Townscape & Visual Impact Assessment
20-30 Blyth Road, Hayes

December 2011
Contents

EXECUTIVE SUMMARY

1.0 INTRODUCTION
2.0 ASSESSMENT METHODOLOGY
3.0 THE PROPOSED DEVELOPMENT
4.0 ANALYSIS OF TOWNSCAPE CHARACTER
5.0 TOWNSCAPE IMPACT ASSESSMENT
6.0 VISUAL IMPACT ASSESSMENT
7.0 MITIGATION
8.0 SUMMARY AND CONCLUSION
EXECUTIVE SUMMARY

INTRODUCTION

The application promotes a mixed use development of high architectural quality on land at 20-30 Blyth Road, Hayes, Middlesex.

THE APPLICATION SITE

The application site is located to the south of Hayes Town Centre. Station Road lies to the east, with access to Hayes and Harlington station via a subway underpass also to the east. A mix of large light industrial units is located to the west of the site and terraces of 2 storey Victorian houses to the north. The site is bounded on its southern edge by the Great Western Main Line railway tracks.

Existing Development

The warehouse which formally occupied the site has been demolished and the site is now clear.

APPLICATION PROPOSALS

The full planning application proposals incorporate the following:

- 146 residential units
- Central landscaped podium
- Private residential spaces
- Public realm improvements, including new public space and lawn area
- Car Parking

EXISTING VEGETATION

The key areas of existing vegetation within the study area are summarised as follows:

- vegetation alongside the Grand Union Canal;
- The green corridor and associated woodland stands along Yeading Brook and the River Crane;
- The playing fields and golf course to the south-east of the town centre;
- The large open space of Lake Farm Country Park;
- The ‘green spine’ created by large tree planting along Central Avenue.

Existing vegetation within the development site is confined to the railway embankment to the south of the site and to the Station Road boundary to the east.

URBAN GRAIN

The urban grain of the surrounding area has the following key characteristics:

- Dense urban core clustered around the semi-pedestrianised High Street, Station Road and Botwell Lane;
- A continuous built edge to the street along Coldharbour Lane from the town centre;
- A ‘corridor’ of industrial and commercial units located along the length of both the railway and the Grand Union Canal;
- A green open space following the line of Yeading Brook and a substantial area of green space located to the north-west of the town centre in Lake Farm Country Park;
- A generally clear, legible structure to the pattern of residential streets located on the periphery of the town centre.

LAND USE

The key characteristics of study area land uses are summarised below:

- A retail core focussed along the high street section of Station Road and continuing northwards along Coldharbour Lane, with occasional retail use within residential areas;
- A ribbon of industrial uses mainly focussed along both the Grand Union Canal and railway, with small pockets of housing within predominately industrial areas;
- Continuous areas of residential development adjacent to the town centre and industrial areas;
• Pockets of open space not clearly linked to a wider context of public open spaces;
• A cluster of public and civic buildings just north-west of the town centre.

BUILDING SCALE AND HEIGHT

Key characteristics of building heights are summarised as follows:
• The town centre core is predominately composed of three to four storey buildings;
• predominately two storey industrial buildings along the railway and Grand Union Canal, punctuated by several taller buildings of between three and six storeys. Smaller industrial and commercial buildings to the south-west of the town have a consistent height of four storeys;
• Residential areas are predominately two storey buildings;
• a small cluster of 10-15 storey high buildings is located very close to the station in proximity to the development site, as illustrated in Figure 5.

CHARACTER AREAS

The Character Areas are identified in Figure 7.

Four types of character area were defined:
• Town Centre Areas A1-A4
• Industrial Areas B1-B4
• Residential Areas C1-C7
• Canal Corridor Areas D1-D2

MITIGATION MEASURES

The proposed mixed use development has been designed to minimise townscape and visual impacts as far as practically possible, and to improve the quality of public realm and accessibility. The main aspects of the design are as follows:
• The building has been designed to respond to and integrate with the surrounding urban context;
• The development is of a similar height to nearby existing tall buildings and relate to their established scale;
• The development will act as a modest landmark building, which is reflected in its high quality contemporary architecture including;
• Articulated street frontages which have been designed to create an active, animated zone fronting both Blyth and Station Roads and railway line;
• Reducing potential visual impact by upgrading the public realm to improve the amenity of adjacent street frontages. These environmental improvements include a new public space linking Station and Blyth Roads, creation of active frontage and potential upgrading of the existing subway.

RESIDUAL EFFECTS

The proposed development will have no significant adverse short, medium or long term residual impacts in relation to landscape and visual effects.

The proposed development will have some major and moderate beneficial effects;
• Environmental improvements to Station Road, Blyth Road and land between the development and the railway tracks, through replacement of existing poor quality public realm with a more appropriate high quality public realm and addition of new public space;
• Enhancement to the visual quality of the views leaving and entering Hayes centre with the creation of a marker building;
• Increase in public accessibility to landscape areas and an increase in the application site’s biodiversity.

CONCLUSIONS

The proposed development will have a highly beneficial impact on the townscape character of the application site and on the urban grain and townscape quality of Hayes town centre.
There will be a moderately beneficial impact on vegetation cover. Neutral impacts are predicted to existing land use and building heights. Negligible impacts predicted on the character and nature of parks and open spaces, conservation areas and listed buildings.

Landscape impacts on Character Areas A2 (Station Road) and on Blyth Road (C6 and B4) are moderately beneficial and on the High Street A1 are minor beneficial. Townscape impacts on the remaining character areas are either neutral or negligible. Due to their distance from the site and the low magnitude of change, impacts on townscape character would be largely insignificant.

With regard to visual impacts, the proposed development will have a negligible impact on long distance views. As a general rule there will be a moderately beneficial impact on the views looking west from Station Road as the development improves the visual appearance of the site creating a continuation of the townscape and screening views of the light industry to the north west. However, close views looking towards the south east from the Blyth Road and Clayton Road residential areas tend to be of moderate adverse impact. This is due to the contrasting scale of the development in the context of the existing built form together with sense of enclosure created by the development where it blocks long views.

In conclusion, the proposed development will result in an overall beneficial impact on the character and visual quality of Hayes Town Centre, with improved permeability in the local area created by improved public access. In combination, these improvements will have a substantially beneficial effect in improving people’s perception of Hayes as an attractive and vibrant destination and as an improving area in the process of regeneration.
CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

This study considers the landscape, townscape and visual impacts of the proposed development.

The reported assessment was undertaken by Grontmij Landscape Architects having regard to planning policy requirements and recognised guidelines.

The assessment considers the effects of the proposed development on the physical fabric of Hayes Town Centre and its character, whilst also determining the extent and significance of visual impacts.

The following policy documentation has been consulted on relevant development and urban design policies;

- Hillingdon Unitary Development Plan
- London Borough of Hillingdon – Green Spaces Strategy

1.2 SCOPE AND STRUCTURE OF REPORT

The report is divided into 8 chapters;

- Chapter 2 details the assessment methodology.
- Chapter 3 outlines the proposed development and the nature of the application site.
- Chapter 4 is an analysis of existing townscape character.
- Chapter 5 presents the townscape impact assessment.
- Chapter 6 presents the visual impact assessment.
- Chapter 7 describes the proposed mitigation methods.
- Chapter 8 provides a summary and overall conclusion.

Reference is made to Figures and appended material attached to this report. Such references are identified in the text by bold type.
CHAPTER 2: ASSESSMENT METHODOLOGY

2.1 INTRODUCTION

Townscape and Visual Impact Assessment has been prepared according to the Guidelines for Landscape and Visual Impact Assessment (GLVIA) 2002, published by the Landscape Institute and the Institute of Environmental Management & Assessment (IEMA) [13.2].

The adopted methods were developed for describing and assessing impact on the rural landscape, however the principles of description and assessment remain valid for both rural and urban settings.

Specific assessment criteria relating to the proposed development are described in Section 2.2. for Landscape & Townscape Impacts and Section 2.3. for Visual Impacts.

