



**LONDON BOROUGH  
OF HOUNSLOW**

**GREAT WEST  
CORRIDOR  
APPENDIX C:  
VIEW  
ASSESSMENT**

**OCTOBER 2020**



# 4203

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# 01

## INTRODUCTION

This appendix complements the Great West Corridor Masterplan and Capacity Study, May 2020. It comprises background studies and height testing undertaken in support of the masterplan.

The appendix contains the following information:

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## 02

# METHODOLOGY : VERIFIED PHOTOGRAPHY AND 3D MODELLING

This section provides an overview of the Methodology for the undertaking of verified Photography and 3d Modelling to support the visual impact work.

# 02 METHODOLOGY: VERIFIED PHOTOGRAPHY AND 3D MODELLING

## INTRODUCTION

In July 2018 Hounslow Borough Council contacted MSEnvironmental to request Technical Photography, GNSS/RTK Surveying, 3D Modelling and Visualisation support for the proposed Tall Buildings Strategy being prepared by Urban Initiatives Studio.

It has been undertaken in accordance with the Landscape Institute Advice Note 01/11 and the developing understanding of visualisation work.

## VERIFIED PHOTOGRAPHY AND 3D MODELLING

The photographs were taken with a full frame camera (Canon EOS 5D Mark III) and 50mm lens combination consistent with Landscape Institute's Advice Note 01/11, GLVIA3 and the emerging understanding of the requirement for technical photography for visualisation work.

As part of the work over 34 viewpoints were identified providing views of the site and visited between July and August 2018. The weather was excellent with clear visibility.



## TECHNICAL PHOTOGRAPHY

The camera was mounted on a Manfrotto 303 SPH panoramic tripod head, levelled using a Manfrotto Leveller, supported on a Manfrotto Tripod. The tripod head was levelled using a spirit level, to avoid pitch and roll. The camera was set with the centre of the lens 1.60m above ground level.

Photographs were taken in Manual mode with an aperture of f/8 or f/11 and a fixed focal length throughout. The panoramic tripod head was set with increments to give approximately 50% overlap between frames. Photographs were taken in both landscape and portrait format. From each photograph location a full 360 degree field of view was taken centred around a nodal point. The nodal point was set to avoid any problems of foreground parallax. A Sigma 50mm f/1.4 lens was used for all viewpoint photographs.



50mm lens in Landscape Orientation



50mm lens in Portrait Orientation

For each 360 degree panorama the images were cylindrically corrected and stitched together. This allowed an accurate cylindrical view to be extracted from the full panorama.

### Surveying

The position of each camera location was surveyed using Spectra Precision GNSS equipment with Real Time Kinematic Correction (RTK) which achieves an accuracy down to 1cm in eastings, northings and height (metres Above Ordnance Datum). The equipment included Spectra Precision SP80 GNSS smart antennae with Mobile Mapper 20 data recorder. Points were saved using DigiTerra software.

### 3D Modelling

MSEnvironmental constructed a geo-referenced 3D model using Rhino 3D from Environment Agency LiDAR DTM and DSM data (for generation of a surface mesh and geo-referencing). The LiDAR DSM data was used to align the 3D model views with the photography. Twelve 100m tall columns were inserted at points along the M4/A4 corridor to ensure alignment between our model and the 3D model being built by Urban Initiatives Studio (UIS). Cross checking between the two models was essential as UIS worked within 3DSMAX which will not handle the OSGB36 co-ordinate system.

Camera locations surveyed on site were added to the geo-referenced 3D model. Target points were taken from the existing features in the view and built into the 3D model. This allowed the horizontal and vertical alignment of the photograph and 3D model to be checked, crossreferenced and verified.

Cylindrical renders generated using V-Ray for Rhino were exported from the 3D modelling software and used to overlay the cylindrical panorama.

Target points from both the photograph and the model view were aligned to ensure a precise fit between the two images. The results are presented as a sequence of visualisations as follows:

1. Existing View (MSE)



2. 3D Model Columns with LiDAR DSM Photo-Overlay View (MSE)



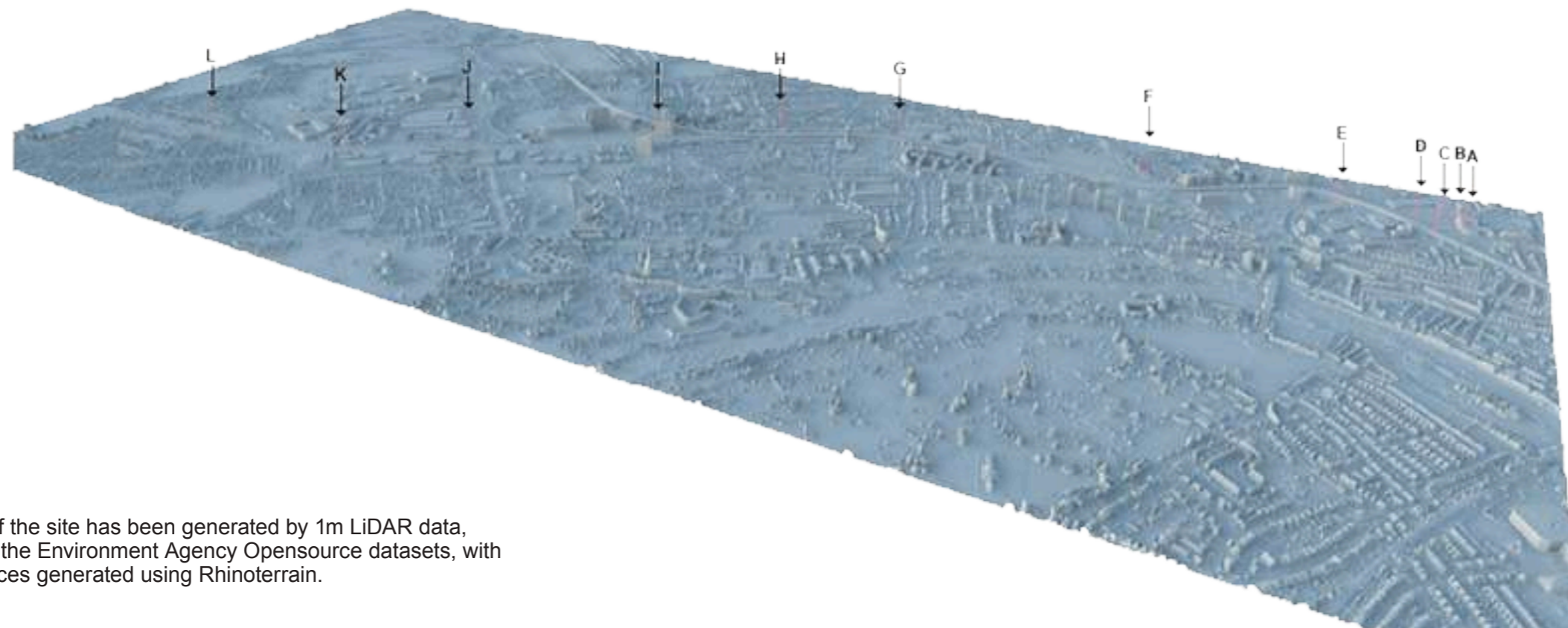
3. 3D Model Columns overlay (MSE & UIS)



4. 3D Model Photo-Overlay View (UIS)



Raw LiDAR (1m DSM) data with su



Hounslow A4/M4 corridor  
with 100m tall columns  
for camera/model  
matching

Column locations:

519268	178440	11.90mAOD
519363	178489	11.04mAOD
519384	178419	10.61mAOD
519322	178378	10.64mAOD
515973	177346	23.98mAOD
516447	177419	18.88mAOD
516728	177652	12.59mAOD
517217	177929	11.88mAOD
517502	178179	10.91mAOD
517856	178278	12.15mAOD
518584	178362	9.71mAOD
519081	178464	7.42mAOD

The topography of the site has been generated by 1m LiDAR data, downloaded from the Environment Agency Opensource datasets, with triangulated surfaces generated using Rhinoterrain.

### PLANAR VS CYLINDRICAL PROJECTION

All photographs are taken as a series of single frame planar images. A planar image is a single frame image which has a single point of perspective lying centrally in the image. The limitation of single frame images is that they have a limited horizontal field of view. To allow a wider field of view there is the opportunity to stitch the individual planar images using software, such as PtGUI which automatically corrects the geometrically to give a cylindrical panoramic image. To undertake this accurately the use of a levelled tripod and panoramic tripod head set up to avoid foreground parallax is necessary.

A full 360 degree panorama is taken with overlapping images. These images are stitched together and cylindrically projected, as if the panorama was located in the inner face of a cylinder.

The 3D model renders are rendered out in cylindrical perspective to allow the image re-mapping to match the photograph.

A final stage is to re-project back from cylindrical to planar perspective for the photomontages.

This ensures that any cylindrical curvature is removed from the panorama and all lines are straight.

### 3D MODELLING SOFTWARE

The work has largely been undertaken using Rhino 3D by MSEnvironmental. All 3D modelling has been undertaken in metres and geo-referenced to align with OSGB36. We also used RESOFT Windfarm which is a 3D modelling package which we use to check on vertical alignment of the 3D model. This is also set up to OSGB36 and the alignment of the 100metre tall columns between the two 3D modelling packages ensures that we have complete understanding of the positioning and vertical extent of the proposed building. RESOFT Windfarm has been used to generate the geometric grid from LiDAR DTM data present in all 3D model visualisations.

VRay for Rhino has been used for rendering. The use of a sunlight system adds a 3 dimensional effect with shadow, to understand the form and materials of the proposed building.

### SUMMARY

This work has been undertaken in accordance with the Landscape Institute Advice Note 01/11 and the developing understanding of visualisation work.

The photography has been undertaken in a robust manner, using professional full frame sensor DSLR and 50mm lens with panoramic head and tripod. The camera position has been surveyed using highly accurate GNSS equipment, giving high levels of accuracy of camera location. The 3D model has been built in Rhino 3D. An additional check on the vertical scaling has been undertaken using RESOFT Windfarm.

The resultant visualisations are highly accurate.

The photography, surveying and 3D modelling have followed a transparent methodology, and the resultant visualisations are considered robust and fit for purpose to illustrate the positioning, and scale and massing of the proposed development in its local context.

Signed by Mike Spence

M.A.Spence BA(Hons), MLD, CMLI, REIA, FRGS 23 November 2018

Principal, MSEnvironmental

\*Important note: Please see the comprehensive Hounslow Tall Buildings Strategy from MSE Environmental for further technical details.



# 03

## HERITAGE ASSETS

This section identifies the heritage assets considered by the visual impact work.

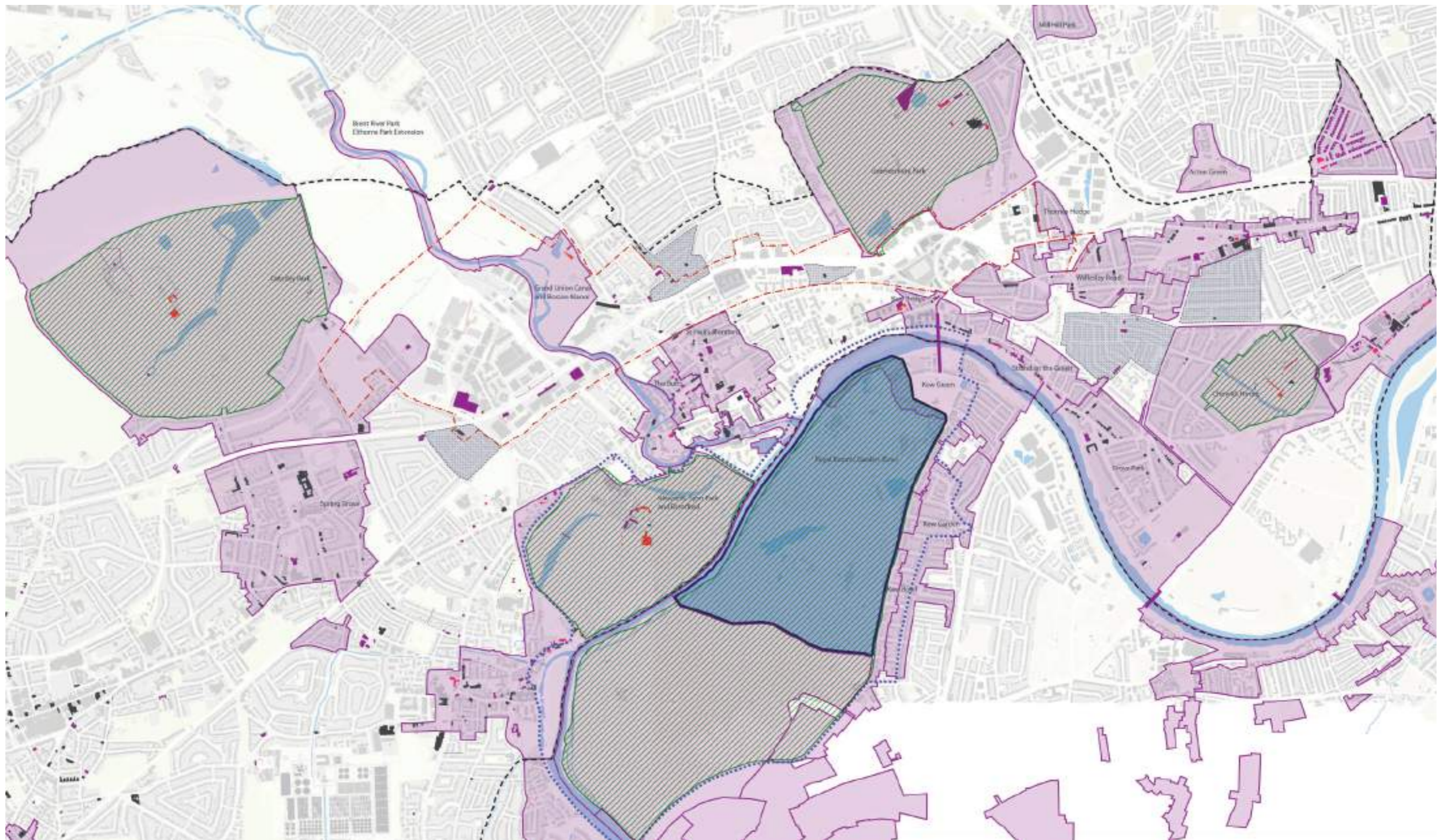


Figure 3.1: Heritage assets

Note: Locally Listed Buildings within LB Richmond upon Thames are not available to this study and so have not been included in the above map.



# 03 HERITAGE ASSETS

The following heritage assets were identified as sensitive to potential tall buildings proposals in the study area.

Heritage Asset Sensitive to Tall Buildings in GWC study area	Heritage Designation(s)
<b>Royal Botanic Gardens (Kew)</b> Value: Very High*	<ul style="list-style-type: none"> <li>• World Heritage Site</li> <li>• Registered Park and Garden</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II*)</li> </ul>
<b>Osterley Park</b> Value: High*	<ul style="list-style-type: none"> <li>• Registered Park and Garden</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II)</li> </ul>
<b>Syon Park</b> Value: High*	<ul style="list-style-type: none"> <li>• World Heritage Site Buffer Zone</li> <li>• Registered Park and Garden</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II)</li> </ul>
<b>Gunnelsbury Park</b> Value: High*	<ul style="list-style-type: none"> <li>• Registered Park and Garden</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade II*,II)</li> </ul>
<b>Chiswick House</b> Value: High*	<ul style="list-style-type: none"> <li>• Registered Park and Garden</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II)</li> </ul>
<b>Kew Green</b> Value: High*	<ul style="list-style-type: none"> <li>• World Heritage Site</li> <li>• World Heritage Site Buffer Zone</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade II*,II)</li> </ul>
<b>Strand on the Green</b> Value: High*	<ul style="list-style-type: none"> <li>• World Heritage Site Buffer Zone (part)</li> <li>• Conservation Area</li> <li>• Listed Buildings (Grade II*,II)</li> </ul>
<b>Boston Manor Park</b> Value: High*	<ul style="list-style-type: none"> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II)</li> </ul>

Heritage Asset Sensitive to Tall Buildings in GWC study area	Heritage Designation(s)
<b>Wellesley Road</b> Value: Medium*	<ul style="list-style-type: none"> <li>• Conservation Area</li> </ul>
<b>Arcadian Thames View from Chiswick Bridge</b> Value: High*	<ul style="list-style-type: none"> <li>• Conservation Area</li> <li>• Listed Buildings (Grade II)</li> </ul>
<b>Chiswick High Road (Turnham Green)</b> Value: Medium*	<ul style="list-style-type: none"> <li>• Conservation Area</li> <li>• Listed Buildings (Grade II*,II)</li> </ul>
<b>Gillette Factory</b> Value: High*	<ul style="list-style-type: none"> <li>• Listed Buildings (Grade II)</li> </ul>
<b>London Museum of Water and Steam Standpipe Tower</b> Value: High*	<ul style="list-style-type: none"> <li>• Conservation Area</li> <li>• Listed Buildings (Grade I,II)</li> </ul>

For more detail on heritage assets, their significance and sensitivity to tall buildings refer to Appendix A: High Level Assessment of Heritage Assets and Tall Building Sensitivity Study.

\* Heritage value assessed in line with *Guidance on Heritage Impact Assessments for Cultural World Heritage Properties* (2011) by ICOMOS.



# 04

## IDENTIFIED VIEWS

LB Hounslow identified a range of views that were to be tested by this study. This section provides the geo-location coordinates of these views.

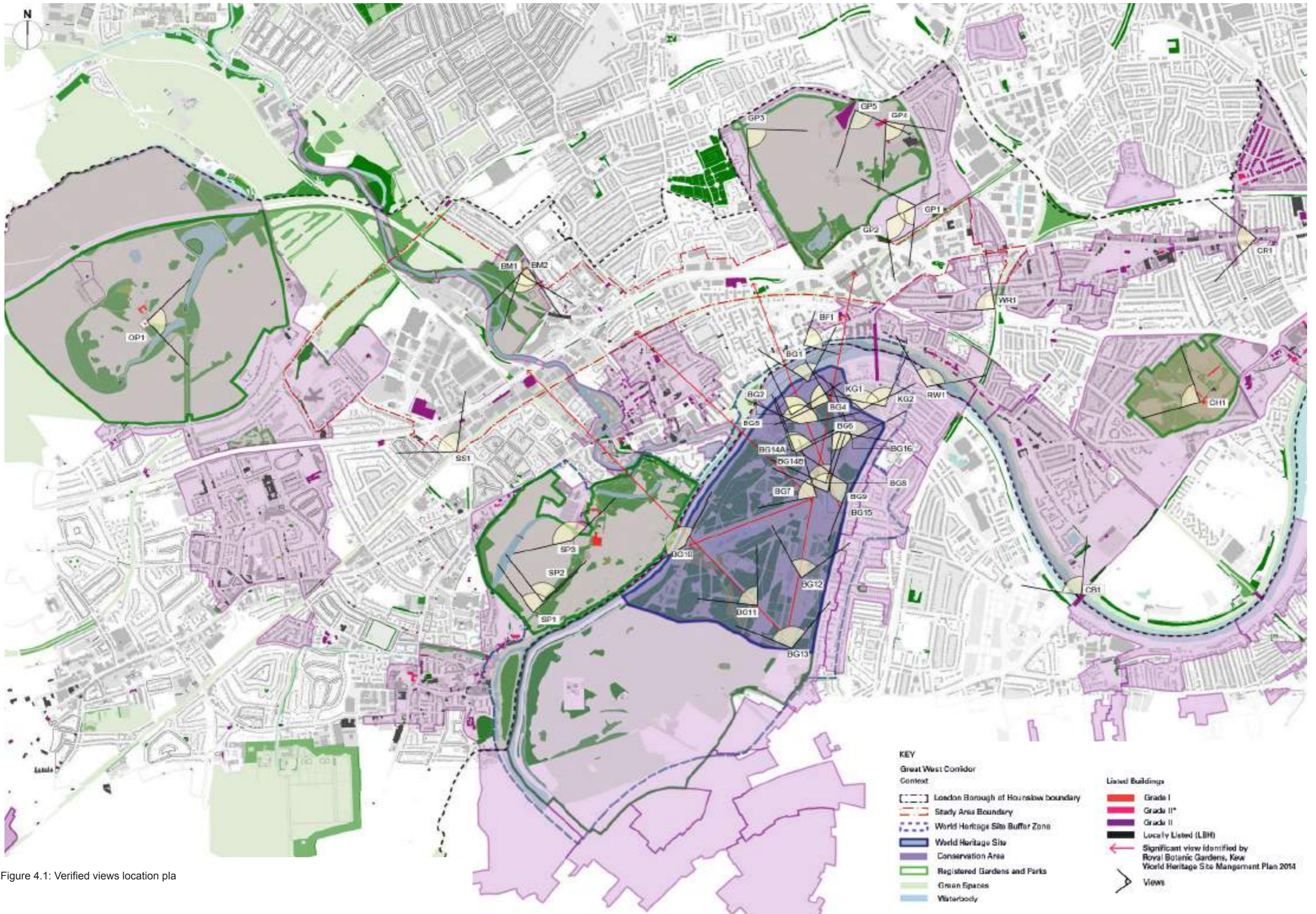


Figure 4.1: Verified views location plan

# 04 IDENTIFIED VIEWS

GWC View Code	View Name	X	Y	Z
BG1	Royal Botanic Garden / Edge of Kew Gardens	518588.833	177648.512	7.362
BG2	Royal Botanic Garden / Kew Palace	518485.092	177444.363	7.863
BG4	Royal Botanic Garden / Queen Elizabeth Gate	518717.384	177529.186	7.428
BG5	Royal Botanic Garden / The Queen's Ride	518531.881	177387.497	7.869
BG6	Royal Botanic Garden / The Hive	518739.613	177345.354	8.686
BG7	Royal Botanic Garden / Rear of Palm House	518637.299	176942.104	8.168
BG8	Royal Botanic Garden / Palm House	518693.898	177023.085	7.165
BG9	Royal Botanic Garden / Opposite Palm House	518830.487	177014.078	7.706
BG10	Royal Botanic Garden / Syon Vista	517829.147	176641.364	7.625
BG11	Royal Botanic Garden / Pagoda Syon Vista	517829.147	176641.364	7.625
BG12	Royal Botanic Garden / Temperate House	518542.365	176441.27	8.357
BG13	Royal Botanic Garden / Pagoda	518487.243	176013.436	8.49
BG14-A	Royal Botanic Garden / Orangery (A)	518490.42	177218.5	8.62
BG14-B	Royal Botanic Garden / Orangery (B)	518507.02	177206.65	8.16
BG15	Royal Botanic Garden / Front of Palm House	518704.75	176965.78	7.65
BG16	Royal Botanic Garden / Duke's Garden	518857.74	177285.72	7.71
SP1	Syon Park / Park Road 1	516899.653	176229.571	8.845
SP2	Syon Park / Park Road 2	516957	176297	8.1
SP3	Syon Park / Syon House	517139.419	176671.355	7.432
OP1	Osterley Park / Osterley House	514534.287	178016.746	30.731
CH1	Chiswick House	520989.72	177520.773	8.282

GWC View Code	View Name	X	Y	Z
GP1	Gunnersbury Park / Cemetery 1	519245.68	178726.551	13.347
GP2	Gunnersbury Park / Cemetery 2	519063.07	178632.55	11.93
GP3	Gunnersbury Park / Playing Fields	518213.102	179197.818	24.66
GP4	Gunnersbury Park / Museum	519060.86	179239.85	28.2
GP5	Gunnersbury Park / Round Pond	518874.82	179312.03	25.6
KG1	Kew Green / West	518915.32	177476.42	7.21
KG3	Kew Green / East	519055.23	177490.31	6.62
RW1	Thames River Walk / Strand on the Green	519311.88	177612.91	7.22
BM1	Boston Manor / Rear of Boston Manor House	516863.054	178352.037	19.176
BM2	Boston Manor / Front of Boston Manor House	516820.218	178310.89	18.722
CB1	Chiswick Bridge / Arcadian Thames View	520258.02	176335.08	14.52
CR1	Chiswick High Road	521334.859	178528.919	8.034
SS1	Syon Lane Station / Gillette Factory Clock Tower	516432.693	177219.53	19.075
BF1	Brentford High Street / London Museum of Water and Steam Standpipe Tower	518557.183	177869.998	10.297
WR1	Great West Road / City Approach	519732.039	178094.005	15.31

Note: Views BG1 and BG6 were not tested as views towards the study area were obstructed.



# 05

## ZONE OF VISUAL INFLUENCE

A theoretical visibility testing was carried out to obtain a general understanding of the potential impact of height on heritage assets. This tested different principle height scenarios from key locations throughout the masterplan area and identified their zones of visual influence. The findings of this study are represented in this section.

The zone of visual influence was established using DSM lidar data processed by GIS software Global Mapper. While the model includes both buildings and vegetation, there are limitations to the accuracy of the data in respect of vegetation. Larger areas of vegetation have a degree of permeability in the model, ie buildings may be shown as visible, while in reality they may be screened by vegetation. Individual trees may not appear in the model at all, while in reality they may also screen a building. Naturally gaps in vegetation or loss of foliage during autumn and winter months may mean that even where the model indicates no visibility due to vegetation, that there can be instances where the development would still be visible.

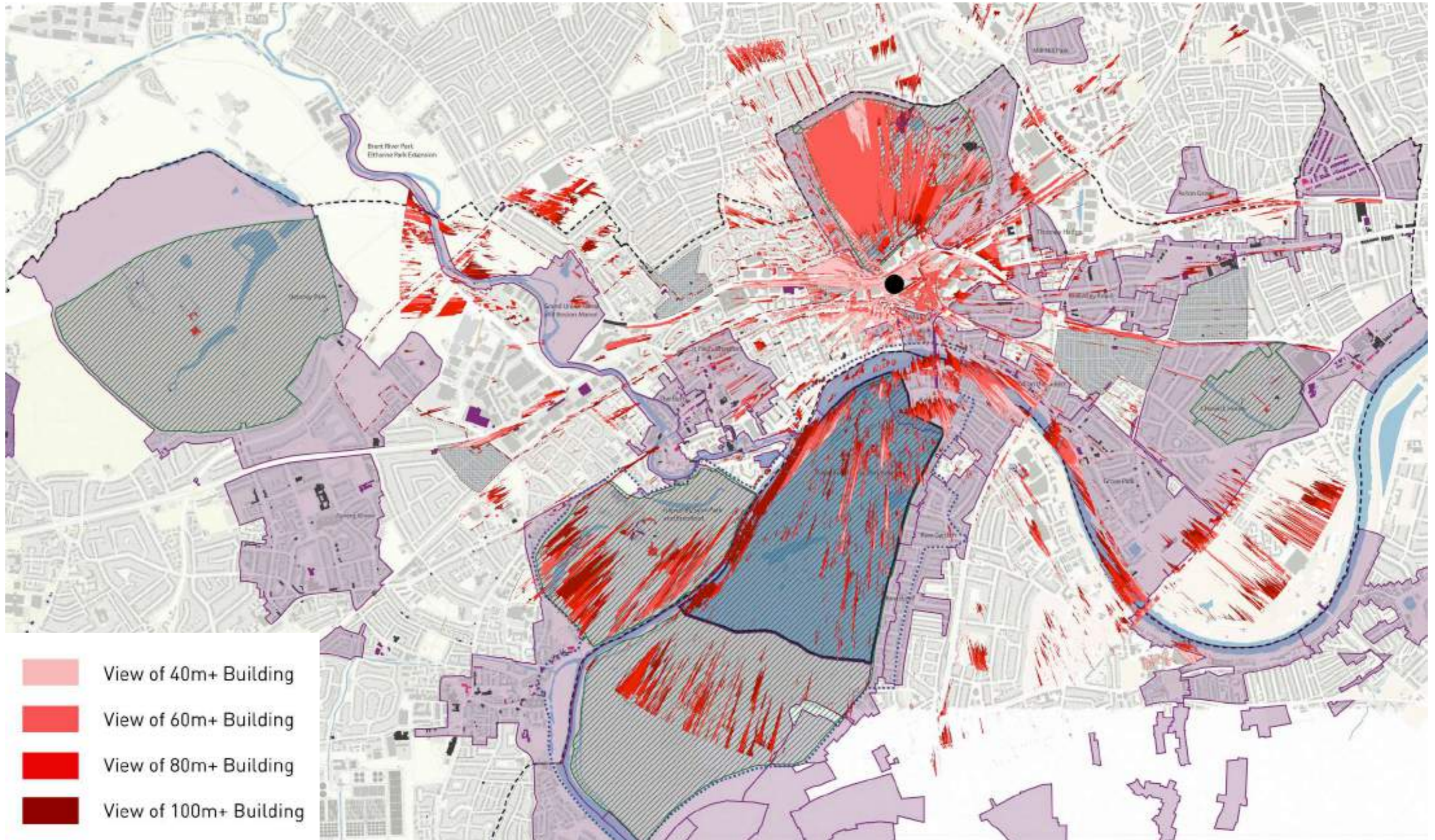
Outputs of visibility testing of generic building height of 40m, 60m, 80m and 100m (AOD) were overlaid. In areas highlighted as visible at 40m a building of 40m and more will be visible, while areas as highlighted as 80m only a buildings of 80m and higher will be visible.

Notwithstanding the limitations, this testing can give an indication of potential visibility of taller structures from sensitive locations and help the identification of potential viewing locations that may need to be tested in addition to the one's covered by this study.

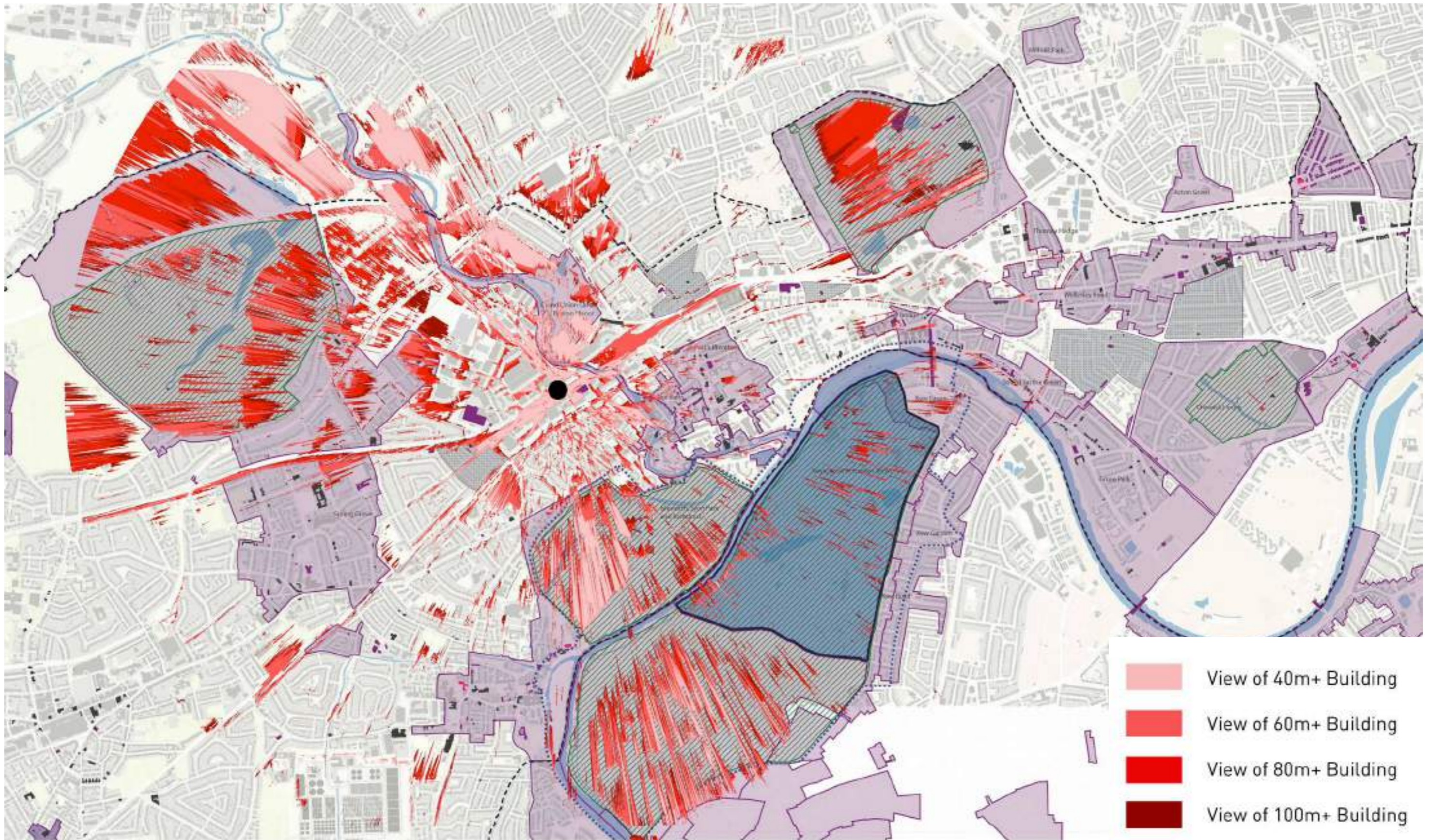
The locations used to establish the zone of visual influence are indicative and do not necessarily reflect the tall buildings locations identified by the Great West Corridor Masterplan and Capacity Study.

# 05 ZONE OF VISUAL INFLUENCE

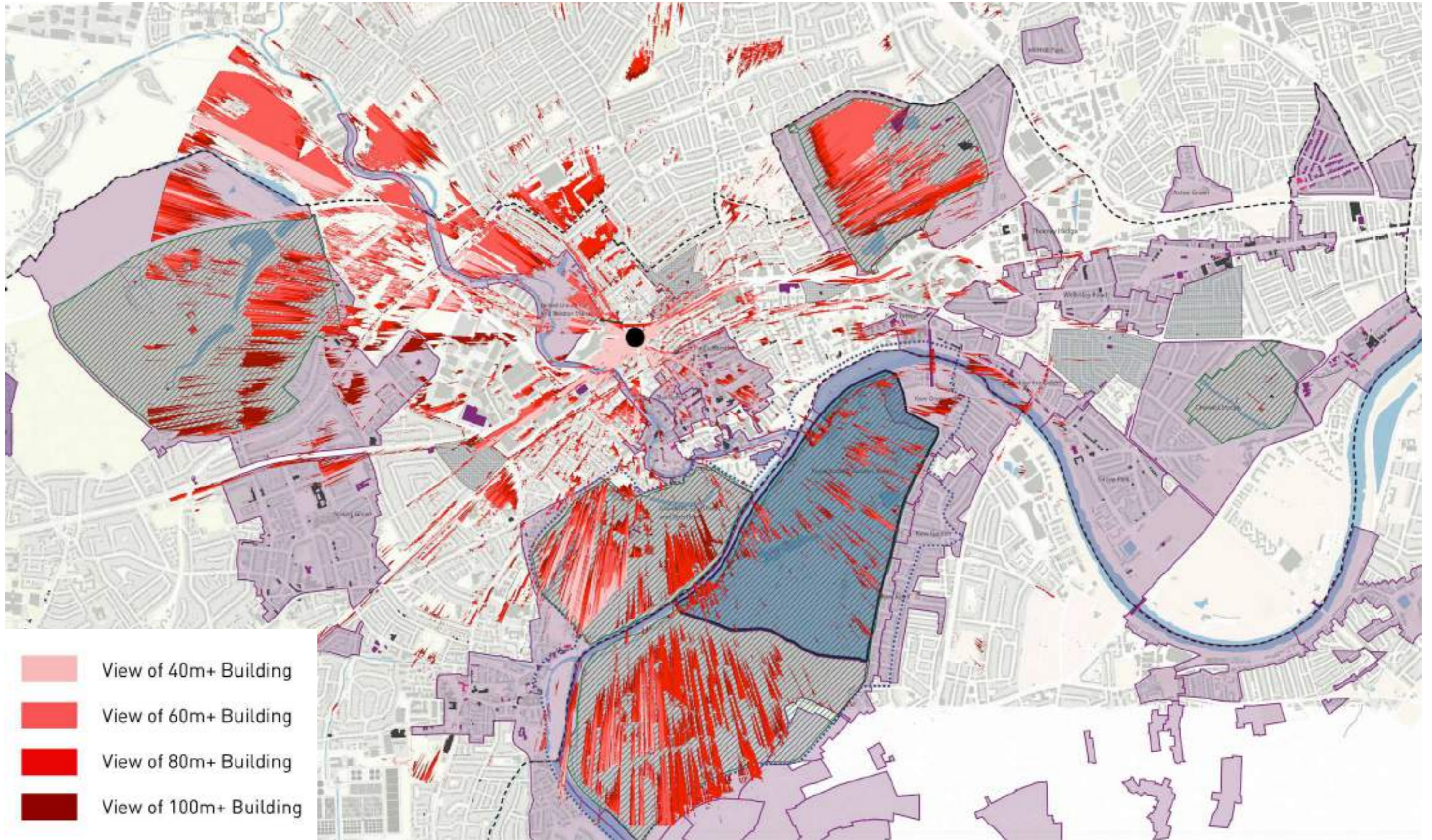
## ZONE OF VISUAL INFLUENCE LIONEL ROAD STATION



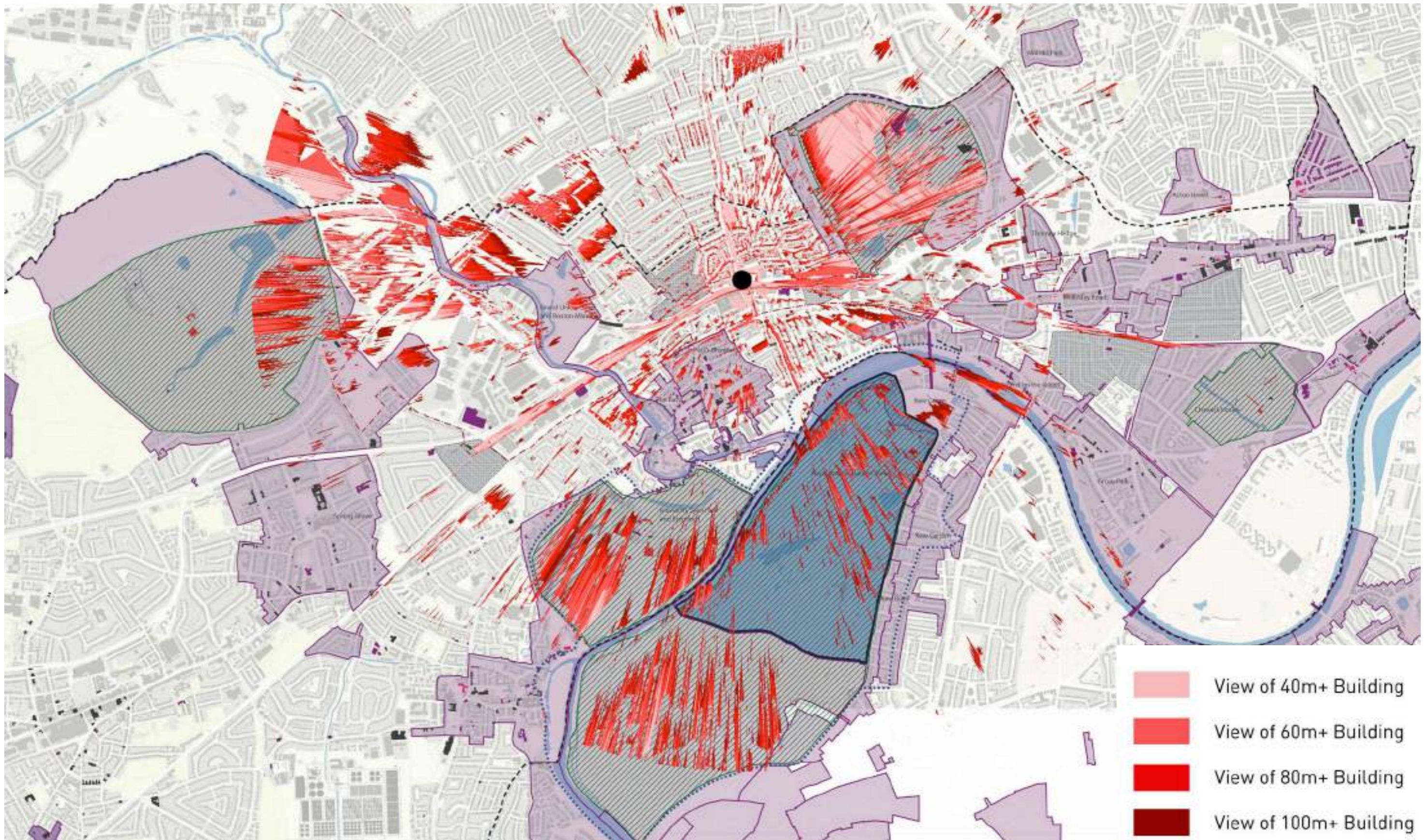
**ZONE OF VISUAL INFLUENCE GOLDEN MILE STATION**



