

2. ASSESSMENT

2.4 Planning Policy

The London Mayor has allocated Hayes Town Centre as a Housing Zone in partnership with Hillingdon Council, with a target of 2,788 new homes across 238 hectares.

Hillingdon Council's Local Plan identifies the land between the Great Western Railway and Nestles Avenue as Site Allocation 5 (SA5) and divides the area into three sites as follows:

Site A - The former Nestle Factory site

Site B - 7 Nestles Avenue; 9 Nestles Avenue; 3 Viveash Close; 4 Viveash Close and Squirrels Trading Estate.

Site C - Access Storage and 233-236 Nestles Avenue

The October 2015 draft policy document supports the provision of residential units and employment generating uses including B1 office and suitable B2 light industrial.

The policy states that “as a preference Sites A, B and C should form a comprehensive development scheme across the whole site”. Considering the consented scheme for Site A, and the applications for Site A and the 3 Viveash Close application for Site B, it is apparent that this will not be possible.

Please refer to the Daniel Watney Planning Statement for a full consideration of planning policy for 9 Nestles Avenue and the wider site.



Aerial Photo showing redevelopment Site A, B and C as defined in the Hillingdon Council Local Plan

Image from Google Maps

2. ASSESSMENT

2.5 Transport Opportunities

Crossrail is a once in a generation upgrade to Greater London's public transport infrastructure, single handedly increasing rail passenger capacity by 10% in Central London.

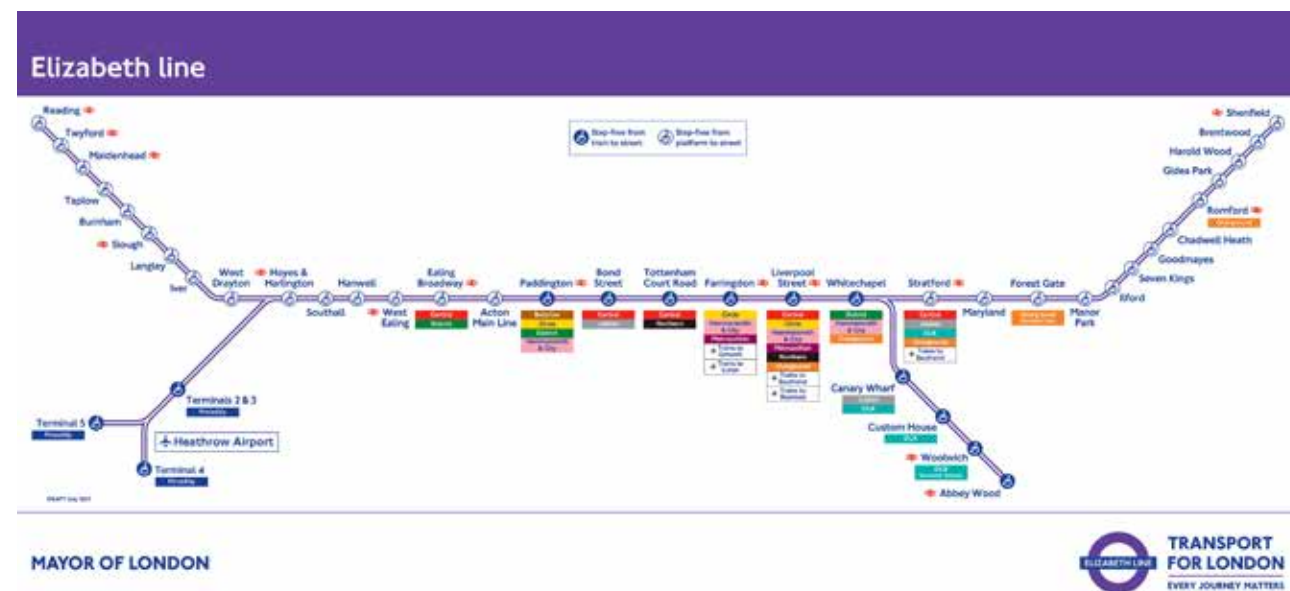
The journey time from Hayes & Harlington to Bond Street will be reduced by almost half, to just 20 minutes. Farringdon will be 25 minutes and Canary Wharf 34 minutes, all on accessible trains and upgraded stations.

The huge improvements to the accessibility of Hayes will attract many new residents, many of whom will commute to London. The improve accessibility will sustain and support higher density development around the newly upgraded stations.

