

PROPOSED WAREHOUSE & OFFICES

BRIDGE RETAIL PARK

Uxbridge Road

Hayes, West London

TOWNSCAPE & VISUAL IMPACT REVIEW

OXW Hayes S.a.r.l.

CONTENTS

- 1.0 Introduction
- 2.0 Baseline Townscape & Visual
- 3.0 Review of Development Effects
- 4.0 Summary and Conclusion

APPENDICES

- A Mapping Figures:
 - Site Location and Context Figure 01
 - Townscape Character Figure 02
 - Viewpoint Locations & ZTV Figure 03

- B Study Area Photographs:
 - Townscape Character Figures 04 and 05
 - Viewpoint Photographs Figures 06 and 07

- C Landscape Drawings:
 - Landscape Concept 2246-21-03I
 - Landscape Cross Sections 2246-21-04F

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Townscape and Visual Impact Appraisal

1.0 INTRODUCTION

- 1.1 In March 2022 Barry Chinn Associates were instructed by 'OXW Hayes Sarl' to carry out a Townscape and Visual Impact Review (TVIR), of a proposed warehouse building on land to the south of Uxbridge Road, in Hayes. The site is currently occupied by Hayes Bridge Retail Park, which comprises of eight retail units occupied by typical high street brands such as Currys, Halfords, Argos etc. The site is located to the west of central London, 3.8 kilometre to the north of junction 3 of the M4 motorway.
- 1.2 The car parking for the retail units is access from Uxbridge Road on the northern boundary, with the service yards being accessed from Bullsbrook Road on the southern boundary. The site, which covers an area of approximately 2.88 hectares and its surrounding features are illustrated on Figure 1 in Appendix A.
- 1.3 The purpose of this review is to consider in townscape and visual terms the suitability of the application site to accommodate the proposed development. This review has been produced in support of a full planning application for the site and is based on the 'Proposed Site Layout' drawing no. 21048-P0001J, produced by UMC Architects. This drawing illustrates redevelopment proposals for a single warehouse building, including a two-story office, transport office service yard and car park.
- 1.4 The scope of the Townscape & Visual Impact Review is to:
- Review the townscape character of the site, its surroundings and context in the wider study area. Predict the townscape character effects of the proposed development and review the importance of the townscape effects.
 - Appraise the visual amenity of the site and its surroundings. Predict the visual effects of the proposed development from representative viewpoints / sensitive locations and review the importance of the visual effects.
 - Consider townscape character and visual mitigation measures (landscape design) to inform an iterative design process, to promote the sympathetic integration of the proposed development into the surrounding townscape.
 - Judge the level of residual effects, following consideration of the mitigation measures.

2.0 BASELINE TOWNSCAPE & VISUAL

Townscape Character

Context

- 2.1 The urban area in which the site is located is towards the western edge of London, approximately 18.5 kilometres from the city centre. The site fronts on to Uxbridge Road (A4020) which follows a 12-mile route from Shepherd's Bush Green west towards Uxbridge. This 'A' road passes through the districts of Acton, Ealing, Hanwell, Southall, Hayes, Harrow and Hillingdon. Junction 3 of the M4 motorway is approximately 3.8 kilometres to the south of the site. The M4 in turn joins the M25 at junction 4B, approximately 7.25 kilometres to the west of the site. The townscape diminishes towards the west, before ending just before the M25, where the built environment is no longer dominant and gives way to the agricultural landscape to the west of Uxbridge. Heathrow Airport is approximately six kilometres to the south-west of the site, at its closest point.

Setting

- 2.2 To the north of the site the busy Uxbridge Road runs on an east-west alignment. This major highway route into London is a dual carriageway as it passes the site, with a large, controlled junction allowing access into the site. The Uxbridge Road corridor is lined with a mixture of uses including retail and residential. The retail park currently on the site extends south from Uxbridge Road into an industrial area, including Springfield Road Industrial Estate and Brook Industrial Estate. Small to medium sized warehouse style buildings are adjacent to the sites western and southern boundaries, plus to the east, beyond Yeading Brook.

Street Scene

- 2.3 The two sides of the road feel quite divided from each other by the persistent four lanes of vehicles moving forward and then stopping to queue. Pedestrian barriers and controlled crossing points add to this sense of division and control. The built form lining Uxbridge Road does not relate to each other across the highway, as they are set well apart from one another. Due to the dual carriage way, dedicated right turn lanes, residential service roads, broad foot/cycle ways and grass verges the overall width of the road corridor has a separating effect on the two sides of the road. The street scene is also visually busy, containing traffic lights, light columns, road signs, business signs, pedestrian barriers and moving traffic.

