

Hayes Park West

London Borough of Hillingdon

HERITAGE, TOWNSCAPE & VISUAL IMPACT ASSESSMENT | OCTOBER 2025

On behalf of Shall Do Hayes Development Ltd



i | Table of Contents

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

1 INTRODUCTION.....	1
Overview	2
Design Involvement & Pre-application Feedback.....	3
The Proposed Development	4
2 RELEVANT PLANNING POLICY, LEGISLATION & GUIDANCE	5
Policy Summary	6
Loca and National Guidance.....	7
3 HERITAGE BASELINE.....	8
Historic Development of Site.....	9
Gordon Bunshaft and Heinz.....	10
Identification of Heritage Assets.....	11
Assessment of Significance.....	12
4 TOWNSCAPE AND VISUAL BASELINE.....	14
Scope of Townscape Assessment.....	15
Townscape Character	16
Scope of Visual Assessment	17
Representative Viewpoints	18
Zone of Theoretical Visibility	19
5 HERITAGE ASSESSMENT.....	20
Heritage Assessment	21

6 TOWNSCAPE AND VISUAL ASSESSMENT.....	23
Townscape Assessment	24
Visual Assessment	25
7 CONCLUSION.....	26
Summary.....	27
APPENDIX 1 VERIFIED VIEWS.....	28
APPENDIX 2 METHODOLOGY.....	57
Heritage Assessment	58
Townscape & Visual Assessment.....	59
APPENDIX 3 VISUALISATION METHODOLOGY STATEMENT.....	61



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Section 1

Introduction.

Introduction

Overview

1.1 This Heritage, Townscape and Visual Impact Assessment ('HTVIA') has been prepared on behalf of Shall Do Hayes Development Ltd ('the Applicant') to support a full planning application at Hayes Park West ('the Site') within the London Borough of Hillingdon. It provides an assessment of the anticipated heritage, townscape and visual impacts of the proposed development.

1.2 This report will:

- Set out the relevant legislative and policy framework within which to understand the proposed development of the Site;
- Provide a proportionate and robust analysis of the Site and surrounding area's historic development;
- Assess the effects to the significance and setting of identified heritage assets resulting from the proposed development;
- Assess the effects to the townscape character of the Site and surroundings arising from the proposed development; and
- Undertake a visual assessment of the effects of the proposed development on visual receptors (people experiencing views and visual amenity) using a selection of key representative viewpoints.

1.3 The methodology used in this assessment is set out in **Appendix 2**. In line with the GLA's Practice Note on Heritage Assessment, the methodology for heritage assessment is completely separate from the methodology for townscape and visual impact assessment, both of which are compliant with respective industry best practice guidance.

1.4 The baseline was prepared using ongoing desk-based research and fieldwork undertaken in December 2024.

1.5 The report is produced by Iceni Projects. Specifically, it is authored by: Rebecca Davy BA(Hons) MSc IHBC - Senior Consultant, Built Heritage & Townscape; Rebecca Mason BA(Hons) MSc MA IHBC - Associate Director, Built Heritage & Townscape; and Laurie Handcock MA (Cantab) MSc IHBC MCIfA - Director, Built Heritage & Townscape.

The Site

1.6 The Site is located within Hayes Park, a former business park comprising several buildings set within a pastoral landscape. Hayes Park Central (HPC) and Hayes Park South (HPS) were constructed in 1965 as the administrative headquarters and research laboratories for the Heinz Corporation. Designed by the influential American architect Gordon Bunshaft of SOM, the two buildings were listed together at Grade II* in 1995 (List entry:1242724). Since their construction, they have been occupied by various tenants but are now both vacant. Hayes Park Central has been unoccupied since September 2020 and Hayes Park South since summer 2017. In 2024, permission was granted to convert these two buildings into residential use (ref: 12853/APP/2023/1492).

1.7 Hayes Park also includes Hayes Park North, the northernmost building on the site. This three-storey office building, constructed in the early 2000s, was also granted permission for conversion to residential use. It does not form part of the Grade II* listing.

1.8 The Site itself is located in the north-west corner of Hayes Park and is currently occupied by a two-storey car park, which historically provided the main parking for the business park. This structure is a later addition (the car park gained planning permission in the 1990s when HPN was added to the Site), and bears little stylistic relationship to the listed buildings, and is not included within the listing.



Figure 1.1 Site Location (approximate site boundary)

1 | Introduction

Design Involvement & Pre-application Feedback

1.9 Iceni Heritage & Townscape have supported the design development of this scheme since November 2024 and have been involved in previous applications at Hayes Park since 2021.

1.10 Having now gone through various design iterations and pre-application discussions for this Site with the LPA, Historic England, and the GLA, the scheme has developed in response as follows:

- Initial concerns over height and scale in the Green Belt led to reductions, with the scheme evolving from five storeys to four and remaining below 50m AOD to respect the setting of the listed buildings
- Early on the development adopted a U-shaped plan with a strong frontage and central garden, stepping forms to reduce visual impact, and rooftop terraces to improve daylight and amenity
- Inspired by the rectilinear rhythm of HPC and HPS the design introduced projecting frame columns, light concrete-toned finishes, sculptural column forms, and detailed balustrade treatments to balance heritage with contemporary character.
- The central courtyard was enhanced with play areas, podium greening, and tree planting, with later feedback leading to improvements in entrance design, public art opportunities, and better integration of parking, access, and amenity.

1.11 Responses to consultation are summarised in the adjacent Table 1.1.

Consultee	Comment	Response
Local Planning Authority	Over the course of five pre-app meetings, the LPA emphasised the need for a high-quality scheme that minimises harm to the setting of the Grade II* listed buildings, respects the parkland character, and delivers clear public benefits. Initial concerns related to height and massing within the Green Belt, the relationship of storey heights to the listed buildings, the architectural detailing of columns, joints, and balustrades, and the treatment of podium landscaping. Further clarity was also sought on parking, accessible homes, landscape maintenance, and how service elements would be integrated.	The proposals were progressively refined in response to feedback. The overall height was reduced to four storeys, stepping down to three. A U-shaped plan, stepped forms, and generous terraces reduced visual impact and improved daylight and amenity. Architectural details were developed through explorations of jointing, columns, and materiality, while balustrades were adjusted to address both privacy and heritage considerations. Landscape design was also strengthened with enhanced courtyard planting, play areas, podium greening, and improved entrances, alongside revised parking arrangements and clearer provision for accessibility.
Historic England	<i>"Historic England has no in-principle issues with this proposed development which would replace an unsightly car park that has had a negative impact on the setting of the listed buildings to the south. It is also clear that Studio Egret West have drawn upon the character of the listed buildings in the design of the proposed building, assisted by their previous experience. While further visual assessment will help inform our position, the initial testing suggests that any harm to the significance of the listed buildings through the further erosion of their pastoral setting would be low." (July 2025)</i>	Historic England also recommended the production of <i>"a landscape strategy that draws on the parkland character of Hayes Park which we hope would offer enhancements to the setting of the listed buildings"</i> . Please refer to the Design and Access Statement produced by Studio Egret West for further detail on the landscape strategy, the strategy has been informed by an assessment of the townscape / landscape character of the Site and its surroundings, as well as an assessment on the contribution of setting to significance of the listed buildings.
GLA	SEW and Iceni met with the GLA online in July 2025. Following the presentation, the GLA provided feedback on the proposals and confirmed their support for the development in principle. They raised two key points that they wanted to see addressed: dual aspect homes and affordable housing provision. Thus, there were no concerns in relation to heritage, townscape, or visual impacts.	There were no concerns raised in relation to heritage, townscape or visual impacts. Please refer to the Design and Access Statement produced by SEW for details on how the two key points were addressed.

Table 1.1: Consultation Responses

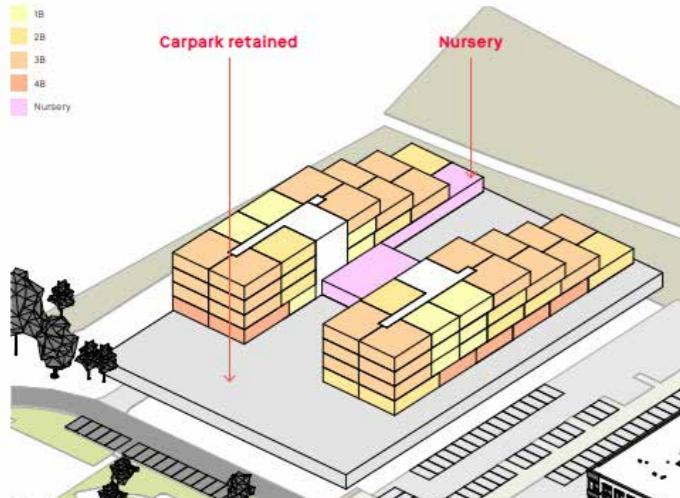


Figure 1.2 Design development (From left to right: Pre-App 1 in June 2024 to Pre-App 5 in September 2025)

The Proposed Development

1.12 In summary, this application is seeking to deliver the partial demolition of the existing multistorey car park and construction of new 4 storey residential development. This will include:

- 52 new homes (Class C3) comprising a mix of 1-bedroom and 3-bedroom homes.
- A high proportion of open space and amenity space across the site totalling 3599 sqm, including the provision private gardens, terraces and balconies, new play spaces, internal ancillary facilities, and extensive communal areas surrounding the building, including:
 - 49 sqm internal communal amenity;
 - 1733 sqm external communal amenity;
 - 1655 sqm private external amenity; and,
 - 161 sqm play space (doorstep play for children aged 0-4 years).

