THE TOWNSCAPE CONSULTANCY

27 UXBRIDGE ROAD, HAYES

London Borough of Hillingdon

Townscape and Visual Impact Assessment

Prepared by The Townscape Consultancy for Infinite Partners.

September, 2022

Project

27 Uxbridge Road, Hayes, London Borough of Hillingdon

Client

Infinite Partners

Architects

Haptic Architects

Visualisers

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Disclaimer

Assumptions and Limitations

This report is compiled using primary and secondary information derived from a variety of sources, only some of which have been directly examined. The assumption is made that this data, as well as that derived from other secondary sources, is reasonably accurate.

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14.09.2022

Contents

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1. Introduction

1.1 This report has been prepared on behalf of Infinite Partners ('the Applicant') and presents the findings of an assessment of the effect of the development proposals ('the Proposed Development'), at 27 Uxbridge Road, Hayes ('the Site') within the jurisdiction of the London Borough of Hillingdon, on townscape and visual amenity. The Townscape and Visual Impact Assessment (TVIA) was undertaken by The Townscape Consultancy (TTC), a practice that provides independent expert advice on architecture, urban design, townscape and heritage.

1.2 The area outlined in red in Figure 1.1 illustrates the approximate Site boundary.

1.3 The Proposed Development, designed by Haptic Architects ('the Architects'), consists of the following: *'Demolition of ground floor entrance, parking structure and north-east and south-west wings of the existing building, and refurbishment and extension of existing hotel to include additional accommodation at roof level and full height extension on the north elevation, together with walkways connecting to new buildings of between 6 and 8 storeys, to create additional hotel floor space (Use Class C1) and commercial floorspace (Use Class E(g)), along with ancillary facilities, parking and landscaping'.*

1.4 The consultancy has collaborated with the Architects during the design development process by providing design feedback from a townscape and visual impact perspective. This has been done in an iterative manner, using 3D computer models of the proposed development within its existing and emerging context.

1.5 This TVIA considers the visual impact of the Proposed Development on the townscape around the Site, analysing the character of the surrounding townscape, and assessing the effect of the Proposed Development on views from locations around the Site.

1.6 The TVIA sets out:

- The consultants' methodology for assessment in Chapter 2;
- Relevant statutory duties and design and historic environment policy and guidance in Chapter 3;
- Historic development of the site and its surroundings in Chapter 4;
- A description of the Site and its context in Chapter 5;
- A description and assessment of the architectural and urban design quality of the Proposed Development in Chapter 6;
- An assessment of the effect of the Proposed Development on the local townscape in Chapter 7;
- Consideration of the effect of the Proposed Development in views from 13 viewpoints in Chapter 8; and
- Conclusions in Chapter 9.

1.7 The views contained within Chapter 8 of this TVIA have been prepared by Rockhunter, a specialist visualisation company.

1.8 This report will be submitted in support of the planning application and should therefore be read alongside other planning documents within this submission, including the Planning Statement produced by DP9 Planning, and the Design and Access Statement (DAS) produced by the Architects.

Fig. 1.1: Aerial photograph showing the approximate location of the Site, outlined in red.

2. Methodology

Introduction

2.1 This chapter sets out the assessment methodology developed by The Townscape Consultancy used in this Townscape and Visual Impact Assessment (TVIA) report.

2.2 This methodology is used to establish the likely effects of the Proposed Development on the surrounding townscape by assessing the effects on the visual amenity of people experiencing it through townscape views. The topics covered in this section include: mitigation of effects through design and consultation; effects on the townscapfe and visual receptors; assumptions and limitations; and authorship.

Design and consultation

2.3 As part of the design development process the consultancy advised the Architects on ways to reduce, as far as possible, any potential adverse effects of the Proposed Development on the townscape and visual receptors, while maximising any beneficial effects available. This process included the use of 3D computer models to illustrate the effects of different design options.

2.4 Given the above design development process, it is considered that mitigation is embedded in the designs and that it is unlikely that any further or 'supplementary mitigation' will be needed. If necessary, however, it would be clearly stated in the assessments.

2.5 Additionally, the detailed process of consultation with London Borough of Hillingdon (LBH) planning officers and GLA, which included several pre-application meetings and design workshops, enabled the Proposed Development to be optimised prior to the final assessments being undertaken.

Sources

2.6 This following sources of information that define and explain the Proposed Development have been reviewed and form the basis of the assessment of likely significant townscape and visual effects:

- The detailed plans, sections and elevations submitted alongside the planning application;
- The Design and Access Statement; and
- The Accurate Visual Representations (AVRs) contained within this report.

Townscape and Visual Effects

2.7 This section explains the method that was adopted to carry out the townscape and visual impact assessment. It is based on the principles set out in the third (2013) edition of 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA), produced by the Landscape Institute with the Institute of Environmental Management and Assessment.

Method of Baseline Data Collection

2.8 The present-day condition of the Site and the surrounding area was ascertained by site visits, supported by a study of maps and aerial photographs (available on the internet as an integrated set of data at www.google.co.uk/maps), and the following publications:

- Allies and Morrison Urban Practitioners, Hillingdon Townscape Character Study, Final Report November 2013.

2.9 Site visits, carried out in February and March 2022, allowed the accuracy of record data to be verified. Record photographs were taken on site visits.

2.10 Buildings, open spaces, townscape and views that have the potential to be affected by the Proposed Development, particularly those that have been previously identified as significant by designation or in other ways, are identified through this process. The study area is formed of those areas around the Site on which the Proposed Development could have a significant effect in townscape terms, informed by site visits and a desk study as outlined above, as well as testing of the visibility of the Proposed Development using VuCity.

Identification of viewpoint locations

2.11 A study was undertaken to establish a set of potential viewpoint locations from which 'before and after' views are provided. The study area is centred on the Site and is limited to locations from which the Site can be seen, or from which new buildings on the Site would be seen.

2.12 Following the definition of the study area, four types of viewing locations, all publicly accessible, were identified:

- Views that have been identified as significant, by LBH or others (for example, the GLA), i.e. in planning policy and guidance documents and conservation area appraisals;
- Other locations or views of particular sensitivity, including those viewpoints in which the Proposed Development may affect the existing townscape context;
- Representative townscape locations from which the Proposed Development will be visible; and
- Locations where there is extensive open space between the viewer and the Proposed Development so that it will be prominent rather than obscured by foreground buildings. This includes areas of open space that are important in a local context, e.g. for leisure purposes.

2.13 Possible locations in these categories within the study area were identified based on examination of maps and aerial photographs; the documents referred to above; and maps of conservation areas and maps and lists of listed buildings. The study area and the possible locations were then visited to establish candidate viewpoints. A photographic record was made of this visit together with a map showing photo locations. The viewpoint locations and view type (render or wireline - see below) have been determined and agreed in consultation with LBH and GLA officers.

2.14 As a result, 13 viewpoints were selected for visual impact assessment. The chosen set, which is listed in Chapter 8.0 of this report, is considered to cover:

- A representative range of viewpoints from different directions from which the Proposed Development will be visible;
- Views that represent the 'maximum exposure' of the Proposed Development as well as its 'maximum conjunction' with sensitive elements in the built environment.
- A range of distances from the Site (short, medium and long views); and
- Different types of townscape areas.

Assessment

2.15 The assessments of effects on visual amenity and townscape were carried out by studying 'before and after' views.

2.16 For the 13 selected viewpoints there are images of the view as existing, as proposed and as proposed with cumulative schemes, provided as 'Accurate Visual Representations' ('AVRs').

2.17 AVRs are produced by accurately combining images of the Proposed Development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The AVRs were created by Rockhunter, a firm which specialises in the production of these images, and their methodology is included at Appendix 2.

2.18 In the AVRs, the Proposed Development is depicted either as rendered (photorealistic) image or as a 'wireline' (diagrammatic representation showing the outline of the Proposed Development as a light blue outline, which is dashed where the scheme is occluded by foreground development or trees). Rendered images show the detailed form and the proposed use of materials. Rendered and wireline images illustrate accurately the degree to which the Proposed Development will be visible, and its form in outline.

2.19 The split between wireline and rendered views was agreed with LBH during the consultation stages of the project. Views chosen to illustrate the Proposed Development as a rendered image are generally those that are considered sensitive views (i.e. locally protected or LVMF views) or those close to the Site, from where architectural detail of the Proposed Development can be appreciated. Wirelines are used to illustrate the Proposed Development on those views that are further away from the Site, where the architectural quality of the Proposed Development would be less visible given distance or highly occluded.

2.20 Cumulative effects owing to the interaction between the Proposed Development and other relevant consented and emerging proposals in the vicinity have also been assessed using AVRs of 'cumulative' views. In these AVRs, emerging and consented schemes are illustrated as wirelines of different colours as set out in Chapter 8. Given its close proximity to the Site, immediately east, the scheme approved at committee for No. 15-17 Uxbridge Road (Planning reference: 69827/APP/2021/1565), has been depicted as a rendered photorealistic image when the Proposed Development is also illustrated as a render.

2.21 Following guidance, unlike assessments that form part of an Environmental Statement (ES) where these follow a complex procedure based on significance tables, the assessments in this TVIA are written in a simple and proportionate narrative manner. The narrative of assessments are structured under the following elements:

I. 'Existing': a description of the existing view in its baseline condition, which seeks to evaluate its townscape qualities and the visual amenity;

II. 'Proposed': a description of the Proposed Development as seen in the view and how this will change the visual amenity of people to result in a 'beneficial', 'neutral' or 'adverse' visual effect; and

III. 'Cumulative': a description of the Proposed Development in combination with other consented schemes and how together they will change the view to result in a 'beneficial', 'neutral' or 'adverse' cumulative visual effect.

2.22 The assessment of individual views, which accompanies the AVRs, and the concluding section concerning impact on townscape, which is informed by the view assessments, considers the effect on the townscape and views as they will be experienced by viewers in reality. The AVRs are provided as a guide to the effect on views as they would be experienced on Site; to act as an aide-memoire; and to assist site visits.

2.23 The assessments therefore represent a professional judgement of the likely effect of the Proposed Development on the view or the townscape, informed by site visits as well as the photographic images provided, rather than an assessment of the photographic images.

Assumptions and limitations

2.24 The methodology in this TVIA report includes some assumptions and limitations, which are considered to be standard when assessing a development scheme within an urban setting:

I. This report is compiled using primary and secondary information derived from a variety of sources, only some of which have been directly examined. The assumption is made that this data, as well as that derived from other secondary sources, is reasonably accurate;

II. The views included in this TVIA do not cover every possible view of the Proposed Development but were selected in consultation with LBH, and by using professional judgement that considered instances of townscape or visual sensitivity;

III. The assessment of individual views, and the concluding section concerning impact on townscape, which is informed by the view assessments, has considered the effect on the townscape and views as they would be experienced by viewers in reality. Photographic images of townscape are no more than an approximation to this, for a number of reasons:

a) Viewers have peripheral vision; their view is not restricted by borders as a photograph is, and they can move their eyes and heads to take in a wide field of view when standing in one place;
b) Viewpoints themselves are not generally fixed. Townscape is experienced for the most part as a progression of views or vistas by people who are moving through streets or spaces rather than standing still;
c) Photographs do not reflect the perception of depth of field as experienced by the human viewer due to parallax;
d) Before and after views illustrate the view in conditions that are particular in respect of time of day and time of year, daylight and sunlight, and weather, and the view will appear differently to varying degrees when any or all of these things vary;
e) Photorealistic rendered AVRs present a degree of artistic judgement to interpret the design and portray an accurate representation of materials; and
f) Townscape is experienced not by the eye alone but by the interpretation by the mind of what the eye sees, considered in the light of experience, knowledge and memory.

IV. Assumptions have been made in this TVIA about the susceptibility of people to visual changes in the townscape, as well as on the types of people likely to experience specific views. These assumptions are based on professional judgment. However, it is also acknowledged that the response of individuals varies and cannot all be covered in the assessment.

3. Policy and Guidance

Introduction

3.1 This section sets out the relevant national, regional and local planning policy and guidance. For the purposes of this assessment, it is those policies relating to townscape and the historic environment that are of most relevance.

STATUTORY DUTIES

3.2 The legislation set out below is relevant to this assessment:

- The Town and Country Planning Act 1990 (as amended);
- The Planning and Compulsory Purchase Act 2004; and
- The Town and Country Planning (Environmental Impact Assessment) Regulations 2017.

PLANNING POLICY

National planning policy and guidance

The National Planning Policy Framework (2021)

3.3 The Government issued the latest version of the National Planning Policy Framework (NPPF) in July 2021. The NPPF sets out planning policies for England and how these should be applied.

3.4 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three overarching objectives; economic, social and environmental. The NPPF states, at paragraph 10, that *'at the heart of the Framework is a presumption in favour of sustainable development.'*

NPPF Section 12: Achieving well-designed places

3.5 Section 12 of the NPPF deals with design. At paragraph 126, the NPPF states that *'Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'*

3.6 Paragraph 130 notes that 'Planning policies and decisions should ensure that developments:

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

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

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

3.7 Paragraph 134 states that *Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes'. It goes on to say that 'Conversely, significant weight should be given to:*

a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or

b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.'

Planning Practice Guidance (last updated June 2021)

3.8 The national Planning Practice Guidance (PPG) was launched on the 6th March 2014 and provides a web-based resource in support of the NPPF. It is updated on an ongoing basis, and the parts cited below are current at the time of writing (November 2021).

3.9 The PPG includes a section called 'Design: process and tools' which 'provides advice on the key points to take into account on design'. This was issued on 1 October 2019; it replaces a previous section called 'Design'.

3.10 The PPG deals with the processes of the planning system with respect to design, and notes that guidance on good design is set out in the National Design Guide.

The National Design Guide (2019)

3.11 The National Design Guide (September 2019) ('NDG') states (paragraph 3) that it *'forms part of the Government's collection of planning practice guidance'*.

3.12 At paragraph 21 the NDG states that well-designed places are achieved by making the right choices at all levels, including:

- *'The layout (or masterplan)*
- *The form and scale of buildings*
- *Their appearance*
- *Landscape*
- *Materials; and*
- *Their detailing'*

3.13 At paragraph 35 the NDG sets out ten characteristics which contribute to the character of places, nurture and sustain a sense of community, and address issues affecting climate. These are described as follows:

- *'Context - enhances the surroundings.*
- *Identity - attractive and distinctive.*
- *Built form - a coherent pattern of development.*
- *Movement - accessible and easy to move around.*
- *Nature - enhanced and optimised.*
- *Public spaces - safe, social and inclusive.*
- *Uses - mixed and integrated.*
- *Homes and buildings - functional, healthy and sustainable.*
- *Resources - efficient and resilient.*
- *Lifespan - made to last.'*

Historic England Advice Note 4 – Tall Buildings (2022)

3.14 This document sets out advice on planning for tall buildings within the historic environment. It supersedes Advice Note 4 issued by HE in 2015. It notes that "*alternative approaches may be equally acceptable, providing they are demonstrably compliant with legislation and national policy objectives.*"

3.15 Paragraph 1.3 states that when planning for tall buildings it is important to avoid or minimise impacts on the significance of heritage assets, and principles to consider that help to do this include:

- A plan-led approach to tall buildings to determine their location;
- Evidence base exploring alternative options for location and heights;
- Decision making informed by understanding of place, character and historic significance;
- Tall building proposals which take account local context and historic character; and
- Early and effective engagement at plan-making and decision-taking stages including the use of design review panels.

3.16 Paragraph 3.1 states that "*In the right locations tall buildings can support major change or regeneration which positively influencing place-shaping and conserving the historic environment*" and that "*in the right place well-designed tall buildings can make a positive contribution.*" It notes that several tall buildings are listed.

3.17 Paragraph 3.2 states that if a tall building is not in the right place, by virtue of its size and visibility. It can harm the qualities of place that people value. It continues that there are places which are so distinctive, where the level of heritage significance is so great, that tall buildings will be too harmful, regardless of the perceived quality.

3.18 Paragraph 3.3 notes that the following factors - quality of place, heritage, visual, functional, environmental and cumulative - need to be considered when determining the impacts of a tall building could have on the historic environment.

3.19 Paragraph 3.4 and 3.4 notes that tall buildings vary in their impact depending on their height, mass and locations, and what is considered tall depends on the nature of the local area. Definitions of tall buildings vary, but in general they should be informed by local character.

3.20 Section 4, Development plans, covers the production of development plans and tall building policies, summarising the main considerations for a plan led approach for tall buildings within the historic environment.

3.21 Section 5, Developing proposals for tall buildings, stresses the need to have a good understanding of significance of any heritage assets that may be affected by the proposal, as well as the character of the place. It states that supporting information required describing the impacts on the historic environment should be proportionate, precise and accurate.

3.22 Section 6, Assessing proposals, notes that many of the heritage implications that arise with proposals for tall buildings are the same for other applications, and advice set out in HE's GPA Managing Significance in Decision Taking note 2 is relevant. However, issues which frequently arise include location and height parameters; context and local character; high quality design; significance and risk of harm to the significance of heritage assets; and cumulative impacts.

3.23 Paragraphs 6.3 states that the key considerations for local authorities is the ability to secure public benefits from tall building developments. Paragraph 6.4 continues that the extent, nature and justification of public benefits will be carried out by decision makers in light of potential harm and long-term impacts on the significance of heritage assets and the integrity of historic townscapes. It states that the "*conservation of the historic environment is itself a public benefit and secures its existence for future generations.*"

Regional Planning Policy and Guidance

The London Plan (2021)

3.24 The London Plan 2021 was adopted in March 2021. It is the '*overall strategic plan for London*' and sets out a *'framework for the development of London over the next 20-25 years'*.

3.25 The policies most relevant to townscape and visual impact are found in Chapter 3, '*Design*'.

3.26 Policy D1 on *'London's form, character and capacity for growth*' highlights the necessity for Boroughs to identify an area's capacity for growth by undertaking an assessment of the *'characteristics, qualities and values of different places'*. This should include the consideration of urban form and structure, historical evolution and heritage assets, and views and landmarks.

3.27 Policy D3 on *'Optimising site capacity through the design-led approach' states that 'All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations.*' The policy states that development proposals should *'enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.*' Development should '*respond to the existing character of a place', and 'provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest.*' The policy further states that development design should *'be of high quality, with architecture that pays attention to detail*,' and use *'attractive, robust materials which weather and mature well'*.

3.28 Policy D8 on *'Public realm'* states that development plans and proposals should ensure that the public realm is '*...well-connected, related to the local and historic context...'*. It states that there should be *'a mutually supportive relationship between the space, surrounding buildings and their uses*' and that development should '*ensure that buildings are of a design that activated and defines the public realm, and provides natural surveillance.*'

3.29 Policy D9 on *'Tall buildings'* notes that the height of what is considered a tall building should be defined in development plans and identified on maps, and that although this will vary in different parts of London, '*should not be less than 6 storeys or 18 metres'*. The policy also notes that *'tall buildings should only be developed in locations that are identified as suitable in Development Plans.*'

3.30 Policy D9 also notes that the views of buildings from different distances should be considered. This includes long-range views (developments should make a *'positive contribution to the existing and emerging skyline and not adversely affect local or strategic views*'), mid-range views (developments should a *'positive contribution to the local townscape in terms of legibility, proportions and materiality'*), and immediate views (developments should *'have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street'*).

