

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



The Grand Union Canal



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



Lake Farm Country Park



Hillingdon Cycle Circuit

The Site CONNECTIONS



The Site

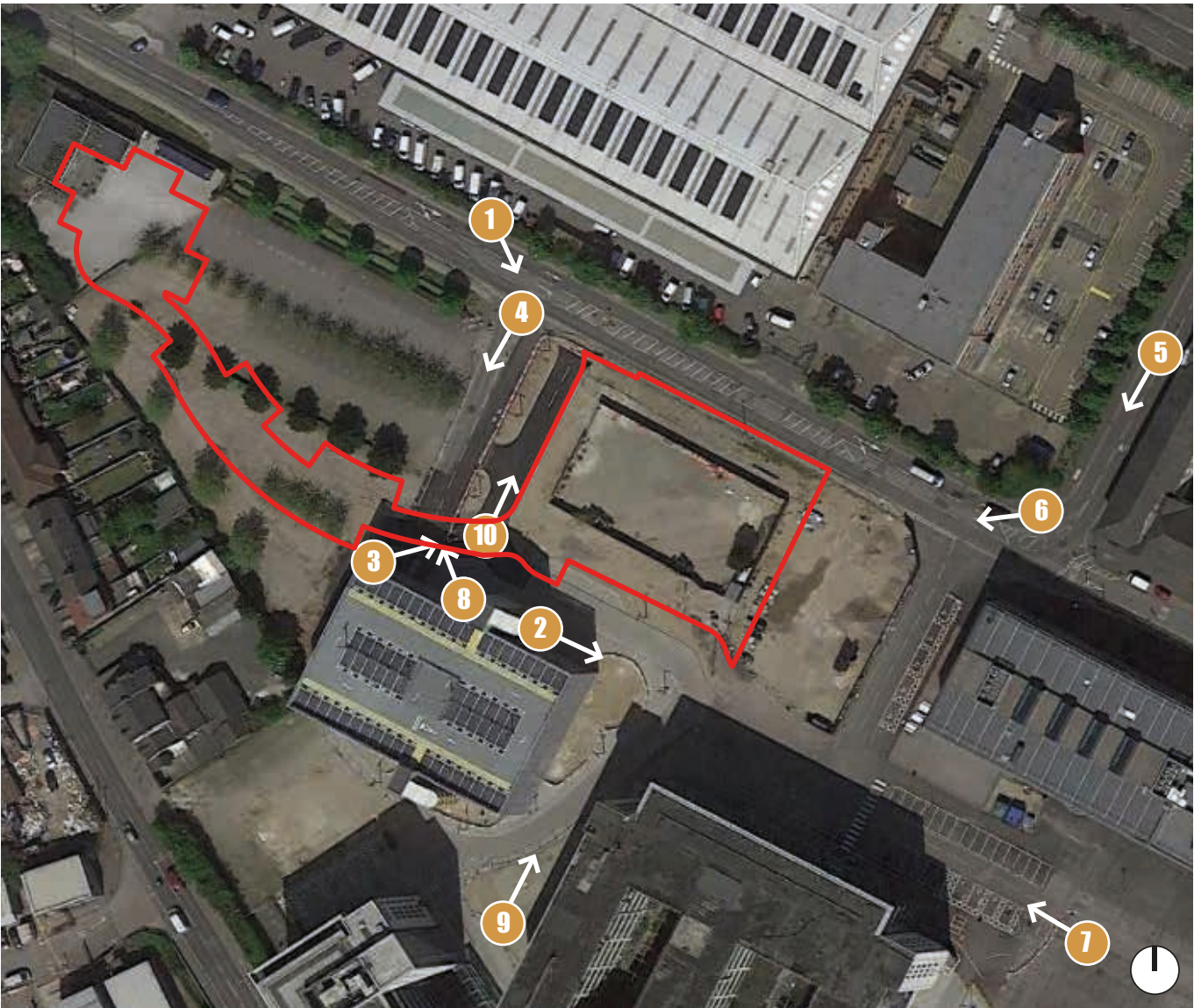
THE SITE TODAY

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, 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



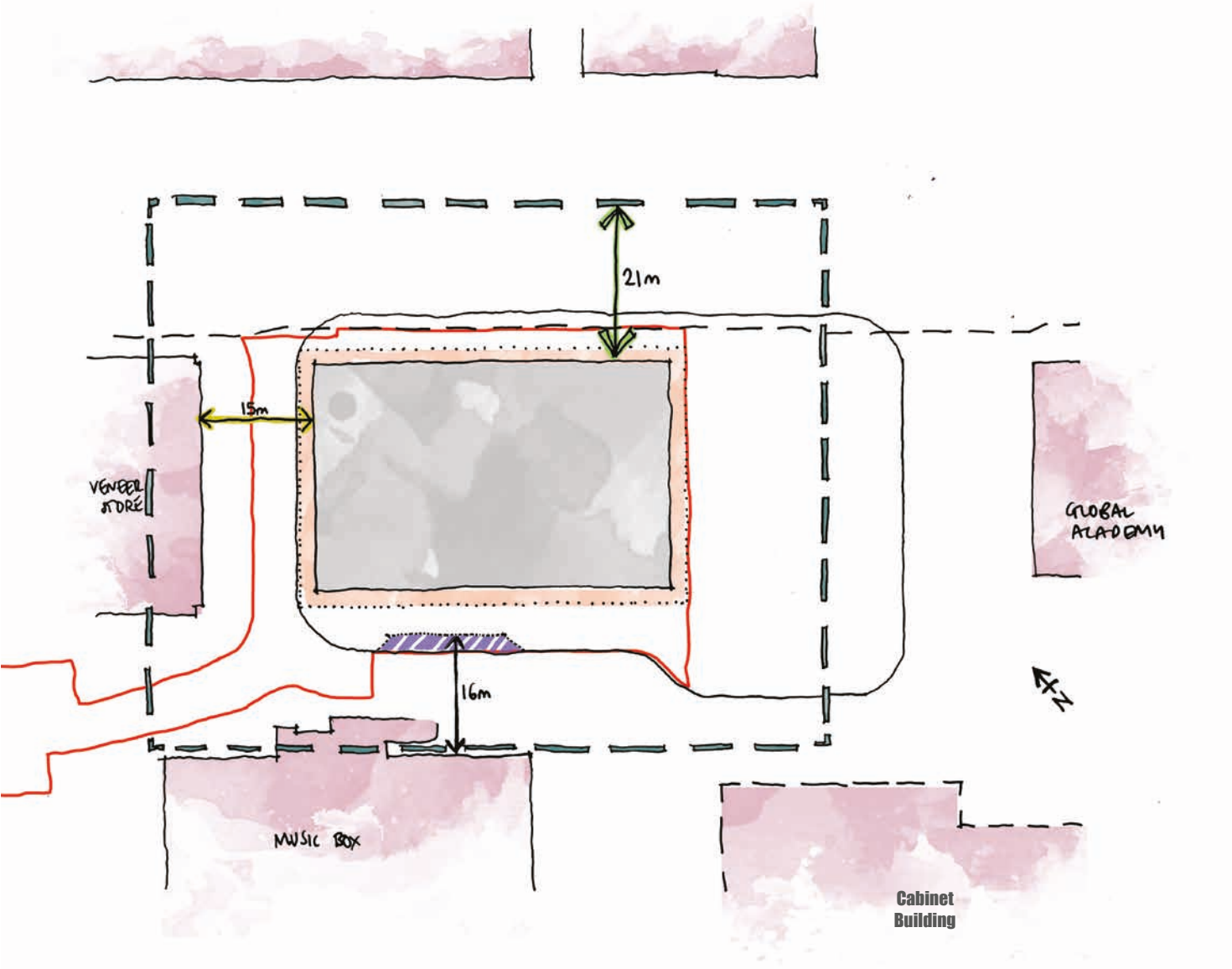
Looking north across the site and Blyth Road from The Music Box

