

## 10 Townscape and Visual Impact Assessment

### 10.1 Introduction

- 10.1.1 This Chapter, which has been prepared by Waterman, provides further information with regard to the potential townscape and visual impacts arising from the Scheme with Phase 1B (North) in place (and having regard also to the detailed design previously approved in relation to Phase 1A (North)). This Chapter provides further environmental information pursuant to the s73 ES and other EIA Documentation (as defined in **Chapter 4: Approach to the ES Further Information Report**) in the light of the further detailed design information now being available in respect of Phase 1B (North). It provides further information to inform the assessment in the form of Accurate Visual Representations (AVRs) of key views (otherwise referred to as photomontages), and sets out where the previous assessment remains valid and where detailed design information allows the significance of environmental impacts already identified to be refined, having regard to the findings of the s73 ES and other EIA Documentation with respect to the likely significant effects, mitigation and residual impacts in relation to townscape and visual impacts.
- 10.1.2 A review of relevant policy, legislation and guidance published since preparation of the s73 ES and other EIA Documentation has been carried out. A review of the detailed design for Phase 1B (North), as defined in **Chapter 2: Description of Phase 1B (North) RMA**, has then been undertaken, to identify elements of the Phase 1B (North) RMA of relevance to the townscape and visual impact assessment.
- 10.1.3 The approach to the update of the assessment with the further information available is set out and a summary of relevant consultation is provided. A review of the baseline information presented in the s73 ES and other EIA Documentation has been undertaken and updates are presented where relevant. Commentary is then provided which confirms whether any new or different potential significant townscape and visual impacts arising from the Development (comprising the Scheme with the detailed design for both Phase 1A (North) and Phase 1B (North) in place) from those identified in the s73 ES and other EIA Documentation are likely. Likewise, any new or different mitigation measures from those identified in the s73 ES and other EIA Documentation are presented where considered necessary, and residual impacts following the application of mitigation are described.
- 10.1.4 This Chapter is supported by the following appendix:
- **Appendix 10.1:** Phase 1B (North) Verified Views Methodology Report and Illustrative Views

### 10.2 Policy, Legislation and Guidance

- 10.2.1 There have been no significant changes to relevant planning policy, legislation or guidance since the s73 ES and other EIA Documentation was prepared which have a material effect on the approach to or findings of the assessments previously presented.

### 10.3 Relevant Phase 1B (North) RMA Details

- 10.3.1 All elements of Phase 1B (North) RMA are of relevance for the Townscape and Visual Impact Assessment (TVIA) as all buildings, public realm and open spaces can potentially affect the setting and visual impacts of an area. Further details of the Phase 1B (North) RMA are provided in **Chapter 2**.

## 10.4 Assessment Methodology

- 10.4.1 The methodology and approach including the criteria used in assessing impacts on townscape and visual amenity remains as outlined within the Phase 1A (North) FIR (see **Chapter 4**) apart from Table 10.2: Magnitude of Change - Townscape Character.
- 10.4.2 Phase 1A (North) consisted of a mixture of temporary and permanent works and therefore the magnitude was set out with the criteria being determined by temporal change. Unlike Phase 1A (North), Phase 1B (North) consists of permanent works and therefore the magnitude for townscape character has been updated to remove the influence of time within the criteria. These updated criteria are set out in **Table 10.1** below.

Table 10.1: Magnitude of Change – Townscape Character

Magnitude of Change	Criteria
Very High:	All / most key characteristics / features / elements of the townscape would be affected.
High:	Numerous key characteristics / features / elements would be affected. The proposal would introduce prominent features / elements which would affect large areas of the townscape.
Medium:	Some key characteristics / features / elements would be affected. The proposal would introduce some elements which affect a limited area of the townscape.
Low:	The proposal would introduce a few elements which would affect a very limited number of key characteristics / features / elements within a highly localised area of the townscape.
Very Low	The key elements of the proposals would lead to a barely perceptible change to the key characteristics of the townscape character.

- 10.4.3 In terms of the visual analysis, a total of 11 representative views (described within **Table 10.2**) were selected for assessing the townscape and visual amenity of Phase 1B (North). These comprise seven previous views (four from the s73 application and three from Phase 1A (North)) and a further four new views. These viewpoints have been agreed with LBB through consultation. (Refer to Section 10.5 for further detail) These viewpoints provide a good representation of views which could potentially be affected by elements of the detailed design of Phase 1B (North). To show the likely impacts of the Phase 1B (North) RMA proposals, a number of photomontages (either fully rendered, wire line or illustrative) have been produced for the views (presented in **Appendix 10.1**).
- 10.4.4 For the purposes of the Phase 1B (North) assessment, it is important to define representative views and illustrative views because two of the agreed views (VP14 and VP28) are presented as illustrative views. The illustrative views are being used for these two viewpoints as the baseline receptors of the view will cease to exist in the current location, as the existing locations will either be removed or altered significantly as part of the Phase 1A (North) approved proposals and therefore the receptors will be shifted to a new location to be created as part of the Phase 1A (North) approved proposals. The new locations are currently not in existence, therefore, are currently inaccessible. The use of illustrative views for VP14 and VP28 have been agreed with LBB in February 2017. Commentary regarding the change in location and affected receptors are presented within **Table 10.4**. All other views within the assessment are representative views.

- **Representative view:** To represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included individually and where the significant effects are unlikely to differ.
  - **Illustrative view:** Chosen specifically to demonstrate a particular effect or specific issue. For this assessment, illustrative views are being used to assess the change of location of the receptors.
- 10.4.5 Good practice guidelines (GLVIA3<sup>1</sup>) stipulate that the significance of any townscape or visual related impact should be evaluated both during the construction phase and following completion of the Development (operational phase). In terms of the operational phase, the townscape and visual assessment is based on the potential impacts of the Development at Year 15 following completion of construction, thus allowing for some maturation of associated planting proposals. Timescales for the construction phase are as stated within the detailed Indicative Construction Programme (ICP) (as updated to take into account the changes to Phase 1, see **Appendix 2.1**). It is acknowledged that were the Development to be assessed on completion, then the planting would not be sufficiently established to give a reasonable indication of its effectiveness either as a means of filtering views of the Development or as a way of assimilating the Development into the townscape. It is also acknowledged that were the Development to be assessed at Year 15 or 20, then the planting would potentially have reached a height that would have a significant screening impact when the Development is viewed from some locations, and would not therefore be representative of the early years of the Development.
- 10.4.6 A methodology for the photomontages or Accurate Visual Representations (AVRs) is set out within **Appendix 10.1**.
- 10.4.7 The assessment is in accordance with Phase 1B North RMA information, making reference to the Scheme as per the 2014 Permission (outline Masterplan) which formed the basis of the s73 ES and the details of which are provided in the Revised Development Specification & Framework (RDSF) and Parameter Plans for development plots, highways infrastructure and open spaces, and the detailed design for the Phase 1A (North) RMAs.
- 10.4.8 The AVRs presented within **Appendix 10.1** include the following scenarios:
- Phase 1B (North) detailed elements with Phase 1A (North) (detail) in place; and
  - Illustrative Scheme (outline) and Maximum Parameters (height only) (outline) plus the Phase 1A (North) and Phase 1B (North) elements (detail).

### Limitations or Constraints

- 10.4.9 Two of the selected views (VP14 – Tempelhof Bridge and VP28- Etheridge Road) have been depicted as illustrative views. The baseline location of the existing receptors will be removed once Phase 1A (North) elements are implemented. The receptors will be moved to new locations in close proximity (VP14 location will be moved to the new Tempelhof Bridge and VP28 will be moved to the footway within Central Brent Riverside Park) These new locations do not currently exist and will come into being once Phase 1A (North) elements are constructed, and therefore cannot currently be accessed.
- 10.4.10 No other significant limitations or constraints to this assessment have been identified.

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<sup>1</sup> Landscape Institute and Institute of Environmental Management and Assessment, 2013, Guidelines for Landscape and Visual Impact Assessment Third Edition, Routledge.