3.31 Policy HC3 on *'Strategic and Local Views'* states that *'development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view.'* The Mayor will identify Strategically-Important landmarks within designated views and will *'seek to protect vistas towards Strategically-Important Landmarks by designating landmark viewing corridors and wider setting consultation areas. These elements together form a Protected Vista*'. The Mayor will *'identify and protect aspects of views that contribute to a viewer's ability to recognise and appreciate a World Heritage Site's authenticity, integrity and attributes.*'

3.32 Policy HC4 on the *'London View Management Framework'* states that *'development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements.*' It notes that development should not be '*intrusive, unsightly or prominent to the detriment of the view*', when it falls within the foreground, middle, or background of a designated view. With regard to protected vistas, development should protect and enhance, not harm, the viewer's ability to recognise and appreciate the strategically important landmark, and it should not harm the composition of the protected vista, whether it falls within the wider setting consultation area or not.

London View Management Framework Supplementary Planning Guidance (March 2012)

3.33 In March 2012 the Mayor published the *'London View Management Framework Supplementary Planning Guidance*' ('LVMF') which is designed to provide further clarity and guidance on the London Plan's policies for the management of these views. The Site does not fall within any of the protected visual corridors.

Local Planning Policy and Guidance

London Borough of Hillingdon, Local Plan Part 1 – Strategic Policies (November 2012)

3.34 The Local Plan Part 1, adopted in November 2012, sets out the overall level and broad locations of growth up to 2026. It comprises a spatial vision and strategy, strategic objectives, core policies and a monitoring and implementation framework with clear objectives for achieving delivery. These policies are supported by more detailed policies and allocations set out in the Local Plan Part 2.

3.35 Policy BE1: Built Environment ensures that the councils strategic built environment objectives are achieved. It states that all new development will be required to "*improve and maintain the quality of the built environment in order to create successful and sustainable neighbourhoods, where people enjoy living and working and that serve the long-term needs of residents*". In terms of heritage, townscape and visual impact, all development is required to:

- *"1. Achieve a high quality of design in all new buildings, alterations, extensions 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;*
- *[...]*
- *7. Improve the quality of the public realm and provide for public and private spaces that are attractive, safe, functional, diverse, sustainable, accessible to all, respect the local character and landscape, integrate with the development, enhance and protect biodiversity through the inclusion of living walls, roofs and areas for wildlife, encourage physical activity and where appropriate introduce public art;*
- *[...]*
- *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."*

London Borough of Hillingdon, Local Plan Part 2 – Development Management Policies and Site Allocations and Designations (January 2020)

3.36 The Local Plan Part 2 comprises Development Management Policies, Site Allocations and Designations and the Policies Map. Once adopted, it will deliver the detail of the strategic policies set out in the Local Plan Part 1. The Local Plan Part 2 Development Management Policies and Site Allocations and Designations were adopted as part of the borough's development plan at Full Council on 16 January 2020. This replaces the Local Plan Part 2 Saved UDP Policies (2012).

3.37 In terms of tall buildings, Policy DMHB 10: High Buildings and Structures, the Development Management document states that "*any proposal for high buildings or structure will be rquired to respond to the local context and satisfy the criteria below:*

i. be located in Uxbridge or Hayes town centres or an area identified by the Borough as appropriate for such buildings;

ii. be located in an area of high public transport accessibility and be fully accessible for all users;

iii. 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;

iv. 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;

v. 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;

vi. not adversely impact on the microclimate (i.e. wind conditions and natural light) of the site and that of the surrounding areas, with particular focus on maintaining useable and suitable comfort levels in public spaces;

vii. be well managed, provide positive social and economic benefits and contribute to socially balanced and inclusive communities;

viii. comply with aviation and navigation requirements and not adversely impact upon telecommunication, television and radio transmission networks; and

ix. demonstrate consideration of public safety requirements as part of the overall design, including the provision of evacuation routes."

3.38 Policy DMHB 11: Design of New Development, sets out the design principles for new development in the borough. It sets out the following:

- *A) All development, including extensions, alterations and new buildings will be required to be designed to the highest standards and, incorporate principles of good design including:*
  - *x. harmonising with the local context by taking into account the surrounding:*
    - *scale of development, considering the height, mass and bulk of adjacent structures;*
    - *building plot sizes and widths, plot coverage and established street patterns;*
    - *building lines and setbacks, rooflines, streetscape rhythm, for example, gaps between structures and other streetscape elements, such as degree of enclosure;*
    - *architectural composition and quality of detailing;*
    - *local topography, views both from and to the site; and*
    - *impact on neighbouring open spaces and their environment.*
  - *xi. ensuring the use of high quality building materials and finishes;*
  - *xii. ensuring that the internal design and layout of development maximises sustainability and is adaptable to different activities;*
  - *xiii. 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*
  - *xiv. landscaping and tree planting to protect and enhance amenity, biodiversity and green infrastructure.*
- *B) Development proposals should not adversely impact on the amenity, daylight and sunlight of adjacent properties and open space.*
- *C) Development will be required to ensure that the design safeguards the satisfactory re-development of any adjoining sites which have development potential. In the case of proposals for major development5 sites, the Council will expect developers to prepare master plans and design codes and to agree these with the Council before developing detailed designs.*
- *D) Development proposals should make sufficient provision for well designed internal and external storage space for general, recycling and organic waste, with suitable access for collection. External bins should be located and screened to avoid nuisance and adverse visual impacts to occupiers and neighbours.*

Allies and Morrison Urban Practitioners, Hillingdon Townscape Character Study (November 2013)

3.39 Hillingdon's Townscape Character Study presents the variety and significance of the borough's '*character areas*' to help understand and assess their relative historic significance, importance and local distinctiveness. The document is part of the evidence base prepared in support of the adopted Local Plan. It particularly helps to ensure that development proposals affecting each character area are assessed on their individual merits, with a clear and understanding of their context.

4. Historical Development

Introduction

4.1 This chapter sets out the history of the Site and its surroundings based on primary and secondary resources. A full list of references is included at Appendix 1 of the report.

Historic development of the area

4.2 Settlement in Uxbridge has been traced back to 1086. In 1275, Uxbridge was represented in Edward I's first parliament and by the end of the 14th century, it had become a major settlement. Hayes is comprised of what were originally five separate villages: Botwell, Hayes Town, Hayes End, Wood End and Yeading. In 1965 Hayes became part of the London Borough of Hillingdon.

4.3 The topography in Hillingdon was significantly altered at the end of the 18th century due to the construction of the Grand Junction Canal. Additionally, with the development of the Great Western railway, traffic through Uxbridge decreased. Because of this, some stables and inns were converted into private dwellings and Hayes became well suited for industrial premises. From the 18th century, the number of residential properties in the area around the site significantly increased. In the 18th and 19th century, there were numerous private boarding schools in Hayes for the children of wealthy families.

4.4 The key industries in Hayes were agriculture and brickmaking until the end of the nineteenth century. Over the years, and particularly in the 20th century, Hayes has been an important location for various industries, including music, food and electronic devices. During the First World War, some factories in Hayes, including EMI factories, produced aircraft. This aircraft was tested at a site near Heathrow and after the Second World War, it became Heathrow airport.

4.5 By the mid-20th century, the modern thoroughfares that run through Uxbridge had been established. During the Second World War, Hayes suffered bomb damage and some of the damage has been commemorated with memorials, such as the Grade II listed War Memorial at Cherry Lane Cemetery.

4.6 By the end of the 20th century, there was a decline in industry in Hayes. The Hayes Bypass (The Parkway), was built in 1992 to reduce traffic on routes leading to Heathrow.

Site specific history

4.7 In 1862, the land that comprised the Site was an undeveloped field (Figure 4.1). At this time, directly east of the Site boundary, there was a public house called 'The Wagon & Horses'. Development also appears directly north of the Site on a plot of land that is identified as 'Hayes Gate Farm'. South-east of the Site, on the land next to the canal, there was an Oil Works, marking a shift to industrial development. The Wagon & Horses also appears on OS maps throughout most of the 20th century.

4.8 The Parkway (a major thoroughfare that runs west of the Site) was not established until the end of the 20th century. Because of this, the fields to the south and east of the Site (now known as Minet Country Park) extended further east (Figure 4.2). South of the Site, on the opposite side of the canal, there was another industrial estate, strategically located between the railway and canal.

4.9 In the early 20th century, residential properties to the east and north of the Site had been constructed and by 1935. The OS map from 1914 illustrates a small group of properties within the Site boundary along Uxbridge Road, which is labelled 'High Road'. On the OS map from 1939, 'Brookside Brick Works' appears on the western edge of the Site (Figure 4.3).

Fig. 4.1: OS map, 1862 (Source: National Library of Scotland).

4.10 By the 1960s, in the area immediately surrounding the Site, more industrial premises had been established. At this time, there were a number of smaller properties which ran along the northern and western edges of the Site, on Uxbridge Road and Springfield Road, respectively (Figure 4.4). The area directly north of the Site was residential and the streets were lined with semi-detached properties with private gardens. At this time, the industrial areas close to the Site, south of Uxbridge Road, had increased in footprint, most of them featuring larger and coarser plans.

4.11 The Parkway, west of the Site, was constructed in 1992 and its construction split the undeveloped green space that is now known as Minet Country Park. The cycling circuit opened in Minet Country Park in 1997. Otherwise, much of the area surrounding the Site has largely remained the same since the latter half of the 20th century.

Fig. 4.2: OS map, 1914 (Source: National Library of Scotland).

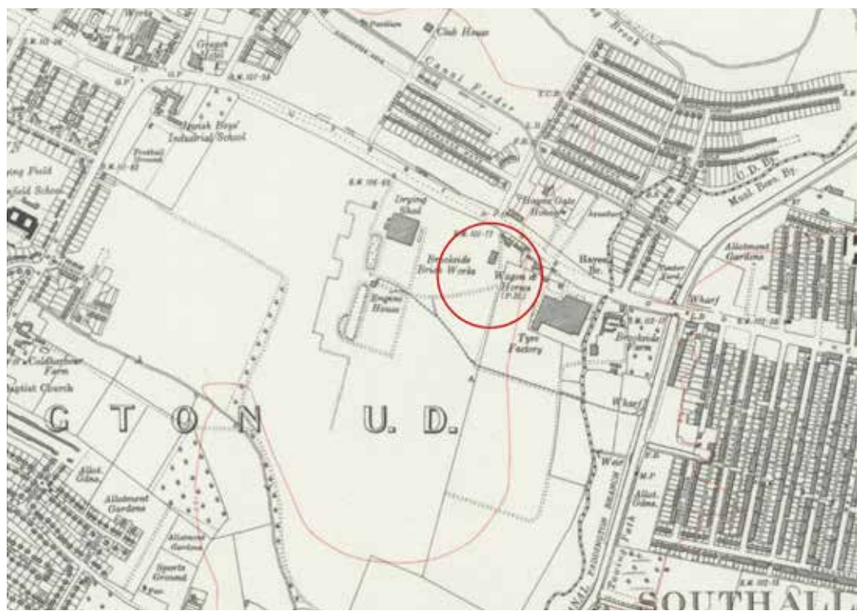


Fig. 4.3: OS map, 1939 (Source: National Library of Scotland).

Fig. 4.4: OS map, 1960 (Source: National Library of Scotland).

5. The Site and Surrounding Context

Introduction

5.1 This chapter presents a description of the Site and its surrounding townscape, accompanied by a selection of photographs that help illustrate its character and qualities. The information gathered presents the baseline conditions against which the townscape and visual assessments are made, following the methodology presented in Chapter 2 of this report.

The Site

5.2 The Site, 27 Uxbridge Road, is located between the town centres of Hayes and Southall, in west London. It is approximately 6km away from Heathrow Airport and currently comprises a twelve-storey hotel (plus plant enclosure), the Hyatt Place West, set within a large surface carpark. The Site is bound to the north by Uxbridge Road, to west by Springfield Road, to the south and south-east by the site of Scottish and Southern Energy facilities and to the east by the site boundary of No. 15-17 Uxbridge Road, an industrial plot.

5.3 The hotel, built in 2016 to the designs of Juttla Architects, features a contemporary design comprising a linear twelve-storey block, set in a perpendicular direction from Uxbridge Road. Two lower blocks, of rectangular footprint, connect to the main hotel block at ground and first floor level at the northern section of the eastern elevation and the southern section of the western elevation. Surrounding the building, to all sides, is a large surface carpark for guests and ancillary services. The rear section of the carpark features a double-storey set up; the upper level is accessed via a ramp. The Site is bound to all sides by an iron and brick fence and entrance gates are located to the west, along Springfield Road. The main entrance to the hotel building is from the west, where the drop-off bay is located and a rear service entrance is found on the eastern elevation.

The surrounding townscape

5.4 The townscape surrounding the Site exhibits a mixed sub-urban character, where a variety of uses including residential, transport, light industrial, hotel, retail and recreational can be found.

5.5 Immediately north of the Site is the A4020 Uxbridge Road. Fronting this road on its northern edge are a row of three-storey houses with ground floor retail activity, featuring a mock Tudor style, with coped gables in red brick. These houses introduce the pattern of development north of the Site, which is predominantly low-rise residential, comprising large numbers of two-storey pre and post-war terraced houses arranged in rows or cul-de-sacs. These houses were largely constructed on a piecemeal basis by various developers between 1910 and 1970. As such they do not share a uniform appearance. The residential area north of the Site forms a defined neighbourhood, bounded to the west by the A312 The Pkway, to the east by the Grand Union Canal, to the south by Uxbridge Road and to the north by Bookside Park, a large area of designated Green Belt area, bisected by the Yeading Brook that lies to the north of the Site.

5.6 West of the Site, across Springfield Road, is Uxbridge Retail Park, which comprises a series stores in the form of two-storey warehouses, arranged around a surface carpark. Beyond the retail park is Minet Country Park, a large public park designated as Green Belt area, which follows the A312 to the west as well as the River Crane. The north of the park comprises mostly an open landscape with walking paths and the Hillingdon Cycle Circuit. The southern section of the park hosts a large forested area known as Yeading Brook, which encircles a number of sprots grounds and an academy. Further east lies the A312, The Pkway, which bisects the local townscape. One of the closest conservation areas to the Site, Hayes Village Conservation Area, is found further west.

5.7 Immediately south of the Site is SSE Enterprise, comprising a single double storey industrial unit surrounded by surface carpark and storage space. Further south, the area is predominantly industrial and features a range of two-storey warehouses or industrial units of different sizes and parking space. Although these have been subject to change over time, they were mostly built after 1950, with the first of these buildings constructed as a tyre factory. The warehouses generally have been constructed from red brick or use red brick for the foundation layers. However, the majority of the buildings have a typically modern industrial typology largely composed of, or faced in, various cladding and corrugated metal materials. Their distribution and plot size account for a course urban grain in the area.

5.8 Immediately east, the site shares boundary with a vacant site, No. 15-17 Uxbridge Road. This plot has an extant planning permission (Planning reference: 69827/APP/2015/4719) for the implementation of 13 storey aparthotel (ground plus 12 upper floors). Beyond, the townscape exhibits an industrial character also featuring mostly industrial units or retail parks with large surface car-parks, which create a weak pedestrian environment. The Yeading Brook dissects this section of the industrial area and further east is the Grand Union Canal, extending in a north-south direction. In this direction, the closet conservation area can be found, being the Canalside Conservation Area in Ealing. The nearest statutorily listed building, the Church of St. George is also found in this direction. This asset is listed at Grade II and is considered to be of architectural interest for its association with the architect Arthur Bloomfield. Beyond the industrial land, the built environment to the east of the Site is more uniform in appearance. It comprises rows of post-war houses, which create a fine urban grain. These houses are largely faced in brick or render.

Emerging Context

5.9 In the immediate context of the Site, a new planning application for No. 15-17 Uxbridge Road, immediately east of the Site has achieved a resolution to grant planning permission (Planning reference: 69827/APP/2021/1565). The scheme approved at committee comprises a part-6, part-8 and part-15 storeys (including plant) aparthotel designed by Matthew Lloyd Architects.

5.10 The wider context of the Site is also undergoing change, which would result in the formation of a local skyline. The image at Figure 5.1 is a bird's eye view extracted from Vu.City illustrating emerging developments in the wider context of the Site. These developments contrast the predominant low-rise nature of the area, featuring higher and larger built elements. The majority of these emerging schemes are located to the south and east of the Site, with the most significant in scale being the Southall Waterside Masterplan, which aims to redevelop a large vacant industrial area to the south of the Site into a denser mixed-used neighbourhood.

5.11 Other developments within the emerging context include the consented Hamborough Tavern scheme, found east of the Site, across the Grand Union Canal. The scheme comprises a hotel of up to 15 storeys in height with ancillary commercial uses. The construction of this hotel aims to tackle the issues outlined within the Hillingdon Local Plan and to provide more hospitality space for the Uxbridge area. Further east, the Southall Sidings and Cattle Market developments, comprising a total of 835 units divided between four sets of high rise buildings, cumulatively form part of an effort to provide the area with a significant amount of residential units surrounding Southall Park.

5.12 All of these developments aim to revitalise this area of Uxbridge by also providing new residential and commercial space.

Fig. 5.1: Aerial VuCity model-shot illustrating emerging schemes in the vicinity of the Site.

Fig. 5.2: View of the the Site from the west, illustrating the western elevation of the Hyatt Place West hotel.

Fig. 5.3: View of the the Site from the north, illustrating the northern elevation of the Hyatt Place West hotel.

Fig. 5.4: View of the the Site from the east, illustrating the eastern elevation of the Hyatt Place West hotel.

Fig. 5.5: View of the surface car-park on the western section of the Site.

Fig. 5.6: View of the double storey carpark on the southern and western section of the Site.

Fig. 5.7: View of the Hyatt Place West hotel entrance.

Fig. 5.8: View looking east along Uxbridge Road.

Fig. 5.9: View of three-storey properties immediately north of the Site.

Fig. 5.10: View south-west along Brookside Road, illustrating the housing typology in the area.

Fig. 5.11: View acorss Brookside Park.

Fig. 5.12: View of Uxbridge Road Retail Park, located west across the Site.

Fig. 5.13: View of the northern section of Minet Country Park. Part of the Hillingdon Cycle Circuit is visible to the left.

Fig. 5.14: View along Springfield Road.

Fig. 5.15: View along Bullsbrook Road, illustrating the industrial character of the area.

Fig. 5.16: View of No. 15 to 17 Uxbridge Road, currently vacant. The Site is seen in the back-drop.

Fig. 5.17: View of retail and commercial typologies east of the Site.

Fig. 5.18: View along Grand Union Canal.

Fig. 5.19: View along Ranelagh Road, east of the SIte.

6. The Proposed Development

Introduction

6.1 A summary of the design of the Proposed Development is set out below. Please refer to the Design and Access Statement by the Architects submitted with the planning application for further detail.

6.2 The planning application comprises the *'demolition of ground floor entrance, parking structure and north-east and south-west wings of the existing building, and refurbishment and extension of existing hotel to include additional accommodation at roof level and full height extension on the north elevation, together with walkways connecting to new buildings of between 6 and 8 storeys, to create additional hotel floor space (Use Class C1) and commercial floorspace (Use Class E(g)), along with ancillary facilities, parking and landscaping'.*

Scale, massing and form

6.3 The Proposed Development's composition comprises two main elements over a part one and part two-storey podium (Figure 6.1). This includes a central point of height, the central block, and two c-blocks at either side of it. The central block reaches 14 storeys in height, including plant, and consists of the retained, extended and refurbished tall element of the existing hotel. The extension of this block would comprise a northward enlargement, to align with Uxbridge Road, and a one storey roof extension above (Figure 6.2). The central block would therefore feature a simple and linear form that stretches uniformly in perpendicular direction to Uxbridge Road.

