1VINYL SQUARE

THE OLD VINYL FACTORY

DESIGN & ACCESS STATEMENT

FEBRUARY 2020




THE OLD
VINYL FACTORY

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CHAPTER 1



INTRODUCTION

THE TEAM

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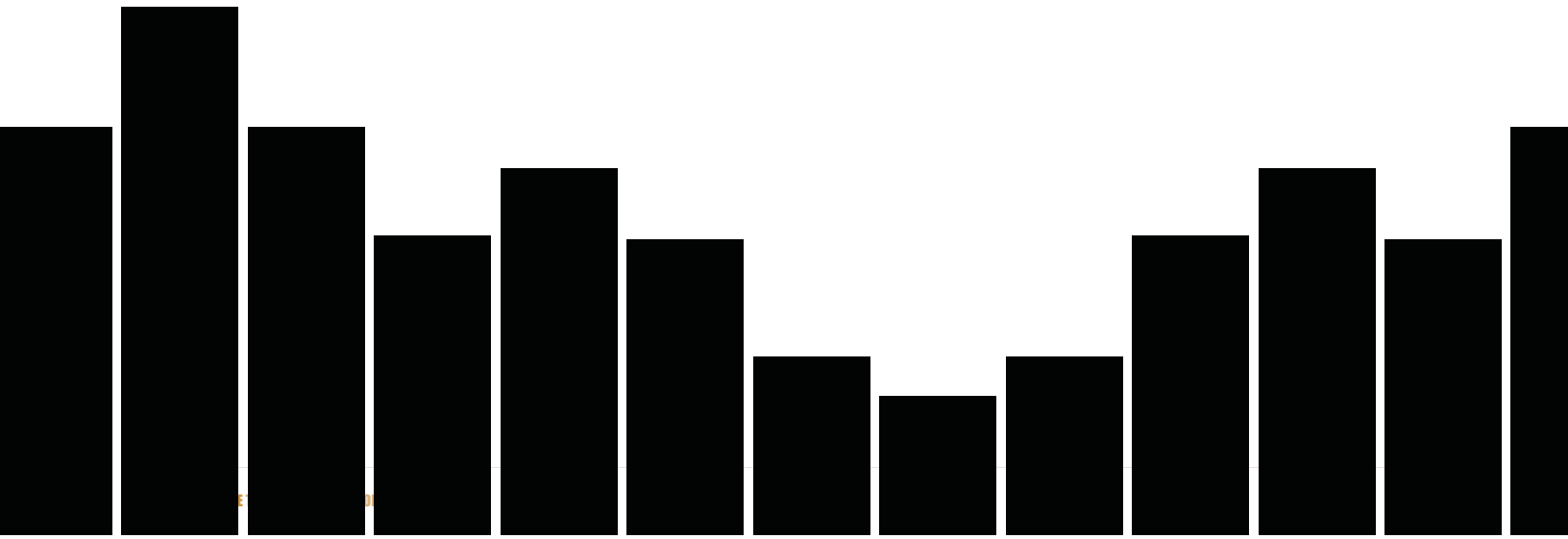
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VISION & SITE DETAILS

Site Address
The Old Vinyl Factory, Blyth Road, Hayes

The Applicant
JH Veneer Ltd

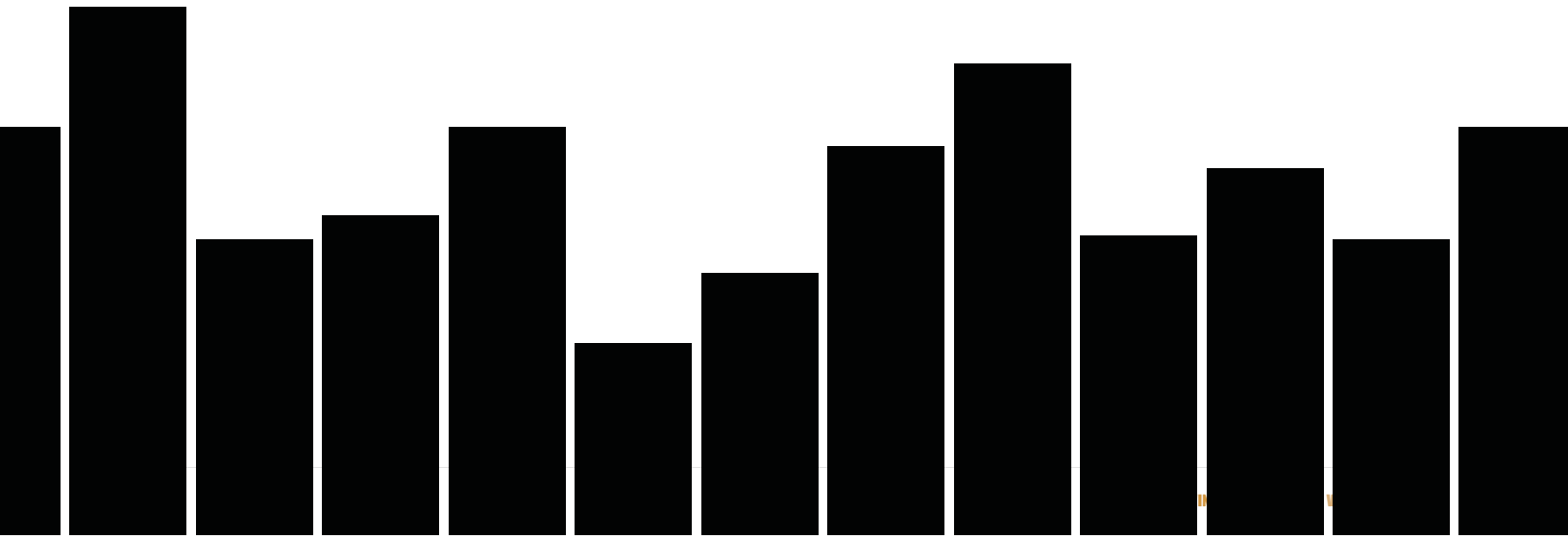
The Planning Authority
London Borough of Hillingdon

Site Area
0.45 hectares

Proposed Development
- 134 homes, consisting of a mix of studios, one bedroom apartments, two bedroom apartments, three bedroom apartments and three bedroom maisonettes
- 395m² GIA of commercial space
- 67 car parking spaces
- 238 Cycle parking spaces
- Associated landscaping

A great place has already been created at The Old Vinyl Factory, building on the site's heritage, delivering new homes and mixed uses and removing the site from Historic England's at risk register.

1 Vinyl Square (previously referred to as The Veneer Building) is the last residential-led phase of the masterplan and a key final piece of the jigsaw, building on the success of the existing phases. With an important location fronting both Blyth Road and Vinyl Square, it will provide a focal point for The Old Vinyl Factory whilst enclosing and animating the new public space.



Introduction

SITE LOCATION

Rail

Hayes is served by Hayes & Harlington Railway Station on the Great Western Main Line connecting to Heathrow, Reading and Oxford to the west, and London Paddington to the east (in approx. 23 minutes). The future Crossrail proposals will significantly improve Hayes' accessibility to central London. Travel times to the West End will radically reduce, and the capacity of trains will be increased. The site's PTAL rating will also increase from 3 to 4.

Bus

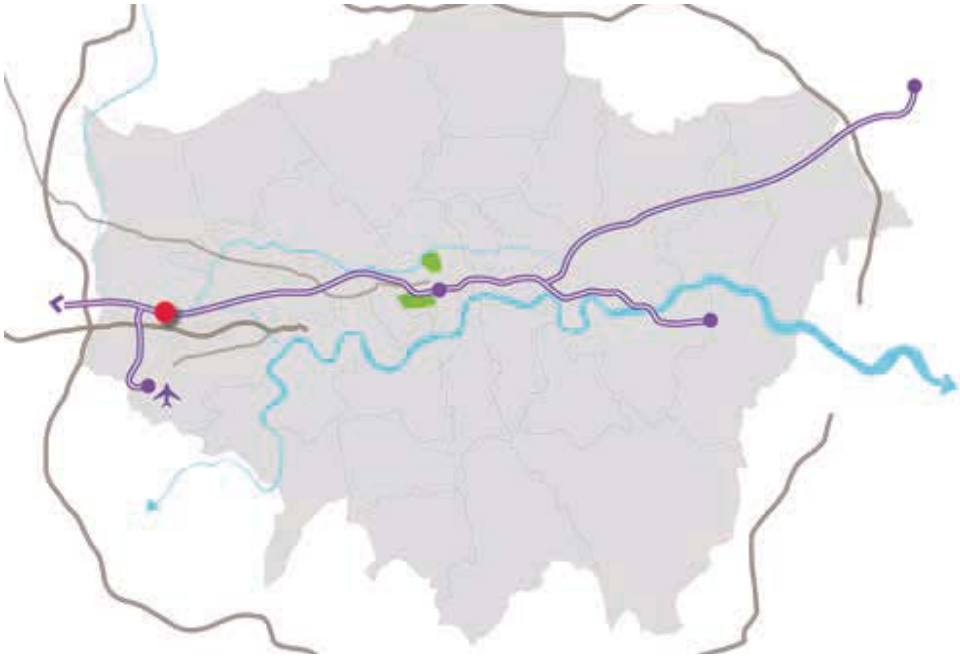
A number of bus services operate from outside Hayes & Harlington Station, serving destinations such as Uxbridge, Northolt, Harrow, Greenford, and Heathrow.

Road

Hayes is well served by major roads. The M4 motorway is located directly South of the site which can be accessed within 10 minutes, which provides easy access to Central London to the East as well as Reading to the West. The M25, A40/M40 and M4 form a large triangle around the area and connect Hayes to the greater UK networks.

Air

Hayes is located approximately 5 miles from London Heathrow, the UK's largest and busiest international airport.



- Site Location
- Heathrow Airport
- Crossrail
- M25
- London



SITE LOCATION



Introduction

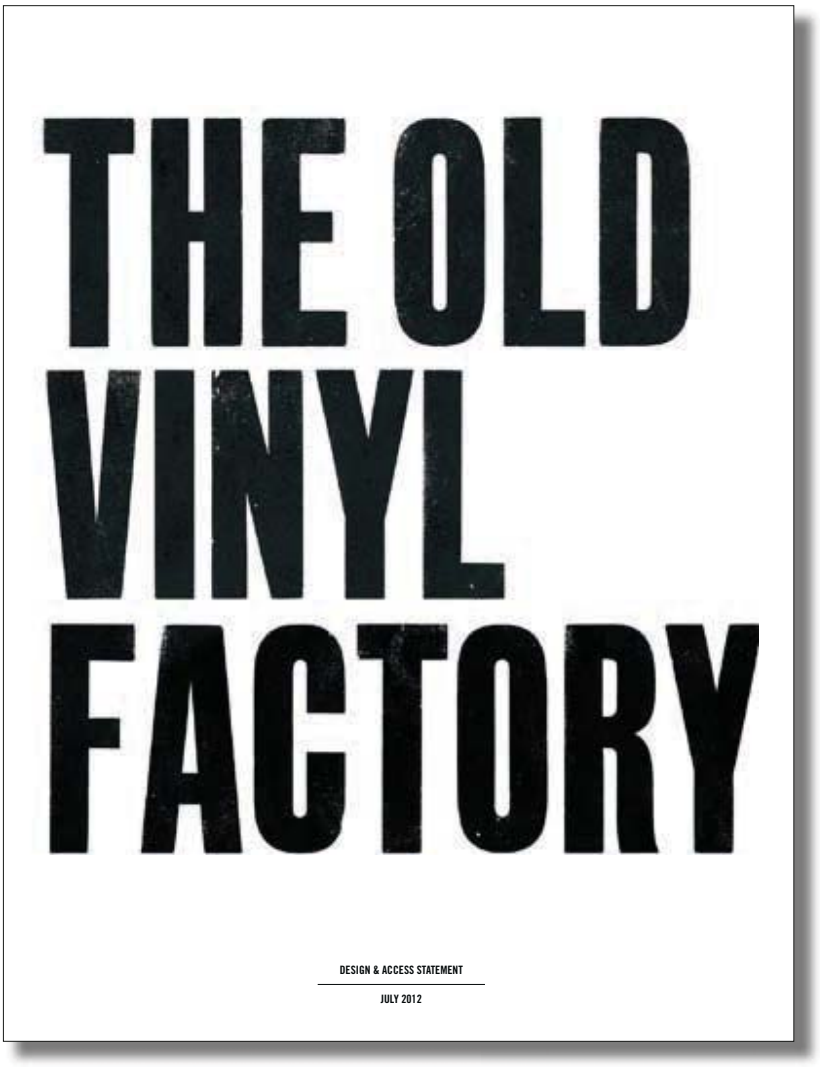
PLANNING CONTEXT

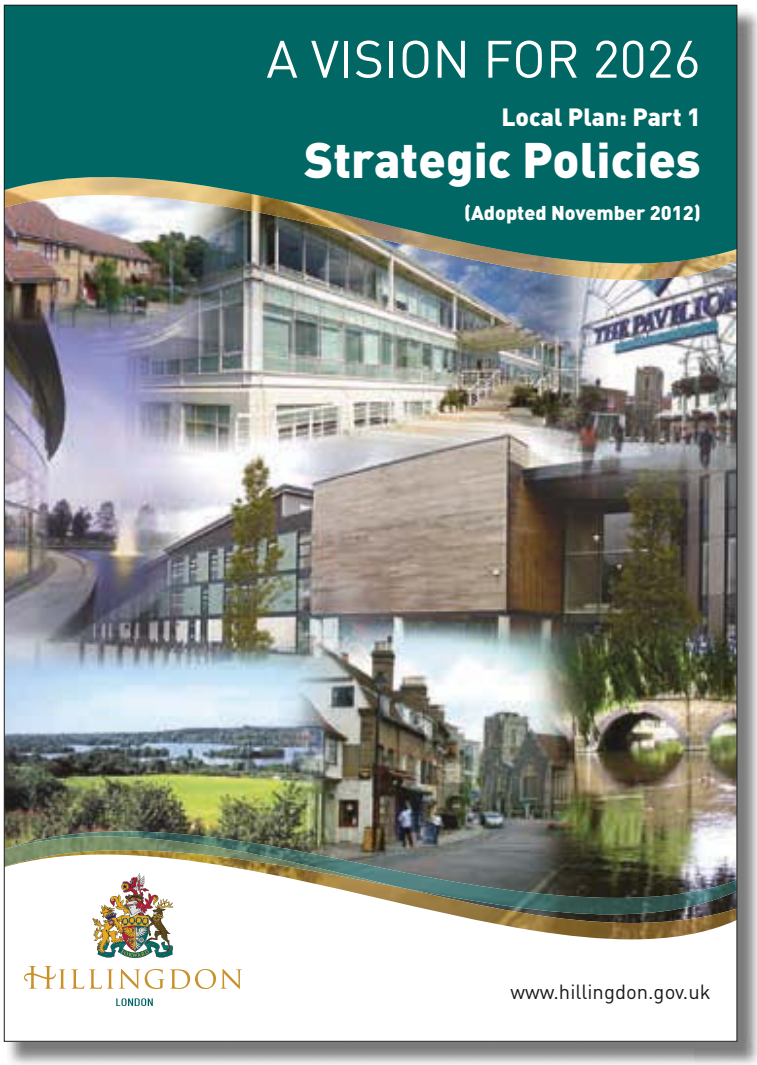
The masterplan for a mixed-use development at The Old Vinyl Factory was approved in 2013. The aim was to create a new residential-led mixed-use neighbourhood to bring life back to what had been a largely vacant site for many years.

The proposals for 1 Vinyl Square form the last residential-led phase of the masterplan. We aim to work up a detailed planning application for new homes which, unlike the masterplan, will include affordable homes within 1 Vinyl Square to complete the vision for the site. The approved masterplan only had affordable housing in the Assembly Building, which is located towards the middle of the site. The emerging proposals will therefore increase the affordable housing provision at The Old Vinyl Factory.

Our proposal for 1 Vinyl Square falls within the overall approved maximum building heights that were established as part of the masterplan for the northern part of the site. To the south we are looking to match these heights, so that additional homes can be created.

The proposals also include a commercial space to create activity at street level, which will complement the new public square which the Council has recently approved. 'Vinyl Square' is due to be completed in spring 2020.




A VISION FOR 2026
Local Plan: Part 1
Strategic Policies
(Adopted November 2012)
HILLINGDON
LONDON
www.hillingdon.gov.uk

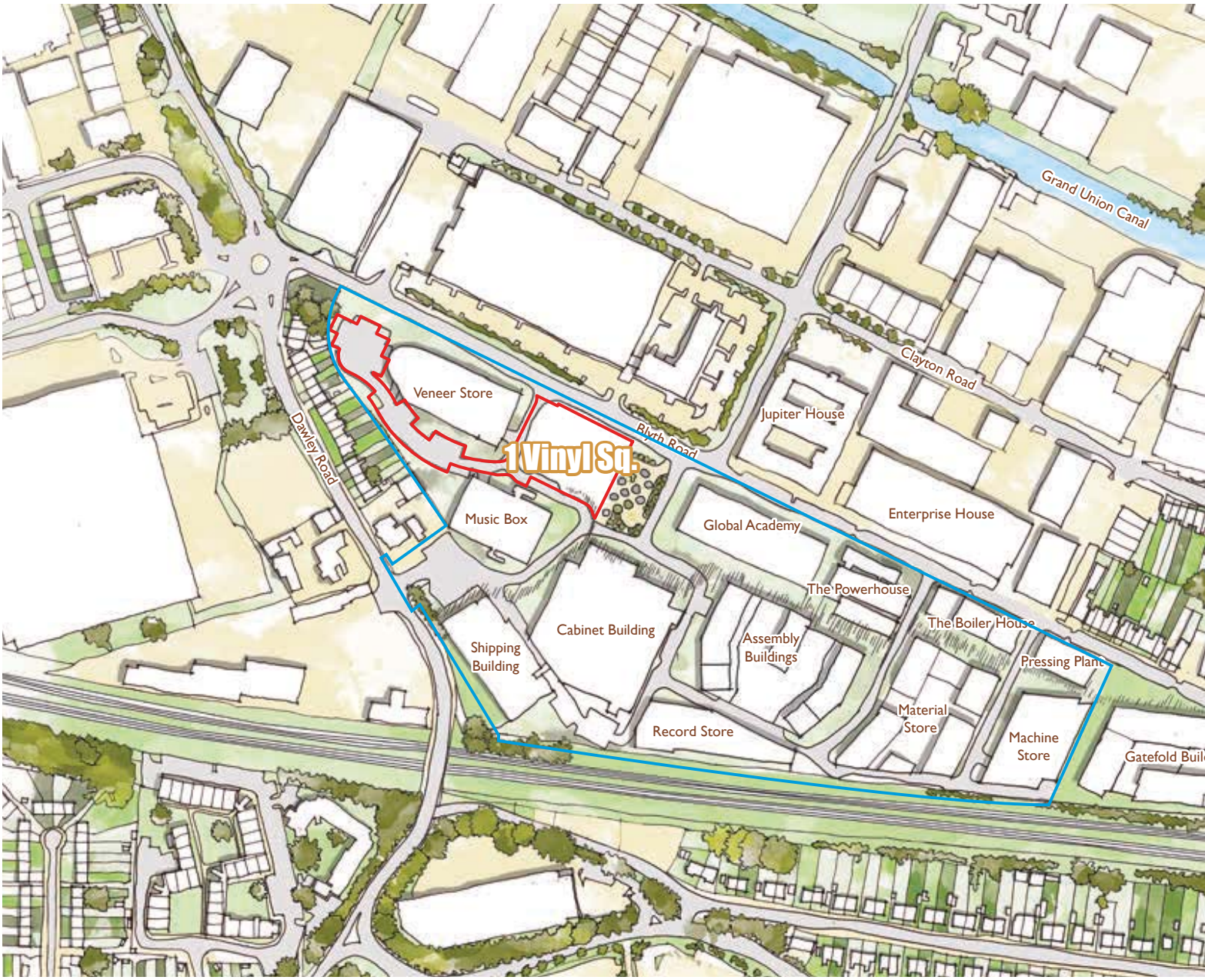

MAYOR OF LONDON
THE LONDON PLAN
THE SPATIAL DEVELOPMENT STRATEGY FOR GREATER LONDON
DRAFT FOR PUBLIC CONSULTATION
DECEMBER 2017



CHAPTER 2

THE OLD VINYL FACTORY MASTERPLAN

VISION



Context plan

VISION



Vision

The masterplan for the mixed-use redevelopment of the Old Vinyl Factory (TOVF) was approved in 2013. The aim was to create a new residential-led mixed-use neighbourhood to bring life back to what had been a largely vacant site for many years.

Formerly home to EMI's headquarters, the site offered a collection of Art Deco buildings around which a masterplan was developed to bring life and community back to this once-vibrant part of Hayes. A mixture of new commercial uses and much-needed housing was stitched together by pedestrian-friendly routes and welcoming public spaces, which have opened the site up to the wider community.

The largest and most significant of these public spaces is Vinyl Square, the main arrival space within The Old Vinyl Factory. This destination space will combine high-quality planting, playspace and a strong narrative relating to the history of the site.

1 Vinyl Square sites immediately to the west of the public square and forms the last residential-led phase of the masterplan. It is the tallest building within the masterplan and will act as a marker building for Vinyl Square and the wider The Old Vinyl Factory development.

- Site
- The Old Vinyl Factory Site

The Old Vinyl Factory Masterplan

THE MASTERPLAN TODAY

Before the first stages of masterplanning were even complete, changes were taking place at The Old Vinyl Factory with the creation of a new canteen within the Shipping Building. Since the outline application was approved in 2013, the masterplan vision has taken shape, with many of the buildings now complete, or under construction.

Existing Buildings:

Shipping Building
Currently occupied as an office building. Locally listed.

Cabinet Building
Office building. Currently vacant and part refurbished.

Record Store
Recently renovated office building. Locally listed


Record Store


CGI of the Assembly Buildings


The Boiler House


Music Box



Shipping Building


Nipper the Dog sculpture

THE MASTERPLAN TODAY



The Pantry in the Shipping Building



Global Academy



Pressing Plant with Machine Store beyond



CGI of The Powerhouse



The Groove between the Material Store and The Boiler House



Material Store

Phase 1: The Boiler House

Residential building with commercial at ground level. Constructed and occupied.

Phase 2: Material Store

Residential building with commercial at ground level. Constructed and occupied.

Phase 3a: UTC

College owned by Global Academy and occupied as a college.

Phase 3b: Assembly Buildings

Residential building with commercial at ground level. Construction expected to start late 2019.

Phase 4: The Powerhouse

Energy centre and café constructed and in operation. Recent resolution for approval for B1 use and extension of original building.

Phase 5: Music Box

Multi storey car park. Constructed and in use (parking for Shipping Building and Record Store).

Phase 6: Machine Store & Pressing Plant

Approval for residential building with commercial at ground level. Pressing Plant approval for cinema and restaurants. Phase currently under construction.

Phase 7: Veneer Building (subject to this application)

Now called 1 Vinyl Square.

Phase 8: Veneer Store

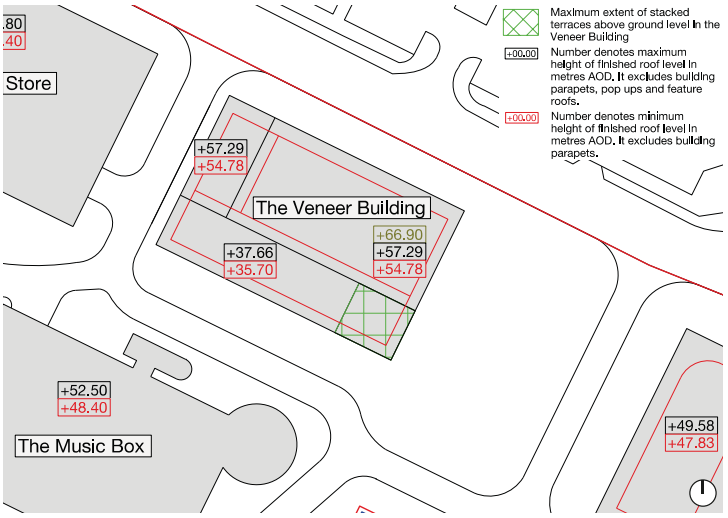
Multi storey car park. Surrounding surface car park has been implemented and will provide the car parking for 1 Vinyl Square. Multi storey car park yet to be constructed.

The Old Vinyl Factory Masterplan

APPROVED PARAMETERS

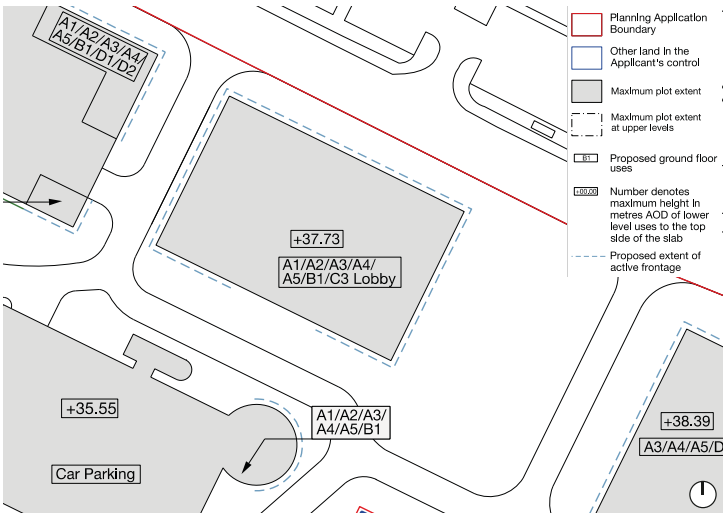
Whilst the time period to submit reserved matters details under the extant outline planning permission for The Old Vinyl Factory (including this site) has now expired, it will still be a material consideration for the London Borough of Hillingdon and its principles have therefore formed the basis of our new proposals.

The original planning permission set out a number of parameters which are outlined on the following pages.



Parameter Plan 04: Proposed Minimum and Maximum Plot Extents & Heights

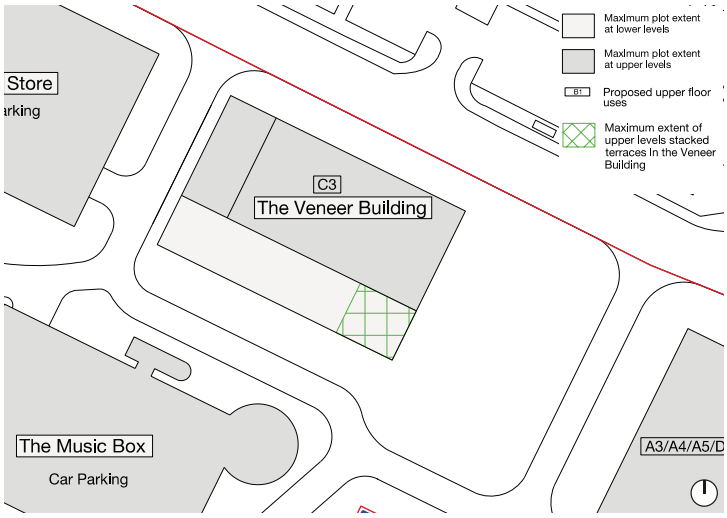
The Proposal sits within the approved plot extent to the east and west and slightly beyond the approved plot extent to the north and south, where the reconfiguration of the Music Box since the original outline permission had created additional space.The proposal is below the maximum height parameter of +66.90 indicated on the approved parameter plan.



Parameter Plan 05: Proposed Lower Level Uses

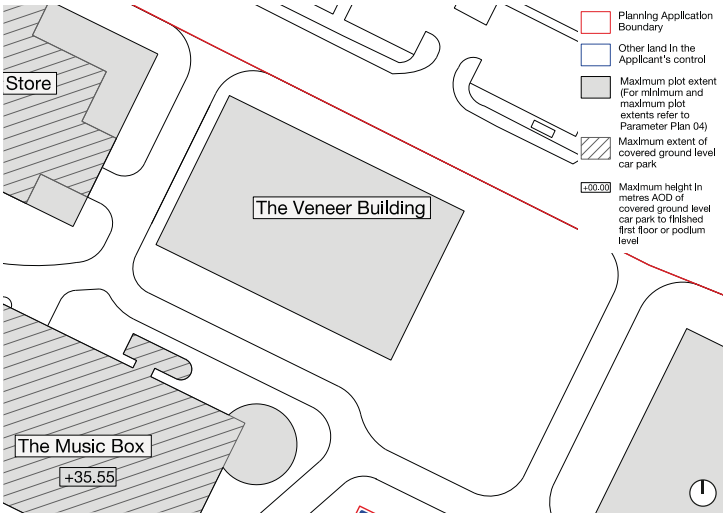
The proposal provides mixed uses at ground floor level overlooking Vinyl Square in line with the approved parameter, plan, whilst also accommodating residential dwellings to the north and west to animate the frontage.

APPROVED PARAMETERS



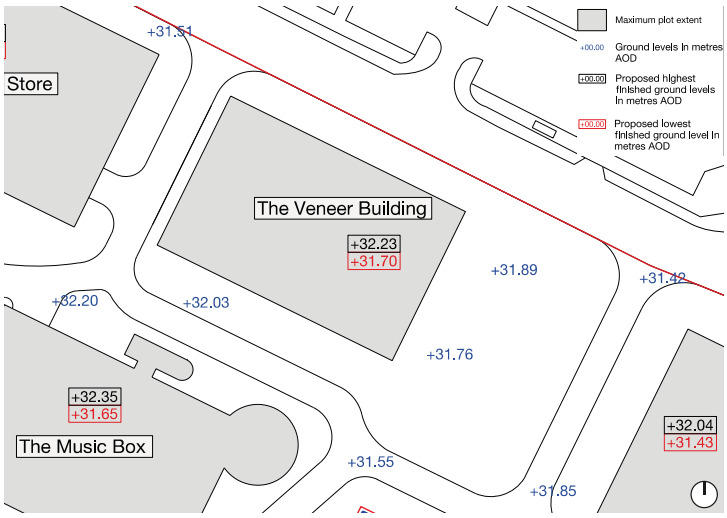
Parameter Plan 06: Proposed Upper Level Uses

Upper level uses are C3 in line with the approved parameter plan.



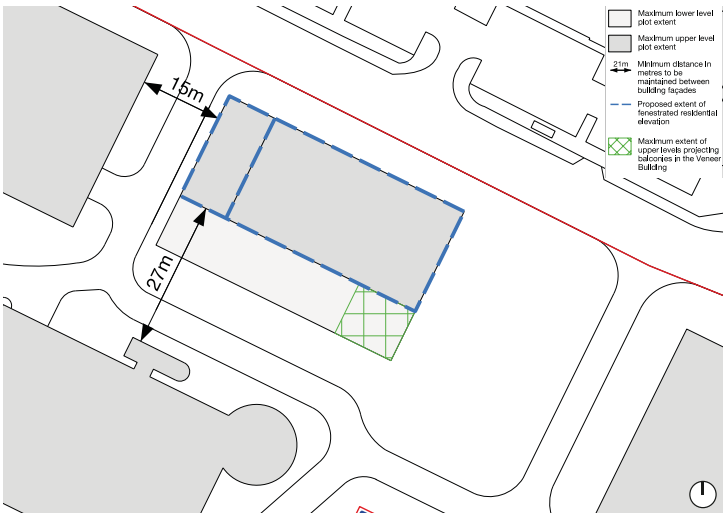
Parameter Plan 08: Proposed Enclosed Car park Extent at Ground Level

In line with the approved parameter plan, there is no enclosed car park at ground level.



Parameter Plan 07: Proposed Ground Levels

Proposed ground levels sit within the range identified within the approved parameter plan.



