



FORMER NESTLE CANTEEN, HAYES TOWNSCAPE & VISUAL IMPACT ASSESSMENT

PREPARED ON BEHALF OF BARRATT LONDON

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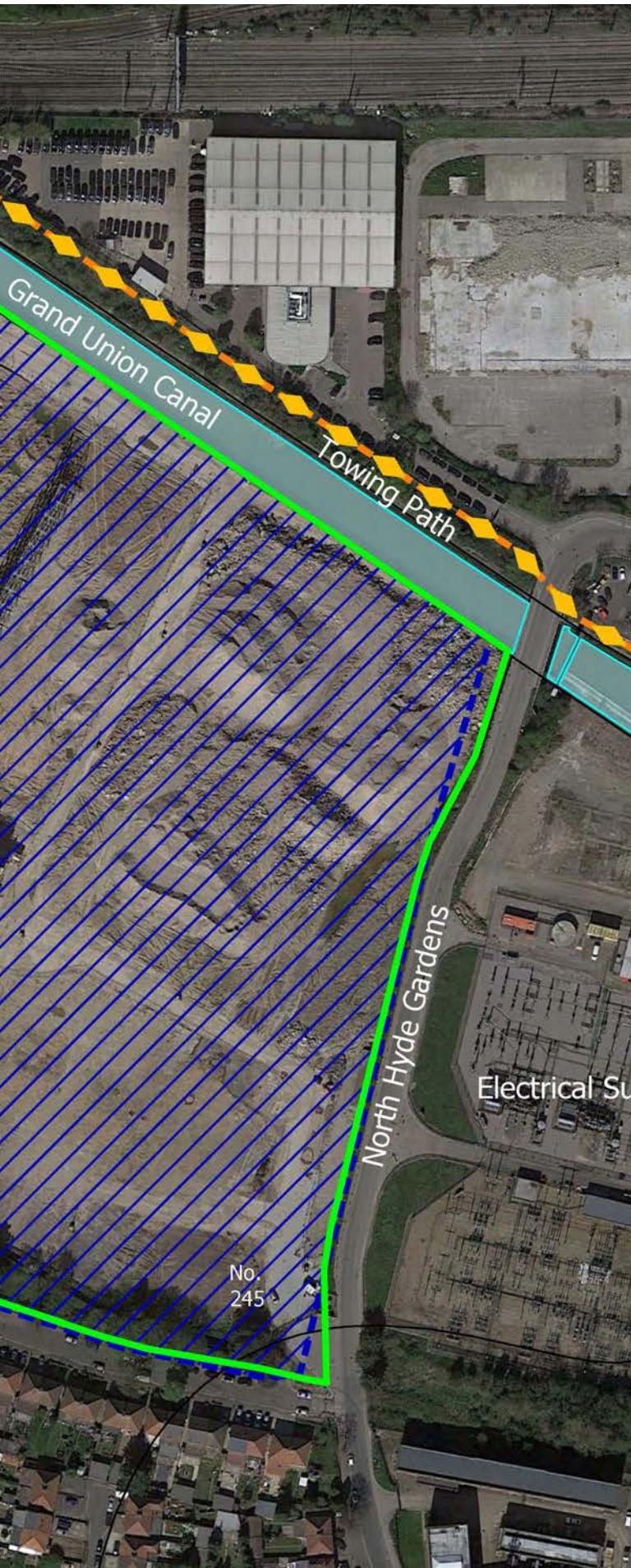
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INTRODUCTION





1. OVERVIEW

1.1 Barton Willmore, now Stantec was instructed by BDW Trading Limited (Barratt London) to undertake a Townscape and Visual Impact Assessment (TVIA) for the redevelopment of the Former Nestle Canteen and Block H of the Former Factory in Hayes (the 'Site').

1.2 The 'Proposed Development' seeks to secure planning permission for the "Full demolition and redevelopment of former canteen building to provide a new healthcare facility (Class E(e), nursery (Class E(f) and reconfigured residential building (Block H) (Class C3), including associated landscaping, access, car parking and other engineering works".

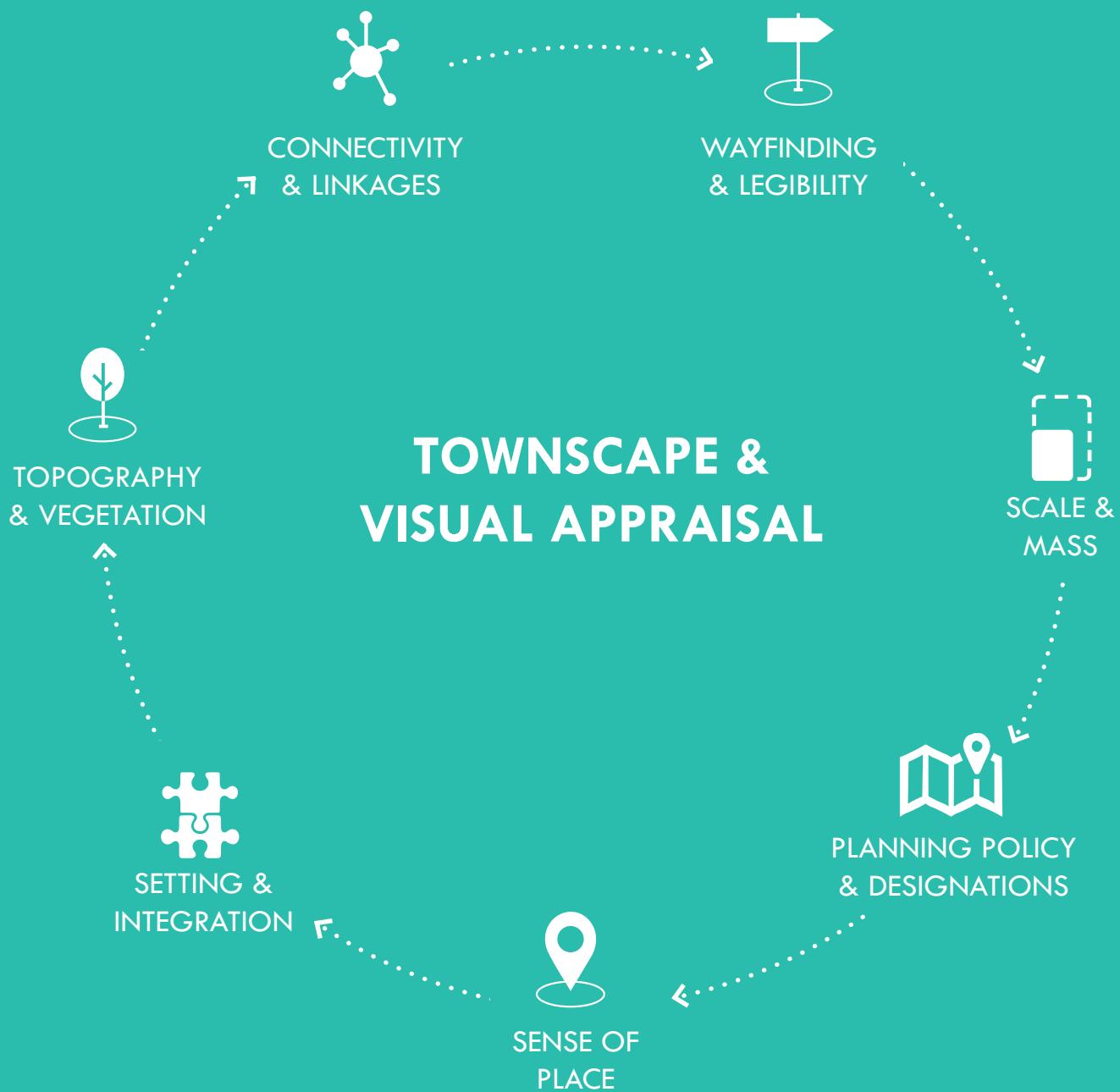
1.3 This Townscape and Visual Impact Assessment (TVIA) includes a detailed analysis of the existing townscape and identifies views of the Site and its surroundings. This analysis has fed into a townscape and visual mitigation-by-design rationale, with the TVIA going on to assess the Proposed Development against the baseline conditions of the Site and surrounding area from a townscape and visual perspective.

1.4 The TVIA describes:

- The assessment methodology;
- The existing baseline conditions of the Site and the surrounding area;
- The townscape and visual mitigation-by-design rationale in order to prevent, reduce or offset adverse effects; and
- The likely significance of effects on townscape character and visual amenity.

1.5 The TVIA methodology is set out in full in Appendix A.1: TVIA Methodology.

2. OUR APPROACH



2.1 The Guidelines for Landscape and Visual Impact Assessment, Third Edition (2013) is the industry standard guidance for Townscape and Visual Impact Assessment (TVIA). The initial Townscape and Visual Appraisal is a crucial part of the TVIA process as it sets out the way in which the townscape functions and helps to inform the design of any emerging developments so that they respond positively to the context within which they lie.

2.2 Our approach to undertaking Townscape and Visual Appraisals is to determine the way in which a townscape functions and is experienced by recording the existing townscape features and by considering the settlement morphology pattern, topographical variation, scale, and land use of the area.

2.3 To help determine the unique context of every Site we typically look at the historical development of an area (and any indicators that evoke a sense of time depth), existing movement patterns for pedestrians, cyclists and users of vehicles, the urban grain (including building typology, materiality and density), and the quality of the public realm and green infrastructure network. All of these aspects help us to also assess the visibility of the Site and the nature and quality of the existing views from the surrounding area.

2.4 It is through this process that we establish the strengths of an area and the positive aspects of a place that development proposals can contribute to. We also identify if there are any deficiencies in the area that development within the Site could help address. This approach helps to identify potentially sensitive visual receptors groups or areas within the surrounding townscape, and often culminates in the production of a townscape and visual mitigation-by-design rationale to guide and influence the design of a scheme from a townscape and visual perspective.

Over the past ten years our townscape planning service has been evolving, whereby we now work together as one national team across the UK.

Change is an inevitable part of a living and evolving built environment, but to deliver successful change, it needs to be understood in context and managed in a way to bring about sustainable outcomes.

We adopt a robust, transparent and structured approach to understand the unique context of each and every townscape, considering the physical, cultural, perceptual and aesthetic factors that make a place, a place.

Matthew Chard, Partner



3. PROJECT TEAM EXPERTISE

BARTON WILLMORE, NOW STANTEC

3.1 Barton Willmore, now Stantec is an award-winning practice that provides a unique combination of high quality townscape consultancy services. We operate at all stages of the development process, from feasibility through to implementation.

3.2 We pride ourselves on the diversity of skills that our Townscape Planning and Design Team are able to bring to projects. This allows us to provide a design-led process that, in every instance, can deliver realistic and exciting, dynamic solutions.

3.3 Our experienced team of townscape and visual professionals offer a fully integrated and streamlined approach to the provision of townscape and visual services, spanning all sectors and scales in urban environments across the UK.

THE AUTHORS

Matthew Chard CMLI MAUD PG Dip

3.4 Matthew is the Director of our national Landscape Planning and Design team. Matthew has extensive experience in undertaking townscape/landscape and visual impact assessments, feasibility studies and preparing landscape strategies and detailed landscape design on a wide variety of proposals. He is also an experienced expert witness on tall buildings, townscape/landscape and visual matters at Local Plan Inquiries, Public Inquiries and Call-In Inquiries.

Greg Mahon CMLI PIEMA MLPM

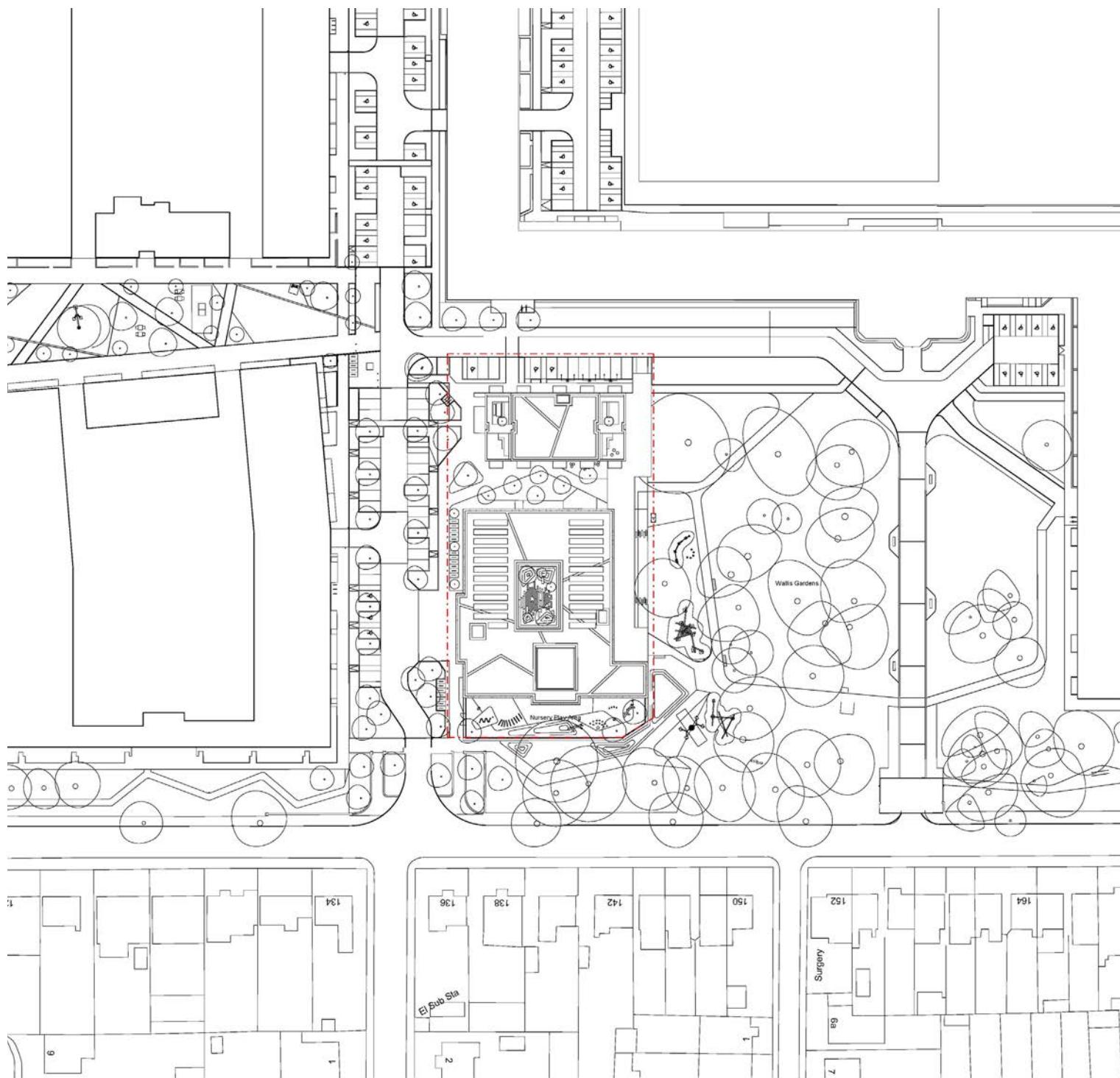
3.5 Greg is an Associate Director Landscape Planner at Barton Willmore and is based in the London Office. He has a wealth of experience in the residential, mixed-use, and tall-buildings sectors, providing landscape, townscape and visual expertise to numerous clients across the UK. Greg specialises in producing landscape, townscape and visual impact assessments for Environmental Statements.

Matt Filer CMLI

3.6 Matt is an Associate Landscape Planner at Barton Willmore and works out of our London and Birmingham Offices. His experience spans a broad range of sectors and has worked on a number of notable high profile urban / regeneration projects. Matt routinely provides landscape planning and design input to help deliver high quality developments that improve and enhance the area.



4. THE SITE



SITE BACKGROUND

4.1 The Site is located within the administrative boundary of London Borough of Hillingdon (LBH) and covers approximately 0.34hectares (ha). Nestles Avenue borders the Site to the south, with recent redevelopment / development, as part of the wider regeneration of the Former Nestle Factory, surrounding the Site to the north, east and west. Further, to the north lies the Grand Union Canal, to the east is North Hyde Gardens road and to the west is the Squirrels Trading Estate.

4.2 The Site consists of the Former Nestle Canteen, a two Storey rectilinear building built in 1954 in a Moderne Style, as an office canteen.

Value

4.3 The building is finished in painted concrete, primarily white with panels of turquoise set either side of large areas of glazing, 2 Storey areas of multi-paned windows with original critical type metal glazing.

4.4 There is some group value as the Canteen building sits alongside the Art deco original factory building to the immediate north (although the factory building has recently been renovated the facade has been preserved), lodge to the south east, with the gates and railings located along Nestles Avenue.

