



Lidl UK GmbH

Ickenham Road, Ruislip

TOWNSCAPE & VISUAL APPRAISAL

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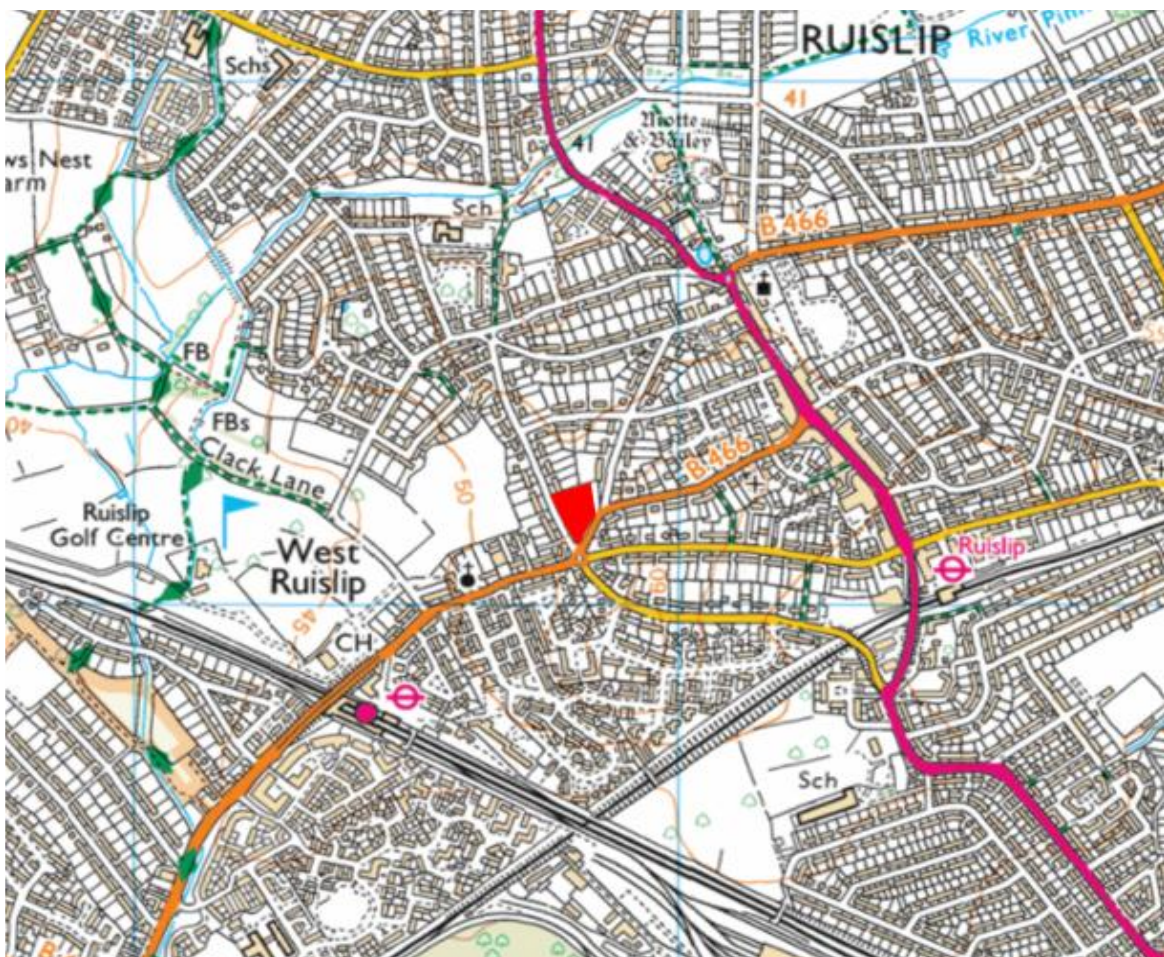
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1.0 INTRODUCTION

- 1.1 This Townscape & Visual Impact Appraisal has been undertaken by Bea Landscape Design on behalf of Lidl UK GmbH to accompany the detailed planning application for the land to the immediate north of the junction of Sharps Lane and Ickenham Road, Ruislip ('the Site') as identified on Figure 01. Location Plan.
- 1.2 Government guidance draws attention to the protection of landscape character and quality, placing an increasing pressure on local regulatory authorities to take the issues into account in all decision making that concerns the wider landscape. To that effect this report has been commissioned to demonstrate to the local authority that it is possible to allow the proposed development on the site without detrimental visual effect whilst both maintaining the character and quality of the surrounding area.
- 1.3 The proposed development involves the demolition of the existing combined C1 class hotel and A4 class Public House erection of a Class E limited assortment discount foodstore with associated car parking, access and landscaping which is to include the retention (relocation) of the World War II commemorative Spitfire sculpture (Imperial war museum number: 2185).



Location Plan

- 1.4 The Site known as Former Orchard Inn, Ickenham Road, Ruislip, HA4 7DR is currently occupied by a former Public House and a Premier Inn hotel with associated garden areas and surface level parking. The Site has mature landscaping on all boundaries and vehicular access is gained from Ickenham Road frontage.
- 1.5 The 'Orchard Inn' is a 2-storey timber frame brick building originally built as a large roadhouse hotel which was still in use until the end of 2023 which is located towards the western half of the Site with Premier Inn Hotel facilities adjoining the rear of the main building. The eastern half and rear of the Site predominately comprise the hard surface area and the gardens dominate the majority of the southern corner.

Study Area

- 1.6 When dealing with a landscape visual assessment it is usual to define the study area simply by distance from the site being assessed (usually 2-3km radius) beyond which most impacts will be negligible, based purely on distance. However, in a townscape situation this is less relevant and as such it is more important to concentrate on a study area informed by the 'Visual Envelope'. This is an area from within which it may or may not be possible to see and view the proposals taking into account the existing buildings, vegetation and other structures.
- 1.7 The study area for this appraisal includes Former Orchard Inn, Ickenham Road, Ruislip, HA4 7DR, its environs, the surrounding context and the townscape characteristics of the area. The townscape and visual appraisal considers the zone of theoretical visibility of the proposed development focusing on a study area at a 500m radius (as identified within Figure 02. Study Area), with distant views or townscape features considered and identified where relevant.



Study Area

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Planning Policy

- 1.8 As for all planning applications the proposals will be considered against the National Planning Policy Framework (NPPF), but where there are more defined and localised Policies or Guidance these will be given greater guidance against which the proposals can be judged.

National Planning Policy Framework (NPPF, December 2023)

The revised and new NPPF sets out the Government's planning policies for England and how these should be applied. The relevant headings and paragraphs that relate to this project are as below:

2. Achieving sustainable development

7. The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. At a similarly high level, members of the United Nations – including the United Kingdom – have agreed to pursue the 17 Global Goals for Sustainable Development in the period to 2030. These address social progress, economic well-being and environmental protection.

8. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

10. So that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development.

7. Ensuring the vitality of town centres.

90. Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should:

a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;

c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;

f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

12. Achieving well-designed places

126. The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process

130. Planning policies and decisions should ensure that developments: a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

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

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping; 39

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

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

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

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users⁴⁹; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

131. Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined⁵⁰, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are found that are compatible with highways standards and the needs of different users.

15. Conserving and enhancing the natural environment

174. Planning policies and decisions should contribute to and enhance the natural and local environment by:

a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;

c) maintaining the character of the undeveloped coast, while improving public access to it where appropriate;

d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;

e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and

f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.

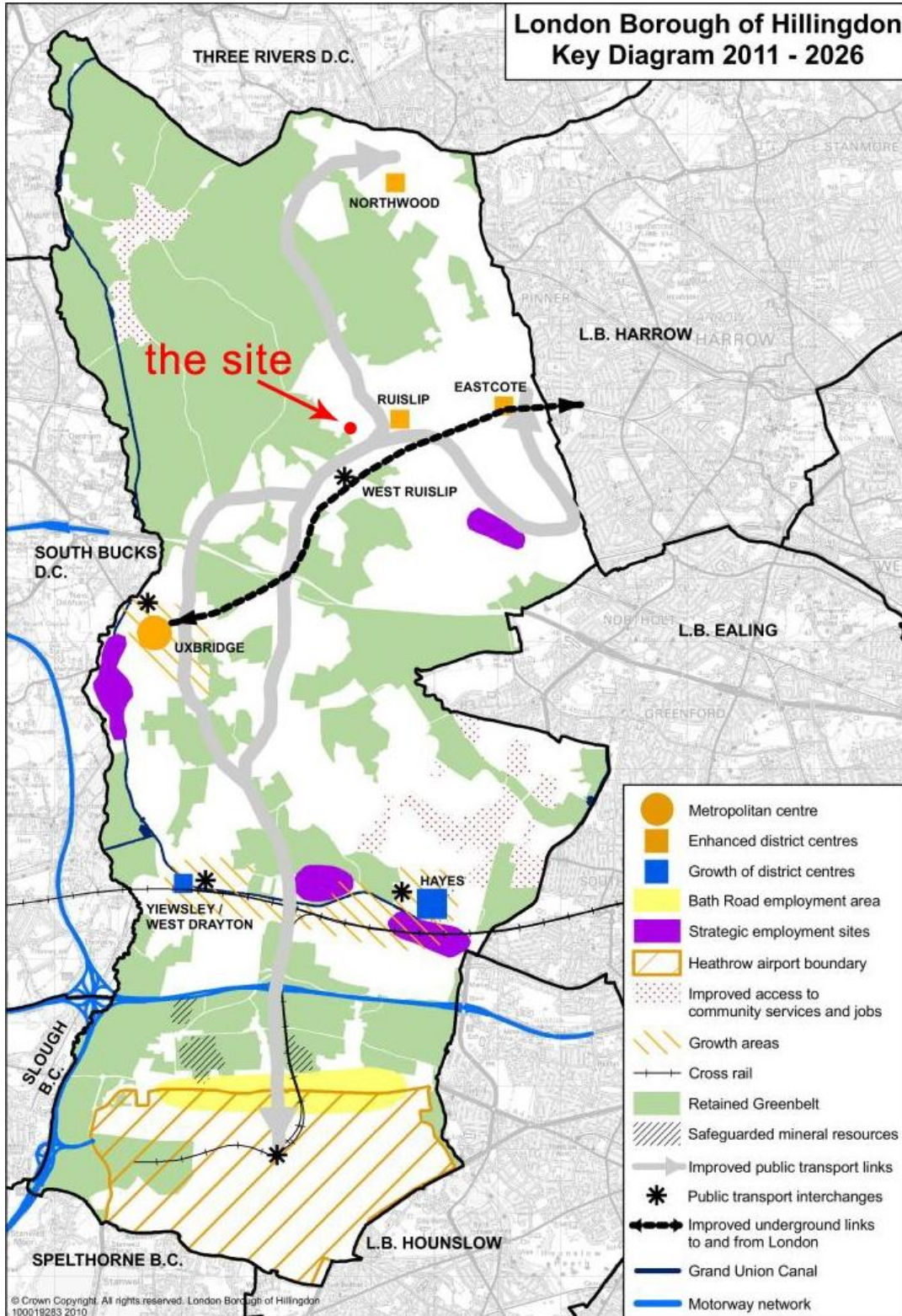
16. Conserving and enhancing the historic environment.

194. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

201. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply: a) the nature of the heritage asset prevents all reasonable uses of the site; and b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and d) the harm or loss is outweighed by the benefit of bringing the site back into use. 202. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

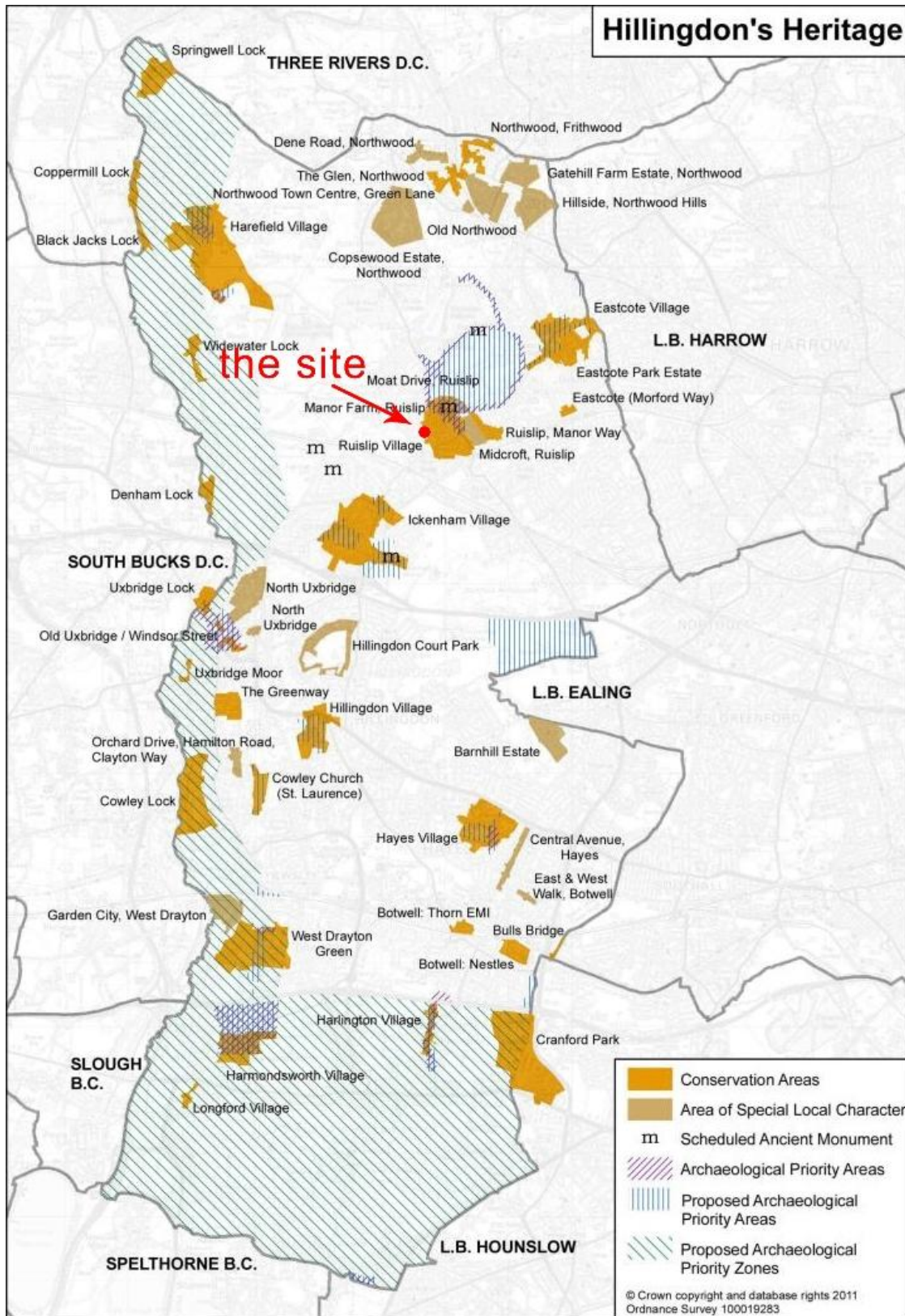
Development Plan

1.9 The current Hillingdon Council Local Plan was adopted in November 2012 and is currently under review. The key diagram identifies the Site as being situated outside of a Green Belt designation.



Hillingdon Local Plan: Part 1 – Key Diagram (Adopted November 2012)

1.10 Map 7.1 of the current Local Plan also identifies the Site as being within Ruislip Village Conservation Area (as extended 2008) with policies HE1 being applicable.



Hillingdon Local Plan: Part 1 – Map7.1 (Adopted November 2012)

1.7 Other relevant policies from the Local Plan Part 1 include BE1: Built Environment.

2.0 APPRAISAL METHODOLOGY

The appraisal has been carried out in accordance with 'Guidance for Landscape and Visual Impact Assessment', 3rd Edition 2013, a joint publication by the Landscape Institute and Institute of Environmental Management and Assessment.

2.1 TOWNSCAPE EFFECTS

'An assessment of townscape effects deals with the effects of change and development on the townscape as a resource'.

Townscape Baseline

2.1.0 The establishment of the townscape baseline commences with a desktop study to collate and review the existing information and published material about the site and its surroundings including; statutory and non statutory designations, townscape character assessments, land use, cultural heritage, conservation area appraisals, protected landscape features and other professional evaluations or studies on the townscape. This information is used to determine the scope of the assessment and the extent of the study area and field survey work.

Prediction of Townscape Effects

2.1.2 The likely effects of the proposed development on the townscape character and resources are assessed by identifying the townscape receptors or character areas; considering their value and susceptibility to change and determining their sensitivity to the proposed development.

Table 1.1: Townscape value		
Value	Importance	Assessment Criteria
Exceptional	<i>International, National</i>	A townscape of high importance and rarity with no or limited potential for replacement i.e World Heritage site, National Park, AONB and/or typically a number of Grade I and II* listed buildings.
Major	<i>National, Regional, Local</i>	A townscape of high importance and rarity with limited potential for replacement i.e AONB, Scheduled Monuments, Conservation Area, typically a number of Grade II listed buildings and/or Registered Park and Gardens.
Moderate	<i>Regional, local</i>	A townscape of moderate importance or less rare with limited potential for replacement. An undesignated townscape with value demonstrated through non statutory designations, locally listed buildings, or demonstrable use.
Low	<i>Local</i>	A townscape of low importance and common features with considerable potential for replacement with areas identified as having some redeeming feature or features and possibly identified for improvement.
Poor	<i>Local</i>	Low importance and common features with areas identified for recovery.

2.1.3 The value of the townscape is identified using the criteria as set out in Table 1.1. The categories are not exhaustive and the final classification takes into account the location and relative condition of adjacent areas. The applicability of the criteria has been based on professional judgement.

2.1.4 The susceptibility to change is defined within the GLVIA 3rd Edition as *'the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies'*. The susceptibility to change for the townscape receptors or 'Townscape Character Areas' is therefore based on the criteria as set out within Table 1.2.

Table 1.2: Townscape character area susceptibility to change	
Susceptibility to change	Assessment Criteria
High	Where the townscape character area is unlikely to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or achievement of planning policies and strategies.
Medium	Where the townscape character area can relatively accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or achievement of planning policies and strategies.
Low	Where the townscape character area can accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or achievement of planning policies and strategies.

2.1.5 The sensitivity of the townscape character area is based on professional judgement and derived from a consideration of the value of the character area as set out within Table 1.1 compared with the susceptibility to change as described within Table 1.2 and an assessment of the baseline evidence. For example a townscape character area of exceptional value with a high susceptibility to change will have a high level of sensitivity to the proposed development, whereas a moderate value townscape character area with a low susceptibility to change is likely to have a low level of sensitivity to the proposed development.

2.1.6 The predicted effects of the proposed development are an assessment of the existing baseline situation compared within situation when the proposed development has been completed. As defined within the GVLIA 3rd Edition the magnitude of these effects *'needs to be assessed in terms of its size or scale, the geographical extent of the area influenced, and its duration and reversibility'* where;

- The size or scale of a change in the townscape that is likely to be experienced as a result of each effect with the both the loss and addition of new features defined as being substantial, moderate, minor, negligible or neutral taking into account the extent and proportion of the townscape elements that are lost or added too; the degree to which the aesthetic or perceptual aspects of the townscape area altered and the change to the key townscape characteristics.
- The geographical extent is the area over which the townscape effects are felt and whether this is at a site level, within the immediate setting, to the character area or on a larger scale i.e several character areas.
- The duration of the townscape effects for the purpose of this appraisal are considered to be permanent.

2.1.7 The assessment of the magnitude of the effect of the proposed development on the townscape character is summarised within Table 1.3.

Table 1.3: Townscape character magnitude of effect	
Magnitude of effect	Definition
Substantial adverse	The proposed development results in a major deterioration of the identified townscape character area.
Moderate adverse	The proposed development fails to contribute to the identified townscape character area.
Minor adverse	The proposed development fails to fully contribute to the identified townscape character area.
Negligible / neutral	The proposed development neither contributes or detracts from the identified townscape character area.
Minor beneficial	The proposed development partly contributes to the identified townscape character area.
Moderate beneficial	The proposed development contributes to the identified townscape character area.
Substantial beneficial	The proposed development results in a major contribution to the identified townscape character area.

Glossary

2.1.9 The assessment is necessarily technical in nature and therefore, a short overview of terminology used, is provided as follow based on the guidelines:

Townscape: The character and composition of the built environment including the buildings and the relationships between them, the different types of urban space, including green spaces, and the relationship between buildings and open spaces.

Urban grain: Urban grain can be defined as the combined pattern and arrangement of the blocks, streets, green infrastructure and plots. It covers elements such as the character of blocks, building size, scale, height and form.

Townscape Receptors: The defined aspects of the townscape resource (Townscape Character Areas) that have the potential to be affected by a proposal.

Townscape effects: The effects on the townscape as a resource in its own right.

2.2 VISUAL EFFECTS

'An assessment of visual effects deals with the effects of change and development on the view available to people and their visual amenity.'

Visual Baseline

2.2.0 In order to establish the visual baseline a desk top study is undertaken reviewing aerial photographs and ordnance survey maps to determine the study area, site context and the 'Zone of Theoretical Visibility' (ZTV). Site visits are then carried out to refine the ZTV, identify the groups of people (visual receptors) who may experience views of the development proposals and select representative views of the proposed development site from the cardinal points, North, East, South and West.

2.2.1 The field survey is carried out using a standard assessment proforma recording both written observations and digital photographs. Photographs are taken in accordance with the Landscape Institute advice note 'Photography and photomontage in Landscape and Visual Impact Assessment'. The standard assessment form includes:

- topographical data including direction, grid reference and elevation
- the nature, composition and characteristics of the view
- identification of the main visible townscape influences
- identification of those elements that may interrupt, filter or screen the view
- an assessment of the nature of the view and likely changes to the view
- the type and relative numbers of visual receptors and their activity
- an assessment of the susceptibility of the receptor to the proposed changes
- the opportunity to note guidelines for mitigation.

