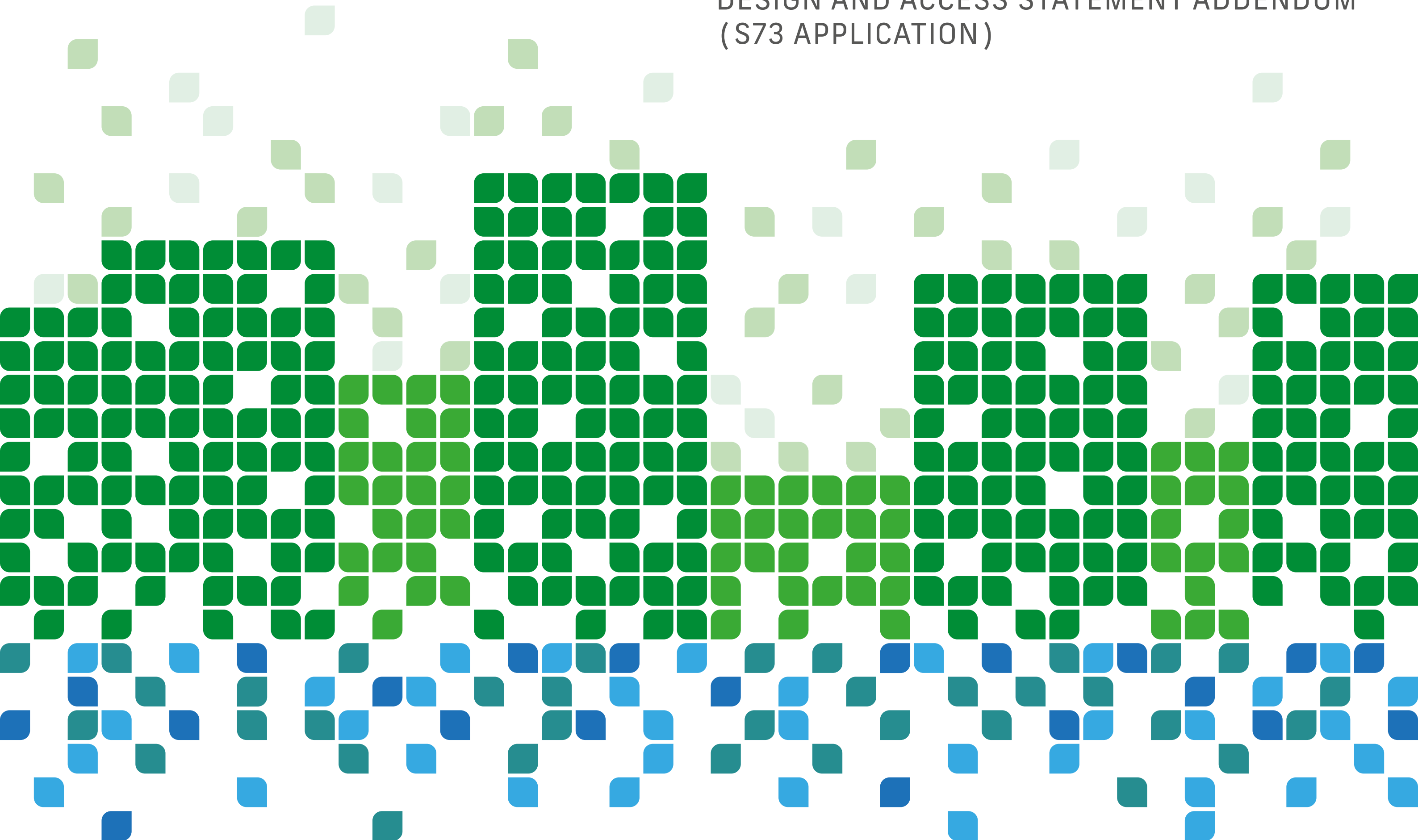


PRP

# HAYES TOWN CENTRE ESTATE

DESIGN AND ACCESS STATEMENT ADDENDUM  
(S73 APPLICATION)



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The top half of the slide features a decorative pattern of squares and rounded squares. Some squares are white with dark outlines, while others are solid dark shapes. They are arranged in a grid-like fashion, with some squares missing, creating a sparse, geometric look.

# 1. EXECUTIVE SUMMARY



## 1.1 EXECUTIVE SUMMARY

This Design and Access Statement Addendum has been prepared by PRP on behalf of Higgins Partnership 1961 PLC for the Section 73 application for the redevelopment of the Hayes Town Centre Estate, Hayes, UB3 3DN.

It should be read in conjunction with the original Design and Access Statement prepared by Pollard Thomas Edwards (PTE) Architects on behalf of the London Borough of Hillingdon for the redevelopment of Hayes Town Centre Estate, Hayes, UB3 3DN submitted as part of the consented Hybrid Planning Permission (reference 76550/APP/2021/4499).

