



148-154 Uxbridge High Street

Statement of Pre-Application Consultation

March 2024

Executive Summary

Between November 2023 and February 2024, DNA (Uxbridge) Ltd (the applicant) carried out a public consultation regarding the site at 148-154 Uxbridge High Street within the London Borough of Hillingdon.

The applicant instructed Cratus Communications to organise and implement the public and political engagement in support of the emerging planning application.

This Statement of Pre-Application Consultation summarises the activities which have taken place as part of the consultation process, presents the feedback received from local stakeholders and members of the public, and assesses the compliance of the consultation with the relevant policy requirements.

The centrepiece of the consultation process was a public consultation event supported by a project website. Leaflets announcing the consultation were printed and distributed to homes in the Uxbridge area in the weeks leading up to the event.

The consultation was also supported by a dedicated consultation website, which allowed members of the public to read relevant information on the proposals to the same level of detail as was available at the public exhibition.

A consultation period was opened on the day of the in-person event, during which people were invited to submit feedback online and via a dedicated postal address.

Separate to the public event, Cratus has been in contact with political and community stakeholders including Steve Tuckwell MP and the Hillingdon Chamber of Commerce.

At all times during the consultation process, the project team has complied with policy at both national and local level. Having fully considered the feedback presented by relevant stakeholders, a refined version of the proposed development has been submitted as a planning application to Hillingdon Borough Council.

The project team will seek to continue engaging with elected representatives and community stakeholders throughout the planning process and welcomes input and feedback from these stakeholders in whichever format they find most appropriate.



1. Introduction

1.1 Site Overview

The application site is situated at a key juncture between Uxbridge Station, the North of the High Street and bus services on Baker's Road. The building sits on the pedestrianised section of Uxbridge High Street, between Belmont Road and Cocks Yard and extends to Bakers Road to its East.

The site falls within Uxbridge ward in the London Borough of Hillingdon. The Parliamentary constituency is Uxbridge and South Ruislip.

The existing building is a 1970s designed retail and commercial building. Current tenants include a WHSmith, Card Factory, a branch of the Halifax and a Greggs facing onto the High Street. The site has office space on the upper floors. There is a servicing yard that services the shops from the rear and an underground private car park accessible from Bakers Road which includes 130 spaces.

1.2 Summary of proposals

The proposals are for a part-ten, part-nine and part-eight storey building that will include 320 co-living studios and 162 hotel bedrooms plus 1,115sqm of replacement commercial floorspace.

The proposed development also includes public realm improvements including the creation of a new pocket park.



2. Policy context

2.1 Local policy framework

Hillingdon Council’s Statement of Community Involvement was adopted in November 2021, and sets out both the commitments of the local authority around how it intends to consult on planning applications and its own plan-making activities; and the expectations placed on applicants around their own consultation activities.

Cratus’ public consultation has met the principles set out in the council’s SCI around pre-application engagement, primarily the following:

6.5.1 *Whilst not mandatory, the Council encourages applicants to engage with the owners / occupiers of neighbouring land / premises and wider community at the earliest stage of preparing their development proposal (pre-application stage) where it will add value to the process and the outcome.*

6.5.2 *There are clear benefits of involving the community in developments which are considered likely to have an impact on the community, and the most effective time to involve the community is at the pre-application stage. At this point in the development process, information and views gained from the community can still have a meaningful impact on the final shape the development takes. It will also assist in resolving any objections and conflicts prior to a formal application being submitted. Engaging in consultation on proposals which have already been developed to a point where it is difficult to take other views on-board would be a less meaningful exercise.*

6.5.3 *Consultation by applicants using some of the methods identified in Figure 9 below are encouraged. The people involved and the level of engagement needs to be proportionate to the nature and scale of a proposed development. The Council can also advise developers on good practice for engagement and assist in providing contact details for stakeholders likely to be interested in the proposal or affected by it.*

Figure 9:

- A dedicated website for the development
- Localised social media advertising which links to further information about the development
- Making development briefs available to the public
- Holding public exhibitions
- Providing feedback on consultation
- Advertising in areas local to the development (e.g. local libraries, community centres)

6.5.4 *The Council is aware that there are significant costs involved in undertaking pre-application consultation, and that such costs will have to be met by the applicant. However, the Council considers that depending on the type and size of the scheme, such costs can be a worthwhile expense to the applicant, given that it enables the community to engage with the emerging proposals and provides the opportunity to improve the quality of the application.*

6.5.5 *It is encouraged that the results of any pre-application consultation with the community be formally included as a Statement of Pre-Application Consultation as part of the planning application submission which outlines:*

- *the methods of consultation used to engage community participation;*



- *who was consulted and the level of involvement; and*
- *how matters raised in consultation were addressed by the development proposals.*

2.2 Localism Act 2011

Cratus' community engagement work has likewise met the consultation principles established within the Localism Act for consulting the public.

Principally, these are:

1. The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land.
2. To make clear how interested persons may contact the applicant team should they wish to comment or collaborate in relation to the proposed development.
3. To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time.
4. To have regard to the responses to consultation that have been made following the consultation process.

2.3 National Planning Policy Framework (NPPF)

Consultation work has complied with the National Planning Policy Framework (2023) in relation to pre-application engagement and front-loading consultation. These principles are outlined below:

"Pre-application engagement and front-loading

39. Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

40. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer.