Predication of Visual Effects

2.2.2 The likely effects of the proposed development on the potential visual receptors are assessed from the selected representative views or viewpoints based on the field survey data with consideration of each identified effect, an assessment of the nature of the visual receptor and the nature of the effect on the views and visual amenity.

2.2.3 The value of the visual receptors representative views is appraised using the criteria as set out in Table 1.4.

Table 1.4: Value of the representative visual receptors view	
Value	Assessment Criteria
High	The view is related to a designated heritage asset, conservation area or planning designation and/or mentioned in guidebooks, tourist maps and/or referenced in literature or art.
Moderate	The view is related to a non designated heritage asset and/or of local visual amenity importance..
Low	The view is of little visual amenity importance with a number of detracting features.

2.2.4 The susceptibility of the visual receptor to change is identified as the change in the view and the visual amenity and is a function of the occupation or activity of the people experiencing the view, the extent to which their attention or interest may be focused on the view and the visual amenity as summarised in Table 1.5.

Table 1.5: Susceptibility to change of the visual receptors	
Susceptibility to change	Assessment Criteria
High	Residential properties, residential roads, scenic routes, public footpaths and bridleways, public parks and visitors to historic assets.
Moderate	Retail sites, schools and A roads, motorways and railways.
Low	Sports and recreational facilities; employment, office and industrial sites.

2.2.5 The sensitivity of the visual receptors is based on professional judgement and derived from a consideration of the value of the view to the receptor as set out within Table 1.4 compared with the susceptibility to change as described within Table 1.5 and an assessment of the baseline evidence. For example a representative viewpoint from a residential property within a conservation area will be of high value, high susceptibility to change and will have a high level of sensitivity to the proposed development, whereas an office within an industrial estate will have a low value view and low susceptibility to change with a low level of sensitivity to the proposed development.

2.2.6 The predicted visual effects of the proposed development are an assessment of the existing baseline situation compared within situation when the proposed development has been completed. As defined within the GVLIA 3rd Edition the magnitude of these effects 'needs to be evaluated in terms of its size or scale, the geographical extent of the area influenced, and its duration and reversibility' where;

- The size or scale of a change in the view including loss or addition of features, changes in composition, proportion of the view occupied by the proposed development, the degree or contrast or integration of new features with existing townscape characteristics and the nature of the view experienced.
- The geographical extent of a visual effect will reflect the angle of the view in relation to the activity of the receptor, the distance to the proposed development and the extent over which the changes would be visible.
- The duration of the visual effects for the purpose of this appraisal are considered to be permanent.

2.2.7 The assessment of the magnitude of the visual effect of the proposed development is summarised within Table 1.3.

Table 1.6: Magnitude of visual effect	
Magnitude of effect	Definition
Substantial adverse	The proposed development has a significant detrimental effect on the identified visual receptors.
Moderate adverse	The proposed development has a moderate detrimental effect on the identified visual receptors.
Minor adverse	The proposed development has a slight detrimental effect on the identified visual receptors.
Negligible / neutral	The proposed development neither benefits or detracts from the identified visual receptors.
Minor beneficial	The proposed development has a slight beneficial effect on the identified visual receptors.
Moderate beneficial	The proposed development has a moderate beneficial effect on the identified visual receptors.
Substantial beneficial	The proposed development has a significant beneficial effect on the identified visual receptors.

Visual Representations

- 2.2.9 The 'wire frame' visual representations of the proposed development are based on digital three dimensional architectural models set within the site topography and in the context of the surrounding buildings. These models are used to recreate digital versions of the views incorporating the proposed development which can then superimposed on the actual viewpoint photographs as a 'wire frame' outline.

Glossary

- 2.2.10 The assessment is necessarily technical in nature and therefore, a short overview of terminology used, is provided as follows:

Visual Amenity: The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.

Visual Receptors: Individuals and / or defined groups of people who have the potential to be affected by a proposal.

Zone of Theoretical Visibility: A map showing areas of land within which a development is theoretically visible.

Representative viewpoints: Viewpoints selected to represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included or where significant effects are unlikely to differ.

Visual Effects: The effects on specific views and on the general visual amenity experienced by people.

3.0 APPRAISAL OF TOWNSCAPE EFFECTS

The following section provides a summary of the baseline or current condition of the site and surrounding area informed by the desktop and field surveys against which the townscape effects of the development proposals is to be assessed.

3.1 BASELINE CONDITIONS

Ruislip is a suburb of west London situated around 16 miles from the centre of the capital with a population of around 30,000. Some of the buildings are ancient (13th Century) but most of the town was built as part of the 'MetroLand' developments of the early 20th Century. Ruislip's Metropolitan Railway station opened in 1904, connecting the former village directly to Uxbridge, Harrow and Central London.

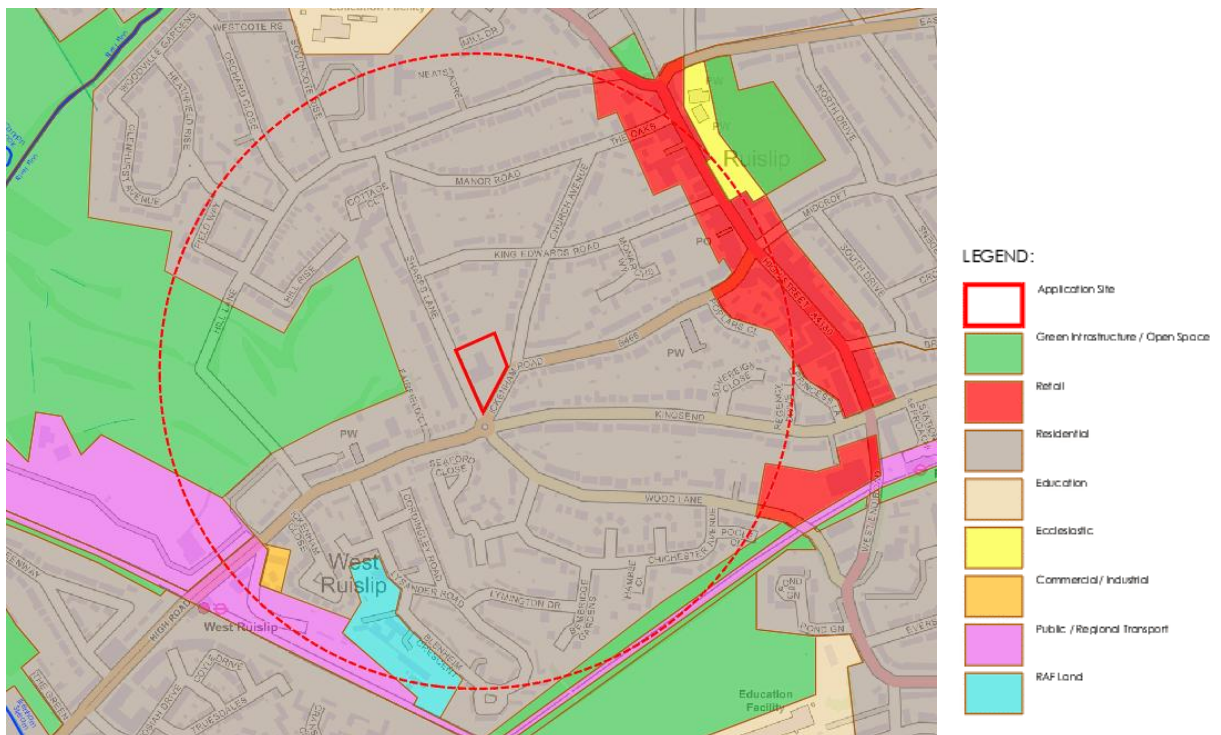
Townscape context

- 3.1.0 The context of the Site falls within an area of Hillingdon which is typically characterised as residential suburbs with a large degree of individuality to the built form, most of the residential housing appearing to be larger scale detached properties with a varying character.
- 3.1.1 This variance in building form, unregimented road structure and proximity of the open landscape to the west of the Site give the study area a somewhat semi-rural feel rather than predominantly urban. However, Ruislip High Street (located approximately 0.5km to the east of the Site) has a higher urban density with a continual parade of retail establishments and apartment complexes.
- 3.1.2 Ruislip can be said to have a green and open setting, with a series of woodlands located within the northern sector; Mad Bee's Wood, Bayhurst Wood and Park Wood (which is part of the Ruislip Woods National Nature Reserve). To the northern fringe of Park Wood are located recreational areas including Ruislip Common and Ruislip Lido, which is a 60-acre lake reservoir (created in 1881) with sandy beaches and a narrow-gauge railway around it.
- 3.1.3 The River Pinn and its water meadows are located to the south of Park Wood, approximately 0.6km north of the Site and provide a green corridor that dissects Ruislip latitudinally by roughly one third (northern area) and two thirds (southern area). Ruislip is surrounded by Green Belt land designations to the north, west and south.
- 3.1.4 The central areas of Ruislip are predominantly residential with built form being of the more larger scale individual detached dwellings and more modern apartment developments being located within the vicinity of the High Street. Industrial developments tend to be located within the southern portions of Ruislip which also includes RAF Station Northolt and corresponding airfields.
- 3.1.5 Ruislip village and surrounding hamlets remained largely unaltered until the arrival of the railway in the early 20th century. The areas to the west and south west of the village centre then grew and were developed very much in the "Garden Suburb" tradition. These are high quality residential areas, which include a number of large detached dwellings set in mature gardens.

Land Use

- 3.1.6 As previously stated the Site is located within a residential 'garden suburb' area with large detached properties of largely individual styles. Ruislip's westerly green belt designation lies approximately 0.1km to the west of the Site.

- 3.1.7 Ruislip High Street (A4180) is situated approximately 0.4km north east of the site and includes a range of retail shops, cafes, fast food restaurants and small businesses. The southern end of the high street includes larger food retail stores and a retail park with larger outlet stores.
- 3.1.8 St Martins Church (a listed Grade B) is a significant landmark set within the churchyard grounds with accompanying recreational areas such as gardens, tennis courts and children's play areas. St Martins Church is located approximately 0.55km north east of the Site.
- 3.1.9 The two significant areas of education surrounding the Site are Bishop Winnington Ingram C of E Primary School, which is located approximately 0.55km north-north west of the Site and Sacred Heart Catholic Primary School which is located around 0.7km in a south easterly direction from the Site.
- 3.1.10 There are small scale industrial units located approximately 0.5km to the south west of the Site and to the south west and south east the study area is bounded by regional transport railway lines. Located approximately 0.5km to the south of the Site is a series of office blocks associated with RAF station Northolt.



Land Use Plan

Topography

- 3.1.11 The Site and its surrounds occupy a slightly elevated position within the immediate vicinity of the study area, with levels falling gradually from circa 55m AOD to around 40m AOD northwards towards the River Pinn. Beyond this, further northwards levels rise steadily to between 75m and 95m AOD forming three distinct hills associated with Park Wood, Mad Bee's Wood and Bayhurst Wood.
- 3.1.12 Similarly the terrain falls gradually to the west to around 40m AOD to meet the River Pinn and associated brooks, before rising to circa 70m AOD in the hamlet of Newyears Green.

- 3.1.13 To the south of the Site levels fall gradually down to circa 35m AOD to meet Yeading Brook and Ickenham Marsh. RAF Station Northholt Aerodrome is located approximately 2km south of the Site and is elevated at around 40m AOD.
- 3.1.14 Likewise topography to the south west of the Site falls gradually toward South Ruislip to around 40m AOD where Ruislip High School and Ruislip Manor are situated. Levels eastwards from the Site remain fairly consistent at around 50-55m AOD.
- 3.1.15 The levels within the Site remain relatively consistent at around 54-55m AOD with the surface levels of Ickenham Road being approximately 1m higher, giving the current built form a slight hunkered position from the roadside.



Topography Plan

Built Form

- 3.1.16 The residential areas in close proximity to the site have a typically loose and organic grain comprising predominantly two storey, larger scale, detached residential buildings; the urban grain becomes denser and more regimented to the east and south east of the Site where built form layout has been influenced by the railway line and more modern styles of development.
- 3.1.18 Across the study area the building heights and footprints remain fairly consistent within the proximity of the Site; originally developed in the “Garden Suburb” tradition and contain buildings of generally good architectural quality, set in large, mature gardens.

- 3.1.19 Radiating further southwards from the Site built form becomes more varied and includes three storey apartment blocks, smaller scale semi-detached and terraced residential dwellings and bungalows set in cul-de-sacs. There is located the occasional larger scale Public House of distinct character, small play areas, smaller places of worship and a petrol station within this residential segment of Ruislip village
- 3.1.20 Adjacent to the southern fringe of the study area is located West Ruislip Railway Station, a two-storey modern building of cantilevered concrete roof and light-coloured brick fronting Ickenham Road (B466). Within the vicinity of the station are smaller scale retail outlets, small businesses, light industrial units, a gymnasium and large scale 4-6 storey modern apartment blocks. Also located within the southern fringe of the study area are large scale, two storey office blocks associated with RAF Blenheim Crescent, a non-flying Royal Air Force station.
- 3.1.21 Along the eastern fringe of the study area is situated the main retail High Street, a densely developed street running north to south from the old village to Ruislip Station. It grew following the opening of the station and the development of the Metropolitan line. It contains the commercial centre of the area comprising a parade of 3-4 storey commercial retail units with living accommodation above. *“Whilst the shop fronts are generally unremarkable, the decorative detailing at first floor and above is of considerable visual interest, exhibiting a variety of lively decorative detailing, most of which is characteristic of the architecture of the 1920s and 1930s” (Ruislip Conservation Area Appraisal 2010).* The southern area of High Street contains an 8-storey modern apartment block and a supermarket and a further 6 storey apartment block is situated adjacent to the junction of High Street and Ickenham Road.
- 3.1.22 Located to the north of the High Street, around 0.5km north east of the Site, is located the historic village centre, containing the oldest and most historically significant buildings within Ruislip. This area appears very much as a village with a distinct rural character comprising a range and variety of historically significant buildings and forms most notably St Martins Church, Manor Farm complex, Mill House, the Former Vicarage as well as other listed buildings.

Connectivity

- 3.1.23 The Site is bordered by three roads, Ickenham Road to the southern Site boundary, Sharps Lane to the western boundary and Church Avenue to the eastern corner of the Site. Ickenham Road (B466) is roughly aligned on a easterly, westerly axis and connects Ruislip High Street and Village Centre to West Ruislip Train Station and Ickenham centre beyond, being the principle road connecting Ruislip and Ickenham. Church Avenue leads north easterly towards Ruislip Village Centre via Manor Road. Sharps Lane leads northwards from the site before deviating eastwards towards the Village Centre.
- 3.1.24 The B466 extends further southwards through Ickenham towards Hillingdon where it meets the A40 which in turns provides a direct link towards London City Centre. Similarly, the High Street (A4180) extends southward and meets the A40 near Northolt. The High Street (A4180) and the B466 extend northwards and eastwards which provide strong links to other Greater London suburbs such as Pinner and Northwood.
- 3.1.25 London Heathrow Airport is relatively easily accessible following A roads southwards from the Site which is also where M4 motorway can be accessed. Following the A40 westwards links to the M25 motorway and provides further connections to the wider London area.
- 3.1.26 At the junction of Sharps Lane and Hill Lane (northwards from the Site) there is located a Public Right Of Way R150 which provides a pedestrian link to the River Pinn and marshlands to the north of the Site. Additional Public Rights Of Way can be accessed from the western corner of Hill Lane which meander adjacent to the Ruislip Golf Course and through the open space.

- 3.1.27 There are two railway stations located adjacent to the study area; West Ruislip station is situated 0.55km south west of the Site and Ruislip station is located around 0.7km from the Site in a south easterly direction and both provide strong rail links to the capital city.
- 3.1.28 There are a myriad of bus routes that provide access from the Site to surrounding towns, U10 connects Ruislip to Uxbridge via Ickenham and Heathfield Rise which can be accessed via Sharps Lane. Route 278, E7 and U1 can be accessed directly in front of the site at the junction of Ickenham Road and Church Avenue. Route 278 connects Ruislip to Heathrow Airport via Ickenham and Hillingdon, Route E7 runs south eastwards to Ealing via the south western fringe of Northolt and route U1 provides a link to Yiewsley via Uxbridge.
- 3.1.29 Bus route 114 can be accessed via Ruislip Station south and runs eastwards to Edgware, as can route 331 which runs northward along High Street towards Rickmansworth before diverting south westerly to Uxbridge. Bus route 398 connects Ruislip Station south to Northolt and route H13 runs from Ruislip Common and Ruislip Lido southwards along Ruislip High Street before running eastwards and circumnavigating the eastern fringe of Eastcote.
- 3.1.30 Longer range bus route CL-2 connects Hillingdon to White City via Ruislip and is accessible near West Ruislip Station which is an estimated 10-minute walk from the Site or a 5-minute bus journey utilising the U10, 278 or U1 bus routes.

Vegetation

- 3.1.31 Located approximately 2km to the north and northwest of the Site lies the SSSI designation known as Ruislip Woods which became London's first national nature reserve in May 1997. Ruislip Woods consists of Bayhurst Wood, Copse Wood, Mad Bess Wood, Park Wood, Poor's Field/Ruislip Common, the Ruislip Local Nature Reserve, The Northern Finger, Grub Ground, Tarleton's Lake and surrounding land in Hillingdon. At 305 hectares Ruislip Woods are the biggest single area of woodland in Greater London. The woodland is predominantly hornbeam (*Carpinus Betulus*) coppice with oak standards and is interesting because of the occurrence of both pedunculate oak (*Quercus Robur*) and sessile oak (*Quercus Petraea*). The mixture of hornbeam and beech (*Fagus Sylvatica*) in Bayhurst Wood is also unusual and wild service trees (*Sorbus Torminalis*) can be found throughout the woodland.
- 3.1.32 Within 0.5km to the west of the Site is situated Public Rights Of Way R145 which extends to a series of further Public Rights Of Way to the west which provide tree lined walks looking across open fields and the Ruislip Golf Course and connects to the Hillingdon Trail. Public Rights Of Way R145 can be access via an area of tree bounded open space located within approximately 200m west of the site to the rear of properties fronting Sharps Lane, Ickenham Road and Hill Rise.
- 3.1.33 Cumulatively the above green spaces form part of the Green Belt designations within Hillingdon.
- 3.1.34 The River Pinn is located 0.6km north of the Site which can be accessed from the junction of Hill Lane and Sharps Lane via the Public Right Of Way R150 which in turn leads to a series of pathways known as Celandine Route, a pedestrian 12 mile walk along the River Pinn from Pinner to the Grand Union Canal at Cowley, through green spaces and conservation areas. A wide range of tree species and vegetation are to be found along the route, including ornamental and coniferous species as well as clipped formal hedgerows fronting Bury Street and Pinn Way which form distinct open parkland spaces with large scale Lime, Oak, Beech, Ash and Horse Chestnut trees.

- 3.1.35 The eastern section of the Celandine Route links to the Grade II Listed Manor Farm House which is located 0.7km north east of the Site. Set in 8.9 hectares of well-maintained grounds, Manor Farm is Hillingdon's flagship heritage and culture site, which boasts a unique collection of community spaces, historic buildings, archaeological remains and landscape features including the motte-and-bailey castle Scheduled Ancient Monument. To the immediate south of the Scheduled Ancient Monument is situated Ruislip Bowls Club, War Memorial and Ruislip Duck Pond, comprising a wetland area, manicured lawns and formal avenues of Plane trees which form the southerly entrance to Manor Farm.



Aerial Photograph

- 3.1.36 St Martins Churchyard comprises multiple large scale mature tree species including Lime and Birch as well as a range of large-scale coniferous species. To the east of St Martins is Churchfield Gardens, comprising recreational grassed areas, Horse Chestnut groves and formal Rose gardens.
- 3.1.37 To the south eastern fringe of the study area railway line embankments are generally tree lined with large mature species which extend southwards to form the boundaries of the large-scale playing fields and grounds to Ruislip Rugby Club.
- 3.1.38 As previously stated, the area immediately surrounding the Site comprises predominantly residential properties with large matured gardens. Many of the street scenes are dominated with formal hedgerows and large mature tree species typical of the area which include a range of ornamental varieties as well as Lime, Plane, Birch, Beech and Ash, occasionally located on street in more formal avenues towards and within Ruislip High Street the road networks are often 'green and leafy'.

- 3.1.39 With regard to the vegetation on and immediately adjacent to the Site; the southern boundary fronting Ickenham Road comprises an overgrown (formally relatively low clipped) mixed Hawthorn hedgerow with occasional self-set Ash trees, which extends from the Sites southernmost access point to the vehicular access at the junction of Church Avenue and Ickenham Road. The frontage of the Site comprises open grassed areas associated with public house which includes various small scale fruit trees.
- 3.1.40 Vegetation adjacent to the junction of Church Avenue and Ickenham Road which runs along the Site's eastern boundary includes a mixture of large-scale Hawthorn, Elder and Buddleia shrubs with taller Cypress, Swamp Cypress, Goat Willow and Elm trees which provide a significant screen to properties located eastwards of the Site.
- 3.1.41 To the rear of the Site is located sections of Evergreen Cypress trees with Purple Maple, Ash, Oak and Hawthorn species. This vegetation provides screening benefit to properties located to the north of the Site but is somewhat sparse and includes some dead specimens.
- 3.1.42 Immediately outside of the western boundary, fronting Sharps Lane is situated a tall clipped mixed native Hawthorn hedge with larger mature Sycamore and Ash trees as well as Elm trees and Horse Chestnut saplings, which cumulatively screen, albeit with some visual permeability the Site from views from the east. This band of vegetation runs from the Sites North westerly corner to the southernmost access point.

