

4

Building Design

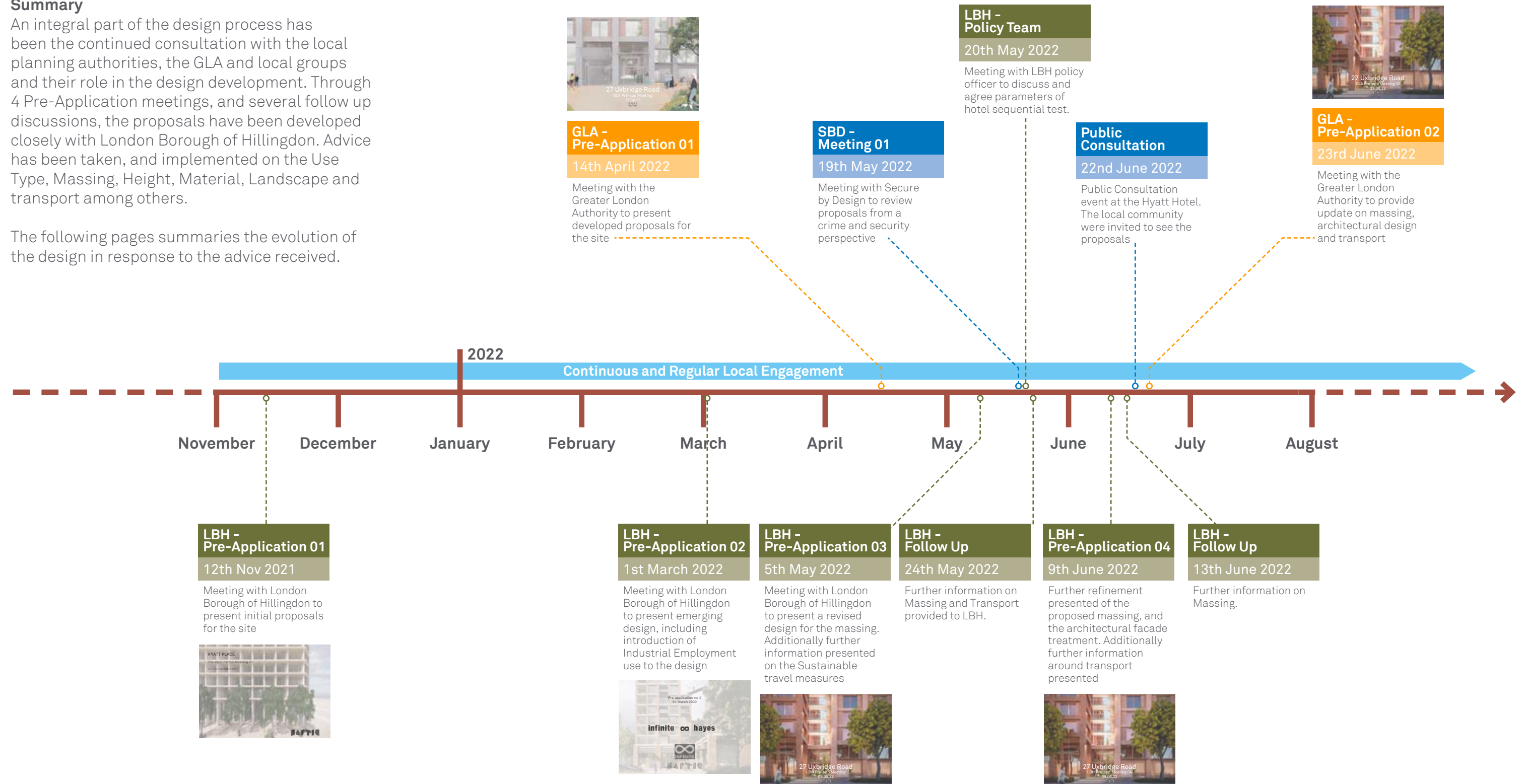
4.1 Design Development Process

4.1.1 Pre-Application Consultation

Summary

An integral part of the design process has been the continued consultation with the local planning authorities, the GLA and local groups and their role in the design development. Through 4 Pre-Application meetings, and several follow up discussions, the proposals have been developed closely with London Borough of Hillingdon. Advice has been taken, and implemented on the Use Type, Massing, Height, Material, Landscape and transport among others.

The following pages summaries the evolution of the design in response to the advice received.



4.1 Design Development Process

4.1.2 Design Evolution

Key Moves

As part of the ongoing discussion and engagement of the project, the advice received has directly informed key design decisions:

Massing - Beginning as a perimeter block, wrapping round the site, the proposal responds to commentary received for LBH and the GLA. The resulting massing breaks the scheme into 3 components.

Townscape - The relationship between the new build and the existing building began out at similar heights, however as a result of feedback, a Tower + Shoulder datum defined the proposed heights.

Materials - Initially a brick design, the design looked to the raw industrial aesthetic of the area.

Initial Materials

22nd June 2022

Public Consultation event at the Hyatt Hotel. The local community were invited to see the proposals



Corner Block

22nd June 2022

Public Consultation event at the Hyatt Hotel. The local community were invited to see the proposals



Roof Extension

22nd June 2022

Public Consultation event at the Hyatt Hotel. The local community were invited to see the proposals



November

December

January

February

March

April

May

June

July

August



Initial Layout

1st March 2022

Meeting with London Borough of Hillingdon to present emerging design, including introduction of Industrial Employment use to the design



Perimeter Block

1st March 2022

Meeting with London Borough of Hillingdon to present emerging design, including introduction of Industrial Employment use to the design



C-Blocks

1st March 2022

Meeting with London Borough of Hillingdon to present emerging design, including introduction of Industrial Employment use to the design



Final Proposal

1st March 2022

Meeting with London Borough of Hillingdon to present emerging design, including introduction of Industrial Employment use to the design

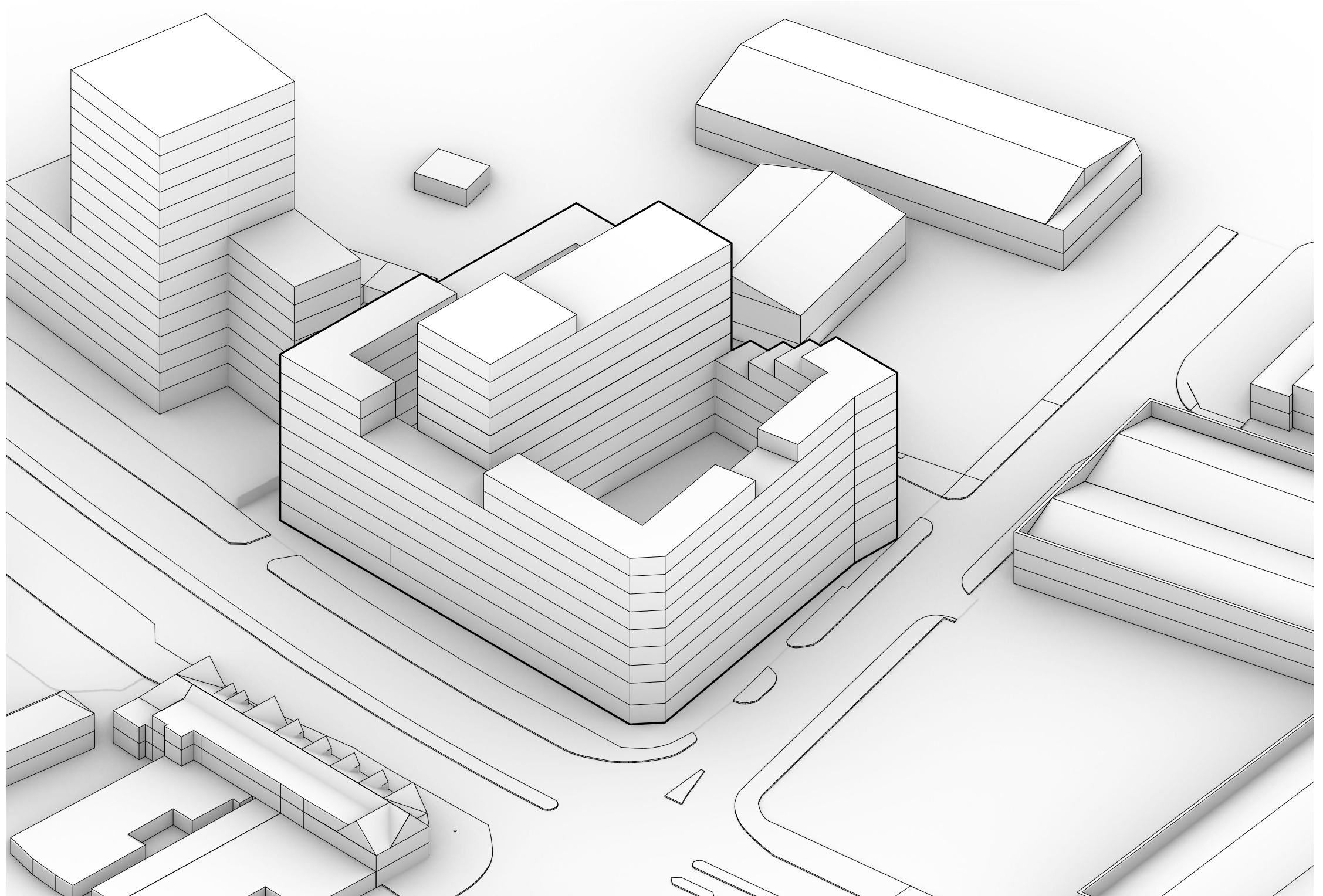
4.1 Design Development Process

4.1.3 Massing Development

12 November 2021 - LBH Pre-app 01

At the initial design stage a perimeter block typology was proposed. Wrapping round the existing hotel building, up to a height of 9 storeys.

The massing represents the starting point for the project, providing opportunity to understand LBH's thoughts on the proposal.