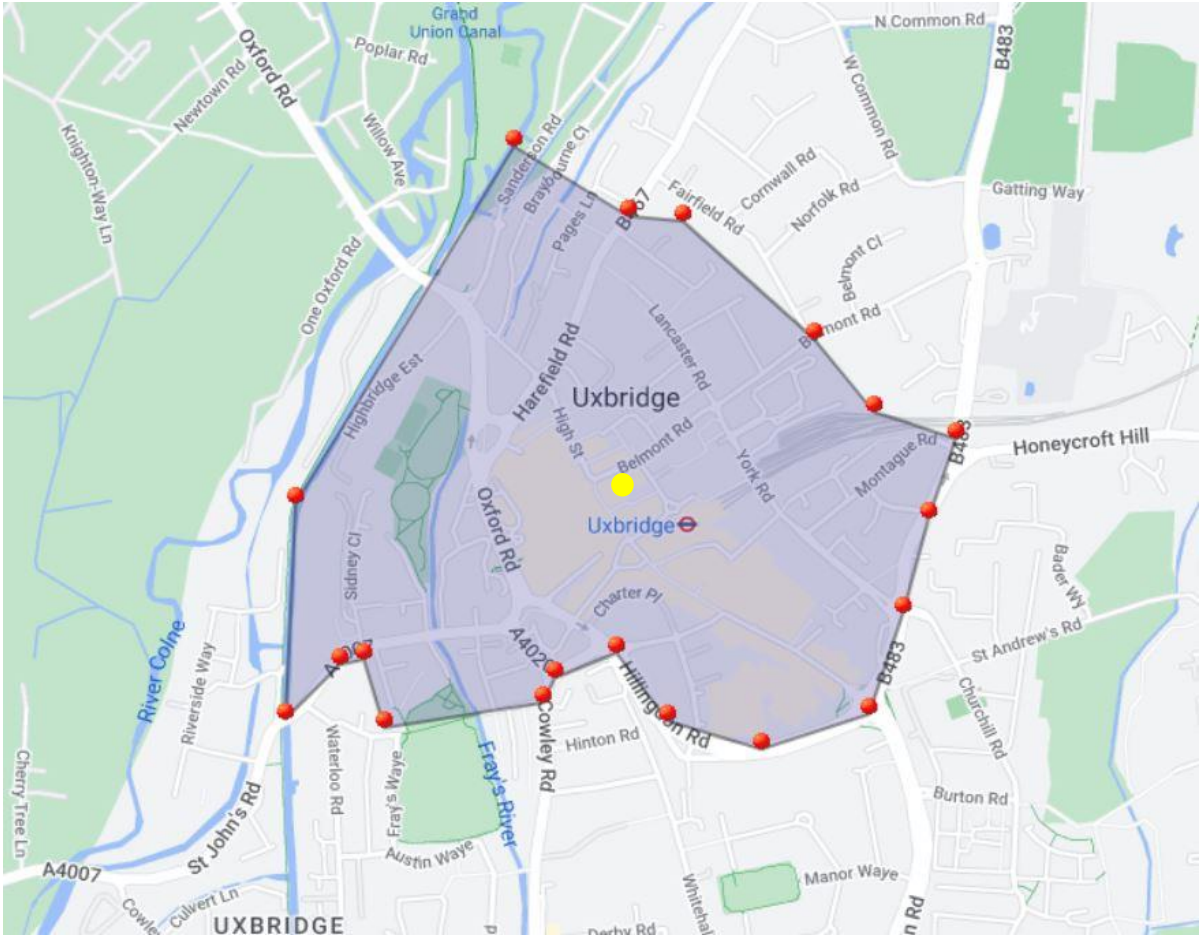
They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.



3. Consultation activities

3.1 Leaflets

Leaflets announcing the intention to consult the public on the Uxbridge High Street proposals were issued by post to homes within a defined distribution zone. The distribution zone is depicted below and is reproduced in Appendix 1.



Depiction of distribution zone created for delivery of the consultation leaflet. The site is identified in yellow.

In addition to providing details about the public consultation period, the leaflets offered an overview of the proposals and contained information regarding how residents could contact the project team regarding the proposals, by post, by telephone or through online means.

The leaflet was delivered on Wednesday 24 January 2024. The leaflet is reproduced in Appendix 2.

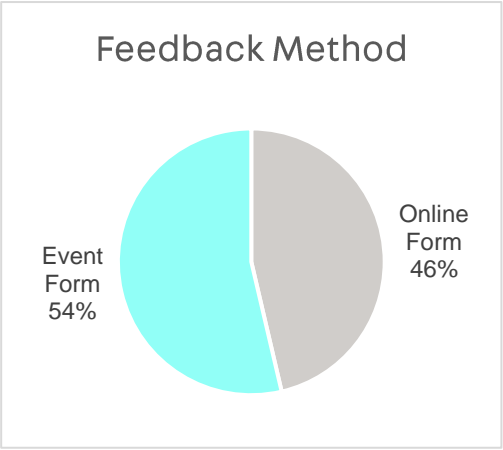
3.2 Consultation website

A dedicated consultation website was designed and launched to accompany the proposals. The website was initially launched on Tuesday 23 January 2024 and was updated with additional information and documents as the consultation period progressed.

Following the public consultation event on Tuesday 30 January the website was updated with material that replicated the exhibition boards shown at that event. Pages from the website are reproduced in full in Appendix 3.

As of Monday 25 March, the website had been viewed by 612 users who viewed the website a total of 2,778 times across all pages.





During this period, 19 online feedback forms were submitted via the website, in addition to the 22 physical feedback forms which were completed and submitted at the public exhibition event. No feedback has been received via post or by telephone.

3.3 Public exhibition event, January 2024

A public exhibition event formed the centrepiece of the public consultation campaign. This event was held in the Kate Fassnidge Community Hall on Tuesday 30 January, between the hours of 4-8pm.

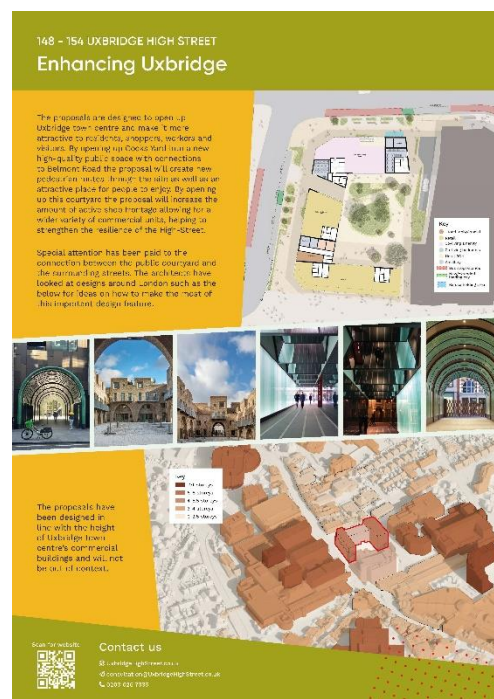
The event featured members of the project team who were available to answer questions regarding the proposals from attendees. Team members attended the event from the following firms:

- Child Graddon Lewis – Architect
- Savills – Planning Consultant
- Caddick Group – Project Manager
- Cratus Group – Community Consultation

Attendees were invited to sign-in as they entered the Community Hall. In total, 57 people attended the event, of whom 40 signed in.