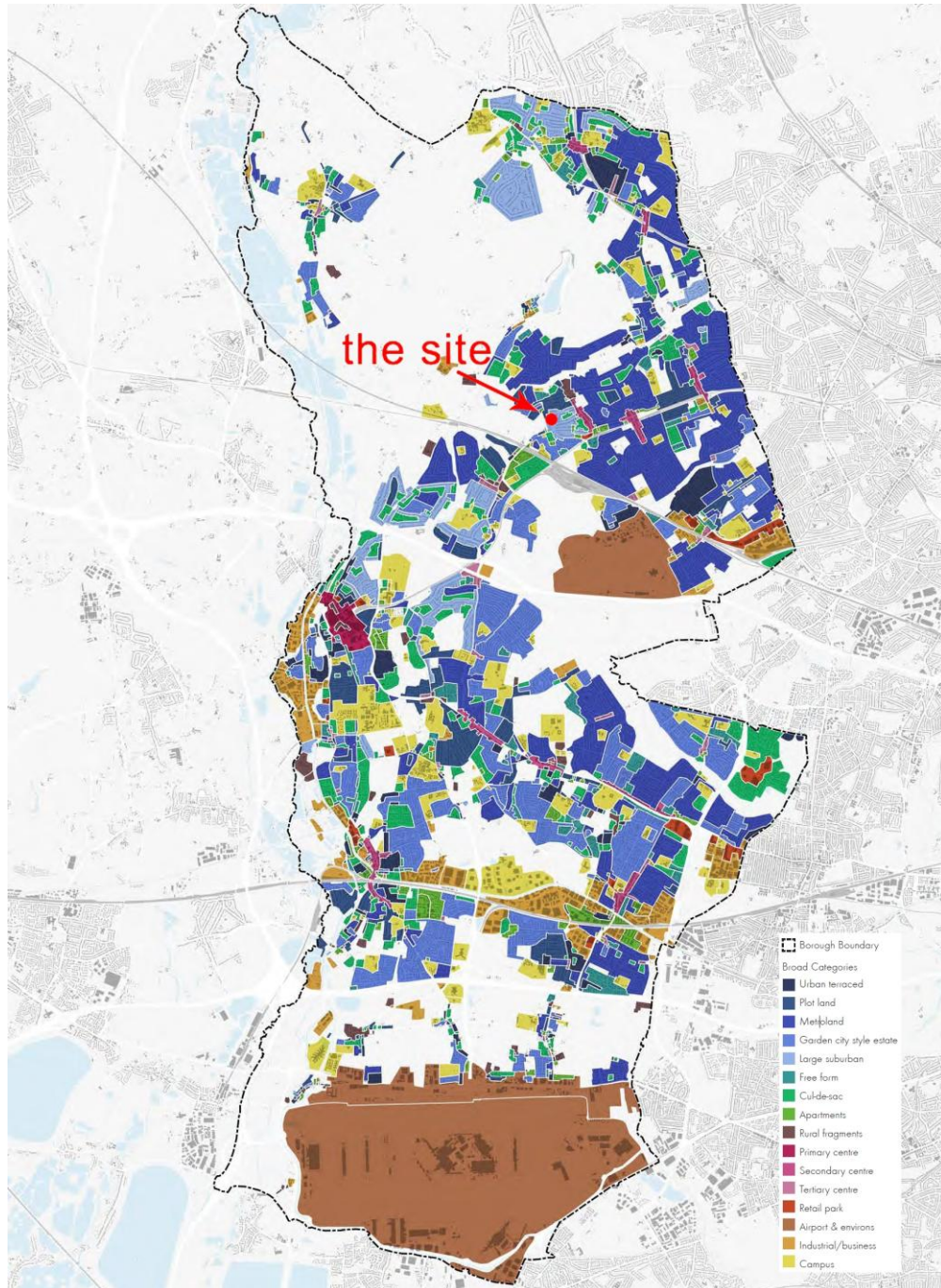
Townscape Character

- 3.1.43 The townscape character of Hillingdon was assessed in October 2023 as part of an Integrated Character Assessment carried out by Urban Initiatives Studio on behalf of Hillingdon Council, superseding the townscape assessment prepared by Allies and Morrison in 2013 and incorporates the requirement of policy D1 of the London Plan (2021) and the subsequent draft guidance which has been published by the Mayor of London.

"The Townscape Character Study maps the quality, variety and significance of the borough's 'character areas' to help assess their relative historic significance, importance and local distinctiveness."

- 3.1.44 The townscape character assessment identifies the Site as falling within the 'Residential Area' land use and identifies sixteen broad morphological types across the district of Hillingdon of which the Site is located within the 'Large Suburban' morphology.
- 3.1.45 The morphology of the 'Large Suburban' areas are summarised as being:

"...built to very low densities. These areas have a very different character to the more regimented plots of the classic Metroland suburbs. There tends to be a large degree of individuality of building style and most buildings will have been built to suit the brief of a private homeowner or a speculative developer. Whilst the design approach can vary significantly, there are common themes. These evoke a rural rather than urban character, often through informal overall composition, wide proportions and incorporation of features such as dormer windows, substantial gables and chimney stacks. With large plots forming a key feature of the type, the landscape of the gardens plays a significant role in defining the character of the streets. Front boundaries often screen houses from the street, whilst hedges and trees contribute to a strong overall impression of green space. It is typical to find properties with drive-way space for several cars."



Hillingdon Broad Typology Map (Hillingdon Townscape Character Study October 2023)

The area's key characteristics include:

- Large individual plots with substantial houses. The style of the houses varies, but many have a strong arts and crafts influence.
- Houses tend to be built as one-off designs and vary substantially between plots.
- Houses are typically set well back from the road. The landscaping of the front gardens with hedges and mature trees means that the green infrastructure can play a more significant role in the character of the street than any individual building.
- Plots often have driveways allowing multiple cars to be parked off-street.

3.1.46 Located on a latitudinal axis, approximately 1km north of the Site (immediately north of the River Pinn) is a character area identified as 'Metroland' which is described within the Character Study as;

'.....classic interwar suburban housing which is found in many parts of Hillingdon. Metroland development displays a number of influences. Whilst the early buildings display the gradual transition from Edwardian housing, the proportions are generally less vertical with wider plot widths. Buildings tend to be detached or semi-detached with a hipped roof and more generous spacing between buildings which gives a more open feel to the street. Architectural elements tend to shed the more formal urban character of the earlier building and adopt a more relaxed feel, with asymmetrical compositions and use of materials and details that evoke a rural character.'

The areas key characteristics include:

- *Perimeter block development, often with an informal rather than a regular structure. Some layouts feature "islands of planting" and extensive grass verges while others include a small cul-de-sac in the centre of the block.*
- *Architectural form which evokes a rural character, although with repetition of designs and features which provide a cohesive character.*
- *Street trees and garden planting play a significant role in the character of the street scene.*

3.1.47 A swathe of the character area identified as 'Plotland' typology is located approximately 0.5km north of Site and south of the River Pinn. This character area is described as;

".....Plotland development shares many features with the Metroland character type. It usually features a simple perimeter block form, is built to a similar overall density and many of the buildings incorporate similar use of materials and details. However, plotland development differs significantly in that, unlike the large estates which were built to a relatively high degree of conformity by major public or private developers, these areas of development were built piecemeal.....whereas planned estates could be said to have a clear identity or collective design which is worthy of protection, plotland development has always enjoyed a more diverse and fragmented character."

The areas key characteristics include:

- *Similar density and urban form to Metroland development.*
- *Typically built by small building firms or individual owners and incorporating a range of designs.*
- *Unified by simple parameters such as building line and broad scale.*
- *Detached properties despite the small scale, often with a gable to the street and a simple rectangular plan form.*
- *Original varied architectural style further fragmented by modifications over time.*

3.1.48 The typology 'Secondary Centre' is located approximately 0.5km eastwards from the Site and is described as;

"centres that provide a good mix of shops and services at a local level, enabling people to meet their regular weekly needs. They are sufficiently large to support banks and other services.....having benefitted from the urban expansion which took place around rail stations. In some cases, fragments of historic development are embedded in the later development, a particularly good example of which can be seen at the northern end of Ruislip Town Centre."

The area's key characteristics include:

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

- Principally associated with suburban expansion of the borough.
- Centres generally comprise ground floor commercial use with 2-3 storeys of residential over – with deck access in some cases.
- Sometimes containing elements of historic fabric and with an overall character which makes reference to the historic buildings.

3.1.49 Immediately to the north of Ruislip's 'Secondary Centre' character area is located the 'Rural Fragments' character typology which is situated approximately 0.6km east north east of the Site. These 'Historic' typologies are described within the Character Study as;

".....one of the most striking features of Hillingdon. In some cases, these remain in open land, but in many cases these fragments have been absorbed into larger, later developments. The historic townscape is important to the borough in providing a sense of identity and history to the more modern suburbs..... The historic fabric is very evident, given that a significant proportion of development in the borough is postwar. However, historic fragments are vulnerable to changes in context, particularly when these buildings are located in a town centre."

The area's key characteristics include:

- Historic development which pre-dates the suburban growth of Hillingdon.
- Frequently seen as elements retained within a wider modern townscape.
- Fine grain fabric with individual characters.
- Often imitated, particularly by inter-war suburban development.

3.1.50 Approximately 0.4km south of the Site is located the 'Garden City Style Estate' typology which is characterised as differing from the 'Metroland' typology as follows;

".....Whilst the classic metroland areas were the product of private developers and sold to private purchasers, garden city style development was more likely to have been developed by the public sector. Buildings are commonly grouped into terraces which often display an overall composition and symmetry, emphasising their collective identity. The style of buildings is generally solid but plain, with simple detailing and flat fronts in place of the elaborate gables and bays associated with Metroland development. It is common to find buildings arranged around a shared green space, a form of layout which is less likely with Metroland development. A number of estates also include allotment space that form an important part of their layout."

The area's key characteristics include:

- Buildings composed as unified groups, often with an overall symmetry or composition.
- Square or wide plans to the buildings with generally horizontal proportions.
- Consistent use of a very limited palette of materials and few elaborate details to give a plain and simple appearance.
- Overall urban plan composition, often featuring areas of shared green space.

3.1.51 In addition to those character areas noted above there are a myriad of smaller scale townscape typologies that are interspersed in and around the 'Large Suburban' area, the most significant of these are the 'Apartment' and 'Cul-De-Sac' typologies.

With regard to the 'Apartment' typology the Townscape Character Study states that;

"Although Hillingdon is known for low density suburban housing there are a growing number of apartment buildings, particularly in urban centres in locations with strong transport connections. This can have positive aspects in terms of increasing the intensity of population

in certain areas and hence improving the potential to maintain sustainable shops and services. However, the design and scale of these buildings need to be carefully considered in relation to the context. The issues typically relate to the areas of parking required to service the blocks and the potential for parking areas to have a weak relationship with the street. In some examples, street activity is lost due to poor front to back relationships and a lack of public and private space definition. A further issue is the loss or conversion of large suburban houses to flats, resulting in increasingly bulky buildings in suburban streets and loss of gardens to parking."

The area's key characteristics include:

- *Predominantly medium-rise development between 3 and 7 storeys with a few taller examples.*
- *Many buildings have a weak relationship with the public realm.*
- *Architectural forms vary, but development in growth areas in the southern part of the borough is more likely to take a modern/urban form whilst elsewhere buildings tend to follow a more conventional model.*
- *Away from urban centres the provision of parking becomes a key issue in terms of external space.*

The 'Cul-De-Sac' typologies;

".....usually feature a very clear hierarchy of a main distributor road from which flow a series of cul-de-sacs, some as small as a dozen houses and others which include a branching layout with housing. Cul-de-sac areas are frequently criticised both for their lack of legibility and permeability. The use of consistent building types repeated throughout an amorphous layout can make it difficult to distinguish easily between different streets. The nature of the layout is also to funnel movement on to the main spine road, making walking and cycling around the area much less efficient than it could be."

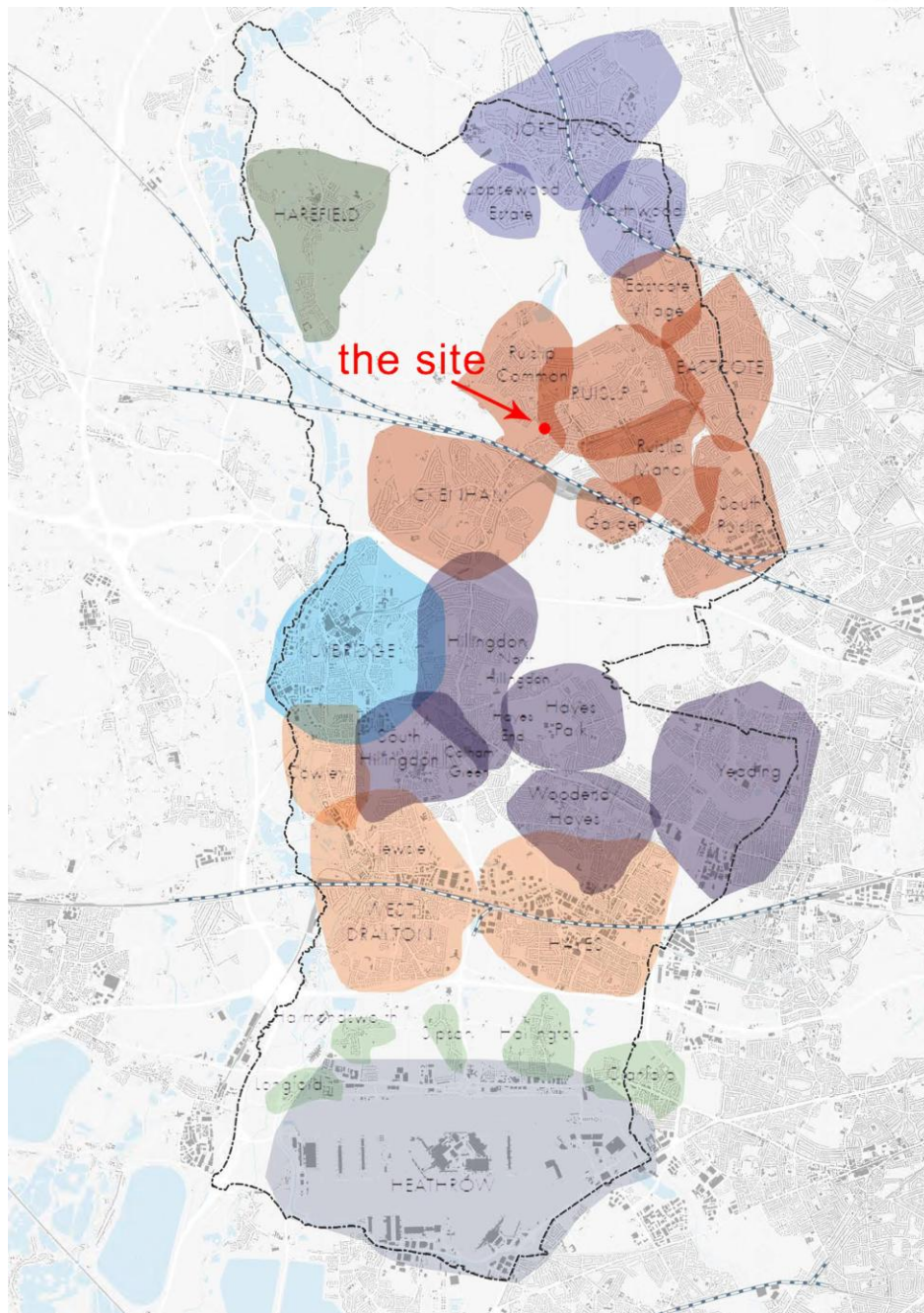
The area's key characteristics include:

- *Winding network of roads based on main distributor roads with residential tributaries.*
- *Building design tends to be relatively homogenous, but without any unifying order or plan.*
- *Cars and parking are a dominant form of the layout.*

3.1.52 The Hillingdon Townscape Character Study (October 2023) also identifies an extensive range of 'places' across the borough...

"The borough has evolved as a collection of villages and larger settlements which have grown and, in many instances, coalesced over time. Whilst the definition between places may no longer be so geographically clear, each place still retains its own character and identity. This is evident in the street pattern and architecture of the original centres and names used to describe places."

...of which the Site falls within both the 'Ruislip' and 'Ruislip Common' 'zones'.

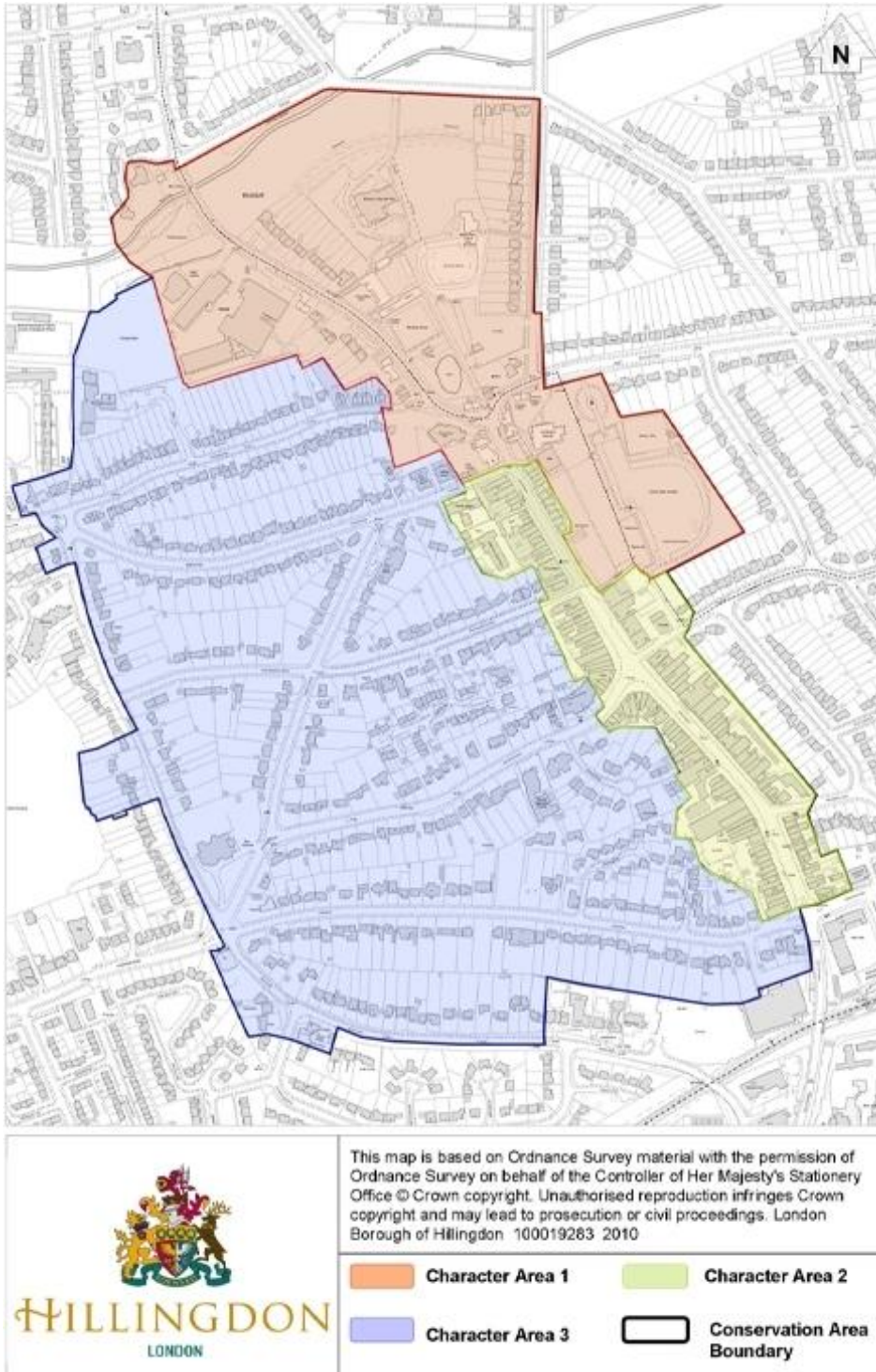


Hillingdon Places (Hillingdon Townscape Character Study October 2023)

- 3.1.53 Whilst the Hillingdon Townscape Character Study (October 2023) does not describe in any great detail the significance between the distinctions made between the characters of the 'Ruislip' and 'Ruislip Common' zones it does state;

“Ruislip as a name now covers a significant area, although to most local residents Ruislip itself is focused around Ruislip High Street and the residential areas to the immediate west and east. Separate suburban residential estates were developed to the west and south of the heart of Ruislip. The significant Metroland neighbourhood around Bury Street is known by some as Ruislip Common, given its proximity to the extensive wooded common land to the north.”

- 3.1.54 Nonetheless such 'distinctions' between a 'busy high street / medieval village' area and 'metroland / leafy suburban fringe' (and subsequent further suburban areas to the south west of the Site) is exemplified within the Ruislip Village Conservation Area Appraisal (July 2010).



