No. 217 High Street, Yiewsley
VISUAL IMPACT APPRAISAL ADDENDUM

Prepared for

Taylor Wimpey West London
July 2020
Ref: A292 -RE02

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Appendix A – Representative Views Appraisal

1. Introduction

1.1 This Visual Impact Assessment Addendum (VIA Addendum) has been prepared by ARC LDP on behalf of Taylor Wimpey West London ('the Applicant') in support of proposed revisions to the submitted scheme at no. 217 High Street, Yiewsley (hereafter referred to as the 'Site').

1.2 This Addendum supports the Visual Impact Appraisal (VIA) submitted as part of a planning application for a residential led mixed-use development (Proposed Development) on the Site in February 2020 (planning application reference: 68663/APP/2020/705).

1.3 Following the submission of the planning application and resulting consultation period, revisions are proposed to the submitted scheme. The relevant changes to the submitted scheme for this VIA Addendum include:

- Provision of an approximate 2 metres set back at the top 5th floor of Block B core A and Block C core A, where they face the canal.
- Amendments to the parapet heights of Blocks A, B and C, including:
  - Block A decreasing by approximately 0.5 metre;
  - Block B core A decreasing by approximately 0.5 metre
  - Block B core B increasing by approximately 0.25 metre
  - Block C core A decreasing by approximately 0.5 metre
  - Block C core B increasing by approximately 0.25 metre
- Change in the approach to the palette of façade materials, including:
  - Darker brick to Block B Core A and Block C Core B from ground up to 5th floor; and
  - String course introduced to the top floor of Block A with the darker brick recessed.

1.4 This revised scheme will be referenced as Amended Proposed Development. This VIA Addendum reports on any changes to the likely effects of the Amended Proposed Development in regard to visual matters.

1.5 The changes proposed are set out in further detail within the Design and Access Statement Addendum and drawings, prepared by Assael, and submitted alongside this VIA Addendum. These, along with the updated verified views and 3d massing model shots set out in supporting Appendix A, form the basis of this Addendum's assessment. This VIA Addendum should be read in conjunction with the previously submitted VIA.

Appraisal Methodology

1.6 The study area for visual affects detailed in the VIA remains unchanged and valid. In summary, the study area considers a 500 metre radius. Also the appraisal methodology for visual amenity detailed in Appendix C of the VIA remains unchanged and valid.

Current Baseline Conditions

1.7 The field study for the VIA was undertaken in Winter 2020. It is considered that the findings of this study remain valid for the purpose of this VIA Addendum.

2. Appraisal of the Effects of the Amended Proposed Development

2.1 This section considers how the Amended Proposed Development, summarised in the introduction and illustrated in the accompanying supporting planning application documents, will affect the visual receptors identified in the previous VIA's baseline study. This appraisal is supported by the verified and 3d massing model views located in **Appendix A** of this report.

Visual receptors to the north, east and south

2.2 The subtle change in parapet height and approach to the façade material of the Amended Proposed Development's blocks will not significantly alter the potential effects on the visual receptors to the north, east and south of the Site. This includes the following visual receptors:

- RE01: Properties associated with Philpots Close
- RE02: Nos. 2 Moorfield, Chaucer, Rosslyn and Pinnbank
- RE03: Old Nos. 5 to 23 Gordon Road
- RE05: Properties associated with Trout Road
- RE07: Properties associated with Moorfield Road and St Clement
- RE08: Nos. 1 to 4 Pinn Close and 11 High Road
- RD01: High Street and RD02: High Road
- PR03: PRoW LBH ref: U69
- PO01: Philpots Farm Park
- OT01: Northern Retail and Industrial Park and OT02: Southern Retail and Industrial Park

2.3 The High Street and High Road would continue to have open to glimpsed views to Block A of the Amended Proposed Development along an approximately 250 metre stretch. This visibility is due to the wide and open nature of this route created by the dual carriageway that passes the Site and the loose urban grain of the surround industrial and retail park.

2.4 Along these routes and the other visual receptor's views the drop in height of the parapets of Block A and Blocks B and C core A, along with the increase in height of Blocks B and C core B help to break up the skyline afforded by the Amended Proposed Development.

2.5 The change in parapet height and resolution of the design requirements of the air source heat pump enclosures has increased the visibility of the enclosure's metal louvered panels from within some of the views. The increased visibility of these enclosures have been mitigated through the use of colouring that matches the window and balconies metal frames.