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.

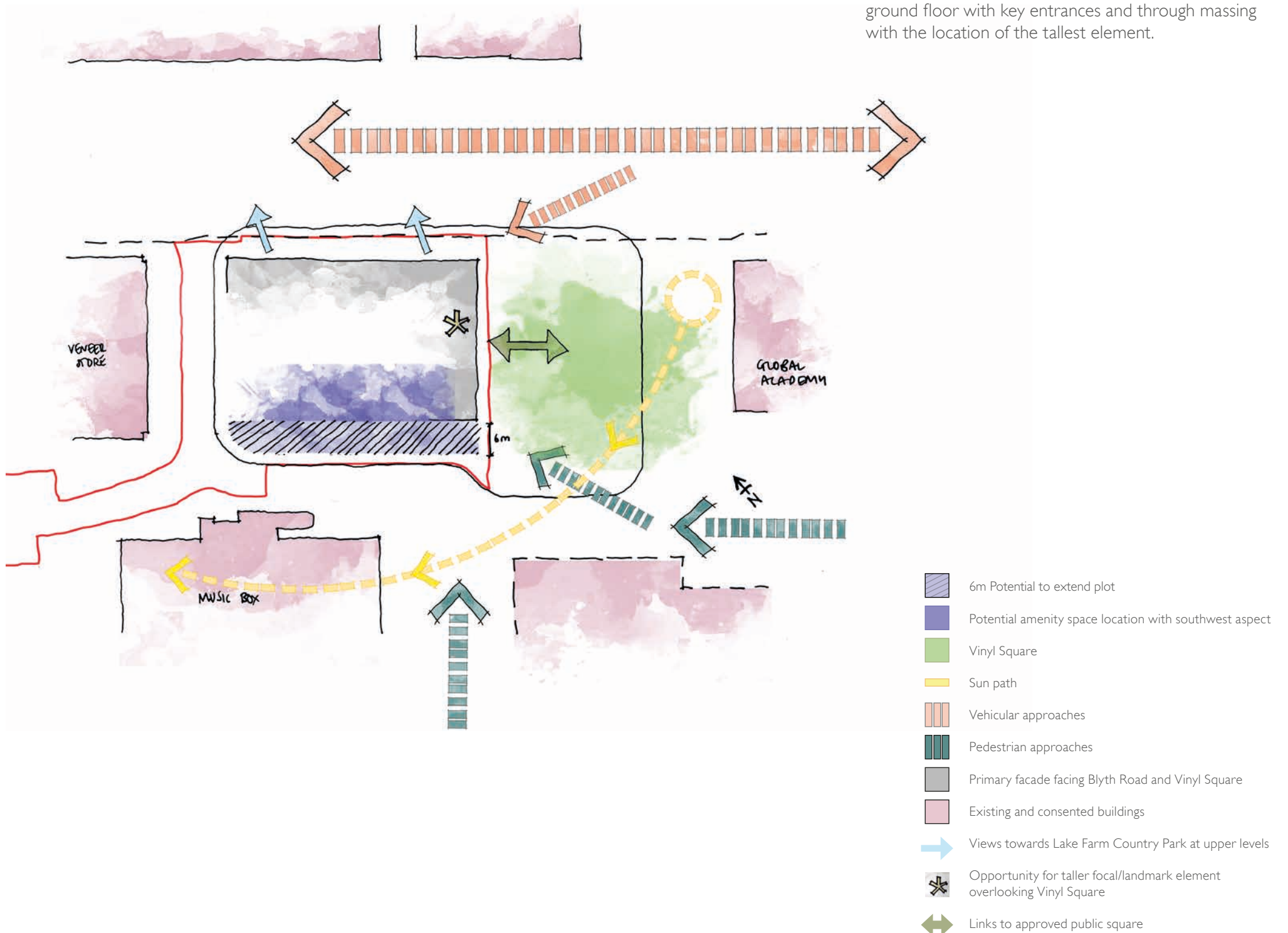


- Site boundary
- Boundary of outline permission building footprint
- Existing and consented buildings
- 21m overlooking and outlook distance from outline consent building footprint. Reduced overlooking to Veneer Store and Music Box which are fully screened car parks
- 2m projecting balcony zone
- Loading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

The Site 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.





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



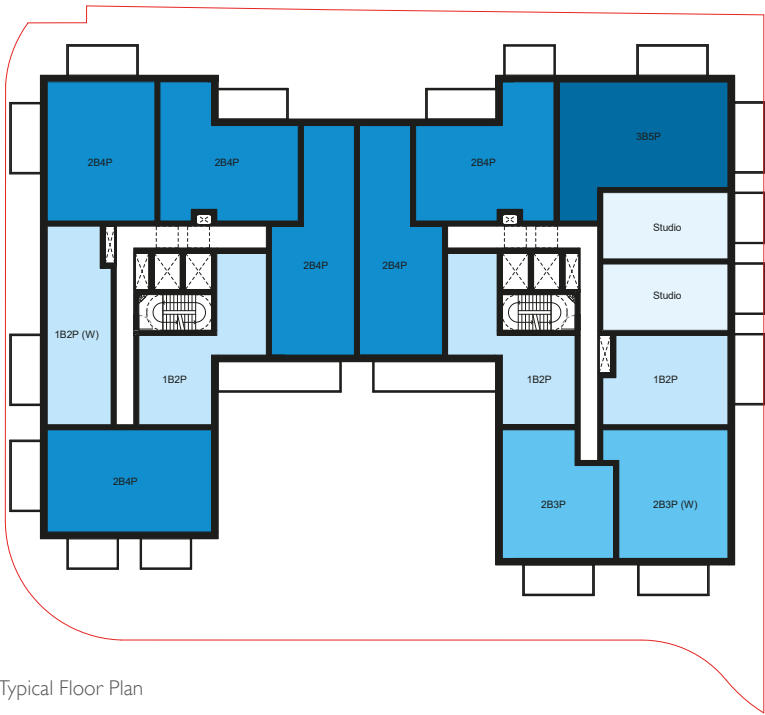
View of the podium garden and cycle hub entrance