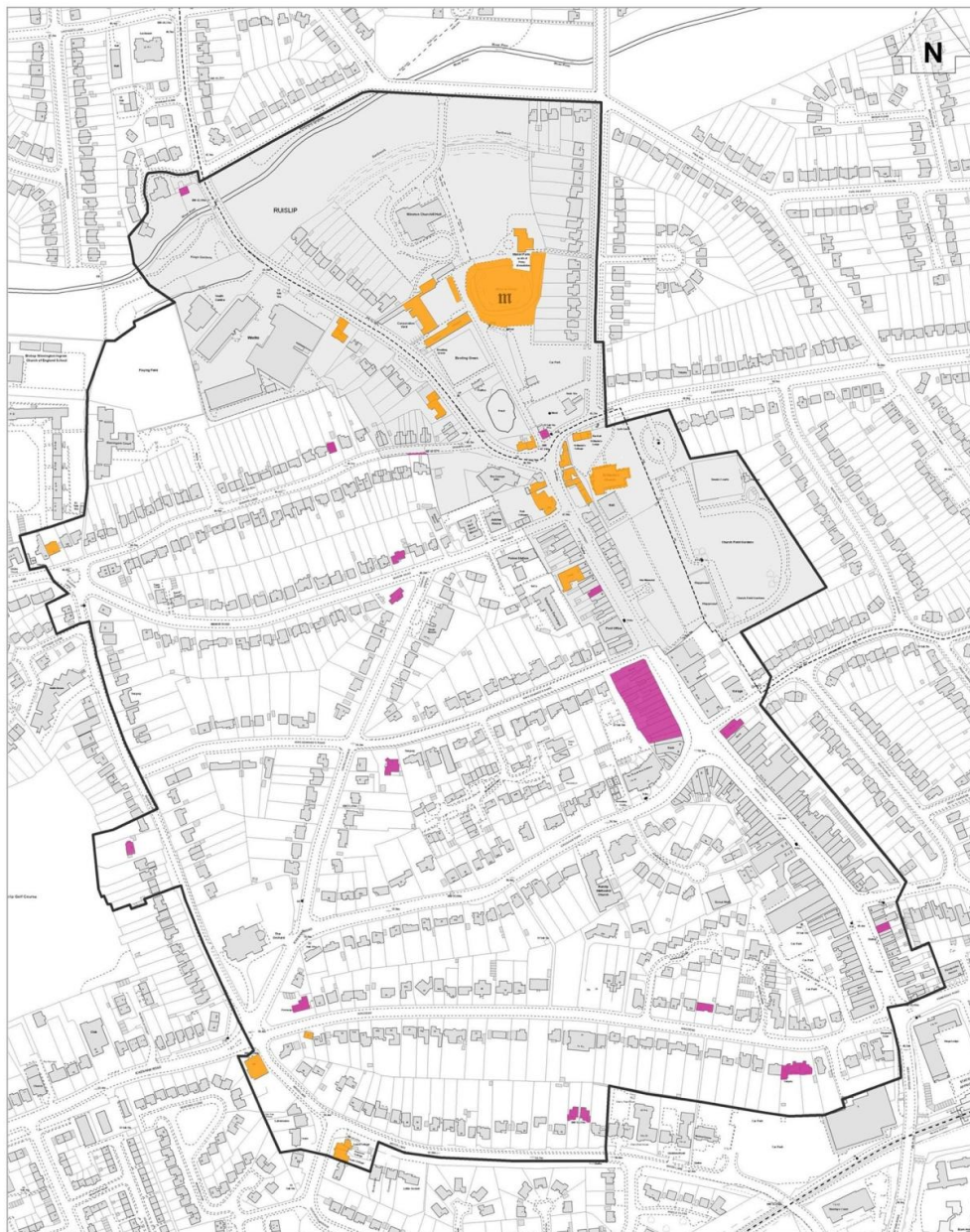
Character Areas (Ruislip Village Conservation Area Appraisal (July 2010))

3.1.55 Within the Conservation Area Appraisal (July 2010) the Site falls within 'Character Area 3 – The residential area to the west of the High Street' which is described as having a “spacious, green and leafy appearance” being ‘the result of the influence of the Garden suburb tradition on the development plans of the previous owners, Kings College’ and ‘comprises mainly 20th century houses developed as a result of the opening of the Metropolitan Line in 1904’ including ‘some earlier buildings, such as the White Bear public house, many of which are listed and which originally formed part of the hamlet of Kings End, or were located on the outer fringes of the old village centre”.

- 3.1.56 Conversely, 'Character Area 1 – Ruislip Village Centre' *"contains the core of the original village. Centred at the meeting of ancient routes, the area includes some of the most historically important buildings and spaces within the Borough. The area still appears very much as a village with a distinct rural character. This is derived from the type and scale of the buildings and the quality of the open spaces associated with them."*
- 3.1.57 'Character Area 2 – The High Street' is described as *".....a busy shopping street. Whilst the shop fronts are generally unremarkable, the decorative detailing at first floor and above is of considerable visual interest, exhibiting a variety of lively decorative detailing, most of which is characteristic of the architecture of the 1920s and 1930s.....and their appearance was very much influenced by the Arts and Crafts "cottage" tradition with rendering, applied half timbering and plain tiled roofs."*
- 3.1.58 The Conservation Area Appraisal also states that *'Sharps Lane, Wood Lane, Ickenham Road, Manor Road and Church Avenue were originally medieval lanes and footpaths that were developed as the area grew into one of London's better quality "Metroland" suburbs.'*

Cultural Heritage

- 3.1.59 In accordance with the Conservation Area Appraisal (July 2010), the Site falls within the Ruislip Village Conservation Area (extended 2009) being located on the western fringe of the area. In total the Conservation Area includes 23no. statutory listed buildings, 26no. Locally listed buildings and 1no. Scheduled Ancient Monument.
- 3.1.60 There are a number of significant buildings and structures within the 'original' Conservation Area listing (1969), most notably those associated with the Manor Farm complex (the Little Barn, the Great Barn and Grade II listed Manor Farm house), the motte and bailey (Scheduled Ancient Monument) and St Martin's Church and grounds.
- 3.1.61 There are a total of six listed buildings (3no. Grade II listed) within 200m of the Site boundary as follows;
1. 'The Bear' Public House is located within 50m of the Sites southernmost corner, being of 18th century construction this building is Grade II listed and forms part of the historical remains of the old hamlet of Kingsend along with the cottages noted in item 4.
 2. No 65 Kingsend (Orchard Cottage) is a small late 17th century weather boarded cottage which is Grade II listed and is situated around 50m south east of the Sites southern boundary.
 3. Situated within 40m south west of the Sites southern boundary (directly opposite Orchard Cottage) is 'Fiveways' – a substantial Georgian style dwelling which has been converted into apartments and is Locally listed. There are dense hedgerows and large mature trees located along the northern and southern curtilage which fronts Ickenham Road.
 4. A small group of timber framed houses, which includes Laurel Cottage, Primrose Cottage and Tudor Cottage are located on the junction Wood Lane and Chichester Avenue, approximately 160m south southeast of the Sites southern boundary. These buildings have white painted facades, date between 17th & 19th century and are Grade II listed.
 5. Located around 130m to the north east of the Sites north eastern corner is 21 King Edwards Road, includes steeply pitched roofs which form a turret like feature and is Locally listed.
 6. 120 Sharps Lane is considered to be an early cottage (possibly 18th century) it is located approximately 75m north west from the Sites north western corner. This Locally listed building is set well back from Sharps Lane and set within mature gardens.

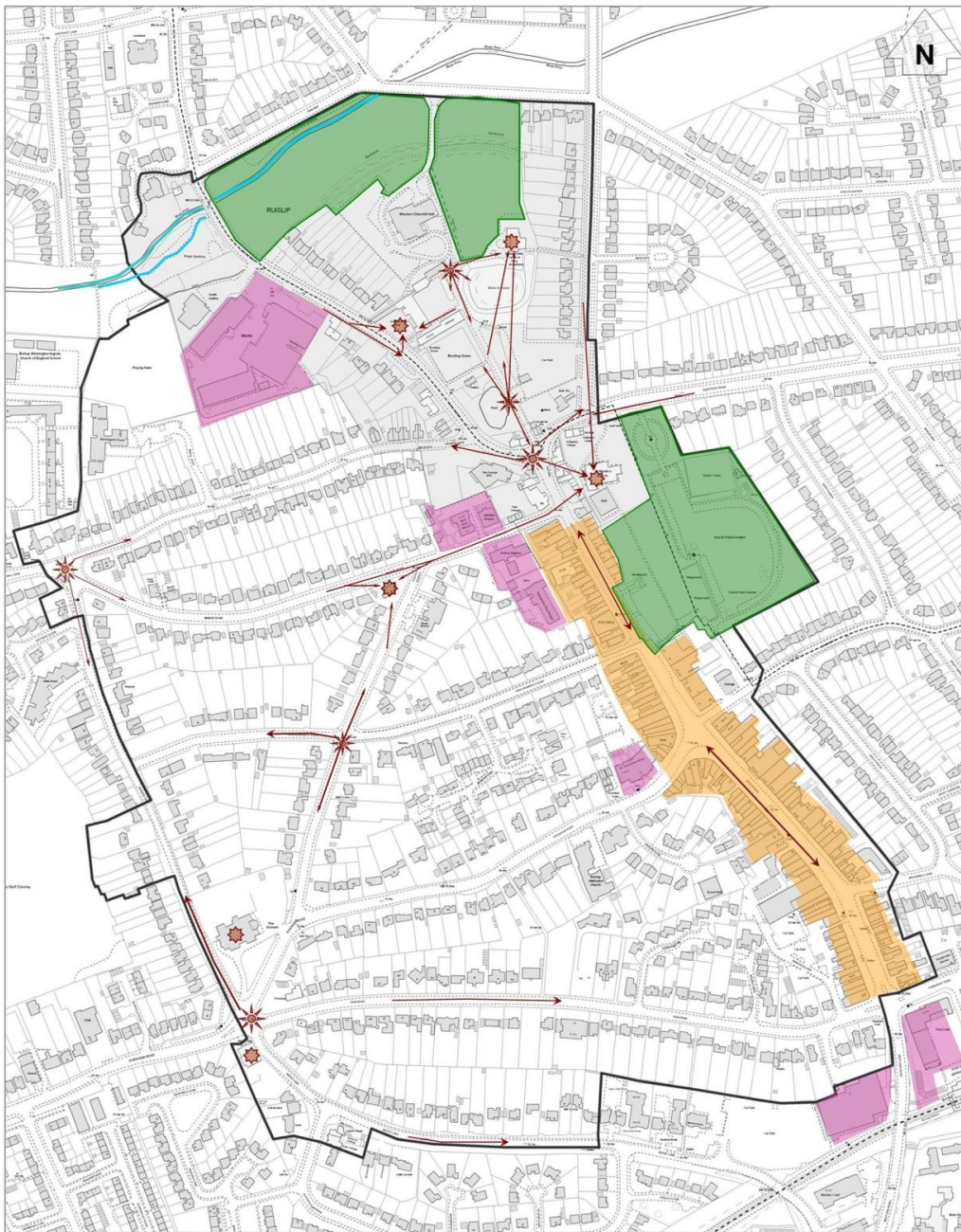


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	<p>III Scheduled Ancient Monuments</p> <p>Orange square: Listed Buildings</p>	<p>Light grey square: Ruislip Village Conservation Area 1969</p> <p>Pink square: Locally Listed Buildings</p>	<p>Black outline: Ruislip Village Conservation Area (Extended) 2009</p>

Ruislip Village Conservation Area Boundary (Ruislip Village Conservation Area Appraisal (July 2010))

3.1.62 In addition to the Grade II listed buildings and Local listed buildings noted within Conservation Area Appraisal (July 2010), there are a series of focal areas identified on the Overall Townscape Evaluation map. Those in relative proximity to the Site include the fiveways junction of Ickenham Road, Sharps Lane, Wood Lane & Kingsend as well as the junction of

Church Avenue & King Edwards Road and also the junction of Sharps Lane, Manor Road & Hill Lane.



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<ul style="list-style-type: none"> Focal Points Local Landmarks Key Local Views 	<ul style="list-style-type: none"> Plots fronting Ruislip High Street, providing visual interest Green Spaces fronting main roads Large Scale buildings

Overall Townscape Evaluation (Ruislip Village Conservation Area Appraisal (July 2010))

- 3.1.63 Furthermore the Overall Townscape Evaluation identifies various buildings (whether statutory listed or not) as 'Local Landmarks'. Immediately adjacent to the Site is the Grade II listed building 'The Bear' Public House as noted in item 1 of 3.1.53. More significantly the 'Orchard' public house building located on Site is also recognised 'Local Landmark' being cited as *"built originally as a small bungalow and has over the years developed into a large establishment. It once had a famous restaurant and has a long history within the area"* within the Conservation Area Appraisal.
- 3.1.64 The Orchard building does have a historical significance within the area including having being used for accommodation during the second world war for Polish airman, which is commemorated with a one-third replica model Spitfire mounted on two steel rods and listed as a memorial (Imperial War Museum No. 2185 (UKNIWM)).



Location of Spitfire memorial: Hillingdon Reference No. HWM027

- 3.1.65 Conservation Area Appraisal (July 2010) also states Whilst there are no public green spaces within the Character Area, street and garden trees, mature hedges and grass verges are important elements, which together with the planting in front gardens, give the area a green and sylvan appearance.
- 3.1.66 In addition the Conservation Area Appraisal (July 2010) also states *"Whilst there are no public green spaces within the Character Area, street and garden trees, mature hedges and grass verges are important elements, which together with the planting in front gardens, give the area a green and sylvan appearance."* And that *"The architecture of this area very much reflects the main period of its development. There is a very strong Arts and Crafts influence to the design of the houses and also a good number of styles more typical of the later 1930s. Perhaps one of the most important characteristics of the area is the decorative detailing of the buildings. This is of a good standard, in many cases highly imaginative and incorporating the use of traditional materials and finishes."*
- 3.1.67 Finally the Conservation Area Appraisal recognises the negative impacts on certain developments around the Site by stating *"The over sized gable of the modern Ruislip Methodist Church (located around 320m eastward from the Site) makes a striking contrast to the houses"* and that the *"Thomas More Building (positioned approximately 350m Eastwards from the Site)..... whilst not unattractive in design, is considered to be over dominant in the street-scene and appears as an incongruous element in local townscape."*

3.2 DEVELOPMENT PROPOSALS

- 3.2.0 The design of the proposed development has been prepared by KLH Architects. This has been prepared in accordance with a series of urban design principles to address the criteria of the National Planning Policy Framework as described within the Design and Access Statement.
- 3.2.1 The proposed development involves the demolition of the existing "Orchard" (Former Beefeter) public house as well as the modern Premier Inn building extension, the removal of sections of established hedgerows fronting Ickenham Road, the relocation of the existing war memorial to a more prominent position in the street scene and creation of a new retail food store with landscaping and associated works.
- 3.2.2 The design of the layout and location and shape of the building has evolved to maximise the opportunities provided by the Site including the screening provided by existing vegetation.

3.3 PREDICTION OF TOWNSCAPE EFFECTS

- 3.3.0 The anticipated effects of the proposed development on the townscape character have been evaluated in relation to the statutory and non statutory landscape designations or classifications, the townscape character assessment and the individual townscape elements and features.

Sensitivity of the townscape character

- 3.3.1 The proposed development falls with the Townscape Character Assessment 'Residential Area' land use and within the 'Large Suburban' morphology, the assessment also identifies the site as falling within the 'Ruislip' and 'Ruislip Common' 'places'. The Conservation Area identifies the Site as falling within the western fringe of 'Character Area 3' noted as 'The residential area to the west of the High Street'. In addition to these character areas there are several other typologies / character areas that surround the site as identified between items 3.1.45 to 3.1.50.
- 3.3.2 The 'Large Suburban' morphology can be summarised as being low density with built form of varied scale and appearance which has a degree of individuality. The morphology is also considered to be evocative of a rural rather than urban character, with informal composition and large plot frontages contributing and defining the character of the streets. Of particular note with regard to the key characteristics is the statement that;

"The landscaping of the front gardens with hedges and mature trees means that the green infrastructure can play a more significant role in the character of the street than any individual building."

The Site is located to the western edge of the 'Large Suburban' typology with the surrounds of the Site being typical of the key characteristics. Therefore, the overall 'Large Suburban' character morphology is considered to be of 'Moderate Value' with a 'Medium Susceptibility to Change'.

- 3.3.3 'Metroland' typologies can be summarised as block style developments of an informal structure with street trees and garden planting playing a significant role in the character of the street scene. The 'Metroland' character morphology is a significant development type within the district, underpinning and informing much of the development types that followed, it is a significant character category throughout the borough but is common and as such can be considered to be of 'Low Value' with a 'Low Susceptibility to Change' due to the distance from the Site.

- 3.3.4 The 'Plotland' typology is similar to the 'Metroland' typology, comprising a greater variety of form and architectural style and similar to the 'Metroland' typology is considered to be of 'Low Value' with a 'Medium Susceptibility to Change' given its proximity to the proposed development.
- 3.3.5 'Secondary Centres' typologies are classified as a 'minor centre' in planning terms but sometimes contain elements of the historic fabric of the borough, which is the case when considering the character of the High Street in Ruislip. On this basis this character typology can also be considered to be of 'Moderate Value' but with a 'Medium Susceptibility to Change' given the proximity of the area to the proposed development.
- 3.3.6 The 'Rural / Historical Fragments' typology is of key significance to the borough of Hillingdon and provides 'a sense of identity and history to the more modern suburbs. This distinct and important character area is considered to be of 'Major Value' due to its relative rarity and significance to the locale with a 'Medium Susceptibility to Change' given its proximity to the proposed development.
- 3.3.7 'Garden City Style Estate' typologies are largely public sector driven developments with a similar characteristic to that of the 'Metroland' typology, being of a perimeter block style layout but with a flexible rather than regular composition. This character area is considered to be of 'Low Value' given its relative age and lack of architectural merit (in to the 'Metroland's) with a 'Medium Susceptibility to Change' due to its closeness to the Site.
- 3.3.8 'Apartment' typologies are a relatively modern intervention to pressures of population growth. These character areas are generally not in keeping with the wider character of the Hillingdon with a mass and scale that exceeds the historical context of the borough. Therefore, these character areas are considered to be of 'Low Quality' with a 'Low susceptibility to Change'.
- 3.3.9 There are a few examples of the 'Cul-De-Sac' typology present within the Site's locale. Being of relatively small scale and with little urban planning merit these areas are also considered to be of 'Low Quality' with a 'Low Susceptibility to Change'.
- 3.3.10 Conservation Area Appraisal - 'Character Area 1' Ruislip Village Centre, comprising a variety of Listed buildings and a Scheduled Ancient Monument this area is of 'Major Value' with a 'Medium Susceptibility to Change' based on the distance from the proposed development and that this area could 'relatively accommodate the proposed development without undue consequences for the baseline situation.'
- 3.3.11 Conservation Area Appraisal - 'Character Area 2' High Street is primarily comprised of commercial parades with a generally unremarkable ground floor character. Due to its character only, it is considered to be of 'Moderate Value' with a 'Medium Susceptibility to Change'
- 3.3.12 Conservation Area Appraisal - 'Character Area 3' Residential; is essentially a 'residential suburb' and the development proposals comprise a screened built form (of comparable mass, scale and height to the existing) with a landscaped frontage. Based on the character of this area it is considered to be of 'Moderate Value' and that the proposals can be accommodated without undue consequences for the maintenance of the baseline situation and therefore has a 'Low Susceptibility to Change'

Residual effects

- 3.3.13 The proposed development is considered to have a potential moderate adverse effect on the townscape character areas identified as 'Rural/Historic Fragments' / 'Ruislip Village

Centre', with a minor adverse effect on those areas identified as 'Secondary Centre's / 'High Street'. It is regarded that there would be negligible effects to the suburban character areas surrounding the Site ('Metroland' / 'Plotland' / 'Garden City Style Estate') and neutral effects to the 'Apartment' / 'Cul-De-Sac' typologies.

Table 3.1				
TCA Receptor	Value	Susceptibility to change	Sensitivity	Magnitude of change
'Large Suburban' morphology	Moderate	Medium	Moderate	Minor
'Character Area 3' Residential	Moderate	Low	Low	Minor
Character Areas surrounding the Site:				
'Metroland'	Low	Low	Low	Negligible
'Plotland'	Low	Medium	Low	Negligible
'Secondary Centre'	Moderate	Medium	Moderate	Minor
'Rural Fragments'	Major	Medium	Moderate	Moderate
'Garden City Style Estate'	Low	Medium	Low	Negligible
'Apartment'	Low	Low	Low	Neutral
'Cul-De-Sac'	Low	Low	Low	Neutral
'Character Area 1' Ruislip Village Centre	Major	Medium	Moderate	Moderate
'Character Area 2' High Street	Major	Medium	Moderate	Minor

3.3.14 Although the above table shows the proposed development to have a moderate adverse magnitude of change to the some of the surround character areas (due to the significance of those character areas), when assessed together the character of the immediate townscape surrounding the Site is considered to have a moderate value with a medium to low susceptibility to change and moderate to low sensitivity which results in a moderate to minor adverse magnitude of change.

Cultural Heritage

3.3.15 The proposed development is located within a designated Conservation Area with 3 Grade II Listed buildings and 3no. Locally Listed buildings within the vicinity. The Site is currently occupied by a building of 'Local Significance' / with a historical relevance to the area and comprises a Local Landmark War Memorial Sculpture.

3.3.16 The proposed development is located within the Ruislip Village Conservation Area designation which is of 'Major Value, but is considered to have a 'Medium Susceptibility to Change' due to the revised Conservation Area Boundary and the Site being located on the western fringe of the area (i.e the furthest point from higher significant listings).

- 3.3.17 'The White Bear' Public House and No.65 Kingsend (Orchard Cottage) are Grade II listed and is therefore of 'Major Value' and given its proximity to the development is considered to be of 'High Susceptibility'
- 3.3.18 Similarly, the collection of dwellings known as Laurel Cottage, Primrose Cottage and Tudor Cottage are also Grade II listed and of 'Major Value' however due to their relative distance from the Site (in comparison to the above) are considered to be of 'Medium Susceptibility'.
- 3.3.19 The Substantial Georgian dwelling know as Fiveways is Locally Listed and as such is of 'Moderate Value' and is considered to be of 'High Susceptibility' due to its proximity to the proposed development.
- 3.3.20 The other two Local Listed buildings identified previously (21 King Edwards Road and 120 Sharps Lane) are also considered to be of 'Moderate Value' but regarded as being of 'Medium Susceptibility' due to the distance from the proposals, the intermediate cover afforded by existing vegetation and residential developments and their built form being set back.
- 3.3.21 The Orchard Public House is located upon the Site and is proposed to be demolished to accommodate the planned development. The building is considered to be a 'Local Landmark' as identified within the Overall Townscape Assessment (Ruislip Village Conservation Area Appraisal (July 2010) and there is a relevant local history surrounding the property. The Orchard is therefore considered to be of a 'Moderate Value' (since the building is not listed and is of local importance only) with a 'High Susceptibility' since the proposals will require its loss.
- 3.3.22 Finally, the model Spitfire War Memorial (Imperial War Museum No. 2185 (UKNIWM)) is a local Landmark and is therefore of 'Moderate Value' with a 'High Susceptibility' given the proposals require its re-location.

