

7

9 Nestles Avenue

A planning consent was granted for the redevelopment of this site in August 2020. The scheme involves demolition of an existing industrial building and redevelopment to provide a building of 11 storeys comprising residential accommodation, associated landscaping, access, car parking and cycle parking.

The proposed building steps gradually from four storeys at Nestles Avenue to 11 storeys at the north. Landscaped roof terraces provide a variety of shared amenity space. The development will provide 103 units including a number of ground floor duplexes with private entrances.

The proposed form, scale, and materials of the scheme take cues from the existing industrial heritage of the surrounding area and the emerging context of the local built environment.



Planning Application Visuals

8

3 Viveash Close

A Resolution to Grant has been recently approved for the redevelopment of this site in the July 2022 Major Applications Planning Committee. The scheme involves demolition of and existing industrial building and redevelopment to provide a building of part 10 and part 11 storeys comprising residential accommodation and amenity, associated landscaping, terrace, accessible car parking and cycle parking.

The proposal provides 127 new apartments split into three distinct blocks. A tall block directly faces the railway opposite and the lower blocks turns south at an angle opening up to a public park. The design encompass a external roof top terrace with a glazed communal amenity space, providing a flexible indoor shared living room and activity space for residents.

The form, scale, and materiality compliment the existing industrial heritage of the surrounding area and the emerging context of the local built environment.



Planning Application Visuals

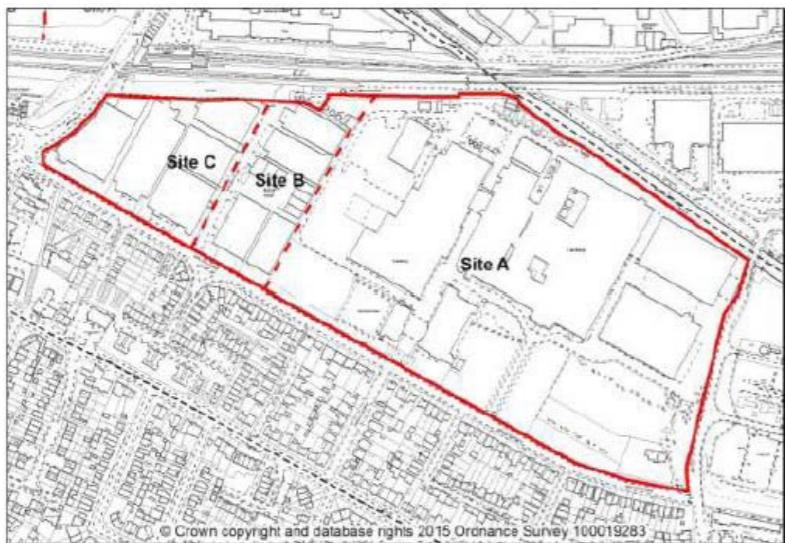
2.5 Planning Policy & Precedent

The site falls within Hayes Housing Zone and within Site Allocation SA5 which envisages a residential-led redevelopment of 'the land south of the railway' covering a large parcel of land to deliver at least 1,800 new homes.

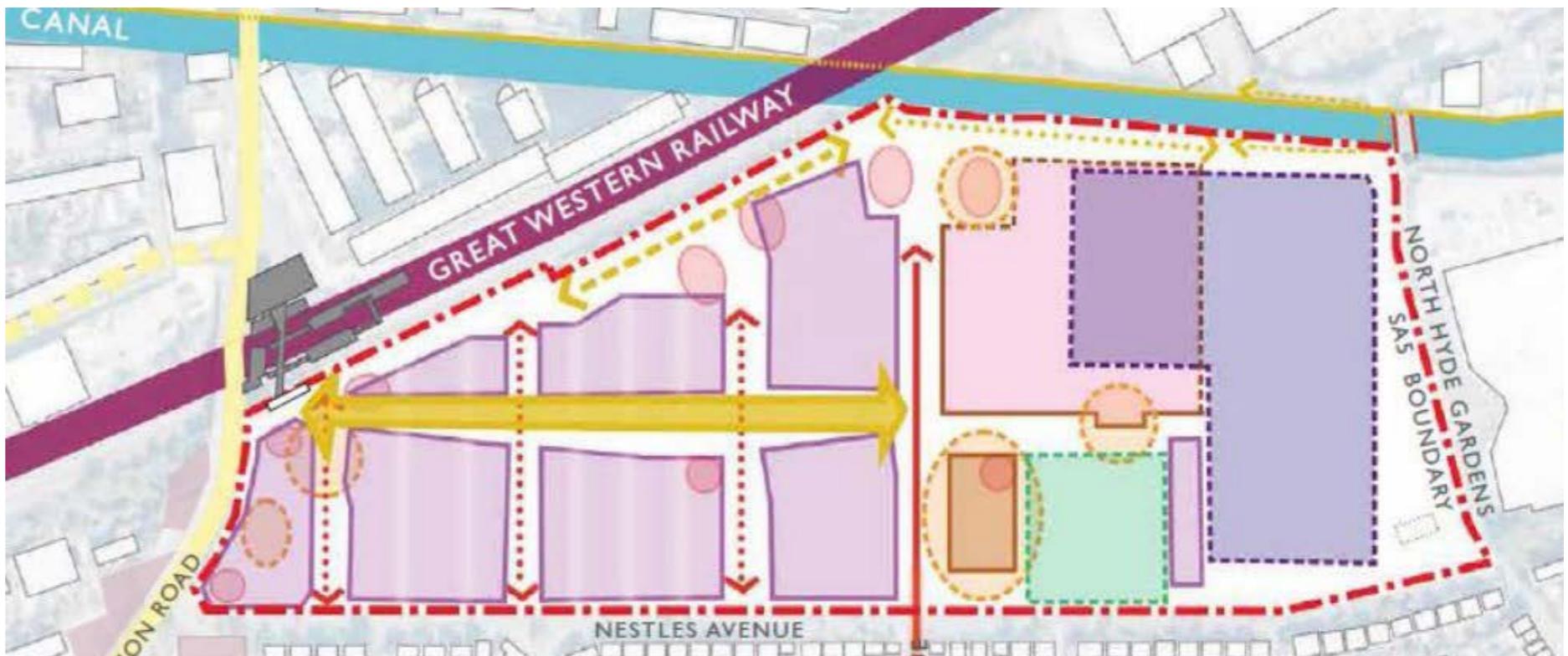
Previous to this policy, the GLA worked with Hillingdon Council to define a Hayes Opportunity Area Planning Framework (OAPF) and Masterplan to achieve a coherent approach to the redevelopment of the wider SA5 site. Although this masterplan was not ultimately adopted by the council the emerging context (including the large Segro Barratt development on the former Nestle Factory site) has broadly followed its principles.

Key principles for the masterplan are:

- An east-west pedestrian link between the Nestle Factory heritage facade and Wallis Gardens and the new Crossrail station.
- Building heights stepping up in height from the low suburban housing along Nestles Avenue to highest buildings next to the railway line.



Site Allocation SA5 from Hillingdon Adopted Plan- Jan 2020

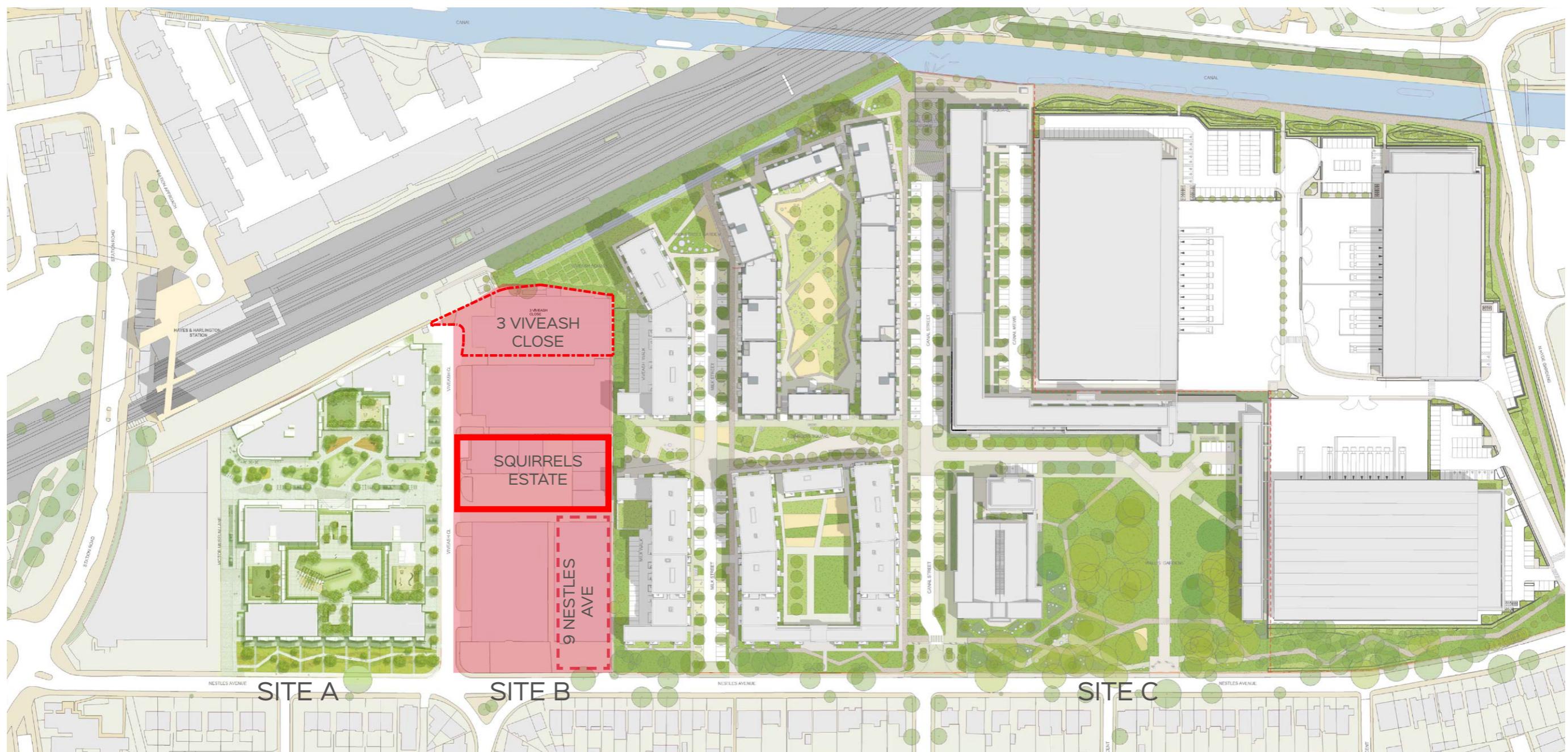


2.6 Existing Masterplan

The majority of the SA5 development area has now been established. The former Nestle Factory (Site C) is now under construction and the development at 233-266 (Site A) has planning consent.