4.5 Overall the townscape value of the Site is assessed as medium.

Susceptibility

4.6 The landform across the Site is generally flat, due to its low lying position, and that past usage has required extensive flat areas of hardstanding. The introduction of new built form and landscaping will therefore not require fundamental change to this existing landform and only more localised cut and fill operations.

4.7 The pattern of the immediate setting to the Site is characterised by existing large scale massing, with large scale residential and commercial buildings, such that there

are contrasts in existing building heights and styles already within the immediate setting. The redevelopment of the wider former Nestle factory, once complete, will result in large scale development being located in an inverted horse shoe shape around the Site. This development will be of greater scale and height, thereby heavily enclosing the Site from the local and wider setting to the north, east and west.

4.8 The present / emerging composition of the Site is therefore of high quality built form located around green space, this provides an enhanced setting to the restored and new built form and a continuity to the streetscene.

4.9 In relation to the surrounding townscape, the Site is part of the industrial and commercial uses to the north of Nestles Avenue and adjacent to the Grand Union Canal, which extend from the A408 to the A312. The Site and the existing built form establish a clear separation in land use, scale and character between the Grand Union Canal and the residential properties to the south of Nestles Avenue.

4.10 The susceptibility of the Site to the nature of development proposed is therefore assessed as low.

PLANNING CONTEXT

5. NATIONAL PLANNING POLICY

NATIONAL PLANNING POLICY FRAMEWORK (NPPF), 2021

5.1 The NPPF outlines that “*the purpose of the planning system is to contribute to the achievement of sustainable development*”, which is defined as “*meeting the needs of the present without compromising the ability of future generations to meet their own needs*”.

5.2 The NPPF also clarifies that planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The NPPF is a material consideration in planning decisions.

5.3 The NPPF states that the planning system has three overarching objectives, with the environmental objective outlined as follows:

“To protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

5.4 Paragraph 9 of the NPPF also notes that the objectives should be delivered through the planning process but recognises that planning policies and decisions should “*take local circumstances into account, to reflect the character, needs and opportunities of each area*”.

5.5 Section 12: Achieving well-designed places sets out that “*the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve*”. This section seeks to promote good design within the built environment and notes, in Paragraph 130, that planning policies and decisions should ensure that developments:

“a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

“b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”*

5.6 Paragraph 134 of the NPPF states:

“Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:

- a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or*
- b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.”*

5.7 NPPF Section 15: Conserving and Enhancing the Natural Environment (Paragraph 174) states that the planning system should contribute to, and enhance, the local environment; and explicitly acknowledges that this can be delivered by “protecting and enhancing valued landscapes”.

5.8 NPPF Section 16: Conserving and Enhancing the Historic Environment sets out in Paragraph 194:

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.”

National Planning Practice Guidance

5.9 Under the topic of Design: process and tools and sub-heading of Planning for well-designed places (Paragraph 001) the PPG states “permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions”. This section of the PPG also introduces the National Design Guide which sets out the 10 characteristics of good design, including:

- “Context (enhances the surroundings);
- Identity (Attractive and distinctive);
- Built form (a coherent pattern of development);
- Movement (accessible and easy to move around);
- Nature (enhanced and optimised);
- Public Spaces (safe, social and inclusive);
- Uses (mixed and integrated);
- Homes and Buildings (Functional, healthy and sustainable);
- Resources (Efficient and resilient); and
- Lifespan (made to last).”

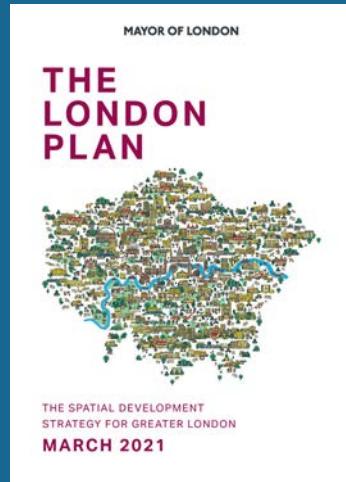
5.10 Under the sub-heading of Landscape Paragraph 37 in the PPG supports the use of Landscape and Visual Impact Assessment to “demonstrate the likely effects of a Proposed Development on the landscape”. The PPG also makes reference to Natural England’s guidance on undertaking landscape character assessment “to complement Natural England’s National Character Area Profiles”.

- *Brownfield land, soils and agricultural land.”*

6. LOCAL PLANNING POLICY

THE LONDON PLAN

6.1 The London Plan 2021 is the Spatial Development Strategy for the whole of Greater London, setting out the detailed framework for how London will develop over the next 20-25 years. In this regard, the London Plan 2021 forms the overall strategic plan for London by which boroughs should set their detailed planning policies, constituting the strategic development plan under Section 70 of the Town and Country Planning Act 1990.



The London Plan (2021)

6.2 The policies of the London Plan that are of most relevance to townscape and visual matters, the type of development proposed, and the Site and its surrounding context include:

- Policy GG2 Making the best use of land;
- Policy D3 Optimising site capacity through the design-led approach;
- Policy D8 Public realm;
- Policy HC3 Strategic and Local Views;
- Policy HC4 London View Management Framework;
- Policy G1 Green infrastructure;
- Policy G5 Urban greening; and
- Policy G7 Trees and woodlands.

6.3 Policy GG2 outlines that to create successful sustainable mixed-use places a “design-led approach to determine the optimum development capacity [of a given site]” should be adopted, along with promoting “the creation of new green infrastructure and urban greening”.

6.4 Policy D3 relates to this design-led approach to the optimisation of site capacity, stating:

“The design-led approach

A All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations. Optimising site capacity means ensuring that development is of the most appropriate form and land use for the site. The design-led approach requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth...

D Development proposals should...:

1) enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions...

11) respond to the existing character of a place

by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character...

12) be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan through appropriate construction methods and the use of attractive, robust materials which weather and mature well..."

6.5 Policy D8 concerns the public realm and sets out:

"Development Plans and development proposals should:

A encourage and explore opportunities to create new public realm where appropriate

B ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable...

F ensure there is a mutually supportive relationship between the space, surrounding buildings and their uses, so that the public realm enhances the amenity and function of buildings and the design of buildings contributes to a vibrant public realm

G ensure buildings are of a design that activates and defines the public realm, and provides natural surveillance. Consideration should also be given to the local microclimate created by buildings, and the impact of service entrances and façades on the public realm

I incorporate green infrastructure such as street trees and other vegetation into the public realm...

K ensure that street clutter, including street furniture that is poorly located, unsightly, in poor condition or without

a clear function is removed, to ensure that pedestrian amenity is improved. Consideration should be given to the use, design and location of street furniture so that it complements the use and function of the space..."

6.6 Policy HC3 relates to the designated Strategic and Local Views by the Mayor and sets out that "development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view".

6.7 Policy HC4 concerns the London View Management Framework and the designated views therein, stating:

"A Development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements. They should also preserve and, where possible, enhance viewers' ability to recognise and to appreciate Strategically Important Landmarks in these views and, where appropriate, protect the silhouette of landmark elements of World Heritage Sites as seen from designated viewing places.

B Development in the foreground, middle ground and background of a designated view should not be intrusive, unsightly or prominent to the detriment of the view.

C Development proposals and external illumination of structures in the background of a view should give context to landmarks and not harm the composition of the view as a whole. Where a silhouette of a World Heritage Site is identified by the Mayor as prominent in a designated view, and well-preserved within its setting with clear sky behind, it should not be altered by new development appearing in its background. Assessment of the impact of development in the foreground, middle ground or background of the view or the setting of a Strategically-Important Landmark should take into account the effects of distance and atmospheric or seasonal changes.

D Development proposals in designated views should comply with the following:

1) London Panoramas should be managed so that development fits within the prevailing pattern of buildings and spaces, and should not detract from the panorama as a whole. The management of views containing Strategically-Important Landmarks should afford them an appropriate setting and prevent a canyon effect from new buildings crowding in too close to the Strategically-Important Landmark in the foreground, middle ground or background where appropriate

2) River Prospects should be managed to ensure that the juxtaposition between elements, including the river frontages and key landmarks, can be appreciated within their wider London context

3) Townscape and Linear Views should be managed so that the ability to see specific buildings, or groups of buildings, in conjunction with the surrounding environment, including distant buildings within views, is preserved...

F Where there is a Protected Vista:

1) development that exceeds the threshold height of a Landmark Viewing Corridor should be refused

2) development in the Wider Setting consultation Area should form an attractive element in its own right and preserve or enhance the viewer's ability to recognise and to appreciate the Strategically-Important Landmark. It should not cause a canyon effect around the Landmark Viewing Corridor

3) development in the background should not harm the composition of the Protected Vistas, nor the viewer's ability to recognise and appreciate the Strategically-Important Landmark, whether the development proposal falls inside the Wider Setting Consultation area or not

4) development in the foreground of the wider setting consultation area should not detract from the prominence of the Strategically-Important Landmark in this part of the view."

6.8 Policy G1 relates to green infrastructure, stating:

"A London's network of green and open spaces, and green features in the built environment, should be protected and enhanced. Green infrastructure should be planned, designed and managed in an integrated way to achieve multiple benefits..."

D Development proposals should incorporate appropriate elements of green infrastructure that are integrated into London's wider green infrastructure network."

6.9 Policy G5 goes on to provide the planning framework for urban greening, setting out "major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage".

6.10 With respect to trees and woodland cover, Policy G7 states:

"A London's urban forest and woodlands should be protected and maintained, and new trees and woodlands should be planted in appropriate locations in order to increase the extent of London's urban forest – the area of London under the canopy of trees..."

C Development proposals should ensure that, wherever possible, existing trees of value are retained. If planning permission is granted that necessitates the removal of trees there should be adequate replacement based on the existing value of the benefits of the trees removed...The planting of additional trees should generally be included in new developments – particularly large-canopied species which provide a wider range of benefits because of the larger surface area of their canopy."

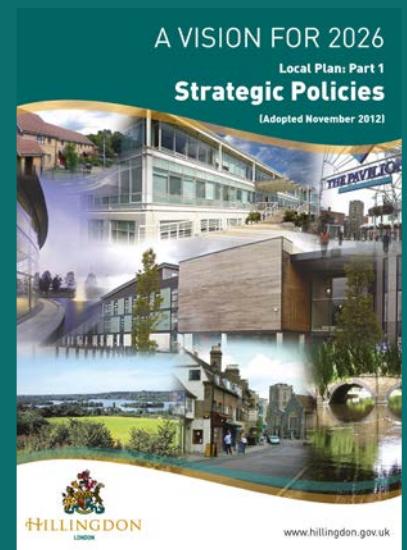


**Hillingdon Local Plan (Part 1),
November 2012**

6.11 The seven point vision for Hillingdon 2026 includes for improvements to the environmental and infrastructure, reinforced by strategic objectives associated with conserving and enhancing the borough's heritage and creating new neighbourhood's that are of high quality sustainable design, whilst also protecting and enhancing biodiversity.

6.12 Within the Spatial Vision for Hayes/West Drayton, the Grand Union Canal is identified as a key space, for which there should be increased opportunities for recreation and leisure.

6.13 Policies focus on the need to improve the quality of the built environment, and the need for high quality streets and the enjoyment of open spaces.



Hillingdon Local Plan - Part 1 (2012)

6.14 The Site is covered by a proposed locally significant industrial site, for which Policy E1: Managing the Supply of Employment Land states:

"The Council will accommodate growth by protecting Strategic Industrial Locations and the designation of Locally Significant Industrial Sites (LSIS) and Locally Significant Employment Locations (LSEL) including the designation of 13.63 hectares of new employment land."

6.15 Policy H1: Housing Growth outlines the target number of dwellings for the borough with the Site included within the Hayes Corridor. The supporting text states:

"High quality design for new homes will continue to be a priority for the Council...The density of residential development should take account of the need to optimise the potential of sites compatible with local and historic context, while respecting the quality, character and amenity of surrounding uses".

6.16 With regards to tall buildings, their location is considered to be one that should be carefully considered in order to not detract from the nature of surrounding places and the quality of life for those living and working around them. Tall buildings are noted to be acceptable where the Council considers that they will not seriously harm the surrounding area and its heritage assets, and will also deliver wider benefits to the proposed Opportunity Area, and that the height of buildings should be appropriate to the surrounding townscape.

6.17 With regard to the Built Environment and Design, the Strategy states:

"There is a need to reinforce the importance of ensuring that development is designed having regard to, and responding positively to its context, whilst contributing positively to the environment. This ensures that elements of local character and distinctiveness are reinforced that the environment is protected and enhanced and that design quality is a priority."

6.18 With regards to biodiversity, the Strategy states:

"Biodiversity should be promoted and increased in urban as well as rural locations, in small scale as well as large-scale projects. Targeted green initiatives to enhance urban streets and places with, for example, pocket parks, the planting of street trees or green roof gardens, have a strong impact on the appearance of the area, and also contribute to a greener and healthier environment by removing some pollutants and greenhouse gases from the environment."

6.19 With regards to the Grand Union Canal, which is identified as part of the Blue Ribbon Network, Policy EM3 states:

"The Council will continue to promote and contribute to the positive enhancement of the strategic river and canal corridors..."

Hillingdon Local Plan (Part 2)

6.20 The Hillingdon Local Plan (Part 2) was adopted as part of the borough's development plan at full council on 16 January 2020. The Local Plan Part 2 comprises Development Management Policies, Site allocations and Designations and the Policies Map.

6.21 The policies reinforce the Local Plan (Part 1), through aiming to improve the quality of the built environment seeking to ensure that new development is of high design quality, sustainable design and that it contributes positively to the local environment.

6.22 In relation to the design of new development, the policy states:

"The Council is seeking to ensure that all new development complements and where possible, improves the character and appearance of the area in which it is proposed. Buildings should be of a high quality design, materials and finish. The Council will encourage developments that include well-proportioned and attractive external spaces which are put to a positive public or private use."

6.23 In support of the above, other policies outline the importance of design, new tree planting and Green and Blue Infrastructure, including:

- Policy DMHB11: Design of New Development;

- Policy DMHB 12: Streets and Public Realm;
- Policy DMHB 14: Trees and Landscaping;
- Policy DMEI 1: Living Walls and Roofs and on-site Vegetation;
- Policy DMEI 7: Biodiversity Protection and Enhancement; and
- Policy DMEI 8: Waterside Development.

SITE CONTEXT

7. TOWNSCAPE SETTING

LAND USE & PATTERN

7.1 There are a diverse range of land uses throughout Hayes and surrounding the Site. To the immediate south of the Site, bungalows and two storey residences line the southern side of Nestles Avenue. The façade materials of these properties consist of a mix of pebble-dashed and rendered brick work, with grey/red tiled pitched roofs. Boundary treatments predominantly comprise low brick walls. Nestles Avenue is lit by street lighting columns that vary in style and height.

7.2 Further to the south the land use remains residential, and is characterised by a series of geometric, inter-connecting street layouts, with two storey and bungalow built forms. South of this area lies the M4, beyond which the land use is a combination of agricultural fields and linear settlement patterns adjacent to the A437 and the perimeter of Heathrow International Airport.

7.3 To the east of the Site lies the lodge set within mature grounds, known as Carnation Gardens, these front the renovated and restored main factory building. Adjacent to the renovated factory is a new logistics building that extends to North Hyde Gardens road. The road is slightly elevated above the Site as it rises to cross the Grand Union Canal. This road is a single lane road in each direction, and is lit by lighting columns. To the east of this road is a large scale electrical sub-station, and beyond this are the A312 and Bullsbridge industrial estate. The Bullsbridge industrial estate extends either side of the Grand Union Canal, and is characterised by large scale massing and extensive hard surfaced external car-parking areas.

7.4 The Grand Union Canal adjoins the rear of the renovated Nestle factory building to the north, as does an elevated tract of the Reading to London Paddington railway line, beyond which lies the Silverdale Industrial Estate, characterised by large scale warehouses; and Pump Lane Industrial Estate, which is dominated by a large scale cement processing works.

