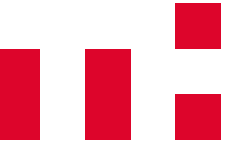


9 Nestles Avenue

Design & Access Statement

6th August 2020 | 15406_L11_002_01



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1.0 Introduction

1.1 Purpose

TateHindle have been commissioned by Meadows Partners to prepare a planning application for a new residential development at 9 Nestles Avenue, Hayes UB3 4SA.

This Design & Access Statement is part of the planning submission for this site.

Our report should be read in conjunction with the planning statement and all other reports and documents submitted separately as part of the planning application.

1.2 Development Team

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.

The professional team of consultants listed below have been assembled by Meadow Partners as part of the site development team.

	Client / Landlord Meadow Partners		Building Services / Sustainability Mecserve		Daylight & Sunlight eb7
	Architect TateHindle		Landscape Architect Exterior Architecture		Communications BECG
	Planning Consultant Daniel Watney		Transport Consultant i-Transport		Aboriculturalist Arbeco
	Fire Engineer JGA		Cost Consultant Cast Consulting		Acoustic Consultant Mayer Brown
	Civil Engineer Heyne Tillet Steel		Structural Engineer BWP		Archaeology CGMS

1.3 Introduction

The site is located close to Hayes town centre in the London Borough of Hillingdon.

This report sets out the local context in which the building sits, explains the design principles and details the building's design strategy.

The aims of the proposal are to redevelop the site at 9 Nestles Avenue which sits in the centre of an designated area of opportunity for development.

The scheme involves demolition of the existing building and redevelopment to provide a building of 11 storeys comprising residential accommodation, associated landscaping, access, car parking and cycle parking.

The proposed form, scale, and materials of the scheme take cues from the existing industrial heritage of the surrounding area and the emerging context of the local built environment.

A planning application was submitted in December 2018 for a residential led mixed use development on the site. This was ultimately turned down at appeal. This new schemes develops the positive elements of the previous scheme and addresses aspects raised by the inspectorate at appeal.



View of the proposed scheme along Nestles Avenue looking north east.

2.0 Assessment

2.1 Location

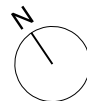
The site lies approximately a third of the way along Nestles Avenue, close to Hayes town centre and Hayes and Harlington Railway station. It is 0.23 hectares in size and occupied by a single storey building with a 2 storey block to the south in an art deco style. It is a part of a larger industrial zone located to the south of the railway line and the Grand Union Canal, bordered by Nestles Avenue. Further south of Nestles Avenue lies mainly 2 storey suburban housing.

At the western end of the industrial zone is a cluster of separate units of which the site is one. The north of the site has a boundary with the Squirrels industrial estate. To the west the site borders 7 Nestles Avenue which has a single building in similar industrial style.

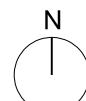
The site is bordered to the east by the former Nestle Factory site which is currently under development for a mixed use scheme comprising over 1,300 homes and substantial industrial/distribution space. The former factory site includes a number of locally listed buildings and structures.



Former Nestle Factory proposed master plan under construction



Aerial view showing site context



2.2 Historic Development

As with most outer London towns the introduction of the canal and railway line played the biggest part in changing the landscape and build environment in the town of Hayes.

Hayes was predominantly a rural area until the advent of the Grand Junction Canal in the 1790s (later to become part of the Grand Union Canal). It 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 (now Hayes and Harlington) did not open until 1864.

By the early 20th century residential and industrial development had begun, attracted by the transport links.

The site and locality have a rich history industrial history. The first factory on the site was opened in 1914 by Eugen Sandow, the former World's Strongest Man 1889, where he produced his 'Health and Strength Cocoa'. The factory's sports grounds extended to the east over the site of 9 Nestles Avenue.

In 1929 the factory as bought by Nestle and closed in 2015 when Nestle moved to new facilities in Derbyshire, after 80 years of production.

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.