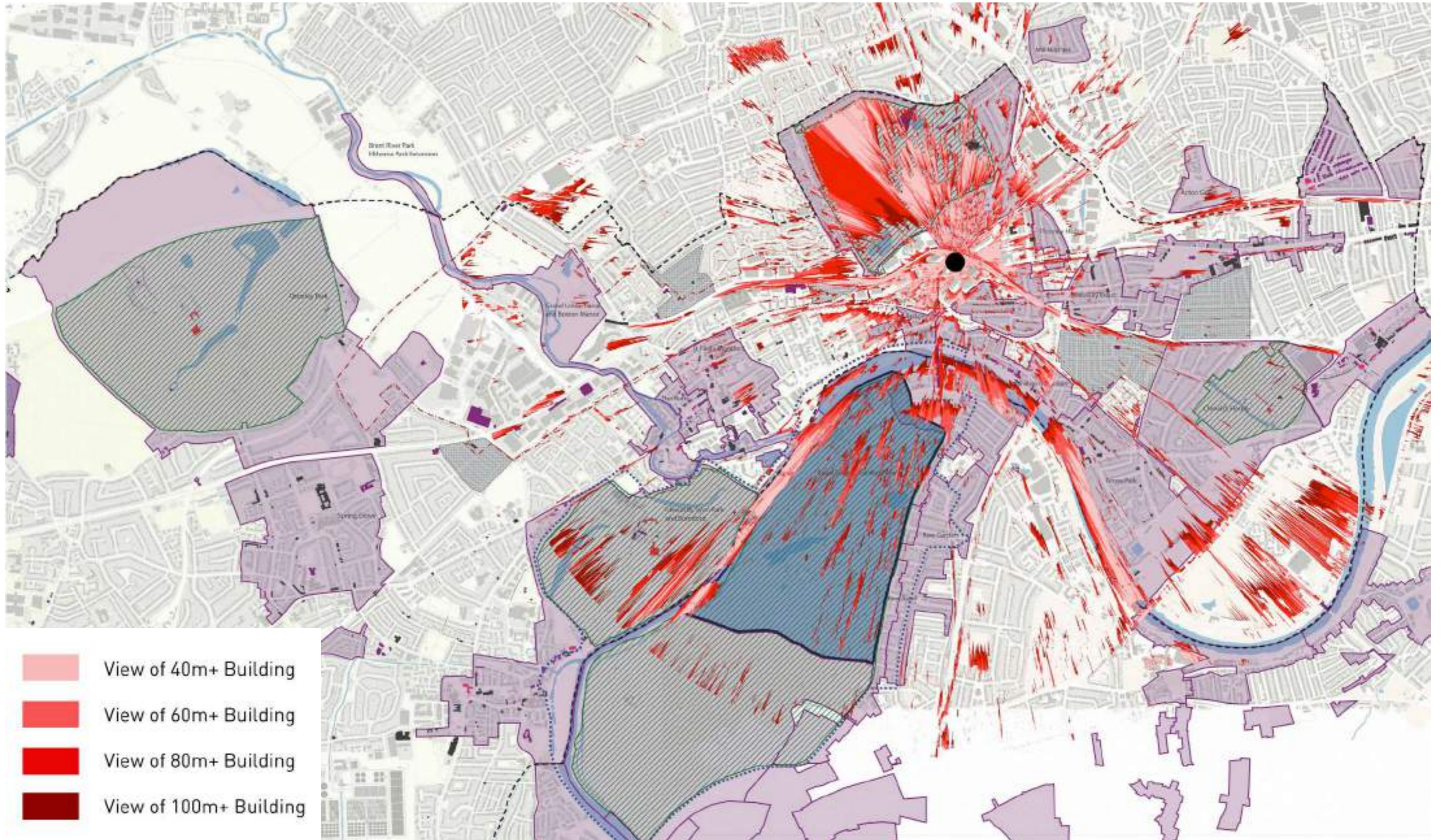
**ZONE OF VISUAL INFLUENCE LONDON GATEWAY**



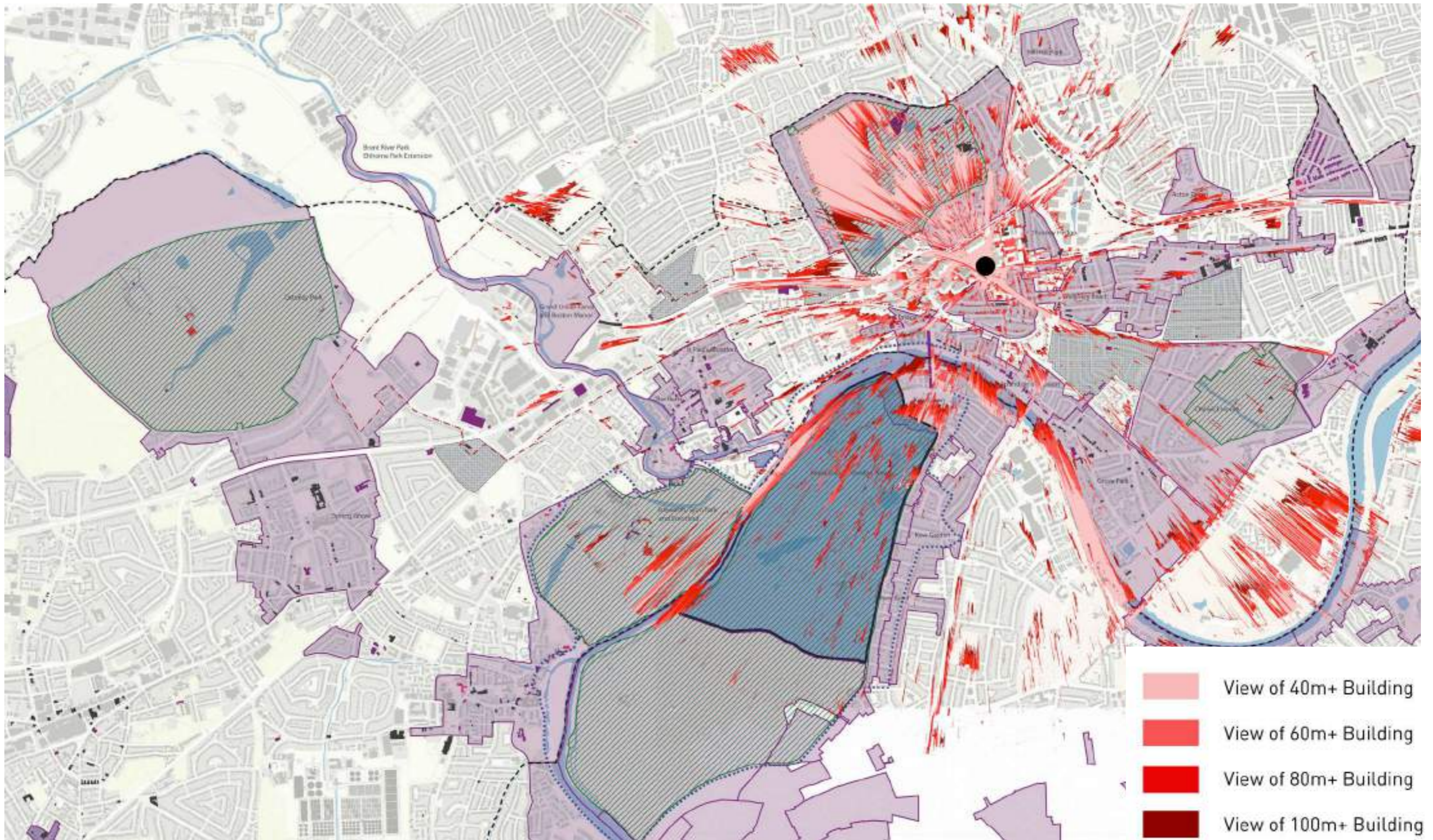
**ZONE OF VISUAL INFLUENCE PHOENIX SITE**



**ZONE OF VISUAL INFLUENCE CAPITAL INTERCHANGE**



**ZONE OF VISUAL INFLUENCE CITADEL SITE**





# 06

## HEIGHT OF EXISTING TALL BUILDINGS

This section contains maps with the existing building height in the study area and height of existing tall buildings (AOD).



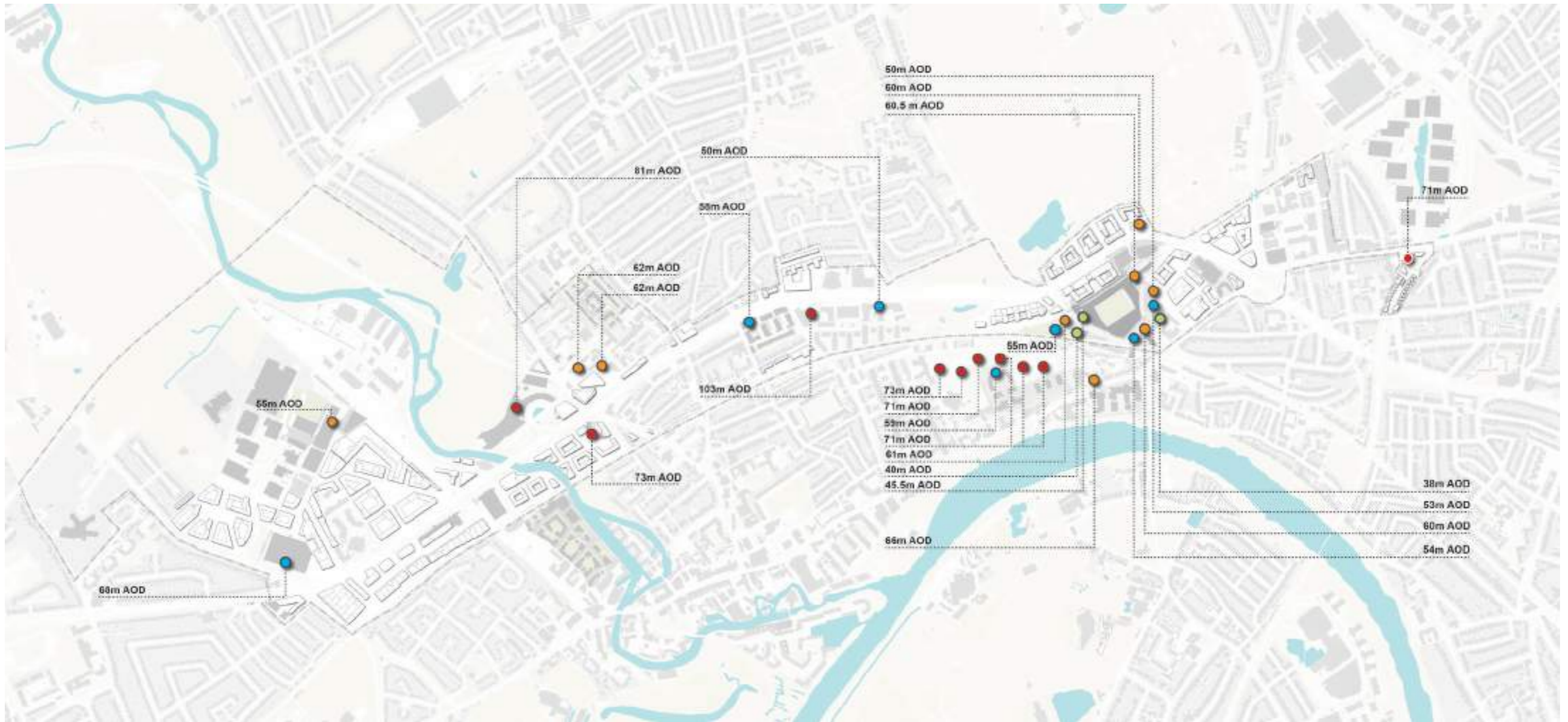


Figure 6.1: Height of existing or permitted tall buildings (AOD), based on DSM data



# 07

## VIEW ASSESSMENT SUMMARY

This section contains the view assessment summary, including a justification of the approach, heritage considerations, the assessment methodology and the assessment matrices.

# 07 VIEW ASSESSMENT SUMMARY

## INTRODUCTION VIEW TESTING

The Great West Corridor is situated in a unique context of heritage assets of the highest order, including Grade I Listed Parks and Gardens, including the Royal Botanic Gardens, Kew World Heritage Site, many Conservation Areas and Grade I and Grade II\* Listed Buildings. These provide an exceptional and special setting to the Great West Corridor, and are important assets which development in the corridor should respond to for the benefit of its future occupiers and residents. However, this setting comes with a great responsibility in that development should do the utmost in ensuring that the unique heritage values of these assets are preserved and enhanced for future generation to appreciate and enjoy, and not sacrificed by a short-term approach to development.

Recent permissions and proposals for development have shown increasing pressure for tall buildings in the Great West Corridor. These existing, implemented and permitted buildings have already, or may result in harm to heritage assets. The potential prospect of additional tall buildings of comparable scale across the corridor has raised significant concern that cumulatively this could generate substantial and potential destructive harm to some of the heritage assets. Nonetheless, it is also recognised that to deliver the vision for the Great West Corridor and bring about regeneration, development needs to be optimised. The masterplan work and viability testing has highlighted that this will necessitate an approach of compact and dense development that is likely to lead to some taller buildings.

In this context there is a need to establish an understanding of the general scale and height of development that could individually, as well as cumulatively, potentially be acceptable on these sites. This is what this study aims to establish.

Naturally there are limitations to the level of testing that can be undertaken at masterplanning stage as this supports only the testing of general massing and heights. Therefore this piece of work cannot stand in for or replace the need for development proposals to undertake detailed testing at planning application stage.

Each development will need to be assessed on its own merits in the context of applicable planning policy. For taller buildings, this will require a full townscape, visual impact and heritage appraisal of the proposed scheme, that considers the height, form, appearance, architecture, materiality and lighting of taller buildings, as well as the quality of their urban design, response to the street space, comprehensiveness and regeneration benefits, among other factors. This is what the guidance contained in the Great West Corridor Masterplan and Capacity Study recommends.

The study has identified a number of places where tall buildings of a reasonable scale could be considered as part of the planned approach to the regeneration of the Great West Corridor. The approach and scale of development has been tested from a local context and place making perspective and corresponds to the proposed character, legibility and identity of these areas of change. Part of this process involved Stakeholder Engagement with landowners and developers, statutory consultees, such as Historic England and the GLA, officers, councillors and representatives of the local community.

The view assessment study has specifically looked at the impact tall buildings could have on the significance of heritage assets and their setting. The extensive size of the area, the large number of sensitive heritage assets, the sheer number of potential tall building sites, and the high level and indicative nature of the design at masterplanning stage meant that the scope of assessment needed to be realistic and proportionate in the context of the purpose of the study and the availability of resources. The assessment therefore could not and did not aim to be at the level of comprehensive heritage, townscape and visual impact assessments, such as would be required as part of an EIA and a planning application. Instead it shadows those approaches and in principle follows their methodologies, but remains at a higher strategic level that is deemed appropriate to the evidence and guidance it aims to provide.

For the same reason the number of views to be tested were also limited to 34 representative views. These were identified by LB Hounslow to capture particular sensitive aspects of heritage assets and their setting in the context of impact from taller development within the corridor. The selection of views is by no means comprehensive or meant to be exemplary to the most sensitive elements of the heritage assets to tall buildings, as sensitivities may differ subject to the specific location of a tall building. For obvious practical reasons the testing could not identify and review all potentially sensitive views for each development site. This will need to be undertaken at the planning application stage when concrete proposals for specific sites are considered.

The result of the view testing is the identification of appropriate heights at specific tall building locations. It provides an indication of the broad scale and height of buildings that potentially could be found acceptable in these places, subject to detailed testing at planning application stage. The identification of appropriateness of height was taken in the context of the likely impact on heritage assets and aims to strike the balance with planning and regeneration benefits.

The assessment also highlights particular sensitivities of the appropriate height scenario that should be considered at design stage to reduce or avoid impact on heritage assets. While the appropriate height for a certain location is indicated as an absolute height in metres above ordnance datum (AOD), this does not automatically mean that a building of this height in this location will be given planning permission (or vice versa, that a building that is slightly above this height would automatically be refused). Each development will need to go through rigorous testing, including the testing of additional relevant views, that are agreed with LBH and other stakeholders such as Kew Gardens, simulating and assessing individual and cumulative impact, justifying the height and design of the proposal as well as assessing the planning balance. Furthermore, tall building proposals will need to undertake at least two design reviews.

This study provides guidance to both developers and the council, of the locations and heights of taller buildings that may potentially be appropriate in the corridor. Its testing offers an understanding of the individual and cumulative impact of taller buildings in the corridor on heritage assets, the skyline and local character. As such, it complies with the New London Plan that requires Local Authorities to proactively plan for tall buildings and to identify the appropriateness for tall buildings in respect to their locations and height and to take opportunities to integrate and draw inspiration from the area's heritage when creating new places and buildings.

## HERITAGE CONSIDERATIONS

The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out statutory duties requiring that special regard be paid to preserving heritage assets and their settings. This includes Listed Buildings, Conservation Areas and World Heritage Sites. The challenge of balancing conservation and change is an inevitable part of designing and assessing major developments. Tall or bulky buildings have potential to significantly alter the setting of heritage assets, which may harm their significance.

A framework of criteria for judging the impact of proposed tall buildings or development of significant bulk is required, and this study aims to provide such a tool. This would both assist the formation of developer's initial ideas and focus the local planning authority's consideration of proposals. It should lead to better informed, appropriate and more sensitive planning proposals.

Tall buildings or development of physically substantial scale must not damage historic places. As well as the physicality of height and scale, an important

regenerative factor is the question of a rich mix of uses. There is a need to avoid sterilising mono-cultural uses that can equally harm heritage places and settings that traditionally contain surprise, variety and flexibility. Physical characteristics and use/activity are intertwined factors in weighing the balance of change, conservation and regeneration.

The NPPF advises that great weight should be given to the conservation of heritage assets and their setting. The more significant the asset the greater that weight should be. Whether the possible harmful impact would be substantial or less than substantial, such proposals should be refused unless substantial public benefits would outweigh the harm.

This study aims to identify locations where a measured approach to significant development could be considered without causing substantial harm or significant less than substantial harm to historic places or buildings and their setting.

In the case of the Kew Gardens World Heritage Site, the aim of the masterplan is to avoid causing any additional harm. Kew Gardens is a site of international importance as a place, a landscape and as a location of important historic buildings. There is little justification for any further visual intrusion into this World Heritage Site. Development around the perimeter must be masked by existing substantial vegetation or kept to a modest height.

In some cases, previous planning decisions (for example the Brentford Football Club development) have caused harm to the setting of adjacent conservation areas through excessive height of new development. Such unfortunate effects should not be seen as a precedent but a reminder of how necessary a tall buildings policy is to the future of conservation management in the area. Strand on the Green Conservation Area is also threatened by a possible intensification of commercial development on the north side of Kew Bridge. This study should allow a careful management of future proposals.

This study aims to indicate the location and scale of appropriate development in height and mass. It is important to remember that overweening bulk, as much as excessive height, can damage the setting of heritage assets. Where the study indicates a possible scale of development, this does not indicate that multiple further buildings of similar scale will be acceptable. Individual sites should be the subject to more detailed development assessment by the local planning authority, delineating the opportunities and constraints of a particular place.

## ASSESSMENT METHODOLOGY

The New London Plan (Policy D8) states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans, locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate.

In establishing the location and appropriate height of development, the masterplan applied the following methodology, which is based on guidance from Historic England (The Setting of Heritage Assets Advice Note 3):

- 1) Establish an understanding of the wider context, including the existing character, urban form and structure, heritage assets and sensitivities, and the development demand and opportunities;
- 2) Set out a vision and prepare a masterplan framework that sets principles for the comprehensive development of the area. As part of this, consider where tall buildings could potentially have a role in contributing to the emerging character and townscape and help to deliver wider regeneration strategies, considering pre-emptive strategies to minimise the potential impact on Heritage Assets;
- 3) Test impact of tall buildings of different heights on heritage assets. Given the broad scope of this study, a proportionately high level assessment approach has been taken as follows:
  - a) Understand significance of heritage assets and their sensitivity to tall buildings (see Appendix B: High Level Assessment of Heritage Assets and Tall Building Sensitivity Study);
  - b) Identify and take representative verified photographs from sensitive viewing locations where the impact of a tall building could potentially be harmful to the significance of a heritage assets. The selected views provide a representative sample and are not exhaustive;
  - c) 3d modelling of existing heights, permitted tall buildings and potential tall buildings with different height scenarios;
  - d) Evaluate the impact of potential tall building height scenarios on identified views of heritage assets and their settings. Assessing visual impact, considering the individual and cumulative effect of tall building proposals, is a starting point to understanding the potential impact on the significance of a heritage asset and its setting;
  - e) Refine approach towards the location of tall buildings and calibrate their height in response to their impact on heritage assets;

4) Set out a clear framework for development of tall buildings that establishes locations where tall buildings could be acceptable and establish an indicative height that would be appropriate;

5) Set out further design criteria, tests and requirements that tall building proposals will need to meet to be considered acceptable.

This approach is appropriately detailed for the scope of the study and provides a robust high level impact assessment of tall buildings on relevant heritage assets. Promoters of tall building developments will be expected to make full reference to Historic England Advice Note 3, conduct a Heritage Impact Assessment of relevant assets and demonstrate how the proposal has responded to the significance of heritage assets and their setting at application stage.

### HEIGHTS TESTING

This study has undertaken significant testing of heights to inform the tall buildings recommendations of this study, following the methodology described. Points 1 and 2 of the methodology are covered by the wider masterplan work and identified potential locations where tall buildings can play a role in the corridor.

The approach of the study in respect of point 3 involved the following steps:

#### a) Understand significance of heritage assets and their sensitivity to tall buildings:

- A high level assessment of heritage assets, their significance and sensitivity to tall buildings was undertaken to provide an understanding of sensitivities for the purpose of the view testing. This study is contained in Appendix B.
- A map with relevant heritage designations is included in Section 3 of this appendix.

#### b) Identify and take representative verified photographs from sensitive viewing locations:

- LBH selected 36 representative views, and obtained verified photographic records of these views.
- Section 02 of this appendix contains the detailed methodology on the verified photography and 3d modelling;
- 34 of these views were taken forward into the detailed study. Two views were discounted as there was no visibility towards the study area. Views are identified in Section 04 of this appendix.

#### c) 3d modelling of existing heights, permitted tall buildings and potential tall buildings with different height scenarios:

- An accurate geo-located 3d model of the area was prepared which formed the basis of the modelling of the Illustrative Masterplan.
  - A total of 58 theoretical tall buildings locations were tested.
  - The 3d model also included a number of planning permissions that have not been implemented (see detail below);
  - Render outputs from verified view locations were outputted from the model and montaged into the verified photographs for each view;
  - The following outputs were initially prepared:
    - **Planning permission:** buildings with planning permissions (Brentford Stadium and associated development, Capital Interchange Way, Citroen and Citadel sites);
    - **Base height scenario:** a proposed building height for tall buildings that responds to local place making and character aspirations of the masterplan and seeks a sensitive response to the townscape and heritages context based on the understanding of sensitivities obtained from desktop studies, as well as the study of theoretical visibility;
    - **Increased height scenario:** an increase of the base option height by generally 5 generic residential storeys (i.e. plus 15m) to evaluate how the impact of a building will change as height increases;
  - The planning permissions, base height scenario and the increased height scenario were modelled in the 3d model and accurately represented within the verified views.
- #### d) Evaluate impact of potential tall building height scenarios on the significance of heritage assets and their settings, considering the individual and cumulative effect of tall building proposals:
- For each view and each tall building visible in a view, an assessment was undertaken that judged the potential additional impact on the significance of the heritage assets experienced through this view.
  - The assessment covered planning permissions, the base height scenario and the additional height scenario. It also assessed the cumulative additional impact of proposed buildings within each sub-area / cluster in the corridor.

- The assessment made assumptions about the impact of lack of tree foliage on views and the potential worst-case impact during winter months or from brightly lit tall buildings.
- View assessment criteria are summarised below.
- The assessment was undertaken in a workshop setting by Matthias Wunderlich (Director at Urban Initiatives Studio), Ross O’Ceallaigh (Planning and Urban Design Consultant at Urban Initiatives Studio), Martin O’Rourke (Heritage Consultant) and Sean Doran (Principal Conservation Officer at LB Hounslow)

#### e) Refine approach towards the location of tall buildings and calibrate their height:

- Based on this initial assessment and through an iterative process of testing the appropriate height for each tall building location was established. This involved local design considerations as well as the judgement of the heritage impact in the context of wider planning and conservation benefits that could be delivered.
- A plan was prepared that identified the appropriate height at potential tall building locations and indicated their height above Ordinance Datum (AOD), as well as the height above ground, and an indicative number of theoretical storeys. The AOD height is the relevant height resulting from this testing, while other heights are only informative.
- The appropriate height scenario was modelled in the 3d model and outputs prepared from overlays of the photography.
- For each view the impact of the appropriate height scenario on the view and the heritage significance of the asset was assessed and justified. A description is included with each view.
- Additional recommendations on the need for testing at planning stage and design were also made where relevant.
- Based on the heights testing, a framework for tall buildings in the Great West Corridor was developed that is included in the Great West Corridor Masterplan and Capacity Study Report (Section 7.7).

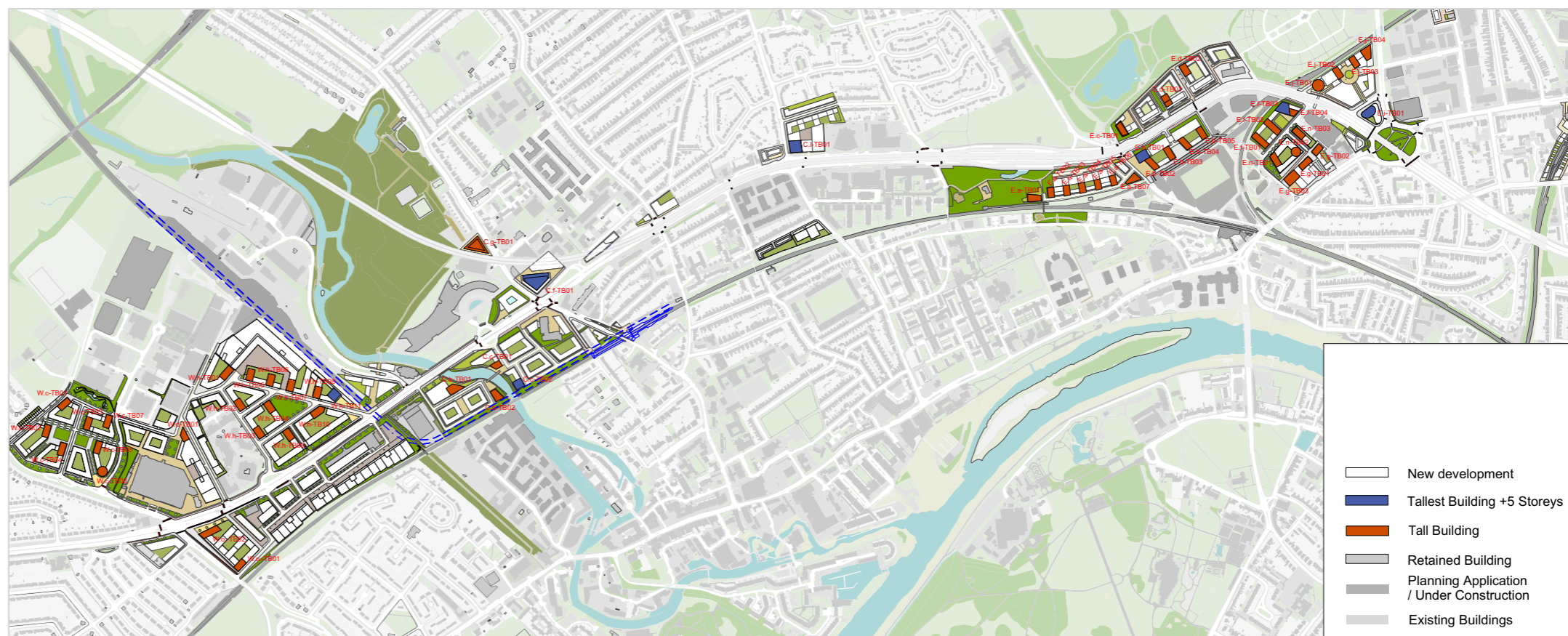
**BASE OPTION  
IMPACT MATRIX**

Area Name	West											Centre					East: Brentford Stadium West/North							East: Brentford Stadium East							Cumulative Impact																									
	Tesco					Gillite			West Cross Campus			Homebase	Brentside Park	Great West Plaza	Sub-station	Mille	Phoenix	Kew Bridge Distribution Centre			27 Great West Road				Park View	EMC Tower	Capital Interchange Way		Fountain Leisure							Citadel Site	B&Q		Citroen																	
Site Name	W.C.-TB01	W.C.-TB02	W.C.-TB03	W.C.-TB04	W.C.-TB05	W.C.-TB06	W.h.-TB01	W.h.-TB02	W.h.-TB03	W.h.-TB04	W.h.-TB05	W.h.-TB06	W.h.-TB07	W.h.-TB08	W.h.-TB09	W.h.-TB10	W.h.-TB11	W.o.-TB01	W.o.-TB02	C.b.-TB01	C.b.-TB02	C.c.-TB01	C.c.-TB02	C.g.-TB01	C.l.-TB01	C.l.-TB01	E.a.-TB01	E.a.-TB02	E.a.-TB03	E.a.-TB04	E.a.-TB05	E.a.-TB06	E.a.-TB07	E.l.-TB01	E.l.-TB02	E.l.-TB03	E.l.-TB04	E.g.-TB01	E.g.-TB02	E.l.-TB01	E.l.-TB02	E.l.-TB03	E.l.-TB04	E.g.-TB01	E.g.-TB02	E.l.-TB01	E.l.-TB02	E.l.-TB03	E.l.-TB04	E.n.-TB01	E.n.-TB02	E.n.-TB03	E.n.-TB04	E.n.-TB01	E.n.-TB02	E.n.-TB03
Tall buildings codes (pink colour represents the tallest buildings and helps orientation in the views)																																																								
height in storeys	12	10	10	7	10	12	10	15	12	12	14	12	13	14	12	12	19	10	12	12	12	12	15	10	17	4	13	12	14	13	12	14	13	17	11	13	15	11	12	12	12	14	17	12	15	12	12	18	16	14	14	12	12	12	15	
height in m above ground	36	30	30	21	30	36	30	45	36	36	42	37	40	43	37	38	38	58	30	42	38	37	37	46	42	68	19	39	37	43	41	37	42	39	56	34	40	46	34	42	42	37	40	46	58	43	46	38	59	51	44	44	38	36	36	45
<b>GWC View Code</b>	<b>View Name</b>																																																							
	<b>Heritage Designation</b>																																																							
BG2	Royal Botanic Garden / Kew Palace																																																							
BG4	Royal Botanic Garden / Queen Elizabeth Gate																																																							
BG5	Royal Botanic Garden / The Queen's Ride																																																							
BG7	Royal Botanic Garden / Rear of Palm House																																																							
BG8	Royal Botanic Garden / Palm House																																																							
BG9	Royal Botanic Garden / Opposite Palm House																																																							
BG10	Royal Botanic Garden / Syon Vista																																																							
BG11	Royal Botanic Garden / Pagoda Syon Vista																																																							
BG12	Royal Botanic Garden / Temperate House																																																							
BG13	Royal Botanic Garden / Pagoda																																																							
BG14-A	Royal Botanic Garden / Orangery (A)																																																							
BG14-B	Royal Botanic Garden / Orangery, Great Lawn (B)																																																							
BG15	Royal Botanic Garden / Front of Palm House																																																							
BG16	Royal Botanic Garden / Duke's Garden																																																							
SP1	Syon Park / Park Road 1																																																							
SP2	Syon Park / Park Road 2																																																							
SP3	Syon Park / Syon House																																																							
OP1	Osterley Park / Osterley House																																																							
CH1	Chiswick House																																																							
GP3	Gunnersbury Park / Playing Fields																																																							
GP4	Gunnersbury Park / Museum																																																							
GP5	Gunnersbury Park / Round Pond																																																							
dually	Kew Green / West																																																							
KG3	Kew Green / East																																																							
RW1	Thames River Walk / Strand on the Green																																																							
BM1	Boston Manor / Rear of Boston Manor House																																																							
BM2	Boston Manor / Front of Boston Manor House																																																							
CB1	Chiswick Bridge / Arcadian Thames View																																																							
GP1	Gunnersbury Park / Cemetery 1																																																							
GP2	Gunnersbury Park / Cemetery 2																																																							
CR1	Chiswick High Road																																																							
SS1	Syon Lane Station / Gillette Factory Clock Tower																																																							
BF1	Brentford High Street / London Museum of Water and Steam Standpipe Tower																																																							
WR1	Great West Road / City Approach																																																							

no discernable impact / not visible  
 1 low visual impact  
 2 a measure of visual impact  
 3 a distinct detrimental visual impact  
 4 a major detrimental visual impact  
 5 overwhelming visual impact  
 pos positive impact on legibility and townscape

hidden by vegetation - theoretical worst case assumption on impact without tree foliage considering building lighting during twilight hours - requires testing in winterview  
 Could not be assessed as temporarily obscured

**TALL BUILDING TEST LOCATIONS**

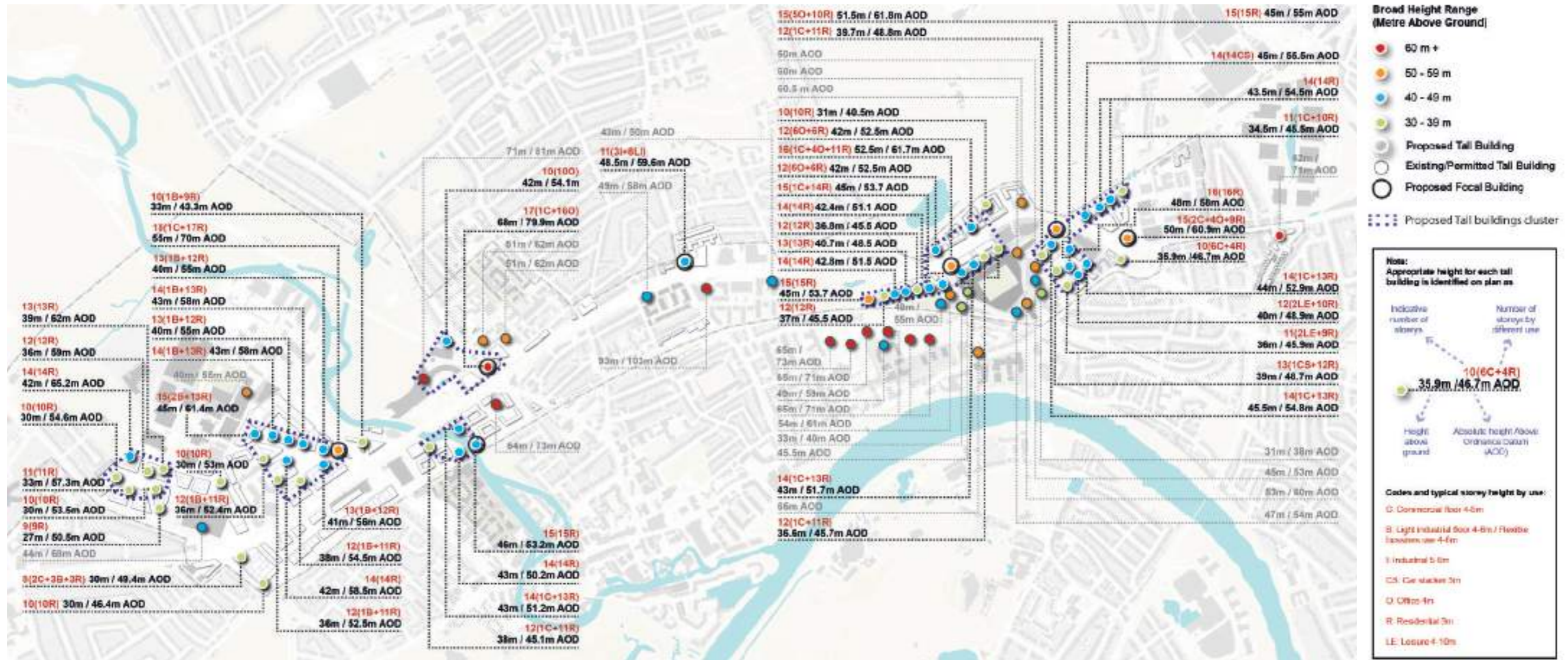


An explanation of the above key is provided on page 34.





## APPROPRIATE HEIGHT AT TEST LOCATIONS



## PLANNING PERMISSION UNDER CONSTRUCTION

Modelling included permitted tall buildings that are under construction, to allow for an assessment of the cumulative impact. This includes the permission of the Brentford Community Stadium and associated residential towers, and other permitted schemes in the corridor.

## OTHER PLANNING APPLICATIONS

A number of sites have been subject to recent planning applications for tall buildings, some of which have been refused. Below is a list applications and how testing has considered these sites.

### Citadel Site (also referred to Chiswick Curve)

Chiswick Curve Application was refused by the Local Authority and the appeal dismissed by the Secretary of State. The previous permission (Citadel) as a matter of law it is considered a legitimate fall back option for the development of the site, the permission has been lawfully implemented, and could be completed, although this is unlikely.

Notwithstanding this permission that was granted prior to Kew Garden being designated as a World Heritage Asset, the study has tested an alternative massing and height scenario for this site. This aims to establish the appropriate height that could be acceptable in respect of its impact on the Kew Gardens and other

Heritage assets. Two massing options were tested on this site. Both have the same height and quantum of development, but they differ in the location of the highest point on this site. Massing option A was tested in all views, whilst massing option B was only tested in view BG14-A, where it demonstrates that the impact of this height can be acceptable in this view.

The view assessment also includes an assessment of the Citadel Permission (Buildings with Planning Permission). Further, under the category Base Height Scenario a building is tested on this site that has the same height as the Citadel building but is more slender, and at the Additional Height Scenario this is increased in height by five storeys as per the testing methodology.

## Citroen Site

The Citroen site development proposal was recommended refusal by LB Hounslow and called in and subsequently granted permission by the Mayor of London. The Secretary of State has recently resolved to grant the appeal and to permit this development. For the purpose of this study an independent scheme was tested on this site to ascertain the potential height of development that could be acceptable on this site. An assessment of the Citroen (permitted following appeal) scheme is also included.

### Capital Interchange Way

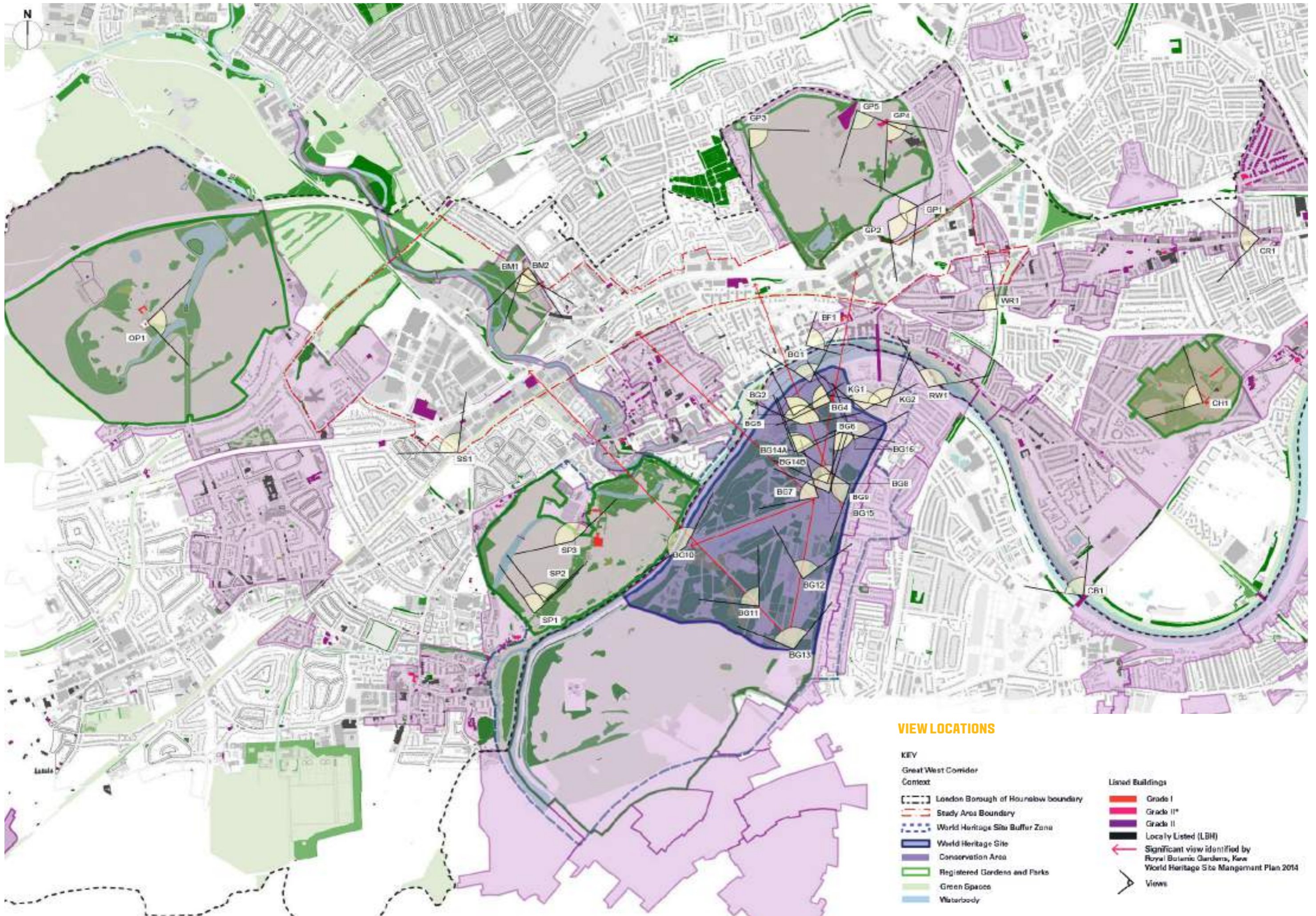
An application for a tall building development of this site was approved. This study has taken note of the approval. However, for the purpose of testing an independent scheme was examined to independently establish the acceptable height of development on this site. The permitted scheme was also assessed.