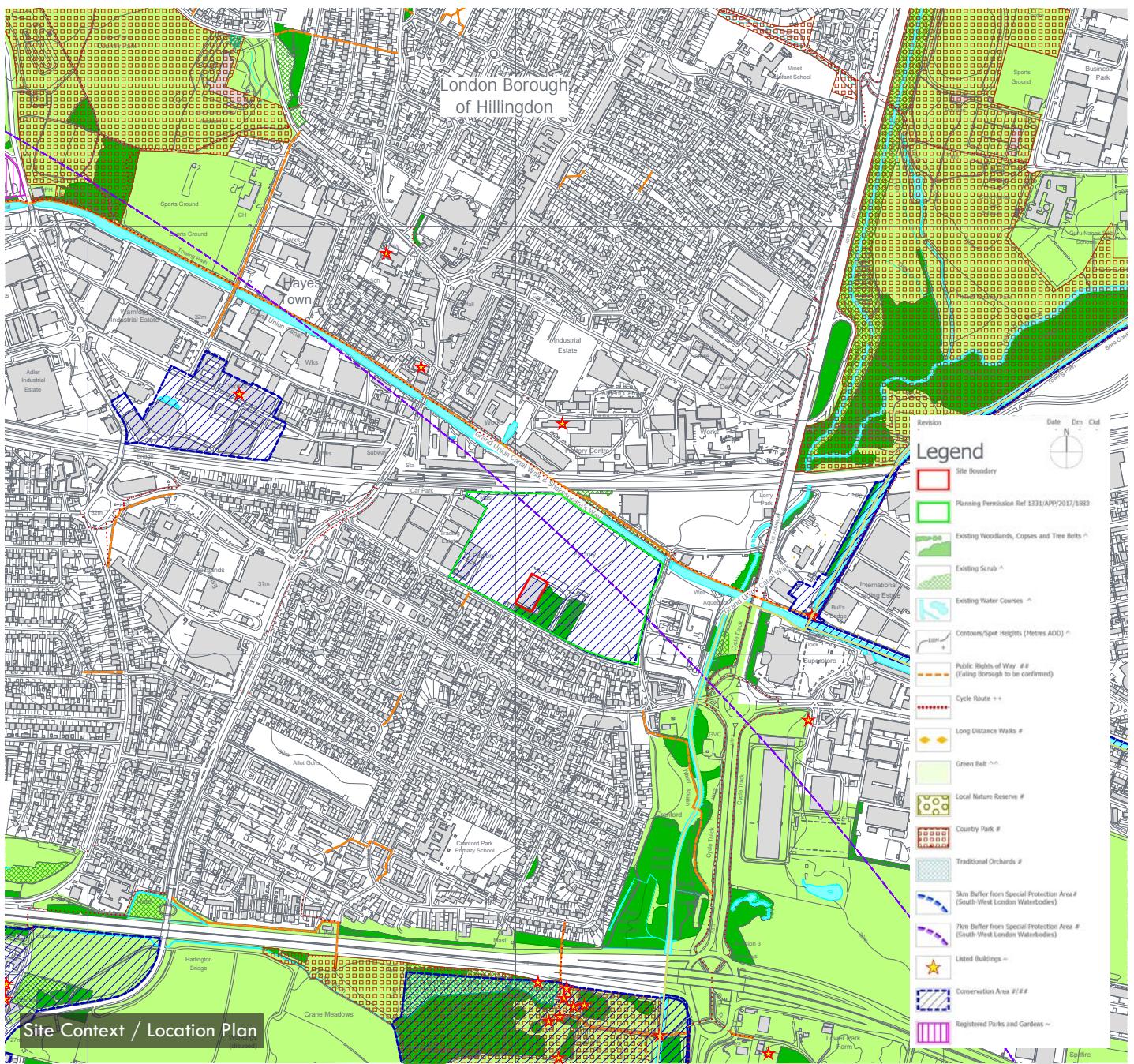
7.5 Beyond these industrial uses are residential areas, characterised by parallel interconnected streets. Minet Country Park (through which Yeading Brook flows) and the Grand Union

Canal separate the Bullingsbridge and Silverdale industrial estates and form a narrow green chain that extends to the Uxbridge Road. Within the Minet Country Park are numerous sports pitches and the Colne Valley Park visitor centre.

7.6 Compass Apartments/High Point Village lies to the north-west of the Site beyond the Reading to London Paddington railway line, comprising large scale contemporary residential apartments, aligned at right angles to the Grand Union Canal. The height of these apartments ranges between 8 and 9 storeys, being elevated above a podium deck of car-parking and a public realm area. Further to west is the Blyth Road industrial area, the majority of which is being re-developed with apartments. Botwell Common and Stockley Park Golf Course and Stockley Country Park form a large tract of recreational use between Hayes and Yiewsley further afield to the north-west of the Site.

7.7 Immediately adjoining the western boundary of the Site is emerging development, this is part of the redevelopment of the wider Nestle Factory site. Two new blocks of residential development accessed off Nestles Avenue via Cranton Avenue rise above the surrounding existing development, enclosing the Site and the wider Nestle factory. Beyond this recent development are a group of warehouses and two storey built forms on Viveash Close, which connects to Nestles Avenue. Other uses on the northern side of Nestles Avenue, and to the west of the Site consist of a range of business, museum and educational uses, with self-storage premises, the London Motor Museum and St. Stephen's College.

7.8 While these uses vary, they are located within two storey brick buildings, a number of which retain 1930s façades. The built form is also set back from Nestles Avenue, enabling forecourt parking and boundary treatments of concrete post and mesh panel fencing.



MOVEMENT & CIRCULATION

7.12 Hayes train station is the nearest station to the Site, with the closest entrance/exit located on Station Road approximately 400m to the north west of the Site. Hayes train station is served by First Great Western; with train services to London Paddington, Reading and Oxford; and the Heathrow Connect Service from London Paddington to Heathrow Airport.

7.13 The A312 (coinciding with The Parkway), lies to the east of the Site and connects Yeadon with Hatton and provides access to Heathrow Airport as well as the M4, which extends east-west to the south of the Site. North Hyde Road and Pump Lane both extend off the A312 and provide access to Hayes town centre, with the former providing access to the Site via Harold Avenue or North Hyde Gardens.

7.14 The Grand Union Canal, which lies approximately 190m north of the Site, is a key recreational transport route, the towpath of which forms part of the Hillingdon Trail and London Loop. However, the Site does not provide any public access to the canal, nor to the towpath on the north side of the Canal.

BUILDING TYPOLOGY & SCALE

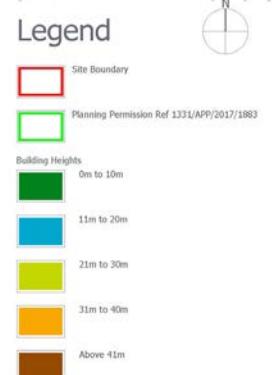
7.9 A townscape character study was published in November 2013 for LBH, which provided a systematic classification of various urban typologies across the borough and common issues that are prevalent for each typology and potential implications for future development. These typologies together form the grain, fabric and character of the area. In order to understand the context within which the Site lies, these typologies have been applied to cover the nearby areas within the London Borough of Ealing and London Borough of Hounslow that share common characteristics.

7.10 The Site, the recent redevelopment of the Nestle Factory, and industrial areas to the north and north-west, are covered by the Industrial / Business Urban typology and is described as follows:

"A number of significant historic industrial areas and buildings are located along the canal corridor such as Benlow Works, the Nestles factory and Enterprise House. This is reflected through the designation of two predominantly industrial Conservation Areas in Hayes. The former EMI site in Hayes is unusual with striking and substantial buildings. However, this site is no longer in industrial use and is in the process of being regenerated through residential led mixed use redevelopment. Other industrial areas which have a canal frontage are also under pressure for change to residential use."

7.11 The majority of the residential area to the immediate south of the Site is covered by the Metroland typology, consisting of privately built inter-war suburban housing, and described as follows:

"Many areas have a consistent pattern of buildings with a similar scale and form which can give an attractive, unified character. The streets are wider and the front gardens are typically between 5 and 10m deep. This means that street trees and other soft landscaping play a particular role in softening and unifying character. Some areas of metroland development were built out as consistently single storey development."



TOPOGRAPHY & HYDROLOGY

7.15 The settlement pattern immediately surrounding the Site overlays a low lying and generally uniform landform ranging in height between 10m and 30m Above Ordnance Datum (AOD). Across this landform there are a number of narrow rivers, which meander towards the River Thames.

7.16 Yeading Brook, which feeds the River Crane, lies approximately 175m to the east of the Site and marks the borough division between Hayes and Hillingdon and Southall (within the London Borough of Ealing) as it extends through Cranford Park to form part of a local habitat network.

7.17 To the north and north-west of the Site the landform gently rises, attaining a height of approximately 50m AOD at Stockley Park and 50m AOD at Hillingdon.

HERITAGE ASSETS

Historical Development

7.18 Hayes' historical development is evident in its built fabric, with the heritage and townscape assets serving as markers of key points in its development over time to the present day, affording a sense of time depth.

7.19 The area surrounding the Site remained mainly rural in character up until the 20th century. The construction of the Grand Union Canal and the railway routes resulted in the growth of Hayes' settlement pattern and development along the canal corridor, by serving as freight routes into London.

Conservation Areas

7.20 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that special attention be paid in the exercise of planning functions to the desirability of preserving or enhancing the character or appearance of conservation areas. Trees in conservation areas are afforded protection as they and other landscape features often contribute to the special character of a conservation area.

7.21 The Site is located within the Botwell: Nestles conservation area. However, the supporting Conservation Area Appraisal and Management Plan has not been completed.

7.22 Other conservation areas within the vicinity of the Site include:

- Bulls Bridge: Hayes; and
- Botwell: Thorn EMI, Hayes.

Listed Buildings

7.23 There are a number of statutorily listed buildings within the surrounding area. Notable listed buildings in the vicinity of the Site include:

- The Grade II* Barnwell Prior; and
- The Grade II* Arts Theatre Workshop and Store.

Scheduled Monuments / World Heritage Sites

7.24 There are no scheduled monuments or World Heritage Sites within the vicinity of the Site.



8. FUTURE TOWNSCAPE FABRIC

EMERGING DEVELOPMENT

8.1 The Site lies within an area that has seen extensive development and regeneration of the surrounding townscape. The following have been identified as nearby committed and/or emerging developments (cumulative schemes) that may potentially alter the future townscape context to the Site:

- 1 - Upgrades to the existing Hayes train station associated with Crossrail (31592/APP/2015/186) comprising a new footbridge, a station extension, and alterations to the lighting, platforms and entrances;
- 2 - Redevelopment at Silverdale Road (71374/APP/2016/4027), comprising the demolition of the existing buildings and construction of a staggered massing building up to 8 storeys in height featuring 124 residential units, commercial space, car parking and associated landscaping;
- 3 - Redevelopment of the Buccleuch Site, to create a mixed use development comprising between 25-32,500m² residential units and A1 and B1 Use Classes up to 10 storeys in height;
- 4 - Redevelopment of the no.1 Nestles Avenue Precis Site, to create a mixed use development of A3, B1, B8 and C3 Use Classes, up to a 11 storey height limit; and
- 5 - Redevelopment of Squirrels Trading Estate, assuming to provide for 400 residential dwellings with B1 and B2 floor space.

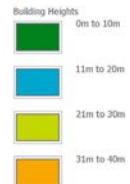


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Legend

- Site Boundary (Red Box)
- Planning Permission Ref 1331/APP/2017/1883 (Green Box)

- Future Development (Cumulative Schemes) including Indicative layouts:
 - The Old Vinyl Factory, Blyth Road, Hayes (ref: 59872/APP/2012/1838)
 - 20 Blyth Road, Hayes (ref: 1425/APP/2011/2048)
 - Crossrail Station (ref: PP/2015/4682)
 - Upgrade the existing rail station for Crossrail (ref: 31592/APP/2015/196)
 - Silverdale Road, Hayes (ref: 71374/APP/2016/4027)
 - Land South of Hayes and Harlington ("Precis Site")
 - No.1 Nestle Avenue ("Precis Site")
 - Squirrel Trading Estate



9. TOWNSCAPE CHARACTER

PUBLISHED CHARACTER STUDIES

National Character

9.1 As part of Natural England's responsibilities in delivering the Natural Environment White Paper, Biodiversity 2020 and the European Landscape Convention, Natural England has developed a series of National Character Area (NCA) Profiles.

9.2 These NCA Profiles provide a broad range of information including an outline of the key characteristics of a given area; a description of the ecosystem services provided and how they relate to people, wildlife and the economy; and they identify an array of opportunities for positive environmental change.

9.3 The Site is located within the NCA Profile 115: Thames Valley. The key characteristics of this NCA of relevance to the Site are:

- “Flat and low-lying land, rising to low, river-terraced hills...;
- Towards London in the east, the natural character of the area is overtaken by urban influences...; and
- The area has an urban character...”

Regional Character

9.4 In addition, Natural England commissioned Alan Baxter and Associates LLP to prepare a report entitled ‘London’s Natural Signatures: The London Regional Landscape Framework’ in 2009, which was published in January 2011. The document sets out the Natural Landscape Areas and their ‘Natural Signatures’ that comprise the urban area of London. Within this document, the Site is identified within Natural Landscape Area 10: Hayes Gravels. However, this document focuses on London’s green spaces and natural character and does not provide detail on the urban character of specific areas.

9.5 The Area 10: Hayes Gravels Natural Landscape Area is described as follows:

“The Hayes Gravels are split in two sections, divided by the Brent Valley...the alignment of the area follows the broad flightpath of planes coming in to land at Heathrow Airport. The topography is a gradual but fairly constant slope from north to south – there are shallow summits at Hillingdon...”

The historic centres of settlement (at Ealing, Gunnersbury Park and Shepherd’s Bush) developed along the ancient roads from the west leading to the Anglo Saxon trading settlement of Lundenwic. These areas are predominantly Victorian terraces, interspersed by much smaller interwar suburbs....In the far west the dominant built form is of recent residential and commercial development, particularly around Hillingdon, Hayes Town and along the A4020...”

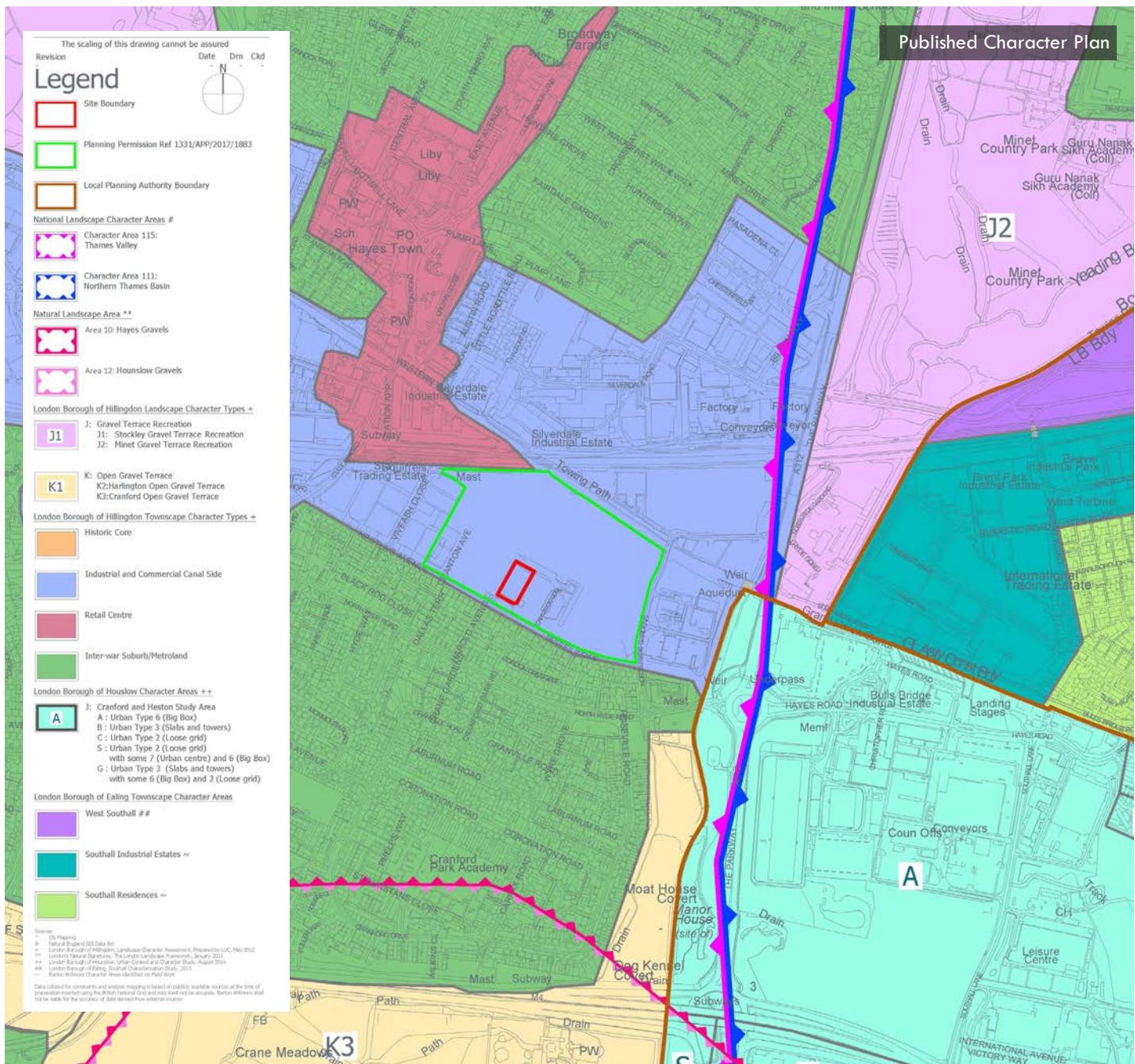
9.6 London’s Natural Signatures further notes that:

“Given the intensive built structure of the majority of the Natural Landscape Area, the Natural Signature is of designed or recovered semi-natural landscapes. This is due to the settlement history of the Landscape Area, where growth has followed natural transport and habitat corridors extending west from central London.”

