

P21-1767PL

24 February 2023

Michael Briginshaw
Principal Planning Officer
Strategic and Major Applications Team
Place Directorate
Civic Centre (3N)
Hillingdon Council

Dear Michael,

I'm writing in relation to the development at Hayes Bridge Retail Park – Planning Application Reference: 1911/APP/2022/1853.

Following our meeting on the 11th January, I am pleased to enclose the amended Design Response document relating to the site.

The proposal has been diligently developed in response to the verbal advice provided during our meeting, along with the precedent study kindly provided by Anke Boehme. Further to this, throughout its evolution, specialist advice has been sought from commercial agents JLL and DTRE and potential occupier engagement has been conducted, to ensure the developments composition adheres to the compulsory institutional standards. The details of which, are further set out within the Design Response.

The design solution has been developed to align with the key components as outlined by Hillingdon Borough Council, including the corridor enhancement strategy, urban greening ambitions and placemaking.

Key headlines are as follow:

The amended scheme will result in significantly enhanced urban greening, increasing its percentage from 4% to 19%. This has been achieved through the utilisation and enhancement of existing green spaces, the creation of new spaces and the provision of green roofs to the office elements of the development.

Combined benefits have been secured as a result of the sites increased greening, including the provision of amenity and breakout spaces and enhanced drainage through the incorporation of SuDS and a reduction in impermeable surfaces. Furthermore, it has been possible to achieve the additional greening with no consequence to HGV parking provision, which has been maintained.

Through significant amendments to the buildings footprint, its active elevation (office) has been brought closer to Uxbridge Road, thus enhancing engagement with its users.

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A revised architectural form, reminiscent of a north light structure, has been employed to articulate the elevation, break down the longitudinal mass and add depth to the façade.

In addition, to address comments relating to the roofscape, the long elevations have been activated through the introduction of a 'North Light' style parapet solution. This design divides the building mass while offering a legible roofscape for both distant and near views.

The rooflight specification is suitable for a building of this orientation and scale and the roof light provision is in accordance with industry requirements / expectations.

Overall, the architecture is split into two complimentary styles. The office element is expressive and modern, referencing architectural styles of adjacent landmark buildings, while the warehouse offers a familiar, historic form.

The amended solution fully adheres to the relevant local and national planning policies on design and to your Officers' guidance.

Along with design, achieving economic benefits is a primary consideration of the scheme.

Significant investment, along with a range of direct and indirect economic benefits will be achieved through the site's re-development. As evidenced within the supporting economic benefits statement, the site will achieve the following:

Construction Impacts

- Direct and indirect construction-related employment: The Proposed Development will support an estimated 225-255 temporary roles on-site and in the wider economy over the 1-year build programme.
- Contribution of construction phase to economic output: An estimated £22million - £25million of gross value added (GVA) will be generated during the 1-year construction period in current prices.

Operational Impacts

- Gross jobs supported on-site: The Proposed Development will support 234- 444 gross permanent full-time equivalent (FTE) jobs on-site once it is built and operational.
- Contribution to economic output: The GVA attributable to the site once operational is estimated at £6.7million- £12.5million per annum.
- Employee wages: The proposed scheme will generate an estimated £9.7million - £15.8million per annum in wages for on-site employees.
- Business rates: It is estimated that annual business rates generated by the scheme could be in the region of £717,500 per annum.
- Increased Local spend: The proposed scheme will generate an estimated £0.22million - £0.43million in additional spend in Hillingdon. This is spend associated with the on-site jobs.



As detailed within the Development Plan, the site is an allocated employment site and is therefore required to deliver the Councils employment land use requirements.

At a national level, the Framework places significant weight on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

Paragraph 82 provides additional support, through its requirements for planning to set out a clear economic vision and strategy which **positively** and **proactively** encourages sustainable economic growth.. and at paragraph 83 which recognises the specific locational requirements of different sectors and the importance of making provision for storage and distribution operations at a variety of scales and in suitably accessible locations.

As set out both within this letter and within the Design Response, the amended solution for the site has sought to address all concerns raised by your Officers, whilst also meeting the operational and institutional requirements of the market. If consent is not forthcoming, the site will remain vacant, with no rates being paid and its condition will deteriorate. The development adheres to the relevant local and national design policies and will also bring about considerable economic benefits, which is a significant material consideration.

We trust the scheme presented will be favourably received and look forward to having the opportunity to discuss with you further.

Kind regards,

Eleanor Overton

Director
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Enc.