

8

3 Viveash Previous Rejected Application

A previous planning application was submitted in May 2017 for the demolition of the existing building (Use Class B8) and the redevelopment of the site to include the erection of a part 8, part 10 storey building linked by podium level comprising 68 residential units (21 x 1 bedroom, 24 x 2 bedroom and 23 x 3 bedroom) (Use Class C3) and 1,620 square metres of commercial floorspace at ground, mezzanine and first floor levels (Use Class B1) with associated parking and landscaping.

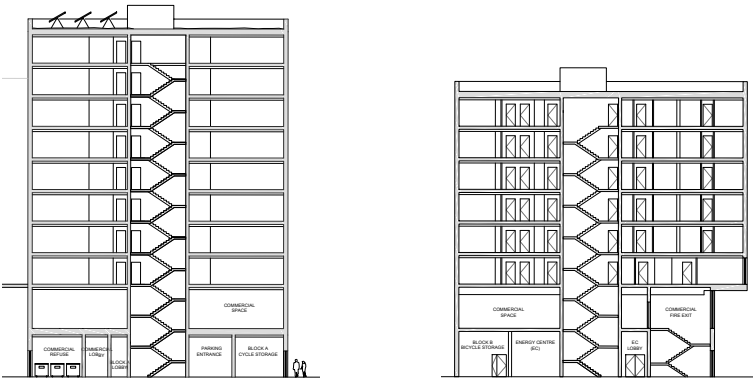
The scheme was rejected by Hillingdon Council in October 2018.

Some of the schedule of reasons for refusal include: a disproportionately large, dominating and incongruous form of development with blank elevations against the southern boundary which would be highly visible from Nestles Avenue and fail to respect the pattern and scale of development in the immediate area, dead ground floor frontage, poor residential layouts with failure to meet the needs of future occupiers, failure to provide good quality amenity space, insufficient parking and failure to demonstrate minimal noise impact.

The below visuals were not updated to the planning application scheme which needed to be below the Heathrow exclusion zone level.

Summary

- > The erection of a part 8, part 10 storey building linked together by a podium level
- > Comprising 68 residential units
- > Providing 1,620 sq metres of commercial space



Visualisation of previous proposed scheme



Visualisation of previous proposed scheme (before heights were adjusted)

2.5 Transport Opportunities

The site benefits from a close connection to Hayes and Harlington Railway station - being less than five minutes walk away.

Once Crossrail opens, 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 improved accessibility will sustain and support higher density development around these newly upgraded Crossrail 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.

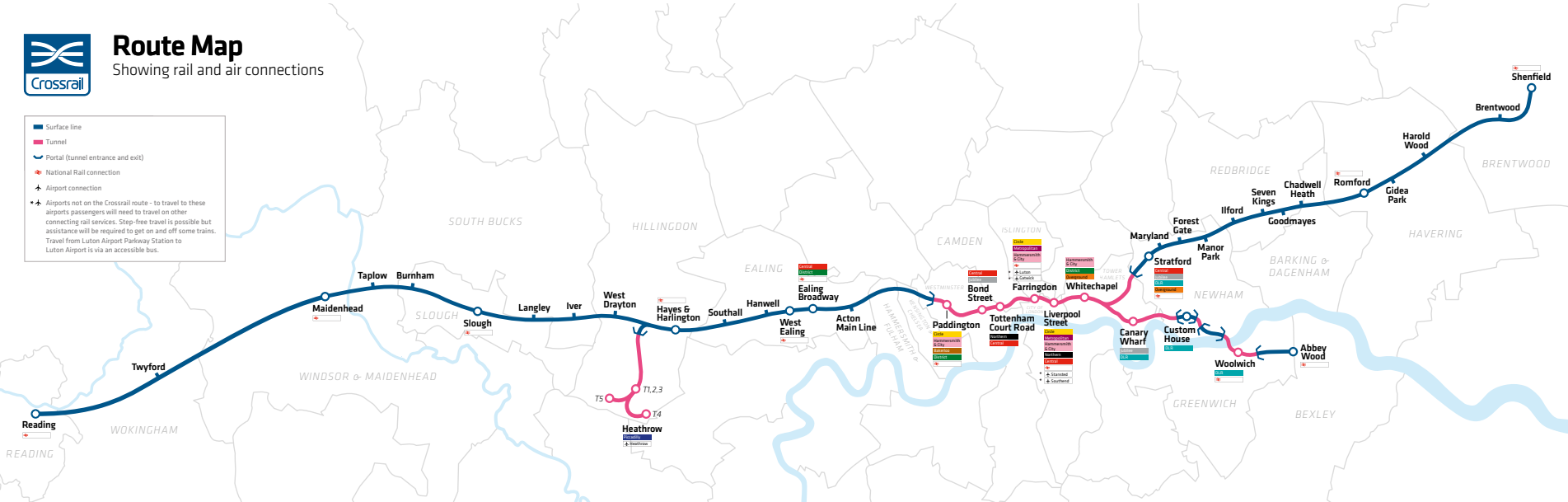
Pedestrian and cycling accessibility to the station and town centre will also be enhanced with a new footpath and cycle way as part of a proposed ‘sustainable transport corridor’ along Nestles Avenue.



Proposed Hayes & Harlington Station



Bus route connections



Crossrail route map

2.6 Planning Policy & Precedent

The site falls within Hayes Housing Zone and within Site Allocation SA5 which envisages a residential-led redevelopment of 'the land south of the railway' covering a large parcel of land to deliver at least 1,800 new homes.

Previous to this policy, the GLA worked with Hillingdon council to define a Hayes Opportunity Area Planning Framework (OAPF) and Masterplan to achieve a coherent approach to the redevelopment of the wider SA5 site. Although this masterplan was not ultimately adopted by the council the emerging context (including the large Segro Barratt development on the former Nestle Factory site) has broadly followed its principles.

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.



2.7 Previous Appealed Scheme

An application was submitted by in December 2018 for a commercial unit and residential led development to Hillingdon Council (Ref 51175/APP/2018/4260).

The scheme proposed demolition of the existing building and redevelopment to provide a building up to 10 storeys, with 868 sq m of commercial or part community space (Use Class B1 or D1) at ground floor level and 81 (44 x 1-bed, 28 x 2-bed and 9 x 3-bed) residential units to the upper floors, with associated landscaping, access, car parking and cycle parking.

The application was dismissed at Appeal on 26th March 2020 (Appeal Ref: APP/R5510/W/19/3230503) The Inspector, however, accepted several of the Appellant's arguments made during the Appeal including:

- › Comprehensiveness – the Inspector accepted that the Appellant had demonstrated the remainder of SA5 could be developed in the future and that the scheme proposed would not materially prejudice the remainder of Site B being brought forward in the future;
- › Heritage Significance – there would be no harm to the heritage significance of the Conservation Area, or the non-designated heritage assets within it;
- › Car Parking – there is no policy position that does not support a car-free scheme on the site and there is no conflict with any policy or guidance on highways grounds;
- › Urban Design – the design employs a generally pleasing industrial / warehouse aesthetic and has similarities in terms of form and massing with the adjacent Former Nestle Factory Block D (Milk Yard). The Inspector was also content that the northern elevation would not be seen as an unduly intrusive or incongruous feature pending any redevelopment to the north, and there would be no harm in terms of any unacceptable impact of the character and appearance of the area in this regard.