The Minor Material Amendment Application seeks to amend the wording of a number of planning conditions including conditions 3 (approved plans), 4 (approved documents), 5 (land use / quantum), 6 (housing mix), 7 (phasing plan), 9 (density) and 10 (building heights), of planning consent reference 76550/APP/2023/2931 (as amended by subsequent S96a applications).

The proposed amendments include:

- An increase in the overall number of homes (+62 homes), number of affordable homes (+32 homes) and number of family-sized homes (+20 3-Bed+ homes)
- Blocks to be joined to create a safer and more coherent street pattern, larger podium amenity space and more efficient podium parking;
- Reduction of on-street parking to create more green spaces;
- Improvement to scale of street, with 2-3 storey houses proposed on both sides of Austin Road to create a mews streetscape;
- Relocation of the community facility to allow the use to be brought forward at an early phase and therefore avoiding the need for a temporary facility.

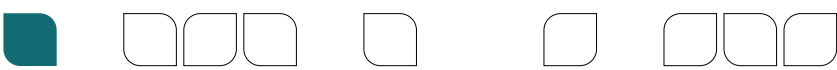
**No changes to the phase 1 detailed application are proposed under this Section 73 application.**



PROPOSED ILLUSTRATIVE SCHEME



# 1.2 OPPORTUNITIES FOR CHANGE



## CONSENTED ILLUSTRATIVE MASSING

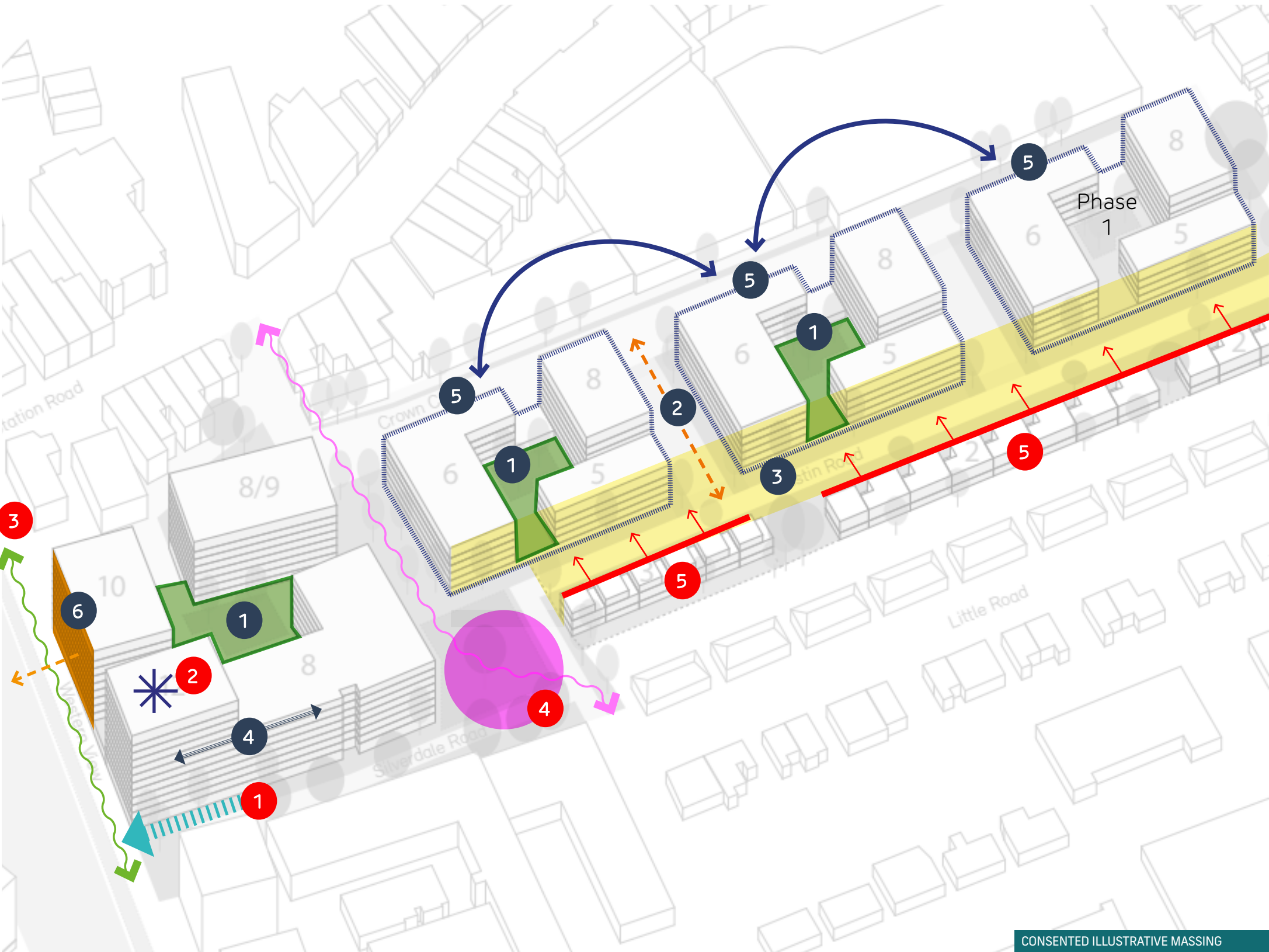
The existing consent has some principles that are strong and should be retained however, through analysis, discussion and design development we have found areas that can be improved to deliver a higher quality masterplan.