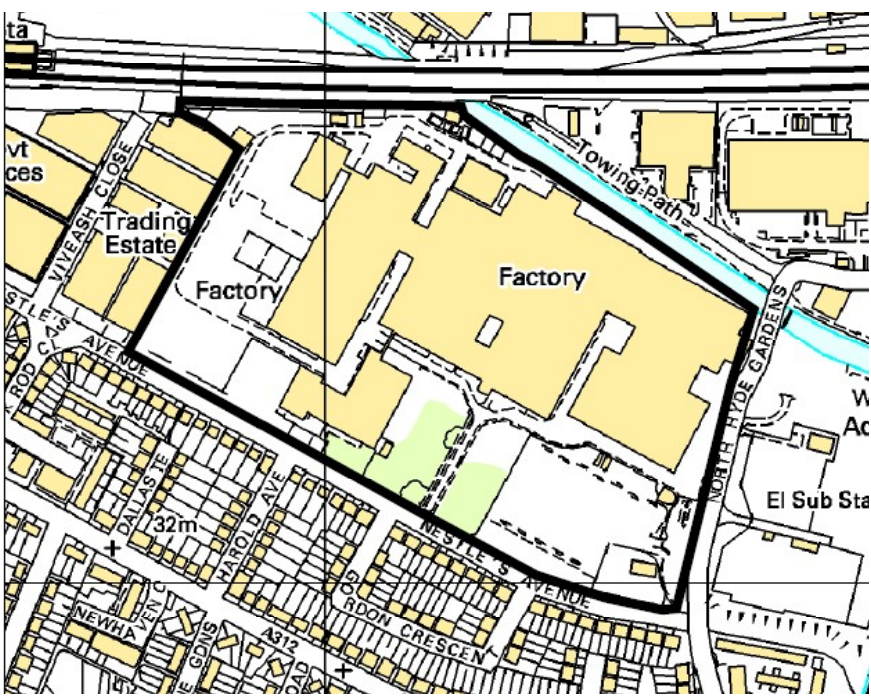
1914 map



1935 OS map



1939 aerial photograph



Botwell: Nestles, Conservation Area map

2.3 Existing Site

- 1 Aerial View from south
- 2 Aerial View from north
- 3 Nestles Avenue from east
- 4 View of site from Black Rod Close



9 Nestles Avenue in red brick to the right



9 Nestles Avenue in red brick ahead

2.4 Emerging Context

There are a number of neighbouring schemes which are either consented or submitted for planning that should be considered in the context of this scheme. The diagram opposite shows the location of those closest to the site and the local authorities 'Green Super Highway'.

- Key:
- 1

9 Nestles Avenue
- 2

Former Nestle Factory Site
- 3

Viveash Yard
- 4

Milk Yard
- 5

1 Vinyl Square, The Old Vinyl Factory
- 6

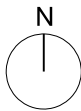
233 - 236 Nestles Avenue
- 7

High Point Village
- 8

3 Viveash Close
- Green Super Highway



Site plan showing changing context



2

Former Nestle Factory Site Masterplan

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. The scheme was developed by Segro and Barratts and is currently on site.

The scheme includes restoration of one locally listed building, the Art Deco themed factory facade and canteen, the Wallis Gardens and railing 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 4 storeys on Nestles Avenue to 11 storeys next to the railway line.

