

PUBLIC CONSULTATION AND FEEDBACK



9TH OCTOBER 2025

PUBLIC CONSULTATION WITH RESIDENTS

All written feedback received at the event has been recorded on this page.

These comments have been considered and used to help shape the proposals submitted under this reserved matters application.

I'm Happy with my move to phase 1.

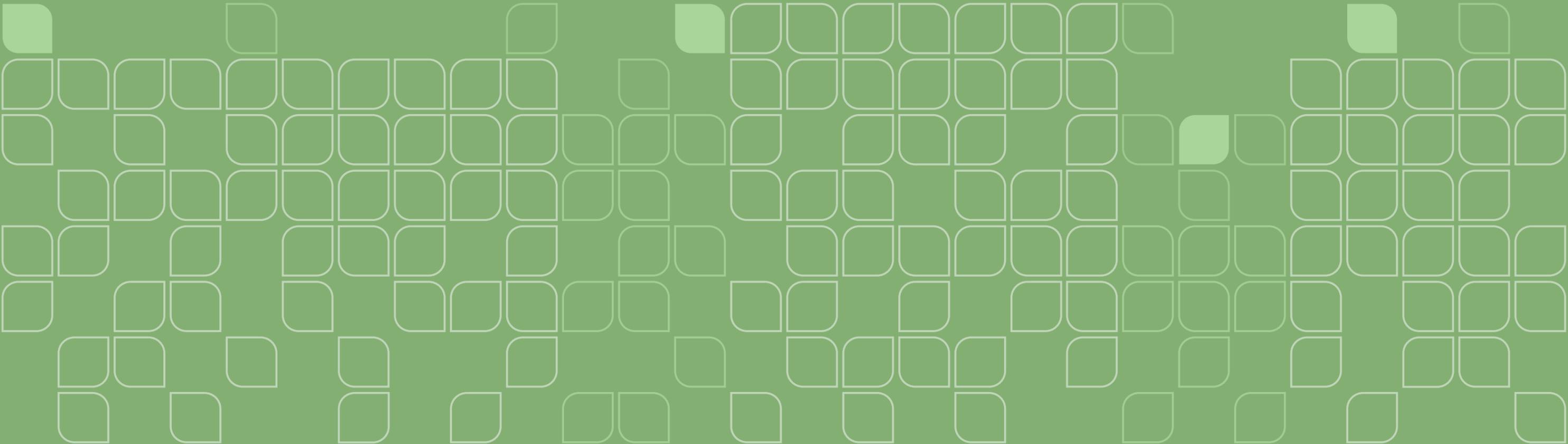
Very informative session on next phases.

Consultation was very useful and the future phases were explained clearly. Appreciate Terry for explaining next steps. Thank you.

Waiting to see how things will be and hope the rooms are not small to hold the beds, living room fixture and we will be happy with the living space.

FEEDBACK FROM THE EVENT





4. THE RESERVED MATTERS

4.1 INTRODUCTION

DETAILED DESIGN PROPOSALS

This section details the proposed development's design, demonstrating its compliance with the outline controls of the Hybrid Planning Permission (as proposed to be amended by application ref. 76550/APP/2025/2864) and the submitted Design Code.

The design reflects a thoughtful response to the site's context, stakeholder feedback, and the overarching ambition to create a vibrant, sustainable, and inclusive community.

This scheme encompasses Phases 2 and 3 of the Hayes Town Centre development. Phase 2 features a row of ten houses, split into three groupings with integrated landscaping. Phase 3 comprises four main blocks of varying heights, up to nine storeys, alongside a row of town houses fronting Austin Road. Across both phases, 239 new homes—a mix of apartments, duplexes, and houses—will be provided with a high proportion of family sized homes, consistent with the parameters defined in Condition 6 of the Outline Conditions.

A new community centre will also be delivered as part of the scheme, serving both new and existing residents and supporting social groups such as a sewing club.

The development integrates a substantial portion of the new Community Square and Linear Park, creating a central focal point and providing an inclusive design suitable for all ages. Additionally, the scheme incorporates pocket parks and a large residents' garden at podium level. Street planting is maximized through new trees and the inclusion of rain gardens, with existing trees retained where possible, contributing to an Urban Greening Factor of 0.44.

