

APPENDIX C –Visual Impact Assessment Addendum and Additional Views

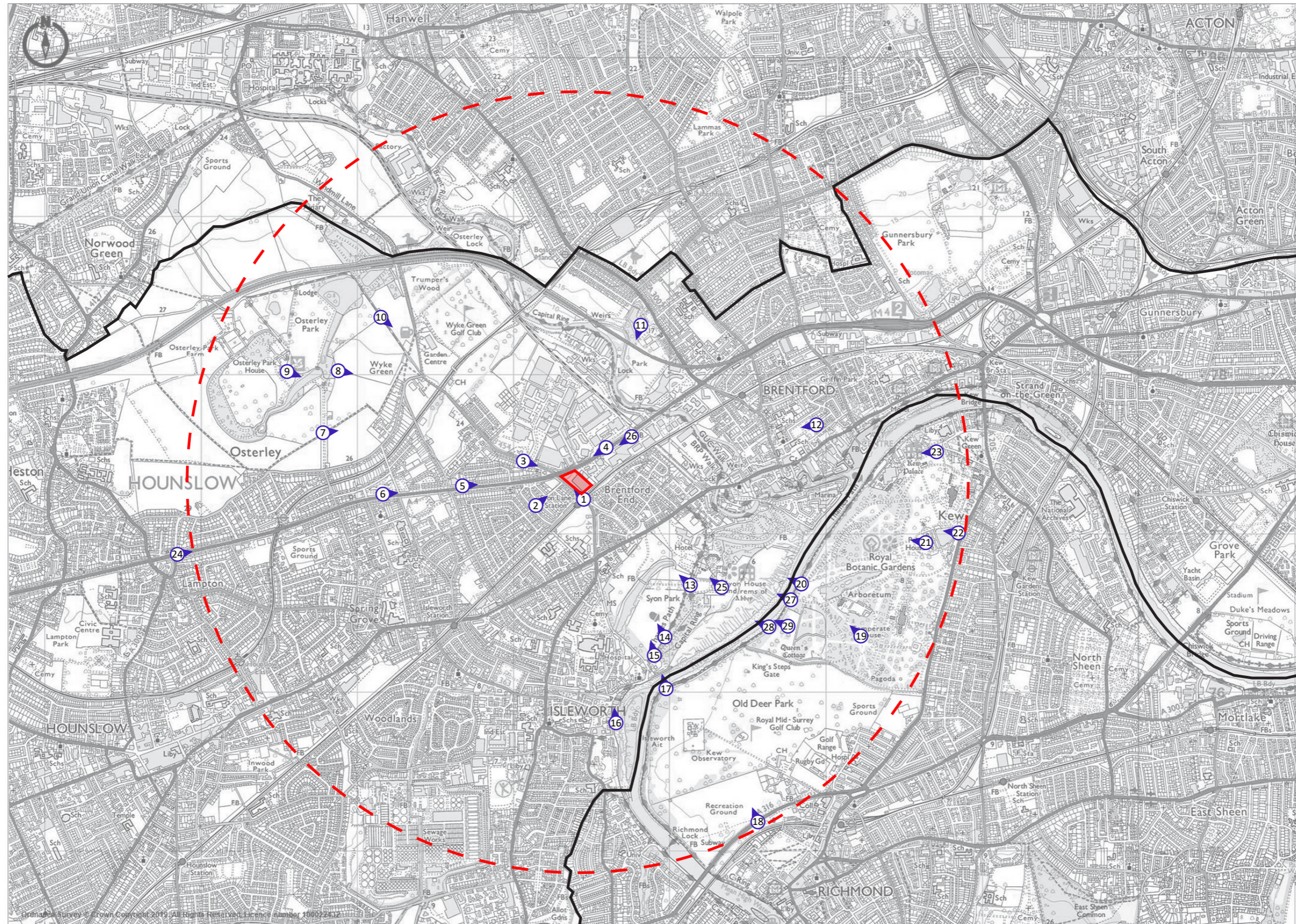


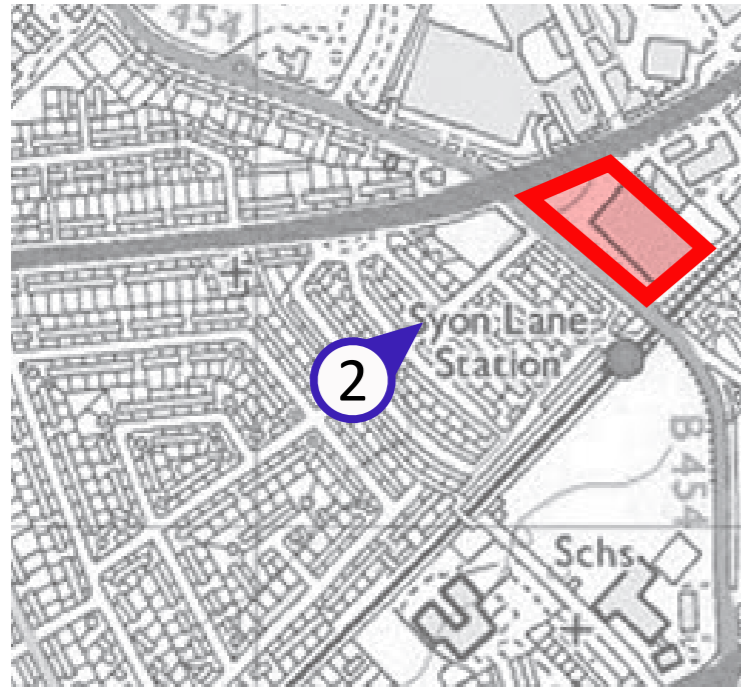
Figure C.1 - Representative View Plan

Introduction

- C.1. In order to assess any changes in the significance of the 'effect' resulting from the amended Development, two of the representative views assessed in the September 2020 TVIA have been updated. The representative views to be updated were agreed in consultation with LBH Officers and comprise:
- RV02 Northumberland Avenue
 - RV04 Great West Road (Firestone entrance)
- C.2. Three additional representative views were requested by LBH Officers:
- RV27 Old Isleworth Gate
 - RV28 Thames Path
 - RV29 Kew Gardens, Woodland Walk
- C.3. RV27 and 28 have been produced as verified views and their production follows the methodology set out within the September 2020 TVIA's Appendix 8.5 Verified View Methodology.
- C.4. For representative view 29, a non-verified computer-generated visualisation has been prepared. This follows the described Type 3 visualisations in the Landscape Institute's Technical Guidance Note Visual Representation of Development Proposals (LI TGN 06/19). The computer-generated visualisation has been prepared using LIDAR data to estimate the location, the horizontal field of view of the supplied photograph was identified as 66 degrees using comparative techniques. The horizon level and direction of view were aligned as well as the detail within LIDAR allowed. It is not a verified view but provides an approximate basic graphic information to assist in describing the mass of the Development and its potential interaction with the receiving context.
- C.5. The consented cumulative schemes referenced A to G are set out in Table 8.3.1 of the September 2020 TVIA and are shown with magenta wirelines. The Tesco Osterley Site cumulative scheme is shown as a cyan wireline. When more than one cumulative scheme is visible in a view, they are described in the order in which they present from left to right.

View 02 Northumberland Avenue

VIEWPOINT MAP



Representative view 02: Northumberland Avenue

