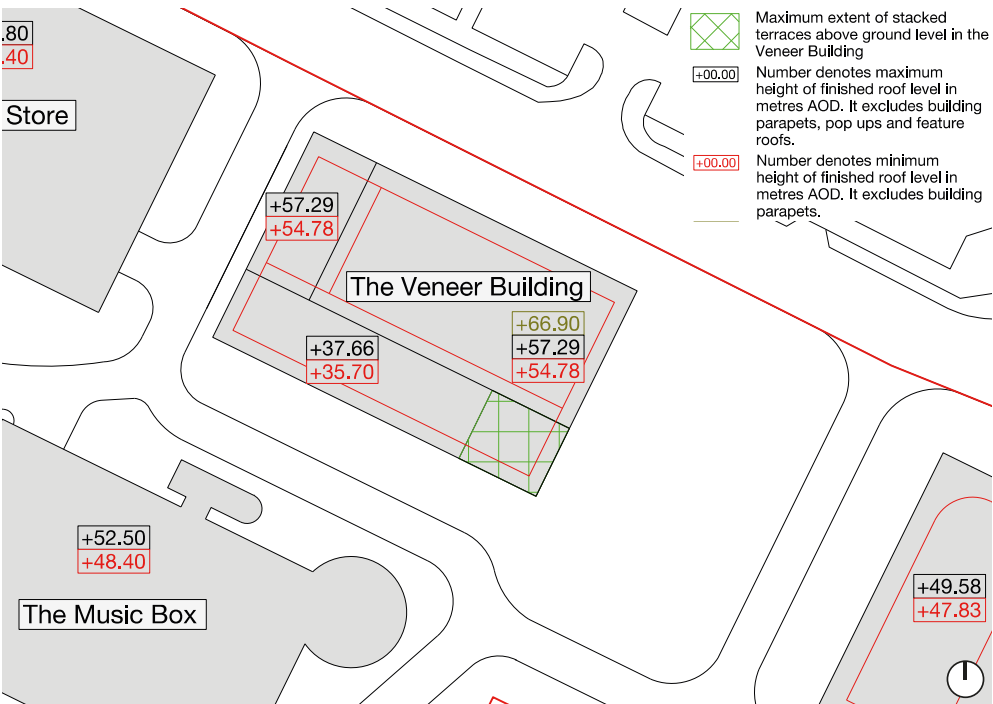


The Old Vinyl Factory Masterplan

APPROVED PARAMETERS

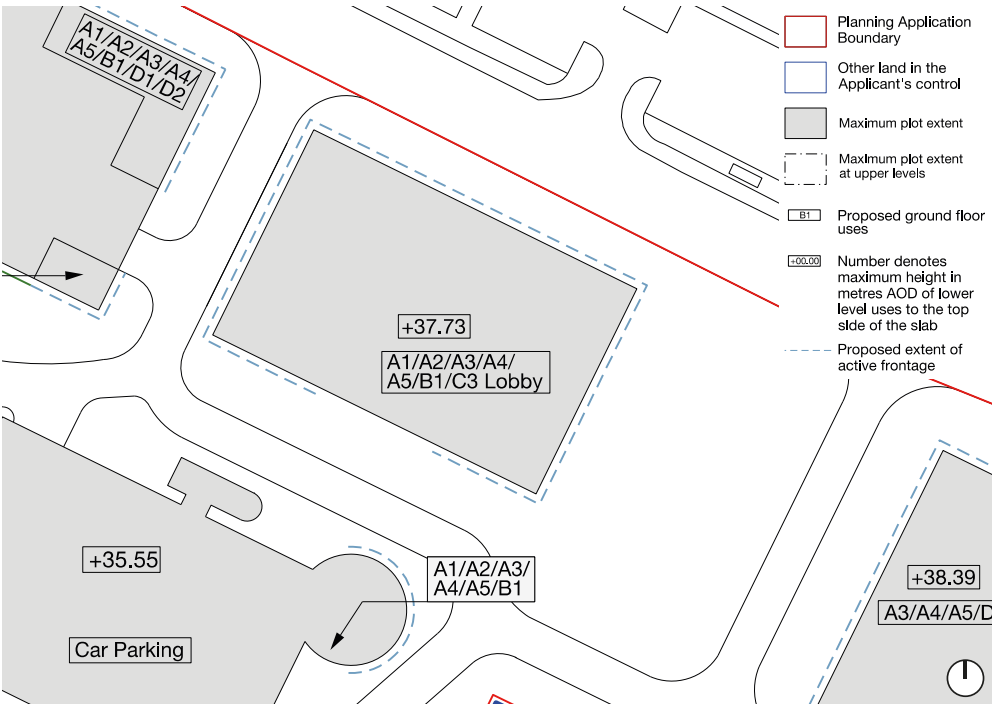
Whilst the time period to submit reserved matters details under the extant outline planning permission for The Old Vinyl Factory (including this site) has now expired, it will still be a material consideration for the London Borough of Hillingdon and its principles have therefore formed the basis of our new proposals.