Topography

- 2.4 From the topographical survey the site levels range from approximately 30.60 metres above ordnance datum (AOD) to 29.00 metres AOD. There is no recognisable trend in the landform, with the levels representing small height changes in the existing external areas, rather than the natural topography of the site. At the northern end of the carpark there is a retaining wall taking up a one metre level change to the higher ground to the north, adjacent to Uxbridge Road.

- 2.5 Running along the eastern site boundary, in a defined soft channel below the site level, is the Yeading Brook. As it emerges from under Uxbridge Road it has a water level of 26.39 metres (AOD) before flowing south to where it has a water level of 26.26 metres (AOD) close to Bullsbrook Road. The water level of the brook is approximately 3.5 metres below the average site level. Within the study area beyond the site, the topography is generally flat but rises very gradually towards Hillingdon to the north-west and reduces towards the River Brent in the east. This is due to the area being within the Hayes gravel terraces, associated with the wider Thames Valley basin. The site location and surrounding features are illustrated on Figure 1 in Appendix A.

Vegetation (Figure 1 in Appendix A)

- 2.6 A Pre-development Tree Survey, in accordance with BS5837:2012 was carried out in February 2022 for the trees within and around the site boundaries by BB Trees Ltd. The tree survey, plus the associated Tree Constraints Plan ref: 2246-21-01B, are included with the planning application. Existing vegetation on the site consists of wide shrub bed on the Uxbridge Road frontage, which becomes narrower towards the Metro Bank site. There are also beds of low evergreen shrubs at the ends of rows of car park bays. These shrubs were likely planted when the retail park was first built and as such are now over-mature. The natural habit of these shrubs has been lost through subsequent years of maintenance, resulting in an almost continuous rounded cushion of evergreen.
- 2.7 To the west and south of the site within the study area is the Minet Country Park, a 36-hectare park including a children's playground, cycle circuit, picnic areas and Minet Lodge Visitor Centre. The Yeading Brook runs from north to south through the eastern side of the park. Other notable elements of vegetation are along the banks and towpaths of the Grand Union Canal (GUC) Paddington Arm. Private residential gardens are generally fairly compact within the study area so do not contribute significantly to the vegetation cover in the area. There are a number of street trees in roads surrounding the site.

Planning Policy

Core Policy: Environmental Improvement

Policy EM2: Green Belt, Metropolitan Open Land and Green Chains

- 2.8 Under this policy Minet Country Park, to the west and south of the study area, has the following designations:
- Green Belt
 - Green Chain
 - Parks, Recreation Grounds and Woodlands
 - Green Flag Site

Site Allocations & Designations Policy: Nature Conservation

Sites of Metropolitan or Borough Grade I Importance

- 2.9 Yeading Brook and Minet Country Park, Site of Metropolitan or Borough Grade 1 Importance (SINC Ext 5) is described as follows:

'Native broadleaved woodland, scattered trees, scrub, bare soil and rock, neutral grassland (semi-improved), neutral grassland (herb rich), improved/reseeded agric grassland, amenity grassland, roughland, tall herbs, wet marginal vegetation, standing water (includes canals), paths, running water'.

Site Allocations & Designations Policy: Strategic Employment Areas

Policy SEA 1: Strategic Industrial Locations (SIL)

- 2.10 Springfield Road, to the east of Minet Country Park, forms part of the Hayes Industrial Area SIL and includes the application site. Springfield Road is described as:

'...a vibrant employment site with a wide range of businesses. It has benefited from recent investment from the private sector. Vacancy rates are only slightly above the normal accepted churn rate. The Council is of the view that most of the existing Industrial Business Area should be regarded as forming part of the Hayes Industrial Area – Preferred Industrial Location.'

Townscape Character (Figure 01 in Appendix A)

Existing Character Assessments

- 2.11 In order to establish the townscape character baseline within the study area, the following four Landscape Character Assessments (LCAs) have been reviewed.

2.12 *National Character Area - NCA (2014)*

This classification divides England into 159 distinct natural areas. Each is defined by a unique combination of landscape, biodiversity, geo-diversity, cultural and economic activity. Originally produced by The Countryside Commission in 1999, Natural England republished the NCA's with additional information in April 2014. The application site and study area lie within NCA Profile 111: Northern Thames Basin. Approximately one kilometre to the west of the site boundary, the NCA changes to Profile 115: *Thames Valley*.

London's Natural Signatures: The London Landscape Framework (2011)

- 2.13 This document prepared for Natural England categorises the area of London in to seven Landscape Types. The application site falls within the Hayes Gravels natural landscape area, which is one of three areas within the Gravel Terraces Landscape Type.

