

Assael

D&A

217 High Street, Yiewsley / Hillingdon

Design and Access Statement

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1.1 The purpose of this document

This document has been prepared by Assael Architecture for Taylor Wimpey. It assesses the opportunities to redevelop the site in line with both Hillingdon Council's aspirations for future regeneration within Yiewsley and policy objectives to achieve sustainable development, high quality design and meet housing needs.

1.2 The vision

This document explores the opportunity to provide a new high quality mixed use residential development on the site. The scheme proposes to deliver new residential apartments with amenity space, as well as a Health facility (D1) whilst maximising the site's orientation and location.

1.3 The professional team

Client

Taylor Wimpey West London

Architect

Assael Architecture Ltd

Planning Consultant

Progress Planning

Structural Engineers

Reuby-Stagg

Engineering Services

Stantec Inc

Energy Consultant

Abbey Consultants

Fire Consultant

BA Fire

Heritage Consultant

Asset Heritage

Landscape Architect

Assael Exteriors Ltd

Ecology Consultant

Ecology Solutions

Engagement and PR

BECG

1.4 Taylor Wimpey

Taylor Wimpey is one of the leading national housebuilders operating across the UK, and is responsible for building approximately 15,000 homes annually. Taylor Wimpey has amassed years of experience in the London and South East region, which has amounted in becoming one of only a handful of home builders to be bestowed with the title of 5-star Home Builder, by the Home Builders Federation.

Taylor Wimpey has a strong track record in delivering high quality sustainable developments in the region. As part of the planning process, we take the promotion of sites seriously and seek to demonstrate the suitability and deliverability of the sites we promote. Furthermore, we undertake meaningful engagement with various stakeholders including: local communities; local politicians; relevant local groups; and the local planning authority, in order to shape the delivery of developments which respond to the specific needs of residents and future customers.

One of Taylor Wimpey's most recent acquisitions in Kew, London, demonstrates this cooperation between company and stakeholder, as we had been granted planning permission by the London Borough of Richmond to create an exciting new residential development on the site of the former Inland Revenue building, off Bessant Drive, Kew.

Our proposal had been developed through extensive consultation with the local community, and the development comprised of:

- 170 new homes including 27 affordable homes
- Space for an 896 sq m doctor's surgery
- 188 secure basement parking spaces for residents and visitors
- Extensive new landscaped amenity areas and central courtyard space

The development had been designed to maximise the amount of air and light throughout the project, and the new buildings will be set amongst extensive green surroundings, with a landscaped courtyard at the centre for community use.

Taylor Wimpey combines the strengths of a national developer with the focus of small local business units. This creates a unique framework of local and national knowledge, supported by the financial strength and highest standards of corporate governance of a major PLC.



Emerald Gardens, Kew

1.5 Assael Architecture

Assael Architecture is an award-winning practice providing urban design, architectural, landscape design and interior design services to a range of developers, investors, institutions and local authorities in the UK and overseas. Based in design studios in London, we work across a variety of sectors including residential, hotel, leisure, mixed-use and masterplanning.

Our approach brings together innovation and creative design, informed by research, thorough site analysis and years of experience. We're committed to providing a high quality professional service that suits our clients' individual requirements and project timescales.

We are well respected for our responsive and flexible approach to design particularly in difficult or challenging circumstances, and our expertise is most often called upon to realise the full potential and value of complicated sites, often in sensitive locations. We have therefore amassed many years of experience in the design and implementation of successful new-build mixed-use developments on tight urban brownfield sites, often involving the refurbishment of listed or historic buildings.

We regularly win awards for our projects, treatment of staff and business success. We were named Architect of the Year at The Sunday Times British Homes Awards in 2016 and 2014, and our work in Build to Rent has recently been rewarded; we won the Housing Project Award at the 2015 British Homes Awards and a Housing Design Award in 2016, both for Creekside Wharf, plus another Housing Design Award for 19-27 Young Street in 2014. We've also won the AJ100 Employer of the Year in 2017, Building Magazine's Good Employer Guide for two years in a row, the AJ's Business Pioneer of the Year in 2014 and have consistently been on The Sunday Times Best Small 100 Companies to Work For list. This recognition by our peers is important to us, and drives our continual improvement.

Quality management

We've been ISO 9001 certified since 2000 – a standard we've maintained through our commitment to quality, our team's abilities and the processes we've put in place.

Our environmental policy

In 2016, we achieved certification for ISO 14001 (Environmental). The aims of our environmental policy are to:

- Provide a clear statement that identifies the areas of our work that have a impact on the environment, together with objectives and targets for reducing such impacts.
- Provide employees and others with relevant information they can understand and use to maintain an awareness of the environmental impacts of the company's operations.
- Demonstrate an awareness of current legal and regulatory demands and a commitment to comply with them.
- Provide ongoing training for employees to ensure an awareness of the environmental issues that concern the business operation.
- Monitor the actions of the company in its business activities and strive to reduce environmental impact through a programme of continuous improvement.

1.6 Assael experience on similar projects

Gresham Road, Brixton

Location

London Borough of Lambeth

Client

Taylor Wimpey

Date

2015 - present

Site history

Constrained Site

Project description

Situated adjacent to the railway and within the Loughborough Park Conservation Area, this development provides 71 new homes on a constrained site in Brixton.

The new homes are accommodated in three separate buildings, ranging in height from five to eight storeys.

Every new apartment benefits from being dual aspect, with windows and balconies detailed with GRC and metal balustrades. Shared gardens at first floor level also provide additional outdoor amenity space for residents.

