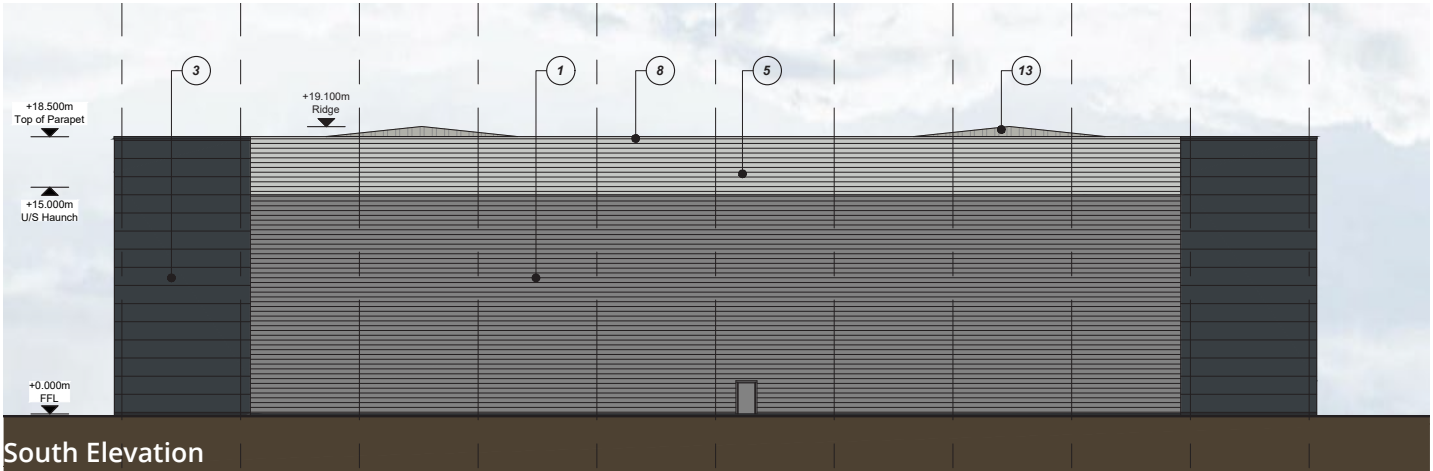
11.2 OPTION 1 (NIGHT)