2.2 METHODOLOGY FOR ASSESSMENT OF TOWNSCAPE IMPACTS

Townscape Assessment

The main steps in carrying out the landscape and townscape assessment can be summarised as follows:

- Data Collection – Primarily in the field but also through desktop studies.
- Description of the baseline landscape conditions.
- Landscape character classifications.
- Identification of the potential beneficial and adverse impacts of the scheme.
- Assessment of the significant of the impacts identified.

Townscape assessment encompasses appraisal of physical, aesthetic and intangible attributes including sense of place, rarity or uniformity, and unspoilt appearance. The combination of landscape and townscape elements including trees, woodland, open space and parks and their arrangement, together with architectural style, townscape pattern and scale of landform, land cover and built development create areas with a unique sense of place or ‘character’.

Within the study area a number of distinct character areas have been defined. Each area has its own distinguishable character defined by a Townscape Character Area (TCA). For each TCA the existing value and condition of the townscape is assessed according to its relative value and condition. Further details are provided in Table 1 and Table 2, below.

Table 1 – Townscape Value Classification

<table>
<thead>
<tr>
<th>Value Rating</th>
<th>Geographical Scale of Importance</th>
<th>Classification Criteria</th>
<th>Typical Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest</td>
<td>International; or National</td>
<td>Townscape with the highest level of importance with highly valued, rare or unusual features. Irreplaceable or very limited potential for substitution.</td>
<td>Word Heritage Site, Scheduled Ancient Monument, nationally important site or features.</td>
</tr>
<tr>
<td>High</td>
<td>National; Regional; or District</td>
<td>Townscape element therein of distinctive value, rich cultural associations and a recognised high level of importance. Limited potential for substitution.</td>
<td>Archaeological Important Areas, Scheduled Ancient Monuments, Listed Buildings, Conservation Areas, Tree Preservation Order</td>
</tr>
</tbody>
</table>
and sites of national, regional or county importance recorded on the Scheduled Monuments Register (SMR) or National Monuments Register (NMR).

Medium Regional; District; or Local
Locally distinctive townscape or element therein of moderately valued characteristics, or moderately valued components. Some potential for substitution. Usually undesignated but value expressed through historical or cultural associations or through demonstrable use.

Low District; or Local
Townscape or element therein similar to many other areas with little remaining indication of local distinctiveness. Low importance and rarity and potential for improvements/substitution. Remnant townscape features may remain but are degraded or out of context. Potential for enhancement.

Lowest Local
Townscape or element therein of very low importance, which may include damaged or derelict townscape. Would benefit from improvements/substitution. Areas identified for recovery, often vandalised and rarely used by the community.

Table 2 – Townscape Condition Classification

<table>
<thead>
<tr>
<th>Condition</th>
<th>Classification Criteria</th>
</tr>
</thead>
</table>
| Exceptional| • Very attractive townscape with a unique sense of place.  
• Distinctive urban structure, characteristic patterns, balanced combination of built form and open space.  
• Unified townscape with a diverse, stimulating streetscene and high level of human comfort.  
• Well maintained and appropriate management for land use.  
• Widespread use of high quality materials with attractive visual detail and distinctive features worthy of conservation.  
• No detractors. |
| High       | • Attractive townscape with a strong sense of place.  
• Strong urban structure, characteristic patterns, harmonious relationship between built form and open space.  
• Townscape promotes social interaction with high levels of activity and few conflicts between traffic and pedestrian movements.  
• Appropriate management between traffic and pedestrian movements.  
• Evident use of good quality locally characteristic materials and detailing. |
<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Good** | • Attractive townscape with a local sense of place.  
• Recognisable urban structure with characteristic patterns still evident.  
• Townscape supports social interaction, traffic and pedestrian movements co-exist with limited conflicts.  
• Scope to improve management for land use.  
• Some features worthy of conservation.  
• Some detracting features, retains essential characteristics. Potential for enhancement. |
| **Ordinary** | • Typical and unremarkable townscape where development is primarily functional.  
• Distinguishable urban structure but characteristic patterns possibly degraded by unsympathetic modern development.  
• Opportunities for social interaction limited to specific ‘community’ locations. Traffic circulation often controls pedestrian movement.  
• Scope to improve management for land use.  
• Little indication of local distinctiveness with widespread use of standard materials and detailing. Remnant distinctive features no longer in context.  
• Some detailing features. |
| **Poor** | • Monotonous and uniform townscape in poor condition or decline.  
• Lacking in urban structure, variety or clearly legible routes. Poor boundary definition and arbitrary ‘unowned’ space. Development is often unsympathetic in scale.  
• Few opportunities for social interaction, unwelcoming or even threatening. Transport infrastructure may inhibit or severely constrain pedestrian movement.  
• Lack of management has resulted in degradation. Derelict land requiring treatment.  
• Inappropriate use of material or use of material with a limited lifespan.  
• Frequent dominant detracting features. |

The effect of a development upon townscape can include physical effects on the existing townscape character, and potential changes in character, condition and value of the affected townscape. The significance of townscape effects is assessed by taking account of the sensitivity of the receptor (the ability of the townscape to accommodate change) together with the nature, scale and/or magnitude and duration of the change.

Factors taken into account include:
• Changes to the visual appearance of the development area (proportion, scale enclosure, texture, colour, views);  
• Changes to the character of the Site, including the physical structure of the buildings and development patterns;  
• Perceived changes to the surrounding buildings, street scenes, routes or open space resulting from any changes to context and setting; and  
• The value of the townscape character to the public at a local, district, regional and national level.
Further details are provided in tables 3 and 4 below:

Table 3 – Townscape Sensitivity Classification

<table>
<thead>
<tr>
<th>Value Rating</th>
<th>Condition Range</th>
<th>Sensitivity Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest</td>
<td>Exceptional</td>
<td>Usually high</td>
</tr>
<tr>
<td>High</td>
<td>High</td>
<td>Usually medium to high</td>
</tr>
<tr>
<td>Medium</td>
<td>Good</td>
<td>Usually medium</td>
</tr>
<tr>
<td>Low</td>
<td>Ordinary</td>
<td>Usually medium to low</td>
</tr>
<tr>
<td>Lowest</td>
<td>Poor</td>
<td>Usually low</td>
</tr>
</tbody>
</table>

Table 4 – Townscape Magnitude of Change Classification

<table>
<thead>
<tr>
<th>Magnitude</th>
<th>Typical Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Total loss or major alteration to key elements/features/characteristics of the existing townscape; and/or introduction of elements considered to be totally uncharacteristic when set within the attributes of the receiving townscape.</td>
</tr>
<tr>
<td>Moderate</td>
<td>Partial loss or alteration to one or more key elements/features/characteristics of the existing townscape; and/or the introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape.</td>
</tr>
<tr>
<td>Low</td>
<td>Minor loss or alteration to one or more key elements/features/characteristics of the existing townscape; and/or the introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape.</td>
</tr>
<tr>
<td>Insignificant</td>
<td>Very minor loss of alteration to one or more elements/features/characteristics of the existing townscape; and/or introduction of elements that are not uncharacteristic within the surrounding townscape.</td>
</tr>
</tbody>
</table>

Significance Criteria for Townscape Assessment

In accordance with the above, the significance of the townscape effect is assessed for each TCA identified within the study area as follows:

- **High Beneficial**: The Development would fit very well with the scale, landform and pattern of the townscape and bring substantial enhancements to the townscape;
- **Moderate Beneficial**: The Development would fit well with the scale, landform and pattern of the townscape and maintain and/or enhance the existing townscape character;
- **Minor Beneficial**: The Development would complement the scale, landform and pattern of the townscape, whilst maintaining the existing character;
- **Neutral**: The Development would cause a change in the townscape but this does not harm or bring significant benefits to the townscape;
- **Negligible**: The Development would cause very limited change in the townscape and creates no significant effects;
- **Minor Adverse**: The Development would cause minor permanent and/or temporary loss or alteration to one or more key elements or features of the townscape, including the introduction of elements that may not be uncharacteristic of the surrounding townscape;
- **Moderate Adverse**: The Development would cause substantial permanent loss or alteration to one or more key elements of the townscape, including the introduction of elements that are prominent, but may not be substantially uncharacteristic with the surrounding townscape;
- **Substantial Adverse**: The Development would irrevocably damage, degrade or badly diminish townscape character features, elements and their setting.
2.3 METHODOLOGY FOR ASSESSMENT OF VISUAL IMPACTS

The first stage in the process of assessing the visual effects in relation to a particular development is normally to establish the area from which the proposal is likely to be visible. This is usually established through a combination of fieldwork and desktop surveys to establish the potential ‘Zone of Visual Influence’ (ZVI) or ‘Visual Envelope’ (VE). However in a town centre, it is extremely difficult to accurately establish the ZVI on these methods alone. This is due to the complexity of the urban environment consisting of a range of building types and massing together with wide topographic variations and varying vegetation cover.

