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A large teal graphic element in the top right corner, consisting of a parallelogram with a rounded top-left corner. The number '1' is printed in white at its bottom right.

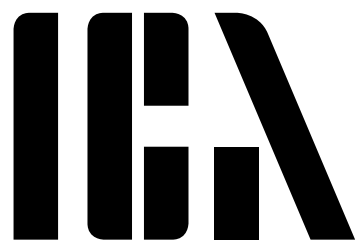
// Scope of Document

1

ICA have been appointed to provide an additional storey for the approved Hampton by Hilton Hotel.

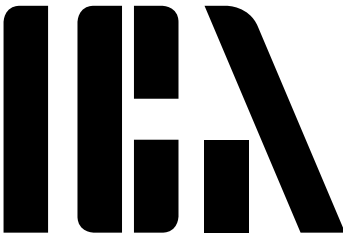
The site is located on Bath Road to the West of London, adjacent to Heathrow Airport.

This document outlines the opportunities and constraints of the site and its planning context, before outlining our proposed layout and massing approach for the development of the additional storey and revised facade along Egerton Way.



// Development Site

2





LOCATION PLAN - SITE HIGHLIGHTED IN RED

\\ LOCATION

HEATHROW AIRPORT

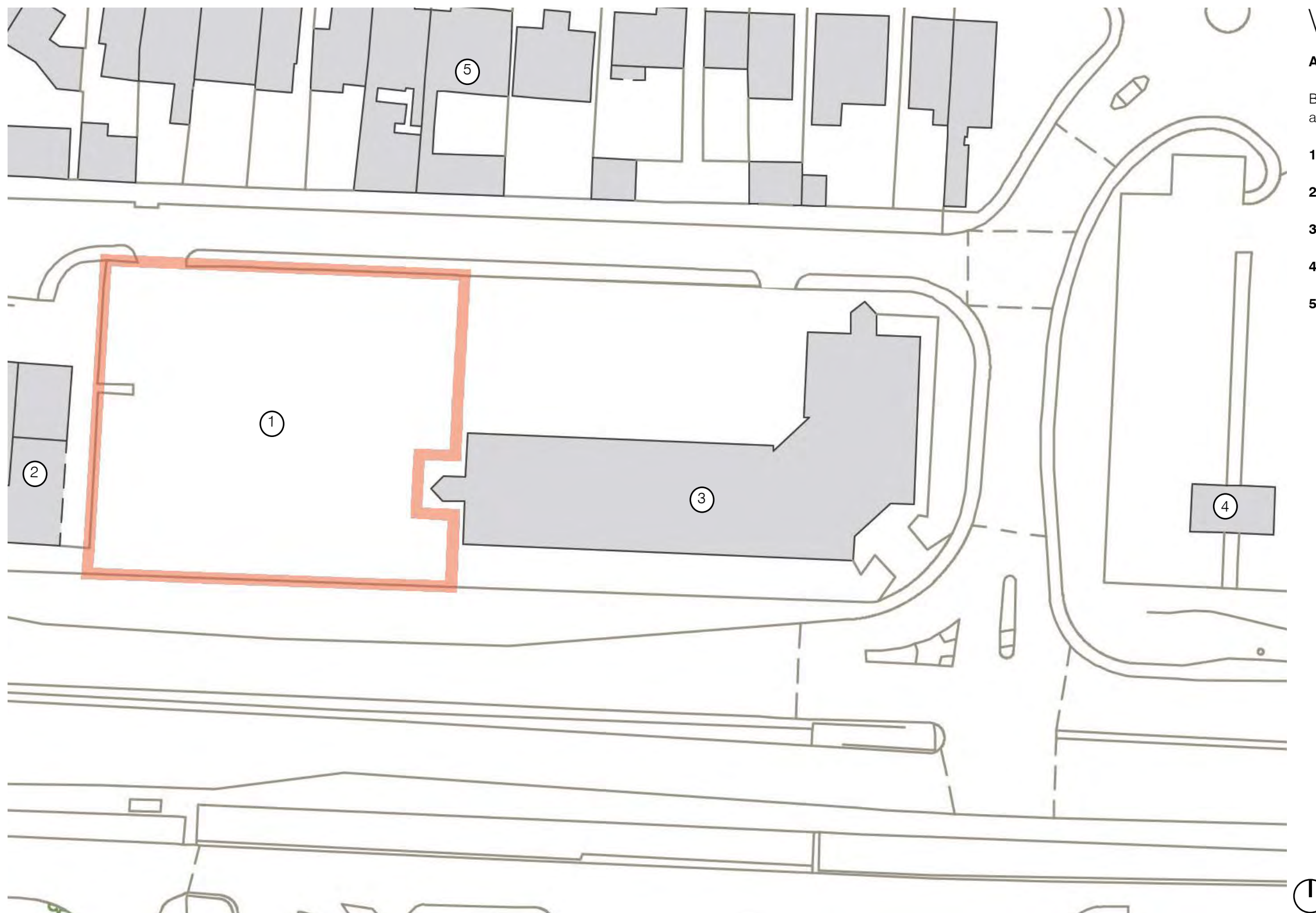
Heathrow Airport, which was first established in 1946 as a small private airport solely for the assembly and testing of aircrafts. It is now regarded as the UK's leading airport and is the hub of the Civil Aviation World.

SITE DESCRIPTION

Located on Bath Road in the Heathrow Villages Ward, Hillindon District, London. The site currently acts as a private car park for the occupants of Axis House. The proposal seeks to address the current gap site by completing the building line along Bath Road while ensuring parking is retained on the site. This is achieved by creating an undercroft at ground floor level which helps to disguise and reduce the impact of the parking.



\\ DEVELOPMENT SITE



LOCATION PLAN - SITE HIGHLIGHTED IN RED

\\ LOCATION

ADJACENT CONTEXT

Bath Road is home to numerous Hotels, due to its ideal location and transport links to central London.

1. Hampton by Hilton, Proposed Site
2. Strata House, DiamondAir International Hotel
3. Axis House, Top Flight Accommodation
4. 234 Bath Road, BAA Heathrow Point 234
5. Residential Properties along Doghurst Avenue