The original planning permission set out a number of parameters which are outlined on the following pages.



Parameter Plan 04: Proposed Minimum and Maximum Plot Extents & Heights

The Proposal sits within the approved plot extent to the east and west and slightly beyond the approved plot extent to the north and south, where the reconfiguration of the Music Box since the original outline permission had created additional space. The proposal is below the maximum height parameter of +66.90 indicated on the approved parameter plan.

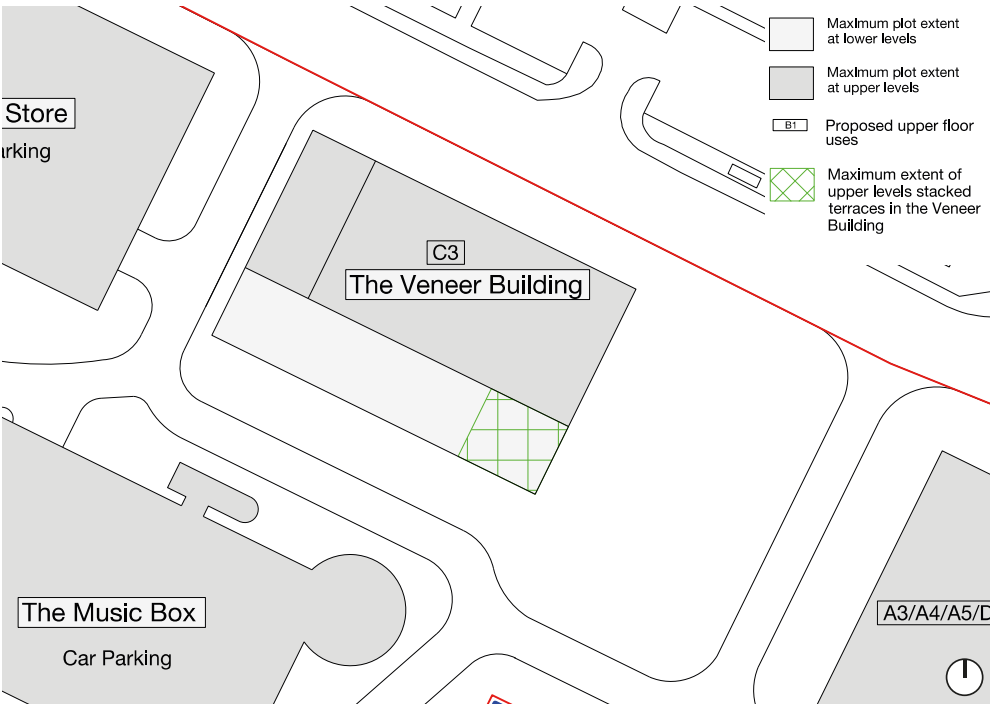


Parameter Plan 05: Proposed Lower Level Uses

The proposal provides mixed uses at ground floor level overlooking Vinyl Square in line with the approved parameter plan, whilst also accommodating residential dwellings to the north and west to animate the frontage.