The development further enhances support for new residents through dedicated podium car parking, secure cycle parking compliant with London Plan requirements, and servicing spaces meticulously considered and appropriately designed from the outset, as demonstrated in this section.



CGI is for illustrative purposes only. Please refer to the planning drawings for detail elevation design and material specifications.

CGI LOOKING FROM PHASE 2 HOUSE FRONT GARDEN ONTO AUSTIN ROAD AND PHASE 3

4.2 PROPOSED LAND USES

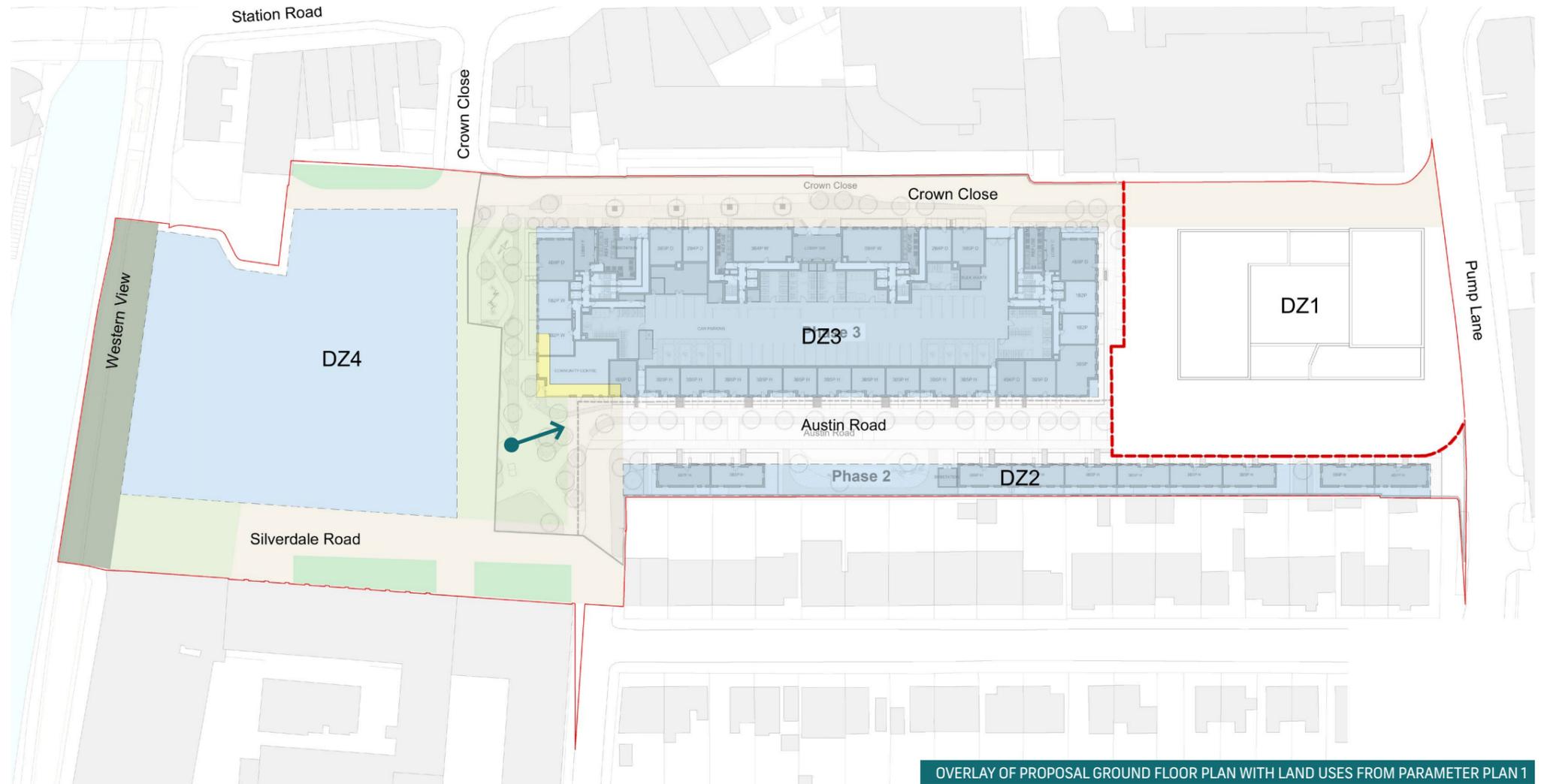


SIMILARITY WITH THE OUTLINE ILLUSTRATIVE MASTERPLAN

Broadly, the outline of the proposed development aligns strongly with that of the illustrative masterplan which was referred to in the Design and Access Statement Addendum included in the Outline submission.