Site B is the last section to come forward and comprises a number of existing buildings under different ownerships, of which Squirrels Estate is one. There is a clear direction for the development of this section with precedents set by the schemes to either side in Site A and B and recent Resolution to Grant for 3 Viveash Close to the north and & planning consent for 9 Nestles Avenue to the south.

Section Four of this document identifies how the 'local masterplan' at Site B can emerge in harmony with both the proposals for 3 Viveash Close and the overall masterplan.



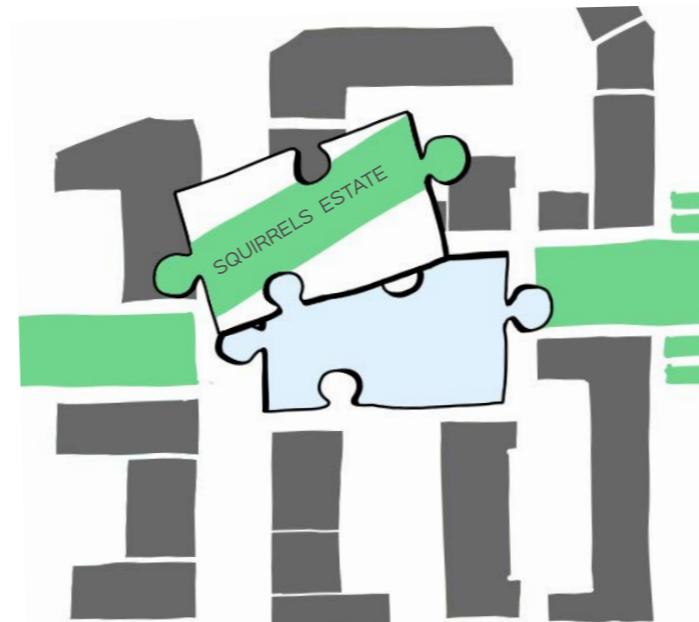
Emerging Overall Masterplan for Hillingdon Site Allocation SA5

- Site B planning submission granted

Squirrels Estate Site Boundary

2.7 Green Super-highway

The emerging neighbouring developments have established a green pedestrian corridor running east to west through the masterplan, also known as the Green Super-highway. The last remaining section of this corridor will pass through the Squirrels Estate site. As such, developing this site is fundamental to unlocking and delivering this crucial public realm link. It is the last piece of the puzzle, so to speak, to complete the masterplan proposals and the Green Super-highway. Any proposal for the site needs to take this into account.



Squirrels Estate is the last piece needed to complete the Green Super-highway.



Landscaped spaces will link together to create the Green Super-highway public realm.



Area Masterplan Showing Developments at 233-236 Nestles Avenue and the Former Nestle Factory Site.

● ● ● Established 'Green Space' in the Recent Applications Supporting the OAPF Masterplan

3.0 Consultation

3.0 Consultation

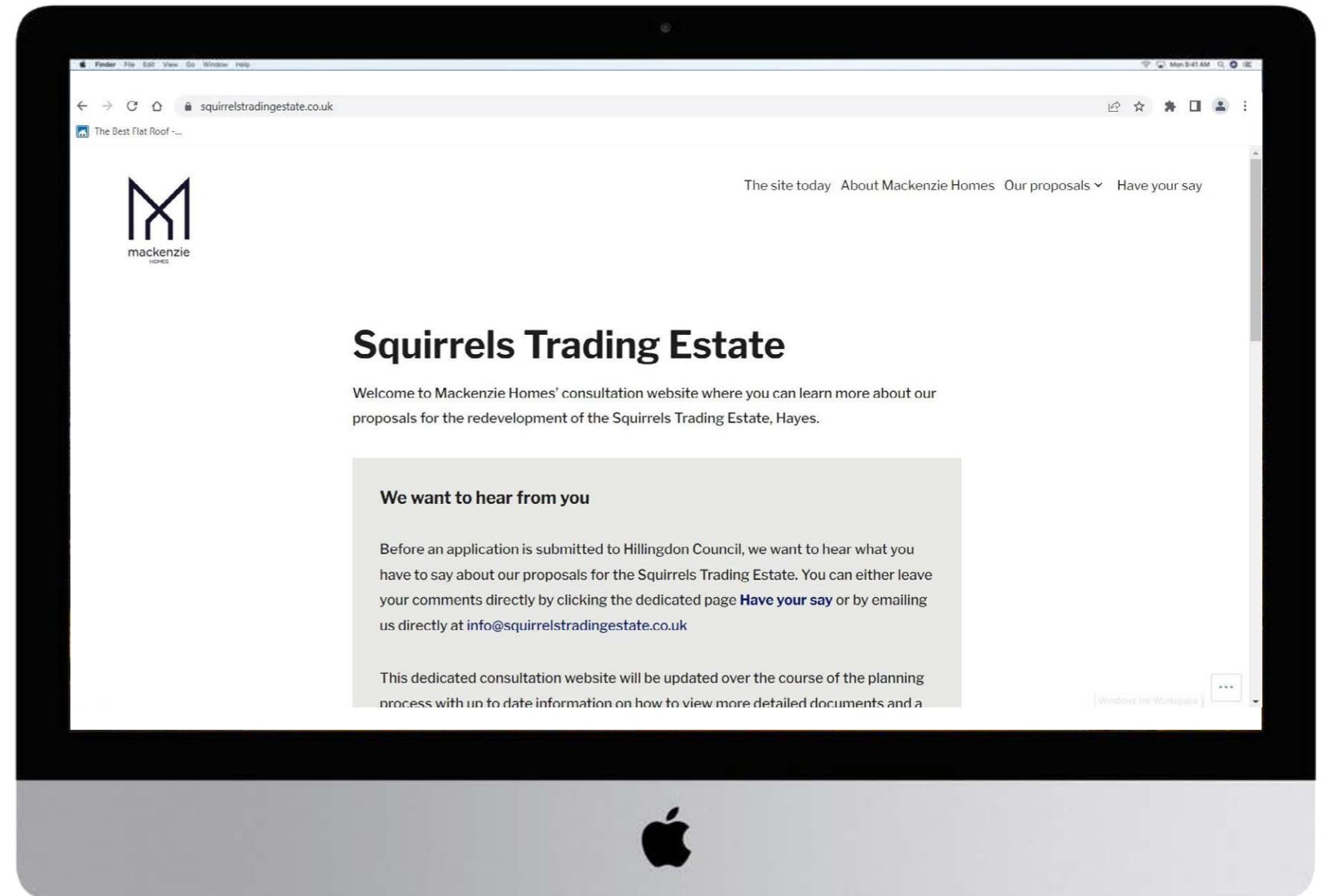
An overview of consultation and engagement is set out below. For more detailed information, refer to the Statement of Community Involvement submitted as part of this planning application.

The objectives of the public consultation were to ensure that local residents were made fully aware of the proposals and had an early opportunity to comment.

A series of pre application meetings were also held with planning officers from Hillingdon Borough Council. These were as follows:

- 07 April 2022 - Pre App meeting
- 20 May 2022 - Follow up meeting
- 25 May 2022 - Landscape meeting

An overview of comments from discussions with the local planning authority and the community engagement follows in this section.



Home page of the consultation website

3.1 Public Consultation

Community Engagement

The pre-application consultation has been underpinned by national and local planning policy regarding community engagement and adapted in light of the global Covid-19 pandemic.

The project team conducted an inclusive programme of on-line consultation to give people the opportunity to review and comment on the proposals. A dedicated website was produced which was updated throughout the pre-application consultation and will continue to be updated during the statutory consultation.

The dedicated consultation website address is:

www.squirrelstradingestate.co.uk

A link to all planning documents will be included once the application has been registered with Hillingdon Council.

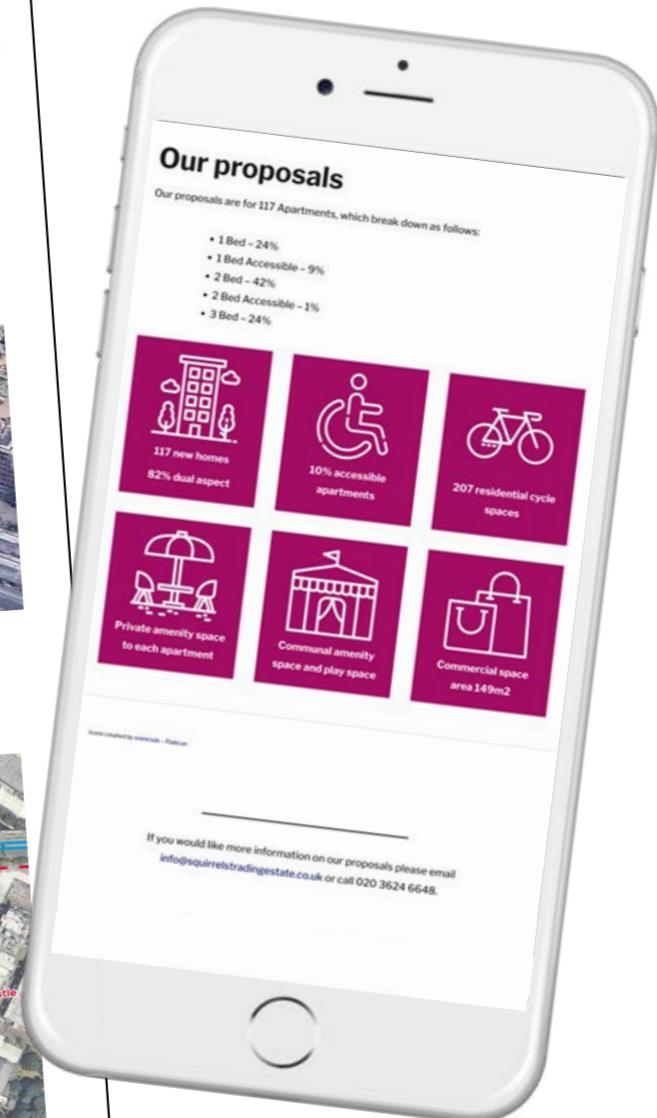
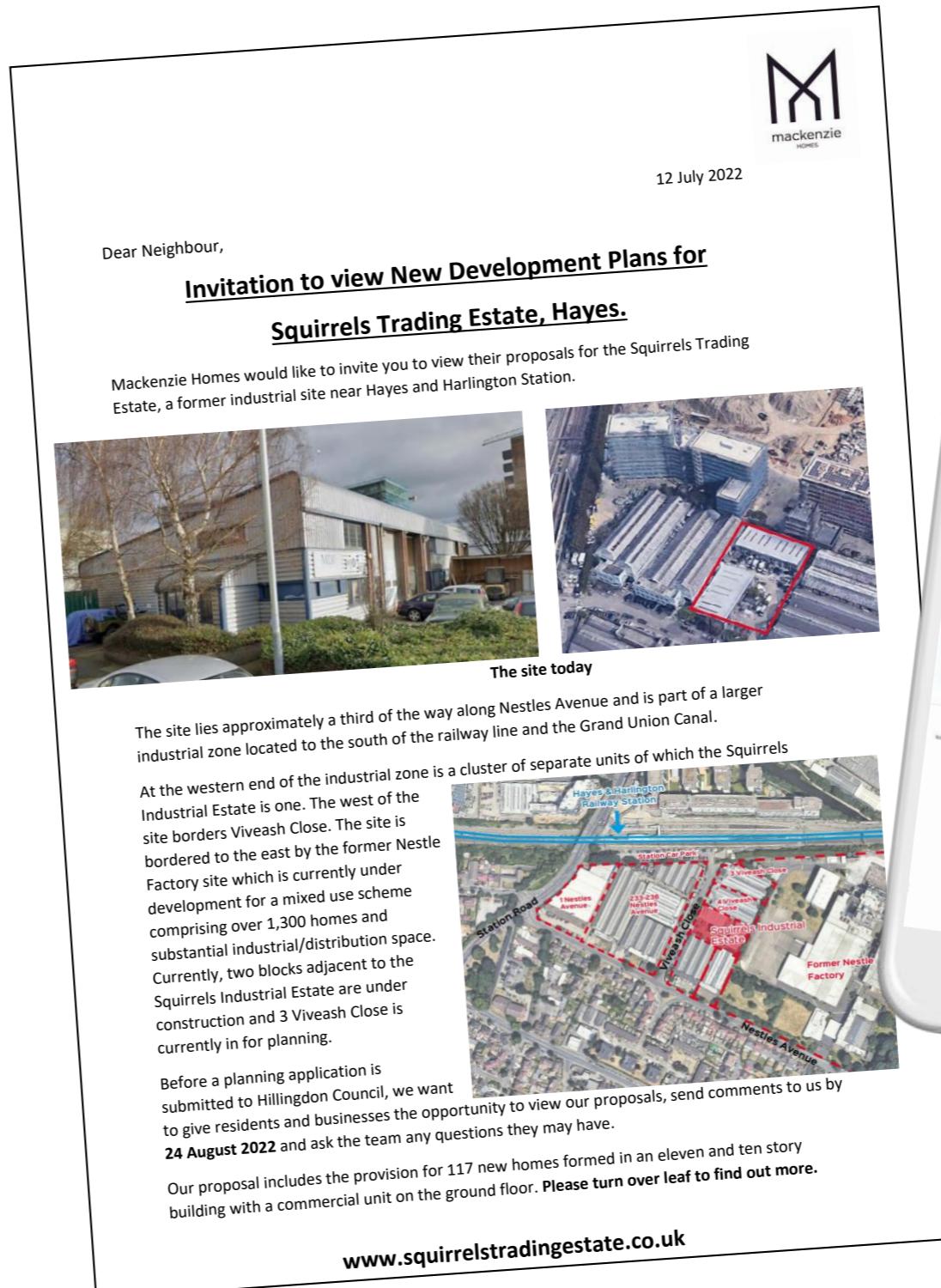
Ahead of the dedicated consultation website going live, over 800 letters were hand delivered to residents and businesses surrounding the site on 12 July 2022. Emails were also issued to the ward councillors for the site, to offer a meeting and more information about the proposals whilst directing them to the consultation website.