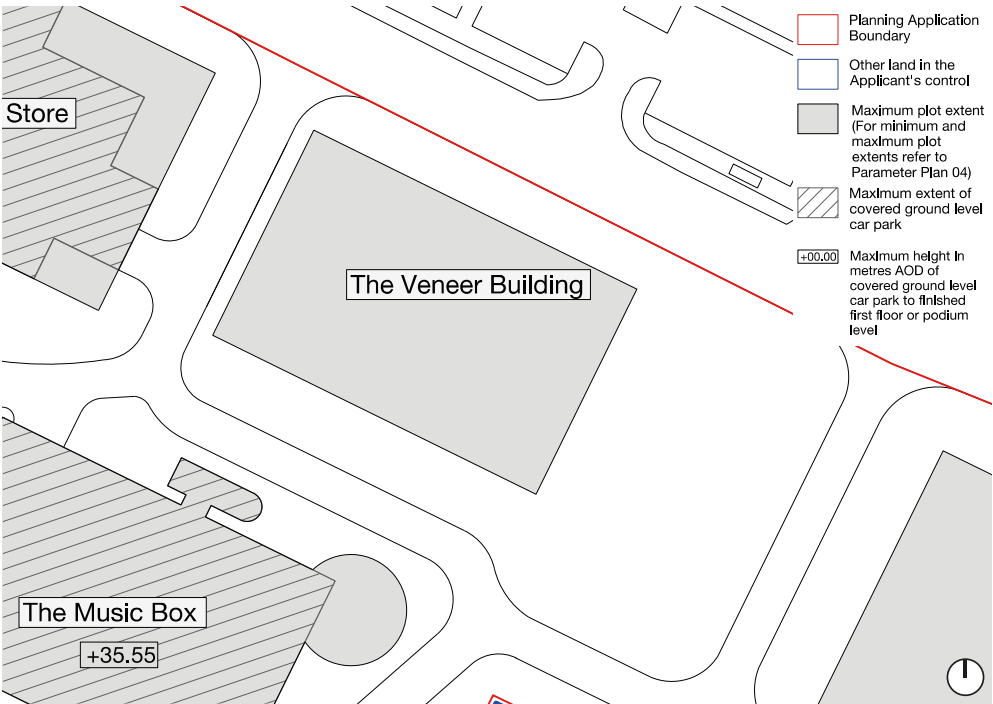
The Old Vinyl Factory Masterplan

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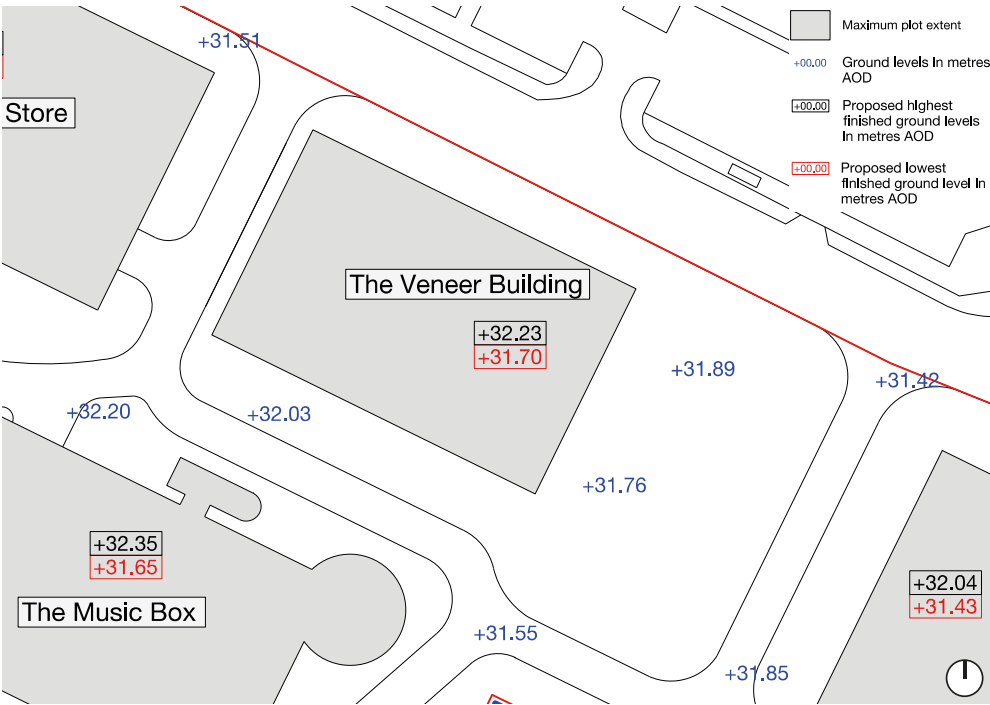
Parameter Plan 06: Proposed Upper Level Uses

Upper level uses are C3 in line with the approved parameter plan.