4.1 Design Development Process

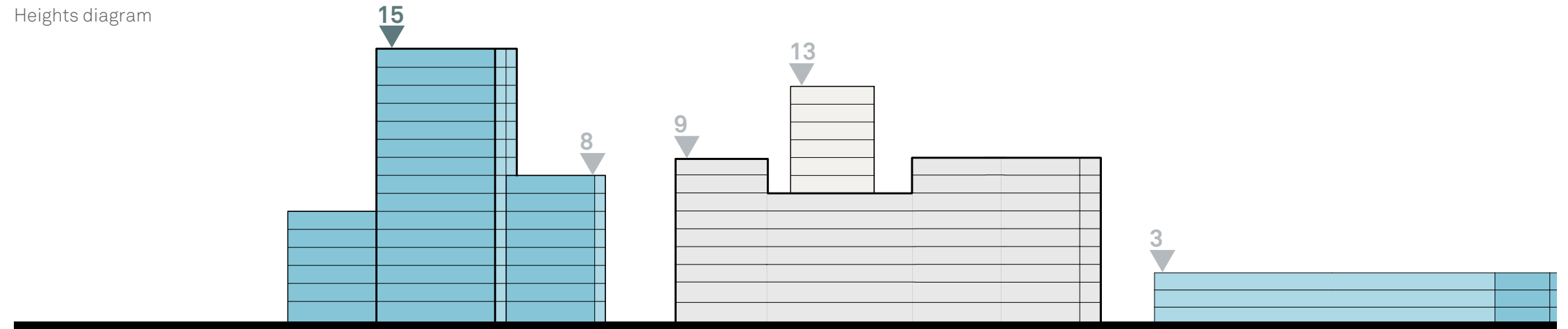
4.1.3 Massing Development

01 November 21 - LBH Pre-app 01

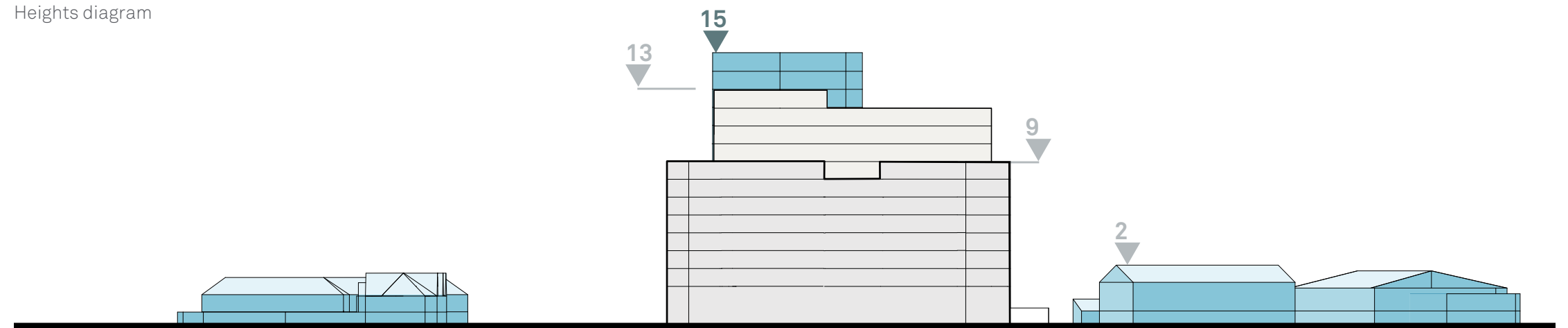
Discussions with LBH defined a series of key study areas. Firstly the North and West elevations as the critical façades due to their importance to the emerging Townscape. Secondly the longer verified views to the North and West and the effect the massing has on the context.

Finally the North West corner of the site was defined as a key view point in understanding the relationship between new and existing mass.

North Elevation
Heights diagram

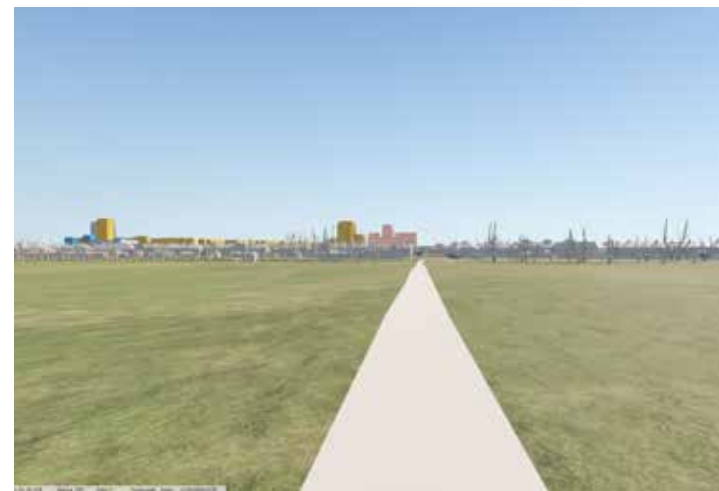


West Elevation
Heights diagram



Key

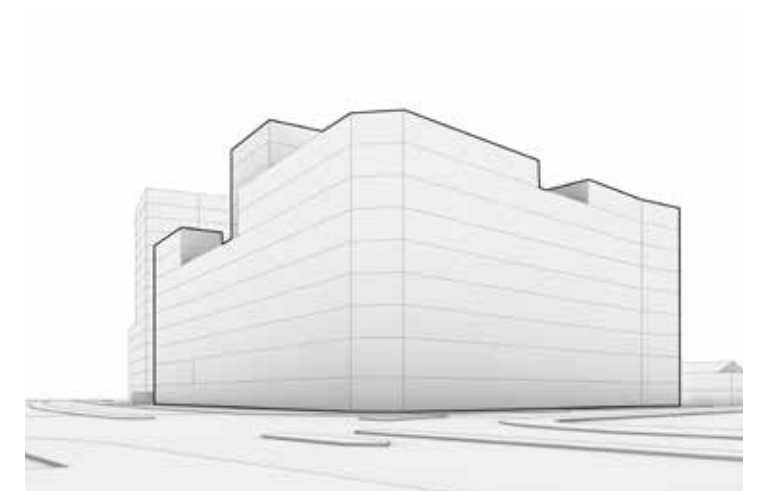
- Context
- Removed Mass
- Added Mass



Candidate Viewpoint 4
Brookside Playing Fields, at northern entrance



Candidate Viewpoint 8
Uxbridge Road, across Minet Country Park



Massing View
View from junction of Uxbridge Road and Springfield Road

4.1 Design Development Process

4.1.3 Massing Development

01 March 2022 - LBH Pre-app 02

Responding to feedback received in the first Pre-Application meeting, the proposals begin to break the overall mass down through a push and pull technique. Creating a collection of buildings around the site's edge.

Heights of each block were also increased and decreased to further define individual blocks. With the North West corner becoming a prominent anchor point, due to its location on Uxbridge Road and Springfield Road.



Key

- Context
- Removed Mass
- Added Mass

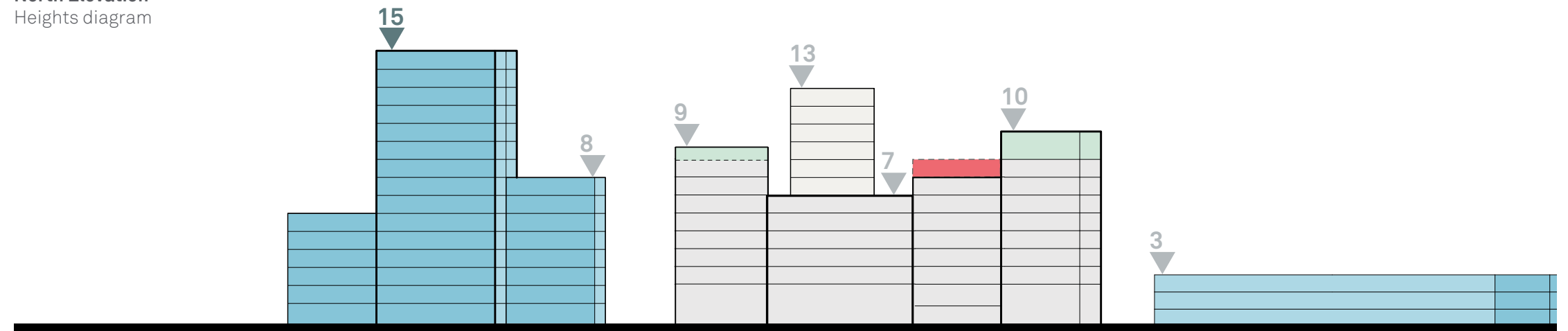
4.1 Design Development Process

4.1.3 Massing Development

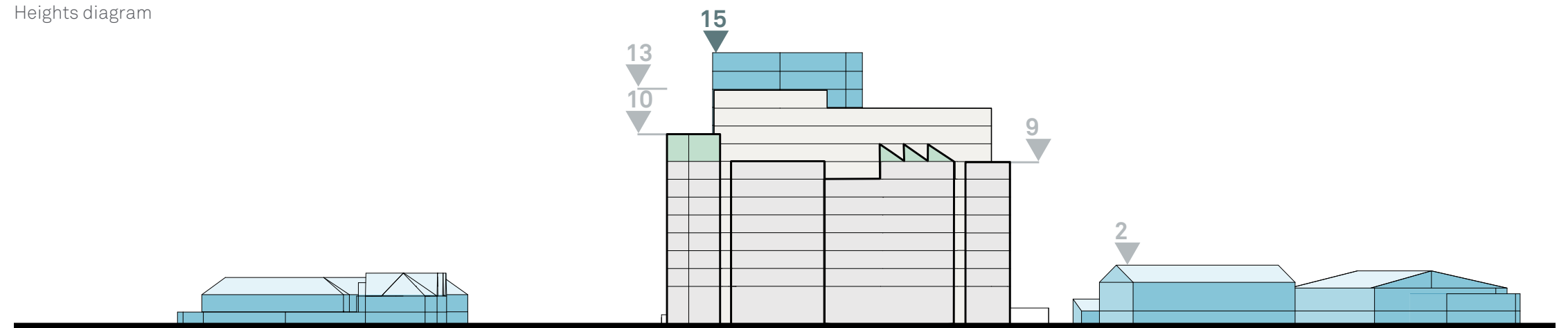
01 March 2022 - LBH Pre-app 02

The massing was refined in response to LBH's verbal commentary at the 01.10.21 Pre-app.

North Elevation
Heights diagram



West Elevation
Heights diagram



Key

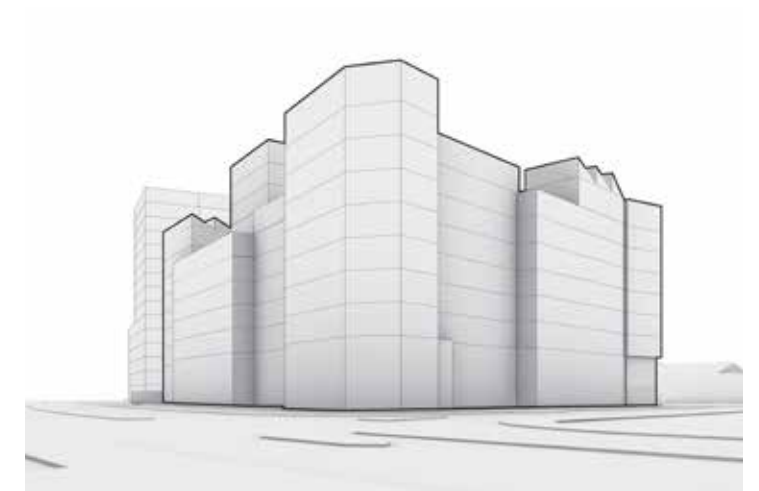
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Candidate Viewpoint 4
Brookside Playing Fields, at northern entrance



