

High Street, Yiewsley Townscape and Visual Analysis

Proposed Mixed Use Retail and Residential Development

Habourside Investments Ltd and WM Morrison Supermarkets PLC

July 2018

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1.0

Introduction

1.1

This Townscape and Visual Appraisal (TVA) has been prepared by Lichfields on behalf of Habourside Investments Ltd and WM Morrison Supermarkets PLC to accompany an application for planning permission for the demolition of the existing buildings and the redevelopment of the existing Morrisons supermarket and car park at the junction of St Stephen's Road and High Street, Yiewsley to provide a replacement Morrisons foodstore, with 144 residential units above.

1.2

The site has an area of approximately 0.52ha and is situated within Yiewsley town centre in the London Borough of Hillingdon (see Figure 1: Site Location).

Figure 1.1 Site Location



Source: Lichfields

1.3

This TVA has been prepared to provide an analysis of the potential townscape and visual effects arising from the proposed development. It has been undertaken broadly in accordance with the Guidelines for Landscape and Visual Impact Assessment, 3rd edition, with reference to the relevant planning policy context including Hillingdon Townscape Character Study 2013. A more detailed overview of the methodology and criteria applied to the assessment is provided in Appendix 1.

1.4

In summary, the assessment considers:

- 1 The townscape character of the site and surrounding area;
- 2 The visual role of the site in the surrounding area;
- 3 The sensitivity of townscape and views to change, having regard to the susceptibility of receptors to change and the value of the townscape and visual resources;

- 4 The scale and extent of the change arising from the proposed development to the townscape and views, and
- 5 The effects of the proposed development on key townscape and visual receptors and whether the change would be beneficial, neutral or adverse.

Structure of the Report

1.5 The report contains the following further sections:

- **Section 2: Planning Policy Summary** – provides a high level overview of the key planning policy requirements
- **Section 3: Baseline Conditions** – defines the study area and sets out the existing townscape character of the site and surrounding area, the main visual receptors and key representative views;
- **Section 4: Townscape and Visual Analysis** – summarises the proposed development and considers the potential for townscape and visual effects and whether these are beneficial, neutral or negative in light of the relevant policy context and townscape character of the site and surrounding area; and
- **Section 5: Summary and Conclusions** - summarises the findings of the analysis relevant to the proposal.

2.0 **Summary of Planning Policy Context**

- 2.1 The relevant Statutory Development Plan for the London Borough of Hillingdon comprises The London Plan (LP, 2016); The Hillingdon Local Plan: Part 1 – Strategic Policies (HLP1) and the 2007 Saved Unitary Development Plan policies adopted as the Hillingdon Local: Part 2 (HLP2).
- 2.2 Material considerations include the recently adopted National Planning Policy Framework (NPPF, July 2018), and Planning Practice Guidance (PPG) as well as the emerging Hillingdon's Local Plan: Part 2 – Site Allocations and Designations; Development Management Policies (DHLP2 DMP) and Policies Map which were submitted to the Secretary of State on 18 May 2018, and the Draft London Plan (DLP).
- 2.3 A review of these key policy considerations relevant to the consideration of townscape and visual effects has been undertaken and is provided in Appendix 2. This confirms that the proposed development should:
- 1 Is the development sympathetic towards, or enhance local character and distinctiveness, particularly in areas of poorer environmental quality? Does the proposal comprise details and materials that complement the local architectural character? (LP 3.5 and 7.4, and NPPF para 127a, 127c; HLP1 Policy BE1; DLP D1)
 - 2 Does the development propose high quality architecture and urban design terms of layout, form and scale? Does the proposal harmonise with the existing street scene? Does the development reflect the role, scale, and character of the town centre? (LP 7.6; HLP2 BE13, BE26; NPPF para 127; DLP D2; DHLP2 DMP DMHB 10, DMHB 11)
 - 3 Is the proposal a tall building, in an appropriate location, which provides positive benefits? Is the height of the building based on an understanding of the local character and propose positive qualities of the surrounding townscape, including ground floor activities? Does the proposal improve the legibility of the area? (LP 7.6; HLP1 Policy BE1; HTCS; DLP D8; DHLP2 DMP DMHB 10)
 - 4 Does the development enhance the role of the canal? (HLP2 BE32)
 - 5 Does the development mar the skyline or intrude unacceptably into local views? (HLP1 BE36)
 - 6 Does the development make optimise the use of land? Does it accommodate and sustain an appropriate amount and mix of development and support local facilities and transport networks? (NPPF Para 118d, 127e; LP 7.6; DLP D6)

3.0 **Baseline Conditions**

- 3.1 The baseline has been established by a combination of desk study and fieldwork.
- 3.2 The desk study included a review of the relevant policy context and documents that define the townscape character of the site and surrounding area including Ordnance Survey mapping, aerial photography, historic mapping and the Council's townscape character study. A Zone of Theoretical Visibility (ZTV) plot has been prepared using GIS to help to define the zone within the proposed development may be visible.
- 3.3 Fieldwork recorded the character and qualities of the site and the surrounding area, confirmed the ZTV and the location of people in the surrounding area who may experience changes in their visual amenity. Fieldwork was undertaken in June 2018 in fine weather with good visibility.

Site and Surrounding Area

- 3.4 The application site comprises a Morrisons Supermarket and a surface and basement car park. The existing building has a two-storey frontage onto Yiewsley High Street (Photo 1). a primary movement route through the area. The store is built in red brick with a green-clad mansard roof. The main entrance is at the north-west corner fronting the High Street and a small pedestrianised area.

Photo 1: Entrance to the supermarket is from the north-east corner from High Street



- 3.5 The car park and service yard, to the rear of the building, are accessed from St Stephen's Road which adjoins the sites' southern boundary (Photo 2). There is a pedestrian connection to the car park along the northern boundary of the site which lacks natural surveillance. The store currently presents an inactive frontage of blank brick onto St Stephen's Road (Photo 3). There are several trees on the St Stephen's Road frontage and eastern boundaries.

Photo 2: Entrance to car park and existing site frontage to St Stephen's Road



Photo 3: Blank frontage of existing store to St Stephen's Road. The view terminates in the hedgerow along the Grand Union Canal



3.6 The Grand Union Canal is located to the south of St Stephen's Road. There is a dense hedgerow and a row of trees separating the road from the Canal towpath.

Photo 4: Grand Union Canal



3.7

To the north west of the site is St Matthew's C.E Primary School and to the north is a parade of shops and other town centre uses which front onto High Street. To the west of the school, there are detached and semi-detached residential properties on St Stephen's Road with commercial uses beyond. To the east side of the High Street are shops in a variety of buildings ranging from two to four storeys. Beyond the High Street lie further residential areas. To the south, apartment buildings have been developed along the canal (Photo 4), and there is further development underway further to the south (the Comag and Padcroft sites). West Drayton Station is located approximately 180m to the south-west of the site.

Photo 5: De Burgh Arms



- 3.8 The closest listed buildings to the site - The De Burgh Arms Public House (Photo 5), and The Railway Arms Public House (both Grade II listed) -are located either side of the railway line. There are several locally listed buildings on High Street, including the Former Town Hall (Photo 6) and the Church of St Matthews (photo 7).

Photo 6: Former Town Hall (locally listed building)



Photo 7: Church of St Matthews (locally listed building)



Zone of Theoretical Visibility

3.9

The Zone of Theoretical Visibility (ZTV) is the area within which views of the proposed development could be obtained. This has informed the extent of the Study Area defined within this TVA.

- 3.10 The Zone of Theoretical Visibility (ZTV) was created based on a Digital Terrain Model (DTM) of the landform and a digital surface model (DSM) of the buildings. The visibility of the proposed building has been mapped using GIS. The plot is provided in Appendix 3. Fieldwork has been undertaken to review the extent of screening provided on the ground by trees and other vegetation and localised variations in landform.
- 3.11 The field verified ZTV confirms that views of the site would be relatively localised with the potential for views along High Street between the junction with Fairfield Road and the station, from St Stephen's Road and along limited stretches of the Grand Union Canal. Only filtered, glimpsed views would be obtained through existing vegetation along the canal.
- 3.12 Views from the wider area including Whitethorn Avenue, Lawn Avenue and from public footpaths and lanes crossing the low-lying areas west of the Grand Union Canal/ River Pinn are largely screened by trees.
- 3.13 Glimpsed filtered views may be obtained from Yiewsley Recreation Ground south of Falling Lane, crossing the canal at Trout Road and from West Drayton Station.
- 3.14 The fieldwork also confirmed there would be no effect on listed public houses to the south of the site due to the screening provided by intervening buildings and as such these will not be assessed.

Townscape Character

- 3.15 Fieldwork and desk analysis has been undertaken to analyse the existing townscape character of Yiewsley town centre near the Site and the contribution of the application site to that character.
- 3.16 The key characteristics – the physical, experiential, aesthetic, and perceptual factors - that give the area its sense of place are set out. Based on GLVIA3 (para 5.5), the London Plan SPD Character and Context and Planning Policy Guidance (PPG) on Design, the following aspects of townscape character have been considered:
- 1 Context and setting
 - 2 Historic evolution
 - 3 Topography and relationship to built form
 - 4 The urban grain – pattern and scale of streets, development plots and buildings
 - 5 Land use and activity
 - 6 Movement patterns
 - 7 The scale, mass, and form of buildings
 - 8 Building style, details and use of materials including vernacular traditions
 - 9 The public realm including the role of open spaces and vegetation
- 3.17 These aspects are usually positive features but can also be negative in a degraded environment. The townscape/landscape receptors that may be sensitive to change arising from development are those positive characteristics that could be directly or indirectly affected.
- 3.18 The value of the townscape has also been assessed having regard to any designations and the value of its component parts. The existing townscape quality and value is categorised as very high, high, medium, low, or very low, based on the scoring criteria in Appendix 1.

Townscape Character and Quality

Context and setting

- 3.19 The site is located within Yiewsley Town Centre, a linear centre extending along High Street and Station Road. The area is influenced by key transport infrastructure including the Grand Union Canal to the south and is also serviced by Great Western Main Line Railway at West Drayton located 180m south of the site. Crossrail will further influence the area when it opens in 2019.
- 3.20 The area is identified as a 'Canalside Town' in the HTCS, owing much of its *"existence to the canal and the significant economic purpose this gave each of the settlements... In these areas, the residential neighbourhoods have quite a different form to those further north in the borough. Many areas were developed as housing for workers and frequently took on a denser (urban terrace) format."*
- 3.21 Yiewsley/West Drayton is also identified as a 'Secondary Centre' in the HTCS, the common features of these centres include:
- *"Range of shops and services which allow many people to meet their regular weekly needs. Mix of some high street brands and independent shops."*
 - *Principally associated with suburban expansion of the borough.*
 - *Centres generally comprise ground floor commercial use with 2-3 storeys of residential over – with deck access in some cases.*
 - *Sometimes containing elements of historic fabric and with an overall character which makes reference to the historic buildings.*
 - *Inclusion of employment space usually limited to a few small offices"*
- 3.22 There are no conservation areas in Yiewsley with a limited number of listed buildings in the surrounding area.

Historic evolution

- 3.23 The Grand Union Canal was built in the early 19th century. Industry and workers housing was established along the route. West Drayton Station opened in 1838, with sporadic development along the historic route of High Street throughout the 17th century.