Hillingdon's Landscape Character Assessment (November 2011)

- 2.14 This assessment, carried out by Land Use Consultant, categorises the landscape within Hillingdon borough in to twelve landscape character types (A to L) and seven townscape character types. The site is located within the Inter-War Suburban / Metroland Townscape Character Type.

Hillingdon Townscape Character Study (November 2013)

- 2.15 Within this study, Figure 24: 'Hillingdon typology map' shows the site within the Retail Park townscape character type. This study also includes a section called 'Hillingdon Places' within which the 'Uxbridge Road – A Route Study' has been considered as part of this review.
- 2.16 As the majority of the study area falls with Hillingdon Borough (with a small section to the east in Ealing) the above Hillingdon LCAs have been used in this review. Fieldwork has also been undertaken to gain an understanding of the existing townscape character, picking up any changes since the above LCAs were adopted.
- 2.17 Five townscape receptors have been identified as representing distinct townscape character areas, the key characteristics for which are listed below, with baseline judgements summarised in table 1. Figure 2 in Appendix A illustrates the extent of these character areas within the study area.
- 2.18 **Character Area 1: Uxbridge Road Corridor** (including application site)
The key characteristics of this area are listed below:
- *Intensity of development: Along this section of Uxbridge Road there is a higher density of development, with higher building heights and larger footprints, compared to other sections of the route*
 - *Landscape character and street trees: A strong green and tree-lined section*
 - *Wide dual carriage way, with separated north and south side*
 - *A busy area with many people and vehicles using the road as an important transport connection. Also, visually busy with traffic and business signs*
 - *A mixture of uses fronting on to road, including retail, residential, car showroom, self-storage, hotel, convenience shops, religious centres etc.*
 - *Active frontages forming part of the public realm, providing shops and services for local residents*
- 2.19 **Character Area 2: Industrial Estates** (Springfield Road)
The key characteristics of this area are listed below:
- *Predominantly plain low-rise buildings in older industrial areas with some examples of more modern office buildings elsewhere.*
 - *Development has a focus on car-based development with a high volume of larger vehicle movements in some areas.*
 - *Utilitarian approach to public realm, with practicality and security tending to be the primary concerns.*
- 2.20 **Character Area 3: Inter-War Suburb / Metroland**
The key characteristics of this area are listed below:
- *Suburbs in the south of the Borough developed along improved transport links, such as canals and the Great West Railway and reflect the growth of local industries.*

- *Medium density residential suburbs consisting of a distinctive network of curvilinear streets (crescents), linear streets (avenues) and 'dead ends' (closes). Pockets of late 19th century Victorian and Post War terraces and more recent housing provide variety in character within the suburbs.*
- *Built form is defined by suburban style semi-detached two storey houses in pebbledash or colour render. Brick is also a common building material.*
- *Residential streets often delineated by grass verges and small street trees.*
- *Large well planned Local Authority and railway estates (similar to those designed by the LCC) from the 1920's and 30's are also found in the south.*
- *Views are channelled down streets, framed by the regular facades of houses.*
- *Interspersed with publicly accessible greenspaces including parks and recreation grounds and cut by accessible river corridors (Yeading Brook).*
- *Accessible landscape on settlement edges includes open countryside, golf courses, Country Parks and nature reserves. Often connected to the suburbs by footpaths and long-distance paths.*

2.21 **Character Area 4: Grand Union Canal (Paddington Arm)**

The key characteristics of this area are listed below:

- *Terraced houses developed as housing for workers, frequently with a denser format*
- *An historic feel provided by the canal itself plus remnant features and architecture from the 1770s to the 1830s, attracting the designation as a Conservation Area*
- *A waterside character, creating views along open sections of the canal*
- *Hidden behind relatively large-scale industrial areas*

2.22 **Character Area 5: Minet Country Park (sport and recreation)**

The key characteristics of this area are listed below:

- *A relatively flat landform manipulated in places to form gentle undulations. Underlain by London Clay and superficial gravels, with much of the area now altered by extraction of brick earth and infill of imported material.*
- *Dominated by the Minet Country Park, which is separated into two parts. Hillingdon cycle circuit in the North, and open fields, children's play area, wildflower meadows, woodland, and ponds in the south.*
- *The Yeading Brook flows through the southeast and is densely enclosed by woodland. A number of streams feed into the brook, and several ponds are scattered throughout the area. The Grand Union Canal runs along the south and east boundary.*
- *Most of the character area forms part of the Yeading Brook and Minet Country Park Site of Borough Grade I Importance. A mosaic of habitats, including grassland, woodland, and meadows connected by a corridor, such as hedgerows, water courses, grassland and ditches.*

- *Contained and surrounded by busy roads, the A312 and A4020 along the west and north boundaries, and industrial development in the east. Prominent features, visually and audibly.*
- *Limited access to the Country Park by foot.*
- *A recreational space, which provides a peaceful retreat from the urban surroundings. Pockets of tranquility, within woodland, undisturbed grassland and close to the Yeading Brook.*

2.23 The baseline assessment of the townscape receptors (character areas) is summarised in Table 1 below. For further information regarding the process used to make these judgments, please refer to the appraisal methodology contained in Appendix A.