Therefore through analysis of topography, and existing vegetation and development, the potential visibility of the Development is estimated and then checked on site. Following verification on site, viewpoints that both characterise views of the Development and those which are of particular importance in terms of importance or sensitivity are selected.

The visual assessment has therefore been based on the selected representative viewpoints against which the effects of the Development have been assessed.

Each viewpoint has been evaluated for visual sensitivity and the magnitude of change brought about by the Development. The significance of the resulting effect is determined according to:

- Proximity of the Site and level of visual effect likely to result from the development;
- Number of visual receptors likely to be affected;
- Scale of the Development in relation to the overall context of the view; and
- Quality of the existing view and the degree to which this would change.

Further details are provided in Table 5 below:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Sensitivity</th>
<th>Magnitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Public views from protected landscapes and townscapes such as World Heritage Sites, National parks, AONB’s Conservation Areas. Views from residences. Recognised strategic views. Views from public footways and areas of passive recreation.</td>
<td>Development becomes dominant/significant feature in the view.</td>
</tr>
<tr>
<td>Medium</td>
<td>Views from active recreational areas. Views from public transport interchanges.</td>
<td>Development forms a recognisable new element in the view.</td>
</tr>
<tr>
<td>Low</td>
<td>Views from places of work and from vehicle routes such as roads and railways.</td>
<td>Development is only a minor component of the view.</td>
</tr>
<tr>
<td>Negligible</td>
<td>Area without public or private views.</td>
<td>Only a small part of the development is discernable, having little effect on the view.</td>
</tr>
</tbody>
</table>

Significant Criteria for Visual Effects
The significance of the visual effect resulting from the Development has been derived through the consideration of the sensitivity of change to the view, together with the magnitude of change to the view.

The sensitivity of the receptor relates to the amenity value of the view. As such, views from public paths or footpaths and residences where the view is key to its quality, are considered more sensitive than transient views from roads or views from workplaces, schools or retail areas where the view is not likely to be key to the quality of the activity. Account is also taken to the degree to which attention is likely to be focused on the view and the number of people affected.

The magnitude of change to the view has been determined by the following:

- The extent of the view that would be occupied by the Development (e.g. glimpsed, partial or full);
- The proportion of the Development that would be visible from viewpoints (e.g. all of the Development or part of the Development);
- The distance of the viewpoint from the Development;
- Whether the view would focus on the Development. For example, where a building would effectively create a landmark or the view is directed towards a building by the townscape framework, or the Development forms one element in a panoramic view; and
- Whether the Development contrasts by form or character with its surroundings and/or whether the Development appears as an extension or addition to the view’s original context.

The latter point can depend on how far away the receptor is from the Development and/or if the view is obscured and/or on the angle of view from the receptor to the Site. The classification of visual sensitivity and magnitude of change is set out in Table 5.

In accordance with the above, the following eight-point contextual scale has been used to define the significance of identified effects:

- **Substantial Beneficial**: Development would cause a substantial improvement in the existing view;
- **Moderate Beneficial**: Development would cause a noticeable improvement in the existing view;
- **Minor Beneficial**: Development would cause a barely perceptible improvement in the existing view;
- **Neutral**: The Development would cause a change in views but this does not harm or bring significant benefits to the views;
- **Negligible**: No discernable deterioration or improvement in the existing view;
- **Minor Adverse**: Development would cause a barely perceptible deterioration in the existing view; or
- **Moderate Adverse**: Development would cause a noticeable deterioration in the existing view;
- **Substantial Adverse**: Development would cause a substantial deterioration in the existing view.
CHAPTER 3: THE PROPOSED DEVELOPMENT

3.1 INTRODUCTION

The application promotes a mixed use development of high architectural quality on land at 20-30 Blyth Road, Hayes, Middlesex.

3.2 THE APPLICATION SITE

The application site is located to the south of Hayes Town Centre and was, until recently, occupied by an industrial unit (c.1 400m2), a series of small out-buildings and an area of hard standing used for car parking. Station Road lies to the east, elevated above the site with access to Hayes and Harlington station via a subway underpass also to the east, a mix of large light industrial units to the west of the site and terraces of 2 storey Victorian houses to the north. A 10 storey office building also sits to the north of the site.

The site is bounded on its southern edge by the Great Western Main Line railway tracks; located to the east are the Hayes and Harlington’s Station former Goods Yard site (currently under construction) providing a mixed use development, and the Hayes and Harlington Station, both accessible from the site via a direct pedestrian subway.

Existing Development

The warehouse which formally occupied the site has been demolished and the site is now clear.

Open Land

The boundary to the elevated Station Road is naturally vegetated, as is the embankment and land between the site and railway to the south.

3.3 APPLICATION PROPOSALS

The full planning application proposals incorporate the following:

- 146 residential units
- Central landscaped podium
- Private residential spaces
- Public realm improvements, including new public space and lawn area
- Car Parking
- Street tree planting on Blyth Road
CHAPTER 4: ANALYSIS OF EXISTING TOWNSCAPE CHARACTER

4.1 INTRODUCTION

Landscape & Townscape character is influenced by many factors. These include the scale of the buildings in relation to streets and open spaces, consistency in form, the physical condition of buildings and the landscape, the extent to which buildings create active frontages, street planting and legibility.

As discussed, the application site is situated south of Hayes Town Centre in the London Borough of Hillingdon.

The study area for assessing landscape & townscape character was established during the early process of collecting and analysing data taken from fieldwork and desk top studies.

The wider study area stretches to a maximum of one kilometre from the boundary of the application site, from Coldharbour Lane in the north to North Hyde Road in the south, and from the edge of Lake Farm Country Park in the west to the Parkway in the east.

Within this study area, there are a range of landscape types and elements including built form, transport links, parks and open spaces, individual buildings and natural features.

The urban context of the application site and the regional topography is illustrated in Figure 1.

Hayes is located within the Crane Valley, an urbanised area on the western outskirts of the Greater London conurbation. The town developed around the village of Botwell, which was located adjacent to Hayes railway station at the junction of the Grand Union Canal and the mainline railway into London. The site has therefore been clearly defined since the late 19th Century and now forms part of Hayes town centre.

The railway line provides a significant east west route within the structure of the town and forms a link with London and towns to the west in the Thames Valley and beyond.

Although the town retains a recognisable urban centre, its suburbs have spread to join the almost continuous ribbon of built development along the M4 corridor joining with Hillingdon, and Uxbridge.

The development site and wider study area is located within the wide valley of the River Crane. The landform gently rises from the south-east to the north-west, with a gradual gradient rising from 25 metres in Cranford to a high point of 55 metres around the centre of Hillingdon, a distance of approximately 6km.

The flat valley floor forms the flood plain of the River Crane, which flows from north to south originating from the Yeading Brook, east of the development site.

The entire site sits equidistant between the 30 and 35 metre contour line, with a gradient of approx. 1:350 and as such, topography is not a notable component of the town centre

The townscape context and base line conditions are assessed in relation to the following components of the existing landscape;

- Significant vegetation
- Urban grain.
- Land Use
- Building height and scale

Each individual component of the surrounding context is analysed below.