Figure 3.1 OS Historic Map 1878-1885

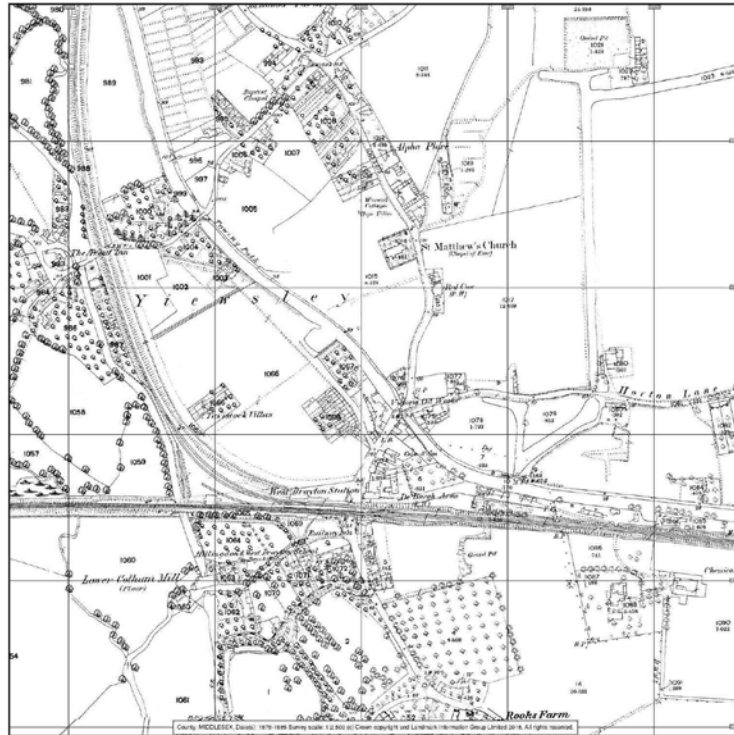
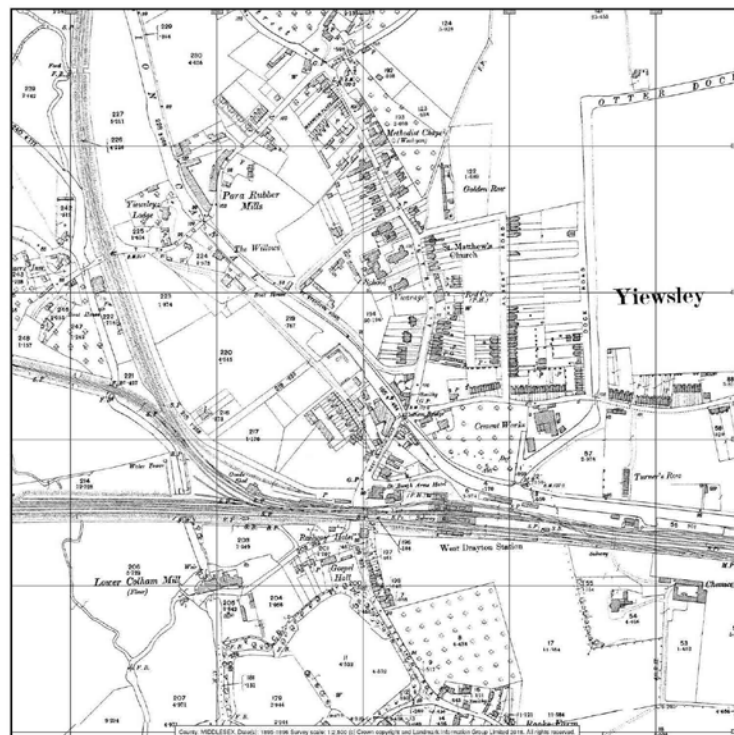


Figure 3.2 Historic OS Map 1895-1896

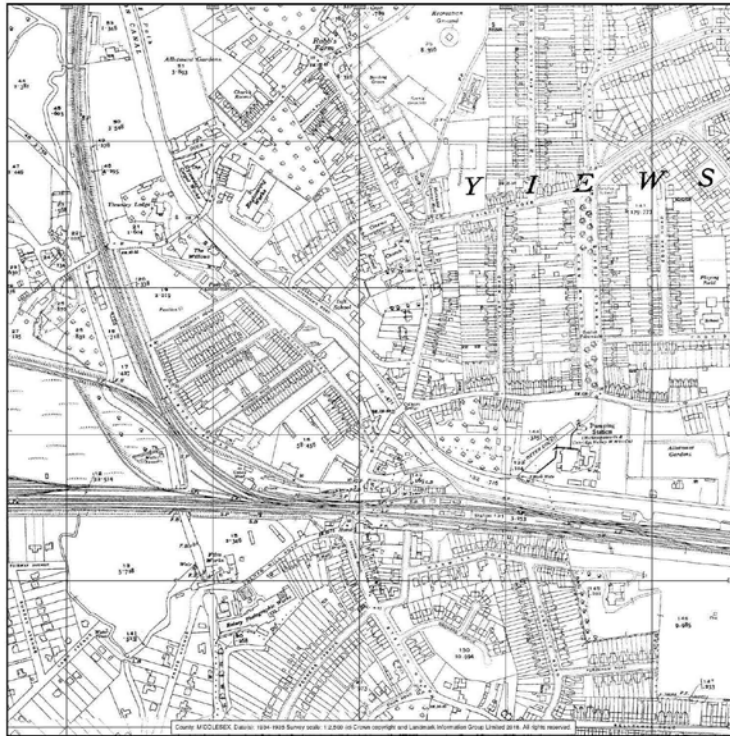


3.24

By 1934, the site and the adjoining area has developed further. High Street had development fronting both side, with further development infilling gaps between the High Street and the Grand Union Canal. West Drayton Station has moved to its current

location. To the east, areas of Garden City style suburban housing are evident along Albert Lane and Colham Ave. To the south of the Canal, further infilling has taken place between the canal and the railway line which is further south. There is built form on the site, with St Mary's Primary School located to the rear of the site.

Figure 3.3 Historic OS Map 1934-1935



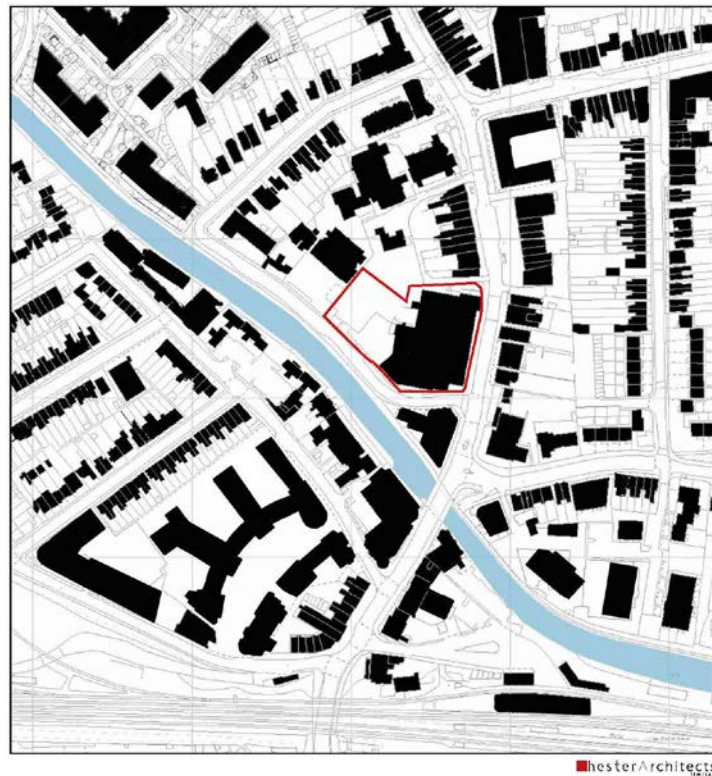
- 3.25 By 1960, there had been further development with residential properties now located to the north-east of the site, in addition to buildings along St Stephen's Road. Along the Grand Union Canal, large industrial units had further developed including to the north-west and south-west of the site.
- 3.26 More recently, the industrial uses have begun to be replaced by new taller, apartment developments including those near West Drayton Station with larger footprints.

Topography

- 3.27 The topography of the area is shown on the plan in Appendix 3. This shows a 25m rise in levels from low lying land to the west of the site in the Colne Valley up towards Stockley Park Golf Course to the north-east of the site.
- 3.28 The site itself is generally level. There are variations in the topography immediate surrounding the site, with the land rising slightly from south to north along the eastern boundary of the site on High Street, and slightly falling away along St Stephen's Road towards the Grand Union Canal.

Urban grain

Figure 3.4 Figure Ground Diagram



Source: Hester Architects

- 3.29 The site occupies an urban block defined by High Street and St Stephen's Road. Within the area block shapes and sizes vary, influenced by High Street, the Grand Union Canal, and the Great Western Railway Line. The urban grain varies with small, medium and large plots with variable footprints. Buildings along High Street tend to be at the front edge of the plot whereas along St Stephen's Road they are set back from the pavement.
- 3.30 The main routes tend to be the locations where larger footprint developments are located.

Land use and activity

Figure 3.5 Land Use Plan



Source: Hester Architects

3.31

There are a range of shops, offices, community and other town centre uses along High Street. Further commercial uses, including offices are located to the south of the Grand Union Canal. Some former office uses have been converted to residential and some former commercial/ industrial uses have permission for residential use. Residential uses are common throughout the surrounding area, with higher density residential uses focussed along the canal together with some remaining industrial uses.

Movement patterns

Figure 3.6 Photo 8



- 3.32 Yiewsley High Street is a busy thoroughfare for both vehicles and pedestrians, with pavements on both sides of the street (Photo 8). Off High Street, secondary streets including St Stephen's Road are far quieter. There is a pedestrian connection to the north of the existing store to the rear car park.
- 3.33 There is a long-distance footpath along The Grand Union Canal.

Scale, mass and built form

- 3.34 The built form is varied and this reflects the evolution of the area over time. A series of shopping parades front onto High Street, these terraced forms have pitched or flat roofs and are between two and four storeys in height. There are also remnants of former 19th century houses, with semi-detached and terraced forms, along High Street that have been extended and converted to shops. These are two storeys in height with hipped roofs and single storey flat roof projections to the frontage.
- 3.35 Public houses are detached buildings of two to three storeys with pitched roofs. St Matthew's Church and Former Town Hall are notable buildings.
- 3.36 Newer, purpose built mixed-use apartment buildings along the High Street and apartments along the Grand Union Canal are taller than the surrounding buildings, ranging from four to six storeys, with new developments up to eight storeys under construction. These apartment buildings tend to have larger footprints. Existing and converted commercial buildings have a large footprint, and generally a functional rectilinear massing.

Figure 3.7 Building Heights



Source: Hester Architects

Building style, details and use of materials

Photo 9



Photo 10



3.37

The details and materials vary according to the age and building styles of the urban form. Along High Street, red and buff stock brick is the common building material for older buildings with vertically proportioned windows (many replacement PVC) and slate or tile roofs (Photo 9). The apartment buildings also utilise red and buff brick (Drayton House a dark brown brick) with variety provided in rendered/timber clad panels. They have either flat roofs or gabled forms and large windows generally with dark grey metal framed

windows. Balconies, both recessed and projecting are a feature of the purpose-built apartments. Modern apartment buildings add to the variety to the townscape, with an assortment of building materials, changing roofscapes and balconies particularly along the Grand Union Canal (Photo 10).

Public realm and landscape elements

Photo 11



- 3.38 Along High Street, the public realm has an urban character with few street trees. The exception to this is a hard-landscaped seating area located outside a parade of shops (Photo 11). There are some trees within the curtilage of key buildings such as the church and Former Town Hall which soften the built form in these areas.

Figure 3.8 Photo 12



- 3.39 The Grand Union Canal and footpath is the principal landscape element, the water providing a pleasant contrast with the urban area. It provides a recreational route as a relatively 'natural' feature in the urban environment, combined the trees and vegetation along its sides (Photo 12). There is more vegetation along St Stephen's Road than the High Street. There is however, a lack of overlooking or active frontage to the Morrison's site due to the consistent blank wall as well as the service area and car parking at the rear.