2.6 The use of darker brick for Blocks B and C core B helps to vary the appearance of the Amended Proposed Development within views. Whilst the use of the darker brick as a string course to the facade material of the top floor of Block A helps to provide a clear top to this building.

Visual receptors to the west

2.7 The change in parapet height and the set back of the fifth floor of Blocks B and C core A will be experienced from the following visual receptors to the west of the Site:

- RE04: Properties associated with Wraysbury Drive
- RE11: Boats on the Grand Union Canal
- PR01: Grand Union Canal LBH ref: Y24 and Y25
- PO02: Wraysbury Drive POS

2.8 The existing buildings on the Site currently make a limited contribution to the experience of users on and addressing the Grand Union Canal. The Amended Proposed Development would continue to be visible within the views from these visual receptors and improve the section of the towpath adjacent to the Site.

2.9 The Amended Proposed Development top floor set-back of Blocks B and C core A helps to reduce its visible prominence within views. It would continue to be read in conjunction to the existing residential properties that wrap the Tesco's development and is of a similar height and form to the existing buildings that line the Grand Union Canal.

Other visual receptors

2.10 The following Amended Proposed Development will continue to have either a negligible or none magnitude of change on the views from the following visual receptors:

- RE06: Properties in Yiewsley; RE09: Properties on Hornbill Close; RE10: Properties in Cowley Peachey; and RE12: Packet Boat Marina
- PR02: Slough Arm Grand Union Canal LBH ref: Y26
- RD03: Trout Road; RD04: Packet Boat Lane; and RD05: Falling Lane
- PO03: Yiewsley Recreation Ground

2.11 The completed Amended Proposed Development will have a local, direct, long term effect and the findings are summarised in **Table 2.1** below. This demonstrates that there is no change to the findings of the VIA when considered against the submitted Proposed Development.

Table 2.1: Summary of Effects of Visual Receptors

Receptor	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effects
RE01	Low	High	Medium	High to medium	Moderate / Beneficial
RE02	Low	High	Medium	Medium to low	Moderate to minor / Beneficial
RE03	Medium to low	High	Medium	Low	Minor / Neutral

Receptor	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effects
RE04	Medium	High	High to medium	High to medium	Major to moderate / Beneficial
RE05	Low	High	Medium	Low	Minor / Neutral
RE06	Medium to low	High	Medium	None	None
RE07	Medium to low	High	Medium	Low	Minor / Neutral
RE08	Low	High	Medium	Low	Minor / Neutral
RE09	Low	High	Medium	None	None
RE10	Medium to low	High	Medium	None	None
RE11	Medium	High	High to medium	High to medium	Major to moderate / Beneficial
RE12	Medium	High	High to medium	Negligible	Negligible / Neutral
RD01	Low	Low	Low	High to medium	Moderate to minor / Beneficial
RD02	Low	Low	Low	High to medium	Moderate to minor / Beneficial
RD03	Medium to low	Low	Low	Negligible	Negligible / Neutral
RD04	Medium to low	Low	Low	Negligible	Negligible / Neutral
RD05	Low	Low	Low	None	None
PR01	Medium to low	High	Medium	High to medium	Moderate / Beneficial
PR02	Medium	High	High to medium	Negligible	Negligible / Neutral
PR03	Medium to low	High	Medium	Low	Minor / Neutral
PO01	Medium to low	High	Medium	Low	Minor / Neutral
PO02	Medium	High	High to medium	Low	Minor / Neutral
PO03	Medium to low	Low	Low	None	None
OT01	Low	Medium to low	Low	High to medium	Moderate to minor / Beneficial
OT02	Low	Medium to low	Low	High to medium	Moderate to minor / Beneficial

3. Summary and Conclusions

3.1. This VIA Addendum has considered the predicted effects of the Amended Proposed Development against the submitted Proposed Development.

3.2. The Amended Proposed Development's will not significantly alter the potential effects on the visual receptors with the subtle change in parapet height and approach to the façade material. The resolution of the design requirements of the air source heat pump enclosures and the change in parapet height has increased the visibility of the enclosure's metal louvered panels from within some of the visual receptor's views.

3.3. Overall the Amended Proposed Development will result in limited localised changes to the visual situation previously assessed and will not give rise to any new or materially different effects. The proposed built form and landscape strategy would continue to represent a companionable addition to the existing adjoining residential land uses and Grand Union Canal.