Location and Existing Baseline Condition

C.6. No notable change has occurred to the representative view's existing baseline condition, susceptibility to change and sensitivity previously identified within the September 2020 TVIA.



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1.6 m above ground

11:06 10 April 2019

Existing

View 02 Northumberland Avenue

Assessment of effects

Effects during Construction Phase

- C.7. The demolition of the Site's buildings and the construction of the amended Development would be visible and there is no change to the findings of the September 2020 TVIA. The construction of the Development would continue to have a local, direct, temporary, **moderate adverse** significance of effect.

Effect during Operational Phase

- C.8. The Development continues to be visible in the far middle ground of the view and glimpsed view would be gained to Buildings B2 and B3. The amended façade of these two buildings continue to provide a vertical rhythm, which positively contrasts with the horizontal banding present on the façade of the Art Deco inspired Building A.
- C.9. As such there is no change to the findings of the September 2020 TVIA. The amended Development would continue to have a local, direct, permanent **moderate beneficial** significance of effect on the representative view.



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1.6 m above ground

11:06 10 April 2019

Proposed

View **02** Northumberland Avenue

Cumulative Effect during Construction Phase

- C.10. There is no change to the findings of the September 2020 TVIA. The amended Development would continue to have a local, direct, temporary **moderate adverse** significance of effect on the representative view in combination with the construction of the identified cumulative schemes.

Cumulative Effect during Operational Phase

- C.11. There is no change to the findings of the September 2020 TVIA. The amended Development would continue to have a local, direct, permanent **moderate beneficial** significance of effect on the representative view in combination with the construction of the identified cumulative schemes.



Cumulative