

9 Nestles Avenue
Hayes
UB3 4SA

December 2018





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1. INTRODUCTION

1.1 Purpose

This Design and Access Statement is submitted as part of a series of documents to support the planning application for the redevelopment of 9 Nestles Avenue in Hayes.

This document describes the design process from development of the brief, assessment of the existing site and the emerging context, through to evolution of the design including discussions with Hillingdon Council and the Greater London Authority and public consultation.

1.2 Scope

This document:

- Assesses the site and context
- Assesses Hillingdon Council and Greater London Authority planning policy and the Masterplan for the site and adjacent development sites
- Describes the proposed use, layout, massing and quantum of development and its relationship to the wider Masterplan
- Illustrates and describes the proposed appearance of the development and its relationship to its surrounding context
- Explains how the proposals have been shaped by the involvement of others through the pre-planning process and public consultation
- Explains how the development will be accessed, how the design is inclusive for all who will use it and summarises the fire strategy and emergency provision
- Summarises the development's approach to sustainability and the building services strategy

1.3 Brief

The proposed scheme seeks redevelopment of the existing commercial unit into a residential-led scheme compatible with a wider masterplan for the area.

The scheme is capable of being delivered as a standalone development without undermining the wider masterplan coming forward in the future.

Other key elements of the brief are:

- Provide ample amenity and children's play space
- Provide secure car and cycle parking
- Integrate with the wider Masterplan, including aspirations for a new east-west pedestrian link to the Crossrail station
- Enhance the streetscape on Nestles Avenue including widening the highway for sustainable transport improvements
- Create high quality residential accommodation for build to rent with an appropriate mix of apartments

1. INTRODUCTION

1.4 Build to Rent

Approximately 20% of Hillingdon residents currently live in privately rented accommodation, which has seen a significant increase in recent years. There are many inherent problems associated with the private rented sector in London, which is failing many residents due to the lack of accountability across the sector.

Common problems include poor customer service, slow repairs, short unsecure tenancies, revenge evictions and high tenancy fees.

At 9 Nestles Avenue, all homes will be owned and managed by one single landlord, meaning that tenants will have greater accountability when it comes to maintenance, have rental transparent rental agreements which flexibility for long or short term tenancies and have a high level of build quality, which is robustly designed for rent.

The proposal is aimed to benefit those that are unable to buy and those that choose to rent and want a better rental experience than is currently offered in the fragmented private rental sector.

1.5 Development Team



Developer: Meadow Partners

Meadow Partners is a dynamic property company founded in 2009. Their management team has over 50 years of collective development and property investment experience, with offices in both London and New York. Alongside their residential, office, leisure and retail assets across London, they hold a worldwide portfolio of properties with projects in Europe and the United States.

Architect:	Brimelow McSweeney
Planning Consultant:	Daniel Watney
Landscape Architect:	Outerspace
Services Engineer:	Mecserve
Sustainability Consultant:	Mecserve
Structural Engineer:	Bellamy Wallace
Civil Engineer:	Heyne Tillet Steel
Cost Consultant:	Cast Consulting
Transport Consultant:	i-Transport
Daylight & Sunlight:	eb7
Communications:	BECG
Aboriculturalist:	The Ecology Consultant
Acoustic Consultant:	Mayer Brown
Archaeology:	CGMS
Land Contamination:	GEA

1.6 Consultation

The Team have received pre-application advice from Hillingdon Council and the Greater London Authority through written submissions and meetings with officers.

A public exhibition was held at Hayes & Harlington Community Centre from 1pm-7pm on Thursday 1st November. Invites were sent to 1955 addresses to the south of Hayes & Harlington railway station and 27 local people attended including a Ward Councillor.

Ten feedback forms were received with overall comments being positive. Local residents supported the redevelopment of the site for build to rent housing and the proposed landscaping. Residents' main concerns were the impact on parking and local services and the provision of affordable housing, jobs and apprenticeships for local people.