Townscape Receptors (Character Areas)	Townscape Baseline (Low, Medium, High)		
	Value	Condition	Character
1. Uxbridge Road Corridor (Including site)	Low / Medium	Medium	Low / Medium
2. Industrial Estates (Springfield Road)	Low	Medium / High	Low
3. Inter-War Suburb / Metroland	Medium	Medium	Medium
4. Grand Union Canal (Paddington Arm)	High	Medium	Medium
5. Minet Country Park	High	Medium / High	Medium / High

Visual Amenity

2.24 A visual review has been carried out to consider the potential visibility of the site from receptors within the study area. These receptors have been selected by way of a desk top study, followed by field survey work carried out on 10th March 2022. The seven selected viewpoint locations are shown on Figure 3 in Appendix A. The viewpoint photographs are presented on Figures 6 and 7 in Appendix B. The characteristics of the existing view from each viewpoint is set out in Table 2 below.

Table 2: Visual Baseline Report

View point No.	Viewpoint Location	Type of visual receptor effected & intrinsic sensitivity (viewer's activity: transient / static)		Relative number of people	Direction of view	Distance	Elevation Approximate	Elements which may influence the view (interrupt, filter etc.)	Nature Characteristics Composition Of view
		Walkers Leisure Boat Residents Driver Pedestrian Cyclists Train Users Sport Working	High High High Medium Medium Low Low Low	Individual Few Many Numerous	16 point compass directions	Short Medium Long (metres)	Metres AOD	Landform Buildings Vegetation	Extent of skyline Visual scale & proportion Horizontal or vertical emphasis Key Focal points Panorama or narrow Full or glimpsed Sequential views
1.	Uxbridge Road Delamere Court	Pedestrians (transient) Residents (static)	Medium High	Numerous Few	South	40m (short)	23.00	Street Trees Moving Traffic	Outlook dominated by traffic moving across the centre of the view.
2.	Uxbridge Road Steel Edge UK	Pedestrians (transient)	Medium	Numerous	East	30m (short)	23.00	Construction Hoarding Street Trees	View drawn along the highway corridor.
3.	Uxbridge Road Shurgard Self Storage	Pedestrian (transient)	Medium	Numerous	West	175m (medium)	26.00	Moving Traffic	Highway scene as the road rises over a canal, with tall hotel building providing a focal point.
4.	Bullsbrook Road	Workers (transient)	Low	Many	North	120m (short)	22.00	Boundary Vegetation Lorry Movements	Functional space with strong lines of perspective to the skyline.
5.	Cranborne Way	Pedestrians (transient) Residents (static)	Medium High	Many Few	South-east	230m (medium)	24.00	Intervening Houses	Suburban street scene, with open sky above roof tops. Tall hotel building provides key focal point.
6.	Grand Union Canal, Paddington Arm	Pedestrians (transient)	Medium	Few	North-west	235m (medium)	23.00	Intervening warehouse buildings	View across water to office elevation and warehouses, with a horizontal emphasis
7.	Minet Country Park	Walkers (transient)	High	Few	East	300m (medium)	29.00	Boundary Vegetation Intervening Buildings	Glimpsed view to distant landmark building

3.0 EFFECTS OF DEVELOPMENT

3.1 This section describes the potential townscape and visual effects of the proposed development. This document has been produced as part of a full planning application (with no matters reserved) for a proposed development on land at Hayes Bridge Retail Park, Uxbridge Road.

3.2 The development proposals being reviewed for townscape and visual effects are shown on UMC Architect's 'Site Layout' drawing no. 21048-P0001-J. This layout proposes the site clearance and preparation, including the demolition of existing retail buildings and the redevelopment of the site to provide a new warehouse, two storey office, transport office, plus hard and soft landscape. Vehicle access to the application site will continue to be from Uxbridge Road. The structural slab floor level (SSL), ridge height and level of the proposed building are summarised below:

	Structural Slab Level	Bottom of Parapet Height	Top of Parapet Height	Ridge Height	Ridge Level
Logistics Building	29.975m (AOD)	17.050m	20.230m	18.800m	48.775m (AOD)
Office Frontage	29.975m (AOD)	n/a	15.000m	n/a (Green roof)	44.975m (AOD)

3.4 The following are examples of existing tall structures in close proximity to the site:

<u>Structure</u>	<u>Approximate Level (metres AOD)</u>
• Existing Currys PC World Megastore	39.110 (to ridge)
• Hyatt Place hotel, Uxbridge Road	66.000 (flat roof)
• Shurgard Self Storage, Uxbridge Road	39.000 (to parapet)
• DB Schenker Hayes, Brook Industrial Estate	38.000 (to ridge)

4.5 The proposed warehouse parapet slopes up to a level of 50.295 metres AOD, which is 11.185 metres taller than the ridge of the existing Currys PC World Megastore, at a level of 39.110 metres AOD.