Candidate Viewpoint 8
Uxbridge Road, across Minet Country Park



Massing View
View from junction of Uxbridge Road and Springfield Road

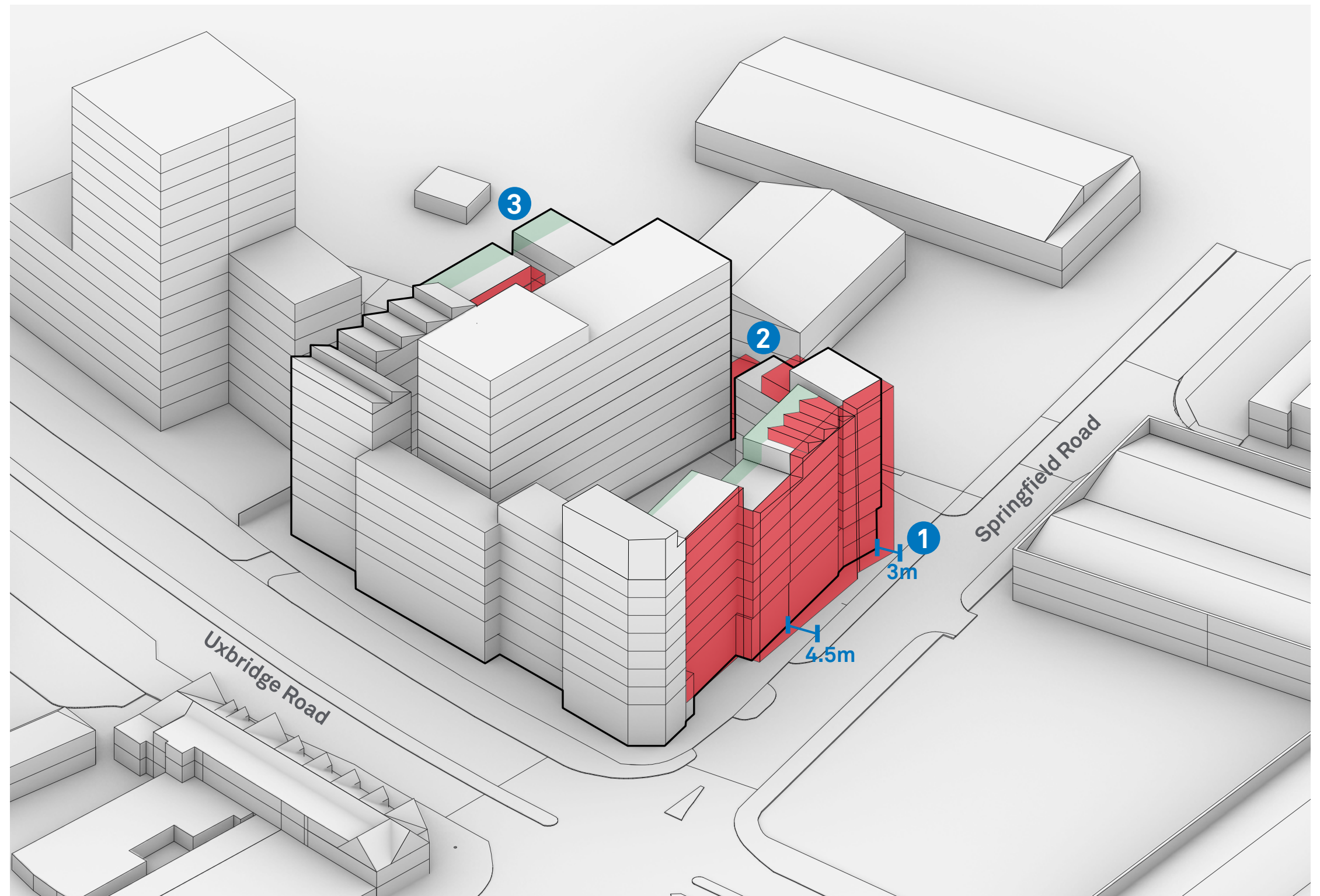
4.1 Design Development Process

4.1.3 Massing Development

12 April 2022 - GLA Pre-app 01

The massing was refined in response to LBH's verbal commentary at the 01.03.22 Pre-app, and written feedback received 29.03.22:

- 1 South-west corner**
LBH commented that the west site boundary setback 'tapers significantly towards the south (service yard) where there will be no space for the trees'. In response, the whole west facade was pushed eastwards to create a more generous setback, at least 3m wide and generally 4.5m to permit a good zone for landscaping.
- 2 South massing**
To simplify the block geometry and enhance daylighting to the courtyards, the amount of stepping to the south massing rooftops is reduced.
- 3 South-east corner**
To enhance daylighting to the east courtyard, the proposed south east corner massing is extended further eastward to increase the courtyards width from 12m to 15m.,



Key

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- Removed Mass
- Added Mass

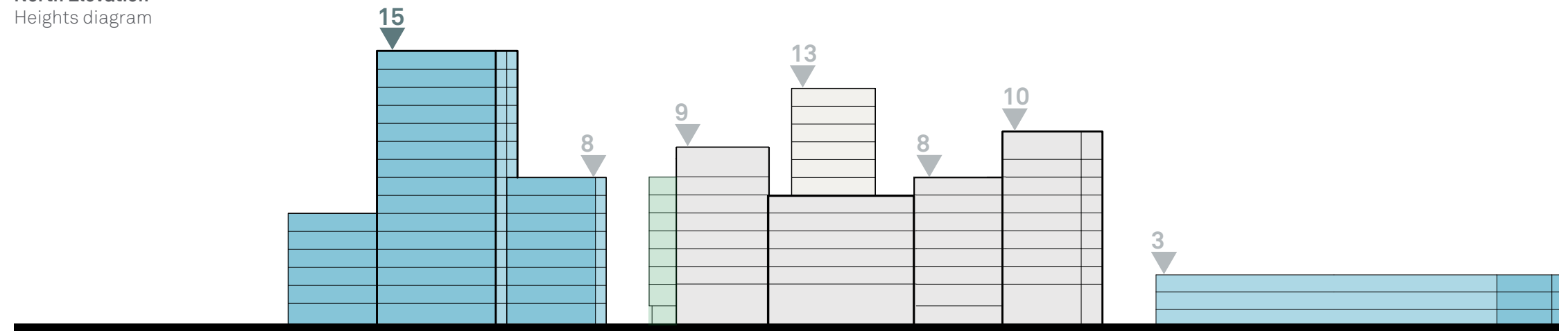
4.1 Design Development Process

4.1.3 Massing Development

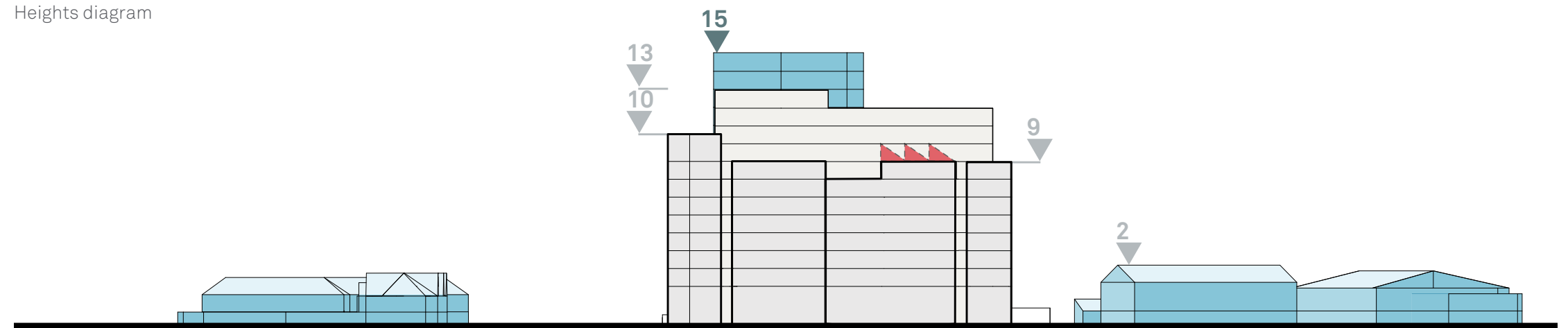
12 April 2022 - GLA Pre-app 01

This iteration re-aligns the Western elevation, to benefit the increase of public realm around the building. A simplification of the roofscape directly responded to comments around creating a 'Unified' Architectural language.

North Elevation
Heights diagram



West Elevation
Heights diagram



Key

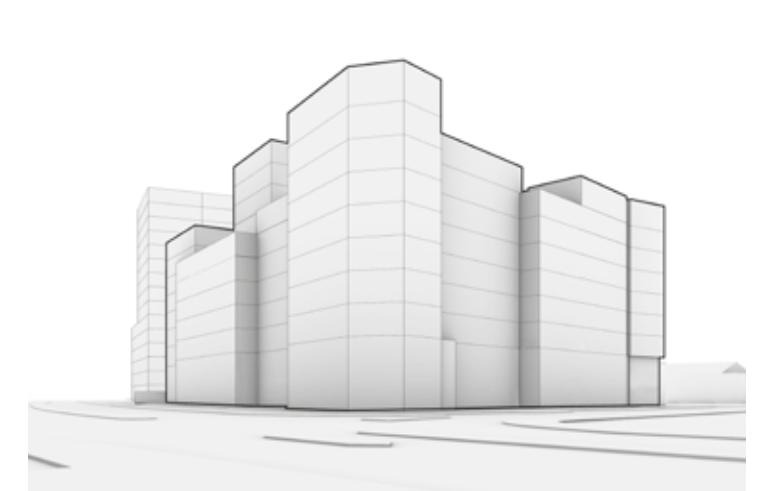
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Candidate Viewpoint 4
Brookside Playing Fields, at northern entrance



Candidate Viewpoint 8
Uxbridge Road, across Minet Country Park



Massing View
View from junction of Uxbridge Road and Springfield Road

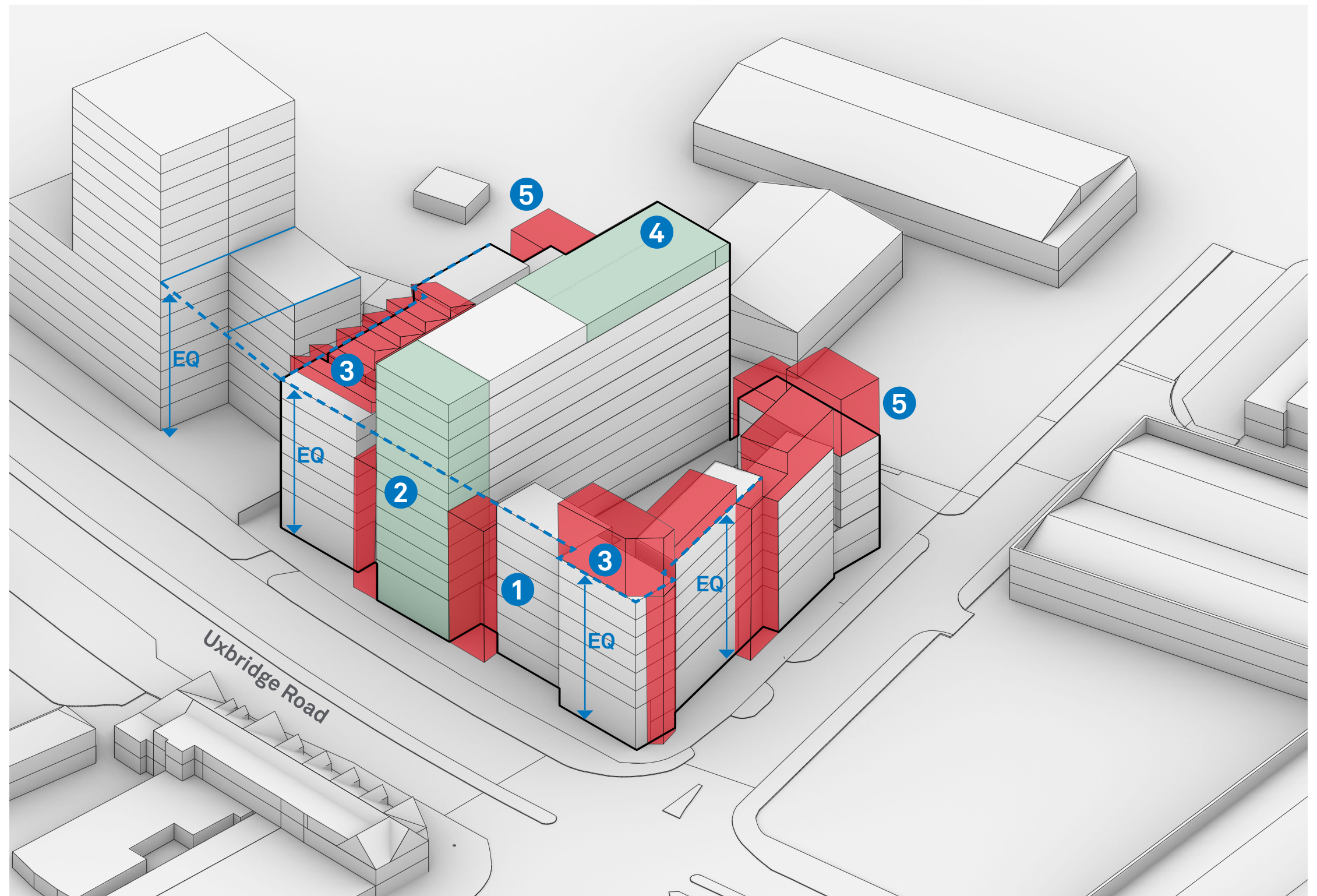
4.1 Design Development Process

4.1.3 Massing Development

05 May 2022 - LBH Pre-app 03

In response to LBH's written feedback received 29.03.22 (and comments from the 12.04.22 GLA Pre-app), the following changes to the scheme were proposed:

- 1 New build block typology**
Following LBH's comments that the proposal was a 'cramped form of development' and should be 'redeveloped in a more considered way responding to good urban design principles', a comprehensive development typology study was conducted to ascertain the most contextually appropriate strategy. The new blocks were thus changed from a perimeter block to two distinct C-shaped blocks flanking the existing hotel, defined by clear openings between the host building & C-blocks.
- 2 Central block**
Following LBH's comment that the proposal was 'overbearing', height to the north west corner was reduced and refocused centrally on the site's north frontage by extending the existing building northward, to align with the height strategy of the consented scheme next door and create a harmonious townscape rhythm along Uxbridge Road.
- 3 Shoulder height datum**
Responding to LBH's comment that the proposal was 'over development', the proposed new blocks to the north were reduced to 8 storeys, forming a consistent 'shoulder height' alignment with the flanking blocks of the consented scheme at 15-17 Uxbridge Road.
- 4 South roof extension**
To simplify the existing building mass and form a coherent skyline profile, the south step was infilled.
- 5 South blocks**
To avoid 'overbearing' development, enhance daylight to the courtyards and optimise passive ventilation using the prevailing south-west wind direction, the southern blocks were reduced in height, tapering down from the north to a height of six storeys.



Key

- Context
- Removed Mass
- Added Mass

4.1 Design Development Process

4.1.3 Massing Development

05 May 2022 - LBH Pre-app 03

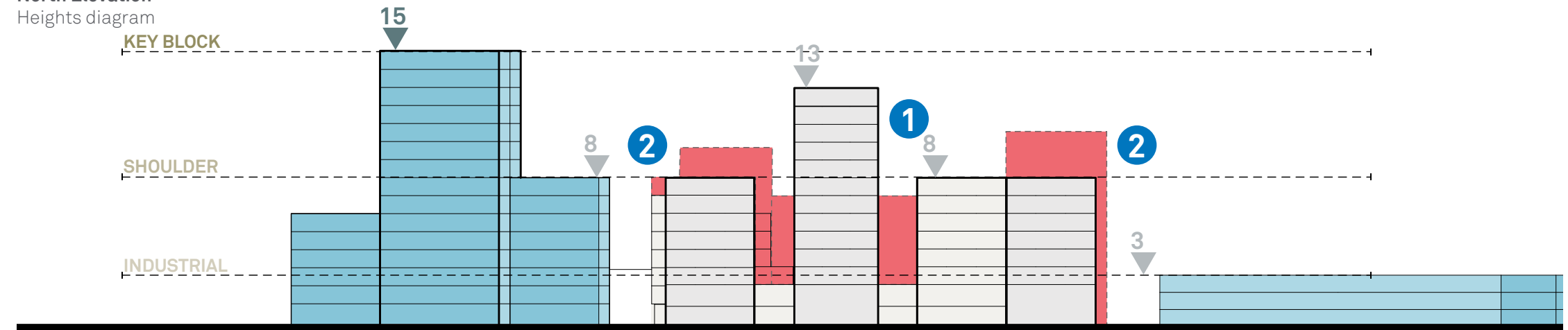
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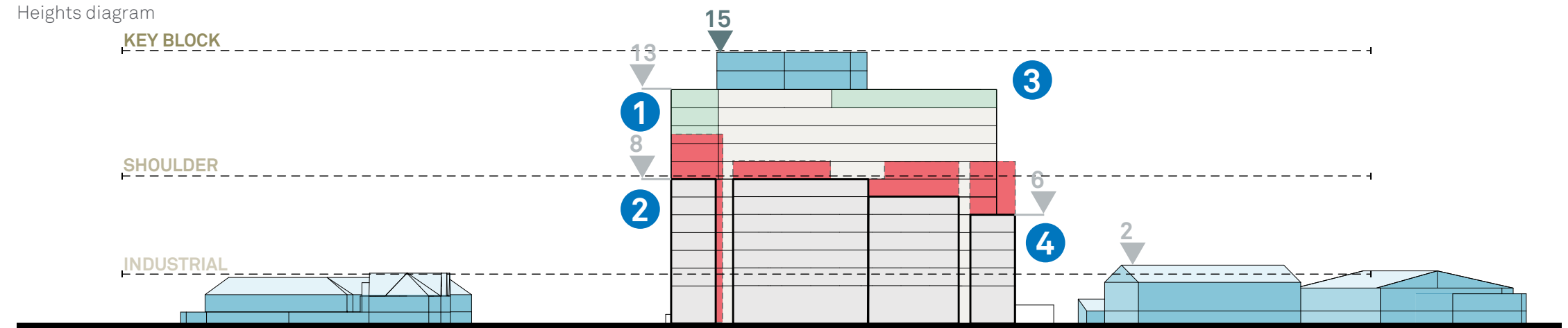
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North Elevation
Heights diagram



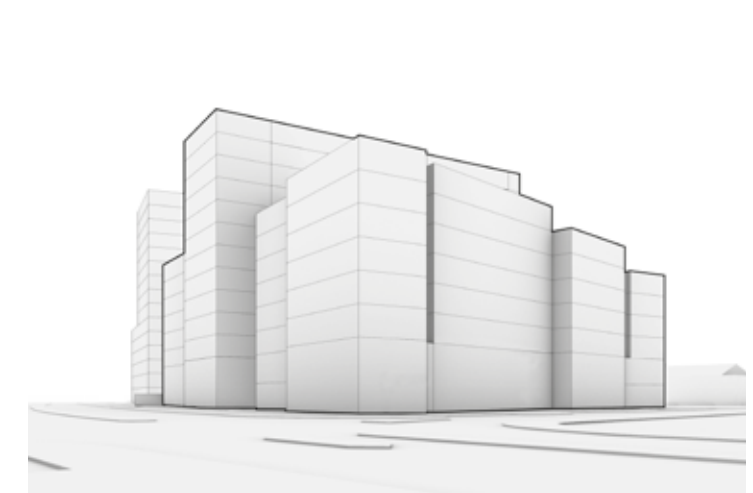
West Elevation
Heights diagram



Candidate Viewpoint 4
Brookside Playing Fields, at northern entrance



Candidate Viewpoint 8
Uxbridge Road, across Minet Country Park



Massing View
View from junction of Uxbridge Road and Springfield Road

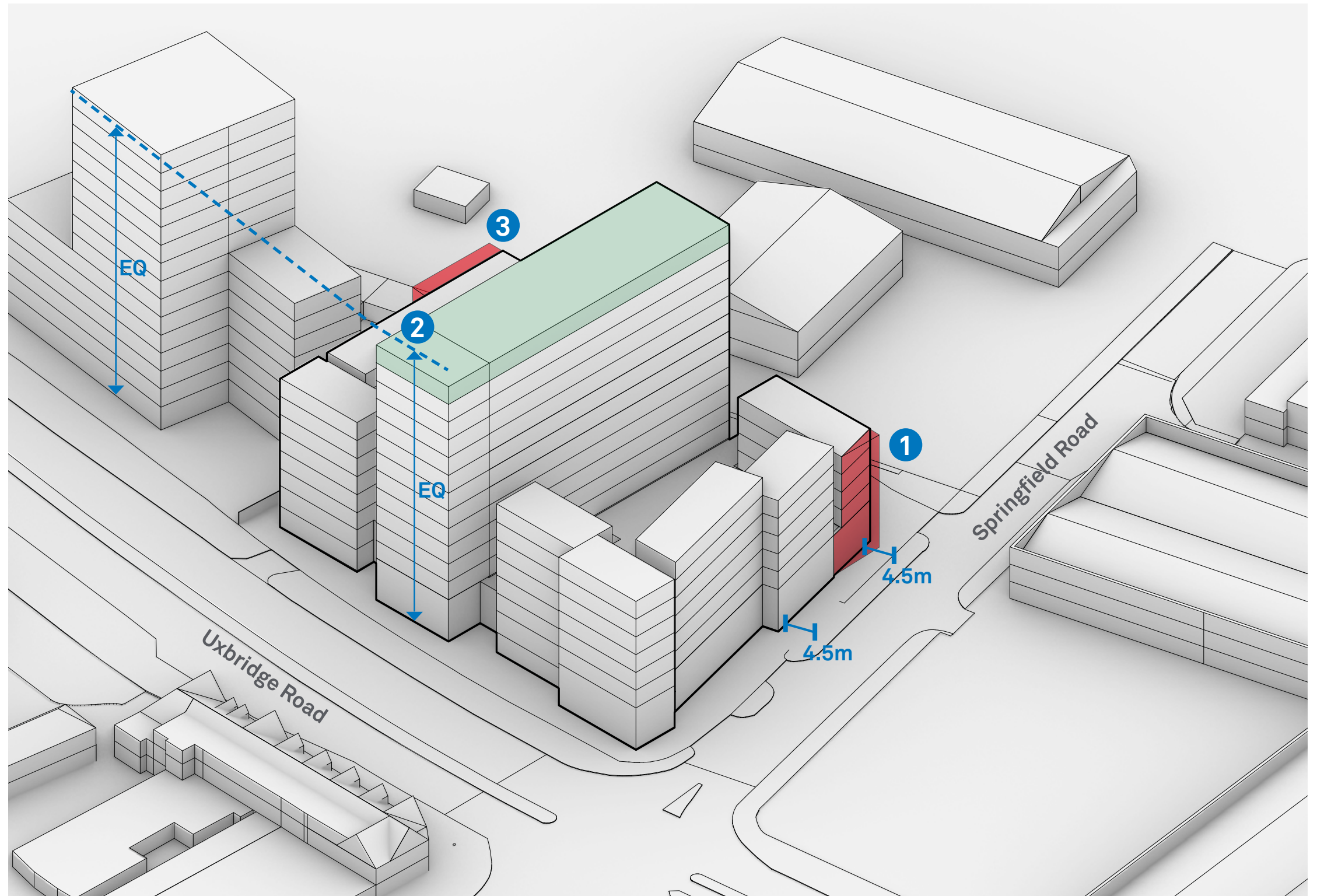
4.1 Design Development Process

4.1.3 Massing Development

09 June 2022 - LBH Pre-App 04

In response to LBH's written feedback received 17.05.22 and discussions from a follow-up design workshop with LBH on 24.05.22, the following changes to the scheme were proposed:

- 1 South-west corner**
In response to LBH's comment that 'the building projection towards the southern end of the site on Springfield Road' should be avoided to optimise space at ground level for landscaping, the projection is now removed to form a consistent setback from the site boundary approximately 4.5m wide.
- 2 Roof extension to central block**
LBH agreed 24.05.22 to review and advise on a proposal for increased height on the central block to match the consented scheme next door. A townscape study has subsequently been undertaken and a two storey roof extension is now proposed to the central block.
- 3 South east massing**
In response to LBH's comment that 'proximity of the proposed building to Nos. 15 – 17 Uxbridge Road' was undesirable, a setback has been tested using a kinetic study and is now included within the proposal, forming a clear gap between the two proposals.