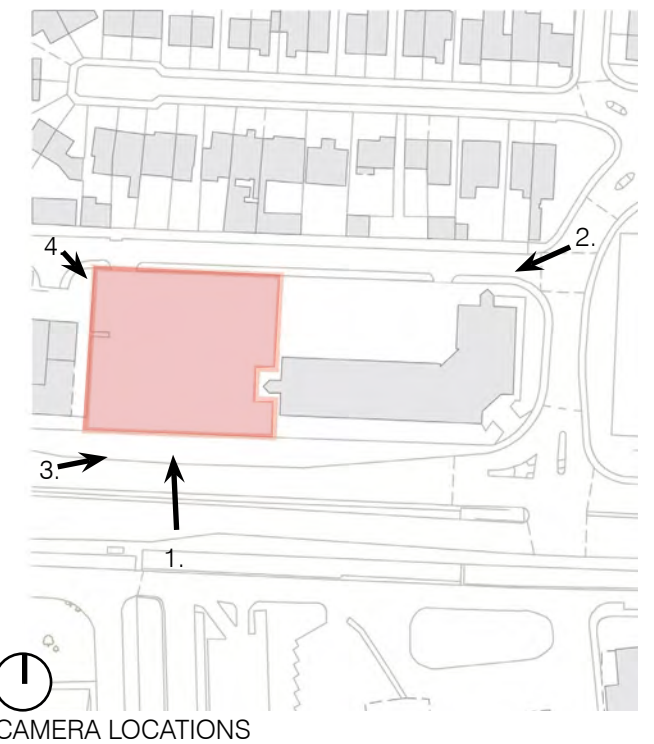


\\ DEVELOPMENT SITE



EXISTING CONTEXT

- 1. VIEW ACROSS BATH ROAD
- 2. VIEW FROM EGERTON WAY
- 3. VIEW LOOKING EAST ON BATH ROAD
- 4. VIEW FROM BOLTONS LANE



DEVELOPMENT SITE



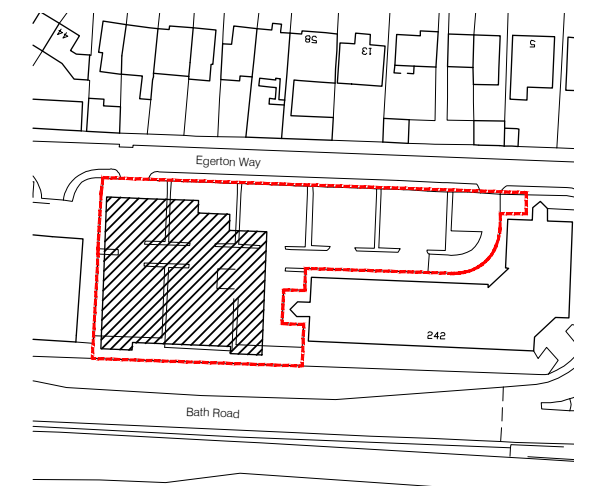
CONSENTED PROPOSAL



CONSENTED ELEVATIONS

\\ PLANNING HISTORY

Acre Hotels Ltd have been granted planning permission for the erection of a six storey 157 bedroom hotel with ancillary restaurant/ bar facilities, landscaping and excavation of a basement to provide car parking. Application reference: 43794/APP/2018/2779. Date of permission granted: 3rd April 2019.

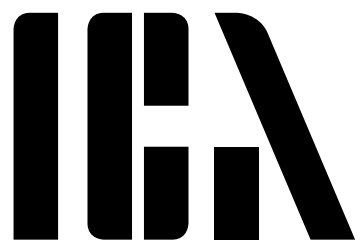


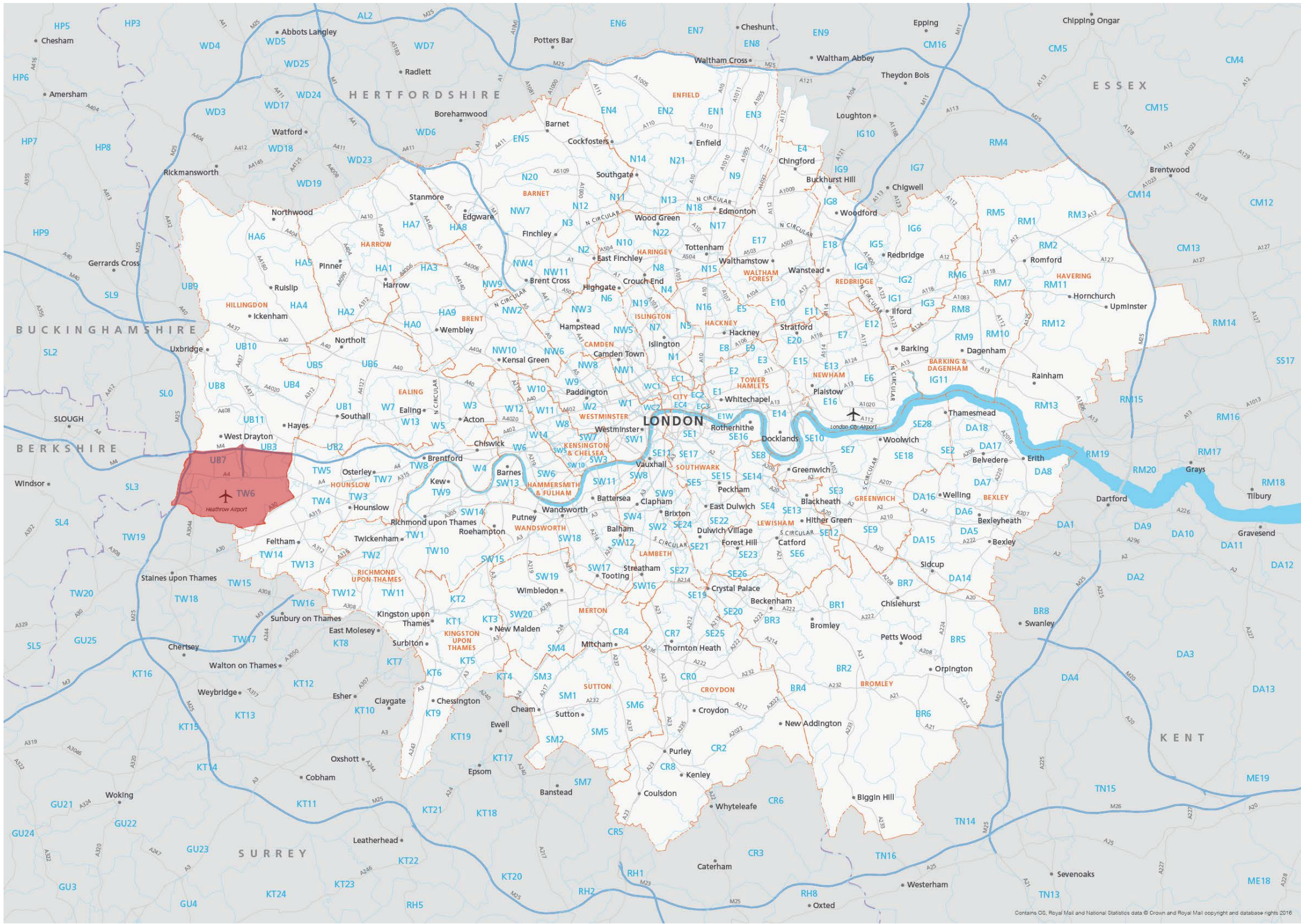
\\ DEVELOPMENT SITE



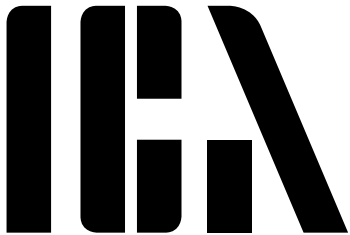
// Context Analysis

3





GREATER LONDON DISTRICTS AND BOROUGH'S - HEATHROW VILLAGES HIGHLIGHTED IN RED



\\ HILLINGDON BOROUGH

The site is located in Heathrow Villages, in the south of the Hillingdon Ward borough, West London. It is bordered by Pinkwell and West Drayton as well as the London Borough of Hounslow.