Townscape Character Effects

4.8 The receptor sensitivity, magnitude of effect and resultant importance of that effect on the five distinct character areas within the study area, are summarised in table 3 below. The townscape character areas are illustrated on Figure 2 in Appendix A.

4.9 The main townscape effects of the development proposals on the site itself will be as a result of the following activities:

- Site clearance, including the demolition of the existing retail buildings (short term effect during construction).
- Construction of a new warehouse building, primarily in the same location as the existing retail buildings; up against the western boundary.
- The planting of new native trees, hedgerows, shrubs and grassland around the development, with the emphasis on softening the scheme, enhancing biodiversity and maximising the site's Urban Greening Factor score.

Character Area 1: Uxbridge Road Corridor (including site)

Completion Effect: Negligible Adverse

- 4.10 The office elevation, with carpark in front, will provide an attractive and active frontage to Uxbridge Road, however the two-storey office would represent a new element to the road corridor, currently defined by retail and residential uses primarily. The southern portion of the site behind the northern office elevation will in effect be removed from the Uxbridge Road corridor, becoming part of the 'Industrial Estates' character area.
- 4.11 The proposed office elevation is approximately 15 metres high, while the existing Currys PC World elevation is approximately 10.0 metre high. The effect of the development will be to introduce a warehouse building approximately ten metres taller than existing retail buildings in the area. However, this section of Uxbridge Road is associated with a higher density of development, with higher building heights and larger footprints. While not directly on Uxbridge Road, this trend is apparent with the approval of the Colt L4 data centre to the south of the site, which has a roof level of 65.20 metres.
- 4.12 Although taller, the proposed building is positioned much further back into the site from Uxbridge Road (as set out below) reducing its presence within the road corridor character area:
- Existing Currys PC World 15.5m from the back of footway, at its closest point.
 - Proposed two storey office 44.0m from the back of footway, at its closest point.
 - Proposed warehouse 61.0m from the back of footway, at its closest point
- 4.12 The retail park is currently accessible and part of the public realm, forming part of an active street scene. The new building will be a private space, inaccessible to the general public.
- 4.13 The proposed landscape scheme will see the removal of the existing over-mature evergreen shrubs, to be replaced with new amenity planting. Two existing Birch trees will be retained to provide the new scheme with an element of maturity. The new landscaped frontage will enhance the existing strong green and tree-lined character of this section of Uxbridge Road.

Mitigation Measures:

- 4.14 The following primary mitigation measures have been imbedded into the design:
- Setting the proposed building back from Uxbridge Road, into the site.
 - Positioning the office elevation at the front of the building, facing on to Uxbridge Road.
 - Providing a step in the northern elevation to help break up this façade. The offices will be 15 metres high, before stepping up to the warehouse parapet at 20.230m, further back into the site.
 - Two existing mature trees growing on the northern boundary will be retained and supplemented by nine proposed trees set within a new contemporary planting design. The existing and proposed trees will continue to grow over time, softening the office frontage. For a detailed description of the landscape proposals, refer to the Landscape Design Statement, document no. 2246-21-RP02D.

Residual Effect: Minor Beneficial

- 4.20 This section of the Uxbridge Road has a wide range of buildings and uses fronting on to the highway, presenting no recognisable pattern of townscape elements. Therefore, overtime the office frontage will become an accepted and valued element within the streetscape, blending with the wide range of existing buildings. The trees planted as part of the scheme will continue to grow during the years after completion, increasingly softening the northern building elevation.

Character Area 2: Industrial Estates

Completion Effect: Minor Neutral

- 4.11 The area of industrial estates to the east, south and west of the site will increase slightly, as the proposed warehouse adds to the existing buildings here. The presence of the new building on this townscape area will be of minor importance with a neutral effect.

Mitigation Measures:

- 4.15 The mitigation measures for the site have been focussed on the northern elevation, with a more practical and functional approach adopted to the rear, in keeping with this townscape character area.

Residual Effect: Negligible Neutral

- 4.20 Overtime the newness of the proposed warehouse will pass and become a familiar part of the existing industrial estate.