Residual effects

- 3.3.23 Ruislip Village Conservation Area is considered to have a Moderate sensitivity to the development proposals due to the fact that the Site is located on the western edge of the area in land that was previously undesignated. Whilst it cannot be ignored the potential impacts the development would have on historic features of the Conservation Area it must also be recognised that such effects would be magnified were the proposals to take a more prominent position within the Conservation Area. Therefore, the proposed development would have a Moderate Adverse effect upon the Conservation Area as a whole.
- 3.3.24 Similarly, the Bear Public House and Orchard Cottage are regarded as highly sensitive to the proposed development (due to thier proximity) however, when considering the setting of the area (being located along a primary route / network of existing roads) the proposals are assessed as having a moderate adverse effect on these cultural assets.
- 3.3.25 Laurel Cottage, Primrose Cottage and Tudor Cottage are somewhat screened from the proposed development by existing vegetation and residential developments, their sensitivity to the proposals is therefore considered to be 'Moderate' with a moderate adverse effect.
- 3.3.26 Being located in the immediate vicinity to the Site, Fiveways is considered to be of 'High Sensitivity' with the development proposals having a moderate adverse effect on this cultural asset.

Table 3.2				
TCH Receptor	Value	Susceptibility to change	Sensitivity	Magnitude of change
Ruislip Village Conservation Area	Major	Medium	Moderate	Moderate
Bear PH	Major	High	High	Moderate
65 Kingsend	Major	High	High	Moderate
Laurel Primrose Cottage and Tudor Cottage	Major	Medium	Moderate	Moderate
Fiveways	Moderate	High	High	Moderate
21 King Edwards Road	Moderate	Medium	Moderate	Moderate
120 Sharps Lane	Moderate	Medium	Moderate	Moderate
The Orchard PH	Moderate	High	High	Substantial
Spitfire War Memorial (No.2185)	Moderate	Moderate	Moderate	Minor

- 3.3.27 21 King Edwards Road and 120 Sharps Lane are located to the north of the development and screened by existing vegetation and existing residential development, they are therefore considered to be of 'Moderate Sensitivity' to the proposed development, with a moderate adverse effect.
- 3.3.28 The Orchard Public House would naturally be a 'High Sensitivity' and the proposals would have a substantial adverse effect.
- 3.3.29 The Spitfire War Memorial is considered to have a 'Moderate Sensitivity' to the development proposals based on the fact that the intent is to retain and relocate this landmark. Given that this feature is to be retained, relocated to a more prominent position to the public domain and set within a landscape setting the proposals are considered to have a minor beneficial effect on this particular cultural asset.

4.0 ASSESSMENT OF VISUAL EFFECTS

The following section provides a summary of the baseline or current condition of the site and surrounding area informed by the desktop and field surveys against which the likely visual effect of the development proposals is to be assessed.

4.1 BASELINE CONDITIONS

Key Features

- 4.1.0 The study area includes a number of landmark buildings or features including Grade II Listed buildings as identified previously as well as the area being situated within the Ruislip Village Conservation Area extension.
- 4.1.1 The existing 'Orchard' Public House is a period structure which has a relatively long recorded history and is sited within the Ruislip Village Conservation Area Appraisal (July 2010).
- 4.1.2 The area in which the Site is located is described as being low density with built form of varied scale and appearance which has a degree of individuality, to be evocative of a rural rather than urban character, with informal composition and large plot frontages contributing and defining the character of the streets. When considering the Site and its surrounds; much of what is stated within the character assessment is accurate, however the Site and its immediate surrounds are located at a busy road junction, with Ickenham Road in particular being a primary vehicular arterial corridor within Ruislip which does detract somewhat from this 'rural' setting.
- 4.1.3 As stated within the Hillingdon Townscape Character Study (October 2023) the *"The landscaping of the front gardens with hedges and mature trees means that the green infrastructure can play a more significant role in the character of the street than any individual building."* Whilst it is noted the significance of the built form within the study zone, with an array of designated buildings and structures, it is the landscape within the area that contributes to the 'green and leafy' aspects surrounding the Site.
- 4.1.4 The immediate surrounds of the Site and beyond are comprised of a varied of mature large-scale vegetation which affords the Site a certain degree of screening from much of the wider context. Whilst there is a sense of a 'local centre' to the east of Ickenham Road (based primarily on this being a principal route) the 'Ruislip Village Centre' or 'The High Street' are not directly visible from the Site or its periphery.
- 4.1.4 Views along the eastern section of Ickenham Road towards High Street are typical of previous character descriptions with larger scale residential dwellings of varied forms contributing to a low-density suburban setting. Views along the western section (from the Site) tend to comprise more regimented residential forms, with a lack of green infrastructure in comparison and also contain elements which detract from the overall character of the area such as retail frontages, petrol stations and railway yards.
- 4.1.5 Similarly views along Kingsend appear to be 'in-keeping' with the character assessments with longer range views towards the High Street comprising larger modern apartment buildings which undermine the character of the area. Views along Wood Lane also resonate with the character descriptions of the area albeit with a slightly more open aspect comprising several deep grass verges. However, these views are imperceptible from the Site and its periphery.
- 4.1.6 Views northwards along Church Avenue and Sharps Lane are also typical of previous character descriptions of the vicinity with arguably the latter appearing to be 'quieter' and

more 'rural' in nature. But, once again much of these views are imperceptible from the Site and its periphery.

- 4.1.7 The principal views of and around the Site are located primarily adjacent to the Site's southern boundary as identified by way of the 'Visual Envelope' within Figure 09. Photograph Viewpoint Location Plan.



Zone of Theoretical Visibility

Zone of Theoretical Visibility

- 4.1.8 The visibility of the site and the proposed development has been assessed through the creation of a Zone of Theoretical Visibility (ZTV) plan (refer Figure 08. Zone of Theoretical Visibility Plan) which illustrates the visibility of the proposed development taking into account the landform only, excluding buildings and vegetation that may screen the development.
- 4.1.9 The field survey centred on the Site has identified the localised screening effect of landform, built form and vegetation. As identified on the ZTV views of the site are contained primarily to the immediate south and east of the Site, with longer range views screened by landform rising by circa 20m AOD to the north, land form falling by circa 10m to the west and south, the slight decreases in ground level eastwards combined with existing built form and mature vegetation.

- 4.1.10 To the north the landform rises significantly towards Ruislip woods (up to circa 90m AOD) which, as previously identified, comprise a series of large-scale woodlands that prohibit long range views towards the site. To the west of the Site is situated Ruislip Golf Centre with associated golf courses and mature screening vegetation which prohibit views of the Site (at the time of the survey) from further eastwards.
- 4.1.11 Views of the Site from Public Rights Of Way U41, U49, R103, R104, R 105, R106 and R145 (as those identified as being within or adjacent to longer range views within the Zone of Theoretical Visibility) were indiscernible at the time of the field survey due to dense canopy cover and mature vegetation.

Visual receptor groups

- 4.1.12 The ZTV and field survey have identified a number of potential visual receptors (individuals and / or defined groups of people who have the potential to be affected by a proposal) including:
- Residential properties within 200m of the Site
 - University & Hospital buildings within 250 m (and taller buildings within 500m)
 - Public highways within 200m (cyclists, pedestrian, drivers & passengers)
 - Ruislip Village Conservation Area (Extension)
 - Designated heritage assets (Grade II Listed and Locally Listed)
 - Non-designated heritage assets (local landmark)



Viewpoint Location Plan

Representative Viewpoints

- 4.1.13 A number of views of the Site were identified within the field survey and the following viewpoints were selected to be representative of the views afforded to the visual receptors in order to assess the likely effects of the proposed development (refer to Figure 09. Photograph Viewpoint Location Plan).

Table 4.1 Viewpoints	
Viewpoint	Location
1	Sharps Lane
2	Junction of Ickenham Road & Wood Lane
3	Junction of Wood Lane & Kingsend
4	Ickenham Road (adj Fiveways)
5	Ickenham Road (adj No.49-51)
6	Church Avenue (opp No.1)
7	Ickenham Road (adj No.29)

4.2 DEVELOPMENT PROPOSALS

- 4.2.0 The proposed development involves demolition of the existing 'Orchard' Public House and Premier Inn Hotel buildings and creation of a single storey purpose-built retail food store of a similar mass, scale and height as those existing.
- 4.2.1 Whilst of similar scale and mass as those existing buildings the proposed built form will be located approximately 16m further south than the existing buildings and the eastern façade will sit around 10m eastwards of the existing 'Orchard' Public House.
- 4.2.2 The proposals will retain the scope of existing parking areas for re-use and also retain and enhance the sites boundary vegetation (where feasible) with associated landscape works.
- 4.2.3 The design of the layout and location of the facilities have evolved in response to the various site assessments including the potential to mitigate the likely visual effects on identified receptors whilst maximising the sites opportunities to meet the needs of the local community.
- 4.2.4 The existing Local Landmark 'Spitfire' war memorial (Imperial War Museum No. 2185 (UKNIWM)) is to be relocated to a more prominent position within the street scene, being incorporated into a landscape setting which will enhance its commemorative nature.

4.3 PREDICTION OF VISUAL EFFECTS

Zone of Theoretical Visibility

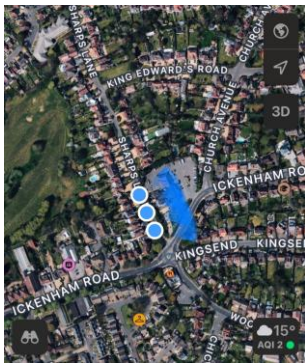
- 4.3.0 The Zone of Theoretical Visibility previously identified has been refined through site visits to confirm the localised screening effect of built form and vegetation establishing the likely visual envelope of the proposed development (refer to Figure 09. Photograph Viewpoint Location Plan). This visual envelope is mostly confined to the immediate environment of the site, contained to the west, east and north by the built form and surrounding mature vegetation.
- 4.3.1 The proposed development will be visible from the south of the Site and to a lesser extent / partially visible to the immediate south east and west with ground floor and first floor views likely from properties located along Ickenham Road, Locally Listed Fiveways apartment building, Grade II Listed White Bear Public House. Partial / seasonal views are likely from residential properties located along Sharps Lane and Church Road, which comprise ground

floor and first floor views. Transient views would be limited to the immediate vicinity of Ickenham Road, Sharps Lane and to a lesser extent Church Avenue.

Visual receptors

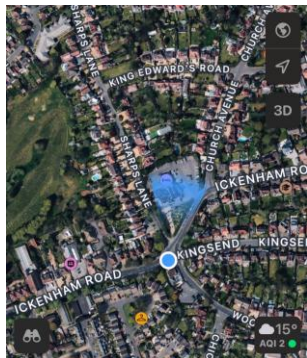
4.3.2 All the notable receptors are considered to be of **High Value**, having a **High Susceptibility to Change** and **High Sensitivity** due to them being located within the designated Conservation Area and in some instances being Listed properties. Transient receptors such as pedestrians and vehicles are also present in all instances. The likely effect that the proposed development is to have on the identified visual receptors is described within figures 10-16 and summarised below;

4.3.3



View 1 comprises a series of views taken from properties fronting the western edge of Sharps Lane, principally direct views of the Site's western boundary vegetation from the front of numbers 136-148 Sharps Lane and by association (albeit with more oblique views) properties located further northwards along Sharps Lane. The receptors are primarily residential properties which would be granted partial glimpses of the proposed development, from ground and first floor windows, through the existing vegetation. It is anticipated that the magnitude to which the development would be visible is similar to the existing situation and therefore on this basis the proposals would result in a **Negligible** visual effect and with the introduction of additional screen planting to the western boundary the impact on this view could be Neutral.

4.3.4



View 2 is a view of the frontage of the existing 'Orchard' Public House as seen across the busy road island at the junction of Ickenham Road and Wood Lane with the Grade II Listed 'White Bear' Public House to the hindmost of the viewpoint location. Ground floor and first floor views of the development will be visible from the 'White Bear' which would be slightly more prominent an impact due to the proposed built form occupying a more southerly position and the partial removal of the existing frontage vegetation which runs along the Ickenham Road Site boundary. The above therefore would result in a **Moderate Adverse** effect. The relocation of the War Memorial to a more prominent position within the street scene is considered to be of benefit to the status of the memorial

as well as the local community and combined with landscape mitigation measure to screen the development the impact of this view could then be considered to be of a Minor Adverse visual effect on the heritage asset.

4.3.5



View 3 is a minor view of the existing roofline of the 'Orchard' Public House as visible from the frontage of number 67 Kingsend at the junction of Ickenham Road and Kingsend. Partial views of the western portion of proposed built forms southerly elevation would be visible from ground floor and first floor windows to number 67 Kingsend, the effect of the changes being considered to be of **Minor Adverse** effect given the existing screening vegetation to the curtilage of Fiveways which occupies the middle ground of the view and would screen the majority of the proposals. With the inclusion of additional landscape mitigation screening measures the effect on the receptor within this view could be considered to be Negligible.

4.3.6



View 4 is of a somewhat similar vantage point to the previous view, although this is taken from the curtilage of the Locally Listed Fiveways apartment building in front of the vegetation which would screen much of the development in view 3. It is indicative of the outlook afforded to the Listed Fiveways apartment building to number 51 Ickenham Road, being situated directly opposite the Site's south eastern boundary line. As with previous views the location of the view is set on a busy arterial road, which itself impacts the quality of the setting, however the proposed reduction of the existing vegetation along the Site's Ickenham Road boundary along with the planned location of the proposed food store (being set approximately 16m south of existing building frontage) would result in a **Substantial Adverse** effect upon the identified receptors. By employing landscape mitigation measures and creating a more 'green' frontage to the overall development, and the inclusion of tree screen planting, the effect within the anticipated view could be Moderate to Minor Adverse.

4.3.7



View 5 is a view that is located opposite the junction of Church Avenue and Ickenham Road and is indicative of the oblique ground and first floor views afforded to residential receptors located from 49-51 Ickenham Road and further properties to the east. Within the view the gabled southern and partial eastern elevations of the existing 'Orchard' are clearly visible across the Site's existing vehicular access point with the Premier Inn buildings largely screened from view by the existing eastern boundary vegetation. The proposals would result in a built form of greater visual prominence than that of existing from this vantage point due in part to the relative location of the proposals in relation to the existing built form and also the removal of the vegetation located along the Site's Ickenham Road boundary. Thus, in consideration of the above the visual impact upon the receptors would result in a **Moderate Adverse** effect with little scope for mitigation measures due to the retention of the Site's existing vehicular access.

4.3.8



View 6 is a vantage point located to the east of the Site, part way along Church Avenue, directly opposite number 1 Church Avenue and represent typical views afforded transient pedestrians, vehicle users and properties located along the eastern side of Church Avenue and by association the anticipated oblique first floor views from number 1 Church Avenue itself. Much of the existing 'Orchard' and Premier Inn buildings are screened from view by the existing vegetation located along the Site's eastern boundary with only occasional glimpses of the existing roof lines visible through the vegetation. The proposed built form would result in a similar screened view since the existing eastern boundary vegetation would be retained and therefore the effect on receptors from this viewpoint is considered to be **Negligible**.

4.3.9



Finally **View 7** is a view located further eastwards along Ickenham Road than view 5, situated at the frontage on number 29 Ickenham Road and demonstrates the oblique and partially screened views afforded to properties within this vicinity and to a lesser extent those located further eastwards. Much of the existing 'Orchard' Public House and the Site is screen from view by landform, existing vegetation and mature front garden vegetation located along Ickenham Road. It is anticipated that much of the proposed built form would be similarly screened from view and therefore the effect on of the proposed development on the receptors is considered to be **Minor Adverse**.

Representative viewpoints

4.3.15 Viewpoints 1 to 7 (Figures 10 to 16) have been identified as visual receptors within the baseline visual appraisal and are considered to be representative of the views of the proposed development experienced by the visual receptor groups as previously identified including;

- Residential properties within 200m of the Site
- University & Hospital buildings within 250 m (and taller buildings within 500m)
- Public highways within 200m (cyclists, pedestrian, drivers & passengers)
- Ruislip Village Conservation Area (Extension)
- Designated heritage assets (Grade II Listed and Locally Listed)
- Non-designated heritage assets (local landmark)

4.3.16 The likely predicted and residual effects of the proposed development are described within the Figures with the findings of the assessment summarised within Table 4.2 below. To assist the prediction of the likely effects Viewpoints 1 to 7 include a wire frame visual representation of the proposed development based on a simplified google earth polygon model.

Table 4.2				
Receptor	Value	Susceptibility to change	Sensitivity	Magnitude of change
Viewpoint 1	High	High	High	Negligible
Viewpoint 2	High	High	High	Moderate adverse
Viewpoint 3	High	High	High	Minor adverse
Viewpoint 4	High	High	High	Substantial adverse
Viewpoint 5	High	High	High	Moderate adverse
Viewpoint 6	High	High	High	Negligible
Viewpoint 7	High	High	High	Minor adverse

5.0 NON TECHNICAL SUMMARY

5.1 This Townscape & Visual Impact Appraisal has been carried out to accompany the planning application on behalf of Lidl UK GmbH for the proposed demolition of the existing public house and creation of a single storey retail food store with landscaping and associated works as detailed within the design and access statement.

- 5.2 The appraisal of the visual and townscape effects has been carried out in accordance with 'Guidance for Landscape and Visual Impact Assessment', 2013, a joint publication by the Landscape Institute and Institute of Environmental Management and Assessment; based on a computer-generated zone of theoretical visibility, 500 metre radius study area and representative views.

Townscape Effects

- 5.3 The proposed development involves the demolition of the existing combined C1 class hotel and A4 class Public House erection of a Class E limited assortment discount foodstore with associated car parking, access and landscaping which is to include the retention (relocation) of the World War II commemorative Spitfire sculpture (Imperial war museum number: 2185).
- 5.4 The Site is located within the 'Large Suburban' landscape character morphology as identified within the Hillingdon Townscape Character Study October (2023) and within the 'Residential' character areas as acknowledged within Ruislip Village Conservation Area Appraisal (July 2010). Cumulatively these classifications are often described as being of a 'green and leafy', low density, with individuality of building style, 'evocative of a rural rather than urban character' with residential front garden landscape recognised as contributing a 'significant' factor in defining the character of the streets.
- 5.5 Arguably, it could be said that the Site is located on the fringe of a predominantly suburban historic residential core, with more modern development situated to the west alongside a more open landscape structure to the west and north. Similarly, the Conservation Area Appraisal (July 2010) identifies the Site as falling within the Ruislip Village Conservation Area (extended 2009), being positioned on the western fringe of this area.
- 5.6 There are several other 'Morphologies' or 'Character Areas' identified within the study area as identified within table 3.1, with a potential minor adverse effect on those areas identified as 'Secondary Centre's / 'High Street'. It is regarded that there would be negligible effects to the suburban character areas surrounding the Site ('Metroland' / 'Plotland' / 'Garden City Style Estate') and neutral effects to the 'Apartment' / 'Cul-De-Sac' typologies.
- 5.7 Due to the historical significance and somewhat rarity of the 'Rural Fragments' typology and 'Ruislip Village Centre' character area, which includes an Ancient Scheduled Monument, the possible residual effects of the development are considered to be moderate adverse.
- 5.8 However, it is considered that there would be a resulting minor adverse effect on the character areas upon which the Site is located, namely the 'Large Suburban' morphology and the 'Area 3: Residential' character area principally due to commercial developments and retail food stores within the wider vicinity or immediately adjacent to their boundary of these character areas. Cumulatively, when assessed together with the other character areas surrounding the Site, the overall character is considered to have a moderate value with a medium to low susceptibility to change and moderate to low sensitivity which results in a moderate to minor adverse magnitude of change.
- 5.9 To the immediate south of the Site, the junction of Ickenham Road, Sharps Lane, Kingsend and Wood Lane is a key junction along a busy arterial transport corridor which does detract somewhat from the character of the area along Ickenham Road.
- 5.10 There are a variety of heritage assets with Ruislip as noted within the Conservation Area Appraisal (July 2010) of which the most notable (in relation to the Sites location as identified in table 3.2) are the Grade II Listed 'White Bear' Public House and the Locally Listed 'Fiveways' residential apartment building which are situated within the immediate locale, to the south south-east of the Site. To a slightly further extent and / or without direct vantage of the Site

are located no. 65 Kingsend, Laurel, Primrose & Tudor Cottages, no. 21 King Edwards Road and no. 120 Sharps Lane. These are a collection of either Grade II Listed or Locally Listed buildings, with major to moderate values, high to medium susceptibility of change and high to moderate sensitivity with the effect of the development being considered to have a moderate magnitude of change on these heritage assets.