# 08

## DETAILED VIEW ASSESSMENT

This section contains the detailed assessment of 33 views.



**VIEW LOCATIONS**

- KEY**
- Great West Corridor Context
- [---] London Borough of Hounslow boundary
  - [---] Steady Area Boundary
  - [---] World Heritage Site Buffer Zone
  - [---] World Heritage Site
  - [---] Conservation Area
  - [---] Registered Gardens and Parks
  - [---] Green Spaces
  - [---] Waterbody
- Lined Buildings**
- [Red line] Grade I
  - [Pink line] Grade II\*
  - [Purple line] Grade II
  - [Black line] Locally Listed (LBH)
  - [Red arrow] Significant view identified by Royal Botanic Gardens, Kew World Heritage Site Management Plan 2014
  - [Black arrow] Views

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### GUNNERSBURY PARK

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### SYON STATION/GILLETTE FACTORY

SS1	Syon Lane Station Gillette Factory Clock Tower	p.188
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### LONDON MUSEUM OF WATER AND STEAM STANDPIPE TOWER

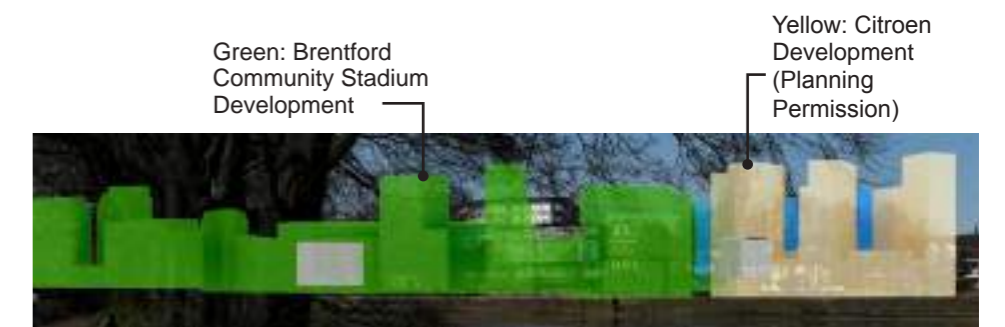
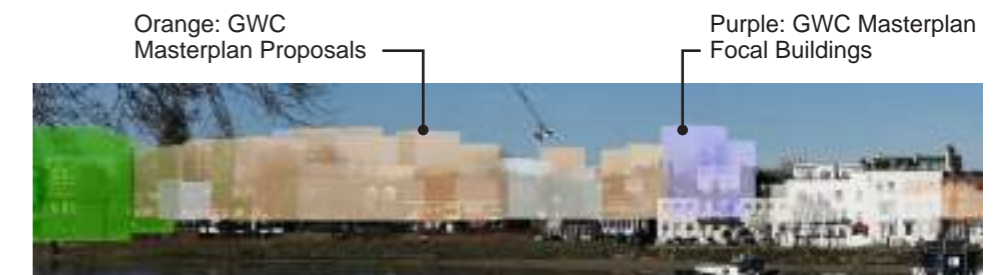
BF1	Brentford High Street London Museum of Water and Steam Standpipe Tower	p.194
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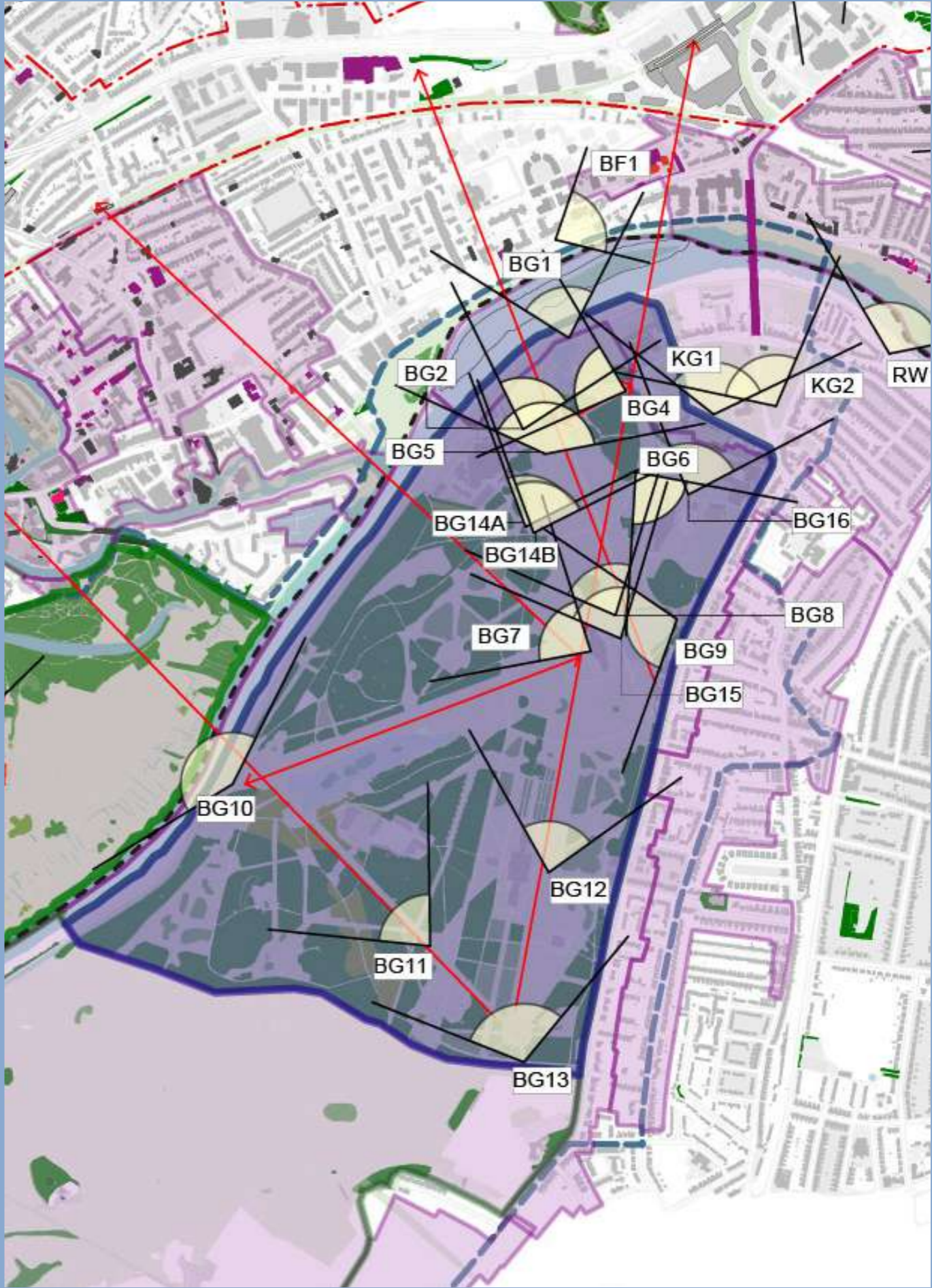
### GREAT WEST ROAD/ CITY APPROACH VIEW

WR1	Great West Road City Approach	p.200
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### Views Testing Key

The buildings within the views tested in this section are colour-coded to the type of development it represents. The images below are annotated to explain the meaning of the colours.





# KEW GARDENS WORLD HERITAGE SITE

## VIEWS BC2-BC16

### HERITAGE PARAMETERS

#### Description & Significance

In the vicinity of the Great West Corridor the Royal Botanic Gardens Kew is a heritage asset of national and international significance in respect of its historic landscape, views into and out of the landscape, numerous important Listed Buildings and Scheduled Monument as well as natural heritage in the form of plant collections, specimen trees and landscape design. Kew contains the most diverse plant species collection in the world, a world-class example of landscape heritage.

The World Heritage Site Management Plan 2020-2025 sets out the contribution of setting to the Outstanding Universal Value (OUV) of the WHS. Kew Gardens is, with a few exceptions such as the vista to Syon House, an internally-oriented landscape. The setting of the WHS is fundamental to its OUV, and contributes to it in the following ways:

- A largely unbroken skyline above the walls and planting, creating the sense of being separated from the surrounding urban area. This also allows visitors to fully appreciate the landscape design and its various historical phases.
- Areas of openness and “big sky” framing views across the landscape.
- Visual and physical connections to the River Thames and across it, as part of the designed relationship with Syon Park.
- Providing the backdrop to key views and vistas such as the Syon Vista, Broadwalk, Cedar Vista, Pagoda Vista and other internal views, such as views to architectural icons and follies.
- The well-defined boundaries directly enable the conservation of the internationally significant living connections housed within.

#### Designations

(i) UNESCO WORLD HERITAGE SITE (since 2003), This designation covers the full extent of Kew Gardens, with a Buffer Zone comprised of areas key to the protection of significant views into and out of Kew, areas with a strong historic relationship to Kew and the areas that have a bearing on the character and setting of the Gardens.

(ii) CONSERVATION AREAS- Royal Botanic Gardens Kew C.A (London Borough of Richmond), The protective Buffer Zone around Kew Gardens includes the Old Deer Park CA to the south (London Borough of Richmond), Syon Park to the west and Isleworth Riverside CA (London Borough of Hounslow), and Kew Green CA (London Borough of Richmond) to the north.

Kew Gardens, together with Syon Park, the old Deer Park, Kew Green, are all linked by the River Thames and constitute extensive historic and green environments of importance.

(iii) 44 LISTED BUILDINGS including the most significant collection of 19th century iron framed glasshouses, including the Palm House and the Temperate House, which are both Grade I. Other listed buildings relevant for this study include the Orangery (1761 Sir William - Grade I), Kew Palace (1631 -Grade I), The Great Pagoda (1763 Sir William Chambers -Grade I) and Temple of Aeolus (1763 Sir William Chambers Grade II).

(iv) SCHEDULED MONUMENT- in addition to being listed, Kew Palace is also designated as a Scheduled Monument,

(v) REGISTER OF PARKS & GARDENS - Kew Gardens is designated as a Grade I Registered Park and Garden. The Gardens and buildings make up one of the most significant historic landscapes in the country. The heritage collection of trees and plants is unrivalled in the world.

Opening in 1759 as a botanical garden for Augusta, dowager Princess of Wales, the landscape includes work by Charles Bridgeman, William Kent, and Capability Brown. The Botanic Gardens became famous under the management of Sir Joseph Banks (1772-1819). In the 19th century, William Westfield designed the distinctive walks and vistas. Father and son Sir William Jackson Hooker and Joseph Dalton Hooker (1842-1885) and made Kew an international centre for botanical research.

#### Environmental Issues & Threats To Setting From Tall Buildings

The 2002/3 ICOMOS review that led to World Heritage status for Kew noted the 22 storey tower blocks of the Haverfield Estate at Brentford “seriously diminished the visual experience at Kew at several points in the garden.”

Further development in the Brentford area was seen as a threat and the following points were raised:

- Views from inside and from outside into the garden need to be protected;
- Conspicuously tall or big scale buildings should not be permitted in the Buffer Zone;
- Conspicuously tall or big scale buildings must not be visible above the peripheral tree belt of the garden; and
- Particular views associated with historic buildings, sightlines and avenues need careful protection from intrusive development.

It is therefore imperative to take a particularly uncompromising stance on preserving the setting of the landscape and buildings in this most important of heritage assets.

The contribution of setting to the WHS is largely dependent on the form of development in the wider environs and their limited visual intrusions into the site. However, this contribution is under threat due to existing and proposed tall buildings. Commenting on the ongoing concern of UNESCO that developments in the surrounding area is damaging to the OUV of the WHS, the WHS Management Plan 2020-2025 states:

*“The primary cause of this concern is the development of buildings, particularly tall buildings, which are visible from within the WHS. This concern has been exacerbated by a number of recent planning applications, including from within the ‘Great West Corridor’ opportunity area, which would affect the setting of the WHS and key buildings within it and thus the Outstanding Universal Value (OUV) of the WHS.”*

Existing tall buildings, such as the Haverfield towers and the Kew Eye, can be seen in glimpsed views within the WHS. They add to the sense of external development overtopping the screening afforded by the tree planting within the Gardens degrading the strong sense of enclosure and separation that underpins the Garden’s character, significance and OUV. There is potential for new tall buildings to have a similar adverse impact, adding cumulatively to the harm that exists from existing intrusive tall building.

Great weight should be given to the preservation of the setting of the landscape and buildings in this most important heritage asset and harm to its significance should be wholly exceptional.

There is a risk of other tall buildings within the Great West Corridor to have a similar impact and significantly erode the sense of separation and ‘otherworldliness’ at the Gardens, and hence the OUV of the WHS.

The NPPF is clear that great weight should be given to the conservation of heritage assets, the more important the heritage asset, the greater the weight that its conservation should be afforded.

# BG2 ROYAL BOTANIC GARDEN

EXISTING

## VIEW OF KEW PALACE



EXISTING SITUATION

**VIEW COORDINATES:**

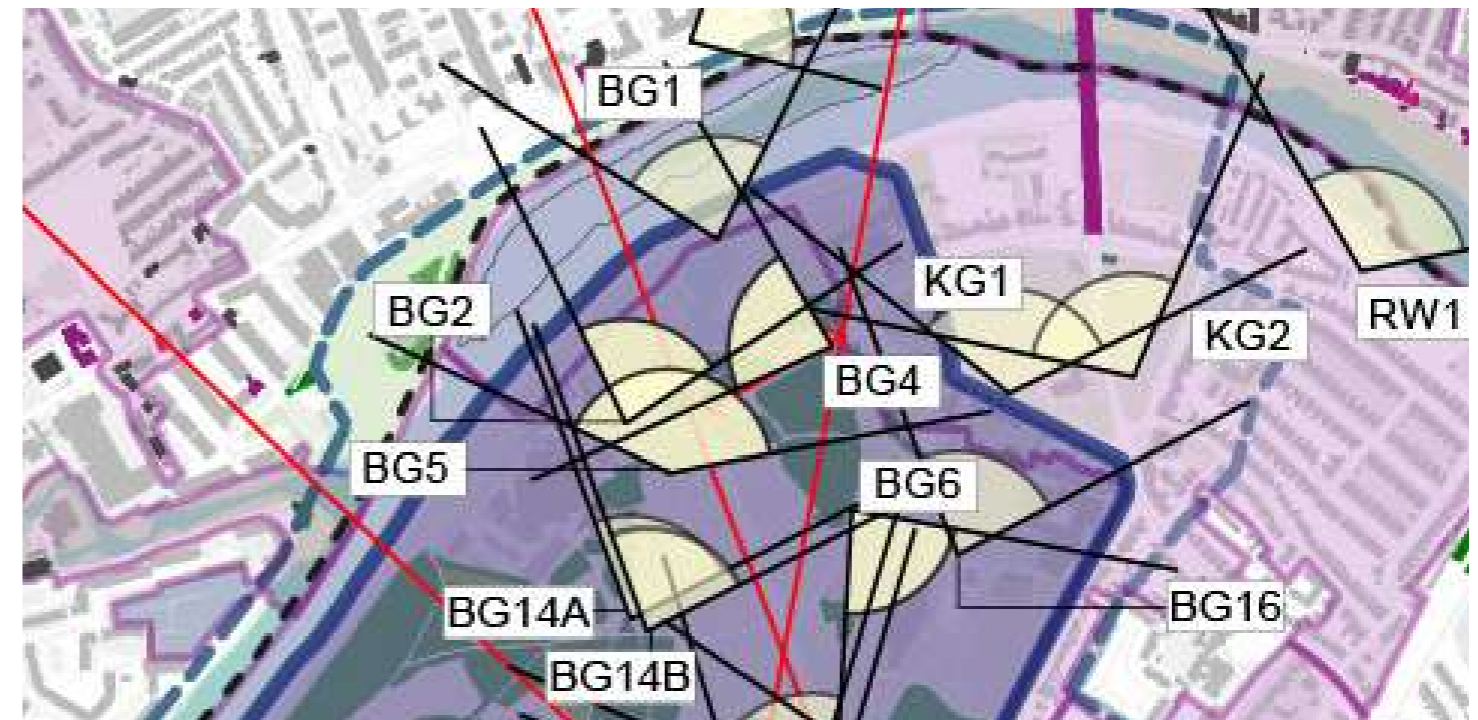
518485.092, 177444.363, 7.863

**VIEWING DIRECTION:**

NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**

KEW GARDEN WORLD HERITAGE SITE





### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- View of Kew Palace within its design landscape setting.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Grade I Kew Palace sits in a planned landscape of a lawn surrounded by tree groups. The open skyline is also an important attribute of the setting. The landscape and skyline form an important part of the setting and therefore the significance of the heritage asset.
- The Palace, originally a country retreat, was designed to be seen within an arcadian setting, which adds to its significance. In essence, the palace and grounds are considered as one entity.
- The timber lift shaft and small house beside the palace do not compromise the setting as they are clearly subsidiary to the main building.

- New development must not intrude on the scene by becoming visible through or over the trees in the background. Even where lower proposed buildings are mostly hidden by trees it is important that the mass and configuration of the buildings should be broken up by modelling and sympathetic materials as they may be more apparent in the winter months. Careful consideration is required when determining any future development proposals.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- The majority of the permitted Brentford Stadium Development and Citadel are concealed from view by vegetation and therefore would be barely visible during summer when the trees are in leaf.
- The Citroen site development (if permitted) and the eastern end of the Brentford Stadium Development however would be clearly visible in the gap of the vegetation.
- The cumulative impact of the permissions is a distinctly detrimental impact on the significance of Kew Palace, considering that when trees are bare, buildings may become more visually intrusive in the setting and detract from the setting of Kew Palace.

#### BASE HEIGHT SCENARIO

- The baseline option is situated behind the vegetation and to a large extent behind the permitted Brentford Stadium development. It is generally lower in height than the permitted development. Individually tall buildings have a low impact and cumulatively there is no additional harm.
- The Tall Building on the Citadel site that mirrors the height of the permitted Citadel is considered to have a measure of detrimental impact.
- The cumulative additional impact of the baseline position in the east is low.
- Development in the central and west areas are concealed from view by intense vegetation and development. Their individual and cumulative impact is not discernible.

## VIEW OF KEW PALACE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate height scenario



Appropriate height scenario - simulated visibility

## ADDITIONAL HEIGHT SCENARIO

- East of Palace: Proposed buildings with additional height become more visible, which would be particularly clear in winter when they would appear through the trees.
- Individually the impact of tall buildings in Brentford Stadium Cluster East range from low to a distinctly detrimental impact, as they become prominently visible in-between and above the vegetation and detract from the setting of the palace. Cumulatively the additional impact of the plus 5 development in this area would be distinctly detrimental as they establish a dominant skyline feature that undermines the landscape setting of the palace.
- While hidden from view by vegetation, it is deemed that only the tallest buildings to the west of the palace will have a low or a measure of impact.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The majority of the tall buildings in the Brentford Stadium Clusters (East and West) to the east of Kew Palace are visually screened by Kew Palace or the Brentford Stadium development. A handful of buildings that are not obscured by development are concealed behind vegetation. Individually they are deemed to have a low impact, and cumulatively their additional visual impact is judged low.
- Development in the central and west areas are concealed from view by intense vegetation and remain generally of low height. As such they will have no discernible impact. Only the Mille redevelopment and the Phoenix development could have an impact when leaves are down. The individual and cumulative impact of this is judged as low.

### Justification

- Tall buildings in the appropriate height scenario are entirely concealed by vegetation and do not visually intrude into the setting of Kew Palace. In case of visibility through the vegetation cover (when leaves are down) the individual and additional cumulative impact is judged as not discernible or low, and as such the appropriate height scenario is found to be acceptable.
- Development should consider mitigation measures to minimise impact on the view. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage.

# BC4 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## QUEEN ELIZABETH GATE

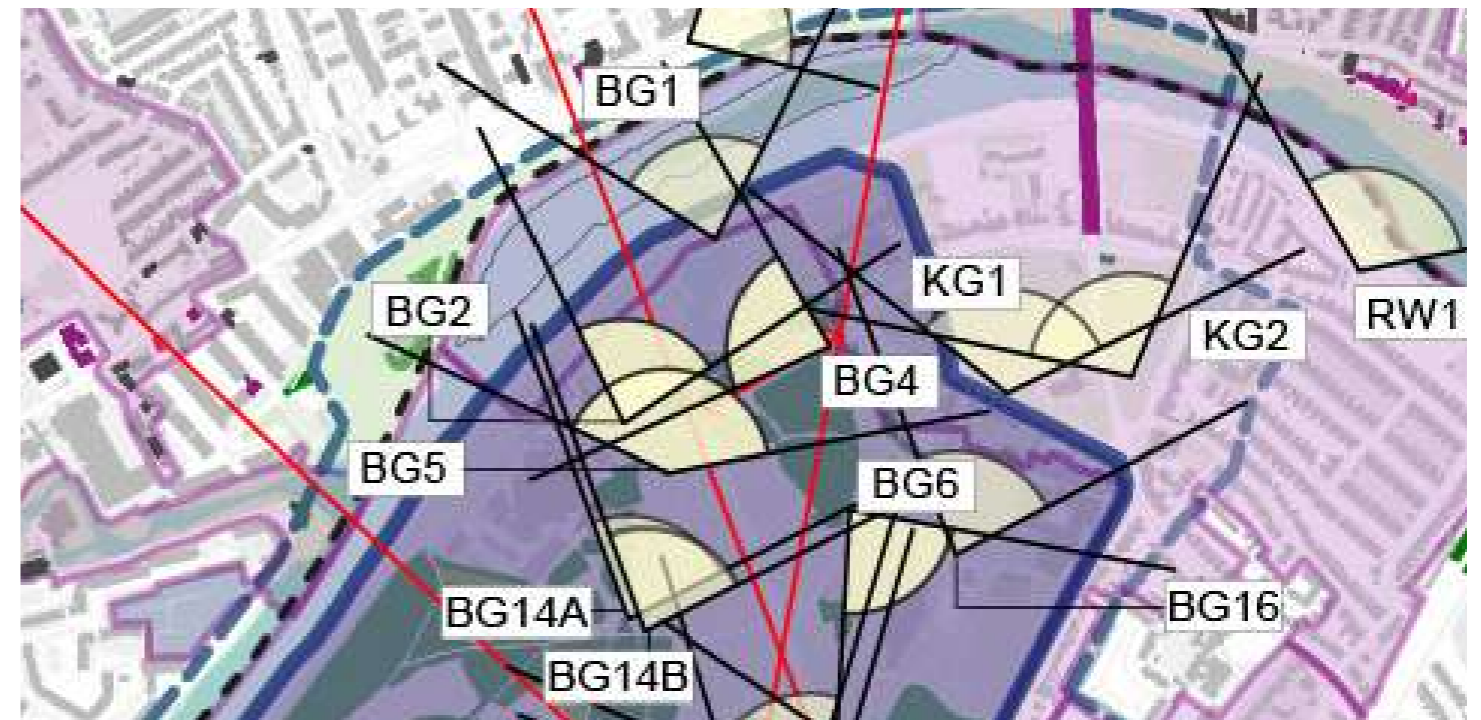


EXISTING SITUATION

**VIEW COORDINATES:**  
518717.384, 177529.186, 7.428

**VIEWING DIRECTION:**  
NORTH NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





#### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- This is one of the main entrances and exits to the Royal Botanical Gardens for visitors.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The view is taken at the first major intersection as visitors enter the park.
- The Nash Conservatory is seen from here and is the first important building that a visitor sees upon entering the park.
- This view therefore provides an important first impression for visitors of the atmosphere and seclusion of the gardens.
- New development must not intrude on the scene by becoming visible through or over the trees in the background including during winter months.

# BC4 ROYAL BOTANIC GARDEN

# VIEW TESTING

## QUEEN ELIZABETH GATE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate height scenario - simulated visibility

## BUILDINGS WITH PLANNING PERMISSION

- The Herbarium and Library and thick vegetation prevent any visual intrusion of development in the Brentford Stadium Area into this view.
- The Nash Conservatory, the Sir Joseph Banks Building and thick vegetation prevent any visual intrusion by development in the centre and west of the Great West Corridor.
- As such, there is no discernible impact of planned development in this view.

## BASE HEIGHT SCENARIO

- The Herbarium and Library and thick vegetation prevent any visual intrusion of development in the Brentford Stadium Area into this view.
- The Nash Conservatory, the Sir Joseph Banks Building and thick vegetation prevent any visual intrusion by development in the centre and west of the Great West Corridor.
- As such, the base height option causes no discernible impact in this view.

## ADDITIONAL HEIGHT SCENARIO

- The Herbarium and Library and thick vegetation prevent any visual intrusion of development in the Brentford Stadium Area into this view.
- The Nash Conservatory, the Sir Joseph Banks Building and thick vegetation prevent any visual intrusion by development in the centre and west of the Great West Corridor.
- As such, the additional height scenario causes no discernible impact in this view.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The Herbarium and Library and thick vegetation prevent any visual intrusion of development in the Brentford Stadium Area into this view.
- The Nash Conservatory, the Sir Joseph Banks Building and thick vegetation prevent any visual intrusion by development in the centre and west of the Great West Corridor.
- As such, the appropriate height scenario causes no discernible impact in this view.

### Justification

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.

# BC5 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## THE QUEEN'S RIDE

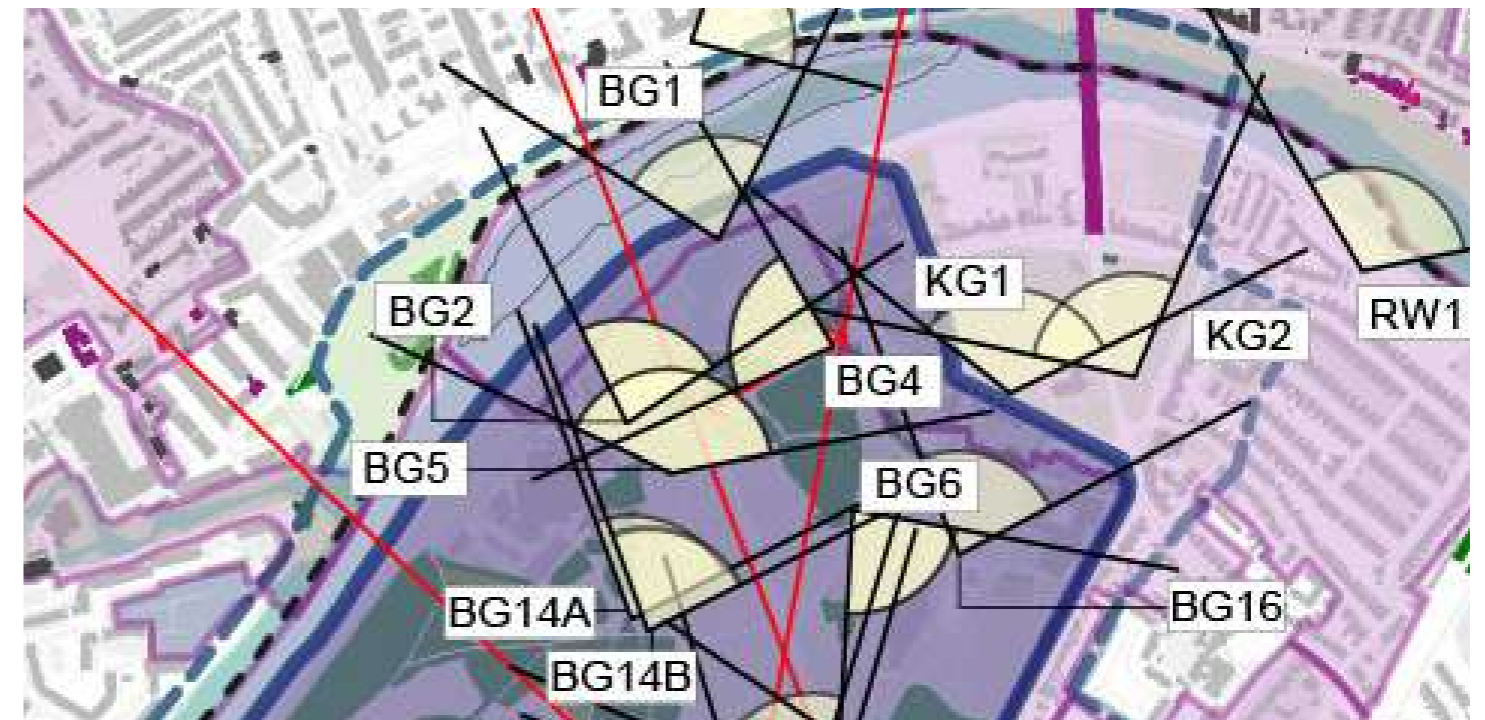


EXISTING SITUATION

**VIEW COORDINATES:**  
518531.881, 177387.497, 7.869

**VIEWING DIRECTION:**  
NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





### WHY WAS THIS VIEW CHOSEN

- The view is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- This is the location where visitors first see and appreciate Kew Palace as they walk through the park.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view is one of many unspoilt, uninterrupted views within the gardens.
- This is a view of the Palace within its design landscape and allows visitors to appreciate the Palace for the rural retreat it was, contributing the OUV of the WHS.
- The Grade I Kew Palace sits in a planned landscape of a lawn surrounded by tree groups. The open skyline is also an important attribute of the setting. All these characteristics form an important part of the setting and therefore the significance of the building and the landscape.

View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- Permitted development is concealed from view during the summer months but may become visible through the tree cover during winter when tops of taller buildings could be noticeable.
- Cumulatively, this is considered to have a measure of detrimental impact.

### BASE HEIGHT SCENARIO

- Buildings to the north and east of the stadium are concealed behind permitted development or dense vegetation and have no discernible impact.
- Buildings to the west of the Stadium are concealed from this view by vegetation. Buildings may however be partially visible through the tree belt during wintertime.
- Due to their modest height, their impact on the significance of the heritage assets is assumed to be low (individually and cumulatively).

## THE QUEEN'S RIDE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS

GWC West and Central

Mille

Phoenix

Kew Distribution Centre

Brentford FC Stadium Development



Appropriate heights



Appropriate heights - simulated visibility

## ADDITIONAL HEIGHT SCENARIO

- Due to the added height, the potential visibility through the foliage of the trees increases during the winter months. As this is a summer photograph one can only make assumptions about the buildings impact during wintertime, which would need to be tested for individual applications.
- During the summer months, the intense foliage of trees means that the baseline option + 5 is concealed by trees and would have no discernible impact. However, considering the theoretical impact during wintertime, foliage will have a lesser ability to screen development. Furthermore, during twilight hours, light from within and on top of buildings will make them more prominent through the trees. This is especially concerning in the area closer to the palace where the foliage is thinner.

- Theoretically considering the potential winter view, building mass (individually and cumulatively) would become visible and bring a notable and unwelcome intrusions into the landscape setting of Kew Palace. This is considered to have a low or a measure of detrimental impact for individual buildings (that would be visible) in the Brentford Stadium quarter area.
- Cumulatively buildings to the west and north of the stadium could have a distinctively detrimental impact, while buildings to the east of the stadium together with permitted development could have a measure of detrimental impact, considering the tree belt here is thicker.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- Appropriate height buildings to the north and east of the stadium are concealed behind permitted development or dense vegetation and have no discernible impact.
- Appropriate height buildings to the west of the Stadium are concealed from this view by vegetation. There is a small possibility that upper parts of buildings may be partially visible through the tree belt during winter time.
- Given the lower height of buildings in respect of the tree cover this risk is considered low, and the residual additional impact on the significance of Kew Palace and its landscape setting is judged low (individually and cumulatively).

### Justification

- Tall buildings are entirely concealed by other development and vegetation and do not visually intrude into the setting of Kew Palace. In case of visibility through the vegetation cover (when leaves are down) the individual and additional cumulative impact is judged as not discernible or low. As such the appropriate height scenario is found to be acceptable.
- Development should consider mitigation measures to minimise impact on the view. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage.

# BG7 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## REAR OF THE PALM HOUSE



EXISTING SITUATION

### VIEW COORDINATES:

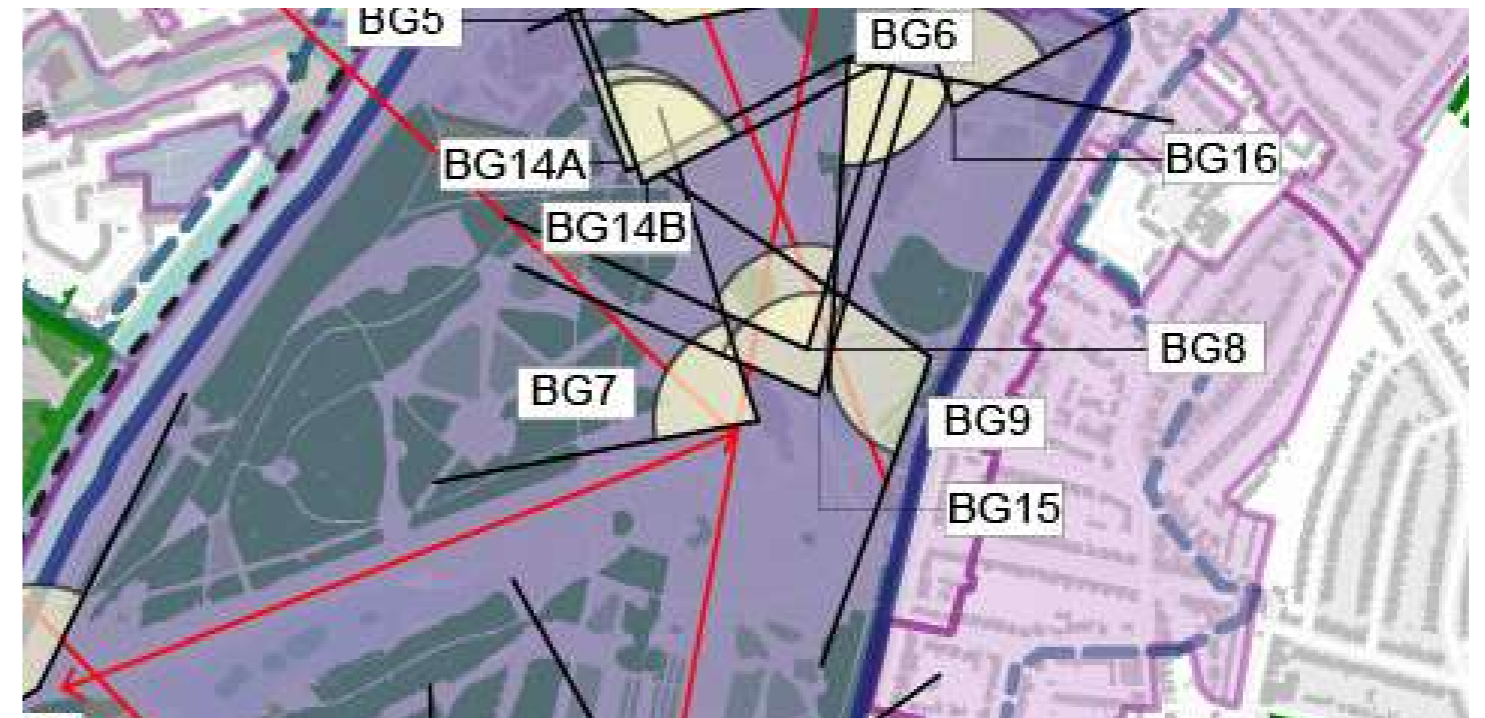
518637.299, 176942.104, 8.168

### VIEWING DIRECTION:

WEST NORTH WEST

### RELEVANT HERITAGE ASSETS:

KEW GARDEN WORLD HERITAGE SITE





#### WHY WAS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- It provides a view of a key vista directly opposite the back of the Palm House.
- Note: The part of the view shown is limited to the area which is affected by the masterplan developments.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view shows the Grade I Listed Palm House building in its context.
- It provides a view of a planned vista from the back of the Palm House, which is part of the landscape design of the gardens.
- The Palm House is situated in a green surround by the lake, with contextual views in each direction. These four main vista walks, Broad Walk, Holly Walk, Pagoda Vista and Cedar Vista were designed by W.A. Nesfield.
- The visual intrusion of development outside of Kew Gardens into a vista or over the tree line would undermine the landscape setting of The Palm House and its character as a landmark, and the framing of the landscape by the open sky.

## REAR OF THE PALM HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**BUILDINGS WITH PLANNING PERMISSION**

- The planned buildings are located behind the Palm House and so are not visible. They have no discernible impact.

**BASE HEIGHT SCENARIO**

- Developments in the east of the study area are behind the Palm House and not visible.
- Development in the west and centre of the study area is concealed behind intense vegetation and not visible.
- Given the distance and the modest height of the base option, together with the intensity of tree planting in the back of this view, tall buildings are unlikely to become visible even in winter months and therefore are assumed to have no discernible impact.

**ADDITIONAL HEIGHT SCENARIO**

- Developments in the east of the study area are behind the Palm house and not visible.
- Development in the west and centre of the study area is concealed behind vegetation and is not visible.
- During the winter months there may be a possibility that tallest buildings and their lights could make an appearance in this view.
- Given the distance and the intensity of tree planting in the back of this view, the individual and cumulative theoretically impact is considered not discernible or low (in case of the Mille redevelopment).

**APPROPRIATE HEIGHT SCENARIO**

**Impact**

- Developments in the east of the study area are behind the Palm House and not visible.
- Developments in the west and centre of the study area is concealed behind vegetation and not visible.
- Given the distance and the modest height of the appropriate height scenario, together with the intensity of tree planting in the back of this view, buildings are unlikely to become visible in winter months and therefore are assumed to have no discernible impact.

**Justification**

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.

## PALM HOUSE

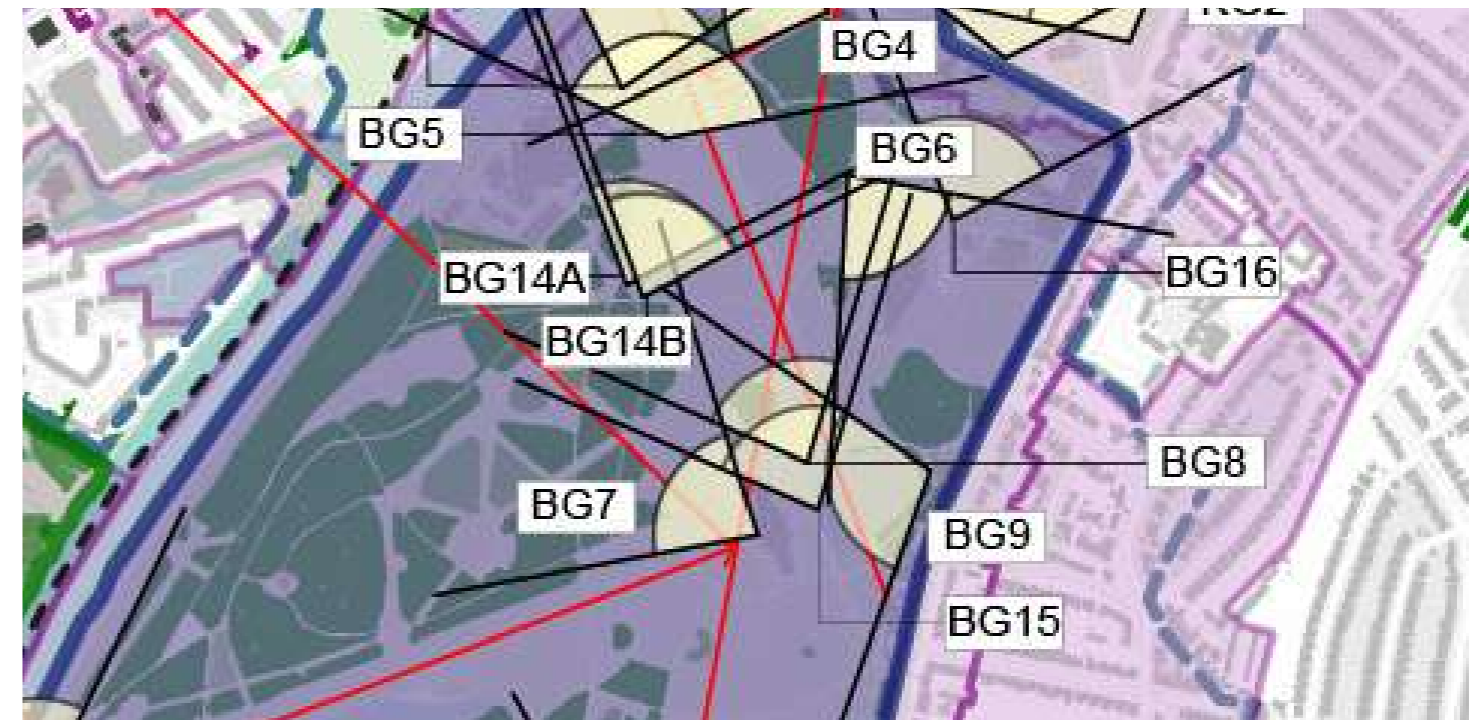


EXISTING SITUATION

**VIEW COORDINATES:**  
518693.898, 177023.085, 7.165

**VIEWING DIRECTION:**  
WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





#### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- This view is positioned beside the lake and Palm House, with Museum Number 1 across the water - one of the key ensembles in the gardens.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The significance of this view is looking to the south over the lake, with the relationship of the Palm House, Museum Number 1 and a design landscape.
- The Grade I Listed Palm House is situated in a green surround by the lake, with contextual views in each direction. These four main vista walks, Broad Walk, Holly Walk, Pagoda Vista and Cedar Vista were designed by W.A. Nesfield.
- The visual intrusion of development outside of Kew Gardens into a vista or over the tree line would undermine the landscape setting of The Palm House and the framing of the landscape by the open sky.
- However, there are no developments planned to the south, so the direction of the view selected here is looking northwards. This represents the landscape context of the ensemble of the Palm House, lake and Museum Number 1 most at risk from intrusion by development in the Great West Corridor.