Six exhibition boards were displayed. These set out the main details of the proposals and how the consultation process would proceed. These boards are reproduced in full in Appendix 4.





Sample of exhibition boards displayed at the event

Attendees were invited to offer their feedback on the forms provided (see next section) in a dedicated feedback area with tables, chairs and pens provided. Once attendees had completed their form they were invited to place it securely in a submission box.

3.4 Feedback form

A feedback form was drafted and designed to accompany the consultation activities. The form was printed and used for feedback submission at the public exhibition, while a form with identical questions was uploaded to the dedicated consultation website.

The form asked respondents the following information about themselves:

- Name
- Email address
- Postcode

The main body of the feedback form consisted of four questions related to the proposals and an open feedback box. The form also included contact details for the consultation for anyone who took away the response and wished to ask further questions. The feedback form is reproduced in full in Appendix 5.98

3.5 Pre-application correspondence with local stakeholders

Prior to the commencement of the public consultation period, letters were issued to local political and community stakeholders informing them of the intention to consult the community and inviting them to contact the project team in the event they wished to ask questions related to the proposed development.

Stakeholders contacted as part of this phase of the engagement programme included the following:



- Cllr Ian Edwards – Leader of Hillingdon Council
- Cllr Eddie Lavery – Cabinet Member for Residents’ Services at Hillingdon Council
- Cllr Tony Burles – Ward member for Uxbridge
- Cllr Keith Burrows – Ward member for Uxbridge
- Cllr Farahd Choubedar – Ward member for Uxbridge
- Steve Tuckwell MP – Member of Parliament for Uxbridge and South Ruislip
- Baron Randall – Member of the House of Lords and former Member of Parliament
- Onkar Shaota – Assembly Member for Ealing and Hillingdon
- North Uxbridge Residents Association
- Uxbridge BID
- Hillingdon Chamber of Commerce

The above were informed of the consultation, the public exhibition event and offered a briefing to discuss the proposal.

Members of the project team met with:

- Steve Tuckwell MP on Tuesday 6 February
- Hillingdon Chamber of Commerce on Tuesday 6 February
- Cllr. Eddie Lavery on Wednesday 14 February

Topics discussed over the course of the meetings included:

- The relocation of the post office
- The need for more hotel use in Uxbridge
- The desire for successful commercial units on the high street
- How the co-living units would operate successfully

In addition to the above several stakeholders attended the public exhibition:

- Cllr Tony Burles – Ward member for Uxbridge
- Members of the North Uxbridge Residents’ Association
- Members of the Oak Farm Residents’ Association

3.6 Pre-application engagement with the planning authority

In addition to the above the project team met extensively with planning authority officers.

December 2021	Hillingdon planning officers
October 2023	Hillingdon planning officers
28 November 2023	Hillingdon planning officers
8 January 2024	Hillingdon planning officers
26 January 2024	Hillingdon planning officers
31 January 2024	Design Review Panel
1 February 2024	GLA planning officers

3.7 Internal project team discussions

Throughout this process the project team shared and discussed feedback to understand the consensus response regarding the application.

In addition to the feedback generated by the public elements of the consultation, the issues raised by stakeholders have influenced the changes made to the application between the consultation and the submission of the planning application.



4. Response to consultation

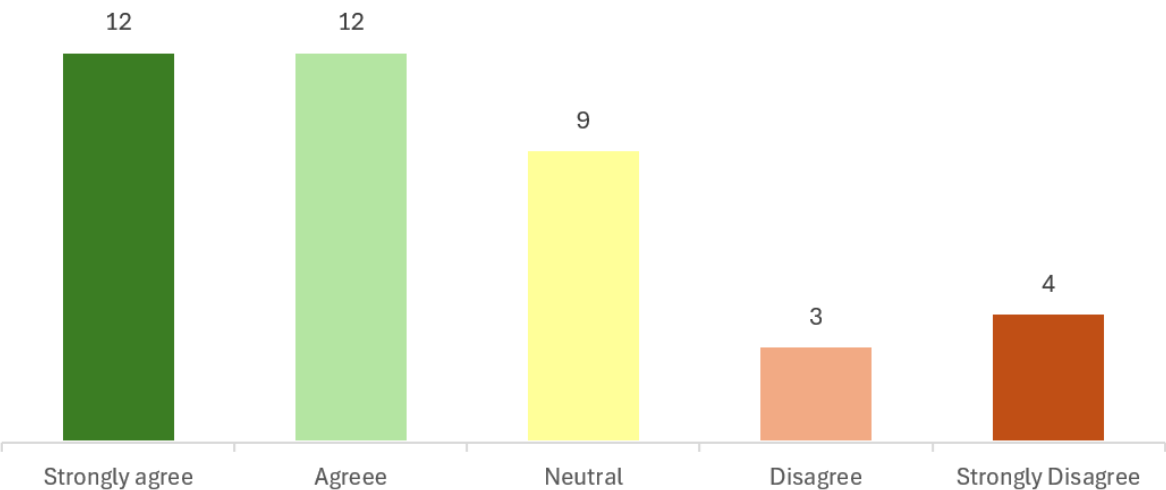
4.1 Summary of responses

Verbal feedback at the consultation was positive. Many residents commented that the application was in line with the heights of the existing taller buildings in Uxbridge and this was welcomed. 41 people returned a feedback form as part of the consultation, either in-person at the exhibition or online.

4.2 Question-by-question analysis

The questions and their responses are detailed below.