1.13 The proposed development will also seek to promote sustainable modes of transport and will provide the following:

- 107 cycle parking spaces; and,
- 52 vehicle parking spaces.

1.14 Overall, the proposed development seeks to sensitively build on the character and quality of Hayes Park with a residential-led scheme comprising 52 new homes, many of which are spacious family dwellings with generous private and shared amenity.

1.15 At its heart, the proposal introduces two new landscaped communal spaces: a podium garden that connects into the wider estate landscape, and a new central courtyard designed around play and social interaction.

1.16 Guided by a heritage-led design approach from the outset, the scheme aims to celebrate and enhance the setting of the Listed Buildings and surrounding open space. The result is a carefully considered development that contributes positively to the ongoing evolution of Hayes Park.



Figure 1.3 CGI of the Proposed Development

Section 2

Relevant Planning Policy, Legislation & Guidance.

2 | Relevant Planning Policy, Legislation & Guidance

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Heritage & Townscape Policy Summary

Legislation

2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment: the Planning (Listed Buildings and Conservation Areas Act) 1990 ('the Act').

Local Policy

2.2 The local Statutory Development Plan includes the following documents relevant to this report:

- LB Hillingdon Local Plan Part 1: Strategic Policies (adopted November 2012)
- LB Hillingdon Local Plan Part 2: (adopted January 2020).
- London Plan (2021)

2.3 Specific policies which are relevant to this heritage, townscape and visual impact assessment are summarised in **Table 2.1**, adjacent.

2.4 Other policies which are relevant to the emerging proposal as a whole include the following:

London Plan:

- Policy E4: Land for Industry, Logistics and Services to Support London's Economic Function;
- Policy E5: Strategic Industrial Locations; and,
- Policy E8: Sector Growth Opportunities and Clusters.

Local Plan Part 1:

- Policy E1: Managing the Supply of Employment Land
- Policy E2: Location of Employment Growth

Local Plan Part 2:

- Policy DME1: Employment Uses on Designated Employment Sites

Statutory Development Plan		
Policy Document	Relevant Policy	Summary
LB Hillingdon Local Plan Part 1: Strategic Policies (adopted November 2012)	Strategic Objective 1: Heritage	Conserve and enhance the borough's heritage and their settings by ensuring new development, including changes to the public realm, are of high quality design, appropriate to the significance of the heritage asset, and seek to maintain and enhance the contribution of built, landscaped and buried heritage to London's environmental quality, cultural identity and economy as part of managing London's ability to accommodate change and regeneration.
	Policy HE1: Heritage	The Council will conserve and enhance Hillingdon's distinct and varied environment, its settings and the wider historic landscape, which includes Registered Parks and Gardens and historic landscapes, both natural and designed. The Council will encourage the reuse and modification of heritage assets, where appropriate, when considering proposals to mitigate or adapt to the effects of climate change. Where negative impact on a heritage asset is identified, seek alternative approaches to achieve similar climate change mitigation outcomes without damage to the asset.
	Policy BE1: Built Environment	All new developments should be designed to be appropriate to the identity and context of Hillingdon's buildings, townscapes, landscapes and views, and make a positive contribution to the local area in terms of layout, form, scale and materials and seek to protect the amenity of surrounding land and buildings.
LB Hillingdon Local Plan Part 2: (adopted January 2020).	Policy DMHB 1: Heritage Assets	The Council will expect development proposals to avoid harm to the historic environment. Development that has an effect on heritage assets will only be supported where: <ul style="list-style-type: none"> i. It sustains and enhances the significance of the heritage asset and puts them into viable uses consistent with their conservation; ii. It will not lead to a loss of significance or harm to an asset, unless it can be demonstrated that it will provide public benefit that would outweigh the harm or loss, in accordance with the NPPF; iii. Opportunities are taken to conserve or enhance the setting, so that the significance of the asset can be appreciated more readily.
	Policy DMHB 8: Registered Historic Parks, Gardens and Landscapes	Development within, or adjacent to a registered or historic park, garden or landscape, must respect its special character, environmental quality, important views and vistas. Development proposals should also make provision (based on detailed research) for the restoration and long term management of the park, garden or landscape.
	Policy DMHB 10: High Buildings and Structures	This policy requires that proposals are contextual. These buildings must be situated in Uxbridge or Hayes town centres or designated areas, and have high public transport accessibility. They should be proportionate in height, form, and massing to their surroundings, integrate well with the local street network and open spaces, and local views. High architectural quality and design innovation are essential, with attention to their skyline contribution, street-level design, materials, lighting, and night-time effects.
London Plan (2021)	Policy D3: Optimising site capacity through a design-led approach	Policy D3 requires that ' <i>all development must make the best use of land by following a design-led approach that optimises the capacity of sites...[Meaning] ensuring that development is of the most appropriate form and land use for the site</i> '. This includes: enhancing local context by positively responding to local distinctiveness through layout, orientation, scale, appearance and shape; providing active frontages, and responding to the existing character of a place.
	Policy D9: Tall Buildings	Tall buildings should be in suitable locations, either identified in local plans, or, as recently established in the Master Brewer Case, in locations where a tall building would meet the criteria set out in Part C. This includes: making a positive contribution to the skyline, spatial hierarchy and local townscape; supporting the pedestrian scale and vitality of the street; being of exemplary architectural quality and avoiding harm to heritage assets; and demonstrating the area capacity for the quantum of development.
	Policy HC1: Heritage conservation and growth	This policy requires boroughs to develop evidence that demonstrates a clear understanding of London's historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London's heritage in regenerative change. Part C states: ' <i>Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process</i> '.

Table 2.1 Summary of Local Policy

2 | Relevant Planning Policy, Legislation & Guidance

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

National Policy and Guidance

National Planning Policy Framework (NPPF, Dec 2024)

2.5 The NPPF affirms, in paragraph 135, the need for new design to: function well and add to the quality of the surrounding area; establish a strong sense of place; and respond to local character and history, while not preventing or discouraging appropriate innovation or change (such as increased densities).

2.6 Paragraph 139 requires development that is not well-designed to be refused, whilst significant weight should be given to development which reflects local design policies and/or is outstanding, innovative and helps raise the design standards in the area.

2.7 Paragraph 207 states that local planning authorities should require applicants to describe the significance of heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset.

2.8 Paragraph 210 emphasises that local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.

2.9 Paragraphs 212 - 215 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), great weight should be applied to the statutory duty where it arises, and any harm to significance should require a clear and convincing justification. Where substantial or less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including for less than substantial harm, securing its optimum viable use (para.215). In the case of substantial harm, this must be necessary to achieve substantial public benefits, or a number of criteria set out in paragraph 214 apply.

2.10 Paragraph 216 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.

2.11 Paragraph 219 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance.

2.12 Whereas paragraph 220 notes that loss of an element which makes a positive contribution to these should be assessed according to paragraphs 207 and 208, taking into account its contribution to the whole.

Planning Practice Guidance (Last Updated June 2021)

2.13 Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach.

2.14 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic.

2.15 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the NPPF (paragraphs 207-208) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the NPPF. In general terms, substantial harm is a high test, so it may not arise in many cases.

2.16 The PPG also provides clear guidance in paragraph 020 on the meaning of 'public benefits', particularly in relation to historic environment policy, including paragraphs 207 to 208 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF.