Engagement & Design Evolution
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

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

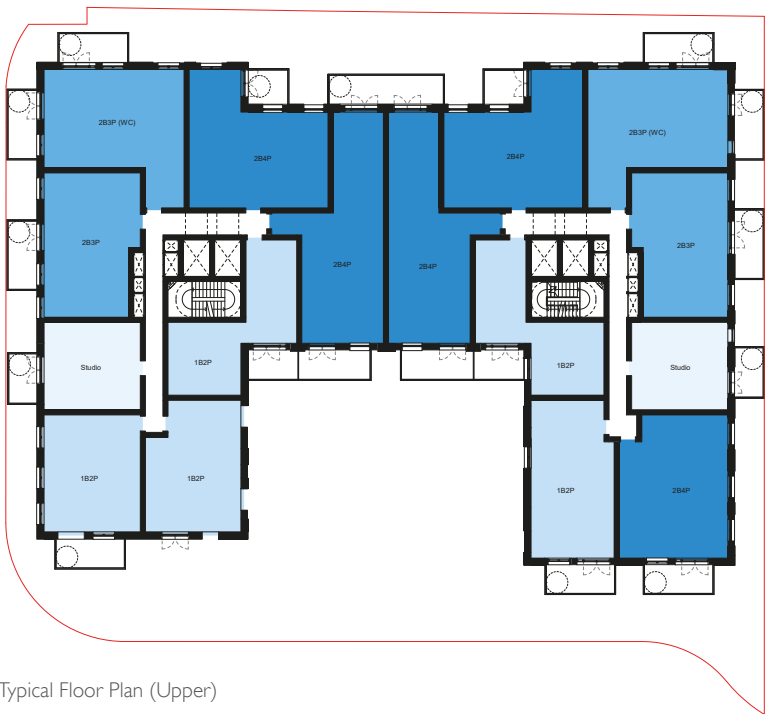


View looking across Blyth Road from the north east

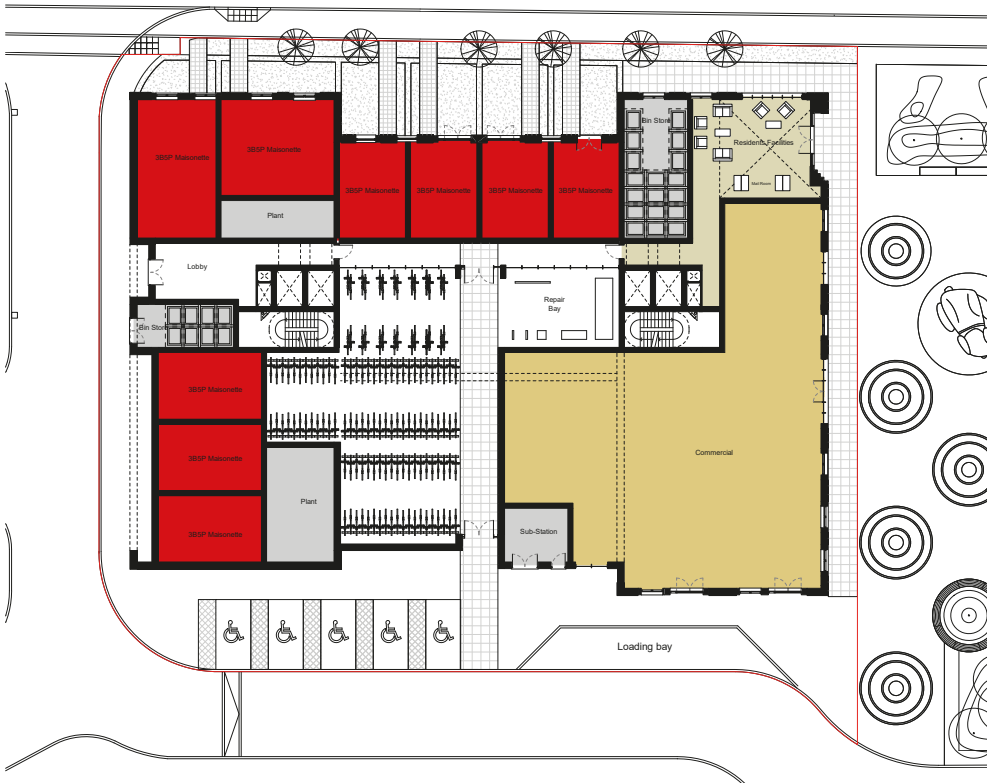
	Intermediate	Private Rent
Commercial	1 bed	Studio
Indoor amenity space	2 bed	1 bed
Plant	3 bed	2b3p
Affordable Rent		2b4p
		3 bed



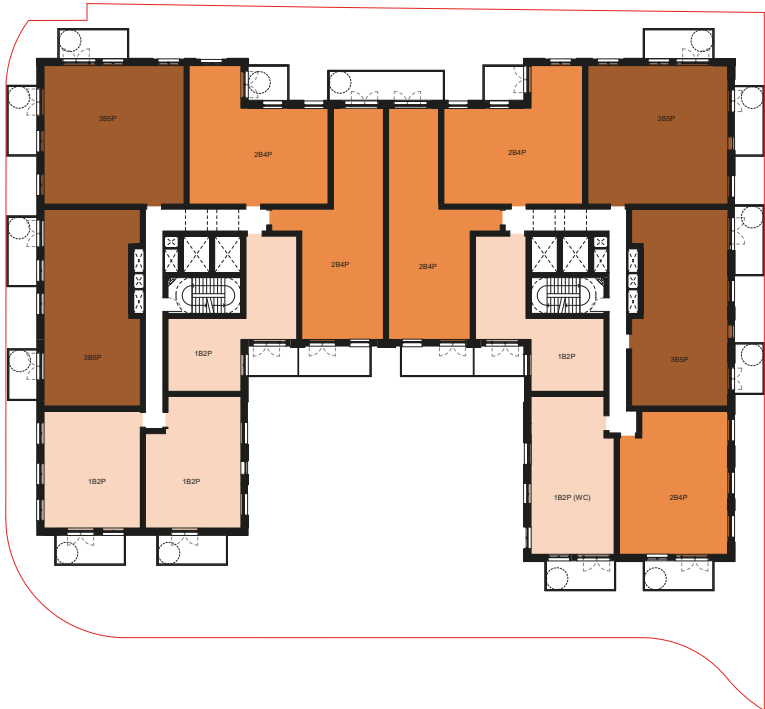
First Floor Plan



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.