Summary

- 3.40 Key elements in the townscape are:
- 1 Grand Union Canal
 - 2 Retail use and activity along High Street
 - 3 Distinctive remnants of the historic core of Yiewsley particularly St Matthews Church and Former Town Hall

Visual receptors

- 3.41 Visual receptors are people within the surrounding area whose views or visual amenity could be affected by development proposals. The extent to which people perceive changes to views or visual amenity as being detrimental is largely dependent on their expectation and activity. Visual receptors that are more susceptible to changes to views include:
- 1 Users of public open spaces, whose focus is on amenity;
 - 2 Residents with an outlook in the direction of a site from a main habitable room; and
 - 3 Users of public rights of way, whose focus is on amenity.
- 3.42 Other receptors who because of their context or activity tend to be less susceptible to visual change include:

- 1 Motorists, their passengers, and people using public transport whose views are transient and generally not focussed on visual amenity (unless using a tourist route); and

- 2 People at work or engaged in other activities such as shopping or active recreation.

3.43 Desk study and fieldwork has been undertaken to establish the visual receptors within the wider area that are influenced by the proposed development.

3.44 Visual receptors assessed in this study include:

- 1 People walking along and crossing the Grand Union Canal
- 2 People within Yiewsley Town Centre (High Street/St Stephen's Road)
- 3 People within Yiewsley Recreation Ground
- 4 People at West Drayton Station

Key representative views

3.45 This analysis has considered a number of publicly-accessible views obtained from the surrounding area that are representative of the experience of different types of visual receptor. The views have been chosen to reflect the typical views over a range of distances and some of the main receptors of changes to views and visual amenity.

3.46 These representative view locations are:

- 1 Horton Road
- 2 High Street
- 3 High Street (junction with Fairfield Road)
- 4 Grand Union Canal
- 5 Bridge over Grand Union Canal
- 6 West Drayton Station
- 7 Trout Road Canal Bridge
- 8 Yiewsley Recreation Ground

3.47 These are shown on Figure 5.1 in Appendix 5 and the photographs from these locations and associated details are provided in Appendix 5. AVRs have been prepared from views 1-4. The remaining views will see little change, therefore AVRs are not necessary.

3.48

4.0 The proposed development

- 4.1 The proposal is for the demolition of the existing buildings and the redevelopment of the site to provide a retail and residential mixed-use scheme, including a replacement Morrisons foodstore and 144 residential units provided above.
- 4.2 The key features that are relevant to the townscape and visual appraisal are summarised below:
- 1 The building extends to and is arranged around the perimeter of the site, it therefore addresses both High Street and St Stephen's Road. A wing projects to the north-east, enclosing shared amenity spaces that adjoin the northern and western boundaries of the site. The amenity spaces are partly set on a podium above the foodstore/ service yard and car park entrance and include tree planting, seating, and children's playground. To the north-west of the building, on the ground floor, is a further landscaped amenity garden which will include retained trees on the site.
 - 2 The new ground floor foodstore with two new, clearly defined entrances will provide a 50m long active frontage along High Street. The retail unit is emphasised by the incorporation of large cantilevered canopies at its entrance. New residential units along St Stephen's Road will help to address the Grand Union Canal, and are accessed by three separate entrances: one on High Street and two on St Stephen's Road. Additionally, three duplexes have their own private entrances on St Stephen's Road.
 - 3 Vehicular access will be retained via St Stephen's Road and will provide access to a gated service yard with staff parking, and two levels of basement parking. This shared access point reduces the amount of space given to vehicular cross-overs.
 - 4 The building ranges in height from four to seven storeys, stepped from its north and western extremities to respond to existing buildings on the High Street and St Stephen's Road. The top floor is partially set back to reduce the apparent height of the building. The wing north of the frontage to St Stephen's Road is part seven and part four storeys.
 - 5 The front elevations respond to the design and character of the High Street, with regular projecting brick bays and vertical and horizontal bands of brickwork with contrasting aluminium panels and an irregular window pattern incorporating large glazed openings and inset balconies.
- 4.3 Further details on the proposed design are included in the Design and Access Statement and application drawings.

5.0 Townscape and visual analysis

Effect on townscape character of the site and surrounding area

- 5.1 The susceptibility of the townscape of the site and immediate context to change is low. The townscape value of the site is very low and the sensitivity to change is also low.
- 5.2 The demolition of the Morrisons Store and the proposed mixed-use redevelopment would result in an increase in the extent and scale of built form on the site. It introduces residential uses above a replacement food store and contains parking and servicing within the building envelope. Existing mature trees on the boundary would be retained.
- 5.3 There would be a high degree of change to the character of the site itself and its local role in this townscape.
- 5.4 The demolition and the removal of associated surface-level car parking and replacement with a purpose designed building comprising of residential units above ground level and a retail space with landscaping will considerably improve the appearance of the High Street and St Stephen's Road frontage, replacing the existing blank façade, service area and car park to St Stephen's Road with a new façade incorporating entrances, windows and balconies that provide street level visual interest. The change in levels, to provide access and store windows at street level will enhance visual interest and improve interaction along the High Street. The architectural expression provides clear framing of the entrances that will enhance legibility. The reintroduction of retail ground level use on High Street and a residential frontage on St Stephen's Road will also increase activity on both routes and provide natural surveillance.
- 5.5 The introduction of small front gardens on the St Stephen's Road frontage will also add visual interest to the street.
- 5.6 The scale and massing of the development steps down from seven to four storeys and is compatible with the adjoining context. The reduction in height towards the boundaries of the site and neighbouring buildings helps to reduce the massing and integrate this with existing development. On the High Street frontage, it creates a sympathetic relationship with the existing three storey parade to the north. At the southern end the scale relates well to the adjacent apartment buildings. Similarly, along St Stephen's Road the scale steps down to five storeys to the west. While taller than adjacent development, the scale is consistent with six storey Drayton Wharf and the eight storeys at the Padcroft Scheme. The increased scale in relation to the frontage along High Street and St Stephen's Road creates an attractive frontage, which helps to better enclose both routes and creates passive surveillance.
- 5.7 The massing is further broken down with a set-back upper floor and recessed vertical elements which tie in with the scale of frontages along High Street and the Canal. The variation in massing adds interest at roof level.
- 5.8 The proposed materials and details contribute to visual interest and are appropriate for the local context, referencing the pattern of the facades and windows of buildings which front onto High Street.
- 5.9 The proposed scheme will introduce new hard and soft landscaped areas with complementary planting, seating and children's play on the north-western edge that will create a more attractive boundary with the school.

- 5.10 The proposed development and landscaping represent a significant enhancement compared to the site in its current form. It will regenerate an existing dated food store and associated servicing area in an important location on the High Street. The retention of retail use on the site, in addition to new residential uses will add to the vitality of the area, maintaining and enhancing the existing retail use and make better use of land within the town centre. The increase in scale is compatible with the character of the surrounding area. The massing has been successfully broken down through the stepping and articulation of the built form and elevation design. The scheme will create a more positive townscape that creates a better relationship to both High Street and St Stephen's Road with improved public realm.
- 5.11 As a result, the proposals will considerably improve the townscape character of the Site and its immediate surroundings resulting in a moderate beneficial effect.

Effect on positive elements in the townscape

Grand Union Canal

- 5.12 The Grand Union Canal is a key feature in the local townscape and is a feature of medium townscape value. There are currently apartment buildings up to six storeys immediately adjoining it. The Application Site and low-quality building are largely screened by intervening vegetation along St Stephen's Road. In this context, the Canal's susceptibility to change as a result of the development is low. Its sensitivity to change is also low.
- 5.13 The proposed development would introduce a taller building of five to seven storeys along St Stephen's Road. This will only be seen along a relatively short stretch of the Canal. There would be a low degree of change to the Grand Union Canal.
- 5.14 The proposed residential use on the Site is more consistent with the emerging residential character of the Grand Union Canal in this area. The proposal will improve the visual relationship with the Grand Union Canal and the streetscape of St Stephen's Road through well-articulated and attractive new elevations, active frontages, and landscaping.
- 5.15 The increase in scale, and associated level of enclosure to the canal, will be more compatible with the character of the Grand Union Canal in this location. The mix of materials, fenestration, and architectural features all help to articulate the structure in a manner which is appropriate to the architecture and materials of the buildings in the surrounding context.
- 5.16 The existing vegetation along the Grand Union Canal/St Stephen's Road will partly screen the lower floors of the proposed development. While there may be glimpsed views of the upper floors along the Grand Union Canal, these will provide some additional passive surveillance. Overall, the change will improve the appearance of the site in comparison to the existing Morrisons food store and be appropriate in terms of its scale, massing, built form, architectural character, and materials.
- 5.17 Overall there would be a minor beneficial effect on the Grand Union Canal.

St Matthew's Church/ Former Town Hall

- 5.18 These positive local landmark elements in the High Street frontage are locally listed buildings. They are of medium townscape value. Their susceptibility to change due to the proposed development is low; limited by the bend in the alignment of High Street and their separation from the site. Their sensitivity to change is also low.

- 5.19 The scheme steps down to the north with the upper floors set back. As shown on view 3 (Appendix 5), it would be a relatively small element in the frontage and would not detract from the townscape role of either building. The degree of change to these elements would be very low. The development would be seen in the context of the varied character and scale of buildings within the High Street. The materials are in keeping with the varied material palette of the area. There would be a negligible effect on these townscape elements.

Visual Effects

- 5.20 The visual appraisal has been undertaken with reference to 8 representative views. It gives an overview of the likely range of visual effects and receptors affected. These representative views can be seen in Appendix 5.
- 5.21 The nature of the visual effects has been assessed by considering
- 1 The capacity of the receptors (or people) to accept changes to views dependant on their activity and perception and the values attributed to that view
 - 2 The predicted degree (or magnitude) of change to the view (its scale, extent, and permanence)
- 5.22 The nature of the change has been assessed as being beneficial, neutral, or adverse having regard to the visual characteristics of the townscape and the change arising from the application proposals. A summary of the visual appraisal can be seen in Table 5.1.

Table 5.1: Summary of visual appraisal

Ref.	Location	Sensitivity	Degree of Change	Visual Effect
1	Horton Road	Low	High	Moderate Beneficial
2	High Street	Low	High	Moderate Beneficial
3	High Street (junction with Fairfield Road)	Low	Low	Minor Beneficial
4	Grand Union Canal	Medium	Low	Minor Beneficial
5	Bridge over Grand Union Canal	Medium	Low	Minor Beneficial
6	West Drayton Station	Low	Medium	Minor Beneficial
7	Trout Road Canal Bridge	Low	Low	Minor Beneficial
8	Yiewsley Recreation Ground	Medium	Very Low	Negligible

- 5.23 There would be localised moderate beneficial effects on people within the town centre because of the enhancement of the frontages and improved architectural quality and visual interest of the building. While it would be taller than the existing building, the built form steps down to the north and has been set back at roof level to reduce its apparent scale. Given the varied character of the street scene of High Street and scale of apartment developments close by, the scheme would fit comfortably in this town centre location, creating a distinctive and positive new element.

- 5.24 From the entrance to West Drayton Station, there would be glimpsed views of the top of the proposed development between the trees. It would be consistent in scale and character to other buildings in the view and would help to identify the town centre, assisting legibility. There would be a minor beneficial visual effect on people leaving the station.
- 5.25 There would be highly localised minor beneficial effects on people using the Grand Union Canal resulting from the replacement of an existing detracting frontage to St Stephen's Road with one that is more compatible with the character of the immediate context. There would also be glimpsed views of the proposed development from many bridges over the canal to the north of the site where the top of the proposed development would be glimpsed. It would be a very small element in the views from these positions and would mark the location of the town centre, benefiting legibility. There would be a minor beneficial effect from these locations.
- 5.26 From Yiewsley Recreation Ground there is considerable screening from mature trees. The proposed development may be glimpsed but would be so minor an element in the view it would have a negligible effect.

6.0

Summary and Conclusions

6.1

This TVA has been prepared to consider the townscape and visual effects arising from the application scheme. The report has been informed by the relevant planning context, best practice guidance, current townscape character assessments and heritage designations relevant to the consideration of townscape and visual matters.

