

Report of the Head of Planning & Enforcement Services

Address THE OLD VINYL FACTORY SITE BLYTH ROAD HAYES

Development: Demolition and partial demolition of up to and including 12,448sqm of buildings within the Old Vinyl Factory site. (Application for conservation area consent)

LBH Ref Nos: 59872/APP/2012/1840

Drawing Nos: 0157 0001 Rev 00
0157 0002 Rev 00
0157 0003 Rev 00
Heritage Impact Assessment - July 2012

Date Plans Received: 27/07/2012 **Date(s) of Amendment(s):**

Date Application Valid: 27/07/2012

1. CONSIDERATIONS

1.1 Site and Locality

The Old Vinyl Factory (TOVF) site consists of approximately 6.6 hectares of land set in irregular quadrilateral shape. The multi-phase site was originally constructed between 1907 and 1935 by the Gramophone Company and was later the production centre of EMI Ltd, with the site being largely vacant since operations were cut back in the company in the 1980's.

Contained within the wider site are seven main buildings, which from west to east are, The Marketing Suite, The Shipping Building, The Cabinet Building, The Record Store, The Powerhouse, Jubilee House and the Pressing Plant.

The application site contains only The Powerhouse, Jubilee House and The Pressing Plant, with a number of ancillary outbuildings and structures also contained within the site.

To the south and west are The Record Store, The Cabinet Building and The Shipping Building, which are outside of the masterplan boundary line for the wider regeneration of the site due to earlier extant permissions for their redevelopment which the applicant intends to implement. Further to the West is the Marketing Suite which has recently been renovated to provide small B1 units as part of the S.106 agreement for the development of the Gatefold Site.

Due to the length of vacancy the buildings have become derelict and would require a substantial investment to return them back to a habitable state.

The TOVF site is bounded to the north by Blyth Road and to the South by the Great Western Mainline, with Hayes and Harlington rail station 420 metres to the east of the site. Opposite the Pressing Plant on the opposite side of Blyth Road is the Grade II Listed enterprise house, an eight storey office building. The wider area is a mixture of residential, industrial and office uses with Hayes Town Centre located to the northeast of the site.

The application site, along with The Record Store, The Cabinet Building and The Shipping Building are all situated within a Developed Area, The Botwell: Thorn EMI Conservation Area and within a Industrial and Business Area, as identified in the Policies of the Hillingdon adopted UDP (Saved Policies September 2007).

1.2 Proposed Scheme

The application seeks Conservation Area Consent for the demolition and partial demolition of up to 12,448 square metres of buildings within the Old Vinyl Factory Site (TOVF) on Blyth Road, Hayes.

The buildings within the site to be partially or fully demolished would be as follows:

The Powerhouse - Partial Demolition - 2,253 square metres GEA
The Pressing Plant - Partial Demolition - 4,092 square metres GEA
Jubilee Building - Complete Demolition - 6,048 square metres GEA
Miscellaneous Small Buildings - Complete Demolition - 55 square metres GEA

1.3 Relevant Planning History

59872/APP/2006/2790 Land At Apollo, Jubilee, Mercury, Vulcan, Phoenix And Neptune
DEVELOPMENT OF SITE FOR A MIXED USE TO PROVIDE A NEW CREATIVE QUARTER INCLUDING A NEW PUBLIC SQUARE, MUSIC VISITORS CENTRE, RECORDING AND BROADCASTING STUDIOS, REHEARSAL AND POST PRODUCTION ROOMS, GALLERY/EVENT AREA, DIGITAL WAREHOUSING AND DISTRIBUTION AND VINYL PRODUCTION WITH ASSOCIATED RETAIL, BAR/CAFE AREA AND LEISURE FACILITIES. ERECTION OF 358 RESIDENTIAL UNITS AND 58 LIVE/WORK UNITS WITH PART GROUND FLOOR EMPLOYMENT USES WITH ASSOCIATED PARKING, SERVICING AND LANDSCAPING (INVOLVING DEMOLITION OF NEPTUNE, APOLLO EXTENSION AND TWO ANCILLARY JUBILEE BUILDINGS)