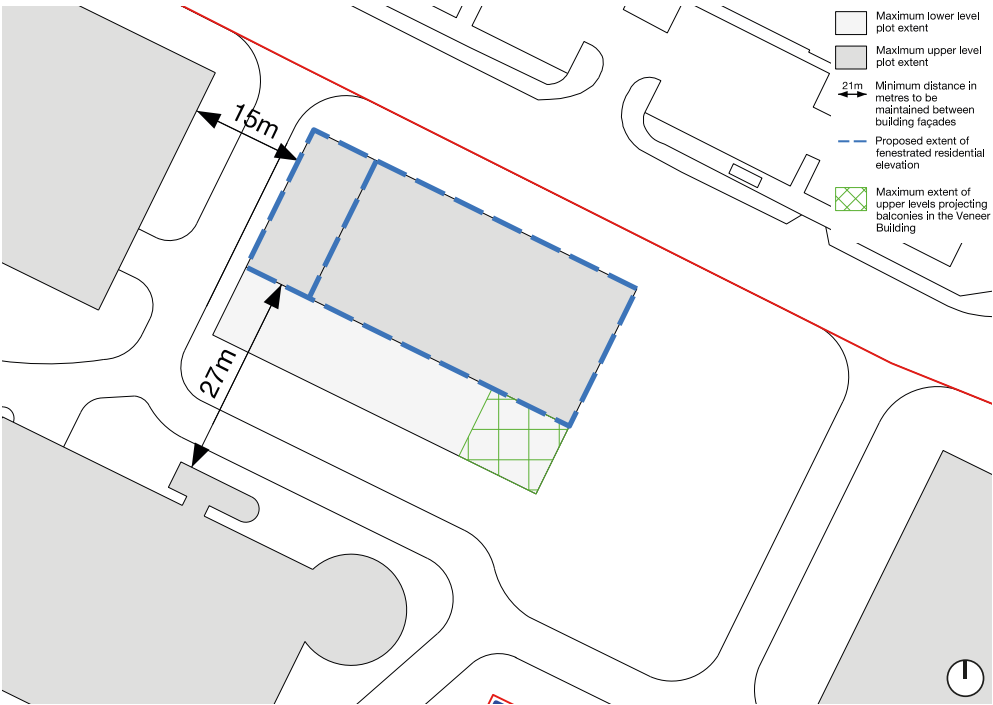
Parameter Plan 08: Proposed Enclosed Car park Extent at Ground Level

In line with the approved parameter plan, there is no enclosed car park at ground level.



Parameter Plan 07: Proposed Ground Levels

Proposed ground levels sit within the range identified within the approved parameter plan.