Previous planning application visual

The Inspector' report did however recommend the following in order to make the proposals acceptable:

- › Provide visible, clearly identifiable entrances which can be directly accessible from the public realm. Both the Nestle Factory and Buccleuch schemes have entrances on the front of the buildings, providing active frontages directly onto Nestles Avenue;
- › Create a more legible building, in respect of ground floor access and make the entrances more identifiable from the street;
- › Create more attractive spaces around the development through landscaping, natural surveillance and overlooking and alterations to ensure that this space does not appear as an extended service yard;
- › Provide a more meaningful setting around the proposed building and create more 'breathing' space at the perimeter of the scheme.

The following part of this report details a new revised scheme and takes note of the comments made by the Inspector at the appeal. A detailed response to these points is included in section 4.7, and within the Planning Statement produced by Daniel Watney submitted with this application. In particular, the designers and developers have looked to improve the quality of the scheme being put forward, address the comments made, and create a sustainable building which sits well within the site context.



Previous planning application visual

3.0 Involvement

3.1 Consultation

An overview of consultation and engagement for both the previous application scheme and the current application scheme is set out below. For more detailed information, refer to the Statement of Community Involvement submitted as part of this planning application.

Previous Application Scheme

Pre-application advice was received 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. Invites were sent to 1,955 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 2018.

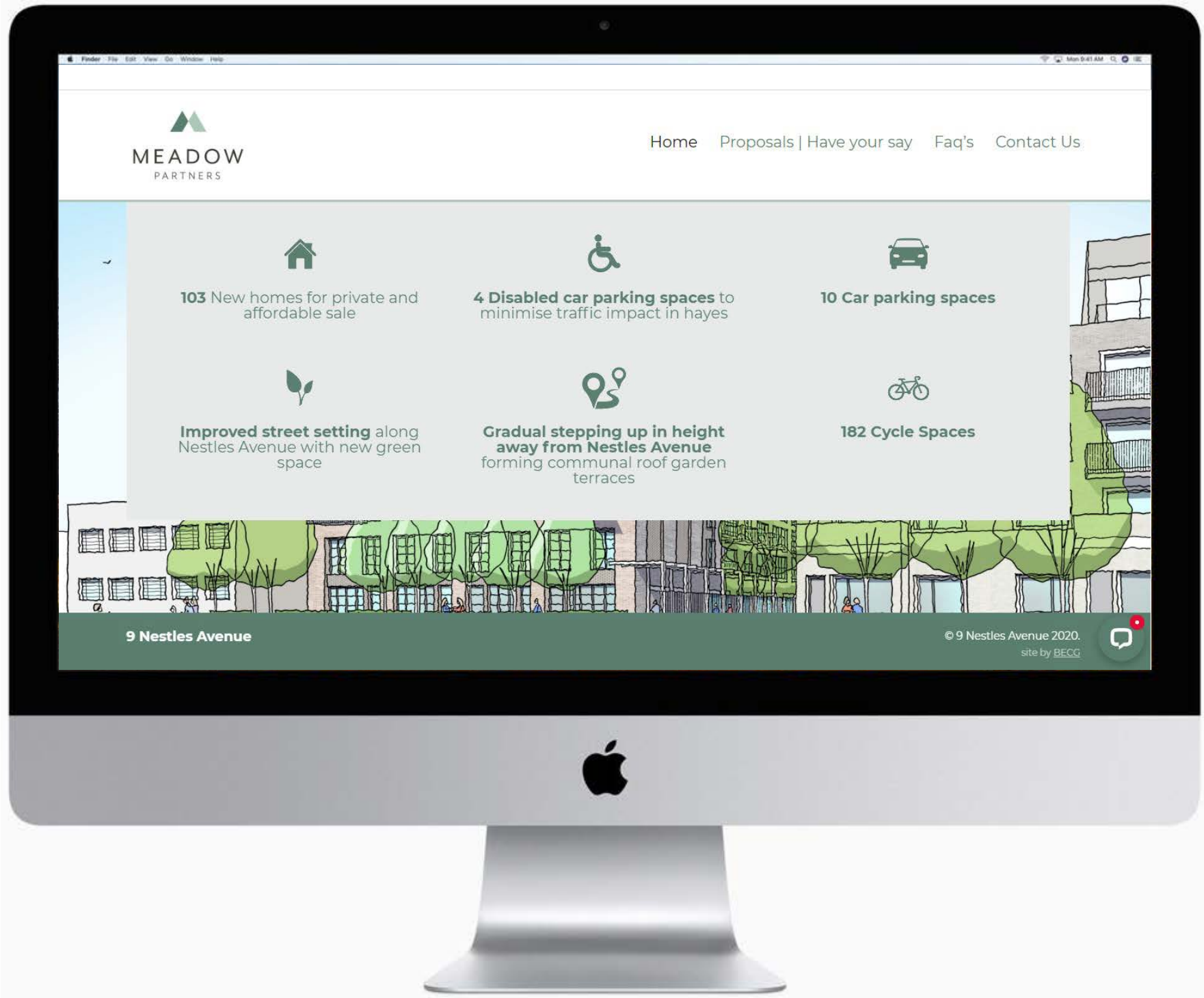
Current Application Scheme

The objectives of the consultation were to ensure that residents and elected representatives were made fully aware of the proposed changes to the proposals and had an early opportunity to comment. As such, a programme of community consultation was implemented as follows:

Local Authority Planning Engagement

A pre application meeting was held on 12th June 2020 with Hillingdon Planning officers to discuss the revised scheme.

Overall the feedback was positive with acknowledgement that many of the points raised by the planning inspector regarding the previous scheme had been addressed.



Home page of the consultation website

A summary of some comments from the planning officers are below:

- Positive feedback regarding proposed landscaping along Nestles Avenue and Garden Walk
- A cross section through the site to understand the shared boundary and the Garden Walk would be beneficial
- It would be preferred if the overhang above the Mews entrance is removed, this would improve massing and open up the Mews.
- Details required about the future maintenance of the landscaping, it is suggested that the front terraces should be managed by the building management rather than the occupants.
- Some parking is preferred to be on site
- The new proposal demonstrates the feasibility of separating pedestrian & vehicle access and previous security concerns have been addressed
- Officers requested further changes were made to the building footprint to set the building back from its neighbours as much as possible.

The comments were reviewed and taken on board in the proposals.

Political Engagement

Following the pre-application, a briefing note was sent to ward councillors detailing the new improvements to the proposals and enhanced community benefits based on previous comments by the Planning Inspector. The Applicant also extended an invitation to meet with ward councillors via video conference to meet with the project team, discuss the proposals in further detail, and ask questions.

Community Engagement

An invitation newsletter was sent out to approximately 500 local addresses outlining the key changes to the proposals and enhanced benefits of the development. The Applicant chose to consult with a distribution zone of approximately 500 addresses due to the comprehensive consultation that was conducted during the first application. Additionally, the level of interest for

the proposals during the first application came mostly from within the immediate vicinity around the site. A dedicated community engagement website has been live since December 2018 at: www.9nestlesavenue.co.uk. This has provided regular updates and hosted the virtual exhibition.

Virtual Public Exhibition

The Applicant invited approximately 500 local residents and stakeholders to view and comment on the emerging proposals via virtual public consultation hosted on the dedicated project website between 17th July and 24th July. This included Live Chat sessions taking place during

weekdays between 9am and 5pm, where visitors could ask questions directly to the project team and provide feedback on the proposals.

During the consultation period, 22 people visited the website with 55% of all users visiting the virtual consultation page. In total, the website was viewed 42 times (returning visitors accounted for 40% of total website views). The project team initiated 22 Live Chats during the consultation period and received 2 engagements via this channel. A total of 1 feedback form was received via post. Feedback received questioned the costs of the affordable units and how many affordable units would be provided within across the development.