APPENDIX A – Verified and 3d Massing Views

Introduction

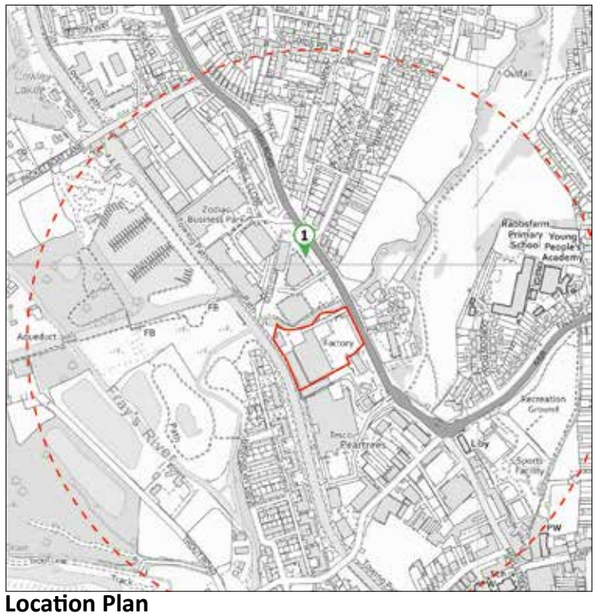
A.1. The selection of representative views agreed in consultation with Officers at London Borough of Hillingdon as part of the original planning application have been updated to recognise and assess the likely effects of the Amended Proposed Development on the identified visual receptors.

A.2. The baseline photograph for each of these representative views can be found in the VIA's Appendix D. Either 3d model screen shots or verified views have been prepared again for each of these representative views to allow comparison between the Proposed Development and Amended Proposed Development.

A.3. This imagery provides two-dimensional representations of a complex scenic experience and as such are indicative. They have, however, been chosen to give an impression of the maximum effect of the Amended Proposed Development in the viewing experience. These views are kinetic and variable in nature when experienced within the townscape.

A.4. It is essential when considering these views that the individual is aware of the viewing experience at each location and to be aware of traffic noise, weather, the surrounding buildings and any other similar matters. It is therefore recommended that this document is taken on site to fully appreciate the nature of the viewing experience in each representative view location.

Representative view 1: High Road



Location Plan

Amended Proposed Development Predicted Effect

A.6 The Amended Proposed Development would continue to be seen in the far middle ground of the view. Its visibility would vary depending on the season.

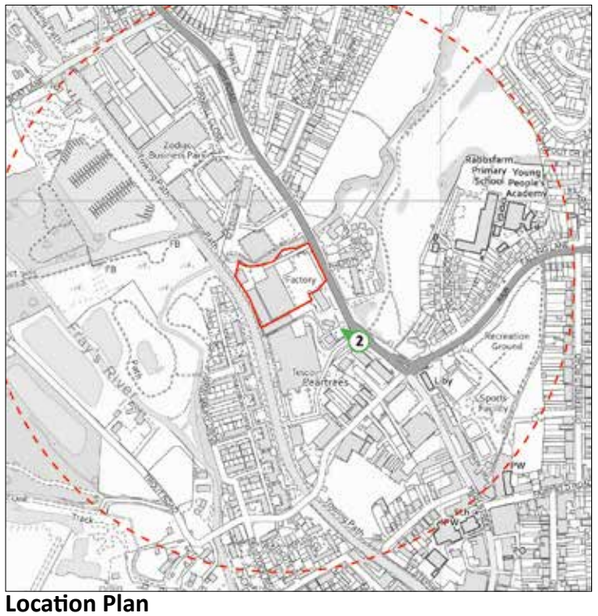
A.7 The subtle drop in parapet height of Block A and Block B core A parapet, along with the increase in height of Block B core B parapet helps to break up the skyline within the view. The drop in parapet heights would increase the visibility of the metal louvered panels that frame the air source heat pump enclosures at roof level.

A.8 The Amended Proposed Development's perceived mass is broken up further with the use of darker brick for Block B core B and the top floor of Block A.



Representative view 1 - Amended Proposed Development

Representative view 2: High Street (Tesco Entrance)



Location Plan

Amended Proposed Development Predicted Effect

A.9 The Amended Proposed Development would continue to be seen in the middle ground of the view, defining the route of the High Street.