## PALM HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments would not be visible through the intense vegetation in the middle and background, and therefore are judged to have no discernible impact on the landscape setting and heritage significance.

### BASE HEIGHT SCENARIO

- The base height scenario would not be visible through the intense vegetation in the middle and background, and therefore are judged to have no discernible impact on the landscape setting and heritage significance.

### ADDITIONAL HEIGHT SCENARIO

- The additional height scenario would not be visible through the intense vegetation in the middle and background, and therefore are judged to have no discernible impact on the landscape setting and heritage significance.

### APPROPRIATE HEIGHT SCENARIO

**Impact**

- The appropriate height scenario would not be visible through the intense vegetation in the middle and background, and therefore are judged to have no discernible impact on the landscape setting and heritage significance.

**Justification**

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.

# BC9 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## OPPOSITE PALM HOUSE

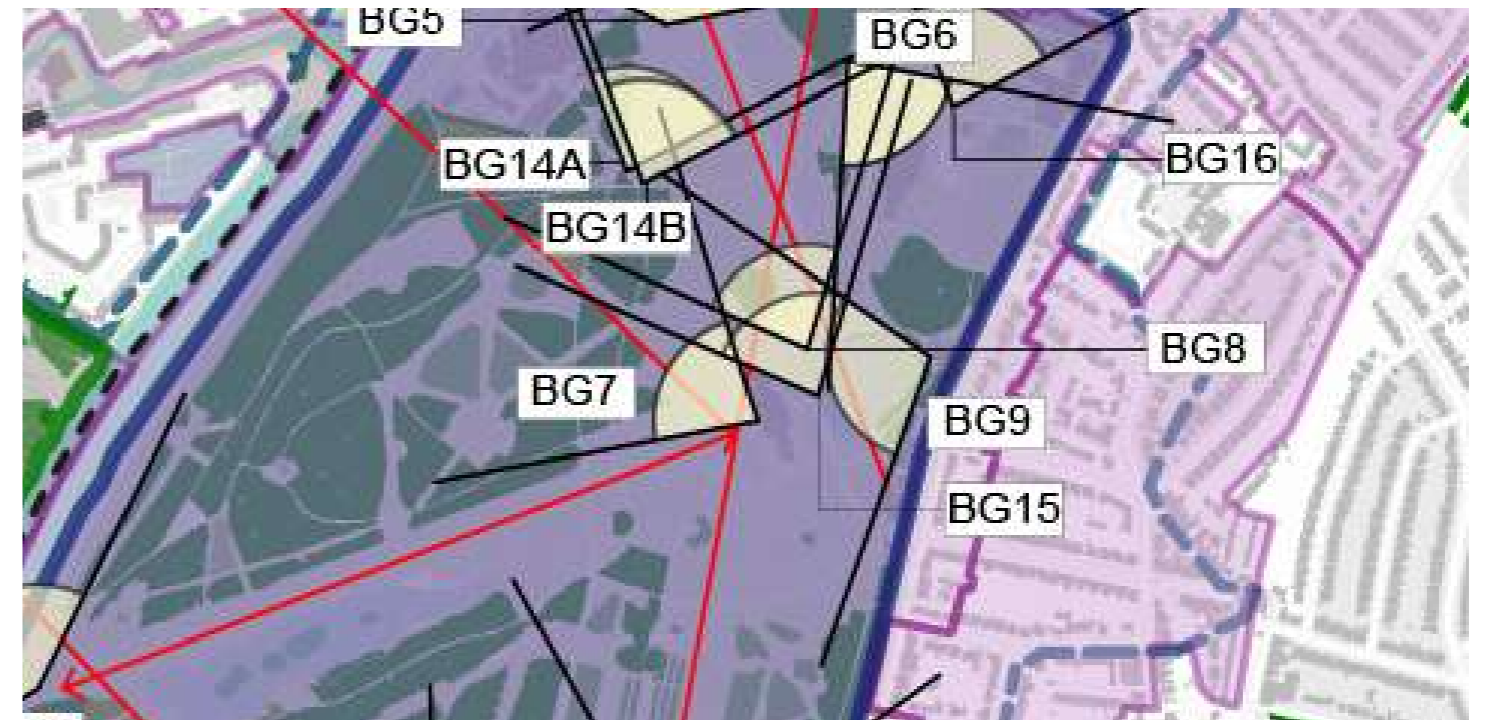


EXISTING SITUATION

**VIEW COORDINATES:**  
518830.487, 177014.078, 7.706

**VIEWING DIRECTION:**  
WEST SOUTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





#### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- This view is a historically planned view from Museum Number 1 to the Palm House, over the lake.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Grade I Palm House (refer to Appendix B: View Testing, Views BG7, BG8 and BG9) is situated in a green by the lake, with contextual views in each direction. Along with the Temperate House, it has served as the model for conservatories around the world and is considered to be a bold example of 19th Century functionalism.
- As a historically planned view, this view represents how the Palm House and lake were intended to be viewed from outside the front of Museum Number 1, with the view framed by trees. It is an unspoilt view and so is sensitive to change.
- The Grade I Listed Palm House is situated in a green surround by the lake, with contextual views in each direction. These four main vista walks, Broad Walk, Holly Walk, Pagoda Vista and Cedar Vista were designed by W.A. Nesfield.
- The visual intrusion of development outside of Kew Gardens into a vista or over the tree line would undermine the landscape setting of The Palm House and its status as a landmark within Kew, and the framing of the landscape by the open sky.

## OPPOSITE PALM HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments would not be visible through the intense vegetation in the middle and background, and therefore are judged to have no discernible impact on the landscape setting and heritage significance.

### BASE HEIGHT SCENARIO

- The Great West Corridor is outside of the main focus of the view and sits behind intense vegetation in the foreground, middle ground and background.
- The base height scenario would not be visible through the intense vegetation in the summer, and it is highly unlikely that it would be visible during the winter months. Therefore this scenario is judged to have no discernible impact on the landscape setting and heritage significance.

### ADDITIONAL HEIGHT SCENARIO

- The Great West Corridor is outside of the main focus of the view and sits behind intense vegetation in the foreground, middle ground and background.
- The additional height scenario would not be visible through the intense vegetation in the summer, and it is highly unlikely that it would be visible during the winter months. Therefore this scenario is judged to have no discernible impact on the landscape setting and heritage significance.

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- The Great West Corridor is outside of the main focus of the view and sits behind intense vegetation in the foreground, middle ground and background.
- The appropriate height scenario would not be visible through the intense vegetation in the summer, and it is highly unlikely that it would be visible during the winter months. Therefore this scenario is judged to have no discernible impact on the landscape setting and heritage significance.

#### Justification

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.

# BC10 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## SYON VISTA



EXISTING SITUATION

**VIEW COORDINATES:**  
517829.147, 176641.364, 7.625

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE  
SYON PARK CONSERVATION AREA





### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.
- This is the Syon vista to Syon House, one of the key views planned by Capability Brown in the design of the park.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Syon Vista and especially its western end is one of the most important views in Kew Gardens. The components of this view sum up the essence of an Arcadian landscape ideal: “the classical imagery of a simple pastoral life as enjoyed in ancient Greece transferred to the banks of the Thames. Arcadia was in essence an idyllic pastoral paradise, a place where man and nature co-existed in perfect harmony. These ideas led to the formation of the English Landscape Movement and would ultimately spread across Europe” (Thames Landscape Strategy).
- Capability Brown contributed to landscapes at both Kew Gardens and Syon Park, where the majority of his designed landscapes remains. The ha-ha was designed by Brown to ensure a continuous view over the River Thames centred on Syon House. The Syon Vista is an environment and heritage asset of great significance.
- Development which intrudes into this on this view and undermines the Arcadian Ideal would be harmful to the significance of the historic assets and the OUV.

View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- Due to the dense vegetation on the riverside, the permitted buildings would not be visible and as such would have no discernible impact.

## SYON VISTA



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## BASE HEIGHT SCENARIO

- Existing taller buildings such as Kew Eye, the Brentford Towers and Great West House are in closer proximity, as well as taller or the same height of the maximum heights in the base height scenario, but they are not visible in this view.
- Due to the modest height and the density of the vegetation it is assumed that the base height scenario remains hidden from view during winter as well as summer and therefore is judged to have no discernible impact.

## ADDITIONAL HEIGHT SCENARIO

- During the summertime the foliage of trees means there is no noticeable impact of the development. However, there is a greater risk that upper floors of taller buildings in the West and Centre of the corridor may become partially visible during wintertime. Theoretically there is a risk that individual taller buildings or the clustering of taller buildings could result in low or a measure of detrimental harm. However, the actual impact would need to be tested from within winter views.
- The use of flashing lights and illuminated advertisements on the taller buildings would add to the potential level of harm.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- Existing taller buildings such as Kew Eye, the Brentford Towers and Great West House are in closer proximity, as well as taller or the same height as the appropriate heights of the tallest buildings in this scenario. They are not visible in this view.
- Due to the modest height and the density of the vegetation it is assumed that the appropriate height scenario remains hidden from view during wintertime as well as summer and therefore has no discernible impact.

### Justification

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.
- Nevertheless, especially the tallest buildings in the appropriate height scenario at the Great West Campus and in the London Gateway will need to be carefully tested in the winter view in day and evening light conditions, to ensure that with their height, form architecture, materiality and lighting, they do not have an undue impact on the pristine qualities of this view.

# BC11 ROYAL BOTANIC GARDEN

# EXISTING VIEW

## PAGODA SYON VISTA



EXISTING SITUATION

**VIEW COORDINATES:**  
518275.796, 176276.189, 8.7

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE  
SYON PARK CONSERVATION AREA





#### WHY WAS THIS VIEW CHOSEN

- This is a kinetic view at the midpoint of the Cedar Vista from the Great Pagoda to Syon Park.
- It is selected as an example of typical view along the Cedar Vista.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Cedar Vista is one of the vistas designed by Nesfield. The formal vistas throughout the site are key elements of the design landscape. The Cedar Vista, albeit partially obscured by tree growth offers a long linear vista towards the Great West Corridor. The vista has a landscape backdrop set against the open sky. Any intrusion of a tall building in this vista would have a detrimental impact on the appreciation of the significance of Kew's 'separated' landscape.

View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- Permitted higher development (dark grey) in the Brentford Lock area are located in proximity to the focus of the vista, albeit concealed by thick and multi-layered vegetation within Kew Gardens and Syon Park.
- Given the intensity of vegetation and the relative low height and distance of development the development impact is considered as not discernible.

## PAGODA SYON VISTA



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**BASE HEIGHT SCENARIO**

- Development of the base height scenario in concealed by thick and multi-layered vegetation within Kew Gardens and Syon Park.
- Given the intensity of vegetation and the relative low height and distance of development the development impact is considered as not discernible.

**ADDITIONAL HEIGHT SCENARIO**

- A proposed tall building in the west of Brentside Park could potentially be partially visible in the focus of Cedar Vista, although it is screened in this particular view by vegetation in the foreground and potentially other vegetation Kew Gardens and Syon Park.
- Given its height however it is possible that this particular building could be partially visible from other places along this vista or during the winter months. If this would be the case then the building would have a distinct detrimental impact.
- Due to the dense to either side of the Cedar Vista no other development of this scenario is assumed to have a discernible impact.

**APPROPRIATE HEIGHT SCENARIO**

**Impact**

- Development of the appropriate height scenario outside of the Cedar Vista is situated behind layers of thick vegetation and not visible in this view, therefore it will not have any discernible impact.
- The height of the western tall building in the Brent River Quarter that is the closest to the Cedar Vista has been kept at the height of the base height option to eliminate the risk of this building being visible in the focus of this view.
- Given the intensity of vegetation and the relative low height and distance of development the development impact is considered as not discernible.

**Justification**

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.
- Nevertheless, any development of a taller building in the Brent River Quarter or north on Transport Avenue will need careful testing from a number of locations within the Cedar Vista that are representative of the kinetic experience along this corridor to ensure the development remains at all places concealed from view (in Summer and Winter Views) and does not detract from the nature of the 'open ended' view.

## TEMPERATE HOUSE



EXISTING SITUATION

**VIEW COORDINATES:**  
518542.365, 176441.27, 8.357

**VIEWING DIRECTION:**  
NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





### WHY WAS THIS VIEW CHOSEN

- This is the view from outside the Temperate House towards the Palm House, in the middle of the Pagoda Vista.
- The Pagoda Vista is a key designed vista, visually linking two important historical buildings; the Palm House and the Great Pagoda.

Note: This is a representative view of a dynamic view. How the visibility of a particular development changes as one walks along the vista will have to be assessed at application stage.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Temperate House (refer to Appendix B: View Testing, View B12), designed by Decimus Burton, is Grade I listed and is part of the iconic architectural legacy of the WHS. The Kew World Heritage Site Management Plan 2020-2025 states that 'its sheer scale and size marks it out amongst the glasshouses on the site and this is accentuated by its elevated position on a raised formal terrace. The Temperate House is the largest public glasshouse at Kew and the world's largest surviving Victorian glasshouse'. Much of the setting of the Temperate House is protected from intrusion of tall buildings by tree screening and the distance of potentially harmful development.
- A key element of its setting is its position as an elevated dominant form along the Pagoda vista. It is also part of a designed vista from the Queen's Gate. Vistas form an integral part of Kew's landscape and its significance.
- The Pagoda Vista is currently compromised by the Vantage London building being visible above the Palm House and detracting from the composition of this view. This has a detrimental effect on the setting of historic environment and must not be intensified by similarly scaled development.

View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- A minor element of the Brentford Stadium development would slightly rise above the Palm House in front of Vantage London and impact on the view and cumulatively add harm to the view, as well as make its enhancement (by a potential removal of Vantage London in the future) less successful.
- The other planned developments would not be visible from this location and so have no discernible impact.

## TEMPERATE HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## BASE HEIGHT SCENARIO

- Tall buildings in the east of the study area have been arranged to avoid the focal point of the Pagoda Vista. They are located on either side of the vista and concealed behind intense vegetation. As such they will not have a discernible impact.
- Proposed taller development in the west and centre of the study area is situated behind the Temperate House and thick vegetation and therefore not visible. As such they will not have a discernible impact.

## ADDITIONAL HEIGHT SCENARIO

- No additional height has been proposed in the focal area of the Pagoda Vista in the additional height scenario and there is no discernible impact here.
- All other development in the east of the study area is concealed behind intense vegetation on either side of the vista and also will not have a discernible impact.
- Development in the west and centre is situated behind the Temperate House and thick vegetation and will not have a discernible impact.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- Tall buildings in the east of the study area have been arranged to avoid the focal point of the Pagoda Vista. They are located on either side of the vista and concealed behind intense vegetation. As such they will not have a discernible impact.
- Proposed taller development in the west and centre of the study area is situated behind the Temperate House and thick vegetation and therefore not visible. As such they will not have a discernible impact.

### Justification

- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.
- Nevertheless, any development that come into close proximity to the extent of the Pagoda Vista will need to be carefully scrutinised through visual impact work and demonstrate that it will remain completely concealed by vegetation in summer and winter views from a number of representative locations along the Pagoda Vista. This applies specifically to the following sites: 27 Great West Road, EMC tower, Vantage London and Capital Interchange Way.

## PAGODA



EXISTING SITUATION

**VIEW COORDINATES:**  
518487.243, 176013.436, 8.49

**VIEWING DIRECTION:**  
NORTH NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





#### **WHY WAS THIS VIEW CHOSEN**

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.

#### **SIGNIFICANCE AND SENSITIVITY OF THE VIEW**

- This is a view of the Great Pagoda from a main walking path, which is seen by many visitors.
- It shows the Great Pagoda in its landscaped setting.
- The Grade I listed Great Pagoda was designed by Sir William Chambers and is important as one of the surviving elements of Chambers' design for Kew. The building is a significant landmark within the WHS and part of the iconic architectural legacy of Kew, one of the attributes of the site's OUV.

## PAGODA



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BUILDINGS WITH PLANNING PERMISSION

- Development is not visible from this view and has no discernible impact.

### BASE HEIGHT SCENARIO

- Development is not visible from this view and has no discernible impact.

### ADDITIONAL HEIGHT SCENARIO

- Development is not visible from this view and has no discernible impact.

### APPROPRIATE HEIGHT SCENARIO

- Impact**
- Development in this scenario is not visible from this view and therefore has no discernible impact.

- Justification**
- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.

# BC14-A ROYAL BOTANIC GARDEN

# EXISTING VIEW

## ORANGERY / GREAT LAWN



EXISTING SITUATION

**VIEW COORDINATES:**  
518490.42, 177218.5, 8.62

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE



### WHY WAS THIS VIEW CHOSEN

- The view towards the Grade I listed Orangery over the Great Lawn.



### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Kew World Heritage Site Management Plan 2020-2025 states that 'Alongside the White House, and later Crenelated Palace, it [the Orangery] was the principal architectural feature in this area of Augusta's gardens. It was designed to be seen across the Great Lawn and Lake as a key designed architectural element in the 18th century landscape of Kew Gardens'. Chambers' published record of the Gardens illustrates the view of the Orangery from the south. It is one of only three views included, which indicates that it was important. The building very clearly has a main elevation, the long south front, with its seven arched openings. The rear elevation to the north was originally blank and purely functional, with a central projection for the furnaces. As an Orangery, the building would need an open elevation to the sunnier south, and a closed elevation to the colder north. The side elevations were also blank, although later each was given an arched opening. The building is

designed to be a feature in a view from south to north, across the open pleasure grounds.

- The Great Lawn has an important function as the setting for the Grade I listed Kew Palace and the Orangery. The open grassed area where three paths come together, affords fine views of the Orangery in its designed, verdant parkland setting. This area has an open green character with long views to the perimeter of the site, representing 'areas of openness and "big sky" framing views across the landscape' and an important aspect of Kew's setting and its significance. From some views points the sense of green enclosure and "unbroken skyline" is already compromised by the Kew Eye tower and the Haverfield Estate Towers appearing as incongruous and alien feature above the tree line. Any further intrusion of incongruous development above the tree line or the Orangery would exacerbate harm to Kew's significance and the setting of the Orangery and should be avoided. The Orangery has a 'central place in the designed

- landscape' and that 'axial views are central to an understanding of the building in its landscape setting'. Views towards the Orangery from and around the Broad Walk and across the Great Lawn are essential to an understanding of the place of the Orangery in the designed landscape and are integral to the contribution that setting makes to its significance.
- It is the part of Kew Gardens that is most engaged by development proposals in the Corridor and at the same time one of its most important assets and views. The setting of the Orangery is exceptionally important, not only because it is a designed setting, but also because the Orangery and the eighteenth-century Kew Gardens were both designed by the same architect, Sir William Chambers. Accordingly, they are inextricably bound together, and the setting of the Orangery is an important element of its significance.

### View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- This is a winter view and the Brentford Stadium and Citroen permissions appear in between and slightly above the tree line that forms the edge and contains the Great Lawn and cumulatively will cause a measure of detrimental impact in this view. During the summertime this impact will be less pronounced as foliage will conceal some or most of the development.
- The Citadel permission however would be visible peeking over the roof of the Orangery and detract from the primacy of the building in the parkland setting and its clear lines and contrast with the sky. This would result in a distinct detrimental impact.

## ORANGERY / GREAT LAWN (A)



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## BASE HEIGHT SCENARIO

- Buildings of the base height scenario to the east and north of the stadium are situated to the back and largely concealed behind the permitted Brentford Stadium scheme. Some buildings to the east of the Stadium are also hidden behind the Orangery. However, a few of the taller buildings rise slightly over primarily lower aspects of the Brentford Stadium Development, which could add a low level of impact.
- The baseline proposal for the Citadel site that matches the height of the Citadel permission would be visible above the Orangery and therefore would have a distinctly detrimental impact.
- Excluding the impact of the base height scenario for the Chiswick Citadel site, the cumulative impact of baseline buildings in the east are considered as

having a measure of detrimental impact.

- Buildings in the centre of the corridor (Phoenix site) are concealed behind existing buildings.
- Note: the area to the west of the Kew Eye is covered in hoarding in this photo and so the impact of development proposals cannot be assessed.

## ADDITIONAL HEIGHT SCENARIO

- In the additional height scenario the building on the Citadel site would be over-dominant in this view as it towers over the Orangery. It would have a major detrimental impact.
- The taller buildings situated behind Brentford Stadium now break above the tree line and become prominently visible. They detract from the serene quality of the view and cumulatively would have a major detrimental impact. Individually the impact of those buildings would range between a measure of detrimental impact and distinctly detrimental impact. The latter, where they rise above the tree line and detract from the 'areas of openness and "big sky" framing views across the landscape". Cumulatively the impact of this development would impose a sense of development to this parkland that would

be very damaging and therefore it is considered a major detrimental impact.

- The additional height on the Phoenix site means that it is now visible behind the Kew Eye and above the glasshouse, therefore adding a distinctly detrimental impact cumulatively to the already intrusive Kew Eye.
- Note: the area to the west of the Kew Eye is covered in hoarding in this photo and so the impact of development proposals cannot be assessed.

# BG14-A ROYAL BOTANIC GARDEN

## ORANGERY / GREAT LAWN



Image showing the appropriate height scenario with Massing Option A at Citadel Site (not appropriate as visible above the Orangerie)



Image showing the simulated visibility of the appropriate height scenario with Massing Option A at Citadel Site (not appropriate as visible above the Orangerie)

### NOTE: Testing for the Citadel Site

Two massing options were tested on the Citadel site in this view. Both have the same height and quantum of development, but they differ in the location of the highest point on the Citadel site. Massing Option A has the highest point in the north west of the Citadel site. The testing of Massing Option A in View BG14-A (this view) caused a measure of impact as part of the building would be visible above the roof of the Orangerie (see above).

Massing Option B moves the high point of the building to the south of the site and as such the visual impact is greatly reduced in this view (see next page). This demonstrates that the proposed height on this site can be acceptable, subject to the form and massing of development.

Massing Option B for the Citadel site is the basis of the assessment in the appropriate height scenario of this view.

The difference in massing between A and B is unlikely to make a material difference to the assessment of the proposal on this site in other views and therefore Massing Option A is continued to be used for the assessment in all other views.

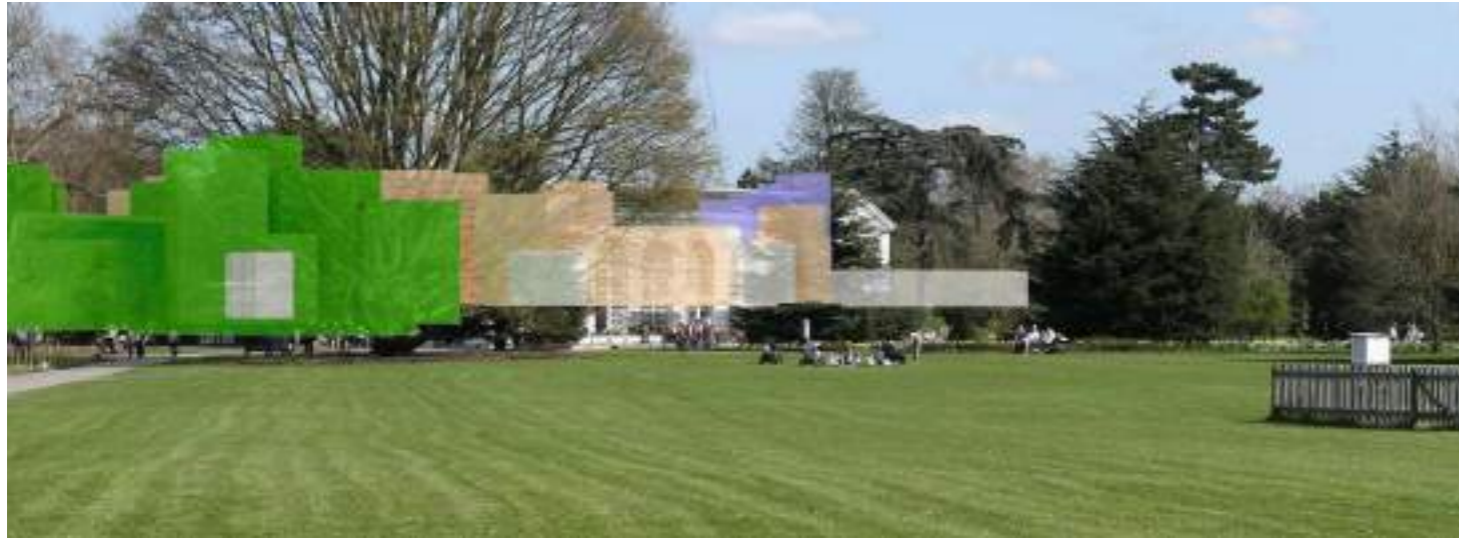


Massing Option A at Citadel Site (not appropriate in this view)

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- Buildings of the appropriate height scenario to the east and north of the stadium are concealed behind the permitted Brentford Stadium scheme. Some buildings to the east of the Stadium are also hidden behind the Orangerie and intense vegetation. Proposed buildings stay below the height of the tree cover and below the roof line of the Orangerie within this view. Whilst it may be theoretically possible that new buildings could be glimpsed through the tree cover they are generally concealed by thick vegetation. Individually the impact of proposed buildings of this scenario is judged as not discernible or low, and the additional cumulative impact is considered as low.
- The proposed development on the Citadel site (Massing Option B) is not visible above the roof line of the Orangerie although part of the building is concealed by dense tree cover to the rear. As such the building is judged to have a low impact.
- The proposed building on the Phoenix site is partially hidden behind the Kew Eye tower and also concealed by vegetation and therefore is judged to have a low impact.
- The area to the west of the Kew Eye is covered in hoarding in this photo and so the impact of development proposals cannot be assessed.



Appropriate heights, showing Massing Option B on Citadel Site



Appropriate heights - simulated visibility, showing Massing Option B on Citadel Site



Massing Option B on Citadel Site

**Justification**

- With the exception of the buildings to the west that could not be tested from this view, the appropriate height scenario is judged to have no discernible or a low heritage impact in this view. As such the height of appropriate (tested) height scenario is considered acceptable.
- However it is clear that the views across the Great Lawn and towards the Orangery are highly sensitive to intrusion by proposals appearing over the tree belt, over-topping the Orangery or shining through the vegetation. Therefore any proposal (including in the west and centre) will need to be scrutinised and tested from this and other locations in the Great Lawn to ensure they remain concealed from view and avoid harm.
- Stringent testing needs to apply for any proposal for the Citadel site, holistically considering its height, form, architecture and appearance from a variety of view points in the Great Lawn and elsewhere. The overall height of the proposal may need to be reduced in height if it cannot be shown to avoid harm.
- Any development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.

# BC14-B ROYAL BOTANIC GARDEN

# EXISTING VIEW

## ORANGERY / GREAT LAWN (B)



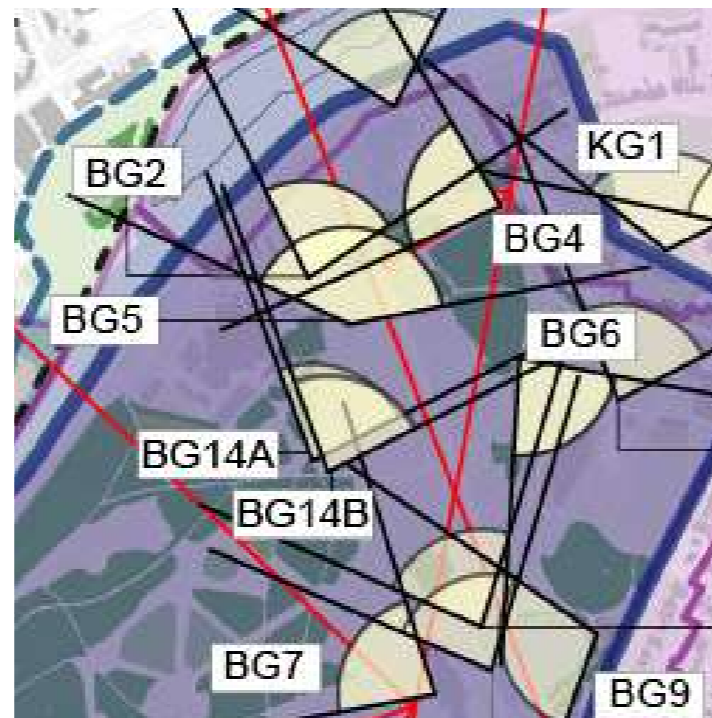
**VIEW COORDINATES:**  
518490.42, 177218.5, 8.62

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE

### WHY WAS THIS VIEW CHOSEN

- The view towards the Grade I listed Orangery over the Great Lawn.



### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Kew World Heritage Site Management Plan 2020-2025 states that 'Alongside the White House, and later Crenelated Palace, it [the Orangery] was the principal architectural feature in this area of Augusta's gardens. It was designed to be seen across the Great Lawn and Lake as a key designed architectural element in the 18th century landscape of Kew Gardens'. Chambers' published record of the Gardens illustrates the view of the Orangery from the south. It is one of only three views included, which indicates that it was important. The building very clearly has a main elevation, the long south front, with its seven arched openings. The rear elevation to the north was originally blank and purely functional, with a central projection for the furnaces. As an Orangery, the building would need an open elevation to the sunnier south, and a closed elevation to the colder north. The side elevations were also blank, although later each was given an arched opening. The building is designed to be a feature in a view from south to north,

across the open pleasure grounds.

- The great lawn has an important function as the setting for the Grade I listed Kew Palace and the Orangery. The open grassed area where three paths come together, affords fine views of the Orangery in its designed, verdant parkland setting. This area has an open green character with long views to the perimeter of the site, representing 'areas of openness and "big sky" framing views across the landscape' and an important aspect of Kew's setting and its significance. From some views points the sense of green enclosure and "unbroken skyline" is already compromised by the Kew Eye tower and the Haverfield Estate Towers appearing as incongruous and alien feature above the tree line. Any further intrusion of incongruous development above the tree line or the Orangery would exacerbate harm to Kew's significance and the setting of the Orangery and should be avoided. The Orangery has a 'central place in the designed landscape' and that 'axial views are central to an understanding of the building in its landscape setting'. Views towards the Orangery from and around the



View testing (images see overleaf)

Broad Walk and across the Great Lawn are essential to an understanding of the place of the Orangery in the designed landscape and are integral to the contribution that setting makes to its significance.

- It is the part of Kew Gardens that is most engaged by development proposals in the Corridor and at the same time one of its most important assets and views. The setting of the Orangery is exceptionally important, not only because it is a designed setting, but also because the Orangery and the eighteenth-century Kew Gardens were both designed by the same architect, Sir William Chambers. Accordingly, they are inextricably bound together, and the setting of the Orangery is an important element of its significance.

#### BUILDINGS WITH PLANNING PERMISSION

- This is a summer view and albeit partially concealed by foliage the Brentford Stadium and Citadel Permission may be visible slightly above or through the crowns of trees that form the edge and contain the Great Lawn. Cumulatively this will cause a

measure of detrimental impact in this view.

- The Citroen site proposal (albeit partly concealed by tree cover) however would be visible over the roof of the Orangery and detract from the primacy of the building in the parkland setting and its clear lines and contrast with the sky. This would result in a distinct detrimental impact.

#### BASE HEIGHT SCENARIO

- Buildings of the base height scenario remain generally below the height of the tree cover at the perimeter of the Great Lawn, and as such are not visible in this summer view and their impact during periods with lesser tree foliage is thought to be low. Some buildings are also situated to the rear of the permitted Brentford Stadium Scheme or the Orangery and as such would not have a discernible impact.
- The baseline proposal for the Citadel site that matches the height of the Citadel permission is concealed by vegetation, but due to its height could

become visible through the tops of trees, and as such is considered to have a distinctly detrimental impact.

- The cumulative impact of baseline buildings in the east are considered as having a measure of detrimental impact if considering the potential impact during the winter period.
- Buildings in the centre and the west of the corridor are concealed behind thick layers of vegetation and as such their impact is not discernible.

#### ADDITIONAL HEIGHT SCENARIO

- Most of the taller buildings in the Brentford Stadium Quarter (west and east) now rise above the tree line and become prominently visible. They detract from the serene quality of the view. Individually their impact ranges from a measure to distinctly detrimental. Specifically the clustering of taller buildings above the roof of the Orangery is particularly damaging and detracts significantly from its setting and significance.

- Cumulatively the impact of this development would impose a sense of development to this parkland and undermine from the 'areas of openness and "big sky" framing views across the landscape". This would be very damaging and therefore it is considered a major detrimental impact.

- The additional height on the Phoenix site means that albeit obscured by tree planting in the foreground it is highly likely that the development would rise over the tree cover in the middle ground and become visible. Therefore it is judged to have a distinctly detrimental impact.

- Development further to the west is concealed by thick vegetation and unlikely to be visible, with the exception of the Mille site development, that has some potential to shine through the tree cover. The latter has a measure of detrimental impact, while otherwise the impact is not discernible.

## ORANGERY / GREAT LAWN (2)



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- Buildings of the appropriate height scenario remain generally below the height of the tree cover at the perimeter of the Great Lawn, and as such are not visible in this summer view and their impact during periods with lesser tree foliage is thought to be low. In both instances it must be stressed that the massing shown is not what would be expected from a proposal for these sites but is purely indicative height in block form. Full proposals would be expected to protect the skyline above the Orangery and other assets in the winter months through design which seeks to avoid any impact to Kew through the innovative use of massing and materials and provide full testing to prove this lack of impact from all possibly affected views. Some buildings are also situated to the rear of the permitted Brentford Stadium Scheme or the Orangery

and as such would not have a discernible impact.

- The Citroen site proposal (albeit partly concealed by tree cover) however would be visible over the roof of the Orangery and detract from the primacy of the building in the parkland setting and its clear lines and contrast with the sky. This would result in a distinct detrimental impact. New proposals for this site should alter this assessment for better through massing and design mitigation. The Council and Kew have accepted the development at Capital Interchange Way, which have shown that such development could take place at the heights proposed, but with innovative massing and design.
- The cumulative impact of baseline buildings in the east are considered as having a low impact if considering the potential impact during the winter period. Buildings in the centre and the west of the corridor are largely concealed behind thick layers of vegetation and as such their impact is not discernible. Only the developments on the Phoenix site and the Mille site

may have the possibility of a low impact in case of periods with lesser tree foliage. Such winter views must be fully tested and show effective screening inherent in the design, which does not solely rely on the presence of trees, but rather materials and the use of vegetation in design.

- Buildings in the centre and the west of the corridor are largely concealed behind thick layers of vegetation and as such their impact is not discernible. Only the developments on the Phoenix site and the Mille site may have the possibility of a low impact in case of periods with lesser tree foliage.

### Justification

- With the exception of the proposed building on the Citroen site the appropriate height scenario is judged to have no discernible or a low heritage impact in this view. As such the height of appropriate (tested) height scenario could be considered acceptable, subject to full visual testing as part of any development proposal.

- It is paramount that the views across the Great Lawn and towards the Orangery are protected from intrusion by proposals appearing over the tree belt, over-topping the Orangery or shining through the vegetation. Therefore any proposal (including in the west and centre) will need to be scrutinised and fully tested from this and other locations in the Great Lawn to ensure they remain concealed from view and avoid harm.
- Stringent testing needs to apply for any proposal on the Citroen site, to scrutinise its impact on views towards the Orangery. To ensure development does not cause harm, visibility of the development over the roof line of the Orangery should be avoided. The overall height of a proposal may need to be reduced if it cannot demonstrate that it avoids harm.
- Any development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.

## FRONT OF PALM HOUSE



EXISTING SITUATION

**VIEW COORDINATES:**

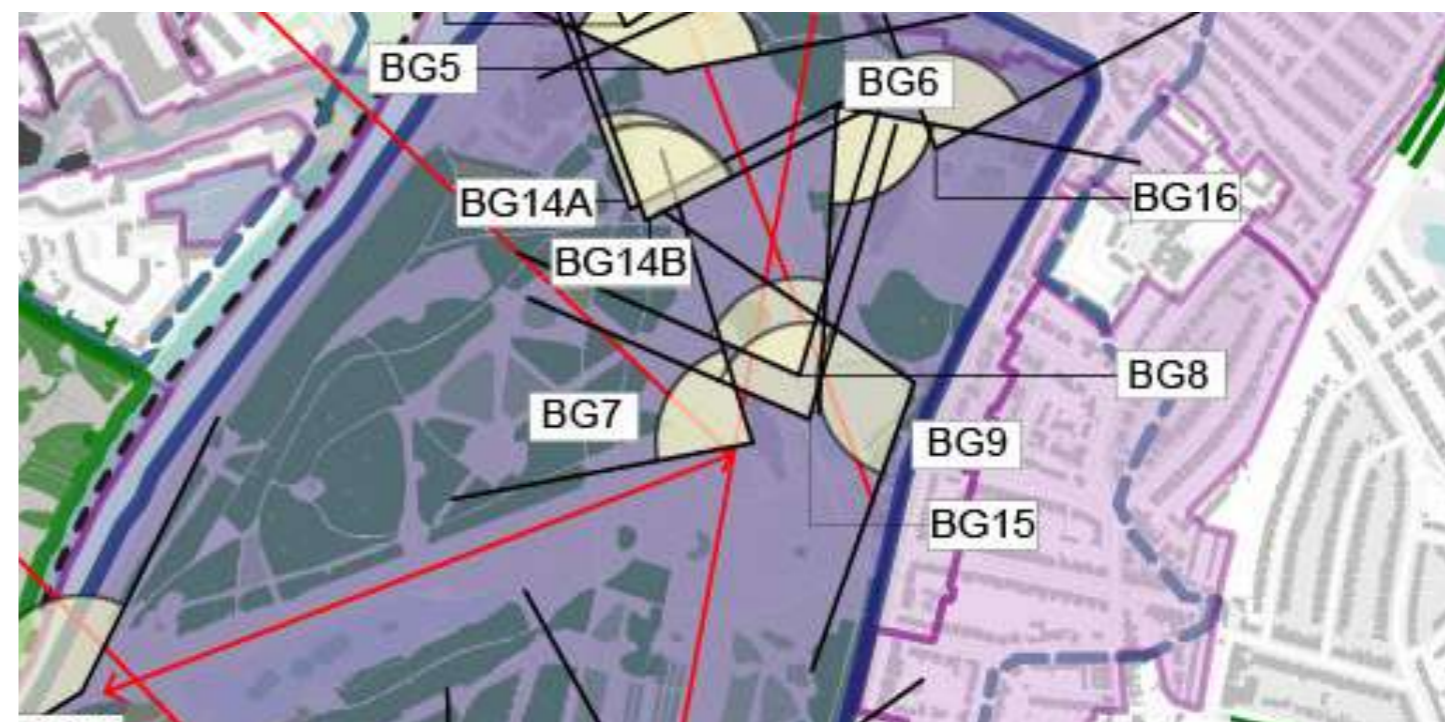
518704.75, 176965.78, 7.65

**VIEWING DIRECTION:**

NORTH NORTH WEST

**RELEVANT HERITAGE ASSETS:**

KEW GARDEN WORLD HERITAGE SITE





### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025 and illustrates the Palm House in its setting.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The Grade I Palm House is situated in a green by the lake, with contextual views in each direction. Along with the Temperate House, it has served as the model for conservatories around the world and is considered to be a bold example of 19th Century functionalism. Emanating from the central point of the Palm House, and integrated into the design of its formal parterres, are WA Nesfield's three vistas. This is a key planned view between the Palm House and Orangery over the lake. These three elements are considered an ensemble and so are sensitive to intrusion from external development.
- The Palm House, The Orangery and the Lake/

Grass Garden are all important elements of the landscape. These features and characteristics denote a landscape and buildings of major heritage importance.

- The Palm House and its immediate setting are mostly protected from intrusion by tree screening and the distance of potentially harmful development. However, vistas such as the Broad Walk and the Pagoda Vista are already affected by respective harmful visual intrusion of the Haverfield Estate Towers and Vantage London (appearing over the roof top of the Palm House).
- The harmful intrusion of existing and possible future tall buildings proposals should not be underestimated. No further tall buildings should be allowed to intrude on these buildings and their settings.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- The Brentford Estate towers are already partially visible through the trees in this winter view. They cause a measure of detrimental impact.
- Albeit of lesser height it seems likely that the permitted developments such as the Brentford Stadium development will be partially visible through the foliage, particularly when their lights are on (the stadium is likely to have an impact in this respect). This would result in a measure of detrimental impact, both individually and cumulatively.