Virtual Public Engagement

Community engagement can be done using a wide range of methods and can include both face to face and online engagement.

The dedicated website contained information about the Applicant, the proposals, the masterplan for the wider area, detailed information on materials and showed what the scheme would look like from different views. Residents were encouraged to get any comments and feedback on the proposals back to the project team. To date, no feedback has been received through the website.

Further detail on these points can be found in the Statement for Community Involvement.



3.2 Pre-Application Comments

During pre-application meetings planning officers provided comments on the proposed scheme. From early discussions, officers required design proposals that were sympathetic to the delivery of the Green Super-highway.

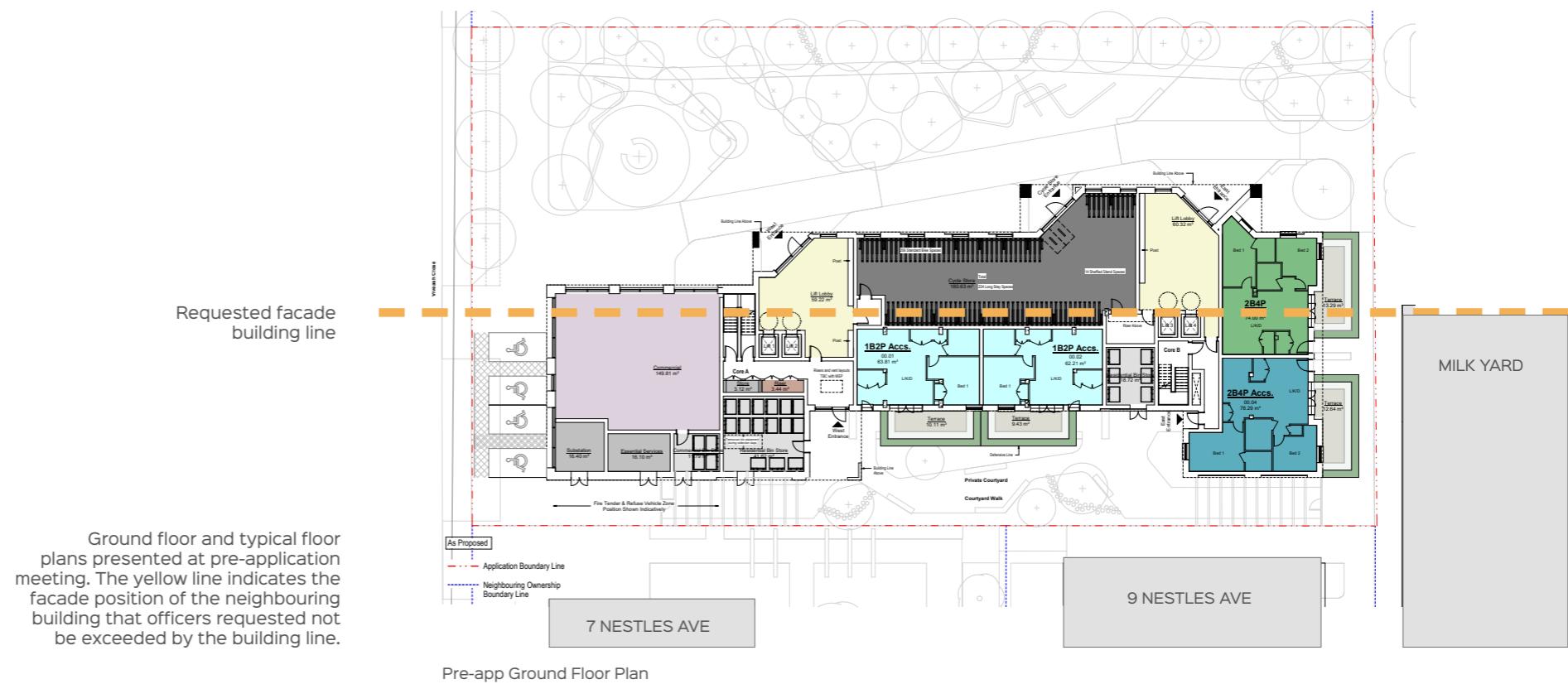
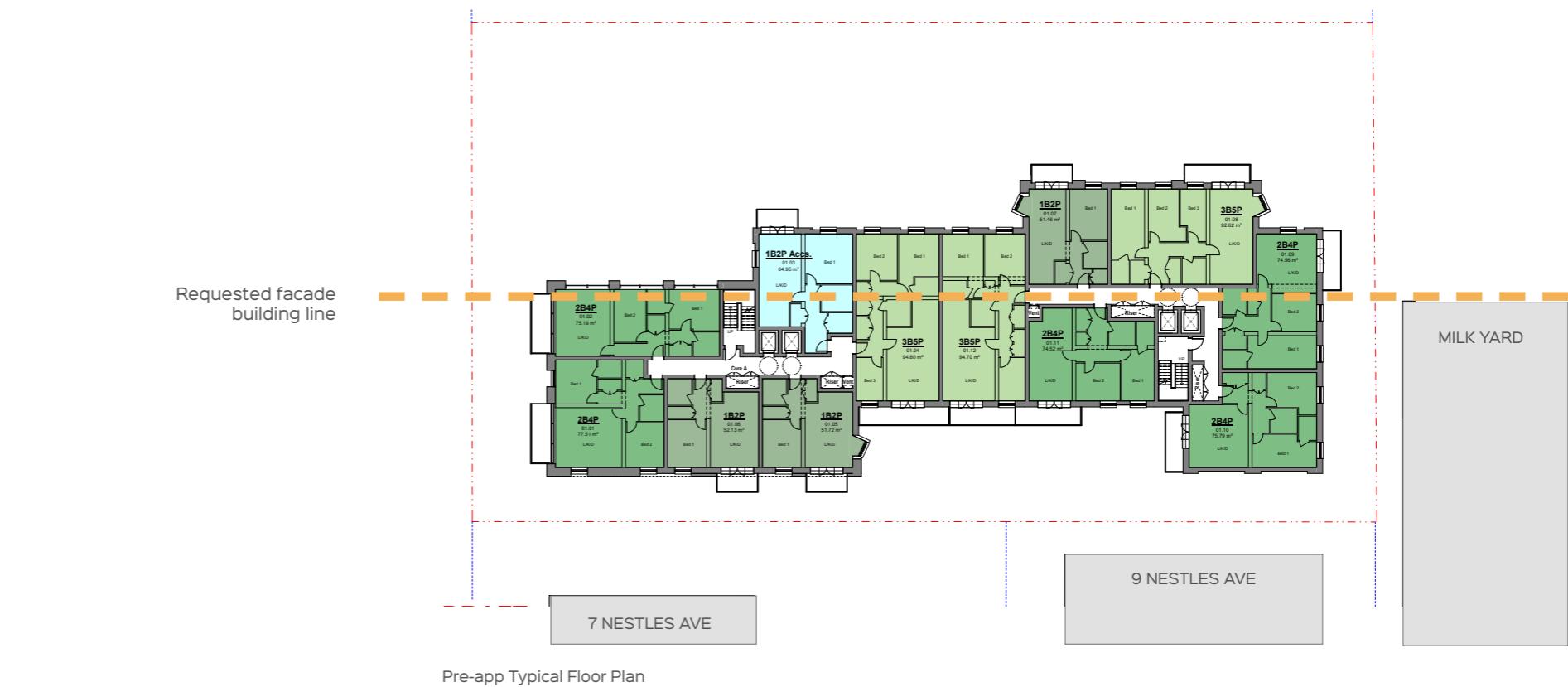
Officers also commented that the site proposal should come forward in a comprehensive manner and in a way that does not blight future development on neighbouring sites in the Site B area of the masterplan. They clarified, however, that this does not necessarily mean that all sites have to be promoted by a single landowner.

The following images and text explain comments made by planning officers at pre-application stage and the response made in the design development following.