6.4 The two flanking c-blocks, which would be new buildings that wrap around the Site boundary creating built frontages to Uxbridge Road, Springfield Road and the boundary of No. 15-17 Uxbridge Road (Figure 6.3). The eastern block would form a uniform edge to the Site, while the western block, follows the diagonal alignment of Springfield Road, with a minor street setback on its northern section, opening up the Site. The two c-blocks would be further broken down into smaller elements that range between six to eight storeys in height (Figure 6.4). The greatest variation between buildings is seen at the western elevation, where height steps down towards the lower industrial buildings along Springfield Road. In combination with the central block, the elements would create a broken courtyard typology, where the massing and form of the blocks remains generally independent from the central block. The retained block and the new blocks are linked internally at podium level, but also externally by open walkways between levels there and eight (Figure 6.16).

6.5 The podium that would form the base of the Proposed Development is two-storeys tall along Uxbridge Road, Springfield Road and at the base of the central block. The height of the podium would decrease to one-storey along the southern and eastern boundaries of the Proposed Development. The broken courtyard massing composition would allow for the creation of internal landscaped courtyards that would be accessible to guests (Figure 6.5).

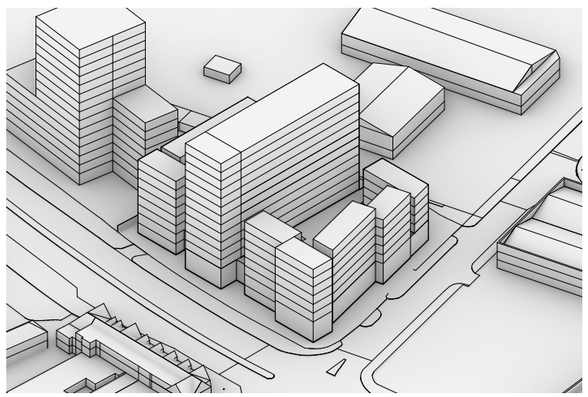


Fig. 6.1: Axonometric model illustrating massing and form of Proposed Development.

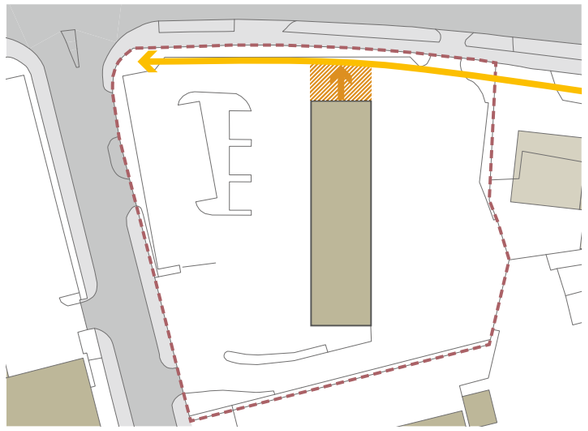


Fig. 6.2: Diagram illustrating massing principle of extending the existing hotel building northwards.

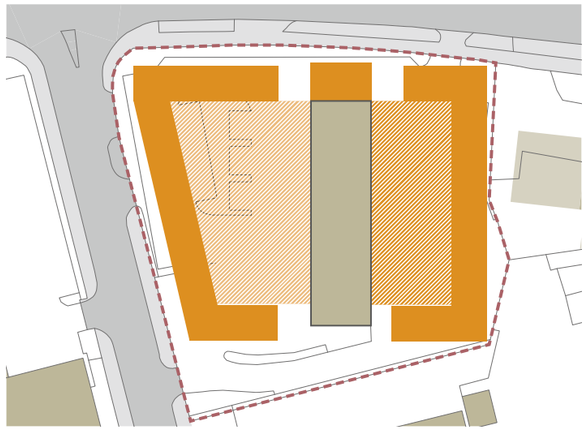


Fig. 6.3: Diagram illustrating massing principle of adding flanking c-blocks and podium.

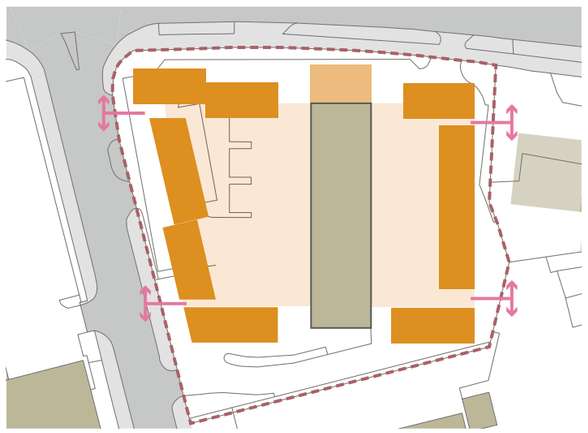


Fig. 6.4: Diagram illustrating massing principle of articulating c-blocks and creating open breaks along the blocks to open up the Site to the surroundings.

Fig. 6.5: Diagram illustrating the external and internal public realm offer in the form of active streets and coutyards.

Architectural expression and materiality

6.6 The Proposed Development's architectural expression would feature a distinctive approach for the outer and inner elevations. The outer elevations would comprise a consistent application of framing across both the existing and new blocks (Figures 6.10-6.13). A primary framing pattern, with a vertical emphasise, would frame the elevations in warm concrete tones, while a secondary horizontal grid pattern would unify the blocks across the Site. The facade of the existing hotel would be updated to follow the same principles of the new blocks to ensure a unified architectural expression (Figure 6.19). The simplified gridded elevation pattern proposed would replace the existing staggered and more random cladded elevations, which does not address its position on Uxbridge Road. The framing pattern throughout the elevations would shape the fenestration arrangement, which would be uniform and consistent throughout. Only the ground and first floor levels would feature a double-storey glazing along the main streets, which would mark the base of the Proposed Development and would features active frontages (Figure 6.17).

6.7 To differentiate elements within the Proposed Development, the pigmented concrete used for the central block would be darker than that used on the c-blocks. The top of the central block would be marked by an upper level setback from Uxbridge Road. The setback would form a terrace, which is wrapped within the outer facade frames. Concrete textures would vary throughout the facades (Figure 6.17), where frames would feature a solid pigmented finish and other surfaces, such as window surrounds, would feature profiled concrete panels.

6.8 In contrast to the outer elevations, the inner elevations would feature neutral concrete tones throughout its framing expression, which would be softer and would have a less demarcated hierarchy (Figures 6.20 and 6.21). Finishes would also vary between profiled panels and smooth finishings, creating a variety of textures throughout. Paving throughout the internal surfaces of the Proposed Development would be warm-toned precast.

Fig. 6.6: Proposed ground floor plan, not to scale. (Source: Haptic)

Fig. 6.7: Proposed second floor plan, not to scale. (Source: Haptic)

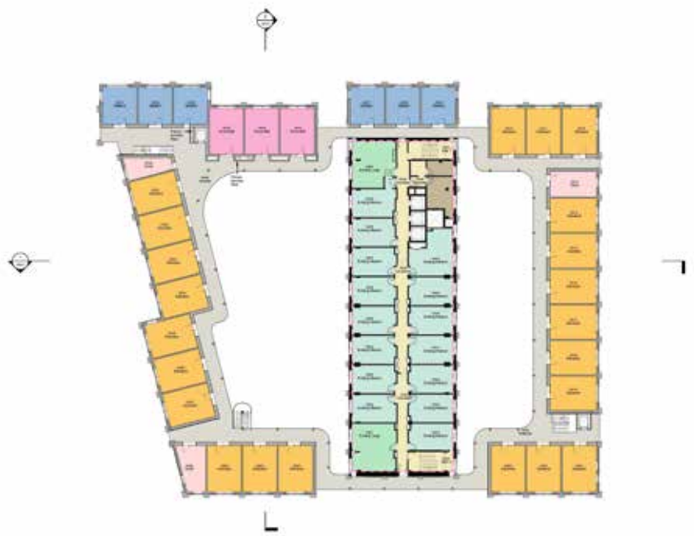


Fig. 6.8: Proposed fifth floor plan, not to scale. (Source: Haptic)

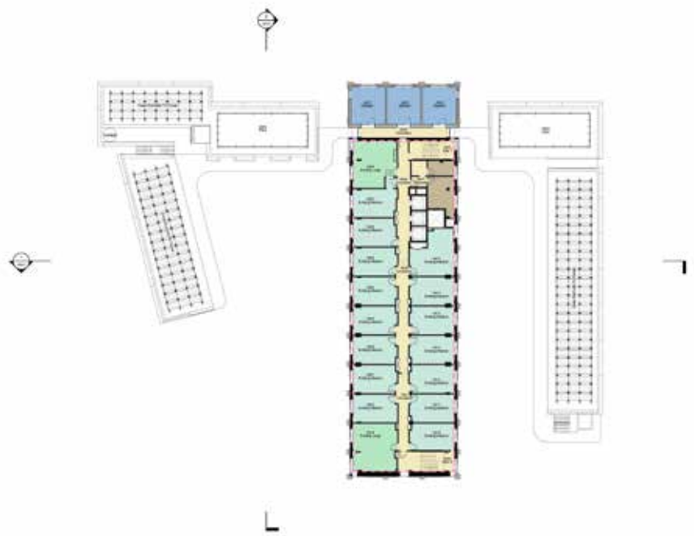


Fig. 6.9: Proposed eight floor plan, not to scale. (Source: Haptic)

Fig. 6.10: Proposed outer north elevation (Uxbridge Road), not to scale. (Source: Haptic)

Fig. 6.11: Proposed outer east elevation, not to scale. (Source: Haptic)

Fig. 6.12: Proposed outer west elevation (Springfield Road), not to scale. (Source: Haptic)

Fig. 6.13: Proposed outer south elevation, not to scale. (Source: Haptic)

Fig. 6.14: Proposed inner east elevation (Springfield Road), not to scale. (Source: Haptic)

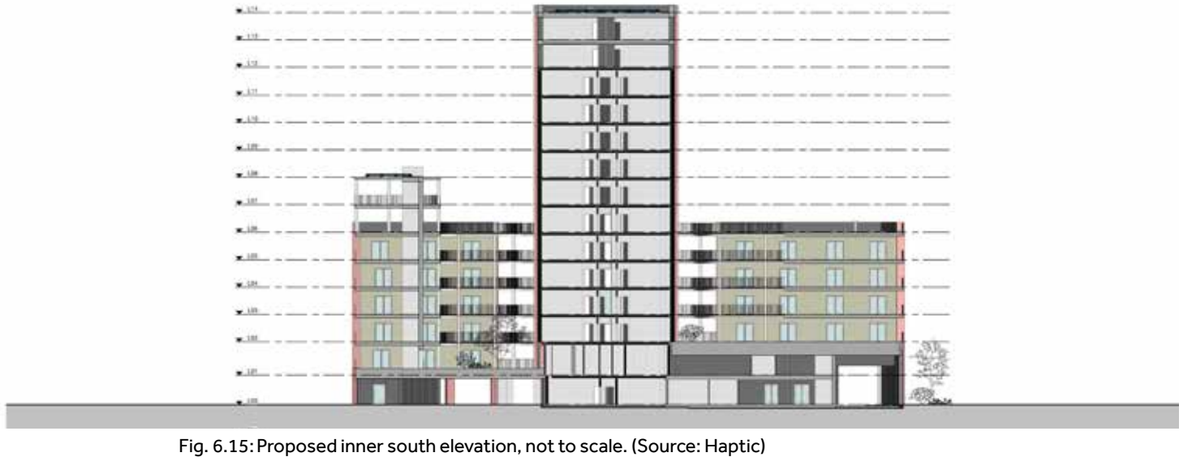


Fig. 6.15: Proposed inner south elevation, not to scale. (Source: Haptic)

Fig. 6.16: Visualisation of northern elevation (Source: Haptic)

Fig. 6.18: View of Proposed Development along Uxbridge Road.

Fig. 6.20: View of internal hotel corridors.

Fig. 6.17: Visualisation of Uxbridge Road and Sprinfield Road corner (Source: Haptic)

Fig. 6.19: View of Proposed Development along Springfield Road.

Fig. 6.21: View of of internal elevations.

Public realm and landscaping

6.9 The Proposed Development would comprise a multiple-level public realm and landscaping strategy (Figure 6.22). At ground floor, the designs would include the improvement of the public realm along the streets surrounding the Site, including informal planting to Springfield Road and formal planting to Uxbridge Road. Uxbridge Road would feature generous pedestrian paths and large street trees that would provide a noise and visual buffer from the road. Springfield Road would comprise a naturalistic approach, including tree groups and planting beds.

6.10 At podium level, the Proposed Development would comprise an East and West Courtyard Garden, located at either side of the central block (Figure 6.22). Above, three roof terraces with landscaping and planting would be found on the c-blocks, while a higher terrace would be found at top level of the central block. Green and biodiversity roofs would also be part of the Proposed Development and would be found on both c-blocks. This would result in a significant uplift of landscaping and greening across the Site, given the lack of such currently.

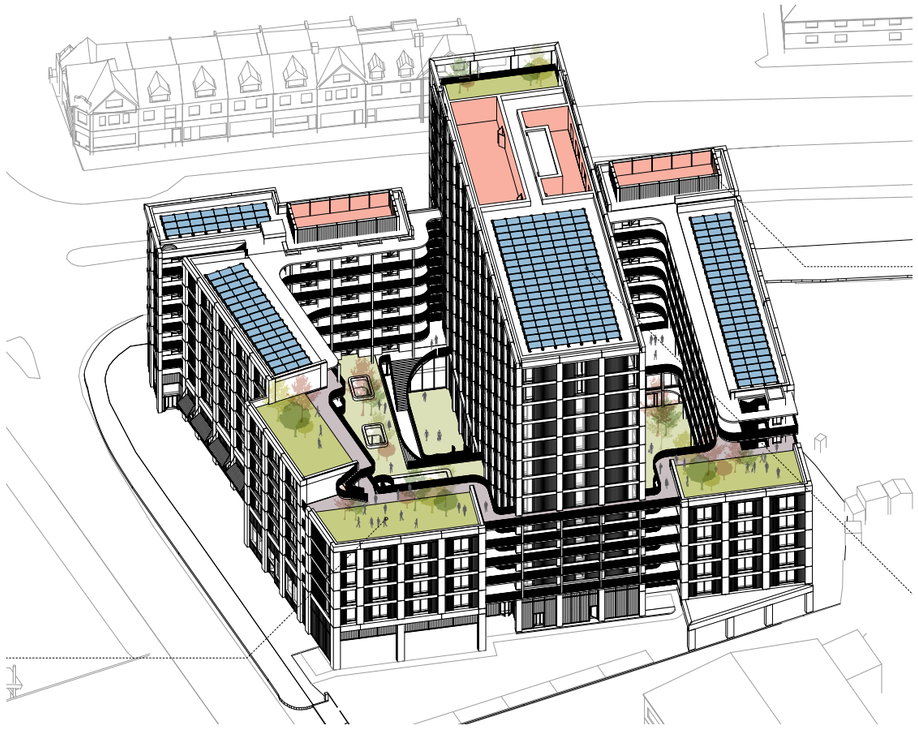


Fig. 6.22: Diagram illustrating Proposed Development's multiple-level landscape and public realm strategy.

Fig. 6.23: View of of internal courtyard space.

7. Townscape Assessment

Introduction

7.1 This chapter presents an independent design evaluation of the Proposed Development and how it relates and responds to the existing townscape context through its form and character. For reference, a description of the existing base-line context and its character can be found in Chapter 5.0 of this report, and an overview of the Proposed Development is found in Chapter 6.0.

Townscape Assessment

7.2 The Proposed Development is the culmination of a long design consultation process that considered the townscape and heritage sensitivities of the Site and its surroundings from the outset. A responsive approach was taken to develop a coherent scheme that considers the existing and emerging context, whilst at the same time becoming a distinctive example of sustainable building in LBH.

Form: Layout, massing and scale

7.3 The Proposed Development comprises a broken courtyard typology over a two-storey podium formed by a single central point of height and two flanking lower blocks that wrap around the Site boundary. The central block, reaches 14 storeys in height, including plant, and comprises the retention and extension of the existing building on the Site. The form of the existing building has been extended northwards to establish a new frontage along Uxbridge Road and to align with the emerging street edge created by the scheme approved at committee for No. 15-17 Uxbridge Road. The northward extension enables the central block to have an active presence along the main road, while at the same time becoming a legible and celebrated point of height along the street edge. The upward extension, which uniformly stretches the volume of the existing building by one-storey, reduces the horizontal emphasis of the block and contributes in creating a visually more elegant form. The height of the proposed central block would be consistent with the height of the scheme approved at committee for No. 15-17 Uxbridge Road; allowing for a visual dialogue between both schemes.

7.4 Flanking the central block, the Proposed Development features two c-shaped blocks that range between six to eight storeys in height. The blocks wrap around the Site boundary, creating a strong and consistent edge to Uxbridge Road and Springfield Road. Along the northern elevation, the shoulder buildings reach eight storeys in height, which directly relate to the lower block of the scheme approved at committee for No. 15-17 Uxbridge Road. At this elevation, the proposed lower blocks would remain independent and set back from the central block, allowing for a generous separation between the elements. These gaps and block alignment along the street frontage are necessary to break the length of the overall elevation to Uxbridge Road and to maintain a clear legibility of volumes and promoting the central block as the more primary element.

7.5 Along Springfield Road, the proposed lower western block has been articulated into different volumes, which reach eight storeys in height at the corner with Uxbridge Road and then smoothly step down to reach six storeys at the southern edge of the Site boundary. The volumes along this elevation would be articulated to have separating gaps above podium level, which would break down the length of this elevation. The transition in height from Uxbridge Road responds to the lower surrounding elements along Springfield Road. Both the western and northern elevations also features setbacks from the road to provide opportunities for generous public realm space and to open up the proposed built form onto the surroundings.

7.6 The rear elevations, facing the adjacent plots, have been articulated in a similar way, featuring a coherent and simple skyline profile. In relation to No. 15-17 Uxbridge Road, the Proposed Development is set back from the Site boundary to allow for enough separation space between the schemes. This generous spacing contributes to legibility of forms along Uxbridge Road.

7.7 The height articulation and massing breaks between the lower blocks that form the outer shell of the Proposed Development, enables the optimisation of sunlight and passive ventilation on the courtyard spaces at podium level. In a similar way, the lower blocks protect the courtyards from external noise and pollution derived from Uxbridge Road. The courtyard typology is an effective design composition that creates a comfortable internal open space environment in a road dominated context, but also practical in creating adequate street edges that would create a comfortable external environment for pedestrians through improvements made to public realm and boundary conditions.

7.8 Overall the scale, massing and layout approach of the Proposed Development responds to the opportunities and constraints presented by the existing and emerging contexts. The concept of a point of height among lower elements is clear and works in relation to the scheme approved at committee for No. 15-17 Uxbridge Road. In combination, the massing, scale and layout of the schemes would improve the townscape experience along Uxbridge Road, by introducing a robust street frontage and creating an animated local skyline.