#### BASE HEIGHT SCENARIO

- The buildings of the base height scenario generally sit comfortably behind and below the permitted development, screened by vegetation in the foreground in this winter view.

- The two tallest focal buildings (27 Great West Road and Capital Interchange Way) due to their height potentially may be visible through the foliage and are considered to have a measure of impact.
- The base height building on the Chiswick Citadel site would have a measure of detrimental impact due to its height, mass, limited tree cover and high visibility in this scene.
- With above exceptions the impact of individual buildings in the east in this view is considered not discernible or low, and cumulatively the additional impact of baseline tall buildings is considered low.
- Impact of buildings in the west is generally not discernible. A tall building on the London Gateway (Mille) may be detected by an attentive observer in this winter view although it is principally hidden behind vegetation and given its distance, its impact is considered low.

## FRONT OF PALM HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## ADDITIONAL HEIGHT SCENARIO

- Whilst in the summer buildings of the additional height scenario are likely to be obscured by foliage and vegetation, in this winter view individual tall buildings could be visible against the sky and with their lights shining behind the trees in the foreground, adding a measure of harm. The Lionel Road tower and the building at the Citadel site would become prominent beacons detracting from the landscape and are considered to have a distinct detrimental impact. Cumulatively tall buildings in the east would create a wall of development potentially visible through the trees, resulting in a distinctly detrimental impact.
- The taller building on the Phoenix Site is obscured by dense vegetation and will have a low impact, if any.
- The additional height in the London Gateway (Mille), albeit situated behind intense vegetation, may have a measure of impact due to its height and potential light spill during the winter months.
- Buildings in the west of the study area are located behind the Palm House and are not visible from this view and will have no discernible impact.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- In the East buildings of the appropriate height scenario generally sit comfortably behind and below the permitted development and in this winter view are screened by vegetation in the foreground. They will have no discernible or a low impact and do not add additional harm to this view.
- The impact of buildings in the West and Centre is generally not discernible. A tall building on the London Gateway (Mille) may be detected by an attentive observer in this winter view although it is principally hidden behind vegetation and given its distance, its impact is considered low.

### Justification

- Buildings of the appropriate height scenario are concealed behind vegetation and other development and are judged to have no discernible or a low heritage impact in this view. As such the height of appropriate height scenario is considered acceptable.
- However any proposal for tall buildings will need to be tested from this and other location to ensure they remain concealed from view and avoid harm.
- Any development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.

## GRASS GARDEN

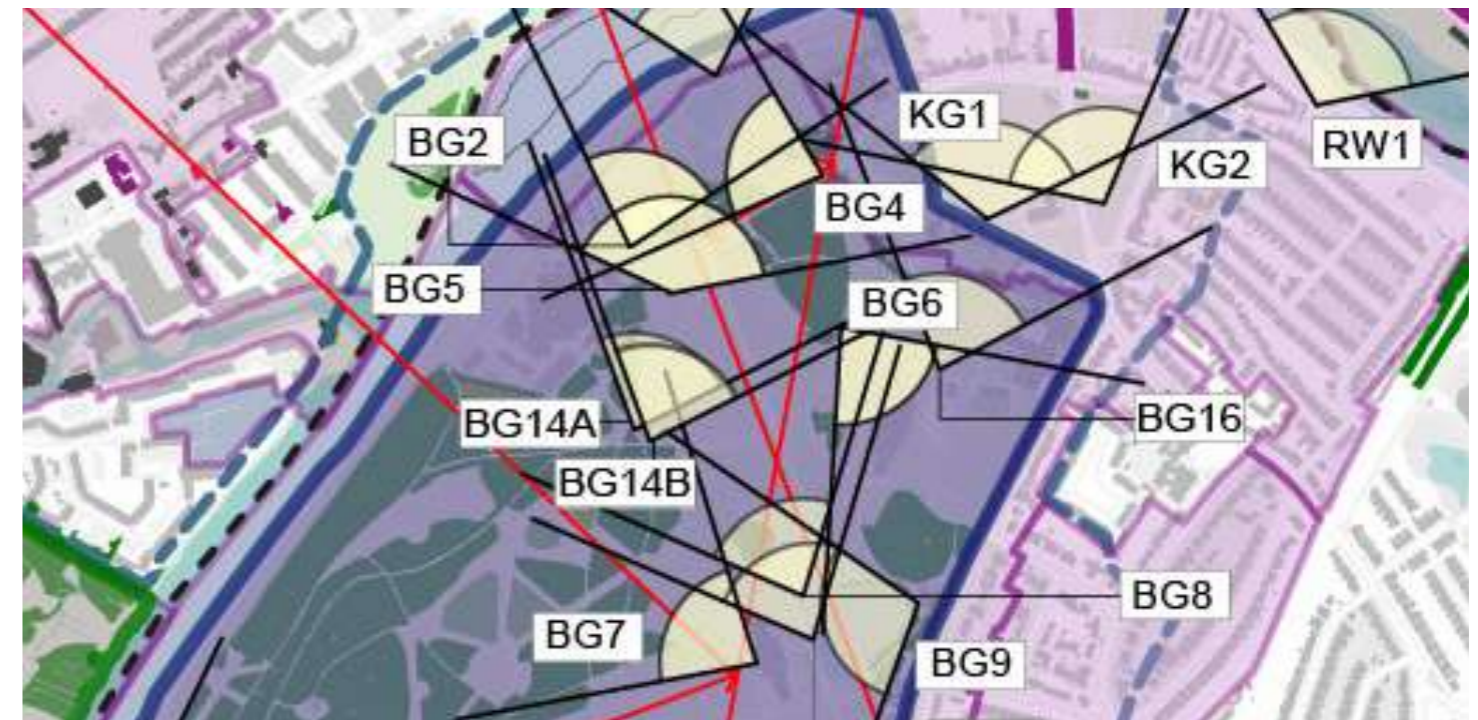


EXISTING SITUATION

**VIEW COORDINATES:**  
518857.74, 177285.72, 7.71

**VIEWING DIRECTION:**  
NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**  
KEW GARDEN WORLD HERITAGE SITE





### WHY WAS THIS VIEW CHOSEN

- It is identified in the Royal Botanical Gardens WHS Management Plan 2020-2025.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view is at the urban interface albeit with little visibility of development beyond the smaller scale developments of Kew Green.
- In this view is the Grade II Listed Cambridge Cottage.

View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- The permitted Brentford Stadium, Citroen and Citadel buildings are hidden behind vegetation and buildings in the foreground, albeit part of the tops of taller buildings may be visible through the vegetation and above the roof-line of buildings in Kew Green. These developments are considered to have a low to a measure of impact.

### BASE HEIGHT SCENARIO

- In this winter view the buildings of the base height scenario generally sit comfortably behind and below the permitted development, screened by vegetation and buildings in the foreground.
- However, the building on the Citadel site is slightly visible above the roof of Cambridge Cottage on Kew Green, and have a measure of detrimental impact.
- Apart from the tall building on the Citadel site the impact of individual buildings in the east in this view is not discernible or considered low, and cumulatively the additional impact of baseline tall buildings is considered low.
- Buildings in the centre and west have no discernible impact due to their distance and degree of vegetation.

## DUKE'S GARDEN



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### ADDITIONAL HEIGHT SCENARIO

- The building of the additional height scenario on the Citadel site is clearly visible as it intrudes and detracts from the character of this garden and small scale setting. Therefore it is considered to have a distinctly detrimental impact.
- Due to their height, many of the buildings of the additional height scenario become visible against the sky through the trees in this winter view. However, foliage in the summer will largely obscure the view to the development. Individually, buildings have a low or a measure of detrimental impact. Cumulatively buildings in the east (excluding the building on the Citadel site) have a distinct detrimental impact.

### APPROPRIATE HEIGHT SCENARIO

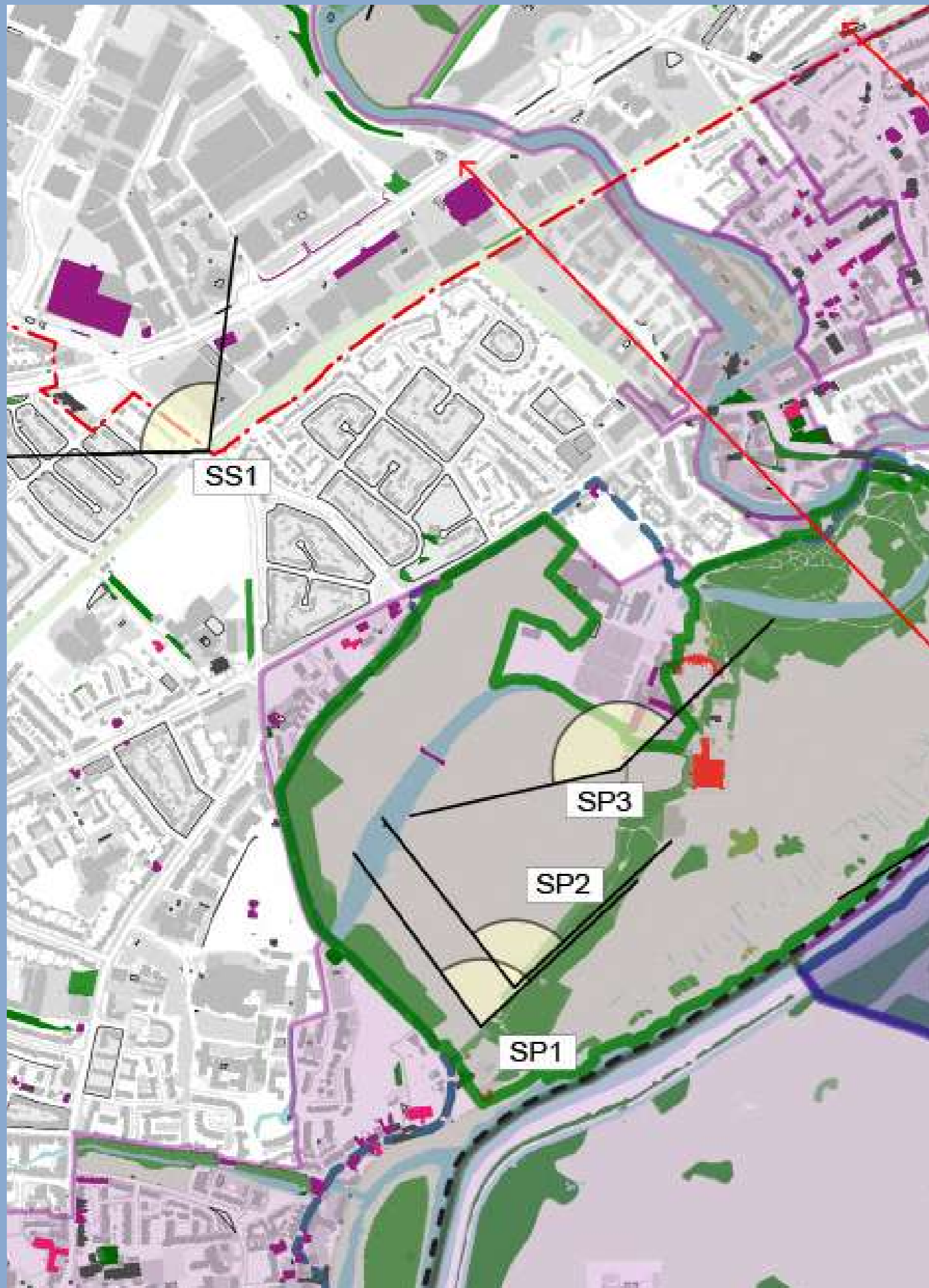
**Impact**

- Buildings of the appropriate height scenario generally sit comfortably behind and below the permitted development, screened by vegetation and avoid rising above the roofline of Cambridge Cottage on Kew Green in this winter view.
- The impact of individual buildings in the east in this view is not discernible or considered low, and cumulatively the additional impact of baseline tall buildings is considered low.
- Buildings in the centre and west have no discernible impact due to their distance and degree of vegetation.

**Justification**

- Buildings of the appropriate height scenario are concealed behind vegetation and other buildings and are judged to have no discernible or a low heritage impact in this view should they become visible through the tree line. As such the height of the appropriate height scenario is considered acceptable.
- However any proposal for tall buildings will need to be tested from this and other location to ensure they remain concealed from view and avoid harm.
- Any development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.





# SYON PARK

## VIEWS SP1-SP3

### HERITAGE PARAMETERS

#### DESCRIPTION:

Syon House set in the 80-hectare Syon Park and has been the historic home of the Percy family for more than 400 years. Syon House sits within a designed landscape by Capability Brown of major significance with designed views from Kew Gardens towards the house and a largely separate more pastoral area to the north of the house. Syon house was built on the remains of a 15th century nunnery and the house was reconstructed by Protector Somerset in the 16th century. Robert Adam and Capability Brown were brought in 18th century to remodel the house and grounds. Many of the Adam designed interiors remain, as does much of the Brown landscape, although this has been comprised by modern additions to the park. The grounds contain a number of notable buildings and structures including the Great Conservatory, the Lion Gate on London Road and the now embanked former boathouse.

The Isleworth Riverside Conservation Area, which includes Syon House and Park, is situated on the north bank of the Thames. The centre of "Old Isleworth" lies to the west of Syon Park. The conservation area comprises riverside settlement with a parish church of 13th century origins, a public house and a ribbon of 18th and 19th century houses which are seen in the most picturesque view provided from the river and from Kew Gardens until the curve of the river view is hidden by the tree-covered Isleworth Ait.

#### DESIGNATIONS:

Syon House is a Grade I Listed Building set with a Grade I Registered Park and Garden. The site contains other listed buildings and structures including the stables, gate lodges and garden ornaments.

Syon House and Park are included within the Isleworth Riverside Conservation Area.

#### SIGNIFICANCE

The house, its park and buildings form an ensemble of great heritage significance that can also be appreciated as part of a wider historic environment of the Old Deer Park to the south west and the Royal Botanic Gardens to the south east and originally to Syon Hill's tower site (now Gillette Corner). The significance of the house and the landscape are intrinsically tied together, the landscape was meant to impress the visitor and enhance the status of the house and the house is at the centre piece of the gardens. Brown designed this landscape are the

Arcadian ideal, even reaching cross the Thames to draw in Kew Gardens and use the Thames to enhances its character.

The historic core of the Isleworth Riverside Conservation Area provides a setting for the adjacent Syon Park and the Old Deer Park south of the river. The settlement contains a number of Listed Buildings as well as an historic village layout of small winding streets. The river views and small-scale buildings of "Old Isleworth" together form an important historical riverside townscape.

#### SENSITIVITY TO TALL BUILDINGS

The park landscape rises to the north away from the river. Views from the drive to the north (refer to Appendix B: View Testing Views SP1, SP2 and SP3) share the same characteristics; commanding views over the Capability Brown landscape as a setting for Syon House. The Grade I Listed house and the Capability Brown landscape combined to produce a landscape and country house setting of strongly Arcadian character which is a key part of the significance of the house and landscape. This would be detrimentally affected by the intrusion of tall buildings, which would bring an urban intrusion into the idyllic parkland. Tall buildings visible above the established tree height to the north would have a particularly harmful impact on the serene setting the landscape offers to the house and would detract from its significance. This has already happened through the presence of the Kew Eye Tower, the Sky Campus and the GSK building. These intrusions are very damaging to the Arcadian ideal, which relies on a setting which is free of intrusion from its more suburban surroundings.

In some views, the setting of the Great Conservatory has already been compromised by intrusion of the GSK building over the northern wing. Further intrusion and the crowding of the sky above the Conservatory should be avoided.

The small-scale buildings of the Isleworth Riverside Conservation Area are vulnerable to intrusion from possible tall buildings to the north which would have a detrimental effect on the skyscape of the historic core of the conservation area.

# SP1 SYON PARK

# EXISTING VIEW

## PARK ROAD 1



EXISTING SITUATION

**VIEW COORDINATES:**

516899.653, 176229.571, 8.845

**VIEWING DIRECTION:**

NORTH

**RELEVANT HERITAGE ASSETS:**

GRADE I LISTED PARK AND GARDEN  
ISLEWORTH RIVERSIDE CONSERVATION AREA





#### WHY WAS THIS VIEW CHOSEN

- This is a kinetic view, and an example of what may be visible as a visitor walks along this route.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- Syon Park was designed to complement the house and provide it with an idyllic setting with views, vistas and pathways that are fundamental to the relationship between the house and the park. The landscape provides the illusion of being in the countryside, which is part of the essential experience of the park and key to the significance of the heritage asset.
- The landscape does not contain single key vistas but rather is designed to look natural and give the viewer an impression of being in the countryside. Views throughout the landscape provide a sense of the naturalistic landscape as designed and

intended by Capability Brown. The significance of the arcadian character of the landscape is reliant on the survival and maintenance of the existing trees. If they were lost, it would impact the essence and quality of the view.

- The Kew Eye tower is visible above the tree line and glimpses of development in the west and centre of the Great West Corridor are also visible in between trees. This detracts from the naturalism of the view as the urban environment intrudes on the illusion of a countryside setting.
- As a kinetic view the nature of the view changes as one walks along Park Road. As one moves closer to Syon House, the dense tree margin along the axis from Syon House towards the fishery pond becomes the dominant feature when looking north, concealing existing taller development in the Great West Corridor and limiting their impact.
- Overall the view is not unspoiled. Especially in winter views one can see in between and through the trees towards existing development in the

western section of the Great West Corridor, such as the Sky campus, as well as to existing tall buildings of the West Cross House and GSK, which are detrimental to the significance of the heritage asset. However, there is little or no intrusion by other surrounding buildings.

- Future development should not dominate the experience of the landscape in summer or winter, when trees provide less visual enclosure. Development should be restricted to below the tree belt and the trees maintained. Buildings should avoid the use of reflective, shiny or metallic materials, which would be more visible and distracting than natural materials.

## PARK ROAD 1



Base Height Scenario



Additional Height Scenario

### BUILDINGS WITH PLANNING PERMISSION

- Permitted development in the east of the corridor would not be visible in this view and hence has no discernible impact. (No output for permitted development was included in this document)

### BASE HEIGHT SCENARIO

- Some of the buildings in the base height scenario in the East are partially visible in-between, through or slightly above the tree line and alter the horizon line. In the context of existing visibility of development their individual impact is judged as low or as a measure of detrimental impact. Their cumulative impact is judged as a measure of detrimental impact.

- The proposed tall building on the Mille site albeit hidden from view by a tree in the foreground is likely to be visible above the tree line and is judged to have a measure of detrimental impact.
- Other tall buildings in the London Gateway and River Brent Quarter cannot be assessed in this view (as also hidden behind aforesaid tree) but are likely to have a low impact in other positions along this route.
- The proposed tall buildings in the east would have no discernible impact due to not being visible.
- Individually, buildings in the West rise above the tree line and would have a measure of detrimental impact or a distinct detrimental impact.
- Taller buildings in the centre area, although concealed by a tree in the foreground of this view, are also likely to have a distinct detrimental impact as they are likely to rise above the tree line.
- Cumulatively, the resulting skyline would detract from Syon Park and have a distinct detrimental impact.
- The buildings in the east would have no discernible impact due to not being visible.

### ADDITIONAL HEIGHT SCENARIO

- The additional height of buildings in this scenario significantly alters the naturalness of this view.

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- In the west the bulk of appropriate height buildings have been calibrated to remain below the crowns of trees in the foreground and middle ground of the view to retain the primacy of the landscape in this view. Individual buildings may appear in openings in-between trees and behind trees within winter views, as one moves through the park land. The cumulative impact of these buildings is judged to have a measure of detrimental impact.
- The tall building at the Golden Mile Station is clearly the tallest of these buildings and provides a marker to the Golden Mile Station. The impact of this building is judged to have a measure of detrimental impact. The impact of a building in respect of its height, form, architecture, appearance and lighting

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

- especially at the top will need to be carefully reviewed and tested at planning stage, seeking to reduce and avoid any detrimental impact.
- The London Gateway and River Brent Quarter cannot be assessed in this view but are likely to have a low impact in other positions along this route.
- However, the tallest of these buildings on the Mille site may be visible above the tree line and would have a measure of detrimental impact. The building would have to be carefully scrutinised at design stage to reduce and avoid detrimental impact.

**Justification**

- The impact of buildings in the west and in the centre on the significance of the setting of the heritage asset (low / a measure) has to be judged in the context of the significant regeneration benefits the development will deliver in this part of the corridor

- in line with the requirements of the New London Plan (Draft 2019), including delivering significant numbers of new homes and jobs, as well as the comprehensiveness of development and the contribution to place making and legibility.
- In addition the kinetic and fleeting nature of this view has to be taken into consideration (see View SP2 and SP3). As the observer moves into the park towards the more sensitive areas in vicinity of Syon House, the tree belt along the axis from Syon House to the fishery pond will move into the middle ground and conceal views to the development beyond.
- Furthermore, the proposed buildings are located approximately 1km or more away from the viewpoint. As such a viewer would not be able to discern a great level of detail beyond the general massing, form and materiality of the development.

- Buildings would appear inconspicuously in the background and disassociated from the parkland.
- In this context and on balance it is found that the height of tall buildings in the West and Centre is appropriate and the harm to the heritage asset's significance can be justified.
- The buildings in the east would have no discernible impact due to not being visible.
- Development should consider mitigation measures to minimise impact of the development on this and other parkland views. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage. Developers should also consider contributing to tree planting and maintenance to ensure the future survival or

- replacement of mature trees in Syon Park.
- All proposed development must be supported by views testing and Visual Impact Assessment.

# SP2 SYON PARK

# EXISTING VIEW

## PARK ROAD 2



EXISTING SITUATION

**VIEW COORDINATES:**  
516957, 176297, 8.1

**VIEWING DIRECTION:**  
NORTH

**RELEVANT HERITAGE ASSETS:**  
GRADE I LISTED PARK AND GARDEN  
ISLEWORTH RIVERSIDE CONSERVATION AREA





#### WHY WAS THIS VIEW CHOSEN

- This is a kinetic view, and an example of what may be visible as a visitor walks along this route towards Syon House.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- Syon Park was designed to complement the house and provide it with an idyllic setting with views, vistas and pathways that are fundamental to the relationship between the house and the park. The landscape provides the illusion of being in the countryside, which is part of the essential experience of the park and key to the significance of the heritage asset. This is a historically significant cultural phenomenon of a house set within a park on a private estate.
- The landscape does not contain single key vistas but rather is designed to look natural and give the viewer an impression of being in the countryside, where development outside does not intrude. The view provides a sense of the naturalistic landscape as designed and intended by Capability Brown.
- The nature of the view is changing as one walks towards Syon House, with the tree belt along the axis from Syon House towards the fishery pond closing in and preventing longer range views towards the edge of the park.
- In this summer image the view is almost unspoilt, although the tower of Gillette factory and the top of the West Cross House are visible. However, during the Winter months when tree foliage is down one will be able to see through the crown of the trees towards existing development and taller buildings in the London Gateway area, which already form part of the existing impact of the surrounding modern environment.
- Future development should not intrude into the scene and harm the sense of a natural landscape, by staying largely below the height of the tree line.

## PARK ROAD 2



Base Height Scenario



Additional Height Scenario

### BUILDINGS WITH PLANNING PERMISSION

- Permitted development (primarily) in the east of the corridor is concealed by vegetation and would not be visible in this view. Therefore, it has no discernible impact. (No output for permitted development was included in this document)

### BASE HEIGHT SCENARIO

- The baseline option in the West and Centre generally sits below the tree line and in summer would be barely visible. The only development that would partially be visible is the proposal on the Homepage site.
- However, in winter the loss of leaves is likely to create greater visibility through the crowns of trees. This may result in a low detrimental impact for some of the buildings and a measure of detrimental impact for taller development at the West Cross Campus, at Homepage, in the Brent River Quarter and at the London Gateway.
- Cumulatively this would create a sense of urbanity beyond the tree belt and result in a measure of detrimental impact.

### ADDITIONAL HEIGHT SCENARIO

- In the additional height scenario, many buildings are still hidden behind the treeline in this summer view, however they would become prominently visible in winter views, and are judged to having a measure of detrimental impact.
- Taller developments in the West Cross Campus, on the Homepage site and in the London Gateway will rise above or be visible behind the upper crowns of trees, and by that detract from the naturalist skyline, resulting in a distinct detrimental impact.
- Cumulatively, this height scenario would have a distinctly detrimental impact on the setting of Syon Park.

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The appropriate height scenario sits below the tree line and in summer would be barely visible.
- However, in winter the loss of leaves is likely to create greater visibility through the crowns of trees. This may result in a low detrimental impact for some of the buildings and potentially a measure of detrimental impact for the tallest building on Mille redevelopment site.

### Justification

- On balance the potential harm of buildings in the West and Centre is found acceptable. This considers that development will be concealed to a considerable degree by intense vegetation, it is a minimum of 1km away from the viewpoint and (if visible) appears inconspicuously in the background and disassociated from the parkland. Furthermore development will deliver significant regeneration benefit, helping to deliver the targets of the New London Plan, providing comprehensive and plan-led development and contributing to place making and legibility.
- Nevertheless, the impact, especially of the tallest buildings in respect of their height, form, architecture, appearance and lighting (especially at the top of buildings), will need to be carefully reviewed and tested at planning stage, seeking to reduce and avoid any detrimental impact.
- Development should consider mitigation measures to minimise impact on this and other parkland views. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage. Developers should consider contributing to tree planting and maintenance to ensure the future survival or replacement of mature trees in Syon Park.
- All proposed development must be supported by views testing and Visual Impact Assessment.

# SP3 SYON PARK

# EXISTING VIEW

## SYON HOUSE



EXISTING SITUATION

**VIEW COORDINATES:**  
517139.419, 176671.355, 7.432

**VIEWING DIRECTION:**  
NORTH NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
GRADE I LISTED PARK AND GARDEN  
ISLEWORTH RIVERSIDE CONSERVATION AREA





### WHY WAS THIS VIEW CHOSEN

- This view is in front of Syon House, looking down the lane to the pond.
- There is also a historical visual link to the Lion Gate from here which has been lost due to planting.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The important focus of this view is from Syon House towards the fish ponds and bridge, which is emphasised by the framing of this view by a margin of mature trees. This is part of the Capability Brown landscape and is an almost intact and undisturbed designed view.
- The part of the view looking north (along the path parallel to the frontage) is less significant. It is already compromised by the visibility of existing tall buildings in the London Gateway, including GSK and the Great West House, but also other lower rise development in the foreground (garden centre).

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- Permitted development in the east of the corridor is concealed by vegetation and would not be visible in this view. Hence, it has no discernible impact.

#### BASE HEIGHT SCENARIO

- With the current planting around Syon Park, the base height developments are generally concealed by intense vegetation, while in winter months they are assumed to only have a low impact. Only the tallest buildings in the West Cross Campus and on the Homebase site are assumed to have a measure of detrimental impact in winter views.
- However, if the historical visual link to the Lion Gate is reinstated and vegetation is cleared in the direction of the Great West Campus, then

the impact of these buildings may become more pronounced. It is in the context of the potential thinning out of the vegetation that the cumulative impact in winter is assumed to be a measure of detrimental impact.

- In the base height scenario, the Mille redevelopment is judged to have a measure of detrimental impact, although this is at the lower end of the scale as the view is less significant in this direction and already characterised by other existing tall buildings (GSK).

# SP3 SYON PARK

# VIEW TESTING

## SYON HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### ADDITIONAL HEIGHT SCENARIO

- In the summer months, the additional height scenario remains largely concealed by intense vegetation. However, their impact will be greater during winter when taller buildings are likely to become more visible through the crown of trees. Generally, although they are partially visible, individual buildings in the West Cross Campus and Central Area are judged to have a measure of detrimental impact.
- There is a risk that if vegetation and trees that currently conceal development in this view are lost that more development will become visible. In this context, cumulatively the impact of tall buildings in this scenario are judged to be distinctly detrimental to the heritage significance of this view during winter months.

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- With the current planting around Syon Park, the appropriate height developments are generally concealed by intense vegetation, while in winter months they are individually assumed to only have a low impact (if any). If vegetation would be lost, the buildings would cumulatively have a measure of detrimental impact.
- In the appropriate height scenario, the Mille redevelopment becomes visible in between trees. This is judged to have a measure of detrimental impact, although the impact is at the lower end of the scale as the view is less significant in this direction and already characterised by other existing tall buildings (GSK).

#### Justification

- On balance the potential visual impact of buildings in the west could be acceptable due the significant regeneration benefit of the development, delivering the targets of the London Plan, the comprehensiveness of development and the contribution to place making and legibility. Mitigating factors are that development is not visible during summer months and will be largely concealed by trees in winter views, as well as the large distance (approximately 1km) from the viewpoint that would limit the prominence of buildings in the view. Furthermore, the buildings do not affect more sensitive aspects of the view such as the vista from Syon House to the fish pond.
- In the context of the regeneration benefits of the development and the contribution to place making and legibility in the London Gateway, on balance the impact of the Mille is acceptable.

- Nevertheless, proposed tall buildings will need to be carefully reviewed and tested at planning stage in respect of their height, form, architecture, appearance and lighting, especially at the top, seeking to reduce and avoid detrimental impact.
- Development should consider mitigation measures to minimise impact on this and other parkland views. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage. Developers should consider contributing to tree planting and maintenance to ensure the future survival or replacement of mature trees in Syon Park.
- All proposed development must be supported by views testing and Visual Impact Assessment.





# OSTERLEY PARK

## VIEW OP1

### HERITAGE PARAMETERS

#### DESCRIPTION

The now neo-classical mansion was originally a Tudor House built in the 1570s. It was later transformed by the Child family who engaged Robert Adam in the 18th century to transform the house into the neo-classical house that is seen today. The surrounding parkland is mainly 18th century, although with substantial additional tree planting taking place in the 19th and 20th centuries. The estate contains numerous other listed and important structures, such as the stables, which date from the 16th century. The estate is now within the care of the National Trust.

#### DESIGNATIONS

Osterley House is listed at Grade I, along with the Stables, the Temple and the Aviary or Little Orangery. Other buildings on the site such as Osterley Park Farmhouse are listed at Grade II. The park is a Grade II\* registered park and garden. The house and park, together with the flanking suburban housing on the southern boundary are included within the Osterley Park Conservation Area.

#### SIGNIFICANCE

Surrounded by gardens, park and farmland, Osterley is one of the last surviving country estates in London. The house and park are relatively unspoiled and retain much of their Georgian arcadian character, however the presence of the M4 cutting through the north of the park is a detractor. Historically it was linked to the now Arcadian Thames by the fields of Syon Hill, but now represents an isolated designed landscape in the north of the borough. Once described by Horace Walpole as 'the palace of palaces', Osterley, in its current form, was created in the late 18th century by architect and designer Robert Adam for the Child family to entertain and impress their friends and clients. Today the house is presented as it would have looked in the 1780s. The conservation area's primary special architectural and historic interest derives from Osterley House, its landscaped grounds and rural setting.

#### POSSIBLE IMPACT OF TALL BUILDINGS

The main existing intrusions affecting the setting of the house and park are some of the tall buildings in Ealing the noise and air pollution of the M4/Great West Road to the north.

The central area immediately around the house is largely protected by parkland and intense tree planting from the encroachment of tall buildings. Views to the south east from within Osterley Park look towards a mature tree belt. Some existing larger scale buildings in the Sky Campus and London Gateway area visible in between the trees in this view. The Conservation Area Appraisal identifies the 19th/20th century housing as forming the setting for the southern edge of Osterley Park. The domestic scale and a medley of roof slopes and vernacular details form a varied and low-key surrounding to the southern park fringes. These characteristics should continue in scale and detail to provide the southern setting for the park, without any disruption to the scale, height or domestic character.

Views across the open grassland to the south east within Osterley Park towards the Study Corridor are sensitive to intrusion from tall buildings. Tall buildings could contrast with the domestic scale surrounding the Park and provide an urban impact and will need to be carefully tested to understand this impact and avoid harm or minimise the visual impact to the heritage assets.

# OP1 OSTERLEY PARK

# EXISTING VIEW

## OSTERLEY HOUSE



EXISTING SITUATION

**VIEW COORDINATES:**  
514534.287, 178016.746, 30.731

**VIEWING DIRECTION:**  
EAST

**RELEVANT HERITAGE ASSETS:**  
GRADE I LISTED OSTERLEY HOUSE  
GRADE II\* REGISTERED PARK AND GARDEN  
OSTERLEY PARK CONSERVATION AREA





#### **WHY WAS THIS VIEW CHOSEN**

- This is the view from the front of Osterley Park looking over the designed landscape.

#### **SIGNIFICANCE AND SENSITIVITY OF THE VIEW**

- This is a key view from the front of the listed Osterley House looking over the intact, open landscape.
- It gives the viewer an impression of being in the countryside and allows the house to be viewed within a rural setting.

## OSTERLEY HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**BUILDINGS WITH PLANNING PERMISSION**

- Buildings with planning permission would have no discernible impact as they are some distance away and screened from view by extensive foliage.

**BASE HEIGHT SCENARIO**

- There is no discernible impact as buildings of the base height scenario are some distance away and screened from view by extensive foliage.

**ADDITIONAL HEIGHT SCENARIO**

- There is no discernible impact as buildings of the additional height scenario are some distance away and screened from view by extensive foliage.

**APPROPRIATE HEIGHT SCENARIO**

- Impact**
- There is no discernible impact as buildings of the appropriate height scenario are some distance away and screened from view by extensive foliage.

- Justification**
- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.





# CHISWICK HOUSE

## VIEW CH1

### HERITAGE PARAMETERS

#### Description and Significance

Chiswick House is a Grade I Listed house inspired by Palladio's Villa Capra which is under guardianship of English Heritage. Its garden is a Grade I Registered Park and Garden and a fine example of English landscape design. The house, garden and surrounding areas are included in the Chiswick House Conservation Area.

The house and garden are of major heritage significance, and sit in a context of low scale suburban development.

The possible threat of tall development is focused on the A4 to the north and east which could adversely affect the setting and views from this highly important site.

#### Possible impact of tall or big scale development

It is crucial that no development taller than the park tree belt should be allowed to detrimentally intrude in to the park or the setting of Chiswick House.

# CH1 CHISWICK HOUSE



EXISTING SITUATION

**VIEW COORDINATES:**  
520989.72, 177520.773, 8.282

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
CHISWICK PARK CONSERVATION AREA





#### WHY WAS THIS VIEW CHOSEN

- This view is from the back of Chiswick House, showing the listed building in its landscaped garden setting.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This landscape is particularly significant as it was designed by William Kent and the view is almost entirely intact, resulting in an authentic and preserved experience of these heritage assets.
- Chiswick House is set within its landscaped grounds, as part of the English landscape tradition of setting a house within a garden on a private estate. The house and the landscape are one entity, conceived and designed together. The setting of the house is highly intact and give the impression of being in the countryside rather than an urban area.
- Development must not intrude on the scene by rising above the trees and becoming visible from within the park.



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**BUILDINGS WITH PLANNING PERMISSION**

- The permitted development would not be visible due to dense vegetation and their location some distance away. There will be no discernible impact.

**BASE HEIGHT SCENARIO**

- The base height scenario generally appears low lying and concealed by intense vegetation in this view. It is not likely that development would be visible or detract from the garden in this view during winter.

**ADDITIONAL HEIGHT SCENARIO**

- The additional height scenario is still well screened by vegetation. It appears unlikely that development would be visible or detract from the garden even in winter.
- The majority of buildings are judged to have no discernible impact, while the development on the Citadel site and B&Q site is judged to potentially have a low impact in a winter view.

**APPROPRIATE HEIGHT SCENARIO**

- Impact**
- There is no discernible impact as buildings of the appropriate height scenario are some distance away and screened from view by extensive foliage.
- Justification**
- Given that buildings of the appropriate height scenario are judged to have no discernible heritage impact in this view their height is considered acceptable.



# GUNNERSBURY PARK AND KENSINGTON CEMETERY

## VIEWS GP1-GP5

### HERITAGE PARAMETERS

#### DESCRIPTION

The first house at Gunnersbury was built after 1656 when the land was purchased by Sir John Maynard. This original house was demolished in 1800 and the land divided into 13 lots, 10 of which were sold to Alexander Copland, who built his own house in 1801-1828. Nathan Mayer Rothschild purchased the estate in 1835 and remodelled the house to the designs of Sydney Smirke (now called the Large Mansion). The second or "Small Mansion" was built in 1801-1802 and after a variety of occupants, was bought by the Rothschild family as a guest accommodation annexe to the Large Mansion.

The estate was broken up and sold off in the early 20th century. In 1925 the local authority purchased 75 hectares of park land, including the mansions and parkland and opened them to the public in 1926. Important outbuildings include the Orangery and stables as well other follies and decorative structures.

In 1929, the land for Kensington Cemetery was carved out of the southern end of the park.

#### DESIGNATIONS

Gunnersbury Park is Listed Grade II\* on the Register of Parks and Gardens, recognising the importance of the landscape. It contains the Large Mansion (Grade II\*) and the Small Mansion (Grade II). There are several ancillary and ornamental structures including the East stables (Grade II\*), a temple, likely dating from Princess Amelia's occupation of the estate, (Grade II\*). Other listed structures include the 18th century archway near the terrace to the Large Mansion, the Orangery, the Gothic Boathouse, the stables, and the complex of Gothic romantic 19th century ruins.

Of lesser significance is the Kensington Cemetery, a 20th century removal of an area of the original Gunnersbury Park land. Gunnersbury Park and Kensington Cemetery are included within the Gunnersbury Park Conservation Area.

#### SIGNIFICANCE

Gunnersbury Park, its planned parkland layout and the relationship with the two mansions and a range of other outbuildings form a group of buildings form a historically significant estate. Views are an important element of the landscape, especially those from

the elevated terrace adjacent to the mansions from which there are commanding views of the landscape. Views throughout the park are an important part of the setting of the Listed Buildings and the character of the planned parkland. The setting of the parkland contributes to its significance and ability to be appreciated as a design landscape.

The Kensington Cemetery carved out of the original southern part of Gunnersbury Park is of less heritage significance than the original Park. The key characteristic is, despite its location adjacent to the motorway, the open quiet and reposeful garden-like intimate atmosphere. The playing fields to the west of the park land, although part of the historic park, provides a buffer zone that is of lower heritage significance.

#### POSSIBLE IMPACT OF TALL BUILDINGS

Sensitivity to tall buildings varies depending on the location within the Park.

The highest sensitivity is from visual intrusion by tall buildings into the entity of the planned parkland, and into views from the two mansions and other outbuildings. Such intrusion would detract from the Arcadian landscape composition including views from the Listed Buildings over the landscape. Development should avoid dominating the landscape, for example, by exceeding the height of the tree line or using reflective or shiny facing materials. Considering the potential impact of development in winter views after leaf fall is especially important.

Kensington Cemetery is an area of lesser heritage significance. The sensitivity to the impact of tall buildings will therefore be lower. The Cemetery acts as a visual buffer for the main Gunnersbury Park from the impact of tall buildings to the south. Tall buildings should avoid undermining the open nature of the Cemetery, retain sky views and not be perceived as being over-bearing.

The expansive playing fields are of lesser significance and the sensitivity to tall buildings is considered low. Development should not-dominate the tree belt and undermine its prominence as the defining edge of the park land.



# GP1 GUNNERSBURY PARK (KENSINGTON CEMETERY)

# EXISTING VIEW

## CEMETERY 1



EXISTING SITUATION

**VIEW COORDINATES:**  
519245.68,178726.551,13.347

**VIEWING DIRECTION:**  
SOUTH WEST

**RELEVANT HERITAGE ASSETS:**  
GUNNERSBURY PARK CONSERVATION  
AREA





### WHY WAS THIS VIEW CHOSEN

- This view is within Kensington Cemetery in the Gunnersbury Park Conservation Area.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The cemetery is not part of the registered park and garden but sits within Gunnersbury Park conservation area. Originally, the cemetery was part of the formal Gunnersbury Park. Now it acts as a buffer space between the planned park and the modern development beyond and is itself of little heritage significance.
- The terminus of this view is the small cemetery chapel, of little heritage significance.
- The existing view is compromised of the Vantage West building which towers over the cemetery chapel and harms this vista.
- In addition, the character and tranquillity of the cemetery is compromised by the presence of the elevated M4 and associated noise and traffic movement.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- The permitted buildings are relatively close to the cemetery and will likely be visible from other locations in the cemetery, although the Brentford Stadium development is hidden behind dense trees in this view.
- The Citadel development is visible over the tree line at the edge of the cemetery.
- In general, the cumulative impact of permitted development will be a measure of detrimental impact

#### BASE HEIGHT SCENARIO

- The B&Q and Capital Interchange developments are situated to the south of cemetery, separated from it by the railway line. The tree belt will continue to

demarcate the immediate edge of the cemetery and largely conceal the bulk of development. However, upper levels of buildings and taller elements will become visible above the tree line.

- The development will alter the setting of the Kensington Cemetery and establish a greater sense of urbanity and overlooking. However, development is not thought to be over-dominating or unduly detracting from the general character of the cemetery, its sense of openness and the significance of the conservation area.
- New development will also provide a degree of shelter from the noise and visual impact of the elevated M4 which currently affects the sense of tranquillity of the cemetery.
- Base height development is judged to have individually a low or a measure of impact and cumulatively to have a measure of impact.