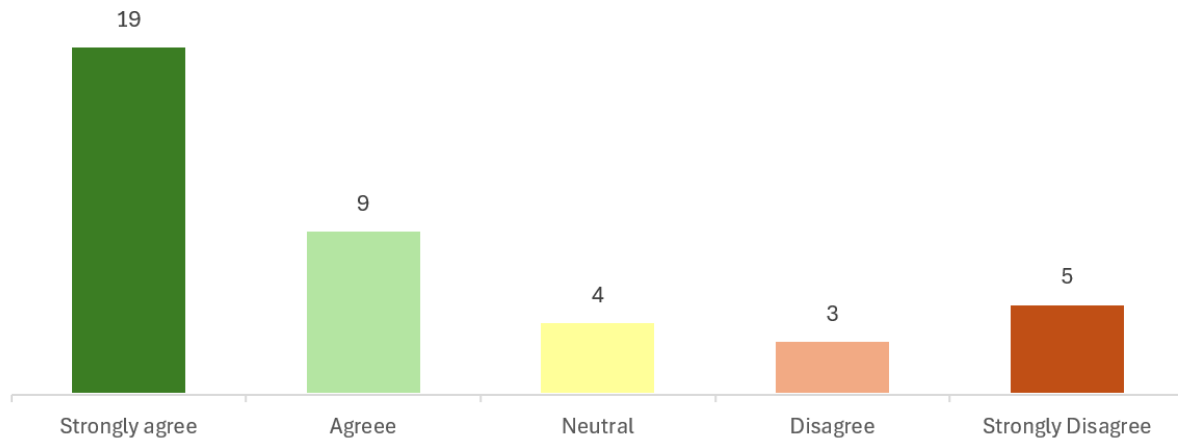
Q1. The proposals will deliver hotel rooms and co-living apartments, addressing the demand for accommodation in Hillingdon.



In total 60% of respondents said that they either agreed or strongly agreed that the proposals will deliver hotel rooms and co-living apartments, addressing the demand for accommodation in Hillingdon. 23% were neutral and only 18% either disagreed or strongly disagreed.

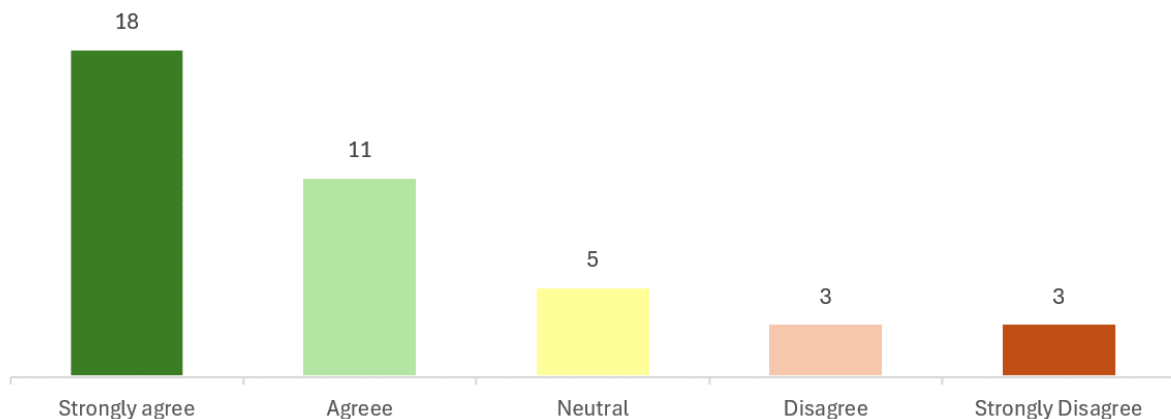


Q2. There will be both retail space and a well-designed public open space. This will not only boost the local economy but also provide a community area for the public.



In total 70% of respondents said that they either agreed or strongly agreed that there will be both retail space and a well-designed public open space. This will not only boost the local economy but also provide a community area for the public. 10% were neutral and 21% either disagreed or strongly disagreed.

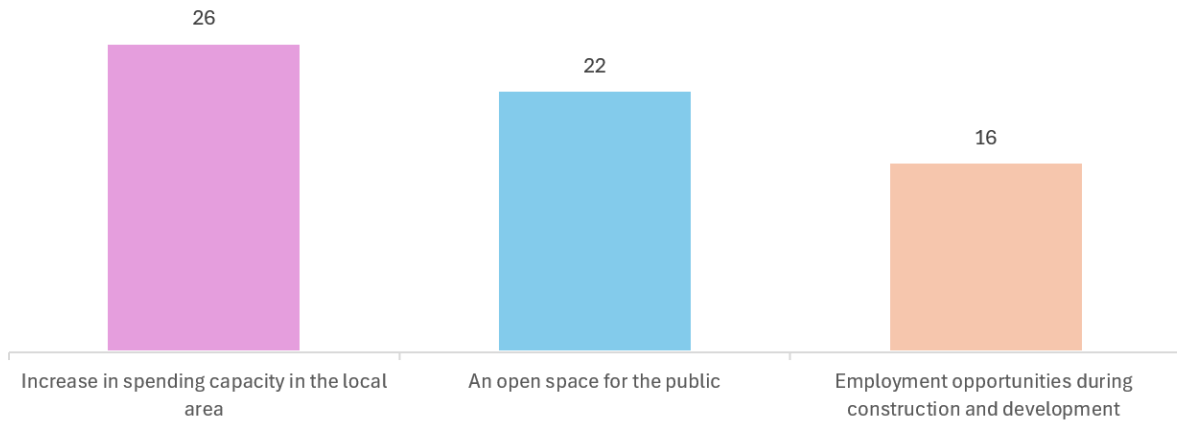
Q3. With more visitors staying in the hotel, local businesses such as restaurants, shops and entertainment venues in Uxbridge will benefit from local spend.



In total 73% of respondents said that they either agreed or strongly agreed that with more visitors staying in the hotel, local businesses such as restaurants, shops and entertainment venues in Uxbridge will benefit from local spend. 13% were neutral and only 16% either disagreed or strongly disagreed.



Q4. The proposals seek to provide a number of community benefits to the local area, which community benefit are you most looking forward to seeing?



26 (63%) respondents welcomed the increase in spending capacity in the local area. 22 (54%) respondents welcomed the open space for the public. 16 (39%) respondents welcomed the employment opportunities during construction and development. Respondents were able to select more than one response to this question.

4.3 Free-text responses

There were also a number of free-text boxes on the feedback form, which allowed residents to answer as they saw fit to questions about various aspects of the development.