### Principles to keep

- 1 Improve the pedestrian link to the riverside
- 2 Marker building to mark the new route and riverside access
- 3 Improve the riverside walk
- 4 Improve the connection to the Station Road and provide a community square
- 5 Add a row of mews houses back onto the existing rear gardens to improve the safety of Austin Road

### Areas for improvement

- 1 Potential to enlarge the podium communal amenity
- 2 Vehicle connection potentially could be removed
- 3 Scale of the street could be improved to fit into the exiting context better
- 4 Long, continues facade facing the listed building could be improved
- 5 Repeating blocks are lost the identity which could be improved
- 6 Long continuous facade facing river could be improved



CONSENTED ILLUSTRATIVE MASSING



1.3 SUMMARY OF PROPOSED CHANGES

PROPOSED ILLUSTRATIVE MASSING

The adjacent (right) aerial view shows the proposed revised illustrative masterplan for the site. Outlined below are the areas that we have sought to improve with this revised application. Revisions proposed to the approved parameter plans (explained later in this statement facilitate these changes coming forward at RMA stage).

- 1

Combined consented phase 2 and 3 to create a single block, allowing a larger podium / central green space.
- 2

2-3 storey houses on both side of Austin Road to create a mews-style streetscape appropriate to the surrounding context.
- 3

Lower massing along Austin Road to ensure adequate daylight/sunlight into the podium garden and reduce overlooking to neighbouring houses.
- 4

Ground level courtyard to Phase 4 providing communal amenity space and play area with views to the canal.
- 5

Higher massing on the corner of the blocks for clearer legibility, wayfinding and framing the community square.
- 6

Breaks to massing to provide relief along Crown Close.
- 7

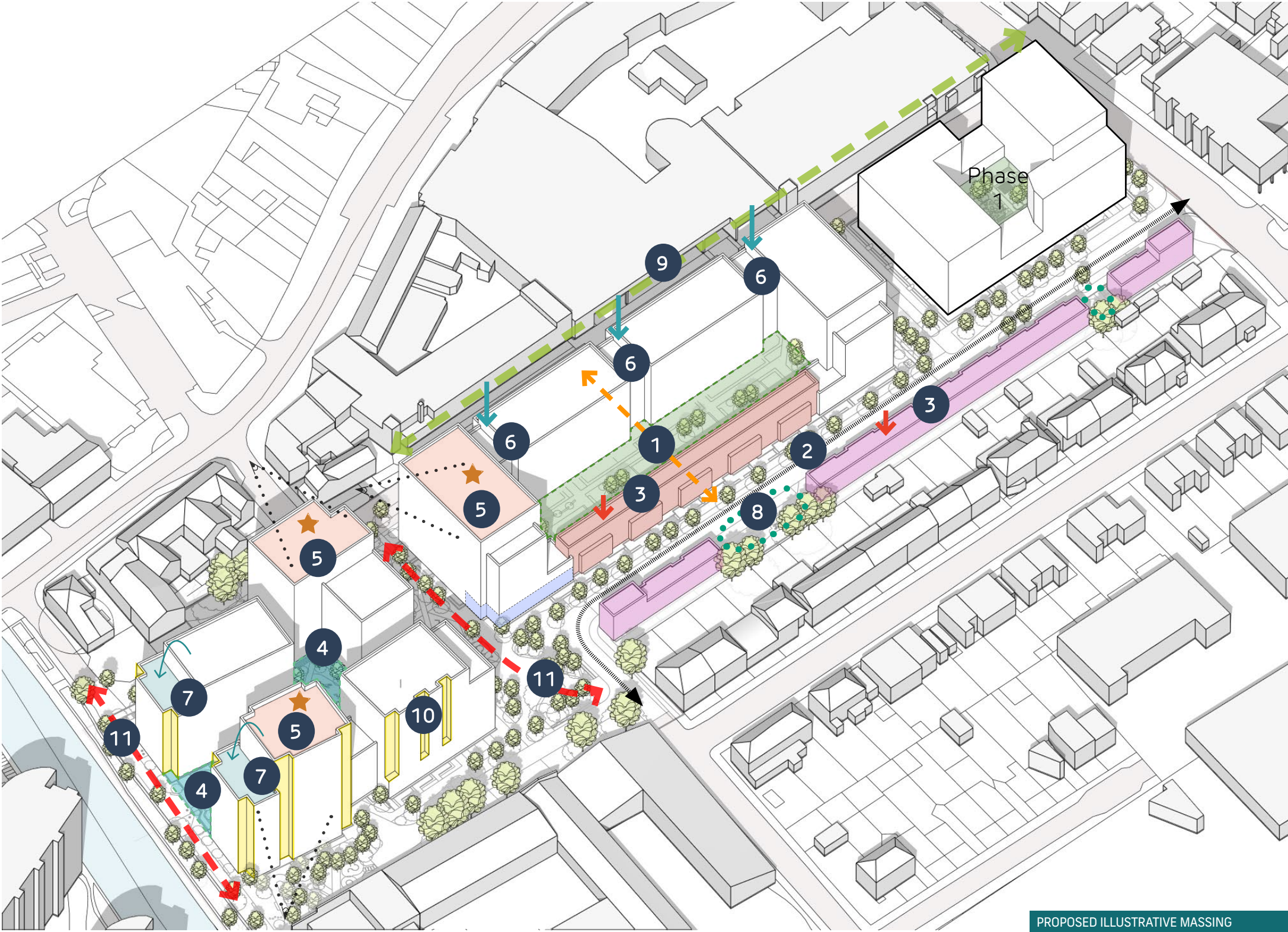
Stepped facade along canal side to add more interesting skyline & breathing space.
- 8