Parameter Plan 10: Critical Distances

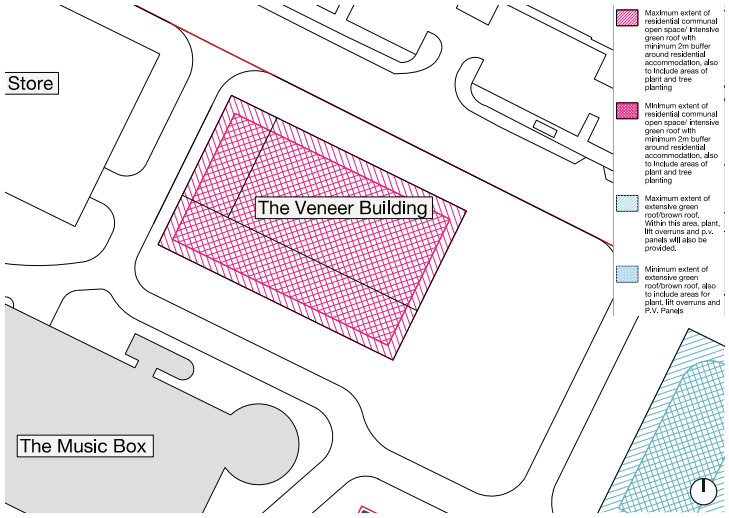
A distance of 15m is maintained to the Veneer Store in line with the approved parameter plan. As the Music Box to the south is also a screened multi-storey car park, the same 15m critical distance has been applied between the proposed development and the northern elevation of the Music Box.

APPROVED PARAMETERS



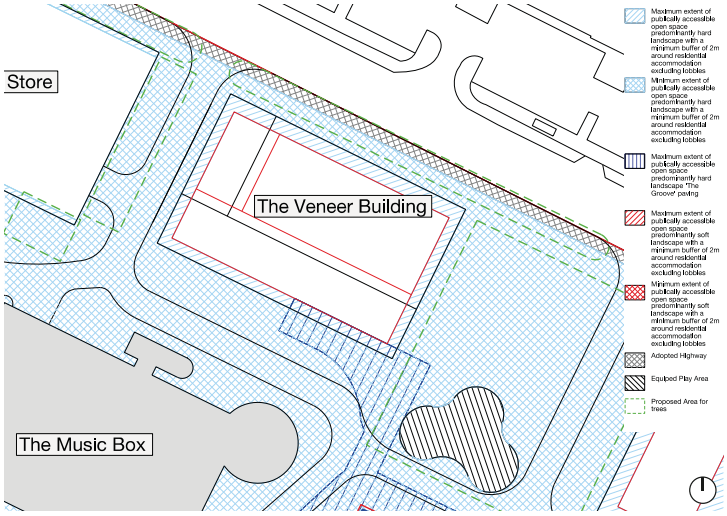
Parameter Plan 11: Proposed Range of Building Heights

The proposed building does not exceed the maximum building height that was set to the north of the site. To the west and south the massing has been increased to optimise development whilst still ensuring the building respects its surroundings.



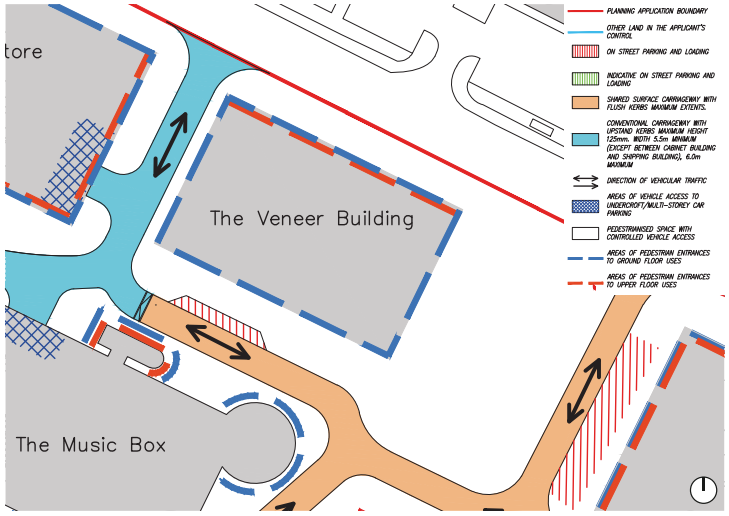
Parameter Plan 13: Proposed Upper Level Landscape and Open Space Plan

Open space is provided at podium and roof level across the building in line with the approved parameter plan



Parameter Plan 12: Proposed Ground Level Landscape and Open Space Plan

The principles of the approved parameter plan have been incorporated into the proposals, albeit with a marginal reduction in public space to the south, where the building footprint has been expanded.



Parameter Plan 15: Access, Circulation and Streets

The principles of this parameter plan have been followed with some minor amendments. The loading bay has moved to the east to allow for better reconfiguration of the disabled parking and communal residential entrances have been located on the east and west, whilst maintaining residential maisonette entrances to the north.





CHAPTER 3

THE SITE

The Site
LOCAL CONTEXT

To the east, west and south, the site is dominated by the rest of The Old Vinyl Factory, which is characterised by large, office, residential and parking buildings, both retained and newly built. These range in height from 5-10 residential storeys.

Directly north, across Blyth Road is an area of industrial and commercial buildings. These are generally low-rise with a large footprint and are mostly low-quality, metal-clad warehouse-type buildings.

To the northeast are two heritage buildings, which were formerly part of the HMV/EMI works: Jupiter House and Enterprise House (see following pages).

Moving east along Blyth Road towards the station provides a contrast between old and new Hayes. Along the north side of the road are two-storey Victorian, terraced houses in a mixture of red and London stock brick. On the south side of the road are taller, contemporary apartment buildings at various stages of construction and in a variety of materials.

Heights increase around the station with recent apartment buildings between 7 and 11 storeys, again in a range of materials.

The Town Centre is north of the station and consists generally of 2-3 storey buildings, most of which are red brick.



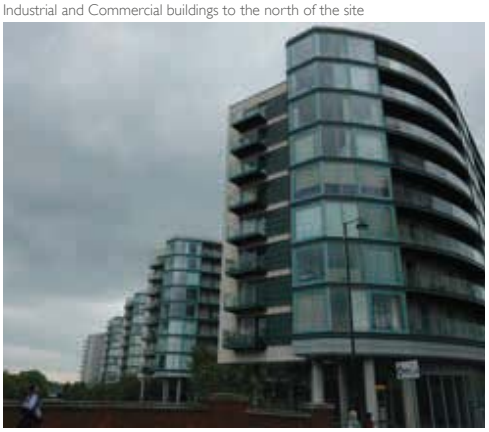
Jupiter House



Blyth Road Victorian Housing with Gatefold Building beyond



Industrial and Commercial buildings to the north of the site

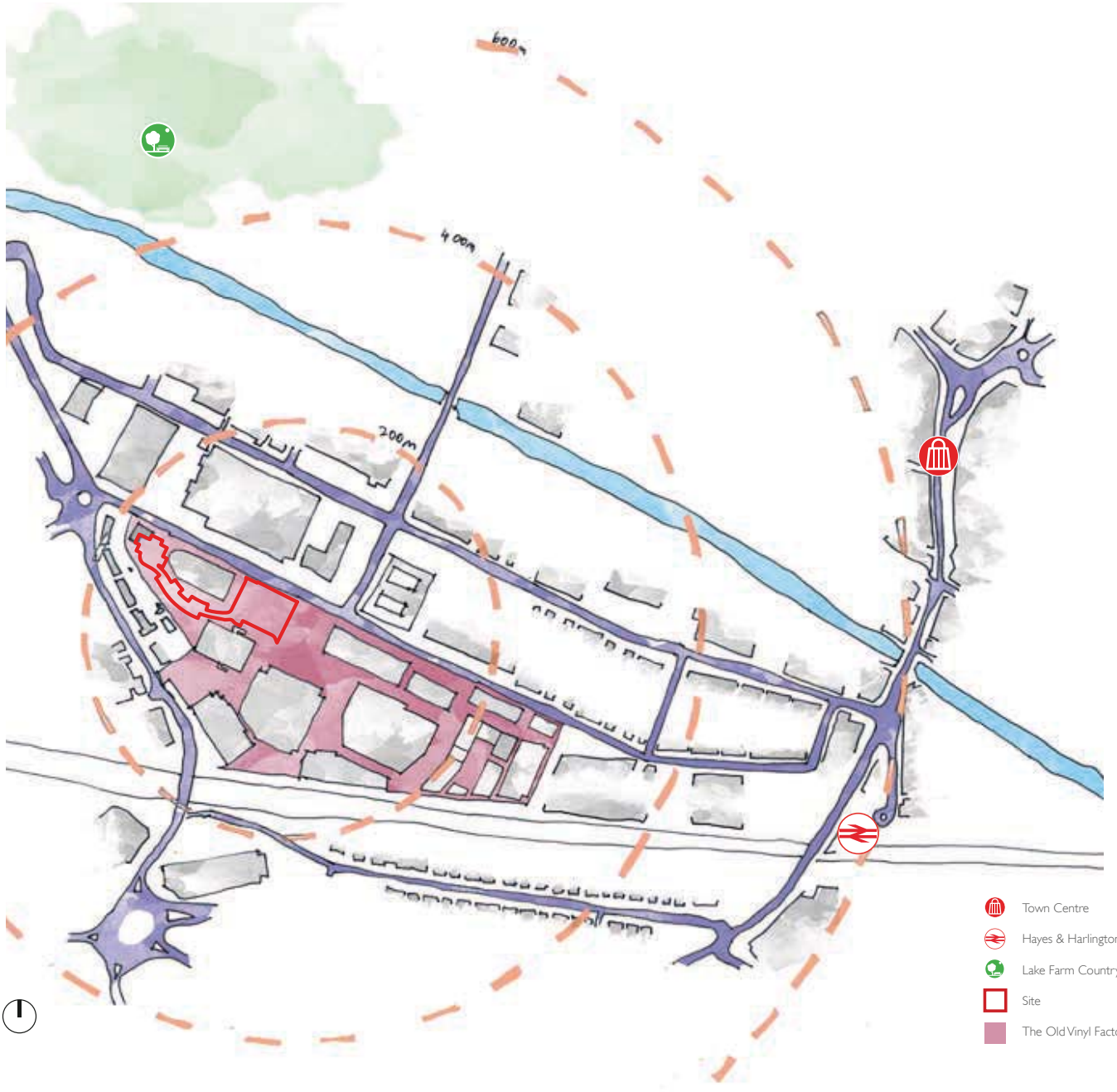


High density development adjacent to the station



Hayes Town Centre

LOCAL CONTEXT



The Site
HERITAGE

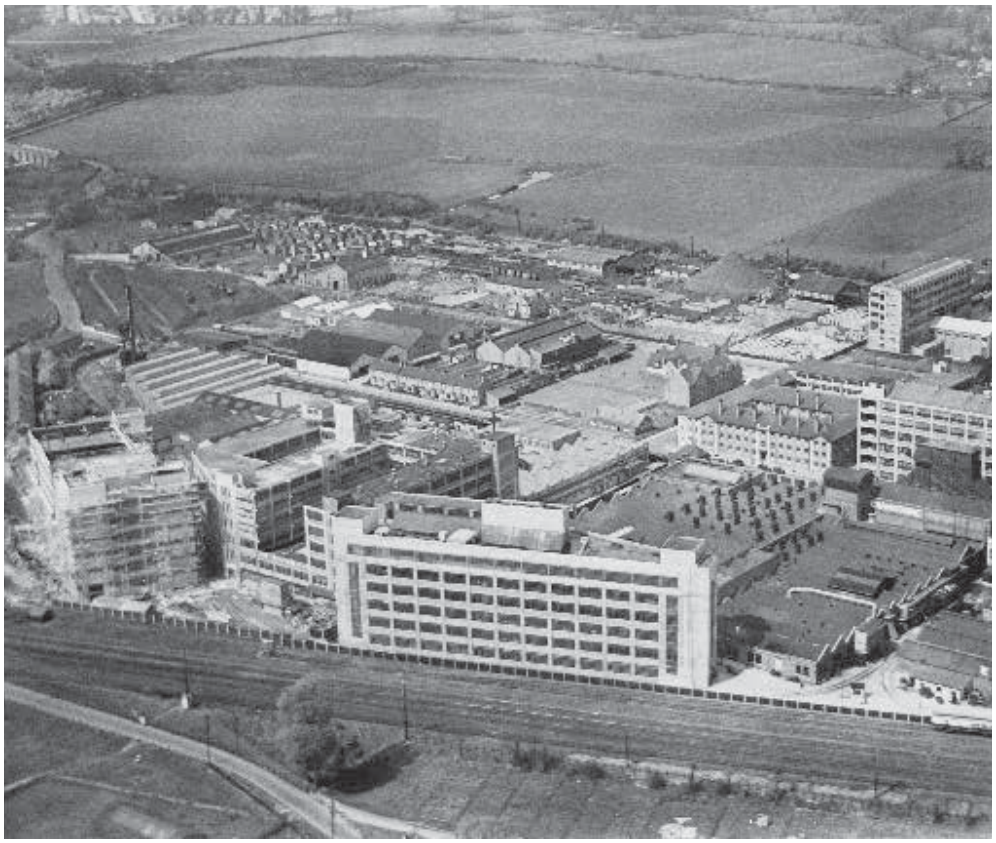
The Old Vinyl Factory was formerly home to His Master's Voice (HMV) and later EMI. Building started on site in 1906 and the large cluster of factory buildings soon came to dominate the otherwise low-scale and rural surroundings. At the height of its operations in the 1960s, 14,000 people were employed there.

Recognising its significance within the history and growth of Hayes, the area around the former factory is designated as a conservation area, listed as the Botwell: Thorn EMI, Hayes. The boundary of this conservation area sits immediately to the east of the site.

A number of key buildings relating to this era in the site's history have been retained and have either been refurbished or are scheduled to be. Adjacent to the railway, The Shipping Building, The Cabinet Store and The Record Store form a collection of Art Deco buildings designed by Wallis, Gilbert and Partners that have been retained for office use. They have white, rendered façades with a regular grid of large windows and some Art Deco motifs, particularly at parapet level. Alongside these larger, dominant, white buildings, lower-level factory buildings which have now been demolished were generally red brick.

Elsewhere within The Old Vinyl Factory Masterplan, The Powerhouse and The Pressing Plant (previously known as Apollo House) also contain elements of retained, locally-listed buildings.

To the north of Blyth Road, Enterprise House is the nearest listed building to the site. Built in 1912, the Grade II listed structure was designed by E Owen Williams and was also formerly part of the HMV factory.



HMV factory buildings 1930. The collection of large-scale, factory buildings dominated the surrounding area.

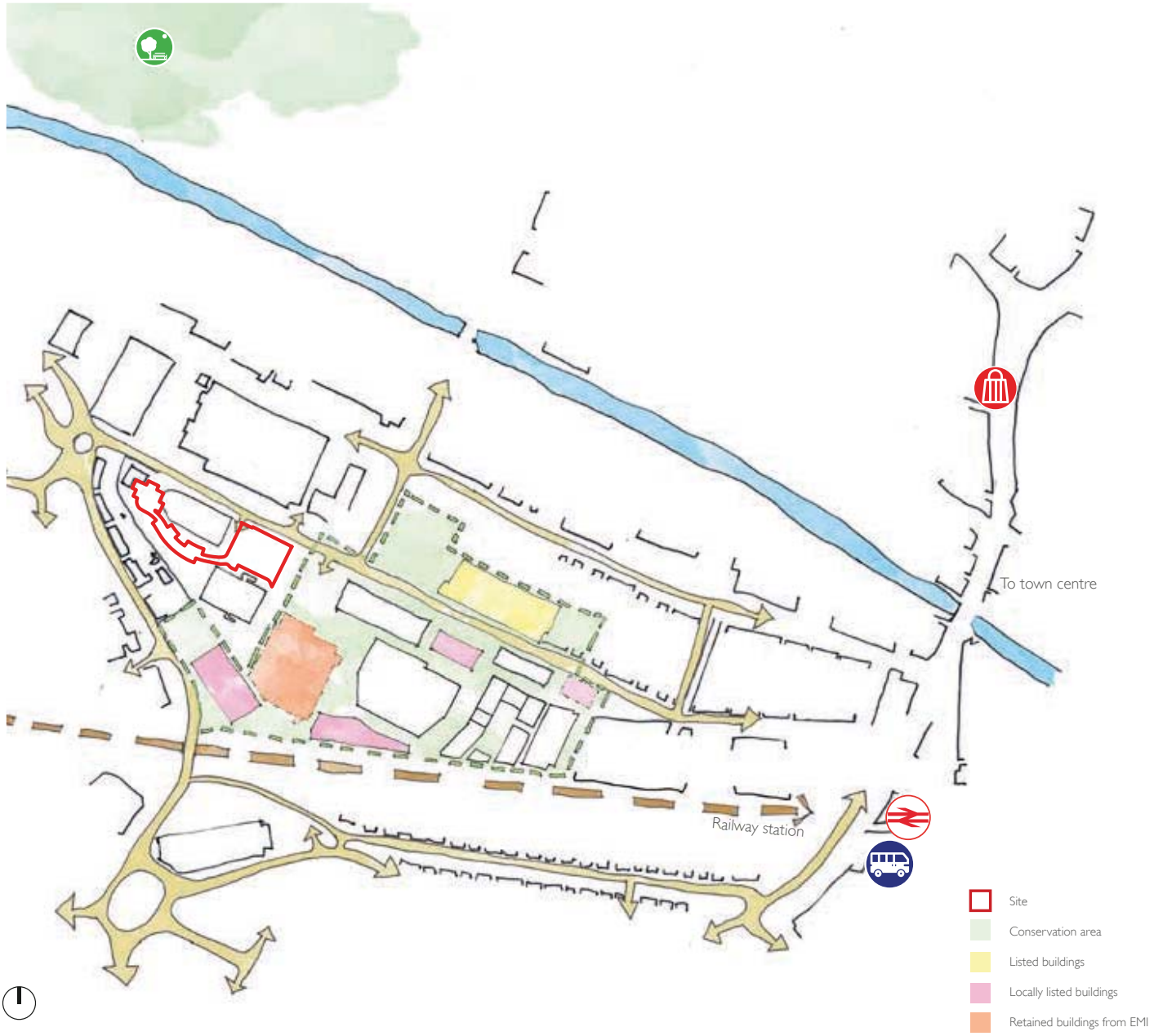


The Shipping Building



The Record Store

HERITAGE


To town centre
Railway station
Site
Conservation area
Listed buildings
Locally listed buildings
Retained buildings from EMI

The Site
CONNECTIONS

Road Access
The site is located on the south side of Blyth Road which runs east towards Hayes Town Centre and west to Dawley Road, which in turn provides connections to Uxbridge to the north and the M4 to the south. Access roads from Blyth Road into The Old Vinyl Factory are located immediately to the west of the site and also to the east of Vinyl Square.

Public Transport
The site is located 650m from Hayes & Harlington Station, which is on the Great Western Main Line and will also be on Crossrail. In addition to trains, a number of bus services operate from outside the station, providing connections to Uxbridge, Northolt, Harrow, Greenford, and Heathrow.

Walking
The site is well-located to promote walking and active travel. As noted above, the station is within walking distance, either along Blyth Road, or along 'The Groove' a new pedestrian route parallel to Blyth Road within The Old Vinyl Factory.

Hayes Town Centre is a 10 minute walk from the site and provides a number of amenities. Meanwhile the Grand Union Canal Walk (5 minutes walk) and Lake Farm Country Park (10 minutes walk) to the north west provide leisure options.

Cycling
As above, the site is well-located for short, local cycle journeys and leisure routes along the Grand Union Canal. A Santander Cycles docking station will be located within The Old Vinyl Factory as part of The Powerhouse proposals. This will be part of the Brunel University public bike share network, with docking stations located across Hillingdon.

To the northeast, The Hillingdon Cycle circuit - a mile-long, purpose-built, road cycle circuit (the only one in West London) is located approx. 10 minutes by cycle. In Lake Farm Country Park, a BMX track is public, free and open for use at all times.



Access to Hayes & Harlington Station at the eastern end of Blyth Rd

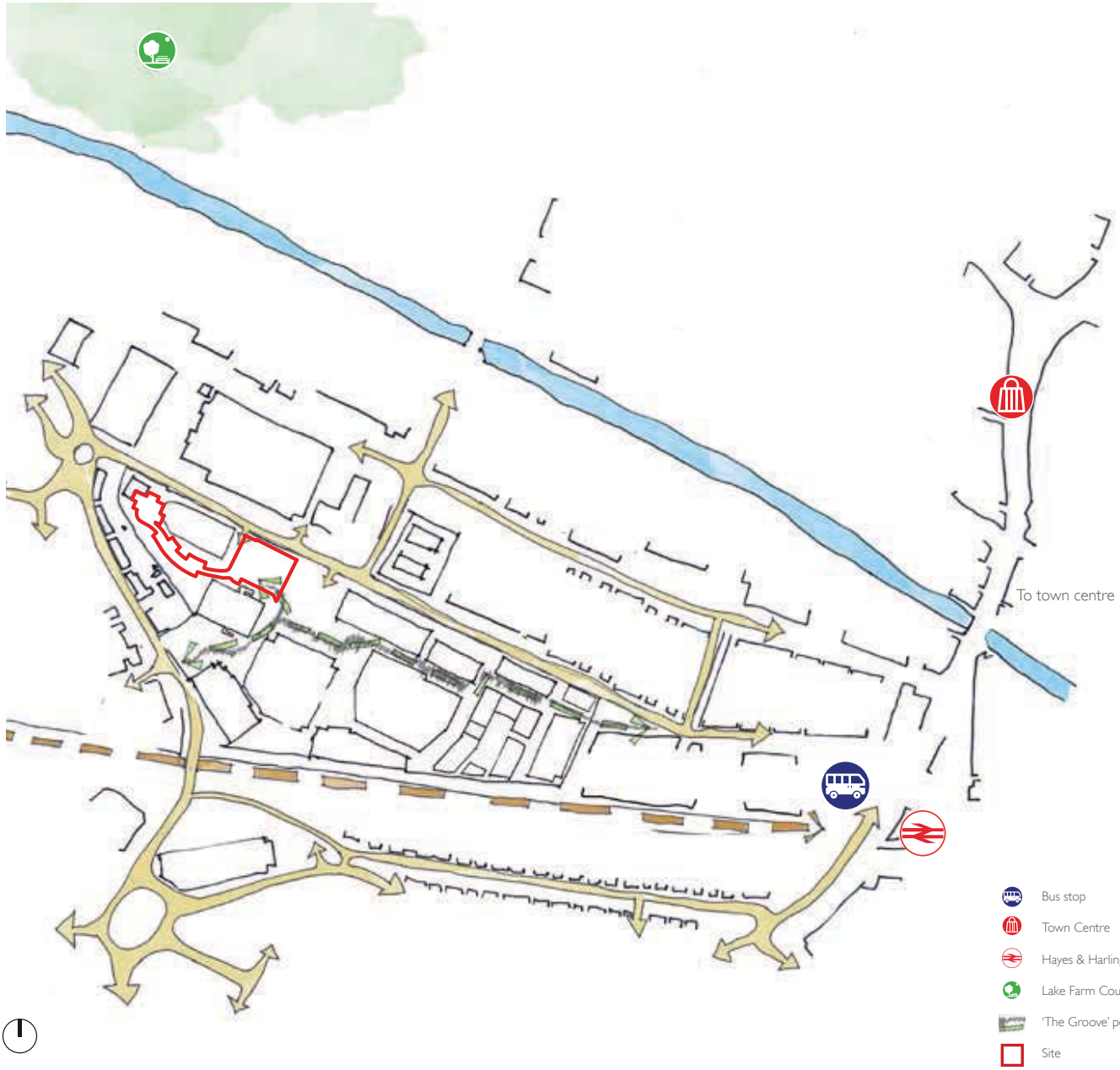

Lake Farm Country Park


The Grand Union Canal


Hillingdon Cycle Circuit


'The Groove' running between the Material Store and The Boiler House

CONNECTIONS



The Site

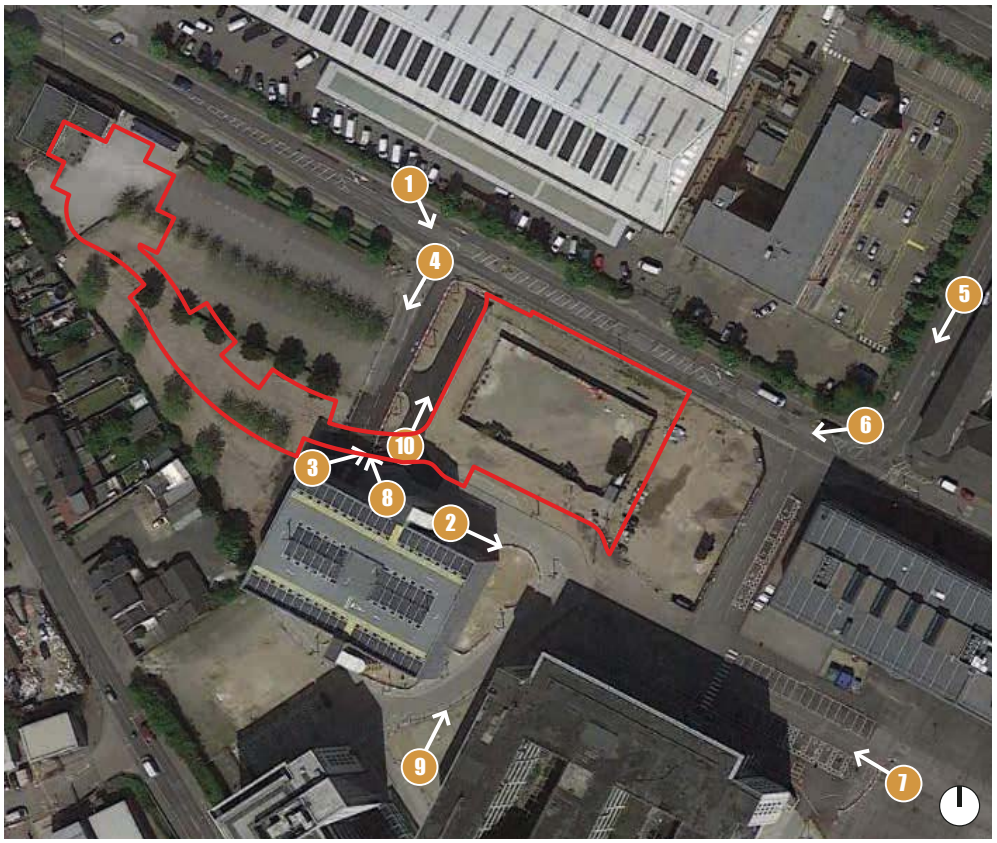
THE SITE TODAY

The site is currently cleared and ready for development. Access roads to the west, south and east (on the opposite side of Vinyl Square) are constructed.

To the east, the Global Academy has been open since 2016. Vinyl Square is due to be completed in spring 2020.

To the south, the Music Box multi-storey car park is operational, whilst the Cabinet Building is awaiting refurbishment.

To the west, the Veneer Store has been approved but is yet to begin construction.



Aerial photo



Looking east along Blyth Road



Looking east from The Music Box towards the Global Academy

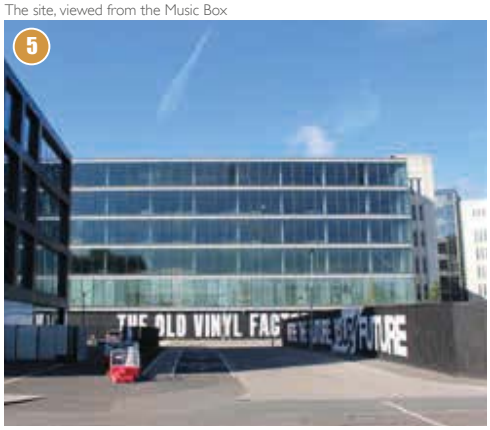
THE SITE TODAY



The site, viewed from the Music Box



View from Blyth Road towards the Music Box



View from Blyth Road to the Cabinet Building



View of the Music Box from the junction of Blyth Road and Trevor Road



Looking west past the Cabinet Building towards The Music Box



Veneer Store site and surface parking from The Music Box



Looking North Between The Music Box and Cabinet Building

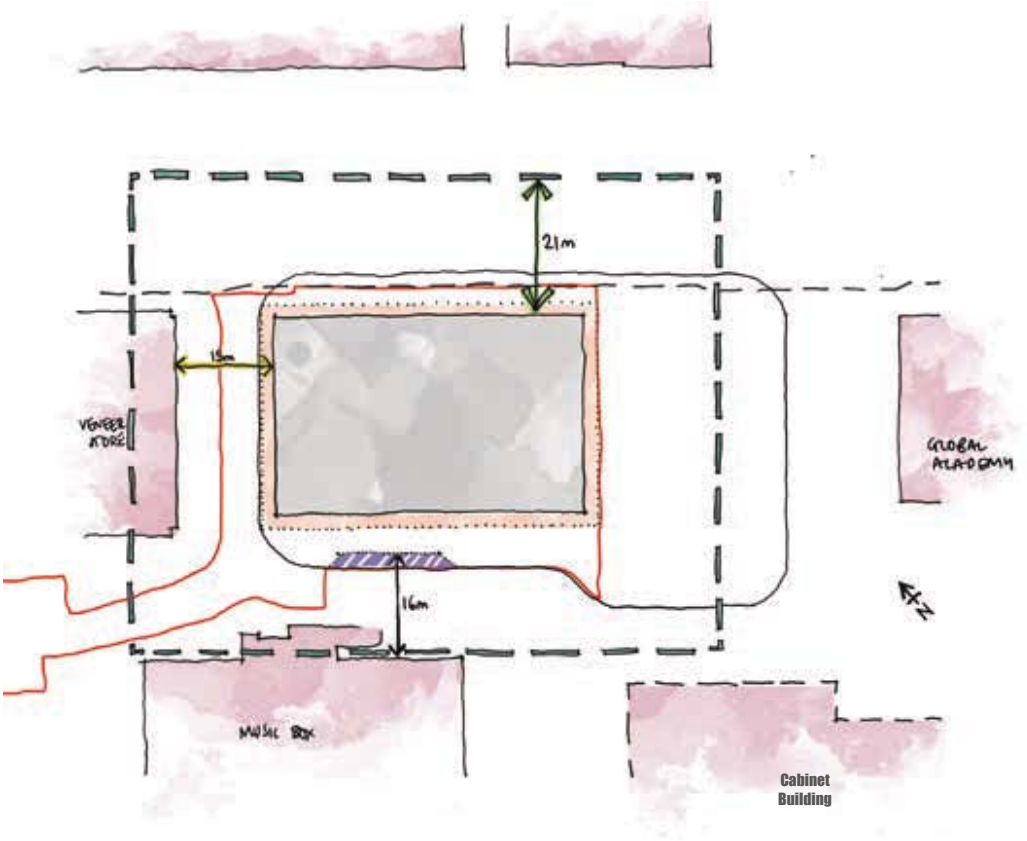


Looking north across the site and Blyth Road from The Music Box

The Site
CONSTRAINTS

The site constraints have shaped the proposed development. Largely working within the footprint of the outline permission, the proposals also take the opportunity to extend southwards where the blank elevation of the Music Box allows for a reduced separation distance.

The site's orientation has influenced the location of podium gardens whilst providing challenges to avoid single-aspect, north-facing dwellings.

