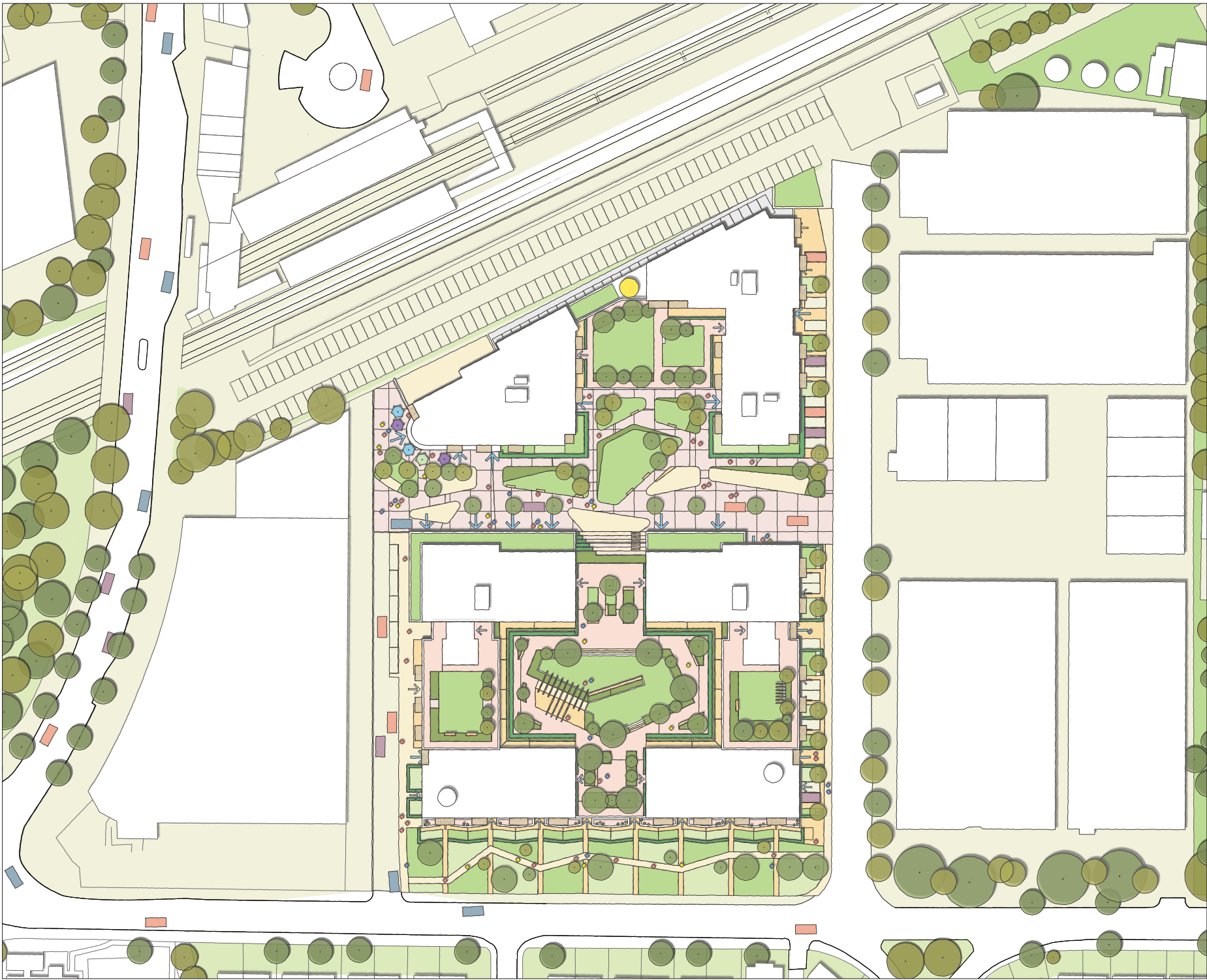


3.2.1 Introduction

This section sets out the masterplan's aims and objectives and describes the site-wide design of the proposed development; making reference to its layout, scale, uses and architectural appearance in accordance with the 'Town and Country Planning (Development Management Procedure) (England) Order 2010 ('DMPO' Article 2(1)'.

A detailed description of each building can be found in Section 4: illustrating how the site-wide principles have been interpreted in each building; whilst a description of the landscape proposal can be found in the separate Landscape Design document.



The Masterplan Proposals in Context

3.3.1 Masterplan Vision

The proposals will create a new, high quality mixed-use place for the enjoyment of new and existing residents and visitors to Hayes alike. The development will stitch in with the existing neighbourhood and respond to the growing and changing area around Hayes and Harlington Station, prompted by the advent of Crossrail. The new accommodation will provide much needed homes of different tenures, set around gardens and flexible workspace, retail and café use will ensure the extensively greened public realm will be used and overlooked. The architecture of the scheme will be modern but familiar; drawing on the brick-making heritage of the area and referencing the industrial history of the site and the wider town settlement.



The Masterplan Proposals in Context



View along Nestles Avenue