

4.0 ALTERNATIVES & DESIGN EVOLUTION

Introduction

4.1 Parts 1 and 2 of Schedule 4 of the EIA Regulations require an applicant to provide an outline of the main alternatives for development or otherwise of the Site that have been studied and an indication of the main reasons for the choice made, taking into account the environmental effects. This chapter therefore, reviews the principal land use and siting options explored and the reasoning for the selection of the current design for the Development which forms the subject of assessment within the ES. The following four alternative options were considered:

- The 'do nothing' alternative where the Development is not progressed;
- Alternative locations for the Development;
- Alternative uses for the Site; and
- Alternative design/layout for the Development in the context of the design evolution.

4.2 The form of the Development has been influenced by a range of factors, including location, the heritage of the Site, surrounding uses and townscape character, environmental impact assessment and input from LBH, statutory consultees and stakeholders.

The 'do nothing' Alternative

4.3 Under the 'do nothing scenario', there is reasonable potential for the existing B2 (general industrial) floorspace on the Site to be reoccupied for employment uses. However, the Site could remain vacant and the existing former factory buildings would fall into a further state of disrepair. The beneficial and adverse effects outlined in this ES relating to the Development would not occur.

Consideration of Alternative Locations and Uses

4.4 The Site has been identified for mixed use residential and employment purposes in the emerging LBH Site Allocations and Designations Local Plan Part 2ⁱ (Site Allocation Policy SA5 'Site A'). The Site is also part of the designated LBH Hayes town centre Housing Zone¹.

¹ The Mayor has set forward plans for the development of 31 Housing Zones in partnership with London boroughs and their development partners as part of the Housing Strategy.

4.5 The Applicants have worked in partnership to progress a masterplan which seeks to retain employment on the Site and deliver new homes in line with the proposed allocation. Accordingly no alternative locations or uses for the Site have been considered, as the Applicants control the Site and can deliver the Development on this Site. In accordance with the emerging Local Plan, it has been established that a mixed use residential and commercial development is considered suitable at the Site.

Consideration of Alternative Designs

4.6 The Development submitted for approval is the result of a thorough analysis of environmental constraints and opportunities, heritage considerations and market demand. Consultation with LBH, the Greater London Authority (GLA), statutory consultees (in particular Historic England) and the general public has been a key influence in design evolution.

4.7 One of the key changes to the design in the early stages, following consultation with Historic England, was the retention of the majority of the southern, western and eastern elevations of the locally listed Nestlé Works (Main Factory Building). Heights and massing were also reduced as a result of comments from Historic England and LBH.

4.8 Comments from LBH on the design have also resulted in an increase in green public open space along Nestles Avenue and an increase in landscaped areas within the Development resulting in increased environmental benefits.

4.9 Further information on the design evolution is provided in the Design and Access Statement submitted with the planning application.

Design Evolution through Consultation

4.10 A summary of the consultation process undertaken can be found in Chapter 2 EIA Methodology. A Statement of Community Involvement (SCI) is submitted in support of the planning application. The key issues raised during the public consultation and how these have been delivered by the Development are summarised below:

- A mixed-tenure Development with homes across a range of sizes and including both open market and affordable homes;
- The retention of attractive elements of the original factory buildings and ensuring that the design is informed by the historic architectural context;
- The retention of open space and ensuring that the new homes sit within an enhanced landscape of parks and gardens for the benefit of new residents;

- Opening up the Site for local residents to have access through the landscaped grounds to the canal and community facilities;
- A range of dedicated spaces for community use in the canteen building (see Chapter 3 for details);
- Safeguarding a landing point for a future bridge across the canal; and
- Providing a canoe storage facility to enable better recreational use of the canal.

References

ⁱ London Borough of Hillingdon (October 2015) Site Allocations and Designations Local Plan Part 2 (Revised Proposed Submission Version)