

2.7 Brief for Regeneration

The Council’s objective is to improve the standard of residential provision for current residents while at the same time examine the opportunity to delivery additional housing supply, a high-quality public realm and new improved community facilities where appropriate.

The existing estate has recently received investment to deal with urgent fire safety issues. However, building are 1960’s BISON build blocks with limited life and the fact they are all two bedroom flats mean they are not optimum in terms of the housing need in the borough.

In late 2019, the Council appointed a consultant team to produce an options appraisal for how the Avondale Drive Estate could be improved. Following consultation with estate residents the council made the decision to proceed with a ballot asking residents if they would like to see the existing estate demolition and re-built. The resident ballot received a 94% vote for yes for complete regeneration in Spring 2021.

Following the positive ballot result the Council appointed a design team to produce a Hybrid Planning Application for the regeneration of the estate alongside an extensive community engagement process.



Extract from Landlord Offer Document issued as part of residents’ ballot (April 2021)

3. Design Evolution

- 3.1 Vision
- 3.2 Key Urban Design Moves
- 3.3 Consultation
- 3.4 Design Development
- 3.5 Consultation Timeline

3.1 Vision

Pollard Thomas Edwards have worked closely with Hillingdon Council, estate residents and TEP Landscape Architects to develop a shared vision for the regeneration of the Avondale Drive Estate. This shared vision is summarised opposite:

New piece of town

The spaces between the buildings are as important as the buildings themselves and should create a positive network of streets and spaces. The regenerated estate will create a legible piece of town with streets and outdoor spaces at difference scales and a sense of place.

Character and identity

The regenerated estate will have a character and identity unique to Hayes and its surrounding context.

A Street based design

The design of streets and the first 3-5 floors of buildings are the most important elements providing the pedestrian experience critical to the success of the scheme. Proposals are developed around the design of new streets with a focus on the quality of the pedestrian experience at ground and lower floor levels.

High quality new homes

New homes must be designed to meet the needs and aspirations of existing and future residents. Every dwelling will be a person’s home and must be designed to the highest quality. New homes will be built to modern standards using the latest high quality construction and meet all safety standards.

Support the wider regeneration of Hayes

Proposals will not only regenerate the estate itself but will make a significant contribution to the wider regeneration of Hayes. New and more diverse tenure homes will support facilities in the local area.

Safety and security

The regenerated estate must be designed with safety and security at its core. Proposals will be developed in liaison with the Crime Prevention Design Officer to design out opportunities for crime and anti-social behaviour.

A sustainable neighbourhood

The new neighbourhood will be designed to meet and if possible exceed targets for sustainability including Zero Carbon Home and BREEAM. Proposals should adopt a ‘fabric first’ approach to low energy design, minimising reliance on costly and complex technologies.

Places and building that are durable and will improve with age

The development should not just look good on paper or at the point of handover, but must go on looking good for many decades without excessive repair and maintenance. The best schemes can actually improve with age, as materials weather and mature, planting grows and signs of occupation add variety and character.



Illustrative view of new street connecting Avondale Drive to the Park