Local bus services will be upgraded to serve the new rail connections:

- New express route X140 from Harrow to Heathrow Airport
- New route 278 from Ruislip to Heathrow Airport
- Route H32 extended to Hayes from Southall, which may run along Nestles Avenue to a new turning facility on the former Nestle Factory site.

Pedestrian and cycling accessibility to the station and town centre will also be enhanced with a new footpath and cycle way as part of a proposed "sustainable transport corridor" along Nestles Avenue. 9 Nestles Avenue is currently less than five minutes walk from the station and this will be reduced further with the proposed east-west link.



Crossrail Route Map

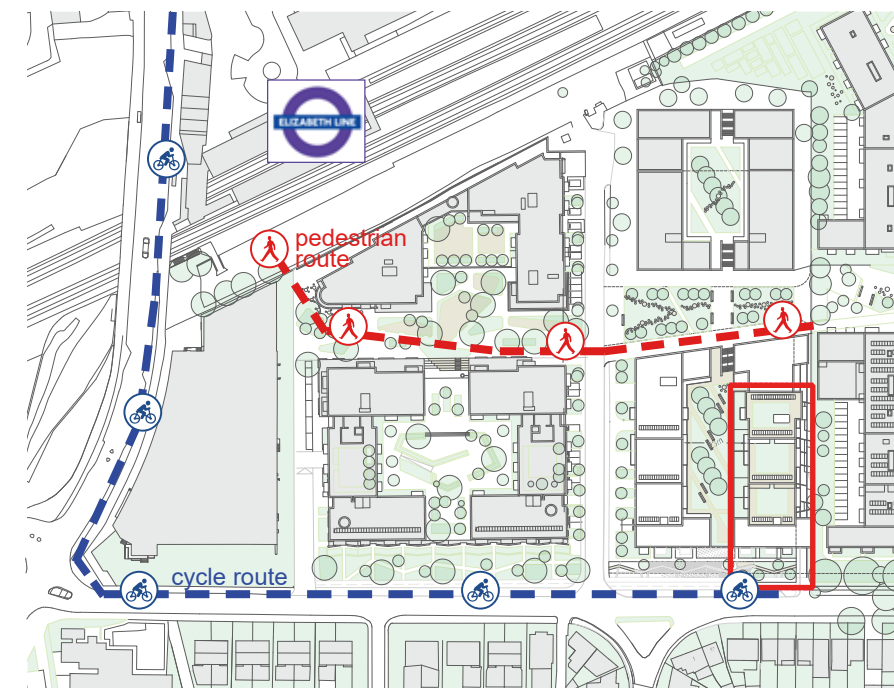


Bus Route Connections



Proposed Hayes & Harlington Station

Images from Crossrail website



Proposed Pedestrian & Cycle Routes

2. ASSESSMENT

2.6 Historic Development

Hayes was a rural area until the opening of the Grand Union Canal in 1796, which connected London and Birmingham and encouraged the excavation of brick clay, which was transported on the canal.

The Great Western Railway was completed in 1838, although Hayes station did not open until 1864.

It was not until the early 20th century that residential and industrial development took off, attracted by the transport links.

In 1912 the Sandow Chocolate Factory was opened on the Nestle Factory site, set in landscaped grounds in line with the “Garden City” principles of the time. The factory’s sports grounds extended over the site of 9 Nestles Avenue.

In 1929 Nestle took over the site and began producing instant coffee. Several extensions were made to the Nestle Factory, particularly in 1916 and 1949. The land to the immediate east of 9 Nestles Avenue remained as sports grounds. The land to the west began to be developed for industrial use. It is understood the existing building was erected on 9 Nestles Avenue in the late 1930’s and was most recently used as a printworks.