Other Relevant Guidance

2.17 The following is considered to be relevant national and local guidance and has informed this report:

- National Design Guide (2021)
- National Model Design Code (2021)
- Historic Environment Good Practice Advice in Planning: 3 (2nd Edition). The Setting of Heritage Assets (2017)

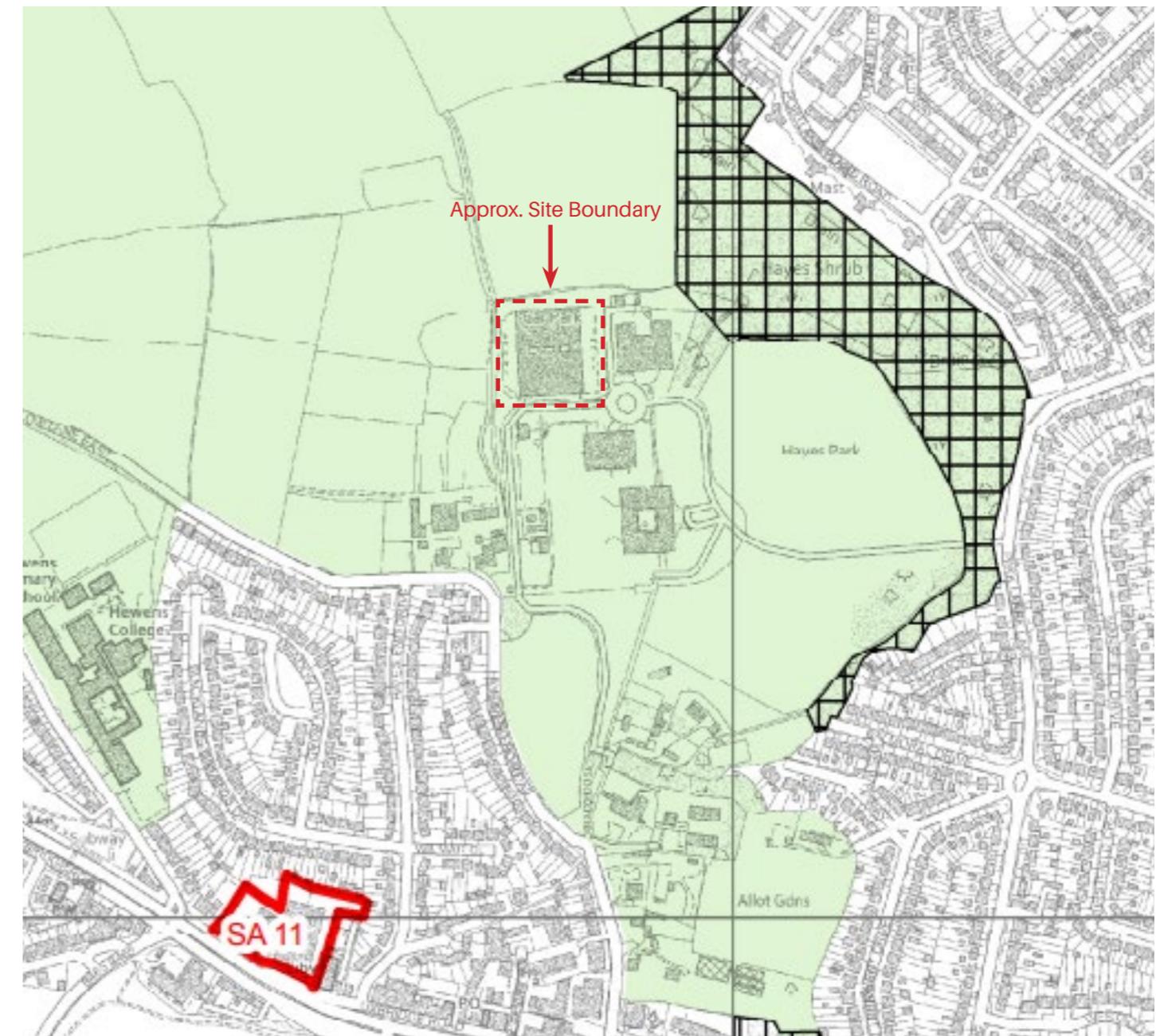


Figure 2.1 Extract of Planning Policy Mapping

Policy Map Key

- Green Belt
- Public Safety Zone
- Site Allocations, Minerals and Transport Designations

Section 3

Heritage Baseline.

3 | Heritage Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Historic Development of the Site

Early History

3.1 The area which makes up the Site was owned by the Bishop of Canterbury until 1545. The estate was leased out to the Millets of Hayes as early as 1526 who used the land for farming. The land was then transferred to the king in 1545 and sold to North family in 1546. Subsequently, the land was transferred through many owners. In 1613 Dudley, Lord North, sold Hayes to John and Richard Page, who later in the same year resold it to John Millett of Hayes, presumably the son of a former lessee. His son John, sold Hayes to Sir John Franklin in 1641. Richard Franklin sold the manor to Roger Jenyns in 1677 and it remained in the Jenyns family until 1729, when James Jenyns conveyed the property to Sir George Cooke of Harefield.

18th Century

3.2 An 18th century house formerly occupied the area. Hayes Park and house was owned by the Blencowe family from 1829 to 1858. It comprised of a large house and 60 acres. From round 1850 the house was used as a private mental home, which is indicated on OS Mapping. Mapping also shows that the estate was made up of a landscaped area to the north, a heavily forested area to the north and north east and an open grassland with several trees interspersed within it.

19th Century

3.3 The manor served an Private Lunatic Asylum until the break-up of the estate after the death of Charles, Lord Hillingdon in 1868 when the house and 60 acres were sold for use as a nursing home. The remaining 100 acres of the estate were sold separately to Dalton's Dairies.

20th Century

3.4 In 1959 H.J. Heinz Ltd. purchased Hayes Park and the two parcels of land amounting in all to 60 acres for use as a research centre and offices. Their UK headquarters and factory were previously based in Harlesden since the 1920s, but needed more room for their offices and laboratories.

3.5 The Historic England listing description notes that the existing Victorian house on the Site was in poor condition at the time they acquired it and, in 1952 the main house was demolished. In its place new offices were constructed within the grounds, on the edge of the green belt. The building was designed by Gordon Bunshaft of SOM architects. Planning permission for this development was granted, provided they only built on 10 acres of the 65 acre Site, with only 1.5 acres to be covered with buildings and the parkland restored. There was also a two storey height restriction which meant that the three storey buildings were sunk into the ground and the car park hidden within the former walled garden. The interior of the building was noted as being progressive and highly advanced at the time, with its open plan offices which faced onto an internal courtyard (Architects' Journal, 1966)

3.6 The buildings were used as offices for Heinz until the 1990s when they sold the Hayes Park site. Toward the end of the 20th century the car park in the walled garden was developed to provide a new office building, known as the Pladis Building after Pladis a biscuit and confectionery company who were the vmost recent occupiers of the building. This was given approval in 1996 and involved the demolition of approximately two-thirds of the garden wall, severing its relationship with Bunshaft's buildings.

3.7 In 2000 Heinz leased back South Building (the administrative headquarters), and Fujitsu took a lease on Central Building (the former research laboratories), which was converted to office use; at this time both buildings were completely re-fitted internally.

21th Century to Present

3.8 In 2016 Home Farm was sold to the Church Commissioners of England which include Hayes Park and Hayes Shrub, however, they do not own the buildings themselves.

3.9 Heinz have now left the South building, which has been unoccupied since. This was shortly followed by Fujitsu who have now left the Central building which is also unoccupied.



Figure 3.1 OS Mapping, 1866
Groundsure



Figure 3.2 OS Mapping, 1940
Groundsure



Figure 3.3 OS Mapping, 1963
Groundsure

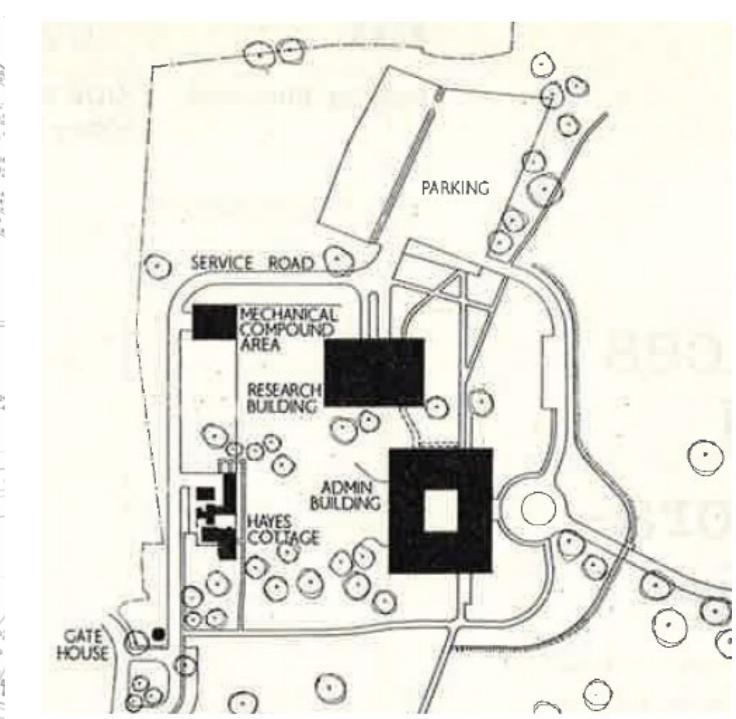


Figure 3.4 Original plan of the Heinz office buildings

3 | Heritage Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Gordon Bunshaft & Heinz

3.10 Gordon Bunshaft (1909-1990) was a leading figure in modernist American architecture. He was educated at MIT, Massachusetts and, after graduation, travelled through Europe and North Africa on fellowships. Once he returned to the US, he began working as Chief Designer at Skidmore, Owings, and Merrill (SOM) and became a partner in the firm in 1949. He remained working there until his retirement and won the Pritzker Prize in 1988.