Summary

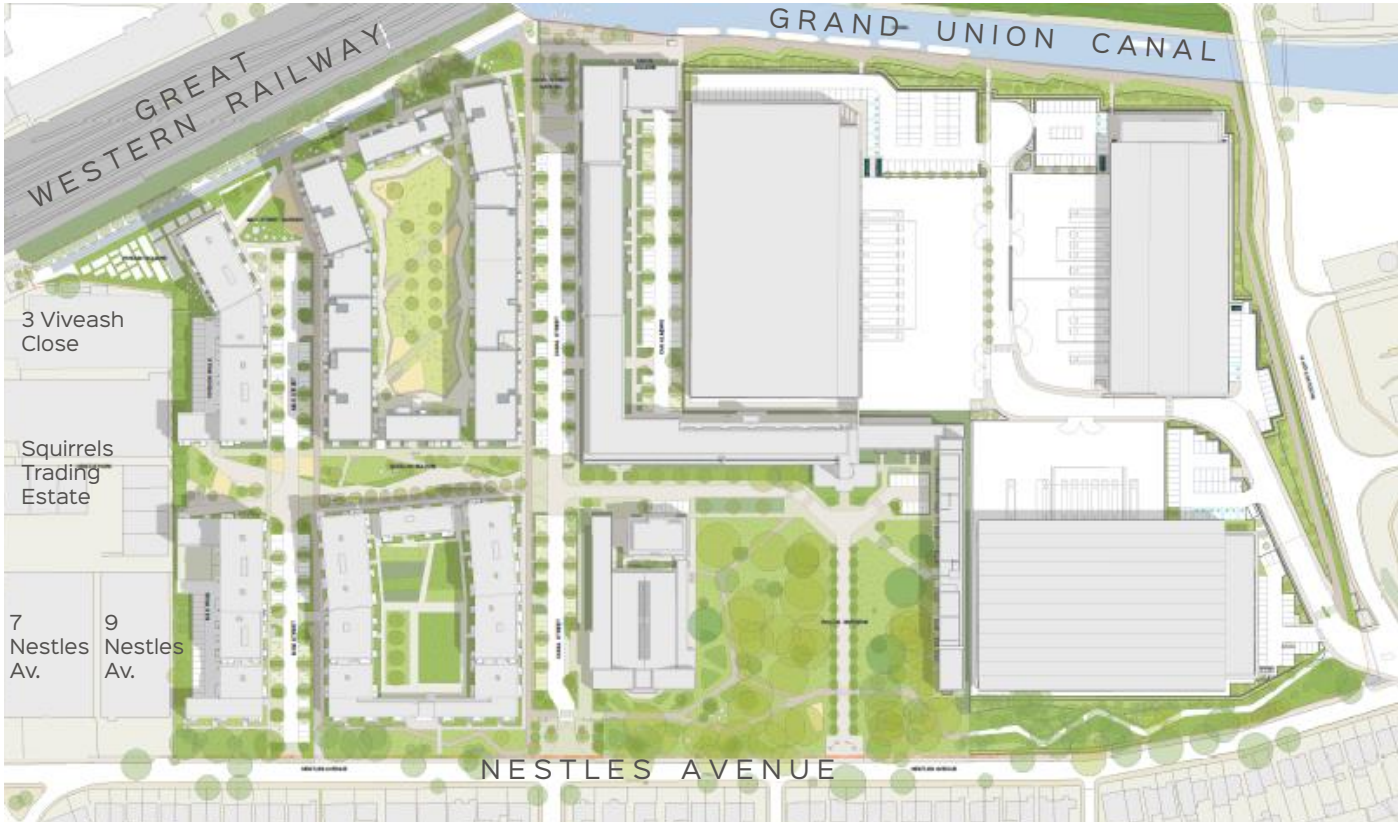
- › Provide 1,386 homes
- › Creates over 500 permanent jobs
- › 230,000 sq ft of sustainable, high quality employment space
- › Areas of extensively landscaped public green space
- › 2,000 cycle spaces
- › Reach Heathrow in 5 minutes and bond Street in 20 minutes via Crossrail
- › Building heights vary from 4 storeys to 11 storeys