## 10.5 Consultation

- 10.5.1 The location of viewpoints to be considered in the TVIA were proposed and subsequently agreed through discussions with London Borough of Barnet (LBB) over November 2016 – February 2017. A total of 11 viewpoint locations were agreed upon for the Phase 1B (North) TVIA.
- 10.5.2 Initially, 10 viewpoint locations (selected from s73 ES and other EIA documentation) were proposed in November 2016 for use in the assessment of Phase 1B North. LBB responded to the 10 viewpoint locations, with accompanying comments:
- *“Ensure that the shopping centre is viewed as a combo[sic] of the old and new; the proposed views are concentrated on the new part with no regard to the existing mall;*
  - *Views between Sturgess Park and residential Plot 113 should be considered;*
  - *A view along the riverside walkway which takes in views of the riverside corridor walkway, the bus station and M&S (an approximate position has been located on the plan);*
  - *Viewpoint 1 should include views of Fenwick Place;*
  - *Viewpoint 14 from the Tempelhof Bridge level should also take in Plot 101 and the energy centre; and*
  - *Viewpoint 25 should include Layfield threshold space.”*
- 10.5.3 Having reviewed the suggested accompanying comments, it was proposed (and agreed) to re-assess 7 of the viewpoints from s.73 ES and other EIA documentation, instead of the initial 10 viewpoint locations, in addition to 4 new viewpoint locations were included:
- It was agreed that the viewpoints should cover both remaining and new parts of the shopping complex;
  - The assessment will consider the potential receptors (who will view it and how important is the view) and whether there is a view from the preferred locations;
  - Three new locations [VP26; 27; & 28] were adopted as suggested. Although VP26 was moved out of Sturgess Park as there will be no views from within the park (due to boundary trees and vegetation). The new viewpoint will however set the park in context with adjacent proposed development to the south west (Plot 113);
  - A further suggested viewpoint location to the north of the Shopping Centre (Park Road) had no view south, so it was moved to Elliot Road where there is a view (partial) towards the shopping centre (VP 29);
  - It was considered that VP22 did not add further information to that observed at VP4. Even without the Masterplan, the topography is such that the Phase 1B North site is partially obscured by landform. It was therefore agreed to take out VP22, leaving VP4 to provide views from this direction;
  - The following viewpoints were considered to have sufficient field of view to capture the suggested features for inclusion: VP1 - Fenwick Place, VP15 and 14 - Energy Centre / Plot 101, and VP25 - Layfield Threshold Space;
  - It was also proposed and agreed that VP14 and VP28 to be shown as illustrative views, with the rest being shown as verified views; and
  - Of the verified views, it was further agreed that VP4, VP13 and VP29 would be wirelines, with the rest of the verified views to be fully rendered.

Of the agreed 11 viewpoint locations, four (VP1, VP4, VP12 and VP13) have been selected from the s73 ES, three (VP14, VP15 and VP25) were chosen from the Phase 1A (North) FIR and a further four new locations (VP26; VP27; VP28 and VP29) were adopted as suggested by LBB.

All viewpoint locations selected from previous applications were updated between December 2016 and January 2017 to capture the Phase 1B (North) area except for VP4, VP12 and VP25 which were considered to remain valid as they already incorporated the Phase 1B (North) area.

## 10.6 Baseline Conditions

- 10.6.1 The baseline conditions included in the s73 ES and other EIA Documentation have been reviewed for this assessment. They have not been entirely re-presented here, as they have not materially changed since previously reported and therefore remain valid.
- 10.6.2 It should also be noted that the Phase 1B (North) RMA proposals are highly localised and are not likely to affect or result in changes to the entire Site. This section is not therefore intended to be a complete update of the baseline, but presents baseline information considered relevant to putting the Phase 1B (North) RMA in context.
- 10.6.3 Updated baseline photography was undertaken for all previously selected viewpoints except VP4, VP12 and VP25 which remain valid. Baseline photography was also undertaken for the four new viewpoints that have been included as part of this assessment.

### Landscape and Townscape Character

- 10.6.4 Character Areas (relevant to the Site and its immediate setting) have been identified through desk top study and field assessment, as found in **Figure 10.4**. Existing open spaces on Site are represented within **Figure 10.2**.
- 10.6.5 A comprehensive description of all relevant existing character area assessments including national and regional level assessments have been included within the s73 ES and other EIA Documentation.

### Townscape Character Areas within the Context of the Site

- 10.6.6 This assessment confirms the character areas as set out in the s73 ES and other EIA Documentation (specifically the Phase 1A (North) FIR) remain appropriate.
- 10.6.7 The s73 ES and other EIA Documentation identified 21 Townscape Character Areas (TCAs) within the locality of the Site. The locations of these TCAs are shown in **Figure 10.4**. Of the identified TCAs, Phase 1B (North) lies largely within TCA 3 and two TCAs (TCA 1 and TCA8) adjoining Phase 1B (North) have the potential to be affected by the Phase 1B (North) RMA elements due to their geographical positioning and close proximity to Phase 1B (North). The other TCAs identified, have been scoped out of this assessment as the road network (Hendon Way, North Circular Road and M1) form a physical barrier and provides a degree of separation that severs Phase 1B (North) from the other TCAs. The three TCAs (TCA 1, TCA 3 and TCA 8) are described in more detail with a further level of analysis below:

#### TCA1: The North Circular Corridor

- 10.6.8 This character area is defined primarily by the road corridors formed by the intersections of the M1, North Circular and A41. In addition to the main carriageways, the associated infrastructure includes four main junctions and one main overbridge, which are:
- the interchange with Edgware Road;

- the M1 Junction;
  - the North Circular fly over;
  - the access into Brent Cross Centre;
  - Tempelhof over bridge; and
  - Hendon Way (A41) interchange.
- 10.6.9 Directly to the north adjoining the North Circular are the southern car parks and access roads of Brent Cross which are included within this TCA as the extensive areas of hardstanding appear to widen the road corridor. The River Brent corridor with its prominent tree line forms the northern boundary of the TCA.
- 10.6.10 The North Circular road carriageways are wide, the volume of traffic high and the overall road system is complex creating an intensely hard and urban section of townscape. The scale of the North Circular is accentuated by the presence of parallel side roads, Tilling Road and Etheridge Road, and the car park areas noted above.
- 10.6.11 Some limited areas of planting around sections of the junctions help to soften parts of the road infrastructure and in some cases reduce the scale of some of the structures. However, with sections of roadway passing underneath other structures and localised sections of substantial retaining walls, the areas are dominated by the functional engineering arrangements.
- 10.6.12 The provision of pedestrian walkways, ramps and bridges adds to the visual complexity of the junctions. With these also passing under elevated roadways the impression is of generally cluttered, uninviting or even quite hostile conditions for both pedestrians and motorists. The concentration of road infrastructure (including bridges, ramps, gantries, signs) creates physical barriers and visual barriers.
- 10.6.13 Although there are some pedestrian and cycle crossing points the roads create a permanent physical barrier restricting free and easy movement - particularly in a north-south direction. Public realm is restricted to pavements immediately adjoining roads.
- 10.6.14 The hard urban character of this area is further reinforced by a number of commercial developments fronting onto the roadways in this location. The Holiday Inn Hotel is a prominent building which acts as a local landmark. On the northern side of the North Circular corridor the existing vegetation around the M1 junction and along the River Brent corridor makes a positive contribution to the area as a whole. Aside from these points, the overall condition of the roadscape makes no positive contribution to the local townscape.

*Key Features and Characteristics:*

- Hard, wide, urban, heavily trafficked spaces which allow free movement of cars but prevent free and easy movement by pedestrians and cyclists;
- Hostile, noisy and bleak particularly for non-car users;
- High level of visual clutter; and
- Limited areas of vegetation.

*Principal Typology:* Road Corridor / Transport Network.

*Secondary Typology:* Car parking serving Brent Cross Shopping Centre.

*Scale, Mass and Height:* Wide, open, large scale features, but generally low lying with the exception of the over bridges, raised decks, flyovers, gantries and lighting columns.

*Urban Grain:* Coarse, although not of a traditional built form, the road corridor is essentially a long structure with no breaks / separation and a small handful of crossing points.

*Landmarks:* The Holiday Inn is the principal landmark within the southern periphery of the TCA; it is a tall building and can be seen from many vantage points in the wider townscape surrounding this TCA. Although much lower in height, the flyovers and bridges can also be considered to be local landmarks. None of these landmarks are considered to contribute positively to the character of the area.