3.11 Bunshaft was a highly influential figure in American corporate and industrial architecture by achieving identifiable and respectful architectural identity for companies. His buildings concentrate on functional solutions and unified design and emphasised the use of artwork, interior detailing and furnishings as a major feature of each building. He only has one known residential project,

3.12 His best known works include Lever House, Manhattan, the Headquarters for the Lever Brothers and Solow Building, developed by Sheldon Solow and also located in Manhattan. The majority of his work was constructed in the US. The building pair of Hayes Park Central (HPC) Hayes Park South (HPS) are the only buildings in the UK designed by Bunshaft.

3.13 The relationship between Gordon Bunshaft and Heinz began in the 1950s with their Pittsburgh offices. The project attracted press attention despite its industrial surroundings, separated from a booming downtown by the Allegheny River. This success led to Heinz asking Bunshaft to design a manufacturing plant in the UK in the middle of their Pittsburgh upgrade.

3.14 Bunshaft was predominately engaged in the design of skyscrapers, civic buildings and large commercial office space. Residential buildings are limited to the earliest part of his career: Manhattan House an apartment building on the Upper East Side of Manhattan, New York in 1951 and his private residence 'The Bunshaft Residence,' sometimes referred to as 'the Travertine House' an iconic modernist at Georgica Pond in East Hampton, New York in 1963 (Now Demolished).

3.15 Examples of Bunshaft's designs which set low rise modernist office campuses within natural landscapes, include: The American Can Company in Greenwich, Connecticut and the Connecticut General Life Insurance Company headquarters in Bloomfield, Connecticut



Figure 3.5 Bunshaft photographed by Nina Leen in 1957
architectural.com



Figure 3.8 Interior courtyard of South Building, c. 1950s



Figure 3.6 Interior of South Building & Central Building, c. 1950s



Figure 3.7 Interior of South Building, c. 1950s

Identification of Heritage Assets

3.16 GIS software has been used to identify heritage assets within a 500m radius of the Site, alongside reviewing the National Heritage List for England ('NHLE'), Council's Conservation Area Mapping and the Local List.

3.17 The heritage assets scoped in for assessment are:

- Grade II* Listed Heinz Administrative Headquarters and Former Research Laboratories (Also known as Hayes Park South and Central)
- Pair of locally listed buildings in Hayes Park:
 - Dalton's Dairy Farm House
 - Dalton's Dairy Farm House Outbuildings

3.18 The scope of this assessment is considered to be proportionate to the significance of identified heritage assets and the nature of change proposed, in line with National Planning Policy Framework (NPPF) paragraph 207.

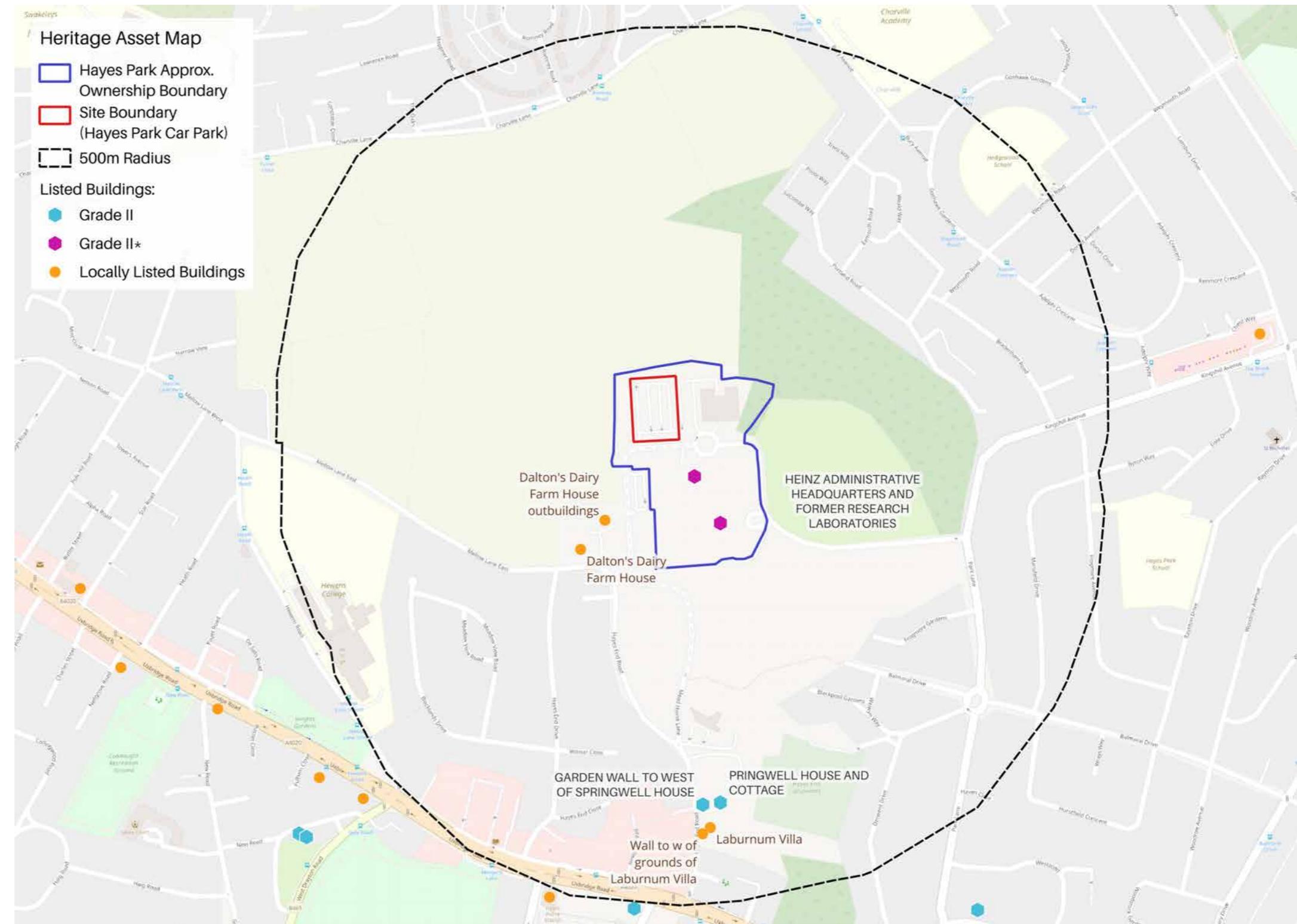


Figure 3.9 Heritage Asset Mapping

3 | Heritage Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Significance of Hayes Park

Hayes Park South and Central

3.19 The high level of aesthetic interest of these modernist buildings is found in their sophisticated and sculptural form, which generates an interplay of positive and negative space through their structure. The building use a refined palette of materials which are applied with a quality of detail, and achieve a high-tech finish. The non-structural interior fixtures, fittings and finishes are of later date and are not of special interest.

3.20 The buildings have undergone several alterations over time, which are expanded in Section 3 of this report, however, the principle components and intention of the design for Heinz Headquarters is still clearly expressed.

3.21 The historic interest of the buildings is due to their being arguably the most important early example in Britain of a headquarters complex on a greenfield site. The increase in car ownership by the late 1950s made it increasingly feasible for large companies to build new corporate headquarters on greenfield sites such as this, offering lower building costs and a quality of setting. The buildings create an impressive corporate identity which was a trend was strong in America, where it was combined with technical experimentation by architects who were striving to use modern construction methods in a more refined, highly-crafted, way.

3.22 The historic interest of the buildings is furthered this as it is the only British example of the work of Gordon Bunshaft, the most influential American office designer of the 1950s and 1960s, and one of only two buildings by him in Western Europe.

Hayes Park North

3.23 The aesthetic interest of the building is low. It has a bulky appearance with little detailing or materials which attempt to give the building a special character. Unlike South Building and Central Building which were designed to present the global identity of the occupiers.

3.24 The historic interest of the North building is also low. It was constructed in c2000's. It is not an important example of office design of the time, nor does have any historical associations with nationally important people.

3.25 Overall, though the building complements the existing office use of the Site, its appearance and architectural quality are low and have a negative impact on the settings of the South Building and Central Building (Listed Grade II*). Further, though the building forms part of the setting of the listed buildings, it does not hold any curtilage value.

3.26 The building is not considered a heritage asset. Considering the above, it is therefore scoped out of further assessment.

Landscape & Car parking

3.27 The Site encompasses a large amount of landscape which surrounds the office buildings. The design of the landscape was consciously designed by Bunshaft, deviating from the original form. In itself this amenity grassland is not of any particular interest, however, it gains its significance from its relationship with the modern listed buildings within it, providing picturesque views across the fields to farmland and wooded backdrop.

3.28 The layout and movement pattern though the landscape has changed over time, including changes to carparking, road layout, and new built form appearing within the setting of the building. all this has eroded a degree of significance. The semi rural character and form of the rolling hills remains legible as it provides a good example of the historic development of office buildings in the 1960s the architectural ethos of the practice and the approach to well being in commercial development

3.29 The car park, which is located to the north west of the Site, is of low quality. Though the principle of car parking helps the Site to be read within this new wave of out of town office development, which was only possible due to the popularisation of the car, this is not of any notable quality or design and, by this time, car parks like this were common.