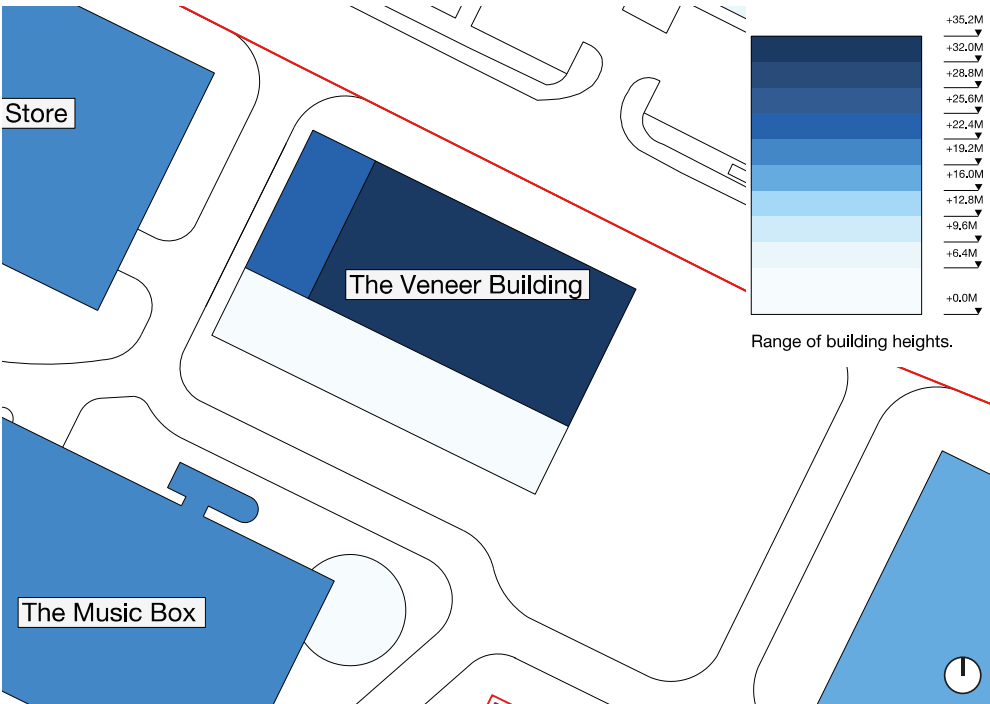


Parameter Plan 10: Critical Distances

A distance of 15m is maintained to the Veneer Store in line with the approved parameter plan. As the Music Box to the south is also a screened multi-storey car park, the same 15m critical distance has been applied between the proposed development and the northern elevation of the Music Box.