Borough Character

9.7 A character assessment of the London Borough of Hillingdon was published in May 2012, which identified the Site within the Industrial and Commercial Canal Side Townscape Character Type (TCT), of which the key characteristics of relevance are identified as follows:

- “...Cut by the Grand Union Canal, an important linear feature providing recreational and ecological interest in the built landscape...;
- Built form is generally large scale and simple, often comprising sheds buildings with smaller office buildings. In contrast Stockley Park, masterplanned in the 1980s, includes buildings by a number of leading British architects...;
- The Grand Union Canal is a Nature Conservation Site of Metropolitan Importance, particularly distinctive in terms of its aquatic, emergent and bankside vegetation at Stockley Bridge;
- Long distance trails (the London Loop, Grand Union Canal Walk and Hillingdon Trail) follow the towpath of the Grand Union Canal; and
- Views are kept short by buildings or are channelled down the canal from towpaths and road bridges.”



TOWNSCAPE CHARACTER STUDY

9.8 To provide a finer grain of detail to the published character assessment surrounding the Site, a number of Townscape Character Areas (TCAs) have been identified via desk-based study and fieldwork. The extent of the TCAs identified are illustrated in the adjacent Townscape Character Plan. A brief description of each TCA is provided below.

Nestles Avenue East (NAE)

9.9 NAE includes the southern edge of the Site, Nestles Avenue and properties adjacent to the south side of Nestles Avenue. The pattern of the built form is generally consistent, comprising two storey semi-detached properties with large scale pitched roofs. These properties extend from the eastern edge of NAE, until stepping down in scale to bungalows with pitched roofs. The residential plot sizes range between 100 and 200m in length. The scenic quality of the area is limited to the well vegetated edge along the northern side of Nestles Avenue. Hard surfacing within front gardens facilitates off-street parking. There is inter-visibility with larger scale massing within the Site.

Former Main Factory (FMF)

9.10 The FMF is located within the central part of the Site and includes the former Nestlé Works and vegetation to the south of the Truscon façade. The scenic quality varies between the southern façade of the Truscon Building and the vegetated setting, compared to the southern and western façades that are not as unified and exhibit infrastructure features. There is no sense of remoteness and very limited tranquillity due to the existing built form and noise from the surrounding townscape.

Former Factory (FF)

9.11 The FF area covers the western and eastern parts of the Site containing built form. The built form is in varying states of condition. The scenic quality is limited by the utilitarian massing and architectural style. There is no sense of remoteness nor tranquillity, and there are no recreational opportunities.

Nestlé Residential (NR)

9.12 The NR area is located to the south and south-west of the Site. The scenic quality is consistent, with 2 storey semi-detached properties set within a pattern of north-south avenue crescents. There is no sense of remoteness or tranquillity due to the extent of built form and road networks, as well as the inter-visibility with the larger scale massing of the former Nestlé Factory.

Grand Union Canal (GUC)

9.13 The GUC is located to the north of the Site and extends between The Parkway and Printinghouse Lane. The scenic quality is limited by the proximity of utilitarian massing in North Hyde Gardens and the substation; the built form within the northern part of the Site, and road and rail infrastructure which crosses the canal. The area is also influenced by the large scale massing of Compass Apartments. The pattern of the character area is simple and dominant, being an engineered route.

Nestles Avenue West (NAW)

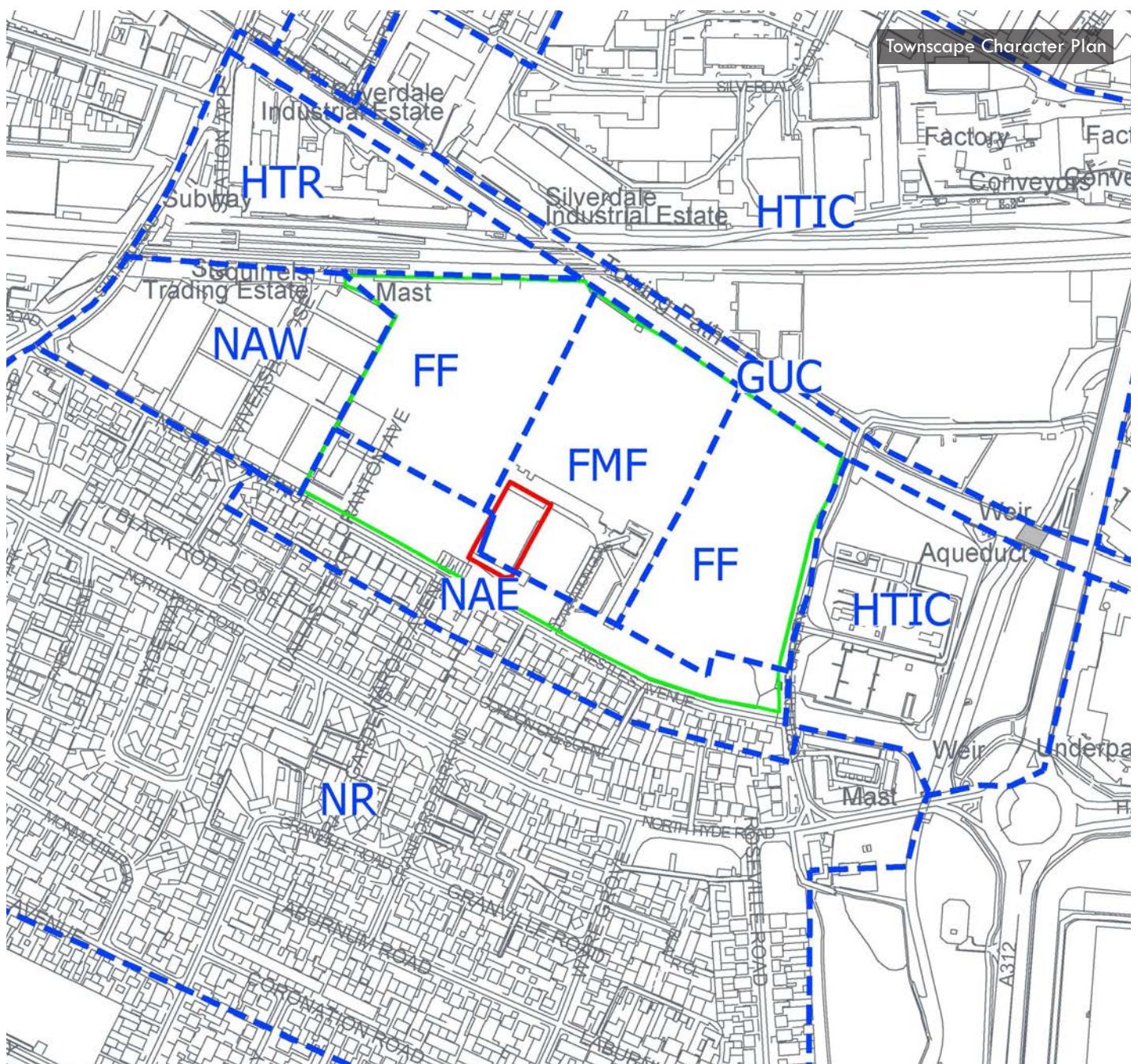
9.14 The NAW area is located to the west of the Site and includes 2 to 3 storey commercial and industrial properties on the northern side of Nestles Avenue, and adjacent to Viveash Close. The scenic quality of the character area is very limited due to the extent of hardstanding and utilitarian commercial buildings. The tranquillity and sense of remoteness are both very limited due to the presence of built form, and inter-visibility with larger scale massing within the former Nestlé factory and the existing road network.

Hayes Town Residential (HTR)

9.15 The HTR area is located to the north-west of the Site and covers Compass Apartments and 2 to 16 storey properties on the north side of the canal. The scenic quality is varied with Compass Apartments exhibiting contemporary built form, which steps up in scale towards the Grand Union Canal and is set within landscaped areas. The residential area within the north of HTR is of lower scenic quality, being red brick and concrete and associated hardstanding, with 2 to 3 storey massing around a 16 storey tower block.

Hayes Town Industrial / Commercial (HTIC)

9.16 The HTIC is located to the north of the Site, to the north of the Grand Union Canal and to the east of the Site, adjacent to North Hyde Gardens. The built form is in varied condition with some contemporary built form in a generally fair condition balanced with the Pump Lane Tarmac works. The scenic quality is limited as a result of the utilitarian commercial, infrastructure and industrial built form, with extensive areas of hardstanding and vegetation localised to the road and canal networks.



VISUAL BASELINE

10. VISUAL APPRAISAL

10.1 A visual appraisal was undertaken from the surrounding townscape context in order to determine the nature and extent of views towards the Site and to identify those areas that currently obtain views of the built forms within the Site and where visibility of the Proposed Development is likely.

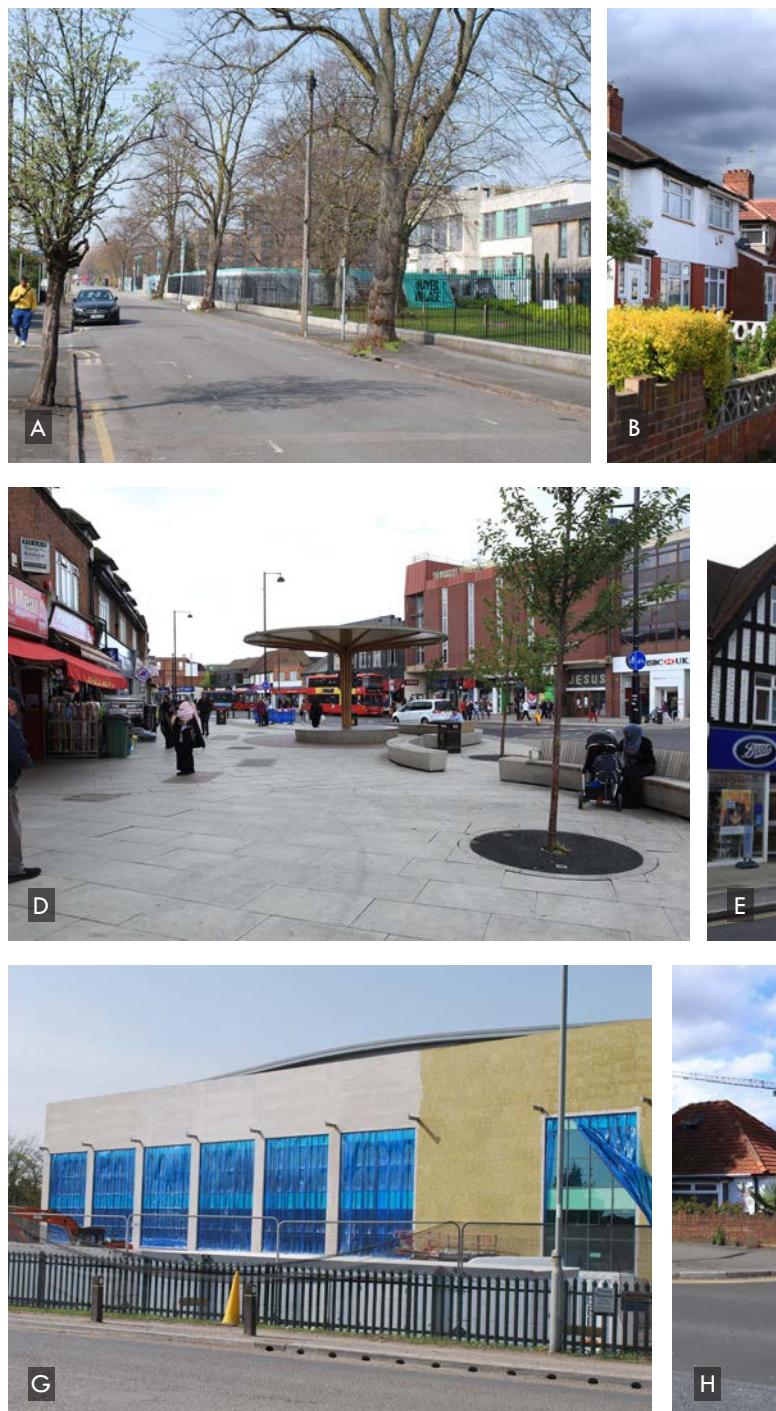
10.2 A series of photographs were taken from within the immediate and local townscape in March 2022 from a range of locations to demonstrate the character and appearance of the townscape within which the Site lies. These photographs were taken from areas to which the public gain access i.e. along roads and pavements and within areas of public open space.

10.3 Inevitably, the composition of the views obtained towards the Site depends upon on the distance, orientation and immediate context of the viewer. Given that the Site lies within a built-up area of generally flat landform, for the most part views of the Site are obstructed by intervening built forms.

10.4 From the elevated landscape to the north-west of the Site, including Stockley Park, expansive and panoramic open views towards Hayes are obtainable. These views take in the City of London in the far distance, while aircraft are visible taking-off and landing at Heathrow Airport. Hayes is perceived to lie at the foot of the intervening gently sloping land, and exhibits a varied skyline with large scale massing in the town centre.

10.5 The prevailing townscape structure is that of a linear stretch of large scale buildings of various heights, comprising industrial/business and commercial uses, resulting in an uneven and discordant skyline along this corridor that does not contribute to the legibility of the townscape, or defining key features, such as the Grand Union Canal.

10.6 Physically and visually distinct from the Hayes skyline is the ongoing construction works that are occurring to the east of the Site at Southall, with the tall cranes notable features within the views obtained from this location. The Site and the existing development - Canteen Building is only visible from the south, forming a very small component of the view and part of the emerging development that will define the future skyline of Hayes.





the surrounding environment to Hayes appears well vegetated and consequently views of built forms are limited. Where visible, the built forms are generally seen as being nestled amongst the vegetation, with the occasional high rise residential block punctuating the wooded horizon. The industrial centre of Hayes, within which the Site lies, is also visible breaking the wooded horizon and forms a consolidated mass. The Pump Lane cement processing factory to the north-east of the Site forms the main focus of the views in this direction.

10.8 Similarly, the skyline of Hayes appears to be much more compact in the long distance views obtained from the south-east. The built form that is visible appears to be generally industrial in nature (with other high-rise built forms in the process of being constructed in the background).

10.9 In many locations from the south-east however, views of the main centre of Hayes, and the Site itself, are curtailed by the large scale built forms associated with the industrial/trading estates in the immediate area.

10.10 South of Hayes views are often truncated by built forms and vegetation, with expansive views few and far between given the relatively low-lying position of the townscape. Views from the M4 corridor of Hayes are generally limited to the overbridges that pass over the M4 given its siting within a cutting bounded by vegetation, while south of the M4 dense roadside vegetation often curtails views.

10.11 Longer distance views from the south-west of Hayes feature the upper parts of the taller built forms that lie adjacent to the Grand Union Canal and the Reading to London Paddington railway line corridor, in the backdrop of the views obtained. The intervening townscape consists of predominantly two-storey built forms featuring pitched roofs and pebbledashed or colour rendered façades that generally date from the 1930s.

10.12 The recent built forms within the immediate setting of the Site are a notable feature of the backdrop to views from this direction.

10.13 As previously noted, the area to the immediate south of the Site is characterised by its predominantly two-storey

residential built forms with large pitched roofs that line a series of geometric, inter-connecting streets. Consequently, views of the Site are often truncated by the intervening built forms, or channelled by the road alignment.

10.14 Where the Site is visible the existing built form is viewed within and surrounded by the recent and emerging development within the immediate setting to the north and east, and currently development off Cranton Avenue (which forms a distinct component within the view and are perceived as a prominent aspect of the townscape). Emerging development immediate west of the Site will replace further enclose the Site. These buildings serve to heavily restrict visual permeability and effectively closes off the Site and any inter-visibility with the local and wider setting to the north, east and west.

10.15 A discordant and utilitarian massing dominate the residential townscape. This is particularly the case in the close range views from the south of the Site, whereby bungalows and two-storey residences are juxtaposed to the high density residential and commercial development.

10.16 As illustrated in the view from the overbridge in proximity to Hayes train station (photograph O), the recent development off Cranton Avenue screens views towards the Site, with the intervening warehouse facilities located off Viveash Close visible in the mid distance. Views northward are truncated by the high-rise contemporary development that lies between the railway line and the Grand Union Canal (Compass Apartments - photograph P).