4.2 SIGNIFICANT VEGETATION

Existing vegetation is identified and assessed at two levels - the contribution which the overall pattern of vegetation makes to the study area and the specific vegetation which may be physically affected by the development.
Overall Pattern of Vegetation

**Figure 2** illustrates the overall pattern of vegetation within the wider study area. This has been mapped using aerial photography with supporting fieldwork.

The key characteristics of existing vegetation within the study area are summarised as follows:

- Natural regenerative vegetation alongside the Grand Union Canal creates an important ‘green’ link identified within ‘Green Chains’ described in (Hillingdon UDP) and supported by the Mayor of London’s Biodiversity Strategy.
- The substantial green corridor east west and associated woodland stands along the line of Yeading Brook and subsequently the River Crane, which traverses north to south across the wider study area just east of the town centre.
- The playing fields and golf course to the south-east of the town centre make up a large area of open space connecting into the green corridor of the Yeading Brook and River Crane.
- The large open space of Lake Farm Country Park located on higher ground to the north-west of the town centre.
- The ‘green spine’ created by large tree planting along Central Avenue, helping define the unique character of the area (as per ‘Area of Special Local Character’ annotated in the Hillingdon UDP).
- Isolated pockets of public/private open space located within core of the study area.

Vegetation Within the Development Site

Vegetation is confined to the railway embankment to the south of the site and to the Station Road boundary to the east. The embankment contains a mix of shrubs and small trees which are predominantly ‘pioneer species’. This creates a buffer between the site and the railway despite being somewhat scrappy in appearance. The Station Road boundary contains some self-set vegetation, including 3 trees

Additionally, along Station Road there is very limited street tree planting.

4.3 URBAN GRAIN

Urban grain is used in the assessment as a shorthand term for the pattern or structure of buildings and open space and can illustrate:

The **legibility** of an area i.e. how easy is a place to understand and move through

**Scale** of built form in relation to open space

**Coherent identity** i.e. consistency of building frontage and continuity of architectural character

In the assessment, the urban grain is illustrated by the ‘**Figure Ground**’ drawing (**Figure 3**). In this, buildings are represented by a solid black tone with roads, car parks and gardens left as white surface.

The figure ground drawing has been modified to include a graphic representation of major open spaces, the Grand Union Canal and railway line, as other significant elements within the structure of the town.

The urban grain diagram illustrates the following characteristics:

- Dense urban core clustered around the semi-pedestrianised High Street, Station Road and Botwell Lane.
- Continuous built edge to the street along Coldharbour Lane from the town centre.
• A significant ‘corridor’ of large scale, fragmentally massed industrial and commercial units locating along the length of both the railway and the Grand Union Canal.

• A larger proportion of large industrial buildings to the east of the A312.

• Linear green open space orientated north south of the following the line of Yeading Brook.

• Generally clear, legible structure to the pattern of residential streets located on the periphery of the town centre.

• Substantial area of green space located to the north-west of the town centre in Lake Farm Country Park.

• Small number of green spaces with the residential areas

• Comprehensive new development on the site of Hayes former Goods Yard comprising of residential accommodation, hotel, apart-hotel, retail units, ‘life-box’ gym and health club

4.4 LAND USE

The distribution of land uses within the town centre is illustrated on Figure 4.

The key characteristics of study area land uses are summarised below:

• A central, linear retail core focussed along the high street section of Station Road and continuing northwards along Coldharbour Lane.

• An almost continuous ribbon of industrial uses mainly focussed along both the Grand Union Canal and railway.

• Occasional retail use within residential areas.

• Small pockets of housing within predominately industrial areas,

• Continuous areas of residential development adjacent to the town centre and industrial areas

• Pockets of open space not clearly linked to a wider context of public open spaces.

• Cluster of public and civic buildings just north-west of the town centre.

4.5 BUILDING SCALE AND HEIGHT

Building height is an important component in determining the scale of the streets and spaces. In addition, a range of building heights provide variety and can create distinct visual landmarks, giving urban areas their particular points of reference. An indication of building heights within the study area is illustrated on Figure 5.

Building heights have generally been determined through fieldwork, where the number of storeys has been recorded, together with a study of aerial photography.

Key characteristics of building heights are summarised as follows:

• The town centre core is predominately composed of three to four storey buildings which form the frontage High Street, with three storey buildings continuing along Coldharbour Lane.

• Industrial buildings along the railway and Grand Union Canal are predominately two storey buildings, but are punctuated by several taller, isolated buildings of between three and six storeys.

• The smaller industrial and commercial buildings to the south-west of the town have a consistent height of four storeys.
• Residential areas are predominately two storey buildings.

• There is a small cluster of tall buildings (See Fig 5) located very close to the station in proximity to the development site, as follows;

A. YMCA building - 11 storeys
B. Avis building - 10 storeys
C. Skeffington Court -10/11 storeys (approx)
D. Former Hayes and Harlington Station Goods Yard development site – 9 storeys (under construction)
E. Silverdale Road - 15 storeys
F. Nestle Factory, Nestle Avenue – approx 9 storeys and taller industrial chimneys

4.6 IDENTIFICATION OF CHARACTER AREAS

In order to provide a detailed, focused description of the surrounding landscape resource suitable for consideration of both landscape and visual impacts, the study area is divided and classified into ‘Character Areas’.

The Character Areas are identified in Figure 7. Representative photographs of each area are presented in Figures 7.1 to 7.3.

The condition and value of each character area has been assessed against the townscape criteria set out in the chapter 2, section 2.2 and the relevant values are set out at the end of each character area description.

Four types of character area were defined:

• Town Centre
• Industrial
• Residential
• Canal

The key features and characteristics of each of the Character Areas are outlined below;

TOWN CENTRE AREAS (A1-A4)

In general, town centre areas occupy the identifiable core of the town and a characterised by a strong retail spine and conglomeration of major civic buildings and public amenities.

Character Area A1: High Street

This area includes the High Street and a section of Botwell Lane. The reduced vehicular flow due to the shared surface and the controlled, reasonably well ordered streetscape allow clearer vistas along the street and open views of building facades of average quality. Street parking, which tends to dominate the views at eye level is, however, limited and takes the form of 45 degree angle bays with bollards to prevent over-run of pavement zones. The public realm has recently been refurbished to a good standard.

- **Townscape Value:** Low
- **Townscape Condition:** Ordinary
- **Townscape Sensitivity:** Medium

Character Area A2: Station Rd – Canal to railway line

This area includes the steeply inclining section of Station Road leading up to the bridge over the railway lines and also the forecourt to the railway station. In addition, to the main thoroughfare of Station Road there is also the smaller Station Approach which leads to the old station entrance and the underground pedestrian subway. The old station building is of some architectural quality with good potential for improvement. However the disparate and disconnected arrangement of building heights, scale, inactive frontages, blank facades and vacant sites in this character are contribute to a poor quality streetscape.
Character Area A3: Public Facilities

To the west of the retail spine lies a group of public buildings of townscape and architectural merit, including a school and a church. Set back from the road edge, these buildings provide a welcome reprise from the strongly defined and linear character of the High Street, and act as a buffer between the retail core and residential properties to the West.

- **Townscape Value:** Medium
- **Townscape Condition:** Good
- **Townscape Sensitivity:** Medium

Character Area A4: Leisure facilities/Botwell Green

The cluster of park and leisure facilities in this area, include the bowling green, the new leisure centre that contains a swimming pool and a number of indoor and outdoor games facilities, and informal game areas. The location provides a destination away from the High Street with mature trees and a distinct green character that contrasts with the immediate surrounding area. The trees along Central Avenue are particularly fine.

- **Townscape Value:** Medium
- **Townscape Condition:** Good
- **Townscape Sensitivity:** Medium

INDUSTRIAL AREAS (B1-B4)

In general, industrial areas occupy the identifiable corridor of large scale buildings focussed along the line of the railway and Grand Union Canal.