Central to discussions was the positioning of the building and proportion of the site given over to public realm to enable the connection of the Green Super-highway. The proposal presented at the pre-application meeting utilised a graduated stepping in the north facade in order to maximise dual aspect apartments. Planning officers stipulated that the building could not sit any further north-east than the existing adjacent building to the east (Milk Yard). This line is marked on the adjacent drawing with the dotted line. Subsequent revisions of the scheme have met this requirement as is shown in the design section of this document.

In response to these comments the proposed building shifted to the southern boundary and stepping of the apartments was removed, to align the building to Milk Yard adjacent.

Officers commented that there was no objection in principle to the general height and massing of the building proposed.



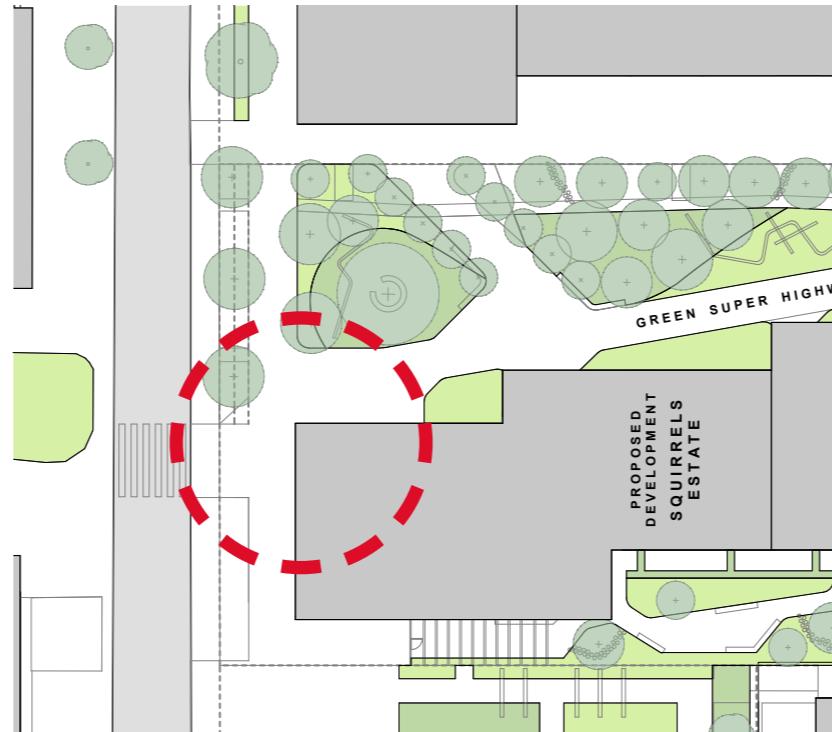
Ground floor and typical floor plans presented at pre-application meeting. The yellow line indicates the facade position of the neighbouring building that officers requested not be exceeded by the building line.

There was focussed discussion regarding the western facade of the building as it faces Viveash Close and especially in context of the change in angle of the Green Super-highway at this point. Officers requested adjustments to the building to mark this location and provide a transition in-keeping with the pedestrian route.

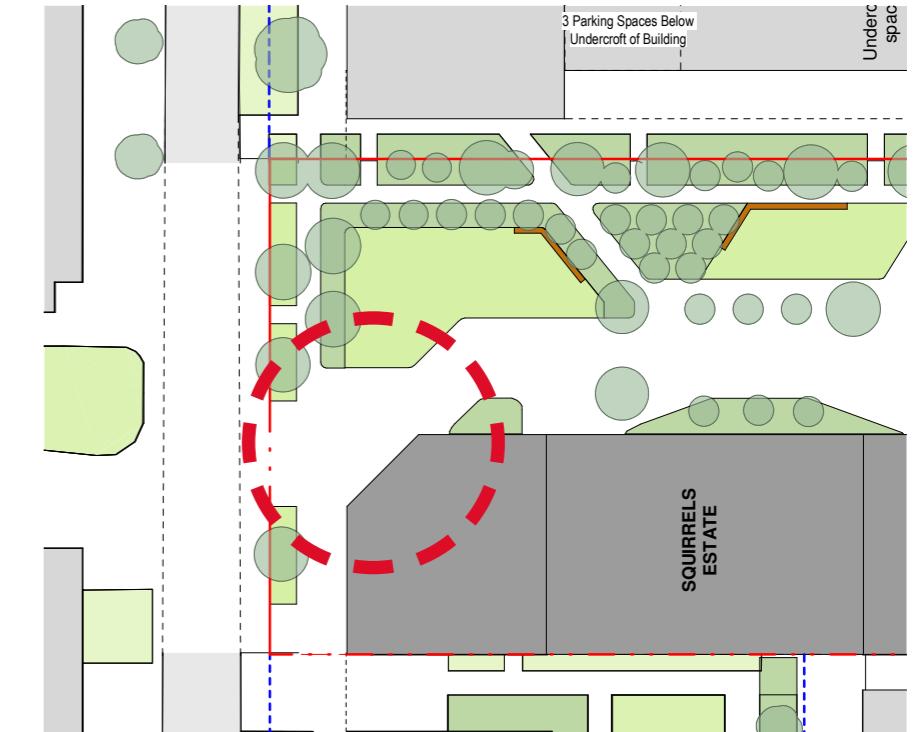
In response, a chamfer to the corner of the building has been created to address the change in angle of the Green Super-highway and to avoid a stop end at this point on the route.

Planning officers also requested that accessible parking be accommodated on site, away from Viveash Close in a Day One scenario.

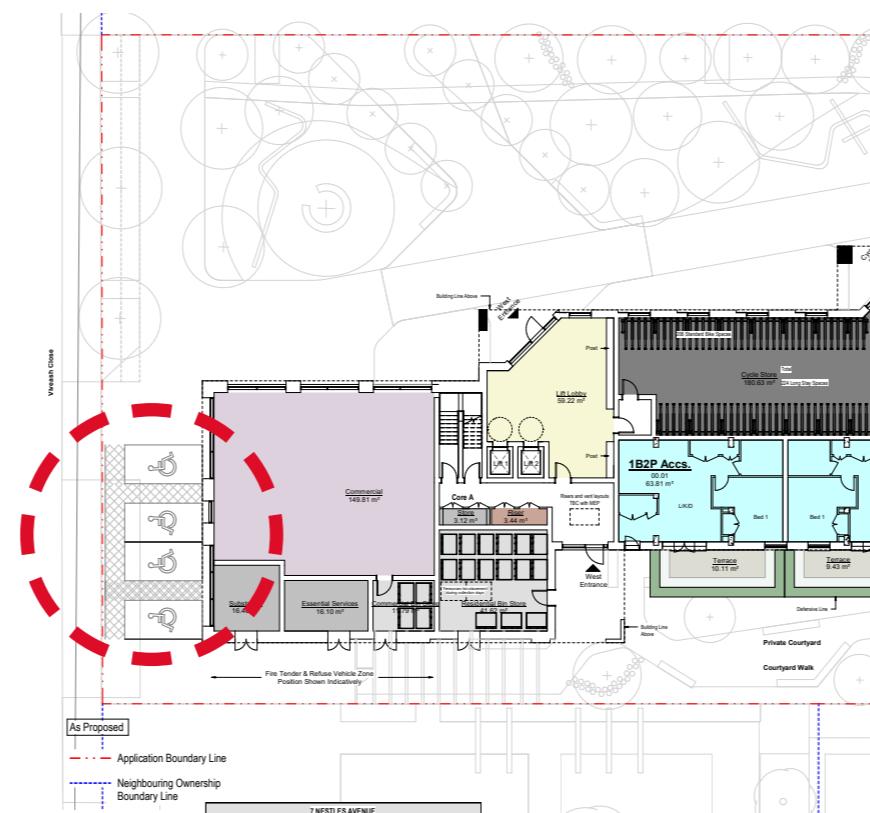
In response, an undercroft was created on the ground floor to accommodate the parking spaces and move them away from the eastern edge of the site by Viveash Close.



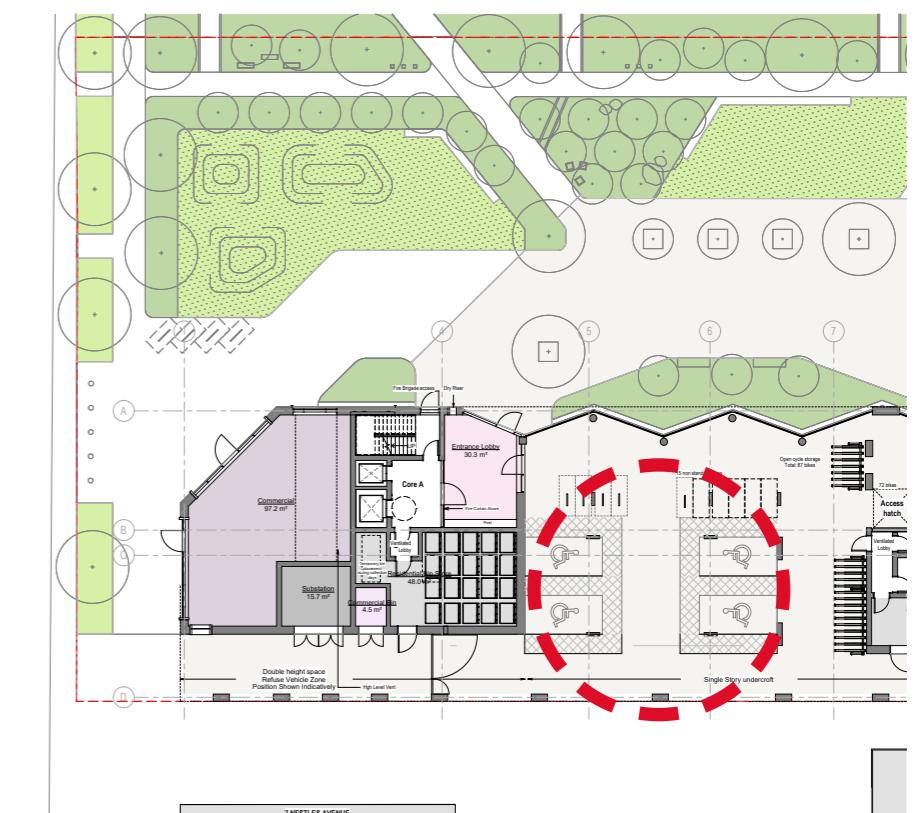
Pre-application stage block plan



Final proposed block plan - A chamfer to the corner of the building address the change in angle of the green super highway and provides a focal point to the building when viewed from the west.



Pre-application stage ground floor plan - Accessible parking is shown adjacent to Viveash Close in front of the west elevation.



Final proposed ground floor plan - Accessible parking is shown in the centre of the building with an undercroft.

4.0 Evaluation and Design

4.1 Design Introduction

The brief for Squirrels Estate requires the design to consider a proposal that fits into a masterplan for the city block running from: the railway lines to the north, Nestles Avenue to the south, Viveash Close to the west and the Segro-Barratts schemes for Milk Yard and Viveash Yard to the east. This masterplan also needs to enable the local area development of the Green Super-highway which will form a pedestrian link in an East-West axis, supporting green travel for the increased density of housing in this area.