10.17 Views from the west are limited to Nestles Avenue as due to the scale of the intervening built form and mature vegetation, currently allowing only glimpsed views towards the Site (photograph Q), once the emerging development to the immediate east of the Site is complete these views will become further restricted.

10.18 The large commercial development located to the south east of the Site / at the junction between Nestles Avenue and North Hyde Gardens screens views towards the Site (photograph G).

10.19 The Site and existing Canteen building are visible from along Nestles Avenue to the immediate south of the Site, with glimpsed views of the existing development from the roads that runs perpendicular to Nestles Avenue, to include Harold Avenue, Gordon Crescent and Dallas Terrace. In addition to this and due to the nature of the intervening built form fleeting glimpsed views of the existing development within the Site is possible from along North Hyde Road to the south west (photograph R).



DESIGN RATIONALE

11. THE PROPOSED DEVELOPMENT

DESCRIPTION OF THE DEVELOPMENT

10.20 The Proposed Development comprises the following:

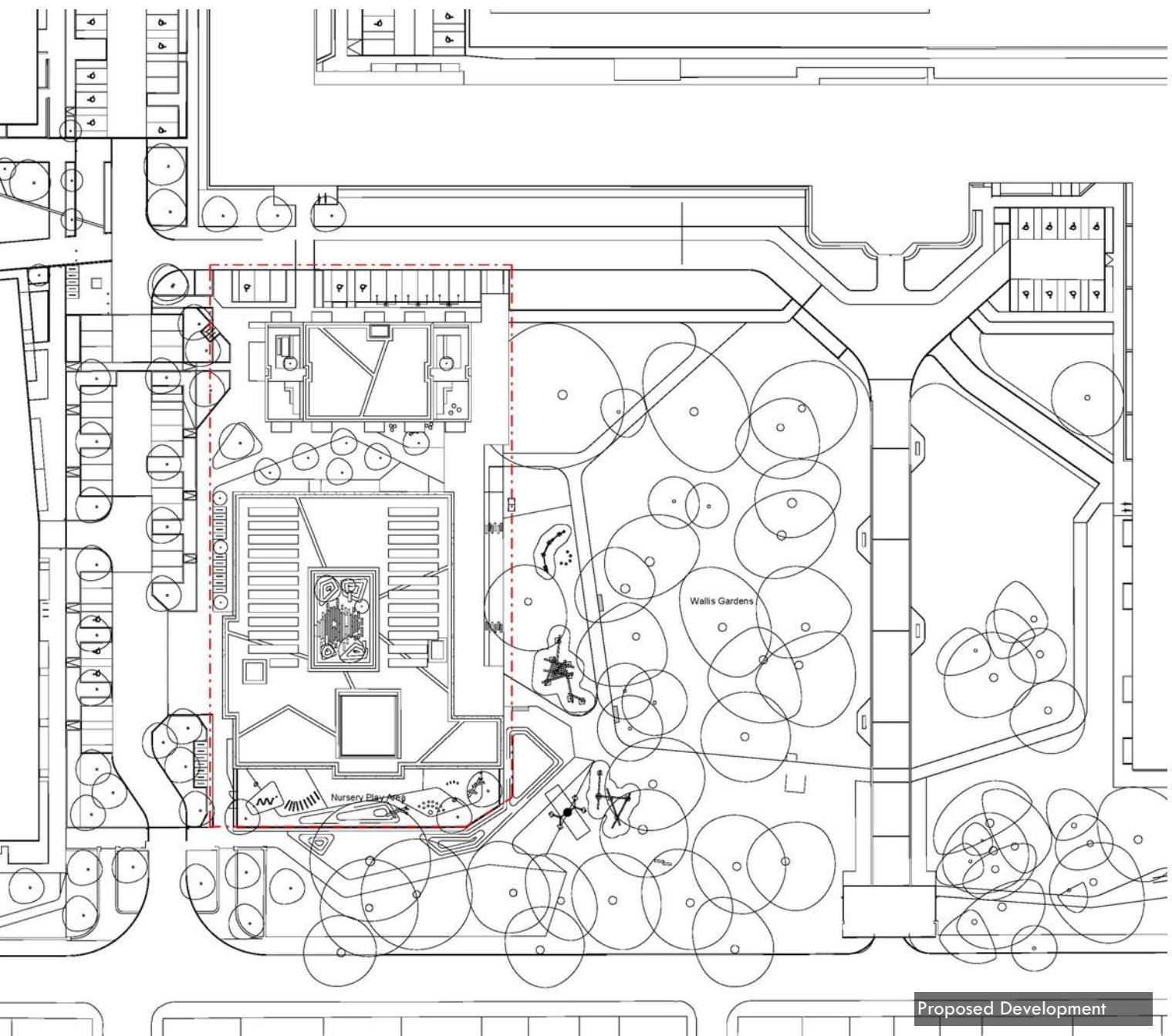
“Demolition and redevelopment of former canteen building to provide a new healthcare facility (Class E(e), nursery (Class E(f) and reconfigured residential building (Block H) (Class C3), including associated landscaping, access, car parking and other engineering works.”

10.21 For clarity, the assessment of effects has been undertaken with regard to the Proposed Development only, although the proposals will be seen in the context of the wider emerging development of the Former Nestle Factory. These developments will ultimately be read as one development, being within the same locality, however, it is considered appropriate to outline the potential effects that will arise on the basis of Proposed Development, and where it is considered this will differ from the effects arising from the previous consented scheme within the Site due to the changes set out within the Design and Access Statement.

10.22 The plan opposite illustrates the development layout, with Wallis Gardens to the east, Sandow Walk that lies between the Site and block F1 to the north with further residential use (Blocks C3 - C6) of the previously submitted application located in the western part of the Site, set within a new landscape framework which retains the key area of existing vegetation in the central southern part of the wider Site, between the Truscon Buildings' southern façade and Nestles Avenue.

10.23 The design evolution of the layout is outlined within the Design and Access Statement and has included for a number of workshop discussions with LBH, and members of the public.





ASSESSMENT

12. TOWNSCAPE EFFECTS

OVERVIEW

12.1 The likely townscape effects in relation to the identified landscape and townscape receptors have been assessed for the construction and operational phases of the Proposed Development. The operational phase assessment is undertaken at Year 1 and at Year 15, when the proposed planting will have established, in line with the established principles set out in the Guidelines for Landscape and Visual Impact Assessment.

12.2 An assessment has also been undertaken for the potential effect of the Proposed Development and the cumulative schemes on the identified landscape and townscape receptors during the construction and operational phases. The cumulative assessment assumes a worst case scenario whereby the Proposed Development and cumulative schemes are all under construction or operation at the same.

12.3 The likely effects to the character areas covering the Site, and those considered most pertinent are summarised below.

THE CONSTRUCTION PHASE

The Site

12.4 The construction phase is assumed to last for 2 years (2022-2024). During this phase large machinery will be present on Site, including cranes and the existing offsite vegetation, adjacent to the Site boundary, being protected from construction activity through construction exclusion zones and tree protection fencing.

12.5 The construction activity will vary across the Site, resulting in the presence of temporary structures and equipment associated within the demolition of the existing canteen building before activities associated with the construction of the proposed buildings. Various aspects of the construction activity are not considered to be out of character with the former factory usage of the Site, such as the movement of vehicles and storage of materials. In addition, the extent of potential earthworks is considered to be limited given the relative flat landform across the Site and the extent of hardstanding.

12.6 The construction activity that is more likely to result in changes to the Site character therefore relates to the demolition of the former building, the construction of the new residential blocks and new landscaping. Given the alterations to the Site, in combination with the 2 year duration of the construction phase, a Large magnitude of effect will arise, on a low sensitivity receptor, resulting in a Moderate Adverse significance of effect.

12.7 Cumulatively, the Site will be seen as a continuation of the adjacent construction activity, as part of the regeneration works of the Former Nestle Factory site. The scale of the proposals alongside the concentration and close proximity of this cumulative construction activity will result in a Small magnitude of effect and cumulative Minor Adverse significance of effect.

National Published Landscape / Townscape Character Areas

12.8 Due to the very localised extent of the construction activity in relation to the wider scale of the published national character areas; and that the construction activity will be located within an existing urban area and a developed Site, there will be no change perceived, resulting in a magnitude of effect of None and a Neutral significance of effect for NCA 111: Northern Thames Basin and NCA 115: Thames Valley.

12.9 Cumulatively, the emerging development / permitted schemes, in addition to the Proposed Development, will be located in NCA 115: Thames Valley. All of these schemes will be located in close proximity to one another, principally between Station Road, North Hyde Gardens and the northern side of the Grand Union Canal. The construction activity will therefore be very localised and concentrated, such that its cumulative scale and extent would not impact upon the wider scale of NCA 115, resulting in a magnitude of effect of None and a Neutral significance of effect.

Regional Published Landscape Character Areas

12.10 Due to the very localised extent of the construction activity in relation to the wider scale of the regional character areas; and that the construction activity will be located within an existing urban area and developed Site, the magnitude of effect will be None, resulting in a Neutral significance of effect to Regional Character Area 10: Hayes Gravels.

12.11 All the cumulative schemes would be located in Area 10: Hayes Gravels and within existing town centres or developed areas. The construction activities arising from the Proposed Development would be highly localised, with any perception of the upper parts of cranes being so minor in relation to the surrounding townscape that the construction activity would not beneficially or adversely affect the existing townscape receptors, resulting in a Neutral significance of effect

Borough Level Published Landscape / Townscape Areas

12.12 At a borough level, the construction activity will not be perceived from within the majority of Hillingdon's published landscape character areas, due to the intervening built form and vegetation between them and the Site, again with any perception of the upper parts of cranes being so minor in relation to the surrounding townscape that the construction activity will not beneficially or adversely affect the existing townscape receptors, resulting in a Neutral significance of effect.

Type J1: Stockley Gravel Terrace Recreation

12.13 For Hillingdon's published landscape character area Type J1: Stockley Gravel Terrace Recreation, which covers elevated landform 800m to the north-west of the Site, including Stockley Park, the construction cranes are likely to be perceived in the context of the surrounding settlement patterns and represent a Very Small magnitude of effect, resulting in a Negligible Adverse significance of effect, at most.

12.14 Cumulatively, the construction activity would be localised

and perceived in the context of an existing settlement pattern, the magnitude of effect is assessed as Very Small and the cumulative significance of effect as Negligible Adverse.

Industrial and Commercial Canal Side

12.15 For Hillingdon's published Industrial and Commercial Canal Side townscape character area, which covers the Site, the construction vehicle movement and general construction activity is considered to reflect the character of the former factory. The demolition and construction operations will result in a very slight alteration to the townscape receptor, due to the very small scale of the activity localised within the Site and that the character area already exhibits construction activity within Hayes Town centre. On this basis a Very Small magnitude of effect will arise, resulting in a Negligible Adverse significance of effect.

12.16 The majority of the cumulative schemes would be located in the Industrial and Commercial Canal Side character area, extending from the Old Vinyl Factory, through to the Buccleuch and Precis sites, the Squirrels Trading Estate and the Site. The railway station redevelopment would be located within this area, as would the Silverdale site, on the northern side of the Grand Union Canal. This construction activity would therefore be consolidated within the eastern part of this character area and to locations that exhibit existing industrial features or existing infrastructure, resulting in a Very Small magnitude of effect and a Negligible Adverse significance of effect.

Local Townscape Character Areas identified via Field Work

Nestles Avenue East Character Area

12.17 The construction activity will result in a Small magnitude of effect on the Nestles Avenue East character area due to the activity associated with the demolition and redevelopment of the Canteen and the construction of Block H. This activity, in

combination with the perception of the construction activity to the north of the character area, across the remainder of the Site, will result in a Minor Adverse significance of effect.

12.18 The cumulative effect of the construction work and that perceived within the Squirrels Trading Estate, Buccleuch, and Precis sites, would result in a Medium magnitude of effect and a Moderate Adverse significance of effect for the Nestles Avenue East character area.

Grand Union Canal Character Area

12.19 For the Grand Union Canal character area, whilst the construction activity will not be located directly within this character area, the existing and emerging intervening development will result in activities being a barely perceptible. The construction activity will result in a Very Small magnitude of effect and accordingly a Negligible Adverse significance of effect, at most, to the Grand Union Canal character area will arise.

12.20 Cumulatively, the perception of the construction activity within the Site, at Silverdale Road and across the Buccleuch and Precis sites, and the Squirrel Trading Estate would result in no more than a Negligible Adverse significance of effect.

Nestlé Residential Character Area

12.21 For the Nestlé Residential character area, the construction activity will not be located directly within this character area, but will be perceived due to the alignment of the street pattern. The construction activity will result in a slight alteration to the character of the area, resulting in a Very Small magnitude of effect and a Negligible Adverse significance of effect.

12.22 Cumulatively, the close proximity of the construction activities within the Buccleuch, Precis and Squirrels Trading Estates, in addition to those occurring within the Site, would result in a Small magnitude of effect and Minor Adverse significance of effect.

YEAR 1 OPERATION

The Site

12.23 The Proposed Development will introduce permanent new residential built form within the Site, set within an existing landscape framework, to include mature trees within Wallis Garden and along Nestles Avenue.

12.24 The proposed appearance and massing of the replacement Canteen building will reflect the current built form with Block H providing an increase in scale within the north of the Site. This will result in a graduation in development scale and massing through the Site, which is considered complimentary with the recent and emerging development within the immediate setting as part of the redevelopment of the wider Former Nestle Factory.

12.25 The size and scale of the change will be limited by the adjacent larger buildings to the immediate setting. There will be no loss of vegetation beyond that included within the consented development. The aesthetic quality and legibility of the Site is considered to improve as a result of the layout, which includes a relocation and slight increase in massing to Block H, this redesign and realignment is considered to improve the relationship and symmetry with the canteen facade / building

12.26 The Proposed Development is therefore considered to result in a Medium magnitude of effect, which on balance will result in a Minor Beneficial significance of effect to the Site at Year 1 due to the noticeable improvement in the built form and public realm.

12.27 Cumulatively, the scenic and architectural quality of the Site would be reflected in the cumulative schemes, as well as the landscape frameworks, recreational and access opportunities and biodiversity opportunities introduced into the townscape. The Site would form part of the wider residential land use to the south of the railway line, connecting with the wider pedestrian access routes, to include the railway station, resulting in a Small magnitude of effect and Negligible Beneficial significance of effect.

National Published Landscape / Townscape Character Areas

12.28 The Proposed Development will be barely perceptible, where it is perceived it is from only a very localised part of the much wider NCA: 115 Thames Valley, in part replacing an existing industrial scale building. The new canteen building has been designed to reflect the appearance of the existing building with Block H being a contemporary residential development, albeit with a facade that draw reference to the original factory concrete facade. The proposals are set within a robust landscape strategy, that forms part of the wider site GI framework. The Proposed Development will not adversely impact upon any of the stated key characteristics of NCA: 115, being located within an existing developed Site and context.

12.29 Due to the very localised scale and extent of the Proposed Development in relation to NCA: 115 Thames Valley, the magnitude of effect at Year 1 is considered to be None, resulting in a Neutral significance of effect. Similarly, the very localised scale and extent of the Proposed Development will also result in a Neutral significance of effect to NCA: 111 Northern Thames Basin.

12.30 The cumulative schemes would have introduced additional residential land use within Hayes Town Centre, along with new contemporary industrial, commercial and office use. These new built forms would be of a high architectural and aesthetic quality, yet localised to an existing town centre, such that the magnitude of effect would be Very Small, while the significance of effect will be Neutral for both NCA 111 and NCA 115.

Published Regional Character Area

12.31 The Proposed Development will only be perceived from a very limited section of Area 10, whereby it will replace the existing canteen building with a new building of similar appearance and the addition of the new contemporary residential Block H. The Proposed Development will therefore improve the perceptual aspects from within its immediate setting, these will be highly localised with no perceived change to Area

10 as the new massing will have no impact upon the skyline. This results in a magnitude of effect of None and Neutral significance of effect.

12.32 The cumulative schemes would have introduced new contemporary built form of a higher aesthetic quality than existing industrial usages, as well as replacing extensive areas of hardstanding, the scale and massing of the proposals is such that it would result in a magnitude of effect of None and a Neutral significance of effect.

Borough Level Published Landscape / Townscape Character Areas

Type J1: Stockley Gravel Terrace Recreation

12.33 The Proposed Development will not be perceived from published character area Type J1: Stockley Gravel Terrace Recreation. Therefore, no magnitude of effect and Neutral significance of effect.

12.34 Cumulatively, the Proposed Development would not result in there being an perception of new built form, due to the scale and massing of the proposals alongside the intervening built form. Therefore, the magnitude of effect is assessed as None, resulting in a Neutral significance of effect.