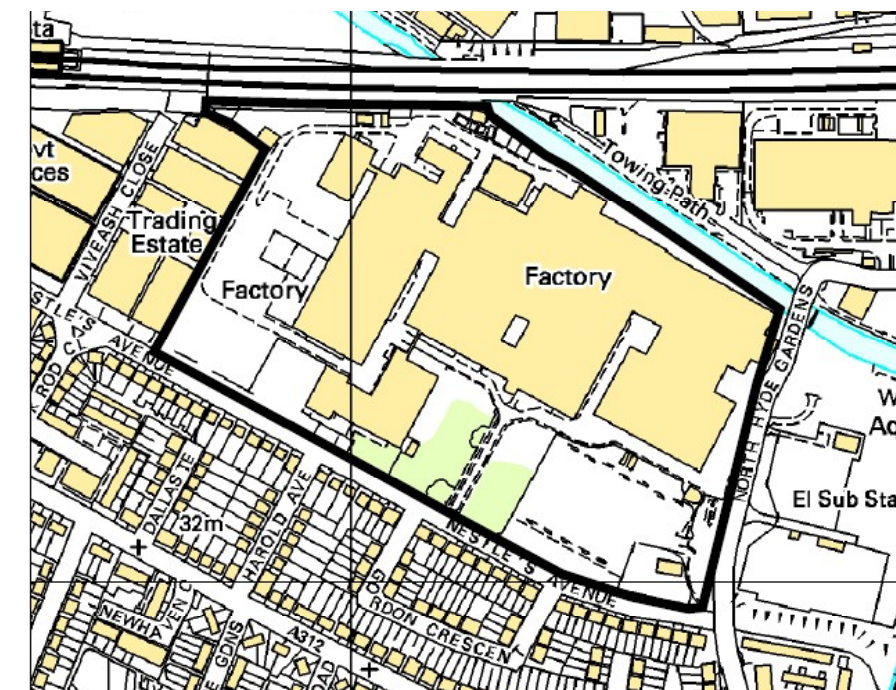
1914 Map



1935 OS Map



1939 Aerial Photograph



Botwell: Nestles, Conservation Area Map

Images from Barratt/Segro DAS

The plan opposite shows how comfortable distances are maintained between the masterplan blocks to avoid overbearing height and to maintain good levels of daylight and sunlight in the buildings and their surrounding external spaces.



3. EVALUATION & DESIGN

3.1 Design Evolution including Pre-Application Feedback

Hillingdon Council Pre-Application August 2018

An initial massing of cascading roof terraces was presented at a pre-application meeting with Hillingdon Council planning officers in August. The scheme contained 83 residential units over 11 storeys, with 467m² of employment space fronting on to Nestles Avenue and 16 car parking spaces to the rear of the ground floor.

Officers supported the proposed land uses in principle but would prefer the site to be part of a comprehensive development of the wider Site B. They requested that employment space should front on to the proposed east-west pedestrian link rather than Nestles Avenue, and preferred an increase in parking provision.