The scheme proposal will also need to sit below the Heathrow flight path height restriction, make appropriate use of the north facing aspect of the site, and to replace commercial building use and employment within the site to an acceptable level.

The design seeks to plan appropriately for:

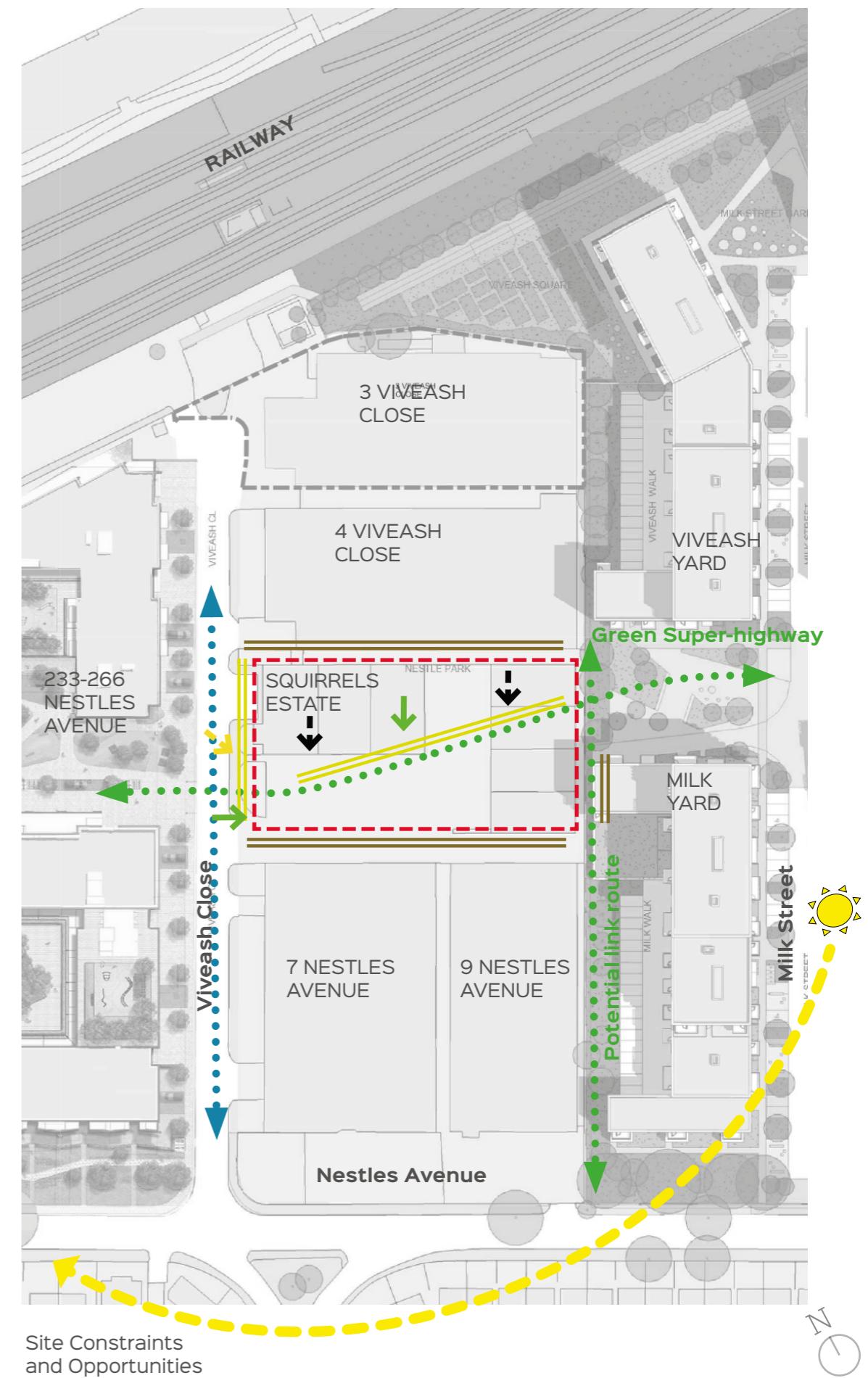
- Completion of the Green Super-highway
- Parking (accessible spaces)
- Cycle storage
- Recycling and refuse
- Arrival, reception and post
- Play space
- Communal spaces
- Active frontages
- Appropriate allowance of private external amenity
- Well located and screened plant
- New sub-station

The use mix includes commercial and residential, therefore the arrangement needs to carefully separate entrances and servicing to ensure both uses can function autonomously whilst respecting the neighbouring sites.

All servicing is to be planned out to operate within the site confines.

Key:

- Site boundary
- Potential Residents entrances
- Potential Commercial entrance
- Potential Cycle store entrances
- Active frontage
- Existing buildings close to boundary
- Pedestrian routes
- Vehicle routes



4.2 Proposed Local Masterplan

The proposals for Squirrels Estate need to understand the emerging context and feed into the existing masterplan proposals. A key element of the design is that the proposal must not encumber development of plots at 4 Viveash Close and 7 Nestles Avenue. The following proposed local masterplan shows how the central section of the Site Allocation SA5 could be successfully developed.

The local masterplan looks at both a 'Day 1' scenario (before development of surrounding sites) and a 'Day 2' scenario when full development of the masterplan has taken place. It allows for positive development on each site and provides the missing link in the local area east-west Green Super-highway.

1. Local area Green Super-highway pedestrian axis "East-West"
2. Wide pedestrian and cycle route landscaped linear garden paths "East-West Roadway"
3. Create nodes of space to allow the promenade form of the Green Super-highway' to have breathing space and marker points



Masterplan Concept Diagram



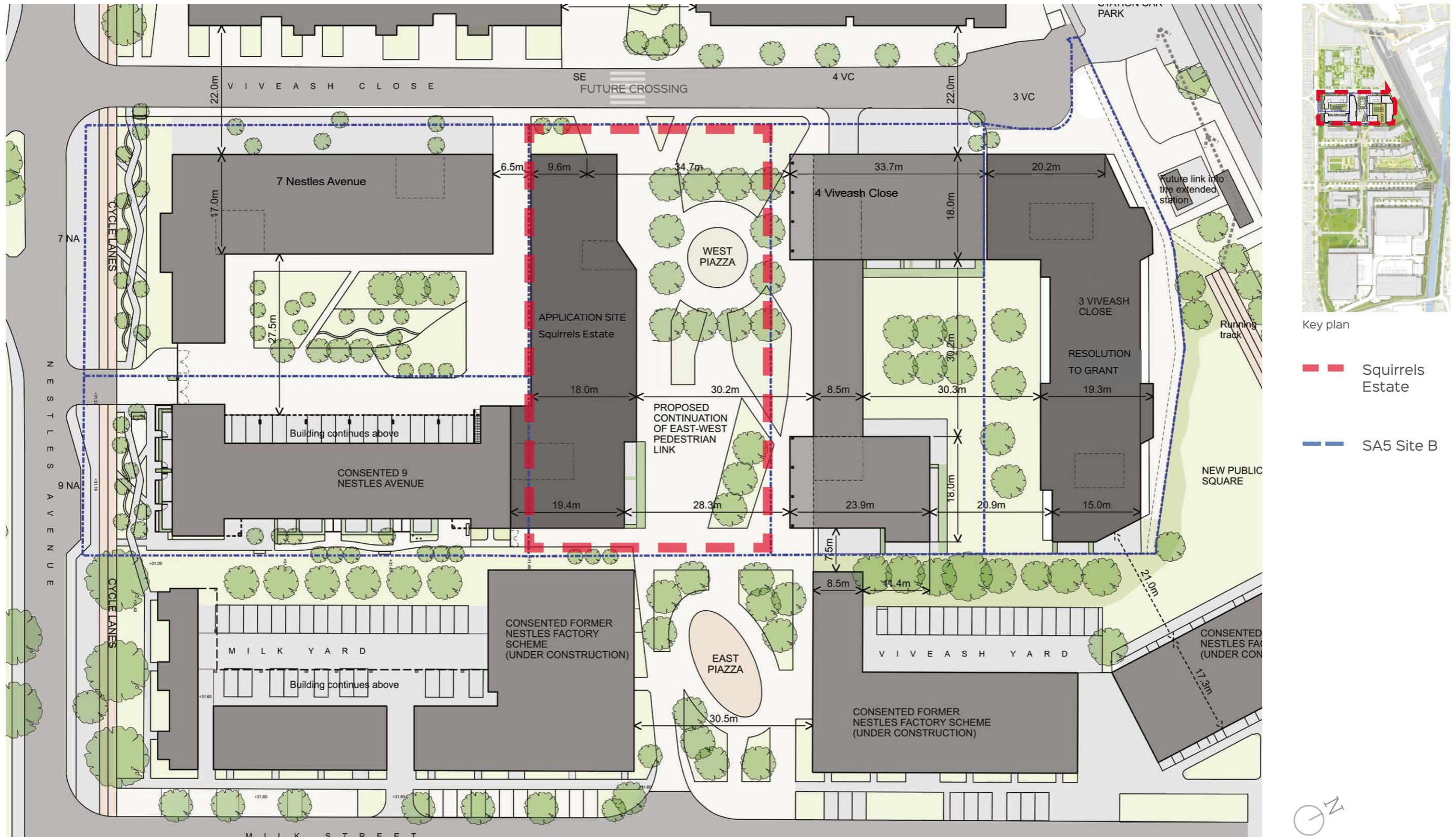
4.3 Proposed Masterplan Summary

The detailed masterplan below shows how the local masterplan proposals for Site B and the proposals for Squirrels Estate compliment the full masterplan for the SA5 development. The scheme at Squirrels Estate is set back along the southern boundary of the site in order to provide suitable space for the Green Super-highway to connect through. The development proposal completes the missing link in the east-west 'green corridor'.



4.4 Masterplan Design Development

This plan shows the potential arrangement for the neighbouring buildings and the completion of the east-west pedestrian link as submitted as part of the 3 Viveash Planning Application. This was the start of the design process for the planning application for Squirrels Estate.

