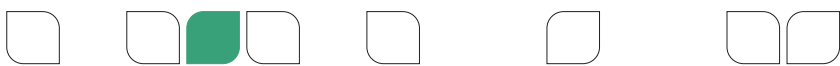
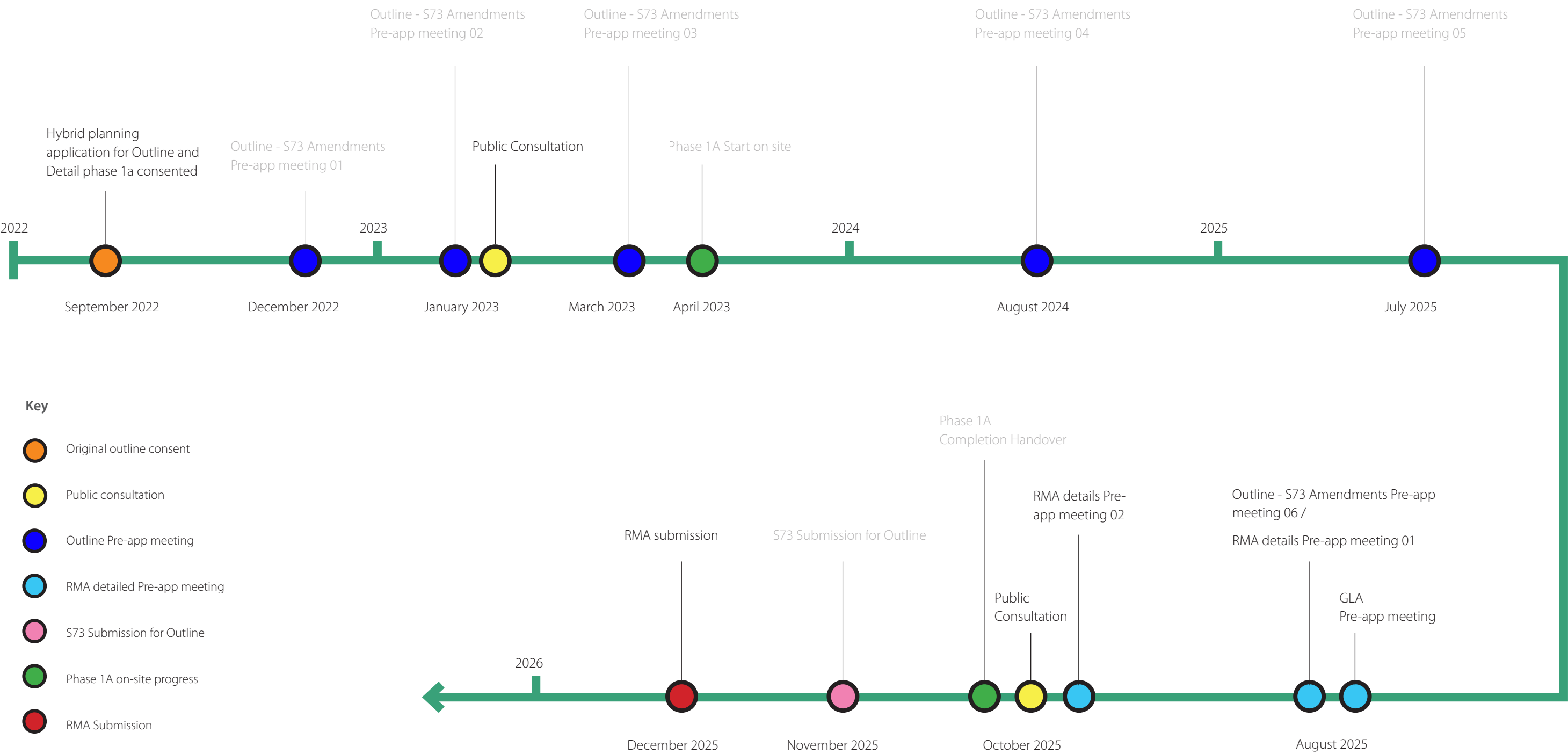


3. DESIGN EVOLUTION & STAKEHOLDER ENGAGEMENT

3.1 CONSULTATION TIMELINE



Extensive consultation with the LPA, GLA and the public has taken place in preparation for this Reserved Matters Application. This is illustrated in the timeline below, demonstrating a proactive and iterative design process that has incorporated valuable feedback from various stakeholders.