Character Area B1: Silverdale Road

This area is typical of a light industrial area made up of small to medium sized industrial units most of which face inwards creating a series of inactive frontages and blank facades to the south-side of Silverdale Road. The buildings are fragmented and many have large floor plates which are out of scale with an area in close proximity to the town centre. To the north of Silverdale Road lie several residential streets but all properties face the roads which run perpendicular therefore creating further inactive frontages.

- **Townscape Value:** Low
- **Townscape Condition:** Poor
- **Townscape Sensitivity:** Low

Character Area B2: Light Industrial/Commercial Units along North Hyde Gardens

This area includes the recent development of light industrial and commercial units on a triangular site which is separated from the rest of the town by the canal and the railway line. The quality of the units is good, however, many are set back well away from the highway and given their isolated location the quality of the townscape is generally poor.

- **Townscape Value:** Low
- **Townscape Condition:** Ordinary
- **Townscape Sensitivity:** Low

Character Area B3: Industrial/Commercial Units along Nestlé’s Avenue – North

This area’s unique character is generated by the location of the Nestlé production factory and the grounds within which it is set. The high volume of tree planting in the landscape grounds of the factory and the set back of the main buildings create a distinct ‘parkland’ character, uncharacteristic of an industrial area. The two storey residential properties on the south side of Nestlé’s Avenue form...
the southern boundary of the adjacent character area (C5) which is visually dominated by the large factory units, the height and scale of which dominate views from the north and east.

- **Townscape Value:** Low
- **Townscape Condition:** Ordinary
- **Townscape Sensitivity:** Medium

**Character Area B4: Light Industrial Units along Clayton Road and Blyth Road (comprising the site)**

This area includes the large/medium factory units along the south side of Blyth Road and the small manufacturing units close to Station Road. The buildings that occupied the application site have been cleared. Station Road rises above the area up to 3 metres, with a retaining wall providing the edge to the application site, thus the entire area can be viewed from an elevated position on Station Road. The industrial units are very different in character from the small scale Victorian terraces to the North of Blyth Road (See Character Area C6 – Blyth Road Residential)

- **Townscape Value:** Low
- **Townscape Condition:** Poor
- **Townscape Sensitivity:** Low

**RESIDENTIAL AREAS (C1-C7)**

In general, residential areas occupy readily identifiable quarters of the town centre with clear boundaries. There are exceptions to this pattern where residential properties remain within streets in close proximity to the retail core and where there are flats above shops.

The density, layout and building forms are relatively homogenous within these areas, reflecting different periods in which the town has developed. These distinct areas of character are described below:

**Character Area C1: Mid-rise blocks between Crown Close, Austin Road and Silverdale Road**

This area includes a small area of medium to high density housing sited in a linear block between two streets in close proximity to the town centre which was built within the last 30 years. In addition to some mid-rise blocks there is also the tall residential tower, Skeffington Court (approx 10-11 storeys). In the main, the residential units are at 1st to 3rd Floor level with varying building heights, with elevated walkways and no active frontage onto the street. This, in combination with the on-street parking and blank facades creates a poor quality streetscape

- **Townscape Value:** Low
- **Townscape Condition:** Ordinary
- **Townscape Sensitivity:** Medium

**Character Area C2: Little Road and Chalfort Road**

This area includes a small zone of post-war, large semi-detached housing on a busy residential street located between the town centre and neighbouring light industrial/commercial areas. The street is characterised by having continuous on-street parking and the houses have very small front gardens. The buildings display a typical double bay window form that is repeated along the entire length of the street.

- **Townscape Value:** Low
- **Townscape Condition:** Ordinary
- **Townscape Sensitivity:** Medium

**Character Area C3: Nield Road to Golden Crescent**

This area includes a mix of large predominately 1930’s and some post-war semi-detached and detached houses, with sporadic infill of civic buildings due to its proximity to the town centre. The buildings display a typical tile-hung window bay detail that is common throughout. The street is characterised by some on-street parking and driveways with medium size front gardens and wide pavements.

- **Townscape Value:** Low
• **Townscape Condition:** Ordinary  
• **Townscape Sensitivity:** Medium

**Character Area C4: Keith Road and Albert Road**

This area is located between the railway line and the Westlands Estate, east of Station Road, consisting of mainly 1930’s semi-detached and detached housing with some isolated post-war infill development. The street is wide with on-street parking, however, many of the houses have small driveways. On plot parking, unkempt gardens and unrepairsed highway detracts from the townscape quality of this area.

• **Townscape Value:** Low  
• **Townscape Condition:** Ordinary  
• **Townscape Sensitivity:** Medium

**Character Area C5: Nestle Avenue – South (and surrounding roads)**

This area is located south of the Nestle factory and is strongly characterised by the punctuation of retail and office uses along North Hyde Road, typical of a secondary shopping area away from the town centre. The houses in the area are typically semi-detached with medium size front gardens and off-street parking. The highway is wider and busier than other typical suburban streets in the vicinity.

• **Townscape Value:** Low  
• **Townscape Condition:** Ordinary  
• **Townscape Sensitivity:** Medium

**Character Area C6: Blyth Road – Residential**

The north of Blyth Road is dominated by 19th Century two storey, terraced houses within a predominantly light-industrial area (Character Area B4). Parking (parallel and 90 degree) is limited to on-street, with the houses having very narrow front gardens. A combination of the residential active frontages with industrial inactive frontages and blank facades contribute to a poor quality streetscape. The application site is located opposite the extreme south-eastern edge of Blyth Road and has been cleared prior to development, but retains its strong visual relationship with the residential terraces.

• **Townscape Value:** Low  
• **Townscape Condition:** Ordinary  
• **Townscape Sensitivity:** Medium

**Character Area C7: Former Station Canal side residential development (under construction)**

This area includes the former Hayes and Harlington Station Goods Yard development site, located at the rear of the railway station between the canal and the railway line. Currently under construction, this is a comprehensive mixed-use development comprising 576 residential units, a hotel, an apart-hotel and retail units. The development dominates the wider area in terms of scale and massing. However, it includes associated public realm improvements, improvements to the canal corridor, and provides improved access to the canal and a new public square. The development also provides a strong urban frontage along the canal (Character Area D2)

• **Townscape Value:** Low  
• **Townscape Condition:** Ordinary  
• **Townscape Sensitivity:** Medium

**CANAL CORRIDOR AREAS (D1-D2)**

**Character Area D1: Canal west of Railway Bridge**

This area is defined by the extent of the canal banks which create a unique character set below the level of the rest of the town. The canal is flanked on both sides by dense vegetation, mainly of pioneer scrub species creating a strong sense of enclosure when walking along the tow-path. The sunken nature of the canal and the buffer of the planting greatly reduce the level of noise, creating calm, peaceful linear space.

• **Townscape Value:** Low
Character Area D2: Canal east of Railway Bridge

This area is much the same as the area east of the railway bridge (D1) with regard to the reduction in noise and peaceful nature however, the strong character created by the vegetation on both sides of the canal has been interrupted by the built mass of the Nestle factory which was built up to the canal edge. This drastically reduces the visual amenity of this linear space and negatively impacts the typically rural character of the canalside. In addition, the new mixed-use development south of the canal on the site of the former Hayes and Harlington Station Goods Yard creates a built edge, though not continuous, and the residential amenity space leading to the canal helps retain something of a peaceful character.
CHAPTER 5: LANDSCAPE & TOWNSCAPE IMPACT ASSESSMENT

5.1 INTRODUCTION

The effects of the proposed development on a range of townscape and landscape issues are assessed in this chapter. The significance of these effects is assessed as:

- Impact on the townscape of the site itself and its boundaries.
- Impact on site context.
- Impacts on the surrounding Character Areas

5.2 IMPACT ON THE SITE AND SITE BOUNDARIES

The quality of the existing landscape and townscape would be greatly enhanced, through the redevelopment of the former light industrial site, with the introduction of contemporary high quality architecture and a new public space.