Proposed site plan



Visualisations of proposed redevelopment of former Nestle factory site



Former Nestle Factory site masterplan



Key buildings plan

- Key
- Makower Architects
 - Hawkins Brown
 - dMFK
 - MSA



Long section

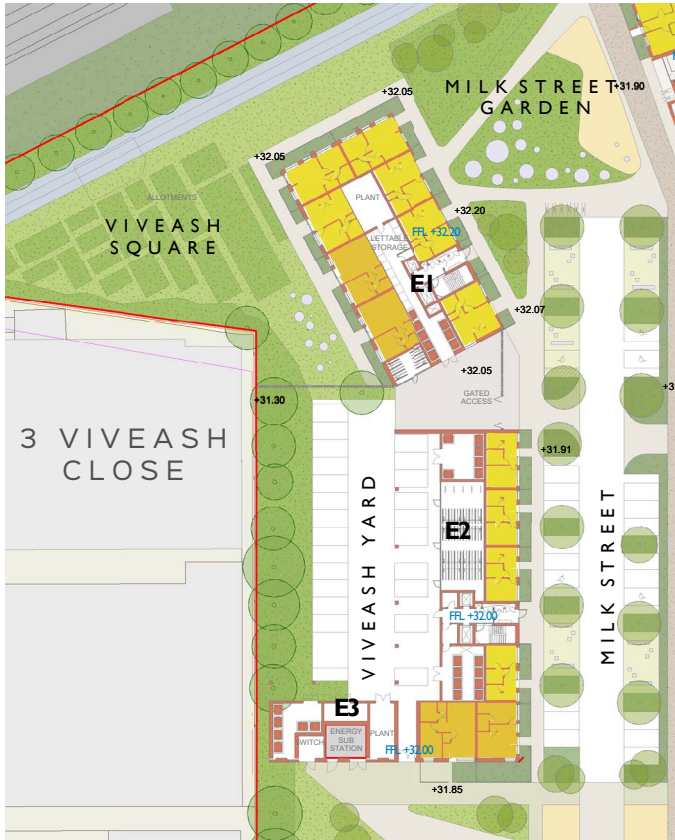
3

Viveash Yard

Situated within the redevelopment of the former Nestle factory site, Viveash Yard is on the western side of the site adjacent to 3 Viveash Close.

The area noted as 3 Viveash Square is planned as local allotments.

Building E1 is 11 storeys, building E2 is 9 storeys and building E3 is 5 levels.



Location plan



Viveash Yard elevation

4

MilkYard

Located within the redevelopment of the former Nestle factory site, Milk Yard is on the south-western border of the overall masterplan and situated within block D.

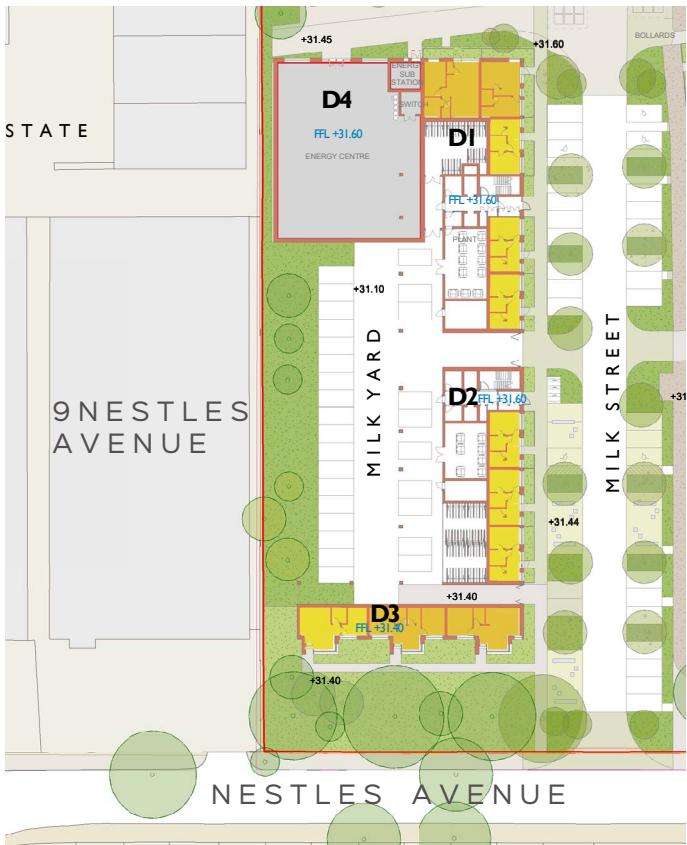
The building stands at four storeys on to Nestles Avenue, rising to 5, 8 and 10 storeys