Character: Architectural expression and materiality

7.9 The Proposed Development's architectural expression varies between its external and internal facades. Externally, the Proposed Development features a uniform framing pattern with a vertical emphasis that is applied consistently across both the existing and new blocks, unifying their appearance. The framing expression promotes a rich and textured facade, while contributing to visually breaking down the massing of the overall Proposed Development composition. Concrete panels applied as windows surrounds, would feature a profiled expression, further texturizing the elevations. The pattern is sympathetic to the 'push and pull' facade articulation of the emerging No. 15-17 Uxbridge Road.

7.10 At ground level, the outer frame pattern meets the street in the form of regular double-storey pilasters which visually create a finer grain facade composition along the streetscape. The double-storey order at ground level wraps around the base of the Proposed Development uniformly, ensuring comfortable building proportions in respect to height.

7.11 The frame structure would be in concrete, as well as other facade panelling, adding solidity to the composition. The concrete would be in warm tones that would vary between the lower c-shaped blocks and the central block. The change in tonality would contribute to celebrating the protagonist nature of the central block, but would also ensure that volumes of the Proposed Development are read as independent items, which do not visually coalesce. The choice of warm concrete tones applied throughout the Proposed Development, aim to relate in colour to the brick tonalities seen in the residential context of north of the Site and in terms of material, to the industrial character of the area.

7.12 Of note, the central block's top at the northern elevation features a light crown created by an upper level setback. The space created by the setback is wrapped by the frame structure creating a light semi-enclosed level. This subtle architectural detail establishes the central block as the protagonist piece of the Proposed Development while at the same time breaking its mass visually.

7.13 Internally, the Proposed Development exhibits a softer external framing arrangement, in natural concrete tones, that is sympathetic to the softer and calmer environment created by the landscaped internal courtyards. The facades also feature profiled concrete panelling that would add texture to the elevations while at the same time making reference to the industrial character of the area. The approach to the internal architectural expression aims to create a simple, legible and warm environment for guests.

Public realm and landscaping

7.14 The Proposed Development comprises a thorough public realm and landscaping strategy that aims to address the car-dominated environment in its immediate context, while also bringing closer the leafy character of the large green spaces in its wider context. Externally at ground level, the Proposed Development comprises a distinct public realm approach to Uxbridge Road and Springfield Road, that recognises the distinct character and scale of the roads. To the north, the landscaping strategy features a formal layout of tree and shrub planting that responds to the scale of Uxbridge Road and aims to create a noise and visual buffer to the Proposed Development. To the west, the public realm would feature naturalistic tree groupings and planting beds that make reference to the park character of Minet Country Park, located in close proximity.

7.15 At podium level, the Proposed Development comprises courtyard gardens that have a mix of trees and shrubs and seating space. Above, three roof terraces would be available for the use of hotel guests as social spaces or productive gardens. Green, brown and biodiversity roofs would be allocated on other roof surfaces throughout the blocks. Overall the public realm and landscaping strategy aims to provide a comfortable and leafy environment internally and externally, while at the same time becoming a visually contrasting softer element to the facade compositions. The introduction of a more comprehensive landscape strategy for the Site would be strong enhancement of the Site and result in a much more contextual and friendlier contribution to the local townscape.

Design consultation

7.16 Throughout the design and consultation stages, the Proposed Development has been tested against the townscape and design-related opportunities and constraints presented by the Site and its existing and emerging context. From the outset, TTC has provided design advice in relation to townscape and visual effects, which has been strengthened by the advice provided by the planning and design officers at LBH and GLA throughout the pre-application consultation process. Comments offered on scale, mass and form by LBH officers have been taken into consideration, to create a simple and clear approach to height and massing articulation that would be responsive to the approach of the scheme approved at committee for No. 15-17 Uxbridge Road and the lower townscape elements in the context. Architectural expression also evolved during consultation to address, in a responsive manner, the interface of the Proposed Development with the surrounding streets and evolving townscape. The design development resulted in an improved architectural appearance of the existing building, allowing a more engaged contribution of the existing tower through a more simplified elevation pattern, carried through on the lower extension additions along Uxbridge Road and Springfield Road.

7.17 Overall, the consultants' independent assessment is that this is a well-judged design of high quality, which achieves the desired outcomes in a townscape-sensitive Site, responding positively to the surrounding existing and emerging contexts.

8. Visual Assessment

Introduction

8.1 This chapter focuses on the visual effects of the Proposed Development on the visual amenity of receptors (people experiencing the views) and the surrounding townscape. In order to assess the visual effects, the consultants have selected 13 townscape viewpoint locations, based on the methodology described in Chapter 2. It is essential for the reader to refer back to the methodology, as it is not fully replicated here.

The views

8.2 The views assessed in the following pages are not the only views which are likely to be affected by the Proposed Development, but they represent a general spread of views which illustrate the urban relationships likely to arise between the Proposed Development and the surrounding townscape.

8.3 TTC have assessed the visual effects of the Proposed Development on the local environment, making use of both the quantitative and the qualitative material as provided in the Accurate Visual Representations (AVRs) presented in this chapter. The written assessments, found in the following pages, include both objective and subjective commentary based on professional judgement.

8.4 The fully verified AVRs were produced by visualisation specialists Rockhunter. Their methodology for the production of views is included at Appendix 2 of this TVIA. The AVRs are either presented as fully rendered photorealistic photomontages or wirelines showing the external outline of the Proposed Development.

8.5 Each of the views are presented and assessed according to the consultancy's methodology as two or three images, as follows:

i. An 'existing view' illustrated by a photograph of the baseline condition;
ii. A 'proposed view' illustrated by an AVR showing an image representation (either as a light blue wireline frame or a fully rendered realistic photomontage) of the Proposed Development within the existing condition; and
iii. Where relevant, also a 'cumulative view' illustrated by an AVR, showing the Proposed Development in combination with emerging and consented schemes in the context. Cumulative schemes are represented as wireline frames of different colours, matching the list below and the diagram at Figure 8.1. Given its proximity to the Site, the cumulative scheme approved at committee for No. 15-17 Uxbridge Road has been illustrated as a rendered image where the Proposed Development is also depicted as a render. In wireline views it has been depicted as a purple wireline.

Cumulative assessments

8.6 Cumulative assessments are only provided where a cumulative scheme is also visible in the view. All cumulative schemes included in this assessment are listed below and illustrated on the map at Figure 8.1:

1. 15-17 Uxbridge Road, approved at committee, 69827/APP/2021/1565 (Hillingdon)
2. Hambourgh Tower, consented, 184519FUL (Ealing)
3. Colt London 4, consented, 38421/APP/2021/4045 (Hillingdon)
4. Southall Waterside Masterplan, consented, 171562VAR (Ealing)
5. South Waterside – Phase B, consented, 185158REM (Ealing)
6. Southall Sidings, consented, 201888FUL (Ealing)
7. Quayside Quarter Development, consented, 191022FUL (Ealing)
8. Margarine Works, consented, 183673OUT (Ealing)

Views Assessment

8.7 The 13 viewpoints included in this set of views are listed and illustrated on the map at Figure 8.2. They were selected in close consultation with LBH's planning officers and include a mix of close, medium and long-distance views. The townscape and visual effects are assessed in the following pages.

	Project Name	Model source	Reference
1	15-17 Uxbridge Road	Received by Architect and developed.	69827/APP/2021/1565 (approved at committee)
2	Hambourgh Tower	Rock Hunter model based on PA drawings	184519FUL
3	Colt London 4	Rock Hunter model based on PA drawings	38421/APP/2021/4045
4	Southall Waterside Masterplan	Rock Hunter model based on PA drawings	171562VAR
5	South Waterside – Phase B	Rock Hunter model based on PA drawings	185158REM
6	Southall Sidings	Rock Hunter model based on PA drawings	201888FUL
7	Quayside Quarter Development	Rock Hunter model based on PA drawings	191022FUL
8	Margarine Works	Rock Hunter model based on PA drawings	183673OUT

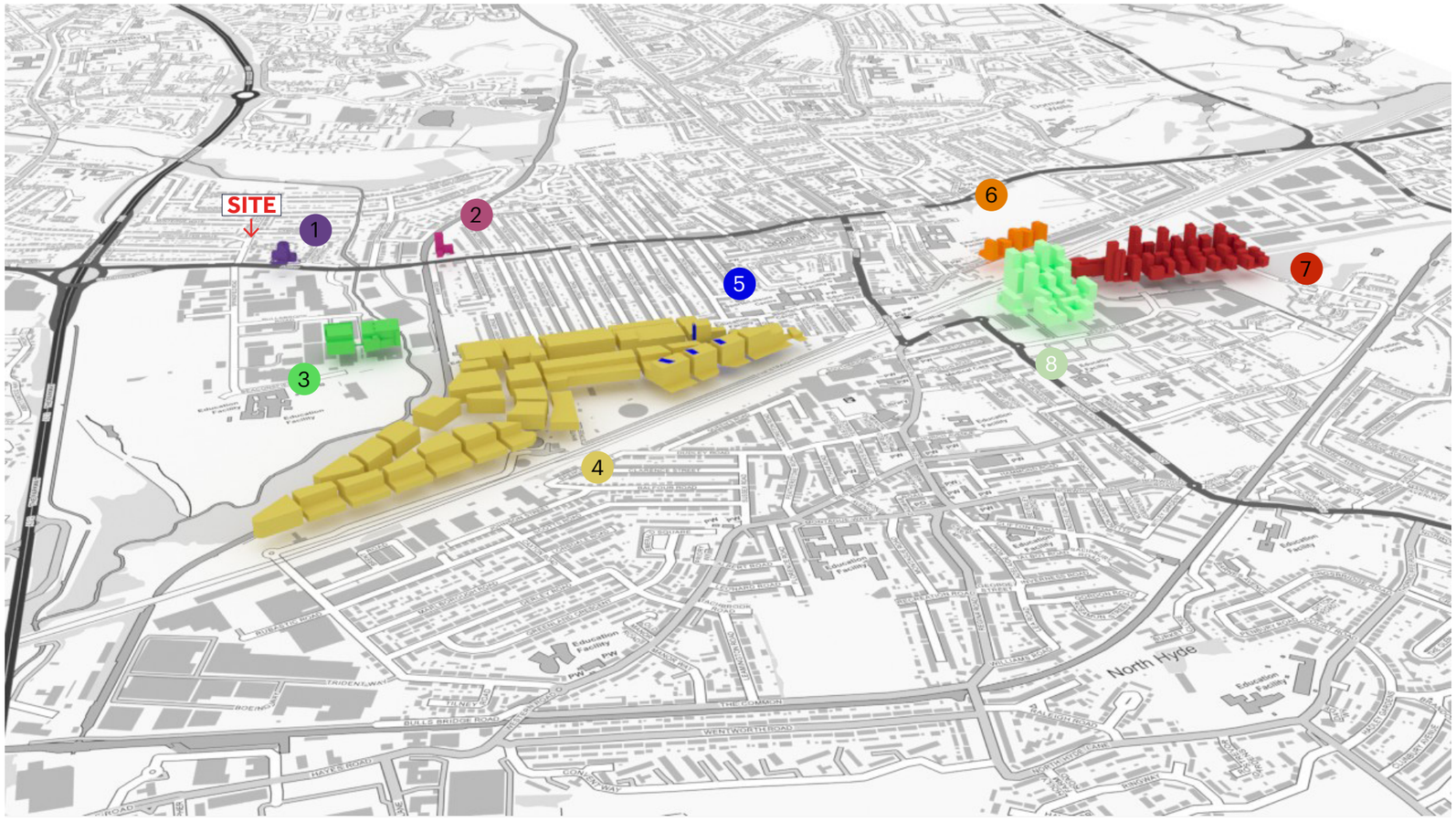


Fig. 8.1: Map identifying cumulative schemes considered in this assessment.

TTC view no.	Location	Render / Wireline
1	The Broadway, at junction with Ranelagh Road	W
2	The Broadway, on Hayes Bridge	W
3	Uxbridge Road, outside No. 188	R
4	Brookside Playing Fields, at northern entrance	W
5	Brookside Road, junction with Swanage Wage	W
6	Brookside Road, junction with Dorchester Waye	R
7	Cerne Close	R
8	Uxbridge Road, across Minet Country Park	R
9	Springfield Road, outside Hexagon Business Centre	R
10	Beaconsfield Road, at entrance to Minet Country Park car park	W
11	Minet Country Park, at intersection of paths in north-eastern area of park	W
12	Minet Country Park, northern path along Hillingdon Cycle Circuit	R
13	The Pkway (A321), pedestrian path along overpass	W

Fig. 8.2: Map identifying viewpoints selected for assessment.

View 1 - Existing: The Broadway, at junction with Ranelagh Road

View 1 - Existing

8.8 This view looks north-west along The Broadway, a major thoroughfare with retail shops at ground floor level. Visual receptors are likely to include shoppers and commuters who live and work nearby.

8.9 On the left side of the view, there is a two-storey block with retail shops at ground floor level and residential accommodation on the upper level. The foreground is dominated by a wide pavement and parking spaces. This side of the street is busy with fascia signs and street clutter. On the right side of the view, there are residential blocks surrounded by trees and shrubbery, which line this section of the northern side of The Broadway. This stretch of The Broadway has a cycle lane, visible in the foreground. In the backdrop, the eastern elevation of the Hyatt Hotel, the existing building on the Site, is partly visible through the vegetation, featuring a wide form and contemporary expression through a more random fenestration pattern.

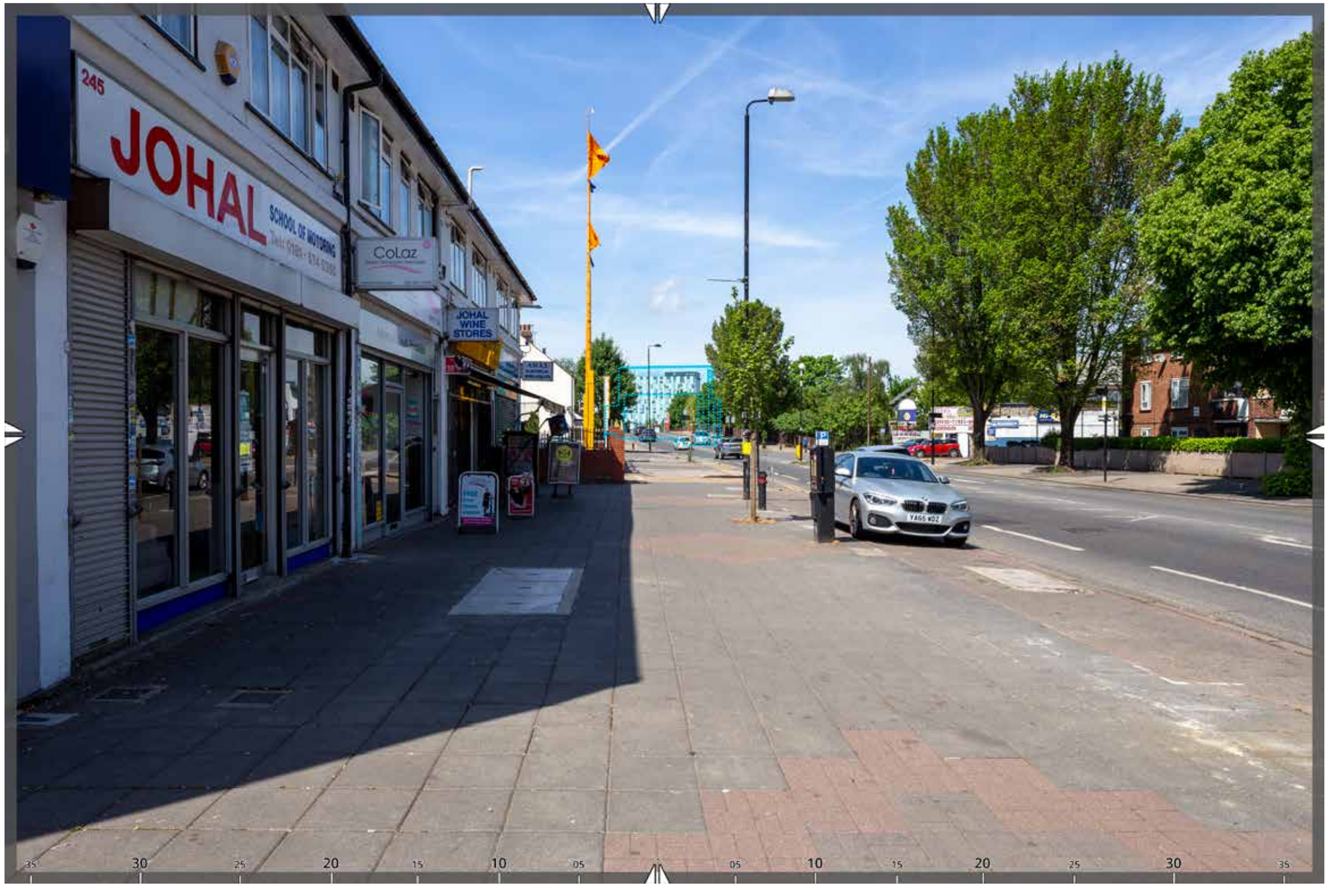
Viewpoint map

V.1

View 1 - Proposed: The Broadway, at junction with Ranelagh Road

View 1 – Proposed

8.10 The central block and part of the lower eastern c-block of the Proposed Development, depicted as a light blue wireline, would be visible in the backdrop of the view. The upward and frontal extension to the existing hotel would be apparent, however the change experienced in the view would be limited, given the already existing mass and form of the hotel. The new c-blocks, visible in front, will help break the overall mass of the Proposed Development, mediating between the taller central block and the lower surrounding townscape. The Proposed Development's facades, featuring warm tones, would be apparent from this viewpoint and would relate to the materiality seen on residential blocks along the street. The visual effect of the Proposed Development would be **neutral**.



V.1

View 1 - Cumulative: The Broadway, at junction with Ranelagh Road

View 1 – Cumulative

8.11 The cumulative scheme at No. 15-17 Uxbridge Road and the consented Hamborough Tower, depicted as purple and pink wireline frames, are cumulative development along The Broadway and Uxbridge Road, which would be visible on the southern side of the road (to the left). Hamborough Tower, in the foreground, introduces a distinct scale in the area, contrasting largely the surrounding townscape. The Apart-hotel at No. 15-17 Uxbridge Road, located immediately east of the Site, would partially occlude the Proposed Development. The proposed extension to the north elevation of the central block would effectively relate to the new boundary established by Apart-hotel, along with the lower blocks on Uxbridge Road. In combination, both schemes would create a robust and coherent street edge to Uxbridge Road. The cumulative visual effect would be **beneficial**.

V.1

View 2 - Existing: The Broadway, on Hayes Bridge

View 2 – Existing

8.12 This view is taken on a bridge, looking north-west along The Broadway, at the point where it crosses the Grand Union Canal. The Broadway, which later becomes Uxbridge Road, is a major thoroughfare. Visual receptors would likely include shoppers and commuters who live and work nearby.

8.13 On the left side of this view, the brick parapet of the bridge over the Grand Union Canal is visible. Hedges and trees line the road at the end of the bridge. There is a good level of tree planting experienced in this view but the central main road is the more dominant feature. This stretch of The Broadway has wide pavements and a cycle lane, visible in the foreground. The Site, containing the Hyatt Hotel, is apparent in the central background section of the view. The existing hotel stands in isolation along the road, contrasting surrounding scales and acting as a wayfinding tool. There is a group of industrial buildings to the right, which are now used for self-storage. They include garages with red pitched roofs and a tower.