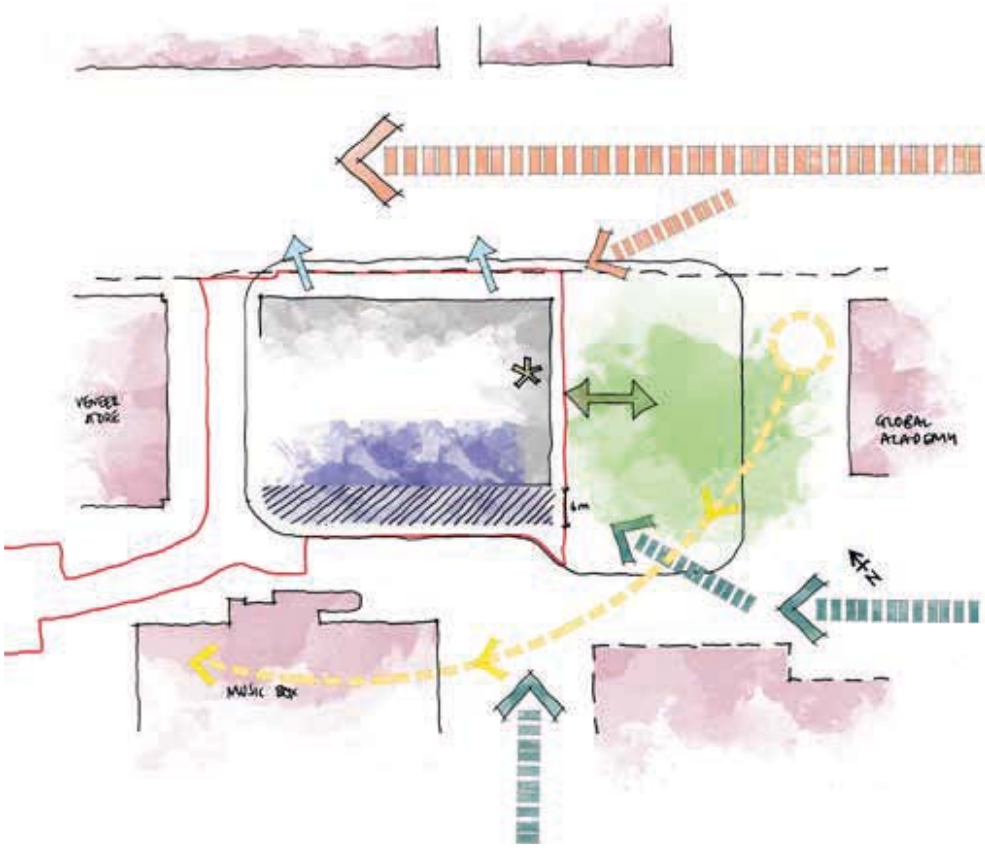


- Site boundary
- Boundary of outline permission building footprint
- Existing and consented buildings
- 21m overlooking and outlook distance from outline consent building footprint. Reduced overlooking to Veneer Store and Music Box which are fully screened car parks
- 2m projecting balcony zone
- Loading bay to be provided

OPPORTUNITIES

The site opportunities have contributed to the proposed layout, addressing the important edges to the north and east, whilst allowing light into external spaces located to the south.

The importance of Vinyl Square has been reflected at ground floor with key entrances and through massing with the location of the tallest element.



- 6m Potential to extend plot
- Potential amenity space location with southwest aspect
- Vinyl Square
- Sun path
- Vehicular approaches
- Pedestrian approaches
- Primary facade facing Blyth Road and Vinyl Square
- Existing and consented buildings
- Views towards Lake Farm Country Park at upper levels
- Opportunity for taller focal/landmark element overlooking Vinyl Square
- Links to approved public square



CHAPTER 4

ENGAGEMENT & DESIGN EVOLUTION

Engagement & Design Evolution

PRE-APPLICATION MEETINGS

Initial Pre-application meetings were held with:

London Borough of Hillingdon
11th July 2019

Greater London Authority
15th August 2019

At these initial pre-application meetings, a proposal for 140 homes was presented, introducing the proposed massing and architectural approach. A key feature of the development was a mixture of high-quality internal and external amenity spaces, including a generous resident's lounge and cycle hub at ground floor and a large, flexible amenity space at first floor connecting to the podium garden.

Initial Design proposals:

Dwelling Size	Percentage
Studio	17%
1 Bed	26%
2 Bed	45%
3 Bed	12%
Total	140 Homes

0.4 parking spaces/dwelling
2 north-facing single-aspect homes
70% dual-aspect homes



View looking across Blyth Road from the north east



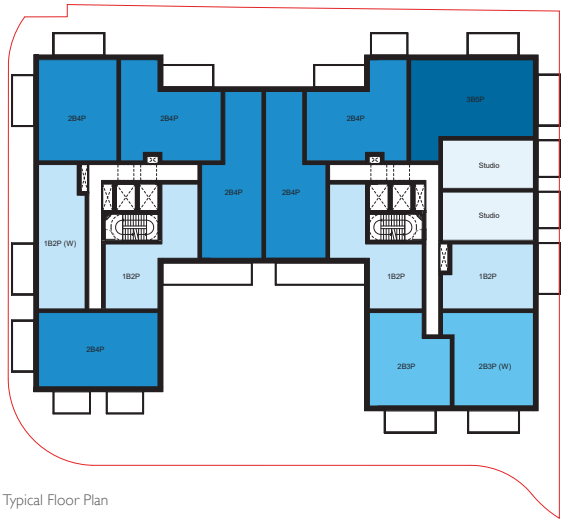
View of the podium garden and cycle hub entrance

PRE-APPLICATION MEETINGS

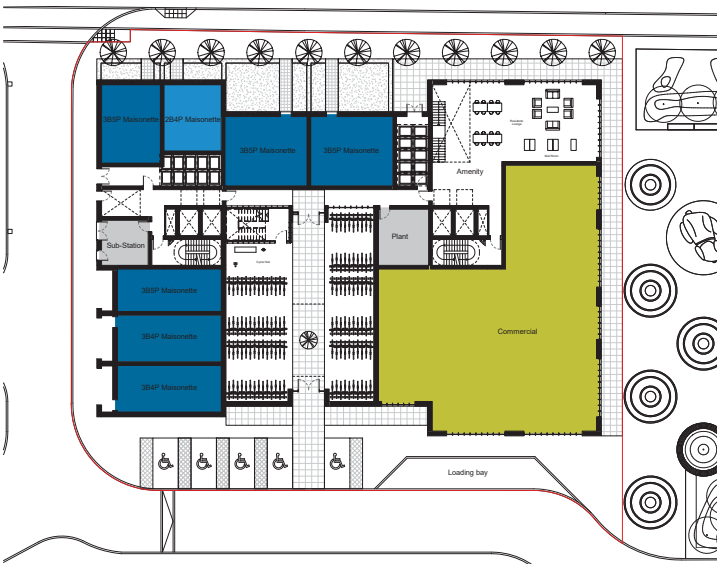
Initial proposals (140 homes)



First Floor Plan



Typical Floor Plan



Ground Floor Plan

- Commercial
- Studio
- 1 bed
- 2b3p
- 2b4p
- 3 bed
- Plant

Engagement & Design Evolution

PRE-APPLICATION MEETINGS

Key comments from London Borough of Hillingdon

Comment Received	Action taken
Insufficient provision of family (3+ bedroom) homes	Design amended for second pre-app to increase the percentage of family homes to 15%
Non-compliant Affordable Housing Tenure Split	Confirmed at second pre-app that a Financial Viability Assessment will be submitted with the application
Insufficient Amenity Space. Indoor amenity space is supported but will not be accepted to offset external amenity space shortfall	External Amenity Space increased for second pre-app, although still slightly below Hillingdon's standards. Recognising the importance of external amenity space for family homes, it was confirmed that ground floor, affordable rent, family homes meet Hillingdon's external amenity space standards.
Confirmation is required that Play Space Requirements are being met.	Confirmed at second pre-app. Further information to be submitted with application.
Concerns raised about proposed density given the PTAL rating of the site (1b/2)	A manual PTAL calculation was undertaken, demonstrating that the site currently has a PTAL of 3, which will increase to 4 with the arrival of Crossrail.
Car Parking provision at 0.4 was considered insufficient. The lowest level that has been approved in Hillingdon is 0.5 for a site next to the station.	Parking provision increased to 0.5 for the second pre-app.
Concerns about potential overshadowing to Vinyl Square	Shadow study prepared for second pre-app demonstrating compliance with BRE guidance for Vinyl Square overshadowing. Further information to be submitted with application.
Separation Distances are below Hillingdon's standard of 21m	Diagrams prepared for second pre-app illustrating that all courtyard-facing homes are dual-aspect and their living rooms do not face into the courtyard. Comparison prepared with Assembly Buildings, where separation distances are lower than 21m.
Street trees are shown on Blyth Road - will these be delivered?	Utility survey assessment concluded that some street trees can be provided on Blyth Road. These will be shown in the planning application

PRE-APPLICATION MEETINGS

Key comments from the Greater London Authority

Comment Received	Action taken
Concerns about depth of single aspect dwellings	Demonstrated that max. depth of single-aspect dwellings is 6.75m with frontages that exceed min. width requirements. Homes to be designed with exposed services to provide ceiling heights above minimum requirements.
Concerns about legibility of western core entrance.	Size of western core lobby increased.
Would indoor amenity Space be available to all tenures? Would Housing Associations agree to pay service charges for this space?	Following preliminary discussions with Housing Associations, all-tenure access to this space would be difficult to achieve. Consequently the indoor amenity space was removed from the development and efforts focussed on the provision of outdoor amenity space instead. This change also enabled amendments to eliminate single-aspect north-facing dwellings from the development.
Could heights be increased	London Borough of Hillingdon advised that this was the tallest that would likely be considered, due to the setting of nearby listed buildings.
Car Parking provision is too high	London Borough of Hillingdon advised that parking less than 0.5 wouldn't be acceptable.
Concerns about potential overshadowing to Vinyl Square	Shadow study prepared for second pre-app demonstrating compliance with BRE guidance for Vinyl Square overshadowing. Further information to be submitted with application.
Target of 75% provision of dual aspect homes	Proposal redesigned such that dual-aspect homes provision increased to 76%
Avoid any single-aspect north-facing homes	Proposal redesigned such that no single-aspect north-facing homes in the proposal
9 homes per core per floor on eastern core exceeds London Plan standards.	Proposal redesigned such that max. homes per core per floor is 8.
Sheffield stands should be provided in the cycle hub to provide cycle parking for all users	Sheffield stands have been accommodated within the cycle hub.

Engagement & Design Evolution

PRE-APPLICATION MEETINGS

London Borough of Hillingdon
10th September 2019

An updated proposal was presented to Hillingdon with additional detail provided on comments arising from the initial pre-application meetings. Changes from the first pre-application proposal included the following:

- Car parking increased to 0.5 spaces/dwelling
- Percentage of family homes increased
- Percentage of dual-aspect homes increased
- Number of single-aspect, north-facing homes reduced.
- External amenity areas increased
- Internal amenity space removed.
- Western lobby size increased.
- Sheffield stands provided within Cycle Hub

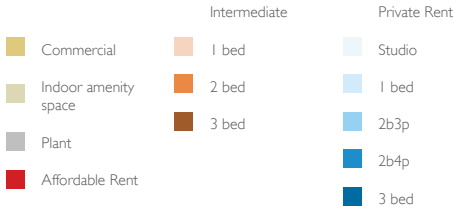
Updated design proposals:

Dwelling Size	Percentage
Studio	10%
1 Bed	30%
2 Bed	45%
3 Bed	15%
Total	138 Homes

0.5 parking spaces/dwelling
0 north-facing single-aspect homes
76% dual-aspect homes



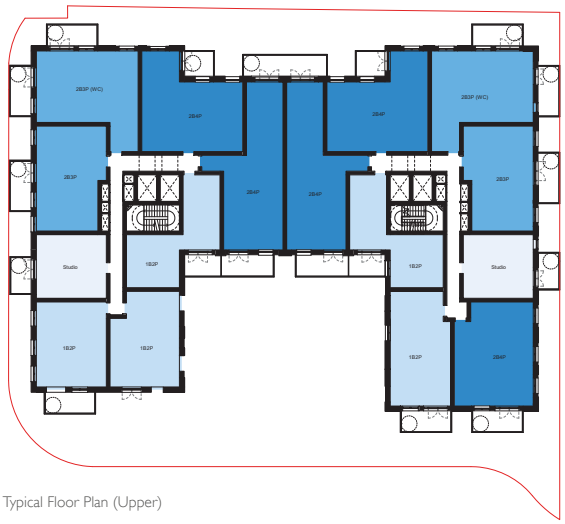
View looking across Blyth Road from the north east



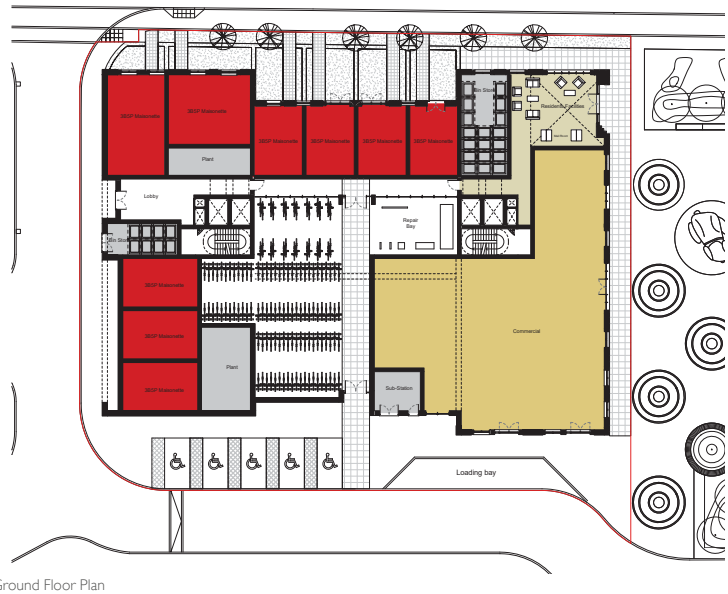
PRE-APPLICATION MEETING



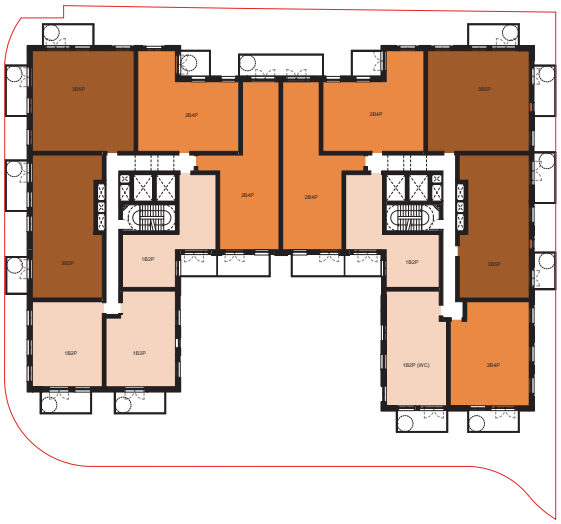
First Floor Plan



Typical Floor Plan (Upper)



Ground Floor Plan



Typical Floor Plan (Lower)

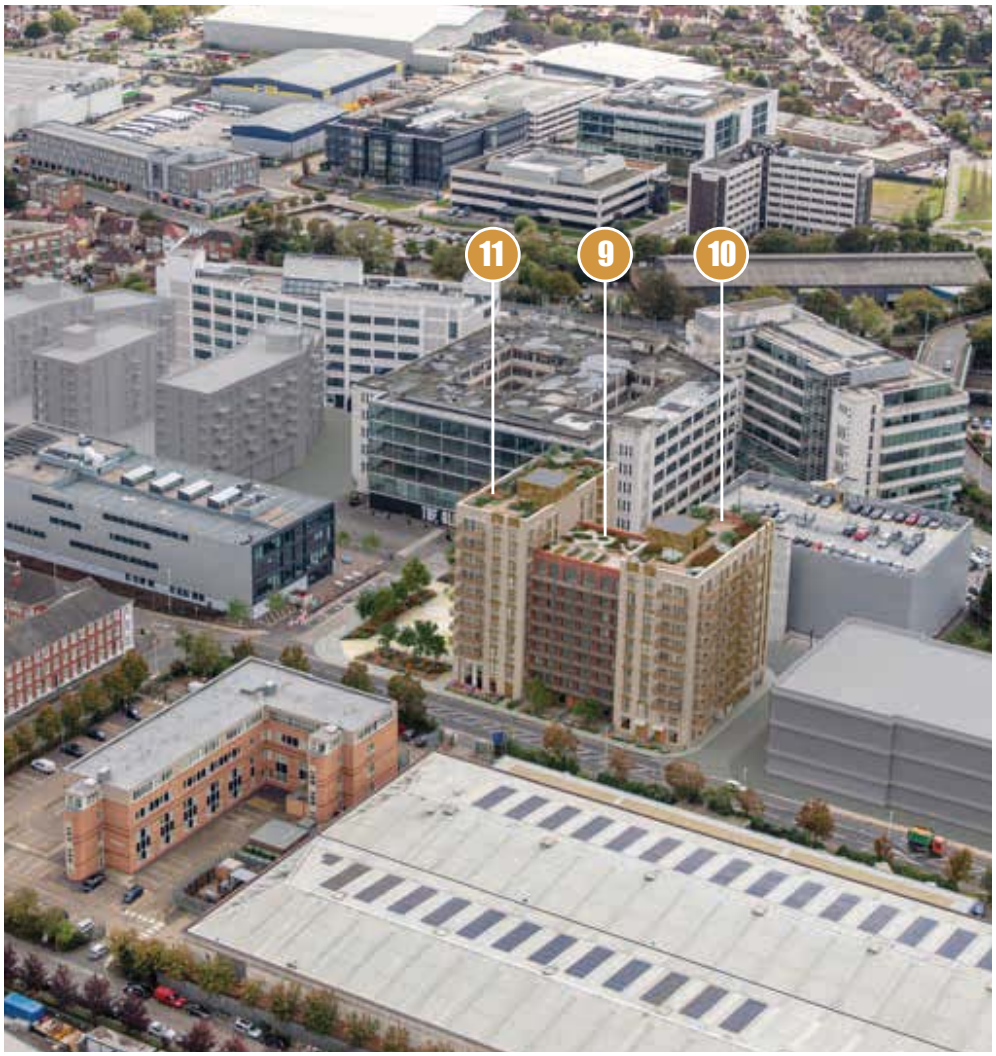
Engagement & Design Evolution

PRE-APPLICATION MEETINGS

Key comments from London Borough of Hillingdon following the second pre-app meeting

Comment Received	Action taken
Family (3+ bedroom) homes at 15%, whilst an improvement, is still too low	Design amended to increase percentage of family homes to 17%
Further evidence required to justify reduced separation distances. Assembly buildings should not be used as a precedent due to public amenity space access.	Windows offset and introduction of triangular projecting window feature to overcome privacy issues.
Concerns that area to the south of the building looks very hard. Can some landscaping be introduced here?	Street trees added along with planting strip adjacent to the southern edge of the podium.
Concerns that bin stores are not big enough.	Following confirmation from London Borough of Hillingdon on the required standards, fewer bins are required within the stores. These have been laid out to maximise bins that are accessible with a management solution to rotate bins between the two stores.

PRE-APPLICATION MEETINGS



London Borough of Hillingdon
11th November 2019

Following the second pre-application meeting, planning officers requested further imagery be provided showing the proposed height and massing within the context of surrounding buildings. Aerial CGIs were prepared and submitted, along with justification for the proposed heights. Further correspondence led to a meeting with Hillingdon planning officers on 11th November 2019.



Comment Received	Action taken
Concerns about the visual impact of the development from the west. The western wing should be reduced to create a stepping in height down to the adjacent, lower Veneer Store.	Heights reviewed and massing amended to step down from east to west so the lowest element is adjacent to the Veneer Store.



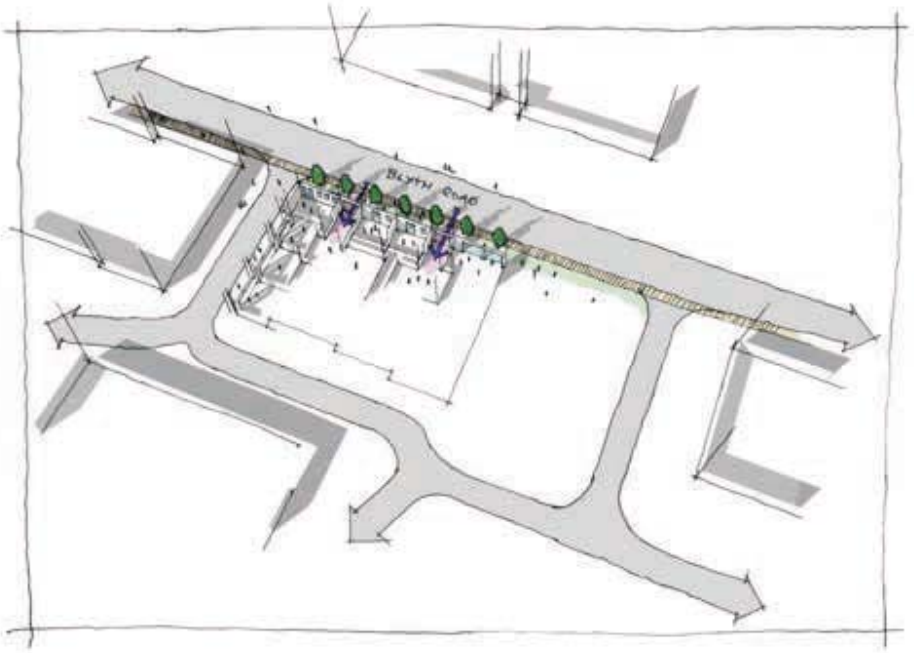
CHAPTER 5

THE PROPOSAL

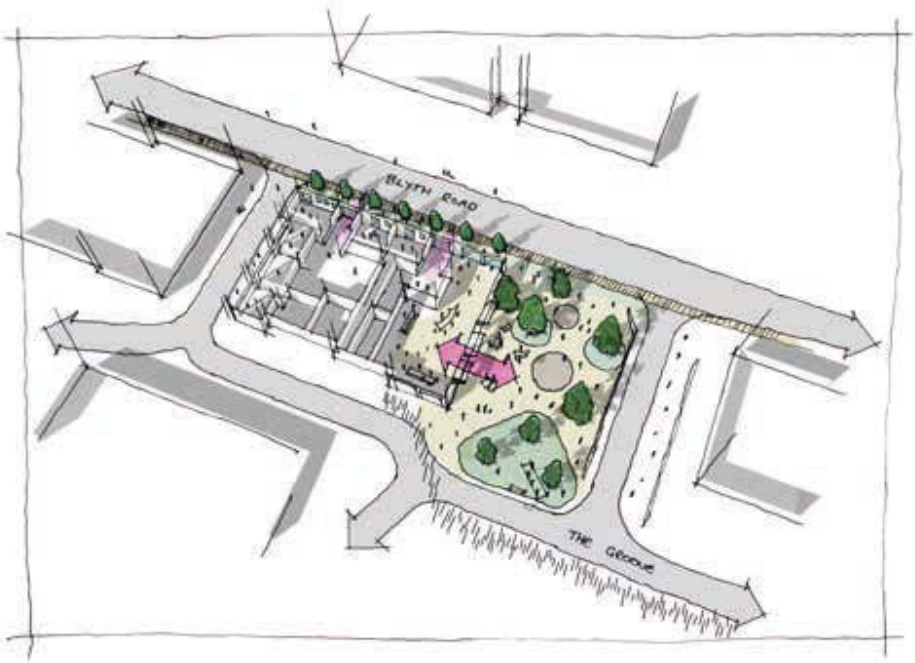
The Proposal

DESIGN PRINCIPLES

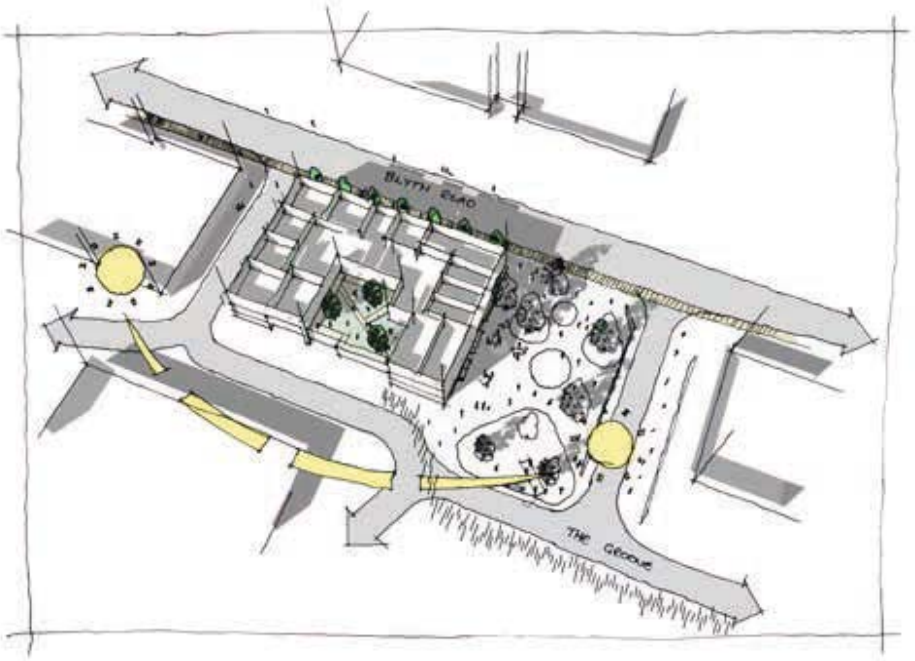
1. Activate the street frontage on Blyth Road.



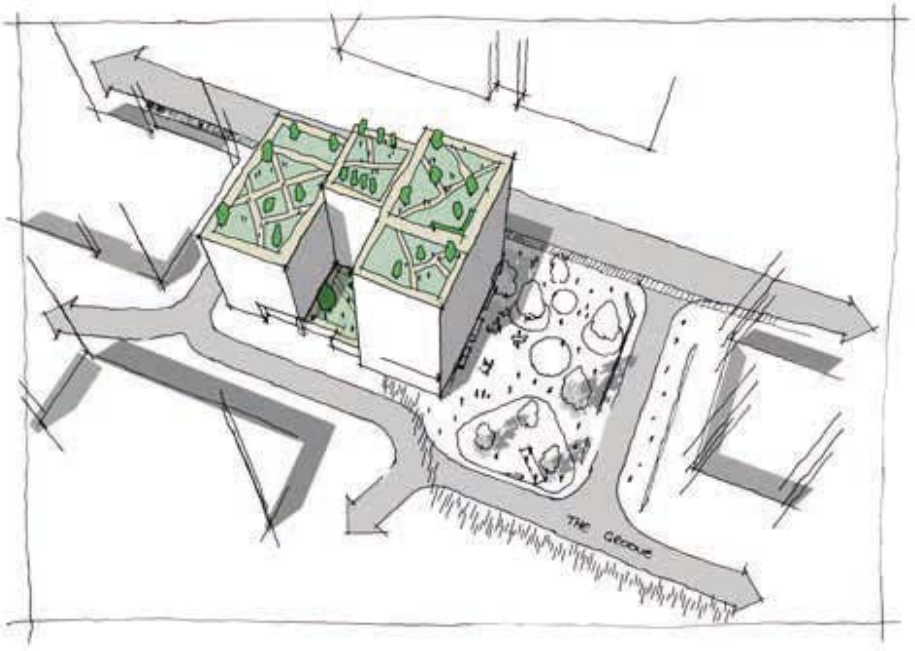
2. Animate the square with new commercial uses.



DESIGN PRINCIPLES



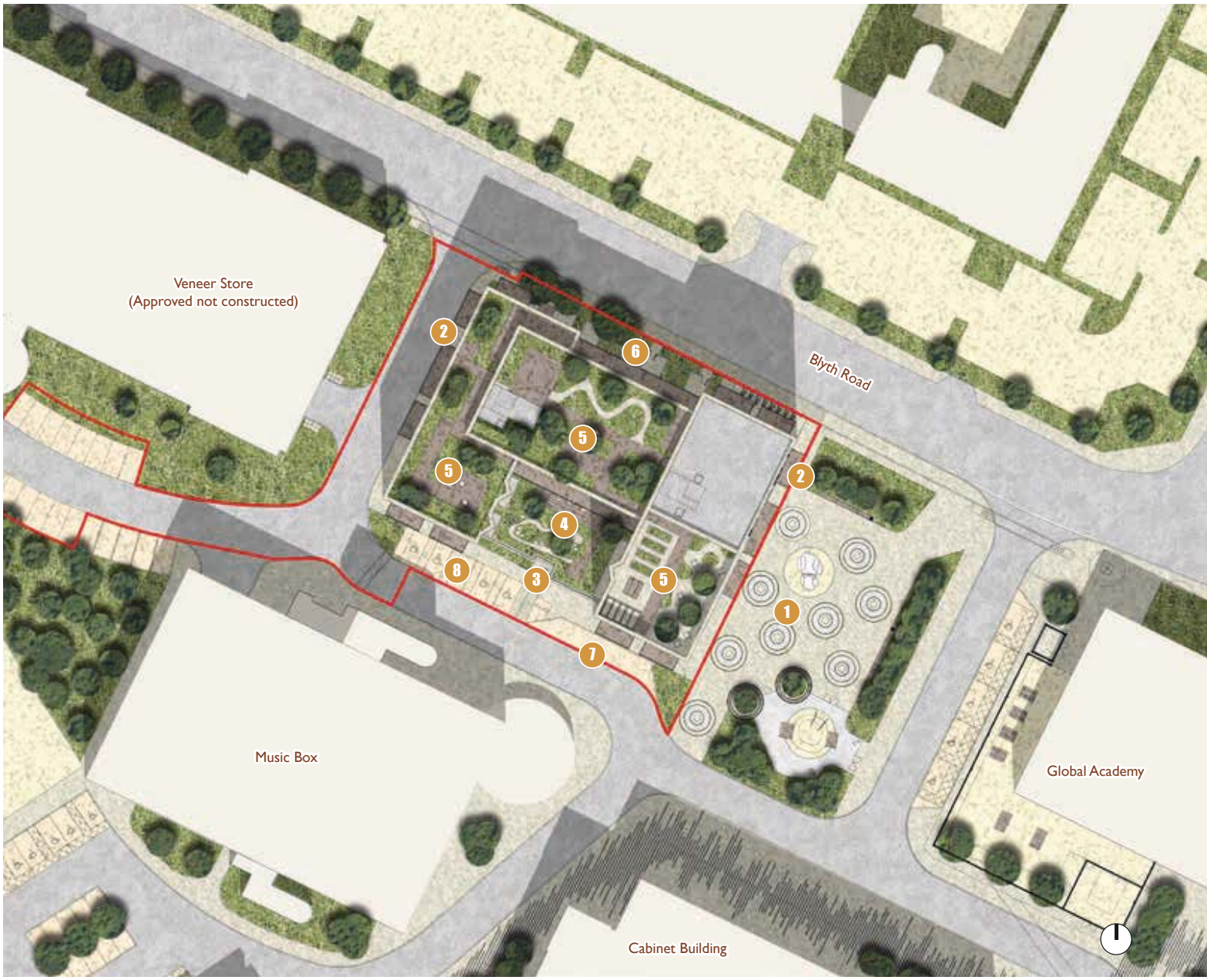
3. Orientate the podium garden to maximise south facing aspect.



4. Define the massing to create three separate elements, with the tallest facing Vinyl Square to the east and the others stepping down in height to the west.