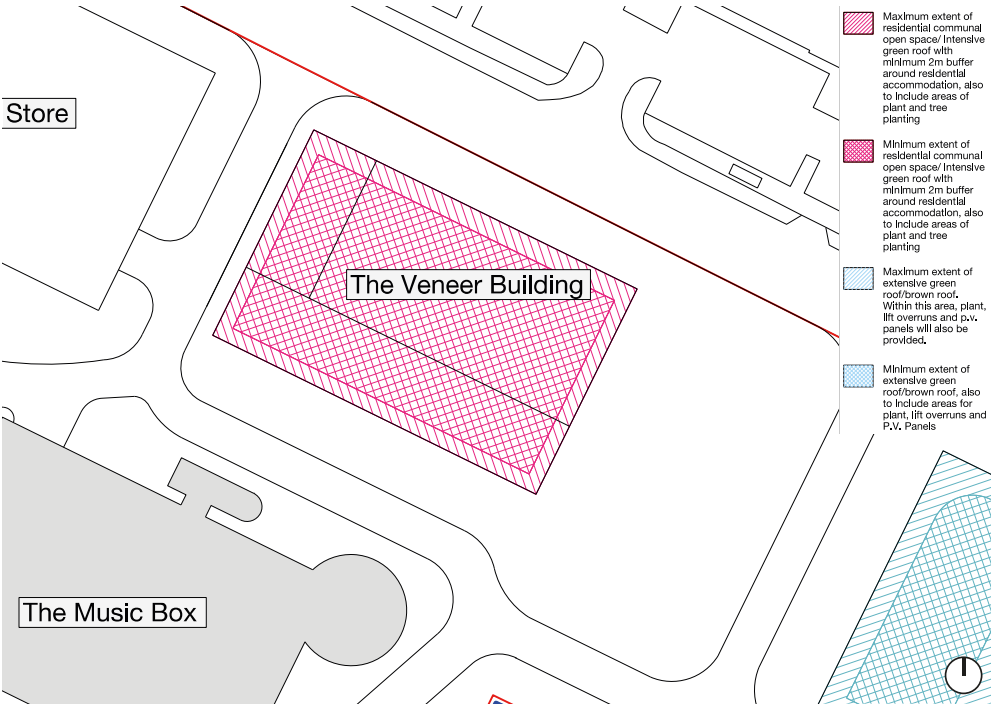
The Old Vinyl Factory Masterplan

APPROVED PARAMETERS



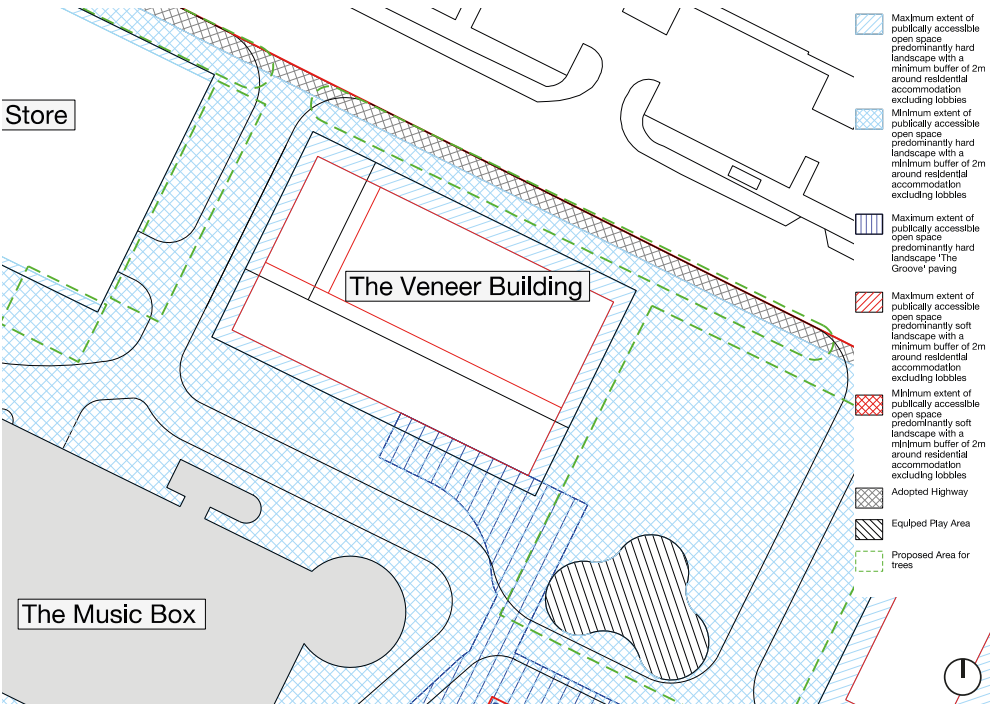
Parameter Plan 11: Proposed Range of Building Heights

The proposed building does not exceed the maximum building height that was set to the north of the site. To the west and south the massing has been increased to optimise development whilst still ensuring the building respects its surroundings.



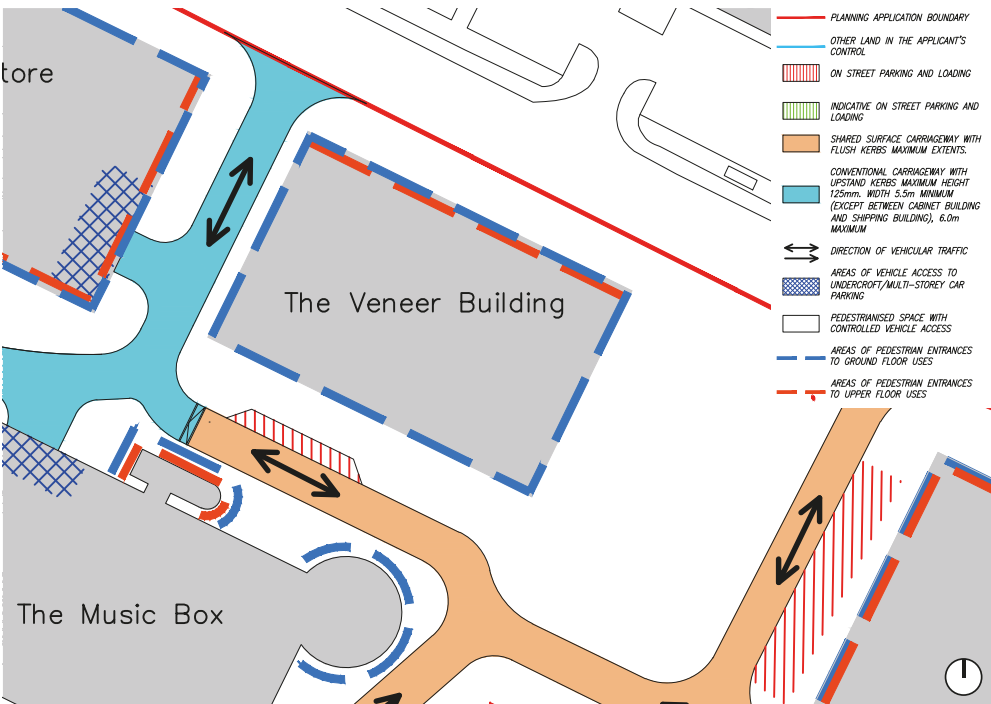
Parameter Plan 13: Proposed Upper Level Landscape and Open Space Plan