A meeting was also held with the local Member of Parliament, John McDonnell on 16th November.



2. ASSESSMENT

2.1 Location

The site is located towards the west end of Nestles Avenue, just to the south of Hayes Town Centre and Hayes and Harlington railway station, which is 400 metres walk away.

The area between the Great Western railway line and Nestles Avenue is predominantly industrial buildings and dominated by the former Nestle Factory site, part of which borders the eastern boundary of the site. To the west of the site are a number of mid 20th century industrial buildings along Nestles Avenue with Art Deco influenced styling, set back from the road with forecourts. To the north of the site is the more recent Squirrels Trading Estate consisting of small industrial units, with two larger industrial buildings closer to the railway.

Many of the industrial buildings are under utilised and the whole area is earmarked for high density residential-led development, taking advantage of the forthcoming Crossrail services direct to the West End and City of London and the area's proximity to Heathrow airport, two miles to the south.

Many of the areas surrounding Hayes town centre are in a state of transition from previous manufacturing uses, to residential-led high density development. High Point Village was completed in 2011, just north of the railway station and over 600 homes are currently being delivered at the Old Vinyl Factory to the west of the railway station.

The area south of Nestles Avenue is predominantly residential, consisting of two storey 1930's suburban housing.



Site Location - Aerial View

2. ASSESSMENT

2.2 Existing Site

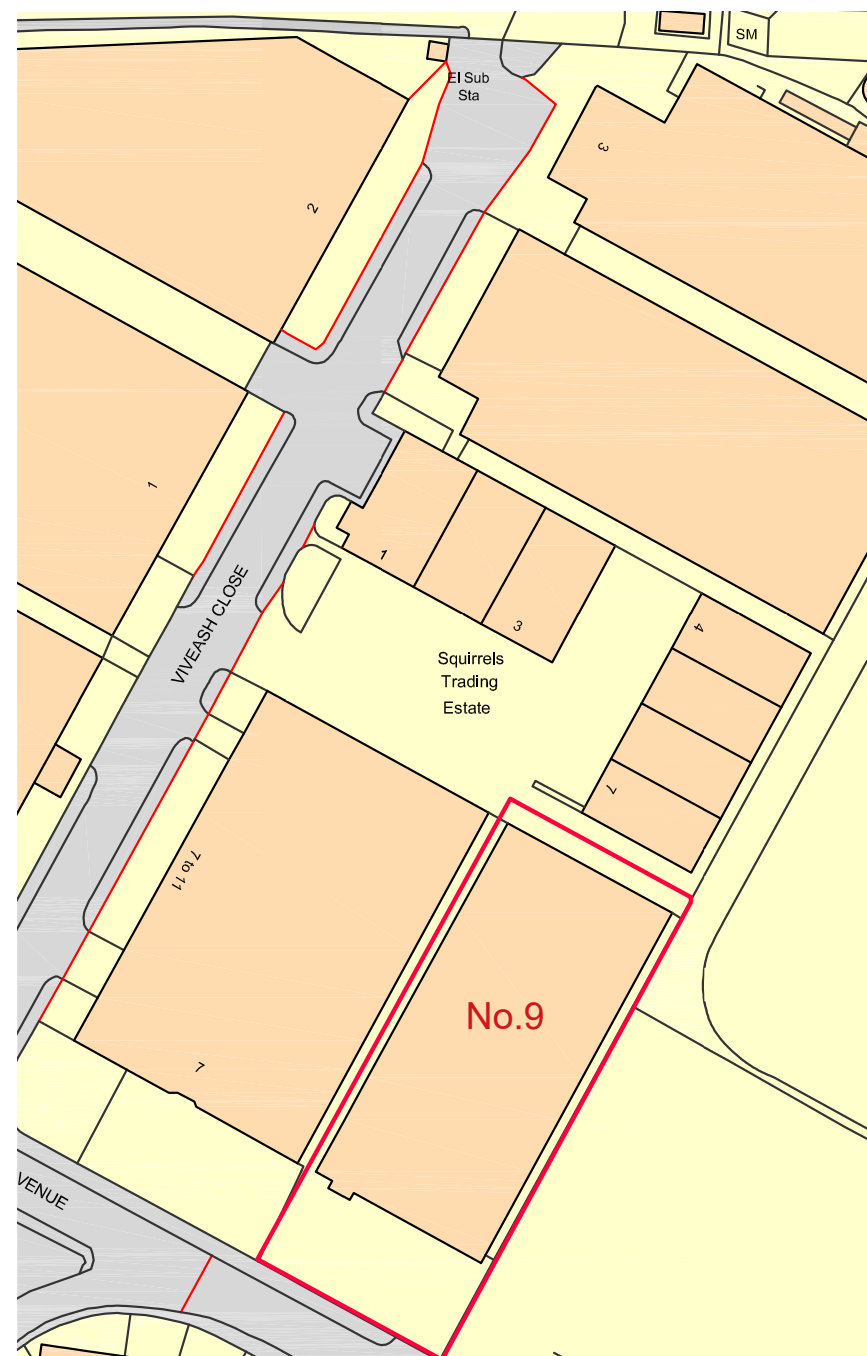
The 0.23 hectare site is currently occupied by a single storey industrial building dating from the late 1930's, with a two storey administration block to the Nestles Avenue frontage.