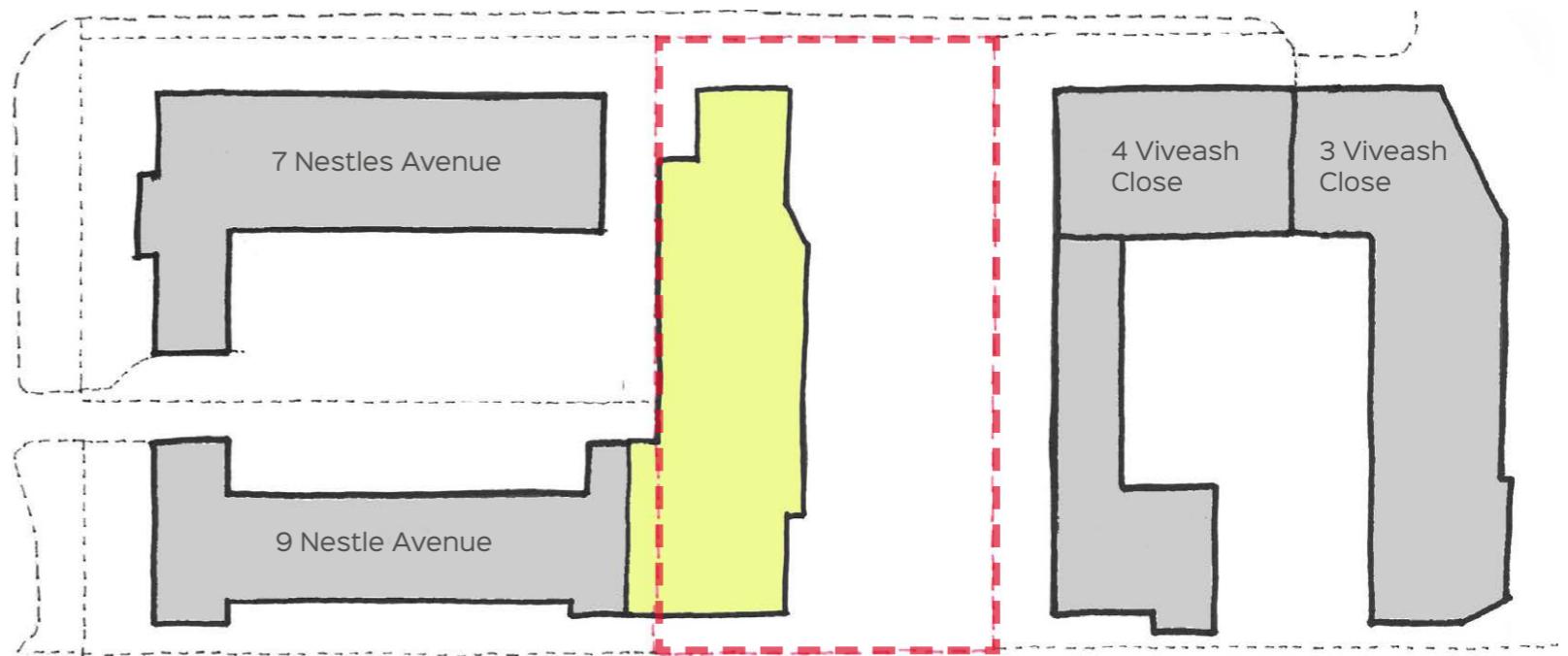


4.5 Site Concept - Design Development

The following diagrams set out the design developments of the proposals using the proposed recognised masterplan set out in the 3 Viveash Close planning submission.

Step 1 - Day 2 Master Plan

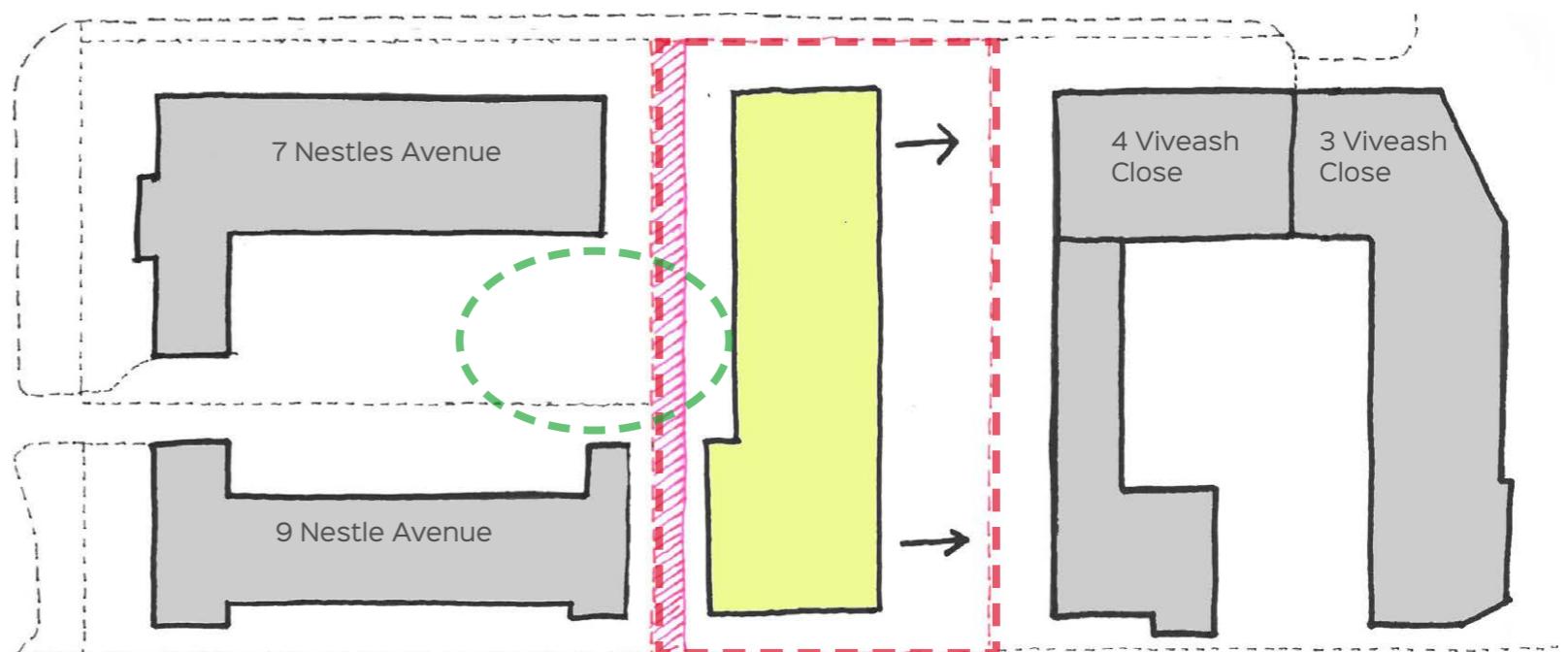
- › The scheme proposed in the 3 Viveash Close Day 2 Master plan was used as a starting point for further investigation in to the site.



Step 2 - Building move

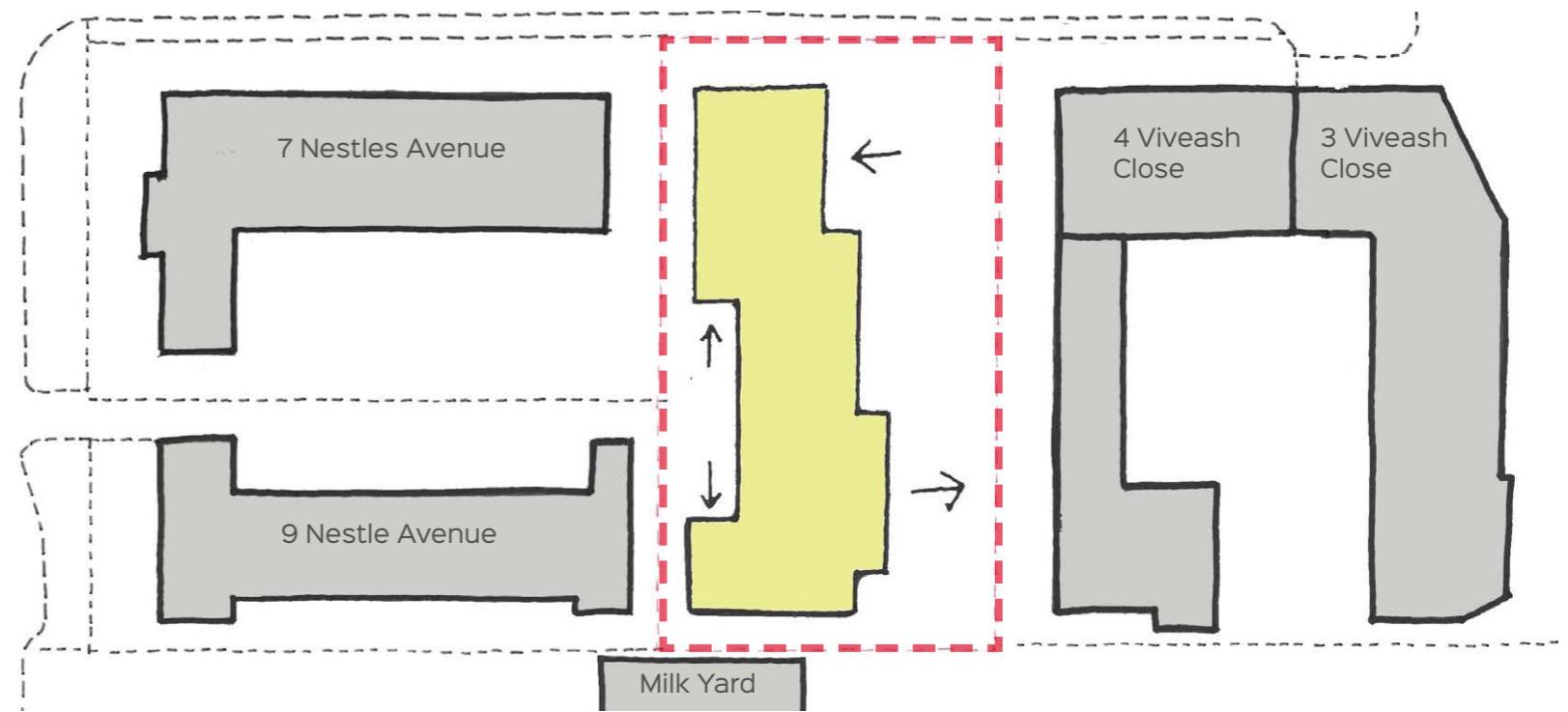
Building moved north of the southern boundary

- › To allow for the right of way (shown in pink hatching)
- › To allow the site to come forward on its own as needed, removing the physical connection to the 9 Nestles development
- › To allow for an amenity courtyard to south to be connected to landscaping on 9 Viveash – (visually at first with open fence, possible physical connection later if agreement can be reached)
- › Design simplified