Viewpoint map

V.2

View 2 - Proposed: The Broadway, on Hayes Bridge

View 2 – Proposed

8.14 The Proposed Development, depicted as a light blue wireline, would be fully visible in the backdrop of the view. The upward and frontal extension to the existing hotel on the Site would be apparent, however the change experienced in the view would be limited, given the existing visual presence of the hotel. The proposed c-blocks, visible in front of the central block, would help break the overall mass of the Proposed Development, mediating between the taller central block and the lower surrounding townscape.

8.15 From this location, the Proposed Development's facade articulation, which comprises primary and secondary framing patterns, would be discernable and would ensure that the overall massing of the central and lower blocks are visually broken down in length. The warm tones applied to the elevations used would relate to the materiality seen on residential blocks along the street, relating better to the local context. The subtle variation in materiality tones in conjunction with the lower blocks would effectively add variation to result in a more interesting composition on the Site. The Proposed Development would be **beneficial** to the composition of the view.

V.2

View 2 - Cumulative: The Broadway, on Hayes Bridge

View 2 – Cumulative

8.16 The Apart-hotel scheme at No. 15-17 Uxbridge Road, depicted as purple wireline, would be visible on the southern side of the road in conjunction with the Proposed Development. In combination, both schemes would create a robust and coherent street edge to Uxbridge Road. The separation between the schemes, different use of materials and distinctive facade articulation would ensure that both schemes are clearly legible as different elements along the streetscape. The cumulative visual effect would be **beneficial**.

V.2

View 3 - Existing: Uxbridge Road, outside No. 188

View 3 – Existing

8.17 Looking north-west along Uxbridge Road, a car-dominated sub-urban environment is presented. Visual receptors are likely to be shoppers and commuters who live and work nearby.

8.18 On the left side of the view, there is a two-storey retail block in the form of a large warehouse unit. Adjacent, lies No. 15-17 Uxbridge Road, currently empty and bounded by construction hoarding. Further west, the Hyatt Hotel stands within the Site boundary creating a point of height along the street and acting as a wayfinding tool in the area. Its materiality and design contrasts largely the sub-urban residential character of the surroundings. This side of the street is busy with colourful fascia signs, street clutter and street vegetation. The foreground is dominated by the wide Uxbridge Road, which is fenced along the middle and flanked by wide pavement and parking spaces at either side. On the right side of the view, there are residential blocks surrounded by trees and shrubbery, which line this section of the northern side of Uxbridge Road. This stretch of the street also has a cycle lane, visible in the foreground.

Viewpoint map

V2

View 3 - Proposed: Uxbridge Road, outside No. 188

View 3 – Proposed

8.19 The Proposed Development, depicted as a photorealistic photomontage, would be visible along Uxbridge Road. The upward and front extension to the existing hotel on the Site would be apparent, however the level of visual change experienced as a result of change in scale and mass would be incremental to the already existing hotel. The proposed c-blocks, visible in front and further west, visually break the overall mass of the Proposed Development, mediating between the taller central block and the lower surrounding townscape. In combination, the massing of the Proposed Development creates a legible and robust street edge that addresses Uxbridge Road, as well as creating a sensible articulation of heights along the street. The celebrated point of height would create a legible entrance to the hotel as well as better activating the street frontage onto Uxbridge Road.

8.20 Its facade articulation, which features patterns of vertical and horizontal framing, would ensure that the overall massing of the central and lower blocks are visually broken down in length. The warm tones applied to the elevations, including the elevations of the existing hotel, would relate better to the materials seen on residential blocks along the street, resulting in a more contextual design to an area lacking in coherent townscape character. The different concrete tones applied to the central block and the lower blocks would ensure legibility of forms along the street and prevents the overall mass to appear as one overly dominant form. The Proposed Development would be **beneficial** to the composition of the view and its enhancement to the local townscape character.

V.3

View 3 - Cumulative: Uxbridge Road, outside No. 188

View 3 – Cumulative

8.21 The Apart-hotel scheme at No. 15-17 Uxbridge Road, depicted as photorealistic photomontage, would be visible on the southern side of the road in conjunction with the Proposed Development. The taller element of No. 15-17 Uxbridge Road relates to the height of the Proposed Development's central block, while its shoulder element relates to the Proposed Development's lower c-blocks. In combination, both schemes create a coherent and well-articulated street edge along Uxbridge Road, that would feature legible and consecutive points of height. The separation between the schemes, different use of materials and distinctive facade articulation would ensure that both schemes are clearly legible as distinct elements along the street. The cumulative visual effect would be **beneficial**, through the more dynamic architectural elements established here.

V.3

View 4 - Existing: Brookside Playing Fields, at northern entrance

View 4 – Existing

8.22 This view is taken from a pathway in Brookside Playing Fields, at the northern entrance looking south-west. It is an open green space with a tree-lined perimeter, intercepted by Yeading Brook. Visual receptors would mainly include pedestrians and cyclists visiting the park.

8.23 The foreground is dominated by grass with a pathway running through the center of the view into the background. Across the middle of the view, the trees and shrubbery that line the southern perimeter of the park are visible. In the background, the upper half of the Hyatt Hotel, within the Site, is visible above the tree tops, acting as a wayfinding tool. Part of Brookside Road is also apparent through a break in the vegetation. Brookside Road is a quiet residential street with two-storey terraced houses. In wintertime, more of the townscape in the backdrop of the view would be revealed, although heavily covered by tree branches.

Viewpoint map

V.4

View 4 - Proposed: Brookside Playing Fields, at northern entrance

View 4 – Proposed

8.24 The upper levels of the Proposed Development, depicted as a light blue wireline, would be visible above the canopies of the trees lining Brookside Playing Fields. The upward extension to the existing building would be apparent, however not causing a major visual difference in respect to the current condition. Part of the lower c-blocks would also be visible to the right. The visual effect would be **neutral**. Any change introduced through the proposed development would occur within the background of this view and would not impact on the more prominent open space to the middle and foreground. In wintertime, more of the Proposed Development would be revealed, including the lower c-blocks that surround the central point of height. The lower blocks would be positive in mediating the height of the Proposed Development's central block and the surrounding lower townscape. The textured facades, which feature warm concrete tones, would be apparent, adding visual richness and would help to better define the Proposed Development as a wayfinding tool.

V.4

View 4 - Cumulative: Brookside Playing Fields, at northern entrance

View 4 – Cumulative

8.25 Glimpses of the cumulative scheme at No. 15-17 Uxbridge Road (in purple wireline), would be visible through the tree tops along Brookside Playing Fields. The upper part of the consented Hamborough Tower, depicted as a pink wireline, would feature in views from the playing fields in parallel to the Proposed Development. In combination, the schemes would reveal the urban setting of the playing fields in a subtle way and would act a more effective wayfinding tool through a more interesting townscape synergy between the open landscape and urban context. Overall, the cumulative effect is **beneficial**. In wintertime, more of the cumulative schemes in the context of the Proposed Development may become apparent along the park edge. In combination, the schemes would create a coherent and soft urban edge to the park, where the green and leafy character of the area would continue to dominate the view.

V.4

View 5 - Existing: Brookside Road, junction with Swanage Wage

View 5 – Existing

8.26 This view is taken from Brookside Road, at the junction with Swanage Wage looking south-west. Both roads have a quiet residential character. They are lined with two-storey terraced houses with private gardens to the rear and front. Visual receptors would include mostly pedestrians and those who live in the local area.

8.27 The foreground is dominated by the road at the junction of Brookside Road and Swanage Wage. On the left side of the view, residential semi-detached houses with hipped roofs line Brookside Road and continue into the background. The houses are faced in red brick and rendering and have front driveways or gardens. In the backdrop of the houses the Hyatt Hotel, within the Site, stretches vertically, creating a clear and isolated intervention on the local skyline. On the right side of the view, there is a brick wall which curves around the junction of Brookside Road and Swanage Way. It marks the boundary of the front garden of the terraced house on this junction, which is mostly hidden by large trees.

Viewpoint map

V.5

View 5 - Proposed: Brookside Road, junction with Swanage Wage

View 5 – Proposed

8.28 Part of the upper levels of Proposed Development, depicted as a light blue wireline frame, is visible in the backdrop of the houses along Brookside Road. The upward and front extensions to the existing building on the Site would be apparent, however the visual change is considered to be limited in respect to the existing condition. In contrast to the existing building, the proposed central block would address Uxbridge Road, featuring an activated and better articulated northern facade. The top of the western c-block would be visible in the immediate context of the central block, acting as a mediator between the taller element of the Proposed Development and the lower surrounding townscape. Both elements of the Proposed Development would feature textured external elevations of warm concrete tones, which would relate in tonality with the materiality seen along Brookside Road. The architectural expression, featuring a vertical and horizontal framing pattern, would ensure that the Proposed Development and the houses along the road remain legible as separate elements in the townscape. Overall the visual effect would be **beneficial,** through the replacement building of greater architectural interest and quality.

V.5

View 5 - Cumulative: Brookside Road, junction with Swanage Wage

View 5 – Cumulative

8.29 The top of the cumulative scheme at No. 15-17 Uxbridge Road would be minimally visible in the backdrop of the houses along Brookside Road. Given the reduced visibility of the cumulative scheme, the combined visual effect is considered to be **neutral**.

V.5

View 6 - Existing: Brookside Road, junction with Dorchester Waye

View 6 – Existing

8.30 This view is taken from Brookside Road, at the junction with Dorchester Waye looking south-west. Both roads have a quiet residential character. They are lined with two-storey terraced houses with private gardens to the rear and front. Visual receptors would likely include pedestrians and those who live in the local area.

8.31 The foreground is dominated by the road at the junction of Brookside Road and Dorchester Waye. On the left side of the view, residential terraced houses with hipped roofs line Brookside Road and continue into the background. The houses are faced in red-brick and neutral rendering and have either front driveways or gardens. On the right side of the view, there is a group of trees in an open green space between Dorchester Waye and Cranborne Waye. In the background, at the centre of the view, the junction of Uxbridge Road and Brookside Road is visible. The rear side of the three-storey brick properties along Uxbridge Road are visible and behind them is the Hyatt Hotel, contained within the Site. The existing hotel's northern elevation, along Uxbridge Road, exhibits a vertical inactive expression, while its western and eastern facades exhibit a horizontal one. Currently, the existing building's form, architectural language and northern facade does not address the street or surroundings.

Viewpoint map

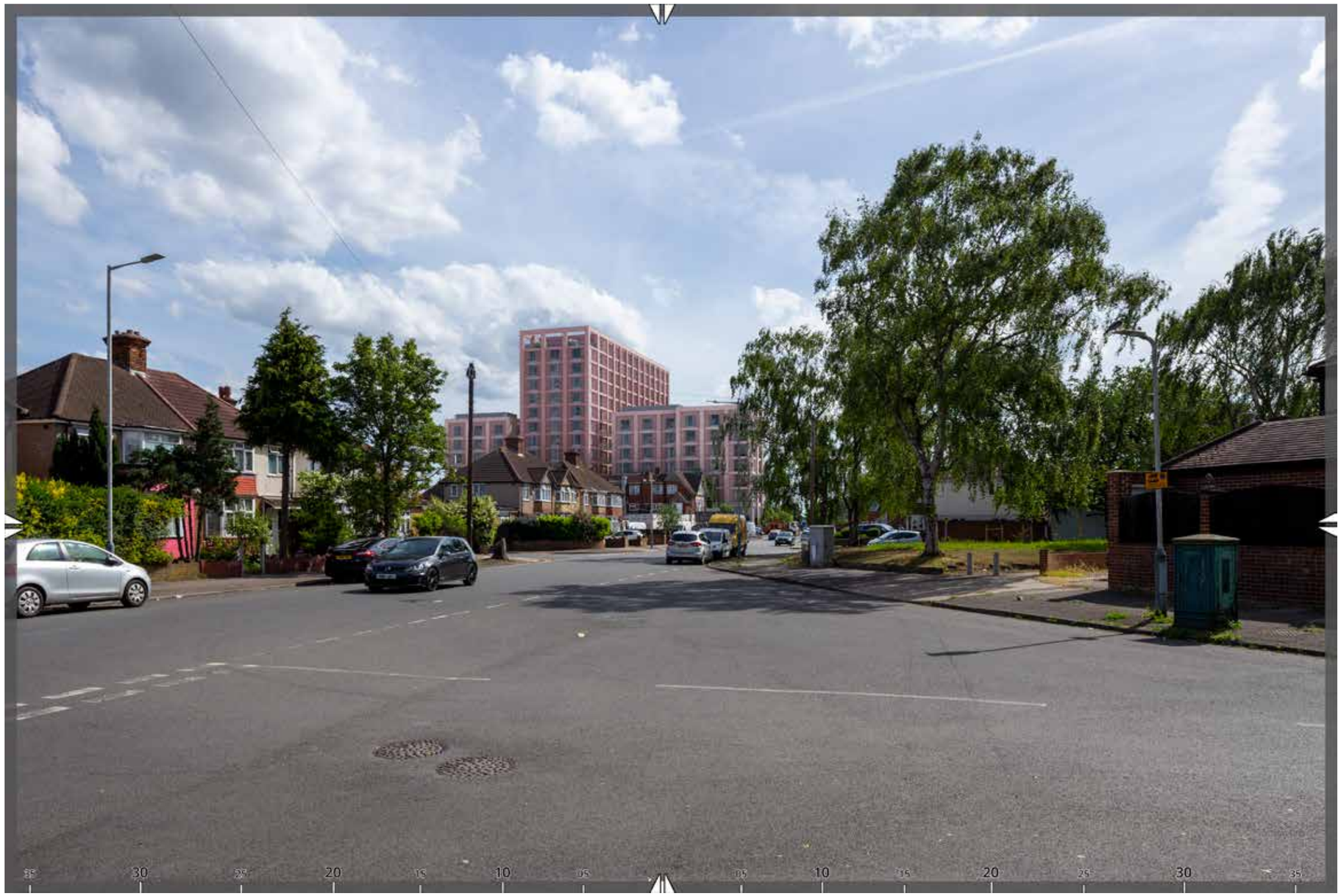
V.6

View 6 - Proposed: Brookside Road, junction with Dorchester Waye

View 6 - Proposed

8.32 The Proposed Development, depicted as a photorealistic rendered image, would be visible in the backdrop of the view. The upward and front extension to the existing building on the Site would be apparent, however the visual change in scale is considered to be limited in respect to the existing condition. To mitigate visual presence of the upward extension, the upper level features a terrace that adds lightness to the top of the central block and successfully completes the new architectural form through this differentiation. In contrast to the existing building, the proposed central block would address Uxbridge Road, featuring an active and better articulated northern facade. The lower c-blocks would be visible flanking the central block, acting as a mediators between the taller element of the Proposed Development and the lower surrounding townscape. In combination the blocks would generate an articulated street edge, that would contribute in improving the character and enclosure od the streetscape along Uxbridge Road.

8.33 Given the different concrete tones applied to the blocks and the distinctive elevational expression, the Proposed Development would be fully legible as a separate element in the townscape, separate to the houses along Brookside Road. The generous separation between the proposed blocks would also be apparent and their warm concrete tones, would relate to the tonalities and materials seen along Brookside Road. Overall the visual effect would be **beneficial.**

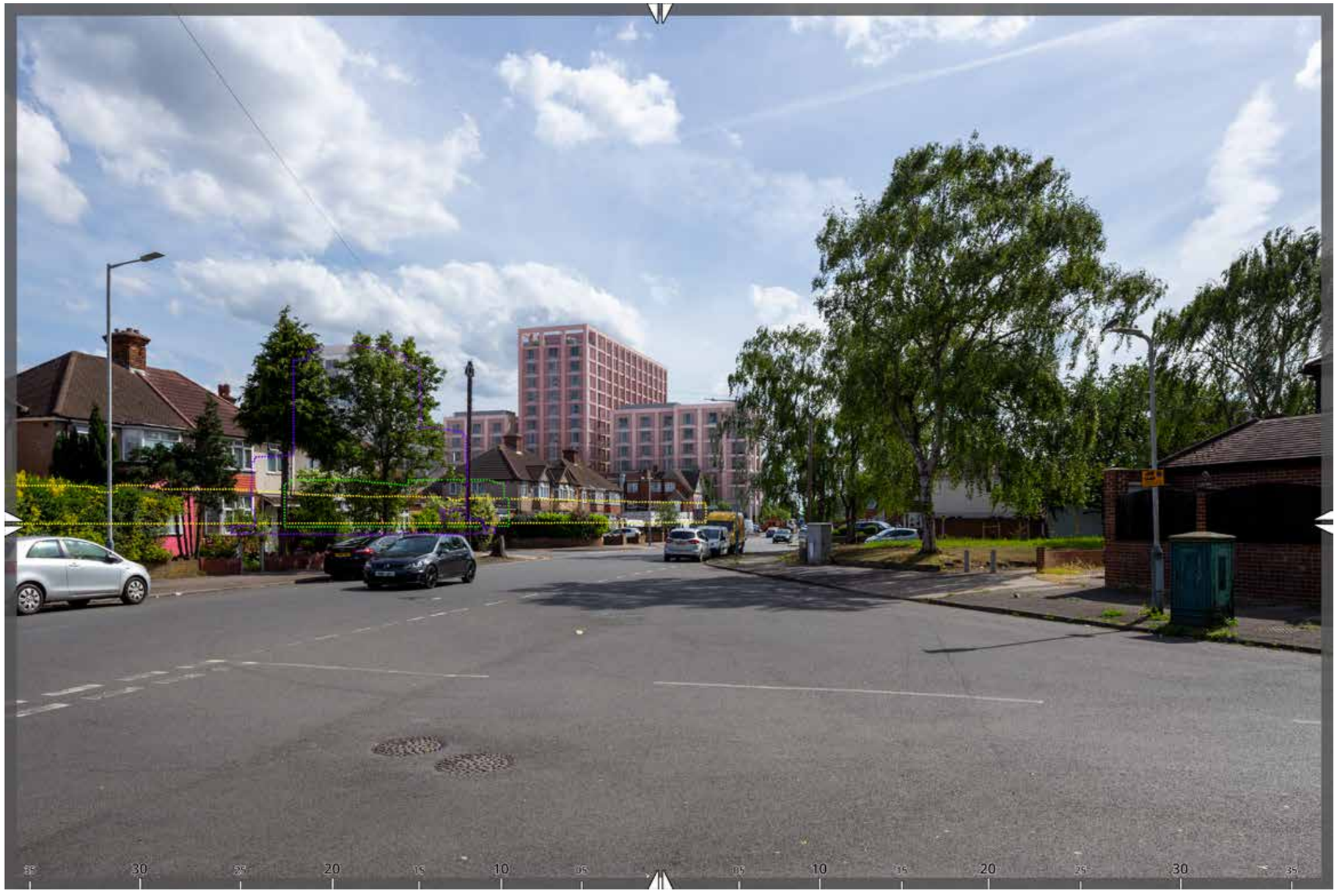


V.6

View 6 - Cumulative: Brookside Road, junction with Dorchester Waye

View 6 – Cumulative

8.34 Glimpses of the top floors of the cumulative scheme at No. 15-17 Uxbridge Road, depicted as a rendered image, would be visible in the through the foliage of trees along Brookside Road. Given the minimal visibility of the cumulative scheme in respect to the Proposed Development, the cumulative effect would be **neutral**. In wintertime, more of the cumulative scheme would be apparent. In combination with the Proposed Development, the schemes, which relate in scale and form, would create a coherent street edge that responds to the hierarchy of Uxbridge Road.