COMPLIANCE WITH PARAMETER PLANS

Whilst predominantly residential, Phase 3 includes a Community Centre on the corner of the Community Square. This has been incorporated and celebrated within the design, become a key feature on this prominent corner. The overlay plan to the right shows the proposed community centre frontage well sit within the "Non-residential" zone in the Parameter 1. A further CGI view of this corner is added on the bottom right of page for reference.



OVERLAY OF PROPOSAL GROUND FLOOR PLAN WITH LAND USES FROM PARAMETER PLAN 1

- Key**
- Outer Building Footprint of Development Zone
 - +250mm deviation of building outline permitted for construction tolerance, excluding above ground projections.
 - Residential
 - Non-Residential (indicative community use frontage)
 - Proposed Open Space and Landscape/Public Realm Enhancement
 - Public Realm and Landscape Improvements
 - Canalside Public Realm Improvements (Excluding towpath improvements outside of red line boundary)
 - Green Space for existing tree protection



PROPOSED COMMUNITY CENTRE

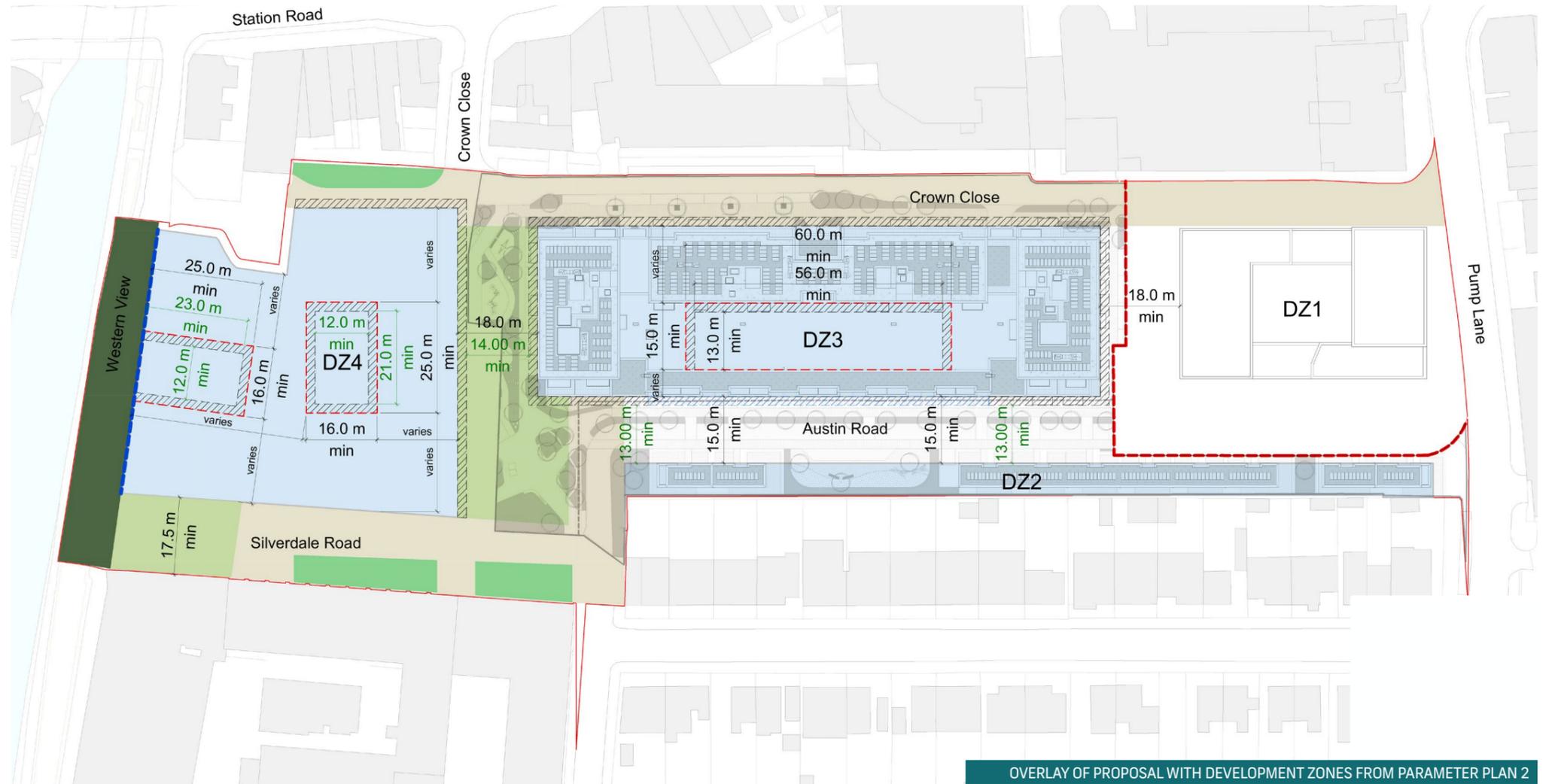
CGI is for illustrative purposes only. Please refer to the planning drawings for detail elevation design and material specifications.