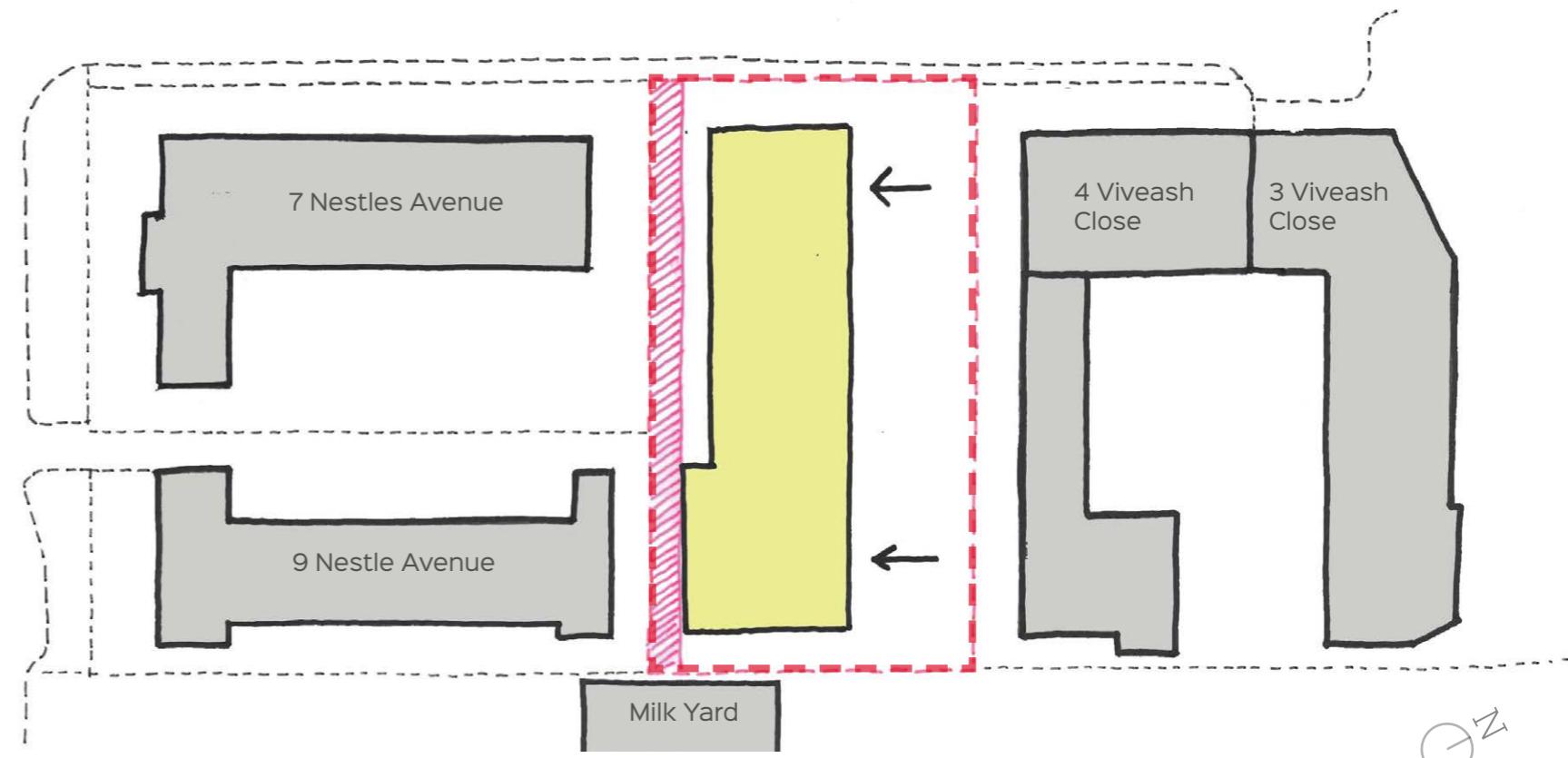
Step 3 - Building Stepping

- > Building stepped to increase the dual aspect ratio to negate any north facing single aspect apartments.
- > Stepping also breaks the massing and allows for articulation along the Green Super-highway.
- > These proposals were shared at pre-application meeting. For further information, refer to the commentary in section 3 of this report.



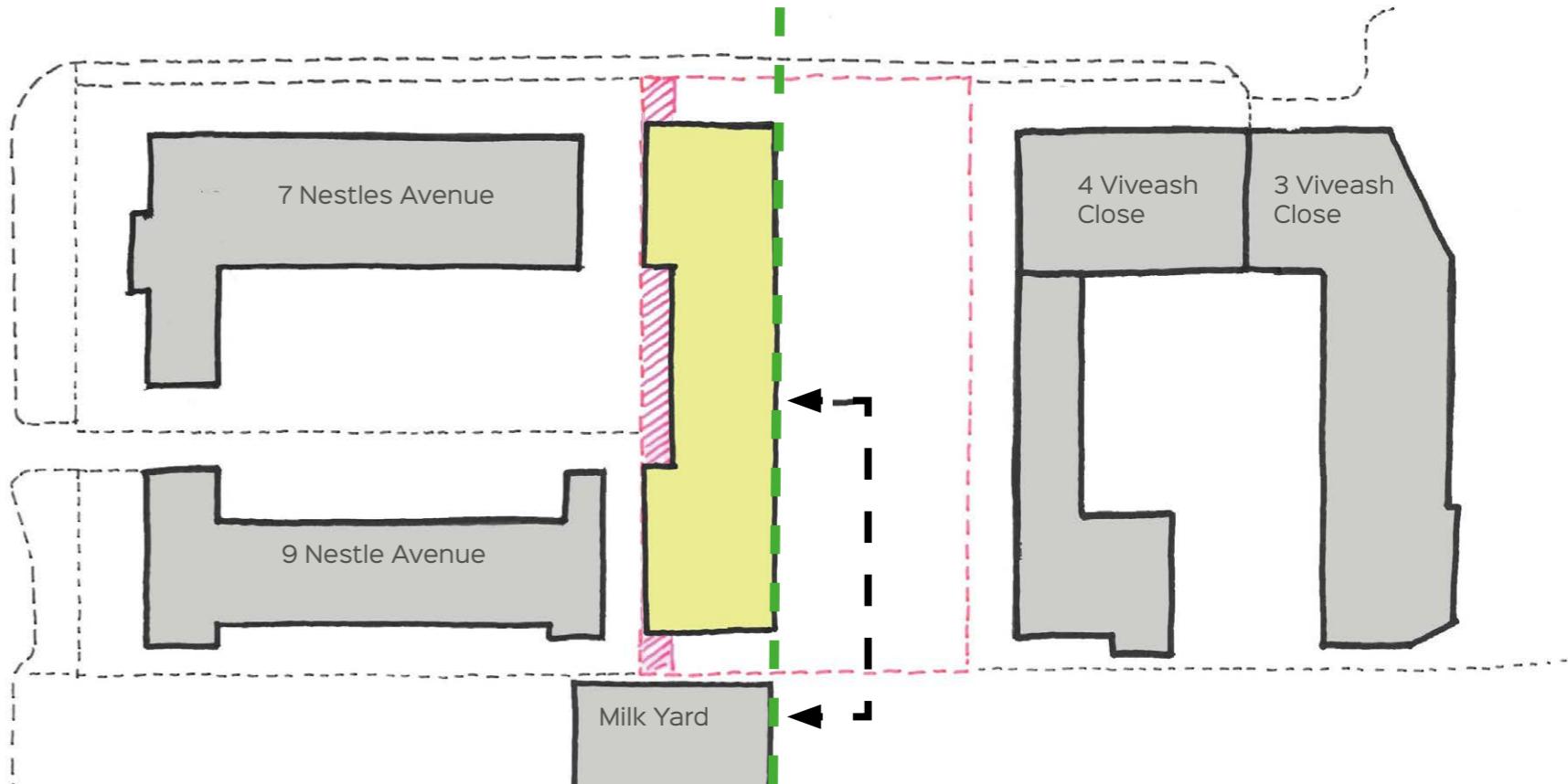
Step 4 - Maximising the Green Super-highway

- > Massing simplified and reduced to maximise 'green super highway' width as requested by planning officers.
- > Building maintains historic 3m right of way to the south (shown in red).



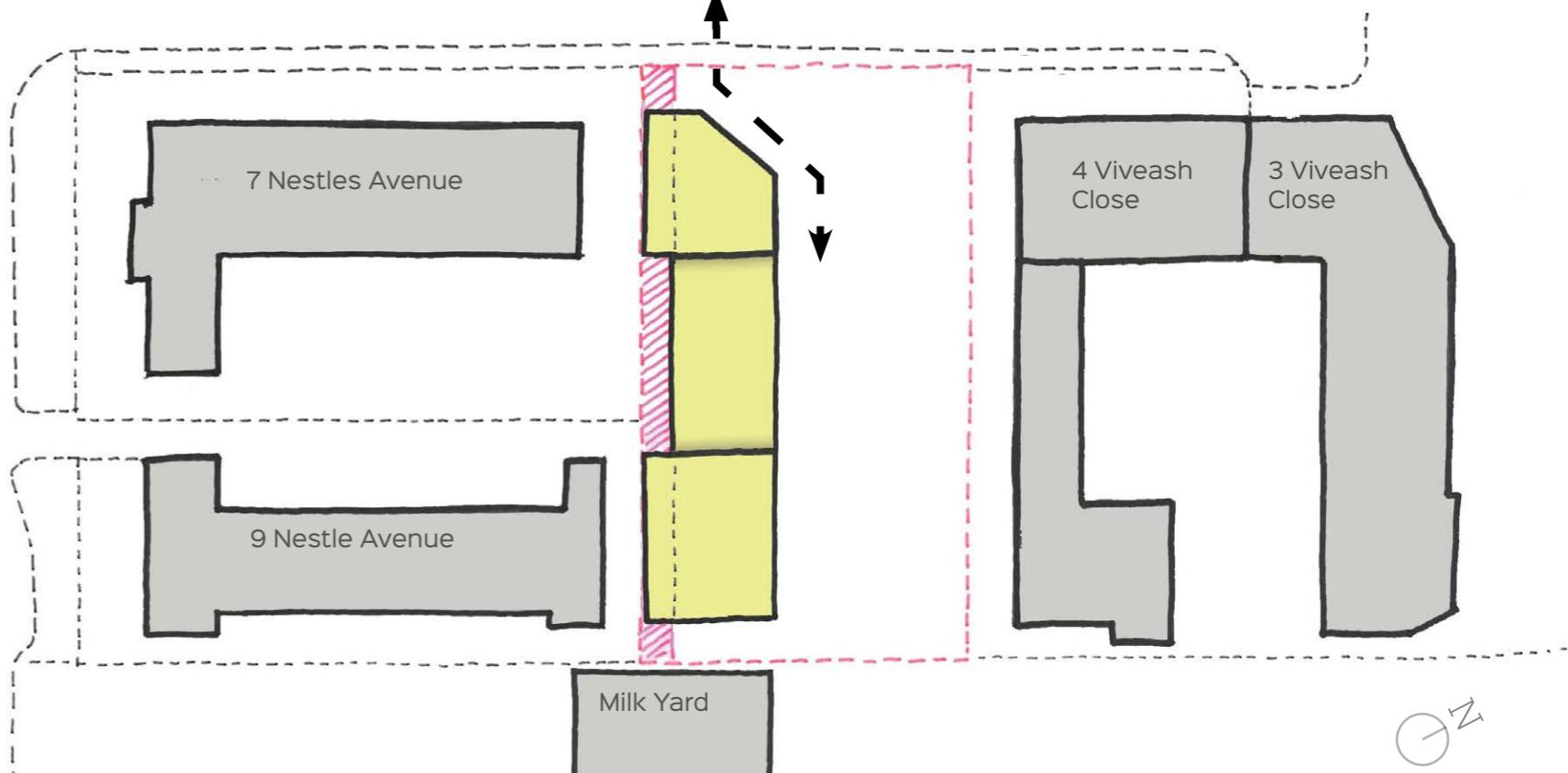
Step 5 - Building Alignment

- › Building reduced in width to align with Milk Yard on the East Boundary.
- › Building moved to sit on the south boundary to align the footprint with Milk Yard.
- › Undercroft introduced within the Ground Floor to respect the historic 3m right of way and to allow access to the accessible car park.