- 5.11 The Site is situated within the Ruislip Village Conservation Area (extended) 2009 which is considered to have a major value, a medium susceptibility to change and a moderate sensitivity with the resulting effects of development being considered to have a moderate magnitude of change.
- 5.12 The 'Orchard' Public House is located within the Site and is proposed to be demolished to facilitate the development, this building does have some historical significance within the area and whilst not listed is considered a Local Landmark within the Conservation Area Appraisal (July 2010). Given the historical significance of this building to the locality the building is considered to be of moderate value but highly susceptible and highly sensitive to the proposed development (since its loss would be necessary to accommodate the proposals), the magnitude of effect of the proposals on this landmark would be considered to be substantial.
- 5.13 The Site also includes a WW2 commemorative one-third replica model Spitfire listed as a memorial (Imperial War Museum No. 2185 (UKNIWM)) which is considered to have a 'Moderate Sensitivity' to the development proposals based on the fact that the intent is to retain and relocate this landmark. Given that this feature is to be retained, relocated to a more prominent position to the public domain and set within a landscape setting the proposals are considered to have a minor beneficial effect on this particular cultural asset.
- 5.14 In accordance with the Current Hillingdon Local Plan policy BE1 Built Environment, the proposals have been designed to mitigate the impacts upon the Local Character and Heritage Assets as far as is reasonably practicable, however given the impacts upon the Ruislip Conservation Area and those noted upon the Listed Heritage Assets it is questionable whether the proposals fully comply with policies HE1 Heritage and to a lesser extent policy BE1 Built Environment. Further evidence would therefore be required via additional assessments such as a Heritage Statement in order to determine that the loss of a Local Landmark and impacts outlined above are justified against other policies which are outside the scope of this report.
- 5.15 Likewise, the proposed development of the Site complies with elements of the National Planning Policy Framework by taking into account and responding to key objectives such as sustainability, vitality of town centres, conserving and enhancing the natural environment etc but it is questionable whether the proposals fully meet the requirement to conserve and enhance the historic environment.

Visual Effects

- 5.16 The views of Site are primarily contained to the north, east and west with only partial filtered views from these locations. This screening effect is provided by the boundary vegetation around these Site boundaries which is to be retained and further augmented by the vegetation, built form and landform surrounding the Site.
- 5.17 A number of potential visual receptors have the potential to be affected by the proposals including residential properties within 180m of the Site, including residential properties, heritage assets, public highways and Ruislip Village Conservation Area.

- 5.18 The Zone of Theoretical Visibility previously identified has been refined through site visits to confirm the localised screening effect of built form and vegetation establishing the likely visual envelope of the proposed development. This visual envelope is mostly confined to the immediate environment of the site, contained to the West and North by the built form and landform, the East by the wooded railway embankment and to the South by built form and vegetation.
- 5.19 The proposed development will be partially visible to the existing residential development along Sharps Lane and to a lesser extent to those located along Church Avenue which would comprise filtered oblique views of the proposed development of a similar scope in terms of mass and scale as is existing but with a built form of a more modern aesthetic. The impacts on these receptors is therefore considered to be negligible.
- 5.20 Viewpoints 3 and 7 represent views afforded to residential properties located along Kingsend and Ickenham Road respectively and whilst being considered high value receptors with a high susceptibility to change and a high sensitivity the views of the existing 'Orchard' Public House and subsequently those of the proposed development are limited and partial. Therefore, the impact of these views upon the receptors is considered to be minor adverse.
- 5.21 Viewpoints 2 and 5 are located adjacent to high value receptors including the Grade II Listed 'White Bear' Public House and residential properties to the immediate south east of the Site along Ickenham Road, with a high susceptibility to change and a high sensitivity these receptors are considered to be subject to a moderate adverse magnitude of change from the development proposals.
- 5.22 Receptors immediately adjacent to the Sites southern boundary include the Locally Listed Fiveways Apartment Building as well as residential properties facing the proposed development with a wide angle of view. Considering the high value nature of the receptors, their high susceptibility to change and high sensitivity alongside the nature of the change that those receptors would experience as a result of the proposed development the magnitude of the change toward these receptors is considered to be substantial adverse.
- 5.23 Whilst it is undeniable that the proposed development would impact the high value receptors within the locale, as identified within the various viewpoints, it should be noted that the existing boundary landscape along the northern, western and eastern boundaries (as well as partial retention of vegetation along the southern boundaries) are to be retained and enhanced which ultimately in terms of a visual impact would generally be negligible to minor. The largest visual effects are those exerted on the Grade II Listed 'White Bear' Public House and the Locally Listed Fiveways Apartment Building. Should landscape interventions be included within the development (as identified on Fig.17 Landscape Strategy Plan) to screen the development these receptors then the level of the impacts can be lessened or even mitigated against.
- 5.2.4 Finally the relocation of the Spitfire War Memorial should be seen as a beneficial contribution within the development.

APPENDIX A

Figure 01 Location Plan

Figure 02 Study Area Plan

Figure 03 Land Use

Figure 04 Topography Plan

Figure 05 Aerial Photograph

Figure 06 Townscape Character Areas

Figure 07 Listed Buildings & Conservation Area

Figure 08 Zone of Theoretical Visibility

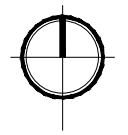


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LEGEND:
 Application Site

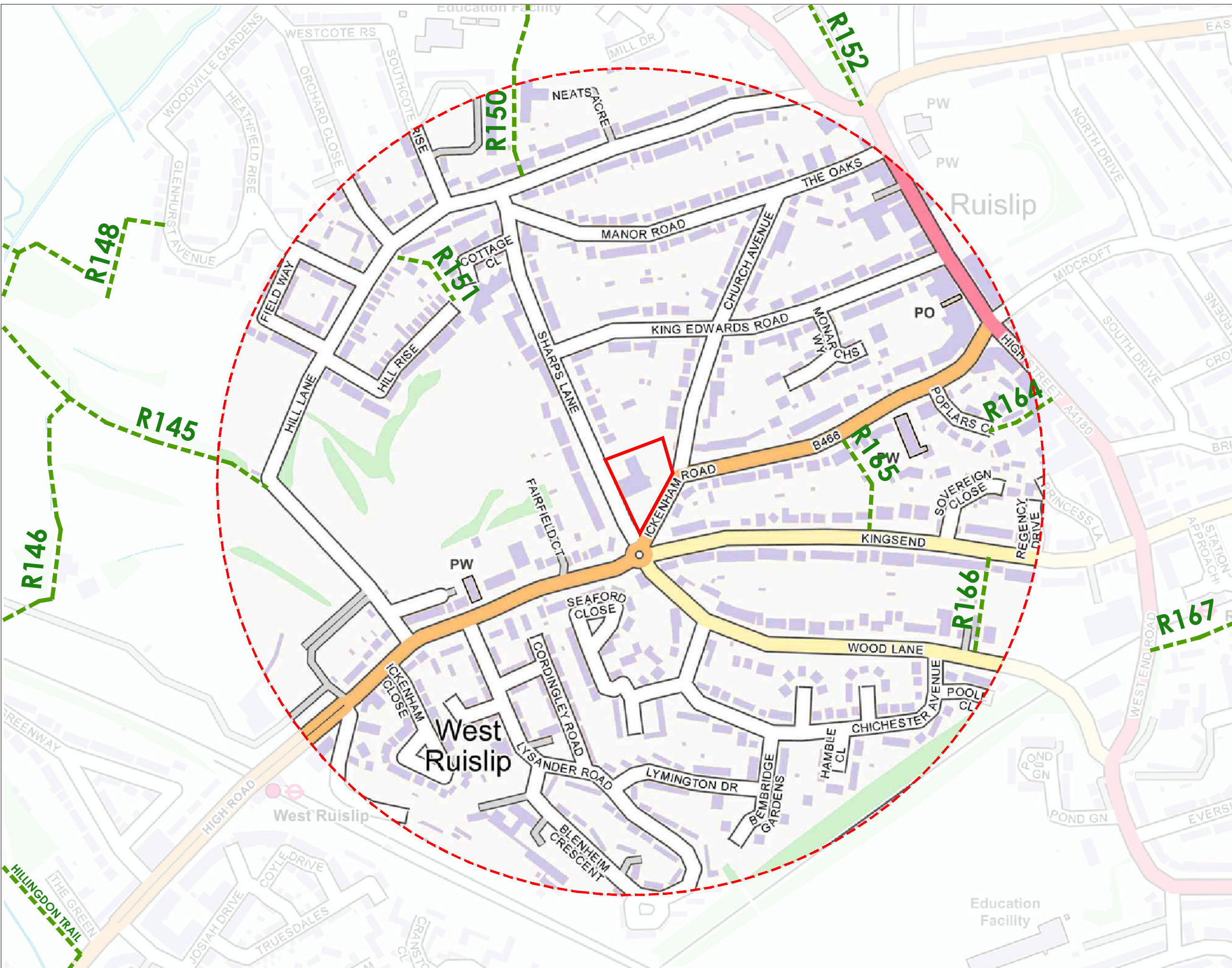


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project: Ickenham Road, Ruislip
title: Location Plan

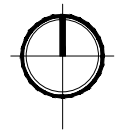
Figure: 01

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- LEGEND:**
-  Application Site
 -  Study Area (500m radii)
 -  Public Right of Way

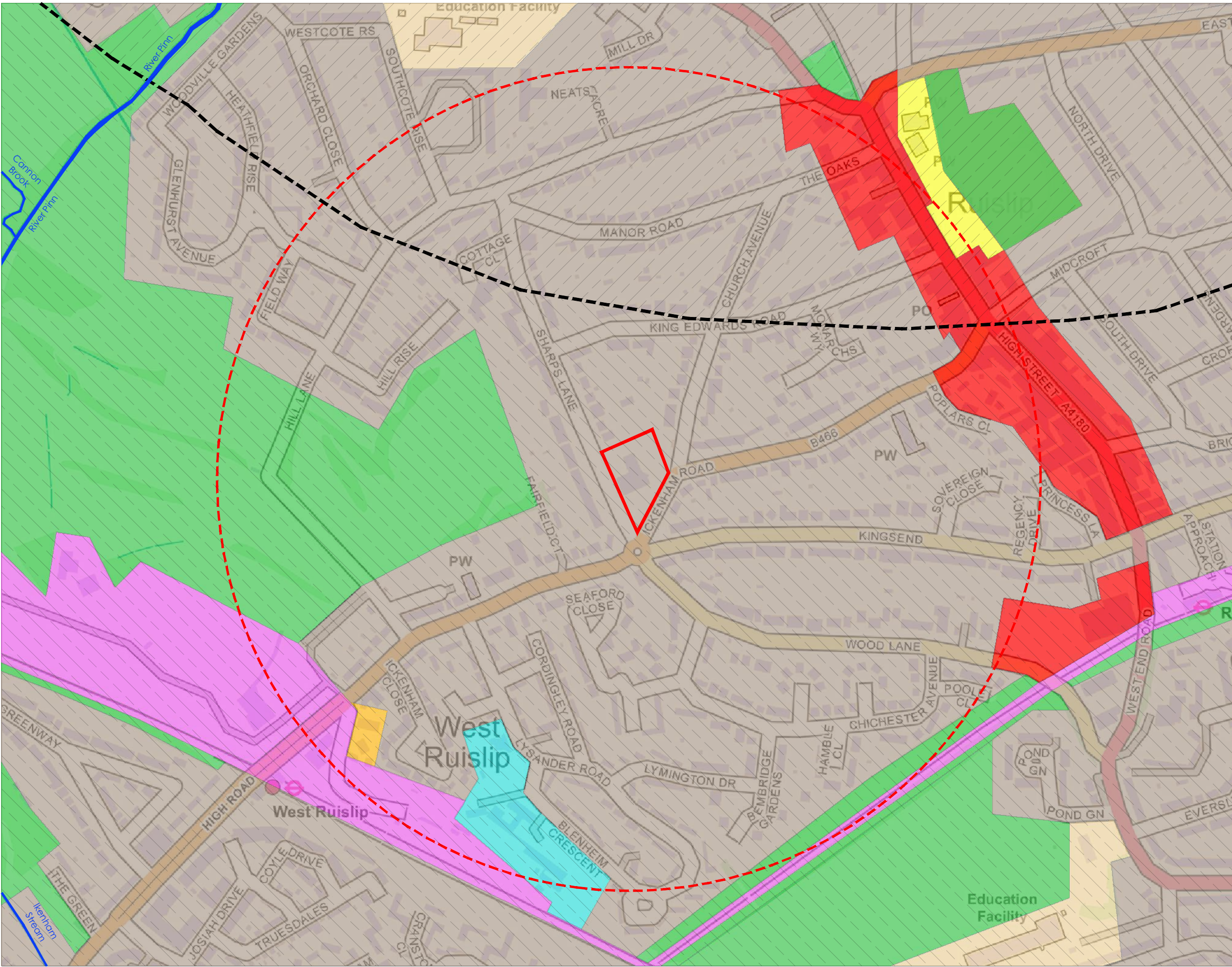


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project: Ickenham Road, Ruislip
title: Study Area Plan

Figure: 02

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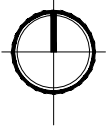
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LEGEND:

-  Application Site
-  Green Infrastructure / Open Space
-  Retail
-  Residential
-  Education
-  Ecclesiastic
-  Commercial/ Industrial
-  Public / Regional Transport
-  RAF Land
-  Ruislip Wood SSSI 1000m Buffer Zone
-  Ruislip Wood SSSI 2000m Buffer Zone

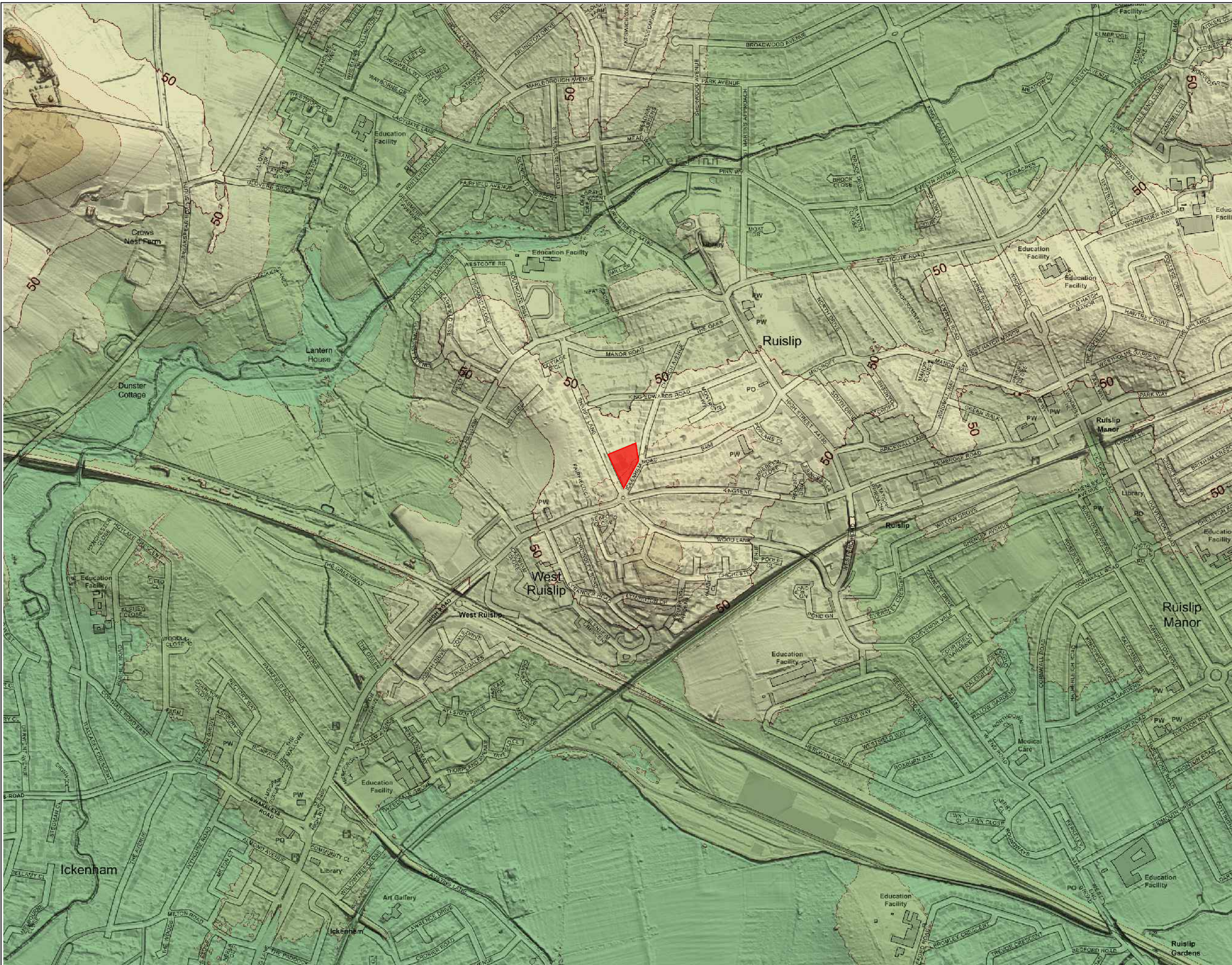


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project: Ickenham Road, Ruislip
title: Land Use Plan

Figure: 03

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










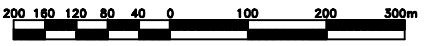
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LEGEND:

-  Application Site
-  Graphical Representation of Topography (Darker areas = Higher Ground)

Elevation Shading [metres AOD]

-  <= 35
-  35 - 40
-  40 - 45
-  45 - 50
-  50 - 55
-  55 - 60
-  60 - 65
-  65 - 70
-  70 - 75
-  75 - 80
-  80 - 85
-  85 - 90
-  > 90



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project: Ickenham Road, Ruislip
title: Topography Plan

Figure: 04

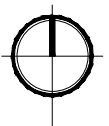
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LEGEND:

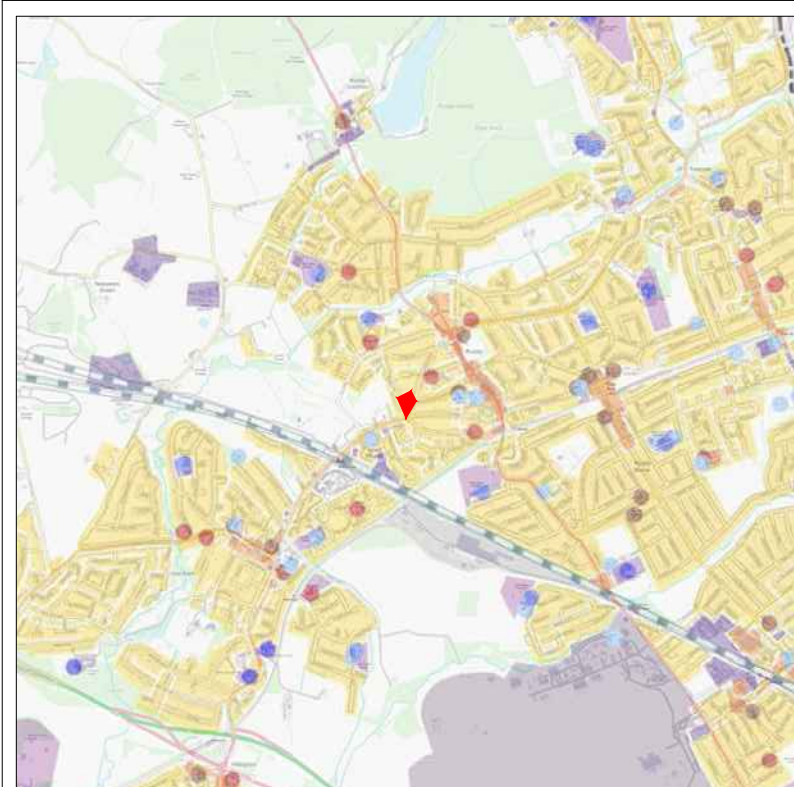


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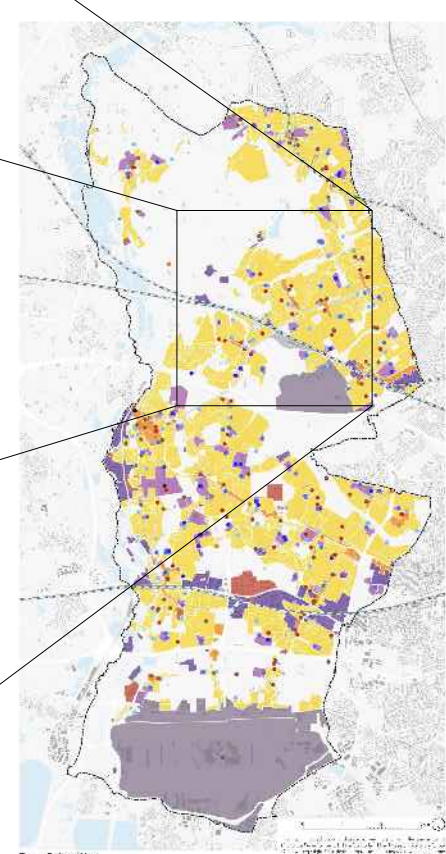
project: Ickenham Road, Ruislip
title: Aerial Photograph

Figure: 05

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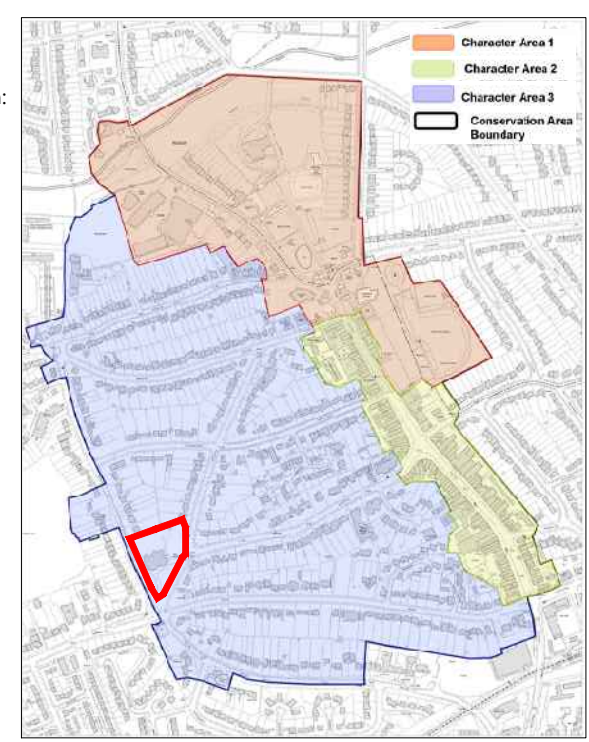