Open space is provided at podium and roof level across the building in line with the approved parameter plan



Parameter Plan 12: Proposed Ground Level Landscape and Open Space Plan

The principles of the approved parameter plan have been incorporated into the proposals, albeit with a marginal reduction in public space to the south, where the building footprint has been expanded.



Parameter Plan 15: Access, Circulation and Streets

The principles of this parameter plan have been followed with some minor amendments. The loading bay has moved to the east to allow for better reconfiguration of the disabled parking and communal residential entrances have been located on the east and west, whilst maintaining residential maisonette entrances to the north.





CHAPTER 3



THE SITE

The Site

LOCAL CONTEXT

To the east, west and south, the site is dominated by the rest of The Old Vinyl Factory, which is characterised by large, office, residential and parking buildings, both retained and newly built. These range in height from 5-10 residential storeys.

Directly north, across Blyth Road is an area of industrial and commercial buildings. These are generally low-rise with a large footprint and are mostly low-quality, metal-clad warehouse-type buildings.

To the northeast are two heritage buildings, which were formerly part of the HMV/EMI works: Jupiter House and Enterprise House (see following pages).

Moving east along Blyth Road towards the station provides a contrast between old and new Hayes. Along the north side of the road are two-storey Victorian, terraced houses in a mixture of red and London stock brick. On the south side of the road are taller, contemporary apartment buildings at various stages of construction and in a variety of materials.

Heights increase around the station with recent apartment buildings between 7 and 11 storeys, again in a range of materials.

The Town Centre is north of the station and consists generally of 2-3 storey buildings, most of which are red brick.