4.3 PROPOSED DEVELOPMENT EXTENTS



COMPLIANCE WITH PARAMETER PLANS

Critically, the footprint of the proposed detailed design sits within the development constraints imposed by Parameter Plan 2 of the Outline submission. This is demonstrated in the overlay shown on the right.



OVERLAY OF PROPOSAL WITH DEVELOPMENT ZONES FROM PARAMETER PLAN 2

Key

- Building Outline
+250mm deviation of building outline permitted for construction tolerance, excluding above ground projections.
- Canalside Public Realm Improvements (Excluding towpath improvements outside of red line boundary)
- Proposed Open Space and Landscape/Public Realm Enhancement
- Public Realm and Landscape Improvements
- Green Space for existing tree protection
- Zone indicating areas for tree protection between houses
- 0m Minimum distance between buildings (excluding any projections)
- 0m Minimum distance between projections
- Maximum building width deviation from outer footprint (from FF amenity podium and above)
- Projected Zone beyond outer building footprint (+/-2m)
- Retained Trees Cat A
- Retained Trees Cat B
- Retained Trees Cat C
- Site Boundary Hybrid Planning Application
- Site Boundary Phase 1
- Contraflow Cycle Path



ILLUSTRATIVE MASTERPLAN (REFERENCED IN OUTLINE APPLICATION)

4.4 PROPOSED MASSING

4.4.1 Storey Heights

STOREY HEIGHTS

The proposed general massing and storey heights align with the illustrative massing referred to in the Outline submission, which was developed in accordance with the Outline parameters and other controls.

The proposed massing is highly articulated with changes in massing occurring where there are steps in the building's footprint, and helps to express the character areas defined in the Design Code.

DETAILED FLOOR TO FLOOR HEIGHTS

Floor to floor heights for the detailed proposal are as follows:

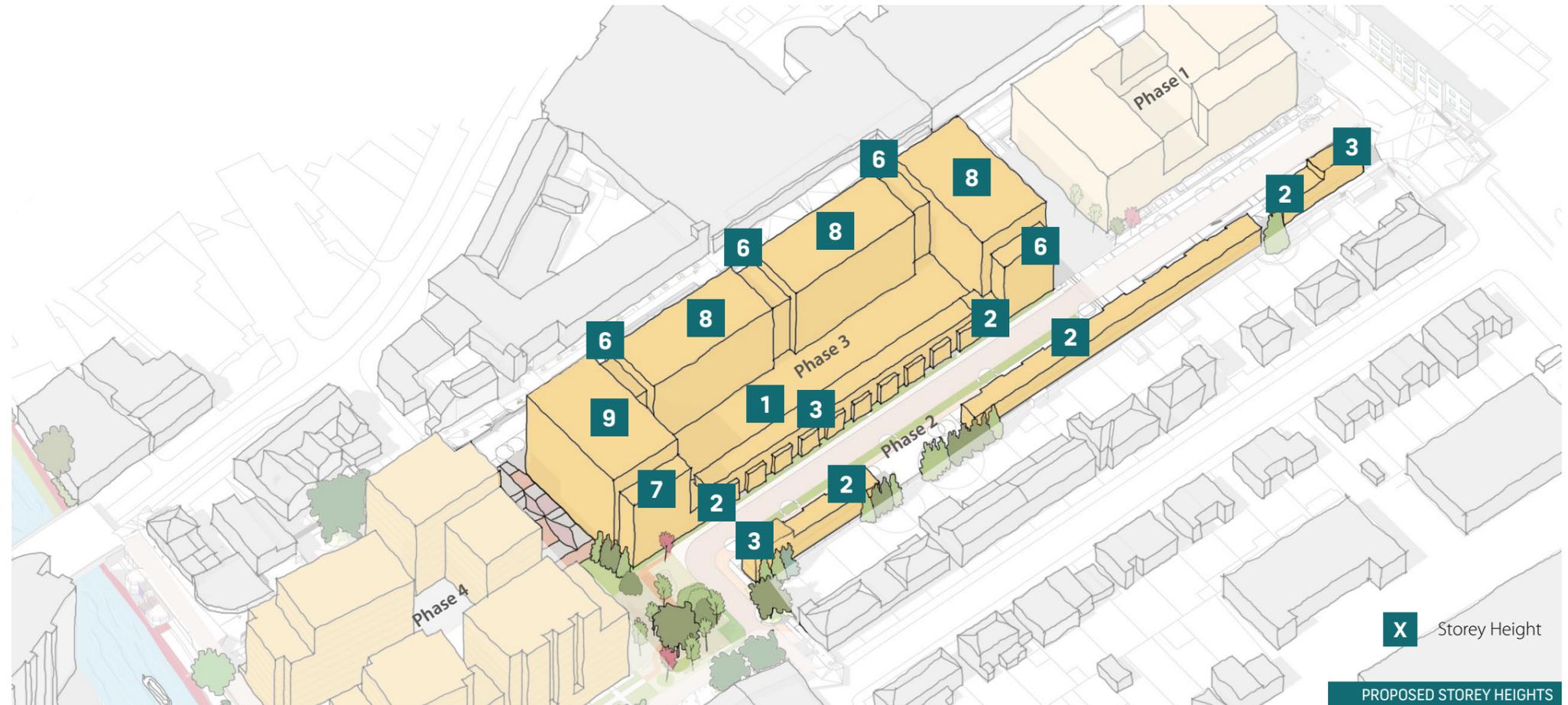
Phase 2 Houses

Typical residential	3.0m
Roof build-up	1.0m

Phase 3

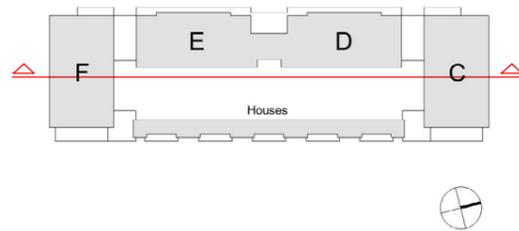
Ground Floor	3.825m
Residential with roof terrace above	3.45m
Typical residential	3.15m
Roof build-up	1.8m

(Allows for a minimum 1.1m roof finish level to parapet)



PROPOSED STOREY HEIGHTS

Section Key (to the right)



PROPOSED SECTION WITH BUILDING HEIGHTS

- M / 002
- M / 010
- M / 011
- M / 009
- M / 044

PROPOSED MASSING

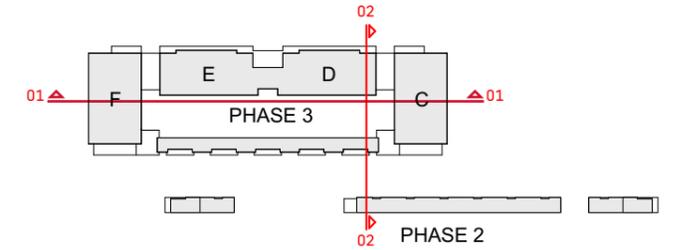
4.4.2 Compliance with Outline requirements

COMPLIANCE WITH PARAMETER PLANS

Parameter Plan 3 of the Outline submission sets out the maximum extents of the building heights for each development zone. The overlay, shown right, compares each maximum AOD with that achieved by the reserved matters proposal.

Below, a section through the proposal shows the massing sitting comfortably within the constraints of the parameter plan.

No building within DZ2 and 3 will exceed the maximum building heights stipulated in parameter plan 3 or Condition 10 (as amended).