The Proposal

SITE PLAN



SITE PLAN

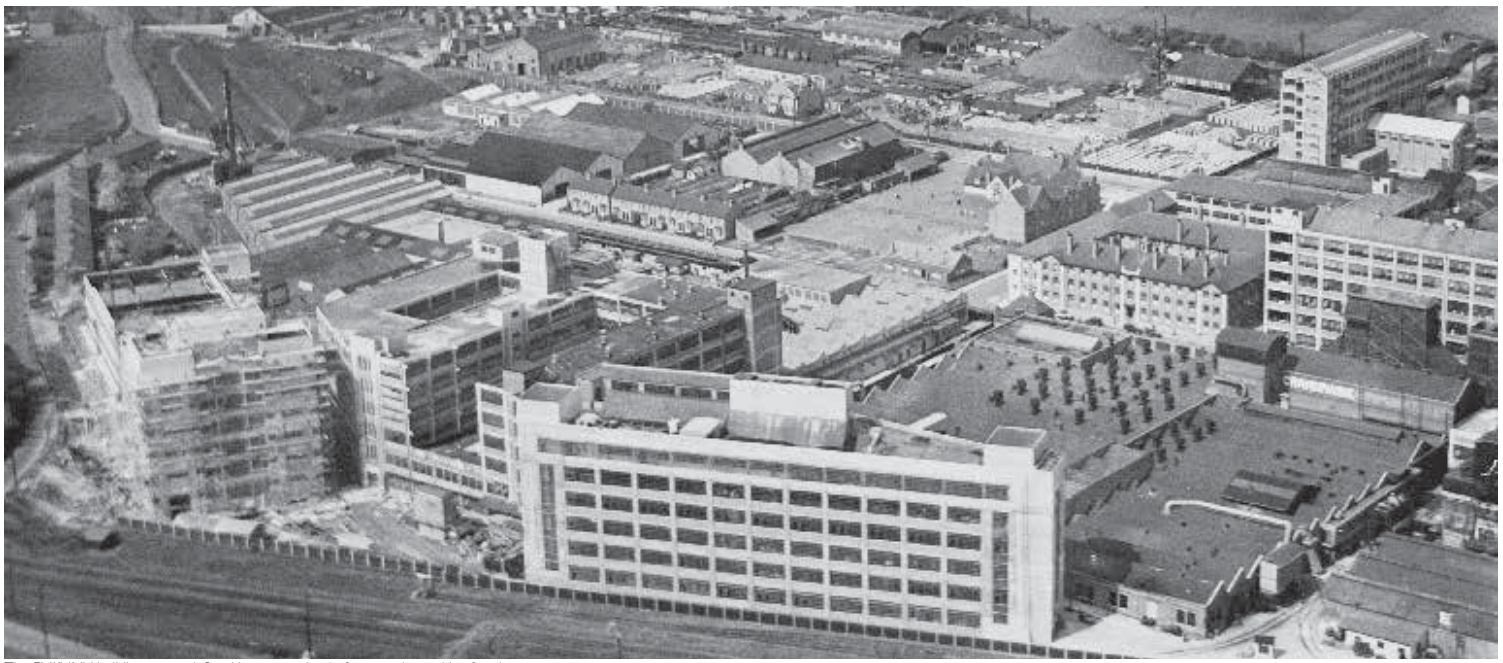


1. Vinyl Square (Resolution to approve. Not yet constructed)
2. Main Residential Entrances
3. Cycle Hub Entrance
4. Podium Garden
5. Roof Terraces
6. Maisonette Front Gardens
7. Loading Bay
8. Disabled Parking

Dwelling Size	Percentage
Studio	8.2%
1 Bed	30.6%
2 Bed	44.8%
3 Bed	16.4%
Total	134 Homes

The Proposal

ARCHITECTURAL APPROACH



The EMI/HMV buildings were defined by strong, simple forms and repetitive façades



The Shipping Building



The Cabinet Building

ARCHITECTURAL APPROACH



The Cabinet Building



The Record Store

The original EMI/HMV factory was characterised by large, uncompromising buildings with wide, repetitive façades. At the time of their construction, these buildings were set amidst single-storey warehouses, houses and undeveloped countryside and put Hayes on the map.

Today, the Shipping Building (locally listed), Record Store (locally listed), Cabinet Building and Enterprise House (listed grade II) to the north of Blyth Road are considered heritage assets. The conservation area covers the following buildings:

- Shipping Building
- Cabinet Building
- Record Store
- Pressing Plant (Apollo)
- Jupiter House
- Enterprise House

Together, they define a clear architectural character for the area.

The Proposal

ARCHITECTURAL APPROACH



The Old Vinyl Factory today



The Global Academy



The Music Box

ARCHITECTURAL APPROACH



The Material Store



The Assembly Buildings

For the most part, the new buildings that have been approved as part of The Old Vinyl Factory reflect the character of the retained heritage buildings. In particular, the Assembly Buildings and Material Store feature elevational treatment that is simple and repetitive, with wide frontages and minimal variation in materials. These sit well amongst the retained heritage buildings. In addition, the Music Box and Global Academy, whilst lower, also feature long, uniform elevations.

For 1 Vinyl Square, the starting point was to create a building that is appropriate to the context and character outlined on the previous pages. This is a context of strong, robust, confident buildings, with simple forms and repetitive features, reflecting the site's heritage.

The Proposal
HEIGHTS & MASSING

1 Vinyl Square ranges from 9 to 11 storeys in height. Its roof level is set out at +66.82 AOD. As such, it is below the maximum height parameter of +66.90 AOD approved for this building as part of the outline permission for The Old Vinyl Factory. This site was identified in the outline application as the location for the tallest building in masterplan and suitable for a building of this height due to its important location on Blyth Road, overlooking Vinyl Square. As such, it will act as a focal point for the development and landmark at the main entry point.

As illustrated in the images on the following pages, the height and massing sit comfortably within the context of the existing and new buildings that surround it and complement the form and character of these buildings.

The proposal follows the requirements of policy D1B of the Draft London Plan to optimise site capacity through a design-led approach. For example:

- As outlined on the previous pages, it responds to local distinctiveness with due regard to existing building types, forms and proportions.
- It encourages active travel as part of the wider Old Vinyl Factory masterplan and through cycle hub facilities provided at ground floor.
- It addresses the streets, provides front doors onto these streets and the layout clearly defines public and private spaces.
- It provides active frontages, with maximised activity and natural surveillance onto the public realm at street level, particularly facing Vinyl Square, an important new public space.



Veneer Building: Approved Parameters

HEIGHTS & MASSING



View looking south across The Old Vinyl Factory site

The Proposal
HEIGHTS & MASSING



View looking east across The Old Vinyl Factory site towards Hayes Town Centre and station

HEIGHTS & MASSING



The Proposal

HEIGHTS & MASSING



Blyth Road Elevation

HEIGHTS & MASSING



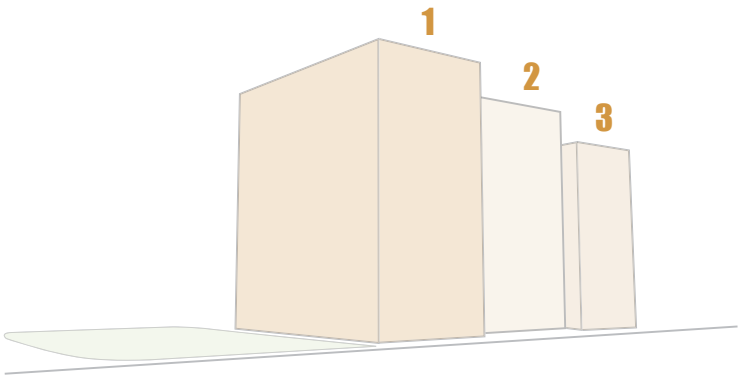
Music Box

1 Vinyl Square

Veneer Store

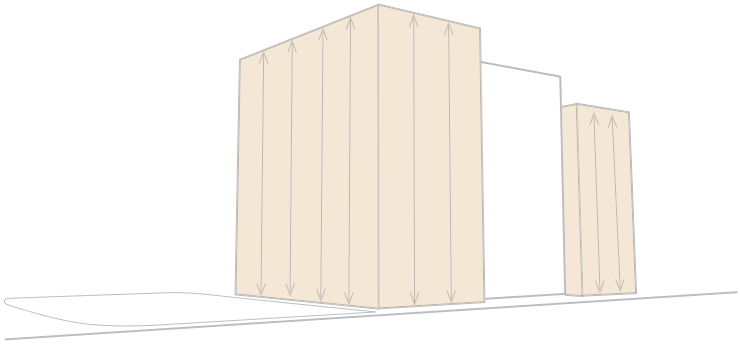
The Proposal

ELEVATION PRINCIPLES



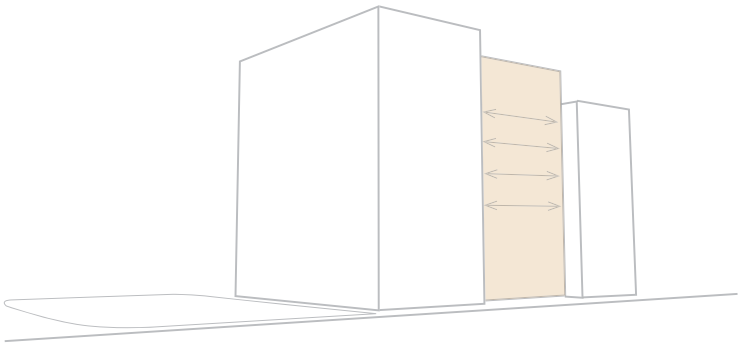
Three simple elements:

1. A primary element, marking Vinyl Square to the east
2. A lower, central, linking element
3. The lowest element to the west, stepping down in height to the future Veneer Store building



The Wings

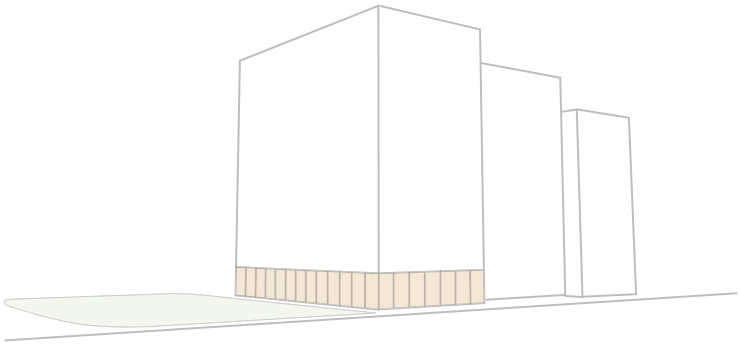
The 'wing' elements are given a vertical emphasis and Art Deco character in a lighter colour to reflect the large, retained EMI factory buildings to the south.



Linking Building

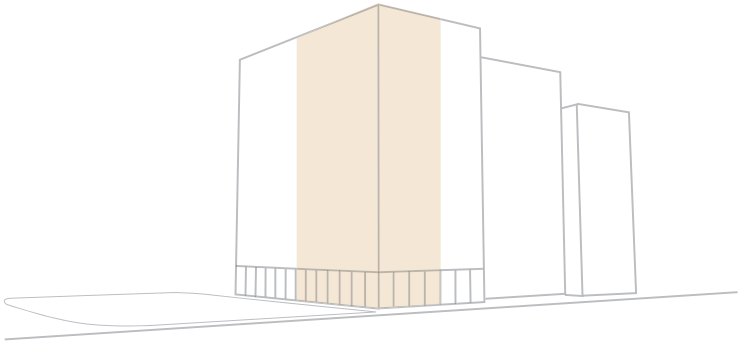
The linking element is given a horizontal emphasis and simple warehouse aesthetic in red brick reflecting Jupiter House to the north of Blyth Road, and the lower, now demolished factory buildings previously on the site.

ELEVATION PRINCIPLES



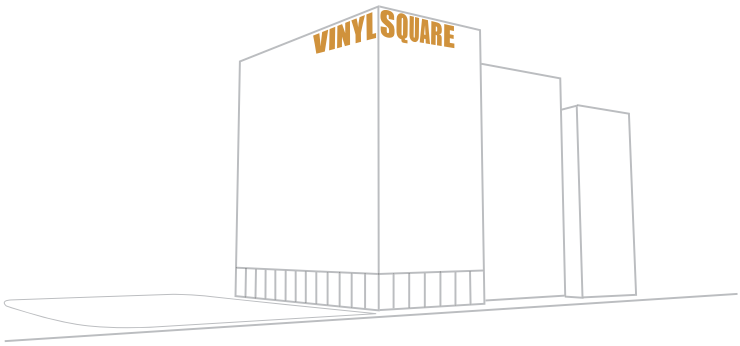
The Base

Celebrate the ground floor overlooking Vinyl Square. Maximise glazing and activity overlooking and animating the square, highlighting the commercial uses and resident's lounge.



The Gateway

Emphasise the key northeast corner where Vinyl Square meets Blyth Road, to create a focal point and landmark this important location within the wider masterplan.



Details

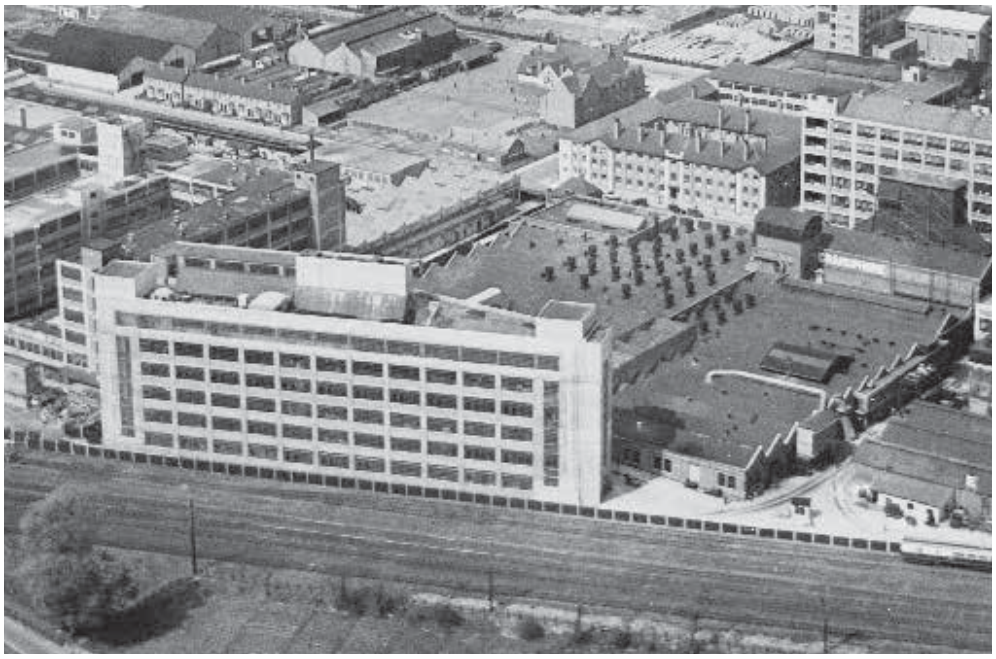
Signage and metalwork details respond to other buildings in the Old Vinyl Factory and reinforce the art deco and warehouse characteristics.

The Proposal

ARCHITECTURAL INSPIRATION

The elevational approach and choice of materials reflect the rich, industrial heritage of the site. The retained, historic buildings within The Old Vinyl Factory, designed by Wallis, Gilbert and Partners exhibit repetitive, gridded façades, a robust character and some Art Deco details. Inspiration was also taken from the Hoover Building in Ealing, also designed by Wallis, Gilbert and Partners around the same time as The Old Vinyl Factory.

Lower, secondary buildings at the original factory were red brick and more simple in appearance.



The original EMI factory consisted of large, white, primary buildings and smaller red brick buildings.



Art Deco detailing at the top of The Shipping Building



Geometric details and recessed entrance at The Hoover Building



Triangular feature window on The Hoover Building

ARCHITECTURAL INSPIRATION

Metalwork is prominent around The Old Vinyl Factory in various forms and offers an opportunity to create interest and highlight key entrances.

Several buildings also incorporate bold signage into their elevations such as The Material Store and the Boiler House.



The Record Store presents a simple, repetitive facade



Traditional warehouse aesthetic with crittal windows in Clerkenwell, London



Building signage is prominent around The Old Vinyl Factory



A secondary material can be used to group windows and create interest



Hit and miss brickwork creates interest and ventilation to cycle stores



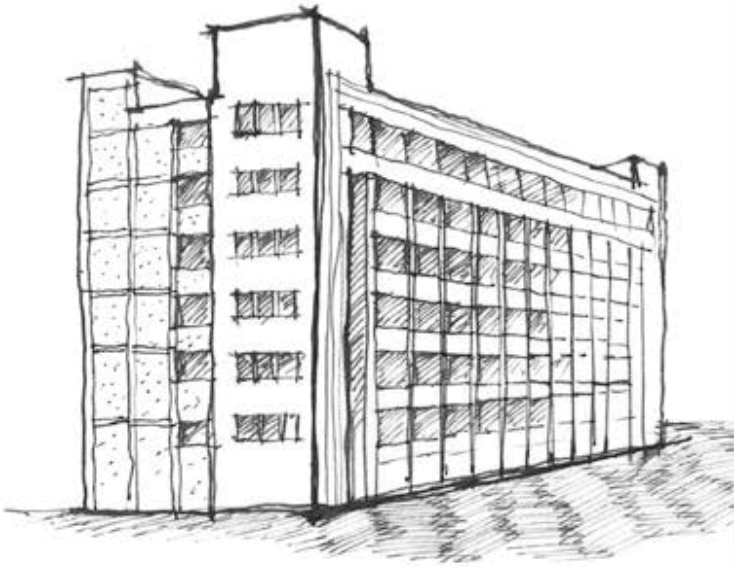
Patterned metalwork to highlight key entrances



Metalwork detailing takes various forms at The Old Vinyl Factory

The Proposal

WINGS: DESIGN PROGRESSION

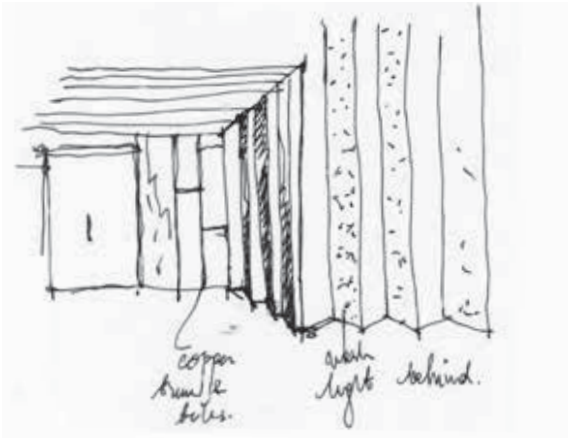




Top detail enhances the verticality and breaks the elevation in 2 distinct elements

Vertical element marking the corner through detailed balconies and grouping.

Residential entrance is highlighted through a deep tapering inset.





WINGS: ARCHITECTURAL LANGUAGE

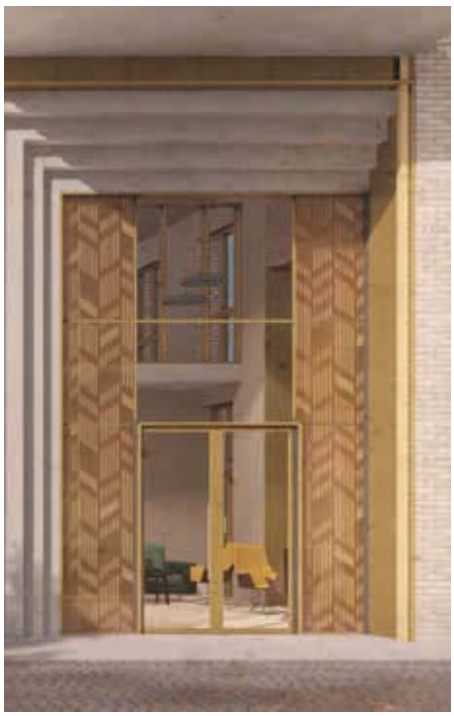
Art Deco Pattern

Pattern used in the 'wing' building to highlight the entrance and commercial units. Metal detail makes reference to the industrial and art deco character of the site.



Ground Floor Details

The metal pattern filters light in the residential entrance and creates ground floor interests.





Bay Windows

The bay windows are a reference to the Hoover Building. They are south orientated to allow for better daylight and sunlight and provide greater privacy.



Balcony Balustrade

The balcony balustrade picks up on the geometric details derived from the Art Deco style. They give a stronger character to the 'wing' building and help to break the elevation.

The Proposal

WINGS: MATERIALITY

Brass colour metal cladding

Light buff brick

Soldier course buff brick

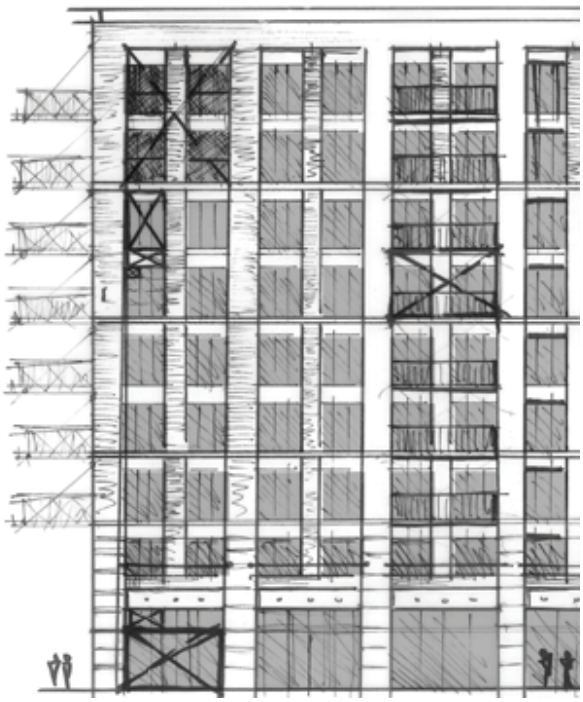
Brass colour metal railing

Reconstituted stone cladding

Brass colour metal mesh



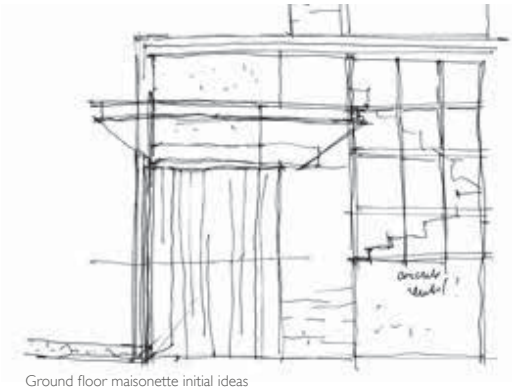
LINK BUILDING: DESIGN PROGRESSION



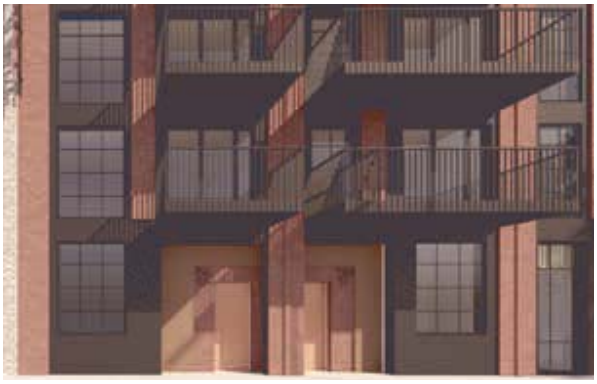


Warehouse crittall-style windows

Maisonettes on ground floor to animate the streetscape



Ground floor maisonette initial ideas



The Proposal

LINK BUILDING: ARCHITECTURAL LANGUAGE

Horizontal Treatment

The link building has a warehouse aesthetic with a horizontal treatment through simple detailing and robust brick piers.





Ground Floor

Soldier course brickwork highlights single storey ground floor. Entrances to maisonettes are set back from the pavement with tall windows, lifted from the ground to allow for daylight.