Macro Land Use Map Extract:
 'Residential Area'
 (Urban Initiatives Studio / Hillingdon Council: Hillingdon Townscape Character Study October 2023)



- Borough Boundary
- Railway line
- Childcare/Nurseries
- Children's centres
- Primary Schools
- Secondary Schools
- Theatre, cinema or arts
- Universities
- Council Offices/ Centres
- Doctors & Health Centres
- Hospitals
- Places of worship
- Industrial Sites
- Retail/ commercial centres
- Office Parks
- Residential
- Airports & environs
- Public, Civic, Institutional or Religious Use

Character Area Map Extract:
 'Residential Area to the West of High Street'
 (London Borough of Hillingdon: Ruislip Village Conservation Area Appraisal July 2010)



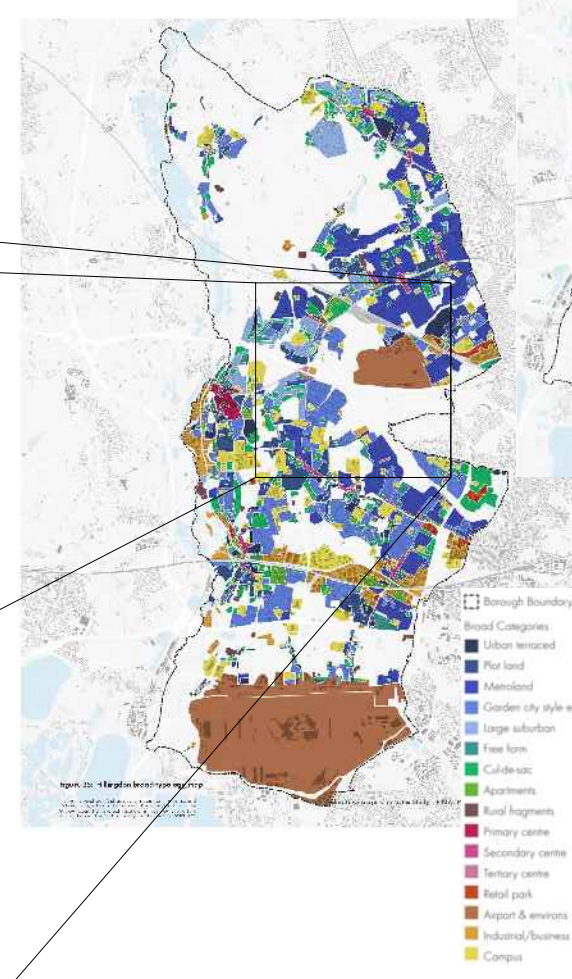
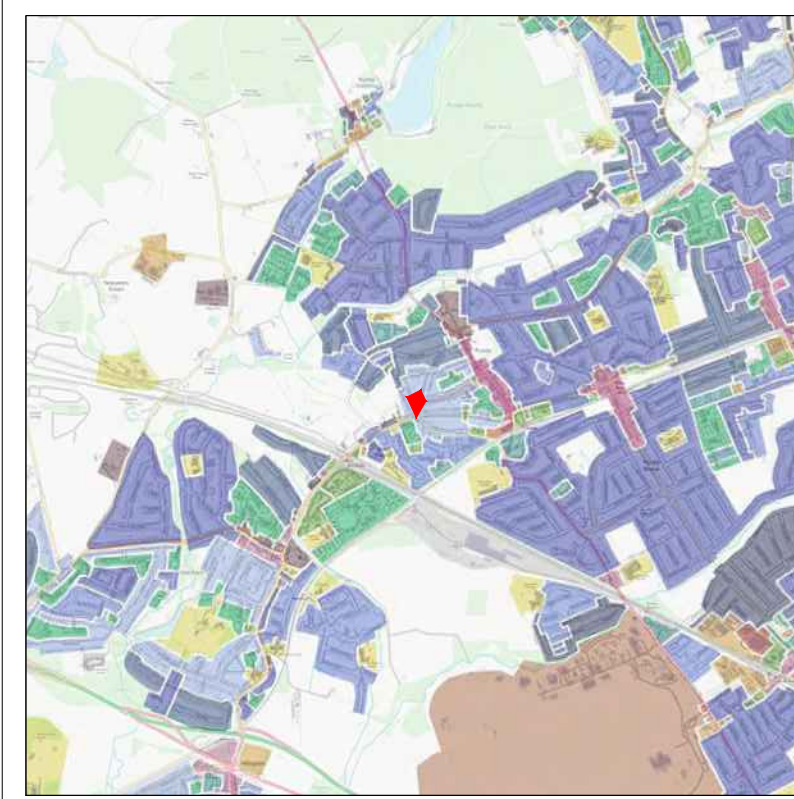
- Character Area 1
- Character Area 2
- Character Area 3
- Conservation Area Boundary

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LEGEND:

■ Application Site

Hillingdon Broad Typology Map Extract:
 'Large Suburban'
 (Urban Initiatives Studio / Hillingdon Council: Hillingdon Townscape Character Study October 2023)



- Borough Boundary
- Broad Categories
- Urban terraced
- Flar land
- Memorial
- Garden city style estate
- Large suburban
- Free form
- Cul-de-sac
- Apartments
- Rural fragments
- Primary centre
- Secondary centre
- Tertiary centre
- Retail park
- Airport & environs
- Industrial/business
- Campus

Key characteristics

- Large individual plots with substantial houses. The style of the houses varies, but many have a strong arts and crafts influence.
- Houses tend to be built as one-off designs and vary substantially between plots.
- Houses are typically set well back from the road. The landscaping of the front gardens with hedges and mature trees means that the green infrastructure can play a more significant role in the character of the street than any individual building.
- Plots often have driveways allowing multiple cars to be parked off street.
- Typical density range for this typology is 1-10 dpa.



'Large Suburban' Map Extract:
 (Urban Initiatives Studio / Hillingdon Council: Hillingdon Townscape Character Study October 2023)

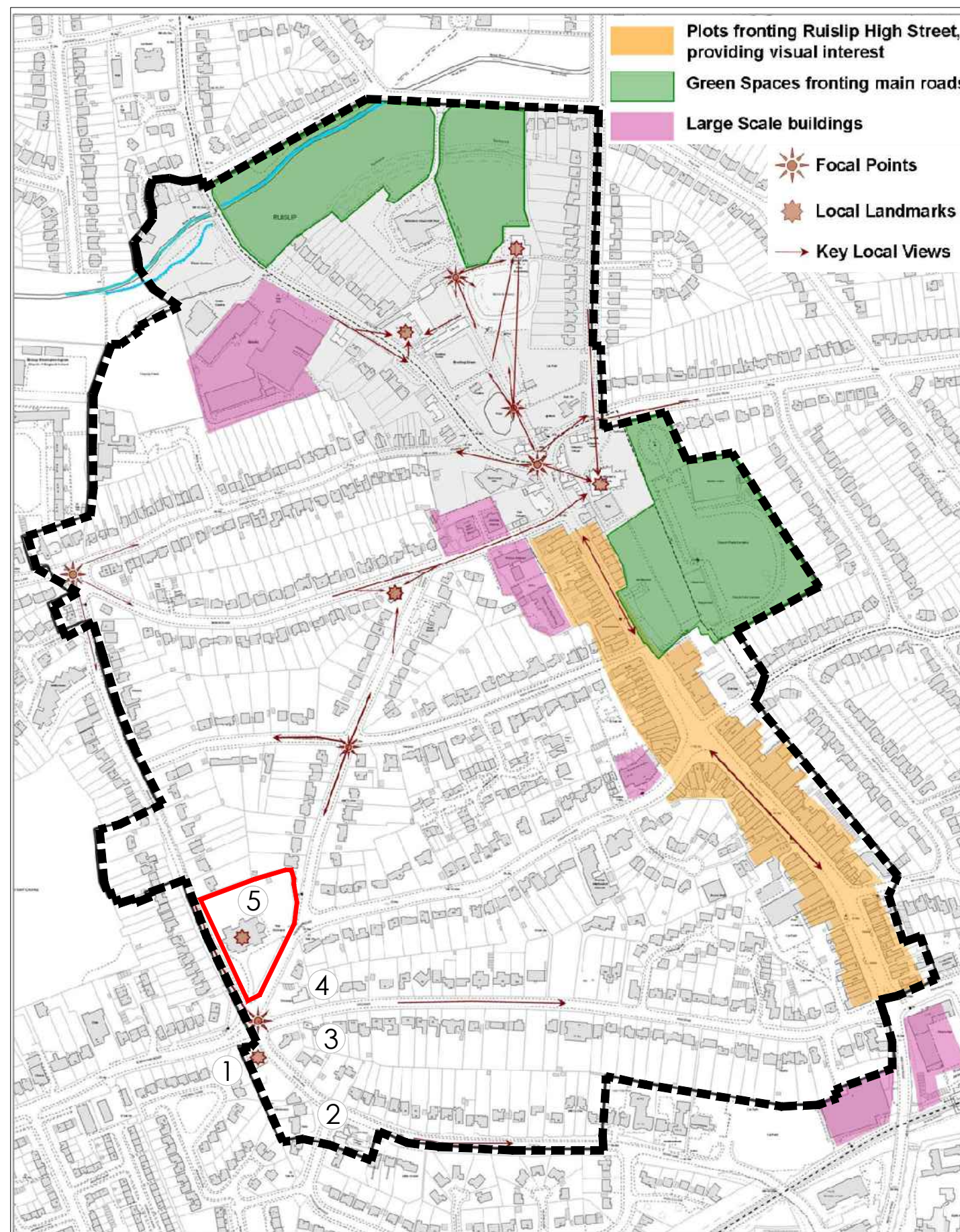
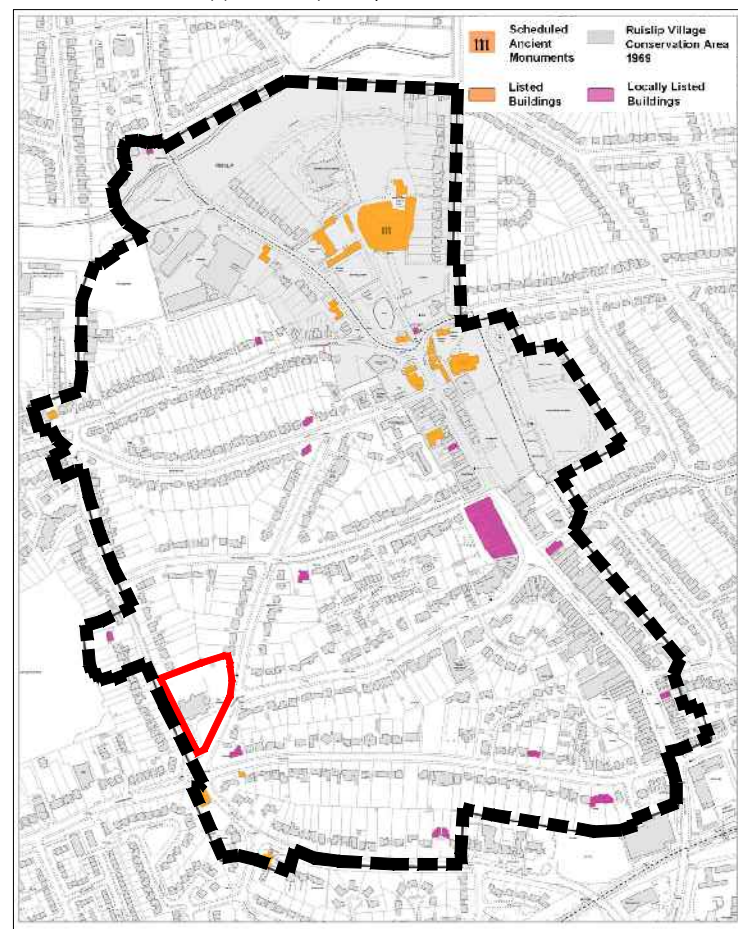
0 1km 2km 3km

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project: Ickenham Road, Ruislip
title: Townscape Character Areas

Figure: 06

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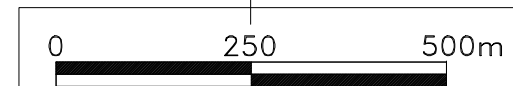
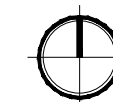
LEGEND:

- Application Site
- Conservation Area Boundary
- Listed / Non-Listed Buildings (within Site proximity)



Orchard PH, Sharps Lane
 Not Listed but recorded as a local landmark within the
 Conservation Area Appraisal.

Photographic Image:
 (London Borough of Hillingdon: Ruislip Village Conservation
 Area Appraisal July 2010)



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White Bear PH
 Grade II Listed



Laurel Cottage, Primose
 Cottage and Tudor Cottage
 Grade II Listed



Orchard Cottage, No 65 Kingsend
 Grade II Listed



No 74 Sharps Lane
 Grade II Listed





Photographic Images: (London Borough of Hillingdon: Ruislip Village Conservation Area Appraisal July 2010)

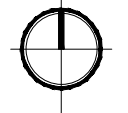
project: Ickenham Road, Ruislip
 title: Listed Buildings & Conservation Area

Figure: 07

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LEGEND:

-  Application Site
-  Zone of Theoretical Visibility (ZTV)
(unobstructed views shading based on Digital Terrain Model - taking into account landform and existing buildings only).
-  Zone of Theoretical Visibility (ZTV)
(Potential filtered views shading based on Digital Terrain Model - taking into account existing vegetation).
-  Radii at 0.5 Km intervals
(Radii from approximate centre of site)



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project: Ickenham Road, Ruislip
title: Zone of Theoretical Visibility Plan

Figure: 08

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APPENDIX B

Figure 09 Photograph Viewpoint Location Plan

Figure 10 Viewpoint 1

Figure 11 Viewpoint 2

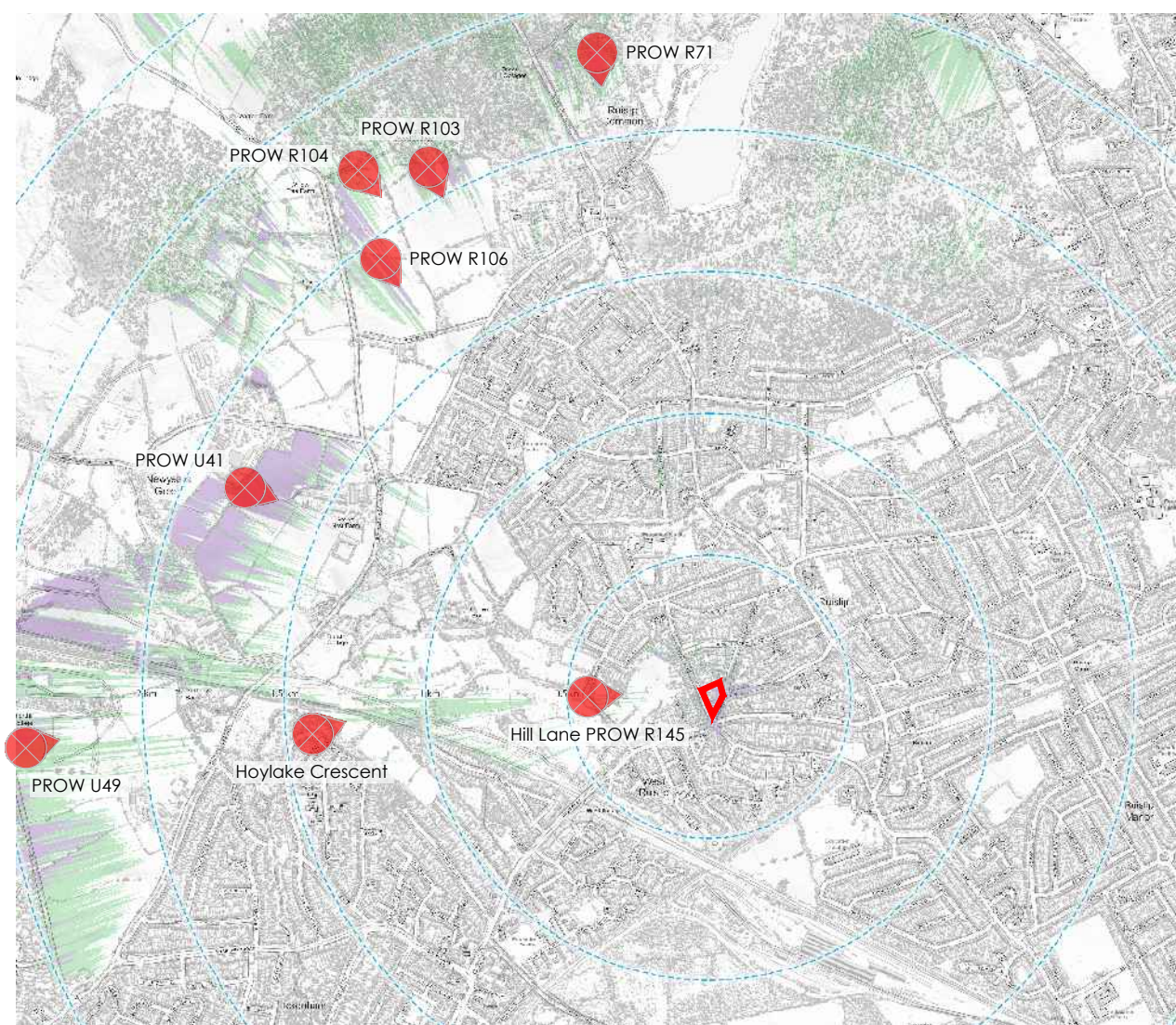
Figure 12 Viewpoint3

Figure 13 Viewpoint 4

Figure 14 Viewpoint 5

Figure 15 Viewpoint 6

Figure 16 Viewpoint 7



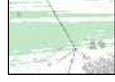

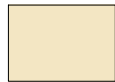




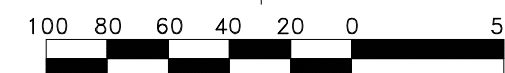
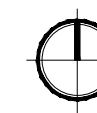
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LEGEND:

-  Application Site
-  Zone of Theoretical Visibility (ZTV)
(unobstructed views shading based on Digital Terrain Model - taking into account *landform and existing buildings only*).
-  Zone of Theoretical Visibility (ZTV)
(Potential filtered views shading based on Digital Terrain Model - taking into account *existing vegetation*).
-  Radii at 0.5 Km intervals
(Radii from approximate centre of site)
-  Estimated Visual Envelope
(Based on site assessment)
-  Assessed Viewpoints
(within ZTV, numbered in order with direction of view indicated)
-  Assessed Viewpoints
No Discernible View at Time of Assessment
(within ZTV and vegetation full leaf)



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project: Ickenham Road, Ruislip
title: Photograph Viewpoint Location Plan

Figure: 09

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EXISTING ORCHARD HOUSE PH

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Ickenham Road



LOCATION DESCRIPTION:

The series of photographs above were taken adjacent to the Sites western edge along Sharps Lane and are indicative of the views afforded properties 136 - 148 Sharps Lane.

The visual receptors include the residential properties along Sharps Lane (to the rear of viewpoint), motorists and pedestrians with direct views from ground and first floor windows to properties 136-148 Sharps Lane and potential oblique views from the properties located further north along Sharps Lane.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The view illustrates the partial screened views afforded to properties located along Sharps Lane, with restricted views of the Orchard Public House through the existing vegetative screen. It is anticipated that during winter months the visibility of the existing built form located on the Site would be significantly increased if not for the evergreen Ivy cladding the boundary trees.

The Site itself is partially screened from view by the existing boundary trees, Ivy and Mixed Hawthorn hedgerow.

The view is a seasonal with the trees to the roadside filtering and partially screening the views towards the Orchard Public House.

The view is somewhat cluttered with occasional street lights and junction boxes.

The view across to the Site from various points along Sharps Lane is considered to be of high value given its location within a designated conservation area.

PREDICTED EFFECTS:

The view points are located along the frontages of residential properties located along the western edge of Sharps Lane with filtered ground floor and first floor views of the Site, therefore being considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposed development will be partially visible through the existing vegetation; of a proposed built form of similar mass and scale to that existing the views would be considered similar albeit with a modern building elevation comprising predominately red brickwork with white render above.

The materials of the proposed building have been selected to compliment the surrounding architecture with the brickwork reflecting the existing colour palette.

When considered in the context of the surrounding townscape and the partially screened and seasonal nature of the view, it is anticipated that the view would be similar post construction and therefore it is concluded that the proposed development will have a negligible effect on the view.