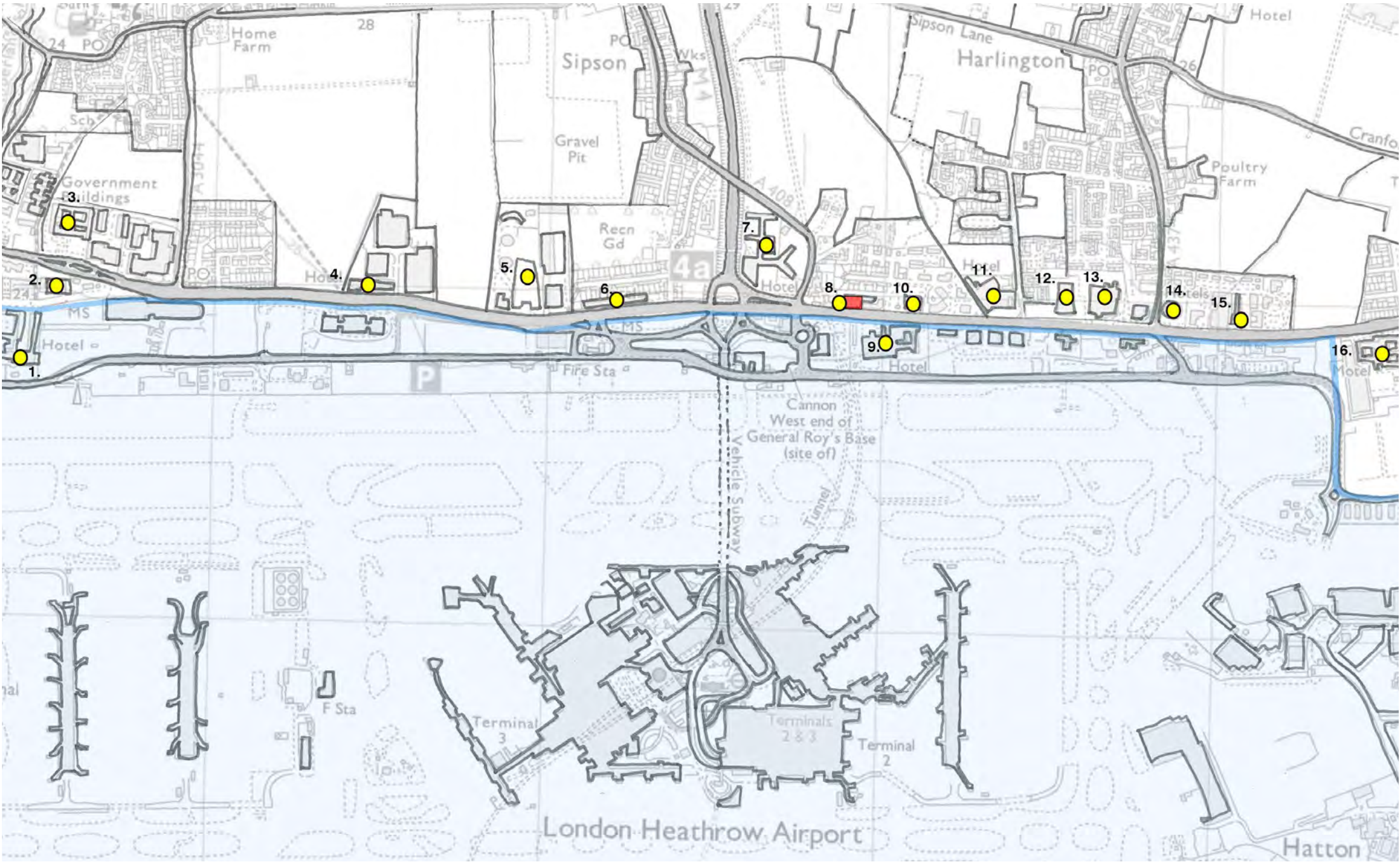
Heathrow Airport closely borders the site and is also located within Hillingdon Borough. Due to the importance and size of the airport this has become a key feature within the area. The airport itself averages 1303 flights daily with 80.1 million passengers passing through the airport annually.



HILLINGDON WARD BOURUGH BOUNDARY

\\ CONTEXT ANALYSIS

\\ SURROUNDING HOTELS



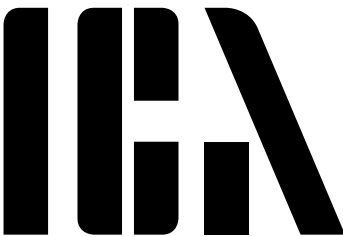
BATH ROAD

The site is located on Bath Road, a popular location for new hotel developments. The demand for hotels is high due to the proximity to the airport as well as the easily accessible transport links to central London. The following map shows the location of the proposed Hampton by Hilton and the existing hotels in the neighbouring context.

1. Thistle London Heathrow Terminal 5 Hotel
2. Premier Inn London Heathrow
3. Sheraton Heathrow Hotel
4. Hyatt Place London Heathrow Airport
5. Holiday Inn Heathrow Airport
6. Leonardo Hotel London Heathrow
7. Park Inn by Radisson
8. Ibis Styles
9. Renaissance London Heathrow
10. Hotel Novotel London Heathrow
11. Radisson Blu Edwardian Heathrow
12. London Heathrow Marriott Hotel
13. Sheraton Skyline Hotel
14. Holiday Inn London
15. Ibis London
16. Premier Inn Heathrow Airport

