

**FRONT.**

A R C H I T E C T U R E

TOWNSCAPE VISUAL IMPACT ASSESSMENT

HYDE PARK HAYES BUILDING 3

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July 2023

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TOWNSCAPE VISUAL IMPACT ASSESSMENT

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THE PURPOSE OF THIS DOCUMENT

This document has been prepared to assess the visual impact of the proposed vertical extension to the existing building at Hyde Park, Hayes.

SUMMARY OF PROPOSALS

Erection of part one, part two storey vertical extension to provide 9no. flats (2no. one bedroom, 5no. two bedroom and 2no. three bedroom) at 7th and 8th floors. The existing office building is currently being converted under planning application ref. 72360/APP/2021/1709 and 72360/APP/2022/148.

CONTEXT

The site is located to the south of the Botwell: Thorn EMI Conservation Area, which lies to the north of the railway line. The conservation area includes five locally listed buildings and one statutory Grade II listed building, Enterprise House.

It is sandwiched between 2 large scale recent approvals noted as Site A and Site B both up-to 9-storeys in height as per this proposal at Hyde Park Building 3. This zone of taller builders is buffered from the low level suburban housing to the West by verges and roads.

RECENT PLANNING APPROVALS

Site A and B highlighted in the aerial view below both have significant planning approvals that impact on visual setting of the proposals at Hyde Park Building 3.

Site A - 27189/APP/2021/2782  
Approval Granted 29/03/2023 for 3 blocks of up-to 9-storeys in height which will significantly if not entirely obstruct the view of the application site when looking from the North i.e. View 3.

Site B - 76655/APP/2021/3039  
Approval Granted 19/01/2022 for a residential development of up-to 9-storeys in height which will significantly if not entirely obstruct the view of the application site when looking from the South i.e. View 1.





# ASSESSMENT CRITERIA

The magnitude of change to townscape receptors is measured as follows:

- ‘Negligible’ – no material change;
- ‘Minor’ – changes that only make a small difference to the ability to understand and appreciate the townscape setting. A minor impact may also be defined as involving receptors of low sensitivity exposed to intrusion, obstruction or change of a low to medium magnitudes for short periods of time.
- ‘Moderate’ – a change that makes an appreciable difference to the ability to understand the townscape setting. A moderate impact may also be defined as the result of moderately sensitive receptors exposed to intrusion, obstruction or change of a medium magnitude, or highly sensitive receptors exposed to intrusion or change of a low magnitude.
- ‘Major’ – a fundamental change in the appreciation of the resource and townscape setting. A substantial impact may also be defined as the result of highly sensitive receptors exposed to intrusion, obstruction or change of a high or medium magnitude for prolonged periods.

The impact of proposals on townscape receptors is measured as follows:

- ‘Neutral’: there is negligible or no impact;
- ‘Beneficial’: the impact of the development is to improve the condition or circumstances of the townscape context;
- ‘Adverse’: the impact of the development is to harm the condition or circumstances of the townscape

# SUMMARY

The proposed scheme sitting in context of the permitted Keith Road and Hyde Park Building 4 developments will allow for additional height to the existing building following a materiality and architectural treatment that has been deemed acceptable for the existing building conversion works being undertaken on site now.

Its overall scale when seen in townscape views is in most instances obscured by the neighbouring developments. The proposed scheme will preserve and enhance the setting of nearby heritage assets, in particular the locally listed HMV and Thorn EMI Buildings and the Botwell: Thorn EMI Conservation Area.





VIEW 1.



This view is looking from the edge of Waltham Avenue looking North East towards the site. Dawley Road provides a boundary to the lower scale suburban housing with the landscaped verge providing a buffer to the larger scale commercial and residential uses. The images shows the indicative outline of the recent approval on Site B which provides considerable screening to the proposal.

The magnitude of change in heritage and townscape terms is Moderate, and the effect is assessed as Neutral due to the level of development adjacent blocking most views from the South and South-West.



VIEW 2.



Current View  
works in progress 72360/APP/2021/1709 and 72360/APP/2022/148

This view is looking from Bourne Avenue looking East towards the site. Dawley Road and the roundabout provides a boundary to the lower scale suburban housing townscape. The scale is comparable to that of the recent approval on Site B shown indicatively.

The magnitude of change in heritage and townscape terms is Moderate, and the effect is assessed as Beneficial providing a transition in scale to Site B.



Proposed View





This view is looking from Power House Lane looking South West towards the site on the opposite side of the railway from the Bottwell Conservation Area. This area has undergone recent residential development of similar scale and design. The images shows the indicative outline of the recent approval on Site A which provides considerable screening to the proposal.

The magnitude of change in heritage and townscape terms is Minor, and the effect is assessed as Neutral due to the level of development adjacent blocking most views from the North and North-East.





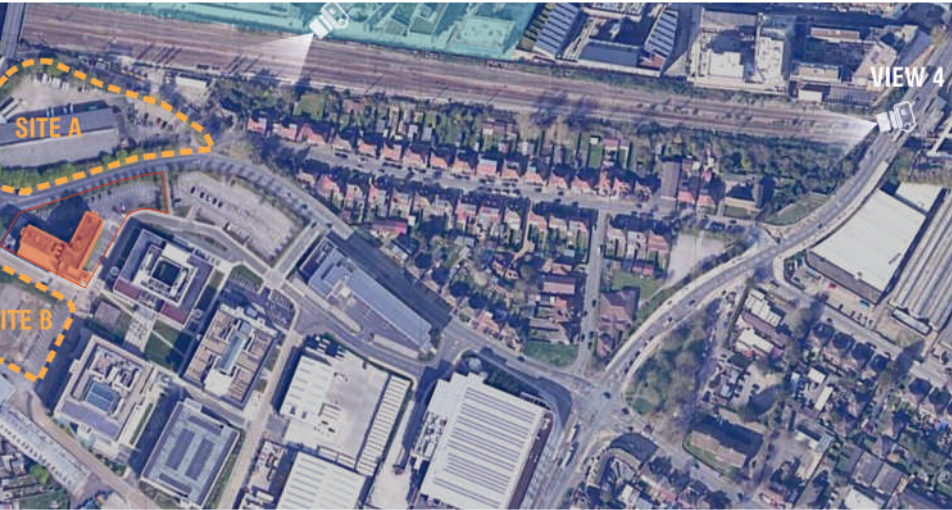
VIEW 4.



Current View  
works in progress 72360/APP/2021/1709 and 72360/APP/2022/148

This view is looking from Station Lane Lane bridge looking West towards the site on the opposite side of the railway. This view looks over the roof tops of Keith Road suburban housing towards Hyde Park estate. The images shows the indicative outline of the recent approval on Site A and Site B which provides context to the scale.

The magnitude of change in heritage and townscape terms is Moderate, and the effect is assessed as Neutral due to the level of development adjacent.



Proposed View