



# Hillingdon Circus London

## Role

Quod was responsible for preparing, co-ordinating and submitting an application to regenerate Hillingdon Circus on behalf of Bride Hall Developments Ltd and Optimisation Developments Ltd. The scheme contains a new supermarket, hotel and approximately 110 residential units, including affordable and market housing.

A key challenge was the need to address potential cumulative multi-disciplinary impacts with a similar, but not yet consented, adjoining scheme. This provided an opportunity to demonstrate a sound case for the Hillingdon Circus development, by way of a comparison of direct and cumulative impacts.

Quod adopted a multi-disciplinary approach throughout, continually monitoring the scheme evolution against the output of technical assessments, and critically evaluating risks to the planning process. Quod advised on a number of alterations to 'design out' impacts, limiting the need for secondary mitigation (and hence S106 contributions) and ultimately achieving a 'consentable' scheme.



## Description

Superstore, Hotel & Apartments

## Client

Bride Hall Developments Ltd and Optimisation Developments Ltd

## Planning Authority

London Borough of Hillingdon

## Expertise

Planning	✓
CIL	
Environmental Planning	
Development Economics	✓
Socio-economic	✓
Infrastructure	
Strategic Land Promotion	
Regeneration	✓
CPO	

## Project Type

Infrastructure	
Major Mixed Use	✓
Residential	✓
Retail & Commercial	