Key

- Context
- Removed Mass
- Added Mass



View showing removed mass to south east corner

4.1 Design Development Process

4.1.3 Massing Development

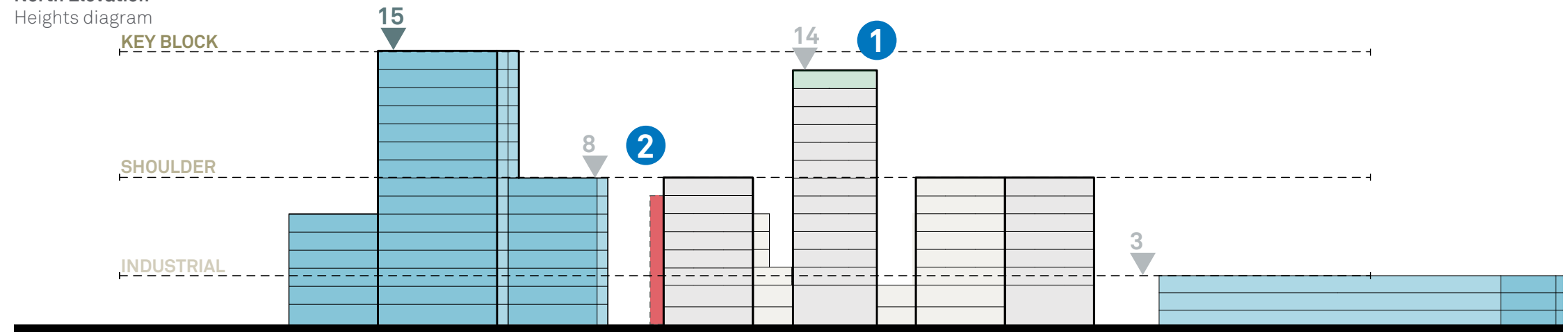
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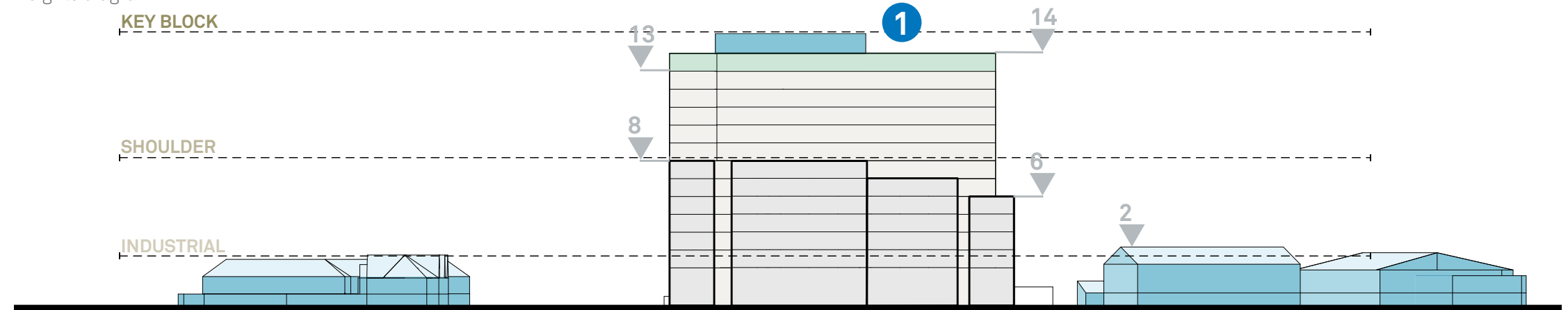
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North Elevation
Heights diagram



West Elevation
Heights diagram



Key

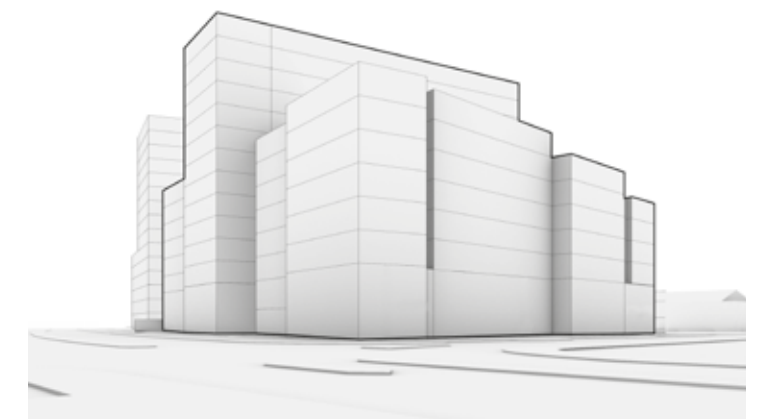
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Candidate Viewpoint 4
Brookside Playing Fields, at northern entrance



Candidate Viewpoint 8
Uxbridge Road, across Minet Country Park



Massing View
View from junction of Uxbridge Road and Springfield Road

4.1 Design Development Process

4.1.3 Massing Development

Proposed Massing

The proposed massing represents a detailed design process undertaken with London Borough of Hillingdon's planning team and the GLA. During each key meeting advice has been taken on board and directly informed the proposals.

The adjacent image provides an overview of scheme's massing. The taller existing building is extended a single storey, and brought closer to Uxbridge Road, providing street frontage.

The 2 neighbouring 'C' Blocks stand separate to the existing, helping to define an articulated external townscape, and shelter the courtyards internally.