The elevation has Art Deco influenced styling and is set 15 metres back from Nestles Avenue with a largely hard landscaped forecourt. It was until recently, used as a printing works until the company went into administration early in 2018.

To the west is a building with a lawful D1 planning use. To the east is a former sports field, part of the former Nestle Factory site. The entire Nestle Factory site forms the Nestles Conservation Area (Botwell).

To the north is the Squirrels Trading Estate comprising of seven late 20th century light industrial units, which are in use as furniture manufacturers and car repair workshops.

To the south are two storey semi-detached 1930's houses with forecourt parking.



Site Plan



Aerial View from the South



Aerial View from the North

2. ASSESSMENT



2.2 Existing Site



Entrance from Nestles Avenue



Front of the Building



Nestles Avenue towards Hayes & Harlington Station



Approach from Hayes & Harlington Station



Rear of 9 Nestles Avenue

2. ASSESSMENT

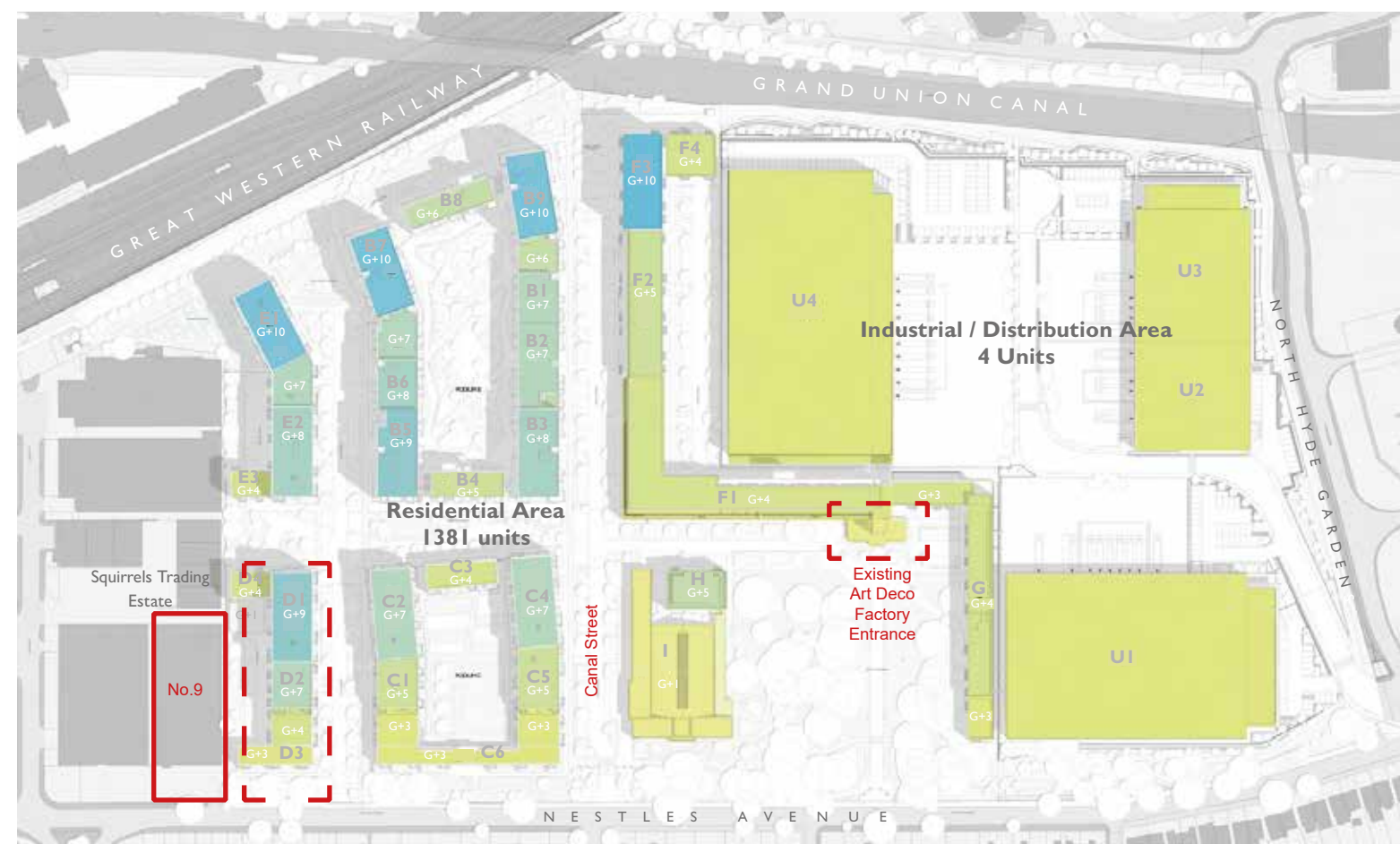
2.3 Emerging Context

Former Nestle Factory Site

A major redevelopment to provide 1,386 homes and over 22,000 square metres of commercial and distribution space received planning consent in July 2018. The scheme builds upon a 2015 masterplan developed by Hillingdon Council and the GLA.

It includes restoration of the locally listed Art Deco themed factory facade and canteen, the Wallis Gardens and railings fronting Nestles Avenue. Along with the creation of new green spaces along the railway line and the Grand Union Canal, with a new linear park east-west pedestrian link from the Art Deco factory frontage to the site's western boundary. The masterplan envisages this link being extended west to the Crossrail station in future redevelopments of neighbouring sites.

The proposed residential buildings run predominantly in north-south orientated blocks with returns to enclose courtyards or backlands. Buildings rise in height from four storeys on Nestles Avenue to eleven storeys next to the railway line.



Masterplan illustrating building heights

Key

 G+10	 G+5
 G+9	 G+4
 G+8	 G+3
 G+7	 G+2
 G+6	 G+1

Note

Commercial Units equivalent to G+3
Podium Level at G+1
Ground Level G



Proposed massing at the Nestle Factory site

Image from Makower Architects DAS

2. ASSESSMENT



2.3 Emerging Context

The design of the new buildings utilises an industrial theme, with robust forms and materials in a contemporary aesthetic. The layout uses a fine grain and high level of pedestrian permeability to connect the new homes to the restored heritage buildings and green spaces, aiming to bring a sense of local character and belonging to the site.