Environmental improvements would be provided through the provision of new public realm along Blyth Road, reconnecting the area with Station Road and beyond through a new public space and potential improvements to the existing subway. These would use a palette of high quality materials and street furniture which would improve both the immediate and the wider area.

Moreover, the existing derelict edge to Blyth Road will be replaced by an active, animated frontage onto a new public plaza, acting as a link between existing and proposed development and providing a new pedestrian focus for the area.

Overall, the proposed development would have a Highly Beneficial impact on the landscape and character of the application site.

5.3 IMPACT ON SITE CONTEXT

The impact on the existing urban grain, illustrated by Figure 3, would be small in scale given the proposed development’s scale of footprint and massing. Nevertheless, the proposed development would complete an established pattern of urban grain consistent with a town centre location abutting a rail track and an industrial area.

The impact on existing land use, illustrated on Figure 4 would be Neutral, therefore the proposed residential use is consistent with existing land uses in the area. In addition, the proposed development will improve permeability in the area resulting from the upgrading of the area adjacent to the subway between Blyth and Station Road. The proposed development will have negligible impact on the character of parks and open spaces as these are located within an urban environment with existing visible tall buildings.

Figure 5 illustrates existing building heights with the predominance of two to three storey buildings in the wider site context, however, tall buildings are characteristic of the immediate vicinity, which form a cluster along both sides of the railway to the east and west of the railway station. The proposed building is similar in height and scale to these existing tall buildings namely the YMCA, Avis, Skeffington Court and new mixed use development on the site of the former Hayes and Harlington Station goods Yard. The Site is relatively well contained visually and would sit within these surrounding tall buildings. The proposed development would therefore have a Neutral Impact on the character defined by existing building height.

Proposals to provide new public open space and communal gardens within the scheme would add substantial environment benefits to the urban environment of Hayes Town Centre. New public space will enhance amenity benefits to Blyth and Station Roads and the surrounding area, resulting in a Moderate Beneficial impact.

5.4 IMPACT ON CHARACTER AREAS

The townscape impacts on the Character Areas directly adjacent to the site are described in detail below.
The magnitude of change, townscape sensitivity and significance of the impact of the proposed development on the surrounding character areas is summarised below in Table 6:

<table>
<thead>
<tr>
<th>Character Area</th>
<th>Magnitude of Change</th>
<th>Sensitivity</th>
<th>Significance of Predicted Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 High Street</td>
<td>Low</td>
<td>Medium</td>
<td>Minor Beneficial</td>
</tr>
<tr>
<td>A2 Station Road</td>
<td>High</td>
<td>Low</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>A3 Public Facilities</td>
<td>Low</td>
<td>Low</td>
<td>Neutral</td>
</tr>
<tr>
<td>A4 Leisure Facilities/Botwell Green</td>
<td>Low</td>
<td>Low</td>
<td>Neutral</td>
</tr>
<tr>
<td>B1 Silverdale Road</td>
<td>Low</td>
<td>Low</td>
<td>Negligible</td>
</tr>
<tr>
<td>B2 North Hyde Gardens</td>
<td>Low</td>
<td>Low</td>
<td>Negligible</td>
</tr>
<tr>
<td>B3 Nestle Avenue (North)</td>
<td>Low</td>
<td>Low</td>
<td>Negligible</td>
</tr>
<tr>
<td>B4 Blyth and Clayton Road Industrial (including application site)</td>
<td>High</td>
<td>Low</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>C1 Crown Close – Austin Road</td>
<td>Low</td>
<td>Low</td>
<td>Neutral</td>
</tr>
<tr>
<td>C2 Little Road, Chalfont Road</td>
<td>Low</td>
<td>Medium</td>
<td>Neutral</td>
</tr>
<tr>
<td>C3 Nield Road, Golden Crescent</td>
<td>Low</td>
<td>Medium</td>
<td>Neutral</td>
</tr>
<tr>
<td>C4 Keith Road, Albert Road</td>
<td>Low</td>
<td>Low</td>
<td>Negligible</td>
</tr>
<tr>
<td>C5 Nestle Avenue (South)</td>
<td>Low</td>
<td>Medium</td>
<td>Negligible</td>
</tr>
<tr>
<td>C6 Blyth Road - Residential</td>
<td>High</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>C7 Former Hayes and Harlington Station Goods Yard residential development (under construction)</td>
<td>Low</td>
<td>Low</td>
<td>Negligible</td>
</tr>
<tr>
<td>D1 Canal West of Station Road Bridge</td>
<td>Low</td>
<td>Medium</td>
<td>Negligible</td>
</tr>
<tr>
<td>D2 Canal East of Station Road Bridge</td>
<td>Low</td>
<td>Medium</td>
<td>Negligible</td>
</tr>
</tbody>
</table>

The townscape impacts on the Character Areas directly adjacent to the site are described below:

**Townscape Impacts on Character Area A1, A2**

The proposed development will border directly onto character area A2, providing an active built edge to Station Road with a new public space forming a positive pedestrian link between Blyth Road and the subway access to the station. In addition the development proposals include trees at street level and podium level gardens which, in combination, will create a soft frontage to Blyth Road. The creation of this public space will add much needed amenity space as well as enhancing the gateway to the town centre. The scale and massing of the application development will relate to that of the Former Hayes and Harlington Station Goods Yard development to the east of Station Road.

Predicted impacts are as follows:

- The scale of the proposed buildings and land use will be in keeping with the existing land use and character of built form along Station Road.
- The height of proposed building will be in keeping with the nearby cluster of existing tall buildings located to the north of the site in Character Area A1 and A2.
• The public realm on Station Road will be improved
• Public access will be improved through improvements to the subway
• Station Road will be better defined with a built frontage
• Provision of residential and commercial uses will help to create a dynamic, people-friendly environment
• Environmental improvements to boundaries will create a high quality landscape setting for the proposed development.

**Townscape Impacts on Character Area C7**

The proposed high-quality mixed-use residential character of the proposed development is in keeping with the substantial new development currently under construction on the site of the former Hayes and Harlington Station Goods Yard located opposite on Station Road. The two developments, which are physically and intrinsically linked owing to their close proximity, high quality design and provision of a similar mix of uses and amenity spaces, will enhance the overall character of the adjacent areas. In addition, the provision of an improved link between the two developments via the subway will improve permeability in the local area.

The predicted impacts are as follows:

• The scale of the proposed buildings and land use will be in keeping with the existing land use and character of built form along Station Road
• The height of proposed buildings will be in keeping with the nearby cluster of tall buildings across Station Road to the east of the site in Character Area C7
• The public realm on Station Road will be improved
• Public access and local permeability will be improved through improvements to the subway
• Station Road will be better defined with a built frontage
• Provision of residential and commercial uses will help to create a dynamic, people-friendly environment.

**Townscape Impacts on Character Areas C6, B4**

The proposed development lies in the south eastern corner of C6 and B4, C6 containing an area of Victorian terraced housing, in contrast to B4 which is occupied by predominantly light industrial units, thus providing a buffer between the light industrial character to the west and Station Road. The proposed development will greatly enhance the character of Blyth Road, providing public amenity space in the form of the new public square and transforming the derelict site into a high quality residential development, which is more in keeping with the residential terraces to its North.

Predicted Impacts are as follows:

• The scale of the proposed building and land use will reinforce the existing land use and character of built form along Blyth Road
• The gap in the building frontage will be filled and reinforced
• The public realm will be greatly improved through the introduction of a new public space and upgrading of the underpass

**Summary**

Townscape impacts on Character Areas A1 and A2 are 'moderate beneficial'. Landscape impacts on the remaining character areas are either neutral or negligible with the exception of Character Area C6 and B4 which has a moderate beneficial impact. This is due to their distance from the site and the low magnitude of change, impacts on landscape character would be largely insignificant.

Where impacts are apparent, these would be associated with the height and mass of the proposed building and how this relates to the particular qualities of each character area.