Industrial and Commercial Canal Side

12.35 The Proposed Development will replace the degraded existing canteen building, replacing it with a new building of similar proportions and with the addition of a new contemporary residential Block H. The combination of these buildings aims at improving the scenic quality of this land use, aided by new planting as part of the wider landscape framework.

12.36 The Proposed Development will retain the stated townscape characteristics of the character area, with built form being a key landmark along the Canal. Specifically, the new

Canteen will be a landmark, as perceived from Nestles Avenue, resulting in a Very Small magnitude of effect and a Negligible Beneficial significance of effect.

12.37 Cumulatively, the schemes would present a higher aesthetic quality to the townscape with a consolidation of larger scale massing towards the Grand Union Canal and railway station. The new built forms within the Site will combine with the recent and emerging development within the wider Site, forming a legible town centre and focus upon the Crossrail interchange and point of arrival at Hayes. These schemes would also increase the extent of Green Infrastructure, recreational and biodiversity opportunities in the town centre and with the Grand Union Canal, will result in a beneficial change to the character area. Accordingly a Small magnitude of effect will arise, resulting in a Minor Beneficial significance of effect.

Local Character Areas identified via Field Work

Nestles Avenue East

12.38 The Proposed Development will result in the replacement of the existing Canteen building with residential Block H realigned within the north of the Site. There will be new planting to the south of both Blocks D3, C6 and U1, as well as the retention of the existing vegetation in the central northern part of the character area, across Wallis Gardens. This will reflect the existing vegetated character.

12.39 There will be a partial alteration to the Nestles Avenue East character area, the new Canteen building will reflect the appearance of the one that currently exists. Presenting a high quality characteristic facade to the streetscene. Block H will in part replace views of block F1 beyond and provide a transition in scale and massing between the Site and the surrounding development. It is considered a Small magnitude of effect will arise, which on balance will result in a Minor Beneficial significance of effect.

12.40 Cumulatively, the neighbouring buildings - Blocks C3-C6) to the west, Block F1 to the north and Wallis Gardens

to the east would provide an enhanced streetscene. Improving the overall aesthetics, legibility of the Site and adjacent development, to include new pedestrian linkages and landscape planting. The limited scale of development considered alongside the wider development proposals would result in a Very Small magnitude of effect and a Negligible Beneficial significance of effect will arise.

Grand Union Canal Character Area

12.41 For the Grand Union Canal character area, the introduction of the Proposed Development will not be perceived due to the nature of the emerging development within the immediate setting to the north of the Site. As a result there will be no magnitude of effect, resulting in a Neutral significance of effect.

12.42 The cumulative effect arising from the proposals would also result in no magnitude of effect and a Neutral significance of effect.

Nestlé Residential Character Area

12.43 For the Nestlé Residential character area, the Proposed Development will not directly alter this character area, but will be perceived due to the alignment of the street pattern. The proposals will provide a high quality back drop and will result in a minimal alteration to the character of the area, resulting in a Very Small magnitude of effect, at most, and a Negligible Beneficial significance of effect.

12.44 Cumulatively, the immediate, local and wider developments would combine to provide an enhanced setting to the character area with the removal of the detracting features formerly within the Site. Improving the overall aesthetics, legibility of the area and adjacent development. The limited scale of Proposed Development considered alongside the wider development proposals would result in a Very Small magnitude of effect and a Negligible Beneficial significance of effect will arise.

YEAR 15 OPERATION

12.45 By Year 15 the proposed planting within the Site will have established, enhancing the vegetated immediate curtilage, complementing the landscape framework associated with the wider development, to include Wallis Garden to the east.

12.46 The established landscape framework is considered to increase the biodiversity value and aid in integrating and softening the proposed built forms. Therefore, the magnitude of effect at Year 15 is considered to be Medium, resulting in a Minor Beneficial significance of effect.

National Published Landscape / Townscape Areas

12.47 As the establishment of the planting will be localised to the Site and will remain a very localised change within the extent of the wider character areas, the significance of effect will remain as Neutral at Year 15 for the national published character areas.

Regional Published Landscape Areas

12.48 Whilst the proposed vegetation will establish and mature, providing increased opportunities for biodiversity and softening and integrating of the massing of the new built form, the very minor scale of the Proposed Development and that it is located within an existing developed Site, means that a Neutral significance of effect will remain.

Borough Level Published Landscape / Townscape Areas

Type J1 – Stockley Gravel Terrace Recreation

12.49 From within the Type J1 – Stockley Gravel Terrace Recreation character area, there will be no perception of the Proposed Development. Therefore, the significance of effect will remain as Neutral at Year 15.

Industrial and Commercial Canal Side

12.50 For the Industrial and Commercial Canal Side character area, the establishment of the proposed planting will also remain localised to the Site, such that in relation to the wider Character Area the significance of effect will remain Negligible Beneficial.

Local Character Areas identified via Field Work

Nestles Avenue East

12.51 The proposed planting within the Site, which include a number of additional trees along the southern edge of the Site, these will have established to reinforce the vegetated character of the area / streetscene, as well as further integrate and soften the proposed built form. Overall the significance of effect to the Nestles Avenue East character area will remain as Negligible Beneficial at Year 15.

Grand Union Canal Character Area

12.52 For the Grand Union Canal Character Area there will be no perception of the Proposed Development. Therefore, the significance of effect will remain as Neutral at Year 15.

Nestlé Residential Character Area

12.53 For the Nestlé Residential character area, the perception of the Proposed Development will remain as set out previously, with the establishment of the proposed vegetation remaining localised to the Site. Therefore, the significance of effect will remain Negligible Beneficial at Year 15.

13. VISUAL EFFECTS

OVERVIEW

13.1 This section outlines the likely visual effects of the Proposed Development. The assessment considers the effects that will arise during the construction phase, at Year 1 once the Proposed Development has been completed, at Year 15, and taking into account the identified cumulative schemes. The Proposed Development includes areas of ornamental shrub and tree planting, focused on the west / east axis between the two buildings.

13.2 The potential visibility of the Proposed Development is largely determined by the combination of intervening built form and mature vegetation alongside the local landform. However, the effectiveness of vegetation as a screen depends to a considerable extent on its scale. For example small features such as individual trees can be important, particularly when they coalesce in views, they cannot be considered to substantial or wholly effective screening features due to the seasonal nature of their influence in views given their limited leaf cover during the winter months.

CONSULTATION

13.3 In identifying the extent of visual receptors for the assessment views previously identified through consultation with LBH as part of the wider planning permission for the Former Nestle Factory have been initially considered within this assessment. Due to the nature and scale of the proposals alongside the existing and emerging development it is considered that there will be no long distance views possible of the scheme. Therefore a more focused selection of views have been chosen, with a variety of close and mid distance receptor locations used to inform the assessment.

ASSESSMENT OF EFFECTS

Construction Phase

13.4 The construction effects will be temporary and in many instances incremental in nature, occurring over a 2 year construction period.

13.5 In the longer distance views towards the Site, the only likely visible feature will be the upper most parts of any cranes used,

these will generally represent an unobtrusive change, given the considerable distance and intervening features, and will be seen in the context of existing plant and machinery in the vicinity. As such, the construction works will be consolidated to an area where the skyline is already defined by high rise forms.

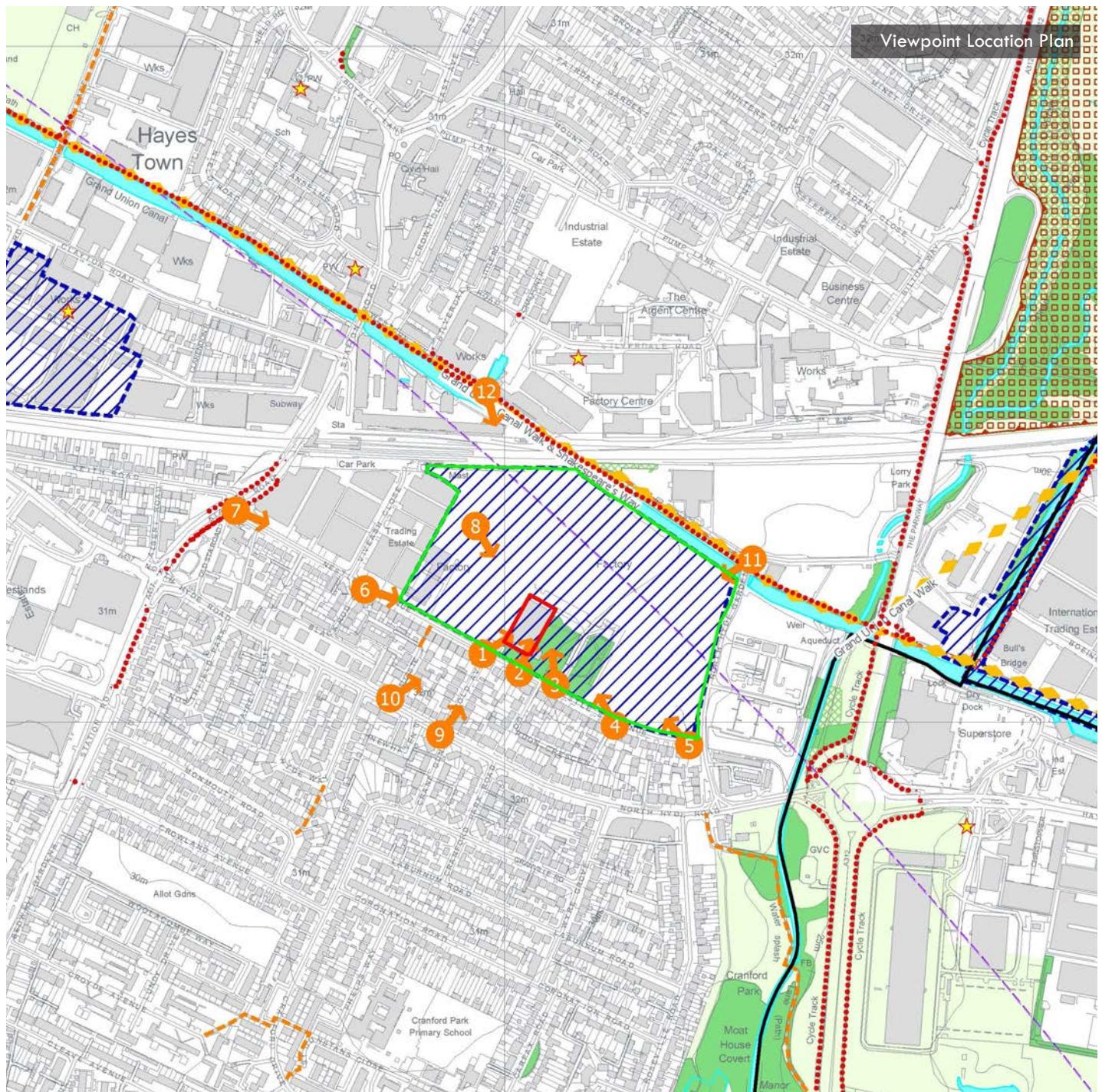
13.6 Similarly, in the middle distance views, the construction activities will be seen in the context of an intervening townscape consisting of high density industrial, commercial and residential uses. In this regard, while any plant introduced will more visible and a detractor in the view, it will be seen from locations that are of a diminished visual amenity level and / or currently within a state of redevelopment. It is important to note that the existing development within the immediate and local setting is of such scale and massing that views of the Proposed Development and any associated plant will be highly restricted from the outset. Where there will be views these are for the majority likely to be at an oblique angle or transient.

13.7 Nonetheless, there are locations to the south of the Site within the 'Metroland' area, where plant and machinery will be visible in the background of views. As the orientation of the street network, in places, focus views towards the Site. Therefore the perceived prominence of these features / activities will be increased.

13.8 Generally, the most apparent impacts during the construction phase will arise on those receptors in proximity to the Site, whereby the construction activities will occupy the foreground and middle ground of the views. In close range views, such as from Nestles Avenue, the construction activities will alter the composition of the views obtained. However, due to the scale and nature of the proposals alongside the recent and emerging development within proximity to the Site, this is restricted to the immediate area with visual effects reducing quickly as the distance from the Site increases.

13.9 In terms of cumulative effects, for the most part any additional construction activities will be indistinguishable from those arising in the Site.

13.10 In addition, sequential effects will be experienced by those receptors using the local road network to the south, such



as Nestles Avenue and Harold Avenue, as additional schemes will extend the influence of construction activities in the views obtained.

Year 1

13.11 Once completed, the Proposed Development will generally be seen as a contemporary development that complements and enhances the views obtained, adding to the sense of place and local townscape. The Proposed Development will replace views of the existing canteen building, that due to its scale and massing forms a small component with the Site. In contrast, the residential uses that form the wider development within the former Nestle factory will appear to relate sympathetically with one another and the surrounding context, which alongside the proposed Green Infrastructure network will form a cohesive public scheme.

13.12 In mid range views the materiality of the Proposed Development will be largely unappreciated. The overall massing and orientation of the Proposed Development will where visible appear logical, gradually stepping up in height towards the redeveloped factory building to the immediate north, and seen alongside existing and emerging taller development within the immediate setting.

13.13 At closer ranges, the materiality will be noticeable, the proposed building to replace the canteen will have an almost identical appearance, which will result in there being little of no change to the immediate street scene. However, the new block H beyond will be seen as a continuation of the development and provide a transition between the Proposed Development and the adjacent emerging scheme. In those views to the east, the existing mature trees within Wallis Garden will heavily filter views of the Proposed Development of the Site. To the immediate south the new facade of the Canteen building will affront the street, as current. The facade reminiscent of the detailing of the retained Art Deco inspired features within

the Site, while the residential element will be visible beyond, gradually stepping up in height from Nestles Avenue towards Compass Apartments.

13.14 In terms of cumulative effects, the Proposed Development will be seen as forming part of a wider pattern of built forms gradually stepping up in height towards the Grand Union Canal and the Hayes Crossrail station, thereby reinforcing this viewing experience. In isolated locations, other schemes will screen views of the Proposed Development.

13.15 The maturation of planting proposals within the Site will generally only be perceived in the close range views, whereby the growth of tree planting will partially soften the appearance of (and partially screen) the introduced built forms and contribute to the urban greening of the environment. In these instances, the visual amenity experience will be enhanced.

1,2 & 3

VIEWS NORTH FROM NESTLES AVENUE

Description of Existing View

13.16 The view north from Nestles Avenue and associated residential properties allows for partial views of the existing canteen building, seen beyond the metal railings (which are part of the historic boundary to the wider Nestle Factory) hoarding and a series of mature trees within an area of open space. Beyond the canteen building there are partial / glimpsed views of the former factory building, which at the time of the Site visit was undergoing extensive redevelopment / restoration. The lodge, part of the former factory, lies immediately adjacent to the south east of the Site, this will be removed as part of the wider scheme, with the area becoming integrated within the proposed open space / landscaped area of Wallis Gardens. Views

of the Site are currently seen in the context of the emerging redevelopment of the former Nestle Factory to the north and west, with the high rise development to the west of Cranton Avenue visible in the left of viewpoint 1.

13.17 The view obtained is considered to be of medium value as whilst it is not designated, it does have local cultural associations. As the receptors in this locality will include those at their place of residence their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.18 Construction activities within the Site will be clearly visible from this location. Although partially filtered by the intervening hoarding and mature trees. The demolition and construction works will remove the existing canteen building, thereby temporarily opening up views towards the former factory building. On this basis, and given the proximity of the receptor to the Site, a Large magnitude of effect will arise, resulting in a Moderate Adverse significance of effect.

Year 1 (Winter) Effects

13.19 The proposed new canteen building, once complete will look almost identical to the existing building in appearance, scale and massing with Block H located within the north of the Site rising above the roofline. The appearance and materiality has been designed to be commensurate with the style of the canteen building and that of the former factory building beyond. The built form within the Site steps up in height, creating a transition in scale from south to north within the Site. The change in height has been designed to ensure that the built forms are unified with the existing and emerging townscape context, including the built forms that line Nestles Avenue. On the basis of the above a Medium magnitude of effect will arise,

which on balance will result in a Minor Beneficial significance of effect.

Year 15 (Summer) Effects

13.20 The maturation of proposed and retained tree planting associated with the Proposed Development, will soften the appearance of (and partially screen) the built forms and contribute to the urban greening of the environment, thereby enhancing the view. On balance a Medium magnitude of effect will remain, but a Moderate Beneficial significance of effect will arise.

Cumulative Effects

13.21 Dominant construction activities would be visible in the immediate foreground of the view associated with the redevelopment of Squirrels Estate. As such a Large magnitude of effect would arise, which would result in a Major Adverse significance of effect. Upon completion the redeveloped Squirrels Estate, alongside the Proposed Development, will gradually step up in height, creating a sense of unity in the townscape and balance to the view. On this basis a Large magnitude of effect would arise, which would result in a Moderate Beneficial significance of effect.