3.2 PRE-APPLICATION CONSULTATION

3.2.1 London Borough of Hillingdon - 29th August 2025

Based on the agreed Planning Performance agreements with LBH, two pre-application meetings were arranged with a particular focus on the RMA design. More detailed elevational approach, layouts and landscape design were presented at this pre-application meeting required by LBH.

At the Pre-Application meeting held on the 29th August 2025, the consultant team presented the final illustrative proposed scheme submitted under the S73 amendment to the outline application and presented RMA-level detailed information supporting that scheme for the first time.

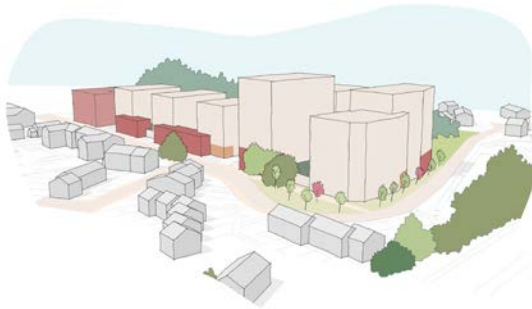
Proposed detailed strategies for site levels, approach to inclusive design, drainage and all servicing/access diagrams were shown alongside initial elevation design testing which suggested a contextual approach and diagrammised the intended strategies.

SUMMARY OF FEEDBACK

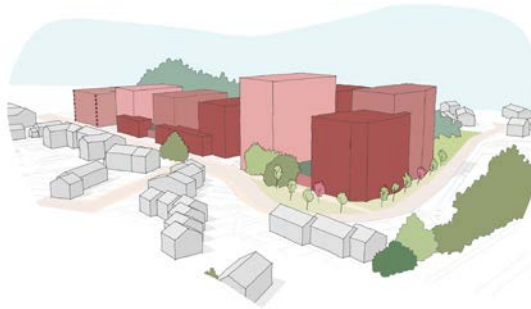
Feedback received from LBH highlighted a need for more detail in the elevational design in particular:

"The design intent for building elevations must be clearly and comprehensively communicated with a supporting design rationale so we can proceed with a review. To properly evaluate the elevational treatments, we require:

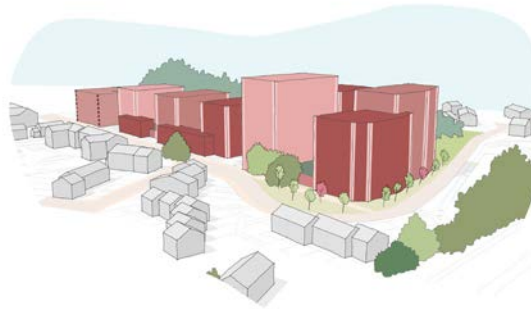
- **The materiality:** (e.g., brick, metal cladding, glass) and how they support the design narrative.
- **Fenestration strategy:** Provide clarity on window/door size, rhythm, and treatment. Including reveal depths.
- **Colour palette:** Where the colours will be neutral, contrasting or have tonal harmony to adjacent buildings.
- **Balconies:** location of inset balconies and metal projected from the elevation to understand how these will impact the elevations, with the design intent for the railing and soffits.
- **Architectural features** and details: including canopies, cornices, parapets, screens, brise-soleil and coping details;
- **Rainwater goods:** Location of downpipes, hoppers, integrated or expressed"