Summary of Townscape Effects

6.2

The assessment has identified a moderate beneficial effect within local townscape arising from the benefits of the demolition of the detracting Morrisons food store with its blank façade, service yard and car park fronting St Stephen's Road and replacement with a high quality mixed-use scheme. Incorporating residential uses would make better use of the site, add to the vitality of the area, provide more active frontages and greater natural surveillance. The built form steps down to the north and is set back at roof level to reduce the scale and massing of development and respond to the existing context. The architectural treatment of the elevations provides further articulation of the scale through the pattern of fenestration, balconies, and materials. This breaks up the scale of the frontage and responds to the pattern of the street scene. The character of the townscape in the area is varied and is undergoing further change with new developments introducing apartment buildings up from five to eight storeys. The proposed scheme is compatible with the evolving character of the area and the site's town centre location.

6.3

The proposed development will only be seen along a relatively short stretch of the Grand Union Canal. The introduction of a taller building incorporating residential uses on St Stephen's Road will create a more visually interesting and appropriate frontage. The increase in scale and associated degree of enclosure would be more compatible with the existing character of the Canal in this location and the scheme would have a minor beneficial effect on the townscape character of the Grand Union Canal.

6.4

There would be a negligible effect on the townscape role of local landmark buildings within the townscape such as St Matthew's Church and the Former Town Hall due to the alignment of High Street and intervening buildings.

Summary of Visual Effects

6.5

Views of the proposed development would be relatively localised with views of development along a short stretch of High Street, a short stretch of the Grand Union Canal and along St Stephen's Road with only very limited glimpsed views from the wider area including from West Drayton Station, crossing the bridges over the Grand Union Canal and at the northern end of Yiewsley Recreation Ground.

6.6

The scheme would replace the existing Morrisons food store, which lacks any visual interest, with a well-designed building that draws reference in its form and composition from the apartment buildings surrounding context and the vertical rhythm of the adjacent parade of shops. The proposal creates an improved frontage along the High Street, St Stephen's Road, and the Grand Union Canal through the enclosure of the parking and servicing within the building and the proposed new facades having greater visual interest. Visual effects range from moderate beneficial along High Street to minor beneficial along the Grand Union Canal, crossing bridges and at West Drayton Station. The increased visibility of the scheme would enhance the legibility of Yiewsley town centre in the surrounding area.

6.7

The appearance of the Site and surrounding area will be enhanced in all views assessed.

Conclusion

- 6.8 The proposal is consistent with local, London and national planning policy as follows:
- 1 The design of the scheme responds positively to local character and distinctiveness with facades, details and materials that reference existing apartment buildings and the vertical emphasis of the facades of the adjacent parade of shops. The scale is appropriate to the location along the canal and the stepping of the built form at roof level and to the north enables an appropriate relationship to adjacent buildings on High Street. A high-quality building is proposed, which would improve an area of poor existing environmental quality by defining the streets it adjoins, providing more active frontages and screening unattractive service areas and parking which are currently prominent in the streetscene. The details and materials complement local architectural character, particularly projecting brick bays, inset top floors and ground-floor retail units. The scheme is consistent with policies LP 3.5 and 7.4, NPPF para 127a, 127c; HLP1 Policy BE1 and DLP D1 in this regard.
 - 2 The proposal is of a suitable high standard of architecture and urban design in terms of layout and form articulated through the creation of a semi-perimeter block with active frontages onto the street and an enclosed amenity space to the rear. The development reflects the role, scale, and character of the town centre with a ground-floor retail unit and residential units above which helps to harmonise with the existing streetscene. The proposed development therefore complies with policies LP 7.6; HLP2 BE13, BE26; NPPF para127; DLP D2; DHLP2 DMP DMHB 10, DMHB 11.
 - 3 While the HTCS suggests that buildings over four storeys are tall in the wider Hillingdon context, the proposed development is of similar scale to the apartment buildings to the south its scale is considered appropriate in this context and within Yiewsley Town Centre, appropriately reflecting its role. It would enhance legibility particularly from West Drayton Station, an important arrival point and positively define the junction of St Stephen's Road and High Street with the new store entrance and building above creating a new focal point within the local streetscape. The scheme complies with national, London and local policy in this regard.
 - 4 The proposed development has a relatively localised visual role. The visual assessment confirms that it would not mar the skyline or unacceptably intrude into local views consistent with HLP1 policy BE36.
 - 5 The development positively addresses the canal whilst the site is set back, there is a new active frontage of appropriate scale and character along St Stephen's Road and overall this is compatible with policy HLP2 BE32.
 - 6 The development optimises the use of land and is wholly appropriate for the Site's town centre location to support local facilities and transport networks compatible with policy at all levels.
- 6.9 The application will deliver the regeneration of a site which currently detracts from the local townscape. The application proposal will result in a notable enhancement of the site, including new active frontages and passive surveillance of the High Street and St Stephen's Road. The proposal is of a high architectural quality and responds well to the local character, scale, and architectural details evident on the High Street and Grand Union Canal. The scheme optimises the use of the site and will act as a marker for the town centre in more distant views.
- 6.10 The proposal will have a beneficial effect on the character and appearance of the local townscape.

- 6.11 There would be no adverse effects on visual amenity and the scheme will enhance views along the High Street, and from the Grand Union Canal, Yiewsley Recreation Ground, and West Drayton Station.
- 6.12 Overall it is considered that the scheme complies with the planning policy context and is acceptable in townscape and visual terms.

Appendix 1: Methodology

The methodology is in general conformity with the approach set out in the *Guidelines for Landscape and Visual Impact Assessment* prepared by the Landscape Institute and Institute of Environmental Management and Assessment, 2013 (GLVIA3). The guidance in the Landscape Advice Note 01/11 '*Photography and Photomontage in Landscape and Visual Impact Assessment*' has also been reviewed.

This study comprises separate but interrelated assessments: an assessment of the likely significant effects on the character and quality of the townscape; and an assessment of the effect of development on views, viewers, and their visual amenity.

Drawings prepared by Lichfields have been used in combination with the Accurate Visual Representations (AVRs) to assess the change to the townscape character and identified views as a result of the proposed development.

Approach to Townscape Appraisal

Townscape is a product of the interaction between a range of physical characteristics (e.g. topography buildings and landscaping) and human activity (e.g. land use, human culture, and history). The assessment of townscape effects requires the existing characteristics, quality and sensitivity of the application site and the surrounding area to be defined to enable an evaluation of the effects of the proposed development on the townscape to be made.

For each character area identified, the key characteristics which give the area its distinct sense of place are set out. These are usually positive features but can also be negative in a degraded environment. Key positive characteristics are sensitive receptors that could be directly or indirectly affected by the development.

For townscape character areas, compatible with Planning Practice Guidance on Design (March 2014) and GLVIA3 para 5.5 the following aspects of townscape character have been reviewed where relevant:

- 1 The context and setting;
- 2 Topography and relationship to built form;
- 3 Historic evolution of the area;
- 4 The urban grain – pattern and scale of streets, blocks, development plots and buildings;
- 5 Land use and activity;
- 6 Movement patterns;
- 7 The scale, mass, and form of buildings;
- 8 Building style, details and use of materials including vernacular traditions; and
- 9 The public realm including the role of open spaces, vegetation and water features.

The value of the townscape is established, having regard to any designations and the value of its component parts. It is noted that undesignated townscapes may also have value in their constituent elements and overall character. The existing townscape quality and value is categorised as high, medium, low or negligible/zero, based on the criteria in Table 1 below:

Table 1: Classification of Townscape Value

Value	Townscape Character
High	Visually coherent groups of well-designed/well-proportioned

	buildings, well related to streets, spaces and townscape elements, highly distinctive sense of place established over time, may be protected by heritage designation (e.g. conservation area or listing). Few detracting elements.
Medium	Relatively coherent grouping of buildings reasonably well-related to the public realm to create a good although not exceptional sense of place (may include locally listed buildings) - occasional buildings and spaces may lack quality and cohesion.
Low	Largely undistinguished area lacking sense of place and identity, poor spatial definition, and generally limited visual interest. Area of emerging character as a result of large scale new development.
Negligible /zero	Poor quality environment lacks cohesive form and structure significant potential for enhancement and very little or no visual interest. Area in a state of development or change in character.

The susceptibility of the townscape receptors to accommodate change arising from the proposed development is based on factors such as rarity, robustness and consistency based on the criteria at Table 2 below.

Table 2: Susceptibility of Townscape Receptors to Change

Classification	Susceptibility of Townscape Receptors to Change
High	Rare/ intact area or component of townscape (may be designated) Vulnerable to change - limited potential for change without effect on integrity of feature or area Notable aesthetic/ perceptual qualities or cultural associations that could be adversely affected
Medium	Townscape component or area may be sufficiently robust or frequent to accommodate some changes without affecting integrity Aesthetic/ perceptual qualities may be affected by detracting elements
Low	Robust or frequent component or area of townscape Integrity of townscape receptor would be maintained Not vulnerable to change
Nil	No component within townscape that has any special quality/ interest

The sensitivity of the townscape to accommodate change is categorised as being high, medium, low or negligible/nil by experienced assessors having regard to both to its "value" (table 1) and the susceptibility of the receptors to change (table 2).

The nature (or degree) of change to the townscape receptors (including heritage assets) that arises from the introduction of the development is then predicted, and is defined with reference to the criteria in Table 3 below.

Table 3: Classification of Nature of Change to Townscape

Classification	Nature of change to townscape
High	Large change/addition to townscape over a wide area or loss/major alteration of key characteristic feature(s). The proposals result in a large change to the heritage asset setting.
Medium	Moderate permanent changes in localised area, or partial loss/alterations of characteristic feature(s). Change may include the introduction of prominent new elements which are

	characteristic/appropriate to the existing townscape. Moderate change to setting of heritage asset.
Low	Change to minor component, feature that is characteristic of the townscape. Introduction of elements which are in character with the existing townscape. Minor change to setting of heritage asset.
Negligible/ Nil	Very minor loss or alteration to minor feature / characteristic or virtually imperceptible change in any components / No noticeable change. Maybe very short term or reversible. No noticeable change to the setting of heritage asset.

The assessment considers, at a site-wide and town centre level the effects of proposals on elements of the townscape that contribute to its character.

The townscape effects are judged based on a combination of both the sensitivity of the townscape to change and the degree to which the proposed development will effect the townscape. Consideration is then given as to whether effects on receptors are adverse, neutral or beneficial in light of local/other relevant policy objectives. A balanced view is taken in cases where there are both positive and negative changes.

Visual Assessment Methodology

The assessment of a development's visual effects relates to the changes that will occur in views as a result of the development, viewers' responses to those changes and the effect the changes have on visual amenity.

The existing baseline situation has been recorded; establishing the components, character and amenity of the existing scene within each view.

The value of views is determined having regard to Table 4 below.

Table 5: Value of View

Classification	Value of view
High	Protected view, viewpoint or panorama, designated vista, scene with considerable scenic or amenity value (may be protected by designations).
Medium	View/outlook with local scenic or amenity value.
Low	View/outlook with limited scenic/amenity value.
Nil	View dominated by significant detracting elements. No residual scenic or aesthetic values.

Analysis of the effects of the proposed development on those views has then been undertaken with reference to the application drawings, photographs of the existing situation, annotated photographs and AVRs.

Visual effects relate to changes in available views of the townscape and the effects of those changes on people. It considers:

- 1 The effects (adverse, neutral or beneficial) due to proposed development upon representative views through intrusion or obstruction;
- 2 The reactions and numbers of viewers who may be affected; and,
- 3 The overall effects on visual amenity.

The sensitivity of visual receptors (i.e. people at specific locations) to proposed change has been determined having regard to:

- 1 The activity and expectations of the receptors – their susceptibility to change; and
- 2 The importance or value of the view.

The criteria applied in assessing the susceptibility of visual receptors is set out in Table 5 below.