The main response categories, along with a number of representative responses are covered below.

The applicant team has given regard to the comments received as part of the free text feedback and has been used to further refine the proposed development ahead of submitting the planning application.



4.4 Project team response



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The project team have updated the proposal following feedback from planning officers, stakeholders and members of the public. Below are the elements of the proposals that have been amended following feedback:

- Variation of roofscape provided through steps in both plan and height along Belmont Road and Bakers Road
- Corner of Belmont and Bakers Road articulated differently to emphasise shift in internal usage and to celebrate the corner
- Partially freestanding archway introduced to the High Street courtyard entrance to both signal and celebrate the entrance
- Further analysis of the local historic fabric was undertaken and has informed the architectural details on the scheme

Further details of the above can be found in the Design and Access Statement.

The applicant has sought to address the relocation of the post office. The applicant’s project team have discussed suitable alternative sites for the post office with the Hillingdon Chamber of Commerce and with Cllr Eddie Lavery. The applicant’s representatives have engaged with the post office directly to understand their premises needs so that they can support the post office to relocated if they wish. All commercial units in the development will be offered a first right of refusal in the new development.



5. Conclusion

Having set out the activities undertaken as part of the public consultation and having considered the feedback offered by local stakeholders on the proposed development, Cratus is satisfied that the public consultation aligned with the principles of local and national policy.

Following a well-attended public exhibition event, a consultation leaflet distributed to thousands of local homes, and a website which saw a high level of traffic over the course of the consultation period, it is clear that neighbours of the proposed development were offered the chance to comment on and shape the emerging proposals in advance of the submission of a planning application.

The response to the application was positive and the application was largely supported by the local community at the consultation event. Verbal feedback often welcomed the height as in keeping with modern buildings in Uxbridge.

Following submitted feedback received from members of the public, both online and at the exhibition event, the project team gave regard to the feedback which was offered and has used this feedback to refine the proposals ahead of the submission of the planning application to Hillingdon Council.

The planning application has also been discussed in depth with stakeholders including Cllr. Eddie Lavery, Steve Tuckwell MP and the Hillingdon Chamber of Commerce, and the input of these stakeholders has been invaluable in shaping the details of the planning application.

The applicant will seek to continue engagement with relevant local stakeholders throughout the course of the planning process.



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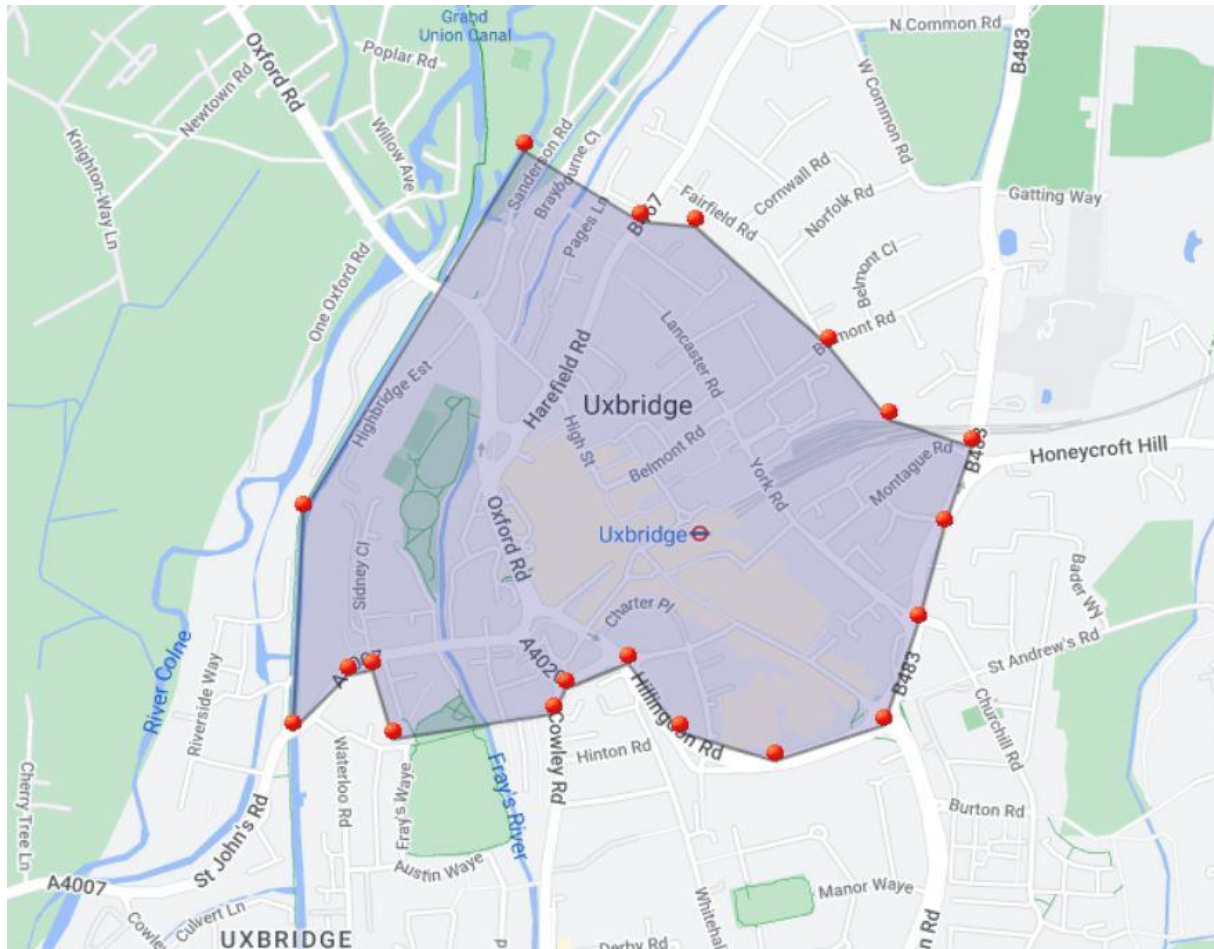
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Appendix 1 – Leaflet Distribution Zone



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PUBLIC CONSULTATION

148–154 Uxbridge High Street



Join us

You are invited to the public consultation for DNA Real Estate's proposal for a new hotel, new shops and co-living housing in Uxbridge town centre.