11.3 OPTION 1 (DAY)



12.1 OPTION 1 ELEVATIONS

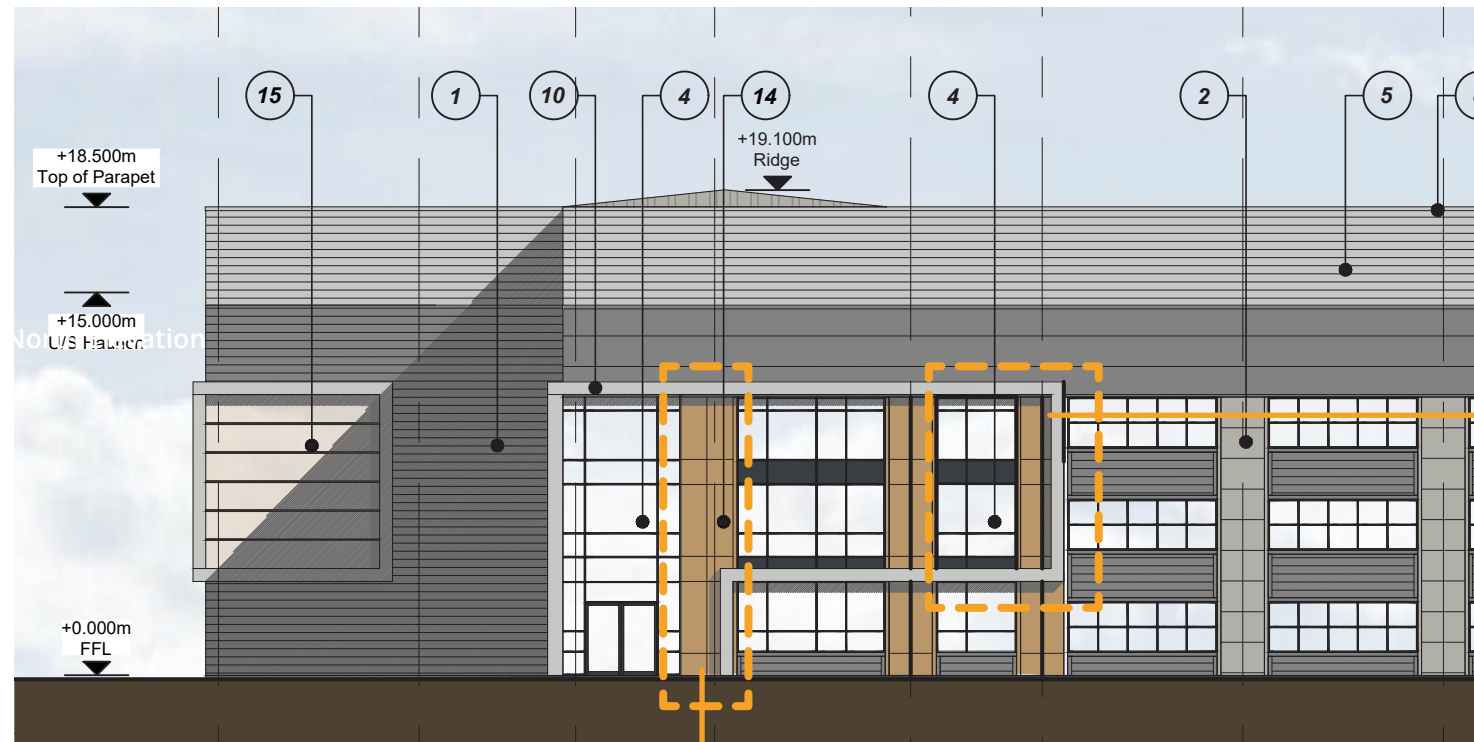


Key

- 1 Horizontally laid trapezoidal built up wall cladding
Colour: Pure Grey (RAL 000 55 00)
- 2 Horizontally laid trapezoidal built up wall cladding
Colour: Goosewing Grey (RAL 7036)
- 3 Horizontally laid colour coated cladding system with microrib finish
Colour: Pure Grey (RAL 000 55 00)
- 4 Aluminium curtain walling system
Glazing: Grey tinted
Frame Colour: Anthracite (RAL 7016)
- 5 Horizontally laid trapezoidal built up wall cladding
Colour: Oyster (RAL 7035)
- 6 Aluminium window/ door system
Glazing: Grey tinted
Frame Colour: Anthracite (RAL 7016)
- 7 Overhead sectional doors with level access
Colour: Anthracite (RAL 7016)

- 8 Parapet flashing
Colour: to match adjacent cladding
- 9 Security door & frame.
Colour: to match adjacent cladding
- 10 Feature Entrance Surround with brise soleil fins
Colour: Oyster (RAL 7035)
- 11 Pre-cast insulated dock pro-wall system
- 12 Overhead sectional doors with dock leveller
Colour: Anthracite (RAL 7016)
- 13 Built up roof cladding
Colour: Goosewing Grey (RAL 7036)
- 14 Rainscreen Cassette System
Colour: Bronze
- 15 Translucent Panel System

12.2 ELEVATIONAL DESIGN INTENT



1. FEATURE POST

The post integrated into the office elevational design is an integral stand-out feature adopted in countless UMC designs.

We altered our standard feature post design to wrap back around, mimicking the cubic frontage of Apart Hotel. This way, the elevational design forms a connection to the Hotel from the street elevation.