Table 4: Susceptibility of visual receptors to change

Classification	Susceptibility of visual receptors to change (capacity of people, at particular locations – the visual receptors – to accept change).
High	People within/using public open spaces whose focus is on amenity value People using public rights of way through highly valued townscape or using national/regional/tourist routes People within the immediate setting of elements of national cultural heritage value who may be focussed on visual amenity Residents with outlook from main aspect of residential property
Medium	People using open spaces whose appreciation of amenity is secondary to their activity People using public rights of way through townscape of moderate/low value whose main focus is on the journey/commute than its amenity Residents with compromised visual amenity/ limited outlook.
Low	People at work who are not focussed on visual amenity Transient receptors such as motorists whose focus is on travelling

The sensitivity of receptors to change has been assessed as being high, medium, low or nil. This is based on the judgement of experienced assessors having regard to the susceptibility of the receptor to change and the value of the view/visual amenity.

The degree of the change to representative views which is introduced as a result of the development has been predicted using the visualisations together with the application plans. The degree of change is categorised as nil/negligible, low, medium or high and are set out in Table 6 below, having regard to the scale of change to the views, their composition, the contrast/integration of features with the prevailing townscape, whether the view of development is clear, partial/filtered or glimpsed.

Table 6: Nature of Change to Visual Receptors

Classification	Degree of Change
High	Large change to the view. Development becomes the prominent feature in the scene introducing a major new component. Limited screening effects. Alternatively, existing development may be replaced by notably larger (more prominent) or notably smaller (less prominent) development.
Medium	The proposals are a visible and recognisable new element, moderately prominent within the scene. Possible screening of some, but not all elements. Alternatively, new development may replace existing buildings with larger (more prominent) or notably smaller (less prominent) development.
Low	The proposals would be a new, relatively small component in the overall view. Development may be seen at a distance in context of existing development and/or screening effects limit amount of new development in the view.
Negligible/Nil	May be substantive screening. Views over such a distance that barely

	distinguished from the general scene. Alternatively, development may replace existing development with buildings of the same or a similar scale. Overall, change to view imperceptible.
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The effects on views and visual amenity is assessed on the basis of a series of representative views. This enables an assessment of the effects on a range of typical receptors in the surrounding area.

A judgement is made by experienced assessors on the visual effect at each of the representative view positions having regard to the sensitivity (susceptibility to change and value) of the receptor, the degree of change that would be experienced and the qualitative nature of the change (i.e. whether overall it is beneficial, neutral or adverse). In some cases, whilst there may be changes to a view, where these are compatible with the context and will neither harm nor benefit the outlook they are assessed as being neutral.

It is recognised that whilst the description of the baseline, the identification of sensitive receptors and the prediction of the nature of the effects, can be objectively established, the sensitivity of receptors and the significance of the effect are essentially a qualitative judgement.

Appendix 2: Relevant Policy Context

The Statutory Development Plan

The London Plan – The Spatial Development Strategy for London Consolidated with Alterations since 2011 (LP, 2016)

- 6.1 The LP promotes high quality residential development that relates to its context noting that:
- “The design of all new housing developments should enhance the quality of local places, taking into account physical context; local character; density; tenure and land use mix; and relationships with, and provision of, public, communal and open spaces...” (Policy 3.5 part B)*
- 6.2 In relation to local character, policy 7.4 states that:
- “Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area’s visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area” (part A)*
- 6.3 It goes on to note that development should provide a high quality design response that:
- “has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass; contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area; is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings is informed by the surrounding historic environment.”*
- 6.4 In making a positive contribution to the streetscape and wider area, Policy 7.6 (Architecture) requires that buildings should:
- a *“be of the highest architectural quality*
 - b *be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm*
 - c *comprise details and materials that complement, not necessarily replicate, the local architectural character*
 - d *do not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate*
 - e *incorporate best practice in resource management and climate change mitigation and adaptation*
 - f *provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces*
 - g *be adaptable to different activities and land uses, particularly at ground level*
 - h *meet the principles of inclusive design*
 - i *optimise the potential of sites”*
- 6.5 With respect to the location and design of tall buildings, Policy 7.7 of the LP advocates a plan led approach that identifies appropriate locations for intensification. Specifically, the LP states that planning decisions related to tall buildings should:
- *“generally, be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport*

- *only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building*
- *relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level;*
- *individually or as a group, improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London*
- *incorporate the highest standards of architecture and materials, including sustainable design and construction practices*
- *have ground floor activities that provide a positive relationship to the surrounding streets*
- *contribute to improving the permeability of the site and wider area, where possible*
- *incorporate publicly accessible areas on the upper floors, where appropriate*
- *make a significant contribution to local regeneration."*

The Hillingdon Local Plan: Part 1 – Strategic Policies (HLP1, November 2012)

6.6 In relation to the built environment, Policy BE1 sets out specific criteria for new development, including:

- 1 *“Achieve a high quality of design in all new buildings... and the public realm which enhances the local distinctiveness of the area, contributes to community cohesion and a sense of place;*
- 2 *Be designed to be appropriate to the identity and context of Hillingdon's buildings, townscapes, landscapes and views, and make a positive contribution to the local area in terms of layout, form, scale and materials and seek to protect the amenity of surrounding land and buildings, particularly residential properties; ...*
- 5 *...Improve areas of poorer environmental quality, including within the areas of relative disadvantage of Hayes, Yiewsley and West Drayton. All regeneration schemes should ensure that they are appropriate to their historic context, make use of heritage assets and reinforce their significance; ...*
- 11 *In the case of tall buildings, not adversely affect their surroundings including the local character, cause harm to the significance of heritage assets or impact on important views. Appropriate locations for tall buildings will be defined on a Character Study and may include parts of Uxbridge and Hayes subject to considering the Obstacle Limitation Surfaces for Heathrow Airport. Outside of Uxbridge and Hayes town centres, tall buildings will not be supported. The height of all buildings should be based upon an understanding of the local character and be appropriate to the positive qualities of the surrounding townscape.”*

The extant 2007 Saved Unitary Development Plan policies adopted as the Hillingdon Local: Part 2 (HLP2)

6.7 The Saved Policies of the UDP (2007) will be replaced by the emerging Local Plan Part 2, which was submitted to the Secretary of State on 18 May 2018.

- 6.8 Regarding the design of new development, BE13 states development should “*harmonise with the existing street scene or other features of the area which the local planning authority considers it desirable to retain or enhance.*”
- 6.9 Within town centres, BE26 states “*the design, layout and landscaping of new buildings will be expected to reflect the role, overall scale and character of the town centres as a focus of shopping and employment activity.*” The supporting text notes, amongst other things that “*where centres have prominent sites with development potential the opportunity to create distinctive new buildings that can act as landmarks or focal points of the centres should be taken, although buildings which exceed the height of their surroundings will only be permitted where it can be shown that they will make a positive and welcome contribution to the character of the centre (paragraph 5.37)*
- 6.10 When considering proposals for development adjacent to or having a visual effect on the Grand Union Canal (BE32), the Council will seek to ensure that opportunities are taken to:
- i “...
 - ii *secure environmental improvements appropriate to waterside areas;*
 - iii *ensure that buildings are of a design which complements the visual qualities of the canal in terms of scale, bulk, layout and materials;*
 - iv *create new public access to the waterside and towpath linked to the footpath network in the surrounding area;*
 - v *enhance or create views through and from the development, from and towards the watercourse....*”
- 6.11 Within areas identified as being particularly sensitive, including parts of Yiewsley, “*high buildings and structures, will only be permitted if the local planning authority is satisfied that they will not:*
- i *Mar the skyline;*
 - ii *Intrude unacceptably into important local views; or*
 - iii *Interfere with aviation and navigation (Policy BE36)*”.
- 6.12 Supporting text to this policy notes that:
- “It is not the intention to refuse all high buildings in these areas as some tall structures can offer benefits in functional or townscape terms, for example by allowing a freedom of layout that would enable major public improvements and amenities to be provided, or by identifying and emphasising a point of civic or visual significance.” (paragraph 5.45)*

Emerging Policy

The London Plan: The Spatial Development Strategy for Greater London Draft for public consultation (DLP, December 2017)

- 6.13 The Draft London Plan is at an early stage in its development and has very limited weight as a material consideration.
- 6.14 Development should respond to local context, be of high architectural quality, aim for high sustainability standards, respect heritage assets which contribute to local character, provide spaces and buildings which optimise urban greening and achieve comfortable and inviting environments (Policy D1 - London’s form and characteristics).

- 6.15 Development proposals must make the most efficient use of land and optimise density (Policy D6 - Optimising Density); the optimum density should result from a design-led approach to determine the capacity of the site. Particular consideration should be given to:
- The sites context
 - Its connectivity and accessibility by walk and cycling, and existing and planned public transport (PTAL)
 - The capacity of surrounding infrastructure

- 6.16 Tall buildings (Policy D8) have a role to play in helping London accommodate growth and support legibility to enable people to navigate to key destinations. The draft policy states tall buildings should make a positive contribution to the local townscape in terms of legibility, proportions, architectural quality and materiality. Tall buildings should have a direct relationship with the street and maintain pedestrian scale, character and vitality of the street.

**LB Hillingdon Local Plan: Part 2 Development Management Policies
(DHLP2 DMP, Revised Proposed Submission Version, October 2015)**

- 6.17 The Council submitted DHLP2 for Examination on 18 May 2018.

- 6.18 Proposals for a high building will be required to respond to the local dominant context and satisfy certain criteria (DMHB 10 High Buildings and Structures), including:
- a *“be located in Uxbridge or Hayes town centres or an area identified by the Borough as appropriate for such buildings;*
 - b *be located in an area of high public transport accessibility and be fully accessible for all users;*
 - c *be of a height, form, massing and footprint proportionate to its location and sensitive to adjacent buildings and the wider townscape context. Consideration should be given to its integration with the local street network, its relationship with public and private open spaces and its impact on local views;*
 - d *achieve high architectural quality and include design innovation. Consideration should be given to its silhouette, so that it provides a positive contribution to the skyline, its design at street level, facing materials and finishes, lighting and night time impact*
 - e *where residential uses are proposed, include high quality and useable private and communal amenity space and ensure an innovative approach to the provision of open space; ...”*

- 6.19 Development will be required to be designed to the highest standard and incorporate principles of good design, (DMHB 11 Design of New Development) including:
- a *“Harmonising with the local context by taking into account the surrounding:*
 - i *scale of development, considering the height, mass and bulk of adjacent structures;*
 - ii *building plot sizes and widths, plot coverage and established street patterns;*
 - iii *building lines and setbacks, rooflines, streetscape rhythm, for example, gaps between structures and other streetscape elements, such as degree of enclosure;*
 - iv *architectural composition and quality of detailing;*
 - v *local topography, views both from and to the site; and*

- vi *natural impact on neighbouring open spaces and their environment.*
- vii *ensuring the use of high quality building materials and finishes;*
- b *ensuring the use of high quality building materials and finishes; ...*
- c *... protecting features of positive value within and adjacent to the site, including the safeguarding of heritage assets, designated and un-designated, and their settings; and*
- d *... landscaping and tree planting to protect and enhance amenity, biodiversity and green infrastructure. ...”*

National Planning Policy and Guidance

National Planning Policy Framework (NPPF) July 2018

- 6.20 The new NPPF implements the Government’s reforms to planning policy, incorporating proposals consulted on in the Housing White Paper and the Planning for the right homes in the right places consultation. It sets out the Government’s strategic planning policy across England and how these should be applied. The NPPF provides guidance to local authorities in ensuring development plans are consistent with national intent, where conflicts occur the NPPF can be considered as a ‘material consideration’.
- 6.21 The document seeks to promote an effective use of land in meeting the need for homes and other users. Policies and decision should seek to promote and support the development of under-utilised land and buildings (NPPF, Paragraph 118d). Developments that make efficient use of land should be supported considering various factors including: the desirability of maintaining an area’s prevailing character and setting or of promoting change and regeneration and the importance of securing well designed, attractive and healthy places (NPPF, Paragraph 122 d and e).
- 6.22 The overarching objectives of the NPPF includes “*fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being*” (para8b), and as such appropriate design is identified as a core objective of the document.
- 6.23 Further reinforcing this point, para 124 states “*the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.*”
- 6.24 Para 127of the NPPF relates to achieving *well designed places*, states development should:
 - 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.*

6.25 Importantly, opportunities for improving an area should be taken *“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, taking into account any local design standards or style guides in plans or supplementary planning documents.”* (para. 130).