Heathrow Airport Boundary
Proposed Site

HEATHROW AIRPORT AND BATH ROAD - SITE HIGHLIGHTED IN RED



\\ CONTEXT ANALYSIS



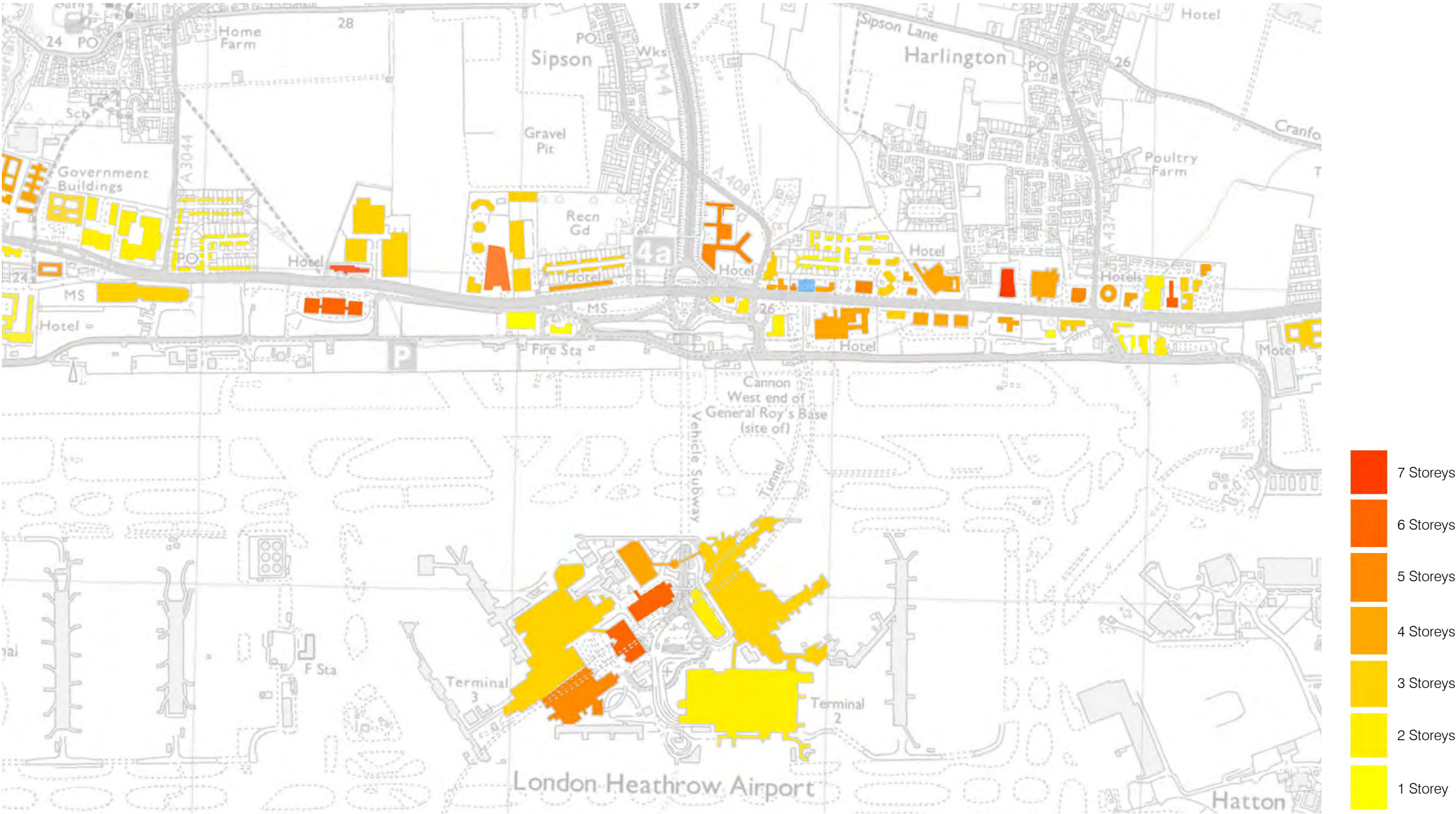
\\ SURROUNDING HOTELS

1. Thistle London Heathrow Terminal 5 Hotel
2. Premier Inn London Heathrow
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9. Renaissance London Heathrow
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11. Radisson Blu Edwardian Heathrow
12. London Heathrow Marriott Hotel
13. Sheraton Skyline Hotel
14. Holiday Inn London
15. Ibis London
16. Premier Inn Heathrow Airport

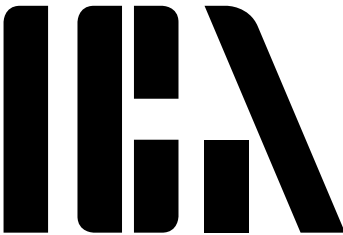


\\ CONTEXT ANALYSIS

\\ BUILDING HEIGHTS



HEATHROW AIRPORT AND BATH ROAD - SITE HIGHLIGHTED IN BLUE



\\ CONTEXT ANALYSIS

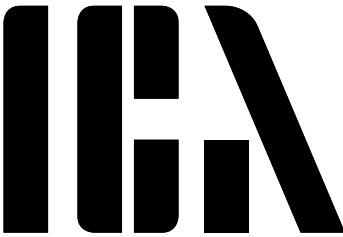
\\ TRANSPORT

The site is located in close proximity to the M4 and other major roads leading to Heathrow Airport as well as various bus routes and stations connecting to the wider city and further afield.



- Bus Stops
- Stations
- Parking (Public & Private)
- A Roads
- M4
- Buildings

HEATHROW AIRPORT AND BATH ROAD - SITE HIGHLIGHTED IN BLUE



\\ CONTEXT ANALYSIS

\\ FUTURE DEVELOPMENT

HEATHROW AIRPORT 3RD RUNWAY

Planning of the third runway at Heathrow Airport is currently supported by government policy through the Airports National Policy Statement. Building a third runway would allow an extra 500 flights a day over London and provide an influx of thousands of job roles in the area.

It is intended that the new runway will be completed by 2026, based on the planning consent meeting the UK's air quality standards, and sufficient provision of compensation for residents of the surrounding area.

BATH ROAD

As shown in figure 1.0 the southern end of Bath Road will be redeveloped, and a tunnel constructed directly connecting the area to the M25. The Hampton by Hilton site - highlighted in red - will remain unchanged.

The site will benefit from the new runway as the increase in flights and decrease in hotels will create a higher demand for rooms.



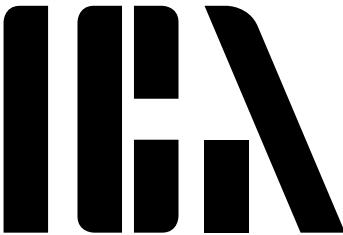
FIGURE 1.0 - MASTERPLAN OF THE 3RD RUNWAY (PURPLE) BATH ROAD (BLUE) AND THE SITE (RED)



FIGURE 1.1 - AERIAL VIEW OF THE PROPOSED 3RD RUNWAY



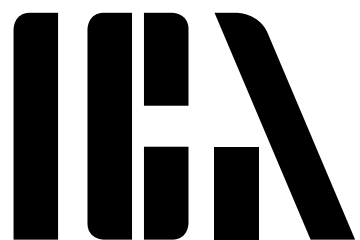
FIGURE 1.2 - VISUALISATION OF THE NEW RUNWAY



\\ CONTEXT ANALYSIS

// Historic Context

4





MAP OF HEATHROW 1930



ARIEL VIEW OF THE AIRPORT 1949



THE OLD MAGPIES PUB 1935

\\ HISTORY

HEATH ROW HAMLET

Before the arrival of Heathrow Airport, the site was home to a small hamlet named Heath Row. It's presence on the site dates back to 1453 showing evidence of Bronze Age farming and is the only site in England to have a Iron Age temple colonnade.

The airport was originally called London Airport. As the development of other airports around London began a new identity was required and so the name of Heathrow Airport was adopted; after the village that once stood there.

HEATHROW AIRPORT

The initial construction of the Airport in 1930 demolished the existing hamlet of Heath Row and many surrounding villages. Shortly after, the airport was used as a bomber airfield, Great Western Aerodrome, as requisitioned by the government during WWII.

The first flight from Heathrow was a flight to Buenos Aires on 1st January 1946, the same year that the airport was fully opened to the public. At this time the passenger terminals were located on Bath Road. The terminals were basic ex-military marquees which formed a tented village along bath road.

Today, over 80 million passengers travel through the airport annually, on services offered by 80 different airlines, travelling to over 242 destinations across the world.



\\ HISTORIC CONTEXT



LISTED SITES MAP - SITE HIGHLIGHTED IN RED



\\ LISTED SITES

A - Sipson House

No 595 Sipson Road
Grade II Listed 2 storey brown brick building dating back to late 18th Century.
It is currently in use as a nursery - Littlebrook Nursery.



B - Monument at North Western End of General Royal Survey Base

Grade II Listed. The monument is the barrel of a cannon placed upright, a total length of 9 foot, 6 of which buried underground. It represents the North West end of the baseline measured by General Roy in 1784 as part the operations for determining the relative positions of the Greenwich and Paris Observatories.



C - Elder Farmhouse

128 West End Lane
Grade II 16th Century timber framed house with an 18th Century front wing. It is constructed in red brick with a hipped tiled roof, part of the building is now pebble-dashed.



D - The Pheasant Public House

98 West End Lane
Grade II Listed 18th Century building. High pitched tiled roof with stucco front and cornice detail.
It is currently in use as a pub.



E - The Dower House

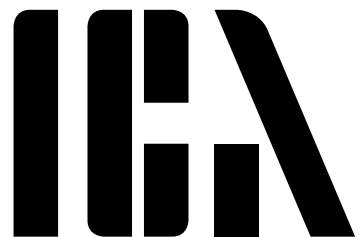
393 High Street
Grade II Listed 18th Century brown brick building. It is still undergoing a lengthy reconstruction following fire damage which occurred in 2011.



\\ HISTORIC CONTEXT

// Urban Analysis

5





\\ SITE ANALYSIS

Located on Bath Road the current car park site leaves a hole in the building line along Bath Road.

Access to the site is via Egerton Way to the north of the site. This can provide access for both pedestrians, vehicles and servicing.