Details of the proposal will also be available at UxbridgeHighStreet.co.uk



DNA Real Estate are proposing the redevelopment of 148-154 Uxbridge High Street. The proposal includes a hotel and shops that will support the local economy, a public square that will open up Uxbridge's commercial centre, and co-living homes that are highly suited for a town centre location.

The proposal delivers on Hillingdon's local plan which identifies Uxbridge as a key location for hotel development and improved commercial buildings. Co-living will help people who could not find a home locally by more traditional means and the centre of Uxbridge, close to the station is an excellent location for co-living.

We hope that you can join us at the public consultation event to hear more about the proposal, ask questions of the project team and provide feedback.

DATE

January 30
16:00 - 20:00

LOCATION

Kate Fassnidge Community Hall
2 Harefield Road, Uxbridge UB8 1GW

Contact Us

If you have any questions about the proposals we hope that you can join us at the public consultation event but you can also contact us at **consultation@UxbridgeHighStreet.co.uk** or on **0203 026 7335**. Please also visit the project website **UxbridgeHighStreet.co.uk** for more information.



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Appendix 3 – Consultation website

[Home](#) [The site](#) [The process](#) [Enhancing Uxbridge](#) [A hotel for Uxbridge](#) [Co-living](#) [Timeline](#) [Feedback](#)

Public Consultation

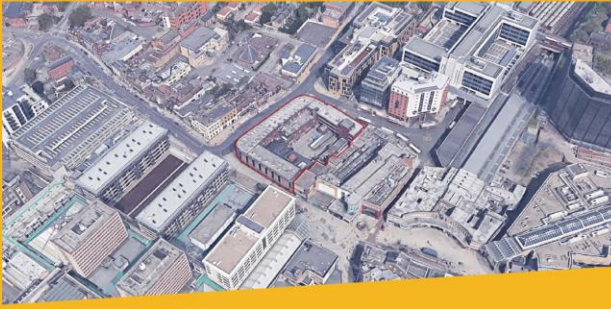
148-154 Uxbridge High Street

DNA Real Estate and their project team welcome you to this community consultation website for the future of 148-154 Uxbridge High Street.


This website will show the proposal to redevelop an important site in Uxbridge Town Centre. We ask that you review the information on this website and provide any feedback.

The project team will then review all the comments received and respond to the feedback wherever possible.

[Feedback](#)




The project team




DNA REAL ESTATE

Applicant




CR

Architect



savills

Planning consultant



Cratus group

Community consultant

If you would like to contact the project team to ask questions about the proposal please use the details below.

Contact us:

consultation@UxbridgeHighStreet.co.uk

0203 928 7338

Name

First Last

Email

Comments

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The site

The site is at a key junction between Uxbridge Station, the North of the High Street and bus services on Bakers Road. The building sits on the pedestrianised section of Uxbridge High Street, between Belmont Road and Cocks Yard and extends to Bakers Road to its East.



Current tenants include a WHSmith, confectionery a branch of the Halifax and a Greggs facing onto the High Street. The site has office space on the upper floors. There is a private car park accessible from Bakers Road which includes 130 spaces, however this is rarely ever used to its capacity and is in a state of disrepair.

The site is in need of redevelopment, including the office space which is outdated and unattractive to potential occupiers. Although there is a courtyard space that services the shops from the rear, it is an unattractive space which contributes little to the public realm. While Cocks Yard to the South is accessible it is uninviting and does not meet secured by design standards. The centre of Uxbridge is identified as a highly suitable location for hotel uses and the site is allocated for development including residential uses in the Hillingdon Local Plan.



Roberta Pollins



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The proposal



A hotel and shops that will support the local economy



A public square that will enliven Uxbridge's commercial centre



High-quality accessible open space that will open up Cocks Yard and be accessible from Belmont Road



Co-living homes and associated amenity that are highly suited for a town centre location

- 01 Three courtyard entrances connect Bakers Road, Belmont Road and the High Street via a central courtyard and a much improved Cocks Yard.
- 02 The central courtyard provides new public space as a point to stop and rest before continuing on with your journey. It also provides visual connection from the three perimeter streets and the ground floor spaces.
- 03 Double-height retail frontage along the High Street sets the base of all three blocks. The double-height colonnade allows the pedestrianised high street to bleed into the frontages and increase the public realm.
- 04 The co-living entrance and ground floor amenity space provides active frontage along Bakers Road and a direct connection to the new public courtyard.
- 05 A ramp provides car and cycle access to the basement parking areas.
- 06 A generous entrance to the hotel provides connection via lifts to the premium reception and amenity space on the 9th floor.
- 07 Loading bays on Belmont and Bakers Road allow servicing of the co-living refuse and the hotel operations.

We envisage that the development will be between eight and ten storeys, in keeping with the local context.
The final height and shape of the proposals will be tested to maximize the positive impact to the area.

[CLICK TO ENLARGE +](#)

Etchay Pallas



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Enhancing Uxbridge

The proposals are designed to open up Uxbridge town centre and make it more attractive to residents, shoppers, workers and visitors. By opening up Cocks Yard into a new high-quality public space with connections to Belmont Road the proposal will create new pedestrian routes through the site as well as an attractive place for people to enjoy. By opening up this courtyard the proposal will increase the amount of active shop frontage allowing for a wider variety of commercial units, helping to strengthen the resilience of the High-Street.

Special attention has been paid to the connection between the public courtyard and the surrounding streets. The architects have looked at designs around London such as the below for ideas on how to make the most of this important design feature.



The proposals have been designed in line with the height of Uxbridge town centre's commercial buildings and will not be out of context.



Entrance Policy



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A hotel for Uxbridge

Uxbridge has only one hotel in the town centre but there is demand for more.

DNA Real Estate are proposing a circa 160 room hotel that will face onto Uxbridge High Street. The hotel would include a café and bar area on the eighth floor level for guests. The ground floor entrance will be located on the corner of the High Street and Belmont Road, ensuring that the rest of the ground floor use on the High Street will be prioritised for retail units.