14

Storeys to the existing building

6-8

Storeys to the new 'C' Blocks

3-11m

Range of additional Public Realm created around the base of the building

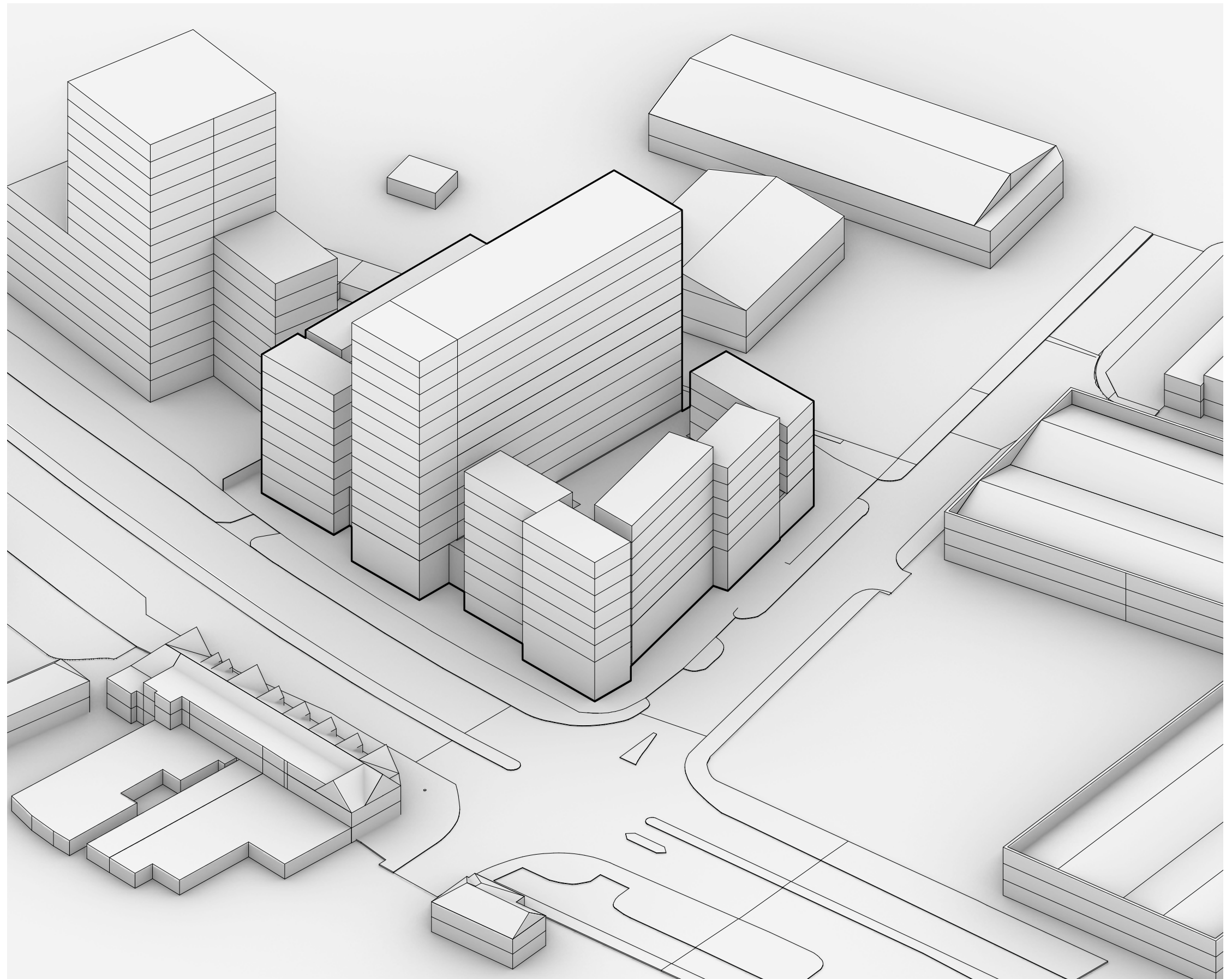




Image
Detailed view of
Incubator space
along Springfield
Road

4.1 Design Development Process

4.1.4 Public Consultation

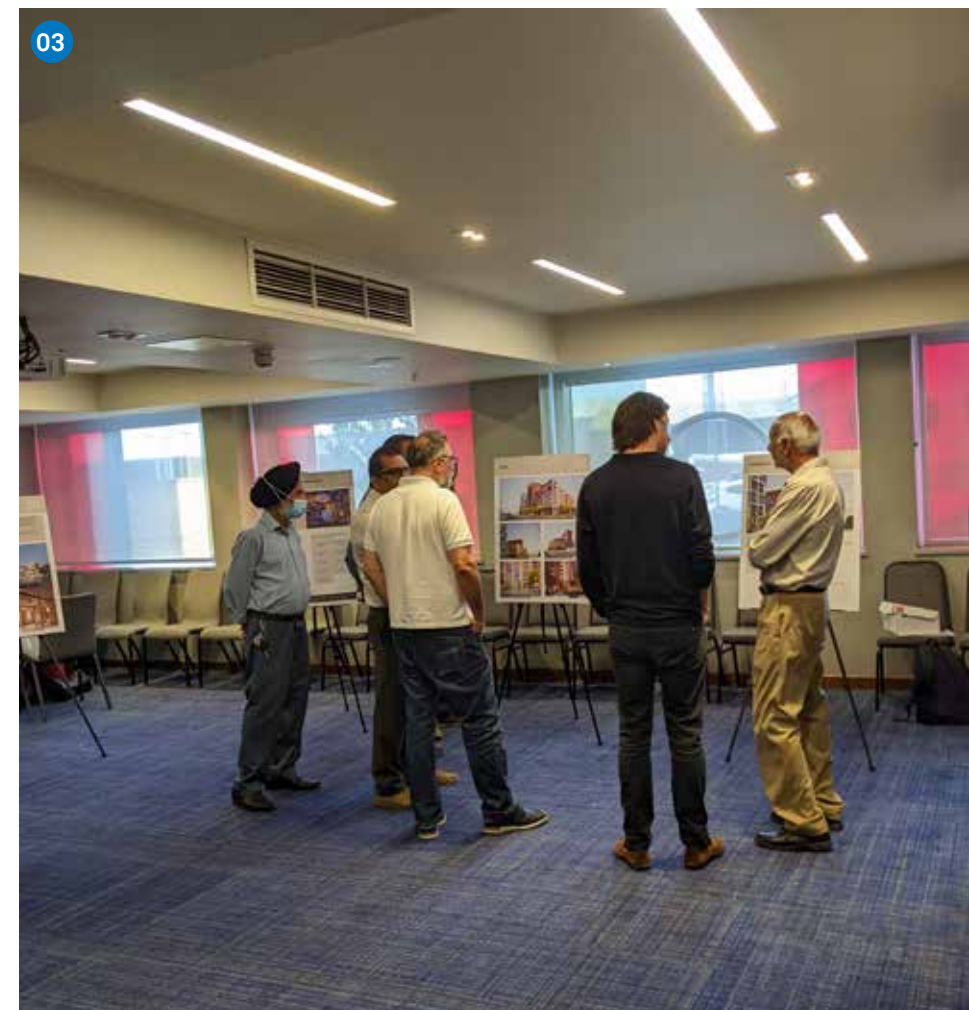
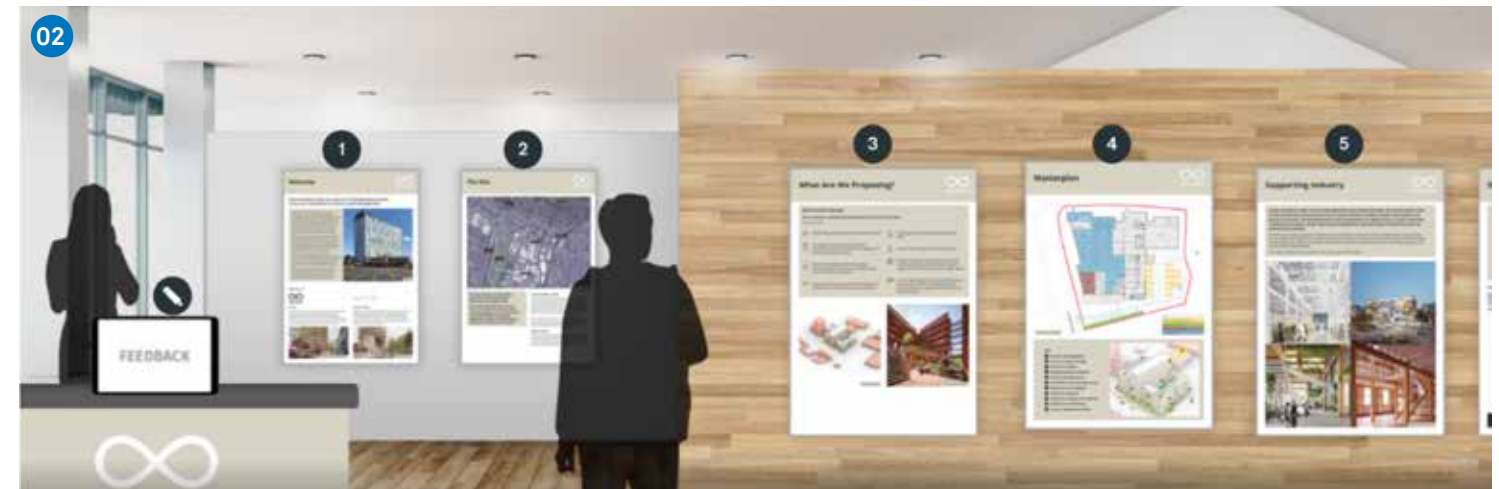
Extensive and ongoing engagement has taken place with local stakeholders on the project for the past 10 months and over 50 meetings. The applicant has met one on one with numerous local businesses and local business groups include the Hillingdon Chamber of Commerce, West London Business Alliance, Uxbridge College, Brunel University, the Hillingdon YMCA, many of the existing businesses on the industrial estate, and with local residents.

The proposals have been informed by the views of local stakeholders who will play a meaningful role in and benefit from the delivery of the project through a Community Investment Programme which has been submitted as part of the application and will provide a range of social benefits for the neighbourhood that will be a legal obligation built into the s106 agreement for the application. This will be taken forward post planning through a steering group consisting of the applicant and local stakeholders who will ensure the initiatives are delivered and managed effectively. The proposals will therefore have a transformative impact on the neighbourhood creating a regenerative model that ensures local people benefit from the project in the long term.'

A number of methods were adopted to reach a wide section of the surrounding and associated community.

Consultation website

The consultation website was central to engagement with the community. The website featured an introduction to the proposals, a virtual consultation page, a feedback page and information on how to contact the project team. See <https://27uxbridgeroad.co.uk/>



16

Attendees at Public Consultation

1,496

Website Views

6

Meetings with Community Stakeholders

4.1 Design Development Process

4.1.4 Public Consultation

Virtual consultation

This was used as a virtual replica of a traditional public exhibition. The virtual consultation comprised a description of the proposals, broken up into themes that users could browse in their own time.

Public exhibition event

An event was held at Hyatt Hotel, 27 Uxbridge Road on 4-7pm 22 June 2022. Members of the project team were on hand during these sessions to meet with attendees and respond to queries.

Feedback

The feedback forms were simple and easy to access on the website and gave the opportunity for the community to document their thoughts directly to the project team. Paper copies of the feedback form were available at the public exhibition events and could also be requested.

Information line and email

For those who did not want to use the website or wanted more direct contact, a phone number and email address were made available for the community to directly contact members of the project team. This facilitated feedback being provided by the community as well as an opportunity to have questions answered.

Invite

An A4 invite was posted to a total of 3,503 addresses surrounding the site. This contained information on the consultation.

The conclusions from the feedback received throughout all methods of engagement are as follows:

- Support for the provision of Light industrial and maker space at this location
- Support for investment in the Hayes community through a Community Investment Programme
- Support for the development of the site into a hotel campus with industrial and maker space

04Welcome

We are excited to share our vision for 27 Uxbridge Road and want to hear your views before we submit a planning application.

We are developing plans to deliver a campus for people to make, create and stay that will be underpinned by a double height 15,000sqft incubator space for local SME light industrial businesses. We are proposing to refurbish and extend the existing hotel to deliver a modern hotel campus, centred around workers and creatives. The campus will include state of the art incubation and industrial space to attract local entrepreneurs and makers.

New communal amenities will be open to all in the wider neighbourhood, and a programme of events will encourage collaboration between those who live, work and visit the area. A Community Investment Programme is being drawn up with local community groups and charities to make sure that the plans contribute positively to the existing area.

The plans are being designed with the future in mind. The existing building will be refurbished rather than demolished, the new buildings will be designed to the highest environmental standard and the development will encourage sustainable transport.

Please take the time to browse these exhibition boards and give your feedback. This information and feedback forms can also be found online at www.27uxbridgeroad.co.uk. You have until Wednesday 6th July to submit your feedback.



Existing site

Who we are

INFINITE

Infinite have a strong track record in delivering and managing some of London's most innovative and iconic cultural destinations. We manage projects from land acquisition through to delivery, and our mission is to build transformative relationships and regenerate neighbourhoods. We are specialists in hospitality, student, workspace and cultural projects.

HAPTIC

Haptic are a Scandinavian and British company centred around sustainability. They have worked on many high quality and sensitively designed projects in London, from a community centre in Kings Cross to industrial workspace and residential campus in Barking and Dagenham, and the development of a television centre in West London.



Woodfield Road, Westbourne Park



See M1, Chesham Heath

The Site



Partial view of site location

The site is made up of the existing 'Hyatt Place West London Hayes' hotel and surrounding car park. The existing building on the site was built in the 1960s/70s and was used as an office building, until it was converted into a hotel in 2015. It now needs significant investment to meet modern standards for hotel accommodation.

A Sustainable Location

The site is located close to local public transport, pedestrian, and cycle routes along Uxbridge Road and 20 minutes walk from Southall Railway Station. It also sits close to Heathrow airport, the West London Film cluster, Twickenham Stadium, Brunel University and within an industrial park, resulting in a high demand for high quality and suitable accommodation in the area, for both visitors and employees.

West London Film Studios are building a new campus across the road from the site. This is an exciting opportunity to work in partnership, and the project team have already begun discussions to ensure a joined up approach.

Hayes location

The site sits close to an industrial estate and benefits from the nearby green space of Minet Country Park. Local amenities such as schools and GP clinics are within walking distance. The site is well connected, with cycle routes on Uxbridge Road and Southall train station a 25 minute walk away.

What Are We Proposing?

What Are We Proposing?

We are seeking to redevelop the existing Hyatt Hotel into a hotel campus. This will include:

- State of the art incubation and industrial space
- The highest sustainability credentials underpinned by the retention and upgrade of the existing hotel building
- Deliver new buildings with the highest environmental performance and will be net zero in carbon in operation
- Create a Community Investment Programme worked up in partnership with local people
- Provide jobs for existing local people and SMEs
- Attract new entrepreneurs and creatives
- Provide a place for workers on the site and in the surrounding town centres to stay in independent hotel rooms on the upper levels
- Car free development, with accessible spaces and a small number of loading bays and parking spaces to support the industrial and creative spaces.




Proposed rendering



CGI of proposed courtyard


Masterplan



Ground floor masterplan

Key

- Hotel - Accessible Parking Bay
- Industrial - Loading Bay
- Industrial space



Key

- Refurb existing building
- Low car transport strategy
- Enhance air quality
- Maximise passive ventilation
- Promote site biodiversity
- Sustainable urban drainage system
- Maximise natural daylight
- Fabric first approach
- Design low energy services systems
- Maximise water efficiency
- Create a healthy environment

Supporting industry

Hayes and West London have a long industrial and creative heritage, due to its location next to the Grand Union Canal and the more recent influence of West London Film Studios and Brunel University. The development of this site presents an opportunity to create a dynamic industrial and maker cluster specifically designed to meet the needs of small and start-up industrial businesses.

We will be providing industrial incubator space that will be predominantly for maker space but also have some small studio spaces for creative businesses. These will include communal facilities and will be flexible in size and tenure. We will also be providing artists studios, an editing suite and a recording studio as part of the hotel accommodation.

The below images show what this industrial space will look like.



Industrial industrial space

Sustainability and Community

These proposals will deliver high quality sustainable development that creates a healthy environment for guests and benefits the environment.

The existing building will be refurbished rather than demolished, which is better for the environment. In addition, the campus will be designed with a fabric first approach, be energy efficient, and will promote biodiversity through planting.

It will promote sustainable transport by improving cycle and walking links to Minet Country Park and Uxbridge Road, and providing generous cycle storage.

Investing in community

The campus will host event programmes and the development will include a Community Investment Programme which will work to deliver real social value to the Hayes community.

This will include:

- Apprenticeship programme with Uxbridge college hairdressers/beauticians - pop up spaces for training in the hotel.
- Hospitality apprenticeships for students from Uxbridge college to work in the hotel full time whilst they train for their qualifications
- Accelerator programme for students and start up businesses twice a year in the industrial incubator space. This will be held at the hotel and jointly funded by us and the university with academics from Brunel University training up graduates and start up businesses.
- Quarterly event with hotel guests to attend Minet park cycling clubhouse focusing on cyclists safety and management in the area
- Free use of spaces for local community groups in the hotel each month
- Communal supper and evening event to be funded and hosted by the operator at the hotel once every 6 months
- Donation of £5,000 to a local charity
- Partnership with Hillingdon YMCA to fund new programme

We have been speaking to the following groups and businesses over the past few months to make sure the campus delivers for the community:

LBH Chamber of Commerce	West London Business Alliance
Hayes Town Partnership	West London Film Studio
Brunel University	Hayes College
Minet Country Park Cycle Circuit	YMCA
Businesses on the industrial estate	

What would you like to see introduced as part of this program? Perhaps you have a suggestion of a community or business group that might be interested in partnering with us. Please let us know in your feedback.