Existing Nestle Factory Building



Proposed Canal Street residential buildings with restored canteen building to the right

Images from Barratt/Segro DAS

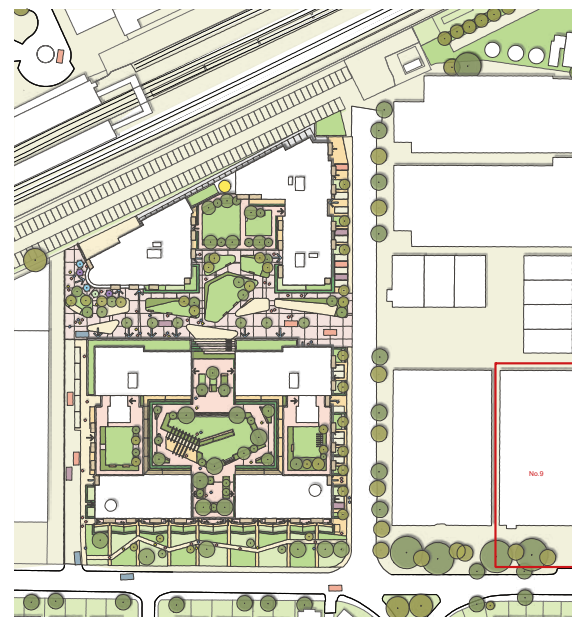
2. ASSESSMENT

2.3 Emerging Context

233-236 Nestles Avenue

A planning application to redevelop the site to the west of Viveash Close was submitted in April 2018 and is currently awaiting determination. The scheme includes 474 homes and commercial units focused on the east-west pedestrian link envisaged in the 2015 masterplan.

The buildings run predominantly north-south and return to enclose courtyards with amenity space on landscaped podiums at second floor level. Similar to the former Nestle Factory scheme, they rise from four storeys on Nestles Avenue to eleven storeys next to the railway. A green parkland space is provided to the Nestles Avenue frontage, as with the Nestle Factory scheme. The architecture has a robust industrial theme with feature industrial elements such as chimney flues and water tanks.



233-236 Nestles Avenue



Images from Farrell's DAS

1 Nestles Avenue

A planning application for 164 residential units, a self storage centre and 1,300 square metres of office space was submitted in June 2017 for this site adjacent to the railway station. This application has been withdrawn.

3 Viveash Close

In May 2017 an application was made to redevelop the site from the existing warehouse into two blocks of eight and ten storeys containing 68 residential units and 1,620m² of commercial floor space. The application was refused in October 2018 under delegated powers.