3.30 The car park is hidden at lower ground level which mitigates its impact on the surroundings, however, it still has a minor detracting impact on the setting of the Grade II* Listed buildings.

3.31 The structure is not considered a heritage asset. nor part of the curtilage of nearby designated heritage assets.



Figure 3.10 Hayes Park (December 2024)



Figure 3.11 Hayes Park (December 2024)



Figure 3.12 Hayes Park (December 2024)

Dalton's Dairy Farmhouse and Outbuildings

- 3.32 The locally listed farmhouse and outbuilding within Hayes Park date from the early to mid-19th century and are collectively known as either Home Farm or Dalton's Dairy.
- 3.33 The farmhouse is a two-storey building constructed in stock brick with a hipped slate roof. The outbuilding is a two-storey barn built of red brick with a hipped tiled roof, laid out in a shallow E-shape. A beam within the barn is inscribed with the date 1810, although the local listing description considers it possible that parts of the structure pre-date this.
- 3.34 The significance of these buildings lies mainly in their local architectural and historic value, as they represent one of only a handful of surviving 19th-century farmsteads in Hillingdon. The assets occupy a secluded plot adjacent to the Hayes Park site, with private access from Mellow Lane East. They are enclosed by mature trees that screen views to and from the farm. The local list description notes that the buildings possess local townscape value through their contribution to local character and the street scene, yet in reality, even in winter, the assets are largely concealed by the tree perimeter and by modern agricultural buildings and machinery located on the farm. Thus, there is no visual contribution to the townscape from Mellow Lane East or the publicly accessible roads and footpaths.
- 3.35 Overall, the two assets are assessed as having a low level of significance in accordance with **Table H1** in **Appendix 2**. Their value derives from the local importance of their historic and architectural interest. The setting of the assets is highly secluded, with very limited visibility from within the farmstead or from the Site.



Figure 3.13 Aerial photo of Home Farm (2021), Locally Listed Farmhouse and Barn highlighted



Figure 3.14 Farmhouse, photo taken for the Local List in 2009



Figure 3.15 Barn, photo taken for the Local List in 2009

Section 4

Townscape and Visual Baseline.

4 | Townscape and Visual Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Scope of Townscape Assessment

- 4.1 The townscape assessment considers the changes to the character and qualities that define the townscape. Scoping an assessment of townscape character can be based on dividing an area into character areas or by analysing visibility. Regardless of method, the emphasis in GLVIA3 and TIN 05/17 is ensuring a full understanding of the many factors influencing the character of an urban context that may be significantly affected by the proposed development.
- 4.2 The consideration of the townscape character of the Site and surroundings has been heavily informed by the London Plan, the Local Plan, as well as the National Design Guide (2021), National Model Design Code (2021) and Landscape Institute Guidance on Townscape Character: TIN 05/17
- 4.3 Within a 500m radius there are three distinct townscape characters, these are:
 - Hayes Park (The Site): Formal landscaping with innovative modernist buildings.
 - Hayes Shrub and Fields owned by the Church Commissioners of England ('CCoE'): Grassy open fields with hedgerow borders
 - Residential Hayes and Hillingdon: Low-rise, inter- and post-war housing estates.
- 4.4 Each of these character areas is assessed on the following page.



Figure 4.1 Townscape Assessment Character Areas

4 | Townscape and Visual Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Townscape Character

TCA 1: Hayes Park

4.5 The surrounding formal landscape is an important feature of the character of Hayes Park. The area largely consists of green open space with mature trees dispersed across the fields, an undulating topography and historic features such as a ha-ha, creating a parkland appearance. To the east, the edges are buffered by heavy tree coverage. The landscape is relatively flat to the east, however, South Building and Central Building are nestled into the landscape which has created an undulation around the buildings.

4.6 The South Building (formerly the administrative headquarters) is the principle building in the grouping of modernist architecture within the park. It is three storeys in height, with a flat roof. The lowest storey has been sunk into the ground to clerestory height in order to meet the original planning conditions of the Site, which was restricted to a maximum 2 storeys. The building has a rectangular in plan, with a central open courtyard.

4.7 The Central Building was originally used as research laboratories. The building is also three storeys in height, with a flat roof, and the lowest storey has also been sunk into the ground to clerestory height.

4.8 The north building was built at a later date, is of low architectural quality but also stands at 3 storeys tall.



Figure 4.2 Hayes Park (2022)

4.9 In summary, the townscape value of Hayes Park is considered to be high. The landscape setting, pastoral character and high-quality (Grade II*) listed buildings contribute positively to the local character. The business park is in a relatively good condition and still largely reflects the aesthetic principles of the original 1950s design. Together, the modernist architecture and historic parkland combine in a characterful way to provide amenity value and innovative urban design.

4.10 The townscape character of Hayes Park has capacity to accommodate change, this has been demonstrated by the previous consents for the Site which mark a new era transforming the business park into a residential complex set within the historic parkland. The Site itself is a notable opportunity for enhancement. Therefore, Hayes Park has a low susceptibility to change.

4.11 Overall, the high townscape value combined with a low susceptibility to change results in a moderate sensitivity.

4.12 The Site, located within the north western corner of Hayes Park, detracts from the townscape character of the former business park. The redundant car park has a functional design, with none of the articulation of quality of the listed buildings. Thus, presents a clear opportunity for enhancement.

TCA 2: Hayes Shrub and Fields owned by CCoE

4.13 Hayes Shrub and the fields owned by CCoE wrap around the north and west of the Hayes Park character area. The shrub is a historic landscape feature shown on early Ordnance Survey maps, which illustrate how the shrub land gradually opened up to form part of the formal parkland. The fields to the north and west, now owned by CCoE, were historically used for agriculture, most likely for cattle grazing. Today, however, they appear to be unused and have developed into semi-natural landscapes. The hedgerows that define the field boundaries are tall and unmanaged.

4.14 The open character of this TCA contributes some amenity value to the local townscape, but overall it is assessed as having a medium value. Although the land is designated as green belt, it is generally unused and does not demonstrate any particular quality.

4.15 This TCA has a moderate susceptibility to change. Mature trees and hedgerows provide a strong screening effect, but any development within or around the area would likely alter the baseline condition.

4.16 The sensitivity of TCA 2: Hayes Shrub and Fields is therefore considered to be medium. While the Site borders this TCA, it currently has very little impact on it.



Figure 4.3 View from Charville Lane looking south (2024)

TCA 3: Residential Hayes & Hillingdon

4.17 This northern residential area is characterised by inter- and post-war terraced and semi-detached housing, generally two-storeys in height. Houses present an architectural character typical of their date.

4.18 Houses possess pitched roofs - interspersed with dormer additions - gabled bays or entire elevations, porches, arched communal alley entrances and rear extensions. A variety of facade treatments are present, including render, pebble-dash, painted or exposed red and stock brick.

4.19 Houses are commonly arranged along cul-de-sac streets and are often set back from the curbside, behind front gardens and driveways. These frontages are bounded by low walls or fences. Streets are typically wide and paved, with occasional grassed verges and street trees. A mixture of off and on-street parking is observed.

4.20 Overall, the townscape value and susceptibility to change of this area is considered to be low. There is a general scope for enhancement and minimal architectural quality. Therefore, the sensitivity is considered to be low.

4.21 The Site has no impact upon the townscape character of this area on account of the distance and low-lying topography.



Figure 4.4 Romney Road (2024)

Scope of Visual Assessment

4.22 The visual assessment considers the potential changes to visual amenity of people experiencing views (often referred to as visual receptors).

4.23 Views are identified within roughly a 1km radius of the Site.

4.24 A Zone of Theoretical Visibility ('ZTV') was prepared to 2km radius using Vu.City 3D modelling software to understand the potential visibility of the proposed development. This considers the maximum possible visibility, taking into account buildings, but excluding trees and small structures (i.e. fences, walls, sheds). See Figure 4.6 for the ZTV and viewpoint location plan.