Decision Date: 02-02-2012 NFA **Appeal:**

59872/APP/2006/2791 Land At Apollo, Jubilee, Mercury, Vulcan, Phoenix And Neptune
DEMOLITION OF NEPTUNE, APOLLO EXTENSION AND TWO ANCILLARY JUBILEE BUILDINGS
(APPLICATION FOR CONSERVATION AREA CONSENT)

Decision Date: 27-01-2012 NFA **Appeal:**

59872/APP/2007/3060 Land At Apollo, Jubilee & Neptune Blyth Road Hayes
CHANGE OF USE OF, AND EXTERNAL ALTERATIONS TO, APOLLO AND JUBILEE TO PROVIDE A NEW CREATIVE QUARTER COMPRISING VINYL PRODUCTION, STUDIOS, VISITORS CENTRE, TRAINING, OFFICE AND EXHIBITION SPACE WITH ASSOCIATED CAFÉ/BAR, RETAIL AND LEISURE FACILITIES (USE CLASSES A1, A3, A4, A5, B1, B2, D1 & D2). CHANGE OF USE AND EXTERNAL ALTERATIONS TO NEPTUNE HOUSE FOR MIXED USE (USE CLASSES A3, A4, A5, B1, D1 & D2). NEW BUILD RESIDENTIAL DEVELOPMENT OF 244 UNITS WITH ASSOCIATED GROUND FLOOR USES (A1, A3, A4, A5, B1, D1 & D2) AND ASSOCIATED ACCESS, PARKING, SERVICING AND LANDSCAPING (INVOLVING PART DEMOLITION OF NEPTUNE, APOLLO AND JUBILEE BUILDINGS)

Decision Date: 06-01-2009 Approved **Appeal:**

59872/APP/2011/1691 Apollo, Jubilee And Neptune Blyth Road Hayes

Change of use of, and external alterations to, Apollo and Jubilee to provide a new creative quarter comprising vinyl production, studios, visitors centre, training, office and exhibition space with associated café/bar, retail and leisure facilities (Use Classes A1, A3, A4, A5, B1, B2, D1 & D2). Change of use and external alterations to Neptune House for mixed use (Use Classes A3, A4, A5, B1, D1 & D2). New build residential development of 244 units with associated ground floor uses (Use Classes A1, A3, A4, A5, B1, D1 & D2) and associated access, parking, servicing and landscaping (involving part demolition of Neptune, Apollo and Jubilee buildings) (Application to extend life of permission.)

Decision Date:

Appeal:

59872/APP/2012/1838 The Old Vinyl Factory Site Blyth Road Hayes

Outline planning application for a mixed use development of the Old Vinyl Factory site, including the demolition of up to 12,643 sqm of buildings and construction of up to 112,953 sqm (112,953 sqm includes the retention and re-use of 784 sqm of the Power House and 901 sqm Pressing Plant) of new floorspace. Uses to include up to 510 residential units (maximum area of 49,000 sqm GEA), up to 7,886 sqm of new B1 floorspace, up to 4,000 sqm of A class uses (A1, A2, A3, A4, A5), up to 4,700 sqm of D1 and D2 uses, an energy centre (up to 950 sqm), car parking, works to access and creation of new accesses and landscaping.

Decision Date:

Appeal:

59872/APP/2012/1839 The Old Vinyl Factory Site Blyth Road Hayes

Erection of roof top extension comprising 2,914 sqm GEA of B1 office floorspace above the existing Cabinet Building (in form of three cabinets with interlinking canopies), a new 155 sqm GEA entrance canopy at ground level and new 150 sqm GEA external escape staircase (total maximum combined area of 3,219 sqm GEA)

Decision Date:

Appeal:

59872/PRE/2004/144 Land At Apollo House And Jubilee House Blyth Road Hayes
T P PRE-CORRES: REDEVELOPMENT OF SITE

Decision Date:

Appeal:

Comment on Planning History

Planning permission was approved on 12th April 2001 under application reference 51588/APP/2000/1418 for the following developments at the TOVF site:

- i) Alterations to the parking layout and landscaping within the site;
- ii) Formation of three access/egress points to Blyth Road; and
- iii) Extinguishment of the existing public footpath across the site.

