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24552/A3/DO/RM

18 August 2017

BY REGISTERED POST & TRANSMITTAL

Dear Matt

Former Nestle Factory, Hayes
Ref: 1331/APP/2017/1883
Scheme Amendments and Consultation Response

Following extensive consultation in workshops and written comments, enclosed are proposed revisions to the planning application proposals and responses to the advice received from LBH officers.

Two schedules are enclosed with this submission. Schedule One responds specifically to written comments received from the Conservation and Design Team, point by point and cross refers to the information submitted with the amendment pack. Schedule Two details the design changes and clarifications raised by officers in workshop sessions, setting out comments received by officers and the team's response.

The following information is submitted to respond to comments received on the different topic areas. The documents are cross referenced in the enclosed schedules to confirm which comment they relate to and are found in the enclosed folder with corresponding divider number:

1. **Drawings** - Updated proposed scheme drawings (details are shown on enclosed Schedule Two);
2. **Heritage** – Responses prepared by Turley, set out in Schedule One and enclosed letter setting out the applicant's position on harm to the Conservation Area;
3. **Demolition Strategy** – Clarification and further information is provided in relation to the proposed demolition strategy;



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4. **Highways & Transport** – Detailed technical note prepared by Markides Associates to respond to comments received from Project Centre;
5. **Landscape** – A response to Landscape comments has been prepared by Gillespies and Tala;
6. **Industrial Flood Risk & Drainage** – Responses prepared by Capita for the industrial scheme;
7. **Residential Flood Risk & Drainage** – Responses prepared by Hydrock for the residential scheme;
8. **Parking and Accessibility** – Information on M43 units and corresponding car parking spaces; and
9. **Residential Conversion Study** – Prepared by dMFK and previously submitted to LBH in June 2016.

The following information and responses will follow under separate cover:

- **Industrial Scheme Design** – The SEGRO team is undertaking a design exercise to respond to officers' comments;
- **Canal Usage** – The canal will be opened up to the public for the first time in the site's history, providing access to the amenity that the canal offers. The proposed trim trail and landscaped areas adjacent to the canal will provide workers, residents and members of the public the opportunity to benefit from the canal. The landscaped area adjacent to the canal allows access directly to it and provision has been made within the scheme for the Sharks canoe club to store its equipment and have the ability to use the canal. The applicants are meeting with the Canals and Rivers Trust to confirm whether there is any further opportunity to provide other methods of using the canal; and
- **CGIs** – An additional CGI is being prepared of the Sandow Building to reflect the changes to the elevation.

Heritage

As you will note in the enclosed statement prepared by Turley, the applicant maintains its justification for the proposals under paragraph 134 of the National Planning Policy Framework, i.e. the proposals will lead to a less than substantial harm. This approach has been endorsed by Historic England, the GLA and in advice provided by Rupert Warren QC in conference.

The key test provided in Paragraph 134 is that any less than substantial harm should be weighed against the public benefits of the proposal, these are set out below.

Public Benefits

As provided as part of the planning application, the key public benefits the proposals bring are as follows:

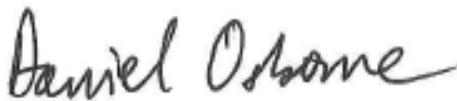
- The redevelopment of a redundant, brownfield site in a strategic location that seeks to positively contribute to the wider area and meet the principles of strategic planning policy and Housing Zone aspirations within the Hayes opportunity area;
- The development of a masterplan that considers the site in context with surrounding development sites, with its layout promoting permeability and linkages with neighbouring sites, particularly to Hayes town centre, the train station and Crossrail service;
- The layout of the masterplan provides ready compatibility for future development proposals for adjoining land owners;
- The enhancement of the conservation area and on-site heritage assets, to include the retention of locally listed buildings, structures and main factory building façades;
- High quality architectural design responding to the constraints and opportunities presented by the site, providing an exemplar of how residential uses successfully co-exist with industrial/employment uses;
- A very generous amount of publicly accessed open space (over 3 hectares) is proposed, opening up the previously private factory gardens to public access for the first time as well as children's playspace, semi-private courtyards and private amenity areas;
- A new canalside walkway and access to the Grand Union Canal will be created which will provide a new pedestrian route along the canal, increasing activity and further enhancing the use of and connection to the canal, meeting the aims of the Blue Ribbon Network;
- The new buildings comprise high quality architectural design and will provide an attractive and safe place for people to live, work and visit;
- The delivery of 1,381 new homes, a significant proportion of the new homes to be delivered in the designated Housing Zone. A mix of unit sizes are proposed including family dwellings;
- The delivery of affordable housing, the applicants are seeking to provide 35% by habitable room, overall. The tenure split is proposed to be 30% low cost rent (London Affordable Rent), 30% intermediate product (shared ownership) and 40% intermediate (shared ownership);
- The proposed residential units have been designed to be high quality and to comply (and where possible to exceed) with the National Technical Standards and the Mayor's Housing Design Standards;
- The provision of 0.5 car parking spaces per residential unit, with an overall site total of 860 spaces in podium undercroft, basement and on street as well as 2,258 cycle parking spaces;
- 22,663 sq m of employment floorspace, comprising light industrial, research and development, warehousing, data centre and ancillary offices, which will provide up to 536 full-time equivalent employment opportunities for local people;
- The provision of onsite employment and construction training;

- The industrial units will be high specification and will achieve BREEAM Very Good;
- The provision of supporting uses to create a sense of community and place, to include a children's day nursery, a gym, café, small scale office suites, a flexible use community space; and possible NHS facility;
- The high quality landscape scheme and the proposed planting, will enhance the public realm increase the ecological benefits of the site and contribution to local biodiversity; and
- The Proposed Development will also generate a range of financial benefits including New Homes Bonus, Council Tax generation, Business Rates, Zero Carbon Homes, Community Infrastructure Levy (CIL) and other site specific planning mitigation measures.

We have further meetings in the diary to discuss affordable housing, air quality, sustainability and energy and would welcome additional meetings required to discuss any aspect of the above.

In the meantime, if you have any further queries, please contact me at this office.

Yours sincerely



Daniel Osborne
BARTON WILLMORE

Enc.

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