Cycle Store

Hit and miss brickwork to allow light to filter into the cycle store





Ancillary Doors

Metal mesh detail to ancillary doors

LINK BUILDING: MATERIALITY



Red brick
Dark grey metal cladding

Dark grey metal railing

Soldier course red brick

The Proposal

ILLUSTRATIVE VIEWS



Blyth Road Elevation

ILLUSTRATIVE VIEWS



View across Vinyl Square

The Proposal

ILLUSTRATIVE VIEWS



Podium Garden and Cycle Hub entrance

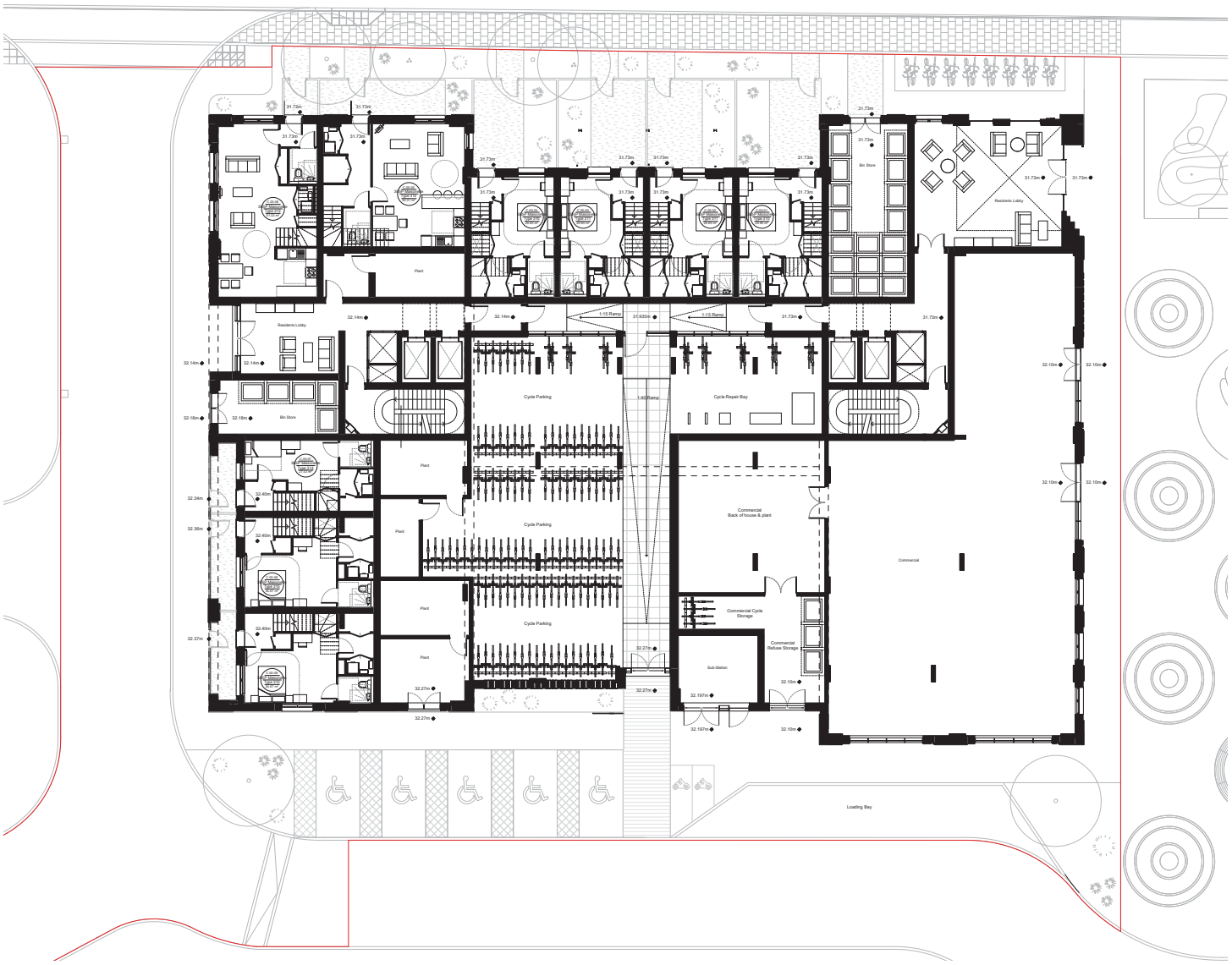
ILLUSTRATIVE VIEWS



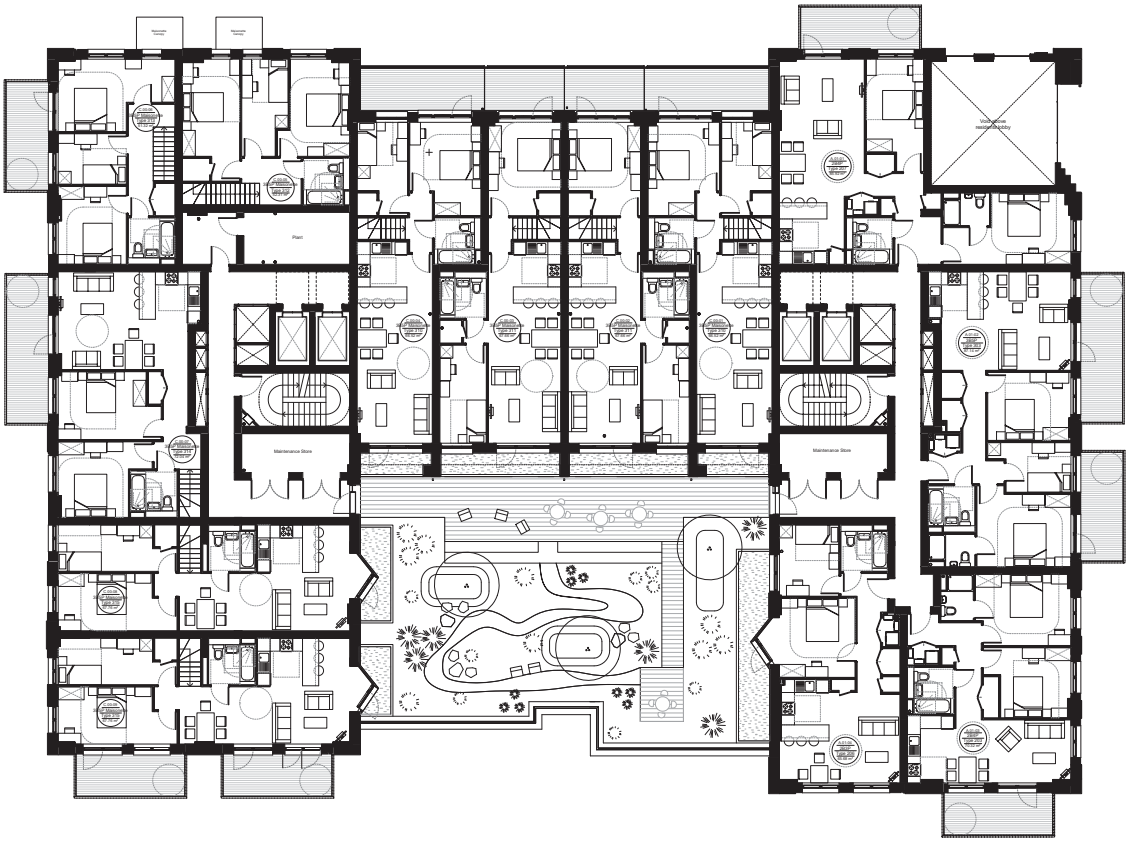
Podium Garden

The Proposal

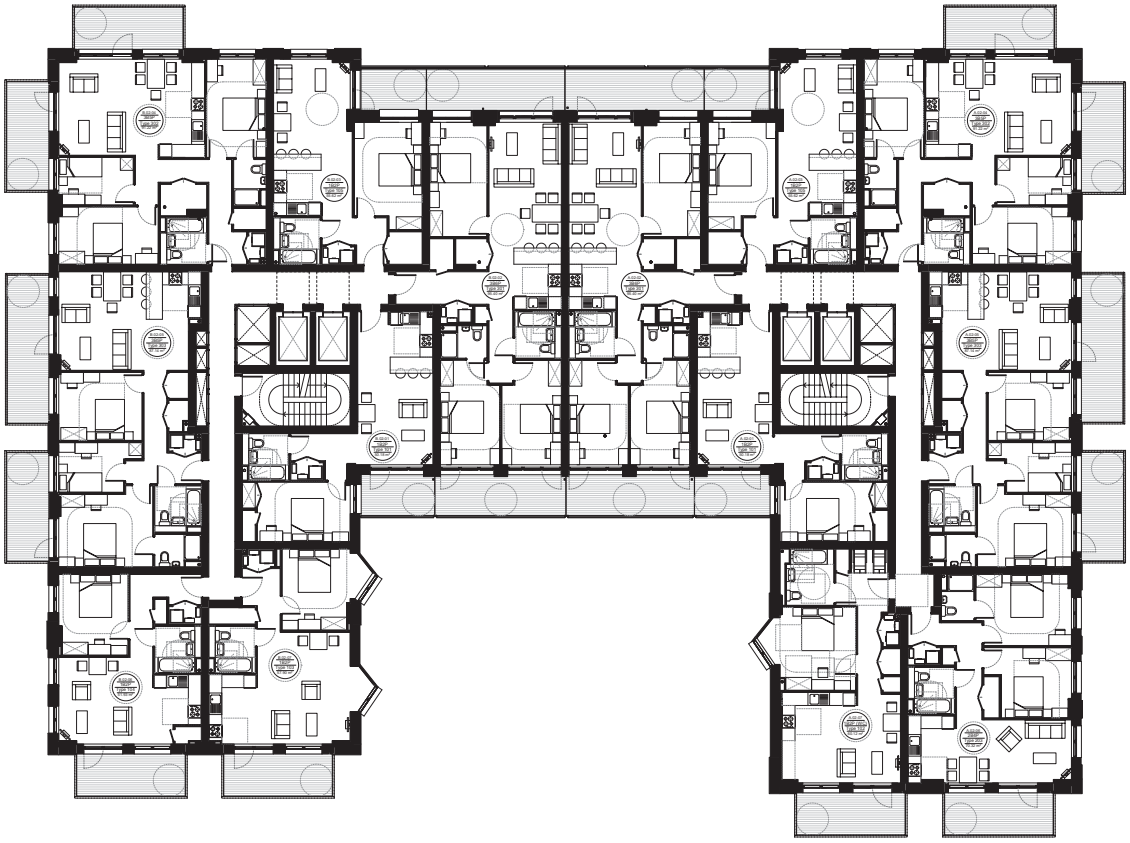
GROUND FLOOR PLAN



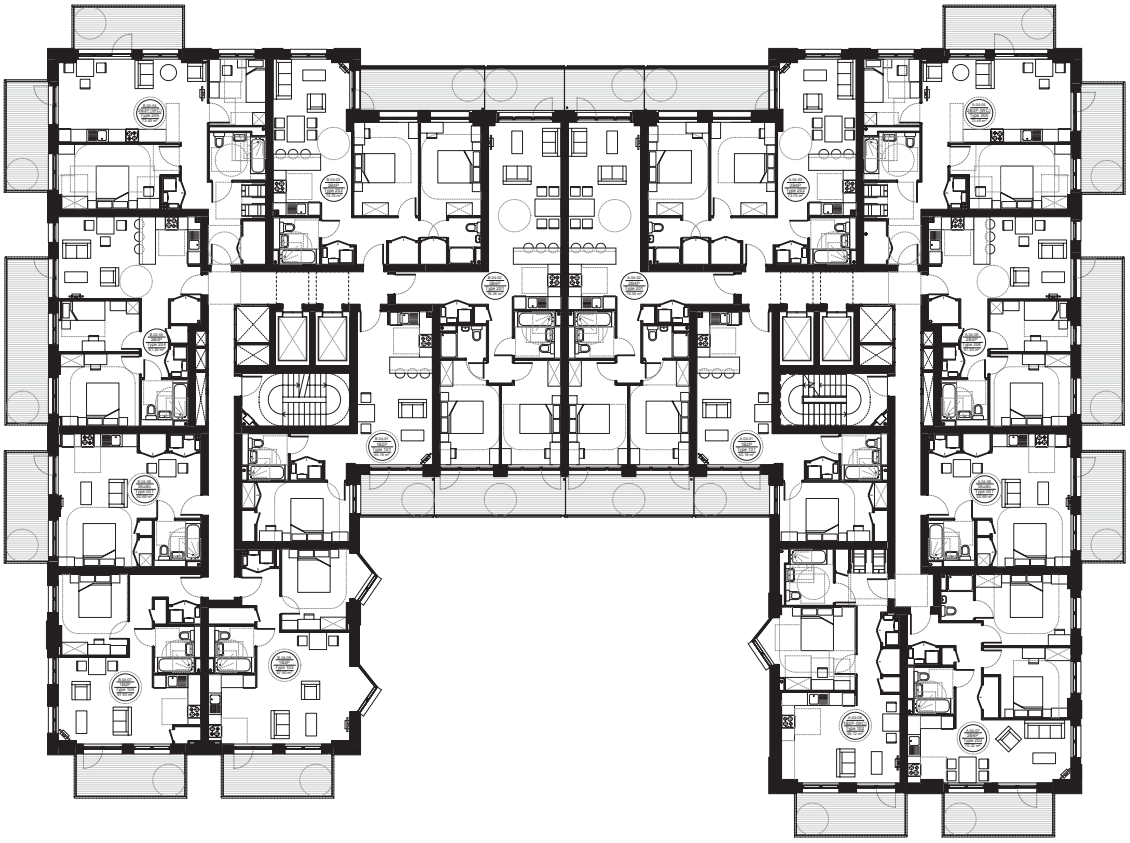
FIRST FLOOR PLAN



TYPICAL FLOOR PLAN (LOWER)

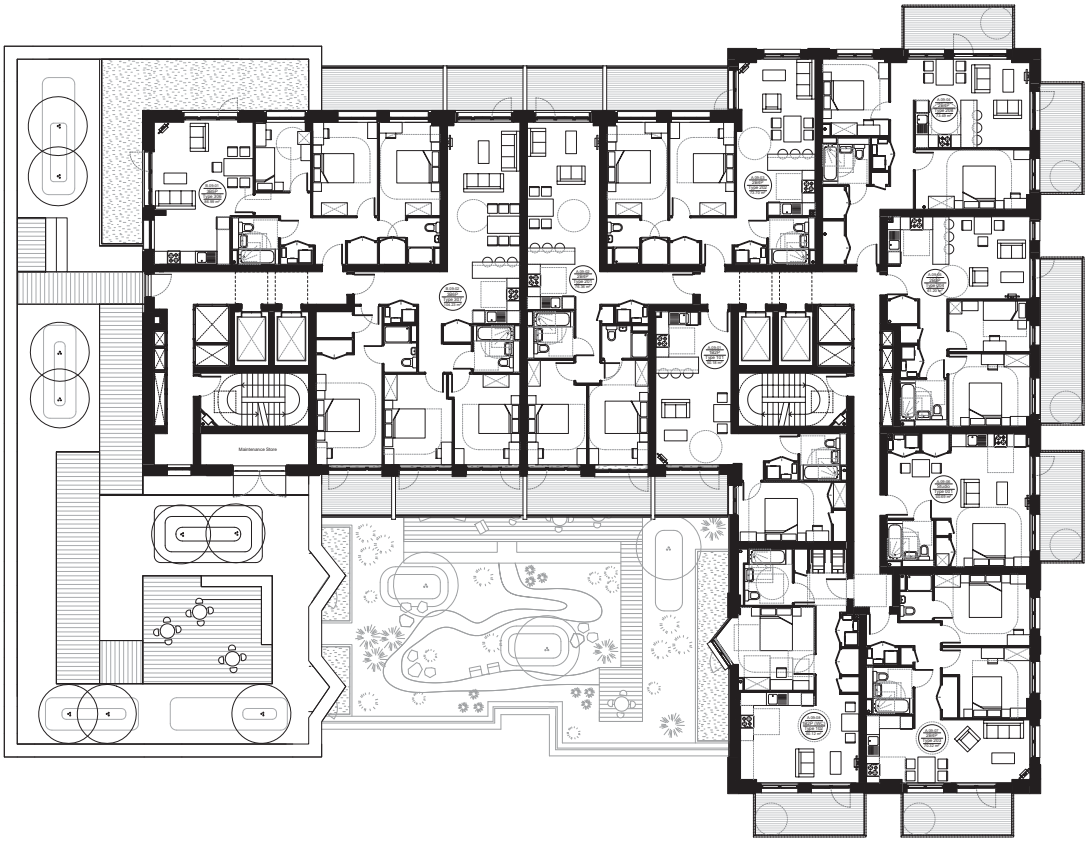


TYPICAL FLOOR PLAN (UPPER)

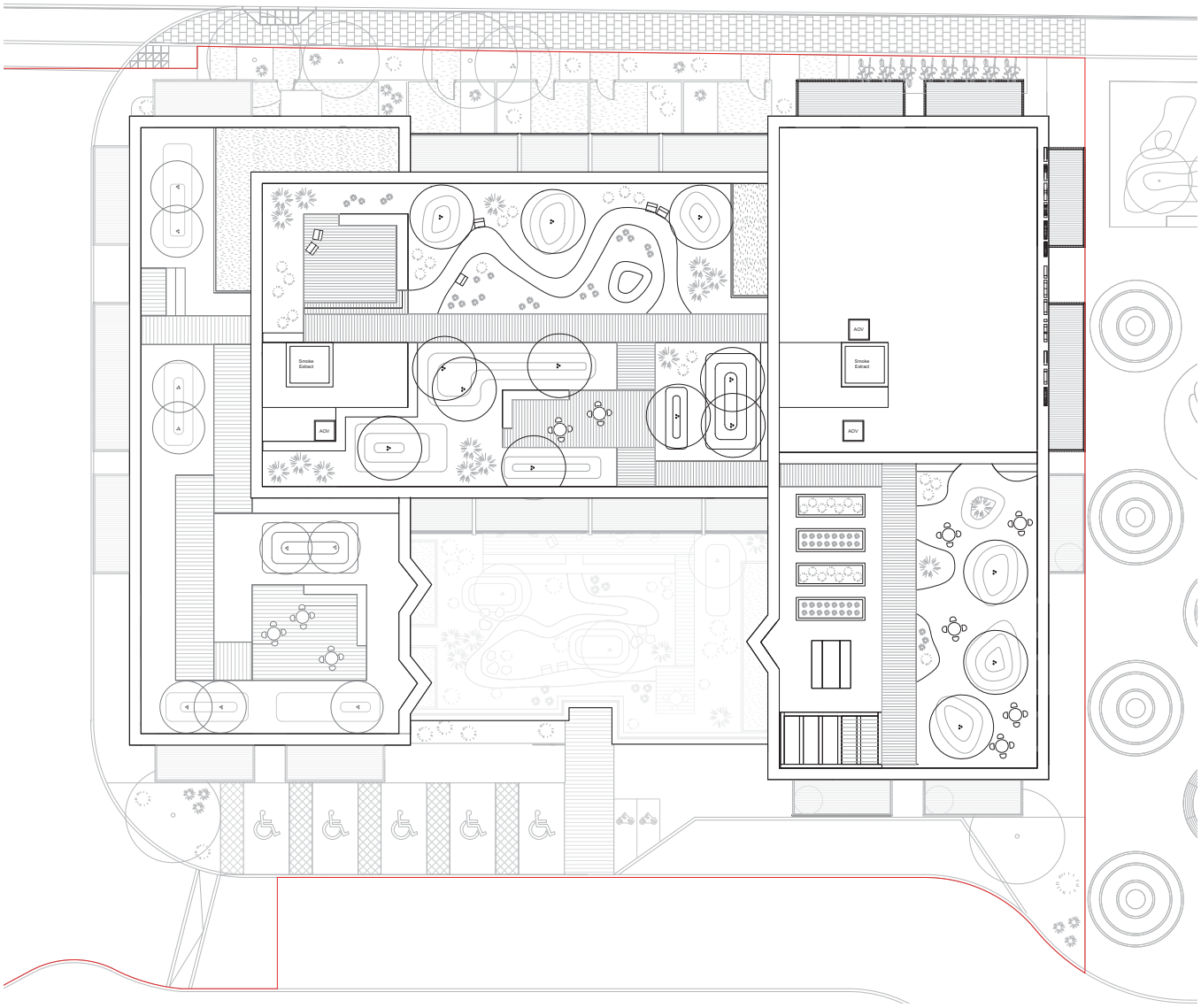


The Proposal

UPPER LEVEL PLAN



ROOF PLAN



The Proposal

SINGLE/DUAL ASPECT HOMES

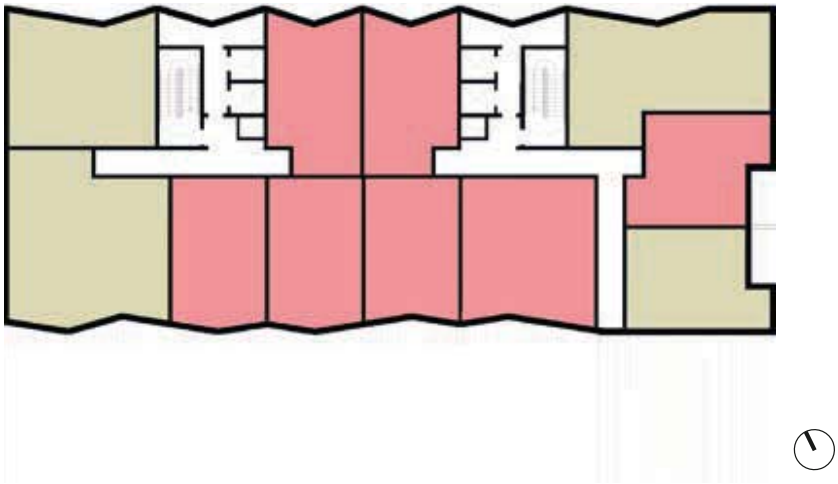
The illustrative proposal for the Veneer Building included as part of the outline permission delivered a large percentage of single-aspect north-facing homes and a relatively small percentage of dual-aspect homes.

From the outset, the intention has been to improve the aspect in the new designs for dwellings at 1 Vinyl Square.

Outline Consent Illustrative Proposal

41%
Dual-aspect homes

17%
Single-aspect north-facing homes

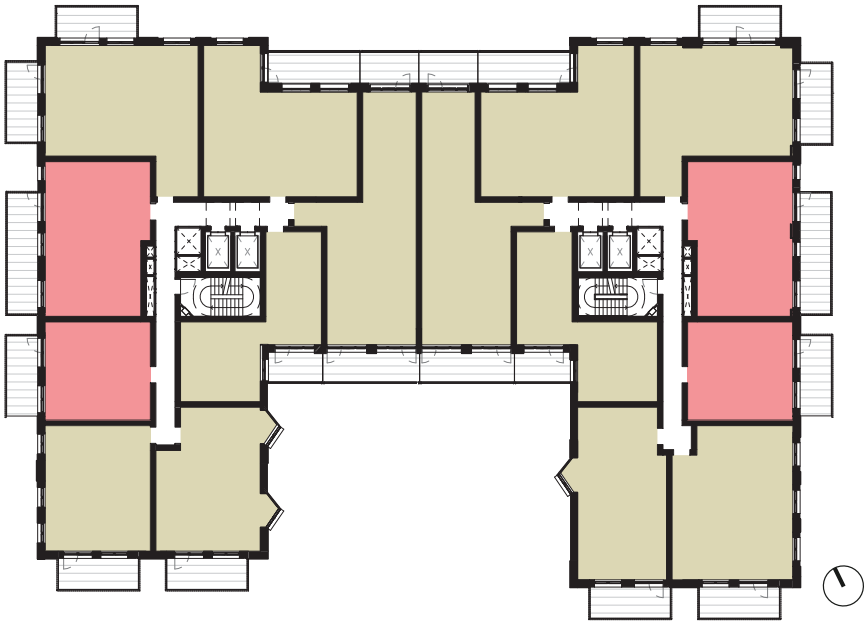


Typical floor: Outline Permission Illustrative Proposal

Proposal

78%
Dual-aspect homes

0%
Single-aspect north-facing homes

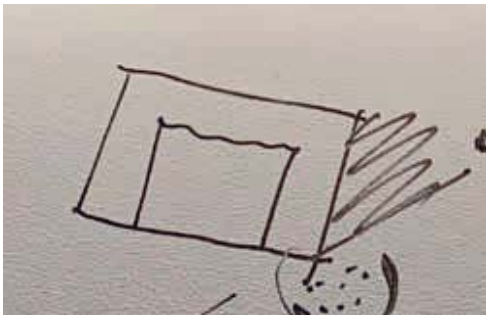


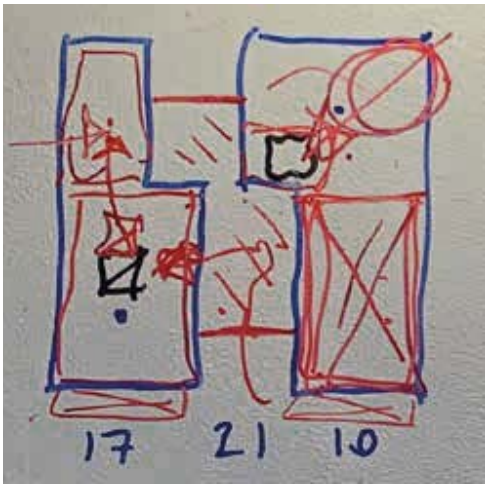
Dual aspect

Single aspect

Typical Floor: Proposed

SEPARATION DISTANCES





Early layout sketches

In order to maximise the delivery of homes and create positive frontage to three sides of the site, initial design studies concluded that a C-shaped typical floor layout with a southwest-facing podium garden would be the optimal arrangement. However, due to plot constraints, the maximum building width was 48m. Working with Hillingdon's standard 21m separation distance the design team tested several layout options, but these resulted in building widths that were too narrow to provide efficient flat layouts.



The Proposal

SEPARATION DISTANCES

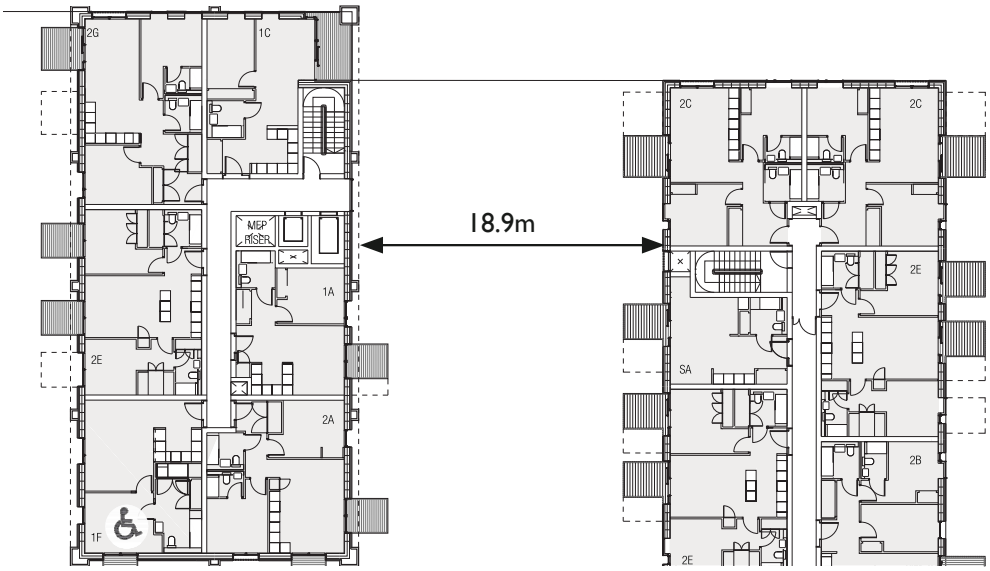
Following the early studies, an option was investigated with a reduced separation distance of 19m. This is regularly seen on similar types of developments elsewhere in London and was also approved on the Assembly Buildings in part of The Old Vinyl Factory.

By reducing the separation distance to 19m, a layout was generated with 14.5m deep buildings on either side of a central courtyard. This building depth allowed sufficient flexibility to create an efficient residential floorplate.

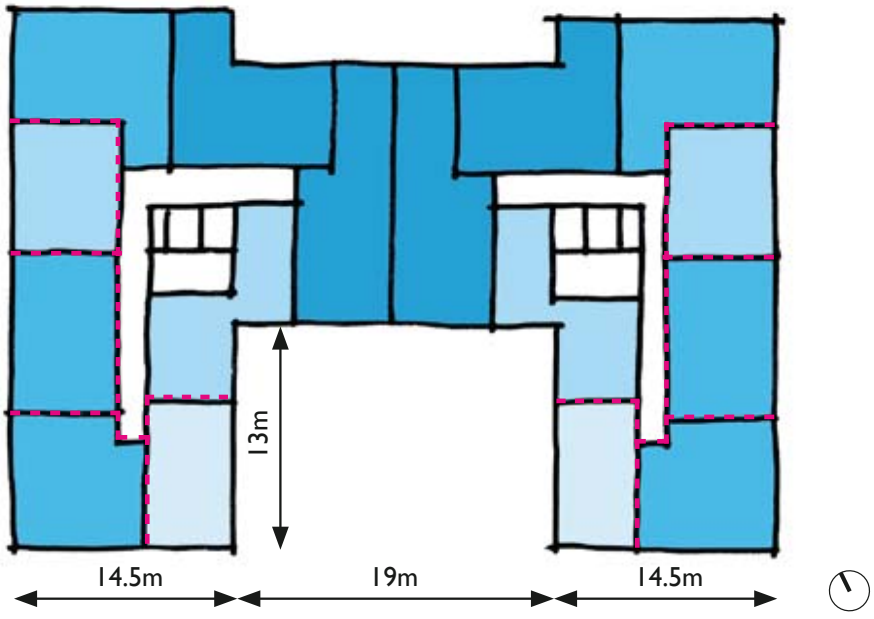
Aware that the resulting courtyard would not comply with Hillingdon's separation standards, the design team developed a series of features to mitigate the impact of the reduced distance.

Courtyard Depth

The emerging design consisted of two 'wing' elements with a linking building connecting them along the northern edge of the site. A decision was made to move the linking building southwards. In doing so, the depth of the courtyard was reduced to 13m. The resulting courtyard proportions avoid feelings of excessive enclosure, allow light to penetrate to the full depth and enable long views from all of the homes.

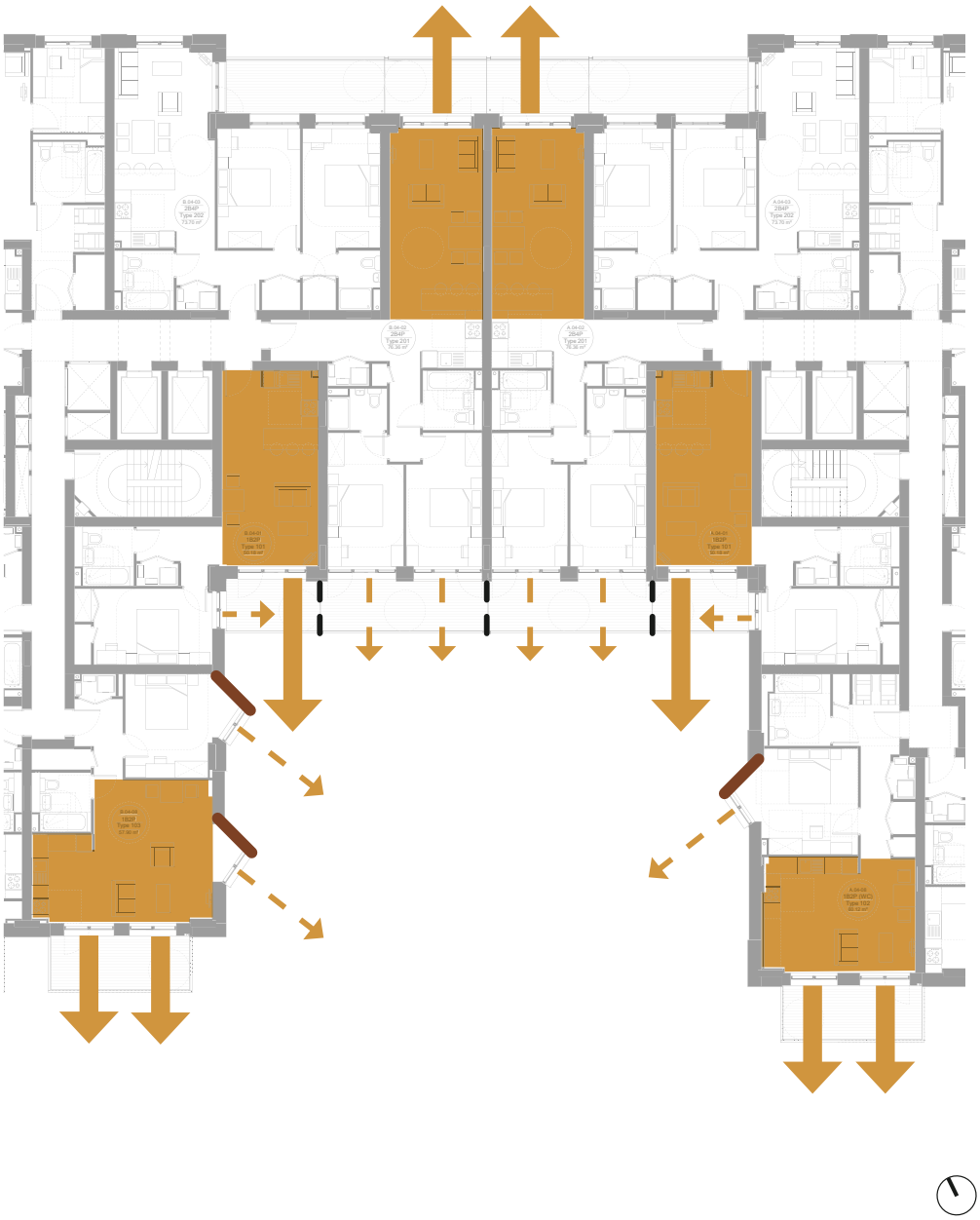


Separation distances on the approved Assembly Buildings



Proposed building footprint

SEPARATION DISTANCES

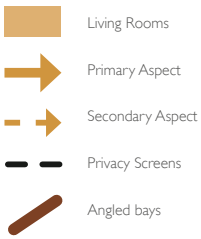


Dual Aspect Homes

The layout was developed to ensure that all homes facing onto the courtyard would be dual-aspect. This ensures all homes benefit from views in more than one direction, reducing the impact of the direct-facing condition.

Location of Living Rooms

Living rooms are typically the rooms that people spend most of their time in. Therefore to avoid privacy concerns that might arise from a reduced separation distance, living rooms are deliberately located in outward facing positions.

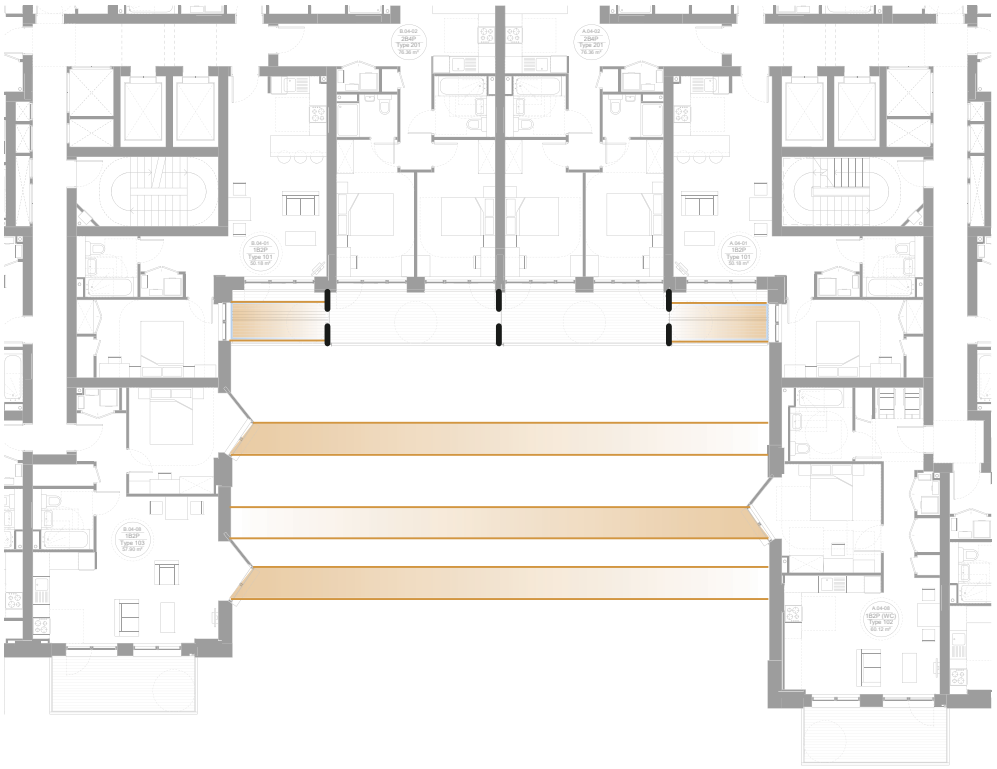


The Proposal

SEPARATION DISTANCES

Offset Windows

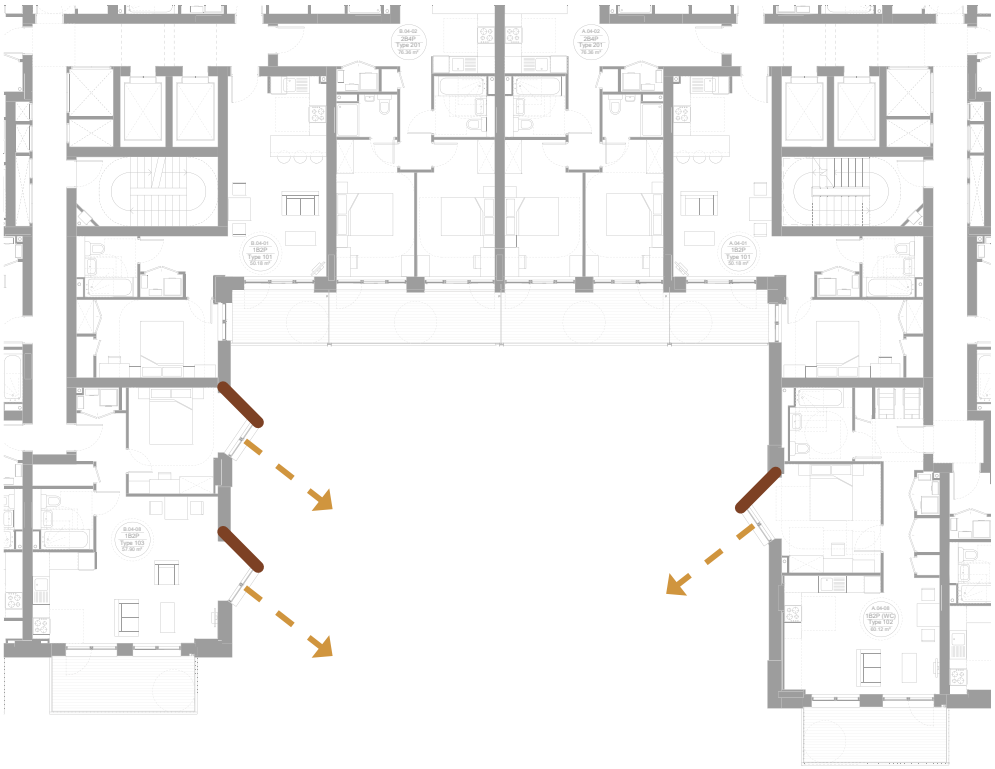
To further mitigate the direct-facing condition, windows facing the courtyard have been offset. This has two benefits. Firstly, it avoids windows directly facing each other. Secondly, it increases the distance between windows.



Privacy screens

Zones of overlap

SEPARATION DISTANCES



Angled Window Bays

A feature window bay has been developed for the windows facing into the courtyard. This window bay directs views towards the south and away from neighbouring windows or balconies.