At the same time planning permission was also granted under application reference 51588/APP/2000/1827 dated 12th April 2011 for alterations to the external appearance and extensions of The Cabinet Building (formerly known as Vulcan House), The Shipping Building (Mercury House) & The Record Store (Phoenix House). The approved works shown on the plans were as follows:

- i) Bridge access on floors 1-5 from The Record Store to The Cabinet Building;
- ii) Alterations to the reception and atrium space in The Cabinet Building;
- iii) Extension to the south of Cabinet;
- iv) Roof top works: including removal of Water Tower at the roof level of The Cabinet

Building;

v) Localised rooftop extension to The Cabinet Building, The Shipping Building & The Record Store;

vi) Minor extensions / works to The Shipping Building & The Record Store;

vii) External alteration to the appearance of The Cabinet Building, The Shipping Building & The Record Store;

viii) Internal alterations of the Cabinet, including works to the two atrium spaces with the creation of a new reception, with the building being served by 8 lifts.

Both of the above consents have been implemented through the creation of 550 parking spaces and the refurbishment of The Shipping Building and, therefore, remain extant.

Planning Permission was approved under application reference 59872/APP/2007/3060 for the redevelopment of the eastern part of the TOVF site to provide

i) Change of use of, and external alterations to The Pressing Plant (Apollo House) and Jubilee House to provide a new creative quarter comprising vinyl production, studios, visitors centre, training, office and exhibition space with associated caf /bar, retail and leisure facilities (Use Classes A1, A3, A4, A5, B1, D1 & D2).

ii) Change of use and external alterations to The Powerhouse (Neptune House) for mixed use (Use Classes A3, A4, A5, B1, D1 & D2).

iii) New building residential development of 244 units with associated ground floor uses A1, A3, A4, A5, D1 & D2).

iv) Associated access, parking, servicing and landscaping part demolition of The Powerhouse (Neptune House), The Pressing Plant (Apollo House) and Jubilee House.

This planning permission has not been implemented and is subject to a currently underdetermined application (LBH Reference 58972/APP/2011/1691) to extend the time limit for implementation.

Planning permission was approved under application reference 51588/APP/2011/2253 for the Gatefold building which forms the second phase of the Old Vinyl Factory redevelopment. This permission comprises of:

i) 132 apartments

ii) Cafe/Community room (approx 200 sq m GEA)

iii) 5 Workshop units (279 sq m GEA)

iv) Enclosed parking (107 spaces)

v) Access and landscaping improvements (including a children's play area).

The applicant intends to implement this planning permission towards the end of 2012.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 23rd August 2012

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

Site Notice: Erected 2nd August 2012 - Expired 23rd August 2012

Press Advertisement: 2nd August 2012 Expired 23rd August 2012

846 neighbouring occupiers were notified by way of letter on 31st July 2012. By the close of the consultation period on 23rd August 2012 two consultation response in support of the proposal and one consultation response in objection to the proposal had been received.

The consultation responses in support were on the grounds of an improvement to the appearance of the area and the economic benefit to Hayes.

The consultation response in objection to the proposal was on the grounds of the impact to traffic in the area. The Conservation Area Consent deals only with the demolition of the buildings. Therefore, the long term impacts to traffic in the area from the redevelopment of the site is not a consideration in the determination of this application.

External Consultees:

ENGLISH HERITAGE

The application should be determined in accordance with national and local policy guidance and on the basis of your specialist conservation advice.

Internal Consultees:

CONSERVATION & URBAN DESIGN OFFICER (Comments provided for site wide masterplan planning application reference 59872/APP/2012/1838):

The scheme has been subject to extensive discussions with officers. The site is within the Botwell: Thorn EMI Conservation Area and a number of the buildings are locally listed; all have some interest in terms of their architecture, and the history and development of the site. The overall character of the conservation area and indeed that of the surrounding area, is that of large scale industrial buildings, fringed with smaller scale workers housing. The area does have a very distinctive appearance, which is not conventional in terms of designated areas, which mostly tend towards the pretty, rather than the gritty, urban industrial character of Hayes.