Small pocket green for the existing tree protection.
- 9

Replace the on-street parking on Crown Close with more green buffer to mitigate the environmental challenges.
- 10

Inset balconies to further break-up the facade and scale.
- 11

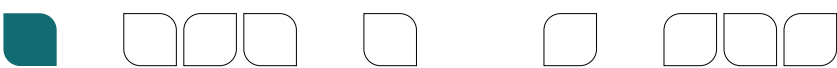
Improved public connections along the canal and between Crown Lane and Austin Road.



PROPOSED ILLUSTRATIVE MASSING



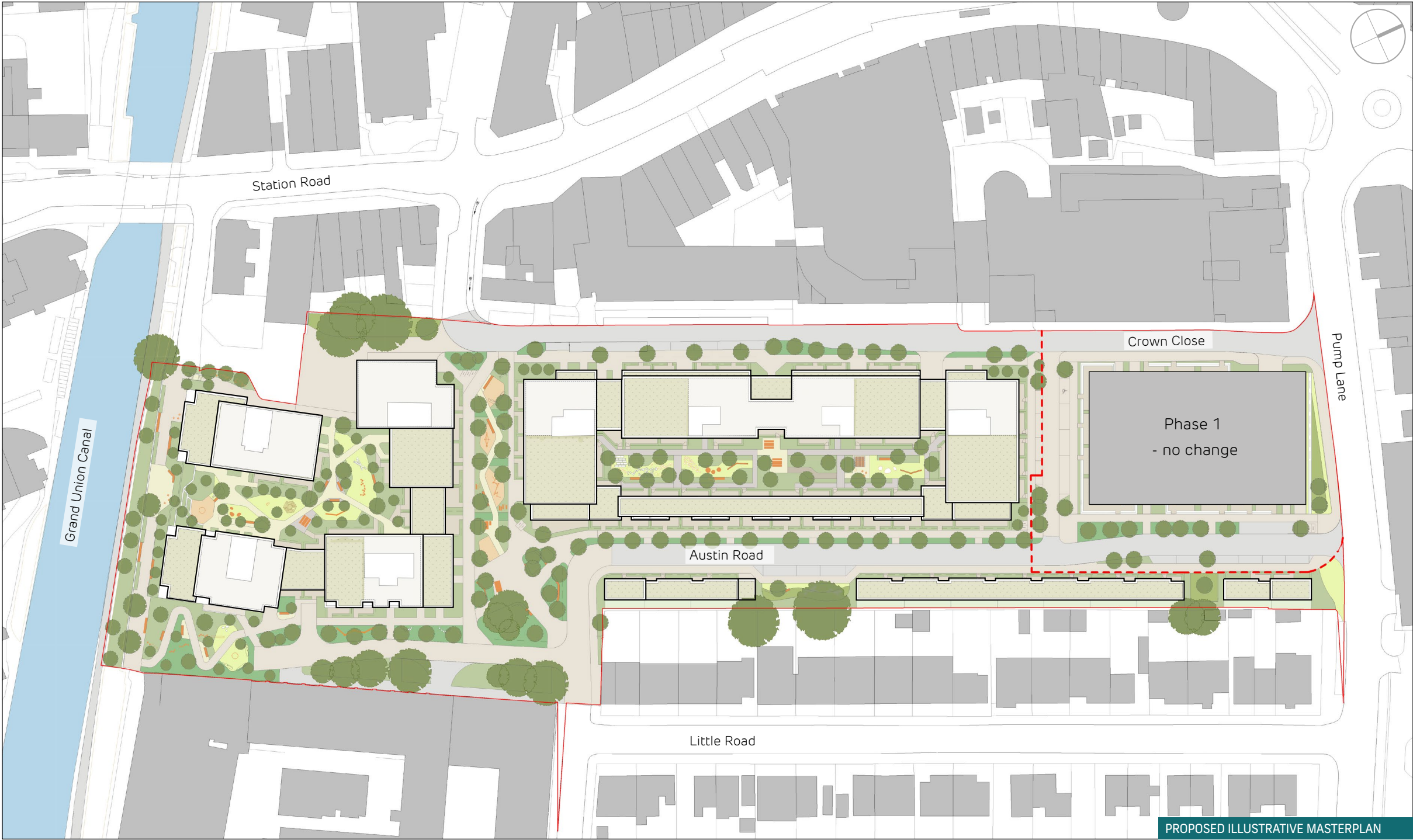
1.4 PROPOSED ILLUSTRATIVE MASTERPLAN



PROPOSED ILLUSTRATIVE MASTERPLAN

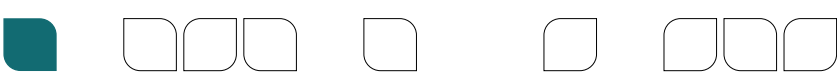