The triangular form is inspired by features on the Art Deco Hoover Building in Ealing. Opened in 1933, the building was designed by Wallis, Gilbert and Partners, the architects responsible for the original buildings at The Old Vinyl Factory.

Solid panel



The Hoover Building, Ealing







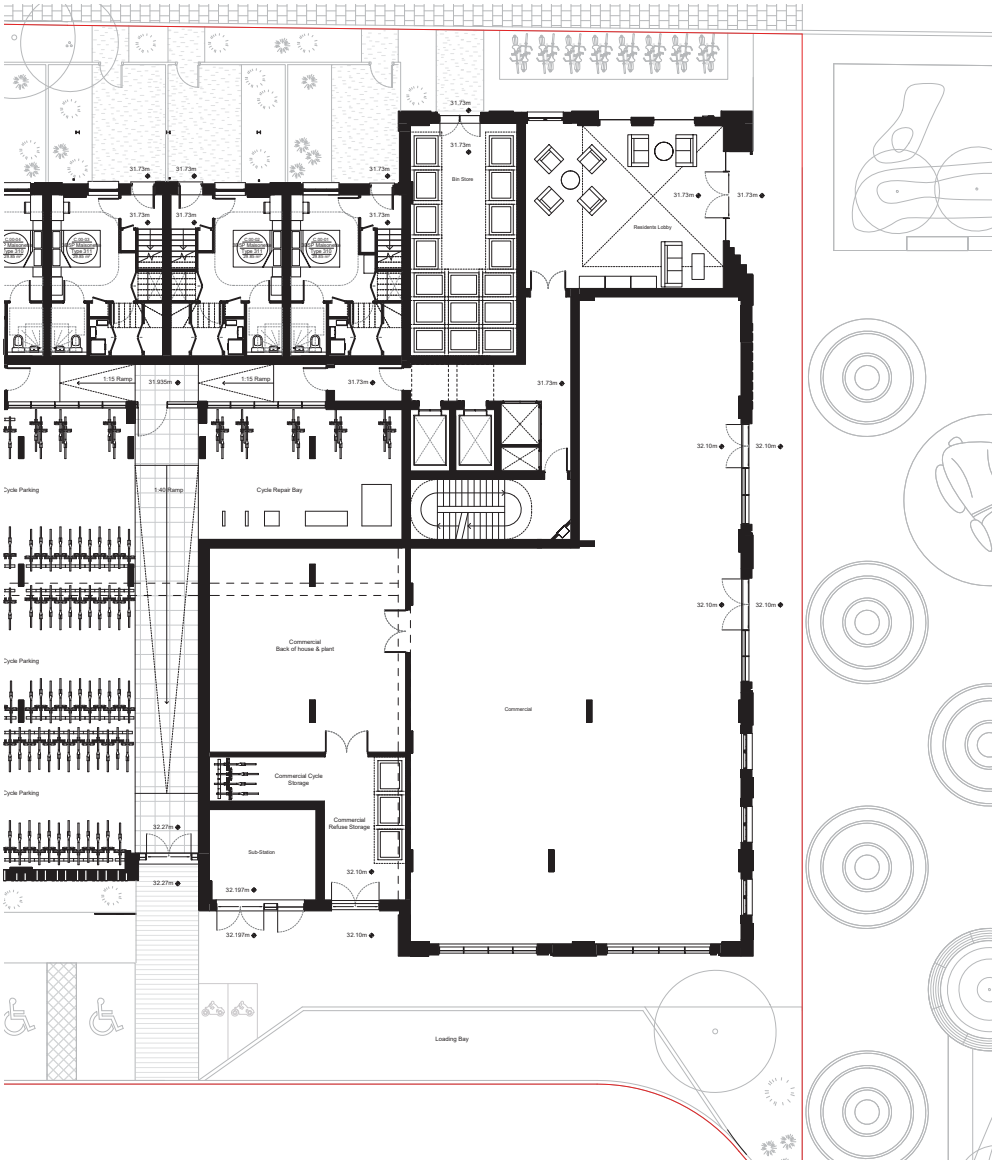
The bay feature directs views away from adjacent windows and balconies

The Proposal

COMMERCIAL USES

A 395m² GIA commercial unit is incorporated into the development at ground floor, with access off Vinyl Square. This will help to animate the new public space, with opportunities for outdoor seating and natural surveillance. The ground floor has an increased floor-to-ceiling height of 3,3m, creating a generous commercial volume for a variety of potential uses,

Servicing will be from the south, with easy access to the repositioned layby. The commercial unit has dedicated cycle and refuse stores again accessed from the south.



COMMERCIAL USES



An example of ground floor mixed uses providing facilities for residents above and the wider community.



Proposed commercial frontage facing Vinyl Square

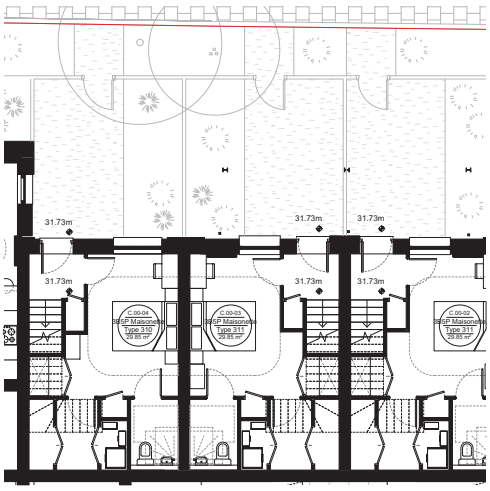
The commercial unit has been designed as a flexible space to accommodate a variety of potential uses (flexible A1/A2/A3/A5/B1 Use Class). It will complement the emerging commercial offer within the wider Old Vinyl Factory masterplan and is in keeping with the approved masterplan.

The Proposal

MAISONETTES

1 Vinyl Square includes 9 no. 3B5P maisonettes at ground floor. Front gardens and a landscape strip provide defensible space and separation from the adjacent roads. These have a number of positive benefits for the development.

- They provide front doors on the street, generating activity and natural surveillance.
- In doing so, they introduce a more human-scale at ground level, where passers-by experience the building.
- They locate family homes at the base of the building



Ground floor


First floor



Blyth Road elevation featuring maisonette front doors on the link building.

MAISONETTES







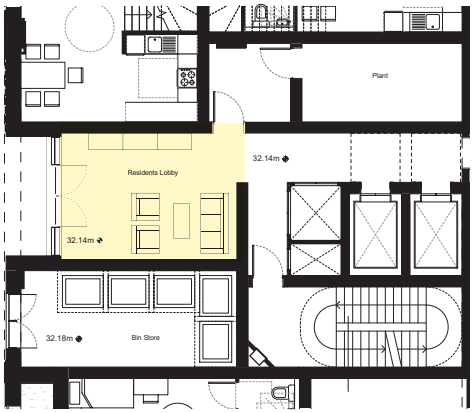
Examples of maisonettes at ground floor, providing front doors on the street

The Proposal

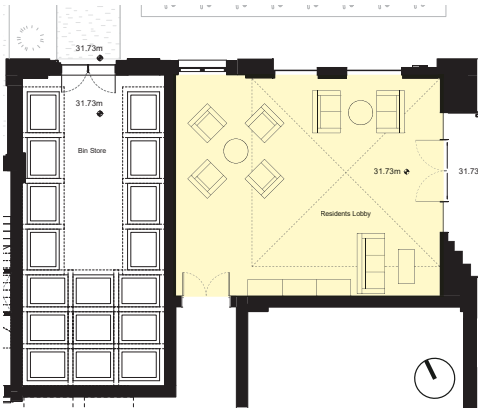
RESIDENTS' LOBBIES

The development has two main residential entrances, one on the western side of the building and one on the eastern side, fronting Vinyl Square.

Both entrances are provided with large lobby spaces which will include informal seating spaces where residents can meet and get to know their neighbours.



Western entrance

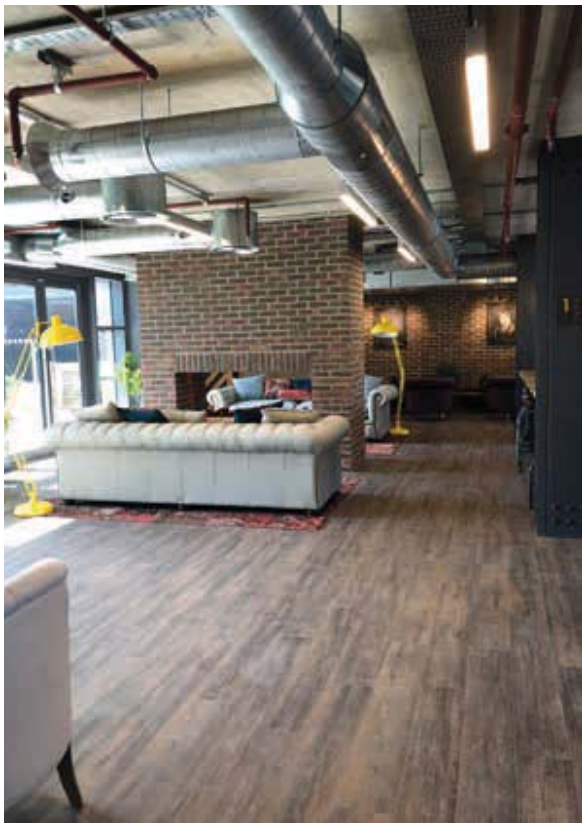


Eastern entrance



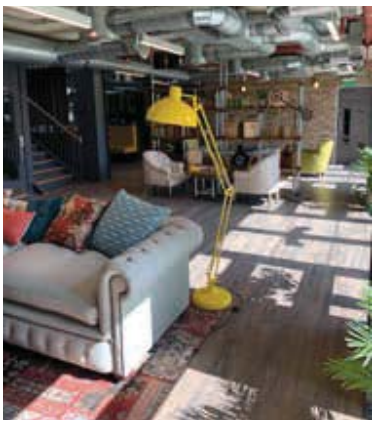
Entrance to the Residents' lounge, facing Vinyl Square

RESIDENTS' LOBBIES





Examples of residential lobbies incorporating informal seating areas.







Residential lobbies will include space for letterboxes



CHAPTER 6

LANDSCAPE

Landscape

1 VINYL SQUARE LANDSCAPE

Defining a Sequence of Spaces from Hard to Soft

The concept for 1 Vinyl Square landscape focuses on creating a sequences of spaces that change as someone moves through them. From the industrial surrounding context, through the urban public realm, and into lush residential podiums. Each landscaped level within the 1 Vinyl Square also aims to provide a different function and have a different character. Our design looks at enhancing these different characters as much as possible. The following characters have been defined for each floor, these are described in further detail in the rest of this document:

1. Floor 00 - The Ground Level
The ground level landscape aims to integrate the 1 Vinyl Square building with the existing Old Vinyl Factory masterplan. This is achieved through maintaining consistent materials, planting and design language. The building and ground level landscape has been designed to frame Vinyl Square, a key public space at the Old Vinyl Fcatory.

2. Floor 01 - Activity Terrace
The first floor terrace focusses primarily on providing an active and social space. Areas for informal play and group seating are integrated amongst planting.

3. Floor 09 - Social Terrace
The ninth floor terrace focuses on providing social seating spaces immersed within the planting.

4. Floor 10 - Social & Growing Terrace
The two linking terraces on the 10th floor provide both a social seating space space that utilises wide views and a communal growing and herb garden.



1. Arrival at station - Industrial context



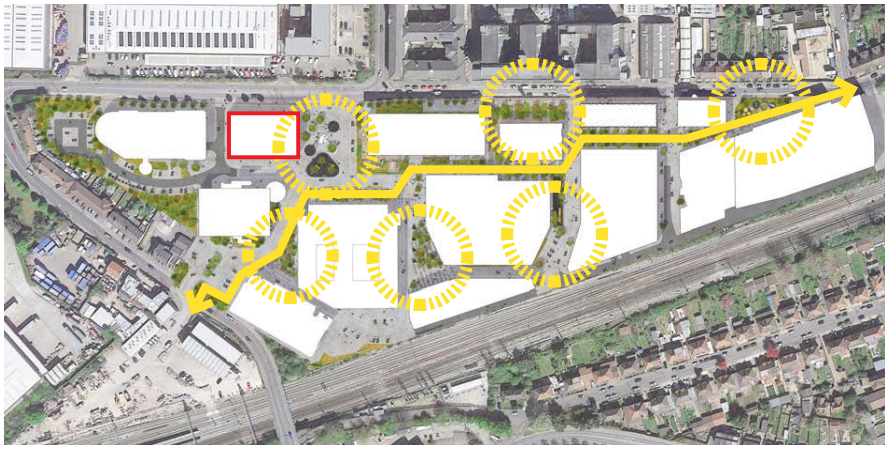
2. Walking through site - hard working urban landscape



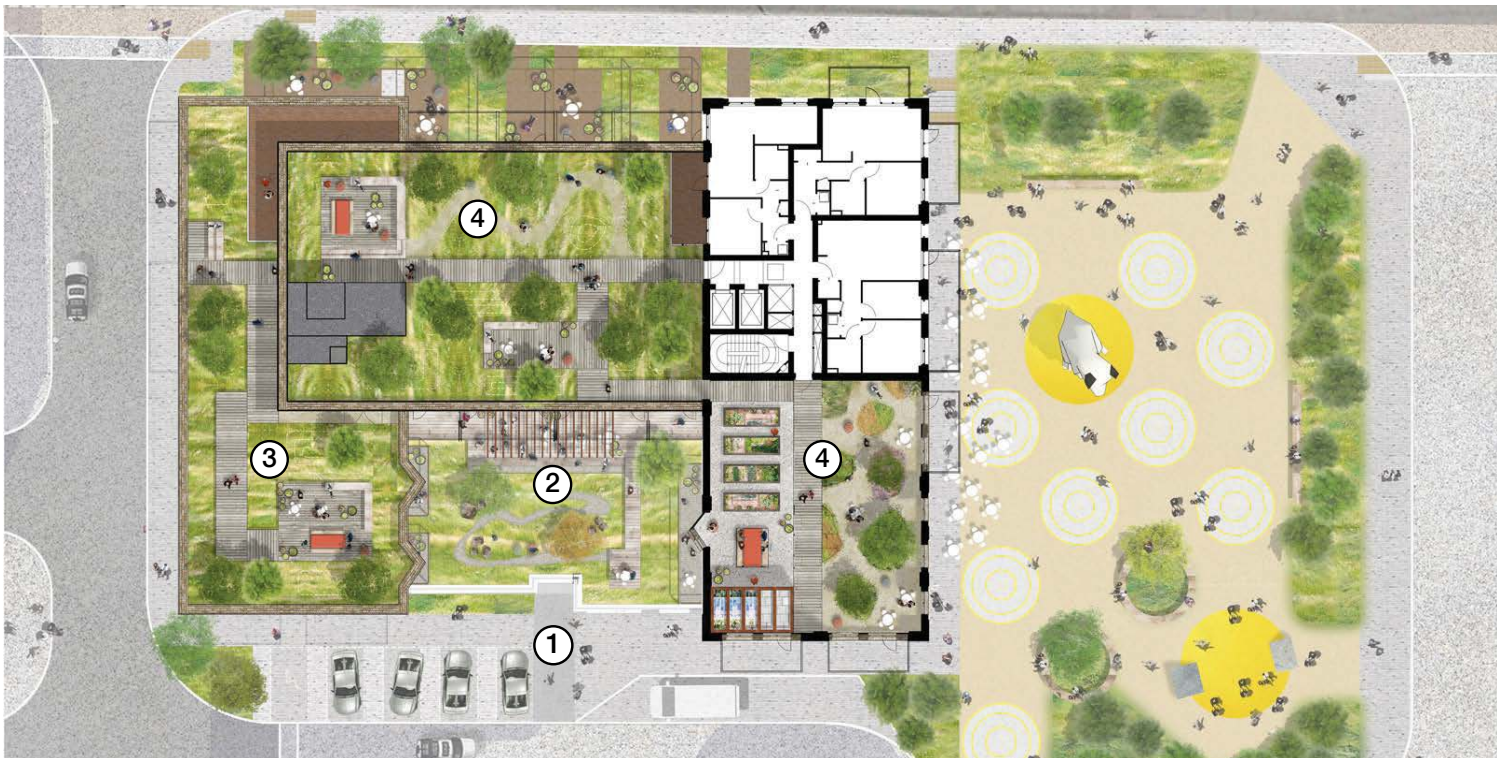
3. Arriving at flat - Verdant podium landscape

Landscape

DESIGN CONCEPT



Plan illustrating a sequence of public spaces that hang of The Groove pedestrian route
Vinyl Square is the key public space ant the heart of the scheme.



Plan illustrating all levels of 1 Vinyl Square Landscape

Landscape

AMENITY + PLAY PROVISION

1 Vinyl Square Amenity and Play Requirements

The areas that are required for amenity have been calculated using Hillingdon Design and Accessibility Statement Supplementary Planning Document - Residential Layouts SPD (2006). A total area of 3,200m2 is required. A total of 2995.7m2 of amenity space has been provided. 1053.4m^2 is provided as communal amenity space though podium gardens on level 01, 09 and roof levels. 1942.3m^2 s provided as private amenity space on balconies. Including balconies in the amenity space calculations is accepted and described in the guidance above.

The areas that are required for play have been calculated based on the GLA Play Space Calculator 2012 and the GLA Play Space Calculator 2019. These calculations are illustrated on the diagrams on the opposite page. An average of these calculations has been used, resulting in a provision of 153m2 for children aged less than 5 years old. 64m2 of this is provided on the first floor podium, 89m2 is provided as part of the Vinyl Square play area. All play for older children is provided across the Old Vinyl factory masterplan.

The play space provided on the first floor podium aims to be informal and as natural as possible, encouraging children to engage with nature and maximising the amount of potential playable space. Timber logs, stepping stones, weaving paths and stages all act as informal play elements amongst sensory planting.

1 Vinyl Square Play Requirements

In order to ensure we can use some of the Vinyl Square play space as part of the 1 Vinyl Square play provision and that there is enough play provided across the masterplan we have conducted an site wide play space audit. This shows a residual area for publicly accessible space of 65m2. The calculations for this are shown on the tables opposite. The first table illustrates the amount of play required across the Old Vinyl Factory Masterplan and whether it is provided in a public or private space. The second table illustrates the total amount of publicly accessible play space at ground level. The third table illustrates the total residual area of ground floor play which is not associated with any development.

Assessing child occupancy and play space requirements

Size of your development:

Number of FLATS

	Studio	1 bed	2 bed	3 bed	4 bed	5 bed	Total
Social rented/affordable	0	0	0	9	0	0	9
Intermediate	0	10	6	11	0	0	27
Market	11	31	54	2	0	0	98
Total	11	41	60	22	0	0	134

Number of HOUSES

		1 bed	2 bed	3 bed	4 bed	5 bed	Total
Social rented/affordable		0	0	0	0	0	0
Intermediate		0	0	0	0	0	0
Market		0	0	0	0	0	0
Total		0	0	0	0	0	0

Proportion of children

	Number of children	%
Under 5	12	42%
5 to 11	10	35%
12+	7	23%
Total	29	100%

Play space requirements

GLA benchmark (sqm)*	Alternative local benchmark (sqm)**	Total (sqm play space) required
10		289.4
	10	289.4

* GLA benchmark standard=minimum of 10sqm of dedicated play space per child
** Borough's local benchmark

Play Provision based on 2012 Play Calculator

GLA Population Yield Calculator

	1 bed	2 bed	3 bed	4 bed
	52			
Market and Intermediate Units	52	60	13	0
Social Units	0	0	9	0

Total Units	134
Geographic Aggregation	London
PTAL	PTAL 3-4

Notes
Sample size of 39 sites
Shaded cells require user input
Select both geography and PTAL
For developments in Outer London with PTAL 5-6 use [London/PTAL 5-6] or [Outer London/3-4] to calculate yield

Yield from Development
(persons)

	Market & Intermediate	Social	Total
Ages 0, 1, 2, 3 & 4	12.5	6.2	18.7
Ages 5, 6, 7, 8, 9 , 10 & 11	8.3	5.6	14.0
Ages 12, 13, 14 & 15	2.1	3.8	5.8
Ages 16 & 17	1.1	2.0	3.1
18-64	206.5	17.9	224.5
65+	4.9	0.4	5.3
Total Yield	235.5	35.9	271.4

Play Space Calculator

Total Children	41.6

	Benchmark (m^2)	Total play space (m^2)
Play space requirement	10	415.7

Play Provision based on 2019 Play Calculator

Site Wide Play Requirements

	Under 5 Play	5 to 12 Play	12 Plus Play
Assembly Buildings	111 m2	43 m2	29 m2
Boiler House	15 m2	4 m2	4 m2
Gatefold	NA	NA	NA
Machine Store	31 m2	11 m2	9 m2
Material Store	120m2	50 m2	30 m2
1 Vinly Square	153 m2 (89 provided at ground)	120 m2	79 m2
Total Publically Accessible Play Required	**440m2**		
Total Privately Accessible Play Required	**369m2**		

Play Provided On Private Podium
Play Provided At Publically Accessible Ground Level

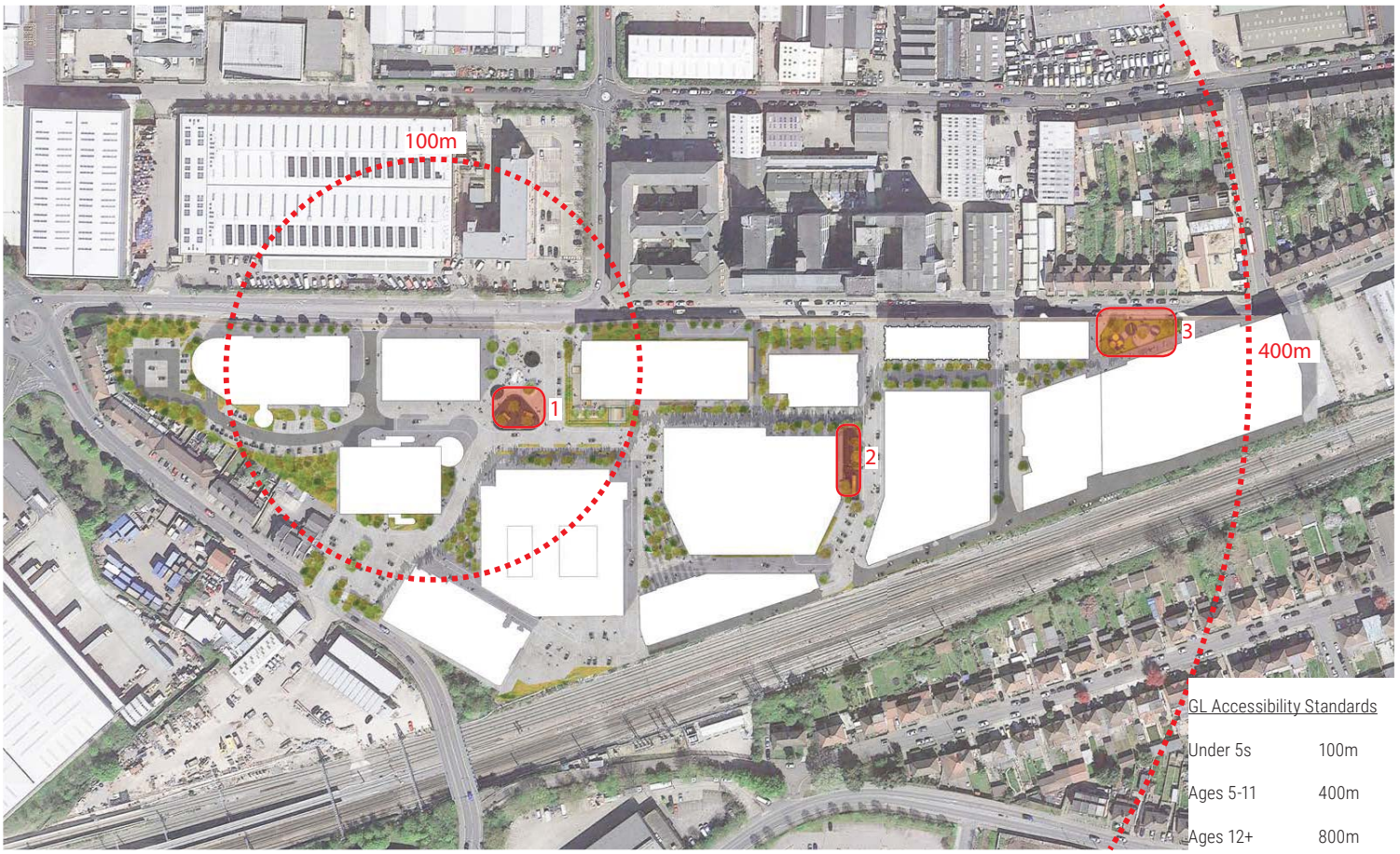
Publicly Accessible Ground Floor Play Provision

	Area
Vinyl Square Play Area	270 m2
Assembly Building East Play Area	235 m2
Gatefold Play Area	450 m2
Total Publically Accessible Play Provision	**955 m2**

Publicly Accessible Ground Floor Residual Play

Total Publically Accessible Play Provision	955 m2
Total Publically Accessible Play Required	440 m2
Gatefold Play not included	450 m2
Total Residual Play	**65 m2**

Site Wide Play Space Audit



GL Accessibility Standards

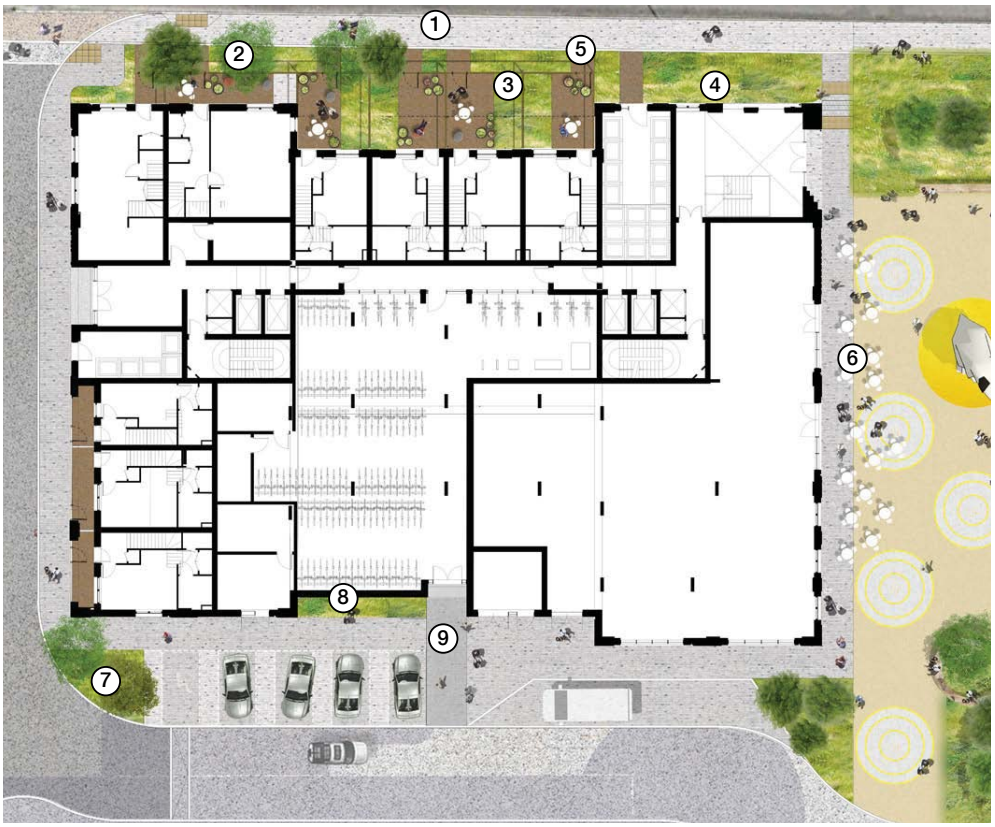
Under 5s	100m
Ages 5-11	400m
Ages 12+	800m

Landscape

GROUND FLOOR LANDSCAPE

The ground floor public realm around the curtilage of the 1 Vinyl Square Building has been designed to tie in with the Old Vinyl Factory Masterplan. This has been considered through the selection of materials and planting. The design is composed of the following elements:

1. Adoptable paving to tie in with Blyth Road materials.
2. Planted boundary to provide privacy for residential units.
3. Tree planting located to avoid below ground services.
4. Volume and impact of low level planting along Blyth Road maximised due to inability to plant trees in all locations as a result of below ground services.
5. Channel drain located along highways boundary to prevent water run off into highways land.
6. Paving strip to allow clean interface with bound surface material of Vinyl Square. Paving to match site wide specification.
7. Specimen trees with 2m clear stem to allow cars to have visibility around corner. Area of low level planting maximised.
8. Climbing plant species located along building edge to help animate building facade.
9. Paving to match site wide specification.





4. Example of high impact road-side boundary planting without the use of large specimen trees



7. Example of substantial tree planting adjacent to on street parking and multi storey car park entrance.



3. Use of trees and substantial planting to define residential boundary and provide privacy.

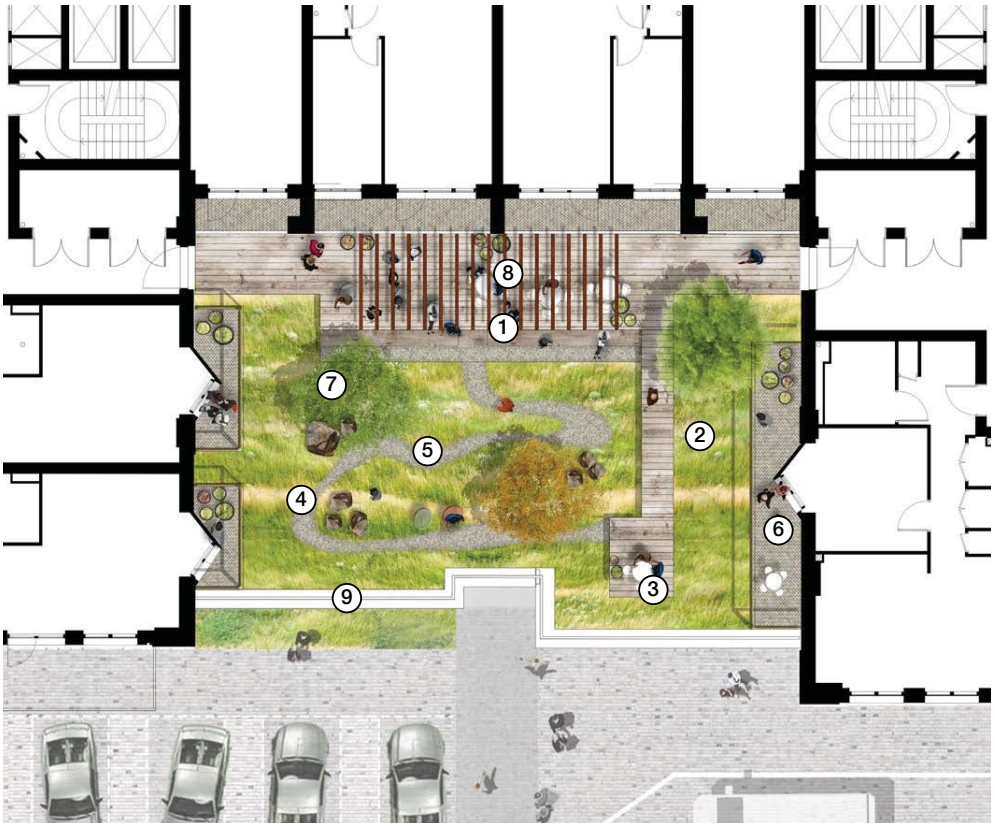

CAFE

Landscape

FLOOR 01 - ACTIVITY TERRACE

The first floor terrace has been designed to primarily provide an active and social space. Areas for informal play and large seating groups are integrated amongst planting. The design is composed of the following elements:

1. Activity sun deck in south facing location. The deck is also the location for group seating, potted plants, community events and activities such as yoga.
2. Generous boundary planting to provide privacy to adjacent residential units.
3. Secluded small seating areas connected by raised deck.
4. High impact sensory grass planting creating noise and movement.
5. Informal sensory play route with natural play elements surrounded by sensory planting.
6. Garden surface materials to match architectural material palette.
7. Multi stem trees providing year round interest.
8. Pergola structure providing protection from wind.
9. 1.1m high parapet to match architectural material palette.