Political and community engagement leaflets

4.0 Evaluation & Design

4.1 Design Evolution

The revised scheme seeks to address concerns raised at appeal by the acting Planning Inspector. These included:

- › Provide visible, clearly identifiable entrances which can be directly accessible from the public realm.
- › Create a more legible building, in respect of ground floor access.
- › Create more attractive spaces around the development through landscaping, natural surveillance and overlooking, and alterations to ensure that the ground floor spaces do not appear as an extended service yard.
- › Provide a more meaningful setting around the proposed building and create more 'breathing' space at the perimeter of the scheme.

A summary of the main changes are as follows:

- › The foot print at ground floor has reduced and moved away from the western boundary
- › Vehicle access is separated from pedestrian access, creating a Mews to the west for servicing and a Garden Walk to the east. This brings the building footprint further toward the centre of the site.
- › Duplexes have been introduced along the main façade of Nestles Avenue and along the Garden Walk to activate the façades and provide identifiable entrances.
- › The landscaping to both the front on Nestles Avenue and along the Garden Walk has been increased and enhanced, creating attractive spaces and a more meaningful setting.
- › Core entrances to the apartments along the Garden walk have been redefined through the landscaping and reception areas.
- › A colonnade has been introduced to mark the entrance to the Garden Walk
- › Following the completion of more technical design the floor to floor dimension has reduced significantly resulting in a building of similar height but with an additional floor.

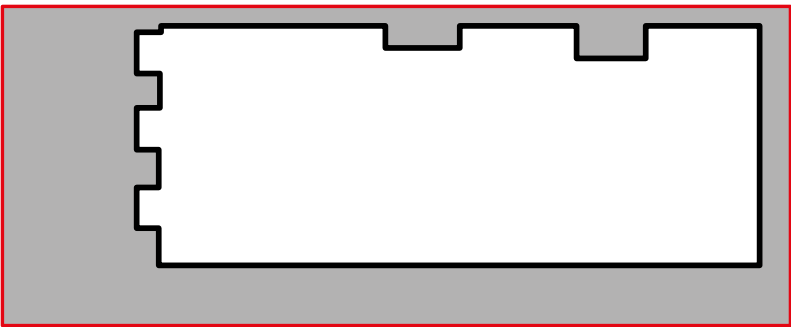


Fig 1: Previous application building footprint

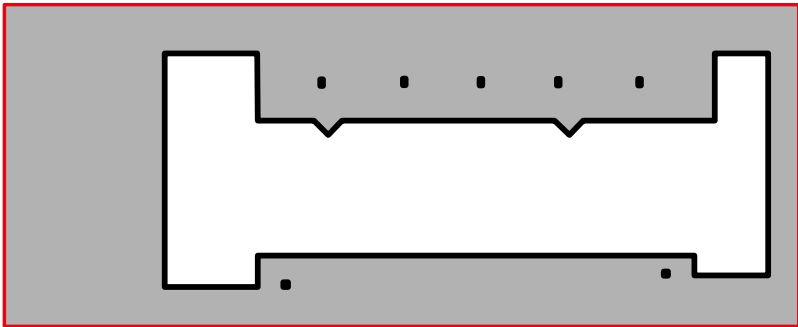


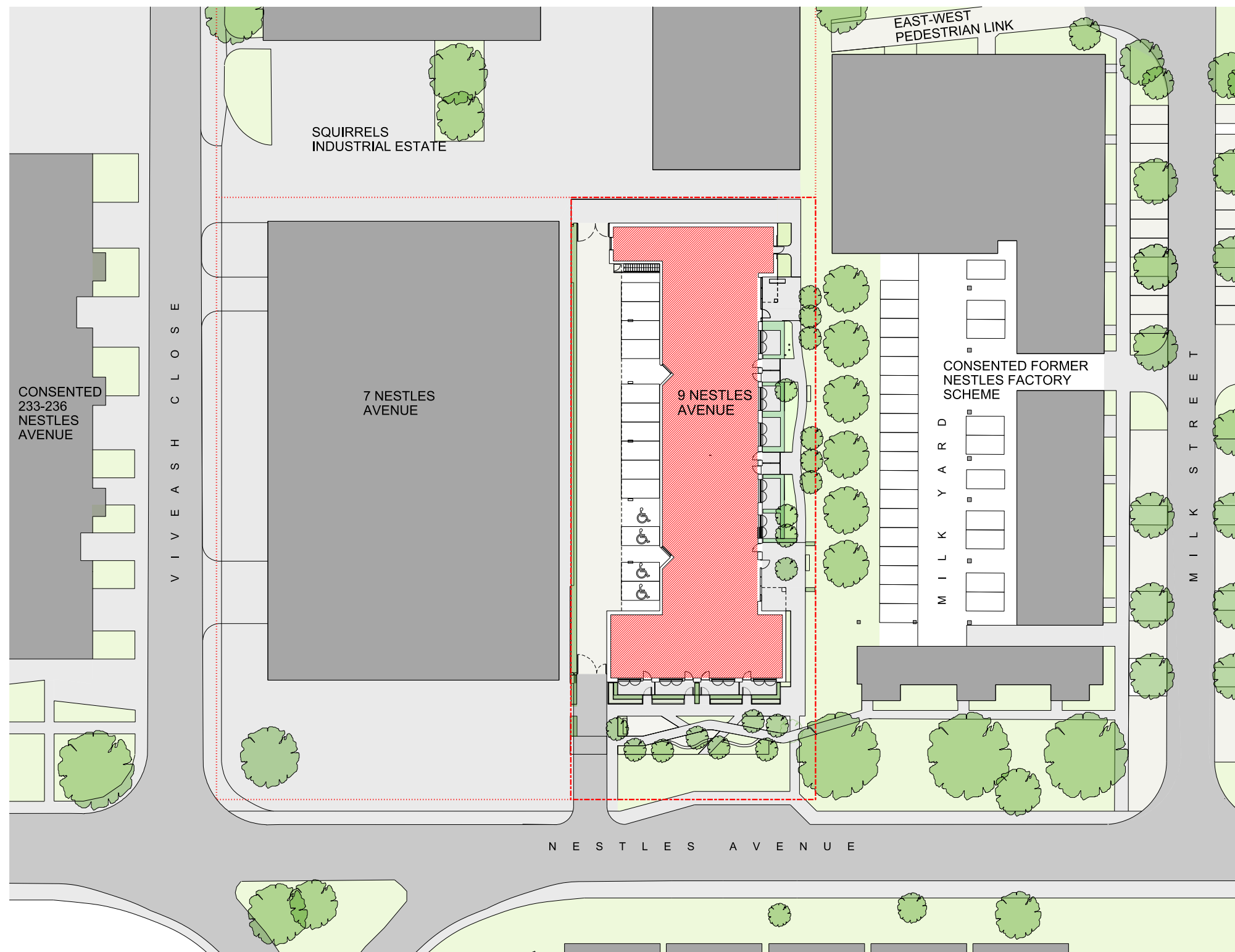
Fig 2: Proposed building footprint - 35% reduction from Fig 1



Artists impression looking across Nestles Avenue

4.2 Masterplan - Day 1

The Day 1 site plan indicates how the scheme will sit within its neighbouring context in a 'day one' scenario, before any development to the east or the north. The new residential property at Milk Yard to the east is currently under construction.