6.26 It states that *“In determining applications great weight should be given to 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.”* (para 131).

National Planning Policy Guidance (PPG)

6.27 The National Planning Practise Guidance (NPPG) provides further guidance on the importance of good design. It states:

“Development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, local man-made and natural heritage and culture, while not preventing or discouraging appropriate innovation” (PPG, ID 26-007- 20140306).

6.28 The consideration of views both into and out of larger sites, at an early stage of the design process is also highlighted as being of importance.

Local Planning Guidance

London Plan – Character and Context SPD

6.29 The purpose of the Character and Context SPD is to establish a framework for assessing the built environment within London to plan properly for the city’s future, in line with London Plan Policy 7.4 (Local Character):

6.30 *“Understanding how the existing character and context of individual places in London contributes to this diversity is essential to an appreciation of how these different places may develop in the future.”* (para 1.2)

6.31 Various methodologies are demonstrated in the SPG to inform the discussion on how character studies are to be produced.

Hillingdon Townscape Character Study (HTCS, November 2013)

6.32 The Hillingdon Townscape Character Study forms part of the evidence base for the submitted Local Plan Part 2.

6.33 The site falls within Yiewsley/West Drayton district centre, within the secondary centre typology. Yiewsley/West Drayton has mixed, more organic origins relating to both the canal and the railway with a relatively rich mix of buildings.

6.34 The typology has the following key characteristics:

- *“Range of shops and services which allow many people to meet their regular weekly needs. Mix of some high street brands and independent shops.*

- *Principally associated with suburban expansion of the borough.*
- *Centres generally comprise ground floor commercial use with 2-3 storeys of residential over – with deck access in some cases.*
- *Sometimes containing elements of historic fabric and with an overall character which makes reference to the historic buildings.*
- *Inclusion of employment space usually limited to a few small offices.”*

6.35 As well as the following Issues and implications:

- *“Hayes and West Drayton are likely to undergo significant change due to the construction of Crossrail. This will lead to pressure for more intense development and taller buildings (see Section 5 on tall buildings)...*
- *... As high streets in many areas are diminishing, the secondary centres in the borough may need to be reduced in a careful way to maintain a thriving, vibrant but more compact centre.*
- *The quality of shop fronts and street furniture are issues.”*

6.36 The study provides an evidence-based opportunity to consider the role of tall buildings. It suggests that buildings of more than seven or eight storeys should be limited to Uxbridge town centre and Hayes town centre. These two locations are appropriate in terms of accessibility and already have several taller buildings.

6.37 Yiewsley owes its existence to the canal and significant economic purpose this canal brings, and as such is listed as a ‘Canalside Town’.

6.38 The study presents four headline findings:

- 1 Core design principles
- 2 Strengthening neighbourhoods
- 3 Celebrating history
- 4 Infrastructure

6.39 With regards to tall buildings, the study concludes that *“tall buildings should be limited to where they can bring real positive benefit – the topography and built character of the borough means much of the area is sensitive to taller buildings”*.

6.40 It goes onto state:

“When considering the location, positioning and design of tall buildings their impact on the surrounding area must be thoroughly assessed. Consideration must be given to the probable overshadowing and wind generation which would result as well as the impact on local character and identity, the setting and environment of historic buildings and areas, and the effect on local views and the skyline.”

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High Street, Yiewsley

Townscape and Visual Appendices 3-5

CL16195

July 2018



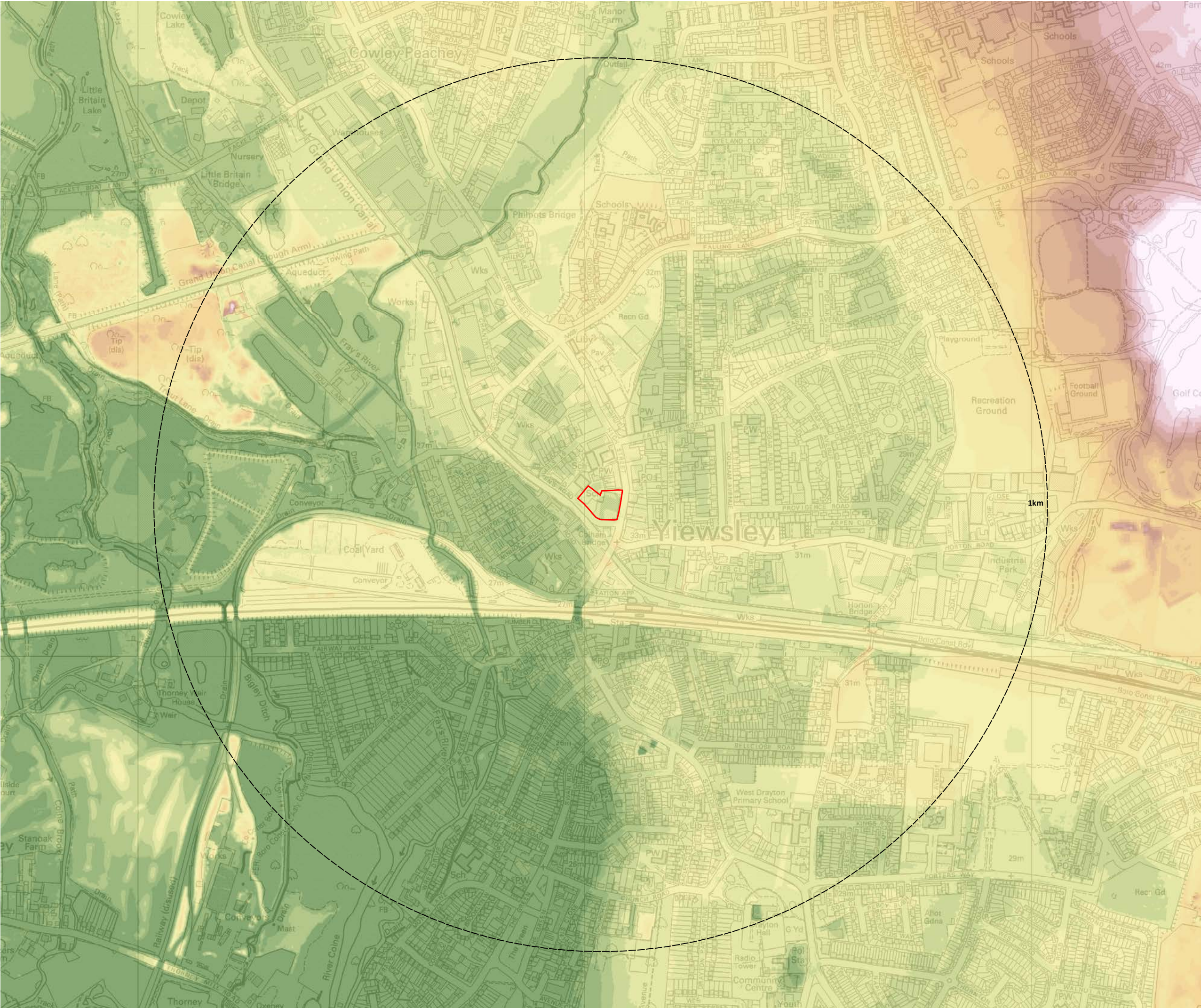
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Appendix 3: Zone of Theoretical Visibility

Figure 3.1 Topography

Figure 3.2 ZTV



Key

Application Site Boundary

Topography (LiDAR Digital Terrain Model & OS Terrain 5 DTM):

50m

Greater Elevation

25m

Lower Elevation

0 100 200 m

Height Data (01): LIDAR Composite DTM (@ 1m spatial resolution), The Environment Agency © Environment Agency copyright and/or database right 2018. All rights reserved. Temporal coverage: 01/01/1998 - 23/08/2016

Height Data (02): Square Grid DTM OS Terrain 5 (5m cell size, vertical accuracy: 1.5m RMSE (urban) and 2.5m RMSE (rural))

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LICHFIELDS

Project

High Street Viewsley

Title

Topography (Digital Terrain Model)

Client

Habourside Investments Ltd and WM Morrison Supermarkets PLC

Date

23.05.2018

Scale

1 : 8,000 @ A3

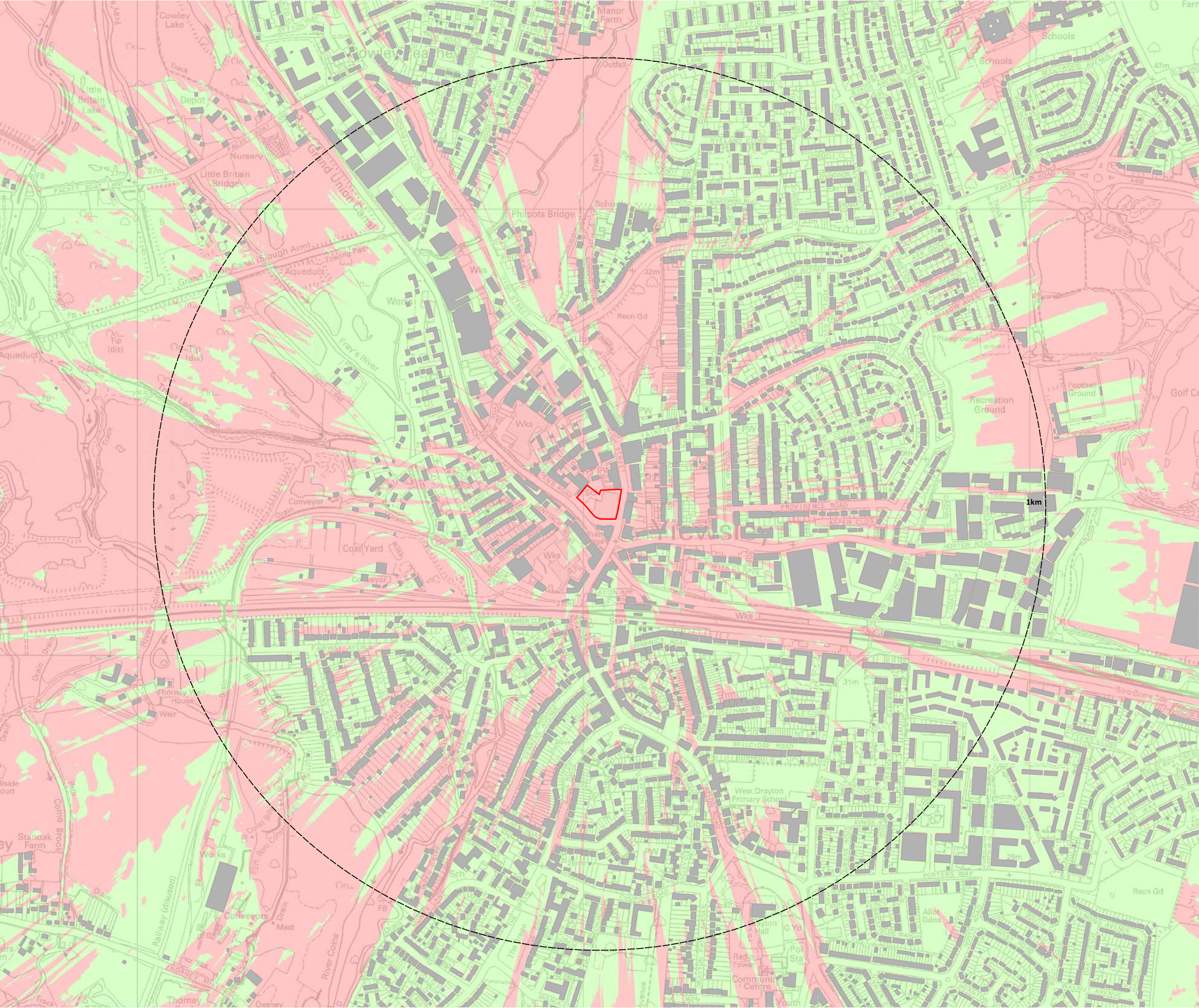
Drawn by

MAR

Drg. No

GIS\CL\16195\01-01

N



Key

Application Site Boundary

Development Spot Heights

Development Height A.O.D (01): 46.76m
Development Height A.O.D (02): 46.84m
Development Height A.O.D (03): 49.70m
Development Height A.O.D (04): 49.76m
Development Height A.O.D (05): 52.96m
Development Height A.O.D (06): 55.76m
Viewer Height: 1.6m

Building (heights sourced from LiDAR Digital Surface Model*)

*where no LiDAR data is available an assumed height of 7.5m has been applied

Zone of Theoretical Visibility (ZTV):

ZTV represents the area over which a development could theoretically be seen and is based on a DTM. This ZTV represents visibility using a bare ground surface and modelled building heights but does not take account of other screening effects (e.g. vegetation).