4.25 The visual receptors and their sensitivity which may be affected are identified in **Table 4.1** adjacent.

Visual Receptor	Value	Susceptibility to Change	Sensitivity	Representative Viewpoint
Users of Hayes Park (Hayes Site Road Views)	Views 1 to 8 are located within Hayes Park, at staggered intervals along Hayes Site Road. These views have a High visual value as they relate to highly graded heritage designations (the Grade II* listed Hayes Park Central and Hayes Park South). The manicured landscaping and spatial layout of the parkland contributes to the value, creating curated views of the listed buildings framed by mature trees and hedgerow planting.	Visual receptors will primarily be users of Hayes Park, which is currently closed to public access, and thus users are restricted to security staff or contractors only. These receptors have very low susceptibility to change as views are incidental to activity. In a cumulative scenario, planning permission ref. 12853/APP/2023/1492 will see the change of use of Hayes Park Central and South to residential. Future residents would have a higher susceptibility to change, however works on site are yet to begin. Overall, the susceptibility to change is considered to be Low .	The high value combined with a low susceptibility to change results in a Medium sensitivity.	Views 1 to 8
Motorists and Residents of Mellow Lane East	The south side of Mellow Lane East comprises semi-detached residential properties and the buildings and fields associated with a primary school. The northern side of Mellow Lane East opens up to open fields owned by the CCoE. Overall, this is a general townscape view without designation, although the openness of northward views may have some amenity value for local residents. Therefore, the visual value is considered to be Low .	Visual receptors will primarily be motorists or residents of Mellow Lane East. The street is for the most part a single track road, and a large portion of it has no pavements. Therefore, it is used solely as a cut-through for motorists or by the residents of Mellow Lane E, Meadow View Road, or Blacklands Drive. Most receptors will be in transit, and thus have less ability to appreciate views. However, local residents are more likely to notice change in the surroundings of their homes. Overall, the susceptibility to change is considered to be Medium-Low .	The low value, combined with a medium-low susceptibility to change results in a Low sensitivity.	View 9
Users and Residents of Charville Lane	The north side of Charville Road has a mixture of post-war housing typologies, typically terraced and semi-detached properties with front gardens or a mixture of driveways and on-street parking. The south side of Charville Lane is the open fields of Hayes Park and the land owned by the CCoE. Charville Lane has a gentle incline, rising to the west, and thus benefits from the open southward views. Overall, the visual value is considered to be Low , while there is some amenity value this is a typical townscape view without heritage designations.	Visual receptors are most likely to be residents of Charville Lane and the roads to the north which spiral out of the circular Romney Road. Residents are more likely to notice changes in their environment. Therefore, the susceptibility to change is considered to be Medium .	The low value, combined with a medium susceptibility to change results in a Low-Medium Sensitivity.	Views 10 & 11

Table 4.1: Visual Receptors

Representative Viewpoints

4.26 In line with GLVIA, a selection of representative views have been identified from publicly accessible places which are considered to proportionately illustrate the likely effects of the Proposed Development on identified visual receptors in Table 4.1.

4.27 11 representative viewpoints have been identified, drawing from ZTV data (shown at Figure 4.6). These have been agreed with the Local Authority:

- View 1: Hayes Site Road looking west
- View 2: Hayes Site Road looking west
- View 3: Hayes Site Road looking west
- View 4: Hayes Site Road looking west
- View 5: Hayes Site Road looking north west
- View 6: Hayes Site Road looking north east
- View 7: Hayes Site Road looking north
- View 8: Hayes Site Road looking north
- View 9: Mellow Lane E looking north east
- View 10: Charville Lane looking south east
- View 11: Charville Lane looking south

4.28 Visualisations are included at Appendix 1.

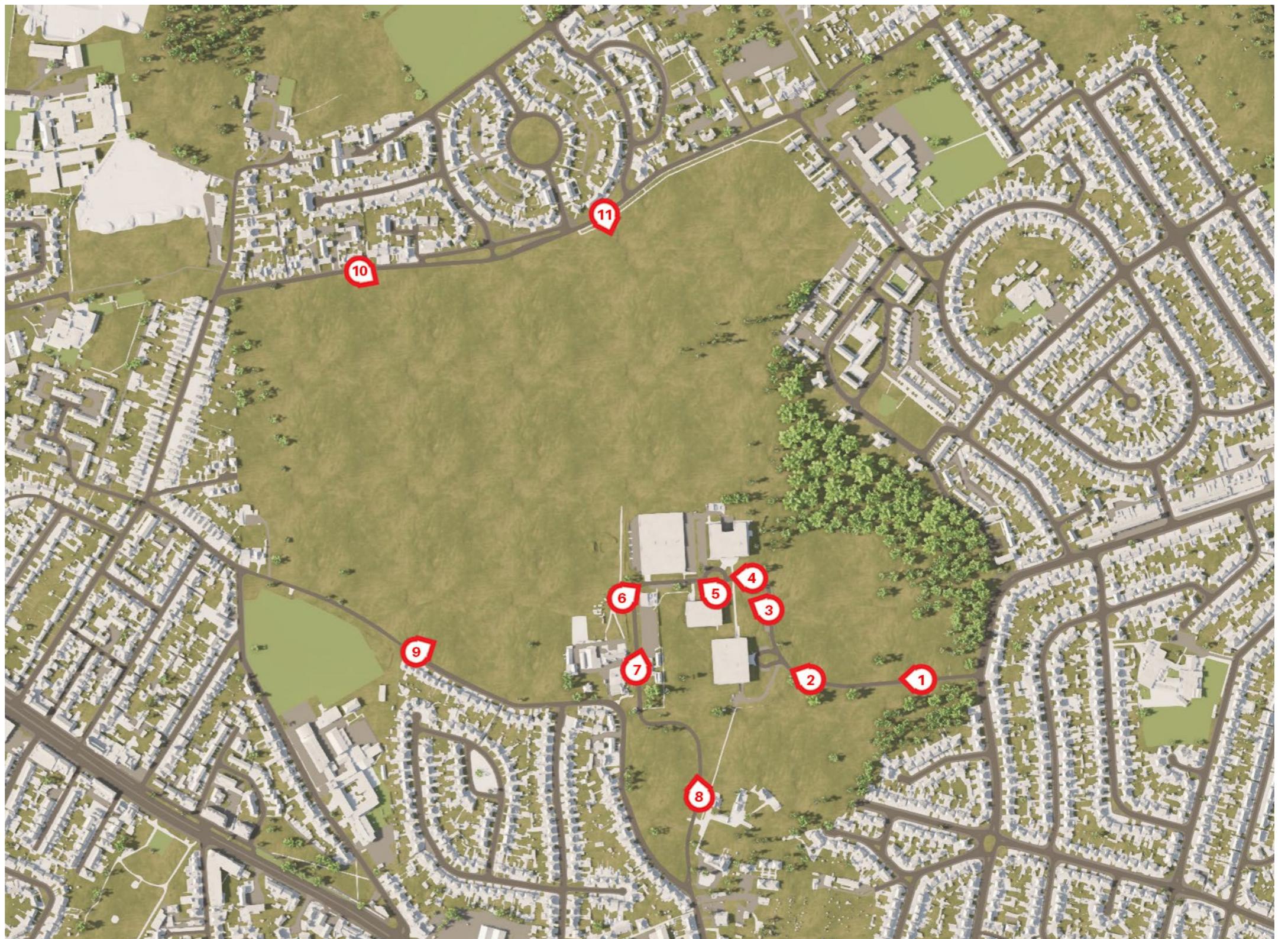


Figure 4.5 View Location Mapping with ZTV

4 | Townscape and Visual Baseline

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

ZTV, Heritage Assets, and Views

4.29 While VU.CITY is a useful tool for assessing changes to scale, form and massing, it is somewhat limited in the detail it can show. As such, when considering the Zone of Theoretical Visibility ('ZTV') it should be noted that the model does not pick up full details such as small structures or trees. Likewise, the townscape context can appear 'sanitised', less cluttered and more open than in reality.

4.30 The Zone of Theoretical Visibility ('ZTV') is created on a 2km radius from the Site. It is illustrated as a heat map, with red indicating high visibility, from the ground floor up, and the cooler colours suggesting lower potential visibility of the top storeys only.

4.31 The theoretical visibility is much more limited than anticipated and the actual visibility would likely be further limited due to tree and branch screening, particularly in the open green spaces surrounding the Site.