Stair access and roof plant permitted to exceed maximum development height as per parameter plan. However, no building within DZ2 and 3 including all the structures will exceed the maximum building heights stipulated in Condition 10 (as amended).



PROPOSED SECTION 01 WITH MAXIMUM DEVELOPMENT HEIGHTS OVERLAY

Stair access and roof plant permitted to exceed maximum development height as per parameter plan. However, no building within DZ2 and 3 including all the structures will exceed the maximum building heights stipulated in Condition 10 (as amended).



PROPOSED SECTION 02 WITH MAXIMUM DEVELOPMENT HEIGHTS OVERLAY

Key

- Up to 12 Storey
- Up to 10 Storey
- Up to 9 Storey
- Up to 8 Storey
- Up to 7 Storey
- Up to 3 Storey
- Up to 2 Storey

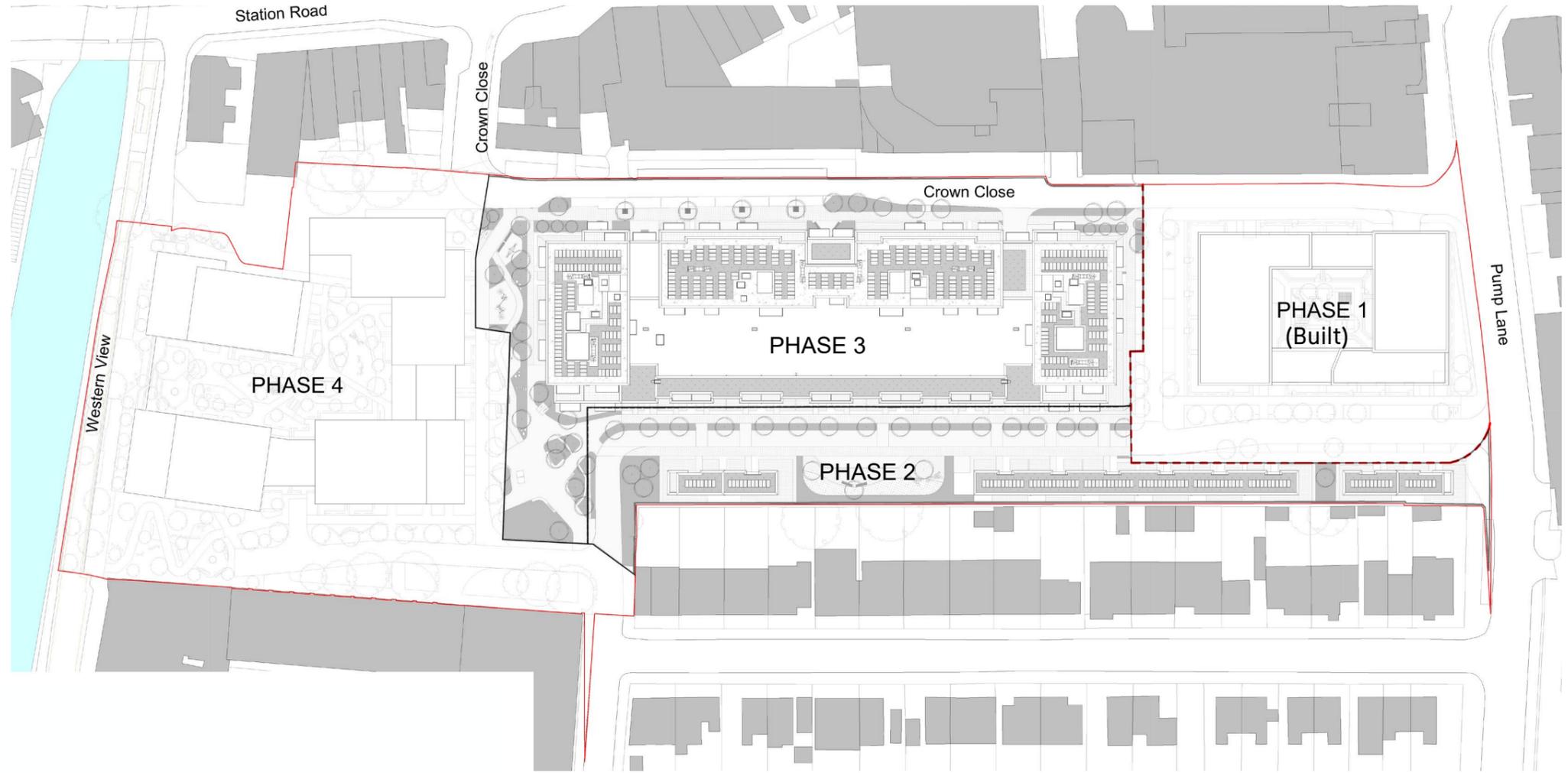
- M / 008
- M / 009
- M / 002
- M / 004
- M / 005