V.6

View 7 - Existing: Cerne Close

View 7 – Existing

8.35 This view is taken from Cerne Close looking south-west. Cerne Close is a cul-de-sac with a residential character. It is lined with two-storey semi-detached houses with front and back gardens. Visual receptors would generally include local pedestrians and those who live in the local area.

8.36 The foreground of this close view is dominated by the two-storey semi-detached houses lining the edge of Cerne Close. The houses have two hipped roofs and are faced in render with some red-brick detailing. The existing houses have private front gardens with driveways, which are bound by low red-brick perimeter walls. Trees and shrubs introduce greenery along the street and partially occlude sections of the houses. In the backdrop of the view, part of the upper levels of Hyatt Hotel, contained within the Site, are visible.

Viewpoint map

V.7

View 7 - Proposed: Cerne Close

View 7 – Proposed

8.37 The Proposed Development, depicted as a rendered photorealistic image, would be visible in the backdrop of the houses. The upward and front extension to the existing building on the Site would be apparent. The increase in height would result in a limited visual change in consideration of the existing condition. The additional storey would feature a recessed section on its northern elevation, which would add lightness to the top of the building, reducing its visual presence on the townscape, yet adding a more interesting architectural expression in its replacement.

8.38 The reclad exterior of the Proposed Development, which would feature a warm concrete tones, would relate to the material tones seen on the houses in front. The architectural expression of the Proposed Development, featuring framing pattern, would ensure that the houses in front, with a distinct expression, would remain visually legible. The proposed additional blocks would mostly remain occluded behind the houses and the street trees along the street. The effect would be **neutral**. In wintertime, more of the proposed eastern block would be visible, although largely occluded by tree branches. Its generous separation from the proposed central block would ensure that both are read as separate elements in the townscape, that address the edge of Uxbridge Road.

V.7

View 7 - Cumulative: Cerne Close

View 7 – Cumulative

8.39 The top floors of the cumulative scheme at No. 15-17 Uxbridge Road would be visible in the backdrop of the houses along Crene Close, in a similar way to the Proposed Development. The taller elements of both schemes relate in height, creating a minimal but animated intervention on the local skyline. The cumulative effect would be **beneficial** in its contextual addition.

V.7

View 8 - Existing: Uxbridge Road, opposite Minet Country Park

View 8 – Existing

8.40 This view is taken from Uxbridge Road looking south-east. Uxbridge Road is a major thoroughfare through west London, well serviced by buses. Visual receptors would likely include commuters and those who live in the local area.

8.41 On the left side of this view, in the foreground, there is a tree-lined pedestrian pathway and cycle lane between two strips of grass. On the right side of the view, a wide section of Uxbridge Road that has five lanes for traffic is visible. The Hyatt Hotel, within the Site, is visible in the middle of the view in isolation and exhibiting its 12-storey plus plant horizontal volume. In front, there is an industrial building with a large carpark. In the middle ground on the left, three-storey brick terraced houses are visible with retail units on the ground floor. Vegetation found on the northern edge of Minet Country Park (to the right) and along the cycling lane (to the left) occludes part of the built form along the road and adds to the sub-urban leafy character of the area. In the background of the Hyatt Hotel, tall buildings are visible. Overall the view illustrates a car-dominated environment with a disjointed street edge.

Viewpoint map

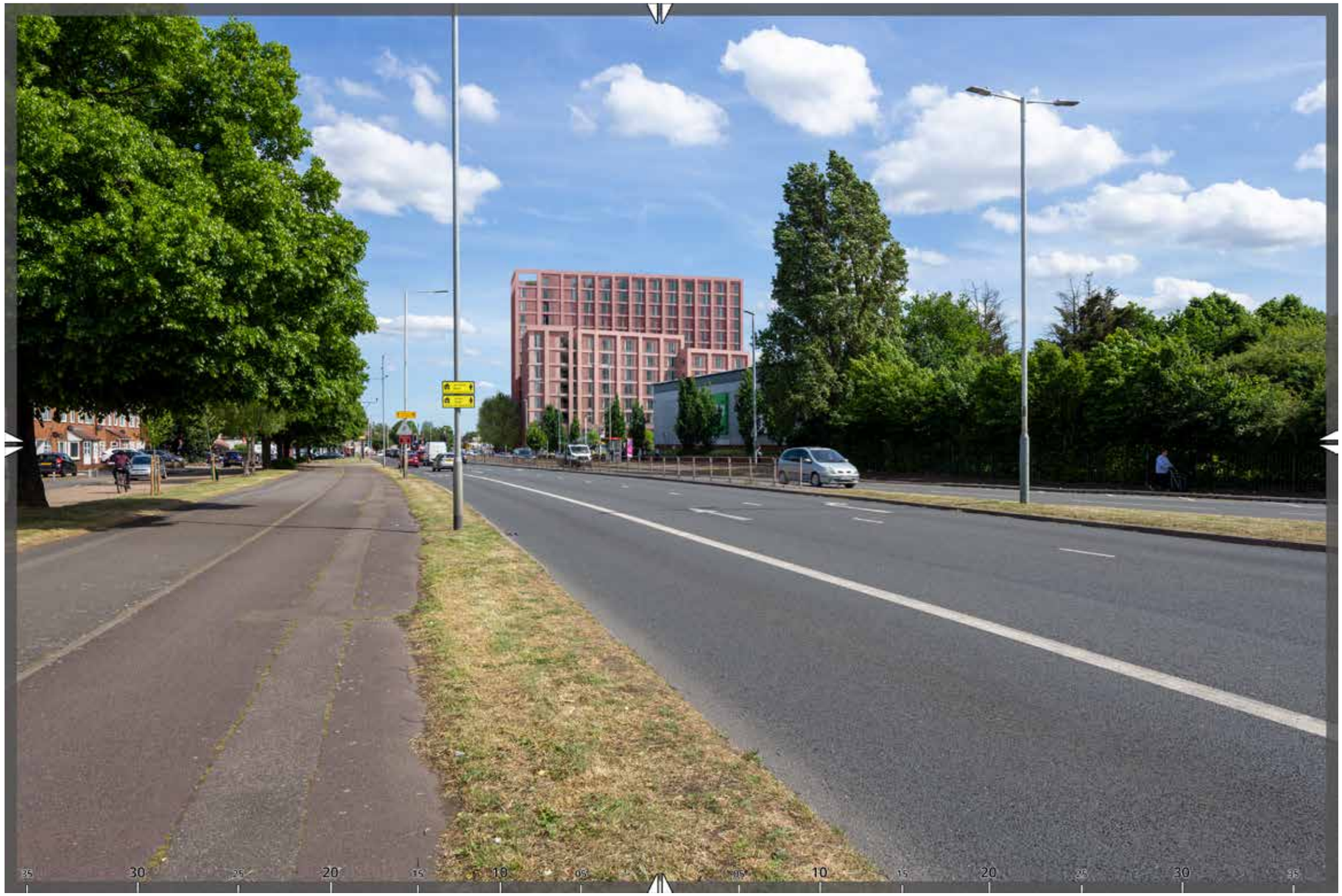
V.8

View 8 - Proposed: Uxbridge Road, opposite Minet Country Park

View 8 – Proposed

8.42 The western elevation of the Proposed Development, depicted as a rendered photorealistic image, would be visible in the middle of this visual corridor. The extension and refurbishment of the existing building would be apparent, marking the local skyline in a similar way to the current condition. The proposed lower western c-block, largely occludes the mass of the central block, visually breaking down its mass and differentiating the more varied forms through subtle changes in materiality tones. The Proposed Development's point of height helps to identify the entrance to the hotel, while at the same time steps down from the central block towards the lower sections of townscape along Uxbridge Road, as well as the lower elements along Springfield Road. Its form, aligned with the edge of the main road, creates a strong and clear urban edge.

8.43 The architectural expression of the Proposed Development, featuring a framing pattern, aims to break down the horizontality of the central block, and ensures that the lower blocks are also broken down into smaller volumes. The architectural expression and the distinct warm concrete tones applied to the facades, ensure that elements within the Proposed Development are legible and do not visually coalesce with each other. Overall the Proposed Development is a **beneficial** addition to the view.



V.8

View 8 - Cumulative: Uxbridge Road, opposite Minet Country Park

View 8 – Cumulative

8.44 Several cumulative schemes would be visible in the backdrop of this visual corridor. This would include the consented Hamborough Tower (in pink wireline) the Development at Quayside Quarter (in red wireline), South Sidings (in orange wireline) and Margarine Works (in green wireline). The Apart-hotel scheme at No. 15-17 Uxbridge Road would be fully occluded by the Proposed Development in front. In combination, the visible cumulative schemes would introduce a varied and animated local skyline in the context of the Site, improving legibility along Uxbridge Road. Given the distance of the schemes in relation to the Site, they would be clearly read as part of a different layer in the townscape. The cumulative effect is **beneficial**.

V.8

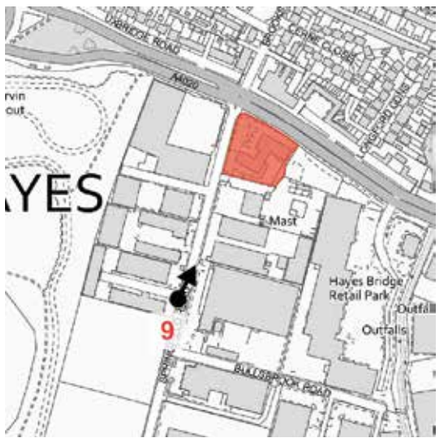
View 9 - Existing: Springfield Road, outside Elystan Business Centre

View 9 – Existing

8.45 This view is taken from Springfield Road outside Elystan Business Centre looking north-east. The road has a strong industrial character and runs east of Minet Country Park. Visual receptors would likely include those who work in the local area, students of the Guru Nanak Sikh Academy, as well as local business customers.

8.46 The foreground of this view is dominated by industrial units, which are set back from Springfield Road. On both the left and right sides of the street, there are gated car parks in front. On the right side of the view, there is a two-storey supermarket with a grey and blue facade. On the left of the supermarket, there is a two-storey building with a brick facade which is used for commercial and retail purposes. In the middle of the view, the southern elevation of the Hyatt Hotel, within the Site boundary, is visible marking the skyline in isolation. In the background, two-storey residential properties along Uxbridge Road and Brookside Road are also visible.

Viewpoint map



V.9

View 9 - Proposed: Springfield Road, outside Elystan Business Centre

View 9 – Proposed

8.47 The Proposed Development, depicted as a rendered photorealistic image, would be fully visible at the corner of Uxbridge Road and Springfield Road. Its form, featuring a range of elements of different heights would create a clear street edge along Springfield Road and Uxbridge Road. The extension and recladding of the exiting hotel on the Site would be apparent, marking the local skyline in a similar way to the existing condition. The lower blocks, at either side of the central taller block, celebrate the height of the taller element and mediate its scale in respect to the surrounding lower context through the variety in architectural form introduced. These are linked through external walkways that visually reduce the overall mass of the Proposed Development on the southern elevation.

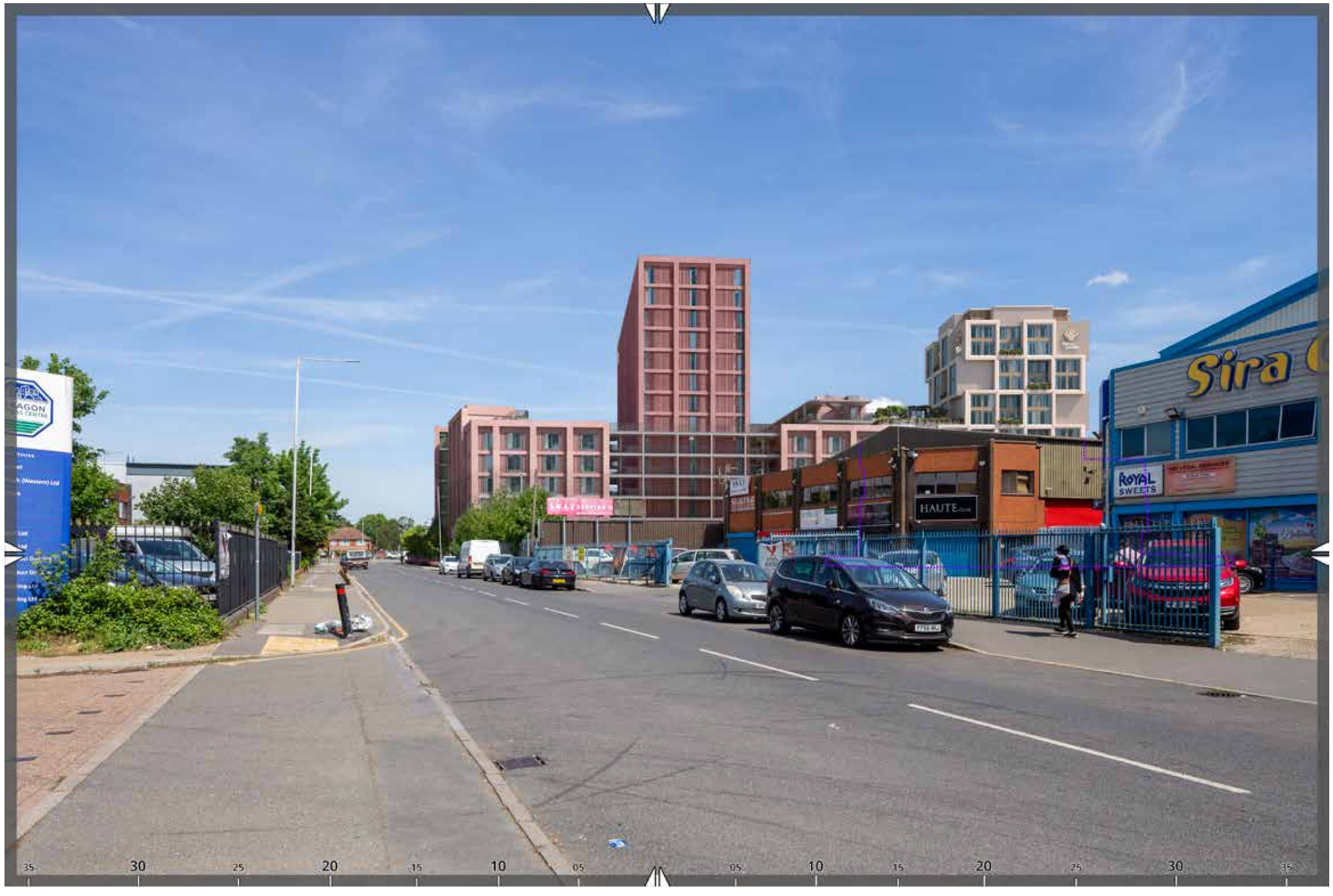
8.48 The architectural expression of the Proposed Development, which features warm concrete tones and a framing pattern, ensure that elements within the Proposed Development are legible as broken down volumes and that they relate in tonality with the materiality and character seen in the context. The effect would be **beneficial**.

V.9

View 9 - Cumulative: Springfield Road, outside Elystan Business Centre

View 9 – Cumulative

8.49 The Apart-hotel scheme at No. 15-17 Uxbridge Road would be visible to the right in the backdrop of the industrial units along Springfield Road. Only the upper floors of the taller element would be visible in parallel to the Proposed Development. Both schemes feature similar heights, with enough separation between the taller elements, which in combination would animate the skyline along Uxbridge Road through the introduction of more dynamic architectural forms. The effect would be **beneficial**.



V.9

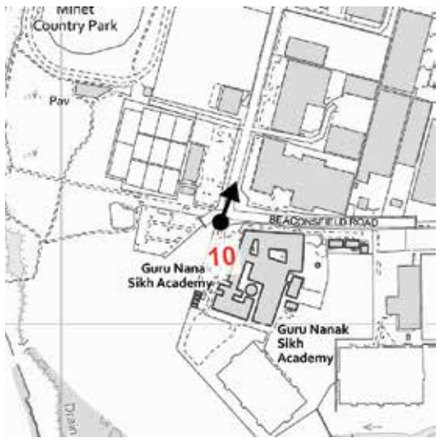
View 10 - Existing: Beaconsfield Road, at entrance to Minet Country Park car park

View 10 – Existing

8.50 This view is taken from Springfield Road at the entrance of Minet Country Park car park looking north-east. This road has a strong industrial character and runs east of Minet Country Park. At the southern end of Springfield Road, there are schools that are part of the Guru Nanak Sikh Multi Academy Trust and sports grounds. Visual receptors are likely to include those who work in the local area, cyclists, visitors of Minet Country Park and those who use the sports facilities and the Guru Nanak Sikh Multi Academy Trust schools.

8.51 The foreground of this view is dominated by the roundabout at the junction of Springfield Road and Beaconsfield Road. To the left, there is a cycle lane and a gated carpark to Goals Hayes (sports facilities). Behind this, there is a single-storey white building with a large footprint. It is used as an education centre. On the right side of the view, there is a single-storey building used as film studios. In the middle of the view, in the background, the upper section of the Hyatt Hotel, contained within the Site, is visible marking the local skyline behind the tree canopies of street trees and acting as a wayfinding tool.

Viewpoint map



V.10

View 10 - Proposed: Beaconsfield Road, at entrance to Minet Country Park car park

View 10 – Proposed

8.52 The Proposed Development, depicted as a light blue wireline, would be minimally visible in the backdrop of the vegetation in the view. The extension of the existing building on the Site would be apparent and would mark the local skyline in a similar way to the existing condition. Change in scale as a result of the Proposed Development is considered to be minimal, given that most of its mass and form would remain fully occluded by the vegetation in front. Part of the lower c-block would be visible above the trees. The c-block mediates the height of the proposed central block in a subtle manner. The visual effect would be **neutral**. In wintertime, more of the articulated form of the Proposed Development would be revealed however most of its visibility would remain partially occluded by tree branches.

V.10

View 10 - Cumulative: Beaconsfield Road, at entrance to Minet Country Park car park

View 10 – Cumulative

8.53 The Apart-hotel scheme at No. 15-17 Uxbridge Road would be partially visible in the context of the Site, above the tree foliage. Given their limited visibility as a result of the vegetation along the street, the combined visual effect is **neutral**. In wintertime, more of the cumulative schemes would be revealed, and in combination with the Proposed Development, they would contribute to the local skyline of Uxbridge Road, acting as wayfinding tools and improving legibility.

V.10

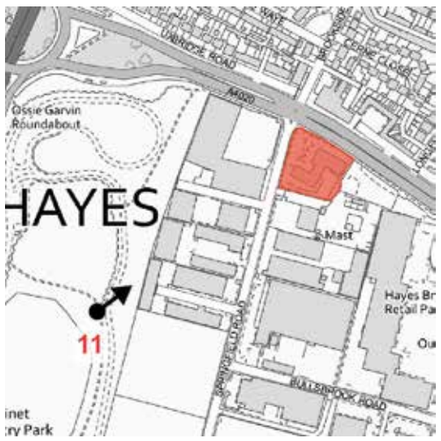
View 11 - Existing: Minet Country Park, at intersection of paths in north-eastern area of park

View 11 – Existing

8.54 This view is taken from Minet Country Park, at the intersection of paths in the north-eastern area of the park, looking north-east. Minet Country Park is an open green space with pathways for pedestrians and a cycling track in the northern part. Visual receptors would likely include cyclists and visitors to the park.