Proposed development not visible

Proposed development visible

0100200m

Height Data (01): LiDAR Composite DSM & DTM (@ 1m spatial resolution), The Environment Agency © Environment Agency copyright and/or database right 2018. All rights reserved. Temporal coverage: 01/01/1998 - 23/08/2016
Height Data (02): Square Grid DTM OS Terrain 5 (5m cell size, vertical accuracy: 1.5m RMSE (urban) and 2.5m RMSE (rural))
Building Source: OS Open Map Local
Software: ESRI ArcGIS 10.5 - "Viewshed"
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LICHFIELDS

Project

High Street Yiewsley

Title

Zone of Theoretical Visibility (ZTV) 02

Client

Habourside Investments Ltd and WM Morrison Supermarkets PLC

Date

02.07.2018

Scale

1 : 8,000 @ A3

Drawn by

MAR

Drg. No

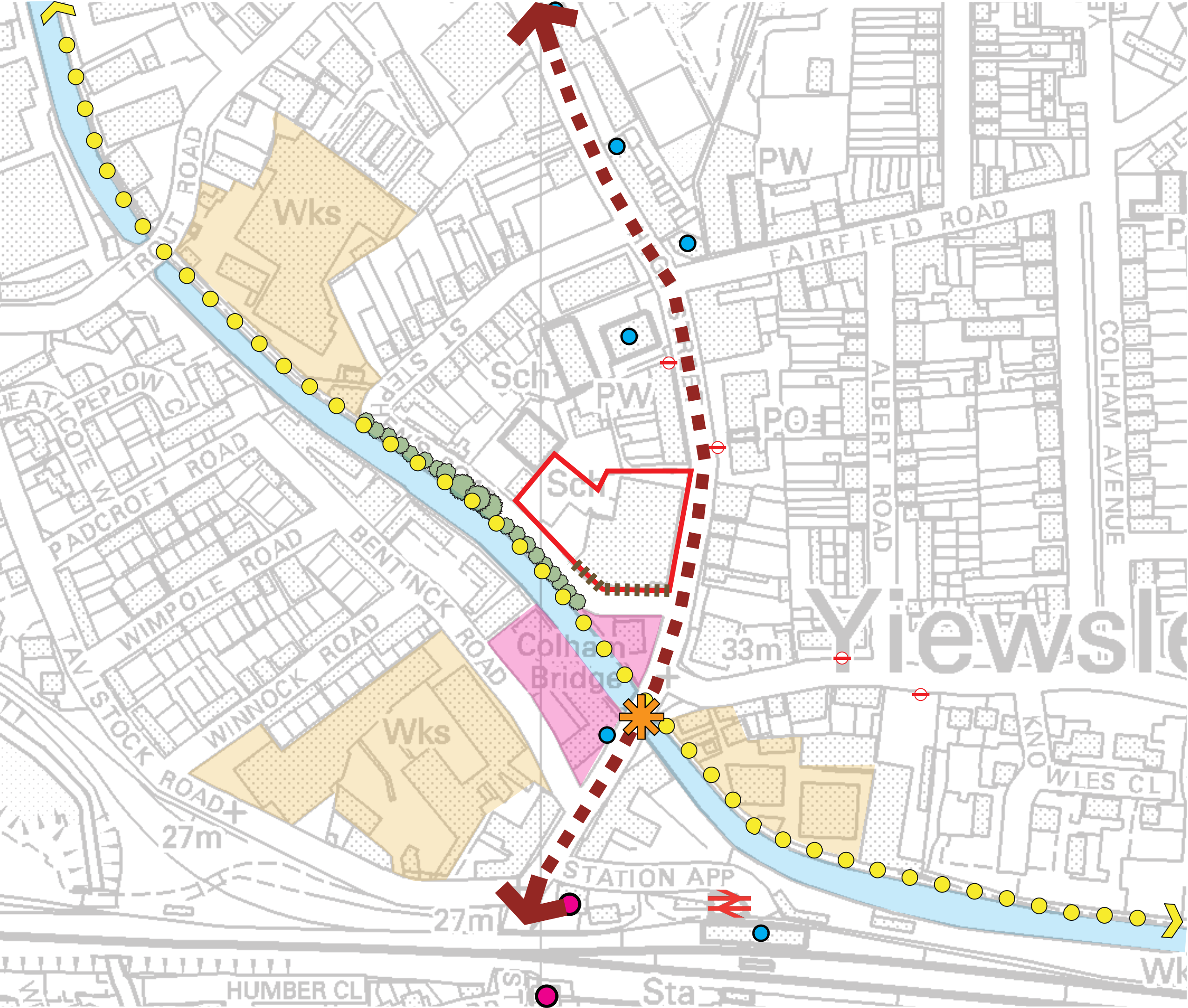
GIS\CL\16195\01-03

GIS Reference: S:\CL16195 - High Street Yiewsley\CL16195 - High Street Yiewsley - ZTV (02) - 02.07.2018.mxd

N

Appendix 4: Townscape Features

Figure 4.1 Townscape Features



Key

Site boundary

Grand Union Canal Walk
(Long Distance Footpath)

Bus stop

Railway station

Primary road

Key townscape feature

Listed building

Locally listed building

Inactive frontage

Ongoing /Consented
development

Completed residential/
mixed-use development

Trees

Grand Union Canal



LICHFIELDS

Project	High Street, Viewsley
Title	Townscape Features
Client	Habourside Investments Ltd and WM Morrison Supermarkets PLC
Date	12.06.18
Scale	1:2000 @ A3
Drawn by	JAC
Drg. No.	IL16195/OX-001 revA

Appendix 5: Visual Appraisal

Figure 5.1 Representative View Locations

Figure 5.2 Visual Analysis



Key

Site boundary

Representative Viewpoints

1

LICHFIELDS

Project	High Street, Viewsley
Title	Representative Viewpoints
Client	Habourside Investments Ltd and WM Morrison Supermarkets PLC
Date	15.06.18
Scale	NTS
Drawn by	JAC
Drg. No.	IL16195/02-003revA

View 1: Horton Road – Existing



Role of Site in View / Baseline Description

Looking north, there is a general urban view of the High Street.

Visibility of the site - site partly visible. South-eastern corner and eastern frontage onto High Street of the Morrisons Store.

Key elements of the view - Five-storey apartment building (Art Wood Apartments) facing the High Street in the foreground, as well as the High Street itself. Morrisons Store seen in the middle-ground.

Sensitivity

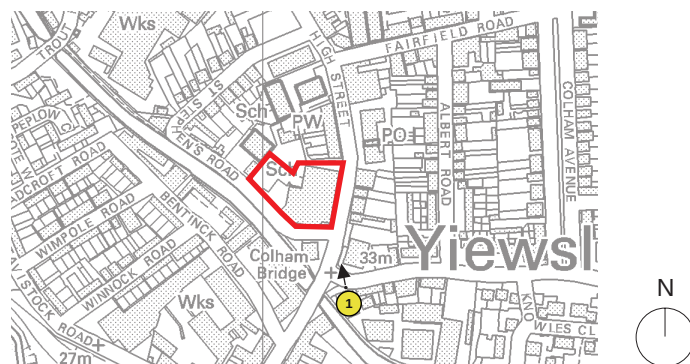
Receptors - Pedestrians, cyclists and motorists using Horton Road and High Street.

Value of View - Low, no notable townscape features with the current Morrisons Store being a detracting element.

Susceptibility - Low, people walking, cycling and driving on Horton Road/High Street whose focus is likely to be on their journey or activity and therefore awareness of visual amenity will be secondary.

Sensitivity - Low

View 1: Existing View



Extract from viewpoint location plan

View 1: Horton Road – Proposed



View 1: Proposed view

Description and degree of change resulting from proposed development

New building to High Street of six storeys, with a set back top storey stepping down to four storeys to the north will result in a **high scale of change** to this view.

Significance and qualitative effect

The development will help to visually define the western side of High Street and provide a new positive frontage defining the corner of High Street and St Stephen's Road, enhancing legibility. It will remove the currently detracting Morrisons building and create a new active frontage on the ground floor which will help to enliven the High Street. The facade is well composed with a balance of horizontal and vertical elements that reflect the rhythm and proportions of other buildings in the street. The architectural details and strong horizontal at roof level is also consistent with the street.

There is a slight step up in scale, however due to the falling levels and set back upper floors the proposal fits comfortably into the street scene, providing appropriate emphasis to the junction.

Overall, there would be a **moderate beneficial effect**.

View 2: High Street – Existing



Role of Site in View / Baseline Description

Looking south, it is an urban view, typical of a suburban of the High Street.

Visibility of the site - site partly visible. North-eastern entrance and eastern frontage onto High Street of the Morrisons Store.

Key elements of the view - High Street - a busy road - in the foreground, enclosed by a three-storey parade of shops and variety of other buildings of different ages, scales and appearance. Morrisons Store seen in middle ground. Residential apartment buildings and bridge over the Grand Union Canal can be seen in background of this view.

Sensitivity

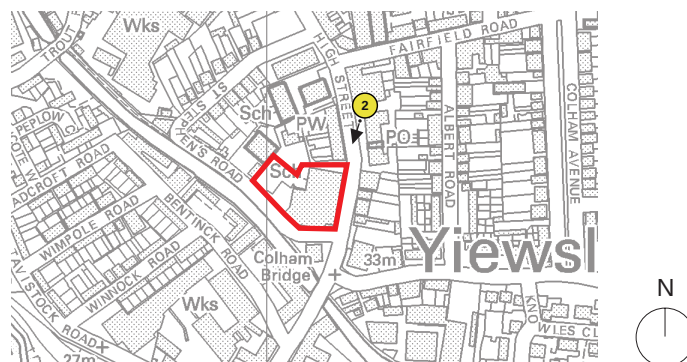
Receptors - Pedestrians, cyclists and motorists using High Street.

Value of View - Low, varied townscape with no notable townscape features. The current Morrisons Store with green cladding and low bulky, mansard roof is a detracting element.

Susceptibility - Low, people walking, cycling and driving on High Street whose focus is likely to be on their journey or activity and therefore awareness of visual amenity will be secondary.

Sensitivity - Low

View 2: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 06098 80404
Focal length lens	24mm
Distance from site	50m
Date/time	10:51am, 18/06/2018
Viewpoint height (AOD)	1.6m

View 2: High Street – Proposed



View 2: Proposed view

Description and degree of change resulting from proposed development

New building frontage to High Street will result in a **high scale of change** to this view.

Significance and qualitative effect

The development will enclose the western side of High Street and providing a new positive edge to the corner of High Street and New Parade - High Street. It will remove the currently detracting Morrisons Store and create a new active frontage on the ground floor that will continue along the High Street. The new entrance at the north-eastern corner of the store is emphasised by the first floor canopy and clearly defined by the commercial signage to create a legible focal point for the High Street.

The variation in the articulation of the façades with a balance of horizontal and vertical elements reflects the rhythm and proportions of other buildings in the street. In addition, the varied balcony arrangements provide visual interest.

The set back upper floors along the northern facade will reduce the perceived scale and massing of the building, with the roofline gradually stepping up from the existing parade of shops towards the upper floors of the proposed development. Variety in scale is common along the High Street and the proposed development with set back upper floors adds to this context and is compatible within the streetscene.