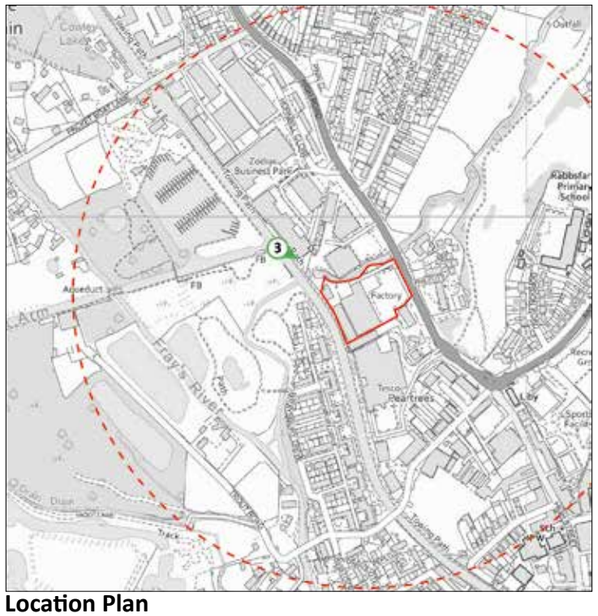
A.10 The drop in height of Block A and Block C core A parapet, along with the increase in height of Block C core B parapet helps to break up the skyline within the view. Its perceived mass is broken up further with the use of darker brick for Block C core B and the top floor of Block A.

A.11 The drop in parapet heights of Block A and Block C core A has increased the visibility of the air source heat pump enclosure's metal louvered panels at roof level.

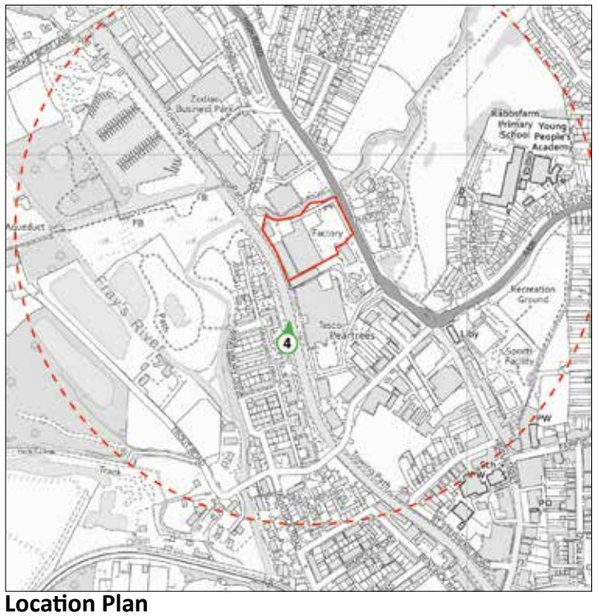


Representative view 2 - Amended Proposed Development

Representative view 3: Canal Footbridge


3
Factory
Aqueduct
Zodiac Business Park
Rabbsfarm Primary School
Tesco Superstore
Sports Facilities
Cowley Lakes
Outfall
Recreation Ground
Allotments
Track
Slipway
Pond
Tow Path
Grand Union Canal
Gravel Pits
Gravel Pits
Gravel Pits

Representative view 4: Wraysbury Drive



Location Plan

Amended Proposed Development Predicted Effect

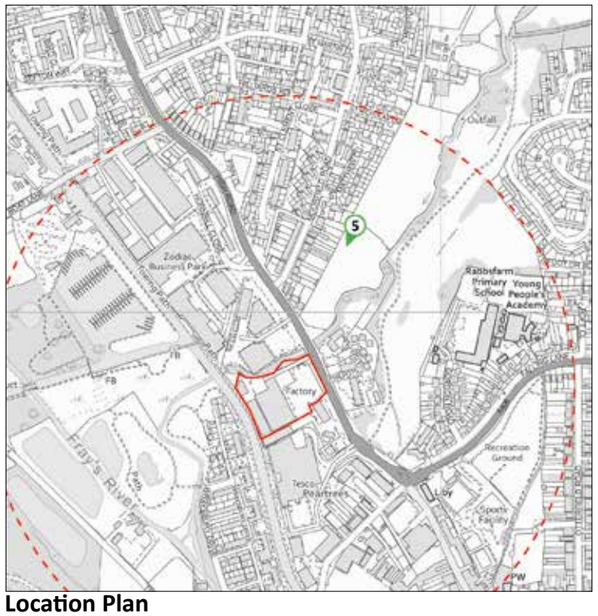
A.14 The Amended Proposed Development would continue to be seen in the far middle ground of the view from this viewpoint.

A.15 The two metre set-back at the top floor of Block B core A and Block C core A helps to reduce the Amended Proposed Development prominence from this viewpoint. Its form and mass continues to reflect the height of the existing residential development associated with the large Tesco unit from this viewpoint.