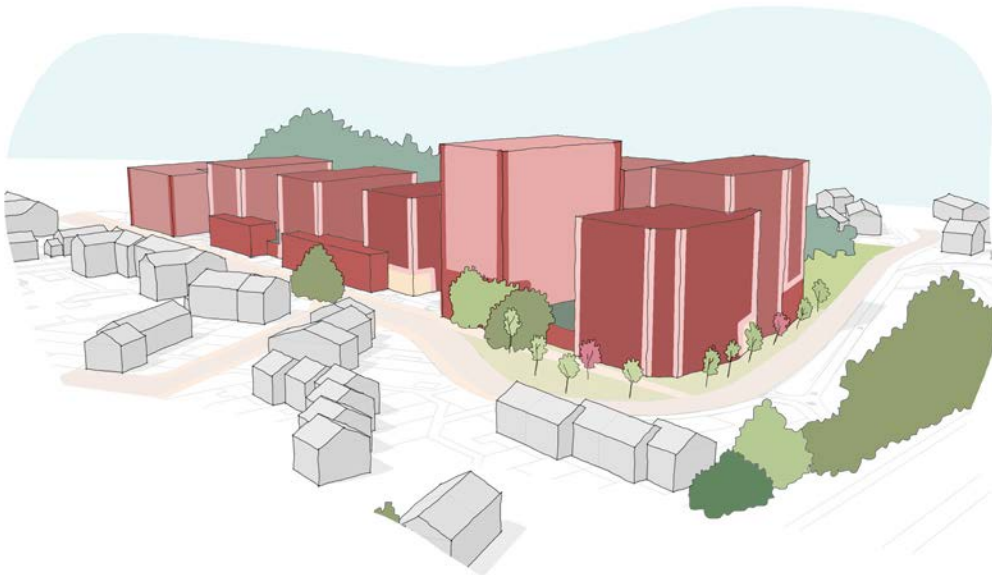
GROUND FLOOR EXPRESSION



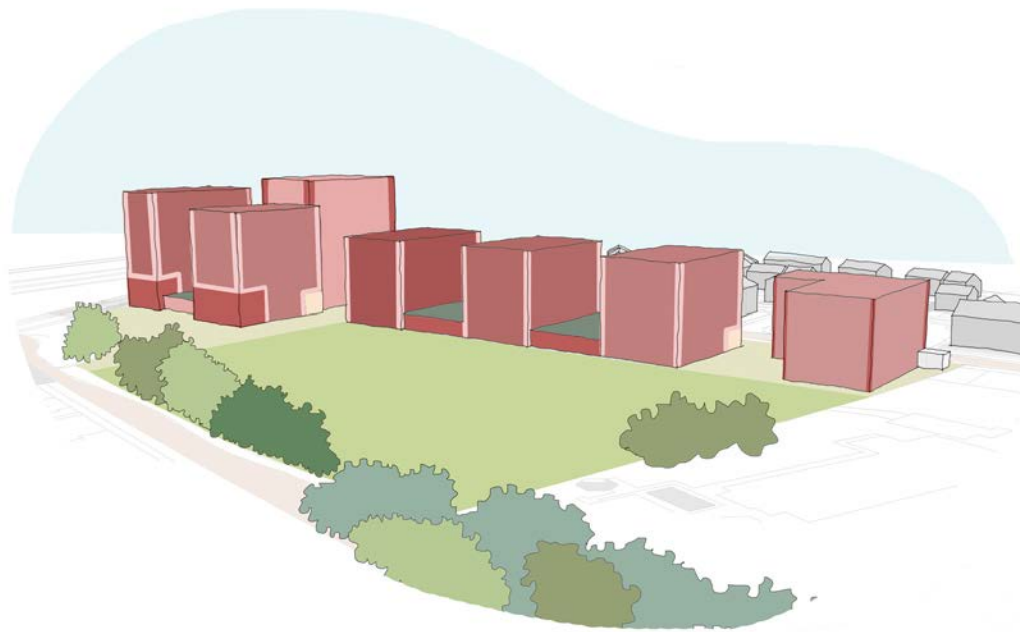
VOLUME EXPRESSION



VERTICAL EXPRESSION



VIEW FROM SOUTH EAST



VIEW FROM NORTH WEST

PRESENTED DIAGRAMMATIC APPROACH TO ELEVATIONAL DESIGN

PRE-APPLICATION CONSULTATION

3.2.2 London Borough of Hillingdon - 24th October 2025

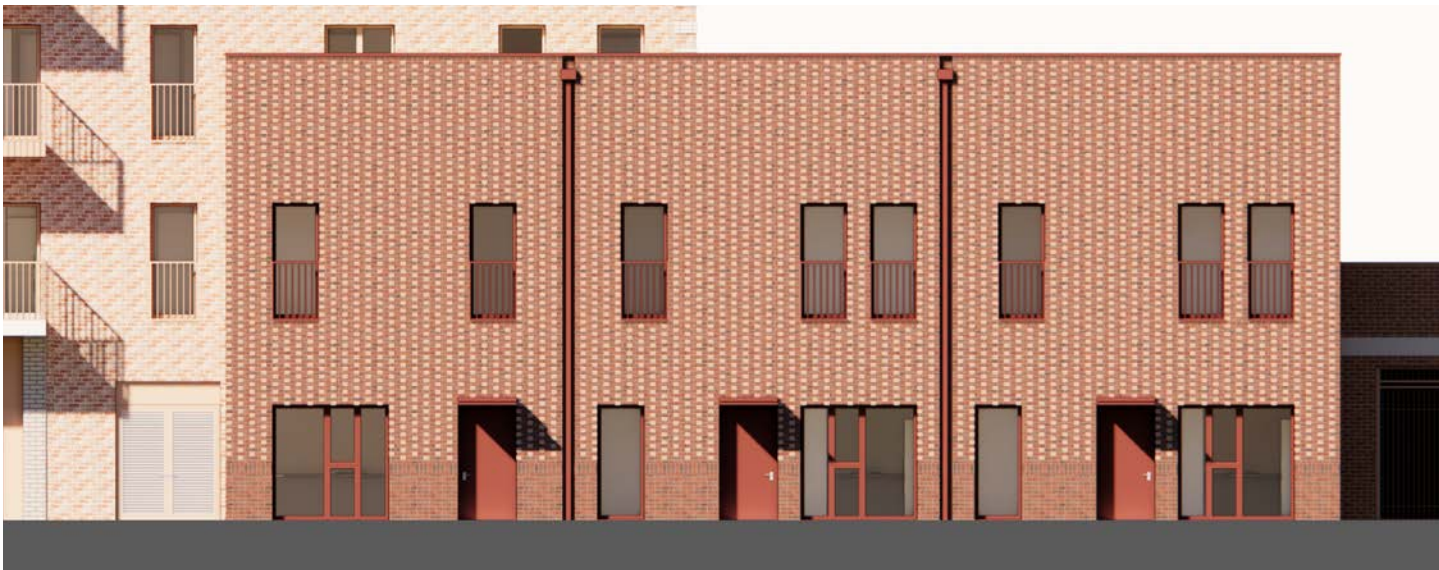
In response to the request for more elevational detail, a follow-up pre-application meeting was arranged with a particular focus on the proposed detailed elevational design.

Detailed proposed layouts and landscape design were also presented.

SUMMARY OF FEEDBACK

Whilst no formal written feedback has yet been issued, the following points were discussed in the meeting:

- Reiterated strong support for the massing, layouts and general approach to elevational detailing
- Proposed materiality accepted in principle with a request for brick samples to be shown later. Opportunities to use the same brick tones as phase 1A encouraged
- Precedents showing similar brick patterning to that proposed on the phase 2 duplex requested
- Additional detailing to the tops of the mid-scale blocks and duplex street elevations encouraged. It was accepted that the parapet heights could not be reduced due to safety benefits, but reducing the perception of the parapet height on the duplexes particularly was suggested
- Poor outlook to specific secondary windows on the side returns of the duplexes was raised. These have since been removed.