At ground level, a new pedestrian street enables the adjacent railway arches to be brought forward by Network Rail as retail spaces, whilst the new offices provide a continuous active frontage along this route.

Clayton Road, Hayes

Location

London Borough of Hillingdon

Client

A2Dominion

Date

2018 - present

Site history

Former Fairview Business Centre

Project description

This redevelopment of Fairview Business Centre introduces nearly 400 new homes and commercial workspace set within a large public open space facing onto the Grand Union Canal in Hayes.

The proposal aims to link the architectural language of the historic industrial sites to the west with the emerging London vernacular to the east. By developing three character areas alongside the extensive amenity space, the development transitions from the town centre character of Hayes to the industrial developments.

The two buildings provide ground floor houses, duplexes and commercial space which all contribute to an active frontage and provide job opportunities along the central spine. The spine has been developed with the adjoining site to bring an overarching masterplan strategy which will provide access and amenity within the wider masterplan to create a new canal-side destination.

Former Greggs Bakery, Twickenham

Location

London Borough of Richmond

Client

London Square

Date

Present

Site history

Former Greggs Bakery

Project description

More than three years ago it was announced that 206 jobs would be lost due to the closure of the Twickenham Greggs factory.

Now plans have been submitted to demolish the remaining building and build 116 homes in its place.

A planning application submitted by ourselves on behalf of London Square said it would be a “comprehensive redevelopment” of the Gould Road site with buildings ranging between two and five storeys tall.



Gresham Road, Brixton



Clayton Road, Hayes



Former Greggs Bakery, Twickenham

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2.1 Introduction

This section analyses the existing character and setting of the development site. We have studied the sites context with respect to the natural and human history, the forms of settlement, building and spaces, as well as its location and the routes that pass through it. A comprehensive appreciation of the overall site context is the starting point for designing a distinctive and successful place.

2.1.1 Site location

The site is located in Yiewsley, London Borough of Hillingdon. Yiewsley is bordered by Uxbridge to the north, West Drayton to the south and Hayes to the east.

The application site is situated just north of the West Drayton railway station which is a future Crossrail station, with the Grand Union Canal running alongside it.



Map highlighting the London Borough of Hillingdon



Aerial view

2.2 Existing site description

The site measures 1.24 hectares in size and is comprised of a single retail warehouse of approximately 3072sqm of floor space with associated car parking and delivery access, an MOT testing centre and repair shop (B2 / sui generis) to the rear of 1908sqm and highway land to the front.

2.2.1 Existing buildings on the site

The uses located on site typically generate a moderate amount of car traffic from shopping at B&M, testing at the MOT testing centre to the rear and occasional HGV movement from deliveries.



B&M store



Buildings on the site

2.3 Existing & emerging context

Yiewsley & West Drayton serves a localised catchment area and is classified as a District Centre. The town grew as an industrial / manufacturing centre located on the Bristol-Paddington Railway line (West Drayton Station) and Grand Union Canal, although many of the manufacturing and industrial jobs in the area have now gone.

The centre supports 29,336 sqm gross of retail floorspace, the majority of which is located in a linear fashion along High Street / Station Road. There are two designated Primary Shopping Areas and four Secondary Shopping Areas within the defined town centre. The majority of these are located along High Street / Station Road. Both the primary and secondary frontages contain a high number of takeaway and service uses.

Retail shops on our traditional High Streets are suffering from a change in shopping patterns over recent years. Large out of town or edge of town centre retail stores have been known for a long time to have an adverse impact on our High Streets drawing shoppers away from them and specifically their Primary and Secondary Shopping Frontages and parades. Interestingly, with the dominance of online retailing, these large retail stores are coming under increasing financial pressure and are struggling to compete with companies that do not need to pay the same overheads. The subject store sells low priced convenience goods which generally do not attract shoppers specifically to it as this is often solely the case for higher priced comparison goods. As such, the existing premises offer limited benefits in terms of drawing shoppers to the general area, but pose a significant threat to the viability of the nearby town centre. Therefore, its removal is likely to boost the profitability of other retail stores and decrease shop vacancies within the town centre and on designated frontages, in line with adopted policy which seeks to deliver sustainable forms of development.

The area supports over 12,000 sqm of office development. It is well known that Hillingdon has a surplus of office floorspace in the borough and it benefits from a wide range of office types, supporting a range of companies from start-ups to global PLCs. Given the proximity of this site to Uxbridge Town Centre and Stockley Business Park and the general surplus of office floorspace in the borough, an office use would not be considered desirable or the most efficient use.

West Drayton and Hayes are located within an Opportunity Area expected to deliver over 10,000 new homes. It has been identified through discussions with Hillingdon Council that this growing population and the existing community would benefit from additional community facilities, specifically a centralised Health facility that would be situated in a sustainable and accessible location. Given the location of this site, near to a town centre and along a main road, it is considered that this could be an ideal opportunity to provide the area with a Health facility which will serve a genuine need.

2.3.1 Recent & future growth

The proposed Crossrail station at West Drayton, which is due to open later this year , will create much improved links to West Drayton from Shenfield and Abbey Wood to Reading and Heathrow. This presents further opportunities for regeneration, which are already underway in this area of significant change and nearby developments are listed on the adjacent page.

West Drayton and in particular this site situated along a main anterior route near to a town centre is a suitable location for a residential led development that makes efficient use of the land to deliver a significant contribution of on-site affordable housing. The Grand Union Canal will also have a role to play in the regeneration of the area. Economic growth opportunities for Yiewsley & West Drayton will be developed in more detail through the Hillingdon Local Plan: Part 2 - Heathrow Area Policies LDD and Hillingdon Local Plan: Part 2- Site Specific Allocations LDD.