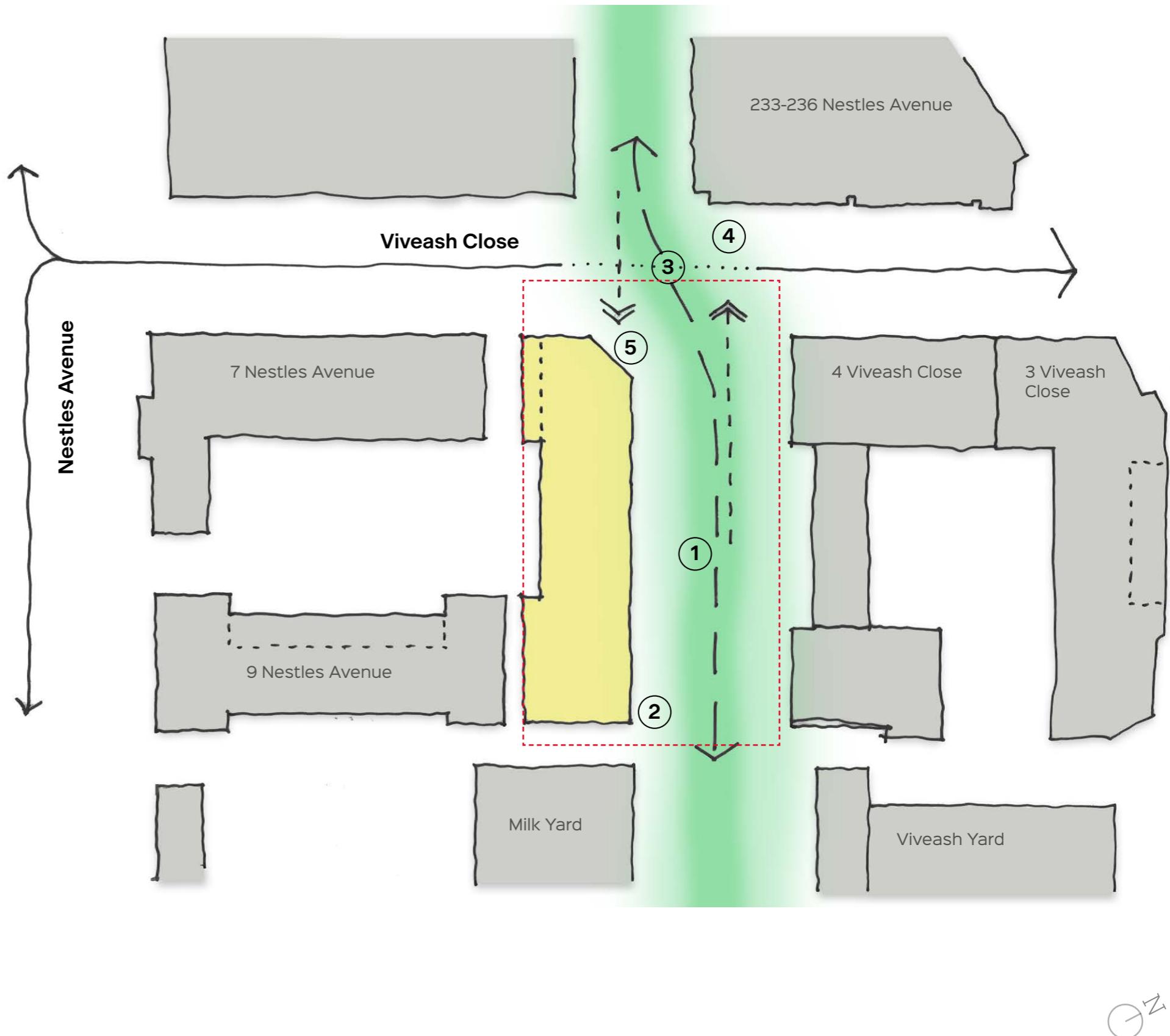
Step 6 - Chamfer Introduced

- › East and West cores aligned in height with 9 Nestles and 4 Viveash Close to break up the linear massing and to articulate along the Green Superhighway.
- › Chamfer introduced to soften the Green superhighway' transition across Viveash Road and to enhance long views from the north.

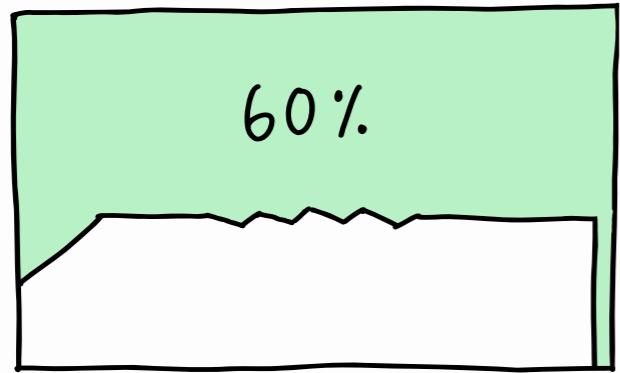


4.6 Site Concept Summary & Principles

1. The development of the site is led by the landscape and the green super-highway which connects the established pedestrian route to the east and west by covering the majority of the of the site. Over 60% of the site footprint is public realm.
2. The building footprint aligns with existing and proposed neighbouring building lines. It sits level with the façade of Milk Yard to the east in order to provide the maximum area possible of the green super-highway.
3. The green super highway washes over Viveash close as the predominant pathway and a junction of the super-highway shifts south to pass through the centre of the scheme at 233-236 Nestles Avenue.
4. The view along the green super-highway from the east terminates with the flat corner of proposed building at 233-236 Nestles Avenue.
5. A chamfer to the corner of the proposed building addresses the views along the green super-highway from the west.

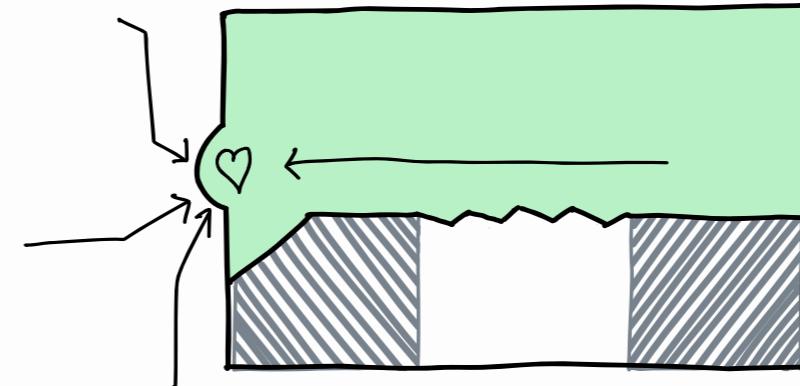


Scheme Principles



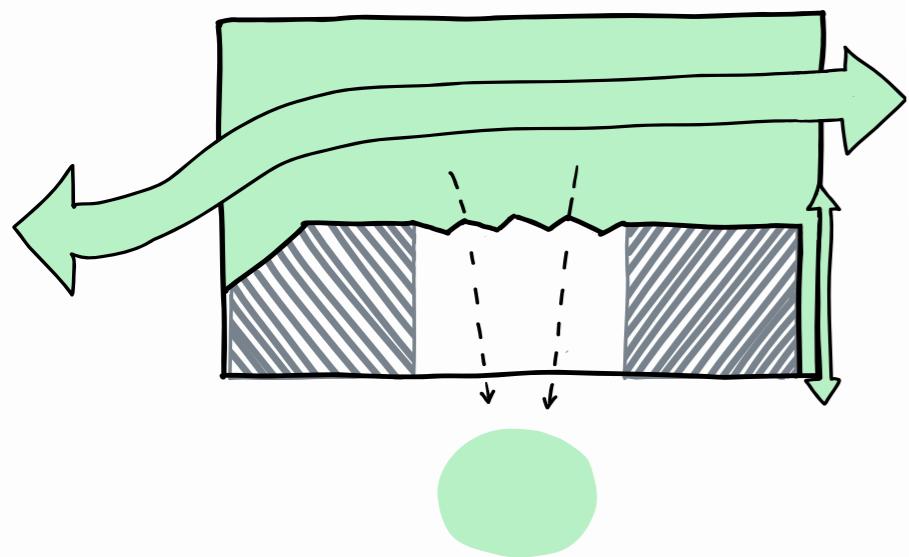
Landscape First

60% of the site footprint is apportioned to public realm and the Green-Super-highway



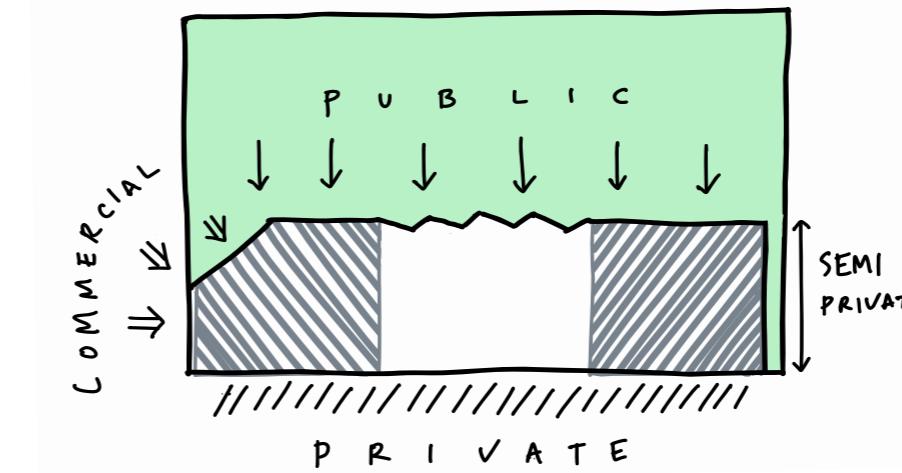
Nodal Point

Physical and visual connections converge at the north east corner of the building which is marked with a chamfered facade.



Green Connections

The scheme design promotes active travel connection between neighbouring green spaces and visual connections through the ground floor undercroft.



Building Orientation

Public and commercial connections are from the north and west. The site boundary to the south and east provide natural enclosure for private and semi-private spaces.

4.7 Proposed Masterplan - Day One

This plan shows the block masterplan with Squirrels Estate developed and other surrounding sites in there existing state - a 'Day One' proposal. It shows that the design proposals for the Squirrels Estate are able to come forward without the need for neighbouring sites to be developed at the same time and maintaining the principle need for the Green Super-highway to flow through the site.