The proposed changes to the layout result in the revised illustrative masterplan on this page, supporting better placemaking and the pedestrian experience.

This illustrative design has been developed through extensive Pre Application discussions and Public Consultation, as outlined in later chapters.





1.5 PROPOSED ILLUSTRATIVE MASSING



PROPOSED ILLUSTRATIVE MASSING

As mentioned previously the adjacent massing proposals have been as a result of extensive discussions and engagement with the Local Planning Authority.

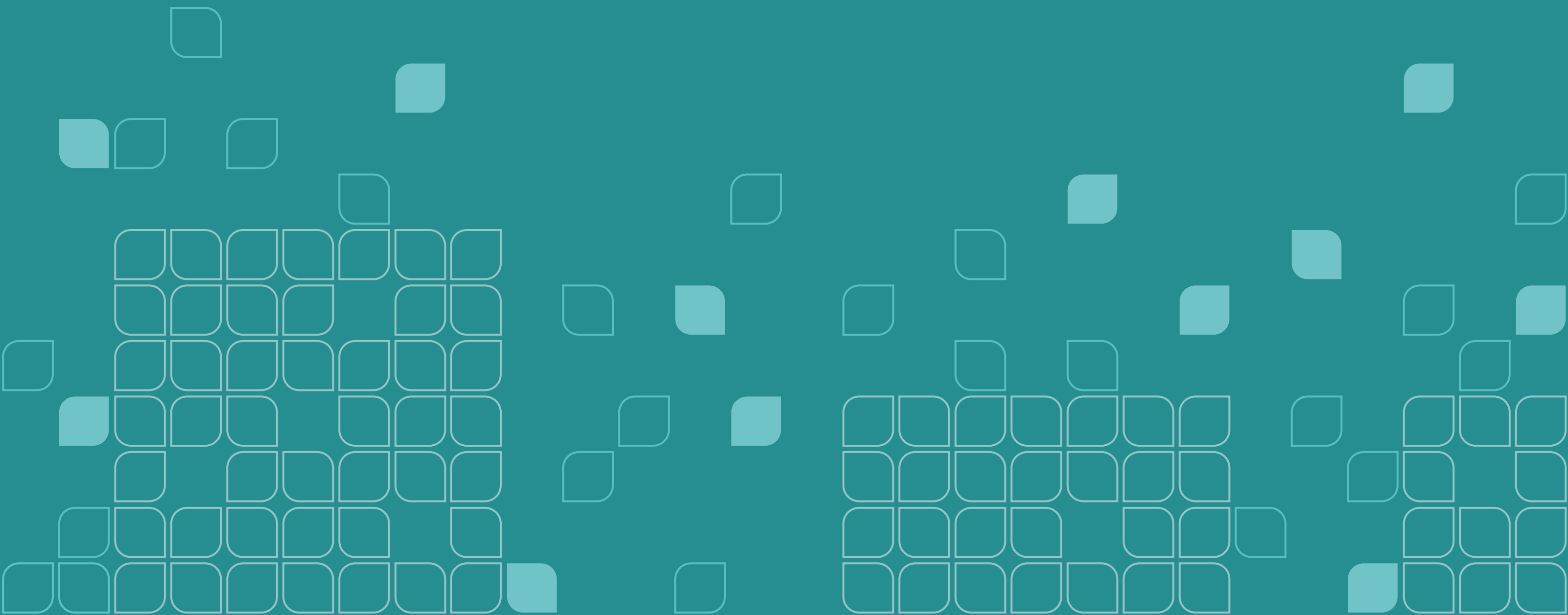
The rationale for this illustrative massing is explained in Chapters 3 and 4.