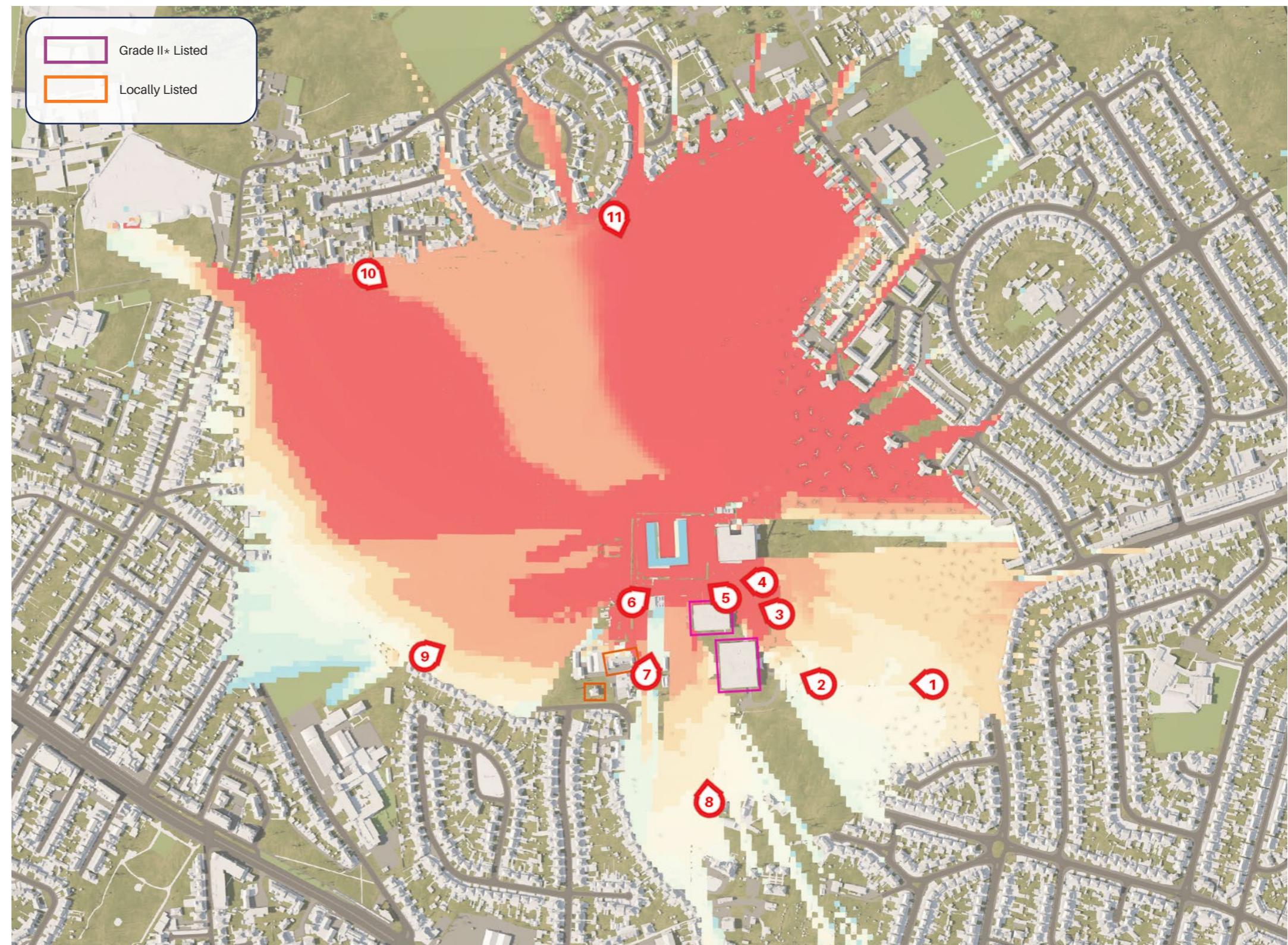


Figure 4.6 Heritage Assets, ZTV and View Location Mapping

Section 5

Heritage Assessment.

5 | Heritage Assessment

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Heritage Assessment

Hayes Park South and Central (Grade II*)

5.1 The principle of residential development on the wider Site has already been established through previous decisions regarding the change of use of the Grade II* listed office buildings (Ref: 12853/APP/2023/1492) and Hayes Park North (Ref: 12853/APP/2021/2202, dated 1 June 2021, Appeal Ref: APP/R5510/W/21/3280015). The Hayes Park North decision specifically references an evolving site with changing functions. These recent applications mark a new chapter for the Site, with residential use clearly identified as the optimum option to secure the long-term future of the listed assets.

5.2 The proposed development represents the next stage of the approved regeneration strategy. It will have no direct impact on the listed buildings but will appear within their wider setting as a complementary residential development.

5.3 Bunshaft deliberately designed the landscape and the listed buildings to work as one. This synergy between the buildings and their landscape setting contributes to their heritage value. The proposals acknowledge the importance of this relationship and have been carefully designed to not only preserve the rural appearance of the surroundings, but create a new development that blends in seamlessly with the spatial planning and architectural character of the wider site.

5.4 The proposed development will preserve the existing character of the landscape setting while delivering targeted enhancements through replanting and the creation of a landscaped podium level that screens the car parking from view. The podium incorporates soft landscaping and gentle mounded forms that reflect the surrounding pastoral landscape and nearby wildflower meadows. A wide variety of perennial planting will provide seasonal colour and interest, helping the development blend seamlessly into its setting. These improvements will be introduced while retaining the existing bridge and podium slab, in a conscious effort to reuse materials and to acknowledge the original family of structures within Hayes Park.

5.5 The landscaping proposals and architectural treatment respects both the undulating topography of the Site and the scale of the existing buildings, acknowledging how they respond to the landscape, and ensuring the listed buildings continue to be experienced within their pastoral setting.

5.6 Alongside the podium level planting, the proposed development will also include a spacious internal courtyard with diverse woodland planting, doorstep play for young children, and evergreen hedges and shrubs. The existing car park is bounded by a woodland buffer on its northern and western edges. There are opportunities to enhance and infill gaps within this buffer, re-establishing the perimeter of Hayes Park.

5.7 Overall, the existing car park is considered to detract from the setting of the listed buildings, with its only redeeming qualities being its low profile and proportional relationship to Hayes Park South and Central. The proposed development respects this proportionality, echoing the scale and form of the listed buildings while introducing contemporary materials that complement the modernist character of the site.

5.8 In terms of materiality, the listed buildings are defined by expressive use of concrete, glass, and steel, presented in raw or refined forms that convey visual honesty through shadow lines, visible joints, and textured finishes. The proposed development builds on this approach, using tonal GRC panels and terracotta to establish a refined but contemporary presence. Irregular vertical banding and green window frames introduce playful articulation and provide a strong visual connection to both the building's landscaped base and its wider setting. The use of natural tones and subtle colour references further reinforces the heritage character of Hayes Park, where materiality and harmony with the landscape have always been central to the design.

5.9 Overall, the proposed development will enhance the setting of the listed buildings, and thus is considered to be a beneficial addition to Hayes Park, replacing and inactive and tired car park with an active and attractive residential development.



Figure 5.1 Proposed render (cropped view 2)



Figure 5.2 CGI of the proposed development

Locally Listed Buildings

5.10 Dalton's Dairy Farmhouse and Outbuildings, also known as Home Farm, are locally listed buildings dating from the early to mid-19th century. The farmhouse is a two-storey stock brick building with a hipped slate roof, while the adjoining outbuilding is a two-storey red brick barn with a hipped tiled roof in a shallow E-shaped layout. An inscribed beam within the barn carries the date 1810, although parts of the structure may be earlier. Together, these buildings hold local historic and architectural interest as one of the few surviving 19th-century farmsteads in Hillingdon.

5.11 The buildings occupy a secluded, tree-enclosed plot adjacent to Hayes Park, accessed from Mellow Lane East. While the local list notes their contribution to townscape character, in practice they are screened by mature planting and modern agricultural structures, meaning they offer little to no visual presence in the wider area. Their overall significance is therefore derived primarily from their historic and architectural value rather than their setting or contribution to public views.

5.12 Nevertheless, the arable land surrounding the locally listed buildings contributes to their setting as farm buildings. By contrast, Hayes Park and the Site make no contribution to their significance. The proposed development will therefore have no impact on the value of these assets. While the scheme might be visible to the north, its design is contextual and in keeping with the character of Hayes Park, ensuring no adverse effect on the farmstead. Any glimpsed views from the assets will be understood as part of Hayes Park, which has a distinct character from both the farm buildings and their agricultural setting.

5.13 The proposals respect the scale, materiality, and proportionality of surrounding buildings and will be further softened by extensive landscaping. As a result, the development will have no impact on the locally listed buildings and will sustain their significance in accordance with Local Plan Policy DMHB 1: Heritage Assets.

Summary

5.14 In summary, the proposed development will preserve and, where possible, enhance the significance of surrounding heritage assets by replacing a detracting structure with a high-quality residential scheme. The design is carefully contextual, responding to the defining characteristics of Hayes Park and reinforcing the distinctive relationship between its modernist former office buildings and the pastoral landscape in which they sit.

5.15 As such, the proposed development is considered to be in line with local plan heritage policies (Strategic Objective 1, Policy HE1, Policy BE1, Policy DMHB 1), London Plan Policy HC1, the NPPF, and Section 66(1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 ('the Act').



Figure 5.3 Aerial CGI of the proposed development

Section 6

Townscape and Visual Assessment.