*Skyline:* Low and varied, height is provided by the raised road sections, bridges and intersections as well as the tree line which follows the River Brent.

*Legibility, Access and Circulation:* Good for car users, very poor for pedestrians, cyclists and other non-road users. The road corridor creates a physical barrier between townscape areas to its north and south. Crossing points are low in number and infrequent, signage is also poor.

*Public Realm and Open Space:* Devoid of any meaningful / usable open space, public realm is mainly restricted to footpaths adjoining carriageways.

*Vegetation:* Generally limited to narrow linear groups on the periphery of the TCA, principally the tree line which follows the route of the River Brent or small groups of trees around the major intersections.

*Condition:* Poor. The road is generally well maintained but surrounding areas including pavements are run down and not as well kept / maintained as surrounding areas.

*Change:* There has been little significant change in recent years to the road corridor or southern car parks within Brent Cross Shopping Centre. The single most significant recent change within the TCA has been the development of the Holiday Inn Hotel.

*Designations / Value:* No designations within the TCA, low value townscape.

- 10.6.15 **Townscape Sensitivity:** This TCA is undesignated, of very low quality and condition, with few distinctive features / elements and a weak and fragmented character. The TCA is capable of accommodating high levels of change / improvements / enhancement. The sensitivity to change has been assessed as **Very Low**.

#### TCA3: Brent Cross Shopping Centre and River Brent

- 10.6.16 This character area encompasses the bulk of the shopping centre (including the shopping mall itself) to the north of the River Brent. The area comprises the large scale building mass and adjoining areas of car parking (with the exception of the car parks south of the River Brent), overflow car parks and transport interchange including access roads and roundabouts and a bus station.
- 10.6.17 The centre is primarily accessed by car and as such the general provision for pedestrian access is limited. Although the buildings are of a large scale and mass they are architecturally poor and do not have the 'presence' of landmark buildings (which could be expected from a major retail centre) and together with the surrounding car parks forms a poor relationship with adjoining townscape areas.
- 10.6.18 The River Brent crosses the southern part of this area creating some separation of the extensive car parks. Relatively mature vegetation follows the line of the river and helps to soften (to some degree) the surrounding townscape. The river itself is canalised in a concrete channel and does not provide a focus for the development or any meaningful amenity function, and in addition to the road network provides another level of physical barrier to non-car users.

*Key Features and Characteristics:*

- Hard urban space, primarily aimed at accommodating parking for shoppers;
- High level of built form, with strong contrast between openness of peripheral car parks and the large scale and mass of the shopping centre core;
- High level of visual clutter; and
- Limited areas of vegetation.

*Principal Typology:* Retail / Shopping Mall.

*Secondary Typology:* Access roads and car parks.

*Scale, Mass and Height:* Contrast between open car parks and large mass of large building core of the shopping centre.

*Urban Grain:* Broad / coarse.

*Landmarks:* No significant landmarks, the fairly non-descript and low key (compared to today's shopping malls) shopping centre buildings could be considered to be local landmarks as a result of their mass and scale and visibility - particularly from the North Circular.

*Legibility, Access and Circulation:* Good for vehicles, very poor for pedestrians and other non-road users.

*Public Realm and Open Space:* Limited to footways adjoining roads, river corridor is not publicly accessible except where there are road crossing points. There is access and connectivity from the TCA to the adjoining Sturgess Park.

*Vegetation:* Significant vegetation mainly limited to boundaries - where there are mature tree lines. Also, some individual trees incorporated into the car parks.

*Condition:* The grounds and buildings of the shopping centre are generally well kept and tidy but the age of some of the elements makes some areas appear tired.

*Change:* No significant change to this TCA in recent years.

*Designations / Value:* No relevant designations, low value townscape.

10.6.19 **Townscape Sensitivity:** This TCA is undesignated, of very low quality and condition, with few distinctive features / elements and a weak and fragmented character. The TCA is capable of accommodating high levels of change / improvements / enhancement. The sensitivity to change has been assessed as **Very Low**.

10.6.20 .

*TCA8: Brent Park Road and Sturgess Avenue*

10.6.21 Areas of post war, predominantly semi-detached housing within an enclosed streetscape with traditional street pattern. As small estate roads enclosed by the presence of Brent Cross and the M1 / North Circular, these areas have a degree of isolation / separation and seclusion, with movement into adjoining areas being restricted. The areas are generally well presented areas of residential streetscape.

*Key Features and characteristics:*

- Grid like road structure to the north of Brent Cross Shopping Centre;
- Residential area with strong linear development pattern; and

- Brick and rendered housing, occasionally feature timber cladding with clay roof tiles.

*Principal Typology:* Residential.

*Scale, Mass and Height:* Small scale buildings, high density and generally one to two storeys high.

*Urban Grain:* Fine, tightly packed residential area with gaps being provided by access roads.

*Landmarks:* None.

*Legibility, Access and Circulation:* Single point of access for cars to the west of Brent Cross Shopping Centre providing an enclosed area of circulation. To the north the legibility is greater with grid pattern road structure with several points of access. There is no immediate vehicular connectivity between this area and the adjoining TCA 3, although there are multiple points of access for pedestrians. Paths / pavements on either side of the housing allow a good level of circulation and movement.

*Public Realm and Open Space:* Sturgess Park and playing fields associated with the primary school.

*Vegetation:* Limited generally to gardens within the TCA. Significant boundary vegetation is noted along the M1 providing a buffer area. Boundary vegetation around Brent Cross and Sturgess Park provides a degree of separation between the residential properties and the retail zone.

*Condition:* Poor / Average.

*Change:* No significant change or development within recent years.

*Designations/Value:* No relevant designations, low townscape value.

- 10.6.22 **Townscape Sensitivity:** This is an undesignated townscape of local value but low quality. Few distinctive characteristics, features or elements. The character of the area is capable of moderate levels of change / improvement / enhancement. The sensitivity to change has been assessed as **Low**.

### Townscape Character Summary

- 10.6.23 The area is currently occupied by a mix of developments and land uses, which give rise to a somewhat disjointed townscape. Run down areas of commercial and light industrial development and areas of derelict land sit alongside residential areas and public open space.
- 10.6.24 The area is also fragmented by several major road and rail routes, which cut across and encircle the study area. The existing pattern of transport infrastructure has a major bearing on the overall character of the location in terms of both the visual and audible influences and in the isolation and lack of pedestrian access across the main routes into and out of the Site.
- 10.6.25 Twenty-one different character areas within the study area have been identified, described and assessed within the previous EIA Documentation, and are still valid.
- 10.6.26 The townscape character areas relevant to Phase 1B (North) are considered to be unremarkable, of local value at best and of mainly low or very low sensitivity with the ability to accommodate large amounts of change.
- 10.6.27 The poor quality and condition of much of the townscape within the Site and surrounding areas is reinforced by the fact that the Site is within a major regeneration area. This identifies that the area is in need of significant improvement / redevelopment.

- 10.6.28 With the exception of the Tree Preservation Orders (TPOs) (See Fig. 10.3) none of the application area for Phase 1B (North) contains any areas, features or elements which are designated or protected.
- 10.6.29 In summary, the townscape of the Site and the wider study area can be considered to be generally of low value and sensitivity with very few notable features or characteristics.

## Visibility & Visual Amenity

### Visibility

- 10.6.30 A Zone of Theoretical Visibility (ZTV) of the existing baseline was prepared using GIS analysis of the local topography of the Site and its surrounding areas for Phase 1A (North) RMA. This remains valid for this assessment as it included all areas within Phase 1B (North).
- 10.6.31 The ZTV study does not take account of built form, other man-made structures or any existing vegetation, however when used in combination with the topographical analysis study (**Figure 10.1**) it provides a good starting point for visual analysis. It should be taken into account that the ZTV shows a worst-case scenario and is to be used in combination with field analysis work. The ZTV is illustrated in **Figure 10.1** and was used as a guide when selecting representative viewpoints in the field.
- 10.6.32 While main private views have been discussed, the identification of views has been carried out from external spaces within the public domain and not from inside buildings or private spaces.