Character Area 3: Inter-War Suburb / Metroland

Completion Effect: Negligible Adverse

- 4.11 These residential suburbs use the amenities found in local centres and along major routes such as Uxbridge Road. The effect of the development on this townscape character area will be the loss of retail facilities and accessible public realm. Small parts of the new building may be visible from some streets; however, views tend to be channeled along streets by the regular house facades.

Mitigation Measures:

- 4.16 The setting back and stepped frontage of the building will benefit suburban streets to the north, but to a lesser extent for those streets to the east. The increased tree planting on the site's frontage will help soft the feel of the adjacent Uxbridge Road.

Residual Effect: Negligible Beneficial

- 4.20 As the five large stature London Plane trees grow to maturity and complement the new office frontage, this will offset the loss of retail facilities and accessible public realm to the townscape.

Character Area 4: Grand Union Canal

Character Area 5: Minet Country Park

- 4.13 Both of these townscape character areas are of high landscape value, due to them being designated as Nature Conservation Sites of Metropolitan or Borough Grade I Importance. Also, Minet Country Park forms part of the Metropolitan Green Belt. However, the key characteristics which define these areas will be unaltered by the proposed development, resulting in a negligible neutral level of completion and residual effect.

Table 3: Townscape Character Effects: Judgement Summary

Refer to Figure 2, in Appendix A.

	Townscape Receptor (Character Area)	SENSITIVITY of townscape receptor (character area as a whole) to this specific proposal			MAGNITUDE of townscape effect (the development) of this specific proposal					IMPORTANCE (sensitivity x magnitude) Major – Moderate – Minor – Negligible – Minor – Moderate – Major EFFECT (change resulting) Adverse – Neutral – Beneficial			
		Susceptibility <i>Low</i> <i>Medium</i> <i>High</i>	Value <i>Low</i> <i>Medium</i> <i>High</i>	Sensitivity of receptor <i>Low</i> <i>Medium</i> <i>High</i>	Size / Scale of change <i>None</i> <i>Minor</i> <i>Moderate</i> <i>Major</i>	Geo-graphical Extent <i>Site</i> <i>Setting (1km)</i> <i>Character Area</i> <i>Wider</i>	Duration of effects <i>Short: 0-9 yrs</i> <i>Medium: 10-19 yrs</i> <i>Long: 20+ yrs</i>	Reversibility <i>Permanent</i> <i>Partial</i> <i>Reversible</i>	Magnitude of effect <i>No change</i> <i>Low</i> <i>Medium</i> <i>High</i>	Year 0 <i>At completion</i> (discussed in section 4.0)	Year 5	Year 10	Year 15 Residual (discussed in section 6.0)
1	Uxbridge Road Corridor (including site)	Medium	Low / Medium	Low / Medium	Minor / Moderate	Setting	Long	Permanent	Low / Medium	Negligible Adverse	Negligible Neutral	Minor Neutral	Minor Beneficial
2	Industrial Estates (Springfield Road)	Low	Low	Low	Minor	Setting	Long	Permanent	Low	Minor Neutral	Minor Neutral	Negligible / Minor Neutral	Negligible Neutral
3	Inter-War Suburb / Metroland	Low / Medium	Medium	Low / Medium	Minor	Setting	Long	Permanent	Low	Negligible Adverse	Negligible Neutral	Negligible Beneficial	Negligible Beneficial
4	Grand Union Canal (Paddington Arm)	Low	High	Medium	Minor	Setting	Long	Permanent	Low	Negligible Neutral	Negligible Neutral	Negligible Neutral	Negligible Neutral
5	Minet Country Park (Sport and Recreation)	Low	High	Medium	Minor	Setting	Long	Permanent	Low	Negligible Neutral	Negligible Neutral	Negligible Neutral	Negligible Neutral