6 | Townscape and Visual Assessment

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Townscape Assessment

Townscape Receptor	Sensitivity (Refer to Page 16)	Magnitude of Impact	Description of Effect	Classification of Effect	Summary	
TCA 1: Hayes Park	Medium	The proposal will introduce material change to the townscape of Hayes Park, though this will be contextual to the key characteristics and align with the architectural qualities with the existing buildings. Therefore, the magnitude of impact is Medium .	The effect is judged to be Beneficial as the proposals will see the redevelopment of a large and inactive car park, which detracts from the quality of the parkland and buildings that surround it. The high-quality proposals are contextual and enhance the landscaping strategy and pastoral setting.	Therefore, considered against the sensitivity of the Site, the proposed development will have a Moderate Beneficial effect on the character of Hayes Park.	<p>6.1 In summary, there is a significant opportunity to enhance the Site's contribution to the surrounding townscape and landscape. At present, the car park detracts from the character of Hayes Park and its surroundings.</p> <p>6.2 The proposed development is expected to have either a neutral or beneficial effect on the surrounding townscape character areas. Further afield, it is anticipated to have no effect, given the low-lying proposals that align with the sunken three and four storey buildings across the former business park.</p> <p>6.3 The proposals are consistent with the identity and context of Hillingdon, in accordance with Local Plan Policy BE1: Built Environment. The proposals also align with the Local Plan Heritage Policies, and London Plan Policy D3.</p>	<p>6.4 Policy D3: Optimising Site Capacity Through a Design-Led Approach, requires that all development make the best use of land by following a design-led approach that optimises site capacity. This includes enhancing local context by positively responding to local distinctiveness through layout, orientation, scale, appearance and shape, providing active frontages, and responding to the existing character of a place. The proposed development addresses all of these requirements effectively.</p> <p>6.5 Therefore, the proposed development complies with local plan design and townscape policies, including NPPF Paragraph 154(g), in that it will deliver a high-quality residential scheme that is well integrated with the surrounding townscape character and has a negligible effect on the existing openness of the Site and its surroundings.</p>
TCA 2: Hayes Shrub and Fields owned by CCoE	Medium	The proposed development result in a Low magnitude of change. While it introduces additional height on the car park site, it is so in keeping with the character of Hayes Park that there will be no material change to the characteristics of this tca, including minimal impact on openness.	The effect is considered Neutral , as the existing character is largely preserved and the resulting low magnitude of change cannot be regarded as wholly beneficial or adverse.	Overall, considering the medium sensitivity of this townscape character area, the proposed development is anticipated to have a Minor Neutral effect.		
TCA 3: Residential Hayes and Hillingdon	Low	The proposed development will introduce No Change to this townscape character area on account of the distance, the established character of Hayes Park, and the contextual scale of the proposals.	Since there will be no change from the baseline conditions to the established characteristics of this townscape character area, the proposed development will have No Effect and therefore neither a beneficial nor an adverse impact on the townscape character of residential Hayes and Hillingdon.	Overall, there is No Effect on this townscape character area.		

Table 6.1: Effects on Townscape Character

Figure 6.1 Aerial CGI of the proposed development

6 | Townscape and Visual Assessment

HAYES PARK WEST | LONDON BOROUGH OF HILLINGDON

Visual Assessment

Visual Receptor	Representative Viewpoints	Sensitivity (See Table 4.1)	Magnitude of Impact	Description of Effect	Classification of Effect
Users of Hayes Park (Hayes Site Road Views)	Views 1 to 8	Medium	<p><u>Summer:</u> In the eight summer views from Hayes Site Road, the proposed development will be partially visible in only four of them, in the rest it is entirely screened by trees. Even where visible, the proposed development is only seen in part, rather than as a whole building on account of the clever integration with the landscape. Therefore, the magnitude of impact will be Low.</p> <p><u>Winter:</u> In winter views there will still be a high level of tree screening, with potentially a few additional glimpsed views. Therefore, the magnitude of impact is considered to be Medium.</p>	<p><u>Summer:</u> Although the proposed development is only partially visible in a handful of views, its effect is considered beneficial due to the exceptional integration with the existing character of Hayes Park. The scheme represents a high-quality modern interpretation of the listed buildings, respecting their proportions, materials and design code without resorting to pastiche. In close-range views in particular, the development offers a clear improvement over the current car park and the sense of openness.</p> <p><u>Winter:</u> There will be no seasonal changes in effect, thus: beneficial.</p>	<p><u>Summer:</u> Overall, in summer views, the combination of medium sensitivity and a low beneficial effect results in a Minor Beneficial effect.</p> <p><u>Winter:</u> There will be some seasonal differences in effect, primarily an increase in visibility resulting in a higher magnitude of change. Therefore, in winter views, the combination of medium sensitivity with a medium beneficial effect results in an overall Moderate Beneficial effect.</p>
Motorists and Residents of Mellow Lane East	View 9	Low	<p><u>Summer:</u> During the summer months the proposed development will be completely screened from views along Mellow Lane East. The hedgerows and tree canopies are dense and thus there are unlikely to be glimpsed views through to the proposed development. Therefore, the magnitude of impact is Nil.</p> <p><u>Winter:</u> In a winter scenario, there is a small chance of glimpsed views through the hedgerows and brambles. If seen, the proposal will be a barely noticeable change from the baseline condition. Therefore, the magnitude of impact is Very Low.</p>	<p><u>Summer:</u> The magnitude of impact is nil on account of a complete lack of visibility during the summer months. Therefore, there is No Effect.</p> <p><u>Winter:</u> Where the proposed development is visible in glimpsed or transitional views through hedgerows and vegetation, it will have a beneficial effect by enhancing the overall townscape quality and reinforcing the key characteristics of Hayes Park. Its architectural quality also represents a clear improvement on the existing car park and the sense of openness.</p>	<p><u>Summer:</u> There will be No Effect resulting from the proposed development during summer.</p> <p><u>Winter:</u> In winter views there is expected to be a higher chance of visibility from Mellow Lane East. However, the proposed development will only have a very low impact. Therefore, the resulting effect is Negligible Beneficial.</p>
Users and Residents of Charville Lane	Views 10 & 11	Low-Medium	<p><u>Summer:</u> In a summer scenario, the proposed development is entirely screened by the vegetation of its northern perimeter as well as the hedgerow border of Charville Lane. Therefore, the magnitude of impact is Nil.</p> <p><u>Winter:</u> If the proposed development is glimpsed through gaps in the vegetation during the winter months, it will be seen as contextual and similar in scale and materiality to the existing context of Hayes Park. Therefore, the magnitude of impact is Very Low.</p>	<p><u>Summer:</u> The magnitude of impact is nil on account of a complete lack of visibility during the summer months. Therefore, there is No Effect.</p> <p><u>Winter:</u> Where the proposed development is visible in glimpsed or transitional views through hedgerows and vegetation, it will have a beneficial effect by enhancing the overall townscape quality and reinforcing the key characteristics of Hayes Park. Its architectural quality also represents a clear improvement on the existing car park and the sense of openness.</p>	<p><u>Summer:</u> There will be No Effect resulting from the proposed development during summer.</p> <p><u>Winter:</u> Similarly to the receptors on Mellow Lane East, there is expected to be a very low impact and only a slight chance of visibility in these longer-range views from Charville Lane. Therefore, the overall resulting effect in winter views is considered to be Negligible Beneficial.</p>

Table 6.2: Effects on Visual Receptors (The AVRs are included at Appendix 1)

Section 7

Conclusion.

Summary

7.1 This Heritage, Townscape and Visual Impact Assessment has been produced by Iceni on behalf of Shall Do Hayes Development Ltd ('the Applicant') to support a full planning application at Hayes Park West ('the Site').

7.2 The report has considered the legislative and policy context and guidance in which to determine possible heritage, townscape, and visual impacts of the Site. It has reviewed and set out the historic development of the Site and of Hillingdon more widely, utilising historic material and relevant historical mapping.

7.3 The setting and significance of the relevant heritage assets have been carefully identified and appraised. This assessment has informed a robust evaluation of the potential impact of the proposed development on those assets. In summary, the scheme will preserve, or enhance, the setting and significance of the four key identified heritage assets: Hayes Park South and Central (Grade II*), and the two locally listed buildings within Dalton's Dairy / Home Farm.

7.4 Initial feasibility view studies, utilising 3D modelling and Zone of Theoretical Visibility analysis, demonstrated that the proposed development would have minimal visibility within the surrounding townscape. Although the Site is located on low-lying open land, visual impacts are highly limited. In its current form, the Site functions as a car park with excessive hard standing and no aesthetic merit and thus makes no contribution to the setting of the heritage assets.

7.5 There exists a clear opportunity for improvement, particularly in views within Hayes Park, where the existing expanse of hard standing appears as a visual gap within the otherwise verdant pastoral character of the former business park.

7.6 Accordingly, the proposed development is considered to represent an enhancement over the existing condition of the Site and preserves the setting and significance of the identified heritage assets in accordance with relevant local policies: Strategic Objective 1, HE1, BE1, DMHB1; London Plan Policies D3 and HC1; and the statutory tests set out in the Planning (Listed Buildings and Conservation Areas) Act 1990.

7.7 The verified views also demonstrate that the proposals will have no adverse impact on openness. The design approach, including revisions to the public realm and landscape treatments, re-establishes the character of the original campus setting while preserving and enhancing visual connections between buildings through careful massing and landscaping. The comprehensive landscape strategy, incorporating native planting, green infrastructure, and sustainable drainage, substantially increases green cover and improves the environmental and visual quality of the site. Overall, the proposals maintain the sense of openness and ensure that the development does not result in inappropriate harm, aligning with the requirements of NPPF Paragraph 154(g).

7.8 Overall, the proposal delivers a high-quality and contextually responsive urban design, while making efficient use of the Site in accordance with all key local and national design policies, which have been a continuous influence throughout the design process. The visual impact assessment confirms that the development will have a generally minimal impact on the wider townscape, with all effects assessed as beneficial.

7.9 The rendered views, in particular, highlight the successful and contextual integration of the proposed development into its surroundings, demonstrating a clear commitment to preserving the pastoral character and high-quality landscape of Hayes Park.