Hillingdon's Local Plan states that between 3,800 and 5,600 hotel bedrooms will be needed between 2011 and 2026 and identifies Uxbridge as a highly suitable location for hotel use. Hotels help support the local economy as guests are likely to eat out and shop locally. The ground floor would remain as shops, keeping the high street active.



Private Policy

Co-living

Co-living

Co-Living is where residents get a private studio home for themselves and share spacious internal and external communal spaces with other residents, often including co-working spaces, cinema rooms and gyms.

Co-living offers an affordable way of living and enables people to live in town centre areas that might be too expensive to access via traditional ways such as renting or buying. Co-living homes are highly suited for a town centre location like Uxbridge. 2,000 Co-living studios were completed in the UK in 2022. Co-living developments have been successful in places as varied as Guildford, Epsom, Harrow and Wembley.



Private Policy



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Timeline

Following this consultation event the project team are also seeking to meet with local community groups and politicians for their input into the proposal.

Over the coming weeks the project team will finalise their proposal for **148-164 Uxbridge High Street** ahead of a **planning application being submitted to Hillingdon Council in the Spring**

Below is the anticipated time line of events.



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Feedback

Thank you for visiting this website to view the proposal for 148-154 Uxbridge High Street.

Using this form, you can give your feedback on our plans and share any suggestions on how to improve them.

If you would like to contact the project team to ask questions about the proposal please use the details below.

Contact us:

consultation@UxbridgeHighStreet.co.uk

0203 026 7329

Name
First Last

Email

Postcode:

1. The proposals will deliver hotel rooms and co-living apartments, addressing the demand for accommodation in Hillingdon. To what extent do you support this? Please tick one of the following boxes

- ☐ Strongly disagree
☐ Disagree
☐ Neither agree nor disagree
☐ Agree
☐ Strongly Agree

2. There will be both retail space and a well-designed public open space. This will not only boost the local economy but also provide a community area for the public. To what extent do you support this? - Please tick one of the following boxes.

- ☐ Strongly disagree
☐ Disagree
☐ Neither agree nor disagree
☐ Agree
☐ Strongly Agree

3. With more visitors staying in the hotel, local businesses such as restaurants, shops, and entertainment venues in Uxbridge will benefit from local spend. To what extent do you support this? - Please tick one of the following boxes.

- ☐ Strongly disagree
☐ Disagree
☐ Neither agree nor disagree
☐ Agree
☐ Strongly Agree

4. The proposals seek to provide a number of community benefits to the local area, which community benefit are you most looking forward to seeing? Please tick all the boxes that apply

- ☐ Increase in spending capacity in the local area
☐ Employment opportunities during construction and development
☐ An open space for the public

Please feel free to share any additional comments in the box below.

DATA PROTECTION: Data will be collected and held securely by Cratus Group Ltd on behalf of DNA Real Estate in accordance with the latest GDPR standards. Anonymised comments will be provided to Hillingdon Council as part of a future planning application.

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Appendix 4 – Public Exhibition Boards

148 - 154 UXBRIDGE HIGH STREET

Welcome

DNA Real Estate and their project team welcome you to this community consultation about the future of 148-154 Uxbridge High Street.

This event will show the proposals to redevelop an important site in Uxbridge Town Centre.

We want to hear your feedback on the proposals. We ask that you review the information shown on these boards and invite you to speak with members of the project team if you have any questions about the plans.



Once you have read the boards and had your questions answered, please provide any feedback on the comment forms provided. The project team will then review all the written comments received and respond to the feedback wherever possible.

The project team

DNA | REAL
ESTATE

Applicant



Architect



Planning
consultant

Cratus
group

Community
consultant

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148 - 154 UXBRIDGE HIGH STREET

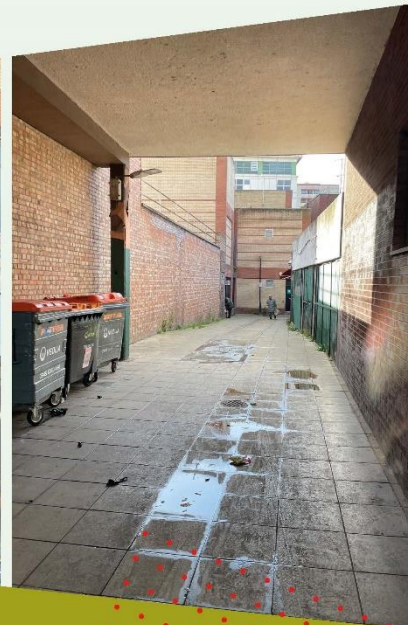
The site

The site is at a key juncture between Uxbridge Station, the North of the High Street and bus services on Baker's Road. The building sits on the pedestrianised section of Uxbridge High Street, between Belmont Road and Cocks Yard and extends to Bakers Road to its East.



Current tenants include a WHSmith, cardfactory, a branch of the Halifax and a Greggs facing onto the High Street. The site has office space on the upper floors. There is a private car park accessible from Bakers Road which includes 130 spaces, however this is rarely ever used to its capacity and is in a state of disrepair.

The site is in need of redevelopment, including the office space which is outdated and unattractive to potential occupiers. Although there is a courtyard space that services the shops from the rear, it is an unattractive space which contributes little to the public realm. While Cocks Yard to the South is accessible it is uninviting and does not meet secured by design standards. The centre of Uxbridge is identified as a highly suitable location for hotel uses and the site is allocated for development including residential uses in the Hillingdon Local Plan.



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148 - 154 UXBRIDGE HIGH STREET

The proposal



The proposals is for



A hotel and shops that will support the local economy



A public square that will enliven Uxbridge's commercial centre



High-quality accessible open space that will open up Cocks Yard and be accessible from Belmont Road



Co-living homes and associated amenity that are highly suited for a town centre location

We envisage that the development will be between eight and ten storeys, in keeping with the local context.

The final height and shape of the proposals will be tested to maximize the positive impact to the area.