EXAMPLE EXTRACT OF UMC FEATURE BAND

PRECEDENT: PROXIMA PARK, WATERLOOVILLE



2. BRONZE RAINSCREEN CASSETTE SYSTEM

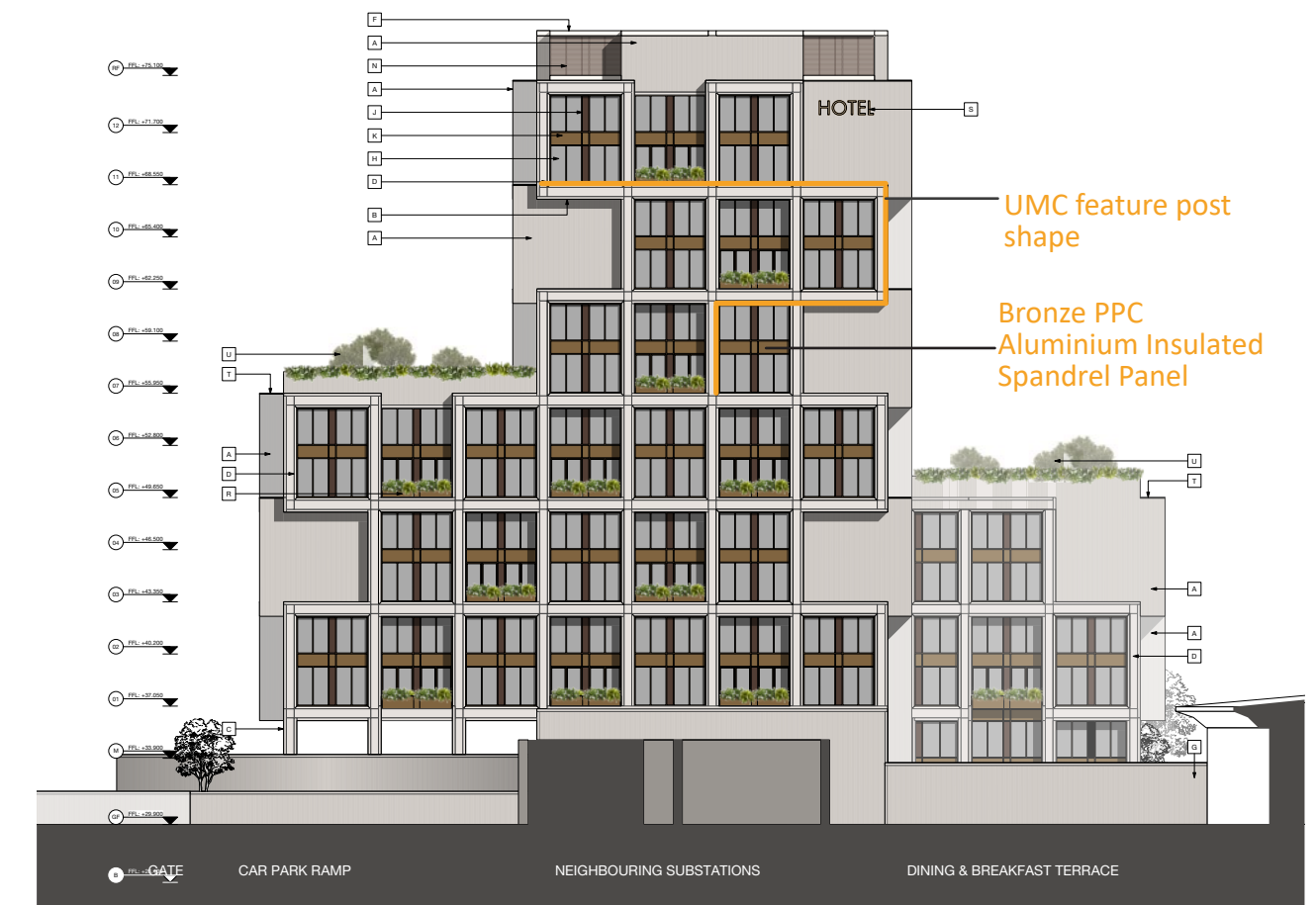


A Bronze Rainscreen Cassette System was the material of choice within the entrance feature band. The material choice relates to Apart Hotel, which integrates a similar Bronze PPC Aluminium Insulated Spandrel Panel. The elevational treatment introduces a relationship to the neighbouring Hotel through the bronze materiality.



PRECEDENT: SUMMERFIELD SCHOOL, OXFORD

APART HOTEL (PLANNING PERMISSION)



Option 1



Option 2



Option 3





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