4 & 5

VIEWS WEST ALONG NESTLES AVENUE

Description of Existing View

13.22 The view is channelled along Nestles Avenue, which is lined by palisade fencing along its northern extent and predominantly two storey residences with large pitched roofs along its southern extent. Beyond the palisade fencing mature trees within an area of open space associated with the wider redevelopment of the Former Nestle Factory enclose and restrict views towards the Site and existing canteen building. In addition, a recent large logistics building is partially visible, beyond the mature trees in the right of the views.

13.23 The view obtained is considered to be of medium value as whilst it is not designated, it does have local cultural associations. As the receptors in this locality will include those at their place of residence their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.24 Construction activities within the Site will for the most part be heavily filtered and limited to the upper part of cranes visible above the intervening mature vegetation. On this basis, a Very Small magnitude of effect will arise, resulting in a Negligible Adverse significance of effect, at most.

Cumulative Effects

13.27 Due to the nature of the development and the intervening built form and mature vegetation there would be no cumulative effects arising.

Year 1 (Winter) Effects

13.25 The replacement canteen building will be no more visible than the current built form within the Site. There are potentially glimpsed views of the upper most part of the taller Block H, visible between / through the canopy of the intervening mature vegetation in the centre of view 4. However, any potential views of development within the Site will be lost further south east - viewpoint 5. On the basis of the above a None magnitude of effect will arise, which on balance will result in a Neutral significance of effect.

Year 15 (Summer) Effects

13.26 A Neutral significance of effect will remain at year 15.

6 & 7

VIEWS EAST FROM NESTLES AVENUE

Description of Existing View

13.28 The view is channelled along Nestles Avenue, which is lined by palisade fencing along its northern extent and predominantly two storey residences with large pitched roofs along its southern extent. Beyond the palisade fencing is an existing area of commercial development in the left of the view. The recent development to the west of Cranton Avenue is visible in the centre left of the view. Within the centre of the views the existing street trees in combination with the trees to the immediate south of the Site heavily restrict views to heavily filtered views of the existing canteen building.

13.29 The view obtained is considered to be of medium value as whilst it is not designated, it does have local cultural associations. As the receptors in this locality will include those at their place of residence their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.30 Construction activities within the Site will for the most part be heavily filtered and limited to the upper part of cranes visible above the intervening mature vegetation. On this basis, a Very Small magnitude of effect will arise, resulting in a Negligible Adverse significance of effect, at most.

15.

Cumulative Effects

13.33 Due to the nature of the development and the intervening built form and mature vegetation there would be no cumulative effects arising.

Year 1 (Winter) Effects

13.31 The replacement canteen building will be no more visible than the current canteen building. There are potentially heavily filtered glimpsed views of the upper most part of the taller Block H, visible between / through the canopy of the intervening mature vegetation in the centre of view 6. However, any potential views of development within the Site will be lost further north west - viewpoint 7. However, once the consented development within the wider former Nestle Factory site is constructed views towards the Site and the Proposed Development will be lost. On the basis of the above a None magnitude of effect will arise, which on balance will result in a Neutral significance of effect.

Year 15 (Summer) Effects

13.32 A Neutral significance of effect will remain at year

8

VIEW SOUTH WEST FROM CRANTON AVENUE

Description of Existing View

13.34 The view, from ground level, possible towards the Site from recent development to the north west of Cranton Avenue looks towards the western Site boundary, with partial views of the existing development within the Site possible, over the intervening hoarding, in the centre to the centre right of the view. The redevelopment of the Former Nestle Factory building is clearly visible from the left to the centre of the view, with the associated tall vertical structures formed of the crane bases drawing the eye. Views from more elevated positions, balconies associated with the apartments facing the Site, will

have more open direct views towards and over the Site.

13.35 The view obtained is considered to be of medium value as whilst it is not designated, it does have local cultural associations. As the receptors in this locality will include those at their place of residence their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.36 Construction activities within the Site will for the most part be heavily filtered and limited to the upper part of cranes and the gradual increase in development associated with the emerging roofline of the replacement canteen building and the upper part of Block H. On this basis, a Small magnitude of effect will arise, resulting in a Minor Adverse significance of effect, at most.

Year 1 (Winter) Effects

13.37 The replacement canteen building will be no more visible than the current canteen building. The built form of the taller Block H will be more visible and seen between the canteen building and the former Nestle Factory building. However, once the consented development within the intervening former Nestle Factory site is constructed views towards the Site and the Proposed Development will be lost. On the basis of the above a None magnitude of effect will arise, which on balance will result in a Neutral significance of effect.

Year 15 (Summer) Effects

13.38 A Neutral significance of effect will remain at year 15.

Cumulative Effects

13.39 Due to the nature of the development and the intervening built form and mature vegetation there would be no cumulative effects arising as the Site will be screened from view by the emerging development.

9 & 10

VIEW NORTH FROM NORTH HYDE ROAD

Description of Existing View

13.40 View 9 is taken from the junction with Harold Avenue, with views generally framed by bungalow properties, although a two storey pitched roofed building frames the right side of the view. View 10 is taken from North Hyde Road, looking over the intervening single storey bungalows, the existing Canteen building is glimpsed above the intervening rooftops with Block F1 visible beyond on the skyline.

13.41 The existing built forms within the Site form the backdrop to the view and are generally utilitarian in appearance. The façade associated with the former

canteen is partially visible in the centre of the view and seen in the context of the large former Nestle Factory building beyond.

13.42 The view obtained is considered to be of low value as it is not designated and has minimal cultural associations. As the receptors in this locality will include those at their place of residence their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.43 Views of the construction activities within the Site will be visible in the background of the channelled view along Harold Avenue - viewpoint 9 and above the rooftops of the intervening built form - viewpoint 10. The perceived prominence of the tall plant and machinery visible in the view will be increased as views are focussed in this direction, and will be seen in the context of the existing redevelopment of the wider Nestle Factory site. On this basis a Small magnitude of effect will arise, resulting in a Minor Adverse significance of effect.

Year 1 (Winter) Effects

13.44 The Proposed Development will be visible in the backdrop of the view, gradually stepping up in height towards the former factory building, providing a sensitive transition between the low rise townscape elements in the foreground and middle ground of the view. The Proposed Development will not extend or create an notable feature within the view, the replacement canteen building will reflect the current appearance of the built form within the Site, with the taller Block H partially visible above and in context / as part of the wider redevelopment of the Former Nestle Factory, with both the Proposed Development

and that within the Nestle Factory considered to enhance the visual amenity experience. On this basis a Small magnitude of effect will arise, which on balance will result in a Minor Beneficial significance of effect.

Year 15 (Summer) Effects

13.45 There will be no change to the significance of effect at year 15.

Cumulative Effects

13.46 Plant and machinery within the Site would be seen with that associated with the construction activities currently taking place within the wider Former Nestle Factory site would be visible within the wider view. Upon completion the proposed built forms would be visible and would follow the same pattern/arrangement of built form within the immediate setting. As such, the extent of the view occupied by contemporary residential built forms stepping up in height would not notably increase. On balance however, cumulative effects above and beyond those identified previously would not arise.

11

VIEW WEST FROM THE NORTH HYDE GARDENS OVERBRIDGEDescription of Existing View

13.47 The Grand Union Canal is lined by vegetation to the right and by built forms within the Site to the left. Those built forms visible in the foreground of the view form the eastern part of the Site, with the higher-rise development beyond the low-rise pitched roofed building lying within the central part of the Site. Contemporary high-rise built form, known as Compass Apartments, is visible in the background of the view and contrasts with the utilitarian/industrial appearance of the built forms within the Site.

13.48 The view obtained is considered to be of medium value as although it is not designated, improving the visual interest experience in proximity to the 'blue ribbon network' is a Strategic Objective of the Hillingdon Local Plan (Part 1). As the receptors in this locality will include those passing through an industrial area, their susceptibility to the type of development proposed is considered to be low. On balance the sensitivity of receptors at this location is considered to be Medium.

Construction Effects

13.49 No view

Year 1 (Winter) Effects

13.50 No view

Year 15 (Summer) Effects

13.51 No effects arising from the Proposed Development

Cumulative Effects

13.52 None

12

VIEW SOUTH FROM THE HILLINGDON TRAIL / GRAND UNION CANAL

Description of Existing View

13.53 The towpath is framed by dense vegetation to the left, which truncates views in this direction.

13.54 However, to the right of the view the Grand Union Canal is clearly visible at a lower elevation to the viewer, as is the tall retaining wall that contains the canal course. Compass Apartments, comprising high rise contemporary built form, is visible to the right of the view and curtails views in this direction. However, the built forms of the Site are visible in the centre of the view in the background, with the chimney stacks in particular drawing the viewers' eye.

13.55 The view obtained is considered to be of medium value as although it is not designated, improving the visual interest experience in proximity to the 'blue ribbon network' is a Strategic Objective of the Hillingdon Local Plan (Part 1). As the receptors in this locality will include people in the pursuit of outdoor recreation their susceptibility to the type of development proposed is considered to be high. On this basis, the sensitivity of receptors at this location is considered to be High.

Construction Effects

13.56 No view

Year 1 (Winter) Effects

13.57 No view

Year 15 (Summer) Effects

13.58 No effects arising from the Proposed Development

Cumulative Effects

13.59 None

SUMMARY

14. CONCLUSION

OVERVIEW

14.1 A Townscape and Visual Impact Assessment (TVIA) has been undertaken for the full demolition and redevelopment of the former canteen building, to provide a new healthcare facility (Class E(e), nursery (Class E(f) and reconfigured residential building (Block H) (Class C3), including associated landscaping, access, car parking and other engineering works. The Site is part of the wider redevelopment of the Former Nestle Factory, with the Site no longer in operation and located within Hayes town centre, a designated housing zone.

14.2 Hillingdon's Townscape Character Study (2015) identifies the Site within the 'Hayes Cluster', an area of tall buildings either side of the Grand Union Canal and Hillingdon's Site Allocations and Designations document designates the Site for a comprehensive new residential and employment scheme.

Townscape and Visual Baseline

14.3 Hayes is characterised by a diverse range of land uses, with large scale massing adjacent to small scale inter-war 'Metroland' residential suburbs, which typify much of the settlement pattern. Contemporary residential built form is located to the north-west at Compass Apartments (High Point Village) forming part of a pattern of large scale massing within the town centre and increasing in scale towards the railway lines and Grand Union Canal.

14.4 The Site is characterised by the existing Canteen building which occupies the southern and western part of the Site with the remaining being an area of hardstanding. The Canteen is a locally listed building with some architectural merit with further recognition as part of a group alongside the Art Deco factory building to the north.

14.5 Hillingdon's Townscape Character Study (2015) identifies the Site within the 'Hayes Cluster', an area of tall buildings either side of the Grand Union Canal and Hillingdon's Site Allocations and Designations designate the Site for new residential and employment scheme. The Site is also located within the Botwell: Nestle, Hayes Conservation Area.

14.6 Hillingdon's character assessment included the Site within

the Industrial and Canal Side character type, for which the key characteristics include development within large plots; built form that is generally large scale and simple and where views are kept short by the built form or channelled by the street pattern. The Site has also been identified within an area that is likely to see the development and regeneration of the surrounding townscape and a number of schemes have been identified within Hayes and Southall, and included within the assessment, including the residential schemes adjacent to and within the local setting of the Site.

14.7 As part of the visual appraisal, receptors likely to experience the greatest change have been identified for inclusion within the assessment from within the surrounding townscape, with 12 viewpoints used within the assessment. The visual appraisal has demonstrated that as a result of the recent development in the immediate and local setting alongside the scale and massing of the Proposed Development potential views are heavily restricted from the outset. Views from the north, east and west are truncated by built forms and vegetation, with a slight increase in visibility to the south as a result of the scale of the built form allowing views from the local roads and residential development.

14.8 The Site is currently visible at close range, along Nestles Avenue, which runs in proximity to the southern boundary and Cranton Avenue that lies to the west, although views will be lost from this location with the permitted development within the wider Nestle Factory is completed. From Nestles Avenue, the current built form within the Site forms a distinct component to immediate views. However, due to the nature of the existing townscape views are quickly lost to the east and west. Although the Proposed Development demolishes the existing building the proposed new building will be an almost like for like replacement in terms of scale, massing and appearance. The large scale development that surrounds the Site serves to restrict visual permeability and effectively closes off onward views. The emerging development within the immediate setting alongside the Proposed Development has been designed to be of high quality and provide an overall enhancement to the local townscape. With the Proposed Development alongside the Wider Site forming a distinct feature

/ backdrop to views, particularly the close range views from the south of the Site, whereby bungalows and two-storey residences are juxtaposed to the factory complex.

Proposed Development in Townscape and Visual Terms

14.9 The Proposed Development is considered to reflect the existing Site pattern, being located centrally within the southern part of the wider Former Nestle Factory site. This allows the proposals to utilise the existing road networks and access points. The layout of the built form looks to establish a higher scenic and architectural quality as a result of their form and façade treatments. As noted, this part of the Site is already characterised by built form and hardstanding. The proposals will increase the level of built form which connects to the emerging developments and vegetated framework within the immediate setting. The proposed massing reflects the existing pattern development in Hayes town centre and adjacent to the canal with Compass Apartments. The proposed units will step up in scale providing a suitable transition with the adjacent emerging development.

14.10 The Proposed Development will reflect the architectural style and character of the existing development within the Site, as well as affronting the existing vegetation within Wallis Gardens to the east and the proposed landscape to the north and west. Overall the development has looked to retain the spatial relationship and perception from along Nestles Avenue. The relationship with Nestles Avenue, along with the gates and railings will be retained, following completion with the scheme providing localised beneficial effects to the streetscene.

14.11 The proposed massing will then increase in scale, the new canteen building will be commensurate with the existing building at just over 9m AOD, Block H rises to 21.1m AOD - top of parapet. This is comparable with the Former Factory building to the immediate north of the Site.

14.12 The new landscape structure is considered to be beneficial in establishing increased vegetation structure within the Site as well as providing further public access and recreational opportunities. The replacement of existing building and area of hardstanding, will provide a number of benefits to the local character and public realm. There will be no loss of vegetation as a result of the proposals, while the Proposed Development will

increase permeability, scenic quality and aesthetic built form.

Townscape Effects

14.13 The Proposed Development is therefore considered to result in a Minor Beneficial significance of effect to the Site at Year 1 due to the improvement in built form and public realm. Cumulatively, the scenic and architectural quality of the built form within the Site would be reflected in the cumulative schemes, as well as the landscape frameworks, recreational and access opportunities and biodiversity opportunities. The Site would form part of the wider residential land use to the south of the railway line, resulting in a Minor Beneficial significance of effect.

14.14 In relation to the published townscape studies, the Proposed Development and the Industrial and Commercial Canal Site character type, the Proposed Development will replace the decaying Canteen building with new built form, with the facade reflecting the historic appearance of the building. In addition a new contemporary residential building will be located within the north of the Site, providing a transition in scale and massing with the neighbouring development, most notable Block F1 to the immediate north of the Site. The proposals will improve the scenic quality of this land use, aided by new planting that connects to the immediate and local green framework.

14.15 The Proposed Development will retain the stated townscape characteristics of the character area, with built form being a key landmark along the Canal, and the Truscon Building and the Canteen remaining key landmarks along Nestles Avenue, resulting in a Negligible Beneficial significance of effect.

Visual Effects

14.16 While the introduction of plant and machinery will generally result in a decrease in the visual amenity experience, with the construction works appearing as visual detractors, this will be for a temporary period. Once completed, the Proposed Development will replace views of the existing Canteen with an almost identical building with the addition of Block H to the rear, which will be seen in the context of the existing surrounding larger Block F1 to the north.

14.17 In the longer and middle range distance views, the overall massing and orientation of the Proposed Development will not be visible from the north, east and west as a result of the intervening built form that is larger in scale and will screen all views. Due to the scale and layout of the existing residential development to the south, it allows for views from the local area, mainly along road corridors, to experience glimpsed views of the exiting Canteen building and Block F.

14.18 In closer range views, from along Nestles Avenue, the proposed new Canteen building will replace the existing building, with the appearance reflecting the current facade. The addition of Block H to the north of the Site, sets it back from the Road and provides a transition in scale between the proposed and existing built form. Overall the proposals will retain the character of the streetscene and current views.

14.19 The introduced built forms will also sit within a comprehensive landscape framework, to include the a number of mature trees within the adjacent Wallis Gardens, that will soften their appearance, from the outset. While the maturation of the planting proposals within the Site will generally only be perceived in close range views, this will further contribute to the urban greening of the environment.