View of block D4 from Sandow Square



Construction progress on site July 2020



Location plan



Milk Yard elevation

5

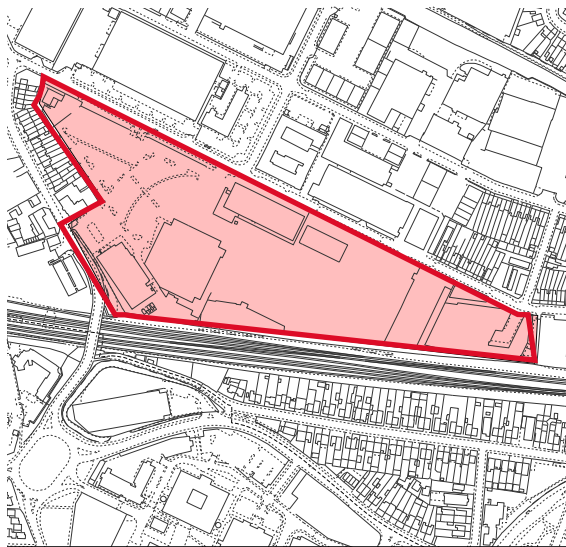
1 Vinyl Square, The Old Vinyl Factory

Redevelopment of the site to provide a mixed-use development comprising 134 residential units (C3 Use Class) and ground floor commercial floorspace (flexible A1/A2/A3/A5/B1 Use Class), with associated car parking, cycle parking and landscaping.

Delivering new homes, there will be a mix of studio, one, two and three-bedroom apartments and three-bedroom maisonettes within the development and mixed uses alongside the mix of re-imagined art deco office buildings, innovation and educational hubs, restaurants, shops, gym, cinema and a GP practice.

Summary

- > Comprising 134 residential units
- > 4,252 sq ft of ground floor commercial floor space
- > 84,705 sq ft of high-end office space
- > 238 cycle spaces
- > 67 car parking spaces with associated landscaping
- > 10 levels plus plant box