4.5 PHASING

PHASING PLAN

This phasing plan outlines the strategic implementation of the Hayes Town Centre redevelopment, illustrating the sequential delivery of the proposed blocks and public realm improvements. The phased approach ensures efficient construction while minimising disruption to existing residents and the surrounding community.

The proposed development covered in this RMA (phases 2 and 3) will be delivered in accordance with the phasing plan submitted with the pending s73 application to be secured through revisions to the wording of planning condition 7 - with Phase 2 expected to commence in Q1 Spring 2027 and Phase 3 expected to commence in Q2 Spring 2027.



PHASING PLAN

- Key**
- Phasing Boundary
 - Hybrid Planning Permission Boundary (context only)
 - - - Phase 1 Red line (context only)

4.6 HOUSING QUANTUM AND MIX



The proposed Housing Mix has been revised through pre-application consultation to create a mixed and balanced community, offering a variety of types, tenures and sizes to help meet local housing needs.

239 homes will be provided in Phase 2 and 3 of this Reserved Matters Application. Within the overall outline, as detailed in the amended S73 application (pending determination), Phase 2 and 3 will provide a higher proportion of affordable and family homes, with smaller private dwellings provided in Phase 4 which is outside of this reserved matters application. This is in accordance with the proposed revised wording of condition 5 and the percentage ranges set out in the proposed revised wording of condition 6 for the overall outline application. The unit mix for phases 2 and 3 allows sufficient headroom for the percentage ranges set out in Condition 5 to be met when Phase 4 is completed.

This proposed housing quantum results in a proposed density of 224.8 homes per hectare for the total outline development, within the constraints of condition 9 which allows for a density of up to 225 homes per hectare.

Note: The tenure mix and distribution shown on this schedule is indicative only and will be controlled separately through the s106 agreement

Phase 2 and 3 Social Rent																		
	1B1P 40m ²	1B2P 50m ²	1B2P W 61m ²	2B3P 61m ²	2B3P W 74m ²	2B3P + 65m ²	2B4P 70m ²	2B4P W 82m ²	2B4PD 80m ²	3B5P 86m ²	3B4P W 86m ²	3B5PD 104m ²	3B5P H 98/102m ²	3B6P 95m ²	4B6P D 108m ²	4B7PD 115m ²	4B8PD 140m ²	Total Unit Number
Total	0	56	4	14	9	2	48	8	2	35	2	3	18	4	2	2	2	211
	0	60		83						62					6			
Mix	0%	28%		39%						29%					3%		100%	

Phase 2 and 3 Private																		
	1B1P 40m ²	1B2P 50m ²	1B2P W 61m ²	2B3P 61m ²	2B3P W 74m ²	2B3P + 65m ²	2B4P 70m ²	2B4P W 82m ²	2B4PD 80m ²	3B5P 86m ²	3B4P W 86m ²	3B5PD 104m ²	3B5P H 98/102m ²	3B6P 95m ²	4B6P D 108m ²	4B7PD 115m ²	4B8PD 140m ²	Total Unit Number
Total	0	7	1	2	2	0	6	2	0	8	0	0	0	0	0	0	0	28
	0	8		12						8					0			
Mix	0%	29%		43%						29%					0%		100%	

Phase 2 and 3 Total																		
	1B1P 40m ²	1B2P 50m ²	1B2P W 61m ²	2B3P 61m ²	2B3P W 74m ²	2B3P + 65m ²	2B4P 70m ²	2B4P W 82m ²	2B4PD 80m ²	3B5P 86m ²	3B4P W 86m ²	3B5PD 104m ²	3B5P H 98/102m ²	3B6P 95m ²	4B6P D 108m ²	4B7PD 115m ²	4B8PD 140m ²	Total Unit Number
Total	0	63	5	16	11	2	54	10	2	43	2	3	18	4	2	2	2	239
	0	68		95						70					6			
Mix	0.0%	28.5%		39.7%						29.3%					2.5%		100%	