Proposed Masterplan



Aerial view from the west

3. EVALUATION & DESIGN

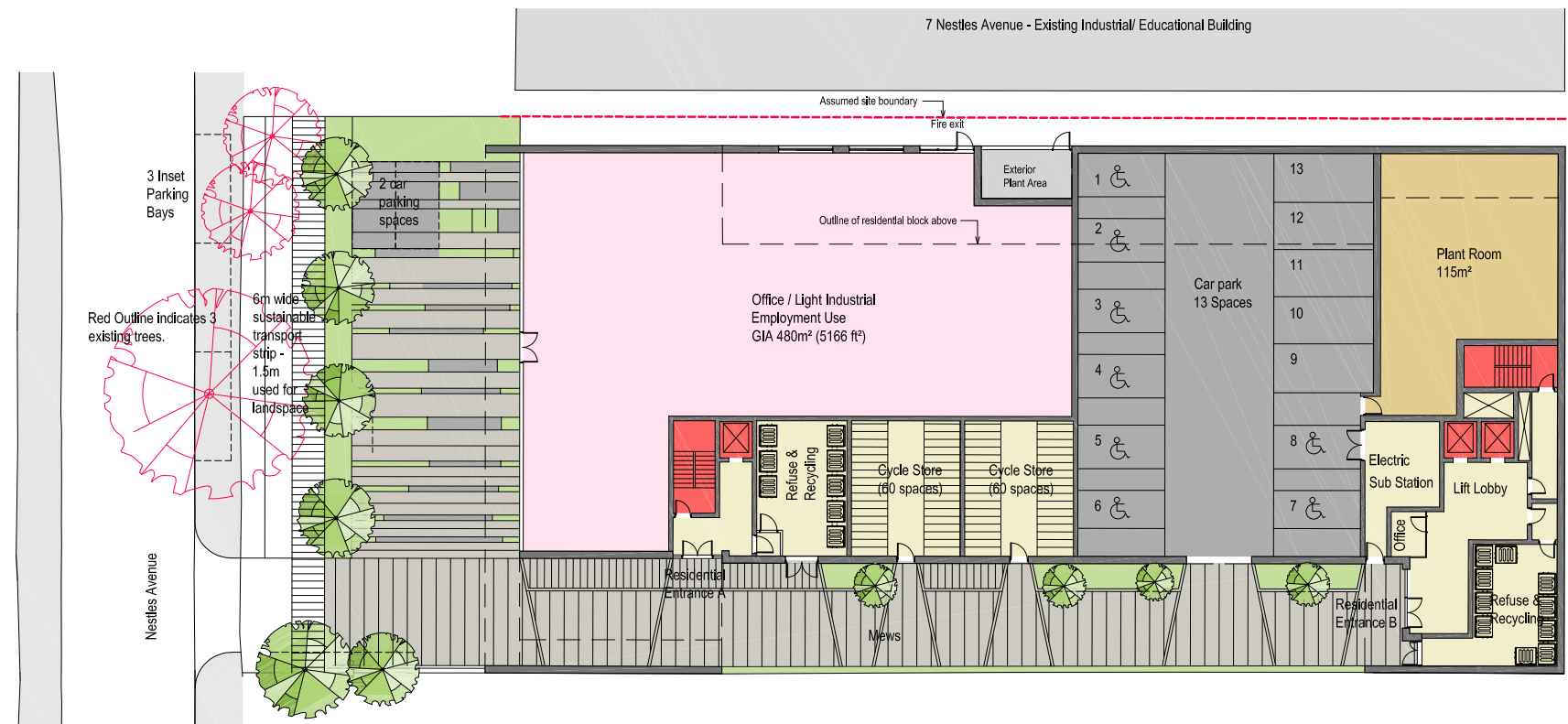


3.1 Design Evolution including Pre-Application Feedback

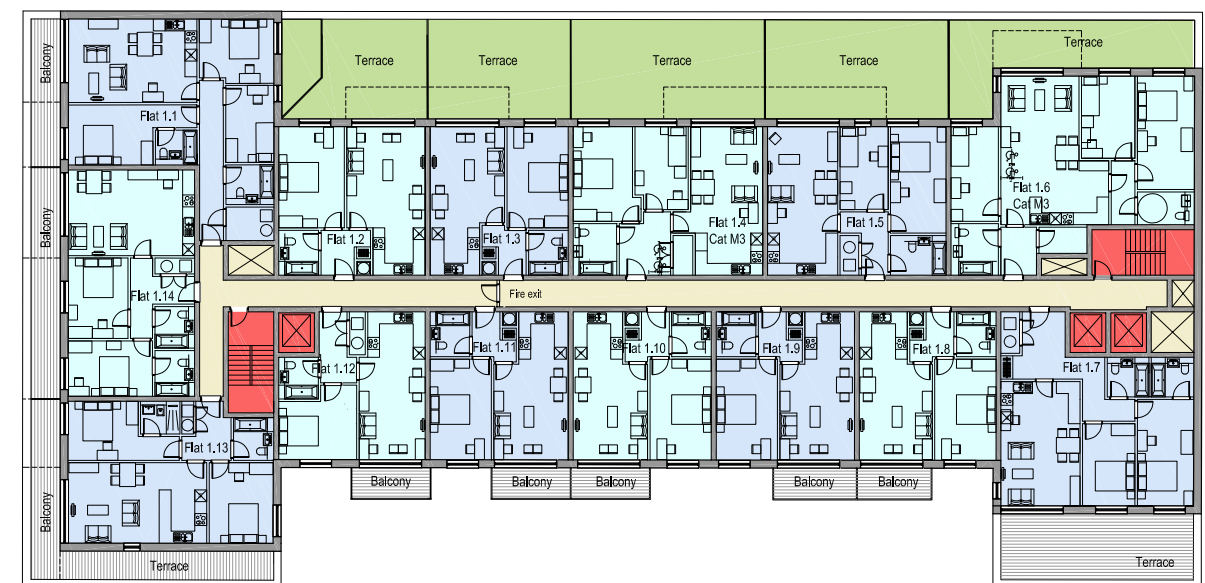
Hillingdon Council Pre-Application August 2018

While the architectural language of brickwork broken up by fenestration, balconies and feature panels was supported, they considered that a more gradual stepping of the massing would be more appropriate in this location and allow larger more usable roof terraces.