X Storey Height

PROPOSED ILLUSTRATIVE MASSING SHOWING STOREY HEIGHTS





## 2. CONSENTED SCHEME

# 2.1 CONSENTED SITE ANALYSIS

## 2.1.1 Site Location and Green Infrastructure

NOTE: ALL IMAGES ON THIS PAGE ARE EXTRACTS FROM THE CONSENTED DESIGN AND ACCESS STATEMENT FOR THE HAYES TOWN CENTRE ESTATE HYBRID PLANNING APPLICATION (PLANNING REF. 76550/APP/2021/4499)

Description of the site and its surroundings from consented DAS:

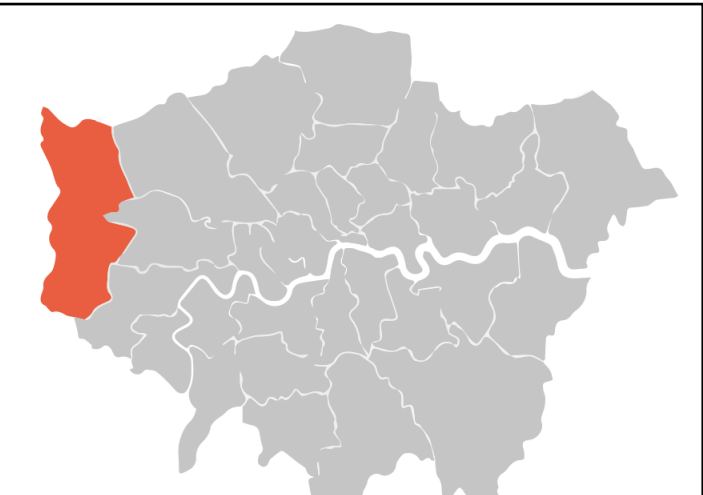
"Centrally located within Hillingdon, the site is well connected to the green spaces in the wider borough. Immediately to the south of the site is the Grand Union Canal.

The historic canals of Hillingdon provide a pivotal role in connecting the many green spaces which are in abundance within the borough, and providing amenity for a variety of recreational uses."

(PTE DAS p.6)



SITE LOCATION IN HAYES (EXTRACT FROM CONSENTED DAS BY PTE)



LONDON BOROUGH OF HILLINGDON IN CONTEXT OF GREATER LONDON



GRAND UNION CANAL (EXTRACT FROM CONSENTED DAS BY PTE)



MINET COUNTRY PARK (EXTRACT FROM CONSENTED DAS BY PTE)



LAKE FARM COUNTRY PARK (EXTRACT FROM CONSENTED DAS BY PTE)



# CONSENTED SITE ANALYSIS

## 2.1.2 Surrounding Context

NOTE: ALL IMAGES ON THIS PAGE ARE EXTRACTS FROM THE CONSENTED DESIGN AND ACCESS STATEMENT FOR THE HAYES TOWN CENTRE ESTATE HYBRID PLANNING APPLICATION (PLANNING REF. 76550/APP/2021/4499)

Description of the site and its surroundings from consented DAS:

### Character

"The site is surrounded by a wide variety of uses, building types and eras of development.

Hayes Town Centre is to the west of the site, with Station Road as the prominent retail street within the town. Here, there is a mix of building types, with the majority being 2-3 storey 1950's buildings with retail at ground.

Bounding the site on the east and extending to the north is surrounding residential, mainly consisting of 1950's semi-detached houses with some newer 3-storey apartments to the north of the site. To the south, beyond the Grand Union Canal are modern 9-storey apartment blocks.

To the east of the site are a range of industrial buildings, both historic and modern industrial sheds. Directly next to the site is the listed industrial building fronting Silverdale road.