4.7 SITE WIDE STRATEGIES

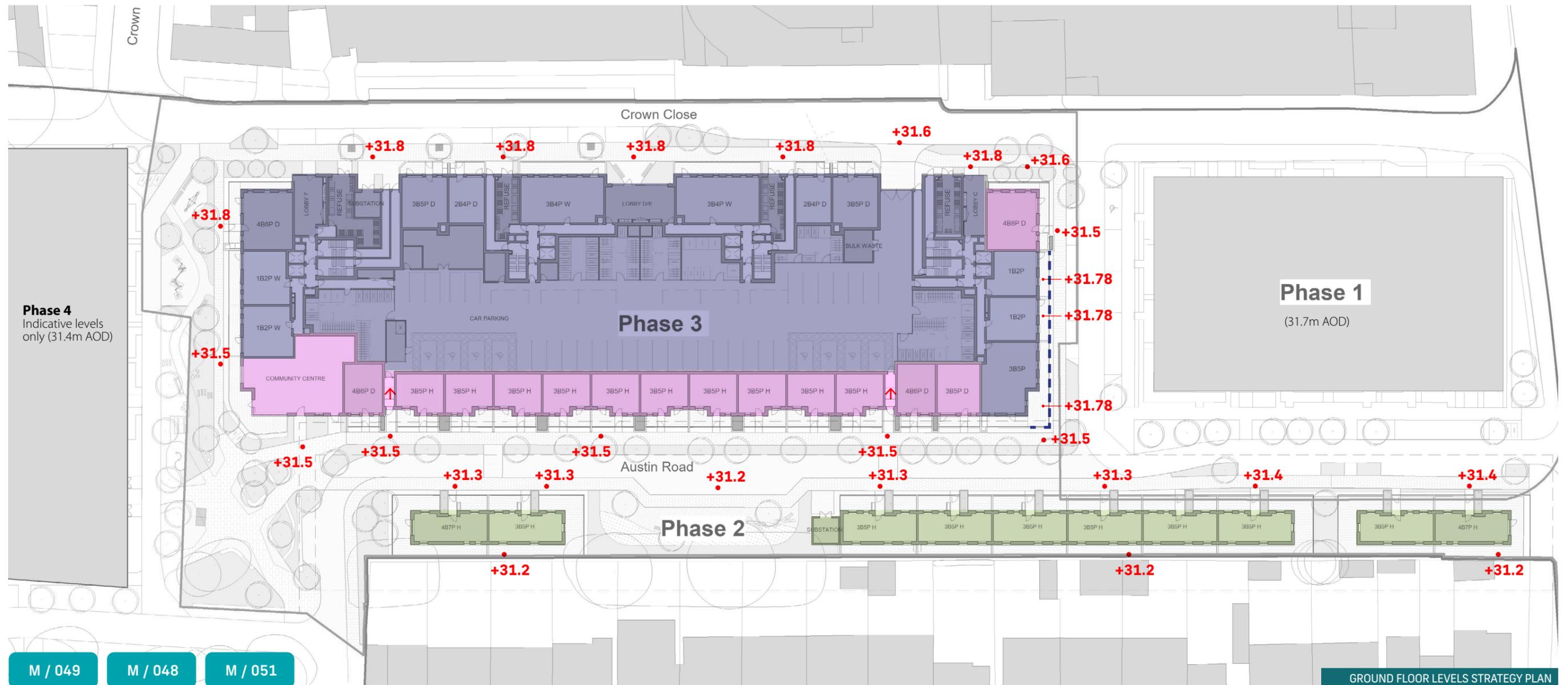
4.7.1 Site Levels Strategy

The site levels strategy has been developed with inclusive design in mind; it allows for all level changes in the landscape to be gradual (more than 1:20).

The internal ground floor proposed levels align to the external levels where possible and minimise the need for steps or ramps. Only two short ramps are introduced within pedestrian access corridor connecting Austin Road and podium parking.



- Key**
- 31.8m AOD
 - 31.5m AOD
 - 31.3m AOD
 - Retaining wall
 - +31.6 Proposed external levels



M / 049 M / 048 M / 051

GROUND FLOOR LEVELS STRATEGY PLAN