PRESENTED IMAGERY SHOWING COORDINATED ARCHITECTURAL DESIGN AS PROPOSED

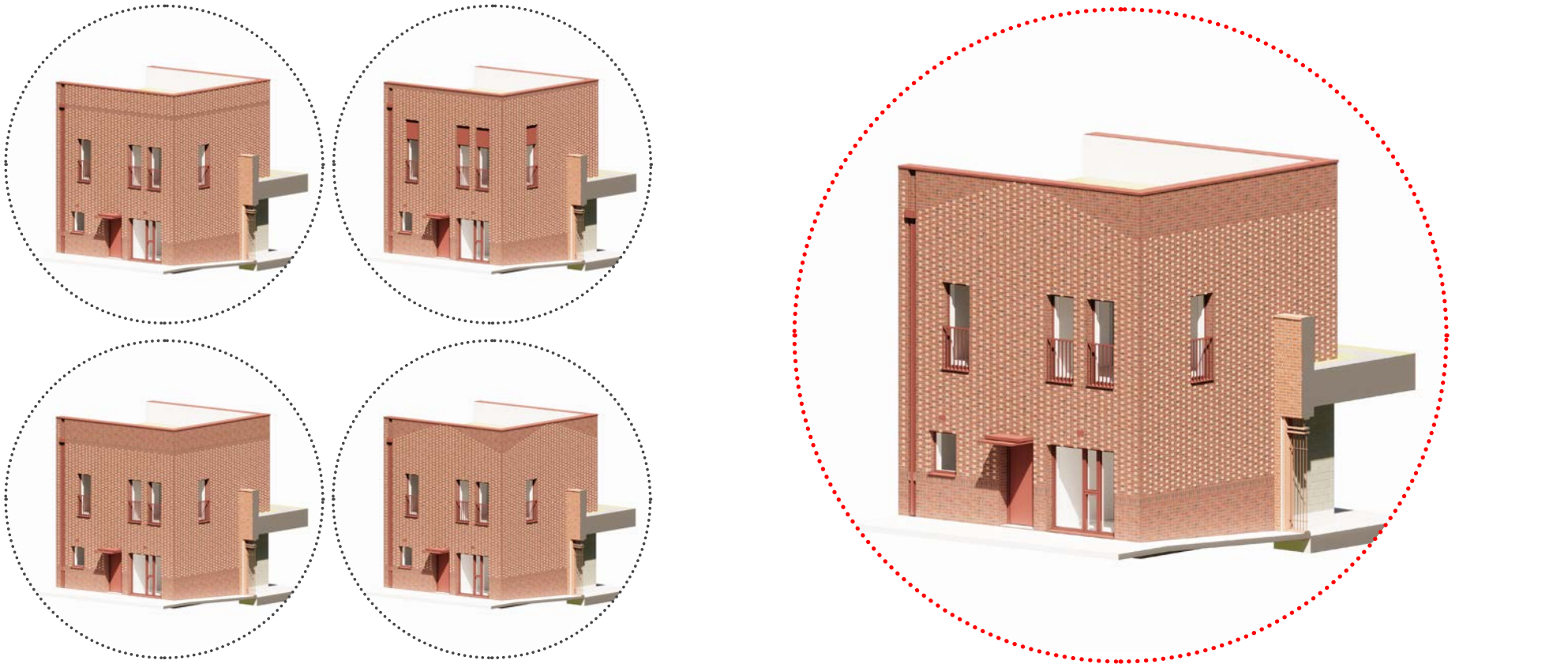
PRE-APPLICATION CONSULTATION

3.2.3 Final follow-up response to LBH

Two final follow-up response packs were issued to LBH; one in mid-November and one in early December 2025, showing further testing and illustrating the final adjustments to the elevational design following comments made at the last pre-application meeting.

Notable changes in response to comments included:

- Additional detailing to the tops of blocks with a proposed alternating brick header pattern to all the mid-scale and taller blocks
- Additional brick work detailing added to the tops of the duplexes south elevation to reduce the perception of the brick parapet and emphasise each dwelling individually
- A change of brick tone to the chamfer of block E for a more homogeneous response meaning that the white brick is used for small-scale detailing only
- Explored potential for the proposed medium brick tone to match that of phase 1A, relating the schemes better contextually
- Changes to the corner detailing to mimic that used on phase 1A, directly responding to the immediate surroundings



UPDATED IMAGERY SHOWING PROPOSED ELEVATIONAL DESIGN

3.3 PUBLIC CONSULTATION AND FEEDBACK

7TH OCTOBER 2025

PUBLIC CONSULTATION WITH RESIDENTS

A public consultation event was held on the 7th October 2025, at Minet School, adjacent to the site. The event was well attended with members of the client and consultant team available for questions and discussion.