### Visual Amenity

- 10.6.33 The visual amenity as presented within Phase 1A (North) FIR has been reviewed and remains valid, as it considered the visual amenity of the Site and its wider area including area related to Phase 1B (North).
- 10.6.34 Following field survey and consultation with LBB, within the local area, the following sensitive receptor groups (with the potential to be affected by Phase 1B (North) elements) based on the selected viewpoints have been identified:

### Residential Receptors

- To the north of the M1 fly-over properties in Brent Park Road and Layfield Close have first floor views of the existing shopping centre. Most of the ground floors and gardens are enclosed by landscape planting on the boundary and therefore have limited or no view of the shopping centre. An existing belt of trees and vegetation partially screens the properties in close proximity to the Brent Cross Shopping Centre and associated car park.
  - Oblique views and filtered views from the upper stories of properties fronting Renters Avenue. The properties do not front the dual carriageway and their associated back gardens, trees and landscape boundary treatment filter the views across to the existing shopping centre.
  - To the north of the Brent Cross Shopping Centre, properties at the junction of Allington Road and Elliot Road, on Fairfield Avenue and Park Road, have filtered oblique views.
- 10.6.35 Within the methodology, as presented within Phase 1A (North) FIR, residents are defined as 'High' sensitivity, however within the visual assessment of representative viewpoints in this assessment, residential views have been identified as largely oblique or filtered in nature, with many from upper storeys rather than from more habitable ground floor rooms. They are also seen

within an existing urban context within the setting of the existing shopping centre. As a result, the sensitivity of these residential views has been identified as Medium.

#### Public Rights of Way (PRoW)

- 10.6.36 The Public Rights of Way (PRoW) within the area around Phase 1B (North) are set out along pavements adjoining roads, there are no significant segregated PRoW which are likely to be affected by the elements of the Phase 1B (North) RMA.

#### Public Open Space

- 10.6.37 The wider area is well served with parks and public open spaces and the following are considered to be sensitive receptors that may be affected by the Phase 1B (North) RMA:
- Users of Clitterhouse Playing Fields; and
  - Users of Woodfield Park Recreation Ground.

#### Summary of Visual Receptors

- 10.6.38 Of these groups the following have the potential to be affected by the elements of the Phase 1B (North) RMA:
- Residents within Brent Park Road and Layfield Close;
  - Residents within Renters Avenue;
  - Residents within Fairfield Avenue, Park Road and Allington Road;
  - Users of Clitterhouse Playing Fields;
  - Users of vehicles on the North Circular;
  - Users of vehicles on Hendon Way;
  - Users of vehicles and pedestrians on Tempelhof Bridge;
  - Users of local paths and cycleways adjoining the road corridors; and
  - Visitors to Brent Cross Shopping Centre.

#### Viewpoint Locations

- 10.6.39 Selected viewpoint locations used within the s73 ES and other EIA Documentation, in addition to four new viewpoint locations, as agreed with LBB, have been identified as a basis for the description of the visual baseline (see **Figure 10.5**). As some of the previously used viewpoints do not take in views of the Phase 1B (North) RMA components, a series of new additional viewpoint locations have been used specifically for their relevance to the RMA proposals, explained in detail within the Consultation section.
- 10.6.40 For clarity, this assessment uses the same numbering system as the viewpoints from the s73 ES and other EIA Documentation, and any new viewpoints are numbered sequentially as follow-on numbers.
- 10.6.41 Only impacts which are likely to arise from the detailed design provided in the Phase 1B (North) RMA are assessed (in the context of the parameters of the Development and Phase 1A (North) Approved Matters in place, as defined in **Chapter 2** and in Section 10.1 of this Chapter).

Table 10.2: Viewpoint Location, Sensitivity and Description

View Number	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Description of View
1 (s73 application)	Footway beside Brent Cross Flyover	Pedestrians and cyclists crossing the Brent Cross Flyover	Low	<p>View from the footway on the south western side of the North Circular/A41 looking west along the North Circular road corridor. This footway is one of a number of routes which cross under or above the road junction and provide connectivity to the west and east.</p> <p>Views west along the North Circular open up as the footway extends beyond the junction.</p> <p>The view looks onto the North Circular to the west and towards Brent Cross Shopping Centre to the north west. The view is dominated by roads and their associated infrastructure (such as lighting columns and signage). The existing Tempelhof Bridge is seen in the distance through the gaps between advertisement hoardings and signage gantries. The large-scale buildings of the existing Brent Cross Shopping Centre are seen in the near distance on the northern side of the North Circular. Vegetation which follows the line of the River Brent is prominent within the view and filters the views of the shopping centre partially.</p>
4 (s73 application)	Clitterhouse Playing Fields	Users of the playing fields	Medium	<p>The openness and elevational context of the playing fields is an unusual characteristic of the local townscape, and results in a number of longer distance open views being available into the surrounding townscape – particularly to the north and east. This view from the north of the playing fields looks in a north western direction across the northern end of the park and onto (and between) the high rise flats located around Whitefield Avenue and the Holiday Inn Hotel tower on the North Circular. The distant horizon line around Hendon can be seen between the high rise buildings. The existing Brent Cross Shopping Centre is largely screened by the tower blocks.</p>
12 (s73 application)	Northern Circular Road adjacent to the junction of Claremont Road with Tiling Road	Users of vehicles along North Circular Road and Claremont Road	Low	<p>View from North Circular Road adjacent to Tiling Road and Claremont Road junction looking north across the North Circular towards Brent Cross Shopping Centre.</p> <p>The view is dominated by the busy North Circular Road in the foreground and its associated infrastructure, including signage, advertising hoardings and lamp posts. The built form of the Brent Cross Shopping Centre and associated car park are prominent</p>

View Number	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Description of View
				features within the view. Tempelhof Bridge is less prominent but can be seen to the left. It is a busy view with a large amount of movement as a result of fast moving cars on the North Circular. It is a hard urban view, softened slightly by the tree line which follows the River Brent.
13 (s73 application)	Welsh Harp / Brent Reservoir	Users of the open space	Medium	<p>View from Woodfield Park Recreation Ground looking over the top of Brent Reservoir in the direction of Brent Cross. In summer the view is highly contained by the trees surrounding the reservoir, however winter views are more extensive, with the ridgeline around Parliament Hill forming the distant horizon.</p> <p>None of the existing features or elements within the Phase 1B (North) part of the overall Site can be seen within this view.</p>
14 (Phase 1A North application)	Tempelhof Bridge	Pedestrians and road users	Low	<p>The existing Tempelhof Bridge provides one of the few open elevated views over the surrounding townscape in the area of the North Circular. It is also one of the few crossing points over the road. View from the bridge looking north towards the Brent Cross Shopping Centre provides extensive views of the North Circular Road. It is dominated by the large expanse of car parks to the north of the road and Brent Cross Shopping Centre. Vegetation is limited to the riverside trees that filter views of the shopping centre in some areas. Street lights and other associated lighting provides vertical elements within the view.</p> <p>The roofs of the residential area to the west of the shopping centre are in clear view from this location, interspersed by scattered trees. The tower block to the west on Tyrrel Way is seen in the distance interrupting the horizon. Office buildings on Brent Cross Gardens are also visible in the distance to the east of the viewpoint location.</p>
15 (Phase 1A North application)	Western entrance to Brent Cross (Stadium Way)	Pedestrians and road users	Low	<p>View from the road leading towards the entrance of the overflow Stadium car park looking north east across the roundabout over the River Brent, towards Brent Cross Shopping Centre. The façade of the shopping centre near the roundabout is in clear view interrupted marginally by some scattered trees and street lights, creating a prominent feature with its associated car park. Street lighting forms vertical elements within the frame. During summer, the views of the shopping centre to the far east will</p>