Representative view 4 - Amended Proposed Development

Representative view 5: PROW U69



Location Plan

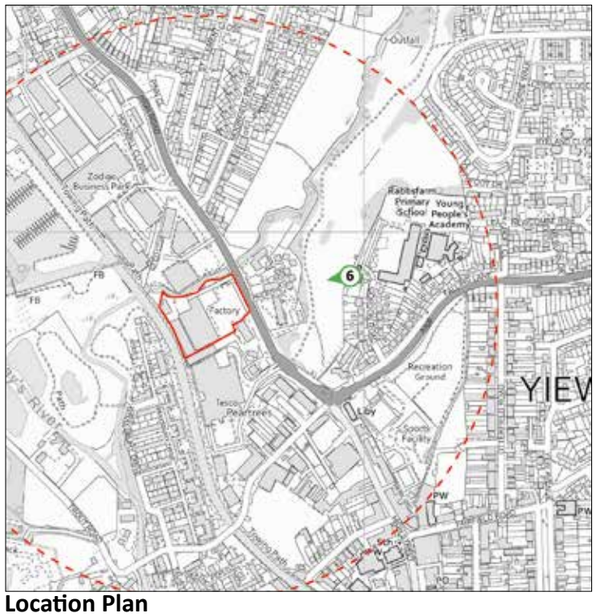
Amended Proposed Development Predicted Effect

A.16 The Amended Proposed Development's five storey, Block A, and to a limited extent Block B, would continue to be seen in the background of the view. The drop in parapet height of the block and resolution of the design requirements of the air source heat pump enclosures would increase the visibility of these enclosure's metal louvered panels from this viewpoint.



Representative view 5 - Amended Proposed Development

Representative view 6: Philpots Farm Park



Location Plan

Amended Proposed Development Predicted Effect

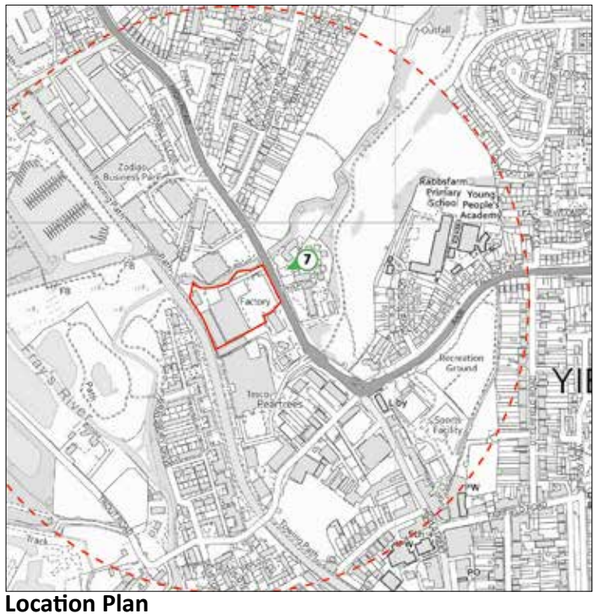
A.17 The Amended Proposed Development's five storey, Block A, would continue to be seen in the background of the view. The drop in parapet height of the block and resolution of the design requirements of the air source heat pump enclosures has increased the visibility of the enclosure's metal louvered panels from this viewpoint in the winter.

A.18 It is considered that the visibility to the Amended Proposed Development would continue to be prevented in the summer when the trees associated with the boundary of the park are in leaf.



Representative view 6 - Amended Proposed Development

Representative view 7: Philpots Close (north)



Location Plan

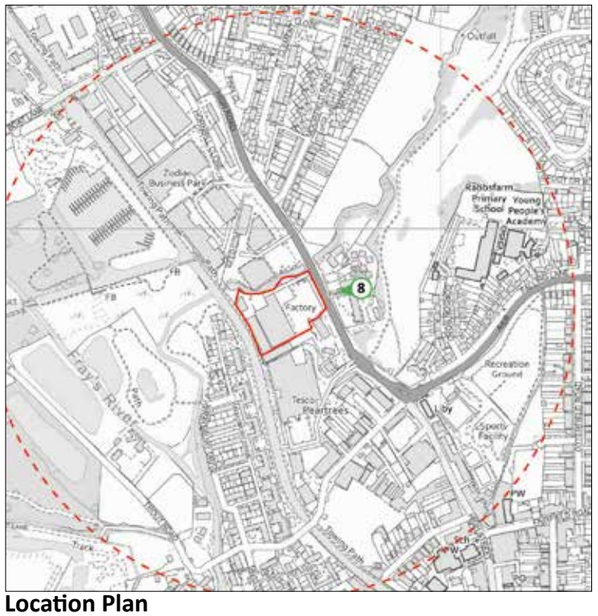
Amended Proposed Development Predicted Effect

A.19 A limited glimpsed view will continue to be gained to the Amended Proposed Development's five storey, Block A, in the middle ground.