-  Noise from Bath Road & Airport
-  Greenspace
-  Summer & Winter Sunpath
-  Vehicle Access
-  Pedestrian Access
-  Neighbouring Building lines
-  Site Boundary



\\ URBAN ANALYSIS

\\ SITE OPPORTUNITIES

The site being on Bath Road and in close proximity to Heathrow Airport creates a number of opportunities and constraints for the design.

HEATHROW AIRPORT

Bath Road runs parallel to Heathrow Airport. Given the proximity acceptable building height and materials are key to ensure the building does not impact on the operational aspects of the airport.



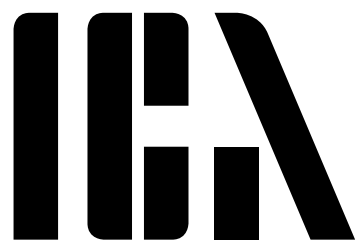
VIEW DOWN BATH ROAD

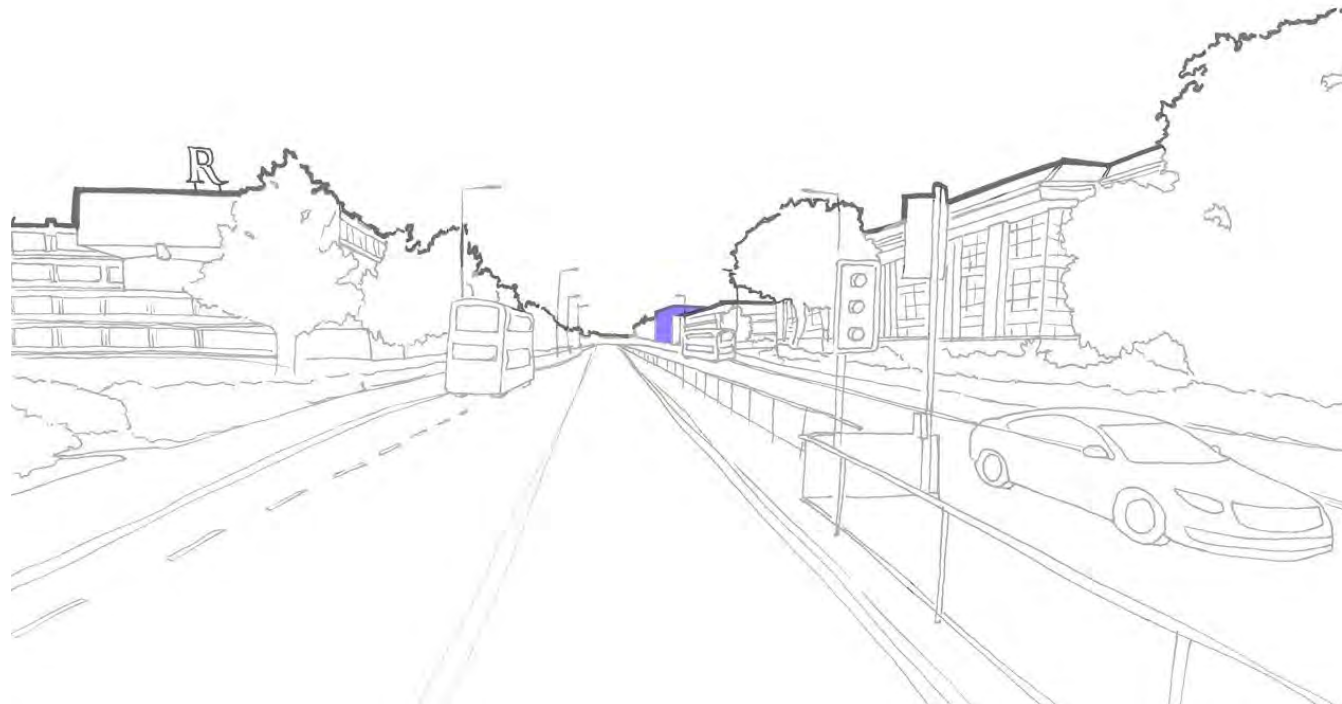


\\ URBAN ANALYSIS

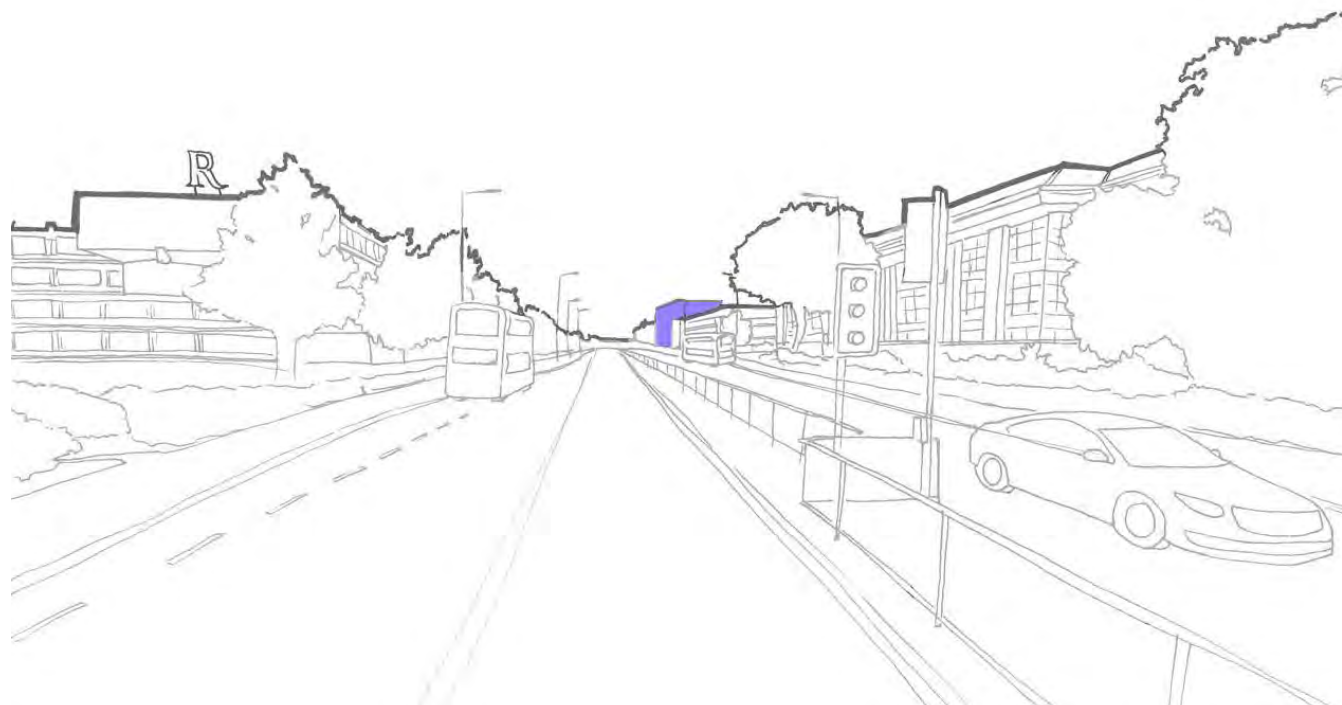
// Design Approach

6





VIEW DOWN BATH ROAD - SITE AS 6 STOREY



VIEW DOWN BATH ROAD - SITE AS 7 STOREY

\\ SITE OPPORTUNITIES

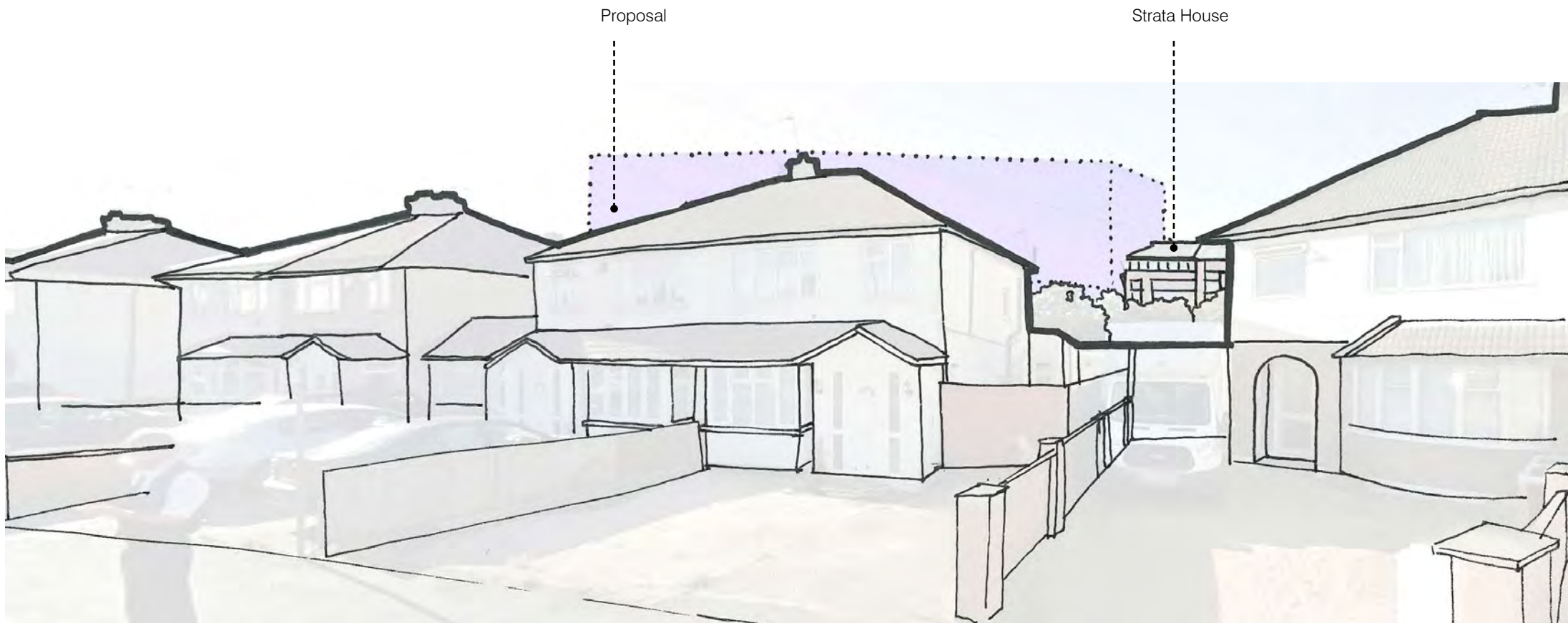
BUILDING HEIGHTS

Building height within the surrounding area varies considerably. Currently the Courtyard by Marriott Hotel further along Bath Road is the highest at 7no. storeys.