View Number	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Description of View
				be screened by the vegetation along the riverside, however filtered views are afforded in winter.
25 (Phase 1A North application)	Brent Park Road	Residents	Medium	The view east from Brent Park Road (taken from outside number 95) looks along the existing pedestrian walkway between residential houses on Brent Park Road and Layfield Close which allows access to the existing Brent Cross Shopping Centre. The extent of the view towards Site features is limited to the gap provided by the road leading to the centre. The Brent Cross Shopping Centre and multi storey car park form the background, although due to the scale of the Site buildings they do not dominate the view. Existing vegetation and residential built form in the foreground screens the rest of the Site.
26 (Phase 1B North application)	North-west of Brent Cross Shopping Centre	Pedestrians and Users of the shopping centre	Low	View from the road within the shopping centre, adjacent to Sturgess Park, looking west across the Site. The upper parts of the north-western edge of the shopping centre and the wall surrounding the associated service area are the only built elements of the Site visible within the view. The road within the shopping centre and car park to its left with Sturgess Park to the right constitute the rest of the view and forms the focal point. Filtered views of the residential development across Sturgess Park and beyond the Site boundary is visible. The houses would be further screened in summer, when the trees are in leaf. Tree belt along the edge of Sturgess Park and back of Layfield Close forms the background. Filtered views of the roofs of properties along Layfield Close are afforded from this location, which would be further reduced when the trees are in leaf in summer.
27 (Phase 1B North)	Haley Road	Residents	Medium	View from the junction of Haley Road and Hendon Way looking south-west across the A41 (Hendon Way) towards Brent Cross Shopping Centre. Hendon Way and its associated barriers, signage and street lights feature within the foreground. The upper stories of Brent Cross Shopping Centre (Fenwick) and multi storey car park are in clear

View Number	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Description of View
application)		Pedestrians and Road Users	Low	sight beyond Hendon Way, interrupted occasionally by the slim lighting columns and limited scattered trees. The fencing dividing Hendon Way from the shopping centre along with boundary vegetation screens the lower storeys. The high-rise flats at Whitefield Avenue can be seen in the distance.
28 (Phase 1B North application)	Etheridge Road	Pedestrians and Road Users	Low	View from the footway of Etheridge Road adjacent to the North Circular Road looking west. The North Circular Road depicts a busy image with a number of fast moving cars to the left of the view. Street lights are a constant element within this area and associated signage gantries can be seen in the distance. Holiday Inn Hotel is in clear sight within the view beyond the North Circular Road. Etheridge Road along with the advertisement hoardings, temporary fencing, trailers and a derelict building comprises most of the foreground within the view. It is an area of neglect as noted from the Buddleia growing alongside the road and litter strewn around. In comparison to the North Circular Road, this area is not busy. Glimpsed views of the existing Brent Cross Shopping Centre are afforded through the gaps between advertisement hoarding and the trailers and built form beyond Etheridge Road.
29 (Phase 1B North application)	Allington Road	Residents	Medium	View from the junction of Allington Road and Elliot Road looking south-east towards the shopping centre. Glimpsed views of the existing Brent Cross Shopping Centre wall and the top storey of the multi storey car park and associated lighting columns will be seen from the upper floors of the residences. During summer, most of the car park will be screen with the taller elements of the building such as the lighting being still visible.

## Visual Summary

- 10.6.42 Views into and across the Phase 1B (North) area and wider townscape are influenced and moulded by a combination of topography, vegetation and built form. There are very few areas within or around the Site where there are vantage points offering views over large areas. Most views are of a short range and channelled nature, with only occasional medium to long range views, these being achieved principally where areas of open space coincide with higher lying topography, or where major road crossings or other transport infrastructure cuts through the townscape.
- 10.6.43 Considering the size and scale of the Phase 1B (North) area and the concentration of the surrounding residential development, views to or across Phase 1B (North) from residential receptors are extremely limited, with only properties on the periphery of the Phase 1B (North) elements, or directly adjoining its boundaries, having the potential for views.

## 10.7 Assessment and Mitigation

### Construction

#### Potential Impacts

- 10.7.1 The Construction Impact Assessment (CIA) set out in the s73 ES has been updated to reflect changes to the construction programme (further details provided in **Appendix 2.1**).
- 10.7.2 The s73 ES and other EIA Documentation assesses the potential impacts of construction under the following sub-headings:
- Topography and Drainage;
  - Land Use and Built Environment;
  - Vegetation;
  - Open Space Areas;
  - Landscape Context and Character;
  - Visual Impact; and
  - Special Interests, Values and Policy Context.
- 10.7.3 The commentary regarding the above key issues has been reviewed and remains valid taking into account the detailed design of Phase 1B (North).
- 10.7.4 With regard to vegetation, further information is available on the retention and loss of trees within the areas directly affected by the Phase 1B (North) RMA (refer to **Figure 11.3 of Chapter 11: Ecology and Nature Conservation**).
- 10.7.5 There will be some tree loss for Phase 1 (the tree loss for Phase 1A (North) has been previously assessed under the Phase 1A (North) RMAs) and some of this tree loss would be directly attributable to the Phase 1B (North) RMA. There are, however, further trees that have been identified to be removed in localised areas which relate specifically to the tree belt to the back of the houses fronting Brent Park Road, another belt of trees along Hendon Way, north of Spalding Road and a few other scattered trees along the northern boundary of the Site. Although replacement planting would be provided, it would take time to mature and re-establish to its

original value. The potential impacts from tree loss in Phase 1B (North) is therefore considered to be minor to moderate adverse during the construction phase.

- 10.7.6 Although, additional vegetation would be removed for Phase 1B (North), the extent of such removal is limited and would not have an overall consequence on the conclusions of the s73 ES and Phase 1A (North) FIR relating to vegetation removal
- 10.7.7 Changes to the townscape character surrounding Phase 1B (North) (which is of very low – low sensitivity in the locality) during the preparation and construction period will be of Medium magnitude. Therefore, the overall significance of effect during this period for townscape character will be **negligible to minor adverse** and of a temporary nature.
- 10.7.8 With regards to views and visual amenity, Phase 1B (North) proposals during the construction phase would have a medium magnitude of impact. This would result in **moderate adverse** effect within some views, specifically relating to residential receptors due to their Medium sensitivity. All other views would have **minor adverse** effect, with VP13 resulting in no effect as Phase 1B (North) components are not visible from this location. All effects during construction phase will be temporary.
- 10.7.9 Due to the nature of the proposed construction activities it is inevitable that some adverse effects would occur to the townscape and visual amenity of the Phase 1B (North) area and its immediate environs during the preparation and construction stages of the Development. The significance of these effects can, however, be limited by implementing the mitigation strategies detailed below.

### Mitigation

- 10.7.10 A series of mitigation measures were proposed to mitigate temporary visual impacts of the construction phase in the s73 ES and other EIA Documentation, some of which have already been progressed to detailed measures in line with Planning Conditions attached to the 2014 Permission:
- Good housekeeping of construction sites (storage of materials / machinery, separation of working areas and open space, location of temporary buildings) - measures to be defined in CoCP / CEMPs to be submitted for approval as a pre-Commencement Planning Condition attached to the 2014 Permission;
  - Protection of trees and vegetation to be removed - detailed measures for tree protection already submitted to LBB for approval to meet requirements of Pre-RMA Planning Conditions 27.1 and 27.2, which are attached to the 2014 Permission; and
  - Temporary lighting – measures to be defined in CoCP/CEMP.
- 10.7.11 No further mitigation measures are therefore considered necessary in respect of the Phase 1B (North) RMA.

### Residual Impacts

- 10.7.12 Townscape and visual impacts will range from negligible to moderate adverse at worst, which reflects the findings in Table 22.2 of the s73 ES, which identified temporary short term adverse impacts on the landscape character and views during the construction period of moderate adverse significance with mitigation in place (including tree and vegetation removal). These impacts are therefore considered to remain valid in respect of the Phase 1B (North) RMA.

## Operational

### Potential Impacts

#### Townscape Assessment

- 10.7.13 As identified within the baseline conditions, three TCAs may be impacted by the Phase 1B (North) Development.
- 10.7.14 Aspects of the proposed Development that would be likely to give rise to townscape impact are as follows, with a further detailed analysis of the potential impacts of the completed Development on the townscape character described within **Table 10.3**.

#### New Town Centre (refurbished and new buildings):

- 10.7.15 The new Town Centre including all the various new buildings and the Brent Cross Shopping Centre lie within TCA 3: Brent Cross Shopping Centre and River Brent. Although the use of the existing area remains largely the same, the Development is of a larger scale and there would be an increase in the bulk and massing in that area. The Development would be a prominent feature within the locality.
- 10.7.16 Parts of the Development, specifically to the south, are located within TCA 1: North Circular Road altering the use of the TCA within the area. The Development would be more akin to TCA 3 and would provide a definitive edge to TCA 1.