Jupiter House



Blyth Road Victorian Housing with Gatefold Building beyond



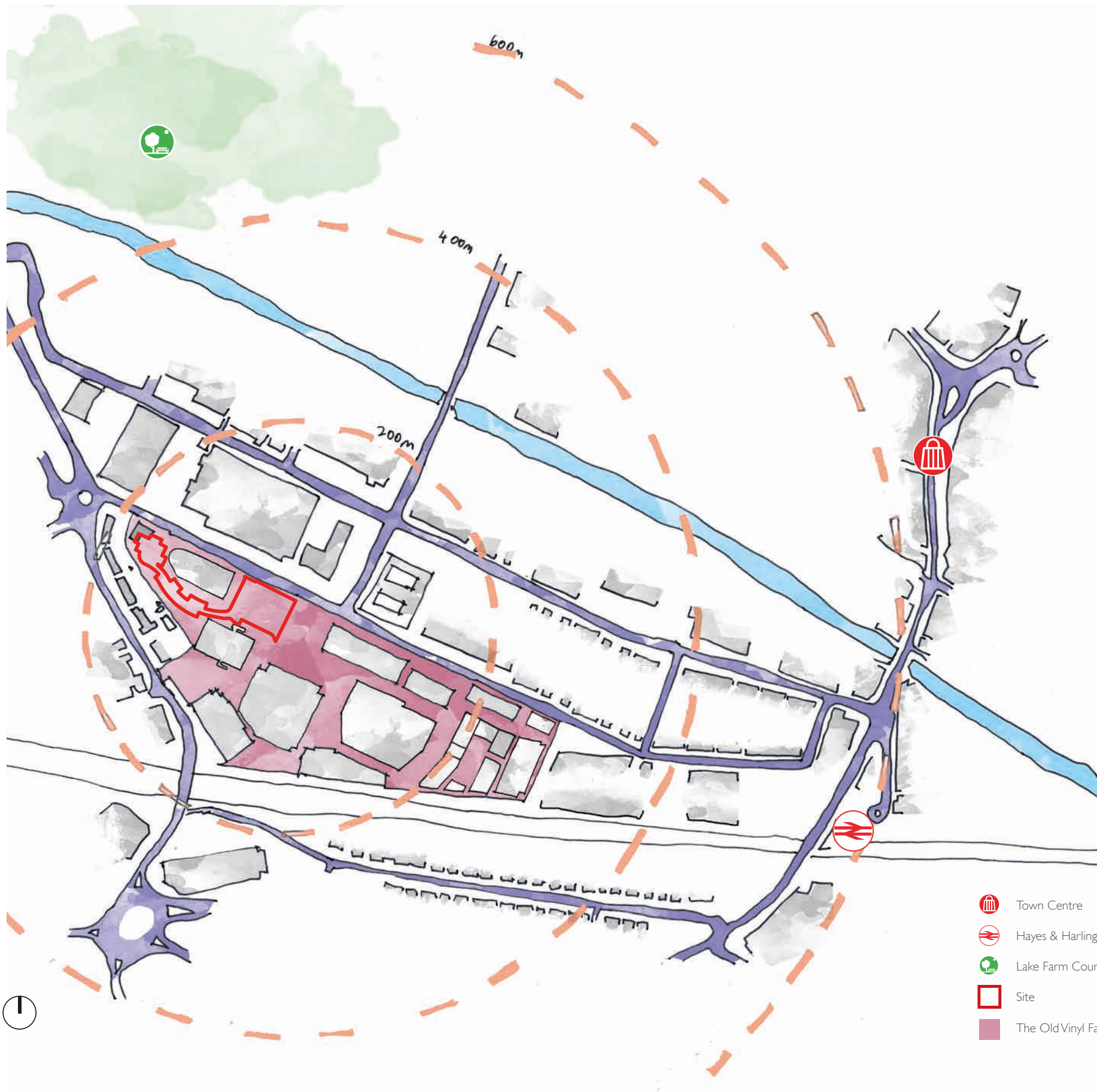
Industrial and Commercial buildings to the north of the site



High density development adjacent to the station



Hayes Town Centre



- Town Centre
- Hayes & Harlington Station
- Lake Farm Country park
- Site
- The Old Vinyl Factory Site

The Site

HERITAGE

The Old Vinyl Factory was formerly home to His Master's Voice (HMV) and later EMI. Building started on site in 1906 and the large cluster of factory buildings soon came to dominate the otherwise low-scale and rural surroundings. At the height of its operations in the 1960s, 14,000 people were employed there.

Recognising its significance within the history and growth of Hayes, the area around the former factory is designated as a conservation area, listed as the Botwell: Thorn EMI, Hayes. The boundary of this conservation area sits immediately to the east of the site.

A number of key buildings relating to this era in the site's history have been retained and have either been refurbished or are scheduled to be. Adjacent to the railway, The Shipping Building, The Cabinet Store and The Record Store form a collection of Art Deco buildings designed by Wallis, Gilbert and Partners that have been retained for office use. They have white, rendered façades with a regular grid of large windows and some Art Deco motifs, particularly at parapet level. Alongside these larger, dominant, white buildings, lower-level factory buildings which have now been demolished were generally red brick.

Elsewhere within The Old Vinyl Factory Masterplan, The Powerhouse and The Pressing Plant (previously known as Apollo House) also contain elements of retained, locally-listed buildings.

To the north of Blyth Road, Enterprise House is the nearest listed building to the site. Built in 1912, the Grade II listed structure was designed by E Owen Williams and was also formerly part of the HMV factory.



HMV factory buildings 1930. The collection of large-scale, factory buildings dominated the surrounding area.



The Shipping Building



The Record Store