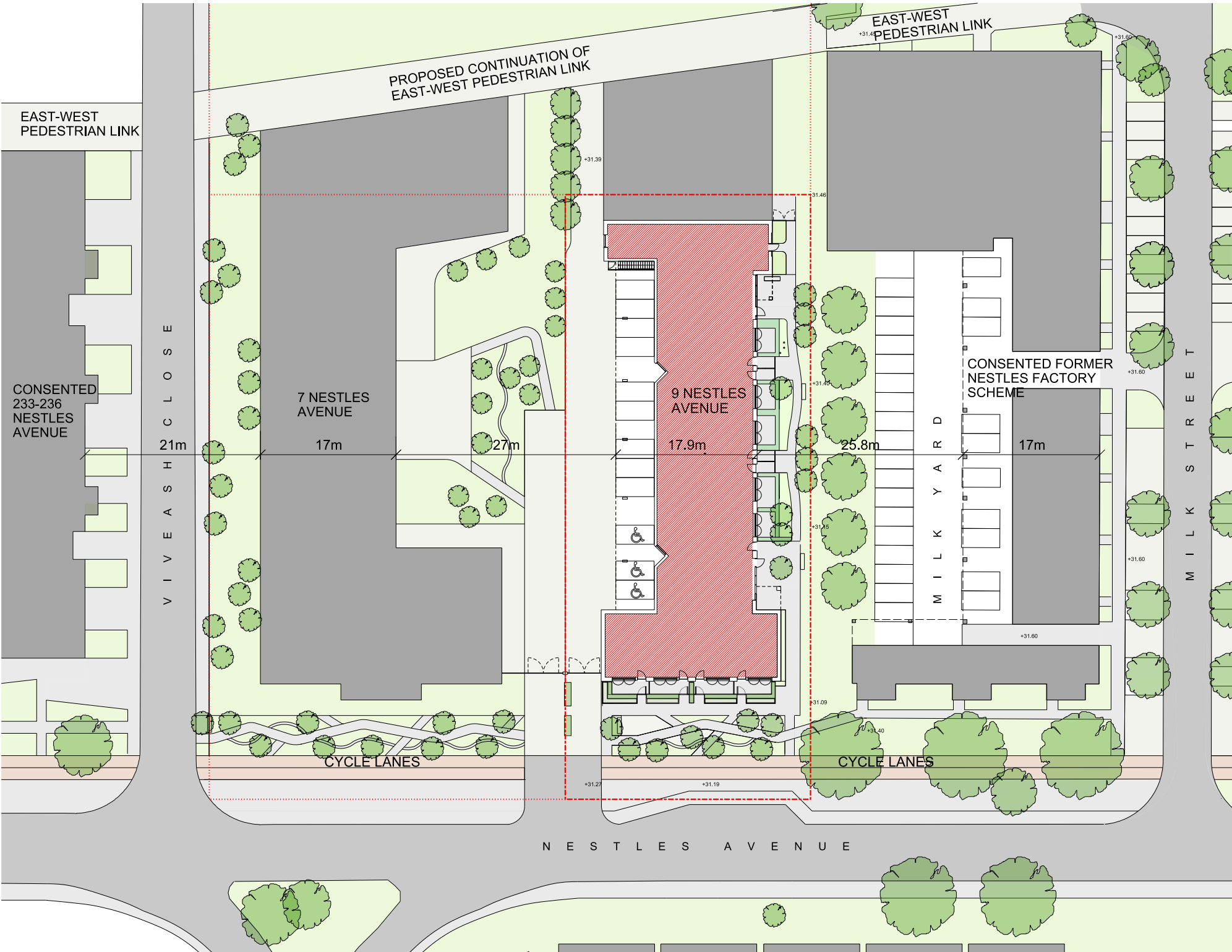


Future Nestles Avenue Masterplan

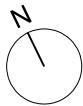
4.3 Masterplan - Day 2

This diagram shows how the building is positioned in relation to potential future development to Squirrels estate to the north, 7 Nestles Avenue to the west and the introduction of the cycle lanes as part of the sustainable transport corridor along Nestles Avenue.

Any development at 7 Nestles Avenue will be approximately 17 m wide, which will keep the distance from the 9 Nestles Avenue development at approximately 23m. This is a similar distance to the Milk Yard development to the east and will form a consistent rhythm of building and void across the three properties.

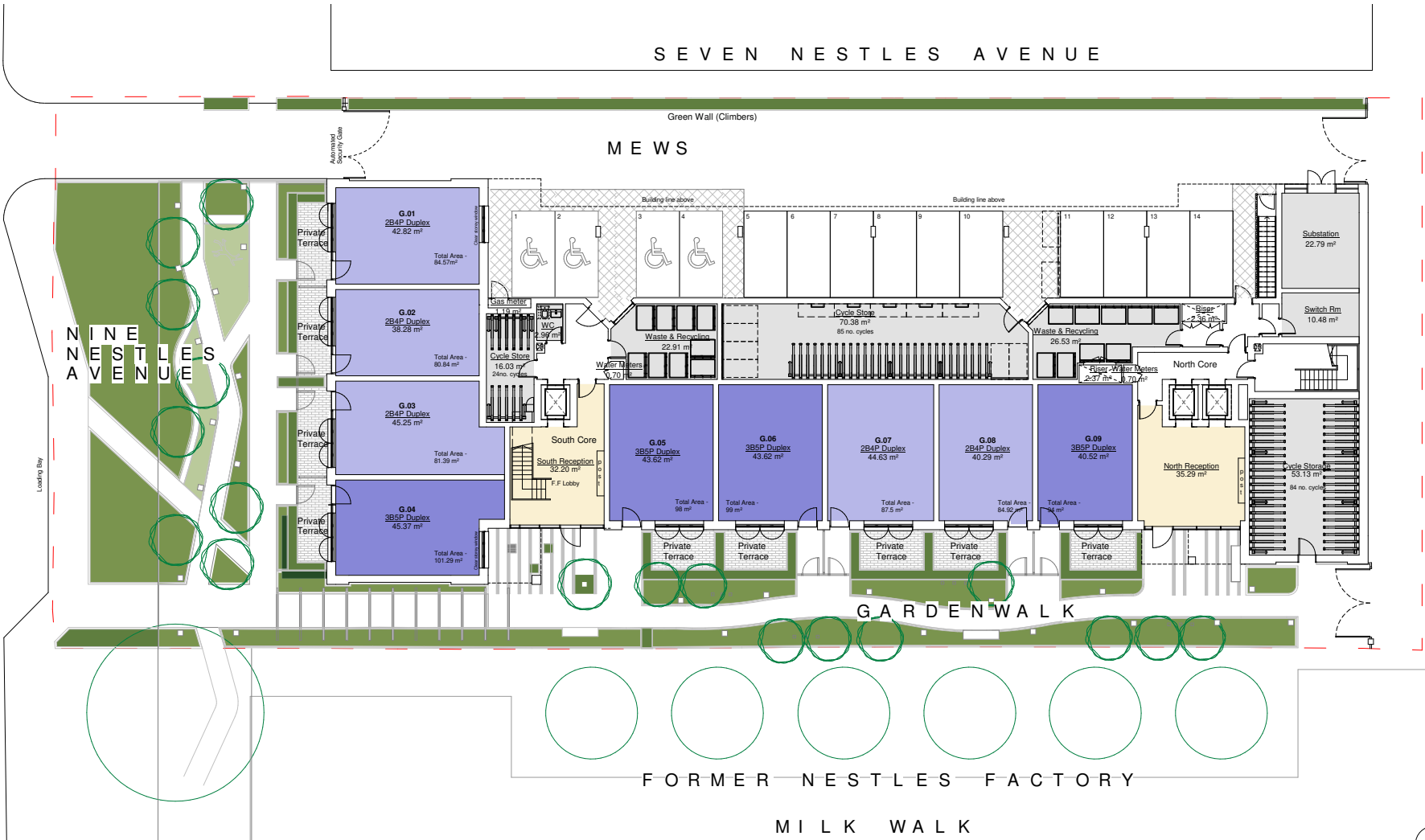


Future Nestles Avenue Masterplan



4.4 Use

- 103 residential units including 9 no. ground floor duplexes with dedicated entrances and affordable units.
- A mix of unit sizes to suit demand from the market
 - 57% one bedroom units
 - 31% two bedroom units
 - 12% three bedroom units
- All units in accordance with the Nationally Described Space Standards and London Plan
- Private external space to every unit
- Communal roof terraces including children's play space and landscaped Garden Walk
- 4 accessible car parking spaces, and 10 standard car parking spaces allocated to 3 bed units
- 178 internal cycle parking spaces plus visitor spaces, in accordance with London Plan standards
- 10% of units are wheelchair user adaptable.