Visual Effects

- 4.14 The visual effects have been reviewed for each of the seven viewpoints within the study area and are summarised in table 4 below. The viewpoint locations and zone of theoretical visibility (ZTV) are illustrated on Figure 3 in Appendix A. The building height and footprint considered in this appraisal are taken from UMC Architects 'Proposed Site Layout' drawing no. 21048-P0001-J. The importance of the visual effect stated below, is that at completion of the development, including the implementation of the landscape scheme.
- 4.15 The main visual effects of the development proposals on the site itself will be as a result of the following activities:
- Site clearance, including the demolition of the existing retail buildings (short term effect during construction).
 - Construction of a new warehouse building, primarily in the same location as the existing retail buildings; up against the western boundary.
 - The planting of new native trees, hedgerows, shrubs and grassland around the development, with the emphasis on softening the scheme, enhancing biodiversity and maximising the site's Urban Greening Factor score.
- 4.16 **Viewpoint 1 – Footway in front of Delamere Court, 2 to 40 Uxbridge Road**
- Although the proposed office elevation and warehouse behind will be taller than the existing retail building, they will be located further back into the site. The effect of this will position the proposed building further away from the viewpoint and so due to perspective the height of the new building will be visually reduced. In addition, there will be a step in the northern elevation, between the office frontage and the warehouse behind.
 - The northern elevation of the proposed building is wider than that of the existing retail building, replacing an area of carpark with an office frontage which extends closer to the Metro Bank building. A small area of open sky will be replaced by the left-hand end of the proposed office elevation.
 - There will be a beneficial visual effect on this viewpoint provided by the smart new office frontage and the presence of office employees seen working in the building.
 - The proposed office elevation is set back approximately in line with the southern extent of the Metro Bank building. Together the existing bank and proposed office elevation will provide a defined edge to the Uxbridge Road corridor. The current view into the site is across a large area of carparking, with the long terrace of retail units tailing off into the distance, with no real focal point or defined end, providing an uncertain and ambiguous edge to the Uxbridge Road corridor.
 - Attractive new landscape frontage, removing tired over-mature evergreen shrubs. Birch trees retained to provide the new scheme with an element of mature landscape. tree planting will grow over time, softening the office frontage.

4.17 Viewpoint 2 – Footway adjacent to Steel Edge UK, Uxbridge Road

Views to the site are primarily obscured by the hoarding around the Steel Edge UK site. The end elevation of the curved roof to the existing retail building can be seen above the hoarding. Since the photograph from this viewpoint was taken, the large Ash tree (T2) in the centre of the view has been removed and replaced by a large electronic advertising screen. The proposed building will be set much further back in to the site and is likely to be hidden behind the hoarding. If at some future time the hoarding is removed, there may be oblique views across the proposed car park to the office frontage. Over time the effect of the initial change will diminish as the office frontage to the new building becomes familiar and the proposed trees establish.

4.18 Viewpoint 3 – Uxbridge Road crossing the GUC, adjacent to Shurgard Self Storage

The northern end of the terrace of existing retail buildings can be seen to the right of the Metro Bank. As the proposed building is located further to the south on the site it is unlikely to be seen protruding north of the Metro Bank, although the upper parts are likely to be seen above the bank building.

4.19 Viewpoint 4 – Estate road adjacent to Ventura House, off Bullsbrook Road

The southern elevation of the proposed warehouse will be visible from this view, which is already composed of warehouse buildings, giving a minor level of importance to the change. The industrial location and work activities of the visual receptors results in a neutral effect. Although there is no addition planting to that being retained along the southern boundary, the level of effect will reduce over time as the building becomes an accustomed part of the industrial area.

4.20 Viewpoints 5 – Cranborne Way residential street, north of Uxbridge Road

Where the existing roofline, which currently forms the horizon, dips between buildings, there may be views of the proposed building through these gaps. These possible small additions between existing houses will have an initial negligible adverse effect, which will reduce over time to a negligible neutral level, as the original change becomes commonplace.

4.21 Viewpoint 6 – Grand Union Canal towpath, close to the DB Schenker warehouse

This view from the towpath looks across the Grand Union Canal to an existing office frontage with warehouse behind. Parts of the upper elevations of the proposed building may be visible above existing parapets from this location but will not add any new elements to the scene along this section of canal already edged with warehouse buildings.

4.22 ***Viewpoint 7 – Recreational path near Hillingdon Cycle Circuit, Minet Country Park***

From this location the site is hidden behind the existing buildings within Springfield Road Industrial Estate and the Hyatt Place hotel. Small sections of the upper parts of the proposed building may be visible above the existing roofs but will not add any new elements to the view.

Table 4: Visual Effects: Judgement Summary (refer to the photomontages in Appendix E).