Officers were concerned the site would be overdeveloped, however the proposed building footprint occupies just over half of the total site area (53%). Amenity areas are provided in excess of London Plan requirements, and building massing and separation distances are in line with the Masterplan and the consented adjacent scheme.



Proposed Ground Floor Plan



Proposed First Floor Plan

3. EVALUATION & DESIGN

3.1 Design Evolution including Pre-Application Feedback

GLA Pre-Application October 2018

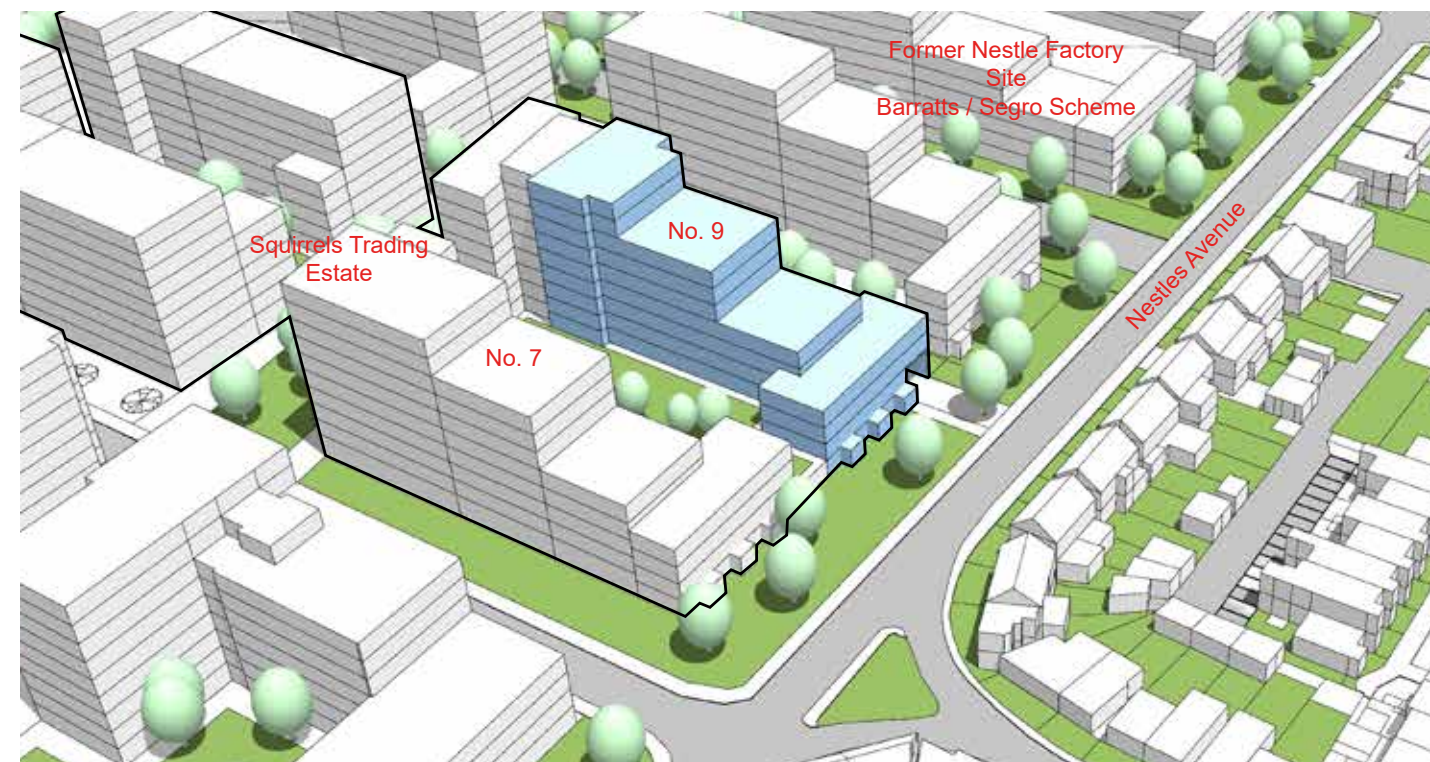
The design evolved in response to the Hillingdon Council Pre-Application and a revised scheme was presented to GLA officers in October 2018. The main changes were:

- Massing revised to step gradually, similar to the adjacent block on the consented former Nestle Factory site
- Building height reduced by one-storey to 10 storeys in line with the adjacent consented building on the Nestle Factory site
- Car parking increased from 16 to 51 spaces, in line with the 0.6 ratio consented on the adjacent former Nestle Factory site
- Employment use relocated off-site in a revised masterplan to front on to the proposed east-west pedestrian link, as requested in the Hillingdon pre-application meeting