1. Sun deck large enough to accommodate activities, group seating and potted plants.



5. Informal, sensory play route aimed at the youngest children. Encouraging children to engage with nature.



3. Example of smaller seating area amongst dramatic grass planting connected by board walks.

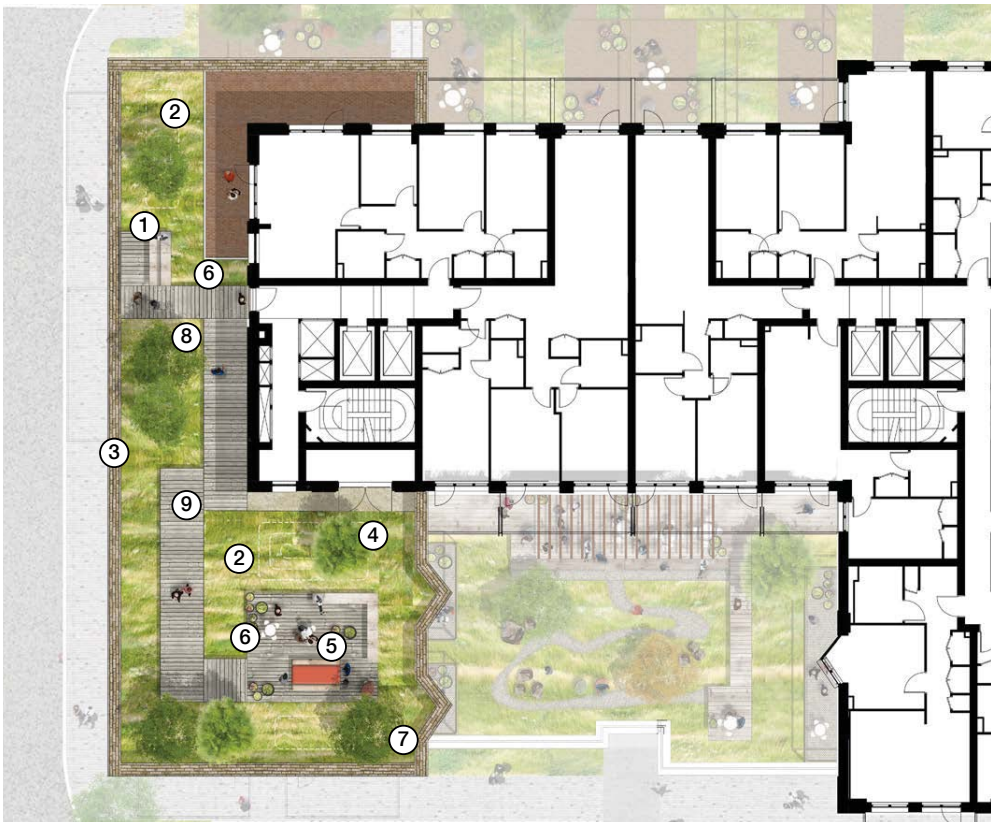


Landscape

FLOOR 09 - SOCIAL TERRACE

The ninth floor terrace aims to primarily provide social seating space amongst planting. The design provides one area that is smaller and creates a more secluded seating space. A second area is larger and surrounded by dense mounded planting, creating a protected environment suitable for seating. The design is composed of the following elements:

1. Small non combustible composite timber terrace with reclined seating.
2. Low level planting with dramatic seasonal interest and large variety of drought tolerant species.
3. High boundary wall providing protection from wind but obscuring views.
4. Mounded planting.
5. Sheltered terrace surrounded by mounded planting and small trees to ensure the seating area is completely protected form wind.
6. Variety of seat types for different group sizes and occasions, animated by pot planting.
7. Small structural trees and shrubs.
8. High impact planting at terrace arrival.
9. Non combustible composite timber connecting decks.





1. Example of reclined seating populating the smaller secluded terrace



5. Example of sheltered seating amongst mounded planting and small trees or shrubs.



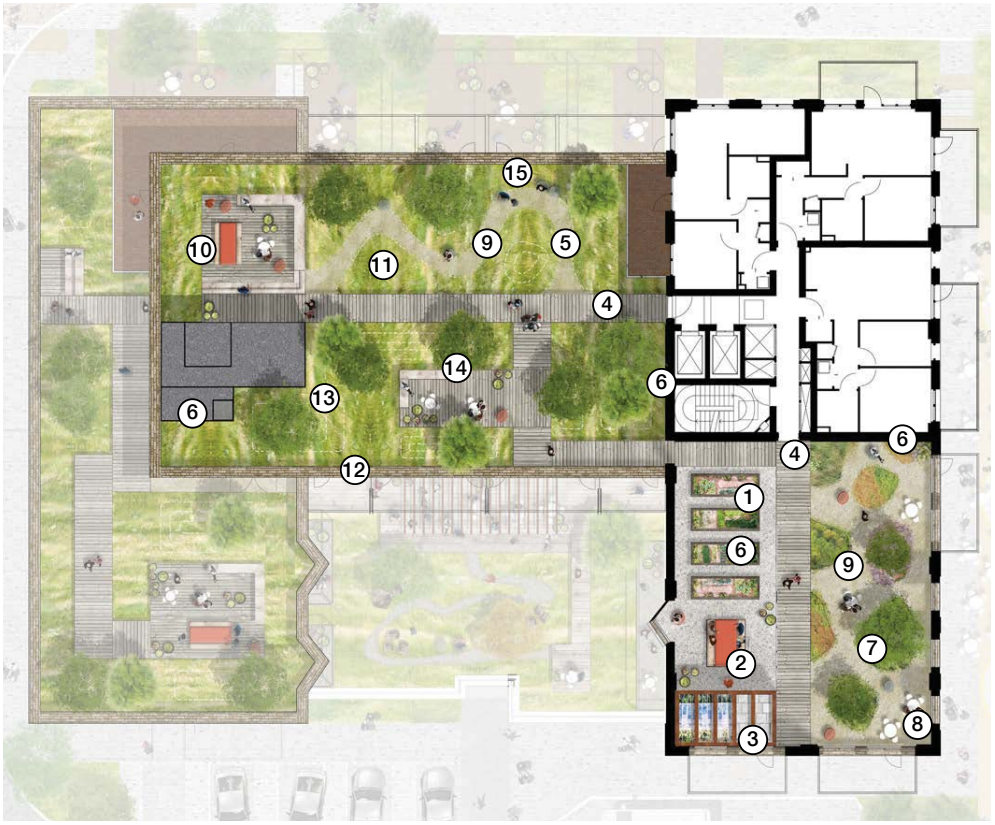
9. Example of decking connecting two terraces surrounded by naturalistic planting

Landscape

ROOF LEVEL - SOCIAL & GROWING TERRACE

The two tenth floor terraces create both a communal growing space for residents and a social seating space amongst planting that utilises wide views. The communal growing space is provided through both a herb garden and raised allotment beds. The social seating space amongst planting provides one area that is raised to get the best views and is exposed to wind. A second area is surrounded by dense mounded planting, creating a protected environment suitable for seating. The two roof terraces are linked both internally and externally. The design is composed of the following elements:

1. Raised allotment beds.
2. Tables for group eating and preparation of grown produce.
3. Community space with green house and storage area.
4. Non combustible composite timber deck to allow access and prevent self bound gravel sticking to residents shoes.
5. Self bound gravel.
6. Climbing plant species to colonise brick façades.
7. South facing herb garden with species tolerant to exposure, wind and drought.
8. Scattered seating amongst fragrant herb plant beds.
9. Self bound gravel with no edging to plant beds.
10. Exposed raised non combustible composite timber terrace maximising wider views.
11. Low level planting with dramatic seasonal interest and large variety of drought tolerant species.
12. High boundary wall providing protection from wind but obscuring views.
13. Mounded planting.
14. Sheltered terrace surrounded by mounded planting and small trees to ensure the seating area is completely protected from wind.
15. Informal gravel path amongst planting with secluded seating areas





10. Example of low level planting allowing wide views and exposure to elements.



1&3. Example of community space and integrated green house with raised allotment beds



7. Example of herb garden with informal integrated seating.

Landscape
TECHNICAL CONSIDERATIONS

Studio Egret West's approach to planting is to create a plant community similar to that which is found in nature. In order to achieve this four specific plant layers are created. These layers can be categorised as functional layers that provide diversity and an ecological function, and design layers that respond to seasonal changes and form peoples impression of the landscape. Each of plant layers is described below:

1. Structure and framework plants. This layer is made up of trees, shrubs, uprights grasses, and large leaved perennials. Plants have distinct forms, are long lived and form the visual structure of the plant bed.

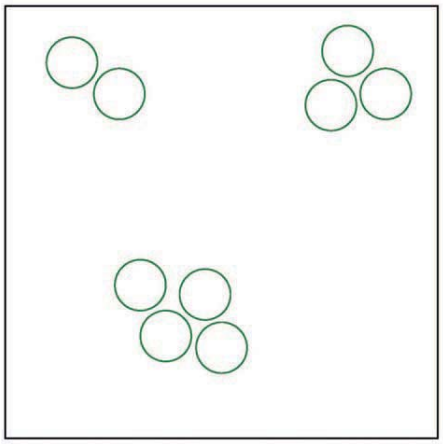
2. Seasonal theme plants. This layer is made up of mid-hight plants that become visually dominant during a season because of their colour or texture.

3. Ground cover plants. These fill every bare patch of soil, help prevent soil erosion, prevent weeds and help create a natural mulch.

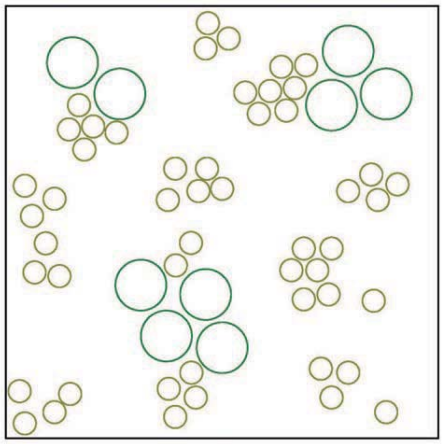
4. Filler plants. These are short lived species that temporarily fill gaps and add short seasonal display.

All planting on a raised podium or terrace uses a lightweight soil, reducing the impact of loading on the structure below. This ensures adequate soil depths can be maintained for trees and shrubs. In general a drought tolerant planting selection will be chosen that will thrive in lightweight soil and provide a more sustainable maintenance strategy.

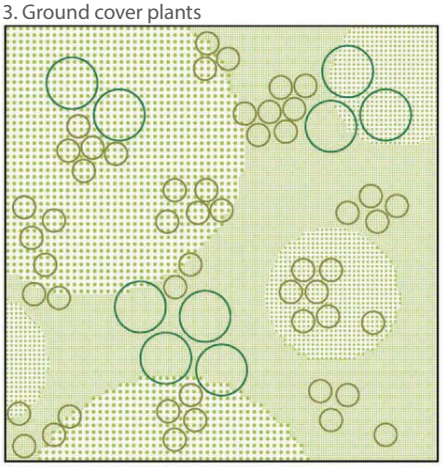
1. Structure and framework plants



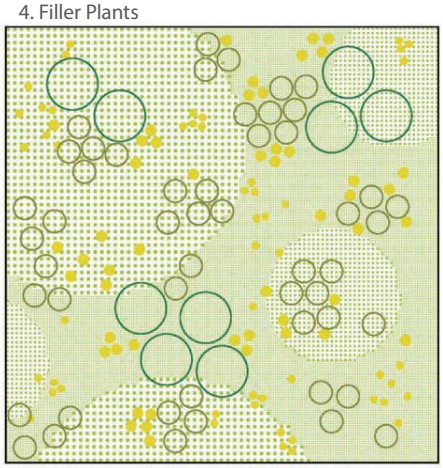
2. Seasonal theme plants



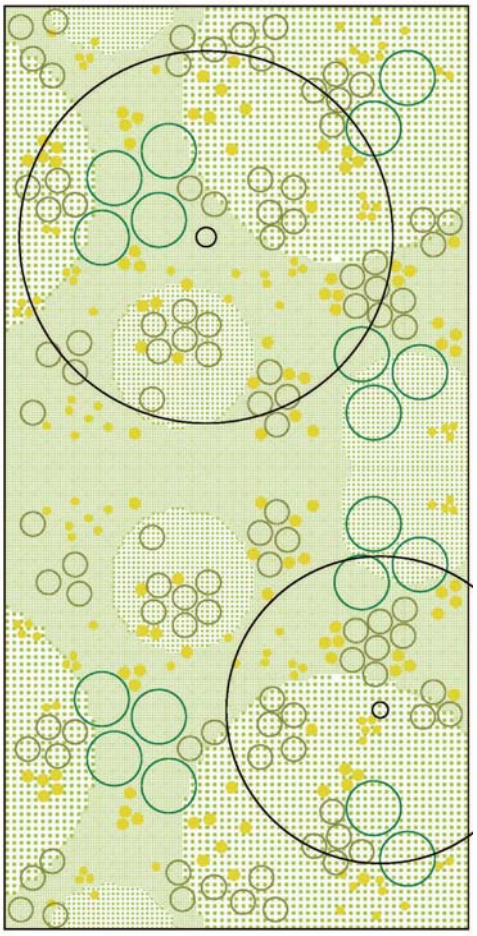
3. Ground cover plants



4. Filler Plants



Layered planting community



Landscape

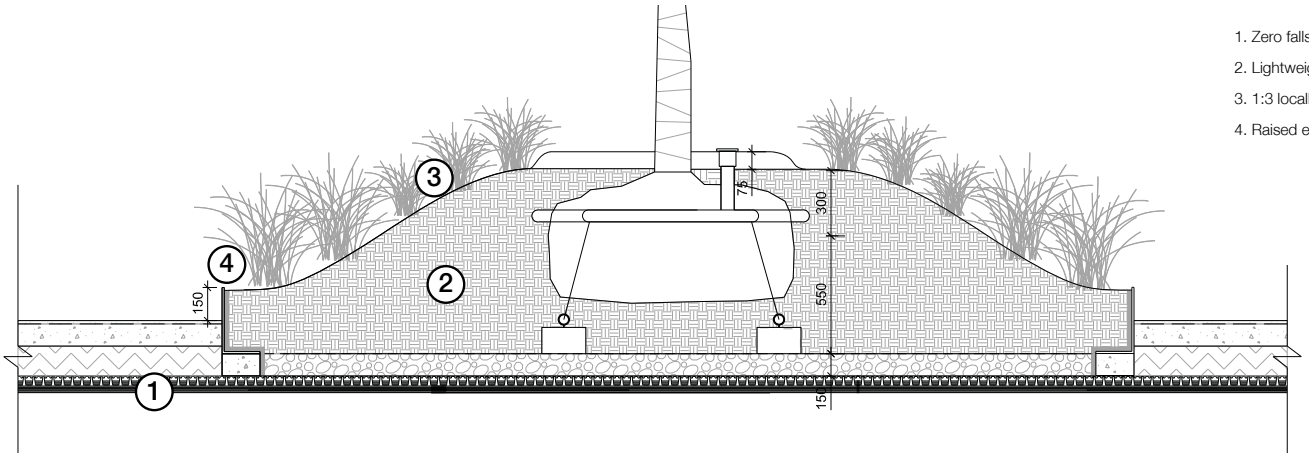
TECHNICAL CONSIDERATIONS

In order to ensure the envisioned planting and material palette can be achieved we have considered specific technical requirements to building landscape works above a slab. We have reviewed the following items:

Soil:
We are proposing that lightweight soil is used on all levels apart from the ground floor. This ensures adequate soil depths can be achieved without compromising the structural design. As a result of lightweight soil being very free draining we have specified drought tolerant plant species. These species require a lower watering and maintenance strategy than traditional planting, helping to increase the sustainability of the project.

Soil Depths:
In order to achieve adequate soil depths we are proposing a 150mm raised edge, with 250mm of soil below surface level. Where greater soil depths are required, such as around trees and shrubs, we have left enough room to locally mound soil to a maximum of 1m. Mounded slopes will be no steeper than 1:3.

Drainage:
We are proposing a zero falls drainage system that attenuates a layer of water before it is discharged. This ensures that build ups are consistent across podiums and ensures any surface material can be specified, from resin bound gravel, to paving to decking. Attenuated water can also we utilised by planting above.











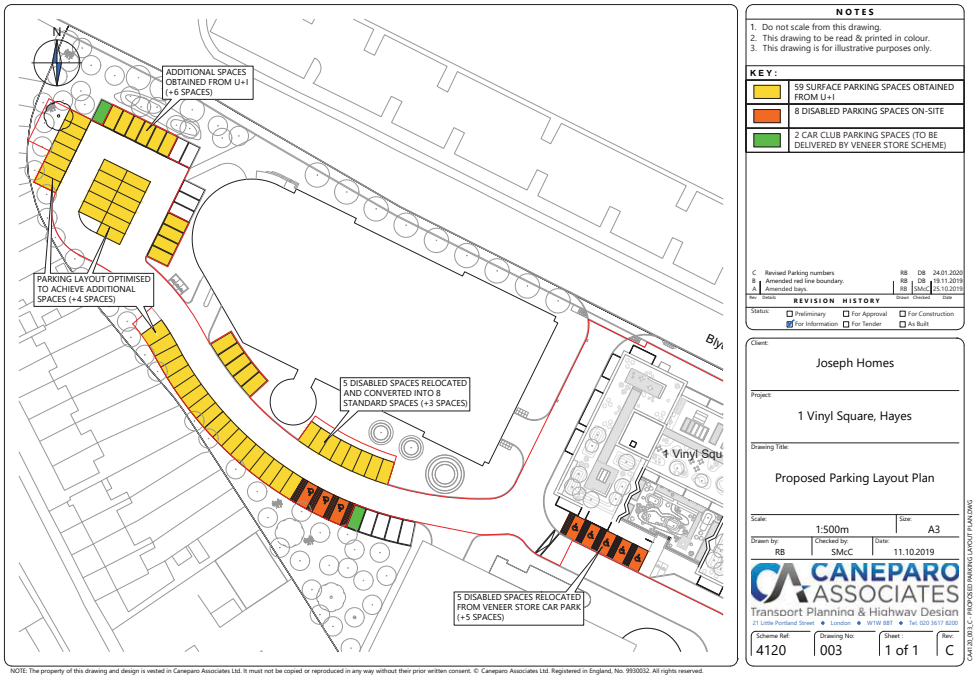
Landscape

VENEER STORE SURFACE CAR PARK

As part of the car parking strategy at 1 Vinyl Square a number of additional car parking spaces will be provided within the Veneer Store surface car park. A summary of this optimisation is illustrated on the drawing opposite. Creating additional spaces will require an adjustment to the planting which surrounds the car park.

The planting for this area is designed to replicate a woodland understorey. It is predominantly made up of hardy ground cover species, punctuated by groups of ferns, shrubs and native trees. Where car parking is being extended, understorey plants will be replaced and trees will be relocated.

All trees that are to be relocated will be moved using a method statement produced by the nursery the trees were purchased from. A total of 1 tree will need to be relocated, the location of this is highlighted in red on the image opposite.



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Landscape

URBAN GREENING FACTOR

1 Vinyl Square has been assessed to ensure it meets the recent GLA policy on urban greening. On all levels, planting has been maximised where possible whilst maintaining the function and programme of each space. The Urban Greening policy aims to achieve the following:

"Major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.
Boroughs should develop an Urban Greening Factor (UGF) to identify the appropriate amount of urban greening required in new developments. The UGF should be based on the factors set out in Table 8.2, but tailored to local circumstances. In the interim, the Mayor recommends a target score of 0.4 for developments that are predominately residential, and a target score of 0.3 for predominately commercial development."

The table opposite illustrates the areas of planting and surface materials which are being provided at 1 Vinyl Square. Based on these areas and the overall area of the site 1 Vinyl Square has an Urban Greening score of 0.4. This meets the target advised by the Mayor of London.

SURFACE TYPE COVER	FACTOR	AREA (m²)
Semi-natural vegetation (e.g. woodland, flower-rich grassland) created on site.	1	155
Wetland or open water (semi-natural; not chlorinated) created on site.	1	0
Intensive green roof or vegetation over structure. Vegetated sections only. Substrate minimum settled depth of 150mm – see livingroofs.org for descriptions.	0.8	529
Standard trees planted in natural soils or in connected tree pits with a minimum soil volume equivalent to at least two thirds of the projected canopy area of the mature tree – see Trees in Hard Landscapes for overview.	0.8	240
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7	
Flower-rich perennial planting – see Centre for Designed Ecology for case-studies.	0.7	39
Rain gardens and other vegetated sustainable drainage elements – See CIRIA for case-studies	0.7	0
Hedges (line of mature shrubs one or two shrubs wide) – see RHS for guidance	0.6	
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6	0
Green wall –modular system or climbers rooted in soil – see NBS Guide to Façade Greening for overview	0.6	13
Groundcover planting – see RHS Groundcover Plants for overview	0.5	0
Amenity grassland (species-poor, regularly mown lawn).	0.4	0
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014	0.3	0
Water features (chlorinated) or unplanted detention basins.	0.2	0
Permeable paving - see CIRIA for overview	0.1	0
Sealed surfaces (e.g. concrete, asphalt, waterproofing, stone).	0	938
URBAN GREENING FACTOR	**0.4**	

TOTAL SITE AREA (m²)
2300



CHAPTER 7



ACCESS

Access

ACCESS STRATEGY

Entrances are provided on all four sides of the building to ensure that all façades are animated. Primary, communal residential entrances are located on the western and eastern façades. In addition, the ground floor maisonettes have their own entrances onto the street. The cycle hub is accessed with its own entrance to the south, which also provides a secondary residential entrance.

Commercial entrance(s) are located facing Vinyl Square and will help to animate this space.



- Primary residential entrances
- Secondary residential/cycle hub entrance
- Private maisonette entrances
- Commercial entrance(s)

REFUSE STRATEGY

Refuse storage is provided in line with Hillingdon's standards (confirmed in correspondence with Hillingdon's waste officer) as follows:

Studio	140 litres
1 Bedroom apartment	140 litres
2 Bedroom apartment	170 litres
3 Bedroom apartment	240 litres

Based on the unit mix for the development, this generates a requirement for 22,760 litres of refuse storage, which can be accommodated in 22 no. 1100 litre eurobins.

Space is provided for 22 eurobins across two refuse stores - one for the western core and one for the eastern core. A number of these bins in each store are accessible and a management strategy will be used to rotate bins within and between the stores to ensure that empty bins are available to residents at all times.

A separate commercial refuse store is provided within the ground floor commercial unit.



Residential refuse stores

Commercial refuse store

Refuse vehicle collection point

Access

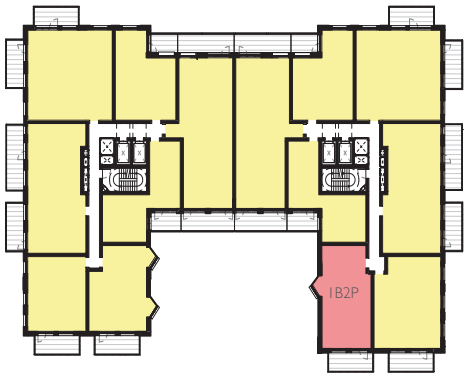
ACCESSIBLE DWELLINGS

In line with the requirements of the London Housing SPG, 90% of the proposed homes meet the requirements of Approved Document M4(2) and 10% of the proposed homes meet the requirements of Approved Document M4(3). The location of the M4(3) homes is outlined here.

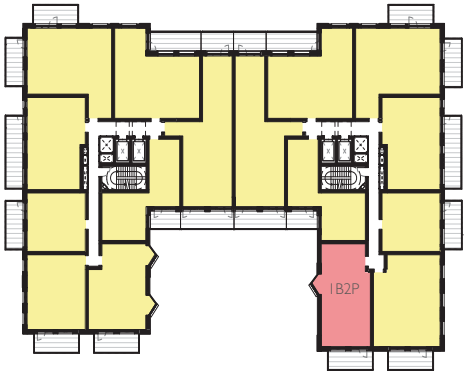
Wheelchair dwelling type	Number
1 Bed 2 person	8
2 Bed 3 person	6
Total	14
Percentage of overall dwellings (134)	10.4%

M4(2) dwelling

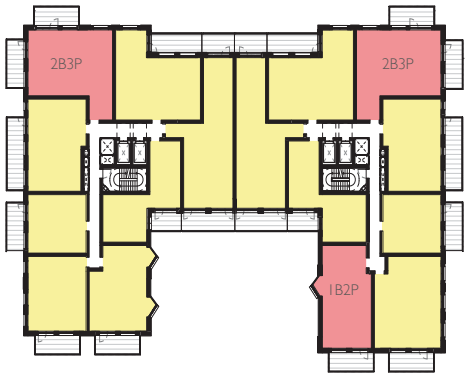
M4(3) dwelling



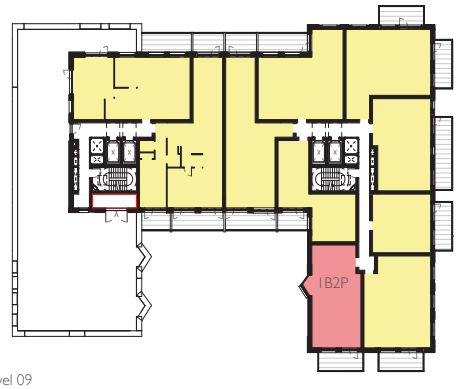
Levels 02-03



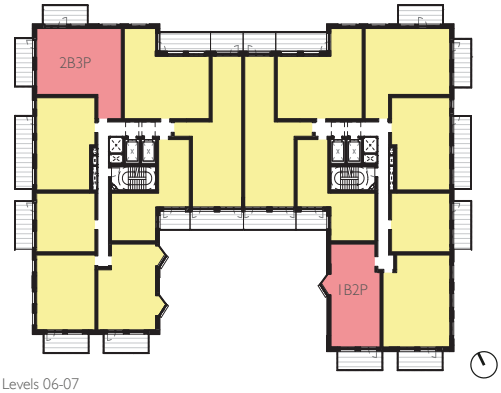
Level 08



Levels 04-05



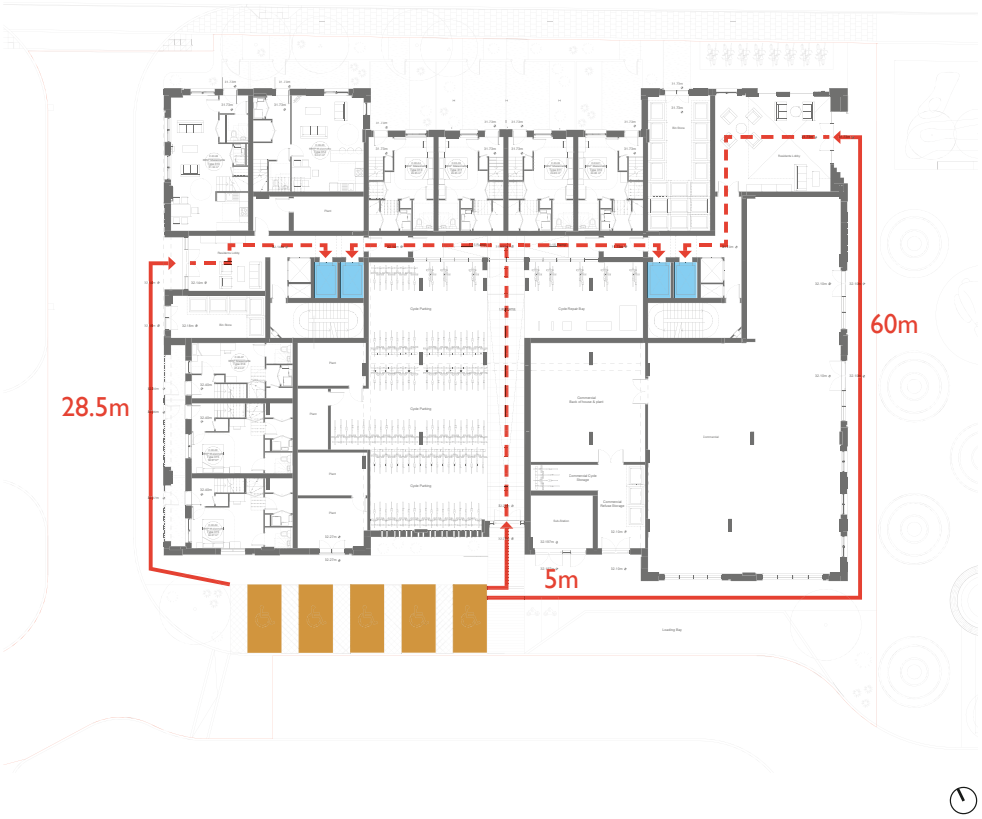
Level 09



Levels 06-07

ACCESSIBLE DWELLINGS

5 disabled parking spaces are located immediately to the south of the building. From this location, there is direct access (without having to cross any roads) to the three residential entrances.



Disabled parking

External access routes

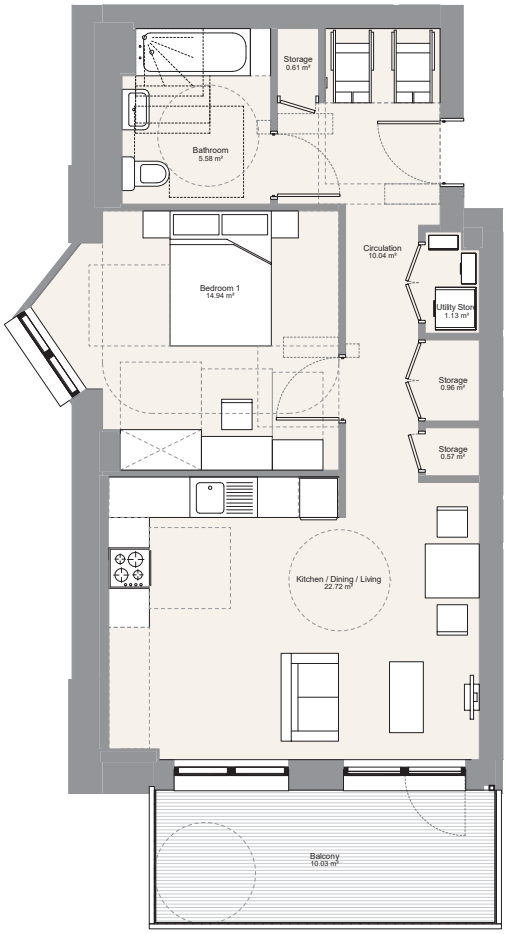
Internal access routes

Lifts

Access

1BED M4(3) HOME

The development includes two types of M4(3) homes, a one bedroom apartment and a two bedroom apartment. These have been designed to comply with the requirements of Approved Document M.