Proposed ground floor plan

4.5 Layout and Footprint

Site Layout

The site layout derived from the masterplan (developed from the emerging context) and GLA masterplan, has been significantly progressed from the previous scheme.

The proposed eastern facade is generally 25 metres from the main facade of the consented Former Nestle Factory site development (Milk Yard, Block D). A 27 metre distance is allowed between the western facade and a future block of a similar size at 7 Nestles Avenue.

The north elevation is a windowless facade to enable a future development at Squirrels Trading Estate (to the north) to build up to the proposed building. The position of the north core stairwell tight against the north wall means that it may be possible to use it as a shared stair.

There have been some significant changes from the previous application scheme to the ground floor and site layout in response to comments made at the appeal.

The footprint at ground floor has reduced and moved away from the western boundary.

Vehicle access is separated from pedestrian access, creating a service Mews to the west and a Garden Walk to the east. This brings the building footprint further toward the centre of the site. Entrances to the apartments along the Garden walk have been redefined through the landscaping and reception areas.

Duplexes have been introduced along the main façade of Nestles Avenue and along the Garden Walk to activate the façades and provide identifiable entrances.

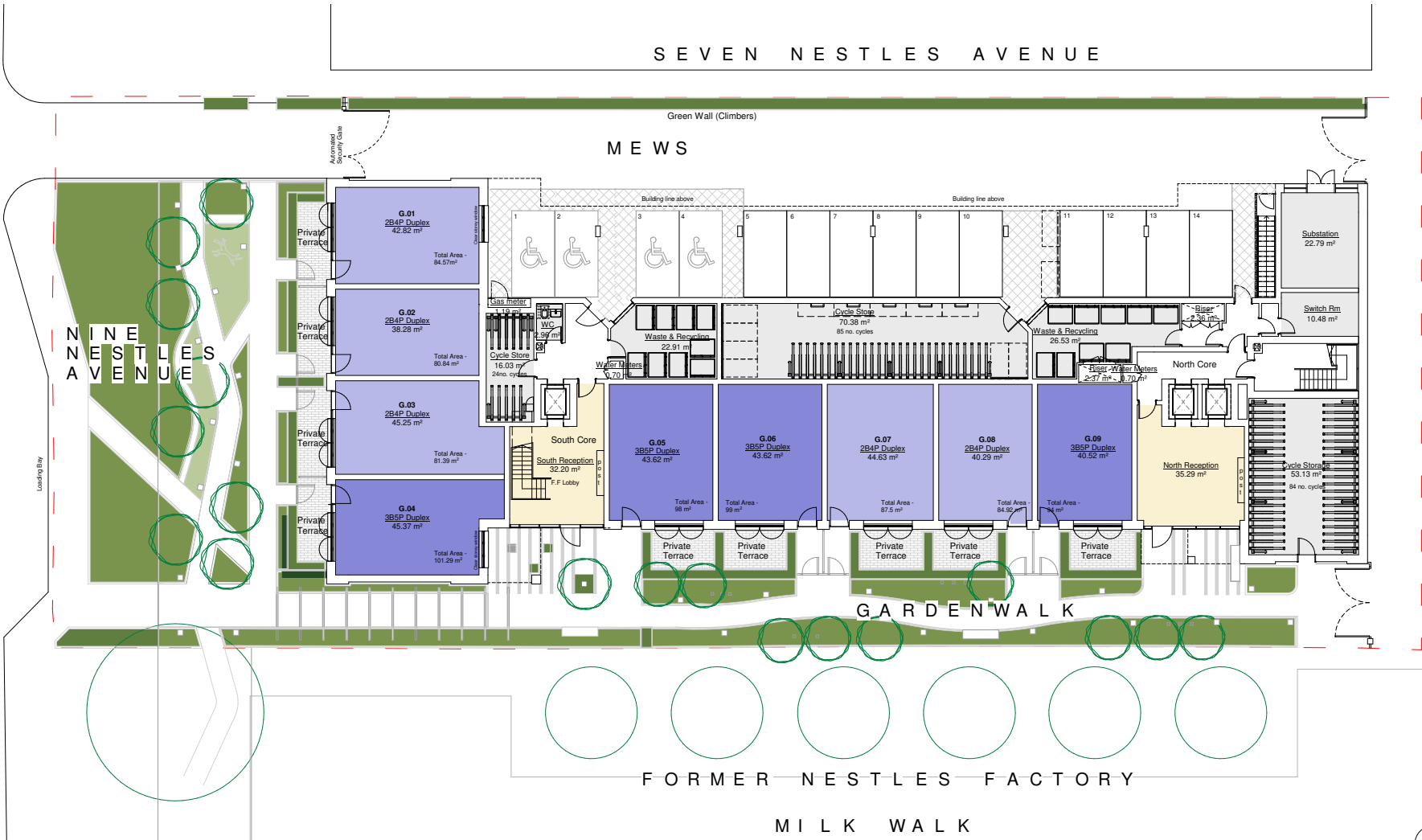
The landscapes to both the front on Nestles Avenue and along the Garden Walk have increased and been enhanced, creating attractive green spaces and a more meaningful setting.

A 6 metre wide strip is reserved for Hillingdon Council's proposed "sustainable transport corridor", which contains a footpath, cycleway and widened road to accommodate the proposed bus route as shown in the Day 2 masterplan.

The main front elevation of the building is set further back from Nestles Avenue at approximately 16.5 metres from the roadway and level with the adjacent facade of Milk Yard. Between the highway and the building is a lush landscaped amenity area, in-keeping with and relating to the neighbouring proposal at the Former Nestle Factory site and 233-236 Nestles Avenue.



Day 2 masterplan



Proposed Ground Floor Plan

Building layout

The north and south core stairs and lifts, which serve the apartments and communal terraces, are accessed via two reception lobbies with entrances on Garden Walk, the pedestrian route along the east boundary.

At ground level both cores have a secondary access from the covered parking areas and service mews to the east. There are 14 car parking spaces, 4 are designated as accessible and 10 as standard. The accessible spaces are clustered around the south core because the accessible apartments are located the southern end of the building.

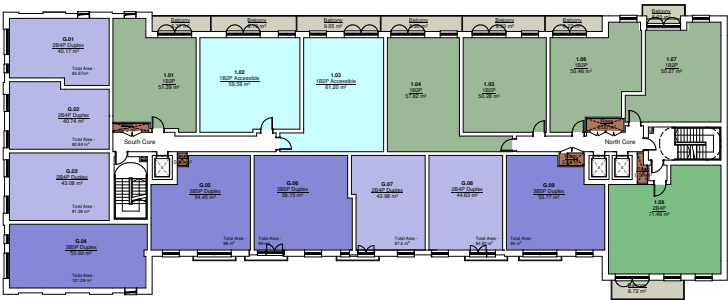
Each core has access to a bin store and three cycle stores of varying sizes are spread throughout the ground floor. One is accessed from the south core, another directly from the Mews and a third from Garden Walk.