Representative view 7 - Amended Proposed Development

Representative view 8: Philpots Close (south)



Location Plan

Amended Proposed Development Predicted Effect

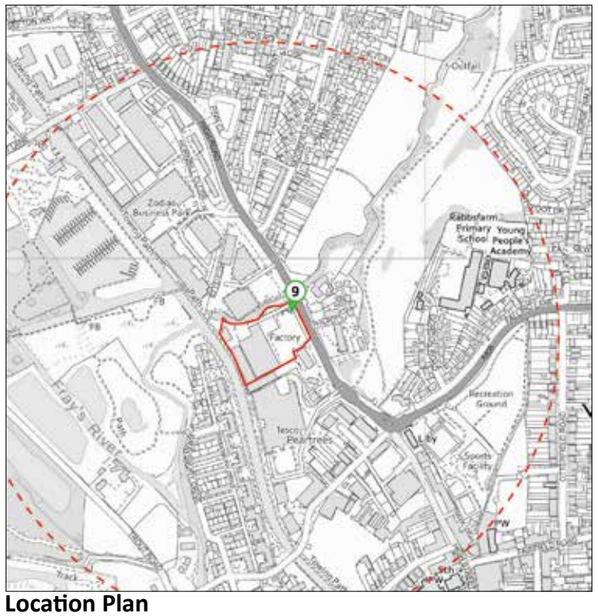
A.20 The Amended Proposed Development's five storey, Block A, building would continue to be seen in the middle ground of the view.

A.21 The use of darker brick as a string course to the facade material of the top floor of Block A helps to provide a clear top to the building. Whilst the drop in parapet height provides a glimpsed view to the air source heat pump enclosure.



Representative view 8 - Amended Proposed Development

Representative view 9: High Road



Location Plan

Amended Proposed Development Predicted Effect

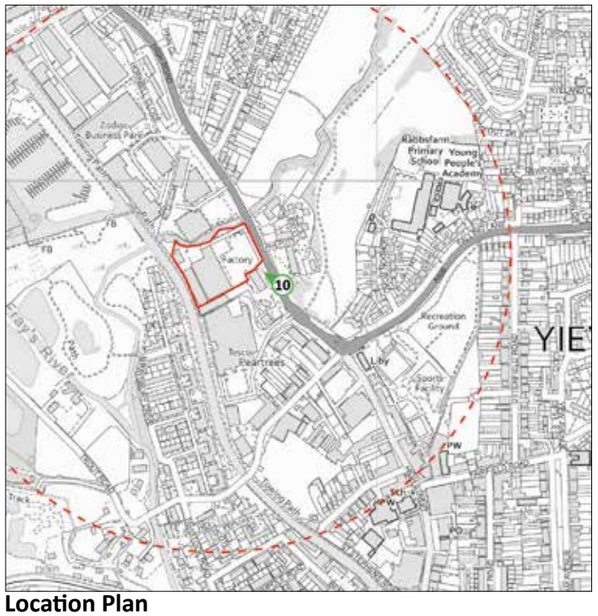
A.22 The Amended Proposed Development would continue to be seen in the middle ground of the view and the imagery illustrates how it helps to define the route of the High Street.

A.23 The drop in the parapet height of Block A can be appreciated in the view. The use of darker brick as a string course to the facade material of the top floor helps to terminate Block A.



Representative view 9 - Amended Proposed Development

Representative view 10: High Street



Location Plan

Amended Proposed Development Predicted Effect

A.24 The Amended Proposed Development would continue to be seen in the middle ground of the view, defining the route of the High Street.

A.25 The subtle drop in height of Block A and Block C core A, along with the increase in height of Block C core B helps to break up the skyline afforded by the Amended Proposed Development. Its perceived mass is broken up further with the use of darker brick for Block C core B and the top floor of Block A.

A.26 The drop in parapet height of Block A has increased the visibility of the air source heat pump enclosure's metal louvered panels at roof level.



Representative view 10 - Amended Proposed Development

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