Proposed site plan



Visualisation of proposed redevelopment of 1 Vinyl Square



Proposed south elevation

6

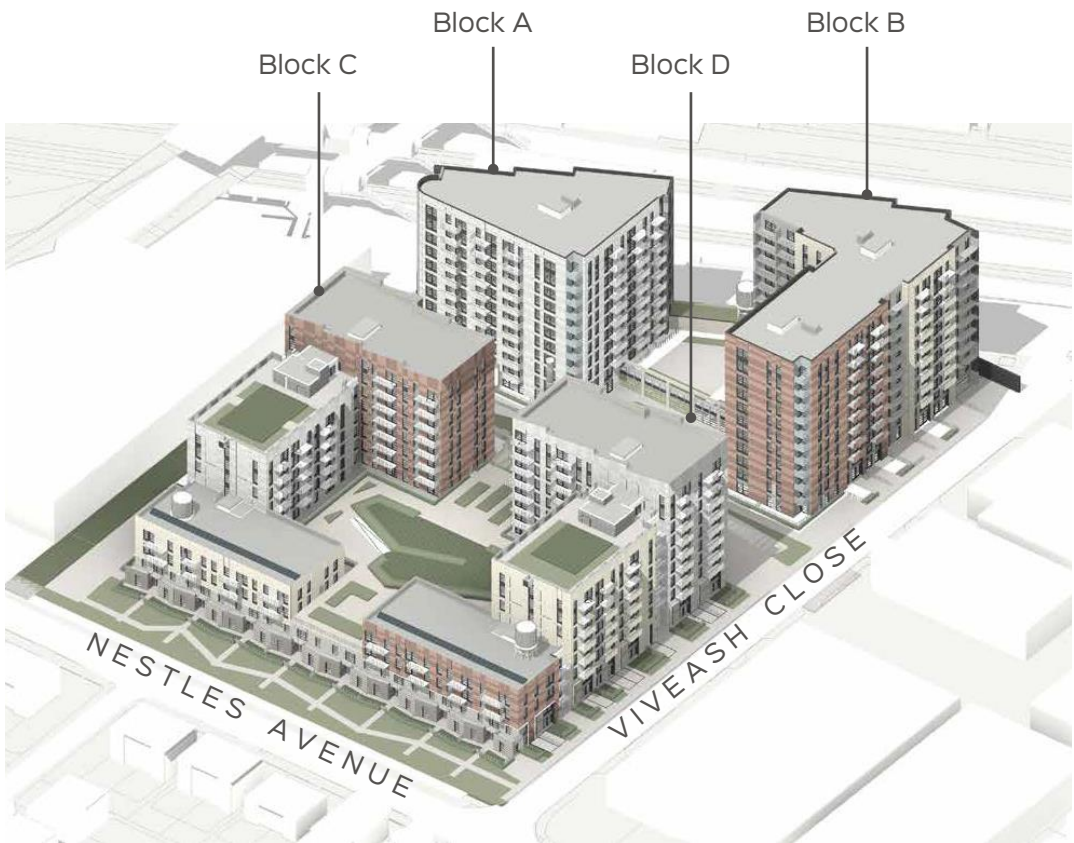
233 - 236 Nestles Avenue

The scheme includes: site clearance and redevelopment to provide a mixed use scheme, including 474 residential units, 264 sq m (GEA) A1 retail use, 229 sq m (GEA) A3 cafe use and 341 sq m (GEA) B1 office, together with 286 car parking spaces and 703 cycle parking spaces, hard and soft landscaping, refuse and recycling facilities, and public and private amenity space.

The development is for four Blocks (A-D) with Blocks A and B joined at ground level with a podium in the northern half of the site and Blocks C and D joined at first floor by a podium. Both podium areas will be amenity areas with car and cycle parking underneath.

Nineteen duplex units are proposed along the southern and eastern edges of Blocks C, D and B and the remaining units will be either studios, one, two or three bed residential units.

The mixed-use redevelopment was granted planning permission in November 2019 by Hillingdon Council (Ref 73238/APP/2018/1145).



3D massing model of the development (blocks A, B, C and D)

Summary

- › Providing 457 new homes
- › Over 800 sq metres of retail, cafe and office space
- › 286 car parking spaces with 703 cycle parking spaces
- › Hard and soft landscaping, refuse and recycling facilities and additional amenity space
- › 4 storeys onto Nestles Avenue
- › 4 to 11 levels onto Viveash Close