Engagement & Design Evolution

PRE-APPLICATION MEETINGS

London Borough of Hillingdon

11th November 2019

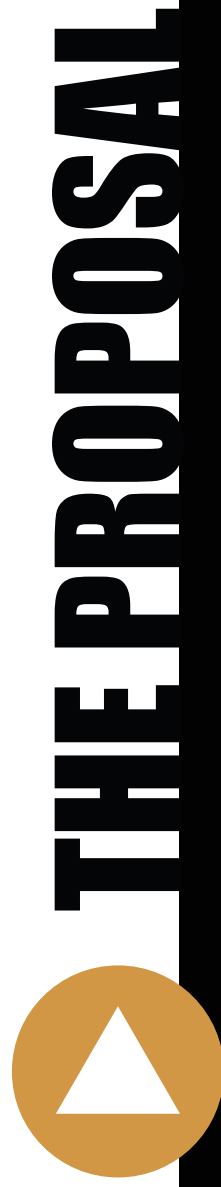
Following the second pre-application meeting, planning officers requested further imagery be provided showing the proposed height and massing within the context of surrounding buildings. Aerial CGIs were prepared and submitted, along with justification for the proposed heights. Further correspondence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



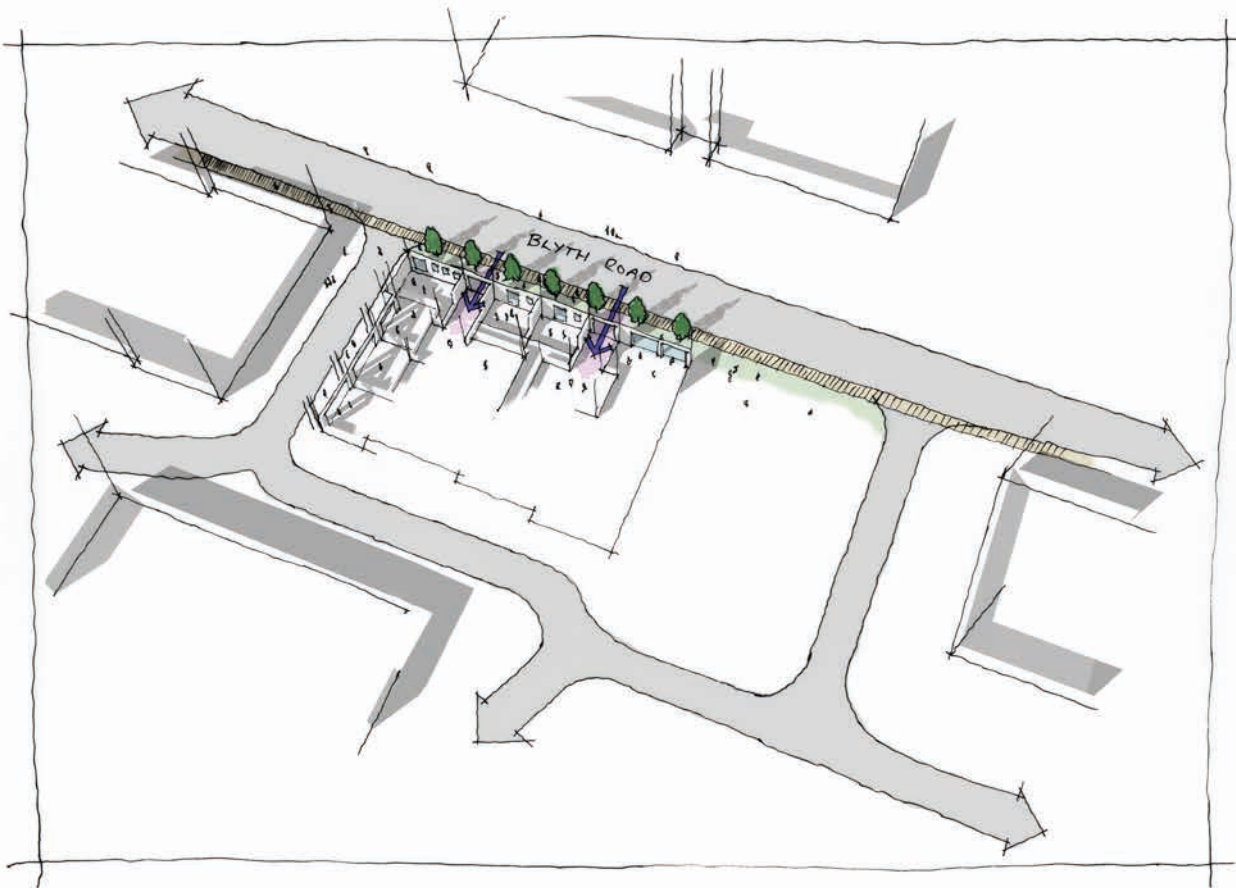
CHAPTER 5



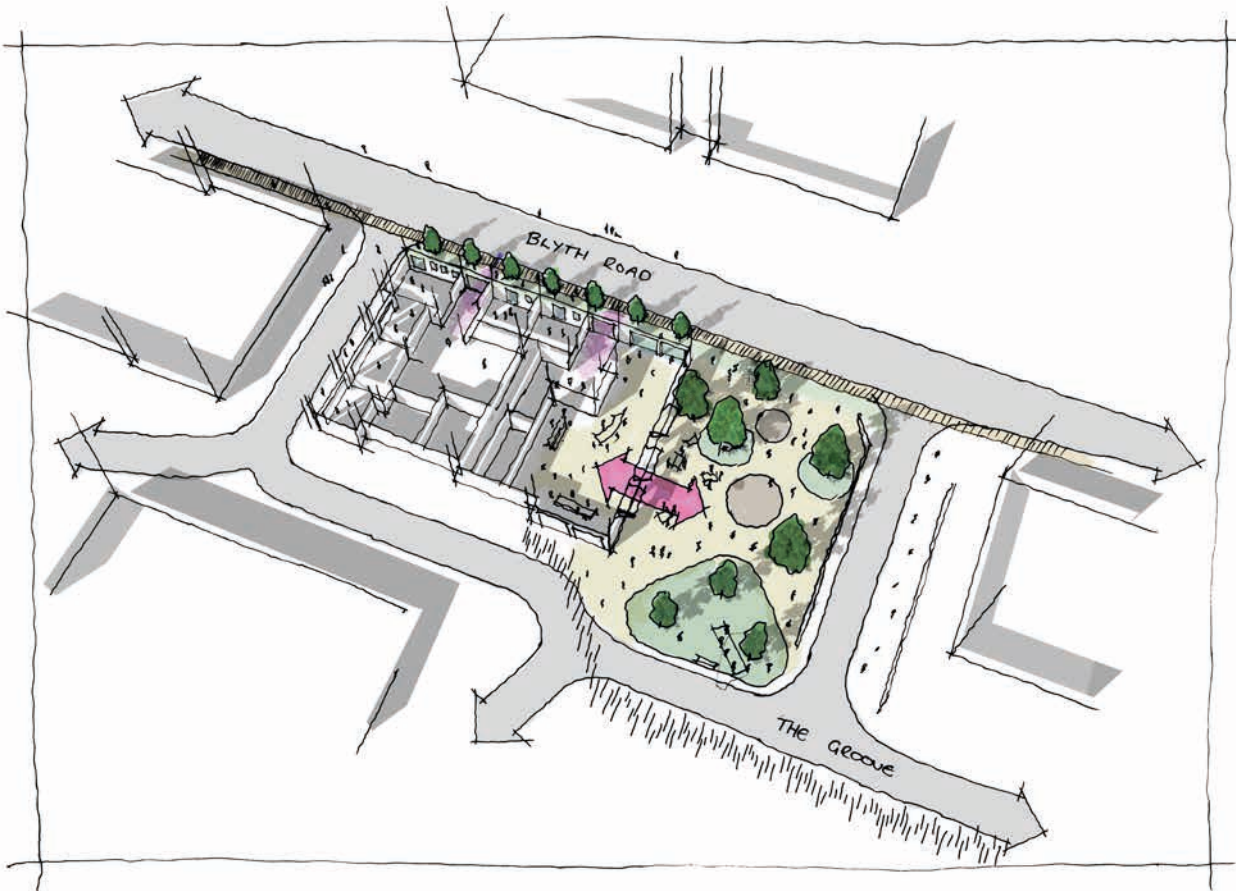
The Proposal

DESIGN PRINCIPLES

1. Activate the street frontage on Blyth Road.



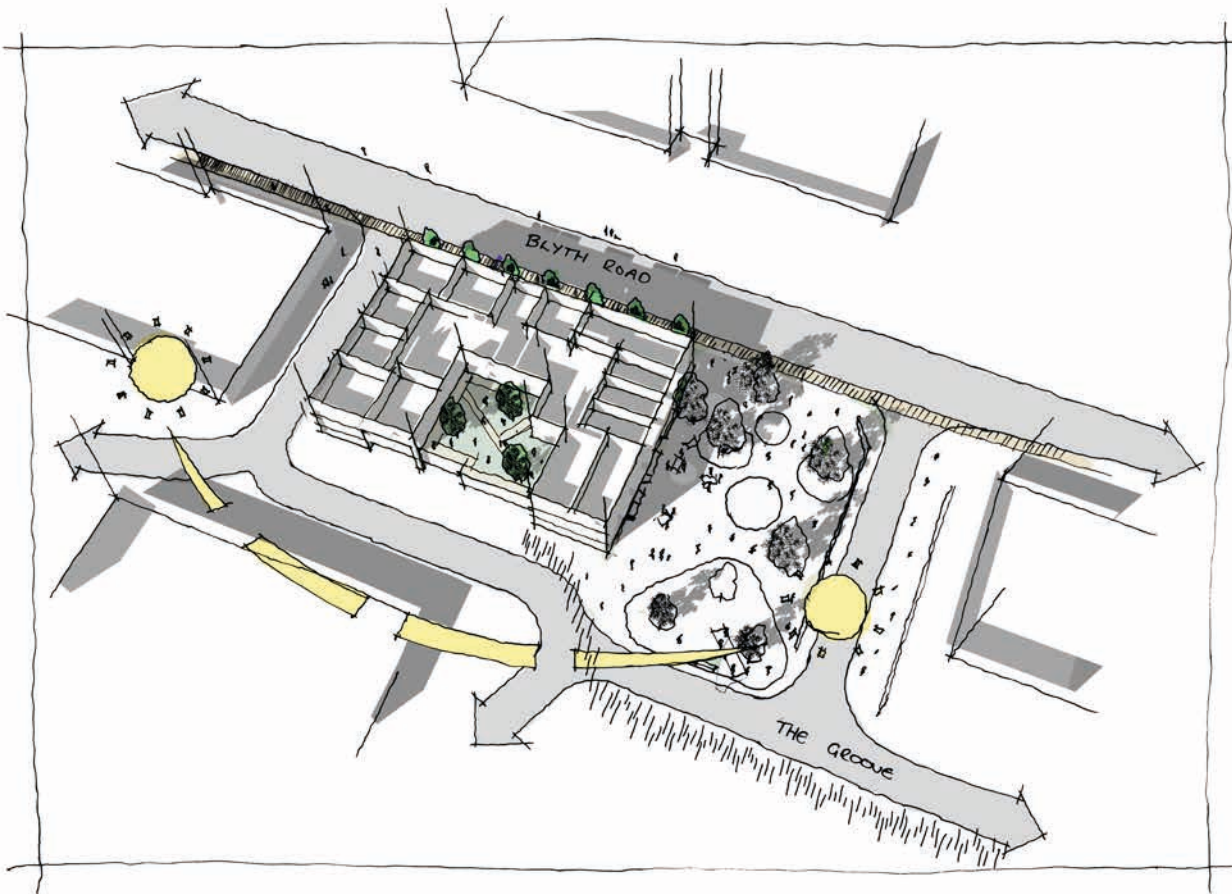
2. Animate the square with new commercial uses.