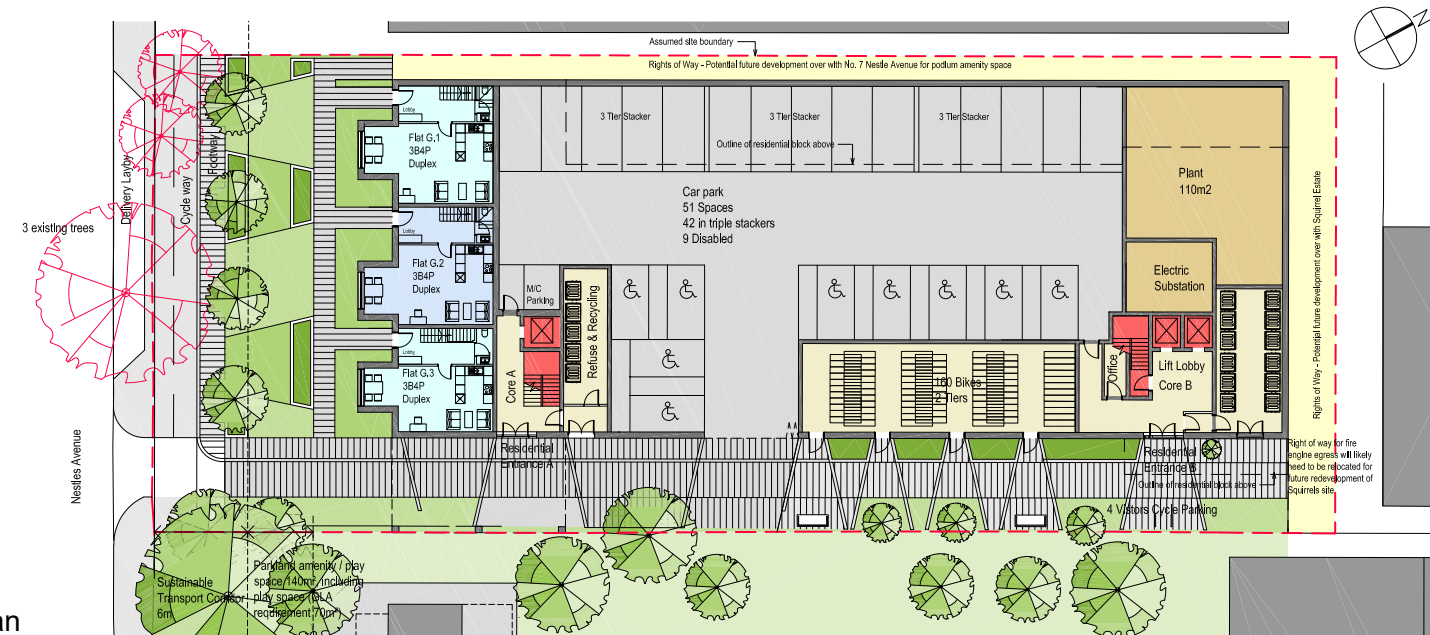
At the meeting the officers supported the design with the following comments:

- Massing and appearance were considered good and sensitive to the surroundings
- Amenity and children's play areas met GLA policy
- Less car parking was requested in order to support the London Plan, preferably the scheme would be "car-free"
- Officers accepted that employment use could be allocated to other sites, fronting on to the proposed east-west pedestrian link as requested by Hillingdon officers

Proposed Aerial View
Massing



Proposed Ground Floor Plan



3. EVALUATION & DESIGN

3.1 Design Evolution including Pre-Application Feedback

Submitted Proposal December 2018

Massing and appearance have remained generally as submitted for the GLA Pre-application meeting in October.

Further work has been undertaken to ensure that the proposal can proceed as a stand alone development, without prejudicing any of the positive future outcomes that would result from wider redevelopment in line with the principle of the Masterplan.