Response to Townscape and Visual Policy

14.20 In relation to the Core Planning Principles outlined in NPPF Paragraph 127, the character of Nestles Avenue has been taken account of within the layout, scale and massing. The proposals will retain and enhancing the vegetated structure along the southern edge of the Site and through the scale of the proposed built form, reflecting the appearance and massing of the 2 storey Canteen building with the larger Block H providing a transition on scale to the larger Block F1 behind, creating a legible townscape.

14.21 The overall combination of proposed landscaping, that connects with the adjacent extensive area, Wallis Garden, of new public realm and planting responds positively to NPPF section 15: Conserving and Enhancing the Natural Environment, and re-using land that has previously been developed. The robust landscape strategy across the Site will therefore provide the opportunities for increased biodiversity across the Site, including for adjacent to the Grand Union Canal.

14.22 In relation to Hillingdon's Local Plan Part 1, the Proposed Development has been designed to reflect the appearance and massing of the existing 1950s Canteen building and spatial arrangement along Nestles Avenue. The proposed layout therefore has had regard to its historic context. These aspects respond positively to strategic objectives S01, S02, S03, S06.

14.23 The Proposed Development has therefore been designed to have regard to and respond positively to its context and reinforces the character of the Site and the adjacent

streetscene. These measures are a positive response to Policy BE1: Built Environment, as the Proposed Development will achieve high quality design in the new buildings and public realm and designed appropriately to the identity and context of the existing townscape, landscape and views.

14.24 The visual assessment has demonstrated that the Proposed Development will form a beneficial change, albeit from a limited number of locations, through replacing the decaying Canteen building with new built form that reflects the appearance and massing of this locally listed building, therefore maintaining the local character and streetscene.

14.25 The Proposed Development is considered to respond positively to the vision for residential and economic growth, with the Site being located within the wider emerging redevelopment of the Former Nestle Factory, in proximity to the train station and within an existing townscape that exhibits large scale massing adjacent to this infrastructure, such that the density of development is appropriate. The height of the buildings is also considered appropriate in reflecting the local townscape and providing a transition in scale and massing within Hayes and a transition in scale.

Conclusion

14.26 The Proposed Development will be seen as part of the wider redevelopment of the Former Nestle Factory, which is located in Hayes town centre, within the 'Hayes Cluster', identified by Hillingdon's Townscape Character Study as an area of tall buildings, as well as being located within close proximity to the rail station and future Crossrail, with the Proposed Development and Cumulative schemes providing direct pedestrian access to the station.

14.27 The TVIA has therefore concluded a range of beneficial effects at year 1 and 15 of operation, in accordance with best practice guidelines, to the existing townscape and visual receptors, as a result of its sensitive massing, quality of built form, new landscape structure and public access.

14.28 The Proposed Development is considered to respond positively to the stated aims of the NPPF by positively protecting and enhancing the natural, built and historic environment, improving the places in which people live and the effective re-use of land that has previously been developed.

14.29 The Proposed Development is therefore considered to be able to be successfully accommodated within the Site and the surrounding townscape. This is because the Proposed Development will provide in addition to new built form, new recreational opportunities and health care; a layout of a height, form, massing and footprint proportionate to its location and

wider townscape context; and one which will provide a positive contribution to the streetscene.

14.30 The Proposed Development will also form a coherent part of the future townscape and cumulative schemes in Hayes, specifically the Former Nestle Factory redevelopment. As such, the sensitive arrangement and co-ordinated approach of the proposed built form and uses on the Site, in combination with the design quality and proximity to existing infrastructure, results in the Proposed Development adhering positively to the vision within a City For All Londoners. It is therefore considered that the Proposed Development complies with the relevant townscape and visual policies of the development plan.

APPENDIX A.1

A.1 TVIA METHODOLOGY

OVERVIEW

A.1.1 The Landscape Institute and the Institute of Environmental Management & Assessment's 'Guidelines for Landscape and Visual Impact Assessment Third Edition' (GLVIA 3), 2013, states in Paragraph 1.1 that:

"Landscape and Visual Assessment is a tool used to identify and assess the significance of and the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people's views and visual amenity."

A.1.2 Paragraph 2.6 outlines that the definition of landscape applies to townscapes, and is therefore interchangeable with the term 'landscape', with Paragraph 2.7 stating:

"Townscape means the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban spaces, including green spaces, and the relationship between buildings and open space..."

A.1.3 The methodology employed in carrying out the Townscape and Visual Impact Assessment (TVIA) of the Proposed Development has been drawn from guidelines set out in GLVIA 3. The guidelines are not intended as a prescriptive set of rules, and have been adapted to the specific project.

A.1.4 TVIAs are often undertaken by professionals who are involved in the design of the public realm and preparation of management proposals. This can allow the assessment to proceed as an integral part of the overall Proposed Development. Judgements are based on training and experience, and supported by clear evidence and reasoned argument.

A.1.5 The purpose of the TVIA is to identify the potential for, and assess the likely effects of change resulting from development. Townscape and visual assessments are separate, although linked, procedures. A distinction is made between:

- townscape - townscape character and the elements and features that contribute to it (townscape receptors); and
- visual - people who experience views within the townscape (visual receptors).

A.1.6 A TVIA is typically accompanied by illustrative material, including baseline mapping and photographs of the Site itself and from the surrounding area.

A.1.7 There are typically three key stages to TVIA, as follows:

- Baseline Studies;
- Mitigation by Design; and
- Assessment of Townscape and Visual Effects.

BASELINE STUDIES

A.1.8 The design and assessment stages are iterative, with stages overlapping in part. Measures are embedded within the Proposed Development as a result of the desk-based study and TVIA field work. These measures are termed 'Primary Mitigation', which typically include:

- Avoid or reduce impact by ensuring the form of the development is sympathetic with the existing baseline;
- Remediation of impact (e.g. by planting to 'soften', absorb and integrate the Proposed Development into the townscape);
- Compensation of impact (e.g. by replacing felled trees with new trees); and
- Enhancement (e.g. the creation of a new landscape or habitat).

A.1.9 Where the design process does not enable mitigation to be embedded, or an assessment is based on the assumption of an implemented management plan, these measures are termed 'Secondary Mitigation', which typically include:

- A Landscape and Biodiversity Management Strategy;
- A Construction Environmental Management Plan;
- Tree protection fencing in line with BS5837:2012; and
- A programme of appropriate monitoring may be agreed with the regulatory authority, so that compliance and effectiveness can be readily monitored and evaluated.

ASSESSMENT OF TOWNSCAPE EFFECTS

A.1.10 The GLVIA 3 in Paragraph 5.1 states:

"An assessment of landscape effects deals with the effects of change and development on landscape as a resource."

A.1.11 In order to assess the townscape effects, the sensitivity of the townscape receptor and the magnitude of effect experienced as a result of the Proposed Development is assessed.

Sensitivity of Townscape Receptors

A.1.12 The sensitivity of a townscape receptor is a combination of the value of the townscape receptor and the susceptibility of the townscape receptor to the type of change proposed, using professional judgement.

Townscape Value

A.1.13 The GLVIA 3 Glossary defines landscape [townscape] value as:

"The relevant value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a variety of reasons"

A.1.14 Townscapes, including their character and features, may be designated at a range of levels (international, national, county and local level), examples of which are set out below.

| LEVEL | DESCRIPTION |
|----------|---|
| High | Features or areas likely to be of national importance, designated at national or international level |
| Medium | Features or areas likely to be of county or borough importance, designated at county or borough level |
| Low | Features likely to be of importance to the local community but have little or no wider recognition of their value, and are not designated |
| Very Low | Features or areas with little or no evidence of being value by the community, and are not designated |

A.1.15 The assessment of value is based on a combination of the importance of townscape-related planning designations and the following attributes:

- Townscape quality (condition): the measure of the physical state of the townscape. It may include the extent to which typical townscape character is represented in individual areas, the intactness of the townscape and the condition of individual elements;
- Scenic quality: the extent that the townscape receptor appeals to the visual senses;
- Perceptual aspects: the extent that the townscape receptor is recognised for its perceptual qualities (e.g. remoteness or tranquillity);
- Rarity: the presence of unusual elements or features;
- Representativeness: the presence of particularly characteristic features;
- Recreation: the extent that recreational activities contribute to the townscape receptor; and
- Association: the extent that cultural or historical associations contribute to the townscape receptor.

A.1.16 The overall value for each townscape receptor is categorised as High, Medium, Low or Very Low.

Townscape Susceptibility

A.1.17 The GLVIA 3 Glossary defines landscape [townscape] susceptibility as:

“The ability of a defined landscape...receptor to accommodate the specific proposed development without undue negative consequences”

A.1.18 The following criteria is taken into consideration in the assessment of townscape susceptibility, although not all criteria are equally applicable or important within a given townscape / type of development proposed:

- Landform;
- Pattern/Complexity;
- Composition;
- Landcover; and
- Relationship of a given townscape area to any existing settlements or developments.

A.1.19 Townscape susceptibility of the character of the townscape / of the features is categorised as High, Medium or Low, as set out in the table to the right. Townscape susceptibility can also be considered in the context of the capacity of townscape / townscape features to accommodate change.

| LEVEL | DESCRIPTION |
|--------|---|
| High | The receptor is likely to have little scope to accommodate the type of change proposed without undue effects upon its overall integrity |
| Medium | The receptor is likely to have some scope to accommodate the type of change proposed without undue effects upon its overall integrity |
| Low | The receptor is likely to be able to accommodate the type of change proposed with little or no effect upon its overall integrity |

Townscape Magnitude of Effect

A.1.20 The townscape magnitude of effect is informed by judgements about the size and extent of the change brought about by the Proposed Development both in terms of the existing townscape character and townscape elements / features and the addition of new townscape elements / features, and its duration and reversibility, as set out below.

| LEVEL | DESCRIPTION |
|------------|---|
| Large | Total alteration to the existing townscape receptor; may also affect an extensive area |
| Medium | Partial alteration to the existing townscape receptor; may also affect a wide area |
| Small | Slight alteration to the existing townscape receptor; may also affect a restricted area |
| Very Small | Very slight alteration to the existing townscape receptor; may also affect a limited area |
| None | No direct change to the existing townscape receptor or a change that is so inconsequential that it does not alter the existing townscape receptor |

ASSESSMENT OF VISUAL EFFECTS

A.1.21 The GLVIA 3 in Paragraph 6.1 states:

"An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity."

A.1.22 In order to assess the visual effects, the sensitivity of the visual receptor and the magnitude of effect experienced as a result of the Proposed Development is assessed.

Viewpoint Selection

A.1.23 In order to assess the effects on visual receptors, a selection of publicly accessible viewpoints is made, which could include representative viewpoints (e.g. representing views of users of a particular footpath) and specific viewpoints (e.g. a key view from a specific visitor attraction).

A.1.24 Views are categorised as either near distance, medium distance or long distance with the relevant distances dependant on the size and nature of the development, based on professional judgement.

A.1.25 The type of view is typically described firstly as transient (i.e. in passing) or fixed (i.e. from a static location) and then in relation to being filtered (i.e. through intervening vegetation), oblique (i.e. not within the direct field of view), or open (i.e. uninterrupted).

A.1.26 Photographs of representative viewpoints are taken at eye level, using a digital SLR camera, with reference to the Landscape Institute Advice Note 01/11 'Photography and photomontage in landscape and visual impact assessment'.

Sensitivity of Visual Receptors

A.1.27 The sensitivity of a visual receptor is a consideration of the value of the view and the susceptibility of the visual receptor to the type of change proposed, using professional judgement. The assessment of value is based on the below criteria.

| LEVEL | DESCRIPTION |
|--------|---|
| High | A location that is likely to be of national importance, either designated or with national cultural associations, where the view obtained forms an important part of the experience |
| Medium | A location that is likely to be of local importance, either designated or with local cultural associations, where the view obtained forms part of the experience |
| Low | A location that is not designated, with minimal or no cultural associations |

A.1.28 The assessment of visual susceptibility is based on the below criteria.

| LEVEL | DESCRIPTION |
|--------|--|
| High | People at their place of residence; People engaged in outdoor recreation, whose attention is likely to be focussed on the townscape; and People travelling along recognised scenic routes or where their appreciation of the view contributes to the amenity experience of their journey |
| Medium | People engaged in outdoor sport and recreation, where their appreciation of their surroundings is incidental to their enjoyment; and People travelling on secondary roads of lanes, rail or other recognised transport routes |
| Low | People travelling on major roads; and People at their place of work |

A.1.29 Based on the combination of value and susceptibility, an assessment of visual sensitivity is reached, defined as High, Medium or Low.

Visual Magnitude of Effect

A.1.30 The magnitude of visual effect is typically described with reference to:

- The scale of change in the view with respect to the loss or addition of features in the view and changes in its composition;
- The duration and nature of the effect;
- The angle of view;
- The distance of the viewer; and
- The extent of the area over which the changes would be visible.

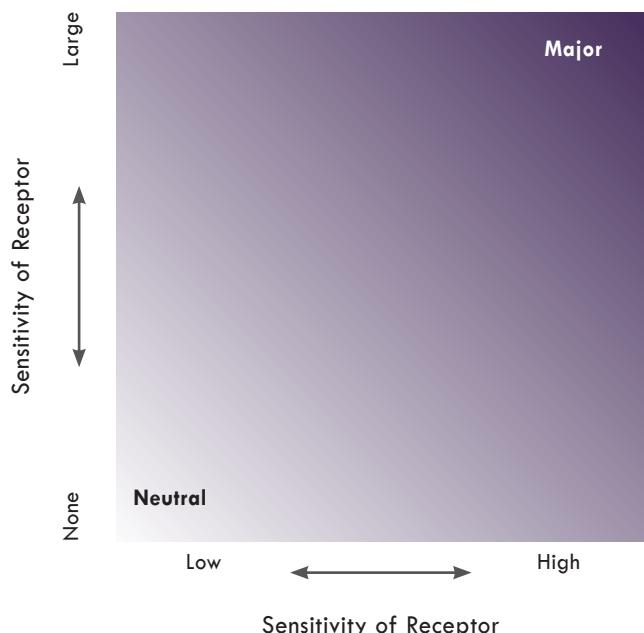
A.1.31 The magnitude of visual effect classifications are set out below.

| LEVEL | DESCRIPTION |
|------------|--|
| Large | The proposals will cause a pronounced change to the view |
| Medium | The proposals will cause a noticeable change in the view |
| Small | The proposals will cause an unobtrusive change in the view |
| Very Small | The proposals will cause a barely perceptible change in the view |
| None | No change discernible in the view |

SIGNIFICANCE OF EFFECTS

A.1.32 In order to draw conclusions about the significance of townscape or visual effects, the combination of the sensitivity of the receptors and the magnitude of effects are considered for the Proposed Development at Year 1 once the development is completed.

A.1.33 The effects diagram, provided below, illustrates the typical relationship between the magnitude of effect and the sensitivity of the receptor.



A.1.34 The table on the adjacent page sets out the significance of effects criteria.

| LEVEL | TOWNSCAPE EFFECTS CRITERIA | VISUAL EFFECTS CRITERIA |
|-----------------------|--|---|
| Major Beneficial | Alterations that result in a considerable improvement of the existing townscape resource. Valued characteristic features could be restored or reintroduced as part of the Proposed Development | Alterations that typically result in a pronounced improvement in the existing view |
| Moderate Beneficial | Alterations that result in a partial improvement of the existing townscape resource. Valued characteristic features could be largely restored or reintroduced | Alterations that typically result in a noticeable improvement in the existing view |
| Minor Beneficial | Alterations that result in a slight improvement of the existing townscape resource. Characteristic features could be partially restored | Alterations that typically result in a limited improvement in the existing view |
| Negligible Beneficial | Alterations that result in a very slight improvement to the existing townscape resource, not uncharacteristic within the townscape | Alterations that typically result in a barely perceptible improvement in the existing view |
| Neutral | No alteration to any of the components that contribute to the existing townscape resource; or an alteration that does not beneficially or adversely affect the existing townscape receptor | No change to the view, or a change which on balance neither results in an improvement or deterioration to the existing view |
| Negligible Adverse | Alterations that result in a very slight deterioration to the existing townscape resource, not uncharacteristic within the townscape | Alterations that typically result in a barely perceptible deterioration in the existing view |
| Minor Adverse | Alterations that result in a slight deterioration of the existing townscape resource. Characteristic features could be partially lost | Alterations that typically result in a limited deterioration in the existing view |
| Moderate Adverse | Alterations that result in a partial deterioration of the existing townscape resource. Valued characteristic features could be largely lost | Alterations that typically result in a noticeable deterioration in the existing view |
| Major Adverse | Alterations that result in a considerable deterioration of the existing townscape resource. Valued characteristic features could be wholly lost | Alterations that typically result in pronounced deterioration in the existing view |



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