**CHAPTER 6: VISUAL IMPACT ASSESSMENT**

**6.1 INTRODUCTION**

The assessment methodology for the visual impact assessment and the selection of Viewpoints is described in detail in the chapter 2, section 2.3 and the impact assessment is presented below.
Viewpoints 2 to 14 are the Key Viewpoint. Each view is described and illustrated in the existing and proposed context (Figures 8.2 to 8.14).

The proposed view is a photomontage showing the extent of the proposed buildings that what would be visible (where relevant).

The location of all Viewpoints is identified on Figure 8 and the assessment conclusions for all key viewpoints are tabulated at the end of this chapter in Table 7.

6.2 IMPACTS ON LONG DISTANCE VIEW FIGURE 8.1

Viewpoint 1 from Lake Farm Country Park looking south. The site will sit among the tall buildings seen on the horizon marking the centre of Hayes.

Summary of Impacts on Long Distance View
Given the parameters set out in section 2.3, there will be negligible impacts on long distance view from Viewpoint 1.

6.3 IMPACTS ON KEY VIEWPOINTS

The Viewpoint is evaluated for visual sensitivity, degree of change and impact significance in line with the methodology.

Photomontage Viewpoint 2 (Figure 8.2)

View from Junction of Botwell Lane and East Avenue looking south

Existing View
Three to four storey buildings line the high street, with taller commercial and residential buildings situated within the town centre are visible beyond. The high rise buildings, the busy high street with small trees, car parking, street furniture and activity dominate the view.

Proposed View
The edge of the proposed building may only be partially visible providing a continuation of the high street buildings. Seen in context it relates to the existing tall commercial and residential buildings of the town centre.

Visual Receptor Sensitivity: Medium
Magnitude of Change: No Change
Significance of Impact: Neutral

Photomontage Viewpoint 3 (Figure 8.3)

View from Station Road Bus Stop adjacent to The Old Crown looking South.

Existing View
This view is located on Station Road, a busy shopping street. Low level commercial units bound the view to the left and right, these give way to taller built form further south along the road. To the left is a recent residential unit of 10 storeys and to the right a post war office development of approximately 11 storeys. The slight rise in the roadway at this location indicates the bridging of the Grand Union Canal, the trees central to the view are located on its banks.

Proposed View
The proposed development is screened in this view by the existing AVIS building on the right. Existing trees on the sites southern boundary will remain.

Visual Receptor Sensitivity: Medium
Magnitude of Change: No Change
Significance of Impact: Neutral
Photomontage Viewpoint 4 (Figure 8.4)

View from junction of Clayton Road and Blyth Road looking South.

Existing View

The site can be seen central to the view and is indicated by the blue hoarding located along its boundary. The existing vegetation on the south west edge of the site can be seen above the hoarding softening the central view. Small commercial units bound Blyth Road to the left of the view whilst the rear of residential dwellings can be seen to the right. Street furniture in the form of signpost, lamp post and telegraph poles provide some street clutter to the left.

Proposed View

The proposed development creates an end to the street and offers a completed streetscape at ground level. However the main building block contrasts significantly in height and form to the residential buildings on Blyth Road and restricts the existing openness of the street. Tree planting along the street and upon the roof terrace softens the appearance of the building.

Visual Receptor Sensitivity: Medium
Magnitude of Change: High
Significance of Impact: Moderate Adverse

Photomontage Viewpoint 5 (Figure 8.5)

View from rooftop of existing building on Station Road looking south west

Existing View

The elevated position of this location allows for an interrupted view of the site and gives expansive views south west out across Harlington and beyond to Heathrow. The light industrial units along Blyth road can be seen stretching out beyond the site to the right of the view. These units contrast in scale to the residential strip located the south of the railway line centre left of the view. Beyond this the large unit of the Westland Estate can be seen. The station, road and associated buildings make up the foreground.

Proposed View

The proposed building will be seen in the context of Blyth Road and surrounding built form when viewed from the residences. Its position reinforces the built urban form of the town centre, and provides a gateway to the more dense urban fabric of the town centre to the right. Although partially restricting the views to the west the building does not completely block all expansive views. The development creates a distinct edge to Blyth Road to the centre right of the view. The developments position, set back from Station Road, creates a more open and inviting public realm at street level.

Visual Receptor Sensitivity: Medium
Magnitude of Change: High
Significance of Impact: Moderate Beneficial

Photomontage Viewpoint 6 (Figure 8.6)

View south east from industrial units on Blyth Road

Existing View

View from Blyth road where the residential dwellings give way to light industrial units and works. The residential homes can be seen central to the view with the typical brick and corrugated units seen to the right of the view and to the left foreground. The position of Blyth road directs views up the street to the industrial units which bound the western edge of the site. The tall block of the Nestlé factory can be seen punctuating above the rooftop of the railway station directly above the site.

Proposed View
The built form of the proposed development blocks views to the station and Nestle building. The scale of building Block B provides a transition between the low level industrial units and residences on Blyth Road and Block C. Even with this transition, Block C contrasts with the current scale of the built form at this view location and reduces the open character of the street.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** Medium  
**Significance of Impact:** Moderate Adverse

**Photomontage Viewpoint 7 (Figure 8.7)**  
View from Blyth Road to South-east

**Existing View**  
Two storey Victorian terraces and low-rise, light-industrial units are visible in the middle foreground with taller commercial and residential buildings visible beyond.

**Proposed View**  
The proposed development lines the south side of Blyth Road and provides containment to the street. The proposed buildings will be seen in the context of existing tall buildings along Station Road, and will contribute to the transition in scale between the lower rise residential and industrial properties on Blyth Road and the larger scale of buildings along Station Road and beyond. The new space at the base of the development significantly enhances the appearance of Blyth Road.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** Medium  
**Significance of Impact:** Moderate Beneficial

**Photomontage Viewpoint 8 (Figure 8.8)**  
View from junction of Claredon Road and Blyth Road to South-east

**Existing View**  
The proposed development site is central to the view, its boundary clearly identifiable by the blue hoarding. The building associated with the Hayes and Harlington Station and a recent residential development on Station Road can be seen above the site to the centre left of the view. Existing trees along the site southern boundary are visible to the right of the view punctuating above the hoarding.

**Proposed View**  
The proposed development provides an improved public realm at street level with existing hoarding being replaced with a wide pavement and associated street trees. However the scale of the built form of Block C creates a dominant feature in the view as it punctuates above Block A blocking any long distance views.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** High  
**Significance of Impact:** Moderate Adverse

**Photomontage Viewpoint 9 (Figure 8.9)**  
View west from pedestrian walkway between Station Approach and Station Road

**Existing View**  
The gap between buildings on Station Road provides an elevated view out across the site and along Blyth Road. The view is dominated by the derelict land of the proposed development site. The residential properties along Blyth Road can be seen to the right and the centre of the view. These contrast significantly in scale and grain with the low level industrial units seen beyond the site.
Vegetation along the boundary of the railway line provides a sot edge to the left of the view. In the background the highrise works building on the Warnford Industrial Estate breaks the horizon line.

**Proposed View**

The proposed development is the main focal point in this view and blocks any views of the light industrial units beyond and some residential properties on Blyth Road. The Victorian residences on Blyth Road can be seen to the right of the view. The landscape setting of the development provides an attractive setting between road and built form and complements the streetscape.

**Photomontage Viewpoint 10 (Figure 8.10)**

View north west from Station Road bridge adjacent to Hayes and Harlington station.

**Existing View**

This location allows uninterrupted views out across the derelict proposed development site towards the existing residential properties on Blyth Road. The clearly identifiable Avis office block on Station Road can be seen to the right of the view, and has minimal articulation on its facade. Mature trees within Hayes town soften the horizon line as they punctuate above the roofscape.

**Proposed View**

Views towards Hayes town are screen by the proposed development with Block A providing a new focal point and ‘gateway’ building at this location. The quality of the façade treatment and the landscape setting will improve the view towards the town centre.

**Photomontage Viewpoint 11 (Figure 8.11)**

View from the junction of Station Road looking north

**Existing View**

The view looks towards the application site, with the Avis Building seen in the centre left of the view as Station Road rises over the railway line in the centre right of the view. The application site is in the left to centre left of the view, partially obscured by the existing vegetation and hoardings along the railway sidings.