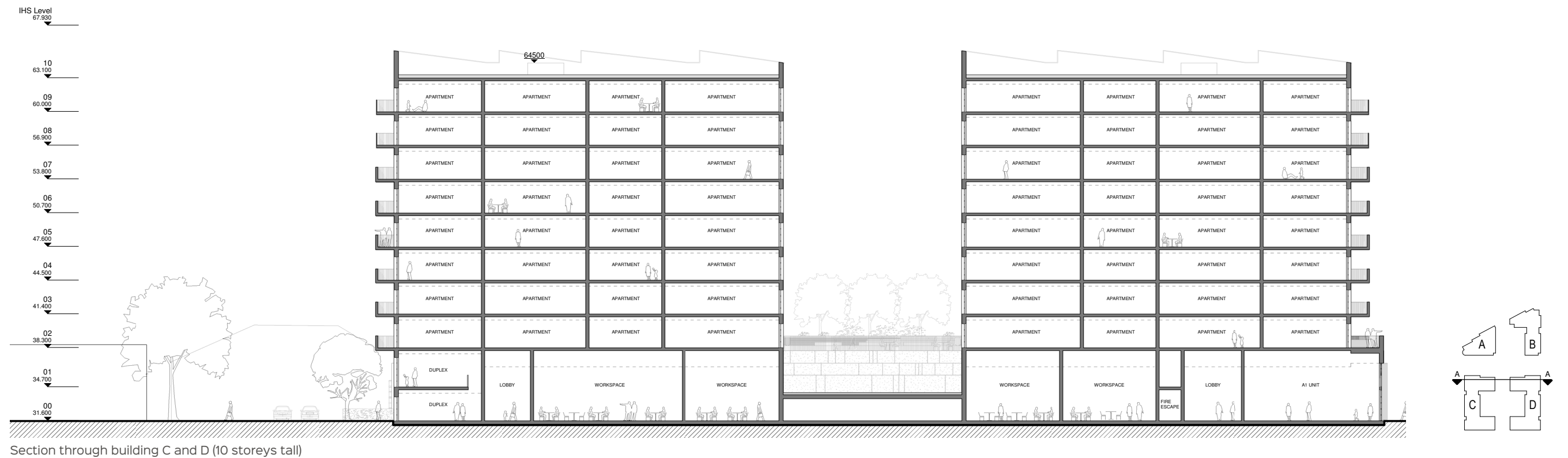
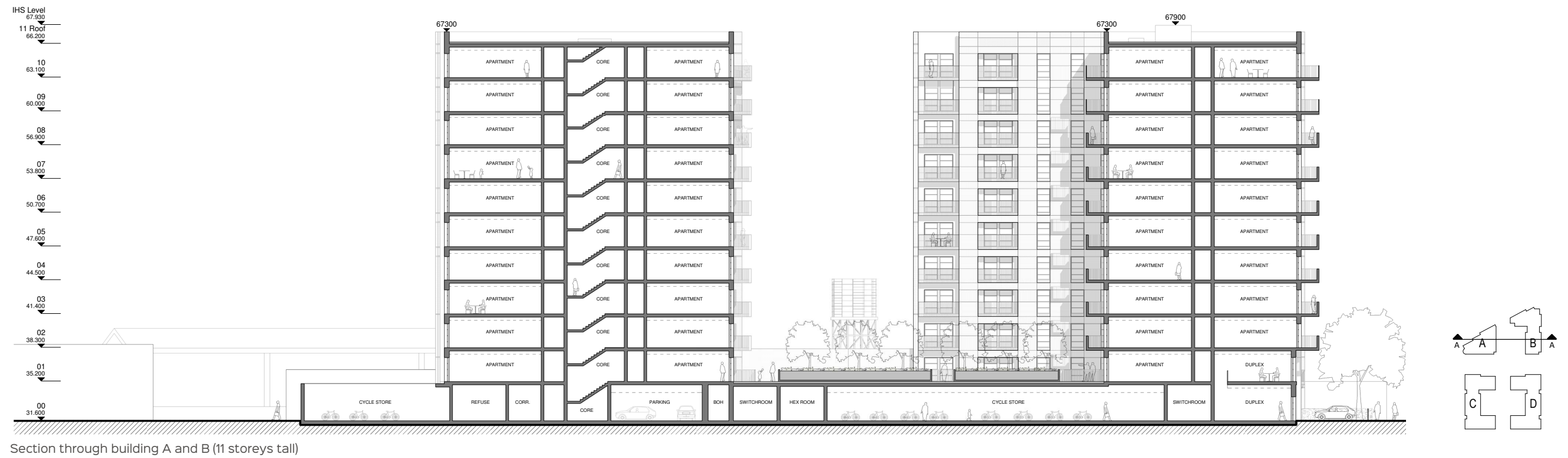
Visualisation of A and B on Sandow Avenue