8.55 The foreground of this view is dominated by part of the cycling track surrounded by grass and vegetation. An industrial building is visible in the middle ground and the upper half of Hyatt Hotel is visible at the centre of the view in the background. The existing hotel stands in isolation and acts as a local marker and wayfinding tool.

Viewpoint map



V.11

View 11 - Proposed: Minet Country Park, at intersection of paths in north-eastern area of park

View 11 – Proposed

8.56 The Proposed Development, depicted as a light blue wireline, would be visible in the backdrop of the view. The upward extension and refurbishment of the existing building on the Site would be apparent, marking the local skyline in a similar way to the existing condition. The upper parts of the lower blocks would be partly visible at either side of the proposed point of height. The improved elevational expression of the Proposed Development would be apparent form this location, appearing as a more varied mass. The framing pattern and warm concrete tones would add richness to the skyline and would elevate the condition of the existing hotel. The visual effect is considered **beneficial**.

V.11

View 11 - Cumulative: Minet Country Park, at intersection of paths in north-eastern area of park

View 11 – Cumulative

8.57 The cumulative development at No. 15-17 Uxbridge Road, depicted as a purple wireline frame, would be partly visible behind the canopy of a tree within Minet Country Park. Its form would be visible alongside the taller element of the Proposed Development, featuring a similar scale. In combination, the emerging developments would animate the local skyline more effectively alongside one another and would contribute to wayfinding within Minet Country Park. The cumulative effect is **beneficial**.

V.11

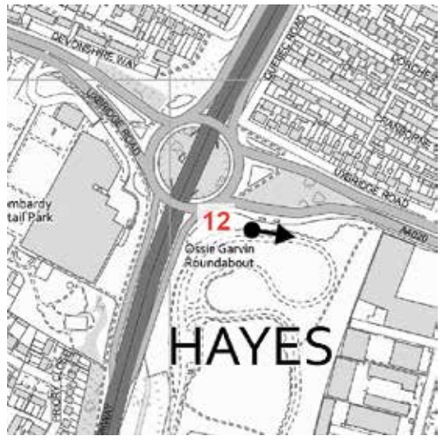
View 12 - Existing: Minet Country Park, at northern path along Hillingdon Cycle Circuit

View 12 – Existing

8.58 This view is taken from Minet Country Park, on the northern path along Hillingdon Cycle Circuit looking east. Minet Country Park is an open green space with pathways for pedestrians and a cycling track in the northern part. Visual receptors are likely to include cyclists and visitors to the park.

8.59 The pathway through the park for pedestrians runs through the centre of this view, from the foreground into the background. On the right side of the view, part of the cycling track through the park is visible. The track and pathway are both surrounded by grass, shrubbery and trees. The upper levels of Hyatt Place Hotel, within the Site boundary, are visible at the centre of the view in the background, marking the skyline in isolation.

Viewpoint map

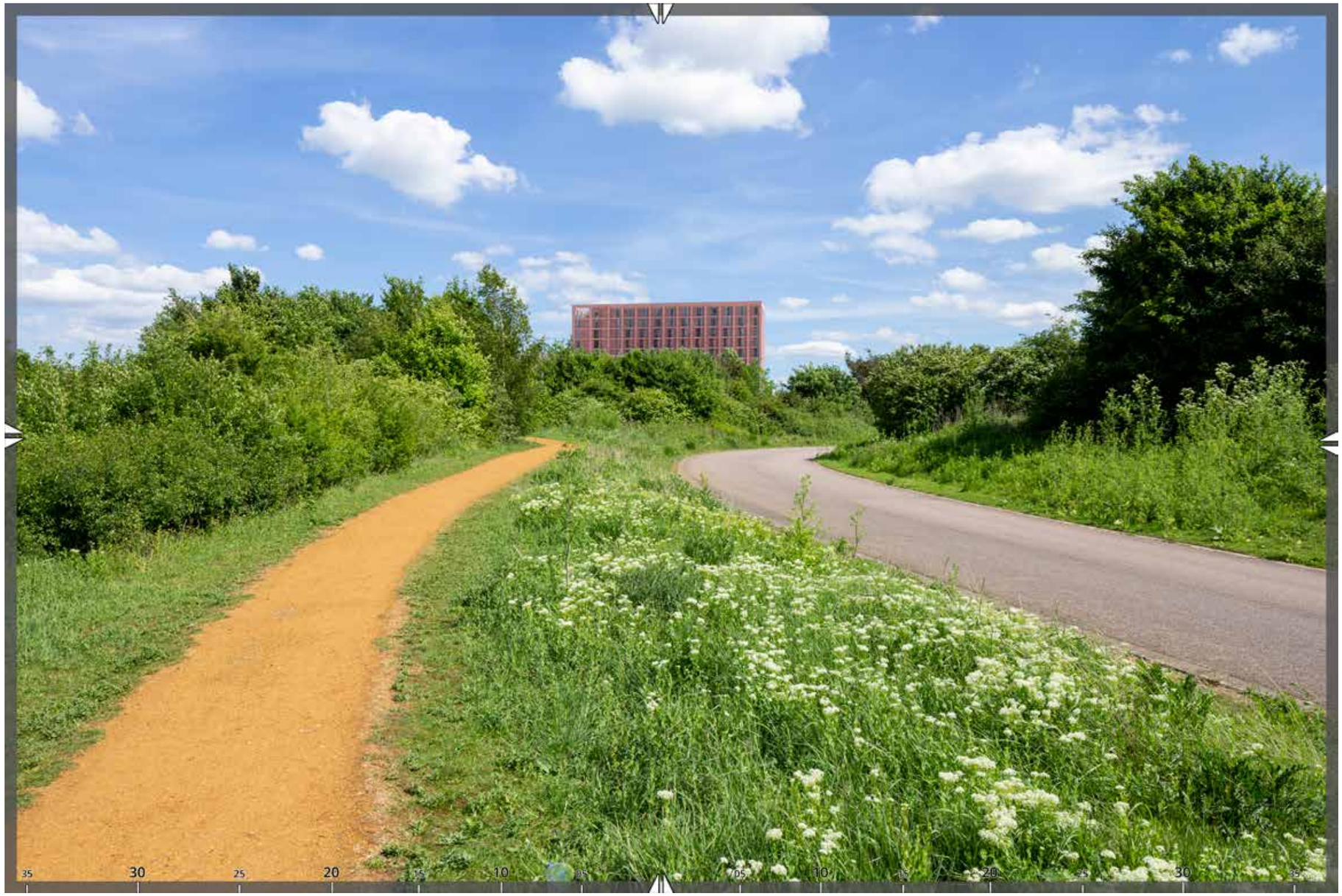


V.12

View 12 - Proposed: Minet Country Park, at northern path along Hillingdon Cycle Circuit

View 12 – Proposed

8.60 The Proposed Development, depicted as a rendered photorealistic image, would be visible in the backdrop of the view. The upward and north extension to the existing building on the Site would be apparent, however would account to minimal visual change overall. The re-clad exterior of the existing hotel, would feature a framing and fenestration pattern that would ensure that the length of the visible elevation is visually broken down. The quality of the elevational expression visible from the park is improved in contrast to the existing hotel, through the application of warm concrete tones and textures that would add visual richness to the skyline. Overall the effect is considered to be **beneficial**. In wintertime, more of the Proposed Development would be revealed, including the upper section of the lower western c-block. Its visibility in conjunction with the taller central block would be positive as it will mediate its height in relation to the surrounding context.

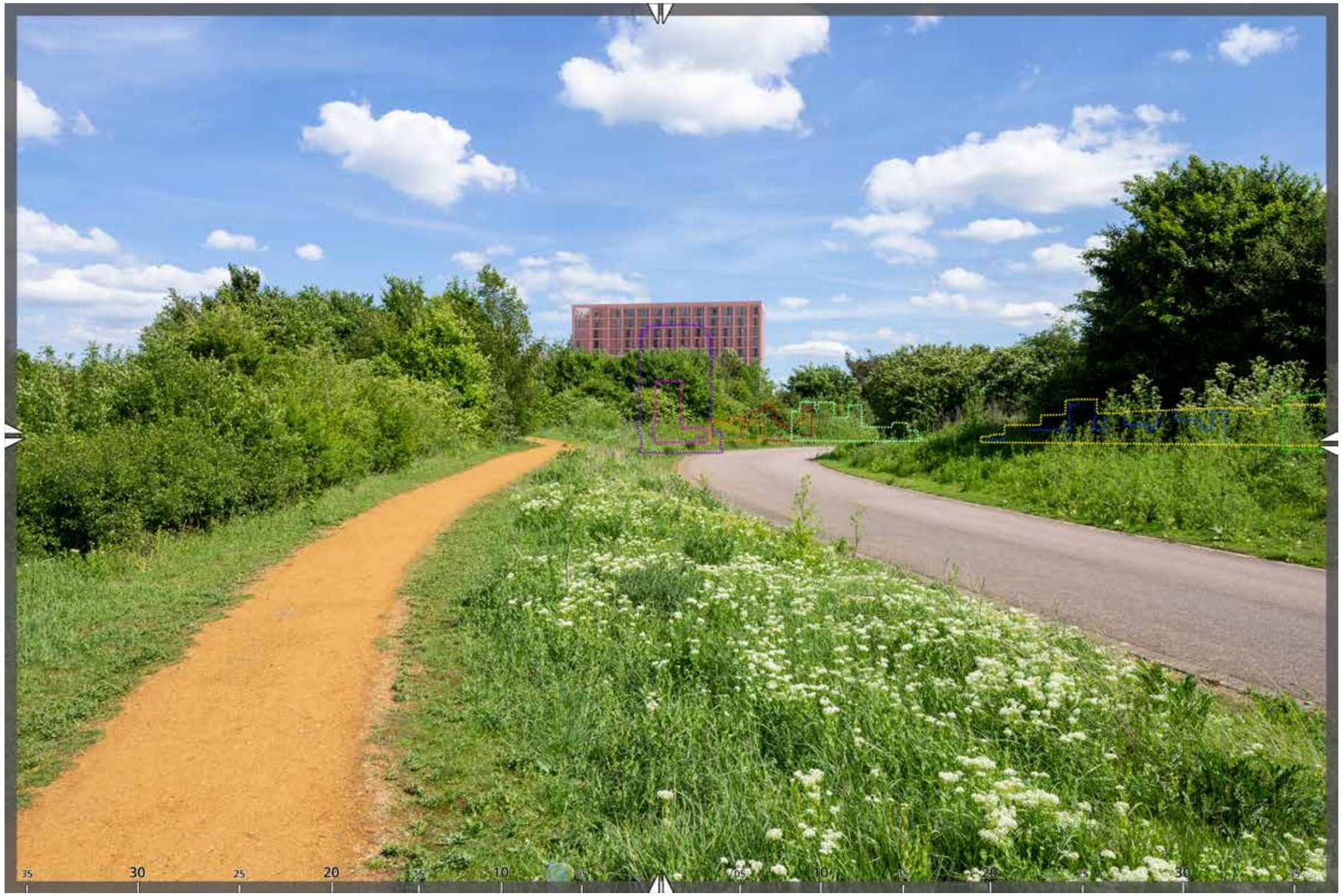


V.12

View 12 - Cumulative: Minet Country Park, at northern path along Hillingdon Cycle Circuit

View 12 – Cumulative

8.61 The cumulative scheme at No. 15-17 Uxbridge Road would be fully occluded behind the Proposed Development. Other cumulative schemes would also be fully occluded behind built form and vegetation. There would be **no cumulative effect.**



V.12

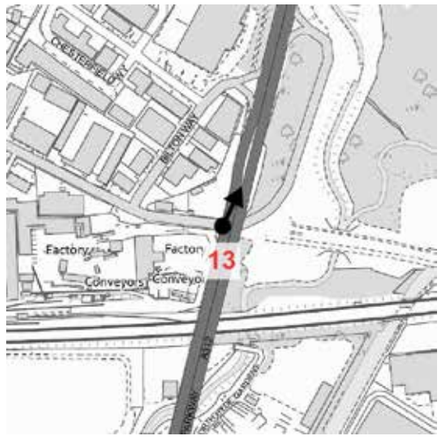
View 13 - Existing: The Pkwy (A312), at pedestrian path along overpass

View 13 – Existing

8.62 This view is taken from 'The Parkway' (A312) overpass. This 'A' road is a major dual carriageway in Hayes. Visual receptors would likely include commuters, pedestrians and cyclists.

8.63 This view is dominated by the A312, with a red cycle lane in the middle of the foreground and a pedestrian path to the left. In the middle ground on the left side of the view, there is an industrial building for self-storage and on the right side of the view, the tree-tops from Minet Country Park are visible. 'The Parkway' disappears into the horizon and to the right in the background the Hyatt Hotel is visible marking the skyline among the trees.

Viewpoint map



V.13

View 13 - Proposed: The Pkwy (A312), at pedestrian path along overpass

View 13 – Proposed

8.64 The Proposed Development, depicted as a light blue wireline frame, would be visible in the backdrop of the view. The upward extension to the existing hotel building would be apparent, enhancing the verticality of the Proposed Development. Part of the lower blocks would be visible flanking the taller central block and acting as height mediators of the overall composition. Given the location of the Site in respect to the viewpoint and the partial visibility of the Proposed Development, the visual effect is **neutral**.

V.13

View 13 - Cumulative: The Pkwy (A312), at pedestrian path along overpass

View 13 – Cumulative

8.65 The upper levels of several cumulative schemes emerging in the context of the Site would be visible along the horizon of the view. In combination with the Proposed Development, the schemes would introduce a new scale in the local area, contributing to its legibility and would generate an animated local skyline. The cumulative effect is considered to be **beneficial**.

V.13

9. Conclusion

9.1 This TVIA has been prepared by The Townscape Consultancy to assess the townscape and visual effects of the Proposed Development, both in isolation and cumulatively with other consented schemes in the vicinity of the Site.

9.2 The Site is located between the town centres of Hayes and Southall, in close proximity to Heathrow Airport. It location, at the junction of a variety of uses including residential, commercial, industrial and recreational, holds an important opportunity for regeneration. In its current state, the Site's use is considered to be inefficient and contains an isolated twelve-storey building that does not positively respond to the surrounding townscape. The Proposed Development aims to improve the relationship of the Site with the existing and emerging context by delivering a high quality development that comprises the re-use of the existing hotel on the Site.

9.3 The consultancy has advised the Architects on the development of the design throughout the process, in order to ensure that any necessary mitigation is embedded in the final designs assessed. The effects arising from the Proposed Development have been then assessed in light of the Architects' final detailed designs. Furthermore, an engaged consultation exercise with LBH and GLA officers has been undertaken to help inform this design development process and comments received have been taken on board in how the scheme has evolved.

9.4 In terms of townscape effects, the Proposed Development was described and independently assessed for its effects on the immediate and wider context. It was found that it has been sensitively designed, taking into consideration the surrounding townscape, and where possible mitigating against any potential negative effects on the character of the surrounding urban fabric. It is considered that the Proposed Development would have a number of urban design benefits, including the improvement the existing hotel's condition, as a result of its northward and upward extension, which would result in a better proportioned form and active presence along Uxbridge Road; the introduction of robust street frontages to Uxbridge Road and Springfield Road, as a result of the carefully crafted massing and elevational strategy, which would benefit the streetscape experience along these corridors; and the improvement of public realm along the Site's edges.

9.5 In terms of its effects on visual amenity, a total of 13 townscape views were considered and assessed in detail, comparing the 'existing' baseline condition with the 'proposed' condition after the scheme is completed, and the 'cumulative' condition taking into account consented schemes in the vicinity of the Site, or visible in long distance views. All of the visual effects assessments concluded that the Proposed Development would have a beneficial or neutral effect on the visual amenity of the area. Beneficial visual effects were also found in relation to the scheme approved at committee for No. 15-17 Uxbridge Road. In combination, both schemes will improve the streetscape quality along Uxbridge Road and would introduce a visually interesting local skyline that improves legibility and wayfinding in the local area.

9.6 Overall, the Proposed Development is found to have been designed in compliance with policy and guidance in relation to townscape, and visual impacts. In addition to its architectural quality, the Proposed Development will offer a range of regeneration benefits in compliance with the three objectives of sustainable development contained within the NPPF. The Proposed Development's carefully considered design will bring forward an improvement to the character of Hayes.

Appendix 1 - References

Local policy and supplementary planning documents

- London Borough of Hillingdon, Local Plan Part 1 – Strategic Policies (November 2012);
- London Borough of Hillingdon, Local Plan Part 2 – Development Management Policies and Site Allocations and Designations (January 2020); and
- Allies and Morrison Urban Practitioners, Hillingdon Townscape Character Study (November 2013).

Books, online resources and databases

- Diane K Bolton, H P F King, Gillian Wyld and D C Yaxley, 'Hayes: Introduction', in *A History of the County of Middlesex: Volume 4, Harmondsworth, Hayes, Norwood With Southall, Hillingdon With Uxbridge, Ickenham, Northolt, Perivale, Ruislip, Edgware, Harrow With Pinner*. *British History Online* http://www.british-history.ac.uk/vch/middx/vol4/pp22-26
- Historic England, https://historicengland.org.uk/
- London Borough of Hillingdon, 'Historical towns and rivers: Hayes', https://www.hillingdon.gov.uk/article/7930/Hayes
- London Borough of Hillingdon, 'Historical towns and rivers: Uxbridge', https://www.hillingdon.gov.uk/article/7931/Uxbridge

Cartographical sources and images

- Digimap - https://digimap.edina.ac.uk/roam/map/historic (reference only)
- Old Maps Online - https://www.oldmapsonline.org/
- Layers of London - https://www.layersoflondon.org/
- Collage London - https://www.londonpicturearchive.org.uk/
- Britain from Above - https://www.britainfromabove.org.uk/

Appendix 2 - Rockhunter's Methodology

Method Statement

1 STANDARDS

1.1 The AVR images contained in this document have been produced in accordance with the best practices and advice taken from the following documents:

a) Revised Supplementary Planning Guidance, London View Management Framework, March 2012, henceforth LVMF

b) 2015 Erratum to the LVMF 2012 SPG

c) Landscape Institute: "Visual Representation of Development Proposals, Technical Guidance Note 06/19", henceforth TGN06/19

d) Landscape Institute/IEMA: Guidelines for Landscape and Visual Impact Assessment (GLVIA3)", henceforth GLVIA3.

e) Scottish Natural Heritage: "Visual Representation of

f) Wind Farms v2.2 February 2017", henceforth SNH 2017

2 SCOPE OF WORK

2.1 Rock Hunter Ltd. were appointed as imaging consultant, producers of AVRs and computer generated view study images on behalf of Pelicans Manufacturing Co. LTD. The architects are Haptic Architects. Rock Hunter Ltd. are an architectural visualisation company with 20 years of experience in creation of 3D computer models, rendering and digital imaging.

3 AFFILIATION AND PLACE OF WORK

3.1 Rock Hunter Ltd. is not affiliated with any party involved in the planning, consultation or design of the 27 Uxbridge Road - Stockdale LLP project and is acting as an independent consultant on the project. Photography, survey and camera matching has been carried out by ArcMinute Ltd. Survey data, camera matches and proof have been supplied to Rock Hunter Ltd.