The first floor is occupied by the upper floors of the ground floor duplexes and 8 apartments. There is no access to the duplexes from the residential cores at this level.

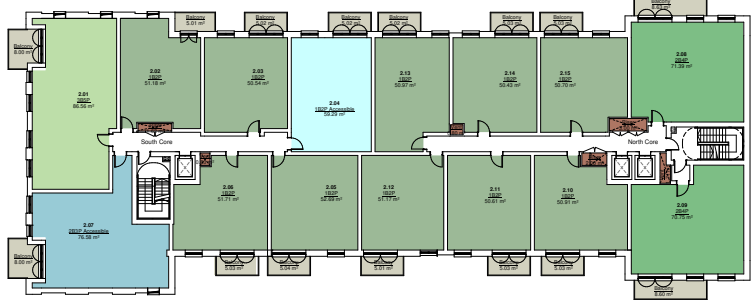
On the upper floors apartments are double loaded off the corridors with up to 7 units access per floor from the south core and up to 8 units from the north core.

Garden terraces at fourth, sixth and ninth floor provide communal amenity space for all residents.

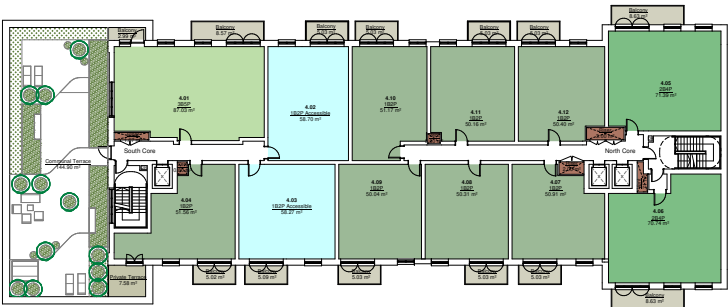
The south core extends to the sixth floor terrace via a submerged stair flight. This allows the two cores to be connected via the sixth floor play-space / garden terrace. This is beneficial for access, maintenance, and fire evacuation.



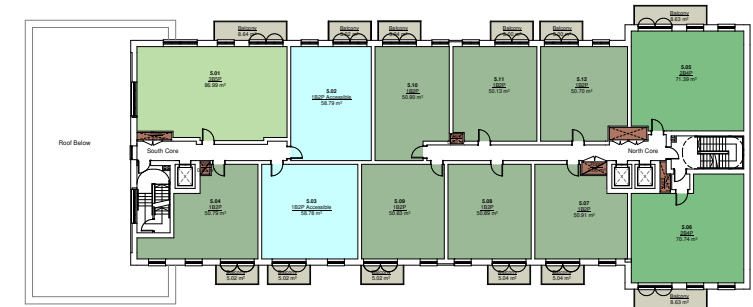
First floor plan



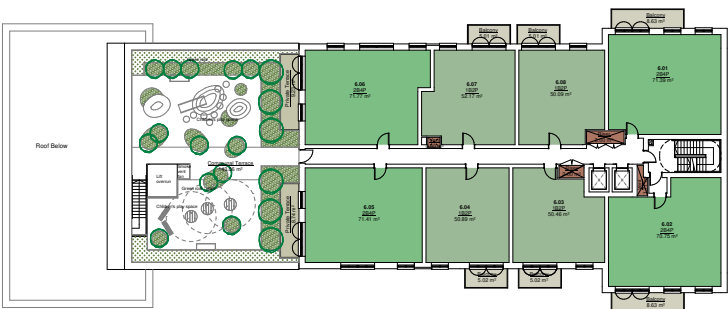
Second / Third floor plan



Fourth floor plan



Fifth floor plan



Sixth floor plan



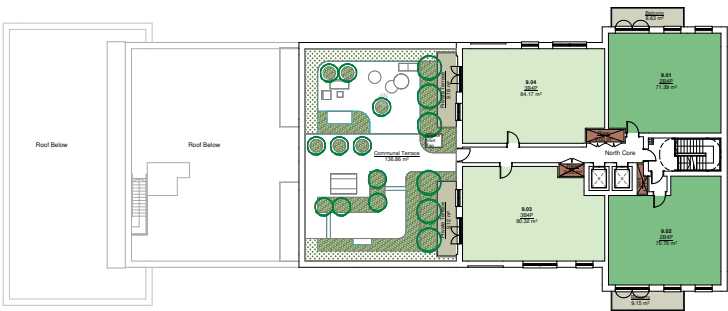
Seventh / Eighth floor plan



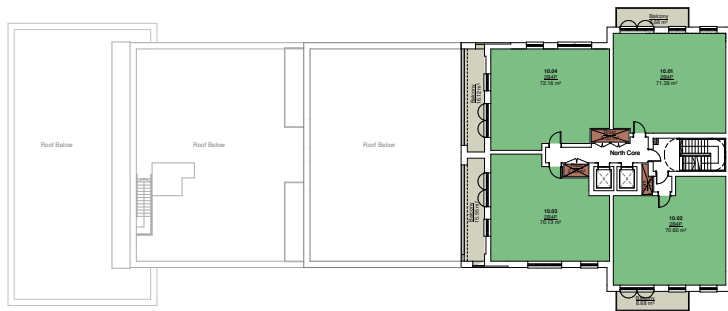
Each terrace is dressed in landscape which is explained in the following chapters. The lower terrace is reached via the south core, the mid terrace which has a large children’s play-space can be accessed via either core, and the upper terrace on the ninth floor is approached via the north core.

The roof level contains external plant housed within an acoustic louvred enclosure. This level also has green roof covering and solar voltaic panels to maximise renewable energy.

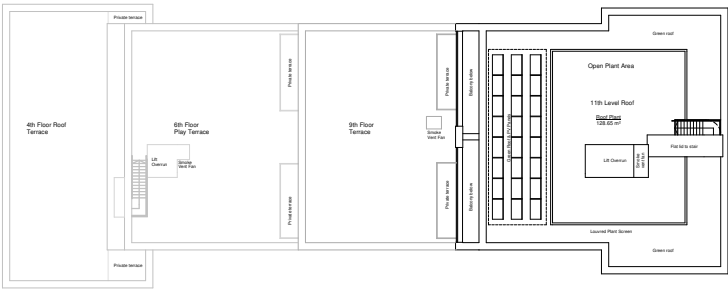
The majority of the building services plant is at basement level. Which occupies about a quarter of the area of the ground floor footprint. The basement is accessed by a separate external stair from the mews.