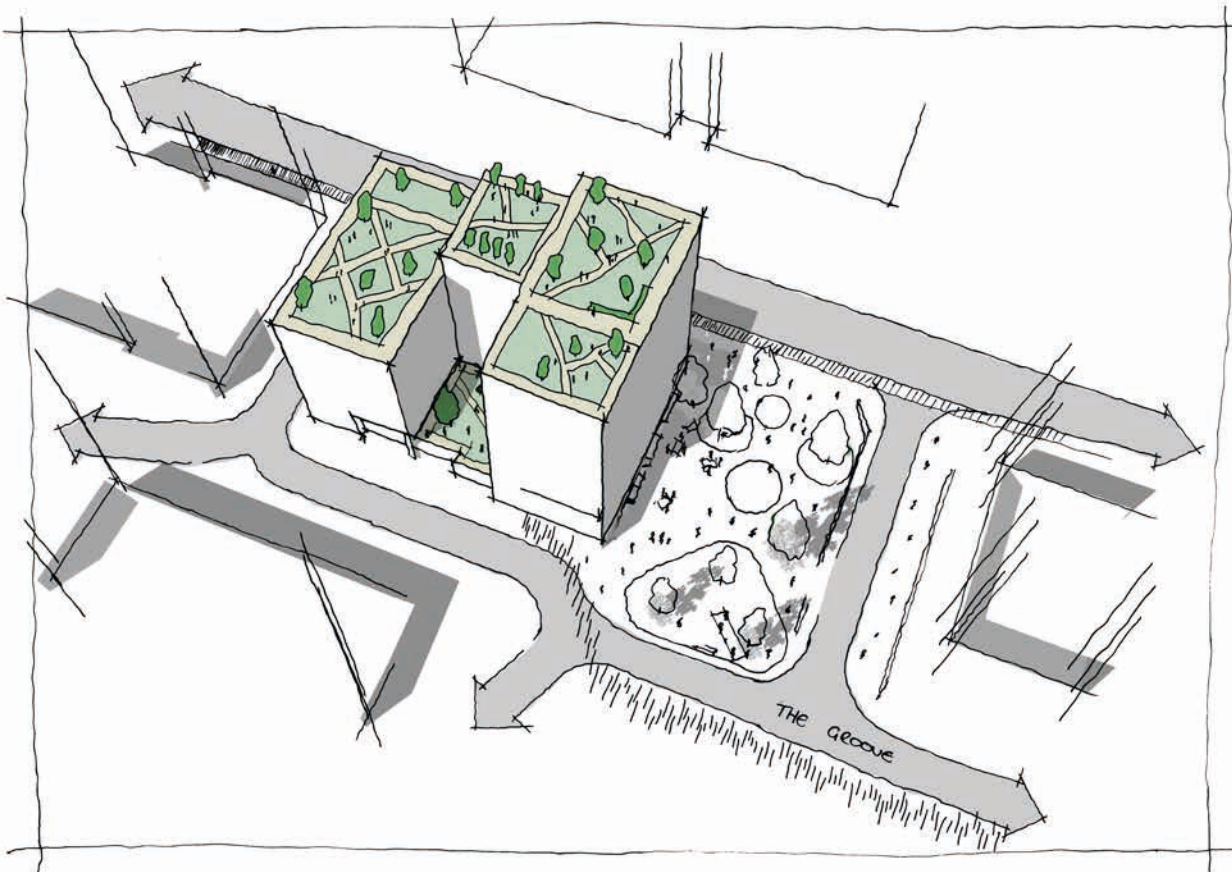
The Proposal

DESIGN PRINCIPLES

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



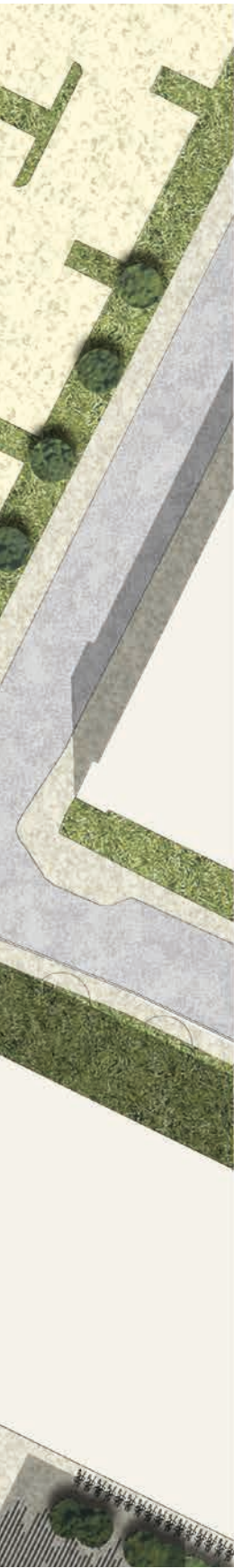
4. Define the massing to create three separate elements, with the tallest facing Vinyl Square to the east and the others stepping down in height to the west.



The Proposal

SITE PLAN





- 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

The Proposal

ARCHITECTURAL APPROACH

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 Cabinet Building



The Record Store

The Proposal

ARCHITECTURAL APPROACH



The Old Vinyl Factory today



The Global Academy



The Music Box

The Proposal

ARCHITECTURAL APPROACH



The Material Store

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 Assembly Buildings

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

The Proposal **HEIGHTS & MASSING**



View looking south across The Old Vinyl Factory site

The Proposal

HEIGHTS & MASSING



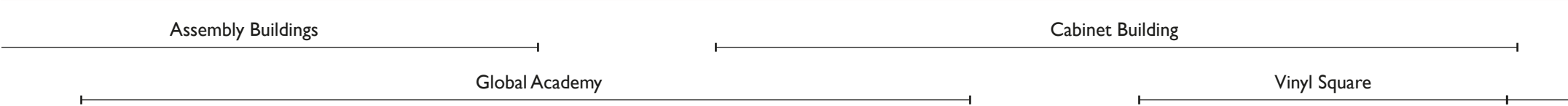
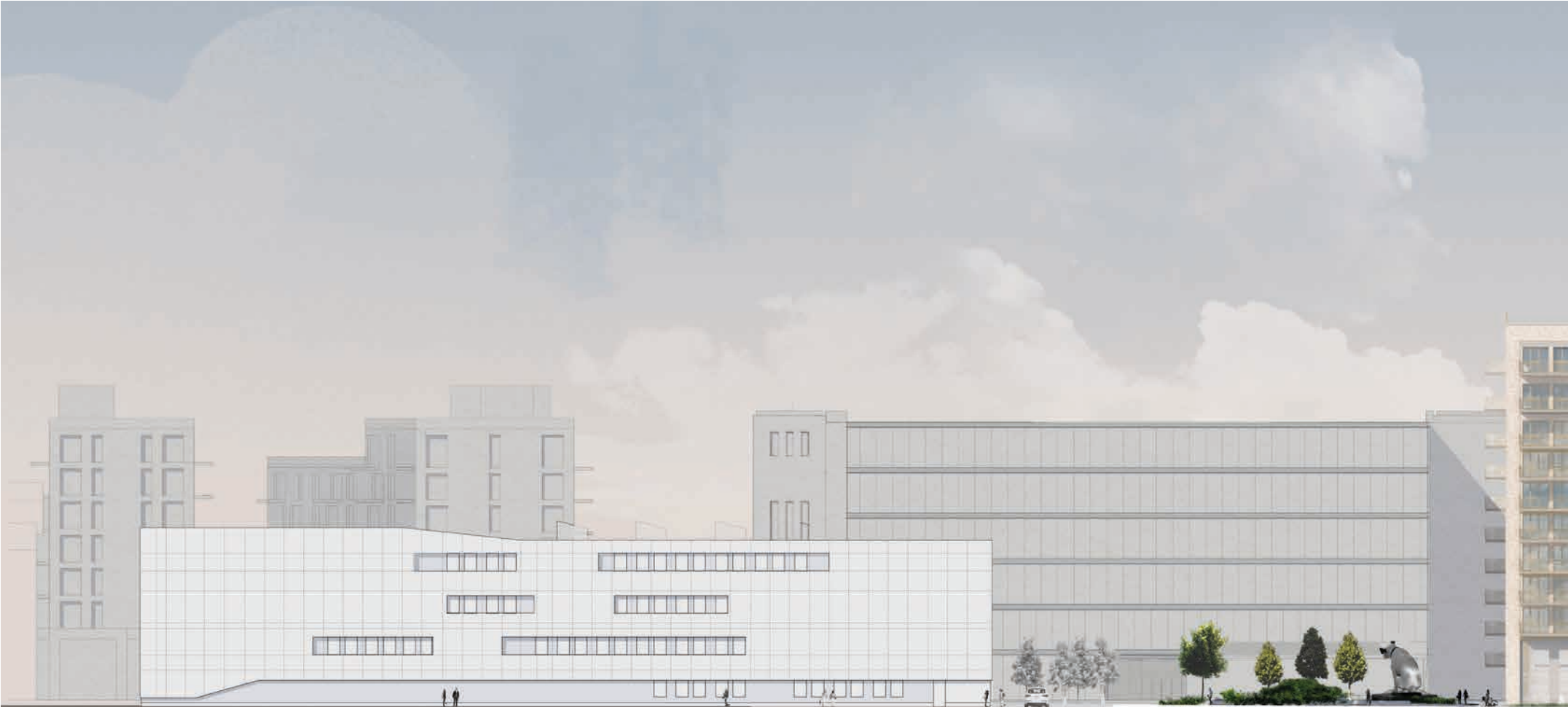
View looking east across The Old Vinyl Factory site towards Hayes Town Centre and station