Access

2BED M4(3) HOME



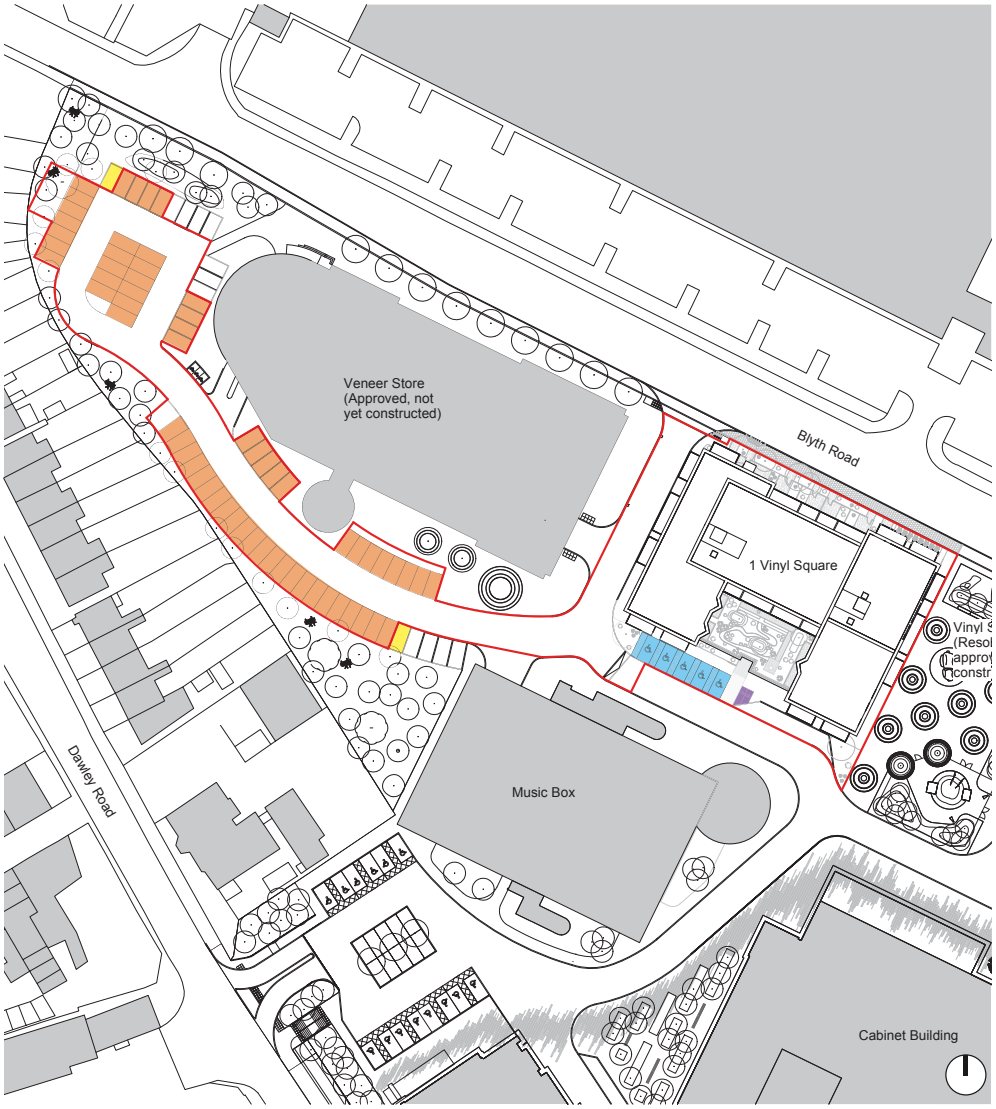
Access

CAR PARKING

Other than the 5 disabled spaces, parking for 1 Vinyl Square is provided within the Veneer Store surface level car park located to the west of the proposed development. 62 parking spaces will be provided in this area, which, along with the 5 disabled spaces gives a total of 67 parking spaces. This provides a ratio of 0.5 spaces per unit.

The site is also well located to take advantage of the 2 no. car club spaces that have been earmarked for provision within the Veneer Store surface level car park as part of The Old Vinyl Factory site-wide Car Park Management Plan.

2 no. motor cycle parking spaces are provided to the south of the building, adjacent to the loading bay.



62 standard parking spaces

5 disabled parking spaces

2 car club spaces

2 motorcycle spaces

CYCLE PARKING



Cycling is encouraged through the provision of a cycle hub, where cycle storage is complemented by maintenance and cleaning facilities, local cycle route information and opportunities for residents to engage and cycle with their neighbours. This is accessed from a separate access on the south of the building

Cycle Parking is provided to the draft London Plan standards, with a total of 238 long stay cycle spaces provided.

16 of these spaces are provided as Sheffield stands, of which 6 spaces can accommodate larger size bicycles.

An additional 16 short stay visitor cycle parking spaces are provided to the north east of the building.

- Two-tier cycle parking
- Sheffield Stands
- Repair bay
- Commercial cycle parking
- Visitor cycle parking



Entrance to the Cycle Hub

Access

FIRE STRATEGY

Sprinklers & Travel Distances

As the building is over 30m in height, sprinklers are provided throughout. This sets a maximum travel distance between apartments and the common escape stair of 15m. The proposed travel distances are within this.

Ground Floor Escape

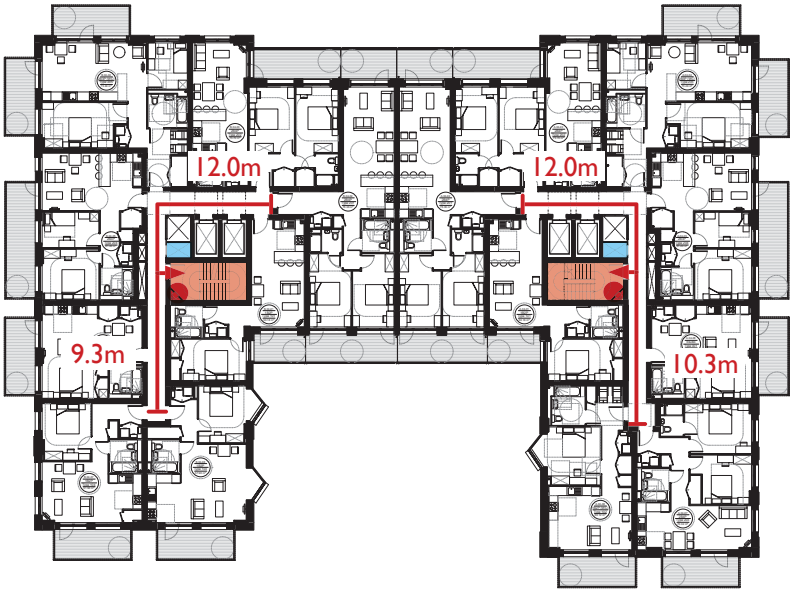
The common escape stairs discharge to outside through the Resident's lobbies, which will be designed with non-combustible materials and managed to reduce fire risk. Alternative means of escape are provided at ground floor via either the other Resident's lobby or the Cycle hub entrance.

Smoke Extract

Smoke extract shafts are provided to the common escape corridors and a 1m² AOV is provided at the top of each escape stair.

Fire-Fighting Access

Vehicle access is provided on three sides of the building (north, west and south). Pumping appliances can therefore park within 18m of the two primary residential entrances, where dry riser inlets are located. Dry risers are provided within each stair core and each core is also provided with a fire-fighting lift.



Typical floor



Ground floor

- Escape Route
- Alternative Escape Route
- Escape Stair
- Dry Riser
- Dry Riser Inlet
- Smoke Shaft

Access

SECURE BY DESIGN







The development has been designed to Secure by Design (SBD) principles, including the following measures:

- Front doors onto the streets to the north and west to provide activity and natural surveillance.
- Entrances and commercial use facing Vinyl Square to provide activity and natural surveillance over this public space.
- Avoidance of 'inactive' frontages.
- Bin stores are externally-accessed and as such do not provide 'short-cut' access to cores.
- Entrance doors to SBD specification.
- Bin store doors to SBD specification.
- Windows at lower levels to SBD specification.
- Appropriate external lighting strategy.
- Management strategy for communal indoor and outdoor communal spaces.
- Fob access.



APPENDIX

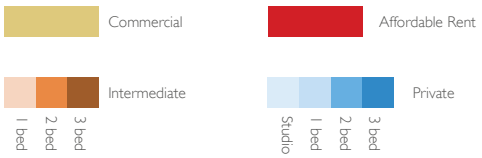
Appendix

FLOOR PLANS

All homes have been designed to comply with the requirements of the 'Technical housing standards – nationally described space standard' as set out in the Mayor of London's Housing SPG.



Ground Floor

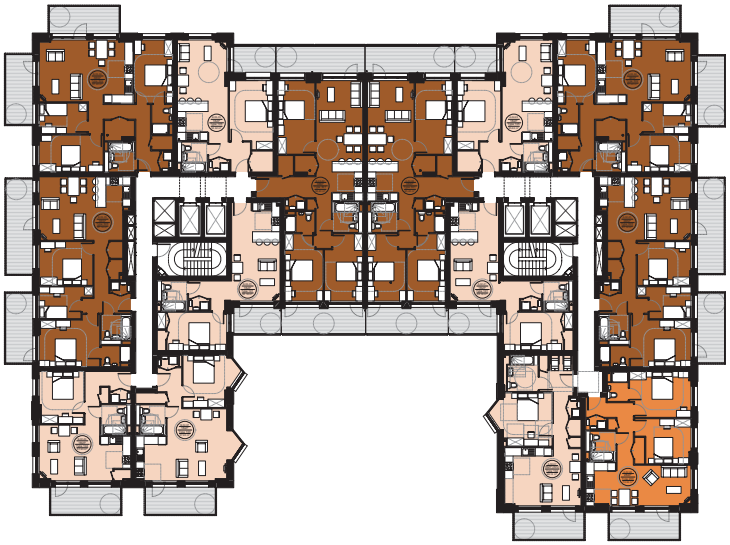


Appendix

FLOOR PLANS



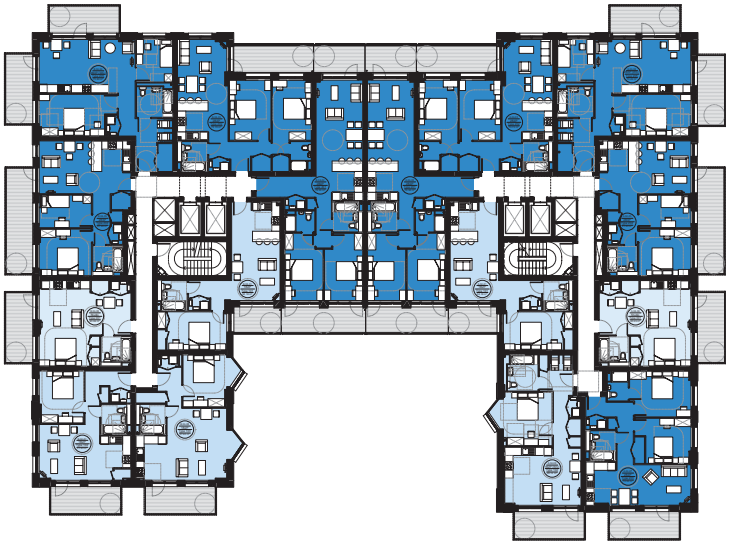
Level 1



Level 2



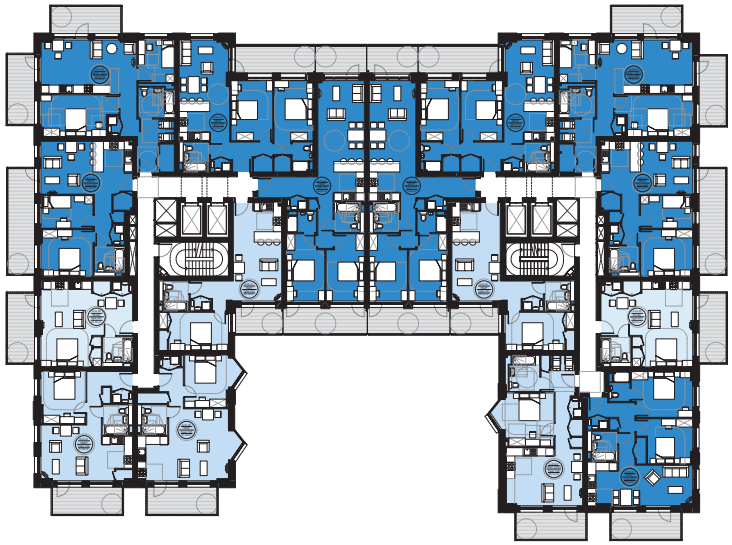
Level 3



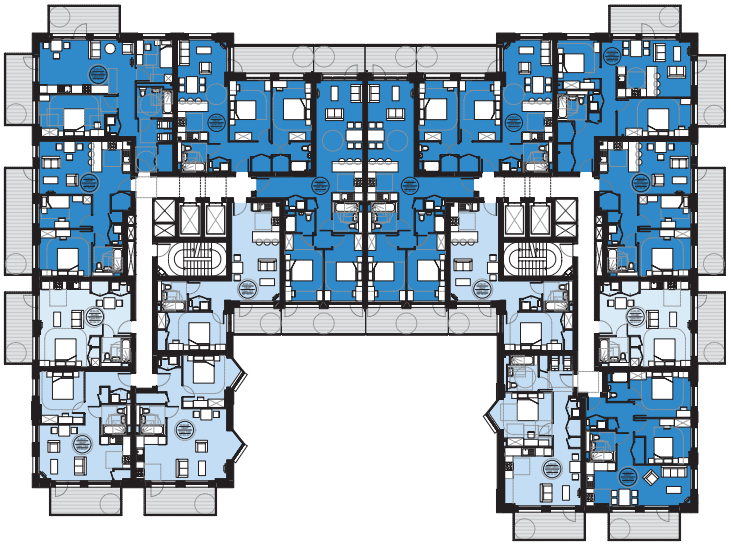
Level 4

Appendix

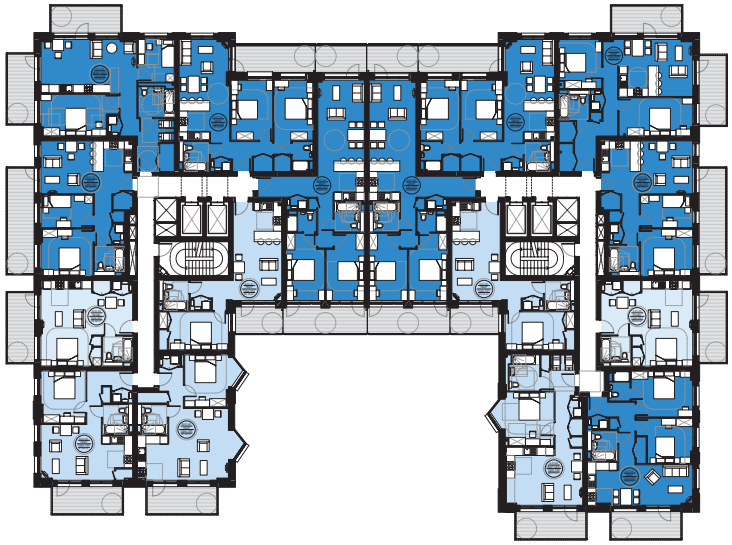
FLOOR PLANS



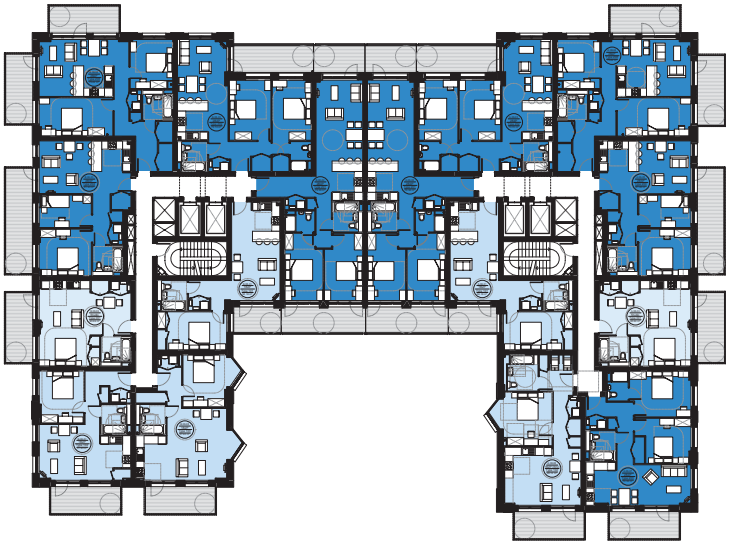
Level 5



Level 6

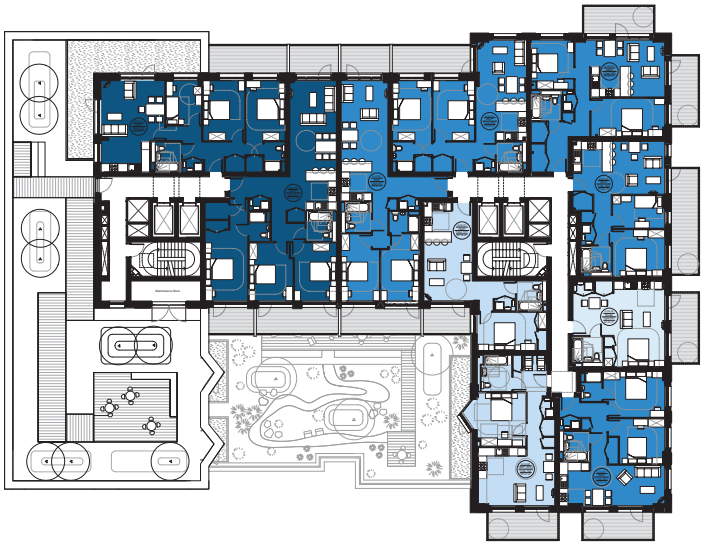


Level 7

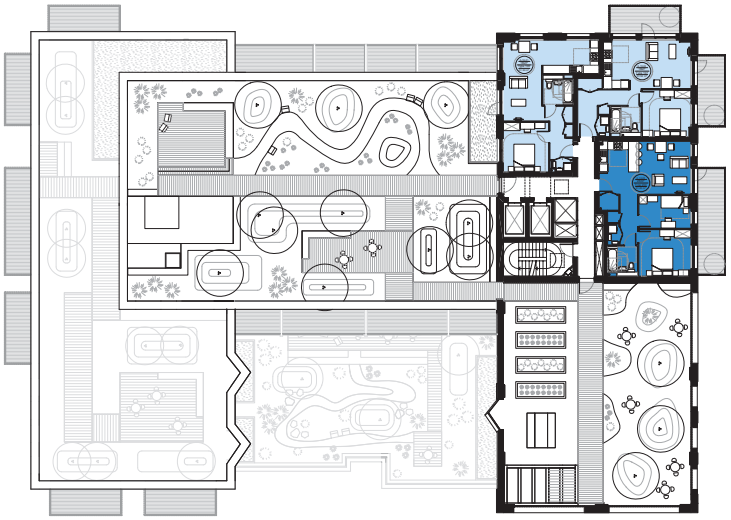


Level 8

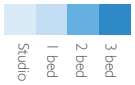
FLOOR PLANS



Level 9



Level 10

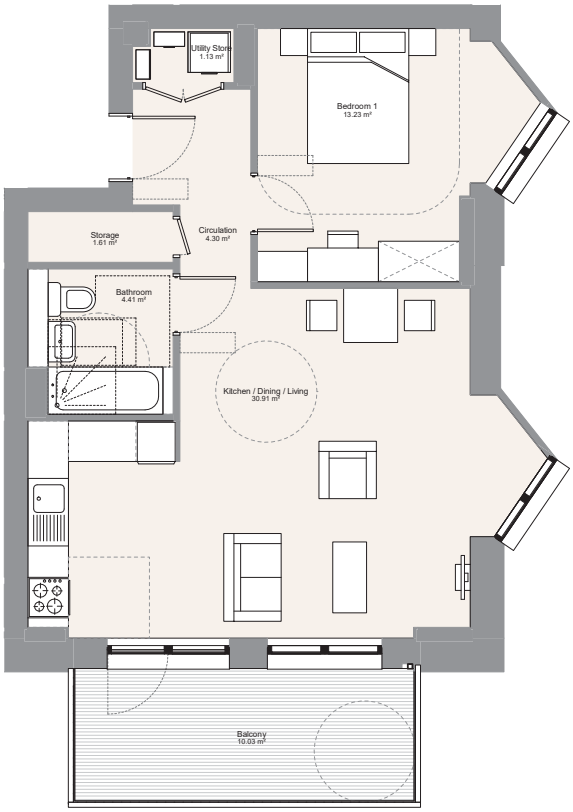


Appendix

TYPICAL 1 BED APARTMENT

1 bed

Dwelling Gross Internal Area: 51.93m²



Appendix

TYPICAL 2 BED APARTMENT

2bed

Dwelling Gross Internal Area: 73.70m²



Appendix

TYPICAL 3 BED APARTMENT

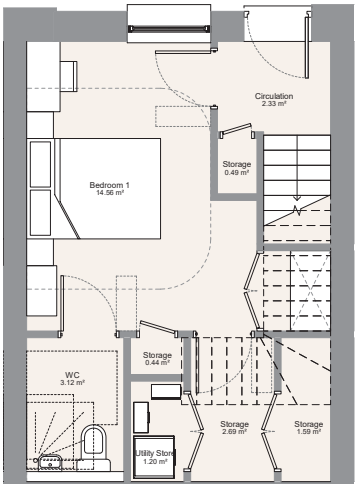
3bed

Dwelling Gross Internal Area: 91.22m²

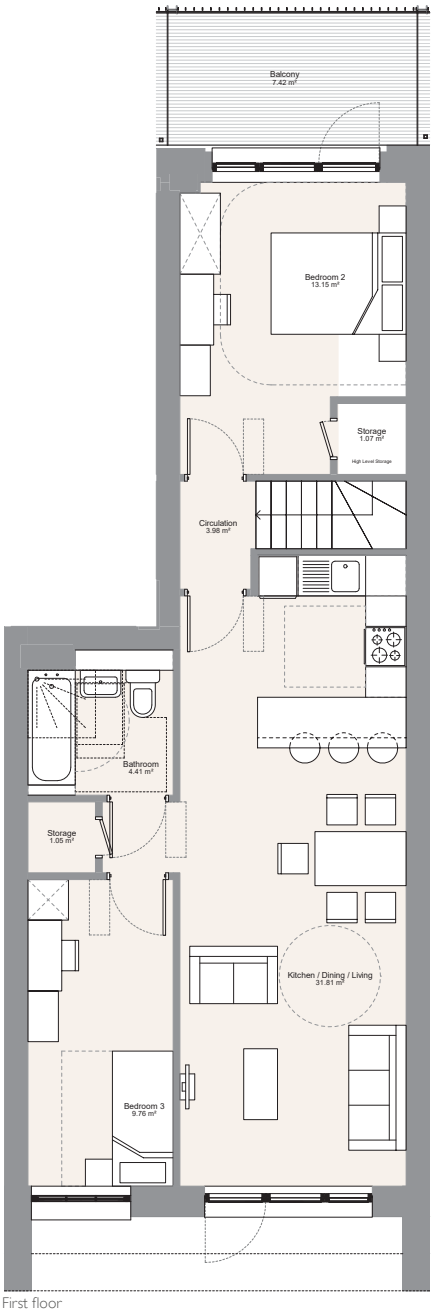


Maisonette

Dwelling Gross Internal Area: 97.51m²



Ground floor



First floor

Appendix

SCHEDULE OF ACCOMMODATION

	Studio	1B2P	2B3P	2B4P	3B5P	3B6P	
Private	11	31	18	36	1	1	
Intermediate		10	1	5	9	2	
Affordable Rent					9		
Total	11	41	19	41	19	3	Grand Total
	11	41	60		22		134

Appendix

SUSTAINABILITY MATRIX

Efficient use of resources	Energy strategy	Waste strategy	Green infrastructure	Blue infrastructure	Movement strategy	Social infrastructure
The site is brownfield land, and therefore a suitable location to reuse for regeneration.	The development 'plugs' into the District Heating Network established for the wider Old Vinyl Factory site.	The waste storage & strategy for the development is aligned with the London Borough of Hillingdon's standards. The collection strategy is compatible with the districts collection strategy.	The site at present is considered to have negligible ecological value.	Rainwater harvesting will be incorporated into the drainage design which will provide irrigation for the green roofs. Green roofs will be provided at roofsand podium levels, which will remove pollutants at the source, attenuate runoff rates and reduce runoff volumes.	The development is proposing a reduced car parking provision due to its location in close proximity to the Town Centre, Hayes & Harlington Station and therefore its PTAL rating. Car parking will be provided at a ratio of 0.5 spaces per unit to promote sustainable modes of transport.	1 Vinyl Square development is located within close proximity to local amenities, thus reducing the need for extended travel or multiple trips for residents.
Due to its location close to Hayes & Harlington station, the development proposes denser development and mixed uses in an accessible and sustainable location. The PTAL rating is currently 3, rising to 4 with the future introduction of the Elizabeth Line (Crossrail)	The development proposes compact building forms which reduce surface : volume ratio, and therefore minimise the envelope.	Each refuse store has been designed to provide external access for residents' and refuse collections. A management strategy will ensure that bins are rotated, to allow residents have easy access to empty containers.	Soft landscaping will be incorporated within the development at podium and roof levels, along with the installation of artificial boxes for birds. These enhancements will result in a net gain of biodiversity on the site.	The ambition of the development is to have an efficient water design / strategy to comply with Part G of the building regulations. Efficient fixtures and fittings will ensure lower water consumption for the building.	Electric Vehicle Charging Points (EVCP) will be provided in accordance with draft London Plan standards, i.e. 14 'active' spaces comprising 20% of total parking provision, with the remaining 80% to be provided as 'passive' spaces.	1 Vinyl Square development offers a variety of unit sizes, providing an opportunity for downsizing whilst remaining within the same neighbourhood.
The ambition is to promote and specify resilient design through the use of durable materials to reduce maintenance costs and the need for replacement.	The ambition of the development is a 'fabric first' approach, with the key elements of the building envelope achieving high Green Guide ratings.	Recycling facilities will be provided for the proposed residential and non-residential units, and the reuse and disposal of demolition and construction waste will be guided by a site waste management plan.	The proposal includes a 'growing terrace' as part of the ninth floor roof garden. This will incorporated a herb garden and raised allotment beds.		The site is also well located to take advantage of the 2 No. car club spaces that have been earmarked for provision within the adjacent Veneer Store surface level car park as part of the TOVF site-wide Car Park Management Plan.	Neighbours will be encouraged to meet one another and interact on a social level. External, communal amenity spaces on the podium and roof terraces will facilitate this as well as providing areas for relaxation.
	Deep balconies provide solar shading, particularly on southern facades and assist in reducing the risk of overheating to large parts of the building.	Hillingdon recycles paper, cardboard, glass and plastics. Residents are provided with a reusable mixed recycling bag, which they will empty into communal recycling bins, clearly identified in the refuse stores.	A number of new trees and hedgerows will be planted to form a green buffer between Blyth Road & the dwellings which are accessed from Blyth Road.		Commitment is made to provide adequate space for cycle storage to align with the draft London Plan standards. 244 residential long-stay spaces are to be provided, as a mix of two-tier and Sheffield stands.	1 Vinyl Square will be providing mixed tenure housing across the development to support the creation of a mixed community. The development will be tenure blind.
			Every residential dwelling within the development will have its own private balcony, terrace or garden which will be in excess of the minimum standards as set out in the draft London Plan.		Cycling is encouraged through the provision of a cycle hub, where cycle storage is complemented by maintenance and cleaning facilities, local cycle route information and opportunities for residents to engage and cycle with their neighbours.	10% of all dwellings will be Part M4(3) adaptable dwellings compliant, in line with the draft London Plan standards.

Environmental Responsiveness

Beyond the technical Energy Strategy Report, we have evaluated our proposal to assess its general environmental responsiveness.

JTP utilise their own knowledge and experience in assessing each project for potential environmental design opportunities. These measures may range from the integration of passive solar design to the use of active energy saving technologies.

At the outset of a project we discuss with our clients what is feasible and, where there are cost constraints, we will advise on the most cost-effective methods of achieving an environmentally responsive development. Some solutions are extremely simple, for example changing the orientation of a building to embed passive design principles. Other solutions may require rounds of testing to ascertain whether they have the desired and anticipated impact.

We have developed an in-house environmental assessment matrix whereby projects are reviewed under the following categories:

- Efficient use of resources
- Energy Strategy
- Waste Strategy
- Green Infrastructure
- Blue Infrastructure
- Movement Strategy
- Social Infrastructure

Within each category of the matrix there are features that may be evident on a wider scale, for example, within Green Infrastructure there is 'the protection of strategic green spaces and networks' at the masterplanning level, through to 'the integration of balconies and roof terraces' at the level of detailed building design.

This assessment tool enables us to capture the degree to which our projects are embedding the principles of sustainable design.

1 Vinyl Square has integrated a number of sustainable design measures. The chart above captures these and illustrates how the proposals encourage sustainable movement through improvements to the public realm. The development also prioritises quality of life, by providing extensive amenity space on site and a high quality internal environment with plenty of opportunities to meet neighbours and create a strong community.

Appendix

HEALTHY PLACEMAKING

In recent years, Public Health has been rising up the agendas of local, national and international policy makers in parallel with an increasing realisation that the way settlements of all sizes are planned and connected has a major part to play in alleviating a wide range of 'avoidable' health problems. Research shows that well-designed places that encourage regular exercise in daily life reduce our susceptibility to a wide range of diseases including heart problems, type 2 diabetes and cancers, whilst good air quality limits asthma and other respiratory illnesses. Providing community facilities and a safe, sociable and productive public environment helps to combat a range of mental illnesses. None of these represent the whole solution but the detailed design of our urban environments has the potential to make a significant positive impact on our health and consequently our quality of life.

The proposals for 1 Vinyl Square demonstrate how Healthy Placemaking has been at the heart of the design process. First and foremost, it will be a well-connected and walkable new quarter that not only focuses on improving the quality of the streets and spaces within the development, but links with wider networks and public transport beyond the sites redline boundary. The streets have been carefully designed with limited vehicular access and traffic calming measures to help reduce car speeds and the potential for accidents, while electric charging points within car parks should encourage greater uptake of non-polluting electric vehicles.

Walking and cycling for exercise and / or local journeys will be encouraged by a network of well-lit and overlooked footpaths and cycle paths. Every home within the development is provided with secured cycle storage. Walking routes will connect to wider networks to encourage people to exercise and opt to walk instead of using public transport / cars by providing attractive routes in their local area.

A variety of mixed-use buildings and lively urban spaces across the site will stimulate residents with activity throughout the day and offer a chance for a range of more formal social events for locals and the wider community. We also aim to support inclusiveness further and encourage community stability and diversity by ensuring that new homes meet the latest building regulation standards for accessible, adaptable and wheelchair user dwellings (Part M categories 2 and 3).

HEALTHY PLACEMAKING

Main Health Problems	Cardio-vascular disease, obesity and Type 2 Diabetes, often referred to as 'avoidable diseases'. Several forms of cancer		Respiratory illnesses including asthma	Mental health problems	Transport related accidents
Causes	Sedentary lifestyles and lack of exercise	Poor diet and food poverty	Poor air quality	Loneliness and isolation through limited social interaction and fear of crime	Interaction of vehicles, cycles, pedestrians
Active ways to address causes	Enable exercise in normal patterns of daily life	Provide education, accessible facilities and available green spaces	Limit the causes and effects of vehicular emissions	Provide community facilities and safe, sociable and productive environments	Good urban and transport design

Measures included at 1 Vinyl Square					
Walkable neighbourhood - walking, cycling and use of public transport have priority over the car	✓		✓	✓	
8 minute walk to Hayes & Harlington Station	✓			✓	✓
Secure bike storage at home	✓		✓		
Areas of soft landscape, trees and planting adjacent to road to absorb / cleanse air pollutants			✓	✓	
Mixed use environment with active frontages and spaces - stimulation, events, celebration				✓	
Communal facilities to support inclusiveness and involvement		✓		✓	
Maximum of 8 residential dwellings served from single core to encourage neighbourliness and community interaction				✓	
Encourage community stability and diversity				✓	