The proposed works would significantly change the appearance of this part of Hayes. This change, however, is considered to be positive, rather than detracting from the character and appearance of the conservation area. The new large buildings and spaces would reinforce the existing character of the area and using references to the history of the site, create a unique and architecturally interesting townscape. The setting of the listed and locally listed building would be enhanced, with a new space being created opposite Enterprise House; the existing Cabinet Building being framed by new buildings and a public space; and the corner feature of the Record Store being used to form a distinctive stop to views south from Blyth Road.

Whilst some buildings are proposed for demolition, these are mainly those of lesser importance and which because of their condition/ construction, are considered difficult to convert to new uses. These should be recorded to an appropriate level (EH Level 3-4).

The Greater London Archaeological Service should be consulted on the approach to the archaeology of the site and for advice on conditions to be attached to any approval.

CONCLUSION: No objection subject to suitable conditions re archaeological investigation,

building recording and the letting of a contract prior to demolition commencing on site. In addition, conditions should also cover the detailed design and materials of the new and refurbished buildings, mechanical extracts, ducting and servicing; together with hard and soft landscaping, and long term management/ maintenance plans for these elements.

4. UDP / LDF Designation and London Plan

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

PT1.HE1 (2012) Heritage

Part 2 Policies:

BE4 New development within or on the fringes of conservation areas
BE10 Proposals detrimental to the setting of a listed building
BE13 New development must harmonise with the existing street scene.
BE15 Alterations and extensions to existing buildings
BE19 New development must improve or complement the character of the area.
LPP 7.4 (2011) Local character
LPP 7.5 (2011) Public realm
LPP 7.6 (2011) Architecture
LPP 7.8 (2011) Heritage assets and archaeology
LPP 7.9 (2011) Heritage-led regeneration

5. MAIN PLANNING ISSUES

The main issue for consideration is the impact on the Character and Appearance of the Conservation Area caused by the demolition and partial demolition of the proposed buildings.

Policy BE4 of the Unitary Development Plan Saved Policies (September 2007) states that new development within or on the fringes of conservation areas will be expected to preserve or enhance those features which contribute to their special architectural and visual qualities; development should avoid the demolition or loss of such features. There will be a presumption in favour of retaining buildings which make a positive contribution to the character or appearance of a conservation area. Applications for planning permission should contain full details, including siting and design, or replacement buildings. Applications for consent for demolition will depend upon the submission and approval of such details.

The proposal would result in the full demolition of the Jubilee Building and a number miscellaneous storage buildings in the site and the partial demolition of The Powerhouse and The Pressing Plant. The Conservation and Urban Design Officer has considered the loss of these buildings as part of for the redevelopment of the site and considers that the proposal would enhance the setting of the Listed and Locally Listed Buildings and the character and appearance of the Conservation Area. The proposal is considered to preserve the features of special architectural interest with the buildings demolished being of lesser importance. Therefore, the development is considered to comply with Policy BE4

of the adopted UDP (Saved Policies September 2007) and it is recommended that Conservation Area Consent be approved, subject to a condition requiring a contractor to be appointed prior to the commencement of demolition works on the Pressing Plant.

6. RECOMMENDATION

APPROVAL subject to the following:

1 CA1 Time Limit (3 years) - Conservation Area Consent

The works hereby permitted shall be begun before the expiration of three years from the date of this consent.

REASON:

To comply with Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2 RES4 Accordance with Approved Plans

Unless otherwise agreed in writing by the Local Planning Authority, the demolition hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans reference 0157 0003 Rev 00.

REASON:

To ensure the development complies with the provisions of the Hillingdon Unitary Development Plan Saved Policies (September 2007) and the London Plan (July 2011).

3 CA3 Demolition - requirement for a development contract related

Unless otherwise agreed in writing by the Local Planning Authority, no demolition of the Pressing Plant Building shall take place until a contract for the associated redevelopment for the rear of the site, provided for in planning permission and Conservation Area Consent [ref. 59872/2012/1838 and 1840], has been made.

REASON:

To ensure that the premature demolition of a locally listed building within a Conservation Area does not occur, in accordance with Policy BE4 of the Hillingdon Unitary Development Plan Saved Policies (September 2007) and policy PT1.HE1 of the Local Plan Part 1 (November 2012).