The Proposal **HEIGHTS & MASSING**



The Proposal

HEIGHTS & MASSING

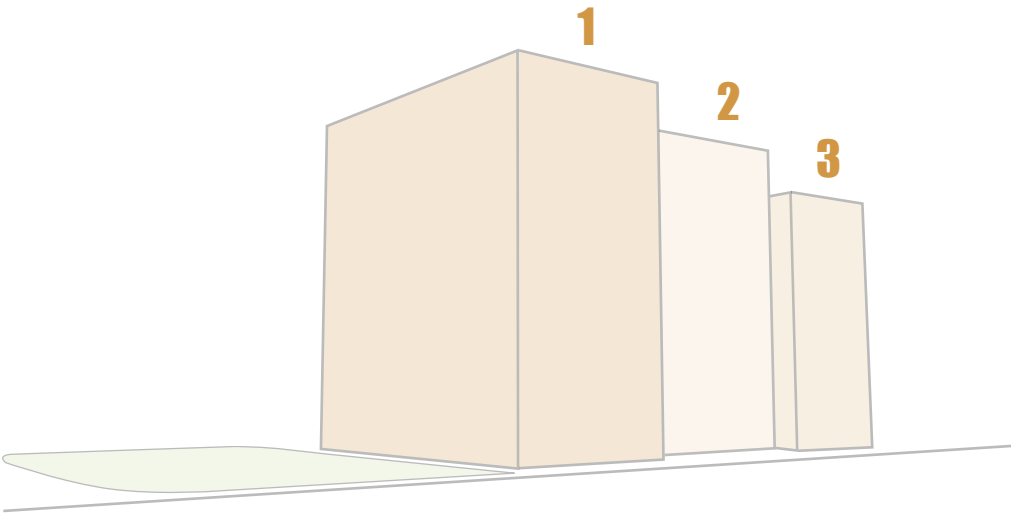


Blyth Road Elevation



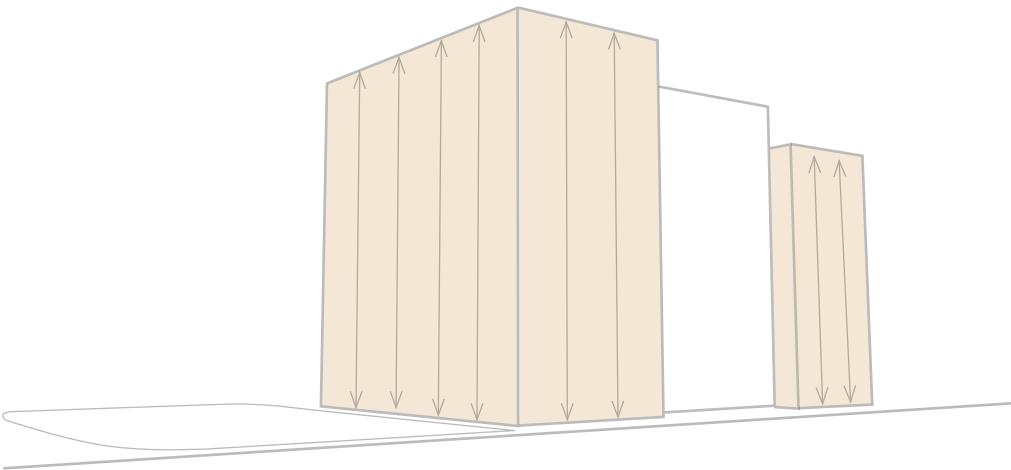
The Proposal

ELEVATION PRINCIPLES



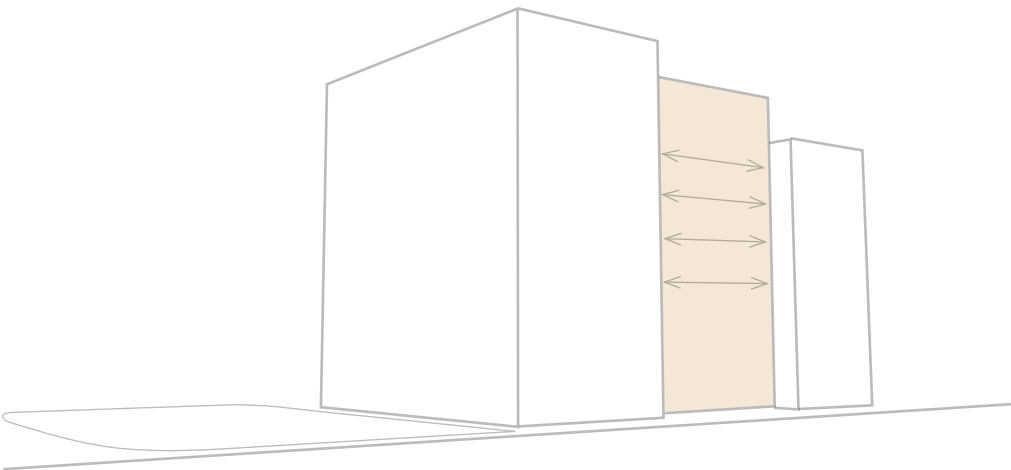
Three simple elements:

- 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

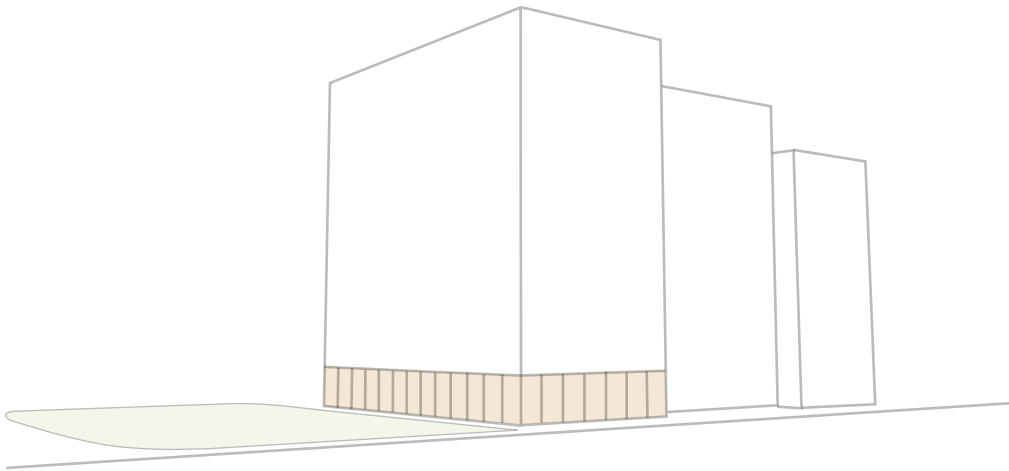
The linking element is given a horizontal emphasis and simple warehouse aesthetic in red brick reflecting Jupiter House to the north of Blyth Road, and the lower, now demolished factory buildings previously on the site.

The Proposal

ELEVATION PRINCIPLES

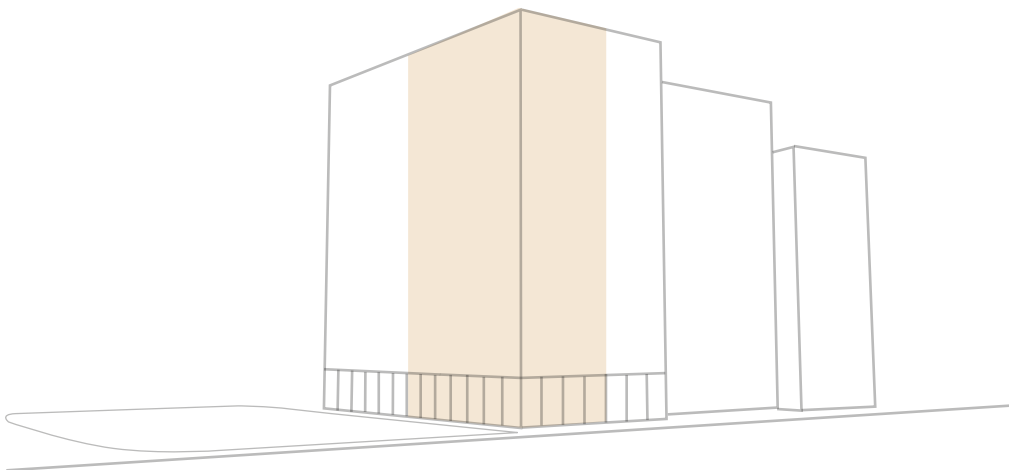
The Base

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



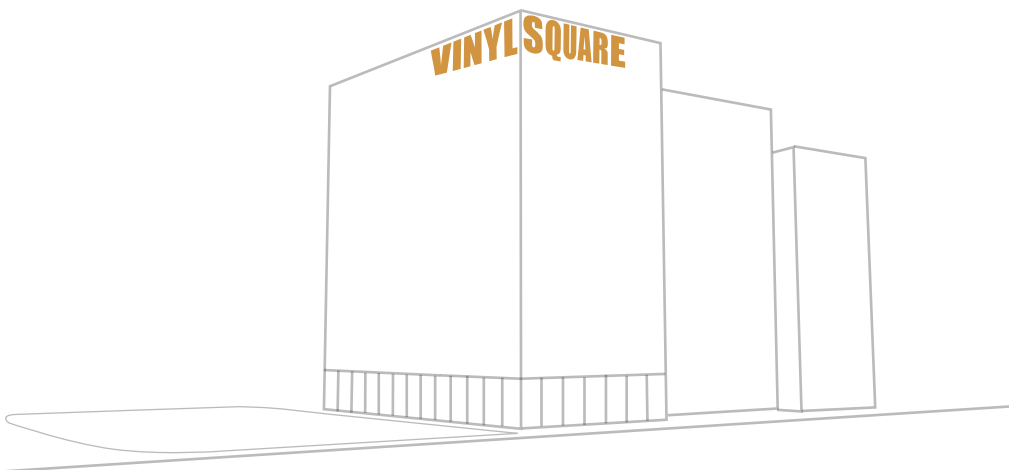
The Gateway

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

The Proposal

ARCHITECTURAL INSPIRATION



The Record Store presents a simple, repetitive facade



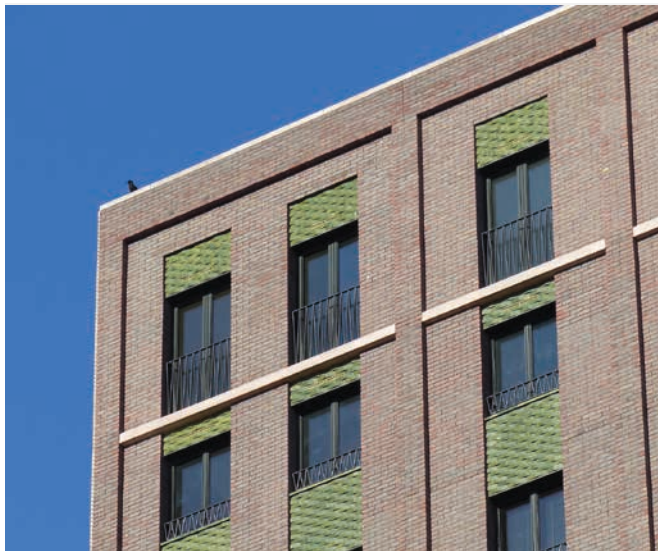
Traditional warehouse aesthetic with crittal windows in Clerkenwell, London

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.



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