#### Plot 113:

- 10.7.17 Plot 113 being situated within the western perimeter of Phase 1B (North) would lie within TCA 8: Brent Park and Sturgess Avenue. Although it is currently a car park supporting the Brent Cross Shopping Centre, Plot 113 being a residential development would suit the typology of the TCA in comparison to the existing baseline of a carpark supporting the Brent Cross Shopping Centre. The scale of the residential blocks would be larger than the existing residences and the proposed colour palette for the faced details would be similar to the surrounding environs. A few trees would be lost due to the Development; however, the loss of limited number trees would not change the character of the area and further mitigation would be provided through replacement planting to reinforce the boundary.

#### Eastern and Western Brent Riverside Park:

- 10.7.18 Eastern Brent Riverside Park lies wholly within TCA 3: Brent Cross Shopping Centre and River Brent. Western Brent Riverside Park is located largely within TCA 1: North Circular Road with parts of it within TCA 3. Although River Brent is already a part of TCA 3, the proposals as part of Phase 1B (North) would alter the character of the river, providing new areas of landscaping, footways and cycleways and in general making the area accessible to be used as part of the extended area of public realm.
- 10.7.19 Western Brent Riverside Park being within TCA 1 would change the character within that area to be more akin to the adjoining TCA 3, however the proposals are highly localised and would not alter the fundamental character of TCA 1.

Table 10.3: Townscape Character Areas - Potential Impacts, Mitigation and Residual Impacts at Operational Phase

Character Area	Description of Change	Sensitivity	Magnitude of Change	Level of Effect
<b>TCA1: North Circular Corridor</b>	<p>Southern buildings of the New Town Centre and a part of the Eastern Brent Riverside Park lie within the TCA.</p> <p>The extensive areas of hardstanding to the north of the North Circular Road would be replaced by the Central Riverside Park (part of Phase 1A (North)), Southern Department Store, South Building (Plot 103) and East end of Southern Building (Plot 104). The expansive, hard-surfaced character would be altered to provide for built form and simultaneously reducing the perceived image of the width of the road.</p> <p>The new built form, although located within TCA 1, would be more akin to TCA 3 in characteristics and would provide a definitive edge to the TCA.</p> <p>The Eastern Brent Riverside Park would introduce new planting and soften the edge of the road, providing further areas of vegetation in an otherwise urban area.</p> <p><u>Scale / Mass / Height</u></p> <p>There would be a perceived narrowing of the road corridor as a consequence of the green infrastructure associated with the riverside park and introduction of new built form, reducing the extent of openness.</p> <p><u>Urban Grain</u></p> <p>Reduction in urban grain as a consequence of the new development to the north of the road corridor.</p> <p><u>Landmarks</u></p> <p>The New Town Centre's southern buildings with the varied façade structure would create a local landmark in this TCA.</p> <p><u>Legibility, Access &amp; Circulation</u></p> <p>Improved for non-road users with the addition of new threshold spaces to the immediate north of the North Circular Road and leisure</p>	Very Low	High	Moderate (Beneficial)

Character Area	Description of Change	Sensitivity	Magnitude of Change	Level of Effect
	<p>walks along the riverside.</p> <p><u>Public Realm and Open Space</u> Improved with the addition of the new Riverside Park.</p>			
<p><b>TCA 3: Brent Cross Shopping Centre and River Brent</b></p>	<p>New Town Centre (including new retail buildings, public realm, open spaces, car parks, Replacement Bus Station and hotel) and Eastern and Western Brent Riverside Parks are Phase 1B (North) components that are located within TCA 3, along with the existing Brent Cross Shopping Centre.</p> <p>The Phase 1B (North) proposed Development would retain the principal function of this area as a retail space. The Development would introduce new buildings with various façades whilst refurbishing the old buildings. The new Development would create a landmark feature in this area introducing prominent new features.</p> <p>New public realm would be created supporting pedestrian activity. The Eastern and Western Riverside Parks would introduce new leisure areas and provide pedestrian and cycle access.</p> <p>The Phase 1B (North) RMA elements would alter the character of the area by removing detracting features of roads and circulation. Leisure and open space would take the place of access roads and car park.</p> <p><u>Scale / Mass / Height</u> The scale, massing and height would be altered significantly with the introduction of new elements. Open areas of car parks would be replaced by multi storey car parks, the mass of large buildings would be further increased. Taller elements would also be introduced changing the baseline height.</p> <p><u>Urban Grain</u> Reduction in urban grain due to the introduction of new built elements and removal of open car parks.</p> <p><u>Landmarks</u> The new shopping centre would create a local landmark with its new</p>	<p>Very Low</p>	<p>Very High</p>	<p>Moderate (Beneficial)</p>

Character Area	Description of Change	Sensitivity	Magnitude of Change	Level of Effect
	<p>contemporary façade.</p> <p><u>Legibility/Access and Circulation</u> Improved access and circulation for pedestrians and cyclists with the introduction of various links within the area and providing for threshold spaces within the retail space.</p> <p><u>Vegetation</u> The Eastern and Western Brent Riverside Parks would introduce a significant proportion of new planting including native trees and shrubs, woodland planting and other aquatic plants.</p> <p><u>Public Realm and Open Space</u> New public realm connecting Layfield Close, Tempelhof Bridge and the Living Bridge would be created along with threshold spaces to facilitate pedestrian activity. Creation of Eastern and Western Brent Riverside Parks including informal play spaces.</p>			
<p><b>TCA8: Brent Park Road and Sturgess Avenue</b></p>	<p>Plot 113 and Sturgess Park lie within this TCA.</p> <p>The Phase 1B (North) RMA includes the residential development of Plot 113. Although it would introduce a new built form into a previously undeveloped area, the type of development would be of a residential nature and in keeping with the primary typology of the TCA. Plot 113 would however be of a different form and scale to the semi-detached housing in the surrounding area.</p> <p>The development of Plots 113 would create a new eastern boundary to the TCA providing new streetscape and links to Sturgess Park. Proposals for Sturgess Park would introduce play areas and replace removed trees with new planting.</p> <p>Proposals relating to Phase 1B (North) would be contained to a small part of the TCA and would consequently have highly localised effect and therefore would not change the character of the TCA overall.</p>	<p>Low</p>	<p>Low</p>	<p>Negligible</p>

Character Area	Description of Change	Sensitivity	Magnitude of Change	Level of Effect
	<p><u>Scale/Mass/Height</u></p> <p>The scale, mass and height of the buildings on Plots 113 would be greater and higher than the surrounding properties. Plot 113 would reach a maximum of four storeys high, however it would be designed with a tiered western façade to be in keeping with two storey residential houses in its proximity. The scale of Plot 113 although greater than the built form in this TCA, would be suitable for its location, bridging the small scale housing with the adjoining large scale shopping centre.</p> <p><u>Urban Grain</u></p> <p>Unchanged</p> <p><u>Landmarks</u></p> <p>Unchanged</p> <p><u>Legibility / Access and Circulation</u></p> <p>The existing path access from Brent Park Road to Brent Cross through Plot 113 would be retained and enhanced to form a legible pedestrian link between the areas. The existing path would also provide for the access of Plot 113. New footpath and cycle links between Plot 113 and Sturgess Park would improve the circulation within the area.</p> <p><u>Vegetation</u></p> <p>Most of the existing vegetation would be retained except for some trees that have been identified for removal around Plot 113. They would be replaced with new tree planting and would provide a robust boundary.</p> <p><u>Public Realm and Open Space</u></p> <p>Improvement of Sturgess Park, providing play spaces and legible circulation and access routes.</p>			

## Visual Assessment

10.7.20 The potential effects of the completed Development on visual amenity have been set out in **Table 10.4** and should be read alongside the photomontages (**Appendix 10.1**).