01 Consultation Website

02 Virtual Consultation

03 Public Exhibition Event

04 Exhibition Boards

4.2 Massing

4.2.1 Concept

1 Maximise Reuse

Rather than demolishing the existing 60's building the 13 storey building (including plant) can be given a new lease of life. Minimising the embodied carbon expense.

The additional low level structures will be demolished to allow for greater flexibility of the proposed development's footprint.

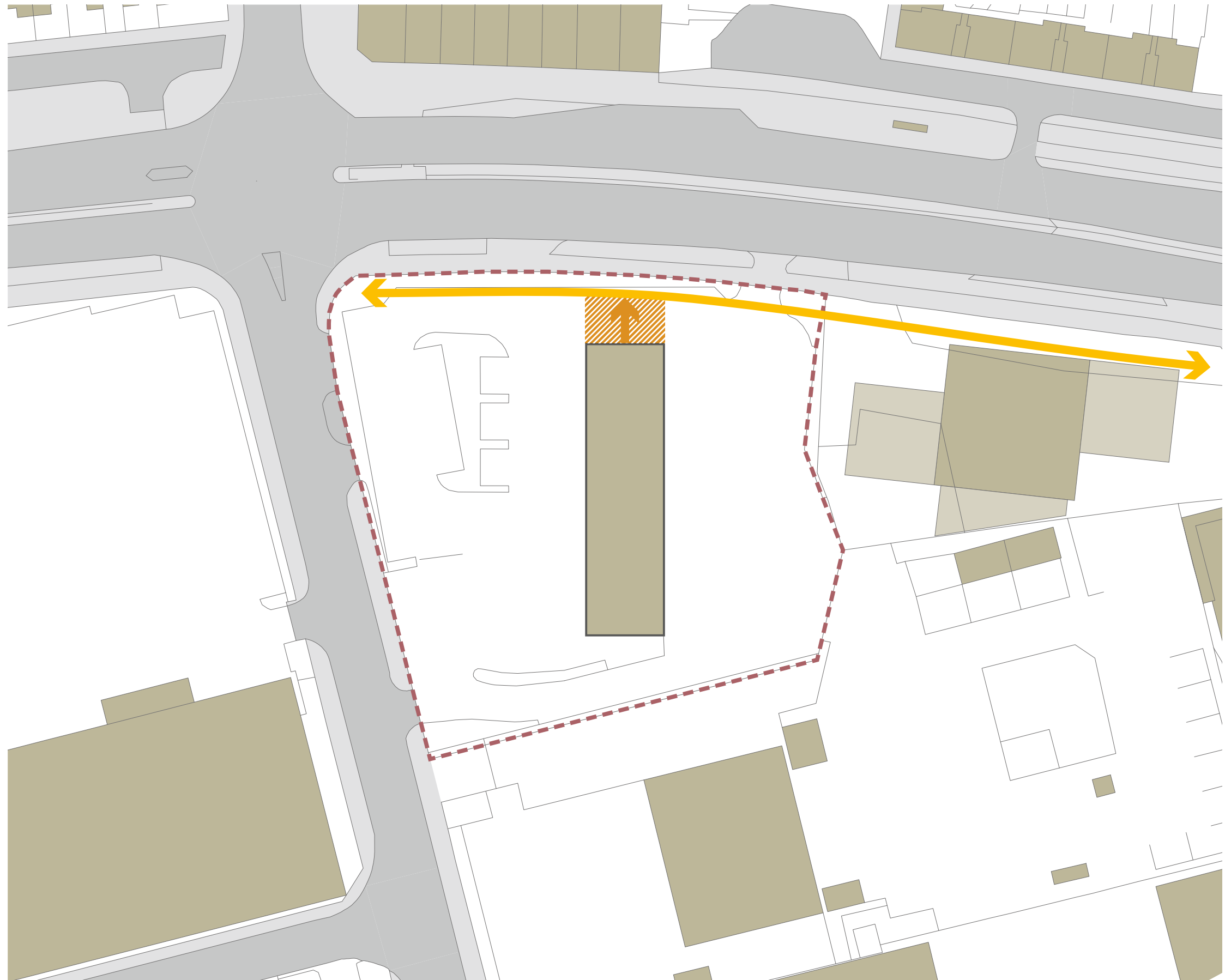


4.2 Massing

4.2.1 Concept

2 Extend The Existing

Bringing the existing hotel block to the street follows a similar massing language to the adjacent consented Apart Hotel. With a tall central mass to the site.

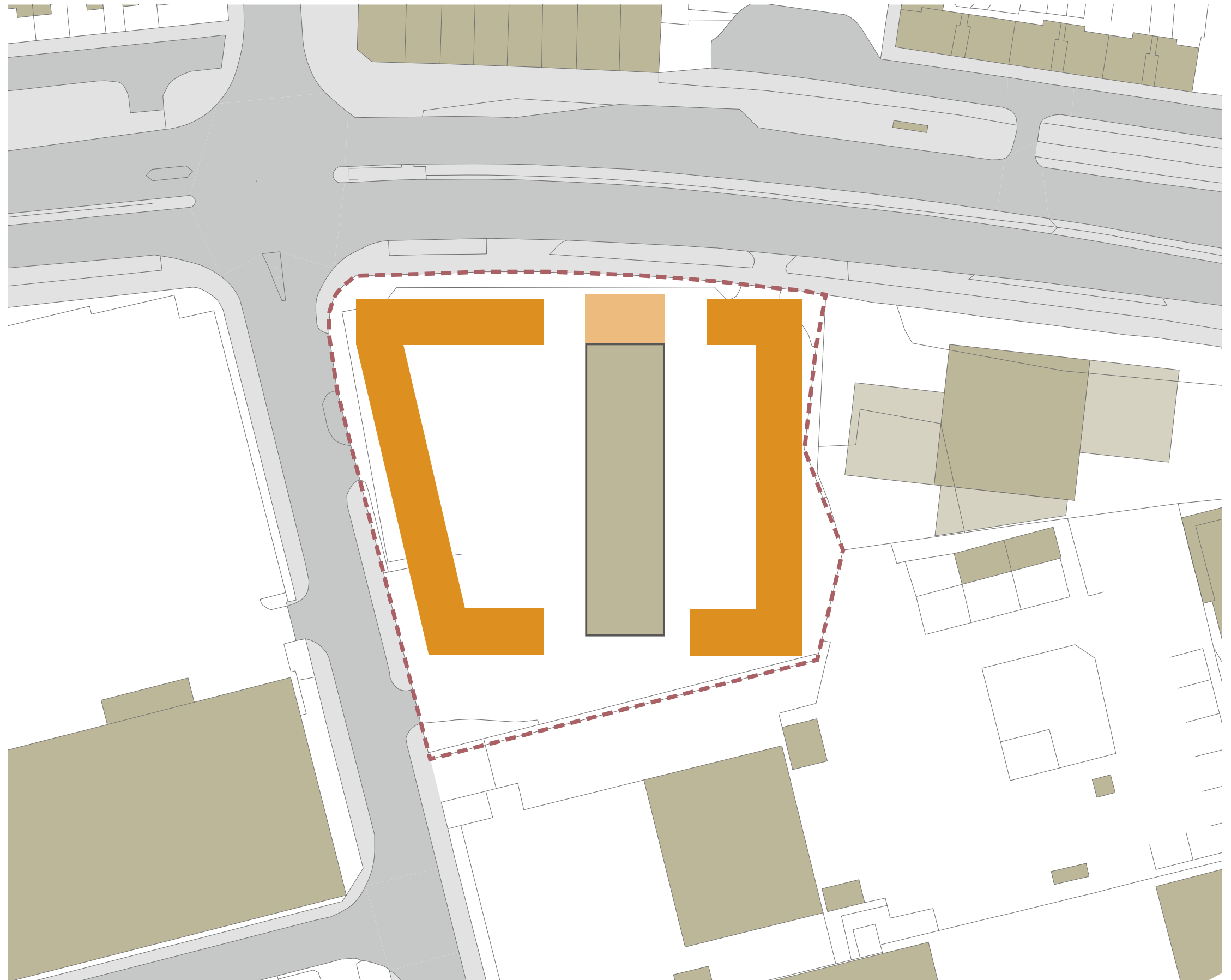


4.2 Massing

4.2.1 Concept

3 Create New Neighbourhoods

Through opening up the existing site, 2 new 'C Plan' wings can be created on the site. Following the emerging adjacent composition, the new wings are subservient to the tall central existing building. Their profile is based on a standard hotel width and depth.

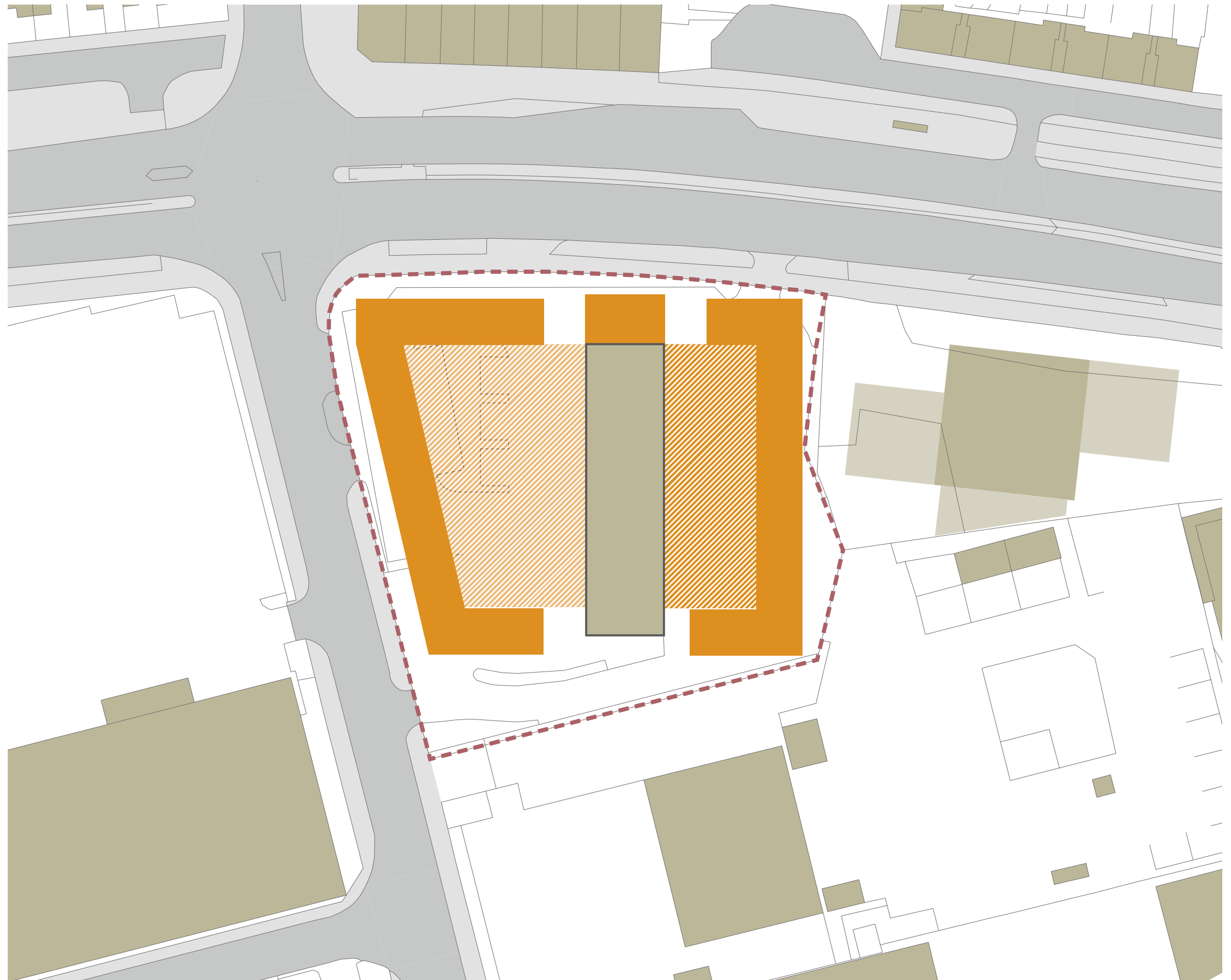


4.2 Massing

4.2.1 Concept

4 Linking All 3

An efficient 2 storey central plinth provides a link between the existing building and the 2 new 'C Plan' Wings, in keeping with the height and mass of the existing adjacent industrial units.