No.	REPRESENTATIVE VIEWPOINT - Receptor Activity	SENSITIVITY Considering the extent to which the attention is on the view			MAGNITUDE					IMPORTANCE (sensitivity x magnitude) Major – Moderate – Minor – Negligible – Minor – Moderate – Major EFFECT (change resulting) Adverse – Neutral – Beneficial			
		<u>Susceptibility</u> Low Medium High	<u>Value</u> Low Medium High	<u>Sensitivity</u> Low Medium High	<u>Degree of contrast</u> Low Medium High	<u>Proportion of development in view</u> None Minimal Partial Full	<u>Size / Scale of change</u> Negligible Minor Moderate Major	<u>Duration / Reversibility</u> Short Medium Long Reversible Partially Rev. Irreversible	<u>Magnitude of change</u> Negligible Low Medium High	<u>Year 0 At completion</u>	<u>Year 5</u>	<u>Year 10</u>	<u>Year 15 Residual</u> (see section 6.0)
1	Uxbridge Road Delamere Court - Pedestrian and Drivers	Low	Low	Low	Low	Partial	Minor	Long Irreversible	Low	Negligible Adverse	Negligible Adverse	Negligible Neutral	Negligible Beneficial
2	Uxbridge Road Steel Edge UK - Pedestrians and Drivers	Low	Low	Low	Low	Partial	Negligible	Long Irreversible	Low	Negligible Adverse	Negligible Adverse	Negligible Neutral	Negligible Beneficial
3	Uxbridge Road Shurgard Self Storage - Pedestrians and Drivers	Low	Low	Low	Low	Partial	Negligible	Long Irreversible	Low	Negligible Adverse	Negligible Adverse	Negligible Neutral	Negligible Beneficial
4	Industrial estate road Bullsbrook Road - Workers	Low	Low	Low	Low	Partial	Minor	Long Irreversible	Low	Minor neutral	Minor Neutral	Negligible Neutral	Negligible Neutral
5	Cranborne Way Uxbridge Road - Residents	Low	Low / Medium	Low / Medium	Low	None / Minimal	Negligible	Long Irreversible	Negligible	Negligible Adverse	Negligible Adverse	Negligible Neutral	Negligible Neutral
6	Grand Union Canal Paddington Arm - Pedestrians	Low	Low	Low	Low	None / Minimal	Negligible	Long Irreversible	Negligible	Negligible Neutral	Negligible Neutral	Negligible Neutral	Negligible Neutral
7	Minet Country Park Hillingdon Cycle Circuit - Walkers	Low	Low / Medium	Low / Medium	Low	Minimal	Negligible	Long Irreversible	Negligible	Negligible Adverse	Negligible Adverse	Negligible Neutral	Negligible Neutral

4.0 SUMMARY AND CONCLUSION

- 4.1 This review has been undertaken for the proposals shown on the 'Proposed Site Layout' drawing no. 21048-P0001-J, produced by UMC Architects. It has been carried out with reference to the 'Guidelines for Landscape and Visual Impact Assessment' 3rd edition (published 2013) and draws on the structure and scope of that guidance.

Baseline

- 4.2 The site is currently occupied by Hayes Bridge Retail Park, which fronts on Uxbridge Road. However, the Local Plan included the site is the Springfield Road Industrial Estate, which in turn forms part of the Hayes Industrial Area SIL.

Townscape Character Effects

- 4.3 As a retail park, the site currently sits within the Uxbridge Road townscape character area. The redevelopment of the site would bring about the following range of effects. An area of public realm would be lost from the Uxbridge Road corridor, as the retail area became offices with warehouse behind. The warehouse would also be slightly taller than those existing in Springfield Road Industrial Estate. The beneficial effects would include the presence of an attractive new landscape and office frontage on to Uxbridge Road, without being overpowering due to the building being set well back into the site.
- 4.4 There will be a slight loss of the retail facilities provided by Uxbridge Road business to local residents living in the 'Inter-War Suburb / Metroland' townscape character areas. The key characteristics of other townscape character areas within the study area will be unaffected.

Visual Effects

- 4.5 In views from Uxbridge Road, the proposed building will present an attractive new landscape and office frontage. The effect of the slightly taller building will be mitigated by the setting back of the development within the plot, locating the offices on the Uxbridge Road frontage and stepping the elevation from office to warehouse.
- 4.6 Due to the existing built form in the area, only small sections of the upper parts of the proposed building may be visible from other surrounding viewpoints. However, any visible parts of the proposed building will be seen within the existing urban context and will become familiar over time following any initial change.

Conclusion

- 4.7 Overall the townscape and visual effects of the proposed development are considered to be predominantly localised, to the setting of the site. Local residents and visitors familiar with the area would not consider the proposed development to be an incongruous element on the northern edge of the Springfield Road industrial area. The proposed building has been designed to include imbedded mitigation measures in consideration of its location. The implementation and ongoing maintenance of the landscape proposals will provide an important element on the frontage of the scheme, helping to soften the northern boundary and assimilate the development into the Uxbridge Road streetscape.

APPENDIX A: Assessment Figures

Figure 1	Site Location and Local Context
Figure 2	Townscape Character Areas
Figure 3	Viewpoint Locations and ZTV

APPENDIX B: Photographs

Figure 4	Townscape Character Areas 1, 2 and 3
Figure 5	Townscape Character Areas 4 and 5
Figure 6	Viewpoints 1, 2, 3 and 4
Figure 7	Viewpoints 5, 6 and 7

APPENDIX C:

Landscape Drawings

Landscape Concept Plan	2246-21-03I
Landscape Concept Section	2246-21-04F

The above drawings have been reduced to A3 size, for inclusion in this document and are therefore not to scale.