4 NONSC Non Standard Condition

A) No development shall take place in each phase until the applicant has secured the implementation of a programme of archaeological mitigation in accordance with a Written Scheme of Investigation which has been submitted by the applicant and approved by the local planning authority.

B) No development or demolition shall take place in each phase other than in accordance with the Written Scheme of Investigation approved under Part (A).

C) The development shall not be occupied until the site investigation and post investigation assessment has been completed in accordance with the programme set out in the Written Scheme of Investigation approved under Part (A), and the provision made for analysis, publication and dissemination of the results and archive deposition has been secured.

REASON:

Heritage assets of archaeological interest may exist on this site. The planning authority wishes to secure the provision of archaeological investigation and the subsequent recording of the remains prior to development, in accordance with the guidance contained within the National Planning Policy Framework and in accordance with Policy BE3 of the Hillingdon Unitary Development Plan Saved Policies (September 2007) and policy PT1.HE1 of the Local Plan Part 1 (November 2012).

5 NONSC Non Standard Condition

The development hereby permitted shall not take place until the applicant has secured the implementation of a programme of recording to Level 4, as defined by English Heritage, of the Pressing Store, Jubilee House and Powerhouse, prior to the partial demolition of the Pressing Store and refurbishment of the Powerhouse hereby approved and then agreed in writing by the Local Planning Authority. Copies of the documents to be sent to the Uxbridge Local History Library archive and English Heritage for inclusion in the London Heritage Environmental Record (HER).

REASON:

To safeguard the special architectural and historic interest of the building in accordance with Policy BE8 of the Hillingdon Unitary Development Plan Saved Policies (September 2007) policy PT1.HE1 of the Local Plan Part 1 (November 2012).

INFORMATIVES

1 You are advised this permission is based on the dimensions provided on the approved drawings as numbered above. The development hereby approved must be constructed precisely in accordance with the approved drawings. Any deviation from these drawings requires the written consent of the Local Planning Authority.

2 Nuisance from demolition and construction works is subject to control under The Control of Pollution Act 1974, the Clean Air Acts and other related legislation. In particular, you should ensure that the following are complied with:-

A. Demolition and construction works which are audible at the site boundary shall only be carried out between the hours of 08.00 and 18.00 hours Monday to Friday and between the hours of 08.00 hours and 13.00 hours on Saturday. No works shall be carried out on Sundays, Bank or Public Holidays.

B. All noise generated during such works shall be controlled in compliance with British Standard Code of Practice BS 5228:2009.

C. Dust emissions shall be controlled in compliance with the Mayor of London's Best Practice Guidance 'The Control of dust and emissions from construction and demolition.