The proposals were positively-received with key feedback as below:

- Comments received from the Minet Infant and Nursery school regarding boundary and privacy
- General support for the revised masterplan approach and detail design
- General support for proposed heights

INTRODUCTION

WELCOME
Welcome to the **Avondale Drive Estate** community engagement exhibition. Today we are presenting the proposed planning application for the **next phases** of the Avondale Drive Estate masterplan. We welcome your comments on the proposals for the next phases which will help shape them.

THE TEAM
HILLINGDON
Higgins
PRP

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

INTRODUCTION

COMPLETED PHASE

KEY BENEFITS
This phase of the masterplan has been completed and is ready for handover to residents.

- 30 homes all for social rent
- New play space created

Avondale Drive Estate

Completed Phase
Next Phases

PHASE 1A

PLANNING APPLICATION PROPOSAL

We are making some improvements to the existing planning application for Avondale Drive Estate, which includes:

- Improved buildings proportions to create more amenity spaces and natural light
- Better proportion of buildings along Avondale Drive
- Better landscape with high quality green spaces and play areas
- Delivering more affordable homes

KEY FEATURES

- Well-designed homes along Avondale Drive
- Relocation of street-side play area to a safer and quieter central location
- 16 new detached houses to improve privacy
- New connection to Hitherbroom Park with more areas for residents to enjoy

Avondale Drive Estate

Completed Phase
Next Phases

MASSING

THE PLANNING APPLICATION

NEXT PHASES
The planning application for the **next phases** will improve the number of affordable homes with better designs and more green spaces.

PRINCIPLES OF THE DETAILED PROPOSALS

- More affordable and accessible homes across the site
- Better green spaces for residents to enjoy, improve access from Avondale Drive to Hitherbroom Park
- Provision of spacious and safe cycle parking areas for residents

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

KEY FEATURES

- 266 New homes
- 29 Accessible homes
- 75 Parking spaces, including disabled parking

NEXT PHASES

PROPOSED NEXT PHASES GROUND FLOOR

GROUND FLOOR
Homes at ground floor level will have front doors with direct access to the pavement, greenery and the street creating activity along the public areas. There will be easy access to car parking and bin and cycle stores.

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

KEY BENEFITS

- Proposed large family homes are located on this level
- New green connection to Hitherbroom Park
- Accessible homes located across the site
- Improved sense of security along the street with front doors and green spaces

GROUND FLOOR

LANDSCAPE-LED DESIGN

LANDSCAPE APPROACH NEXT PHASES
The green spaces and public realm provide attractive streets with trees. The proposals include areas of play, seating, and tree planting throughout. The proposals provide a direct connection through to Hitherbroom Park, improving the ease of connection into the park itself.

PROPOSED GREEN CONNECTION
The Hitherbroom green connection space incorporates an attractive green environment with a variety of trees to provide light and shade and being from upper levels for privacy.

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

LANDSCAPE

PROPOSED TYPICAL HOMES IN THE NEXT PHASES

TYPICAL HOMES
A variety of homes including flats and houses will be provided across these next phases.

TYPICAL TWO BED WHEELCHAIR FLAT
TYPICAL TWO BED FLAT
TYPICAL THREE BED - TWO STOREY TOWN HOUSE

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

KEY BENEFITS

- Family homes to be delivered earlier in the project
- Accessible homes are located across the next phases
- Wide mix of homes on offer

HOMES

ILLUSTRATIVE VIEWS - NEXT PHASES

These views provide a sense of how the next phases will look for residents and visitors.

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

KEY BENEFITS

- Improved public realm with more landscaping, green spaces and water features
- A more pleasant connection between Avondale Drive and Hitherbroom Park
- Windows and balconies with greenery and a sense of security

VIEWS

MAKING AVONDALE DRIVE ESTATE MORE SUSTAINABLE

SUSTAINABILITY STRATEGY
We will make sure the new Avondale Drive Estate is durable and future-proof, ensuring the development is sustainable, efficient and supports local nature and ecology.