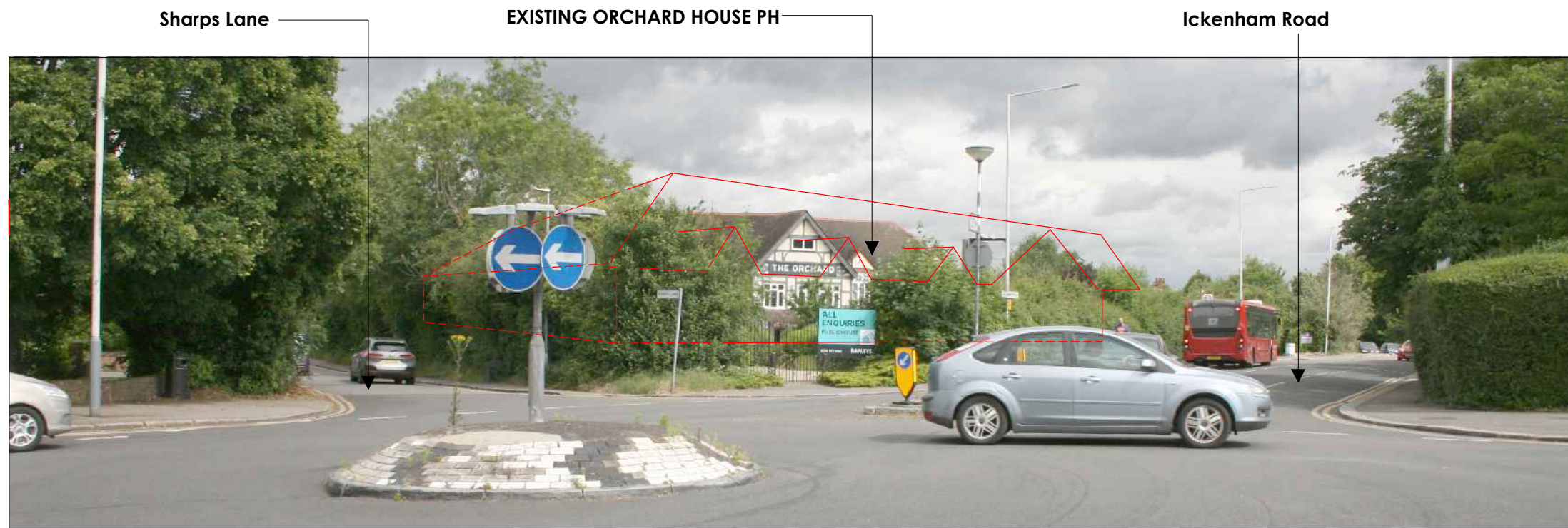
VIEW DATA:

Date: 08/06/2024
Grid Reference: E 508778 / N 187157
Elevation (approx): 50m AOD
Direction: West
View Distance: 15 metres (to site boundary)
*Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 01

Figure: 10a

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LOCATION DESCRIPTION:

The viewpoint location is approximately 45m southwards from the Site's southernmost corner, being situated at the junction of Ickenham Road and Wood Lane.

The view is indicative of that afforded the Grade II listed White Bear Public House with direct views possible from ground floor and first floor windows.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the partial screened view of the existing Orchard Public House afforded to the Listed White Bear Public House (located to the rear of the viewpoint).

The Site itself is partially screened from view by the existing tree belt to the western Site boundary with the upper floors of the central section of the existing 'Orchard' building frontage fully visible.

The view is a seasonal with the tree belt providing a partial screening effect when in leaf.

The view across this busy road junction comprises a numerous amount of detracting elements including multiple vehicles, a small road island with high contrast chevrons, street lights and multiple road signs. Although the character of the area is a green leafy suburb the setting of the view is a busy road junction which itself diminishes the high value of the visual receptor to the rear of the view.

PREDICTED EFFECTS:

Given the relative openness of the view, location along a busy road junction, residential properties within the area and the designated heritage asset the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the partial removal removal / cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m in front of the existing building. The proposed development will therefore be highly visible from the viewpoint with the loss of a characterful property being replaced with a more modern structure of similar mass and scale.

The materials of the proposed building have been selected to compliment the surrounding architecture with the brickwork and rendered frontage reflecting the existing colour palette.

The view does benefit from the proposals, with the existing designated war memorial being relocated to the Site frontage, providing a more prominent position within the locale and a landscape frontage which would add some screening benefit to the planned built form.

It is therefore concluded that the proposed development will have a moderate adverse effect on the view.

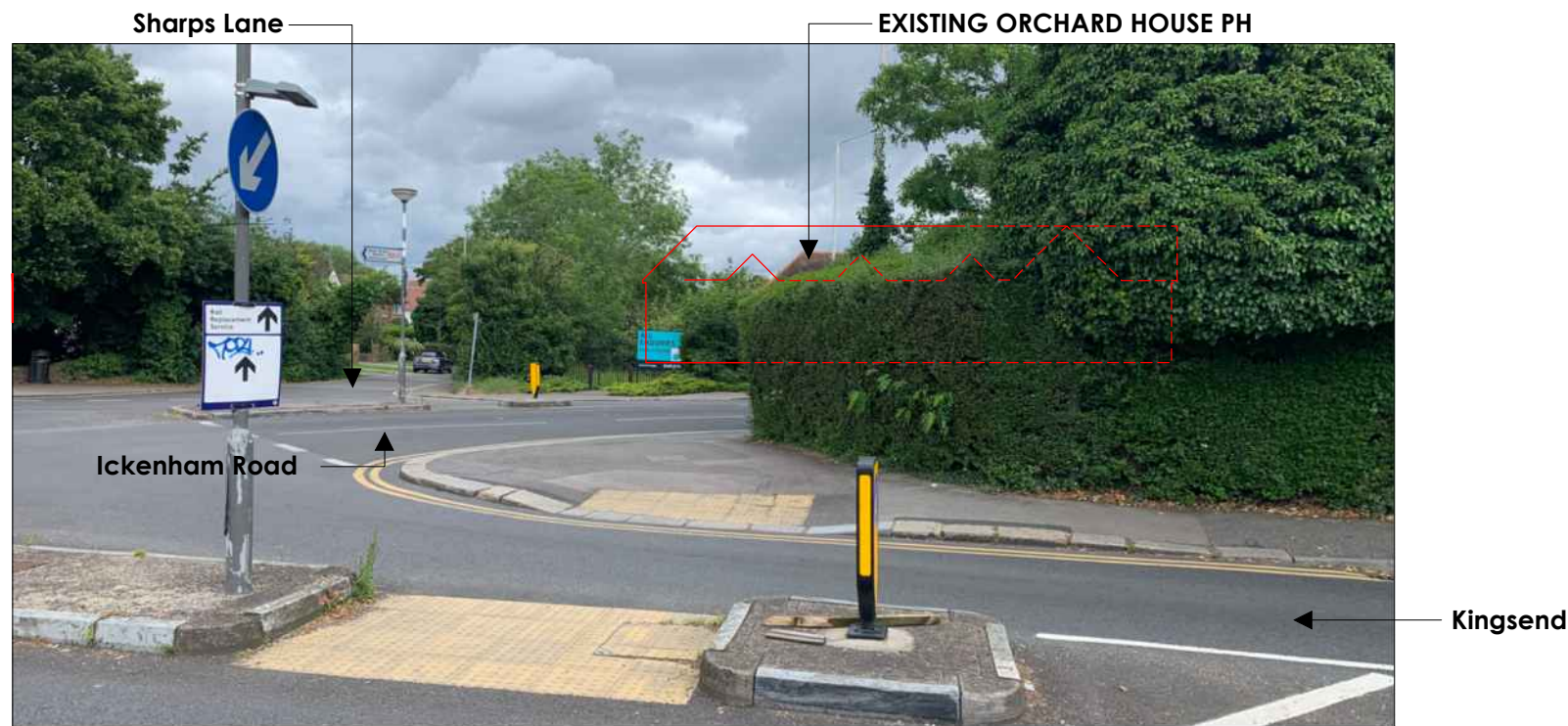
VIEW DATA:

- Date: 08/06/2024
- Grid Reference: E 508811 / N 187066
- Elevation (approx): 55m AOD
- Direction: South
- View Distance: 45 metres (to site boundary)
- *Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 02

Figure: 11b

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LOCATION DESCRIPTION:

The viewpoint location is approximately 40m southwards from the Site's southernmost corner, being situated at the frontage of 67 Kingsend looking across the junction of Ickenham Road and Kingsend.

The view is indicative of that afforded 67 Kingsend with oblique views from first floor windows and direct views from ground floor windows.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the predominantly screened view of the existing Orchard Public House, with only the upper corner of the roof visible to the rear of the existing vegetation fronting the locally listed Fiveways residential property (to right of frame).

The Site itself is screened from view by the existing vegetation along the Ickenham Road boundary and also existing hedges and vegetation to the western boundary of Fiveways with only a small portion of the roof visible within the view.

The view is a somewhat seasonal with deciduous hedgerows located along the Ickenham Road boundary but with evergreen species adjacent to the Fiveways boundary in the center of the view.

The view across this busy road junction comprises a numerous amount of detracting elements including multiple vehicles, a road crossings, street lights and multiple road signs. Although the character of the area is a green a leafy suburb the setting of the view is a busy road junction which itself diminishes the high value of the visual receptors within the vicinity.

PREDICTED EFFECTS:

Given the location along a busy road junction, with residential properties to the rear of view and the designation of the area, the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m in front of the existing. The roof line and westerly section of the proposed development will therefore be visible from the viewpoint with the loss of a characterful building being replaced with a more modern structure of similar mass and scale.

The materials of the proposed building have been selected to compliment the surrounding architecture with the brickwork and rendered frontage reflecting the existing colour palette.

Given that the majority of the view of the existing building is screened and the majority of the proposed building will be screened from receptors by existing vegetation, it is considered that the proposed development will have a minor adverse effect on the view.

VIEW DATA:

Date: 08/06/2024
Grid Reference: E 508837 / N 187077
Elevation (approx): 55m AOD
Direction: South
View Distance: 40 metres
(to site boundary)
*Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 03

Figure: 12b

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EXISTING ORCHARD HOUSE PH



Ickenham Road

LOCATION DESCRIPTION:

The viewpoint location is approximately 25m southwards from the Site's southernmost boundary, being situated at the frontage of the Locally Listed Fiveways apartment building on the southern side of Ickenham Road carriageway.

The view is indicative of that afforded the Locally Listed Fiveways apartment building with direct views from first floor windows and partial screened views from ground floor windows.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the predominantly screened view of the existing Orchard Public House, with only the upper quarter of the roof visible to the rear of the existing vegetation fronting the Site.

The Site itself is currently screened from view by the existing vegetation along the Ickenham Road boundary with only a small portion of the Orchard roof visible within the view.

The view is seasonal with deciduous hedgerows and trees located along the Ickenham Road boundary.

The view across this busy road (approach to junction) comprises a numerous amount of detracting elements including multiple vehicles, street lights, multiple road signs and bus stops. Although the character of the area is a green leafy suburb the setting of the view is a busy road which itself diminishes the high value of the visual receptors within the vicinity.

PREDICTED EFFECTS:

Given the location along a busy road with residential properties to the rear of view, including the Local Listed Fiveways building and the designation of the area, the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the partial removal / cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m in front of the existing. From this location and without mitigation a large portion of the proposed developments southern elevation would be visible with the loss of a characterful building being replaced with a more modern structure of similar mass and scale.

The materials of the proposed building have been selected to compliment the surrounding architecture with the brickwork and rendered frontage reflecting the existing colour palette.

Given that the majority of the view of the existing building is screened and a large proportion of the proposed building will be visible to receptors, it is considered that the proposed development will have a substantial adverse effect on the view.

VIEW DATA:

- Date: 08/06/2024
- Grid Reference: E 508839 / N 187114
- Elevation (approx): 55m AOD
- Direction: South
- View Distance: 25 metres (to site boundary)
- *Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 04

Figure: 13b

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LOCATION DESCRIPTION:

The viewpoint location is approximately 40m eastwards from the Site's easternmost boundary, being situated adjacent to the frontage of no. 49-51 Ickenham Road on the southern side of Ickenham Road carriageway.

The view is indicative of that afforded to residential properties to the east of the junction of Ickenham Road and Church Avenue with oblique views from first floor windows and partial screened oblique views from ground floor windows.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the partially screened view of the southern portion of the existing Orchard Public House and Premier Inn to the rear, with the building frontages in full view across the Site's vehicular access point.

The majority of the Site itself is currently screened from view by the existing vegetation along the Ickenham Road boundary and existing vegetation which forms the eastern boundary.

The view is a somewhat seasonal with deciduous hedgerows and trees located along the Ickenham Road and eastern boundaries which also includes some coniferous and evergreen screen vegetation.

The view across this busy road comprises a numerous amount of detracting elements including multiple vehicles, street lights, multiple road signs, post boxes and junction boxes. Although the character of the area is a green leafy suburb the setting of the view is a busy road which itself diminishes the high value of the visual receptors within the vicinity.

PREDICTED EFFECTS:

Given the location along a busy road junction with residential properties to the rear of view and the designation of the area, the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the partial removal / cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m to the south of the existing. From this location and without mitigation the majority of the proposed developments southern portion would be visible with the loss of a characterful building being replaced with a more modern structure of similar mass and scale.

The materials of the proposed building have been selected to compliment the surrounding architecture with the brickwork and rendered frontage reflecting the existing colour palette.

Given that the majority of the view of the existing building is currently screened and the subsequent visibility of the southern portion of the proposed building, it is considered that the proposed development will have a moderate adverse effect on the view.

VIEW DATA:

Date: 08/06/2024
Grid Reference: E 508889 / N 187177
Elevation (approx): 60m AOD
Direction: East
View Distance: 40 metres
(to site boundary)

*Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 05

Figure: 14b

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LOCATION DESCRIPTION:

The viewpoint location is approximately 30m eastwards from the Site's eastern boundary, being situated adjacent to the frontage of No. 2 Church Avenue and direct opposite No.1 Church Avenue on the eastern side of Church Avenue carriageway.

The view is indicative of that afforded to pedestrians and to a lesser extent those residential properties to the eastern side of Church Avenue with oblique screened views from first floor windows. The view afforded to No.2 Church Avenue is further screen by existing trees and vegetation along its western curtilage (located to the rear of view with overhanging canopies visible in the top left of frame).

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the screened view of the existing Orchard Public House and Premier Inn to the rear, glimpses of the roof lines of the existing buildings are visible through the Site's eastern boundary vegetation.

The Site itself is currently screened from view by the existing vegetation along the eastern boundary, existing hedgerows and out buildings associated with No.1 Church Avenue.

The view is a somewhat seasonal with deciduous hedgerows and trees located along the Site's eastern boundary which also includes occasional evergreen and coniferous species.

The view across road comprises a numerous amount of detracting elements including multiple parked vehicles, street lights, multiple road signs, post boxes and junction boxes. Although the character of the area is a green leafy suburb the setting of the view is a busy road junction which itself diminishes the high value of the visual receptors within the vicinity.

The Grade II Listed 'White Bear' Public House is partially visible to the rear of frame.

PREDICTED EFFECTS:

Given the location with residential properties to the rear of view and the designation of the area, the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the partial removal / cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m to the south of the existing. From this location the entirety of the proposed development would be largely screened from the Site's existing eastern boundary vegetation.

Given that the majority of the view of the existing building is currently screened, the retention of the Site's eastern boundary vegetation and the limited visibility of the proposed built form, it is considered that the proposed development will have a negligible effect on the view.

VIEW DATA:

- Date: 08/06/2024
- Grid Reference: E 508886 / N 187245
- Elevation (approx): 55m AOD
- Direction: East
- View Distance: 30 metres (to site boundary)
- *Estimated building outline based on Google Earth model

project: Ickenham Road, Ruislip
title: Viewpoint 06

Figure: 15b

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LOCATION DESCRIPTION:

The viewpoint location is approximately 180m eastwards from the Site's easternmost corner, being situated adjacent to the frontage of No. 29 Ickenham Road on the southern side of the Ickenham Road carriageway.

The view is indicative of that afforded to pedestrians and to a lesser extent those residential properties located along this section of Ickenham Road with oblique partially screened views from first floor windows.

The viewpoint is within the 'Large Suburban' and 'Residential' Townscape Character Areas as well as being within the 'Ruislip Village' Conservation Area Extension.

EXISTING BASELINE SITUATION:

The image above illustrates the partially screened view of the existing Orchard Public House with part of the buildings eastern elevation visible across the Site's existing vehicular access. The rear of the building and the Premier Inn buildings are predominantly screened from view with sections of the rooflines visible through the existing screening vegetation.

The Site itself is currently screened from view by the existing vegetation along the eastern boundary and the landform within the foreground.

The view is a somewhat seasonal with deciduous hedgerows and trees located along the Site's eastern boundary which includes some coniferous and evergreen species.

The view across this busy section of road comprises some detracting elements including vehicles, street lights, telegraph poles, post boxes and junction boxes. Although the character of the area is a green leafy suburb the setting of the view is a busy road which itself diminishes the high value of the visual receptors within the vicinity.

PREDICTED EFFECTS:

Given the location within a Conservation Area and residential properties within the vicinity of the view, the receptors are considered to have a high susceptibility to change and a high sensitivity.

Residual effects:

The proposals include for the partial removal / cutting back of the existing overgrown hedgerow along Ickenham Road and the proposed food store frontage is to be located appropriately 16m to the south of the existing.

From this location the view would remain much as it currently is in terms of mass and scale but the existing characterful property would be replaced with a modern structure which would be largely screened from the Site's existing eastern boundary vegetation.

Given that the majority of the view of the existing building is currently screened, the retention of the Site's eastern boundary vegetation and the limited visibility of the proposed built form, it is considered that the proposed development will have a minor adverse effect on the view.

VIEW DATA:

Date: 08/06/2024
Grid Reference: E 509044 / N 187211
Elevation (approx): 60m AOD
Direction: East
View Distance: 180 metres
(to site boundary)
*Estimated building outline based on Google Earth model

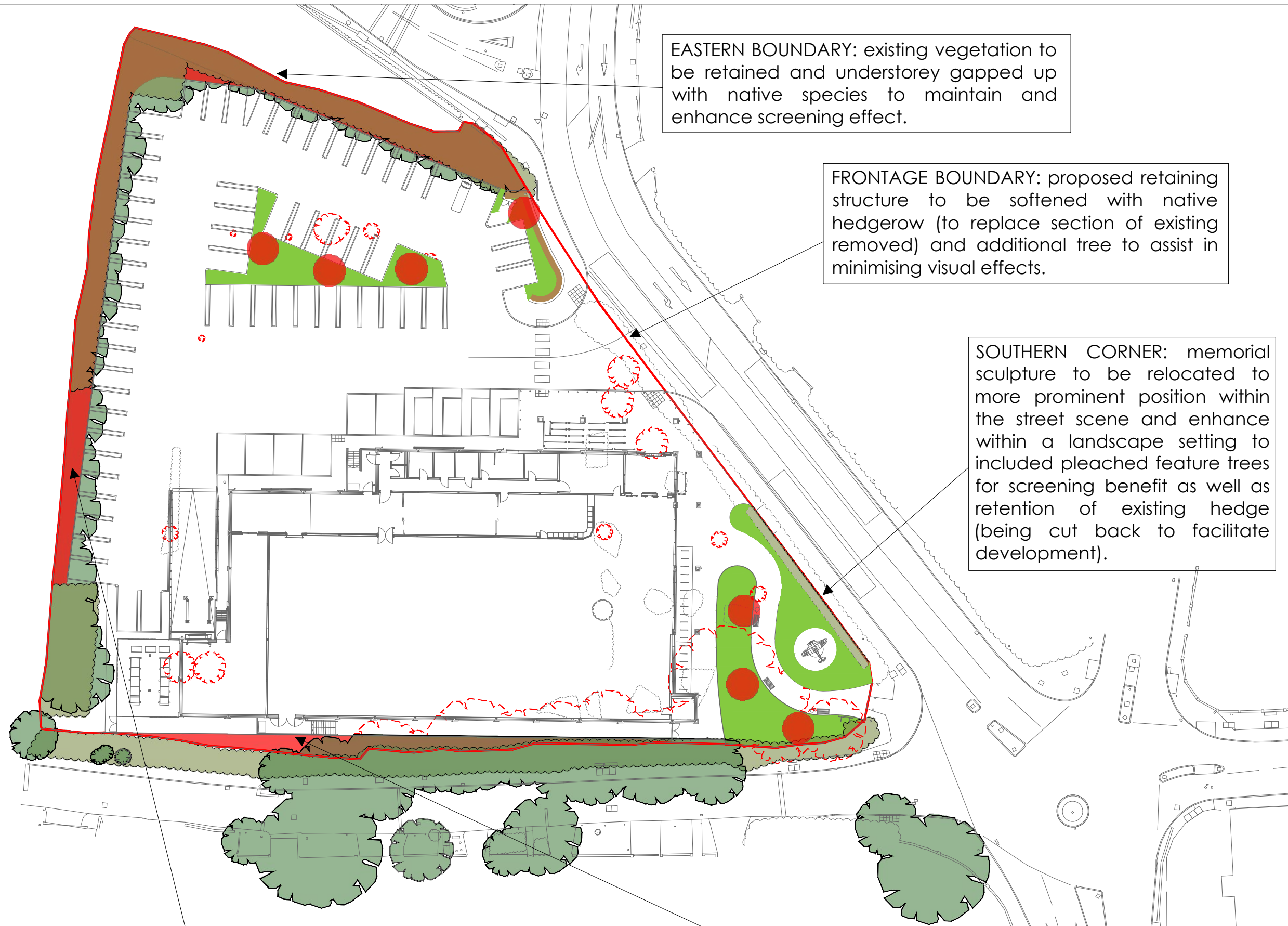
project: Ickenham Road, Ruislip
title: Viewpoint 07

Figure: 16b

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APPENDIX C

Figure 17 Landscape Strategy Plan



EASTERN BOUNDARY: existing vegetation to be retained and understorey gapped up with native species to maintain and enhance screening effect.

FRONTAGE BOUNDARY: proposed retaining structure to be softened with native hedgerow (to replace section of existing removed) and additional tree to assist in minimising visual effects.

SOUTHERN CORNER: memorial sculpture to be relocated to more prominent position within the street scene and enhance within a landscape setting to included pleached feature trees for screening benefit as well as retention of existing hedge (being cut back to facilitate development).

NORTHERN BOUNDARY: existing vegetation to be retained and understorey gapped up with native species to maintain and enhance screening effect to the rear of neighboring properties to the north.

WESTERN BOUNDARY: existing vegetation to be retained and understorey gapped up with native species to maintain and enhance screening effect.

project: Ickenham Road, Ruislip
title: Landscape Strategy Plan Rev A

Figure: 17a

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