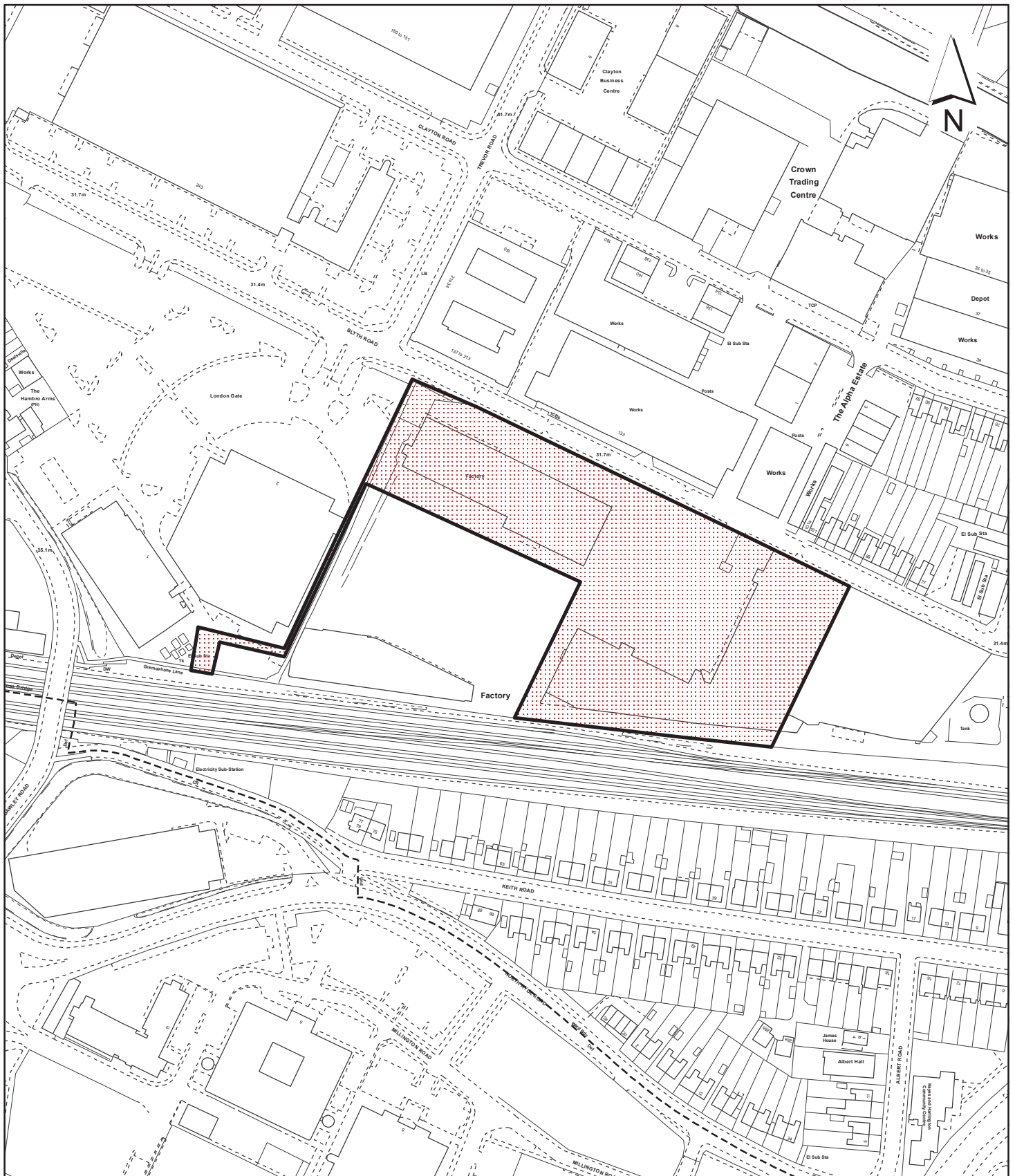
D. No bonfires that create dark smoke or nuisance to local residents.

You are advised to consult the Council's Environmental Protection Unit (www.hillingdon.gov.uk/noise Tel. 01895 250155) or to seek prior approval under Section 61 of the Control of Pollution Act if you anticipate any difficulty in carrying out construction other than within the normal working hours set out in (A) above, and by means that would minimise disturbance to adjoining premises.

- 3 Your attention is drawn to the need to comply with the relevant provisions of the Building Regulations, the Building Acts and other related legislation. These cover such works as - the demolition of existing buildings, the erection of a new building or structure, the extension or alteration to a building, change of use of buildings, installation of services, underpinning works, and fire safety/means of escape works. Notice of intention to demolish existing buildings must be given to the Council's Building Control Service at least 6 weeks before work starts. A completed application form together with detailed plans must be submitted for approval before any building work is commenced. For further information and advice, contact - Planning & Community Services, Building Control, 3N/01 Civic Centre, Uxbridge (Telephone 01895 250804 / 805 / 808).
- 4 You are advised that care should be taken during the building works hereby approved to avoid spillage of mud, soil or related building materials onto the pavement or public highway. You are further advised that failure to take appropriate steps to avoid spillage or adequately clear it away could result in action being taken under the Highways Act 1980.

Contact Officer: Linda Aitken

Telephone No: 01895 250230



Notes

 Site boundary

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Site Address

**The Old Vinyl Factory Site
 Blyth Road
 Hayes**

**LONDON BOROUGH
 OF HILLINGDON
 Residents Services**

Civic Centre, Uxbridge, Middx. UB8 1UW
 Telephone No.: Uxbridge 250111

Planning Application Ref:
59872/APP/2012/1840

Scale
1:2,500

Planning Committee
Central and South

Date
November 2012



HILLINGDON
 LONDON