SUSTAINABLE PRINCIPLES

- Warm homes, comfortable, and well-insulated to help reduce energy bills
- Improve green spaces to promote ecology and provide a feel close to nature
- Re-use brick facades for durability and low maintenance
- Some recycled materials from demolition could be re-used
- Solar panels installation to help save on energy bills
- Installation of electric vehicle charging points
- Heating and hot water will be generated by a new heat pump system

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

KEY BENEFITS

- EV car charging points
- Solar panels
- Green roofs
- Sustainable construction materials
- Well-designed green infrastructure

SUSTAINABILITY

WHAT HAPPENS NEXT?

THANK YOU
Thank you for coming and taking the time to visit this engagement event and see the project proposals for Avondale Drive Estate. We really value your feedback and would welcome any thoughts you have on our proposals for the scheme. Please take a moment to provide your feedback to one of our project team members. Feedback forms are available at the entrance. We kindly ask you to fill one out and share any feedback you may have.

Updates and information on the development can be found at our website: www.hillington.co.uk. If you have any questions, please do not hesitate to contact us: Email: avondaledrive@higginspartnerships.co.uk

We have set out an indicative timeline below:

AUTUMN 2025
PUBLIC CONSULTATION
Public consultation events
Public consultation feedback and responses to be received

AUTUMN 2025
DETAILED PLANNING SUBMISSION
Planning application for next phases will be prepared and submitted to Hillington Council

2025-2026
APPLICATION PERIOD
Copies to be submitted on the application to the planning authority

2026
PLANNING CONSENT
Consent to be granted by the planning authority

2027
START ON SITE

2030
PROJECT FINISHES ON SITE

Avondale Drive Estate

Completed Phase
Next Phase
Next Phase

TIMELINE

PUBLIC CONSULTATION AND FEEDBACK



7TH OCTOBER 2025

PUBLIC CONSULTATION WITH RESIDENTS

All written feedback received at the event has been recorded on this page.

These comments have been considered and used to help shape the proposals submitted under this reserved matters application.

The homes look good

During construction, it would be good if the access gate on hiterbroom road can be opened up to minimise traffic disruption

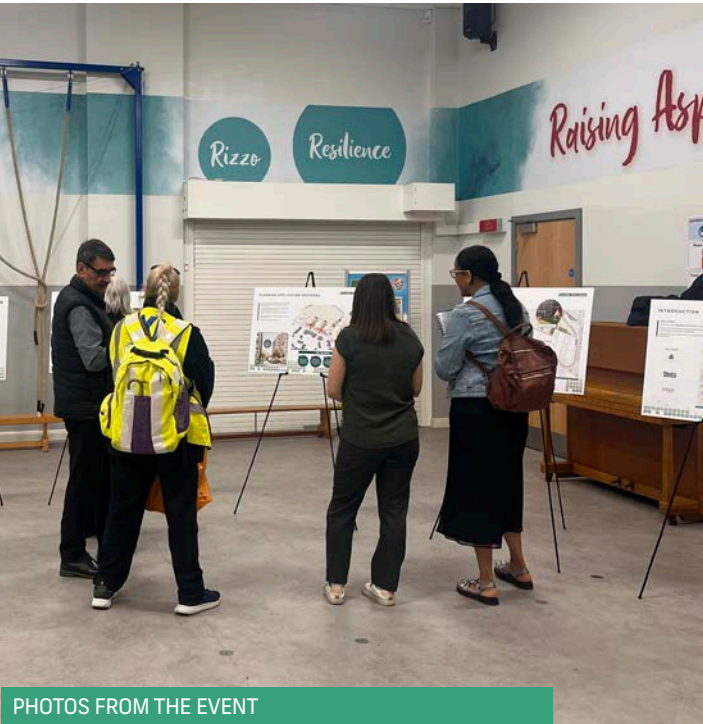
Would like to see more parking.

Well informed for local community.
Insightful consultation.
Architectural design is welcomed.

lovely piece of work Bravo to the Team!!!

Phase one balconies overlooking the school is concerning for childrens safety.

FEEDBACK FROM THE EVENT



PHOTOS FROM THE EVENT