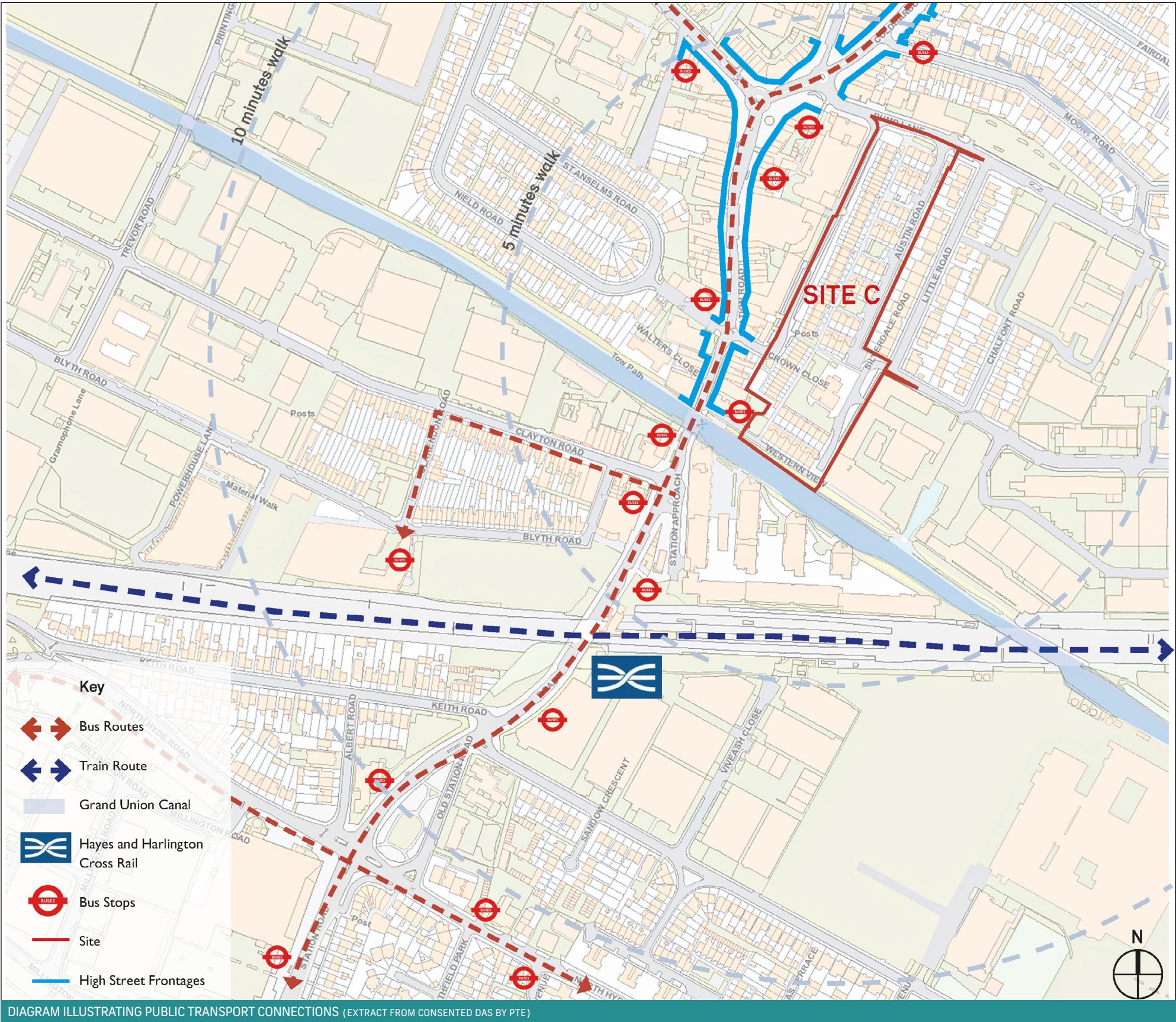
### Connectivity

The site is extremely accessible, with an existing PTAL rating of between 4-5. The site is within easy walking distance of the town centre, as well as Hayes & Harlington Railway Station which is approximately a 5 minutes walk and provides both overground services and connection to the Elizabeth line.

There are also regular bus routes from Station Road and Coldharbour Lane linking with the wider area, including Brentwood, Hounslow, Heathrow, Harrow, Uxbridge and Ruislip.

Station Road is the primary thoroughfare for vehicles, connecting to the wider area."

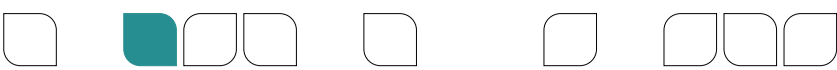
(PTE DAS p. 8)





CONSENTED SITE ANALYSIS

Surrounding Context



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UNDERPASS TOWARDS THE OLD VINYL FACTORY



HAYES TOWN CENTRE



THE EXISTING ESTATE VIEWED FROM THE HIGH STREET



STATION ROAD BRIDGE VIEWED FROM HIGH POINT VILLAGE



HAYES TOWN CENTRE



THE GRAND UNION CANAL VIEWED FROM STATION ROAD BRIDGE



GRAND UNION CANAL WEST OF SITE



DESIGNATED CYCLE ROUTE THROUGH HAYES TOWN CENTRE



CORNER OF PUMP LANE AND LITTLE ROAD



STATION ROAD



BENLOW WORKS VIEWED FROM SILVERDALE ROAD



BENLOW WORKS VIEWED FROM THE RAILWAY



# CONSENTED SITE ANALYSIS

## 2.1.3 Historic Context

NOTE: ALL IMAGES ON THIS PAGE ARE EXTRACTS FROM THE CONSENTED DESIGN AND ACCESS STATEMENT FOR THE HAYES TOWN CENTRE ESTATE HYBRID PLANNING APPLICATION (PLANNING REF. 76550/APP/2021/4499)

Description of the site and its surroundings from consented DAS:

"The diagram opposite, prepared by PTE as part of the consented DAS, illustrates the location of surrounding Conservation Areas, Statutory Listed Buildings and Locally Listed Buildings, the majority of which are part of the industrial heritage of Hayes.

### Conservation Areas

The two conservation areas located near to the site are the Thorn EMI Conservation Area and the Nestle / Rowntree Factory Conservation Area, both located to the south of site beyond the Grand Union Canal.

### Statutory Listed Buildings

The Statutory Listed Buildings close to the site are St Anselm Parish Church, Enterprise House and The Benlow Works, with The Benlow Works visible from the edge of the site.