#### ADDITIONAL HEIGHT SCENARIO

- The additional height of this option means that more development than in the base height scenario will be visible from this viewpoint in the cemetery and the impact already caused is exacerbated.
- The developments behind the chapel would have a distinct detrimental impact by appearing overly dominant and creating a mass of development behind this vista.
- The B&Q and Capital Interchange developments alongside the cemetery would be domineering and significantly overshadow the open space. As such they would have a distinctly detrimental impact on the character of this part of the conservation area.

# GP1 GUNNERSBURY PARK (KENSINGTON CEMETERY)

# VIEW TESTING

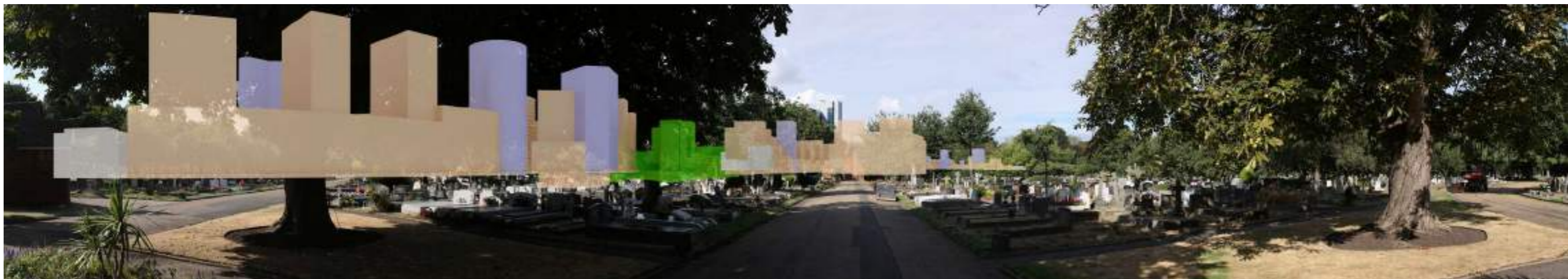
## CEMETERY 1



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The B&Q and Capital Interchange developments are situated behind the dense tree belt that will continue to demarcate the edge of the cemetery. However, top levels of buildings and taller elements will become visible in some places above the tree line.
- The development will alter the setting to the Kensington Cemetery and establish a greater sense of urbanity and overlooking. However, the development is not thought to be over-dominating or unduly detracting from the general character of the cemetery, its sense of openness and the significance of the conservation area. Overall, development would result individually a low or a measure of impact and cumulatively in a measure of detrimental impact on the significance of the conservation area.

### Justification

- The altered setting of the cemetery as seen in this view, is not uncommon for cemeteries in London, which over time have been enveloped with urban development and became tranquil refuges in the urban fabric.
- In addition, the development is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and a new community in the Brentford Stadium Quarter.
- Furthermore, new development is expected to provide a degree of shelter from the noise and visual impact of the elevated M4 and therefore

- enhance the sense of tranquillity in the cemetery.
- In the context of the above, and on balance, the impact of the appropriate height scenario is deemed acceptable.
- Notwithstanding this, given the close proximity of buildings, their design will need to be carefully reviewed and tested at planning stage in respect of their massing and bulk, proportion, form, architecture, materiality, appearance and lighting to ensure they provide an appropriate and respectful response to the cemetery and its character, and seek to avoid any detrimental impact on the significance of the heritage assets.
- Buildings visible above the tree belt should have

a sense of verticality and a variation in height and offer clear views to the sky in-between. The should not overdominate the cemetery and must not evoke in frontal or angular views the sense of a wall of development.

# GP2 GUNNERSBURY PARK (KENSINGTON CEMETERY)

# EXISTING VIEW

## CEMETERY 2



EXISTING SITUATION

**VIEW COORDINATES:**  
519063.07,178632.55, 11.93

**VIEWING DIRECTION:**  
SOUTH EAST

**RELEVANT HERITAGE ASSETS:**  
GUNNERSBURY PARK  
CONSERVATION AREA





## WHY WAS THIS VIEW CHOSEN

- This view is at the Katyn memorial, the centrepiece of Kensington Cemetery, in the Gunnersbury Conservation Area.

## SIGNIFICANCE OF THE VIEW

- The Katyn Memorial remembers the victims of the 1940 Katyn Massacre and it is an important place for London's Polish community. It was the first Katyn Memorial constructed in the world. It acts as the centrepiece of a designed landscape within the Kensington Cemetery.
- As a place of contemplation, its setting is important from both heritage and social perspectives, although it is not listed.
- The setting of the memorial does not extend beyond the cemetery, and its importance is unaffected by surrounding development. The cemetery itself is a 20th century landscape, with little intrinsic heritage significance.

## View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- An existing advertising pole which sits above the tree line detracts from the setting and has a measure of detrimental impact.
- The top of the citadel development will be visible above the tree line and will be more conspicuous in winter, thereby having a measure of detrimental impact.
- The Citroen and Brentford Stadium developments are likely to have a measure of impact due to their proximity, although this is difficult to assess in this view as there is a large tree in the way. The permitted buildings are relatively close to the cemetery and will likely be visible from other locations in the cemetery, although the Brentford Stadium development is hidden behind dense trees in this view.

- In general, the cumulative impact of permitted development will be a measure of detrimental impact.

### BASE HEIGHT SCENARIO

- Due to its proximity to the edge of the cemetery, the B&Q development and the building on the Citadel site will be visible, although the tree belt will remain the prominent feature of the edge of the cemetery and also conceal the immediate views to the bulk of the development.
- The Capital Interchange development is likely to have a measure of detrimental impact but is hard to assess in this view due to the position of a large tree in the way.
- The development will alter the setting of the Kensington Cemetery and establish a greater sense

of urbanity and enclosure. However, development is not thought to be over-dominating or unduly detracting from the general character of the cemetery, its sense of openness and significance of the conservation area.

- New development will provide a degree of shelter from the noise and visual impact of the elevated M4.
- Base height development is judged individually to have a low or a measure of impact and cumulatively to have a measure of impact.

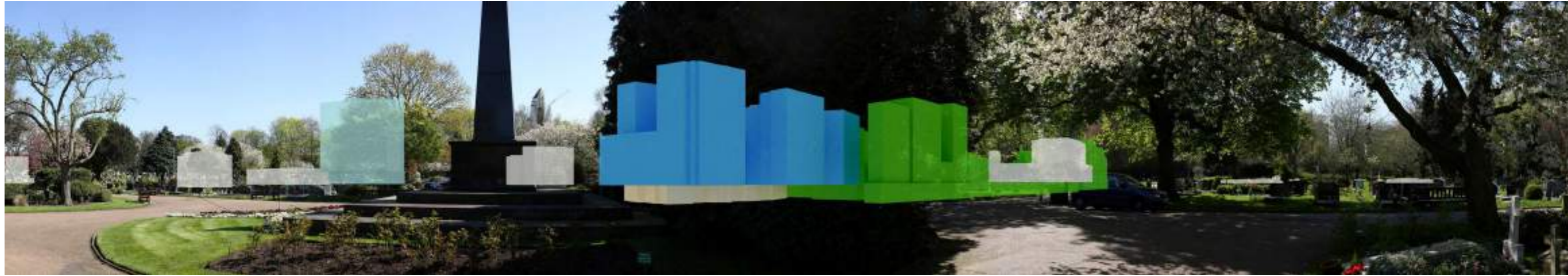
### ADDITIONAL HEIGHT SCENARIO

- In the additional height scenario, the B&Q and Citadel site developments would over-dominate the cemetery. Buildings would be significantly taller than the tree belt along the edge and become unduly prominent, They would detract from the character and integrity of the cemetery and would have a

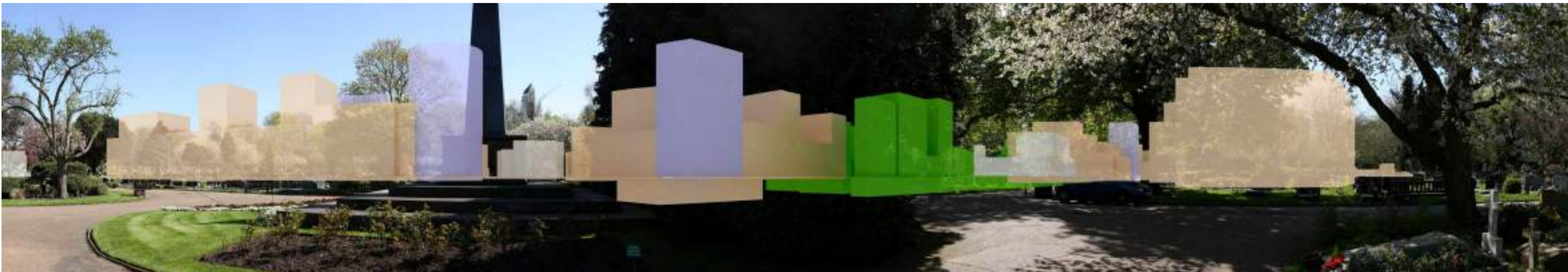
# GP2 GUNNERSBURY PARK (KENSINGTON CEMETERY)

# VIEW TESTING

## CEMETERY 2



Planning permissions

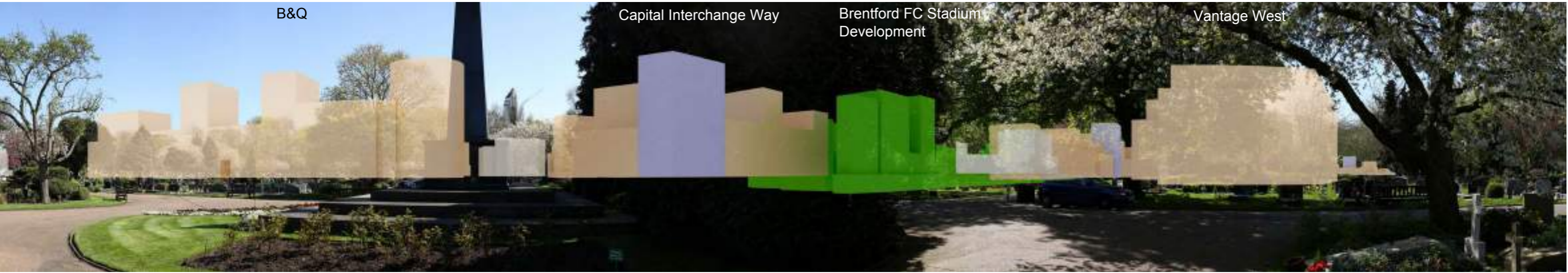


Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

- distinctly detrimental impact.
- The Capital Interchange development is also likely to be dominant in this setting and would result in a distinct detrimental impact.
- The other proposed buildings, to the rear of the Vantage West tower, although concealed by vegetation in this view, are also likely to have a measure of detrimental impact.

**APPROPRIATE HEIGHT SCENARIO**

**Impact**

- The B&Q and Capital Interchange developments are situated behind the dense tree belt that will continue to demarcate the edge of the cemetery. However, top levels of buildings and taller elements will become visible above the tree line in some places.

- The Capital Interchange development is likely to have a measure of detrimental impact but is hard to assess in this view due to the position of a large tree in the way.

**Justification**

- The development will alter the setting to the Kensington Cemetery and establish a greater sense of urbanity and overlooking. However, development is not thought to be over-dominating or detracting from the principal characteristics of the cemetery and its sense of openness. The primacy of the Katyn memorial in this view is retained, and the development is not unduly affecting the significance of the conservation area.

- The altered setting of the cemetery as seen in this view, is not uncommon for cemeteries in London that over time have been enveloped with urban development and become tranquil refuges in the urban fabric.
- In addition, the development is comprehensive and meaningful, consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter.
- Furthermore, new development is expected to provide a degree of shelter from the noise and visual impact of the elevated M4 and therefore enhance the sense of tranquillity in the cemetery.

- In the context of the above, and on balance, the individual and cumulative impact of appropriate height buildings are deemed acceptable.
- Notwithstanding this, given the close proximity of buildings, their design will need to be carefully reviewed and tested at planning stage in respect of their massing and bulk, proportion, form, architecture, materiality, appearance and lighting to ensure they provide an appropriate and respectful response to the cemetery and its character, and seek to avoid any detrimental impact on the significance of the heritage assets. Buildings visible above the tree belt should have a sense of verticality and a variation in height, offer clear views to the sky in-between, avoid overdominating the cemetery and must not evoke in frontal or angular views the sense of a wall of development.

## PLAYING FIELDS



EXISTING SITUATION

**VIEW COORDINATES:**  
518213.102, 179197.818, 24.66

**VIEWING DIRECTION:**  
EAST SOUTH EAST

**RELEVANT HERITAGE ASSETS:**  
GUNNERSBURY PARK  
CONSERVATION AREA  
GRADE II\* REGISTERED PARK  
AND GARDEN





### WHY WAS THIS VIEW CHOSEN

- This view is from the northern entrance to the park, looking over the open recreational landscape, within the Gunnersbury Park Conservation Area.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The playing fields in this view are part of the Grade II\* listed Gunnersbury Park, although it is the least historically significant part of the park. The open landscape acts as a buffer between the historically designed part of the park around Gunnersbury House and the surrounding urban area.
- The significance of this view is about landscape impact and how this open landscape is framed and relates to the surrounding areas.
- There are several existing modern buildings which are visible from this view, including the Brentford Estate Towers, the Vantage West Building, Chiswick Tower and Chiswick Park.
- The Standpipe tower of the London Museum of Water and Steam is also visible above the tree line.
- The view is sensitive to tall buildings that would detract from the openness of the view or overdominate the tree belt.

View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments will be partly visible over the tree line. However, they will sit below the height of the Brentford Towers and so remain subservient in the view, having only a low impact.

## PLAYING FIELDS



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BASE HEIGHT SCENARIO

- The base height scenario contributes to the skyline and is generally consistent with the height and rhythm of the existing and permitted buildings. Individually the majority of the buildings are judged to have a low impact, with only a few taller buildings judged as having a measure of detrimental impact. The cumulative impact is judged as a measure of detrimental impact.
- Furthermore, the sensitive addition to the skyline at this end of the park gives the impression of a “place” beyond the park, and roots the open space in its urban location.

### ADDITIONAL HEIGHT SCENARIO

- The additional height option has a noticeably higher impact compared to the base height. The proposals result in a jagged cluster of tall buildings rising above the park and blocking the view to the listed Standpipe Tower.
- The proposed towers fill in the gaps between the Brentford Towers and add substantial mass to that skyline.
- Individually, each building contributes a measure of detrimental impact.
- Cumulatively, this option results in a distinct detrimental impact on the character of the park.

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- The buildings of the appropriate height scenario will be visible above the tree belt at the edge of Gunnersbury Park, where they add to other existing and permitted buildings and contribute to the establishment of a secondary urban horizon line behind the tree belt. Buildings remain below the height of the Brentford towers and help break their dominance. Proportionally new development will remain subordinate to the tree belt, do not over-dominate or detract from the nature of the park and its impact.

#### Justification

- The visibility of development gives the impression of a “place” beyond the park, and roots the open space in its urban location. The development is

comprehensive and meaningful, consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter.

- Tall building proposals will need to be carefully reviewed and tested at planning stage in respect of their massing and bulk, proportion, form, articulation of the top, architecture, materiality, appearance and lighting to ensure that individually and cumulatively they contribute to a varied and interesting skyline without overdominating or detracting from the nature and characteristics of the parkland. The design of development in the west cluster should be calibrated to ensure maximum visibility of the Standpipe tower within this view to continue providing the visual relationship between the park and this important historic landmark.

# GP4 GUNNERSBURY PARK

# EXISTING VIEW

## VIEW FROM FIRST FLOOR OF THE MUSEUM



### EXISTING SITUATION

**VIEW COORDINATES:**  
518213.102, 179197.818, 24.66

**VIEWING DIRECTION:**  
EAST SOUTH EAST

**RELEVANT HERITAGE ASSETS:**  
GUNNERSBURY PARK  
CONSERVATION AREA  
GRADE II\* REGISTERED PARK  
AND GARDEN  
LARGE MANSION (GRADE II\*)



### WHY WAS THIS VIEW CHOSEN

- This view is from a first floor window of the Grade II\* listed Large Mansion in Gunnersbury Park, overlooking the Grade II\* Registered Park and Garden, within a conservation area.

## **SIGNIFICANCE AND SENSITIVITY OF THE VIEW**

- This is a principal view over the planned landscape of the Grade II\* registered landscape Gunnersbury Park, which is specifically designed with two mansions and attendant buildings, all of which are listed.
- The view is relatively unspoilt and allows for appreciation of the design landscape.
- Existing taller development intrudes into the view: to the east the top floors of the Chiswick Park development and to the west the top floors of the Vantage West. Chiswick Tower above Gunnersbury Station is concealed in this view by existing vegetation but may be clearly visible to the east from other windows of the mansion.
- Tall buildings should not intrude on the setting of the heritage asset by appearing over the trees.

View testing (images see overleaf):

### **BUILDINGS WITH PLANNING PERMISSION**

- The citadel development will be visible over the tree line and due to its large bulk will result in a measure of detrimental impact.
- The Brentford Stadium and Citroen developments sit just below the tree line but will be partly visible, particularly in winter. This will add to the general level of harm but not significantly, and the cumulative level of harm would be a measure of impact.

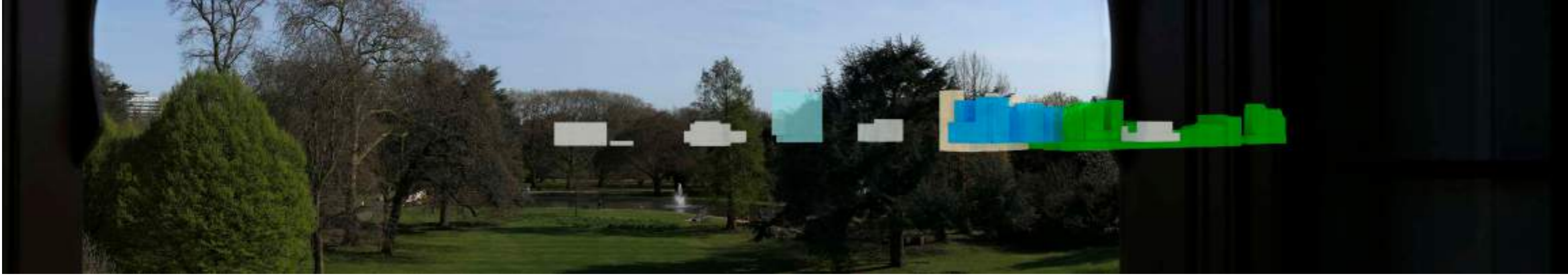
### **BASE HEIGHT SCENARIO**

- The Citadel site proposal is visible over the tree line. Although it is not as intrusive as the citadel development, it would result in a measure of harm.
- The other proposals would generally not increase the level of harm on top of the permitted developments. Individually, they have a low impact.
- Cumulatively, the base height approach would alter the skyline from this view and have a measure of detrimental impact.

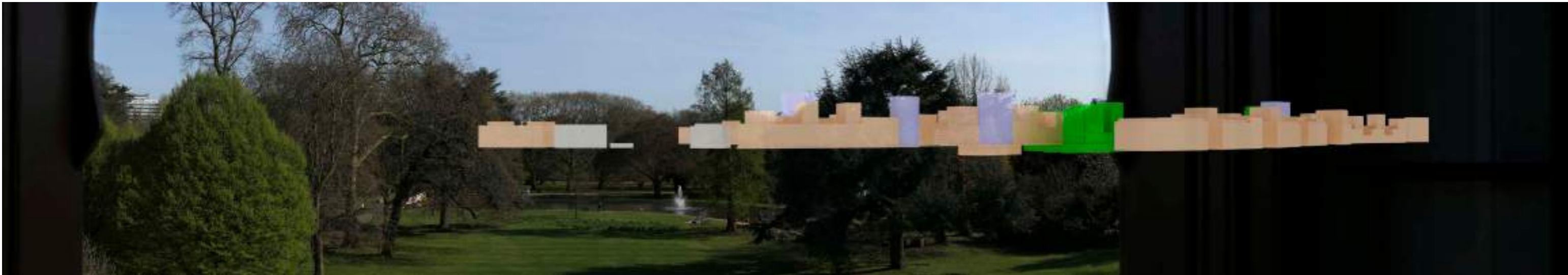
### **ADDITIONAL HEIGHT SCENARIO**

- The additional height in this scenario results in many of the proposed development being visible over the tree line in this view. This is an intrusion on the heritage landscape and clashes with the setting of these heritage assets. Individually buildings are judged to have a measure of detrimental impact, while cumulatively this impact is judged as distinctly detrimental.
- This impact is likely to be exacerbated if the large tree in the foreground were to disappear.

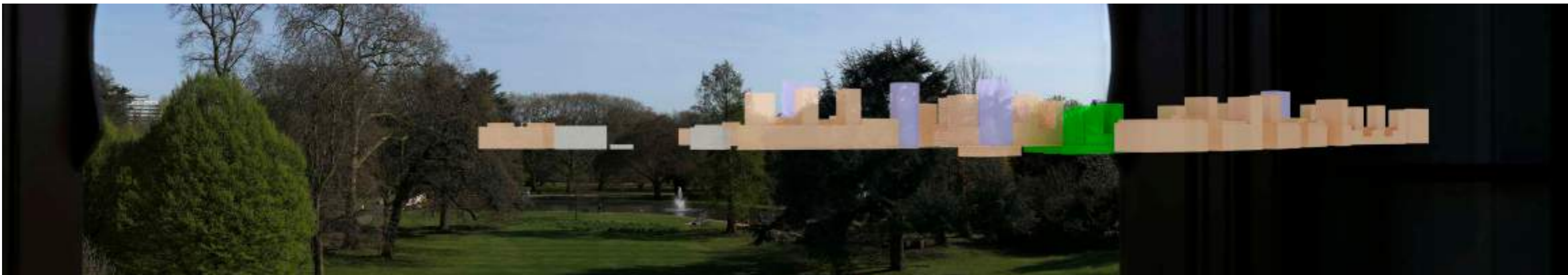
## VIEW FROM FIRST FLOOR OF THE MUSEUM



Planning permissions

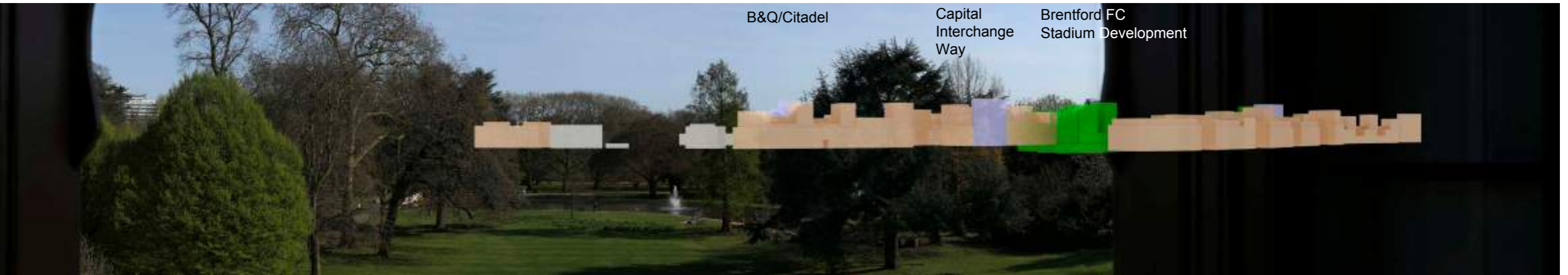


Base Height Scenario

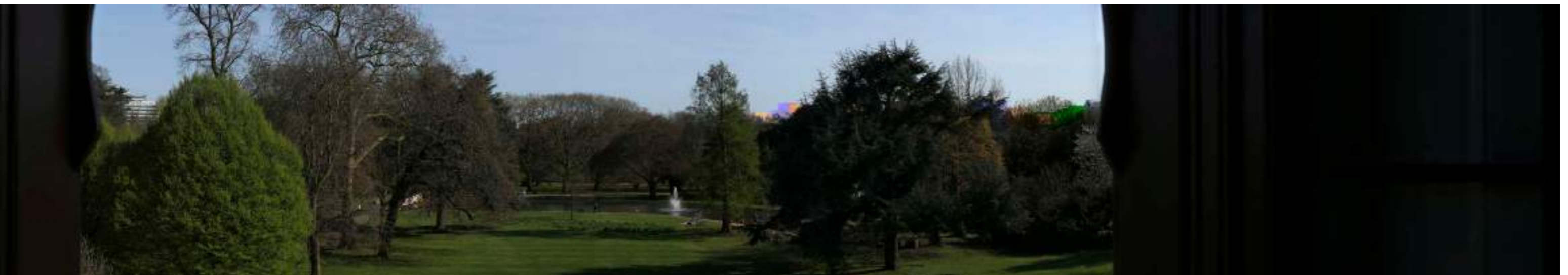


Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The Citadel site proposal is visible over the tree line. Although it is not as intrusive as the Citadel scheme, it would result in a measure of harm, similar to the already visible Chiswick Park development and Vantage London. Glimpses can be had of the two eastern high points on the B&Q site. The impact of building that may be visible in this view in respect of its height, form, architecture and appearance will need to be carefully reviewed and tested at planning stage, seeking to avoid detrimental impact.
- The other appropriate height buildings remain at or below the tree line. Buildings in the eastern cluster are largely concealed behind the large tree in the foreground but may be more visible from other windows. Buildings in the centre and west are not visible in this view.

- Cumulatively, the appropriate height scenario would add a sense of urbanity to this landscape view. However, the impact is localised to a cluster of development to the west, while the serenity and the relation of the landscape, lake, trees and sky is preserved in the centre of the view.

### Justification

- While the occasional visibility of development over the tree line will have a minor impact on this view, it does not undermine or significantly detract from the principle natural and serene characteristics of the park landscape. Considering that buildings that are visible in this view do not rise as solitary objects over the tree line, but are only partially visible and are located more than 700m away from the view point, they will not be overly prominent or take the

focus away from the landscape elements of the view.

- Furthermore the development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter.
- In the context of the above, and on balance, the individual and cumulative impact of appropriate height buildings are could be seen as justified in terms of wider public benefits.
- Notwithstanding this, the design of buildings will need to be carefully reviewed and tested at planning

stage in respect of their height, form, architecture, appearance and lighting, especially at the top of buildings, seeking to reduce and avoid detrimental impact.

- Development should consider mitigation measures to minimise impact on this and other parkland views. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage. Developers should consider contributing to tree planting and maintenance to ensure the future survival or replacement of mature trees in Gunnersbury Park.

# GP5 GUNNERSBURY PARK

# EXISTING VIEW

## ROUND POND



EXISTING SITUATION

**VIEW COORDINATES:**  
518213.102, 179197.818, 24.66

**VIEWING DIRECTION:**  
EAST SOUTH EAST

**RELEVANT HERITAGE ASSETS:**  
GUNNERSBURY PARK  
CONSERVATION AREA  
GRADE II\* REGISTERED PARK  
AND GARDEN



### WHY WAS THIS VIEW CHOSEN

- This is a view looking south over the Round Pond, a designed landscape element in the Gunnersbury Park Conservation Area.



## SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view contains elements of the Gunnersbury Park estate, the Temple Folly and the Round Pond. Situated on elevated land and with its open southern edge the pond acts as a vantage point and allows long views over the park and toward features in the wider urban landscape. The view includes an incidental view of the listed Standpipe Tower in the distance, that helps situating the park landscape in the wider urban landscape.
- The view is part of a series of kinetic views and gives an indication of what may be visible as visitors walk around the pond. It is noted that the Brentford Towers, Vantage London and other tall buildings are visible in the distance from other points around the pond.
- This view is sensitive to new development appearing over the tree line and detracting from the planned landscape.

View testing (images see overleaf)

## BUILDINGS WITH PLANNING PERMISSION

- The Brentford Stadium development crowds around Standpipe Tower and will be partially visible through the trees, resulting in a measure of impact.
- The Citadel and Citroen developments, although partly concealed by vegetation, appear in-between the trees and affect the skyline from this view, resulting in a measure of detrimental impact.

## BASE HEIGHT SCENARIO

- The Citadel site proposal and other taller elements in the eastern end of the corridor are visible in-between the groups of trees in the landscape and result individually in a measure of detrimental impact.
- The baseline developments clustered around the Brentford Stadium add slightly to the mass and height of this cluster and blocks the view to the

Standpipe Tower. The loss of this view results in a measure of detrimental impact.

- The baseline proposals to the west of Brentford stadium are generally hidden behind foliage and would have a low impact.
- Cumulatively, the proposed buildings add visibility of intense urban development to the backdrop of this view, that while not over-dominating will affect the relationship between the park landscape and the open sky. Albeit affecting the outlook from the pond, it does not alter the principle design relationship between the Pond and the Folly and views towards the latter in its landscape setting. Similarly to the Stand Pipe tower and the Brentford Towers the visibility of taller new development could help to situate the park in the wider urban context from this vantage point. The success of this will depend on the quality of the design and resulting silhouette. If development is designed sensitively, the impact could be a measure of detrimental impact.

## ADDITIONAL HEIGHT SCENARIO

- Many of the taller buildings in this scenario become prominent features in the view, and in some instances fill the gaps between trees with a wall of development. Individually their impact ranges from a measure of detrimental impact to a distinct detrimental impact.
- Although some individual buildings in the eastern part of the corridor, carefully placed, may be acceptable, the cumulative impact of this option is a distinct detrimental impact.
- The cluster of taller buildings in the west of the study area (Phoenix and London Gateway) may be slightly visible through the tree line and may have a low impact.

## ROUND POND



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Citadel/B&Q    Capital Interchange Way    27 Great West Road    Kew Distribution Centre

Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The Citadel site proposal and other taller elements in the eastern cluster rise above the tree line, although proportionally they remain subordinate to the foreground vegetation in height and extent. This may result individually in a measure of detrimental impact. Lower development will remain at or below the height of the tree line and result individually in a low impact.
- The appropriate height development clustered to the west of the Brentford Stadium is largely hidden behind vegetation but parts of tops of buildings may be visible in-between trees. There is a risk that development blocks the view to the Standpipe tower from the Pond. The design of development in this view corridor will need to be calibrated to ensure a significant portion of the standpipe tower remains

visible and the integrity of the view to this Grade I listed landmark building is not undermined.

- Given the openness of the view and the relative height of the Pond, this view has featured buildings in its backdrop, including the Standpipe tower, for over a century. Other existing taller buildings come into view when one walks around the pond. Cumulatively, the appropriate height scenario would alter the form of the skyline of this backdrop and give an increased sense of place beyond the park landscape. However, it would not detract from the principle design relationship between the Pond and the Folly and views towards the latter in its landscape setting, or become an overprominent feature in the view itself.
- The impact development will have on the view will depend on the quality of the design and the form,

articulation and materiality, particularly of the tops of buildings, and the extent to which the silhouette is aesthetically pleasing and individual buildings are distinctive (but not overly prominent), and help to provide a sense of orientation.

### Justification

- While the occasional visibility of development over the tree line will affect this view, it does not undermine or detract from the principle characteristics of the park landscape in itself. Furthermore the development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter.

- In the context of the above, and on balance, the individual and cumulative impact of appropriate height buildings are deemed acceptable.
- Notwithstanding this, the design of buildings will need to be carefully reviewed and tested at planning stage in respect of their height, form, architecture, appearance and lighting, especially at the top of buildings, seeking to reduce and avoid detrimental impact. The visibility of the standpipe tower will need to be retained.
- Development should consider mitigation measures to minimise impact on this and other parkland views. The use of subdued natural materials over metallic or reflective ones would prevent buildings becoming excessively eye-catching and allow them to blend into the background and foliage and avoid becoming overly prominent features detracting from the landscape.



# KEW GREEN

## VIEWS KG1, KG3



### HERITAGE PARAMETERS

#### DESCRIPTION

Kew Green Conservation Area Appraisal states that the area was designated due to its character as an historic open space, the associated high quality of mostly C18th development and its superior riverside environment.

The Green constitutes a fine example of an historic green, with the entrance to Kew Gardens to the west, and is surrounded by large 18th and 19th century houses of varied form, many of which are listed and which through the quality of their architecture add formal grace to the central area. High boundary walls containing mature gardens provide a sense of privacy and enclosure.

St Anne's Church sits in the southern end of the Green, with a pond to the east. The area is also typified by street trees and mature gardens. The Riverside is an informal foil to the green with views to Brentford Ait, Oliver's Island, Thames River Walk and Strand-on-the-Green CA on the north bank of the Thames.

Kew Green sits on the Richmond side of the Thames and includes part of Kew Bridge, Kew Green, the historic buildings lining the Green and some surrounding residential streets. The main focus on the conservation area is Kew Green, with St Anne's Church as a focal point on the green. The Green is bounded by high quality historic buildings, dating mainly from the 18th and 19th centuries, many of which are listed.

The conservation area also includes a section of the Thames and footpath running along it. This section of the conservation area has a much different character to the Green. Kew Gardens runs alongside the towpath and conservation area and is part of its setting, as is Brentford on the other side of the Thames.

#### DESIGNATION

Kew Green is a historic green with many Grade II Listed houses defining its perimeter. St Anne's Church, dating from 1714 with later additions is Listed Grade II\*. There is an entrance the Royal Botanic Gardens off the Green. The entrance to the Green from the south is included in the conservation area due to its 19th century terraces and mature trees. Also included are the largely unaltered Victorian and Edwardian properties on the east side of the railway bridge.

Kew Green is included in the Buffer Zone protecting the WHS of Kew Gardens.

#### SIGNIFICANCE

Kew Green has a significance as a remarkable survival of a village green with its historic parish church and the peripheral listed houses, set amongst trees and mature gardens. Because of these characteristics, it is vulnerable to harm from buildings intruding over the skyline, diminishing its character as a village green strongly bounded by historic buildings.

#### POSSIBLE IMPACT OF TALL BUILDINGS

The heritage asset is already harmed by the detrimental and intrusive impact of the Brentford Towers. It is possible for developments to be detrimental through over-bearing bulk as well as height. Articulation of form, careful detailing and choice of materials are critical. Shiny or reflective facing materials should be avoided.

WEST

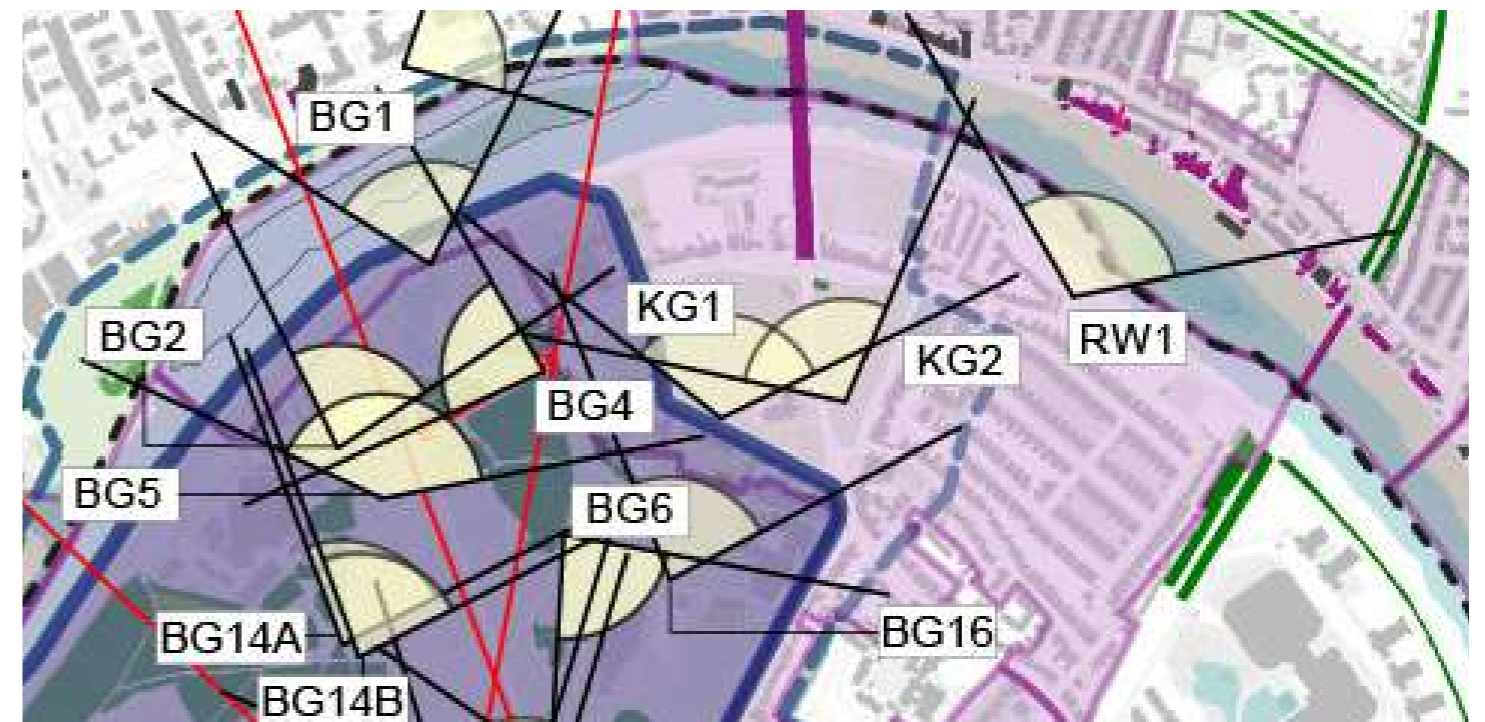


EXISTING SITUATION

**VIEW COORDINATES:**  
518915.32, 177476.42, 7.21

**VIEWING DIRECTION:**  
NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**  
KEW GREEN CONSERVATION AREA





## WHY WAS THIS VIEW CHOSEN

- This is the key vista across the Kew Green Conservation Area.

## SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view shows Key Green as a traditional village green with a church and pond, surrounded and defined by mostly listed, small scale, vernacular buildings. All these elements are experienced together as one entity and are a designated conservation area.
- The view over the open space provides a “village green” atmosphere which is relatively unspoilt by surrounding development, with the exception of the Brentford Towers which detract from the setting of the buildings and CA.
- The view is sensitive to taller and bulkier buildings appearing over the top of the historic buildings that surround the green, undermining their character and domestic scale.

## View testing (images see overleaf)

### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments are all visible over the existing building line to some degree.
- The Brentford Stadium development negatively alters the backdrop of the CA and so has a measure of impact.
- Both the Citadel and Citroen proposals are overly dominant and out of scale, resulting in a distinct detrimental impact.
- Cumulatively, the permitted developments will not totally destroy the setting of the Conservation Areas. However, they do have a distinct detrimental impact.

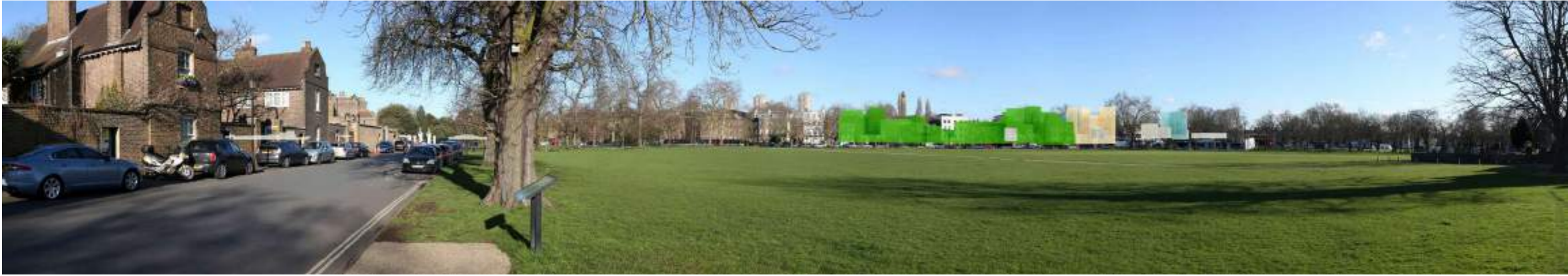
### BASE HEIGHT SCENARIO

- The Citadel site proposal rises notably above the existing building line, having a measure of detrimental impact.
- The proposed building directly beside the Standpipe Tower should be designed to be set away from the listed building so it retains its prominence in the scene. Due to its location, this building has a measure of impact.
- The buildings to the left of the permitted developments will barely be visible from this view and so have a low impact.
- Cumulatively, the additional impact of this scenario is judged as being low.