1 Nestles Avenue

Images from Studio Egret West DAS



3 Viveash Close

Images from Fraser Brown MacKenna DAS

2. ASSESSMENT

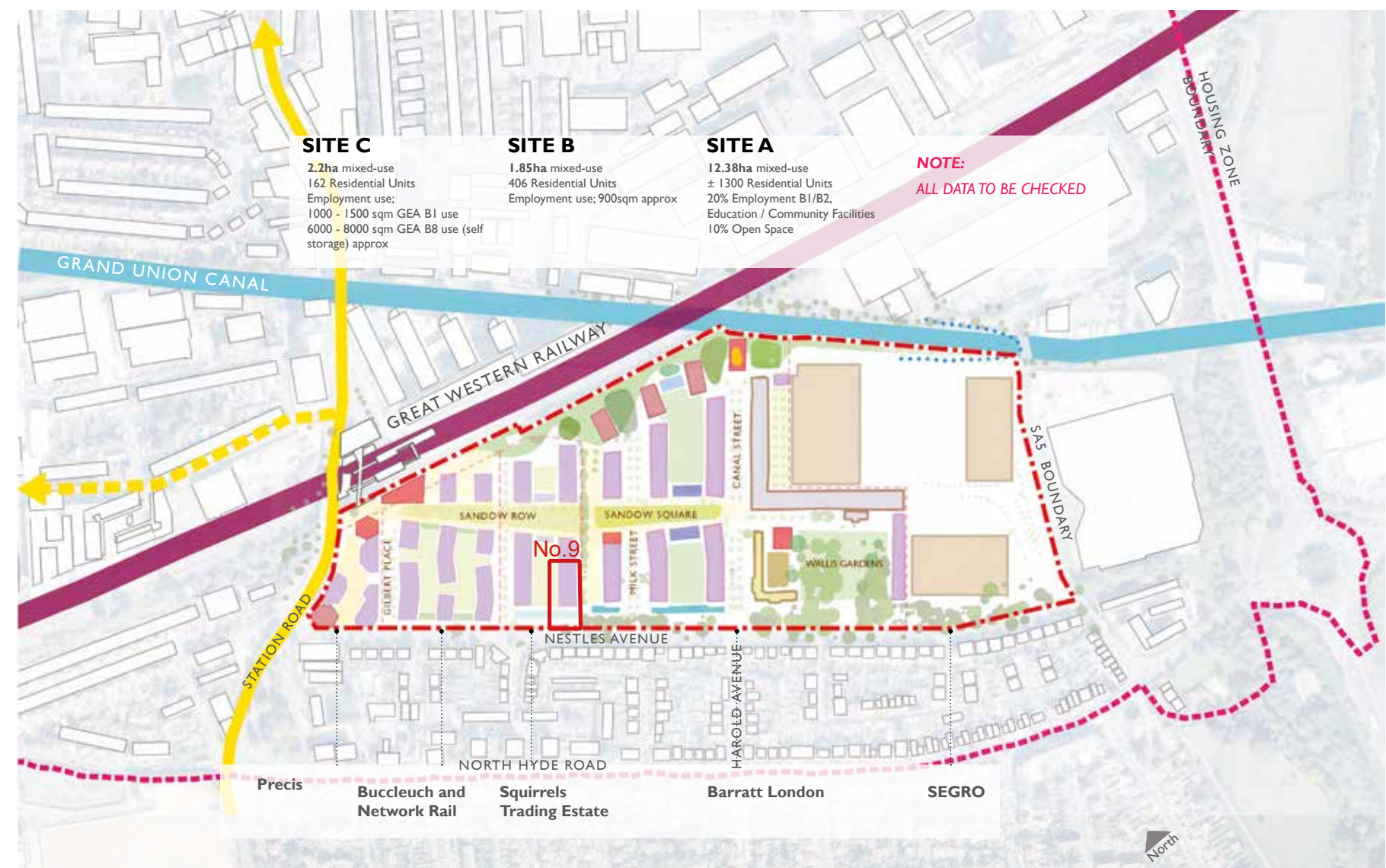
2.3 Emerging Context

The GLA worked with Hillingdon council to define a Strategic Urban Design Framework and Masterplan to achieve a coherent approach to the redevelopment of the wider SA5 site.

Key principles for the masterplan are:

- North-south orientated double loaded residential blocks to avoid direct aspects on to the railway
- An east-west pedestrian link between the Nestle Factory heritage facade and Wallis Gardens and the new Crossrail station
- Building heights stepping down in height towards Nestles Avenue to respect the existing low density context
- Buildings set back on the existing building line on Nestles Avenue with a green frontage

On the 9 Nestles Avenue site the masterplan proposes a single block running the length of the site, and continuing on the adjoining site to the north to a proposed east-west pedestrian avenue which would give direct access to the Crossrail station. Amenity areas are indicated to the south, west and east of the block.



GLA Masterplan

Image from Fraser Brown McKenna Architects DAS

2. ASSESSMENT

2.3 Emerging Context

The GLA building height guidelines suggest building heights rising from 2-3 storeys at the south-eastern end of Nestles Avenue to over 12 storeys adjacent to the railway, along Station Road and along the proposed east-west pedestrian link across the centre of the site.

Since the masterplan was produced, redevelopment proposals have been subject to a maximum height of +67.93 metres above OS datum in order to safeguard aircraft movements and the future of Heathrow Airport.

The GLA guidelines suggest a 4-8 storey building on the 9 Nestles Avenue site.



GLA Building Height Guidelines

Image from Fraser Brown Mackenna Architects DAS