- 01 Three courtyard entrances connect Bakers Road, Belmont Road and the High Street via a central courtyard and a much improved Cocks Yard.
- 02 The central courtyard provides new public space as a point to stop and rest before continuing on with your journey. It also provides visual connection from the three perimeter streets and the ground floor spaces.
- 03 Double-height retail frontage along the High Street sets the pace of all three blocks. The double-height colonnade allows the pedestrianised high street to bleed into the frontages and increase the public realm.
- 04 The co-living entrance and ground floor amenity space provides active frontage along Bakers Road and a direct connection to the new public courtyard.
- 05 A ramp provides car and cycle access to the basement parking areas.
- 06 A generous entrance to the hotel provides connection via lifts to the premium reception and amenity space on the 9th floor.
- 07 Loading bays on Belmont and Bakers Road allow servicing of the co-living refuse and the hotel operations.



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148 - 154 UXBRIDGE HIGH STREET Enhancing Uxbridge

The proposals are designed to open up Uxbridge town centre and make it more attractive to residents, shoppers, workers and visitors. By opening up Cocks Yard into a new high-quality public space with connections to Belmont Road the proposal will create new pedestrian routes through the site as well as an attractive place for people to enjoy. By opening up this courtyard the proposal will increase the amount of active shop frontage allowing for a wider variety of commercial units, helping to strengthen the resilience of the High-Street.

Special attention has been paid to the connection between the public courtyard and the surrounding streets. The architects have looked at designs around London such as the below for ideas on how to make the most of this important design feature.



The proposals have been designed in line with the height of Uxbridge town centre's commercial buildings and will not be out of context.



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148 - 154 UXBRIDGE HIGH STREET

A Hotel for Uxbridge

Uxbridge has only one hotel in the town centre but there is demand for more.

DNA Real Estate are proposing a circa 160 room hotel that will face onto Uxbridge High Street. The hotel would include a café and bar area on the eighth floor level for guests. The ground floor entrance will be located on the corner of the High Street and Belmont Road, ensuring that the rest of the ground floor use on the High Street will be prioritised for retail units.

Hillingdon's Local Plan states that between 3,800 and 5,600 hotel bedrooms will be needed between 2011 and 2026 and identifies Uxbridge as a highly suitable location for hotel use. Hotels help support the local economy as guests are likely to eat out and shop locally. The ground floor would remain as shops, keeping the high street active.



Co-living

Co-Living is where residents get a private studio home for themselves and share spacious internal and external communal spaces with other residents, often including co-working spaces, cinema rooms and gyms.

Co-living offers an affordable way of living and enables people to live in town centre areas that might be too expensive to access via traditional ways such as renting or buying. Co-living homes are highly suited for a town centre location like Uxbridge. 2,000 Co-living studios were completed in the UK in 2022. Co-living developments have been successful in places as varied as Guildford, Epsom, Harrow and Wembley.

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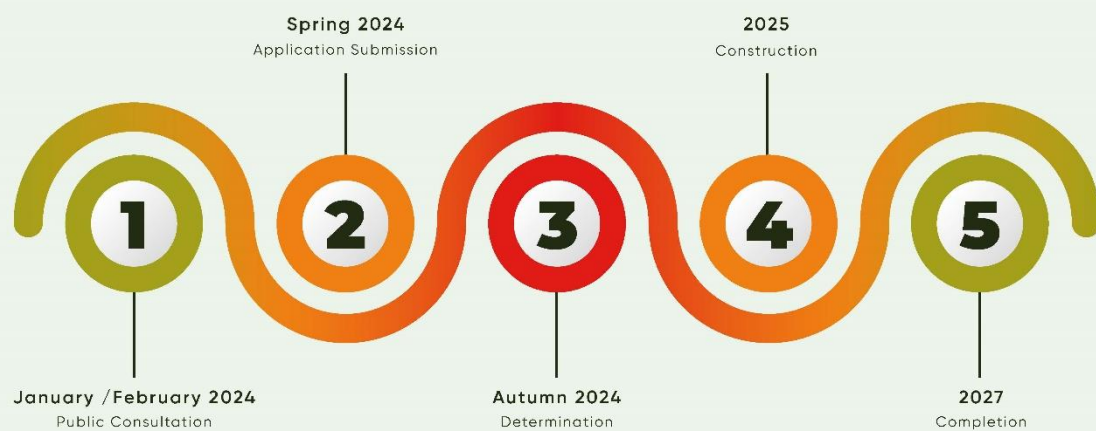
148 - 154 UXBRIDGE HIGH STREET

Next Steps

Following this consultation event the project team are also seeking to meet with local community groups and politicians for their input into the proposal.

Over the coming weeks the project team will finalise their proposal for 148-154 Uxbridge High Street ahead of a planning application being submitted to Hillingdon Council in the Spring.

Below is the anticipated time line of events.



Thank you

DNA Real Estate and the project team would like to thank you for your attendance at today's event. If you have any questions remaining, please do ask a member of the project team.

Please do complete a comment form to provide feedback on the proposals and how you believe it could be improved. This will help the project team as they finalise the application.

Have a good evening!

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Appendix 5 – Consultation feedback form

UXBRIDGE HIGH STREET Feedback Form

Thank you for attending our public exhibition. Using this form, you can give your feedback on our plans for 148 - 154 Uxbridge High Street.

Name:

Email:

Postcode:

1. The proposals will deliver hotel rooms and co-living apartments, addressing the demand for accommodation in Hillingdon. To what extent do you support this? *Please tick one of the following boxes*

Strongly agree 1 2 3 4 5 Strongly disagree
☐ ☐ ☐ ☐ ☐

2. There will be both retail space and a well-designed public open space. This will not only boost the local economy but also provide a community area for the public. To what extent do you support this? – *Please tick one of the following boxes.*

Strongly agree 1 2 3 4 5 Strongly disagree
☐ ☐ ☐ ☐ ☐

3. With more visitors staying in the hotel, local businesses such as restaurants, shops, and entertainment venues in Uxbridge will benefit from local spend. To what extent do you support this? – *Please tick one of the following boxes.*

Strongly agree 1 2 3 4 5 Strongly disagree
☐ ☐ ☐ ☐ ☐

4. The proposals seek to provide a number of community benefits to the local area, which community benefit are you most looking forward to seeing? *Please tick all the boxes that apply*

- ☐ Increase in spending capacity in the local area
☐ Employment opportunities during construction and development
☐ An open space for the public

Get in touch:

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