Visualisation of view along Nestles Avenue



Visualisation of A and B from station road bridge



7

High Point Village

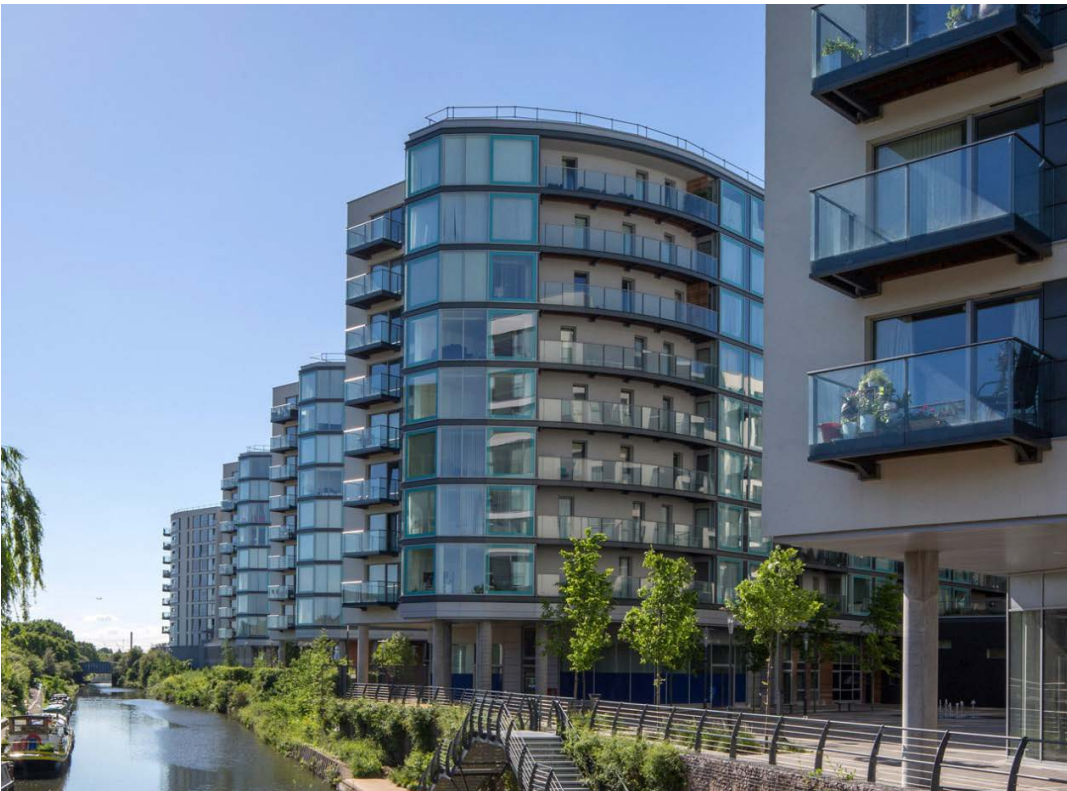
The scheme at High Point Village is part of the strategic regeneration of Hayes. The site, a former scrapyard lies west of Hayes and Hillingdon station. The proposal accommodates the new Crossrail station, providing excellent transport links to both Heathrow and Central London. The residential units are designed for both the client and the people who will ultimately live, work and enjoy the buildings in the future. Generous space standards are observed along with sustainable solutions, such as the site wide CHP unit, benefit the community and the environment. Of the 576 units, 35% are either affordable or shared ownership, sizes range from one bed through to large four bed homes, 10% are capable of conversion for wheelchair use.

Summary

- › Provides a mixture of housing tenure, a Staycity Aparthotel as well as on-site leisure facilities
- › 576 apartments provided of which 35% are affordable or shared ownership
- › 1,500 sq metres of retail space
- › Urban squares, public art, waterside promenades and a stimulating network of parks and garden spaces of different sizes, layout and character all respond to the community
- › Up to 11 storeys tall
- › Runs along side of Grand Union Canal



Photograph of completed scheme



Photograph of completed scheme