4 COMPUTER MODEL

4.1 Rock Hunter received a 3d computer model of the proposed development from Haptic Architects as well as selected architectural drawings and a site survey. The computer model was adapted to work with Rock Hunter's 3d modelling software and design changes were undertaken on instruction from Haptic Architects on the basis of supplied architectural drawings to reflect the latest design. All AVRs in this document are based on this computer model.

5 PHOTOGRAPHY

5.1 The Photography was carried out by ArcMinute Ltd. A digital 35mm format mirrorless Camera, mounted on a tripod, was used throughout the project. The details of each photo (Camera, Lens, Date, Time, as well the position are listed in the **Technical Methodology**). Unless otherwise specified, the camera is positioned 1.65m above ground level, and the positions permanently marked on the ground. Alternatively, where marking of the ground is impractical or not permanent, an existing, distinct feature on the ground was chosen, or the point marked with temporary markings and surveyed within a few days of the photograph taken.

6 SURVEY

6.1 A professional surveyor was commissioned to survey the marked camera location and a set of camera control points for each viewpoint. This is used to determine the location of the camera position and for camera control points, a set of survey points within each photograph that are used to demonstrate the accuracy of the camera match. The survey is carried out using a mix of GNSS and laser total station and are tied into OS coordinates.

7 TYPE OF AVR SHOWN

7.1 Based on the above mentioned information and our computer model, Rock Hunter then generated a set of AVRs for each viewpoint. The set includes the baseline photograph, one montage showing baseline + proposed development, and a "baseline + proposed development + cumulative schemes". Depending on what type of visualisation has been agreed with the local authority, the proposed development will be shown as AVR1 or AVR3 (LVMF) / Visualisation Types 3 or 4 (TGN 06/19).

8 VERIFICATION

8.1 Rock Hunter publishes in this document in the **Technical Methodology** all relevant details of the recorded photographs and the source information of all computer models as well as the working methods used in the creation of the AVRs to which will allow independent verification of the AVRs.

9 METHOD STATEMENT

9.1 This document was created by Rock Hunter Ltd., and shows visual representations of the proposed development in accordance with LVMF "Accurate Visual Representation" standards and TGN06/19 "Survey-verified" standards.

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a) The LVMF defines an AVR as: *"An AVR is a static or moving image which shows the location of a proposed development as accurately as possible; it may also illustrate the degree to which the development will be visible, its detailed form or the proposed use of materials. An AVR must be prepared following a well-defined and verifiable procedure so that it can be relied upon by assessors to represent fairly the selected visual properties of a proposed development. AVRs are produced by accurately combining images of the proposed building (typically created from a three-dimensional computer model) with a representation of its context; this usually being a photograph, a video sequence, or an image created from a second computer model built from survey data. AVRs can be presented in a number of different ways, as either still or moving images, in a variety of digital or printed formats."*

b) The TGN06/19 defines Survey-verified as: " *Survey-verified photography involves using a surveyor, or survey equipment, to capture camera locations and relevant target points within the scene, which are then recreated in the 3D-model and used to match the camera image with a high degree of precision. Surveying equipment allows the camera location and fixed target points in the view to be calculated down to centimetre accuracy. Highly accurate visualisations may be produced by correctly matching the 3D model camera position and geometry of the view to the original photograph, using pixel level data, resulting in a survey-verified photomontage."*

10 CHOICE OF VIEWS

10.1 Rock Hunter was provided with location maps for photography for each view by The Townscape Consultancy. ArcMinute Ltd took the photographs from supplied positions and with knowledge of the proposed development to frame views aesthetically and in line with best practices as set out in TGN06/19.

11 FIELD OF VIEW

11.1 The TGN06/19 (p5, para 2.2) states that *"Baseline Photography should:*

- *include the extend of the site and sufficient context;"*

and that (p21, para 4.5.3) "*Baseline photography should be carried out with a Full Frame Sensor (FFS) camera and 50mm Focal Length prime lens, unless there are exceptional conditions where wider-angle lenses are required to fully capture the scene (e.g. tall tower blocks - see below). In such cases, any departures from FFS +50mm FL should be explained and agreed with the competent authority.",*

and that (p.28, para 1.1.7) "*If a 50mm FL lens cannot capture the view in landscape or portrait orientation (for example, if the highest point of the development is approaching 18° above horizontal) the use of wider-angled prime lenses should be considered, working through the following sequence of fixed lenses in this order: 35mm FL > 28mm FL > 24mm FL > 24mm FL Tilt-Shift.*"

and that (p.35, para 4.1.5) "*Views should include the full extend of the site / development and show the effect of the it has upon the receptor location. Additional photographs may illustrate relevant characteristics, such as the degree and nature of intervening cover along a highway or footpath, without showing the site / proposal.*"

and that (p.36, para 4.2.1.) "*The proposal under consideration and its relevant landscape context will determine the FoV (horizontal and vertical) required for photography and photomontage from any given viewpoint.",*

and that (p.54, para 13.1.1) "*The 24mm tilt shift is typically used for visualisation work where viewpoints are located close to a development and the normal range of prime lenses will not capture the proposed site*"

11.2 The preference for a 50mm prime lens, or to use a prime lens in portrait mode often does not satisfy the para 1.17, para 4.1.5 or para 4.21 for confined urban contexts, and as such a compromise has to be found that produces a wide enough HFoV, as well as including the full height of the proposed development. The reason for each choice of lens that deviates from the "FFS +50mm FL" approach has been noted in **Table "Viewpoint figure notes"**.

12 SCALE VERIFIABLE

12.1 The images are show 325mm wide if the document is printed at it's correct size of A3. Using the viewing distance reference (TGN06/19 p.14 para 3.8.4 of 542mm) this results in a viewing scale of 90% for 50mm FL landscape views, and 41% for 24mm FL landscape views.
To view them between 100-150% as per TGN06/19, prints of 50mm FL views can either be viewed at a slightly reduced viewing distance, or if printed at A2 at 118%, in the middle of the recommended range.
24mm FL views have to be printed at A0 for a 117% scale representation.

12.2 To allow views to be assessed when viewed on screens, which can have a wide variety of sizes and thus unpredictable scale, a graticule overlay has been created for each view. This shows an angle grid for the HfoV and acts as a comparative ruler for the image assessors. The graticule also shows the centre of the view on the top and bottom bars, as well as an indicator for the calculated horizon level on the left and right bars. This helps to assess the amount of vertical shift that used in a photograph that was captured with a Tilt and Shift Lens.

13 EYE LEVEL, OPTICAL DISTORTION AND LEVEL

13.1 The camera was mounted on a tripod, centred over the surveyed camera locations, so that the camera is vertically positioned 1.65m above ground level (measured to the centre of the lens). This can reasonably be considered eye level, and is an accepted common practice for creating AVRs.

13.2 The RAW image is converted into a tiff image and remapped to remove all lens distortion using a sophisticated lens calibration and rectification system. The image is then placed into a background template and single frame images are further positioned so that the calculated position of the image's optical axis is aligned with the centre of the background. In both single frame and panoramic images the resultant image is a geometrically accurate 2d reproduction of the scene.

13.3 The camera is levelled horizontally with an accuracy <0.02deg in any direction.

14 CAMERA MATCH

14.1 Camera Control Points provided by the surveyor are used to establish a camera match. The survey points are easily identifiable, static objects in the view such as corners of windows, roofs, bases of street lights, chimney tops or road-markings. ArcMinute Ltd calculates the camera match independent of 3d Software packages and uses the result to script the creation of the virtual cameras. A two stage verification system is in place for quality assurance.

14.2 For distances of more than 2000m ArcMinute Ltd. use a combined formula for compensating the curvature of the earth and atmospheric refraction to produce the correct Z offset for camera survey points. The results are confirmed by capturing local reference coordinates near the site.

14.3 For views over 5km from a scheme compensation theoretically has to be made for the deviation of the local survey grid (Cartesian) from the (ellipsoidal) OS grid i.e.. curvature of the earth and refraction through the atmosphere. The practical reason however is to ensure that any small angular error resulting from a camera survey alignment is not multiplied out over a long distance to create a large error at the scheme so it is our standard operating procedure to always capture local reference coordinates near to the site with which this error can be accurately corrected.

15 FRAMING VIEWS/ PANORAMAS

15.1 No photographs were cropped in this document. Where indicated for the inclusion of vertical extend of the proposed development a shift lens was used to capture more context above the horizon line than below.

15.2 The TGN06/19 makes a case for panoramas (p.36, para 4.2.1-4.2.5) for a variety of reasons. In Appendix 8 (pp.45-47)(para 8.4.1) it confirms the SNH 2017 approach to re-projecting rectangular projections from panoramas. (p.25, para 113).
Where panoramic images are required the individual frames are stitched together to create a seamless image to the specified horizontal field of view in an equirectangular projection having a 38-54 degree vertical FOV. The image is then placed into a background template. The resultant image is a geometrically accurate 2d reproduction of the scene.

16 COMPOSITING

16.1 Compositing aims to blend the computer generated content with the source photograph into a consistent montage. The proposed scheme will often be partially occluded by urban context. In long and medium distance views this will typically be buildings and terrain topography, for close views it may also include street lighting, signs, vegetation and movable objects like vehicles. The visualiser will determine the degree to which the proposed development will be visible by identifying its urban context in the photograph from site visits and notes as well as combining information from maps, camera survey data, a 3D context model, aerial and ground level photographs of the site and its surroundings. For close distance views the visualiser will determine the local context from general observations.

16.2 The proposed scheme may in places reveal context in the photograph that is hidden from the “existing” view when the existing buildings have a different massing to the proposed building. Where necessary, the revealed context was visually reconstructed from additional photography.

17 LIGHT AND MATERIALS

17.1 For fully rendered views the 3D software package uses a simulation of the sun which is set to the same date, time and geographic coordinates as the photograph. With these settings the software simulates angle and lighting of the sun and the 3D model is rendered in a virtual environment that presents a close match to the conditions in the photograph. Some differences may remain, due to haze, clouds and other atmospheric conditions at the time of the photograph, which the visualisation artist will correct using his/her experience and observations from the photograph.

17.2 The computer model itself is augmented with simulations of materials as specified by the architect. Using his/her experience and libraries of materials the visualiser will closely match these virtual materials to colour, reflectivity, refraction and light behaviour to their real-world behaviour. Such approximations are generally satisfactory in their appearance, however where directed by the design team or based on the visualiser’s experience and judgement the appearance of materials may be adjusted when the AVR montage is assembled. Such alterations are generally holistic across the material and can include addition of environmental reflections. The final appearance of materials will be adjusted as directed and is at the discretion of the architect.

18 COMPUTER MODEL

18.1 Rock Hunter combined the computer model as well as the camera survey data and maps into a common, **unified coordinate system**. This unified system allows schemes and cameras to appear correctly in relation to each other and is based on OS mapping information with datum point defined near the proposed site. Choosing a local datum alleviates inherent numerical tolerances that occur in 3D software packages.

19 CUMULATIVE SCHEMES

19.1 Computer models for cumulative schemes where produced by Rock Hunter Ltd. based on electronic or paper planning application drawings publicly available from respective local authorities, come from a our library of 3D models, or where provided by the project architect. Table **List of cumulative schemes** lists the sources for each scheme. The computer models were placed in the **unified coordinate system**, using any information contained in the original planning application documents. Some planning documents contain obvious errors or no relevant OS map information. In these cases the respective architects were contacted for more information (and where made available, used) or models were placed using a “best fit” by cross referencing information from other documents, maps and available sources.

19.2 Cumulative schemes are shown using a constant thickness wire outline. The line is generated from computer renderings of each scheme and represents an “inside stroke”. This means that the outer edge of the line touches the massing of cumulative schemes from the inside.

19.3 Where schemes are not directly visible in a view, the outline is represented with a dotted line that also uses the “inside stroke” principle. Visibility of a development is determined by permanent visual boundaries such as a buildings, infrastructure, terrain and street furniture that obscure the development and by temporary visual borders such as vegetation, people, vehicles or temporary hoardings. We treat the visibility of the proposed development based on a best judgement. A single tree in leaf does not obstruct the development as seasonal or maintenance measures affect the opacity over time, a number of trees behind each other can obscure a development even without leaves. Where the visibility changes across a small section of image, we aim for clarity of the diagram.

20 LIMITATIONS

20.1 Rock Hunter strives to work accurately and fairly throughout the creation of AVR images and employs a selection of advanced software packages and working methods. Despite all advances in computer simulations, rendering techniques and care taken in the process, no simulation is currently able to take into account all physical properties of camera equipment and all lighting effects inside the software package. The purpose of these AVRs is to allow a fair representation of the proposed scheme in it’s photographic context as described in the LVMF and LI documents. Adjustments to the proposed scheme’s appearance are done to the judgement and experience of the visualisation artist to allow for lighting and atmospheric conditions of the photograph, they are not however a scientific simulation.

21 OS INFORMATION AND LIMITING FACTORS

21.1 The basis of the 3D computer model and survey information are Ordnance Survey Sitemap® digital maps, at a 1:1250 survey scale. OS define their tolerances as follows:

Survey Scale	Absolute accuracy compared with the National Grid. Absolute error – root mean square error (RMSE)	Absolute accuracy 99% confidence level	Relative accuracy Distance between points taken from the map. Relative error	Relative accuracy 99% confidence level
1:1250 (urban)	0.5 metres	<0.9 metres	+/- 0.5 metres (60 metres)	<+/- 1.1 metres (60 metres)

Source: Ordnance Survey “os-sitemap-user-guide.pdf”

21.2 Camera locations which are positioned on bridges are typically subject to greater tolerances than camera locations which are positioned on stable ground. Bridges are flexible structures and can be subject to movement caused by vibration, loading and wind. This is especially noticeable on suspension bridges.

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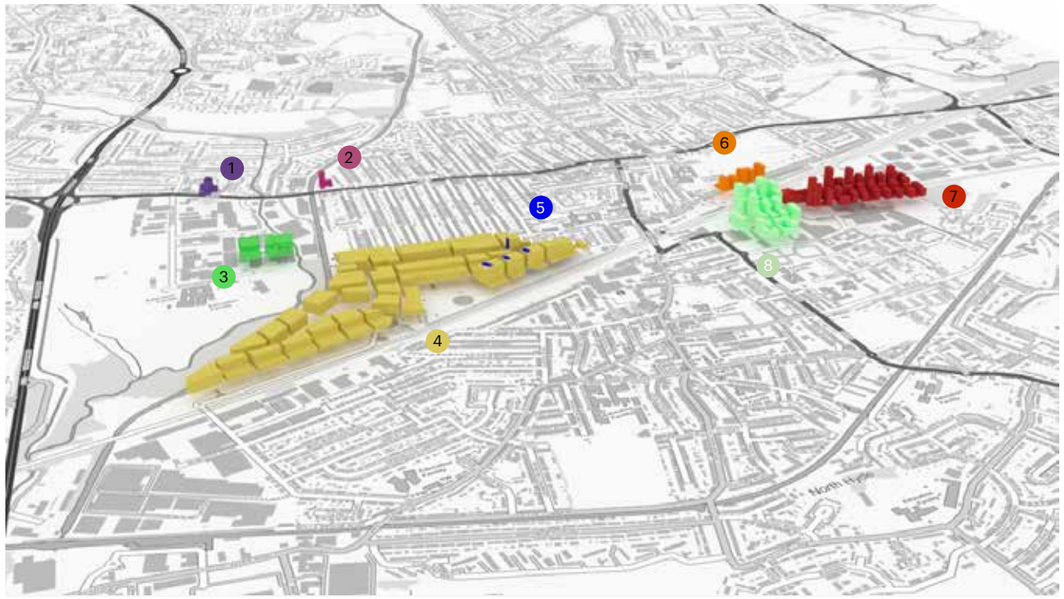
22 TABLE: LIST OF CUMULATIVE SCHEMES

	Project Name	Model source	Reference
1	15-17 Uxbridge Road	Received by Architect and developed.	69827/APP/2021/1565
2	Hambourgh Tower	Rock Hunter model based on PA drawings	184519FUL
3	Colt London 4	Rock Hunter model based on PA drawings	38421/APP/2021/4045
4	Southall Waterside Masterplan	Rock Hunter model based on PA drawings	171562VAR
5	South Waterside – Phase B	Rock Hunter model based on PA drawings	185158REM
6	Southall Sidings	Rock Hunter model based on PA drawings	201888FUL
7	Quayside Quarter Development	Rock Hunter model based on PA drawings	191022FUL
8	Margarine Works	Rock Hunter model based on PA drawings	183673OUT



Technical Methodology

23 VIEWPOINT FIGURE NOTES

Job ID	Description	Easting/ Northing	Date/Time	Bearing	Distance	Camera	Lens	HFov	Accuracy	Chosen Lens Justification
VP01	The Broadway at junction with Ranelagh Road	511950.8 , 180548.5	18.05.2022, 10:57	286.3°	567.7m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP02	The Broadway on Hayes Bridge	511788.3 , 180585.2	18.05.2022, 10:26	287.2°	401.9m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP03	Uxbridge Road outside No188	511599.2 , 180654.9	18.05.2022, 09:58	284.9°	200.4m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP04	Brookside Playing Fields at Northern Entrance	511707.1 , 181409	18.05.2022, 09:18	199.5°	755.8m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP05	Brookside Road junction with Swanage Wage	511552.5 , 181137.5	19.05.2022, 15:03	200.1°	446.6m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP06	Brookside Road junction with Dorchester Waye	511438.6 , 180936.7	18.05.2022, 14:52	190.9°	223.8m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP07	Cerne Close	511524.6 , 180837.4	18.05.2022, 05:46	224.2°	169.1m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP08	Uxbridge Road across Minet Country Park	511230 , 180861.8	19.05.2022, 14:19	131.8°	230.7m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP09	Springfield Road outside Hexagon Business Centre	511316.6 , 180580.7	18.05.2022, 11:43	34.5°	162.3m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP10	Beaconsfield Road at entrance to Minet Country Park car park	511199.6 , 180128.6	18.05.2022, 12:11	19.5°	622.3m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP11	Minet Counrty Park at intersection of paths in north eastern area of park	511134 , 180522.6	18.05.2022, 12:35	55°	334.8m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP12	Minet Country Park northern path along Hillingdon Cycle Circuit	511144.8 , 180807.2	19.05.2022, 13:54	109.2°	278.8m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context
VP13	The Pkway (A321) pedestrian path along overpass	510653 , 179524.5	18.05.2022, 14:32	32.1°	1409.6m	Canon EOS 6D	24mm TS/E	78.2°	Better than 1m	Inclusion of local context

24 CAMERA LOCATIONS

24.1 Top row:
VP 010 The Broadway at junction with Ranelagh Road
VP 020 The Broadway on Hayes Bridge
VP 030 Uxbridge Road outside No188



24.2 Second row:
VP 040 Brookside Playing Fields at Northern Entrance
VP 050 Brookside Road junction with Swanage Wage
VP 060 Brookside Road junction with Dorchester Waye



24.3 Third row:
VP 070 Cerne Close
VP 080 Uxbridge Road across Minet Country Park
VP 090 Springfield Road outside Hexagon Business Centre



24.4 Fourth row:
VP 100 Beaconsfield Road at entrance to Minet Country Park car park
VP 110 Minet Counrty Park at intersection of paths in north eastern area of park
VP 120 Minet Country Park northern path along Hillingdon Cycle Circuit



24.5 Top row:
VP 130 The Pkway (A321) pedestrian path along over-pass

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