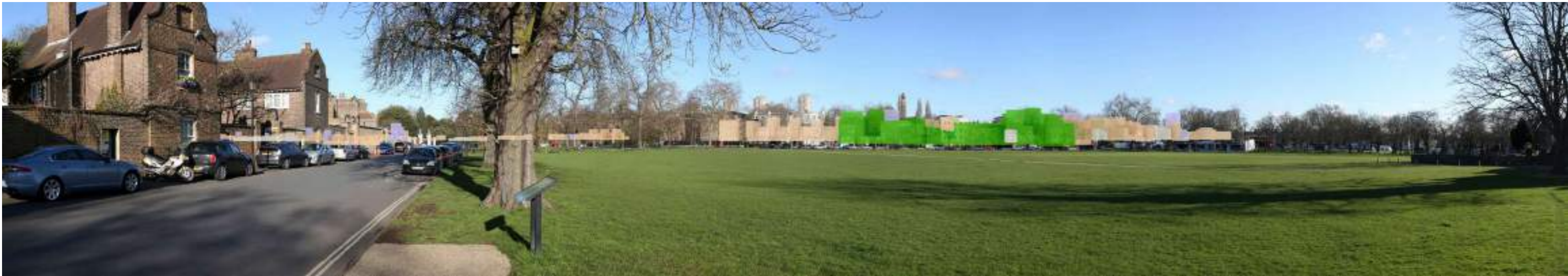
### ADDITIONAL HEIGHT SCENARIO

- The taller elements of this scenario are highly visible over the conservation area’s building line. The cluster of buildings around Standpipe Tower are particularly disruptive to the skyline, having a distinct detrimental impact.
- The cumulative impact of the proposals around the Brentford towers (Western cluster) creates additional harm. However, they are largely screened by the existing buildings so they result in a measure of detrimental impact.
- The Eastern cluster of tall buildings creates a substantial block which has a distinct detrimental impact.
- Cumulatively, this scenario would have a distinct detrimental impact and is not acceptable.

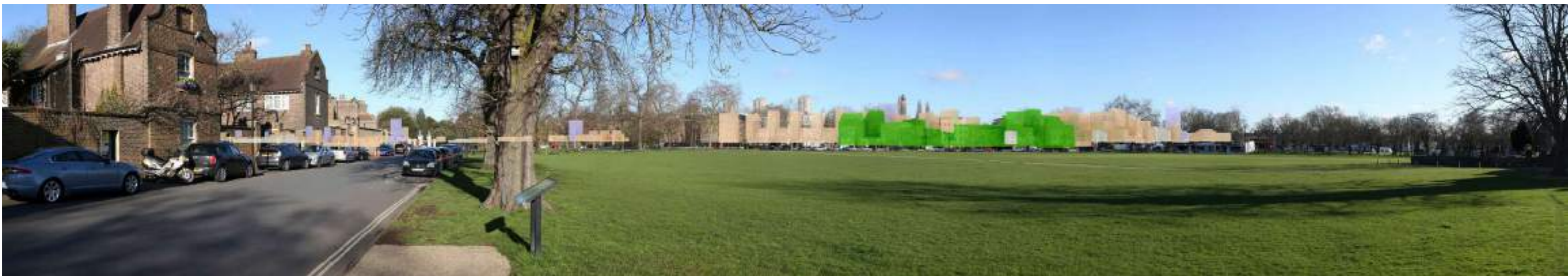
## WEST



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Kew Distribution Centre   Brentford FC Stadium Development   Citroen/Citadel/  
Brentford Fountain

Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- Many of the proposed buildings in this scenario are hidden behind existing and permitted development and not visible in this view. They will have no discernible impact.
- A few buildings, especially in the Eastern Cluster rise slightly over the roofscape of the houses on Kew Green. They are predominantly concealed by large trees and not visible during the summer month but may be visible through the crowns of trees in the winter months. Principally their impact is judged as low.
- The development on the Citadel site albeit largely hidden behind tree cover, is a slight bit more prominent and is judged to have a measure of impact.

- Cumulatively the impact of the development of the Brentford Stadium Cluster West is judged as low. While development in the Brentford Stadium East Cluster is a slight bit more visible, it is not over-dominating the scenery and the additional cumulative impact is judged as only having a measure of impact.

### Justification

- Buildings of the appropriate height scenario are predominately concealed behind other development and vegetation and their residual cumulative impact is judged as low to a measure of impact. Development stays below the tree line and where they may be visible they are inconspicuous and avoid competing with or undermining the prominence of the historic houses around Kew Green and its landscape

- features. Furthermore the development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter. As such and in balance the height of the appropriate height scenario could be seen as justified in terms of wider public benefits.
- However any proposal for tall buildings will need to be tested from this and other locations in Kew Green to ensure they remain inconspicuous and avoid harm.

- Any development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.
- The design of the focal building on Lionel Road will need to be reviewed in this and other views to ensure an appropriate response to the setting of the Standpipe Tower and the retention of its primacy in this view.

EAST

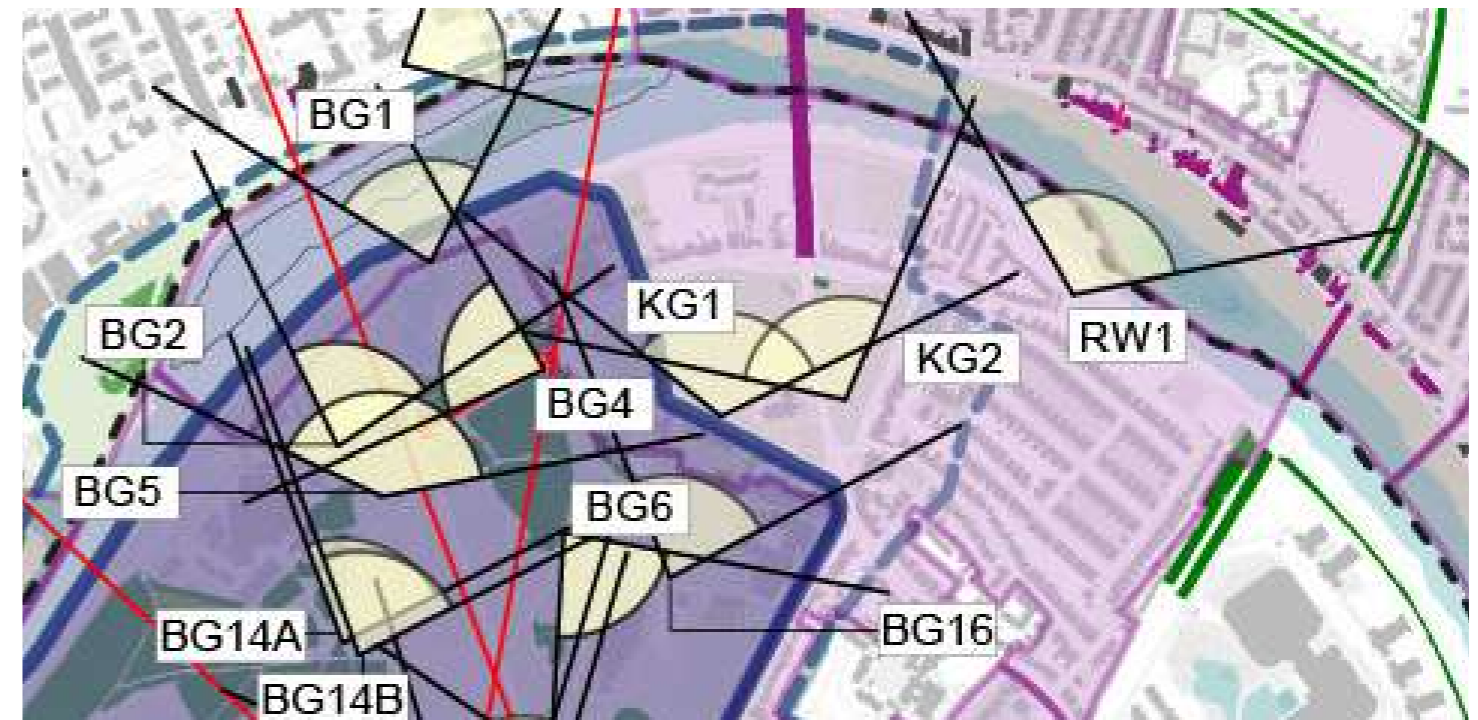


EXISTING SITUATION

**VIEW COORDINATES:**  
519055.23, 177490.31, 6.62

**VIEWING DIRECTION:**  
NORTH

**RELEVANT HERITAGE ASSETS:**  
KEW GREEN CONSERVATION AREA





### WHY WAS THIS VIEW CHOSEN

- This view is within the Kew Green Conservation Area, looking across the key open space.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view shows Key Green as a traditional village green with a church and pond, surrounded and defined by mostly listed, small scale, vernacular buildings. All these elements are experienced together as one entity and are a designated conservation area.
- The view is sensitive to taller and bulkier buildings appearing over the top of the historic buildings that surround the green, undermining their character and domestic scale.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments generally rise above the existing building line, changing the backdrop of the Conservation Area.
- The Citroen and Brentford Stadium developments clearly change the skyline and detract from the Conservation Area, resulting in a distinct detrimental impact.
- The Citadel development is noticeable but partially hidden behind a building on Kew Green. It would have a measure of detrimental impact.
- Cumulatively, the permitted developments will have a distinct detrimental impact.

#### BASE HEIGHT SCENARIO

- The base height proposals generally sit below the roof line or are concealed by permitted development and cause no additional harm, resulting in a low impact.
- The exception is the building on the Citadel site and the focal building on the Capital Interchange Way, which would be partly visible over the roofscape and have a measure of detrimental impact each.

## EAST



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## ADDITIONAL HEIGHT SCENARIO

- The additional height scenario has a greater impact in general on the Conservation Area.
- The development on the Citadel site and surrounding cluster of buildings appear prominently as a wall of development above the smaller scale housing at the far end of Kew Green, resulting in a distinct detrimental impact.
- Some buildings are visible behind the permitted Citroen development, which add a measure of detrimental impact.
- The tallest proposals which rise above the Brentford Stadium development would likely have a distinct detrimental impact.
- Cumulatively, this option has a distinct detrimental impact.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The majority of buildings of the appropriate height scenario generally sit below the roof line or are concealed by permitted development and will cause no additional harm, resulting in a low impact.
- The exception are the tallest buildings on Capital Interchange Way site, the Citroen site, and the Citadel site, where the tops of buildings would be partially visible and break the roofline of the smaller buildings at the far side of Kew Green. Individually they are judged to have a measure of detrimental impact. While they affect the roof line they are not overdominating or significantly detracting from the scenery, and cumulatively their impact is judged as a measure of impact.

### Justification

- The majority of buildings will have no impact on this part of Kew Green, while it is only the three tallest buildings in the Brentford Stadium West Cluster that cause a measure of impact. Although they break the roof-line, only a small portion of these buildings (ie the top two floors) will be visible, while they have little impact on the prominence of the small houses at the far end of the Green, and the characteristic qualities of the scenery. Furthermore the development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter. As such and in balance the height of the appropriate height scenario could be seen as justified in terms of wider public benefits.

- However tall development in the Brentford Stadium Quarter (East) will need to be carefully scrutinised as to their impact on this view. In particular this should consider the massing, form, materiality as well lighting application especially at the top of buildings. Where building may become visible it is important that they remain inconspicuous and avoid additional harm. Generally development should consider mitigation measures, such as the use of subdued natural materials that better blend into the background and foliage.



# STRAND ON THE GREEN

## VIEW RW1



### HERITAGE PARAMETERS

#### DESCRIPTION

Strand on the Green is a picturesque riverside historic waterfront. It began as a fishing settlement and on John Roque's map (published 1746) is named "Strand Under the Green". Gradually, to the fishermen's cottages, many of which still remain, were added boat-builder's sheds, and maltings, six public houses and in consequence of the Residence of Court at Kew, the building of Kew Bridge (in fact a sequence of bridges) and the increasing numbers mansions in the immediate context, private houses of the "better class" were built. By the close of the 19th century the place had assumed much of the appearance it has today.

#### DESIGNATION

Strand on the Green is a designated conservation area in 1968 and was last extended in 2018. Many of the river-front houses are Grade II Listed or of Local Historic Interest.

#### SIGNIFICANCE

Strand of the Green Conservation Area Appraisal states that the conservation area's special architectural and historic interest lies in its tranquil setting beside the water's edge, with fishermen's cottages, boat builders' sheds, public houses, maltings and larger and more elegant private houses added in the late 18th century. The conservation area also includes the various modest but attractively detailed Victorian and Edwardian terraced housing that has made use of the former access road that serviced the industrial buildings to the rear of the riverside plots and developed on from there. The narrow alleyways and paths between the path and the rear road are of great character in their tiny scale and detailed interest.

It has a clear new riparian character area from the other side of Kew Bridge (on the Hounslow side) and from the Richmond side of the river with a unique (to the borough) unified scale, grain and grouping of heritage assets, which contrasts with the larger and more varied buildings of Brentford. The overall effect is one of picturesque charm, both from within the area and from advantageous views on the opposite river bank and further down the river towards Barnes, where a variety of individual buildings but of common

interest and scale, with narrow lanes and alleys connecting the riverside to Thames Road.

The river frontage is described in the Thames Landscape Strategy as follows:

The sequence of grand Georgian houses alongside smaller cottages, many with Dutch gables and shutters, combine with the old riverside pubs along the River at Strand on the Green to create one of the most important historic and architectural waterfronts between Kew and Chelsea.

The setting of the conservation area is a key part of its significance. The river-side setting influenced the settlement by providing a means of transport and by influencing the design of its buildings. The setting also allows the majority of Strand on the Green to be seen in a single view from the south of the river, along the Thames Path, with an uninterrupted sky above and river below. This view is crucial to appreciating the significance of Strand on the Green.

#### POSSIBLE IMPACT OF TALL BUILDINGS

Chiswick Tower already intrudes above the buildings and detracts from the significance of Strand on the Green. Any new development which intrudes on the vistas of Strand on the Green would be extremely harmful to its setting, which is crucial to the significance of the conservation area. This is especially important when considering views onto Strand on the Green from the opposite side of the river and in more oblique views from down the river.

## STRAND ON THE GREEN

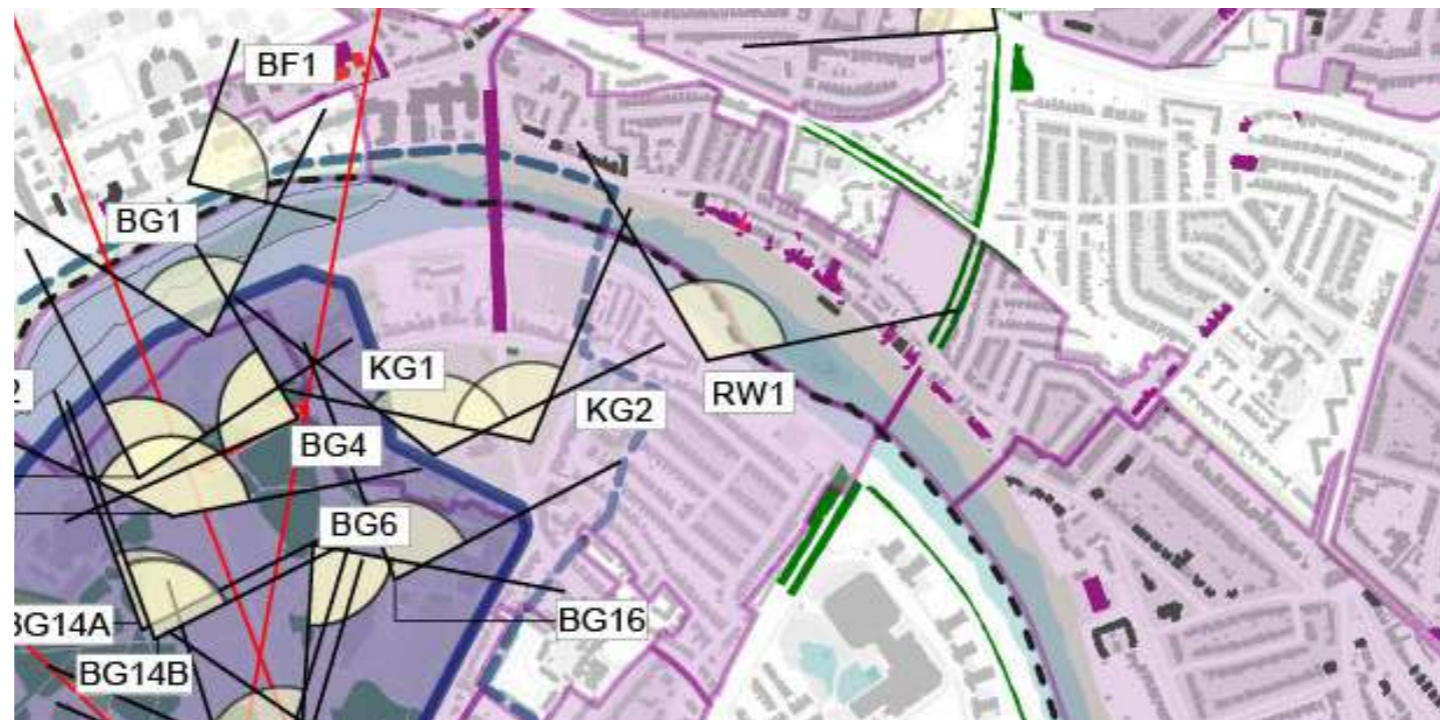


EXISTING SITUATION

**VIEW COORDINATES:**  
519311.88, 177612.91, 7.22

**VIEWING DIRECTION:**  
NORTH NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
STRAND ON THE GREEN CONSERVATION AREA



### WHY WAS THIS VIEW CHOSEN

- This is a view across the Thames to the historic waterfront Strand on the Green Conservation Area.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The significance of this view relates to both the heritage buildings in the conservation area and the Arcadian Thames. Some buildings on Strand on the Green remain from when it was a fishing village, however the area changed over time and higher status, grand houses were built. Both create the appearance of an historic waterfront, unique to Hounslow and London more widely.
- The path, river, the terrace of buildings and their skyline that form Strand on the Green are, taken together, an important combination of natural environment, historic townscape, setting and views.



View testing (images see overleaf)

- The setting of the Strand on the Green Conservation Area is already compromised by Chiswick House above Gunnersbury Station which unsympathetically rises above the skyline and jars with the scale, grain and intricacy of historic buildings and their riverine setting.
- Areas to the west of this view (towards Kew Bridge) are of a lesser significance than the immediate row of houses directly opposite the view points and their setting.
- New development should not punctuate the skyline or intrude over the roofscape of the historic buildings in this view.

#### **BUILDINGS WITH PLANNING PERMISSION**

- Generally, the permitted developments will cause some level of harm to this view.
- The Brentford Stadium development has a measure of detrimental impact, but it is located away from the visual focus of the Conservation Area.
- The Citroen and Citadel developments are more dominant in the scene resulting in a distinct detrimental impact.

#### **BASE HEIGHT SCENARIO**

- The baseline proposals in the east of the Brentford Stadium Quarter add general mass to the skyline to the west of the fishermen's cottages. Whilst this is a new addition, the visible development remains in the background and does not compete or significantly detract from with the principal aspect of the view (the Fisherman's cottages and their relation with the river and the sky). The individual impact of buildings ranges from no discernible impact, low impact to a measure of impact. Cumulatively the impact is considered a measure of impact.
- The exception is the development on the Citadel site that rises prominently in the sky and detracts from the historic development along the river. This development has a distinct detrimental impact.

#### **ADDITIONAL HEIGHT SCENARIO**

- The developments in the west of Brentford Stadium Quarter and in the centre and west of the corridor would not be visible in this view and would likely have no discernible impact.
- The proposed buildings in the east of the Brentford Stadium Quarter create a jagged wall of towers, and with it a domineering skyline feature which detracts from the Fishermen's Cottages and their setting. Individual impacts of the tallest buildings range from a measure of impact to the a distinctly detrimental impact.
- Specifically the development on the Citadel site that sits closer to the more significant elements of this view will compete with the character of the Conservation Area and have a jarring impact.
- Overall this scenario cumulatively results in a distinct detrimental impact.

## STRAND ON THE GREEN



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The developments in the west of Brentford Stadium Quarter and in the centre and west of the corridor would not be visible in this view and would likely have no discernible impact.
- The appropriate height scenario in the east of the Brentford Stadium Quarter add general mass to the skyline to the west of the Fishermen's Cottages. Whilst this is a new addition to the view, the development remains in the background and does not compete or significantly detract from the principal aspect of the view (the Fisherman's Cottages and their relation with the river and the sky). The individual impact of buildings ranges from no discernible impact, low impact to a measure of impact. Cumulatively the impact is considered a measure of impact.

- The development on the Citadel site sits behind the western end of the terrace of historic buildings and detract to some degree from this characteristic aspect of the view, albeit to a lesser extent than the Chiswick House. This development has a distinct detrimental impact.

### Justification

- The development establishes a largely horizontally layered background without prominent vertical accents. Its immediate impact is confined to parts of the Conservation Area, where the nature and quality of the area changes - being of lesser consistency and significance than the Fishermen's Cottages with their sky river relationship. While cumulatively there is a measure of impact, by and large the proposed buildings avoid domineering

the scene and detracting from the more significant aspects of the conservation area. Furthermore the development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter. As such and in balance the height of the appropriate height scenario could be seen as justified in terms of wider public benefits.

- The development on the Citadel site provides a modest vertical accent at the eastern extent of the development area. Whilst its has a more direct impact onto the Conservation Area, its height also supports a valid place making and legibility function and by itself is meaningful in its wider context.

- The impact of this (and other) building(s) on the significance of the Conservation Area will need to be carefully reviewed and tested at application stage (including through visual impact work from this and other relevant view points), seeking to minimise and avoid adverse impacts through its approach to design in respect of the height, massing, form, materiality and appearance of the development.





# BOSTON MANOR PARK

## VIEWS BM1, BM2

### HERITAGE PARAMETERS

#### DESCRIPTION

Boston Manor dates from 1622-3 (with alterations in the later 17th century and 19th century) and is a three-storey substantial red brick house with some stone dressings and triangular brick gables. It is one of the finest medium sized country houses in London, and is one of a small group of early 17th century houses in the London area notable for the early use of a compact double-pile plan. The adjacent stables and entrance gates are set in a still intact park (which is bisected at above ground level by the M4 flyover, which contains a lake).

The Boston Manor House and park are within the Grand Union Canal and Boston Manor Conservation Area. The Grand Union Canal dates mostly from circa 1800. Boston Manor is listed Grade I and the stables, walls, gatehouse and gates are listed Grade II.

#### DESIGNATIONS

Boston Manor House is a Grade I Listed building and an important example of an early 17th century double-pile house. It contains a rich mix of 17th century features and later alterations. On the first floor there is a Great Chamber with a remarkable 17th century ceiling, which is elaborately moulded and with emblematic panels. Other rooms have similar but simpler decoration. The adjacent Stables and the entrance piers and gates are listed Grade II. The House ensemble and stretches of the Grand Union Canal to the north and south as far as Brentford Riverside are included in the Grand Union & Boston Manor Conservation Area.

#### SIGNIFICANCE

As a Grade I listed building, Boston Manor House has considerable national value, further added to by the stables block, boundary wall and gates (all Graded II), all part of the main building group. The Park provides the setting for the House, with many of its the historic features preserved, together creating the Park's cultural and aesthetic value.

Boston Manor House and Park are important heritage assets and the Manor House is one of the finest early 17th century houses of its type in London. Boston Manor is a rare example of a modest, double pile, Jacobean Manor house. The original plan was an

innovative move away from single ranges of rooms and is illustrative of evolving patterns of domestic usage. Boston Manor has numerous associations with British Royalty. It is reported that Charles I watched part of the Battle of Brentford from its windows. King William IV (the sailor king) and Queen Adelaide dined here in 1834. Boston Manor was in the ownership of various branches of one family for 253 years. The ebb and flow in the fortunes of this family, the Clitherows, offer a fascinating insight into local and national concerns of the day. Boston Manor and its surrounding parkland is a focus for community activity with an appeal that derives from its historic Arcadian setting.

Although affected by the motorway noise and some harmful intrusion by the GSK building, the setting of the House in its immediate context is relatively intact.

Boston Manor Park has considerable significance as the setting for Boston House, some significance at a designed landscape in its own right and has significant local value as a public park.

#### POSSIBLE IMPACT OF TALL BUILDINGS

The heritage assets Boston Manor and its Park already suffer harm to their setting and context due to the nearby noise, pollution and disruption of the elevated M4, which carves through the woodland south of Boston Manor House. South of the motorway, tall buildings already exist (GSK, London Gateway Building and the Mille Building).

These buildings and the elevated motorway are harmful to the setting and significance of Boston Manor and the conservation area. Additional tall buildings beyond the elevated motorway can result in further harm to the setting.

# BM1 BOSTON MANOR

# EXISTING VIEW

## REAR OF THE BOSTON MANOR HOUSE

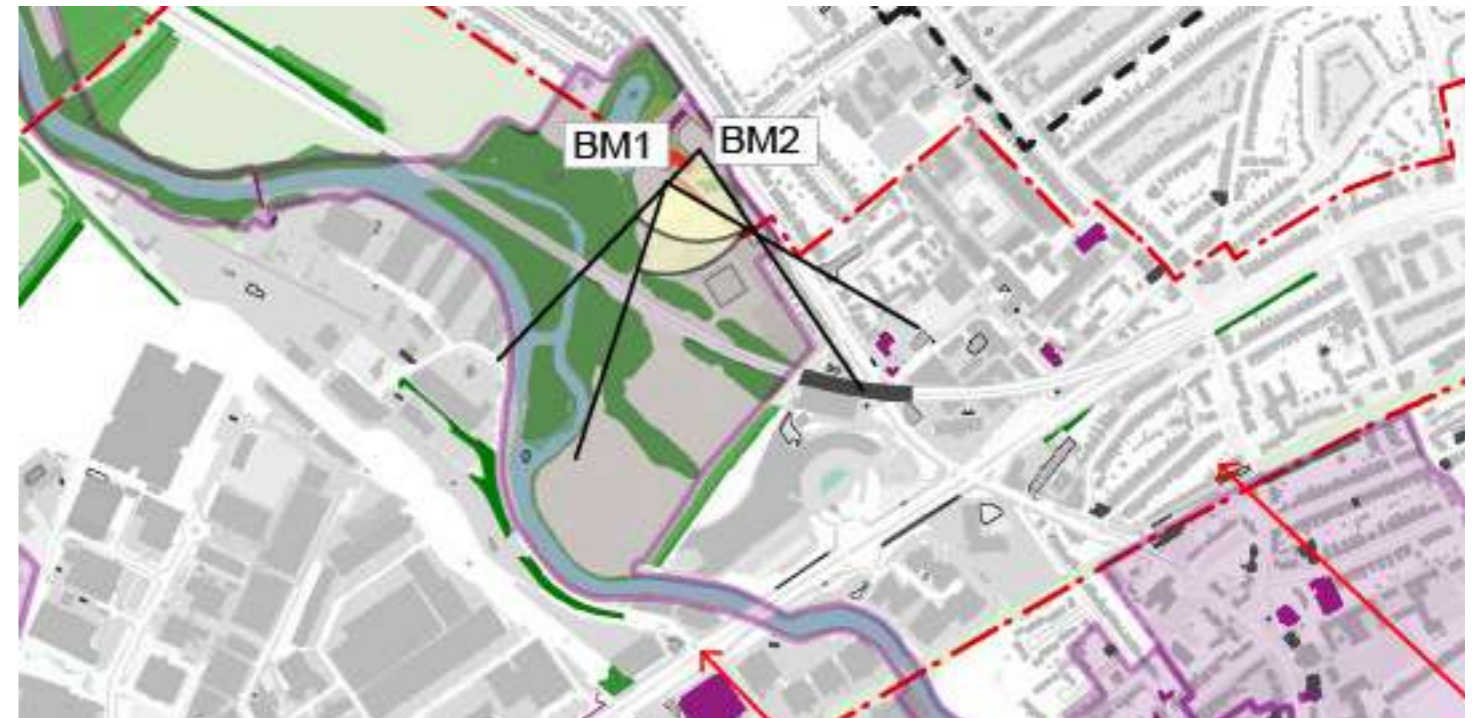


EXISTING SITUATION

**VIEW COORDINATES:**  
516863.054, 178352.037, 19.176

**VIEWING DIRECTION:**  
NORTH NORTH EAST

**RELEVANT HERITAGE ASSETS:**  
GRADE I LISTED BOSTON MANOR HOUSE  
GRAND UNION & BOSTON MANOR  
CONSERVATION AREA





### WHY WAS THIS VIEW CHOSEN

- The view from the back of Boston Manor, a listed building in its landscaped setting.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This is one of few views in the park that is largely uncompromised by visual impact from the M4 motorway and development along it. The landscape setting of the manor has already been truncated by the M4. However, this location provides a sense of tranquillity of the green surroundings of the manor.
- The view is not totally unspoilt as the GSK building is visible through the foliage.
- The sense of a garden/green setting must not be impacted by further tall buildings becoming visible above the trees from this viewpoint.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- Planned developments would have no discernible impact on the view due to the distances involved and existing planting.

#### BASE HEIGHT SCENARIO

- The tallest building in the West Cross Campus is situated more than 500m away and while partially visible in gaps through the trees remains below the tree line. It is judged to have a measure of impact.
- All other buildings to the west are considered individually to have a not discernible or low impact as they are obscured by thick vegetation and the motorway. Cumulatively the development here has a measure of impact.

- Individually and cumulatively, the London Gateway buildings would have a measure of impact due to their closer proximity, although being largely obscured by trees.
- The Brent River development would have no discernible impact as it is situated behind the GSK building and not visible in this view.
- The other proposals to the east of the corridor will have no discernible impact due to distance and other development in the foreground.

#### ADDITIONAL HEIGHT SCENARIO

- The London Gateway development would be very prominent in this scenario, rising high up and partly beyond the crown of trees in the foreground, and individually and cumulatively would have a distinct detrimental impact.
- The Brent River development would have no discernible impact as it remains hidden behind the GSK building.
- The tallest building on the West Cross Campus would appear prominently in between trees and rise above the general height of the tree-cover. It would cause a measure of detrimental impact. Other development in the West remain largely concealed by trees and are located a considerable distance away from the viewpoint. Their individual and cumulative impact is considered as generally low.

# BM1 BOSTON MANOR

# VIEW TESTING

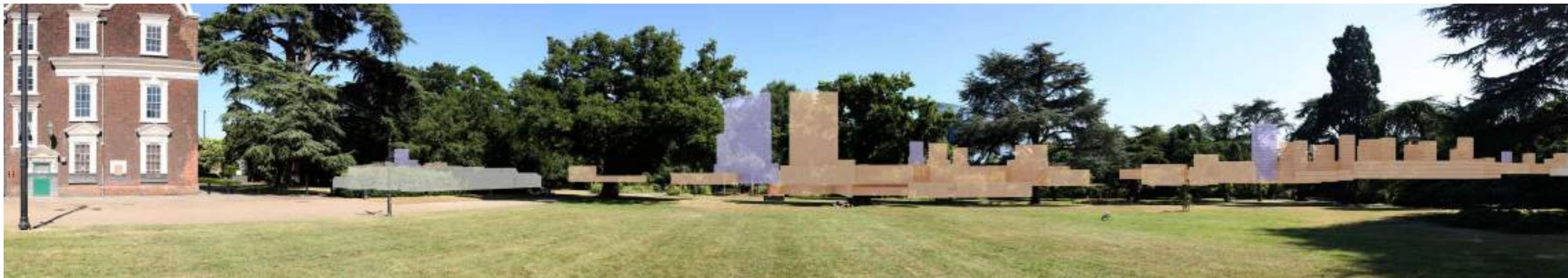
## REAR OF THE BOSTON MANOR HOUSE



Planning permissions

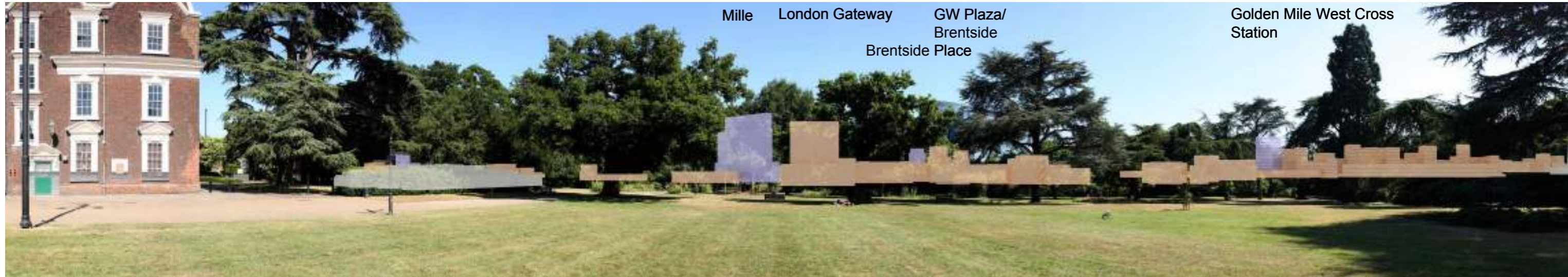


Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The tallest building in the West Cross Campus is situated more than 500m away and while partially visible in gaps through the trees remains below the tree line. It is judged to have a measure of impact.
- All other buildings to the west are considered individually to have a not discernible or low impact as they are obscured by thick vegetation and the motorway. Cumulatively the development here has a measure of impact.
- Individually and cumulatively, the London Gateway buildings would have a measure of impact due to their closer proximity, although being largely obscured by trees.

- The Brent River development would have no discernible impact as it is situated behind the GSK building and not visible in this view.
- The other proposals to the east of the corridor will have no discernible impact due to distance and other development in the foreground.

### Justification

- Whilst there is a low and a measure of impact from proposed development, existing visibility of tall buildings in the London Gateway area (West Cross House and GSK) has already intruded into Boston Manor Park, as is the noise of the M4 corridor that cuts through the park. As such the park already has a more urban character, and this additional impact is considered not to markedly detract from the heritage

asset and its significance. In addition the proposed development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the western portion of the corridor. In the context of the above, and on balance, the appropriate height scenario could be seen as justified in terms of wider public benefits.

- Nevertheless, given the close proximity of buildings, the quality of their design, especially in regards of their form, architecture, appearance, materiality and lighting design will need to be carefully reviewed and tested at planning stage, seeking to avoid harm

and detracting from the park landscape and the setting of Boston Manor House.

# BM2 BOSTON MANOR

# EXISTING VIEW

## FRONT OF THE BOSTON MANOR HOUSE

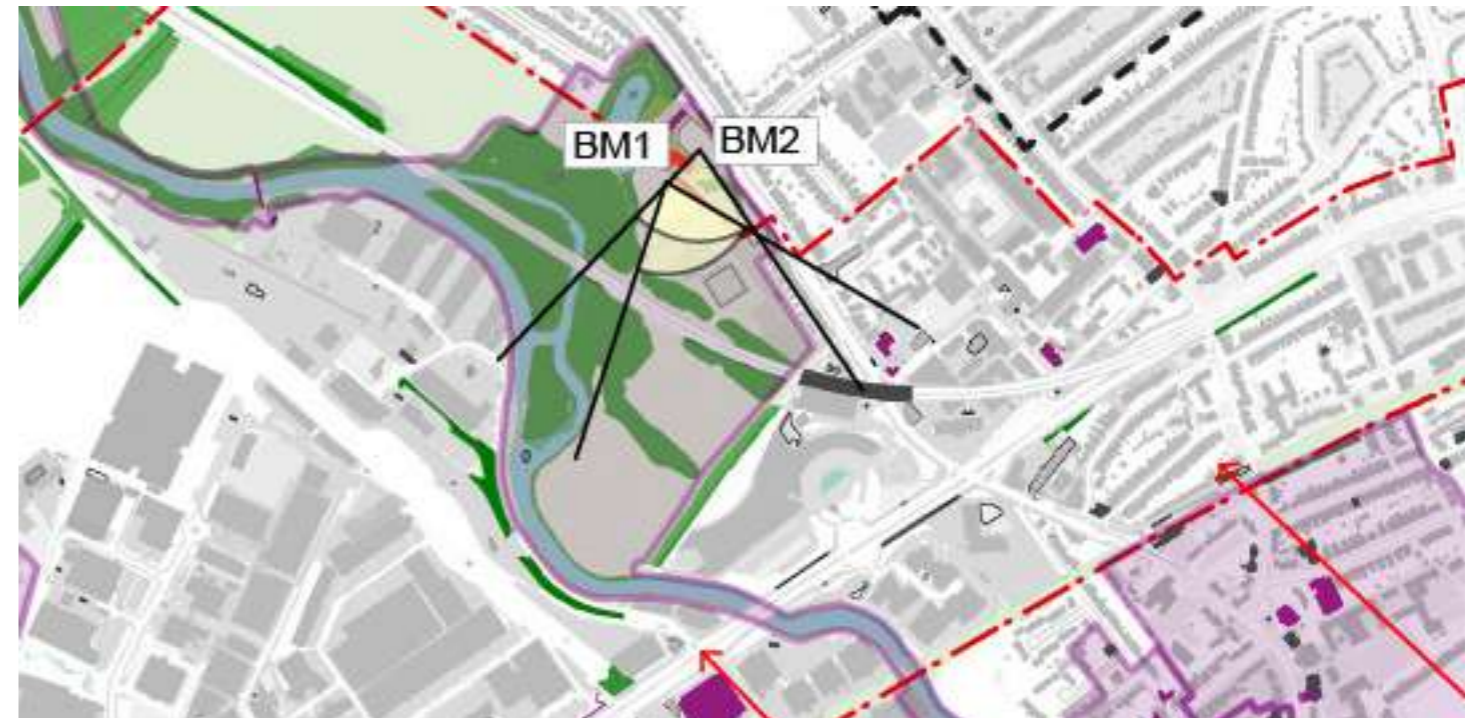


EXISTING SITUATION

**VIEW COORDINATES:**  
516820.218, 178310.89, 18.722

**VIEWING DIRECTION:**  
SOUTH SOUTH WEST

**RELEVANT HERITAGE ASSETS:**  
GRADE I LISTED BOSTON MANOR HOUSE  
GRAND UNION & BOSTON MANOR  
CONSERVATION AREA





#### **WHY WAS THIS VIEW CHOSEN**

- This is the view from the front of Boston Manor, in its landscaped setting.
- This is a major focal view of the front of the listed Boston Manor house in its planned landscape.

#### **SIGNIFICANCE AND SENSITIVITY OF THE VIEW**

- This view shows the listed Boston Manor within its designed landscape setting.
- This is the view as one approaches the front of the house, and showcases the green landscape setting of the entrance that visitors would experience. The landscape forms an important setting for the listed building.
- The view is sensitive to new development intruding on the green space by being visible around the perimeter and over the trees.

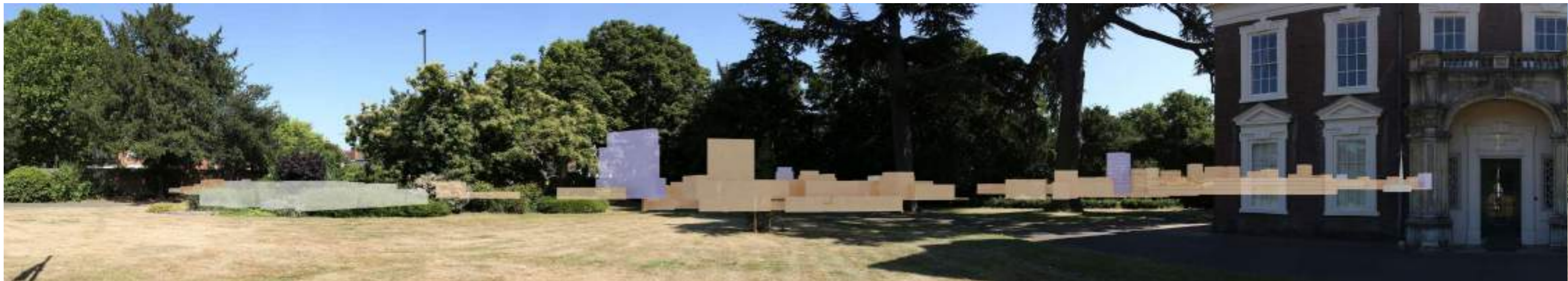
# BM2 BOSTON MANOR

# VIEW TESTING

## FRONT OF THE BOSTON MANOR HOUSE



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BUILDINGS WITH PLANNING PERMISSION

- The permitted developments are located some distance away and would not be visible from this location, thereby having no discernible impact.

### BASE HEIGHT SCENARIO

- The base height option is well concealed behind existing foliage and during the summer would unlikely to be visible.
- However, it is possible that during winter, some proposals (particularly in the London Gateway) would become visible through the trees, resulting in a low impact.

### ADDITIONAL HEIGHT SCENARIO

- In this scenario, the London Gateway development would become more apparent through the trees, resulting in a measure of detrimental impact.
- The other developments would retain a low impact due to being located further away and well concealed by vegetation or the Manor House itself.

### APPROPRIATE HEIGHT SCENARIO

#### Impact

- The appropriate height scenario is well concealed behind existing vegetation and during the summer would unlikely to be visible.
- However, it is possible that during winter, some proposals (particularly in the London Gateway) would become visible through the trees, resulting in a low impact.

#### Justification

- Due to the setting of the Manor house close to Boston Manor Road and the wider environment around the park, the house and park already have a more urban character. In this context the additional impact of development is considered not to markedly detract from the heritage asset and its significance. In addition the proposed development itself is

comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the western portion of the corridor. In the context of the above, and on balance, the appropriate height scenario could be seen as justified in terms of wider public benefits.

- Nevertheless, given the close proximity of buildings, the quality of their design, especially in regards of their form, architecture, appearance, materiality and lighting design will need to be carefully reviewed and tested at planning stage, seeking to avoid any detrimental impact and detracting from the park landscape and the setting of Boston Manor House.





# VIEW FROM CHISWICK BRIDGE

## VIEW CB1

### HERITAGE PARAMETERS

#### Description & Significance

Views to the northeast of Chiswick Bridge need careful evaluation regarding vistas to Chiswick House (Grade I Listed) and Gardens (Registered Park and Garden Grade I).