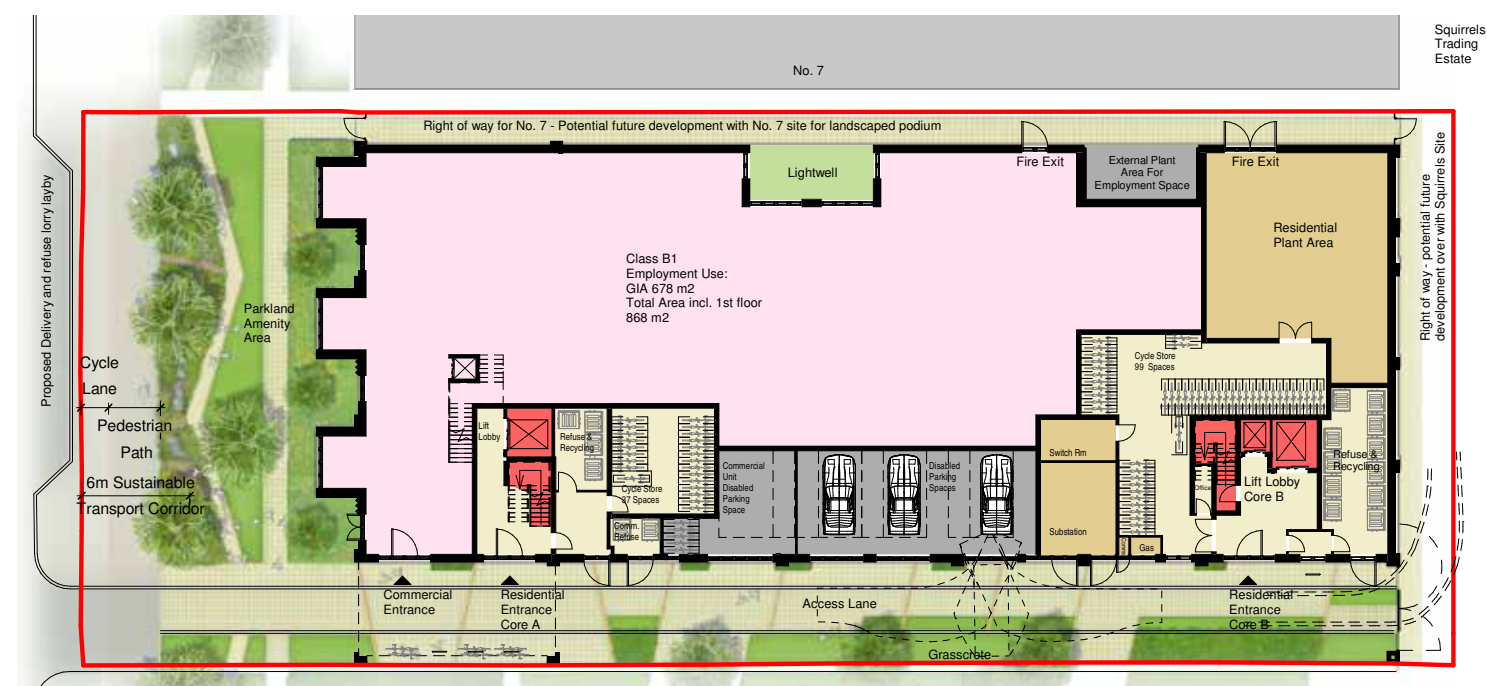
In order to proceed as a stand alone development the scheme must satisfy the London Plan policy to re-provide atleast 50% of the existing employment floor space. This is provided at ground and first floor levels.

The scheme must also satisfy London Plan policy for a car-free development. Thus car parking provision has been revised in accordance with GLA policy for 3% disabled parking with possible additional future provision on-street.

Amenity area and children's play space are also provided in accordance with London Plan policy.



Aerial view from the west



Proposed Ground Floor Plan

3. EVALUATION & DESIGN

3.2 Masterplan

The proposal has been fully integrated with a Masterplan developed from the emerging context, and the principles of the GLA Masterplan and Hillingdon land-use policy for Site B. The Masterplan allows for the proposal to be developed, respecting existing adjacent uses and fully cognisant of future aspirations and policies for adjacent sites.