### Locally Listed Buildings

There are three locally listed buildings near to the site with the industrial building on Silverdale road bordering the site to the east. The other locally listed buildings, include The Old Crown Pub on Station Road and the Hayes & Harlington Railway Station."

(PTE DAS p.10)

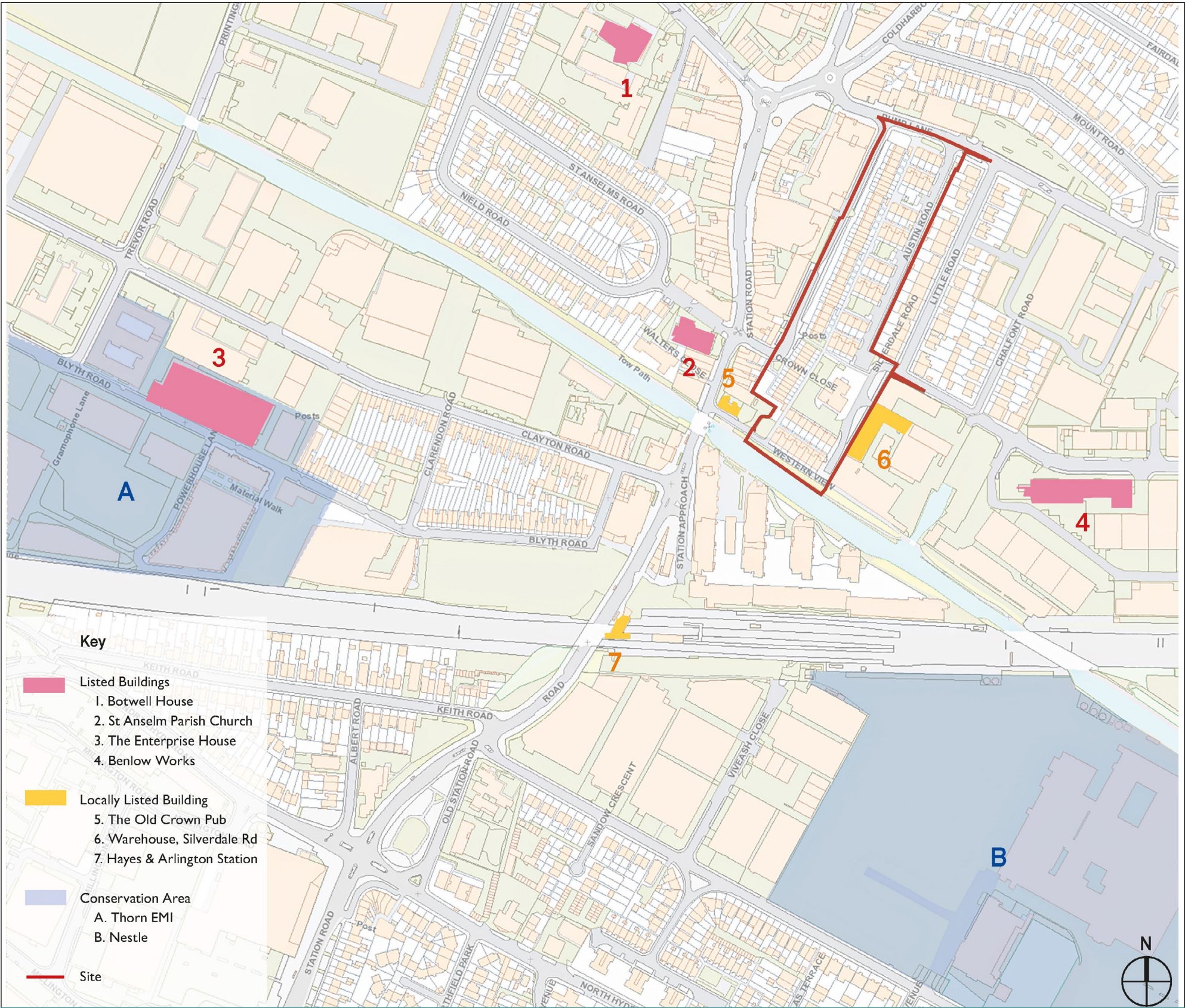
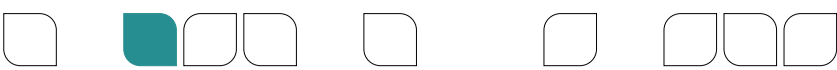


DIAGRAM ILLUSTRATING HERITAGE DESIGNATIONS IN THE SURROUNDING AREA (EXTRACT FROM CONSENTED DAS BY PTE)



CONSENTED SITE ANALYSIS

Historic Context



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1 B FORMER NESTLE FACTORY



2 ST ANSELM PARISH CHURCH



3 THE ENTERPRISE HOUSE



4 BENLOW WORKS



5 THE OLD CROWN PUB



6 WAREHOUSE, SILVERDALE ROAD