The lower two sketches consider a comparison view between the effect of 6 storeys in comparison to 7 storeys massing on the site. Adding a seventh storey highlights the building on Bath Road without overly disrupting the current skyline.



\\ DESIGN APPROACH



VIEW FROM DOGHURST AVENUE



VIEW FROM EGERTON WAY

\\ SITE OPPORTUNITIES

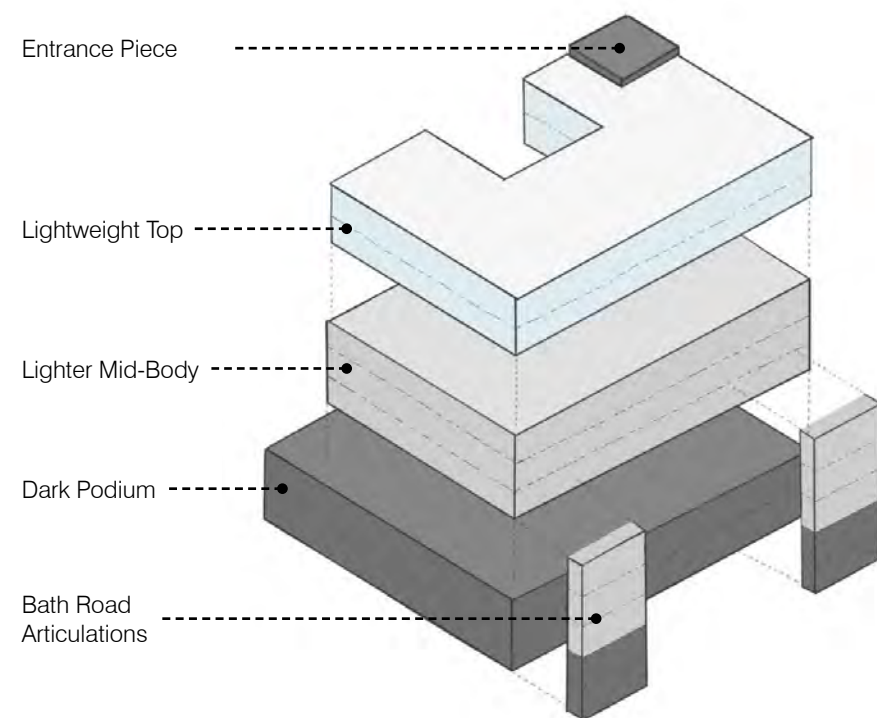
EGERTON WAY & DOGHURST AVENUE

The site is adjacent to a residential cul-de-sac on Doghurst Avenue. As the site is currently a carpark the residents have no issues with regards to views or over-shadowing of their properties. It is important to consider how the 7 storey building will impact their homes, making sure they have a sufficient amount of privacy and light throughout the day.

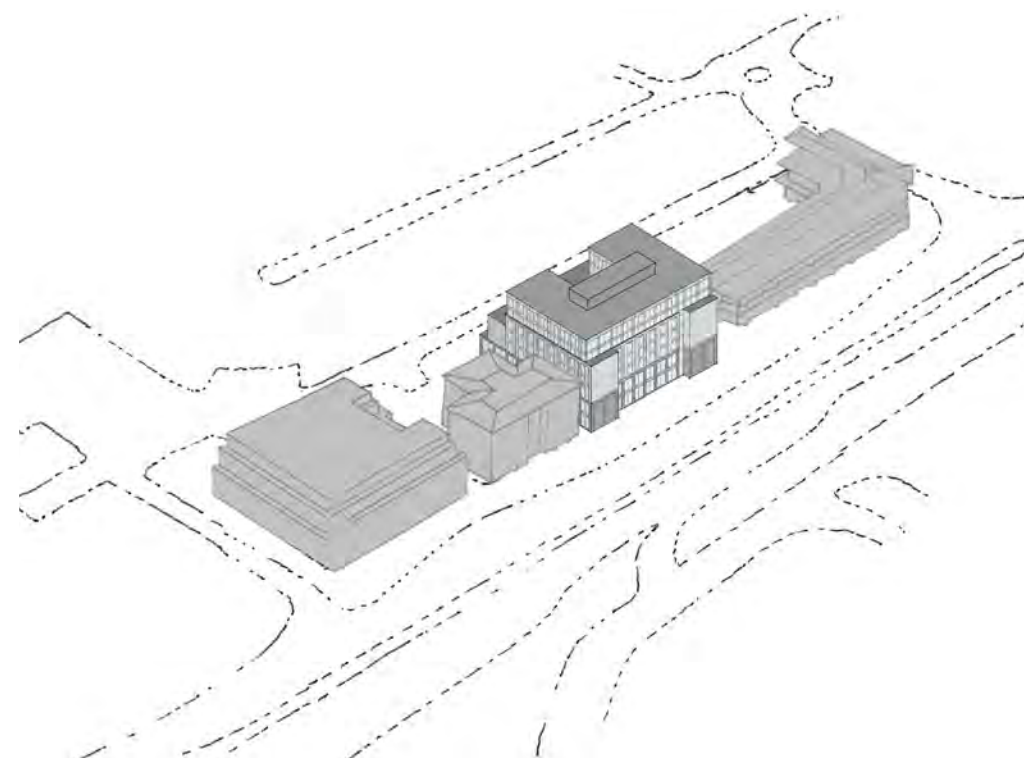
The proposed design is 5 storeys in height to Bath Road but reduces to 4 storeys on Egerton Way. This ensures that the building form ties in with the urban grain and retains the required sunlight provision to the properties on Doghurst Avenue.