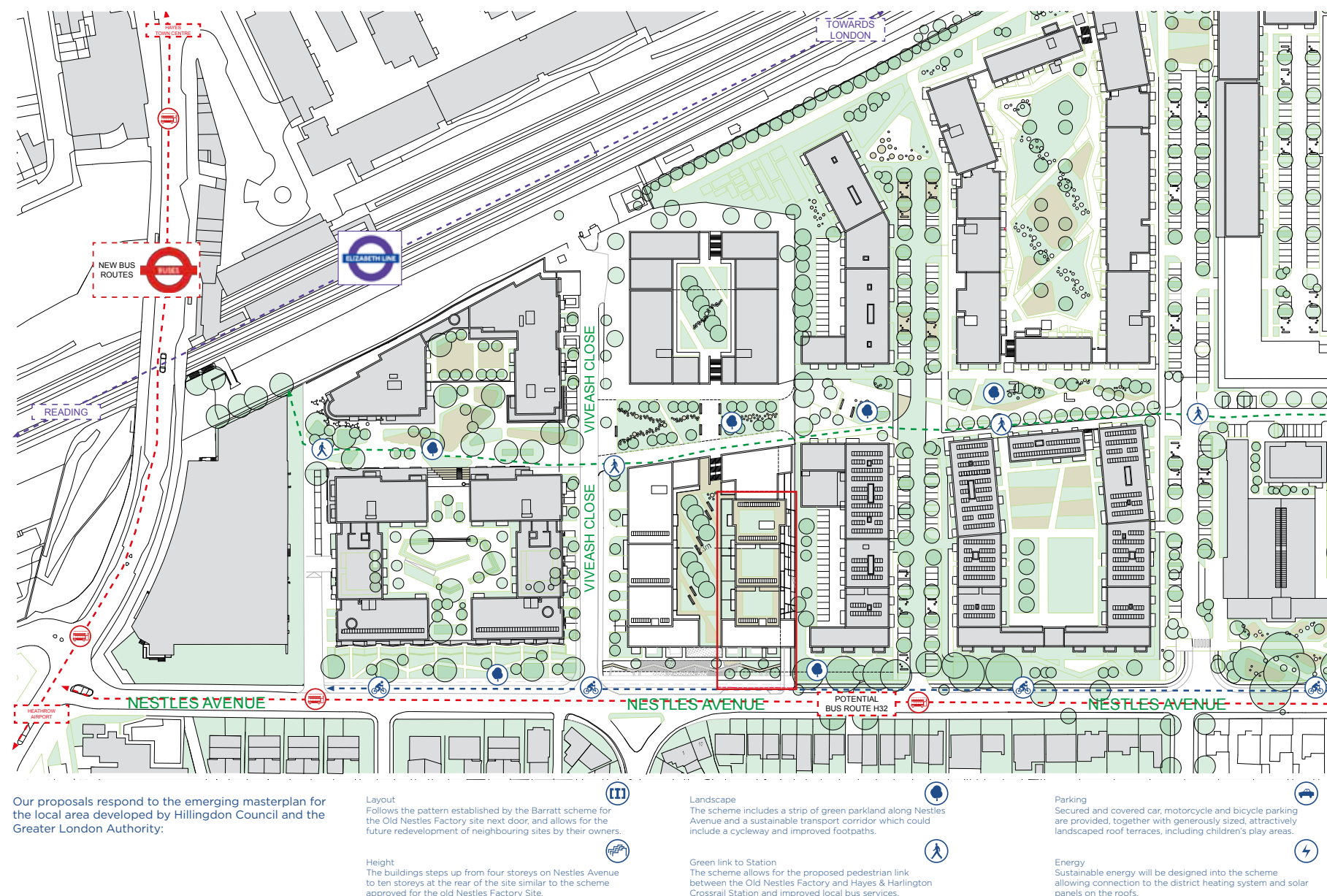
The Masterplan includes the proposed east-west pedestrian link, running approximately 15 metres north of the 9 Nestles Avenue site. The north wall of the development will be windowless, enabling a future redevelopment of the Squirrels Trading Estate site to extend up to it, the existing right of way would be extinguished.

The Masterplan includes a six metre wide strip of land adjacent to Nestles Avenue being handed over to Hillingdon Council for sustainable transport use, with the remaining forecourt becoming part of a landscaped linear parkland, extending to Wallis Gardens on the former Nestle Factory site.

The Masterplan envisages two courtyard blocks on Site B, one either side of the east-west link, following the typologies consented on the Nestle Factory site and under consideration for 233-236 Nestles Avenue.

The courtyards would open on to landscaped amenity podiums at first floor level with employment, parking and ancillary uses below at ground floor level.

As with the northern boundary the ground floor will be windowless to the western boundary, enabling a future redevelopment of the 7 Nestles Avenue site to extend up to the proposed building, again with the existing right of way to be extinguished.



Brimelow McSweeney Architects Masterplan