4.2 Massing

4.2.1 Concept

5 Push in, to Open up

Along Uxbridge Road and Springfield Road the building's mass steps back to provide generous public realm at the foot of each building, and highlights the 2 main entrances to the building

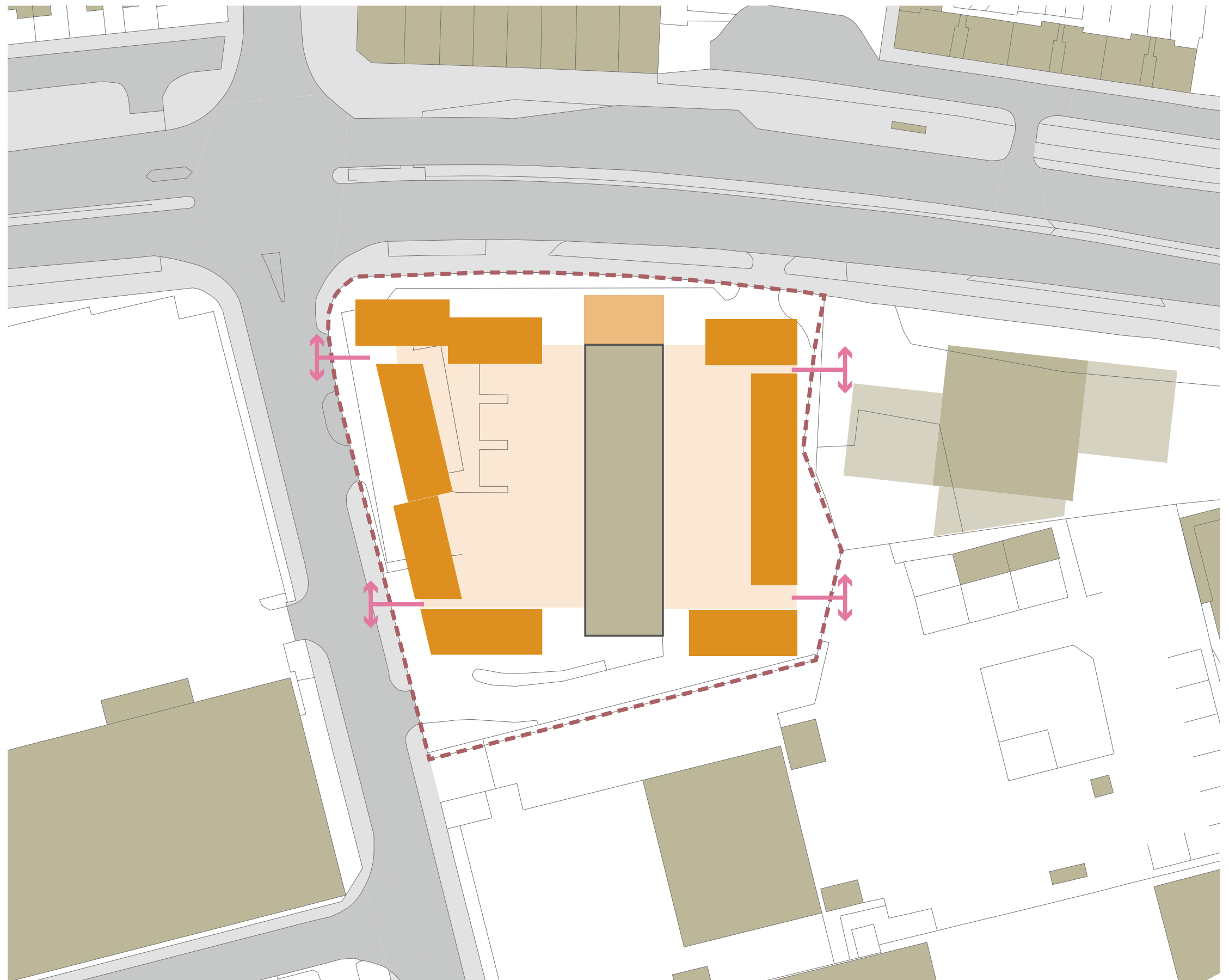


4.2 Massing

4.2.1 Concept

6 Breathing Space

At each corner of the 'C Plan' Wings breaks are introduced to open up the building, and create further visual permeability.



4.2 Massing

4.2.1 Concept

7 Activate the Street and Courtyards

With the generous offer to the street, new public realm is introduced. Further greening spreads through each block, activating the roofspaces of the low level plinths, providing an increase of greenspace on the site.



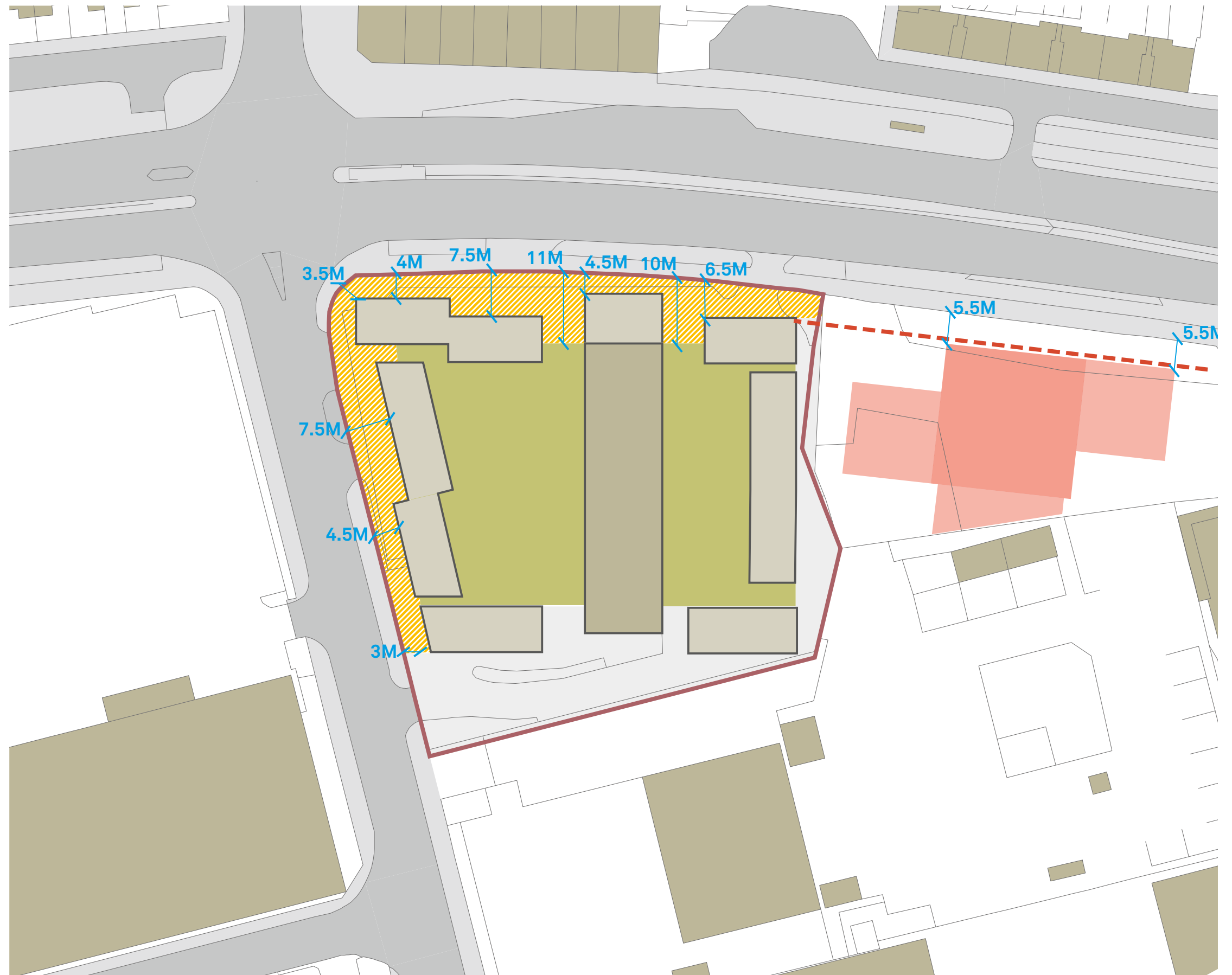
4.2 Massing

4.2.2 Townscape

7 Activate the Street and Courtyards

The proposed building footprint is well set back from the site boundary at ground floor level, creating a street setting that is appropriate to both the existing and emerging urban context:

- 6.5m deep set back from site boundary, aligning to adjacent consented scheme
- Push and Pull of blocks create between 4.5m to 11m set backs around the new build
- 918m² of brand new publicly accessible space created along Uxbridge Road and Springfield Road. This space will be controlled by the estate management and public access may be subject to closure in certain circumstances.



Key

- Site boundary
- Existing context buildings
- 17 Uxbridge Road consented mass
- Proposed building mass
- Proposed publicly accessible area

4.2 Massing

4.2.2 Townscape

Although the existing building's footprint takes up a small portion of the overall site, the proposed scheme occupies a similar amount to that of the neighbouring industrial sites, continuing a local trend.

① RETAIL PARK

Area Plot - 12000m²
Building Area - 6100m²
Footprint Ratio - 50%

② INDUSTRIAL UNITS

Area Plot - 4160m²
Building Area - 2250m²
Footprint Ratio - 54%

③ INDUSTRIAL UNITS

Area Plot - 6700m²
Building Area - 3290m²
Footprint Ratio - 49%

④ INDUSTRIAL UNITS

Area Plot - 8100m²
Building Area - 3940m²
Footprint Ratio - 49%

⑤ FILM STUDIO

Area Plot - 13500m²
Building Area - 6075m²
Footprint Ratio - 48%

⑥ PROPOSED SITE

Area Plot - 5650m²
Building Area - 2750m²
Footprint Ratio - 48%

⑦ HOTEL

Area Plot - 2400m²
Building Area - 1150m²
Footprint Ratio - 48%

⑧ INDUSTRIAL UNITS

Area Plot - 7500m²
Building Area - 880m²
Footprint Ratio - 12%

⑨ INDUSTRIAL UNITS

Area Plot - 8100m²
Building Area - 4820m²
Footprint Ratio - 59%

⑩ INDUSTRIAL UNITS

Area Plot - 15300m²
Building Area - 7970m²
Footprint Ratio - 52%





Image
View of Incubator
entrance and new
public realm to
Springfield Road
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