The view west from Chiswick Bridge (Grade II Listed) is significant for the assemblage of landscapes which sit within it.

Hounslow has a unique assemblage of historic landscapes within it as pure Arcadian Thames from Isleworth to Kew Bridge, via Syon Park and Kew Gardens (either in or opposite its river boundary), followed by the historic waterfront at Strand on the Green, which acts as the start of the transition of the pure Arcadian Thames to the metropolis beyond Chelsea of Lambeth, Westminster and below, but this stretch also has one of the most important Arcadian landscapes in Chiswick House the original English Landscape Movement.

#### Possible Impact Of Tall or Large Scale Development

South of Chiswick House and Park, the Arcadian Thames landscape takes in the Thames River Walk and historic landscapes along its length. The string of important historic developments near or adjacent to the River Thames ranging from Syon Park, Kew Gardens to the unique (to the Borough) historic waterfront of Strand on the Green require careful control of tall buildings as an essential protection of their significance as heritage assets.

The area can accommodate change, but this should ensure that its varied, verdant but vibrant character is also conserved and enhanced.

## ARCADIAN THAMES VIEW



EXISTING SITUATION

### VIEW COORDINATES:

520258.02, 176335.08, 14.52

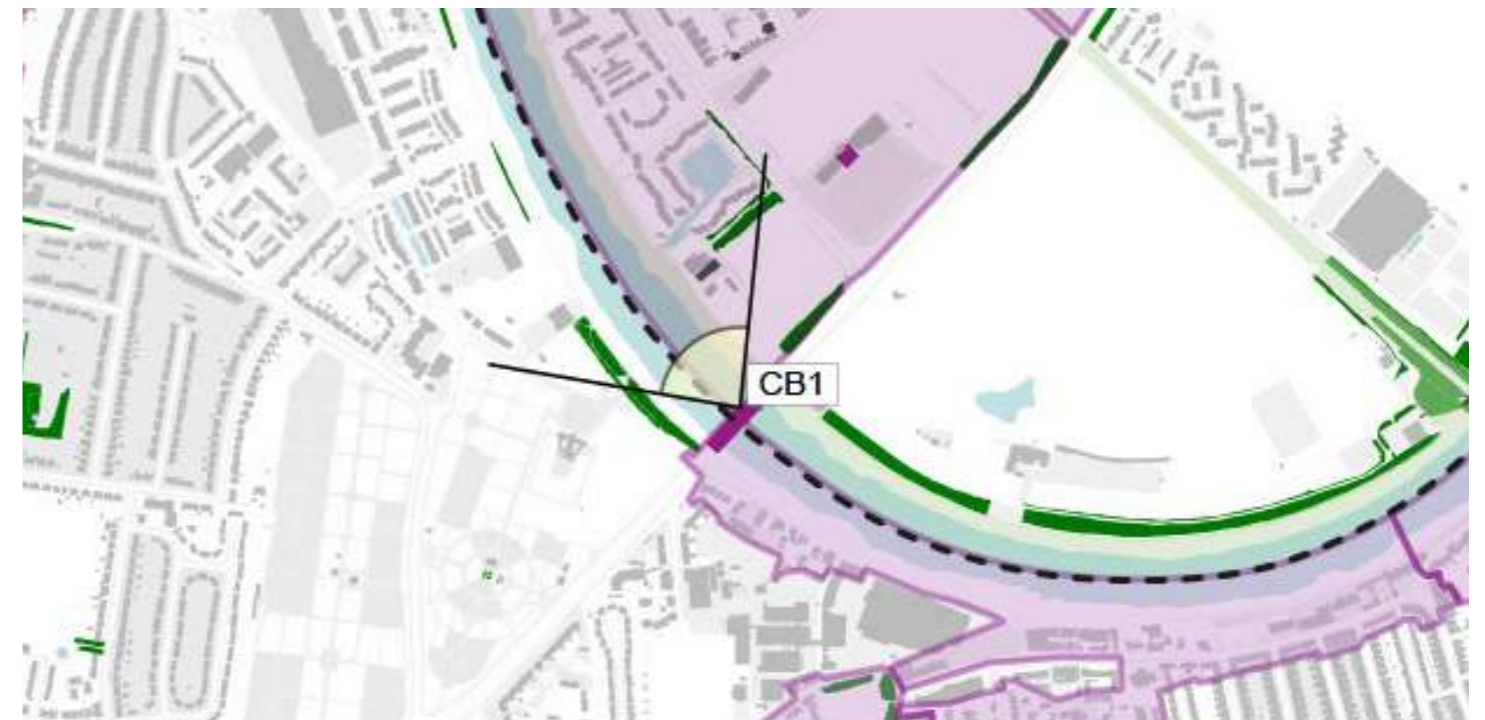
### VIEWING DIRECTION:

NORTH WEST

### RELEVANT HERITAGE ASSETS:

CHISWICK BRIDGE (GRADE II)  
GROVE PARK CONSERVATION AREA

ARCADIAN THAMES (THAMES LANDSCAPE STRATEGY)





### WHY WAS THIS VIEW CHOSEN

- This view, looking westward over the Thames, is identified in the Thames Landscape Strategy.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This is a key crossing and view of the Arcadian Thames landscape and is significant as the transition zone where the Arcadian landscape becomes an urban landscape. The river Thames connects the Arcadian landscapes of Kew Gardens, Syon House and other open space along the river course.
- The view also looks over Grove Park Conservation area to the north.
- This view is already becoming an “urban” one, with the Brentford Estate towers and Kew Eye being highly prominent and visible.
- New development should not dominate the view through excessive height and bulk, thereby damaging the surviving sense of a natural environment.

### View testing (images see overleaf)

#### BUILDINGS WITH PLANNING PERMISSION

- Much of the permitted development will be visible above the tree line but will stay below the height of the Brentford Estate towers, resulting in a measure of detrimental impact.
- The Citroen development is located directly above the river in this view. It would create a stark contrast to the riverine Arcadian landscape setting and have a distinctly detrimental impact.

#### BASE HEIGHT SCENARIO

- The baseline developments west of the Brentford Towers in this view are generally below the tree line and would not significantly affect the landscape character. As such they are considered as having a low impact. The exception here is the Mille redevelopment which

albeit concealed by trees is more prominent, and has a measure of detrimental impact.

- The tallest buildings in the east of the corridor albeit somewhat concealed and blending in with permitted development will have a measure of detrimental impact.
- The building on the Citadel site and the surrounding cluster of taller buildings is highly visible. The fact that it is offset from the river Thames reduces the potential harm, resulting in a measure of detrimental impact, especially on the setting of the Grove Park Conservation Area.
- The remainder of buildings have a low impact.
- The cumulative impact of development in the east is a measure of impact.

## ARCADIAN THAMES VIEW



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

## ADDITIONAL HEIGHT SCENARIO

- Buildings to the west of the Brentford Towers remain largely concealed in this view by trees, and their impact is low. The exception are the tallest buildings in the West Cross Campus and in the London Gateway that despite the tree cover would become prominent and have a measure of detrimental impact.
- All other buildings in the Centre and East would negatively change the skyline and individually have a measure of detrimental impact or a distinct detrimental impact.
- Cumulatively, the resulting skyline in the east would be highly visible and damaging to both the Thames landscape and the Grove Park Conservation Area, and would have a distinctly detrimental impact.

## APPROPRIATE HEIGHT SCENARIO

### Impact

- The baseline developments west of the Brentford Towers in this view are generally low-lying and would not significantly affect the Arcadian landscape character. The exception here is the Mille redevelopment that albeit concealed by trees with its bulk and height may have a measure of impact.
- In the east of the corridor, heights remain at or below the top height of existing and permitted Brentford Stadium and significantly below the Brentford towers. Proposed development blends in with existing and permitted buildings forming an horizontally layered backdrop to the view. Buildings help to mediate between the taller existing buildings (Kew Eye and Brentford Towers) and introduce the notion of a vibrant place beyond the green riverine landscape of the Thames.

- Individually the impact of development ranges from low to a measure of impact, while cumulatively the impact in the East is considered a measure.

### Justification

- The proposed development in the East provides a new urban backdrop to the Arcadian landscape that can be appreciated from Chiswick Bridge. While cumulatively the development will have an impact on the Arcadian landscape character this is mitigated by the horizontal emphasis of development (and thereby avoiding a jagged horizon line that would be more prominent and domineering). Proposed development also visually integrates existing taller buildings such as the Brentford Towers and Vantage London and thereby reduces their present alien impact on the Arcadian landscape. Furthermore the proposed

development itself is comprehensive and meaningful, and consistent with the development vision for the Great West Corridor. It will deliver major regeneration benefits including significant numbers of new homes, employment and commercial uses and establish a new community in the Brentford Stadium Quarter. In the context of the above, and on balance, the appropriate height scenario could be seen as justified in terms of wider public benefits.

- Proposed development should consider how to minimise its impact on this view through design. For example the use of subdued natural materials over metallic or reflective ones would prevent buildings to becoming excessively eye-catching, allow them to blend into the urban background and avoid detracting from the Arcadian landscape ideal.



# CHISWICK HIGH ROAD

## VIEW CR1



### HERITAGE PARAMETERS

#### DESCRIPTION

Chiswick High Road Conservation Area centres on the commercial and shopping buildings dating from the late 19th century and early 20th century. There are three distinct character areas:

#### (i) Chiswick High Road

Mainly three storey commercial buildings on the ground floor with residential above. Most are brick with stucco and stone dressings. A wide tree-lined street with generous pavements giving a boulevard character. Notable individual buildings include the former Fire Station (1891) and Police Station (1874). The long tradition of coaching inns is reflected in the present numbers of public houses, bars and restaurants.

#### (ii) Devonshire Road

A secondary road to the High Road with two storey buildings and smaller plot widths. Included in the conservation area as an important part of the economic growth of the locality. Many original shop details survive such as fascias, pilasters and corbels although many shop fronts have been changed.

#### (iii) Turnham Green Terrace

This leads from the High Road to Turnham Green Station, acting as a gateway to Chiswick. Unlike the High Road or Devonshire Road, this character area is not of consistent scale, being three storeys on the west side with ground floor shops but single storey shops on the east side dating from the early 20th century. The buildings are generally of high quality retaining many original details.

#### DESIGNATION

Chiswick High Road is a designated Conservation Area.

#### SIGNIFICANCE

Chiswick High Road is a vibrant shopping centre with many high quality late 19th and early 20th century buildings. The High Road has generous pavements and tree planting and is an excellent example of turn of the century well designed and successful commercial area.

#### POSSIBLE IMPACT OF TALL BUILDINGS

This conservation area is on the outer edge of the study area concerning the possible impact of tall buildings. The special interest and character of the area resides in the scale, detail and use of the buildings. Over-scaled and intrusive buildings could harm the setting and significance of the area, but generally, the area is more at threat from taller buildings immediately adjacent or within it.

# CR1 CHISWICK HIGH ROAD

# EXISTING VIEW

## CHISWICK HIGH ROAD



EXISTING SITUATION

**VIEW COORDINATES:**

521334.859, 178528.919, 8.034

**VIEWING DIRECTION:**

WEST

**RELEVANT HERITAGE ASSETS:**

CHISWICK HIGH ROAD CONSERVATION AREA





#### WHY WAS THIS VIEW CHOSEN

- This view is within the High Road Conservation Area, looking towards the Great West Corridor.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- The linear nature of the High Road CA means that development along the Great West Corridor may impact on the horizon within this area.
- Over-scaled and intrusive buildings could harm the setting and significance of the area, but generally, the area is more at threat from taller buildings immediately adjacent or within it.

## CHISWICK HIGH ROAD



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**BUILDINGS WITH PLANNING PERMISSION**

- The Brentford Stadium development will have limited visibility in this view as it is largely concealed behind the existing buildings. As such its impact is considered low.
- The top of the Citroen building could be visible from here through the crown of trees and has a low of impact.

**BASE HEIGHT SCENARIO**

- The base height scenario would generally result in no further additional harm to significance to the Conservation Area in this view due to their limited visibility and a generally lesser contribution of the setting towards the significance of the conservation area.

**ADDITIONAL HEIGHT SCENARIO**

- The additional height option exacerbates the clustering of taller buildings in the focus of the street and detracting from its character. Albeit concealed largely by the cover of the street trees cumulatively this is considered to have a measure of detrimental impact.

**APPROPRIATE HEIGHT SCENARIO**

- Impact**
- The appropriate height scenario would generally result in a no discernible or low impact due to the distance of development, limited visibility and a generally lesser contribution of the setting towards the significance of the conservation area.
- Justification**
- Given that buildings of the appropriate height scenario are judged to have limited heritage impact in this view their height is considered acceptable.



# SYON STATION / GILLETTE FACTORY

## VIEW SS1



### HERITAGE PARAMETERS

#### DESCRIPTION

The Gillette Building dates from 1936-37 and was designed by Bannister Fletcher. The Art Deco building is a prominent local landmark with a distinctive central tower which is visible across a large area. The building is part of a wider complex which includes the decorative lampposts outside the building.

#### DESIGNATIONS

The Gillette Building is a Grade II listed building, the lampposts outside the main factory entrance are also listed at Grade II.

#### SIGNIFICANCE

The Grade II Listed Gillette Building is a monumentally scaled Art Deco building and a prominent landmark in the Great West Corridor. The former Gillette premises, colloquially referred to just as Gillette, is one of a group of prominent industrial Art Deco buildings built along the A4 on a stretch which came to be known as the Golden Mile. Other examples include the J.C. Decaux building (formally Currys), built in 1936 by F.E. Simpkins, Westlink House (formerly the Pyrene building) built in 1928-1930, and former Coty Cosmetics (1933) both designed by Wallis Gilbert & Partners.

The Gillette building is 150 metres long with a majestic central tower, all richly detailed with brickwork, stone portico, large cast-iron windows and elaborate lamp standards. The significance of the building is derived from its sheer scale, the unity of the elements and careful articulation of the building massing and details, with its horizontal front façade and the central

verticality of the tower. All these elements are handled with skill and carried out to a high standard. It is a significant and eloquent example of commercial Art Deco architecture. This can be appreciated from various places along Syon Lane and the A4. Historically, views towards the tower from the west along Great West Road were unobstructed by trees and the building marked the entrance to the industrial 'Golden Mile' corridor.

#### POSSIBLE IMPACT OF TALL BUILDINGS

The Gillette Building is a large-scale building which has always stood on a busy arterial road. It is the product of modern commercial activity rather than earlier smaller scale enterprises. It is important that proposed nearby tall or large-scale development respects the setting of the listed building in terms of scale, articulation details and materials and does not dominate its surroundings or detract from its prominence. The Gillette Tower should remain the dominant landmark and the highest townscape element.

# SS1 SYON LANE STATION

# EXISTING VIEW

## GILLETTE FACTORY CLOCK TOWER

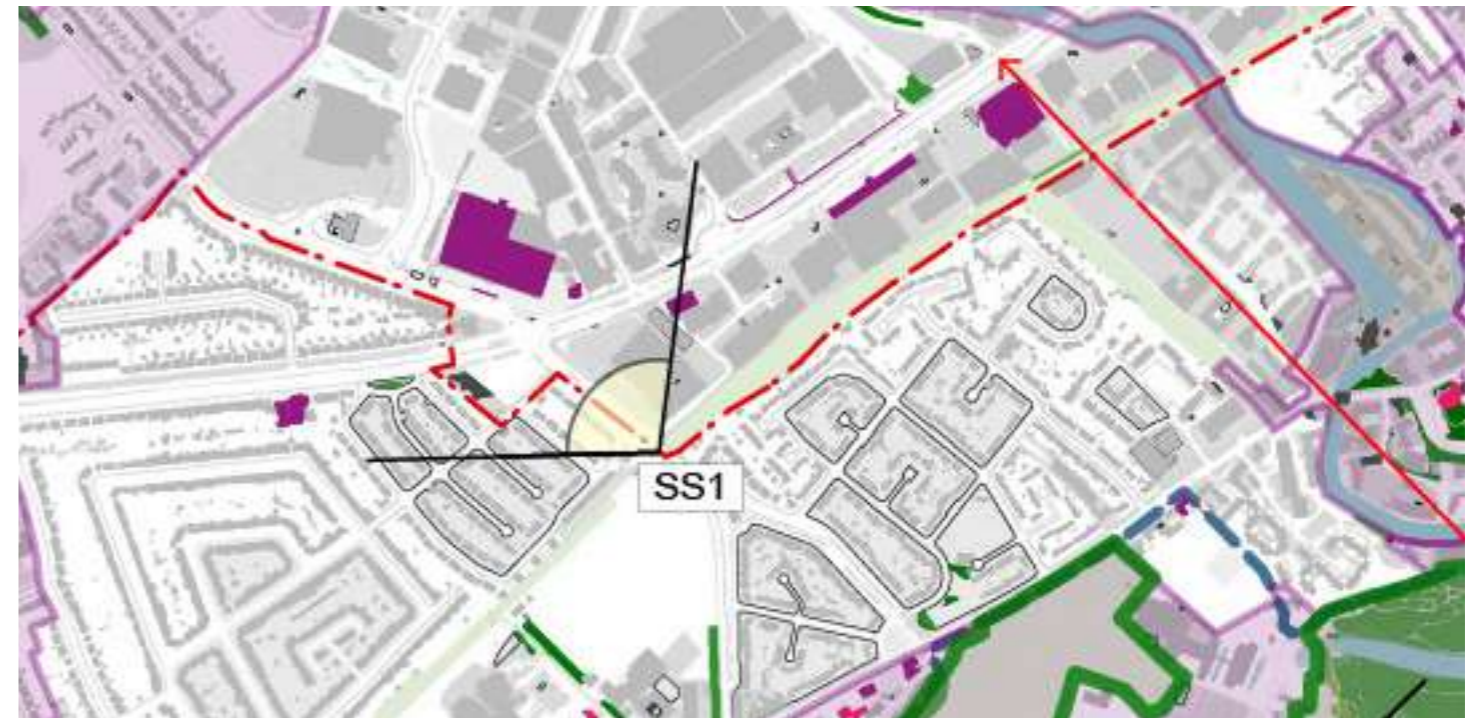


EXISTING SITUATION

**VIEW COORDINATES:**  
516432.693, 177219.53, 19.075

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
GRADE II LISTED GILLETTE BUILDING





#### **WHY WAS THIS VIEW CHOSEN**

- The view is looking up Syon Hill to the listed Gillette building.

#### **SIGNIFICANCE AND SENSITIVITY OF THE VIEW**

- This is a key vista of the Grade II listed Gillette building.

# SS1 SYON LANE STATION

# VIEW TESTING

## GILLETTE FACTORY CLOCK TOWER



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

### BUILDINGS WITH PLANNING PERMISSION

- Permitted buildings are not visible in this view and so have no discernible impact.

### BASE HEIGHT SCENARIO

- The baseline development significantly alters the street scene in this view, however the open view to the Gillette tower remains intact.
- The proposed tall building at the corner of Syon Lane and Grant Way competes with the primacy of the Gillette chimney tower. The proposed tall building on the corner of Syon Lane and Great West Road (Homebase site) equally detracts from the Gillette chimney. Both developments are considered to have a measure of detrimental impact.
- Other development has no discernible or a low impact.

### ADDITIONAL HEIGHT SCENARIO

- The additional storeys on tall buildings on the Tesco appear behind the Gillette chimney and affect its prominence and silhouette. They are considered to have a measure of impact.
- The proposed development on the corner of Syon Lane with Grant Way and on the corner of Syon Lane with Great West Road are both significantly taller than the Gillette chimney and undermine its primacy in this location. They are considered of distinctly detrimental impact.
- Other developments are not visible in this view and have no discernible.

### APPROPRIATE HEIGHT SCENARIO

**Impact**

- The appropriate height scenario significantly alters the street scene and creates an urban context in this view, yet the open view to the Gillette tower remains intact.
- The height of development on the Tesco and the Homebase site has been calibrated to retain the primacy of the Gillette chimney in this location including this view. The individual and cumulative impact of the development is considered to have a measure of detrimental impact.

**Justification**

- The measure of detrimental impact of the proposed development could be seen as justified in terms of wider public benefits.



# LONDON MUSEUM OF WATER AND STEAM STANDPIPE TOWER

## VIEW BF1

### HERITAGE PARAMETERS

#### DESCRIPTION

As the name suggests, the Kew Bridge Conservation Area is centred on the River Thames crossing from Brentford to Kew. This provided a historically important hub for a confluence of roads that attracted industry, trade and residential development. Apart from Kew Bridge, the key heritage asset and landmark here is the Kew Bridge Waterworks (now the Museum of Water and Steam) and its majestic 60-metre high Standpipe Tower.

The area has been greatly changed by the Haverfield or Brentford Towers, built in the 1970s on the site of former filter beds. More recent commercial development such as Vantage West is also a dominant feature. Existing tall buildings around the north side of Kew Bridge could have a detrimental effect on the setting of Kew Green on the south side of the river. This harmful effect could be increased by further tall buildings in this location.

#### DESIGNATIONS

Kew Bridge and the surrounding area is designated as the Kew Bridge Conservation Area, Listed Building in the area include Kew Bridge (Grade II), Kew Pumping Works and Standpipe Tower (Grade I) and Kew Bridge Railway Station (Grade II).

The Kew Bridge Conservation Area is divided into three-character areas in the LB Hounslow Conservation Area Appraisal:

#### (i) Waterworks

The key heritage asset is the Kew Pumping Works (now the Water & Steam Museum), a major industrial historic complex, containing a number of Grade I listed buildings, including the landmark Stand Pipe Tower.

#### (ii) Kew Bridge Road and Green Dragon Lane

Characterised by 19th century terrace housing, this area also has the 19th century Express Tavern (locally listed) and Kew Bridge Station of 1849, designed by William Tite for London & S.W. Railway (listed Grade II).

#### (iii) The riverside.

#### SIGNIFICANCE

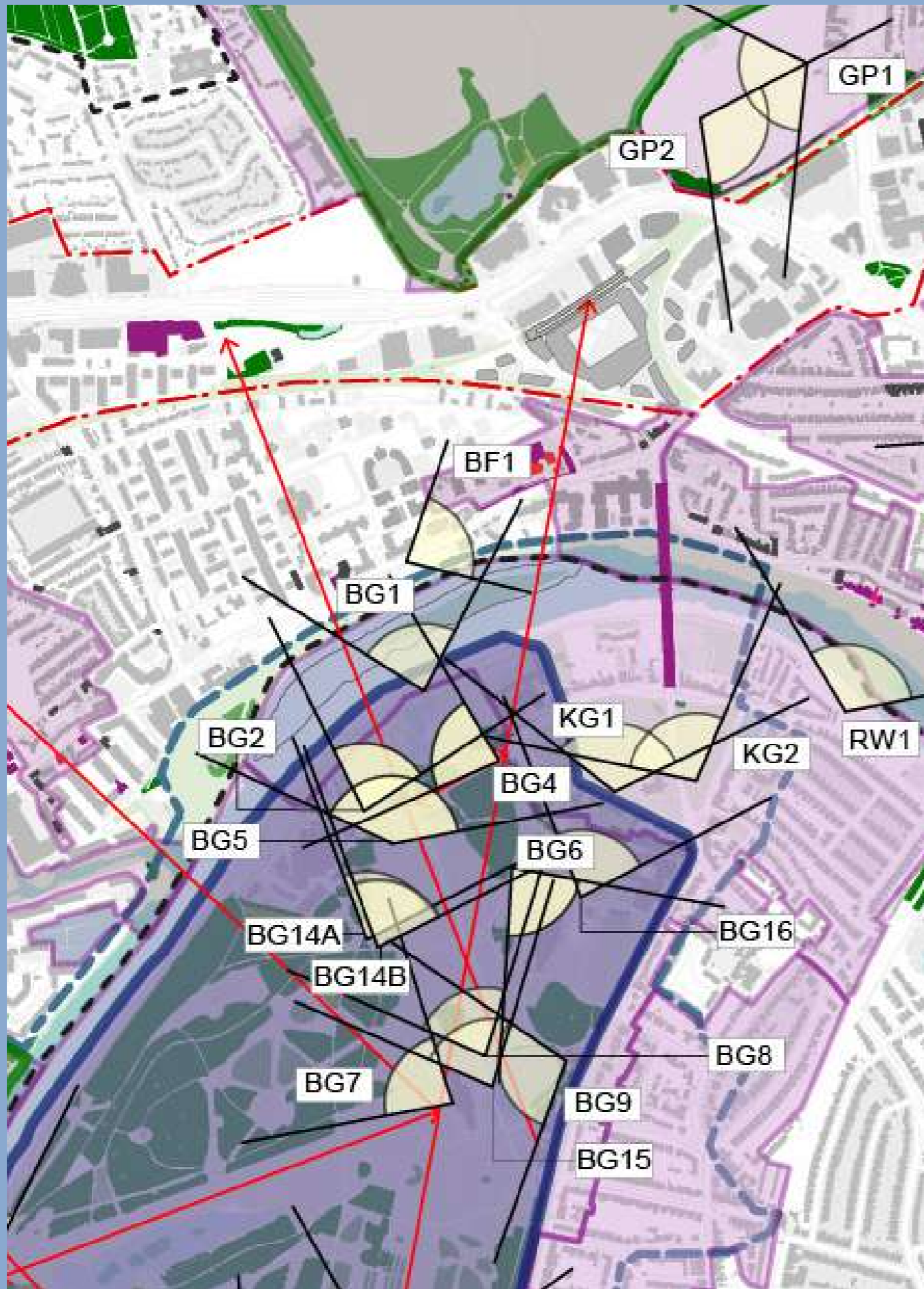
The Waterworks, railway building, public houses and small terraced housing illustrate the rich mix of uses in the area.

The Conservation area is based on its topography and confluence of historic routes at the crossing of the Thames. This strategic location engendered the industrial and commercial uses in the area and housing for its workers (the terraced housing in Dragon Lane was for the Waterworks workers). The Kew Bridge Conservation Area documents a period in history when there was prestige in industrial buildings, and these are of specifically "architectural" design. The road layout is much older, but is still particularly important, as it is a place where many roads meet creating vistas, focal points and landmark buildings.

The key buildings in this industrial context are the historic water pumping works, now the Museum of Water and Steam, incorporating the majestic Standpipe Tower, the landmark structure in the area. Kew Bridge Pumping Station is the oldest waterworks in the world, containing its original steam pumping engines and is the most complete early pumping station in Britain. Its early date (it started pumping in 1838) and the completeness of the station, including the office and gatehouse, make this site the most important historic site of the water industry in the country. This site is internationally important, and the site is an anchor point on European Route of Industrial Heritage and is of high visual quality.

#### POSSIBLE IMPACT OF TALL BUILDINGS

Development should avoid any detrimental effect on the setting of the landmark Standpipe Tower or domination or disruption of the sense of scale of the smaller housing and other heritage assets central to the character of the wider Kew Bridge Conservation Area.



# BF1 BRENTFORD HIGH STREET

# EXISTING VIEW

## LONDON MUSEUM OF WATER AND STEAM STANDPIPE TOWER



EXISTING SITUATION

### VIEW COORDINATES:

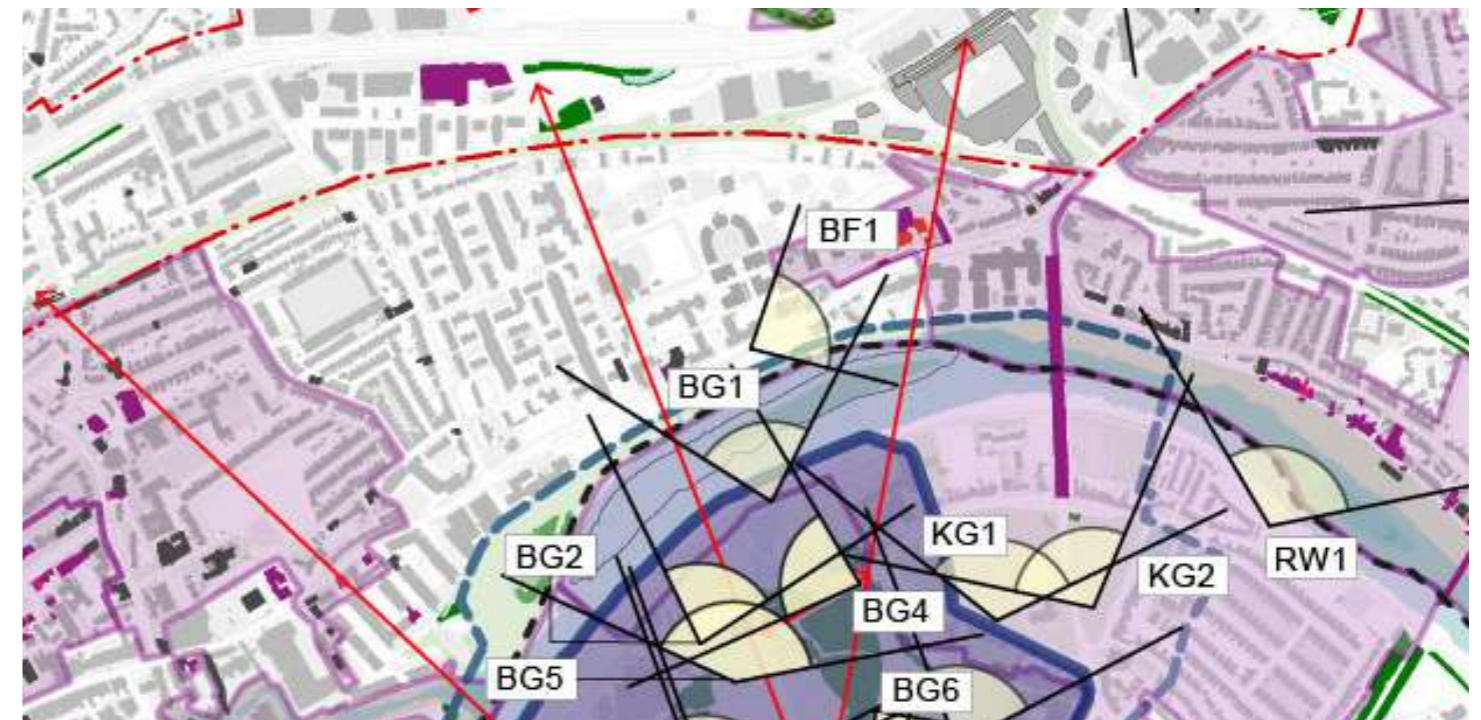
518557.183, 177869.998, 10.297

### VIEWING DIRECTION:

EAST NORTH EAST

### RELEVANT HERITAGE ASSETS:

KEW BRIDGE CONSERVATION AREA  
KEW PUMPING WORKS AND STANDPIPE  
TOWER (GRADE I)





#### WHY WAS THIS VIEW CHOSEN

- This view is looking towards Kew Bridge Conservation Area.

#### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This is a key view towards Kew Bridge CA, with the Standpipe Tower closing the vista.

# BF1 BRENTFORD HIGH STREET

# VIEW TESTING

## LONDON MUSEUM OF WATER AND STEAM STANDPIPE TOWER



Planning permissions



Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Brentford FC Stadium Development

Appropriate heights



Appropriate heights - simulated visibility

**BUILDINGS WITH PLANNING PERMISSION**

- Permitted development around Brentford Stadium will be visible to the left of Standpipe Tower in this view, resulting in a measure of harm to the setting of the Grade I listed building.

**BASE HEIGHT SCENARIO**

- Due to the positioning of development, the baseline height scenario would not contribute to the massing of development in this view and overall would have no discernible impact.

**ADDITIONAL HEIGHT SCENARIO**

- Even with additional height, this scenario would not contribute to the massing of development in this view and overall would have no discernible impact.

**APPROPRIATE HEIGHT SCENARIO**

**Impact**

- Due to the positioning of development, the appropriate height scenario would not contribute to the massing of development in this view and overall it would have no discernible impact.

**Justification**

- Given that buildings of the appropriate height scenario are judged to have a not discernible heritage impact in this view their height is considered acceptable.



# GREAT WEST ROAD CITY APPROACH VIEW

## VIEW WR1



### HERITAGE PARAMETERS

This area includes the Wellesley Road Conservation Area.

### DESCRIPTION

Brentford Road Railway Station was built in 1869 by the London & South Western Railway Company. It was renamed Gunnersbury Station in 1871 and was a spur to the subsequent residential development. The Wellesley Road Conservation Area is based on the 19th century development of the ancient Wellesley Road (originally Turnham Green Lane). The area extends north to Chiswick High Road that runs between Strand on the Green and the Chiswick roundabout, then eastwards to include the 19th century residential estate roads to mesh with the conservation area around Turnham Green. Good Victorian architectural detailing is evident in the mostly residential streets.

The mostly domestic houses have some commercial ground floor units. The later 19th century and early 20th century middle class houses are particularly attractive in Wellesley, Grosvenor and Harvard Roads and around Sutton Lane.

### DESIGNATION

The streets described above form the designated Wellesley Conservation Area. The only Listed Buildings are 3-9 Harvard Road (Grade II), houses designed in the Bedford Park Garden Suburb idiom.

### SIGNIFICANCE

Wellesley Road Conservation Area is an example of late 19th century, mostly residential development that retains a great deal of its original quality in domestic architecture and detailing in a variety of houses sizes set within tree-lined streets. That are local landmarks such as the Gunnersbury Baptist Church and notable views to Turnham Green Church and the Pilot and John Bull Public Houses, both situated within the nearby Thorney Hedge Conservation Area.

The Wellesley Road Conservation Area Appraisal states that this area is based on the mainly nineteenth century developments of Adam Askew, (one of the first in this area to develop large areas of land for suburban housing), Alfred Kendall and William Tomlinson, on the ancient route of Wellesley Road, Initially a right of way for pedestrians, Wellesley Road later became a route

from the market gardens of West Middlesex to Covent Garden, and has come to dominates the area. The conservation area in parts extends northward to the equally ancient former Brentford Road, now Chiswick High Road, and much of the history of the area is based on ancient streets and footpaths surrounding what were originally market gardens and farms.

To the west it is bounded by the former London Stile length of the High Road which runs between Strand on the Green and the Chiswick roundabout, then extends eastward to include the Victorian estate roads, and to mesh with the conservation area surrounding Turnham Green. The early lanes are still very visible in the street pattern of the area, for example Sutton Lane.

The conservation area's special architectural and historic interest is in the high quality Victorian architectural detailing which is essential to the identity of the Gunnersbury part of Chiswick and the resultant largely small human scale suburban townscape it creates, which has a wide range of house types. The roads built by Tomlinson and Askew formed one of the first new middle class housing estates in Chiswick, and as with many suburbs of the period it developed around a railway station. The area retains many of its original early to later Victorian buildings, the majority domestic but on the main roads incorporating some commercial elements at ground floor.

### POSSIBLE IMPACT OF TALL BUILDINGS

The scale of the conservation area is generally two/ three storey domestic buildings set among tree-lined streets. The BSI building is notably out of scale and intrusive. Further tall buildings on the periphery of the conservation area could be harmful to views and setting, detracting from the heritage significance of the area.

## CITY APPROACH



EXISTING SITUATION

**VIEW COORDINATES:**  
519732.039, 178094.005, 15.31

**VIEWING DIRECTION:**  
NORTH WEST

**RELEVANT HERITAGE ASSETS:**  
WELLESLEY ROAD CONSERVATION AREA





### WHY WAS THIS VIEW CHOSEN

- This is an important transport corridor and gateway into the Great West Corridor. Development in the corridor is expected to enhance the legibility of the corridor and the distinctiveness of its eastern entrance.
- The principal aim of this view is to understand the impact of proposed taller developments on the character, distinctiveness and legibility on the A4/M4 corridor.
- While passing across the Wellesley Road Conservation Area the view does not allow an appreciation of the impact of development in the significance of this Conservation Area.

### SIGNIFICANCE AND SENSITIVITY OF THE VIEW

- This view has no heritage significance except that it is looking towards the Wellesley Road Conservation Area.
- However, as an important approach road into the Great West Corridor, development is expected to improve the legibility on this route and deliver a distinctive character.

View testing (images see overleaf)

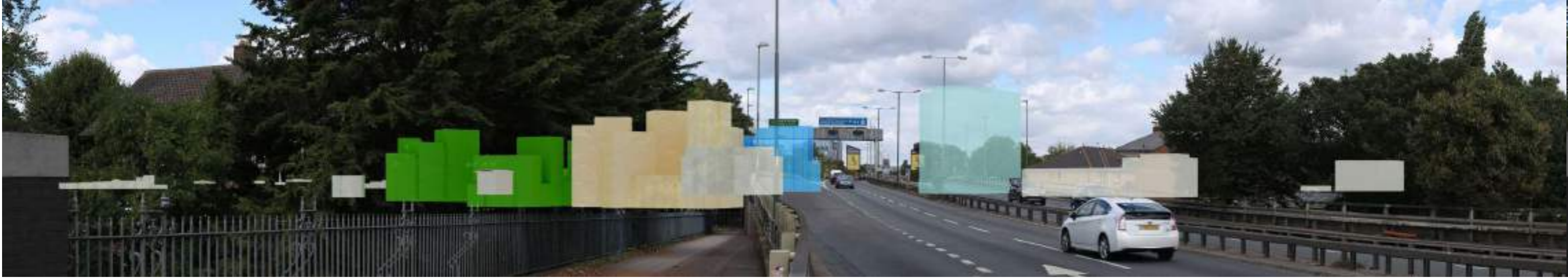
### BUILDINGS WITH PLANNING PERMISSION

- The Citadel development provides a visible landmark for the Great West Corridor.
- Other permitted buildings are not particularly visible in this view although they will become visible further down the road.

### BASE HEIGHT SCENARIO

- The proposed tall building on Citadel site with its emphasised verticality provides a strong marker on the M4/A4 corridor that emphasises the entrance into the Great West Corridor and the location of the Chiswick roundabout to west bound travellers on the elevated dual carriage way. The tall building is considered to have a positive impact on the legibility and character of the corridor in this view.
- The visible clustering of other taller buildings along the road provides a sense of arrival into an intense urban area, and marks a change in character to the lower rise residential areas that accompany the road before. The role of tall buildings in respect of place making and legibility is considered as positive in this respect.

## CITY APPROACH



Planning permissions

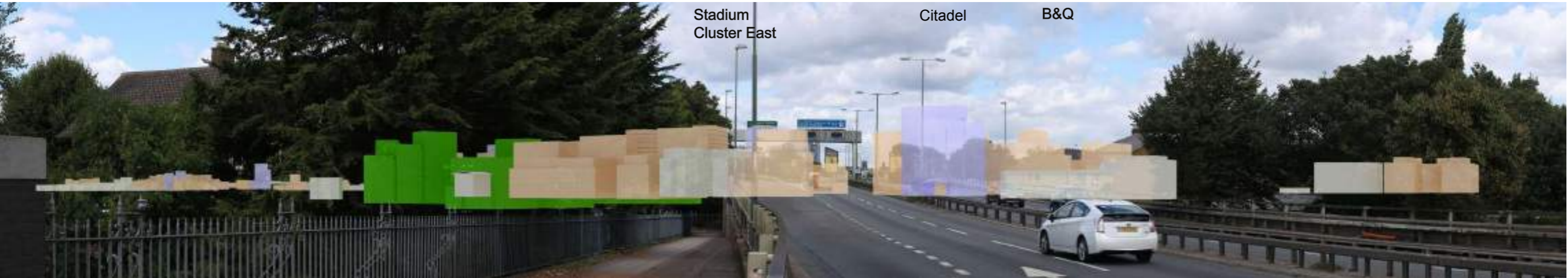


Base Height Scenario



Additional Height Scenario

# APPROPRIATE HEIGHTS



Appropriate heights



Appropriate heights - simulated visibility

**ADDITIONAL HEIGHT SCENARIO**

- The increased height of tall buildings discussed in the base height scenario (purple colour) create an added sense of drama with a strong sense of verticality. While by themselves these buildings appear strikingly taller and more slender, they would have a significantly detrimental impact onto many of the surrounding heritage assets. While in isolation from this view, the additional height may seem a positive aspect, this cannot be said in relation to many other views, not least considering the impact on the adjacent Wellesley Road Conservation area (not visible in this view).
- While the increased height may bring a greater sense of distinctiveness and strengthen the landmark attributes of said buildings, overall their impact on the immediate and wider heritage context is not considered acceptable.

**APPROPRIATE HEIGHT SCENARIO**

- The proposed tall building on the Citadel site with its massing and height provides a notable marker on the M4/A4 corridor. Especially in contrast to the lower rise context along the dual carriage way (before reaching this point) it provides a strong emphasis to the entrance into the Great West Corridor and marks the location of the Chiswick roundabout. Given its height has been reduced in response to heritage considerations, the design of the building including its articulation, form and materiality will need to ensure it provides a distinctive feature building along this corridor to fully satisfy its landmarking role. Overall the building is considered to have a positive impact on legibility and place making subject to its design.
- A general clustering of taller buildings is noticeable and will contribute to the image and character that is perceived of the area by a traveller along this route. Other focal buildings do not impress themselves on the viewer from this location, but they will be revealed gradually as one travels west-wards along the corridor. They contribute to a distinctive kinetic experience, and help to contribute to the special character and 'sense of place' of the Great West Corridor.
- Overall tall buildings in this area are considered to have a positive place making and legibility role, subject to their quality and design, and responding appropriately to heritage considerations.