\\ DESIGN APPROACH



PROPOSED MASSING DESIGN



MASS ON SITE

\\ MASSING AND MATERIALS

MASSING

The approved scheme on the site provides 6 stories of accommodation.

This proposal adds a further storey to create 7 stories of accommodation. The new floor follows the footprint of the 6th floor below and retains the reduced mass to the domestic properties on the North. This allows the building to create a presence onto Bath Road. There are also facade alterations onto Egerton Way, the addition of an entrance piece wrapping up from the base podium in dark brick visually articulates the entrance to the building.

MATERIALS

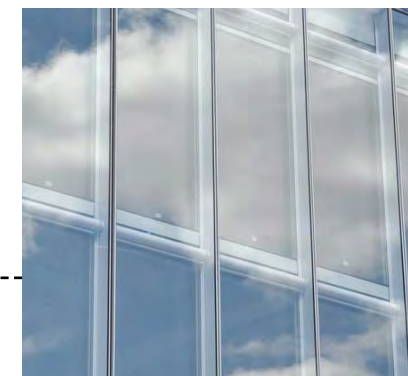
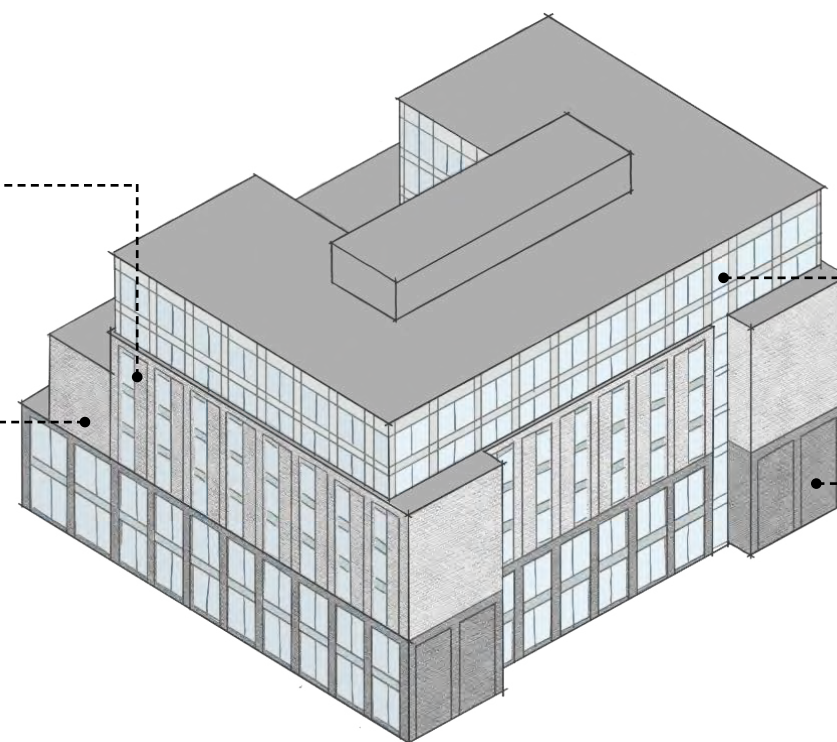
Consistent with the current approved scheme the proposal is predominantly facing brick.

Curtain walling runs in vertical slots up the building with look-a-like glazing bands at floor level. The base floors of the building are a darker facing brick while the upper floors transition to a lighter brick.

The top two floors are clad fully in curtain walling. This ensures the impact of these floors is integrated into the grain of Bath Road.



MATERIALS



\\ DESIGN APPROACH



\\ MATERIALS



\\ DESIGN APPROACH

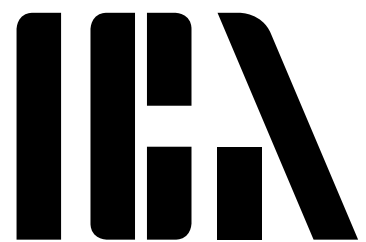


CURRENT PROPOSAL

\\ BATH ROAD



APPROVED PROPOSAL



\\ URBAN ANALYSIS



CURRENT PROPOSAL

\\ WEST ALONG BATH ROAD



APPROVED PROPOSAL



\\ URBAN ANALYSIS



CURRENT PROPOSAL



\\ EGERTON WAY



APPROVED PROPOSAL

\\ URBAN ANALYSIS



\\ ELEVATIONS

The adjacent elevations compare the current approved envelope with the proposed single storey extension and facade redesign.

The floor level band for the windows is shown with an aluminium cladding panel. The high level metal cladding has been replaced with curtain walling to tie the top two floors together and create a lightweight top to the building.



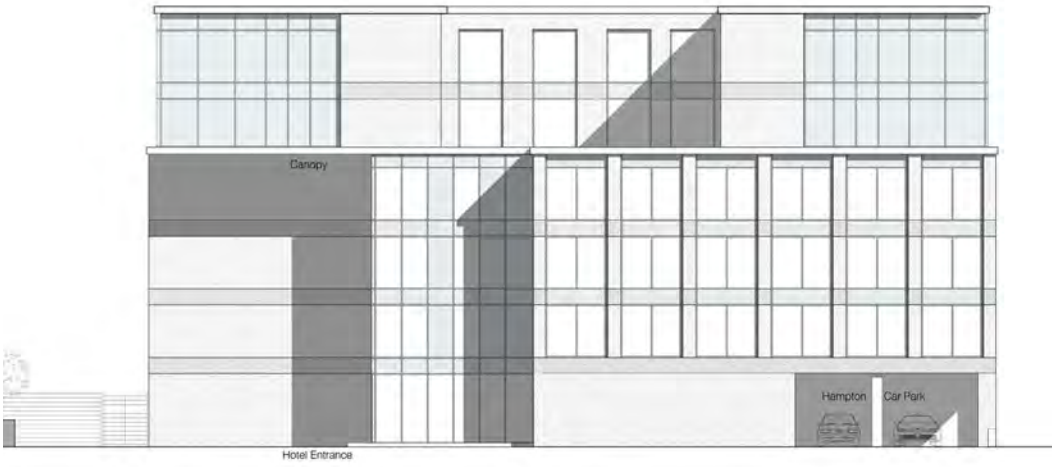
CURRENT PROPOSAL - EAST ELEVATION



CURRENT PROPOSAL - NORTH ELEVATION

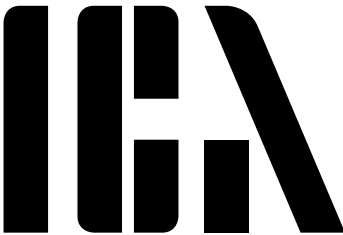


APPROVED PROPOSAL - EAST ELEVATION



APPROVED PROPOSAL - NORTH ELEVATION

- EXTERNAL MATERIALS LEGEND:
- ① Main brick finish.
 - ② Recessed brick main colour.
 - ③ Facing brick finish contrast colour.
 - ④ Recessed brick finish contrast colour.
 - ⑤ PPC aluminium curtain walling.
 - ⑥ Feature extended curtain wall fin.
 - ⑦ Automatic entrance doors.
 - ⑧ Coloured concrete cill / parapet.
 - ⑨ Clear glass within curtain walling.
 - ⑩ Look alike glass within curtain walling.
 - ⑫ Louvred plant screen.
 - ⑬ PPC aluminium spandrel panel.