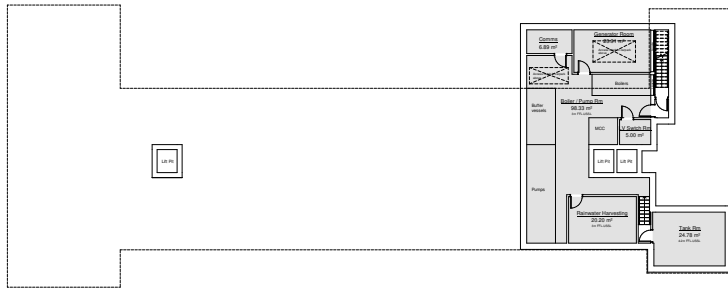
Ninth floor plan



Tenth floor plan



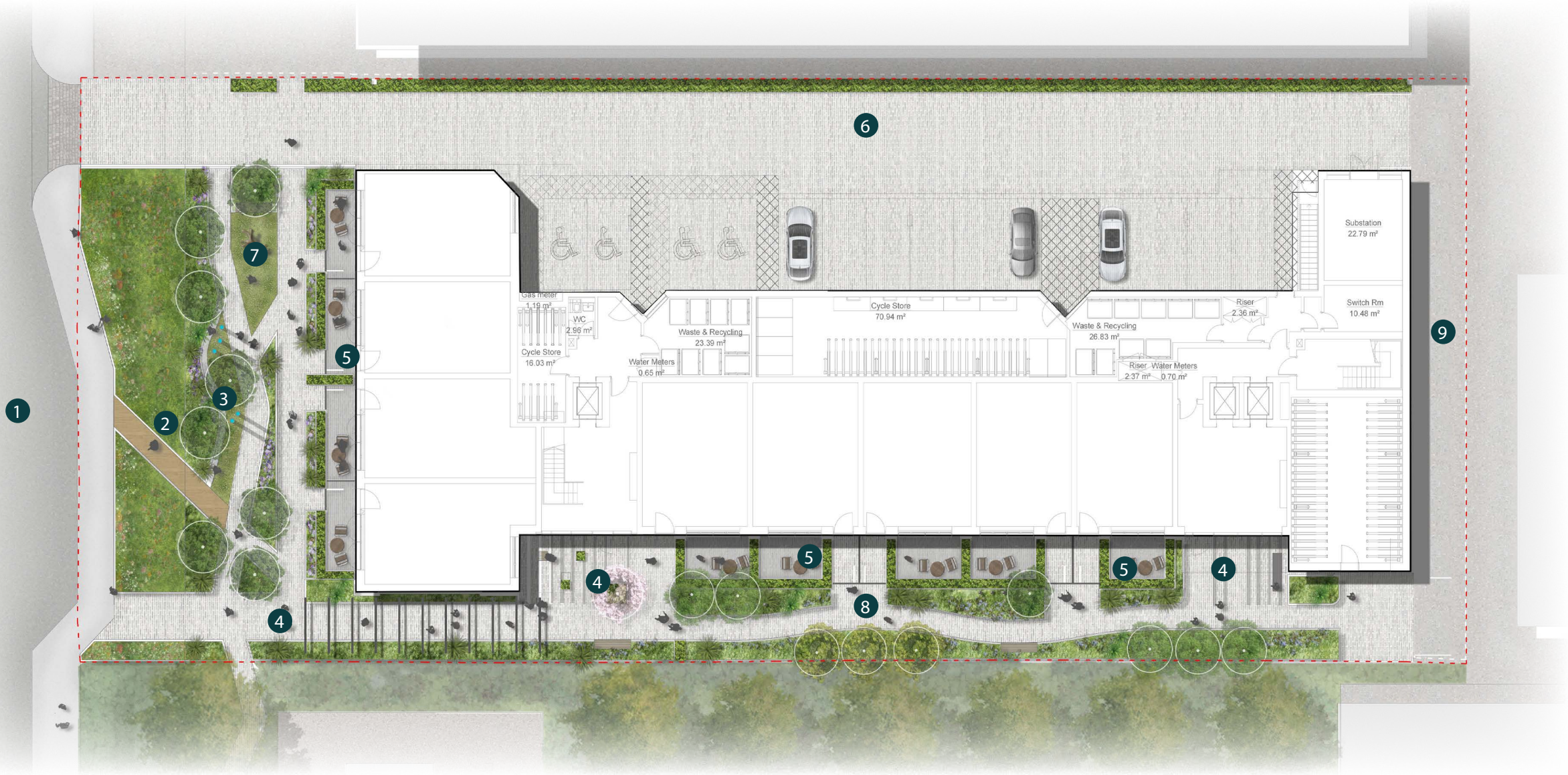
Roof plan



Basement plan

4.6 Overall Landscape Masterplan

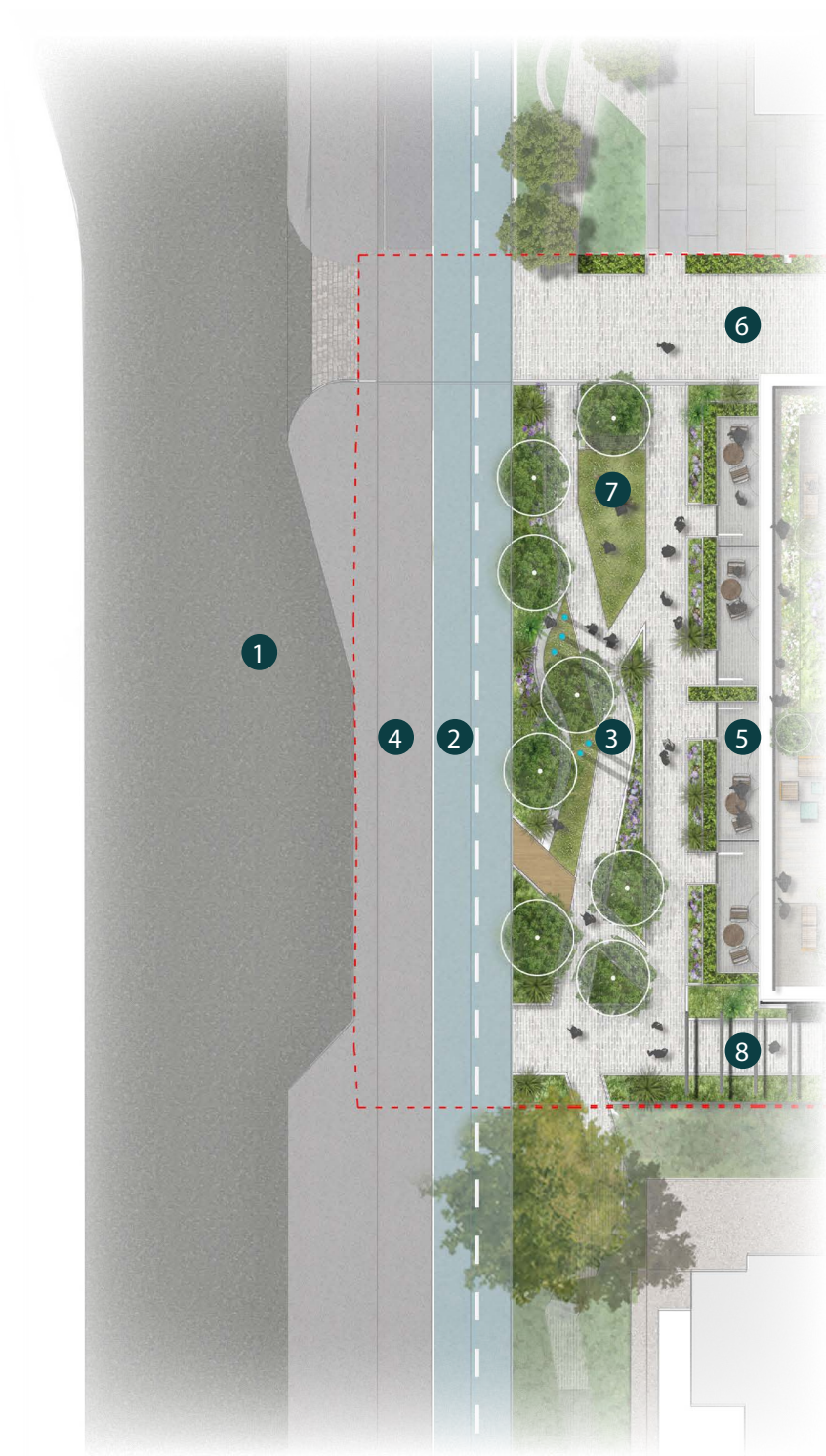
Day 1 Scenario



- | | | | | | |
|---|-------------------------|---|----------------------|---|----------------|
| 1 | Nine Nestles Avenue | 4 | Reception courtyards | 7 | Play zones |
| 2 | Sustainability corridor | 5 | Private terraces | 8 | Garden walk |
| 3 | Rain Gardens (SUDS) | 6 | Service Mews | 9 | North boundary |