Table 10.4: Viewpoints - Predicted Effects / Impacts with relevance to the Phase 1B (North) RMA at Operational Phase

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
1	Footway beside Brent Cross Flyover	Pedestrians and cyclists crossing the Brent Cross Flyover	Low	Very High	Moderate (Beneficial)	<p>The southern and eastern buildings of the Phase 1B (North) components would be in clear view from this location. The existing Fenwick building would also be seen in parts, in between the East end of South Building (Plot 104) and the East Car Park building. The proposed Development would dominate the view and the scale and massing of the built form would be greater than that of the existing conditions. In comparison with the baseline, where the built form is set back from the road within this view, the proposed Development would be in closer proximity to the road, thereby reducing the openness of the view.</p> <p>Proposed trees as part of the Eastern Brent Riverside Park would provide partial screening of the lower storeys of the East end of South Building and the Eastern Car Park in summer. The trees would also provide amenity value.</p> <p>The new buildings (Southern Department Store, South Building (including the Replacement Bus Station), East end of South Building (Plot 104), East Car Park) along with the refurbished Fenwick building would create a defined urban edge and would obscure large parts of the sky and would guide the line of view along the North Circular Road. The proposed acoustic barrier (Phase 1A (North) element) along North Circular Road would also assist in defining and screening the lower storeys of the new buildings along the southern edge.</p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
						<p>The façade details would vary, with an overarching modern contemporary theme and each building differing from the other, united by the general massing of the structures. The proposed Development would form a local landmark.</p> <p><u>Wider Scheme Context:</u>  <u>As the Scheme progresses, the view would be altered further featuring high rise buildings beyond the Living Bridge which would reduce the openness of the view whilst creating a new skyline.</u></p>
4	Clitterhouse Playing Fields	Users of the playing fields	Medium	Very Low	Negligible	<p>The Phase 1B (North) southern buildings would be just visible through the gaps between the high-rise flats around Whitefield Avenue. The new built form would be partially screened by vegetation at the northern edge of Clitterhouse Playing Fields, affording filtered views in winter through the bare branches of the trees.</p> <p>Phase 1A (North) landscaping elements (as approved, subsequently re-phased to Phase 1B (South) would be in place and due to the distance, the proposed Development would read as part of a cluster of buildings, the scale being appropriate to that of the existing built form and would not interrupt the busy skyline.</p> <p>Although the Phase 1B (North) buildings would fill the gap between the buildings and would remove views beyond, it would not remove the general nature of openness of the entire view.</p> <p><u>Wider Scheme Context:</u>  The Clitterhouse Playing Fields would be seen against the backdrop of the Scheme with high buildings forming a dramatic skyline / backdrop. Phase 1B (North) elements would contribute to that skyline and together would highlight the openness of the park</p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
						and distinction between the urban area and the open space.
12	Northern Circular Road adjacent to the junction of Claremont Road with Tiling Road	Users of vehicles along North Circular Road and Claremont Road	Low	Very High	Moderate (Beneficial)	<p>The southern buildings (South Building including the Replacement Bus Station (Plot 103) and Southern Department Store) along with part of the East Car Park would be seen in clear view from across the North Circular Road. To the far east, new tree planting forming part of East Brent Riverside Park would be noticeable. The Living Bridge (part of Phase 1A (North)) would screen part of the Southern Department Store. The acoustic barrier along the northern side of the North Circular Road would screen the lower storeys of the built form and would screen pedestrian activity and other related movement associated with the Replacement Bus Station. Trees within Central Brent Riverside Park (in place as part of Phase 1A (North)) provide further partial screening of the lower storeys in summer.</p> <p>The expansive hard surfaced open car park would be replaced by the proposed Development reducing the openness of the view and the perception of the width of the North Circular Road.</p> <p>The proposed Development with its varied facade detailing, would dominate the view and would provide a local landmark, changing the skyline within the view. It would provide an enhanced sense of scale and would bring the existing vertical elements of street lights into a more suitable scale context. The proposals would also remove detracting features such as the expansive surface car parks and replace with landmark buildings with animated façade details providing a visual interest to the receptors.</p> <p><u>Wider Scheme Context:</u>  <u>The Illustrative Scheme in conjunction with the details in place would provide limited change to the view.</u></p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
13	Welsh Harp / Brent Reservoir	Users of the open space	Medium	No Change	Not Applicable	<p>None of the Phase 1B (North) RMA components would be seen within this view.</p> <p><u>Wider Scheme Context:</u>  <u>The Illustrative Scheme would be visible providing a new skyline featuring high rise buildings.</u></p>
14	Tempelhof Bridge	Pedestrians and road users	Low	Very High	Moderate (Beneficial)	<p>One of the few views that would provide elevated views of the wider townscape. Parts of the Phase 1B (North) RMA components would be in direct view, forming the focus of the view. The Southern Department Store would be in clear view and form the key focus along with the Energy Centre building to the left of Tempelhof Bridge. The western façade of the Western Hotel located within the western part of Phase 1B (North) would also be in view and the Western Retail Building within the south-west part of Phase 1B (North) would be seen through the gap between the Southern Department Store and the Energy Centre. The Replacement Bus Station would be seen within the eastern part of the view, at an oblique angle. The Western Brent Riverside Park would also be visible from this location. The large scale of the buildings and the proximity to the built form would dominate the view. The massing would form a continuous block of buildings, although each individual component would be easily identifiable and be distinct due to the various facades and shapes of the buildings.</p> <p>The scale of the buildings would be much larger than the surrounding townscape, specifically the residential area to the west, although the proposals would be similar to the existing John Lewis building. The new buildings appear larger in scale as the view location has shifted and would be closer placed to the buildings than before.</p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
						<p>The Phase 1B (North) elements would improve the view by removing some of the existing detracting features such as the expansive hard-surfaced car park and associated clutter such as street lights, and replacing it with landmark buildings with varied façade details creating a visual interest. The proposals would further enhance the view by opening up views of the river within the Western Brent Riverside Park and associated landscaping, softening the overall hard urban context.</p> <p>NB: This proposed view is shown as an illustrative view within <b>Appendix 10.1</b>. Once completed, the baseline view would not be in existence due to the realignment of Tempelhof Bridge to the east (Phase 1A (North) element) and therefore an illustrated view has been used to assess this view.</p> <p><u>Wider Scheme Context:</u></p> <p><u>The Illustrative Scheme would be seen to the west forming a new skyline, reducing the openness of the view, whilst providing a frame to facilitate the focus on the Scheme and the immediate townscape.</u></p>
15	Western entrance to Brent Cross (Stadium Way)	Pedestrians and road users	Low	Medium	Minor (Beneficial)	<p>.</p> <p>The view would focus on the proposed Western Hotel located within the western part of the Phase 1B (North) area and would create a dominant feature. The Energy Centre to the east would also be in clear view along with the south-western façade of the Western Retail Building behind it. Partial views of the western façade of the Southern Department Store would also be afforded from this location, although it would largely be screened by the Energy Centre in front of it.</p> <p>Plot 113 residential blocks would be largely screened by the</p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
						<p>proposed vegetation and only the top edge of the blocks would be visible in summer. There would be more filtered views of Plot 113 in winter, when the trees are bare, however, the visibility even in winter would not be prominent.</p> <p>Proposed vegetation within part of the Western Brent Riverside Park would partially screen the lower stories of the Energy Centre and the Southern Department Store. Vegetation would also be seen against the backdrop of the Western Hotel façade; however, it would be minimal and would not provide screening.</p> <p>The new built form would provide visual interest with its varied façade details in comparison to the blank walls of the previous built form. There would be an enhancement in the public realm with Tempelhof Circus being visible within the view.</p> <p>Although new built form of a larger scale would be introduced and the ground level altered, the nature of the view would remain similar being an urban view of built form with roads in the foreground. The proposals would however, enhance the visual interest of the receptors.</p> <p>NB: The proposals would raise the current ground level and therefore, the proposed view is shown at a viewing height of 0.5m above the proposed ground level, in order to retain the viewing height of the baseline and provide a comparable view for the purpose of this assessment.</p> <p><u>Wider Scheme Context:</u></p> <p><u>The wider Illustrative Scheme would be noticeable to the far east of the view, however it would not be the focus of the view.</u></p>
25	Brent Park Road	Residents	Medium	High	Moderate	Most of Plot 113 residential blocks would be in clear view from this location with filtered views of the West Car Park above and to the