\\ DESIGN DRAWINGS

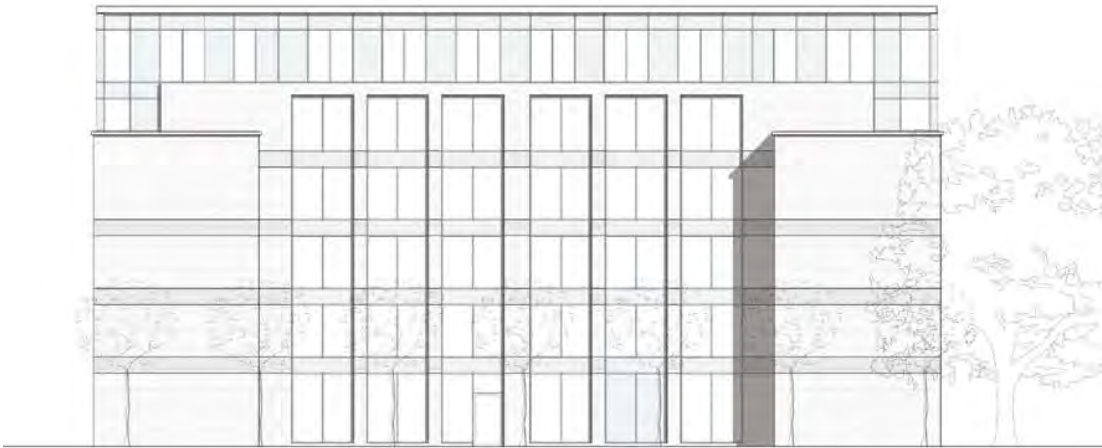
\\ ELEVATIONS



CURRENT PROPOSAL - SOUTH ELEVATION



CURRENT PROPOSAL - WEST ELEVATION

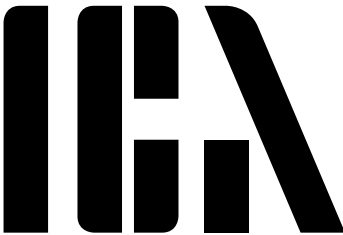


APPROVED PROPOSAL - SOUTH ELEVATION

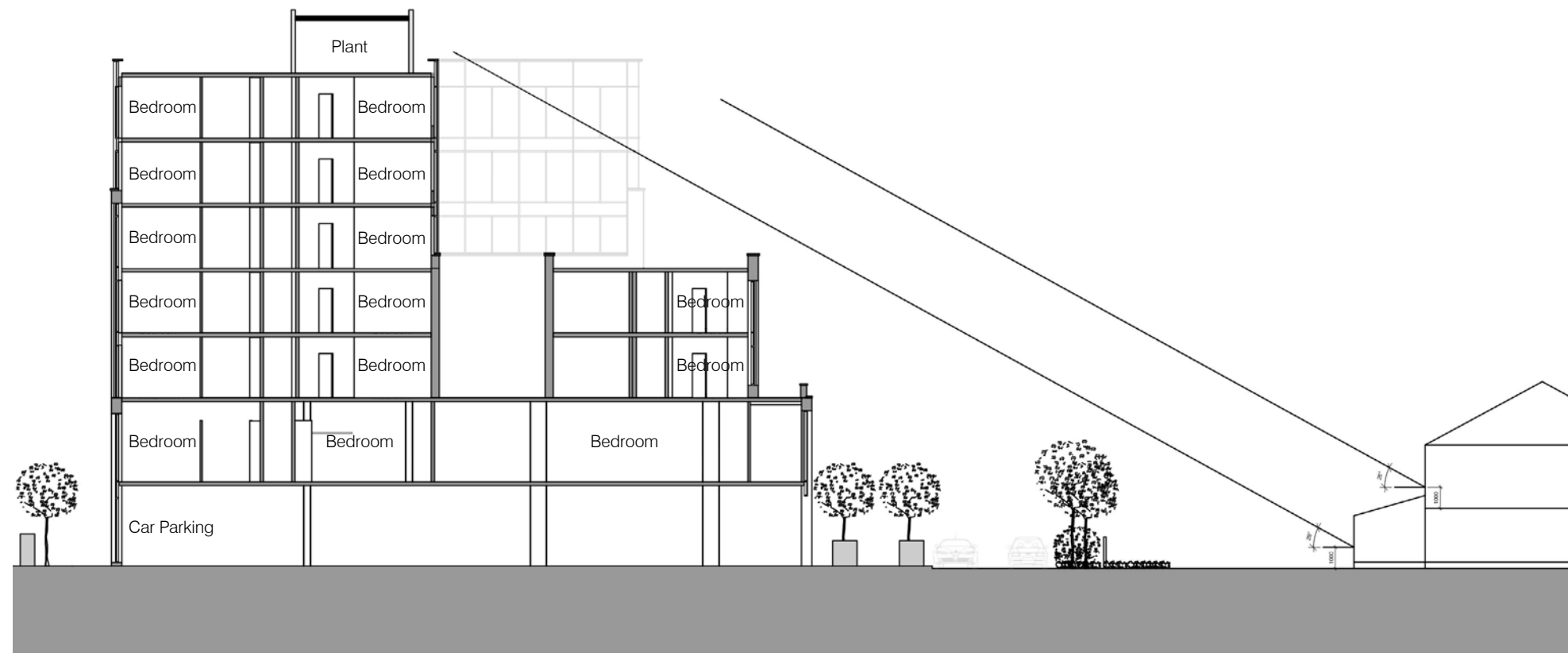


APPROVED PROPOSAL - WEST ELEVATION

- EXTERNAL MATERIALS LEGEND:
- ① Main brick finish.
 - ② Recessed brick main colour.
 - ③ Facing brick finish contrast colour.
 - ④ Recessed brick finish contrast colour.
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 - ⑩ Look alike glass within curtain walling.
 - ⑪ Louvred plant screen.
 - ⑫ PPC aluminium spandrel panel.



\\ DESIGN DRAWINGS



\\ SECTION AA

CURRENT PROPOSAL



APPROVED PROPOSAL



\\ DESIGN DRAWINGS



// Access

Pedestrian access to the hotel will be directly off Egerton Way. On the western boundary of the site there will be a ramp allowing access/egress to the parking area for visitors where there will be 23 parking spaces including 6 disabled spaces. Active and Passive electric charging spaces will be included in line with the current requirement of TfL. The ground floor car park will be barrier controlled for entrance and exit.

It should be noted that parking spaces must be booked at the same time as rooms and potential guests will be advised prior to finalising their booking if parking is not available allowing them to seek alternative accommodation.



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