**Proposed View**

The proposed building will be seen in the context of the completed Hayes and Harlington Station Goods Yard development when viewed from Station Road, reinforcing the built urban form of the town centre, and acting as a gateway to the more dense urban fabric of the town centre.

**Photomontage Viewpoint 12 (Figure 8.12)**

View from junction of Station Road and Hyde Road looking north-east

**Existing View**

Hayes town centre is visible in the view, with the application site visible in the centre left of the view, with the mixed use former Hayes and Harlington Station Goods Yard development visible centre right.
**Proposed View**
The proposed building acts as a landmark adjacent to the town centre when viewed from Station Road, providing a strong visual statement and reinforcing the built urban form of the town centre. Together with the former goods yard development to the east, it forms a cluster of tall buildings which act as a gateway to the town centre.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** Medium  
**Significance of Impact:** Moderate beneficial

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**Photomontage Viewpoint 13 (Figure 8.13)**

**Existing View**
The proposed development can be glimpsed through the trees within the Nestle Factory setting. This view would be experienced by workers, pedestrians, residents and road users.

**Proposed View**
The trees within the Nestle factory site screen much of the proposed development, allowing only for a partial, glimpsed view of the development. It provides a continuation of the built form in the context of existing and under construction buildings. The development would be more visible in winter months when tree canopies do not obscure views.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** Negligible  
**Significance of Impact:** Neutral

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**Photomontage Viewpoint 14 (Figure 8.14)**

**Existing View**
The foreground is dominated by the canal and with the scrub vegetation on the opposite bank is visible beyond. The new canal side development of the Hayes and Harlington Station Goods Yard development dominates the background, creating a built edge along the canal bank.

**Proposed View**
The proposed building can be only partially seen beyond and in the context of new canal side development. The building height provides a continuation of the built form at this location.

**Visual Receptor Sensitivity:** Medium  
**Magnitude of Change:** Negligible  
**Significance of Impact:** Minor Beneficial
Table 7 - Predicted Visual Impacts on Key Viewpoints (Summary)

<table>
<thead>
<tr>
<th>View</th>
<th>Direction</th>
<th>Receptors</th>
<th>Approx Distance From Site Boundary</th>
<th>Sensitivity</th>
<th>Magnitude of Change</th>
<th>Residual Visual Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>South East</td>
<td>Road users, shoppers, residents</td>
<td>450m</td>
<td>Medium</td>
<td>No Change</td>
<td>Neutral</td>
</tr>
<tr>
<td>3</td>
<td>South</td>
<td>Road users, shoppers, residents</td>
<td>200m</td>
<td>Medium</td>
<td>No Change</td>
<td>Neutral</td>
</tr>
<tr>
<td>4</td>
<td>South</td>
<td>Residents.</td>
<td>50m</td>
<td>Medium</td>
<td>High</td>
<td>Moderate Adverse</td>
</tr>
<tr>
<td>5</td>
<td>South West</td>
<td>Residents.</td>
<td>50m</td>
<td>Medium</td>
<td>High</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>6</td>
<td>East</td>
<td>Residents.</td>
<td>500m</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Adverse</td>
</tr>
<tr>
<td>7</td>
<td>East</td>
<td>Road users, pedestrians</td>
<td>250m</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>8</td>
<td>East</td>
<td>Residents.</td>
<td>50m</td>
<td>Medium</td>
<td>High</td>
<td>Moderate Adverse</td>
</tr>
<tr>
<td>9</td>
<td>West</td>
<td>Pedestrians, road users, cyclists</td>
<td>50m</td>
<td>Medium</td>
<td>High</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>10</td>
<td>West</td>
<td>Pedestrians, road users, cyclists</td>
<td>50m</td>
<td>Medium</td>
<td>High</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>11</td>
<td>West</td>
<td>Pedestrians, road users, cyclists</td>
<td>20m</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>12</td>
<td>South</td>
<td>Road users, shoppers, residents</td>
<td>450m</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>13</td>
<td>East</td>
<td>Residents.</td>
<td>50m</td>
<td>Medium</td>
<td>Negligible</td>
<td>Neutral</td>
</tr>
<tr>
<td>14</td>
<td>North East</td>
<td>Canal users, residents, pedestrians</td>
<td>300m</td>
<td>Medium</td>
<td>Negligible</td>
<td>Neutral</td>
</tr>
</tbody>
</table>
CHAPTER 7: MITIGATION

7.1 SUMMARY OF MITIGATION MEASURES

The proposed mixed use development has been designed to minimise townscape and visual impacts as far as practically possible, and to improve the quality of public realm and local accessibility. The main aspects of the design are as follows:

- The building has been designed to respond to and integrate with the surrounding urban context;
- The development is of a similar height to The YMCA (70-74 Station Road) the Avis building and mixed-use development on the former Hayes and Harlington Station goods Yard, which are both in close proximity to the development site and all relating to its established scale. Together these buildings will create a landmark which will act as a visual reference point and create a gateway to Hayes, reducing the dominance of the Nestle factory on the immediate context;
- The development will act as a modest landmark building, which is reflected in its high quality contemporary architecture;
- Articulated street frontages which have been designed to create an active, animated zone fronting Station Approach, the canal and railway line, despite Station Approach being at a higher level.

Reducing potential visual impact has been a key consideration. External landscaping has been designed to create a high quality public realm to improve the amenity of adjacent street frontages and to minimise potential adverse effects. Massing and façade treatment of the building will create an elegant form with materials that harmonise with the surroundings. Environmental improvements include a new public space on the Station Road and Blyth Road frontages and the upgrading of the existing subway.

RESIDUAL EFFECTS

The proposed development will have no significant adverse short, medium or long term residual impacts in relation to landscape and visual effects.

The proposed development will have some major and moderate beneficial effects;

- Environmental improvements to Station Road, Blyth Road and land between the development and the railway tracks, through replacement of existing poor quality landscaping and townscape with a more appropriate high quality public realm and addition of new public space.
- Enhancement to the visual quality of the views leaving and entering Hayes centre with the creation of a marker building. This will have a substantially beneficial effect in improving people’s perception of Hayes as an attractive and vibrant destination and as an improving area in the process of regeneration.
- Increase in public accessibility to landscape areas
- Increase in biodiversity of landscape
CHAPTER 8: CONCLUSION AND SUMMARY

8.1 CONCLUSIONS

In assessing the impacts of the proposed development on landscape, townscape and visual amenity the following conclusions can be made:

The proposed development will have a highly beneficial impact on the townscape character of the application site and on the urban grain and townscape quality of Hayes town centre. There will be a moderately beneficial impact on vegetation cover. With regards to existing land use and building heights, neutral impacts are predicted. Impacts predicted on the character and nature of parks and open spaces, conservation areas and listed buildings are negligible.

Landscape impacts on Character Areas A2 (Station Road) and on Blyth Road (C6 and B4) are moderately beneficial and on the High Street A1 are minor beneficial. Townscape impacts on the remaining character areas are either neutral or negligible. This is due to their distance from the site and the low magnitude of change, impacts on townscape character would be largely insignificant.

With regard to visual impacts, the proposed development will have a negligible impact on long distance views. As a general rule there will be a moderately beneficial impact on the views looking west from Station Road as the development improves the visual appearance of the site creating a continuation of the townscape and screening views of the light industry to the north west. However, close views looking towards the south east from the Blyth Road and Clayton Road residential areas tend to be of moderate adverse impact. This is due to the contrasting scale of the development in the context of the existing built form together with sense of enclosure created by the development where it blocks long views.

In conclusion, the proposed development will result in an overall beneficial impact on the character and visual quality of Hayes Town Centre with the creation of a landmark building. Improved permeability in the local area will be created by improved public access. Together this will have a substantially beneficial effect in improving people’s perception of Hayes as an attractive and vibrant destination and as an improving area in the process of regeneration.