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
					(Adverse)	<p>right. Proposed vegetation would soften the built form and would provide partial screening of the lower stories, although this would be limited.</p> <p>Plot 113 would be complementary to the residences in the foreground in terms of its façade details and although larger in scale, it would not detract from the view. However, the car park would dominate the skyline and would obscure all views beyond, with an interesting and colourful facade, that would be visibly different from the surrounding existing materials.</p> <p>The proposed development would increase a sense of connectivity with the removal of the barrier and replacing an open car park with residences. The proposals would also remove detractors such as graffiti and shopping trolleys and create a more unified view. The public realm would be enhanced slightly providing a more accessible footway and addition of landscaping along the street.</p> <p>However, the proposed development massing and scale would be incongruous with the residential built form in the foreground. The West Car Park would dominate the view and obscure all views beyond, reducing the openness and extent of the sky. The view would be changed fundamentally due to the Phase 1B (North) proposals.</p> <p><u>Wider Scheme Context:</u>  <u>The wider Scheme would not be seen from this location.</u></p>
26	North-west of Brent Cross Shopping	Pedestrians and Users of the shopping centre	Low	High	Moderate (Beneficial)	<p>The West Car Park would create the prime focus of the view. However, the proposed trees would screen parts of the car park in summer and provide filtered views in winter. The car park drums are a prominent feature, however landscape proposals to green</p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
	Centre					<p>the walls by means of climbers would soften the hard, urban edge and would reduce impact.</p> <p>Filtered views of a part of the existing John Lewis building would be afforded through the proposed trees along the boundary wall. In summer, the existing building would be almost entirely screened.</p> <p>Plot 113 residential blocks would be seen near the end of the road, obscuring all views to the residences at Layfield Close.</p> <p>The existing road would appear wider due to the removal of the on-road car parking area in the proposed view. However, the inclusion of a dedicated footway would facilitate pedestrian activity and the provision of new footpath surfaces, street furniture and tree planting would enhance the public realm.</p> <p>The scale of the West Car Park would be larger than the existing buildings and would appear incongruous with the existing residential buildings across Sturgess Park, however given the current view, the proposed Development would provide more visual interest for the receptors with the green walls of the car park drums and enhanced public realm around it. Even though the Phase 1B (North) elements would alter the balance of the view, from a largely open one to a more restricted view with large scale built form, it would enhance the receptors' experience by providing trees and other landscaping that would provide amenity, screening and a sense of cohesion with Sturgess Park across the road.</p> <p><u>Wider Scheme Context:</u></p> <p><u>The wider Scheme would not be seen from this location.</u></p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
27	Haley Road	Residents	Medium	Low	Minor (Adverse)	<p>The East Car Park would be prominent within this view. The existing retail building would be more visible than in the baseline due to the removal of vegetation (Phase 1A (North) element). The north car park would also be visible at a similar extent as that of the baseline. The East Car Park would screen views beyond and the high rise buildings at Whitefield Avenue would be completely obscured by the Development.</p> <p>Proposed replacement vegetation would filter parts of the existing retail building; however, it would remain more exposed than the existing baseline. The East Car Park drums would feature climbers on the eastern façade.</p> <p>The proposed Development would be larger in scale and there would be an increase in the general bulk and massing of built form, however this would not appear out of place within the existing urban context and given the nature of existing built form.</p> <p>The new built form would be set in close proximity to Hendon Way and would dominate the view from this location, however, it would be seen in context with an existing busy skyline of advertising hoardings, street lights, car parks and a busy road. The proposed buildings would provide more visual interest than the existing baseline. Although there would be a loss in vegetation, the car park feature walls with climbers would enhance the view and soften an otherwise sterile urban view.</p> <p><u>Wider Scheme Context:</u></p> <p><u>The Scheme would bring in further built form including some high-rise buildings that would alter the skyline, specifically, to the west of the view. The Illustrative Scheme would provide a definite edge along the dual carriageway.</u></p>
		Pedestrians and Road Users	Low	Low	Negligible	

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
28	Etheridge Road	Pedestrians and Road Users	Low	Very High	Moderate (Beneficial)	<p>Road users will no longer be present in the new location.</p> <p>Pedestrian receptors would cease to exist in the baseline location, as there will be a shift in location of these receptors to the footway alongside the river situated within Central Brent Riverside Park (Phase 1A (North) element) on the northern side of the acoustic screen. Therefore, for the purposes of this assessment, the view has been illustrated from the future location of the receptors.</p> <p>The receptors would be at a lower level alongside the River Brent with views of some of the Phase 1B (North) components, specifically, the Replacement Bus Station and a part of the Southern Department Store, although much of the proposal would be screened in summer due to the Phase 1A (North) landscaping proposals and affording filtered views in winter.</p> <p>The view would be enhanced by the landscaping in place from Phase 1A (North) details and would create a more open view with Phase 1B (North) elements being prominent from this location. Although the Phase 1B (North) elements would be in large scale, it would also enhance the view by providing animated façade details that would provide visual interest to the receptors. The acoustic barrier would screen views of the busy North Circular Road, thereby removing a key detracting feature from the view.</p> <p>NB: The proposed view has been depicted as an illustrative view within <b>Appendix 10.1</b>.</p> <p><u>Wider Scheme Context:</u>  <u>The wider Scheme would introduce new built form, beyond the Living Bridge and Tempelhof Bridge. It would create a new skyline, reducing the openness of the view to create a more enclosed experience highlighting the green space / public realm</u></p>

View No.	View Location	Visual Receptors / Receptor Groups Represented	Sensitivity of Visual Receptors	Magnitude of Change	Significance of Effect	Description of Effect / Impact
						<u>against the backdrop of the urban environment.</u>
29	Allington Road	Residents	Medium	Very Low	Negligible	<p>Part of the northern elements of Phase 1B (North) components would be seen rising above the existing roofline of the North Car Park as seen in the baseline. However, the new roofline will be consistent with the existing height of the lighting columns and from this location with surrounding residential roofline as well. The new proposals would not be prominent within the view and would read as being part of the existing built form.</p> <p><u>Wider Scheme Context:</u>  <u>The wider Scheme would have limited change to the view and the new built form would barely be perceptible.</u></p>

## Mitigation

- 10.7.21 The townscape and visual amenity for Phase 1B (North) have been assessed with mitigation inherent in the Development design and other landscape proposals that would be in place from Phase 1A (North). Therefore, no further mitigation measures beyond those which are already inherent in the Development design are considered necessary in respect of the Phase 1B (North) RMA.

## Residual Impacts

- 10.7.22 Since no further mitigation is proposed for Phase 1B (North) elements of the Development, the residual impacts associated with Phase 1B (North) RMA would remain as described in the Significance of Effect column presented in **Tables 10.3** and **10.4** for the townscape and visual impacts respectively.
- 10.7.23 A summary of the residual impacts associated with landscape(townscape) and visual is included within **Chapter 22: Summary of Residuals Impacts and Mitigation**.

## Summary

- 10.7.24 The Phase 1B (North) RMA is largely within the parameters set out within the 2014 Permission and therefore as assessed by the s73 ES (with the exception of the minor deviations listed in **Chapter 4**). The Phase 1B (North) RMA would give rise to highly localised impacts, only affecting receptors within the immediate vicinity of each of the components and viewed in the context of the Phase 1A (North) elements of the Scheme also in place. As the remainder of the Scheme progresses, the wider contextual townscape and visual amenity would change accordingly, resulting in overall effects to townscape character and visual receptors across the wider Site.
- 10.7.25 During the construction phase, the Phase 1B (North) proposals would give rise to some Minor Adverse impacts of a temporary nature on the townscape and visual amenity in the vicinity of Phase 1B (North).
- 10.7.26 Of the twenty-one Townscape Character Areas, three (TCA 1, TCA 3 and TCA 8) would be impacted by the completed development of Phase 1B (North) RMA. Moderate Beneficial effects would result to two of the TCAs (TCA 1 and TCA 3). TCA 8 would be subjected to Negligible effects.
- 10.7.27 Of the eleven viewpoints assessed, there would be no change to the baseline within one of the viewpoints (VP 13) and Negligible effect within three views (VP 4, VP27 (pedestrians and road users receptors) and VP29). Within five of the views (VP1, VP12, VP 14, VP 26 and VP 28) the proposals would give rise to Moderate Beneficial effects. Minor Adverse effects would result to one of the views (VP 27 (residential receptors)) and there would be a Moderate Adverse effect within one view (VP25).
- 10.7.28 Overall the completed development would have a beneficial effect on the townscape character in and around Phase 1B (North). With regard to visual amenity and views there would be one minor adverse effects. Moderate adverse effect would occur from adjacent residential receptor, due to the close proximity of the view. However, views from elsewhere would have beneficial effects on the receptors.