Overall, there would be a **moderate beneficial effect**.

View 3: High Street (junction with Fairfield Road) – Existing



Role of Site in View / Baseline Description

Looking south, there is a general townscape view of the High Street.

Visibility of the site - the site is not visible in this view due to the alignment of the road, and it is also screened by the three-storey parade of shops fronting onto the High Street.

Key elements of the view - Junction of High Street/ Fairfield Road, St Matthew's Church provides visual interest and is a local landmark. The corner block, mixed-use apartment building fronting onto the wider pavement at the northern section of the High Street creates visual interest and an active frontage. Street trees are present in this view. In the middle distance is the three-storey parade of shops with the site beyond.

Sensitivity

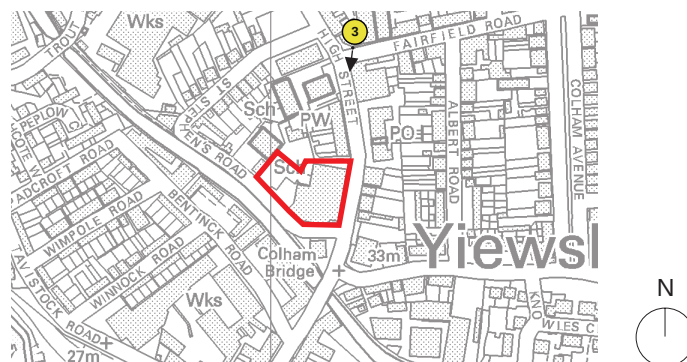
Receptors - Pedestrians, cyclists and motorists using High Street/Fairfield Road.

Value of View - Low, cluttered High Street despite locally listed St Matthew's Church.

Susceptibility - Low, people walking, cycling and driving on High Street/Fairfield Road whose focus is likely to be on their journey or activity and therefore awareness of visual amenity will be secondary.

Sensitivity - Low

View 3: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 06084 80487
Focal length lens	24mm
Distance from site	125m
Date/time	11:30am, 18/06/2018
Viewpoint height (AOD)	1.6m

View 3: High Street (junction with Fairfield Road) – Proposed



View 3: Proposed view

Description and degree of change resulting from proposed development

The upper floors of the proposed development will be seen above the parade of shops on the western side of the High Street. It will result in a **low scale of change** to this view.

Significance and qualitative effect

The proposed development will introduce a new taller element into the wider High Street frontage, seen beyond the parade of shops in the foreground, assisting local legibility. The set back upper floors and varied massing helps to reduce its perceived scale and help it to recede visually.

The proposed architectural treatment is consistent with recent along the High Street, with the balconies on the northern facade providing visual interest.

The Church of St Matthew's remains the focal point of the view approaching the junction.

Overall, there would be a **minor beneficial effect**.

View 4: Grand Union Canal – Existing



Role of Site in View / Baseline Description

Looking east, the view is dominated by the Grand Union Canal with informal and varied buildings and landscape defining edges.

Visibility of the site - the site is not visible in this view as it is screened by existing vegetation.

Key elements of the view - The Grand Union Canal, canal boats and towpath as well as existing vegetation and residential buildings along the canal. In the background are taller apartment buildings located on the High Street.

Sensitivity

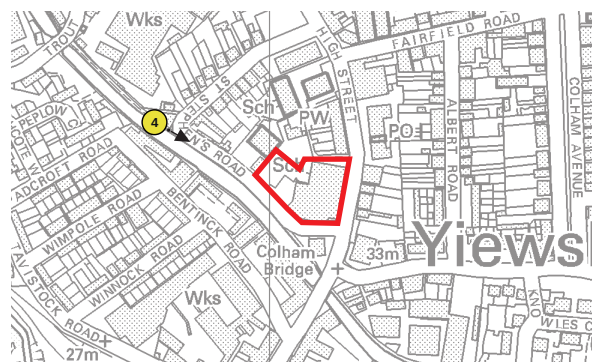
Receptors - Pedestrians and cyclists on the towpath and people using the Grand Union Canal.

Value of View - Medium, Grand Union Canal is interesting historic feature and provides local amenity value.

Susceptibility - Medium, people walking, cycling and using the Grand Union Canal whose focus is likely to be on their journey or visual amenity.

Sensitivity - Medium

View 4: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 05896 80402
Focal length lens	24mm
Distance from site	100m
Date/time	12:19pm, 18/06/2018
Viewpoint height (AOD)	1.6m

View 4: Grand Union Canal – Proposed



View 4: Proposed view

Description and degree of change resulting from proposed development

The proposed development will be largely screened by vegetation in the summer, while glimpsed views may be available during the winter. It will result in a **low scale of change** to this view (winter).

Significance and qualitative effect

Filtered views of the upper floors of the proposed development may be glimpsed. The proposed development is compatible with the scale, form and architectural treatment of some other existing buildings fronting onto the Grand Union Canal. The proposed development would be a secondary element of the view and would help to better define the canal corridor where seen.

Overall, there would be a **minor beneficial effect**.

View 5: Bridge over Grand Union Canal – Existing



Role of Site in View / Baseline Description

Looking north, there is a general townscape view of the Grand Union Canal, Art Wood Apartments and vegetation along St Stephen's Road and along the Canal.

Visibility of the site - the site is not visible in this view as it is screened by Art Wood Apartments.

Key elements of the view - The Grand Union Canal, canal boats and towpath as well as existing vegetation and the Art Wood Apartments which overlook the canal. The bridge over the Grand Union Canal also features.

Sensitivity

Receptors - Pedestrians and cyclists on the footpath on the High Street, as well as residents of Drayton Wharf.

Value of View - Medium, Grand Union Canal is interesting historic feature and provides local amenity value.

Susceptibility - Medium, people walking and cycling along the High Street and residents of Drayton Wharf.

Sensitivity - Medium

Description and degree of change resulting from proposed development

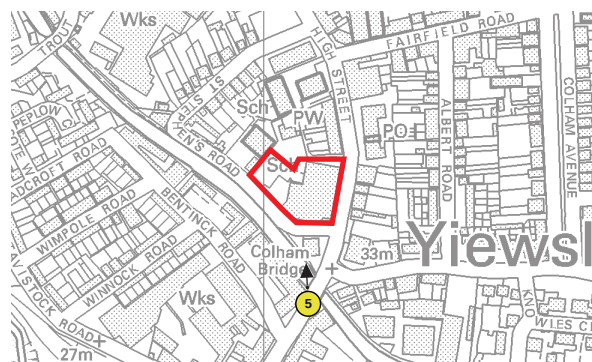
The proposed development would be largely screened by the Art Wood apartment building. Part of the top of the building may be just seen above the roofline and to the left of the Art Wood apartment building. It will result in a **low scale of change** to this view.

Significance and qualitative effect

The proposed development would form a secondary layer of development in the view, seen beyond and existing building and hedgerow. The scale and appearance of the proposal would be compatible with the character of the existing buildings. Due to the set back from the canal, the proposed development would appear of a similar scale to Art Wood building.

Overall, there would be a **minor beneficial effect**.

View 5: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 06043 80231
Focal length lens	24mm
Distance from site	75m
Date/time	08:18am, 06/06/2018
Viewpoint height (AOD)	1.6m

View 6: West Drayton Station – Existing



Role of Site in View / Baseline Description

Looking north-west, there is a general townscape view comprising Station Approach and the boundaries of the Grand Union Canal with Yiewsley Town Centre beyond.

Visibility of the site - The site is just visible with glimpsed views of the roof of the existing Morrisons Food Store.

Key elements of the view - Station Approach is seen in the foreground of the view, with existing vegetation, telecoms mast and glimpsed views of Art Wood Apartments seen in the middle and background.

Sensitivity

Receptors - People using West Drayton Station.

Value of View - Low, there are no notable townscape elements.

Susceptibility - Low, people using West Drayton Station whose focus is likely to be on their journey.

Sensitivity - Low

Description and degree of change resulting from proposed development

The proposed development will be seen in the middle of this view, and will appear above Art Wood Apartments. The appearance and materiality of the façades is compatible with the existing buildings seen in this view.

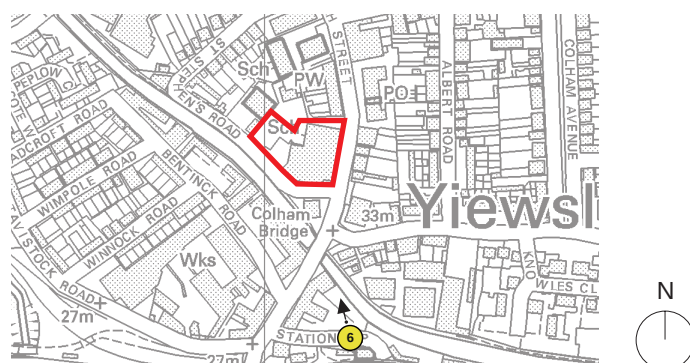
It will result in a **medium scale of change** to this view.

Significance and qualitative effect

Part of the proposed development would be seen between the existing trees. The upper floors of the development would act as a visual marker of the town centre, improving legibility of the townscape.

Overall, there would be a **minor beneficial effect**.

View 6: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 06102 80132
Focal length lens	24mm
Distance from site	175m
Date/time	08:09am, 06/06/2018
Viewpoint height (AOD)	1.6m

View 7: Trout Road Canal Bridge – Existing



Role of Site in View / Baseline Description

Looking east, there is a general townscape view of the Grand Union Canal from an elevated position crossing the Trout Road Canal Bridge.

Visibility of the site - the site is not visible in this view as it is screened by existing built form and intervening vegetation.

Key elements of the view - The Grand Union Canal and towpath as well as existing vegetation, former Rainbow Industrial Estate and built form on the edge of the town centre.

Sensitivity

Receptors - People moving along Trout Road.

Value of View - Medium, Grand Union Canal is interesting historic feature and provides local amenity value whilst the former Rainbow Industrial Estate is a detracting element.

Susceptibility - Medium, people crossing Trout Bridge (local road) whose focus is likely to be on their journey rather than visual amenity.

Sensitivity - Low

Description and degree of change resulting from proposed development

Glimpsed views of the upper floors of the proposed development will be seen in the centre of this view, partially screened by intervening vegetation. The lower floors will be screened by vegetation and existing built form. It will result in a **low scale of change** to this view.

Significance and qualitative effect

Glimpsed views of the upper floors of the development may be seen but would not be the focus of the view. It would be a secondary element of the view that would act as a visual marker of the town centre. It would not be a prominent element in this view.

Overall, there would be a **minor beneficial effect**.

View 7: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 05783 80497
Focal length lens	24mm
Distance from site	250m
Date/time	10:01am, 06/06/2018
Viewpoint height (AOD)	1.6m

View 8: Yiewsley Recreation Ground – Existing



Role of Site in View / Baseline Description

Looking east, there is a general view of Yiewsley Recreation Ground

Visibility of the site - the site is not visible in this view as it is screened by existing vegetation, including mature trees.

Key elements of the view - Yiewsley Recreation Ground and boundary vegetation. In the background of this view are construction cranes at the Padcroft Scheme site on Bentinck Road.

Sensitivity

Receptors - People using Yiewsley Recreation Ground.

Value of View - Low, local amenity value.

Susceptibility - Medium, people in Yiewsley Recreation Ground who may have some expectation of visual amenity.

Sensitivity - Medium

Description and degree of change resulting from proposed development

The proposed development will be largely screened by vegetation in the summer, while glimpsed views may be available during the winter. It will result in a **very low scale of change** to this view.

Significance and qualitative effect

The upper floors of the development may be glimpsed through the vegetation in the winter. It would help to mark the town centre and make a minor contribution the legibility of Yiewsley in this view.

Overall, there would be a **negligible**.

View 8: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	TQ 06177 80881
Focal length lens	24mm
Distance from site	520m
Date/time	09:36pm, 18/06/2018
Viewpoint height (AOD)	1.6m

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