Illustrative Masterplan: Day 1 Scenario

Day 2 Scenario



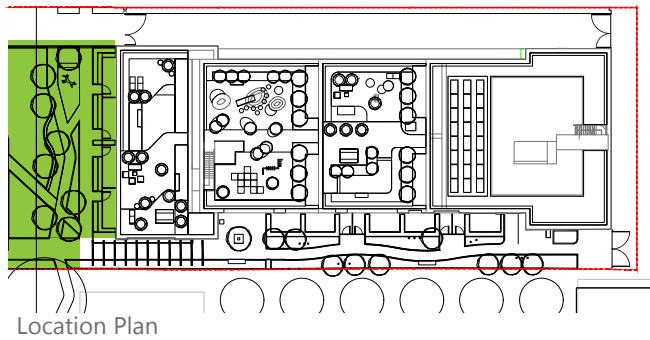
Illustrative Masterplan Day 2 Scenario

- | | | | | | |
|---|-----------------------|---|---------------------|---|-------------|
| 1 | Nestles Avenue | 4 | Pedestrian footpath | 7 | Play zones |
| 2 | Cycle path | 5 | Private terraces | 8 | Garden walk |
| 3 | Rain Gardens (SUDS) | 6 | Service Mews | | |

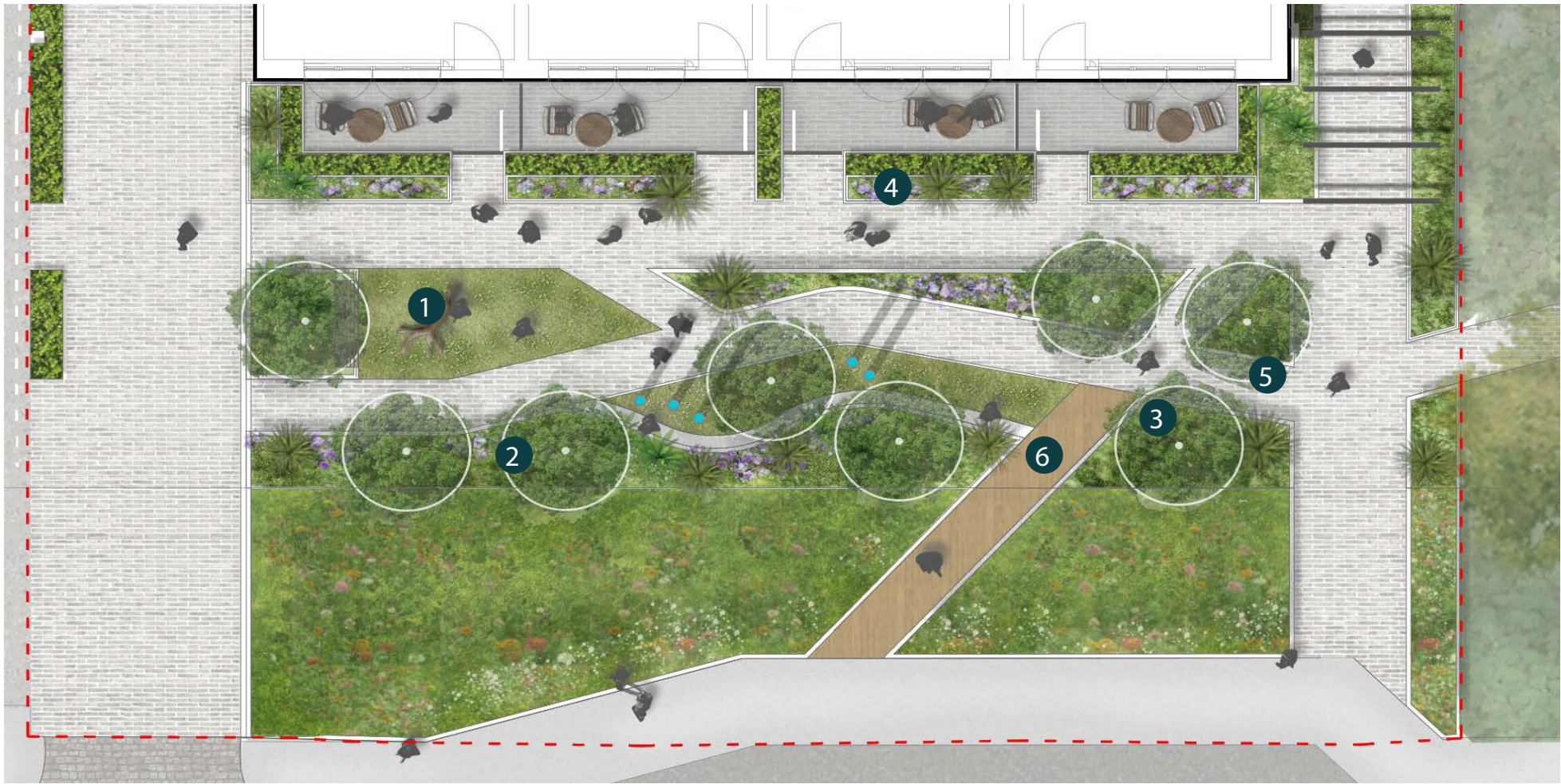
Nine Nestles Avenue

Serving as an important link to wider masterplan frontage, this space looks to adopt the principles of a sustainability corridor. Organic in its form, the suds and amenity strip provides the opportunity for site surface water to be absorbed into a controlled (SUDS) basin feeding the rain garden planting and trees. The geometry of the space holds and frames the facade and allows permeability through the garden and along Nestles Avenue. Play will be introduced into these spaces to bring children of all ages closer to nature we look to allow children chance to explore, with biodiversity ribbon walkways over planting for a immersive experience.

- Rain Gardens (SUDS)
- Sustainability corridor
- Opportunities for play; and
- Enhancement of biodiversity and ecology (Ribbon)
- Lush framing to the development



1 Lawn play area



2 Sustainability corridor



3 Rain gardens



4 Defensive barrier planting to private terraces



6 Timber board walk



5 Tree lined footpath



Location Plan



Section A - A' Day 1



Section A - A' Day 2

Main Entrance

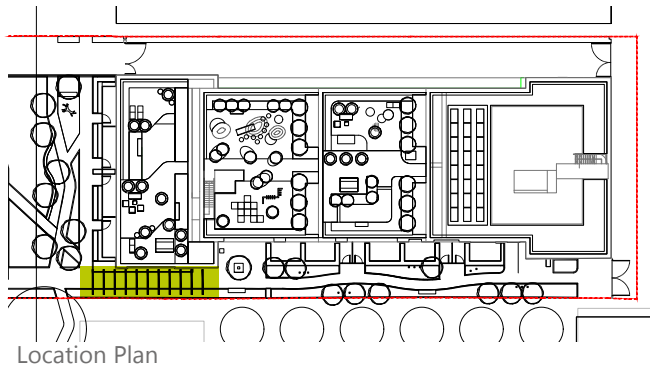
The main entrance to the ground floor is defined by a sculptural colonnade. The colonnade feature aims to create a defined and celebrated entrance into the courtyard. The rhythm created by the linear beams of the colonnade lends itself to the visual and physical transition towards the relaxed space of the courtyard, creating a calming journey into the Garden Walk. The colonnade is flanked by planting to create a lush, green transition.

Linear, rhythmic overhead trellis feature

Colonnade structure created from metal and timber sandwich flinch beam

Path lined with lush, verdant planting

A calming, transitional journey



1 Colonnade feature



2 Sleek and simple paving



3 Lush verdant planting lining footpath